

# A to Z of Directory Submissions

A comprehensive eBook on everything pertaining to Online Directories & Directory Submissions

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- Introduction to Search Engine Optimization (SEO)
- Introduction to Directories & Directory Submissions
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## DISCLAIMER

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## INTRODUCTION TO SEARCH ENGINE OPTIMIZATION

The main aim of every online business is to achieve good [visibility](#). Making an impression in the vast expanse of the World Wide Web is not an easy task to accomplish. A great amount of time and effort must be invested in the attempt to get a website to rank high in the [search engine](#) rankings. The higher a website ranks, the more popular it becomes as a direct result of which, the volume of traffic to the website is increased.

The process of optimizing a site for it to rank high on the search engines is known as [search engine optimization](#) or [SEO](#). This is a long and winding process and new aspects to SEO are constantly being uncovered. The basic process of SEO can however, be divided into two parts – on page optimization, or the things that need to be done to optimize the internal structure of the website – and off page optimization which refers to all the processes involved in optimizing the external environment of the website.

An important element of off page optimization that will help in increasing a website's visibility is that of building links from quality online directories. This is one of the oldest, most convenient ways of building links that has stood the test of time. This eBook is intended to tell you all that you need to know about directories, their importance and their relevance even in today's era of search engine dominance.

## INTRODUCTION TO DIRECTORIES AND DIRECTORY SUBMISSIONS

To start off, it is important to first understand the meaning of the word [directory](#). A directory is a list of people or services organized either alphabetically or according to categories, or both. The telephone index or yellow pages for example, contain lists of people or businesses of a particular area, usually listed alphabetically. Similarly on the internet, you could find several kinds of 'web' or 'online' directories. These directories list websites according to relevant categories and sub categories.

Not all websites on the internet are listed in web directories just as not all businesses are listed in the yellow pages. Webmasters or website owners would first have to submit their website details to a few web directories in order to be listed in at least one, if not all of them. The process of submitting website details in order to be listed in a directory is known as directory submission.

## THE IMPORTANCE AND BENEFITS OF DIRECTORY SUBMISSIONS

As mentioned right at the beginning, the success of a website is a direct outcome of its online visibility. This task of making a site 'visible', not only to people, but also to the search engines, involves lots of hard work and constant link building.

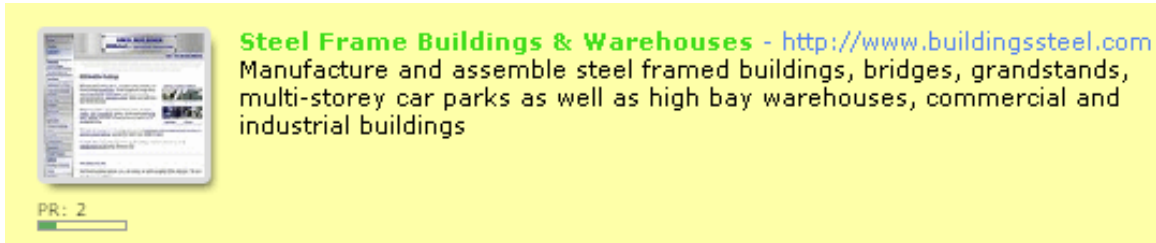
Links are greatly valued by search engines especially in determining the ranking position of a website. The more the number of quality, one-way links a website has, the higher will be its rank on the search engines. Although there are several other factors that influence search engine rankings, link building is considered to be one of the most important of all. Getting a large number of one-way links from relevant and quality websites however is no easy task.

One of the simplest ways to build links to your site is by submitting your site to good quality directories. This involves finding an appropriate category under which to submit your site and then, entering a few essential website details such as the URL, titles, descriptions and keywords associated with your website.

Almost every site that is submitted to a directory would have to go through a manual review process wherein the directory's editor checks the details entered, and assesses whether the site has enough unique and relevant content to be given a directory link. Any link received from such directories, would naturally be of a higher value since these directories make that extra effort to ensure that quality is not compromised.

When your site receives a link, it will be placed under the most appropriate category in the directory, which makes it easier for the search engines to find and judge the relevance of your site. The titles entered for submissions become the '[anchor text](#)' or the 'link text' with which directories link to your site. The description that you enter will be displayed under the title.

*The screen shot that follows is an example of how a listing in a directory would look:  
The title submitted was 'Steel Frame Buildings & Warehouses' which has become the link  
to the site. The brief description seen under the link would have been the description  
entered while submitting the site.*



Knowing that the titles you submit become the links to your site, you could enter titles in such a way so as to target specific key terms or phrases for which you want to rank. Search engines read and classify your website based on the anchor text of the links, thus helping you achieve higher search rankings for the terms you have targeted in your anchor text.

There are four main benefits of making directory submissions. They are:

#### **Getting your website indexed/found by the search engines:**

Search engines like Google and Yahoo send out [crawlers](#) to search the web for new sites that come up each day, by crawling through links from one site to another. An ideal way to draw attention to these new sites would be to have them submitted to web directories. When search engines send out their '[spiders](#)' or 'crawlers', they would find your links in these directories, thus making it easier for them to '[index](#)' or find your site.

#### **Getting Permanent One-way Links; Higher Search Engine Rankings:**

Links are a very important factor as far as rankings for a site are concerned. One-way [inbound links](#) are more valued than links that are exchanged between sites. Most directories send out permanent one-way links. The number of relevant links pointing to your site plays a crucial role in increasing your site's search engine ranking. Hence if your site receives links from relevant category pages in quality directories, this would to a certain extent boost your search engine ranking position.

#### **Targeting specific Keywords or Phrases:**

Since directories use the titles that you submit as links to your site, you could use this to your advantage by targeting specific keywords or [key phrases](#) in the titles.

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Thus, every directory link you get will be with relevant text that would help search engines classify the [theme](#) of your site and have it ranked higher for those terms.

### **Directory Submissions can be made free of cost**

Since most directories allow sites to be listed in them completely free of cost, it would make business sense to have your site submitted to as many search engine friendly directories as possible.

Given these benefits, building links through directories is an option that every website owner should seriously consider.

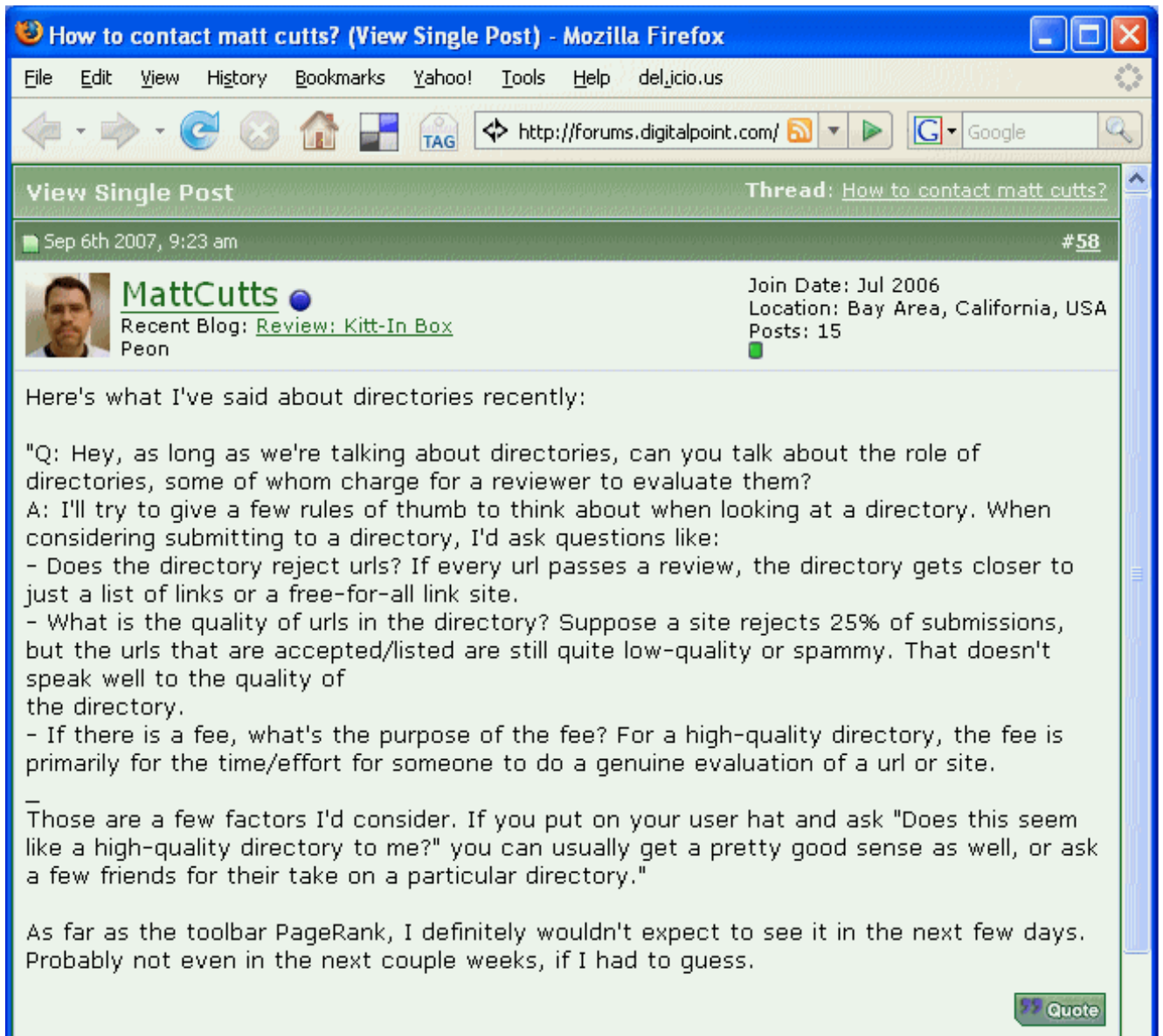
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# COMMON MYTHS ABOUT DIRECTORY SUBMISSIONS

## Directories are no longer important today

If you have been concerned about the rumours doing the rounds over the last several months regarding the declining importance of directories, here's a post from Google engineer Matt Cutts himself, conveying the message that as long as links are from quality directories, they will still be valued by search engines.

