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Using online business directories to build back links by [IRFAN](#)

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People used to consult printed business directories earlier when they needed services or products delivered to them. Now days, those printed yellow pages have been replaced by online business directories which people consult in times of need. Online business directories have gained immense popularity and the biggest search engines like Yahoo!, Google etc€ have also created their own local business directories.

So, how can an online business directory help your business? If you check the recent surveys you will realize that most of the people using the internet also use search engines and business directories to find out about companies offering those products and services. This means that if you are doing business online or if you think that you have potential customers online, you should be present online to cater to their needs.

Now, with online business directories, not only your online visibility improves but you do not need to spend a fortune to get yourself listed in a business directory, in fact you could do it for free as there are so many free business directories like UK Business Directory. So, the financial part is also on the low side.

Another thing which online business directories can do is to improve your search engine visibility. They provide you with an opportunity to build links from other websites to get back on your website. This is called as backlinks. These backlinks are used by search engines to measure and rank your online credibility.

These backlinks are very important for your online credibility as they are often known as an endorsement. If a website A has a link which takes you to website B this means that website A is giving website B a thumbs up or accepting that website B is worth visiting, which gives website B more credibility. This means, more credibility, more visibility and more visitors.

Business Directories also offer you the same as when you list your business in any business directory, you can also leave a link there to your website, so when users search for keywords relating to your business, they can click the link and visit your website which again in terms of search engines like Google will be taken for more credibility and more rating.

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