

Thank you for making it all the way here, congratulations!

Have you been struggling with one or more of the following?

- Do you want your business to be easier to find on Internet but not sure how to do it?
- Are you tired of listing your business in tens of different online directories but seeing no real difference?
- Have you spent hours and hours researching this topic and ended up being even more confused then before?

To be honest, at the very beginning we had the same issues. We listed a lot but after some time we found out, that the quantity is not the answer because we were not seeing the real results. So we started testing and comparing online directories based on how they perform for local business online searches.

What we wanted was not just another random page with the company name and number, but actually a high quality listing that will help potential clients find given business online faster and easier, because the truth is that not every listing has the same value and importance.

We also took a look at customers' behaviour and focused on different search engines and devices to cover as wide audience as possible. It's also important to mention that our target area was Canada respectively Calgary.

The results of our research are incorporated in this e-book and will help you to get visible at the main online places where your business should be listed to improve your overall presence on the Internet.

TOP 7 ONLINE DIRECTORIES

1. Google My Business

2. Apple Maps

3. Bing Places for Business

4. Yelp

5. Kijiji

6. TripAdvisor

7. Homestars



GOOGLE MY BUSINESS (GMB)

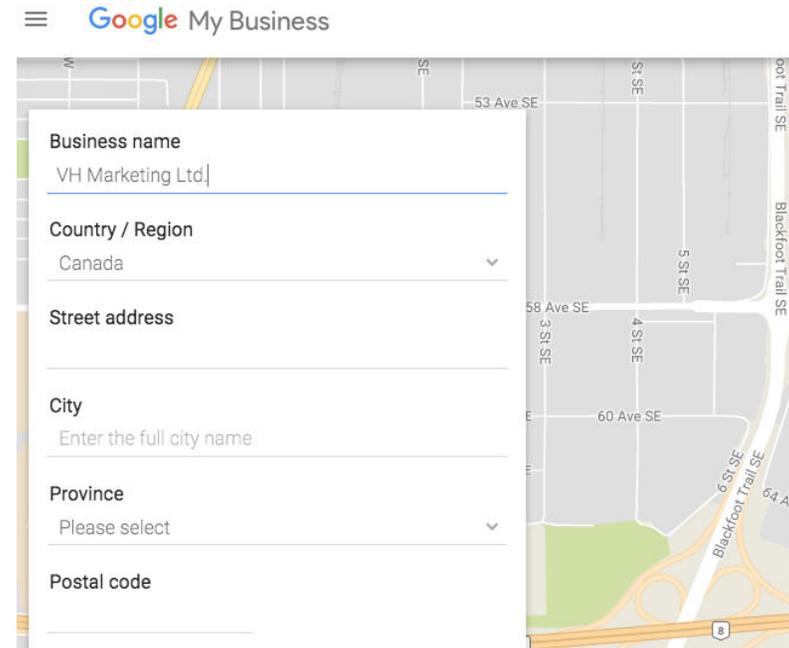
Believe it or not, around 67% of Internet users in Canada are looking for businesses such as yours on Google. That is a whole lot of people and surely you want to be seen by them. GMB is also interconnected with Google Maps that are used by millions of people every day.

So, wait no more and create your GMB listing for your company. It is free you only need to have a Google account. If you don't have one yet, do not worry it is quite simple to set it up.

Then click on <https://business.google.com> and start writing your business name. You may find out, that your business is already listed there and you can claim it as yours.

If you have not found your business on GMB listing you can create your listing now, just follow the prompts. Always double check that the business information is correct because that's how it's going to appear to customers across Google.

After you entered all the information, you should verify your business. Verified businesses are considered more reputable.



Marketing

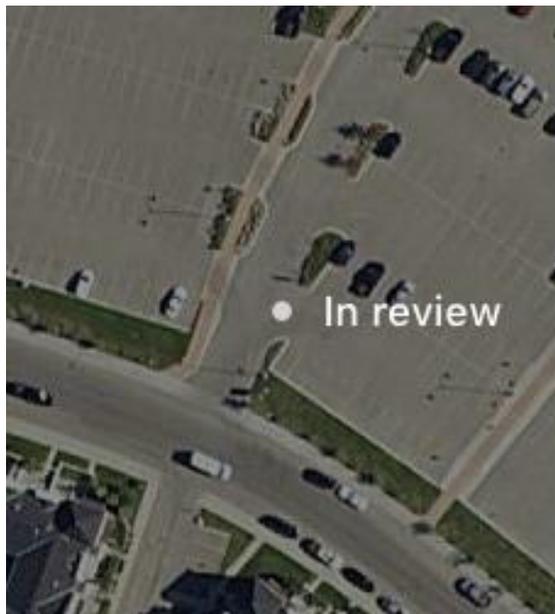


<https://effortless.marketing/>

APPLE MAPS

In Canada, the majority of mobile phone users are smartphone users. Android sales keep growing, leaving Apple with iOS behind as the second strongest brand on the market. More and more people use their mobile devices every day on the go for checking their e-mails, social media accounts but also for browsing the Internet looking for products and services. Local results appear for people who search for businesses and places near their location and that is where you want to be noticed.

