PRINTING United Alliance

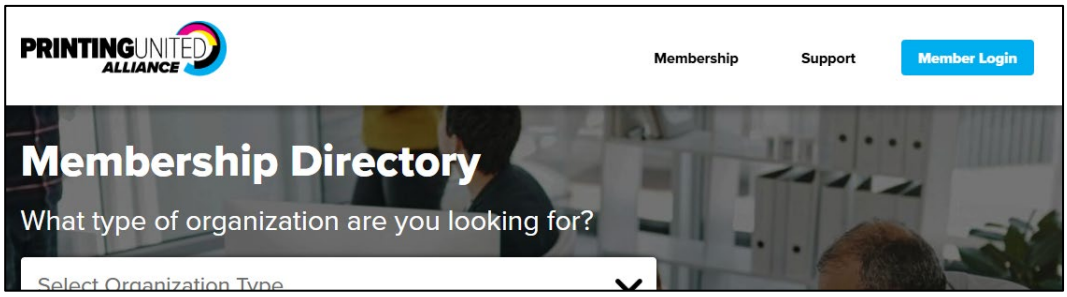
Standard Operating Procedure – Directory Listing Update & Edit

This SOP is designed to help users navigate, update, and edit online directory listings on directory.printing.org.

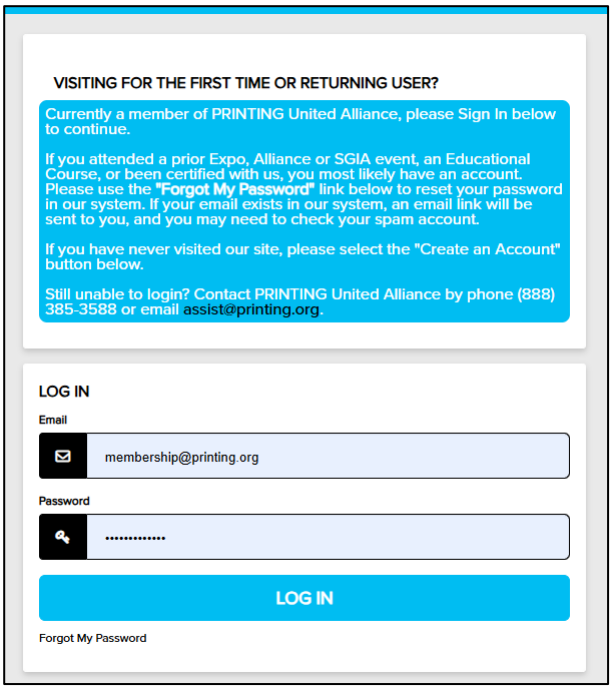
Below are the steps for the Company Manager or Primary contact of an active Alliance member company to log in to printing.org, locate the company directory listing, update the company directory listing, and edit company details. Also detailed below are the steps for choosing Capabilities and Equipment. These drive search results for directory users looking for industry-related goods, services, or equipment.

Logging in to directory.printing.org

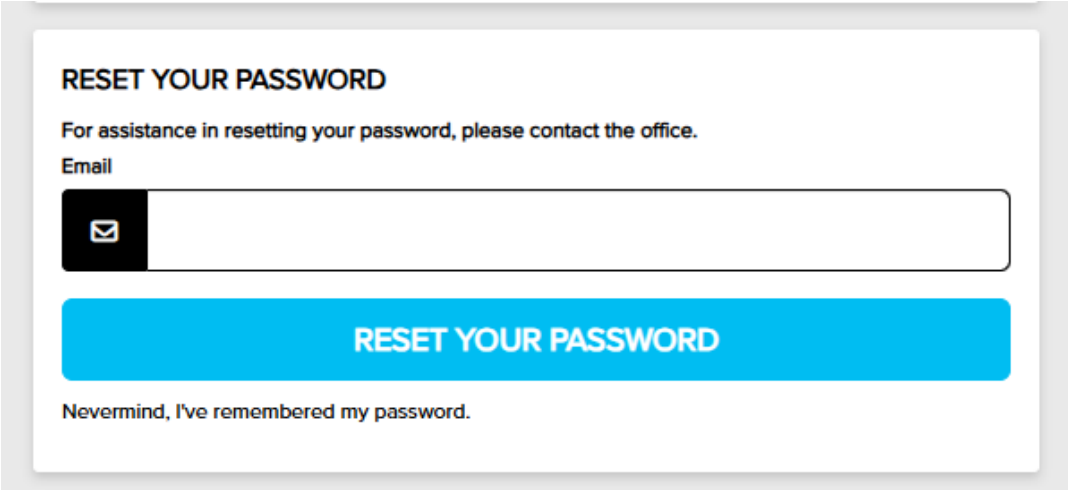
1. From directory.printing.org, click **Member Login** in the upper right-hand corner.



