25+ Local Search Engines, Online Yellow Pages, & Local Business Directories

LOCAL SEARCH ENGINES

This is a list of major search engines that allow you to localize business profiles and listings. Some of these accounts also allow you to create a local map once the account is created. These are best if you have a local business (but you do not necessarily need to have a physical address).

1. **Bing Local Listing Center**   (https://www.bingplaces.com/)

Click on the "Add new listing" button to create Business Listings.

If the business is not currently listed in Bing, you will be prompted to continue by logging in with a Windows Live ID email and password. If you currently have a HotMail account, you can use that to login to Bing/Windows Live, however, I would suggest you create a new Windows Live account from scratch.

Bing will send a verification letter via postal mail to the business address.
A response must be submitted prior to the listing going live.

2. **Google Places**   (http://www.google.com/places)

You will need to create a free Google email account if you do not currently have one. After the profile data is submitted, you will be required to validate the account via phone (instant), or via postal mail (2-3 weeks). You should also visit the Google Places Quality Guidelines page to educate yourself further about Google Local listings.

3. **Local.com**   (http://www.localcorporation.com/claim-your-listing/)

Click on "Claim Your Business Listing" at the bottom of the page. Then do a search on the business name and location.

4. **Yahoo Local**   (https://smallbusiness.yahoo.com/local-listings?s_local=add)

Click on the "Add a Business" link at the bottom of the page. Scroll down and click on 'Sign Up' under 'Try Local Basic Listing for Free.' Yahoo Local profiles and maps will appear 3-5 days after submission, provided everything passes review.

5. **Foursquare**   (https://foursquare.com/venue/claim)

Click on the 'Your Listing' link in the upper right hand corner. Search for your business and if it's not already listed you'll be able to add it.

ONLINE YELLOW PAGES

These sites are basically the online equivalent of the hard copy Yellow Pages book. Listing your Business Profile on several of these yellow page sites will generally get it listed in several other smaller yellow page directories as well. The reason being, many of the major yellow page sites feed profile content to these smaller directories and yellow page style sites.

1. MagicYellow   (http://www.magicyellow.com/)

Click on the "Add Your Business" link in the upper right hand of the web page.

2. SuperPages.com   (http://www.superpages.com/)

Click on 'Free Advertising' at the bottom of the page to create the listing. They also provide yellow pages search results for the following sites: Switchboard, About, 411.info, WhitePages, InfoSpace, Bigfoot and many more.

3. YellowPages.com   (http://www.yellowpages.com/)

Scroll down to 'Get Your Free Listings' to sign-up for your free listing. They generally publish your submitted listing within 30 days.

4. Yellowbook.com   (http://www.yellowbook.com/)

Click on "Advertise with Us" to complete the advertising form. Then select the *"Free Business Listing"* check box.

LOCAL BUSINESS REVIEW DIRECTORIES

The following are socially interactive directories that allow consumers to review and rate local merchants. It's important to note that these directories can be a blessing when you consistently provide quality customer service, however, they can also be a curse if you provide poor customer service.

1. CheckMyReviews.com   (http://checkmyreviews.com/user/register.aspx)

You should only add a listing here if your business is service oriented. Click on 'Join Free' in the upper right hand corner.

2. CitySquares   (http://citysquares.com/add_business)

Click on 'Add Your Business' at the bottom of the site. And then click on the 'Sign up' button on the next page.

3. Cylex (http://www.cylex-usa.com/)

Register to add your business. For US businesses.

4. InsiderPages.com (http://www.insiderpages.com/)

Search for your business on InsiderPages.com. If it is found, click on the 'claim listing' link below the listing. If it is not found, click on the 'Add a New Business' button below the search results.

5. MojoPages.com (http://www.mojopages.com/biz/signup)

Click on the "Business Owners" at the bottom of the page. Then enter the business phone number, if it's not found you will be able to create a new Business Profile.

6. YellowBot (http://www.yellowbot.com/)

Click on 'add your business listing' at the bottom of the site.

7. Yelp (http://www.yelp.com/)

Add a free business listing by creating a regular member account. Next, click on *"Write Review"* and search for your business. If the business isn't listed yet, you will have the opportunity to add it.

LOCAL BUSINESS DIRECTORIES

Some of these directories also feed to smaller local business directories.

1. 6Qube Directory (http://6qubedirectory.com/create-listing/)

Click on 'Free Business Listing' in the upper right hand corner.

2. Best of the Web (see description)

To create a free *"Jump Start"* business listing follow this link:
https://secure.botw.org/secure/Signup.aspx?type=jumpstart&directory=local

3. BizHWY (http://www.bizhwy.com/addlisting.php)

Click on the 'Free Business Listing' link at the bottom of the site.

4. BizJournals (http://businessdirectory.bizjournals.com/advertise)

5. Brownbook.net (http://www.brownbook.net/business/add/)

Click on the 'Add a Business' link in the upper right hand corner.

6. GetFreeListing.com (http://www.getfreelisting.com/Registration.aspx)

Click on the *"Post Listing"* link in the upper right. This listing expires after one year.

7. GoMyLocal.com (http://www.gomylocal.com/)

Click the *"Add A Free Listing"* link in the upper right.

8. HotFrog.com (http://www.hotfrog.com/AddYourBusinessSingle.aspx)

Click on the *"Add your business "* button at the bottom of the site to begin submitting the Business Profile.

9. infoUSA.com (http://www.infousa.com/)

Click the "Update My Listing" link at the bottom of the page. Search for your business name. If it is not found you can click on 'Add it Now' below the search results. It can take up to 60 days before the profile is active. infoUSA data powers 85% of online directory searches and 90% of in-car GPS navigation.

10. JustClickLocal (http://www.justclicklocal.com/user/join)

Go to the bottom of the web page and click the "Add Your Business" link.

11. LocalPages.com (http://www.localpages.com/advertise/free_listing/)

Complete the free advertising They may contact you prior to providing you with a free listing. It's actually a sort of soft sell call. Just let them know that you wish to see the type results the free listing yields before considering any paid option.

12. Merchant Circle (http://www.merchantcircle.com/corporate/landing/signup.html)

Click the 'Join Now' link and then click 'Free Online Advertising' button on the next page. This is a large and well established directory.