

The Top 100 Online Business Directories



You probably know by now the importance of being listed online (posting a business listing on online business directories, and adding/claiming local business listings online for local search). There are a lot of online business directories and websites to list a business on out there. Not only that, there are many local directories for niche products and services. How do you know which online business directories businesses should be listed on to get the best ROI? It's great to list a business on other online directories besides the big ones—Google, Facebook, Bing—but which ones make sense to invest time and effort in adding/claiming a local business listing on?

The Top 100 Online Business Directories: We Ranked the Impossible

There are a *ton* (and I mean ton) of “top {insert number here} lists” of online business directories out there. Aside from the obvious ones like Google, Yelp, Bing, etc, what makes a site worthy of such an honor? Well, we’ve crunched the numbers for the big guys and all the non-obvious online local directories as well. And yes, we know that since this is internet information it can change quickly, however, this guide serves as a snapshot and reference point for the top 100 local business directories on the web, as backed by *a ton* of data and research.

Pro Tip- Start at the Top and Work Your Way Down

Where applicable, that is (this all depends on your budget and if it is a niche, whether the niche fits). While the ranks and information may change over time, we hope that from this resource you will know which tools to use, and what to look for in an online business directory to judge if it makes sense to create a local business

listing on. With many services pushing to so many online business directories, this list will act as a reference point to judge which services may or may not make sense for a business to invest in or not. If a business choose to list on these online business directories individually themselves, this list serves as a great guide, with an executive summary description of each local business directory (in conjunction with the table format of the list), helping to navigate the landscape of the local business listing and online business directory world.

[Which local business directories provide the most value? Download the Top 100 ebook for all the answers.](#)



The image consists of two side-by-side promotional banners. The left banner has a blue background and features the text 'Get the COMPLETE "Top 100 Online Business Directories" eBook' in white. Below the text is an image of the ebook cover, which shows a map and various business logos. At the bottom of the banner is a yellow box with the text 'I Want it ALL! Download the entire ebook now'. The right banner has a green background and features the text 'Download Just the "Top 100 Online Business Directories" Table' in white. Below the text is an image of the data table, which is a large spreadsheet. At the bottom of the banner is a yellow box with the text 'Just the Table! Only download the quick reference data table'.

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The Top 100 Online Business Directories: The List

1. [Google](#)
2. [Facebook](#)
3. [Yahoo!](#)
4. [Twitter](#)
5. [LinkedIn](#)

6. [Instagram](#)
7. [Bing](#)
8. [Zillow](#)
9. [Yelp](#)
10. [TripAdvisor](#)
11. [Realtor](#)
12. [MapQuest](#)
13. [Houzz](#)
14. [Whitepages](#)
15. **[Yellowpages](#)**
16. [OpenTable](#)
17. [Autotrader](#)
18. [Cars](#)
19. [BizJournals](#)
20. [Edmunds](#)
21. [Angie's List](#)
22. [Healthgrades](#)
23. [City-data](#)
24. [Better Business Bureau](#)
25. **[The Knot](#)**
26. **[Thumbtack](#)**
27. [Manta](#)
28. [HomeAdvisor](#)
29. [Care](#)
30. [HERE Maps](#)
31. [Foursquare](#)
32. [WeddingWire](#)
33. [Avvo](#)
34. [Zomato](#)
35. [Vitals](#)
36. [411](#)
37. [SuperPages](#)
38. [Local](#)
39. [TomTom](#)
40. [MenuPages](#)

41. [YP](#)
42. [MerchantCircle](#)
43. [D&B Credibility Review](#)
44. [DexKnows](#)
45. [Yellowbook](#)
46. [DealerRater](#)
47. [RateMDs](#)
48. [Chamber of Commerce](#)
49. [CityVoter](#)
50. [Switchboard](#)

51. [Citysearch](#)
52. [Homes And Land](#)
53. [Hotfrog](#)
54. [Cylex-USA](#)
55. [Kudzu](#)
56. [B2B Yellow Pages](#)
57. [American Towns](#)
58. [YellowBot](#)
59. [LocalStack](#)
60. [ForLocations](#)
61. [AreaConnect](#)
62. [iBegin](#)
63. [Restaurants](#)
64. [Yellow Pages Goes Green](#)
65. [SaleSpider](#)
66. [ShowMeLocal](#)
67. [Doctor](#)
68. [Insider Pages](#)
69. [EZlocal](#)
70. [GetFave](#)
71. [AllPages](#)
72. [eLocal](#)
73. [MagicYellow](#)
74. [Judy's Book](#)
75. [Citymaps](#)

76. [YaSabe](#)
77. [8coupons](#)
78. [2FindLocal](#)
79. [Best of the Web](#)
80. [CitySquares](#)
81. [U.S. Directory](#)
82. [Credibility](#)
83. [Cityfos](#)
84. [GoLocal247](#)
85. [411.info](#)
86. [Contractors](#)
87. [Brownbook](#)
88. [LocalPages](#)
89. [eHARDHAT](#)
90. [Discover Our Town](#)
91. [LocalEdge](#)
92. [YellowPageCity](#)
93. [My Huckleberry](#)
94. [Yellowise](#)
95. [Opendi](#)
96. [Allonesearch](#)
97. [YellowUSA](#)
98. [Ziplocal Online](#)
99. [Tuugo](#)
100. [Yalwa](#)

The Top 100 Online Business Directories: Getting to Know Your Directories



#1 Google

Google's [Google My Business](#) is a free tool for businesses to manage their online presence across Google, including Search and Maps. By verifying and editing business directory listing information, you can help customers find a business through their local search.

Cost to List on Google's Business Directory

It is free for the business listing directory portion (unless you want to show up in ads).

Who Uses Google's Business Listings Directory

Any user who uses Google as a search engine. Users [are statistically](#) a younger demographic. They are typically college/university educated and Facebook users. Within the last month, Google had over 175 million unique US visitors. Alexa data shows a fairly even representation across all demographic groups and segments.

Why Businesses Should Be Listed On Google My Business

Businesses need to be listed on Google because it is a large online local directory, a large volume of users go through the site (175 million in a month in the US alone!), it can improve search engine page ranking, businesses can show up in local search with key terms, a business can be easily found on Google Maps, and it's a [cost effective form of local marketing](#). Hard to say that in one breath! Really, though, who needs to be convinced that they need to be listed on Google?

Google's Business Listing Reach

[Google's search engine performs over 3.5 billion searches per day](#). Within the last month, [Google had 32.30 billion total unique visits globally](#). The search engine has become a verb—the prevalence is obvious.

Is Google's Local Business Directory Mobile Responsive?

Yes. Google has a mobile browser and other apps in the App Store and Google Play Store.

Notes on Google's Business Directory

You can also pay to have [ads on Google](#).



#2 Facebook

In case you've been living in a cave or are an ageing hipster with an aversion to trending technology, Facebook is a social networking website. Here, users can create profiles, upload photos and videos, send messages and keep in touch with friends, family, and follow their favorite businesses and brands. Companies can create business profiles that users can follow.

Cost to Add a Local Business Listing on Facebook

It is free to add or claim a business profile/business listing page. You can advertise on Facebook for a fee with options for sponsored posts.

Facebook's Demographics

Within the last month, Facebook had over 117 million unique US visitors.

Facebook is used:

- slightly more by women and slightly less by men

- slightly more by those who earn 60K-100K
- slightly more by those who view the site from school
- slightly more Caucasians and Middle Eastern groups than the average internet population

Why Businesses Should Get a Facebook Business Listing

It's free to post a business on the site, and the 117 million unique US visitors is more than enough volume to justify creating or claiming a business' presence. Users can follow a company through updates or posts, and customers can post reviews about their experience with a business on Facebook. Because it is widely recognized as the most robust social network and has the largest user base, reviews and feedback on Facebook are essential content for local businesses.

A Facebook Business Listing's Potential Reach

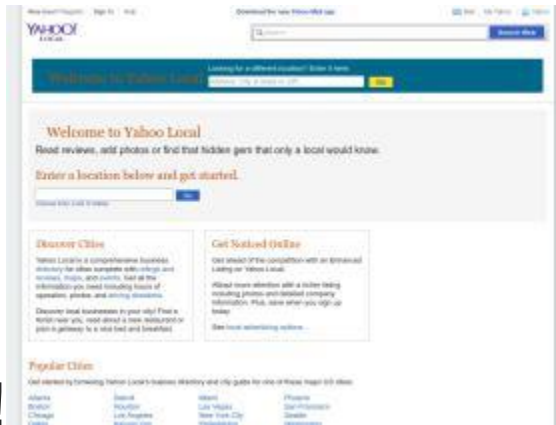
There are [1.59 billion active Facebook users worldwide](#). Within the last month, Facebook had 29.5 billion total unique visits globally (Similarweb).

Is Facebook Mobile Friendly?

Yes. Facebook for mobile is available in the App Store and Google Play Store (though you likely knew that already).

Other Notes On Facebook's Business Listings

You can also pay to have [ads on Facebook](#). If you have the feedback option enabled on a business' page, make sure businesses are handling the negative responses properly to maintain their public image on social media. [Information moves fast](#) on here, so keep in mind time versus ROI.



#3 Yahoo!

Yahoo! is a portal website that incorporates a search engine and a directory of websites organized in a hierarchy of categories. [Yahoo! Local](#) is the online business directory portion of the website devoted to business listings. For a time, Yahoo and Bing were teamed up as a part of the Yahoo Bing Network, but [their agreement has now changed](#).

Yahoo's Business Listing Directory Fees

You can create a free Yahoo Local Basic Listing or pay to have either an Enhanced Listing for \$9.99/month, or sign up for Localworks, which is \$29.99/month. A Basic Listing includes your company's phone, address, website information, store hours, as well as your products and services (help.yahoo.com). In order to sign up for the Localworks, users are directed to [Aabaco Small Business from Yahoo! Localworks](#) will list the business on Yahoo, Google, Yelp, WhitePages, Bing, MapQuest, Superpages and other listing sites and local directories.

Yahoo's Local Business Directory User Profile

Data pulled is for Yahoo!'s domain and not Yahoo! Local (Yahoo's specific online business directory) specifically. Within the last month, Yahoo! had over 98 million unique US visitors.

Yahoo! is used:

- slightly more by women and slightly less by men
- slightly more by those aged 65+
- more by those with no college or some college education
- more by those who earn \$60K-\$100K and \$100K+; less by those who earn \$0-\$30K
- more by Asians and Caucasians; less than the internet average by African, African American, Hispanic, Middle Eastern and "Other" demographic groups

Why Businesses Should Get Listed on Yahoo's Online Business Directory

There are varying opinions as to how [effective the local business directory listings are](#) versus the price you pay for the service. My advice? Take a look at the Yahoo! Local directory website before you purchase—maybe even try searching for a few businesses. If you like what you see, then it may be worth the investment to have a local business listed here.

The Yahoo! Local Business Directory Reach

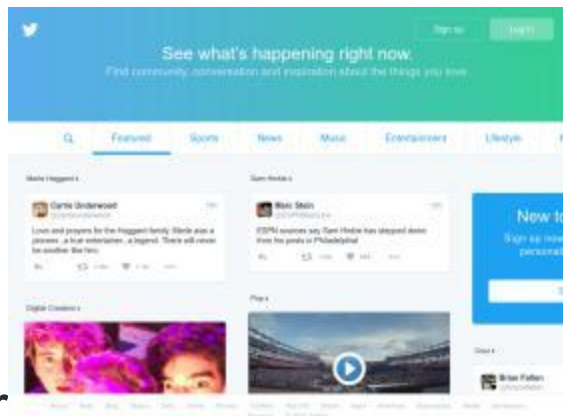
Similarweb reports that within the last month [Yahoo!](#) had 7 billion total visits globally, which is approximately 1.17 billion visits a month.

Is It Safe to Say The Yahoo Business Directory is Mobile Friendly?

Yes. Yahoo! has a mobile browser in the App Store and Google Play Store.

Notes on Yahoo's Business Listing Directory

Alexa data was available for the Yahoo.com domain and not specifically Local.Yahoo.com. The Alexa data returns the Yahoo.com data for the domain as a whole.



#4 Twitter

Twitter, in case you haven't heard, is an online social networking service where users send and read 140-character messages, also known as "tweets." Users can tweet messages, links, and images to their followers, or use #hashtags if they want to be found by that word or phrase.

Twitter Business Listings Pricing

Businesses can create a Twitter profile for free. You can advertise on Twitter for a fee.

Portrait of a Twitter User

Within the last month, Twitter had over 74.6 million unique US visitors.

Twitter is used:

- slightly more by women
- slightly more by those who view the site from school
- more by Caucasians and Hispanics; less than the internet average by Asian, Middle Eastern and “other” demographic groups

Businesses Should Get a Twitter Business Listing Because...

Local businesses can put advertisements on Twitter, connect with potential customers, network, tweet about sales to followers and so on. However, there is a catch... other than posting an ad, Twitter, like any other social media platform, can be a large time investment to maintain a presence. There are platforms and services you can use to assist with maintaining a presence on Twitter, but compare the costs and benefits and see if it makes in the use case of each business.

Twitter's Network Size

Within the last month, Twitter had 3.1 billion total unique visits globally (Similarweb).

Is Twitter Mobile Responsive?

Yes. Twitter is available in the App Store and Google Play Store.

More Notes On Twitter

Because information on Twitter moves very fast, businesses need to have a sense of immediacy and flexibility when interacting on this platform. Twitter is very much a constant conversation, so businesses who are listed here need to contribute regularly.

**You know about
online directories....
but do you know
the right online
directories for you?**

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#5 LinkedIn

LinkedIn is a social networking website for the business community. Registered members can link to networks of people they know professionally. It can also be a way to grow your professional network. It has recently become a leads machine for sales teams, so you've likely noticed that every person who's asked for a demo has also asked you to connect.

How Much Does a LinkedIn Business Listing Cost?

Businesses can create a LinkedIn profile for free. You can advertise on [LinkedIn](https://www.linkedin.com) for a fee as well, of course.

The Typical LinkedIn User

There are [107 million American users on LinkedIn as of Feb. 2016](#). Within the last month, LinkedIn had over 57.9 million unique US visitors. LinkedIn is used:

LinkedIn is used:

- slightly less by those aged 18-24 and slightly more by those aged 45-54
- more by those with graduate school education and slightly less than those with no college or some college education
- more by those who earn \$100K+ and less by those who earn \$0-\$30K
- more by those who view the site from work
- more by Caucasians; less than the internet average by Asian and Middle Eastern demographic groups

Reasons to Get Your Business Listed On LinkedIn's Business Directory

Depending on the type of company and product or service offered, businesses likely want to spend the time to create a profile on LinkedIn. Creating a listing is free, and potential applicants and vendors alike can find businesses here. My advice would be to go on the site and look around for similar businesses. If competitors are on there, businesses should likely follow suit and make a profile. A LinkedIn profile appeals to most businesses in most verticals.

LinkedIn's Network Reach

Within the last six months, [LinkedIn had 996.2 million total visits globally](#), which is approximately 166 million visits a month.

Is LinkedIn Mobile Friendly?

Yes. LinkedIn for mobile is available in the App Store and Google Play Store.

Other LinkedIn Notes

It isn't as necessary to be continually posting things on this platform as it is on others, but it's a good idea to make sure business profile information is always up to date.



#6 Instagram

Instagram is social network and platform for mobile photo and video sharing. Users can take pictures and videos, and share them either publicly or privately via the app.

How Much Does It Cost to Get an Instagram Business Listing?

Businesses can create an Instagram profile for free, and can advertise on Instagram for a fee. [Here are some ideas](#) if you want to be creative about promoting a business on Instagram for free, and you can see the [top four Instagram trends of 2016](#) to stay up to date with the app.

Who Uses Instagram?

[Nearly 78 million Americans \(24% of US online adults\) use Instagram](#). Within the last month, Instagram had 43.6 million unique US visitors.

Instagram is used:

- slightly more by women and slightly less by men
- slightly more by those aged 18-34 and much less by those aged 55-65+
- more by those who earn \$60K-\$100K and \$100K+; less by those who earn \$0-\$30K
- more by African-Americans, Caucasians and Hispanics; less than the internet average by African, Asian, and "other" demographic groups

The Importance of Instagram as a Business Directory

Again, it depends on the industry of the company and what type of product or service they offer. Businesses may or may not want to spend the time to create a profile on Instagram. It is free, but is a platform that has strong visual appeal and is not ideal for all businesses (unless they get creative). Instagram is the ideal platform for brands that have a unique product that can be showcased through strong imagery.

What is the Size of Instagram's User Base?

Within the last month, Instagram had 1.5 billion total unique visits globally (Similarweb).

Is Instagram Mobile Responsive?

Yes. Instagram is available in the App Store and Google Play Store. In fact, Instagram is nearly a mobile only application, not allowing users to post from a desktop.

Other Instagram Considerations

Much like the other social media platforms, information on Instagram moves quickly. Businesses need to post consistently to ensure their following knows they are active and passionate about that community.

#7 Bing



Bing is a web search engine owned by Microsoft. [Bing Places for Business](#) is a Bing portal where local business owners can add a listing for their business on the Bing network.

Average Fee to Get Listed on Bing's Local Business Directory

You can add or claim a [Bing Places for Business listing](#) for free. There are options to upgrade a business listing from the free version for local businesses, chain businesses and service businesses that offer services at customer locations (ex. contractors).

Who Uses Bing's Business Listings Directory?

Within the last month, Bing had 76.1 million unique US visitors.

Bing is used:

- more by women and less by men
- slightly more by those aged 45-54
- more by those with no college or some college education
- more by those who earn \$60K-\$100K and \$100K+; less by those who earn \$0-\$30K
- more by those who view the site from school and less by those who view the site from home
- more by Asians and Caucasians; less than the internet average by African, African American, Hispanic, Middle Eastern and “other” demographic groups

The Importance of Bing’s Local Business Directory

For businesses with a target market in the US, Bing may be a good alternative—76.1 million visitors a month is a large volume of searches. Businesses may have a better chance of standing out by putting their listing on Bing, since less people are advertising here than Google. This could be especially true if businesses decide to do pay-per-click advertising on Bing (aborg.com).

Bing’s Network Span

Within the last month, [Bing had 1.1 billion total unique visits globally](#) (Similarweb).

Is Bing Mobile Responsive?

Yes. Bing has a mobile browser in the App Store and Google Play Store.

Additional Bing Business Listing Related Notes

You can also pay to have [ads on Bing](#).



#8 Zillow

Zillow is a real estate and rental listing marketplace that gives consumers data and knowledge to find a home, and connects them with the local agents who can help them. The site provides value estimates of homes, notes changes in value over time, shows aerial views, and displays prices of comparable homes in the area. The site has a “Find an Agent” local business directory where home owners can perform a local search of agents that includes agent type and service needed. Users can also leave reviews on their agents within the agent directory.

Cost to List on Zillow’s Realtor Directory

Homeowners can list their homes or apartments (either rental or for sale) on Zillow for free. [Real estate agents](#), lenders, rental pros and advertisers need to contact Zillow and pay to be listed on their directory.

Who Is the Typical Zillow User?

Within the last month, Zillow had 32.9 million US visitors.

Zillow is used:

- more by women and much less by men
- more by those aged 45+; less by those aged 18-24
- slightly more by those with some college and no college education; less by those with graduate school education
- more by those who earn \$60K-\$100K and \$100K+; less by those who earn \$0-\$30K
- more by those who browse the site from school and slightly less by those who view the site from home
- more by Caucasians and much less than the internet average by African, Hispanic, Middle Eastern and “Other” demographic groups

Zillow’s Importance as a Vertical Specific Business Directory

Zillow is a niche local business directory for real estate agents. Real estate agents may want to check out the directory, or at least be aware of it. Zillow's website gets an astonishing 25 million US visitors a month. [Zillow's living database consists of more than 110 million US homes](#). In 2015, ComScore reported that Zillow, [Trulia](#) and Realtors made up 68% of the online real estate listings website market share.

What is the Size of Zillow's Network?

Within the last month, [Zillow had 164 million total unique visits globally](#) (Similarweb).

Is Zillow's Business Directory Mobile Friendly?

Yes. Zillow is available in the App Store and Google Play Store.

Other Notes Regarding Zillow's Real Estate Business Directory

Zillow is a niche specific listing site for real estate agents, property managers and home owners wanting to list their homes.



#9 Yelp

Yelp is a platform (website and app) where users can publish reviews about local businesses. Yelp also trains small businesses how to respond to reviews, host social events for Yelpers (a.k.a. Yelp reviewers) and provides data about businesses including health inspection scores (Yelp.com).

Yelp's Business Directory Listing Pricing

Businesses can [claim their listing on Yelp's directory for free](#). Yelp offers free tools for businesses to manage their business listing, including the ability to respond to reviews, upload photos and create a special offer. You can also buy ads on Yelp or purchase a service from Yelp to help manage a Yelp account.

Yelp's Business Listing Directory User Demographic

Within the last month, Yelp had 36.3 million unique US visitors.

Yelp is used:

- more by women and less by men
- slightly more by those aged 45+
- slightly more by those with no children
- slightly more by those with some college and college education; less by those with graduate school education
- much more by those who earn \$60K-\$100K and \$100K+; less by those who earn \$0-\$30K
- more by those who browse the site from school and slightly more by those who view the site from work
- the most by Asians and Caucasians; much less than the internet average by African, African-American, Hispanic, Middle Eastern and "other" demographic groups

Reasons to Get Your Business Listed On Yelp's Local Business Directory

Contrary to popular belief, Yelp [isn't just for restaurant reviews](#). With 36.3 million unique visitors, the Yelp site sees a large volume of local customers. Since a business can list themselves on Yelp's local business directory for free, it is a good idea to get a business listing up on the site and let people leave reviews. Of course, once businesses do this, it is essential that they manage their Yelp reviews appropriately (here are the [11 most hilarious Yelp reviews](#)). Businesses can manage reviews on the site themselves, or use a software and/or service to help manage feedback. Again, look for software or services that meet the needs and budget of the business.



The Ultimate to Online

Download

The Network Reach of Yelp's Local Business Directory

Within the last month, Yelp had 172.7 million total unique visits globally (Similarweb).

Is Yelp's Business Directory Mobile Friendly?

Yes. Yelp is available in the App Store and Google Play Store.

More Helpful Notes On Yelp's Online Business Directory

You can also pay to have [ads on Yelp](#). Yelp is arguably the largest review platform, and it's essential local businesses understand the importance of [review monitoring on Yelp](#).



#10 TripAdvisor

TripAdvisor is a travel website company where users can leave reviews of places they've gone to. Users can also book rooms, find flights, find things to do, and reserve tables at participating restaurants. TripAdvisor operates websites internationally in over 25 countries.

The Cost to List on TripAdvisor's Online Business Directory

While businesses can register and claim their business listing on TripAdvisor's online business directory, it isn't free. Costs levels are dependent on the type of business. Once a business [signs up](#) and pays the associated fees, they can access some tools and widgets. Businesses can also pay to promote their business listing on a Cost Per Click (CPC) basis. If you are interested on how it works, there's a [step by step guide](#).

Who Uses TripAdvisor's Local Business Listings Directory

Within the last month, TripAdvisor had 29.2 million unique US visitors.

TripAdvisor is used:

- more by women and slightly less by men
- more by those aged 45-54 and 65+; less by those aged 18-24
- more by those who earn \$60K-\$100K and \$100K; much less by those who earn \$0-\$30K
- more by those who browse from school
- substantially more by Caucasians and much less than the internet average by other groups (African, African American, Hispanic, Middle Eastern and "other")

Reasons to Get Your Business Listed On TripAdvisor's Online Business Directory

Since TripAdvisor is a travel site, this site makes the most sense to list a local business if they are a hotel (motel and bed and breakfast, as well), vacation rental property, restaurant or local attraction/destination. To list a business on TripAdvisor's local directory, the site has specific requirements per category. If a business meets the requirements and are a hotel/vacation property rental/local attraction and the cost on the sites make sense for them, then the size of visitors and traffic the site receives make it a good option to consider. Of course, being listed on TripAdvisor means businesses are opening themselves up to reviews and should know how to [respond appropriately](#) to feedback and reviews.

A TripAdvisor Local Business Listing's Potential Reach

Within the last month, TripAdvisor had 142 million total unique visits globally (Similarweb).

Is TripAdvisor's Business Directory Mobile Friendly?

Yes. TripAdvisor is available in the App Store and Google Play Store.

Other Interesting Information on TripAdvisor's Business Directory

Similar to other review sites and search engines, businesses can also pay to have ads on TripAdvisor, allowing sponsored content to show up in the [snack pack area](#) (or near the top).



