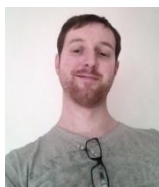# Free Online Listings

A directory of directories for Derby & Nottingham businesses

Ilkeston Web Design

Free Online Listings

A directory of directories for Derby & Nottingham businesses

Thanks for downloading this eBook. Because you're a client of Ilkeston Web Design client I'm sending you this information to help with your business marketing.

I've worked 70+ hours putting together this guide and want it to be useful. In the future I will update or amend this document so look out for that.

If you have feedback please get in touch. Facebook or Twitter is a great way to connect. Keep an eye on my YouTube channel for other web marketing tips.

Hope this helps,

Darren.

www.IlkestonWebDesign.com

Contents

Must read tips

Submitting your business details to free online directories is useful for three reasons:

1. In the search engines you **piggyback** on directory websites that allow a free business listing.
2. A directory listing with a URL backlink **refers** leads to your website.
3. Well optimised directory listings can rank in search engines to give your business some visibility.

Piggybacking on business web directories

Though it *does* happen, don't expect anyone to actually browse directories looking for a business like yours. Instead realise **search engine queries for certain keywords <u>can</u> return your business listing from a <u>directory</u> in a higher position than your actual website**.

You are able to piggyback these directories and benefit from free **qualified** website traffic. It is worth taking time to submit your business details in exchange for free listings. The better directories give you a dedicated page and let you link your social media profiles, upload photos, logos, videos, maps etc.

Backlinks from business web directories

Another reason for submitting to directories is the SEO (Search Engine Optimisation) benefits of good quality or categorically relevant backlinks.

If the backlink to your site is coming from a high quality relevant directory Google will have a bit more confidence in your site and reflect that in the SERPs.

Of course, these techniques are not guaranteed and Google are known to move the goalposts frequently.

Overall, using common sense and finesse with directory submissions will not harm your site and the potential future gains for the return on time invested is worthwhile.

Real Estate Value of Local Business Web Directories

Think of web directories as a **property**.

A web property is an asset to your business.

It can be regarded as a piece of virtual real estate where the value depends on the amount, quality and conversion of visitors landing on these pages.

Google is a **property** valued at billions of dollars because it is a portal to an index of the entire internet. It is worth something to everyone.

Similarly, Facebook is a web property worth as much as the sales resulting from users looking at advertising and eventually making purchases. This principle applies to every website on the internet.

Properties are worth something to varying degrees.

What Is a Web Directory Worth?

Local business directories are worth as much as a business can sell as a result of capturing leads through these properties. In a small niche where a business targets specific keywords, free directory listings can rank well and refer sales.

These free properties are often just as valuable as paid directory listings. They can offer a good return consistently, and if Google decides to favour a particular web directory displaying a particular listing, you might see some benefit there.

In some cases free listings will outrank lesser quality paid listings, so do not assume paying for dozens of listings is going to help.

The other thing that needs to be emphasised is the fickle nature of Google and its hard-to-please secret ranking algorithm. This means any listings you have created can wildly fluctuate and results will vary.

Any given directory listing is worth more or less depending on the reputation of that website with Google. If *Yell.com* somehow fall foul of Google and get marked down, you can expect your *Yell* listing to take a dive too.

Sometimes, other websites get marked UP and claim new positions. It is like crabs in a barrel.

Keep your expectations in check with these techniques. Afterall, you get what you pay for, and if these free listings are subject to the ongoing Google algorithm fluctuations, at least you have had fair warning.

Duplicate Content – Google's Pet Hate

The problem with submitting your business details to multiple directories is the time it takes.

With a task like this it is tempting to copy and paste the exact same details word for word every time you fill out business name, description, story, services offered etc.

Everyone uses a certain amount of *boilerplate* info when describing their business.

Unfortunately however, Google hates duplicate content and regards the practice as spamming. Therefore it is prudent to make each listing slightly unique. By all means copy and paste, but you must change the wording and sentence structure so carbon copy paragraphs related to your business are not appearing across the web.

Warning

These techniques are not guaranteed.

How Google ranks websites one day is very different to how they rank a website next day, next week, next month or next year.

Generally, local business directory websites get good rankings and this can be great for your business.

Do not rely on these tactics solely because we should all be looking to diversify our web traffic.

Keep your expectations healthy and try to take the view that search engine referrals should be considered bonus traffic.

Spam Solicitations from Free Directories

If you submit to directories do everything in your power to opt OUT of their email newsletters.

These newsletters are bloody annoying to say the least.

The purpose of 99% of directory newsletters is to get you to "upgrade" your advert.

Usually the companies running the websites employ sales teams who phone you to try and solicit your interest.

I've had sales people excitedly claim they can guarantee me 3,000 impressions a month from a premium directory advert at £35 a month, <u>which I believe</u> **BUT** advert "impressions" just means my ad will be requested 3,000 times by the website server when a visitor loads a page featuring my paid ad.

It doesn't mean 3,000 pairs of eyes see my advert. It doesn't mean 3,000 people even care.

<u>My advice:</u> Unless there is damned good evidence a paid directory ad is converting leads into sales, stick with the free listings.

 If you want to pay money for adverts (and you can afford it) look into Facebook ads or Google Adwords instead. But that's another topic altogether.

Negative Customer Reviews on Business Directories

High ranking directory listings often have a review system over which you have no control.

That means if a disgruntled customer has an axe to grind, they may exaggerate, write lies or leave slanderous, damaging remarks because of something they believe you have or have not done.

