

Free Web-Based Directory Listings for Your Small Business



Thank you for completing the SCORE client survey. This worksheet is designed for small business owners. It lists 15 free web-based directory listings to promote your small business, products and services. Directory names are hyperlinked to the business listing page.

MerchantCircle

<http://www.merchantcircle.com>

Wow! What a cool site! You can set up an ad, create coupons, write a special blog, send newsletters, and post it all on your own bulletin board. Email inbox allows sending and receiving invitations to connect. Sign up, complete your profile including "Your Story," add your logo, then connect to others in your area. Check out the MerchantCircle forums for interesting ideas and exchanges with other business owners using this site to promote their products and services.

Business Listing Calendar

Date initiated: _____

Profile completed? Yes No

Check listing in two weeks. Check on date:
_____ OK? Yes No

Check listing again in 6 months. Check on date:
_____ OK? Yes No

Comments:

GetListed.org

<http://getlisted.org/>

The Mission Statement of GetListed.org is to help small businesses claim and enhance their listings on major search engines. Get your completion score – then follow the direct links to update your business directory listings at Google, Yelp, Bing, Yahoo, and Best of the Web.

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Google Places – can access through GetListed.org

<http://www.google.com/local>

Claim your business on Google and get these features:

- Manage business information
- Post coupons & live updates
- See how you're doing with a performance dashboard

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Yelp.com – can access through *GetListed.org*

<http://www.yelp.com/business>

Over 32 million people visit Yelp each month to make spending decisions. To help business owners get the most out of their online presence, Yelp offers a suite of free tools for business owners.

Responding to reviews is a great way to learn from and build goodwill with one of your most vocal customers. Yelp allows business owners to respond publicly and privately to user reviews.

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Bing Local Listing Center

– can access through *GetListed.org*

<http://www.bing.com/local/>

- Select up to 6 categories to describe your business
- Use keywords to help with your search rankings

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Yahoo! Local

– can access through *GetListed.org*

<http://listings.local.yahoo.com/>

Display your contact information:

- Phone, address, and web site
- Store hours
- Products and services

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Best of the Web – Local

— can access through *GetListed.org*

<http://local.botw.org/>

This is the free version of the Internet's Oldest Directory. A Best Of The Web Directory listing places your website in a relevant category. According to the site, search engines rely on these listings when evaluating where to place your website in their results.

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ExpressUpdateUSA

<http://www.ExpressUpdateUSA.com>

ExpressUpdateUSA from Infogroup provides a single source for creating, verifying, enriching, and distributing the most accurate and up-to-date information about your business.

Infogroup is the primary data provider to the top search engines, accounting for 97% of all search queries, 90% of in-car and 90% of mobile devices.

Google, Yahoo!, Bing, Ask, Mapquest and AOL are just a few of the companies that rely on Infogroup to help their visitors locate a person or business.

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CitySearch

<http://www.CitySearch.com>

To add your free business listing: Search for your business name, then follow the prompts until you see: **“Having trouble finding what you’re looking for?”**
Add business

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DiscoverOurTown

<http://www.discoverourtown.com>

The Ultimate US Travel, Tourism & Relocation Guide. Comprehensive city guides including travel information, area attractions, and restaurant listings for towns across the United States. Provides information to Local Yahoo.

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LocalEze

<http://www.localeze.com/>

This is the largest, online local search engine content manager serving businesses, local search engines, and ready-to-buy consumers. It provides information to AOL yellow pages and DexOnline, among others.

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DatabyAcxion

<http://www.databyacxiom.com/>

<http://www.mybusinesslistingmanager.com/>

MyBusinessListing Manager entries are redistributed:

- Directly to more than 80 companies in the Internet Yellow Page and Local Search marketplace
- Directly to the largest search engine
- 250+ distribution partners through online private labeled solutions
- Directly to the top directory print publishers

Basic listings (Business Name, Address, Phone, Line of Business and URL) can be claimed at no charge.

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BizHwy

<http://www.bizhwy.com/>

The BizHwy business directory has been offering free business listings since 2003. Every business listed in the directory has been added by the business owner or an employee within the company. This free business directory is updated and maintained by its visitors.

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Yellow Pages.com

<http://listings.yellowpages.com/>

The YP.COM Network claims more than 125 million monthly searches.

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SuperPages.com

<http://www.supermedia.com/>

SuperPages provides information to many brands including Super Yellow Pages, Switchboard, LocalSearch.com, Verizon Yellow Pages, and DrectoryStore.com.

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Bizwiki.com

<http://www.bizwiki.com/>

Anyone can contribute to and edit Bizwiki.com, which aims to become one of the largest, most comprehensive directories of US businesses on the Web.

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Rate It All

<http://www.rateitall.com/>

RateItAll is large consumer review portal where visitors can rate and review local businesses and products. The site reaches more than 1 million consumers per month and offers a free submission tool for local businesses to get listed.

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BrownBook.Net

<http://www.brownbook.net/>

Business listing plus you get alerted any time someone reviews your business. According to the site, your listing in Brownbook.net helps your website's ranking on the major search engines too. Lots of customization on your listing – you can add Facebook, Twitter, YouTube, and LinkedIn widgets, logos, and photos.

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Confused with all the hype over social media? We can help. Small businesses hire Reciprocate to help them grow their business by teaching them how to market on the internet using social media networks like the ones below. For details on how Reciprocate can help you, connect with us online:

