

An easy to use guide for building quality  
links with directories

# DIRECTORY SUBMISSION SECRETS

• MANISH MATHUKIYA •

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



(Visit [Our Website](#) for More Info about services we offer!)

---

**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](http://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.

### Sign Up for Latest Updates of This eBook And Other Link Building eBooks

We regularly update this eBook to keep it up-to-date. Get the latest Updates to Directory Submission Secrets eBook for FREE! Also keep yourself updated on other eBook we publish. Visit the link below and follow the short instructions listed.

<http://www.directorysubmissionsecrets.com/Updates.html> (click on link to open.)

**Directory Submission Secrets - First Edition. February 2008**

---

## Table of Contents:

Introduction – Benefits of submitting a site to directories _____	4
■ <b>Chapter 1:</b>	
What is directory submission? _____	6
■ <b>Chapter 2:</b>	
What are quality directories? _____	8
■ <b>Chapter 3:</b>	
The basics of directory submission _____	10
■ <b>Chapter 4:</b>	
Effective link building with directory submissions _____	14
■ <b>Chapter 5:</b>	
How to get a better acceptance ratio with directory submissions _____	21
■ <b>Chapter 6:</b>	
Your business model and directory submissions _____	22
■ <b>Chapter 7:</b>	
Niche directories and their benefits _____	24
■ <b>Chapter 8:</b>	
Bidding directory submission guidelines _____	26
■ <b>Chapter 9:</b>	
Recommended paid directories _____	28
■ <b>Chapter 10:</b>	
Deep link building – Importance of it and how you can do it with directories _____	30
■ <b>Chapter 11:</b>	
DMOZ submission - some useful tips _____	32

## ■ Chapter 12:

Yahoo Directory Submission - should you pay for it? \_\_\_\_\_ **33**

## ■ Chapter 13:

Directory Submission FAQs Answered \_\_\_\_\_ **35**

## ■ Chapter 14:

How to semi-automate directory submissions (How to perform them yourself) \_\_\_\_\_ **41**

Conclusion – what directory submissions can do for you? \_\_\_\_\_ **48**

## 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](http://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](http://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](http://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

**dmoz** open directory project In partnership with AOL search

[about dmoz](#) | [dmoz blog](#) | [suggest URL](#) | [help](#) | [link](#) | [editor login](#)

[advanced](#)

<a href="#">Arts</a> <a href="#">Movies</a> , <a href="#">Television</a> , <a href="#">Music</a> ...	<a href="#">Business</a> <a href="#">Jobs</a> , <a href="#">Real Estate</a> , <a href="#">Investing</a> ...	<a href="#">Computers</a> <a href="#">Internet</a> , <a href="#">Software</a> , <a href="#">Hardware</a> ...
<a href="#">Games</a> <a href="#">Video Games</a> , <a href="#">RPGs</a> , <a href="#">Gambling</a> ...	<a href="#">Health</a> <a href="#">Fitness</a> , <a href="#">Medicine</a> , <a href="#">Alternative</a> ...	<a href="#">Home</a> <a href="#">Family</a> , <a href="#">Consumers</a> , <a href="#">Cooking</a> ...
<a href="#">Kids and Teens</a> <a href="#">Arts</a> , <a href="#">School Time</a> , <a href="#">Teen Life</a> ...	<a href="#">News</a> <a href="#">Media</a> , <a href="#">Newspapers</a> , <a href="#">Weather</a> ...	<a href="#">Recreation</a> <a href="#">Travel</a> , <a href="#">Food</a> , <a href="#">Outdoors</a> , <a href="#">Humor</a> ...
<a href="#">Reference</a> <a href="#">Maps</a> , <a href="#">Education</a> , <a href="#">Libraries</a> ...	<a href="#">Regional</a> <a href="#">US</a> , <a href="#">Canada</a> , <a href="#">UK</a> , <a href="#">Europe</a> ...	<a href="#">Science</a> <a href="#">Biology</a> , <a href="#">Psychology</a> , <a href="#">Physics</a> ...
<a href="#">Shopping</a> <a href="#">Autos</a> , <a href="#">Clothing</a> , <a href="#">Gifts</a> ...	<a href="#">Society</a> <a href="#">People</a> , <a href="#">Religion</a> , <a href="#">Issues</a> ...	<a href="#">Sports</a> <a href="#">Baseball</a> , <a href="#">Soccer</a> , <a href="#">Basketball</a> ...
<a href="#">World</a> <a href="#">Deutsch</a> , <a href="#">Español</a> , <a href="#">Français</a> , <a href="#">Italiano</a> , <a href="#">Japanese</a> , <a href="#">Nederlands</a> , <a href="#">Polska</a> , <a href="#">Dansk</a> , <a href="#">Svenska</a> ...		

Help build the largest human-edited directory of the web

Copyright © 1998-2007 Netscape

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/](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>

4. <http://www.webtrify.com/index.php>

So, be sure that when you're submitting your URL to a directory that you keep it consistent. Otherwise, you'll be building rankings and link popularity for two URLs instead of just one. If your website is already indexed in the search engines, check which way your website is listed – and it's best to use that URL (www or non-www) for your future submissions.

### **Titles:**

Most directories do not allow titles with promotion language. For most directories it's acceptable to use the format: "Domain Name – Key Phrase of website" or variations of that. Some directories only allow you to use the literal company name, some do not allow the URL to be placed in the title – and it's always best to check with the submission guidelines because the title format can be different between directories. And, you should avoid all caps or special symbols in all directories.

### **Here are a few examples good and bad titles:**

#### **Bad Titles:**

1. Best Diamond Jewelry Resources – (Who are you to decide it is best resources?)
2. #1 Diamond Jewelry Blog (#1?)
3. DIAMOND JEWELRY BLOG (All capital letters)
4. Diamond Jewelry blog | Articles and Resources. (Separated two titles with | )
5. Free Diamond Jewelry Articles!! (Using exclamatory symbols)
6. Diamond Jewelry blog and useful articles on Diamond jewelry like history of Diamond jewelry. (Too long title)
7. Webtrify.com (Just the domain name?)

#### **Good Titles:**

1. Webtrify – Diamond Jewelry Blog
2. Webtrify – A Diamond Jewelry Blog
3. Collen's Diamond Jewelry Blog

Here are some examples of good and bad titles for DMOZ submissions:

<http://www.dmoz.org/erz/sites/title.html>

## Descriptions:

Guidelines for descriptions are generally similar to the guidelines for page titles. Avoid promotional language, avoid mentioning time-sensitive information (such as a sale) and limit the description length to 200-250 characters.

## Keywords:

Prepare a list of 6-9 keywords relevant to the keywords of your website. Try to avoid long-tail keyword phrases, 2-3 words per keyphrase is generally ok for most directories, though. Keywords are not generally considered important (though they are often required) for most directories.

## Submission Email:

When you submit your website to a directory, the directory may send you email confirmations to let you know that your submission was received, the estimated review time and a separate email to let you know when your listing has been approved. Some directories even require you to click a confirmation link before they will review your website so that they know it's a human doing the submission and not software or an auto-submission tool.

While you submit your website, try to use an email address from the domain being submitted rather than using a free email. A small handful of directories prohibit the use of free email addresses in their submission guidelines.

## For example,

Avoid using the following kind of email addresses:

1. [webtrifysubmissions@yahoo.com](mailto:webtrifysubmissions@yahoo.com)
2. [webtrify@gmail.com](mailto:webtrify@gmail.com)

It's better to use the following:

1. [Submit@webtrify.com](mailto:Submit@webtrify.com)
2. [yourname@webtrify.com](mailto:yourname@webtrify.com)

**TIP:** Make sure that you do not use your main email address for [directory submissions](#)! You may receive a large amount of mail to the address; some of it legitimate and some of it spam.

Also, avoid using negative words in the submission email address. For instance, do not use the following or any derivatives of these:

1. [spam@webtrify.com](#)
2. [junkmail@webtrify.com](#)
3. [garbage@webtrify.com](#)

Many directory owners will reject your website if you use words like "spam" in your submission email. For best results, create a new email address using a variation of your real name.

