

# TechDirect Easy as 1-2-3 Guide





# Table of Contents

Welcome to the Supplier Portal ..... 3

Enter Your Company Information ..... 4

Brand Your Microsite ..... 7

Feature Your Products ..... 8

Get Started Now! Contact Sales at 978-474-6676 or email [techdirect@jazd.net](mailto:techdirect@jazd.net)



# Welcome to the Supplier Portal

## It takes just a few minutes.

By participating in **FierceMarkets' CommTech powered by JAZD**, you can quickly and easily get your message out to serious buyers when they are making important purchasing decisions. Build your company & product microsite for **FREE**.

## Get Started Now!

We make uploading your products and services easy! We know time is your most scarce resource. Simply update your company's information, upload creative and content, manage your products specs and images, and track your results with reports. Using a powerful combination of contextual content placement and JAZD SEO with over 100,000+ keywords under active management, the Directory provides highly targeted, motivated leads.

## It's as Easy as 1-2-3!

### Create Your Company's Microsite:

#### 1. Enter company info

- Enter basic info
- Add contacts & Locations
- Assign specific categories
- 

#### 2. Brand your company's microsite

- Load your display ads
- Load your whitepapers & content
- Link your RSS feeds to categories

#### 3. Feature your products

- Load & edit your products
- Import product images & specs
- Assign categories to your products

Get Started Now! Contact Sales at 978-474-6676 or email [techdirect@jazd.net](mailto:techdirect@jazd.net)



# 1. Enter Company Information

## Edit your company's details

- Add your logo with link to your website
- Provide company information that buyers need
- Include a detailed company description to set you apart from your competition
- Take advantage of JAZD SEO Boost Description to drive traffic

**General Information**

**\*Company name** Andover Chemical Company

Company RSS Feed

Upload a web-resolution company logo.

Company Website <http://www.andoverchem.com>

Annual Revenue 100MM-250MM

Number of Employees 101-250

Industry Chemicals

**\*Complete Company Description - Type or paste the description here:**

The Andover Chemical Company (ACC) was founded in 2009, and is headquartered in Andover, MA with global offices in London, Shanghai and Dubai. ACC specializes in green consulting and aims to partner with leading chemical companies online.

**SEO Company Description - Type or paste the description here:**

The Andover Chemical Company (ACC) was founded in 2009, and is headquartered in Andover, MA with global offices in London, Shanghai and Dubai.

Save Preview Save and Continue

**Jazd! SEO Boost**

- Leverage your current SEO keywords
- JAZD's related terms engine drives traffic
- 20-word SEO summary maximizes exposure

Get Started Now! Contact Sales at 978-474-6676 or email [techdirect@jazd.net](mailto:techdirect@jazd.net)



# 1. Enter Company Information

## Add your company's contact and locations

- Add key contacts for buyers – make it easy for them to find you
- Add your locations to assist in geographic searches

Contacts

List your primary contact first

Select	Up	Down	First Name	Last Name	Email	Telephone	Title	Function
<input type="checkbox"/>	↑	↓	John	Smith	johnsmith@abc.com	123 456 7890	CEO / President	Information Technology
<input type="checkbox"/>	↑	↓	Sarah	Smith	sarahsmith@abc.com	123 456 7891	Manager	Marketing

Click the ADD Contact

Go Back Save Preview Save and Continue

Locations

List your primary location first

Select	Up	Down	Address (line 1)	Address (line 2)	City	State	Zip	Telephone	Fax
<input type="checkbox"/>	↑	↓	14 Business Street		Salem	New Hamp...	01234	123 456 7899	123 456 4067

Go Back Save Preview Save and Continue

Get Started Now! Contact Sales at 978-474-6676 or email [techdirect@jazd.net](mailto:techdirect@jazd.net)



## 1. Enter Company Information

Assign specific categories to your company and products and get the JAZD SEO Boost!

