### How to create and edit your own web profile
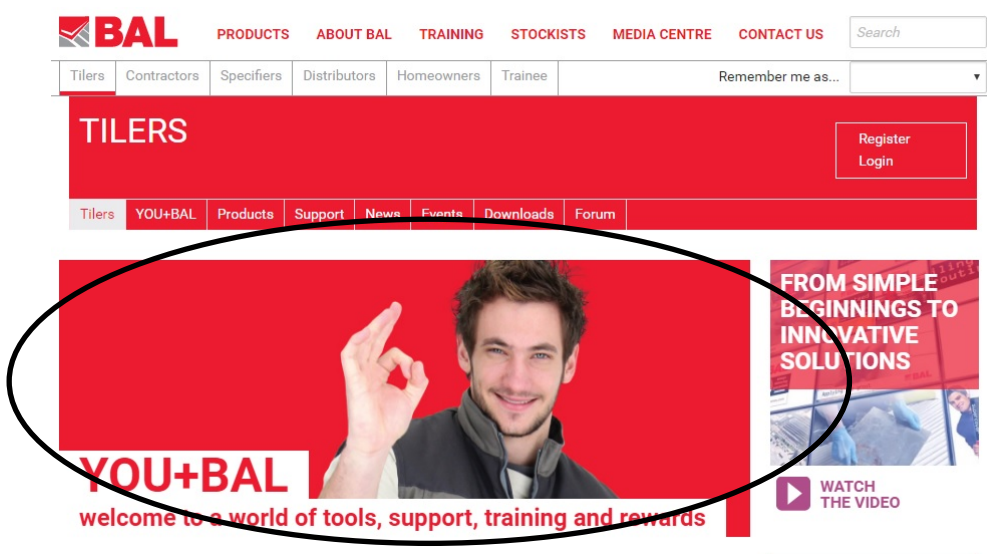
1. Creating your own web profile through YOU+BAL is a simple task and once completed will ensure your skills and experience are advertised to homeowners looking for trusted tilers. To get started simply go to the Tilers section of BAL-adhesives.com and click on YOU+BAL.



2. If you're not already registered for YOU+BAL simply fill in the form to get going, otherwise press "login" and enter your username and password.

3. Once Logged-in, click on the Business Development box to access your tools.



4. Now click on Create/Manage Web Profile to begin developing your web profile.

# TILERS

Logout

Tilers | YOU+BAL | Products | Support | News | Events | Downloads | Forum

## CREATE/MANAGE WEB PROFILE

Get a free business web profile to use as your own company website, to enhance your reputation.

## MY JOB LEADS

Receive hot homeowner leads, and quote for work.

## MY REVIEWS

View your latest reviews which you can show to potential new customers.

## ORDER MATERIALS

Instant access to order BAL sales aids and literature that you may need for your own information or to leave with your customers to help get more work.

## FREE CASE STUDIES

Free case study development service and award nomination writing service to highlight your work,

## SOCIAL MEDIA PROMOTION

Free promotion of your work across BAL social media and digital platforms to current and potential clients.

5. On the first instance, confirm your account details, business details and password and click on the drop down box on the right in the Create A Web Profile Box called "My Tiler Web Profile". Please note that this is for UK-based tilers only.

# TILERS

Logout

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## TILER DASHBOARD

### YOUR ACCOUNT LOG-IN SETTINGS

Title *

| Mr ▼ |

First Name *

| Bob |

Last Name *

| Smith |

Mobile Telephone Number *

| 078383848484 |

Email Address *

| bob.smith@tiling.co.uk |

Company Name *

| Bob Smith Tiling |

Business Post code *

|  |

Logout

### CREATE A WEB PROFILE

Note: This functionality is available to UK based tilers only (UK postcode is required). Only 1 web profile page will be published for each individual.

| My Tiler Web Profile | ▲ |
| | 🔍 |
| **My Tiler Web Profile** |

Note: This functionality is available to UK based tilers only (UK postcode is required). Only 1 web profile page will be published for each individual.

| My Listings | ▼ |

6. This will take to you to a form to set up your web page profile. Begin by entering your registered company or trading name e.g  Bob Smith Tiling. Now create a short overview of your business. This should be written in a friendly but professional tone and include any

specialisms you may have, any guarantees, offers or any other relevant information.  You should also short keywords (separated by commas) to help people find your profile on web search engines such as Google – for example  natural stone tiler, manchester tiler, wall and floor tiler.