For instance, if your name is John Smith, you can use:

1. [Jsmith@webtrify.com](#)
2. [johnsmith@webtrify.com](#)

And so on. But again, be sure that you do not use your primary email address.

■ Above are common guidelines that will improve your chances of getting approved in most directories. However, some directories may have their own submission guidelines, and you should always check those before you submit your website to any directory.

■ Take a look at the submission guidelines for the following directories:

1. DMOZ > <http://www.dmoz.org/add.html>,
2. Joeant >> <http://www.joeant.com/suggest.html>

### **Having NO time to submit in directories?**

Visit [iNetZeal](#) – A quality directory submission service company who offer [manual directory submissions](#) to SEO Friendly, Quality directories since More than 2 Year Now! Different packages available according to budget and competition of your keywords. We know your needs well 😊

## Chapter 4:

### The “How To” of effective link building with directory submissions

■ Keyword optimization is the most important part of [directory submissions](#). After all, you’re submitting to directories so that you can:

1. Get targeted traffic
2. Improve your search engine rankings

By following some simple steps, you can get the best of submission efforts!

■ To optimize for your keywords with directory submissions, prepare 10-15 keywords related to your niche which are tightly targeted and very relevant. You can use keyword research tools like [wordtracker](#), [keyworddiscovery](#), or the [Google adwords keyword research tool](#) if you don’t know which keywords to use.

■ **TIP:** *When you submit your website to directories, make sure that you optimize for your target keywords by using keyword rich titles as well as relevant surrounded text (ie. description and tags). This way, you will get backlinks from relevant pages as well as a keyword-focused link. This will help your website to rank better for the keywords that you use during your directory submissions.*

Take a look at an example of the keyphrase that we optimized for while submitting to directories. We used “[Diamonds & Jewelry buying guide](#)” as the title while submitting to a few directories. After the submissions were reviewed, we received some links with the anchor text as “Diamonds & Jewelry buying guide” that pointed to our example website: [www.webtrify.com](http://www.webtrify.com)

pebbles and Irish natural stone by Petra Watzka.  
<http://www.malinpebbles.com/>

#### [Diamonds & Jewelry buying guide](#)

Webtrify - A diamond Jewelry resource blog offers tips for buying diamonds rings and engagement rings. Useful resources like Diamond and jewelry care, the influence of diamond jewelry and a lot. A perfect guide for those who want to purchase silver diamond  
<http://www.webtrify.com/>

#### [Wedding And Bridal Veils](#)

A Crown Affaire specializes in Bridal Tiaras, Bridal Veils, Bridal Jewelry and Wedding Accessories. Use a variety of materials including natural luster faux pearls, freshwater pearls, genuine Swarovski crystals  
<http://www.acrownaffaire.com/>

After Google indexed the links that we received in different directories, you can see the results here:



Web Images Maps News Video Gmail more ▼



Diamonds & Jewelry buying guide



Search

[Advanced Search](#)  
[Preferences](#)

Search: ☒ the web ☐ pages from Australia

Web

Results 1 - 10 of about 361,000 for [Diamond](#)

## [Diamond Buying Guide](#) : Learn About Purchasing [Diamonds](#)

**Diamond Buying Guide** : how to buy a **diamond**, four Cs of **diamonds**, ... Checklists to aid you in your selection of **jewelry** stores, **diamonds**, and other **jewelry** ...

[www.thediamondbuyingguide.com/](http://www.thediamondbuyingguide.com/) - 30k - [Cached](#) - [Similar pages](#)

## [Webtrify » The Influence of \[Diamond Jewelry\]\(#\)](#)

So I ask you why is a **diamond** so special? Why is it that many of us will disregard a **diamond jewelry buying guide** when making such a financially ...

[www.webtrify.com/](http://www.webtrify.com/) - 27k - [Cached](#) - [Similar pages](#)

## [Webtrify » \[Diamonds\]\(#\) » \[Diamond Jewelry Buying Guide\]\(#\)](#)

**Diamond Jewelry Buying Guide**. February 17th, 2007 . by Collen. **Diamonds** are not cheap so if you want to buy a **diamond**, you have to learn a little more about ...

[www.webtrify.com/diamonds/articles/diamond-jewelry-buying-guide/](http://www.webtrify.com/diamonds/articles/diamond-jewelry-buying-guide/) - 20k - [Cached](#) - [Similar pages](#)

## [Jewelry - Jewelry Buying Guide - Jewelry Trends](#)

Welcome to About.com **Jewelry**. My unbiased **jewelry buying guide** answers your questions about **jewelry**, from costume **jewelry** to high end **diamonds** and other ...

[jewelry.about.com/](http://jewelry.about.com/) - 33k - [Cached](#) - [Similar pages](#)

*Google result for "[Diamonds & Jewelry buying guide](#)" after 2 weeks of submission!*

- A few directories ask for "tag keywords" when you submit your website. If a directory asks for "tags", use relevant keywords that describe your website, that way you may receive additional keyword targeting benefits from the "tag" pages of the directory. As an example, take a look at the Mastermoz directory > [www.mastermoz.com](http://www.mastermoz.com)
- You will see some tags on the homepage where you can search for a website by clicking on the tags.

Newest Listings and much more ->

Status: Neutral  
[ng with Nature -](#)  
[Home](#)

Status: Neutral  
[Luxury Cat Beds | Fine](#)  
[Furniture | Unique Cat](#)  
[Collars |...](#)

Status: Neutral  
[Reality Real Estate](#)  
[Marketing](#)

## MozTags



[advertising](#) [aloha shirts](#) [asia entertainment](#) [bargain shopping](#) [blog](#) [body mind](#)  
[spirit](#) [body mind](#) [spirit](#) [business](#) [camping](#) [canada](#) [cattolica](#) [cooking](#) [coupon](#)  
[codes](#) [coupons](#) [directory](#) [disability](#) [discount codes](#) [discounts](#) [eli](#) [family](#)  
[friendly](#) [fishing](#) [fitness](#) [food](#) [free online games](#) [free shipping](#) [friendship](#) [gifts](#)  
[good great](#) [hair loss](#) [health](#) [health products](#) [holistic](#) [holistic health](#) [internet](#)  
[internet marketing](#) [ipod](#) [latest reviews](#) [log furniture](#) [lumut](#) [make money from](#)  
[home](#) [marketing](#) [movies](#) [music](#) [myspace](#) [nutrition](#) [online videos](#) [ottawa](#) [phone](#)

*MozTags! – You can get more and relevant links by choosing proper tags while submissions*

- Take a look at “tag cloud” above. By selecting tags that accurately represent your website, you’ll get links from different tag pages. This, again, can help with the keyword targeting of your website.
- **Vary Titles:** When you submit your website to different directories, make sure to vary your website titles. In order to get the biggest benefit out of [directory submissions](#), you’ll want to use multiple keywords in the titles. Besides, if you use the exact same title for hundreds of directory submissions, it looks very unnatural to search engines, which is something that should be avoided.
- **Vary Descriptions:** The same rule applies with the descriptions; you should vary your descriptions with submissions. In fact, if you mix and match your titles and descriptions, this looks more natural to search engines.
- **Submit your website to older directories:** As you might know, search engines like older directories. It’s always better to submit your website to older and established directories rather than brand new directories. You can find the age of directory simply by checking the “whois” information for the domain. There are many free websites where you can check the age of a website, and you can find them by doing a search for “Domain whois” in your favorite search engine (without the quotes). One of the more popular whois tools is [whois.domaintools.com](#).
  1. For example, if you want to check age of the [http://mastermoz.com/](#) domain, then you’ll find the whois information by visiting >> [whois.domaintools.com/mastermoz.com](#) or >> [http://whois.domaintools.com/mastermoz.com](#)
  2. For our example, we find that the domain was registered in 2004, and it’s written as **Created: 2004-12-06**.

