

Improving Your Search Results

To improve how you appear in search results, take advantage of all the features available on Kudzu.com. Consumers will be able to find you more easily – which means you get more clicks, emails and phone calls!

Be sure to fill out the following areas of your profile:

Reviews: Reviews are important as many consumers make their choices based on reviews. We've found that having reviews can increase profile views over 500%! Ask your best customers to review you on Kudzu.com today.

Categories and Specialties: Manage the placement of your business in search results by choosing the category that best represents the services you offer. Answer targeted questions about your business category to highlight your specialties and services and show up when consumers search.

Deals: The deals feature allows you to enter up to three special offers. It also links your business to our special "Deals and Discounts" page, accessible directly from the Kudzu.com home page.

Website: Your Kudzu profile will link to your website, helping consumers learn even more about your business. If you do not have a website, tell everyone to visit your profile on Kudzu.com!

Business logo: A logo adds credibility and professionalism and creates greater brand recognition.

Marketing description: Tell your story – let customers know what makes your business unique and what special services you offer. Point out how you can solve customers' problems and make their lives easier.

Business e-mail: Communicate quickly and easily with consumers by using the e-mail form on your Kudzu profile to send quotes, schedule appointments and answer questions.

Picture album: Add images of your shop or office, staff, vehicle and equipment. The photo album is a great place to showcase your work – especially when you include before-and-after photos.

Video: A video can bring your services to life by highlighting special skills or demonstrating your product. It doesn't have to be professionally produced – some of the best videos are those you produce yourself.

Credentials: Let customers know what special training, certification or licensing you have received and what associations or trade organizations you belong to.

Attachments: Use this section to upload letters of recommendation, special commendations or awards, marketing flyers, price sheets, events calendars or newsletters. If you have any other information that differentiates you from your competitors or provides timely details, this is the place to share it.
