

Online Business Directory Listing Management



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Business Directory Listing Management

Many businesses today run completely online, and online is where prospective customers are looking for businesses just like yours.

Critical to your success is your ability to leverage your online marketing strategies to drive people to your business. This is where online listings can help you. With online listings, your business information is readily available to prospective customers when they are ready to choose you! New Mexico Pets is the ONLY directory in the state that includes pet-related businesses, resources, non-profit shelters and rescue organizations, and events in one place.

Perhaps you've never given much thought as to what a business listing is or why it's important for your business. Simply put, a business listing is the information and contact details of your business listed online. Taking it one step further, managing your business listing can help you in several ways.

FAQ.

1. Business listing sites are not recognizable to the general public and unlike the big names like Google, Facebook or Yelp, they do not receive much traffic. WAIT. *Why bother then?*

The high trafficked platforms are continuously checking for the accuracy of information against the smaller or unrecognizable business listing sites and vice versa.

Business Listing Management - SEO

The more uniform your listings are across all the platforms, you will have greater confidence, Google has the right information for your business to deliver to the targeted market. Therefore, chances will be high that these search engines will return to your business listing to each query placed on the internet.

Accurate Business Listings Play a Role in Local SEO

Every online business has the goal to be relevant or get top rankings in the search engine portals, and how to do that? Of course, SEO has a role to play here!

There are so many factors that play into Search Engine Optimization and you need to accomplish those basics for your website to get higher ranking in the search engines. Also, there are tricks and ways to optimize the business online so that it appears above the competitors for queries in the search engines.

One such trick is optimizing and correcting local business listings for SEO to work better and give results to draw traffic to your business. Local business listing and management is also called Local SEO however, it is just a piece of the big puzzle named SEO.

Business Listing Management – Paid Marketing

Business Listings as A Part of Advertising/Marketing

We mentioned earlier in the introduction that a business listing helps a business in its marketing strategy. For example, advertising via local directories allows you to be specific about your business. You can draw a targeted audience based on your business profile, like the service(s) or product(s) you sell.

Local listings are also great for cross promoting your social media platforms. Attach Twitter, Facebook, Pinterest, LinkedIn etc. This allows you to grow as a brand and raise awareness. It can work as a free marketing and advertising strategy when you use tweets, posts, and pins to create brand awareness and promote your product or service.

Why is Business Listing Management important?

Local business search online is done every day. Think about how many people search for plumbers, hair salons, contractors, restaurants, schools, kids' activities, and other service providers every day. Businesses should aim to get in front of these consumers that are searching for similar business like yours.

Business Listing Management – New Mexico Pets Directory

As a business owner, your job is to make the search easy for consumers. Business listings make it simple for local customers to find your business. Managing a business in local listing directories facilitates the process. You can provide as many citations as possible. A citation is called the place where your local business is listed online.

The New Mexico Pets Directory is a “hot spot” in your industry.

We are a publisher who specializes in the pet industry in New Mexico. Our Directory is the next best platform (outside Google/Bing or Yelp) to get connected with your next potential customer. New Mexico Pets Directory is the one place where pet lovers can go to find everything pet-related in New Mexico!

Claim Your Listing

1. New Mexico Pets Resource & Events Directory has provided you with a Free business listing. Please claim your listing and make sure that the information we have is correct.

Now, we’re going to share with you some of the reasons why upgrading your listing will benefit you and drive more traffic to your business.

Business Listing Management - New Mexico Pets

Upgraded Listings and What's Included

1. Select our SILVER PLAN at \$15 per month or \$150 per year and add your website URL, email address, social media buttons, photos and the ability for customers to review your site.
2. Select our GOLD PLAN at \$25 per month/\$250 annual payment and you've got a mini website. Features such as a detail page with brief and detailed descriptions, ratings and reviews, email address, URL listing, (2) phone listings, upload documents such PDF, list your hours, map, 3 deal offers (think coupons) 3 classified ads, large header image, up to 6 photos, and more...
3. Select our PLATINUM PLAN at \$50 per month/\$500 annual payment and you've got a mini-page and an online presence with all the "bells and whistles." Features include everything in our GOLD PLAN plus Video, Gallery with up to 9 images, 10 Deals and 10 Classifieds.

Business Listing Management - Benefits

Benefits of a Listing in New Mexico Pets Directory

Listing sites like ours are important for getting your business and website noticed. Here are some of the advantages:

1. We Improve Your Online Presence

Fact: listing sites tend to pull information from one another, your comprehensive and correct listing in our directory likely means your listing will be found by another and the information pulled into their directory. Due to this, it's IMPORTANT that you monitor and claim your listings regularly and make sure the information is correct in all of them.

2. We Improve Your Local Visibility

Our online business directory (and most others as well,) have advanced filtering and suggesting capabilities, allowing you to more visible to your local community and to your pet-related audience.

