



50 Local Business Directories [Most are Free]



Who doesn't love free marketing, especially when it comes to promoting your own business? Check out [this article](#) from our friends at HubSpot, who always provide valuable content and are a go-to source for everything digital to grow your brand.

If you're trying to build a business, you need as much no-cost promotion whenever possible. What's so great about [50 Local Business Directories](#) is that



you have the opportunity to list your business on a site/directory where people are already looking for the services you offer.

Get your perfectionist hat on and be sure to list your (NAP) Name, Address and Phone number correctly, and include your website url. Do this right and you'll also benefit from online visibility, plus backlinks to authoritative sites which can potentially improve your SEO.

Good gets great when you discover another two lists: **Location-specific directories – which include Boston and 1000+ niche citations in 43 business categories**, a gold mine of information, all updated earlier this year.

This list is ranked by Domain Authority from Moz Link Explorer, and worth saving. Take a look at the first three listings, then read more.

Facebook (Domain Authority 100)

Apple Maps (Domain Authority 100)

Google My Business (Domain Authority 100)

LinkedIn Company Directory (Domain Authority 98)

Bing (Domain Authority 94)

Yelp (Domain Authority 94)

About PR and Brand Expert Robin Samora

Small business marketing and PR expert Robin Samora teaches small business owners how their brands can command attention in a noisy, crowded marketplace. Through her speaking, consulting and coaching, she helps clients find their ideal prospects, form valuable relationships and turn followers into loyal customers and raving fans.



Robin's mission is to help clients increase branding and visibility online and offline by cutting through the clutter so they can get noticed and sell more products and services. She uses social media, email marketing, speaking and free publicity strategies to enhance credibility, reputation and leadership position – even without a PR budget. Robin also shares marketing tools, tricks and articles on her weekly tip sheet, ["Robin's Rainmakers."](#)

Contact Robin at (617) 921-3448 or email her at Robin@RobinSamora.com to find out about how she can help you grow your business and brand.

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