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Web Directory Networks And Their Significance For Online Marketers

With regards to marketing a website, one of the initial stops for a lot of webmasters are web directories. While there is a mixed opinion on the value of web directories, when compared with more respectable article directories, there's been an explosion of web directory networks in recent times. It's the majority of these directory networks which I will address in this article.

If we pay attention to Google, which to tell the truth we ought to, then everyone knows quality is paramount to success. How should we know this? Well, Matt Cutts said it naturally! Seriously, if anyone were to know, it would be Matt Cutts. What's superior, submitting to one thousand free directories which reside on a single network and are interlinked or submitting to a single quality directory? I'd personally use my time submitting to a single quality directory any day of the year.

Owning a link directory is no small task. The amount of effort that is put in a directory establishes its quality. If it has very low editorial requirements, quality is tossed out the window and that directory will become nothing more than a link farm.

A good number of website directory networks reside on the same hosting server, that is already shared with hundreds or thousands of additional internet sites. Once these directory networks get huge, and acquire some website traffic from the various free directory lists, the hosting server can crawl to a snails pace. This is simply not good for anyone, specifically the innocent individuals who happen to be hosting on that server already.

Many of the web directory networks operating today are set to auto approve all of the submissions. By managing a cron job at a particular time, all listings magically are listed. Editors have been replaced by code that releases the floodgates to everybody under the sun. Categories quickly become cluttered with irrelevant listings and non desirable listings find their way inside the directory as well.

Why would people create such networks? The majority of the networks out there have tactically positioned advertisements. You know, the ads right near the submit link button. If someone accidentally clicks on the ad then presto, the directory owner earns money. Multiply this by hundreds or even thousands of link directories, and you have a large amount of clicks. The main problem is that the bounce rate for these clicks are almost certainly high, and many of these people are the same people whining they have been smart priced by an advertising network.

Normally speaking, the benefit of directory networks is short lived for its owner. Traffic is received from being listed in a free directory list, but after that directory is no longer fresh, the traffic it gets slows to just a trickle. This is the reason why directory network operators are motivated to make additional directories. They need that stable supply of page views to earn the advertising revenue they seek.

The harsh truth is that I have noticed very few website directory networks that continue more than their first year. These networks normally close when their owner figures out that there is very small income growth, but an everlasting cycle of tremendous work. As web marketers, we only have a limited amount of time. Will submitting to directory networks aid us in our promotion efforts or are we best attempting to find the true gems that may still be in the rough? After observing so many web directory networks topple, it is my belief that webmasters might be best served by submitting to good quality article and web directories instead.

Valerie is an editor for a [web directory](#) and also manages numerous directory lists. She enjoys editing and helping other individuals strengthen their online presence with web directories.

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