

The Internet Marketing Chronicles

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January 3rd, 2002 - "Submitting To Search Engines, The Right Way"

IMC is published weekly and distributed to over 150,000 Internet marketers and webmasters who have asked to receive it.

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1. [EDITORIAL](#): "Submitting To Search Engines, The Right Way"

With all of the search engines and directories tightening their quality control on web site listings, **it's getting harder and harder to submit a site successfully**. Along with these new restrictions that search engines are implementing comes much confusion about the **do's and don'ts of submitting** web pages. And although I've been following the search engines for quite some time now, I must admit, some of your questions I've been receiving are making me second guess my knowledge.

That's when I decided I would step forth to clear up some common myths, and give you the facts about **submitting your web pages properly and successfully...**

Myth #1: The More Search Engines That a Web Page is Submitted to The Better.

I'm sure you've all seen ads, or have received emails from companies that boast they can submit your site to hundreds and thousands of search engines for a phenomenal price. All I can say is, **buyer beware**. Don't get me wrong, they're not all bad, but you have to know what to look for.

There are countless numbers of search engines popping up all over the place and **only about 8 search engines and directories** that can actually deliver a **substantial amount of traffic** to your site. Here's the list of major search engines and directories, in order of importance:

- 1) Yahoo
- 2) Inktomi (database feeds over 300 engines including AOL, MSN, NBCi, iWon,

LookSmart, About, HotBot, Overture non-paid listings, CNET, ICQ and more...)

3) Google

4) Excite / LookSmart

5) AltaVista

6) ODP (Open Directory Project)

7) Fast (database feeds results to Lycos)

8) Northern Light (a distant last and least important of the eight)

These 8 major **search engines are used by roughly 95% of all people** searching on the web. In other words, if you aren't submitting to these top 8, it doesn't matter how many search engines you submit your pages to, the traffic to your site will be nominal. Even if you submit to no other engines and do a good job with just these major search engines and directories, **your site will be successful** - assuming of course that you have a topic or product that people are interested in, and are searching for on a regular basis.

So when it comes time for you to submit your pages to the search engines, just remember, more does not necessarily mean better. Not to say that it's not a good idea to submit your web pages to as many places as you can find, but just make sure that **you cover the major ones first.**

Myth #2: Submit To The Most Popular Search Engine First and Work Your Way Down The List.

Some of you may already know about the 8 major search engines, but did you know that there is actually a **logical order in which you should be submitting to?** If you're unsure, don't worry, you're not alone. Many people don't have a clue where to start. But, rest easy, I've got a **fool proof process.**

To **achieve the best possible reach** when submitting to the 8 major search engines and directories, I suggest the following submission order. Why the specific order? This is because many search engine databases these days are overlapped.

For example, MSN search receives results from both Inktomi and LookSmart but displays results from each in a specific order, according to criteria.

This is called the "blurring effect", where **criteria is based on the relevancy of your page.** Basically, this means that if one engine finds you in both databases, it considers your page to be more significant. From there, the criteria weights one engine more than the other. The higher up you are in that engine **the more relevant you become** in the other.

Anyway, let's get to the good part. Here is the submission order that is recommended:

1. Inktomi - use the paid entry program.

Inktomi is the first engine you should submit to because it feeds some major portals

such as AOL, MSN, NBCi, iWon, LookSmart, About, HotBot, Overture, CNET, ICQ.

It also supplies results to over 300 other smaller portals run by ISP's. Inktomi's paid inclusion service - accessed through <http://www.positiontech.com> is the quickest way to get the most visibility possible within (supposedly) 48 Hours.

2. Excite / LookSmart - use the paid inclusion program.

Submitting your site through the paid inclusion program, will save you time because this one step submits your page to both Excite and LookSmart, which also supplies results to AltaVista, MSN, and iWon.