- Select ALL specific categories that your company targets
- JAZD SEO Boost drives qualified traffic right to each category page

**TechDirect** | Welcome John Smith | [Logout](#) | [Profile](#)

Company | Ads & Content | Products | Preview | Get Results

General Information | Contacts | Locations | **Categories**

### Categories

Drill down and drag categories to assign them

**Your Assigned Categories** [Delete Category](#)

- Select/Unselect All to Delete
- Backup and Disaster Recovery
- Computer Aided Design and Drafting
- Software/Programming Services
- Security
- Biotechnology

Laboratory & Measurement...Biotechnology

**Jaz'd! SEO Boost**

- JAZD's SEO Boost drive traffic to every product category page
- 100,000 keywords under active management ensures traffic
- JAZD optimizes your company microsite with relevant terms, title tags, description tags & cloud tags

[Us](#) | [FAQ](#) | **Powered By Jaz'd!**

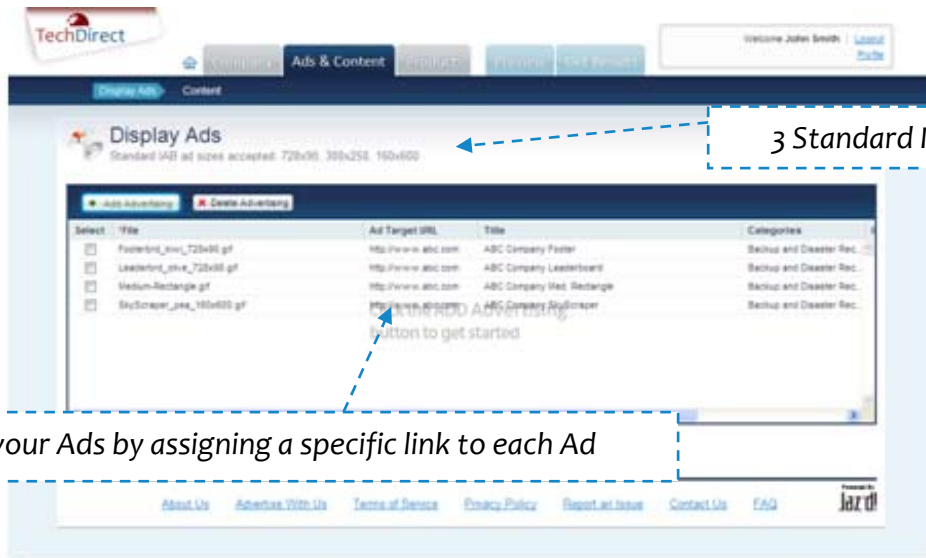
Get Started Now! Contact Sales at 978-474-6676 or email [techdirect@jazd.net](mailto:techdirect@jazd.net)



## 2. Brand your Microsite

### Upload your display ads

- Assure that your brand message is in front of qualified buyers
- Leverage multiple formats with Leaderboard, Medium Rectangle Skyscraper and Footer ads

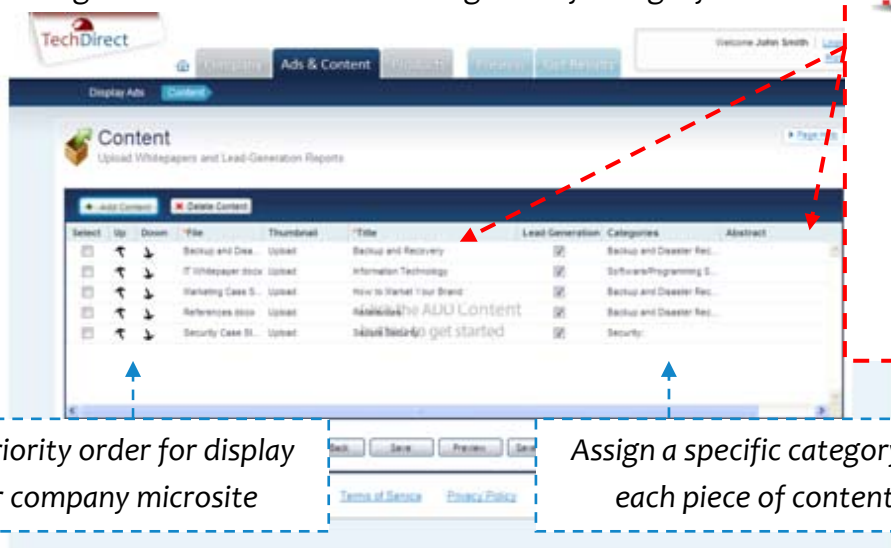


3 Standard IAB sizes are accepted

Target your Ads by assigning a specific link to each Ad

### Upload your content

- Educate qualified buyers while filling your pipeline
- Opt-in registration based leads are targeted by category



- Use keywords in your title to add relevance
- Create a 20-word summary to maximize exposure & drive click-thrus
- JAZD links related terms

Select a priority order for display on your company microsite

Assign a specific category to each piece of content

Get Started Now! Contact Sales at 978-474-6676 or email [techdirect@jazd.net](mailto:techdirect@jazd.net)



### 3. Feature your products

#### Load and edit your products

- Add unlimited products
- Each product is featured on its own microsite – with specs, images and descriptions

**TechDirect** | Welcome John Smith | [Logout](#) | [Profile](#)

Product Info | **Products** | Preview | Get Results

Select Categories to link to your products

Get a template to enter product info on your computer.

