

- A SHINE ONLINE PUBLICATION -

THE

10 BEST BUSINESS

DIRECTORIES FOR SEO



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INTRO



Why your business should
be listed?





Your Blueprint for Local SEO

It doesn't matter what niche you're in.

Google's users (and your potential customers) are constantly searching for local businesses. Google knows this and gives a **higher ranking** to businesses that can indicate to Google they are both relevant and local. Google's algorithm changes have really emphasized this, so search results that were once very similar Australia wide, are now quite varied in different locations (i.e. Brisbane vs Sydney)

There are a number of **local SEO** (Search engine optimization) strategies to drive more targeted visitors to your website.

They are all important, but one of the biggest local search boosts comes from local **business directory** listings.

Business directories are not just for driving search traffic, they can also provide referral traffic from people clicking through from your listing.

So time to start finding directories and submitting your business right?

Wait! Before you start submitting your business there's a couple of things to get in order.

Prepare your business listing information

Directory submissions involve entering the same information repeatedly so it's best to be prepared to avoid wasting a lot of time. Gather the following information into one document.

- 2 – 3 Business listing titles
- Submission email address
- Business contact email address
- Business phone number
- Social media links
- 2 – 3 Unique business descriptions (Typically 200 words max)
- Square logo image (300px is best viewed on most websites)
- 5 Business related images
- Business ABN

Having this data on hand to copy information will make this process much faster.



Directory submission tools

Automatically submitting business listings is a nice idea but doesn't work well in practice. Different directories are built on different platforms and have unique fields and customization. Some even have hidden fields to trick these submission tools. This means the listings either fail or have missing or incorrect information.

A semi-automatic approach is best. Try using a auto complete tool like the [JUNKFILL](#) chrome extension to assist with form completion, and then manually review the fields.

Directory submission tips

Here's a few bonus tips for getting the most from your directory submissions.

- Search each directory for the business name and URL to ensure no duplicate listings are created.
- Use consistent login details for easy follow-up.
- Make listings as complete as possible to maximize value.
- Vary titles and descriptions to create a unique listing.
- Use a dedicated email to separate confirmation & marketing emails from personal email.
- Expect a few phone calls from directories upselling premium listings.
- Check for confirmation emails immediately and after 5 days.

Lastly don't forget to ask your clients to give a review of your product or service on the directories to boost you profile, referral traffic and backlink value! If you find more business directories that pass the tests above please email our team (info@shineonline.com.au) so we can continue helping Australian businesses.

If you don't have the time to carry out all of the necessary steps we would be happy to help, click the button below and submit the contact form and we will be in touch.

20 Directory submissions completed in 3 weeks for just \$299.
Click to Start Today!

CHAPTER ONE



Where should your business
be listed?





Top 10 Business Directories

It doesn't matter what niche you're in.

To make things easy for you we have listed our top 10 favourite Business Directories.

Business Directory URL

1. <https://www.google.com.au/business/>
2. <https://www.facebook.com/pages/create>
3. <https://business.twitter.com/en/basics/create-a-twitter-business-profile.html>
4. <https://business.instagram.com/>
5. <https://www.bingplaces.com/>
6. <https://business.linkedin.com/marketing-solutions/company-pages/get-started>
7. <http://www.truelocal.com.au/business-centre/your-listing/5CEE4944-14B7-428C-9058-8DDEFDE2D357>
8. www.hotfrog.com.au
9. www.womo.com.au
10. <http://www.gumtree.com.au/>

Want more local customers? Want to rank for local search results in your neighbourhood? Then our local directory submission services are for you!

When it comes to appearing in Google's local search results, quality directory listings are one of the biggest factors. And our team are the Australian directory experts. From hair salons to landscapers, dentists to auto electricians our directory submission service has increased local search visibility every time.

You could pick up the information on the web and follow the steps yourself. You could also renovate your bathroom rather than hire a contractor if you had the luxury of time. But we find most business owners don't. You have a business to run, and chances are without the right tools and knowledge you could end up with a few leaks.

Would you like the Shine Online team to do this for you? No not the bathroom, the directory listings bit. To be successful we should stay with what we do well.

All you need do is make your customers happy, and provide us with some basic business information. I'll take care of the rest.

20 Directory submissions completed in 3 weeks for
just \$299. Click to Start Today!

CHAPTER TWO



How it works.





Get on your customers' radar

20 Directory submissions completed in 3 weeks for just \$399

Business Details

Before we get the word out about town, we need some details about your business. Simply complete an easy questionnaire so we can ensure your business address, contact information and opening hours are consistent across the web.

Existing Listings Check

Before any directory submissions are made, we thoroughly check for existing business listings to ensure we never create duplicates. The existing listings we do find are checked for the correct business name, address and phone number.

Updated 2017 Directory List

We completed 2700 +business directory listings in 2016, building the most up to date Australian focused directory database. This means more approvals, more value and higher rankings for your dollar.

Quality Directory Submission

We'll submit your business to the best Australian directories, including as much detail as possible. We check and review for consistent information, and quality listings. A higher standard has a bigger impact on local search rankings..

Customer Review Template

Online reviews influence buying decisions and increase clicks. We'll send a custom review template (linked to your top listings) that you can just drop into thank you emails. All you need do is make your customers happy, and ask for a review.

Directory Submission Reporting

We'll complete your directory submission project in 3 weeks and send a detailed report so you can manage your listings. The report will include everything you need, usernames, passwords, listing url's and the status of each listing (approved, pending, existing).

“ *Innovation needs to be part of your culture. Consumers are transforming faster than we are, and if we don't catch up, we're in trouble.* ”

- Ian Schafer, Miramax Films



AFFORDABLE LISTINGS TO GET YOUR BUSINESS --- NOTICED

Get on your customers radar. Be found in
local search results!

(02) 9676 1039

0498 074 463

info@shineonline.com.au

www.shineonline.com.au

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just \$299. Click to Start Today!