



**Get the most out
of your Yellow Pages
Online listing.**





Introduction.



If you want to get noticed online, taking advantage of all the features in your Yellow Pages Online listing is a great way to build your business' online presence and target new customers.

This eBook guides you through the different tiers of a Yellow Pages Online listing and what each tier offers in terms of additional content.

We show you how maximising your content within the features provided by your listing increases:



Ranking.

Your chances of ranking above your competitors on Yellow Pages Online.



Engagement.

The likelihood that customers will engage with your listing.



Leads.

The potential for leads to your business via phone call, email or quote requests.



Search.

Your chances of ranking higher on Google and other search engines.

Read on to find out how to get the most out of your Yellow Pages Online listing and the best possible value for your investment.



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Getting the basics right.



Although your listing will be tailored to your business type and objectives, these are the fundamentals you should tick off on your Yellow Pages Online listing and Business Profile Page.

Make sure you include the following details and that they are accurate and up to date:

- Main business address and any additional locations you have
- Opening hours (including holiday hours)
- Phone number
- Email address
- Website URL
- Reviews

Example Yellow Pages Online listing

ClearChoice Plumbing Group [Less info ^](#)

Plumbers & Gas Fitters, Greenvale, VIC 3059

5.0 ★★★★★ (2) **Open** 24 hours ▾

Legal ID: LIC # 123456

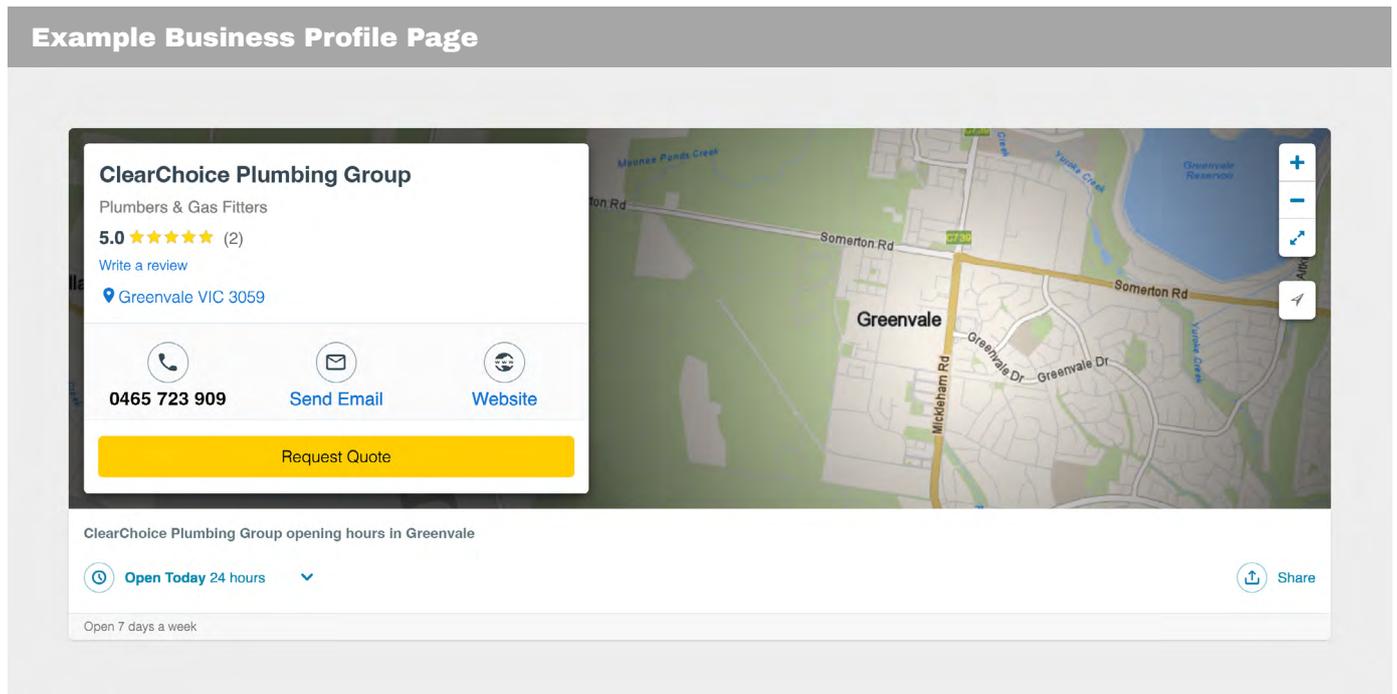
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[View Website](#)

