



BUSINESS DIRECTORY

How To – Create Your Business Listing

WHAT IS IT?

The Gravenhurst Business Directory is a searchable community database featuring local businesses and organizations.

WHY SHOULD I SIGN UP?

This free marketing tool is located on the Town's website and assists with promoting your products and services and can help increase your presence on Google and other search engines.

HOW DO I SIGN UP?

Go to <https://directory.gravenhurst.ca/>

- First Search to see if your businesses already has a listing
 - If YES, Contact the Economic Development Team to get your login information
 - If NO, Click the "Register" button (*located between "My Itinerary" and "Login" above the search form*) and start filling in the form.
- Your listing will be reviewed and approved within one business day. Once approved you can log in any time to update your listings as needed.

TIPS FOR SUCCESS!

Even free marketing requires you to put your best foot forward to appeal to customers:

- **Pictures;** Be sure you upload a Main Profile image so customers know what your business looks like/offers and be sure and add additional images to show of your products and services.
- **Links to Social Media/Website;** Linking to your online presence means customers finding your listing will have the most up-to-date information about your products, services or events.
- **Business Description;** The more info you provide the easier it is to convince a potential customer you have what they are looking for. List your Amenities, Features, etc.
- **Coupons/Incentives;** You can upload printable/smart coupons (customers can redeem using their phones) to entice visits to your establishment.
- **Business Info;** It's important to provide as much information about your business operation (# of employees, etc.) so local statistics can be compiled to help assist your business and the community. Only you and the Economic Development Team can see this info and will not be shared with the public.

WHAT IF I NEED HELP?

Please do not hesitate to contact us anytime if you require assistance!

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