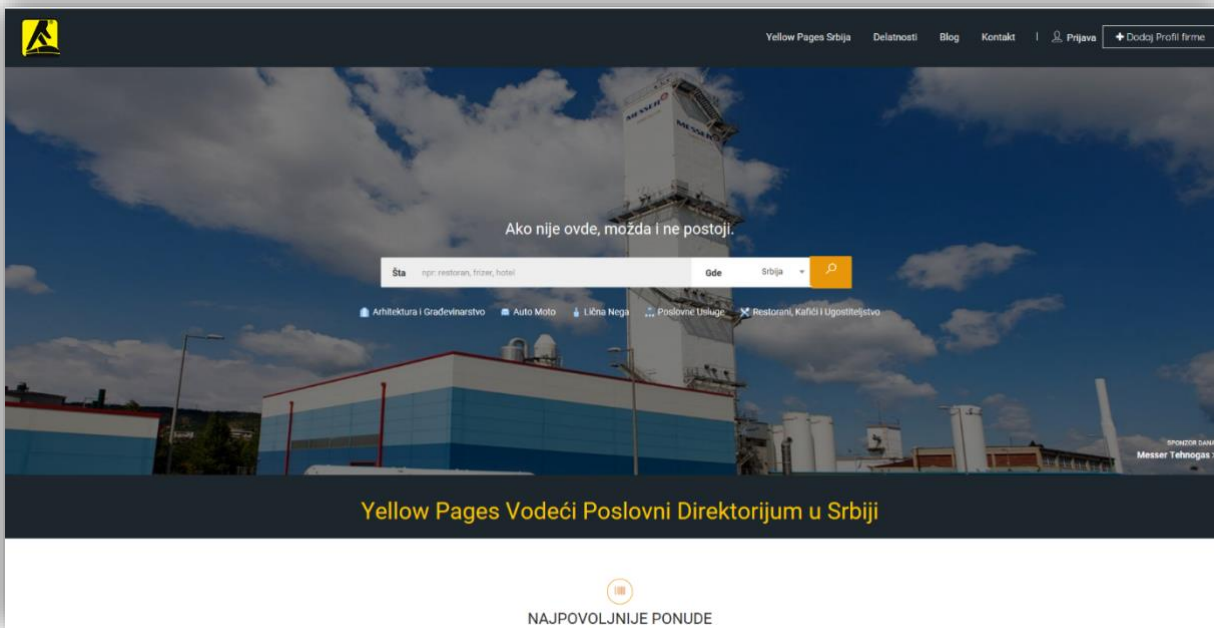


YellowPages^{Serbia} chose ListingPro to build their online directory.

About Yellow Pages Serbia

Established in 1998, Yellow Pages Serbia had quickly grown to become a successful directory business. Over the last 21 years, the firm has produced 27 editions of its hard copy directory and is now in its 20th year of online success with its website (www.yell.rs), launched in 1999, continuing to attract thousands of visitors each week.



The Problem

Despite this success, behind the scenes of the online business, there were an increasingly complex set of challenges. When the website was first built it was developed with a team of programmers who created custom software which would effectively operate the site and act as a database and repository to respond to directory search entries. Having acquired this skill set the firm also engaged the team of programmers to build websites for some of its clients.

Yellow Pages Serbia has always recognized the importance of ensuring that their online presence remains current and contemporary. However, in the last decade technology has evolved rapidly. This left the web development team struggling to keep up with the changes needed to ensure the website was able to compete effectively and deliver a seamless user interface and user experience. Particular challenges existed around the overall design and functionality of the site and its integration with social media.

As the business worked hard to keep up with the latest trends, the costs of achieving this continued to increase and the programmers were struggling to continually evolve the custom software which ran the website. Ultimately it became clear that a new solution was needed.