[Get quote](#)



Getting the basics right.



Once you've verified all your basic details, cross-check them against any other sites where you have an online presence. This includes your website, social media, your [Google Business Profile](#) and any other online directories.

The goal here is to make sure all your essential information matches up wherever your business appears online. This makes it easy for potential customers to find out if you're a good fit for their needs and to get in touch with you.

It's also beneficial for your profile to include some reviews, as [nearly 70% of Australians](#) now rely on reviews when deciding about buying a product or using a service. Reviews also have a positive impact on your SEO.

Also, remember to check that the map and directions to your main business location are correct.



Getting the basics right.

Example Reviews Page

ClearChoice Plumbing Group Reviews

1-2 of 2 Reviews

Sort by:

Mary G.
Review 1
Votes 0

★★★★★ · 1 year ago
Very Professional Plumbers
Great service and highly competitive rates. We have no hesitation recommending ClearChoice plumbers, as they completed our bathroom renovation on time and with stunning results.

Originally posted on [ClearChoice Plumbing Group](#)

Helpful? Yes · 0 No · 0 Report

James M.
Reviews 3
Votes 0

★★★★★ · 2 years ago
Reliable and highly skilled plumbers
We had an emergency with a serious leak in our toilet that happened after hours. ClearChoice responded quickly and managed to fix it in record time, so the damage was minimal. Thank you!

Originally posted on [ClearChoice Plumbing Group](#)

Helpful? Yes · 0 No · 0 Report

Essentially, the more accurate and consistent content you provide on your Yellow Pages Online listing and Business Profile Page, the easier it is for customers – and Google – to find you.



Bronze (Foundation) listing.

A Bronze (Foundation) listing gives you the opportunity to provide more details about your business and improve your chances of appearing in searches, both within Yellow Pages Online and on search engines.

Additionally, all ads for competitors are removed and your ad may appear as a competitor on relevant Free listings.

The key to getting the most out of your **Foundation listing** is to fill all the content fields you have available to you and, as above, ensure the information is accurate and consistent with your brand's online presence.

A **Foundation listing** gives you all the features of a Free listing (above), plus:

- 1 Your business logo
- 2 A headline (outside and inside listing)
- 3 A mission statement (inside listing)
- 4 A one-paragraph 'About Us' business description (inside listing)*
- 5 A 'Products and Services' field

Bronze (Foundation) listing

ClearChoice Plumbing Group
Plumbers & Gas Fitters, Greenvale, VIC 3059

5.0 ★★★★★ (2) Open 24 hours ▼

Professional, reliable and friendly service, every time 2

✉

↑

Legal ID: LIC # 123456

1

Logo

0465 723 909

View Website

Get quote

*For tips on writing a strong business description to give that all-important first impression, see the last section of the eBook – **Tips and tools for creating standout content.**



Bronze (Foundation) listing.

