PREMIUM PROFILE GUIDE

Who this guide is for: ShipServ customers with a new or existing **Premium Profile.** It contains key information so please read it! (There is a separate guide for basic listings).

What's in this guide:

Introduction:
WHAT SHOULD I DO TO MAXIMISE MY PROFILE?

Do two things:

- ⚓ **Keep your Premium Profile AND**
- ⚓ **Make sure your profile is very well completed.**

Here is an explanation of why these are important.
ShipServ uses a powerful and complex algorithm to decide which of our over 40,000 suppliers gets returned after a User does a search, and in which order. Put simply, we consider ALL these three things:

- ⚓ What suppliers SAY they do (their Pages profile)
- ⚓ What they ACTUALLY do (their trading on TradeNet) and
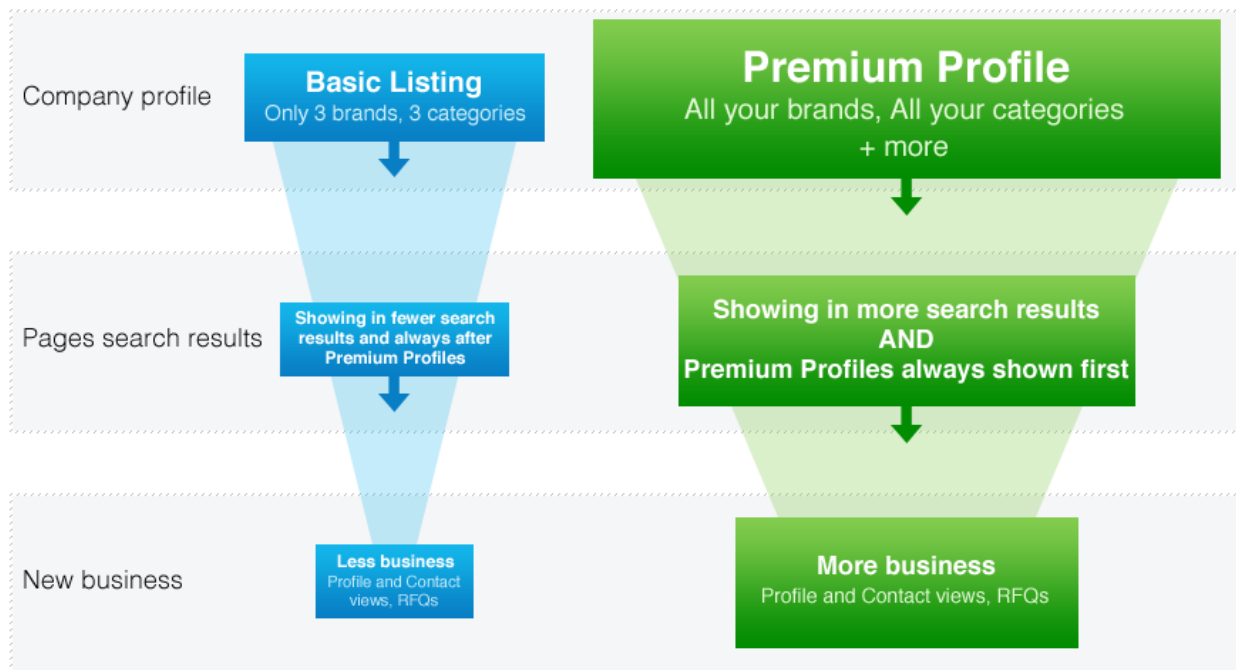- ⚓ What their CUSTOMERS say they do (reviews).

So a supplier's profile is a really important part of them being ranked – or not.

Premium suppliers are significantly advantaged versus basic listers:

- Premium profile is much more complete than basic so they get returned in search results more often
- All Premium suppliers are shown before all basic suppliers.

Why a Premium Profile is best:
How Suppliers miss out on new business with only a Basic Listing.

Company profile	**Basic Listing** Only 3 brands, 3 categories	**Premium Profile** All your brands, All your categories + more
Pages search results	Showing in fewer search results and always after Premium Profiles	Showing in more search results AND Premium Profiles always shown first
New business	Less business Profile and Contact views, RFQs	More business Profile and Contact views, RFQs

SHIPSERV Pages

So, as a Premium supplier please bear in mind: the **more comprehensive and detailed your Profile** the more new business you will get through ShipServ Pages. We use all parts of your Profile to determine search results.

