

DIRECTORY SITE SUPPORTING TEXT

Many people I speak to about directory sites often overlook the potential income it could generate.

If you have 2-3 great directory niches, there's no reason why you can't earn a very good income from it if you put in the effort and focus on growing it and improving the SEO.

One thing I like about directory websites is that you can target an area within a city/town, like a popular suburb/county which often means that competition is not that hectic and you have more chance of ranking your site.

Let's say your focus is on Chiropractors. A search term someone may type is "Chiropractors in Cleveland" which is a good search, but you should narrow it even further and target "Chiropractors in Bedford" for example.

Your priority is to rank the site on Google and then you should only approach your niche directly to list on your site.

Don't approach them unless your site starts ranking on the 1st/2nd page while it's still improving.

Make sure your annual payment is a good discounted deal so you can get more sign-ups for this package. This means you only do one invoice and it requires less time to maintain.

When it comes to pricing, don't underestimate the small amounts. The more sign ups you get, the more you will earn.

Tip: this is an AWESOME way to get clients. If they have an existing website, you can critique it and give your suggestions and upsell them. If they don't have a website, but only want to be listed, that's a great opportunity for you to let them know the benefits of a website and that you can create it for them in exchange for a fee.