

HOW TO

list websites on free internet directories

The amount of websites that exist online right now is staggering. The number is in the hundreds of millions and grows all the time. As you might imagine, organizing such a massive amount of information is the only way the internet can be of any use to the average user.

One of the ways that the internet is being organized is through a variety of different directories.

List yourself online. If you have a website, you owe it to yourself to try to get it listed on relevant and trusted directories. Respected directories can play an important role in a website's Search Engine Optimization, or SEO. That impacts where a website shows up in online searches.

Learn more about SEO on our blog:

<http://bit.ly/gannettlocalseo>

Find the right directory. A very popular, free directory is dmoz.org, which bills itself as the "Open Directory Project." Always free to list, and strenuously edited by a team of volunteers, it can take a while for websites to be accepted. However, doing so can be a huge boon. The directory is an important way to improve SEO rankings and legitimize your website. The directory makes it clear that you need to do a little footwork before you'll be listed, however. It's crucial that you find the right category. Don't rush! You might think you're posting to the right category, only to realize you're in the wrong region or subsection. Then your request will be ignored or deleted. Likewise, don't post multiple URLs, mirrors, or sites that aren't complete yet.

Interested in more ways to reach customers online? call us at (602) 444-1700

HOW TO SUBMIT REQUEST TO BE LISTED

It's simple to submit your site to dmoz.org, just keep the following tips in mind.

Start by searching to see if you are listed. You are? Great! You're done here. If you're not, start looking for the category that most closely resembles your website's content and purpose. If you don't see a link to "suggest URL" on the top bar of the category then this category isn't accepting submissions. Move on to another category.

Otherwise, click "suggest URL," and fill out the following form. That's it! Now you simply have to wait. There's no telling how long it will take. Don't get impatient and resubmit your URL. However, if a year or more has gone by and it still hasn't been accepted, your site might have been improperly categorized. Try again in a different category.

Find more directories. Other directories specific to your industry can also be a good place to be listed. Some of them may not be free, however. Do some research, as the pay off can be great.

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