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Search Engine Submission Tips

This section of Search Engine Watch (formerly called A Webmaster's Guide To Search Engines) is primarily for webmasters, site owners and web marketers. It covers search engine submission, placement and marketing issues. It explains how search engines find and rank web pages, with an emphasis on what webmasters can do to improve their search engine rankings by properly submitting, using better page design, HTML meta tags, and other tips.

Search Engine Watch members have access to in-depth information about submission issues and get extra benefits. [Click here to learn more about becoming a member](#)

If this is your first visit, it's recommended that you read the pages in this section in the order shown. That will best introduce you to the important concepts of search engine submission and optimization. Navigational links at the bottom of each page will allow you to easily load the next one.

Essentials of Search Engine Submission

1. [Intro To Search Engine Submission](#)
2. [Your Search Engine Submission Budget](#)
3. [Submitting To Directories: Yahoo & The Open Directory](#)

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Shopping Cart



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4. [Submitting To Crawlers: Google, Yahoo, Ask/Teoma & Microsoft's MSN](#)
5. [Submitting Via Paid Listings: Overture & Google AdWords](#)

Optimizing for Crawlers

1. [Intro to Search Engine Optimization](#)
2. [How Search Engines Work](#)
3. [How Search Engines Rank Web Pages](#)
4. [Search Engine Placement Tips](#)
5. [How To Use HTML Meta Tags](#)

Optional but Helpful

- [Major Search Engines and Directories](#)
- [Search Engine Results Chart](#)
- [Who Powers Whom? Search Providers Chart](#)
- [Buying Your Way In: Search Engine Advertising Chart](#)
- [Checking Your Listing In Search Engines](#)
- [Measuring Link Popularity](#)
- [Search Engines and Frames](#)
- [What Are Doorway Pages?](#)
- [Search Engine Features For Webmasters](#)
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