



# CANADA'S

## Top Directories:

### Achieve High Ranking Local Search Results

This eBook prepared by [www.clusterwebdesign.com/local-search-marketing.html](http://www.clusterwebdesign.com/local-search-marketing.html)

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# Table of Contents

Copyright, Legal Notice and Disclaimer: .....	2
Table of Contents .....	3
Introduction .....	1
<b>Must Add Your Business To:</b>	
1. Google.com/local (i.e. Google Maps) .....	4
2. YellowPages.ca .....	9
3. 411.ca .....	11
4. CanPages.ca .....	15
5. WebLocal.ca .....	16
<b>Optional, But Highly Suggested Directories:</b>	
6. iBegin.com.....	18
7. FoundLocally.com .....	20
8. ShopInCanada.com .....	27
9. ZipLocal.ca.....	31
10. CanadianBusinessDirectory.ca.....	32
11. CanadaDirectory.net .....	34
12. Hotfrog Canada .....	36
13. N49.ca .....	39
14. Zipleaf.ca .....	41
15. CanadianWebDirectory.ca .....	49
16. CityDirect.info .....	51
17. LookUpCanada.ca .....	59
18. CdnPages.ca .....	62
Conclusion:.....	63
Local Internet Marketing .....	64

# Introduction

***Congratulations!*** By reading this eBook, you've taken a positive step towards improving how your website gets found in the search engines.

When I first started working on this eBook, I truly felt as though I'd run into a brick wall. Why? Because when I first began my research for this eBook, I found list after list of reputedly top directories to which we're told we **MUST** submit our sites to in order to achieve the best search results, only, many of them only allowed business submissions from companies located from within the United States.

*What?* It's true! Major directories like:

- **Bing Local**
- **Yahoo! Local**
- FourSquare
- CitySearch
- InsiderPages
- Localeze
- Local.com
- Best of the Web Local
- Gowalla – Only Canadian city you may add your listing to is Vancouver
- infoUSA

You may not have heard of many of those listed in the above list, but they are important directories which are valued highly by the search engines. And the higher their value, the higher up they rank.

As an aside, in the case of Bing Local and Yahoo! Local, reportedly, they have no intentions of including Canadian-based companies until they add the rest of the world to their respective Local directories. And this step is not anywhere close to being on the top of their "to-do" list. That is indeed disappointing.

However, not is all lost to us Canadians. In this eBook, you'll learn about the top 5 directories that you **MUST** add your business to, followed by another 13 directories I highly recommend. This is not an exclusive list, however. More and more directories are created and others that have been around for a while rise up to become more important to the search engines. *Do not limit yourself to this list if you have time to conduct some of your own research.*

## **WHY IS THIS STEP IMPORTANT TO TAKE?**

The number of inbound links your website (or more specifically, a specific page on your website) has is one of the key factors in how much importance the search engines give your site. The higher your website rates with the search engines, the more likely they are to place your links higher up in the search

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### **CANADA'S TOP DIRECTORIES – TECHNIQUES TO ACHIEVE HIGH RANKING LOCAL SEARCH RESULTS**

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engine results. The higher your link is in the search engine results, the more traffic your site is likely to receive. The more traffic your site gets, the higher your chance is to receive more business, get more sales, and be more successful online.

For instance, when Google sees that a web site is getting a lot of Inbound Links, Google says that this website must be of importance and starts to rank your website highly.

However, not all inbound links are good. And while the intention of this eBook is not to be a tutorial for inbound links, let me just say that, the higher the quality of the inbound link is to your website, the more importance the search engines give to that link, and to your web site.

## THE IMPORTANCE OF LOCAL DIRECTORIES

We all want to drive traffic to our website to (hopefully) increase revenue. That's why adding a listing for your company in an online business directory is a smart, cost-effective advertising strategy as it increases exposure to your company.

Online business directories are the modern variations of the Yellow pages in your local phonebook. Two advantages of business directories are that (1) they are frequently free to join, and (2) are usually quick and simple to get by following step-by-step instructions. The biggest advantage is, of course, that it will increase traffic to your site serving a critical SEO purpose. Inbound links that search engines follow can help increase your site's Google PageRank, which is a major factor in where your site places in the organic search listings.

Think about what a searcher might type into the search engine when looking for your business in your town or city.

As a case study, let's say that you're a plumber in Brandon, MB. Let's say that someone in Brandon has a massive water leak in their basement and needs a plumber **NOW!** There is a 70% chance that this person will run to their computer instead of their phone book and type in something similar to "**plumber, Brandon MB.**" Every plumber located in Brandon, MB who took the time to add themselves to Google Maps (i.e. Google Local), 411.ca, YellowPages.ca, CanPages.ca, and CityDirect.info landed on the first page of Google and potentially "got the job" ahead of any plumbers not listed within any (or all) of those directories. And how many people are searching for plumbers in Brandon MB in any given month? Oh, about 31,500!

Only free directories are mentioned within this eBook. This means that, the only cost to you is the time you spend adding your business to these directories.

While preparing this eBook, I debated on whether to add screen shots of each directory and their respective listing steps. I decided that I would add screen shots even though it added a tremendous number of pages to this book because, in some cases, I wanted to add comments to screen shots in order to provide you with more information.

# 1. Google.com/local (i.e. Google Maps)

Google PR = 10

Because it's Google, **Google Local** has a page rank ("PR") of NA.

*This MUST be your absolute number one stop!*

- Often, the Google Map listing on the search engine results page (SERP), is the first thing a searcher sees. So, it is very important that adding your business listing to Google Places.
- Adding your business to Google Local adds you to Google Maps.

Step 1: Visit [www.google.ca/local](http://www.google.ca/local)

- If you do not yet have one, create an account with Google. Once your account has been created, return to [www.google.ca/local](http://www.google.ca/local) where you should now be within your Google Local account.
- At the top right corner, you'll see the following:

[Add another business](#) - [Upload a data file](#) (if you have more than 10 listings)

- Click on "Add another business"



**Tip:** Before you create a business listing, think about which [Google Account](#) you are using. In the future, you may want to share this account with other people at your business.

Enter your business's main phone number to see if Google Maps already has some information about your business. You'll then be able to edit any existing information and add new details, including photos and videos. [About Google Places](#)

Country	<input type="text" value="Canada"/>
Phone number	<input type="text"/>
	ex: (204) 234-5878
	<input type="button" value="Find business information »"/>

- Start by typing in your **business** telephone number so that Google can check to see if your business is already listed.

**Basic Information**

Please note that changing your address or business name will require additional verification via mail or phone.

Country: \*

Company/Organization: \*

Street Address: \*

City/Town: \*

Province: \*

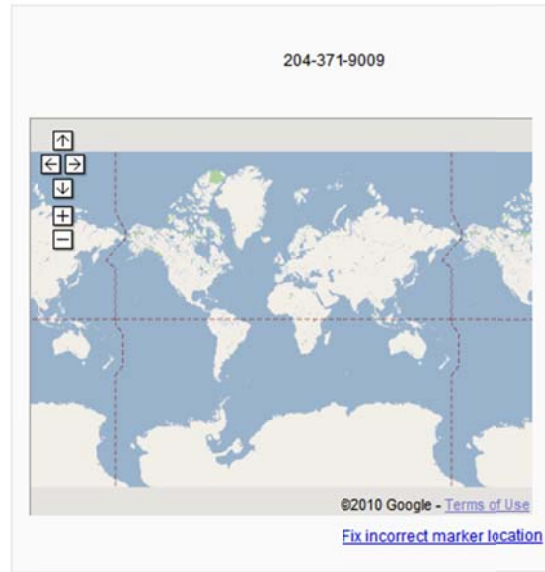
Postal Code: \*   
Example: (204) 234-5678 [Add more phone numbers](#)

Main phone: \*   
Example: myname@example.com

Email address:

Website:   
Example: http://www.example.com  
 I don't have a website.

Description:   
200 characters max, 200 characters left.



- Presumably, no listing will be found for your business. Complete the information in the above screen. If the map marker is incorrect after you've added your physical street address, use the link under the map called "Fix incorrect marker location" on the lower right to correct it.

**Categories**

Choose up to five categories for your business below. We'll make your information more visible to customers searching Google for those categories.

Category	Sub-category	
<input type="text" value="select a category"/>	<input type="text" value="select a sub-category"/>	<a href="#">Remove</a>
Category	Sub-category	
<input type="text" value="select a category"/>	<input type="text" value="select a sub-category"/>	<a href="#">Remove</a>
Category	Sub-category	
<input type="text" value="select a category"/>	<input type="text" value="select a sub-category"/>	<a href="#">Remove</a>
Category	Sub-category	
<input type="text" value="select a category"/>	<input type="text" value="select a sub-category"/>	<a href="#">Remove</a>
Category	Sub-category	
<input type="text" value="select a category"/>	<input type="text" value="select a sub-category"/>	<a href="#">Remove</a>

- You may have up to 5 categories set up for your business. Use as many of those 5 as you can and as they relate to your business.



### ▼ Service Areas and Location Settings

Does your business provide services, such as delivery or home repair, to locations in a certain area?

- No, all customers come to the business location
- Yes, this business serves customers at their locations

### ▼ Hours of operations

Make sure your customers know when you're open!

- I prefer not to specify operating hours.
- My operating hours are:

Mon:	9:00 AM	-	5:00 PM	<input type="checkbox"/>	Closed	↓ <a href="#">Apply to all</a>
Tue:	9:00 AM	-	5:00 PM	<input type="checkbox"/>	Closed	
Wed:	9:00 AM	-	5:00 PM	<input type="checkbox"/>	Closed	
Thu:	9:00 AM	-	5:00 PM	<input type="checkbox"/>	Closed	
Fri:	9:00 AM	-	5:00 PM	<input type="checkbox"/>	Closed	
Sat:				<input checked="" type="checkbox"/>	Closed	
Sun:				<input checked="" type="checkbox"/>	Closed	

Are your hours split during a single day, such as 9-11am and 7-10pm?

- I'd like to enter two sets of hours for a single day.

### ▼ Payment options

Specify how customers can pay at your business.

- |   |   |                                    |
|---|---|------------------------------------|
| <input type="checkbox"/> Cash             | <input type="checkbox"/> American Express | <input type="checkbox"/> Visa      |
| <input type="checkbox"/> Check            | <input type="checkbox"/> Diner's Club     | <input type="checkbox"/> Financing |
| <input type="checkbox"/> Traveler's Check | <input type="checkbox"/> Discover         | <input type="checkbox"/> Paypal    |
| <input type="checkbox"/> Invoice          | <input type="checkbox"/> MasterCard       |                                    |

### ▼ Photos

Add flair to your listing: include photos of your products or your storefront. You can upload up to 10 photos. Please be sure they comply with our [photo submission guidelines](#).

Add a photo from your computer

Click "Browse..." to choose a file from your computer.

Add a photo from the web

You have uploaded 0 of up to 10 images for this listing.

- Don't forget to add your business logo for branding purposes.

▼ Videos

Enhance your listing by associating videos about your business. To do so, upload your video on [YouTube](#) and enter the URL below. You can include up to 5 videos.

Example: <http://youtube.com/watch?v=dFtfv1JdXI>

You have uploaded 0 of up to 5 videos for this listing.

- If you have videos of products, services, etc., upload them here. If you do not yet have videos, **strongly consider creating some** to upload at a later date.

