

5 REASONS YOU SHOULD JOIN A DIRECTORY

DIRECT TRAFFIC

The main reason for joining a directory is for direct traffic. This means a relevant directory's website visitors can find your business and thus send leads or customers to your site, and help you worry less about site traffic generation.

STATIC COST

Unlike most digital advertising formats, with directories, you don't pay per impression or click. It is static cost so even when the site's metrics improve, your cost stays the same (as long as advertising costs stay the same).

IN GOOD COMPANY

Direct traffic comes from your listing, but when a website you are listed on ranks highly for a relevant search term, and your business also appears on that page, you can also see some indirect traffic as well.

BRAND AWARENESS

With approximately 50% (Confetti Fair 2018 survey) of party planners starting their supplier search on Google and directories, having your brand on a few of these sites will help audiences cement awareness of your product and offering.

POPULAR BY ASSOCIATION

Google loves links (known as backlinks in SEO). It loves them so much, that when you're listed on a high ranking site, your own sites' ranking improves too.

DID YOU KNOW?

You can list in the world's biggest directory for free. Google! Make sure you add your biz to *Google My Business* so you can leverage the power of search engine optimisation for free.

Recommendations

List in as many directories you can, including local ones. Keep your details up to date. You'll find many that are low cost especially if they don't offer the bells and whistles of the larger sites.

