

How to Attract Customers To Your Website

by



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How to Attract Customers To Your Website

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How to Attract Customers To Your Website

Chapter 1 -- Overview

Your company needs a good website if it's going to succeed at Internet marketing. But having the best website in the world will do you no good if nobody sees it. So, after creating a good website, your next task is getting people to find it. It's a simple equation, really -- the more potential customers who visit your website, the more jobs your company is likely to get.

This chapter is a quick overview of many of the ways to attract customers to your website. Some are free, and some cost time and/or money. If you read through this first chapter, you'll be oriented to all the possibilities. You will also get a basic understanding of how search engines like Google rank websites and how visitors find websites.

We recommend that you read about these methods, particularly the ones in the first section of this chapter: Easy/Free. But if you get antsy and want to start on a step-by-step program right away, you can skip the rest of this first chapter for now and go on Chapter 3. It gives directions for a simple way that you can boost the visibility of your website and bring in more visitors. You may want to come back to the first two chapters when you start wondering about how search engine rankings work and why you're doing the program in Chapter 3.

Easy/Free Methods: Advertise Your Website Address

All of the methods in this section take little time or money but are very effective in getting people to know about your website. Here's the # 1 rule of promoting your business website -- ***Put your website address wherever you put your phone number.*** For example:

Ads -- Always include your website address in your Yellow Pages ad, newspaper ad, other print ads, TV or radio ads, etc.

Stationery -- Include your website address on all printed materials such as business cards, letterhead, envelopes, invoices, contracts, brochures, etc.

T-shirts, Caps, and Uniforms -- Put your website address (and make sure that it's big enough to read easily) on the back of your company T-shirts. Or put your website address across the front of a company cap.

Signage -- Add your website address to your company truck or van signage in order to let the general public know about it.

Voice Mail Message -- Add your website address to your business voice mail message. Here's a sample message:

Hello, and thank you for calling (Your Company). Our office hours are 8 am to 5 pm Monday – Friday. Please leave your name, number, and any message you wish at the sound of the tone and we'll get back to you at the beginning of the next working day. You can also find out more about our company, or you can schedule an appointment by going to our website at www.YourCompany.com. Thanks a lot, and have a great day!

E-Mails – You can automatically add your website address to the end of every e-mail that you send. For example, if your e-mail program is YourName@yahoo.com, click on “Mail Options” and then click on “Signature.” This gives you the option to add a “signature,” a few lines automatically tacked on to the end of every e-mail that you send. Many people include a motto and contact info in their signature. You can include your company name and website address in yours.

Conversations -- Make sure you and all your staff know your website address and are ready to invite any new or existing customers to visit it.

Time/Money Methods for Drawing Visitors

The methods in this section will take time or money or both. But if you spend your time and money wisely, the new customers attracted to your company will be well worth it.

Pay-Per-Click Internet Advertising – Ever notice the “sponsored ads” that show up when you search with Google? These are pay-per-click ads. Search in Google, for example, for “dog chews” and here's a screenshot of the page that comes up.

dog chews

About 1,600,000 results (0.27 seconds) [Advanced search](#)

Quality Natural Dog Chews Sponsored links
[dogcatsupply.com](#) Massive Selection for All Size Dogs Orders over \$50 - 5% off + \$5 Ship
[Show products from Dogcatsupply.com for dog chews](#)

Bullysticks.com now has
[www.Bullysticks.com](#) Rawhide knotted bones. No matter what size **dog**. We please them all

Dog chews
[www.OnlyNaturalPet.com](#) Natural & Organic **Dog Chews**. The Leading Natural Pet Supplier.

[Show products from Only Natural Pet Store for dog chews](#)

Sponsored links



Pigs Ears Natural Chews 100 Count
\$89.00 - Walmart





Dangers Of Dog Chews - The Early Show - CBS News
 Sep 9, 2006 ... The Early Show: Dangers Of **Dog Chews** - Dr. Debbye Turner Tells You How To Properly Give Your Pet A Treat.
[www.cbsnews.com/.../main1967520.shtml](#) - Cached - Similar - Add to iGoogle

Welcome to Free Range Dog Chews, Inc.
 Free Range **Dog Chews**, Inc. manufactures and distributes free-range, all natural body part chew treats and other pet-related items.
[www.freerangedogchews.com/](#) - Cached

Dental Chews
 Promote Your **Dog's** Oral Health
 Greenies® Dental **Chews** - Explo
[www.Greenies.com](#)

Perfect Pet Chews
 Antlers... Natures Perfect Pet Ch
 All Natural Deer, Elk, Moose Antl
[www.perfectpetchews.com](#)

Shopping results for dog chews

			
Warren Pet Products WP90026 \$133.40 new Amazon.com	Free Range Dog Chews Nuggets - Duck \$11 new 10 stores	Booda Bone Bacon Flavored Dog Chew \$1 new 17 stores	G-Whiz Dog Treats Anti Lawn burning \$8 new 19 stores

Venison Joe's - Dog Bones
 Natural Smoked Venison **Dog** Bo
 Hickory Smoked Bones That Dog
[www.venisonjoes.com](#)

Pet Treats
 Daily Oral Care Made Delicious.
 Shop Dentastix® For Your **Dog** T
[www.Pedigree.com/Dentastix](#)

Bully Sticks - All Natural Dog Treats - Best Bully Stick
 Click the "Shop Now" link at the top of the page to browse our items and remember to take advantage of our other all natural **dog** treats and **chews** like ...
[www.bestbullysticks.com/](#) - Cached - Similar

Dog Rawhide Chews, Rawhide Bones, Greenies Dog Treats
 Quality American Rawhide Bones, **Dog** Rawhide **Chews** and Greenies **Dog** Treats. All you should know about rawhide **dog** treats and greenies for your pet.
[www.dogchewsrawhide.com/](#) - Cached - Similar

Himalayan Dog Chew - 100% Natural. Authentic. No Preservatives. An ...
 Himalayan **Dog Chew** comes from an ancient recipe of the people of the Himalayas. In the mountains at more than 15000 feet, it is made using traditional ...
[www.himalayandogchew.com/](#) - Cached - Similar

New Dog chews Dog Trea
 Delicious **Dog** Bonies now in stoc
 Fast shipping. Guaranteed Low P
[www.EntirelyPets.com](#)
[Show products from this advert](#)

download coupon - \$3.00off
 File Format: PDF/Adobe Acrobat - Quick View
 any Nutri-DogTM **Chew** Product. MANUFACTURER'S COUPON. EXPIRATION: 12/31/10 ...
 3M and Nutri-Dog are trademarks of 3M. © 3M 2009 98-0000-6017-2 ...
[www.3m.com/us/home_leisure/nutri-dog.../Nutridog_Coupon.pdf](#) - Similar

Dog Chews & Bones
 Bully Sticks, Cow & Pig Ears...
 Free Shipping on Most Orders!
[www.PETCO.com](#)

Crazy Critters™ Chew Toy
 As Seen On TV. Stuffing free **che**
 toys for ANY **dog**. Even puppies!
[www.CrazyCrittersOffer.com](#)

Pooch Passions Dog Treats
 Freeze Dried & Drops. Chicken Li
 Beef Liver, Yogurt, PB, Carob
[www.pfwh.com](#)

The top three websites that Google shows you on a light pink background are labeled "sponsored links" in fine print, top right. The first of these links is for "Quality Natural Dog Chews." If you click on "Quality Natural Dog Chews," you'll be taken to the website [www.dogcatsupplies.com](#) so that you can find out more about their dog chews. The owner of this website pays Google for every click and trip to their site. Over to the extreme right are eight more websites, also labeled "sponsored links," in the top left of the column. These are also pay-per-click ads.

The other two major search engines, Yahoo and Bing (formerly MSN), also offer pay-per-click ads.

Let's say you're an electrician in Las Vegas and you have a brand new website. Within hours of setting up a pay-per-click ad, searchers who type in "electrician Los Vegas," can see your ad at the top of the page. They can click on your ad

and arrive at your website. The more you pay Google, the higher your ad will display on the page.

There are other ways to rank high on Google pages without paying for clicks, but these usually take your time or the time of someone that you hire. These methods also can take weeks, months, or even over a year to get you towards the top of Google. In Chapter 2 you'll learn about a method that you can do yourself that should eventually give a strong boost to your rankings.

