

# Digital Advertising Solutions

Your way to improve  
**online visibility**  
and attract B2B audience



**KOMPASS**  
Your route to business worldwide



# User Guide to leverage Kompass 6,5 M B2B visitors a month

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# How can you create and optimize your Company profile thanks to Booster?

80%

of B2B buyers search for products and services on the Internet and on many different online sites so it is key to provide all the information related to your company and detailed product portfolio to be sure that you don't miss any opportunity.

12

B2B buyers perform up to 12 online searches before the first contact to a company happens. During these searches, they discover and compare so we need to be also sharp and catchy.

With this User Guide you will learn how to optimise your Company profile and get the most out of your Booster Subscription increasing your online visibility and engaging with buyers, so let's get started!



## Kompass Key advices:

The **more Content** and Company Information you have in your Booster, the better ranked you will be in the results lists and you will have **more visibility** than your competitors in Kompass, as well as being found in the search engines.

- Maintaining a **good rhythm of updates** is beneficial for the SEO of your Company page.
- Having **quality content** helps to attract and retain quality customers.
- A Company that is **constantly updated** means that your Company is alive.

We also recommend you to **never copy and paste the content of your own website** since Google penalizes any type of duplicate content and therefore, we could achieve worse results. It is essential that the content is unique because it could not be ranked correctly in the search engines.



# Most Relevant Content:



Please follow below the key mandatory components you need to work on your Booster profile:

1. Company Description
2. Products and / or services (Detailed Title, description + appealing image)
3. A detailed description of your activity
4. Choose your categories from Kompass Classification to be sure that you will always be found by the Buyers
5. Include your main keywords and add them on all the important pages
6. Website and social networks links
7. If you are subscribed to Booster International, don't forget to translate the main content in the key languages based on the countries you want to target :
  - Activity Description
  - Products
  - Keywords

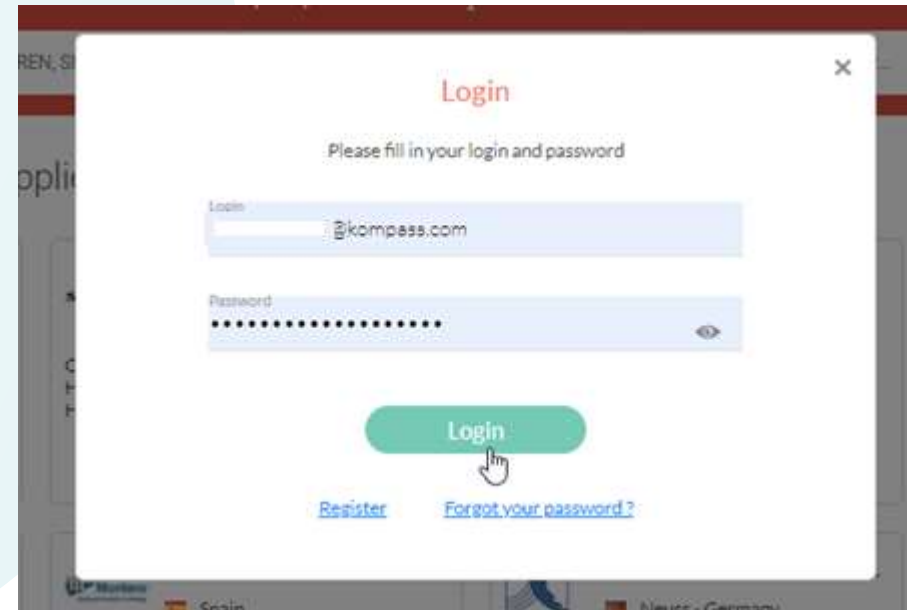
If you are not comfortable doing all this, feel free to ask to your local Booster distributor who may propose to take care of this at affordable price.



# 1. Connection

To start the creation of your Booster page, please login to your Kompass Account.

Go to Kompass.com.  
And click on the Log in icon you can find at the right Top menu



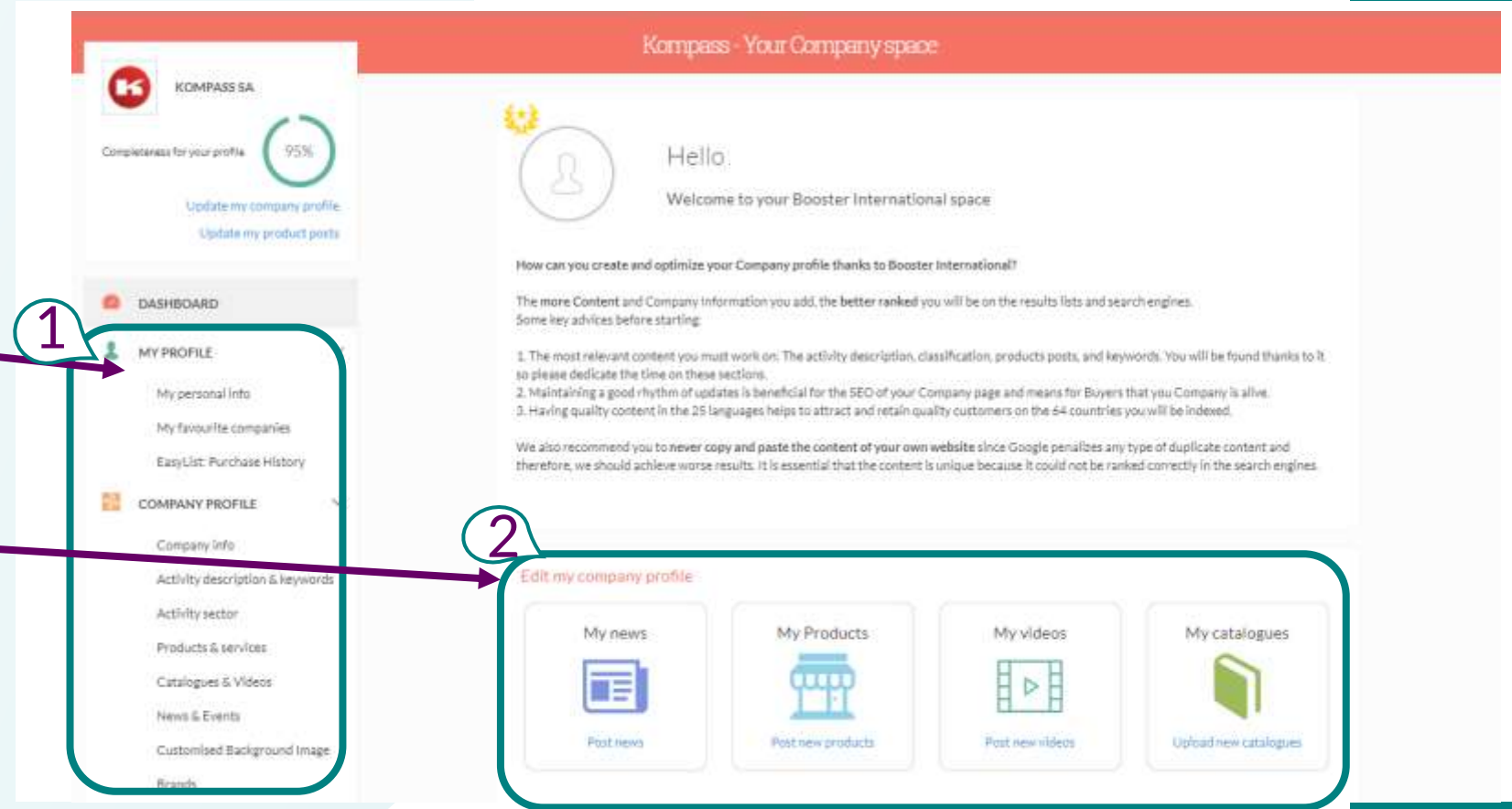


## 2. Your Customer's Space

Once you land on your Customer's Space, you will find at the left side all the Content and features that are included in your Subscription.