Bronze (Foundation) Business Profile Page

ClearChoice Plumbing Group 1 Logo

Plumbers & Gas Fitters

2 Professional, reliable and friendly service, every time

5.0 ★★★★★ (2)

[Write a review](#)

Greenvale VIC 3059

0465 723 909

[Send Email](#)

[Website](#)

Request Quote

ClearChoice Plumbing Group opening hours in Greenvale

Open Today 24 hours Share

Open 7 days a week

[About Us](#) [Products and Services](#)

About ClearChoice Plumbing

3 At ClearChoice, we pride ourselves on our professional, reliable and friendly service, every time.

4 We cover all areas of plumbing and gas fitting, from a leaking tap to fitting out your new bathroom or kitchen.

Payment Methods

ABN 32 638 984 372

People Also Viewed

- [Plumbers & Gas Fitters](#)
- [Roof Restoration & Repairs](#)
- [Bathroom Renovations & Designs](#)
- [Pipe Cutting & Threading](#)
- [Plumbing Consultants](#)
- [Sewage & Waste Water Treatment](#)

5 [About Us](#) [Products and Services](#)

Hours of Operation
Open 24/7

Product
Backflow Prevention Devices

Services
Backflow Prevention, Gas, Maintenance, Servicing

Offering
Commercial, Industrial, Residential

Features
By Appointment, Guaranteed, Inspections, Licensed, Locally Operated, Locally Owned, Quotes, Registered



Silver (Advantage) listing.

A Silver (Advantage) Yellow Pages Online listing gives you all the above plus several additional content fields that allow you to showcase your business and improve your chances of ranking higher in searches.

To ensure you stand out from your competitors in the **Advantage** tier, utilise all the fields you have available to you, from an accreditation or award to three photos of your products or services, FAQs and more.

Here's what an **Advantage listing** gives you:

- 1 One accreditation or award
- 2 A multiple paragraph 'About Us' business description
- 3 A custom-made billboard (inside listing)
- 4 Three photos in your image gallery
- 5 Ten keywords under Products and Services
- 6 Three FAQs
- 7 Deep links to your website, product pages, social media and more
- 8 Optional call tracking*

Silver (Advantage) listing

ClearChoice Plumbing Group
Plumbers & Gas Fitters, Greenvale, VIC 3059

Logo

5.0 ★★★★★ (2) Open 24 hours ▼

Professional, reliable and friendly service, every time

Master Plumbers Association, Victoria 1

✉

↑

0465 723 909

View Website

Get quote

Legal ID: LIC # 123456

*Call tracking is available for **Advantage**, **Professional** and **Professional Plus listings**. We provide a dedicated mobile or landline number for your business that is the number that appears on your listing. Calls to this

number are instantly redirected to your business phone number and tracked, with the tracked calls reported to you monthly. This lets you know exactly how many calls you're receiving from your Yellow Pages Online listing.



Silver (Advantage) listing.

Silver (Advantage) Business Profile Page

ClearChoice Plumbing Group

Plumbers & Gas Fitters

Professional, reliable and friendly service, every time

5.0 ★★★★★ (2)

[Write a review](#)

📍 [Greenvale VIC 3059](#)

Logo

0465 723 909

Send Email

Website

Request Quote

ClearChoice Plumbing Group opening hours in Greenvale

🕒 **Open Today 24 hours** ▼ 📍 Share

Open 7 days a week

Accreditations

1 🏆 Master Plumbers Association, Victoria

4 🖼️ Image Image Image

2 📄 [About Us](#) [Products and Services](#) [FAQs](#)

About ClearChoice Plumbing

At ClearChoice, we pride ourselves on our professional, reliable and friendly service, every time.

We cover all areas of plumbing and gas fitting, from a leaking tap to fitting out your new bathroom or kitchen. We're also highly experienced in installing rainwater tanks and septic tanks, including maintenance and repair. Send us a quote request to learn about our competitive prices and prompt response times.

Our Services include New Homes, Kitchen & Bathroom Renovations, Maintenance, Blocked Drains, Hot Water Systems, Gas Installations, Water Softeners & Filters, Gutters and Down pipes, Rainwater tanks, Septic tanks.

Payment Methods

EFT

ABN	53 622 370 766
Staff	1-10
Established	2018
Legal ID	License Numbers: 123456

3 📢 Billboard

People Also Viewed

- [Plumbers & Gas Fitters](#)
- [Roof Restoration & Repairs](#)
- [Bathroom Renovations & Designs](#)
- [Pipe Cutting & Threading](#)
- [Plumbing Consultants](#)
- [Sewage & Waste Water Treatment](#)

Continued overleaf...



