

# **Manual: Hello Engines! Standard**

## **4.0**

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## Introduction

Thanks for purchasing **Hello Engines!**. **Hello Engines!** is an award-winning tool which submits your websites with only a few mouse clicks to almost all important search engines (e. g. Google, AltaVista etc.) and directories (e. g. Yahoo etc.). With **Hello Engines!** you can increase the success of your websites, as most of the Internet users (about 80 %) use search services to find information on the Internet. Being listed at search services is important for the success of your website. If you advertise your website using classical promotion, you need to pay for each visitor. Search services, however, are usually free of charge and promise better chances of success.

Many of these so-called 'website promotion tools' equate website promotion with spamming. As a result, your website is submitted to all search engines without making a choice. This may lead to your website being set on an 'index'. Whereas **Hello Engines!** only includes carefully selected and high-quality search services. As a result, you do not find search services with a shared database or free-for-all link lists, where only dubious providers are listed, in the **Hello Engines!** search service database. With **Hello Engines!** you can quickly and easily submit your website(s) manually, as well as automatically. By the way, search services do not see a difference whether you submit your websites using Hello Engines! or 'manually'.

In addition to the functions of the **Standard version**, the **Professional version** of **Hello Engines!** includes other functions to optimize your websites, e. g. Site Checker functions and a ranking analysis module. To find the characteristics of the **Standard** and **Professional version** go to the **Hello-Engines!** website.

For questions or comments, do not hesitate to contact us. Note: On the **Hello-Engines!** website, you find upgrades of **Hello Engines!**, FAQs and interesting articles on website promotion.





# Tips for submitting your website

## What you should know about search services ...

### Search services attract visitors

Are you disappointed that you do not have many hits? You will be surprised how the number of hits will increase once you have submitted your website successfully!

We suppose every website has been created to attract as many visitors as possible. Webmasters think about that. So, steps have to be taken so that visitors find us - if possible, cheaply. Sales (success) is usually preceded by marketing - this is true for the Internet, too. It is surprising to see many companies and private persons panic because they fear to be out of the Internet race, and spend a lot of money and work on designing a website. Then they launch their website and wait one or two months and realize that they have not sold anything via the Internet.

If you ask these companies what has been done to promote the site, you will often hear: "I thought this happens automatically." Although no-one believes that someone phones a company without knowing its phone number, many people assume that websites attract lots of visitors although their address is not promoted.

### Submission to search services: not optional, but a must!

The first and most important step to attract visitors is to submit a website to one of the numerous search services. Without that, your website will not be noticed by the Internet community.

It is widely known that between 70 % and 85 % of all information research on the Internet is done via search services.

Of course, not all services are equally important. **Yahoo** alone, the best-known service, accounts for almost 70 % of search engine traffic. **AltaVista**, **InfoSeek**, **Lycos**, and German services like **Fireball**, **AllesKlar**, **Web.de** or **Dino** - to mention but a few-, follow. It is correct that, according to estimations, the 10 most important services account for two thirds of all hits. But if you consider that, every day, several billion hits are generated via search services, you can easily imagine that the remaining third also generates several millions of hits - so the "less important" services need to be considered when aiming at more hits.

Thus, it is a must (not a nice-to-have) for every website to be listed in search services. Every form of promotion or marketing of a website should not be considered before it has been submitted successfully. Generally, search services offer the advantage that submission is free of charge. The disadvantage, and one of the main reasons why webmasters neglect this important task, is that submitting a site is very time-consuming. Especially when you get to services like Yahoo where it does not suffice to simply enter the URL (this is only the case for pure engines), but you have to fill in long forms. Finally, you do not remember a service's address when you want to submit your site. So you have to use the services you know to find the services you do not know.

### Do you want many visitors?

Submitting to a search service is very important, for the simple reason that it attracts "qualified" visitors, i.e. visitors find you because they have used a search service. (Of course, you have to enter relevant keywords and descriptions when submitting.)