<b>Links:</b>	180 (Internal: 179, Outbound: 1)
<b>RSS Feeds:</b>	Nokia Symbian Mobile Themes   Chaos Inc. Download Free Cell ( <a href="#">1 day ago</a> )

## Indexed Data

<b>Alexa Trend/Rank:</b>	#70,625  14,840 ranks over the last three months.
<b>Compete Rank:</b>	 <a href="#">#131,920</a> with 10,645 U.S. visitors per month
<b>Quantcast Rank:</b>	<a href="#">#226,487</a>

## Registry Data

<b>ICANN Registrar:</b>	GODADDY.COM, INC.
<b>Created:</b>	2004-12-06
<b>Expires:</b>	2008-12-06
<b>Registrar Status:</b>	<a href="#">clientDeleteProhibited</a>

### Whois Record to Get Idea on Age of Domain

3. However, this is only when the domain was registered. We don't know for sure when the directory was added to the website, but we can find out that information by using another tool, the Web Archive.

>> <http://www.archive.org/web/web.php>

4. Search [www.mastermoz.com](http://www.mastermoz.com) in the above tool and you'll get the following results >>

[http://web.archive.org/web/\\*/http://mastermoz.com](http://web.archive.org/web/*/http://mastermoz.com)

5. From the result you can find how the domain looked at certain points in time. Using the whois info we know that the domain was registered in 2004, but the directory is first recorded as being online in April of 2007. This Web Archive tool will let you browse through the different time periods to look at how the website changed over time.

ion. [See FAQ.](#)

### Results for Jan 01, 1996 - Jul 13, 2007

0	2001	2002	2003	2004	2005	2006	2007
0 pages	0 pages	0 pages	0 pages	0 pages	0 pages	0 pages	9 pages
							<a href="#">Apr 14, 2007</a> * <a href="#">May 03, 2007</a> * <a href="#">May 06, 2007</a> * <a href="#">May 17, 2007</a> * <a href="#">May 28, 2007</a> * <a href="#">Jun 11, 2007</a> * <a href="#">Jun 21, 2007</a> * <a href="#">Jun 27, 2007</a> * <a href="#">Jul 11, 2007</a> *

Web archives of MasterMoz directory (Directory started around Apr. 14 according to record)!

■ Using the above tools, you can decide whether a web directory (or a website) is older and established or not. And, this will help you to gauge whether a directory is worth getting links from.

■ **Get Links From Relevant Directories/Resources:** You can get niche directory lists by visiting popular directory lists. We will discuss "How to find niche directories" in chapter 7

■ **Don't get links from directories that have NO Value:** - I have noticed some people who buy expired domains with a high Page Rank and then install a directory script and create a new directory. After that, they announce it to directory resources and forums as a paid directory with a minor review/inclusion fee. Many website owners, those who don't know this game, submit their website to these directories thinking that they've purchased a backlink from a "high PR, well established" directory at a really good price. I highly advise website owners to avoid submitting their websites to directories based on Page Rank alone, especially paid links. Something that you can check easily – if there aren't many pages of the directory in Google's index, even though it's a high PR directory, you should be leery of this.

■ **Don't submit to directories that use NO-Follow links:** Many directories provide free inclusion into their directories but use the "no-follow" tag when linking your website. The biggest benefit for directory submission is SEO, and even though you can receive human visitors from the submissions, it is not recommended at all to submit to directories that use the "no-follow" tag unless you know first-hand that they provide a decent amount of human traffic. You can identify "no-follow" links rather easily.

- If you're using the Mozilla Firefox browser, you can simply select the HTML text link, right click and check the page source of particular section by clicking "View section source". For example, take a look screenshot on next page:

If you find tag like.

*rel="external nofollow" or rel="nofollow"*

in the source code, that means the directory is using no-follow tags and it will not pass any SEO value to your website at all.

Here's what we see in the new window by viewing the source of the above example:



```
" href="http://www.vxdate.com/asian-speed-dating.php" title="VXdate Asian Speed Dating" target="_blank">VXdate Asian Speed Dating</a>
```

Since there is no mention of rel="nofollow" or the like and you can see the proper website URL in the source, you are getting a direct HTML link to your website; these types of links are SEO friendly.

The screenshot shows a list of directory entries. A right-click context menu is open over the entry for 'VXdate Asian Speed Dating'. The menu options include: Open Link in New Window, Open Link in New Tab, Bookmark This Link..., Save Link As..., Send Link..., Copy Link Location, Copy, Search Google for "VXdate Asian Sp...", Download with DAP, Download all with DAP, View Selection Source (highlighted), Properties, More Search Types, Send to, and Page Info.

	<b>Quality dating resources for adult singles</b>   <a href="http://qualitydatingresources.com/">http://qualitydatingresources.com/</a> What makes us different? Honest and real reviews of free and paid online dating sites an Everything from the best (and worst) free personals to expensive professional matchmal
	<b>Kissing Tips</b>   <a href="http://www.ultimate-kissing-secrets.com/">http://www.ultimate-kissing-secrets.com/</a> Great tongue kissing can completely improve your seduction! Find here dating tips for wc seduction techniques. It's never too late to learn.
	<b>Dating Service for Single Men &amp; Single Men</b>   <a href="http://www.7minutedating.net/">http://www.7minutedating.net/</a> Speed dating, singles events, dating and match making service for single men and wome and DC
	<b>VXdate Asian Speed Dating</b>   <a href="http://www.vxdate.com/asian-speed-dating.php">http://www.vxdate.com/asian-speed-dating.php</a> Are you a single person from Come speed dating with VXda
	<b>Saudi Arabia Women</b>   <a href="http://www.saudi-arabia-women.com/">http://www.saudi-arabia-women.com/</a> Offers Arab personals for Ara features include Arab photo g
	<b>How To Pickup Women Only</b> Learn how to meet women bo meet women and date them.
	<b>Home made erotic commu</b> Social network service to exp be a star, share own nude ph
	<b>Printable Bridal Shower Games</b> Bridal shower games, weddin shipped party games
	<b>Persian And Vietnamese V</b> Online community offering mu energetic, creative people fro
	<b>free social networks &amp; fin</b> Offering free dating services to make menus through social networking, sharing and met friendship dating site.

**Total records: 15**

View Sourcecode using [Mozilla Firefox](#)

- If you're using the **internet explorer browser**, you will have to view the source of the whole page and look for the particular link and check to be sure that the no-follow tag isn't attached. You can view the source code clicking on View > Source from the top menu as shown below.



*View Sourcecode Using Internet Explorer*



## Chapter 5:

### How to get a better acceptance ratio with directory submissions

-----

- As we discussed in Chapter 3, if you follow the submission guidelines for each directory, you will enjoy a higher acceptance ratio. However, many directory editors look over your website manually before including them into their directories. If your website is content rich, provides useful information or a useful service – you will get a better approval ratio.
  
- Consider the following factors while submitting your website to directories:
  1. Don't submit to **irrelevant category**. Most editors don't have time to move your website from one category to another or don't bother to move it to the proper category. They may put your submission in a waiting list or DELETE your listing.
  2. As suggested in Chapter 3, don't use promotional language in the titles or descriptions while submitting. Follow all of the listed guidelines.
  3. Many editors may reject websites: that are full of worthless content, websites that are very poorly designed, websites that are full of banners or ads, MFA (made for AdSense) websites, porn sites or sites that link to porn or questionable websites, gambling sites, and hate sites. And, this is just to name a few.
  4. To improve your chances of getting listed, be sure your website has a clean design and user-friendly navigation. It's also beneficial if your website is useful to potential visitors.
  5. Don't submit sites that are under construction.
  6. Don't submit affiliate links. They will not be reviewed or approved by most directories.
  7. Don't submit a site to multiple categories or submit different URLs of a site to different categories.
  8. Don't submit your site more than once. Be patient and allow time for the editor to review your website. Some directories may receive hundreds of submissions on a daily basis and it may take a while for your submission to be reviewed. If you repeatedly submit your website to the same directory, chances are you will not be approved and the editor may even ban you from future submissions.
  9. Many directories DON'T allow non-English sites. If they don't allow them, don't waste your time submitting to these directories if you have a website that is primarily non-English.

