

— FREE GUIDE FOR JERSEY BUSINESSES

Where to list your Jersey business online

Which listings are worth your time in Jersey, what they cost, and which popular UK directories do not cover the island at all. Checked in September 2026.

GETTING FOUND

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By Josh, Jersey Web · Updated 1 October 2026 · Read it online: jerseyweb.je/guides/where-to-list-your-jersey-business-online/

Every accurate listing does two jobs: it puts you where islanders look, and it helps Google trust that you are a real local business. Google says local results depend partly on [prominence](#), which it judges from things like links to your business and your reviews. These are the listings worth your time in Jersey, and the popular UK sites that are not.

Start with the three map services (all free)

- ✓ **Google Business Profile.** Jersey is a [supported region](#). If customers do not visit you, set it up as a service-area business: your address stays hidden and you can list up to 20 areas, such as parishes. Our guide to [getting found without a shopfront](#) covers this. If the website on your profile was a free business.site address, it stopped working in 2024: our [business.site closure page](#) has the steps, and there is a checklist for [finding the old link everywhere else](#).
- ✓ **Bing Places.** Jersey is supported. Bing is small next to Google, but it also feeds Microsoft's Copilot, and the listing takes minutes once your Google profile exists.
- ✓ **Apple Business.** Apple's free service for managing how you appear in Apple Maps replaced Business Connect in April 2026, and Jersey is supported. Apple Maps is the default on iPhones, so this is how many islanders will see you.

Jersey directories

- ✓ [Jersey Insight](#), the island's main business directory (the old JT directory). A basic listing with contact details, description, logo and hours is free; enhanced listings and priority placement are paid.
- ✓ [Jersey Quote](#), run by the same company. Islanders post jobs and businesses pay 99p per lead to see the contact details. Businesses in Jersey Insight are included, so the two go together.
- ✓ [Jersey Chamber of Commerce](#). Membership includes a listing in its member directory. It costs £93 a year for a sole trader, £170 for two to five staff and £212 for six to twenty, and the Chamber has more than 550 member organisations.
- ✓ [jersey.com](#) (Visit Jersey). Free listings for tourism, hospitality and leisure businesses, including a link to your website.

- ✓ [Digital Jersey](#). A member directory for digital businesses; small business membership is £50 plus GST a month.
- ✓ **Houzz**, if you are a builder or in the home trades. Its Jersey section lists island firms.
- ✓ [The Jersey Web directory](#), which is ours. A free listing with a link to your website, sorted by category and parish. You can add, update or remove your business with the form on the page.

UK directories: check before you bother

Many UK directories treat Jersey as an afterthought, and some do not cover it at all:

- ✓ **Yell** lists Jersey businesses with JE postcodes, and a basic listing is free.
- ✓ **Checkatrade** has some Jersey trades on it.
- ✓ **TrustATrader** does not accept Jersey postcodes, **Bark** has no Jersey pages, and **Thomson Local's** Jersey pages show businesses from elsewhere. Skip them.
- ✓ **Nextdoor** does not list Jersey among the countries it covers.

Do it properly once

- ✓ **Same details everywhere.** Pick one version of your business name, phone number and website address, and use it on every listing, your website and your signage. Google asks for the name you use in the real world, used consistently.
- ✓ **Link to your own website** from every listing that allows it.
- ✓ **Write for customers**, not for search engines: what you do, where, and one reason to choose you.
- ✓ **Keep a note of every login**, so you can update your hours or phone number everywhere when they change.
- ✓ **Ask for Google reviews** after a good job. Reviews carry more weight than most directories.

Want your profile and listings set up for you?

We set up your Google Business Profile and the listings that matter in Jersey, with the same details everywhere.

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