Topics like "qualified visitors" are surely important when it comes to placing ad banners with costs, for example. When submitting this point should play a minor role. A visitor does not cost us anything! Neither is it the case that thousands of users send their emails and questions daily, and bind your resources. When we

send an ad letter via direct marketing, we think about the quality of addresses - the same should apply for submission of a website. Enter relevant, correct keywords and meta tags, and "user quality" will not be an issue.

Do not forget that a visitor leaves your site after seconds, if they do not find your site of interest.

Now that we have dealt with this issue, we should try to submit our website to as many services as possible.

But beware: Not every "search service" is a real search service. So we should first look at the differences before submitting!

## Search engines, directories, FFA link lists ...

Before submitting your website to search services, it is important to explain and understand a few basic terms.

The generic term **search services** comprises all websites which help users locate information.

Often, the term **search engine** is misused to describe pure search engines, as well as directories and even **free-for-all link lists**. In fact, these are not identical; the difference lies in the way result listings are generated. Especially **free-for-all link lists** have got nothing to do with search engines and directories.

## Search engines

**Search engines**, also referred to as **spiders** or **web crawlers**, regularly visit websites to create catalogues of web pages. Search engines like **Altavista** create their result listings automatically. They simply crawl over the web and let humans check the search results. This enables engines to automatically detect changes which you might have made to your website. Website changes influence the way your site is listed in the search result pages. Many elements can play a decisive role here: page titles, text blocks, or other page elements. As engines work automatically and index a large amount of web pages, they often find information not listed in directories (see below). Search engines usually accept all submitted websites.

## Directories

In contrast to **search engines**, **directories** are not created automatically, but by editors. Here, a website is submitted and linked to one or more meaningful categories. As **directories** are usually created by experienced editors, they generally produce better (at least better filtered) results. The best-known and most important directory is Yahoo.

In **directories** like **Yahoo**, result listings are influenced by humans. Either you enter a short description of your website, or the editors discussing our site will do that. When searching, only these descriptions are scanned for matches, so that website changes do not affect the result listing at all. Criteria which improve your ranking in a search engine's listing are not necessarily useful to improve your position in a directory's listing. Usually only websites which comply with certain quality standards are accepted. A good site (with quality content) has better opportunities than a "bad" site (with poor content).

## Hybrid search engines

To make this matter even more complicated, some engines also have an integrated directory linking to them. They contain websites, which have already been discussed or evaluated. When sending a search query to a **hybrid engine**, the sites already discussed are usually not scanned for matches; the user has to select them explicitly. Whether a site is added to an engine's directory generally depends on a mixture of luck and (content) quality. Sometimes you may "apply" for a discussion of your website, but you do not get any guarantee that it is done.

## Free-For-All link lists

**Free-for-all link lists** (short: "**FFA**") are pages which list website links together with a short description of the respective site. Website owners usually submit URL and description themselves, and the entry is added without further editorial check. Such lists are frequented (almost exclusively) by shady providers. What started as a good idea has now turned into an area for swindlers, sharpers, and other shady figures. **FFA** often offer things like "Rich without working!", "450 MHz Pentium with 21" monitor for only \$80", etc. The reasons why untrustworthy offer are so frequent on such lists is obvious. Submissions are not checked, they are added immediately, and they are free of charge. As such offers would not be admitted to editorially checked search services, they focus on services where submissions are not checked.

In addition, untrustworthy companies use **FFAs** and mailing lists as a source for new email addresses. You will receive tons of junk ad mails. You may take legal action against unsolicited email, provided you can identify the (original) sender. Any serious company will refrain from sending unsolicited email advertising, and you should therefore ALWAYS ignore such messages (especially if it looks interesting at a first glance)! If you send a reply, you only confirm that your email address is valid. This is an incentive for the sender to continue sending unsolicited mail, and to pass your email address on to others.

We advise customers against submitting data to FFAs. Just imagine visiting such a "free-for-all" page and seeing your company between numerous shady offers ("Rich without working - GUARANTEED!", "We get you into Yahoo's Top 10 - FOR FREE" or "Naked celebrities")! What would be your impression?

An interesting English article on FFA and programs "submitting" to such lists can be found at URL Submissions and the SCAM! (<http://www.a2zsol.com/archive/ffa.htm>).

