



After closely analysing Snizl user's buying trends, we've discovered that a trust worthy, well filled out business page generates more sales than a business page which does not possess the qualities listed below.

**Essentials - Things you must have on your business page**

**Optional - Things which are not essential but will help in boosting trust**

## Get your business page in tip-top condition to boost first impressions

### Essentials

A high quality logo

A business name that matches the one you use elsewhere (social media, website)

A clear business description, freshly written, telling the story of your company so far

### Optional

A high quality cover photo, preferably showing off your product/service

Business address

Business email address

Phone number

Social Media links

Website link

Opening hours

## Clear and concise posting for Deals and Promotions

### Essentials

A short and snappy title that tells the user exactly what the promotion is

A detailed description of the product or service, remember fresh content is always better

A high quality image to grab the users attention

At least one claim option, so that users have a way to get what you are advertising.

### Optional

More than one claim option (including a link to your website if you have one)

A description that tells a story about the product or service, explaining what it is and does.

If it has a monetary saving, add it as a Deal post for a higher success rate