

5 steps to building an

Starting an online business directory site can be pretty easy, but if you have no clue of where and how to begin then by reading this post it will help you to get started.

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Step One:

The first thing you need to know about starting up a business directory online is your target market going to be, in other words what kind of businesses do you at some point want to include in your new business directory.

If you already have a current online businesses or offline then you will know your target market, and you can move forward to step two in this article.

But if you have no idea what your target market will be, then you will need to do some research, I would recommend starting a business directory about something well-known and which is going to get you an income down the road or. That may gradually help grow your present business.

Here are some very popular as well as profitable niches for an business online directory you could start.

1: RealEstate Directory

2: Travel Directory site

3: Online Dating Directory

4: Automotive Directory

5: Trend Directory

There are so many more and to locate them just go to eBay. com or Amazon. com and see what is popular on these sites, or you could head to Google and do a search with regard to keyword terms like "Hot Niches" or "Popular Niches" or "Popular Business" have the idea..

Then after you have decided on the niche for your new company directory, you will need to either buy or register your website name.

Step Two:

Buying or registering the right domain name for your brand new online business directory will be the most crucial thing, so you need to make sure you receive this correct from the start.

A great domain name should be no longer compared to two to three words, and it must contain

the name of the niche and the word directory inside it and should always be a .com if you can help it other smart you should go for the .net domain name if the .com for the website you want is already taken and is also not for sale.

Therefore, for example if I was going to start a start up company directory about the niche real-estate the ideal domain name would be RealEstateDirectory.com or RealEstateDirectory.internet but all good domain names such as this have already been taken, but they may be up for sale so just go to the website and see.

If you find the actual domain name is not for sale then you could also try adding a touch between the two words.. Such as this RealEstate-Directory.com or RealEstate-Directory.net and see if they have recently been taken or not, and if these are taken see if they are for sale.

If you have to go with a three phrase domain name you could enter something similar to your town or metropolis name in front of the domain therefore it could be.. Like this NewYorkRealEstateDirectory.com or NewYorkRealEstateDirectory.net to see if it has been taken.

An excellent free online resource I have found to aid brain storm a new domain name and see if they have been obtained or not is RegistrarStats.com, give them a try.

Once you have located the domain name for your brand new online business directory it is time to register it, I recommend Godaddy.com for this as they are the cheapest and gives the best services.

Step Three:

Given that you have got your domain name to your new online business directory you need to find a hosting company, and I have tried many and the best I have found is SeoHosting.com which is owned by HostGator.com, and they have been around for a very long time and they have thousands of happy customers.

Step Four:

Now that you have your hosting account for your online business directory it is time to create the directory.

Now you could do this a number of different ways but it really comes down to the amount of money you wish to spend.

If money is not an option for you personally, then I would recommend working with a PHP coder from a website like RentACoder.com or even ScriptLance.com or eLance.com and get them to create a custom solution for you, by doing this you will make your new business directory site stand out from all the other cookie cutter web directories that are online these days having an off

the shelf PHP directory site script.

Don't get me completely wrong there is nothing wrong with these types of scripts, and that we use one our personal for our own Link Directory, but we have gone a step further and have had any custom template created for our directory which has turned out to be an amazing investment.

The directory script we use and recommend if you are on a very limited beginning budget is PhpLinkDirectory.com.

Step Five:

Now we arrive atwe come the final step and which is advertising your new business directory, this can be done with or without spending money.

I am going to list five free options and five paid alternatives below you can start to help obtain the word out about your directory site.

Free Options:

1: Become a member of online forums and dialogue groups related to your new business directory listing and make a post inviting business owners to list their own website/business in your directory at no cost or at a discounted level.

2: This one is related to 1: make sure you add a Sig line linking to your directory in all the posts you make in the discussion boards you have joined.

3: Post your business directory to other totally free link directories online, just do research online in Google for the key word Link Directory.

4: Link to your business directory from your other web sites that you already own or even run this way the search engines will find your directory and index it.

5: Send out as well as email to friends or perhaps customers and ask them to back link to your business directory and in trade link back to their website from your directory if it is relevant.

Paid for Options:

1: Start a Facebook campaign to instantly start driving traffic to your business directory website, but be careful because if you do not know what you are doing with AdWords you could end up spending a lot of money without any results.

2: Acquire some paid links from other websites or directories which can be similar to your own business directory.

a few: Submit your business directory towards the Yahoo directory at a cost of \$299 per year. Being classified by the yahoo directory will make your directory more creditable in the eyes of the search engines and your visitors.

4: Buy some advertising in real world news papers if your directory website targets businesses in your neighborhood.

5: Buy banner advertisements on other websites which relate to your business directory and also try and to negotiate to get a 6-12 month period because your can greatly reduce you're over all banner advertising costs.