2. Enter your PRINTING United Alliance membership email address and password.



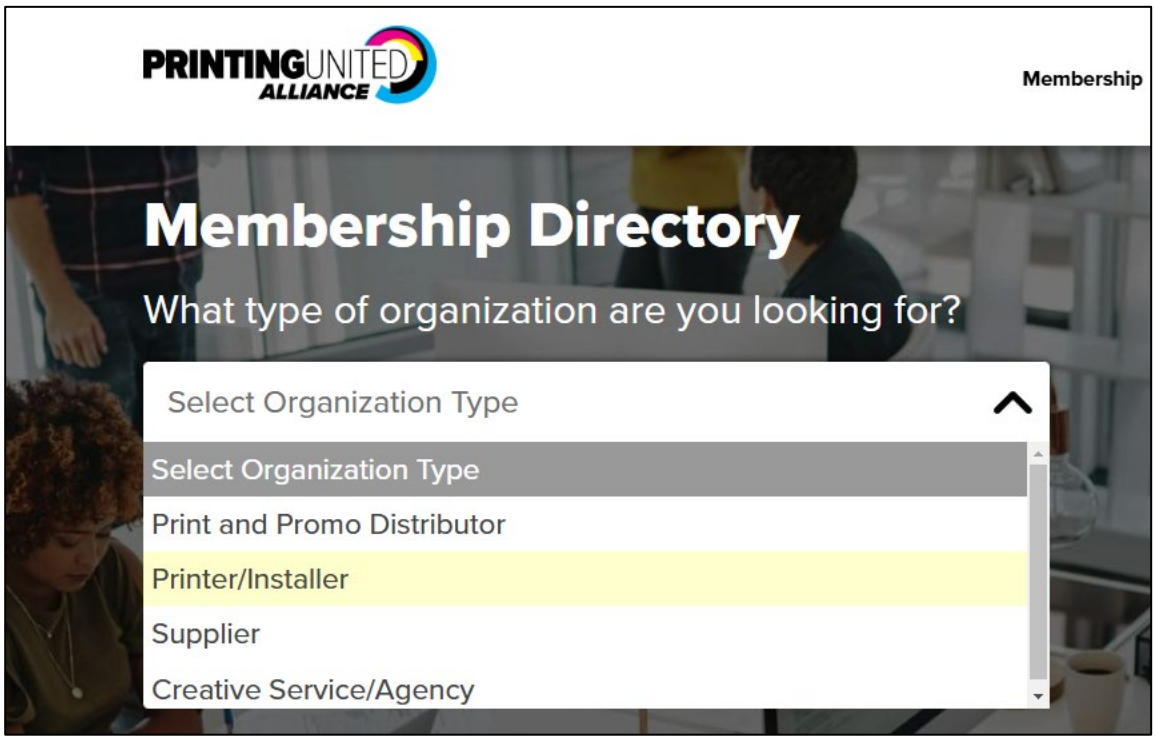
i. If you are unsure of your password, click **Forgot My Password**



