

Search engines are essentially one of two basic types:

1. Directory Type: individual web pages are entered into a database by some human method, usually the owner of the website, or someone paid by him/her, or someone from the directory who lists the site
2. Crawler Type: search engine spiders are constantly trolling the web and categorizing web pages for inclusion into their database. The criteria for categorizing are based upon the content of the site, as well as popularity of the site by links, keyword content, etc.

- _____ : site has been submitted to a search engine by some method, paid, not paid, user listed, crawled, etc.
2. Search engine inclusion: website has been included into the search engine's database
 3. Crawlers, Spiders or Trollers: the Search Engine mechanisms that continually traverse the web and categorize web pages. Links to the pages, as well as other key information about the pages, are then stored in the Search Engine's database for retrieval during a user-specified search
 4. Search engine ranking: the relative position that a website attains in a return from a search of a search engine
 5. Guaranteed search engine placement: usually for a price
 6. Search Engine Optimization the act or actions that make a page more likely to gain a high ranking in a Search Engine Result. These include, but are not limited to, frequent and strategic use of keywords, use of Meta tags, use of Title tags, etc.
 7. PPC, or Pay Per Click: a guaranteed preference for your website in a search result that you allow a certain budgetary amount. When that amount is attained by a specific number of 'clicks' on your site in the returns, your site is no longer given the preferential position in the search results
 8. Keywords: Specific words that are used in a search of a Search Engine. These words are consistent with the main theme of your website, hence your site is (theoretically) returned in the search result.
 9. Search Engine Spam: Illegal, immoral, or unethical methods of attaining higher results in a search engine result. These methods include, but are not limited to, submitting ghost pages with no content, creating false pages with links to gain popularity ratings, redirecting or cloaking a page to be something that it isn't.