# How to Get Business Listings on Search Engines

## Social Media Ebook 14

**Presented by:**

**Cynthia Cavoto**
**Social Media Strategist**

# Creating Business Listings On Local Search Engines

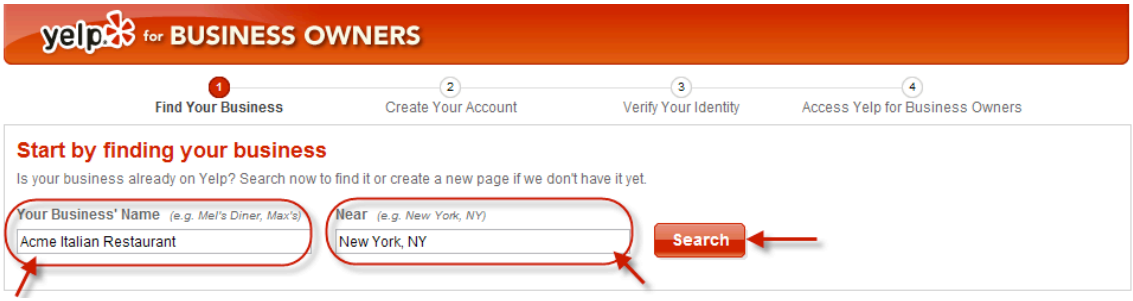
## Creating a Business Listing on Yelp

Go to https://biz.yelp.com/signup

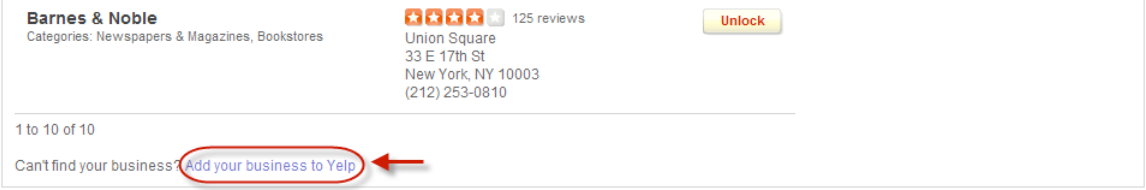
Enter your business' name in the **Your Business' Name** field.

Enter the City and State where your business is located in the **Near** field.

Click on the **Search** button.




Go through the list and see if your business is already listed. If it is, click on the **Unlock** button that corresponds to it. If your business is not on the list, click on the **Add your business to Yelp** link at the bottom of the list.




On the following page:

Choose your country from the Country dropdown list.

Enter your business' name in the Business Name field if it's not yet there.

Enter your business address in the Address 1 and Address 2 fields.

Enter the city where your business is located in the **City/Town** field.

Enter the State where your business is located in the **State** field.

Enter the Zip code where your business is located in the **Zip** field.

Enter your business' phone number in the **Phone** field.

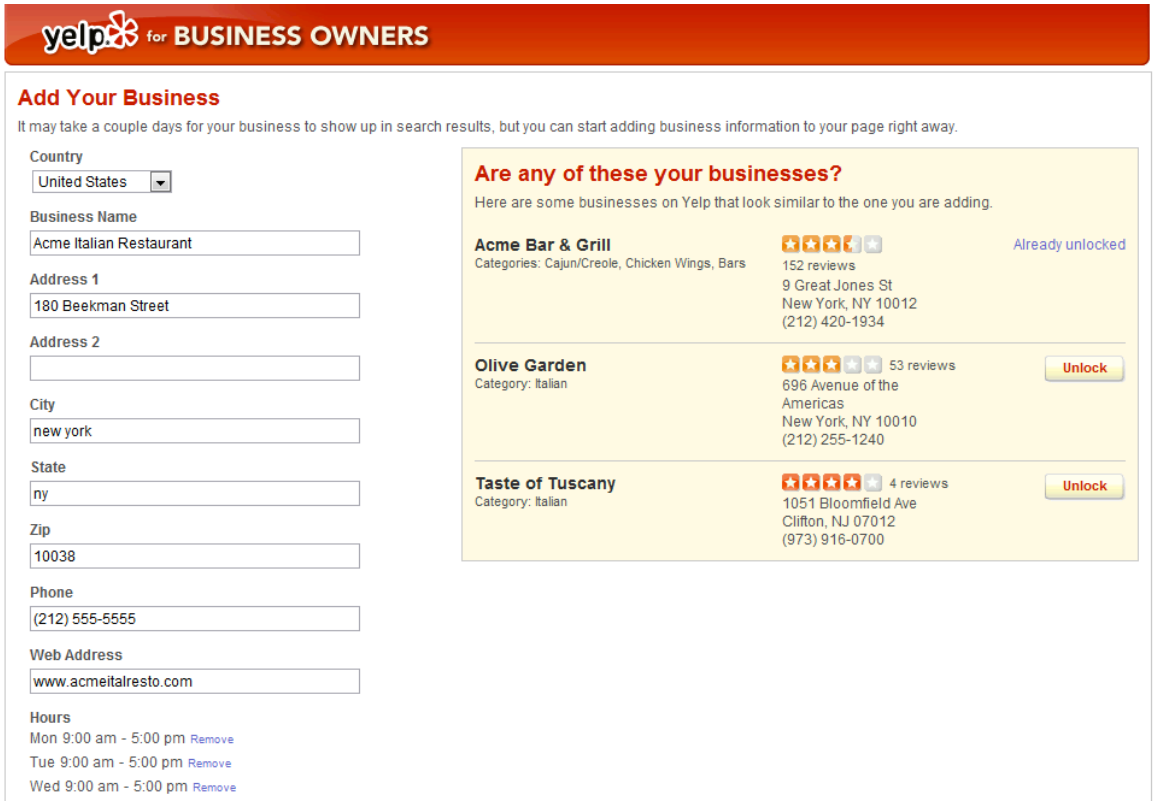
Enter your business' web site's URL in the **Web Address** field.

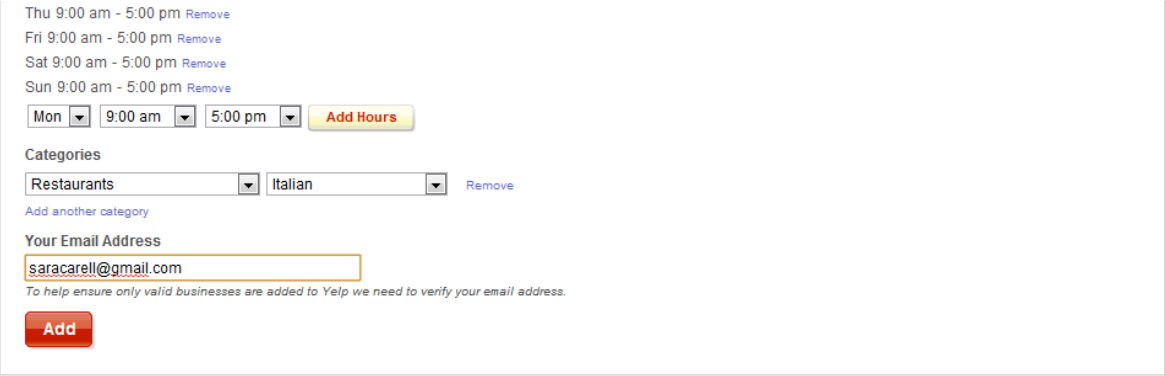
Enter your business' operating hours under **Hours**. Click on the **More Hours** button to add more days and hours.

Select the category where your business falls under from the **Categories** dropdown menu. Click on the **Add another category** link to add more categories.

Enter your email address in the **Your Email Address** field (this will be used for verification purposes).

Click on the **Add** button when you're done.






Check your email and click on the verification link provided.

## Creating a Business Listing on Best of the Web

Go to [http://local.botw.org/helpcenter/jumpstartproduct.aspx](http://local.botw.org/helpcenter/jumpstartproduct.aspx)

Click on the **Sign Up** button.

Under **Contact Information**:

Enter your first name in the **First Name** field.

Enter your last name in the **Last Name** field.

Enter your address in the **Address 1** and **Address 2** fields.

Enter your city in the **City** field.

Select your State from the **State** dropdown menu.

Enter your ZIP code in the **ZIP Code** field.

Enter your phone number in the **Telephone Number** field.

Under **Business Information**:

Enter your business name in the **Business Name** field.

Enter your business address in the **Address 1** and **Address 2** fields.

