Are Business Directories still effective for Business Promotion by IRFAN

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It is the age of information technology and everything has gone on internet not only in the United Kingdom but in fact all across the globe. This heavy usage trend of internet that started early in the 21st century gave birth to online business directories which are very common these days without any doubt. Businessmen and entrepreneurs use business directories to promote their products and services to their specific group of audiences. These business directories previously existed in the form of printed yellow pages and were placed near our telephone sets. We used to consult them every time we were in need of any number either of a restaurant or a book shop in our locality.

With internet becoming easily accessible to the masses during the start of the 21st century, printed yellow pages shifted their format and thus came out as a modern and in fact better version in the form of online business directories. Since then, people have been using business directories to advertize about their products and services, increase their clientele as well as improve their brand name.

Currently a great variety of online business directories are available on the internet. Many people use these directories and add their companyâ€™s details to get prominent among their targeted group of audiences.

However, there is a strong debate going on these days on the effectiveness of these online business directories in the presence of other social media networking. Although, there is no doubt about the fact that social media networking such as face book, twitter etc have become extremely famous and popular and users all over the world use them on daily basis. However, you cannot rely only on these networks for promoting your business online. They surely can be used as an additional space for further boosting up your sales however the role of business directories in promoting your business still stands apart.

Any good business directory such as UK Business directory can be highly effective for your business as;

a. It improves your SEO ranking

b. It provides the much needed exposure to your business

c. It boosts your sales

d. It brings traffic to your website

The purpose of any sort of business promotion is ultimately to generate profit and get exposed to the right audiences which a good online business directory serves well so they are undoubtedly still highly effective.

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