



Top 20 Places **Your Business** Needs to Be Listed Online.

Remember when you had to find a phone book and flip through hundreds of pages in order to find a local business?

The use of Yellow Pages has declined over 50% in the last five years. People now conduct quick searches on one of the many popular online directories. Since Internet search is the primary tool to finding businesses today, it's vital to make sure your business is listed on all applicable online directories.

Google



YAHOO!

bing

yelp



white pages

superpages.com

yellowbook

YellowBot

manta
Where Small Business Grows™

Citysearch

mapquest

local.com

THE BUSINESS JOURNALS
A DIVISION OF ACBJ

Angie's list

foursquare

dexknows

Hotfrog



To help you get started, here is a quick guide to the top **20 online directories** and links to their sign-up pages:



Google Places for Business

Listing your business on Google Places for Business should be at the top of your priority list. Google outperforms every other search engine by a long shot. In fact, Google receives nearly [6 billion searches](#)/day.

Advantages

- Registering for a business listing on Google is easy and free
- Business listings appear in Google Maps
- Happy customers can leave reviews on your Google+ page

Create your [Google Places for Business](#) listing.



Bing Places for Business

Bing is the second most visited search engine on the Internet. If people aren't searching on Google, chances are, they are searching for you on Bing.

Advantages

- Quick, easy, and free to register
- Add multiple business locations at one time
- Include other content in your business listing like photos, videos, and more

Create your [Bing Places for Business](#) listing.



Yahoo! Local Listing

You guessed it. Yahoo is the Internet's 3rd most popular search engine, bringing in millions of searches per day.

Advantages

- Yahoo Local Basic listing is free
- Include photos, company description and more for \$9.95/month
- Get maximum exposure and listed on 40+ other directory listings for \$29.99/month

Create your [Yahoo Local](#) listing.



Yelp

Yelp is one of the best places on the Internet for consumers to find a quality review. If you're looking to tap into the word-of-mouth advertising world, then Yelp is the perfect place to start.

Advantages

- Create deals for loyal customers right in your Yelp account
- Send messages to your customers, publicly or privately
- View business trends in Yelp's reporting tool

Create your [Yelp](#) listing.



MerchantCircle

MerchantCircle is an online directory that helps small businesses connect with local customers, and other local small businesses. They offer free marketing tools to help you build your business.

Advantages

- Geographically localized to your target audience
- Ability to advertise to boost your listing
- Host a business blog on the site

Create your [MerchantCircle](#) listing.



Yellow Pages

Yellow Pages is the online version of a modern day phone book. Besides listing your business in an organized directory, Yellow Pages also offers advertising, lead generation services, and online payment options.

Advantages

- Well-organized interface
- Detailed ad performance data
- Receives millions of searches per day

Create your [Yellow Pages](#) listing.



White Pages

White Pages is the online equivalent of the white pages in a phone book. It's a great way to make your business contact information available to over 200 million people.

Advantages

- List your business among 30 million other businesses
- Premium text message service for mobile marketing
- Sponsored advertisement opportunities available

Create your [White Pages](#) listing.



Superpages.com

Superpages.com is another online directory that is easy to navigate. Superpages.com includes some unique features like cars for sale, lottery results and helpful tips for finding business services.

Advantages

- Local weather listings right on the home page
- Facebook sign-in option
- Popular search categories listed on the home page

Create your [Superpages](#) listing.



Yellowbook

Yellowbook.com is a subsidiary of Hibu Business, and allows you to create an easily searchable business listing on their network. Listings come with access to a full profile that includes business information, a link to your website, product descriptions and more.

Advantages

- Information distributed across yellowbook.com network and partner sites
- Display and video ads available
- Cool map feature included in every listing

Create your [Yellowbook](#) listing.



YellowBot

YellowBot is yet another online directory similar to the yellow pages in a phone book. YellowBot provides basic contact and location information about businesses, and allows online reviews from customers.

Advantages

- Easily sign in with Windowslive, Google, Facebook, Yahoo or Twitter
- Premium Listing opportunity for easy account management
- Ability to add searchable tags to your listing

Create your [YellowBot](#) listing.



