

Module 3 – Search Engine Marketing

## U.S. Practice Citation Jumpstart

### » Take Control of Your Practice's Online Presence

Citations are an important component of your online presence. While there are hundreds of options, those found in this document claim the most relevance and pertinence. Through verifying these listings, you will be providing increased visibility for your practice. Ensure these listings are accurate, updated, and compelling in nature to drive potential new clients to, and therefore promoting, your Google Places listing in order to gain a higher rank.

Before you begin submitting business information to the directories below, we advise that you keep handy all of the information related to your business in a Microsoft Word document or notepad to keep everything consistent and easily accessible. Include data such as:

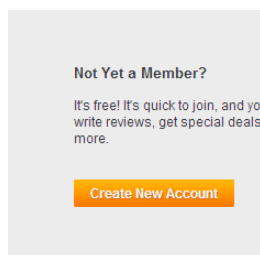
- a) Practice Name
- b) Practice Postal Address
- c) Practice Phone Number
- d) Practice Website
- e) Practice Email
- f) Short, compassion-focused description
- g) Keywords pertaining to your practice

*Note: Occasionally directories will attempt sales calls to upsell a 'free' listing into a 'paid' listing. Purchasing advertising in any online directory is not recommended - our purpose is simply to verify the accuracy of your free listings in order to support your Google Places listing.*

## » Submit Your Listings

### 1.) Citysearch.com

- Go to <http://www.citysearch.com/members/start?refers=engage>



- Create a new account and confirm your Citysearch account by clicking the verification link in your email inbox.
- Login to Citysearch, then copy and paste this link in your browser:  
[http://www.citysearch.com/profile/add\\_business](http://www.citysearch.com/profile/add_business)
- Fill in your business details (address, phone number, website, etc.), select the correct category for your business, and submit.
- Note: You can add a business with or without adding a review. Just check the box if you don't want to submit a review (refer to image below).

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**Add Business**  
Please fill out all required fields and click "Submit" \*

**EDIT BUSINESS INFORMATION**

Business Name: \*

Address: \*

City/State: \*

AL

Zip Code: \*

Phone Number:

Website URL:

Facebook Page:

Twitter Handle:

**REVIEW BUSINESS**

Add business without Rating or Writing a Review

Headline [Ex: Houston's Best Mexican Food]

Rating ★ ★ ★ ★ ★

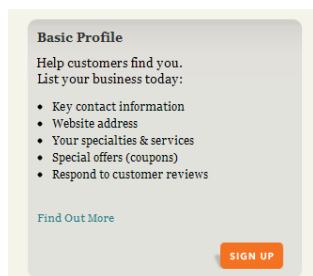
Pros [Ex: strong margaritas, heated patio]

Cons [What are the drawbacks?]

Details Be conversational! Write as if relaying your experience to a good friend.  
Be thorough: Mention your favorite products or services offered by this business, such as menu items, home delivery or spa treatments.

## 2.) Kudzu.com

- Go to: <https://register.kudzu.com/packageSelect.do>
- Select basic profile signup.



- Start adding your information on the following page.

**Create Your Login**

**Set up a user name and password:**

\* required field

User Name: \*   
Example: JaneDoe (no spaces please)

Email Address: \*

Password: \*   
Must be at least 6 characters

Confirm Password: \*

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**If you forget your password:**

Security Question: \*

Your Answer: \*

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- Click “Continue.”
- Fill in required business details as shown below. Do not forget to check your email for the verification link from Kudzu to confirm your business profile.

**Add Your Information**

Your contact information. (Will not appear on site.)