Enter the city where your business is located in the **City** field.

Select the State where your business is located from the **State** dropdown menu.

Enter the ZIP code where your business is located in the **ZIP Code** field.

Enter your business phone number in the **Telephone Number** field.

Under **Account Info**:

Enter your desired username in the **Username** field.

Enter your desired password in the **Password** field and re-enter it in the **Confirm Password** field below.

Enter your email address in the **Email** field and re-enter it in the **Confirm Email** field below.

Click on the **Continue** button when you're done.

1 - General Info | 2 - Business Details | 3 - Signup Complete!

**Contact Information**

First Name: Sara
Last Name: Carell
Address1: 5th street corner 12th avenue
Address2:
City: New York
State: New York
ZIP Code: 10002
Telephone Number: 555-555-5555

**Business Information**

Business Name: Acme Italian Restaurant
Address1: 180 Beekman Street
Address2:
City: New York
State: New York
ZIP Code: 10038
Telephone Number: (212) 555-5555

**Account Info**

Username: saracarell
Password: ••••••••••
Confirm Password: ••••••••••
Email: saracarell@gmail.com
Confirm Email: saracarell@gmail.com

Continue ▸

On the following page:

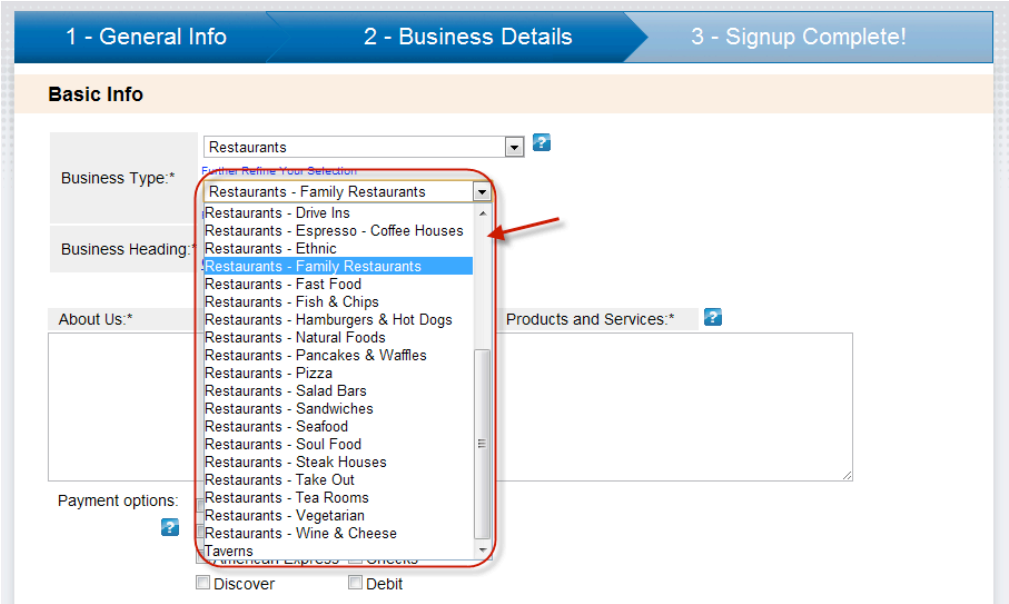
Select your type of business from the **Business Type** dropdown menu.

1 - General Info | 2 - Business Details | 3 - Signup Complete!

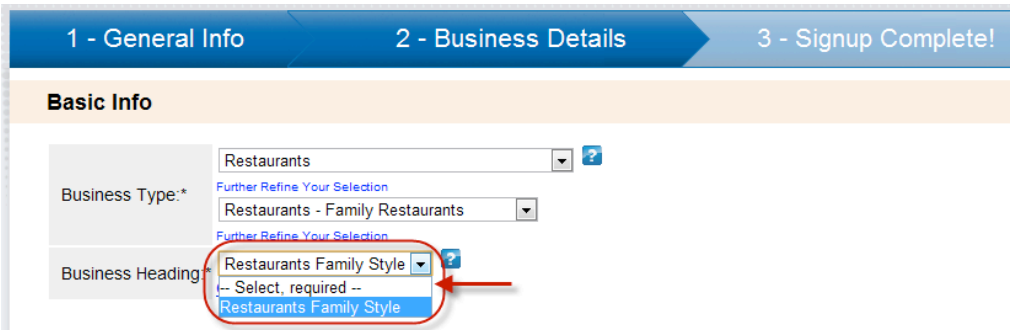
**Basic Info**

Business Type:* Restaurants
Business Heading:*
About Us:*
oducts and Services:*
Payment options:
Mastercard Cash

-- Select --
Agriculture, Fishing & Forestry
Apparel & Accessories
Arts, Crafts & Hobbies
Business & Professional Services & Supplies
Computers, Communications & Electronics
Construction & Remodeling
Education & Training
Electric Equipment & Supplies
Entertainment & Media
Family & Community
Finance & Legal
Food & Beverages
Health & Medicine
Home & Garden
Industry, Manufacturing & Production
Public Utilities & Environment
Real Estate
Restaurants
Safety & Security

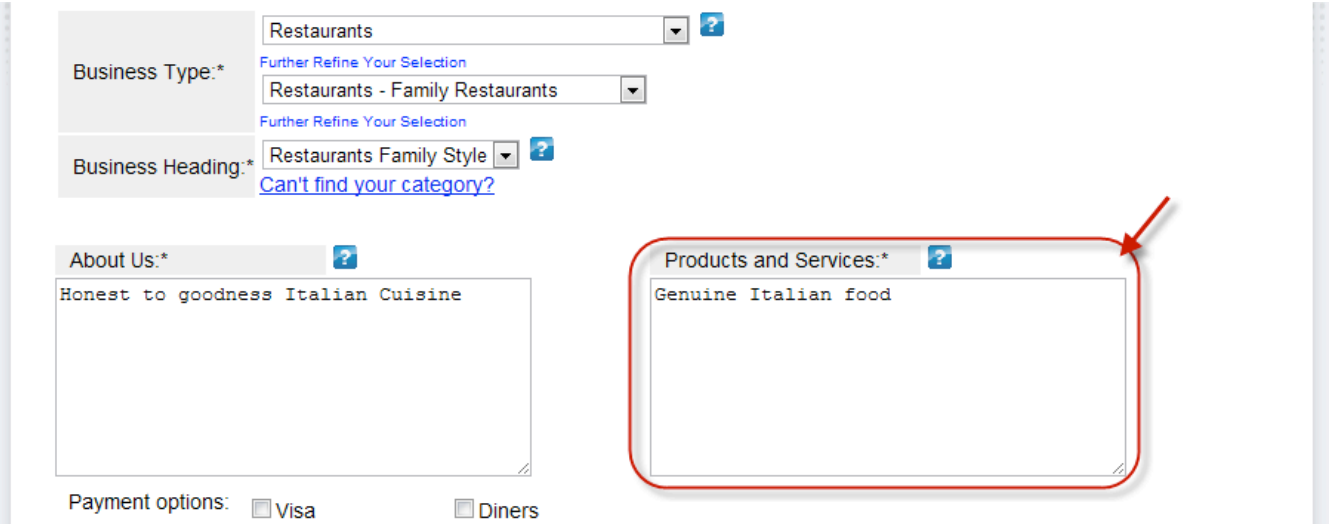



Select an appropriate heading/category for your business from the **Business Heading** dropdown menu.