Most companies which use pay-per-click ads ask professionals to set up their ad. While this is an additional cost, it saves trying to figure out how to do it. It can also save money in the long run because a properly set-up ad eliminates paying for clicks that are unlikely to result in sales. For example, an electrician will want to avoid paying for clicks by young hopefuls who are looking for electrical training.

If you think that you might be interested in a pay-per-click ad, give us at [HappyContractor](#) a call at (800) 990-5811 to find out more.

Contractor / Home Inspector Websites -- Find out if any of the general contractors and/or home inspectors that you work with have a page on their website where they recommend contracting companies like yours to their customers. If so, ask them if your business website link could be added to their referral list. Some contractor or home inspection companies may charge a fee for being listed. If it's a big company with a lot of visitor traffic, it may pay off with customers calling you.

Angie's List – A listing in [Angie's List](#) can generate many high quality customer calls if you do quality work at competitive prices. Angie's List gives contractors "report cards" graded by their customers. Homeowners pay an annual fee for membership, giving them access to the report cards so that they can find the best home improvement contractors.

If Angie's List is available in your area, your company might already be listed. One of your customers could be a member and may already have written a review of your work. To find out, you can call Angie's List toll free at (866) 783-2973 and ask. If you're not listed, you can register your company for free by going to www.company.angieslist.com.

Angie's List also offers paid advertising for companies that meet their requirements. This can be a very effective means of generating calls from high quality customers.

Craig's List -- [Craig's List](#) is available in some areas. This website allows businesses to post on-line classified ads with links to their websites. While the ads are free, one downside is that you will need to re-post your ad every few

days. In addition, the results from Craig's List may be minimal, and many of the calls you receive may be from customers who are doing a lot of bargain hunting. Nevertheless, it's worth a shot to try out Craig's List and see how it works for you.

Optimizing Your Website for Search Engines – You can modify a website or “optimize” it so that searchers find it more readily when they type into Google “electrician” , “plumber San Francisco” or similar terms. This is Search Engine Optimization (SEO). The next chapter, Chapter 2, gives a simple explanation of SEO. Then, Chapter 3 gives you step-by-step instructions for an SEO method that you can do yourself.

How to Attract Customers To Your Website

Chapter 2 -- Search Engine Optimization

Search Engine Optimization (SEO) means that you are *Optimizing* your website so that *Search Engines* (such as Google) will consider your website to be relevant to people who are searching for companies like yours. The objective is to get the search engine to place your website high on the first page of the results it shows searchers. Ideally, your website should be among the top three listed. These are the websites which get the most visits.

As a note, about 70% of all searches are done with Google, 15% with Yahoo, and 10% with Bing (formerly MSN). The other 5% of searches are done with a large number of less popular search engines like AOL, Ask, Search, etc.

Bing and Yahoo are in the process of merging. Sometime in the near future, Bing's search engine will replace Yahoo's. At that point, Google and Bing will remain as the two most used search engines. Since Google is the most popular search engine and Bing operates similarly, we'll generally mention only Google from now on when talking about search engines.

How Search Engines Rank Your Website

When someone who lives in San Francisco is looking for a plumber, they can go to www.Google.com and type in various search terms like **plumber** or **plumber San Francisco** or **licensed plumbing contractor**. Google tries to find the most relevant websites for the search term.

If you're a plumber in San Francisco, you want Google to consider your website as the most relevant and to list your website above all the other plumbing websites. You want Google to rank your website Number 1 on Page 1 of their Search Engine Result Pages. This requires various Search Engine Optimization (SEO) techniques.

First you'll need to improve your website so that its text and images (called "content") are particularly useful to people searching for plumbers in San Francisco. Improving the website is called "on-site" SEO. There are also SEO techniques, like getting other websites to link to yours, that don't directly involve changes to your website and are called "off-site" SEO.

On-Site SEO

24 hours a day, 7 days a week, Google is sending out electronic “spiders,” little software programs. Their job is to look at all the websites on the internet, and then report back to Google what they have learned about these websites. Google gathers all this information together and feeds it into complex computer formulas (algorithms). These formulas tell it, for example, which websites are relevant to the search term **plumber San Francisco** and which are relevant to the search term **kittens in Chicago**.

If a website is called “San Francisco’s Plumber” and has text about plumbing, pipes, drains, rooting as well as an address in San Francisco and a number of other mentions of this city name, it will be considered much more relevant to the search term **plumber San Francisco** than to the search term **kittens in Chicago**. On the other hand, a website called “Cat Adoptions in Chicago” that has text and photos of kittens, cats, tabbies, and calicos and lists an address in Chicago won’t be considered relevant to the search term **plumber San Francisco**. It will likely rank high if someone types in **kittens in Chicago**.

Proper on-site SEO requires:

1. Knowledge of the search terms (such as **plumber San Francisco**) that potential customers are most likely to type when looking for a business like yours,
2. Text and images on your website that Google will consider relevant to those search terms and at the same time will invite customers to call you,
3. Programming techniques that make these website text and images readily visible to Google spiders, and
4. Programming techniques which communicate the relevance of the website directly to Google spiders beyond the text and images visible to visitors.

Ideally, much on-site SEO would be done as a website is built. However, the SEO of existing websites can be improved at any time to raise the site’s rankings in search engines.

Off-Site SEO

Once a website has been optimized for search engines with on-site SEO, it’s time to show Google that the website is popular and relevant to lots of people on the Internet so that it will be ranked high. This is done by off-site SEO.

As mentioned before, Google rankings are based on computer formulas which calculate the relevance of a website to a particular search term. A key factor in these formulas is the “popularity” of the website among those interested in a particular subject.

For example, how many Chicago Cubs fans think that a website called “Chicago Cubs Baseball Cards” is relevant to their interests? The main way that Google figures this out is by counting the number of websites that have bothered to [link](#) to it. If 500 websites about the Chicago Cubs provide visitors with a link to the website “Chicago Cubs Baseball Cards,” this will tell Google that many website owners think it’s a very relevant website to people interested in the Cubs. Each of these links is a “vote” for the website.

The baseball card website will have been fortunate enough to have received 500 links. From the viewpoint of the “Chicago Cubs Baseball Cards” website, these are called “backlinks.”

Google counts the backlinks and also notes their “quality.” A backlink from a site called “Chicago Cubs Fan Club” that has hundreds of visitors a day would be a high quality link for the baseball cards website. A backlink from a website about bear cubs that has one visitor a day would not be considered high quality by Google because the site really isn’t relevant or authoritative on the subject of baseball cards and isn’t very popular either. Its vote doesn’t count for much.

As a note, analyzing backlinks is the innovation that shot Google to the top among search engines. Google is able to determine the relevance of websites to searchers by learning how popular these websites are among authoritative, popular websites on the same subject. Other search engines soon adopted this innovation and are working on catching up with Google.

Increasing the number of your backlinks, particularly relevant backlinks from popular sites, is the heart of off-site SEO. The good news is that off-site SEO is not particularly difficult once you know how. All you really need is to put in the necessary time or to hire someone who will. Chapter 3 gives you step-by-step instructions.

Backlinks

Here are the major ways to get backlinks from other websites:

Directories – Directories, for example, [YellowPages.com](#), are similar to print Yellow Pages. A directory might list all the websites of electricians or veterinarians or cat adoption agencies in your city. They also give contact info and a link to each website. Directories provide visitors with lists people, groups, organizations, and businesses of various types.

Internet directories almost always include a link to a business's website, but only if they can find it or it's provided to them. Submitting your company's website to Internet directories is a simple and common way to accumulate backlinks. This is the technique covered in Chapter 3 with step-by-step directions.

Local Business Maps – You may have noticed that when you search for an electrician or plumber in your city, a map comes up showing you where several are located. For example, here's the map that comes up if you're looking for an electrician in Los Angeles:

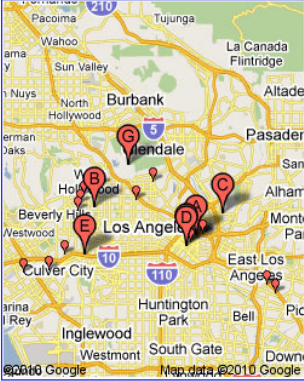
About 980,000 results (0.18 seconds) Advanced search

Los Angeles Electrician
www.laelectricalservice.com 800-982-3022 Lifetime Work Warranty Service in 1 Hour with 10% off Work

Los Angeles Electrician
www.usaelectric.com **Los Angeles Affordable Electrician** since 1985 24/7 Licensed, Insured.