*Screenshot:*



The screenshot shows a Mozilla Firefox browser window with the title "How to contact matt cutts? (View Single Post) - Mozilla Firefox". The address bar shows the URL "http://forums.digitalpoint.com/". The page content is a forum post titled "View Single Post" with the thread name "Thread: How to contact matt cutts?". The post is dated "Sep 6th 2007, 9:23 am" and is post #58. The author is "MattCutts", a Peon, with a join date of "Jul 2006", location "Bay Area, California, USA", and "15 Posts". The post content reads: "Here's what I've said about directories recently: 'Q: Hey, as long as we're talking about directories, can you talk about the role of directories, some of whom charge for a reviewer to evaluate them? A: I'll try to give a few rules of thumb to think about when looking at a directory. When considering submitting to a directory, I'd ask questions like: - Does the directory reject urls? If every url passes a review, the directory gets closer to just a list of links or a free-for-all link site. - What is the quality of urls in the directory? Suppose a site rejects 25% of submissions, but the urls that are accepted/listed are still quite low-quality or spammy. That doesn't speak well to the quality of the directory. - If there is a fee, what's the purpose of the fee? For a high-quality directory, the fee is primarily for the time/effort for someone to do a genuine evaluation of a url or site. - Those are a few factors I'd consider. If you put on your user hat and ask 'Does this seem like a high-quality directory to me?' you can usually get a pretty good sense as well, or ask a few friends for their take on a particular directory.'" The post concludes with "As far as the toolbar PageRank, I definitely wouldn't expect to see it in the next few days. Probably not even in the next couple weeks, if I had to guess." A "Quote" button is visible at the bottom right of the post content.

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## **Directories are the same as link farms**

This is completely untrue. A [Link Farm](#) is a website that lists a collection of all kinds of links in no particular order. Anyone can submit their site to be listed in link farms, without having to undergo a process of review.

Web directories, on the other hand, are websites that list and classify websites by categories and sub categories. In order to get a site listed in a web directory one would have to submit the site to the directory along with a few details, including titles, descriptions and keywords. Sites that are submitted to directories will have to undergo an editorial review.

Links from quality directories are valued by the search engines and could help improve search engine rankings, since the links are manually reviewed and categorized.

## **Search engines will ban my site if I get too many directory links too fast**

No, this is not true. Even if you were to make hundreds of directory [submissions](#) within a short span of time, it would still take a while before you start getting your links. Links from free directories could be expected anywhere between 3-90 days after submissions. Besides, not all directories return links to websites. Hence, the number of links you get and the pace at which you get them with would be quite normal and would not alarm the search engines.

Having said that, you could also choose to play safe and submit slowly. There are submission services, like the one offered by [Directory Maximizer](#), where you have the option to choose the speed at which you have your submissions made.

## **Directory Links are only temporary**

Most directories give out permanent links that will last as long as the directory exists.

## **There is no use in submitting a site to a low PR directory**

PR or [PageRank](#) is never constant. The directories that presently have a PR of 0, 1 or 2 may be new directories that have the potential to increase in PR over time. When some of these directories gain a higher PageRank, many of them tend to become paid directories. Hence by refusing to submit your site to low PR directories for free presently, could prevent you from having a valued listing in what might well be a high PR, paid directory in future.

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## **Directory submissions do not help increase website traffic**

You can make use of directory submissions to build targeted links to your site. You can do so by targeting specific keywords for which you want to rank in the titles that you submit for your site. Titles that are submitted become the anchor text or the link text with which directories will link to your site.

Getting relevant links with targeted anchor text will improve the search engine rankings for the terms you have targeted. The higher you rank, the more visibility you gain as a direct result of which you could expect an increase in the volume of traffic to your site.

However, it is important to continue to build links through directories regularly. A constant flow of relevant directory links with targeted anchor text will help you achieve and maintain top rankings.

## **There's no point submitting to directories that look similar to each other**

Although several directories may seem similar in terms of layout structure and the categories they contain, this does not in any way mean that the directories will not be valued independently. There are many directory templates available on the web. Several directories may use a single template. However this does not mean that all these directories are the same. They may look alike and even contain similar categories, but each directory would have its own separate editorial staff that review and value the websites submitted, according to the guidelines of that particular directory.

Hence, the links that a site may receive will vary from one another, each coming from a separate directory. As such each link will be counted and valued independently by the search engines.

## HOW TO MAKE DIRECTORY SUBMISSIONS YOURSELF

Making directory submissions on your own would require a huge amount of time and dedication. There are several steps that need to be followed in order to submit a site to a directory. Each of these steps is explained in detail:

### *Compile a List of Directories:*

To begin with, you would first need to compile a list of directories to which you would like to submit your site. There are thousands of web directories available online and you would have to make a reasonably large list of directories to which you would like to submit your site. You could conduct general searches on Google or Yahoo or browse through sites like <http://www.directorycritic.com> to compile your list of directories.

### *Check for SEO-Friendly Factors:*

From the list of directories you have compiled, you would then have to narrow down on the ones that are search engine friendly. By this we mean a directory that will return links that are counted and valued by the search engines.

There would be no purpose in getting a directory link to your site if the links weren't search engine friendly or 'SEO-Friendly'. If the links you get don't matter to the search engines, they won't matter to your website either! There are several things you should do to ensure that your links are SEO friendly:

### **Ensure that there are no META nofollow or noindex tags on the link pages:**

To do this, you would have to view the page source of one of the link pages in the directory. The page source can be viewed simply by right clicking your mouse. You would see an option that reads 'View Source' or 'View Page Source'. Click on the option to view the source code of the entire page. Within that page, look closely for the following code:

```
<meta name="robots" content="noindex,nofollow">
```

If you do find this code mentioned on the page, don't bother submitting your site to that particular directory, as the search engines would not count the links it gives out. When 'noindex' is written in the code, it basically tells the search engines not to index the page, while 'nofollow' tells the search engines not to follow or count the links on the page.

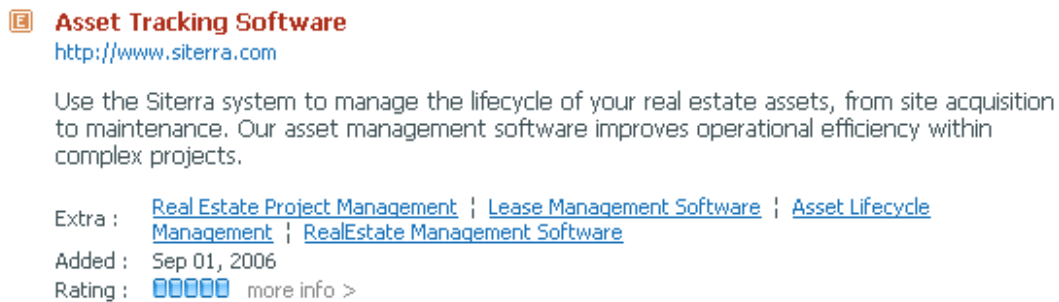
Therefore, even if only one of these parameters exist in the [META tags](#) of a link page, avoid submitting to that directory.

### Ensure that the links do not have a 'rel=nofollow' tag on them:

You should also make sure that the links on a page do not appear in the following format as this also commands the search engines not to follow links:

```
<a href="http://www.domain.com" rel="nofollow">Domain</a>
```

*Below is a screenshot of an actual directory listing that serves no purpose, as the search engines cannot follow the link to the site:*




**Asset Tracking Software**  
<http://www.siterra.com>

Use the Siterra system to manage the lifecycle of your real estate assets, from site acquisition to maintenance. Our asset management software improves operational efficiency within complex projects.

Extra : [Real Estate Project Management](#) | [Lease Management Software](#) | [Asset Lifecycle Management](#) | [RealEstate Management Software](#)

Added : Sep 01, 2006

Rating :  [more info >](#)

*When the source code of the page is viewed, the "nofollow" command is found. This command is highlighted below within the red border:*

```
<p class="list_title"><a href="http://www.siterra.com" rel="nofollow" class="list_title" title="Asset Tracking Software">Asset Tracking Software</a></p>

<p class="list_url">http://www.siterra.com</p>
<p class="list_desc">Use the Siterra system to manage the lifecycle of your real estate assets, from site acquisition to maintenance. Our asset management software improves operational efficiency within complex projects.</p>
```

The directories that give out such links would be worthless to submit to, hence it is important that you first view the source code of each directory to ensure that the links you may receive from them will be valued and counted by the search engines.

### Ensure that the links are not [JavaScript](#) generated links:

When the source code is viewed, the links should appear only in the standard `<a href=""></a>` format. If any other coded format is used, you can be certain that the links are not SEO friendly links and would hence, be ignored by the search engines.

### **See that that the links do not redirect to another page:**

Some directories give out links that [redirect](#) to a page other than the home page. These links are not valuable as they are not direct links to the site.

### **URL of the link pages should not contain too many parameters:**

You have to ensure that the [URL](#) of the link page does not have too many parameters. An example of such a URL is:

<http://www.webdirectory.com/link.php?u=23&as=2323434324&as=23423asfsfas&pw=32433>.

Although this factor alone may not make a directory non-SEO friendly, it is believed that search engines either don't index or don't place too much value on those pages that have too many parameters in the URL.

Only if a directory passes all these criteria, will it be considered an SEO-friendly directory. Before getting down to the actual task of making submissions, you would first have to compile a list of several such SEO-friendly directories to which it would be worthwhile to submit your site. This would involve the laborious task of having to go through several hundreds of directories independently to see if they match the criteria for SEO-friendliness. This is where a submission service, like [Directory Maximizer](#), comes in handy since they do all these checks for you before starting with your submissions.

### ***Choose the Right Category:***

Probably the most important aspect of making a directory submission is choosing the right category under which to submit your site. Some directories offer a wide range of category and sub-category choices and it is important to first browse through all the options and choose as specific a category or sub category as you can find that will be most suitable to list your website.