Their review/inclusion time frame is 48 hours which means that they will review your site within 48 hours and, assuming it passes review, they'll include it in their directory. You can find info on the paid inclusion program here:
<http://listings.looksmart.com/?synd=none&chan=lshomebus>

3. AltaVista

Once you have received confirmation back from the two paid submissions mentioned above, we advise you to proceed with AltaVista but don't use the Express Inclusion. Instead, use the free addurl service instead at:
<http://addurl.altavista.com/sites/addurl/newurl>.

Note that AltaVista takes longer, 4 to 6 weeks, to include your site in their index.

4. Yahoo!

Be sure to use the Business Express submit gateway at Yahoo (<https://ecom.yahoo.com/fast/add>) because this is the fastest way to get listed. Always keep in mind that Yahoo can be a finicky directory to get listed in but it's worth the money. A good listing in Yahoo can provide your site with a significant amount of traffic.

5. ODP - The Open Directory Project

ODP is a directory of volunteer editors. Over the years we've learned that it's easier to get into ODP after you've been accepted to Yahoo. The logic is sound when you think about it. After all, if Yahoo liked your site, why wouldn't the editors at ODP like it? You can submit your site for free at <http://dmoz.org/add.html>.

6. Fast - All the Web (powers Lycos)

You can submit your page at: http://www.alltheweb.com/add_url.php

7. Google

Due to the fact that Google assigns more relevancy to pages with link and click popularity, it's important to already have your other submissions in place, before submitting to Google.

Therefore, even though this is a very important and popular search engine, it will pay to exercise patience and focus your attention on the other engines and directories in the order listed above before you spend your energy submitting to Google. You can find Google's free submission page at: <http://www.google.com/addurl.html>

8. Northern Light

Northern Light is, by far the least significant of the "majors" - a distant last from the big dogs listed above. Regardless, it isn't a difficult engine to get listed in and that being the case, it could be worthwhile since it does send some traffic - unlike most of the remaining search engines and directories that send virtually no traffic whatsoever.

Submit to Northern Light for free at:

http://www.northernlight.com/docs/regurl_help.html

Myth #3: Automated Submission Software and Services are Real Time Savers.

Not necessarily true. Some **can actually penalize you or get you banned**. Problems which could potentially cost you more time to fix, than manually submitting in the first place.

In truth, before writing this, I wasn't really even sure of what repercussions came with using automated submission tools. So, I called up search engine expert, Stephen Mahaney to clear up this issue. Stephen, as you all probably know, is the President of Planet Ocean Communications Inc. (publisher of the best selling e-book "The Unfair Advantage Book To Winning The Search Engine Wars"), and the senior editor of "Search Engine News" (a monthly newsletter that provides late breaking search engine changes and news).

I've been using his tips and techniques for the past few years, and have had **nothing but success in the search engines**. Even search engine greats like Michael Campbell learned from Stephen. So he definitely knows his stuff.

Here's what he told me over the phone:

Boris: Will Using An Automated Submission Tool Affect A Web Site's Ranking In The Search Engines?

Stephen: Well, the official position of the major search engines is, they don't like automation tools of any sort and if they could, they would get rid of them completely.

Boris: So submitting your site via an automated submission tool will put your site at risk of being penalized in the search engines?

Stephen: Yes, unless that submission tool can emulate an individual going to the site and submitting their page manually.

To sum up, if you want to **avoid getting penalized** by the search engines, it is better to submit your web site manually, than to use an automated submission service or software. Does this mean you will have to **manually submit** to hundreds of search engines manually. Well, not really. Stephen gave me some insight into this as well.

As mentioned earlier, the 8 major search engines that I've already listed for you account for about 95% of all users on the web. Because these are the ones that matter the most, you only really have to manually submit your site to these 8 search engines.

What you can do after, is use an automation tool to submit to the hundreds of smaller engines. Stephen also added that being in so many small search engines, can actually **give you a boost in the major ones**. However, even if you are penalized in several of the smaller engines, it won't hurt you nearly as much as being penalized in just one major search engine. This is due to the fact that even collectively, the smaller search engines receive very nominal traffic.