## Other services

Apart from the above mentioned, there are numerous other forms of websites which try to facilitate information retrieval. For example, there are various so-called **Award services** which present awards to certain websites. The idea is to award good websites - and in return you have to place a banner on your website. This is a complex topic. We recommend Ralf Sturm's German website. He won 38 (!) awards with his website *Webhexe* although the website never existed! As is often the case, many providers just want to place their banners for free, and an easy way to do that is present "awards".

We should not forget to mention the so-called **Hit counters**. These are sites which present very popular websites. Visitors are introduced, for example, to the 100 most-visited sites. Apart from a link to the site, these counters usually mentions the number of visitors to that site so far. This system is also based on links (banners) pointing to the counter site which you have to place on your website. These links cause the counter to count all your visitors.

In theory this system sounds tempting, too. In fact, these sites are subject to manipulation. For example, there are some utilities which users may use to push their own sites. Such programs cheat the counter by sending it "different" IP addresses and thus increase the number of visitors. Of course, this manipulation is aiming at getting a high ranking among the most-visited sites.

Due to the various possibilities of manipulation, you should not focus on **Award services** and **Hit counters** to promote your website. A save method to avoid untrustworthy providers is to never add ad banners or (shady) links to your own website. If someone wants to "award" you that is nice. But if you have to place a banner on your page in return, you should be distrustful.

## Submission to 1158 search services by "professional Internet promoter"?

Now that we have dealt with the differences between the various search engines, we will look at offers by Internet promoters, frequent on the Internet.

We still want to submit our site to as many services as possible. So, the offer of, partly free, promoters sound tempting.

On the Internet, like in "real life", there are many offers which try to get money out of your purse without offering anything in return. Almost all Internet promoters, promising to submit your website to hundreds or thousands of search services, fall into that category.

Do not believe offers like Submission to 1158 search engines by "professional Internet promoter". Such offers are not trustworthy, as such Internet promoters cannot know 1158 search engines because there are no 1158 search engines! They are deliberately comparing apples and pears. In fact, your website will be submitted to so-called "free-for-all" link lists which are of no use to your website and might even damage your reputation.

There are three types of "Internet promoters":

- Promoters who offer "free" submission: if you take a closer look, you will see that the offer is either not completely free or it involves placing a banner (or links) on your site in return. In some cases, "free" is only used to attract customers who are then charged afterwards.
- Promoters who allegedly aim for "quality": you have to pay for submission, but apart from a few proper search engines, your site is only submitted to the same useless free-for-all link lists.
- Promoters who are really for free and only use this offer to promote their other offers (here sites are often only submitted to FFAs).

The audacity of some providers is illustrated by the allegation that submission is very complicated and time-consuming, and that placing a banner is a fair service in return. This sounds as if the "poor guy" would spend hours submitting your website manually. In fact, websites are submitted - if at all - with the help of scripts and programs - a matter of minutes.

Some providers also offer the extra service - of course, liable to costs- to optimize your website, so that it gets onto the first search results page. Sounds good, as we all know that found matches are sometimes distributed over hundreds of pages, and usually only the first two pages are read. But no-one can guarantee a top ranking! The only thing one can do is try to optimize the result, if you know the special features of a service, by using all allowed methods and "tricks". But still no-one can tell beforehand whether your site will be ranked as number 1 or 1230 in the search results.

The majority of these providers use the term "free" to attract attention. You will frequently come across this offer: "You only have to place our banner on your website in return!" The result is that you are advertising for these promoters for free without getting anything in return (at least nothing useful!). Mostly, these promoters do not submit your website at all (but they will send you a log anyway), or they submit to useless free-for-all link lists. It might also happen that your website is banned from a (real) search service completely because it has been submitted too often! Submitting your website is so vital that you should always control it yourself!

The best protection against untrustworthy offers is common sense! If you see a "top offer for free", ask yourself why someone should work for you free of charge.

## Submitting successfully

### How to do it correctly:

Now that we have dealt with the differences between search engines, directories, FFA link lists ... , and the dangers of using shady services in section Submission to 1158 search engines by "professional Internet promoter" , the main problem - how to submit successfully - remains .

