



CANADA'S

Top Directories:

Achieve High Ranking Local Search Results

This eBook prepared by www.clusterwebdesign.com/local-search-marketing.html

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Introduction

Congratulations! By reading this eBook, you've taken a positive step towards improving how your website gets found in the search engines.

When I first started working on this eBook, I truly felt as though I'd run into a brick wall. Why? Because when I first began my research for this eBook, I found list after list of reputedly top directories to which we're told we **MUST** submit our sites to in order to achieve the best search results, only, many of them only allowed business submissions from companies located from within the United States.

What? It's true! Major directories like:

- **Bing Local**
- **Yahoo! Local**
- FourSquare
- CitySearch
- InsiderPages
- Localeze
- Local.com
- Best of the Web Local
- Gowalla – Only Canadian city you may add your listing to is Vancouver
- infoUSA

You may not have heard of many of those listed in the above list, but they are important directories which are valued highly by the search engines. And the higher their value, the higher up they rank.

As an aside, in the case of Bing Local and Yahoo! Local, reportedly, they have no intentions of including Canadian-based companies until they add the rest of the world to their respective Local directories. And this step is not anywhere close to being on the top of their "to-do" list. That is indeed disappointing.

However, not is all lost to us Canadians. In this eBook, you'll learn about the top 5 directories that you **MUST** add your business to, followed by another 13 directories I highly recommend. This is not an exclusive list, however. More and more directories are created and others that have been around for a while rise up to become more important to the search engines. *Do not limit yourself to this list if you have time to conduct some of your own research.*

WHY IS THIS STEP IMPORTANT TO TAKE?

The number of inbound links your website (or more specifically, a specific page on your website) has is one of the key factors in how much importance the search engines give your site. The higher your website rates with the search engines, the more likely they are to place your links higher up in the search

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engine results. The higher your link is in the search engine results, the more traffic your site is likely to receive. The more traffic your site gets, the higher your chance is to receive more business, get more sales, and be more successful online.

For instance, when Google sees that a web site is getting a lot of Inbound Links, Google says that this website must be of importance and starts to rank your website highly.

However, not all inbound links are good. And while the intention of this eBook is not to be a tutorial for inbound links, let me just say that, the higher the quality of the inbound link is to your website, the more importance the search engines give to that link, and to your web site.

THE IMPORTANCE OF LOCAL DIRECTORIES

We all want to drive traffic to our website to (hopefully) increase revenue. That's why adding a listing for your company in an online business directory is a smart, cost-effective advertising strategy as it increases exposure to your company.

Online business directories are the modern variations of the Yellow pages in your local phonebook. Two advantages of business directories are that (1) they are frequently free to join, and (2) are usually quick and simple to get by following step-by-step instructions. The biggest advantage is, of course, that it will increase traffic to your site serving a critical SEO purpose. Inbound links that search engines follow can help increase your site's Google PageRank, which is a major factor in where your site places in the organic search listings.

Think about what a searcher might type into the search engine when looking for your business in your town or city.

As a case study, let's say that you're a plumber in Brandon, MB. Let's say that someone in Brandon has a massive water leak in their basement and needs a plumber **NOW!** There is a 70% chance that this person will run to their computer instead of their phone book and type in something similar to "**plumber, Brandon MB.**" Every plumber located in Brandon, MB who took the time to add themselves to Google Maps (i.e. Google Local), 411.ca, YellowPages.ca, CanPages.ca, and CityDirect.info landed on the first page of Google and potentially "got the job" ahead of any plumbers not listed within any (or all) of those directories. And how many people are searching for plumbers in Brandon MB in any given month? Oh, about 31,500!

Only free directories are mentioned within this eBook. This means that, the only cost to you is the time you spend adding your business to these directories.

While preparing this eBook, I debated on whether to add screen shots of each directory and their respective listing steps. I decided that I would add screen shots even though it added a tremendous number of pages to this book because, in some cases, I wanted to add comments to screen shots in order to provide you with more information.

1. Google.com/local (i.e. Google Maps)

Google PR = 10

Because it's Google, **Google Local** has a page rank ("PR") of NA.

This MUST be your absolute number one stop!

- Often, the Google Map listing on the search engine results page (SERP), is the first thing a searcher sees. So, it is very important that adding your business listing to Google Places.
- Adding your business to Google Local adds you to Google Maps.

Step 1: Visit www.google.ca/local

- If you do not yet have one, create an account with Google. Once your account has been created, return to www.google.ca/local where you should now be within your Google Local account.
- At the top right corner, you'll see the following:

[Add another business](#) - [Upload a data file](#) (if you have more than 10 listings)

- Click on "Add another business"



Tip: Before you create a business listing, think about which [Google Account](#) you are using. In the future, you may want to share this account with other people at your business.