Download Excel Template | Upload Excel File

Select	Name	Categories	Description	Short Description	Manufacturer	Image	Product Spec	Product UR
<input type="checkbox"/>	Recovery Database	Backup and Disaster Rec...	This product c...	Recovers lost data	ABC Company	Upload	Upload	
<input type="checkbox"/>	Fingerprint Security	Security;	Use a scan of...	Fingerprint will allow/ deny...	ABC Company	Upload	Upload	

Click the ADD Product button to get started

Upload Product Images

Save time & upload your own file!

Go Back | Save | Preview | Save and Continue

[About Us](#) | [Advertise With Us](#) | [Terms of Service](#) | [Privacy Policy](#) | [Report an Issue](#) | [Contact Us](#) | [FAQ](#)

Powered By **Jaz'd!**

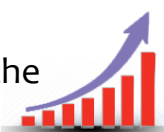
**Jaz'd!**  
SEO Boost


- Use keywords in your title and description to drive traffic
- Create a 20-word summary to maximize exposure
- 100,000 keywords under active management
- Targeted category-based traffic generation ensures qualified leads

Get Started Now! Contact Sales at 978-474-6676 or email [techdirect@jazd.net](mailto:techdirect@jazd.net)



## Review your completed Microsite!

Powered by the  **Jaz'd!**  
SEO Boost



Where else can you compare  
products and services  
from leading vendors...

...In one time-saving,  
easy-to-use Directory?  
(Hit: click 'Go')

Home
Ratings & Reviews
Buyer Discussions
LOGIN | REGISTRATION

**Categories**

- Market Research
- Six Sigma Consulting
- Strategic & Project Planning**
- Training/Learning
- Management Systems


---

**RECENT RESULTS**

- Strategic & Project Planning
- Consulting Services
- Services
- Home

**Andover Consulting Company**

+ Get Quote




3 Dundee Park  
Andover  
Massachusetts United  
States 02141  
978-474-6611


Andover Consulting Company (ACC) provides innovative and economically sound consulting advice in the healthcare, pharmaceutical and chemicals industries. Founded in 2008 in Andover, MA, ACC employees over 50 world-class professionals.


**Marketing - General**  
Shannon DiGregorio  
rdgregorio@jazd.net  
978-474-6611

[Company Website](#)

**Multimedia Center**

  
Telemetric - ...

  
FLUID installer - ...

  
Single Database - ...


**Featured Research**

**Case Study: MedAssist Reaches Out to the Uninsured:** MedAssist's Medicaid eligibility services solution ...


**Case Study - Hospital Relies On Avaya For Critical Patient Care:** Doca Raton Community Hospital deployed an enterprise ...

**Dictating for Productivity and Efficiency:** Talk to anyone related to the healthcare industry ...

Save time.  
Save clicks.  
Save money.








where  
trusted vendors  
meet  
qualified buyers



Go

**Research Library**

-  Continuum of Care
-  DocuSys National Patient Safety Initiatives
-  Successful Risk Management for the Entire Messaging Infrastructure  
As a mission critical sys ...
-  Management of the Patient with Chronic Complaints of Dizziness
-  A Site of Service Strategy That Delivers

---

**Researchers use:** Bill Gates may have been kidding when he decided to release...

**Nanoparticles used:** Brain cancer is one of the most difficult-to-treat cancers; imaging is...

**Mice, human skin:** Harvard Medical School researchers have succeeded in converting mouse and...

**Study: Origin of:** U.S. researchers searching for clues to help develop a better malaria vaccine...

**Novartis explores:** Two years ago the FDA rejected Novartis' Cox-2 inhibitor Prestige on...

**Lack of volunteers:** There are more cancer treatments hitting market than ever before. But...

**Pick up the phone!**

Companies are waiting to help you find what you need

Go

---

**Partners News**

---

**Market Discussions**

[Ratings and Reviews \(More\)](#)

[Discussions \(More\)](#)


Spend more time doing what you enjoy...  
...and less time searching for products!

Companies are ready to help you

Go

Subscriptions
List Your Company
Advertise
About Us
Terms of Service
Privacy Policy
Contact Us

Powered By



Get Started Now! Contact Sales at 978-474-6676 or email [techdirect@jazd.net](mailto:techdirect@jazd.net)