J-GoodTech
ジェグテック

Corporate Profile Registration Guide

Ver.1.1

Contents of the Guide

Before Input to the Corporate Profile Page, Organize Information First

When a corporate profile is searched at J-GoodTech, the lead sentences of companies attract attention first. At actual input, however, you do not need to start from the lead sentence. Since the number of characters for the lead sentence is limited, it is difficult to suddenly start input without sufficient sales promotion tools, such as a pamphlet.

We recommended organizing selling points first before considering the contents of the lead sentence. Review what you have input to make the Corporate Profile page easier to read.

How To Edit the Corporate Profile Page

1 Edit corporate profile → **2** Promo Info → **3** Edit → **4** Draft or Save

2

Items to Register on the Corporate Profile Page

Registration points are explained next, item by item.

Corporate Profile Page

Items

Company name

Catch statement

1 | Lead sentence |

Tab

2 | Main image |

3 | Sales pitch |
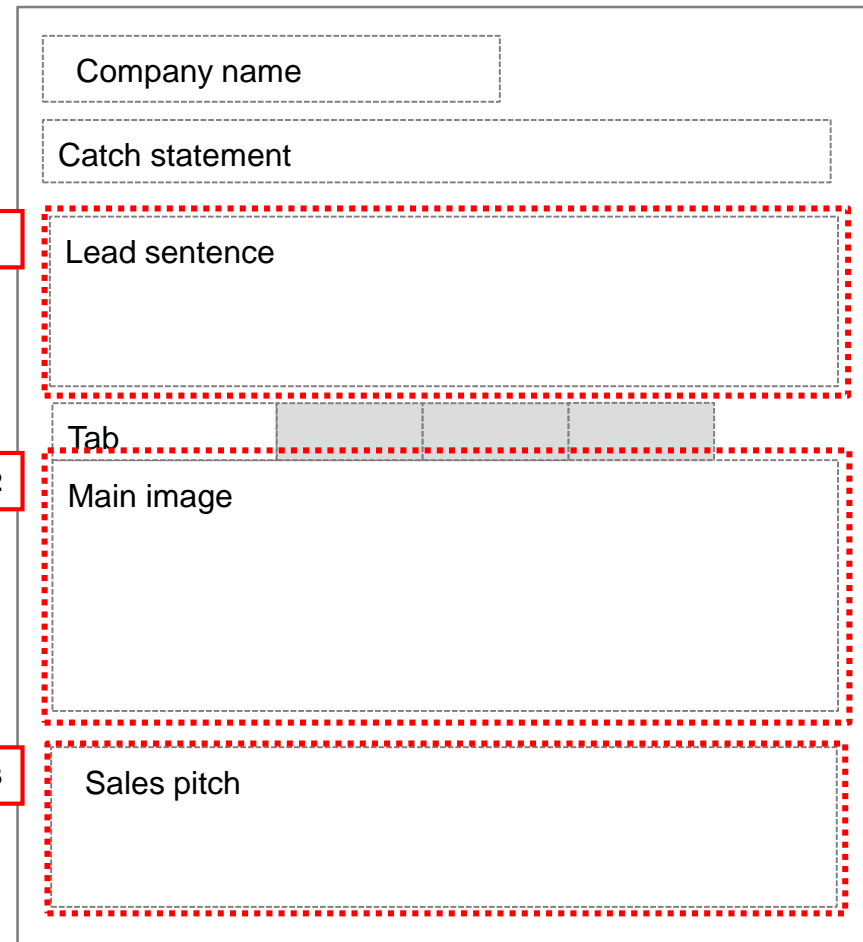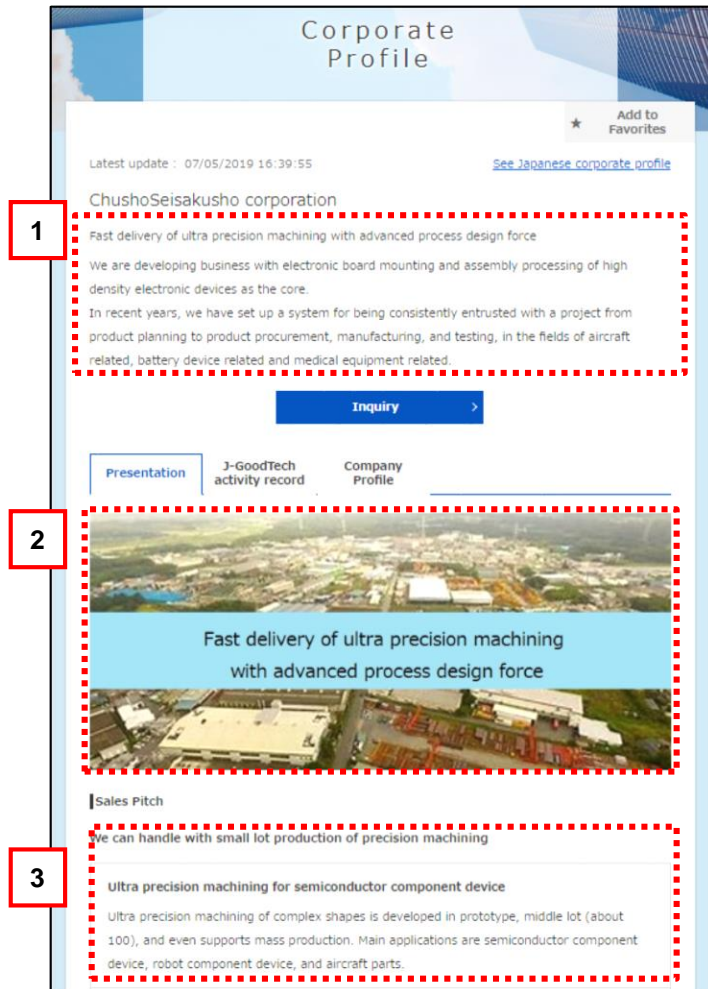
Items to Register on the Corporate Profile Page