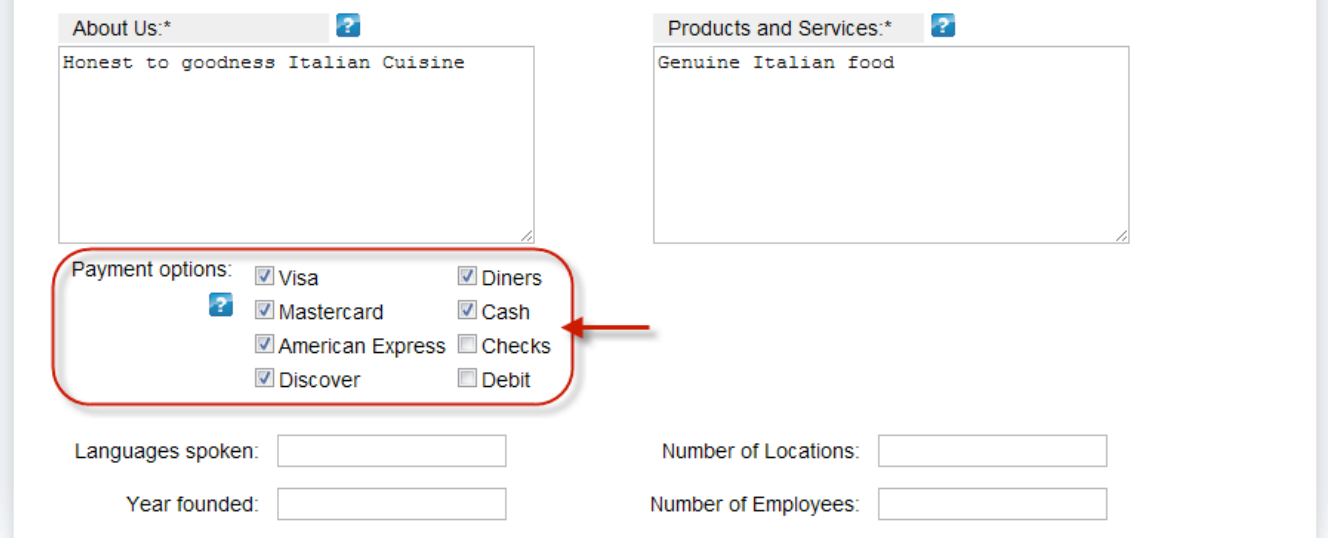



Enter a brief description for your business in the **About Us** box.

List down your products and services in the **Products and Services** box.




Choose the payment methods available in your business.

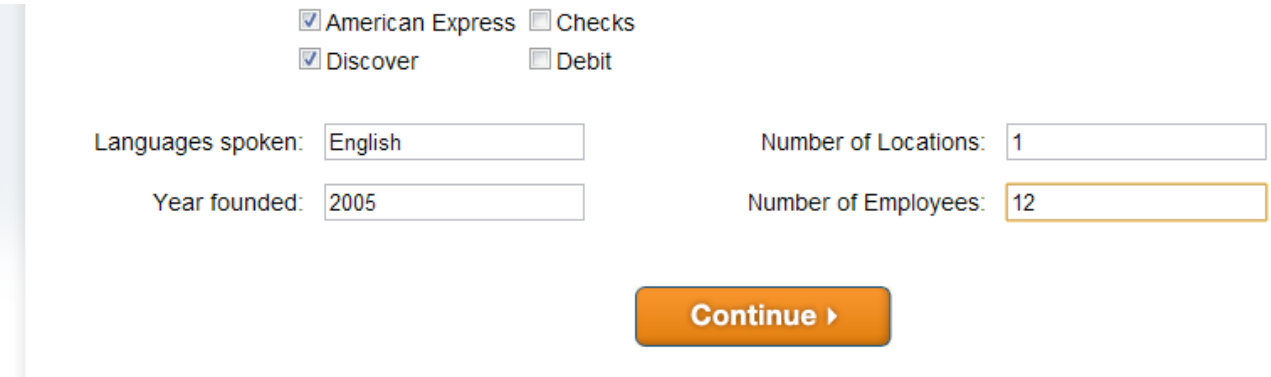



Enter your and your crew/staff's spoken languages in the **Languages spoken** field.

Enter the founding year of your business in the **Year founded** field.

Enter the number of locations/branches your business has in the **Number of Locations** field.

Enter the number of employees that you/your business have in the **Number of Employees** field.
Click on the **Continue** button when you're done.




Check your email and click on the verification link contained in it.

## Creating a Business Listing on InfoGroup

Go to http://home.infousa.com/Static/DatabaseUpdate

Enter your phone number in the **Phone** field.

Enter the name of your business/company in the **Business Name** field.

Enter your business address in the **Location Address** field.

Enter the city where your business is located in the **City** field.

Select the State where your business is located from the **State/Province** dropdown menu.

Enter the ZIP code where your business is located in the **ZIP/Postal Code** field.

Enter your first name in the **Contact First Name** field.

Enter your last name in the **Contact Last Name** field.

Enter your title in the **Contact Title** field.

Select your **gender**.

Enter the type/category of your business in the **Primary Line of Business** field.

Click on the **Submit** button when you're done.

infoGROUP™

800.321.0869 E-mail Us Live Help

Mon-Fri 7am-6pm CST / Sat 9-Noon CST

Home | About Us | Request Info | Data Quality | FAQs

## Add My Business

**All fields required**

Phone - 10 digit, non-toll free (ex:4025551234)
2125555555

Business Name
Acme Italian Restaurant

Location Address
180 Beekman Street

City
New York

State/Province
NEW YORK

ZIP/Postal Code
10038 -

Contact First Name
Sara

Contact Last Name
Carell

Contact Title
Owner

Contact Gender ○ Male ◉ Female

Primary Line of Business
Italian Restaurant

Submit

800.321.0869 | Home | About Us | Careers | Site Map | Update My Listing | Privacy Policy | Terms & Conditions | E-mail Us

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On the following page, select the most appropriate classification for your business from the list provided.

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Home | About Us | Request Info | Data Quality | FAQs

**Please select an Industry Classification description that best describes your line of business**

- ○ FOODS-CARRY OUT - CARRABBA'S ITALIAN GRILL
- ○ FOODS-CARRY OUT - OLIVE GARDEN ITALIAN RSTRNT
- ○ FOODS-CARRY OUT
- ○ ITALIAN FOOD PRODUCTS-WHOLESALE
- ○ ITALIAN FOOD PRODUCTS
- ○ RESTAURANTS - CARRABBA'S ITALIAN GRILL
- ○ RESTAURANTS - CUISINE ITALIAN
- ○ RESTAURANTS - OLIVE GARDEN ITALIAN RSTRNT
- ◉ RESTAURANTS
- ○ FOODS-CARRY OUT - BAKERS SQUARE RESTAURANT & PIE

Click on the **Submit** button at located at the bottom of the page.

On the following page, you are given the option to provide additional information

about your business. These include the fax number, toll-free number, web site address/URL, email address, etc.

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Home | About Us | Request Info | Data Quality | FAQs

**Please provide any additional information you would like to include**

Fax Number - 10 digit, non-toll free (ex:4025551234)

Toll Free Number (ex:4025551234)

Web site Address

E-mail Address

Number of Employees at this location

Location Ownership Own Lease

Mailing Address (if different than location)

City State/Province

ZIP/Postal Code -

**Additional contacts:**

Contact First Name Contact Last Name

Contact Title

Information Technology

Contact Gender Male Female

E-mail Address

Contact First Name: Contact Last Name

Contact Title

Information Technology

Contact Gender Male Female

E-mail Address

Submit

800.321.0869 | Home | About Us | Careers | Site Map | Update My Listing | Privacy Policy | Terms & Conditions | E-mail Us

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Click on the **Submit** button when you're done.

## Creating a Business Listing on Brownbook

Go to http://www.brownbook.net/business/add/

Enter the name of your business in the **Business Name** field.

Enter your business address in the **Business Address** field.

Enter the ZIP code where your business is located in the **Zipcode/Postcode** field.

Select the country where your business is located from the **Country** dropdown menu.

Enter your business phone number in the **Phone Number** field.

Enter your mobile phone number in the **Cell/Mobile** field.

Enter your fax number in the **Fax Number** field.

Enter your email address in the **Email** field.

Enter your business's web site URL in the **Website** field.

Enter your business's blog URL in the **Blog** field.

Enter your or your business's Twitter handle in the **Twitter** field.

Enter your or your or your business's VoIP contact information in the **VoIP** field.

Enter your or your business's Instant Messenger contact information in the **Instant Messenger** field.

Under **Tags**:

Enter keywords that describe your business in the **Business tags** box.

Enter the locations where you are doing business in the **Location tags** box.

**Brownbook.net**
the *FREE* directory that *ANYONE* can edit

Search

Worldwide

Home | Add a business | Login | Register | Help | Blog

## Add a business (step 1 of 2)

You're adding a new business.
(Did you check first to see if it already existed - try searching for the business name and the town?)