First step, check that your Personal info is correct.

On the Homepage you will find 4 shortcuts to include your news, products, videos and catalogues.





### 3. COMPANY PROFILE / Company Info



Full fill all the information requested on the Company info section as it is key to be found by visitors:

- 1. Corporate Identity with Slogan or Baseline and your Logo
- 2. Geographical location

**Ye and Co**  
Completeness for your profile 87.5%  
[Update my company profile](#)  
[Update my product posts](#)

**DASHBOARD**  
**MY PROFILE**  
**COMPANY PROFILE**  
Company info  
Activity description & keywords  
Activity sector  
Products & services  
Catalogues & Videos  
News & Events  
Customised Background Image  
Brands  
Client references  
Users  
General Statistics  
Online campaigns  
**RECEIVED MESSAGES**  
**EASYBUSINESS**

**Corporate identity**

COMPANY NAME \* Ye and Co

ABBREVIATION

NAME CONTINUATION

SLOGAN  
Le bois, tout un art de vivre 29/100  
The wood, an art of living 26/100  
Add a language

LOGO  
Télécharger le logo de votre entreprise (4Mo maximum)  
UPLOAD

TYPE OF COMPANY \*  
☒ Headquarters  
☐ Branch  
☒ Distribution Center  
☐ Factory  
☒ Registered Office  
☐ Service Depot  
☐ Sales Office  
☐ Warehouse

**Address and Location**

ADDRESS \*  
Visit address  
11 rue des tuilliers  
Address 2 (optional)  
Alsace  
69003  
LYON 03

You can adjust the exact location of your company on the map, by moving the blue cursor :



# 3. COMPANY PROFILE / Company Info

Full fill all the information requested on the Company info section as it is key to be found by visitors:

- 3. Contact Details
- 4. Website and Social Media links: Remember these links have Backlinks with attribute “DoFollow” which is key for SEO.
- 5. General Information as your Vat Number, Year Established, Number of Employees,...

3

Contact

COMPANY E-MAIL \*

Add your email

PHONE

France (+33)

▼

Area code

4 81 65 01 61

Add a phone

FAX

France (+33)

▼

Area code

4 72 85 12 60



4

COMPANY WEBSITE

http://www.kompass.com

https://www.linkedin.com/company/kompass-international

https://twitter.com/kompassfr

https://www.linkedin.com/company/kompass-international

https://twitter.com/kompassfr

https://www.facebook.com/KompassFR

https://www.linkedin.com/company/kompass-international

TWITTER

https://twitter.com/kompassfr

FACEBOOK

https://www.facebook.com/KompassFR

LINKEDIN

https://www.linkedin.com/company/kompass-international

YOUTUBE

5

General information

SIREN/SIRET

VAT NUMBER



# 4. COMPANY PROFILE / Products & Services



These are the bread and butter of any B2B Marketplace. A good product page can serve as both SEO content and a PPC landing page so please take the time to full fill this Section as it is KEY to Succeed.

Click on Products & services

**2** UPLOAD MY PRODUCTS

**1** [Post a new product](#)

**You have 2 ways to create your Products:**

- 1. One by One
- 2. Massive Upload



# 4. COMPANY PROFILE / Products & Services / One by One



Considering that 80% of the Buyers search by product and/or service, the product post is key.

Remember, the more Content and details you give about your products, the better impressions and results you will get.

**1. Language:** Don't forget to choose the language of the product post as this will help us index correctly your products.

**2. Title and Description:** Don't be too technical in the terms you use in the product title, use keywords in Bold format that are likely to be used by potential buyers in the search engine. The same with the Description of your product. This will help to be better ranked and found on Kompas.

**3. Pictures:** Show the best face of your products by adding up to 3 images that could give a better idea of your product to potential buyers.

New product

1

LANGUAGE :  

Select language

2

TYPE \*  

Product

Service

2

TITLE \*  

Title

3

FROM  

PriceAEDPrice on request

PICTURE  
You can add up to 3 images to illustrate your product / service  

×

UPLOAD

×

UPLOAD

×

UPLOAD

Télécharger le logo de votre entreprise (4Mo maximum)

2

VIDEO

DESCRIPTION \*  

B

I

U

CHARACTERISTICS OF PRODUCT OR SERVICE

TypeModelDimension

BrandCertificationLabel

Origin



# 4. COMPANY PROFILE / Products & Services / One by One



**4. Other characteristics:** Don't forget to add a link to the product page of your site in case the Buyer wants to find more Information and if you have a Video teaser add it too.

**5. Category:** The results are also based on Kompass classification therefore this section is key to be sure that your product will be well classified and well ranked when a visitor is searching for your products.

**6. Don't forget to publish!**

4

CHARACTERISTICS OF PRODUCT OR SERVICE

Type	?	Model	?	Dimension	?
Brand	?	Certification	?	Label	?
Origin	?				

5

LINK

?

CATEGORY \*

☐ 15040 Tables and desks, domestic

☐ 65310 Metal machining contractors

☐ 6531021 Machining services, aluminium

☐ 6531023 Machining services, brass

☐ 6531024 Machining services, copper

6

CANCEL

PUBLISH



# 4. COMPANY PROFILE / Products & Services / Massive upload

Now you can upload your products massively and with no limits in order to save time.

## 1. Download the excel file Template.

## 2. Full fill the Columns:

- **Language:** Add your local Language Code or if you are subscribed to **Booster International** add the language Code of one of the **25 languages** that are available in Kompas.
- **Type Column:** Please add “p” for producer or “d” for distributor or “s” for service provider.
- **Image Column:** The name of the corresponding image.
- **Description of the Product**
- **URL:** to the product Landing page / Video url
- **Classification Code:** Please use the Product Form to find and choose the right codes.

3. Please **prepare a Zip Folder** with the Excel File and all the images named the same way you named them on the excel file in jpg format, 680 x 390px and max. 100kb

VIEW MY COMPANY PROFILE

### Products

Manage your showcase here!  
You have 5 products posted on Kompas.  
Don't hesitate to optimise your product exposure in adding the maximum number of Product Posts allowed by your status.  
Feed your show case and make it alive!

Use drag-and-drop to change the display order on your company profile.

1

Download the [Template file](#) and import your products posts massively.  
Take care about the mandatory fields and don't forget to add product images (Format : jpg, png / 680x390px / 100Kb max).To be loaded, file(s) must be loaded under .zip format


3

UPLOAD MY PRODUCTS

[Post a new product](#)

### Products and services

2



Coffee Table design Erica tempered glass  
Published on Monday, July 30, 2018 2:59 PM

products\_FR2605560.xlsx - Lecture seule

Enregistrement automatique

Fichier Accueil Insertion Mise en page Formules Données Révision Affichage Aide Power Pivot

F9

	A	B	C	D	E	F	G	H
1	Language*	Type*	Title*	Image	Description*	URL	Video URL	Classification code*
2	en	p	TestMassiv1	picture_product1.jpg	this is to test 1			02660
3	en	p	TestMassiv2	picture_product2.jpg	this is to test 1			39020
4	es	s	TestMassiv3	picture_service1.jpg	this is to test 1			86620
5								
6								
7								