Enter your business's main phone number to see if Google Maps already has some information about your business. You'll then be able to edit any existing information and add new details, including photos and videos. [About Google Places](#)

Country	<input type="text" value="Canada"/>
Phone number	<input type="text"/>
	ex: (204) 234-5878
	<input type="button" value="Find business information »"/>

- Start by typing in your **business** telephone number so that Google can check to see if your business is already listed.

Basic Information

Please note that changing your address or business name will require additional verification via mail or phone.

Country: *

Company/Organization: *

Street Address: *

City/Town: *

Province: *

Postal Code: *
Example: (204) 234-5678 [Add more phone numbers](#)

Main phone: *
Example: myname@example.com

Email address:
Example: http://www.example.com

Website:
 I don't have a website.

Description:
200 characters max, 200 characters left.



- Presumably, no listing will be found for your business. Complete the information in the above screen. If the map marker is incorrect after you've added your physical street address, use the link under the map called "Fix incorrect marker location" on the lower right to correct it.

Categories

Choose up to five categories for your business below. We'll make your information more visible to customers searching Google for those categories.

Category	Sub-category	
<input type="text" value="select a category"/>	<input type="text" value="select a sub-category"/>	Remove
Category	Sub-category	
<input type="text" value="select a category"/>	<input type="text" value="select a sub-category"/>	Remove
Category	Sub-category	
<input type="text" value="select a category"/>	<input type="text" value="select a sub-category"/>	Remove
Category	Sub-category	
<input type="text" value="select a category"/>	<input type="text" value="select a sub-category"/>	Remove
Category	Sub-category	
<input type="text" value="select a category"/>	<input type="text" value="select a sub-category"/>	Remove

- You may have up to 5 categories set up for your business. Use as many of those 5 as you can and as they relate to your business.

▼ Service Areas and Location Settings

Does your business provide services, such as delivery or home repair, to locations in a certain area?

- No, all customers come to the business location
- Yes, this business serves customers at their locations

▼ Hours of operations

Make sure your customers know when you're open!

- I prefer not to specify operating hours.
- My operating hours are:

Mon:	9:00 AM	-	5:00 PM	<input type="checkbox"/>	Closed	↓ Apply to all
Tue:	9:00 AM	-	5:00 PM	<input type="checkbox"/>	Closed	
Wed:	9:00 AM	-	5:00 PM	<input type="checkbox"/>	Closed	
Thu:	9:00 AM	-	5:00 PM	<input type="checkbox"/>	Closed	
Fri:	9:00 AM	-	5:00 PM	<input type="checkbox"/>	Closed	
Sat:				<input checked="" type="checkbox"/>	Closed	
Sun:				<input checked="" type="checkbox"/>	Closed	

Are your hours split during a single day, such as 9-11am and 7-10pm?

- I'd like to enter two sets of hours for a single day.

▼ Payment options

Specify how customers can pay at your business.

- | | | |
|---|---|------------------------------------|
| <input type="checkbox"/> Cash | <input type="checkbox"/> American Express | <input type="checkbox"/> Visa |
| <input type="checkbox"/> Check | <input type="checkbox"/> Diner's Club | <input type="checkbox"/> Financing |
| <input type="checkbox"/> Traveler's Check | <input type="checkbox"/> Discover | <input type="checkbox"/> Paypal |
| <input type="checkbox"/> Invoice | <input type="checkbox"/> MasterCard | |

▼ Photos

Add flair to your listing: include photos of your products or your storefront. You can upload up to 10 photos. Please be sure they comply with our [photo submission guidelines](#).

Add a photo from your computer

Click "Browse..." to choose a file from your computer.

Add a photo from the web

You have uploaded 0 of up to 10 images for this listing.

- Don't forget to add your business logo for branding purposes.

▼ Videos

Enhance your listing by associating videos about your business. To do so, upload your video on [YouTube](#) and enter the URL below. You can include up to 5 videos.

Example: <http://youtube.com/watch?v=dFtfv1JdXI>

You have uploaded 0 of up to 5 videos for this listing.

- If you have videos of products, services, etc., upload them here. If you do not yet have videos, **strongly consider creating some** to upload at a later date.

▼ Additional Details

Please enter in any other details you want customers to know about your business, for example:

Parking available : Yes.
Brands carried : Sony, Panasonic and Toshiba.

:

[Add another](#)

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