

SEARCH ENGINES.

You will need to submit your website to search engines (Google, Yahoo, MSN etc.). Search engines are the main key to getting noticed on the web, you can submit to several search engines at once for FREE at Submitexpress alternately you can submit your site individually to each search engine. Although it may sound easier to do bulk submissions to search engines but it is documented that singular submissions are more likely to succeed in registering with the search engines. It is also better to concentrate on getting a high rating with one particular search engine as search engines have different rules on their rating systems.

Recommended submissions are to Google, Yahoo and MSN this can be done for FREE. Before you submit your site to a search engine print a copy of their rules on site submissions, and find out how their search engines work. Design your web page to get the best results from their search engines, in conjunction with their rules. There are two types of search engines, sites like Yahoo and Google have editors (people) who review each site. When you register your site you choose an appropriate category (i.e. Computers and the Internet, there are many different categories and they vary between different sites) then a sub category (i.e. Information Technology, Internet, Training etc.) you also compose a short description about your site. Once an editor has viewed your site they will decide if it is relevant to that category. Site editors are usually inundated with registrations so please make sure your site is relevant to its submitted category. Sites like Lycos and Ask Jeeves use Crawler based search engines to crawl or spider (view) sites and index them. If you change your site content a crawler based search engine will amend your ranking this could be either good or bad. Crawler based search engines will re-index your site between every 48 hours to every 7 days depending on the company.

There is currently an Open Directory (via Google) being created, with editors viewing each site it is advisable to join this directory, visit Dmoz for more information and site submission rules.