

5QES Digital Online Directories

Mike Kaselnak
Founder of 5Q Group

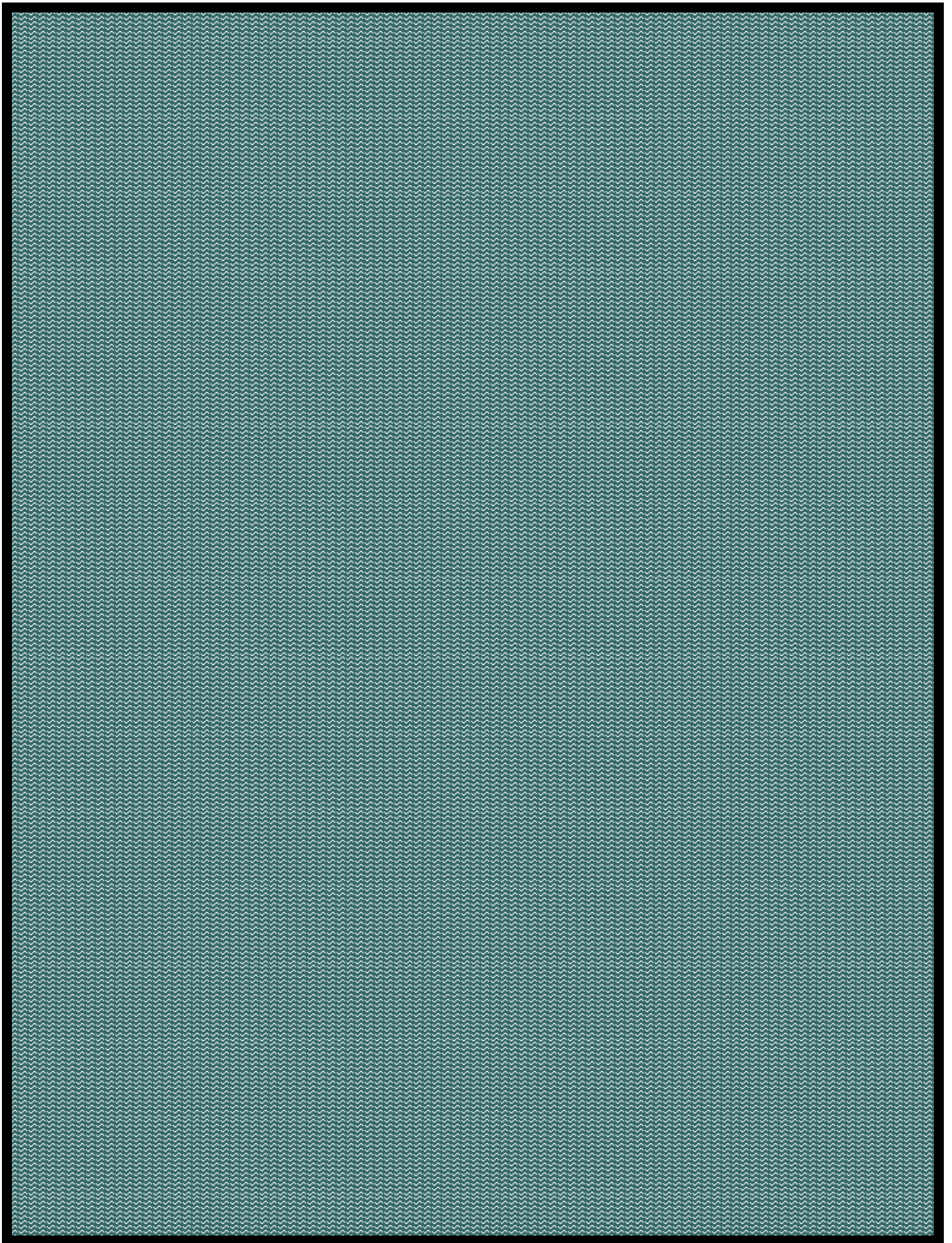



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Have you ever wondered why one of your competitor's website comes up on an internet search and yours doesn't? It's because of two factors...

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1. Content—they may have a site rich in content that mentions the same words the searcher is looking for like—stocks, mutual funds, tax help, financial advice, 401k, etc. This enhances their SEO ranking. It's not an easy thing to do...
 2. Online Directories—this ends up much easier to do and doesn't cost a cent.

Definition of Online Directory—A website submission service where your website is added to its corresponding category in a searchable online directory which enhances your sites visibility and makes it easier for the search engines to list your website.

There are over 300 million web searches a day and about half of those searches are people looking for local businesses to address their needs. That is why you must direct at least some of your marketing effort to making yourself easy to find on the internet.

After you have your website up (this guide assumes you already have a website, if not, get one), your next step to online presence and getting your website found is getting listed in online directories.

Being listed in several online directories including Google, Yahoo and Ask.com will make it possible for your website to come up when someone in your geographic area is searching for a financial advisor or a financial topic. The more directories in which you are listed the more likely this is to occur.

The great thing about this is its extremely forward thinking marketing...how many people own smart phones? How many of those people use those smart phones to search for things they are looking for? What other types of marketing are capitalizing on this trend?

