

East Sussex 1Space

www.eastsussex1space.co.uk

Service Provider Editorial Guide

Marketing on the Directory

This guide is an overview of how Service Providers can market their services to their best advantage and in a way that is accessible and easy to understand on East Sussex 1Space.

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1. Profile

Service name (required)

The service name should be the name by which you want the public to know and refer to your service. This may be the same as your organisation name. It should not be just an address.

We recommend acronyms are not used or are written in full with the acronym in brackets next to the full name, e.g. East Sussex County Council (ESCC).

The service name should not be the service type.

Use capital letters for the first letter of your service name(s) and then lower case for the rest of the name.

Do not use Bold in the service name.

Description (required)

Style

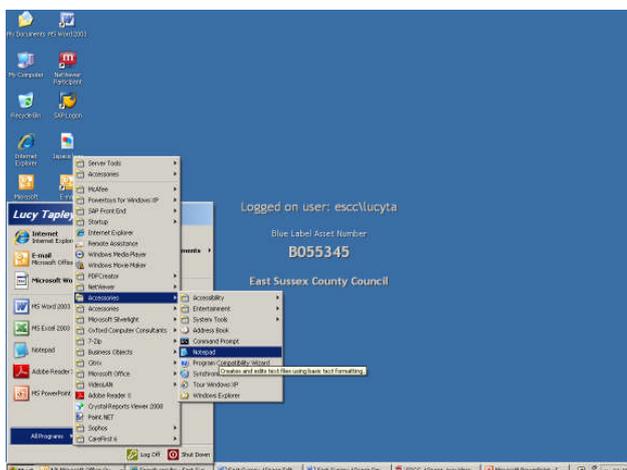
When creating your description it is recommended that you type directly into the description text box.

However if you want to copy and paste information into this box you will need to follow the steps below to ensure consistency of style throughout the directory.

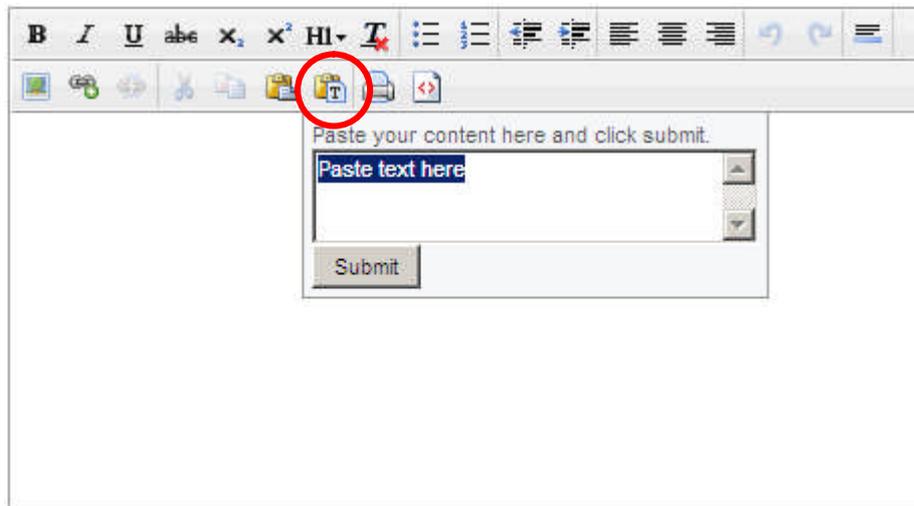
If you have a document you wish to copy from then follow these steps:-

1. Copy the information required into Notepad.

Notepad can be found on your computer. Click on Start, select all programs, select accessories then select Notepad.



2. Remove any bullet points.
3. Ensure the data is **Arial, font size 11, Black**.
4. Copy the data from Notepad into the description box of the directory using the 'Paste as Text' tool on the tool bar. Click on the  (Paste as text icon) and copy your text from the Notepad into the text box and submit from here.



5. Now in the description box add any bullet points as required.

Content

Visitors want to see a snapshot of information about your service.

This information is to help people understand what your services are and to help them choose if it is right for them and is what they are looking for.

When creating your description text think about selling your service to someone in 60 seconds.

Key information the public are looking for:-

1. What services you offer
2. Who are your services for
3. How do people contact you
4. Where are you
5. How much do you cost

Recommendations

- Avoid large paragraphs of text as they can be off putting and difficult to read.
- Keep your information short and basic as per the above points.
- If you have a website, people will visit this for more in depth information.

