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Googlebot Won't Go Home

By Tony Dean

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GOOGLEBOT WON'T GO HOME

I have 'Googlebot' crawl my site every day like a dispossessed spirit that can't leave.

It was not always like this, I would go for a month or more before he came to my site and then would only crawl a few pages and leave again.

This has been going on now for two months or more, I've been watching the stats on my server everyday seeing just where he goes. He will crawl a few pages one day, and the next some other pages, and then finally leave until the morrow.

After just three or four weeks, I noticed I got an infestation of lesser bots calling as well, some I have never heard of before, they seem to follow 'Googlebot' as though he is the Pied Piper of Hamelin.

What caused this infestation of bots?

Well, I got interested in rss feeds, I thought "What a good tool for drawing traffic to my site."

So I studied up on rss feeds until I understood what was involved. Now I am no 'techie', and the most programming I do is html in 'Notepad', making my own web pages.

Rss feeds use a similar language called xml, so it was easy to understand for me, and I was able to quickly make up an rss feed

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page in 'Notepad', placed it on my server, downloaded a 'feed reader' software, opened it up, placed the address of my feed in the 'feed reader', and up came my rss feed in the reader. It was so easy I wrote an ebook to tell everyone how to do it, it's called "Really Simple RSS".

There are many rss directories and syndication services that I submitted the address of my rss feed to, so other people can look at the feed in their 'feed reader' and see what articles I am posting.

Some of the 'subscribers' to the feed actually come and visit my

site to see what it's all about, which happened almost straight away after I submitted my feed.

In less than 36 hours, 'Googlebot' found my feed!

In a little over two days later Yahoo's 'Slurp' bot found my feed, and from there on they have both been crawling my site with the lesser bots every single day.

They crawl everything, they crawl all my pdf ebooks, they look at a few pages in 'Webmasters Corner', they even look at my 'Bonus Reports', and even descend the staircase into my 'Secret Vault'!

When will they go home and stop prying into my little secrets?

I know I encourage them like leaving cheese for a mouse, by putting more pdf files, software and ebooks on my site every day, so I suppose the poor bots can't ever keep up!

I found out that like mice like cheese, that 'Googlebot' likes my pdf files, he has been fitted with digital spectacles so he is now able to actually read keyword rich pdf files all the way through to the end! So he likes pdf files.

So I have obliged him!

I put 85 pdf files up on my server one night just to keep him happily reading! I have put many more up on the server since, and will continue to create more pdf files of classic authors for free download, just to keep him calling with his 'friends'.

Isn't this a laugh?

It's like taking in a stray dog, feeding him, housing him, and the dog losing the ability to wander off again and finding you have got a lodger for life.

My site's ranking has risen considerably both in Yahoo and Google, but for some reason that escapes me for the time being, my ranking rose more quickly in Yahoo and they rank it much higher than Google. I may well find the reason for this before long and put it in another article.

So if you are a web site owner struggling to get noticed by the web bots, don't put it off much longer, put up an rss feed with articles about your products or service and not only will 'Googlebot' call with his 'friends', but actual live people will call too.

Tony Dean runs a web site selling ebooks and software at: <http://www.ebook-sales.com> Subscribe to his ezine just send a blank email to: -ebook-sales@aweber.com

It Really Is Simple RSS

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It Really Is Simple Rss

I have 'Googlebot' coming to my site every day since a month ago I put up my first news feed, since then I have put up yet another.

I never used to see 'Googlebot' much before, so it goes to show that if you want to be noticed by the search engines, you need to put up a 'news-feed'.

All this re-submitting to search engines every month nonsense is just that, nonsense! I don't really think the search engines care for you to submit to them in the first place, I think that now they like to find your site on their own. Some pundits have claimed that nowadays to submit your site at all to the search engines is counter-productive and you should not do it. They say that there is much better value in allowing the search engines to find it via a 'link-back' from somewhere else.

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'News Feeds' are now providing that 'link back' that every site owner needs. If you run a web site and you have still not got a 'news feed' you are being left behind in the race, first to get listed by search engines and secondly to get a higher ranking – my sites ranking has gone up very much higher in Yahoo and Google, since putting up my first news feed, and guess what, it was within about 36 hours of putting up that first 'news feed' that Googlebot discovered it was there! It did not take it long! The same with Yahoo, but a little bit later, like two days after Googlebot.

'News Feeds' are readable in a software called a 'News Reader', these are usually free to download and use right away to look at some of the feeds that are out there. There are directories for feeds which you can visit and get some addresses of some suitable ones to read each day, some of these feeds are more like 'blogs' in that, they change the contents several times a day, which gives a feed a 'fresher' feel to it, and which the search engines like to see. They also would like to see web site owners re-freshing there web site contents on at least a daily basis, it does help with ranking.

It has been slated that the next incarnations of browser will be 'feed' compatible, they will be reading 'news feeds' as well as viewing web sites. When this does happen the 'information revolution' will be really turned full on! Any one, even you, can set up a 'news feed', it really is simple, and if you don't set one up, you are going to be like the only person in your street who does not have television or radio, you are going to miss out on the 'information revolution', big time!

Tony Dean runs a web site selling ebooks and software and is author of the ebook:– "Really Simple RSS" which can be got together with a feed reader from:–<http://www.ebook-sales.com>



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