

Seeding the Robot Engines

By Paul J. Bruemmer

Seeding the Robot Engines

Paul J. Bruemmer
paul2@web-ignite.com

Web Ignite Corporation <http://www.web-ignite.com>

It's smart to seed the crawler-type engines to attract traffic when prospects type your keyword phrases into a search box. You can do it yourself or outsource, depending on your time, personnel, and technology resources. The process consists of four key tasks:

1. Analyze, develop, or improve the key phrases used to find your Web site.
2. Optimize every page of content on your site with these key phrases to make them search engine friendly.
3. Submit and register your site correctly to ensure the focus is on all your pages, specific to your key-phrase list.
4. Monitor, audit, and tweak the results.

Analyze Your Key Phrases

A critical step before you start any SEO campaign is to conduct a thorough keyword analysis. Analyzing, developing, and improving the key phrases used to find your Web site can be more art than science. You might query employees, vendors, customers, friends and relatives for input regarding all possible phrases that might be used.

Traffic-analysis tools like WebTrends, can analyze your server logs to determine the key phrases people used to find your Web site. This gives you a preliminary list of key phrases to consider optimizing for, but you'll need to do additional research to develop your best list.

A professional SEO firm will do the research to develop keywords, providing you with the best list of key phrases. Or you can try it yourself with Wordtracker, which tells you the most popular keywords being used daily.

Once you have a semifinal list, prioritize it, and then do some searches with these phrases. See how many similar documents are found and which competitors are showing up. Scrutinize the relevancy of each key phrase on your list and plan to optimize for only the most relevant.

Optimize Your Content for Search Engine Compatibility

Write your content for each individual Web page as designed for a specific key phrase. First, take care of the hidden HTML program language issues:

- Properly install title head tags.
- Properly install keyword and description meta tags.

- Properly install image ALT tags.
- If a noframes tag is used, insert keywords, descriptions, and content.
- If using JavaScript links or image map, add text links where possible.
- Check the search engine compatibility of dynamically generated pages (cgi, .asp, .cf, .php, etc.).

Correct all of the above items on your home page, then optimize each of your subpages for a key phrase, one-phrase-per-page. None of the above hidden changes will affect the look or functionality of your Web site, yet all of these changes will make a significant difference in making your site search engine-friendly.

After taking care of the HTML issues, review the visible content on each page, optimizing your text for a specific key phrase. The first paragraph or two should include the key phrase with intelligent, comprehensive, and grammatically-correct marketing copy describing your offerings.

This helps the robot engines like Google, AltaVista and FAST to reach deeper into your Web site, ranking more pages. Search engine-friendly HTML program language and well-written content help these engines accept and recognize pages deep within your Web site for inclusion in their databases.

Submit and Register Your Site Correctly

Each search engine and directory has specific criteria and requirements when accepting a request to be listed in its database. For the best results, submit all URLs manually.

If you use submission software, it's doubly important to comply with each search engine's guidelines. Don't abuse the submission guidelines or you may find your IP address blocked from future submissions.

For manual submissions, each engine or directory will post its "Add URL" instructions and links from the home page. Drill in and follow the instructions carefully as you progress.

Directories (i.e., Yahoo!, Open Directory Project, etc.) require hand submission because you must select a category. It can require knowledge and judgment to select the best category, and here's where professional advice can help.

Dynamically Generated Pages: Depending on the engine, when a Web site has dynamically generated Web pages, it is possible to identify several static pages. You'll want to optimize and submit these pages carefully, or get professional help.

Search Engine Guidelines: Carefully evaluate search engine guidelines prior to submitting, particularly if you have several pages to submit. Some engines may accept only five pages in a 24-hour period, whereas others may accept more or less. If you don't comply with each engine's specific guidelines, your pages may not get registered.

Confirm Registration: Once submitted, it's necessary to confirm your pages have been registered. Each engine or directory will post a timeline as to when you can expect your URL to be registered and listed within its database. Some engines may index new pages in two weeks, others may take two months. The paid inclusion programs have speeded this process up considerably (for a fee).

Page Query: After waiting the allotted time period, you must query the engine or directory for your page(s). This confirms your submission was successful and you are now registered in the engine or directory. If, after the indexing period, you find you are not registered, you must resubmit. However, resubmit only after confirming that you're not registered because of possible penalties for mass submissions or over-submitting.

Monitor, Audit and Tweak Results

Most engines or directories allow you to search for a URL by typing in a search URL (e.g., mydomainname.com). This will allow you to view and monitor the page(s) you have submitted and registered. If you have a lot of pages, you can use software to monitor your submissions and registrations (i.e., WebPosition Gold or TopDog).

Auditing Your Results: Once you have monitored your pages across all the engines and directories, you will essentially be auditing the results. The results will indicate that you should either resubmit

(because the URL was not found), reoptimize (because the URL was not found in the top 30), or not take any action (because the page was found in the top 30).

Be judicious when using software for monitoring, auditing, or reporting. These tasks should not be performed more than once or twice per month. Automatic software monitoring and reporting can draw suspicions of spamming, causing poor results.

Good Positioning Is Not Static: SEO is an ongoing process that does not end once you have achieved a favorable positioning. Good positioning can change from month to month, and that's why you need maintenance, recurring verification and resubmission.

©Web-Ignite Corporation

Bio:
Paul J. Bruemmer <mailto:paul2@web-ignite.com> is the CEO of Web Ignite, <http://www.web-ignite.com/> a professional search engine marketing company. Founded in 1995, Web-Ignite has helped promote over 15,000 Web sites. Client testimonials report traffic increases of 150 to 500 percent. Bruemmer presents at search engine conferences and his articles have appeared on ClickZ, B2B Interactive, I-Advertising, I-Marq, MarketingProfs, Marketing Sherpa, Marketing Today, New Media, Pandia, Search Engine Guide and SitePoint.

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)