▼ Additional Details

Please enter in any other details you want customers to know about your business, for example:

**Parking available** : Yes.


**Brands carried** : Sony, Panasonic and Toshiba.


:


[Add another](#)

### How would you like to validate your listing?

For your protection, we need to verify the information you've just given us. This can be done in one of 3 ways:

 **By phone**  
We'll call you at this phone number 204 371-9009

 **By SMS**  
We'll send you an SMS at the following:  
Mobile number:   
Carrier:

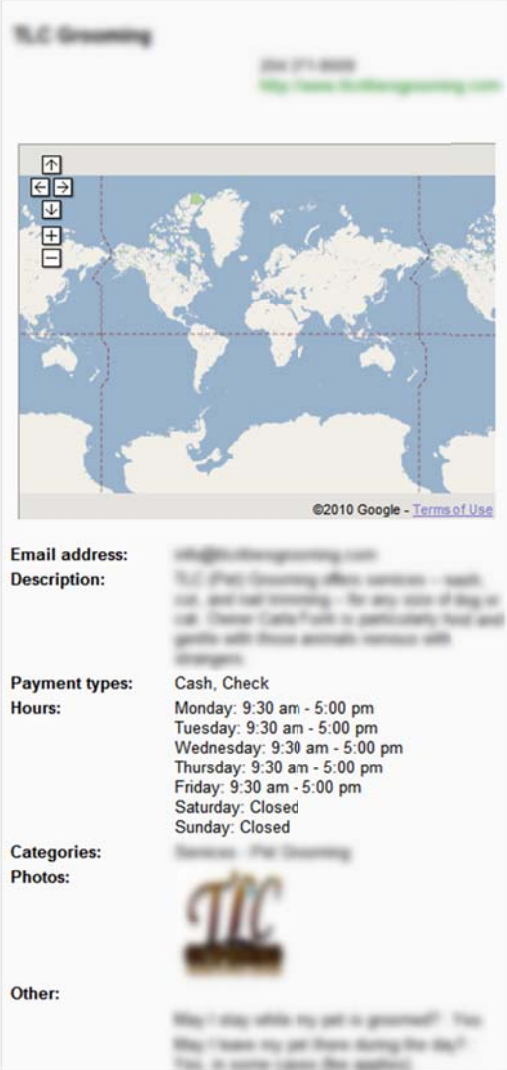
 **By postcard (2-3 weeks)**  
We'll send you a postcard in the mail to this address

T.C. Greening  
88070, Road 538  
Steinbach MB R5G 1P5  
Canada


If necessary, you may specify another recipient or enter a mailstop/mailbox number below. *This information won't appear on Google Maps.*

Contact name:

By clicking "Finish," you're authorizing Google to create or update your business listing for use in Google Maps or other Google services. You are also affirming that you have the right to create this listing and that you have read and agree to Google's [terms of service](#). There is currently no charge for creating or displaying listings. If this is a new listing or has a new address, you must verify the address via regular mail or telephone before the listing is activated. See next page for instructions.



**T.C. Greening**  
204 371 9009  
[www.tccgreening.com](http://www.tccgreening.com)

**Email address:** [info@tccgreening.com](mailto:info@tccgreening.com)  
**Description:** T.C. Greening offers services in both the Steinbach and Carleton Place areas. We are currently looking for qualified individuals to join our team. Carleton Place is particularly hot and people with these skills receive calls from us.  
**Payment types:** Cash, Check  
**Hours:** Monday: 9:30 am - 5:00 pm  
Tuesday: 9:30 am - 5:00 pm  
Wednesday: 9:30 am - 5:00 pm  
Thursday: 9:30 am - 5:00 pm  
Friday: 9:30 am - 5:00 pm  
Saturday: Closed  
Sunday: Closed  
**Categories:** [T.C. Greening](#)  
**Photos:**   
**Other:** Why is this still to get a government? The way I think we get there during the day? The answer is the answer.

- Your listing must first be validated before it will begin displaying within Google's search engine results. The easiest and quickest validation type is **By Phone**, but this only works if you are available at the phone at that moment. If you are, you'll receive an automated telephone call with a 5 digit pin number. Be prepared to write down that pin number. If you are not sitting by the phone, **By SMS** might work better. This option will send a text to your mobile phone. In my case, I often perform this service for clients and, as such, I am not sitting by *their* business phone. In those cases, I typically choose **By postcard**. However, sometimes overly zealous (but well meaning) employees who pre-sort the mail prior to distributing it, tend to deem a post card from Google as junk mail and it can end up in a recycle bin or the trash bin. ☹

## Thank you! We'll be in touch soon.

Within two weeks, we'll send a letter (containing your unique personal identification number and activation instructions) to the address below. Please follow the instructions in the letter to validate your information and prevent unauthorized edits to your listing.

Your listing will not appear until you complete this validation process.



We'll send the letter to this address.



Your letter will look like this.

## What if the letter doesn't arrive?

If you don't receive your letter within two weeks, or if you have additional questions, please visit <http://maps.google.ca/support/bin/topic.py?topic=13416>. In the meantime, you can review your listing's status in your Google Places account (see below).

## What's Google Places?

Google Places is a central location where you can review, edit, and add business listings.

- [Go to Google Places](#)
- [Back to Google Maps](#)

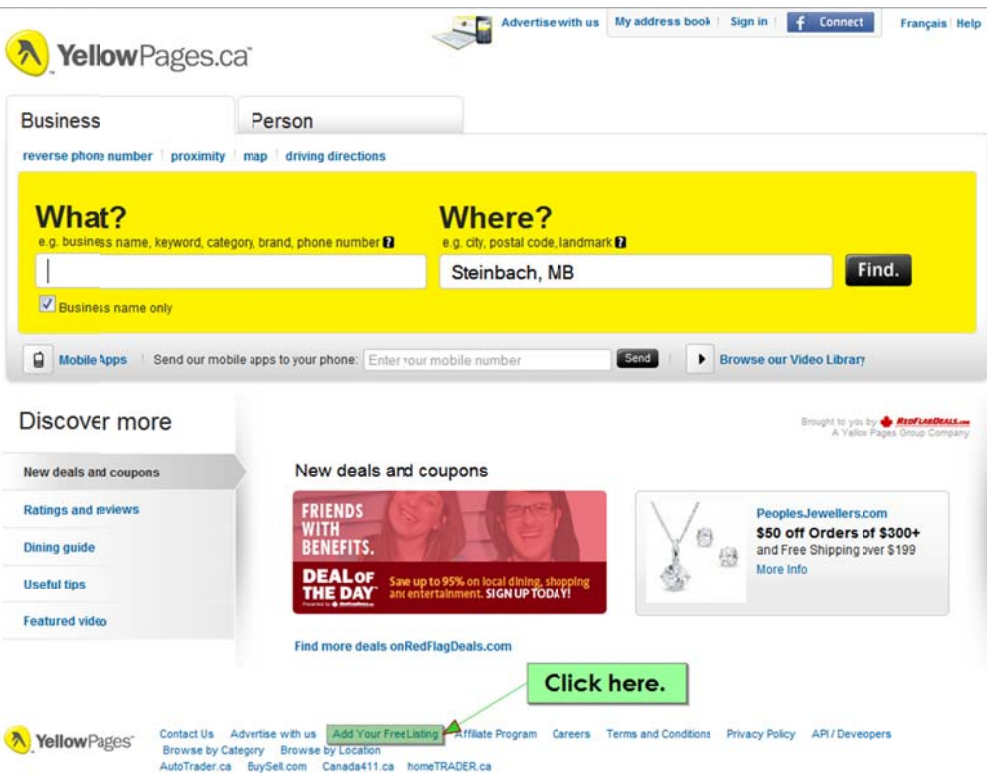
To increase your marketing reach, you might consider:

- [AdWords](#) - Target customers locally or anywhere in the world. Pay only for ads that bring prospects to you.

## 2. YellowPages.ca

### Google PR = 8

- Create your free account
- **NOTE:** You must have a **business GST number** in order to register your business at YellowPages.ca.
- Be sure to fully complete your listing or your listing may not be accepted.



**Get your FREE listing now**

Not listed yet? Start attracting ready-to-buy consumers with a free online listing that features your business name, address and phone number.

First name\*

Last name\*

Email address\*

Company name\*

Industry\*

Company address\*

Postal code\*

Province\*

City/Town\*

Company phone number\*

Type of service lines\*

Service provider\*

Website

Company GST/HST\*

\* Mandatory fields | Why GST ?

Language:  
 english  français

Show company address on listing

**Send ▶**

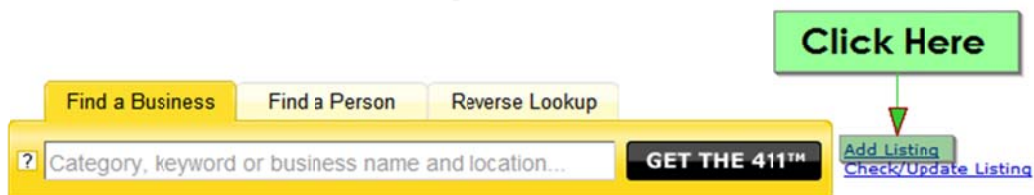
- On the resulting page, scroll down just a wee bit and look on the right hand side of your screen for this banner sized form (see image to the right)

# 3. 411.ca

Google PR = 7

- Create your **FREE** listing – very detailed
- Receive a telephone call from them to confirm your details. Note that they will likely try to upsell advertising to you during this telephone call.
- Done

# 411.ca



## 411.ca

Add your business and be found™ by 2.5 million people

Add content to your 411.ca listing to tell consumers why to buy from you

OWNER **VERIFIED™**

**take control of your web presence**

Add relevant content that you want customers to know about your business

**stand out from your competitors**

Owner verified businesses receive higher ranking on search results pages.

**be found™ on 411.ca**

Customers find you

Receive **improved ranking FREE for 90 days.**

Enter your business phone number below to get started.

\*Phone Number

Submit

Enter your business phone number here.

CANADA'S TOP DIRECTORIES – TECHNIQUES TO ACHIEVE HIGH RANKING LOCAL SEARCH RESULTS

Step 1

Step 2

Step 3

Step 4

Phone: 288 271 8888

## Complete all information

\*There are 4 required fields on this step

*Company Name	<input type="text"/>	
*Company Address, Suite	<input type="text"/>	Suite <input type="text"/>
*City and Province, Postal Code	<input type="text"/>	<input type="text"/>
Display address on 411.ca? <input type="radio"/> Yes <input checked="" type="radio"/> No		
*Company Phone Number	204 <input type="text"/>	371 <input type="text"/>
Toll-Free Phone Number +1	<input type="text"/>	<input type="text"/>
Mobile Phone Number	<input type="text"/>	<input type="text"/>
Fax Number	<input type="text"/>	<input type="text"/>
Ext. <input type="text"/>		
These numbers will be displayed on 411.ca		
Company Website	<input type="text"/>	
Company Email Address	<input type="text"/>	
Display email address on 411.ca? <input type="radio"/> Yes <input checked="" type="radio"/> No		

Save & Continue

Step 1

Step 2

Step 3

Step 4

T.J.C. (The Greening)

Phone: 288 271 8888

1275 Road 100, Stouffville, ON M9C 1R7

## Complete all areas here to the best of your ability.

\*There is 1 required field on this step

*Primary Business Category	<input type="text" value="e.g. Restaurant, Mortgage Broker, Event Planning"/>	Start typing and select the category that best represents your business. <a href="#">add another Category</a>
Business Description	<input type="text"/>	
Keywords	<input type="text"/>	The more descriptive your story, the more likely you are to be found.
Brands & Manufacturers	<input type="text"/>	Add keywords to your listing and make your business even more searchable.
Certifications & Associations	<input type="text"/>	

[Back to STEP 1](#)

Save & Continue

Step 1

Step 2

Step 3

Step 4

T.C. (Pet) Grooming

Phone: 226-271-9888

1275, Road 128, Simsbury, ON N0C1P0

\*There are 0 require field in this step

Hours of Operation  Mon - Fri - to -  By Appointment  
 [Select hours of operation day-by-day](#)  
 Open 24 Hours  
 By appointment Only

Accepted Payment Methods  Debt  AMEX  Cash  
 MasterCard  Diners Club  Cheque  
 Visa  PayPal  Certified Cheque

Languages Spoken

Nearest Intersection

Service Area

Parking  Free  Pay  Street  Valet  
Other Amenities  Wheelchair Accessible  Pet Friendly  
 Babysitting Available  Kids Play Area

Display Hours of Operation  
 Yes  No

Your business can be found if a customer searches by payment method

e.g. Hurontario St & Dundas St E

e.g. GTA or Toronto

[Back to STEP 2](#)

Save & Continue

Step 1

Step 2

Step 3

Step 4

T.C. (Pet) Grooming

Phone: 226-271-9888

1275, Road 128, Simsbury, ON N0C1P0

\*There are 6 required fields in this step

To protect you and your business we need you to provide us with your contact information so we can complete the Owner Verified process.

