

Domain Listings Issues an Open Letter to Small Business Owners on Getting Found Online

Domain Listings, LLC is publishing an open letter to small business owners, laying out its commitment to helping them get found online without a large marketing budget.

Las Vegas, Nevada Sep 24, 2026 (IssueWire.com) - An open letter from Domain Listings

To the small business owners we serve, and the ones we have not met yet:

We started Domain Listings, LLC in March 2013 in Las Vegas, Nevada, with one goal. We wanted to give small businesses a way to be found online that did not require a large marketing budget or a marketing team. Thirteen years later, that goal has not changed.

We know most of you did not get into business to think about search engines or directory listings. You opened a shop, took on clients, or started a trade because you were good at the work. Getting found online was never supposed to be the hard part. We built Domain Listings so it would not have to be.

What we have built together

Over the past 13 years, more than 150,000 businesses have used Domain Listings to build a presence online. Our directory is indexed by major search engines, including Google, and it now receives over 21,000 unique visitors a month.

Those numbers are not just metrics to us. Each listing is a business, and each visitor is someone looking for a product or a service that one of you offers. That is the connection we set out to build.

What we are committing to

This letter is also a set of commitments. We are putting them in writing because we think you deserve to know exactly what to expect from us.

We will keep listing simple. Setting up a profile with Domain Listings should not take a marketing background or a big time commitment. We built our platform so a business owner can set up and manage a listing on their own.

We will keep our pricing straightforward. Small businesses should not need to decode a pricing sheet to understand what they are paying for.

We will stand behind a real refund policy. If our service is not right for your business, we want you to be able to say so and have it resolved without a fight.

We will keep improving how we handle customer concerns. We have restructured how complaints and questions get handled, and we hold ourselves to consistent response standards. That work is not finished, and we do not expect it ever will be.

We will stay honest about what a listing can and cannot do. A directory listing is one part of getting found online. It helps your visibility and adds to your citation footprint across the internet. It is not a replacement for a good product or fair service. We will not tell you otherwise.

Why we are saying this now

The online directory industry has a complicated history. Some operators have used deceptive practices that made small business owners wary of directories in general, and we understand why that history makes people cautious.

We cannot control what other companies in this space have done. We can control how we operate, and we think that starts with saying plainly what we offer and standing behind it.

A company spokesperson for Domain Listings said the letter reflects a standard the company has tried to hold itself to for over a decade: "Trust is slow to build and fast to lose. We would rather be judged on how we handle a problem than on how we describe ourselves when nothing has gone wrong."

What happens next

This letter is not a one-time statement. Domain Listings plans to keep this commitment visible, both in how the company handles new listings and in how it responds when a customer has a concern. Businesses that are already listed with Domain Listings do not need to do anything differently. Businesses that are not yet listed are welcome to explore what a directory presence looks like for their industry and their local market.

Getting found online should not depend on how big a business is or how much it can spend on marketing. That belief is why Domain Listings exists, and it is why this letter is being written now, thirteen years in, rather than left unsaid.

To read more, visit the website [here](#).

About Domain Listings, LLC

Domain Listings, LLC is an independent online business directory founded in March 2013 and based in Las Vegas, Nevada. The company has listed more than 150,000 small businesses across the United States and its directory receives over 21,000 unique visitors a month. Domain Listings is led by Aaron Golubic.

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