Electrician Los Angeles
www.TheElectricConnection.com Lifetime Guarantee On All Our Work Call 800-990-9490 For Free Estimate

Local business results for **electrician near Los Angeles, CA**



A [The Electric Connection](#)
www.theelectricconnection.com - (213) 401-2334 - 13 reviews

B [A Custom Electric](#)
www.acustomelectric.com - (323) 428-4656 - 22 reviews

C [Los Angeles Power Up Electric Inc., Electrical Contractor](#)
www.powerupelectricinc.com - (800) 317-4678 - 2 reviews

D [BK Electric Company Downtown Los Angeles](#)
www.bkelectricservices.com - (323) 386-4772 - 2 reviews

E [Powell Electric](#)
powell-electric.com - (800) 660-8076 - 16 reviews

F [Us Electric Company Los Angeles](#)
www.y9electric.com - (213) 291-9440 - 2 reviews

G [Branover Electrical Contractors](#)
www.branovercontractors.com - (323) 656-4262 - 6 reviews

[More results near Los Angeles, CA >](#)

Sponsored links

Metro Service Electrician
20% Off All **Electrician** Services.
Call (323) 203-0268 For A Quotel
[MetroElectricService.com](#)
Los Angeles, CA

Need An Electrician?
Submit Your Project & Get Free Estimates From Local **Electricians**.
[www.BidClerk.com](#)

Electrical Contractor OC
Electrician for the Orange County area. - Big Mike **Electric** -
[www.BigMikeElectricalContractor.co](#)

Find A Local Electrician
Compare Licensed **Electricians**.
Get Free Estimates Online.
[www.ElectriciansNetworks.com](#)
Los Angeles, CA

Electrical Service
Commercial, Industrial troubleshoot testing and commissioning
[www.chielectric.com](#)
Los Angeles, CA

Electrician
Electric Trouble? Find the Right Company for the Job - Angie's List.
[www.AngiesList.com](#)

Electrician
Mike Diamond Services is Near You Fast, affordable service Now.
[MikeDiamondService.411asap.com](#)
Los Angeles, CA

Electrician Low Cost / LA
Rewire, New Service, Lighting
Free Estimates call (626)497-2460
[www.electricalservicesite.com](#)

Los Angeles Electrician - The Electric Connection, Electricians ...
Los Angeles electrician servicing Los Angeles since 1979. 100+ Customer Reviews. Lifetime Guarantee. Call 800-990-9490 for a free estimate.
[www.theelectricconnection.com/](#) - Cached - Similar

Los Angeles Electricians in Los Angeles CA Yellow Pages by SuperPages
Directory of Los Angeles Electricians in CA yellow pages. Find Electricians in Los Angeles maps with reviews, websites, phone numbers, addresses, ...
[www.superpages.com/.../C-Electricians/S.../T-Los+Angeles/](#) - Cached - Similar

Electricians in Los Angeles, CA on Yahoo! Local
Electricians in Los Angeles, CA on Yahoo! Local Get Ratings & Reviews on Electricians with Photos, Maps, Driving Directions and more.
[local.yahoo.com > ... > Construction, Repair, & Improvement](#) - Cached - Similar

Lighting Santa Fe Springs: Los Angeles Electrical Contractor ...
If you're looking for lighting, **electrical** contractor and **electricians** in Orange County, Santa Fe Springs and Los Angeles!
[www.jrgelectric.com/](#) - Cached - Similar

powell-electric
The Wizards of Wire™ Anything and Everything **Electric** There's a good chance you're ... Los Angeles County. Agoura, CA **Electrician** · Alhambra, CA **Electrician** ...
[www.powell-electric.com/](#) - Cached - Similar

ETI - Electrical Training Institute of Southern California
The Los Angeles County Chapter, National **Electrical** Contractors Association (NECA) and the International Brotherhood of **Electrical** Workers, Local 11 (IBEW) ...
[www.laett.com/](#) - Cached - Similar

The businesses lettered “A,” “B,” “C,” etc. are called “Local Map” listings. Google, Yahoo, and Bing all list businesses on Local Maps for free. Click on the business name and you can see its address, phone number, and a link to its website if it has one. A listing in Local Maps is another good way to get highly relevant backlinks. In addition, of course, if you’re high on your Local Maps, you’ll get visitors clicking on the Map link to your website.

Showing up high on Local Maps is a little trickier than getting listings in directories. If you would like to improve your rank on your Local Map, give us at HappyContractor a call at (800) 990-5811.

Blogs – The word “blog” is short for “Web Log” and is a type of website. The idea is that someone who is interested in politics, for example, might regularly post on their blog website a “log” of their comments on the political scene.

If you were to create a blog about HVAC, for example, you could post tips that homeowners might find useful. Visitors could read your tips, comment on them, and e-mail them to friends. With every tip, you could include a link to your company website that would add to its backlink count.

Alternatively, you could add a blog page to your existing website. Even though the blog is part of your own website, Google would still count links from it to other parts of your website as backlinks.

Forums – Forums are websites where people with similar interests can join in discussions. For example, on [Electrician Talk](#), electricians can discuss the best ways to lay wire or get new customers. They communicate by typing in messages that are then posted on the forum website for other electricians to read. Each time you post a message in a forum, you’ll leave a “signature” at the end of your post which can include a link to your company website. Google would count these as valuable backlinks.

E-zine Articles – E-zine websites are Internet magazines. They publish lots of short articles about various subjects. If you type in a search on “how to get rid of fleas,” for example, very likely a link to an article on fleas in an e-zine will come up in Google.

Here’s an example of how you can use e-zines to accumulate backlinks. Let’s say you’re a plumber. You or someone you hire could write an article about preventing clogs in household drains. Then, you could submit the article for publication in an e-zine. At the end of the article, the e-zine will allow you to provide a brief description of the author and a link to your website. This can be a valuable backlink to your website because it appears in an article relevant to plumbing.

Social Networking Websites – Some examples of social networking websites are [Facebook](#), [YouTube](#), and [Twitter](#). These are websites which people visit to see what their friends are up to and to share news and ideas.

If you join a Social Networking Website, you'll be given a webpage where you can post messages and photos for your friends. These messages could include news about your company, tips, coupons, and also a link to your website. This link will add to your backlink count and will be a quality link if it's embedded in text relevant to your trade. If visitors click on this link, you'll also get more visitors to your website.

Visitors to your Social Networking page can add comments that can build up the relevant content of your webpage. If they have their own Social Networking page, they can also add links to your Social Networking page or your company website.

If you or someone in your company likes relating to friends or colleagues on the Internet, check out Social Networking Websites. If you're interested in a site where professionals gather, check out [Linked In](#). If you're interested in site where people who share particular interests gather, check out [Ning](#).

SEO and the Virtue of Patience

If you're in a competitive market, SEO takes **PATIENCE**. It's a matter of doing a bit of SEOing week after week and climbing up the pages until you're on Page 1 and then, doing more SEO week after week, and climbing into one of the top three spots on Page 1.

In the meantime, customers will give you a call because they've heard about your company and looked up your website, or they clicked on your Pay-Per-Click ad, or maybe they found a link to your website somewhere else on the Internet. So, you can still get visitors to your website even without ranking high in search engines.

SEO Techniques to Avoid

There are many SEO techniques for speeding up the process of getting websites to link to you. Some are considered "Black Hat," meaning unethical. If Google detects Black Hat techniques, it may lower the rankings of a website or even ban the website from the results it shows searchers. Here's a list of SEO techniques considered by Google to be Black Hat. It's safest to avoid them.

Throw-Away Directories.--Throw-away directories are set up largely or entirely for the purpose of giving links to businesses who list with them. The directory invites businesses to create listings and frequently requests payment or a link

from your business website (a reciprocal link). Throw-away directories also profit by selling ad space on their website so their pages are often loaded with ads. They tend to be poorly organized with many types of businesses jumbled together.

