Web Directories

Are you a webmaster looking to increase website traffic, exposure, and search engine placement? In addition to basic reciprocal link exchanges try listing your site in a web directory. A web directory is a search tool used to find websites belonging to multiple categories separated by subject. Essentially a web directory is a cluster of websites that displays websites based on category and subject.

There are major advantages to listing your website in a web directory. You can submit your directory manually and have it checked by an editor manually as well. You can pick what category your website belongs to and make your mark. In many cases the directory crawls the meta tag of your site. As a result, your meta tags are automatically submitted to the directory. Other web directories prefer you enter this information manually. Web directories allow your website to receive a higher percentage of targeted visitors. Surfers can search through the category of their choice. You are more likely to receive hits from people who have a great interest in your website by being listed in a directory. Also, you can find websites similar to your own and request a link exchange.

If you submit to a web directory with a very high Google page rank and link popularity that will increase the quality of your website. High link popularity usually indicates high traffic which in turns means more success on your end. If you link to a web directory with high PR, traffic, and link partners your search engine rank will improve. Therefore, you will receive more unique visitors in addition to the traffic from the web directory. Your website will be considered a higher priority when search engine spiders crawl your website. In addition, many web directories don't charge for submission or offer priority listing for reasonable prices.

On the other hand, there are disadvantages to being listed in a web directory. Depending on the traffic and popularity of the directory you may not see major increases in traffic immediately. Sometimes you may see a hike in traffic for about a week then once new submissions pour in you barely receive one hit! Some directories push older websites further from the index page which results in less exposure and less traffic. Also, the editor(s) may reject or remove your website at his/their own discretion. Approving your submission may be delayed depending on the availability of the editor(s). It may take weeks or months to be listed or you may never be listed at all.

Now that you are aware of the pros and cons of using a web directory this is your opportunity to decide whether you want make use of it. Remember your linking partners are a reflection of your business. If you link to obscure websites you will remain obscure along with them. So yes you can be picky with where you decide your website can be listed. With a little research you can find valuable web directories and begin your climb to the top.

Fix Me! add information that you should never pay for those web directories as this is not allowed by google

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