

Getting Indexed Quickly by Search Engines

One of the most pressing needs for new webmasters is that of getting their site indexed quickly. An entire business has emerged over the past few years called SEO (search engine optimization). These experts can help you get your site listed in search engines more quickly and for keywords which are relevant to your business.

SEO services can be expensive, however there are things that you can do yourself to get a head start.

Here are some pointers:

- Review and tweak your content. Read your existing content and find ways of putting emphasis on specific sections of text that you want to bring attention to. These would be your keywords. Use HTML attributes to emphasize your keywords and bring attention to it.
- Use a directory submission service. These services will submit your site to many top directories in your specific niche. Doing this creates strong back links to your site which makes it easier for search engines to find you. The more reputable a directory, the more likely search engines will rank you higher because you are inheriting credibility.
- Avoid cute titles. Be clear and concise. If your article is about how to repair a 1998 Honda Civic radiator, then you need to have a title that ties in with what a user may actually search (How to Repair 1998 Civic Radiator) for and not something catchy like "Radiator Terminator"
It can take a while for your site to get indexed. Using existing services to shorten that time is a great idea. And as in all things, keep it true and keep it simple. Search engines don't have heads to scratch when browsing your site.