

33 Killer Ways to Increase Your Directory Traffic for Free

Right promotion is an essential element in building successful directory since no one will submit sites to your directory if nobody knows it. I personally suggest you to attempt all ways that are listed here and get maximum web exposure.

Here is a HUGE list of 33 free ways to increase traffic of your directory:

- Create Buzz. For example, let's say you are ten years old and you already have a directory. You would become very popular and everyone would want to submit links to your directory. In other words find something interesting about yourself so everyone would like to see your directory.
- Can you create directory templates? If yes then release templates for free and do not forget to include your link in it, that should increase your PR.
- Always **validate** your directory. If your directory is validated than it will be better indexed by major search engines.
- Create a favicon. It will help your directory to be recognized when it's bookmarked.
- Always use forum signatures on forums where you participate.
- Become friends with directory owners, so you could help each other out.
- Write articles about directory business and submit them into major articles directories.
- Create unique directory, then your directory will drive traffic with no promotion at all.
- Answer questions on forums or Yahoo answers. Don't forget to include your directory in answers but do not make it look like old fashioned spam.
- Exchange links with related directories.
- Comment in this blog and leave your directory's url as a helpful resource.
- Collect email addresses. You can use email addresses to announce major updates of your directory.
- Attempt not to put AdSense or other advertisements since most of you profit should come from selling submissions to your directory.
- Be patient - Directories do not become popular in the first month or so.
- Do not require registration for users who want to submit a link.
- Create a blog and write about something helpful to directory owners.
- Do not promote just your directory in whole. Try to promote different categories and possibly subcategories.
- Use Friendly Urls.
- Use Redirect. Choose whatever to redirect to www.domain.com or domain.com. That's an important issue since www.domain.com and domain.com are ranked differently.
- Allow Deep Links.
- Announce your directory on major forums.
- Offer featured links for free for a short period of time.

- [Join directory lists.](#)
- [Enter Directory Contests.](#)
- Work on your directory for at least an hour per day.
- Create unique directory structure. Do not use category dumps or search engines will classify your directory as duplicated content.
- Stumble, Stumble, Stumble. Stumble for others and others will stumble for you.
- Put your Url at the back of your car. Just imagine how many people see your car per day.
- Love what you are doing and everything else will come.
- Keep your directory as a helpful resource not as a money making machine.
- Increase your online reputation. As your reputation will increase the number of submissions will increase as well.
- Create brand, funny and easy to remember directory name.
- Think Long-term. It's really important to think long-term while promoting and building your directory.

This article is downloaded from [Directory Trends](#).