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*Report generated for:*

**Your Company Name**

March 27, 2004

## **Introduction**

Registering your Web site on the directories listed in this report will enable you to take an active, targeted approach to marketing your Web site on the Internet. Based on an analysis of your Web site, we have identified those portals and directories that rank well in the top 15 search engines when YOUR keywords are searched. This means that anyone searching for information about your service who types in one or more of these same keywords will find the directories on the first page of the search results.

Listing your Web site on high-traffic portals and directories such as these creates strategic links which increase targeted traffic and hits to your Web site. And more hits mean more sales. What better way to maximize your return on investment (ROI)?! Creating strategic links also has the added benefit of increasing your site's link popularity and the chances of ranking higher in the major search engines.

Each directory listed in the report has a link to its respective registration page. Follow any instructions in the Notes section of the report and/or on the directory's registration page and be prepared to pay with a credit card. If you prefer, we can register your Web site for the additional fee of \$60 per hour (plus the cost of the directory). We can generally register a Web site on an average of three directories per hour.

On the following page you will find answers to frequently asked questions about linking and directories. Please feel free to contact us with any further questions.

Support Team  
Captain Travel



## Frequently Asked Questions (FAQ)

### Directories

1. **Q How do I list my site on a directory?**

**A** Each directory report we provide you has a hyper link to its registration page. Follow the instructions on the page, and be prepared to pay with a credit card. If you prefer, we can register your Web site on your behalf for an additional fee.

2. **Q Why is it important to link?**

**A** Along with promoting your site in the search engines, a linking strategy is a crucial part of your overall Web marketing strategy that will help your customers find your site. Traffic from the Internet's major search engines typically accounts for between 10 and 30% of your Web site's total visitors. The remainder comes from strategic links you set up on other Web sites, a major source of which are directories and Internet portals.

3. **Q What are the benefits of linking to directories?**

**A** The main benefit is that good directories have sophisticated Internet marketing strategies that drive traffic directly to their members' Web sites. Second, most search engines reward sites that are linked to popular directories and portals — the more often their spiders come across your link on these sites, the higher your Web site may show in their listings. Thirdly, the directories we recommend are high traffic sites that yield much better results than low traffic sites. Finally, most paid directories do not require a reciprocal link to be placed on your Web site.

4. **Q Does your link development service eliminate the need for me to set up reciprocal links?**

**A** No – reciprocal linking is also an effective way to drive targeted traffic to your site. However, in order to be successful, you have to carefully target and choose the sites you want to link with. This means focusing on high traffic, high quality sites which will interest your visitors and complement your site, without competing with it.

5. **Q How does linking affect search engine rankings?**

**A** Quality links are essential. The more high traffic sites you have linking to your site, the more popular you become. And the more popular your site appears to the search engines, the higher it will be ranked.

6. **Q How does your linking service compare to Free For All (FFA) Sites?**

**A** FFA sites do not build your business because they do not offer targeted links. They are automated systems that deliver inferior and generally useless results, unqualified tire kickers and endless spam. Targeted, qualified site visitors can only be generated by setting up reciprocal links, one email at a time, or by listing on the right directory.

7. **Q How do you determine the right directories for my site?**

**A** Before we recommend a directory to you, we make sure it recognizes your keywords, so that any one on the Internet who enters some of your keywords will pull up the directory. We also ensure that the directory is rated highly in the search engines and that it performs well according to our five criteria, which are highlighted by our star rating system (5 stars = top rating).

8. **Q Do you charge the directories a fee to feature them on your site?**

**A** We receive no compensation in any form to feature directories or portal sites.

9. **Q Which major search engines do you use when creating a custom directory report for my Web site?**

**A** We search:

[All the Web](#) (Any Language)

[Alta Vista](#) (U.S.)

[AOL Search](#)

[AskJeeves](#)

[Excite](#)

[Google](#)

[HotBot](#)

Inktomi Pure Web Search

[LookSmart Web](#)

[Lycos](#)

[MSN](#)

[Open Directory](#)

[Teoma](#)

[Yahoo](#) (Directory)

[Yahoo](#) (Web)

# 1. Accommodationsbc.com

**Description:** Accommodations BC be a starting point for finding Hotels, Bed and Breakfasts, Suites, Condos, Vacation Homes, Cottages and Cabins, Fishing Lodges, Resorts, Spas and Health Ranches, Attractions and Much More.

**Homepage:** <http://www.accommodationsbc.com>

**Focus Regions:** Canada

**Our ranking for this site:** ★★☆☆☆☆

over 100,000	Traffic Ranking: A measure of visitor traffic. Lower numbers are better.
187	Link Popularity: How many sites link to the directory. Higher numbers are better.
Yes	Three-Click Rule: Would your site info be found in 3 clicks from the homepage?
Yes	Site Search / Navigation: Does this directory have good navigation/site search?
16.26	Loading Speed: How quickly does the site load on dialup? Under 30 seconds good.

**Notes:**

- \*\* Link from home page under Innkeepers on right hand side mid page takes you to information page.
- \*\* Choose listing that is best for your needs and follow instructions as provided.
- \*\* Client must update their listing information as required.
- \*\* Secure Server used for confidential information.

**Rates:** Free

**E-mail:** info@accommodationsbc.com

<b>Related Categories:</b>	Accommodation (151)	Marine & Fishing (16)
	Adventure & Eco Travel (22)	Marketing (201)
	B & Bs (59)	Regional (38)
	Condos (33)	Spas (35)
	Hotels & Suites (97)	Vacation Homes (58)
	Lodges & Ranches (30)	Vacation Packages (49)

## 2. Bbcanada.com

**Description:** Canadian Bed & Breakfast Website Directory.

**Homepage:** <http://www.bbcanada.com>

**Focus Regions:** Canada

**Our ranking for this site:** ★★★★★

under 100,000	Traffic Ranking: A measure of visitor traffic. Lower numbers are better.
2,347	Link Popularity: How many sites link to the directory. Higher numbers are better.
Yes	Three-Click Rule: Would your site info be found in 3 clicks from the homepage?
Yes	Site Search / Navigation: Does this directory have good navigation/site search?
59.23	Loading Speed: How quickly does the site load on dialup? Under 30 seconds good.