13



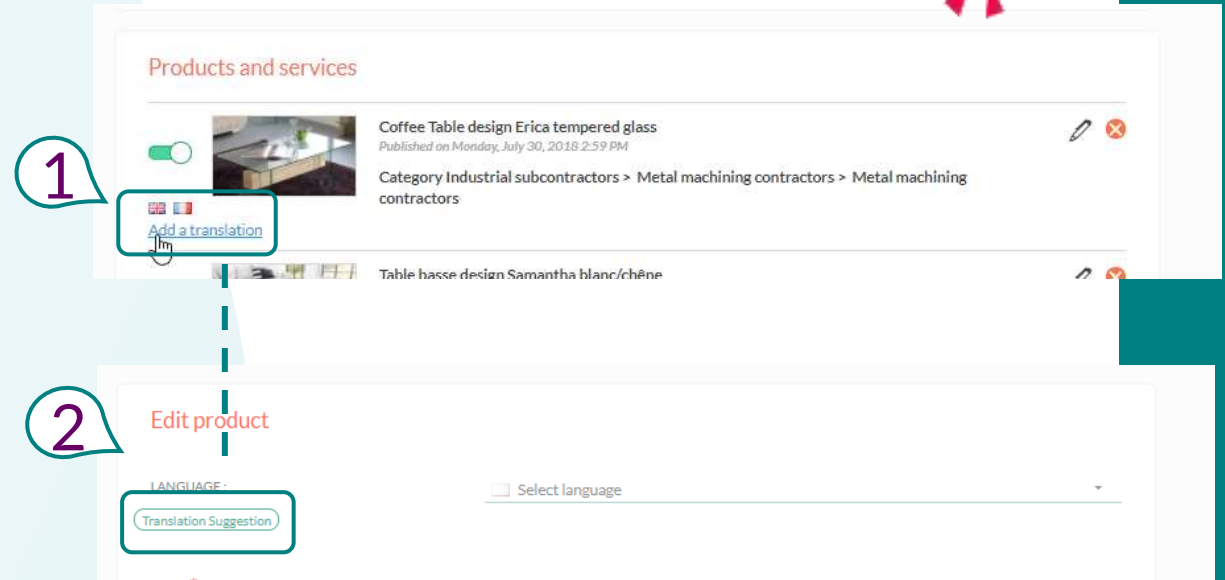
## 4. COMPANY PROFILE / Showcase your Products & Services



If you are subscribed to **Booster International** translate your products in multiple languages to be sure that you will be better ranked on the more than 60 countries of Kompass.

English is key as it is the **Global Business language** and Importers usually search in English, however if you want to promote your company in specific countries, we highly recommend you translate your products in the Country local language because Buyers start looking in their own language, not only in Kompass but also in Search Engines and we will optimize and index these pages locally.

Example: If you want to promote your products in our French portal, you should translate your profile, products and keywords in “French” to be indexed and found in fr.kompass.com and local search engines.



### TIPS

If you don't have your products translated in different languages, no worries, thanks to your **Booster International** subscription, you have at your disposal a **Translation Tool** including 25 languages. How can I use it?

- Create your product in one language, that will be the default language of the product post
- Once your product is published, add a language by editing this form by clicking on **1.) Add a translation** and afterwards **2.) Clicking on the Translation Suggestion** button.

Warning! Only the picture and the category remain the same in all languages. The underlined language is the default one. You can select another one if you want to change the default language

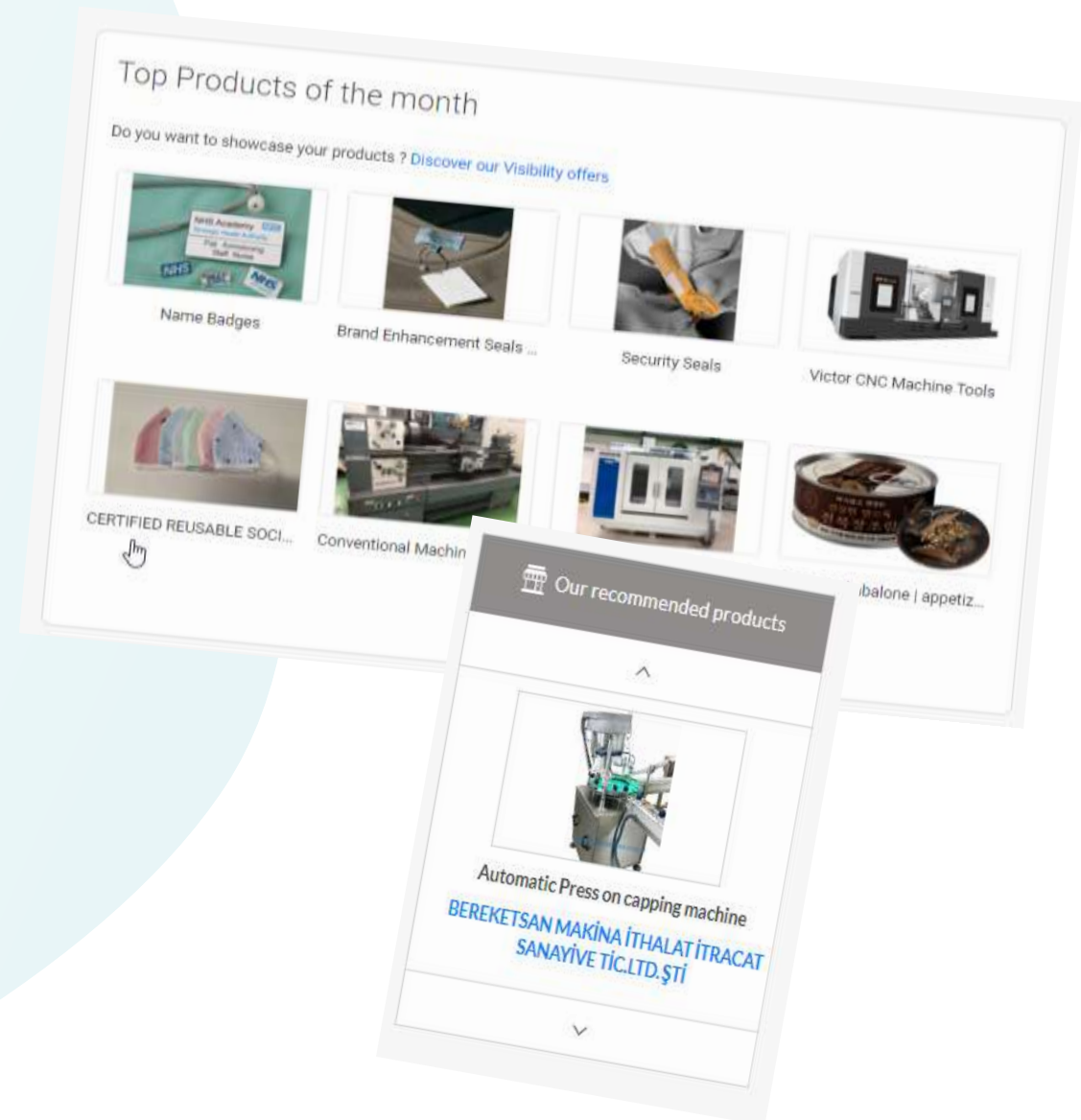


## 4. COMPANY PROFILE / Showcase your Products & Services

As soon as they are published, your products will be better ranked in Kompass and indexed on search engines.

They will also be displayed on our Homepage “Product Showcase” and on “our Recommended products” sections that are on the Results list pages and on the WebPresence product page.

You'll grab all the page views!!





## 5. COMPANY PROFILE / Activity Description



### TIPS

#### Describe your company activities

The more precise you are with your business description, the better you will be referenced by search engines. This will improve search accuracy & relevancy as well as increase the opportunities of being contacted by relevant prospects within your sector. Describe precisely your company's activity by using **relevant keywords** (please do not use duplicate content).

#### Add relevant information

Add where possible, facts and detailed information such as: the number of clients, satisfaction rate, testimonials..

Please avoid long lists of monotonous text in order to encourage interested visitors to read your company profile. There is no need to repeat your contact information as this is already available at the top of your profile.

