How to get more enquiries from your aviation listing

A short practical guide for flight schools, workshops, clubs and other aviation businesses listed on Aviatorfinds.

People use the Aviatorfinds directory to find a school, a workshop, an airfield service or a club. A clear, up-to-date listing is one of the simplest ways to turn a visit into an enquiry. This guide covers photographs, descriptions, hours, reviews and what a Premium listing adds on Aviatorfinds.

> **Please read first**
>
> This is practical guidance from The Aviatorfinds Team. It is not a guarantee of enquiries, ranking or sales. Plan details and prices below are taken from the public Advertise page and were checked on 15 November 2026. They can change — confirm at aviatorfinds.com/advertise/ before you buy. Prices are in US dollars.

1. Keep the basics right

Most missed enquiries start with small gaps. Before you spend time on anything else, check:

- [ ] Your trading name is the name customers will search for.
- [ ] The address, phone number and website (or email) are current and actually answered.
- [ ] Opening hours, season dates and any booking instructions are up to date, including holiday closures.
- [ ] The right category is selected, so you appear where people are looking.
- [ ] You have claimed the listing if it was imported or created for you, so you can edit it yourself.

If you are not listed yet, you can add a listing at aviatorfinds.com/add-listing/.

2. Use your photos well

On the Advertise page (checked 15 November 2026), a Free Listing includes 3 photos and a Premium Listing includes 10 photos, plus a professional gallery and extended description. Make the photos you do have work hard.

• Lead with a clear, well-lit photograph of what a visitor will actually find: the aircraft, the workshop, the school desk, the airfield, or the people they will meet — with permission.

• Avoid dark, blurry or heavily filtered images, and avoid photographs that could mislead about the aircraft or premises you have today.

• Add a short, honest caption in the listing if the field is available (for example “Our PA-28 on the flight line”).

• If you use 10 Premium photo slots, show a mix: outside, inside, aircraft or kit, and a detail that helps someone decide to get in touch.

• Only use photographs you have the right to use. If a person is clearly identifiable, make sure you may publish the image.

3. Write a description people can act on

A good listing description answers four questions in plain language:

1. What do you do? (trial lessons, maintenance, hangarage, club flying — be specific.)

2. Where are you, and who do you help? (the airfield, the area, beginners, owners, a particular aircraft type.)

3. How does someone take the next step? (call, email, booking form, walk-in hours.)

4. What should they know before they contact you? (whether they need to book, any restrictions, typical lead times — without inventing prices if you prefer to quote directly.)

Keep it accurate. Do not promise a licence, a turnaround time or a price you cannot stand behind. If a fact is official (for example that you are an ATO or DTO), say it plainly and be prepared to confirm it.

4. Reply to enquiries and reviews

• Answer enquiries promptly, even if the answer is that you are booked or that you do not offer that service. A short, courteous reply is better than silence.

• Keep a simple record of the questions you are asked more than once, and add the answer to the listing description if it is still true.

• On Aviatorfinds, review replies and reputation management are listed as a Premium feature on the Advertise page (checked 15 November 2026). If you have Premium, reply to reviews in a calm, factual way. If you do not, you can still ask happy customers to leave a review where the listing allows it, without pressuring them.

5. What a Premium listing adds

Taken from aviatorfinds.com/advertise/, checked 15 November 2026. Confirm on that page before you purchase. Prices are in US dollars.

	Free Listing	Premium Listing
Price (Advertise page)	$0.00 / year	$79.00 / year
Photos	3 photos	10 photos, professional gallery and extended description
Categories and tags	1 category, 6 tags	3 categories, 10 tags
Visibility	Standard directory listing	Featured at the top of category and search results; higher visibility than free listings
Reviews	—	Review replies and reputation management
Other items listed	—	Google Analytics, access to all listing options, lead-generating contact links (website and phone)

The same Advertise page also lists other products, including banner ads and featured events. This guide does not cover those in detail. See the Advertise page if you want to know more. Nothing in this guide is a push to upgrade — a well-kept Free listing is already useful.

A short monthly check

- [ ] Hours, phone, email and website still work.
- [ ] The lead photograph still represents the business.
- [ ] Any new service, aircraft or closure is in the description.
- [ ] Enquiries from the last month were answered.
- [ ] Reviews have a reply, if your plan includes review replies.

Questions about your listing: aviatorfinds.com/contact/ or the Advertise page.

Sources and checking date

Facts in this download were checked against the official sources below on 15 November 2026. Rules, dates, fees and show arrangements can change. Always confirm on the official page before you rely on a figure or a date.

• Aviatorfinds Advertise page, checked 15 November 2026: https://aviatorfinds.com/advertise/. Source for Free Listing $0.00/year (3 photos, 1 category, 6 tags) and Premium Listing $79.00/year (3 categories, 10 tags, review replies and reputation management, 10 photos, Google Analytics, access to all listing options, professional gallery and extended description, lead-generating contact links, higher visibility, featured at the top of category and search results).

• Add a listing: https://aviatorfinds.com/add-listing/.

Photography, description and enquiry-handling advice is original practical guidance from The Aviatorfinds Team. It is not a ranking promise.

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