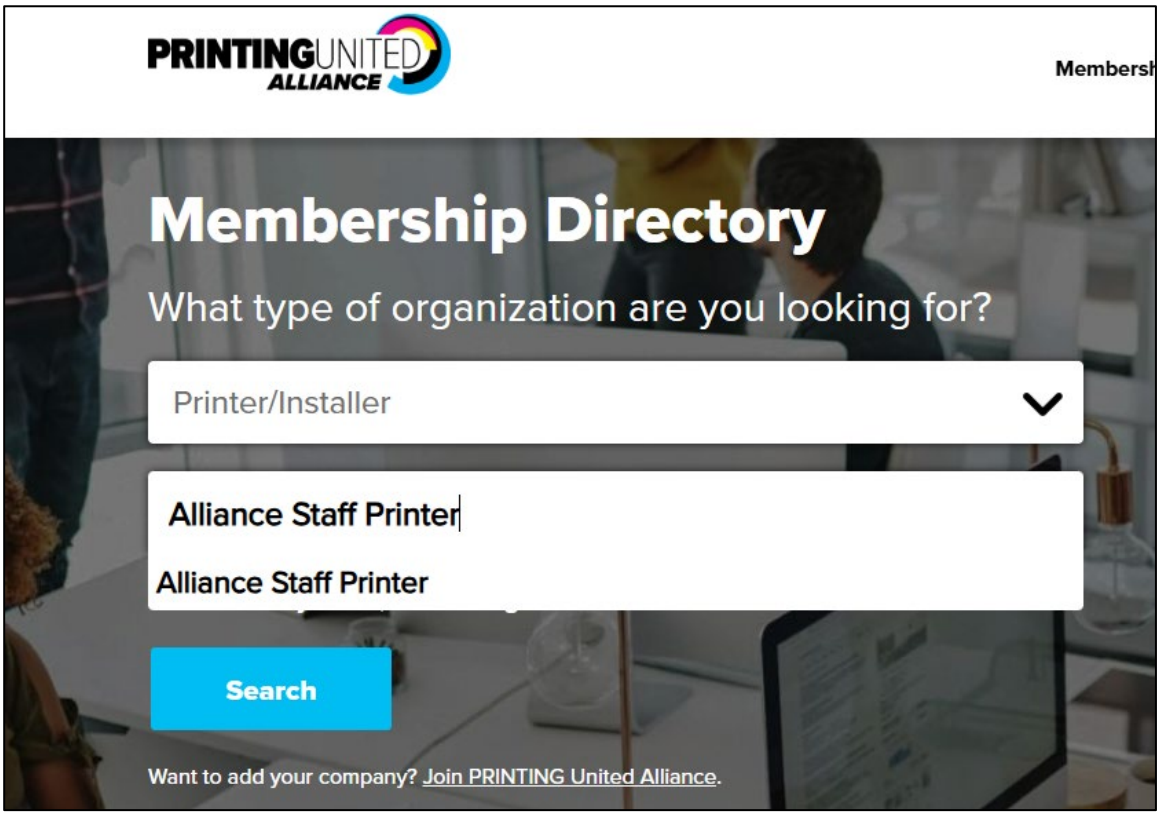
3. If you are unsure if you are the Primary Contact or Company Manager for your membership, please contact the PRINTING United Alliance Membership Department
   i. By phone 1 (888) 385-3588
   ii. By email membership@printing.org

Navigating to your Directory listing

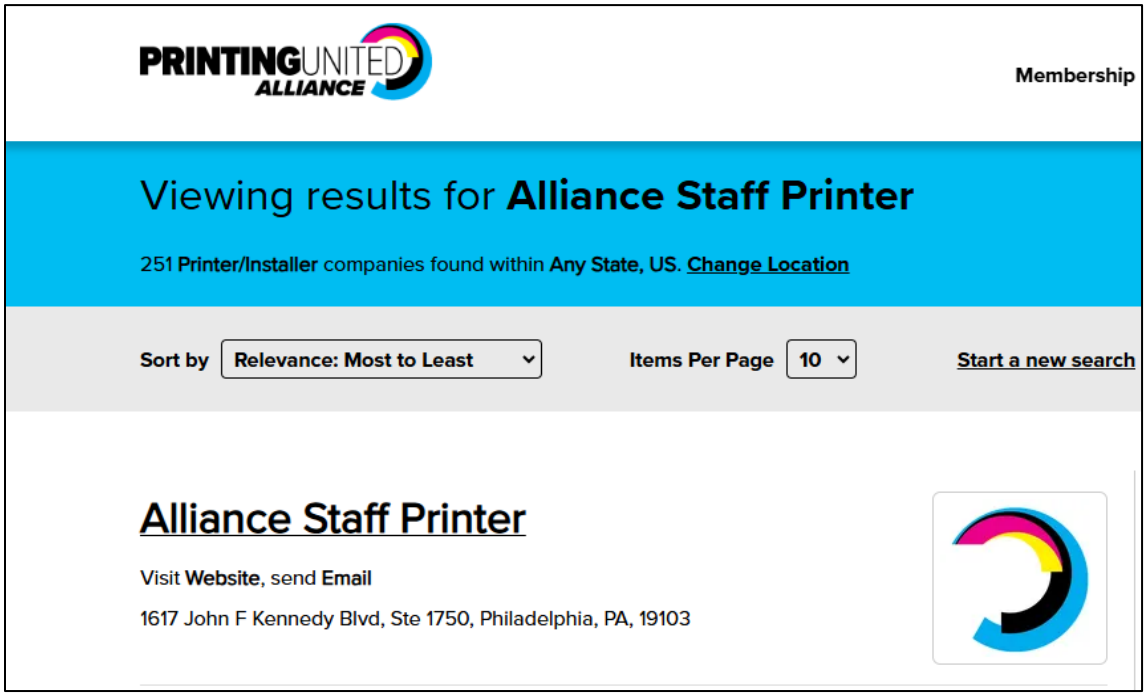
4. From directory.printing.org, select your membership type by clicking on the **Select Organization Type** drop-down arrow and clicking on your membership type.



