

# A Simple Guide To Search Engines

By Jean Lam

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Search engines are the most widely used means of finding information on the Internet for it's so easy to find information on any imaginable topic. Search engine marketing is a highly effective method of driving hordes of targeted visitors to your web site if you achieve good rankings on them.

Online marketing has gone from link exchanges, banner advertisements or banner exchanges to pay per click, and beyond. One of the best ways to obtain traffic to a web site while avoiding the massive costs of other such techniques is to optimize your web site for the top search engine portals like Google for instance.

For those involved in search engine optimization and search engine marketing, there is nothing more rewarding than obtaining prominent results from the worlds leading search portals.

In today's world, business takes place constantly and quickly as millions of users are connected to the Internet at all times of the day. Many of these users or "surfers" have access to the leading search engines portals to start looking for information related to their own interests and research.

With millions of users searching 24 hours a day, why then can it take months for your web site submissions to be received? A further look into the process is required.

It is important to note that the major search engines all have a different approach to how they prefer submissions. Regardless of their preference, do not cause detriment to your optimization campaign by only relying on automated submission programs or hiring a firm to perform only submissions for you.

Before you submit your site to the search engines, ensure that you have optimized your meta tags.

Meta tags are so-called hidden text that will not be rendered by the browser. You can easily get access to them, however, by selecting View, Source in your browser. They are normally placed after the TITLE tag.

The idea behind the meta tag was actually to add relevant keywords that could be used by search engines when indexing a page. By including synonyms and various spellings, the webmasters would make it easier for searchers to find relevant pages more easily when typing the same keywords placed on the site's meta tags.

```
meta name="keywords" content="search engine optimization marketing promoting"
```

Still, the chances are that a keyword meta tag like this one will not help your search engine ranking. At best it will give it a marginal boost. So why bother?

As you can see there are no commas between the keywords. It could have been like that.

```
meta name="keywords" content="search engine optimization, marketing, promoting"
```

The search engines don't mind and it opens up for new keyword combinations. Many search engine optimization experts argue that you should put your most important keyword phrase first. It won't hurt.

Do not repeat the same keyword with the same spelling more than three times. With that said, there is tag before the keywords tag that is more important to discuss.

The TITLE tag which does not seem to be as important as the meta tag "keywords" at first glance, should not be neglected in any case.

The keywords or relevant sentences that a surfer will enter in search engines, what you place in your title tag will play a major role in getting listed too.

Eg say a user enters "Search Engine Optimization" in the search engines portals.

and that your TITLE tag is

```
TITLE Search Engine Optimization Secrets Revealed /TITLE
```

You will increase your chance of being found on search engines if you include rich keywords related to your website theme in that tag.

Also important is the description meta tag which should present

the content of the page in a clear and informative way. The searcher should get a clear idea of what the page is about and whether it is relevant for his or her needs. It must be eye catching, attractive and relevant for users to click on your TITLE link.

meta name="description" content="Search engine optimization is fundamental to ensure better results in search engines."

Full example below of how this process works.

Your tags:

```
TITLE Search Engine Optimization Secrets Revealed /TITLE
meta name="description" content="Search engine optimization is
fundamental to ensure better results in search engines."
meta name="keywords" content="search engine optimization
marketing promoting"
```

Now if a user finds your website on the internet say at position five, your results will be displayed like this.

5. Search Engine Optimization Secrets Revealed  
Search engine optimization is fundamental to ensure better results in search engines.

Clicking on "Search Engine Optimization Secrets Revealed" will link to your website main page.

Placing some relevant keywords in the first paragraphs of your website pages can also be beneficial for ranking.

To improve your link popularity, you may also consider the points below:

(1) Get your own domain name. When your site is hosted by some of the free web hosts, you will find it very difficult to get it listed in a major directory like Yahoo!. Although Yahoo! will never admit that it won't add a commercial site which is being hosted in one of the free web hosts, in practice, it will be a miracle if you can get your site listed by Yahoo!.

Listing your site with Yahoo! is difficult enough even when you have your own domain. Don't make your task more difficult than what it needs to be.

If you do not currently have a domain name, are you convinced that you need one right now? The small fee that you pay per year for your own domain name is peanuts compared to the benefits that you get.

(2) Write articles and get them published.

Once you have written lots of articles and get them published on a number of websites, your link popularity is going to increase dramatically even if you haven't submitted your site to search engines.

Finally, it requires time and patience before getting listed in search engines. But in the end, it will be well worth your time.

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