The average profile complete score of a Premium profile is 45% so there is significant opportunity to improve that and drive greater performance for you from ShipServ.

Section 1:
YOUR PREMIUM PROFILE: FOUR IMPORTANT FACTS

#1 – IT'S YOUR RESPONSIBILITY TO DO YOUR PROFILE

- It's your responsibility (not ShipServ's) to write, update and add to your Premium Profile.
- To do it properly first time, we recommend taking 2 hours. And then regularly updating it.
- We can give you advice and answer your questions on your Profile, but we won't be able to fill it out for you.

#2 – THE AMOUNT YOUR PROFILE IS FILLED OUT MAKES A MASSIVE DIFFERENCE TO YOUR RESULTS

- You'll get a lot more response if your Profile is well filled out. We give a % complete score for your Profile (found on your Profile tab in Pages).
- There are several different parts to your Profile. Every part needs attention as the algorithm that we use for search result rankings is complex and draws on data from your whole Profile. In other words, you need to fully fill out ALL the sections of your Profile to get the best results.
- You need to log in to Pages and edit your Profile.

#3 – MAKE SURE YOU CAN GET INTO THE SELF SERVICE TOOL TO FILL OUT YOUR PROFILE

- All changes to your Profile are done using our online Self Service tool.
- There are 2 ways to get to this - the easiest is to log into Pages as an Administrator. See Section 2 below for details.

#4 – TROUBLESHOOTING GUIDE

Problem	Solutions
I'm not receiving any RFQs through Pages	- Check your StartSupplier emails or your SmartSupplier Inbox. Starting October 29th, we are sending all your Pages RFQs there. - Alternatively, you can always see your RFQs in your RFQ Inbox, on Pages, under the 'Profile' tab.
I'm not getting enough RFQs	- Improve your Profile on Pages – the more complete and detailed your Profile the more RFQs you'll get - Read more on how to fix your Profile in our help guides - Increase your profile on Pages by taking banner adverts or the top Profile (called Spotlight Profile)
I'm not getting relevant RFQs	- Make your Profile more precise and specific - Reduce the number of general categories you are part of and add more specific sub-categories instead - Use the BLOCK buyer functionality to stop getting RFQs from that buyer again
I might be missing out on RFQ notifications from you	Any Pages User can view/reply to all their RFQs in the Pages RFQ inbox

HAPPY TO CHAT

We're here to help and we realise how important it is to have a great Profile. All Premium suppliers have a dedicated Account Manager – you can find their details at the bottom of the Supplier Insight Report on the Analyse tab on ShipServ Pages.
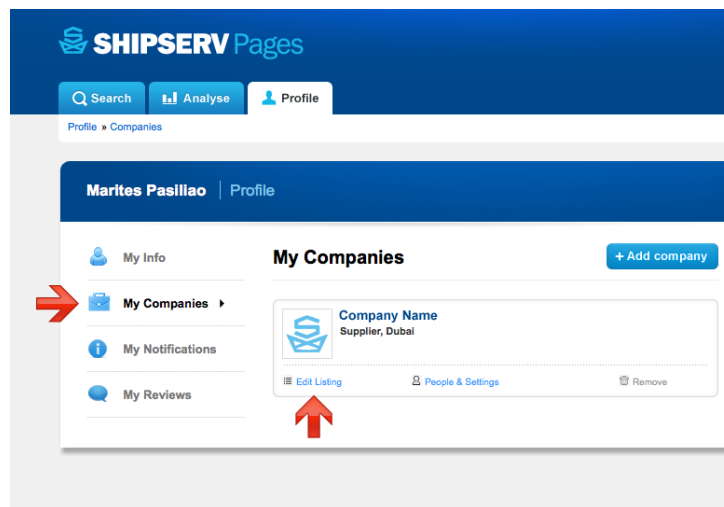
Section 2:

HOW TO LOG IN AND CHANGE YOUR COMPANY'S PROFILE

To set up, change or add to your company Profile you need to get into the online Self Service tool. There are two options to get access.