5. Enter your company name in the **Search Terms field** and click **Search**.

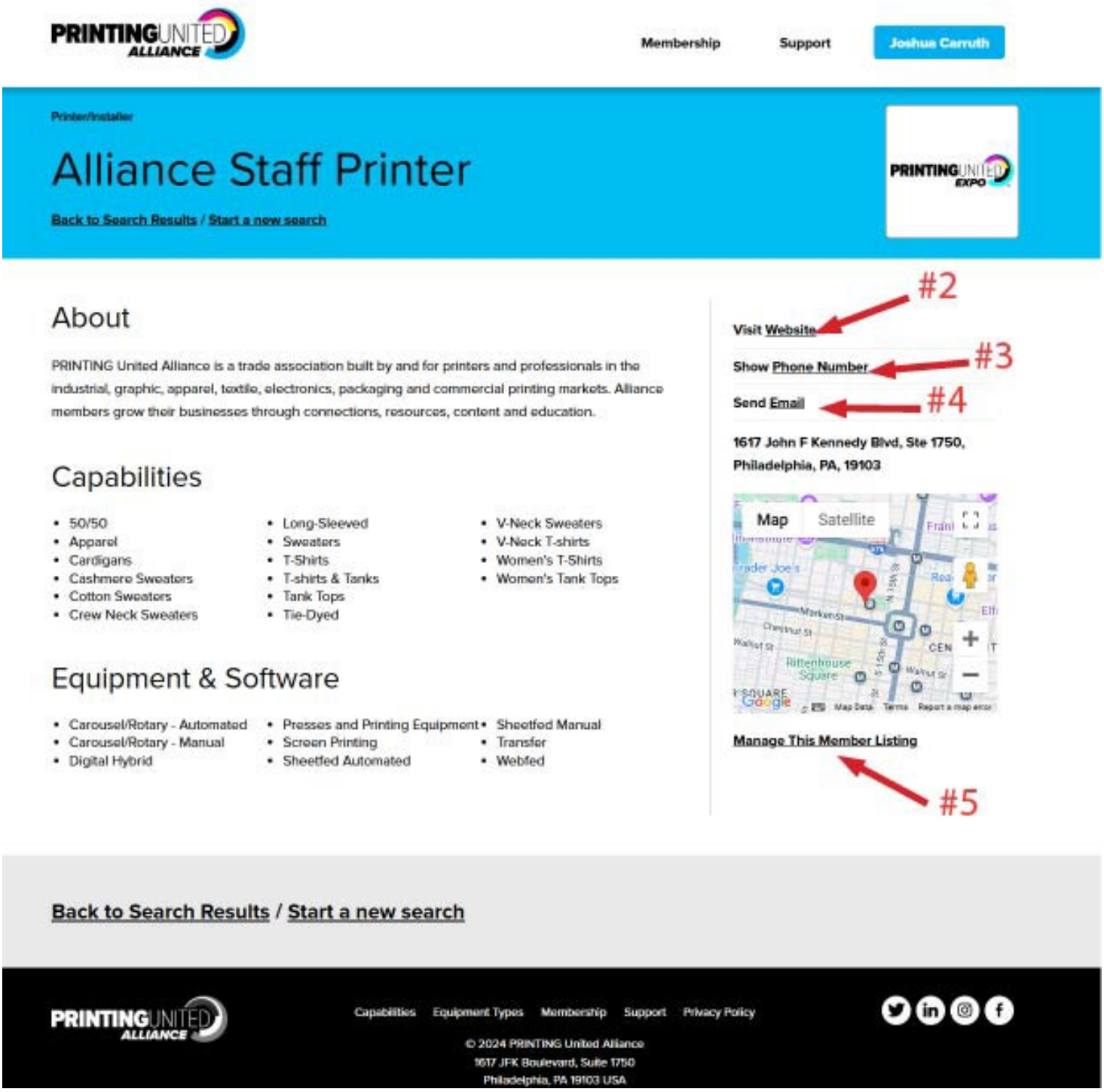


6. From the Results view, verify that your company name appears correctly.



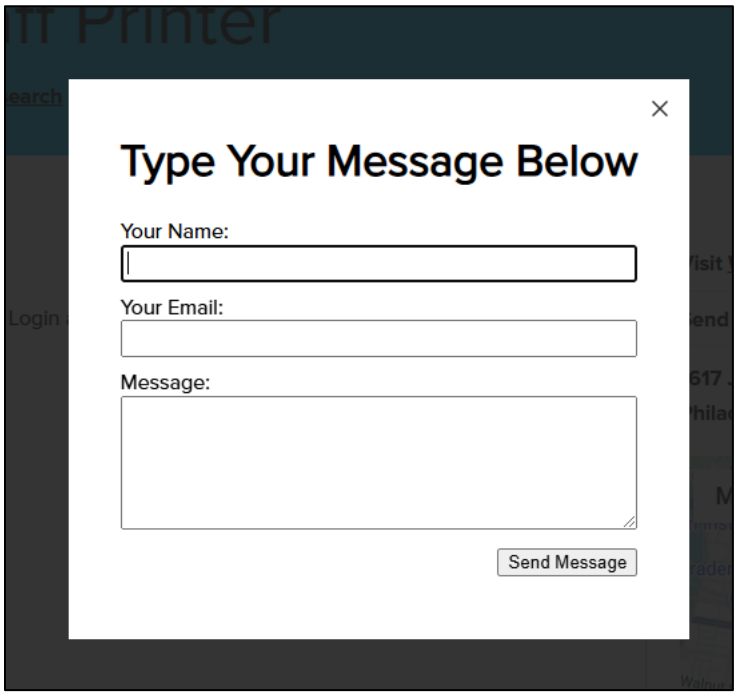
Updating your Company's Directory Profile

1. Click on your company name from the results to view your full directory listing where you can manage your directory profile.



