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TEPATO SYSTEMS, INC

DATA & TECHNOLOGY SOLUTIONS FOR SMALL BUSINESS

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Tepato Systems offers software consulting services to help you, the small business owner. If you want to make better business decisions, software and other technology tools should be key parts of your business strategy.

What is "Search Engine Submission?"

Search engines are in the business of sorting Web sites in their databases by the words they contain that match a given search. The website list generated by a keyword or keyword combination can be influenced by many factors. Some of these factors are controlled by you. Below you will find some of the factors that influence a search engine and some recommendations for improving the results:

1. *Competition for Keyword or Keyword combination*

   Keywords are the words used by a person performing a search. For example, when someone goes to Google and types in "michigan web developer", Tepato Systems should appear in the list of results. There are tools available which can be used to find combinations of keywords, and how frequently they are used. There are also tools to find how many of your competitors are using certain keywords, to help you find combinations of keywords where you'll have less competition. This is sometimes referred to as finding your "niche". See the links below to the "wordtracker" tool for an example.

2. *Relevant Site Content*

   Once you've selected your Keywords, you need to be sure that the content of your site includes topics related to those keywords. The page titles, text and images should all reflect the keywords you have chosen. There are also several "hidden" places where you can embed words related to your keywords (like the alternate text on a picture, which displays if someone looks at your site without the graphics).

3. *Verify your Index*

   Once you've confirmed that your site has been submitted to the search engines, you're not done. You'll need to periodically check the major search engines to confirm that you are still appearing in their results. There are a variety of reasons why the search engine might remove you, so you'll need to do some maintenance.

4. *Link Popularity*

   This term refers to how many other sites have links to your site. The larger the

number, the better for the search engines. To improve your link popularity, search for complementary sites and request a "Link Exchange." You can also submit your site to free or low cost directories. The directories can be industry specific, regional, or general. Additionally, utilizing a global submitting service (thousands of general search engines, classified indexes and link directories) may help.

5. *Search Engine Preferred Sites*

   Your ranking on the list of search engine results depends upon a combination of all of these factors, but many search engines also offer "preferred" listings. This type of listing puts you at or near the top of the results - but you will pay a fee for it. Every search engine has different terms and fees for this placement enhancement.

Confused? Tepato Systems can do the keyword research, build your site with the right content, and submit your site to the search engines for you. Call us today to begin the process.

- **WordTracker - find your keyword "niche"**

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Help with your data or with use of the internet is just a phone call away... contact Tepato Systems for a free initial assessment of your needs.

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