Should I submit my website to the Search Engines?

Submitting your website to search engines does not get your webpage better ranking. That is a misconception about **Search Engine Optimization** that has been going around for quite sometime. It does no harm by submitting your site to them but it does no good as well.

Just submitting your site to the search engines doesn't give you a good spot on their pages. In order to be eligible and indexed by search engine crawlers you need to optimize your site. By using a **SEO Specialist** you increase your chances because Search engine optimization is an on-going process.

You need to invest enough time to get the desired success. Compared to other forms online marketing, SEO offers higher return on investment (ROI). With the growing number of users relying on search engines to find their pages, it has become essential to optimize websites and make them search engine friendly. Here are few steps you need to follow for the search engine spiders to crawl and index your site.

1. Theme:
It is important to choose a theme for the pages of your website. Each page should be able to convey a message or fulfill a purpose.

2. Keywords Selection:
Choosing the right keywords is an important and crucial step of search engine optimization. You need to list the relevant and searched keywords and key phrases for each of the pages. Choosing the most competitive keywords can get really frustrating hence as a beginner you can focus on less competitive, yet searched words. You can make a list of relevant keywords and use tools like wordtracker and overture keyword analysis tool to know the search frequency.

3. Know your Competitors:
It is important to keep an eye on your competitors. You can study what keywords they are emphasizing on, know what websites are linking to them and where they rank. The less competition you have the better it is.

4. Optimize your Page Content with Phrases:
When you select the relevant keywords for your web page, you can rank them according to their importance. You can revise the existing pages and optimize your page content starting with your top key phrases. Optimizing your site includes alteration of the meta tags i.e. title, description, keywords, headings, image alt, link and the content of the site. You can also have robot.txt file to help the spiders to crawl the pages you want them to.

5. Linking Strategies:
As mentioned earlier link building is one of the important part of SEO. There are two linking strategies:

•Internal Linking: In your page content you can refer to other important pages of your website. You can make use of the keywords of the landing page for your hyperlink text. You can even use keywords in navigation structure.

•External Linking: You can build external links by various means. You can start your own blog or write articles so that other websites interested will link to you. You can ask other WebPages to place your link on their websites for placing their link on your site. This is known as reciprocal linking. You can advertise your sites on directories like dmoz, yahoo directories etc. Getting backlinks from these popular sites will help you get better ranking. There are various other ways to increase your inbound links.

6. Traffic and Revenue Tracking:
After your website is optimized you need to track the sales and the traffic it is receiving. You need to focus more on traffic and revenue than the page ranking. There are many software which gives you the report on your revenues by keywords, search engine, advertising campaigns etc.

7. Analysis:

You need to analyze your website and make necessary changes. Search engines keep changing their algorithm; hence it is important you be updated and try the new marketing strategies. You also need to keep track of your rankings and re-optimize the pages if you need to. You can then wait for the results.

Search engine optimization could be a tiring task but with time it sure helps you get better traffic. Contact Jim Gras **SEO Specialist Online** 800-897-6458 USA 44-2076-694183 LONDON, UK Skype: jamiboy seospecialistonline@gmail.com for all your SEO needs.

Keyword: Search Engine Optimization, Google Optimization, seo-specialist-online, get to the top of google, seo services, web seo specialists