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Why WebSite Marketing Needs More Than a Search Engine Submission

By Joel Mclaughlin

Search engine submission is a physical or manual task. Some of it is automated but it's still a physical exercise. While submitting to search engines will ensure that search engines learn of your existence, it does not mean that you'll get listed in their search results. In fact, not many people know that search engine submission involves having a web site first.

Get a web site first...then optimize!

Some people who have not established their web site go ahead and submit to search engines; if the search engines find out you don't have a web site yet, they will ignore your submission. Worse, it can hurt your ranking.

Web site marketing, therefore, needs more than search engine submission. It presupposes the existence of a web site. That's one. Two, that web site has to be optimized before any search engine submission can be carried out.

Web site marketing is a series of intricate steps that have to follow a logical order. A good web site marketing company will first provide your web site with visibility and a high ranking. The next step is to develop links (reciprocal and back end links) followed by a branding campaign for your product or service.

Some savvy web site marketing companies know immediately, just by looking at a web site for the first thirty seconds, what is wrong with it. So you need the experts to tell you what ought to be fixed before you embark on a search engine submission exercise. Optimization precedes all other marketing efforts.

Google, Yahoo and MSN have developed a complex system of search algorithms that will determine page ranking and web site ranking. These algorithms do not rely on how many submissions you've made; rather they rely on your selection of meta tags, your keywords and content. Using generic language won't cut it either. By generic language, we mean language that is not normally used by customers when they search for your company. These mistakes can be costly and will pull you down in the hierarchy of search results.

By asking the experts to help you with your web site marketing concerns, you stand a better chance of obtaining high quality traffic to your web site. If it's done right, you could be enjoying high quality traffic with no extra fees and for an indefinite period of time. If sales is your # 1 goal, good search engine optimization techniques will generate those sales.

Web Site Marketing Goes Beyond Search Engine Submission

Before submitting to search engines, you will need to consider doing on-site page optimization and in-depth link building. These are crucial steps to web site marketing results.

Don't overlook the importance of a press release announcing your web site. Article-writing is a necessary ingredient and if your articles are written well with the right keyword density, the search engines will start noticing you. This is why web site marketing service companies partner with good copywriters who understand the principles of search engine optimization.

Don't forget to update your meta tags and page titles, as well as position content strategically. Once you've created optimized pages, develop them further with good content. A good marketing company will show you how to choose your keywords, how to place them and how to define text attributes.

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The Importance of Website Submissions

By Terry A

Applying and using all kinds of search engine optimization methods has become a necessity in a day and time when the competition on the World Wide Web far surpasses competition in the real world. Some of the main SEO strategies that most webmasters nowadays resort to are directory submissions, building link popularity, increasing text links to raise page rank, using keyword optimized content etcetera. However, many people fail to use one major SEO tool—web site submission. Website submission refers to the process of submitting your website to major search engines and directories. Many services providing site submission services also submit your sites to internet directories, which is necessary if you actually want website submission to work for both you and your website.

Search engine submission is a necessary SEO technique, which should be used much before any other, except perhaps keyword optimization. This is because most websites do not get indexed by search engines until and unless a search engine submission is made with each particular search engine. Needless to say, your website will never feature in search engine results pages unless it is indexed. While there are hundreds of search engine submission services who will readily submit your website to thousands of search engines for a few dollars, it is important to note that most search engines have become smart enough to reject software generated submissions. If you want your website to be actually submitted to search engines, then make sure that you hire a quality service that makes manual search engine submissions.

The same rule applies to directory submissions as well. In fact, it gets even more pertinent because almost all directories have different methods of accepting submissions. On the other hand, almost all good directories say a complete no-no to automated submissions and reject them outright. Another major advantage of going for manual website submission to directories is that you will be able to submit to directories that deal specifically with the content on your website instead of wasting your time and effort on directories that will never list your site because it does not confirm to the genre they operate with. Making website submission to topical directories and search engines will definitely help in generating a large amount of relevant traffic to your web site.

When you are trying to make your website get ahead amidst extremely strong competition, web site submission is a strategy that will definitely help you in getting a significant lead. While it is really not very important to submit to the zillions of search engines and directories that are present on the internet today, it is crucial to submit to search engines and directories that matter. Another thing to keep in mind while making website submissions is that your submissions should be accepted and your website indexed as soon as possible. If you feel you are up to it, then go ahead, otherwise hire a search engine submission service to do it for you before your competition does!

Terry is the owner of one of the internet's most popular search engine optimization websites - <http://www.iSellPagerank.com>. To find out more, please visit <http://www.iSellPagerank.com/website-submission.htm>

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