

## Submitting Your Site To The Major Search Engines

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Only when your web site is complete should you begin submitting it to the major search engines. While a web site is always a work in progress and never completely "done," don't start submitting if you still have dead links or half-finished pages -- as this will result in an unfavorable outcome.

Search engines and directories alike want to have searches that return the most useful information to their users -- This is what keeps people coming back to use their searches. For this reason, search engines do not favor sites that are incomplete -- and neither will anyone else who visits your site for that matter. So don't begin advertising your site to the general public until it's useful and fully functional.

With that being said, once your site is complete and fully functional (by this I mean all of the information on your pages are complete, your links are all working, all images are showing, etc.), you can begin submitting your site to the major search engines and directories.

**Quick tip:** The major search engines are the most important engines to submit to, so you'll want to make sure that you play by the rules. Many search engines frown on automated submission tools and in fact have gone as far to say that anyone detected using these tools will face the consequences. That's why it's important to do this manually to ensure that your pages are indexed properly. However, because there's only a small handful of major search engines, this is a fairly easy process.

From an online marketer's point of view, the only search engines and directories that matter are the ones that are popular - the ones used by millions of people every day. There are smaller specialty search engines and directories that may be of interest to you, but if you want to make the fastest impact, here is a list of the major search engines (sorted in the order of which you should submit in) with direct links to their "add url" pages...

Please note: the following order of submission is recommended for fastest inclusion in each search engine. Due to this, some of the search engines included below will require a fee for faster service. If you have special budgetary constraints and require only free submission areas for the major search engines, [click here for the specific order](#) you should submit to free submission areas.

## 1. **Yahoo!**

A site listing in Yahoo tends to significantly increase relevancy in the other engines and directories. Be sure to use the Business Express submit gateway at Yahoo. However, be sure that your site meets their guidelines perfectly, other wise your listing will be rejected and you'll have to pay the submission fee again to get in (at \$299 a try, this can start getting costly if not done right). Yahoo can be finicky but it's worth the money because a good listing in Yahoo can provide your site with a significant amount of traffic.

**Average Submission Time:** 7 days or less when using their Business Express Service.

**Paid Submission Page:** <http://add.yahoo.com/fast/add?+Business>

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## 2. **Google**

Remember that Google assigns more relevancy to pages with link and click popularity and the degree to which this can determine your page ranking, it's important to get your other submissions in place and develop links to your site.

**Average Submission Time:** 48 hours - 14 days

**Free Submission Page:** <http://www.google.com/addurl.html>

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## 3. **Inktomi**

Inktomi feeds some major portals such as **MSN, NBCi, 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 48 hours.

Be aware that while they do update the Inktomi database in 48 hours, their partners (i.e. MSN, etc. - the engines they feed data to) may take as long as 4-6 weeks to start using the new data. We've found the average time to be around 2 weeks for full inclusion to take root all across the Inktomi partner network.

**Average Submission Time:** 48 hours - 14 days

**Paid Submission Page:** <http://www.positiontech.com>

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## 4. **AltaVista**

Once you have received confirmation back from the 3 paid submissions mentioned above, we advise you to proceed with AltaVista but don't use the Express Inclusion -- we've been hearing bad reports lately and our own testing has not yet given us any reason to recommend the extra expense.

**Free Submission Page:** <http://addurl.altavista.com/sites/addurl/new>

**Average Submission Time:** 4-6 weeks for free submission, 1-2 weeks for paid submissions.

**Paid Submission Page:** [http://www.altavista.com/sites/search/express\\_incl](http://www.altavista.com/sites/search/express_incl)

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## 5. **Fast, All the Web**

Fast has a paid inclusion program that is similar to Position Tech's. The difference is Fast provides results for Lycos -- one of the oldest search engines in the industry.

**Average Submission Time:** 48 hours - 14 days

**Paid Submission Page:**

<http://www.fastsearch.com/products/partnersite/index.asp>

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## 6. **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? Listings in ODP appear to boost rankings in AOL (powered by Google).

**Average Submission Time:** 2 - 4 weeks if there is an editor in your category.

**Free Submission Page:** <http://dmoz.org/add.html>

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## 7. **Ask Jeeves**

Ask Jeeves' search function provides a mix of responses from a knowledge base of questions and answers compiled by it's human editors and search results produced by Teoma.

The results appear in the form of questions (with drop down menus for keyword variations) on the top of the Ask Jeeves results page, under the heading "Click the Ask button below for your answers."

**Average Submission Time:** 7 days.

**Paid Submission Page:** <http://ask.ineedhits.com/secure/addurl.asp>

## 8. LookSmart

The major reason to consider LookSmart is for their listings in MSN. Unless you already know your site's conversion ratios (i.e., site metrics), you should refrain from submitting to LookSmart until you do.

**Average Submission Time:** 2 - 4 days when using express submit service.

**Paid Submission Page:** <http://submit.looksmart.com/info.jhtml>

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## Free Submission Order

- **Google**  
**Free Submission Page:** <http://www.google.com/addurl.html>
- **Yahoo**  
**Free Submission Page:** <http://docs.yahoo.com/info/suggest/>
- **ODP**  
**Free Submission Page:** <http://dmoz.org/add.html>
- **Fast, All The Web**  
**Free Submission Page:** [http://www.alltheweb.com/add\\_url.php](http://www.alltheweb.com/add_url.php)
- **Hotbot**  
**Free Submission Page:** <http://www.hotbot.lycos.co.uk/submit.html>
- **MSN**  
**Free Submission Page:** <http://submitit.bcentral.com/msnsubmit.htm>
- **AltaVista**  
**Free Submission Page:** <http://addurl.altavista.com/sites/addurl/new>

### About This IMC Contributor\*

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