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# **Local Directories Bring Your Business Customers**

If you are looking for ways to market your business, don't forget [local directories](#). They have been around for years but they are still one of the main ways that customers will find you. You do not want to ignore such a simple but effective way to market yourself.

When people are looking for a service or product, they still have a habit of picking up a local directory. It's just easier for most people, especially those that are not really comfortable on a computer, to pick up a book. And believe it or not, there still are many people who aren't fans of using a computer.

Not only that, it can be a lot more convenient to grab the directory, especially if the computer isn't already on. Directories are handy because you can flip through them, see all the businesses in your category in one place and more easily make a choice of who to call. The thing is, if someone goes to use a directory and you aren't in there, you definitely won't be getting that phone call.

When people first move into an area, they need to find new places for all their products and services. They often use directories to find them. If you miss out on this call, you may never get another chance at this new customer.

Many of the directories also have listings online. This way, you can be found easily in both places. If you have a website as well, there is no need for concern that you won't be found on the Internet. Being in the directory just gives you more exposure and at a much more reasonable price than most advertising.

[Local directories](#) are still one of the first places people look when they need something. If your business isn't in it, you could easily lose prospective customers. Considering the low cost of advertising in them, it doesn't make sense not to.

Canadian [citation directory](#) now accepting canadian business sites that will help to provide visibility. Also visit [add link Toronto](#)

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