

SEARCH ENGINE SUBMISSION

Although the Internet's most important search engines all rely on advanced spiders that crawl the Web to review and index content, most of those engines also allow Web site owners to submit their sites directly. – A concept that sometimes, but not always, speeds up the indexation process. Most search engines, including Google, Yahoo! and MSN allow submission of Web pages at no cost. Ask Jeeves and certain other engines charge a fee for direct submission.

Although a limited number of search engines account for more than 9 out of 10 Internet searches, the Web is home to a large number of smaller search engines, many of which have devoted followings. Those search engines and directories should not be dismissed, but as a business owner, you should primarily concern yourself with the top search engines.

It is important to understand that search engine inclusion does not ensure a high ranking. However, submitting your site can be a convenient way of getting started with your business, ensuring that the search engines are at least aware of the existence of your Web site.

DIRECTORIES

Next to algorithmic, spider-based search engines, Web directories are the Web surfer's primary tools when searching for information on the Internet. Directories, therefore, should not be ignored by Web site owners who wish to promote their sites. Indeed, you should make securing a listing with a handful of relevant directories a high priority once you have established your Internet business.

Because featured Web sites are arranged topically, Web directories enable Internet users to search for content simply by browsing the applicable directory categories. When submitting a Web page to a directory, selecting a proper category for the page, therefore, is paramount. As a business owner, you should therefore try to find directory categories that reflect the type of products you are selling.

Web directories generally rely on human-compiled material. This means that a human editor will review your Web site and make the ultimate decision as to its inclusion and placement in the directory.

Securing a listing in the top Internet directories – the Yahoo! Directory and The Open Directory Project – can be difficult, as the editors can be picky. It is therefore imperative that no parts of your site are under construction when you submit the site to a directory. Many directory editors will refuse to index sites

that appear to be unfinished. However, some of the major search engines, notably Google, may reward Web sites whose links are included in the top directories as such links will be considered "quality" back links for the sites in question.

A horizontal banner advertisement for CheapHostingForYou.COM. The background is dark blue. On the left, there is a gold coin icon with a laptop screen inside. The text 'CheapHostingForYou.COM' is in white. Below it, a list of features is shown: '5 GB Disk Space', '250 GB Bandwidth', and '500 Email Accounts'. To the right of this list, the word 'Only' is written in a smaller font, followed by '\$3.95/mo' in a larger font. In the center, there is a small image of a server tower. On the right side of the banner, there is a list of services: 'WEBSITE HOSTING', 'WEBSITE DESIGN', 'DOMAIN NAMES', and 'SHOPPING CARTS', each preceded by a small white square icon.

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