

# How Do Online Directories Benefit Small Businesses?

## Part 2

By Henry Bockman, Contractor's Foundation

There are many benefits associated with listing your small business in an online directory. This article lists some of these many benefits. Remember, the more online directories you can list your business in, the more benefits you will reap.

**Exposure.** Exposure is important for all business marketing strategies. After all, the more people who are exposed to your business, the more people are likely to utilize your business's services. If online viewers aren't able to see your website or even know that it exists, then they probably aren't going to purchase your products or services.

Listing your business's website in online directories helps your website to gain exposure. Thousands of people use online directories everyday to find things they are interested in. These are people who are actively searching for websites that are directly related to your products or services. They are already looking – all you have to do is make it easy to find you. Online directories will expose your business to more online viewers, which could increase traffic to your website, leading to our second benefit.

**Increased Traffic.** There are several ways that online directories can help you increase the amount of traffic your website receives. For starters, the more exposure your website has, the more people are likely to visit it.

But online directories offer more than just exposure from potential viewers. They also offer

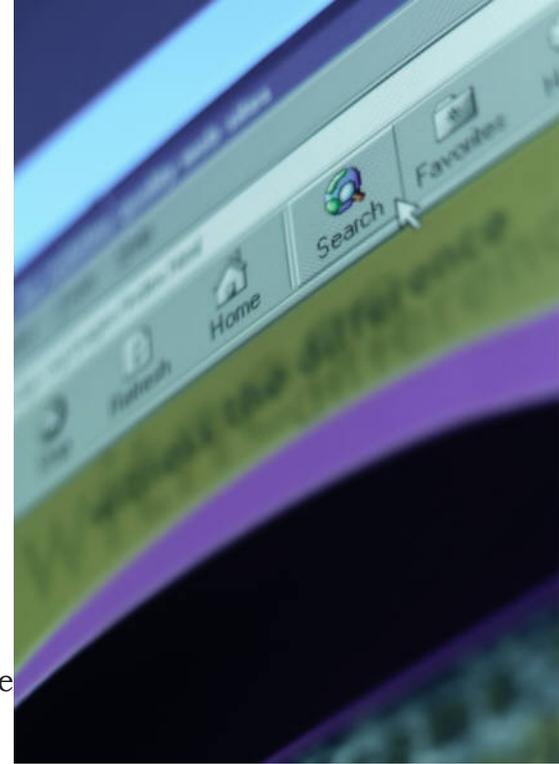
exposure to the various major search engine crawlers like Google and Yahoo. This increases the chances that your website will appear on major search engine results pages or SERPs, which will allow more people to see the website when they perform a regular search. Both search engine optimization exposure and exposure to more people who are searching for your website could result in increased traffic to your small business's website.

**Cheap Advertising.** As a small business owner, you already understand the importance of advertising. You know that it helps customers to find your business and recognize your name and brand.

You probably have little room in your budget for more advertising right at this moment. That is one of the major benefits of listing your business's website in an online directory. Online directories are inexpensive to join and they offer a lot of exposure for the price.

Some online directories will allow you to list your business for free, while others will charge a minimal fee. Either way, you are getting a lot of exposure for less money than you would spend on a TV or radio advertisement.

**Professional Appearance.** You want everything about your business to look professional in the eyes of your customers. A professional appearance enhances your status and makes customers more likely to patronize



your business. Online directories help you to look like a professional business.

When an online consumer sees your business listing in an online directory they will consider your business to be an authority on the subject and a professional place to do business. Unlike a search that is performed on a major search engine like Google where there is little difference between the legitimate websites relating to a topic and the less-than-useful websites, online directories are mostly legitimate websites. Online consumers are more likely to trust what they see on online directories.

