



### Five Sparrows LLC

3889 Hartland Hills | Hartland, MI 48353  
Toll Free: 877-451-0145 | Office: 810-923-1874  
Fax: 810-746-0031 | [www.fivesparrows.com](http://www.fivesparrows.com)

# Directory Submission

## Comprehensive Service for Listing Your Business in the Top-Performing Online Directories

## Online Directory Submission Service from Five Sparrows

Recent studies have shown that people are turning to the Internet **first** when looking for information about businesses, rather than looking up information in printed phone directories. The convenience of having directory information instantly available on computers, cell phones, PDA devices, etc., is a growing trend that your business cannot afford to ignore.

Five Sparrows has created a new service called **Directory Submission** to help clients take advantage of this growing trend. Directory Submission combines our expertise in online technologies and knowledge of top-performing directories with the convenience of having all the work done for you. This new service includes submitting your company to the best online directories while balancing those submissions among local, national, and world-wide outlets.

### Local Directories

What are local online directories, and why do you need to be listed in them? Well, think of an online directory as a paper phone book that can provide instant, searchable, and accurate results for today's time-crunched, tech-savvy users.

Customers (and potential customers) are using online directories to find information that they used to look for in the phone book. If you aren't listed in the online directories, how are customers going to find you? According to a recent finding by The Kelsey Group, more than 70 percent of households now use the Internet as an information source when shopping locally for products and services.

### A Combined Strategy

We don't limit your submissions to only one type of directory, because the best results come when you're listed in multiple types of directories. Five Sparrows takes a comprehensive approach to submitting your business to online directories, including directories that are locally focused, geographically focused, industry focused, general information directories, etc.

### Don't Get Left Behind

Online directories are being used by your customers and potential customers each day. By getting your business listed now, your company will be part of this growing trend, and will not have to "catch up" later on when it may cost a lot more time and a lot more money.

## Online Directory Submission

Submitting to the top-performing directories is actually quite time-consuming. For instance, almost all of them require you to set up a business account before you can enter any information about your company.

Our Directory Submission service includes:

- Account creation for your business on each online directory requiring account-based access
- Submission of basic business information such as name, address, phone, etc.
- Submission of time-consuming written information such as company description, business category, web site summary, etc.
- Renewal of submissions for those directories requiring annual information verification
- Work is done on your behalf for eight world-wide directories and six local directories (including Google Local, MSN Local, and the major Michigan directories).

These top directories also make their data accessible to smaller online directories, meaning listings often appear in hundreds of smaller online directories as well.