



Restaurants Of Manchester & ManchesterRestaurants.com

~ Featured Listings ~

Thanks for expressing an interest in listing on Restaurants Of Manchester or ManchesterRestaurants.com (part of the Pride Of Manchester stable of websites).

All you need to know about getting listed is included in this pack but give us a bell on 0161 870 6218 if you still have any questions...

The Stats

OK, here's the stats, but read on for our take on these...

~ All our Manchester sites* ~

Average monthly figures (Oct 2010 – Sep 2011)	
Unique readers each month	443,576
Pages read each month	1,259,561
Subscribed members	83,101
Tickets sold	25,000
Hotel Rooms sold	1,507

(* = Pride Of Manchester, Restaurants Of Manchester, ManchesterBars.com, ManchesterTheatres.com, Manchester Comedy Guide, Hotels Of Manchester, ManchesterRestaurants.com, OldTraffordHotels.com etc)

~ Restaurant pages only ~

Average monthly figures (Oct 2010 – Sep 2011)	
Unique readers each month	90,863
Pages read each month	306,759
Online table bookings	1,121
Referred phone calls	6,283

Impressive though they are, we'd argue that all these stats actually mean naff all, as far as you're concerned.







Of the 5.3 million readers who visited our Manchester sites in the past 12 months, not all of them are visiting every page or, more importantly, your featured listing. That's why we always tell restaurants to ignore salesmen's figures and put themselves in customer's shoes instead...

The Search Engines

Make a list of 10 or so search phrases you think one of your potential customers would type. Go on Google, Yahoo, Bing, Ask or whatever search engine you use and see which websites come top.

We'd argue that if the website which comes top of those search results answers your query, you're unlikely to visit any of the other sites on the page. Therefore, if you can afford it, you should advertise with the websites that fit this description, not the ones that boast the biggest readership or have the loudest salesman, or best PR.

To help, here's how we perform on some of the key search phrases (listed in order of how frequently people type them on Google)...

Search Phrase						
Manchester restaurants	1st	1st	1st	1st	1st	1st
Restaurants in Manchester	1st	1st	1st	1st	1st	1st
New restaurants Manchester	1st	1st	1st	1st	1st	1st
Italian restaurants in Manchester	1st	1st	3rd	1st	1st	1st
Manchester Chinese restaurants	1st	1st	5th	1st	1st	1st
Best restaurants Manchester	1st	1st	1st	1st	1st	1st
Restaurants near Opera House	1st	1st	1st	1st	1st	1st
Top restaurants Manchester	1st	1st	1st	1st	1st	1st
Best restaurant in Manchester	1st	2nd	1st	1st	2nd	1st
Restaurants near MEN Arena	1st	1st	1st	1st	1st	1st
Restaurants near Palace Theatre	1st	1st	1st	1st	1st	1st
Restaurants near Old Trafford	1st	1st	1st	1st	1st	1st
Restaurants near Manchester Apollo	1st	1st	1st	1st	1st	1st
Manchester restaurant offers	1st	1st	1st	1st	1st	1st
Try your own search phrases...						

So what do you get for a featured listing?

The answer is 'simply loads' ...

~ You get a featured page like...



www.ManchesterRestaurants.com/oriental/vermilion.htm



www.RestaurantsOfManchester.com/italian/dough.htm

~ A featured listing for your relevant cuisine, like ...



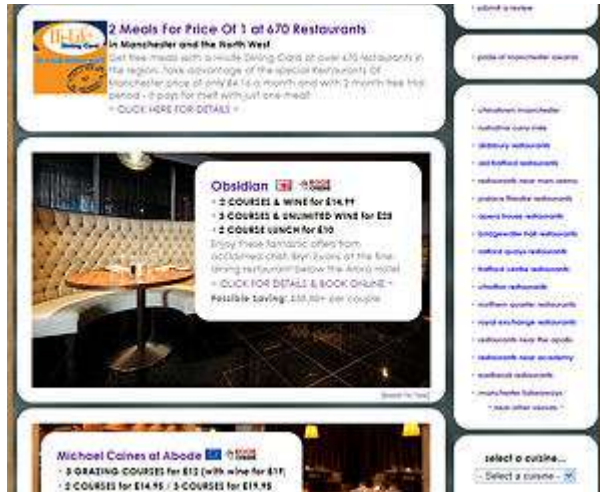
www.RestaurantsOfManchester.com/British.htm



www.RestaurantsOfManchester.com/indian.htm

(Cuisines include: African, American, British, Caribbean, Chinese, European/International, French, Greek, Halal, Indian, Italian, Japanese, Kosher, Oriental, Pizzerias, Seafood, South American, Spanish/Portuguese, Thai, Turkish/Middle Eastern, Vegetarian + Takeaways, Buffet restaurants + Family Friendly restaurants)