**Notes:**

\*\* For full sign-up information click on join this site at top left of home page.

**Rates (CAD):** Paid (\$85.00) – Annual

**Payments:**



**Phone:** 1-800-239-1141

**E-mail:** info@bbcanada.com

Click [here](#) to register in this directory.

**Related Categories:** Accommodation (151) Marketing (201)  
B & Bs (59) National (31)

### 3. Bcadventure.com

**Description:** The BC Adventure Network is an on-line visitor information source for Western Canada with listings of unique BC vacations, lodging and travel opportunities.

**Homepage:** <http://www.bcadventure.com>

**Focus Regions:** Canada

**Our ranking for this site:** ★★★★★

under 100,000	Traffic Ranking: A measure of visitor traffic. Lower numbers are better.
2,041	Link Popularity: How many sites link to the directory. Higher numbers are better.
Yes	Three-Click Rule: Would your site info be found in 3 clicks from the homepage?
Yes	Site Search / Navigation: Does this directory have good navigation/site search?
4.77	Loading Speed: How quickly does the site load on dialup? Under 30 seconds good.

**Notes:**

\*\* Send email request for current prices.

\*\* For full sign-up information click on advertise with us at righthand side of home page.

**Rates (CAD):** Paid (variable)

**Payments:**



**Contact Name:** Alan Forseth

**Phone:** 1-877-325-7770

**E-mail:** alan@ibcnetwork.com

Click [here](#) to register in this directory.

<b>Related Categories:</b>	Accommodation (151)	Marine & Fishing (16)
	Adventure & Eco Travel (22)	Marketing (201)
	B & Bs (59)	Motels (36)
	Camping & RV Parks (29)	Regional (38)
	Condos (33)	Resorts (47)
	Cottages (26)	Spas (35)
	Hostels (20)	Sports (30)
	Hotels & Suites (97)	Travel Guides (31)
	Inns (36)	Vacation Homes (58)
	Lodges & Ranches (30)	

## 4. Britishcolumbia.com

**Description:** Britishcolumbia.com is a non search engine dependent domain name. Web users find the site by using the name for the province –BritishColumbia.

**Homepage:** <http://www.britishcolumbia.com>

**Focus Regions:** Canada

**Our ranking for this site:** ★★★★★

over 100,000	Traffic Ranking: A measure of visitor traffic. Lower numbers are better.
599	Link Popularity: How many sites link to the directory. Higher numbers are better.
Yes	Three–Click Rule: Would your site info be found in 3 clicks from the homepage?
Yes	Site Search / Navigation: Does this directory have good navigation/site search?
32.91	Loading Speed: How quickly does the site load on dialup? Under 30 seconds good.

### Notes:

\*\* Parent site for Beautifulbritishcolumbia.com, British–columbia.com, Tofinobc.com, Tourismvancouverisland.com, Travelbritishcolumbia.com, Vancouverisland.com, Vancouverislandbc.com, Vancouverislandlodging.com, and many more.

\*\* Send email request for site submission.

\*\* Contact Donald Lovegrove to establish a "premier listing". While banner advertising opportunities exist, it's Donald's advice that a premier listing provides the best value for your advertising dollar.

\*\* Premier Listing information: best value for money product \$20 per month plus GST for listing on BritishColumbia.com and VancouverIsland.com

\*\* They do not limit the number of categories or towns/regions they list a client under.

**Rates (CAD):** Paid (\$15.00 – \$100.00) – Monthly

**Payments:**



**Phone:** 1–250–658–5762

**E–mail:** advertise@britishcolumbia.com

### Related

#### Categories:

Accommodation (151)	Regional (38)
B & Bs (59)	Spas (35)
Camping & RV Parks (29)	Sports (30)
Cottages (26)	Tour Operators (26)
Hostels (20)	Transportation & Rentals (34)
Lodges & Ranches (30)	Vacation Homes (58)

Marine & Fishing (16)  
Marketing (201)

Vacation Packages (49)

# 5. Gorp.away.com

**Description:** The Away Network's websites—Away.com, GORP.com, GORPtravel.com, and Outside Online offer over 100,000 pages of the Web's best travel content with more than 2.6 million unique users each month and over 2 million registered members.

**Homepage:** <http://gorp.away.com>

**Focus Regions:** Worldwide

**Our ranking for this site:** ★★★★★

under 5,000	Traffic Ranking: A measure of visitor traffic. Lower numbers are better.
18,672	Link Popularity: How many sites link to the directory. Higher numbers are better.
Yes	Three-Click Rule: Would your site info be found in 3 clicks from the homepage?
Yes	Site Search / Navigation: Does this directory have good navigation/site search?
65.89	Loading Speed: How quickly does the site load on dialup? Under 30 seconds good.

**Notes:**

\*\* See parent site Away.com. \*\* See our information on parent site Away.com.

**Rates (USD):** Paid (variable)

**Payments:**



**E-mail:** traffic@away.com

<b>Related Categories:</b>	Accommodation (151)	Search Engines (33)
	Adventure & Eco Travel (22)	Travel (7)
	Camping & RV Parks (29)	Vacation Homes (58)
	Global (134)	Vacation Packages (49)
	Hotels & Suites (97)	Weddings (17)
	Marketing (201)	