

About Submitting Your Web Site to Search Engines

1. To ensure that your Web site is listed with the Internet's top search engines, you can either wait for the search engines to find the site themselves, or you can submit it directly to the engines. Our submission process by providing automated submission to certain search engines and Web directories and links for manual submission to others. So instead of searching the Internet for the search engines and directories to submit your site to, we will simply use a comprehensive search engine list to find and submit to the desired search engines. Note that search engines' and directories' turnaround times (i.e., the time it takes for the engines/directories to process the submission, review the content and decide whether or not to add it to their indices) can be as much as eight weeks or more.

Why submit to search engines

Top search engines like Google, Yahoo!, MSN, and Ask, employ spiders that crawl the Internet at least once a month, which enables them to continually add to their already enormous content libraries. Assuming that other Web pages are linking to pages on your Web site, your site thus will eventually be visited by the search engine spiders and a number of pages from the site will be added to the search engines' indices. However, if you have just built your Web site and wish to gain instant Web visibility, you can submit your Web site URL directly to the search engines. Doing so will ensure that the engines are aware of your site and will at least consider indexing it the next time they update their respective libraries.

Unlike algorithmic search engines, Web directories generally add submitted content only. Thus, if you want your site listed with such directories as the Open Directory Project or Yahoo!; you must submit it directly.

Understanding the submission process

Our software enables us to easily submit your Web page URL to a large number of Internet search engines and directories. Some of the engines and directories are supported for automated submission, which means that we will submit your page to a selection of engines and directories once you have entered your basic user and Web site information.

Many search engines and directories do not allow automated submission. Instead, we must manually submit your page to those engines by visiting their respective submission pages. Our software provides an extensive list of manual-submission search engines and directories that will help us to generate Web site traffic.

Some – mostly smaller – search engines and directories will instantly add submitted content to their indices. However, most of the search engines will ensure that submitted pages are being visited and reviewed the next time they unleash their respective spiders. Directory submissions generally ensure that the directory editors at some point will review the submission and consider it for inclusion.

Turnaround times

Although some search engines and directories will index submitted content instantly, most of them dedicate a certain amount of time for reviewing the submitted pages. This is known as the "turnaround time." Turnaround times vary between the search engines. Leading search engines like Google, Yahoo! and MSN usually require up to eight weeks of turnaround times. Some directories, particularly the Yahoo! Directory, have turnaround times of several months. Many engines and directories define their turnaround times on their submission pages or in their submission responses.

Concerning re-submission

Our Program enables us to automatically resubmit your Web page to a number of search engines. However, resubmission of content for the most part is unnecessary. Some certain engines state very clearly that resubmission is unwelcome. In most cases, however, resubmission simply has no impact on your Web page's search engine ranking.

Submitting a page once will ensure that the page is being reviewed and potentially listed by the targeted search engine or directory. Re-submission will not improve the odds of gaining a listing. In essence, a Web page need not be re-submitted unless it was rejected when submitted the first time. If the rejection was caused by a specific problem with the submitted page, fixing the problem and re-submitting the page might help secure a listing.