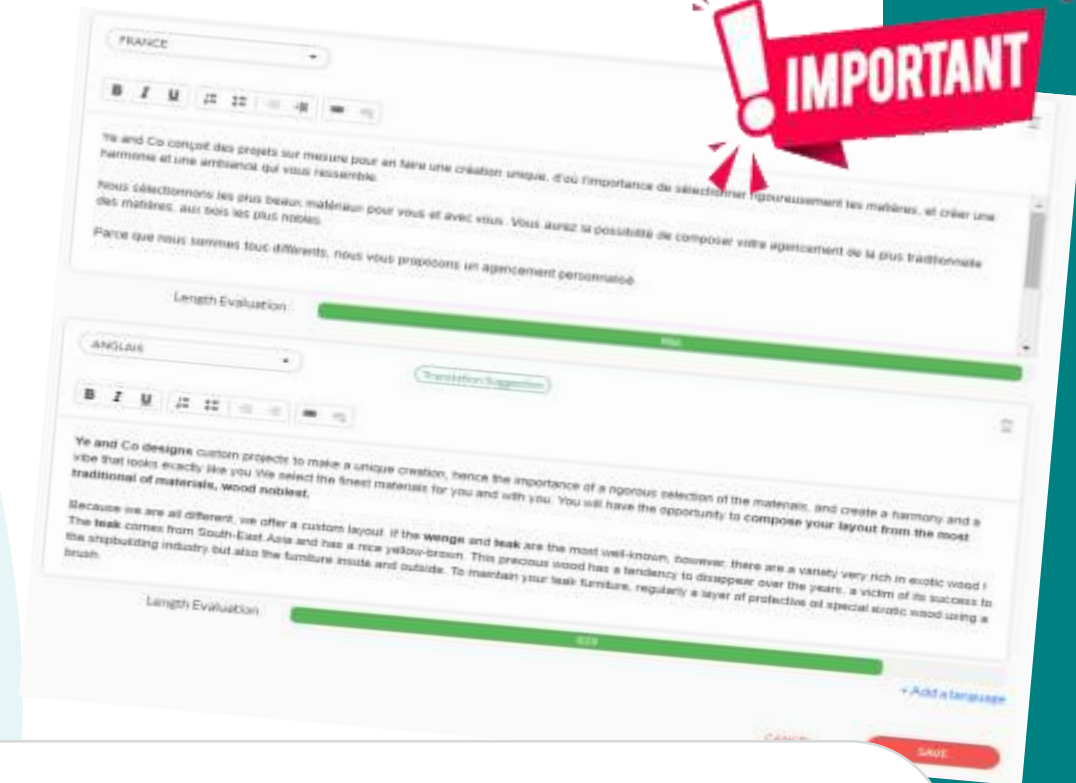
### TIPS

#### Be creative

Use the tools to format the layout. Try to add unique content and avoid using repetitive text which is already available online or on your own website. Copied & pasted text can be viewed negatively by search engines and can have an adverse effect on SEO results.

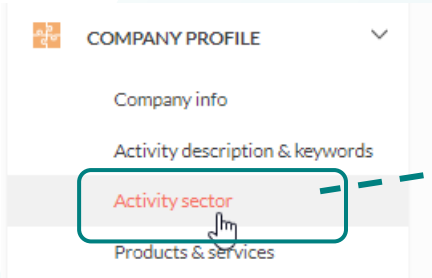
#### Booster International:

Translate your text into several languages in order to improve your international profile.

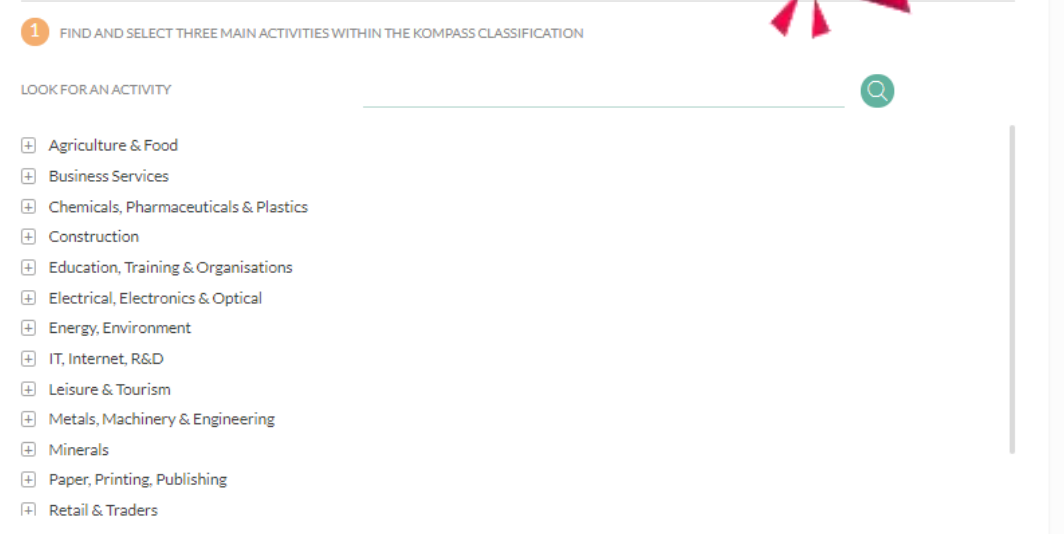




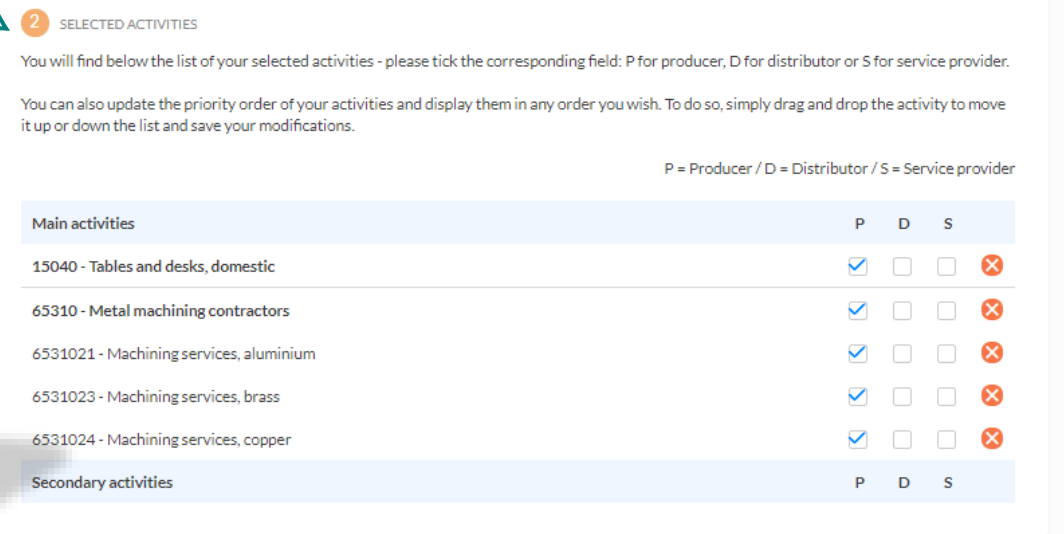
# 6. COMPANY PROFILE / Activity Sector with Kompas Classification



1



2



1. Select your main activity(ies) by product or service and select the corresponding classification code. This will ensure you are accurately referenced by the relevant Kompas classification headings and enable precise targeting by potential customers.

2. You will find below the list of your selected activities - please tick the corresponding field: **P for producer, D for distributor or S for service provider.**

You can also **update the priority** order of your activities and display them in any order you wish. To do so, simply drag and drop the activity to move it up or down the list and save your modifications.



## 6. COMPANY PROFILE / What is the Kompass Classification?

### What is the Kompass classification?

The Kompass classification system is the fundamental structure around which Kompass is built and incorporates all B2B activity sectors. Companies listed on Kompass can be precisely linked to multiple classifications, depending on the type of products or services they offer.

