

**WHERE TO GET  
ADVERTISING ON  
THE INTERNET  
FOR FREE**

**WISE** ABOUT WEBSITES  
/ **SAVVY** ABOUT SOCIAL /  
**INTENSE** ABOUT INBOUND

# **WELCOME TO OUR GUIDE TO WHERE TO GET ADVERTISING FOR FREE.**

Most people are aware of a few places to get a free advert when they start their business, Yell.com, and Thomsons being the most obvious. Often new businesses will list themselves on the ones they know, and then start to concentrate activity around Facebook. There are a lot more that can help you grow your business from a standing start and there are even some specialist portals for different business niches.

Many of them actually get a serious amount of traffic as stand-alone entities, and can go a long way to getting you regular business.

However, with all the recent Google changes, it is imperative that you identify, claim & optimise all your local listings as they are the drivers of local search and heavily influence the 'local' results at the top of the page.

# NO “CHEATING”.

Gone are the days that you can just buy a typical “geographic” URL such as [www.locksmithbedford.co.uk](http://www.locksmithbedford.co.uk), or even [www.stalbansflooring.co.uk](http://www.stalbansflooring.co.uk) and ‘pretend’ that you are actually in that location.

Google has become wise to this practice and takes a pretty dim view of it these days.

Have a genuine address. How does Google judge physical presence? First of all with its own “Google places” offering (now integrated with your Google plus account) and also it uses the information harvested by other “local directories” out there. Obviously some of them have much more influence with Google than others, and we have done our best here to include the best ones in this guide.

One size does not fit all, note that some of them are more important for different sorts of business than others. There will always be places more geared to your specific needs or type of business and you should seek them out wherever you can.

# **CONSISTENCY CONSISTENCY CONSISTENCY.**

The big thing in online marketing these days is:

## **‘NAP’**

name, address, phone number...

It has become apparent that Google expects these to be the same everywhere. So it is very important that you always enter your listing exactly the same way each time.

For example make sure you stick to one format for Street or Road  
Which of course can be entered as:

ST, St, Str, RD, Rd, or even rd.

Clarendon Road or Clarendon rd, it doesn't matter which you choose, but you must make sure it's written the same on every website every time. Otherwise quite a lot of your effort will go to waste.

# **SHORTCUTS (THANK GOD).**

Looking at how long our list is, it can be off-putting thinking you are going to have to type all your details into each new site every time. However, remember that some things are always going to be the same such as:

- your name,
- your company name,
- your telephone number,
- your mobile number etc.

There are many pieces of software out there (including your browser) that will automatically complete these details on every site so you don't have to manually type them in every time.

Most of these free sites ask for some sort of biography and company profile- Have a pre-written word document ready so you can cut and paste this every time.

# DO IT IN ONE HIT.

We have found the best way to get this done is to do it in one session with your mobile phone turned off so you can just go at it as hard as you can. It can take a couple of hours but it's totally worth it.

I think it's fair to say that there are some others we haven't included here, but I think we've done our best to list all the ones that are relevant to UK businesses. If there are any you feel that should be added, especially if they have worked well for you, please email us on: [office@flycastmedia.co.uk](mailto:office@flycastmedia.co.uk) and we will make sure to include them in any updates of this list.

# ANYWAY, ENOUGH TALK, ON TO THE LIST...

[Yell.com](https://www.yell.com/free-listing/) (https://www.yell.com/free-listing/)

[Thomsonlocal.com](https://www.thomsonlocal.com/addfreelisting) (https://www.thomsonlocal.com/addfreelisting)

[Cityvisitor.co.uk](https://www.cityvisitor.co.uk/order/#listing) (https://www.cityvisitor.co.uk/order/#listing)

[Infoserve.com](https://www.infoserve.com/local-listings/yahoo-local/) (https://www.infoserve.com/local-listings/yahoo-local/)

[Touchlocal.com](https://www.touchlocal.com/add-listing) (https://www.touchlocal.com/add-listing)

