



Get Listed!

Create a Steady Flow of Traffic to Your Website from Those Looking for Your Services, Part 1

by Henry Bockman, Contractor's Foundation

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More and more small businesses today are using online directories to their benefit. If you run a small business then the odds are you spend a great deal of your time thinking about your marketing plan. Online directories can be a great addition to your current small business marketing strategy. Online directories can help your small business expand its website traffic, increase the likelihood that your website will be found by interested viewers and increase your bottom line. If you haven't taken a look at online directories and considered how your small business could use them to increase its market presence- then now is the time to start!

What Are Online Directories?

There are many different types of online directories available on the Internet. Each of these online directories serves a specific purpose and can be used by your small business in specific ways.

An online directory is a website submission service that allows your small

business' website to be added to a specific category where it can be searched for by interested viewers. These searchable online directories allow their viewers to search for websites and businesses that they find interesting or that they want to learn more about. Listing your small business on an online directory increases your website's visibility on the web and helps to create inbound links to your business's website.

Online directories make it easy for people to find what they are looking for. These directories can be accessed from just about

anywhere that has an internet connection. This means that people could find your business's website from their home, office or even while traveling.

Every website that is submitted to an online directory is placed in a specific category. These categories can range in how they are organized. Some are organized by business-related categories, some are organized according to personal preferences and others are organized by subject. Each category consists of several websites relating to a specific topic. Each website listing features the name of the website, a direct link to the website and a short description of the website. Interested Internet viewers will be able to browse through the various categories in the directory and locate websites like yours that they may be interested in viewing.

Essentially, online directories make it easier for random viewers to find your business's website.

How Do Online Directories Work?

The concept of online directories is actually a pretty simple one. Online directories are very similar to the Yellow Pages in the real world, only these listings are only online. (Actually Yellow Pages.com is an online directory.) A directory is just a listing place for a number of websites. Any type of website you can think of could be listed in an online directory. Some online directories are huge and cover every topic that someone could create a website for, while others are very small and specific to a specific niche.

Let's use an example. Say you are a model airplane enthusiast and you want to find some

websites that cater to your specific interest. You could look through a huge online directory such as Yahoo's online website directory and find several dozen websites that are related to model airplanes. Or you could look for an online directory that is niche-specific, which means that the entire online directory would be based on hobbies such as model airplanes.

With a niche-specific directory you may find even more websites that are based on your specific interest than what you could find on the larger directories.

Since online directories are organized by categories, finding websites that relate to a specific interest such as model airplanes is very easy.

You could find information and websites about model airplanes in your local region too if you use a regional-specific online directory. So if you live in Phoenix you could find websites that relate to both model airplanes and the

Phoenix area. Online directories will direct you to websites that you want to find. All you have to do is perform a search in the online directory for a specific topic or browse through the various categories until you find the type of websites you are looking for.

When you perform a search you will be given a list of all of the websites that relate to your search term. You will be presented with a number of links to these websites and each link will have a short description of what you are likely to find on the website. You can read the descriptions and choose to click on the website that best suits you.

There are many different types of websites that you could find under a specific topic as well. For example, if you search several online directories for information relating to model airplanes you may find websites that are about building model airplanes, flying model airplanes, creating historically accurate model planes, tips and instructions about how to fly model planes, websites that sell model airplanes and charters and associations that you could join regarding model airplanes. These are just a few of the examples you could find using an online directory.

There are simply too many topics to list them all here.

You can see how anyone can use an online directory to find websites relating to things that interest them. As a small business owner you can see how people who could be potential customers of yours are using online directories too. Now that you understand how online directories work it is time to see how they can work for your business.

Next issue we will look into How Online Directories can help your small business, as well as listing best practices and where to list your business.

In the meantime, you can get our guide for free! Normally I sell this information with a step-by-step guide and a list of over 250 other directory sites for \$29.99, but since you are an *EClean Magazine* Reader, You Can Get A Free Copy! Just click the link below and **use Coupon Code: ECleanMag** for your discount!

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After leaving the military, Henry Bockman started a home maintenance company in Maryland called Henry's Housework. Since 1989 Henry Bockman has dedicated himself to learning everything he can about marketing, web site development and Internet Marketing Systems.

Bockman currently resides in Maryland with his wife of over 20 years and two teenagers. He operates 5 companies, 2contracting companies; Henry's Housework Inc, Commercial Restorations, a marketing company called Extreme Marketing Solutions which specializes in SEO, Social Media Marketing, online marketing, and lead generation.

Contractors Foundation, which is a training company that provides power washing training, marketing and business success classes to help companies start up and succeed in any type of service based business, He also runs two On-line companies and several internet directories.