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Gail Buckley & Greg Land



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**Getting Listed in  
the Web Directories, Guides  
and Award Sites**

# Plan To Succeed Online

## ***Take The Guess Work Out of Starting & Building a Successful Business Online!***

*"Think you can or think you can't; either way you'll be right."  
Henry Ford*

### ***Web Directories, Guides and Award Sites!***

#### **Web Directories - Including Yahoo!**

Aside from Search Engines, the most likely way that visitors are going to find your site is by doing category or keyword searches in Web guides, lists and directories.

- Lists are exactly what the name implies: lists of Websites that are usually organized into several major categories.
- Directories are more extensive listings of categorized Websites. In general, lists and directories serve the same purpose.
- Guides are unique in that they provide pointers to the best or top sites. While you can always get listed in a directory, there is no guarantee that you'll ever be listed in a guide.

#### ***Submitting to Lists & Directories***

You're best off submitting to the most popular directories - Yahoo, Looksmart & Open Directory - yourself, so you can tailor your copy to the specific site you are submitting to. Since you don't have to worry about META Tags or Descriptions when submitting to directories, it might be a good idea to get this done first.

When submitting your site to Lists and Directories, you submit the URL of your homepage along with the page title, a brief description of your site and a specific category for the page you're submitting. The page category should always be tailored to the specific directory to which you are submitting. Some directories have hundreds of narrowly focused categories, while others have only a few broad ones.

Rather than place your listing in a category you think is popular, you should pick a category that strongly relates to the topic your site covers. Placing your site in a category that fits your content well ensures that readers who are looking for a site like yours will be able to find it - and this translates into highly targeted traffic.

All new directory submissions are carefully screened. If the same page has been submitted previously, the submission is disregarded. A submission might also be disregarded if a page is submitted to the wrong category. Trying to submit the same page to multiple categories will usually get you in trouble. Instead, examine the content of the major areas of your site and, if they fall into different categories, then submit each top-level page separately to the directories. This will improve your chances of getting your site noticed.

Once you've registered your site with the major directories manually, you can use Search Engine submission services or software to handle the rest of your listings.

### [Yahoo](#)

The most popular and best known search service on the Web. Yahoo! is at once a search engine and an extensive Web directory, with a well organized index to websites arranged by topic. Aside from its steadily increasing size and popularity, one thing that sets Yahoo! apart is the way in which it evaluates sites for inclusion on its index pages. Real live human beings do the indexing; they read your site description and your own suggested location, then they visit your site and determine for themselves what category and title to list your site under. Because Yahoo's editors (the dreaded "Yahooligans") spend time reviewing and rating site submissions, people have become accustomed to finding high-quality content at this site. If you apply in any of the business categories, it'll cost you \$299 to get listed and another \$299/year to maintain your listing, but as you can expect at least 40% of your traffic to come from Yahoo if you get ranked, it's worth the annual expense!

### [LookSmart](#)

One of the most well-known guides to the best of the Web and a close rival to Yahoo in terms of size and usage, LookSmart has more than 2 million listings, and an impressive list of partners. It gets and/or provides directory results to and from such big guns as AltaVista, Excite, MSN, WebCrawler, Magellan, Inktomi, Fast Search, NetZero, Juno and iWon among others. Alta Vista provides LookSmart with results when a search fails to find a match from among LookSmart's reviews. Looksmart recently changed their business model to a pay-for-inclusion one. They charge \$299 for an "Express Submit," service, guaranteeing a site review within 48 hours. They also offer a "Basic Submit" service for \$149, but the review time for this service is a lengthier 8 weeks - and then some.

### [Open Directory](#) (DMOZ)

This searchable directory is maintained by 31,000 volunteer editors and contains over 1 million sites. Many other indexes use the results from Open Directory (Altavista, AOL, Ask Jeeves, Direct Hit, Google, Lycos, Netscape Search, HotBot etc.) so it's an important service to get listed with. Pay careful attention to category when submitting your Web pages. Make every effort to submit to the right category or sub-category (you may want to run a keyword search to find out where other sites similar to yours are listed before submitting). Initially, it can take up to 3 weeks to get listed. Like Yahoo, ODP will list sites which offer unique content which may be of use to searchers.

