

**Importance of Search Engine, Article and Directory Submission**  
**More info at : <http://www.submitsiteandarticle.com>**

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## **Part 1: Introduction to Submission**

Including the history of submission, how the appearance of directories and early search engines have changed over the years, and what website owners need to do in order to bring people to their website.

There are two different types of website submission that truly matter when it comes to promoting your website and increasing inbound traffic. The first type of submission is the search engine submission, which is the most common and the most widely known way to get your website out there. Website submission to search engines basically invites search engine spiders to visit, and to add your website to the index. Once your website is indexed, it will appear in search engine results listings for certain keywords and search phrases.

The second type of website submission is actually less widely known, but just as important and as powerful when it comes to generating traffic for your website. The directory submission involves asking to have your website link added to a vast directory of websites, which are usually broken up into relevant categories for easy and straight-forward browsing. Because search engine results are becoming less relevant due to spamming and fake websites, directories are becoming a more popular option for Internet surfers who know what they are looking for, and simply need to know where to find it.

### **1.1 The history of submissions**

Both search engine submission and directory submission are concepts that have been around as long as these websites themselves have been around. However, they are gaining popularity as important marketing and promotional processes, simply because websites need to create a competitive edge more than ever in order to drive traffic to their pages. If you cannot find ways to use search engines and directories to your advantage, competing companies may steal all of your potential traffic right out from under you.

While Yahoo functions in the way that search engines do today, the service was originally a directory service that allowed for easy browsing through a couple dozen different categories, and an even larger number of subcategories. Finding the types of websites that you were looking for was simple, as all you had to do was select a category, fine-tune your search with a subcategory, and then peruse the list of relevant links found within.

#### **1.1.1 Appearance of directories**

These days, millions of websites populate these directories, and there are thousands of categories and subcategories trying to further and further fine-tune selections so that the right website links can be found amidst all of the clutter. Luckily a lot of smaller directory services are emerging which allows people to browse based on specific niches, or highly fine-tuned subcategories to better locate the links they are looking for.

## Genres

- ♦ [African@](#)
- ♦ [Blues](#) (753)
- ♦ [Caribbean@](#)
- ♦ [Children's](#) (79)
- ♦ [Classical](#) (3325) **NEW!**
- ♦ [Country](#) (2213) **NEW!**
- ♦ [Electronic](#) (1781) **NEW!**
- ♦ [Folk and Traditional](#) (1057)
- ♦ [Jazz](#) (2292) **NEW!**
- ♦ [Latin@](#)
- ♦ [Marching Bands@](#)
- ♦ [Middle Eastern@](#)
- ♦ [Musicals](#) (368)
- ♦ [New Age](#) (157)
- ♦ [Novelty and Comedy Genres](#) (251)
- ♦ [R&B and Soul](#) (2039) **NEW!**
- ♦ [Rap and Hip-Hop](#) (2195)
- ♦ [Reggae](#) (229)
- ♦ [Religious and Devotional](#) (1293)
- ♦ [Rock and Pop](#) (23541) **NEW!**
- ♦ [World](#) (1371)

*The Music Category's 77,708 links can be further classified into Artists, Regions, Genres and Instruments, containing 46,236, 21,068, 5,108 and 1,599 website links respectively. The image above displays another tier of categories containing the 46,236 links under 'Artists'.*

### 1.1.2 Appearance of early search engines

The first search engines originated around 1994 and 1995, and very few are still in existence today. One of the original search engines in operation was Yahoo, and as it was mentioned earlier, Yahoo was mainly a directory when it was first born, and not really looked as a search engine. Still, back in the day search engines were a popular way to locate websites, but because so few websites were actively participating in being spidered by search engines, the results were not always what was expected, and many websites simply could not be found by search means.

Still, the search engine concept has been a popular one for more than a decade, and there is a new breed of search engines that offers easier searches and more accurate results, making it easier, at least to a degree, for users to find the websites they are looking for. Still, search engines can be highly exploited by spammers and other people who are artificially raising their placement in search engine results. This phenomenon is what has led to the recent boom in popularity for directory websites, where each website is individually approved and it is impeccably difficult for spammers and off-topic irrelevant websites to end up listed in the best directories.



