

DIRECTING TRAFFIC ONLINE

NUMBERS YOU NEED TO KNOW...



You need to be able count on your website as an online sales person for your business. In this global environment your business isn't just competing with over 14,000 businesses in Greater Victoria, you're competing with the 644 billion businesses online. The Chamber can help.

There is no question that in today's wired world, an online presence that keeps your business front and centre is essential to growth. An important part of your online marketing mix is your Chamber Online Business Directory. It provides a powerful marketing opportunity for your business – and best of all it's just one of the many benefits of your Chamber membership.

Beyond providing a reputable list of local businesses that you can feel confident in using as suppliers and partners, The Chamber Directory also provides search engines like Google and Bing with that same level of confidence as they sift through a million other results to decide what goes on top. The result - your business is much more likely to appear in the first page of results, instead of page 59 or 100.

The same reasons that make The Chamber a powerful advocate for policy change make all the difference online. We are seen as local, authoritative and relevant. In "tech talk" terms, we provide the perfect recipe for search engine popularity. The ingredients: rich content in a directory environment from a credible local source; keywords relevant to your business; and, links (the oft coveted inbound links) leading search engines back to your site. For the rest of us, that translates into your

business simply being much more visible online, providing you with more opportunities to connect with potential customers.

How do you leverage your online listing?

Ruffell & Brown Interiors

1 - 2745 Bridge St.
Victoria, BC V8T 4T1

Nigel Brown
(250) 384-1230

Member since: 1990

Decorating your windows isn't easy... getting help is!
[Learn More](#) | [Visit Site](#) | [Show on Map](#)

Go to www.victoriachamber.ca – on your computer or on your mobile phone – click on Directory, then search for your business name or click on your category to see what other businesses like yours have done with their listing.

Go through the same checklist you'd do for any of your other marketing pieces.

Is your logo in place, does it look good?
Is all the contact info correct?

Test your links (email, **Learn More**, **Visit Site**) did they all work? You'll see that the email link goes through a form in order to protect your email address.

When you click on the **Learn More** link – you'll see your detail page. On this page ideally you want key info about your business that will help someone choose to do business with you. To help promote what you have to offer you can also include a photo and video. The member listing shown above is a great example of using all those elements to talk about your business.

If you don't have a website, your detail page is critical to your online success. Beyond your marketing message, if you're a retail location, don't forget to include hours of operation and specialities that set you apart from other like businesses.

You can easily update your listing yourself when you log into the site or if you're not tech savvy, email us at the Chamber – chamber@victoriachamber.ca – and Erin, Miranda or Cheryl will be happy to lend a hand polishing up your online listing.

Looking for more tips on how to leverage this part of your Chamber membership? Recent issues of our e-newsletters contain articles on adding **Special Offers** to your membership listing, recent website stats and much more. With your support, we look forward to building business in Victoria for the next 150 years.

THE CHAMBER. 150
GREATER VICTORIA
CHAMBER OF COMMERCE

BUSINESS DIRECTORY
The Chamber. Your membership means business.

Ruffell & Brown Interiors

Search | Advanced Search | New Members | Coupons and Discounts | All Categories

Home & Garden >> Window Coverings

Ruffell & Brown Interiors

1 - 2745 Bridge St.
Victoria, BC V8T 4T1 | [map](#) | [directions](#)

Nigel Brown
(250) 384-1230 | (t) | fax (250) 384-0204

[Visit Site](#)

Debra Ruffell and Nigel Brown established Ruffell & Brown Interiors in 1987, it has now grown to be one of the largest independently owned decorating stores in Canada.

Ruffell & Brown Can Save You Money

Our extensive selection and many years of wide-ranging decorating experience, along with our great buying power can assure you we will provide you the perfect decorating products and treatments, at the best price possible.

You Are Guaranteed Satisfaction

Ruffell & Brown Interiors prides itself on its reputation. The only way we can continue to be a success is to earn your repeat business and have you recommend us to your friends, neighbours, and family. If you're not happy with any part of your experience with us, contact us directly. We stand behind our work 100%. It's as simple as that.

Free In-Home Decorating Service

We offer shop-at-home service at your convenience, evenings and weekends can be easily arranged. Our staff of knowledgeable decorators measures each and every job. They bring lots of samples and great ideas right to your home. They are here to help you make decorating fun and help you with decisions that are right for you and your budget.

Large Decorating Showroom

You need to know what is available to make informed decorating decisions. Our showroom, one of the largest in Canada, is full of product displays, working samples, decorating idea books and 1000's of samples. Come in and view the latest trends and ideas for fabric window treatments, custom blinds, upholstery, interior shutters, motorization and much more.

What Sets Us Apart From The Rest

- Our decorating staff consists of experienced knowledgeable window covering experts.
- We also ensure they attend training seminars and trade shows regularly, so that they are current with lots of creative decorating ideas and suggestions.
- Our professional installation personnel are experienced, punctual and tidy.
- Very competitive prices.

Ruffell & Brown Promotes Quick Delivery and Installations

We know only too well what it's like to order something and then be told it will be 12 weeks before delivery! Compare our usual delivery times with most other decorating, department, and big box stores. If there is a delay or backorder we keep you informed.

Related Categories

Window Coverings

THE ESSENTIALS OF A GREAT WINDOW TREATMENT

RUFFELL & BROWN

For more benefits of Chamber Membership click this link to discover savings.

The Chamber directory is powered by WebLink International. A company that specializes in providing powerful online tools for local chambers and associations.