



Soooo Much More Than Just
A Business Directory

Barbara Gordon
Managing Director
WhatsWhat.ie



Barbara Gordon



whatswhat.ie



whatswhatie

About Barbara

Barbara Gordon is the CEO and founder of WhatsWhat.ie. Barbara saw an opportunity when many leaflets were coming through her door. She believed that if they were all on one big leaflet, she could set up a business, make money and businesses would save money.

Barbara then developed her approach which involved nine businesses advertised on each side of an A3 sheet and sold all eighteen spaces. This was then delivered to 25,000 homes in her area. This was then developed in to sixteen pages and now consisted of full colour and high gloss in a magazine format. Barbara's next vision was to progress to the internet which was only beginning to unfold into our world.

Other business colleagues thought that customers would not search for business on the internet and questioned why they would go down that route. Barbara ignored the feedback and set up WhatsWhat.ie. To date the directory currently hosts over 130,000 registered businesses and is one of Ireland's largest independent Business Directories.

Specialist Areas of Expertise:

- Business Management
- Business Consultancy
- Marketing Online and Offline
- Business Development
- Business Networking and SME's Support





**SO MUCH MORE
THAN JUST A DIRECTORY**

 **WhatsWhat.ie**
The Online Business Platform

**JOIN OUR
BUSINESS COMMUNITY
ONLINE**

WhatsWhat.ie: *The Company and Mission*

The Company

WhatsWhat.ie is Ireland's largest Independent Business Directory and Networking Platform. Its primary focus is on Sole traders, Small and Medium size businesses, Entrepreneurs, plus a wide range of other business sectors across Ireland.

They provide a service to the public and other companies that are searching for a business, product or service in Ireland. Companies include plumbers, hotels, electricians, accountants, pet shops, cinemas and much more and the user can search locally or nationally.

WhatsWhat was created in 2002 and has been gradually building up listings, visitors and search engine rankings naturally over the last eleven years. They have been promoting small to medium sized businesses on the internet at a cost that is easily affordable. They are currently bringing hundreds of categories and businesses, to the first page of Google.ie and other search engines.

Our Mission

WhatsWhat.ie will promote your business to the best standard on our website. We will be innovative, dynamic, efficient and completely driven by the customer. We will develop creative business ideas to ensure the customer receives the best possible service. We will ensure that the directory always remains visitor friendly as the customers experience is an essential element of our success.

WhatsWhat realises the need of internet promotion and is ready to provide complete professional solutions in this field of advertising. We will keep the service personal and a representative will always be available to chat within office hours. WhatsWhat is completely committed to the business development of our customers.

WhatsWhat.ie is broken down into two sections - the Independent Business Directory and our Business Platform. Membership allows you to avail of our wide range of benefits, business resources, training and promotion for your brand/company, services and products.

Action is the Foundational Key
To All Success.

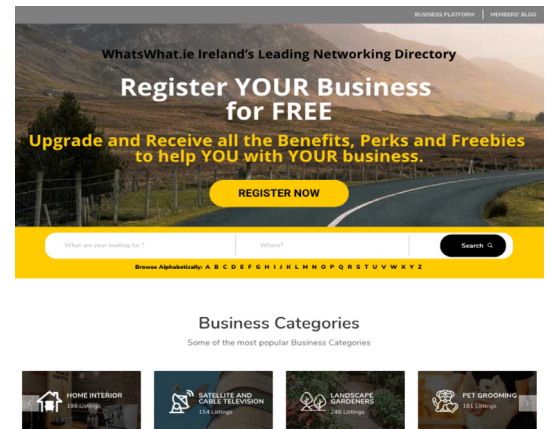
Register Your Business
Today on WhatsWhat.ie

WhatsWhat.ie: Features and Business Platform

WhatsWhat.ie is broken down into two sections our Independent Business Directory and our Business Platform. When you join WhatsWhat.ie you can also avail our of a wide range of benefits, Business Resources, Training and Promotion for your Brand/company and services and products.

Independent Directory

- Create your own micro website on our platform
- Upload your activity, details about your business, testimonials, jobs, events, unlimited product photos and classified adverts
- Upload your special deals
- Link direct to your website (great for SEO and Ranking (48% backlink))
- Direct links to your social media networks
- Link your static site to our content management system
- Avail of our VIP member discounts



Visit our Directory for more Details: [WhatsWhat.ie Directory](https://www.whatswhat.ie)

Business Platform

- Direct access to a wide range of business supports
- Virtual and traditional networking opportunities
- Be a guest blog on our business platform
- Share or listen to members podcasts
- Feature your story in our SpotLight Interviews
- Avail of special premium discounts
- Premium access to our VIP members group on Facebook and LinkedIn
- Cross promotion of your offers on all our social media platforms
- Discounted digital marketing and business training



Visit our Business Platform for more Details: [WhatsWhat.ie/ Business Platform](https://www.whatswhat.ie/BusinessPlatform)



Social Proofing

WhatsWhat.ie is regarded as one of the most important Independent Business Directories in Ireland. Currently, with over 130,000 + businesses registered on our Directory and is growing continuously.

We support businesses with a broad range of resources while promoting across all our social media networks and include a dedicated team to ensure your message is delivered to the right audience.

Social Media Networks



Facebook Business Page

1800+ Followers

facebook.com/whatswhat.ie



Facebook Business Group

2475 Members

[facebook.com/whatswhat.ie/Business Group](https://facebook.com/whatswhat.ie/Business%20Group)



Twitter:

3500 + Followers

twitter.com/whatswhatie



Audiences

- 56% Female
- 41% Male
- 16% ages 25-34
- 29% ages 45-54
- 34% ages 35-44
- Entrepreneurs
- Business Owners

Top Counties

- Dublin
- Kildare
- Wexford
- Cork
- Galway
- Limerick
- Waterford





Get In Touch Today!

Contact Barbara

for more details about how WhatsWhat.ie can help your Business to become more visible online and attract new customers and clients.

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CONTACT DETAILS

Website: www.whatswhat.ie

Email: barbara@whatswhat.ie

LinkedIn: Barbara Gordon

Twitter: @whatswhatie

Facebook: @whatswhat.ie

Phone: +353 86 411 66 88



Never Start a Business Just to Make Money.
Start a Business to Make a Difference.

Marie Forleo