

Is It Worth Paying To Submit To Search Engines and Directories

Most search engines charge a nominal fee for every URL submitted. You are more likely to get favorable results by submitting your website to a search engine with paid inclusion. AskJeeves, Inktomi, AOL, and LookSmart are the most popular search engines in this category. Once you submit your website with these Search Engines, your website is most likely to be listed within a week. The Audience potential for paid search engines is 100%.

Search engines generally list pages of ten to twenty results per page. Most search items will return thousands, if not hundreds of thousands, of results. The key, however, is to get listed amongst the top results if expect to get any traffic through these search engine results.

There are two methods of submitting your URL to Search Engines. One is to use Search Engine Submission services such as "Submit it", which is a part of MSN Central. The fee for submitting URLs using this service ranges from \$79 to \$299 per year. Another is to submit your URL by submitting it individually to popular Search Engines and thus avoiding the fee charged by submission services. The prevailing counsel is that manual submissions should be made to the top five search engines or so and one could use automatic submission services for the rest.

It is possible to submit your URL to search engines for free. At the same time, you have to keep in mind that there are premium programs offered by some search engines that assure listing or provide better positioning in ranking. Some use of paid listing programs is recommended if you wish to receive serious traffic on your website from the search engine.

Free submission could result in much lower traffic, a low rank and positioning amongst the results returned, and longer period of time before your website actually shows up in the results returned by the search engine. Also there is no guarantee that your website would be included with these free services. To avoid these issues some search engines offer "paid participation" that guarantees high traffic and ranking for a fixed fee per year.

Formulating a Search Engine submission budget is crucial. It should be such that you have the best possible combination of free submission, paid submission and paid placement programs.

How much would you like to spend on this exercise? If the budget is limited, options such as some of the paid programs, advertisements, expensive directory listings will have to be forsaken and attention given to getting the best results from limited but focused efforts.

The key is to strike a balance between free and paid programs that yield maximum ROI. You should submit your website to all the free search engines such as Google, AltaVista, and WebCrawler, at least one paid search engine such as Inktomi (\$89 for submission of 3 URLs), and Yahoo Directory (\$299 a year). Apart from these, you should think of submitting your website to a couple of "paid participation" or "paid placement" programs such as Google Adwords and Overture.

Google is probably the most widely used web crawler search engine. One way of letting Google automatically detect and include your web page URL is as discussed in the above paragraph.

Source: <http://www.articlecircle.com>

About the Author

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