## Chapter 6:

### Your business model and directory submissions

-----

■ What is your online business model? [Directory submissions](#) can help you in almost any business, regardless of what you're offering. Basically, you need traffic to your website, right? If you answered yes, then chances are directory submissions can help.

By submitting your website PROPERLY, you can get quality links from directories and improve your website's overall link popularity. And, increased link popularity can directly affect the number of visitors that you receive from the search engines.

1. **Google AdSense Websites Network:** Many of our clients ask us to submit their AdSense content network websites to directories. We perform the submissions and after several weeks due to "*original and quality content + quality backlinks*", they start receiving a flood of traffic from different search engines. And, this leads to increased revenue - directory submissions can ultimately improve your website's revenue permanently from a one-time investment.
2. **Online Retailer or Consultant:** Whether you're selling stuff online with a website or you offer consulting services and you're on the lookout for new clients - [directory submissions](#) can help in a big way. Your potential clients will use Google, Yahoo or other search engines to find the exact products and services that you're offering. Now, if you rank well for your target keyword phrases, your potential clients will find "**YOU**" in the search engines - directory links can help you to improve your rankings and ultimately help you to get more clients.
3. **Affiliate Marketer:** If you're an affiliate marketer, especially if you deal with PPC (pay per click) marketing, you know that the fees can be outlandish because competition is growing every day. And sometimes you can't even afford to bid because of low profit-margins and high price per click fees; directory submissions can help you here. By submitting your website to directories, you can increase your natural rankings and bring in organic traffic that you pay for only once (by time or money, however you choose to submit to directories). And, once your website's rankings have built up - you will receive traffic to your website regardless of whether you're receiving PPC traffic or not. Even if your PPC advertising stopped - you wouldn't have to suffer from a sudden loss of revenue. Directory submissions can help you to get search engine traffic. Many of our affiliate friends and clients have already experienced this benefit first-hand.

4. **Individual Blogger:** If you're a blogger, you might want more readers on your blog or more subscribers for your blog's RSS Feed, right? By submitting your website to blog directories as well as general directories, you can improve organic traffic to your blog, which will increase your readers and even revenue!

5. **For any kind of website:** You can get quick, easy and permanent backlinks with [directory submissions](#). As a result, you can increase your placement in the SERPs (search engine results pages) and improve your business through directory submissions.

#### Directory submission service – How can [iNetZeal](#) help you?

- This link building with directory submissions guide is brought to you by [iNetZeal.Net](#). The goal of this e-book is to help you build quality links with directory submissions. If you prefer to leave directory submissions to the professionals, we help website owners submit their websites to a multitude of quality directories at an affordable rate.
- We have a team of experts who will manually submit your website to different directories. Our experts are well trained and can take care of everything in regards to your website submission to directories. And, because of our expertise, we can help you get the best acceptance rate possible.
- We are a company who has over 2 years of experience in manual directory submissions.
- If you're completely new to the idea of building links with directory submissions, or you don't have the (many) hours available to do the submissions yourself – we can help you get the submissions you need for an affordable price.
- We know the directory submission business well because it is our business. Why trust anybody else to perform this much needed service for you, when you can have it done by the best? We know directory submissions inside and out – our clients benefit from it every day.
- To learn more about our services, please visit [iNetZeal](#)

## Chapter 7:

### Niche directories and their benefits

---

■ Niche directories are tightly-focused directories that list websites for specific categories only. For example, a “shopping” niche directory will only include shopping related websites and a “travel” directory will only allow websites that offer resources for travelers. This is much different than general web directories because niche directories cater only to a smaller category and will not accept websites that cater to non-relevant topics.

#### **OK, so where can I find niche directories?**

Niche directories are abundant – you just need to know how to look for them. Many popular directory lists offer lists of niche directories, and you can also use Google or any other major search engine to find these types of directories. Just plug in a certain phrase plus a keyword representing your niche and you should have some great success finding the right directory for you.

Here are some examples that you can use with your keywords to find directories related to YOUR niche.

“Suggest link” + “keyword”  
“Suggest a link” + “keyword”  
“Suggest site” + “keyword”  
“Suggest website” + “keyword”  
“Suggest a site” + “keyword”  
“Suggest URL” + “keyword”  
“Suggest a URL” + “keyword”  
“Suggest an URL” + “keyword”  
“Submit link” + “keyword”  
“Submit Website” + “keyword”  
“Submit resources” + “Keyword”  
“Submit site” + “keyword”  
“Submit a site” + “keyword”  
“Submit URL” + “keyword”  
“Submit a URL” + “keyword”  
“Submit an URL” + “keyword”

"Submit resources" + "Keyword"  
"cool sites" + "keyword"  
directory + "keyword"  
directories + "keyword"  
List of "Keyword" Directory  
"Your Category" + "add url"  
"Your Category" + directory  
"Your Category" + "submit site"  
"recommended links" + "keyword"  
"Your Niche Category" + "suggest a site"  
"favorite links" + "keyword"  
"Add link" + "keyword"  
"Add site" + "keyword"  
"Add website" + "keyword"  
"Add a site" + "keyword"  
"Add URL" + "keyword"  
"Add a URL" + "keyword"  
"Add an URL" + "keyword"  
"Add resources" + "Keyword"

#### Benefits of submitting to niche directories

- From personal experience I can say that niche directories are a great place to submit your website. Niche directories can send better traffic (better targeted) to your website than general directories usually do. Now, I'm not saying that you shouldn't submit to general directories, because you should, but niche directories typically provide the best results.
- Checking through my server logs and visitor statistics tracker, I have found quite a few direct referrals from directories. And, in most cases I am getting more traffic from the niche directories than from general directories.
- By submitting to niche directories, you're getting very relevant backlinks – which is great for SEO!

## Chapter 8:

### Bidding directory submission guidelines

---

#### ■ What are bidding directories?

Bidding directories are a type of paid directories where listings are sorted by a bid amount. For example, if you have your website listed in a bidding directory and you want a higher position for your link, you can bid higher and improve your position. In many ways, bidding directories are similar to PPC marketing – if you want the best exposure, you should expect to pay more.

On next page you'll find an example of how bidding directories works. Below is a snapshot of famous bidding directory: BigWeblinks.com. As soon as the website launched it was heavily promoted and received a PR 7 on the Google Toolbar on the first Toolbar Page Rank update. As was stated above, if you want to rank better – you'll have to pay more. You can see that the DirectoryDump Directory has paid as much as \$3035 for ranking first! The next site paid \$3030, and so on. If you want to rank first here, you'll have to pay at least \$3035; a huge amount of money for a single backlink. However, you can list your website by paying only \$40 if you choose this route.

**Tip:** This was a popular directory model, and it may help you increase your rankings and traffic – but you should be aware that many bidding directories lost their PR in the last PR update. This is probably due to Google taking action against websites that sell links – but for the most part, these websites are still showing up in Google's index, so they may still have some benefits.



