

EarnWithGoogle.com Interviews



Tom Dahne

Gian L. - Hello Tom Dahne, welcome to "EarnWithGoogle.com Interviews". I am glad you decided to talk a little about your [Directory Submitter](#) software.

Tom Dahne - Hi Gian first let me thank you for selecting to interview me for your readers, I will try and give your readers as much usable information as I can, so let's get started then.

Question - Would you like to briefly introduce yourself to the readers that do not already know you and your work on the internet?

Answer - Here is a little bit of info about myself and how I got started working online.

I am 38 years old and I live in Wollongong, about an hour south of Sydney on the east coast of Australia.

I live here with my beautiful wife Jill and our 3 lovely children aged 11yrs (Kayla) 16yrs (Brandon) and our oldest son (Michael) 18yrs...

I have always been one that hates working for a boss for as long as I can remember so from the time I left school I always worked for myself in all kinds of businesses, I started like buying second hand computers from local computer auctions and then repairing them and reselling them as complete computers or for their parts. I did this for about 10 years then I got into importing new computer parts from china and selling them online (My First Website back in 1996) and also at local computer swap meets. I did this until 2000 and then I started looking for other ways to make money online without selling a physical product you had to package and then ship to your customers - for me that was the killer.

So I started to join paid to surf and paid desktop banner programs that would pay you up to \$0.50 per hour for showing banners on your windows desktop, I use to run like 6 at a time and these companies also paid you a % of anyone you referred to the companies.

Over time this started to add up to a good income but you had to be online surfing the net to earn any money and over time people started to scam and fraud these companies by using automated surfing emulating programs , So in other words you could be asleep and have your computer make money for you on auto pilot,

Pretty much like what is happening now in the PPC industry.

Well it did not take long for this to kill the paid to surf industry and it was time for me to move on and look for a new way to make money online, and around this time I came across a website promoting the warrior forum so I joined and the real learning started.

I read every post on the forum for about 5 hours per day if not more and started to join any and all newsletters I could find, this was one of the most important things that help me out and at the same time one of the worst things I did.

Let me explain, it was all fine joining all these news letters and learning from them and seeing what other people were promoting but at the same time it held me back from getting out there and doing something to make money.

So one day I stopped and said I need to make a product of my own that I can sell and get others to promote for me.

So I went back to the warrior forum and looked at what people were talking about and at the time it was safelists...

So I came out with my first software title called SMass a Safelist Submitter.

This was a very successful product that I started selling in early 2002 for \$47 a pop and in no time I had hundreds of affiliates promoting it for me also.

Then in late 2005 I met Paul Martin my new business partner and we came out with a brand new software title called [Directory Submitter](#).

And it has exploded and opened so many new doors for us.

We currently have in the works 2 other software titles and are also working on our own directory site that will become a major player in the Link Directory Industry.

Well enough rambling let's get on with the interview.

Q - Tom, I have just bought the [Directory Submitter](#) software and have started using it and I think it is a great SEO tool, as a first question, can I ask you how did you come up with the idea to create the [Directory Submitter](#) software?

A – Well Gian I was looking for ways to increase my own website link popularity and google page rank and had read in many forums that submitting your website to link directories was a great way to get the job done.

So I started to make a list of all the link directories I could find and started to submit my

website to each directory manually one by one and in no time I thought hey there has to be an easier way to do this so I did some research on google for directory submission and only found companies that would submit your site for you for a fee.

I did not want to pay anyone to submit my sites to link directories I just wanted an easier way of doing it myself so I thought how can I automate the process and make it more time efficient.

Then I thought back to my Safelist Submitter and looked into getting a [Directory Submitter](#) created, one of the biggest reasons for this was I look to see if the domain name [DirectorySubmitter.com](#) was taken or not and guess what it was available to register, so I grabbed the domain and most other popular combinations of the words like-Link, Directory, Submitter, because I did not want any clones popping up on these domains.

My next step was to find a person to develop my new [Directory Submitter](#) software for me, but before I did that I did one last search in Google for the term Directory Submitter and what do you think I found.

