

The Definitive Guide to Online Listings

Claiming any listing of your business online verifies that you are the owner of a valid business and authorized to maintain its presence on the web. Each online local business index has its own claiming process with unique steps to verify your listing. This article provides a general picture of what you can expect to experience during the claiming process at most local business indexes.

Most entities will first ask you to determine whether your business already exists in their index. Don't be surprised if it does, even if you've never created a listing there! Unless your business opened its doors today, chances are, there is some record of its existence on the web. In general, you'll be prompted to enter your business name or phone number to discover any existent listings.

Next, you'll review any existing information, correct any incorrect information, and provide any new or missing information about your business name, address, phone number, website address, business categories, and other details. This is when accuracy and consistency really count! Remember: You want your core business details (name, address, phone, website) to be identical on every listing.

Once you've filled out your business's information, you'll be asked to go through a verification process. This typically happens in one of three ways:

Via an immediate phone call during which you'll verify via a pin number

Via a postal mail postcard and pin number verification

Via an email in which you'll be clicking on a verification link

If you are verifying via postcard, alert all staff members who retrieve mail to be on the lookout for the postcard. These typically arrive within a couple of weeks, but are rather plain and small. You don't want them to get lost! Check your mail carefully each day.

The time between completing verification and seeing your listing appear online varies widely from search engine to search engine. In some cases, your listing will be live in a matter of days or even minutes, but other local search engines have a lengthy manual review process, meaning that it can take several months for your listing to be approved for publication. While you wait, resist the urge to make any further changes to your submitted listings; this will only cause problems. Just be patient and check from time to time to see whether your business has gained full inclusion.

In certain indexes, such as Google Places/Google+ Local, any future changes to core data such as the business name or phone number may trigger the need to re-verify.

However, you can typically edit things like business descriptions and photos without any need to go through the verification process again.

The verification process is easier at some search engines than others. If you're setting out to claim many listings at once, you may want to create a simple spreadsheet that helps you keep track of your efforts and progress with each listing you're creating and/or claiming.

As a local business, attracting new customers can be a major challenge. Quickly disappearing are the days when people go to the Yellow Pages to find local businesses. Today, people are turning to the internet as a way to find trusted business recommendations. One way local businesses can get found is through inclusion in online directories. Adding a listing to these online directories is easy, but if you only list in a few, you're really missing a huge opportunity to get found by online searchers.

Every individual directory that you submit to is another chance to get found online, so it's important to make sure you're listed in every directory possible. I have compiled a list of many popular local directories available on the internet. Filling out the forms over and over again can be a big pain, so here's a link to an autofill add-on for Firefox that should help prevent carpal tunnel.

To learn more about how to use SEO to generate more leads and customers for your business, download our free SEO kit [here](#).

The 55 Largest Local Business Directories in the US

These local directory sites, according to Compete.com, have the largest amount of traffic and are listed by size – largest first. In cases where the site is more than a directory, such as Mapquest, we have tried to estimate what % of their traffic goes to the directory. Improving your presence on these directories means your business will be exposed to a wide audience of local searchers. (The directories listed in **bold** are more important)

1. Google Places (aka Google+ Local)
2. Facebook
3. LinkedIn
4. **Yellowpages.com**
5. **Yelp**
6. **Local.com**
7. **WhitePages.com**
8. Manta
9. **SuperPages**
10. **CitySearch**
11. Patch
12. City-Data
13. MerchantCircle

14. Yellowbook.com
- 15. Yahoo Local**
- 16. Mapquest**
17. Topix
18. DexKnows
19. Yellow.com
20. BBB.org
21. ServiceMagic
- 22. Angieslist**
23. AreaConnect
24. Foursquare
25. AmericanTowns
26. BizJournals
27. LocalGuides
28. 411.com
29. Yellowpages.aol.com
30. Insider Pages
31. MagicYellow
32. Hotfrog.com
33. Mojopages
34. Switchboard
35. Demandforce
36. MojoPages
37. Bundle
38. Metromix
39. Yellowbot
40. Kudzu
41. ShowMeLocal
42. ChamberofCommerce
43. LocalPages
44. HopStop
45. YellowMoxie
46. Phonenumbers.com
47. Best of the Web Local
48. Yellowise
49. GetFave
50. Tupalo
- 51. ZipLocal**
- 52. EZLocal**
53. CitySquares
54. USCity.net
55. LocalDatabase
56. Biznik
- 57. Dmoz.org**
- 58. Healthprofs**
- 59. Medline Plus**

60. Medical Matrix
61. Healthdirectorymoz
62. Healthlinks
63. WebMd
64. Shareguide
65. Naturalmedicine.com
66. ALternativemedicinedirectory
67. naturalhealers
68. Naturalhealthadvisory
69. Alternativesforhealing
70. Spriritofchange
71. Greenpeople.org
72. Alternativemedicinenow
73. Acupuncturetoday
74. Tryacupuncture.org
75. acutakehealth

Making sure that you have a presence everywhere your potential customers might find you is critical to any local marketing plan.

Don't wait! Add your local business to these directories today!

Are there any local directories I missed? Let me know send me an email [here](#).

To learn more about marketing resources:

[Acupuncture Marketing and Patient Education](#)

[Professional Websites For Acupuncturists](#)

[Monthly Marketing Toolkit System](#)