Home Business Websites
SEARCH ENGINE SUBMISSION

WHY YOU SHOULD SUBMIT YOUR WEBSITE TO SEARCH ENGINES

Submitting your website to search engines, such as Google, Yahoo and Bing, is the first step to *website promotion.* Search Engines are the first tools that Internet users utilize when making an online search for just about anything. So, it only makes sense to perform *search engine submission* so that your site will show in the search results.

Once you have a well-developed site up and running, you can't just expect visitors to flow in instantly. Your flow of visitors will all come down to your marketing and advertising (refer to your Advertising document on your CD), and also your business being found and searchable in search engines.

Did you know that many customers, before they purchase something online, will do a Google search for your website name? This offers some insurance in their mind, that your business is legitimate.

Google is very good at weeding out 'fake' or 'illegitimate' websites and will ban these sites from being listed on their search pages.

It's therefore important that your website is searchable and can be found in Google.

IMPORTANCE OF SEARCH ENGINE TRAFFIC

Website traffic refers to the amount of people that visit your site. It is your site's lifeblood — your website's success depends on it.

Website traffic is the key to having success in *website promotion*. Having good traffic means that a significant number of Internet users are accessing your site.

Note: You can check and monitor your search engine traffic in AWSTATS which is available in your Cpanel.
Refer to your Website Instructions on your CD for further details.

ENTER SEARCH ENGINE SUBMISSION

Search engine submission is the process that can get your site listed on search engine listings. Although it's sometimes called search engine optimization, the two processes are totally different.

Optimization is the whole method of improving a website's ranking on the search engine results pages (SERPs), while *search engine submission* is a *website promotion* strategy that lets your site be indexed and listed by search engines.

Therefore, site submission is the initial step to getting *search engine traffic.*

If you have purchased a 'ready-made' website you will find that your website is already listed in Google and many other search engines. You can check this by simply typing your domain name into Google (eg; yourdomainname.com).

SUBMITTING YOUR WEBSITE

The most popular search engines on the Web are spider-based. This means that these search engines use a software program (called spiders or robots) that visit each and every website on the Internet, retrieve their content, and index them into the engines' respective databases.

When users type in keywords into any of these search engines, the information in the database is analysed and a list of websites that match the keywords is produced.

Google, Yahoo, and Bing each have a dedicated *search engine submission* page for submitting a URL. All you have to do is enter your site's URL and fill out the necessary fields. Upon submission, your website is then placed in a queue and after some time, indexed by spider.

Submit to Google: http://www.google.com.au/submityourcontent/website-owner/
Submit to Bing: http://www.bing.com/toolbox/submit-site-url

Note: Before submitting your website to any search engine, you should check to see if it is already listed.
You do not need to resubmit your website if it is already listed and indexed.

FREE SEARCH ENGINE SUBMISSION TOOLS

The following websites allow you to submit your website to all of the major search engines for FREE. All you have to do is submit your site and they will list them for you on between 20-40 different search engines and directories for FREE!!!!
http://freewebsubmission.com/
http://www.submitexpress.com/free-tools/free-website-submission/
http://www.ineedhits.com/free-tools/submit-free.aspx

SEARCH ENGINE RANKING (IMPORTANCE OF LINKS)

One thing that will help and improve your website's search engine ranking is LINKS. (Search Engine Ranking where your website is listed in Google and other search engines)

Links that you setup on your own website (to other websites) will help improve your search engine ranking. The best sites to link to are those with related content and most importantly those that have a high goggle page rank or search engine ranking page (SERP).

Google ranks pages from #0 - #10 in order of how important it considers them to be. Most websites will only ever achieve a page rank of between #0 and #2.

Back Links (or inbound links) are the most important tool to getting yourself a better search engine ranking page and Google page rank (a better listing in Google and other search engines). Back links are other websites that link back to you! Google (& other search engines) will look at these links and if they see lots of sites with a high page rank, linking to your website – Google will determine that your site must be important and give you a better page rank. The more websites that link to you (back link), the better your page rank will be.

Ideally you should look for pages that have high traffic and a high page rank.

You can approach website owners and inquire if they have a "links exchange" or "reciprocal links" program (or you can search Google for link exchange etc). If they agree to exchange links with you - put their link on your website links page and they in turn will put your website link on their webpage. Links exchange can be free or can be paid (most is free).

HOW TO GET TO NO. 1 IN GOOGLE

What's next? Wondering how come the search engines have not awarded your website with the number 1 ranking it deserves?

Keep in mind that you are competing with the rest of Australia and the rest of the World for a position in Google.

There are many (many) different determining factors and algorithms that Google uses to award rankings.

Things like 'the age of your domain name' come into play. The older the domain name, the more points and the more trust Google assigns to the website, thereby giving it higher rankings.

Also, back links count for a lot. Google follows back links and assigns a measure of popularity and trust to your website based on these referral links.

It can be considered as a voting system, with other websites voting for your website via their links.
The more back links you have going to your website, the more votes and trust there is for your website. Google uses this to assess website rankings and ratings.

The only 'sure fire' way to get to the very top of Google and to do it quickly is to use Google Adwords, Pay Per Click advertising. You can find further details of using this service in the 'Advertising' guide on your CD.
Using Google Adwords - you only pay for an ad, when a customer visits your store! It's free to sign up for an Adwords Account.

Having said that, Google isn't the only way to get customers to your store. You will find many other free and alternative forms of advertising in your advertising document. You can also refer to "Facebook & Social Media" on your CD. Social Media is another fantastic free advertising tool and a great way to promote your products and services.

Also keep in mind, that each time you list products or services on an online classifieds website, refer to your website in an online blog post or online forum, or post on social media, all of these pages are also indexed by Google. So you can get listings in Google this way. An ad on Gumtree for example, will be indexed by Google, and as Gumtree has a very high page rank, your ad on Gumtree will be found in Google search engine results.

Here are some of our top link building techniques.

Article Publishing & Syndication

Publish articles to article directories and syndicate them widely. In exchange for your content, article directories provide you with links and traffic back to your website. We recommend the following article directories:
isnare.com - For a fee will syndicate your article to many other directories.
ezinearticles.com - highest ranking article directory. Strict author policies.
articledashboard.com - high ranking article directory.

Video Directories

There are hundreds of video directories where you can post video. In the description of your video, link back to your website or relevant product/service page.

Did you know that YouTube is the second largest search engine in the world, second only to Google!

Blogs

Get links from high profile bloggers. These links are high quality as they are editorial in nature. To find relevant blogs, search Google for the type of blog you require eg: Travel Blog, Parenting Blog, Fashion Blog, Pet Blog etc.

Quality Links

Not all links are created equal. A link from a website that is well known, trusted and highly relevant to your website content is worth many times the value of a link from a new, irrelevant website. As such focus on building quality, relevant links back to your website.

HOW TO CHECK A SITES PAGE RANK (HOW IMPORTANT THEY ARE TO GOOGLE)

Use the following FREE Google Page Rank Tool
http://www.prchecker.info/

HOW TO CHECK THE NUMBER OF BACKLINKS TO YOUR WEBSITE

You can use the following tool to check and monitor the number of back links to your website.
http://www.backlinkwatch.com/index.php