



Your guide to the

# Axminster Business Directory

<https://axminsterbusinessdirectory.co.uk>

The Axminster Business Directory is an initiative from Axminster Chamber of Commerce designed to promote local businesses to both local and visitor audiences. Our aim is to create a low-cost, one-stop shop where customers can quickly find a wide range of goods and services. The benefits are:

- **Increased visibility** - you have a better chance of being discovered
- **Boost your online presence** - search engines like directories
- **Easy to update** - you manage your own page and can quickly update it
- **Cost-effective** - cheaper than traditional print advertising

Listings are offered free to members as a benefit of their wider £50 annual membership. Listings with less detail (fewer photos, categories and tags) are available to non-members at an annual cost of £20.

## How to create a listing

- Its very simple and takes just a few minutes!
- Follow this link: <https://axminsterbusinessdirectory.co.uk>
- Click on 'sign up' and the system will guide you through. You will set a password that will allow you to log in again and update any time you want to.
- All you need are a few photos of your business and some words to describe it.

## Quick tips

- It's worth spending a bit of time on good photos
- Landscape photos work best in directory format
- Include pictures of the people that work in your business

## Update your listing

Go to <https://axminsterbusinessdirectory.co.uk/> and click 'login'. If you can't remember your password you can easily re-set it using the email address that you originally signed up with. You will receive a re-set link from [support@axminsterbusinessdirectory.co.uk](mailto:support@axminsterbusinessdirectory.co.uk)

Just like a website, a listing needs to be checked on a regular basis to ensure that the information it contains remains up to date. It also helps to do an occasional refresh of your photos.

## Categories and tags

The facility within the directory to add categories and tags can greatly increase your visibility. If, for example, you are both a stationer and printer then you can use 'categories' to highlight the fact that you are two businesses in one. Likewise, you can use 'tags' to promote the different features of your business as illustrated by the hotel below.

## Making your listing work for you

At its most simple, a directory listing is there to promote you 24 hours a day. Every time

Tags (8/10)

Five star hotel X Axminster hotel X Luxury X Comfortable X Elegant X Gardens X Meeting room X Parking X

Press enter after each tag

Category

All

someone searches for (say) a place to eat in Axminster, a place to buy hardware or an electrician, the search engine will flag up your details. But it's even more effective if you use the page link in your social media posts. Just click on the domain name at the top of your page to copy your link for use as you wish. It can be a website that you might not have, and one that you can update far more easily and cheaply.

## Manage your payments

You can manage your payments from a panel at the foot of your profile page. The directory is the platform through which the majority of Chamber membership subscriptions are paid. A £50 subscription covers your membership with no added cost for your directory listing. For £20 you can simply have a basic listing with up to three photos, one category and up to two tags.

**Your Subscriptions:**

You are using 1 / 1 subscriptions.

**£50 (annual)**  
Subscription start: 15/02/2025  
Subscription renews: 15/02/2026 [Manage Subscription](#)

Add (Annual) Subscription: [£20](#) [£50](#)

## **We are here to help**

The directory has real people to help you get the best from all that it offers. It was created for us by locally based Pink Pigeon Digital and is managed by director Adrian Lausch and by Chamber member Barrie Hedges. Both are happy to advise you and will do their best to respond quickly. Simply email [support@axminsterbusinessdirectory.co.uk](mailto:support@axminsterbusinessdirectory.co.uk) and one of them will respond