

## What Is The Point Of Web Directories?

Let's first begin with the definition of web directories. Web directories are websites that have categorized web links into sections. They provide the viewer with categories and allow them to narrow their search. Most web directories allow users to input their own links and the larger ones you must send an application and there are people who review these applications. It is very important to understand the difference between search engines and web directories. Web directories do not give you results based on keywords, the results are seen based on categories and sub-categories.

Directories are becoming very popular with the web developers, because of search engine optimization through link building and the quick increase in the page rank. Most of these web directories display ads which later helps pay for the website and its hosting and optimization. This however is not the only way that web directories make money. Some web directories have a fee and that is explained the following paragraphs.

With the Internet expanding almost as fast as the universe itself, it is becoming more difficult to find your way around. Web directories are like a menu, you choose what you want from a vast amount of information and they can lead you towards a direction. However the excess of one thing can all ways be bad, it seems that everyone is jumping on the bandwagon there are more web directories being made everyday. This at times affects the web traffic the web directories are trying to help clear.

Some web directories you must sign up for and at times there is a fee, the fee is anywhere from \$1 to \$20. There are also places where you can choose for you link to be placed and that all depends on the price you pay. for example, if you pay the larger fee you can have your site on the main page meaning chances are you will get more clicks than the other links. Featured links will be always displayed higher inside categories. Some web directories require you must have them linked in your web site in order for them to link you ( reciprocal links ). You are given a HTML code to place on your website. Some sites use bots to scan your site for the link and then receive your submission while others do it by hand.

The well known web directories are the Google web directory, Yahoo web directory, DMOZ and so on. There are other web directories that may be just as popular and worth submitting your sites to them. While submitting your sites, always choose directories which are presented well (indicates regular upkeep) and has policies defined to reject spam, hate, adult and made for ads scraped content sites. You just don't want your sites listed on pages with links to such unacceptable sites, isn't it ? So, its always better to submit to directories offering paid inclusion than to free for all directories. Paid directories scrutinize submissions more strictly than free directories.

I hope this short article helped you to know about the purpose of web directories to webmasters as well as visitors.