“It was exhausting relying on our developers to continually update the website”

The Requirement

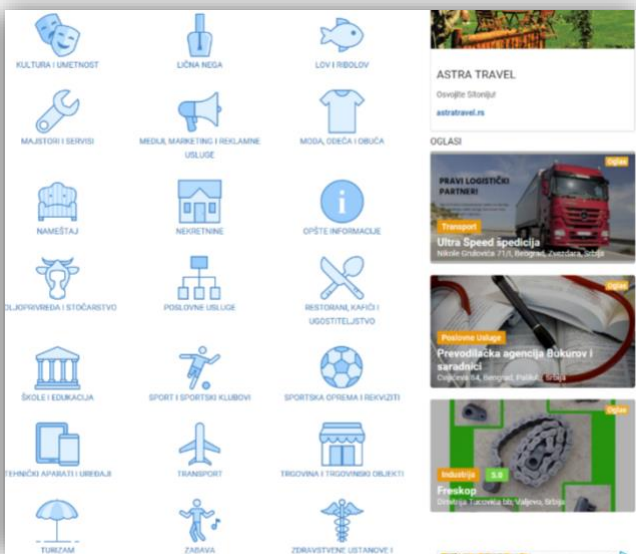
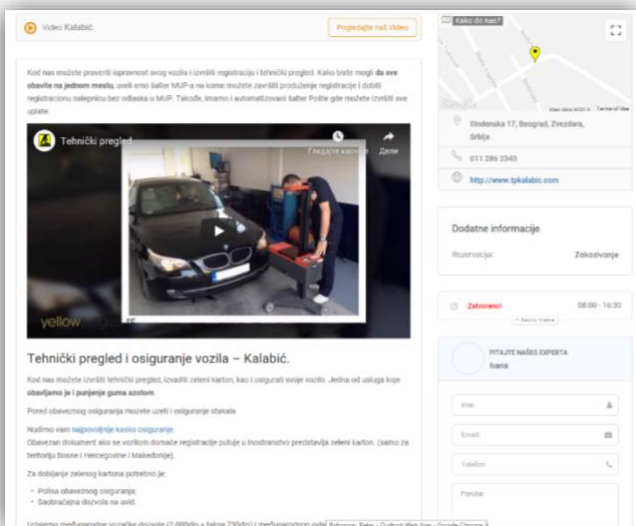
Led by the firm’s Director, Dubravka Filipovic, the senior team recognized that their continued success would require a new way of managing their online business. In 2018 they started to investigate a number of different potential solutions for the online directory. They identified a number of requirements:

- The platform had to be simple to operate
- The website needed to look modern and engaging
- The user interface had to work smoothly and seamlessly
- The website needed to have full social media integration
- It was essential that the website was responsive on different mobile devices



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A thorough evaluation of the marketplace highlighted a number of potential solutions, but one platform in particular stood out as being able to meet both the needs of the business and add value to their operational model. ListingPro appeared to provide the solution the business needed.



FEATURES

- Advanced User Dashboard
- Advanced Live Search
- Advanced Instant Filter
- Front-End Listing Submission
- Paid Plans & Packages
- Ads Management
- Inbox (Internal Messaging)
- Advanced Review & Rating
- Geolocation by IP & GPS
- Checkout Process (Built-in)
- Payment Processing (Built-in)
- Booking Integration
- Custom Form Fields
- Claim & Verify Listing
- Email Management
- Flag & Report
- Grid & List View
- Invoice System
- Location (Google or Predefined)
- Lead Generation
- Near Me (Filter)
- Near by
- Mobile X
- Menu (Restaurant, Spa, etc)
- Operational Hours
- Social Login
- Social Share
- Save & Bookmark
- Spam Protection with reCaptcha
- Schema Ready
- Tax System
- Video Banner for Home Page
- More...

