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**Why Pay Per Inclusion Search Engines are Dying**

**By John Lynch**

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Why Pay-Per-Inclusion Search Engines are Dying

A Pay-Per-Inclusion search engine is a service in which a search engine charges you a certain amount to spider and include your website in its database. For this fee, regular repeated spiderings are guaranteed, so you are sure to be indexed.

However, rankings are not guaranteed. These pages have no advantage over any page submitted for free. A few years ago, pay-per-inclusion search engines such as Inktomi, Altavista, Ask Jeeves and Yahoo were introduced. However, they have failed badly and have lost traffic to Google.

Why Google is Tops

Google built the LARGEST search engine database because it refused to adopt the pay-per-inclusion model. By allowing every website to submit its pages free, it built an enormous database of websites. Good news for everyone searching Google's database!

Google's competitors were unable to deliver the same results, partly because they had fewer websites to choose from. If you charge for entry into a search engine, you eliminate over 90% of the websites on the Net which cannot justify such a fee.

## Why Pay Per Inclusion Search Engines are Dying

What the pay-per-inclusion search engines did not understand was that their real customers were the ADVERTISERS and not the searchers. Nor were the websites the customers of the engines.

The advertisers pay the search engines, so they are the customers. Google recognised this and decided to keep the advertisers happy by providing a large database of websites. This large database became well known and it attracted great numbers of searches. These searches were exposed to the advertisers' products and the searches led to good sales. To make this most efficient, search engine submission must be free.

### Search Engine Model is Similar to Television

This is all similar to television where programmes are made for the masses and given away free. Then the advertisers step in and make the money! As a search engine survives by the quality of its search results, surfers and sites flocked to Google making it the number one search engine.

### Why the Death of Pay-Per-Inclusion SE's is Good for Small Sites

Only large quality SE databases can fulfil the needs of surfers. Your relationships with the search engines is one of mutual benefit. You need the traffic and the search engines provide the quality content.

Therefore by creating good websites with quality content and submitting them free to the search engines, you are both winning. There is no need to spend enormous amounts on search engine submission and optimisation. All you need to do is create good websites with the appropriate keywords for your pages and everything else will take care of itself.

Of course, this is where we were at the beginning of the Internet revolution, except certain search engines got too greedy and thought they could cash in on unfortunate small website owners!

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( For a review of Site Build It - the leading website and store building software package which encourages good content for high search engine rankings go to: <http://www.merchant-account-service.com/sitebuildit.html>)

For a review of Sitebuildit – the most advanced website building software for small and home business go to :<http://www.merchant-account-service.com/sitebuildit.html>

## **Search Engines: Different Types, Different Strategies**

**By Terry Nicholls**

### **Search Engines: Different Types, Different Strategies by Terry Nicholls**

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.

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.

## Why Pay Per Inclusion Search Engines are Dying

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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