[Freeindex.co.uk](https://www.freeindex.co.uk/signup.htm) (https://www.freeindex.co.uk/signup.htm)

[Yelp.co.uk](https://biz.yelp.co.uk/) (https://biz.yelp.co.uk/)

[192.com](https://www.192.com/businesses/add/) (https://www.192.com/businesses/add/)

[BizWiki.co.uk](http://www.bizwiki.co.uk/write.htm) (www.bizwiki.co.uk/write.htm)

[Britaine.co.uk](https://www.britaine.co.uk/) (https://www.britaine.co.uk/)

[BTLinks.com](http://www.btlinks.com/advertise.htm) (www.btlinks.com/advertise.htm)

[CompaniesintheUK.co.uk](http://www.companiesintheuk.co.uk/AddCompany/AddCompany) (www.companiesintheuk.co.uk/AddCompany/AddCompany)

[Cylex-UK.co.uk](https://admin.cylex-uk.co.uk/firma_default.aspx?step=0&d=cylex-uk.co.uk) (https://admin.cylex-uk.co.uk/firma\_default.aspx?step=0&d=cylex-uk.co.uk)

[Fyple.co.uk](http://www.fyple.co.uk/register) (www.fyple.co.uk/register)

[HotFrog.co.uk](https://admin.hotfrog.co.uk/add/index-card) (https://admin.hotfrog.co.uk/add/index-card)

[MiQuando.com](https://miquando.com/EndUser/ForBusiness) (https://miquando.com/EndUser/ForBusiness)

[MisterWhat.co.uk](https://www.misterwhat.co.uk/content/faq) (https://www.misterwhat.co.uk/content/faq)

[Blogarama](https://www.blogarama.com) (https://www.blogarama.com)

[Nextdoor](https://nextdoor.co.uk/choose_address/) (https://nextdoor.co.uk/choose\_address/)

[Gb.centralindex.com](https://admin.centralindex.com/add/index-card) (https://admin.centralindex.com/add/index-card)

[Yellowleaf.co.uk](https://www.yellowleaf.co.uk/advertise) (https://www.yellowleaf.co.uk/advertise)

[Opendi.co.uk](https://service.opendi.co.uk/listings) (https://service.opendi.co.uk/listings)

[Scoot.co.uk](https://www.scoot.co.uk/add-listing) (https://www.scoot.co.uk/add-listing)

[TheBestof.co.uk](#) (contact them by phone or email to get listed)

[TheDiscDirectory.co.uk](https://www.thediscdirectory.co.uk/addlisting2015/1.html) (https://www.thediscdirectory.co.uk/addlisting2015/1.html)

[UKSmallBusinessDirectory.co.uk](https://www.uksmallbusinessdirectory.co.uk/advertising/) (https://www.uksmallbusinessdirectory.co.uk/advertising/)

[Yalwa.co.uk](http://www.yalwa.co.uk/post/) (www.yalwa.co.uk/post/)

[uk.local.yahoo.com](https://www.infoserve.com/local-listings/yahoo-local/) (https://www.infoserve.com/local-listings/yahoo-local/)

[Tomtom.com](https://mycompany.places.tomtom.com/) (https://mycompany.places.tomtom.com/)

[Iglobal.co](https://www.iglobal.co/united-kingdom/company-register) (https://www.iglobal.co/united-kingdom/company-register)

[cybo.com](#) (Add business from the homepage)

[Ibegin.com](https://ibegin.com/business-center/submit/) (https://ibegin.com/business-center/submit/)

[Brownbook.net](https://www.brownbook.net/business/add/) (https://www.brownbook.net/business/add/)

[Europages.co.uk](https://promote-your-business.europages.com/EN/) (https://promote-your-business.europages.com/EN/)

[Factual.com](https://www.factual.com/contact#update_add_business) (https://www.factual.com/contact#update\_add\_business)