However, there's no clear-cut line between throw-away directories and legitimate directories. Throw-away directories are junkier and less inviting to searches by customers who are looking for businesses. The general rule that Google wants you to follow is not to pay for a link nor give a reciprocal link.

You may be solicited by services which offer to get you into "hundreds of directories." Many of these are likely throw-away directories. It's not worth paying to get into these directories and, if reciprocal links are given or money paid for the link, your rankings could be lowered.

Reciprocal Links – Owners of websites may offer to link to your website if you'll link to theirs. That would be giving a reciprocal link, a practice generally frowned on by Google.

In some situations, reciprocal links are legitimate, however. You might want to provide your visitors with a link to your wholesale house. Your wholesale house might want to support you by providing a link to your company's website. Here the reciprocal links reflect a legitimate relevant business relationship.

Avoid large-scale and indiscriminate reciprocal linking with unrelated websites.

Paid Links – Don't pay directories to list your business so that they will link to your website. There's one exception to this rule, Yahoo Business Directory, as noted in Chapter 3.

Google has always said that they don't allow the practice of buying links, but now they're getting better at figuring out who is doing the buying. They've warned recently that they will be penalizing this Black Hat SEO technique more consistently.

Link Farms – Link Farms are websites that offer to give you links from many other websites provided that you create a page in your site that links to many other websites. Link Farms set up a network of inter-linking websites, each one of which includes a page full of links to other websites. It's simply a bogus way to make it appear that your website is extremely popular with other websites. Creating a page of links to other websites involved in a Link Farm doesn't work and can easily get you into trouble with Google.

Hiring a Black Hat SEOer – You may be approached by an SEO expert who promises to quickly move your site up the Google rankings. It's important to know if you can trust that the SEO expert will avoid Black Hat techniques. Black Hat

techniques for accumulating backlinks can work spectacularly at first. However, once the search engine checks for SEO tricks, your rankings can plummet and your site's reputation with search engines can be damaged.

Google's sophistication at picking up on Black Hat SEO is increasing all the time. So, a technique that paid off months or years ago may now simply cause you trouble.

There are many "White Hat" SEO techniques for accumulating backlinks for your website. A good way to start is to get your website listed in legitimate directories. The next chapter gives you step-by-step instructions on how to do this.

How to Attract Customers To Your Website

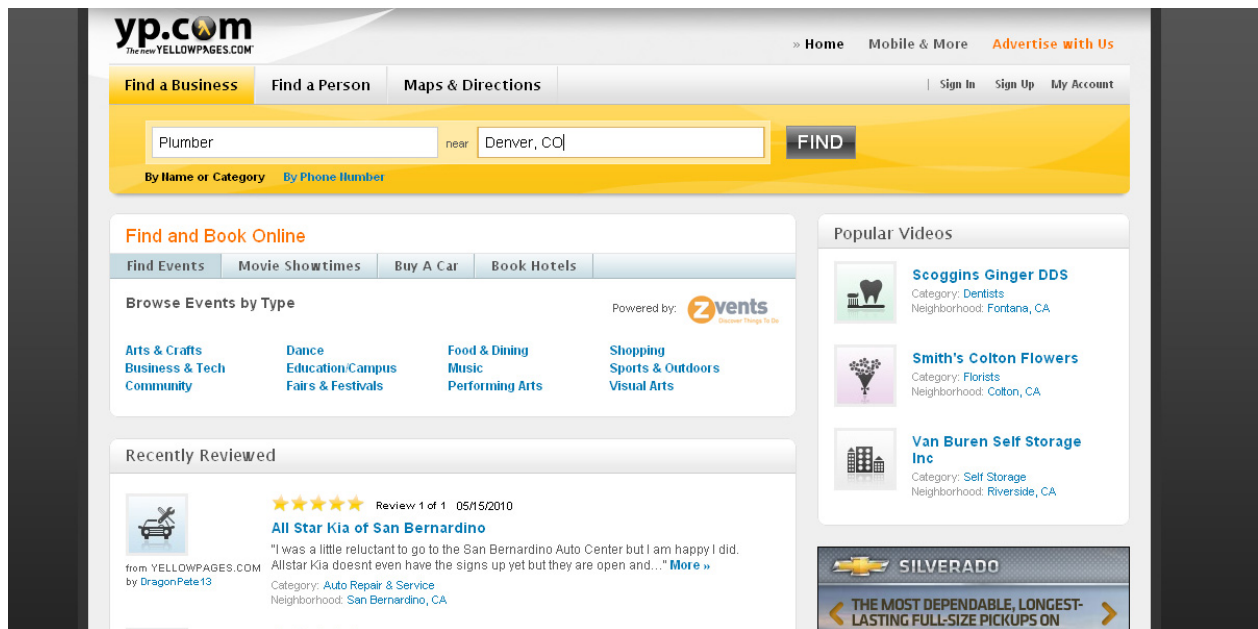
Chapter 3 -- How to Get Backlinks from Directories

You can push your website towards the top of Google and other Search Engine results with Search Engine Optimization (see Chapter 2). Increasing the number of backlinks from websites that link to yours is one of the most important SEO techniques.

This is a simple step-by-step method for increasing your backlinks. It takes time and energy to place backlinks in directories, but the procedure is relatively simple to learn. Another advantage is that once the directory gives you a backlink, it will keep working for you for a long time.

What Is an Internet Directory?

A directory is a website that lists businesses of various types. For example, www.YellowPages.com lists businesses in various categories just like paper Yellow Pages. Here's the homepage of this directory www.YellowPages.com.



Customers looking for a contractor can go to www.YellowPages.com, type in “plumber Denver” and find lots of names of plumbing companies along with their contact info and a link to their website. The customer clicks on a link and is taken to a Denver plumber’s website.

Your website is possibly already in www.YellowPages.com because this directory searches paper phone books and other sources to fill their webpages with links to businesses. www.YellowPages.com may also have phoned you and asked you to buy a larger ad. Just like the paper Yellow Pages, you get a small listing for free but have to pay for larger ads.

While you may be in www.YellowPages.com, you may never have gotten a customer as a result of your listing. Few directories will actually send you customers because few are relied on by customers when they're looking for a business. Directories make money by selling ads and in some cases by selling the opportunity to be listed at all. They don't make money by sending you customers.

Occasionally, you will get a customer who clicked on a link to your website in a directory. But the real value to you is that the directory's link to your website adds another "backlink" to your backlink count. In the eyes of Google and other Search Engines, your backlink count indicates the popularity of your website and the likelihood that searchers will find it useful. Search Engines place more popular sites higher in their rankings.