\* required field

Salutation:

First Name: \*

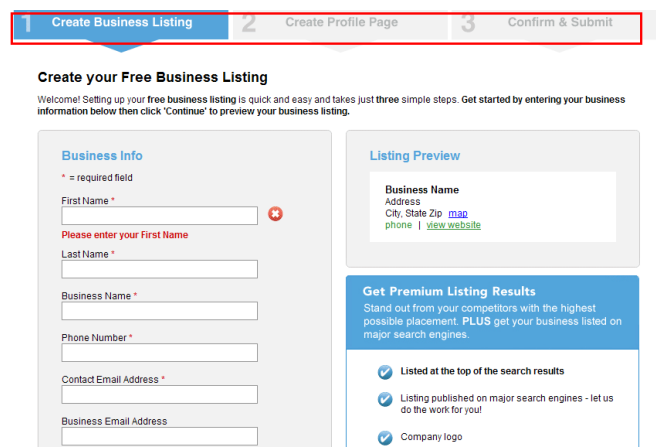
Last Name: \*

**Add Your Contact Name**

Your name lets us know who is authorized to make changes in your account. It will not be published on the website.

### 3.) Local.com

- Go to: <https://advertise.local.com/> and fill in details as shown in the screenshot below:

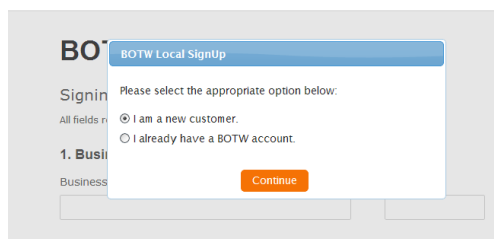


- Complete all three steps marked in the red box above by submitting required business details like Description, Category/Subcategory, Business Address, Phone Number, Specialties, etc. Once submitted, the business listing will go under review and may take a few days or weeks before it is approved.

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### 4.) Local.botw.org

- Go to: <https://local.botw.org/secure/signup.aspx?type=jumpstart>



- Select “I am a new customer,” click “continue,” fill in business and login details, and click “Complete sign up and start building your listing.”

**Step 1 of 3: Basic information about your business**

Thanks for signing up! Now, let's get started building out your BOTW Loc:  
The more detailed information you provide, the better chance visitors hav

Business Type

Business Heading [Can't find your category?](#)

About

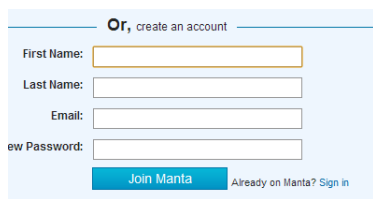
Products and Services Offered

- Complete all three steps and look for the account verification link in your email inbox. Business listings will go under review after submission and may take a few weeks for approval before going live in search results.

5.) **Manta.com**

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- Go to: [http://www.manta.com/member/simple\\_register/?rl=home\\_signup](http://www.manta.com/member/simple_register/?rl=home_signup)



Or, create an account

First Name:

Last Name:

Email:

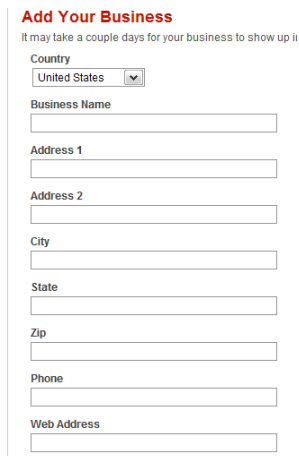
New Password:

[Already on Manta? Sign in](#)

- Create account by signing up on Manta. Click on verification link in your email and login to newly created Manta account.

## 6.) Yelp.com

- Go to: <https://biz.yelp.com/signup/new?country=US>



**Add Your Business**  
It may take a couple days for your business to show up in

Country

Business Name

Address 1

Address 2

City

State

Zip

Phone

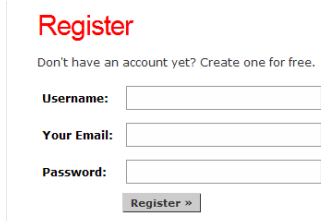
Web Address

- Fill in the listing form with accurate business details. For main category, select “Pets,” from Sub-Category drop down-list, select appropriate category, and click “Add.” A verification email will be sent to the email address you submitted in the listing; you must verify to get your business listing live on Yelp.