#11 Realtor

Realtor.com is the official consumer website of the National Association of Realtors. Operated by Move, Inc, realtor.com aims to provide all applicable parties—buyers, sellers and renters—with the right tools to perform buy/sell a home.

Realtor's Business Listing Directory Fees

Creating a profile on Realtor.com is [free for realtors](#). The site also includes the option of [advertising](#) to their audience.

Portrait of a Realtor Business Directory User

Within the last month, Realtor had 14.7 million unique US visitors.

Realtor is used:

- much more by women and much less by men
- slightly more by those aged 45-54 and 65+; less by those aged 18-34
- more by those with no college or some college education; much less by those with graduate school level education
- more by those who earn \$60K-\$100K and \$100K+; substantially less by those who earn \$0-\$30K
- substantially more browse the site from school and somewhat less view the site from home
- substantially more by Caucasians and substantially less than the internet average by African, Hispanic, Middle Eastern and "Other" demographic groups

Why Businesses Should Get a Listing On Realtor's Online Business Directory

This website is niche specific, and is essential for realtors and landlords, but a site other verticals can, clearly, skip. Realtor.com has relationships with almost 800 listing services, and constantly updates their listings. Realtor has tons of resources for buyers and sellers, including things like why you should have a realtor, tips on buying your first home, mortgage calculators and various other collateral.

Realtor's Online Business Directory Reach

Within the last month, Realtor.com had 56.2 million total unique visits globally (Similarweb).

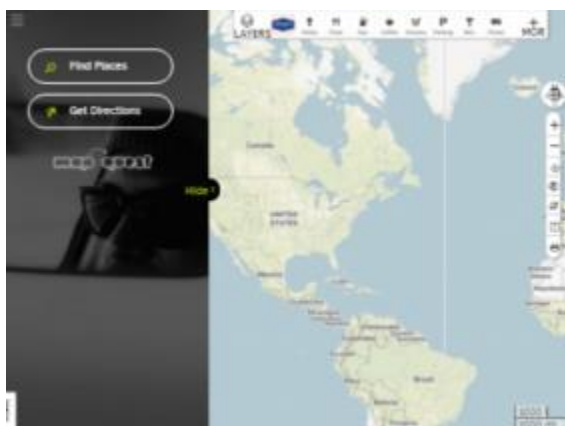
Is Realtor's Business Directory Mobile Responsive or Mobile Friendly?

Yes. Realtor.com is available in the App Store and Google Play Store with several different versions for applicable parties—rentals app, mortgage and finance and real estate.

Other Notes About Realtor's Business Directory

Realtor is a niche online business directory for real estate agents.

#12 MapQuest



Founded in 1967 as Cartographic Services, MapQuest has a history that shifts from traditional to digital media. The company was acquired by AOL in 1999 and then Verizon in 2015. It is a mapping site where users can get directions for their routes or search for hotels, food, gas, coffee, grocers, parking, bars, post offices, and more.

How Much Does It Cost to Get a MapQuest Business Listing?

MapQuest formally shot down their basic local directory listings product in 2014 and went into a partnership with a third-party data provider, though it is free to claim the listing linked from MapQuest. On MapQuest, users can add enhanced content to business directory listings, such as menus, product and service lists, calendars, promotions, hours of operation, staff bios and photos. Users can pay extra to [advertise on the site](#).

Who Typically Uses MapQuest's Online Business Directory?

Within the last month, MapQuest had 15.6 million unique US visitors.

MapQuest is used:

- more by women and much less by men
- more by those aged 45+
- more by those with no college or some college education
- more by those who earn \$60K-\$100K and \$100K+; less by those who earn \$0-\$30K

- more by those who view the site from school
- more by Caucasians; less than the internet average by African, Hispanic, Middle Eastern and “Other” demographic groups

Why Businesses Should Get Listed on MapQuest’s Business Directory

Although MapQuest went from having nearly all of the online mapping market to sharing that with dozens of competitors (Google Maps being the obvious Goliath), they are still a highly referenced and relevant site. AOL purchased MapQuest for over a billion dollars in 1999, and in 2015, Verizon purchased the company for nearly four times that amount, making it anything but obsolete and a worthy directory to consider listing your business on for local search.

The Network Size of MapQuest’s Business Directory

Within the last month, MapQuest had 35.6 million total unique visits globally (Similarweb).

Is it Safe to Say That MapQuest’s Business Directory is Mobile Responsive?

Yes. MapQuest is available in the App Store and Google Play Store.

Other Notes On MapQuest’s Business Directory

MapQuest’s mapping detail is limited beyond North America, so is less applicable for sources outside the US and Canada (but is great for local search!).

#13 Houzz



Houzz is a website for all things related to homes (including interior design, landscaping and home improvement) that features an online community and online business directory for businesses with related services such as contractors, interior designers and architects.

Houzz Business Listing Pricing

Companies who wish to list their business in [Houzz's](#) professional local directory can register for a [free listing](#). For companies interested in getting more than the free business listing, they can contact Houzz for more options and pricing with their Houzz Pro+ advertising package options.

Portrait of a Houzz Business Directory User

Within the last month, Houzz had 25.4 million US visitors.

Houzz is used:

- more by women and much less by men
- more by those aged 45-54 and 65+
- more by those with some college and no college education; less by those with graduate school education
- more by those who earn \$60K-\$100K and \$100K+; less by those who earn \$0-\$30K
- more by those who browse the site from school and slightly less by those who view the site from home
- more by Caucasians and much less than the internet average by African, African-American, Hispanic, Middle Eastern and "Other" demographic groups

Why Get a Business Listing On Houzz's Business Directory?

Houzz is one of the most popular home renovation websites and is a one-stop destination for homeowners to get ideas, information and find contractors to do the work on their home. This is a niche online business directory for contractors, so if businesses want to target customers who are homeowners, are in the process of renovations and are actively searching for local businesses to hire to do the work, Houzz is the right spot to target those customers. If a business can get a free listing for a reputable site, it will help boost online visibility and ranking in search engines.

A Houzz Business Listing's Potential Reach

Within the last month, Houzz had 27.4 million total unique visits globally (Similarweb).

Is Houzz's Business Directory Mobile Responsive?

Yes. Houzz is available in the App Store and Google Play Store.

Notes on Houzz's Business Listing Directory

Houzz has a portion of their website that serves a niche of contractors, interior designers and architects (basically services relating to the home).

#14 Whitepages



Whitepages is frequently used to look up someone's address or determine where an unknown call came from. It claims to have the largest directory database of contact information on US and Canada residents readily available. Users can search for businesses from their business directory tab on the website, or on their [yellow pages](#) section of the website.

How Much Does It Cost to Get a Whitepages Business Listing?

The basic [Whitepages](#) is known mainly for looking up individuals, however, users can look up businesses for basic address and phone numbers. Companies can pay extra to show up as a sponsored ad on the site as well. To add or edit a business directory listing, you must contact their listing provider. You can go the [free listing route](#) and update a profile, but you have to wait up to 60 days for the updated information to appear. If you want to get it updated right away, you must subscribe with their provider on a paid plan. This also applies also for the yellow pages section of their site. The Whitepages Premium or Whitepages Pro are other paid options they offer, which are services targeted for businesses for identity verification purposes.

Who Uses the Whitepages Online Business Directory?

Within the last month, Whitepages had 17.56 million unique US visitors.

Whitepages is used:

- more by women and less by men
- more by those aged 45+
- more by those with no college or some college education
- more by those who earn \$60K-\$100K and \$100K+; less by those who earn \$0-\$30K
- more by those who view the site from school
- more by Caucasians; less than the internet average by African, Hispanic, Middle Eastern and “Other” demographic groups

Why Businesses Should Be Listed On the Whitepages Local Business Directory

Although phones and phone directory sites may appear to be a thing of the past, Whitepages is still heavily referenced by consumers looking for local business data. The free portion of the site is more for individuals, but the Premium or Pro plans provide businesses with identity verification on consumers.

For the online business directory portion of the site specifically, it takes a few clicks to get through to the yellow pages portion. If a listing shows up on both the yellow pages side and the main page when searching the business tab, creating a business listing on here can be a good option. Since you can register for a free business listing, it is a good idea to take advantage of that—over two million users in the US are using it for local search. The 60 day wait for the listing on their local directory may be an inconvenience, but if businesses

can't afford a plan or would rather use their marketing budget elsewhere, the cost of getting it free is worth the wait.

Whitepages's Online Business Listings Directory Network Span

Within the last month, Whitepages had 42.2 million total unique visits globally (Similarweb).

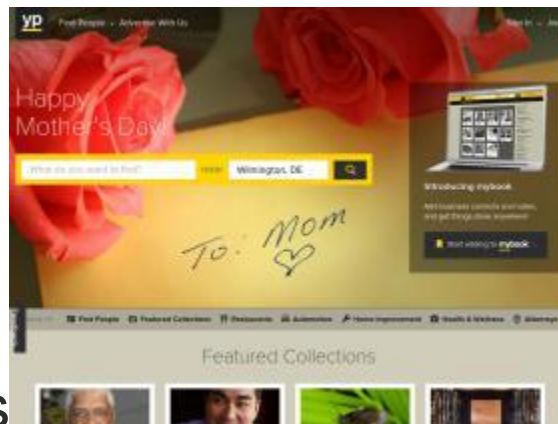
Is Whitepages Mobile Responsive/Friendly?

Yes. Whitepages is available in the App Store and Google Play Store.

Other Whitepages Local Business Directory Considerations

Whitepages is known more for searching individuals than businesses, though it provides businesses the option of adding their listing and getting regular insights on consumer behavior.

#15 YellowPages



YellowPages is an online business directory owned by YP. YP is a local marketing solutions provider that focuses on helping local businesses grow. [YP launched in May 2012 and was the result of bringing AT&T Interactive and AT&T Advertising Solutions together](#). YP's offerings include their YPSM app, yp.com, and The Real Yellow Pages® directory.

YellowPages's Business Directory Listing Pricing

A business listing on YellowPages's online business directory can be added or claimed [for free](#). A basic information business listing includes company name, street address, city, state, zip code, email, website and

more. YellowPages also offers a free coupon tool for those with free listings. If you want to upgrade your listing or want to inquire about advertising on the site, you are directed to [contact the YP team](#) for a free consultation.

Who is the Typical YellowPages Business Directory User?

Within the last month, YellowPages had over 27 million unique US visitors.

YellowPages is used:

- more by women and less by men
- more by those aged 45+
- more by those with some college education; less by those with graduate school education
- more by those who earn \$60-\$100K and \$100K+; much less by those who earn \$0-\$30K
- much more by those who view the site from school; slightly less by those who view the site from home
- more by Caucasians; much less than the internet average by African, Hispanic, Middle Eastern, and "Other" demographic groups

Why Businesses Should Get a YellowPages Business Listing

Did we mention how much we like free? Since it is free, it wouldn't hurt to ensure a business's local listing information is up to date and claim the free basic business listing on their online business directory.

YellowPages attracts a high volume of US local search users in to make it worth the time it takes to get a free account. Depending on what you get for an enhanced listing, you may want to scope out the prices if it is an online business directory that a lot of local search customers in the area area using.

The YellowPages Local Business Directory Reach

Within the last month, YellowPages had 28.5 million total unique visits globally (Similarweb).

Is YellowPages Mobile Responsive?

Yes. YP is available in the App Store and Google Play Store.

Additional YellowPages Business Directory Notes

YellowPages is an online business directory that has a large US usage rate.

#16 OpenTable



OpenTable is an online real-time restaurant-reservation service, and [works with more than 32,000 restaurants worldwide, seating more than 16 million diners each month.](#)

Average Fee to Get Listed on OpenTable's Business Directory

Restaurants must pay to create a profile and be listed on the site's restaurant directory. OpenTable is a touch screen system meant to replace the pen and paper you usually see held by hosts at a restaurant. According to OpenTable, "Restaurants pay a \$199 monthly subscription fee, which includes our software, unlimited upgrades, the touch-screen computer system, and customer support. In addition, there's a one-time installation fee, which covers on-site installation and training and custom configuration of the system." The company also charges a small fee per each reservation.

OpenTable's Business Directory User Demographic

Within the last month, OpenTable had 7.18 million unique US visitors.

OpenTable is used:

- more by women and less men
- more by those aged 45+ and less by those aged 18-24
- more by those without children
- more by those with college or graduate school education; less by those with no college or some college education
- more by those who earn \$100K+ and less by those who earn \$0-\$30K

- more by those who view the site from work and less by those who view the site from school
- more by Caucasians and African-Americans; less than the internet average by African, Asian, Middle Eastern and “Other” demographic groups

OpenTable’s Importance as a Vertical Specific Business Directory

Every month, [OpenTable diners write more than 450,000 restaurant reviews](#), which means lots of feedback, traffic and mentions for restaurant owners. The site has an [ROI calculator](#) where you can see how much OpenTable could potentially bring in for extra revenue via additional diners.

What is the Size of OpenTable’s User Base?

Within the last month, OpenTable had 14.6 million total unique visits globally (Similarweb).

Does OpenTable’s Business Directory Play Nice With Mobile Devices?

Yes. OpenTable is available in the App Store and Google Play Store.

More Helpful Tidbits On OpenTable’s Online Business Directory

OpenTable is for the restaurant vertical only, and not applicable to other industries. Making a reservation is free to the end user.

#17 Autotrader



Autotrader is an online marketplace for car shoppers and sellers. The site brings together millions of new, used and certified second-hand from thousands of dealers and private sellers. Users can purchase, sell and research vehicles as well as find a list of dealers on the site's [dealership directory](#).

Autotrader's Business Listing Directory Fees

To list a dealership on the site's directory you must pay for a [marketing services solution](#) from dealer.com. Costs to have a business listing on the dealership directory can vary greatly from an entry level listing package to an all inclusive deal that includes dealership SEO, PPC advertising and other online marketing services.

Who Autotrader's Local Dealership Listings Directory

Within the last month, Autotrader had 9.4 million unique US visitors.

Autotrader is used:

- more by women and much less by men
- slightly more by those aged 45-54
- more by those with some college or no college education
- more by those who earn \$60K-\$100K and \$100K+, less by those who earn \$0-\$30K
- more by those who view the site from school and much less by those who view the site from home
- more by Asians and Caucasians, and less than the internet average by African, African-American, Hispanic, Middle Eastern and "Other" demographic groups

Why Dealerships Should Get an Autotrader Business Listing

If you are in the industry of buying and selling vehicles, Autotrader is a great place to be. Autotrader.com provides dealerships with a listing on a highly trafficked, well-known, and relevant website.

Autotrader's Local Business Directory Reach

Within the last month, Autotrader had 24.10 million total unique visits globally (Similarweb).

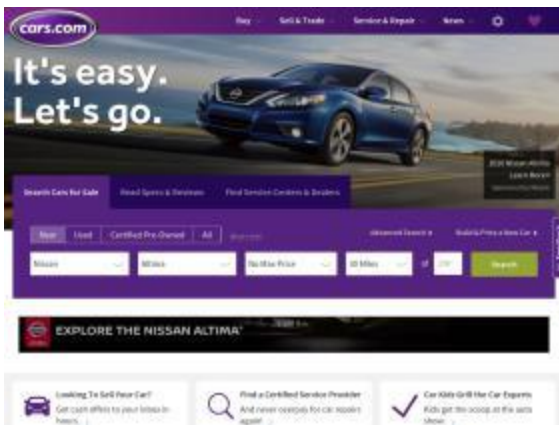
Is Autotrader Mobile Responsive?

Yes. Autotrader is available in the App Store and Google Play Store.

More Notes On Autotrader's Dealership Directory

As far as an online business directory, Autotrader is for the automotive dealership vertical only, and not applicable to other industries.

#18 Cars



Cars is one of the leading sites for automotive consumers. They aim to help consumers research new and used vehicles, as well as find reputable service and repair providers. Users can leave reviews about specific makes and models. Users can search through an online business directory of dealerships and service centers on the "Find Service Centers & Dealers" tab of the site's home page.

Cost to List on the Cars Local Business Listings Directory

Listing a dealership or service center on Cars is [not free](#), and those wanting to get listed need to contact a sales rep to find pricing information.

The Portait of a Cars User

Within the last month, Cars had 7.68 million unique US visitors.

Cars is used:

- more by women and slightly less by men
- slightly more by those aged 45-54
- slightly more by those with children
- more by those with no college or or some college education; much less by those with graduate school education
- more by those who earn \$60k-\$100K and \$100K+; less by those who earn \$0-\$30K
- more by those who view the site from school and less by those who view the site from home
- more by Asians and Caucasians; less than the internet average by African, African-American, Hispanic, Middle Eastern and “Other” demographic groups

Cars’s Importance as a Vertical Specific Business Directory

As a niche online business directory site for dealerships and auto services and repairs, Cars is essential for companies in the automotive space. Launched in 1998, Cars was previously owned by Classified Ventures, LLC—a joint enterprise between Gannett, The McClatchy Company, Tribune, Graham Holdings and A.H. Belo. In 2014, Gannett bought the shares it did not already own for 2.5 billion. Nearly 80% of Cars’ audience is currently in the market for a vehicle—being listed here puts automotive dealers in front of people actively seeking out a vehicle purchase (Cars.com).

The Cars Online Business Directory Network Span

Within the last month, Cars had 23.7 million total unique visits globally (Similarweb).

Is It Safe to Say The Cars Business Directory is Mobile Friendly?

Yes. Cars is available in the App Store and Google Play Store.

Additional Cars Business Listing Related Notes

Cars has advertised at the Super Bowl for several consecutive years, taking digital media, traditional.

#19 BizJournals



The BizJournals aim to target business decision makers. The company has 42 websites, 64 publications and more than 700 annual events, targeted to service a wide demographic with news from local through to national. The local [directory portion of Biz Journals](#) is a part of their website where businesses can create a listing in their online business directory and consumers can leave reviews about their experiences with local businesses.

BizJournals Local Business Listing Pricing

Biz Journals provides the ability to add a company's [listing on their local business directory for free](#), which includes a company name, address, phone number, detailed business description and link to the company's website. There is also a gold listings package, which is \$300/year. The gold tier includes premium ad placement above other listings, listing on the local listing directory's homepage, company logo and a short description in the business directory results.

Who Uses the BizJournals Online Business Directory?

Within the last month, BizJournals had 7.11 million unique US visitors.

BizJournals is used:

- more by those aged 45+ and less by those aged 18-34
- slightly more by those with no children
- more by those with college education and much less by those with no college or some college education
- more by those who earn \$100K+ and less by those who earn \$0-\$30K
- more by those who view the site from work and less by those who view the site from home

- more by Africans and Caucasians; less than the internet average by African, Asian, Middle Eastern and “Other” demographic groups

Why Businesses Should Get Their Business Listed On the BizJournals

You can't really beat free and if you choose to go with the gold package, the exposure of over 7 million US visitors a month is a large volume of traffic to their site and online business directory.

BizJournals's Local Business Listing Network Reach Potential

Within the last month, BizJournals had 17.1 million total unique visits globally (Similarweb).

Is the BizJournals Online Business Directory Mobile Responsive?

Yes. BizJournals is available in the App Store and Google Play Store. BizJournals has an app for major cities for iPhones and Androids.

Other Notes on the BizJournals Business Listings Directory

As a division of American City Business Journals, Biz Journals has more people, publications and websites covering business news than any other media organization.

#20 Edmunds



The Edmunds website lists prices for new and used vehicles, a database of incentives and rebates, [dealership](#) and inventory listings, vehicle reviews, dealer reviews and advice on car purchases and ownership. The dealer portion of the site has resources for dealerships including tools, an industry center and dealer resource articles.

Cost to List on the Edmunds Vertical Specific Business Directory

The cost to add a directory listing on the site is not mentioned anywhere readily, but there are instructions on [how to add or edit a dealer listing](#). Again, no cost is mentioned without going into actually adding a listing on the website's online business directory. However, the information to get a hold of their Dealer Support team is clearly indicated.

Who Uses the Edmunds Local Business Listings Directory?

Within the last month, Edmunds had 9.25 million unique US visitors.

Edmunds is used:

- more by women and slightly less by men
- slightly more by those aged 45-54
- slightly more by those with children
- more by those with no college or or some college education; much less by those with graduate school education
- more by those who earn \$60k-\$100K and \$100K+; less by those who earn \$0-\$30K
- more by those who view the site from school and less by those who view the site from home
- more by Asians and Caucasians; less than the internet average by African, African-American, Hispanic, Middle Eastern and "Other" demographic groups

Edmunds's Importance as a Vertical Specific Business Directory

Even if dealerships haven't added their business listing to Edmunds' online business directory, customers may have been reviewing them and leaving feedback without their knowledge. If they have been saying bad things, then businesses have been missing out on an opportunity to regain customer trust and redeem their online reputation. For businesses that have been getting great feedback, they have been missing out on knowing and sharing positive customer experiences with others. Edmunds states that their dealer reviews pages are

indexed and results are available on search engines such as Google and Yahoo. The volume of users for the niche specific site warrants a look further into the site for dealerships looking to increase their presence in local search.

An Edmunds Business Listing's Potential Online Visibility

Within the last month, [Edmunds had 28 million total unique visits globally](#) (Similarweb).

Is Edmunds Mobile Responsive?

Yes. Edmunds is available in the App Store and Google Play Store.

Notes on the Edmunds Business Listing Directory

You can also [advertise](#) with Edmunds by getting in touch with their advertising team.

#21 Angie's List



Angie's list is a paid subscription supported online marketplace, business directory and review website that contains member reviews of local businesses. Members grade companies using a report card scale from A-F on price, quality, responsiveness, punctuality and professionalism. The site's categories are divided by house, auto, health, pets and services.

How Much Does an Angie's List Local Business Listing Cost?

Businesses can register on Angie's online business directory for free. Each company gets their own listing page, which consists of their business description and customer reviews. For customers to access the reviews and be a part of the online community, there is a fee for the subscription, which can vary depending on the community the person is in. According to the [Angie's List Forum](#), the less members there are in the area, the more it is considered a "grassroots chapter" and the more inexpensive the membership is. For businesses to appear higher up on a search within the online business directory, they can pay more. In some circumstances, businesses may want to [make sure they have some or enough reviews](#) on the page to make their paid efforts worth it.

Angie's List Business Listing Directory User Profile

Within the last month, Angie's List had 7.16 million unique US visitors.

Angie's List is used:

- slightly more by women and slightly less by men
- more by those aged 45+
- less by those with graduate school education
- more by those who earn \$100K+; less by those who earn \$0-\$30K
- more by those who view the site from home and work; less by those who view the site from school
- more by African-American and Caucasians; less than the internet average by African, Asian, Middle Eastern and "Other" demographic groups

The Importance of Angie's List as an Online Business Directory

Before signing up for the site, businesses should do some research to make sure it is right for their type of business and matches the type of service they offer. Also, check to see if there is a local chapter, and how much it costs for consumers to join the site. If the price to join is low, that means that there aren't many members in the area. If there aren't many competitors on there yet, it is likely a good idea for businesses to get on Angie's, especially since you can get a business listing on the site for free.

Since the site is an established one with authority, it can be good for building links to rank in Google and other search engines. Also, members have to pay for access to the site, so if they are willing to pay to see the reviews, it means that they are serious about their home and the investment in it.

What is the Size of Angie's List's User Base?

Within the last month, Angie's List had 13.1 million total unique visits globally (Similarweb).

Is Angie's List Mobile Responsive/Friendly?

Yes. Angie's List is available in the App Store and Google Play Store.

Other Information About the Angie's List's Local Business Directory

It is good to note that businesses can't control negative reviews and [only Angie's List members can effect your review grade](#).

#22 Healthgrades



Healthgrades is a site that provides information about physicians, dentists, hospitals, and health care providers. Users can search by condition, by procedure and by the physician's specialty.

Healthgrades Business Listings Pricing

Providers can register for a [free account](#). To promote a practice, the site is creating new [sponsored programs](#) for specific provider specialties.

Who Is the Typical Healthgrades Directory User?

Within the last month, Healthgrades had 8.42 million unique US visitors.

Healthgrades is used:

- more by women and less by men
- more by those aged 55+ and much less by those aged 18-34
- more by those with college and less by those with no college education
- much more by those who earn \$100K+ and much less by those who earn \$0-\$30K
- more by African Americans and Caucasians; less than the internet average by African, Asian, Middle Eastern and “Other” demographic groups

Healthgrades’s Importance as a Vertical Specific Local Niche Business Directory

The site is a niche online business listing directory for physicians, dentists and other healthcare professionals to represent their practice online, make them more discover-able online and to connect them with patients. Since it is free to create a profile and the site gets such a large volume of traffic, it may be worth it to list a practice on the site’s local business directory to increase online exposure.