The culture of bad reviews is <u>well documented</u> on websites like <u>Trip Advisor</u>, known as an authority for information on hotels/vacations but which acts as a small business directory too.

The problem with *Trip Advisor* is that there is very little moderation toward some of the unsubstantiated negative reviews appearing on the site. Basically, anyone can register an anonymous profile and post nonsense.

Rival businesses or jealous individuals publishing garbage have the advantage of remaining anonymous.

For this reason it is recommended you encourage happy customers to leave their real opinions on your Google Plus and Facebook pages.

You have more control over these social properties and with the moderation options it is easier to filter out the garbage.

Responding to Bad Reviews

If you get bad reviews on directory listings, respond to them in a professional manner and take the moral high ground.

Never get drawn into a slanging match, otherwise your opponent has already won by making you look bad in front of anyone else reading the comments.

I have seen situations where the business owner has responded in kind to a bad review, going on to publish emotional or hostile comments in response to the individual who left the review.

Look to turn this into a marketing opportunity for yourself and refrain from giving a knee jerk reaction. It always hurts when we face criticism, complaints or condemnation yet this could be a chance to show mettle and excellent customer service to any potential new customers who are reading these reviews and thinking of doing business with you.

In some cases, and if it is possible, delete the reviews. Otherwise try and turn a negative into a positive.

Saving Username, Password & Details

When signing up for free directories, create a text document save it to your computer. In this text document credentials of each free directory can be stored, including login details.

It's important for you to save these details for future reference in case you want to change something.

It is better to use a text doc (or Notepad) instead of MS Word doc files. It is easy to copy and paste from a plain text document.
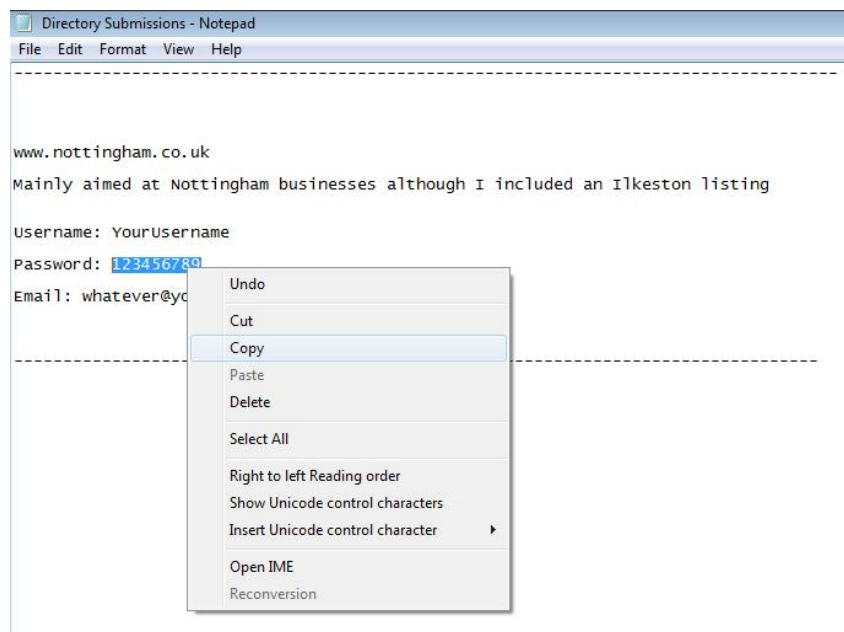
I create a blank username, password and email field, separated by rows of dashes.

I create these blank entry forms ready for entering the details.

For the password I type something random, usually made up of numbers and letters.

In the password example shown left I have typed "**123456789**".

When signing up to a new directory I create random passwords in my text document first.

I then copy and paste these pre-created password from the text document into the directory sign up form.

Tip: Use **CTRL & C** on your keyboard (a copy shortcut) and use **CTRL & V** on your keyboard (a paste shortcut).

Email Confirmation Links – Important!

After signing up with a directory you'll *usually* get an email confirmation email with a link almost immediately. You must click the link complete the sign up.

If you don't receive the email, make a note of this and move on to the next directory.

It can sometimes take weeks or months to send the email confirmation link. Check all folders including "Spam" or "Bulk Mail". Check regularly for these emails.

Confirmation emails usually expire after 24 hours so be sure to act fast and click the link.
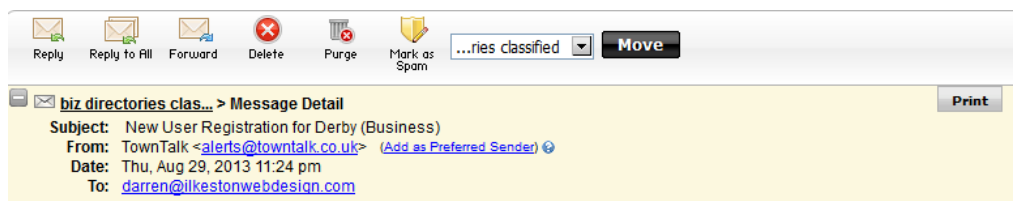
Note: You sometimes might have to login into your new directory listing dashboard/account/control panel and verify/confirm your listing that way.

Must read tips – summary

The better quality directories usually ask you to solve a captcha or confirm your listing/submission request by clicking on a confirmation link in an email sent to you.

If confirmation emails are not getting through login to your listing account and see if there's anything there to help you.

Always check your email's spam or bulk mail folder.

- Do not pay for local business listings unless there is genuine evidence other people have had success. Most free directory listings are adequate.

- Search engine rankings can be hit or miss with some directories.

