

# 369 COLLECTIVE

## Top 10 website directories that all New Zealand businesses should be listed on!

### 1. Google My Business

This is probably the most important listing you need! **Google My Business** gives your business visibility on Google Maps and Google search in your local geographic area. Your listing includes contact details, directions, photos and shows online reviews. **You also post and create offers like social media.**

### 2. Yellow

With a free Yellow Profile, you can give potential customers everything they need to know about your business. Yellow lists over 70,000 New Zealand businesses and is a trusted source when it comes to business details. **A bonus of Yellow Profiles is that they can also rank highly in Google searches.**

### 3. Neighbourly

Neighbourly is a local search directory that helps connect local people with local businesses all across New Zealand. Customers can search for your business by name or by industry.

### 4. Hotfrog

Hotfrog is an internationally recognised directory, **existing in over 40 countries. This makes it more authoritative in search engines, as it is a globally trusted brand.**

## 5. Yelp

Yelp is another international directory with a New Zealand specific site. Founded in 2004, Yelp now has an average of approximately **138 million monthly unique visitors per quarter** and has collected over **61 million reviews to date**, it is extremely popular with hospitality businesses.

## 6. Finda

Finda is a New Zealand local business directory with thousands of kiwi business listings. A free listing lets businesses display contact details, photos, description, website and social media links.

## 7. Eventfinda

Eventfinda is the go to guide to all events in New Zealand. If your business holds any type of events, classes, courses or training it is worthwhile setting up a free Eventfinda business profile and listing for each event you run.

## 8. Chamber Of Commerce

Listing with your local Chamber of Commerce can help you be found online and network with existing businesses. You are also added to a nationwide database of businesses.

## 9. Industry Specific Directories

It is important to look for online directories specific to your industry. As an example start with your local tourism destination website like [rotoruanz.com](http://rotoruanz.com) and find out if your business can be listed. Other major tourism sites like TripAdvisor, [newzealand.com](http://newzealand.com) and [menus.co.nz](http://menus.co.nz) are great for tourism and hospitality businesses.

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## 10. Social Media Platforms

Don't underestimate the power of your social media platforms when link building! A popular Facebook Page, Instagram or LinkedIn profile can rank highly in a Google search and provide valuable links back to your website. Start with the most popular platforms like Facebook, Instagram, LinkedIn, Pinterest & Twitter. However, remember to only use those that are right fit for your business and that you can manage and update on a regular basis

The key is to look for websites that are authoritative in search engines (good ranking), and also provide the option to add New Zealand specific listings. The age of the domain is also important.

To learn more contact Venessa

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