Learn How To Optimize Your Directory Page
A little bit about me!

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What you’ll learn today

- Why it’s important to keep your Directory page up-to-date
- A quick demonstration of the Market Directory and Market Day Planner
- How to log in to your Directory page
- How to update existing content on your Directory page
- How to add photos galleries, videos, and more to your Directory page
- How to add events to the Market Events Calendar
Why is it important to keep your Directory page up-to-date!

First impressions matter!
- Your Directory page could be the first place a visitor learns about your business
- Your Directory page appears in Google and other search engines
- Add new features to the Market website that highlight Market businesses, social services and Market attractions

570,000 page views
217,000 views to the Market Directory & Day Planner

60% of visitors from Washington State
Alert Message

This is a short message that will appear on the top of your Directory page

Use this tool for:
- Vacations
- Business Closures
- Mask Requirements
Image Grid

This tool adds a Photo Gallery on your Directory page. You may add up to 6 photos in a single row.

Photos must be 750 pixels x 750 pixels

Use this tool to show:
- Behinds the scene images
- Product images
- Food images
Image Slider

This tool allows for up to three images to slowly rotate in a single frame. Businesses can add captions, calls-to-action, and clickable links.

Use this tool to:
- Promote monthly specials
- Popular products
- About Section
You can now embed YouTube and Vimeo videos on your Directory page.

Use this tool to:
- Tell your company's story
- Demonstrate how your products are made
Download Grids

This tool allows you to add downloadable PDFs to your Directory page.

Use this tool to:
- Shipping information
- Class/event forms
- Recipes
- Coloring Sheets
Columns

This tool adds additional text boxes to your Directory page. Use this to tell your businesses story, adding headers, columns and more!

Use this tool to:
- Share your company’s history
- Explain your products

Kasey’s hope is that his journals will be considered works of art that you can pass down for generations.

A little history

Kasey was born in Olympia, Washington, but lived all over the United States and Mexico. His grandpa supported his creativity and artistic passion sending Kasey to jewelry school in Mexico at 11 years old. Kasey was a natural at creating beautiful pieces of jewelry, which led him to open his first business at Pike Place Market at only 18 years old.

After 23 years of designing and producing jewelry, in 2020, Kasey decided it was time for a change. He wanted to take his artistic ability and create products that are modern with a vintage flair. He felt the best way to do this was to design products with leather. Through his leatherwork he has combined this new desire with his love of the Pacific Northwest to bring you KSBW Leather.

https://KSBWLeather.com

SUNDAY: 10am - 4pm
MONDAY: Closed
TUESDAY: Closed
WEDNESDAY: 9am - 4pm
THURSDAY: Closed
Charitable Partner

This NEW tool allows Market businesses to visually show their support for the Pike Place Market Foundation by adding an icon to their Directory page.

If you are a Foundation Charitable Partner you would click this box.

If you are not a Foundation Charitable Partner, reach out to Pike Place Market Foundation Community Relations Manager Patricia Gray, at Patricia.Gray@PikePlaceMarket.org
Market Events Calendar

The New Market Events Calendar not only lists your event alongside all Market events, but it also shows your events at the bottom of your Directory page.

Events include:
- Classes
- Tours
- Shows