

★ Featured Benefits ★

★ Manage Your Online Presence (example)

Feature: Edit slogan, description, year established, hour, forms of payment, credentials, honours & awards, website, social media links and more.

Benefits: Being in control of your online presence lets you determine what search engines (Google, Bing, Yahoo, etc.) and online searchers (potential new clients) see when they go online.

★ Company Specializations

Feature: Promote the products or services that your company specializes in.

Benefits: This allows you to target and reach specific audiences. Lets everyone know what your niche is and helps search engines place you in the search results you want. Specializations will provide a comparative advantage because you promote clearly what you do.

★ Photo Albums

Feature: Edit and add photos for the general public to see.

Benefits: Draw people in with bright vibrant pictures. Photo albums are a great way to bring your business, products and services to life.

★ Business Community Articles

Feature: Post articles to our business and customer community.

Benefits: Highlight your authority, knowledge and experience to our business community and to those searching for your product or service.

★ Videos

Feature: Add, edit, optimize videos that are visible to the public. Convenient and efficient and offers an appealing, versatile, and shareable tool to reach your audience.

Benefits: 72% of people prefer video over text when learning about products, services or brand placement. Increase engagement and the likelihood of a customer reaching your call to action and responding to it. Consumers enjoy engaging, embedding, sharing and commenting on video content. Videos also lead to social shares on sites such as Twitter, Facebook, etc which brings more brand awareness. Posting instructional videos will also create a feeling of customer care.

★ Customer Reviews

Feature: Respond to customer reviews.

Benefits: Strengthen your business reputation. When prospects find a business online they read reviews to make sure they're making a good decision. Having customers post positive reviews on your listing will build tremendous credibility and prove to everyone that you're a reliable business that can be trusted.

Responding to all reviews — both good and bad gives your company a chance to show its human side while responding to positive reviews will help you show appreciation for your happy customers, whose reviews matter most in the long run.

★ Classified Ads

Feature: Post a wide range of products & services with all their details

Benefits: By displaying the price, new/used, photo gallery and a description you focus your classified ad so it is promoted professionally and reaches the right people are likely to buy.

Classified ads are a great way to draw potential customers to your website or online store.

★ Coupons

Feature: Offer discount coupons and codes to your potential customers as an incentive to purchase.

Benefits: Create urgency to purchase or just want to move specific inventory? Creating discount coupons will offer your business a professional way of promotion. Encourage people to try a new brand or reward consumer loyalty, coupons are a powerful business tool.

★ Discussions

Feature: Create a niche forum to discuss your product or service. Create and allow for tips and tricks.

Benefits: Increase customer engagements and traffic to your site. Engage your target audience, improve customer support and boost search rankings using the cliché content is king. The more content present, the more content for search engines to search and index. Allow customers to share knowledge, tips and tricks to allow them to get more out of the product or service they love.

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★ “Near Me” Proximity

Feature: This technology lets people know if your business is near them when they search for a product or service.

Benefits: FindaBusiness.info offers “Near Me” technology that enables your customers to connect with you in your area by showing the businesses closest to them when they search. FindaBusiness.info is useful for geo-targeting customers in your local community with a specific product or service.

★ Events

Feature: Ability to create and promote corporate events.

Benefits: From a 5th anniversary sale to boxing week blowout, grand opening to an online webinar, posting events online is a great way to increase lead generation, brand visibility and generate awareness for your business.

★ **Properties** (example)

Feature: Post single or multiple properties for sale or for rent

Benefits: List your property for sale or rent. Include features, location, photo galleries, pricing and links to your website to give an incredible presentation of your property.

★ **Jobs**

Feature: Post open job openings and career opportunities

Benefits: Let people know you are hiring. Reach more people and share your job openings and career opportunities with ease. Attract the right people to work for you at a fraction of the cost with no ad expiry date to your job posting.

★ **Products/Services** (example)

Feature: Let people know what products or services that your business has to offer.

Benefits: Highlight products or services so your clientele can see availability, price, image gallery and a detailed description. With the ability to link directly to the shopping cart on your website, posting your products and services on FindaBusiness.info drives buyers directly to you.

Additional FindaBusiness.info Benefits

★ Listing your business on FindaBusiness.info (FaB) increases your website's visibility on the web and helps to create inbound links to your business' website.

★ FaB's online business directory makes it easy for people to find what they are looking for. All they have to do is jump online, which means that people could find your business' website from their home, office or even while travelling

★ Low Cost: Making it one of the best marketing values your business can have at only \$99.99 for a Standard Lifetime listing.

★ Being listed on FindaBusiness.info can give your small business more exposure. Every day potential customers are searching for businesses in your area to help solve their problems. And more times than not they're finding these businesses on online directories.

★ Get discovered easily. By ensuring that your business details are accurate on different online web directories and listing websites, you can increase your chances of getting discovered whenever customers search for services or products like yours, even if they don't search your business name directly. This comes in handy as many customers don't search for a business name when looking for a service or product. Examples of some search terms that customers use are "restaurants near me" or "best cosmetic surgeons in San Diego".

★ Create your brand awareness with FindaBusiness.info When customers perform a search in an online business directory, a list of matching results, each with a snapshot and business details are listed. To learn more about the business, you can click on it. In this case, even if the customer does not click on your business name, they still see your business. Each time a customer sees your business, it increases the awareness of your brand in the customer's mind and improves your chances of getting business from them.

★ Our online business listings are a great way to support and supplement your already existing information to give it that extra validation.

FindaBusiness.info is a great platform to supplement your already existing web content and give it extra validation to gain the trust of search engines such as Google and Bing. Rank higher and make your presence known on Google. Directories are trusted by search engines. Since Google likes these characteristics, its first page of search results regularly contains pages from online directories. If you get listed in our online business directory, you have a chance of benefiting from our well-established Search Engine Optimization (SEO) and showing up on the first page of Google. SEO is a good practice to establish your business on the first page of Google, but it can take months and even years to start seeing the results. SEO is the technique of using your web content in such a way that search engines find it useful and rank it higher in relevant search results. A search engine wants to be trusted by its users, so the more information it can obtain about your website including customer reviews, and the more consistent that information is, the better you will rank.

★ In Conclusion

While having your business listed on online business directories is a great advantage, incomplete and inaccurate business details can affect your online reputation and frustrate customers who are looking for your business. Customers, if unable to contact you, will shift away from your brand and might end up landing on to your competitor's perfectly updated listing and eventually doing business with them.

Don't miss out on a wonderful opportunity to take control of your business listing, so that you just don't appear in search results, you stand out.

Sign up at FindaBusiness.info today!