Silver (Advantage) listing.

Silver (Advantage) Business Profile Page

5 About Us Products and Services FAQs

Hours of Operation
Open 24/7

Product
Backflow Prevention Devices

Services
Backflow Prevention, Gas, Maintenance, Servicing

Offering
Commercial, Industrial, Residential

Features
By Appointment, Guaranteed, Inspections, Licensed, Locally Operated, Locally Owned, Quotes, Registered

Keywords
Industrial, Residential, Plumbers & Gasfitters, Burst Pipes, Maintenance, Plumbers, Servicing, Leaks

6 About Us Products and Services FAQs

Do you charge for quotes?
No, we offer a free, written quote for work prior to commencement.

How do you know that you have fixed our blocked drain?
We have state-of-the-art high pressure drain cleaners, drain cameras and locators which allow us to locate the blockage, clear it effectively and re-check it to ensure that the blockage is fully cleared.

How long does it take to plumb in a rainwater tank?
Depending on the weather conditions and location, it should only take 2 – 3 days to install and plum in a rainwater tank.

7 Facebook Page Our Services

Visit Our Website

When populating your **Advantage listing**, think about what your potential customers are looking for and what information is most useful to them. Avoid adding content for the sake of it; for example, photos should be good quality and relevant, highlighting your products or services in a meaningful way.

For more info on how to take great photos for your online listings, you can read our handy guide [here](#).



Gold (Professional) listing.

One of our most popular tiers, the Gold (Professional) listing gives you a comprehensive selection of fields and content types that – when maximised – help your business stand out from your competitors and improve your SEO and your chances of ranking higher on Google.

The **Professional** adds the following to your listing:

- 1 Five Unique Selling Points (USPs)
- 2 Three accreditations or awards
- 3 A large custom-made billboard (inside listing)
- 4 Ten photos and three videos in your image gallery
- 5 Ten PDFs, such as product brochures or specification documents
- 6 Fifty keywords in the Products and Services section
- 7 Ten FAQs

Gold (Professional) listing

ClearChoice Plumbing Group

Plumbers & Gas Fitters, Greenvale, VIC 3059

Logo

5.0 ★★★★★ (2) Open 24 hours ▼

Professional, reliable and friendly service, every time

- 1 ✓ 24/7 Emergency Services
- ✓ All work guaranteed
- ✓ Rainwater & septic tank specialists
- 2 🏆 Master Plumbers Association, Victoria
- 🏆 Master Builders Association, Victoria
- 🏆 Certified Rainwater & Septic Tank Specialists



Legal ID: LIC # 123456

0465 723 909

View Website

Get quote



Gold (Professional) listing.

Gold (Professional) Business Profile Page

ClearChoice Plumbing Group

Plumbers & Gas Fitters

Professional, reliable and friendly service, every time

5.0 ★★★★★ (2)

[Write a review](#)

Greenvale VIC 3059

0465 723 909 | [Send Email](#) | [Website](#)

[Request Quote](#)

ClearChoice Plumbing Group opening hours in Greenvale

[Open Today 24 hours](#) | [Share](#)

Open 7 days a week

Accreditations

- Master Plumbers Association, Victoria
- Master Builders Association, Victoria
- Certified Rainwater & Septic Tank Specialists

4 Video | Image | Image | Image | Image | Image | Image

[About Us](#) | [Products and Services](#) | [Additional Locations](#) | [FAQs](#)

About ClearChoice Plumbing

1 AT A GLANCE

- ✓ 24/7 Emergency Services
- ✓ All work guaranteed
- ✓ Rainwater & septic tank specialists
- ✓ Prompt service
- ✓ Competitive pricing

At ClearChoice, we pride ourselves on our professional, reliable and friendly service, every time.

We cover all areas of plumbing and gas fitting, from a leaking tap to fitting out your new bathroom or kitchen. We're also highly experienced in installing rainwater tanks and septic tanks, including maintenance and repair. Send us a quote request to learn about our competitive prices and prompt response times.