**Additional Listings** – Verify these listings if time allows; though important they are secondary to those above:

7.) Ibegin.com

- Go to: <http://www.ibegin.com/account/register/>



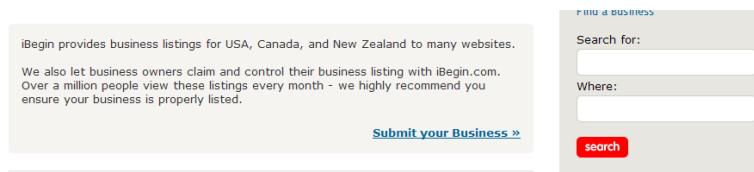
**Register**  
Don't have an account yet? Create one for free.

Username:

Your Email:

Password:

- After creating account, check your email for a verification link sent by Ibegin; verify by clicking on that link and logging in to your account. Click on “Submit your Business” as shown below:



iBegin provides business listings for USA, Canada, and New Zealand to many websites. We also let business owners claim and control their business listing with iBegin.com. Over a million people view these listings every month - we highly recommend you ensure your business is properly listed.

[Submit your Business >>](#)

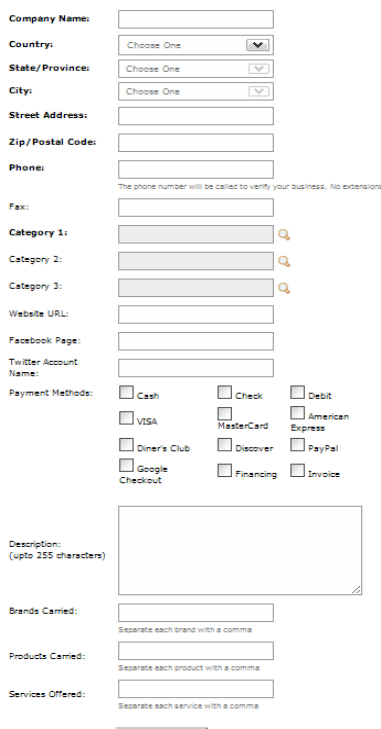
**Find a business**

Search for:

Where:

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- Complete all business details on “submit details” page.



Company Name:

Country:

State/Province:

City:

Street Address:

Zip/Postal Code:

Phone:

The phone number will be called to verify your business. No extensions

Fax:

Category 1:

Category 2:

Category 3:

Website URL:

Facebook Page:

Twitter Account Name:

Payment Methods:

|  |                                     |   |
|--|-------------------------------------|---|
| <input type="checkbox"/> Cash            | <input type="checkbox"/> Check      | <input type="checkbox"/> Debit            |
| <input type="checkbox"/> VISA            | <input type="checkbox"/> MasterCard | <input type="checkbox"/> American Express |
| <input type="checkbox"/> Diner's Club    | <input type="checkbox"/> Discover   | <input type="checkbox"/> PayPal           |
| <input type="checkbox"/> Google Checkout | <input type="checkbox"/> Financing  | <input type="checkbox"/> Invoice          |

Description:

(upto 255 characters)

Brands Carried:

Separate each brand with a comma

Products Carried:

Separate each product with a comma

Services Offered:

Separate each service with a comma

- Complete all business details on “submit details” page.