### [MSN Search](#)

Microsoft's MSN Search services is now powered by Inktomi. Submit only your homepage in the category that best suits your site. MSN receives its search results from a variety of sources. The "Featured Sites" section results are provided by MSN's sponsors and Real Names. The results in the "Web Directory Topics" and "Web Directory Sites" sections come from Looksmart, MSN's primary provider. At the top of the "Web Directory Sites" section, you can click on a link to view the 10 most popular sites provided by Direct Hit. The "Web Pages" section is provided by Inktomi. Although you can submit directly to MSN, you would be better off submitting directly to Looksmart and Inktomi.

### [RealNames](#)

This service provides a unique way to search for Websites on the Internet. It allows users to find Websites by internet keywords instead of URLs. Real Names sells its internet keywords for a fee of \$100 a year. While you cannot reserve generic terms per se, you can include the terms in your keyword phrases. For

instance, although I wouldn't be able to purchase "internet marketing," as a Real Name, I could probably purchase "Internet marketing resource coordinator." Real Names provides its results to many top search engines, including AltaVista, Google, Inktomi, Iwon, LookSmart and MSN so, while it is costly to get listed, it is probably worth the expense

### [SearchGalore.com](#)

SearchGalore.com is a searchable web directory made up of quality sites and information. Searchers get quality relevant search results. Advertisers get quality traffic to their websites on a pay per click basis. Because they don't offer any incentives to click, advertisers only get targeted clicks from people that want to visit their site based on its description. They don't want to be the biggest web directory, they want to be the best!

### [AOL Netfind](#)

A hierarchical Web directory, organized by subject. All their user-submitted web content is maintained by the Open Directory Project (<http://www.dmoz.org>). The Open Directory Project is run by a staff of volunteer editors who choose to evaluate and classify websites in one or more categories. The Open Directory editors exercise the option of choosing to add a site, moving sites between categories and creating new sites.

### [NBCi \(formerly SNAP.com\)](#)

A human compiled directory of websites, supplemented by search results from Inktomi. Make sure to choose the category most appropriate to your site. You can currently submit to one category per URL. Successful submissions will be listed in the NBCi directory within a few days.

## ***What To Do Before Submitting Your Site to Yahoo***

1. The Yahoo! editors don't even attempt to process all the thousands of site applications they receive each week. The editor of "Search Engine Watch," Danny Sullivan, estimates that only about a quarter of all sites that apply get listed. So, if your site is just one of several hundred thousand sites with nearly identical information on the same topic, your odds of getting noticed, much less making the cut, are slim. On the other hand, if you can set yourself apart from the rest by making your site interesting, quirky or somehow attention getting, you'll increase your listing odds significantly. The more you stand out from the crowd, the more compelling the content on your site, the more the Yahoo! editors are going to sit up and take notice.

2. Although content is the most important consideration, the Yahoo reviewers won't even bother to delve into what your site is about if it is poorly designed. They're not looking for sophisticated graphics and layouts so much as simplicity, organization and professionalism of design. Some things you can do to improve your site's appearance are:

- Stick to a plain white background and don't use more than two or three primary colors.
- Make sure that all your pages follow the same design theme.
- Don't use slow-loading graphics or animations.
- Don't clutter up your pages or use horizontal scrolling. Your site should be clean, neat and above all, easy to read and navigate.
- Keep your font size large enough to be legible but not so large as to be overbearing.
- Keep your paragraphs short and well-spaced and make sure you spell-check every page.

3. Pay particular attention to your choice of keywords. You want to pick a keyword phrase that is as unique as possible, while still being one that is often or commonly used. You should also bear in mind that Yahoo reviewers search for keyword strings, not actual keywords, which gives you some leeway in the words you select. It's a good idea to use phrases and keywords embedded in other words.

4. If you don't already have one, try to register a domain name that includes your primary keyword.

5. With Yahoo, two elements are vitally important.

- Keywords in your Title: If it isn't in your URL (or even if it is!) make sure your primary keyword is used in the Title of your Website.
- Alphabetical Listing: It's a good idea to start your title with a number or a word that starts with "a" if possible, as Yahoo listing results are done alphabetically.

