

YOUR GUIDE TO

CLAIMABLE BUSINESS LISTINGS

BEST PRACTICES & SAMPLE SALES SCRIPTS



ideal directories
Launch your BIG idea today!

What are Claimable Business Listings?

A “**Claimable Listing**” is a free business listing on your directory website that can be claimed by the business owner so they can take full control of their profile and maximize the benefits of advertising on your site.

The Claim Listing feature enables you to convert local businesses browsing your site into paying advertisers. When a local business visits your website and clicks "Claim this Listing" on their profile, they will be prompted to pay for their listing so they can take full ownership of their account. **This feature is extremely effective and used by some of the biggest and most successful directory sites in the world including Google, Yelp and Yellow Pages.** Claimable listings are just one of the many premium features included in the Ideal Directories platform.

If you currently run a local directory website or are thinking about starting one, incorporating claimable listings can be an effective way to help you sell more listings. Use this document to learn more about how Claimable Listings work and tips for selling them.

How do Claimable Listings Work?



Benefits of Claimable Listings

There are many benefits to adding Claimable Listings to your directory website. Some of the key advantages include:



Claimable listings help populate your directory

Adding claimable listings will provide your site with much needed content. After all, a directory site with little or no listings is useless to anyone who visits your site.



Claimable listings improve SEO

Adding claimable listings to your directory can help improve search engine ranking and help drive traffic to your site. The more listings you have on your site, the better it is for search results.



Claimable listings help earn the trust of advertisers

Visualizing and seeing a live listing on your directory site can help earn the trust of potential advertisers. It can help instill confidence that your site is legit and provides credibility knowing that other businesses advertise on your site as well.



Claimable listings help create a sense of urgency

One of the benefits of making a listing claimable on your directory website is that it creates a sense of urgency for the business owner. Since technically anyone can claim a listing that is set to claimable, a business owner might worry about a competitor taking control of their listing and posting inaccurate information. This is a tactic often used in the real world and is known as "pirating" listings.



Claimable listings help simplify the signup process

Claimable business listings make it easier for a business owner to sign up themselves. With all of their data already in place, the business owner simply needs to click "claim this listing", choose a plan and submit their payment info. Once their account is created, they can choose to add additional information like photos, coupons and more to their listing. It's a simple, self-serve approach that eliminates the need to speak with a sales rep or wait for their listing to go online.

Tips for Adding Claimable Listings to Your Directory

Here are 3 tips for adding claimable listings to your site:

1. Add 5 - 10 claimable listings for each category on your site
2. Choose the "Premium Plan" option by default when creating the listing
3. Include only their basic information for the business to help encourage them to upgrade to a paid listing

How to Contact Businesses to Claim their Listings

While you might be tempted to sit back and wait for businesses to stumble across your site and claim their listing, we recommend that you be proactive with sales and contact businesses directly. Here are some best practices when contacting businesses to claim their listing:



Be Proactive

Contact businesses directly. Don't wait for businesses to come to you.



Contact by Phone or Email

Cold calling and emailing are the most effective ways to reach businesses.



Highlight the Benefits

Highlight the advantages of claiming their listing including additional exposure, better search results, and the ability to add additional content.



Invite them to Claim their Listings

Encourage them to claim their listing and include a direct link to their profile.



Offer a Discount

Including a limited-time promo code encourages the business owner to take action and creates a sense of urgency.

Sample Email Sales Scripts

To assist you in your sales efforts, we've put together a handful of email sales script templates that you can use to help you sell claimable listings on your own directory website. You can email the business owner directly if you have their email address or through a contact form on their website.

Feel free to modify these emails any way you like. It's best to experiment with different variations of the subject line, message and offer to measure their effectiveness.

✉ Email #1 ✕

To: _____











Subject: Uh-oh! Your listing is missing important information!

Hello,

Your listing on [YourDirectoryName.com] has missing information which will prevent it from displaying fully within search results. You can claim your listing to reach more customers online, increase website traffic, boost your online visibility & credibility, and improve your search engine rankings.

[Click here to claim your listing >>](#)

Special Offer: Use promo code SAVE50 before the end of the month to receive 50% off any plan.

Send          

✉ Email #2



To:

Subject: Local customers are waiting for you!

Hello,

Are you ready to grow your business? Claim your listing on [YourDirectoryName.com] now to connect with local customers in and around [City].

[Click here to claim your listing >>](#)

Special Offer: Use promo code SAVE50 before the end of the month to receive 50% off any paid plan.

Send



✉ Email #3



To:

Subject: Action required: Claim your listing on [YourDirectoryName.com]

Hello,

In order to take full advantage of your listing on [YourDirectoryName.com] you will need to claim your listing. Claiming your listing lets you capitalize on more traffic and generate unique opportunities to build your brand.

[Click here to claim your listing >>](#)

Special Offer: Use promo code SAVE50 before the end of the month to receive 50% off any plan.

Send



✉ Email #4



To:

Subject: Next step for claiming your listing

Hello,

[City] customers are looking for businesses like yours on [YourDirectoryName.com]. Make sure they can find you and that your information is accurate, up to date and easily accessible. Click the button below to get started.

[Click here to claim your listing >>](#)

Special Offer: Use promo code SAVE50 before the end of the month to receive 50% off any plan.

Send



✉ Email #5



To:

Subject: Your 50% off coupon expires soon

Time's almost up, [Business Name]!

Don't miss the chance to save big and reach more local customers when you claim your listing on [YourDirectoryName.com].

[Click here to claim your listing >>](#)

Special Offer: Use promo code SAVE50 before the end of the month to receive 50% off any plan.

Send



✉ Email #6



To:

Subject: Add more info to your listing for better results!

Hello [Business Name],

Did you know that adding more content to your Business Profile on [YourDirectoryName.com] can help you stand out, improve search results and reach more customers online? Claim your listing today to get started.

[Click here to claim your listing >>](#)

Special Offer: Use promo code SAVE50 before the end of the month to receive 50% off any plan.

Send



✉ Email #7



To:

Subject: Your listing has still not been claimed!

Hello [Business Name],

Your listing on [YourDirectoryName.com] has missing information which will prevent it from displaying fully within search results. For best results, we encourage your to claim your listing and choose a premium plan.

[Click here to claim your listing >>](#)

Special Offer: Use promo code SAVE50 before the end of the month to receive 50% off any plan.

Send