[Spoke.com](https://www.spoke.com/companies/new) (https://www.spoke.com/companies/new)

[Callupcontact.com](https://www.callupcontact.com/active/register/register.php) (https://www.callupcontact.com/active/register/register.php)

[Directory.seekahost.com](https://directory.seekahost.com/business/register) (https://directory.seekahost.com/business/register)

[Tupalo.net](http://tupalo.com/en/users/sign_up) (http://tupalo.com/en/users/sign\_up)

[Bizexposed.com](https://www.bizexposed.com/BizAdmin/Register.php) (https://www.bizexposed.com/BizAdmin/Register.php)

[Scooploop.com](https://www.scooploop.com/) (https://www.scooploop.com/)

[1stdirectory.co.uk](https://1stdirectory.co.uk/account/login) (https://1stdirectory.co.uk/account/login)



[2findlocal.com](https://www.2findlocal.com/Modules/Biz/bizPhoneLookup.php) (https://www.2findlocal.com/Modules/Biz/bizPhoneLookup.php)

[Applegate.co.uk](https://www.applegate.co.uk/register-company) (https://www.applegate.co.uk/register-company)

[localstore.co.uk](https://www.localstore.co.uk/admin/user-login/) (https://www.localstore.co.uk/admin/user-login/)

[Directory.independent.co.uk](https://directory.independent.co.uk/add-listing) (https://directory.independent.co.uk/add-listing)

[Mylocalservices.co.uk](https://www.mylocalservices.co.uk/list_your_business.php) (https://www.mylocalservices.co.uk/list\_your\_business.php)

[Businessmagnet.co.uk](https://businessmagnet.co.uk/manage-account/register) (https://businessmagnet.co.uk/manage-account/register)

[Near.co.uk](https://www.near.co.uk/SearchMyBusiness.aspx) (https://www.near.co.uk/SearchMyBusiness.aspx)

[Dentons.net](https://dentons.net/advertise/) (https://dentons.net/advertise/)

[Tipped.co.uk](https://tipped.co.uk/SearchMyBusiness.aspx) (https://tipped.co.uk/SearchMyBusiness.aspx)

[Inuklocal.co.uk](https://www.inuklocal.co.uk/free-advertising.aspx) (https://www.inuklocal.co.uk/free-advertising.aspx)

[Find-us-here.com](https://www.find-us-here.com/listing.php) (https://www.find-us-here.com/listing.php)

[Tuugo.co.uk](https://www.tuugo.co.uk/AddYourBusiness) (https://www.tuugo.co.uk/AddYourBusiness)

[Bingplaces.com](https://www.bingplaces.com/DashBoard/Home?from=HomePage) (https://www.bingplaces.com/DashBoard/Home?from=HomePage)

[Business.foursquare.com](https://business.foursquare.com/claim/) (https://business.foursquare.com/claim/)

[Yellow.place](https://yellow.place/en/britain/ab-kettleby) (https://yellow.place/en/britain/ab-kettleby)

[Where2go.com](http://www.where2go.com/binn/su.w2g?function=form) (http://www.where2go.com/binn/su.w2g?function=form)

[Bigreddirectory.com](https://bigreddirectory.com/add_a_venue.php) (https://bigreddirectory.com/add\_a\_venue.php)

[Uksbd.co.uk](https://www.uksbd.co.uk/free-business-advertising) (https://www.uksbd.co.uk/free-business-advertising)

[121nearme.co.uk](https://www.121nearme.co.uk/advertise) (https://www.121nearme.co.uk/advertise)

[A-zbusinessfinder.com](https://www.a-zbusinessfinder.com/listing.php) (https://www.a-zbusinessfinder.com/listing.php)



The Old Free School, George St, Watford,  
Herts, WD18 0BX  
T: 01923 439 662 | [office@flycastmedia.co.uk](mailto:office@flycastmedia.co.uk)  
[www.flycastmedia.co.uk](http://www.flycastmedia.co.uk)

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