The Solution

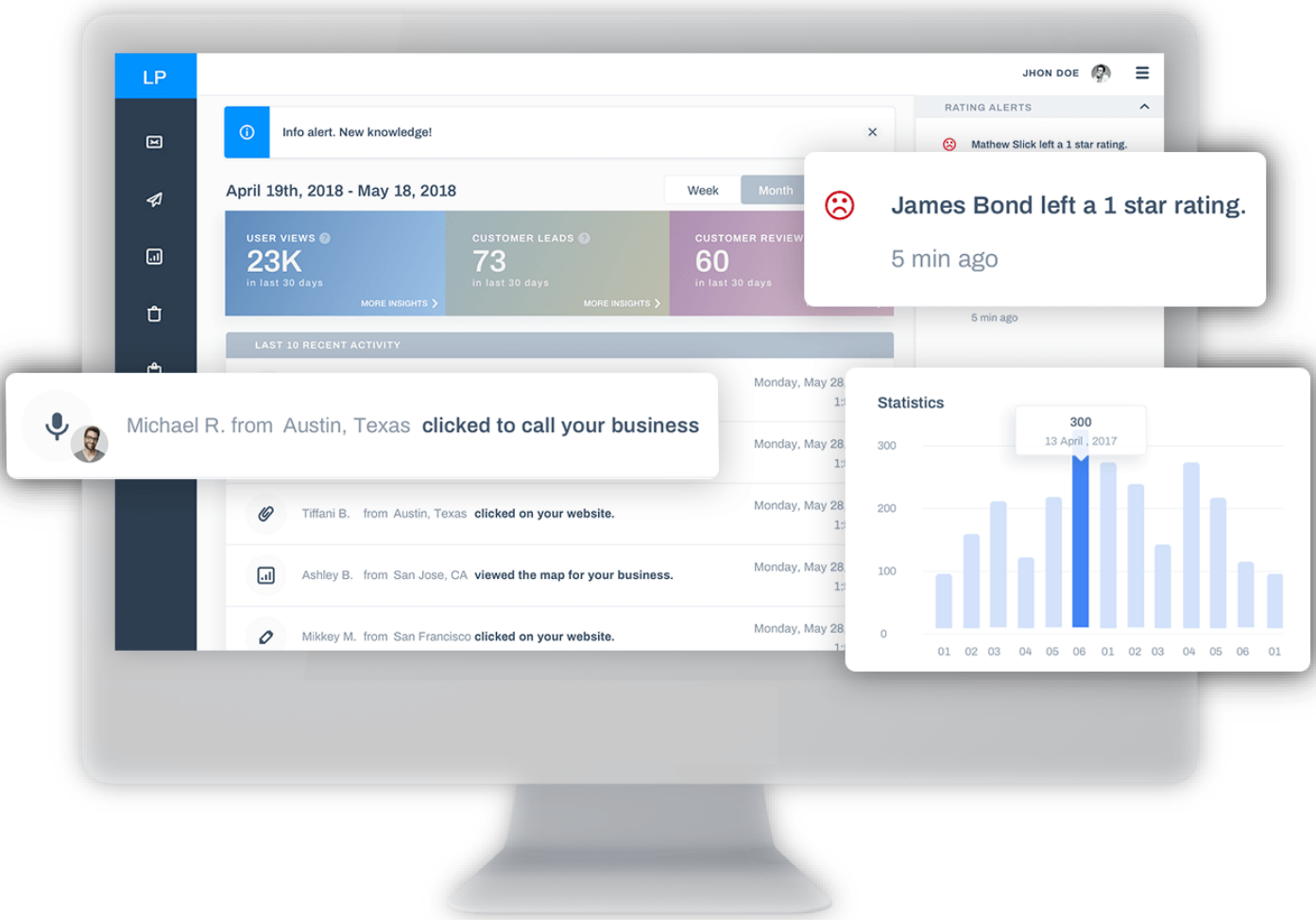
After months of research the team at Yellow Pages Serbia picked [ListingPro for WordPress](#), which is apparently the only end-to-end directory solution on the market.

ListingPro offers the most intuitive and user-centered dashboard available in any WordPress product, providing all the day-to-day business-critical KPIs to be viewed and managed from a single pane of glass. For the businesses, it was a great way to understand and manage performance.

Each listing owner has access to their own front-end dashboard which provides insightful data about their business performance to help grow their revenue from the directory by providing daily, weekly, and monthly statistics including the number of listing views, customer leads and customer reviews.