Corporate Profile Page

Items

Company name

Catch statement

Lead sentence

Tab

Main image

4 Strong point
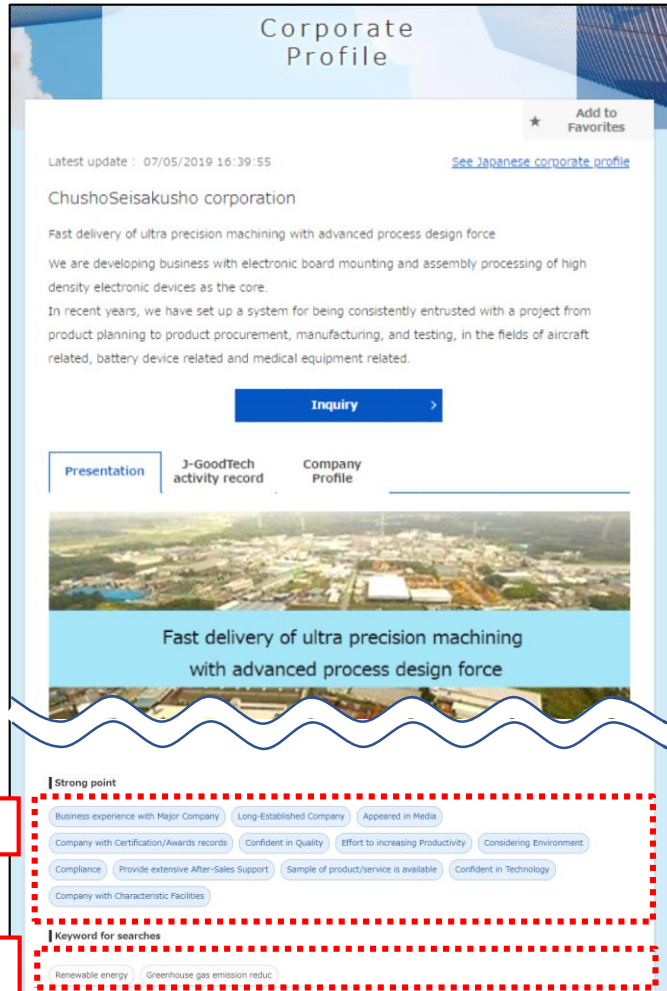
5 Keyword for searches
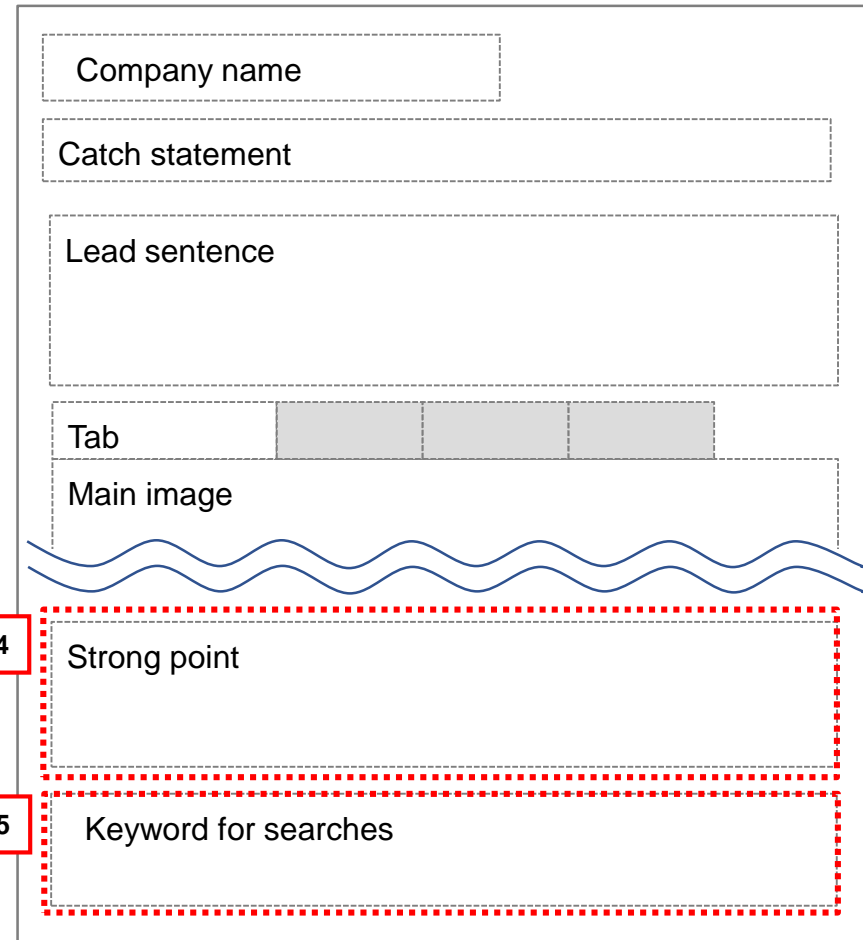
Create a Corporate PR Statement as an Important Message to Readers

