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Developing a Local Business Directory into a Web Portal by IRFAN

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Online business directories are getting more and more popular day by day and with the passage of time, this has been used by many smart people as a business opportunity and they have successfully managed to convert it into a website which pays back.

So, you have an online business directory and you are making some money with it. What is next is the question that would come to any mind. Will you be running that business directory all the time? Or do you plan to develop your business directory? Do you want to take a step further and convert it into something bigger? You could even convert your online business directory into an online-offline consultancy business.

The first step that you would need to take for this is to differentiate yourself from other business directories. You do not want to list businesses in categories as everyone else is doing that; you need to take a step further. You need to develop a website of such quality that business owners would want to list with you, even if it means paying a premium.

How do you do that? One example is offering business owners a full page which features their quotes and even video interviews of the owner explaining about the product or service being offered. This will give the visitors a more personal feel and people would be more informed about the services.

If you can successfully convert your local business directory into a web portal, you are creating a valuable asset for yourself that can be sold on profit even if you require. This opportunity will create new beginnings for you and your earnings as well. Your website will not only get more credibility but you will find many business owners emailing you for a listing.

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