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**Get listed at DMOZ**

**By Jakob Jelling**

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When you are deciding on the major search engine directories that you want your website to be listed in, you should not overlook one of the most important ones: the DMOZ (short form for Directory Mozilla). DMOZ is just another name for the Open Directory Project, one of the human-powered submission directories. The Open Directory Project (<http://www.dmoz.org>) was designed and is currently operated by a volunteer group of web editors and reviewers.

It will not cost you a dime to get listed on DMOZ but before you submit your website to the Open Directory Project for review, you will need to be certain it is developed with DMOZ standards in mind. You will need to go through all of your web pages to make sure that your website is elegant and professional.

Your website design should be already completed at the time you make the submission. That means that the design of every single web page should be finished. Unfinished websites will be rejected. Also make sure that your website contains valuable and relevant information or your website will get rejected.

One of the benefits of being listed with the Open Directory Project is that your website will sooner or later appear in other search engines like Google and Yahoo. This happens because the DMOZ listings are used by numerous search engines and directories, including Google.

The submission process is relatively uncomplicated. Your first step is to visit the website of Open Directory Project: <http://www.dmoz.org>. You will be able to select a category and subcategories for your website and add your website's URL. Make sure that you selected the correct category and

subcategory. Incorrect selection may result in longer waiting period or rejection. Also read and follow the provided instructions and requirements very carefully

The title and description that you submit should be carefully prepared and reviewed to make sure they accurately describe the content and the main theme of your website. If DMOZ editors will disagree with your description or title, they can either change it or completely reject your website.

It may take some time (sometimes 6 months or more ...) before your website will show up in the Open Directory Project. However, do not resubmit your website during the waiting period as this can only result in a longer delay or get your website rejected. Be patient and regularly check the status of your submission by doing the search on DMOZ. If your website does not get listed for a long period of time or gets rejected, you can also check on the status of the submission or the reasons for the rejection by contacting the editors for the subcategory that you selected.

Jakob Jelling is the founder of <http://www.centernet.dk>. Visit his website for the latest info on search engine optimization.

## **Is Dmoz Listing A Test Of Patience?**

**By Hafiz Lecky**

Dmoz is always viewed as the key to get higher traffic and increased PageRank for your website. Webmasters and online business owners aim for a Dmoz listing with the faith that it can help their sites rank well on the search engines especially in Google – since Google uses the information contained in the Dmoz directory. This is the driving force that leads them to the idea of getting their sites listed in Dmoz. But is it true that getting listed in Dmoz is a test of patience and perseverance?

Getting listed in Dmoz may take a long time – or forever as others have put it. Therefore, it is indeed a test of your patience and perseverance as a webmaster. The listing may take longer than you actually expect it to be. This leads to the common question that haunts webmasters and online business owners that have submitted their sites to Dmoz.org is this: When will my site be listed in Dmoz?

### **Will My Site Ever Appear in Dmoz?**

Since it takes so long for a site to be listed in Dmoz, some webmasters are already losing hope. Will their sites still be listed? This question has even given birth to a lot more questions. Why does it take so long for a particular site to be approved and listed in Dmoz? What factors affect the delay in processing, approval and listing? It is deemed necessary to know what lies behind the delays, so presented here are the reasons why it takes so long to get your website listed in Dmoz.

### **Number of Editors**

Dmoz claims to have a large number of editors volunteering for it. Though it may or may not be true, how could we know? But the fact is not all these editors are still active. Some of them may not be of help anymore in the checking and reviewing of the websites submitted in Dmoz. This can lead us into

thinking that Dmoz may only have a relatively small number of editors who are actually and actively helping out the directory.

### Backlog of Sites

We have just learned that there may not be a large number of editors working for Dmoz. Now, imagine a large number of websites submitting to Dmoz directory. The ratio between the editor and the sites may not be balanced at all. This leaves a massive backlog of websites waiting to be reviewed.

Another reason for the backlog of sites is that editors can only review site submissions on their own category. It is a usual scene in Dmoz that some categories will receive more site submissions compared to the other categories. The editors assigned to the category with a large number of submissions may have a hill of not yet reviewed sites – which leads to backlog of course.

### Submission Errors

There are times wherein the delay of approval is due to errors in submission. When you submit your site to Dmoz, remember to follow the Dmoz guideline of submission and submit your site to the most appropriate category for it. Otherwise, your submission will be transferred from one category to another and every time it is transferred, you are put on the last queue.

Now that you know the reasons why it takes so long for your site to be listed in Dmoz, let me ask you again, are you still willing to wait? Well, for your site's higher ranking and increased PageRank, why not?

This article is written by hafiz lecky, an online web marketing professional that specializes in search engine optimization, pay per click advertising, content management systems, web design, tracking and analysis. For all your web marketing needs, and easy ways to learn how to begin to earn real time dollars with proofs please visit

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