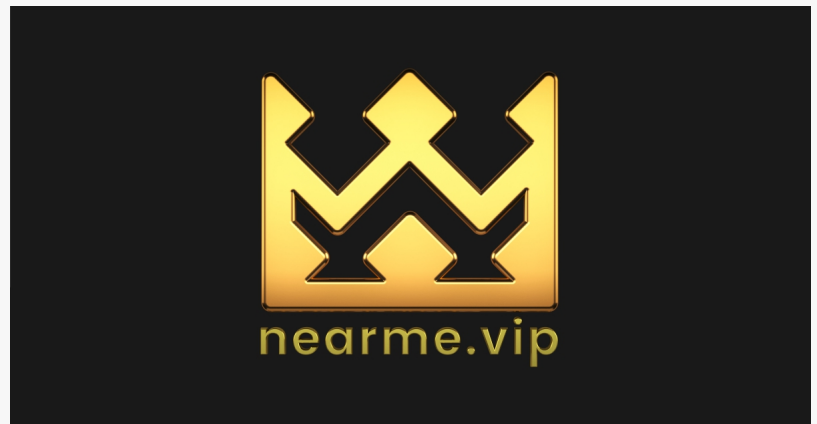


# Near Me Directory is Helping Small Businesses Compete on Local Searches

*Near Me Business Directory is helping local businesses gain more visibility in Google's near me searches for every major city in the US.*

UNITED STATES, May 31, 2022 /EINPresswire.com/ -- Online directories provide easy access to a list of service providers for a category or industry. Since a local directory captures the data for a specific area, like a city, and shares the information publicly without charging a subscription fee, the user gets first-hand information about a niche-specific business. For businesses, this ecosystem presents a hassle-free way to get discovered by high-intent customers. However, small businesses might still struggle to get the engagement they seek. The Near Me local directory is changing how smaller businesses, cash-strapped startups, and small-scale entrepreneurs can get more online visibility.



Near Me Business Directory



5 Star Businesses for 5 Star People

Search engines furnish relevant data for a search query. For searches with a local flavor, search engines are inclined to show results that are specific to a location. When users make a typical [business near me](#) search, the information shared as a part of local directories becomes relevant. This highlights the importance of directory listings from an SEO perspective. However, there is a difference between being merely listed on a directory and finding a place in the displayed search results.

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Nearly 97% of people learn more about a local company online than anywhere else.”

*Source: SEO Tribunal*

Every business directory listing is also an online citation. While citations are good to boost the overall ranking score, there can be repercussions if the citation is inaccurate. Often, businesses get their details uploaded, in bulk, across multiple directories without checking for the authenticity of the platform. This creates the risk of the business details being put on spammy, unverified directories that don't contribute to making an SEO impact. A better strategy is to get listed in authoritative, business directories only so that each citation linking back to the business' website boosts the ranking. Authentic citations communicate to search engines that a business is trusted and worthy of being presented as a part of the search results. Near Me is building its database using legitimate data aggregation practices. Each business on Near Me comes with complete, updated and verified details to ensure it is easy to contact a business right away without any conflict.

The graphic is a promotional banner for 'Near Me Business Directory'. It features a dark blue background with a yellow curved border on the right side. In the top right corner, there is a logo consisting of three yellow upward-pointing arrows forming a crown-like shape, with the text 'nearme.vip' below it. The main text is in white and yellow: 'Near Me' in white, 'Business Directory -' in yellow, 'Helping Local Business' in white on a yellow rectangular background, and 'GET MORE CUSTOMERS' in white. Below this, a yellow button contains the URL 'https://nearme.vip/'. The background also shows a hand pointing upwards and several faint upward-pointing arrows.

**Near Me**  
**Business Directory -**  
**Helping Local Business**  
**GET MORE CUSTOMERS**

<https://nearme.vip/>

Near Me Business Directory - Helping Local Business  
Get More Customers

There is an abundance of business directories out there for every type of business, from an established automobile brand to the neighborhood carpenter getting their business listed on common directories like Yelp or Yahoo Local. However, smaller businesses can get lost in the infinite data that is available on such platforms, and most get listed with very basic details that do not help to grab the user's attention. The Near Me directory does things slightly differently as it puts the emphasis on highlighting smaller businesses. Whether it is plumbers or roofers, when someone searches [businesses near me](#) it gives each business owner an opportunity to grab attention with unique offerings like its series of Top 10 pages that are published for every business category.

Consider a 'roofing business near me' search. While conventional yellow pages will present the information in a predictable, cluttered manner, making it difficult to differentiate one roofer from another roofing contractor, Near Me publishes Top 10 pages that highlight the best roofing businesses in an area. Such pages showcase the history, range of services, logos, branding, and contact details of each business. Better backlink strategy by Near Me includes smartly optimizing these detailed Top 10 pages with the most competed, industry-specific keywords. Such a high-relevance and search engine optimized citation can be very helpful. These backlinks are critical for the smaller businesses that usually don't have the advertising dollars to spend on Google Ad campaigns or digital marketing services.

For businesses worried about their online reputation, grooming updated business directory listings with good customer reviews can be a very effective manner to boost the brand's

credibility. This can be interpreted as the ripple effect of a business owning a genuine directory listing. Think of every directory listing as creating a small online profile complete with hours of operation, exact location with landmarks, email address, phone number, helpline number, office or warehouse images, and even social network URLs. Smaller business websites that otherwise have negligible website traffic can benefit immensely from these listings. While this might not raise a business' reputation right away, there is a definite boost to the trust associated with a service provider as more users repeatedly come across such business profiles.

A user searching for [local businesses near me](#) represents the changing landscape of online searches where there is an increasing prevalence of searches with high local intent. Such users are more likely to contact a local business in the vicinity that shows up on the search results. Typical examples include local roofers who are more likely to understand the building designs in an area and can make better, more affordable roofing repair recommendations and local plumbers who have first-hand knowledge about an area's water supply, guttering, or sewage networks. Owning a Near Me business listing can be very helpful for smaller enterprises who target the near me searches to convert more queries into conversions. Getting featured on local search results also underlines the legitimacy of a business, working at par with an online banner ad.

Small businesses might struggle with the clout that helps to leverage media coverage and link-building exercises. Getting featured on the Near Me directory makes local businesses a part of the bigger, Near Me ecosystem that includes many local newsrooms and newswires that help a business to gain more online visibility—more applicable for premium Near Me listing owners who get a professionally drafted and published PR that is further syndicated for more clicks.

## About Near Me

Near Me Business Directory stands apart from the many online business directories out there, by putting an emphasis on connecting top-rated local & nearby businesses with high-intent purchase customers. Near Me continues to add more local business listings to its expanding database, ensuring it attracts more online shoppers, both mobile and desktop users. Ranging from dentists, roofers, restaurants, and hotels to manufacturers with a great reputation, this online directory provides an effective marketing & outreach platform. Providing the perfect blend of Promoted, Paid, and Free listings, Near Me allows businesses to boost their online visibility without spending big on online ad campaigns. While people can easily search for and identify a relevant service provider, businesses get the benefit of being discovered by a high-conversion customer demographic. Premium listing owners on Near Me get a dedicated business page that publishes detailed services, provides updated business information and offers the space to showcase product/service/on-site images along with grabbing the top spot on Near Me's search result pages. It is very easy for a local business to claim a Near Me business directory listing!

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