~ Your special offers included on the Offers Page and selected offers included in our weekly emails to our 83,000 members...



www.RestaurantsOfManchester.com/Offers.htm



www.RestaurantsOfManchester.com/signup.htm

~ An enhanced A-Z listing & possible inclusion in Top 10 Best Restaurants in Manchester (based on members' reviews)



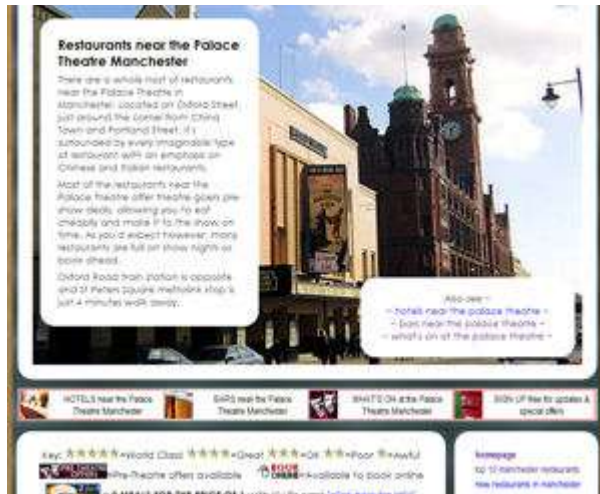
www.RestaurantsOfManchester.com/A-Z.htm



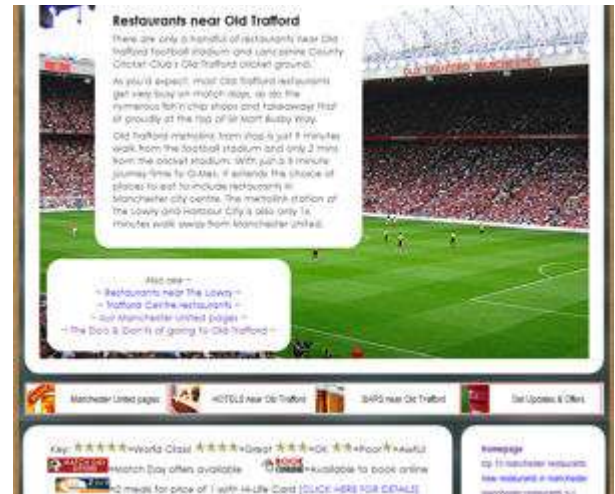
www.RestaurantsOfManchester.com/Top10.htm

And Platinum featured listings, also get...

~ A featured listing on relevant venue pages, like ...



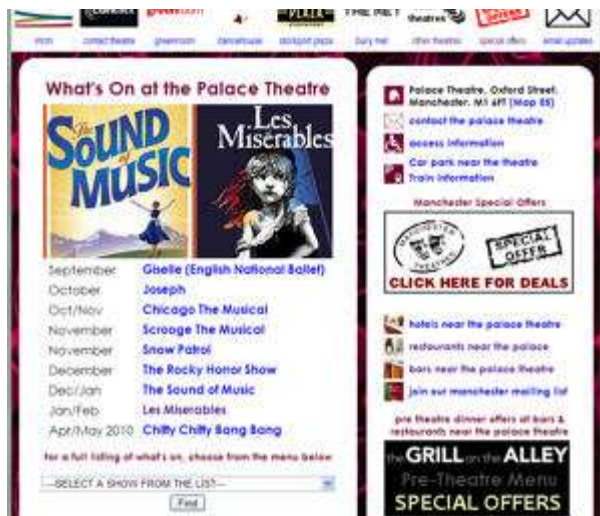
www.RestaurantsOfManchester.com/Location-PalaceTheatre.htm



