

FREQUENTLY ASKED QUESTIONS ABOUT SEARCH ENGINES:

970-WEB.COM can submit your website to the top search engines and directories for an additional fee. After a few weeks you will begin to find your website name within those search engines. Your website will also receive a page ranking, this ranking will fluctuate so if you are interested in a higher ranking, we can direct you to a number of different services that specialize in search engine placement. Below are some commonly asked questions about search engines and how they work.

Q: What's an Internet search engine?

A: An Internet search engine is a tool that web surfers use to search the Internet. Think of it as a Yellow Pages for Internet web sites, but much more advanced. People type in words or phrases for which they wish to search, and the search engine returns a list of web sites that match that word or phrase. For example, a search for "online bookstore" might return web sites like Amazon.com and Barnes and Noble's Web site. A search engine is a critical tool in finding information, products and businesses on the web.

Q: How do I get to a search engine?

A: Each search engine has its own web site that you can visit in order to perform searches. Search engines are also built into AOL and into web browsers like Netscape Navigator and Microsoft Internet Explorer.

Q: What's the difference between a Search Engine and a Web Directory?

A: A search engine searches all the sites on the web (or all the sites that it knows about on the web, to be more precise). A directory only includes sites that have been reviewed and accepted by a person. Search engines generally will find more sites than directories, because search engines automatically add more and more sites to their databases as they find them. But directories generally have higher quality listings because these sites have been screened and reviewed by a human being. Some search engines, like Google, Looksmart and Yahoo combine a directory with a search engine for comprehensive search results.

Q: How do I get my site listed in the search engines?

A: If there are multiple links from other web sites to your site, then your site may already be listed in some or all of the search engines. Many search engines send out 'spiders' or 'bots' that endlessly follow links from web site to web site seeking out new pages to add to their index databases. If your site is not yet listed in a specific search engine, then you can generally find an "Add URL" feature on the search engine's home page that allows you to request that your web site be added to the search engine.

Q: If I add my web site to a search engine, will I get more visitors to the site?

A: Possibly, but not necessarily. There are literally millions of sites on the World Wide Web, and several billion web pages! Search engines attempt to index as many sites as possible, but generally only cover a small percentage of what's out there. Even so, a search for "books for sale" on Google returns over 3 million pages that match this search phrase! When a user performs a search, he or she will generally only look at the first 3 or 4 pages of web sites that are returned (usually the first 20 to 40 web sites). If your Web site does not show up in the first 4 pages for a particular search word or phrase, then you might as well be invisible.

Q: Is there any way to track visitors to my site and site usage?

A: With a dedicated domain hosting account through 970-WEB.COM, you will have access to web traffic analysis software that allows you to fully evaluate the traffic on your site. With this software you are going to be able to 1) track when customers use your site, 2) where they found you from, and 3) who referred them. You can then take this information and refine your site to be more efficient in portraying the information that is most important to you.

Q: What about email – can I use my own or can I get email through your company?

A: 970-WEB.COM can add your existing email to your website, or you can use our customizable email accounts with every hosting package we offer. Email is simply the easiest, fastest and most cost effective way for you to communicate with your customers and employees. We can help you setup one to 100 separate emails accounts and route them in any way you see fit. You will also be able to forward messages and leave automatic notification when you are away from the office or on vacation. Having multiple email accounts allows you to provide several channels of feedback for your customers. You can have one email for support, one for sales, and one for each employee. That way you will always be in touch with your customers and employees.