

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Driving Qualified Traffic Using Directories

By Lee Traupel

Driving Qualified Traffic Using Directories

by: **Lee Traupel**

Some education is essential to enlighten you about this form of interactive marketing. Directories aren't Search Engines; they are web sites or information portals which use analysts on staff to review submissions from companies who want to be listed in their Directory. Yahoo would be the penultimate example of this type of a portal. But there are literally thousands of other sites that group and list web sites based on their analysis criteria. Here are some tips garnered from years of providing these services to our clients.

1. How do you find Directories? I don't have an easy solution for you, as we've spent years developing and refining (ongoing) our own list of Directories. But, look around on the Internet using Search Engines to find popular sites that list resources in your vertical market segment.
2. Directory listings are a great value, as they provide a long-term listing, unlike Search Engine rankings which are much more volatile. Once you achieve a listing you are typically locked into a Directory's database for a very long time.
3. Let's start with the twenty-ton gorilla in this market, Yahoo! Spend time carefully reviewing their various categories, then take the plunge and use their "Business Express" service which costs just under \$200. (USD) to submit your site. Don't, I repeat don't submit unless you have carefully analyzed where you belong in their huge category selections; if you make a mistake you only have one chance to get a new or revised listing, as they aren't very forgiving of those who don't do their homework before submitting.
4. Be patient when submitting to Directories, as most are getting tens or hundreds of thousands of submissions per day – it will take 30–90 days to actually get listed. Keep an accurate record of sites you have posted to and then check back 60–90 days later and resubmit if necessary, but don't spam them, as this will not garner any results.

Driving Qualified Traffic Using Directories

5. Never submit a site unless it is ready for primetime, with no broken links, under construction pages, incomplete text, graphics that aren't loading properly, etc. Indexers are very busy, once they see a site which has problems they will click to the next entry on their list and your hard work is to no avail.
6. Be prepared with the proper marketing materials for this type of a campaign, including a working title for your site which is 6–8 words, several groups of keywords that are separated by commas and spaces of varying lengths, approx 10–20 and 30–75 keywords, and a longer description of your site which can be one to two sentences.
7. Part of the required expertise involved in this process is in the actual category selection – carefully select which category or categories where you think your site fits by looking at others in this category to determine if you fit into this classification.
8. Be aware we are seeing a shift to fee–based submissions to shortcut the process – Yahoo started the trend over a year ago, now LookSmart and other top tier Directories are starting to do the same. The tradeoff is of course minimizing time to market – we recommend using the commercial services to our clients.
9. Want to know if this process has actually done anything for you? Check your log files or web site analysis software and look at where your traffic is coming from.
10. If you are getting significant traffic from a small list of Directories you may want to go back to their web site and pay for their premium listing services to drive more traffic. These enhanced listings services typically enable you to bold your listing or add graphical content which enhances the textual description, usually only for a few hundred dollars per year.

Lee Traupel has 20 plus years of business development and marketing experience – he is the founder of Intellective Communications, Inc.,

a results–driven marketing services

company providing proprietary services to clients encompassing startups to public companies.

Lee@intellective.com

Submit All Of Your Pages And Watch Your Traffic Grow

By Daryl Clark

Everyone is looking for "secrets" about how to get more qualified traffic to their web sites. What I'm going to share with you is no secret, however it is not practiced by very many companies or individuals. Many companies and individuals only submit their home page to search engines and directories. You can easily quadruple your traffic in 90 – 120 days by implementing the following procedures.

Driving Qualified Traffic Using Directories

Create a unique title for each page of your site that covers a different subject matter. I am astounded when I surf the web and I find large and small companies whose web sites don't have a decent title for their home page, much less titles for any of their content pages. Your title should not be named "home". If you own a web design program or if you have competent web designers, your title can be changed on every page in 10 – 30 minutes. Your title should be short and describe the content on that page. In case you were not aware, the title of each page always appears in the upper left hand corner of the browser used by the person visiting your web site.

Create meta tags for each page that has a different title. Most people use the same meta tags for each page of their web site. If you have different content on different pages, then you should have different meta tags for those pages too! Meta Tags are the hidden text that programmers use to enable the search engine "spiders" to find your site on the world wide web. If you don't know what meta tags look like or how to write them, you can learn this information by visiting this URL at our web site:

Submit your pages to search engines and directories every month. Once you have the proper title and meta tags for the interior pages of your web site, register them once a month. If you want ANY of your pages indexed by search engines, you have to submit them once a month! You can do this manually or you can do it through various submit programs. The most affordable method we have found are the free directory submit tool and free search engine submit tool at JimTools:

JimTools allows you to register with 56 search engines and over 100 directories at no charge. If you do this once a month, you will start getting traffic to your newly submitted pages within 60 – 120 days.

In summary: Optimizing your title and your Meta Tags for each page can easily quadruple your traffic in just a few months. Submitting your internal pages of your web site to directories and search engines is an affordable and easy way to bring more qualified traffic to your web site.

Daryl Clark is the owner of EMarketingman.com. A web site designed to teach individuals and organizations how to successfully promote their businesses on line. Visit his web site at

Related Content:

Submit All Of Your Pages And Watch Your Traffic Grow
Web Directories – General Introduction
Professional/Categorical Directories vs. Search Engines
IS YOUR DOMAIN NAME BROKEN?
SEO Friendly Good Directories

Read more Content at

Related Products:

RSS Announcer
Article Submitter
62 Ways To Beat The Gas Pump Monster

Free List Pro
Mega-Wealth Audio Library

: A genuine resource center for Quality Ebooks and Softwares



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!