*Search engine splash pages have always been fairly simple, making it easy and straightforward for people to use them. The pictured search engine, WebCrawler, now spins together results from several top search engines rather than performing its own unique searches.*

Search engines and directories have been an excellent resource for website owners, allowing them to draw the necessary traffic to their website. And website owners have fed the needs of the search engines and directories for content, because submitting your website to search engines and directories is typically completely free of charge. Some modern day directories charge for website submission, but the fee is nominal and well worth the investment if it results in an increase of traffic driven directly to your website.

## **Part 2: Why it's still important to submit to search engines and directories today.**

Including why it is still important to submit to these websites, an introduction to incoming links, paid incoming links, auto-submission, and how these topics have evolved over time. Also including the importance of manual submission, and the difference between trusted directories and others.

Submitting your websites to search engines and website directories is just as important to today as in the past, if not more so. The biggest role that these website submissions play in the promotion of your business is that they create powerful incoming links, and incoming links are what generate significant interest in your website.

### **2.1 Incoming links -- what that is.**

Incoming links, simply put, are links placed on other people's websites that connect to your website. When people on other websites come across a link to yours, they may feel compelled to click it, traveling to your website which allows you to have a chance at keeping their attention.

### **2.2 Evolution of importance of incoming links**

Incoming links have always played a part in the search engine optimization process for boosting the popularity of a website, but incoming links are even more important today. Not only do incoming links boost your natural popularity by showing people all over the Internet a way to find your website, but now they also play a role in determining your search engine page rank, which is an extremely important part of boosting traffic to your website. Search engines that spider your website count how many links are on the Internet that are presently pointing to each page on your website. They use this figure to determine how popular your website is, and this is a large determinant factor in the page rank that you receive as a result.

### **2.3 Paid Incoming links – evolution**

While in most situations you can obtain free incoming links through link trading, and through simply asking that a link be placed to your website somewhere else on the Internet, there are also some great options for paid incoming links that are worth looking into. This was not always a prevalent option when it came to link building, but paid linking now plays a large part in developing a large number of relevant incoming links to your website, and all of the pages within it.

### **2.4 Why links from directories are more important today than they were two years ago. (Hint: search engines assessing more "trust" to such a link)**

Two years ago, links generated by website directories were not nearly as important, nor powerful as they are today. One of the biggest contributing factors to this is that search engines look at directory links as trustworthy, highly relevant links, and links generated by traditional websites are not typically viewed to be as relevant. What this means is that not only can you boost traffic

through traditional website directory links, but you can also raise your search engine relevancy, placement and page rank in the process. The entire process works somewhat like a chain, each concept linking together to increase the overall popularity and accessibility of your website.

## **2.5 The need to create automatic submission software because the number of on-line directories has dramatically increased in the first few years**

The number of online directories available on the Internet has increased dramatically in the last few years. Not only are there a large and ever-growing number of general website directories, there are also an increasing number of niche-specific directories that cater to specific interests, niches, concepts, communities and so on. Because of this drastic increase in how many communities need to be submitted to, creating automatic systems for website submission is essentially quite necessary.

Automatic submission software has spawned a number of directory farms and link farms, which has been stopped by Google. Google is one of the front runners in the fight against spam and irrelevancy on the Internet, meaning that people who are not contributing in the right ways to the Internet are simply not allowed to participate. Today, the algorithms used by search engines assign higher values to links that come from trusted directories, which are directories that are older and have been well known for some time. The age of a domain name actually plays a part in its search engine optimization tactics, so directories with older domain names are treated like trusted websites simply because they have been around for so long and have established a following over time.

Due to the abuse of a number of trusted directories, these directories have implemented a number of measures that do not allow automatic registrations to process correctly. As a result, true, manual website submission has become the only real way to make sure that the job is done correctly. Trusted website directory services have different rules, regulations and limitations regarding how many characters can and cannot be used, how many keywords are used and so on. What this means is that you have to be willing to manually fill the information in so that you can be sure to do it correctly.

Obviously if you fill the form out in a way that looks like a robot or a software program did it, you will be banned from the directory and you will miss out on a lot of extremely effective traffic as a result.

## **2.6 Bonus: 10 best trusted directories you can submit your web site to.**

Here are ten of the best "Trusted" website submission directories that you should consider submitting your website links to:

- DMOZ, located at <http://www.dmoz.org>. This is a "must submit" free website directory that rewards links with exceptional SEO and traffic.

