

ONLINE BUSINESS LISTING DIRECTORY SYSTEM USING PYTHON, DJANGO & MACHINE LEARNING

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Abstract— A Business Listing Directory is a website which indexes Businesses according to their category, industry niche and its location. Listing your business in an online directory is the best way to make sure that your business maximizes its Search Engine Optimization and is visible in as many searches as possible. In the previous researches it is found that the marketing strategies that the businesses are using until now are not that effective. But the Online business directory will help businesses to reach out to maximum potential clients /Trade partners and International Markets. This web application will provide all the available information of particular company when user required and also provide security to the confidential information. The system will provide help in managing different company as well as the user associated with this web application.

Keywords— Business Listing Directory, Online Business Directory, Online Listing, Business Listing Business, Search Engine Optimization.

I. INTRODUCTION

Online Business Listing Directory is a Listing of business according to their different categories. The business Listing Directory tells people about the information of different businesses such as their products, services, contact details, location. This web application is all about business listing. This system will ensure the availability of different categories of businesses and their services for the user. In general, the system is based on computer technology that gives service to users according to their needs. Before the internet came into existence the businesses are relied on some of the traditional marketing strategies such as offline business directories, newspapers, phonebooks, paper posters and hoardings or Billboards so that people may know about them. But in this digital era such marketing strategies are not that effective. So, to increase the effectiveness of your business marketing it is very to list tour business in an online business listing directory. The online directory helps the search engines to

show your business profiles more often, it focuses on the keyword searches that are related to your products or services. In short, the online directory massively boosts your local SEO and this will surely increase the reach of your business profile in searches across multiple search engines. SEO is very important for the success of businesses that targets people because it helps to improve your business and also its visibility for local searches.

II. LITERATURE REVIEW

Following are the authors whose papers were studied: -

1.A Literature Review on "To study the service quality of urban-clap using SERVQUAL" Heemika Sharma department of management, JECRC university, Jaipur, Rajasthan". Rajni Pathak and Punam Salunkhe (2018) has studied the satisfaction level of the customer urban-clap in Pune. The sample size of the study is about 145. It can be concluded that more than half of the customer are satisfied with service provider. The result of the urban-clap shows that there is a significant relationship between expectation and satisfaction of the customer need. It's a home-based service app fixed the problem of today's day to day life such as carpentry, house cleaners, home appliance repairing, Hair cut salon at home, electricians and all other household problems. The service facilitates the problems that satisfied the customer need. It is easy to use these services. Now a day people want to easy life and access to the service they want so far that the urban-clap fulfil all the demand and provide day to day basic services at home with the help of the urban-clap app.

2.A Literature Review on "Business listing in Automatic Directory Assistance" Odette Scharemborg Janienke Sturm, lou Boues has studied the project. In most attempts to

automatic directory assistance services focused on private listing directory because it is not known precisely how caller will refer to a business listing. The research described in this paper carried out in the SMADA (Stormwater Management and Design Aid), tried to fill this gap in the project. The detail study about the project is that the main aim of the research is to model the expression people use when referring to a business listing of rules in order to automatically create a vocabulary, which can be a part of an automated DA (Directory assistance) service.

In this paper a rule-based procedure is proposed in the service, which drives under the rules from the expression people use.

These rules are to create an automatically create expression from listing directory. There are two categories of Business explain in this paper viz. Hotels and Hospitals. The result of two categories is used to discuss the problem of the over-and under-generated of Expression.

3.A literature review on "Service quality and customer satisfaction of the beauty-care service industry "Parisa Jaslam khan and Ayesha Tabassum. A study of high-end Women's parlours. The beauty-care service is one of the flourishing industries in Dhaka, Bangalore. The growing number of beauty conscious women and their demand for variety of service cater to the growth and importance. The study of aim is to measuring the service quality and customer satisfaction level of high-end women's parlour. The other purpose of the study is to access the importance of different attributes of customer's preference, evaluate the service quality level and the extend of customers satisfaction and reveal the final factor that create customers satisfaction. The detail study includes that the beauticians and executives survey of 260 customers of high-end beauty parlour. This shows that customers put utmost importance issues such as the service provider's behaviours knowledge, environment, executive's politeness, compliant handling system, trustworthiness and materials.

III. PROPOSED SYSTEM

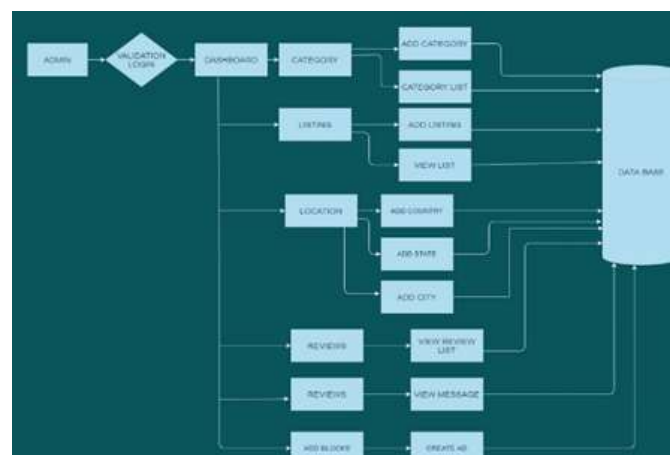


Fig1.block diagram

The system is a software-based web-application followed by some trending technologies like Python, Django framework and Machine learning. This trending technology has played a vital role in the project. Online business directory is a design based in order to illuminate the problem. This system is based on computer technology that gives service to the users.