Listing owners can further manage their business listings and can even start promoting their business by running Ad Campaigns and each advertiser is alerted when immediate action is required, such as a response to a low-rating from their customers.

The opportunities for Yellow Pages Serbia to not just manage their directory but to innovatively grow the business with a range of added value solutions was very exciting.

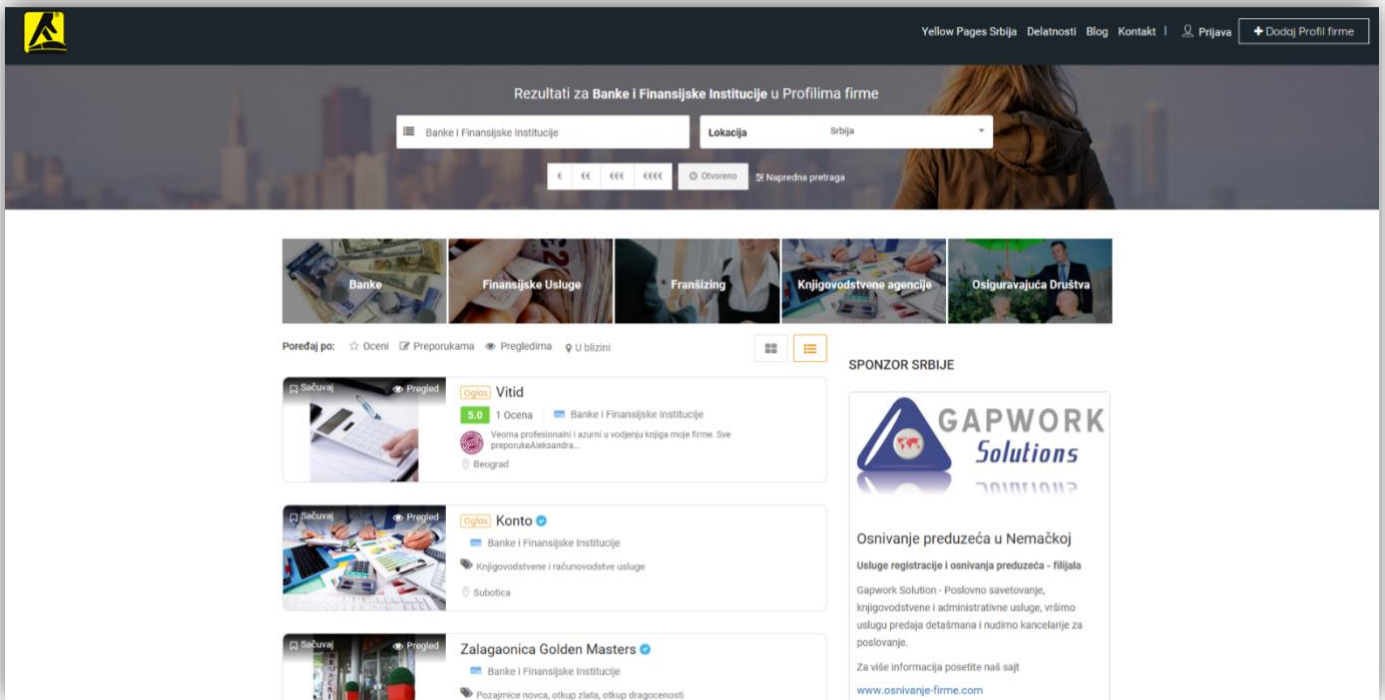


The Results

ListingPro has enabled Yellow Pages Serbia to revolutionize their online business. They no longer require any specialist developers and the support provided by the ListingProWP team makes it really easy to quickly resolve issues and queries. The platform is easy to use, and advertisers love the additional functionality and dashboard features.

The senior team at Yellow Pages Serbia have seen revenues increase as website costs have dramatically fallen. So now a team of developers is no longer required, whilst more businesses are choosing to advertise their services through the directory.

“After looking at various platforms we chose ListingPro. I highly recommend it.”



[[Watch Testimonial Video](#)]

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