

YOUR GUIDE TO DIRECTORIES

WHERE YOU SHOULD BE LISTED, WHAT YOU SHOULD INCLUDE, AND KEY TIPS TO KEEP IN MIND

The critical places where you should have a profile or a listing include, at a minimum:

- Google My Business
- Facebook for Business
- LinkedIn
- Yelp
- Yellow Pages
- Bing
- Yahoo!
- Merchant Circle
- SuperPages
- CitySearch
- Manta
- MapQuest

When you're filling out your profiles, make sure you follow these best practices:

01 MAKE SURE EVERYTHING IS CONSISTENT EVERYWHERE.

Down to the last period and capital letter, you want to make sure that your address and phone number information is the same across every platform. The best way to do this is to create a document that has it the "right way" and to copy and paste into each directory you're utilizing. Or, look into a paid service like Yext where you enter it once and they populate all the directories for you.

03 IF YOU'RE GOING TO ALLOW REVIEWS, NEVER LET THEM BE FAKE ONES.

If your compliance department and regulating organizations allow for reviews on your profile(s), don't ask your parents, spouse or employees to review you.

Directories have gotten smart enough to search for a connection between your company and the people who review, and they'll likely delete those glowing reviews and penalize you moving forward.

02 MAXIMIZE THE PROFILE AS MUCH AS YOU CAN.

If you're given the option to utilize extras as part of your profile - like a profile picture, office pictures, or unique ways to share what you do, then use them! Even if that means paying a small upgrade fee. The more maximized your profile is, the more likely people are going to contact you because you're showing that you care enough to take the time to give them what they want to know anyway.

04 DON'T FORGET TO MAKE UPDATES!

Directories are as much a part of your brand as your website is, so when something changes, be sure to go back and update all of them! If you move, change your phone number, your website address, or something big in your strategic client-facing approach changes, you should take the time to make those same changes in all the directories where your business is listed so that people vetting you see the "latest and greatest."