

Looking For Something.Com

Web Images News Sites

Searching...

Where Do

Those Results

Come From?

Advertising Solutions Business Solutions More Info

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Search Engine Basics

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Assignment #1

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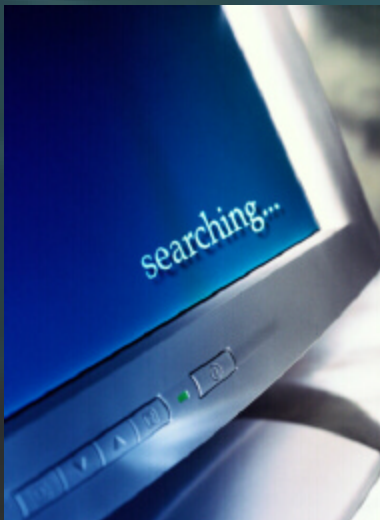


Searching Has Changed

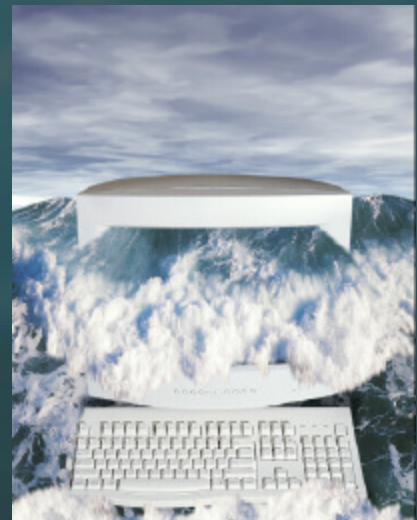


We used to spend our time in libraries.
Searching for hours for one
piece of information.

We can now spend minutes at a
computer and get much better results.



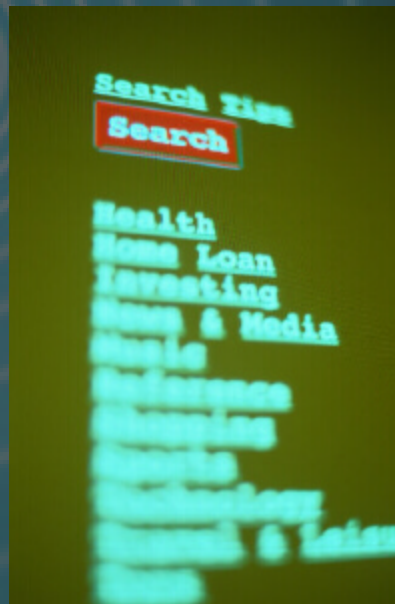
However, speed can
come at some cost.
We are sometimes
overwhelmed
by the information
we receive.
It can be difficult at times
to sort through it all.



Myths Of Search Engines

Myth #1 Simply having a web site gets you listed

Myth #2 You must list with all the search engines to appear on their results.



Myth #1: If every website on the internet were listed in your search results you would be able to do your search faster by driving to the library of congress. The only sites that are listed are sites that have paid to be, or have a link on an important site, i.e. Yahoo!. The point being that search engines are not going to seek you out.

Myth #2 : This myth is not true due to a little thing called Google.

How Do You Get Listed?



The short answer for that short question...

Promote Your Site

How do you promote it?

You pay somebody.

You either pay per click,
or pay to be listed in a directory.

Pay Per Click

**Pay per Click is a term that is pretty self explanatory:
You pay every time someone clicks on your listing.**

You define a monthly budget for your website promotion. Then you have to bid for your rank. Say you have a budget of \$3000 per month. You bid \$.98 per click, and that puts you second in the results. You can be clicked on 3061 times before you drop down in the ranking, due to your budget. Then next month your are back up to second, maybe.

Budget: \$3000

Bid: \$.98

Results Rank: 2nd

Clicked on 3061 times

Rank drops to 2034

Next Month back to Rank 2nd



If someone out bids you in the meantime, you will be knocked down a place or two. You can use services like Overture.com to list with multiple search engines, such as MSN, Excite, Lycos, etc..., by Pay Per Click.

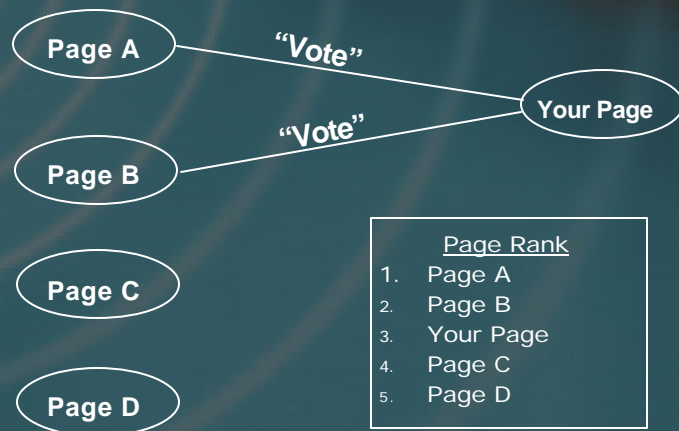
Directories

Directories work very differently from Pay Per Click. Yahoo! has one of the most popular directories. You pay a once a year fee of \$299 to be listed in Yahoo!'s directory. And that is all. If someone searches through the directory, there you will be. And you will, of course, come up on Yahoo! searches. There are many other search engines that offer directory listings, but I recommend Yahoo! for one reason. That reason is Google.

