# Australia's Top 30 Online Directories

## Compiled by

## The Web Composer

## List Your Business Now!

So you know that **having your business listed in online Australian business directories can increase your search rankings**. Now it's time to get busy listing your business and increasing your website traffic.

This document gives you our list of the best Australian online directories, according to our research. We've put in the hours to compile a list of the best performing directories, so you can get straight down to the business of listing.

**But first, let's look at why your business needs to be listed.**

We know that Google and Bing give **higher rankings** to businesses that can show they are relevant and local. One of the ways Google's algorithms do this is by using directories to confirm your location and monitoring incoming links to your website.

In SEO talk, incoming links to your website are known as 'backlinks'. Listing in online directories increases the number of backlinks to your website given you are able to add your URL to each listing.  A website with a lot of backlinks tends to be ranked higher by major search engines. And increasing weight is given to backlinks from relevant, high quality websites.

So, if you're listed on numerous Australian business directories, you will increase the number of backlinks to your website and in turn, boost your search engine ranking. And you might just gain some direct business from the directories while you're at it!

## How We Compiled our List of Top Directories

The number of business directories available is quite astonishing. But you don't need to be on all of them, and nor should you be. There's a vast difference in the quality of directories and it's important to ensure your brand integrity is maintained, not decreased by a poor quality site. There are also a number of paid directories which may prove a good fit for you, but be sure to do your homework.

We've assessed each directory on our list by determining how much website traffic it gets. High levels of traffic increase a website's perceived relevance in a Google search.  It also increases your chance of getting a direct business referral from the directory. But how do you find out how much traffic a site gets?

## Enter the Alexa Ranking

A great website for marketers, **Alexa ranks websites worldwide on the number of visitors they attract.** They also provide an estimate of a website's popularity in a specific country (using a combination of average daily visitors and page views).

Alexa ranks websites in order of the most popular (most viewed) websites in a country. Australia's top ranking website comes as no surprise – it's Google. Not many businesses can compete on that scale. Consider also how many websites might be viewed (not just made) in Australia and you come to understand it's a vast number. So sitting at the top of the ranks is no mean feat.

By sifting through Alexa's top websites in Australia and removing directories that do not perform well, we've come up with a list of directories worth targeting.

## But wait, there's more

Knowing the total number of visitors to a directory is important, but so too is the way the directory performs on search engines. This is where **Domain Authority**

comes into the picture. Domain Authority is a score out of 100 that predicts how well a website will rank on search engines. Domain Authorities are calculated by a company called Moz. Moz models and replicates search engine algorithms to generate its results.

A directory with a high Domain Authority has a greater chance of being picked up in an online search for local businesses. So we've checked the Domain Authorities of our list of Australian Directories and ranked them in order of their Domain Authority. Check out our list now!

## The Top 30 Australian Business Directories

| Business Directory | Alexa Ranking | Domain Authority |
|---|---|---|
| www.yellowpages.com.au | 198 | 81 |
| www.truelocal.com.au | 357 | 63 |
| www.yelp.com.au | 562 | 58 |
| www.sensis.com.au | 2,044 | 57 |
| www.dlook.com.au | 9,019 | 51 |
| www.womo.com.au | N/A | 50 |
| www.hotfrog.com.au | 4,194 | 49 |
| www.startlocal.com.au | 3,412 | 46 |
| www.purelocal.com.au | 41,940 | 40 |
| www.aussieweb.com.au | 3,412 | 42 |
| www.directory.com.au | 44,748 | 40 |
| www.yalwa.com.au | 37,746 | 39 |
| www.localbusinessguide.com.au | 18,152 | 35 |
| www.bloo.com.au | 24,353 | 35 |
| www.australianplanet.com | N/A | 35 |

| Business Directory | Alexa Ranking | Domain Authority |
|---|---|---|
| www.local.com.au | 35,635 | 34 |
| www.superpages.com.au | 19,532 | 31 |
| www.nationwide.com.au | 38,236 | 31 |
| www.localbd.com.au | 38,923 | 31 |
| www.yellowbook.com.au | 51,949 | 31 |
| www.livepages.com.au | N/A | 29 |
| www.localstore.com.au | 4,617 | 28 |
| www.raveaboutit.com.au | N/A | 28 |
| www.savvysme.com.au | N/A | 27 |
| www.ozbusiness.com.au | 17,968 | 24 |
| www.webnetwork.com.au | 46,960 | 24 |
| www.companylist.com.au | 24,902 | 21 |
| www.comeonaussie.com | 36,707 | 21 |
| www.abdo.com.au | 68,267 | 14 |
| www.businesslistings.net.au | 24,236 | 5 |