7.  Now select your profile visibility. To use your profile and unique URL for strictly your own use, i.e for use on business cards or other marketing literature select "Own webpage only – not for homeowner quote searches".  However we recommend selecting "Visible for homeowner quote request searches and own webpage use." This makes your profile visible in the BAL website Homeowner section "Find a Tiler" and quote request tool.  This will generate job leads and homeowner reviews.

8. Enter your business address, county, city and postcode to set your address on the Google map available for homeowners to view on your profile. Your address latitude and longitude will auto-populate using your postcode – do not change this manually!

Address *

Longton Road, Trentham, Stoke-on-Trent

Please enter listing address. eg. : 230 Vine Street. Select your street when shown to auto-populate the other address lines. If this is not found add your postcode manually.

County *

Stoke-on-Trent

Click on above field and type to filter list or add a new region

City *

Stoke-on-Trent

Click on above field and type to filter list or add a new city

Postcode

ST4 8JB

[Set Address On Map]



Do not change this!

Click on "Set Address on Map" and then you can also drag pinpoint to locate the correct address

Address Latitude *

53.0025105

Please enter latitude for google map perfection. eg. : 39.955823048131286

Address Longitude *

-2.177280699999983

Please enter longitude for google map perfection. eg. : -75.14408111572266

Select Map View

◉ Default Map  ○ Satellite Map  ○ Hybrid Map

9. Enhance your profile by adding contact details for enquiries including your mobile phone number (or business landline), business email and business website address (i.e.www.bobsmithtiling.co.uk). You can add your Twitter page address and Facebook page address, this will help you generate more job leads and interest from homeowners looking for local tilers. There is also the option of adding your own videos from YouTube or Vimeo , simply follow the instructions on screen. In addition you can any affiliations with trade bodies, and any training or qualifications you may have completed. Simple select from the drop-down box options.  If you have affiliations or qualifications that are not listed, please contact us directly at balmarketing@building-adhesives.com and we'll add it to the drop-down and confirm when this is done via email.

| Mobile Phone number | 07777777777 |
| | Add your mobile phone number for enquiries (or business landline). |
| Email | bob.smith@tiling.co.uk |
| | Add your business email for enquiries. |
| Website | www.bobsmithtiling.co.uk |
| | Add an alternate business website url. |
| Twitter | www.twitter.com/bobtiling |
| | Add your business Twitter page url. |
| Facebook | www.facebook.com/bobsmithtiling |
| | Add your business Facebook page url. |
| Video | <iframe width="560" height="315" src="https://www.youtube.com/embed/taha18nsrWM" frameborder="0" allowfullscreen></iframe> |
| | Add a YouTube video by pasting the video short code (go to your video and from tabs below click 'Share' > 'Embed', then copy and paste the code here). Note: only one video can be embedded here. Alternately add your YouTube / Vimeo channel url here as a link to your site. |
| Affiliations | The Tile Association (TTA) X |
| | Select any trade bodies where you have an active membership. |
| Qualifications | BAL Product Training Course X |
| | Select any training or qualifications you have completed. |

10. Add images to your profile by dragging and dropping, or selecting photos from your computer. You can upload more than one image to create an image gallery on your page. Once the files have been uploaded, drag and drop the images to rearrange the order. Note the first image on the left should always be your main profile image ID/logo – therefore we recommend that this is always your company logo. Images help enhance your profile and show off your work to potential clients.

Drag and drop file here or press "select files" to upload from your computer or phone

ADD IMAGES : (YOU CAN UPLOAD MORE THAN ONE IMAGES TO CREATE IMAGE GALLERY ON DETAIL PAGE)
(YOU CAN UPLOAD UNLIMITED IMAGES WITH THIS PACKAGE)

DROP FILES TO UPLOAD
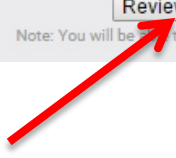
Select Files

Once files have been uploaded using the button above, drag and drop the images here to rearrange the order. **NOTE: The first image on the left here will be your main profile image ID / logo and therefore it is recommended that this is always your company logo.**

☐ Please accept terms and conditions

Review Your Listing

Note: You will be able to see a preview in the next page

11. Once you are happy the information please read the Terms and Conditions and check the box to accept. Click "Review Your Listing" to see a preview of your web profile.

