

How to Optimise Your Listing in the Make it British Directories

Your Directory Listing

Showcase your UK-made business

By completing as much of your listing as possible, you maximise your SEO in order to ensure visitors who are looking to buy or make UK-made products find your business.

When a potential customer is looking at your profile, you want to make sure that they are enticed to find out more about your company and click-through to your website to purchase from you.



The Monkey Puzzle Tree



Home & Garden

Multi award winning artist designed interiors with a twist and a conscience. From real cork wallpaper to secretly naughty locs, we collaborate with artists to create locally made wallpapers, fabrics, cushions and lampshades with a difference. We work to support local communities and minimise the environmental impact of our products, pay our artists generous royalties to help them continue with their creative work and manufacture our luxury designs within 100 miles of our Leeds studio.

COMPANY NAME

The Monkey Puzzle Tree

WEBSITE

<https://themonkeypuzzletree.com>

ABOUT

Established in 2017, The Monkey Puzzle Tree has carved out a new way to harness creative ideas to produce one-of-a-kind designs.

Our carefully selected Yorkshire artists celebrate the best of the North of England's creativity, eccentricity and innovation.

Our unique luxurious cushions and lampshades make the perfect special gift for weddings, new home, Christmas and birthdays and we also offer a range of gift cards to allow the recipient to chose their own present.

Our Story

The idea for The Monkey Puzzle Tree came about when our founder, Charlotte Raffo, was chatting to an artist friend about how to put her designs onto fabrics.

With a background in textile design, Charlotte realised in that moment that she could establish a new way of creating textiles and wallcoverings - one that put the artist at the heart of the process. And so the concept of The Monkey Puzzle Tree was born.

Awarded a Design Guild Mark for excellence and innovation in the British Furnishing Industry in 2021.

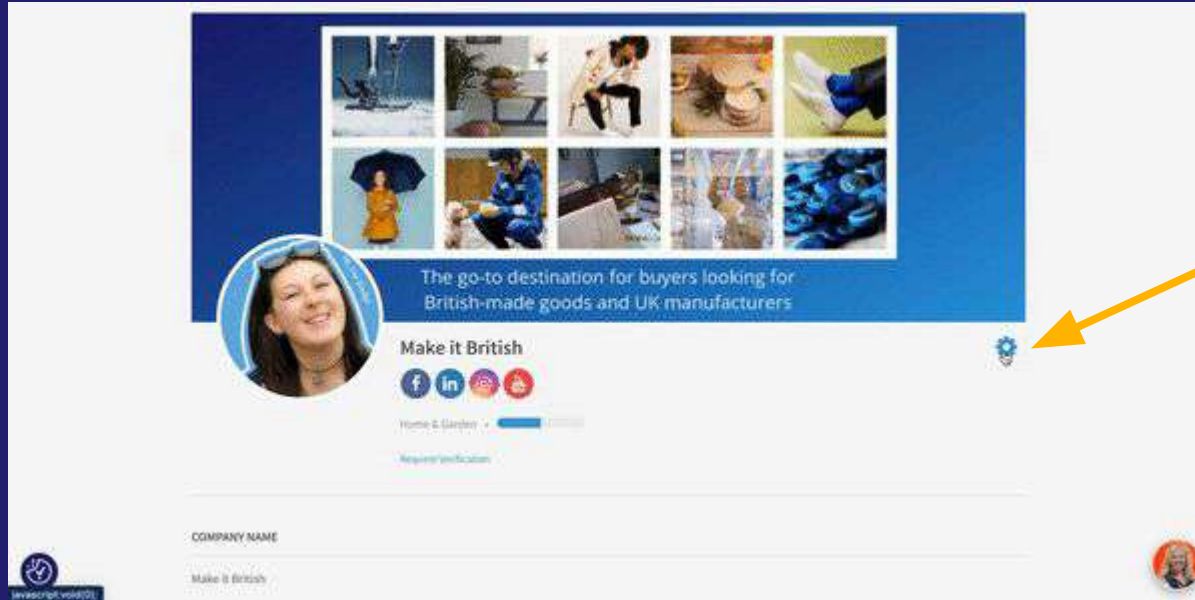
Before You Begin

Updating Your Listing

It is always a good idea to make a copy before you paste it into your profile.

This is in case there are any connectivity issues when updating your online profile.

How to Update Your Listing



When on your profile,
click on the 'cog' icon,

Your Cover Photo

Dimensions - 1400px x 520px, 72dpi.

Max file size 976kb

Should be attention-grabbing and promotes what you do,
make and/or sell.

Make it British



The Woodee



Tracy Adams Ltd



Your Profile Photo

Dimensions - 190px square, 72dpi. Max file size 488kb

We recommend you use your logo so your profile is branded.