- If you do not have a website, keep the information relevant and manageable.
- Keep sentences short and spaced.
- Bullet point the services you offer. This makes the information jump off the page and easy to read.
- Avoid using acronyms. If you do ensure you use the full words initially followed by the acronym in brackets. Do not assume everyone will know what acronyms mean.
- When creating your description use language that is Plain English and that visitors will search by. Use language that everyone can understand and do not use jargon.
- If you are a registered charity put this information including your registration number at the bottom of your description.
- If you are an accredited service put this information at the bottom of your description.
- If anything that is Free to visitors then make the word '**Free**' bold.
- Do not bold or underline any other text.
- Do not capitalise words – this can be interpreted as shouting and aggressive
- Check your spelling and grammar.

Service type (required)

Select a service type that encompasses what your service is about.

If you feel that none of the existing service types are relevant to your service, please contact the [1Space Administrator](#) with suggestions for discussion.

Primary Client Group

This is a drop down list for you to select (if required) a group that describes your target audience.

You do not have to include a primary client group.

If you have a client group that you would like added to the Primary Client Group list please contact the [1Space Administrator](#) with suggestions for discussion.

Website URL

Check your website is up to date.

Ensure the information you enter onto eastsussex1space is consistent with the information on your website.

Test your link from your public page once you have saved it and it has been approved by the [1Space Administrator](#) .

Referral URL

If you have an online form which the public can use to refer themselves to your service this is where you add the URL (link) to link directly to the form/page.

This is to enable people to self refer if this is appropriate and to fill the form in online and to be able to submit electronically.

Organisation (required)

This will be pre populated with the organisation name you stated in your registration request.

2. Marketplace settings

Categories (required)

The categories are a way for the public to search for services on the directory. They have been created in a way to address the different ways people may think about help they want and how they would search for it.

For this reason a category, such as Advocacy, may be seen as a third level category under a number of different first and second level categories.

There are six first level categories. Under these there are a number of second level categories. Under each second level category there is a third level.

You must link your service to a third level category where you think it is appropriate based on all three levels of category.

Your service will fit into more than one category in the directory and often the same category across a number of areas.

Recommendations

- Spend some time thinking about which of the categories you would expect to see your services under.
- Put yourself in the situation as a member of the public and go to www.eastsussex1space.co.uk homepage and click through some of the categories to get a better understanding of them.
- Ask some of your service users to look at the categories and where they would expect to see your service.

3. Locations (required)

When putting your address in the directory please consider whether your service is available across the whole of East Sussex.

When the public search for a service in a specific area if your service is in the search returns then the expectation is that you will offer your service to that area.

If your location details are confidential then just include a district such as East Sussex.

Remember you can have more than one location. So if you have a service in Rye and a service in Lewes you can add two locations.

You can include a catchment area if your service is only available within a specific area. This way if a person searches for services available in Bexhill and your service is in Lewes with a catchment area of 5 miles then it will not show in the results listing for a search for services in Bexhill.

4. Levels (in development)

You will be notified with updates once this is available.

The levels will enable you to input service costs on your service page in a structured style to be displayed below your location.

It is recommended that services publish their prices.

This has been identified as one of the five areas of information that the public would like to see on a service page.

5. Additional (required)

Additional information fields have been created to enable information to be displayed in a structured style below the service location details.

You must select the Registration Category additional detail field and select the registration category your service meets the requirements of: you may select more than one.

Take time to review the information available that may be better displayed for your service by the additional fields rather than in the description box.

This will enable you to better layout and display information.

If you have some service information that you think may work better as an additional detail field please contact the [1Space Administrator](#) with suggestions for discussion.

6. Contacts (required)

It is recommended that when putting in contact details avoid using individuals name and use the service name instead.

This will reduce admin time should staff/name details change.

If the public call the service and a named person is not available you may lose a client if they do not follow through on the call.

You can have more than one contact if required.

Please check all phone numbers and email addresses are input correctly and that they work.

Please ensure that the person whose contact details are added to the public page are aware that their details will be on the East Sussex 1Space directory.

7. Images

The logo is always displayed at the top of the service information page. One image can be saved for the service logo.

Once the system has been upgraded then you can upload an accreditation logo to display next to the logo.

The gallery of images will be displayed at the bottom of the service page.

A maximum of 3 images only will be approved for the additional images.

When selecting your images choose those that are relevant to your service and the information you have included on your page in eastsussex1space.

We will not approve identifiable pictures of people as standard. The exception to this rule is if you are a Personal Assistant and would like to put an image of yourself on your page. This will require a signed statement declaring the image is of yourself and nobody else.

For all images add a clear description. People who use certain software depend on this written description to understand what they are looking at.

8. Documents (in development)

You will be notified with updates once this is available.

This section will enable you to upload a document onto your service page to be accessible to the public.

All documents uploaded will be moderated by the 1Space system administrator.

The types of document that you should consider uploading to your page should provide information that people visiting your page will find useful and that compliment the information you have included in your description.