

FCR MEDIA

# IRISH ASSOCIATION OF FUNERAL DIRECTORS 2024 MEMBERS OFFERS



FCR MEDIA ×



# Overview

We are one of Ireland's leading website and digital services provider and we manage more IAFD members than any other web provider. FCR Media stands at the forefront of digital marketing solutions tailored for the funeral industry. Our national presence, with a base in Stoneybatter, Dublin 7, and digital advisors nationwide, positions us as the ideal partner for IAFD members across Ireland.

We have built and maintain websites for IAFD members in almost every county in Ireland. Here are 3 examples:

Dublin - <https://www.brianmcelroy.ie>

Cork - <https://www.crowleyfuneraldirectors.ie>

Kildare - <https://www.murphybrothers.ie>



visit

<https://fcrmedia.ie/iafd>

**FCR MEDIA**  
GROW YOUR  
BUSINESS ONLINE



# Why FCR Media for IAFD Members?

## Tailored Digital Solutions

Recognising the varied landscape of funeral services, we offer website solutions that ensure your business stands out in online searches and communicates your business effectively. Our expertise extends to managing your online presence through our Saymore.ie service, enhancing your visibility across multiple platforms, including Google Profiles and enhanced goldenpages.ie listings.



Guaranteed  
Irish



## Unmatched Experience

Our track record of building more websites for IAFD members than any other agency speaks volumes. We pride ourselves on understanding the distinct requirements of Funeral Directors, including crucial search terms and the diverse needs of businesses from urban centres to regional hubs.

## Exclusive IAFD Member Discounts

In partnership with the IAFD, we are thrilled to offer exclusive discounts on our most popular services, valid until the end of April 2024. These offers include significant savings on website build and management, our Saymore.ie service, and our acclaimed 360 Tour Photography, designed to showcase your funeral homes with the dignity and professionalism they deserve.

## Contact Us Today

Our team of digital marketing experts with significant experience in the Funeral industry are here to help you.

## IAFD Members Offers - Save upto € 710\*

\*These exclusive IAFD Member offers are worth a collective discount of €710 to your business. (calculated on average spend across these 3 services for a full 12 months)

### 1 Website Design and Management

Tailored for Funeral Directors, our service now comes at a special price of €700 for a 10-page website, with reduced monthly management fees. Our content and design team use a 30 minute strategy call to understand the details of your service and competitive landscape unique to your location and operation.

Your website will be built to respectfully showcase your services, fully mobile responsive and complete with unique content to promote your business across your sales catchment area.

Our dedicated account managers are available to you throughout the year to help your business thrive.

#### Website - Sitepro Multi

**26% discount**  
IAFD Member

Setup  
~~was €950~~  
now €700

**26% discount**  
IAFD Member

Monthly  
~~was €54~~  
now €40

visit  
<https://fcrmedia.ie/iafd>

## IAFD Members Offers - Save upto € 710\*

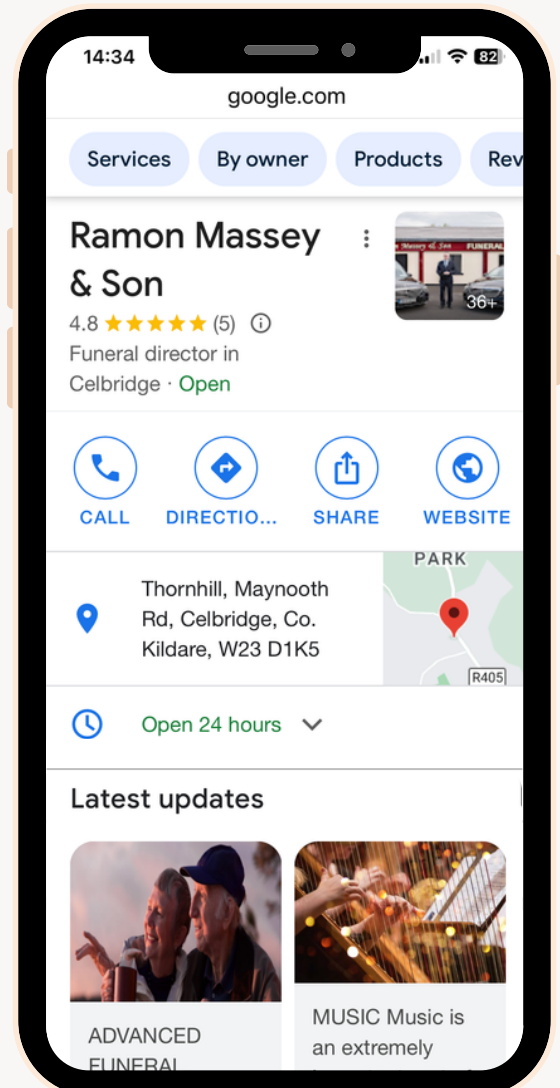
\*These exclusive IAFD Member offers are worth a collective discount of €710 to your business. (calculated on average spend across these 3 services for a full 12 months)

### ② Saymore.ie Visibility Boost

At a discounted setup cost of just €100 to get started and monthly contract of €40 per month, Saymore.ie ensures your funeral service is found online in local searches and delivers fresh content to your critical Google Business Profile.