Yep I found Paul's website offering a Directory Submitter so I downloaded a demo copy and was surprised to find that it was almost just like what I had envisioned my Directory Submitter would be, so I emailed Paul and told him who I was and if he was interested in doing a partnership in the new website [DirectorySubmitter.com](#) and he agreed and then we both worked together on making the software better and getting the word out about it,

Q - And how long did it take to develop it?

A - Well Paul is the creator of the original [Directory Submitter](#) and he came up with the idea in Sept-Oct 2005 a few months before I contacted him and asked him if he wanted to do a partnership.

Development time was around 2 months on and off.

Q - Tom, did you personally create the software or did you rent some programmer to do the coding work for you?

A – At first I was going to hire the same programming team that developed my Safelist Submitter back in 2002, but then I came across Paul's website and I thought why not contact him first and offer him the option to become my business partner for [DirectorySubmitter.com](#) this way we would not compete against each other and Paul being the programmer of Directory Submitter we could keep the software up to date and also add new feature ideas that I knew customers would want in future versions of the software.

So it was a win win for both me and Paul.

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Q - A question that I think can be important for all our readers is the following: which sites can benefit from the use of [Directory Submitter](#)? Is it good for AdSense sites, niche sites and internet marketing sites?

A – It does not really matter what kind of site you may own or operate [Directory Submitter](#) will help your website by increasing your websites link popularity and as your website link popularity increases so will your google page rank, and thus your search engine ranking in google will also increase.

Not including the traffic you will get from the directories your site is listed in.

Some of the directories in the submitter may have a low page rank or not be a major player in the Link Directory Industry but that does not mean they won't be in years to come so getting your site listed before they become a major player and start charging to be listed in their directory is a good idea.

There are some types of sites some directories will reject and they are Affiliate Links, Sub Domains, and websites that are nothing more then sites to earn adsense income with.

But that does not mean if your site has good content on it and is well designed and includes adsense ads on it that it won't be included in the directories.

Just remember that most directories have a real person that will review your site before it is included in their directory, so if your site is poorly designed or has no useful content on it then it is most likely to be rejected in most directories.

Q - Can you tell us some examples of the results you got from using the [Directory Submitter](#) software for some of your sites?

A – When we first launched [DirectorySubmitter.com](#) this was a fresh domain and a brand new site with no traffic or link popularity or google page rank at all.

The first thing I did once the site was live was to submit it to the 100 directories that were in the first version of the submitter (It now has over 350+ directories in it) and out of the 100 directories I submitted my site to 45 of them listed my site within the first week, and this got my site listed in google and gave me a number one ranking for the term Directory Submitter which we still have to this day.

Over time I just kept submitting it to more and more directories which we add into the submitter each month and in the last google update our page rank went from 0 to 4 and our link popularity has also increased.

I predict my future google page rank to be either a 5 or 6.

So now the first thing I do when I have launched a new website is submit it to directories, because it is a great way to get the search engine spiders to find your website and start crawling it so your site can be indexed.

But it should not be your only method of promotion for your new site or already built sites, it is just one piece of the huge marketing puzzle.

Q - Always from your testings with the [Directory Submitter](#) software, did you get better results in terms of Google Page Rank, traffic, or SERP (Search Engine Result Page) for the keywords and key phrases you used in the submissions to the directories?

A – Yes as you submit your website to more and more directories you will find your google page rank increase and also with your search engine ranking for keywords you use in the submitter.

One great feature of [Directory Submitter](#) is you can add as many website profiles into the software as you like there are no limits and for each website profile you can add an unlimited amount of website titles, descriptions or keywords, and then when you submit your website to a directory the submitter will rotate each of the website titles, descriptions or keywords that you have included in the website profile.

This is powerful because it allows you to get back links to your site under many different subject titles and keywords along with descriptions resulting in your website getting higher rankings for more than just one subject title or keyword.

Q - I think it is important to tell that the [Directory Submitter](#) software is totally white hat SEO tool, do you agree with me?

A – 100% correct and we are not just saying that as the owners of [Directory Submitter](#), many people have asked us why did we not make the submitter fully automatic and the answer is because we don't want people to abuse the directories by sending hundreds of sites to them in minutes, this would only result in most directories being overwhelmed or even worse not accepting more websites in to their directories.