12. To make changes to your profile click "Go Back and Edit", otherwise click "Publish" if you happy with your listing. BAL will approved all listings and make live as soon as possible. Once your profile is live, you will receive an email with confirmation that this has been done.

THIS IS A PREVIEW OF YOUR LISTING AND ITS NOT PUBLISHED YET.
IF THERE IS SOMETHING WRONG THEN "GO BACK AND EDIT" OR IF YOU WANT TO ADD LISTING THEN CLICK ON "PUBLISH".
YOUR LISTING WILL PUBLISHED FOR **UNLIMITED** DAYS

WHEN YOU ARE HAPPY WITH THE PAGE CLICK ON "PUBLISH". BAL WILL APPROVE ALL LISTINGS AND MAKE LIVE AS SOON AS POSSIBLE. PLEASE CHECK YOUR EMAILS FOR CONFIRMATION THAT THIS HAS BEEN DONE.

*(NOTE, PLEASE ALSO CHECK YOUR JUNK FOLDER IN CASE YOUR EMAIL ACCOUNTS AUTO FILTER THIS AS SPAM BY MISTAKE!)*

Cancel

« Go Back and Edit

Publish

## BOB SMITH TILING

**BAL**

My Tiler Web Profile Category: Visible for homeowner quote request searches and own webpage use

My Tiler Web Profile Tags: natural stone, porcelain, and ceramics

| Profile | Video | Map | Affiliations | Qualifications |

Long established floor and wall tiler based in the North West. Specialising in ceramics, natural stone and porcelain.

Address: Longton Rd, Stoke-on-Trent, ST4 8JB

Mobile Phone number: 07777777777

Send Enquiry | Send To Friend

Website

Twitter

Facebook

MEMBER LOGIN
You are logged in as:

Your membership level is:
TILER
Your Account Status:
ACTIVE
Your Account Expires:
UNTIL CANCELLED

• Logout

13. Editing your web profile once it is published is a simple process. Firstly log-in to YOU+BAL and click on the Create/Manage Web Profile asset within "Business Development" to start making your changes.
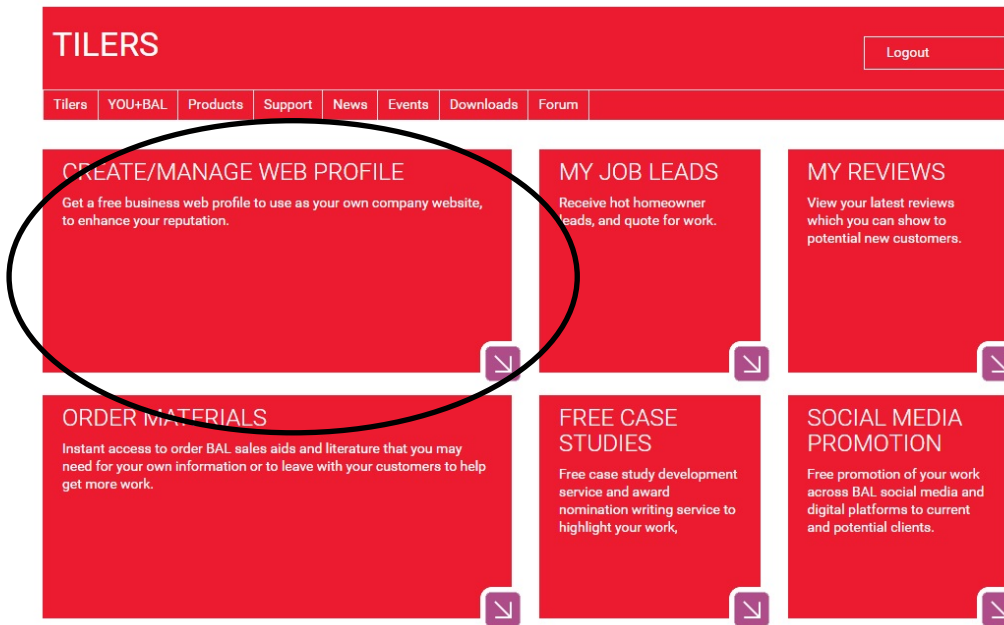