Our Services include New Homes, Kitchen & Bathroom Renovations, Maintenance, Blocked Drains, Hot Water Systems, Gas Installations, Water Softeners & Filters, Gutters and Down pipes, Rainwater tanks, Septic tanks.

Payment Methods

EFT

5 [Hot Water Safety](#)
Important safety for hot water
PDF - 0.5mb

[Avoid Blocked Drains](#)
How to avoid blocked drains
PDF - 0.6mb

[Show more documents](#)

3 Billboard

Continued overleaf...



Gold (Professional) listing.

Gold (Professional) Business Profile Page

6

About Us

Products and Services

Additional Locations

FAQs

Hours of Operation

Open 24/7

Association

Master Plumbers Association

Product

Backflow Prevention Devices

Services

Backflow Prevention, Gas, Maintenance, Servicing

Offering

Commercial, Industrial, Residential

Features

By Appointment, Guaranteed, Inspections, Licensed, Locally Operated, Locally Owned, Quotes, Registered

Keywords

Industrial, Residential, Plumbers & Gasfitters, Burst Pipes, Maintenance, Plumbers, Servicing, Leaks, Backflow Prevention, New Homes, Commercial, Frozen Pipes, Kitchens, Master Plumbers Association, Gas, Licensed, Bathrooms, Guaranteed, Registered, Gasfitters

7

About Us

Products and Services

Additional Locations

FAQs

Do you charge for quotes?

No, we offer a free, written quote for work prior to commencement.

How do you know that you have fixed our blocked drain?

We have state-of-the-art high pressure drain cleaners, drain cameras and locators which allow us to locate the blockage, clear it effectively and re-check it to ensure that the blockage is fully cleared.

How long does it take to plumb in a rainwater tank?

Depending on the weather conditions and location, it should only take 2 – 3 days to install and plum in a rainwater tank.

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To get the most out of your Yellow Pages Online **Professional listing**, take advantage of as many of the available content fields as possible.

If you haven't got videos on hand featuring your products or services, check out our tips on making [short-form video content for your online listings](#).



Platinum (Professional Plus) listing.

Our top tier, the Platinum (Professional Plus) listing, has the appearance of a website landing page, promoting your business and expertise in a concise, accessible and visually appealing manner.

Increased image and video capacity makes it easier for customers to learn about your products and services, and additional hyperlinks make it easier for them to get in touch with you – the all-important leads.

The **Professional Plus** adds the following content to your listing:

- 1 Five hero images in a video carousel (inside listing)
- 2 Three promotional hyperlink tiles (inside listing)
- 3 A large sized logo (inside and outside listing)

Platinum (Professional Plus) listing

ClearChoice Plumbing Group

Plumbers & Gas Fitters, Greenvale, VIC 3059

3

Business logo

5.0 ★★★★★ (2) Open 24 hours ▼

Professional, reliable and friendly service, every time

- ✓ 24/7 Emergency Services
- ✓ All work guaranteed
- ✓ Rainwater & septic tank specialists
- 🛡 Master Plumbers Association, Victoria
- 🛡 Master Builders Association, Victoria
- 🛡 Certified Rainwater & Septic Tank Specialists



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View Website

Get quote



Platinum (Professional Plus) listing.

Platinum (Professional Plus) Business Profile Page

Business logo 3

ClearChoice Plumbing Group
Plumbers & Gas Fitters
Professional, reliable and friendly service, every time
5.0 ★★★★★ (2)
[Write a review](#)
📍 Greenvale VIC 3059

0465 723 909 [Send Email](#) [Website](#)

[Request Quote](#)

Image carousel 1

Carousel slider

ClearChoice Plumbing Group opening hours in Greenvale

🕒 [Open Today 24 hours](#) ▾ [Share](#)

Open 7 days a week

Promotional tile 2 **Promotional tile** **Promotional tile**

Accreditations

- 🏆 Master Plumbers Association, Victoria
- 🏆 Master Builders Association, Victoria
- 🏆 Certified Rainwater & Septic Tank Specialists

A Yellow Pages Online **Professional Plus listing** gives you an enhanced capacity to highlight your business' USPs and back them up with video and photo content that gives your customers the confidence that you know what you're talking about.