### Business Details

| | |
|---|---|
| Business Name | Acme Italian Restaurant<br>Spell it correctly - you won't be able to change this |
| Business Address<br>Correct spelling and address format will help ensure an accurate map of your location - use the next box for your zip code / postal code | 180 Beekman Street |
| Zipcode / Postcode | 10038 |
| Country | United States |
| Phone Number | (212) 555-5555 |
| Cell / Mobile | |
| Fax Number | |
| Email | info@acmeitalresto.com |
| Website | www.acmeitalresto.com |
| Blog | |
| Twitter @<br>(e.g. @daveingram) | |
| VoIP<br>(e.g. Skype: name) | |
| Instant Messenger<br>(e.g. MSN: name) | |

### Tags

| | |
|---|---|
| Business tags<br>(enter keywords that describe your business, e.g. "dentist, teeth, dental". Separate each with a comma) | Italian Restaurant |
| Location tags<br>(enter locations where you do business, e.g. "Putney, London, UK, United Kingdom". Separate each with a comma) | US, United States |

Next

## Is this your business?

**1. Get more business**
**A Brownbook listing is an essential part of your online marketing strategy**

**2. Get found online**
**Your Brownbook listing gets you found in Brownbook AND on the major search engines**

**3. Claim and promote your listing**
**Claim your listing to take control, get alerted to updates, and add logos, photos, video and more**

**4. Get links to your business profile**
**Invite people to endorse your business to get more links and get found more**

**5. Customize your page**
**Drag and drop to change your page layout to present your unique business**

Read more...

Click on the Next button when you're done.

On the following page, under **I'm NOT registered yet**:

Enter your email in the **Email** field and re-enter it in the **Confirm email** field below.

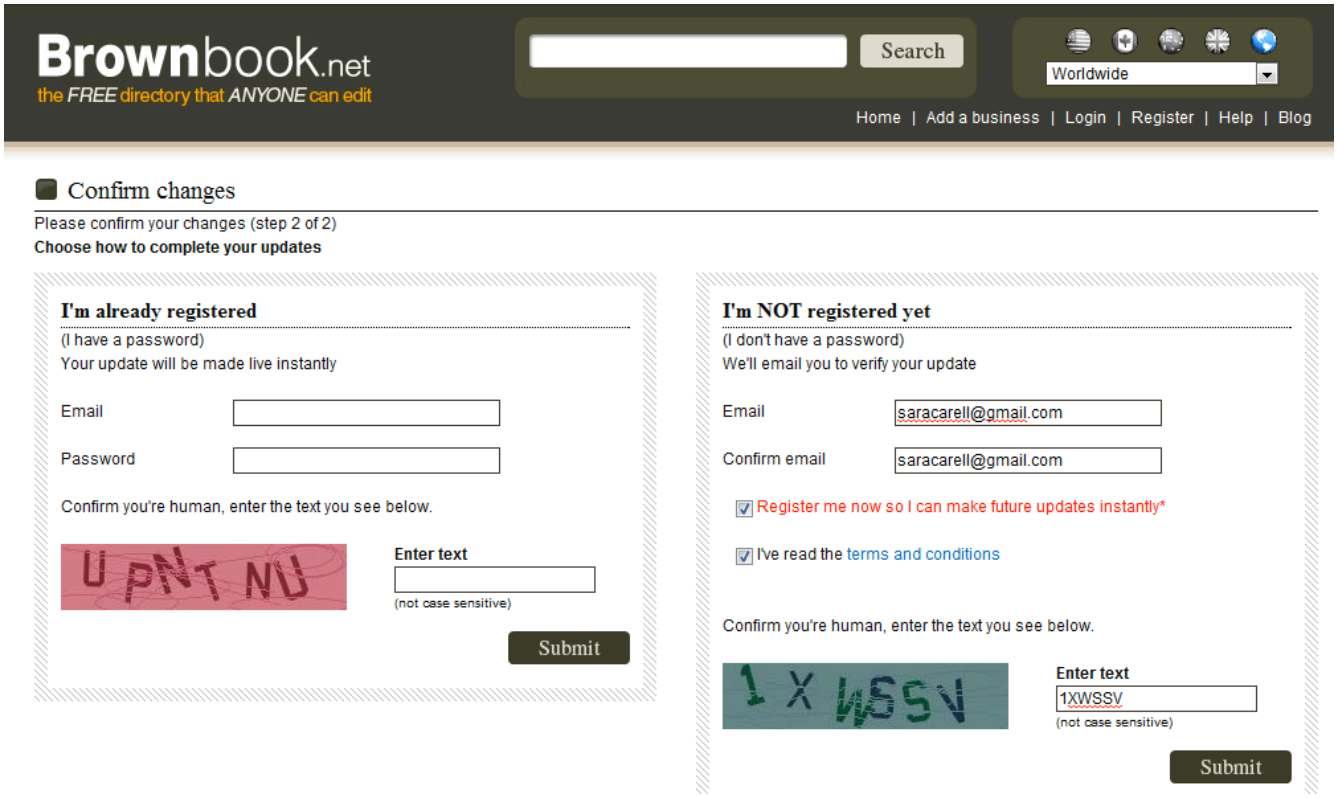
Click on the tick box labeled **Register me now so I can make future updates instantly**.

Make sure that the tick box labeled **I've read the terms and conditions** is checked.

Enter the word verification.

Click on the **Submit** button.

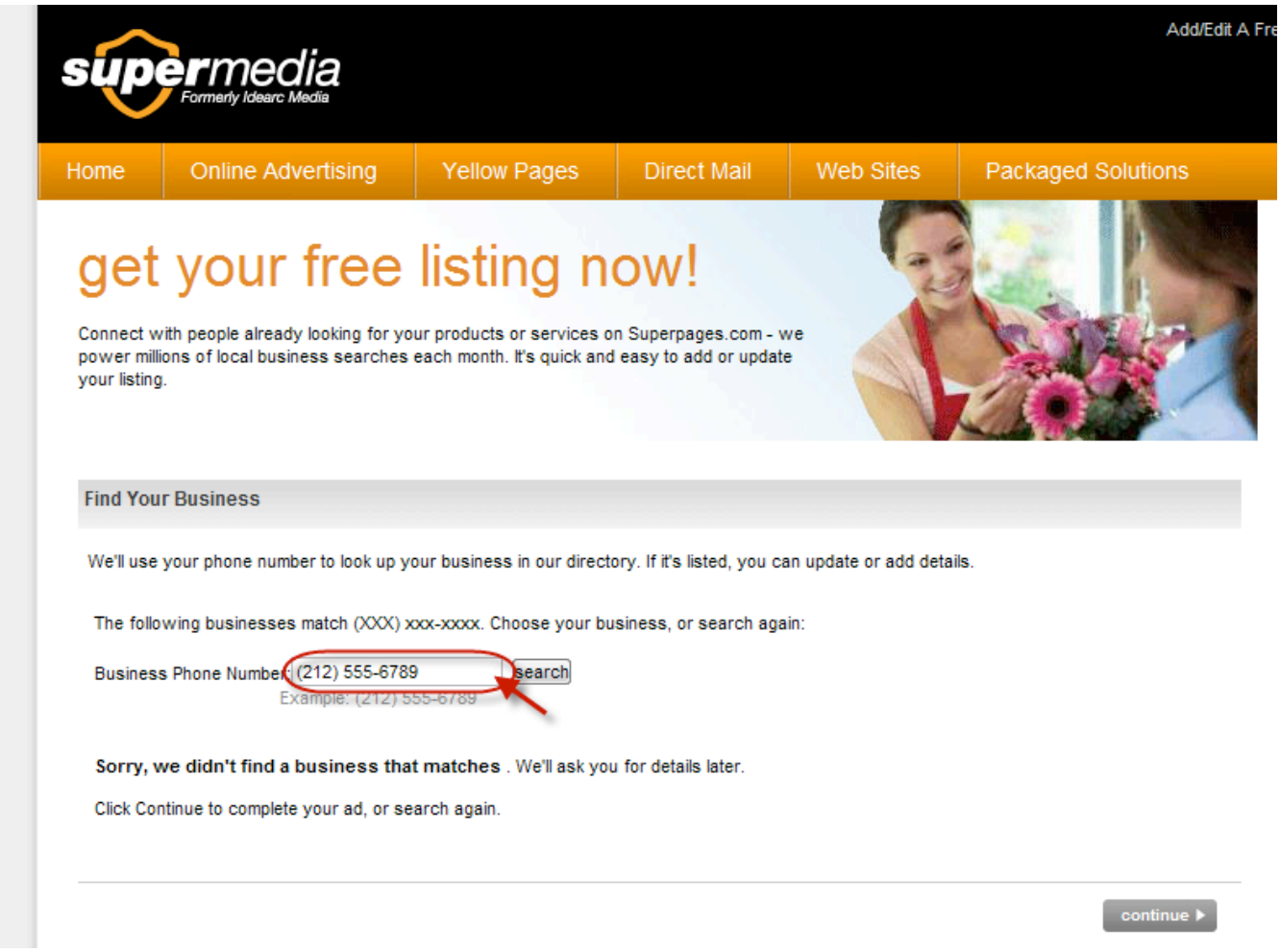
Check your email and click on the confirmation/verification link contained therein.




