



Fort Lauderdale, FL (November 15, 2018) – Women in Ecommerce recently launched its newly redesigned website, www.HerBusinessListings.com featuring *Global Business & Professional Listings By Women, For Women, About women*. The site has a totally new look and additional new features to enhance the user experience. The new design and layout was created to help visitor access information more quickly and easily and business listings have more visibility with a stronger online presence. Categories have been expanded with more listing features, easier social sharing and more.

Some of the new benefits women business owners and professionals can expect include:

- Ability to add a video to their listing
- Ability to list their FREE Resources on our resources and freebies page
- Ability to add their podcast to our Podcast Directory
- Ability to submit articles to our new blog
- And MORE!

More about HER Business Listings: Her Business Listings Directory is a woman-focused directory for women-owned businesses, freelancers, professionals and entrepreneurs who want to maximize their online presence to grow their audience, their influence and get more customers and clients.

Heidi Richards Mooney, Women in Ecommerce, Founder & CEO says, *“HER Business Listings business directory was created to give women business owners and professionals an online space to list their businesses to increase their opportunities of getting found on the WEB. This directory was created to help support, promote, and elevate women-owned businesses. Since women account for 85% of all consumer purchases, by using the immense buying power of women to buy products and services from women-owned businesses, we can elevate one another, help support female-lead enterprises and contribute to women’s leadership – maintaining and increasing small business buying power, hiring power and influence.”*

HER Business Listings Directory is open to successful veteran (long-standing) “solo-preneurs”: seasoned women entrepreneurs and professionals who have created successful companies and careers as well as “start-up” business owners and professionals. Prices start at \$15 for a standard listing and only \$37 for a Premium listing (annually).

About Women in Ecommerce™:

Since 2001, Women in Ecommerce™ has been helping women do business on the web by providing educational events, seminars, webinars, conferences and teleclasses via our website and social media platforms. We have a diverse membership of women from all walks of life representing 54 countries worldwide. Our members are work-from-home moms, professionals, educators, etailers, retail businesses, direct sales representatives, affiliate marketers, online sales professionals, auction site sellers and resellers, web designers, and a variety of other service providers and technology experts. **For more information, visit the Women in Ecommerce™ website at www.WECAI.org today!**

To learn more about Her Business Listings, visit: <https://www.herbusinesslistings.com/>