Want to learn more about using content to highlight your USPs? Check out our free [eBook: How to create standout online content for your business](#) to improve the performance of your online listings, social media and more.



Tips and tools for creating standout content.

There are some simple steps you can take to ensure your Yellow Pages Online listing stands out from your competitors and to improve your chances of ranking higher in search engines.

Here, we provide some tips and tools for maximising the impact of your listing and reaching more customers.



1. Write a strong business description.

Most people will only look at your listing for a few seconds before making a decision, so it's crucial that your description makes a good first impression.

Browse through competitors' descriptions to see which ones work best. What details have they included that you might have forgotten? What USPs have they neglected to highlight that you could take advantage of? This isn't about copying competitors, but rather about taking inspiration from them to improve your own description.

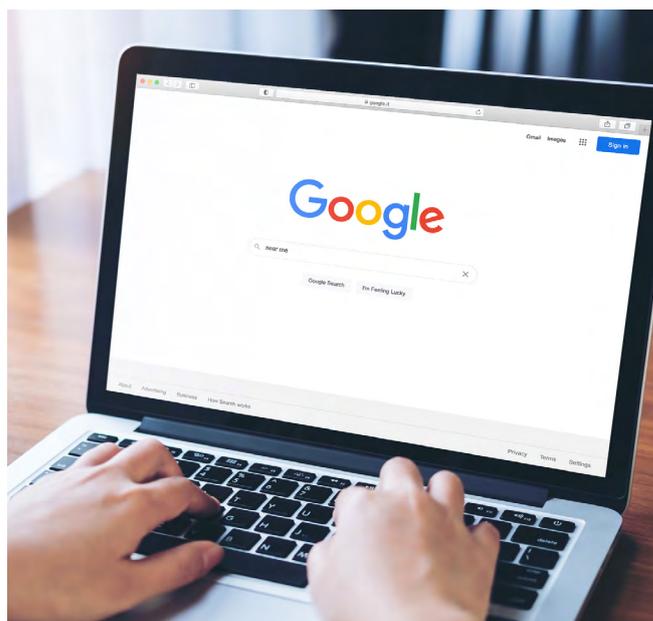
Top tips:

- Keep your description concise and easy to understand
- Avoid lengthy stories and flowery language
- Make sure your tone of voice matches your brand.



2. Optimise for search.

While Yellow Pages Online is already search engine optimised, (our huge range of listings and trusted reputation mean Google often scans our information to deliver results) using crucial keywords in your listing can also help you appear in search results.



Business description – Adding a few keywords to your business description is a good way to improve your SEO, however, avoid keyword stuffing or using keywords just for the sake of it. Our article on ['How to integrate keywords into your content'](#) has some great tips on the dos and don'ts of SEO.

Keywords – The keywords section in your listing is a great opportunity to add keywords in your industry that have a high search volume. But don't just use keywords that you think people might be searching; do some research into the [search intent of your potential customers](#) and optimise your keywords around what people are looking for.

Another way to work out what keywords to use is to look at your competitors' keywords. What search terms or phrases have they left out that you could capitalise on? What USPs can you highlight in your keywords? Filling in these gaps in your keywords section is a good way to improve your listing's visibility and to stand out from your competitors.



Tips and tools for creating standout content.



3. Add photos and videos.

These days, having quality photos and videos across your online platforms is a crucial part of any [small business marketing plan](#). The same goes for your Yellow Pages Online listing, as photos and/or videos of your products or services are a great way to capture attention, highlight your USPs and improve your rank in search.

The key to ranking higher when customers search on Yellow Pages Online is to maximise the photo/video features that are available at your tier: i.e., if you have the capacity to upload 10 photos and three videos, you should endeavour to take advantage of the full amount.