J-GoodTech users **see the "lead sentence" first after** a **company search.** They determine whether to read a page in detail after reading lead sentences and viewing main images on the Corporate Profile List Page. Therefore, they will not be interested if the contents are poor. To have your page read, **it is important to enrich the "lead sentence" and "main image."**

1 Lead sentence: <u>Item giving a summary</u> of businesses and products.

2 Main image: <u>Image showing features</u> of the company itself or its businesses and products.

Company Search List Page

1 hushoSeisakusho corporation

2

★ Add to Favorites

We are developing business with electronic b
oard mounting and assembly processing of h
igh density electronic devices as the core. In ...

Fast delivery of ultra precision machining
with advanced process design force

0000000000000 **ChushoSeisakusho corpor
ation** Renewable energy,Greenhouse

This company is recommended by a support organization.

Item Names

Prefecture

1 Company name

Lead sentence (about 65 characters)
(About 300 characters when the cursor is
placed here)

Corporate profile or free text containing tags

2

Main image

Points for Creating an Effective Lead Sentence

Consider the following three points when creating a lead sentence.

1. Clarification of fields and uses
Clarify the fields and uses of your technologies, products, and services.

2. Clarification of advantages and specialties for differentiation
If you have many competitors, describe your individuality and **points of differentiation from other companies** to clarify **advantages** over competitors **and reasons why your company is selected by customers**.

3. Customer advantages
For many users, the purpose of a company search is to **solve their issues or promote their businesses**. Therefore**, describe specific advantages available from your company**.

> **Point**
>
> Since the company list after a search displays only about the **first 65 characters** (or about 130 characters in English) of each lead sentence, enter particularly **important contents into the first half of your lead sentence**. It is important to have your company found by many users.

How to Organize Information When Creating a Lead Sentence

Your company may feature precision sheet metal working technology. If "precision sheet metal working" is used as a key phrase for a company search, more than 200 companies will be hit. Your company needs to be selected from among these 200 companies.
Create a lead sentence describing performance and advantages for differentiation from other companies.

Specific examples

Product uses → Our company has experience with products for medical and food uses.
Special functions → We have technology for manufacturing burr-free products for medical and food uses.
Materials → We excel at machining stainless steel with excellent corrosion resistance.

> **Point**
>
> A mere list of words and terms will give no message to users and will not interest them.
> Create **easy-to-read, concise sentences** by combining words and terms.

Register an Image That Tells Everything about Your Products and Services

The "main image" is **displayed at three points**: at the beginning of the company page, in search lists, and for similar companies.
Without a photo, a company may **lose opportunities** because **readers are not intuitively interested**.
Be sure to register a "main image."

Recommended size of main image

・Image size: 1000 pixels wide × 500 pixels high (landscape image)
・Data size: Not over 500 kilobytes
*Apparent size and data size (volume) are not proportional to each other.
*Images will be blurred if they are too small.

Photos unsuitable as a main image

・Since thumbnails (small photos) are displayed in search lists and for similar companies, text and other detailed information will make a messy impression.
・A photo of only your company building will not promote your products or services even when displayed on a search screen.
・It will take time to display a large-volume photo.
*When using a photo taken with a digital camera or smartphone, adjust it to the recommended size.