This type of marketing doesn't have to cost you a cent. Now, don't get me wrong, there are hundreds of companies that would love to charge you all kinds of money for what you can do yourself, for free. If you are already successful and time is more precious than money, then by all means hire one of these online marketing companies to assist you...if however, you have some time to invest in your online image...this guide will get you started.

A 5Q Elevator Statement (5QES) is a MUST for Success

While using this Digital Online Directory technique over time will move your website up to the top of the search engines...you will still be one of maybe 15 websites listed on the first page of the search. You MUST have a way to stand out from all of the other links on the site.

The best way to stand out is to make sure your 5QES is stated prominently on your website. It should be as close to the title of your website as possible and mentioned as often as possible in your copy without sounding ridiculous. This will make it much more likely to be mentioned in the "blurb" brief description that accompanies your link on the search page.

Having a 5QES will make your offer jump off the page as compared to the other listings.

How Online Directories Work

Major search directories like Google and Yahoo use directories to help them give better search results. When you search for something on the internet the search engine pours over thousands of pages of directories to find pertinent results. If your site has already been categorized in a directory, it is deemed by the search engine as more relevant and it will push your site up toward the top.

This takes time but once you've done the work of getting listed in as many directories as possible, the process works 24/7 for you without you having to lift another finger. Pretty sweet, huh?

You Don't Have to Be An Internet Expert!

Heck, I'm by no means an internet expert and I was very easily able to do this for my own business. That said, it does require some time—but once it's done... it keeps working for you forever and for FREE!

Getting listed in Online Directories is as simple as:

1. Find the directory you want to be listed on (I'll give you 40, later)
2. Choose your category from the directory
3. Click the submit button
4. Fill out a basic form about your business—takes no longer than a minute or two
5. Click OK and you're listed

Every Directory is slightly different, but all of them follow the above directions and take no longer than a minute or two.

The King of Directories is Your First Stop... and is Free!

The most respected and powerful of all the directories is the Dmoz or Open Directory Project (ODP). Its listings are given huge weight by Google, Yahoo and the rest. This directory, as the name indicates, is an open directory run by volunteer editors. These volunteers are actually helping to build this directory much as Wikipedia editors work to build a trustworthy information source.

Unfortunately, because these editors are volunteers, they work when and as often as they choose. This means that it may take time for them to get to your submission... and not all submissions are accepted. Even so, since this directory carries so much clout with the big search engines, you must at least attempt to get your website listed. If it does get accepted, you get a huge head start!

To submit your website to Dmoz go to the following site and they will walk you through the process: www.dmoz.org/help/submit.html

Get Them All Talking About You!

Below I will give you a listing of the top 40 Online Directories. Don't worry, you don't need to get listed on all of them (however, if you did, it would be very effective at moving you up the search page—but it's the 80-20 rule)...the top ten will give you the biggest boost.

Note: Proceed with skepticism—approach any so-called financial advisor directories with skepticism. They generally charge you way too much for what they give to you. They also do not hold much weight with Google, Yahoo and the other search engines.

Directories are generally set up with categories and then those categories may be separated into additional categories. It's OK to be listed in the general category with a directory, but it is far more effective if you can find the category that best matches your practice.

Many directories are free but some do charge. The difference being that free directories may take a long time for your listing to show up... whereas if you pay, it will show up much faster. That being the case, only pay (if you want to) for very important directories.

Yahoo is one such directory... after Dmoz, it is the second most important directory.
--They charge \$299/year to get listed. Again, specifically for Yahoo...it isn't required you pay, but your chances of getting listed with the free submission is very unlikely.

For an excellent 3rd party, step-by-step walk through on how to get listed on both Yahoo and Dmoz got to: www.2createawebsite.com/traffic/directories.html

MSN is the 3rd largest directory

To get listed on MSN and Bing is currently free. You can follow their directions at: www.bing.com/businessportal

Get Found on Google Maps

To make sure your practice shows up on Google Maps when somebody from your area is searching a financial issue, go to: www.google.com/lbc and follow their directions.

The Top 40!

The remainder of the top 40 directories can be found here: <http://www.seocompany.ca/directory/top-web-directories.html>

Please note: MSN/Bing is not listed because it is currently in Beta.

Another Resource:

Another excellent resource to get your practice listed quickly and easily with many directories, including the online yellow and white pages is: www.locallytype.com/pages/submit.htm

Just go through the directories for USA and work through the list.

Please note: Do NOT list your business with any of the "Data Providers and Aggregators". These are list sellers and listing with them could increase the calls you receive from solicitors.

Summary

In short, there is no better advertising than to have your site show up when somebody in your geographic area is searching a financial issue. That is huge! You can use Online Directories to push your site up and up the listings... and show up, right on the front page, on Google Maps.

This whole process may seem cumbersome, and it is. But it is also worth it. Remember, once you do it, it keeps working for your 24/7.

Good luck!

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If your Income has plateaued... if you are spending more money but seeing less people... if it's time for a change, we're interested in speaking with you. For over a decade, Mike Kaselnak has been quietly taking good producers to levels three and four times their income level, within three years of using the 5Q system.

*If you would like information on this or other proven business builders please contact 5Q at:
Email: support@5qgroup.com | Phone: 1-855-633-0900*