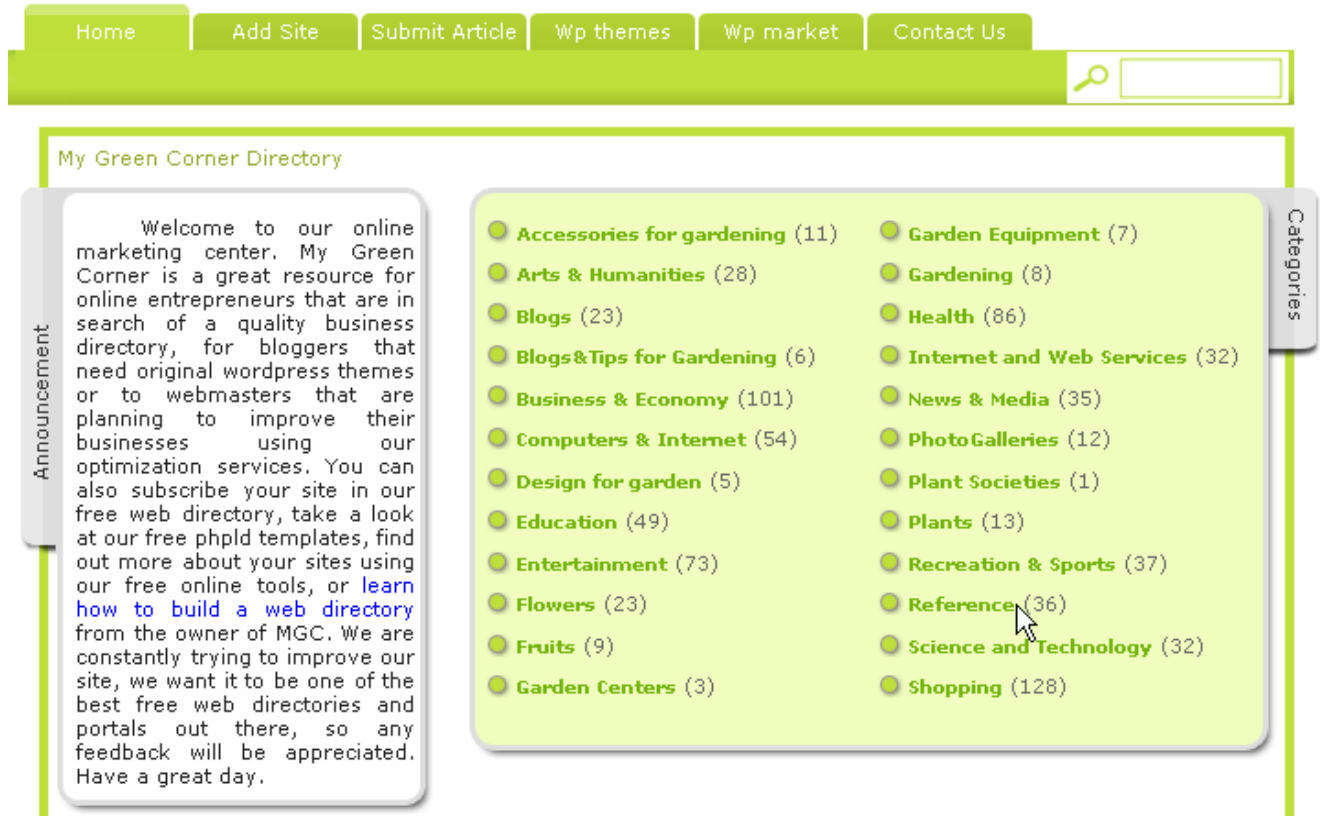
Remember that directory links would not be of any use if they come from irrelevant categories that are not related to the theme and content of your site. Hence choice of category is very important. If you do not find a category that is suitable for your website, some directories also offer the option of suggesting a category. If the directory editor approves your suggestion, a new category would be created.

To make this process simpler, let us take you step-by-step through the actual submission process. The website we will be submitting as an example, is a site: <http://www.statisticalforecasting.com>.

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We would like to ideally submit this site under the main category of Reference and the sub-category of Statistics. For this we would first have to go to the main page of a directory and browse through the category choices for the 'Reference' category.

*Below is a screenshot showing the homepage of a directory with the cursor on 'Reference':*



When you click on the main category, you will be taken to that category page where you will have to then choose your sub category. The sub category chosen for this example is 'Statistics'.

A screenshot of this is shown below:

ner Directory » Reference

**Keep Your Pond in Motion**

ond can be tough ar when you have : of fish in the pond k gets double, pond for Koi fish can some people. But rformation and a yg it can be done onds are a special r reserves that acial attention. Koi ing more prone to owner has to take . This article how-to handle these nimals in them.

**your Digicams**

hoto is great fun person having his nd the one who is camera. Each otographer thinks an shot photos like t buying a high end ot help you shoot s. You need to know echniques of otos. This article re the tricks and tips

- **Acronyms and Abbreviations** (0)
- **Almanacs** (1)
- **Arts and Humanities** (2)
- **Ask an Expert** (6)
- **Bibliographies** (1)
- **Biographies** (1)
- **Booksellers** (1)
- **Codes** (1)
- **Country Profiles** (2)
- **Directories** (15)
- **English Language Usage** (5)
- **Environment and Nature** (3)
- **Etiquette** (0)
- **FAQs** (0)
- **Finance and Investment** (3)
- **Flags** (0)
- **General** (13)
- **Geographic Name Servers** (0)
- **Health** (4)
- **Journals** (0)
- **Maps** (6)
- **Measurements and Units** (0)
- **Music** (20)
- **Parliamentary Procedure** (0)
- **Patents** (0)
- **Research Papers** (0)
- **Science** (0)
- **Searching the Web** (2)
- **Shopping** (15)
- **Standards** (0)
- **Statistics** (1)
- **Student Resources** (1)
- **Time** (2)

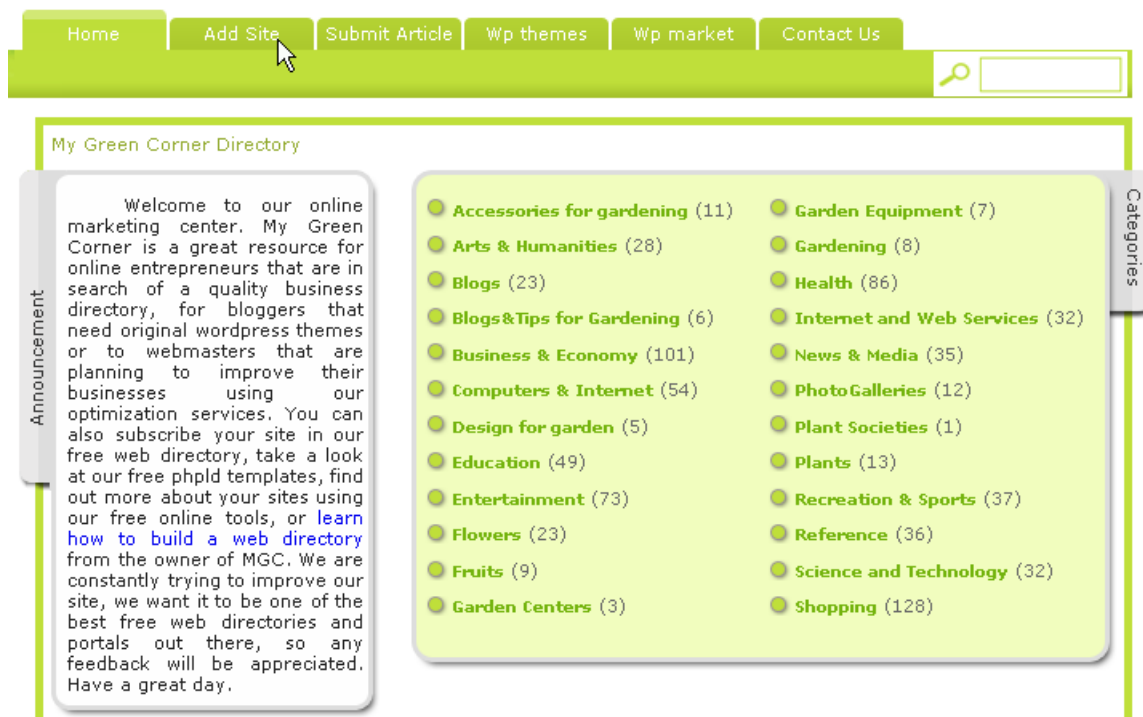
Categories

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## Submit Website Details:

After you have made the proper choice of category, your next step would be to submit your site. To do so, you would first need to look for the option in the directory that says 'Add Listing', 'Add URL', 'Submit Site', 'Submit Link', 'Suggest Site', 'Suggest URL' or 'Suggest Listing'. These are the common terms that can be found on the [homepage](#) and category pages of a directory. The option to add or submit a site is usually found right at the top or right at the bottom of the page.

*In this particular directory, the option is found at the top as shown in the following screenshot:*



When you click on this 'Add Site' link, you will be taken directly to the submission form page.

### Read and Follow Directory Guidelines:

When you arrive at the form page, the first thing you need to do is read the submission guidelines carefully.

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An example of this is represented in the screenshot below:

The screenshot shows a directory submission form with a light green background. On the right side, there is a vertical tab labeled "Submission Details". The form is divided into several sections:

- Pricing:** A section with four radio button options:
  - Regular link: free
  - Regular link with reciprocal: free
  - Featured link - [why buy this](#): \$25
  - Featured link on a part of our network - [why buy this](#): \$25
- \*Title:** A text input field.
- \*URL:** A text input field.
- Description:** A large text area with a "Limit: 500" label below it.
- META Keywords:** A text input field with the instruction "Separate keywords by comma." below it.
- META Description:** A text input field with a "Limit: 250" label below it.
- \*Your Name:** A text input field.
- \*Your Email:** A text input field.
- \*Category:** A dropdown menu currently showing "[Top]" and a downward arrow.

The guidelines of a directory are basically rules and regulations that need to be adhered to while submitting a site to. Some directories are very strict when it comes to accepting sites to be listed in them and if you ignore the guidelines mentioned for each directory, you could well be wasting your time, as the directory editor would instantly reject your site when it comes up for approval.

*Below is a screenshot of a few typical directory guidelines:*

➔ **Submission Guide Line:**

---

Unacceptable Sites, Content & few reasons why submissions are not approved:

No adult sites or adult related content.

Site made for adsense or other ad services.

No sites broken links.

No illegal sites containing copyright destruction, violence, fraud, child pornography, racism, vulgarity or warez.

Do not submit subfolder - use the top-level domain or maximum sub domain.

A site submitted to an inappropriate category shall not be added.

Only submit your homepage - do not submit sub-folders.

Inappropriate CAPITALIZATION of words.

Including product pricing and special offers. These are subject to change and are therefore not accepted.

Repeated & excessive use of exclamation marks!

In Description area Including owner name, email address, phone number, keyword or company address.

Submissions via email are not accepted.

Duplicate site submission in various category.

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## **Choose Your Directory Listing Option:**

There are all kinds of directories available online - some are free to submit to, while others come with a listing fee. All directories have various pricing features and listing options mentioned, offering at least a few, if not all of the following:

### **Paid Listings:**

Some directories require payments to be made in order for websites to be listed. These directories are also commonly referred to as 'Paid Directories'. The amount that needs to be paid for each listing varies from one directory to another.

While some directories charge a one-time fee for a site to be listed, others require payments to be made annually, monthly or after determined periods of time.

Most paid directories offer various payment packages, the most expensive package offering the most benefits to the website in terms of quick review, guaranteed back links, featured listings, advertisements and attractive placements.

The paid listings or 'Featured Links' will be given a special place on the website above other listings, often highlighted in a different colour, so that they attract more attention.

Below is a screen shot of the listings displayed in a directory. As you can see, 'Featured Listings' are given importance over and displayed above, the 'Regular Listings'.

The screenshot displays two categories of listings in a directory. The top category is 'Featured', highlighted in yellow, and the bottom category is 'Regular', highlighted in light blue. Each listing includes a small thumbnail image, a title with a URL, a brief description, a PR (PageRank) value, and two buttons: 'Details' and 'Report'.

