

An easy to use guide for building quality
links with directories

DIRECTORY SUBMISSION SECRETS

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A complete handbook explaining the benefits of
directory submissions and how you can build
link popularity with them



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Disclaimer: This e-book was originally created by Manish Mathukiya, an expert in quality directory submissions. He offers link popularity building services through iNetZeal.net. While all efforts have been made to create a complete and accurate resource, Manish and iNetZeal, Inc. are not liable for any actions that may result from your use of the information contained in this eBook.

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Building Link Popularity with Directories

Introduction: There are hundreds of QUALITY web directories on the internet today. If you don't know what a directory is exactly - a directory is simply a categorized list of websites sorted by topic. As an example, visit www.dmoz.org and you'll find a number of categories on the home page and hundreds of sub-categories for each category as you dig deeper into the website. DMOZ is a good example of what a quality directory should be – and it's free to submit to. But, there are hundreds of smaller directories online where you can [submit your website](#) for free as well. Once you get your website listed in these online directories, your website can get free traffic and other benefits – such as permanent one-way backlinks, which can help improve your website's search engine rankings.

Benefits of listing your website with free quality directories

- Provides permanent links, which improves your link popularity.

Once your website is listed in a directory, it's there to stay.

- Improves keyword relevancy for your website with "themed" submissions and targeted anchor text.

Directory submissions allow you to get links from related pages. For example, if your website is related to real estate, your directory submission will only be approved if you submit your website to real estate directory, or at least a real estate category within a general directory. This means that links

to your website will be from relevant pages only, and search engines prefer links from topically related pages.

- Can replicate natural link building, if done correctly.

Suppose you're a webmaster, you have a website and you like some other website and you link to it on your website so it can help you and your visitors. That's called natural link building. In other words, "a *natural link is a link someone pointed at your site/page from his site on his own will.*" When you submit a website to a directory, an editor reviews and approves it, thinking that website will be beneficial to visitors of that directory. So in that respect, directory links are literally like natural links.

- Gain targeted visitors from the directories themselves.

Remember the old days before search engines? We used to browse directories like Yahoo to find websites that we were interested in. While even though search engines are more popular with users today than directory listings – people still use online directories to find relevant websites. By listing your website in quality directories you can expect to receive traffic from the directories as well as search engines.

- Builds one-way links. There's no need to link to other websites.

Usually when you want to build links and want a backlink from a particular website, you'll have to trade links with them or pay for a permanent backlink. However, directory links are free and permanent without any reciprocal link exchange needed. If your site is a quality website, most directory owners will be happy to link to yours simple for the asking.

- Permanent results for a one-time investment.

Whether you're submitting your website to directories yourself or hiring a directory submission company, it's considered a good investment. For a one-time investment of time or money, you'll receive permanent links which will help increase the visibility (and popularity) of your website for years to come; it's well worth the investment.

Chapter 1:

What is directory submission?

- Website directories are web-based resources that list websites according to topic/niche. You might have heard of the DMOZ and Yahoo directories; they are human edited directories where any website owner can submit their websites to these directories and editors will manually review and approve the listings. The reason that directories like Yahoo and DMOZ are called human edited directories is because of the manual review process.
- In the beginning, these kinds of directories were used frequently by internet users to find what they were looking for. Nowadays search engines have largely taken the place of web directories because search engines are typically more up-to-date than web directories.
- However, there are still internet users who browse through web directories – quality directories are a fantastic resource for side-by-side lists of related websites. And, if your website is listed in a quality directory, you may very well end up with free traffic to your website. In addition to the benefit of potential website visitors from the directories themselves, search engines love “human edited” directories – when a directory manually approves website listings it shows search engines that such directories follow some quality criteria.
- If your website is listed in one or several directories, you’ll likely get some traffic from these directories and more importantly, search engines like Google, Yahoo and Live.com index these directories regularly. The search engines will “see” that your website is listed in the quality directories and will help improve the quality of your website (in the eyes of search engines). You can also improve the “Trust Rank” of your website in search engines by listing your website in directories.
- [Directory submissions](#) are a procedure where your website is submitted to different directories according to their quality guidelines. In order to even get reviewed by a human editor, let alone approved – you must follow the submission guidelines for each directory that your website is submitted to.
- Now, take a look at Open Directory (DMOZ) homepage below. You can see that there are many categories, and each category has many sub-categories. Because DMOZ is a human edited directory, when website owners or [directory submission](#) teams submit a website to DMOZ, it will be reviewed by the editor of the category where your website is submitted.

■ **OK, so how can I submit my website to these directories?**

Each directory has different criteria, also called “submission guidelines” that must be met when you submit a website to each of the different directories. But, generally speaking, for each directory that you submit your website to, you’ll need to navigate through the categories until you find the most

fitting category for your website, and then click on the "Add link", "submit website" or "submit" link in that category. The wording for the link may be slightly different in each directory – but it's pretty easy to figure out.

As an example, let's say we want to submit www.webtrify.com to the DMOZ.org directory.

