

# Get Listed Online Information Checklist

As a business owner, you have some control over what consumers see online about your business. Use this checklist to organize your information and claim your listings on search engines and specialty sites so that when potential customers are looking for your business or type of business they will find you.

## Step 1 – Gather Information

Complete your information below as you would like it to appear online.

Business Name

Business Employer Identification Number

Address

City, State, Zip

Business Phone

*Main phone number for this listing*

Business Owner Name

*Optional, but recommended*

Number of Locations

*Optional, but recommended*

Website or Social Media Page

*Optional, but recommended*

Tag Line

*Optional, but recommended*

Business Category

*Optional, but recommended*

Business Description (maximum 100 words)

*Optional, but recommended*

**Have a logo or photo of your business?  
If so, include it with your listings!**

## Step 2 – Search Your Listings

Visit [www.yext.com](http://www.yext.com)\* and enter your business name, business phone number, and your name in the fields provided. Now, run the scan by clicking “Scan Now.”

This free tool will search the Internet for your business listings. The results will show how your business information appears on each site tested. Ideally, you want your information to be correct and consistent on each site.

Continue to Step 3. You will return to this list later, so make sure that you hold on to it.

*\*Note [www.yext.com](http://www.yext.com) charges a fee when registering for its premium services. Registration is not necessary to complete the steps above.*

## Step 3 – Get Listed

There are hundreds of websites providing business listings. Below are 10 of the most popular. Your results from Step 2 will show how your business is currently described on each. Use your information from Step 1 to complete ~~fZVW~~ listings (this is free). Once complete, return to Step 2 to work on your other listings.

Google Places	<a href="http://www.google.com/business/placesforbusiness">www.google.com/business/placesforbusiness</a>
Bing	<a href="http://www.bingplaces.com">www.bingplaces.com</a>
Yahoo Local	<a href="http://www.smallbusiness.yahoo.com/local-listings/basic-listing">www.smallbusiness.yahoo.com/local-listings/basic-listing</a>
Express Update (by Reference USA)	<a href="http://www.expressupdate.com/expressupdateusa">www.expressupdate.com/expressupdateusa</a>
Merchant Circle	<a href="http://www.merchantcircle.com/signup?utm_medium=signup&amp;utm_source=getstarted">www.merchantcircle.com/signup?utm_medium=signup&amp;utm_source=getstarted</a>
Trip Advisor	<a href="http://www.tripadvisor.com/register">www.tripadvisor.com/register</a>
YellowPages	<a href="http://www.yp.com">www.yp.com</a>
Manta	<a href="http://www.manta.com/claim">www.manta.com/claim</a>
Data by Acxiom	<a href="http://www.mybusinesslistingmanager.myacxiom.com">www.mybusinesslistingmanager.myacxiom.com</a>
Yelp	<a href="http://www.yelp.com/signup">www.yelp.com/signup</a>