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
- 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).
2.) **Kudzu.com**

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

- Start adding your information on the following page.

- 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.
3.) **Local.com**

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

![Screenshot of Local.com](image)

- 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.

4.) **Local.botw.org**

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

![Screenshot of Local.botw.org](image)

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

- Go to: http://www.manta.com/member/simple_register/?rl=home_signup

- 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

- 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/

  ![Registration Form](image)

  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:

  ![Submit Business Form](image)

  - Search for:
  - Where:

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

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](http://www.expressbusinessdirectory.com/AddYourBusiness.aspx)

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

- 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

- 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.

- Click on “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.

• 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

- 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.

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

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**Questions?**

Please feel free to email: phpjumpstart@dvmelite.com