## Creating a Business Listing on SuperMedia

Go to http://www.supermedia.com/spportal/quickbpflow.do

Enter your business phone number in the field provided.




If your business is already in SuperMedia's directory, you will be allowed to update/edit your business details. Otherwise, you will be allowed to create a new listing.

To create a new listing, click on the **Continue** button.

Under **Enter Business Contact Information**:

Enter the name of your business in the **Business Name** field.

Enter your business phone number in the **Phone Number** field.

Enter your business email address in the **Email Address** field.

Enter your business web site URL in the **Web Site URL** field.

Under **Add Location Information**:

Enter your business address in the **Street** field.

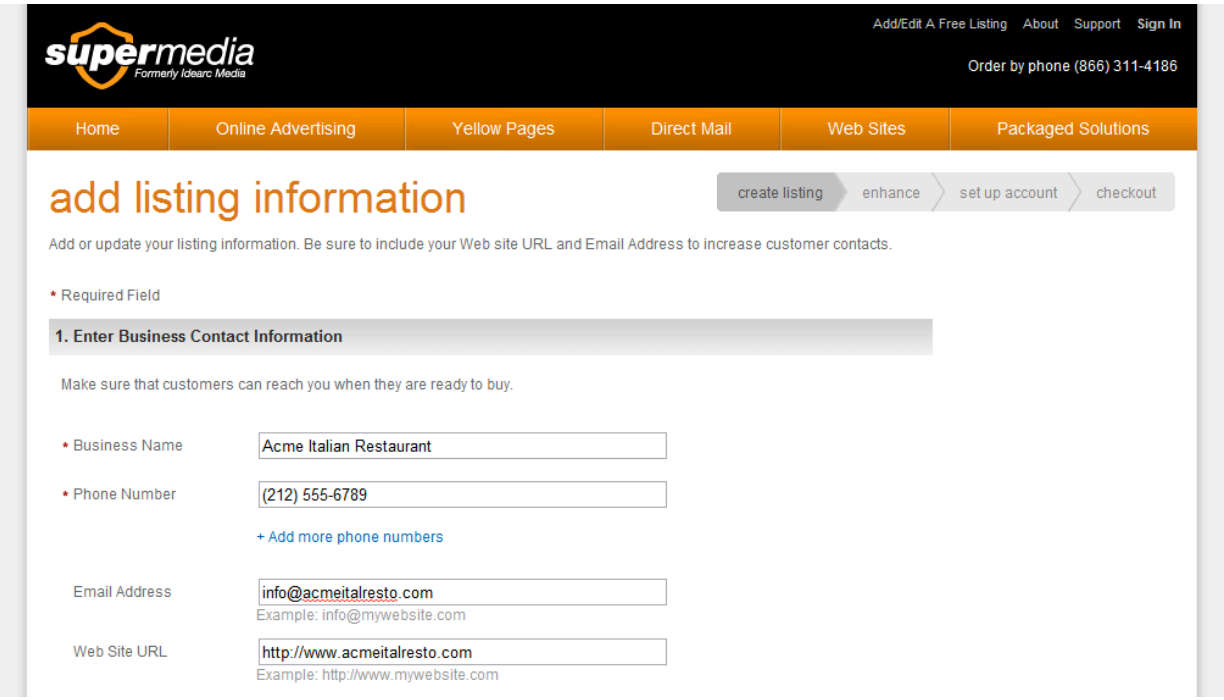
Enter the city where your business is located in the **City** field.

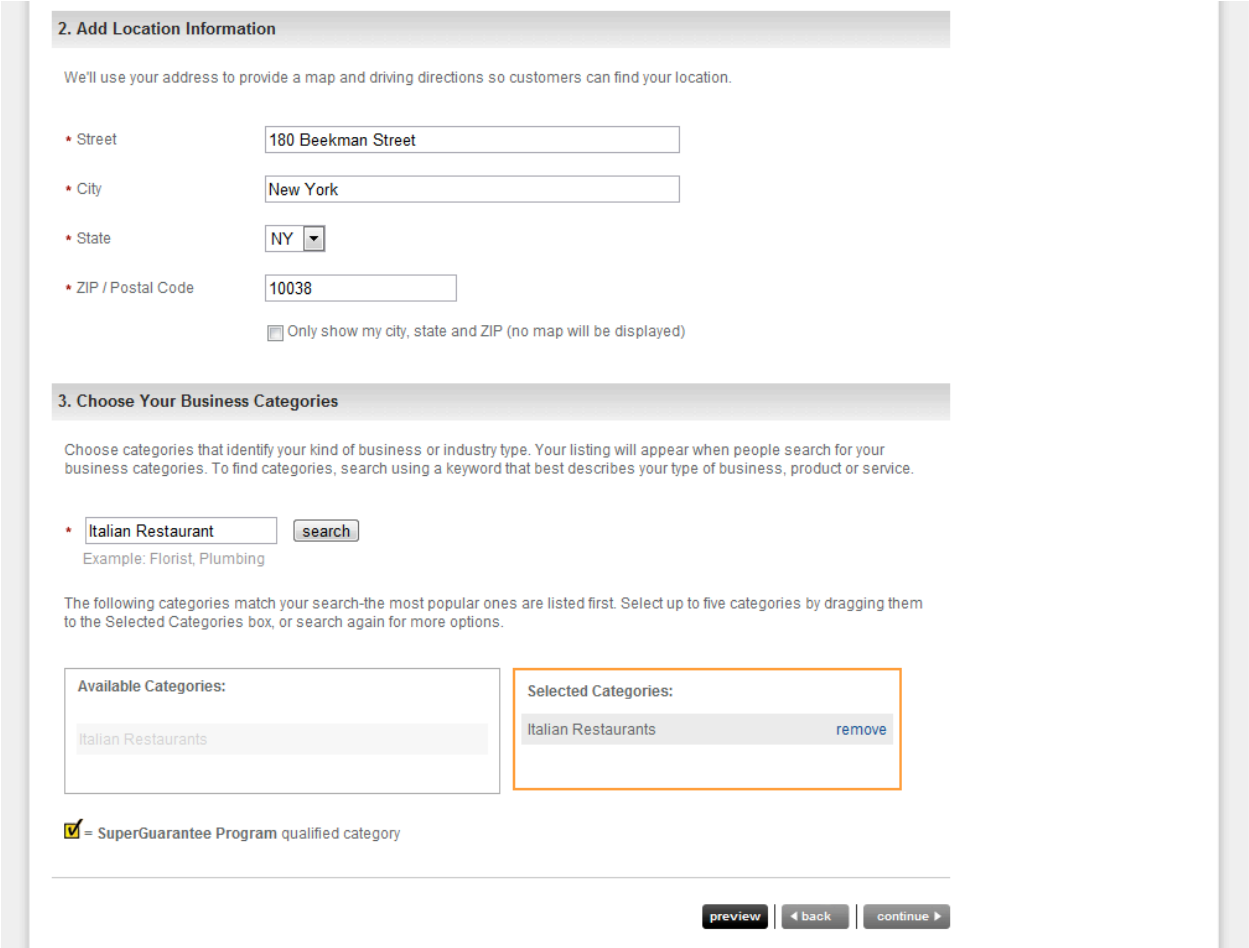
Select the State where your business is located from the **State** dropdown menu.

Enter the ZIP code where your business is located in the **ZIP/Postal Code** field.

Under **Choose Your Business Categories**, enter the category that best fits/describes your business in the field provided and click on the **Search** button.

Click on the **Add** link that corresponds to the category that best describes your business.