## List on your Local Business Directories

In addition to the National directories listed above, there are also a number of local directories that you can add to your business credentials too. While not all of these directories are found in the Alexa Rankings, they can still show your business is relevant in your local area. And they might just get your phone ringing. Some charge a fee for listing so it is up to you to decide if this a worthwhile spend of your advertising dollars.

**Some of the local area business directories worth considering are as follows:**

| Sydney Business Directories | Alexa Ranking | Domain Authority |
|---|---|---|
| www.manlyaustralia.com.au | 781,818 | 55 |
| www.intosydneydirectory.com | N/A | N/A |
| www.sydney-city-directory.com.au | 2,099,101 | 24 |
| www.sydneybusiness.org.au | 2,860,031 | 32 |

| Melbourne Business Directories | Alexa Ranking | Domain Authority |
|---|---|---|
| www.melbournebd.com.au | 197576 | 29 |
| www.melbourneservices.com.au | 2623505 | 14 |
| www.northsydneybusiness.com.au | 4682169 | 16 |

| Perth Business Directories | Alexa Ranking | Domain Authority |
|---|---|---|
| www.promoteperth.com.au | 4362971 | 15 |
| www.perth-australia.com | 2127813 | 22 |
| www.perthbusinessdirectory.com | 19130220 | 13 |
| www.perthlocal.org | 4137712 | 7 |

| Brisbane Business Directories | Alexa Ranking | Domain Authority |
|---|---|---|
| www.brisbane-australia.com | 906010 | 37 |
| www.goldcoastonlinedirectory.com.au | 1633132 | 17 |
| www.members.brisbanemarketing.com.au | 11041226 | 42 |

| Adelaide Business Directories | Alexa Ranking | Domain Authority |
|---|---|---|
| www.adelaidebusiness.directory | 906010 | 37 |
| www. adelaidebusiness.net | 1633132 | 17 |
| www.adelaidebusinessdirectory.com.au | N/A | 9 |

## Getting Down to Business

Now that you're aware of the importance of increasing the number of backlinks to your website, it's time to get busy. It's time to submit your details to all of the National directories we've listed and potentially some of your local directories.

Of course, time is a commodity we never seem to have enough of, so in order to make this process simple, **prepare the information** you will first. This will allow you to simply cut and paste as you progress through each site, and hopefully shave hours off the time this task can take. If the time involved is looking a little daunting, remember **you can upgrade this service and we'll do it for you**. Simply click here to upgrade.

If you're still keen to DIY, prepare the following information in a Word document. This will allow you to cut and paste the information easily. The table overleaf shows you the information we collated for our business as an example.
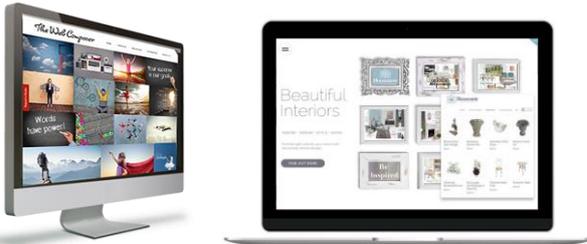
We've prepared three different listing titles and two different business descriptions. We vary these across the different directories to increase the likelihood of being found by search engines. The trick is to **include key search terms** for your business (our search terms are in bold italics so you can see them).

Furthermore, you may like to use an email address that is different to your personal email address. This will help you identify contacts from these sites.