Top tips for photos:

- Ensure they are sharp, in-focus and taken in good lighting
- Take photos at medium resolution
- Use original photos, not stock images
- Take interesting photos that provide value and add to your USPs.

Top tips for videos:

- Keep them short (around 60 seconds is optimal)
- Film in a well-lit, quiet area with minimal background noise
- Make sure they provide real value, e.g., a how-to tutorial, a run-through of your competitive advantage or a video catalogue of your workmanship.

Check out our articles '[Your guide to taking photos for your online listings](#)' and '[5 simple tips for creating short-form video content](#)' to learn more about producing quality photos or videos for your business listing.



4. Sell your products or services.

While you might already know you're the best in the business, it's all about convincing potential customers to choose you over your competitors.

There are probably many other businesses who provide similar services to you, so you'll need to establish a point of difference to make your listing stand out.

For Foundation listings, this involves crafting a concise and punchy business description that helps your business stand out from other Foundation listings.

For Advantage listings, the same applies but you also have the opportunity to add an accreditation or award to your listing. Again, ensure it is something that distinguishes your business from your competitors.

For Professional and Professional Plus listings, you can add multiple accreditations and awards as well as Unique Selling Points (USPs) that both highlight your knowledge of your industry and respond to key search terms and phrases.



Tips and tools for creating standout content.

Tips on awards and accreditations:

- Include awards or accreditations that are meaningful to customers, e.g., memberships of associations, licenses, specialist qualifications, etc.
- List awards or accreditations that distinguish you from competitors, e.g., Qualified Enviro-Safe waste disposal
- Utilise the full number of awards and accreditations available to your Yellow Pages Online tier.

Tips on USPs:

- Make sure they address a specific need or solve a problem for your target market
- Ensure they respond to key search terms and phrases within your industry
- Make an offer or deal that distinguishes you from competitors, e.g., '10% off your first service if you mention this ad'
- Utilise the full number of USPs available to your Yellow Pages Online tier.



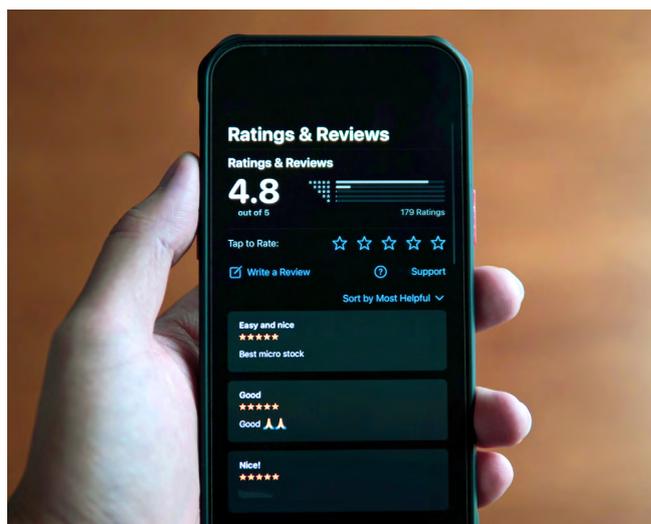
5. Get more reviews.

Including reviews in your Yellow Pages Online listing can have a significant positive impact on your credibility and give potential customers the assurance that choosing your business is a good decision.

Additionally, reviews appear both on the outside listing and on your Business Profile Page, so they contribute to that crucial first impression of your business. Clearly, in this case, the more reviews, the merrier, so how do you go about getting customers to review your business?

Tips on getting reviews:

- Once you've finished a transaction with a customer, ask them to review you on Yellow Pages Online
- Include a link to your listing with a call to action for reviews in customer emails



- Link to your Yellow Pages Online listing on your website and social media platforms
- Ask for reviews face-to-face, whether you've just attended on-site to fix a leaking toilet or sold a water filter over the counter.