- Yahoooligans, located at <http://yahoooligans.yahoo.com>, which is a kids directory geared for web surfers who are aged seven to twelve.

- The iMegaMall, located at <http://wwwiMegaMall.com>, a well categorized, top rated website directory. This is a paid submission directory, but well worth the \$20 investment.
- Jayde, located at <http://www.jayde.com>. This is an extremely popular "trusted directory" that offers a high chance of landing on a page with high PR.
- The World Site Index, found at <http://www.worldsiteindex.com> is another paid website directory that is extremely well categorized and well designed.
- The Web World Index, at <http://www.webworldindex.com> is another similar website directory that lists pages rather quickly, and for \$25 per year.
- Turnpike, at <http://www.turnpike.net> is another free trusted website directory, that may look plain but offers dynamically created web pages that are regularly indexed both by MSN and by Google.
- The Websites Promotion Directory, a free listing website directory can be found at <http://www.websitespromotiondirectory.com>. This directory is two years old, but already offers outstanding incoming links.
- So Much, located at <http://www.somuch.com> is a well designed website directory with a lot of computer-related categories and dynamically created web pages that are regularly indexed by the Google search engine.
- One Mission, found at <http://www.onemission.com/d.pl> lets users add their own categories and websites with automatic approvals. Content is user-edited, but moderators do come in occasionally to remove bad or irrelevant websites.



### **Part 3: Article Marketing**

Includes information relating to the hot topic of article marketing, the benefits of article submission and what monetary benefits you can expect to receive as a result of article marketing.

#### **3.1 it's "hot" because your articles can be distributed via various article directories and then published across the Internet**

Article marketing is an exceptional way to attract new traffic to your website. Article marketing is one of the new, "hot" ways to generate traffic, because you are meeting the needs of search engines and the needs of your human website visitors as well. You can distribute articles to submission websites like <http://www.ezinearticles.com>, and they will be published all over the Internet, with your contact information and "author bio" attached. By marketing your articles in this way, you are actually developing a reputation for yourself and your company or website as an authority figure. People who use the Internet to find products, services and information are always looking for authority figures that they can trust to deliver the right information to them.

Article marketing is an SEO or Search Engine Optimization process that is quickly sweeping the Internet, as marketers begin to understand just how far an article can travel, and how much traffic just that event can generate for a website. If your author bio and website link stay in tact at the bottom of the website, you will be surprised at how many additional visitors a single well-written article can actually generate for your website.

#### **3.2 Benefits of article submission is that your article get submitted to major directories where a lot of publisher are looking for fresh content**

There are a number of exceptional benefits that you can only reap by working with article submission websites, and marketing articles that are relevant to your website, niche, company, product or so on. By submitting your articles to directories that offer content for Ezines or other purposes in the same way that Ezine articles does, you can find your articles popping up all over major online directories where online publishers, website designers and consumers are looking for fresh content and useful information. If you want to develop a name for yourself, your website, your company and anything else that you are selling or offering, article marketing is absolutely the best and most efficient way to do it. There is so much that you can accomplish through proper marketing of your relevant, well-written articles that there really is no reason not to give it a shot.

Article marketing and article submission is a truly valuable process that can really jumpstart the amount of traffic that you generate for your website. And if you have been in the ecommerce business for a while, you know that traffic is exactly what you need in order to generate an income online.

#### **3.3. The monetary benefit -- incoming links, keyword optimization, more visitors to your site tends to equal more money made by your site.**

There is also a significant monetary benefit that comes from article marketing and everything that relates to the process of article marketing. Article marketing, like search engines and directory submissions, allows you to create incoming links to your website, which help to build additional popularity for your website. Article marketing also allows you to plant relevant keywords into your content, and by optimizing your content for keywords that are relevant to your website, you can better attract targeted traffic, or traffic that is looking specifically for your keyword-rich content information.

By increasing the number of visitors to your website through increased traffic and by providing the types of content that your visitors and search engines are looking for, you can actually make more money through your website. More traffic traditionally translates into more money, and if you monetize your website by selling products, information, services, memberships or through generating money by way of ad revenue or affiliate programs, then generating more traffic is truly going to mean generating more money for your website as well.

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