| Online Directory Business Information | |
| --- | --- |
| Business Name | **The Web Composer** |
| Listing Title 1 | **Sydney Website Designer** – Winning **Website Designs** |
| Listing Title 2 | **Website Design** – **SEO** – **Copywriting** – **Social Media** |
| Listing Title 3 | **Quality Websites** that Win Business |
| Email address | admin@thewebcomposer.com.au |
| Best contact number | 0400 102 239 |
| ABN | 89607809218 |
| Social media links | https://www.facebook.com/thewebcomposer<br><br>https://twitter.com/thewebcomposer<br><br>https://www.linkedin.com/in/leah-clarke-20906b5b |
| Business Description 1<br><br>150 Word Max | The Web Composer delivers stunning websites, compelling content, blog post packages and SEO. We design websites that stand out. We are a team of collaborating professionals – each highly experienced in their field. Our websites and blogs stand out because we have an eye for design, a love of the written word and knowledge of the latest digital innovations. |

| Online Directory Business Information | |
| --- | --- |
| Business Description 2<br><br>150 Word Max | Stunning websites. Compelling Copy. Blog Post Packages, Search Engine Optimization. At The Web Composer, we create websites that win business!<br><br>Our point of difference is our ability to provide quality web design and professional content in tandem. Great websites combine advanced technology, pleasing aesthetics and compelling content, so don't choose your web designer based on IT skills alone. |
| Square Logo Image<br>300px |  |
| Up to 5 Business Images |  |

## Get Your Business Listed – Let's Go

Now that you've prepared the information for your directory listings it's time to submit online - almost.  First we recommend creating an Excel spread sheet, similar to the example overleaf. This will allow you to keep all of your login details in one location. It will also help you keep track of your listings should you ever need to change your details or cancel a listing.

| Directory | Username | Password | Direct Link to Edit |
| --- | --- | --- | --- |
| www.yellowpages.com.au | leah@thewebcomposer.com.au | MySecretPassword | www.yellowpages.com.au/…. |
| www.truelocal.com.au | leah@thewebcomposer.com.au | MySecretPassword | www.truelocal.com.au/….. |
| www.yelp.com.au | leah@thewebcomposer.com.au | MySecretPassword | www.yelp.com.au/…. |

If you keep putting this task off owing to time constraints, remember we can do all of this for you with our directory listing packages. Your business will be listed and you will receive a completed spreadsheet detailing all submissions, login details and editing links. With our Premium package we'll even write your business descriptions and listing titles to ensure you get professional content that is search engine optimized. **You can easily upgrade now** – just click here for details.

If you prefer the DIY approach, keep going, once it's done you can rest easy knowing you've done your bit to boost your business exposure.

**Now it's time to go live.** One by one, go to each directory we have listed and submit your information. We use the same login details for each directory to make changes easy. Remember to paste these details into your Excel spreadsheet every time.

While it can be tempting to cut corners and finish fast, it is really important to make your listings as complete as possible. This will maximize the value you get out of them.

Once you've completed your listings you can expect confirmation emails from the various directories. Make sure you keep an eye out for these and complete the confirmation requirements. Otherwise all of your hard work will be in vain.

**Finished?** Not quite. There is one more thing to do. For search engines to find your backlinks they need to first find your website. **We recommend you 'Ping' your website address to put your site on the radar to be crawled.** Pinging is simply the process of informing search engines that you have updated your website or blog. We use pingler.com. It's easy and it's free. Just upload your URLs per their instructions.

# Now You're Listed, What's Next?

There are a number of Search Engine Optimisation strategies that can drive more visitors to your site. When it comes to increasing backlinks to your website we've got a few more tips to help you increase them.

1. ### Google My Business

   Your first stop should be Google My Business. Google is Australia's most visited site, so having your business listed here is paramount! Google My Business is a free business listing service. Once listed, you'll become visible on Google Maps when someone searches similar businesses in your area. You can also add photos and promos to your listing, so make it count!

2. ### Bing Places for Business

   Your next priority should be Bing Places for Business. With this free business listing you'll be able to show multiple locations as well as general business details, including photos and videos. Bing is the default search engine for Windows 8 and above, so it gets its fair share of the Microsoft audience!

4. ### Be Social Media Saavy

   If you don't currently have business pages on social media sites such as Facebook, Twitter, LinkedIn, Pinterest and Instagram, it's time to go there. You get a backlink with each page, but the real opportunity comes when you interact. Lots of opportunities to post links arise when you get social!

5. ### Start a Blog

   Finally, a brilliant way to get more backlinks to your website is to start a blog. **Every time you share a link to your blog on social media you get a new backlink** to your site – the more shares the more backlinks! So the more you write, the more visible your website becomes! The added bonus is that you will also establish yourself as an expert in your field. Not sure where to start? Check out our great Blog Post Packages and put your blog on autopilot!