Check out our article ['How to get more online reviews for your business'](#) for more handy tips on boosting your tally, improving your SEO and helping you to rank higher in search.



6. Add your social media.

From an Advantage listing up, there is the capacity to add deep links at the bottom of your Business Profile Page. This is a good opportunity to link your social media pages, as it not only contributes to building brand awareness, but it also helps with your SEO and Yellow Pages Online ranking.

Not sure what social platforms work best for your industry? Our free [eBook – How to choose the right social media platform for your business](#) – guides you through the pros and cons of the different platforms and which ones work for businesses like yours.



Tips and tools for creating standout content.



Your Yellow Pages Online listing checklist.

When setting up or updating your listing, be sure to tick off these points:

- Make sure your essential **details are accurate and up to date** – including your contact information, opening hours, address, and service areas.
- Ensure all your basic **information matches up** on your listing, website and social media pages.
- Write a short, **compelling business description** that showcases what you do and why you're the best in the business.
- Include **high-quality imagery** of your products, staff, customers and/or workmanship.
- Consider **hiring a videographer** to capture a professional intro video you can use on your listing and other platforms.
- Utilise **videos that are relevant** to your business, such as how-to guides and tutorials.
- Identify and highlight your **Unique Selling Propositions (USPs)** to establish your point of difference in the market.
- Link to your **social media pages** from your listing.
- Encourage **customer reviews** and respond to reviews – both good and bad.



Yellow Pages Online add-ons.

There are several add-ons you can purchase for your Yellow Pages Online listing that improve your chances of being found in search, put your ad at the top of search results or extend the locations your listing appears in, increasing the likelihood that your listing will generate leads.



Advertising Areas (by postcode).

Adding Advertising Areas to your listing allows your business to appear in Yellow Pages Online searches at any physical location or in any suburb, extending the reach of your ad to more customers.

When a customer searches the postcode you have added to your listing, your business will appear in the 'in-area' results on the lefthand side of the results page, alongside other local advertisers in your industry.



Top of List.

Top of List is a premium product available to the **Professional** and **Professional Plus** tiers that helps your business appear at the top of desktop and mobile search results on Yellow Pages Online. A Top of List ad gives your business listing one of seven rotations at each of your selected postcodes, ranking above all other listings in your area and industry.

Example Top of List

The screenshot shows a search for 'Plumbers' in 'MELBOURNE - NORTHERN...'. The results page is titled 'Local Plumbers in Melbourne - Northern Suburbs VIC' and shows 484 results. The top listing, 'ClearChoice Plumbing Group', is highlighted with a red box. It features a 5.0 star rating, 'Open 24 hours' status, and a 'Get quote' button. Other listings include 'Royal Flow Plumbing Pty Ltd' and 'A Class Plumbing'.



Yellow Pages Online add-ons.



Network Targeting.

Network Targeting is an add-on product available to businesses with **Professional** or **Professional Plus listing**. It allows your business to extend the reach of your advertising and be found in areas regardless of where you are physically located.

Network Targeting can be purchased at national, state or postcode level. When a customer performs a search in the Network Targeting area you've purchased, your listing will appear on the on the righthand side of

the search results page. **Note:** Network Targeting will only appear on Desktop and Tablet searches on Yellow Pages Online.

Want to add value to your Yellow Pages Online listing and reach more customers? Talk to our team about how our add-ons can boost your business' visibility and increase your chances of generating leads. Call [1800 670 722](tel:1800670722) today.

Example Network Targeting

The screenshot shows the Yellow Pages website interface. At the top, there's a search bar with 'Plumbers' entered and a location filter set to 'GREATER MELBOURNE, VIC'. Below the search bar, there are navigation links for 'Articles', 'Write a Review', 'List business', and 'Advertiser Login'. The main content area displays search results for 'Local Plumbers in Greater Melbourne VIC', showing 1821 results. A 'Sponsored Businesses' section is highlighted with a red box, featuring a 'Business logo' and a listing for 'ClearChoice Plumbing Group' with a 5.0 rating and contact details.