**Featured Listings:**

- Subliminal Therapy - Sleep Hypnosis CDs and MP3 Downloads** - <http://www.subliminaltherapy.com>  
Subliminal Therapy offers state of the art sleep therapy sessions. Our subliminal hypnosis audio CD and MP3 downloads alter the subconscious mind for rapid, life-changing results. Guaranteed.  
PR: 1
- Watch winders** - <http://www.valetstand.com/cigarhumidors.html>  
Watch winders on sale with free watches box case. Buy orbita sparta, orbita monaco and automatic watch winders at discounted internet rates.  
PR: 0

**Regular Listings:**

- Online Shopping** - <http://www.planetonline.com>  
Online price comparison shopping at Planetonline.com gives you best Shopping experience on internet for Computer Electronic Jewlery Watches Music Digital Cameras Movies DVDs office products and gifts  
PR: 6
- Online grocery list** - <http://www.grocerynote.com/>  
A free online shopping list application that is perfect for keeping lists of any kind. Shopping list features a way to avoid repetitive keying and is printable as well.  
PR: 4

### Free Listings:

Directories that offer free website listings are also known as 'Free Directories'. Free listings are often referred to as 'Regular Links' or 'Regular Listings'. No payment whatsoever is required in order to get a site listed in these directories. However, each site that is added free of cost will most likely have to undergo a review process. This could take anywhere from a few weeks to a few months, and link approvals from these directories are usually not guaranteed.

These listings when approved appear within the category under which it has been submitted. It is often difficult to find a specific listing in a free directory, as that would involve manually going through several pages, looking through several thousands of undifferentiated links.

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### **Reciprocal Listings:**

Some directories require a link exchange with the sites that are to be listed in them. Only when these directories find a link pointing to them in a website, will they give a link back to that website. This process of exchanging links is known as [reciprocal linking](#) and directories that demand reciprocal links for a listing are also known as reciprocal directories.

All web directories would offer at least a few of these listing options, if not all. Some directories offer a combination of these listing options, such as a free listing with reciprocal links or a paid listing with reciprocal links.

### **Fill up the Submit Form:**

A submit form is the form into which basic website details need to be entered. These will be the details with which your site gets submitted into a directory.

Below is a screen shot of a typical directory submission form:

Submission Details

**Pricing:**

- Regular link free
- Regular link with reciprocal free
- Featured link - [why buy this](#) \$25
- Featured link on a part of our network - [why buy this](#)

\*Title:

\*URL:

Description:

Limit: 500

META

Keywords: Separate keywords by comma.

META

Description:

Limit: 250

\*Your Name:

\*Your Email:

\*Category:


Reciprocal Link URL:

Offering a reciprocal link on your site is OPTIONAL. Please choose this option only if you really like our site. To validate the reciprocal link please include the following HTML code in the page at the URL specified above, before submitting this form:

```
<a href="http://www.mygreencorner.com/">Web Directory</a> - a great family friendly directory offering full web services.
```

\*Enter the code shown:

This helps prevent automated registrations.



Accept Terms of Agreement

**Continue**

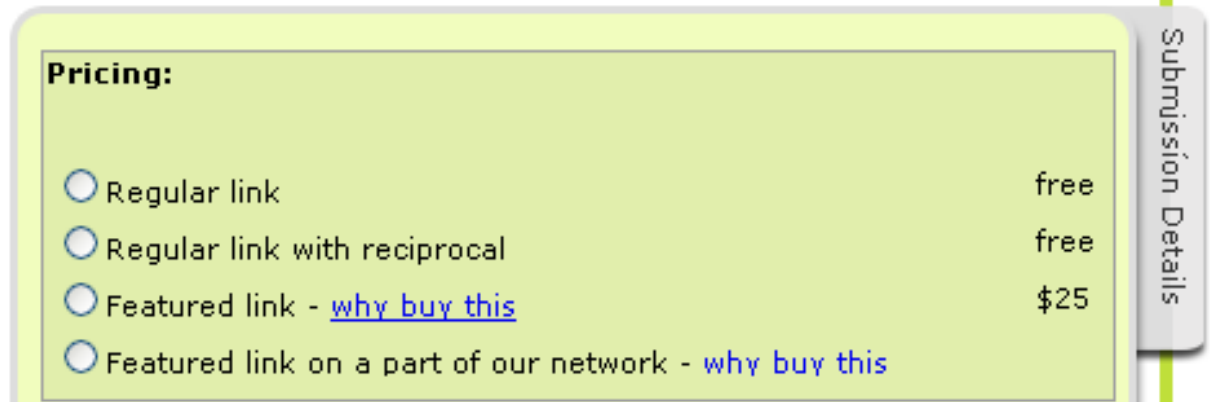
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### Pricing:

Starting with the pricing you would first have to select the listing you prefer for your submissions. Mark your preference in the space provided at the side of each listing.

For example if you choose the regular link, you would have to indicate your choice by clicking on the circle provided on the left of the option.

### Screenshot:



### Title:

Titles entered for a site should be short but meaningful phrases that in a few words, capture the essence of the site. Limit the title to 4-6 words comprising not more than 45 characters.

### Tips

- Each title entered should not consist of more than 45 characters
- Titles should not be all upper case
- Avoid over-stuffing and repetition of [keywords](#)
- Avoid the use of exclamations (!) or superlatives like 'best', 'cheapest' or 'greatest'
- The titles entered should sound objective and not too promotional. Do not use offensive or vulgar words.
- Some directories may insist on just an 'Official Title', i.e., the either the company name or the website name. In such cases, be sure not to enter any keywords in the titles. For example, if to submit a site: <http://www.statisticalforecasting.com>, we could use either of the following titles:
  - StatisticalForecasting.com – the domain name of the website
  - Statistical Forecasting – the official website title

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### *Screenshot:*

\*Title:

### **URL:**

The URL that needs to be entered while submitting a site should always be that of the site's homepage and not of inner pages or folders. Most directories do not allow inner pages to be submitted; hence it is always better to stick to entering the homepage URL, unless otherwise specified.

### **Tips**

- Do not submit parked domains, domains with no content, those that are still under construction or those that re-direct to another site
- Avoid submitting unregistered domains and those that are hosted on free hosting services
- Submit the URL in the correct format, i.e., with or without the 'http://', as may be specified
- Add a forward slash (/) at the end of the URL, if required by the directory

### *Screenshot:*

\*URL:

### **Description:**

The descriptions entered for a site should, in a few meaningful sentences, state what the site is all about and what it has to offer. Descriptions entered for a site should preferably be limited to 200-250 characters unless otherwise specified.

### **Tips**

- Avoid including pricing or any other details that are likely to change with time
- Do not mention contact details such as an address, email or a phone number
- Do not capitalize the first letter of every word of the description
- Avoid ending the descriptions with 'etc', 'and so on' or 'and much more' or even '...'

- Avoid using controversial words like 'sex', 'sexy' or 'cialis' or 'viagra' as part of your descriptions

*Screenshot:*

Description: A wealth of information and resources on statistics & forecasting and the uses of both in business and science. Visit the website for detailed information on the same.

**Keywords:**

The keywords entered for a site are the words with which you expect your site to be searched. Targeting specific keywords with your directory submissions could help you gain high search engine rankings for the same. This field may be altogether absent in some directories; however, most directories offer this as an optional field.

**Tips**

- Do not repeat a single keyword more than once
- Pay heed to the format required – whether the keywords should be separated by a comma, a space, or both
- Make sure that the spellings entered are right

*Screenshot:*

META Keywords: statistics, forecasting, statistical forecasting,  
Separate keywords by comma.

**Name:**

Enter the name of the person associated with the website. Some directories display listings along with names. The name entered in this field may therefore be displayed along with the website's listing in a directory.

*Screenshot:*

\*Your Name: Tanuja Kurup

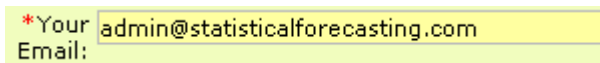
## Email:

Very few directories are particular about the kind of email address submitted, so this should not be a cause of worry. However, as a precaution you might want to enter the email address that is associated with the site domain, as some directories do not accept email addresses from free accounts like gmail, yahoo, hotmail, and so on.

## Tip

- Refrain from entering your regular, business email address as you could expect to get a whole lot of emails from directories. Hence you could perhaps maintain a separate email account only for the purpose of directory submissions.

## Screenshot:

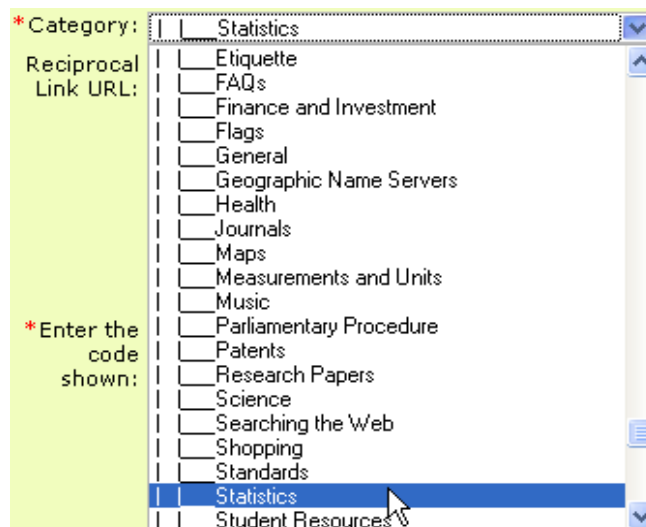


\*Your Email: admin@statisticalforecasting.com

## Category:

If you have already selected the category into which you want to submit your site, this field of the form will be filled with the category of your choice. If however, you come to the form page without choosing a category, you can do so simply by clicking on the drop down arrow, which will reveal all the categories and sub categories from which you could make your choice.

## Screenshot:



\*Category:  [v]

Reciprocal Link URL: [v]

- Etiquette
- FAQs
- Finance and Investment
- Flags
- General
- Geographic Name Servers
- Health
- Journals
- Maps
- Measurements and Units
- Music
- Parliamentary Procedure
- Patents
- Research Papers
- Science
- Searching the Web
- Shopping
- Standards
- Statistics
- Student Resources

\*Enter the code shown: [v]

[Save time in having your website manually submitted to a hand-picked list of quality web directories.](#)

## Enter the Code and Submit the Form:

Most directories do not allow [automated submissions](#) and thus include verification codes known as '[captcha](#)' codes on to directory submission forms. These codes can only be entered manually. Several thousand submissions could be made at a single time if the process is automated. It would not be possible for human editors to review so many submissions. For this reason, visual codes are attached at the bottom of the form page.

### Tips

- Enter the code exactly as it is shown unless it is mentioned that the code is not case sensitive
- Wherever necessary you will have to accept the terms of agreement by checking the space provided
- Submit the form after double checking all the details entered

### Screenshot:



## For the Reciprocal listing option:

If you have selected the reciprocal listing option, you will have an additional field of the submission form to fill.

Reciprocal URL: If you have chosen the 'Regular Link with Reciprocal' option you will first have to copy and paste the link given below the space provided for 'Reciprocal URL' on to a page on your website. Then you would have to copy the URL of that page where this link exists and paste it within the 'Reciprocal URL' box given in the form.

