

Frequently Asked Questions

UPAAT Online Business Directory



Q1: What is the UPAAT Online Business Directory?

- The UPAAT Online Business Directory aims to provide information on essential businesses and services needed by the Filipino-Canadians in Ontario. It consists primarily of Filipino-Canadian businesses offering various types of businesses and services such as advertising and media, financial services, dentists and doctors, etc. You can visit the following link to check on the webpage structure: <http://www.upaatoronto.com/business-directory>. Proceeds from the UPAAT Online Business Directory will be used to fund UPAAT's scholarship and educational projects in the Philippines as well as here in Toronto.

CATEGORIES

ACCOUNTANTS	EMPLOYMENT AGENCIES
ADVERTISING AND MEDIA	FINANCIAL SERVICES
CATERING	HOME BUILDERS
COMPUTER REPAIRS	LAWYERS
DENTISTS	PHOTOGRAPHERS
DOCTORS	REAL ESTATE AGENTS

Q2: What are the benefits of the UPAAT Online Business Directory to my company?

- With modern technology nowadays, the Online Business Directory can easily be viewed by anyone who has internet access anytime since it is available 24/7, all throughout the year.
- It offers a much wider reach than traditional souvenir programs and newspapers. Your business page can be searchable online to reach other potential customers, and can be "SHARED" on Facebook, Twitter and other social media platforms.
- Since the Business Directory will be hosted by UPAAT Toronto, it will already have captive users and it will be aggressively promoted

among families and friends of UPAAT as well as to various Filipino-Canadian organizations whom UPAAT has great affiliations.

- By putting your business ads to the Online Business Directory, you are not only increasing your exposure to the Filipino-Canadian community but are also helping scholars fulfill their dreams of completing their studies at a University or helping Filipino kids in Ontario to become professionals in various fields.

Q3: How is this UPAAT Online Business Directory different from Souvenir Programs or Newspapers?

- The differences between the Online Business Directory and Souvenir Programs or newspapers are listed in the table below:

	Souvenir Program/ Newspapers	Online Directory
Ad exposure	1 evening/monthly	24/7, 365 days/year
Audience	Gala attendees/ newspaper readers	Unlimited internet exposure
Price	\$ 2,000 for major sponsor	\$ 2,000 for major sponsor
Advertising expense?	Yes	Yes
Share thru	Can't share on social media	Social media Facebook, Twitter
Format	Paper	Digital, online
Objective	Fundraising	Fundraising

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Q4: Can the UPAAT Online Business Directory be a search engine for products and services that anyone can access and where business ads will appear in searches?

- Anyone who has internet access can visit the UPAAT Online Business Directory and can access the full content.
- If one searches on Google using the keywords “UPAA Toronto” plus the business category or business name, your business page would highly likely appear in the top search Google results. The chances of your business page appearing in the Google top results without the keyword “UPAA Toronto” will likely increase once it reaches a certain number of users and views.
- Our IT Team has implemented all possible search engine optimization (SEO) strategies in order to make your businesses and services widely available to all. We are committed to make improvements as we go along the way. However, there are some external factors that are out of our control such as paid ads/keywords, traffic on other websites that have the same keywords, etc. As the online Business Directory gets more traction and a stronger foothold with more views, so does its ranking in search results.
- Including a search function within the UPAAT Online Business Directory is still work in progress and may be fully installed once we complete exploring all possibilities/options with our service provider.

Q5: Who are the potential clients of the UPAAT Online Business Directory?

- The UPAAT Online Business Directory will be offered to anyone looking for reliable and dependable business establishments, products and services available mostly in the GTA.

- Since the Business Directory will be hosted in the website of the University of the Philippines Alumni Association of Toronto (UPAAT), it will have a captured client right from the start. All UPAAT members will be urged to promote the Directory among its families and friends and their networks..
- UPAAT currently has over 400 members with about 60-80% active members and is continuously growing. It is comprised of influential Filipino-Canadians located mostly all over the GTA.

Q6: If I buy a \$300 ad, I expect at least \$500 for that year of gross income earned - will I get it?

- Like any advertisement, UPAAT cannot guarantee to the business advertisers that they can immediately get a return from their investment. However, UPAAT commits to aggressively promoting the Online Business Directory to benefit the advertisers.

Q7: Will the UPAAT Online Business Directory be sustained by a number of years?

- Yes. UPAAT commits to provide the necessary volunteers and resources in order to sustain the project for the next 3-5 years. There will be an annual evaluation of the project and will identify continuing improvements and enhancements in the Directory.

Q8: I don't have a business to put in the UPAAT Online Business Directory but I would like to donate an amount to support the cause. Can I be allowed to do this?

- Yes, there is a category called “Friends of UPAAT”. We can put them in that category. However, if the donor is an alumni of UP or a member of UPAA Toronto, we can still accept their donation but will be placed in another page on the website. It will be placed on this link: <http://www.upaatoronto.com/patrons-and-friends>.