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Three Reasons Why Online Directories Could Work For You

By Anton Cheranav

Online directories are typically places you can list your business and website for others to see.

These directories are broken into different categories for easier navigation. If someone is looking for a stereo site for example, they can simply go to the electronic section and see a list of every site that deals with stereos listed. After choosing which site to proceed to, the viewer then simply clicks on the link provided and is lead right to that particular site. Online directories offer areas for any type of business you could imagine. They are a place where people can quickly come to get names of businesses and websites. Thousands of web users utilize online directories each day, making them a popular option for website operators and business owners. If you are considering placing your site on an online directory, consider these three reasons why online directories could work for you.

Exposure

Website success has many elements involved. One of the most important elements however is exposure. If your website never gets any type of exposure, then it is unlikely that it will ever become successful. For people to visit your website, they must be informed that it exists. This is an easy task for a large corporation who can advertise on television or large billboards. It can be extremely difficult for the smaller business however. Online directories do however offer great exposure for your website and business. They allow you to post your information, such as your business name and website link, in places where people can actually look for you. Instead of you looking for people to invite to your site, they are basically searching you out. Just by placing your information in an online directory, your website traffic will increase dramatically. When you are putting your name and website out there, people are certainly more likely to find you.

Online directories usually offer different levels of exposure as well. You can usually choose between different levels of advertising. For example, one choice might be to simply add your name and website link to the main directory. Another choice however might be to add your name and website link to the main page of the appropriate area of the directory or to add "bold" text to your ad. These options are all beneficial and can help you get even more exposure.

Inexpensive

Three Reasons Why Online Directories Could Work For You

One reason online directories might be the perfect solution for you is that they are relatively inexpensive. If you are a small business owner, chances are there is not a lot of room in your budget for advertising. Advertising however is one of the key elements to the success of a business. Many online directories will offer a basic listing for free. This is a great opportunity to allow businesses with no advertising budget to advertise. These listings are usually very simple and contain "no frills", but they are useful indeed. You can always get your information added to several online directories for free and cover more ground than you thought possible. If you are looking for an inexpensive way to advertise online, online directories are a great option.

Professionalism

If you want your business and website to look as professional as possible, online directories can help. By simply placing your information in an online directory, you can look very professional in the eyes on

consumers. Basically, when a consumer looks through an online directory, they consider every listing to be one of a professional business. Although this is not always the case, it certainly does not harm valid professional businesses to any degree. If you take the time to list your information, you are taking another step toward a higher level of professionalism. Therefore, online directories can help you develop or maintain the professionalism you seek.

Choosing to post your information in an online directory should not be a difficult decision. As you can see, there are many reasons why online directories could work for you. No matter if you are looking for more exposure, an inexpensive option, or for a higher level of professionalism, online directories can help you achieve your goals. Just be sure to do a little research and find online directories that will offer you what you need. The more you can post within, the more traffic your website is likely to have. So, go ahead and post in as many as possible!

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Which Directories

By Clare Lawrence

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By Clare Lawrence 19th August 2004

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

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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.



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