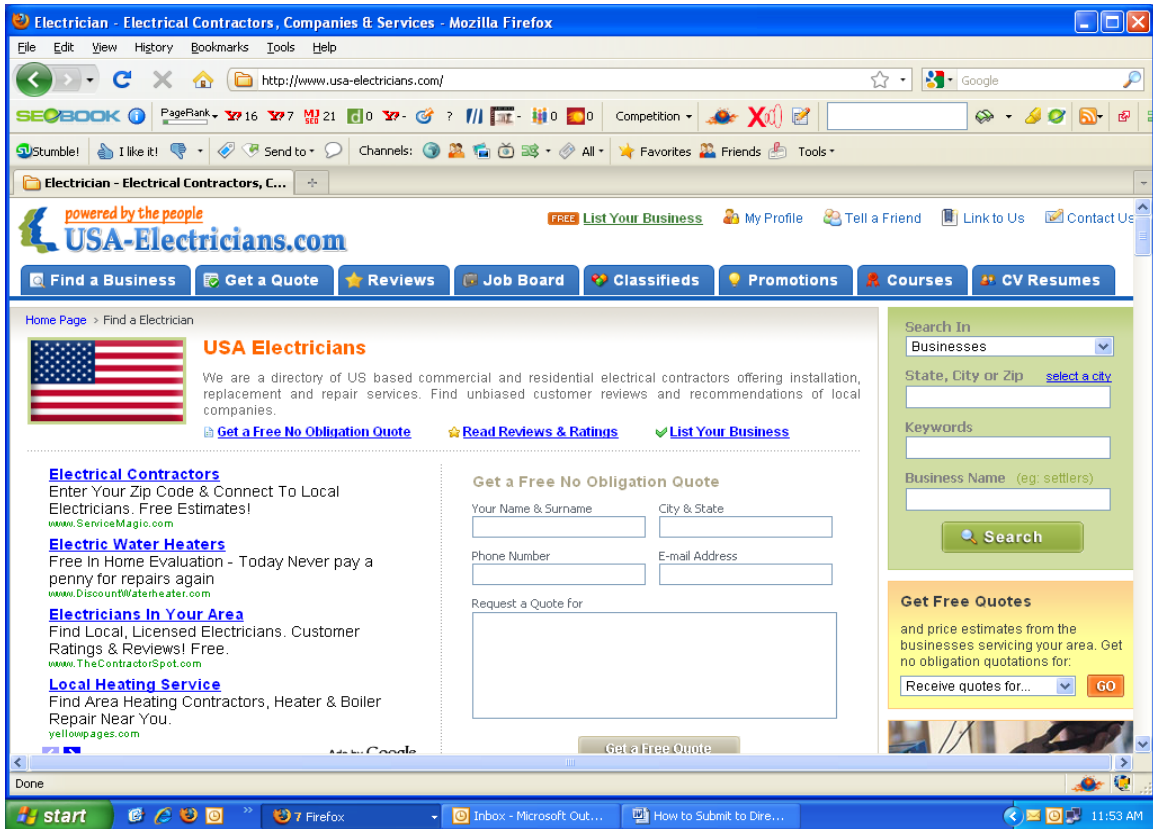
Examples of Other Directories

You may be familiar with <http://www.MerchantCircle.com>, www.CitySearch.com and www.SuperPages.com. Like www.Yellowpages.com, these directories list all types of businesses in various categories. They're considered "General Directories."

Links from General Directories that give the same address and phone number that appear on your website will tell Google that the phone and address on your website can be trusted. It also tells Google that your business has been around long enough to get listed. Google wants to earn the trust of searchers by directing them to legitimate, established businesses. It counts backlinks from directories as a vote of confidence by those who should know. So, your first step is to get into General Directories if you're not already listed.

After getting listed in General Directories, the next step is to get listed in directories that specialize in contractors or plumbers, electricians, etc. Then, the link is coming from a site closely related to yours and, in Google's view, is a more valuable "vote."

Here's an example of a homepage for the directory, www.USA-Electricians.com.



This would be an excellent directory for an electrician to get listed in. Even better for an electrician in New York City would be a directory called “New York City-Electricians.com.” Then, Google would think, this guy really is a New York City electrician and should come up in the results when a customer is searching for one.

Which Directories Should You List In?

With one exception, we recommend only free directories, ones that don't charge you to get listed. The one exception is Yahoo Business Directory <http://dir.yahoo.com>, which for some reason, Google considers a valuable directory and doesn't consider as a paid link.

We've attached a list of General Directories and a list of directories of contractors. We recommend that you submit your information to directories in the sequence that they appear on these two lists. The sequence reflects, in a general way, the importance of the directory and the ease of submitting to it.

Can't You Pay Services to Get You Into Directories?

You may have seen some services on the Internet that say they'll submit your website address to thousands of directories. Right about now, you might be wondering if that wouldn't be a good idea.

Sometimes the service will submit your information with software. Sometimes a real person, probably in Asia or somewhere like that, will type your info into a form. However, most of these are so-called "throw-away" directories. They will not be considered valuable backlinks by Google. We've tried this approach and if it helps at all in rankings, it doesn't give a visible boost. You would particularly want to avoid paying the directory or putting a link on your website to the directory. These techniques can lower your rankings with Google.

You want to be in **quality** directories, many of which are related to contracting, that prohibit entries by computer software and require that their submission forms are hand-typed.

There are some premium services that are selective about their directories and hand-submit. If you're interested, you can give us a call about this.

How Many Directories Should You Submit To?

Submit to as many directories as you have time for. The more backlinks to your website, the higher you can rank in the Search Engines. But don't submit to them all at once. **You want the Search Engines to see natural-looking growth in backlinks**, and not believe that you just decided to SEO your website. As a guesstimate, the most directories that you should submit to in a month is 25, spread out over the month.

Directories don't add your site the moment that you submit nor does Google find the links immediately, which further spreads out the timing of your increase in backlinks.

To create natural-looking growth of your directory entries, it's also important to vary the text that you submit to each directory. After you've done a few submissions to get the hang of it, you can read more about this in Chapter 5.

Will All Directories Accept My Listing?

The websites in your List of Directories are higher quality. Many care about their listings and will reject submissions that would lower their quality. Here are two quick tips:

- Write your listing like you were a staff writer for the directory, describing your company in a pretty objective way. Avoid hype, ALL CAPS, and exclamation marks!!!!
- Include the name of your trade and the city where you get most of your business at the beginning and the end of the description of your company.

More on these points in the Chapter 5.

8 Steps for Getting Backlinks from Directories

Step 1: Create an e-mail address especially for directories.

When you give directories your e-mail address, you can expect e-mails back. Give a valid e-mail address because many directories will send you a verification e-mail asking you to reply before they list your company. However, give an e-mail address that you're pleased to receive spam at, not your main address. You can create a new free e-mail address for yourself at [Yahoo](#) or [Gmail](#).

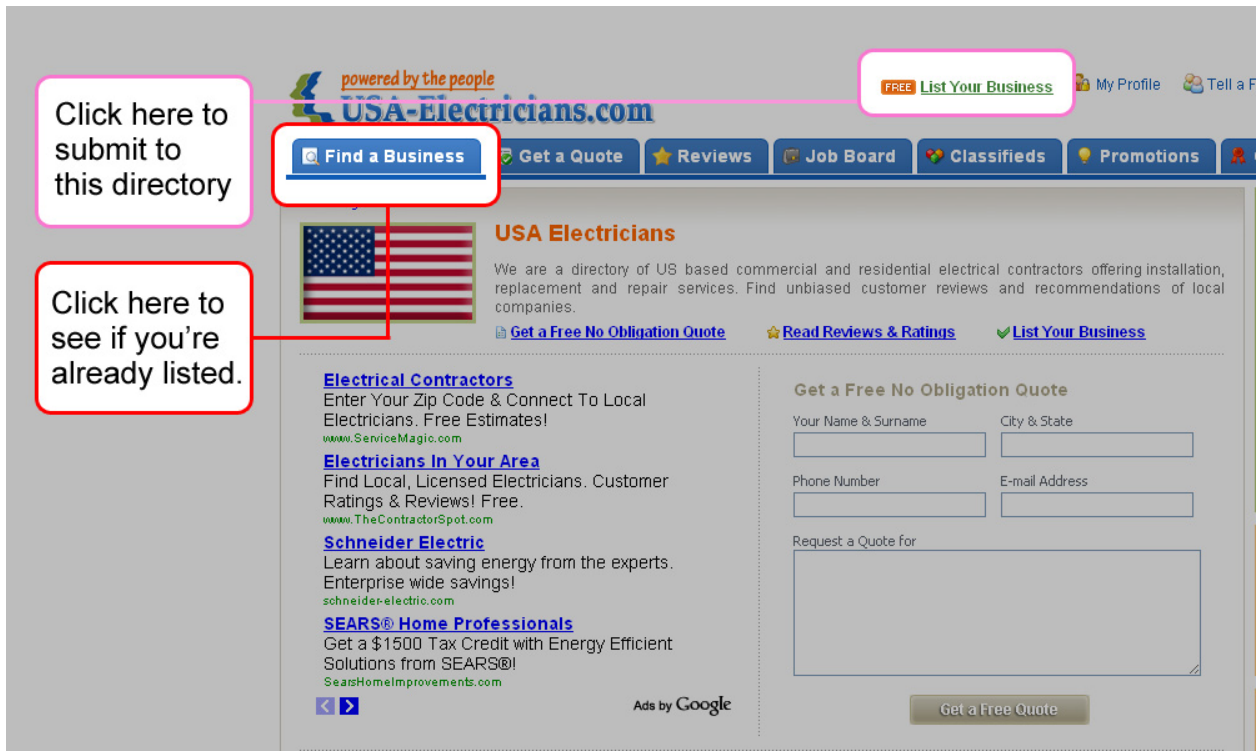
Step 2: Find the List of Directories in Chapter 4.

