



Copywriting

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Want to find a list of online business directories?

Including your business in good quality online business directories is a good way to build useful back links to your site and improve visibility in search engine rankings.

So how do you find them and how do you sort the good ones from the rubbish?

With wonderful logic, the obvious place to start is with an online business directory!

Pick a good one and you'll find their 'Directories' category is stuffed with links to other business directories.

How do you establish the best quality directory?

Choose one with a Google page rank of 3 or higher.

What's Page Rank?

In a nutshell Google uses page rank to denote site quality, authority and relevance. N/A is poor (sometimes even dodgy), 0 is low and 10 is high.

How do you find out a directory's page rank?

Use a free Page Rank checker. Some let you download a bit of software that throws up page ranks automatically in your menu bar as you visit sites. Which is brilliantly convenient.

Once you've found a quality directory, submit your site to all the directories in the 'Directories' category with a page rank of 3 or more.

Why? Because search engines appreciate back links from sites with higher page ranks more than those with low ones, Your site gets extra visibility as a result. Cool!

Last month...

During May '09 I helped businesses with:

- long landing pages
- blog posts
- brochure copy
- keyword-rich directory submission copy
- brochure and web page copy
- SEO led content: holiday destinations
- direct mail postcard copy
- newsletter: heavy engineering
- brand/sales concepts
- website content

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