

suggestions to increase traffic to

Driving traffic to your online business directory website is essential to building a flourishing directory. No one will post if they do not know that your internet directories exist. There are a number of easy ways to increase traffic to your online business directory. Below are a number confirmed methods to help you bring visitors your business directory.

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1 . Search Engine Indexing of Your Directory: It is essential that you submit your online internet directories to all of the search engines to become indexed, even the lesser known search engines. As well, have your web directories validated so that the major search engines will better index a person URL.

2 . Create a Favicon: A Favicon is a little icon displayed in your web browser next to the URL within the address bar and also on bookmarks. It will distinguish your directory from competitors on the bookmarks' list. You can get an existing Favicon or make your own.

3. Write Business Promotion Articles: Write content articles about business and business online directories and submit them to article directories. Make sure that you include your directory website URL. The articles should relate to online business marketing.

a few Create a Unique Directory: An original directory will make your directories stand out from the competitors. General business directories will receive fewer business listings than should you created specific directories that focused on a particular niche. Do not create category dumps or search engines will categorize your internet business directory as duplicated content.

4. Spread the Word: There are numerous options available to spread the term online about your online business directory. Develop a relationship with other directory website owners so you can exchange marketing ideas and strategies. Exchange links with relevant directories, not your competitors. As well, post feedback of business blogs and also discussion boards. Make sure you use a forum signature that includes your directory website URL on forums and blogs where you participate. Get advises and post questions on websites such as yahoo answers.

5. Create Your Own Blog: For those who have your own Blog, you can publish relevant comments related to your directories. As well, you place your own directory URL and directory description on your Blog. Market different categories and subcategories of your online business directory.

6. Social Book Marking: You can increase web site traffic to your online directories by making use of social book marking websites. A small widget of the site can also be placed on your site so that visitors can easily share your content with other people. As well, become a social online marketer. Use your Twitter, Linked In, MySpace, Facebook, MySpace, and Friendster to promote your internet directories. The more friends and fans you have, the more likely you are to have people to post on your company directories.

7. Make Information: Use RSS (Rich Web site Summary) technology. Offer RSS OR ATOM subscription to your directory's site visitors. Provide newsletters to those who else subscribe to your news nourish. Regularly provide new content material about your directory using this nourish.

The key to increasing in order to your online business directories is implementing strategies that will make your directory website appealing as well as getting your title out in the online business neighborhood.