Also make some copies of the Directory Submission Record. These can either be digital or paper. Use these pages to keep track of which directories you've made submissions to. If you leave the original blank, you can make more copies as needed.

Step 3: Go to the first directory Internet address on the List of Directories.

Step 4: Find out if you're already listed.

Here's an example of a homepage of a directory website called "USA-Electricians.com:"



To see if you're already listed, click on the tab at the top left called "Find a Business." The wording may vary with different directories. Click on this tab and a Search Box will come up. Type your company name, city, and state to see if the directory has already found your company. If it has, check over your listing to see that it's accurate. If you're happy with the listing, write "By (today's date)" on your List of Directories under "Entry Date." For example: By Apr. 30, 2010.

If the listing is inaccurate, particularly if the contact info is incorrect, look around the page to see if there's a way to edit your listing. You want your contact info to be accurate because Google will verify the contact info on your website by checking it against what directories say about you. They should match.

The page might say something like, "Edit" or "Do you own this website?" or "Claim this listing." Most directories will want you to identify yourself before you're allowed to edit the listing.

Another possibility is that if you return to the homepage, you'll find a button that says, "Advertisers Log-In" or something that suggests that as the business owner, you'll be allowed to make an entry. In the case of USA.-Electricians.com, you could click on "My Profile" or "List Your Business" towards the top right.

Some directories are not set up to allow editing of an entry. That's something to keep in mind when you submit your websites to directories – check your submissions before you submit. On the other hand, there are hundreds of

directories on the Internet. If a few of your entries are inaccurate or aren't as good as you'd like, there are many more directories that you submit to.

Step 5: Create a listing.

If you aren't yet listed in the directory or aren't happy with your listing, particularly if your contact info is wrong and you can't change it, submit a new listing.

Look for somewhere on the homepage of the directory where it says something like "List Your Business (as in this directory)," "List Your Site," "List Your URL" (website address)," or "Advertise With Us." Sometimes it's obvious where to click, sometimes not. Look high and low – sometimes it's at the very bottom of the page.

On USA-Electrician.com, shown in Step 4, click top center on "List Your Business." When you do, here's the page that comes up:

The screenshot shows a web browser window titled "List Your Business - Mozilla Firefox" with the URL "http://www.usa-electricians.com/pages/registration.php". The page content includes a form titled "Enter Your Business Details:" with the following fields and values:

- Business Name: **Smith Bros. Electrical Services**
- State: California
- City: San Francisco
- Street Address: (empty)
- Zip / Postal Code: (empty)
- Phone Number: (empty)
- Website: (empty)
- Business Description: **Smith Bros. Electrical Services Provides Residential and Commercial Electrical Services Including Electrical Repairs, Electrical Troubleshooting, Electrical Panel Upgrades, House Rewires, New Circuits and Outlets Installed, Smoke Detectors and More. If you have an Electrical job that you want to discuss, please give us a call and we'll be happy to give you a free estimate.**
- E-mail Address: **smithbros@emai.com**
- Password: **123456**

Additional form elements include a checkbox for "Allow the editorial team to enhance my profile" and a "Full Page Advertisement" section on the right side of the page.

First, fill in all of the required blanks, the ones with a red asterisk *.

BUSINESS NAME (sometimes called "Title") Here is what we often type in for our electrical company: The Electric Connection -Your Electrician in Los Angeles. This is usually the title of the entry that visitors will see. Often the directory turns this into the link that visitors can click on to go to your website. Some directories

allow no more than your business name and will mention that. In any event, your title should be limited to about 50 characters.

STREET ADDRESS The submission form for USA-Electrician.com above asks for a physical address but doesn't require it. Some directories require a physical address before they will process your submission. It's desirable to fill in a physical address, even if not required, because it allows Search Engines to verify the address that you list on your website.

Let's say that you're a plumber in the Boston area and you want to attract customers who search on "plumber Boston." It's best if you give the directory a Boston address. Your directory listing with a Boston address will be third party verification to Google that you're a Boston plumber. It's also desirable not to include a Unit Number as such numbers suggest that the address may be a mailbox rather than the physical address of your office.

PHONE NUMBER Always type in the same contact info that appears on your website. List your local phone number. If there's a space for another number, you can add your toll free number, but a local phone number will help Google verify that you really work out of the neighborhood that you claim to.

WEBSITE Type in your website address, sometimes called "URL" or "Domain Name." Put it in as: www.YourWebsite.com or <http://www.YourWebsite.com>, exactly the way the directory requests. Occasionally, a directory wants a forward slash / at the end, for example, www.YourWebsite.com/. Do not use a website address that re-directs to another site. Do not use website addresses that have something after a forward slash, for example, www.YourWebsite.com/AboutUs.php (unless the directory says "deep links" or "interior pages" are allowed). Follow the directions exactly. This is the hot item – you want the directory to link to your website address.

BUSINESS DESCRIPTION We type in something like this for our electrical company:

Providing residential and commercial electrical contracting services in and around Los Angeles including panel upgrades, home lighting installation, house rewires, and other electrical services. Your licensed electrical contractor for Los Angeles.

There is usually a limit on the number of characters (including letters, numbers, symbols, and spaces) that you can type in the description. A directory may limit the characters in the description to 100, 150, 250, 500, or some other number. The description above for The Electric Connection is 247 characters. If the directory tells you there's a limit but doesn't tell you the number of characters that you've typed, you can figure it out by trial and error when the directory doesn't accept your entry.

Or you can open up a Word document and type your description there first. This will also give you an opportunity to run Spell Check. Highlight your description and click on “Tools” in the Menu Bar. Then, click on “Word Count” for the number of characters including spaces.

If you write in Word, save your description as a Word Doc along with a note as to its length. You can speed up the submission process by recycling your Business Descriptions when submitting to later directories. As you’ll see in the Tips chapter, it will be desirable to be able to submit from among a variety of Business Descriptions rather than using the same Description in every directory.

PASSWORD, USER NAME The directory will usually ask you for a User Name and password. The submission form for USA-Electrician.com (above) asks only for a password. If your contact info changes later, many directories will allow you to edit your entry. **Write your password and User Name on your Directory Submissions Record** (attached).

CONTACT PERSON Many websites require the name of a Contact Person. This one doesn’t. Give the name of a receptionist or someone else who is contactable. This name is sometimes visible to the public who read your listing, sometimes not.

E-MAIL ADDRESS Give a **valid** e-mail address that you’re also willing to receive spam at. See Step 1.

CATEGORY Most directories will put your entry into a category, just as paper Yellow Pages list HVAC contractors in one category and plumbers in another. USA-Electrician lists only electricians so doesn’t ask about your category.

When a directory asks for a category, you might need to click on a sequence of selections, each more refined than the prior one. For example, you might need to click on:

businesses→ services→ construction→ home improvement→ electrical

Other sequences of categories might include “home and garden” or your state or city. If it’s not obvious which category you belong in, you can click various options to see what’s available. Sometimes you’ll fit nicely into a category, sometimes not. Make an effort to choose the best category available because it will help you get accepted into the directory. Also, if visitors use the directory, they will be more likely to find you.

KEYWORDS USA-Electrician.com (above) doesn’t ask for a list of “keywords,” but some directories do. These are the words that visitors might type into Google

when searching for your type of business, for example, “electrician Las Vegas.” If you’re an electrician in Las Vegas, your keywords might be: electrician Las Vegas, electrical contractor, lighting, house rewires. List each keyword only once and punctuate your list as the directory requests – separating them with commas or whatever. Again, you can write your keywords in Word and cut and paste it into the directory submission form.

OTHER INFO Some directories (such as this one) ask you to select the option of a “Free Listing,” as seen at the bottom left of the page. Other directories ask you to make this choice before you get to the submission form. Sometimes the website will warn that Free Listings take longer to get entered into the directory. However, paying for links is considered “Black Hat SEO” and, if discovered, can lower your Google rankings or get your website dropped off the results entirely (“banned”).

If you see little boxes with checkmarks, read what they’re for. You might want to uncheck a box that’s already checked by holding your mouse over it and clicking on it. Often, these will be for adding you to mailing lists for ads.

On the USA Electrician.com page, you’ll see there’s a box already checked that says “Allow the editorial team to enhance my profile.” Even if it sounds beneficial, it’s still a good idea to check it out. Click on [What is this?](#)

Some directories will give you an estimate of how long it will take them to enter your listing. If so, figure out the projected entry date and enter it in your Directory Submissions Record.

