

Open Directory Project (DMOZ)

What is the Open Directory Project?

ODP refers to the Open Directory Project which was originally started as a volunteer run directory of the web under the name New-Hoo and Gnu-Hoo. This directory had its name changed to the Open Directory Project after it was acquired by Netscape. The Open Directory Project was crafted such that anyone could use it's content as long as they gave appropriate credit to the copyright owner. Learn more [about the Open Directory Project](#) (from official site).

Why is the Open Directory Project so Important?

Since it is free to use and human edited, many sites use the Open Directory Project as a backbone or structure to their web sites. Many websites also link into the Open Directory Project. The Open Directory Project is also mirrored as the Google Directory. Both of these directories have high PageRank and link popularity. These listing really aid in the development of PageRank, link popularity, and also provide some flow through traffic.

Search the Open Directory

dmoz.org

Problems with the Open Directory Project

Many of the Open Directory project editors are swamped with awaiting inputs so patience is importance. Since the Open Directory is so widely used many editors take their position seriously and only allow top notch sites to be listed in their

directory. Some volunteers do not take the responsibility as seriously and do not actively edit their categories.

Since it is so huge the opinions of what defines "quality" changes greatly throughout the directory. The ODP does not aim to list all websites, and most submitted sites never get listed. Listed sites should be unique and have original content.

Interact with Open Directory Project Editors

It is hard to become an editor for the open directory, and it is hard to get honest answers from many people when attempting to interact with the open directory project editors. There are usually at least a few editors at the [Resource Zone](#) who can help answer any of your questions related to becoming an editor or getting a site listed.

If you need to update your Open Directory Project listing you should find the category your site was in and submit the updated information via the update listing link in the upper right corner.

How to Syndicate the Open Directory

[Many web sites](#) use the Open Directory Project on their own web site. See our [Personal Open Directory Project](#) example page. Keep in mind that there are many ways to use this service and many different providers. Some people like to use a cgi script which displays affiliate embedded amazon links to the right of the search results. You may also want to consider trying [ODP++](#), [other similar tools](#) or using the [ODP RDF dump](#).

Open Directory Project Listing Tips

Usually home pages have a better chance at getting listed in the Open Directory than deep site pages. If you can not get a home page listed and have multiple

topics within the same site do not be afraid to try and submit a subpage. When you resubmit a page it makes your site go to "the back of the line," so there is no reason to resubmit unless you are not listed after many many months. At that point I would suggest checking out the Resource Zone to ask about your submission status. You may also want to email the category editor or the editor one level up from your category if you are having problems with your site. Be sure to check out other listings inside the category you are submitting to and thoroughly read the [ODP submission guidelines](#) prior to site submission.

Check to See if You are Listed in DMOZ

In the past you could type in your domain name (ex: search-marketing.info) to see if any pages from your site are listed in the Open Directory the resulting page will show. Also if you search with a / at the end it will show any of your pages which are listed in the Open Directory.

Sometimes their search function is rather poor though. I recommend checking your backlinks periodically or using [SEO Tie](#) to determine if your site is listed.

ODP Resource Websites

- [Open Directory Project](#) - the directory.
- [ODP Submission Guidelines](#) - their submission guidelines.
- [Apply to Become an ODP Editor](#) - how to become an ODP editor. Tip: it is far easier to get accepted to smaller local categories vice big ones.
- [ODP RDF Dump](#) - allows you to place the a copy of the ODP on your site.
- [Google Directory](#) - ODP mirror organized by PageRank.
- [Resource Zone](#) - Public support forums for ODP where you can ask editors about the ODP.
- [Open Directory Project Weblog](#) - Weblog maintained by a ODP editor to give tips to other editors and members of the public.
- [SEO Tie](#) - Site monitors the ODP and tells you when any of your sites are included in the ODP.