The Healthgrades Local Business Listing Directory Reach

Within the last month, Healthgrades had 22.2 million total unique visits globally (Similarweb).

Is Healthgrades’s Online Business Directory Mobile Friendly?

Yes. Healthgrades is available in the App Store.

More Notes Pertaining to Healthgrades’s Business Listing Directory

Sponsored programs are only available for specific specialties.



#23 City-data

City-data is a website that offers information on local US cities. Statistics and estimates about an area or region are compiled with the use of government data. City-data is owned and operated by Advameg, an Illinois based company who operates over 50 websites. If you are looking for a website that provides you with everything you need to know about any US city or town, then City-data is a go to.

City-data's Local Business Directory Listing Pricing

There is no cost to claim a business on City-data, however, this site is not necessarily a site that features local businesses as prominently as other directories. Businesses can claim and list their business on the City-data's online local directory, however, it does take some clicks and navigating to get to the [add business profile section](#).

Who Uses the City-data Online Business Directory?

Within the last month, City-data had 7.95 million unique US visitors.

City-data is used:

- more by women and less by men
- slightly more by those aged 45-54 and those aged 65+
- more by those with no college or some college education and less by those with graduate school education
- much more by those who earn \$60K-\$100K and \$100K+; less by those who earn \$0-\$30K
- more by those who view the site from school
- more by Caucasians; less than the internet average by African, Hispanic, Middle Eastern and "Other" demographic groups

Reasons to Get Your Business Listed On City-data's Online Business Directory

If tourists are headed to the area or people are looking to move to the area, they may look at City-data to see which local businesses are located nearby. It would be best for a business to exist here for local search, especially if they are located in a smaller town or city. Many smaller towns are featured on City-data, and local businesses in these towns could potentially attract consumers from around the area. Considering how much traffic the site gets and that it is free to create a listing here, it is definitely worth checking out.

The City-data Local Business Directory Viewership Reach

Within the last month, City-data had 19.8 million total unique visits globally (Similarweb).

Is City-data's Online Business Directory Mobile Responsive?

Yes. City-data is available in the Google Play Store.

More Helpful Notes On City-data's Local Business Listing Directory

Not your typical business listings website, but City-data still serves as an area of recognition for small businesses all over the United States.



#24 Better Business Bureau

Better Business Bureau is designed to help people find and recommend businesses, brands and charities they can trust (bbb.org). Based on a consumer rating system, BBB educates consumers and assists people in

finding trusted businesses. Better Business Bureau is designed to protect consumers from fraudulent business or scammers.

BBB Local Business Listing Pricing

The BBB's online business directory has two types of listings: Accredited Listing and Free Listing. The Accredited Listing comes with a monthly cost and businesses get a comprehensive review of their business. Businesses who are accredited get a BBB shield icon to embed on their website, as well as a link back to their website. The free listing allows businesses to list their business, write a description and gain a citation. This [handy guide](#) (great points but for old interface) or this [other handy guide](#) (instructions for free listing with new interface) may be helpful resources for putting up a BBB listing.

Who Is the Typical BBB Online Business Directory User?

Within the last month, Better Business Bureau had 417,917 unique US visitors.

Better Business Bureau is used:

- much more by women and less than the internet average by men
- slightly more by those aged 35-44 and 65+
- more by those with no college or some college education; much less by those with graduate school education
- more by those who earn \$60K-\$100K and \$100K+; less by those who earn \$0-\$30K
- more by those who view the site from school and slightly less by those who view the site from home
- more by Caucasians; less than the internet average by African, Hispanic, Middle Eastern and "Other" demographic groups

Why Businesses Should Get a BBB Business Listing

While claiming a free listing on BBB's local business directory may take some time to complete, it may be a worthwhile citation to add for businesses. They do make you verify a lot of information and there is a long review process to create the listing, but the site has a high page rank with Google, which means it has [a lot of authority](#).

BBB has a long standing history, high volumes of traffic and can offer up juicy ROI. For those who decide to go the Accredited Listing route, the site's calculator computes potential ROI. For example, New Accredited Businesses (with 1-10 employees) realize within the first 12 months, an average return on investment of

\$1,846 in BBB products, services and marketing related to obtaining more customers. Typically, [BBB Accredited Businesses see the return on their investment within the first four months of Accreditation](#).

What is the Size of BBB's User Base?

Within the last month, [Better Business Bureau had 14 million total unique visits globally](#) (Similarweb).

Is BBB's Business Listings Directory Mobile Friendly?

Yes. Better Business Bureau is available in the App Store and Google Play Store.

Other Useful Nuggets On BBB's Online Business Directory

The online business directory portion of the site follows its own directory per the local city or area. Not all major cities in each state are included in this online business directory, and multiple regions or states can be grouped together. The BBB has a [locator page](#) where business owners can find their local BBB directory listings page.



#25 The Knot

The knot is a local and national wedding vendor resource that offers a gift registry, bridal gown search, local vendor information and wedding etiquette (theknot.com).

Cost to List on the Knot's Niche Business Listings Directory

Businesses can list their business on the site by creating profiles on the The Knot's online business directory, "The Knot Wedding Network." The limited profile is free and lets vendors add contact information

and a few photos. There are other packages (Lite, Standard and Featured) that businesses can pay for to add more to their local business listings on the directory.

Who Typically Uses the Knot's Local Business Listings Directory

Within the last month, The Knot had 10 million unique US visitors (Similarweb). The Knot is used:

The Knot is used:

- more by women and less by men
- more by those aged 25-34; and less by those aged 18-24 and 45-54
- more by those with no children; less by those with children
- much more by those with college education and less by those with no college education
- more by those who earn \$30K-\$60K and \$100K+; less by those who earn \$0-\$30K
- more by those who view the site from work and much less by those who view the site from school
- more by African Americans and Caucasians, and less than the internet average by African, Asian, Middle Eastern and "Other" demographic groups

The Knot's Importance as a Vertical Specific Business Directory

You just can't beat free, especially for businesses in the wedding and event business, and who want to be listed on an online business directory where they can reach local customers. For those vendors that are interested in a paid listing on the site's local business directory, I would recommend [reading up and comparing](#) the costs and benefits to make the most out of the marketing budget.

The Knot's Local Business Directory Potential Audience Size

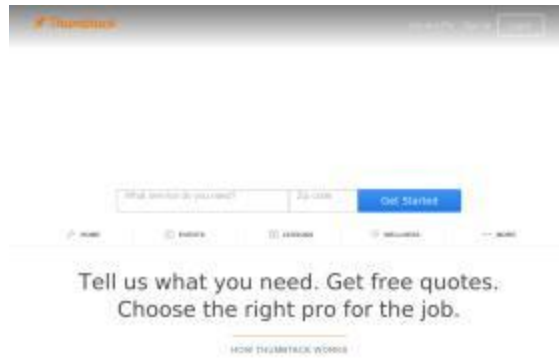
Within the last month, The Knot had 11.7 million total unique visits globally (Similarweb).

Does The Knot's Online Business Directory Work Well With Mobile Devices?

Yes. The Knot is available in the App Store and Google Play Store.

Additional Fun Facts About The Knot's Business Listings Directory

The Knot is a niche online business directory for local businesses in the event or wedding industry. For a list of wedding specific directories, this list of 14 wedding websites/directories may be a great resource.



#26 Thumbtack

Thumbtack is a service that connects people with the best local professionals for any project on their list(thumbtack.com). Thumbtack allows users to compare reviews, ratings and prices so they can find the professional that is right for the job. When people need services or professionals, they can search on Thumbtack. Thumbtack asks consumers a series of questions to identify their specific needs, and then provides them with a short list of qualified professionals in the area for them to choose from.

Thumbtack's Online Business Listing Directory Fees

It is free to sign up and be listed as a professional or local business. However, when a request comes to the business and is a good fit, they must pay the site to send a quote to the person (thumbtack.com).

Who Uses Thumbtack's Local Business Directory?

Within the last month, Thumbtack had 3.89 million unique US visitors.

Thumbtack is used:

- slightly more by women and slightly less by men
- more by those aged 45+
- more by those with no children

- more by those with some college and college education; less by those with no college or graduate school education
- more by those who earn \$100K+; less by those who earn \$0-\$30K
- less who view the site from school
- more by African-Americans and Caucasians; less than the internet average by African, Asian, Middle Eastern and “Other” demographic groups

Thumbtack’s Prevalence as a Vertical Specific Business Directory

For local professionals or local businesses that offer location services, Thumbtack’s online business directory is a perfect fit. Thumbtack assists professionals in finding relevant businesses close to their location, offering business opportunities without a lot of personal effort to market their services. Check out first if the business fits in the categories on the site. Since it is free to list a business, adding a local directory listing here can be a good idea. For businesses looking to grow their customer base and don’t mind paying to send consumers a quote, this Thumbtack is a great way to get more leads!

The Network Size of Thumbtack’s Local Business Directory

Within the last month, Thumbtack had 10.3 million total unique visits globally (Similarweb).

Is Thumbtack’s Online Business Directory Mobile Responsive?

Yes. Thumbtack is available in the App Store and Google Play Store.

Other Thumbtack Local Business Listings Considerations

This site/app is predominantly a local professional online business directory for a variety of services ranging from interior painting to singing lessons.



#27 Manta

Manta is an online business directory and search engine that provides small businesses with the information to network. The directory helps small businesses connect and grow through their community where users can buy from, partner with and connect to companies.

How Much Does It Cost to Get a Manta Local Business Listing?

Small businesses can create a [free profile](#) and list their business on the site's local business directory at no charge. The free business listing includes company name, address, website and phone number. Companies can further promote their business on the Manta Directory by adding or claiming their company's listing. It's hard to decipher (without actually registering) the difference between the free profile and adding or claiming a listing, but if you choose to do the latter, you can choose from a variety of different packages, which includes creating ads on the site.

Manta's Business Directory User Demographic

Within the last month, Manta had 6.13 million unique US visitors.

Manta is used:

- much more by women and less by men
- slightly more by those aged 45+
- more by those with no college or some college education; much less by those with graduate school education
- more by those who earn \$60-\$100K and \$100K+; and less by those who earn \$0-\$30K
- more by those who view the site from school and much less by those who view the site from home
- more by Caucasians; less than the internet average by African, African-American, Middle Eastern and "Other" demographic groups

Reasons to Get Your Business Listed On Manta's Online Business Directory

Manta's online business directory generates a lot of volume, which is hard to beat, especially when you can create a basic business listing for free. For small businesses looking to network, Manta could be an added bonus. The common theme amongst the better known and ranked online business directories is that listing a company on them can improve local visibility and gives customers another way to find businesses via local search.

A Manta Local Business Listing's Potential Reach

Within the last month, Manta had 13.7 million total unique visits globally (Similarweb).

Are Manta Business Directory Listings Mobile Responsive or Mobile Friendly?

Yes.

More Notes On Manta's Online Business Listing Directory

While the site is created as an online business directory for small businesses to network, customers can also find businesses on the site, so don't leave it out of the possible local business directory and online listings repertoire.



#28 HomeAdvisor

HomeAdvisor is a website that lists service professionals that have been pre-screened and rated by customers in their online business directory. Categories included are virtually any type of service related to the home. The website also features tools, products and resources for home improvement, maintenance and repair.

HomeAdvisor's Online Business Directory Listing Fees

Service providers can create a [free business listing](#) on the site, which includes business name, category, contact name, ZIP code and business phone number. The site also offers different membership packages to increase exposure on the site and generate leads. Similar to Thumbtack, you have to pay per lead.

Handymanstartup.com lists some [handy tips](#) to consider about the Advertiser Pro service that may be good to read before subscribing to the service.

The Typical HomeAdvisor User

Within the last month, HomeAdvisor had 4.54 million unique US visitors.

HomeAdvisor is used:

- slightly more by those aged 45-64
- more by those with no children
- more by those with some college and college education; less by those with no college or graduate school education
- more by those who earn \$30-60K
- more by those who view the site from home and less by those who view the site from school
- more by African-Americans and Caucasians; less than the internet average by African, Asian, Middle Eastern and "Other" demographic groups

HomeAdvisor's Importance as a Vertical Specific Local Business Directory

For companies in the home services business, HomeAdvisor has a strong web presence and generates a large traffic volume in this arena. This means a listing on this online business directory increases the chances of people locating the business online and finding them in a local search. It can be good for new businesses to get their name out there, and use HomeAdvisor's reputation to provide a boost to their own. For those who choose to go with the paid service to get leads, [the site is reportedly easy to manage](#), but do a bit more research to make sure it makes sense for each particular type of business and budget .

The HomeAdvisor Local Business Directory's Reach

Within the last month, [HomeAdvisor had 7.3 million total unique visits globally](#) (Similarweb).

Is HomeAdvisor's Online Business Directory Mobile Responsive?

Yes. HomeAdvisor is available in the App Store and Google Play Store.

Additional Information Regarding HomeAdvisor's Business Listing Directory

This is a niche business listings site for businesses that are in the home services area, ranging anywhere from carpets to roofing and all that falls in between.



#29 Care

Care is a service that helps families find care for children, seniors, those with special needs and pets, and users can also use Care to find housekeepers and tutors. The site lists detailed profiles, posts free job listings and offers hiring advice to aid families and individuals in choosing the best care available for their needs. Businesses in the care industry can also register their business in their listing directory.

How Much Does It Cost to Get a Care Local Business Listing?

Small businesses can [claim their basic profile](#) on the site for free. [Business listings](#) are targeted for businesses such as Child Care Centers, Family Child Care, Preschool, Camp, Tutoring/Coaching, Pet Care, House Cleaning Companies and Senior Home Care Agencies. The free business listing includes a logo, pictures, business description, business information (business name, address, and website) and the ability to allow

customers to rate and review the company. The featured profile is a paid subscription service that includes email referrals, the ability to message clients directly, higher search rank results and the ability to offer deals and coupons.

Who Is the Typical Care User?

Within the last month, Care had 2.62 million unique US visitors.

Care is used:

- more by women and less by men
- slightly more by those aged 45-54; less by those aged 18-24
- more by those with some college and college education; slightly less by those with graduate school or no college education
- more by those who earn \$100K+, less by those who earn \$0-\$30K
- slightly more by those who view the site from home
- more by African-Americans and Caucasians; less than the internet average by African, African American, Middle Eastern and "Other" demographic groups

Businesses Should Get a Care Local Business Listing Because...

Since this is a niche local business directory site for those in the care business and is fairly well known (gets a lot of traffic), getting a free listing on the site seems like a no brainer for those wanting to increase their visibility online and in local search. As for the paid subscription service, businesses need to investigate to see if it fits with their vertical and budget.

What is the Size of Care's User Base?

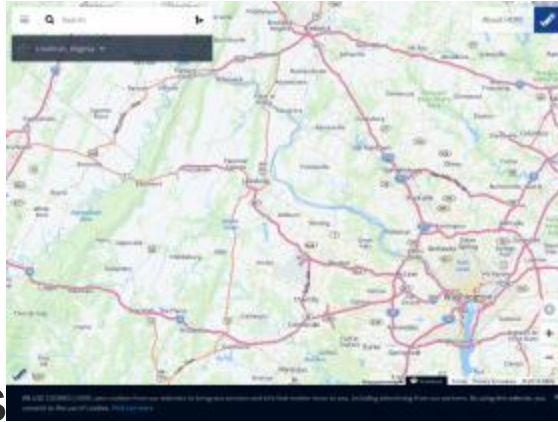
Within the last month, Care had 9.4 million total unique visits globally (Similarweb).

Is Care's Business Listing Directory Mobile Responsive?

Yes. Care is available in the App Store and Google Play Store.

Other Considerations When Listing on Care's Local Business Directory

This is a niche listings site for those in the care industry. Businesses can also use the site as a recruiting tool to find employees through their recruiting solutions.



#30 HERE Maps

HERE is a map content provider and platform for a wide range of industries. HERE Map Data consists of automotive-grade map data for locating, routing, optimizing and analyzing mobile and fixed assets. Companies use HERE's data for a range of functions including transport and logistics optimization, customer care and business efficiency, urban planning and business intelligence.

Cost to List on HERE's Local Business Directory

You can add a new place or multiple places on HERE [here](#) or [here](#) (the latter states that information can only be added for parking facilities and petrol stations), either way it's worth checking out because it is free.

The Typical HERE User

Within the last month, HERE Maps had 3.85 million unique US visitors.

HERE is used:

- slightly more by men
- slightly more by those aged 35-54, less by those aged 18-24
- more by those with no children
- more by those with graduate school education; less by those with no college education
- more by those who earn \$0-\$30K and \$30-\$60K
- less by those who view the site from school

- more by African, Caucasians and “Other” demographic groups; less than the internet average by African-American and Asian demographic groups

Reasons to Get Your Business Listed On HERE’s Online Local Directory

HERE is a service that gets a lot of local (US) visitors as well as global. Whether businesses are wanting customers that live in the area or are visiting to find them (either visiting or are here on a business trip), you just can’t beat a free listing on a reputable site. If competitors haven’t listed here yet, why not beat them out on a listing that they may not even think to list on?

What is the Size of HERE’s User Base?

Within the last month, HERE had 17.7 million total unique visits globally (Similarweb).

Is HERE Mobile Friendly?

Yes HERE is available on the Google Play Store.

Additional Notes on HERE Here

HERE is a map service and not a business listing directory site. You can still register your business and list it on their maps.



#31 Foursquare

Foursquare is a local search and discovery service mobile app that helps users discover new places/businesses. Users can let friends know where they are and find out where their friends are. Users can collect points, prize badges and coupons for checking in at places.

Average Fee to Get Listed on Foursquare's Online Business Directory

Adding or [claiming a business profile](#) on Foursquare is free for local businesses. Similar to other social media platforms, you can [create ads](#) on the site to make a business more visible to users. [Foursquare for Enterprise](#) has a range of services, including analytic tools that businesses can subscribe to.

Foursquare's User Demographics

Within the last month, Foursquare had 4.54 million unique US visitors.

Foursquare is used:

- more by women and slightly less by men
- slightly more by those aged 45-64, less by those aged 65+
- more by those with no children
- more by those with some college and college education; slightly less by those with graduate school or no college education
- less by those who earn \$0-\$30K
- slightly more from viewers who view the site from home
- more by African-Americans and Caucasians; less than the internet average by African, Asian, Hispanic, Middle Eastern and "Other" demographic groups

Why Businesses Should Claim Their Foursquare Business Listing

Similar to other social media sites, just because businesses didn't create a listing for their own site doesn't mean that customers aren't talking about or reviewing the business. By claiming a local business listing on Foursquare, business owners can get in on the conversation by responding to customers and either thank them for their positive feedback, or try to win them back if they have had a negative experience. It is great for businesses to know who has been "checking in" to understand their loyal customer base that is happy to tell the world where they eat/shop/go to the dentist, etc.

Foursquare's Network Size

Within the last month, Foursquare had 33.5 million total unique visits globally (Similarweb).

Is Foursquare Mobile Friendly?

Yes. Foursquare is available in the App Store and Google Play Store.

More Helpful Foursquare Business Listing Tips

As previously stated with other social media platforms, be aware that once a profile is created, businesses need to keep their listing information up to date. There are platforms that can help manage social media listings and activity. Depending on your budget, you may want to use a software or service to manage this or handle it on your own.



#32 WeddingWire

WeddingWire is an online marketplace where merchants and couples ready to jump into married life, can connect. Couples can search local business listings on WeddingWire's online business directory, find ratings and reviews, and connect directly with the vendor of their choice. Weddingwire also offers planning tools and a section for inspiration, where users can find ideas to start planning every aspect of their wedding (Weddingwire).

Cost to List on WeddingWire's Vertical Specific Online Business Directory

This online business directory is for businesses related to the event or wedding industry including venues (hotels, halls, restaurants, etc) and vendors (anything from photography, DJs, flowers, cakes, catering, etc). You can create a basic storefront on WeddingWire [for free](#), but to be awarded a business listing on their directory you must choose a paid plan. Plans vary in price based on location and business category. WeddingWire also offers ad placement and access to their other platform benefits with these paid accounts.

Who Uses WeddingWire's Niche Local Business Listings Directory?

Within the last month, WeddingWire had 1.9 million unique US visitors.

WeddingWire is used:

- more by women and less by men
- more by those aged 25-34; and slightly less by those aged 18-24 and 45-54
- more by those with no children; slightly less by those with children
- more by those with college education and much less by those with no college education
- more by those who earn \$30K-\$60K and \$100K+; less by those who earn \$0-\$30K
- more by those who view the site from work and less by those who view the site from school
- more by African Americans and Caucasians, and less than the internet average by African, Asian, Middle Eastern and "Other" demographic groups

WeddingWire's Prominence as a Vertical Specific Online Business Directory

For businesses related to the event or wedding industry, it is a good idea to create a business listing on WeddingWire's local listings directory. You just can't beat free, especially if you have a tight marketing budget. Millions of couples visit this site looking directly for the services local businesses offer, so why not benefit from the extra lead generation? Businesses that fall into this category may want to [read up and compare](#) the costs and benefits before purchasing a listing plan.

WeddingWire's Online Business Directory Reach

Within the last month, WeddingWire had 4.5 million total unique visits globally (Similarweb).

Does WeddingWire's Local Business Directory Work Well With Mobile Devices?

Yes. WeddingWire is available in the App Store and Google Play Store.

Notes on WeddingWire's Directory

WeddingWire is a niche online business directory for those businesses in the event or wedding industry.



#33 Avvo

Avvo is an online legal services marketplace that offers legal advice through Avvo Advisor, has an Avvo Q&A forum and contains an Avvo lawyer directory that has Avvo-rated profiles, client reviews and peer endorsements for 97% of all lawyers in the US (Avvo).

How Much Does an Avvo Local Business Listing Cost?

Lawyers can claim their profile on the site's [online directory for free](#), or they can pay for monthly plans (Avvo Pro, Avvo advertising, and Avvo websites). The free version allows users to update their profiles with as much information as they like, update their profile as often as they want, as well as the ability to get reviews and peer endorsements. With the [paid plans](#), users can customize their profiles and increase their visibility through sponsored listings and display ads.

The Demographic Profile of an Avvo User

Within the last month, Avvo had 3.04 million unique US visitors.

Avvo is used:

- slightly more by women and slightly less by men
- more by those aged 55-64; and less by those aged 18-24

- slightly less by those with no college education
- more by those who earn \$100K+; less by those who earn \$0-\$30K
- more by those who view the site from home and less by those who view the site from school
- more by African Americans and Caucasians, and less than the internet average by African, Asian, Middle Eastern and “Other” demographic groups

Avvo’s Importance as a Vertical Specific Online Business Directory

Avvo’s free lawyer directory listings has high visibility on Google, Bing and Yahoo. Creating a profile on the local directory will allow lawyers to set themselves apart from colleagues and attract more local business. Similar to other sites, just because a listing hasn’t been claimed doesn’t mean that customers aren’t talking about that lawyer. Through claiming, lawyers can thank the customers that leave good reviews and try to win back the customers that were unsatisfied. Dealing with online reviews is its own challenge, but can bring plenty of rewards as well!

The Avvo Local Business Directory Reach

Within the last month, Avvo had 9.8 million total unique visits globally (Similarweb).

Is Avvo Mobile Responsive?

Yes. Avvo is available in the App Store.

Additional Information to Note About Avvo’s Business Listing Directory

This is a niche online business directory for lawyers and it [contains information for 97% of lawyers in the US](#).



#34 Zomato

Zomato is a restaurant search and discovery service that features restaurant information such as scanned menus, photos and user reviews and ratings. Zomato also provides online ordering, cashless payment, white-label apps, table reservation abilities and point-of-sale systems (Zomato).

Zomato's Local Business Directory Listing Pricing

Restaurants can add or claim a business listing on Zomato [for free](#). For a fee, Zomato offers products for restaurants including table management, a POS system, online ordering and personalized mobile apps. You can also [advertise on Zomato](#).

Zomato's Online Business Directory User Demographic

Within the last month, Zomato had 3.31 million unique US visitors.

Zomato is used:

- more by those aged 25-34 and less by those aged 45+
- more by those with no children and less by those with children
- more by those with graduate school education; slightly less by those with some college or no college education
- more by those who earn \$0-\$30K; less by those who earn \$60-\$100K
- more by those who view the site from work and less by those who view the site from school
- more by Asians; less than the internet average by African, African-American, Caucasian, Hispanic, and Middle Eastern demographic groups

Why Get a Local Business Listing On Zomato's Business Directory?

