

# Expanding the digital reach of your small business website

## Get Listed!

A business website serves as the front door for potential customers and highlights your services, products, case studies, testimonials, and the reasons customers should do business with you. But you still need to bring them through the door.

One way potential customers will find your business is through online directories and listing services. Most services want businesses to pay to advertise, but most will include a basic listing for free of charge, both to make their directory more useful to users and to upsell your business. These services can help improve your search rank, and bring customers through your front door.

### Local Chamber of Commerce (Municipal, County, State)

The whole reason a Chamber of Commerce exists is the promotion of member businesses. Most businesses can qualify for more than one. In addition to directory listings, most offer networking programming too.

### Professional Organizations

If you're a professional offering services, there's probably one or more dedicated professional organizations. Not only will these organizations offer directory listings, they can add credibility, help with promotion, and provide training and useful advice.

### Professional Directories (Referrals)

Many professions also include centralized databases of similar professionals that either include paid listings or take a percentage of referral fees.

### Social Media

Services offering social media can drive traffic to your website even if you are really posting. Creating an account with your branding and a link back to your website can help generate more authority in search engine results, although this strategy works best when combined with posting on the services.

### Earned Media and Paid Media

Another great way to support your website is by having news sources link back to your website. Many publications will include links back to sources cited in articles or interviewed on television or podcasts. These appearances are known as *earned media*. Communications professionals can strategize with you on how to pitch yourself as an expert in your field worth quoting, or make yourself available to reporters seeking sources. Paid media can serve as a substitute for free earned media, either by paying a company like Cision to distribute a press release, or paying to place articles and content on other websites.

## Where to List Your Business:

### Google Business Profile

[business.google.com/en-all/business-profile/](https://business.google.com/en-all/business-profile/)

**Google's business listings appear in Maps and in search results. Creating a listing is also the first step in using Local Services Ads.**

### Bing Places for Business

[bing.com/forbusiness/](https://bing.com/forbusiness/)

**Similar to Google's Business Profile, but for Bing's Map and searching Engine. Bing can sync with Google to pull data from your listing, making set up easy.**

### Apple Business Connect

[businessconnect.apple.com/](https://businessconnect.apple.com/)

**Similar to Google's Business Profile, but for Bing's Map and searching Engine. Bing can sync with Google to pull data from your listing, making set up easy.**

### Yelp!

[business.yelp.com/campaign/brand/](https://business.yelp.com/campaign/brand/)

**You might think of Yelp! as a source for restaurant reviews, but even professional services can benefit from listing in the directory.**

### Dun & Bradstreet

[dnb.com/en-us/smb/duns.html](https://dnb.com/en-us/smb/duns.html)

**A Dun & Bradstreet business profile requires a bit more verification including proof of ownership, but for some industries is an essential tool for winning contracts.**

### Next Door

[business.nextdoor.com/en-us/](https://business.nextdoor.com/en-us/)

**One of the most common ways people find professional services is in proximity, and there are few websites that are better at connecting to nearby customers than NextDoor.**

### LinkedIn Business Page

[business.linkedin.com/advertise/linkedin-pages](https://business.linkedin.com/advertise/linkedin-pages)

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### Meta (Facebook, Instagram, Threads)

[business.facebook.com/](https://business.facebook.com/)

**Facebook has been an entry point for many businesses to have a web presence. While we don't recommend relying exclusively on a Facebook page to support your business, it can be a great starting point and help drive users to your website.**

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