- If you have a lot of money but little time, Google Adwords PPC might be for you. But create the local directories as well. Many of them will stay online for years continue to refer business.

- Many directories allow you to enter a backlink URL. This is not only good for attracting human visitors and clicks, but it sends signals to Google's search ranking algorithm.

- Keep your password details organised in a Word/text document of some kind and print a back up.

- Each business directory you register for normally requires you to click an email confirmation link.

- Unsubscribe from free directory newsletters– you don't want spam filling up your mailbox.

- Be wary of review systems on directories or websites. If you see questionable or aggressive negative reviews of other local businesses you might want to steer clear or have your listing removed (if possible).

- Keep yourself informed of the Google algorithm updates. Search engine positions fluctuate every day and new sites are constantly competing for the higher positions. Some of the directories you submit to might drop out of the Google rankings completely while others might be given a lease of life.

Google Plus – the ultimate listing

Google Plus Local – https://plus.google.com/pages/create

Google Plus Local is a brilliant web property that EVERYONE should be using as part of their marketing.

Google Plus Local listings are part of Google Maps, and these tend to have a high visibility across Google search services.

Put it this way, Google favours its own products and services in a Google search so make sure your business is listed AND up to date. The key thing is to get your correct phone numbers in the listing, and if you have a website, get the URL in there too.

Make sure your business address is included because this will appear on Google maps along with your website link. This is one of the most important steps you can take to give your website some Google love.

You can customise the Google Plus cover photo and make it look consistent with your website.

All you need is a Gmail address to get started. The chances are, your business listing has already been created and just needs to be "claimed". Have a look in Google search and see if you can find your business listed as a Google Plus Local page. When you claim it you will be sent a postcard and PIN.

Watch a video about Google Plus Local on the Ilkeston Web Design website.

Example live listing – Click here

Overall rating	**5/5 – The king of directories. Works very well for local business ranking/visibility**
Website Backlink	**Yes**
Social media links	**Yes**
Photos	**Yes**
Reviews	**Yes**
Map	**Yes**

General web directories

Yell.com – http://www.yell.com
Print directories are generally in decline because of the changing habits of internet savvy consumers who use search engines such as Google to quickly find information. However the Yellow Pages are a well known brand and their online companion Yell.com is a fairly popular business directory. Though I do not personally recommend their paid online listings, the free listings are worthwhile.   I have performed many Google searches by categorical business type/location and quite often a Yell.com free business listing ranks highly. Please ensure Yell.com actually get your details correct, because I have suffered greatly when I ended a paid advertising subscription. I wanted my listing to go back to the free version and for some reason all my details became mixed up with someone else's. For months the phone number on my listing was that of a scrap metal dealer in Belfast! Every time I tried to contact Yell to rectify the problem they tried to sell me something! I got the issue fixed eventually but it involved becoming *very* assertive. After all this do I recommend a free listing with Yell? The answer is yes. Google sees it as an "authority" site for business information. It's just a shame the sales people are so irritating.
Example live listing – Click here

Overall rating	**4/5 – The features are not as good as some directories but it DOES rank highly**
Website Backlink	**Yes**
Social media links	**Yes**
Photos	**Yes**
Reviews	**Yes**
Map	**Yes**

Freeindex – http://www.freeindex.co.uk
This directory is becoming popular across many search engines and I've seen it rank more and more for business search keywords.
This free listing lets you add your website URL backlink, a photo gallery, description, key services with images and reviews/testimonials.
You can list key products individually with prices and enter a link to a specific page of your website promoting it. You can also add Facebook Page, Twitter profile, Google Plus Page, YouTube channel and LinkedIn profile.
This is a top recommended directory given the extensive linking opportunities it presents.
Example live listing – Click here

Overall rating	**5/5 – Great features. Ranks well. Multiple chances to link to any site you want**
Website Backlink	**Yes**
Social media links	**Yes**
Photos	**Yes**
Reviews	**Yes**
Map	**Yes**

Thomson Local – http://www.thomsonlocal.com
Similar to Yell, you can sign up for a business listing with this well known brand and benefit free of charge.
They also offer the premium web listings but beware: Thomson, like Yell, employs incredibly persistent salespeople who will do all they can to get your paid patronage.
I've heard mixed reviews as to the effectiveness of the premium listings with one person having spent £2K with mediocre results and one having spent very little with fantastic results.
If you decide to pay for a listing do your research first. Never allow a sales person to pressure you into buying a subscription.
The listing only allows backlinks to your website if you pay. Competing businesses are also advertised quite aggressively above and below your own business details unless you pay for the subscription.
The free listing is fine and I've seen Thomson Local listings occasionally rank in Google SERPs.
Example live listing – Click here

Overall rating	**3/5**
Website Backlink	**No**
Social media links	**No**
Photos	**No**
Reviews	**Yes**
Map	**Yes**

Business Magnet – http://www.businessmagnet.co.uk
Good traffic levels to this fully customisable B2B directory means you must sign up and not miss out on the potential of this site. If you're B2C then you should skip this one. You can add photos, contact details, services offered and a lot more besides. They also offer paid "upgrades" so the chances are their email spam *could* flood your inbox in addition to persistent phone calls. If you are a B2C then I would skip this one.
Example live listing – Click here
Overall rating   **3/5** Website Backlink Social media links Photos Reviews Map

More General Business Directories

City-Local – http://www.citylocal.co.uk	
Offer a free business directory listing but no link back to your site. You have to pay to get a clickable backlink to your site. I have stuck with the free listing without the link. There is no photo and no map. I still recommend registering your business simply because it is free and will do no harm.	
Example live listing – Click here	
Overall rating	**2/5**
Website Backlink	**No**
Social media links	**No**
Photos	**No**
Reviews	**Yes**
Map	**No**

Lacartes – http://www.lacartes.com

This is a fairly new but fast growing directory. It could potentially be as large and well known as the other main ones. I advise setting up a free listing now, but cannot comment on the paid features. For free I was able to add my business details plus opening times, Google map, backlink URL and my Facebook, Twitter & Google Plus links. I also added photos and videos. This is a great potential resource and the layout, formatting and style are all very nice.