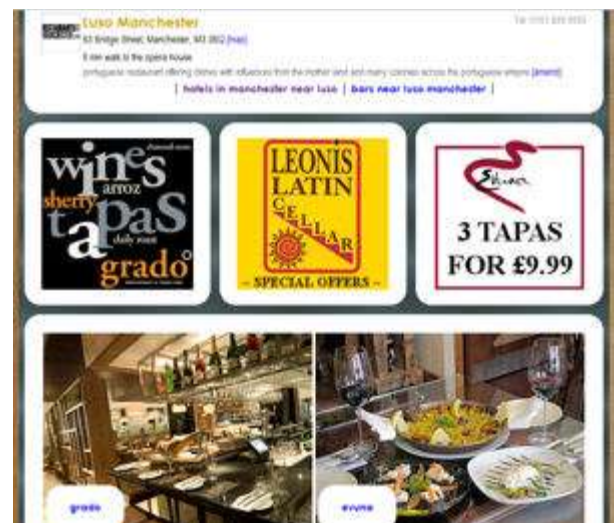
www.RestaurantsOfManchester.com/Location-OldTrafford.htm

(Venues include: Chinatown, Rusholme, Northern Quarter, Didsbury, Chorlton, Trafford Centre, Old Trafford, City of Manchester Stadium, MEN Arena, Manchester Apollo, Bridgewater Hall, The Lowry/Salford Quays, Manchester Academy, Palace Theatre, Opera House, Royal Exchange, near the shops)

~ Your advert on ManchesterTheatres.com & other non-featured restaurant pages, like ...



www.ManchesterTheatres.com/PalaceTheatre.htm



www.RestaurantsOfManchester.com/Spanish/Luso.htm

~ Your special events listed on the Food & Drink calendar & artwork included on your page, like...



www.RestaurantsOfManchester.com/Calendar.htm



www.RestaurantsOfManchester.com/Oriental/Walrus.htm

(These events are also sent to our members in our weekly email)

~ Your Valentines Day / Mother's Day/ Christmas and New Year menus listed on our special dedicated pages + artwork included on your page, like...



www.RestaurantsOfManchester.com/Christmas.htm



www.RestaurantsOfManchester.com/American/HardRockCafe.htm

(These special menus are also promoted to our members in our weekly email at the time and through the very popular "Click Here for Live Help" chat option on the website)

Sounds great, but how much does it cost?

We've got various payment options to suit your budget and requirements.

~ Cost for restaurants without Online booking facilities...

1 annual payment (Paid by Cheque, BACS or Direct Debit)	
Platinum featured listing	£600 + vat
Basic featured listing (without additional benefits)	£250 + vat

12 monthly payments (Paid by Direct Debit)	
Platinum featured listing	£58 + vat
Basic featured listing (without additional benefits)	£25 + vat

Special Offer for 2011

~ Restaurants with Online booking facilities* receive a further Quarter's listing free at the end of the contract...

(* = Livebookings, OpenTable or LiveRes. Please call us if you're with another booking agent)

OK, how do I get started?

Easy peasy, lemon squeezy! All you need to do is send us an email (info@RestaurantsOfManchester.com) with...

- ~ your logo
- ~ your opening hours
- ~ link to your menu or, if not on your website, a PDF or Word file
- ~ as many large photographs as you'd like to use (the more the better)
- ~ your description (as long or short as you like)
- ~ your current special offers
 - + special offer restrictions etc.
 - + whether our readers need to use vouchers to get the offers

If Platinum Package taken...

- ~ promotional artwork for your special offers (if you have any)
- ~ your upcoming events
 - + artwork promoting these event (if you have any)
- ~ artwork for Valentines/Christmas/Mothers Day menu
- ~ links to Valentines/Christmas/Mothers Day menus or PDF/Word File

We'll then put a page together for you to approve.

You can let us know if you would like the pay annually or monthly option and we'll send you an invoice.

On receipt of payment, bish, bash, bosh, the pages go live!

It's that easy. But if you still have any questions, give us a bell on 0161 870 6218 and we'll talk you through it.

If you would also like to be listed on ManchesterBars.com let us know.

Keep on keepin' on...

Restaurants Of Manchester / ManchesterRestaurants.com



Current Featured Listings...

