



Global Media  
LIMITED

# Benefits of Business Listing Directory



**Business Directory**

Helping you find right product and service company for your online business

[Get Listed Now](#) ▶

# What is B2B Directory?

A B2B directory is a marketplace across the world for international sellers and buyers. It is an online platform where one can easily find new business partners and products. The best way to become popular in the world is to get registered with a business directory and promote your products over there. For businesses, it's like yellow pages where all kinds of business details and businesses can be found with ease. You may get in touch with any company you might want to.

# Why Use B2B Directory?

**You can introduce your business to global businesses**

When it comes to sell your products online, you can easily introduce your company to others. Buyers should be aware of the company profile which shows your creativity. Your business should be popular to others. Each detail about your products and services and your company should be presented in a professional way in a business directory.

# Why Use B2B Directory?

## **Display more products to attract more business and buyers**

You may want to provide complete info about your products on directories. It is a well-known and proven fact that you can attract more buyers with more products in your market. You should always keep in mind that keywords are used by the potential buyers to find your products. For example, if a supplier lists one product and other supplier lists 10 products. Obviously, the later one will attract 10 times more buyers than the earlier. You may want to post one product and your rival may post up to five products. If you are going to attract 100 buyers with one product, your competitor may attract up to 500 buyers.

# How it Can Benefit Your Business?



**M a r k e t i n g**

Business directory listing is a major  
aspect of online marketing



# How it Can Benefit Your Business?

## **1. Precise local information**

A few directories provide local information precisely. E.g. if some is organising a party than such directories will help the user to find all the necessary services which he will need like, caterers, decorators, bakers etc. In such situations a directory comes handier than a search engine. Staying out of such directories is a mistake you cannot afford to commit.



# How it Can Benefit Your Business?

## **2. Quality websites**

Big search engines will accept any site registered to them. However, the directories straight away cut the poor websites. The sites which are submitted to be placed in the directory are reviewed by humans. If in case the directory is not up to the standards then it really doesn't stand any chance to get published. Quality work will generate loyal customers.



# How it Can Benefit Your Business?

## 3. Properly categorized sites

Some directories offer a much refined and diverse categories. If you want to search any specific data then a **local directory** can provide you more assistance compared to search engines. E.g. if you want to search 'Stainless Steel Pipe Manufacturer' then the directory will provide you accurate results while in search engine it will land you in to websites on 'Pipes Manufacturer'.



# How it Can Benefit Your Business?

## **4. Filtered traffic:**

Web directories brings to you more refined traffic. The visitors-to-sales ratio is found to be better when traffic is directed from directories. This happens because the visitor has already done complete research on the directory before actually visiting your website.

Generally, such refined traffic doesn't come from the search engine because visitor has to go through every website displayed in order to select the service of his choice. Hence it clearly affects the visitors-to-sales ratio.



# How it Can Benefit Your Business?

## **5. Better ranking in search engine results:**

Getting linked with several directories gives you advantages like 'link building' which is quite profitable. The ranking of these directories keeps on changing so staying in every possible directory will give you advantages like a good ranking in search results. However, we know that the traffic directed via search engine results is less but still the users of a search engine is much higher than directory users.



## Global Media LIMITED

**GlobalMediaLtd.org** is one such Business Directory to market your business, brand or products easily. We can help you grow your business and make buyers find suppliers globally. We focus on Digital Marketing, content creation, web design & development and corporate training. We target micro, small and medium sized businesses who want to expand their local and international business with some small investment.

To know more visit: <https://www.globalmedialtd.org/>