Myth #4: Submitting an URL More Than Once a Day Per Search Engine Will Get You in Trouble.

This is the myth that seems to be the most widely circulated. How many times can an URL be submitted to an individual search engine each day? If you want to be 100% safe, submitting one page per search engine, per day, is always the best way. However, this can be tedious and it could take a very long time. There is a solution though.

Each search engine has it's own different algorithm, and just so long as you adhere to the that, you're safe. If you pay close attention to their submitting algorithms, it is not always necessary to submit just one page a day. Be careful though, search engines change their submission algorithms whenever they feel like it.

To give you an example, **here is this month's submission algorithm** for the 8 major search engines:

1) Yahoo - Human reviewed directory, you can only submit your home page

2) Inktomi - No limit through paid submissions. However, the free submit option has a penalty.

3) Google - Submit home page and let Google's spider find other pages in your site.

4) Excite - No limit.

5) Altavista - 1000 per day, but Planet Ocean recommends going slowly.

6) ODP - Human reviewed directory, you can only submit your home page.

7) Fast / Lycos - 50 pages per day.

8) Northern Light - 50 pages per day.

Okay, so now you know it all. Well almost. The thing about these search engines is that they can **change the way they work** at anytime. So what works this month, may not work next month. Take for example today's tips, they will most likely be valid for the next couple of weeks. However, next month everything could change.

So, how do I keep up with the search engines then? Well, I could just call up Stephen every time I need an update. It's costly though, Stephen consults at a very high price. Instead what I do is subscribe to his monthly Search Engine News. This way, for **half the cost** of my morning newspaper each day, I receive **all of the latest search engine news and tips**, without having to spend hours every month researching. In fact, most of the valuable information for this article is provided by Search Engine News.

This **monthly updated news site** gives you all the information needed to keep track of submitting algorithms, submission areas, penalties, criteria changes, up-to-date secret strategies and more. Best of all, the cost is cheap - only 40 cents per day! I highly recommend that you sign-up for a subscription, if you are serious about **driving high quality search engine traffic to your site**.

Stephen and Planet Ocean were kind enough to extend a **special offer** to all of our Internet Marketing Chronicle Subscribers. For a limited time, you can purchase Planet Ocean's **best selling ebook** "*The Unfair Advantage Book On Winning The Search Engine Wars*", and receive a **bonus 6 month subscription** to Search Engine News for only \$97.

The Unfair Advantage Book On Winning The Search Engine Wars is an **in-depth look** into the search engine world. In this book you'll find everything you need to become a search expert including:

- Basic **web page optimization** for better positioning in the search engines.

- **advanced strategies** and secrets to achieving top positioning.

- Optimal **up-to-date submission order** to help you maximize your reach in the major search engines.

- Techniques that you should avoid to **prevent your site from being penalized**.

- **in-depth information** on each search engine and more...

Once you've mastered the techniques, you can keep up-to-date with your bonus 6-month subscription to Search Engine News. Read this just once a month and **you'll always be on top** of new developments in the search engine world.

I guarantee that if you follow all of Stephen's techniques in the book, and keep yourself privy to shifts announced in your subscription to Search Engine News, you'll **become a search engine expert**. I'm serious about that guarantee. If you are not satisfied with the information this book has to offer at anytime **within six months**, just let Planet Ocean know and you'll receive a full refund. The book and any information you've received through your subscription to Search Engine News, is yours to keep. This is a **limited offer for our chronicle subscribers**. Take advantage of it now before it's too late.

To order click here: <http://www.marketingchallenge.com/senews/>

This is an excellent offer. Whether you are just a **beginner** or an **advanced** optimizer, the amount of information Planet Ocean provides will give you the **edge you need over your competition**.

Anyway, make sure that you use the tips in this article immediately, as the information is time sensitive, and will probably change within the month. Of course, for all of you that take advantage of Planet Ocean's special offer now (<http://www.marketingchallenge.com/senews/>), you need not worry because you will always **have the freshest updates to the search engines**.