- Reference (15)
- Scripts and Development (2)
- Sports (19)
- Travel (46)
- Web Hosting (7)
- Regional (20)
- Shopping (102)
- Telecommunications (13)
- Web Design (18)
- Webmaster Related (7)
- Science (6)
- Society (5)
- Television (3)
- Web Directories (112)
- Wedding (9)

## Top Web Links

<b>1</b>	<b>DirectoryDump Web Directory</b> <p>Human maintained and edited SEO friendly web directory that provides the highest level of integrity for family safe, spam free indexed resources. Directory Dump offers featured listings, regular submissions, and reciprocal inclusions.</p> <p><a href="http://www.directorydump.com">http://www.directorydump.com</a></p>	<table border="1"> <thead> <tr> <th>Yahoo! Backlinks</th> <th>Google Backlinks</th> <th>Google Pagerank</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>3,350</td> <td>4</td> </tr> </tbody> </table> <p>Current Contribution: \$3,035.00</p> <p><a href="#">Get Code</a></p> <p><a href="#">Increase Rankings</a></p> <p><a href="#">Site Details</a></p>	Yahoo! Backlinks	Google Backlinks	Google Pagerank	0	3,350	4
Yahoo! Backlinks	Google Backlinks	Google Pagerank						
0	3,350	4						
<b>2</b>	<b>Online-Casinos</b> <p>Online-Casinos.com is an Internet gambling guide offers real reviews for online casinos and poker rooms as well as unique free training games. Visualized game instructions are available to help visitors learn new games. Web site users can also play free custom slots for a chance at winning real cash prizes.</p> <p><a href="http://www.online-casinos.com/">http://www.online-casinos.com/</a></p>	<table border="1"> <thead> <tr> <th>Yahoo! Backlinks</th> <th>Google Backlinks</th> <th>Google Pagerank</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>462</td> <td>5</td> </tr> </tbody> </table> <p>Current Contribution: \$3,030.00</p> <p><a href="#">Get Code</a></p> <p><a href="#">Increase Rankings</a></p> <p><a href="#">Site Details</a></p>	Yahoo! Backlinks	Google Backlinks	Google Pagerank	0	462	5
Yahoo! Backlinks	Google Backlinks	Google Pagerank						
0	462	5						
<b>3</b>	<b>Zorg Links Bidding Directory</b> <p>Zorg Links is a well-promoted bidding directory that offers strong backlinks for listed sites. Users can bid from \$1 up to receive permanent backlinks. For maximum exposure, the top links are shown on the home page.</p> <p><a href="http://www.zorg-links.com">http://www.zorg-links.com</a></p>	<table border="1"> <thead> <tr> <th>Yahoo! Backlinks</th> <th>Google Backlinks</th> <th>Google Pagerank</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <p>Current Contribution: \$2,002.00</p> <p><a href="#">Get Code</a></p> <p><a href="#">Increase Rankings</a></p> <p><a href="#">Site Details</a></p>	Yahoo! Backlinks	Google Backlinks	Google Pagerank	0	0	0
Yahoo! Backlinks	Google Backlinks	Google Pagerank						
0	0	0						

Example of popular Bigweblinks.com bidding directory

## Chapter 9:

### Recommended paid directories

---

It is not advisable to submit to too many paid directories, especially those that sell backlinks for Page Rank. However, there are still some directories that may be worth the money for a paid listing.

After last PR Update of 2006 the start of Google's long fight against paid links, we received emails from many of our clients. They were asking us whether they should bother submitting their websites to paid directories, and many were concerned that Google or other search engines would ban and/or penalize their website because these were considered paid links.

Well, Matt Cutts answered some questions about directories on the [Digital point forums](#) about this very subject. According to him:

- *Does the directory reject urls? If every url passes a review, the directory gets closer to just a list of links or a free-for-all link site.*
- *What is the quality of urls in the directory? Suppose a site rejects 25% of submissions, but the urls that are accepted/listed are still quite low-quality or spammy. That doesn't speak well to the quality of the directory.*
- ***If there is a fee, what's the purpose of the fee? For a high-quality directory, the fee is primarily for the time/effort for someone to do a genuine evaluation of a url or site.***

(P.S. Matt Cutts is a senior engineer at Google and works for the quality group.)

Many of our clients were afraid that if they submitted to paid directories that it would be considered a "paid link". Now, you can decide for yourself by using what Matt said above whether a particular directory would be offering a backlink for payment of Page Rank, not for the time and effort to review the submission.

In simple words,

*"Directories which charges minimum fees for review (for the time/effort of the editors) are not the problem. However, stay away from directories which are selling links for passing PR, Link Juice or just to make money"*

Here are a few recommended paid directories:

1. [Yahoo Directory](#)
2. [Joeant Directory](#)
3. [Skaffe](#)
4. [Abilogic](#)
5. [eLib](#)
6. [Botw Directory](#)
7. [Wow Directory](#)
8. [GoGuides](#)
9. [Gimpsy](#)
10. [Aviva directory](#)

There was some discussion in the forums about submitting a website to the Aviva directory. A guy was “thinking” that the Aviva directory is nothing but a planned link farm. If you don’t know, Aviva is a heavily promoted general website directory. Jeff (the owner) promoted it like crazy and got a Google PR of 7. I can’t say that the Aviva directory is a link farm, however, because in the words of one of our clients:

*“When I submitted one of MFA (made for Adsense) website, after few hours, I got a refund. My website was not approved.”* Our Client’s website was NOT approved because it did not meet the submission guidelines for the Aviva directory. That act, in itself, proved how much care Jeff was putting into that directory so that he could maintain a quality resource. Many paid directories don’t care about quality – they spend a lot of time and money to build up the PR of their directories so that they can sell links. And, those that blindly accept money for poor-quality websites are not the types of directories that you should be submitting to.

### **Finding directory submission difficult?**

Hire [iNetZeal](#) – A quality directory submission service company who offer manual directory submissions to SEO Friendly, Quality directories since More than 2 Year Now! Different packages available according to budget and competition of your keywords.

## Chapter 10:

### Deep link building – Importance of it and how you can do it with directories

-----

#### What is deep link building?

Deep linking is simply the act of receiving links to your website's inner pages as opposed to a website's home page. Many home pages can be found at:

Yourwebsite.com

Yourwebsite.com/index.html

Yourwebsite.com/index.php

And so on.

Deep linking creates a direct link from a 3<sup>rd</sup> party website to your important internal pages, most notably pages that have very useful content or pages that sell products or offer services.

#### Why is deep link building important?

For nearly every website on the planet, the home page of a website is the page that is linked to the most. And for some websites, the home page is the *least important* page of all of that particular website's pages. This, in itself, is a valid reason for deep link building.

For instance, let's say that you have a website that sells physical goods, such as cat and dog food dispensers. While your home page will likely contain links to specials that you're running as well as the category pages for your products – there is nothing being sold on your website's home page. And, the very reason that your website is online is to sell things, so the product pages are probably more important than the home page itself.

This rule can be said of websites that offer services as well – while your home page may offer an introduction about your company and links to the types of services that you offer, the "services" pages are the whole reason that your website is online.

#### Deep linking tells search engines that your inner pages are important

Search engines use inbound links heavily in their ranking algorithms, and in general – the more links you have, the better your rankings are. Now, the quality of your inbound links will come into play as well as other factors – but this line of thinking is true, in general.

So, if you have a website that offers products or services yet does not have a lot of links pointing at your most important website pages – you are going to have a hard time getting high rankings in the SERPs for those pages. Sure – your home page may rank well and your visitors can click through to your product pages, but it's just a good idea to build link popularity to your website's internal pages through deep linking directories.

### Deep linking helps with “natural” link building

One good reason to incorporate deep link building into your overall link building strategy is because it replicates natural link building. If you think about it from a search engines point of view – which looks more natural:

A website with hundreds of links pointing at the home page only with no deep links

A website with hundreds of links pointing to different pages in the website

The correct answer is the second choice. Now, it is expected that a website's home page will have more links than its internal pages, but by using deep linking you can help search engines determine which inner pages of your website are important. This will not only help to improve your website's overall exposure in the search engines, you will be building link popularity for the most important pages of your website.

### So, how can you build links with deep link directories?

Actually, there are many website directories that specifically allow deep links where you can submit both your home page and/or your website's inner pages. Now, most general directories do not allow deep linking, but you can find deep link directories on certain directory lists. [Directory Critic](#) offers this type of directory list here:

[www.directorycritic.com/deep-links-directory-list.html](http://www.directorycritic.com/deep-links-directory-list.html)

You can also search [Google](#) or [Yahoo](#) for individual directories that allow deep linking.



### Other ways to build quality deep links:

[Contextual link building](#), where you can build links within relevant and quality content. Visit [iNetZeal.Net](#) for building deep links with contextual link building service. Build links naturally with contextual link building service.

