



eBC
eBUSINESS
CONNECTION

Being Found Online

A guide to getting listed in important online directories

How do you find the contact information for a business? You used to look in the phone book. Now that information is much more easily accessed on the internet, complete with company logos, descriptions, and even driving directions. It's no wonder that consumers use these resources for finding what they need.

YellowPages.ca

Almost every company in Canada is listed in the Yellow Pages – and therefore YellowPages.ca – when they purchase a business telephone plan. This does not mean, however, that this information is necessarily correct or complete. This guide will help you maintain updated information in the most important online business directories.

The following is a quote from the YellowPages.ca website:

“YellowPages.ca and Canada411.ca are the directory source for several online business and wireless partners, including **Google™**, **Sympatico.MSN.ca™**, **AOL.ca™**, **Netscape.com**, **Bell Mobility**, **Canada.com™**, **Cyberpresse.ca**, **Fido™** (Microcell®), **Globeandmail.com™**, **NationalPost.com™**, **Telus Mobility™**.

Over 20 million¹ Canadians use the Internet, and of those, 36%¹ access the Yellow Pages Group's sites.”

To ensure you are listed properly go to www.yellowpages.ca and search for your business. If you don't show up, go to the bottom of the page and click on the “[Add Your Listing](#)” link. If there is an error in your company information or you want to add information to your listing, click on the “[Report an Error](#)” link at the bottom of the page.

Now people can find your business online.

YellowPages.ca™

Find a Business in Canada

Keyword(s) or Business Name* Location*

Find

e.g. 888's Flowers, Tulips, Florists, 416-412-5929 e.g. Toronto, H2L 3K5, CN Tower

*Required fields

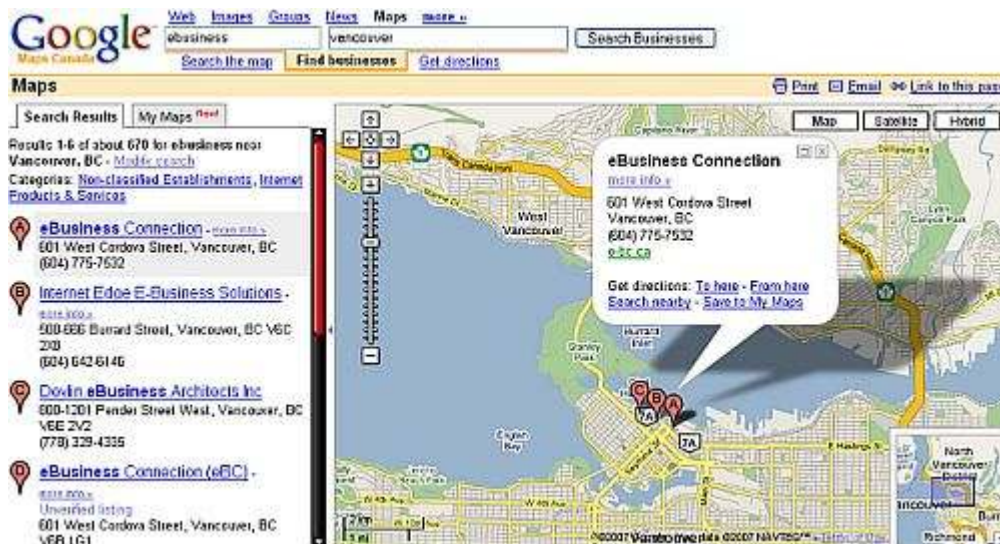
Other Searches

- by Phone No.
- by Address
- by Proximity
- by Category
- by Province/National
- Find A Person

Google Maps

Google Maps is one of the most popular online tools for finding local businesses. Google uses the Yellow Pages database to list companies but there are additional features that you will want to update to your listing here.

Go to <http://maps.google.ca> and find “Business Owners: [Add/Edit Your Business](#)”. You will need to create a free google account if you don’t already have one, and once you do that you can update your listing with google – including logos and company descriptions – and confirm your listing is correct. This information will not only be available within Google Maps but throughout the entire Google network.



Other Directories

There are a lot of private online directories out there, and often you have to pay to be listed. Some of these are more legitimate than others.

Often directories are industry specific. Knowing the readership of these listings is an important factor in determining if you want to list your business there. Many online directories are just randomly generated advertisement lists that have very limited use to internet users and are a waste of time and money for everyone.

What it comes down to is, do your research when advertising/listing your company online to make sure that your business will profit and not suffer from these services.