Follow a few simple steps when submitting your website.

- Do not submit your website before it is finished and tested. Especially in directories, never submit website which are "Under Construction". Editors will surely ignore such a submission.

- Once you have finished your website, think about strategic keywords. These are keywords which a user might type in to find your website in a search service. Make sure they relate directly to your website's content.
- Do not try to attract visitors by entering irrelevant keywords. Try to use general terms as keywords (Just type in "software" under **AltaVista** - you will be surprised about the number of matches.)
- Add meta tags to your website. This helps search engines index your site.
- If you use frames, make sure you add a <NoFrames> section to your page(s). If possible, avoid dynamically generated pages and other obstacles for search engines like image maps and images.

After completing these basic tasks, you can submit your website. As these issues are so vital to a successful submission and your website in general, we summarize them under Basics 1 to 5.

### Basics 1: HTML code

Before submitting your website, make sure it is technically correct:

- Your website does not trigger any error messages (e.g. it runs under standard browsers like Netscape Navigator and Internet Explorer).
- File sizes of images are optimized.
- Pages/site have meta tags and titles.
- There is a Noframes section (only if you are using frames).
- Your links work properly.
- etc.

This topic has been discussed in detail. Although these basics are nothing new, they are often ignored.

**TIP: Hello Engines! Professional**, for example, includes such a tool. Use Site Checker to check your website for possible errors before you submit it to search services.

### Basics 2: Content

The most important part of your website is its content - no surprise. Good, current content guarantees that users return. Instead of wasting valuable time on tricks and manipulation, you should rather focus on keeping your content up-to-date and interesting. Share your know-how with the world. You will be rewarded with loyal visitors, many recommendations and links to your site. There are a lot of interesting articles on this topic, e.g. on our website (see Design tips).

### Basics 3: Design

Apart from content, design is one of the most important ways to attract visitors. This topic is too complex, so we avoid recommendations. But there are many experts on the Internet. A very interesting article on this topic was published at Webmonkey.

### Basics 4: Specialize your site

Do not try to put all information in one huge HTML file, but specialize your pages. If your website deals with animals, create one page for elephants, one for tigers etc. A page with little content, in which the word "elephant" is mentioned frequently, will be ranked higher than a 3 MB HTML file, in which "elephant" is just one word among thousands. This little step can help be ranked considerably higher! In addition, your pages are much easier to read.

### Basics 5: Use tag <title>, meta tags and file robots.txt

All search engines search the <title> tag to generate result listings! However, there are many websites without a proper title. In addition, use the meta tags "description" and "keywords". If a page only deals with the topic "elephant", it is advisable to use only this as keywords meta tag. Create a file robots.txt. It helps search engine robots to index your site properly.

### Submit now

The safest, but most time-consuming way to submit your website successfully is to use manual submission for all search services. But hardly no webmaster will do that!

Apart from the big search services (Yahoo, AltaVista, Infoseek etc.), there are about 600 more or less important search services worldwide. In Germany alone, there are about 30 important services. Apart from the fact that finding all URLs would take ages, submitting your site manually to only the 100 most important services would be extremely time-consuming.

Thus, you need a software to do the work for you. **Hello Engines!** submits your website to more than 700 real search services, and saves search service replies as if you had just submitted your site manually. The advantage is obvious: you do not have to rely on logs, but you see exactly what happened to your submission. **Hello Engines!** includes one of the most complex search service databases and a number of important search services. Apart from submission, the program has an integrated Metatag Generator to add valid meta tags quickly and easily

**Hello-Engines!** offers you full control, as websites are submitted from your PC. Additionally, you can view the replies of search services and submit to every services individually. Moreover, you can submit one or multiple sites simultaneously. With other services, every submission is charged.

# Getting started

## Before using Hello Engines!

Before submitting your websites to search services with **Hello Engines!** it is important to know the most important functions of the program. To get information about the program, read this manual. If you want to start working with **Hello Engines!** straight away, refer to the chapter *Quick start*, or step through the tutorial where you find a demonstration of the program's main functions.