Get the skills without the spills!

Boris Chow

Internet Marketing Challenge

About the Editor

Boris Chow is a seasoned Internet marketer and member of the IMC Think Tank, the team of Internet marketing professionals who gather in the IMC Private Site to spill the beans about Web marketing breakthroughs -- as they happen!

To learn their profitable secrets (and avoid the costly mistakes) so you'll have more time to grow your business, visit <http://www.marketingchallenge.com> for instant access.

2. SPONSOR: Automatically Submit To Over 150 Search Engines

Do not waste your money or time on so-called "*mass registration spiders*" (or ineffective software) and wind up with poor results in the search engines. Take advantage of "Site Promoter," **a revolutionary new piece of software** that...

- * Guides you through picking the right keywords and descriptions in its "tutorial"!
- * Takes the information you input, and **prepares the submission exactly the way each search engine wants it.**
- * Automatically submits your website to the top 150 search engines.

Your description will never get cut off in mid-sentence and you will end up in the right category because **Site Promoter knows exactly what each engine wants!**

To capitalize on the huge traffic potential of the top 150 search engines on the Internet using Site Promoter, go to:

<http://www.marketingchallenge.com/sitepromoter/>

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3. LETTERS TO THE EDITOR

Hi,

Concerning Carl Rosaine's article in your recent issue, and most specifically the bonus tip:

>... Now that you have other sites linking to you, submit the other web sites' pages with the links to your site to the search engines. Then you will not only have your site listed on the search engines but also the pages of other sites that refer to your site will be listed separately as well....<

I don't think that's an ethical thing to do at all. If it's someone else's web site, it's not your decision or responsibility to submit it to search engines unless you have their permission.

What if you submitted a site and they had just submitted it and the site got banned for spamming for submitting too frequently? What if they already had a good search engine position for their chosen keywords and their ranking got lowered because you submitted it? Do you want me to submit YOUR web site when it might benefit me, with total disregard to you or your property and rights, or do you want to be responsible for your own web site?

If Joe Blo stole your computer, Joe would have surely crossed an ethical line that most would agree is not his right to do, after all, the computer was your property, not Joe's. While everyone has a different ethical threshold, I think logically you'd have to agree that the other person's web site is their property, not yours, and therefore it's not within your rights to do what you want with it, such as submitting it to search engines without their permission.

Come on, let's not be so desperate for link popularity that we cast aside ethics in the process.

All the best to you,

Booj
Boogie Jack's Web Depot
<http://www.boogiejack.com>

Hi Booj,

I think you've brought up a very good point :)

Unfortunately, sometimes we take for granted our knowledge of ethical marketing. Because of this, we do on rare occasions forget that our readers span from people that just got online recently to seasoned internet professionals. And in some cases due to our enthusiasm in sending you quality information, we neglect to educate some of the less experienced online marketers about proper web-etiquette.

In regards to our recent article "Moving On Up...", The information is accurate, so I won't retract it. However, I would like to add that if you are to submit someone else's page, please ask for permission before doing so. This is proper etiquette and I apologize for neglecting to mention it the first time around.

So, thanks again Booj for bringing up this excellent point. And for the rest who are reading, remember to always practice responsible marketing.

When in doubt, just ask us.

Finest Regards,

Boris Chow

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4. TOOL OF THE WEEK: "Alexa Toolbar v6.0"

This week's Challenge Tool was submitted by IMC.

"Founded in April 1996 by Brewster Kahle and Bruce Gilliat, Alexa Internet grew out of a vision of Web navigation that is intelligent and constantly improving with the participation of its users. One of the major problems with the Internet is the inability to find information quickly and easily. Alexa Internet takes a unique approach to this problem by injecting human intelligence into navigation.

At any given moment, there are millions of people on the Internet experiencing firsthand what works, what doesn't work, what's relevant, what's cool and what isn't. Alexa taps into this collective reserve of information, knowledge and experience and transforms it into a free navigation service that benefits everyone. Said another way, Alexa provides the technology that allows everyone to share their knowledge with everyone else, to everyone's benefit."

