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Search Engines: Different Types, Different Strategies

By Terry Nicholls

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There are four basic types of Search Engines:

Free Search Engines

Pay-For-Inclusion Search Engines

Pay-Per-Click (PPC) Search Engines

Directories

Because each type does things a little differently, you need to adapt your strategy to take advantage of their differences.

Free Search Engines

You can submit your pages to these engines free, but be careful. You must make sure not to over-submit (submit too often) or you'll be banned and never get listed.

Always check to see if your site is listed before submitting it.

Pay-For-Inclusion Search Engines

With this type of Search Engine, you pay to have your web site listed in their database.

Pay-for-inclusion Search Engines (and the paid section of free engines) are a quick way to get listed in some major databases — for a price, literally. The cost varies from engine to engine.

The advantages are threefold:

Faster inclusion into the Search Engine's index.

Search Engines: Different Types, Different Strategies

Repeated, regular spiderings.

Guaranteed continuous inclusion.

Pay-Per-Click (PPC) Search Engines

Pay-per-click Search Engines allow you to bid for keyword placement. For example, if one of your pages focuses on the topic of "fashion models," you can bid for the #1 (or any other number) placement on the first page of search results. You only pay when someone actually clicks on your ad.

There's a catch, of course. The most popular keywords have become quite expensive at Overture.com (the first and biggest PPC engine) and are rising at the others.

Directories

Directories are different from Search Engines in that they do not spider pages. Humans review each submission, visit each site, and decide what gets in.

Search engines and directories provide search results for each other. If a search turns up nothing in the directory's database of sites, it will show the search results from one of the spidered engines. All the directories use one of the major engines.

The reverse is also true. Most Search Engines also provide directory results, in addition to their own search results. All of them use one of the "Big 3" — Yahoo!, Open Directory, or LookSmart.

Adapt Or Disappear

The difference between the types of Search Engines requires that you adapt your strategy to take maximum advantage of each engine. We'll help you with that.

For a more detailed explanation of these Search Engines, along with specific strategies and mistakes to avoid, please visit

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Terry Nicholls writes from his own experiences in trying to start his own home-based business. To benefit from his success, visit

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How to successfully market your website...

By Nicholas Dixon

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How does a online marketer gets his site to rank high in the search engines ? That's a question alot of marketers ask themselves everyday. Online marketing is successful when tackled from several angles. You may be asking yourselves , what are some of these strategies that I can use ? Well here are some that have been proven to work very well

Meta Tags - These are very important especially the title and description tags which can give your rankings a major boost. Some search engines don't consider them that relevant , but still use them.

Optimization – The vast majority of websites on the Net are not properly optimized for the search engines. When your site is optimized , you are sure to see a boost in your rankings. Make this a vital part of your marketing campaign.

Link Popularity – With link popularity , your website will stand out more in the crowd. Almost every search engine especially Google use this as a part of their ranking system. The trick is to try to get quality links from similar sites to yours. Finding these websites may be difficult but well worth the effort.

Mindset – This is IT , The big one !!. Without the proper mindset , all your marketing efforts will not amount to much. You have to deeply believe that there is someone bigger than you looking out for you. And you must believe in yourself and your ability to succeed. When you can do this, then you are on the road to success.

That's it !! These strategies have help me to market the very first website I built to # 1 in several search engines. Apply them to your online marketing campaign today and see for yourself.

To your success and mine.....

Nicholas

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Nicholas Dixon is the Webmaster/CIO for the Oceanroc family of websites. A positive minded individual in his early twenties , Nicholas believes in striving to be the best of one's self in this world. His mission for you his readers , is for you to feel the same way about yourself. You can visit his online store at

and subscribe to The Roc newsletter.

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How to successfully market your website...

JOIN YOUR SEARCH ENGINES NOW

The Importance of Search Engine Strategies

Internet Marketing Made Simple

Internet Users Benefit From The Search Engine / SEO Cat-And-Mouse

Fax Reaper Pro Software

Email Spider Software

The Great Big Book of Internet Marketing

Hitting the Search Engines

Submit Your Website To 40 Of The Top Websites Every Month FREE



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