Since listing a local restaurant on Zomato's online business directory is free, businesses should set up a profile and allow people to leave reviews. Listing owners can manage reviews on the site, or use a software and/or service to help manage the feedback. Once you leave a response on Zomato as a business you cannot edit it, so be careful! Again, as we've said before, whether you have claimed your profile or not, customers are still rating and reviewing. It's better to know what the feedback is and respond to it. Restaurateurs may gain some valuable insights from customers through the review process.

What is the Size of Zomato's User Base?

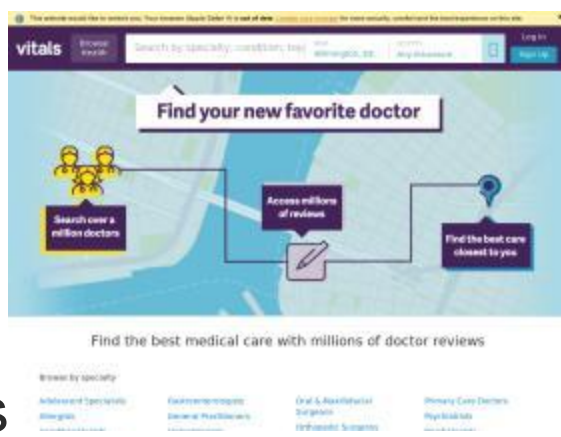
Within the last month, Zomato had 5.1 million total unique visits globally (Similarweb).

Is it Safe to Say That Zomato's Vertical Specific Business Directory is Mobile Responsive?

Yes. Zomato is available in the App Store and Google Play Store.

Other Zomato Local Business Listing Considerations

Zomato is a niche local business directory for restaurants. [Zomato bought out Urbanspoon in 2015.](#)



#35 Vitals

Vitals is an online service site that helps patients search for local doctors and health/medical facilities. Search categories on the site include doctors, dentists, psychologists, urgent care centers, group practices and hospitals. Vitals claims to have over 1.4 billion points of data on doctors which includes patient reviews.

The Price of a Vitals Business Listing

Vitals is free for both physicians and patients to use the site. Physicians can [claim their professional profile](#) on their online business directory, which includes the display name, practice address, specialties and expertise, education and awards, and the ability to respond to reviews. Vitals also offers paid options for physicians and businesses who would like to [advertise](#) on the site.

The Portrait of the Vitals Vertical Online Directory User

Within the last month, Vitals had 1.83 million unique US visitors.

Vitals is used:

- more by females and less by males
- more by those aged 45+ and less by those aged 18-34
- slightly more by those with college and graduate school education; much less by those with some college or no college education
- more by those who earn \$100K+; less by those who earn \$0-\$30K
- more by those who view the site from home and less by those who view the site from school
- more by African-Americans and Caucasians; less than the internet average by African, Asian, Middle Eastern, and "Other" demographic groups

Vital's Vital Importance as a Vertical Specific Business Directory

Vitals gets nearly two million users a month. For those in the medical field just starting in their practice or those looking for more patients, registering on this site and creating a listing on the Vitals local business directory can help increase visibility on local search.

Vital's Local Business Directory Potential Readership Reach

Within the last month, Vitals had 3.9 million total unique visits globally (Similarweb).

Is Vitals Mobile Responsive/Friendly?

Yes.

Noteworthy and "Vital" Information About Vitals's Online Business Directory

The site is a niche local listing website for physicians.



#36 411

411 is an online directory with two main directories—the people search side (from main page) and the [yellow pages](#) local listings site. The main types of searches users can perform on the site are: people search, yellow pages, reverse phone, reverse address, area codes and zip codes.

The 411 on 411's Business Directory Listing Prices

Clicking through on the yellow pages side of the site for their business directory listings and then the advertise with us page, users are then lead to a Whitepages website. If you want to add or edit a business listing, you must contact their listing provider. You can go the [free route](#) and update a profile, but you have to wait up to 60 days for updated information to appear on their local online directory. If you want to get your listing updated right away, you must subscribe with their provider on a paid plan.

The 411 on the Typical 411 User

Within the last month, 411 had 2.11 million unique US visitors.

411 is used:

- more by females and less by males
- more by those aged 45+ and less by those aged 18-34
- slightly more by those with some college or no college education; less by those with graduate school education
- more by those who earn \$60-\$100K and \$100K+; much less by those who earn \$0-\$30K

- more by Caucasians; less than the internet average by African, Asian, Middle Eastern, and “Other” demographic groups

411’s Importance as an Online Business Directory

Akin to our discussion on Whitepages, although phones and phone directory sites may appear to be a thing of the past, online directories such as 411 are still referenced by consumers looking for local business data. The 60 day wait for the listing on the directory may be an inconvenience, but for businesses who can’t afford a plan or would rather use their marketing budget elsewhere, the cost of getting it free, then, isn’t all that bad.

What is the Size of 411’s Local Business Directory Readership?

Within the last month, 411 had 5 million total unique visits globally (Similarweb).

Is 411’s Online Business Directory Mobile Responsive?

Yes. 411 is available in the Google Play Store.

Other Useful Tidbits on 411’s Business Directory

411 is owned by Whitepages. Whitepages is targeted more for looking up information on people, whereas 411 is more of a general local listings site.



#37 SuperPages

SuperPages is one of the older local online directory and citation sources, which originated back when we still used printed phone books (what’s that?). Superpages’s parent company [Supermedia merged with DexOne](#)

[to form DexMedia in 2013](#). SuperPages is both a online business directory and high authority site. The Superpages business portal can still be used to add new business listings on their directory or edit existing ones.

SuperPages's Local Directory Listing Fees

Businesses can [claim their listing](#) for free on the Superpages directory, which includes the business name, street address, city, state, zip code and website URL. Users can leave reviews about businesses, and businesses can reply to reviews. If you want to add a logo, photo or slogan to a listing, you must upgrade your Superpages listing for about \$25/month. Companies also have the option to [pay for advertising](#) on the site, which includes options on priority placement on searches, digital display ads, reputation management, business websites, Pay-Per-Click advertising and social media marketing services.

SuperPages's Business Directory User Profile

Within the last month, SuperPages had 2.76 million unique US visitors.

SuperPages is used:

- more by those aged 45+ and much less by those aged 18-44
- more by those with some college or college education; less by those with no college or graduate school education
- less by those who earn \$0-\$30K
- much less by those who view the site from school
- more by African-Americans and Caucasians; less than the internet average by African, Asian, Middle Eastern and "Other" demographic groups

Why Businesses Should Add/Claim Their SuperPages Business Listings

Adding a business listing to a listing site with high authority like SuperPages will provide one of those coveted backlinks. This in turn increases the business's site authority, and it will then rank higher for relevant web searches. Not a bad deal for free! Businesses who take the time to update their listing on the free online business directories that their competitors may skip, will have an edge in increasing online visibility.

SuperPages's Potential Online Business Directory Audience Reach

Within the last month, SuperPages had six million total unique visits globally (Similarweb).

Is the SuperPages Business Directory Mobile Friendly?

Yes. SuperPages is available in the App Store and Google Play Store.

More Considerations Regarding SuperPages's Local Business Directory

You can also advertise on the site and a variety of other services that DexMedia offers if you choose to go the paid route.



#38 Local

Local is a local business listings site where users can find the best local services, products, activities and events. The site contains more than 16 million business listings across every zip code across the United States (local.com).

The Price of a Local Business Listing

You can create a business listing on Local's directory [for free](#). A free listing will show the business name, address, city, state, zip, phone number and website on their site. There is a premium business listing option that costs \$49.95, though it is not clear whether the fee is monthly or not. The premium business listing will get a listing in the top area, includes a logo, the ability to provide special offers to customers, photos and listing in two categories.

Who is the Average Local User?

Within the last month, Local had 1.94 million unique US visitors.

Local is used:

- much more by women and much less by men
- more by those aged 45-54 and 65+
- more by those with no college and some college education; much less by those with graduate school education
- more by those who earn \$60-\$100K and 100K+; much less by those who earn \$0-\$30K
- more by those who view the site from school; less by those who view the site from home
- more by Asians and Caucasians; less than the internet average by African, African-American, Hispanic, Middle Eastern and “Other” demographic groups

Reasons to Get Your Business Listed On Local’s Online Business Directory

Local is ranked high and is a quality online business directory, therefore adding a business listing on this local directory creates a strong link back. This link back from the site increases a company’s site’s authority and ranking, and adds a positive value to the business’s online presence for search engines. If a lot of people in your local area know the site, a paid listing may be worth it for some businesses. Businesses can even ask a few customers which directories they use to search for local businesses to garner some insight as to how valuable a listing on Local’s online business directory might be.

A Local Business Listing’s Potential Visibility

Within the last month, Local had 3.5 million total unique visits globally (Similarweb).

Is it Safe to Say That Local’s Business Directory Listings Are Mobile Responsive?

Yes. Local is available in the Google Play Store.

Notes on Local’s Business Directory

Local has a [FAQ section](#) if you are interesting in learning more about the site.

#39 TomTom



TomTom NV is a Dutch company that produces navigation and mapping products. TomTom also makes action cameras, GPS sport watches, fleet management systems and location-based products. As of 2015, TomTom's business had Consumer, Automotive, Licensing and Telematics units (TomTom.com).

TomTom's Business Directory Listing Pricing

Businesses can claim their business listing on TomTom [here](#). Fees or costs associated for updating a listing are not readily posted, though some older sources on the web say it is free. You have to register on the site to suggest map updates. US users have reported difficulties adding their business listing information on the site and [list some tips](#). TomTom also has a [Map Share Reporter](#) tool with step by step instructions on how to suggest a listing update. [TomTom states that the changes can be resolved within a few days or weeks](#).

Who Uses TomTom's Maps and Local Business Directory?

Within the last month, TomTom had 802,000 unique US visitors.

TomTom is used:

- much more by men and much less by women
- more by those aged 45+
- more by those with graduate school education; less by those with college education
- slightly more by those who earn \$30-\$60K
- less by those who view the site from school
- more by Caucasians and "Other"; less than the internet average by African, Asian, Hispanic, and Middle Eastern demographic groups

Why Businesses Should Get Listed on TomTom's Online Business Directory

TomTom is a worldwide map and navigational company. A large number of people worldwide use their products, apps and online map services. Updating one listing with the company hits their network of users in three areas or segments right off the hop. Also, this is a type of business listing that some companies may not think of directly, so businesses who list here may be giving themselves a competitive edge in being found on navigational devices and maps.

TomTom's Online Business Directory Network Span

Within the last six months, TomTom had 12.7 million total unique visits globally (Similarweb).

Are TomTom's Business Listings Mobile Friendly?

Yes. TomTom is available in the App Store and Google Play Store.

Other TomTom Business Directory Listings Considerations

The users that reported difficulty updating their US address called TomTom and [spoke to someone directly](#) to get it updated.

#40 MenuPages



MenuPages is a service that foodies use to find restaurants by area, neighborhood, type of cuisine and price range. Established in 2003, MenuPages provides the latest restaurant information and menus for [over 50,000 restaurants in eight metropolitan markets across the United States](#).

How Much Does It Cost to Get a MenuPages Local Business Listing?

The great news is that [adding a restaurant's menu](#) to/creating a business listing on MenuPages's online business directory is free. However, the site has [two requirements](#) you must meet to be listed on this niche local directory: 1) Your address must be located within one of the areas covered on the site (New York City, San Francisco, Los Angeles, Philadelphia, Boston, Chicago, Washington DC, and South Florida);' and 2) You must provide a valid menu from your restaurant (cannot be handwritten).

MenuPages's Business Directory User (Foodie) Demographic

Within the last month, MenuPages had 921,000 unique US visitors.

MenuPages is used:

- more by women and much less by men
- more by those aged 65+
- more by those with no children; much less by those with children
- more by those with college education; less by those with no college and some college education
- more by those who earn \$100K+; less by those who earn \$0-\$30K
- slightly more by those who view the site from work; less by those who view the site from school
- more by African-Americans and Caucasians; less than the internet average by African, Asian, Middle Eastern, and "Other" demographic groups

Reasons to Add Your Business Listing to MenuPage's Restaurant Directory

MenuPages is a niche online business directory for restaurants. We'll say it again, you just can't beat free! Restaurants located in the eight metropolitan markets that the site serves should definitely look into adding their business listing on here, as well as all major restaurant and general business listing directories to cover all of the bases (especially on the local business directories that are free).

The MenuPages Local Listings Directory Reach

Within the last six months, MenuPages had two million total unique visits globally (Similarweb).

Does MenuPage's Restaurant Directory Work Well With Mobile Devices?

Yes. MenuPages is available in the App Store.

Additional Notes on MenuPages

For those restaurants interested in advertising on MenuPages, there are digital advertising opportunities available.



#41 YP

YP is a local marketing solutions provider that focuses on helping local businesses grow. YP launched in May 2012 and was the result of bringing AT&T Interactive and AT&T Advertising Solutions together. YP's offerings include their YPSM app, yp.com, and The Real Yellow Pages® directory.

What's Does It Cost to Get Listed on YP's Local Business Directory?

A business listing on YP's online business directory can be claimed [for free](#). A basic information business listing includes company name, street address, city, state, zip code, email, website and more. YP also offers a free coupon tool for those with free business listings. If you want to upgrade your listing or want to inquire about advertising on the site, you are directed to [contact the YP team](#) for a free consultation.

The Average YP Local Online Business Directory User

Within the last month, YP had 819,000 unique US visitors. YP is used:

YP is used:

- more by women and slightly less by men
- slightly more by those aged 45+
- more by those with some college education; much less by those with graduate school education

- more by those who earn \$60-\$100K and \$100K+; less by those who earn \$0-\$30K
- more by those who view the site from school; slightly less by those who view the site from home
- more by Caucasians; less than the internet average by African, Hispanic, Middle Eastern, and "Other" demographic groups

What Makes YP One of the Top Local Business Directories?

Did we mention how much we like free? Since it is free, it wouldn't hurt to ensure business listing information is up to date and claim the free basic business listing on YP's local directory. YP has a large volume of global visits and still attracts a respectable (820,000) local search users in the US to make it worth the time it takes to get a free account. Depending on what you get for an enhanced listing, you may want to scope out the prices if it is an online business directory that a lot of local search customers in the area area using.

What is the Reach of YP's Business Listing Directory?

Within the last month, YP had 41.2 million total unique visits globally (Similarweb).

Is YP's Online Business Directory Mobile Friendly?

Yes. YP is available in the App Store and Google Play Store.

More Information on YP's Local Business Listings

YP is an online business directory that has a large worldwide following as well as a respectable US usage rate.



#42 MerchantCircle

MerchantCircle is a service that helps small businesses network with other local businesses and reach local customers through free marketing tools and social media features (MerchantCircle).

MerchantCircle's Online Business Listing Fees

MerchantCircle has a great [short video](#) that shows businesses how to edit their business information.

MerchantCircle sources their listing data from third-party data providers. Business owners can search for their local business listing. If it is on the site, they can claim their business information and update their data to take ownership of their online presence on MerchantCircle's online business directory. If the business isn't listed, users can become members by creating a [new listing page](#) for free. If you want to advertise on the site or increase your exposure, you can look at paid options with MerchantCircle.

Who Is the Typical MerchantCircle Business Directory User?

Within the last month, MerchantCircle had 819,000 unique US visitors. MerchantCircle is used:

MerchantCircle is used:

- more by those aged 45+
- slightly more by those with some college and college education; less by those with graduate school or no college education
- slightly more by those who earn \$100K+; slightly less by those who earn \$0-\$30K
- slightly more by those who view the site from work; slightly less by those who view the site from school
- more by African-Americans and Caucasians; less than the internet average by African, Middle Eastern, and "Other" demographic groups

MerchantCircle's Prominence as One of the Top Local Business Directories

You can create a local business listing on MerchantCircle's online business directory for free, which also includes free tools to promote a business. Creating a profile takes minutes and will increase visibility in search engine results. MerchantCircle also has reputation management tools, an Ad Wizard to publish on their network and push the ads to Google and get local customer referrals. Some of the tools or options mentioned may come at an additional cost (MerchantCircle).

MerchantCircle's Business Directory Viewer Reach

Within the last month, MerchantCircle had 41.2 million total unique visits globally (Similarweb).

Does MerchantCircle's Local Business Directory Work Well With Mobile Devices?

Yes.

Other Things You Should Know About MerchantCircle's Online Business Directory

You can also pay to have [ads on MerchantCircle](#).



#43 D&B Credibility Review

D & B Credibility Review is a source for businesses to look up other businesses and assess their credibility in terms of business credit reports, competitive landscape, industry benchmarks and company revenue. [D&B Credibility Review's online business directory has 20 million business records](#) for businesses in the US and some in Canada.

Cost to Get a Local Business Listing on D&B Credibility Review

There are [great instructions](#) on how to claim a [free local listing](#) on the site (button at the bottom of the site). It isn't clear what a free listing entails, but business listings on this online business directory include an address, phone number and map for even unverified accounts. Paid plans and packages are available (Silver \$599, Gold \$999, Platinum \$1,499), which include a website link, ability to upload photos/videos, map, store cam of street location, social media widgets and more.

D&B Credibility Review's Online Business Directory User Demographic

Within the last month, D & B Credibility Review had 636,000 unique US visitors. D & B Credibility Review is used:

D&B Credibility Review is used:

- slightly more by men and slightly less by women
- more by those aged 45+; more by those aged 18-24
- slightly more by those with no children and slightly less by those with children
- more by those with college education; much less by those with some college, and no college education;
- more by those who earn \$100K+; less by those who earn \$0-\$30K
- more by those who view the site from work and less by those who view the site from school
- more by African-Americans and Caucasians; less than the internet average by African, Asian, Middle Eastern, and "Other" demographic groups

Businesses Should Get a D&B Credibility Review Local Business Listing Because...

Dun & Bradstreet Credibility Review may not get as of high traffic volume as other online business directories, but it has a very high proportion of local search customers, as the site is viewed much more by those in the US. The site also is BBB accredited, and Dun and Bradstreet itself is a well known and reputable source for business information. Once again, if the free listing contains enough information for customers to find a local business, it may be worthwhile. It could even be a good source for those looking to open themselves up to new opportunities from vendors or other links in their supply chain.

D&B Credibility Review's Online Local Business Directory Network Span

Within the last month, Dun & Bradstreet Credibility Review had 648,300 total unique visits globally (Similarweb).

Is D&B Credibility Review's Business Directory Mobile Responsive?

Yes. Dun & Bradstreet Credibility Review is available in the Google Play Store.

Other Thing To Consider When Listing on D&B Credibility Review's Business Directory

Although this online business directory is known as a place to look up other businesses for their reputation, end customers can still come across the site and look you up as well for information.



#44 DexKnows

DexKnows is an online business directory where users search local business listings to find businesses through product and service categories, directions, websites, discounts and more. DexKnows and Superpages are a part of other DexMedia Group Inc.

DexKnows Business Directory Listing Pricing

Businesses can claim their local business listing on DexKnows [for free](#). It appears that you have to call to claim your free business listing on their local business directory. You can upgrade to monthly listing plans, [buy ads](#) and purchase other marketing services from DexKnows related to your listing.

The Average DexKnows Business Directory User

Within the last month, DexKnows had 697,000 unique US visitors. DexKnows is used:

DexKnows is used:

- slightly more by women and slightly less by men
- more by those aged 55+; slightly less by those aged 18-44

- slightly more by those with no college, some college, and college education; much less by those with graduate school education
- more by those who earn \$60-\$100K; much less by those who earn \$0-\$30K
- slightly more by those who view the site from school
- more by African-Americans and Caucasians; less than the internet average by African, Hispanic, Middle Eastern, and "Other" demographic groups

What Does Dex Know That Other Top Local Business Directories Don't?

Listing a business on DexKnow's online business directory for free and getting a link back from a reputable site will help improve online visibility. If claiming a business's local directory listing to DexMedia updates the data to both of their local directory sites, Superpages and DexKnows, then you are hitting two birds with one stone. You do have to call to claim your free listing through them directly, but if you don't mind having that telephone conversation, then it may be worth looking into to claim.

The DexKnows Online Business Directory: Potential Audience Size

Within the last month, DexKnows had 981,900 total unique visits globally (DexKnows).

Is DexKnows Mobile Responsive/Friendly?

Yes. DexKnows is available in the Google Play Store.

Other Notes on the DexKnows Local Business Directory

You can also pay to have ads on DexKnows.

#45 Yellowbook



Yellowbook is an online business directory where users can look up local businesses, perform people searches or conduct a reverse lookup. The site claims to have 20+ million listings in their local directory. Yellowbook, Yellowbook 360 and Beyond Yellow are now a part of hibu Inc. Customers can search their online business directory as well as people directory and leave reviews for businesses.

The Price of a Yellowbook Local Business Listing

Clicking on the ["claim a listing"](#) on the local directory's footer takes you to the parent company's website. You can create an account on the website for free and request a free consultation to inquire about listing on their online business directory, but there is no mention of what the costs are to list on the site. Hibu, the parent company, offers other services such as websites, directory advertising, search engine marketing, display advertising, and SEO services.

Who Is the Typical Yellowbook Online Business Directory User?

Within the last month, Yellowbook had 764,000 unique US visitors. Yellowbook is used:

Yellowbook is used:

- more by women and slightly less by men
- more by those aged 45+; slightly less by those aged 18-44
- slightly more by those with some college and college education; much less by those with graduate school education
- much less by those who earn \$0-\$30K
- slightly more by those who view the site from school and work; slightly less by those who view the site from home

- more by African-Americans and Caucasians; less than the internet average by African, Asian, Hispanic, Middle Eastern, and "Other" demographic groups

The Benefits of Getting Listed On Yellowbook's Local Business Directory

Depending on what the cost is to list on the local directory, it may or may not be worth creating a listing for a business. If the parent company, hibu, has other online business directories or pushes the listing to other sites, then it may be worth it. The site amasses a fair volume of traffic of, with almost half being local searches. If you do request a free consultation, see if you get a link back out of the deal and compare to some of the other directories on here. If free listings on the more reputable directories get you more out of your listing, it may not be worth it. A good idea may be to search for local businesses in your area on the site and see if there are a lot of customer reviews. If there is a fair bit of local activity on the site, listing here is something to consider.

What is the Size of the Yellowbook Online Business Directory's User Base?

Within the last month, Yellowbook had 1.8 million total unique visits globally (Similarweb).

Can Yellowbook Join as One of the Mobile Elite of Online Local Business Listing Directories?

Yes. Yellowbook is available in the App Store and Google Play Store.

Additional Fun Facts About Yellowbook's Business Directory

You can also pay to have [ads on Yellowbook](#).

#46 DealerRater



DealerRater is a car dealership rating and review site. The site lets users research and review auto dealerships so that buyers can have confidence in shopping and dealing with a dealership.

DealerRater's Directory Listing Fees

Any dealership can be listed on DealerRater for free. DealerRater's paid service, [Certified Essentials](#), allows dealerships to "showcase their commitment to customer service, promote their brand and transform reviews into increased sales."

Who Uses DealerRater's Vertical Business Listings Directory?

Within the last month, DealerRater had 424,000 unique US visitors.

DealerRater is used:

- more by men and much less by women
- more by those aged 45-64; less by those aged 18-24
- more by those with college education; less by those with no college, some college, and graduate school education
- more by those who earn \$100K+; less by those who earn \$0-\$30K
- more by those who view the site from work; less by those who view the site from school
- more by African-Americans and Caucasians; less than the internet average by African, Asian, Middle Eastern, and "Other" demographic groups

Reasons to Get a Business Listing on DealerRater's Local Listings Directory

Dealerships should be aware of all of the automotive industry related online business directories, especially ones that are dealership specific. With few specific local listing directories for dealers, especially popular ones, it is a good idea to check out the price of listing on DealerRater and the additional services they offer. Compare it to the cost of the other dealership directories. Though it may seem redundant, being listed on multiple directory sites specific to a business's niche is essential, as they can then get searches from another user base. Also, consider if you get a link back (and how good the domain's authority is), how many local searchers there are (% of those viewing the site) and if any local competitor dealers are listed here.

A DealerRater Business Listing's Potential View Count

Within the last month, DealerRater had 599,000 total unique visits globally (Similarweb).

Is DealerRater's Vertical Business Directory Mobile Friendly?

Yes. DealerRater is available in the App Store.

More Notes On DealerRater's Online Business Listing Directory

This site is a niche online business directory for dealerships in the automotive industry.



#47 RateMDs

RateMDs is an online directory that allows users to read and post reviews on doctors, dentists, psychologists, urgent care centers, hospitals and group practices. RateMDs aims to be the source for all things health, and has over two million ratings and reviews, one million doctor profiles, the latest health trends coverage and medical specialties information (ratemds.com).