To make your business visible on Apple Maps, go to <https://mapsconnect.apple.com/>.



You will need your Apple ID to sign in, if you don't have it, create one on the same page. In the next steps choose your preferred language and agree to the Terms of Use.

Similar as with GMB first search your business name to find out if it's already there or not. If yes, you can claim it and if not add it as a new place.

Fill out all relevant information about your business including the phone number. Apple will send you a verification code to this number to finish the registration process.

After that they take some time to review and approve your listing.



BING PLACES FOR BUSINESS

Bing is the third most popular search engine in Canada being used by almost 10% of the users. This may sound as not too much, but comparing to Ask and others that follow with less than 1% it's still a big portion of the market. It's owned and operated by Microsoft.

One of its features is listing of local businesses. If you want to be among millions of businesses already listed with Bing, go ahead and register at [Bing Places for Business](#).

As with the previous ones, you can claim existing listing or create new one. If your business has more than one location, you can add them in one via bulk upload.

You can also add pictures of your business and services that you offer, hours of operation and of course all contact information.

After you fill in all the details about your business submit it and you will be asked to verify your business. They will send you a PIN by mail to the address you have provided.

The verification helps against unauthorized changes to the listing.

Choose your segment of business

-  Arts & Entertainment
e.g. art galleries, attractions, museums, amusement parks, live music concerts, nightclubs, casinos, theaters, event spaces etc.
-  Banking & Finance
e.g. accountants, banks, ATMs, brokers, currency exchange, insurance companies & agents, loan, mortgage etc.
-  Business-to-Business
Businesses that offer products or services to other businesses and **do not engage with consumers directly**.
e.g. B2B Advertising, B2B Manufacturing and Supplies, B2B Agriculture and food, B2B Storage and transport etc.
-  Education
e.g. colleges, universities, schools, education offices, dance classes, driving school, tutors etc.
-  Food & Drink
e.g. restaurants, bars, pubs, cafe, fast food, catering services, wineries etc.

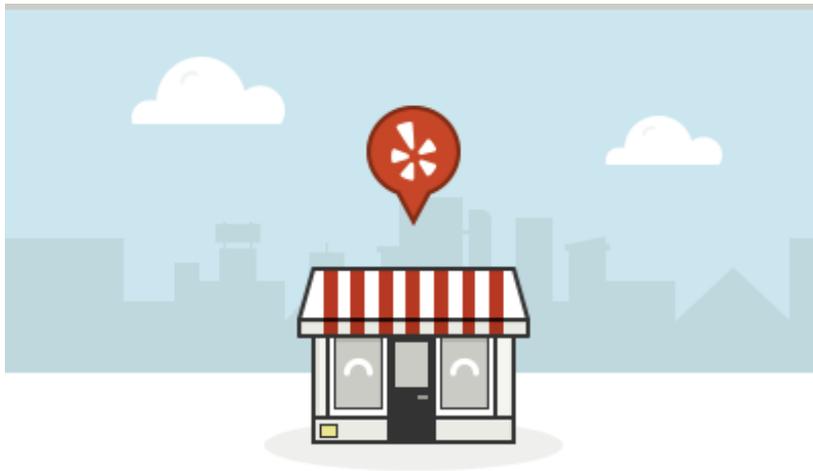


Yelp is a multinational corporation, developer and host of Yelp.com with around 135 million visitors per month worldwide. In Canada it is around 6 million monthly unique visitors. Yelp has very high domain authority so it ranks well on Google and throughout many industry types.

If your business is listed on Yelp, there are high chances that you will be found by many potential customers.

Again, the case can be that your business is already listed there without you doing anything for it. The risk though is that the information about your company is incorrect or incomplete and therefore not considered trustworthy by the viewers.

Show the visitors that you are truly engaged in your business and claim or create your business listing - <https://biz.yelp.ca/>.



Search for your business name and see if it's already listed and if it is claimed or not. If not, you will be able to create a free account to manage your information. If you cannot find your company name, you can add your business by filling out registration form including the address, phone number, web page, hours etc.

After submitting your business information, it will be verified and approved and you will be able to claim your business page.



KIJJI

Kijiji is fully owned by eBay, it is the most popular online classified advertising service in Canada. Around 16 million Canadians use Kijiji every month. It is local you can post Free ads or invest few bucks in paid ones.