If you have not chosen the reciprocal option, you DO NOT need to fill in anything in the 'Reciprocal URL' box.

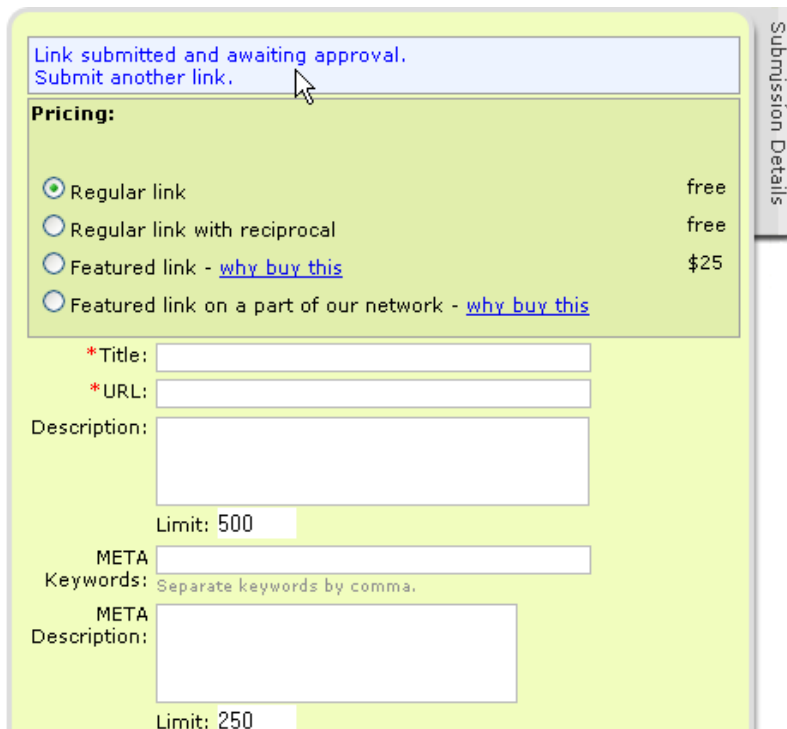
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### For the Paid listing option:

If you have selected a paid listing option, you have to first enter all the details as has been explained above. Then when you click on 'Continue' and submit the form, you will be directed to the payment page of an online payment site like PayPal or 2Checkout where you would need to enter your credit card details and complete the payment, following which you will be brought back to the directory.

When a submission is finally made, almost all directories return a message stating that the submission has been received.

*Here is a screenshot of such a message, appearing just above the submission form:*



The screenshot shows a web form with a light green background. At the top, a blue box contains the text: "Link submitted and awaiting approval. Submit another link." Below this is a "Pricing:" section with four radio button options: "Regular link" (free), "Regular link with reciprocal" (free), "Featured link - why buy this" (\$25), and "Featured link on a part of our network - why buy this". Below the pricing are input fields for "\* Title:", "\* URL:", "Description:" (with a "Limit: 500" indicator), "META Keywords:" (with a "Separate keywords by comma." instruction), and "META Description:" (with a "Limit: 250" indicator). A vertical tab labeled "Submission Details" is on the right side.

If all these above mentioned tips are followed carefully along with other directory-specific rules and regulations, your submissions should be able to return many links. You should not expect every submission to convert to a directory link since, not only do some directories have extremely strict listing policies, but each website also has to pass a review by a human editor. As such, approval rates could, to a certain extent, depend upon the mood of the editor and the expectations he may have of the site.

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## WHAT HAPPENS AFTER A SITE HAS BEEN SUBMITTED?

### **Email notifications:**

One out of three directories send out emails as soon as a site has been submitted confirming that a submission has been made, stating the category into which the site was submitted and the details that were entered. A few directories also send out email confirmation requests. These emails will contain a link that must be clicked on, as confirmation that you have indeed made the submission to the directory.

It is not necessary for you to open each and every email that you receive after submitting your site to directories. However, it is important that you follow up on all confirmation requests. Judging by the subject lines of the emails that you receive, you can decide whether you need to open an email or not. The subject lines of emails that require confirmation would read 'Confirmation Required', 'Confirmation Request', 'Confirm your Listing', 'Email Verification' or something along these lines. You only need to open these emails in order to complete your directory submission.

### **Keep a record of your submissions:**

It is very important to keep a file of all the directories to which submissions have been made in order to avoid submitting to the same directories in the future. All directories anyway maintain a permanent record of the URLs that have been added to their database thus preventing [resubmissions](#). However if some sites do manage to get submitted to the same directory again, it would not be of any purpose. It is best to avoid this by maintaining a record of all the submissions made so far.

### **Link approvals:**

The time taken for directory links to start arriving will vary depending upon each directory as well as the listing option you have chosen. Most paid listing options promise to provide links within a specified period of time.

However, if you have selected the free listing option or have submitted your site to a free directory, the directory links may take anywhere between a week to three months to arrive. This is because each site that has been submitted has to go through a thorough editorial review before being approved. Also, free directories usually do not guarantee links and provide links only to those sites that follow all the guidelines and have relevant and unique content.

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Some directories send out emails informing you about your site's approval. This email normally contains the following information: the name that was entered during submission, the date of [submission](#), the password used during submissions (if any) and the category in which the link is placed. This email is definite proof that your site has been accepted into a directory.

### **Results of your submissions:**

After you receive links from the directory it could still take more time for search engines to find and index these new links. Hence, you should not expect to see a dramatic increase in your rankings immediately after receiving a few directory links. Remember that this entire process is a gradual one.

It's important to keep submitting to new directories. [Link building](#) is a continuous process which when stopped, would result in a decline in rankings and consequently, a decline in website [visitors](#) as well. Although directory submissions are not the only means by which to build relevant [links](#), they are the most convenient and effective method. Hence, this process should be continued and the results you see over time will speak for themselves.

## LINK PLACEMENT

As mentioned already, most quality directories have a manual screening process to determine whether the sites that have been submitted actually match their criteria for approval. If the sites are approved, the directory will place the site's link under the most relevant category (in all probability the category you have picked to have your site submitted under).

Finding a site's link after it has been accepted into a directory can be quite a difficult task. No one can know for certain where a site's link will be placed in a directory since each directory has its own set of factors to consider. There are a few factors that have been observed to influence the placement position of a listing. They are:

- Hits
- PageRank
- Alphabetical order
- Date and Time of Approval in the Directory

In many cases, one factor alone does not determine link placement. For example, if several sites approved by the directory under the same category have the same PageRank, there would most certainly have to be another criterion used to order them. For this reason, they could perhaps first be sorted on the basis of PR, then alphabetically, and then according to the number of hits, or the date and time at which they were approved, if need be.

There could also be several other as-yet unknown factors that influence link placement.

## *How To Find Your Directory Links*

There are two methods you can follow to find your links. Both these methods involve searching for your links using the search engines.

If you want to see whether you're site appears in a particular directory, you could use the following command in the Google or Yahoo search box:

```
+"abc.com"<space>site:xyz.com
```

where abc.com is your domain name and xyz.com is the directory's domain name.

If you want to get a general idea as to how many links you may have received from various directories, you could enter this command into Google's search box:

```
+"abc.com"<space>+directory -site:www.abc.com
```

With this command you are conducting a search for all the web pages where the word 'directory' and your website URL (abc.com) appear together, excluding the pages from your own site, i.e., [www.abc.com](http://www.abc.com). The results will not give you an exact figure but just a rough estimate, as Google may have not indexed all the directories' pages as yet.

Note: since directory links take a while to appear and then be indexed by search engines, it would be futile to conduct such a search unless sufficient time has elapsed after the submissions were made.

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## OUTSOURCING DIRECTORY SUBMISSIONS

By now you must have a clear understanding of what directory submissions are and how directory links can greatly improve your search engine ranking position, besides putting you in direct contact with the audience you target. You also know, the long and arduous process that needs to be endured to have your site submitted to directories. There are several directory submission services that exist to lighten this burden for you.

One such submission service is that of [Directory Maximizer](#). With a compiled list of over 800 quality SEO-friendly directories, and with constant additions made to that list, you can have manual directory submissions made for your site on a regular basis.

Apart from this, there are several other benefits you can derive:

- You can enter up to 5 different titles and descriptions with which to have your site submitted. This would help as the links that you get from the submissions you make will vary from one another eliminating the possibility of their looking like duplicate links.
- If you have made submissions previously, you can upload the list of directories to which the submissions were made and Directory Maximizer would avoid submitting your site to these directories.
- You never again have to worry about maintaining a record of the directories to which your site has been submitted. This service maintains a track of all submissions to ensure that duplicate submissions are never made.
- You can keep track of each of your submissions live! You will also receive a comprehensive submission report after your order has been completed.
- You get great value-for-money with this service that costs just 14 cents per directory submission.

## RECOMMENDED DIRECTORY SUBMISSIONS

### *Yahoo! Directory:*

Yahoo Directory is the oldest directory in the world. Today's hugely popular internet portal had its humble beginnings in this directory, established in 1994. Yahoo directory continues to exist even today and is now one of the most powerful directories available online.

There are two ways by which you can submit your site to the Yahoo directory. You could either choose the free option or the paid submission option. The free listing options are reserved for non-commercial sites and do not come with any guarantees. However, the paid listing, which costs US\$ 299 annually, comes with a guarantee that the site will be reviewed within 7 days.

Provided you have a quality business site and have followed the directory's stated guidelines, there should be no reason why your site would not be listed. If your site does get listed it will also be featured in the 'What's New' category of the directory that should drive plenty of traffic to the website.

Hence, submitting to the Yahoo directory is definitely recommended.

### *Best of the Web Directory:*

This directory like Yahoo Directory was also established as early as 1994 and has since maintained one of the strictest editorial review policies, accepting only content-rich, high quality sites. This commitment to quality has made it one of the most highly regarded directories on the web. A link from Best of the Web directory would immensely benefit a site, substantially increasing its search engine rankings.

[Best of the web directory](#) is a paid directory currently offering two listing options: one for an annual review of the website which costs US\$ 99.95 per year and one for a one-time review which costs US\$ 249.95.

### *DMOZ:*

Also known as the open directory project, DMOZ is probably the most well known free directory online. Like Yahoo and Best of the Web, DMOZ is also known for its very high standards when it comes to website listings in the directory. It is best to submit your site to DMOZ on your own.

[Save time in having your website manually submitted to a hand-picked list of quality web directories.](#)

Considerable effort needs to be spent on making the right submission, according to the guidelines mentioned. You only get one chance to have your site listed in DMOZ, hence it must be ensured that the submission is made properly.

DMOZ offers several category choices so that you can submit your site under the most relevant category. Sites submitted to unrelated categories would in all probability be rejected.

