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Submission in web directory for SEO benefits by [Ashish Pandey](#)

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Web directory, in very simple terms is a collection of link of different sources. Basically, it is a place where you will find various links broken into different relevant categories. A web directory can also be seen as a "public bookmark" website where various useful links of websites of different categories can be found. For any business, being listed in the web directory is a big thing because of the very obvious reason-SEO! Sometimes, you may have to pay for getting your website link listed into the web directory and for other times, you may also do it for free! For example, Yahoo! charges fee for submitting your website link to the web directories.

Theoretically speaking, submitting your links into the web directories can offer you two main benefits-increased traffic and increased link building. Because your website link is being submitted to the web directory, the traffic will generate automatically and also you may get one-way links quite easily. Practically, it may not always be possible to go for excessive link popularity and traffic, unless and until you have chosen a popular or good web directory. The overall popularity of your website link largely depends on the popularity of the web directory.

In order to determine the success of a web directory, certain things should be seriously considered. For example, you should check the web directory's page rank in search engines. Also, you should check our website link on the directory. It is important to see where your website link is listed in this web directory. Then, it is important to consider the competing websites available on the web directory. More than anything, it is important to check the angle of cost/benefit. Remember, a web directory is not typically for your industry only and therefore, it is very important to check the categories and its sub-categories. It is very important to note whether the categories are exactly what you need to submit your website link in the web directory.

Listing your website in the web directory can be extremely beneficial from the traffic point of view too. A lot of web directories can be searched easily and so, it is important to submit your links in these directories. Certain directories offer alphabetical order listing to the websites. Unless and until, your website is number one in this context, do not consider such web directories because there is a huge possibility that you may get lost amongst thousands of other websites.

Choosing the right kind of web directory is an extremely important consideration that should be kept in mind. It is very important that you should choose the web directory that has good page rank and also the one that offers pretty decent listing to your website link. Remember, quality is really important. However, if you are paying to be listed in the web directory, you need to be even more alert and cautious regarding the quality of your web directory. Submission in the web directory can be really beneficial for your website and can offer phenomenal benefits too.

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Submission of your website a [link](#) into the a [web directory](#) can offer you a range of benefits. It can enable you to get some phenomenal benefits.

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