

## Link Popularity through Directory Submissions

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Link Popularity means how many websites or pages are providing link to you. Link popularity is measured keeping both the quantity and quality of sites that link to your site. You can improve the rank of your website by increasing the number of high quality sites linking to your website. High quality websites are those sites whose page rank is higher than your own site.

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{bot\_wrgoogle}Directory Submission is one of the best way to get natural and one way links for your website. While optimizing your website you must concentrate generating more and more quality one way links. You can either submit your website to these directories at your own or engage some seo company to do the same on your behalf or install a directory submission software though it is not recommended by most of seo experts. Many SEO Experts, Web Directory owners and Search Engines do suggest to submit your links manually whereas you may find hundreds of thousands companies offering fast, easy and cheap software for directory submission. We will discuss one by one the advantages and disadvantages of automatic versus manual submission:-

1. Automatic Submission through Softwares - Automatic Submission is fast and easy and economic too, but most directories use Registration Code for every submission to protect from automatic submission. If you use some software to automatic submission, your submission will fail. There are high chances of improper category selection, if you submit to wrong category, it may be deleted. Another major problem you may face that your submission may be treated as spamming by the Directory owners and the rejection rate may be very high. Everyone hates spamming including search engines and so by the web directories.

2. Manual Submissions – Manual submission task is a labour intensive, time consuming and costly way to build inbound one way links but it gives you a better control in submission process. You submit your website to the most appropriate category and sub category. Many directories reject the submissions mainly because of wrong placement of the website. Most directories have already placed a system to prevent automated submissions in order to regulate quality listings and prevent junk submissions by automated softwares. Moreover while submitting your website to different directories, you must ensure that your submission meets the quality guidelines of each directory that includes right titles, descriptions and anchor text etc.

Now the most important question - can you run the link popularity campaign at your own or you should hire a SEO company for the same.

Do it Yourself - you can submit your links at your own as it is cost-effective and an opportunity to learn about seo techniques and moreover you retain complete control over your site and its link popularity campaign. If you are new to it, you can learn it here also

[http://www.softsolutionsindia.net/search\\_engine\\_optimization/optimize\\_website\\_at\\_my\\_own.html](http://www.softsolutionsindia.net/search_engine_optimization/optimize_website_at_my_own.html)

Hire a SEO Firm - If you don't want to shift your focus from the main function of your business, then you have to rely on some seo professional with a lot of knowledge and experience. You may also hire a full time person for this job but you have to pay regular salary with other benefits.

Sukhdeep Singh Komal is founder and CEO of Soft solutions, SEO company specializing in one-way link building campaigns. Offers natural search engine optimization, corporate blog, Website copywriting and article/ directory submission solutions.