

What's in a Listing? Do a Search of your Site or Ezine.

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By Donna Sweat

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Recently while doing a search for content to put in my ezine, I thought I might see just how many listings I had for my ezine, "Dee's Helpful Info." I typed my ezine name into the search bar and hit enter. I was amazed with the results. There were several hundred listings, many of which I had forgotten about. I began with the top listing, working my way through the huge list. Right away, I ran into problems.

1] I did not have Id's and passwords for some of the listing updates. As a new entrepreneur months ago, I used Netscape 4.7, which had no ability to keep these important pieces of information. I recommend using Internet Explorer 5.5 and higher along with a great little companion, Gator! Both remember these tidbits of information for you. Gator will accept more than I user, and my children wouldn't be without him. You can download the most recent version at <http://www.gator.com>

2] Once I viewed my listing, I was shocked at the information listed. This really is old content, I thought. The summary: Update often! At least monthly and keep a list of the sites you submit a listing to. I had not only increased subscribers by hundreds, but I also designed a new web site, and these listings sent everyone to a "non-existent" site! And to top this all off, my subscription address had also changed. I started out using Aureate Group Mail, progressed to

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listbot, got all settled in and listbot folds..so I moved on to Topica.The moral of this tip:If you make any important changes, UPDATE!

3] Moving down the list...Now we have a new problem,we can't update this listing because there is no contact e-mail or login box.Be careful of sites like this one.

4] Now we are finding listings not related to my newsletter at all.Why? The key words are Dee's, Helpful,Info. and Newsletter. One or all of these describe many other listings not related to my

newsletter.Maybe I should change our newsletter name?

Now lets change to another search engine.

I have tried several but lets face it, Yahoo is the best.

Now you ask.....what's the point to this article?

The point is...your losing business if your listing is not correct! A wrong e-mail address, or web site url,can take away business from your site.

Always stay a step ahead..

UPDATE YOUR LISTINGS OFTEN!

Donna SweatEndless Mts.Home Business<http://www.homebiz.pa.32668.com>donna@sosbbs.com

### **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.

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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

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

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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!



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