

Detailed Listings – The Facts

- In October 2006 there were 51,109 visitors to our web site. For the last twelve months our number of visitors have risen by around 7% each month.
- In October over 36,000 visitors viewed our listing service pages to find out details of organisations in their home area.
- With the continued growth in people having access to the Internet it is becoming essential for all organisations to develop their visibility in this medium.
- We gain more visitors by regularly appearing in search engine listings of UK web sites.
- We are often provided with a link to our web site from television companies web sites in relation to news stories, features and documentaries concerning adoption or fostering. Most of the national press web sites provide a link to our web site for their visitors as well.
- People from an area are almost twice as likely to express an interest in adopting or fostering to an organisation with a detailed listing on our web pages. Almost half of all referrals go to subscribers.
- A detailed listing on our web site is a most cost effective form of recruitment advertising.

Please complete and return to:
Adoption and Fostering Information Line
193204 Stockport Road
Altrincham
WA15 7UA

Details of department for your database entry:

Department	
Main Social Services Address	
Telephone	
Fax	
Web site address Fostering page	http://www.
Web site address Adoption page	http://www.
E-Mail address	@
If you would like a listing with the ability for the user to download your leaflet please tick .	

Details for Full Directory Listing		
Adoption and Fostering Team Details:		
Office 1 Address		Tel: Fax:
Office 2 Address		Tel: Fax:
Office 3 Address		Tel: Fax:
Office 4 Address		Tel: Fax:
Office 5 Address		Tel: Fax:
Continue on page 4 if your department has more team addresses		

Details of Special Events: Road shows, recruitment campaigns, events during National Adoption Week, etc.

Name of person for us to contact:

Address

Telephone:

Details continued