



## Checklist 5 - Getting Listed In Online Directories

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*If you want to get your content and products across locally, you might want to read up on this and get yourself listed in the online directories. There is immense value within online directories if you know your way around them, and you choose the right directories for your business.*

### Step 1. Understand the concept of Online Directories

1 If you have a business and you want to get known locally, you need to list yourself on some online directories based on niche, location, and category.

2 Get yourself registered on the right online directories like

- Google
- Bing
- Yelp
- Facebook
- LinkedIn

3 It helps your business extend its reach in the location you are working in or targeting.

Notes



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- 4 You can use it to help reach a target audience that has more potential customers rather than reaching an unnecessary audience.

### Step 2. Target the right directories by targeting the right audience

- 5 You need to get listed in a directory that has a majority of your target audience.

- 6 Research on what online directories targets the audience you are targeting.

*- You can do this by utilizing Google and making use of keywords.*

- 7 Always keep an eye on your competitors and see where they are listed and how they are keeping themselves listed.

### Step 3. How do you get listed?

- 8 You need to go to any online directory such as Google or Facebook.

*Notes*



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- 9 You send your site to the directory
- 10 You further lay a link trail
- 11 Select the best keywords for your site
- 12 Verify that you are a local

### Step 4. Maintain your stance on an online directory

- 13 Always update your business's details on the directories as you have more chances of getting discovered on directories.
- 14 Don't stick to one online directory, try many directories, and diversify your.

### Step 5. Listing consistency

*Notes*



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- 15 You will need to make sure that you keep up by updating your name, address, location, phone number, and website if anything changes.
- 16 You can do this by utilizing the Moz tool, which shows multiple listings of your business.
- 17 You should use Moz to further check for duplicates, so you keep an eye on the competition, and you can quickly adapt.

*Notes*