Yahoo's latest "sort by relevancy" default option returns (or lists) pages with the selected "search" keywords in the Title first - and then, all other things being equal, by alphabetical listing. Your page content MUST be consistent with your Title!

6. Make sure to submit a compelling, professional, top-quality site description. Do not use HYPE! Your description is going to determine whether or not the Yahoo reviewers even bother to review your site. So, make your description as interesting and thought provoking as possible while remaining within the Yahoo guidelines. Although they say they allow up to 25 words, you should aim to use no more than 15.

- Include your keywords as frequently as possible without being redundant or obvious.
- Try to use an action verb at the beginning of your description, such as "Offers," or "Promotes."

7. Above all its important to bear in mind that what you think your site offers has little to do with what the Yahoo reviewers are going to think. Word has it that when they review a site, they typically only spend about 3 minutes at it, usually less. This means that you have to present them with enough solid information about your site's content and its value in less than 3 minutes if they are going to approve your efforts. So, before you submit, be sure you take a look at your site with an objective eye.

Put yourself in the shoes of a Yahoo reviewer, someone who gets five thousand submissions a day and who has seen just about every type of presentation. Does your site not only measure up but also stand out. And is this immediately apparent to an unbiased observer? Bear in mind that you need Yahoo far more than they need you!

If you really want the up-to-date lowdown on getting listed in Yahoo, Neil Shearing's [Yahoo Exposed](#) is a must read! In it Neil shares the 12 simple steps he followed to get a number 1 Yahoo listing - in just 14 days. [Yahoo Exposed](#) is an exact, step-by-step guide with screenshots of every single step, so you can't go wrong!

### ***Business Yellow Pages***

The major search engines and directories are great for getting your Website noticed by the masses, but you also want your site to be accessible to people looking for specific types of information. This is where the [Business Yellow Pages](#) and [Specialized Search Services](#) come in.

Business search engines and Yellow Page directories are a great resource for online entrepreneurs who offer products, services or business-related information. Most Web-based Yellow Pages have features of both directory and search engine sites. You can use them to search for specific companies by name, location and industry, as well as by the products and services that they offer. And because these directories have a very specific focus, they are great for increasing targeted traffic to your site. Granted, they won't drive hoards of visitors to your site, but the traffic you do receive will be highly qualified.

Visitors to these directories are usually looking for very specific types of information, products or services. Having actively searched out your site, they generally arrive ready and willing to purchase or participate in what you have to offer. So, while a listing in a traditional search engine or directory will definitely bring you more traffic, if you're looking for quality rather than quantity, the Yellow Pages just might be the answer.

- [All Biz Network](#)
- [BizWeb](#)
- [ComFind](#)
- [GTE superpages.com](#)
- [The Yellow Pages Superhighway](#)
- [USA Online](#)
- [US Yellow](#)
- [WDirect.com](#)
- [Where2go](#)
- [b2bNow.com](#)
- [The Yellow Pages](#)

*"There's always room at the top."*  
Daniel Webster

## The Cream of the Crop - Award Sites & Web Guides

### *Winning Awards*

Nothing makes your site stand out from the crowd like an award. Awards are stamps of approval that tell the masses your site is definitely worth their while. The right award can make all the difference in the world when it comes to driving traffic to your site. Not just any old award will do, however.

Unfortunately, with more than a thousand different organizations offering awards of one type or another, you really do need to make sure that the award site you are submitting to is worthwhile and carries a lot of clout. The true equalizers are the underlying meaning of the award, and the strength of the award giver's endorsement and announcement medium. Not to fear, however, the Award Services listed on this site are all top-notch.

To increase the odds of being selected by top award sites, you should take some time to get to know the types of sites that the award reviewers at the various sites prefer. Some reviewers look for best sites based on cutting-edge graphic design or coverage of crazy or controversial issues. Others focus on content and resources, giving little consideration to design and presentation.