Company Name:

Country:

State/Province:

City:

Street Address:

Zip/Postal Code:

Phone:

The phone number will be called to verify your business. No extensions

Fax:

Category 1:

Category 2:

Category 3:

Website URL:

Facebook Page:

Twitter Account Name:

Payment Methods:

|  |                                     |   |
|--|-------------------------------------|---|
| <input type="checkbox"/> Cash            | <input type="checkbox"/> Check      | <input type="checkbox"/> Debit            |
| <input type="checkbox"/> VISA            | <input type="checkbox"/> MasterCard | <input type="checkbox"/> American Express |
| <input type="checkbox"/> Diner's Club    | <input type="checkbox"/> Discover   | <input type="checkbox"/> PayPal           |
| <input type="checkbox"/> Google Checkout | <input type="checkbox"/> Financing  | <input type="checkbox"/> Invoice          |

Description:

(upto 255 characters)

Brands Carried:

Separate each brand with a comma

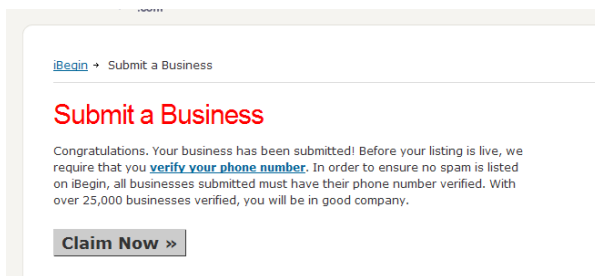
Products Carried:

Separate each product with a comma

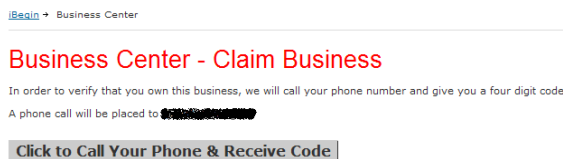
Services Offered:

Separate each service with a comma

- After filling in the details of your business, click “Submit Business.”
- On next page, click on “Claim Now,” as shown in the screen shot below.



- Click on “Click to Call Your Phone & Receive Code,” answer your phone when called. Note the 4-digit code you receive on the call, enter it on the website, and submit.





## 8.) Expressbusinessdirectory.com

- Go to: <http://www.expressbusinessdirectory.com/AddYourBusiness.aspx>

**Create Your Business Listing**  
(Did you check first to see if it already existed - try searching for the business name and the town?)

Business Name

Street Address   
Enter Address and get a Google map

Street Address 2  (Optional)

Country/State/City

Zip/Postal Code

- Fill in the required business details and click “Next.” Continue submitting business description, keywords, and location tags.

First Name \*

Last Name \*

Job Function \*

Email \*   
(We'll send you a verification email and you'll need to click on the link to verify your account)

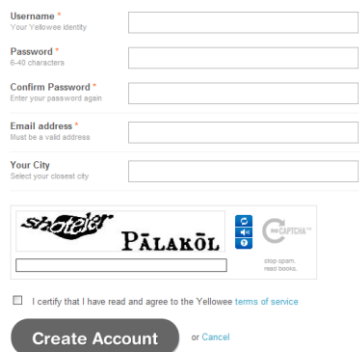
Confirm Email \*   
(Just to make sure there is no Typo)

I agree to the terms and conditions

- Fill in account creation and verification details and click “Claim this business now.”

## 9.) Yellowee.com

- Go to: <http://www.yellowee.com/user/register/owner?ref=/business/add/basic>



Registration form fields:

- Username \*  
Your Yellowee identity
- Password \*  
6-40 characters
- Confirm Password \*  
Enter your password again
- Email address \*  
Must be a valid address
- Your City  
Select your closest city

Logos: Starbuck, PÄLAKÖL, CUREM, STOP SPAM, NEED BOOKS

I certify that I have read and agree to the Yellowee terms of service

[Create Account](#) or [Cancel](#)

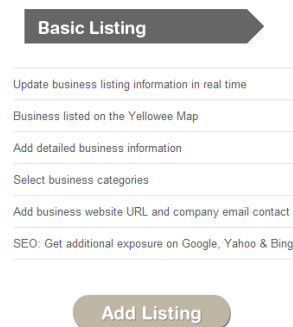
- Create your account on Yellowee. Wait for the verification email sent to your email inbox. Verify and login to your newly created Yellowee account.
- Click on “Add Business or Landmark,” which you can easily find just over the Yellowee logo.

