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**Improving the ROI of Web Directory Submissions**

**By Will Spencer**

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PageRank

, and improve your

SERPS

A Taxonomy of Web Directory Issues

Web Directories Which Are No Longer Managed

Web Directories which Block Search Engine Robots

robots.txt

or meta tags.

However, this same symptom can also mean that the site or the page is new, and has not been

Web Directories which use Scripted Links

Many web directories use scripted links to avoid *leaking* PageRank. Scripted links use PHP or

JavaScript links

to redirect the user to the target page. Although these links work correctly for most site

visitors, they do not work for most search engine robots.

A JavaScript link will look something like this:

```
javascript:var handle=window.open('http://www.internet-search-engines-faq.com')
```

A proper HTML link will look something like this:

```
http://www.internet-search-engines-faq.com
```

*Free* Directory Scammers

Web Directories which Require Reciprocal Links

Some people view these sites as link-farms.

Reciprocal linking is not an appropriate strategy for all web sites.

Paid Directories

Although there are exceptions, the general rule is that paid directories do not provide a positive ROI.

Better Directories

Summary

Submitting your web sites to web directories is an excellent method of building quality inbound links.

Will Spencer is the webmaster of

The Internet Search Engines FAQ

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**Promoting Your Site With Free Directory Submissions**

**By Gabriel Adams**

6: Be patient. It will take weeks to months for the directories to approve your link. Patience is required.

Visit the MingleON SEO Web Directory, Submit your Site:

```
http://www.mingleon.com/
```

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