\*First Name Mr.

\*Last Name

\*Your Phone Number     Ext.

\*Your Email Address

\*What is your role with the company?

\*You must have authorization by this business to make changes.  
 Yes, I am authorized to edit this listing

[Back to STEP 3](#)

Submit Query





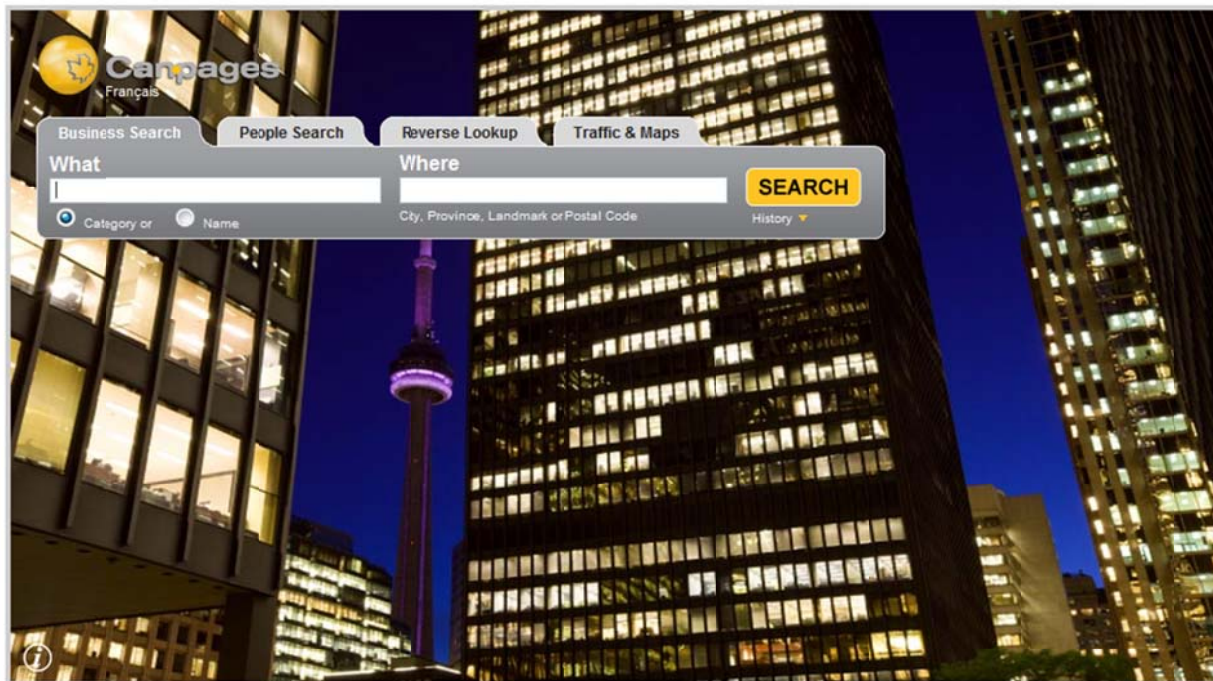
**You are now Owner Verified !**

To protect you and your business, a representative from 411.ca will contact you shortly to verify your information and complete the Owner Verified process.

[Back to Home Page](#)

# 4. CanPages.ca

Google PR = 7



Canpages Mobile App - Send a download link to your phone

enter mobile number

Features	Browse Cities	Popular in Toronto	Popular in Vancouver	Popular in Montreal	Popular in Calgary
Recommendations	Calgary	Restaurants	Restaurants	Restaurants	Restaurants
Business Centre	Edmonton	Women's Store	Doctors	Beauty Salons	Doctors
Reverse Lookup	Scarborough	Contractors	Associations	Auto Repair	Associations
Traffic & Maps	Mississauga	Associations	Real Estate	Travel	Home Improvement
	Surrey	Real Estate	Coffee shops		Auto Repair
	London	Consultants	Travel		Real Estate

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You can report an update for Free business listings or add a Free listing to our database.

To find out if a business is listed in our directory, please enter in the phone number and click the lookup button. If the phone number has changed recently, enter the old phone number first to search for listing.

Enter 10 digit phone Number

We did not find a listing for phone number (541)571-8888

[Try another number](#) or [add this number](#) to Canpages.ca.

CANADA'S TOP DIRECTORIES – TECHNIQUES TO ACHIEVE HIGH RANKING LOCAL SEARCH RESULTS

I want to add the Free listing below:

Business Name\*

**CONTACT NUMBERS**

Main Line:\*

Fax:

Toll:

**ADDRESS**

Street\*

Suite:

City/Province:\*

Postal Code:

[show address on map](#)

**INTERNET**

Website:

Email:

Categories:\*    
(up to five)

MAP



## 5. WebLocal.ca

Google PR = 6

**weblocal.ca**  
Find. Rate. Share.

On the go? Download our iPhone App!

**What?**    
business name, category, key word, etc.

**Where?**    
region, city or postal code for better results

Find local businesses, rate your experiences, and share with the community

**Find.**  
Find the most relevant & comprehensive results for the businesses, services and products in your area that you're looking for.

**Rate.**  
Our tools give you the opportunity to rate each merchant and comment on your experiences.

**Share.**  
Share your pictures, videos, reviews and recommendations in order to make decisions as well as helping others.

**Premium Content**

**Merchants!** Discover all the advantages of an enriched profile and monitor your online reputation with weblocal.ca

**Become a member!**

**HD**  
is on

The weblocal.ca community contributes every day to the site's content with pictures, videos and reviews! That is why we find it more than natural to ask for your help to create our first television ad! Come and discover the winning video from our contest! The spotlight is on you! Congratulations to Matthieu Paré and Jean-Marc Grenier!

[weblocal.ca, Montreal, QC](#)

CANADA'S TOP DIRECTORIES – TECHNIQUES TO ACHIEVE HIGH RANKING LOCAL SEARCH RESULTS

- Type in your business name followed by the location of your business.
- Assuming that your business is not yet listed on [www.weblocal.ca](http://www.weblocal.ca), find this box in the right column:



### Submit a business listing

We process submissions on a "First come, first served" basis. Please be patient and do not submit your business more than once. We will get it processed and listed as soon as possible!

<b>Business Name:</b> <input type="text"/>	<b>Phone Number:</b> <input type="text"/>
<b>Address:</b> <input type="text"/>	<b>Fax Number:</b> <input type="text"/>
<b>City:</b> <input type="text"/>	<b>Toll Free Number:</b> <input type="text"/>
<b>Province:</b> -- Select -- <input type="button" value="v"/>	<b>Hours Open:</b> <input type="text"/>
<b>Postal Code:</b> <input type="text"/>	<b>Email address for the business:</b> <input type="text"/>
<b>Contact Me:</b> <input type="checkbox"/> I am the business owner and would like to be contacted about advertising opportunities on weblocal.ca	<b>Website URL:</b> <input type="text"/>
	<b>Comments:</b> <input type="text"/>

### Submit a business listing

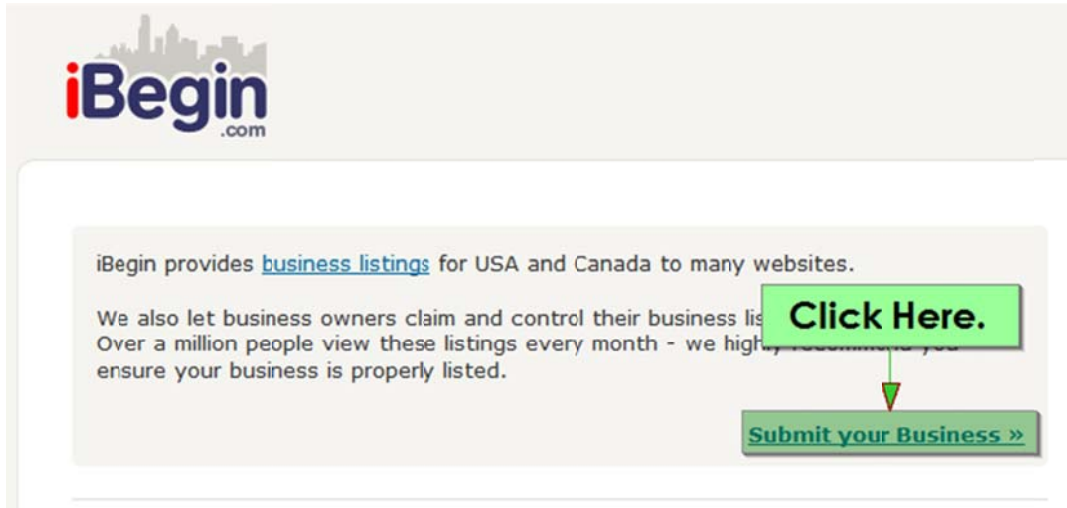
Thank you for submitting a new business.

You may now [go back](#) to where you were.

## 6. iBegin.com

Google PR = 6

- If you've been here before and have created an account, you'll have to login first. If not, create your account first.



### Submit a Business

You must be logged in before you can access this page.

Don't have an account yet? [Create one for free.](#)

**Username or email:**

**Password:**

Forgot your password? [Reset it now](#)

# Submit a Business

## Business Information

**Company Name:**

**Country:**

**State/Province:**

**City:**

**Street Address:**


**Zip/Postal Code:**


**Phone:**

The phone number will be called to verify your business. No extensions

**Fax:**

**Category 1:**  

**Category 2:**  

**Category 3:**  

**Website URL:**

**Payment Methods:**

<input type="checkbox"/> Cash	<input type="checkbox"/> Check	<input type="checkbox"/> Debit
<input type="checkbox"/> VISA	<input type="checkbox"/> MasterCard	<input type="checkbox"/> American Express
<input type="checkbox"/> Diner's Club	<input type="checkbox"/> Discover	<input type="checkbox"/> PayPal
<input type="checkbox"/> Google Checkout	<input type="checkbox"/> Financing	<input type="checkbox"/> Invoice

**Description:**  
(upto 255 characters)

**Brands Carried:**

Separate each with a comma

**Products Carried:**

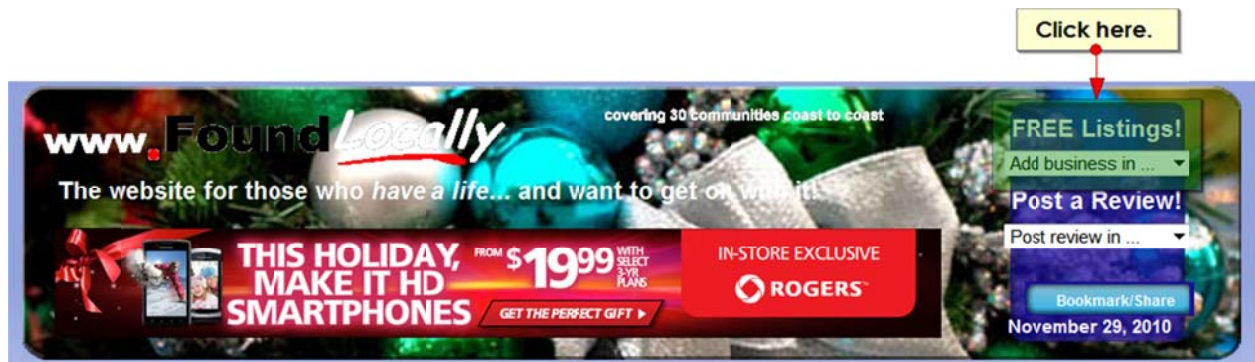
**Services Offered:**

**Submit Business >>**

## 7. FoundLocally.com

Google PR = 5

- The process for FoundLocally is a little easier than some of the other directories, but you've got to find the proper city first.