Business Listing Management - Benefits

3. We Help You Attract New Customers

4. Upgraded Listings Help Increase Customer Engagement

The easier it is for a potential customer to engage with your business, whether it's to make a phone call, submit a contact form, or even go to your location—the more likely they will do so. A comprehensive directory listing in New Mexico Pets creates a way for potential customers to engage directly with your business, or easily get to your website to do so.

Business Listing Management - Benefits

5. Your Listing Promotes Word of Mouth through Reviews

Word of mouth referrals are the most trusted source for consumers. This form of referral now takes place predominantly online in the form of reviews. Apps and mobile devices have made it even easier for customers to publish reviews more quickly. Claiming your listing and upgrading to our Silver, Gold, or Platinum plans gives your happy customers the chance to spread the word about your business. It also gives you a chance to connect with your customers to let them know about your listing and ask them for a review on [New Mexico Pets](#).

6. Strengthen Your Reputation

The fear of negative reviews prevents many businesses from listing online. This is a bit like “cutting off your nose to spite your face.” Why? Because it keeps you from getting positive reviews, which are essential for building and maintaining a good reputation. As long as you know how to [properly handle a negative review](#), the cost of it the negative review is outweighed by the benefits of many positive reviews. What is most interesting is that a mix of reviews has proven to strengthen a reputation, showing viewers that you are a real company with nothing to hide.

Business Listing Management - Benefits

7. Increase Brand Awareness

When a user performs a search in our online business directory, it will display a list of relevant results, each with a brief snapshot so that they can decide which one(s) to click on to learn more. Our Directory (and most directories) use a hierarchical format for the Results pages. What this means is that Platinum listings will show up first, followed by Gold listings, followed by Silver listings, followed by free listings. In the larger categories such as Pet Stores & Boutiques, free listings may be shown on the 3rd or 4th pages. This is no different than Google, where the businesses with the most investment in SEO show up higher in the rankings. However, it's important to know that even if a user doesn't click on your listing, they still see your business, and every encounter a person has with your businesses increases their awareness of your brand. Every encounter a person has with your business increases their awareness and familiarity with your brand, which makes them more receptive to future outreach.

8. We Can Your Improve SEO

Online business listings [improve your SEO](#) by sending signals to Google about your online presence and helping to validate your trustworthiness. Google wants to be trusted by its users, so the more information it can obtain about your business online, and the more consistent that information is, the higher you will rank.

Business Listing Management - Benefits

9. How we help your Google ranking

Popular online business directory sites that have been around for a while with high amounts of traffic are trusted by Google. While we are a new Directory, we are a brand of [Wide Web Advisor](#), located in Albuquerque, NM. WWA is staffed by team of Premier Google Partners, experts in SEO and Digital Marketing. We invest in SEO with the goal of pushing New Mexico Pets Resource & Event Directory to the top of Google's first page. This means that your profile page benefits by our investment in SEO and Digital Marketing for the Directory.

Business Listing Management – Basics

Listing Basics Recommended by Top Marketers

1. Name

While this may seem like a “no brainer,” many business names are frequently listed inaccurately. Keep your name consistent wherever it is listed. Example: if the business is listed on Google My Business as “The Village Mercantile,” make sure it is listed on Yelp and New Mexico Pets the same way, not for instance “Village Mercantile.”

2. Address

Check the address for accuracy in all your directory listings. If you don't have an actual location, brick & mortar store get listed as a service area business and include every detail of your address

3. Hours

Include your hours for each day of the week and include holidays and/or holiday hours. Listing when you are open is simply good customer service.

3. Phone Number

Listing a phone number is important. – even more so when considering the number of searches that are performed on mobile phones. Local telephone numbers let potential customers know that that you are a local business. Plus, search engines like Google do not like toll-free numbers. Remember, a good business listing and online presence is all about trust.

Business Listing Management

4. Website

Some potential customers will want to contact you directly by phone, but others will prefer to look at your website to learn more about your business before contacting you. Listing your website accurately allows your potential customers to get in touch with you the way that they prefer.

5. Photos

Wherever possible, uploading a photo helps associate a face with your business, which can increase the chances that someone will want to contact you. Add photos of the business itself, the customers, employees, and even products and services. The goal is to give potential customers an idea of what it's like to be at your business and to stand out among your competitors.

Business Listing Management

6. Category

This is especially important if your product or service is not a part of your business name. Customers don't typically search for business names, but rather for the product or service they're looking for, so be sure to select categories and subcategories whenever possible to help get your business listing to show up for people who are browsing.

7. Description

With New Mexico Pets Silver Plan, you can add a summary description. Keep it concise. Think about the keywords that potential customers would use to search for information on your business. Our Gold and Platinum plans include both a summary and a long description. Again, think about the keywords used for your business and incorporate them into your content.



Online Directory Business Listing Management

Compliments of New Mexico Pets