Make it British



Plus Samples Ltd ✓



Alder Style



ROVE Knitwear

If you've got text in your logo, make sure it's centered and legible.

You 'Bio'

This is Your Elevator Pitch

Sum up clearly and concisely what you do and who you do it for. Encourage viewers to read the rest of your profile.

From real cork wallpaper to secretly naughty lace, we collaborate with artists to create wallpapers and fabrics for interiors like you've never seen before. Our strong social conscience means that we work to support local communities and minimise the environmental impact of our products. We pay our artists generous royalties to help them continue with their creative work and make all of our designs to the highest standards using English manufacturers within 100 miles of our Leeds studio.

Your 'About Section'

The Most Important Section

This is your opportunity to explain exactly what you have to offer, and what makes your brand unique.

Keywords are really important in this section. Be in the shoes of a customer, what would they search for to find your products and services?

For example, if you offer dresses, use keywords which describe the materials you make them from e.g. denim dresses

ABOUT

BACKGROUND

Pajotten is a contemporary new sustainable British clothing brand for men and women, Pajotten is about simple, quiet wearable clothes with a contemporary feel to them. Detailing is considered and kept to a utilitarian minimum.

Importantly the garments are a reflection of what we enjoy wearing, and feel confident in. While the detailing is pared down our sizing is generous, we want people to feel comfortable in the clothes, pockets are deep and sleeves and hems are wide.

FIRST COLLECTION

The first collection is made up of eight coordinating menswear pieces, Denim, cotton and linen utilised in neutral shades. reference points are vintage chorewear from a range of countries. Womenswear is currently under construction and will be very similar to the mens in feel - its is about wearability, clothes that make you feel good and allow you to go about your day.

LEVEL OF SUSTAINABILITY/BREXIT

Always averse to the waste and environmental impact of the fashion industry we aim to do things differently through Pajotten, firstly all of our pieces are made to order for each customer within our rural Kent studio, and finished by hand, this means there aren't lots of unsold garments thrown into landfill, everything is dispatched within 1-2 weeks.

We are very keen to support British manufacture so everything we use including fabrics, trimmings and buttons are either sourced from UK mills and companies, or bought as 'deadbol' from designer level UK Studios. We don't currently use organic fabrics but everything is in natural fibres.

Subheadings to break up large pieces of text

Includes a lot of keywords to increase chance of being in the search

Provenance

Manufacturing & Components

In these two sections you can give details about exactly where you make your product and where your raw materials come from.

Our visitors love to know your products are made locally and have a story.

♥ PROVENANCE

MANUFACTURED

Our garments are made in Sheffield by the talented team at Hall UK Manufacturing; made with proper manufacturing techniques by local ladies and gentlemen. We are proud to be able to trace our steps to production and share this journey with you.

You will help bring back British manufacturing to the forefront of the World map and give us a fighting chance to get our foot in the vast fashion industry door, leading the way for small brands rather than High Street big boys!

COMPONENTS

Our Tweed is British Tweed made in Yorkshire and has been ever since 1837, where bales of raw wool arrived at the mill's doorstep to begin the process of creating beautiful fabrics. The mill; Moons, has been passed on from generation to generation, and has won awards for it's contribution to the British export economy.

Moons are one of the last few remaining vertical mills in Britain, and take care to ensure that quality is measured at every stage of the production process. They are members of the British National Committee of the International Wool Textile Organisation for Animal Health, and adhere to REACH standards (EU regulations that protect human health and the environment from chemical risks).

Moons also take environmental sustainability seriously, and are continuously investing in new machinery that is water efficient and new ways to reduce their carbon footprint.

We use 100% organic cotton from Global Organic Textile Standard (GOTS) certified mills. This is the world's leading textile processing standard for organic fibres, including ecological and social criteria, backed by independent certification of the entire textile supply chain through environmental and social responsibility.

Our cotton is sourced from a small family-ran business in Wales, and was founded by a couple called Phil and Ann who, after selling fabric for over 30 years, decided to launch The Organic Textile Company in 2005. Their daughter, Nancy, now runs all the operations, and manages the fabric production which comes from certified mills in India and Turkey.

Transparent about
manufacturers

Includes reference to
certifications/awards

Made in UK & Sustainability*

Make sure you check if all of your products and raw materials are made in the UK. If you have any sustainability credentials - make sure to back these up in your About section!

You can choose as many as applicable.

MADE IN THE UK

All products Made in the UK

All raw materials Made in the UK

SUSTAINABILITY

Vegan

Cruelty Free

Organic

Recycled

Carbon Neutral

Shop*

Add a deep link directory to your shop page (this will supercharge your SEO)



<https://hebtro.co/shop>

*Premium Brand Members Only

Discount & Coupon Codes*

This is a great way to encourage viewers to visit your website. Be descriptive and add a call to action to get them clicking through to your site.