The image shows a screenshot of the FoundLocally.com website. The main banner features the text "www. FoundLocally" and "covering 30 communities coast to coast". Below this, it says "The website for those who have a life... and want to get on with it!". A prominent red banner advertises "THIS HOLIDAY, MAKE IT HD SMARTPHONES FROM \$1999 WITH SELECT 3-YR PLANS" and "IN-STORE EXCLUSIVE ROGERS". On the right side, there is a navigation menu with options: "FREE Listings!", "Add business in ...", "Post a Review!", "Post review in ...", and "Bookmark/Share". A date "November 29, 2010" is displayed below the menu. A yellow callout box with the text "Click here." and a red arrow points to the "Add business in ..." dropdown menu.

## Improve your Business with a FoundLocally FREE Listing!

Each year, over 15 million people visit FoundLocally.com looking for LOCAL stores & services. Consumers find exactly what they want. Faster. And you get "buyers" instead of "shoppers".



**THREE things are needed** for a FoundLocally free listing: 1) a local address (you may choose to keep it "private"), 2) a local phone number, and 3) an e-mail address (the website is optional).

Start here.

**STEP ONE!**  
 Check for Existing Listing

Business Name or Address:

**STEP TWO!**  
 Become Registered Contact

**STEP THREE:** Add organization

**STEP FOUR:** post Events, Jobs, Savings & News

**And Yes, Its All FREE!**

Our site is supported by the national advertisers who buy the "banner" display ads on our site. (Thanks!) That's affords us to provide all the other features to local businesses and community groups for free.

**Your free listing on FoundLocally can do the work of a lot of costly phone directory listings, newspaper "help wanted" ads, online "career" ads, mailed out coupon offers, ads in travel magazines and entertainment weeklies, and faxing out press releases to media. All in one spot, and all for free.**

**If Your Business Is Listed:**

**CLICK on your business and either:**

a) **CLICK on "Claim Listing" button**

OR

b) **CLICK on "Login" button** ([Forgot Password](#) e-mails it back to you)



No current listings exist. [Search Again](#)  
or **Proceed to STEP TWO** at right

**STEP TWO!**  
**Become Registered Contact**

[Register as a Contact Person](#)

**STEP THREE:** Add organization

**STEP FOUR:** post Events, Jobs,  
Savings & News

## Winnipeg.FoundLocally.com - New Contact

[Winnipeg](#) >  
[Login](#) >

Change location:  (if you are not located in this community)

[Free Listing](#)

[New Contact](#)

[Login](#)

[Forgot Password](#)

[Screen Help](#)

### Tell Us About You!

We need this to (1) verify accuracy of information entered (2) protect your info from unauthorized access

This information is never published (see [Privacy Statement](#)) and IS NOT your business listing.

\* Required Fields: Mouse over the "?" icon to display help on that field.

First Name:

Last Name:

Title:  ie, Owner, Manager, web

marketer...

Email:

Listings submitted with an invalid e-mail address will automatically be deleted.

*Please update future e-mail address changes!*

Phone:  AreaCode  -  ext.

i.e. Area Code and 555-1212 and 123

Username:  no spaces or punctuation

Password:  no spaces or punctuation

Re-type Password:

Subscribe to our Winnipeg General Newsletter

FIRST, press the **Finish** button below to save your Registered Contact info. THEN add your business, not-for-profit, club, government agency, or self-employed enterprise. Follow these steps: (1) add Company Details, (2) select Categories, (3) post Events, Jobs, News, and Savings (Coupons & Sale announcements), and (4) Review the Finish Tab.

Please allow a few days for new listings to be displayed. A real person reviews your listing & sends an e-mail confirmation with a clickable link to your listing for future updates.

[- FINISH -](#)

---

CANADA'S TOP DIRECTORIES – TECHNIQUES TO ACHIEVE HIGH RANKING LOCAL SEARCH RESULTS

---

Screen Help Logout

YOU MUST have a local street/mailling address & a local phone number to qualify for a FoundLocally listing. Home-based businesses may choose to NOT display their addresses, but must still provide their address.

Screen Help is provided red button, and specific data entry TIPS have a "?" mouse-over beside the field. Detailed Field Help is provided on our blog, indicated by the "B" button beside the field.

COMPLETE THIS PROFILE PAGE IN 20 MINUTES. If you take longer, and are asked to Log-in again, just click your browser's BACK button twice to continue your registration is processed WITHOUT LOSS OF INFO.

Business Information: (Required \*)

Company Name: ? [input] B
Alternate Name: ? [input] (not displayed)
Address1: ? [input] B
(Must be your local Street or Mailing Address)
Address2 :? [input]
(Mall or Building Name, or driving directions)
City: [input]
Province: Please choose...
Postal Code: [input] (Code lookup)
Display Address ? Yes [checked] No [ ] NO to hide above address(es) for a home office
GPS Coordinates: Lat: [input] Long: [input]
NOTE: Values entered here will override street/mailling address on maps [test mode].
Phone: ? AreaCode [ ] - [input] i.e. Area Code and 555-1212
Fax: AreaCode [ ] - [input]
Toll-free: ? [input] i.e. 1-800-555-5555
Area 1: Please choose... Area 2: Please choose... B
Help your customers find listings closest to them. Pick the Closest to you (up to two)

## Web Links:

Open a New Browser Window to copy from your web site.

**Web Address:**  **B**

do not repeat the "http://" in the web address

**Display Web Address As:**

**Logo image:**

Image file should be maximum 250 pixels tall or wide.

**Do not re-enter your website URL**

**Inquiry Email or Form:**

**Display Email/Form As:**

## Tell Us About You:

Why do people like your business? What makes you special? Why do they come back? What brands, products, services do you provide?

**Description\*:**  
Do NOT include web addresses here (use the Links above)

Max 250 characters  
**250** left

**B**

**Products/Brands:**  
You may also use this field for your keywords, or to describe your target audience.

Max 250 characters  
**250** left

**Environment:**  
How are you reducing energy consumption, recycling, reducing waste, using renewable sources, using organics, etc.

Max 250 characters  
**250** left

**Hours of Operation:**

Accepted Payment Methods:	Parking:
Cash (or Unspecified): <input type="checkbox"/>	On-Street: <input type="checkbox"/>
Interac/Debit: <input type="checkbox"/>	Parking Lot: <input type="checkbox"/>
Money Machine/ATM: <input type="checkbox"/> ?	Parkade: <input type="checkbox"/>
Visa: <input type="checkbox"/>	Valet: <input type="checkbox"/>
MasterCard: <input type="checkbox"/>	Valet (limited hours): <input type="checkbox"/>
American Express: <input type="checkbox"/>	
Carte Blanche: <input type="checkbox"/>	
Diners Club: <input type="checkbox"/>	
Discover: <input type="checkbox"/>	
Enroute: <input type="checkbox"/>	
JCB: <input type="checkbox"/>	
Barter/Contra considered: <input type="checkbox"/> ?	

To complete your listing, please click - **Continue** - and then follow the TABS at the top of each page, until you get to the **Finish** tab.  
 The next page selects Categories to describe what you sell or do.

Here are templates for frequently-added businesses. This can only be used ONCE, review other categories on next page.  
 ESPECIALLY if your template has an \*asterisk\*

**Pre-select a Template:**

## Categories:

[Logout](#)[Screen Help](#)

Update Us:

[f Share Listing on Facebook](#)

[👍 Invite a Rating & Review](#)

[me Claim Listing as Yours](#)

Updates: 11/29/2010 4:13:00 PM

The categories are FREE. **Select categories for goods YOU SELL and services YOU PROVIDE.** Mention target markets in your *PROFILE's* "Description" and "Products/Brands" fields. Choose the Category groups below, as appropriate to your business or organization.

**When you have FINISHED** selecting appropriate categories, continue with the TABS, above. **Screen Help** is provided red button, and specific data entry TIPS have a "⌵" mouse-over beside the field.

<a href="#">Accommodation</a>	<a href="#">Business-to-Business</a>
<a href="#">Consumer &amp; Services</a>	<a href="#">Government</a>
<a href="#">Health Care</a>	<a href="#">Churches &amp; Non-Profit</a>
<a href="#">Homes &amp; Gardens</a>	<a href="#">Travel &amp; Tourism</a>
<a href="#">Restaurants</a>	<a href="#">Cars &amp; Transportation</a>

### Accommodation:

[Add New](#)

Select categories in this section if you are a:

- hotel
- motel
- bed & breakfast
- campground
- vacation rental
- wilderness lodge
- long term accommodation
- marina (moorage)

### Business to Business:

[Update](#)[Delete Group](#)

## 8. ShopInCanada.com

Google PR = 5

- Create your free listing
- Receive a telephone call from them to confirm your details
- Done
- For \$360/year, you can have a premier listing on this directory site, plus on their related directory site specific to the major city you are in or closest to. Eg. [www.shopinwinnipeg.com](http://www.shopinwinnipeg.com), [www.shopincalgary.com](http://www.shopincalgary.com), etc. Contact me if you are interested in something like this as it WILL get you on page one of Google within 1 to 2 weeks.



Businesses succeed when businesses get found. Put the power of our North American wide directory to work for you!

### 1) Please provide your Business Information

* Company Name:	<input type="text"/>	
* Street Address:	<input type="text"/>	
* City:	<input type="text"/>	
Province:	<input type="text" value="Canada"/>	
* Postal Code:	<input type="text"/>	
* Local Phone Number:	<input type="text"/> (xxx-xxx-xxxx)	
Fax Number:	<input type="text"/>	
Toll Free Number:	<input type="text"/>	
* Contact Person:	<input type="text"/>	Will not appear on site
* Contact Email:	<input type="text"/>	Will not appear on site.
Website:	<input type="text"/>	

### 2) Target your customers by selecting a category and sub-category

\* Category:

<input type="text" value="--Select a main category--"/>	▼
<input type="text" value="--Select a sub category--"/>	▼

### 3) Business hours and payment information

Add business hours and payment information for your customer's convenience. Providing these during the sign-up process will also help enhance your listing and can help your search engine rankings.

**\* Business Hours:**

Day of the Week	Open?	Open At	Close At
Monday - Friday	<input checked="" type="checkbox"/>	8 : 00 AM <input checked="" type="radio"/> AM <input type="radio"/> PM	5 : 00 <input type="radio"/> AM <input checked="" type="radio"/> PM
Saturday	<input checked="" type="checkbox"/>	8 : 00 AM <input checked="" type="radio"/> AM <input type="radio"/> PM	5 : 00 <input type="radio"/> AM <input checked="" type="radio"/> PM
Sunday	<input checked="" type="checkbox"/>	8 : 00 AM <input checked="" type="radio"/> AM <input type="radio"/> PM	5 : 00 <input type="radio"/> AM <input checked="" type="radio"/> PM

If the above hours do not reflect your business hours, please click the "Customize" button below to expand the list above and change the days you need as required.