Description Containing Specific Features, Advantages, and Performance Not Covered by the Lead Sentence

Selling points tend to be expressed directly, such as "We have machines like this," or "We manufacture products like that."
J-GoodTech users are unlikely to suddenly search for machines or products, and often search for solutions to their own issues. Therefore, describe selling points in a way that will be easy for readers to understand.

Contents of Selling Points

A user having an issue of water leakage from a welded point on an ultrasonic cleaning bath made of stainless steel may specify "welding" or "stainless steel" for a company search.
If your lead sentence prepared on the previous page comes up in the search, your page is displayed as a hit. Next, the user may want to know whether your company has excellent welding technology, and if you are experienced in stainless steel welding. Try to include such information in your selling points.

It is effective to deepen the contents by the same method as organizing information for the "lead sentence."

Uses → Our company has experience with products for medical and food uses.
Special functions → We have technology for manufacturing burr-free products for medical and food uses.
Materials → We excel at machining stainless steel with excellent corrosion resistance.

> **Point**
>
> Unlike the lead sentence, the number of characters is not limited. Therefore, you do not need to make the description short. Try to make the description easy for readers to understand.

Description That Makes Readers Feel Trust and Security

Your have described your strengths as "selling points." You can make users feel trust and security by organizing the information as follows.

1. Subtitle: Register a subtitle that makes readers motivated.
Concisely register what you want to say in "Subtitle" among "Selling points."

2. Business features: <u>What do you provide, in which fields?</u>
What are your current customers satisfied with about your company?
Why do customers select your company from among many others?

3. Advantage: More specifically, what is excellent?
What are your advantages compared with competitors and companies in the same line?
What is your superiority to competing companies you are aware of in the same business or area?

4. Performance: Describe specific awards, appearances in the media, certificates, and licenses.
Have you ever received an award, such as a commendation as a company?

Point

It is important to consider a description that imparts a feeling of trust and security, not only from your perspective, but also **from the customer's point of view**.
Sometimes, asking your customers may be more effective than considering this yourself.

How to Use "Tags"

Register words and terms that seem to be used for company searches on J-GoodTech.

Tags recommended for registration … Part 1
Information registered with J-GoodTech as separate words, but that might be searched as terms.

Ex. 1
If "we can manufacture special pumps with excellent corrosion resistance" is used in a registered statement
If "**corrosion resistance**" and "**pumps**" are registered by separating the words with spaces, they will appear in a search for these terms without registering a search keyword. However, if "**corrosion-resistant pump**" is searched as a single term, they will not be shown.

→Register "**corrosion-resistant pump**" as a tag.

Ex. 2
If "we export and import optical equipment" is used in a registered statement
There may be more users specifying either imports or exports than those specifying both.

→Register "**optical equipment import**" and "**optical equipment export**" as separate tags.

How to Use "Tags"

Tags recommended for registration … Part 2

Users do not necessarily use the words or terms that you use in your company.
Register similar or relevant terms that users seem to specify for searches as tags.

Ex. 1
If "precision forging" is used in a registered statement
Users looking for companies having precision forging technology may use relevant search terms
such as "**net shape**," "**near net shape**," and "**ironing**" for a search.

→Register relevant terms by considering that users may not know your terms.

Ex. 2
If "biomass" is used in a registered statement
Users interested in biomass may use environment-related terms for a search, such as
 "**renewable energy,**" "**biogenic**," "**greenhouse gas reduction,**" and "**carbon neutral**."

→Register relevant terms by considering that users use terms according to needs in society.

Point

When **logged in to** J-GoodTech, a company search or product information search **applies to all words and terms** registered, including those in selling point information. You do not need to register words and terms that are already used in the corporate profile or product information.

How to Use "Features and Performance"

For company searches on J-GoodTech, you can register "**Features and Performance**" that may interest users. You can select items suitable for your company from the following.

Field	Item
Credibility	Business experience with Major Company
	Long-Established Company
	Company with Business Continuity Plan (BCP)
	Experience of Industry-Academia-Government collaboration
Certification/Awards	Appeared in Media
	Company with Certification/Awards records
Quality/Cost/Delivery	Confident in Quality
	Effort to providing Added Value
	Company with a lot of Partners
	Effort to increasing Productivity
Corporate Responsibility	Considering Environment
	Social Contribution
	Compliance
Flexibility	Provide extensive After-Sales Support
	Sample of product/service is available
	Multi-Type Small Lot production is available
	Factory/Office tour is available
Technical Capability	Confident in Technology
	Company with Characteristic Facilities