Because personal opinion weighs heavily in the decision, some sites are passed over simply because their premise does not appeal to the reviewer. A site might also be passed over because it doesn't fit within the content parameters of the award site. For instance, it won't do you any good to submit your business-oriented site to a directory that reviews mostly entertainment sites.

A word to the wise, don't give up if you aren't recognized the first time you apply. The old adage, "If at first you don't succeed, try, try again," definitely applies to award site submissions. Just don't overdo it.

### "Cool Site of the Day" Awards

Getting named the "Cool Site of the Day" is an accomplishment that is bound to get your site noticed in a big way! There are many sites that hand out achievement awards in this category, the best of which are:

- [Infi.Net's Cool Site of the Day awards](#) You submit by sending an e-mail to: [cool@coolsiteoftheday.com](mailto:cool@coolsiteoftheday.com)
- [Cool Central Site of the Hour](#)
- [CoolStop](#)
- [Netscape What's Cool](#)
- [Project Cool](#) Their submissions page is located at: <http://www.projectcool.com/sightings/submit.html>
- [Dr. Webster's SOTD](#) To submit your site, send an e-mail to: [mmcdonald@123go.com](mailto:mmcdonald@123go.com) or visit Dr. Webster's [homepage](#) and follow the "Submit a Site" link.

### Stand out or "One-of-a-Kind" Site Awards

If you don't succeed in getting picked as the Cool Site of the Day, you might turn the tables and go after the wild, hot and offbeat awards that are an offshoot of the Cool Site concept. Some of the best hot and zany award sites are:

- [CMP TechWeb's HotSpots award](#) You can suggest your site by sending an e-mail to: [hotspots@langa.com](mailto:hotspots@langa.com)
- [USA Today Hot Sites](#)
- [Starting Point Hot Site](#)
- [100 Hot Websites](#)
- [The All Original Web Site Awards](#)
- [Computer Currents Interactive](#) You can submit your site by sending an e-mail to: [mmc@comcurr.com](mailto:mmc@comcurr.com) or going to: <http://www.currents.net/resources/hotlink.html>.
- [Ravi's Pick](#)

### Other Prestigious Award Sites

Being recognized by one of these prestigious award givers will give your site an immediate and prolonged traffic boost. Be sure your site is up-to-date and in tip-top shape before you submit!

- [Jayde Awards](#) Jayde offers the Gold Diamond award to sites with great style, design and content, and the Webrider Corporate Best, for top commercial sites.
- [BizWeb2000's Gold site Cup Award](#) Jim Daniel's award for websites that provide free help & information for entrepreneurs looking to do business online.
- [PC Magazine's Top 100 Websites](#) A list of top sites listed in five categories, everything from amazing online stores to essential computing resources, with a couple of stops along with way for fun and excitement. PC Magazine also does a write up on a site of the day and a site of the week.
- [WebbieWorld](#) Previously behind the Webby Awards, WebbieWorld now maintains a hand picked directory of the best sites on the Web. Not an award site, but a great place to get listed if your site is up to snuff.
- [Web 100](#) The Web 100 is different. Visitors get to vote on sites in the directory, and what people like moves up the ladder. Great idea, great site.
- [High Five Award](#) Each week they review well-designed websites and discuss how to make your website become a killer.
- [Award-It](#)

### The Very Best of the Best

To be singled out for one of these awards, you not only have to pass muster to get into these Web Guides, you have to be judged the very best of the very best.

- [Webby Awards](#) The leading creative honors for digital media. The awards recognize the most creative and innovative Websites of the year and the talented editorial, technical and design teams behind them.
- [NetGuide's Platinum Site award](#) One of the top awards on the Net. Read the award nomination criteria at the above URL and then submit your site to one of the category-specific e-mail addresses provided.
- [Britannica Internet Guide awards](#) A guide to the Web's best sites from the publishers of Encyclopedia Britannica. This site offers awards for Site of the Week and Best of the Web.

### Multi-Site Web Awards Submission Services

- [Website Awards Worksheet](#) This Worksheet may be downloaded by anyone who wants to apply for awards! You can apply to over 600 Award Sites around the world!
- [Virtual Reference Meta-index of Award Sites](#) A listing of different sites that host site of the day, hot sites and so on.