Check the box below and add notes to complement your business hours. Notes could include text such as "By Appointment Only" etc.

Notes

**Payment types accepted:**

- Visa       MasterCard       American Express  
 Debit       Check       Cash  
 Select All

If a payment type you accept is not listed above, please select the "other" box below and add it here. Other payment types may include: PayPal, e-money transfers etc.

Other

e-Commerce Enabled?  Yes



#### 4) Describe your business. What does your company do?

If a customer reads this will they understand your business and the products or services you offer?

If there is no description below, or the description we've gathered for you doesn't accurately describe your business, please change it below:

**Description:** \*

This description has been taken from your website for your convenience

**Telamide** Environmental Solutions produces and distributes biodegradable waste disposal products for septic system maintenance. These natural **digesters** (aerobic and anaerobic bacteria and enzymes) are applied directly from your toilet. **TELAMIDE** carries holding tank additives that eliminate odors in portable toilets. Each product is designed to keep the biological balance with nutrient rich bi-products. They enhance and maintain a suitable

#### 5) Products and Services

You can make your listing more searchable by adding some of the products and/or services you provide to your customers. Please add up to 20.

**Products:** (Please list up to 20 products and/or services your business provides its customers) These words have been taken from your website for your convenience. Feel free to add or change them.

Telamide	Environmental
holding tank cleaner	Natural
Biodegradable	Aerobic
Aerobic	Waste disposal
Enzyme	endorsed by RDA
Toilets	

[Click here to continue](#)

Congratulations! Your free listing for **Telamide** has now been registered in the ShopInCanada Directory, and you will be contacted by phone to verify the information submitted.

Your listing will not appear in our directory until you have been emailed a temporary user name and password which can be used to make changes to your listing at any time upon final approval. You can call us at 1-877-292-7467 at any time to check the status of your approval.

Click the link below to add your logo to your listing & to add a picture to represent what you sell or what you do.

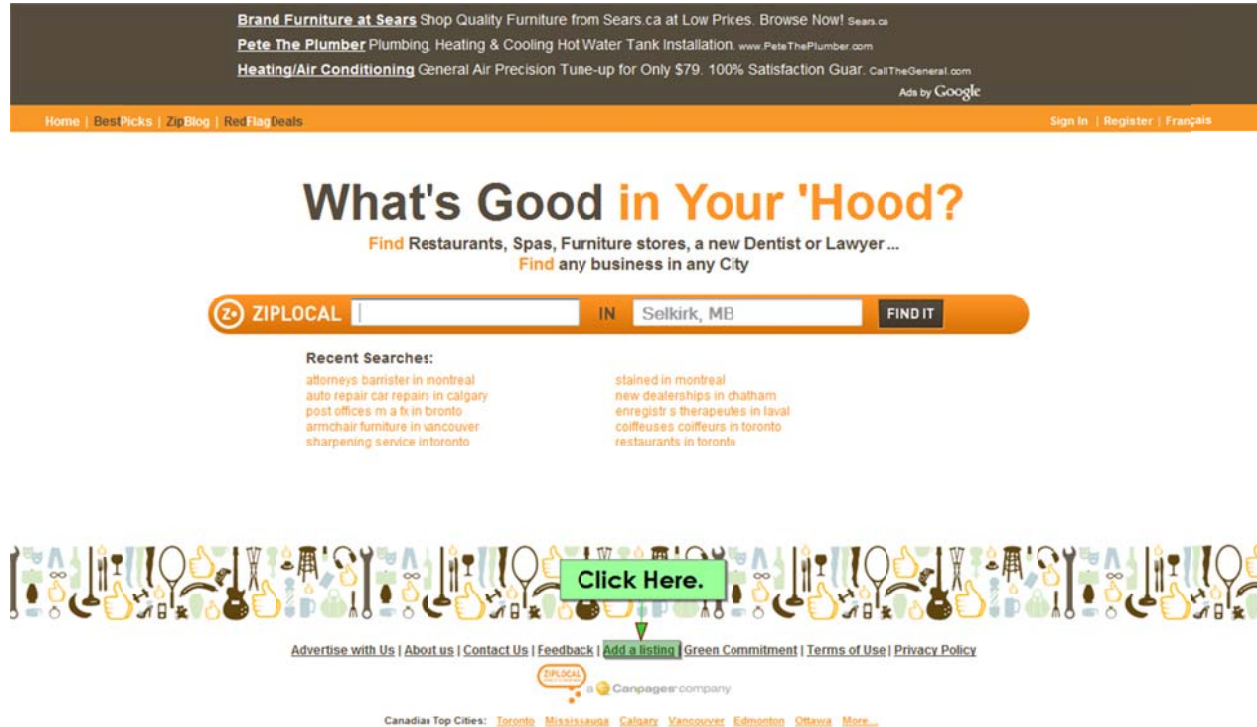
[Click here to continue](#)

[I'm done. Take me back to http://www.shopincanada.com](http://www.shopincanada.com)

# 9. ZipLocal.ca

Google PR = 5

- Complete the pop-up box.
- Good luck filling in the security code though. Didn't work for me.



Enter Business details Close or Esc Key

Company Name

Submitted By

Address

Province

City

Postal/Zip Code

Telephone

Toll Free

Fax

Email

Website

Category/Industry


Other Information

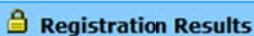
CANADA'S TOP DIRECTORIES – TECHNIQUES TO ACHIEVE HIGH RANKING LOCAL SEARCH RESULTS

# 10. CanadianBusinessDirectory.ca

- Google PR = 4



	
<p>Please fill out this form and press "Submit For Registration" button in order to add your business (add url) and to submit your company's information into our Canadian Business Directory database. Make sure you have read our <a href="#">Rules and Guidelines</a> for this free submission. We actually DO check your submission and are very strict with our rules. <a href="#">Please check first</a> whether your company is already listed in Canadian Business Directory.</p>	
<b>First Name:</b>	<input type="text"/>
<b>Last Name:</b>	<input type="text"/>
<b>Email Address:</b>	<input type="text"/>
<b>Business Name:</b>	<input type="text"/>
<b>Biz Phone#:</b>	<input type="text"/> (format: 123-456-7890)
<b>Postal Code:</b>	<input type="text"/> (format: L8L 8L8)
<b>City:</b>	<input type="text"/>
<b>Biz Address:</b>	<input type="text"/>
<b>Biz Province:</b>	Alberta ▼ (Canada ONLY)
<b>Biz Description:</b>	Submit Your Canadian Company Detailed Information... (Max 255 chars) <input type="text"/>
<b>Keywords:</b>	Enter Services, Products, Locations - comma separated... (Max 255 chars) <input type="text"/>
<b>Website URL:</b>	<input type="text"/> http://
<b>Category:</b>	<a href="#">Find</a> Select Category > Click on Find to search ▼
<b>Verification:</b>	Copy This Number [4139] into the box: <input type="text"/>
<b>YES, accept my listing and contact me when needed.</b>	
<b>Submit URL</b>	<a href="#">Submit For Registration</a>


<p>1. User Details Inserted Correctly.</p> <p>2. Company Details Inserted Correctly</p> <p>3. You are logged in, and you can <a href="#">access your account!</a></p> <p><b>We have sent your account information to the email address (info@clusterwebdesign.com) you provided.</b></p> <p><b>Thank you for registering, Canadian Business Directory Team</b></p>

# 11. CanadaDirectory.net

Google PR = 4

Click here.

or Here.



**CANADIAN LINKS**  
SEARCH - SUBMIT

**CANADIAN ARTICLES**  
READ - SUBMIT



Canada

Add Canadian Article

- For a free link at this site, you must add a link back to them on your HOME page. If you don't wish to do this, you may subscribe for \$29/year.

## Add new link

### Criteria - Free Link

- 1/ Home page link with "Canada Directory" linked back **or** directory pages with less than 50 links per page. Exceptions may be made for quality sites not ranked but with obvious link structure.
- 2/ No frames, variable links, javascript links, jump links. Link must be indexable by search engines.
- 3/ No adult, gambling, pharmacy or hate sites. Canadian sites please.
- 4/ CanadaDirectory.net does not guarantee acceptance. For faster "new site" approval please [subscribe](#) \$29/yr (reciprocal link not required - no refunds).
- 5/ No subdomains or subdirectories unless by subscription.
- 6/ Reciprocal links are spidered. "Black Hats" need not apply.

### Please use the following link information.

Title: Canada Directory  
Description: Canada directory featuring real estate, travel & tourism,business & services links of all kinds.  
URL: <http://www.canadadirectory.net>

or

Title: Search Canada  
Description: Canada directory featuring real estate, travel & tourism,business & services links of all kinds.  
URL: <http://www.canadadirectory.net>

or

Title: Canada Travel Directory  
Description: Canada directory featuring real estate, travel & tourism,business & services links of all kinds.  
URL: <http://www.canadadirectory.net>

or

Title: Canada Real Estate Directory  
Description: Canada directory featuring real estate, travel & tourism,business & services links of all kinds.  
URL: <http://www.canadadirectory.net>

### or Copy & Paste Code

```
<a href="http://www.canadadirectory.net" target="_blank">Canada Directory</a> - Canadian directory featuring real estate, travel & tourism, business & services links of all kinds.
```

### or Use Button or Banner



- You must first add the required reciprocal link to YOUR site before you complete the details below.

Name	<input type="text"/>
Email	<input type="text"/>
URL	<input type="text" value="http://"/>
Site title	<input type="text"/>
Site description	<input type="text"/>
Site category	-- Select --
Reciprocal URL	<input type="text" value="http://"/>
<input type="button" value="Add link"/>	

When entering the reciprocal URL, make sure that you add it as, for example, <http://www.clusterwebdesign.com/index.php>, where the home page at my website is index.php. Your home page link may be something like /index.html, home.html, etc.

## 12. Hotfrog Canada

(hotfrog.ca/AddYourBusiness.aspx)

Google PR = 4

The screenshot shows the HotFrog Canada website interface. At the top left is the HotFrog logo with the tagline "Your Canadian Business Directory". At the top right is a "Login" link. The main content area is divided into two columns. The left column is titled "Join HotFrog Today!" and includes a paragraph: "Over 1 million people are searching for businesses on HotFrog right now. Get onboard and get found." Below this is a section "What Do You Get?" with the text: "Your own company page which allows you to add information anytime for free." A list of benefits follows, each with a green checkmark: "Your full business contact details", "A link to your website", "Your company profile", and "Showcase your products and services". The right column is titled "Create Your Business Listing" and contains a form with the following fields: "Business name:" (text input), "Address:" (text input), "Street 2:" (text input), "Street 3:" (text input), "City:" (text input), "Province:" (dropdown menu with "Please select..." selected), and "Postcode:" (text input). A green "Next" button is located at the bottom of the form. Below the main content area is a section titled "How HotFrog Works" with four icons and corresponding text: 1. "Add your business" (two people icon) with text "Join over 35 million other businesses on HotFrog". 2. "Get found" (magnifying glass icon) with text "1 million people each month use HotFrog to find products and services". 3. "Leads delivered to you" (envelope icon) with text "By phone, email or web". 4. "Enhance your profile" (heart icon) with text "Add detailed information about your products and services". A "Learn More" link is positioned at the bottom right of this section.

