



# WEB RESOURCES

## DIRECTORIES

Begin promoting your website by listing your site with Internet directories. Directories can aid in sending you large volumes of traffic and affect your ranking in search engines.

- The most important directories your site should be listed with are [Weddingwire](#) and [The Knot](#). These wedding websites will help drive traffic to your website by advertising your business.
- It is relatively simple to submit to directories, but always read each directory's rules and instructions first.
- Most directories consist of a variety of categories. Your first step is to determine the category that best fits the products you offer, what you want from the directory and how much you are willing to spend.
- After you've decided which category best suits your business you're almost there! You will need to fill out an application and then from there your "storefront" will be created. Put some thought into it, as they can significantly boost or reduce the amount of traffic you'll get from the directory. Make sure to add pictures and details from past events so that potential clients will know what you have to offer.
- With these helpful websites you will be able to reach audiences on- the- go, respond to inquiries and track reviews.
- Once your new storefront has been created, watch your business gain more clients and expand your business.