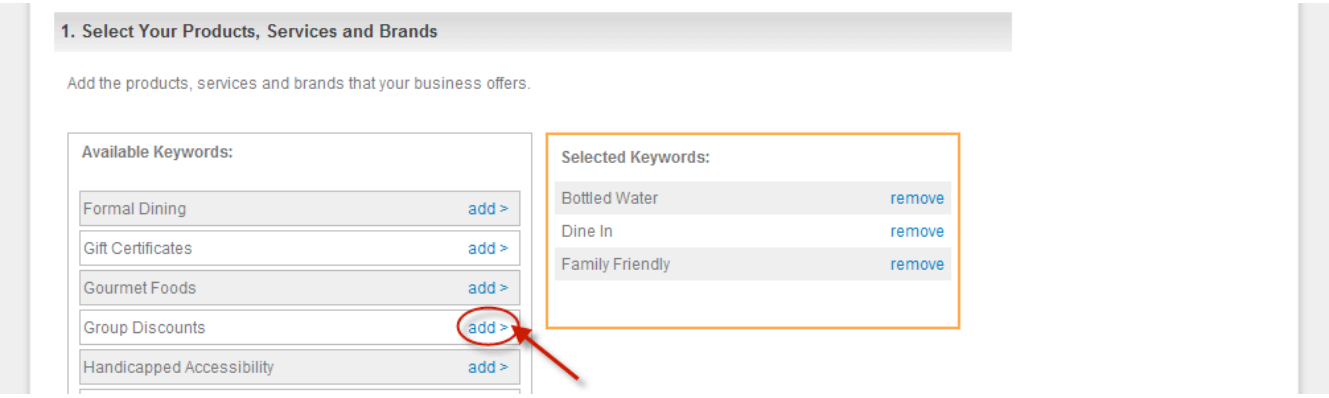




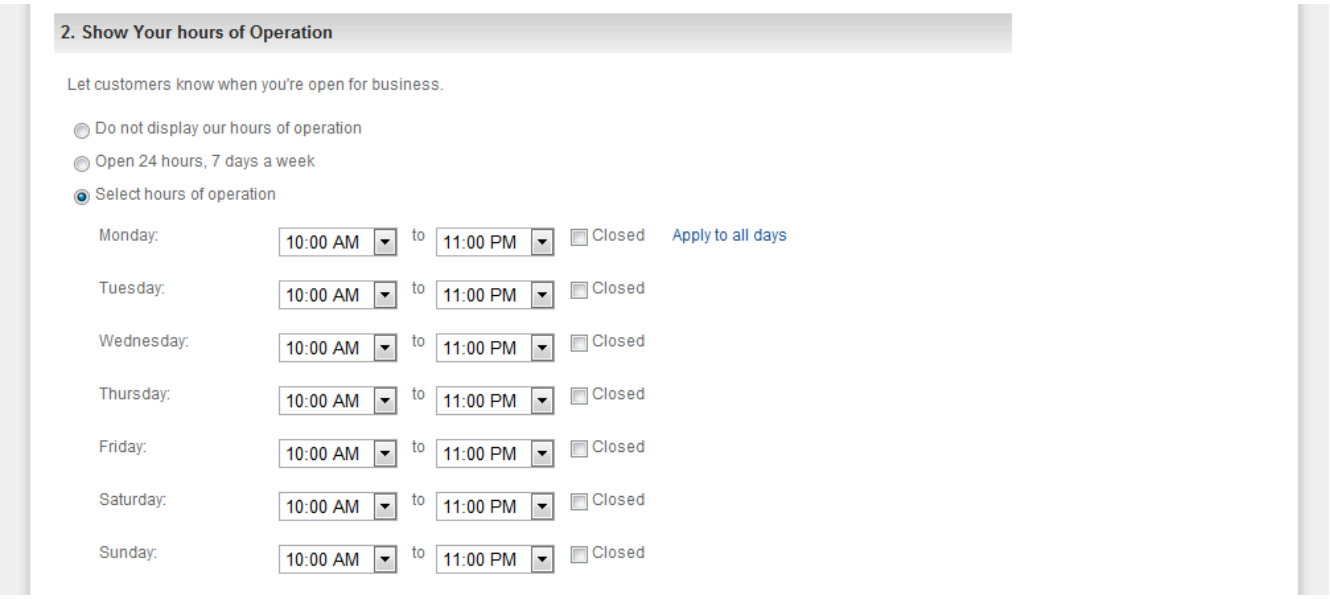

Click on the **continue** button.

On the following page:

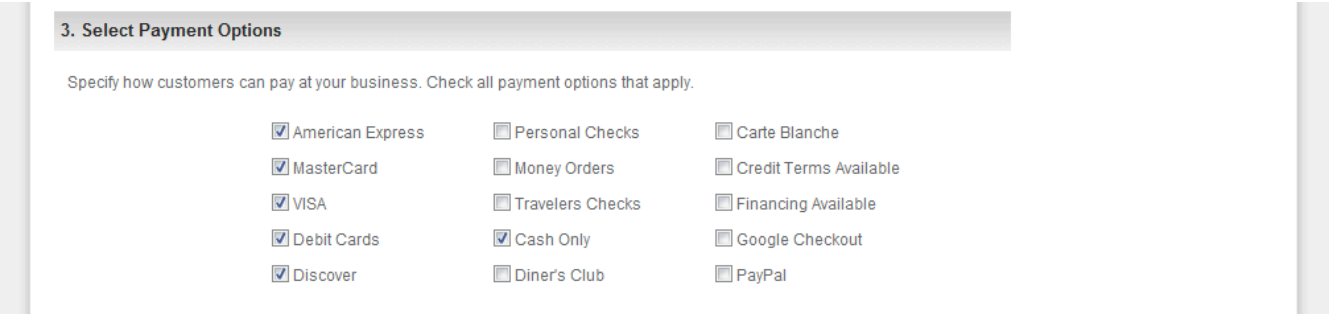
Select the products, services and brands your business is offering by clicking on the **add** link that corresponds to the item you are offering.




Enter your business's operating hours.




Choose the payment methods that your business accepts.




Under **Add Company Details**:

Enter a brief description about your page in the **Business Description** box.

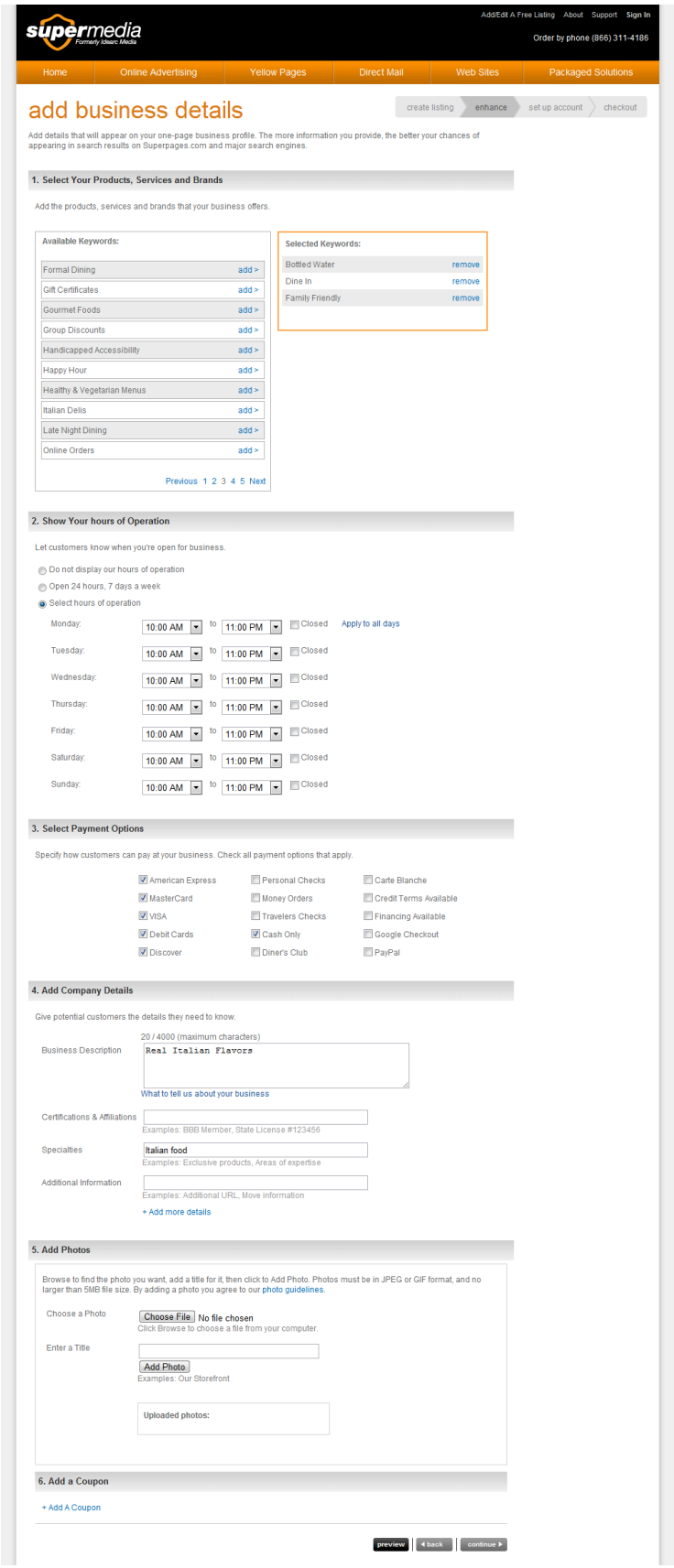
Enter your certificate and/or affiliations in the **Certifications & Affiliations** field.