Add exclusive offers or discounts for Make it British visitors



OFFERS

DISCOUNTS AND COUPON CODES

Enjoy 10% off all items using discount code: MAKEITBRITISH on basket page.

Enjoy a free pair of our luxury boxer shorts for orders over £75.

*Brands Only

Categories, Subcategories and Products*

(Unlimited categories & subcategories for premium members
2 categories & 4 subcategories for standard members)

How to Add Categories



**Click on the grey bar to
access the drop-down
menu**

**This bar will become
available when you
choose your category**

Business Services,* Awards & Accreditations* Machinery*

Business Services - Add detail about your business here including MOQ and lead times

Awards & Accreditations - Make sure to check if you have any of the listed awards & accreditations as well as whether all of your production is done in the UK.

Machinery - List out your available machinery here.

Your Gallery **(12 for Premium, 6 for Standard)**

Dimensions - 600px square, 72 dpi.

Max file size 488kb

Add product/lifestyle or production images that showcase your business and the services you offer.

Make it British

GALLERY



GALLERY



Washing



Bleaching



Ironing



Drying

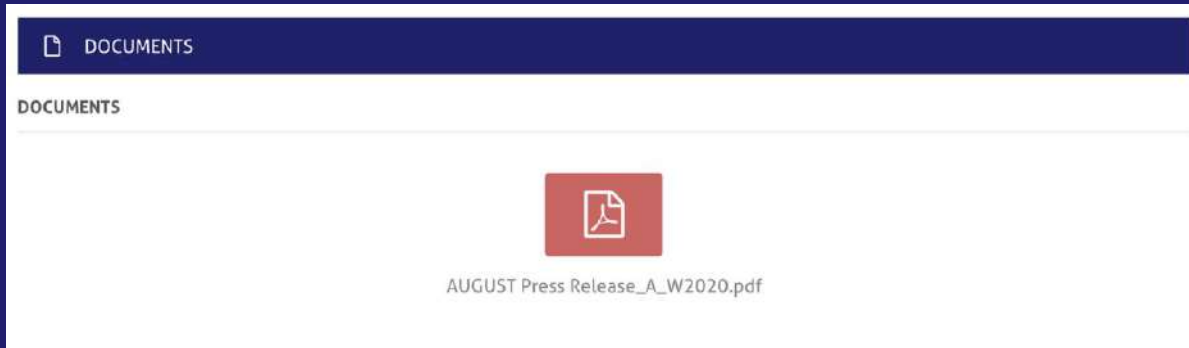


Your Documents

Provide a PDF for viewers to download

This is a great way of providing extra information.

It could be a brochure, lookbook, care guide, press release etc.



Business Info*

Make use of these check boxes if you offer business to business (b2b) services as well as business to customers (b2c)

BUSINESS INFO

TYPE OF BUSINESS ?

Business to Consumer (B2C) Business to Business (B2B)

SERVICES

Bespoke Export


White Label Wholesale


*Brands Only

Your Social Links


Add links directly to your social media account to encourage visitors to follow you on the platforms they use.

Make sure you add the URL not just the handle
e.g. <https://www.XXX.com/XXX>


 SOCIAL

 INSTAGRAM


<https://www.instagram.com/makeitbritish/>

 TWITTER


<https://twitter.com/MakeItBritish>

 LINKEDIN

<https://www.linkedin.com/company/make-it-british>

 FACEBOOK


<https://www.facebook.com/makeitbritish>



 YOUTUBE

<https://www.youtube.com/c/MakeitBritishLtd>

Your Contact Info

Add your name, phone number and address so visitors are able to make enquiries and find out where you are based.

 CONTACT

NAME	ADDRESS
<input type="text" value="Emily Harlow"/>	<input type="text" value="Address"/>
 TELEPHONE	<input type="text" value="Address line 2"/>
<input type="text"/>	<input type="text" value="Town / City"/>
	<input type="text" value="County"/>
	<input style="text-align: right; border-bottom: none; border-top: none; border-left: none; border-right: none; padding-right: 5px;" type="text" value="Country"/> 
	<input type="text" value="Postcode"/>

Your Video

You can add a video to the bottom of your profile to give visitors an insight into your business.

The video needs to be uploaded to either Youtube or Vimeo and then you can paste the URL into the correct box.



Key Takeaways From This Workshop

- **Make sure to use keywords that your customers will use to search for your business**
- **Highlight what makes your business unique**
- **Use imagery to make your products/services stand out**
- **Make sure to update your profile once a month to ensure your profile stays optimised**