### What are the main benefits of the Kompass classification?

Kompass is the most uniquely comprehensive classification system available globally across 60 countries and is translated into 25 languages. Harmonisation at an international level means users can search for companies across multiple countries.



## 7. COMPANY PROFILE / Keywords



### Keyword Research

If you want to **generate traffic through search**, unless you have done it already, it's best to do keyword research before you start writing. This way, you can focus on **keywords** for which a certain amount of **search volume** already exists – in other words, write toward topics (or **find keyword niches!**) that people are already searching for information about.

### Why Keywords are important in Kompas?

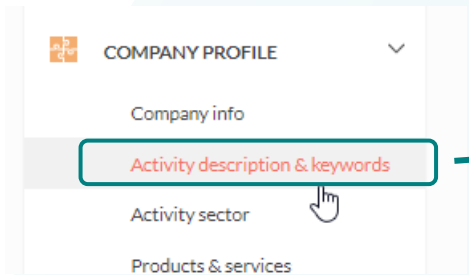
Kompass search engine also considers your Keywords on the Results lists in order to be relevant with the visitor's searches.

These keywords are also used to optimise your Booster profile and on SEO so take the time to add all your relevant keywords to get the best results on your Booster.

Once you have your keyword list, the next step is implementing your targeted keywords into your site's content. Each page on your site should be targeting a core term



# 7. COMPANY PROFILE / Keywords



1

### Keywords

FRENCH

Translation Suggestion

Keyword

Add a keyword

table en bois design bois

DEUTSCH

Translation Suggestion

Keyword

Add a keyword

Stuhl test in german

ENGLISH

Translation Suggestion

Keyword

Add a keyword

design wood

Add a language

CANCEL SAVE

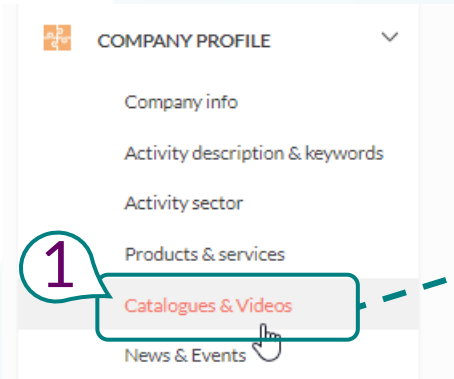
2

1. **Booster** allows you to add unlimited keywords. You can actually add compounds keywords.

2. **Booster International:** If you have this subscription you will be able to translate your Keywords in up to 25 languages to be sure that you will be found in up to 60 countries. You have available the Translation tool in case you need it to save time



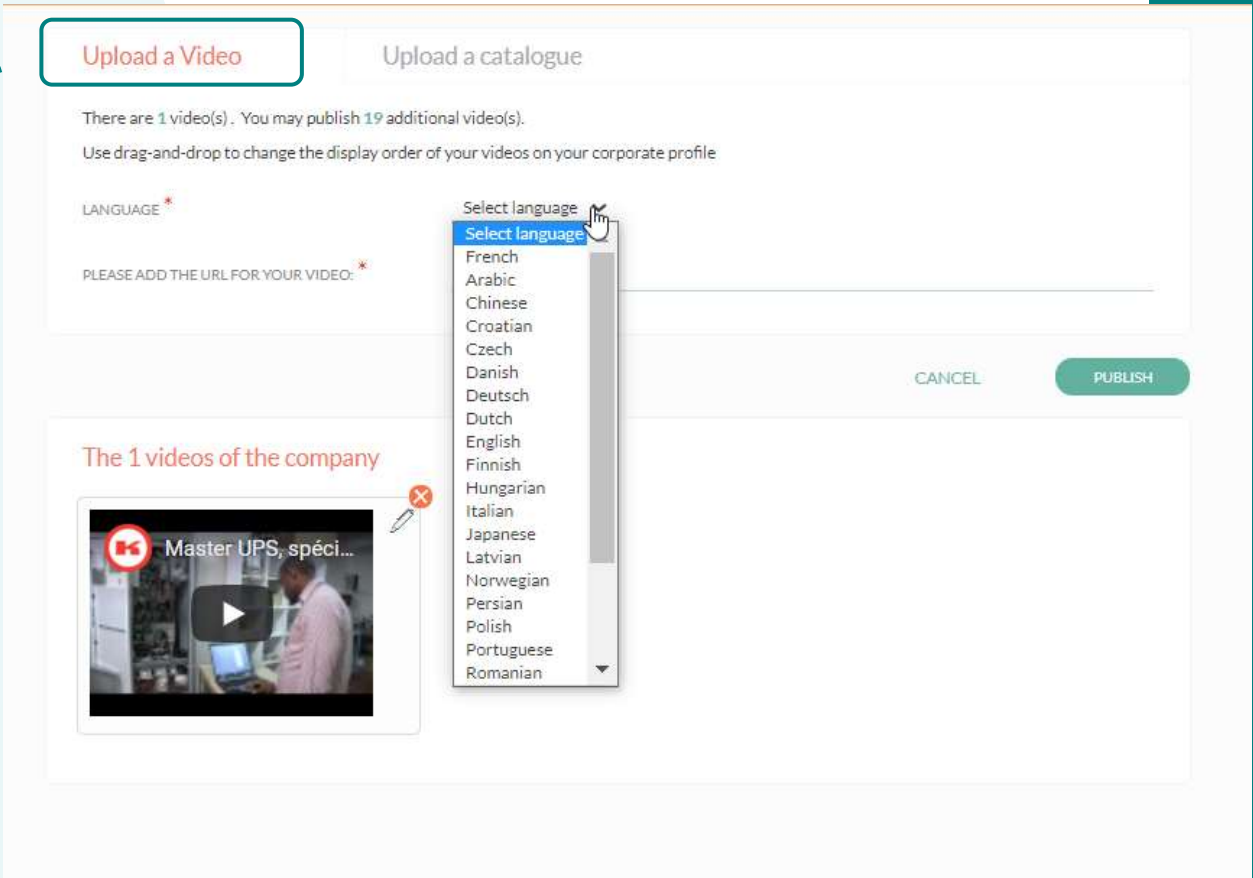
# 8. COMPANY PROFILE / Videos



Depending on what type of site or business you run, videos can be a **great way to attract and reach an audience**. Consider creating video tutorials of how to use your products. Or illustrate a process that is related to your business.

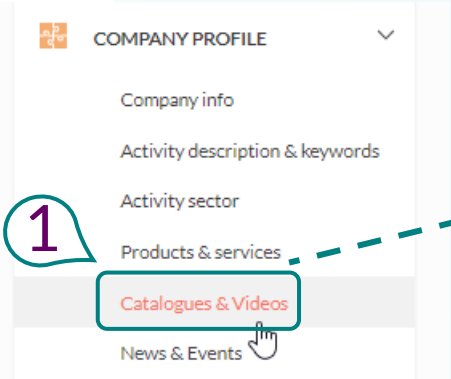
**Booster Premium** counts with 20 Videos. You just need to add the Video url.

