

webpointmorpheus Search Engine Services

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Introduction

This document is one in a series of "Technical White Papers" that attempts to interpret and explain in non-technical language the workings of computers on the Internet. The topic of this document is Search Engine Services, which is a service offered by [webpointmorpheus](http://www.webpointmorpheus.com). The sheer complexity and technicality of the workings of Search Engines, as well as the necessary elements for success in this arena, justifies this service as well as this paper. The concepts of 'search engine spamming' and other rogue activities that could cause a website to be 'black listed' or severely fall in rank by a Search Engine are briefly considered for the edification of the potential website owner. Other documents in the series are mentioned and referenced, and further reading to support the concepts introduced here may be necessary.

What is a Search Engine?

Broadly, a Search Engine is an online resource for filtering and reviewing specific topical data which has been posted to the internet. Search Engines come in two basic types: Directory Based, and Crawler based. Please read the [webpointmorpheus](http://www.webpointmorpheus.com) document 'What Are Search Engines?' which covers the definition and function of these entities in more depth. For the purpose of this article, the above brief definition should suffice.

Why doesn't my website show up in a Search Engine result?

In the normal run of internet events, the Search Engine's 'spiders' or 'crawlers' will visit your webpage, and by the nature of their cyber-functionality, your page will be parsed, analyzed for content, categorized, and indexed into the Search Engine's database. This all happens 'under the hood,' usually without your knowledge or consent. There are ways to invite the Search Engine, with submission techniques. There are also ways to direct the crawler once it arrives, such as with a 'robots.txt' file.

With a directory based Search Engine, it is often necessary to manually submit the page to the Search Engine for review.

A typical reaction for new website owners, having just paid good money for a website, is the exact verbatim title of this section of the article: 'Why doesn't my website show up in a Search Engine result?' Listed below are some of the common answers to this question, with explanations:

- The website has just been launched, and the crawlers have not yet visited the site.
 - a) Submit the website to the intended Search Engine or Directory.
 - b) Wait for the site to be visited.
- The site has been recently submitted to the search engine, and has not yet been visited.
 - a) Wait for the Search Engine to crawl and review the website. This can take anywhere from 4 weeks to 6 months.
 - b) Consider paying for the submission, which guarantees rapid review of the website.
- - a)
 - b)

What is Search Engine Optimization?

Optimizing a webpage for superior Search Engine rank results is as much an art as a science. In the final analysis, the following concepts are extremely important:

- Keywords, longer keywords conducive to stemming, keyword placement, keyword prominence, keyword frequency, keyword weight, keyword proximity
- Using Title tags, Meta tags, Header tags, alt tags, etc.
- Links, link relativity, link popularity, link reputation
- Body copy and relevance to the topic
- Length of the content of the webpage (not too short, nor too lengthy)

However, not losing sight of the ultimate goal is tantamount to success: one wants visitors to the website, wants them to stay there for a certain length of time, and wants them to buy something or do something as intended. Therefore, having a well designed and aesthetically pleasing website, as well as technically adequate for the Search Engine's criteria is a thin line of balance.

These items and their integration into a well balanced, pleasing webpage are what constitute Search Engine Optimization.

Search Engine Optimization Solutions

There is a saying: 'Those who fail to plan, plan to fail.' Perhaps it's true. However, there is no doubt that careful planning of a website and each of the sections and pages contained in the website is one of the most crucial elements to Search Engine Optimization. Keeping in mind the single underlying theme or intent of the entire website will help categorize and order the information contained on each section or in each page of the website. The ultimate goal is gaining popularity in Search Engine rankings, and planning is crucial to realize this.

One may well consider the return of hiring a professional to optimize the pages and submit them regularly. Some Search Engines need to be reminded on a regular basis (how often differs per Search Engine) that the page has been updated or needs to be re-indexed. Those who are committed to staying abreast with the current trends and developments of the Search Engines and the Internet will best know the most proficient way to gain favorable Search Engine rank position.

Using a combination of guaranteed ranking, 'pay-per-click', and paid submission may show quick returns, all at a cost to the site owner.

Beware Black Hat Optimization Techniques!

Search Engines can and will black list a website. Yes, it's true. A website can be placed on a list or into a category by a Search Engine that will prevent or severely impact its return to a search query. What are these techniques, and how does one avoid them?

Search Engine spamming is a technique that is often used, this is the repeated submission of the website to the Search Engine for inclusion into it's database. The intent is to get the website recognized quickly and repeatedly. However, the Search Engines have become wise to this technique, and have come to penalize websites for this practice.

Website Cloaking is a practice that suggests that a website is of a certain nature or intent, when it is truly of another. In other words, a website that is submitted to the Search Engine for one reason, even crawled and indexed for that reason, then is posted or changed to a totally different nature. When discovered for this practice, the website is sure to be removed from the Search Engine's database.

Link Farms are websites that are created for the sole purpose of gaining link popularity with a Search Engine. These entities are not true content providing websites, however only exist to provide an external source which links to (perhaps hundreds of) other websites solely for the purpose of fooling the Search Engines. When discovered, there is a certain penalty.

Redirection has a 'zero tolerance' by some Search Engines. In other words, if there is a website that ranks well for a certain term, and when the site is visited there is only a redirect (automatic or otherwise) to another website, that site will be penalized.

Search Engines deplore 'Under Construction' pages. Finish the website before submitting.

These practices and more are the downfall of many websites. The potential website owner should be familiar with these techniques, and aware of any activity surrounding their website that falls into these practices

webpointmorpheus *Search Engine Services*

[webpointmorpheus](#) is *Total Solution Web Design*. As well as being committed to a superior product, [webpointmorpheus](#) offers as part of its Search Engine Services the following:

- Carefully plan the site for intent, design, and content.
- Introduce the proper page content for the subject matter along with the proper keywords, titles, tags, etc. that will make the Search Engines 'happy'.
- Optimize the necessary pages as needed with the latest industry software.
- Submit the pages to targeted Search Engines per guidelines of that Search Engine.
- Create and analyze the log records to monitor website traffic.
- Report to the website owner as needed or demanded with graphical representations of website traffic to monitor their internet effort.

Conclusion

This article has covered, briefly and non-technically, the bare essentials of Search Engine Services. In the interest of brevity and to maintain a non-technical approach to clarity, the reader has been spared the 'gory details' of heavy technicalities. For further information or edification, please consider the documents listed below, or posted on the website:

www.webpointmorpheus.com

Additional

The website process, way the web works, Search Engines, and other web & internet concepts are often very confusing, especially for the typical non-technical person. [webpointmorpheus](http://www.webpointmorpheus.com) has assembled several documents hoping to simplify these topics. This series of documents are the result of a consistent set of questions posed by current, past, and potential webpointmorpheus clientele. The documents are listed below, and are available online at www.webpointmorpheus.com.

Documents available from [webpointmorpheus](http://www.webpointmorpheus.com):

- Why Would I Want a Website?
- What's Involved Launching a Website?
- Block view of the Web Site Design Process
- Block View of Typical Web Page Request on the Web
- What is Web Hosting?
- DNS Stands for Domain Name System
- Web & Internet Security Considerations
- E-commerce 101: Is it for me?
- What are Search Engines?
- webpointmorpheus Search Engine Services
- What is PHP Server Side Scripting?
- Databases and the World Wide Web

- Viruses, Worms, & Trojan Horses