Q - Tom, can you explain to the readers how the [Directory Submitter](#) software can improve the Google PR of web sites?

A – Sure, we all know that google gives a high value to websites with lots of relevant back links to ones website.

The more relevant back links your website has the more important google thinks your site is to your visitors and thus gives you a higher ranking in their search engine and this also reflects in a higher google page rank.

But not every link to your website is the same... and to explain the difference about each type of link would make this interview huge so the best thing for your readers to do is visit www.directorysubmitter.com and then once they are there scroll half way down the site and they will see links to relevant articles which explain the differences in greater detail.

The subject titles of the articles are as follows:

- * Reciprocal and Non-Reciprocal Links... What's the Difference?
- * The Advantages of Using Directories to Build "Link Pop"
- * How "Link Pop" Affects Your Website's Page Rank
- * Why Link Farm and FFA Submissions Are a Bad Idea
- * Seven Things to Avoid When Looking For Link Partners
- * Top 10 Ways to Improve Your Site's "Link Pop"
- * Everything You Need to Know About Reciprocal Link Exchange
- * How to Choose a Domain Name That Attracts the Right Visitors
- * How to Check Your Website's "Link Pop" and "Google PR"

Q - And can we also explain why the use of this software can help to improve the SERP of web sites?

A – Most popular search engines rank a website according to the number of other websites that are linking to the site or page in question.

This is mostly true for google and yahoo but much less true for msn.

It is very easy to get a good ranking in msn even with only a few back links to your website.

But when it comes to google the more back links you have the better.

As for Yahoo back links are also very important but it takes much longer to get listed in yahoo then msn.

With all the back links we have got from directories for DirectorySubmitter.com we have been able to get the number one ranking for the term Directory Submitter in Google, Yahoo and Msn

Q - Do you have some special suggestions for the readers that will use the [Directory Submitter](http://DirectorySubmitter.com) software? The most important DOs and DO NOTs?

A – Ok I will list the DO's and DO NOT's below.

DO's:

Only submit your website to a directory once it is 100% finished.

Always make sure you select the most relevant category on the directory that relates to your website.

Make sure you use a real email address in your website profile.

Make sure you add the most relevant site title, description and keywords to your website profiles.

DO NOT's:

If your website lacks content and is full of AdSense ads do not waste your time submitting it to directories as it will be rejected.

Do not submit sub domains to directories you will find most directories will reject sub domains.

Do not submit affiliate links to directories 99.9% of them will reject any type of affiliate link.

Do not use a fake email address because some directories will send you an email you need to confirm before your site will be included.

Do not select a category in a directory that is not relevant to your site, doing so may get your site banned from that directory.

Do not submit your site to the same directory more than once and do not submit your site to the same directory under a different category because if you do then you are risking your site to be banned.

Do not include keywords in your website profile that have nothing to do with your website; doing so will get your site rejected from most directories.

Only submit your root/main domain to any directory do not submit individual pages of your website to a directory. Example <http://www.directorysubmitter.com> and NOT <http://www.directorysubmitter.com/index.html>

Q - Tom, we are at the final question of our interview, what are your plans for the future?

A – We both have great plans for the future myself and Paul, we plan on adding more and more directories in to the submitter to get the number over 1000 directories.

We also plan on releasing Directory Submitter v2.0 in the near future which will include a feature to allow users to add their own directories into the submitter that they find online.

Also in the works is our own Link Directory which will be found at <http://www.linkdirectory.com>

It will become a major Link Directory within the Directory Industry.

Another project we are working on is a software title much like the directory submitter which will also help one build their websites back links but with a much closer focus on ones website niche/theme.

We have so many ideas and we will be around for many years to come and hope to release many more great software titles.

Gian L. - Thanks a lot Tom Dahne for the interview, and best wishes for the future.

Tom Dahne - Well it has been great to be able to share all this information with your visitors and readers I hope they have found it an interesting read.

Thanks again Gian for the opportunity.

Gian Luigi Ruggeri for

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