



Pros & cons of Business Directories

You might have come across an online [business directory](#) while searching for a service or product online. Business directories are full of companies comparison against each other. But the question is should they be part of your company's marketing strategy? Let's find out the advantages and disadvantages of using them to stabilize your business's reputation online.

Pros of online business directories

Listing your business in trustworthy business directories helps you build your brand by showing it up in search results when users type specific keywords related to their business's industry, products and services.

Increase your chances of being found:

By advertising and listing your business in more areas online, you are actually increasing the opportunity to be discovered by more customers. You will also have the additional benefit of creating more qualified backlinks from high DA sites online to boost the SEO of your site.

Increase reviews and ratings of business

Many people believe in reviews and ratings from previous customers who already used your products to get some credibility about yourself. Getting good reviews implies that more people are interested to choose your business services over others. Nowadays star ratings are also enabled in some online [business directory](#).

Good for online location searches:

An online [business directory](#) is one of the cost-effective ways of enhancing your chances of being visible via online location-specific searches. Get top google ranking is difficult and expensive via SEO. Thus, online business directories are likely to prefer more to have a larger number of relevant potential customers.

Cons of online business directories

Dependent on the directory:

Unfortunately, Google has monitored that online business directories have been cheating the entire system by boosting their ranking through backlinks spamming. To overcome this, Google now put penalties on companies who are listed on these directories.

Pay to win:

A [business directory](#) is itself a kind of business. Some directories take charge to list your business in it such as Google and Facebook. For ads, you even pay them to make your service visible at the top.

This is high time to weigh up the business costs and all the potential benefits of a business listing that matches your marketing strategy and budget.

Comparing costs:

Many directories take charge but in different ways. Some charges for business listing, while others charge for leads generation. So, you are required to trawl through the T&C first to understand the actual costs. Then compare them against each other to decide accurately in which [business directory](#) you should list your business.

Reviews and ratings are out of your control. Though you will publish only the nicest things on your website customers have uttered about your business. But still, you can't control the reviews coming on online business directories. If you get something negative, it may harm your brand image.

data selling companies