Example live listing – Click here

Overall rating	**4/5 – Clean, smart & generous with features. A must-have marketing tool.**
Website Backlink	**Yes**
Social media links	**Yes**
Photos	**Yes**
Reviews	**Yes**
Map	**Yes**

Business Line Directory – http://www.businesslinedirectory.com/add-listing

This is another free directory, marketing small & big business. The listing they offer is very basic with no links or social media. You can add a primary phone number but that's it. The good news is it has a high PageRank which theoretically means it should perform well in search engines.

Example live listing – Click here

Overall rating	**2/5**
Website Backlink	**No**
Social media links	**No**
Photos	**Yes**
Reviews	**No**
Map	**No**

UK Small Business Directory – http://www.uksmallbusinessdirectory.co.uk

The site is run single handed by one person who seems to be doing a good job of NOT ripping people off, which is nice to see. Make the most of the free business directory advertising that UK Small Business Directory provides. The listing you get is very basic (no links) but the directory itself is well run and maintained.

Note: As of July 2015 the directory is not accepting new listings but you could try again in the future.

Example live listing – Click here

Overall rating	**3/5**
Website Backlink	**No**
Social media links	**No**
Photos	**No**
Reviews	**No**
Map	**Yes**

Searchme4 – http://www.searchme4.co.uk
This free directory listing is minimal in terms of content. You can choose a few keywords, add a phone and address but that's it. But still, it's free and permanent so what is there to lose?
Example live listing – Click here

Overall rating	**2/5**
Website Backlink	**No**
Social media links	**No**
Photos	**No**
Reviews	**No**
Map	**No**

B2B Index – http://www.b2bindex.co.uk

This a business to business directory allowing companies to search for and find suppliers. It allows users to enter their requirements which are sent on to all relevant listed suppliers in the directory.

(This directory now requires a **reciprocal link** from your website so I do not recommend it).

Touch Local – http://www.touchlocal.com
This is a basic web directory offering free or paid listings. The free listing I got from this directory let me include a phone number, address, description, keywords and my Twitter and Facebook links. You can enter other info like Skype username, Google Plus, website URL etc but these do not appear on a free listing. There is a review system for anyone who has comments about your business. Touch Local is powered by Scoot. Sales people will probably call you up to try and make you upgrade to a paid listing. **Edit:** After submitting to this directory for a client, a sales call was received within **1 minute**!
Example live listing – Click here

Overall rating	**2/5**
Website Backlink	**No**
Social media links	**Yes**
Photos	**No**
Reviews	**Yes**
Map	No

Mr What – http://www.misterwhat.co.uk

I have seen this site high up in Google search results time and time again. It seems particularly well suited to manual labour professions although any business type can register a listing.

You can add descriptions of products/services and even the type of business you have – like whether you're VAT registered. Enter your exact address and a map will be placed on the listing.

Update 2015: The site doesn't appear to be adding new listings.

Example live listing – Click here

Overall rating	**3/5**
Website Backlink	**Yes**
Social media links	**No**
Photos	**Yes**
Reviews	**Yes**
Map	**Yes**

Scoot – http://www.scoot.co.uk

This directory uses the SAME login details as Touch Local. The dashboard is identical although the listing you get is slightly different.

Another big directory with traffic potential. Like many directories, they offer a paid upgrade which means they usually push the free listings down to make the premium options look better.

If you've already submitted to Touch Local there is no need to submit to Scoot.

Although you get a very basic listing, I recommend the free listing. I strongly suggest you opt OUT of any newsletters or sales solicitations because they just wouldn't leave me alone.

Example live listing – Click here

Overall rating	**3/5**
Website Backlink	**No**
Social media links	**Yes**
Photos	**Yes**
Reviews	**Yes**
Map	**Yes**

Bizness Direct – http://www.biznessdirect.co.uk	
This is a very basic free directory listing. I got my business listed under the correct category but only my biz name, phone number, business address and email address appears as part of a list of other businesses. Update 2015: The free listing now requires a reciprocal link back to their site. For this reason you should probably skip this listing.	
Example live listing – Click here	
Overall rating	**1/5**
Website Backlink	**No**
Social media links	**No**
Photos	**No**
Reviews	**No**
Map	**No**

AdsCloud – http://www.adscloud.co.uk	
I recommend getting a free listing with this website. For free you get to upload a graphical logo upload, enter opening times, input address and phone and create a brief written an overview of your business. If you have Youtube channel you can even add the URL of the videos. Special offers or time limited deals can be added free. Unfortunately there's no clickable URL. You get a map though. *Note:* The amount of spam this directory sends is unbelievable. Daily I am receiving 5 or 6 garbage emails full of nonsensical characters and letters. It's not even a sales pitch. It seems to be some sort of system error. I am going to log in and change the email address to a spam email account I have set up.	
Example live listing – Click here	
Overall rating	**3/5**
Website Backlink	**No**
Social media links	**No**
Photos	**Yes**
Reviews	**No**
Map	**Yes**

