

Don't Submit to the Search Engines

By Patrick OBrien

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Having done the keyword research and designed your pages to rank highly, all you need to do now is get those pages into the search engine database and the visitors come flooding in.

This bit used to be very easy, you would just go to each engine, find the submit button and enter the information. With a bit of luck your pages would be in the database within a few weeks. If they weren't you would simply re-submit again.

Today the search engine world is a little more complex and, with certain engines, using the Submit function can harm your final ranking within the database.

I will concentrate on just one search engine for which I know this to be True. But first a little background on why this engine is now the most important for you to get listed with.

It is generally accepted that since the dawn of the web, Yahoo has been the most used Search Directory and still remains at the top. However something very important changed this month. When someone uses the Search Function on Yahoo (and lets face, most do) the results produced are no longer coming from the Yahoo Directory - they are instead being produced by Google from the Google database. Try it for yourself, go to Google type in a phrase then try the same phrase in Yahoo. You will see the exact same results appear in both cases.

So what does this mean ?

Well Google was already high up the search engine rankings (either 3rd or 4th). Now that it is also providing All the results for the number 1 search function it has become the most important Search Engine. Get listed well in the Google Database and you will appear high in the searches conducted both on Yahoo and Google.

So lets' talk a little more about Google and how to get into

this database. Although we don't know the exact rules Google uses we do know that Google has always placed high importance on what the web was designed to do and the integrity of it. In particular the root idea of the web is that,

'Pages Link to other pages of Similar / Relevant Information'

It believes so strongly in this idea (and quite frankly we do too) that it has been in-built into both the Google Ranking programs and Submission process. We believe the implications of which boil down to the following,

- 1) Google will not include a page in it's database unless there exists at least one link to it from a page already within it's database.
- 2) When Google produces a set of results it not only scores the page on it's own content, but places a high importance on both the number of pages which link to it and the quality of those pages (more about this next week).
- 3) A page which is picked up by the Google Spider (the program which surfs the net looking for new pages) will score higher than an identical page which is entered using the Google Submission process.

The Google Spider is probably the most efficient of all the search engine spiders around today. We know that our own pages are visited once a month by the Google Spider.

Look at rules 1) and 3) again, combine this with the efficiency of the Google Spider and there you have it - the perfect way to get your pages included in the Google Database.

i.e.

Obtain links to your pages from other sites which are already within the Google database and then sit back and wait.

Your pages will (within a month) be added to the database by the Google Spider automatically obeying rule 1) and having the added bonus of being Spidered not Submitted.

There it is, how to achieve a better listing by Not Submitting. There are some more factors which you should consider, including the importance of the 'Open Directory'. Once again we have put this all in a free guide for you at,

http://www.trafficfile.com/internet_marketing/search_engine/submit.htm

Next week we will pick up on another aspect of Google - the way in which pages linking to you can effect your ranking and more importantly how to judge the quality of those pages.

This article may be re-published as long as the following is included at the end of the article and as long as you link to the URLs mentioned:

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