The image shows a screenshot of the Yahoo! search directory page. The page features a search bar at the top with the text "Web the Directory" and a "Search" button. Below the search bar, there are several categories of links, including Business & Economy, Computers & Internet, News & Media, Entertainment, Recreation & Sports, Health, Government, Regional, Geography & Culture, Education, Arts & Humanities, Science, Social Science, and Reference. On the right side, there are sections for "YAHOO! PICKS" and "BUZZ MOVERS". A large red watermark reading "\$299/month" is overlaid diagonally across the center of the page.

Google

Google is so different it is in its own category. Their software, PageRank, is what makes Google so special. PageRank is a program that searches the web like a person counting votes. Every time a site is linked to your site that counts as a vote for your site. The more sites “voting” for you, the higher you are in their results. The importance of the site linking to you also weighs on your rank. That is why listing with Yahoo! Directory is so important. If you list with them, Google is very likely to pick up your site on their results.



“Important”, high-quality sites receive a higher PageRank, which Google remembers each time it conducts a search. Google combines PageRank with sophisticated text-matching techniques to find pages that are both important and relevant to your search. Going beyond the number of times a term appears on a page and examines all aspects of the page's content (and the content of the pages linking to it). In this way a Google search is able to give you more comprehensive results with greater probability of finding what you want.

The Yahoo! logo is displayed in a white rectangular box. The text "YAHOO!" is written in a bold, red, serif font with a registered trademark symbol (®) at the end.

VS

The Google logo is displayed in a white rectangular box. The text "Google" is written in its characteristic multi-colored font (blue, red, yellow, blue, green, red) with a trademark symbol (™) at the end.

Google

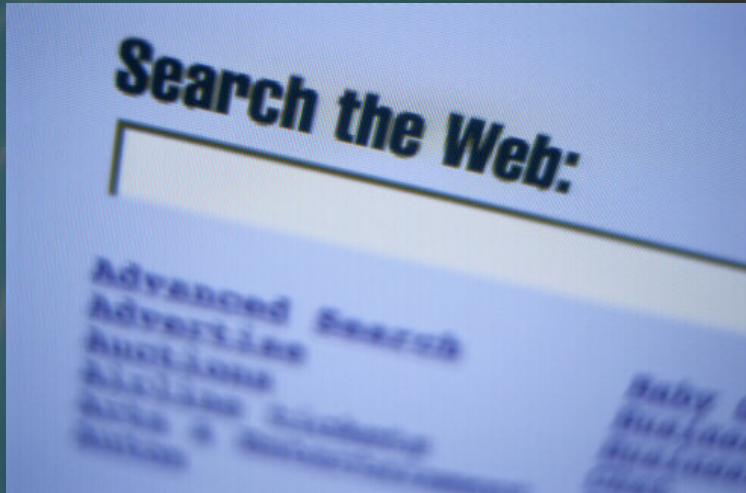
- Relevant Searches
- Easy to use
- Quick
- “Importance of Link” based searches
- Top results will be important sites

Yahoo!

- Relevant Searches
- Easy to use
- Not as quick
- Directory based searches
- Top results may be important sites

The two engines, Yahoo! and Google, are comparable. However, Google prides itself on the relevance of its results. Also, the speed at which it searches is greater because PageRank stores the web pages it lists in its results whenever it searches for something.

Tools and Services



Now that we know how these search engines work, how do you list with them.



To get a good pay per click base, I recommend Overture.com to list with the most sites with the least amount of trouble. Lists with multiple search engines. Optional expert assistance for \$199



Yahoo! Express will get your listing up in their directory within a week for \$299 per year. HUGE PLUS in that Google will pick up your site due to this link.



Google also has a pay per click service called AdWords. These listing are set apart from the PageRank results.



Resources

Here are a list of sites that I have mentioned:

https://public.yahoo.com/leads-cgi/iso_lead_form.pl
(Advertising on Yahoo!)

<http://docs.yahoo.com/info/suggest/busexpress.html>
(Yahoo! Express)

<http://www.google.com/ads/solutions.html>
(Google AdWords)

<http://www.overture.com>
(Overture.com)



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