We emphasise your IAFD membership and enhance your profiles with comprehensive contact and location information that is available across navigation apps, online maps, google surfaces and local directories like goldenpages.ie and phonebook.ie.

visit <https://fcrmedia.ie/iafd>



#### Saymore - Visibility Boost

**20% discount**  
IAFD Member

Setup was ~~€130~~  
now €100

Monthly was ~~€50~~  
now €40

## IAFD Members Offers - Save upto € 710\*

\*These exclusive IAFD Member offers are worth a collective discount of €710 to your business. (calculated on average spend across these 3 services for a full 12 months)

### ③ 360° Virtual Tour Photography

With a 20% discount for IAFD members, this service offers a respectful and detailed showcase of your funeral home, enhancing your profile across digital platforms and dramatically improving the efficiency and ease of your customer consultations over the phone or online. visit <https://fcrmedia.ie/iafd>

**20%  
discount  
IAFD Member**



<https://360-virtual-tours.goldenpages.ie/gleasures>



<https://360-virtual-tours.goldenpages.ie/crowleyfuneraldirectors/>

FCR MEDIA ×



## IAFD Members Offers - Save upto € 710\*

\*These exclusive IAFD Member offers are worth a collective discount of €710 to your business. (calculated on average spend across these 3 services for a full 12 months)

### ④ Free Digital Consultation (20min Zoom Call) With a member of our online marketing team experienced in promoting the Irish Funeral Industry.

To further support our commitment to the funeral industry in Ireland, we're offering an exclusive website consultation for IAFD members.

BOOK NOW



visit

<https://fcrmedia.ie/iafd>

This consultation will help you understand how to better reach your community, offer your services online, and stand out in a competitive digital landscape.

FCR MEDIA  
GROW YOUR  
BUSINESS ONLINE



1. Should I upgrade my website?
2. What marketing investment will give me the best return?
3. How does my business perform in local search?

Find your strengths & weaknesses online - Get report now

[Not listed in Google Maps?](#)

[Generate My Report](#)

On average just **90 seconds** wait time to generate your custom business report - see an example of what you will get below.

**[CLICK TO GET REPORT](#)**  
**[or visit https://report.fcrmedia.ie](https://report.fcrmedia.ie)**

## Get This Report For Your Business

No1 Business, Your Street, Your Town, Ireland (01) 6188000

- Overview
- Detail

Only 5% of businesses in County Dublin score higher

See how your business stacks up

Local business solutions that put you in control - Speak to [FCR Media](#)



Checked 30 pages less than 6 hours ago

Report provided by FCR Media  
 We help local businesses nationwide reach their customers online. We specialise in Website, eCommerce and Booking Solutions, Digital Advertising Campaigns, Organic and Local SEO, 360/Web VR Tours.

📍 Local Consumer Search 63

<b>Reach Nearby Consumers Looking Now</b>	
<span style="color: green;">✔</span> Google Business Profile	Claimed listing
<span style="color: orange;">!</span> Local pack	Target keywords are not local searches
<span style="color: red;">✘</span> Local listings	6 found <small>(15 directories searched)</small>
<span style="color: orange;">!</span> Business details	Inconsistencies detected

🌐 Website - Search Foundations 83

These factors contribute to your websites visibility and rank on Google.

<span style="color: green;">✔</span> Amount of content	13,913 words on 29 pages
<span style="color: red;">✘</span> Content keywords	Issues found
<span style="color: red;">✘</span> Headings	Not well defined
<span style="color: red;">✘</span> Titles and descriptions	Duplicates detected
<span style="color: orange;">!</span> Alternative text	Alt text missing for image links





business solutions  
that put you in  
control

# FCR MEDIA

5 Manor Street Business Park,  
Stoneybatter, Dublin 7  
D07 FK58

+353 1 618 8000

[info@fcrmedia.ie](mailto:info@fcrmedia.ie)

[www.fcrmedia.ie](http://www.fcrmedia.ie)

 [goldenpages.ie](http://goldenpages.ie)

[Sitepro](#)

 [saymore](#)  
about your business.

 [GetLocal.ie](#)  
by [goldenpages.ie](http://goldenpages.ie)

[Search Engine  
Advertising](#)

[LocalSEO](#)

[360° Virtual  
Tours](#)

[Phonebook.ie](#)