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ADVERTISE WITH US [ADD BUSINESS OR LANDMARK](#)



- Click on “Add Listing.”



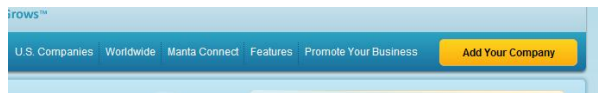
Basic Listing

- Update business listing information in real time
- Business listed on the Yellowee Map
- Add detailed business information
- Select business categories
- Add business website URL and company email contact
- SEO: Get additional exposure on Google, Yahoo & Bing


[Add Listing](#)

- On the following page, submit your business details, select appropriate category and click “Submit.”

- Click “Add Your Company.”

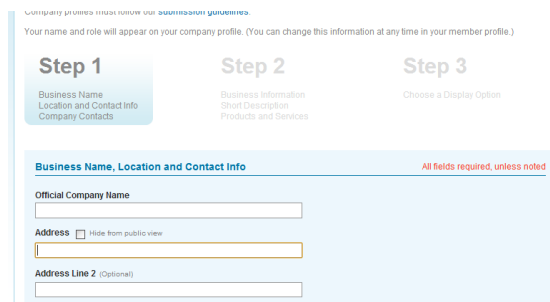


- Select Country; fill in Business Name, Address, Phone Number, and Relationship to company, and click “Continue to Customize Your Company Profile.”

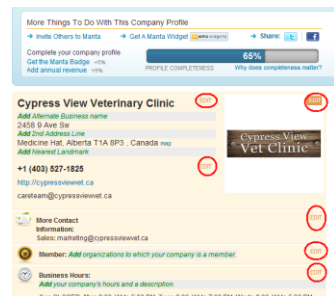


- Continue completing Steps 1 to 3 by submitting all necessary business details.

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- After completing the above three steps you will be finished submitting the basic details for your company and your business page will look like screenshot below. You can further enhance your listing by adding more details. Just click “Edit,” encircled in red as shown below, for each individual parameter, including logo, business hours, contact, description, social media accounts, etc.



## 10.) Yellowbot.com

- Go to: <https://www.yellowbot.com/signin/register>

...or Sign Up For a New Account On YellowBot

Email Address

Email Address (Again)

Username

Password (5-30 characters)

Verify Password

I have read and accept the [Terms of Service](#) for YellowBot

- After registering, check for the verification link in your email, confirm, and login to your Yellowbot account.
- At the bottom of the page, look for the link for “Add your Business,” or copy and paste <https://www.yellowbot.com/submit/newbusiness> in your browser.

### Submit a business listing

We process submissions on a “First come, first served” basis. Please be patient and do not submit your business more than once. We will get it processed and listed as soon as possible!

|                                      |   |                                 |                      |
|--------------------------------------|---|---------------------------------|----------------------|
| Business Name:                       | <input type="text"/>  | Phone Number:                   | <input type="text"/> |
| Address:                             | <input type="text"/>  | Fax Number:                     | <input type="text"/> |
| City:                                | <input type="text"/>  | Toll Free Number:               | <input type="text"/> |
| State:                               | <input type="text" value="-- Select --"/>   | Hours Open:                     | <input type="text"/> |
| Postal Code:                         | <input type="text"/>  | Email address for the business: | <input type="text"/> |
| Contact Me: <input type="checkbox"/> | I am the business owner and would like to be contacted about advertising opportunities on YellowBot | Website URL:                    | <input type="text"/> |
|                                      |   | Comments:                       | <input type="text"/> |

- Provide business details and click “Submit.” After submission, the business listing will go under review and may take up to 3 months for approval.

### Questions?

Please feel free to email:  
[phpjumpstart@dvmelite.com](mailto:phpjumpstart@dvmelite.com)