

DIY SEO Part 3

Assuming that you have written your web site pages each with their own topical focus and you have placed your key words in your meta tags you are now ready to tell the world about your web site.

Site Submission

There are many site submission offers out there. Some are free and some are not. The idea is that you can save time by having an automated script fill out the submission forms for you.

The problem I find with some of these online submission tools is that they do not stay current with active directories. You might find that half of their directory submissions fail because some directories change their submission rules or simply disappear.

They also confuse you by mixing the term "directory" with the term "search engine". They are not the same.



The difference is that **search engines** automatically crawl the internet and index web pages for search results and directories do not. Directories are just lists organized by category. You can add your site to a directory and we will be talking more about that below.

So if you see an ad that says they will submit your web site to 1000 search engines they would be incorrect.

There really is only a hand full of search engines and if you have a good amount of links going to your site eventually you will be found. So INBOUND LINKS are very good for your web site!

You can speed up the process a little bit by submitting your web site to some of the search engines to get your site in the queue to be searched and indexed.

For Google you would go here: <http://www.google.com/addurl/>.

Do not keep submitting the same page or different pages to Google it will not do any good. Just follow the instructions on the page and submit your web site's URL once and wait. It may take several months for your site to be indexed by Google.

URL = Universal Resource Locator

This is a FULL URL: <http://www.mydomain.com/>

At Yahoo you would go to: <https://siteexplorer.search.yahoo.com/submit>. You may need to register or sign up for a Yahoo email account. It is free.

At MSN you would go here: <http://search.msn.com.sg/docs/submit.aspx>

A search engines like AltaVista is actually powered by Yahoo.

I have read a lot of controversy about [DMOZ](#) also known as the Open Directory Project. While it is frustrating to get listed on DMOZ I do not lose sleep over it. I know that with links and properly engineered pages I get indexed within a few weeks without them.

DMOZ is a large directory site composed of volunteers who review your submission and place your listing for you. They may place you in the wrong category or they could simply deny your submission.

It has been believed that Google uses DMOZ as a resource for finding and indexing web sites. This is unfounded and doesn't even make sense.

Inbound Links

We have discussed inbound links before but I want you to consider the quality of your inbound link. These are links going to your site from another web site.

You can easily submit your web site to a directory. Different directories will have different submission rules. Most of them will be asking you for a **Link Title**, **Brief Description**, A few **Keywords** and the **URL**(web site address).

The Link Title words should contain keywords similar to your page meta tag <TITLE>. Look back at [DIY SEO Part Two](#) for reference.

You could also use your Meta Description for the brief description they are asking for. Be prepared to pair it down as some submissions will limit the amount of text for the description.

The same is true for keywords. You might have 20 keywords and they will limit you to 10. So it is important to organize your keywords in the order of importance.

Directories

There are many hundreds of directories that you could submit to but be careful some may degrade your position in Google. You want to find good quality directories that have a high Page Rank.



Some directories are so poorly organized they are considered FFA(Free For All) sites. Google doesn't like these because they are not organized in a way to help the user locate information and there has been abuse with these types of sites in the past.

I have started a list of [Free Directories](#) and [Fee-Based Directories](#) to get you started. These lists are not complete but illustrate the abundance of potential link backs that you can get on your own. Some are really easy and some can be a bit complicated.

In a past article I made a sample [Link Profile](#) that you can use for a guide. The idea is to cut and paste the information to help speed up the process. If you can confirm 10 links a day you are on your way to stardom. Remember to create a spam oriented email address so that you don't get bombarded with hoards of spam because it will happen.

Page Rank

You can get the PR (Page Rank) on any site by going to:

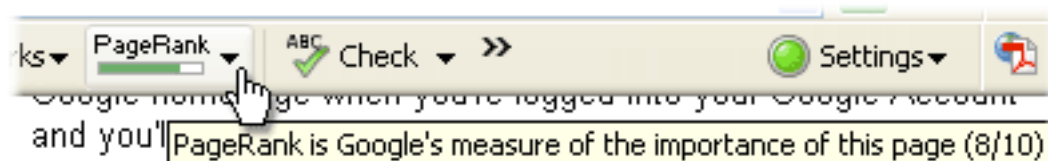
www.prchecker.info or just go to

www.sitemechanix.com we have a PR checker installed on our home page near the bottom.

In general most new web sites will start at a Page Rank of 0. As they build inbound links with friends they can achieve a rank of 2. If they aggressively seek links they could reach 4.

As an advertiser and especially if you intend to purchase a listing in a directory make sure it is at least a Page Rank of 5.

If you download the [Google Toolbar](#) you can see Page Ranks for every web site you visit.



AdWords (Pay-Per-Click)

Start up a [Google Adwords account](#) and start marketing. This will give you instant traffic to your site and you can control the cost.

You are more prepared to use AdWords because of your own keyword research but you may still find more keywords by using the keyword suggestion tools that you find on Google.

I find it is a good idea to build different campaigns using different groups of keywords in an effort to ferret out different targets. Some campaigns will deliver better results not only in traffic but in sales. When you find a campaign that is working well you can increase its effectiveness by opening up the per day funding limit and increasing the pay-per-click amount. You can then pause the campaigns that are not doing well.

Conclusion

The bulk of the keyword work will be complete with your first heavy SEO of your own web site. However, you will find that it is important to keep researching key words in your industry and then making adjustments on your web site from time to time in order to improve your viability on the web.

Writing on related topics in your industry and relating them to your products is important. If you can't do it hire a writer to help you. By adding more pages to your web site you are building Page Depth.

Updating your home page from time to time letting everyone know of new items on your web site is also helpful. Googlebots will consider you more relevant if your information stays fresh.

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