Cost to get a Local Business Listing on RateMD's Online Business Directory

RateMDs is free for both physicians and patients to use. Doctors can claim their basic profile for free, and if they would like to upgrade their listing with further content control, then there is a price. RateMDs also offers paid options for physicians and businesses who would like to [advertise](#) on the site.

RateMD's Business Directory User Demographic

Within the last month, RateMDs had 492,000 unique US visitors.

RateMds is used:

- more by females and less by males
- more by those aged 45+ and less by those aged 18-34
- slightly more by those with college and graduate school education; much less by those with some college or no college education
- more by those who earn \$100K+; less by those who earn \$0-\$30K
- more by those who view the site from home and less by those who view the site from school
- more by African-Americans and Caucasians; less than the internet average by African, Asian, Middle Eastern, and "Other" demographic groups

Why RateMD's Ranks as One of the Top Business Listing Directories in the Health Vertical

RateMDs gets nearly two million worldwide users a month and almost 500,000 unique US visitors a month, which is a fair amount of traffic for US viewers. Claiming or adding a listing on the site is free. For healthcare professionals just beginning their practice, registering on this site and creating a listing can help increase visibility on local search. Since it is a niche site in the healthcare field, doctors and other professionals should be listed here.

The RateMDs Local Business Directory Reach

Within the last month, [RateMDs had two million total unique visits globally](#) (Similarweb).

Is RateMDs Mobile Responsive?

Yes.

Other Things to Note on RateMd's Vertical Specific Online Business Directory

The site is a niche online business directory for physicians.



#48 Chamber of Commerce

Chamber of Commerce is a website that helps small businesses grow by allowing members to promote themselves using effective tools (such as their online business directory) and features on the site. Chamber of Commerce has relationships with several thousand local chambers of commerce (ChamberofCommerce).

Chamber of Commerce's Online Business Listing Directory Pricing

To [register on the site](#) and appear on the online business directory, businesses must purchase a membership. The average cost of membership depends on the size and number of employees the business has. Many small business memberships fall into the \$30-40 per month range. [Most chambers charge a \\$300 - \\$400 yearly fee.](#)

The Typical Chamber of Commerce Directory User

Within the last month, Chamber of Commerce had 625,000 unique US visitors.

Chamber of Commerce is used:

- more by those aged 45+; less by those aged 18-24
- slightly more by those with college education; slightly less by those with no college education
- more by those who earn \$30-\$60K and \$100K+; less by those who earn \$0-\$30K
- more by those who view the site from work; less by those who view the site from school
- more by African-Americans, Caucasians and Hispanics; less than the internet average by African, Asian, Middle Eastern, and "Other" demographic groups

Why Businesses Should Get a Chamber of Commerce Business Listing

Chamber of Commerce offers small business solutions in each local area. Being affiliated with local chambers provides a sense of credibility (as Chambers of Commerce are trusted associations). Before deciding to pay, first check out if the site is linked to the associated local chamber of commerce, and if other local businesses are on it. Try searching for a local business and see where the page with the chamber's local business directory comes up on the search engine results page(s) (SERP). The added bonus here is that for businesses looking to network with other businesses, the chamber is a great way to start. Listing a business on the site may lead to networking opportunities with other vendors or other links in their supply chain.

The Network Size of Chamber of Commerce's Online Business Directory

Within the last month, Chamber of Commerce had 706,000 total unique visits globally (Similarweb).

Is the Chamber of Commerce's Business Directory Mobile Friendly?

Yes.

Other Notes Regarding the Chamber of Commerce's Online Local Business Directory

[Here's some further reading](#) with great pointers and considerations for listing with Chamber of Commerce.



#49 CityVoter

CityVoter is a service that holds contests (users vote for their favorite local businesses across different categories), brackets (nominees compete for votes in single elimination tournament-style brackets) and sweepstakes (voters are incentivized to vote with prizes). Under each listing page voters can leave tips/reviews.

How Much Does an CityVoter Local Business Listing Cost?

Businesses in the select cities where CityVoter holds competitions can participate by [adding or claiming their profile](#). Step by step instructions [here](#). The cost to add a [nominee profile](#) for businesses is free, and they offer free marketing materials and tools to get started. The costs to promote a listing profile through contests, brackets, sweepstakes or post ads on CityVoter are not readily posted without creating an account on the site.

Who Uses the CityVoter Local Business Directory?

Within the last month, CityVoter had 377,000 unique US visitors. CityVoter is used:

CityVoter is used:

- more by women and much less by men
- more by those aged 55+; much less by those aged 18-34
- slightly more by those with college education; slightly less by those with no college education
- more by those who earn \$100K+; much less by those who earn \$0-\$30K
- more by those who view the site from work; less by those who view the site from school
- more by African-Americans and Caucasians; less than the internet average by African, Asian, Middle Eastern, and "Other" demographic groups

The Importance of Getting a CityVoter Local Business Listing

If you are in one of the cities that the site holds contests, are in one of the categories the site features (there are many) and think your customer base is aware of the site and would vote for you or leave reviews, then the site may be a good fit. Users can vote for a company and can leave reviews. CityVoter states that [having a listing on a CityVoter powered contests \(paid service\) increases SEO](#). If you are thinking of holding a contest or posting a deal on the site, check out the costs, see how many users are in your area, and if competitors are on the site. That can help you gauge whether to pay for a campaign or how much of your budget you want to spend on this service.

The Approximate CityVoter Local Business Directory Listing Reach

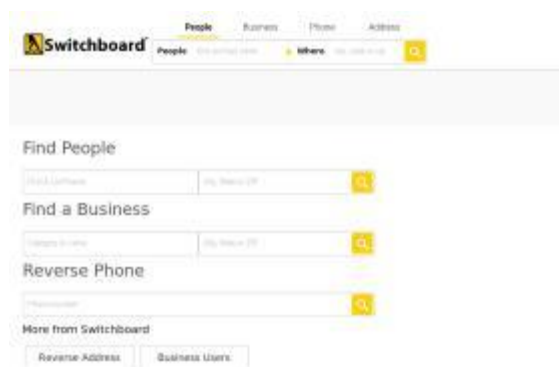
Within the last month, CityVoter had 537,700 total unique visits globally (Similarweb).

Are CityVoter Directory Listings Mobile Responsive or Mobile Friendly?

Yes. CityVoter is available in the App Store.

Other Notes On CityVoter's Online Business Listings

CityVoter is available in select cities only (find under the Find Your City menu in the main page menu).



#50 Switchboard

Switchboard is an online listing directory with white and yellow pages (online business directory) directories. Users can find people, find businesses, perform a reverse phone number lookup and perform a reverse address lookup.

Switchboard's Local Business Listings Fees

Business users can add their business listing on the local directory using the same steps as whitepages.com (these directories are owned by the same parent company). You can go the [free route](#) and update your profile, but you have to wait up to 60 days for your updated information to appear. If you want to get it updated right away, you must subscribe with their provider on a paid plan. For [businesses wanting more](#) out of their listings and other services on Switchboard, there is an Enterprise plan (\$300/mo), a Gold plan (\$99/mo), a Silver plan (\$49/mo), and a Bronze plan (\$29/mo).

The User Demographic of Switchboard's Online Business Directory

Within the last month, Switchboard had 377,000 unique US visitors. Switchboard is used:

Switchboard is used:

- slightly more by women and slightly less by men
- more by those aged 45+; less by those aged 18-34
- slightly more by those with college education; less by those with no college education
- much more by those who earn \$100K+; slightly less by those who earn \$0-\$30K
- less by those who view the site from school
- more by Caucasians; less than the internet average by African, Asian, Middle Eastern, and "Other" demographic groups

Why Businesses Should Add/Claim Their Switchboard Local Business Listing

While Switchboard doesn't get quite as many users as the other online business directories listed above, it still maintains a respectable amount of local search traffic. Since you can still create a listing for free (you just have to wait a while for it to be listed) and the site is connected to Whitepages, you will get listed on more than one directory site at once (Whitepages and Switchboard). If you get a link back from the sister site, Whitepages, with a free listing (which has a high domain authority), you will increase visibility in search engine results when users perform a local search.

Switchboard's Online Business Directory Network Span

Within the last month, Switchboard had 537,700 total unique visits globally (Similarweb).

Is it Safe to Say That Switchboard's Business Directory is Mobile Responsive?

Yes.

More Helpful Notes On Switchboards Online Local Business Listings Directory

Switchboard is the sister directory of Whitepages. The two directories are owned by Whitepages Inc.



#51 Citysearch

Citysearch is a local listings website that provides information about businesses throughout cities across the country. The site has categories for dining, entertainment, retail, travel and professional services for several cities throughout the United States.

Cost to List on Citysearch's Online Local Business Directory

Citysearch uses a third party vendor for local business data. In order to get listed on Citysearch's online business directory, users must create an account with the third party vendor, which appears to be free for a basic listing. The vendor states that they will share your information to their partners and you can update the information on your account as many times as you need. Citysearch does note on their [About Us section](#) that once you've added your business, it may take one to two months before the information will be found on Citysearch's online business directory.

Who Is the Typical Citysearch Directory User?

Within the last month, Citysearch had 610,000 unique US visitors.

Citysearch is used:

- more by women and slightly less by men
- more by those aged 45+; slightly less by those aged 25-34
- slightly more by those with college and no college education; much less by those with graduate school education
- more by those who earn \$60-\$100K and \$100K+; much less by those who earn \$0-\$30K
- more by those who view the site from school
- more by Caucasians; less than the internet average by African, Asian, Hispanic, Middle Eastern, and "Other" demographic groups

The Importance of Citysearch as an Online Local Business Directory

If businesses can wait up to two months to be listed on the Citysearch, the site does get over 610,000 unique US visitors a month. Since businesses can get a listing on their online business directory for free and it does get some exposure, it's up to each company to decide whether the time waiting to get a listing on Citysearch is worth the (free) price tag or not. If businesses decide to go the paid route with a local directory listing, check out if users from the area and other local businesses are listed here. If local customers are active on the directory (rating and commenting on local businesses), businesses should take the time to get listed.

The Citysearch Local Business Directory Listings Reach

Within the last month, Citysearch had 963,200 total unique visits globally (Similarweb).

Is Citysearch Mobile Friendly?

Yes. Citysearch is available in the App Store and Google Play Store.

Additional Citysearch Business Listing Related Notes

The site also has other features, including "[best of](#)" guides for larger cities as well as other options for businesses, such as paid advertising.



#52 Homes And Land

Homes and Land is one of the premier real estate magazines, publishing more than 27 million magazines annually. Homes and Land also has a site used to advertise, you guessed it, homes and land. As an established brand, Homes and Land is trusted by many professionals for listing property, and continues to maintain a positive reputation in the Real Estate industry.

Homes And Land Local Real Estate Agent Directory Listings Pricing

Real estate agents can pay to be listed in the [real estate agent directory](#). The site has a variety of advertising options for agents, including a personal website on the site with the ability to promote yourself as an agent and your listings, as well as link back to any other website you own.

Who Uses Homes And Land?

Within the last month, Homes And Land had 246,000 unique US visitors.

Homes And Land is used:

- more by those aged 55+; less by those aged 18-24
- slightly more by those with no children and slightly less by those with children
- slightly more by those with some college and college education; less by those with graduate school education
- more by those who earn \$100K+; less by those who earn \$0-\$30K
- more by those who view the site from home; less by those who view the site from school
- more by African-Americans, Caucasians, and Hispanics; less than the internet average by African, Asian, Middle Eastern, and "Other" demographic groups

Homes And Land's Network Reach

Within the last month, Homes And Land had 494,000 total unique visits globally (Similarweb).

Is Homes And Land's Online Real Estate Agent Directory Mobile Responsive?

Yes. Homes And Land is available in the App Store and Google Play Store.

Helpful Homes And Land Information Recap

This is a niche business listing site for real estate agents.



#53 Hotfrog

Hotfrog is a local listings site for local listings that are all over the globe. Categorized by topical or regional significance, Hotfrog lists over two million businesses online. Hotfrog is unique from other directories as it allows for free promotional content, such as business press releases that allow for brand exposure.

How Much Do Local Business Listings on Hotfrog Cost?

It's absolutely free to [add your business listing](#). However, there are features to the site that come with a cost, such as getting an advanced listing through the [Hotfrog AdVantage](#). This feature allows for premium positions in the listings feed search results but comes at a fixed fee.

The Typical Hotfrog Online Business Listings Directory User

Within the last month, Hotfrog had 340,000 unique US visitors. Hotfrog is used:

Hotfrog is used:

- much more by those aged 45+; slightly less by those aged 18-34
- slightly more by those with no children and slightly less by those with children
- slightly more by those with no college education
- more by those who earn \$100K+; less by those who earn \$0-\$30K
- slightly more by those who view the site from school and work; slightly less by those who view the site from home
- more by African-Americans and Caucasians; less than the internet average by African and Middle Eastern demographic groups

What is the Size of Hotfrog's User Base?

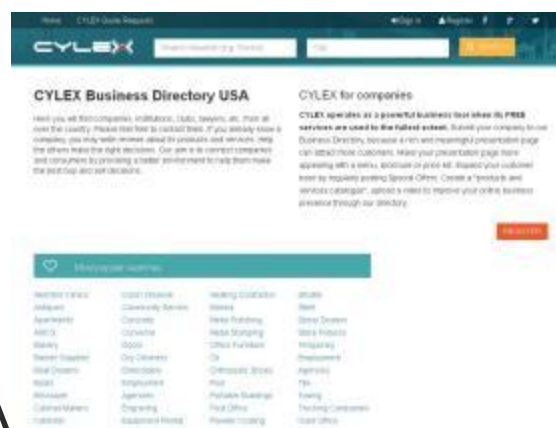
Within the last month, Hotfrog had 459,500 total unique visits globally which is approximately 76,500 visits a month (Similarweb).

Do Hotfrog's Local Business Directory Work Well With Mobile Devices?

Yes.

Other Hotfrog Business Listing Considerations

Most listing sites don't allow for brand promotion, which makes Hotfrog different than most directories. A business is able to launch press releases and promote themselves, as well as listing their business.



#54 Cylex-USA

Cylex is an online business directory with an aim to connect companies and customers. Users can check contact details and hours as well as read and write reviews about local businesses. The site has a global reach with 30 online business directories across several countries worldwide.

Cylex-USA Local Business Listing Pricing

Businesses can create a [basic entry for free](#), or purchase a Premium Entry feature to promote their local business more on the directory.

Who is the Average Cylex-USA Local Business Directory User?

Within the last month, Cylex-USA had 308,000 unique US visitors.

Cylex-USA is used:

- more by those aged 45+; much less by those aged 18-34
- slightly more by those with college education; much less by those with no college education
- much more by those who earn \$100K+; less by those who earn \$0-\$30K
- more by those who view the site from work; less by those who view the site from school
- more by African-Americans, Caucasians, and Hispanics; less than the internet average by African, Asian, and Middle Eastern demographic groups

What is the Estimated Network Size of Cylex-USA's Online Local Business Directory?

Within the last month, Cylex-USA had 514,000 total unique visits globally (Similarweb).

Is Cylex-USA's Directory Mobile Friendly?

Yes.

Additional Fun Facts About Cylex-USA's Online Business Directory

The companies listed on Cylex's listing directory are registered on the site (users don't have to claim their local business listing, they are aware of their listing as they would've had to create it).



#55 Kudzu

Kudzu is a local directory owned by Cox Media Group that collects user reviews and ratings on local businesses. The site has listings across America and features home services, automotive and health categories.

How Much Does a Kudzu Local Business Directory Listing Cost?

Businesses can create a [free profile](#) on Kudzu that includes key contact information, website, list of specialties/services and special offers and coupons. Kudzu offers a paid Enhanced Profile option, which includes top listing visibility, photo and video display, options to email customers and reporting.

The Average Kudzu Online Business Directory User

Within the last month, Kudzu had 244,000 unique US visitors. Kudzu is used:

Kudzu is used:

- more by women and much less by men
- more by those aged 65+
- much more by those with some college or no college education; much less by those with graduate school education
- much more by those who earn \$60-\$100K and \$100K+; less by those who earn \$0-\$30K
- more by those who view the site from school; much less by those who view the site from home
- more by Caucasians and Hispanics; less than the internet average by African, Hispanic, Middle Eastern, and "Other" demographic groups

What is the Size of Kudzu's Online Business Directory User Base?

Within the last month, [Kudzu had 367,000 total unique visits globally](#).

Are Kudzu Business Directory Listings Mobile Responsive or Mobile Friendly?

Yes. Kudzu is available in the Google Play store.

Extra Intel Relating to Kudzu's Online Business Listings Directory

Kudzu offers additional [advertising opportunities](#) for companies interested in wanted to advertise on the site other than being listed on their online business directory.



#56 B2B Yellow Pages

B2BYellowpages is a business-to-business yellow pages and B2B directory. Users can search via the Members B2B Directory, Local Search, Business Directory, Zip Code Directory, County Directory and US Yellow Pages options on the site. The B2B directory has over 45,000 listings and the phone directory has more than 14 million businesses throughout the US (b2byellowpages.com).

B2BYellowPages Local Business Listing Pricing

Businesses can become [premium members for free](#), and there are also a paid advertising/listing options (prices are not easily searchable). There is an approval criteria that must be met for businesses to be listed on their listings site.

A Portait of the B2BYellowPages Online Local Directory User

Within the last month, B2BYellowPages had 258,000 unique US visitors.

B2BYellowPages is used:

- more by men and less by women
- more by those aged 55+; less by those aged 18-24
- much more by those with no children and much less by those with children
- more by those with some college education; much less by those with graduate school or no college education
- more by those who earn \$30-\$60K and \$100K+; less by those who earn \$0-\$30K and \$60-\$100K
- more by those who view the site from work; less by those who view the site from school
- more by Caucasians; less than the internet average by African, Asian, Hispanic, and Middle Eastern demographic groups

The B2BYellowPages Local Business Directory's Reach

Within the last month, B2BYellowPages had 528,000 total unique visits globally (Similarweb).

Are B2BYellowPages Local Business Listings Mobile Friendly?

Yes.

More Helpful B2BYellowPages Online Business Listings Tips

Make sure you read their [approval criteria](#) before signing up so you know what you are getting into.



#57 American Towns

American Towns is an online community resource for users to find everything they need to navigate life in their town. The site organizes a town's internet resources under a single umbrella, so users can find out what's happening with their local government, schools, libraries and community groups. Users can also find recreation activities, entertainment spots, restaurants, movies, realtors, businesses and other services.

The Average Fee to Get Listed on the American Towns Local Business Directory

In order to add or correct a business listing on American Towns, you must contact their content partner, which is a third party provider.

The Demographic of the Average American Towns Online Business Directory User

Within the last month, American Towns had 294,000 unique US visitors.

American Towns is used:

- much more by women and less by men
- more by those aged 45+; much less by those aged 18-44
- much more by those with college education; less by those with no college education
- much more by those who earn \$30-\$60K; less by those who earn \$0-\$30K
- more by those who view the site from home; less by those who view the site from school
- more by Caucasians and Hispanics; less than the internet average by African, Asian, and Middle Eastern demographic groups

An American Towns Local Business Listing's Potential Visibility

Within the last month, American Towns had 882,600 total unique visits globally (Similarweb).

Is American Towns Mobile Responsive?

American Towns has a mobile version of the site that users must click on to get from the desktop site.

Other Information About the American Towns Online Business Directory

Companies can also advertise on the site but must contact their [Ad Sales and Sponsorship Inquiries](#) department.



#58 YellowBot

YellowBot is an local search site for finding and reviewing places in and around users' local communities.

How Much Does it Cost to Add/Claim a Local Listing on YellowBot's Online Business Directory?

A [basic business profile](#) on the site is free. You can pay to upgrade your YellowBot listing for increased visibility, better positioning, additional content in your profile and other features.

Who Typically Uses YellowBot's Online Local Business Directory?

Within the last month, YellowBot had 247,000 unique US visitors. YellowBot is used:

YellowBot is used:

- slightly more by men and slightly less by women
- more by those aged 55+; less by those aged 18-44
- more by those with some college education; much less by those with no college education
- slightly less by those who earn \$60-\$100K
- more by those who view the site from work; less by those who view the site from school
- more by African-Americans and Caucasians; less than the internet average by African, Asian, and Middle Eastern demographic groups

YellowBot's Online Business Directory Network Span

Within the last month, YellowBot had 247,000 total unique visits globally (Similarweb).

Is YellowBot Mobile Friendly?

Yes. The listing site can be viewed best on mobile through the [YellowBot mobile site](#).

Additional Notes on the YellowBot Local Listings Directory

If you would like a light-hearted and fun read, the [YellowBot About Us page](#) is full of sarcasm and wit, sure to make anyone chuckle a little bit.



#59 LocalStack

LocalStack (formerly Mojo pages) is a social powered local search service that scores and combines interactions across all major social media sites as well as measures engagements and sentiment to tell users which businesses are worth checking out in their local area.

The Price of a LocalStack Online Business Listing

Businesses can [add](#) or [claim](#) their free business listing on the directory by following a three step process (support.localstack.com). While you can advertise on the directory, there is no readily available information about what the prices are or how you go about this. The information may be available once you sign up for your free account.

Who Uses LocalStack's Online Business Listings Directory

Within the last month, LocalStack had 218,000 unique US visitors. LocalStack is used:

LocalStack is used:

- more by those aged 18-24; less by those aged 45+
- more by those with some college education; less by those with no college education
- slightly more by those who earn \$0-\$30K; slightly less by those who earn \$30-\$60K and \$60-\$100K
- much more by those who view the site from work; less by those who view the site from school
- more by Caucasians; less than the internet average by African, African-American, Hispanic, and Middle Eastern demographic groups

The Network Size of LocalStack's Online Business Listings Directory

Within the last six months, LocalStack had 464,500 total visits globally which is approximately 77,400 visits a month (Similarweb).

Does LocalStack's Online Local Business Directory Work Well With Mobile Devices?

Yes.



#60 ForLocations

ForLocations is a local listing site that has location information on 28,326 different stores across the country (forlocations.com). Their goal is to make it easy for users to find information such as store locations, store hours and phone numbers. ForLocations recently added customer service numbers in a customer service directory for all the businesses currently listed on their local business directory.

ForLocation's Online Business Directory Listing Pricing

As a business, having presence on ForLocations's online business directory is free. Forlocations encourages contribution from businesses and users. ForLocations has implemented a points program where every action gets some type of reward for users with accounts. It appears to be free for use. Information about how a company can add a store or report an error directly on the [contact us](#) page on the site.

Who Is the Average ForLocations Online Business Directory User?

Within the last month, ForLocations had 250,700 unique US visitors.

ForLocations is used:

- much more by women and slightly less by men
- more by those aged 45+; less by those aged 18-34
- more by those with some college education; less by those with no college education
- much more by those who earn \$30-\$60K; slightly less by those who earn \$0-\$30K and \$60-\$100K
- more by those who view the site from home; less by those who view the site from school
- more by African-Americans and Caucasians; less than the internet average by African, Asian, and Middle Eastern demographic groups

A ForLocations Online Business Listing's Potential Visibility

Within the last month, ForLocations had 423,500 total unique visits globally (Similarweb).

Does ForLocation's Online Directory Work Well With Mobile Devices?

Yes.

More Helpful ForLocations Online Local Business Listing Tips

ForLocations uses outside ad companies (Google AdSense) to display ads on their site.



#61 AreaConnect

AreaConnect is an business directory search site that allows you to search through multiple yellow pages, white pages, local directories in 3954 cities and towns across the US (areaconnect.com). AreaConnect states that they help users search faster and smarter by filling out most of the forms on the user's behalf and collecting the search forms for the user in a local home page.

The Cost to Add/Claim A Local Listing on AreaConnect's Online Business Directory

AreaConnect does not host any directories so they cannot delete, add or modify listings on their site. All of AreaConnect's data is owned and maintained by their partners. In order to change or remove this information, you must [contact their partners](#) to correct it.

The Demographic Profile of an AreaConnect User

Within the last month, AreaConnect had 300,100 unique US visitors. AreaConnect is used:

AreaConnect is used:

- more by women and less by men
- much more by those aged 55-64
- much more by those with some college or no college education; less by those with graduate school education
- much more by those who earn \$60-\$100K; less by those who earn \$0-\$30K
- more by those who view the site from school
- more by African-Americans and Caucasians; less than the internet average by African, Middle Eastern, and "Other" demographic groups

AreaConnect's Online Local Business Directory Network Span

Within the last month, [AreaConnect had 1.5 million total unique visits globally](#) (Similarweb).

