It is common sense to advertise in the business pages by Cathrine Campwel

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Although not published anywhere it has been proven by careful trial that one of the factors that Search engines rate highly is the number of relevant links there are to a URL.

This has been true for a long time and led to the sprouting of a number of websites that came to be known as link farms. Basically send them your URL and pay a couple of dollars (or meet some other criteria such as publishing their link and they will list you. Search engines have got wise to this and may actually down grade a website if it is listed on a link farm where there is a hodge podge of links with no relevance or theme.

Business pages are not like that. The links that are obtained with business listings are real and effective. Search engines give additional; brownie points for this kind of link. But that is not the only reason one should advertise in the business pages. Advertising is a big and expensive business and one wants to be sure that the ad dollar spent is spent wisely. Business listings do fit into that category as serious business people consult them when they are looking for a product or a service. Many of them want to physically visit their suppliers and see the product they are buying plus get comfort that they are dealing with a reputable company on whom they may rely. As one knows it very easy to lie, scam, exaggerate or otherwise deceive on the internet.

This is not so with being able to physically view the premises and meet you and your team. This will add huge credibility and their custom is reliable. So make sure that you get yourself listed in all the business directories you can manage and the links.

Remember further that there are over 30,000 new websites being listed on a daily basis. Many of these are not at all in competition with you but some will be. And they will be calling on the search engines to index and rank them just as you do. So you have to keep your ranking high and to do that you need activity and you need new links. Business listings provide these links and SEO activities like having articles written which also provide relevant links also helps.

Using business pages are thousands of serious business people and these are the folk one wants visiting your web site as these are likely to be serious buyers. Anyone who has picked up a business directory is actually looking to place an order. He is a pre-qualified prospect with his credit card number ready for entry and thus the custom one receives from business listings are always worth having. Just make sure that all these entries are relevant to the goods you supply or the service you provide.

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Cathrine Campwel - About Author:
The a Business pages of the media is where serious customers look for a business listings.

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