



How to Get Your Website Listed on Major Search Engines

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Introduction

Research firms estimate that 85% of Web surfers use search engines to find the sites they are seeking. One of the questions we often get from management companies with new management or community web sites is, "Why doesn't my page show up in the search engines?"

To help, here you will find some useful suggestions about the individual search engines, and how to submit. By paying attention to some of the ideas presented here you should be able to get listed at just about any search engine. It can be a lot of work, but you will be rewarded with more hits.

Disclaimer: These are merely suggestions to help you get listed at various search engines. We cannot guarantee that any of the methods described in this document will improve your site standings with the various search engines.

Submitting via Global Forms

The easiest way to quickly submit to a number of search engines at once is to use a global submission form, such as:

- Submit Express: <http://www.submitexpress.com/>
- Add Me: <http://www.addme.com/>
- Microsoft Submit It: <http://www.submit-it.com/>
- Fast Submit Pro: <http://www.evrsoft.com/fastsubmit/>
- Metanet Free Submit: <http://metanetpromotions.com/>
- Net Mechanic: <http://www.netmechanic.com/powerpack/add-url.htm>

Unfortunately, doing it the easy way isn't always the best way. Some of the problems you might encounter with these global submissions include having to pay for the service or getting a "free" service that limits your submissions, and often requires a reciprocal link from your site to theirs. Also note that you only fill in one form that then submits to ALL of the search engines. Unfortunately, all search engines are not the same, thus causing many submissions to fall through the cracks.

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Preparing to Submit

The best way to have complete control over your search engine standings is to submit them yourself. On the next page, you will find a list of the major search engines, and a URL to submit your site.

Each search engine should take about 15 minutes to submit. One way to speed up your submission time is to spend some extra time in preparation. **Create a document that contains the following items that you can copy and paste to greatly speed up the URL submission process.**

- **Web Site Address:** The complete URL of each page you plan to submit (usually just the home page, although the more pages you add, the more listings you will have in the search engine.)
- **Categories:** A list of categories you believe your site will fit into. (This is particularly important in Yahoo, where a site can languish away in the Business/for profit/Real Estate/HOA/Alaska category if you are not careful.)
- **Keywords:** Write a list of words that describe your site. Write as many as you can think of, and don't worry about making it pretty. Keep duplicates to an absolute minimum.
- **Description:** Using the list of word below write a basic description of your site. You want to make legible sentences containing as many of the keywords as possible.
- **Sized Descriptions:** Using the description you just wrote, create precise descriptions in increments of 20 words, 25 words, and 200 characters.
- **META Tags:** Copy the keywords and the 200-character description into the META Tag Submission form available at http://www.topshome.com/topshome/Administrators/META_Data_Form.htm. TOPS will convert the data into keyword and description META tags. These can help search engine bots and spiders crawling your site to better categorize it.

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Submitting to the Top 3 Search Engines*

Google

<http://www.google.com>: Voted four times Most Outstanding Search Engine by Search Engine Watch readers, Google has a well-deserved reputation as the top choice for those searching the web.

Getting Listed: <http://www.google.com/addurl.html>. It generally takes about a month before Google lists your web pages.

Powered By Google: Once you are listed with Google, the following search engines will also contain your listings:

- AOL Search: <http://aolsearch.aol.com> (internal); [http://search.aol.com/\(external\)](http://search.aol.com/(external))
- HotBot: <http://www.hotbot.com>
- Netscape Search: <http://search.netscape.com>

Yahoo

<http://www.yahoo.com>: Launched in 1994, Yahoo is the web's oldest "directory," a place where human editors organize web sites into categories. However, in October 2002, Yahoo made a giant shift to crawler-based listings for its main results. These came from Google until February 2004. Now, Yahoo uses its own search technology.

Getting Listed: <http://submit.search.yahoo.com/>. Results may take anywhere from 6 to 8 weeks.

Powered By Yahoo: Once you are listed with Yahoo, the following search engines will also contain your listings:

- AllTheWeb.com: <http://www.alltheweb.com>
- AltaVista: <http://www.altavista.com>
- HotBot: <http://www.hotbot.com>
- Lycos: <http://www.lycos.com>
- MSN Search: <http://search.msn.com> (Microsoft has developed a new search engine technology to be released in 2005. The new search engine is currently in Beta stage)

Teoma

<http://www.teoma.com>: Teoma is a crawler-based search engine owned by Ask Jeeves. It has a smaller index of the web than its rival crawler-competitors Google and Yahoo. However, being large doesn't make much of a difference when it comes to popular queries, and Teoma's won praise for its relevancy since it appeared in 2000.

