

Submit Your Site

Got a new web site or an old one that needs to be marketed on the web?

The first thing you should do is optimize your web site for search engines. This in itself is a complex topic, but at the very least make sure these meta tags are inserted on your home page. If you can't do this yourself have your webmaster do this for you.

```
<title>My Web Site Title</title>  
<meta name="description" content="Brief description of your web site."/>  
<meta name="keywords" content="web articles, blue cars, shaved cats"/>
```

Yours will be different...

Don't assume this has been done. It is easily over-looked. You can check by going to your web site and clicking on your browser's menu item "**View**" and then "**Source**".

I do not recommend submitting your site until you have your meta-tags in. You should spend some time thinking carefully about what to put in your meta-tags.

Your meta-tags would be more effective if you hired a professional SEO specialist to research the best words to use. This is a different discipline and you may not yet have a budget for it. For serious marketing it is important.

You can, however take some minor steps in marketing your web site by getting indexed by major search engines. We do this by submitting our web site.

Google

You can submit your web site to Google by [clicking here](#). By doing so you are placing your web site in the queue to be indexed. There is no telling when this will happen but, if you have a new site this a way to tell Google about it. Do not submit the same site over and over. It makes no difference here and you are wasting your time. Just once is enough.

You can test to see if you web site has been indexed by simply typing the domain in the Google search bar. If it doesn't find anything your site has not yet been indexed.

Just so you know, it is not necessary to submit your web site to Google because it naturally traverses the web indexing sites on a regular basis. I've seen web

sites get picked up by Google in as little as a few days and usually between 4 to 8 weeks.

For this reason Google responds quicker to your site when you have links coming to it from different web sites. You can effect this by submitting your site to different directories.

What about GoDaddy's Traffic Blazer?

You may see many site submission tools out there where you pay a little money and get submitted to 1500 search engines. This is a myth of course because there really is only 5 real search engines to actually submit to and you can most likely do this yourself for free. Traffic Blazer will do 2 things for you in all fairness. First it will save you some time submitting to a bunch of directories by doing it all at once. Second you will learn more about how your web site is optimized by going through the extensive analysis that the application will put you through. This is a good thing. If you are a [Webcentrica](#) customer you can try out Traffic Blazer yourself through your own account. Ask SiteMechanix if you need help procuring Traffic Blazer.

Yahoo Submission

You can also submit your site to Yahoo for free just like Google. It will require you to get a free yahoo email account but it won't take long to do. Direct link to [Yahoo submission](#).

This exercise in submitting your web site to search engines is similar to submitting to directories. There may be more input boxes to fill in but it is something you can do to market your web site by yourself. It is also a good practice to do this as often as you can. Look for ways to link your site to other web site that appear in the top 10 to 30 in the Google or Yahoo results. you may even get a boost in traffic to your site.

When going to a directory site or search engine look around the navigation for words like **“Suggest a Site”** or **“Add a URL”**. You might not even find these on the top navigation so scroll down to the bottom to what we call the footer and look for link text like this. That should get you to a page that tells you how to include your site.

DMOZ.ORG

Also known as the Open Directory Project, DMOZ has volunteer editors that review the web site submissions and determine what sub-category each submitted web site should be in. Some of you may have heard that Google references this directory in its indexing algorithm. After reading this The [DMOZ](#)

[Propaganda](#) I have to agree it is a waste of time. Many times the category you pick for your web site gets underwritten by a volunteer editor. Getting a link to your site would be nice form DMOZ but it takes so long. You would be better off getting links at other directories. There is nothing special about DMOZ.

Coming Up Next "Getting Links form Directory Sites"

Posted on June 16th, 2007 by Karl Knelson