

**DO YOU KNOW HOW TO GET "LISTED?"  
DISCOVER THE KEYS TO SEARCH ENGINE SUCCESS.**



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[This short eBook is 4 Pages]

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## Overview

There are many ways to get your website listed in the major search engines. A complete and successful strategy most often than not will include all or most of the strategies discussed herein.

Before we can talk about your different options, we must first discuss the attributes that each engine will require of your site. In general, search engines will take into consideration the content of your site, your page titles, your meta tags, your popularity and your relevance. Some of these are easier to enhance than others.

## Meta Tags, Page Titles & Content:

Many people believe meta tags, titles and content are not as important as they really are in your overall ranking. However, I do firmly believe that these play a significant role in your positioning with the engines overall and in the long run.

### Page Title

In general, a good rule of thumb is to use a title that is very descriptive and that incorporates some of your more popular keywords. Also, include the name of your site.

#### **Example:**

```
<HEAD>
<TITLE> Chuck Pearson Studios (www.chuckpearson.com): Affordable web design for new and
small businesses, created by marketers.<TITLE>
</HEAD>
```

### Meta Tags

To create the meta tags for your site, you will be concentrating on your site description and site keywords.

To create your site meta tag keywords, try copying and pasting your homepage content into MS Word. Delete all insignificant words (like "a" and "the"). Then delete all punctuation and words/phrases that have been repeated. This is your initial meta tag list.

Now fine-tune the list. Add more terms and delete less relevant ones. Do not use commas or other punctuation. Add your name and URL ([www.yourdomain.com](http://www.yourdomain.com)) because sometimes people type those into the search engines instead of going right to your page.

Make sure all terms are in lower case.

Take the keywords you have created and incorporate them into your meta tags. Use the "description" meta tag as well as the "keywords" tag. Your description tag should be 150-200 characters. Your keywords tag has no limit (use the ones you came up with above – the keyword section should not make sense. It should be a group of words that never form a sentence). Consider using the additional tags to increase your popularity also.

#### **Example (Sample Tags):**

```
<META NAME="DESCRIPTION" CONTENT="Your site description goes here.">
<META NAME="KEYWORDS" CONTENT="Your site keywords go here. ">
```

```
<META NAME="AUTHOR" CONTENT="http://www.yourdomain.com">
<META NAME="COPYRIGHT" CONTENT=" http://www.yourdomain.com">
<META NAME="CLASSIFICATION" CONTENT="http http://www.yourdomain.com">
<META content="21 days" name=REVISIT-AFTER>
```

Make each page of your site this way because engines will pick up more than just your homepage. Try not to use the exact same tags; create unique ones for each page and your rankings should increase.

To see samples of meta tags, go to your favorite site and click **View > [Page] Source** in your browser to see their meta tags. Meta tags go in the <HEAD> section of the HTML (which is the very first section).

### **Body Content**

The content of your site should include some of the keywords you have listed sporadically throughout the site. A search engine will look at your content to see if you have mentioned what you are claiming to be your relevant terms.

### **Keywords Selection**

Search engines want to attract the most users to their engine that they possibly can. To be success then, it makes sense that if the engine delivers the best quality results to your inquiries, then you will return. In essence, if someone is searching for "Top Graduate Schools" and the results are filled with small Internet schools, then that user is going to use another engine. They would expect to have results filled with schools like UCLA and USC for example.

The keywords you choose for your site are the terms that you will spend your time optimizing. So, if your list has 30 keywords/phrases on it, then you will use all the following optimization techniques to optimize those 30 keywords. Your selection here is very important.

#### ***Some very general rules to consider:***

- Try not to use one word terms. Keywords like "book" and "car" are too general and the competition for these words is too great.
- Relevancy is key. Only choose terms that are relevant to your site. If your site sells car-related books and you choose a term like "books for sale," not only are you competing with companies like Amazon, but you also risk losing many of your visitors because they are looking for books for sale, not automotive books for sale.
- Try to keep your terms between 2-4 words. A term like "car books for sale" seems like a good option here. You will achieve higher rankings and you will be getting visitors who are looking specifically for what you offer, which is the ultimate goal.

After you have an initial keyword list, check it with the following tool offered by Overture (formerly GoTo.com): <http://inventory.overture.com/d/searchinventory/suggestion/>.

Do a search for each keyword and note the number of times that term has been searched the month prior. If most of your terms have been searched thousands and thousands of times, consider revising your list (see relevancy above).

This tool will also help give you ideas for other similar terms/phrases.

## Individual Registering of Your Domain

This is time consuming, but worth it (note that a 3<sup>rd</sup> Party SEO firm will do this for you – **see 3<sup>rd</sup> Party SEO Firm**). Go to each engine that you would like your site to be listed in and manually submit your URL. Most times, the link for this is at the bottom of the homepage and is called something like "Add URL." Simply follow their instructions, as each engine is different.

Check for your site every three weeks in the engine and then resubmit until you get in. Try submitting after that into different categories.

Below is a list of some of the more notable engines. You can find a more detailed list at <http://searchenginewatch.com/links/major.html>. Keep in mind that submitting to some engines will get you into others (like the DMOZ for instance). The bold ones are the most important.

### **Search Engines:**

MSN

Netscape

**Yahoo/Google**

**Open Directory ([www.dmoz.org](http://www.dmoz.org))**

**Excite**

Infoseek

Northern Light

Direct Hit

**AltaVista**

Lycos

Hotbot

**Looksmart**

**NBCi**

AOL

**\*AskJeeves**

[\\*url@ask.com](mailto:*url@ask.com)

To get included into AskJeeves, do some searches first and then find some gaps in their database. Email them about adding your site to their list, hopefully helping them fill these gaps.

## Pay-for-Placement Search Engines

Probably the fastest and most efficient way to get listed in the search engines is through pay-for-placement engines. However, this can be costly. In essence, you create your own account online using a credit card, add the terms you would like to be listed under, set the price according to the current listings and viola!

Overture.com is probably the most notable engine for this. The great thing about using overture is their partnership network. If you stay within the top three listings on a given term/phrase, you are also listed above the general listings on several other sites. So, if you are listed on overture for "car books for sale" and you are number 2, you are also listed on various other top engines.

You can research this more on their site at [www.overture.com](http://www.overture.com). Keep in mind there are other pay-for-placement engines available also.

### **3<sup>rd</sup> Party SEO Firm**

The easiest way to get rankings in the engines is to enlist the help of a qualified third party SEO firm. Their sole duty is to get you ranked high for the terms that are most valuable to you. Some firms are obviously better than others, so do your homework.

After working with a few, I have found that simply asking for references is not necessarily enough. You might consider requesting a complete or partial client list and actually contacting random clients yourself. This way you know you will get an honest response.

The two firms I have had experience with are:

[www.webseed.com](http://www.webseed.com)

[www.internationalcrossing.com](http://www.internationalcrossing.com)

Using a third party firm can get quite costly, so be careful. You want to make sure you are tracking their efforts so you can compare their results to the overall cost of the program. This will give you an accurate measure of their success.

### **Tell-a-Friend**

Go to [www.recommend-it.com](http://www.recommend-it.com) and get the free script to recommend your site to others. Alter the code a bit and have your webmaster put this on your pages. It is one of the easiest ways to spread the word about your site, aside from putting your URL on everything you do – especially emails.

### **Helpful Links**

<http://searchenginewatch.com/>

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