## How would you like customers to contact you?

Phone number:  Add the best contact number for customers to reach you

Fax:

Business Email:

Customers will be able to email you but won't see your address.

Website:

Next

<< Back

## Add categories that describe your products and services

Descriptive categories will help customers find you on HotFrog.



[How do I choose the right categories?](#)

### Add your own categories

There is no need to add your town or area. [Find out why.](#)

### Click to add any of these suggestions

- Search Engine Marketing
- Content Management System
- Search Engine
- Search Engine Optimisation
- Web Site Design
- Online Marketing



### Your selected categories

- Cluster
- Design
- Content Management Systems
- Internet Marketing
- Joomla
- Search Engine Optimization
- Seo
- Website

Next

<< Back



## Tell customers a little about your business

Your business description should be an overview of what your business offers. Write about what your target customers really want to know and answer what questions they're likely to ask.



[See some winning examples](#)

Next

<< Back

## Enter Your Log In Details

So you can log in, update and add information to your listing in the future, please enter your email address and a password.

\* First Name:


\* Surname:

\* Job function:

\* Email address:

\* Password:   
Passwords must be at least 6 characters

\* Confirm password:   
Just to check for typos



Please enter the code above\*

By adding this listing, you're representing that you have the authority of the relevant business to do that. That representation, as well as the accuracy of the content you supply to Hotfrog, is governed by our [Terms of Use](#) which include information about some uses of your data in the [Privacy Policy](#). By clicking on the 'I accept. Add MyBusiness Now' button below, you're confirming that you've read our terms, understand them and are happy to be bound by them.

I accept. Add my business now

<< Back

- Once completed and you've confirmed your email address by way of clicking on the link you'll receive via email, go ahead and fully complete your listing by uploading photos, adding your products/services, and modifying your

description if necessary. The more you do, the better your listing will do in the search engines.

## 13. N49.ca

Google PR = 4

home | browse categories | write a review | business owners | log out | clusterwebde.n49.ca

**n49.ca**  
READ | WRITE | RATE

BETA

what  where  SEARCH >

search by:  category  business name region, city or postal code

**Click here.**

**TOP CITIES**  
Abbotsford • Barrie • Calgary • Edmonton • Guelph • Halifax • Hamilton • Kelowna • Kingston • Kitchener • London • Moncton • Montreal • Niagara Falls • Oshawa • Ottawa • Quebec City • Regina • Saskatoon • Sherbrooke • St Catharines • St John's • Sudbury • Thunder Bay • Toronto • Vancouver • Victoria • Windsor • Winnipeg

**WHAT IS N49**  
PLAY VIDEO 1/14

**ADD A BIZ**  
**OWN A BUSINESS?**  
create your **FREE** business listing  
ADD YOUR BUSINESS NOW >

- Check your business name first.

### CHECK BUSINESS NAME

Enter business name <input type="text"/> required	City, Region or Postal Code <input type="text"/> optional	CHECK >
---	---	---------

CHECK BUSINESS NAME > BUSINESS DETAILS > CHOOSE CATEGORY > FINISH

**NO BUSINESSES FOUND**

PLEASE CLICK THE LINK TO ADD THIS COMPANY TO OUR DIRECTORY:  ADD THIS BUSINESS >

CHECK BUSINESS NAME > BUSINESS DETAILS > CHOOSE CATEGORY > FINISH

### DEFINE BUSINESS DETAILS

business name:

**ADDRESS:**

Street Address:

Suite #, other:

Postal Code:

\* Province:

\* City:

Neighbourhood:

Company Email:

Phone:

Toll Free Phone:

Fax:

Company Website:

**SHORT DESCRIPTION**

*You have only 300 characters left for this sentence only brief description.*

**YOUR BUSINESS?**  YES  NO  
(if you are the owner or a representative of this business)

**CONTACT PERSON:**

contact name:

contact phone:

contact email:

**CONTINUE >**

- In the short description, please be sure to include any keywords and keyword phrases that potential customers might enter into a search engine.

CHECK BUSINESS NAME > BUSINESS DETAILS > CHOOSE CATEGORY > FINISH

Please select the main category for this business. Choose the category that best describes your product or services. You will be able to add additional listings in more categories if applicable.

### CHOOSE THE CATEGORY FOR THIS LISTING:

**1 MAIN CATEGORY**

- Arts and Entertainment
- Automotive
- Business to Business
- Computers and Electronics
- Construction and Engineers
- Education and Employment
- Family and Community
- Food and Dining
- Health and Personal Care
- Home and Garden
- Legal and Financial Services
- Other
- Real Estate and Rentals
- Shopping and Specialty Stores
- Sports and Recreation
- Travel and Transportation
- Weddings and Events

**2 SUBCATEGORY**

**3 BUSINESS TYPE**

**SEARCH FOR A CATEGORY** (by name or keyword)

**SEARCH >**

**FINISH >**

- Once you select your main category, the subcategory list will automatically populate. Select the subcategory which best matches your business. If you cannot find your main category, use the search box.




- Further modify your listing using the next screen.

## 14. Zipleaf.ca

Google Rank = 4

[Click Here.](#)

[Home](#) [Links](#) [News](#) [Web](#) [Jobs](#) [Hotels](#)
[Add Your Business](#) [Login](#) [About ZipLeaf](#) [Feedback](#)



Search over 235,000 company profiles in *Canada*:

Search:  businesses  the web  jobs

ZipLeaf is one of Canada's largest online business directories offering an easy way for consumers to find a local company anywhere in the country. Our new search engine scans through thousands of business profiles matching your keywords against their details, all within a fraction of a second. Go ahead, try it out!

### Listing Manager - Add Your Business



#### Is Your Business Listed on ZipLeaf?

If not, you're missing out on 100% FREE advertising that reaches tons of Canada visitors at the most critical point - when they are researching or locating a new company to fulfill their service requirements.

Get listed and get noticed on the ZipLeaf Network, which provides free business exposure that converts our traffic into your clients. It's fast and free to list your business. Your business profile details include the ability to list your products and services, press releases, company descriptions and much more!

**Click Here.**

**Submit your listing right now!**  
Only takes a about 2 minutes, click the button below to get started.

#### What is ZipLeaf?

- ▶ [Learn more](#)
- ▶ [Contact customer service for more info](#)

#### Business Chains/franchises

Contact customer service to learn how our multiple business management interface can save you time on managing 2+ business listings.

#### Manage Your Listing

- ▶ [Update your listing](#)
- ▶ [Password recovery](#)

1. Free listings do not guarantee any performance increase in your business activities, it is a free service therefore we can not guarantee results.
2. Retail chain's and franchises can use a customized version of our listing manager designed to allow for easy maintenance of multiple listings.
3. Business listing accounts are limited to 1 per email address.

### Step 1: Create An Account

We only allow **actual** businesses to be listed in our directories. All listings we deem to be not real businesses offering services/products will be removed without notice. Every listing submitted is manually reviewed to ensure its not spam. Listings that are basically promoting personal websites, other directories, classifieds, etc will be removed.

**Listings that will be removed without any notification:**

- multiple listings for the same company or listings for the same parent company with different addresses (such as retail chains, if your business has many separate address please contact us for options)
- companies that sell any kind of sexual related service
- companies that sell any kind of drug related products/services (including natural or herbal pills)
- gambling related companies
- companies promoting any sort of illegal activity

We manually check every new listing and every updated listing several times daily. If you have any questions please contact customer service.

Canada \*

Your Name: \*

Email Address: \*

Password: \*

Confirm Password (retype): \*

Please Type In the Numbers You See In The Image:  
92456 \*

[Next Step](#) The fields marked with \* are mandatory.

Create Your free Listing

- [Login Details](#)
- [Company Details](#)
- [Address & Locations](#)
- [Company Description](#)
- [Specify Products & Services](#)
- [Review & Submit](#)

- You have to create an account first.

## Step 2: Enter Your Company Details

If you leave the 'Company Email Address' field blank, you will not receive emails from visitors through ZipLeaf.

Step 1 Completed.

Company Name:  \*

Company Email Address:

*Please avoid using Hotmail email addresses as emails are sometimes not delivered.*

Phone Number:

Fax Number:

Company Website Address:

Twitter Website Address:

Facebook Website Address:

[Next Step](#) The fields marked with \* are mandatory.

### Create Your Free Listing

- [Login Details](#)
- [Company Details](#)
- [Address & Locations](#)
- [Company Description](#)
- [Specify Products & Services](#)
- [Review & Submit](#)
- [Delete & Start Over](#)

### Step 3: Set Your Address & Location

Be sure to click the 'Change Mapped Location' to map out your business address.

Step 2 Completed.

Address: \*

Address Line 2:

Address Line 3:

City: \*

State: Alberta \*

Country: Canada \*

Zip/Postal Code

You have not yet set a mapped location for your business. [Set Mapped Location](#)

[Next Step](#) The fields marked with \* are mandatory.

#### Create Your Free Listing

- [Login Details](#)
- [Company Details](#)
- [Address & Locations](#)
- [Company Description](#)
- [Specify Products & Services](#)
- [Review & Submit](#)
- [Delete & Start Over](#)

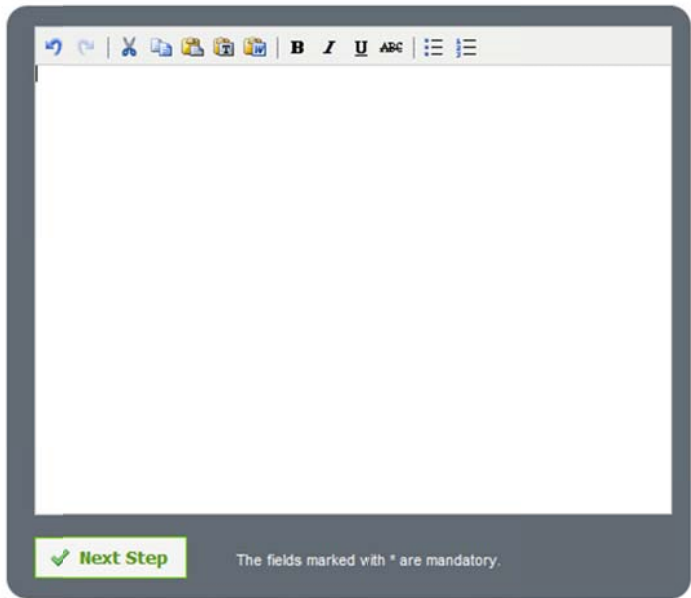


### Step 4: Enter Company Description

Write a detailed in depth description about your company. The better the quality of your description the more likely visitors may contact you or visit your website.

If you are copying text from a Microsoft Word document, Adobe PDF, or a webpage, please click and paste the text in there. If you don't do this your listing page might not look very nice.

**Step 3 Completed.**



#### Create Your Free Listing

- [Login Details](#)
- [Company Details](#)
- [Address & Locations](#)
- [Company Description](#)
- [Specify Products & Services](#)
- [Review & Submit](#)
- [Delete & Start Over](#)

### Step 5: Specify Products & Services

Adding products and service keywords will enhance your listings appearance both throughout our site and other search engines. Pick meaningful keywords that describe exactly what your company does.

Step 4 Completed.

**Add Keywords**

Please enter one or two words max for each keyword:

**Suggested Keywords**

<input checked="" type="checkbox"/> Stores	<input checked="" type="checkbox"/> Merchandise
<input checked="" type="checkbox"/> Dynamics	<input checked="" type="checkbox"/> Aerospace
<input checked="" type="checkbox"/> Motor	<input checked="" type="checkbox"/> Vehicles
<input checked="" type="checkbox"/> Parts	<input checked="" type="checkbox"/> Motors
<input checked="" type="checkbox"/> Insurance	<input checked="" type="checkbox"/> Liability

**Your Keywords**

General

The fields marked with \* are mandatory.

