Benefits of business advertising online



Seller Info

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Listing details

Title:	Benefits of business advertising online
Country:	South Africa

Description

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Benefits of business directories and advertising online

Here are some of the best benefits of posting a free business listing on a business directory like our World Solutions website platform or review site:

- **Boosting your online existence.** Before the internet, businesses relied on phone books, newspaper ads, and other forms of traditional marketing and advertising to make themselves known. In the online era, no marketing plan is complete without maximizing your online existence. For a strong online presence, creating a business page for your company on every possible review site and free business listing site is vital.

- **Making your business notorious locally.** Without a proper presence in online directories, your business may not succeed to reach a potential customer who could travel just minutes from their home to get what they need from your company. Without creating a free of charge business listing in directories – which almost always include geographic filters – you may struggle to make your business name known to that potential customer, among thousands of others. There are many ways to promote your business locally, but start by ensuring your site has a presence on sites like our https://worldsolutions.co.za

- **Getting your info exposed.** Want potential customers to know when your store is open, how to get in touch, what services you provide and how much other customers trust you? Free business

listings allow you to share information such as your business hours, contact information, and addresses on platforms where users can look for businesses based on specialty, location, and ratings.

- **Driving your brand engagement and reputation.** Even customers who ultimately choose another business over yours or don't click on your link will see your business name. This recognition cemen

Additional Information:

Checklist for when you do get listed

- **Ensure your info is consistent.** Check to confirm that your business's name, address and phone number are the same on every listing.
- **Add a detailed company description.** Let your company shine with a great description. You should highlight your company's history and product or service offering.
- **Include a link to your website.** One of the greatest strengths of your local online profiles is the link to your business's site. This has the potential to drive massive amounts of traffic to your website. Local listings are mostly used in mobile searches, so be sure your website is mobile-friendly, or you could lose visitors fast.
- **Claim the listing.** Some local search engines allow a user to claim their profile through a short verification process. Claiming your profile can increase its reach immensely.
- **Include secondary business information.** Over 30% of local searches are for the phone number, address or hours of operation of a business. Be sure to include items like your hours of operation, menu or calendar of events on your local profiles.
- **Add pictures and videos.** Visual media items like photos and videos have a much higher conversion rate than standard text. Be sure to upload images and videos to your profiles.
- **Gather customer reviews.** Reviews send signals of confidence to search engines and mark engagement from customers. You should always encourage customers to leave reviews of your business and respond to those reviews.

