How to make the most of your Yellow listing.
Introduction.

If you want to get noticed online, taking advantage of all the features in your Yellow listing is a great way to build your online presence and target new customers.

A comprehensive listing not only helps boost your business’s visibility, but also separates your business from the rest.

This guide covers all the important components of a Yellow listing including the basics, SEO, visuals, social media, and reviews to ensure you’re getting the best results possible.
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Although your listing will be tailored to your business type and objectives, these are the fundamentals you should tick off.

Make sure that the following basic details are accurate and up-to-date:

- Main business address and any additional locations you have
- Opening hours (including holiday hours)
- Service areas (if you’re a mobile business) – over 70% of users search within a specific suburb, so you want to make sure you’re targeting the right people
- Phone number
- Email address
- Website URL

Also, remember to check that the map and directions to your main business location are correct.

Once you’ve verified all your basic details, cross-check them against any other sites where you have an online presence. This includes your website, social media, your Google My Business listing and any other online directories.

The goal here is to make sure all your essential information matches up wherever your business appears online so it’s easy for potential customers to find out if you’re a good fit for their needs and get in touch with you.

It’s also great for your SEO, as the more content you provide the easier it is for Google to find you.
Writing a strong business description.

Most people will only look at your listing for a few seconds before making a decision, so it’s crucial that your description makes a good impression quickly.

Browse through competitors’ descriptions to see which ones work best. What details have they included that you might have forgotten? This isn’t about copying competitors, but rather taking inspiration to improve your own description.

Aim to keep your business description at around 200 words or less – long enough to explain your services and selling points but short enough to keep your readers interested.

Every business description should cover these key points:

- Your services.
- The areas you cover.
- Your competitive advantage – what your business does best.
- Any awards, qualifications or accolades your business has received.
- A call to action like “Call us today for a free quote” to help convert potential customers into paying ones.

- Keep your description concise and easy to understand
- Avoid lengthy stories and flowery language
- Make sure your tone of voice matches your brand
While yellowpages.com.au is already SEO optimised, (our huge range of listings and trusted reputation mean Google often scans our information to deliver results) using crucial keywords in your listing description can also help you appear in search results.

**Keywords.**

Writing a description that’s rich in keywords relating to your business is a great way to give your listing a boost on Google. Keywords are words and phrases that customers would use to search for your business online.

Make sure that the keywords used flow naturally, rather than stuffing them in. The most important consideration is having a description that’s easy to read and showcases your business effectively.
These days, quality imagery and videos are a crucial part of any small business marketing plan. Including images and videos in your Yellow listing is a great way to capture attention.

While you might think that you need to be a creative pro to create images and videos for your business, the truth is that you can achieve great results using your smartphone.

**What makes a good image?**

Make sure that your images are sharp and taken in good lighting. Avoid out-of-focus shots and thumbnail-sized photos. It also helps to have a centre line (the horizon, for example) and point of focus to make sure your photos are well-framed.

When taking photos for your business, think like a marketing pro. What message and mood do you want to portray to potential customers? Do your photos match your overall brand and highlight your business at its best?

The best approach is to take your own original images rather than use stock photos, because original images are unique to your business and add credibility to your brand.
What if your business isn’t image-friendly?

While florists can highlight beautiful floral arrangements and café owners can share snaps of mouth-watering meals, what do you do if you’re an accountant or exterminator?

In these cases, the key is to highlight all the other great aspects of your business. A good place to start is with images of your friendly staff on the job doing what they do best. Putting a face to a name is a great way to add a personal touch to your business and bolster trustworthiness.

If you’re a product-based business, take some shots of your finished products to showcase your great workmanship. You could even include some progress shots to highlight all the expertise that goes into crafting your final product.

Everyone loves a success story, so it’s also worthwhile including shots of your satisfied customers. These images not only show that you’re good at what you do, but also that your claims are backed up by real people.

Finally, consider showcasing your business achievements with visual graphics. This could be the number of customers you’ve served within a year, how many great reviews you’ve received, or any other positive impact you’ve had. A branded piece of imagery with relevant and impressive stats is a sure-fire way to capture your audience’s attention.
Adding imagery and videos.

What makes a good video?

Aim to keep videos short (under a minute if possible) and full of content that is of real value to the viewer. This could be in the form of a how-to tutorial, a run-through of your competitive advantage, or a visual catalogue of your workmanship and process.

If you’re filming a short clip of a job in action or staff at work, your phone or camera could do the trick. Just make sure to film in a well-lit, quiet area and if you’re using a smartphone, hold it horizontally so the aspect ratio is appropriate for uploading online.

If you plan on using a general video about your business across multiple platforms, consider hiring equipment for a day or investing in a professional videographer who can film and edit a polished clip.