OPTION A – THROUGH SHIPSERV PAGES - RECOMMENDED

Step 1: Log into Pages (http://www.shipserv.com/user/register-login) using your Pages username and password

Step 2: Go to the 'Profile' tab, and then the 'My Companies' section. Click on the 'Edit Profile' logo which will open a new window which has the Self Service tool in it.

OPTION B – THROUGH SMARTSUPPLIER

This option is only available if you have taken our SmartSupplier option.

Click on marketing when SmartSupplier is opened. This takes you directly to the log in screen of the self service tool.
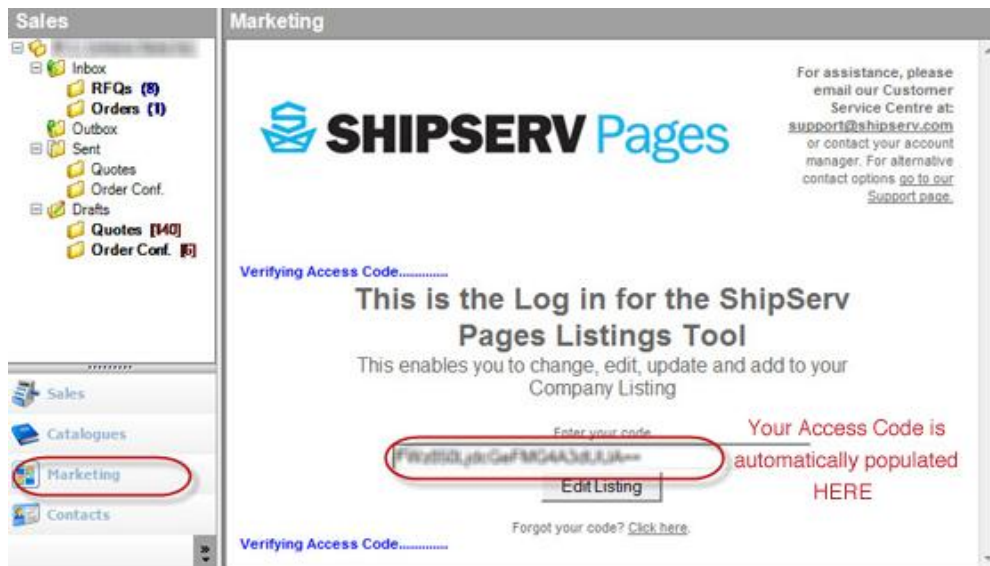
Section 3:
MAXIMISE YOUR PROFILE

The better your Profile, the more awareness and RFQs you will get. All updating is done using the online Self Service tool – first you need to log in, see Section 2 (above).

#1 – PERFECT YOUR 'DESCRIPTION OF BUSINESS' (STEP 1 IN THE ONLINE SELF SERVICE TOOL)

- Your description of business is your vitally important shop front.
- The first 25 words are particularly important as that's what appears in the search results. So don't save your best to further down your profile… go in for the kill from the very first word.
- Finally, remember you have 4,000 characters - most profiles are too short.

#2 – ADD IN ALL YOUR PORTS SERVED (STEP 5)

- As a premium supplier you can list up to 60 ports around the world – use them!
- Remember you should add ALL ports you or your agents can serve or deliver to – this is NOT just your home port or where your offices are.

#3 – DON'T MISS ANY OF YOUR CATEGORIES (STEP 6) AND BRANDS (STEP 4)

- We have a very detailed list of categories (ShipServ has a very long list from which you can select) and brands – and you need to double check the list to make sure you have selected all of those which you supply
- However, don't stretch too far – the system penalises suppliers who claim categories they cannot supply. If you are a specialist with only one category that is fine too.
- If you own a brand, make sure you fill in the brand ownership form and take control of your brand by accepting or rejecting suppliers claims of authorisation.

#4 – THE LITTLE THINGS ARE IMPORTANT

If you have these things then your Profile will appear ABOVE others that haven't:
- Update your Profile at least once a year
- Reviews – email some of your buyers and ask them to go in to Pages and review you
- If you're an authorised agent, ask the brand owner to log in to their ShipServ Pages Profile and

approve that you are an authorised agent, authorised repairer or OEM spares supplier.

#5 – IS YOUR PROFILE AS GOOD AS YOUR COMPANY WEBSITE?