**Booster International** allows you to index and rank these 20 videos in up to 25 languages.





# 9. COMPANY PROFILE / Catalogues

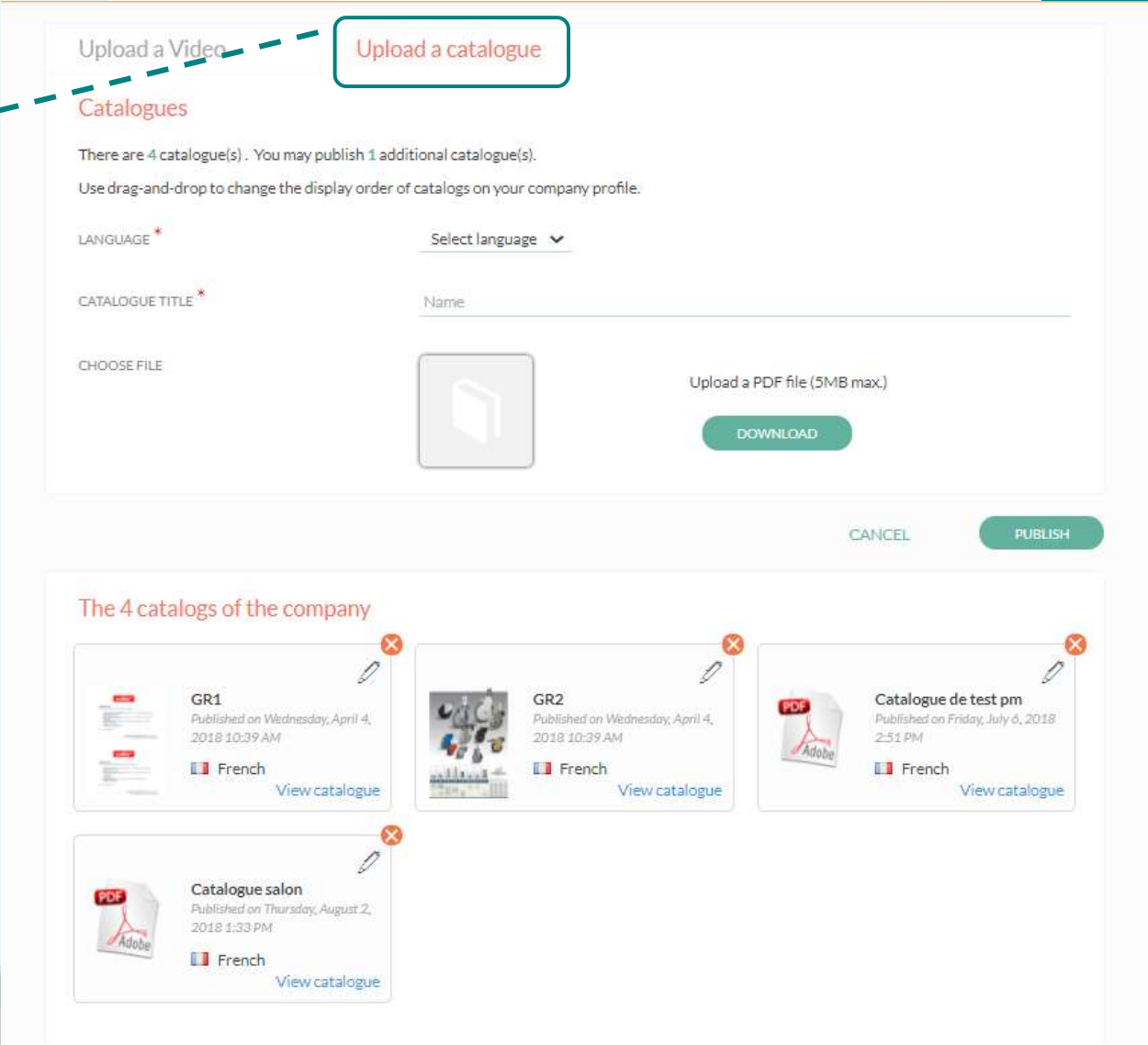


The **Catalogues** are downloaded by many **Buyers** when they are building their Short List so if you have a corporate catalogue don't hesitate to add it to help **Buyers** have the best experience when visiting your **Booster** profile.

Please note that these **Catalogues** should not substitute the **products posts** because the products are the most searched and visited pages in **Kompass**.

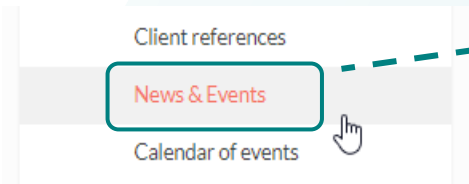
**Booster Premium** counts with 5 **Catalogues**. How can you do it? Just need to upload the document from your Computer. We recommend pdf format and that the file does not weigh much. Max. 5 Mb.

**Booster International** allows you to rank these up to 5 catalogues in specific languages choosing from a list of 25 languages.





## 10. COMPANY PROFILE / News & Events

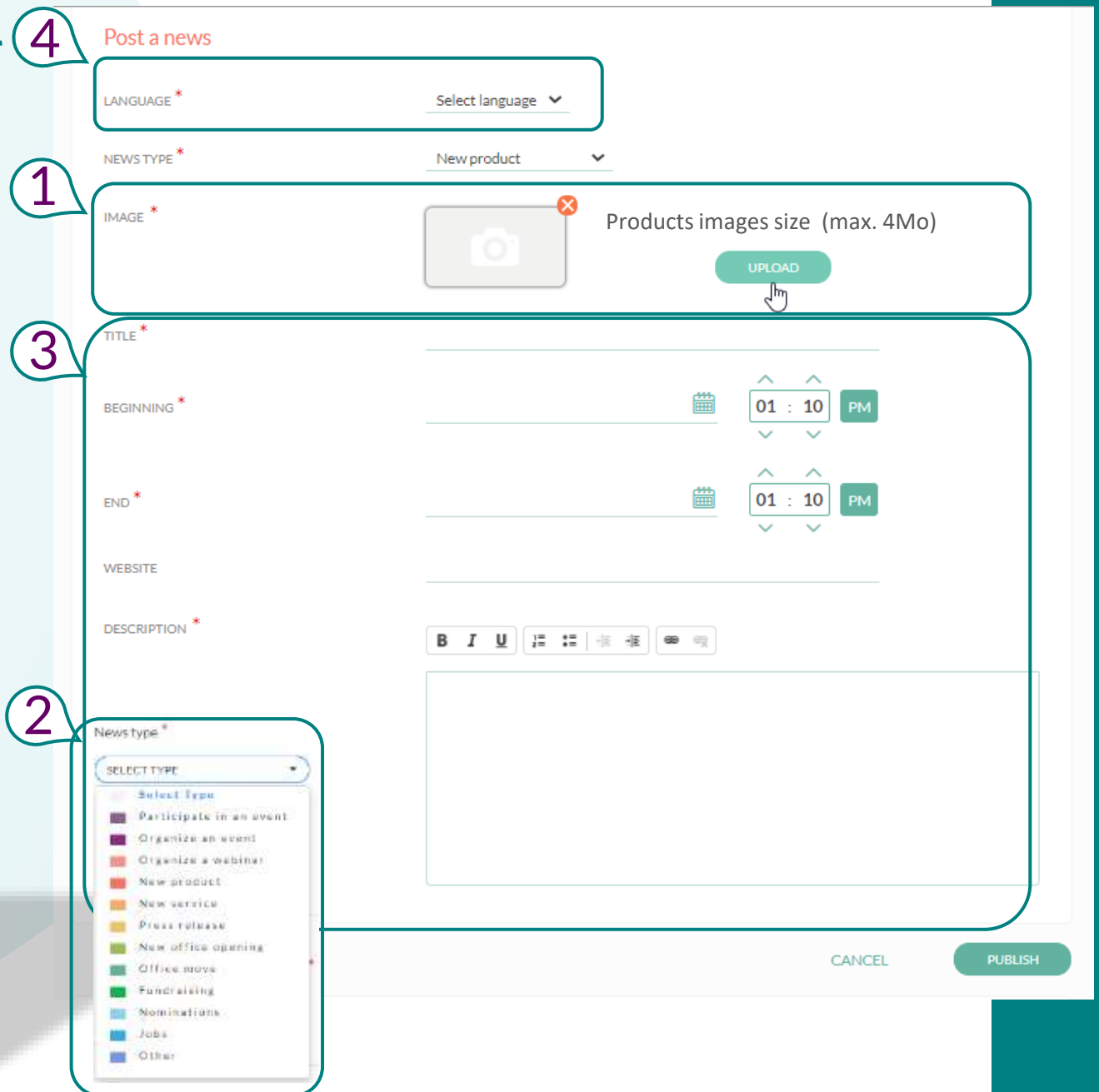


**1. Images** are becoming very important in Digital marketing. Increases the clarity of messages, an attractive visual communication so don't hesitate to post your news with a picture.