Enter your specialties in the **Specialties** field.

Enter additional (custom) information about your business (if any) in the **Additional Information** field.

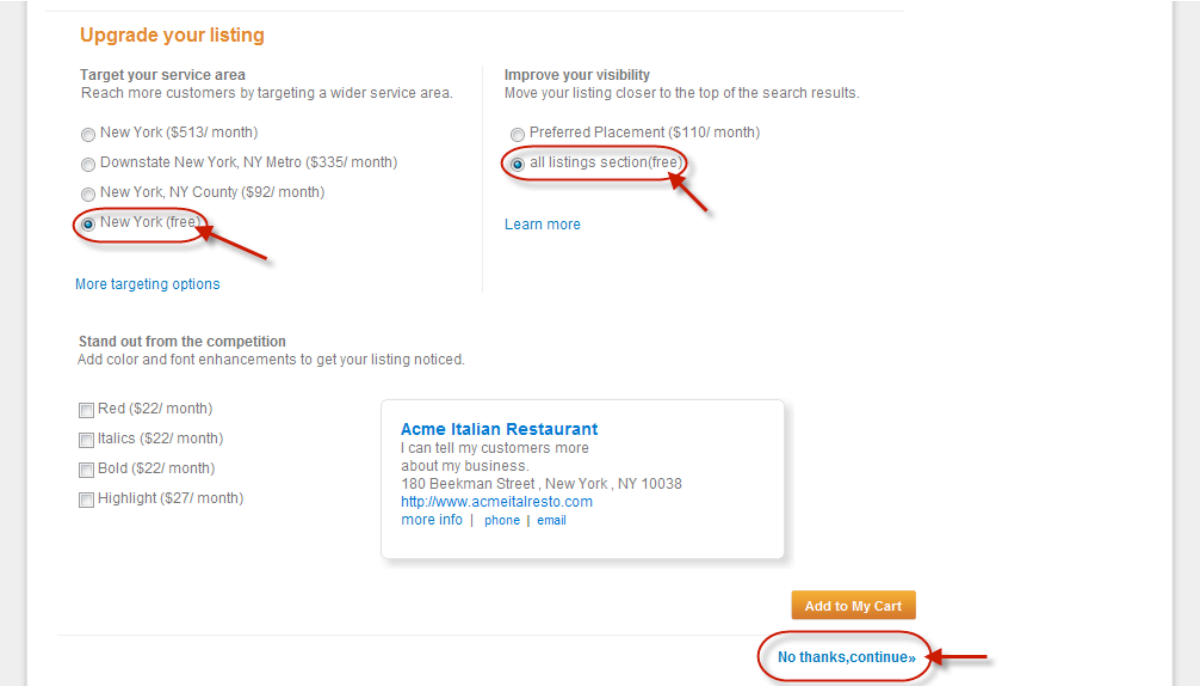
Under **Add Photos**, click on the **Browse** button to look for the image you want to include in your listing from your computer.

Enter a title for your photo in the **Enter a Title** field.
Click on the **Add Photo** button to upload your image/photo.




Click on the **continue** button when you're done.

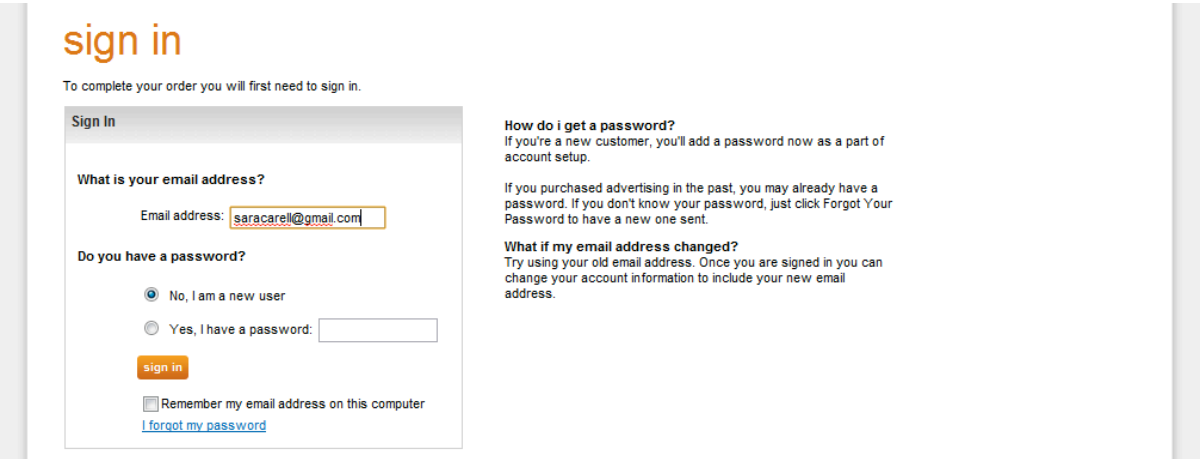
To avail of the free listing, make sure that the free listing is selected then click on the **No thanks, continue** link located at the bottom of the following page.