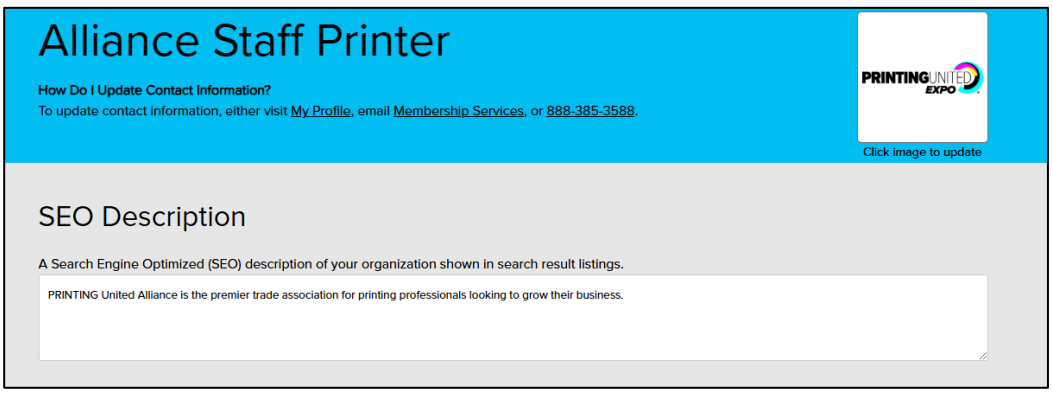
2. Click **Visit Website** to verify the company website is linked correctly. The website will open in a separate browser window.
    i. The company website can be updated or added to your company profile.
3. Clicking **Phone Number** will display the Company Phone Number