You can also use tools like Animaker and Moovly to create short animated clips with graphics and dynamic imagery to add visual appeal to your selling points.

• 62% of Australians stream videos online¹
• 55% of people pay the most attention to video of all content online²
• Readers spend more time looking at images than they do reading text on a page³

Selling your services.

There are probably many other businesses who provide similar services to you, so you’ll need to establish a point of difference to make your listing stand out.

This is where your Unique Selling Proposition (USP) comes in. Your USP is what makes your business different (and better) than any other in your field.

How to identify your USP.

The most effective USPs address a specific need or solve a problem for your target market. Think about what your customers commonly seek from your business and the factors that motivate their decisions.

For example, a clothing business might highlight the fact that their clothes are handmade, or made from organic cotton, or produced using local materials. A builder might mention that they’re accredited to remove asbestos or that they specialise in eco-friendly building materials.

If you don’t have a clear point of difference, consider establishing an introductory offer or deal that could serve as the tipping point in your favour for customers tossing up between you and a competitor.

It’s all about establishing your competitive advantage, so take a look at your competitors to determine what you offer that they don’t, or what you do better.

Awards and accolades.

Has your business received any awards, qualifications or certifications?

These accolades are an instant stamp of trustworthiness, and go a long way to building your reputation online, so be sure to note them in your listing.

Qualifications and certifications also show that you have the appropriate documentation to carry out work, giving potential customers peace of mind that you’re equipped to do the job.
Adding your social media.

Adding social media pages to your Yellow listing helps boost your overall online presence and encourage people to engage with your brand.

Why is social media important for businesses?

Social media is a great, cost effective way to connect with and target potential customers, and engage with existing customers. Depending on your business model and the platforms you’re using, social media can be used as a customer service portal, to drive traffic to your website and advertise special offers.

Social media platforms at a glance.

Here’s a quick rundown of the most common social media platforms and how they can benefit businesses:

**Facebook** – the biggest social media network in Australia in terms of number of users and recognition. It’s a great starting point for most types of businesses, as it combines the ability to talk to customers directly, and post images, videos, links, and business updates.

**Instagram** – a purely visual platform, which makes it great for businesses that have visually appealing products or services, especially food, fashion and lifestyle brands.

**YouTube** – is a great place to store your videos as it lets you embed video content in your website without increasing your site’s bandwidth.

**Twitter** – useful for businesses that regularly share interesting industry updates and news. It’s also handy as a customer service portal.

**LinkedIn** – great for professional services and B2B businesses. It’s also a good place to share thought leadership pieces relevant to your industry.

This means you can include video in your website without slowing down your customers’ download speeds.
How to solicit good reviews.
You might have a legion of satisfied customers, but most won’t think to review your business online unless you ask them directly. There are a few easy ways you can reach out to customers for reviews:

• Once you’ve finished a transaction with a customer, ask them to review you on yellowpages.com.au
• Include a link to your listing with a call to action for reviews in customer emails.

How to respond to reviews.
Responding to reviews is almost as important as the reviews themselves, because it shows you care about your customers and that you take feedback into account.

If a customer has left you a stellar review, take the time to thank them for their feedback, and if you can, mention something specific about the transaction. For example, if you run a painting business, you might say, “Thanks very much for the great feedback! We’re so glad you loved the feature wall – we did too!”

In a perfect world, all reviews would be positive, but the reality is that no business can keep every single customer happy. If you do receive a negative review, stay calm and try not to take it personally.

Start by thanking the reviewer for their feedback and if an issue is unresolved, offer a way to resolve it offline or privately. If you disagree with their comments, you can write a short response explaining your side of the story – but always keep it factual and polite.

Finally, take the opportunity to use criticisms as a way to improve your business. Feedback is a valuable tool, even when it isn’t as positive as you’d like.
With a professional and comprehensive listing, you can show potential customers what you’re all about and prove that you’re a good choice quickly and effectively.

By showcasing engaging content, quality imagery and videos, and great reviews, you’ll not only bolster your credibility and trustworthiness, but also improve your overall online visibility.

**Your listing checklist:**
When setting up or updating your listing, be sure to tick off these points:

- Make sure your essential details are accurate and up-to-date – including your contact information, opening hours, address, and service areas.
- Ensure all your basic information matches up on your listing, website, and social media pages.
- Write a short, compelling business description that showcases what you do and why you’re the best in the business.
- Include high-quality imagery of your products, staff, customers, and/or workmanship.
- Consider hiring a videographer to capture a professional intro video you can use on your listing and other platforms.
- Utilise videos that are relevant to your business, such as how-to guides and tutorials.
- Identify and highlight your Unique Selling Proposition (USP) to establish your point of difference in the market.
- Link to your social media pages from your listing.
- Encourage customer reviews and respond to reviews – both good and bad.