To get help on a specific topic, do the following:

- Search for respective term in the index of this manual.
- Search for respective term in the online help.
- For context sensitive help while executing **Hello Engines!** press **F1** or click a *Help* button.

**TIP:** Most program elements also have **tool tips**. These are displayed automatically, when the mouse pointer is positioned at the item for a few seconds. In addition, the **status bar** (bottom line in the program window) contains useful context related hints and tips. You can find additional information in the **info bar**. If you position the pointer at an element a short description is displayed.

## Activation

To work with **Hello Engines!**, you need to activate the software. Please note the following steps:

**IMPORTANT:** To activate **Hello Engines!** you need to be connected to the internet.

### Step 1: Configuring proxy server

On the welcome page you can configure your internet connection. This is required if you are using a proxy server.

### Step 2: Entering personal details

Here you enter your personal details.

**IMPORTANT:** Please enter a valid email address. You need to enter an email address that you can access during the activation. Do not use email addresses of third persons as you need to enter the activation key which is sent to that address to complete activation.

### Step 3: Requesting activation key

Click the *Request Activation Key* button. Your activation key is sent to the specified email address within few minutes.

Enter the activation key into the Activation Key field.

**IMPORTANT:** Request a new activation key if you need to activate your software again. Do not keep your activation key, because it will be invalid if you need to activate your software again, e. g. if you need to install the application on a new pc.

## Step 4: Entering unlock code

Enter the unlock code which you received when ordering the software.

## Step 5: Restarting the application

Finally the application is restarted.

**NOTE:** After restarting you will know if the activation has been successful.

## Technical support

In case of problems or questions, registered users may turn to:

- FAQ with answers to frequently asked questions
- Support Forum
- Support by email (for registered users only)

**HINT:** Note that we can only answer questions directly related to the **Hello Engines!** software.

# Installation

## System requirements

To run the program on your computer, you need at least 32 MB RAM. The program runs under Windows 95, Windows 98, NT4 and Windows 2000. You need at least a standard VGA card with a resolution of 800x600 and 16 bit colors. Of course, you also need Internet access.

In the following section, you get to know how you install Hello Engines! on your computer.

## Setup

To install **Hello Engines!** on your computer, do as follows:

1. Go to the **Hello-Engines!** website, click Software / Download and select the desired version of **Hello Engines!**.
2. Click one of the indicated download links.
3. Then select the folder where you wish to save the file henstd.exe (Standard version) or henpro.exe (Professional version) respectively (n replaces the current version number, for example, the file name for the Professional version 4.1 would be he41pro.exe).
4. Run the saved EXE file to start the installation.
5. When you start the program for the first time, the **User registration** dialog box opens. Enter your valid Unlock code you received by email to unlock the program.



6. If you do not have a valid code click *Test only* to start the program in shareware mode. You can unlock **Hello Engines!** later.
7. After successful installation, always go to the Update manager. This way, you make sure that you are using the latest version of **Hello Engines!**.  
Enjoy **Hello Engines!** and good speed!

### Ten important hints

Although **Hello Engines!** makes submitting your website quick and easy, it is recommended to read the following hints to make your submission a success.

**1.** A basic rule is that search services are intended to provide information for users, and to facilitate navigating the Internet enter only relevant keywords! Do not enter keywords which have no relevance to your website. (Some webmasters believe that by entering certain keywords, e.g. "sex", "crack", "mp3" etc., they will increase their websites' ranking and/or hits. We advise you not to do that.). Before submitting your website, you should think about strategic keywords. These are keywords that a user might type in to find your website in a search service (see user manual, chapter 2.5.1 "Selecting strategic keywords").


**2.** Use the integrated **Meta Tag Generator** to generate valid meta tags, and add them to your web pages. Meta tags are nothing mystical, but very easy to understand. Every single page of your website should have an appropriate descriptions and suitable keywords. This might be time-consuming, but it is vital to the success of your website.