Getting Listed: Teoma has no free Add URL page. This doesn't mean that you can't get listed, however. Teoma crawls the web, so if you have links pointing at your web site, you may get included naturally

Powered By Teoma: Once you are listed with Teoma, the following search engines will also contain your listings:

- Ask Jeeves: <http://www.askjeeves.com>
- HotBot: <http://www.hotbot.com>

* Information gathered from search engine watch: <http://searchenginewatch.com>. Due to the ever changing nature of the web, please check here if you have questions regarding any of the above information.

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Paid Listings*

Overture: <http://www.overture.com/>

Overture allows sites to "bid" on the terms they wish to appear for. You agree to pay a certain amount each time someone clicks on your listing. This is why it is sometimes called "pay-per-click" (PPC) or a "cost-per-click" (CPC) advertising.

For instance, let's say you wanted to appear in the top listings for "running shoes." You might agree to pay 25 cents per click. If no one agrees to pay more than this, then you would be in the number one spot. If someone else later decides to pay 26 cents, then you slip into the number two position. You could then bid 27 cents and move back on top, if you wanted to.

If your goal is to build visibility on search engines quickly, then Overture is an essential option for you to explore. It is well worth it for anyone to open an Overture precision match account and experiment with how paid listings may help them. An account requires a \$50 minimum deposit, and you must spend at least \$20 per month.

Powered By Overture: While some people go directly to the Overture web site to search, most people encounter Overture's paid listings via other search engines.

- Yahoo
- Alta Vista
- AllTheWeb
- Lycos

Google Ad Words: <https://adwords.google.com/select/>

Google sells paid listings that appear above and to the right-hand side of its regular results called through a program called Google AdWords. Since it may take time for a new site to appear within Google, these advertising opportunities offer a fast way to get listed with the service. As with Overture, Google's self-service AdWords program charges a pay-per-click fee. AdWords charges a \$5 activation fee, and \$25 ought to last you about a month, if you've carefully selected and limited your keyword terms.

Powered By Google AdWords: Google also distributes its ads to other partners, that provides you with exposure to more potential traffic.

- Google
- Ask Jeeves
- Teoma

* Information gathered from search engine watch: <http://searchenginewatch.com>. Due to the ever changing nature of the web, please check here if you have questions regarding any of the above information.

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Understanding META Tags

To improve your standing with search engines, and to help crawlers correctly identify your site, we recommend that you include META tags. TOPS has a simple META Tag Submission form available here: http://www.topshome.com/topshome/Administrators/META_Data_Form.htm

A META tag is a tag (that is, a coding statement) in the Hypertext Markup Language (HTML) that describes some aspect of the contents of a Web page. The information that you provide in a META tag is used by search engines to index a page so that someone searching for the kind of information the page contains will be able to find it. The META tag is placed near the top of the HTML in a Web page as part of the heading.

There are several kinds of META tags, but the most important for search engine indexing are the keywords META tag and the description META tag. The keywords META tag lists the words or phrases that best describe the contents of the page. The description META tag includes a brief one- or two-sentence description of the page. Both the keywords and the description are used by search engines in adding a page to their index. Some search engines also use the description to show the searcher a summary of the page's contents.

Although most search engines also use the contents of a page as a way to determine how to index it, the creator of a Web page should be sure to include META tags with appropriate keywords and description. Well written META tags can help make the page rank higher in search results.*

OWNER META – used to indicate to searching spiders the originator of the website. Also a good legal precaution for copyright disputes:

```
<META name="owner" content=" Oakdale HOA, 1234 West Street, Clearwater Florida, 1-800-123-4567, admin@oakdale.com">
```

KEYWORD META – a complete list of all words that describe this site. (Search engines may kick you if words are used that do not describe the page. Also no duplicates are allowed.) This tag is used when a user searches on a major search engine for a word. Be sure to include common misspellings. Note that phrases are broken into individual words:

```
<META name="keywords" content=" oakdale, HOA, homeowner, association, deed-restricted, community, clearwater, florida, 55+, elderly, active, senior, citizen">
```

DESCRIPTION META – description of page. Should contain as many keywords as possible. This is the description of the page that appears in the summary on many search engines. Typically restricted to 200 characters in length:

```
<META name="description" content=" Oakdale HOA is a deed-restricted community association for active seniors located in Clearwater, Florida.">
```

Adding META Tags to Your Web Site

It is not necessary for you to write the META tags exactly as shown above. TOPS will convert them to HTML code for you. TOPS has a simple META Tag Submission form available here: http://www.topshome.com/topshome/Administrators/META_Data_Form.htm

* Definition copied from searchWebManagement.com, a TechTarget site for Web Management professionals. Search was performed via whatis.com, a tech term definition search engine.