The time taken for your site to be reviewed depends entirely on the volume of pending reviews. A DMOZ editor will then review your site to see whether it is suitable for inclusion in the directory. Note: If you have already submitted your site once, you should not try submitting it again, as this would result in an exclusion of the site.

There are several advantages of being listed in the Open Directory project, as the website will also appear on DMOZ's partner sites like Yahoo Search, Google, Netscape search and AOL Search, all of which make use of DMOZ's resources. Hence, if you have a website it should definitely be a priority to have it submitted to the Open Directory Project.

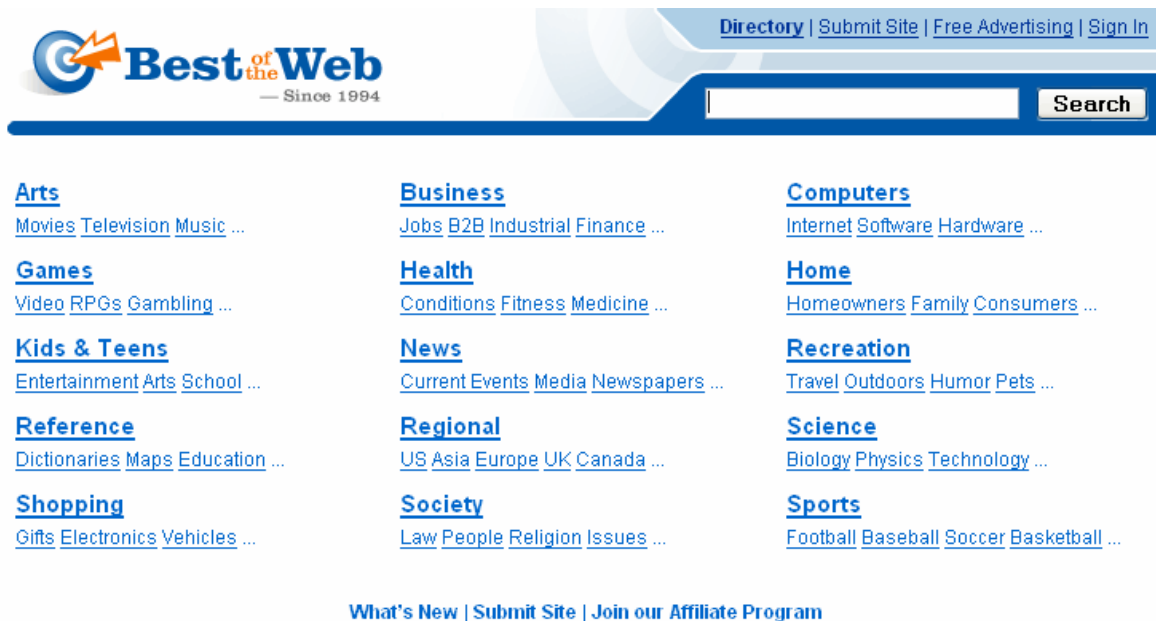
## TYPES OF DIRECTORIES

There are all kinds of directories available online, some that cater to specific websites and other that cater to just about any website under the sun. Depending on the service or product you provide and also on the audience you want to target, you can choose a particular or a few directories into which to submit your site. The choices are plenty. The most popular types of online directories are listed as under:

### *General Directories:*

General directories are those web directories that accept all kinds of sites. They have a wide variety of categories and sub categories under which websites can be listed. Common categories that can be found in these directories include art, business, computers, finance, Internet, health, home, shopping, sports and travel among many others. The categories are listed in alphabetical order.

*Here is an example of the general categories in a general web directory:*



The screenshot shows the homepage of 'Best of the Web' directory. At the top left is the logo 'Best of the Web' with a target icon and the text '— Since 1994'. To the right of the logo is a navigation bar with links: 'Directory | Submit Site | Free Advertising | Sign In'. Below the navigation bar is a search bar with a 'Search' button. The main content area is a grid of category links, each with a sub-link list. The categories are: Arts (Movies, Television, Music ...), Games (Video RPGs, Gambling ...), Kids & Teens (Entertainment, Arts, School ...), Reference (Dictionaries, Maps, Education ...), Shopping (Gifts, Electronics, Vehicles ...), Business (Jobs, B2B, Industrial, Finance ...), Health (Conditions, Fitness, Medicine ...), News (Current Events, Media, Newspapers ...), Regional (US, Asia, Europe, UK, Canada ...), Society (Law, People, Religion, Issues ...), Computers (Internet, Software, Hardware ...), Home (Homeowners, Family, Consumers ...), Recreation (Travel, Outdoors, Humor, Pets ...), Science (Biology, Physics, Technology ...), and Sports (Football, Baseball, Soccer, Basketball ...). At the bottom of the page is a navigation bar with links: 'What's New | Submit Site | Join our Affiliate Program'.

Since general web directories are the most expansive of all web directories, covering a diverse range of categories, they naturally have a larger audience and thus a wider reach. Besides, since most kinds of sites are accepted in these directories regardless of their theme, it would make sense to have a listing in a general directory for added exposure. A link from a good quality general directory would only increase the value of a website.

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## Niche Directories:

Niche directories as the name suggests are topic-specific directories that are created for the purpose of listing only those websites that cater to the main theme or topic of that directory. For example, a shopping directory would list only those websites that offer products or are eCommerce websites.

It is always a good idea to have your site submitted to a niche directory if it is in keeping with the theme of your site, as you could receive extremely relevant [backlinks](#), thus adding to the value assigned to your site by the search engines.

*Screenshot example of a niche directory - a shopping directory:*

**7-ET TOP Shoppers BUSINESS DIRECTORY**

HOME ABOUT US ADD LINK PARTNERS LINK TO US CONTACT US

Shoppers, our **TOP** Priority!  **SEARCH** ▶

Come, shop at our one-stop **shopping directory** with trusted companies listed. For anything you want—from **antiques to automobiles**. And everything else in between.  
Check out the entire range of shopping resources for everyone, we hand select and list only trusted companies, so that your purchases are the best in the market, both in price and quality.

You will find shopping is easy, secured and comfortable on our **online shopping directory**.

- Antiques & Collectibles
- Books & Magazines
- Consumer Electronics
- Gifts
- Jewelry & Watches
- Pet & Animal Supplies
- Wedding & Special Events
- Automotive
- Clothing & Apparel
- Entertainment
- Health Care
- Office Products & Supplies
- Sports & Recreation
- Beauty & Personal Care
- Computer & Internet
- Food & Drinks
- Home & Garden
- Others
- Visual Arts & Photography

**Popular Categories**

<a href="#">Audio</a>	<a href="#">Batteries</a>	<a href="#">Beverage &amp; Drinks</a>	<a href="#">Camping &amp; Outdoor</a>	<a href="#">Dating</a>
<a href="#">Diamonds</a>	<a href="#">Flowers</a>	<a href="#">Footwear</a>	<a href="#">Furniture</a>	<a href="#">Hardware</a>
<a href="#">Home Decor</a>	<a href="#">Home Security</a>	<a href="#">Kitchen &amp; Cooking</a>	<a href="#">Linenry &amp; Underwear</a>	<a href="#">Nutrition</a>
<a href="#">Software</a>	<a href="#">Sweets</a>	<a href="#">Toys &amp; Games</a>	<a href="#">Watches</a>	<a href="#">Web Hosting</a>

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## Regional Directories:

Regional directories are those directories that combine some of the features of general directories with some other features of niche directories. Since regional directories are area-specific, pertaining only to a particular geographic location, they could be considered to be 'niche directories' while at the same time, since they accept different kinds of websites and comprise a wide range of categories, they could also be considered 'general directories'.

Regional directories allow only those sites to be listed that deal with products or services pertaining to a particular area or region. Hence, if your business or website caters to a particular geographical area, it would be wise to have the same listed in a regional directory for that area. This would not only provide relevant backlinks to your website, but it will also allow you to get directly in touch with your [target audience](#).

*Below is a screenshot of a regional directory – a directory of Singapore listings:*

## Singapore Directory

Singapore's most popular human-edited search engine friendly web directory

[Add URL](#) | [Latest Links](#) | [Top Hits](#)

Singapore Directory

<p><b><a href="#">Arts</a></b> Movies, Photography, Art History, ...</p> <p><b><a href="#">Business</a></b> Job Search, Hotel, Food &amp; Restaurants, ...</p> <p><b><a href="#">Computers</a></b> Hardware, Gaming, Programming, ...</p> <p><b><a href="#">Health</a></b> Traditional Chinese Medicine, Medical Aesthetic, Ayurveda, ...</p> <p><b><a href="#">Home</a></b> Personal Finance, Dry Cleaning &amp; Laundry, Decor, ...</p> <p><b><a href="#">Internet</a></b> Blogging, Web Hosting, Search Engine, ...</p> <p><b><a href="#">Investing</a></b> Forex Trading, Futures Trading, Stock Trading, ...</p>	<p><b><a href="#">Kids &amp; Teens</a></b> PreSchool, Girls Only, Comics, ...</p> <p><b><a href="#">Music</a></b> Jazz, Lyrics, Blues, ...</p> <p><b><a href="#">Recreation</a></b> Travel, Outdoors, Climbing, ...</p> <p><b><a href="#">Shopping</a></b> Consumer Information, Food &amp; Beverages, Entertainment, ...</p> <p><b><a href="#">Society</a></b> People, Education, Dating, ...</p> <p><b><a href="#">Sports</a></b> Inline Skating, Badminton, Basketball, ...</p>
---	--

**Sponsored Links**

Your Ad Here and On Over 200 other ISEDN engines & directories for just **US\$3 per month or less**

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**[Submission to PR3 Directory](#)**

Submit your Website/URL to Our PR3 Directory for Free for Life Time. Approval in less then 3 hrs.  
<http://directory.khazano.com>

---

**[Large Link Directory](#)**

Internet Web Directory organized by category, offers content rich and well designed web sites.  
<http://www.lldir.com>


---

**[Online Sportsbook Directory](#)**

Directory of the online, ranked according to popularity. Sportsbooks are oranized alphabetically  
[http://www.sportsbooks.net/...](http://www.sportsbooks.net/)

---

**For Singapore-based websites only:**  
To list in Singapore Directory, email to [submission@SingaporeDirectory.org](mailto:submission@SingaporeDirectory.org)  
Tell us, your URL and contact telephone.



[Save time in having your website manually submitted to a hand-picked list of quality web directories.](#)

## Blog Directories:

One of the newer types of web directories available online is the [blog](#) directory which lists blogs instead of websites. They could be general, niche or regional in nature depending on the types of blogs listed under them.

The growing popularity of blogs and blogging in recent years lead to the creation of blog directories that mainly act as a resource for bloggers.

*Screenshot example of a blog directory:*

**Blogging Fusion**  
Blog Directory

[Blog and Be Blogged](#)  
The future of the Internet is now Join our Thinkernet!

