

The Northamptonshire Business Directory



A Directory for local people
A free to join and list Directory

BENEFITS OF JOINING A LOCAL BUSINESS DIRECTORY

There are many benefits that can be derived from listing your business in a local business directory. The more directories you list your business in, the more benefits you will enjoy. Below are some reasons or advantages why you need to join a local business online directory today.

EXPOSURE

All business marketing strategies needs exposure; after all, the more exposed your business is, the more people are likely to purchase your services. If users are not able to find your website or even know of its existence, then they are obviously not going to purchase any of your products or services. Therefore, you need to list your website on online local business directories in order to gain more exposure.

Many people use these business directories every day to look for things they are interested in. Their searches are probably searches related to the things you offer as products and/or services. These people are already searching; you just have to tell them you're available and make it easy for them to find you. With online business directories, your business will be open to more visitors, which could mean more business for you.

CHEAP ADVERTISING

The fact that you are a business owner means that you already know how important advertising can be. You are aware that it helps your consumers recognize your name and your brand, and also allows them to find your business. If you are a small business owner, this is especially good for you. The reason is because, you might not have enough paid for advertisements, listing your

business in a local online business directory will help you get your name and the name of your brand out. [Here is a short presentation](#)

Joining an online business directory is much cheaper when compared to the services of advertising and marketing companies; and they also offer more for the price. There are some online business directories that will even allow you to list your business for free. Either way, you will get more exposure for a lesser charge than what you will spend on a radio or newspaper advertisement spot.

SEARCH ENGINE OPTIMISATION BENEFITS

You have search engine optimisation benefits when you list your business on online local business directories. First off, these directories will provide you with more inbound links. When a user sees your website in an online directory, it will be easier for them to click on, which will instantly redirect them to your website. You can get more traffic this way, and also improve the status of your website which will in turn allow search engine crawlers to notice your website.

Search engine crawlers' deal with backlinks and the more they find on your site, the more rank improvement your website will gain; especially when the online directory you are listing your business on is an authoritative one. This means that when you are linked to a major business directory such as [Google My Business](#), your website will become much more relevant in the eyes of search engine crawlers. This will in turn provide you with a higher page rank on the search engine results page (SERP). And we all know that the higher your rank on SERPs, the more clicks and conversion you are bound to have.

MARKETING

There are a lot more benefits you can derive from listing your services or business on a local business directory; some of these benefits include targeted customers, increased revenue, professional appearance, increased traffic, brand recognition, and customer interaction.

If you are based in Northamptonshire then it is time to register your business with the free local business Directory at <https://www.northampton-business-directory.com>