

What you need ... When you need it ... Without the wait!



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The open directory, ODP, or DMOZ is used by many top search engines. **Google, Netscape, AOL, Altavista, Lycos**, and more than 100 of the top search engines use DMOZ information as the directory component of their sites. The Open Directory uses a network of volunteer editors to review and add sites. It is usually quite a bit easier to get listed in this directory than Yahoo! (plus it is free).

How do I get started?

1. Make sure your site is ready

First, make sure your site conforms to the submission requirements of the Open Directory Project. Read <http://dmoz.org/add.html> for more information.

2. Find the correct category

Navigate the categories till you find the one that makes sense for your business.

3. "Add URL"

Once you find the right category, click the "add URL" link located in the upper right of the page.

4. Follow the instructions

Be accurate and concise. Avoid promotional language in your title and description. Do not use ALL CAPS for the title or description. Be sure to give a correct e-mail address in case the editor needs to contact you about your submission. Also, make a note of where and when you added the URL.

5. Be patient

It takes about 3 weeks for an editor to update the directory. If your site doesn't appear in that time, resubmit.

Submission Tips

- Check the appearance of your site. Make sure there are no "blank" images or broken links. Take any "Under Construction" signs or blank pages off your site (move the pages to be "not in the menu" by going to the Page List, select properties for the page and select not in the menu for the page location).
- Verify your spelling.
- Make sure to find the best category for your site.

For more tips on marketing your site, login to your site and go the Marketing center.

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