4. Clicking **Send Email** will send a directory lead email to the primary contact of your membership.

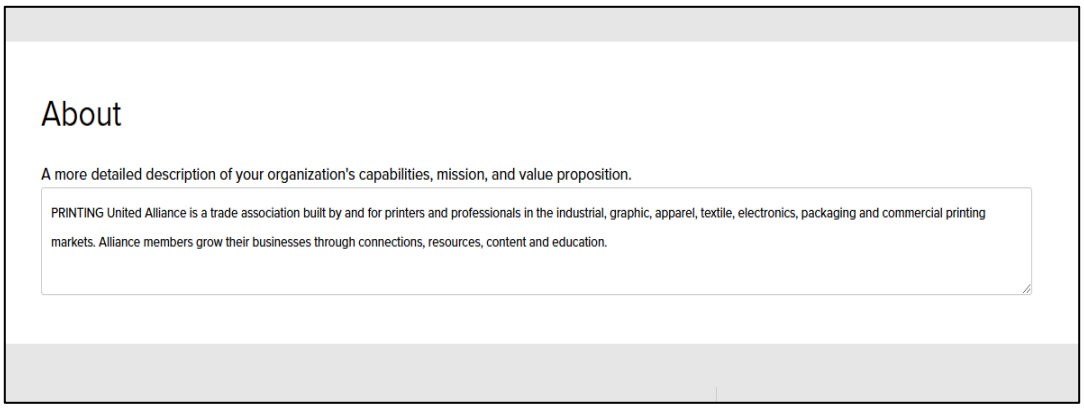


5. Being logged in as a Company Manager or Primary Contact for the company will all you to Click **Manage this Member Listing** and update the following:

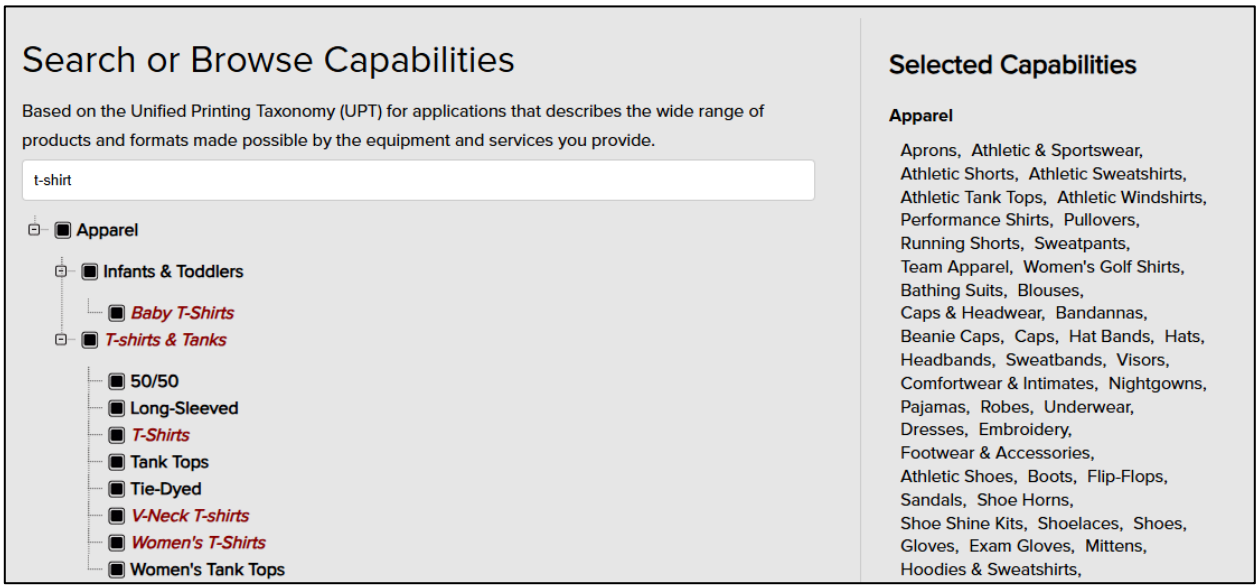
    i. **Company Logo:** Click on the logo to edit. A browser will appear for you to upload a new logo. Click **Open** to save the file.
    ii. **SEO description:** Search Engine Optimized descriptions are the descriptions shown in general internet search results. 'Optimized' with keywords that are determined to be relevant to the business. This will be a compelling description of your organization's values and capabilities.



    iii. **About description:** A more detailed description of your organization's capabilities, mission, and value proposition(s).

