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How to get your company listed on an Australian Business Directory by [Edmund Brunetti](#)

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If you are planning to get your company listed on an Australian Business Directory but are unsure of the steps involved, then here are some basic guidelines to help you get started. Read aheadâ€¦

1. Find a directory- search for a popular directory that is used by a large number of people so that your business gets maximum visibility. Opting for an Australian Local Directory that is barely ever used by anybody is just going to waste your time. Give priority to those directories that are growing in popularity- even if they happen to be considerably new â€” since getting yourself listed at these places can prove to be far more helpful in future. Make sure it is genuine.
2. Check the features- good directories offer features like customised company profile pages, option to available mobile listing and Google advertising services, listing on maps, etc. These features not only make your Local Australian Business listing look professional and adequate, but they also ensure that you get the maximum benefit out of the efforts made in the listing process.
3. Check the rate card- most Local Australian Business directories allow business listings against a given rate, and also provide discounts if you opt for a one time annual listing package. Different facilities are provided against different rates, though sometimes you can also go for a free listing option where you get only the most basic listing features- but for free. However, it is recommended that you go for a paid package since these can get your listing highlighted for enhanced visibility.
4. Sign up and fill in the information- after you have checked the features as well as the rate card and made up your mind about getting yourself listed on the directory, sign up for the services and create your account. This is a fairly easy process and as you go along filling up the information, the automated system will guide you ahead. Usually they ask questions like name of the business, location, nature of services, website link, contact number, address, etc. Fill up the information carefully and recheck everything before submitting the information. Also, try to provide as many details about your company as possible in the space provided, so that, if for instance â€” say somebody cannot reach you on the main phone line, they always have an alternate number where they can contact you, etc.
5. Customise the page- Find out what is the scope of customising your page and what can you do to get yourself highlighted. If you have the option of putting up pictures, videos, creating a specially designed themed page, etc, then make the most of these features- even if they are time consuming, this will only make your listing and business look more professional and credible.
6. Receive the confirmation of your listing - once you are done with the entire listing, check the confirmation mail/message/ etc (if the directory provides one), and visit your page to see how it looks. In case any changes are required- make those changes immediately. Also make sure to keep it updated in future with new contact numbers, addresses, etc.

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[Edmund Brunetti](#) - About Author:

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