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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

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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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Choosing The Right Directory

By Adrian Lawrence

When you're looking for the right directory to list in or to use for research, it can be a nightmare. Everyone thinks of Yahoo!, of course, but there are quite literally thousands of other directories out there, many specialized, others not. How can you tell the difference?

By being educated on what you're looking for. When you're looking for the right directories to list in, use the following guidelines.

1. Everyone lists in free directories. Why not? You can list in as many as you want, and you're not losing anything by doing so. Free directories include Yahoo! and Dmoz, as well as hundreds of others who either use their own listings or license listings from Yahoo! and Dmoz. You shouldn't stop here, though, especially if you're running a commercial website.

2. The more directories you're listed in, the more inbound links to your website you've got. And the

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more inbound links your website has, the higher the search engines will rank your page. Make sure when you create your directory listing to use your keywords in the text; in some search engines, this will help your ranking as well.

3. Some of the free directories are not being listed well by Google and other standard search engines. This is not because of some nefarious competitive advantage, but because the free directories often look like search engine spam or because they don't optimize their sites well. The paid directories are careful to watch for this; after all, the more hits they get, the more they can charge for their services.

4. After listing in all the free directories - which you should, as it costs you nothing but a little time - you should start listing in the better paid directories. Even though you have to pay to get in them, they give you an edge that the free ones don't. For one thing, they're more exclusive, and customers won't be looking at your competitors as much. For another, as noted above, the directory will probably place higher in a search engine. And they tend to be specialized. If you sell medical equipment, listing in a medical equipment directory will almost certainly be a worthwhile investment.

5. If you list in really good and specific directories with proven traffic from customers you want to draw, you're investing your money in the right place. A few good quality links will draw the perfect customers for your business. Finding the right directory is hard, but search for directories that specialize in your industry and in industries that cross into yours; for instance, if you provide medical equipment, don't overlook listings for scientific and laboratory equipment.

6. The next generation of directories is here now. With sites like MSN's Small Business Directory, targeted searching for exactly what you want is easier than ever before. In addition, many of the newer directories offer you additional small business tools, more information, specialized content for your industry, and many other services. You'll only find these with paid directories.

Adrian Lawrence is the webmaster of Indexplex a leading web directory

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