



## **Business Listing Worksheet**

### **Instructions:**

*Be sure to completely list all relevant information for your business and for each key individual involved. Not all of these question fields are available at each of the individual directories and citation sources, but many are, and having them all in one place will make your job easier.*

### **General information about the business:**

- Company Name
- Company Owner
- Year Established
- Company Tagline
- Public address (as listed by the USPS address checker)
- Hyper Local Neighborhood Name
- Phone number(s)
- Fax number(s)
- Mailing / billing address (if different)
- Official public company email address
- Optional secondary marketing email address
- Contractor number / state cert / license number, etc.
- Credible Associations (like BBB, chamber of commerce, American Dental Association, etc.)
- Languages Spoken
- Hours
- Parking
- Payment forms accepted
- Name Brands Carried
- Specialties
- Services
- General Keywords / Industry - (List at least 10)

**Links:**

Pick the 5 most important links on your site, and list the URLs. Directories are increasingly offering these deep linking options, sometimes even with separate descriptions, so be ready to take advantage.

**Company Logo**

Preferably one square for profile pages, (400px x 400px) and a rectangle for larger display spaces. If your logo, (like mine above) is a rectangle, create a square one with white space above and below to prevent distortion. Many directories do not allow uploading, so get your images online for fast copy / paste –

<http://www.PUT-IMAGE-ONLINE.com/images/yoursquarelogo.jpg>

<http://www.PUT-IMAGE-ONLINE.com/images/yourrectangularlogo.jpg>

**MORE Images:**

*Get 8 more original images for use, including signage, interior, exterior, and employee shots. Google for example accepts 10 in total. Do *\*not\** use clip art or images that are online at other domains. Put them online, and list the URL's here.*

<http://www.PUT-IMAGE-ONLINE.com/images/filename1.jpg>

**About the business: At least #1 and 2 are necessary:**

1. (up to 140 characters)
2. (up to 256 characters)
3. (up to 250 words)
4. (up to 500 words)

**All Contact Name(s) and titles – List owners, partners, key associates etc.:****About each contact(s) name and a short bio.**

1. (up to 140 characters)
2. (up to 256 characters)
3. (up to 250 words)
4. (up to 500 words)

**Each contact(s) Head shot image(s)**

<http://www.PUT-IMAGE-ONLINE.com/images/your-square-humans.jpg>

Any and all profile images of business partners, key employees, etc. are nice to have, and can be counted as part of the ten images above. Take time to assemble these, and while you're at it, create a great "About Page" on your site, too.



**List URL's for all of your company pages, and list them when the opportunity arises**

- Company Info – [http:// yourdomain.com/?](http://yourdomain.com/)
- FaceBook Page(s) – <http://>
- Twitter Page(s) – <http://>
- Linked-In page(s) – <http://>
- Google+ Business Page(s) – <http://>
- ALL Professional Association Page(s) – <http://>
- Any Other Profile Page(s): – <http://>

**List URL's for INDIVIDUAL PERSONAL pages** – Many businesses have multiple professionals, and each of them is likely a member of Linked-in, or FaceBook, etc. where they would, could and should, set their employer or list where they work, etc. Make note of these URLs and ask them to list if they haven't.

- FaceBook Profile Page(s) – <http://>
- Twitter Page(s) – <http://>
- Linked-In Profile page(s) – <http://>
- Google Plus Profile Page(s) – <http://>
- Any Other Profile Page(s): – <http://>

**Where to start your submissions?**

Infogroup - <http://expressupdateusa.com/>

**Other considerations?**

Have you got other company branding information you can list? From fonts they use on signs to the color codes they use online, that's how the big boys consistently brand themselves, so you should too.