



How do web directories benefit you in building brand awareness and reputation

Are you searching for something local in your area? For example, **cheap flowers in Melbourne** or the [best formal dress shops in Melbourne](#). Well, you can get instant and reliable results from online business directories. These are online web sources that help increase visibility and build backlinks. These sources are more useful and effective than you may think. Come and see why web directories are crucial for businesses of this era.

There is no room for physical trade journals



You have to make your products or services visible to your potential buyers and for that, you need the help of a reliable marketing source. This is what online business directories ensure you. Gone are the days when people were highly dependent on local physical trade journals. Today, with the advent of the internet and advanced marketing tools, businesses are marketing themselves online and potential buyers are finding them through online search. Web directories are great ways to place your business or company and your products before potential customers.

Your brand name gets exposure



Are you trying to enter into the B2B Market or provide exposure to your brand? Web directories are the best and most invaluable resource for your needs. For example, if you are offering **pottery classes in Melbourne** and want to list your business, then web directories will help you place it before new customers instantly. Research and surveys say that web directories ensure top three search results get around 75% clicks. In most cases, a reputed web directory will have greater ranking power than your website. When a B2B buyer types in a term, such as [Japanese buffet in Melbourne](#), the web directory might rank above your website in the search results. Hence, your products or services listed in a reliable web directory are considered to be winning extra exposure.

Web directories are superb for SEO tactics

Apart from providing your business more exposure, web directories are also ranked as the best tool for SEO. These sources develop valuable backlinks to your website. These backlinks are significant for any comprehensive SEO strategy. While making listings on web directories, you get a chance to include a link to your website, and this makes ways for developing strong backlinks. Apart from this, these backlinks also enable SEO-friendly, legitimate traffic redirects.

They help build a reputation for your business

Brand awareness is a major element in the B2B purchasing process. It includes long cycles and potential customers need to be acquainted with your business and possess an amount of trust before they are ready to do business with you. For example, if you type in '**tanning salon near me in Melbourne**', web directories will get you search results of companies that have a good reputation online.

Thus, placing your business in web directories is the best and most effective way to build exposure and reputation for your business. You will have your company's awareness among

potential customers increased, along with trust, and reputation.