Step 6: What if the directory asks for a reciprocal link?

Some directories ask you to put a link to them on your website, a “reciprocal link.” In the attached List of Directories, few or none ask for this. Google considers it “Black Hat” SEO and may at some point lower your ranking if they figure out that you’re trading links. Ignore requests for reciprocal links. Few directories that request it actually require it even when they say that they do. Go ahead with the next steps of the submission. If it turns out that the submission isn’t accepted without the reciprocal link, skip it and go on to the next directory.

Step 7: Review.

Check carefully for spelling, accuracy of contact info, grammar, etc. You may be allowed to preview how your entry will look. If so, definitely do so and edit. Once you’re entered into a directory, some will allow editing, some won’t.

Step 7: Click Submit.

Before you click Submit, you may be asked to decipher a weird code or fill in the answer to 1+1. This requirement is called a “captcha,” based on the word “capture.” The directory is checking to make sure you’re a human being. They’re trying to trip up software programs which might be creating computerized submissions that are incapable of captcha tasks. Occasionally,

you'll find directories where the task is also impossible for a human – the captcha code is truly undecipherable. If this happens, skip the directory and go on to the next.

Click Submit, generally at the bottom of the form. Every once in a while, you can see your entry in the directory as soon as you click Submit because you're typing right onto the page that your listing will appear on. However, generally your submission will go through a review period. Higher quality directories are monitored by a human being who reviews your submission to make sure that you've entered the correct category and your entry looks legitimate. That's why they're high quality. The kind of directory that Google values is one that is organized so that visitors can actually find tradesmen in the correct category.

Step 8: Check to see if the directory listed your company.

Check your e-mail every day or so. You will often receive an e-mail from directories that you've submitted to. Sometimes, the e-mail will just tell you that they received your submission. Sometimes, they'll ask you to click a link to confirm that you're the one who completed the submission before they enter you into their directory.

Many directories take about a month to enter your listing, though some take many months, and some may never enter it at all. These are free directories and ya take yer chances.

If you wrote down an estimated date based on the directory's review period, you'll know when to check the directory for your new listing. Otherwise, wait about a month before checking. Go to the directory and look for your listing by clicking on "Find a Business" or a similar button, just as you did in Step 3. This time, hopefully, your business will come up. If so, Congratulations! If not, check back later.

When you find your entry, note the date on your Directory Submission Record.

How to Attract Customers To Your Website

Chapter 4 – List of Directories

Easiest/Most Reliable General Directories:

About Us	http://www.aboutus.org
AOL Yellow Pages	http://www.AOLYellowPages.com
Bing	https://ssl.bing.com/listings/ListingCenter.aspx
City Voter	http://www.CityVoter.com
CitySearch	http://www.CitySearch.com
DexKnows	www.dexknows.com
Genie Knows	www.genieknows.com
Hot Frog	http://www.hotfrog.com
Ibegin	www.ibegin.com/directory/us/california/los-angeles
InsiderPages	http://www.InsiderPages.com
Intuit	http://business.intuit.com/directory/
Judy's Book	http://www.judysbook.com
Kudzu	http://www.kudzu.com
Local Google	www.google.com/local/add
Local.com	http://www.Local.com
MacRaes Blue Book	http://www.macraesbluebook.com
Magic Yellow	http://www.magicyellow.com/Add_Your_Business.cfm
Manta	http://www.manta.com
Merchant Circle	http://www.merchantcircle.com
Mojopages	www.mojopages.com
Open Directory	http://www.dmoz.org
Open List	http://www.openlist.com
Rate It All	http://www.rateitall.com
Superpages	http://www.Superpages.com
ThomasNet	http://promoteyourbusiness.thomasnet.com
Trust Link (Better Business Bureau site)	http://www.trustlink.org
Where2Go	http://www.where2go.com
Yahoo Local	http://local.yahoo.com
Yellow Book	www.yellowbook.com
Yellow Bot	http://www.Yellowbot.com
Yellow Pages	http://www.YellowPages.com
Yelp	http://www.Yelp.com
Zoom Info	http://www.zoominfo.com

Construction & Contractor Directories:

Abi Real Estate	http://www.abireal.com/how-to-submit/
Building Trades Directory	http://www.buildingtradesdir.com
Contractor US	http://contractor.us/submit.html
Great Possibilities	http://www.greatpossibilities.com
Home Plan-It	http://www.homeplan-it.com/
Local Home Expo	http://localhomeexpo.com/ContractorsShowroomsSubmission.aspx

How to Attract Customers To Your Website

Chapter 5 – Tips on Directory Submissions

Try submitting to a few directories to get the hang of it. Then you're ready to speed up your submissions and also improve their usefulness by following the tips in this chapter.

Write Your Titles and Descriptions in Advance

If you write Titles and Descriptions on a Word Doc, you can cut and paste them into directory submission forms. This has advantages. You can:

- 1) Edit carefully, including running Spell Check.
- 2) Create descriptions of your company which have different character lengths. You can count characters or words with the Word Count feature in Tools in your M/S Word Menu Bar.

Writing in advance allows you to create a catalog of descriptions that are different lengths. Then, you can cut and paste what you need into each directory.

Vary Titles and Descriptions

Your Titles and Descriptions should be at least slightly different for each directory. Why? This suggests to Google that your entries were created by the directories themselves. Of course, sometimes you'll find this has happened – the directory has created an entry for you. Google prefers this because it wants to know what the world thinks of your company, not that an SEOer is getting backlinks for you.

Google and the other Search Engines are always increasing their sophistication in finding out whether your website is getting backlinks because other people truly consider your site valuable or because you're a good SEOer. You can expect this trend to continue. So, make your entries in directories as "organic" and natural as possible, as if the directory itself created your entry.

To give an example of varying, first here's one Title and Description for our electrical company, The Electric Connection:

BUSINESS NAME

The Electric Connection-Your Electrician in Los Angeles

DESCRIPTION

Providing residential and commercial electrical contracting services in and around Los Angeles including panel upgrades, home lighting installation, house rewires, and other electrical services. Your licensed electrical contractor for Los Angeles.

Variation:

BUSINESS NAME

The Electric Connection-Los Angeles Electrician

DESCRIPTION

Residential and commercial electrician serving the Los Angeles area since 1979. Services include: home lighting, panel upgrades, and all other electrical installations and repairs. Your licensed electrician in Los Angeles.

You can change the words, the order of the words, and/or the content.

Use Keywords in the Title and Description

Keywords are the words your customers will type into Google or other Search Engines when looking for your type of service in your city. For example, "plumber San Diego." If possible, fit your keywords into:

- 1) Title or Name that you include in your submission. It's great if your company name is, for example, "San Diego Plumber." Our company name is The Electric Connection, so we add a tag whenever the directory allows it: The Electric Connection-Los Angeles Electrician.
- 2) Put your keywords at the start of your Description and again at the end. We've done that in both of the descriptions for The Electric Connection shown above.

The more often Google sees that a website is talking about plumbers in San Diego (because that's what you put in your entry) and then links to your website, the more that Google will think your website is relevant when searchers type in "plumber San Diego."

What Are Your Keywords?

You can read lots of Internet articles about how to figure out what customers are likely to type to find you. Later, you may want to put some time into this for your particular company in your particular city. For now, you may wish to follow our general research results. Many customers who are looking for a plumber in, let's say San Diego, will type one of these three "search terms":

plumber San Diego
San Diego plumber
plumber in San Diego

The search terms are listed in the order of the frequency with which they're typed, with "plumber San Diego" being by far the most frequent. If you're an electrical contractor in San Diego, substitute the word "electrician" and you have your keywords. (Most homeowners do not type in "electrical contractor," though general contractors looking for a commercial electrician might.)

It's a little more complicated for an HVAC contractor because there are so many possibilities – furnaces, A/C, air conditioning, HVAC, etc . We've found that these are the best keywords:

heating and air conditioning San Diego
San Diego heating and air conditioning
heating and air conditioning in San Diego

Use Related Keywords in Your Description

If a directory entry for your plumbing company uses the words "San Diego plumber" and then also talks about **leaks**, **plugged drains**, and **rooting**, the words in darker type are called "related keywords." Search Engines would expect that if you're really a plumber in San Diego, you'll do things about leaks, plugged drains, and rooting. Your Description should naturally include these sorts of related keywords.