**SEO Benefits.** Online directories offer several search engine optimization or SEO benefits as well. First off, these online directories offer you more inbound links. When an online viewer sees your website link in an online directory, they will be able to click on it and be instantly redirected to your website. This is a great way to increase traffic. It is a great way to improve your status in the eyes of search engine crawlers too. The more backlinks that a search

engine crawler can find, the more relevant they will rank your website. This is especially true of authoritative online directories. Being linked to a major online directory, such as Google Places, will give your website more relevancy in the eyes of Google's search engine crawlers. This will result in a higher page ranking on the SERP.

As you know, a higher search engine result page rank you get, the more people are going to click on your website link.

**Increased Revenue.** When more people are able to find your website, it increases the chances that they will visit your website. When people visit your website, they are more likely to purchase your goods or services. This means that online directories can help you increase your revenue stream. Online directories are good for your bottom line.

**Increased Brand Recognition and Customer Interaction.** When an online viewer locates your website through an online directory, they are more likely to remember your business's name and directly interact with it. Online directories can help your business stand out to customers as well. Overall, listing your small business in an online directory will help you to create a more comprehensive and effective online presence.

Listing your small business's website with several online directories will help more people find your website, whether they are specifically searching for it or if they are just browsing around. In addition to gaining exposure, online directories will provide major SEO benefits, which will help your website get found by search engines. Increased exposure and higher search engine rankings will result in more traffic to your website, which will result in higher revenue.

There are many different types of online directories, from large global directories to small, niche and location-specific ones. Some examples of other types of online directories can include reciprocal link directories, free directories, paid, directories, Business 2 Business directories, theme-related directories, small business directories and many, many more.

**Got GREEN?**  
AN AALADIN EXCLUSIVE

**Pressure Washers that Pay for Themselves!**

- 96-98% Efficient
- 35-38% Less Fuel
- Reduced Installation Cost

Check out our **ECO-GREEN** Line of Equipment At your local Distributor

**Aaladin**  
CLEANING SYSTEMS  
INSPIRING AN INDUSTRY

## Why You Should Consider Listing Your Small Business in an Online Directory

Apart from the concept that online directories will increase the amount of exposure your website gets and help with your SEO strategies, they are also a very effective way to directly target potential customers. Online directories make it easy for online users to find something they want.

According to a study performed by Burke, 8 out of 10 people will use a print or online directory to find companies or products they are looking for. The same study also suggested that 8 out of 10 people who use these directories to locate a business do so with the intent to purchase a product or service from them. This is a very effective form of targeted advertising. The customer already needs or wants your product or service and you can directly target them by listing your website in an online directory.

Another reason why you should consider listing your small business has to do with your Return On Investment or ROI. Since the potential benefits of getting increased website traffic are great when compared to how much you will have to spend to list your website in an online directory, you can see a great return on your investment in the form of increased revenue. You also want to keep your brand and your company name in the minds of consumers at all times, which is something else that an online directory can help with.

In next month's *eClean*, we will finish this article series by talking about which online directories you should use for your small business.

*After leaving the military, Henry Bockman started a home maintenance company in Maryland called Henry's Housework. Since 1989 Henry Bockman has dedicated himself to learning everything he can about marketing, web site development and Internet Marketing Systems.*

*Bockman currently resides in Maryland with his wife of over 20 years and two teenagers. He operates 5 companies, 2contracting*

*companies; Henry's Housework Inc, Commercial Restorations, a marketing company called Extreme Marketing Solutions which specializes in SEO, Social Media Marketing, online marketing, and lead generation.*

*Contractors Foundation, which is a training company that provides power washing training, marketing and business success classes to help companies start up and succeed in any type of service based business, He also runs two On-line companies and several internet directories.*

Normally I sell this information with a step by step guide and a list of over 250 other directory sites for \$29.99, but since you are an *eClean* Magazine Reader, You Can Get A Free Copy! Just click the link below and use Coupon Code: *eCleanMag* for your discount!

<http://contractorsfoundation.com/product-category/business-marketing-guides-service-companies/>

Please Leave A Review On This Article And The Guide Here: <http://contractorsfoundation.com/shop/get-listed-create-a-steady-stream-of-customers-to-your-web-site/>