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Website Submission to Search Engines and Directories

Site submission

Site submission is the process of suggesting a site to a search engine. Usually you fill out a form telling the search engine's spider to visit and index the suggested site. Submitting your site greatly improves the likelihood that it will appear in users' search results.

Optimize, optimize, optimize

Search engines all use different formulas for indexing and ranking sites. Each one considers a multitude of factors in devising its own unique formula. To score high with search engines you'll need to optimize, or modify your site's HTML code and other features the engines consider when composing their rankings. You should never submit a site without optimizing first. If you've already submitted your non-optimized site, you can resubmit later.

Submit to whom?

After optimization, it's time to submit your site. We recommend submitting to all major search engines (Google, Yahoo, MSN, etc.), since about 90% of search engine generated traffic around the world comes from 10 to 15 search sites. You can also submit your site to country-specific or topical search engines for targeted results. If you decide to submit to small search engines, use an automated tool such as "URLsubmitter" to do the job.

How to submit

Top search engines have standard forms for site suggestions. A link to a search engine's submission form can usually be found on its home page labeled "Add a site" or "Suggest a URL." Use our **table** to find links to all the major sites' submission forms organized in one place. Submission forms will usually ask you for a URL, your e-mail address, your site's name and the category it fits into. Whenever you fill out a submission form, double-check to make sure you specified the right URL to be spidered. It's helpful to keep records of the date, time and outcome of each of your submissions. You may need this information if you have to send follow-up email to a search engine's staff.

The next step

Search engines with automated submission forms aren't the only types of search sites out there. Directories and pay-per-click engines can increase traffic to your site as well.

Site Submission

You need to submit your site

Don't rely on search engines to index your site on their own. It may be months before an engine's spider crawls out to take a look at you. Search engines have their hands full indexing sites that have requested their attention -- and your competition is probably one of them. Even if your site has been around for a while, it may be time to resubmit. If you've made changes to your content or simply want to rank higher in search engines' results, you need to make sure they have the best possible picture of your site.

How do I tell search engines about my site?

There are many software programs and web applications out there that will submit your site to hundreds or even thousands of search engines. But when it comes to the top search sites, we recommend submitting **manually**.

Why submit manually?

- **Since major search engines account for over 90% of search-engine-generated traffic, they're too important to leave to an automated procedure.**
- **Some search engines don't allow robot submissions.**
- **Directories require manual submission (you'll need to suggest a category and a description)**

Search engines vs. directories

Although optimizing your site for search engines is complicated, the submission process is relatively straightforward. Usually you only need to provide a URL and an e-mail address. Directories, on the other hand, expect you to:

- **Find the appropriate category for your site**
- **Write a site description**
- **Provide a URL and an e-mail address**
- **And in some cases pay**

Nonetheless, since you don't have to worry about all the technicalities involved in HTML optimization to submit to directories, you should probably approach them first.

Paying search engines for rankings

"Pay-Per-Click" search engines allow participating sites to pay for high rankings in their results. Overture.com, one of the Web's top 10 search engines, is a noted pay-per-click site. To be listed by a pay-per-click search engine, you choose a few relevant keywords and the amount you're willing to pay for each click-through from that engine. When a user enters a keyword, the search engine lists sites in order of how much they agreed to pay for that keyword.

Paying services to submit your site

There are hundreds of site submission services out there, including software packages, web based applications and companies specializing in custom site submission. Each option has pluses and minuses.

All search engines are different

It's not only their ranking formulas. Search engines also differ in how they index sites. Some engines may take three weeks, while others need three months.

Site Submission

- **It's not enough to wait for search engines to index your site**
- **Submitting to search engines is easier than submitting to directories**
- **Search engines index sites differently**
- **Pay-per-click engines allow companies to pay for higher rankings**

Site submission procedures

- **Submit after optimizing**
- **To submit, find and fill out a suggestion form**
- **Record your submissions**

<u>Submitting to directories</u>

Directories are different

People often confuse directories and search engines, thinking they're the same. This is not true. Search engines use spiders or robots to index web sites, while

directories use people. Directories tend to have smaller but cleaner indexes.
 Yahoo!, Open Directory Project (ODP), and Ask Jeeves are the top directories.

Note: LookSmart, a former directory, is now a pay-per-click web site. You can
no longer submit your web site to LookSmart without paying a registration fee
and then paying per-click premiums. The Express Submit and Basic Submit
services are no longer available.

Do-it-yourself

When it comes to directory submissions, forget about software and web-based
submission applications and do it yourself. You'll need to choose an appropriate
category for your site and write a description of it, neither of which can be done
by software. Many directories will only give you **one chance to submit your
site.** Use it wisely.

Will your site be accepted?

Directory editors reject sites they consider to be of poor quality. Yahoo! is the
toughest directory to get into; some sources claim it only accepts about 5% of all
submissions. To increase your chances, avoid mistakes.

Speeding up submissions -- paid options

Yahoo! requires commercial sites to use their paid submission programs. These
programs can also help speed up the review process for non-commercial sites.

1) Yahoo! Business Express

- **Cost: $299**
- **Review within 7 business days**
- **Doesn't guarantee inclusion in the directory**
- **No refund if the site is rejected**
- **Yahoo! chooses appropriate category**
- **Required for commercial sites**

2) Open Directory Project (dmoz.com)

- **Cost: Free $0**
- **Review: 1-6 months**
- **Doesn't guarantee inclusion in the directory**
- **Site can be rejected**
- **You choose the appropriate category (If DMOZ deems it's the
  wrong category the site will be rejected)**

- **The second most difficult directory to be listed in.**

Submitting to directories

- **Submit your site to directories first**
- **Your site should be completely functional**
- **Follow directions carefully**

Where to submit for major search engines and directories

Search engines often make their URL submission pages difficult to find. To make your life easier, we created a list of search engines to which you should submit manually, and their "URL suggestion" pages.

Where and how to submit

Services such as Inktomi, DirectHit, LookSmart and DMOZ (Open Directory Project) have partner sites that utilize their search results or listings. We advise that you submit to these sites only once. All of their partners will be updated when you are indexed.

Search Engine	URL and/or Instructions
AOL Search	Find an appropriate category and submit to it (AOL)
AltaVista	http://addurl.altavista.com/sites/addurl/newurl
AskJeeves	E-mail URL and description to url@askjeeves.com
Google	http://www.google.com/addurl/?continue=/addurl
Hotbot	http://hotbot.lycos.com/addurl.asp
Inktomi	Inktomi submit via one of their partners (positiontech.com, ineedhits.com, trellian.com).
Lycos/Fast	http://www.lycos.com/addasite.html or http://www.alltheweb.com/add_url.php
MSN	http://search.msn.com.sg/docs/submit.aspx?FORM=WSUT
Open Directory Project (DMOZ)	Find an appropriate category and submit to it. (dmoz.com)
Teoma	http://static.wc.ask.com/docs/addjeeves/Submit.html (Paid program only)
WiseNut	http://www.wisenut.com/submitsite.html
Yahoo!	Find an appropriate category and submit http://searchmarketing.yahoo.com/srchsb/ssb.php