

# NEW ZEALAND DIRECTORY LISTINGS

## Active & Recommended Directories

Directory Name	Listing URL	Category	Audience / Focus	Cost	Notes	Priority
<b>ESSENTIAL PLATFORMS — Must-have for every client</b>						
Google Business Profile	<a href="https://business.google.com">https://business.google.com</a>	General / Local SEO	All NZ businesses	Free	Single most important listing — submit here first every time	Essential
Apple Maps (Business Connect)	<a href="https://businessconnect.apple.com">https://businessconnect.apple.com</a>	General / Local SEO	iOS & Mac users, Siri	Free	Critical for Apple users; often overlooked	Essential
Facebook Business	<a href="https://www.facebook.com/business">https://www.facebook.com/business</a>	Social / Local	All NZ consumers	Free	Strong domain authority; reinforces Google signals	Essential
LinkedIn Company Page	<a href="https://www.linkedin.com/company/add/show">https://www.linkedin.com/company/add/show</a>	B2B / Professional	B2B, professionals	Free / Paid	Very high DA; essential for B2B clients. Premium options extra	Essential
Finda	<a href="https://www.finda.co.nz">https://www.finda.co.nz</a>	General / Local	NZ consumers	Free	High-traffic NZ directory; strong domain authority	Essential
Yellow NZ	<a href="https://yellow.co.nz">https://yellow.co.nz</a>	General / Local	NZ consumers & B2B	Free / Paid	Legacy brand; still carries strong SEO weight. Paid upgrades avail.	Essential
NoCowboys	<a href="https://www.nocowboys.co.nz">https://www.nocowboys.co.nz</a>	Trade / Services	NZ homeowners	Free	Leading NZ trades review platform	Essential
Tripadvisor NZ	<a href="https://www.tripadvisor.co.nz">https://www.tripadvisor.co.nz</a>	Tourism / Hospitality	Tourists & travellers	Free	Very high DA; essential for tourism & hospo clients	Essential
<b>HIGH PRIORITY — Strong SEO value, submit after essentials</b>						
Bing Places NZ	<a href="https://www.bingplaces.com">https://www.bingplaces.com</a>	General / Local SEO	Bing/Cortana/Edge users	Free	Easy win; often missed by competitors	High
Yelp NZ	<a href="https://business.yelp.com/b2bnp/">https://business.yelp.com/b2bnp/</a>	General / Local	Consumers	Free / Paid	Reviews platform; useful for hospitality & services. Paid ads avail.	High
Hotfrog NZ	<a href="https://www.hotfrog.co.nz">https://www.hotfrog.co.nz</a>	General / Local	NZ consumers	Free	Established free directory; decent domain authority	High
Cylex NZ	<a href="https://www.cylex.co.nz">https://www.cylex.co.nz</a>	General / Local	NZ consumers	Free	International directory with strong NZ section	High
Zenbu	<a href="https://www.zenbu.co.nz">https://www.zenbu.co.nz</a>	General / Local	NZ consumers	Free	NZ-specific; good local SEO signals	High
Neighbourly	<a href="https://www.neighbourly.co.nz">https://www.neighbourly.co.nz</a>	General / Local Community	Local community	Free / Paid	Hyper-local; excellent for service businesses. Paid sponsorship	High
NZ Business Directory	<a href="https://newzealandbd.com">https://newzealandbd.com</a>	General / Local	NZ businesses	Free	General NZ-focused directory	High
Builderscrack	<a href="https://www.builderscrack.co.nz">https://www.builderscrack.co.nz</a>	Trade / Home Improvement	NZ homeowners	Free / Paid	Major NZ platform for trades & home improvement	High
Service Finder NZ	<a href="https://servicefinder.co.nz">https://servicefinder.co.nz</a>	Trade / Services	Homeowners & businesses	Free	Focused on tradespeople & service providers	High
Service Pros NZ	<a href="https://www.servicepros.co.nz">https://www.servicepros.co.nz</a>	Trade / Services	Homeowners	Paid	Tradespeople & home services — paid checkout process	High
Renovation Directory	<a href="https://www.renovationdirectory/add-directory-listing">https://www.renovationdirectory/add-directory-listing</a>	Trade / Home Improvement	Homeowners	Free	Renovation & construction niche	High
Tourism New Zealand	<a href="https://www.tourismnewzealand.com/about/what-we">https://www.tourismnewzealand.com/about/what-we</a>	Tourism / Hospitality	Tourists & visitors	Free	Official NZ tourism directory; high authority	High
Eventfinda	<a href="https://www.eventfinda.co.nz">https://www.eventfinda.co.nz</a>	Events / Entertainment	NZ event-goers	Free / Paid	Events & venues; very high NZ traffic. Paid features available	High
Zomato NZ	<a href="https://www.zomato.com/nz">https://www.zomato.com/nz</a>	Food & Hospitality	Diners	Free	Restaurant & café listings	High
Tradesmen.co.nz	<a href="https://www.tradesmen.co.nz">https://www.tradesmen.co.nz</a>	Trade / Services	NZ homeowners	Free	Dedicated NZ trades directory	High
iSeekPlant NZ	<a href="https://www.iseekplant.co.nz">https://www.iseekplant.co.nz</a>	Construction / Plant Hire	NZ construction sector	Free / Paid	Plant hire & construction niche	High
<b>MEDIUM PRIORITY — Good supplementary listings</b>						
Fyp!e NZ	<a href="https://www.fyp!e.co.nz">https://www.fyp!e.co.nz</a>	General / Local	NZ consumers	Free	Free listing; solid NZ presence	Medium
NZ City	<a href="https://home.nzcity.co.nz">https://home.nzcity.co.nz</a>	General / Local	NZ internet users	Free	Long-established NZ portal	Medium
BusinessMe	<a href="https://www.businessme.co.nz">https://www.businessme.co.nz</a>	B2B / Business	NZ businesses	Free	B2B-focused NZ directory	Medium
Business Networking NZ	<a href="https://www.businessnetworking.nz">https://www.businessnetworking.nz</a>	B2B / Business	NZ professionals	Free / Paid	Networking & B2B referrals	Medium