Is AreaConnect Mobile Friendly?

Yes.

Additional Information on AreaConnect's Local Business Listings Directory

AreaConnect does not host any of their directory information, rather they pull it from a list of partner sites.



#62 iBegin

iBegin is an online directory for the USA, Canada, UK and New Zealand. The business listings site lists multiple cities across the US and numerous categories on ranging across many industries and specific business goods and services.

iBegin's Local Business Directory Listing Pricing

Business owners can [create a business listing](#) on the site for free. The listing pages for each business contains ample fields to add information and a map location. Users can even contact the business directly on the site through a form. Businesses can [remove their phone number](#), update a business or remove a business directly on the directory's website.

Who Uses iBegin's Online Business Directory?

Within the last month, iBegin had 197,000 unique US visitors. iBegin is used:

iBegin is used:

- much more by men and less by women
- much more by those aged 45+; slightly less by those aged 18-44
- more by those with no children and much less by those with children
- slightly less by those who earn \$60-\$100K
- more by those who view the site from work; less by those who view the site from school
- more by African-Americans and Caucasians; less than the internet average by African, Asian, and Middle Eastern demographic groups

iBegin's Local Business Directory Viewer Reach

Within the last month, iBegin had 620,100 total unique visits globally (Similarweb).

Is iBegin's Local Business Directory Mobile Responsive?

Yes.

Other iBegin Local Business Listing Considerations

Those looking to advertise on the site or discuss business development with the site can contact iBegin directly.

#63 Restaurants



Restaurants is an online directory with over 500,000 listings with local restaurant information (restaurants.com). The niche listings site lists locations, menus, specialties and blog posts. Users can find restaurants, review restaurants and read the Restaurant blog.

Average Fee to Get Listed on the Restaurants Local Business Listings Directory

Businesses can add their local business information to the restaurant business directory through the [suggest a restaurant](#) form. Business owners can add their email, address information, website, category type, photos, hours and list of services offered. Those restaurant owners wanting to learn more about growing their restaurant with the directory website can [contact Restaurants](#) via email.

Restaurants's Vertical Specific Online Business Directory User Demographic

Within the last month, Restaurants had 194,300 unique US visitors.

Restaurants is used:

- much more by women and less by men
- more by those aged 55+; less by those aged 18-44
- more by those with no children and much less by those with children
- much more by those with college education; less by those with no college education
- more by those who earn \$60-\$100K; much less by those who earn \$0-\$30K and \$30-\$60K
- less by those who view the site from school

- more by African-Americans and Caucasians; less than the internet average by African, Asian, Hispanic, Middle Eastern, and “Other” demographic groups

What is the Estimated Network Size of Restaurants’s Online Local Business Directory?

Within the last month, Restaurants had 310,400 total unique visits globally (Similarweb).

Does Restaurants’s Niche Local Business Directory Work Well With Mobile Devices?

Yes. Restaurants is available in the Google Play store.

Other Information About the Restaurants’s Vertical Specific Online Business Directory

This is a niche online local business directory site for restaurants.



#64 Yellow Pages Goes Green

Yellow Pages Goes Green (or Yellow Pages Directory Inc.) provides an environmentally friendly search engine business directory. Yellow Pages Goes Green supports the green movement, promotes, awareness and helps customers opt-out of printed yellow page directories while offering their online business directory as an alternative. Users can rate and review businesses on the site without having to make an account.

How Much Do Local Business Listings on Yellow Pages Goes Green Cost?

Yellow Pages Goes Green claims that they offer one of the lowest prices for Yellow Pages Advertising anywhere. To add a business to the online local directory, plans start at \$49.95 per year.

Who Uses Yellow Pages Goes Green's Local Business Listings Directory?

Within the last month, Yellow Pages Goes Green had 203,000 unique US visitors. Yellow Pages Goes Green is used:

Yellow Pages Goes Green is used:

- slightly more by women and slightly less by men
- more by those aged 45+; less by those aged 18-34
- much less by those with no college education
- more by those who earn \$100K+; less by those who earn \$0-\$30K
- less by those who view the site from school
- more by African-Americans and Caucasians; less than the internet average by African, Asian, and Middle Eastern demographic groups

What is the Size of the Yellow Pages Goes Green Business Directory's Readership?

Within the last month, [Yellow Pages Goes Green had 315,500 total unique visits globally](#).

Is the Yellow Pages Goes Green Online Business Directory Mobile Responsive?

Yes.

More Info About Yellow Pages Goes Green's Local Business Directory

Fun Fact: this website also contains [census](#) data for each state.

#65 SaleSpider



SaleSpider is a free service designed to help small and midsize businesses expand their networks, connect with possible vendors, host and view webinars and videos, place free classified ads and gain free access to sales leads and business opportunities (entrepreneur.com). SalesSpider has over 67 million business listings posted in their directory (salespider.com).

The Average SalesSpider Local Business Directory User

Companies can [create a listing](#) on the online business directory for free. When companies add their business information to the local listing directory or add their link, they get a business page with their contact information or a link to their website. Companies who want to advertise more on the site have [additional options](#).

The Average SalesSpider Local Business Directory User

Within the last month, SaleSpider had 282,500 unique US visitors. SaleSpider is used:

SaleSpider is used:

- slightly more by men and slightly less by women
- more by those aged 55+; much less by those aged 25-34
- slightly more by those with some college education
- slightly more by those who view the site from work; slightly less by those who view the site from home
- more by African-Americans and Caucasians; much less than the internet average by African, Asian, Hispanic, and Middle Eastern demographic groups

What is the Size of SalesSpider's User Base?

Within the last month, [SalesSpider had 595,200 total unique visits globally](#).

Is it Safe to Say That SalesSpider's Online Business Listings Are Mobile Responsive?

Yes. SaleSpider is available in the App Store and Google Play store.

Additional Notes on SalesSpider

Businesses can [remove their listing information](#) on the online business directory directly through a form.



#66 ShowMeLocal

ShowMeLocal is a yellow pages and local online business directory network owned by a privately owned company. The site has over 19 million business listings, 678,000 claimed listings, and over 307,000 user reviews (showmelocal.com).

ShowMeLocal's Online Business Directory Listing Fees

Companies can create [free listings](#), which include a search engine friendly profile, business information management, one image/video upload, one coupon/special/job and one event. ShowMeLocal also has plans with [advanced listing features](#) (Basic- \$29.00/mo, Deluxe-\$59.99/mo, and Platinum- \$99.00/mo).

ShowMeLocal's Local Business Directory User Demographic

Within the last month, ShowMeLocal had 112,000 unique US visitors. ShowMeLocal is used:

ShowMeLocal is used:

- more by men and slightly less by women
- more by those aged 45+; less by those aged 25-44

- slightly more with some college education; less by those with no college education
- more by those who earn \$100K+; slightly less by those who earn \$60-\$100K
- more by those who view the site from work; less by those who view the site from school
- more by African, Caucasians, and Hispanics; less than the internet average by Asian and Middle Eastern demographic groups

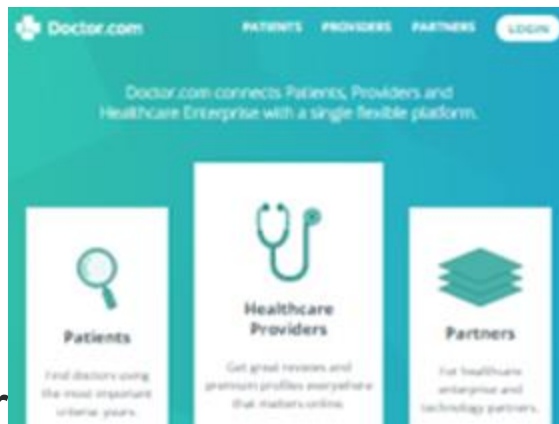
ShowMeLocal's Potential Online Business Directory Audience Reach

Within the last month, ShowMeLocal had 182,700 total unique visits globally (Similarweb).

Is the ShowMeLocal Online Business Directory Responsive/Friendly?

Yes.

#67 Doctor



Doctor is a niche online business directory that helps patients find and connect with doctors and other healthcare providers that best match their needs. Visitors to the directory can research doctors, compare health care providers and even book appointments online. Doctor has profiles for over two million licensed health care providers in the USA (doctor.com).

The Cost to Add/Claim A Local Listing on Doctor's Niche Online Business Directory

In order to add a local listing to the site, doctors and other healthcare providers must [contact the website](#) for more information and prices. It appears that Doctors offers a listing on their network and additional services, which includes a review platform.

Who Uses Doctor's Local Vertical Specific Business Listings Directory

Within the last month, Doctor had 147,000 unique US visitors.

Doctor is used:

- more by those aged 65+; less by those aged 25-34
- much more by those with no children and much less by those with children
- less by those with no college education
- more by those who earn \$0-\$30K and \$100K+; slightly less by those who earn \$30-\$60K
- more by those who view the site from home; less by those who view the site from school
- more by Caucasians; less than the internet average by African, African-American, Asian, and Hispanic demographic groups

Doctor's Online Local Business Directory Network Span

Within the last month, Doctor had 187,600 total unique visits globally (Similarweb).

Is Doctor's Online Business Listings Directory Mobile Friendly?

Yes.

Additional Fun Facts About Doctor's Local Business Directory

This is a niche business listings site for doctors and other health care providers.

#68 Insider Pages



Insider Pages is a local search listing site where users can share reviews and find local businesses they can trust. Insider Pages and CitySearch are local search properties of CityGrid Media, an operating business of IAC (insiderpages.com).

Insider Pages Online Business Directory Listings Pricing

Insider Pages allows companies to add or claim/update their business listings on the online business directory [for free](#). The site has [detailed instructions](#) for those wanting to claim or update their local business listing. The FAQ section may be out of date as when trying to test the process, as we were taken to a third party provider. Insider Pages has a specific tab for doctor/medical listings and instructions on how to update a doctor/medical listing are also outlined in detail on their FAQ page.

The Typical Insider Pages Online Business Listings Directory User

Within the last month, Insider Pages had 150,000 unique US visitors.

Insider Pages is used:

- slightly more by men and slightly less by women
- much more by those aged 45+; less by those aged 25-34
- much more by those with no children and much less by those with children
- less by those with no college education
- more by those who earn \$0-\$30K and \$100K+; slightly less by those who earn \$30-\$60K
- more by those who view the site from home; less by those who view the site from school
- more by Caucasians; less than the internet average by African, African-American, Asian, and Hispanic demographic groups

What is the Size of Insider Page's Local Business Directory Readership?

Within the last month, Insider Pages had 259,600 total unique visits globally (Similarweb).

Do Insider Pages Local Business Listings Display Well on Mobile Devices?

Yes.

Additional Notes on Insider Pages

Some of the reviews on the listing site seem to be pretty dated. Check to see if businesses in your area have any recent local reviews before considering getting a paid listing. Also, when trying to claim a business we were taken to a third party provider. Be cautious so you don't sign up for something you will later be charged for.



#69 EZlocal

EZlocal is also a local search marketing company that offers services for managing local PPC, map listings, social review monitoring and check in services. EZlocal also offers a local search business directory with over two million indexed pages on Google (ezlocal.com).

What's is The Price to Get a Local Listing on EZLocal's Local Business Directory?

Companies can [create business listings](#) on the site for free. Seeing as though that they are a local search marketing company, you can request information for additional local search and SEO services from them.

A Portrait of the EZLocal Online Business Directory User

Within the last month, EZlocal had 104,500 unique US visitors. EZlocal is used:

EZLocal is used:

- slightly more by men and slightly less by women
- more by those aged 65+
- less by those with no college education
- much more by those who earn \$30-\$60K; less by those who earn \$60-\$100K
- less by those who view the site from school
- more by Caucasians, Hispanics, and “Other”; less than the internet average by African, Asian, and Middle Eastern demographic groups

EZLocal’s Potential Online Business Directory Audience Reach

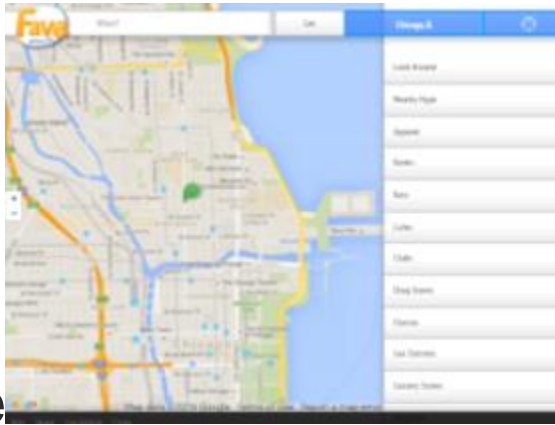
Within the last month, EZlocal had 199,400 total unique visits globally (Similarweb).

Does the EZLocal Business Listings Directory Work Well With Mobile Devices?

Yes. EZlocal is available in the App Store.

Notes on EZLocal’s Online Business Directory

EZlocal is a Google Partner, meaning that EZlocal has met Google’s requirements to earn the Google Partner status.



#70 GetFave

GetFave (Amazon Technologies) is a business listing site that allows businesses to list their information in an easily accessible place for Google. Users can discover businesses around them by hearing what deals, events and promotions they have going on without needing to follow or check in to find what the business is updating.

Average Fee to Add/Claim a Local Listing on GetFave's Online Business Directory

You can create a local business listing on the listing site for free. The free business listing allows you to add an image, website and other information. Businesses can advertise or “hype” their business. While it is not posted if or what the costs are, they should be accessible after creating an account.

Who Uses the GetFave Online Business Directory?

Within the last month, GetFave had 118,300 unique US visitors.

GetFave is used:

- slightly more by women and slightly less by men
- more by those aged 45-64; much less by those aged 35-44
- much more by those with no children and less by those with children
- much more by those with college education; much less by those with some college or no college education
- more by those who earn \$30-\$60K and \$100K+; slightly less by those who earn \$0-\$30K
- more by those who view the site from work and less by those who view the site from school
- more by African-Americans, Caucasians, and Hispanics; less than the internet average by African, Asian, and Middle Eastern demographic groups

GetFave's Local Business Listings Directory Reach

Within the last month, GetFave had 260,000 total unique visits globally (Similarweb), which is approximately 43,300 visits a month.

Is GetFave's Directory Mobile Responsive?

Yes.

More Helpful GetFave Local Business Listing Tips

This listing site is a little bit different. While it doesn't get a lot of hits, they do aim to make your local business listing on the site accessible for Google.

#71 AllPages



AllPages is an online national yellow pages directory. The online business directory provides business listings that include a name, address, phone number and fax for businesses across many categories.

The Price of an AllPages Local Business Listing

Companies wishing to [add a listing](#) to the local directory must contact the third party data provider. The cost (if any) to work with the third party are not readily posted. Once you contact the third party provider, it can take three to six months for the information to be updated on the directory. For those wishing to update or remove the business listing on the site, they must send a [feedback request](#) to AllPages directly, which again can take up to three to six months to show up.

AllPages's Online Local Business Directory User Profile

Within the last month, AllPages had 92,000 unique US visitors.

AllPages is used:

- more by men and slightly less by men
- more by those aged 55+; much less by those aged 18-24
- less by those with no college education
- more by those who earn \$100K+
- much more by those who view the site from work and less by those who view the site from school
- more by African-Americans and Caucasians; less than the internet average by African, Asian, Hispanic, Middle Eastern, and "Other" demographic groups

The Network Size of the AllPages Online Business Listings Directory

Within the last month, AllPages had 204,500 total unique visits globally (Similarweb).

Is AllPages's Online Local Directory Mobile Responsive/Friendly?

Yes.

Other Notes on the AllPages Online Local Business Directory

The footer link to Add/Modify/Remove Listing wasn't working properly when last trying to access the directory, so if it doesn't, the add a listing link above can be found [here](#).

#72 eLocal



eLocal is a nationwide search business directory to discover millions of local businesses, from plumbers and lawyers to hotels and dentists (elocal.com).

Cost to get a Local Business Listing on eLocal's Online Business Directory

Businesses can [list their business information](#) on the listing site for free. eLocal also offers advertising options for companies with category specific type options for home services, law firms, dentists and other businesses.

The User Demographic of eLocal's Local Business Listings Directory

Within the last month, eLocal had 70,000 unique US visitors.

eLocal is used:

- more by those aged 18-24 and 45+; much less by those aged 25-34
- much more by those with graduate school education; less by those with no college education
- more by those who earn \$0-\$30K and \$100K+; less by those who earn \$60K-\$100K
- more by those who view the site from work
- more by Caucasians and "Other"; less than the internet average by African, African-American, Asian, and Middle Eastern demographic groups

What is the Reach of eLocal's Online Business Listing Directory?

Within the last month, eLocal had 92,700 total unique visits globally (Similarweb).

Do eLocal's Directory Listings Work Well With Mobile Devices?

Yes.

#73 MagicYellow



MagicYellow is an online yellow pages directory. Users can create profiles and explore local businesses. Users can write reviews, connect with friends and discover new local businesses in the area.

The Average Fee to Get Listed on MagicYellow's Online Business Listing Directory

Users can create a MagicYellow profile for free. Businesses wishing to create a listing are directed to a different page that does not specify the cost to list on the listing site. However, business owners can update their courtesy business listing via an [online form](#), so courtesy business listings may be free with an option to get a more detailed listing for a fee.

The Average MagicYellow Local Business Directory User

Within the last month, MagicYellow had 108,200 unique US visitors.

MagicYellow is used:

- more by those aged 65+; much less by those aged 35-44
- more by those with college education; less by those with some college or no college education
- much more by those who earn \$30-\$60K
- less by those who view the site from school
- more by Caucasians and "Other"; less than the internet average by African, Asian, Hispanic, and Middle Eastern demographic groups

MagicYellow's Potential Online Business Directory Audience Size

Within the last month, MagicYellow had 206,000 total unique visits globally (Similarweb).

Are MagicYellow's Local Business Listings Mobile Friendly?

Yes.

Notes on MagicYellow's Online Business Directory

The [Contact Us](#) section of the listing site lists a form link for paid advertisers to make changes, so the site must have some form of advertising option for businesses (which may show up once you create your courtesy local business listing).



#74 Judy's Book

Judy's Book is a social search tool/community/directory where users can get information on local businesses. Users can read reviews, recommendations, deals and get coupons on the local search site. Judy's Book aims for a social share aspect of review information so users can share places and local businesses with friends and family.

How Much Do Local Business Listings on Judy's Book Cost?

There are two listings features for businesses that wish to claim their business listing on the site: basic and pro, which are \$19.92/month and \$79.92/month respectively.

Who is the Average Judy's Book Business Directory User?

Within the last month, Judy's Book had 107,200 unique US visitors.

Judy's Book is used:

- more by men and less by women

- more by those aged 65+; much less by those aged 18-24
- more by those without children and less by those with children
- less by those with no college education
- more by those who earn \$30-\$60K and \$100K+; much less by those who earn \$60K-\$100K
- much more by those who view the site from work; less by those who view the site from school
- more by Caucasians and “Other”; less than the internet average by African, African-American, Asian, Hispanic, and Middle Eastern demographic groups

The Online Reach the Judy’s Book Listing Directory

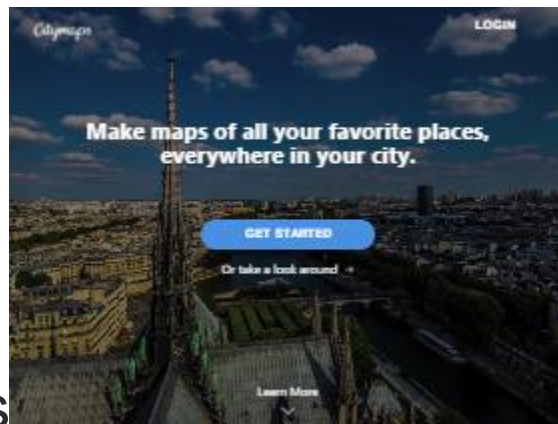
Within the last six months, Judy’s Book had 125,000 total visits globally (Similarweb), which is approximately 20,800 visits a month.

Can Judy’s Book Join as One of the Mobile Elite of Local Business Listing Directories?

Yes.

Additional Judy’s Book Business Listing Related Notes

Judy’s Book also offers [advertising opportunities](#) for those who wish to advertise on the online business directory.



#75 Citymaps

Citymaps is a map service made for travellers. It is meant to be a free travel guide that works both online and offline. Citymaps helps users decide where to sleep, what to see, where to eat and what to do. They cover

every country and city around the world. For each destination users get offline maps, offline routing and offline city guides (itunes.apple.com).

Average Cost to Add/Claim a Local Listing on the Citymaps Online Business Directory

In order to add/edit business information on CityMaps, you must [email them](#). There is no readily posted information about any costs associated with listing your business on their local directory.

Who Uses the Citymaps Online Business Directory?

Within the last month, Citymaps had 76,200 unique US visitors.

Citymaps is used:

- more by those aged 35-44; less by those aged 55+
- much more by those with no children; much less by those with children
- more by those with graduate school education; less by those with some college or no college education
- more by those who earn \$0-\$30K; much less by those who earn \$30-\$60K and \$100K+
- more by those who view the site from work; less by those who view the site from school
- more by Caucasians; less than the internet average by African, African-American, Hispanic, Middle Eastern, and "Other" demographic groups

The Potential Viewer Reach of the Citymaps Local Business Listing Directory

Within the last month, Citymaps had 330,200 total unique visits globally (Similarweb).

Is Citymaps Mobile Friendly?

Yes. Citymaps is available in the App Store and Google Play store.

More Helpful Information on the Citymaps Online Business Directory

CIO has a great post on some [other great uses](#) for Citymaps for businesses.



#76 YaSabe

YaSabe is a Hispanic oriented community guide for users to find businesses, jobs and other local information. The site has built and manages specialized web crawling, curation and translation technology to aggregate tens of millions of pieces of latin culture local information such as latin restaurants, spanish speaking businesses and bilingual job opportunities (yasabe.com).

How Much Does It Cost to Get a Yasabe Local Business Listing?

Businesses can [pay to have their business listing](#) on the site's online local business directory. YaSabe offers a basic listing (\$79 one time fee), featured listing (\$199/year), and premium advertising (with custom prices). Each listing plan has various features to update your business listing information and even translate your listing into Spanish (featured and premium).

The Typical Yasabe Online Business Directory User

Within the last month, YaSabe had 65,500 unique US visitors. YaSabe is used:

YaSabe is used:

- less by those aged 65+
- less by those with no college education
- more by those who earn \$30-\$60K; less by those who earn \$100K+
- more by those who view the site from work; less by those who view the site from school
- more by Caucasians and Hispanics; less than the internet average by African, African-American, Asian, Middle Eastern, and "Other" demographic groups

A Yasabe Local Business Listing's Potential Visibility

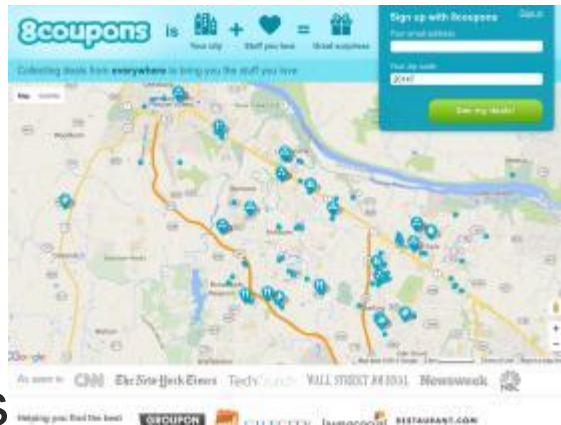
Within the last month, YaSabe had 813,600 total unique visits globally (Similarweb).

Is Yasabe Mobile Responsive/Friendly?

Yes. YaSabe is available in the Google Play store.

Other Considerations When Listing on Yasabe's Local Business Directory

While the site was originally created to cater to the Hispanic community, demographics reveal that the Caucasian community use the site heavily as well.



#77 8coupons

8coupons is a service that compares and finds local best deals and local businesses (restaurants, stores, entertainment). The site offers deals from a list of partners that include: Amazon, Google, eBay, Groupon, Restaurant.com, GrubHub, LivingSocial, Valpak, and more (8coupons.com).

8coupons Local Directory Listing Fees

Companies wishing to add a listing to 8coupons's directory must contact the third party data provider. The cost (if any) to work with the third party are not readily posted.

Who Uses the 8coupons Local Business Directory?