14. Select "My Tiler Web Profile" from the drop down box called "Edit your web profile"
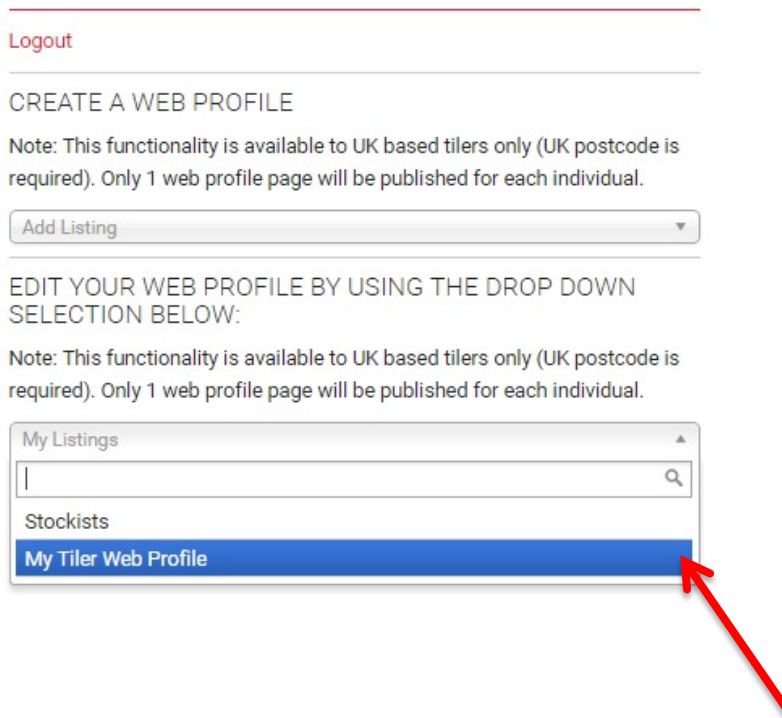
15. You will now see your listing. Click "edit" to make changes to your profile.

## ALL MY TILER WEB PROFILE

we fix & grout with

**BAL**

### Bob Smith Tiling

Long established floor and wall tiler based in the North West. Specialising in ceramics, natural stone and porcelain.

☆☆☆☆☆

💬 No Reviews

♥ Favorite

📍 show on map

edit delete

⏸ Status: **(Not published)**

**SELECT FOR QUOTE**

16. Once you have made your changes, click "Review your Listing" to preview your amended profile.

17. If you are happy with your amended profile, click "Update Now". BAL will approve and make your profile live again as soon as possible.



THIS IS A PREVIEW OF YOUR LISTING AND ITS NOT UPDATED YET.
IF THERE IS SOMETHING WRONG THEN "GO BACK AND EDIT" OR IF YOU WANT TO UPDATE LISTING THEN CLICK ON "UPDATE NOW"

WHEN YOU ARE HAPPY WITH THE PAGE CLICK ON "PUBLISH". BAL WILL APPROVE ALL LISTINGS AND MAKE LIVE AS SOON AS POSSIBLE. PLEASE CHECK YOUR EMAILS FOR CONFIRMATION THAT THIS HAS BEEN DONE.

*(NOTE, PLEASE ALSO CHECK YOUR JUNK FOLDER IN CASE YOUR EMAIL ACCOUNTS AUTO FILTER THIS AS SPAM BY MISTAKE!)*

Cancel                                                         Update Now

« Go Back and Edit

## BOB SMITH TILING

we fix & grout with
**BAL**

My Tiler Web Profile Category: Visible for homeowner quote request searches and own webpage use
My Tiler Web Profile Tags: ceramics, natural stone, and porcelain

| Profile | Video | Map | Affiliations | Qualifications |

Long established floor and wall tiler based in the North West. Specialising in ceramics, natural stone and porcelain.

🏠 Address: Longton Rd, Stoke-on-Trent, ST4 8JB

📞 Mobile Phone number: 07777777777

✉ Send Enquiry | Send To Friend

🔗 Website

🐦 Twitter

📘 Facebook

MEMBER LOGIN
You are logged in as:

Your membership level is:
TILER
Your Account Status:
ACTIVE
Your Account Expires:
UNTIL CANCELLED
• Logout