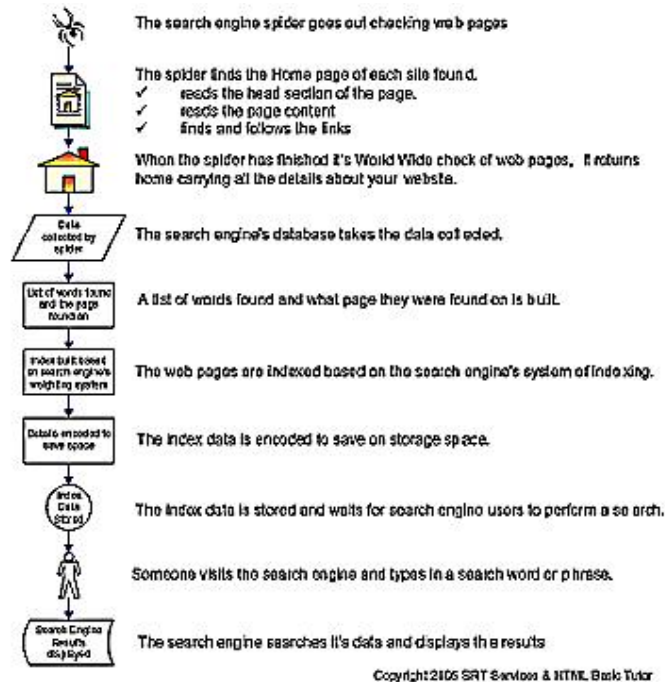# Search Engine Indexing - Search Engine Indexing Process

Search engine indexing is done once the search engine spider (web crawler) returned from it's web crawl. Re
to our Web crawler article to see what information it collects.

Search Engine Indexing Process

The search engine indexing process takes the detailed information collected by the search engine spider (web
crawler) and analyses the information.

Click the image above to view a diagram of the search engine indexing process.

The information the search engine spider found on each page is analyzed, building a list of the words and
phrases within the document taking into account:

- Number of times a word/phrase is used on the web page.

  The search engines consider a web page where the word or phrase is used to excess to be spam and a
  unethical attempt to get listed without providing quality content for the website visitors.

  Little or no original content

  *One of the most important steps in improving your site's ranking in Google search
  results is to ensure that it contains plenty of rich information that includes
  relevant keywords, used appropriately, that indicate the subject matter of your
  content.*

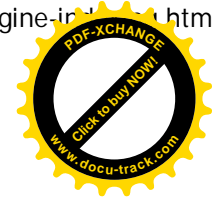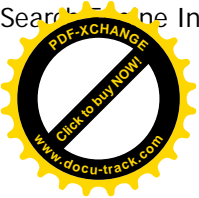 Source: Webmaster Help Center - Little or no original content

  *Don't fill your page with lists of keywords, attempt to "cloak" pages, or put up
  "crawler only" pages. If your site contains pages, links, or text that you don't
  intend visitors to see, Google considers those links and pages deceptive and may
  ignore your site.*

  Source: Webmaster Help Center - How can I create a Google-friendly site?

- Weight of the word/phrase.

  The weight of the word/phrase increases in value depending on where it is located.

  - top of document

- sub headings
- text links
- meta tags
- title

Each search engine has a different way of analyzing this information therefore different results in the search engines is the result. A web page may do well in the search engine results on one search engine and poorly on another.

The indexed information is saved in a database, waiting for someone to do a search.

When someone does a search at the search engine (or directory), the words they entered in the search box are compared with the indexed information in the search engine's database and the list of web pages it feels are most relevant to the search are returned.

Search Engine Indexing Frequency

None of the search engines publish how often their indexes are updated.

They are always looking for fresh new content to add to their index so, adding new original content to your website or blog will help.

As other people find your website or blog on their own and start to link to it because they find it valuable to their readers, the search engine bots will find and follow the link. This will give the search engine bot an opportunity to have a look to see if you have any new content to index.

Making sure that all the links within your website/blog are working is another way for the search engine bots find new and updated content to index.

Going over board on looking for linking partners though isn't going to help get your website or blog indexed reindexed. The search engines are wise to this and may even stop them from visiting your site, eliminating you from the search engine indexing process.

Search Engine Indexing Related Articles

- Web Crawler, Search Engine Robots and Search Engine Spiders To perform search engine optimization (SEO) on a web page you first need to understand how search engine spiders (web crawlers) work.
- How Search Engines Read Web Pages To properly optimize a web page for the search engines you need to understand how the search engines read web pages.
- What Search Engine Spider Software Looks For All the search engines look at the words in a web page and record where they found the words. Each search engine has a different way at looking at the web page.

If you found this web page a useful resource for your own website please link as follows:

Search Engine Indexing - Search Engine Indexing Process
Search Engine Indexing is done once the search engine spider (web crawler) has returned from it's web crawl. The search engine indexing process.
URL: www.htmlbasictutor.ca / *search-engine-indexing.htm*

HTML Basic Tutor owned and operated by SRT Services Group of Websites
Mailing address: #108 10698 151A Street, Surrey, British Columbia, Canada 604 619 4945
Site design and maintenance by Accrete Web Solutions