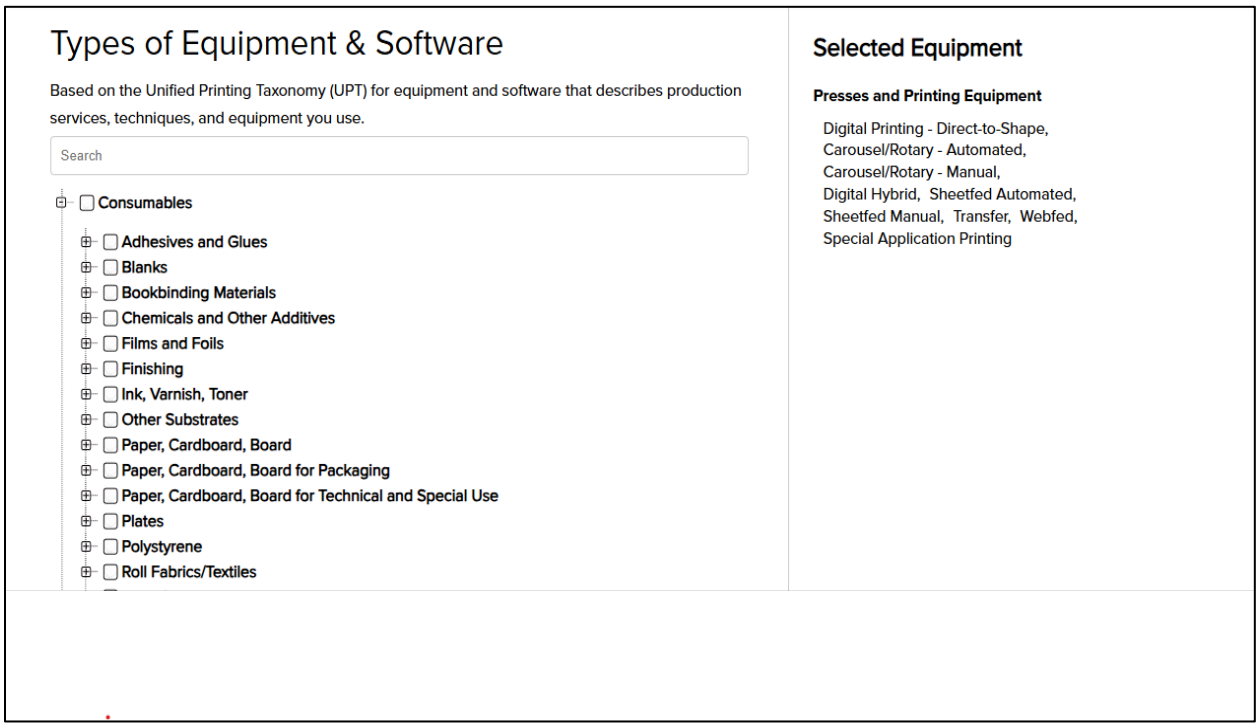


iv. **Capabilities:** Using the Universal Printing Taxonomy (UPT) select the range of products and formats made possible by the equipment and services you provide
   i. Use the search tool to quickly locate terms from the full list.
   ii. Or browse the entire list by clearing all terms from the search field.



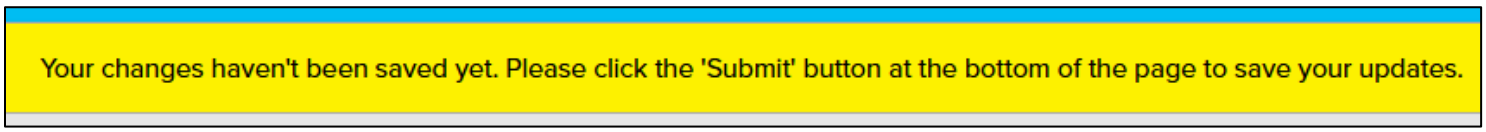
   iii. To view general Capability categories. Click on the + to expand and view more connected capabilities.
   iv. Selected Capabilities will be listed to the right of the capability categories under Selected Capabilities.

v. **Equipment & Software:** Using the Universal Printing Taxonomy (UPT) select from a range of equipment and software that best describes the production services, techniques, and equipment used to produce your products and services.
   1. Use the search tool to quickly locate terms from the full list.
   2. Or browse the entire list by clearing all terms from the search field.