The UK's Best – http://www.theuksbest.co.uk
Upload a logo and enter your address (but no phone – strange). Good news – you get the clickable backlink. Update: They charge £5 per listing.
Example live listing – Click here

Overall rating	**3/5**
Website Backlink	**Yes**
Social media links	**No**
Photos	**Yes**
Reviews	**Yes**
Map	**Yes**

Approved Business – http://www.approvedbusiness.co.uk
A password is generated by the directory and emailed to you. Be sure to copy this password into your text document or notepad on your computer and save it. The listing itself is quite basic with no photos or backlinks allowed.
Example live listing – Click here

Overall rating	**2/5**
Website Backlink	**No**
Social media links	**No**
Photos	**No**
Reviews	**Yes**
Map	**Yes**

City Listings – http://www.city-listings.co.uk

You get a great quality free listing including address, two phone numbers, website URL and email address as well as links to your Facebook Page and Twitter profile. The best thing about this free listing is that you can choose a description instead of a business name. I used "Small business web design in Ilkeston Nottingham & Derby" which *could* be better for search engine results pages.

Photos can be added in addition to a link back to your site. Facebook and Twitter links may be added. If you have an eBay or Amazon store you can link to those too.

The directory listing was approved pretty quickly once I saved and published.

Example live listing – Click here

Overall rating	**4/5 – If there were just a few more features this would get a higher score**
Website Backlink	**Yes**
Social media links	**Yes**
Photos	**Yes**
Reviews	**Yes**
Map	**Yes**

Hot Frog – http://www.hotfrog.co.uk

The listing you get is pretty basic, although a map is included. The best thing about this directory is that the free listing allows a backlink to your site with an active hyperlink. Images with captions may be uploaded. Keywords, description, products, services, payment methods, discounts, news and updates can all be added if you wish to do so.

There is an image feature giving the option to upload an annotate your best work.

 One thing puzzles me though: although I've entered my address correctly, when I view the listing (as a visitor would see it) my address is listed as "Derbyshire, Peak District". This is bizarre and seems to be the case for anyone listed in Derbyshire. I am between Derby and Nottingham which is nowhere near the Peak District!

Apart from this little glitch I highly recommend registering a listing. The directory itself has been around for years and I even saw a free listing I submitted for a company I used to work for in 2008!

Example live listing – Click here

Overall rating	**4/5 – This directory has been around for years and is trusted by Google**
Website Backlink	**Yes**
Social media links	**No**
Photos	**Yes**
Reviews	**No**
Map	**Yes**

192 – http://www.192.com/

You must sign up a 192 account before registering your business listing. Once signed up, login and go to My Account. On the bottom right is a "claim Business" button. Click this and enter your business details. Up to five images can be uploaded. Website URL backlink can be added as an active hyperlink. Business name, address, two phone numbers, a map and description are included. There is a backlink but it is not an active hyperlink. I have seen 192 directory listings rank highly in Google in the past so, as ever, considering it is free there is nothing to lose by setting up an account.

Note: The link to your site is not clickable until someone at 192 has manually approved it. Your listing will be live but your link will not be a hyperlink until everything has been vetted. If you make any changes to your listing it will be subject to the same checks every time.

Example live listing – Click here

Overall rating	**4/5 – Limited features but the general high ranking of this site compensates**
Website Backlink	**Yes**
Social media links	**No**
Photos	**Yes**
Reviews	**Yes**
Map	**Yes**

Yelp (Biz) – https://biz.yelp.co.uk

To set up a free listing go to "Create Your Account Now". You will then type your business name and location, click search, and wait to see if it is already in the directory. If it is, you need to "claim" it. If it is **not** there click the "Add your business to Yelp" link. You will need to create a Yelp *Profile* to do this.

It can take several days for your business listing to be created. Once it has been created, you'll get an email instructing you to "Claim" the business, and to do this you will need to create a Yelp Business account. So yes, you have basically had to create TWO separate accounts to get your business details listed.

Anyway, as a free Yelp user you have a dashboard with things like Activity, Business Information, Photos, and Reviews. Some of the features are paid, such as adding a Call to Action, but I don't think that is necessary. The live free listing itself is quite comprehensive and includes lots of business information, a map, an active backlink to your site and up to 10 photos.

Example live listing – Click here

Overall rating	**4/5**
Website Backlink	**Yes**
Social media links	**No**
Photos	**Yes**
Reviews	**Yes**
Map	**Yes**

InUkLocal – http://inuklocal.co.uk

The free listing gives a basic text based description with minimal formatting. Your address and phone number is included, and so is an active URL back to your site. If there were more features like photos, and social media links, this listing would have scored higher.

Example live listing – Click here

Overall rating	**3/5**
Website Backlink	**Yes**
Social media links	**No**
Photos	**No**
Reviews	**No**
Map	**No**

BrownBook – http://www.brownbook.net

Add your business listing and click next. You will be asked to enter your email and solve the CAPTCHA. A listing confirmation email will be sent to the email address. Now you must CLAIM your business after submission is complete by clicking "Claim this listing".

Once you choose to claim the listing you'll be asked to actually create a Brownbook account by choosing a password etc. This is so you can edit and customise the business listing in more detail. An account creation confirmation email will be sent to your email address. Click the link and follow the instructions.

Visit your account settings and you can begin building your business profile listing in greater detail.

The listing itself is brilliant and allows you to link not only to your site but also your Twitter account and a personal blog if you have one. Photos and videos can be added. The listing is highly customisable and well worth spending the time on. Check out the extra widgets which can be added to your listing to enhance it. Remember to add the "Text" widget and make sure you use a hyperlink to a page on your site somewhere within this description. Use the "layout" feature to rearrange the content of your listing.