⚑ Treat your ShipServ Profile as a micro site of your company's internet site. Is all the information on your company homepage on your Profile? Is your company logo downloaded?

⚑ What else from your company page can you add to your ShipServ Profile? Compare one against the other to see what is missing.

You will see further help on each screen of the Self Service tool.

Section 4:
Guide to Using your Supplier Insight Report

Getting access to the report

The report can be viewed on ShipServ Pages, on the Analyse tab, so you need your Pages login and password to access it. The Analyse tab will only show when you are logged in. If you have not got Pages login then contact the Pages Administrator within your company.

What the report shows

The report shows how many visitors to ShipServ Pages have seen and interacted with your company's Profile. It shows banner impressions (if you have banners), profile views, contact views and how many RFQs you received through Pages as well as TradeNet.

The report is fully interactive and you can change various search settings as you wish.
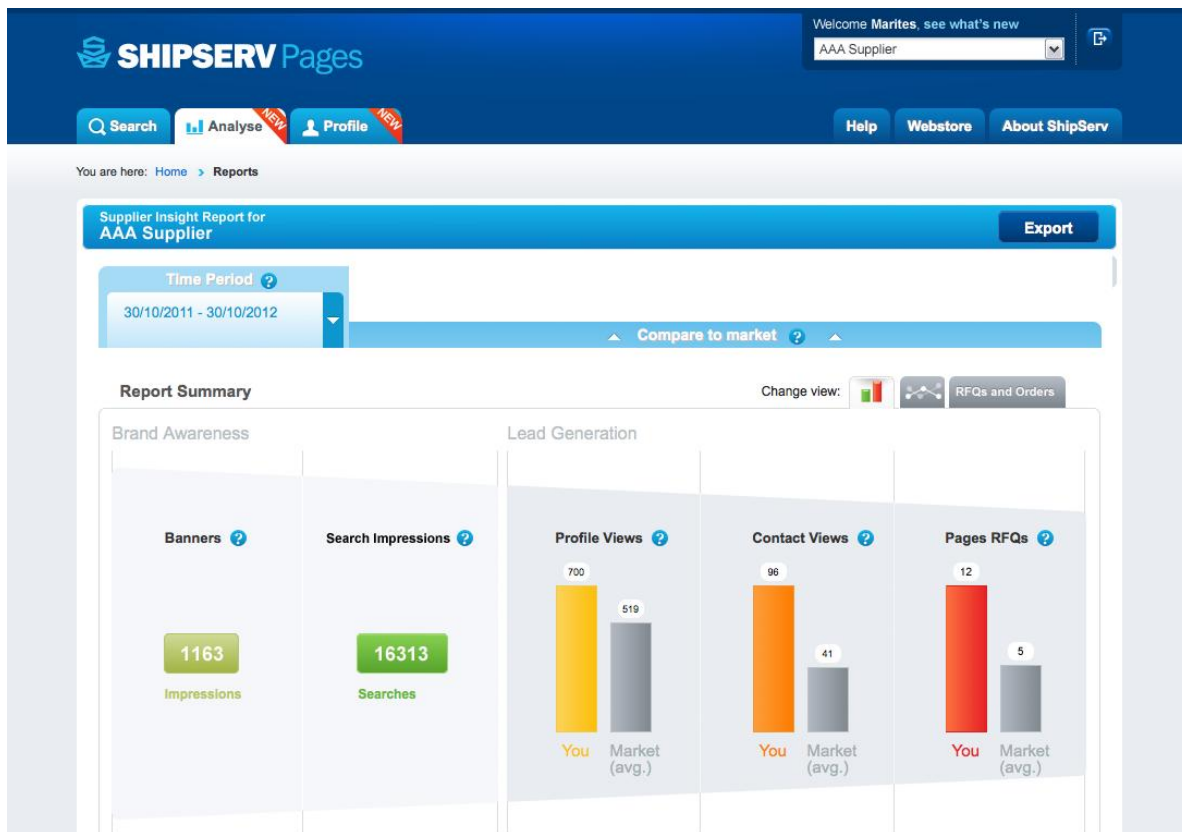
How to use the report

A guide (available in online, printable and video formats) is available on how to use the Report. Click to view guide.