

## Boost Your Website Traffic with a Directory Service

Are you looking to increase traffic to your website? Does your online business need more exposure than it's currently getting? To jump start your business and see your number of online visitors skyrocket, try using an online [website directory](#) service.

An online website directory service is a website that features every type of business imaginable. From dog food to florists, all of the business websites are neatly categorized into headings and subheadings.

The category system of organization helps the online website directory to be as user friendly as possible. It offers up a wealth of information in a manner that is easy to understand.

It is important for web surfers to find the information they desire quickly and easily. Website directories are constructed to make a visitor's experience convenient and hassle free. The pleasant experience a potential customer encounters when using a website directory will directly affect their overall impression of your business.

If you are affiliated with a directory that is well-designed and easy to use, it makes your business look professional. If you are listed on a sub-par site that is cluttered and chaotic, it will make your business look unorganized and give a bad impression to your potential clients.

Often, the best online website directory service is one that listens to the needs of its visitors. For instance, if a web surfer sees that a new category is needed for a certain group of businesses, the website should make it easy for them to submit their suggestions.

After all, their ease of use on the website translates into web traffic for their valued advertisers. Make sure the online directory you choose to list your business with cares about the satisfaction of their visitors.

Many online website directory services also allow their users to rank and review the websites they frequent. If you have a particularly good website, listing it on a directory service is a must. It will earn you the positive feedback that your online content deserves.

Another convenient feature that is offered by a good online website directory service is a search tool. Imagine if a potential client was looking for your website through the directory, but couldn't remember the exact name of your business. The client could simply go back to the directory and type in as much of your business' name as could be remembered.

Because there are far fewer competitors listed in an online website directory than in a huge search engine, clients are far more likely to find your website again. In this manner, an online website directory service makes you easier to find online than lots of the competition.

In fact, some directories offer more than a simple, standard search feature. The best directories offer an advanced search option, sometimes called a power search, that allows visitors to search by a person's name, e-mail address or business category. This is very useful if a potential client can remember your e-mail address, but not your business' name or phone number.

Often, you can add your business' website to an online directory service for free. The directory will provide you with a backlink to your website at no cost to you, just like registering your domain name for free with the major search engines. So, if there's no charge, listing your website on a directory is a no-brainer.

## About the Author

This article was written by [Jay Gaulard](#) on behalf of <http://www.experato.com> , a popular [website directory](#).

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