If you're looking for more award sites to apply to or more information on award sites, head on over to [Awardsites.com](http://Awardsites.com). This free service offers all you need to know about awards and award sites, including ratings, recognition and resources.

### ***Announcement & What's New Sites***

Their name tells you what they do - announce new Websites. What's New? Lists or Announcement Sites are actually far more popular than you would think, considering that they are not very well publicized. These sites are organized much like other directories with specific broad categories, such as business and entertainment. Listings within a specific category are usually arranged alphabetically by title and often chronologically as well.

When you make an announcement, it's best to organize your message like a press release that covers your Website or the products or services you represent. Ideally, your announcement should be only a few paragraphs long and fewer than 500 words. Brevity is important because most readers won't spend more than a few seconds glancing at your message. It's a good idea to include the URL to your Website or a particular area within your site that you are promoting - several times, both at the top and bottom of your message.

Registering with What's New directories will generally result in a short-term increase in your Web traffic. The reason for this is that your site will usually be featured in the directory for only one or two days. After this, it will appear in the site's archive files, provided the site has archive files.

So, is it worth it to go to the trouble of submitting? It's up to you, but it's my feeling that anything you can do to attract initial attention to your site is worth doing. And, if you consider the fact that people often bookmark the sites they like for re-visiting, a listing in a What's New directory can provide modest increases in traffic over the long haul as well.

### **Announcement / "What's New" Sites**

- [What's Nu](http://www.whatsnu.com/cgi-bin/addlink.cgi) (Submission Page: <http://www.whatsnu.com/cgi-bin/addlink.cgi>)
- [What's New from Yahoo!](http://yahoo.com/picks) (They offer weekly picks as well at: <http://yahoo.com/picks>. You submit by sending an e-mail to: [suggest-picks@yahoo-inc.com](mailto:suggest-picks@yahoo-inc.com))
- [What's New Too](http://newtoo.manifest.com/submit.html) (Submission page: <http://newtoo.manifest.com/submit.html>)

### ***Submitting to Web Guides***

Their focus on the top or best sites puts Web Guides into a league of their own. When you submit your site to a guide, you are hoping that the guide's reviewers will find it useful, informative or well-presented. If the reviewers count your site among the best on the Web, they will write a review of it and your site will show up in their guide's database. If it doesn't measure up, it will be passed over.

Don't go overboard on dolling your site up with fancy graphics and multimedia displays in an effort to impress guide reviewers. They aren't impressed with glitter and gimmickry. As with the search engines, when it comes to getting listed, it's content that counts. In fact, some of the highest rated web sites are comprised mostly of text.

You can improve your odds of getting your site reviewed by taking the time to learn what each guide looks for and what its reviews look like. When you have a clear understanding of how a particular guide works, go ahead and submit your site with a compelling and relevant description. Along with the summary information, you might want to include a rating for your site. If the rating is realistic, it might give the reviewers a reason to visit - and hopefully recommend - your site.

Since there is no guarantee that you'll ever be listed in a Web Guide, you might feel it isn't worth the time and effort to submit to one. If you aren't particularly proud of your site - or it is merely one among dozens of others just like it, it's probably just as well to content yourself with the exposure directory listings give you. But, if you think you stand a chance of making the cut, go for it! A single listing in any guide will likely double or triple your Web traffic, something a directory listing can't do.

The bottom line is that people tend to seek out the best the Web has to offer and, if you think your site is one of the best, you'd be foolish not to seek out the endorsement of guide reviewers. Remember though that these reviewers are real people with thousands of Websites to review daily, and it might take them a while to get to your submission. Don't bother following up until a few months have gone by. Spend the time spiffing up your site and then try again.

Unlike search engines that periodically schedule your site for re-indexing, most guides and directories rarely update their listings. So, if you make a lot of changes, updates or improvements to your site (something you should do regularly) it's probably a good idea to repeat the submission process anyway.

### Top Guides

- [About.com](#)
- [Magellan](#)
- [NetGuide](#)
- [100Hot's Web Guide](#)
- [The Web 100](#) (To submit your site use the submission form found [here](#).)
- [Zen Search](#)

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