

What are the most important local search directories?

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There are hundreds of local search directories and it is not practical to register to them all. There seems to be a consensus on the web that the following 11 are the most important and that for each of them you should claim and update your business listing.

Note 1: All of these directories will list your business for free but most will try to up sell you into a paid offering. It is not clear what value you get for the additional money so I would stay with the free listing.

Note 2: Do not overlook other specialized search directories that may apply to specific businesses, dentists and lawyers are good examples. To find them, Google your keywords and city/town and see what comes up.

Note 3: Several of those local search directories will try to verify and validate your listing from multiple sources. Make sure your business information is consistent between your offline publications, your website, and the local search directories you sign up to.

Note 4: When updating your business listing, do not forget that you work with LOCAL search directories. Use the precise and complete local address for the business with your local phone number, not PO box and 1-800 that have no local significance.

Top Local Search Directories:

[Google Places](#)

[Yahoo! Local](#)

[Bing Local](#)

[SuperPages](#)

[YellowBook](#)

[YellowPages](#)

[Yelp](#)

[Citysearch](#)

[Merchant Circle](#)

[Topix](#)

[Insider Pages](#)