**3.** Think about your website's position in the result listings of search services, but do not worry about it! There is a difference. Do not try to change your website's position through so-called "insider tricks" or "ranking optimizers". Simply follow the hints in this help file (How to do it correctly and Basics 1 to Basics 5 ). It is advisable to provide high-quality content, rather than waste time on "ranking optimizers". Such programs are useless and only lead you into using methods which are either completely meaningless (e.g. placing ad texts in robots.txt) or not very popular with search service providers (e.g. using doorway pages). Often, these programs are so bad that their manufacturers ridicule themselves by ordering fake evaluations or expert reports (e.g. from polytechnics) and publishing them on their websites...


**4.** It may take up to 6 weeks before your website is actually listed in the search engine. Especially in directories, you should wait at least 6 weeks before resubmitting your website. (Some search services might reject your submission if you do not comply with their criteria). Only submit your website once to directories (e.g. Yahoo). Then wait at least 6 weeks. Check whether you are listed. If yes, do not resubmit your site. In search engines, you can submit individual pages of your website (e.g. <http://www.myserver/index.htm> and <http://www.myserver/xyz/index.htm>). You can resubmit your website to search engines regularly, for example, when you have made important changes.


Apply filter option Top 100 search services (under **Search service selection/ Apply filter**), and check whether you are listed in all search engines a few weeks after submission. Do not submit your website too often, as this might lead to your website being removed from the search service!

**5.** Do not submit your website before it is finished and tested. Especially in directories, do not submit websites which are "Under Construction". Providers will surely ignore such a submission!


 6. Never use website, which promise to submit your site to hundreds or even thousands of search services for free. Often, these websites "only" ask you to place a banner on your website. But the result is: you are advertising for these promoters for free and do not get anything in return (at least nothing useful). In most cases, these promoters do not even submit your website (but they send you a log anyway) or they submit your website to useless free-for-all link lists. It might happen as well that your website is banned from a search service altogether because it has been submitted too often! Submitting your website is so vital that you should always control it yourself. That is why **Hello Engines!** saves search engine replies. If your website is submitted too often, e.g. because you are using "services" of several free "promoters", this might be considered spamming (see user manual) by most search services. Usually, this leads to your website being banned.

 7. Use meta tag *Index, follow* and submit only the main (home) page of your website. This ensures that almost all search engines also list all sub pages of your site automatically. Additionally, you can submit important pages to engines. In directories, you should only submit the main page of your website.

 8. Many "promoters" promise the impossible. It is not trustworthy (because it is impossible) to guarantee that a submitted site will figure among the Top 10 search results in a certain search service. There cannot be such guarantee (at least if only such methods are used which are accepted by search service providers)! It might be possible, knowing all the special features of a search service and using all acceptable methods and tricks, to reach the best possible result. But if your ranking is 1 or 1.230 cannot be predicted. (Only exception: "purchasing" a certain ranking directly from a search service.)

 9. Submission to 1158 search engines by "professional Internet promoter"? Such offers are not trustworthy, as such Internet promoters cannot know 1158 search engines because there are no 1158 search engines! They are deliberately comparing apples and pears. In fact, your website will be submitted to so-called "free-for-all" link lists which are of no use to your website and might even damage your reputation. Just imagine visiting such a "free-for-all" page and seeing your company between numerous shady offers ("Rich without working - GUARANTEED!", "We get you into Yahoo's Top 10 - FOR FREE" or "Naked celebrities") ! What would be your impression?

Using such promoters mostly puts you on a slippery road. Such shady free-for-all lists are used by companies to get new email addresses they can send their spam mails to. You can take legal action against such spam mails, if you manage to find out the (proper) sender of the message. Serious companies would never send unsolicited email advertising. Therefore, you should ALWAYS ignore such ads (especially if it looks interesting at a first glance).

 10. Some webmaster believe they can cheat search services by placing a website on different servers, by entering different keywords, and by submitting these otherwise similar sites. This is intended to cover numerous keywords. We consider this not serious and recommend to avoid such or similar spamming methods.

## Quick start

You want to start immediately without reading the entire user manual? The following instructions will help you:



The **Site Checker** tools will help you. Fill in all fields in the **Data** form. Save your data to be able to use them later.



Use the integrated **Metatag Generator** to generate meta tags for each individual page of your website. Insert the meta tags into the respective HTML file using drag&drop. Now upload the HTML files to your web server.