#### Create Your Free Listing

- [Login Details](#)
- [Company Details](#)
- [Address & Locations](#)
- [Company Description](#)
- [Specify Products & Services](#)
- [Review & Submit](#)
- [Delete & Start Over](#)

### Final Step: Review Your Business Details

Please review the information below to ensure it is correct before adding your business to our site. If you have to make changes, please click the links in the right menu. Remember, you can add your logo and pictures once you create your listing.

Click the 'Create My Account & Listing' button in the right column after you review your info.

Step 5 Completed.

#### Account Login Details

Name:  
Email:  
Pass:

---

#### Company Details

Company Name:  
Phone:  
Fax:  
Email:  
Web:  
Twitter:  
Facebook:

---

#### Address

Address:  
Address:  
Address:  
City:  
State:  
Country:  
Zip:

---

#### Products & Services

Web Design, SEO, social media, Facebook, Joomla, WordPress, Web hosting, SEO/SEM

[Create My Account & Listing](#)

Need to make changes?

- [Login Details](#)
- [Company Details](#)
- [Address & Locations](#)
- [Company Description](#)
- [Specify Products & Services](#)
- [Review & Submit](#)
- [Delete & Start Over](#)

# 15. CanadianWebDirectory.ca

Google PR = 3

The screenshot shows the homepage of CanadianWebDirectory.ca. At the top left is the logo "CANADIAN WEB DIRECTORY". To the right is a search bar with a "Search" button and a green callout box saying "Click Here." pointing to the search bar. Below the logo are navigation tabs for "HOME", "LATEST", and "TOP LINKS", and a "SUBMIT" button. The main content area is titled "Canada's Best Internet Directory" and contains a section "100% Canadian Content Website Directory" with a welcome message and instructions on how to submit a website. Below this is a "Canadian Website Directory" section with "Canada Wide" and "Regional" categories. At the bottom left is a "Featured" section for "Accord Financial Inc." with a "Ads by Google" label. On the right side, there are two advertisement boxes: one for "Largest SR&ED Claims" and "Canada Cash Advances", and another for "NamesPRO.ca" offering a \$1 discount on domain registrations with the code "SAVEDOTCA". At the bottom right is a "Webmaster Stuff" section listing various tools and services.

CANADA'S TOP DIRECTORIES – TECHNIQUES TO ACHIEVE HIGH RANKING LOCAL SEARCH RESULTS

**Pricing:**

Featured links \$7

Regular links free

Regular links with reciprocal free

\*Title:

\*URL:

Description:

\*Your Name:

\*Your Email:


\*Category:

Reciprocal Link URL:

To validate the reciprocal link please include the following HTML code in the page at the URL specified above, before submitting this form:

```
<a href="http://www.canadianwebdirectory.ca/">Canadian Website
```

This helps prevent automated registrations.

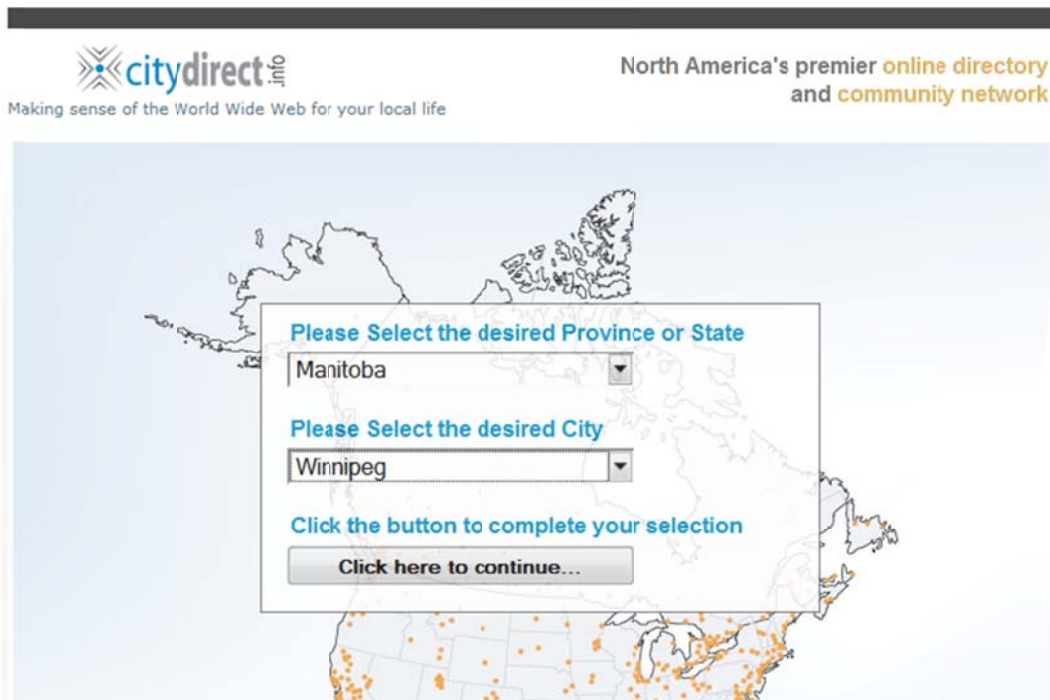
\*Enter the code shown: 

- If you choose "Regular links with reciprocal", make sure to add the reciprocal link url as specified. Otherwise, disregard that part of the form.
- With regard to your description, make ABSOLUTELY SURE that it is 3 full, meaningful sentences, all 100% original. Don't just copy something from your website and paste it here. It must be absolutely unique.

# 16. CityDirect.info

Google PR = 3

- Scroll right down to the bottom of the page till you reach this box. It's just about at the bottom of the page.
- Adding your business to this directory may take you up to 30 minutes as there are about 15 screens to go through. Just an FYI.




CANADA'S TOP DIRECTORIES – TECHNIQUES TO ACHIEVE HIGH RANKING LOCAL SEARCH RESULTS

- Choose your Province and City from the drop-down lists. If your city is not listed, pick the closest major city to you. You will be able to change it later.

The screenshot shows the WinnipegDirect.info website. At the top, there are navigation links: Weather, home, local search, member pages, directory, local maps, channels, web. Below this is a search bar with the text 'Search: Enter a Keyword' and 'In: Winnipeg, MB'. There are also links for 'Tell friends about us' and 'Newsletter'. The main heading is 'Suggest a Winnipeg organization to be added to WinnipegDirect.info'. A green callout box points to this heading with the text 'This is most likely what you want to click on.' Below the heading, there is a section titled 'PLEASE SUGGEST THE ADDITION OF A WINNIPEG ORGANIZATION TO WINNIPEGDIRECT.INFO'. This section is divided into two parts: 'Is the listing for your organization?' and 'If "Yes", come this way... Improve your presence on WinnipegDirect.info. Attract more local customers. Keep the customers you have.' Below this is a button that says 'Click here to add a free Basic Listing (and Basic Profile) for your organization.' The second part is 'If "No", that's ok too; come this way ... Please help us ensure WinnipegDirect.info is as comprehensive as it can be by suggesting an organization.' Below this is a button that says 'Click here to suggest an organization to be added to WinnipegDirect.info'.

- Because I chose Manitoba and Winnipeg, the listing I'm going to add will go directly into winniepegdirect.info. If you are in a different province, yours will be different.



Making sense of the World Wide Web for your local life

"Your Direct Connection to WinnipegDirect.info" **BETA**

### Your CityDirect.info Account

New and improved sign up process! [Comments](#) or [suggestions](#).


#### Sign Up

**First Name:**

**Last Name:**

**E-mail:**   
Eg. username@winnipegdirect.info

**Password:**   
Must be at least 5 characters.

**Captcha:**    
Type the letters from the image above (case sensitive).

#### Sign In

**Username:**   
Eg. username@winnipegdirect.info

**Password:**   
Lost Password? [Click Here](#)

- First, you must create your account.

**Welcome to your CityDirect.info Account!**

**Next we must add your organization / location to your account.**

- Click on "Find your Organization"



**We might already have some information about your organization.**  
**Lets start by searching for your organization by telephone number...**

**Phone Number:**

- Type in your phone number as XXX-XXX-XXXX

**Search for Organization by Name**

**We were unable to find a match by telephone, try searching by the organization's name**

**Organization name:**

**City / town name:**

**State / province:**

- Presumably, your company won't be found so you'll need to now check it by the company name and location.

### **Search for Organization**

**Sorry! We were unable to find your organization.**

**But don't worry, we can create it!**

- Click on "Create It!"

**Identification / Branding**  
Help yourself get found

Trade name of organization:  \* required

Slogan / motto / tagline:

Established since:

< Back   Next >   Finish

**Contact Information**  
Help people contact you

Primary Contact Name:  \* required  
 Make Private

E-mail address:  \* required  
 Eg user@domain.com  Make Private

Telephone number:  Ext  \* required  
 Eg +1 555 555 5555  Make Private

Toll-free number:  Ext   
 Eg +1 555 555 5555

Mobile phone number:   
 Eg +1 555 555 5555  Make Private

Fax number:   
 Eg +1 555 555 5555  Make Private

Website:   
 Eg http://www.website.com  Make Private

< Back   Next >   Finish

- Take note of what you can “Make Private” and set them according to your wishes. You can change this later if you want.

## Location Information

Help people find you

Street address:

\* required

Make Private

Location:

\* required

Make Private

Zip / postal code:

\* required

Make Private

Neighborhood:

Make Private

Closest major intersection:

Closest transit stop:

< Back

Next >

Finish

## Hours

Hours of Operation

Day

Open

Close

Sunday

hr 00 am

hr 00 pm

Monday

hr 00 am

hr 00 pm

Tuesday

hr 00 am

hr 00 pm

Wednesday

hr 00 am

hr 00 pm

Thursday

hr 00 am

hr 00 pm

Friday

hr 00 am

hr 00 pm

Saturday

hr 00 am

hr 00 pm

Appointments available outside of regular hours

< Back

Next >

Finish

**Payment**

<b>Payment Methods</b>		<b>Currencies Accepted</b>	<b>Discounts</b>
<input type="checkbox"/> Cash:	<input type="checkbox"/> Interac / Debit:	<input type="checkbox"/> AUD \$:	<input type="checkbox"/> Children:
<input type="checkbox"/> Certified Cheque:	<input type="checkbox"/> Money Order:	<input type="checkbox"/> CAD \$:	<input type="checkbox"/> Seniors:
<input type="checkbox"/> Traveller's Cheque:	<input type="checkbox"/> Cheque:	<input type="checkbox"/> EURO €:	<input type="checkbox"/> Students:
<input type="checkbox"/> American Express:	<input type="checkbox"/> Diners Club:	<input type="checkbox"/> GBP £:	<input type="checkbox"/> Military:
<input type="checkbox"/> Discover:	<input type="checkbox"/> Enroute:	<input type="checkbox"/> NZD \$:	<input type="checkbox"/> Teachers:
<input type="checkbox"/> Mastercard:	<input type="checkbox"/> Visa:	<input type="checkbox"/> USD \$:	<input type="checkbox"/> Groups:
<input type="checkbox"/> Paypal:	<input type="checkbox"/> Gift Card / Certificate:		
<input type="checkbox"/> Financing:	<input type="checkbox"/> Barter:		
<input type="checkbox"/> Electronic Funds Transfer:			

< Back   Next >   Finish

**Offerings**

**Specialties**

A comma separated list of keywords. Eg. Club Sandwich, Soup, Cold Drinks

**Brands Carried**

A comma separated list of keywords. Eg. Coke, Dr. Pepper, Budweiser

**Products Offered**

A comma separated list of keywords. Eg. Sandwiches, Pasta, Soup

**Services Offered**

A comma separated list of keywords. Eg. Catering, Banquets

< Back   Next >   Finish

- Make sure that you use your top keywords and keyword phrases in the above section.