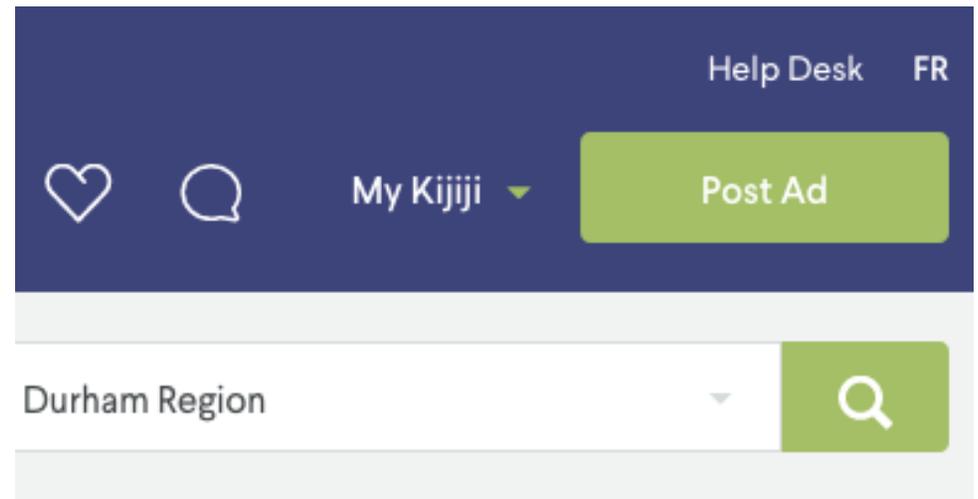
By using [Kijiji](#) you not only directly advertise your products or services but you are making yourself easier to find on search engines.

Before you did not even have to be registered to post an ad. That has recently changed and you must have your account before you can publish anything. The registration is simple and it allows you to easily manage your ads, profile information, payment history and more.

To start you only need your e-mail address and a password. You will receive an e-mail from Kijiji with a link that you click on to confirm your e-mail address.

Now you can go to My Kijiji to update your profile information and start posting ads.

You also get to see messages from potential customers that will come to your e-mail address as well.





TRIPADVISOR

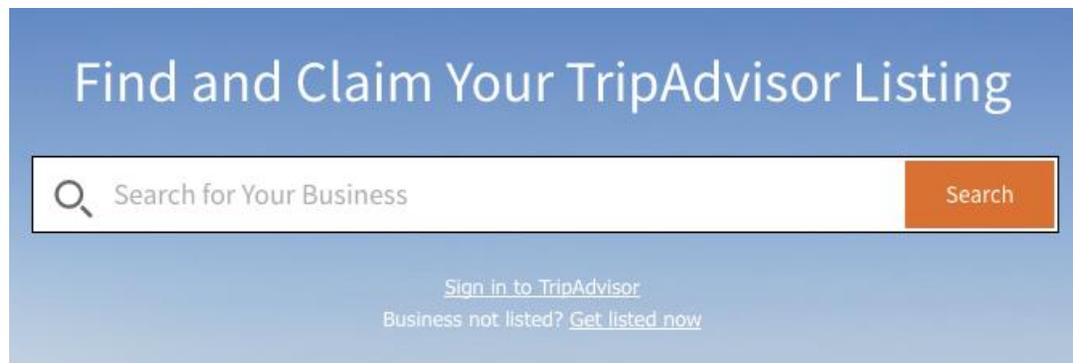


TripAdvisor is one of the world's largest travel sites providing hotel, restaurants and other travel-related businesses reviews and the number 1 travel website in Canada. The website services are free for users.

With TripAdvisor you can actually reach beyond your local customers potential. It is used worldwide therefore your business listing can be seen by travelers who are planning their trips to your city from all around the globe. Positive reviews can help you grow your business and as other websites with high domain authority TripAdvisor is popular for the search engines.

Visit [TripAdvisor for Business](#) page to find out if your business is already present on TripAdvisor since anyone can add a business to claim it or if not to create a new listing. You will have to decide which category your business belong in and then fill out the necessary information.

You can also upload small size pictures. It might take few days before your information appears on the website, so be patient.



When your listing becomes active you can manage your account as well as react to the reviews posted by the TripAdvisor users. You cannot delete them, but it's good to reply to every one of them good or bad.

The HomeStars logo is a blue speech bubble with the word "HomeStars" written in white, bold, sans-serif font.

HOMESTARS

As TripAdvisor is more suitable for businesses offering beauty, wellness and similar services, Homestars on the other hand is a place to be for construction, home improvement and related businesses. As they say it's a "word-of-mouth" online. If your reviews prove the quality of your service your chances to get more business are growing with each of them.

To set up your profile for free [start here](#) with your company registration. Your free profile allows you to manage your information, get customers reviews and respond to them, also access their mobile application.

With the paid version you can customize your profile page with your logo, profile picture, gallery with photos and videos, place free sponsored ads and get live phone and web support.

How it works



Showcase your company

Create a profile and share your story through customer reviews, photos, and even videos.



Stay informed

See all the great things your customers are saying about your work and your team.



Get more connections

Expose your company to over **5,000,000** homeowners who visit HomeStars every year.

DON'T FORGET TO INCLUDE THIS INFORMATION ON EVERY LISTING:

Most directories require some or all of following information. Make sure you keep it the same on each site.

- Business name
- Address (city, state, zip)
- Main phone number
- Website
- E-mail address
- Business hours
- Description of your business
- Business categories
- Keywords
- Logo and pictures
- Social media links

If possible, make a list of the directories you are listed in and check them regularly to keep your information up to date, at least once every six months.



If you can, encourage your customers, especially the happy ones, to write a review for you. Keep an eye on all the reviews and react to them as soon as possible.

At the end of the day, having more satisfied customers is the ultimate goal for every business.