Within the last month, 8coupons had 66,200 unique US visitors. 8coupons is used:

8coupons is used:

- more by those aged 45-64
- more by those with college education; much less by those with no college education
- much more by those who earn \$30-\$60K; less by those who earn \$0-\$30K and \$100K+
- more by those who view the site from home; less by those who view the site from school
- more by Caucasians and Hispanics; less than the internet average by African, African-American, Asian, Middle Eastern, and "Other" demographic groups

An 8coupons Online Business Listing's Potential Visibility

Within the last month, 8coupons had 83,600 total unique visits globally (Similarweb).

Is 8coupons Mobile Responsive?

Yes. 8coupons is available in the App store and Google Play store.

Other Information Regarding 8coupons's Local Business Listings Directory

Businesses interested in adding deals or coupons to the site must contact a third party advertising provider.



#78 2FindLocal

2FindLocal is a local directory for many countries, including the US. Users can search for local businesses and add reviews (once they have an account).

The Price of a 2FindLocal Online Business Directory Listing

Companies can [create a business listing](#) for free. The free listing will include contact information, location, reviews and a short business description. However, there is a bit of a catch if you want your free “ad”/listing to appear higher up in searches. 2FindLocal uses a [point system](#) that depends on your usage. The more point earning usage/activity that you do on the directory, the more likely you are to appear higher up on their results pages for the searches performed by users.

The User Demographic of 2FindLocal’s Local Business Directory

Within the last month, 2FindLocal had 70,300 unique US visitors. 2FindLocal is used:

2FindLocal is used:

- much less by those aged 25-34
- less by those with some college no college education
- more by those who earn \$0-\$30K; less by those who earn \$60-\$100K and \$100K+
- more by those who view the site from work; less by those who view the site from school
- much more by Caucasians, Hispanics, and “Other”; less than the internet average by African and Middle Eastern demographic groups

The Network Size of 2FindLocal’s Online Business Directory

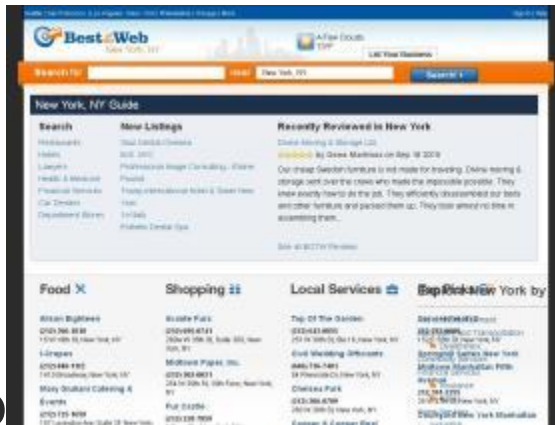
Within the last month, 2FindLocal had 164,500 total visits globally (Similarweb).

Are 2FindLocal Directory Listings Mobile Responsive or Mobile Friendly?

Yes. 2FindLocal is available in the Google Play store.

Other 2FindLocal Local Business Listings Considerations

2FindLocal states that they have only 1,345 businesses participating in their “Free Adds” program, which is only 3% of their free advertising space (2FindLocal.com).



#79 Best of the Web

Best of the Web is an online directory that provides websites categorized both topically and regionally.

How Much Does a Best of the Web Local Business Listing Cost?

Companies must pay to have a listing on the directory. Best of the Web offers two [listing packages](#): JumpStart Listings (may be free) and Premium Listings (\$9.95/mo). The JumpStart package includes a description of the company's products and services, while a Premium package includes a brand list, website address, additional information, coupons and offers in addition to the products and services description.

A Portait of the Best of the Web Local Business Directory User

Within the last month, Best of the Web had 75,500 unique US visitors.

Best of the Web is used:

- much more by men and much less by women
- more by those aged 25-34; less by those aged 35-54
- more by those with graduate school education; slightly less by those with no college education
- more by those who earn \$0-\$30K; much less by those who earn \$60-\$100K
- slightly more by those who view the site from home; less by those who view the site from school
- much more by Africans and "Other"; less than the internet average by Hispanic and Middle Eastern demographic groups

Best of the Web's Online Business Directory Potential Readership Base

Within the last month, Best of the Web had 167,400 total visits globally (Similarweb).

Are Best of the Web's Local Business Listings Mobile Friendly?

Yes.



#80 CitySquares

CitySquares is a listing site designed for small, independent businesses to reach a qualified, local consumer audience through a business profile on their local directory. CitySquares provides its content to users in a hyper-local context, that is, neighborhoods and other relevant localities (citysquares.com). Users can rate businesses and review them.

CitySquares Business Listing Pricing

Companies can [add their business listing](#) to the local business directory for free. CitySquares does offer advertising opportunities through enhanced business profiles, display advertising, videos and more. The prices for the enhanced business profiles and advertising is not readily posted on the website.

Who Is the Typical CitySquares Online Business Directory User?

Within the last month, CitySquares had 65,000 unique US visitors. CitySquares is used:

CitySquares is used:

- more by men and less by women
- more by those aged 55+; much less by those aged 25-34
- much less by those with no college education

- more by those who earn \$0-\$30K; less by those who earn \$60-\$100K
- more by those who view the site from work; less by those who view the site from school
- more by Africans, African-Americans, Hispanics, and “Other”; less than the internet average by Asian and Middle Eastern demographic groups

The CitySquares Local Business Directory Reach

Within the last month, CitySquares had 114,600 total unique visits globally (Similarweb).

Does CitySquares’s Online Business Directory Work Well With Mobile Devices?

Yes.



#81 U.S. Directory

U.S. Directory is an online yellow pages directory where users can search for online business listings, phone numbers, addresses, local directions, maps and more.

Cost to Get a Local Business Listing on U.S. Directory

Businesses who wish to add a listing on the online business directory must pay for an [advertising package](#). The cost starts at \$5, which does not state what you get or if the cost is per month or not.

Who Uses U.S. Directory’s Online Business Directory?

Within the last month, U.S. Directory had 61,100 unique US visitors. U.S. Directory is used:

U.S. Directory is used:

- more by women and less by men
- less by those aged 65+
- more by those with some college or no college education; less by those with graduate school education
- more by those who earn \$60-\$100K and \$100K+; less by those who earn \$0-\$30K
- more by those who view the site from school; less by those who view the site from home
- more by Asians and Caucasians; less than the internet average by African, African-American, Hispanic, Middle Eastern, and "Other" demographic groups

What is the Size of U.S. Directory's Local Business Directory User Base?

Within the last month, U.S. Directory had 190,400 total unique visits globally (Similarweb).

Are U.S. Directory's Business Listings Mobile Responsive?

U.S. Directory is not optimized for mobile (the desktop view shrinks down to a mobile size). Yikes, they must not have been keeping up with the [mobilegeddon story](#).

Additional Information Regarding U.S. Directory's Local Business Directory

US Directory has an [example](#) of what a paid local business listing looks like on the site.

#82 Credibility



Credibility is an online business directory that contains local business listing information, reviews and other media. The site claims to reach 90% of U.S. customers through their network of 125+ directories (credibility.com).

How Much Does an Credibility Local Business Listing Cost?

Companies can claim a [free business listing](#) on the listing site with the ability to upgrade the local listing with advertising packages.

Credibility's Local Business Directory User Profile

Within the last month, Credibility had 79,300 unique US visitors.

Credibility is used:

- much more by those aged 45-54 and 65+; less by those aged 18-24
- more by those with college education
- more by those who earn \$60-\$100K and \$100K+; less by those who earn \$0-\$30K
- more by those who view the site from work; less by those who view the site from school
- more by African Americans and Caucasians; less than the internet average by African, Hispanic, Middle Eastern, and "Other" demographic groups

Credibility's Online Business Directory Potential Audience Size

Within the last month, Credibility had 108,900 total unique visits globally (Similarweb).

Is Credibility's Directory Mobile Friendly?

Yes.

Extra Intel On Credibility's Online Business Listings Directory

The local directory site has a handy [support page](#) with information about adding, editing and removing business listings.



#83 Cityfos

Cityfos is a local listing site featuring local services, businesses, contractors, products and other categories. Users can search the directory by businesses, cities, coupons and schools.

The Cost to Add/Claim a Local Business Listing on Cityfos

Companies can create a [free basic business listing](#) which includes your company name, address/phone numbers, website address, and business category. For those who wish to enhance their visibility on the site, they can [pay to upgrade](#) their business listing to a Featured Listing for \$59/yr. The Featured Listing ensures top placement of the listing in searches and other benefits.

Cityfos's Online Business Directory User Demographics

Within the last month, Cityfos had 66,500 unique US visitors (Similarweb).

Cityfos is used:

- more by men and less by women
- more by those aged 45-54; less by those aged 35-44, 55-64, and 65+
- more by those with no children and less by those with children
- more by those with graduate school education; less by those with some college education
- more by those who earn \$100K+; less by those who earn \$0-\$30K
- less by those who view the site from school
- more by African-Americans and Caucasians; less than the internet average by African, Asian, Middle Eastern, and "Other" demographic groups

Cityfos's Local Business Directory Network Span

Within the last month, Cityfos had 79,300 total unique visits globally (Similarweb).

Is Cityfos's Online Business Directory Mobile Responsive?

Cityfos is not optimized for mobile (the desktop view shrinks down to a mobile size).



#84 GoLocal247

GoLocal247 is an online business directory where users can search for local businesses, post reviews, browse event listings and find coupons. The directory also features a free classifieds section, news, entertainment and weather based on the user's zip code. GoLocal247 features directories on different sites in select states and locations.

The Price of a GoLocal247 Local Business Listing

Companies can [claim their business listing](#) on Golocal247's online business directory for free. The free local listing includes business name, email, phone number, website, social media links, categories, payment types, address, city, state, zip code and hours. Golocal247 also has additional products such as enhanced online business profiles for businesses who want to further promote themselves on the site.

The Average GoLocal247 Online Business Directory User

Within the last month, Golocal247 had 52,500 unique US visitors.

GoLocal247 is used:

- more by those aged 45+; much less by those aged 18-44
- much more by those with no children and less by those with children
- more by those with college education; much less by those with some college education

- more by those who earn \$30-\$60K
- much more by those who view the site from work; less by those who view the site from school
- more by African-Americans, Caucasians, and Hispanics; less than the internet average by African, Asian, Middle Eastern, and “Other” demographic groups

What is the Size of GoLocal247’s Local Business Directory Readership?

Within the last month, GoLocal247 had 90,000 total unique visits globally (Similarweb).

Is It Safe to Say The GoLocal247 Online Business Directory is Mobile Friendly?

Yes.

Other GoLocal247 Online Business Listing Notes

Currently Golocal27 has local listings for select [markets/cities](#).



#85 411.info

411.info is a free U.S. white pages and yellow pages online directory where users can search for people, local businesses and phone numbers.

The 411 on 411.info’s Online Business Listing Fees

Companies can [create a local business listing](#) on 411.info for free. 411.info has a self-serve tool that allows business owners and users to update/add or remove business listings.

The Demographics of the 411.info Online Business Directory User

Within the last month, 411.info had 73,200 unique US visitors.

411.info is used:

- more by women and much less by men
- more by those aged 45-64; less by those aged 18-44 and 65+
- much more by those with some college education; less by those with no college education
- more by those who earn \$60-\$100K; much less by those who earn \$0-\$30K
- more by those who view the site from home; less by those who view the site from school
- more by Caucasians; less than the internet average by African, African-American, Asian, Hispanic, and Middle Eastern demographic groups

411.info's Online Business Listings Network Size

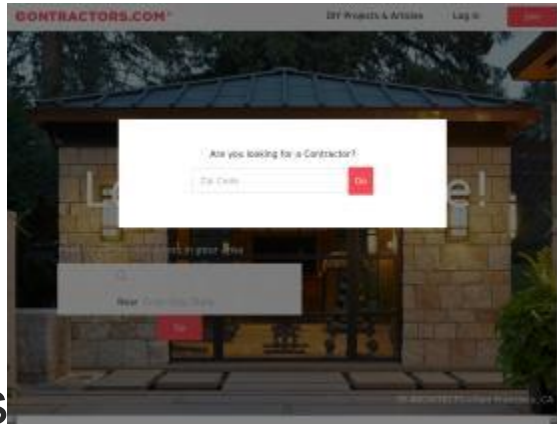
Within the last month, 411.info had 85,300 total unique visits globally (Similarweb).

Are Best of the 411.info's Local Business Listings Mobile Friendly?

Yes.

Notes on 411.info's Online Business Listings Directory

Companies interested in advertising on the 411.info can email their [advertising department](#).



#86 Contractors

Contractors is an online local contractor directory with over 1.8 million architects, plumbers, roofers and more. Contractors also offers tools for contractors to promote their businesses and connect with customers

Cost to List on the Contractors Vertical Specific Business Directory

You can [claim your local business listing](#) on Contractors for free, which includes business information, services provided and photos. The online business directory also offers Pro and Premium memberships for businesses that wish to have increased visibility in searches, verified badges and appear on competitors' pages.

Who Uses the Contractors Local Business Listings Directory?

Within the last month, Contractors had 69,620 unique US visitors.

Contractors is used:

- slightly more by men and slightly less by women
- more by those aged 18-24 and 55-64; less by those aged 25-34 and 65+
- more by those with children and less by those with no children
- more by those with graduate school education; much less by those with some college or no college education
- much more by those who earn \$0-\$30K; much less by those who earn \$100K+
- more by those who view the site from home; less by those who view the site from work or school
- more by Caucasians; less than the internet average by African, African-American, Asian, Hispanic, Middle Eastern, and "Other" demographic groups

A Contractors Business Listing's Potential Visibility

Within the last month, Contractors had 101,000 total unique visits globally (Similarweb).

Is Contractor's Local Listings Directory Mobile Responsive?

Yes. Contractors is available in the Google Play store.

More Information on the Contractors Vertical Specific Local Business Directory

Contractors is a niche specific online business directory listing site for those in the home improvement and construction industry.



#87 Brownbook

Brownbook is a free, wiki based online business directory that anyone can edit. Users can add business listings, update local listings and review businesses free and instantly (brownbook.net).

What's Does It Cost to Add/Claim a Listing on Brownbook's Business Listings Directory?

Companies can add their local [business listing](#) to Brownbook's online business directory for [free](#), which includes logos, images, videos, text and links. When you add your business information, Brownbook will add a badge to show users that is a verified listing. Business owners can endorse other business profiles, which raises your profile ranking and helps you get found more.

Brownbook's Online Business Directory User Demographic

Within the last month, Brownbook had 65,100 unique US visitors.

Brownbook is used:

- more by men and much less by women
- more by those aged 65+; much less by those aged 55-64
- more by those with graduate school education; much less by those with no college education
- much more by those who earn \$0-\$30K; much less by those who earn \$60K-\$100K
- more by those who view the site from work; less by those who view the site from school
- more by “Other”; less than the internet average by African, African-American, Caucasian, Hispanic, and Middle Eastern demographic groups

The Network Size of Brownbook’s Local Business Listings Directory

Within the last month, Brownbook had 254,300 total unique visits globally (Similarweb).

Are Brownbook Business Listings Mobile Friendly?

Brownbook is not optimized for mobile (the desktop view shrinks down to a mobile size).



#88 LocalPages

LocalPages is a platform that provides local traffic to local businesses via search, email, display, and lead generation. The LocalPages directory has a variety of business categories and local search options.

The Average Fee to Get a Listing on the LocalPages Online Business Directory

LocalPages offers local advertising packages, a [free business listing](#), a premium business listing and PPC and display marketing. The site claims that a free local listing includes: company name; address; phone number; Yahoo! Local and Google optimized listing and the ability to get found on Google, Yahoo! and Bing.

Who Uses LocalPages's Local Business Listing Directory?

Within the last month, LocalPages had 50,760 unique US visitors.

LocalPages is used:

- more by those aged 55+; less by those aged 18-24
- more by those with no children and less by those with no children
- slightly more by those with college education; less by those with no college education
- much more by those who earn \$0-\$30K and \$30K-\$60K; less by those who earn \$60K-\$100K
- more by those who view the site from work; less by those who view the site from school
- more by Hispanics and "Other"; less than the internet average by African and Middle Eastern demographic groups

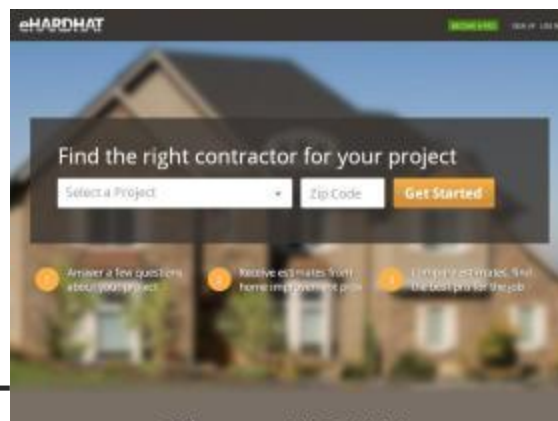
A LocalPages Online Business Listing's Potential Reader Base

Within the last month, LocalPages had 84,600 total unique visits globally (Similarweb).

Is LocalPages Mobile Responsive/Friendly?

Kind of? While there is a [mobile version](#) of the directory, it wouldn't load properly for us.

#89 eHARDHAT



eHARDHAT is a local contractor directory that has over 2,800,000 listings (ehardhat.com). eHARDHAT specializes in listing home re-modelling and home services pros. This directory is free for homeowners to use and search for potential contractors.

How Much Does an eHARDHAT Local Business Listing Cost?

Contractors can add their local [business listing](#) to the site by claiming their business profiles. Once registered, business owners can add a company logo, website address, hours and specialties. Contractors are only charged for leads that are sent to them and not for setting up a local listing on the site.

The Average eHARDHAT Niche Online Business Directory User

Within the last month, eHARDHAT had 51,700 unique US visitors.

eHARDHAT is used:

- slightly less by women
- more by those aged 35-44 and 55-64; less by those aged 18-24 and 65+
- much more by those with children and less by those with no children
- more by those with college education; much less by those with no college education
- more by those who earn \$100K+; much less by those who earn \$0-\$30K
- much more by those who view the site from work; less by those who view the site from work or school
- more by Caucasians; less than the internet average by African, African-American, Asian, Hispanic, Middle Eastern, and "Other" demographic groups

An eHARDHAT's Local Business Listing's Potential Visibility

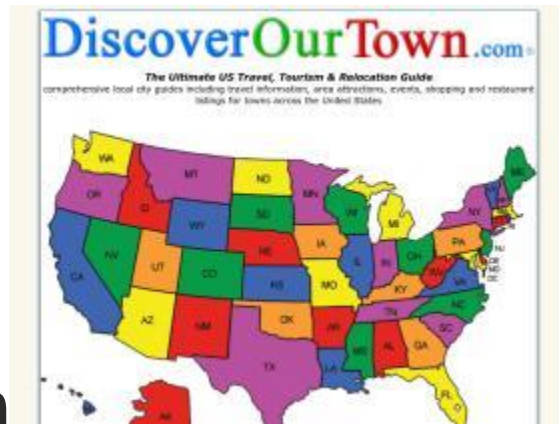
Within the last month, eHARDHAT had 110,000 total unique visits globally (Similarweb).

Does eHARDHAT's Local Directory Work Well With Mobile Devices?

Yes.

Additional Information to Note About eHARDHAT's Online Business Listing Directory

This is a niche specific online business directory for contractors and other home service providers.



#90 Discover Our Town

Discover Our Town (or DOT) is a local city travel and shopping directory for a large network of towns and businesses across the country. DOT features categories such as relocation, bed and breakfast, real estate, apartments, jobs, moving, restaurants, shopping, travel, attractions, schools, things to do and more.

What Does It Cost to Get a Local Listing on Discover Our Town's Online Business Directory?

Businesses can add either a [free local business listing](#) or premium business listing to the Discover Our Town directory. Once you register on the listing site, users are given a choice of which plan to choose. Prices for the premium listing are not readily available on the site and will show up once users create an account on the directory site.

Who Is the Typical Discover Our Town User?

Within the last month, Discover Our Town had 32,250 unique US visitors (Similarweb).

Discover Our Town is used:

- more by men and much less by women
- more by those aged 65+; much less by those aged 55-64
- more by those with graduate school education; much less by those with no college education
- much more by those who earn \$0-\$30K; much less by those who earn \$60K-\$100K
- more by those who view the site from work; less by those who view the site from school

- more by “Other”; less than the internet average by African, African-American, Caucasian, Hispanic, and Middle Eastern demographic groups

Discover Our Town’s Online Business Directory Viewer Reach

Within the last month, Discover Our Town had 64,500 total unique visits globally (Similarweb).

Is the Discover Our Town Online Business Directory Mobile Responsive?

Yes. Discover Our Town is available in the App Store.

More Notable Information About the Discover Our Town Local Business Listing Directory

Companies that would like to get a link back from the directory are asked to [contact them](#) to discuss pricing options.

#91 LocalEdge



LocalEdge is a Hearst Media Services Company that provides a local search directory as well as advertising products. With LocalEdge, users can find local business listings, search through the white pages, see maps and directions, obtain consumer information and more (localedge.com).

A LocalEdge Local Business Listing Pricing

Users wishing to add a listing are asked to sign up for a [free consultation](#) to discuss marketing services. The local business listing on their listings site may be a part of the services offered. Users who search the local directory can also access a “get listed today” form where they will be contacted to discuss listing options.

The LocalEdge Online Business Directory User Demographic

Within the last month, LocalEdge had 30,700 unique US visitors.

LocalEdge is used:

- slightly more by men and less by women
- more by those aged 55-64; less by those aged 25-44 and 65+
- slightly more by those with children and slightly less by those with children
- more by those with college education; less by those with no college education
- more by those who earn \$60K-\$100K; less by those who earn \$0-\$30K
- more by those who view the site from work; less by those who view the site from home or school
- more by Caucasians; less than the internet average by African, African-American, Asian, Hispanic, Middle Eastern, and “Other” demographic groups

The Network Size of LocalEdge’s Listings Directory

Within the last month, LocalEdge had 35,700 total unique visits globally (Similarweb).

Is LocalEdge Mobile Friendly?

Yes. LocalEdge is available in the App Store and Google Play store.



#92 YellowPageCity

YellowPageCity is a network of online and print business directories for each city and state containing local business listings and ads. The online business directory features search options for yellow pages, job searches, hotels, classifieds and coupons.

The Average Fee to Get Listed on YellowPageCity's Online Business Directory

YellowPageCity purchases its data from third-party vendors. In order to update a local business listing on the site, you must contact that vendor. You can also buy ads on YellowPageCity, which include enhanced local business listings, display ads, websites and videos, which range from \$75 per regular listing to \$49k per national banner according to their [price list](#).

Who Uses YellowPageCity's Local Business Directory?

Within the last month, YellowPageCity had 43,200 unique US visitors (Similarweb).

YellowPageCity is used:

- slightly more by men and less by women
- more by those aged 45+; much less by those aged 18-44
- more by those with graduate school education; less by those with no college education
- much less by those who earn \$60-\$100K
- more by those who view the site from work; less by those who view the site from school
- more by Caucasians; less than the internet average by African, African-American, Asian, Hispanic, Middle Eastern, and "Other" demographic groups

The YellowPageCity's Online Business Directory Reach

Within the last month, YellowPageCity had 50,200 total unique visits globally (Similarweb).

Is YellowPageCity's Local Directory Mobile Responsive?

Yes.

Other YellowPageCity Online Business Listing Considerations

You can pay to [advertise on YellowPageCity](#). In addition to their online business directory, Yellow Page City also distributes print directories.



#93 MyHuckleberry

MyHuckleberry is an online business directory with customer reviews, business profiles, expert answers and more (myhuckleberry.com).

MyHuckleberry's Local Directory Listing Fees

Companies can add their local [business listing](#) to the site in one city and category for free. Companies who wish to add their local business listing in additional categories and locations are [priced on a sliding scale](#).

A Portait of the MyHuckleberry Online Business Directory User

Within the last month, MyHuckleberry had 26,400 unique US visitors (Similarweb).

MyHuckleberry is used:

- more by those aged 18-24; less by those aged 55+
- more by those with no children and slightly less by those with children
- more by those with college education; less by those with some or no college education
- more by those who earn \$0-\$30K and \$30-\$60K; much less by those who earn \$60-\$100K and \$100K+
- more by those who view the site from work; less by those who view the site from school
- much more by Caucasians and "Other"; less than the internet average by African, African-American, Hispanic, and Middle Eastern demographic groups

What is the Size of the MyHuckleberry's Local Business Directory's User Base?

Within the last month, MyHuckleberry had 82,800 total unique visits globally (Similarweb).

Does MyHuckleberry's Local Directory Work Well With Mobile Devices?