The first thing we should do is identify the right category for the directory submission – and we can do that by visiting www.webtrify.com. The website is actually a blog with information about diamond jewelry. So, we will need to find a suitable category for this website on DMOZ

The screenshot shows the DMOZ.org homepage. At the top left is the logo "dmoz open directory project". At the top right, it says "In partnership with AOL search". Below the logo is a navigation bar with links: "about dmoz", "dmoz blog", "suggest URL", "help", "link", and "editor login". There is a search box with a "Search" button and a link to "advanced" search. The main content area is a grid of category links, each with a list of sub-categories. The categories are: Arts (Movies, Television, Music...), Business (Jobs, Real Estate, Investing...), Computers (Internet, Software, Hardware...), Games (Video Games, RPGs, Gambling...), Health (Fitness, Medicine, Alternative...), Home (Family, Consumers, Cooking...), Kids and Teens (Arts, School Time, Teen Life...), News (Media, Newspapers, Weather...), Recreation (Travel, Food, Outdoors, Humor...), Reference (Maps, Education, Libraries...), Regional (US, Canada, UK, Europe...), Science (Biology, Psychology, Physics...), Shopping (Autos, Clothing, Gifts...), Society (People, Religion, Issues...), Sports (Baseball, Soccer, Basketball...), and World (Deutsch, Español, Français, Italiano, Japanese, Nederlands, Polska, Dansk, Svenska...). At the bottom left, there is a "Become an Editor" button and the text "Help build the largest human-edited directory of the web". At the bottom right, there is a green cartoon lizard. The footer contains the text "Copyright © 1998-2007 Netscape" and "4 830 584 sites - 75 151 editors - over 590 000 categories".

4 830 584 sites - 75 151 editors - over 590 000 categories

DMOZ.org – Open Directory

Usually, the diamond jewelry sub-category will be available somewhere under the shopping category. So, we will go to: Home>Shopping.

But, there are a number of sub-categories in the “Shopping” directory, so we’ll want to look for the jewellery category.

Through trial and error, we find that most suitable category in DMOZ for jewelry is >>

http://www.dmoz.org/Shopping/Jewelry/Diamonds/Diamond_Jewelry/

Now we will just need to locate the “suggest URL” link in this category. By clicking the suggest URL link, you’ll be directed to a submission form where you can submit the website’s details. Information such as the website title, URL, and description will need to be placed in the form.

Just as with many other directories, DMOZ has their own set of submission guidelines, which you should read before you input your website’s information. Take note: if you do not follow the submission guidelines, editors will review your site but they will not approve it. Be sure to read and follow the submission guidelines for every submission.

Chapter 2:

What are quality directories? What types of directories are recommended for website submission?

There are literally thousands of website directories, though not all of them are worth submitting to because some of them are low-quality and will not garner any benefits whatsoever. However, here are some traits of high-quality directories:

- **Directory having some quality standards to submit/approve listings** – Avoid submitting your website to a directory that approves EVERY website that is submitted to it. In these types of directories there is almost no quality standard, and search engines will not trust these directories very much, and human visitors even less.
- **Spam free resources** – As suggested above, only submit to directories that accept “good” websites. If a directory lists MFA (Made for AdSense) websites or websites full of ads – skip these directories.
- **Well indexed in search engines** – If search engines like a directory, they will index (list) many of the directories internal pages. It’s recommended to submit your website to directories that have good search engine exposure because this generally means that the directories are considered good quality or high quality.

■ **Regularly maintained without broken pages / dead links** – A directory that is full of dead links or expired domains may lose their trust with search engines. To test out whether a particular directory suffers from these ailments – visit a few sub-categories of a directory and randomly click on some of the links contained within those categories to be sure that there’s not a large number of dead links. Many directories approve a website and then NEVER check it again, regardless of whether the listed website maintains the submission criteria. Bottom line – try to get listed in directories that maintain their databases regularly.

■ **Have backlinks in search engines, or some established link popularity** – As far as SEO is concerned, you can get high quality backlinks by submitting your website to directories. So, you should submit your website to directories that have backlinks themselves, which will often-times help increase the popularity of your website as well.

■ **Originality of the directory** – Some webmasters purchase a domain, host it, install a directory script and use a common category dump to create hundreds of categories. You’ll find that many directories have almost the exact same category structure. And sometimes, there’ll be directories with the same websites in each category, which means that there will be nearly identical directories on different domains. These “cut and paste” directories provide little to no SEO value and not recommended for submissions. It’s always better to submit to directories that have their own content, or at least differentiate their links/categories so that they are substantially unique.

■ **Category structure** – What’s the category structure of directory? I sometime see a directory with thousands of categories but no websites listed in them. Search engines don’t like these kinds of directories.

Tips

Here are some common **traits** of directories that you should avoid:

- Directories that have a common category dump.
- Directories that no quality review process or directories that literally accept every website submitted.
- Directories that are mainly for link building aspects or making money with website submissions.
- Directories that are “Directory farms”. Basically, one editor creates hundreds of directories just to sell links. This is a bad business practice and you should stay away from it.

Directories that sell Page Rank (it’s forbidden by Google)

Chapter 3:

The basics of directory submission

■ How to submit a website to directories.

As mentioned above, you need to decide what category accurately represents your website – once you've done that, you need to find a relevant category within the directory and submit your website from there. However, before you start submitting your website – you should prepare your website's page titles, descriptions, keywords, etc. for the submissions.

URL:

Most directories do not allow deep links, or URLs that point to a sub-directory, sub-folder or an individual page. Most directories require that you submit only your homepage, and if you want your website to be approved – you should heed this advice.

For example:

<http://www.webtrify.com/diamond-jewelry/> will not be approved by many directories because it is an inner page of our example website. And, many directories do not allow more than one URL per website to be listed in their directories. If you still submit multiple URLs to a director, the directory owner may ban your website for spamming; if there are submission guidelines for a directory – you should read them before you submit your website.

Also, make sure that you are submitting the EXACT URL that you want to promote.

If you're promoting your website with the www prefix, then use that consistently. If you're not using the www prefix, use that consistently. Otherwise, you will be splitting your website's rankings (and link popularity) for both URL's because search engines see them as separate domains. The following URLs are actually different according to search engines, even though they all look the same:

1. <http://www.webtrify.com/>
2. <http://webtrify.com/>
3. <http://webtrify.com/index.php>

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