## Chapter 11:

### DMOZ submission - Some useful tips.

-----

DMOZ is one of the largest directories on the internet with 75,151 editors and 4,830,584 websites listed in it today. It is also widely-known as the ODP (Open directory project). There are very strict editorial standards for inclusion in DMOZ, and that's what made it a very high-quality directory.

Because DMOZ is so popular and well-regarded - there are plenty of to submit your website there:

- You can get direct traffic from DMOZ itself as it's a highly popular directory.
- There are many directories that syndicate DMOZ's listings. For example: Google Directory, Excite directory, Alexa directory and quite a few more. That means by successfully listing your website with the ODP, you'll get listed in hundreds of other directories as well. And, that can help you to get more traffic, link juice and better rankings in the search engines. Some search engines even use the ODP listings in their ranking algorithms; in those particular search engines the websites that are listed in the ODP receive better rankings than those who aren't.
- ODP is edited by about 75,000 editors – and these editors don't get paid for their work, so that's why the ODP is an authoritative directory. Because it's an authoritative directory, it can help you boost your rankings significantly.

Here are some tips that can help improve your chances of getting listed DMOZ.

- 1 Category: Find the *most appropriate* category before you click on the "Suggest URL" button. Don't try to submit to a top level category if there is appropriate sub-category available.



2 Title: Title should be name of website, It's recommended that you look at >>

<http://www.dmoz.org/erz/sites/title.html> for detailed examples of good and bad titles. Promotional language is not allowed.

3 Descriptions: Don't use promotional language, descriptions should be concise and to the point.

4 Be patient: DMOZ is well known for a long waiting period between submission and approval. Do not resubmit your website as that may cause your website to be banned from the directory. While some submissions may be approved within days, others may take months – just be patient.

## Chapter 12:

### Yahoo Directory Submission - should you pay for it?

-----

If you had to narrow down your choices for directory submission to just two directories in terms of popularity and overall benefits – DMOZ would be one and the [Yahoo directory](#) would be the other.

The Yahoo directory is similar to DMOZ when comparing the overall mass of the project, it's large and it's popular. In addition to this, both of these directories are human edited and they are both listed as "suggested sites for submission" according to [Google's Webmaster Guidelines](#):

"...Submit your site to relevant directories such as the Open Directory Project [DMOZ] and Yahoo!, as well as to other industry-specific expert sites..."

However, the point where these directories differ is in the cost: DMOZ is free for everybody and Yahoo is free for non-commercial websites. So, if you're doing business with your website – chances are that you'll need to pay in order to get considered for placement in the Yahoo directory.

#### Why should I pay for placement?

That is a great question – one that has vexed website owners for years. In case you aren't aware of the costs – commercial placement within the Yahoo directory costs USD \$299 up-front (for the review only) and requires a \$299 annual subscription so that your website can be reviewed for compliance on a yearly basis. But, there are some benefits to purchasing a Yahoo listing:

- **Backlink from an authority directory:** Google's Webmaster Guidelines specifically reference the Yahoo directory as one of the locations to seek links from. Authority websites will produce bigger and better SEO results with their links – and this is good for your website's rankings.

- **Increased visibility in search engines:** The Yahoo directory is authoritative in nature, so search engines robots will be crawling the directory and indexing the sites linked to in this directory – which increases your overall search engine visibility.
- **Increased traffic from direct visitors:** The Yahoo directory boasts a large user-base, much like DMOZ. By getting your website listed in the Yahoo Directory, you are increasing your chances for targeted visitors from the directory itself.
- **Better exposure in Yahoo, specifically:** If you've found it difficult to get your website crawled by Yahoo – getting your website listed in their directory may help you get better to the Yahoo search engine, specifically.
- **Inclusion in other regional directories!:** By listing your website to yahoo directory, your site will also listed in other regional directory like Yahoo Australia, Yahoo Canada, Yahoo UK, Yahoo India and so on..!

Of course, just as there are benefits when submitting your website to the Yahoo directory, there are also potential problems, or "cons". Here are some of the potential reasons **not** to submit your website to the Yahoo directory:

- **It's not free:** \$299 is a lot of money for a single link, especially paid out on a yearly basis.
- **There's no guarantee that you'll be listed:** Even if you fork over the money for the review, Yahoo may not approve your website. This means that you're out the review fee as it's non-refundable.

While submitting to the Yahoo directory is not free, it certainly has its advantages. If nothing else, you can get a high-quality backlink from an authority directory; a directory specifically endorsed in the Google Webmaster Guidelines. If you've got the cash to spare – it may very well be worth the investment to see how submitting your website to the Yahoo directory will benefit you.

## Chapter 13:

### Directory Submission FAQs Answered

-----

Here are some common questions and misconceptions regarding [directory submissions](#).

#### ■ Will I increase my Google Page Rank by submitting to directories?

It's possible and even likely if you submit your website to **quality** directories as discussed in chapter 2. However, it's important to note that obtaining a high Google Page Rank **does not** mean that you will get better search engine rankings or even more traffic.

#### **This is a very common misconception!**

I know of many websites that have a high PR (PR 6) and receive a small handful of visitors on a daily basis while a PR 2 website receives 400 visitors each day. The purpose of directory submissions is to build relevant links while targeting your website for specific keywords – not building Page Rank.

#### ■ I've heard that submitting to 500 directories won't help me improve my rankings. Why?

This statement can be true in some circumstances, but not all. If you focus on submitting your website to **quality** directories, even 10 links from these types of directories can help you improve your rankings. On the other hand, if you submit to directories that have no editorial standards or directories that have no rankings themselves – these submissions will be of little to no benefit for you. Focus on submitting to quality directories and you will see the benefits. Otherwise, you're wasting your time.

#### ■ Submission to directories is similar to submitting a website to search engines.

No, submission to search engine is actually worthless. To get indexed and higher rankings in search engines, you need link popularity; most major search engines operate this way. By submitting your website to directories, you're increasing your link popularity and thus helping search engines to find your website.

#### ■ I must get listed in DMOZ to get traffic from search engines.

No, it is not true. DMOZ can be a valuable resource for website owners because of the direct traffic it can provide as well as the improved search engine traffic, but it is far from required. There are many websites that enjoy great rankings and traffic but are not listed in DMOZ.

■ **Directories are for improving link popularity and search engine rankings only. They will not deliver any traffic.**

No. Many quality directories deliver traffic as well. For example, take a look of iNetZeal Directory's [popular links](#) section, Check rounded part after clicks. That's traffic delivered to particular website by iNetZeal's Directory. While checking server logs, I've noticed traffic from many directories, that means, they delivers traffic.

## Popular links

« Previous : First : Page 1 [Page 2](#) : [Last](#) : [Next](#) »

### [Tattoo Johnny's Tattoo Designs](#)

A collection of downloadable tattoo designs by various artists, with matching stencils that can be printed and taken to a Tattooist.

<http://www.tattoojohnny.com/>

(Clicks: **285**; Comments: 0; Link added: May 11, 2007) :: [Link Details](#)

### [Aisleyne Horgan-Wallace](#)

Unofficial website of Aisleyne Horgan-Wallace containing news and photos of the Big Brother 7 contestant.

<http://www.unofficialaisleyne.co.uk/>

(Clicks: **208**; Comments: 0; Link added: Jun 3, 2006) :: [Link Details](#)

### [Userbars Maker](#)

Userbar Maker, Feel free to Make your own Userbar with out learn photoshop! Just few clicks and you get your new Userbar! We also Userbars Animator and Userbars Hosting. Visit Us!

<http://userbarsmaker.com/>

(Clicks: **197**; Comments: 0; Link added: Feb 9, 2006) :: [Link Details](#)

### [Famous Potters and Pottery Marks](#)

A site for the china pottery and stoneware enthusiast. A good resource for everything pottery related.