Manta

Manta is an online directory that receives over 30 million unique visitors per month. According to *Inc.*, it is one of the fastest growing business sites on the Internet.

Advantages

- A fantastic way to increase your website traffic with paid business optimization packages
- Get set up within minutes
- Highlight your products and brands on your business profile

Create your [Manta](#) listing.



Citysearch

Citysearch is an excellent network for restaurants, bars, spas, hotels, restaurants and more. It's free to get a listing and easy to update your profile once you're listed in their search results. Citysearch also offers city guides for the most popular cities in the United States.

Advantages

- Vast partner network including Expedia, Urbanspoon, MerchantCircle and more
- Profile includes a fun welcome message for viewers
- Customers access business listings through popular Citysearch mobile app

Create your [Citysearch](#) listing.



MapQuest

MapQuest is a web mapping service to help bring local customers right to your business doorstep. This listing is great for businesses that are trying to get customers to visit a physical location.

Advantages

- Detailed driving directions to your business are available
- Only \$3/week
- One central dashboard to manage business listings across multiple sites (paid service)

Create your [MapQuest](#) listing.



Local.com

Local.com is a free business directory powered by Yext.com. Local.com offers searchers detailed information about everything going on in their city, including events, deals and information on popular businesses.

Advantages

- Additional advertising options available
- Add a coupon to attract customers
- Resources available to make sure your business is listed correctly across the web

Create your [Local.com](#) listing.



Foursquare

Not only is Foursquare a popular business directory, it's a popular social networking site. Customers can check in and comment on your business — ultimately leading more potential customers to your business.

Advantages

- Connect your Twitter handle, so visitors can Tweet you
- Add a map so people can “check-in” to your business
- Popular mobile app available

Create your [Foursquare](#) listing.



DexKnows

DexKnows is a popular online directory that not only allows you a business listing, but provides a way for you to track how your customers engage with your profile, thus allowing you to track your online reputation.

Advantages

- Identify places where you can advertise both online and in print
- Detailed lead information available through reporting tools
- Monitor your ratings and reviews

Create your [DexKnows](#) listing.



The Business Journals

The Business Journals is a local listing that has 4 levels of service options— free, bronze, silver, and gold. Each service option displays your listing in the directory, but the more you pay, the more opportunities you have to receive targeted traffic to your website.

Advantages

- 8 million monthly searchers
- Searchers have an average income of \$97K+
- 84% of searchers shop online

Create your [Business Journals](#) listing.

Angie's list

Angie's List

Angie's List is one of the most well respected online directories for services, and is touted for its ability to provide accurate and reliable reviews to readers. If you're looking to establish an online reputation through positive reviews, Angie's list is a must.

Advantages

- Online reputation management services
- Ability to read and respond to reviews
- Access to additional helpful business tools

Create your [Angie's List](#) listing.



Hotfrog

Hotfrog is a free online directory whose aim is to help get your website listed in Google's search results.

Advantages

- Registration takes less than 5 minutes
- Add as much detail to your profile as you would like for free
- Create coupons to incentivize your customers

Create your [Hotfrog](#) listing.



Kudzu

Kudzu is free and geared toward homeowners that are interested in making renovations. If you offer any type of home improvement services, make sure you list your business on Kudzu.

Advantages

- 93% of Kudzu users are homeowners
- 74% of those homeowners are interested in home renovation projects
- Enhanced profiles come with a dedicated account manager to help you boost your website in search results

Create your [Kudzu](#) listing.



OUR EXPERTISE IS AT YOUR COMMAND.

Call **866.255.9077** today or simply [request a call](#) for a free online marketing consultation to get started.

Deluxe: A Trusted Resource for Small Business

- 4 million small business customers
- 680,000+ websites hosted
- Business marketing experts
- Helping small businesses succeed since 1915

Get More Expert Tips

- Attend our free online marketing webinars at deluxe.com/webinars
- Stop by our [blog](#) to get new ideas to market and run your business