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**Directory Submission And Its Benefits For Online Marketing**

**By Aviva**

What Are Directories?

A directory is a collection of information pertaining to various websites. This information is hand picked and chosen by directory editors and website inclusion is dependent on the quality and relevance of each particular site. Directories are divided into categories and, in most cases, subcategories; each contains links to relevant websites. Once information has been collected and collated it is then searched by human visitors. The major search engines use directories to help determine relevance. As well, a listing in a directory may count as a link to the listed websites.

There are a very large number of directories on the Internet, and while some are multiple or general category directories there are also a large number of topic specific directories available. Submitting to directories has long been considered a powerful online promotion tool for several reasons.

Directory Submission And Search Engine Optimization (SEO)

Search Engine Optimization, or SEO for short, is often considered to be the most important and beneficial form of marketing a website. By optimizing the pages of a website and other, off page factors, it is possible to influence the positioning of your website in the search engine result pages. One of the major off page factors that contribute to your site's performance in the search engine results is your inbound link popularity and the quality of those links.

Search engines deem links from quality directories to be very beneficial links. The manual process by which a website is chosen gives an indication that your site is both good quality and relevant to the given category. The major search engines look very highly on quality directories and give a link from one of these directories a lot of weight when determining how well your site will perform. At the very least, quality directories are indexed regularly by the major search engines, giving you a powerful way to ensure that your new website is indexed quickly by search engines like Google, Yahoo, and MSN.

Directory Submission And Direct Traffic

## Directory Submission And Its Benefits For Online Marketing

Of course SEO isn't the only method of online promotion that pays dividends. Directories are popular with surfers because of the structured and easy to navigate fashion that they arrange their results. As well as being able to navigate through the categories, many directories also include a keyword search function for added ease. Getting a prominent listing in a popular directory can directly generate reasonable amounts of targeted traffic straight to your site.

### Choosing The Appropriate Directories For Your Site

One of the most difficult aspects of submitting any website to online directories is choosing the most effective ones. There are a large number of directories but while some offer the advantage of being heavily populated and considered search engine friendly, others cannot boast the same advantages.

In terms of search engine promotion, the most beneficial of all directories to submit to is the Open Directory Project, also called the ODP or DMOZ and located at

<http://www.dmoz.org>

. Several major

search engines quickly pick up new listings from the Open Directory Project even though your site may not receive much in the way of direct traffic. The Yahoo directory, located at

<http://dir.yahoo.com/>

, is

also very popular and used by search engines other than Yahoo. If you have a B2B website, you should also submit to

<http://www.business.com/>

.

After that you should turn to submitting your website to smaller general directories. It is best to start by submitting to the best directories you can. You can find an independent and objective ranking of directories at:

<http://www.avivadirectory.com/strongest-directories/>

It is a good idea to start at the top of the list and work your way down.

The next step in making directory is to look for directories that concentrate on, or around, the topic of your site. A quick search on any search engine will give page after page of directories to choose from and, as a general rule, those that appear at the top of the listings will be the more popular.

### Check Your Site Before You Submit

Before you submit to any directory always ensure that your website is complete and easy to navigate. Don't forget that directories, unlike search engines, use human eyes to view your website. It absolutely must be appealing and clean for human visitors and should be directly related to the topic under which you are submitting. Check for broken links and ensure that information is factually correct and easy to read.

### Submitting

Once you've checked your website, find the directories you will submit to. Every directory has a "Submit Resource" link or something similar. Some directories will require you to first navigate to the bottom level category that is most relevant to your content. This means you should be as specific as possible when choosing the category.

### An Accurate Submission Is More Likely To Be A Successful Submission

In the case of this page, we should submit to something along the lines of "Business - Internet Business - Internet Marketing - Directory Submission" and not to the "Internet Business" or even "Internet Marketing" category. The more specific you are, the more likely it is that your site will be accepted. You will need to complete the submission form, which will require simple details regarding you and your site. The final step is to wait for an editor to assess your site.

### Is Directory Submission Beneficial For You?

Directory submission is by no means a new Internet marketing trick but it is still a widely viable one that can help to get a site indexed by search engines, drive traffic directly to your site, and increase your performance on search engine listings. Try to find the most relevant directories and always ensure that your site is ready for inclusion. Also make sure that you submit to the appropriate category.

Aviva recommends that you promote your website by submitting it to

<http://www.avivadirectory.com/>

### **Article Marketing: How Best To Submit Your Articles?**

#### **By Evelyn Lim**

You already know the benefits of article marketing as an effective means of generating traffic to your site and getting back links. For continued branding and increasing traffic, it is a good idea to submit articles on a regular basis to article directories.

Having said that, submitting one article alone can be a time consuming affair. After all, there are many article directories and ezine announcement lists out there. Each article directory has different format requirements and some only cater to certain niches. From my experience, you are better off using an

## Directory Submission And Its Benefits For Online Marketing

article submission software or article directory submission service than manually submitting the articles yourself.

The downside is of course, cost expense. You will have to dole out some cash for the software or for the service of article marketing. But look at it this way: time is also money! By saving time in this highly laborious exercise, you can channel your energies to other ways of marketing your site or other more productive work.

Using an article submission software like article submitter pro, still requires some work on your part. That's why it is the next least costly option. Still, some automation is better than none. But if you can afford it, outsourcing article submission by using a service is a great option to consider.

Article submission service providers are committed to growing their list of article directory sites that they submit to. Usually, their list can run into thousands. Also, they keep their lists up-to-date. You will have to manage the list yourself if you use an article submission software.

Here are some article submission service providers:

<http://www.articlemarketer.com>

<http://www.submyourarticle.com>

<http://www.isnare.com>

Now for article submission services, which do I recommend? For my own sites, I use a combination of services. I do a forecast on the number of articles that I will probably use in the next few months for marketing a particular site. Also, rules and guidelines differ for each article submission service. I then choose the best option based on my budget and my needs.

The other advantage I also see in not just using one service is that each article submission service has a different directory list. You probably get greater exposure if your articles are seen across a multitude of directories.

Article directory submission software or outsourcing article submissions are just two ways to cut down your workload, especially if you are a small online business owner. I therefore, suggest that you choose an optimal budget-time option that will give you the best mileage for successful article marketing.

Evelyn Lim is a writer and an online market strategist. Her article directory site is a growing database of quality articles on more than 100 topic categories. To submit your articles or if you are looking for reprint articles, please visit

<http://www.ArticleMap.com>

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