<http://www.pottery-english.com/>

(Clicks: **160**; Comments: 0; Link added: Feb 1, 2006) :: [Link Details](#)

### [Load testing service - Acutest](#)

Testing services for business change programmes and technology developments. Includes load & performance testing, stress & scalability testing, user acceptance testing, business process testing and integration testing.

<http://www.acutest.co.uk>

(Clicks: **123**; Comments: 0; Link added: Feb 2, 2006) :: [Link Details](#)

*iNetZeal Directory – Popular links (directories too deliver traffic! )*

■ **We should re-submit our website to directories at every few months.**

No, directories are human edited resources. Unlike search engines, each website submitted will be reviewed by human editors manually. So, once you are listed in a directory and as long as you follow their quality criteria, your website will remain in that directory.

■ **Google doesn't like directories links anymore – OR – Directory links have almost no value for SEO.**

This is completely and utterly false.

Matt Cutts recently confirmed that Google doesn't have a problem with quality directories. If the directory has an editorial review process and lists only quality websites, there is still benefit for these types of directory submissions. See what Matt has to say about the topic here:

Sep 6th 2007, 9:23 am

#58



**MattCutts**

Recent Blog: [Formatting USB hard drives for Ubuntu \(Gutsy Gibbon\)](#)  
Peon

Join Date: Jul 2006  
Location: Bay Area, California, USA  
Posts: 13

Here's what I've said about directories recently:

"Q: Hey, as long as we're talking about directories, can you talk about the role of directories, some of whom charge for a reviewer to evaluate them?  
A: I'll try to give a few rules of thumb to think about when looking at a directory. When considering submitting to a directory, I'd ask questions like:

- Does the directory reject urls? If every url passes a review, the directory gets closer to just a list of links or a free-for-all link site.
- What is the quality of urls in the directory? Suppose a site rejects 25% of submissions, but the urls that are accepted/listed are still quite low-quality or spammy. That doesn't speak well to the quality of the directory.
- If there is a fee, what's the purpose of the fee? For a high-quality directory, the fee is primarily for the time/effort for someone to do a genuine evaluation of a url or site.

Those are a few factors I'd consider. If you put on your user hat and ask "Does this seem like a high-quality directory to me?" you can usually get a pretty good sense as well, or ask a few friends for their take on a particular directory."

As far as the toolbar PageRank, I definitely wouldn't expect to see it in the next few days. Probably not even in the next couple weeks, if I had to guess.

*Matt Cutts talking about directories on Digital point forums*



## ■ Directories are no different than link farm and FFA websites.

In some cases, this is true, but not with quality directories.

For instance:

- Link farms are not categorized. Each and every KIND of link is accepted and listed without any category structuring, and it's very easy for visitors to get confused by these types of listings. Directories, on the other hand, are well-known for their categorization and when a website is submitted to directories, each website is judged on its quality and relevance before it's included. For example, if I'm looking for "Diet Information" then I can go to a directory, browse the "health" category and then browse the "weight loss" or "diet" sub-categories to find what I'm looking for. Also, I will be reasonably certain that these websites will be useful and provide helpful information because the website has been manually reviewed by others. Link farms do not have any editorial guidelines and most websites submitted to link farms are "spammy" websites to begin with.
- Link farms are created for link building and FFAs are created for link building and email marketing, they have no purpose or benefit than their own. In fact, search engines do not even consider links from these types of directories – they literally have no value. Directories can be a fantastic resource for your website listings – providing benefits for you, as the website owner, and for visitors who are looking for information. Directories can be easily compared to the online version of the Yellow Pages – they provide categorized information in an easy-to-access manner.
- Link farms are lists of hundreds of websites on one page without any Page Rank, backlinks or traffic; they provide absolutely no value to any visitors that may accidentally stumble upon their pages. Directories, on the other hand, are well categorized and provide plenty of benefit to the occasional web surfer.

## ■ Will my website be accepted in every directory it's submitted to?

Not necessarily. There are many things that affect your website's overall approval ratio; the submission guidelines, your category choice, the quality of your website and sometimes even the mood of the editor who is reviewing the websites. However, you can improve your website's acceptance rate by following the submission guidelines of each directory that you submit to and by following our tips in Chapter 3: the basics of [directory submission](#).

### ■ How long will it take for my website to be approved?

The approval time will vary greatly between directories. Some directories may approve your listings within a matter of days; others may take several months or more. Many directories list the approximate review timeline on the submission page.

### ■ Can I submit to hundreds of directories in one day?

You can, but this is probably not recommended. As with any link building method, keeping things *natural looking* is better. To search engines, it's not natural for new websites to receive hundreds of backlinks in a short period of time. If you have an older website that is well-established in the SERPs, you may be able to build links more aggressively.

However, because directories approve submissions at different intervals, you may not experience any problems performing a large number of submissions at one time. Though, it's generally recommended to do a minimal amount per day – around 10, and if you need to, submit to as many as 50 directories per day.

### ■ How will I know when a directory approves my website?

A lot of directories will send out emails once your website has been reviewed. However, there are a lot of directories that do not offer this service. So, it's generally advisable to save the directory URLs where your website has been submitted and check the directory every week or two if you're concerned with the acceptance ratio.

### ■ My website was rejected by a directory – should I resubmit it?

That depends. Some directories allow you only one chance to submit your website and if you mess it up – that's it. However, most directories will allow you to resubmit your website as long as you conform to their quality guidelines. If you're going to resubmit your website to a directory, you need to be 100% certain that your submission information and your website is in line with the directory's submission guidelines.

### ■ Why is important to use different website titles and descriptions during submission?

Really – there are two reasons for this.

- 1) It can prevent your website from being labeled as “spam” to search engines. Many search engines will look at a website that has hundreds of incoming links with the exact same anchor text/surrounding text as spam.
- 2) It can help you target more keywords for your website. If you use the exact same words to represent your website for hundreds of directory submissions, you are really robbing yourself of the potential increase in search engine rankings for a variety of keywords.

#### ■ Will my website get banned by search engines if I submit to a “bad” directory?

No. The major search engines do not penalize you for receiving links **from** “bad” websites (Link Farms, FFA pages) – they penalize you for linking **to** bad websites. But, just because it won’t get you banned from search engines at this time doesn’t mean that it’s a good idea to pursue links from bad websites. This practice should be avoided at all costs.

#### ■ I have submitted my site to 500 directories but I got email from only 195 directories. What does that mean?

Because of return spam. All directories don’t send confirmation emails, Usually you can expect 40-50% directories send confirmation email.

#### **Affordable Directory Submission – Save your hours.**

We know you’ll have a lot of other things to do with your new website. Why not to outsource your directory submission Job to [iNetZeal](#) and spend that time in improving your product, service or developing your website?

## Chapter 14:

### How to semi-automate directory submissions

---

Truth be told, performing directory submissions yourself can be a time-consuming and challenging endeavor –but, by using a few tools available, you can really cut the time it takes down drastically.

#### Find a maintained list of SEO Friendly directories

If you're just learning how to perform your own directory submissions, or you don't have the time to check out the SEO friendliness of hundreds of directories yourself, it's better to find a list of regularly updated directories that will hopefully provide both direct visitor benefit and search engine optimization benefit. [DirectoryCritic](#) offer lists of SEO friendly directories. (That list updates almost everyday.)

Of course, there are many such directory lists online, you just have to search for them.

#### Preparing your submission information

Before you even think about starting to submit your website to free directories, you should compile your submission information; this includes your website title, URL, keyword, description and email address. We discussed some tips for choosing proper submission information in chapter 3 – it's suggested that you read over that section before preparing your website's information. Generally, it's a good idea to write this information down in a text file and keep it handy during submissions. If you plan on doing a large number of submissions – you should create several different website titles and several different descriptions so that you can avoid using the same listing information for every submission.

#### How to submit your website to directories

Fortunately, many directories require the same steps for submission:

- Visit the directories home page
- Navigate through the categories until you locate a category that matches your website
- Click on the submit link (could be labeled "add site", "add url", "submit url" or a number of other variations).