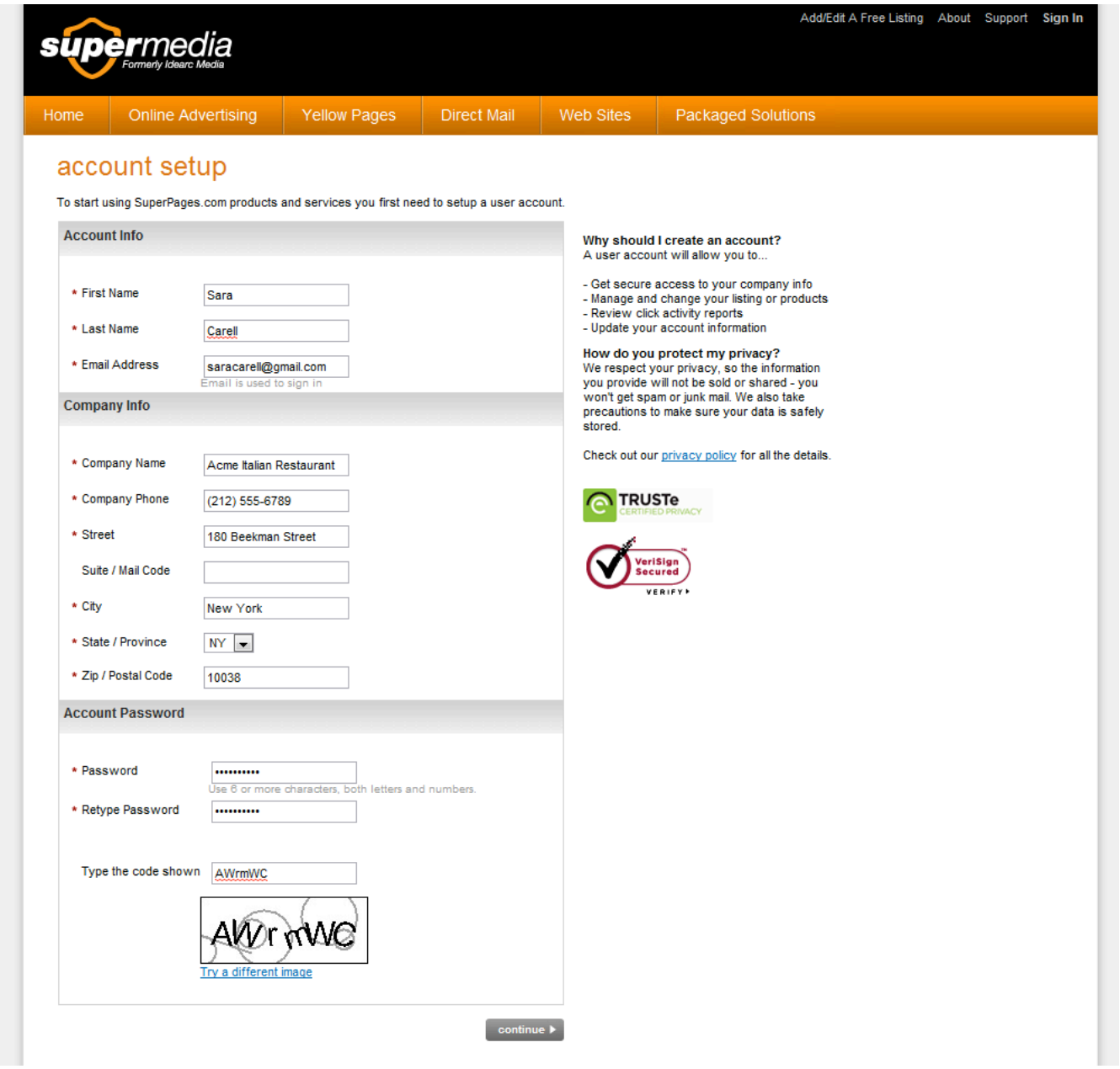

On the following page, enter your email address in the **Email address** field.

Make sure that **No, I am a new user** is selected.

Click on the **Sign in** button.



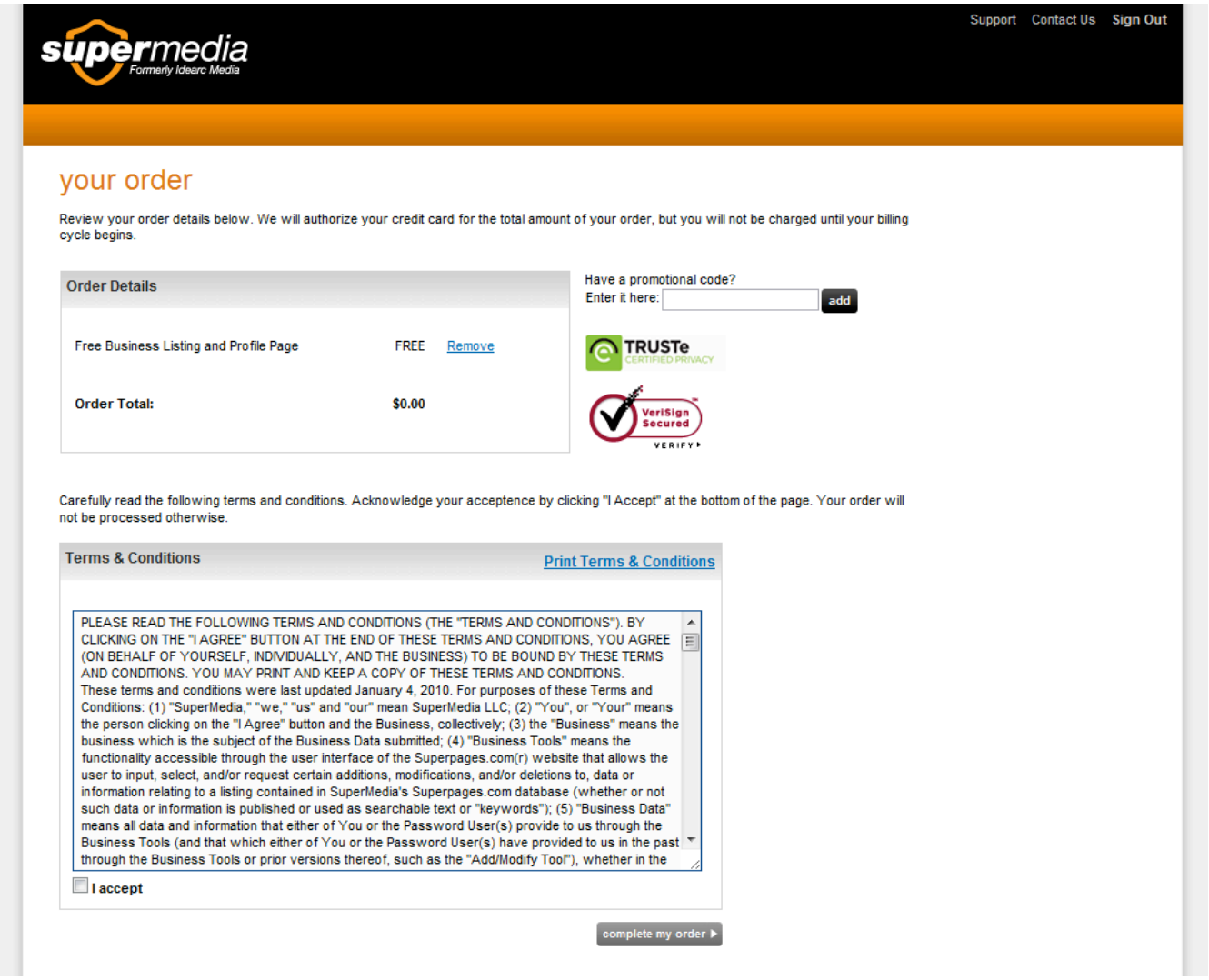

On the **account setup** page, fill out all the necessary information and click on the **continue** button.




On the following page:

Read the agreement and click on the tick box labeled **I accept**.

Click on the **complete my order** link.




## Other Sites You Can Add Your Business Listing To

Following is a list of other sites/local search engines you can add your business listing to.

| Name | URL | Description |
|---|---|---|
| Local.com | https://register.local.com/ | Local.com attracts more than 20 million unique visitors each month, all seeking information on local businesses, products, and services. |
| Localeze | http://webapp.localeze.com/extranet/addbusinessdesc.aspx | Localeze distributes your business information to a network of important Local search engines and directories. |
| Rate it all | http://www.rateitall.com/ | RateItAll is the fun and social way to |

| | | |
|---|---|---|
| | AddItem.aspx?Promote=1 | find and share reviews about anything. From local bars and restaurants, to products, to people, to places, to music … anything at all! |
| InsiderPages | http://www.insiderpages.com/session/new | At InsiderPages.com, people share reviews of local businesses and find great services they can trust. Millions of people visit the site each month to get the Insider scoop on local businesses. |
| Yellowbot | https://www.yellowbot.com/submit/newbusiness | YellowBot is essentially a local search site for finding and reviewing the places you go to in your community (and elsewhere). |
| CitySquares | https://my.citysquares.com/search | Citysquares.com is a local company that brings together local businesses and their consumers. It focuses on roviding rich, hyper-local content for urban and suburban communities. |
| Judy's Book | http://www.judysbook.com/merchant/ | Judy's Book is a book of local secrets that helps you to make decisions. |
| MojoPages | http://www.mojopages.com/ | Whether you´re searching for a good restaurant, car mechanic, dentist or other local businesses the video, pictures and written reviews from members of MojoPages can help guide you to the best. |
| InfoUSA, Inc. | http://dbupdate.infousa.com/dbupdate/index.html | Founded in 1972, infoUSA is the leading provider of business and consumer information products, database marketing services, data processing services and sales and marketing solutions. |
| MagicYellow | http://www.magicyellow.com/Add_Your_Business.cfm | Online yellow pages |
| USCity.net | http://www.uscity.net/listmysite.html | Add your link in the uscity.net National Business Directory. |
| DiscoverOurTown | http://www.discoverourtown.com/NewListing.php | DiscoverOurTown.com, also known as DOT, is the ultimate travel and shopping directory that provides |

| | | |
|---|---|---|
| | | information about the most interesting and exciting features of a town. |
| HotFrog | http://www.hotfrog.com/ | HotFrog is USA's fastest growing FREE online business directory listing over 6.6 million US businesses. |
| GenieKnows | http://www.genieknows.com/business/add | GenieKnows connects search technology, community and content by developing niche-specific portals tailored for distinct searching communities, delivering a focused, useful and rewarding search experience. |
| Kudzu | https://register.kudzu.com/packageSelect.do | Kudzu provides consumers with trusted information about local providers for home, health, and other life service needs — and gives businesses the tools to drive "word of mouth" online. |
| Matchpoint | https://providers.matchpoint.com/register.htm | N/A |