To get more information on this tool, visit: <http://www.alexa.com>

Have a Challenge Tool that worked for you? Want to share it? Send us the URL and a brief review of the resource (up to 7 lines) to:
Tool@MarketingChallenge.com

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5. SEARCH ENGINE BYTES: Q & A Sessions -- With Stephen Mahaney

TOPIC: What is the exact step-by-step guideline for obtaining a keyword relevant title in the Yahoo directory?

> In your UnFair Advantage Book on Winning the Search Engine Wars you indicate that it is mandatory to use your URL as your title when submitting to Yahoo. In your October 2001 newsletter you make no mention of using your URL as the title. Would you clarify the correct strategy for me?

ANSWER: This is a simple strategy, albeit an often confusing issue for many people so pay close attention.

For starters you must understand that your goal should be to convince Yahoo to use your keywords in the Yahoo directory Title. If the title that Yahoo uses to describe your listing does not contain the keyword(s) that your target market is using to search for your type of product or service, your site will not be found in a Yahoo search -- it's just that simple.

Next, you must understand that Yahoo insists on using your company name as the Title of your site's description. Therefore, your keywords AND your company name must be one and the same if you are to have any expectation that Yahoo will use a strategically relevant title to describe your site.

For the absolutely best chance of convincing Yahoo to use your relevant keywords as the title that describes your site you should do the following...

1. Select a unique title description. You must first check to see that the title you are requesting is unique to their index. Yahoo (and all of the other directories) do not like having duplicate titles. They insist that each title be unique. A simple search within their directory should reveal if the title you want is already taken.

2. Select a URL that contains the keywords that you want in the title. Yahoo typically sees this as evidence that the keywords are relevant and tends to help convince the reviewer to use them in the title. Additionally, these keywords in the URL tend to boost relevancy in a Yahoo search although that may change in the future -- regardless, you will never be penalized for it and it will always have a positive effect with consumers who are deciding upon which link to click.

By the way, Yahoo currently favors URLs that use the hyphen to separate the keywords.

3. Register the domain to a "company" that lists itself in the whois registry database exactly as you want the title to appear. This, more than anything else, tends to convince the Yahoo reviewer that the Title you've requested matches what Yahoo wants to list as the site's title -- i.e., the company name.

4. Be certain that everything on the site itself, especially the "contact us" information, reflects a company by the name of whatever you want your

keyword rich title to be.

5. Use your requested Yahoo title as the HTML title tag for your page.

Again, you must understand that Yahoo wants the title of your description to be your company name. However, unless your prospective customer searches for whatever you're selling by using your real company name, this is a bad title and in most cases translates into an outright waste of your time and submission fee.

So, to insure that your site(s) will be issued a keyword-relevant title, thereby becoming the effective marketing tool that you're expecting, we strongly urge you to follow the steps outlined above to the letter!

About This Contributor

Stephen Mahaney is one of the Industry's leading experts on top search engine placement. Stephen is the President of Planet Ocean Communications Inc. (Publisher of best selling ebook, "The UnFair Advantage Book on Winning the Search Engine Wars"), and Senior Editor for Search Engine News (a monthly look at the latest search engine changes and strategies). To maximize your search engine placements, pick up "*The Unfair Advantage Book*" today at:
<http://www.MarketingChallenge.com/senews>

Are you curious, confused, or completely frustrated about search engines? Send your search engine question to:
<mailto:sebytes@marketingchallenge.com> and include your name and website URL. If selected, your question will appear in a future installment of the Chronicles.

6. CONTACT THE CHRONICLES: Got questions? Get Answers!

Do you have Internet marketing questions? Do you want to share your thoughts? If so, send your lemons or your laurels at: Share@MarketingChallenge.com

Are you a successful cybermarketer? Do you want to contribute an article in exchange for some free exposure? If so, send your contribution, with your brief, promotional byline, to: Article@MarketingChallenge.com

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