[Fusion](#)  
Find Deals, Read Reviews, Compare Prices and Make Reservations.

Ads by Google

HOME SUBMIT BLOG POPULAR BLOGS NEW BLOGS TOP RATED BLOGS CONTACT BENEFITS SUPPORT

Total blogs approved this week: ( 1 )

Blogging Fusion [RSS FEED](#)

Blogging Fusion Blog Directory is a premiere blog directory on the internet. There are (2,001 blogs) submitted and we are growing very rapidly. We help bloggers get more exposure. Whether you're looking to promote your own blog to increase revenue, backlinks, readership or improve your search engine visibility, this blog directory is for you. [Submit your blog](#) today and increase your traffic & exposure. Blogging Fusion Blog Directory is search engine friendly and updated often.

**Featured Blog of the Week!**

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<http://ratemyblogbecausemyblogisawesome.blogspot.com>  
Is your blog awesome? Find out now! Free, in-depth blog reviews that offer constructive criticism you can use. [read more...](#)

Category: [Blogging Resources](#)  
Submitted: Wednesday, July 25, 2007  
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<a href="#">Author Blogs</a> (11)	<a href="#">Gaming Blogs</a> (30)	<a href="#">Political Blogs</a> (43)
<a href="#">Blog Articles</a> (11)	<a href="#">Health &amp; Wellness Blogs</a> (86)	<a href="#">Publishing Blogs</a> (16)
<a href="#">Blog Forums</a> (1)	<a href="#">History Blogs</a> (22)	<a href="#">Real Estate Blogs</a> (24)
<a href="#">Blogging Resources</a> (32)	<a href="#">Hobby &amp; Leisure Blogs</a> (8)	<a href="#">Relationship Blogs</a> (15)
<a href="#">Book Blogs</a> (22)	<a href="#">Home &amp; Garden Blogs</a> (22)	<a href="#">Religion Blogs</a> (16)
<a href="#">British Blogs</a> (9)	<a href="#">Humor Blogs</a> (43)	<a href="#">SEO Blogs</a> (16)

## Bid or Bidding Directories:

Bid or bidding directories are those directories which require website owners to place bids in order to get sites listed in these directories. The bids usually start from as low as \$1 with which one can expect to get listed in these directories.

However, in order to be listed on top of a particular category in a directory, you would have to make the highest bid.

Often, high expenses are incurred on getting a website to be listed on top of a particular category in a bidding directory. These directories aren't very popular for the same reason. However, they do continue to be used by some who believe that the exposure gained as a result of submissions to such directories is well worth the money spent.

*Screenshot example of a bidding directory:*

**Biddingdirectory**  
Bidding Directory

Single Chat  
Link Leader at \$10

Home Add a Link Latest Links Contact

Advertising Arts Automotive Bidding Directory  
Blogs Business Computers Dating  
Directories Entertainment Financial Health  
Internet News Society Software  
Webmaster

**Top 10 Links**

- \$10** Details **Single Chat**  
Chat im HasenChat ist Kostenlos Chatten mit Single Flirt Kontaktanzeigen. Gratis Chatten und Flirten mit Regional Kontakt. Singles und Partnersuche im FlirtChat mit WebChat für Chatter.
- \$8** Details **Bidding Directory**  
The PR 4 Link Directory. Bid for top quality links in our link directory.
- \$5** Details **Bidding Directory**  
Bidding Directory displays links alphabetically, and lets you bid your way to the top of the list. Increase your bid to take a top position
- \$3** Details **Best Mobile Phone Deal**  
Get the best mobile phone contract deal in the UK.
- \$2** Details **Namoro**  
site de namoro
- \$2** Details **Touch Screen Mobile Phones**  
Get the latest and Best offers and discounts on touch screen mobile phones

**Recommended Sites**

- Web Directory**  
Highest quality human edited directory and free phpLinkBid templates.
- Bidding Directory**  
The Topdirectory for directory owners. Highly promoted and well organized directory of directory Web sites.
- Bidding Directory**  
The PR 5 bidding Directory. Bid for top quality links in our link directory..
- Bidding Directory**  
The Bidding Directory. Bid for top quality links in our link directory. only \$1

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## Article Directories:

Article directories are unique type of web directories that list articles rather than websites. These directories normally include a wide range of general topics under which articles can be submitted. Any article may be reproduced on another website, free of cost. However it must be ensured that the bio box or resource box details including the name of the author, his company and his website, are also mentioned wherever the article is reproduced.

The main aim of article directories is to provide relevant and free content to webmasters rather than providing links. Article directories can be of two types: general article directories or niche article directories.

*Screenshot example of an article directory:*

The screenshot shows the homepage of Articles888. At the top, there is a navigation bar with the site logo and links for 'Articles Directory Home', 'Syndicate', 'Site Map', and 'Contact Articles888'. Below the navigation bar, there is a blue banner with the text 'Submit your articles for free to Articles888-Articles Directory'. The main content area is divided into several sections:

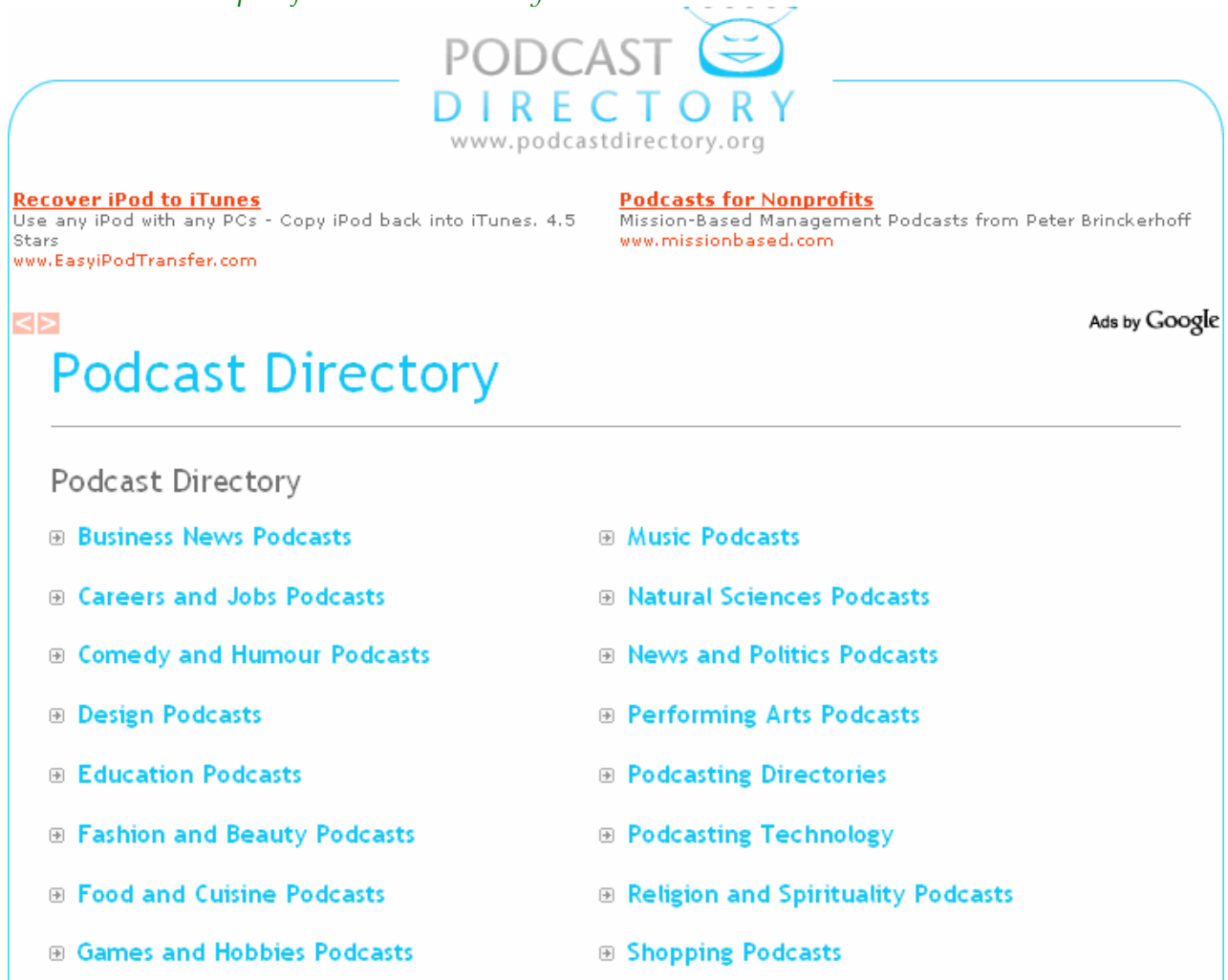
- Categories:** A list of categories including Affiliate revenue, Arts & Entertainment, Affiliate Programs, Social Bookmarking, Business, Computers and Technology, Communications, Finance, Food and Drink, Health and Fitness, Internet, Kids & Teens, News & Society, Recreation & Sports, Self Improvement, Shopping & Products Reviews, and Travel.
- Featured Articles:** A featured article titled 'Cultural antiques - antiques that touch history and archeology' by Ellen Berkin, published on 01/27/2008. The article text reads: 'Cultural antiques have many different values. First, they represent the history of a specific nation, and the history of its people. Some ancient nations have long ago disappeared from the face of the Earth, but are preserved in the different, now priceless, items made by their sculptors hundreds of years ago. Antiques also have historical and archaeological value. Objects from various time periods help to establish new historical facts, which were up till then unknown to science.'
- Recent Blogs:** A list of recent blog posts including 'Bangkok Property Forum' by Chris Heath (02/19/2008), 'Vault400' by Jim Kandrak (01/31/2008), 'Lifelong Project' by Joseph Phillips (01/21/2008), 'Trophy Awards' by Thomas Busch (12/6/2007), and 'If You Aren't Selling Online, You Are Missing A Lot' by Monica Lorica (11/25/2007). A link to 'View all blogs' is provided.
- Site Menu:** A list of links including 'View Blogs', 'View Authors', 'Become an Author', and 'Account Login'.
- Popular Authors:** A list of popular authors including Natalie Halimi, Marcia Henin, peter hutch, James Walsh, Jim Mackey, Knut Holt, Andrew Bell, Ellen Berkin, Ronen Lavi, Michiel Van Kets, Alistair White, and Karan Singh.

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## *Podcast Directories:*

The great advances made in the field of technology are reflected in the many newer types of directories that are just beginning to make their presence felt over the internet. The latest type of web directory that is fast catching on is the Podcast directory: a type of directory that lists multimedia files rather than websites. These audio and video files can be downloaded from these Podcast directories directly onto iPods, personal computers and other mobile devices.