Note: Make sure to make a note of when your profile expires. The listing is valid for a year but you can renew it exactly one year on from the day you "claimed" it. It might be worth staying subscribed to BrownBook's emails as they will no doubt send a reminder in 12 months.

Example live listing – Click here

Overall rating	**5/5 – AMAZING! I love this directory! Best free listing I've come across!**
Website Backlink	**Yes**
Social media links	**Yes**
Photos	**Yes**
Reviews	**Yes**
Map	**Yes**

City Biz – http://www.city-biz.biz/options

A nice looking free business listing including one company logo, website backlink and link to your Twitter account. The listing looks nice but is limited. You get a backlink to your site too.

Example live listing – Click here

Overall rating	**2/5**
Website Backlink	**Yes**
Social media links	**No**
Photos	**No**
Reviews	**No**
Map	**No**

Business-Directory.org.uk – http://www.business-directory.org.uk

This directory offers very basic free listings comprising of unformatted bullet point text. You can include your location, email address, phone number and website URL backlink... but a bonus is being able to "deep link" to up to three individual pages. Whether this has any SEO PageRank benefit depends on whether the links in the directory listing are set to *nofollow* or *dofollow*. The downside is that this directory seems to drag their heels in terms of approving the listing.

Example live listing – Click here

Overall rating	**2/5**
Website Backlink	**Yes**
Social media links	**No**
Photos	**No**
Reviews	**No**
Map	**No**

Start Your Own Business – http://www.syob.net/free-listing.php

This is a business start up resource with a directory included. The directory states, "We are happy to promote any relevant business or organisation who offers goods or services to new business start ups in each area." If you offer something of value for *new businesses* I recommend submitting your own business for inclusion.
I submitted on the basis I offer low priced websites for small businesses. The submission was accepted and is live on their site.

Example live listing – Click here

Overall rating	**2/5**
Website Backlink	**Yes**
Social media links	**No**
Photos	**No**
Reviews	**No**
Map	**No**

LayStar – http://www.laystar.co.uk

The business listings given on this directory are very basic but the good news is that you can choose your own anchor text for a clickable URL.

The first thing to do before submitting your business is register an account with LayStar by clicking the "Register" link near the top left corner of the site. Once your account is created and confirmed you can create a new business listing by clicking "Advertise an attraction or service in the LayStar Directory". This is located just above the list of businesses and because the layout is a bit messy so you might not see the link immediately.

Example live listing – Listing not appeared on their website

Overall rating	?
Website Backlink	?
Social media links	?
Photos	?
Reviews	?
Map	?

Open Directory – http://opendi.co.uk

I submitted a listing in May 2013 and it took over 6 months for the listing to appear on their website. According to their website it can take some time for listings to appear.

The listing itself gives you a backlink and email address, office address, product information,reviews, opening hours and a description.

Example live listing – Click here

Overall rating	2/5
Website Backlink	Yes
Social media links	No
Photos	Yes
Reviews	Yes
Map	Yes

Town Pages – http://www.townpages.co.uk	
I submitted a free listing but the listing never appeared. I will update this space if anything changes.	
Example live listing – IN PROGRESS	
Overall rating	
Website Backlink	Yes
Social media links	
Photos	
Reviews	
Map	

UK Business Directory – http://www.ukbusinessdirectoryltd.co.uk/r.do	
This listing gives you a backlink and email address in addition to basic business information and a photo gallery. Under your main account you can create additional listings for other businesses. I have seen this directory website rank quite highly in Google when I have been researching other businesses.	
Example live listing – Click here	
Overall rating	**4/5**
Website Backlink	**Yes**
Social media links	**No**
Photos	**Yes**
Reviews	**No**
Map	**Yes**

Nottingham Business Directories

Nottingham Business – http://www.nottingham-business.co.uk
Only seems to accept businesses with an NG postcode. I did submit Ilkeston Web Design (technically in Derby although I have a Nottingham area code) but the listing has not yet appeared. It can take time for listings to be approved. If you have an NG postcode go ahead and submit your business free. URL back links to your site are accepted. Update: They seem to have removed the ability to submit listings completely. Many parts of the site are broken and not functioning.
Example live listing – IN PROGRESS

Overall rating	
Website Backlink	
Social media links	
Photos	
Reviews	
Map	

Nottingham Online – http://www.nottinghamonline.com
This directory only accepts Nottingham business addresses. Free listings allow business name, address and phone number. No links or pictures can be added unless you "upgrade" by paying. It's not worth paying to upgrade this particular listing but you had might as well register the free version.
Example live listing – Click here

Overall rating	**1/5**
Website Backlink	**No**
Social media links	**No**
Photos	**No**
Reviews	**No**
Map	**No**

iNottinghamshire – http://www.inottinghamshire.co.uk

This directory is partnered with **iDerbyshire** and offers a fantastic comprehensive free listing including address, two phone numbers, website URL backlink, business opening hours, map, social media links and Skype I.D, video upload, logo upload and 8 additional images for the sample gallery!
Easily one of the best directories I've seen. If you're not operating in the Nottingham area, not to worry, because there is a sister directory called **iDerbyshire**. Because I am from Ilkeston I hoped I might be able to sign up to both directories. Unfortunately you cannot have duplicate listings sharing the same address. I signed up with the iDerbyshire directory instead.