Avoid Hype and Ad Copy in Your Description

The directory is more likely to give you a free listing if it reads like one of their staff writers wrote it for the benefit of visitors. Your company Description should give a somewhat objective-sounding company description without hype, ALL CAPS, and exclamation marks!!!!

Omit Information That Might Change

Directories don't want to include information about prices or specials. They want a listing for your company that will be valid for a long time.

Omit Contact Information from Your Description

The directory will ask for your contact information elsewhere in its submission form and will list it as part of their entry for your company.

Use Good English

If you write your entry's title and description in Word first, you'll have a chance to check grammar and spelling. If that's not sufficient, ask someone to proofread it.

Use usual capitalization. Many directories don't like all caps or capitalization of the first letter of each word. Your entry in the directory is more likely to be accepted if it's in good English. In addition, it will represent your company well should it be in a directory that your customers visit.

Trouble? Call HappyContractor at (800) 990-5811 and ask for Wendy.

How to Attract Customers To Your Website

Chapter 6 – How to Find More Directories

After working your way through the entire list of directories that we've provided for you, you should continue submitting to other directories. These should relate to your trade and, if possible, target your city.

One of the easiest ways to find such directories is to search on Google for your trade in your city, and then see which of your competitors come up first on Google maps. Since it makes sense that the companies positioned highest on the maps would have submitted their business listing to the most relevant directories, find out which directories they've submitted to and submit your company to the same ones. Here are step-by-step instructions:

Step 1: Enter Your Keywords into Google

Search on Google by entering your trade along with your city and state in the Google search bar. In this example, we've entered: **electrician Los Angeles**

The screenshot shows a Google search for "electrician los angeles". The search bar contains the text "electrician los angeles" and a "Search" button. Below the search bar, it says "About 980,000 results (0.18 seconds)" and "Advanced search".

The search results are divided into several sections:

- Sponsored links:** Three results for "Los Angeles Electrician" from websites like laelectricalservice.com, usaelectric.com, and TheElectricConnection.com.
- Local business results for electrician near Los Angeles, CA:** A map of Los Angeles with several red pins labeled A through G. To the right of the map is a list of businesses with their names, websites, phone numbers, and review counts. For example, "The Electric Connection" has 13 reviews, "A Custom Electric" has 22 reviews, and "Powell Electric" has 16 reviews.
- More results near Los Angeles, CA >**
- Additional search results:** Several organic search results for "Los Angeles Electrician" from various directories and websites, including "The Electric Connection", "SuperPages", and "Yahoo! Local".
- Sponsored links (right side):** A vertical list of sponsored links for "Metro Service Electrician", "Need An Electrician?", "Electrical Contractor OC", "Find A Local Electrician", "Electrical Service", "Electrician", and "Electrician Low Cost / LA".

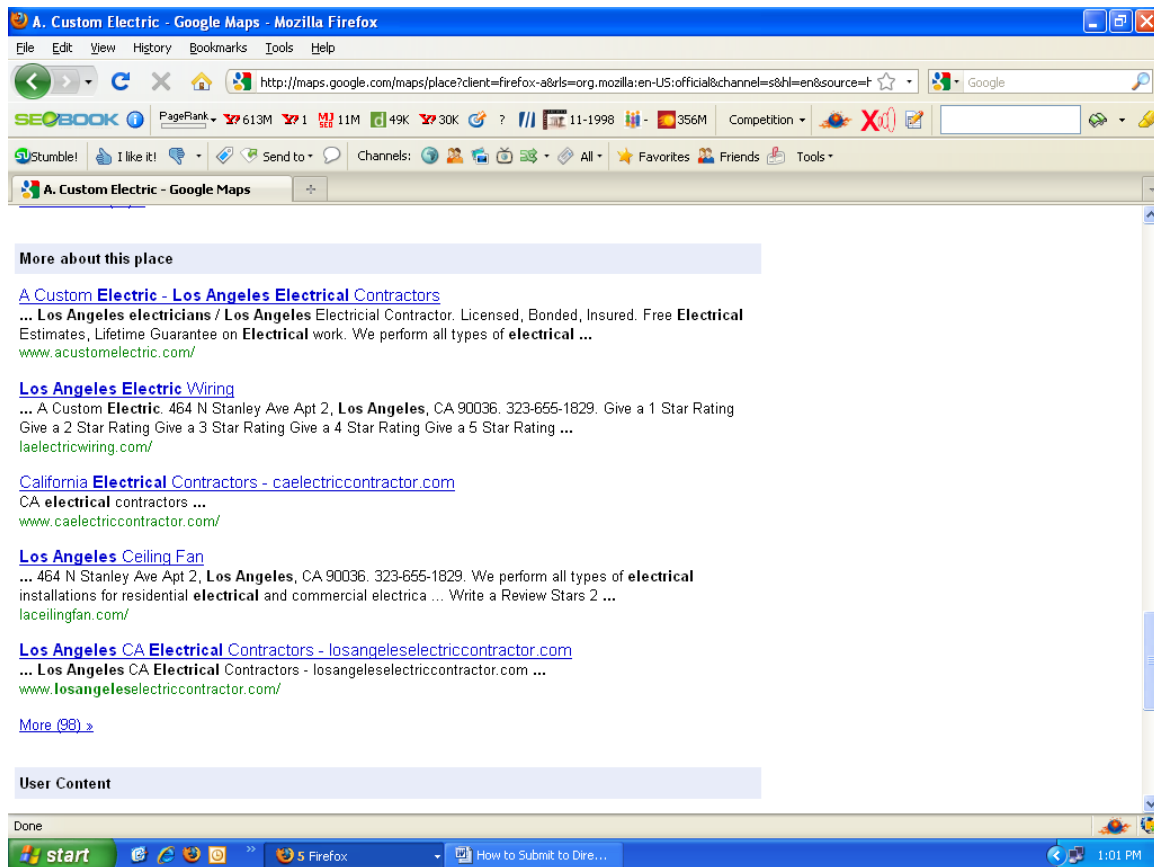
Step 2: Find the Map

Scroll down to the Map that shows electricians in Los Angeles. It will look something like the map pictured above.

Step 3: Find a High-Ranking Competitor's Directories

You want to find out which directories the competitor in Rank A submitted to. Click the "reviews" or "more information" link located just below this company's name. If you click directly onto the company name, you'll probably go to the company's website rather than to the Google page with the information you need.

Once you're on the page with the customer reviews and other information for the Rank A company, scroll down until you see a section just below the customer reviews called **More about this place**. Now you're looking at many of the directories that the company is listed in. This section will look something like this:



Step 4: Submit to Directories

The very first listing is usually the company's website (rather than a directory), so start with the next one. When you find a directory that you haven't yet submitted to, copy the website address (URL) and paste it into your web browser. Click and

you'll be at that directory. Make your submission and enter it in your Directory Submission Record.

Then, continue down the list of directories for your competitor in Rank A. When you've submitted to all of this competitor's directories, move on to directories that your competitor in Rank B appears in.

As you work your way down the list, you'll find that some directories are free to list with and that others require payment or demand reciprocal links. As mentioned in Chapter 2, avoid paid directories and do not give reciprocal links as Google has a rule against these practices.

You can continue to submit to directories until you run out of ones that you're interested in. So long as you keep the number down to 25 a month, you will be continuing to accumulate backlinks. Your competitors may be trying to accumulate backlinks also, so it's important to continue to work on your SEO.

If you have questions, call Wendy at HappyContractor (800) 990-5811.

You can use a copy of this form to record the directories to which you've submitted your website. See the example below.

To download a copy of this form as a Word Document, [click here](#).

DIRECTORY SUBMISSIONS RECORD
by
HappyContractor.com

My Website Address www.MyCompanyWebsite.com

Name of Directory	Directory Internet Address	Date Submitted	User Name	Password	E-Mail Address Entered in This Directory	Projected Entry Date	Actual Entry Date
Example Directory	www.ExampleDirectory.com	2/15/10	JoHan	1234	Jo@yahoo.com	3/15/10	By 4/3/15