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

**Professional/Categorical Directories vs. Search Engines**

**By Joseph Anderson**

**Professional/Categorical Directories vs. Search Engines by Joseph Anderson**

For the past year we have been submitting to search engines and through tweaks, changes in Meta Tags, and resubmitting, watched our search engine listing move to the top or close to it on several of the top search engines. But this is not where the majority of our traffic comes from.

We have submitted to literally thousands of Free for All Links (FFA), classifieds, and are involved in several different types of the MLM ads. But this is also not where the majority of our traffic comes from either.

Where does the traffic come from?

The suspense is killing you so we will let you have it. The Majority by far, uncontested, and definitely the most productive for our marketing efforts is Directories that specialize in our field or occupation. Without fail these directories pull over 90% of the traffic to our website. We found that when doing a search on many of the search engines, the search engine does not pull our site up directly or first, but the site of the directory comes up with a link to our listing on that directory, and then from the directory a direct link to our web site.

The directories we have listed (free) with are at the top of the search engines already and with the specialization in the field, draws the most qualified or interested parties to the directory.

Listing to the correct directory is very important

Listing to the correct directory in the proper category, in search engines or directories is of the utmost importance. For example, listing your Propecia site (treatment for balding men) in any kind of Women's directory or category would be a waste of effort and draw little or no traffic. On the other hand, listing in Men's directories or anything that the audience is a majority of men, at least with the Propecia product, should draw a significant amount of traffic to those interested in that product.

Going beyond just a listing in a directory

## Professional/Categorical Directories vs. Search Engines

To go further to enhance or do more than just a directory listing, you can pay the directory owner for Banner ads on their main page and under your category, highlighting your listing, being at the top of your category or in a search done of your category. Placement is crucial, those who list in the directories and have names that start with the letter "G" or later in the alphabet, may never be seen if the directory list is long and none of the other above mentioned marketing is done.

Searching the Net for a Directory or Web Site for your product/service

Type in your product or service into any search engine and see who comes out on top. Go to the site and see if it is a directory or site that lists your product or service, or related directly to your product or service.

If the Directory offers you a free link or listing in their directory, immediately enter your web site address and create a professional listing for yourself. Once you have confirmed you are being listed,

be sure to make special note as to your position in the listing and possibly your category.

As a general rule, if your listing does not appear within the first three pages in a directory or search engine, the chances of being seen are nil to none. If your listing does not come up within the first three pages, other above mentioned marketing efforts may be necessary to get the traffic to your site and business that you want.

Start looking for those Directories and listings today!

Let today be the beginning of drawing new traffic to your website, brought to you by careful directory listing in the proper category(s) and making your website start to work for you. Somehow try to figure out a way to always come up within the first three pages of directories and search engines, paying special and close attention to your placement in the directories and categorical listers.

Placement in the search engines is important enough to not be ignored, but the quality and interest of the person(s) coming to your site is much higher linked by their true interest in the directory/category they are looking in.

Always remember, not advertising and marketing your website and product/service is like blinking in the dark, you're the only one who knows what your doing!

### **Which Directories**

**By Clare Lawrence**

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Which Directories

By Clare Lawrence 19th August 2004

There are literally 1,000 of directories on the web and new ones pop up every day.

## Professional/Categorical Directories vs. Search Engines

Which ones should I submit to? Well firstly, provided a directory's pages are indexed by the search engines (e.g. Google) and each page has a definite theme, then they all are!

A few directories do however, have a strong effect on search engines rankings and have sufficient visitor volumes to warrant the effort to get a listing.

Some are free, others charge.

The key directories are:–

- 1) DM0Z (the open directory)
- 2) Yahoo
- 3) Business.com
- 4) MSNsmallbusiness

Some minor directories worth being listed in

- 5) Bluefind (paid)
- 6) Gimpsy
- 7) Allthebizz
- 8) Smallerbizz
- 9) Wowdirectory
- 10)Joeant

Clare Lawrence is CEO of Discount Domains Ltd - A leading UK provider of Domain name registration and Web Hosting services. Please feel free to re-publish this article provided this reference box remains together with a hyperlink to <http://www.discountdomainsuk.com> Clare can also be contacted on [clare@discountdomainsuk.com](mailto:clare@discountdomainsuk.com).



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