



Rural Enterprise Directory Scotland



Guidance for REDS Directory entries

It is important that the content and tone of entries in the directory is consistent. For that reason, we ask that the following guidance is followed. All entries will be reviewed by a GrowBiz adviser and certain amendments may be suggested if entries don't meet the guidance.

Certain information (Gender, Age range, Type of Enterprise, Business Structure, Turnover, Number of FTE staff) will not be displayed on the directory. This information is being collected for GrowBiz internal records and will be used to identify eligibility for certain types of support.

The other information collected will be displayed on your directory listing. Please check other listings on the site if you want to see how this will be used and appear.

Category

Please select the most appropriate category and sub-category that represent the main activity of your business or organisation. We recognise that some businesses operate in more than one category – please select the one that you most want to be recognised for. Additional activities can be added in the services box.

Business Summary

A short summary of up to 30 words highlighting the main activity of your business.

Business Description

Text entries for the REDS directory business description should ideally be between 50 – 100 words with a maximum upper limit of 150 words.

The listing is a taster with a little information about the business, its owner and/or the services offered. The purpose of the listing text is to drive the viewer to follow the link to your business's website and/or social media where they can find more information, or to make contact directly. Don't include requests to do those within the wording of the business description – it's not necessary.

Listings should be written in the 3rd person (avoid use of "I", "we", "our" or "us").

Keep sentences short and avoid unnecessary words. Keep it focused!

Explain what the business is about and what it offers. Avoid claims or comparisons (eg "best baker in...")

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Please avoid jargon and acronyms.

Services

Please list up to five services offered by your business, separated by commas. This is optional but will help your business be found in searches.

Business Contact Details

The email address submitted should be the main contact email for the business or organisation.

For your web address, please include the full address including <http://www...>

The postal address will be used to locate your business on the map so please ensure it is accurate including postcode.

Images

The logo will be used on the main directory list and both logo and image will be displayed on the full listing for your business. The image should be a typical representation of your business or organisation and could show, for example, you or your team, your premises, products or services/activities. It should be a good quality, well lit and composed image, presenting your business in a positive, professional way.

Please submit files in one of these formats: jpg, png

File dimensions:

Logo – ideally square in format, 300 pixels wide and tall for best results.

Image – should be at least 1000 pixels wide and square or slightly rectangular (landscape) in aspect.

Social media links

These should be for business social media accounts only, not your personal social media, unless you are a sole trader and the personal account represents your business activity.

Again please include the <https://www...> Part

If there is anything you are unsure about or need help with, please contact us for help:

Connect@reds.scot

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