



## **REGISTERING YOUR SITE WITH THE SEARCH ENGINES**

**Summary:** It is essential for any business web site to be included in the search results of the major search engines.

It is a common misunderstanding that as soon as a web site has been launched all the search engines will know about it and will include it in their results. Make sure people can find your web site by actively “informing” the major search engines such as Google, Yahoo and MSN about your site. This is sometimes referred to as “**Submitting your Site**”.

### **How much will it cost?**

Registering your site with the major search engines is free and can be done in just a few minutes.

### **Submitting to Google – [www.google.co.uk](http://www.google.co.uk)**

Google is the biggest and most popular search engine in the UK today, and it is essential that Google includes your web site in its search results.

To submit your site you will need to visit the Google “**Add URL**” page at:  
[www.google.co.uk/addurl/](http://www.google.co.uk/addurl/)

Here you can complete a simple registration form. Remember to type in your **full** web site address (including the http:// ).

It might be useful to submit the home page of your web site, and also an internal page (perhaps a site map), to give Google 2 chances of finding your site.

When visiting your web site, Google will look for links to other pages within your site, possibly to include those in its results. So there is no need to submit all your pages separately. This is true for many other search engines too.

If your web site is new, it may take a few weeks before Google includes your web pages in its results.

### **Submitting to Yahoo – [www.yahoo.co.uk](http://www.yahoo.co.uk)**

Yahoo is also a very important search engine in the UK. Registering (or submitting) your site with Yahoo works in a similar way to Google.

To submit your site, visit: <http://uk.search.yahoo.com/info/submit> . Here you will be asked to log in using your Yahoo account. If you don't have an account already, you can set one up for free. You can then use this account each time you return.

Again, it might be useful to submit the home page of your web site, and also an internal page (perhaps a site map), to give Yahoo 2 chances of finding your site.

### **Submitting to MSN – [www.msn.co.uk](http://www.msn.co.uk)**

MSN is a popular web site offering a search engine, often referred to as **Microsoft Live Search**.

To register your site with MSN, visit:  
<http://search.msn.co.uk/docs/submit.aspx>

Again, it might be useful to submit the home page of your web site, and also an internal page (perhaps a site map), to give MSN 2 chances of finding your site.

### **Other Search Engines**

Many of the smaller search engines include results provided by the bigger search engines above, such as **AOL** (Google) and **Alta Vista** (Yahoo).

**Ask** ([www.ask.co.uk](http://www.ask.co.uk)) has no free Add URL page or a paid site submission service. However, the Ask Jeeves software automatically crawls the Web, so if you have links pointing at your site from other sites, it may get included naturally.

### **Checking if your site is included**

It is up to you to check that your site has been successfully registered and is included in the search engine results.

The easiest way to check is to do a search yourself. You might need to use a specific search term (eg; your web site address) at first, as it might take some time before your site appears in general search results.

### **Resubmitting Your Site**

There is no need to re-submit your site on a regular basis. However, should you make any significant changes to your site it is best to let the search engines know by re-submitting your site using the same procedure as above.

### **Links to Your Web Site**

All the main search engines place a big emphasis on links between web pages and web sites. Their search engine software is programmed to follow these links. Therefore one way to make sure the search engines know about your site is by having several links going to it from other (outside) web sites. This can also be beneficial for your web site's position in the search results.