Example live listing – Sister directory iDerbyshire, similar to iNottinghamshire – Example live listing

Overall rating	**5/5 – Amazing looking local directory. Neat, tidy & generous features**
Website Backlink	**Yes**
Social media links	**Yes**
Photos	**Yes**
Reviews	**Yes**
Map	**Yes**

Yalwa Nottingham – http://nottingham.yalwa.co.uk

I added company name and description as well as a logo and a few images. I liked being able to add hyperlinks back to particular pages of my site within the business description text. The listing lasts 365 days every time you update the listing so you need to make sure you do update it. They send an email reminder once a year with a link that you click in the email to "update".

If you serve Nottingham as well, you can submit a listing to the Nottingham version of this directory using the same account details. Login and management uses the same account. Make sure that multiple listings are not duplicates of one another.

Note: You are prompted to create an account AFTER you submit your business listing details.

Example live listing – Click here

Overall rating	**3/5**
Website Backlink	**Yes**
Social media links	**No**
Photos	**Yes**
Reviews	**Yes**
Map	**Yes**

Nottingham – www.nottingham.co.uk

The listing gives one image and a backlink. There is a map and an option review the business.

Note: You must register a basic profile and confirm by email. Then you can go to "My Nottingham" on the dashboard and click the "Businesses" tab. Here you can add your listing. It can take up to three months for listings to appear and you need to click the activation link in the email sent to you.

You may only submit a business with an NG postcode. If you're based outside Nottingham yet operate there, consider renting a low cost virtual office mail forwarding service as a pretext to register your biz details in Nottingham.

Example live listing – Click here

Overall rating	**3/5**
Website Backlink	**Yes**
Social media links	**No**
Photos	**Yes**
Reviews	**Yes**
Map	**Yes**

Nottingham Town Talk – http://www.nottingham.towntalk.co.uk/shopping

I was able to register my Ilkeston business (with DE postcode) in this Nottingham directory.
Social Media links can be added and your Twitter feed is aggregated within the listing itself. You can upload pictures and a backlink to your website is included. The security captcha is case sensitive.

A separate account using a different email needs to be used if you already registered your business in the Derby Town Talk directory.

Example live listing – Click here

Overall rating	**4/5 – Doesn't get the top rating because I've seen better. Still great though!**
Website Backlink	**Yes**
Social media links	**Yes**
Photos	**Yes**
Reviews	**Yes**
Map	**Yes**

Long Eaton Business Listing – http://www.longeatonbusinesslisting.co.uk
This directory allows you post under Beeston, Breaston, Draycott, Long Eaton, Sandiacre, Sawley, Stapleford and Toton. I have not tested this directory personally since it is very specific to the Nottingham area and will not let me register as an Ilkeston business.   The example listing looks great with backlinks to both a website and Facebook page allowed. There is a photo gallery and a review section.

Example live listing – Click here	
Overall rating	**4/5 – Not as good as some directories getting this score, but still deserving.**
Website Backlink	**Yes**
Social media links	**Yes**
Photos	**Yes**
Reviews	**Yes**
Map	**Yes**

Nottingham Direct – http://www.nottinghamdirect.info/membership/suggest_listing

Sign up with your email and choose a password. Enter the details of your business. You might find that an error occurs when you try to enter your postcode, and this is solved by entering the postcode with no spaces, e.g.: NG16DQ.

You may be prompted to sign up for a paid premium listing but I chose to ignore/skip this part. Make sure you receive the confirmation email. If you do not get it, you can choose to have it resent.

The listing manager takes some time to get the hang of but is worth the effort.

What you get to create is in essence a miniature website with pages, links, photos and more. Lots of detailed text with headings and subheadings can be added along with photos and links. Operating hours, products, services, payment type, offers, service area, business category, additional company details and social media can be added.

 I spent well over an hour on this and feel like I only scratched the service. In summary, this is very good for a free listing especially since approval time takes only a few days. Being able to add lots of backlinks to any page of your website is amazing.

Note: Do not try copy and pasting your password in the "password" field when you want to log in. The login form does not like this. You need to always type the log in password manually for this one.

Once logged in, go to the dashboard and click "Send Email verification". This is a vital step.

Listing management can be reached by going to "Organizations/Locations" on the dashboard nav menu. Click the name of your business (once created) and you will be taken to the wide range of custom options for your biz listing.

Example live listing – Click here

Overall rating	**5/5 – A fantastic directory. It takes time to set up but is a great biz listing!**
Website Backlink	**Yes**
Social media links	**Yes**
Photos	**Yes**
Reviews	**Yes**
Map	**Yes**

Derby Business Directories

Derby Online – http://www.derbyonline.com
This listing lets you add business name, address, description, region, specific town and website URL backlink. At the time of writing this guide (Sep '13) I submitted nearly a month ago and I my business is still not included.
Example live listing – Click here

Overall rating	**1/5**
Website Backlink	**No**
Social media links	**No**
Photos	**No**
Reviews	**No**
Map	**No**

Derby Town Talk – http://www.derby.towntalk.co.uk/shopping
Social Media links can be added and your Twitter feed is aggregated within the listing itself which is a nice touch. You can upload up to 5 pictures and a backlink to your website is included. There is the option to add up to 5 "downloads" no more than 3MB in size each. This could be an eBook or price list. The security captcha is case sensitive. *Note:* A separate account using a different email needs to be used if you already registered your business in the Derby Town Talk directory.
Example live listing – Click here

Overall rating	**4/5 – Doesn't get the top rating because I've seen better. Still great though!**
Website Backlink	**Yes**
Social media links	**Yes**
Photos	**Yes**
Reviews	**Yes**
Map	**Yes**

