How Directory Submission King Useful for Website Promotion?

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Many online marketing specialists recommend submitting your site to the web directories so that you could increase your web presence and SEO rankings. If you want to know why they advised you to do so, you are at the right place and this posting is for you.

Website Promotion via Directory Submission

To promote your online business, one of the effective ways is to make sure you find both useful specialized web directories and general ones. What is the difference? If they accept listings from all sorts of websites in a large variety of guilds, from different countries and so on, they are general web directories. If they only accept from one country or language, one particular niche or category with lots of sub-categories, they are specialized web directories and are even better than the first group. Just make sure you submit your site to them.

There are several people looking for your product, service or information on the web. They look for it in different ways. Any such a way is to be powerfully present on web directories. Such sites have different categories and sometimes tags, which are the same as keywords. You must makes sure you select the right ones to be places where they are searching for you. If you are easily found on such a sight that is must sought for, you are in good shape and chances are your target audience find you through such websites.

Directory Submission Helps Your SEO Rankings

According to the experts in the field of search engine optimization (SEO), if you add your site to the list of those already included in web directories, you will most likely help your ranking at search engines. Why do I insert the phrase most likely? Because it depends on several factors to have a successful smart directory submission like:

1) Try to submit your site to specialized directories,

2) Use a keyword-rich title for your site,

3) Make sure your title is appealing to the searchers,

4) Write a converting description for your listings,

5) Include your keywords in the description in moderation,

6) Avoid stuffing your title and description with your keywords,

The link you gain with the quality explained above is much better than whatever the name of your site is as title and a general introduction as description. That will not help much. Besides, it does matter which site you choose for your submitting.

Why Specialized Web Directories Are Better?

Some people recommend or offer submission to hundreds or even thousands of web directories, but this is simply a waste of time and money. Chances are search engines punish you for such behavior, because it is not a normal behavior that could be defined as spamming. You are

submitting the same stuff from huge number of sites in a short time having the same kind of links back to yours.

What helps you a lot more is to submit your business to specialized web directories that allow you to do so with the details mentioned above. Then, you will have links from particular sites the content of which is relevant to yours. For instance if you are a tour operator, travel agent, car rental, homestay business, a hotel or hostel, a travel blogger, etc, the best is to find travel directories and submit to them. The links you obtain this way are much more useful although the number of them is less.

What matters in the link building process is the quality of the links you make to your site and their relevance, not the quantity of them. If they are from high rankings themselves, if they have lots of content, if they are frequently updated, if they are well-known in your niche among your users, etc, they are the proper specialized web directories to successfully submit to.

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Zanee Adam is an online marketing strategist who has created a revolutionary specialized Internet directory where you can find Seo & Technology news. For best a Guaranteed Directory Submission Plans details please visit a directorysubmissionking.com

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