**Language**

**Languages Spoken**

<input type="checkbox"/> Chinese:	<input type="checkbox"/> English:	<input type="checkbox"/> French:	<input type="checkbox"/> German:
<input type="checkbox"/> Hebrew:	<input type="checkbox"/> Hindi:	<input type="checkbox"/> Indonesian:	<input type="checkbox"/> Italian:
<input type="checkbox"/> Japanese:	<input type="checkbox"/> Latin:	<input type="checkbox"/> Punjabi:	<input type="checkbox"/> Thai:

[+ Expand more...](#)

- Use the "+ Expand more..." if your language isn't listed here.

**Other**  
**Other Details**

Number of Employees:

Annual Sales:

Account Manager Code:

Use if given a code by an account manager

**Directory Placement**  
**Categorize your organization location and get found more easily (Add up to 5!)**

Select a section, then category, then subcategory. Click "Add" to list yourself under that subcategory. You may add up to 5 listings.

Business to Business

Office Equipment & Furniture

Office Equipment

**Current Listings (We require you add at least 1 listing here):**

- This screen starts off with the top (Section) of 3 lines. Choose your Section first, followed by your Subcategories. Be sure to click on "+ Add this" once you're done. You may add up to 5 categories. *Use them all if you can.*

Thank You!

You have successfully added **Local Marketing at 100% Road 100** to your account.

	Basic	Enhanced
Start Page	1	<a href="#">Enhance</a>
Profile Page	1	<a href="#">Enhance</a>
Directory Listings	1 ( <a href="#">Add</a> up to 5)	0 ( <a href="#">Enhance</a> Unlimited)
Videos	0 ( <a href="#">Add</a> 1)	0 ( <a href="#">Add</a> Unlimited)
Twitter	<a href="#">Add</a>	<a href="#">Enhance</a>

[Continue to Account Summary](#)

## 17. LookUpCanada.ca

Google PR = 3

- cofars.ca – post an ad for free (no hyperlinks)

Get Listed. Be Found. LookUp!

**look up** canada™ Canada's Local Source For Search.

enter keywords... Search ▶

**Click Here.**

- ▶ **Support**  
Need assistance? Our team will find the perfect solution for your needs!
- ▶ **Advertise**  
Reach your perfect customer with targeted online advertising tools
- ▶ **Other Services**  
Increase your web presence while lowering your marketing expenses.
- ▶ **Add Website**  
Submit your website for free! List with Canada's #1 Network.

CANADA'S TOP DIRECTORIES – TECHNIQUES TO ACHIEVE HIGH RANKING LOCAL SEARCH RESULTS

Click on "Add My Site" and then type in your website's URL

**Website Listings**

**A revolutionary way for Canadian Businesses to market online.**

It's free and only takes a few seconds to add your website to the LookUp Canada National Search Network. Built exclusively to link Canadian consumers to Canadian businesses. Join our local online marketing revolution today.

[Learn More](#)

**Get On The Map!**  
Be sure to let your target audience know where you're located with "Local Priority".

Add your URL free to our search engine database. Learn more about having a Local Priority Map Listing along the way.

[Add My Site](#)

**Website Listings**

- [Flower Delivery Toronto - Toronto Florist - Gift Baskets](#)  
Same day delivery for flowers and gift baskets to Toronto Ontario Canada. Easy online ordering or call us toll free. Cho...  
... Flower Delivery Toronto, Ontario- Toronto ... Flower Delivery Toronto, Ontario- Toronto ...  
URL: <http://www.flowersfortoronto.com/>
- [Toronto Florists - Toronto ON Flowers Delivery - Ginger Flower S...](#)  
Ginger Flower Studio, your local Toronto florist, delivers fresh flowers throughout the Toronto, ON area. Ginger Flower S...  
... Fowers] Wedding] Toronto Flowers Home] ... HOME ABOUT US ABOUT FLOWERS MY ACCOUNT HELP ...  
URL: <http://www.bloomingdaleflorist.ca/>
- [Online Toronto Florist - Toronto Flower delivery service](#)  
Online Toronto Florist 1-877-883-GIFT - 100% of our sales go to charity. Pay NO Tax - All Inclusive Prices. Send flowers ...  
... Toronto Florist, Toronto Gift Baskets, ... Toronto Florist, Toronto Gift Baskets, Toronto Florist ...

**Business Information Form**

URL:

Business Name:

Email:


Confirm Email:

Phone:

[Submit My Free Website Listing](#)

CANADA'S TOP DIRECTORIES – TECHNIQUES TO ACHIEVE HIGH RANKING LOCAL SEARCH RESULTS

## Create an Account

 The 'Phone Number' field is required.

### Complete the fields below.

Enter your email address and password to create your account.

* Email Address:	<input type="text"/>
* Password:	<input type="password"/>
* Confirm Password:	<input type="password"/>
Website URL:	<input type="text"/>
Type of Website:	-- Please Select -- <input type="button" value="v"/>
Category Type:	-- Please Select -- <input type="button" value="v"/>
Business Name:	<input type="text"/>
Advertising Type:	Please select one of the following opt <input type="button" value="v"/>
Tell us about your project:	<input type="text"/>
Project Type:	Please select one of the following opt <input type="button" value="v"/>

### Billing Details

Enter the name and address you'd like us to ship your order to.

* First Name:	<input type="text" value="First Name"/>
* Last Name:	<input type="text" value="Last Name"/>
* Company Name:	<input type="text" value="company"/>
* Phone Number:	<input type="text"/>
* Address Line 1:	<input type="text" value="addr1"/>
Address Line 2:	<input type="text" value="addr2"/>
* Suburb/City:	<input type="text" value="city"/>
* Country:	Canada <input type="button" value="v"/>
* State/Province:	Choose a State <input type="button" value="v"/>
* Zip/Postcode:	a1a1a1

[Create My Account >](#)

- Free Online Business Listings
- Create and Manage Online Text Ads
- Easy Online Account Management

## Your Account Has Been Created

Thank you for creating your account at LookUpCanada.ca. Your account details have been emailed to [heather@clusterwebdesign.com](mailto:heather@clusterwebdesign.com).

[Store Home](#)

- Free Online Business Listing
- Create and Manage Online Text Ads
- Easy Online Account Management

[Continue To My Account >](#)

CANADA'S TOP DIRECTORIES – TECHNIQUES TO ACHIEVE HIGH RANKING LOCAL SEARCH RESULTS



# 18. CdnPages.ca

Google PR = 2

**CdnPages.ca**<sup>™</sup>

Click Here.

Add Free Listing

Login | 


Find a Business

Find By  Keywords  Business Name


Location

eg: Restaurant, Pizza, Hospital, Lawyer

eg: Toronto ON, Vancouver BC

 Search Options

[Address](#) [Category](#) [City](#) [Phone](#) [Distance](#) [Drive Direction](#) [Map Search](#) <sup>New</sup>

 Add Free Listing



# Local Internet Marketing

Today, more than ever, potential customers are searching **the web** for YOUR local products and services. We're all familiar with that old adage of "**location, location, location.**" Well, these days, it has a far broader meaning as now it applies to your internet presence as well!

Brick and mortar businesses not looking to sell their products and/or services to people hundreds or even thousands of kilometers/miles away now need to market locally – on the Internet. As such, businesses adding **local marketing tactics** to their existing search engine optimization, search engine marketing and social media marketing strategies are now finding more success as customers will find those businesses in local internet searches.



Do some research on the statistics on how many people will conduct online research before calling or walking into a business and making a purchase. The statistics are staggering and growing!

We understand that small businesses must be feeling somewhat overwhelmed by the magnitude of online marketing expectations. It was once thought that all a business had to do was simply build a website. However, now, small businesses are told – correctly – that their "off-line" marketing strategies are simply not enough.

Success is certain to follow for your local online advertising campaign with the assistance of Cluster Web Design!

Cluster Web Design offers four **Local Search Marketing Packages** to meet any marketing budget. The right package is determined by the needs of your business. Choose the option that is best for you and watch your sales and traffic build.

Because some major local directories are country-specific (i.e. Yahoo! Local only allows US companies to add their listing) the following services are broken down by country out of necessity.

LOCAL MARKETING		
PACKAGE	DESCRIPTION	PRICE
Local Essential 5 Pack – 	Get listed in the top 5 online directories.	<b>\$57</b>
Local Power 8 Pack – 	Get listed in the top 8 online directories.	<b>\$97</b>
Local Extreme 15 Pack – 	Get listed in the top 10 directories plus the 5 top directories within your business class.	<b>\$127</b>
Local Ultimate 25 Pack – 	Get listed in the top 15 directories plus the 10 top directories within your business class.	<b>\$157</b>

Note: All packages include Google Local (Google Maps) and Google's DMOZ directory. All US packages also include Yahoo! Local and Bing Local. Acceptance into any directory is not guaranteed. A submission will be made to any directory up to 3 times.

## [Click Here to Order Now!](#)

CANADA'S TOP DIRECTORIES – TECHNIQUES TO ACHIEVE HIGH RANKING LOCAL SEARCH RESULTS

LOCAL MARKETING + SEARCH ENGINE OPTIMIZATION + SOCIAL MEDIA MARKETING					
DESCRIPTION	BASIC	BRONZE	SILVER	GOLD	
	6 MONTH TERM				
	\$500/MONTH	\$1,000/MONTH	\$2,500/MONTH	\$5,000/MONTH	
MONTH 1	Local keyword analysis - local search engine marketing keywords including competition analysis	5	10	25	50
	Setup of Google Analytics	X	X	X	X
	Google Webmaster Tools	X	X	X	X
	Yahoo Webmaster Tools (US Only)	X	X	X	X
	Bing Webmaster Tools (US Only)	X	X	X	X
	Full on-page optimization of home page plus additional pages (Title tags, ALT Image Tags, Descriptions, keywords on page)	5 pgs	10 pgs	25 pgs	50 pgs
MONTH 2	XML Sitemap creation and submission to major search engines	X	X	X	X
	Submit and / or optimize business listings in Google Places (Google Maps), Yahoo! Local (US only) & Bing Local (US only)	X	X	X	X
	Submit and / or optimize business listings in local directories	5	10	15	20
MONTH 3	Create and / or Optimize Social Media profiles (such as Facebook, YouTube, Twitter, LinkedIn, Myspace, Tumblr)	3	6	15	30
	Create unique articles to be published on your website designed to attract links.	3	6	15	30
MONTH 4,5,6	Article Submissions – one article will be submitted to 50 article directories	1 article on 25 sites	1 article on 50 sites	3 article on 150 sites	3 article on 300 sites
	Organic link building –Original Relevant Content Posts on Blogs w/ Embedded Links	10	20	50	100

[Click Here to Order Now!](#)

CANADA'S TOP DIRECTORIES – TECHNIQUES TO ACHIEVE HIGH RANKING LOCAL SEARCH RESULTS

Stay tuned for more eBooks by Cluster Web Design!

Coming soon are:

USA'S TOP DIRECTORIES

MAKING MONEY WITH YOUR SERVICE-BASED WEBSITE

CREATING LINK WHEELS

GROWING YOUR EMAIL MARKETING LIST

... plus more

This eBook prepared by <http://www.clusterwebdesign.com/local-search-marketing.html>