MyHuckleberry is not optimized for mobile (the desktop view shrinks down to a mobile size).

Additional Fun Facts About MyHuckleberry's Business Listings Directory

Myhuckleberry has a specific section on their FAQ for [Business Listings](#).



#94 Yellowise

Yellowise is a local search directory where users can find phone numbers, directions and reviews. Users can share their personal experiences with businesses on the site and read what other users are saying about different businesses and organizations across many different categories and cities nationwide.

Yellowise's Local Business Listing Directory Fees

Companies who wish to add their business listing to the site are directed to a third party data provider. There are no readily accessible costs posted on the cost to add a local business listing to Yellowise through the provider.

Who is the Average Yellowise Local Business Directory User?

Within the last month, Yellowise had 21,200 unique US visitors (Similarweb).

Yellowise is used:

- more by those aged 18-24; less by those aged 55+
- more by those with no children and slightly less by those with children
- more by those with college education; less by those with some or no college education
- more by those who earn \$0-\$30K and \$30-\$60K; much less by those who earn \$60-\$100K and \$100K+
- more by those who view the site from work; less by those who view the site from school
- much more by Caucasians and "Other"; less than the internet average by African, African-American, Hispanic, and Middle Eastern demographic groups

The Yellowise Online Business Directory Reach

Within the last month, Yellowise had 62,400 total unique visits globally (Similarweb).

Is Yellowise Mobile Responsive/Friendly?

Yellowise is not optimized for mobile (the desktop view shrinks down to a mobile size).

#95 Opendi



Opendi is a local search site that has listing directories for many cities and towns across the US. Opendi has nearly 9 million listings, 49,000 business profiles, 20,000 opening hours, and 10,500 reviews. Opendi has listings websites across the globe (Opendi.us).

The Price of an Opendi Local Business Listing

[Basic local business listings on Opendi](#) are free. The basic local business listing on Opendi includes a company name, description, link to website and the ability to receive recommendations and reviews.

The User Demographic of Opendi's Local Business Listing Directory

Within the last month, Opendi had 21,600 unique US visitors (Similarweb).

Opendi is used:

- more by those aged 18-24; less by those aged 55+
- more by those with no children and slightly less by those with children
- more by those with college education; less by those with some or no college education
- more by those who earn \$0-\$30K and \$30-\$60K; much less by those who earn \$60-\$100K and \$100K+
- more by those who view the site from work; less by those who view the site from school
- much more by Caucasians and "Other"; less than the internet average by African, African-American, Hispanic, and Middle Eastern demographic groups

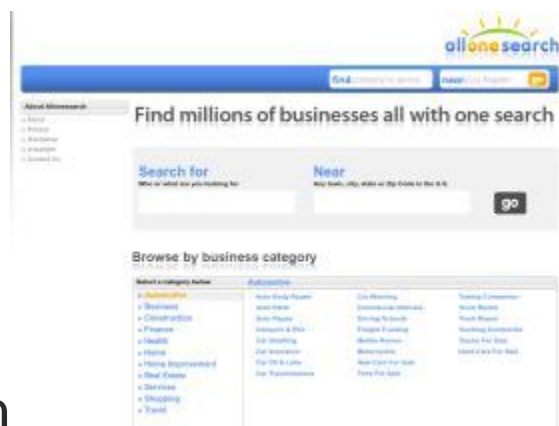
What is the Estimated Network Size of Opendi's Online Business Directory?

Within the last month, Opendi had 49,600 total unique visits globally (Similarweb).

Are Opendi's Local Business Listings Mobile Friendly?

Yes.

#96 Allonesearch



Allonesearch is a listing site with local business listings throughout the US with contact details and information about each company. Users can search for large and small businesses alike by zip code, city or state.

Allonesearch's Online Business Listing Cost

Listing information on Allonesearch is provided by [Bizwiki](#). Bizwiki's bot crawls the web, gathers information and then adds information that is not in their database. For companies not yet listed, businesses are asked to ensure that their company name and contact information is included on their website's home, contact and about pages. Those wanting to update their standing Bizwiki listing for free are asked to [click on the report/update link](#) on their business profile page on Bizwiki. Businesses can also pay a third party data provider partnered with Bizwiki to update or add their local business listing.

Who Is the Typical Allonesearch Local Directory User?

Within the last month, Allonesearch had 32,400 unique US visitors (Similarweb).

Allonesearch is used:

- more by those aged 18-24; less by those aged 55+
- more by those with no children and slightly less by those with children
- more by those with college education; less by those with some or no college education
- more by those who earn \$0-\$30K and \$30-\$60K; much less by those who earn \$60-\$100K and \$100K+
- more by those who view the site from work; less by those who view the site from school
- much more by Caucasians and "Other"; less than the internet average by African, African-American, Hispanic, and Middle Eastern demographic groups

The Allonesearch Local Business Directory Potential Audience Size

Within the last month, Allonesearch had 56,100 total unique visits globally (Similarweb).

Is the Allonesearch Business Listings Directory Mobile Responsive?

Yes.

Additional Allonesearch Local Business Listing Related Notes

To add or update a local business listing on Allonesearch's directory, make sure you the listing is updated on Bizwiki.



#97 YellowUSA

YellowUSA has a specific set of online neighborhoods created that mix the online community with a local directory of 15 million local businesses. Users can visit one of the site's Internet Neighborhoods for cities to interact with other neighborhood residents, read other users' reviews, and ask other users questions (yellowusa.com).

The Cost to get a Local Business Listing on YellowUSA

Businesses can add their business listing information for free through YellowUSA's [add a business tool](#). Businesses who want to advertise on the directory are directed to the same location. Business owners are likely prompted after adding in their basic information whether they would like a free local listing or would like to purchase a plan or option with additional exposure or advertising options. That being said, prices for advertising on the listing site are not readily posted and users must create an account to see pricing.

YellowUSA's Online Business Directory User Profile

Within the last month, YellowUSA had 32,900 unique US visitors (Similarweb).

YellowUSA is used:

- more by those aged 25-34 and 45-54; less by those aged 18-24 and 55+
- more by those with graduate school education; less by those with no college education
- more by those who earn \$30-\$60K; less by those who earn \$0-\$30K and \$100K+
- much more by those who view the site from home; less by those who view the site from school

- much more by Caucasians; less than the internet average by African, African-American, Hispanic, Middle Eastern, and “Other” demographic groups

YellowUSA’s Online Business Directory Viewer Reach

Within the last month, YellowUSA had 43,900 total unique visits globally (Similarweb).

Is YellowUSA’s Online Business Directory Mobile Responsive?

Yes.



#98 Ziplocal Online

Ziplocal is a digital marketing company that offers an online business directory as well as other digital marketing services. The local directory features popular business category search options. Users that create accounts can leave reviews about businesses.

How Much Does a Local Business Listing on Ziplocal Online Cost?

Businesses can add a [basic profile](#) on the site for free, which includes company name, address and phone number. Since the firm offers other digital marketing services, there may be additional pay options to promote a listing, add additional listing information or other marketing services.

Who Uses Ziplocal Online’s Local Business Directory?

Within the last month, Ziplocal had 46,000 unique US visitors (Similarweb).

Ziplocal Online is used:

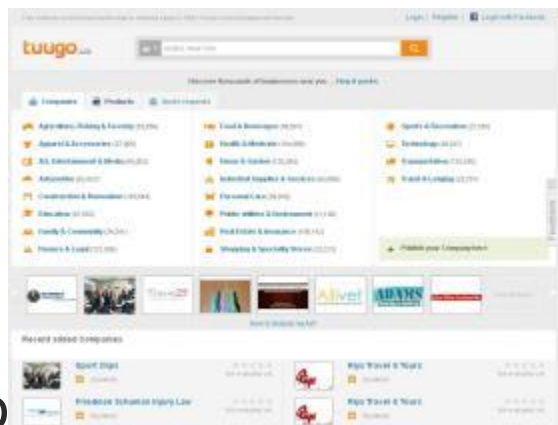
- more by women and much less by men
- much more by those aged 35-64; less by those aged 65+
- slightly more by those with graduate school and no college education; slightly less by those with college and some college
- more by those who earn \$30-\$60K; much less by those who earn \$0-\$30K and \$100K+
- more by those who view the site from work; less by those who view the site from school
- more by Hispanics; less than the internet average by African, African-American, Asian, and Middle Eastern demographic groups

A Ziplocal Online Local Business Listing's Potential Reader Base

Within the last month, Ziplocal Online had 79,300 total visits globally (Similarweb).

Does Ziplocal's Local Directory Work Well With Mobile Devices?

Yes.



#99 Tuugo

Tuugo is a community of businesses and consumers. Tuugo's goal is to create a tightly knit connection between customers and companies. Users can publish and search the lists as they wish for free.

The Price of a Tuugo Local Business Listing

Companies can add their local [business listing](#) to Tuugo for free. Business owners can pay for [additional advertising](#) or listing opportunities on the site by promoting their listing (a Priority Business Plan is \$9.99/month) or creating a product and services catalog on the site.

Who Is the Typical Tuugo Online Business Directory User?

Within the last month, Tuugo had 28,800 unique US visitors (Similarweb).

Tuugo is used:

- much more by those aged 18-24 and 55-64; less by those aged 45-54 and 65+
- much more by those with graduate school education; less by those with no college education
- more by those who earn \$0-\$30K and \$30-\$60K; less by those who earn \$60-\$100K
- more by those who view the site from work; less by those who view the site from school
- more by "Other"; less than the internet average by African, African-American, Hispanic, and Middle Eastern demographic groups

The Network Size of Tuugo's Local Business Listings Directory

Within the last month, Tuugo had 61,800 total unique visits globally (Similarweb).

Is It Safe to Say The Tuugo Business Directory is Mobile Friendly?

Tuugo is best viewed on mobile through their [mobile site](#).



#100 Yalwa

Yalwa is a listings site that helps people find local information about businesses in their community. Users can find business listings across different industries in each city of the country. Users can leave ratings on businesses they have received products or services from for other users to read.

How Much Do Local Business Listings on Yalwa Cost?

Businesses wishing to add their business listing to Yalwa's local directory can purchase a [premium business listing](#) for \$4.95 a month, which offers placement on their website in a category relevant to the business's industry.

The Average Yalwa Online Business Directory User

Within the last month, Yalwa had 15,500 unique US visitors (Similarweb).

Yalwa is used:

- more by men and much less by women
- more by those aged 45-54; less by those aged 55+
- much more by those with graduate school education; much less by those with some or no college education
- more by those who earn \$30-\$60K; much less by those who earn \$60-\$100K
- more by those who view the site from work; less by those who view the site from school
- more by Caucasians and "Other"; less than the internet average by African, African-American, Hispanic, and Middle Eastern demographic groups

Yalwa's Local Business Listing Directory Viewer Reach

Within the last six months, Yalwa had 36,100 total visits globally (Similarweb), which is approximately 15,500 visits a month.

Is Yalwa's Local Directory Mobile Responsive?

Yalwa can best be viewed for mobile through their [mobile site](#).

The Methodology Behind The Top 100 Business Directories

These online business directories were compared using [Alexa's top 500 search tool](#) (Alexa ranks websites by average daily visitors and pageviews over the past month), the [Moz Toolbar](#) and [Similarweb.com](#). The list is ranked by the Alexa ranking. Further information from the MozToolbar and Similarweb.com have been added to the research data to provide additional pertinent information about the online local directories, which we feel gives a great well-rounded view and analysis of the online local business listing directories.

Alexa Data

From this Alexa data, we have filtered it to give you the each online business directory's **rank/popularity in the US:**

How popular is facebook.com?

Alexa Traffic Ranks

How is this site ranked relative to other sites?



Global Rank [?]

 **3** 

Rank in [United States](#)

 **2**

Businesses need to be listed on online business directories that people will find and see. The more popular a directory is, the more likely it is that businesses will be found via customers searching online. Unless businesses are offering a product or service they can (and want) to sell globally, pages that are viewed by potential customers in the US are more pertinent.

% of US Visitors

Audience Geography

Where are this site's visitors located?

Visitors by Country



Country	Percent of Visitors	Rank in Country
United States	21.4%	2
India	8.6%	4
Brazil	4.1%	3
United Kingdom	3.2%	3
France	2.9%	3
More		

How many of the visitors that come to this online business directory are looking at it from within the US? For companies that have a product or service, like a dry cleaner for instance, and you want to reach local customers performing a local search, this is huge. Businesses don't need to spend their time putting business information up on "local" business directories where people halfway across the world are looking at it. Unless they are planning to move nearby or are in town on a business trip or vacation, it is doubtful they will be requesting dry cleaning services.

Estimated Unique Visitors

Monthly Unique Visitor Metrics

Past 30 Days — Last Updated April 30, 2016

Country ?	Estimated Unique Visitors ?	Estimated Visits ?	Estimated Pageviews ?
 United States	115,493,383	2,392,093,235	19,991,533,212
Loyalty Metrics ? Based on unique visitor estimates	Visits per Visitor 20.71	Pageviews per Visit 8.36	Monthly Pageviews per Visitor 173.10

[View All Available Countries](#)

Similar to % of US visitors, estimated unique visitors provides a numerical idea of how many people actually visit the online business directory. Unique visitors means how many different people viewed the site compared to how many people visit the site in general (which would count people each time they visit the directory if they visit the directory multiple times).

Bounce Rate

How engaged are visitors to facebook.com?

Bounce Rate

27.20% ▲ 3.00%

Daily Pageviews per Visitor

11.26 ▼ 10.21%

Daily Time on Site

19:58 ▼ 8.00%

In simple terms, a bounce rate means the percentage of single interaction visits to a website, or a pageview. Someone will, for instance, go to the online business directory's homepage, or come to a page on the site by way of a click or search engine, and then decide they aren't interested and then leave. [Good bounce rates](#) vary for each type of page it is, but anything over 70% is worthy of determining if it is worth time posting a business on the site. It's good to keep in mind that the higher the site's bounce rate, the higher they are bouncin' out of that online business directory before looking up a business or finding the appropriate category on that business listing or business directory site.

Daily Pageviews Per Visitor

How engaged are visitors to facebook.com?

Bounce Rate

27.20% ▲ 3.00%

Daily Pageviews per Visitor

11.26 ▼ 10.21%

Daily Time on Site

19:58 ▼ 8.00%

This is the average number of pages each visitor to the site views on the online business directory per day. The higher the number of daily pageviews per site, the more the site is considered to have more engaging information (or in this case, information that is relevant to the visitor). If there is a high number of daily pageviews per visitor on the local business directory, they are shopping around and really looking through the business listings on that online business directory.

Daily Time on Site

How engaged are visitors to facebook.com?

Bounce Rate

27.20% ▲ 3.00%

Daily Pageviews per Visitor

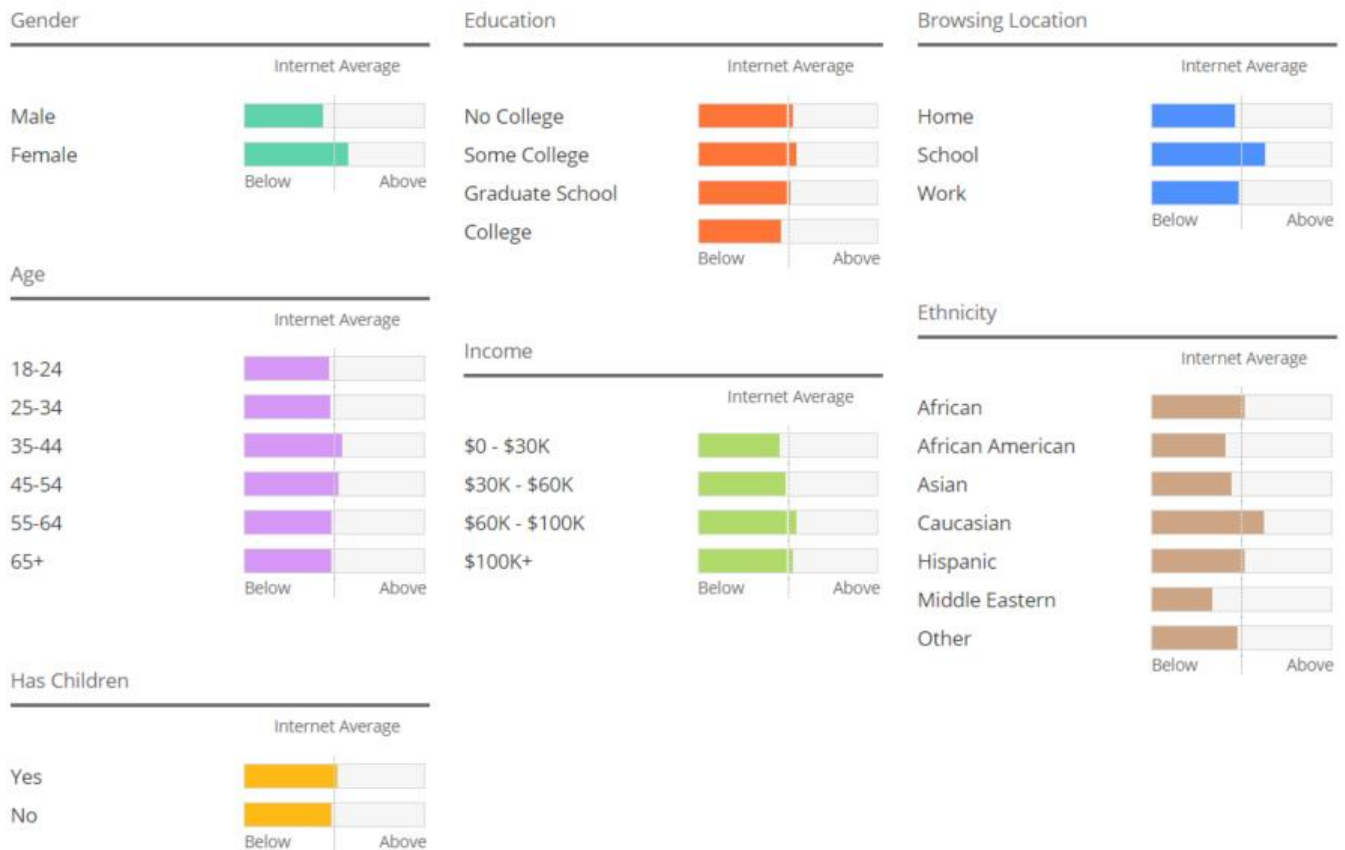
11.26 ▼ 10.21%

This is the average time spent on the listing page and online business directories by each visitor per day. When this number is higher, the site is considered to have more engaging information (or in this case, relevant business listing information).

Who Visits (insert site here)? (Audience Demographics)

Audience Demographics

How similar is this site's audience to the general internet population?



With Alexa's Advanced account package, users can find a breakdown of demographic data analysis of who views each site. Data in our breakdown comes from the demographic portion of Alexa. Looking at the chart above, you can see the middle line. This represents the "[internet average](#)," which is the typical population of users that Alexa uses as their representative sample group.

Still with me? Picture everyone who uses the internet, they make up the group that the "internet average" is calculated from (the averages are calculated from the total of this group). If more people than the average of the internet average who are female that use the site, then more females than the internet average use the site. They would be represented (as above) over the gray line. If the bar hits the middle, that means that the site is used as frequently as the internet average does. We have reported anything above or below the internet average line, meaning that a certain demographic uses the site more than average and is worthy of noting. Clear as mud? It took us a while to wrap our heads around it, too.

Moz Toolbar Data

The MozBar toolbar was used to compare link metrics such as Domain Authority, Domain MozTrust and Domain MozRank. From this MozBar data, we have filtered it to give you the:

Domain Authority



Domain Authority is a website metric developed by Moz. The greater your Domain Authority, the more likely you are to have a higher rank and stronger traffic.

If an online business directory has a low to moderate domain authority like the example above, it means that the online business directory probably has a lower rank and not as much traffic. If an online business directory claims that they get tons of traffic and putting a listing on their local directory will turn a higher rank on search engine results pages, businesses should be aware that this may not be the case unless they are offering specific SEO services in addition to a listing on their online business directory. I would keep an eye out for a directory that is making huge claims and asking for a lot of money to achieve but that has a low domain authority, and ask more questions before forking over any cash. If it is free, then it doesn't hurt as bad if you don't get the promised results.

Domain MozRank



The [MozRank](#) is a link popularity score. This shows how important a web page is on the internet based on the popularity of other incoming links. MozRank is calculated by the number of and quality (and popularity) of other pages that link to that page. Think of it like word of mouth from someone well-known. If you are not well-known and some celebrity endorses you, this in turn enhances how well you are known based on their endorsement or mention of you.

The higher the MozRank, the higher the quality of the incoming links to the page. In the picture above, the domain MozRank is almost five, meaning that the quality of the links coming into the page are only mediocre. Again, if online business directory is promising the world in terms of top ranking and SEO, be weary and investigate more before paying a bunch of money to list on the local directory.

Domain MozTrust

[MozTrust](#) is a link trust score. It differs from MozRank in that instead of measuring the link popularity of other websites, it measures link trust. Link trust is calculated by receiving links to the page from sources with inherent trust. Think of it like word of mouth from a reference on your job application if you are looking for a job. If the references you gave are called and they are not very professional, it in turn doesn't reflect favorably on you. However, If those other people are have a respectable job title and very professional when they are called to talk about you (asides from giving you a glowing recommendation), this in turn looks good on you and your professional reputation or abilities.

The higher the MozTrust, the more trustworthy or credible as information sources (most trustworthy being government or university websites) the websites are that are linking to the page (incoming links) in question. The example above shows a mid level MozTrust score, meaning that the websites linking to this page are from average sources credibility-wise. If an online business directory has a very low MozRank, it may mean that the websites that link to it are not the most credible in terms of an authoritative information source.

Similarweb.com Data

We have filtered the Similarweb.com data to show you the:

Global Unique Visitors



Global Unique Visitors gives you an idea of how many people actually visit a website worldwide, or what the reach/network/spread of the website is. Unique visitors depicts how many different people viewed the website compared to how many people visit the site in general (which would count people each time they visit the site).

if they visit the site multiple times). In the example above, there were 29.50 billion visitors to Facebook worldwide over the past 30 days.

If a n online business listing directory claims that they get millions of visits a month, it may be a good idea to double check on places like Alexa and Similarweb before committing any of your marketing budget.

Available for IOS and Android

Similarweb scouts the web to determine if there are apps available for mobile devices in the App Store and Google Play store. For businesses thinking about listing their site on a directory that has apps available for users, it means that they have more ways to access the directory and perform a local search that could include the business listing. Again, it's not necessarily imperative, but may be good to know if the target demographic is the type to use apps or if they use their mobile device heavily.

Conclusion

There are a lot of online business directories out there. A lot. Too many. If businesses have the time (and \$\$) to add their local listing information on all of them, then that's great (however not necessary)! Businesses that don't, don't need to feel bad (100 is A LOT anyway). It may be wise, then, to pick the directories that offer the greatest return on time. Is the online business directory viewed by people in the US? Do people stay on the online business directory for a while or leave right away? How many pages on the online business directory do they look at or how much time do they spend on a local directory? Is the online business directory accessible on a mobile device or is there an app that users can use to perform a local search?

Where Should I Start Listing My Business?

For restaurant or home contracting companies, it may be a good idea to get listed on niche online business directories. Surprisingly, those said niche local business listing and online business directories are ranked high in Alexa, meaning that a fair amount of people know about them and search on them. Also, if a business listing site isn't viewed as often and it costs money to be listed on, it may not be worth the cost to create the listing. Some free online business directories are a better alternative if a business's digital marketing budget is small. A good strategy to start would be to make sure the business is at least listed on the top 10, then start building downward.

Listing Automation is an Option

If time and budget allows later on, then maybe try adding the business to more online business directories and listing sites on the list. Some digital agencies and companies offer services that will automatically correct listings and push data to them (like we do with [Listing Distribution](#)). If you decide to go to this route, find out which online business directories the services will claim, update and/or push data through to directories that are on this top 100 list. If the online business directories are listed on the top or near the top of the 100, they are more likely to have more traffic and search engine sway (help influence your business to be found higher up on a search engine's results page).

Other Helpful Business Listing Tips

If an online business directory isn't listed here, or you want to see the most current data, don't be afraid to check out the [Alexa ranking](#). It is also important to note that if you claim a social media site or create a social media page, customers will expect you to periodically post things... otherwise it looks like the business no longer exists. It's kind of like starting a conversation with someone and then **whoosh** disappearing into thin air. The person you were talking to will wonder what happened to you! If the listing site has an option for customers to leave reviews, make sure your business is monitoring reviews on the listings sites and responding to them properly. Good luck and happy listing!