- Add your website to the submission form

Now, some directories do not require you to navigate through the categories in order to submit your website, but 90% or more do. And, unless you perform thousands of submissions – you probably won't be able to identify the ones that don't require this, so it's best to just navigate through the categories until you find one that matches your website.

### Using Roboform to speed up submissions

[Roboform](#) is form-filling software that many professional directory submitters use to speed-up [directory submissions](#), though this tool works very well for article marketing and was originally designed to securely store website login details.

Now, the only real drawback of using [Roboform](#) is that the free version is not really suitable for directory submissions, but the paid version is more than worth it just because of the amount of time that you'll save while using it. The paid version is USD \$30, but if you plan on performing a lot of directory submissions – you should get this software.

Basically, what Roboform offers is a one-click solution to fill out the majority of fields for directory submissions. For instance, a normal submission form will ask you for:

1. The website title
2. The website URL
3. The website description
4. Your name
5. Your email address
6. Keywords
7. Sometimes – passwords, tags, short and long descriptions, sub-categories, etc

Here is a typical directory submission form:



☐ Featured links \$6.00  
☐ Regular links free  
☐ Regular links with reciprocal free

\*Title:   
 \*URL:   
 \*Description:   
 \*Name:   
 \*Email:   
 \*Category:   
 Reciprocal URL:

To validate the reciprocal link please include the following HTML code in the page at the URL specified above, before submitting this form:  

```
<a href="http://higherengineposition.com Engine Position - Web Directory">
```

\*Enter the code shown:   
 This helps prevent automated registrations.

*Directory submission form – to submit details of your website.*

If you had to manually type this information into the fields, or copy and paste the information from a text file, it would take you a long, **long** time to perform even 50 submissions.

With [Roboform](#) – you can click on a button and have the majority of these fields filled out with one click. You simply enter your website's information into the "custom" fields:

Field Name	Field Value	Other Match Strings
name	Jon Jacobs	
email	jjacobs@abcsite.com	
title	My Company Name - Keyword Phrase	
url	http://www.abcsite.com	
description	This is the description of your website. Non-promotional language with a concise outline of	
keywords	abc site, website, keywords, submissions	
password	ABC12345	

*Prepare submission details to fill with robo form*

Save the information, and then once you're on the submission page, click one button:

RoboForm toolbar: Fill Forms, Fill & Submit, Edit

Form fields:

- \*Title: [ ]
- \*URL: [ ]
- \*Description: [ ]
- \*Name: [ ]
- \*Email: [ ]
- \*Category: [ Apartment Living ]
- Reciprocal URL: [ ]

Code entry: [ GJUM4 ]

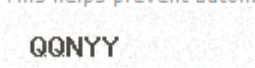
Continue button

*Filling forms using roboform!*

And most, if not all, of the information is filled out for you:

<input type="radio"/> Featured links	\$6.00
<input type="radio"/> Regular links	free
<input type="radio"/> Regular links with reciprocal	free

*Title:	<input type="text" value="My Company Name - Keyword Phrase"/>
*URL:	<input type="text" value="http://www.abcsite.com"/>
*Description:	<input type="text" value="This is the description of your website. Non-promotional language with a concise outline of the services / products provided"/>
*Name:	<input type="text" value="Jon Jacobs"/>
*Email:	<input type="text" value="jjacobs@abcsite.com"/>
*Category:	<input type="text" value="Apartment Living"/>
Reciprocal URL:	<input type="text" value="http://www.abcsite.com"/> <small>To validate the reciprocallink please include the following HTML code in the page at the URL specified above, before submitting this form:</small> <pre>&lt;a href="http://higherengineposition.com Engine Position - Web Directory"&gt;</pre>
*Enter the code shown:	<input type="text"/> <small>This helps prevent automated registrations.</small> 
<input type="button" value="Continue"/>	

*One click submissions using roboform!*

Now, as you can see you'll need to enter the verification code, choose the linking type and remove the URL from the Reciprocal URL Field, but Roboform can shave a lot of time off from your submissions. Professional submitters can actually submit to a directory in less than one minute on average (some under 45 seconds) because of this easy-to-use form filling tool.

## Using Informenter to speed up directory submissions




Much like Roboform, [Informenter](#) is a form-filling tool that can be used to semi-automate [directory submissions](#), but the functions of this tool are much, much different than Roboform.

There are two good points about Informenter: it's much faster than copying and pasting and it's 100% free. Actually, Informenter is the perfect complement to Roboform when performing directory submissions.

## What Informenter does?




Instead of being able to auto-fill all fields with one click of a mouse, [Informenter](#) places an arrow next to the submission fields:





☐ Featured links \$6.00  
☐ Regular links free  
☐ Regular links with reciprocal free


\*Title:    
 \*URL:    
 \*Description:  


*Inform enter (submit details by left clicking on arrow!)*

☐ Featured links \$6.00  
☐ Regular links free  
☐ Regular links with reciprocal free

\*Title:    
 \*URL:    
 \*Description:  

\*Name:    
 \*Email:    
 \*Category:    
 Reciprocal URL:  

To validate the reciprocal link please include the following HTML code in the page at the URL specified above, before submitting this form:  
 <a href="http://higherengineposition.com Engine Position - Web Directory">  
 

\*Enter the code shown:    
 This helps prevent automated registrations.  
**GDXJ8**

Max field length is 255

Add text to profile

Jon Jacobs	[10]
jjacobs@abcsite.com	[19]
My Company Name - Keyword Phrase	[32]
http://www.abcsite.com	[22]
This is the desc[...]h 200-250 words.	[145]
abc site, websit[...]rds, submissions	[40]
ABC12345	[8]

When you click on the arrows, a menu will pop open which will allow you to choose the information that you want added to the respective field – Take a look at previous page!

Using Informerter alone during directory submissions will help speed up the process, but using it in conjunction with Roboform will allow you to perform submissions much more efficiently.

Why Roboform alone doesn't always "cut it"

Roboform is a fantastic tool, but one of the downfalls, if it can really be called that, is that in order for Roboform to pre-populate the submission forms, it has to know what is called the "field name", as is represented here:

Field Name	Field Value	Other Match Strings
name	Jon Jacobs	
email	jjacobs@abcsite.com	
title	My Company Name - Keyword Phrase	
url	http://www.abcsite.com	
description	This is the description of your website. Non-promotional language with a concise outline of	
keywords	abc site, website, keywords, submissions	
password	ABC12345	

If a directory uses odd field names, or changes the field names for whatever reason, Roboform will **not** fill in these fields. In the past, these fields would have to be manually filled in, either by copying and pasting from a text file or by typing them in yourself.

However, if you use Roboform in conjunction with Informerter, you can get past these problems without having to succumb to manually adding information.

## Keeping directory submissions totally free

While you can opt for the professional version of Roboform that allows for unlimited "custom" fields – you can also use the free version where you can add up to five custom fields, and use Informerter to submit the rest of your information. This is an option that works if you don't want to spend the \$30 on Roboform – though it is certainly worth every penny.



## Conclusion – what directory submissions can do for you?

Whether you choose to perform directory submissions yourself using the tips outlined in our last chapter, or you decide to let us handle them for you – directory submissions have a place, and they are certainly still a beneficial option for website owners today.

Directory submissions to quality directories can:

- Help a brand new website to get listed in search engines
- Increase visibility of your website in search engines
- Increase your website's Page Rank
- Increase your website's link popularity
- Increase the traffic to your website

Amongst many other benefits. In terms of the cost-to-benefit ratio, directory submissions are an excellent investment – one that will pay off for many years to come.

It is my hope that this eBook provides you with the information that you need to be more successful online. 'd love to get your comments / feedback / suggestions if any that can help to improve quality of this eBook. Please contact me through contact us page of [my website](#) to submit any feedback.

All the best,



Manish Mathukiya

Director – Directory submission and link building company

iNetZeal iNc, ([www.iNetZeal.Net](http://www.iNetZeal.Net))