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<b>NZ SB Directory</b>	<a href="http://www.nzsbdirectory.co.nz">http://www.nzsbdirectory.co.nz</a>	B2B / Business	SMEs	Free	Small business focused	Medium
<b>Seek Company Pages</b>	<a href="https://www.seek.co.nz/companies">https://www.seek.co.nz/companies</a>	Employment / B2B	Job seekers & B2B	Free	Company profile improves brand authority	Medium
<b>Homely NZ</b>	<a href="https://www.homely.co.nz">https://www.homely.co.nz</a>	Real Estate / Home	NZ homeowners	Free / Paid	Property & home services	Medium
<b>Tuugo NZ</b>	<a href="https://www.tuugo.co.nz">https://www.tuugo.co.nz</a>	General / Local	NZ consumers	Free	International network with NZ presence	Medium
<b>Locanto NZ</b>	<a href="https://www.locanto.co.nz">https://www.locanto.co.nz</a>	Classifieds / Local	NZ consumers	Free / Paid	Classifieds + directory hybrid	Medium
<b>Whodoyou</b>	<a href="https://www.whodoyou.com/biz">https://www.whodoyou.com/biz</a>	General / Local	Consumers	Free	Review & referral directory	Medium
<b>NiceLocal NZ</b>	<a href="https://nicelocal.nz/auckland-nz/">https://nicelocal.nz/auckland-nz/</a>	General / Local	NZ consumers	Free	Review-based local directory	Medium
<b>LOW-MEDIUM &amp; LOW PRIORITY — Worth including but not time-critical</b>						
<b>Zipleaf NZ</b>	<a href="https://manage2.zipleaf.com">https://manage2.zipleaf.com</a>	General / Local	NZ consumers	Free	Free international directory	Low-Medium
<b>Directory NZ</b>	<a href="https://directorynz.net">https://directorynz.net</a>	General / Local	NZ consumers	Free	Simple NZ-focused listing site	Low-Medium
<b>Directory Pages NZ</b>	<a href="https://directorypages.nz">https://directorypages.nz</a>	General / Local	NZ consumers	Free	NZ general directory	Low-Medium
<b>NZ Search</b>	<a href="https://www.nzsearch.co.nz">https://www.nzsearch.co.nz</a>	General / Local	NZ consumers	Free	NZ search & directory portal	Low-Medium
<b>Kiwi Business Listing</b>	<a href="https://kiwibusinesslisting.com/add">https://kiwibusinesslisting.com/add</a>	General / Local	NZ consumers	Free	Follow up required — email sent to confirm	Low-Medium
<b>Infobel NZ</b>	<a href="http://local.infobel.co.nz">http://local.infobel.co.nz</a>	General / Local	NZ consumers	Free	International directory with NZ data	Low-Medium
<b>Near Finder NZ</b>	<a href="https://nearfindernz.com">https://nearfindernz.com</a>	General / Local	NZ consumers	Free	Location-based local directory	Low
<b>OpenDi NZ</b>	<a href="http://service.opendirectory.co.nz/listings">http://service.opendirectory.co.nz/listings</a>	General / Local	NZ consumers	Free	Open business index	Low
<b>Lisnic</b>	<a href="https://www.lisnic.com/business/claim">https://www.lisnic.com/business/claim</a>	General / Local	SMEs	Free	Business claim/verify model	Low
<b>Exactseek</b>	<a href="http://www.exactseek.com/add.html">http://www.exactseek.com/add.html</a>	General	Web publishers	Free	Web index submission	Low
<b>Post Free Directory</b>	<a href="http://www.postfreedirectory.com/submit">http://www.postfreedirectory.com/submit</a>	General	Businesses	Free	Free international directory	Low
<b>Somuch</b>	<a href="https://www.somuch.com">https://www.somuch.com</a>	General	Web users	Free	Web directory; modest domain authority	Low
<b>Freewebsubmission</b>	<a href="https://www.freewebsubmission.com">https://www.freewebsubmission.com</a>	General	Web publishers	Free	Mass submission tool; useful for bulk	Low
<b>Webstatsdomain</b>	<a href="http://www.webstatsdomain.org/add">http://www.webstatsdomain.org/add</a>	General	Web publishers	Free	Site stats & directory listing combo	Low