Derby Pages – http://www.derbypages.co.uk/businesses
I set up a free listing which went live but featured a totally wrong phone number. Furthermore I see no way of logging into my account to make ammendments. I was able to amend my listing by searching for it and clicking "This is my business". The changes I made were "submitted for approval" but I have not received an email. The free listing gives you a backlink to your site which is always a good thing... but an 0845 phone number I don't recognise? All I can say is it is up to you if you use this directory for a free business listing.
Example live listing – Click here

Overall rating	**2/5 – My phone number being wrong lets this directory down. Cannot edit?!**
Website Backlink	**Yes**
Social media links	**No**
Photos	**No**
Reviews	**Yes**
Map	**Yes**

iDerby – http://www.iderby.co.uk/add.html
I completed all the required info for a free listing and clicked submit. No email confirmations have been received and the listing does not appear on the site. I will update this space if anything changes.
Example live listing – Click here

Overall rating	**1/5**
Website Backlink	**Yes**
Social media links	**No**
Photos	**No**
Reviews	**No**
Map	**No**

Activ Derby – http://www.activderby.com/signup?returnurl=/user/dashboard/addorganisation
An impressive set of features make up this free business listing. Under "My Organisations" in the user dashboard, make sure you click the "Enhance" tab to unlock additional options such as photos, detailed description, website backlink etc. I like the way you can add deep backlinks (links to specific pages) within the company description, and the automatic image slideshow is a nice touch not normally seen on free directories. There's also a blog feature you can use to promote you company, but I would recommend doing anything like that on your own website and using this directory to point back to your blog (or static content). There are so many free options here that I'm blown away. It is possible to have your business specially featured in your chosen category for nothing. After making your enhancements be sure to go to "Option 7" on the far right of the dashboard and click "make enhancements live. This entire free listing is a fantastic resource. Very impressed.
Example listing – Click here

Overall rating	**5/5 – The fact that this is a free listing is incredible. Get registered now!**
Website Backlink	**Yes**
Social media links	**Yes**
Photos	**Yes**
Reviews	**Yes**
Map	**Yes**

Derby Business – http://www.derby-business.co.uk
Only seems to accept businesses with a DE postcode. I submitted Ilkeston Web Design but the listing has yet to appear. If your listing is approved, you will get your email address and website backlink included.
Example listing – Click here

Overall rating	**2/5**
Website Backlink	**Yes**
Social media links	**No**
Photos	**Yes**
Reviews	**No**
Map	**No**

iDerbyshire – http://www.iderbyshire.co.uk
Wow! This directory is partnered with **iNottinghamshire** and offers a fantastic comprehensive free listing including address, two phone numbers, website URL backlink, business opening hours, map, social media links and Skype I.D, video upload, logo upload and 8 additional images for the sample gallery! Easily one of the best directories I've seen. If you're not operating in the Nottingham area, not to worry, because there is the sister directory **iNottinghamshire**. Because I am from Ilkeston I hoped I might be able to sign up to both directories. Unfortunately you cannot have duplicate listings sharing the same address. I signed up to this directory but it is the same get up as iNottinghamshire.
Example live listing – Example live listing

Overall rating	**5/5 – Amazing looking local directory. Neat, tidy & generous features on offer.**
Website Backlink	**Yes**
Social media links	**Yes**
Photos	**Yes**
Reviews	**Yes**
Map	**Yes**

121Derbyshire – http://www.121derbyshire.com
Sign up for a profile and then go to the "Advertise" link on your account dashboard to create the free listing. Approval of your free submission can take over a month, so you'll need to be patient. You can add a URL backlink to your website as well as your email address *Note:* This directory appears to be offline. Business listings are not showing. For the time being, avoid this one.
Example listing – No listings available at this directory

Overall rating	
Website Backlink	
Social media links	
Photos	
Reviews	
Map	

Derby Local Findz — http://derbylocalfindz.co.uk
Sign up a Username and check your registered email for your password. When you login you are taken to a customised WordPress dashboard. This is where you will add your listing. You will need to go to "Item" and "Add New" in the dashboard. Now you can fill in your business details. When you are done click "submit for review" on the lower right side. *Note:* No listings appear to have been approved. For now, stay away from the directory.
Example listing – No listings available at this directory?

Overall rating	
Website Backlink	
Social media links	
Photos	
Reviews	
Map	

Yalwa Derby – http://derby.yalwa.co.uk
I added company name and description as well as a logo and a few images. There's one issue: there's no phone number. I got around this by adding a photo of my business card featuring phone number. Your digital footprint with this directory is minimal. Also the listing lasts 365 days every time you update the listing. Minor additions or amendments count as an update so be sure to do this a couple of times each year. If you serve Nottingham as well, you can submit a listing to the Nottingham version of this directory using the same account details. Login and management uses the same account. Make sure that multiple listings are not duplicates of one another. *Note:* For some reason the link you click for the listing management is Mansfield.yawla.co.uk. Don't let "Mansfield" confuse you. It must be a quirk in their system. Your password is generated by their site AFTER account creation. I had to make a password request AFTER the listing was live by having a password creation link sent to my registered email. Then I was able to create the password and save it to my computer.
Example listing – Click here

Overall rating	**3/5**
Website Backlink	**Yes – Add manually in description**
Social media links	**No**
Photos	**Yes**
Reviews	**Yes**
Map	**Yes**

Updates to this guide

I'll be occasionnally updating this guide. Directories come and go but the best ones stay online and remain free. I'll be keeping you informed on all the goings on of these directories for as long as you remain a client.

Please keep an eye on your email inbox for updates from me.

Add info@ilkestonwebdesign.com to your email contacts to ensure you get my messages.