In a few seconds will be a great advantage for the business. The system would provide administrative rights to the owner to control data information. This system allows the registered user to create their own new business, delete their old business and modify the current business information.

This software-based system consists of:

- A. Admin panel
- B. User panel

Both of these have their unique username and password. All the system data is saved in database.

A. ADMIN PANEL: -

Admin panel will play the vital role in maintaining the database, information about listed businesses in the system. This panel is maintaining the user information, such as user's profile and user service/ business. The Admin has to check whether the registered details entered by the user is valid or not. If the

It can store the entire information in the database and they will be shown on the dashboard.

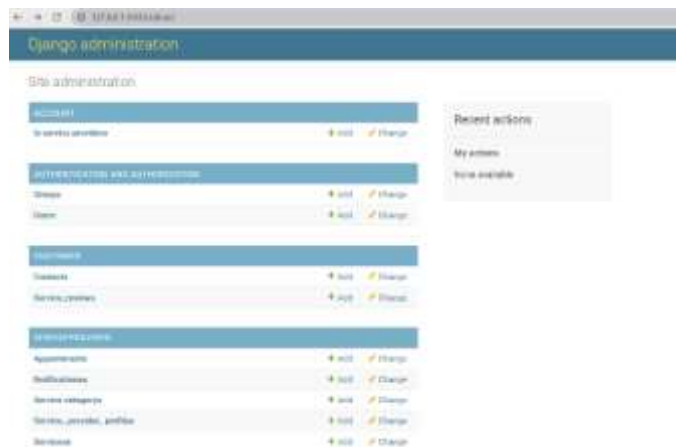


Fig2. Database

B. USER PANEL: -

The user panel will contain information about user's service/business details and user information. The user's are usually identified by a username and a password. The user will register himself through the registration page and enter the information. The user can easily create his account into the system.

If the user is not registered then he has to register himself first by entering his name, address, e-mail address and mobile number and create a account.

After successful registration the user have to re-login into the system then only the user will get sufficient access to the system, so one can update, delete and add new business. The User will be able to search for a service by visiting the website and can easily book an appointment.

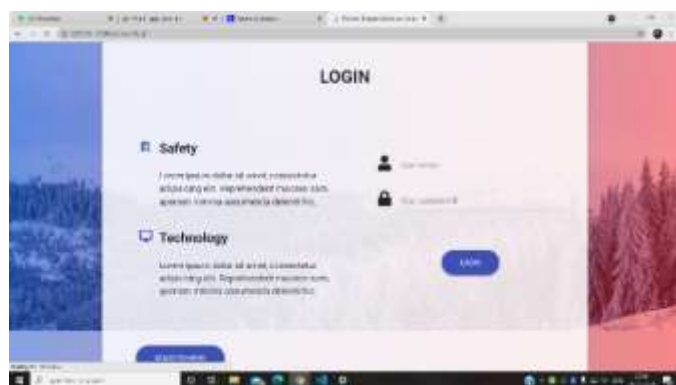


Fig3. Login Page

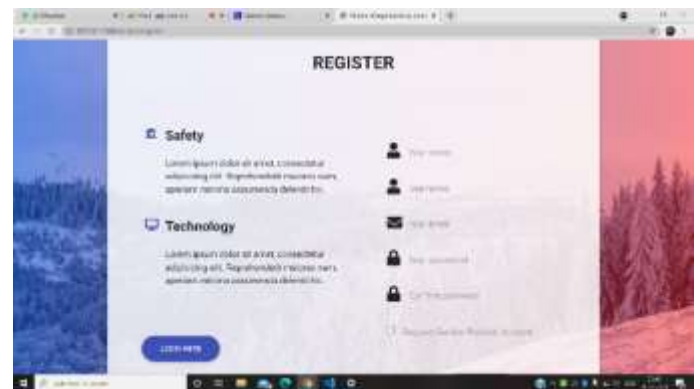


Fig4. Registration Page

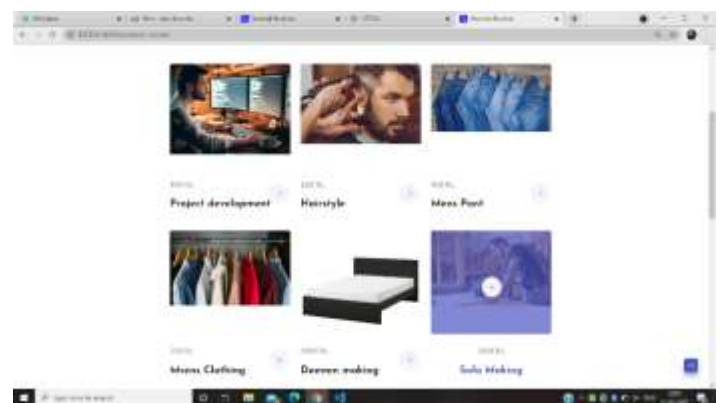


Fig5. Services Page

CONCLUSION

An online directory is a website that provides a service that allows different businesses to be added to a specific category where it can be searched for by the internet where interested visitors visit. These searchable online directories allow these visitors to search for businesses that they find interesting. Online business directories make it very easy for people to find what they are exactly looking for. All they have to do is just go online, which means that people could find your business from their home, office or even while traveling. Every day the customers are searching for businesses in their local area to solve their problems. And many times they find these businesses on online directories. When prospects find a business online they read reviews to make sure they're making a good decision. Having customers positive reviews on your listing will build tremendous credibility on the internet and prove's everyone that you're a reliable business that can be

trusted. Most of the top online business directories are free to use. The online business listing directory can give you the best marketing values your business can have.

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