



# THE NORTHAMPTON BUSINESS DIRECTORY

ONLY FOR NORTHAMPTONSHIRE UK

# »»MAKE YOUR BUSINESS MORE VISIBLE TO LOCAL CUSTOMERS

- *Use the free localised Directory today and make Northamptonshire prosperous. The search box in the menu bar can locate all current listed businesses.*
- *Try a grocer instead of a large super market, visit restaurants in the area and leave a review. If they are not listed, tell them about their free Business Directory listing opportunity.*





# HOW IT WORKS?

NORTHAMPTONSHIRE



## You have a hot address

*The listing shows your business website address, **while others charge for this link, we don't.** This means every visitor to your listing can go directly to your business website. Great link building.*

## Text and Images

*The Directory allows a description of your business of about **300 words.** This is indexed by the search engines. A logo should also be included, maximum **245px wide**, to show correctly.*

*A self help guide **how to create a web page description**, is available.*





# HOW IT WORKS?

## »» Large and small

- *Local businesses are not always small businesses. Large national companies may have a local presence and have benefits from the **Northampton Business Directory**.*
- *Reviews and recommendations help customers quickly decide whether to visit a website or local premises.*

## Studies Show that...

- *Reputable studies show that up to **80 percent** of shoppers purchase products and services located within **20 miles** of their homes whenever possible.*

# WHAT THE STATISTICS SHOW

- The *Marketing Sherpa 2012 Marketing Benchmark Report* notes that only **35 percent** of business-to-business (B2B) marketers have claimed a local business listing, and a mere **23 percent** optimise directory listings for locally relevant search terms.
- Business-to-Customer (B2C) marketers **score 43 percent** for these tactics. Although local searches are proven valuable tactics, only **27 percent** of marketers report using local searches as part of their overall business search engine strategies.







## A LOCAL DIRECTORY FOR LOCAL PEOPLE

- *The Directory is designed to benefit local companies by targeting likely customers ready to purchase goods and services.*
- *The Directory drives traffic to a website simply because searchers want to find local businesses. More qualified sales from people in the immediate geographical area.*

# BOOST SEARCH ENGINE RANKING

## SEARCH ENGINES

- *Major search engines like Google find new sites through links, and local directories like the **Northampton Business Directory** provide these important links. Visibility to search engines increases along with search engine page ranking.*
- *Competition for customers is intense. Making the most of on-line marketing initiatives and options through local listings like the Northampton Business Director is a vital link for a company's continued success.*







# HOW WILL THIS BENEFIT YOUR BUSINESS?

- We are a *local business directory* serving the whole of *Northamptonshire*, we take care that only local businesses and companies with a Northamptonshire address are included in the Directory.
- **"After Brexit, Localisation has taken a new meaning"**. People want back control, and to make their own decisions. This is also true when shopping for products and services.



# MAKE US PART OF YOUR MARKETING

## Locality Shopping

- Towns like **Bristol** and **Lewis** have introduced a local currency to promote and support local businesses, this trend is likely to continue and there is a strong possibility that a **Northamptonshire Pound** will exist at some point in the future.
- Spending money locally can have significant benefits for employment and the general prosperity of an area.

## How to be a Localist

*It is easy to use the Internet to search for best products and services, and this will not change. Many of the business already listed in the Directory offer special discounts and services and supply customers from their local address.*



# LOCALISM IS NOT BAD, IT IS A GOOD IDEA

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- *Most types of business are local, restaurants, pubs, B&B's hotels, shops, solicitors, garages, painters, etc.*
- *But they also seek and need customers from outside the area and locally to be successful.*
- *Consider employment, if you are employed in Northamptonshire or are retired, the wealth created by local businesses pay into the local tax system, providing, better schools, roads, police, fire services and social services. What goes around, comes around.*





# MAKE NORTHAMPTONSHIRE SUCCESSFULL AGAIN

*Use the **localised Directory today** and make Northamptonshire prosperous, the search box in the menu bar can locate all listed businesses.*

[www.northampton-business-directory.com](http://www.northampton-business-directory.com)