Search Engines & Your Online Presence

Presented by GraysonCarrollGalaxVA Directory in Association with High Mountain Designs

What are Search Engines?

Search engines are the method by which most information on the internet is found.

Search engines use "robots", which are mathematical algorithms, to "crawl" the billions of pages found online today.

New websites, new pages, and pages with new information must be "crawled" by one of these "robots" before the page is indexed and can come up in the search engine result.

As a result it will probably be days, and more likely weeks or months before a new site will be in the search engine returns.

Each search engine has it's own "robots" in varying numbers and with different crawl rates.

It is impossible to know when a new site or page will show up in the results, and impossible to know which search engine will find and index the page first.

What Are Search Engines Used For?

- **Search engines are used to find almost any information that a person may be looking for.**

  The relevance of the sites returned in the search engine results pages is largely dependent on the construction and text content of the individual web pages.

What Do Search Engines Strive To Do?

- Search engines strive to provide links to pages containing the most relevant information possible based on the search terms typed into the search box.

  Although search engines have increasingly "human" capabilities to recognize what people are actually searching for, they are not human and don't always understand the search terms or the information being requested.

How To Use Search Engines.

- Search engines are simple to use and provide more than just a website's home page. Just type what you're looking for into the search box and click "Search" or press the "Enter" key on your keyboard.

  A results page gives the page title (if it has one), a brief description of the information contained on the page, the individual page's internet address if the site has more than one page, and a link to reach the page.

  If the site only has one page, it will tell you the page URL (or internet address) and domain name. If the site contains more than one page, you can find the domain name and actual home page address of the site.

How Do Search Engines Help Your Business?

- Search engines enable people to find your business in a relatively logical manner. All pages are not indexed by search engines, but if your website is constructed in the proper way it will stand a good chance of coming up on the first or second results page. If a page to your site isn't in the top 20 (first two pages) of the results, then it will probably be overlooked as not many people go deeper than the second results page. And it's always better to be listed at the top of the first page.

- Keep in mind that with good site construction, navigation tools, and an eye toward marketing aspects, it's not necessary that people initially arrive on your home page.

What Is Necessary To Help Search Engines Help your Online Presence.

- Building a website that will appear near the top of organic search results isn't really too hard. (Organic results do not include the "Pay Per Click" or other types of "paid for" links.)

- There are no real secrets if the site builder has taken the time to learn what's needed to provide the best possible placement in the search results. The main ingredient to success is the expenditure of TIME to build the site properly.

- An eye toward marketing should be used in site construction.

- Although there's not enough room here to provide an in-depth explanation, feel free to ask questions about the not-so-visible details.

Advertising On An Established Site Versus Your Own Website.

- Your own website with your own domain name will be the backbone of your online presence. It can usually have more pages through which people can access your business, and offers the search engines more opportunities to index your site and get it in front of the public. It does usually involve more cost, but can be well worth it over time.

- If you place an ad on an already established web page that contains information relative to your business, then the page that contains information similar to yours will probably already be indexed and come up in the search results when businesses or services like yours are searched for.

Pros and Cons Of Each Method.

- **Your Very Own Website:You own, or should be the owner of your domain name. When considering a design firm, be sure to ask who the domain name will be registered to. If not to you, find a firm that gives you ownership. Probably more pages for search engines and people to find. More information about your business. Higher initial cost.**

- **Advertising: Get listed on an established page and have your business in the public eye almost immediately, but you don't own your site. Usually you get a listing with short details about your business on one page, but some firms provide a page with more details for an extra fee. Lower initial cost.**

How Searching Can Help You Decide Which Sites To Advertise On.

- Connect to the internet, open a browser and search engine window, Google being the most popular. Type something in the search box that is relevant to your business that you might search for if you didn't know about your business. Don't search for your business name if you've never had a website. It might show up in the results as listed with Manta, MerchantCircle, or the myriad YellowPage directories on the internet, but these generally provide nothing but name, address, and phone number. No details about your business. Instead look for a website or local directory that will give name, address, phone number, and other information important in getting the searcher interested in your business. The sites on the first two results pages that provide detailed information are the ones on which to place your ads.

The End

- **This concludes our presentation.**

- **If there are questions I'll be happy to answer to the best of my ability.**

- **Thank You.**