**2. Classify your post:** You have a long list of different categories in order to help the users have the best experience when they are looking at your News and Events section.

**3. Title, Website and Description:** The more and precise content the better ranked you will be and the better experience for the potential Buyer who is discovering your profile.

**4. Booster International:** Don't forget to translate your posts in your Key languages to reach out the World.



**4** Post a news

LANGUAGE \* Select language

NEWS TYPE \* New product

**1** IMAGE \* Products images size (max. 4Mo) UPLOAD

**3** TITLE \*

BEGINNING \* 01 : 10 PM

END \* 01 : 10 PM

WEBSITE

DESCRIPTION \* **B I U**

**2** Newtype \* SELECT TYPE

- Select type
- Participate in an event
- Organize an event
- Organize a webinar
- New product
- New service
- Press release
- New office opening
- Office move
- Fundraising
- Nominations
- Jobs
- Other

CANCEL PUBLISH



# 10. COMPANY PROFILE / News & Events

Your news and Events will be displayed on:

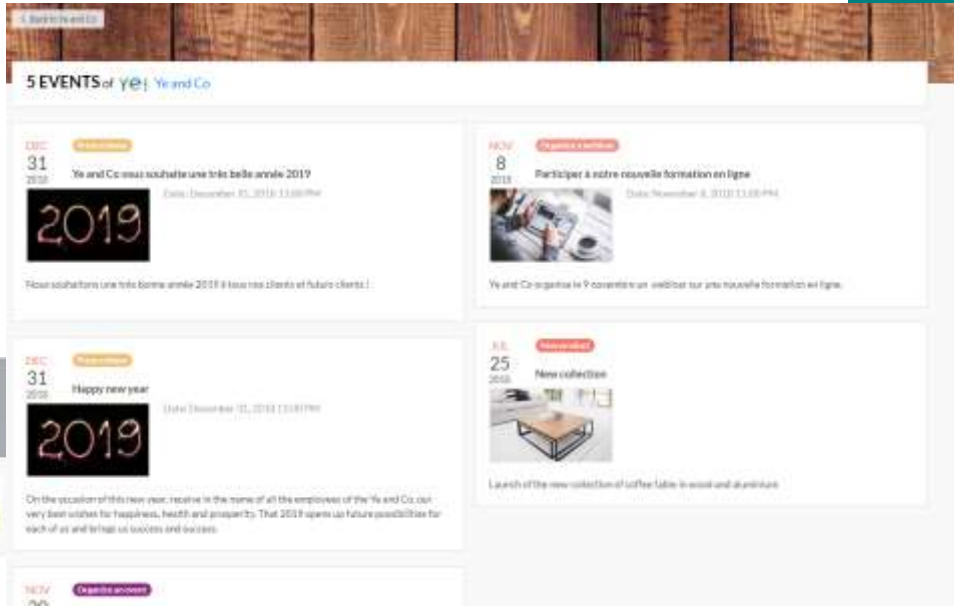
“What’s New” spot  
on Kompas Homepage:



News section of Kompas:  
<https://www.kompas.com/en/news/>

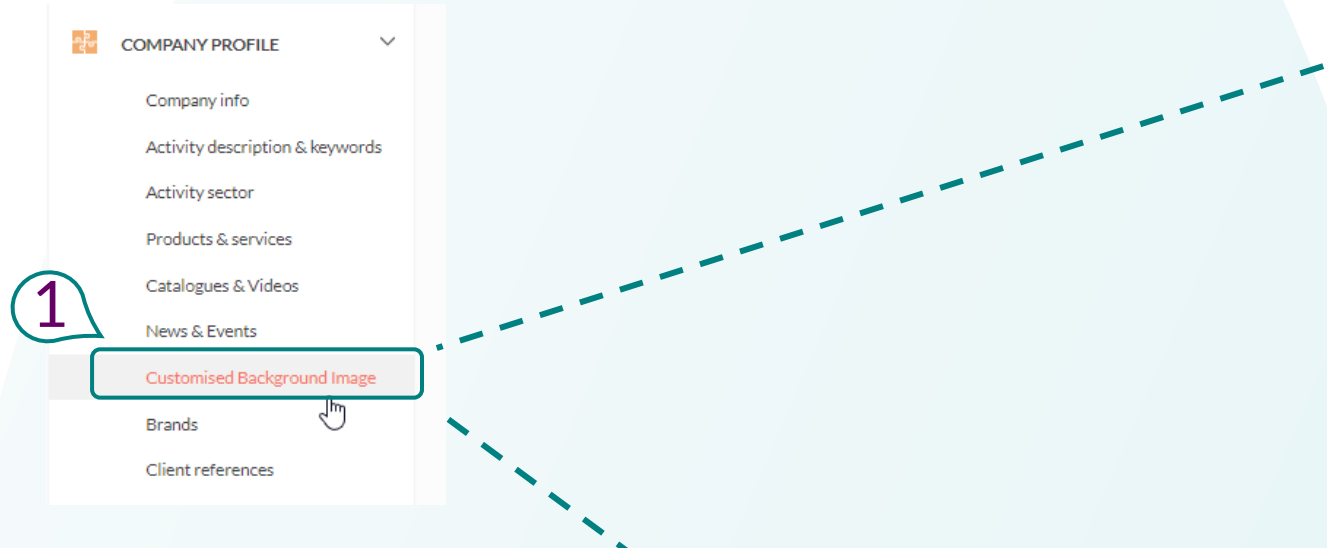


Your own News section that you can use  
as a Blog and share on other internet pages:



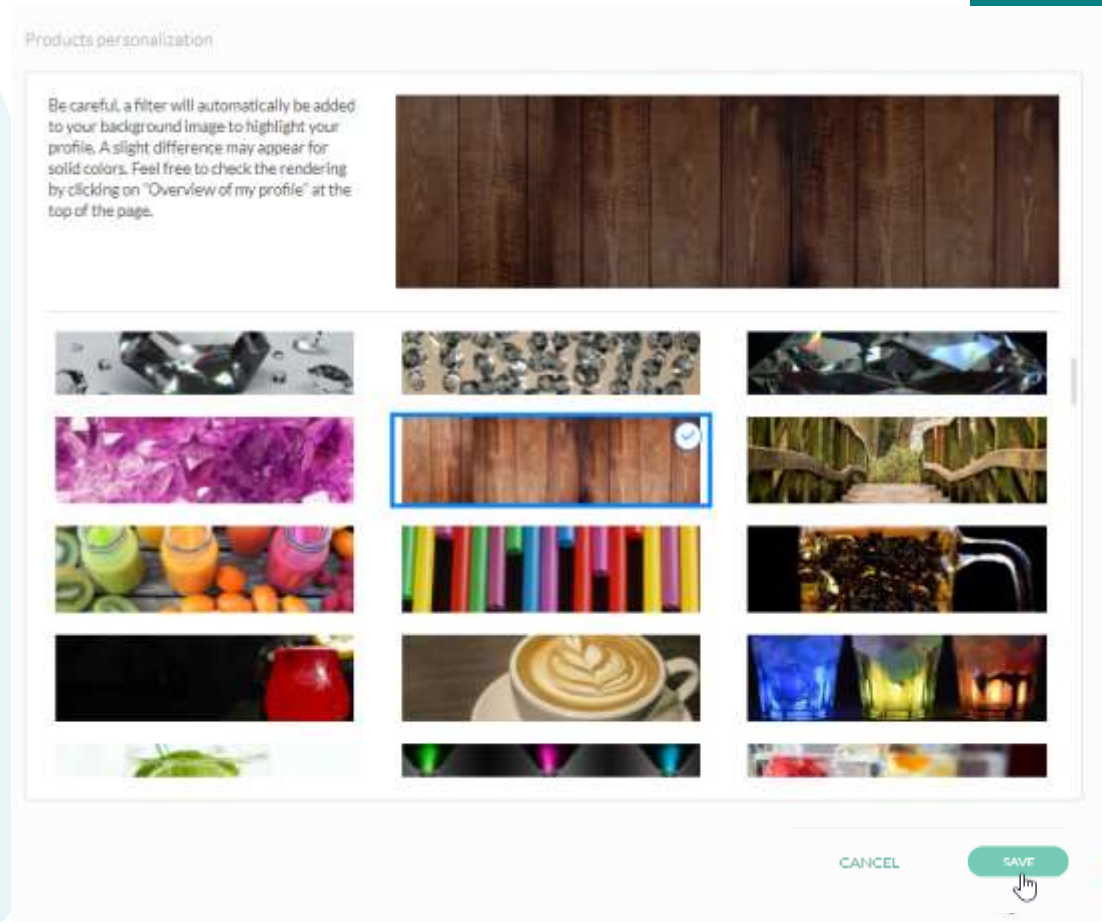


# 11. COMPANY PROFILE / Background image



Don't hesitate to leverage the Background image feature to showcase your Company in a more modern way. We have an extensive Bank of images covering all the activities we have in Kompass.

Company page “front-end”: The image will be displayed at the Top of your company page:





## 12. COMPANY PROFILE / Clients References

Customised Background Image

Brands

Client references

1. **Clients Name:** Add the Company name.

2. Don't forget to add the **logo of the Customer**.

Format: jpg, png. Size: 680x190px. Weight: 4Mb max.

3. In order to post the Logo of another company we need your confirmation that you have **the consent of your Client to post their Logo and reference**.

4. Click on **SAVE**

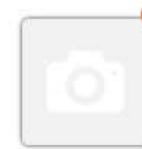
### Add a client reference

Adding your customer references can convince and reassure a prospect by "showing" the seriousness and quality of your offers.

CLIENT NAME \*

SEARCH

CLIENT LOGO \*



Télécharger le logo de votre entreprise (4Mo maximum)

UPLOAD

☐

I confirm that I have the client's consent to publish its name and logo and reference them on the Kompass directory so Kompass has no responsibility of this action. Please note that we may inform these companies of the use of their name and logo on your profile. \*

CANCEL

SAVE

### Client references



Add a client reference



## 13. COMPANY PROFILE / Brands or Trade names

Customised Background Image

Brands

Client references

1. Add the Name of your Brand

2. Upload the Logo of your Brand.

Format: jpg, png. Size: 680x390px and Max. 100kb.

3. Choose the Activities of your Product Brand to help the visitor understand better your Business.

4. Click on SAVE.

### Add a brand

LANGUAGE

Select language

BRAND

LOGO



Téléchargez le logo de votre entreprise (4Mo maximum)

UPLOAD

BRAND/TRADENAME DESCRIPTION

**B** *I* U | [List Bulleted] [List Numbered] [List Task] [List Section] | [Link] [Unlink]

INDUSTRY

☐ Producer

☐ Distributor

☐ Exported brand/tradename

☐ Imported brand/tradename

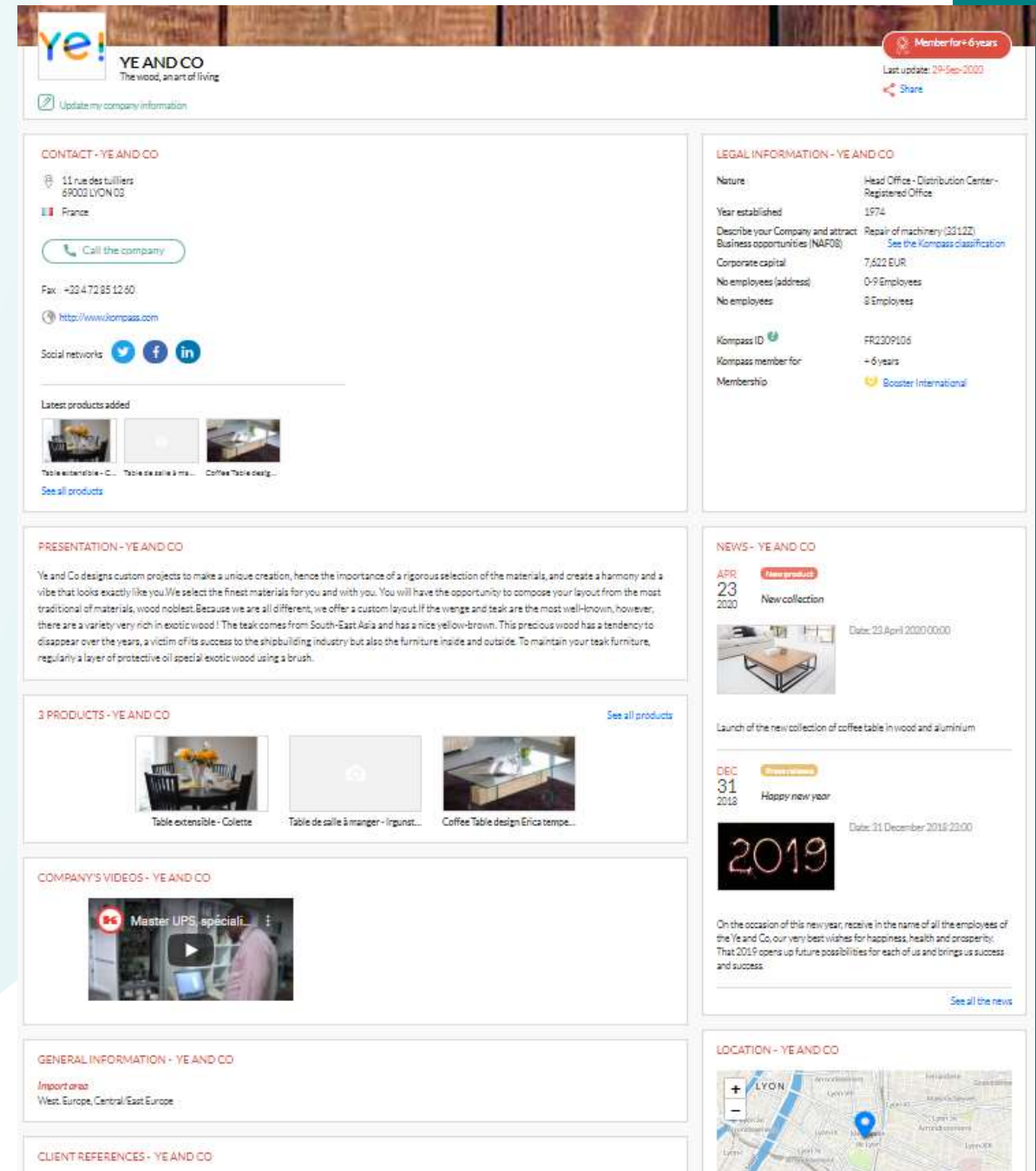
CANCEL

SAVE



## Now it's Ready!

If you want to see how your company page looks like and how visitors will see your pages, you can click on the « View my company profile ».







If you need some help to create your Booster profile,  
don't hesitate to contact our local Help Desk.

<https://www.solutions.kompass.com/>

[contact@kompass-usa.com](mailto:contact@kompass-usa.com)