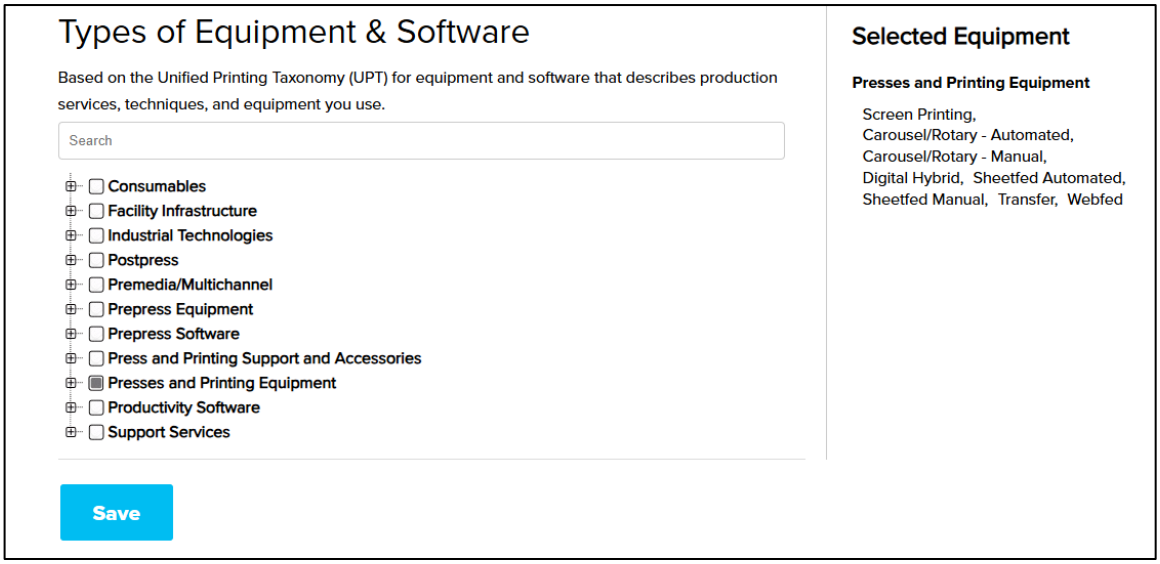


3. To view general equipment & software categories. Click on the + to expand and view more connected capabilities
4. Selected equipment & software will be listed to the right of the screen under Selected Equipment

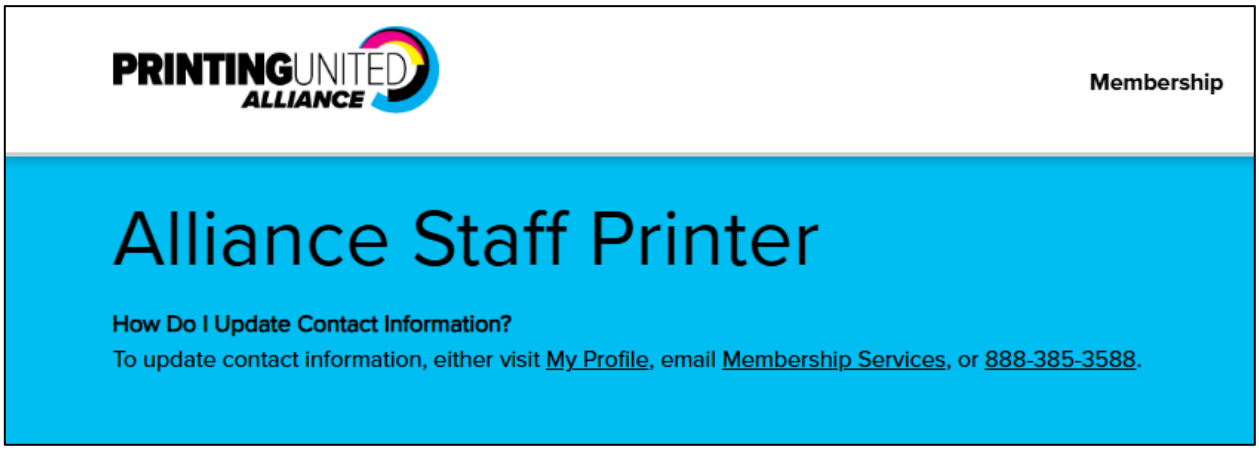
vi. **Saving your Updates:** *Note- If you see the message below, your selections have **NOT** been saved



i. To save and publish your updated directory listing by scrolling to the bottom of the page and clicking Save



ii. Once saved, the banner at the top of the page will appear in green with the text Company profile saved successfully!

Updating your Company Contact Information or Company Roster

1. You can update your company profile one of these three ways:
    i. Visit My Profile by clicking the link under your Company Name from your profile page
    ii. Email Membership Services: membership@printing.org
    iii. Call us at: **888-385-3588**