

Why Submitting is NOT Enough!

By Chris Falck

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AUTOREPLY2U <http://autoreply2u.co.uk>

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WHY SUBMITTING IS NOT ENOUGH

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Submitting your pages is only part of the job. Because there are zillions of pages in dozens of search indexes, the odds of many people finding you are not very good, unless you do the spade work.

Even after you've submitted the page it can be dumped without apparent reason or never be accepted at all. Search engines are not yet 100% accurate and submission errors do occur.

The main reason that submitting is not enough, is position. It takes some follow up, revision, and resubmitting of your pages to improve your positions. If people search for a keyword or phrase and can't find you, then you might as well not be in the search engine index at all!

Basic guidelines:

1. Optimize at least one or more of your pages for EVERY product or service you offer
2. Don't blatantly "spam" search engines. Do put in keywords that don't relate to your site just so you might attract more visitors. You could put in words such as "sex" or "naked" or whatever. But you'll not be attracting the targeted visitors you want, you'll annoy people, the search engines are looking for index spamming and will ban sites that they catch! If your site or pages disappear, its possible that "innocent" pages may be dropped as well. However, that's why you need to keep track of everything for you.
3. Be careful not to repeat a single keyword more than about five or six times, since some engines will penalizing you for "excessive" use of keywords.

Improve your rankings:

1. Include and repeat keywords that people might search for to find you in the TITLE of all your pages. Keep common word groups or phrases that people might search on together where possible.
2. Keywords that are more prominent will be weighted much higher with the search engines. Most engines rank you higher if the keyword or phrase is near the beginning of the title and as close to the beginning of the page as possible.
3. Keep your pages short while including and repeating keywords frequently
4. What good for the eye isn't necessarily good for the search engines. Create an entry page for each product or service you offer designed specifically for the search engines.
5. Test the amount of keyword repetition. On each of the Search Engines you intend to submit to, to determine the optimum mix for your pages.
6. Create META tags for keywords and description this will tell search engines what keywords or categories you would like to be listed under.
7. Monitor your positions and see which pages appear above yours in a search. Take a look at those sites. Look at the HTML source code for the page. Work out why its ranked higher than you and try to duplicate and improve upon that concept to achieve a better ranking
8. Alter your page designs and submit them, check your rankings. And bear in mind that what works for one engine may not work so well with another.
9. Consider making different entry pages tailored for each engine when necessary. Avoid submitting too many similar pages to the same engine (particularly on the same day) or you risk your site being banned or the submission rejected.

If you would like to improve your search engine rankings by linking to AUTOREPLY2U simply use the link below...

<http://autoreply2u.co.uk/linkinfo.htm>

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