*A screenshot example of a Podcast directory:*



The screenshot shows the homepage of the Podcast Directory website. At the top, the logo features a stylized blue face with a wide smile, above the text "PODCAST DIRECTORY" and the URL "www.podcastdirectory.org". Below the logo, there are two advertisements. The first is for "Recover iPod to iTunes" with a 4.5 star rating and the website "www.EasyiPodTransfer.com". The second is for "Podcasts for Nonprofits" with the website "www.missionbased.com". On the right side, there is a "Ads by Google" logo. The main heading "Podcast Directory" is displayed in a large blue font. Below the heading, a list of podcast categories is presented in two columns, each with a small blue icon to its left. The categories include Business News Podcasts, Music Podcasts, Careers and Jobs Podcasts, Natural Sciences Podcasts, Comedy and Humour Podcasts, News and Politics Podcasts, Design Podcasts, Performing Arts Podcasts, Education Podcasts, Podcasting Directories, Fashion and Beauty Podcasts, Podcasting Technology, Food and Cuisine Podcasts, Religion and Spirituality Podcasts, and Games and Hobbies Podcasts, Shopping Podcasts.

**PODCAST DIRECTORY**  
www.podcastdirectory.org

**Recover iPod to iTunes**  
Use any iPod with any PCs - Copy iPod back into iTunes. 4.5 Stars  
www.EasyiPodTransfer.com

**Podcasts for Nonprofits**  
Mission-Based Management Podcasts from Peter Brinckerhoff  
www.missionbased.com

Ads by Google

## Podcast Directory

- Business News Podcasts
- Careers and Jobs Podcasts
- Comedy and Humour Podcasts
- Design Podcasts
- Education Podcasts
- Fashion and Beauty Podcasts
- Food and Cuisine Podcasts
- Games and Hobbies Podcasts
- Music Podcasts
- Natural Sciences Podcasts
- News and Politics Podcasts
- Performing Arts Podcasts
- Podcasting Directories
- Podcasting Technology
- Religion and Spirituality Podcasts
- Shopping Podcasts

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### ***Brick and Mortar Directories:***

These are extremely rare types of web directories that list offline businesses, i.e., those businesses that do not have or that do not operate through websites. These brick and mortar directories could be general directories, niche directories or regional directories. Not much else is known about these directories.

The above-mentioned types of web directories are some of the better-known ones. The world of online directories will continue to expand with other kinds of newer directories continuing to crop up with every new product or service that is developed.

## CONCLUSION

When we set out to create this eBook, our aim was to provide you with a resource that would not only clear your doubts about the impact of directory submissions in today's day and age, but also make you aware of everything that there is to know about web directories.

Whether you choose to outsource directory submissions or submit your website on your own, you can rest assured that if you pay attention to the details mentioned above, directory submissions would definitely help you in your online marketing efforts.

We do sincerely hope that this eBook has fulfilled our aim of being a helpful resource; we would like to hear from you with your feedback.

**Team Directory Maximizer**

[www.directorymaximizer.com](http://www.directorymaximizer.com)

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## GLOSSARY OF TERMS

### **Algorithm:**

An algorithm is a complicated mathematical formula or process that can be used to solve problems or make decisions. In the context of SEO, an algorithm generally refers to the rules which apply to search engines and other software when assigning a rank or a particular value to a site. Google follows its own algorithm for PageRank, while Alexa follows its own algorithm for the Alexa ranking.

### **Anchor text:**

Anchor text refers to the text used in a link, with which one site links to another. The anchor text is usually underlined, and when clicked on, takes the visitor to another page.

### **Automated submission(s):**

Automated submissions are directory submissions that are made using some software rather than being made manually. With automated software, thousands of submissions can be made at the same time. This is not recommended since categories are best selected manually.

### **Backlink(s):**

Backlinks very simply mean links pointing to a site from external sources, not from pages within the site.

### **Ban/banned:**

A 'banned' site is one that has been blocked by the search engines. If a site is found to have disregarded certain search engine guidelines, it would be banned, thus eliminating it from search results. A further consequence of this ban is that the site will not receive any traffic from that particular search engine that has banned it.

### **Blog:**

Blogs are online journals or diaries. Blog entries, like journal entries, are made with the corresponding dates.

**Captcha:**

A 'captcha' is a visual identification code made up of either numbers or alphabets and usually presented in a distorted way, to make it hard for automated software to decipher. Captcha are usually contained in small boxes and placed below sign-up forms, to ensure that details are entered by humans and not through machines.

**Conversion:**

A conversion refers to the process of converting a website visitor into a client.

**Crawler(s):**

A crawler is a type of software program sent out by the search engines that 'crawls' or navigates the web through links, visiting websites and storing bits of information about each site. Search engines value and categorize sites based on these bits of information collected by the crawlers. Crawlers are also referred to as 'robots', 'bots' or 'spiders'.

**Database:**

A database is an index or a store of all records. When used in SEO, the term 'database' is used to refer to a search engine's index, which contains information collected by its search spiders.

**Deep linking, Deep submitting:**

The process of submitting an inner page URL of a website, rather than just the homepage URL. Most directories only accept the homepage URL, however, there are a few that also allow deep linking. For example, if deep linking is allowed in a directory, instead of just entering the homepage URL (<http://www.abc.com>) you will be allowed to enter an inner page like <http://www.abc.com/category/deep-linking>.

**Directory:**

A directory is a list of businesses, individuals or services, usually arranged by categories. Web directories or online directories are those directories that list websites according to a few broad categories. Some of these categories include arts, business, computer, internet, home, shopping and travel.

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**Hit(s):**

The number of times a website or a web page has been accessed for downloads or retrieval of files, images, etc. from a web server.

**Homepage:**

A homepage is the main page of a website from where one can navigate to other pages of the site, if any.

**HTML:**

Stands for Hyper Text Markup Language. HTML is the coding language that is used to create websites or web pages.

**Hyperlink(s):**

A hyperlink is a technical name given for a link. Hyperlinks connect web pages or websites to one another.

**Inbound link(s):**

Inbound links are those links that come to a site from external sources. They are also known as backlinks. Links to a page from within the same site are not considered to be inbound links.

**Index:**

A search engine's database in which information about each site as collected by the spiders or crawlers are stored, is known as its index. Indexing is the process by which these crawlers navigate and collect information from each site they visit.

**Internal link(s):**

Internal links are all the links that are found within a site, connecting one page to another. A well-developed internal linking system is not only beneficial to web users, but also to the search engines as it makes the website user-friendly and easily navigable.

**JavaScript:**

JavaScript is a type of programming language. Search engines cannot read JavaScript and thus will be unable to index a site if the links are JavaScript generated.

**Key phrase(s):**

A phrase made up of specific keywords is known as a key phrase.

**Keyword(s):**

A keyword or key term is one that is most likely to be used when a user searches for a site. Basically it is a term that can be instantly associated with a site.

**Keyword density:**

Keyword density refers to the frequency with which a particular keyword is repeated in a single page or website, usually represented as a percentage. For example if there's a total of 1000 words in a page and a keyword is repeated 100 times, the keyword density of that page would be 10%.

**Keyword stuffing:**

Keyword stuffing refers to the excessive use of keywords within the content of a page or website, such that the content loses its meaning.

**Link building:**

Link building is the process by which backlinks to a site are obtained. The higher the number of quality backlinks from relevant sites, the higher will be the PageRank of that site.

**Link farm(s):**

A link farm consists of thousands of links to websites, with no kind of editorial review in place when links are submitted. Link farms existed solely for the purpose of increasing the number of inbound links to a site, however, at present, links farms are given no value by the search engines.

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**Link popularity:**

Link popularity refers to the number of links pointing to a site. The more the number of links from other sites, the more will be the value attributed to the site by the search engines. However it's not just the quantity but also the quality of the links that matter.

**Link(s):**

A link is any part of a web page - either an image, a word, a phrase or graphics which when clicked on, takes the user to another page or another site. Links connect websites and web pages together.

**Manual directory:**

A manual directory is one where a human editor goes through the sites that have been submitted to ascertain whether or not they fit the directory's criteria for acceptance.

**Manual submission(s):**

Manual submissions refer to the task of having a website, blog or article submitted to an online directory by a human being as opposed to automated submissions which are made by machines.

**META tag(s):**

A Meta tag is a part of the HTML code of a website. These Meta tags are included in the code for search engine spiders that read and assess the relevance of the site based on these tags. They are not visible to general website visitors, unless viewed in the HTML code. The importance of having Meta tags has declined in recent years.

**Mirror site(s):**

Mirror sites are sites that have the exact same structure and content of another site, although these sites may be hosted on different servers. These kinds of sites cannot be submitted to directories.

**Outbound link(s):**

The opposite of inbound links, outbound links are links that are sent out from a site to another.

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**PageRank:**

PageRank (PR) is a method devised by Google to assess the importance of a web page based on its inbound links. The PageRank is assigned on a scale of 1 - 10.

**Page view(s):**

The total number of times a web page has been viewed, including repeat views by the same visitor.

**Query:**

Queries are the words or phrases entered into the search box of the search engines in order to find relevant results.

**Reciprocal linking:**

Reciprocal linking also known as link exchange, is the process by which two sites link to one another, i.e., site A links to site B and site B links back to site A.

**Redirect:**

A redirect is the process whereby a website visitor is automatically sent to another web page or site, without having clicked on any link.

**Resubmission(s):**

The process of submitting a website again either to an online directory or to a search engine, is known as resubmitting or resubmission. Resubmitting a website is not encouraged since directories and search engines maintain a permanent record of the sites that have been previously submitted.

**Search Engine:**

A search engine is a software program that searches for the specific keywords or queries entered by a user and returns relevant results. A few of the most popular search engines are Google, Yahoo!, MSN and Lycos.

**SEO/Search Engine Optimization:**

Search Engine Optimization (SEO) is the process of creating a website in such a way that it achieves a high search engine ranking.

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A very complicated process, it involves both on-page optimization, i.e., making the website user-friendly and search-engine friendly, as well as off-page optimization which involves building relevant links to the website.

**SERP:**

Abbreviation for Search Engine Ranking Position, i.e., the rank of a website on a search engine.

**Spam:**

Spam could refer to a large amount of unsolicited junk mail or messages, or to excessive repetition and irrelevant content on a web page.

**Spider(s):**

Another term for 'crawler'; a software designed by search engines to navigate the web and gather information about each site visited.

**Submission(s):**

The process of submitting a website to a directory or search engine.

**Target audience:**

A particular segment of web users that a product or service specifically targets.

**Theme:**

The main focus or essence of a website or a web page.

**Title:**

A title is a small description about a website. Usually not more than 4-7 words long, a title should always be a meaningful phrase, not one that is stuffed with keywords.

**Traffic:**

Traffic is a term used to refer to the visitors to a website.

**URL:**

URL stands for Universal Resource Locator. In simple terms the URL is the domain name of a website

**Visibility:**

Visibility refers to online presence, especially on search engines. A website with good visibility is one that ranks high on the search engines.

**Visitor(s):**

Visitors refer to the people who have stopped by or 'visited' a website.