

HAVE YOU

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YOUR POTENTIAL ON
funeral-directory.co.uk?

Between **1,600 and 1,800 people a month** are now searching on ***funeral-directory.co.uk*** for information about NAFD members.

Designed to provide all 4,100 UK funeral homes in NAFD membership with a flexible marketing platform through which they can promote their services, *funeral-directory.co.uk* is a vibrant information portal for consumers that are searching for reputable local funeral directors.

Building on the current "Find a Member" facility on the NAFD website, consumers are taken to the *funeral-directory.co.uk* branded website which guides them, step by step, through the process of finding their local NAFD members, provides information about their services, reviews from previous customers and details of how to contact them.

Don't miss out on the marketing potential that this free member benefit can offer your business. If you haven't yet checked your branch data please do so as soon as possible to make sure it's accurate. Any changes should be advised to Su Lewis by email to su@nafd.org.uk

The details of around 1,500 funeral homes have been validated or updated by NAFD member firms so far, which is excellent progress, but we'd like to make sure the correct details are on *funeral-directory.co.uk* for every funeral home in membership.

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Three steps to make the most of your presence on *funeral-directory.co.uk*

1. Check your branch data

In order for us to ensure that the data about your business is correct, we would urge you to check your branch data by following these instructions:-

1. To access *funeral-directory.uk*, please use the Google Chrome or Firefox browsers as there have been reports of branches not showing on some browsers.

2. Once on *www.funeral-directory.co.uk* enter the post code of each branch in turn.

3. Choose "Simple" funeral. This will show all funeral directors in the area of that postcode who offer a simple funeral. By default we have listed all branches of all member firms as offering a "Simple Funeral".

4. Please check the address, post code, telephone number and email and website addresses that show for each branch.

If you can't see a branch please try another browser and then, if it still doesn't show, email us at su@nafd.org.uk with the subject line "Browser Issue", tell us which browser you were using (including the version number if possible) and which branch is missing.

2. Add pricing information

At launch, we did not publish

any prices on *funeral-directory.co.uk*. However, we know that this is what the public would like to see so we urge members to add their prices as soon as possible.

If you wish to show a price on the website please email su@nafd.org.uk using the subject line "Simple Funeral Pricing". You have the ability to list a different price for different branches so please make it clear in the email which branches each cost applies to.

Please quote a price that is based on the specification defined on *funeral-directory.co.uk*. The only way we can allow clients to review your prices is by having a defined specification as a starting point for a conversation about what the client is looking for.

3. Add Google reviews

By default we have disabled Google Reviews from showing for most branches. If you are comfortable showing Google Reviews, then please send an email to su@nafd.org.uk using the subject line "Google Reviews" to tell us this.

We are keen to hear any and all feedback, so please email su@nafd.org.uk using the subject line "Feedback" if you wish to make any other comments.

Funeral directory 
Funeral directors you can trust