

## Getting the Best Results from Directory Submissions

Directory Submissions are one of the easiest methods of getting links. The practice has been in place since the concept of link building came into effect when Google started judging a sites' ranking potential based on the number of incoming links it had. From SEO experts with plenty of of experience to relatively new website owners, a host of people with varying levels of expertise turn to Directory Submission everyday, because they all realize that it is one of the first few steps needed for a website to get indexed by the search engines. Many of us forget to consider just what Directory Submission involves and how it can best aid our SEO efforts - indiscriminately submitting a site to a bunch of directories will hardly prove to be effective or helpful. There are plenty of of factors to consider before you submit to a directory. Smarter search engines, tougher-than-ever competition and ever-changing SEO trends have made it critical that directory submissions are done with a lot of care and any possible help from experts. Listed below are the basic do's to consider when submitting to a web directory, try to keep these pointers in mind to make your directory submissions more effective. Tips

1. Submit only to directories that are recognized by the search engines. The directory should not have their link pages with the 'rel=no follow' attribute for a link, this will prevent the search engines from accessing your site from that link.
2. Submit to the most appropriate category available in the directory. Sites submitted to inappropriate or unrelated categories may be rejected or removed.
3. Read and follow the guidelines of the directory before you begin the submission process.
4. Include your target keywords in your titles, but don't resort to 'keyword stuffing'.
5. Keep a detailed record of your submissions. You want to avoid submitting to the same directories again.
6. Use relevant targeted keywords instead of popular broad-based keywords as your anchor text. E.g. "Duplex Houses for Sale in Florida" instead of "Real Estate - Florida".
7. Have as many titles and descriptions as possible.
8. Keep submitting to directories from time to time - do not stop.

## About the Author

Sameer S Panjwani is the CEO and Founder of Directory Maximizer, a [web directory submission service](#), that offers the services of professionally submitting websites to quality [seo-friendly directories](#) online. Directory Maximizer also offers an exciting [affiliate program for webmaster related sites](#).

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