

[A Quick Guide To Web Directories](#)

If you are a seasoned Internet marketer, then it is common knowledge that submitting to web directories can dramatically increase your page rank. If you are a newbie webmaster, then you might be quite in doubt as to how web directories can do for you. This article would relay to you what exactly is a web directory, how they work, and how you can use them in promoting your site. By the end of the article, I want you to go add your link to one of the web directories on the Internet and see how it would work for you.

What are web directories?

Simply put, a Web Directory is a collection of web sites presented in a categorized format. I suppose that you know how Yellow Pages looks like, a web directory is pretty much the same thing, only this time websites are categorized in such a way that internet users can easily navigate through them and find the website that they need.

How do web directories work?

A web directory submission is one type of marketing strategy you can employ. By simply adding your website in web directories it can dramatically increase your site's exposure and your pagerank. Why so? Of course aside for submitting your website name, you would naturally add your website link or URL to the site. This constitute for one back link. What do you need inbound links for? Increasing the number of your inbound links would relatively increase your pagerank. As well as the amount of traffic that your site will receive.

A pagerank simply refers to your position in Google. Other Search engines have there own version of pagerank which helps you get ranked. For instance, if an online user searches for "car parts", along with your SEO-content and bunch of good back links, you would likely hit the first few pages of the search results, thus increasing the exposure of your website. If back links are what you are after, then submitting your site to web directories is one effective way to get some.

Web directories are also one way of acquiring permanent links. Permanent links are very valuable since you would have your live link posted on web directories for good or at least during the lifetime of the web directory where you posted your link. It is important to take note though, that offering permanent links are still in the discretion of web directories owner.

Aside from improving your page rank, web directories are also a form of web advertising. In addition to using search engines, online users also rely on web directories to direct them to certain websites they are searching for. Since websites in web directories are categorized accordingly, navigating through them is easy and convenient. If for example one online user is about to buy bathroom tiles, he would probably go to the category under 'home improvement' and if your related site is under that, you are most likely to have an instant visitor, thus increasing your traffic. In the online world, traffic is everything. If you get more visitors drop by your site, then that means you have a number of potential clients, thus increasing your sales.

Choosing a web directory.

There are three types of web directories, free, paid and niche directories. Free web directories are, of course, the natural choice for webmasters with a tight budget. Some free web directories requires a reciprocal link and some don't. Reciprocal links are simply links of the web directory's URL that you are required to post in your own site. It's a give and take concept. When you post your website to a web directory, you need to return the favor by posting their URL to your site as well. The only drawback with some free directories is that they may not be properly maintained. Spam sites may find their way into these free directories because they may lack appropriate monitoring. Then again, there are free web directories that can offer as much quality links than paid directories.

If you have the budget for it, you can also opt to submit your site to paid directories. These types of websites may charge as low as \$10 per year. Some popular directories, like Yahoo & Dmoz, can charge as high as \$299 as annual fees. The rate that paid web directories charge is relative to the website's pagerank. If the web directory site you are submitting to have PR9, then prepare to shell out a big chunk of your advertising budget. A web directory with a PR3 or PR4 would normally charge low. The third type of web directory is a niche web directory. These are web directory sites that cater to a particular group of websites. For instance, a web directory with the niche under "business" would only allow submission from business websites. Posting your websites into niche web directories would give you better hits since you have a bigger exposure to your target market.

How to submit your website.

First, you need to find a good web directory site. Check the web directory and be sure it does not contain several spam sites. One way to find out if

spam sites are listed is by doing a search for terms like Viagra, Sex, etc. If you notice a large number of search results, then that directory is not a good one. Because in worst-case scenario, your own website may even be penalized by some search engines.

The second thing you need to do is to choose the appropriate category where you should add your website to. You would get to your target audience better if you place your website in the right category. If not, you would not get much traffic from your possible visitors.

The next thing is to write a good description of your website. These are snippets that would describe what your website has to offer. Description should be short and catchy. It is also a good idea to make sure to write a good meaningful description as many directories do not approve websites with bad descriptions.

The last thing to do, which is very important and the part that is often taken for granted, is to check if your link is working! You don't want to get your website URL misspelled or anything like that, hence the whole process would be to no avail.

About the Author

For more information on web directories please visit our sites at [seo friendly Directory](#) , and also [seo friendly Directory](#). Two free website directory that offers quality back links to webmasters around the globe.

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