Return to details (Tab **Website**). Click *Site Checker*. This feature checks your website to ensure that it does not contain any mistakes.



In the **Services** section select the search services you wish to submit your website to.



Connect to the Internet.



Select **Services/Automatic**, and click the *Submit* button to open the **Submit** dialog box.



Your website is now submitted to the selected search services, using the data you provided.



Click **Manual** to submit your website to all search services which do not support automatic submission. (Click the *Submit* button).



# Working with Hello Engines!

## What does Hello Engines! do?

**Hello Engines!** is a tool which dramatically facilitates submitting your website to the most important search services worldwide.

**Hello Engines!** submits your website as you would do manually. This means, there is no visible difference for the search service between submitting a website manually or submitting it via **Hello Engines!**.

## The user interface

**Hello Engines!** is a powerful application comprising many features. One of the design objectives for the user interface was to automate as many processes as possible, so that handling the program is as easy for users as possible.

The user interface is separated in four sections

- Data
- Meta tags
- Services
- Status

## Data section

In this section you enter your website's details.

All information entered refers to the owner of the website to be submitted.

The program section is divided into four sections:

- Website
- Person
- Webmaster
- Company

The most important details are entered under **Website**. Enter details of the website you want to submit. Make sure your entries are correct.

Click the *Site Checker* button before submitting a website. This button triggers a helpful feature which ensures that your website is error-free before you try to submit it.

**NOTE:** In the **Data** section you entered private information which a few search service providers might use for other purposes (e. g. advertising by unsolicited email). However, if you deliberately enter a wrong (invalid) email address, it may happen that your submission is ignored by most search services.

If you receive unsolicited email advertising, never reply to it (do not even complain)! If you send a reply, you only confirm that your email address is valid. This is an incentive for the sender to continue sending unsolicited mail, and to pass your email address on to others. You may take legal action against unsolicited emails, provided you can identify the original sender.

Therefore, establish a new email address (for example at Hotmail) which you only use for passing on to search services. This way your corporate email address is protected from spam mails (unfortunately, they will arrive

sooner rather than later...) Only enter data that you would otherwise make accessible to the wider public (e. g. do not submit your private phone number).

## Saving and loading details

After you have completed all fields, save your entries. From the **File** menu, select **Save**. Now you can open the saved file at any time by clicking **File/Open**.

**NOTE:** If you wish to import data from an existing HTML file, URL or other project, click the *Import* button and select the corresponding source.

## Type in details

Fill in all fields under **Website**, **Person**, **Webmaster** and **Company** to ensure that your website can be submitted correctly. If you leave fields empty, you will get an error message when trying to submit your website.

The status bar at the bottom of the dialog contains useful hints and tips regarding the information to be entered in the selected field. Move the mouse pointer to a field and read the related hints and tips in the status bar.

## Keywords

The keywords are not directly entered in the respective field but in a separate dialog box. Click the button with the *key icon*, and enter the relevant keywords of your website. Use the Clipboard to insert keywords easily.

## What happens with this information?

All information that you enter here will be submitted to the search services. Most search engines and directories, however, only use a small selection of the entered information. **AltaVista**, for example, only requires the URL of your website. Other services such as **Yahoo** require more information for successful registration. By completing all fields correctly, you ensure that **Hello Engines!** can submit your website correctly to each individual search service.

## Leaving fields empty

The program will only start to transfer data when no fields in the form are empty. If you prefer to leave a specific field empty, type in a slash ('/'). For example, if you prefer to leave out your address, fill in the respective fields with slashes.

**WARNING:** Note that a few search service providers might use the entered data for purposes other than the registration of your website (e. g. advertising by unsolicited email.) However, most search service providers will ignore your submission if you enter an invalid email address.

Some services require to confirm the submission by a link you get by email.

## What should I do if I receive unsolicited email advertising?

Our advice: never reply to such emails! If you send a reply, you only confirm that your email address is valid. This is an incentive for the sender to continue sending unsolicited mail, and to pass your email address on to others. You may take legal action against unsolicited emails, provided you can identify the original sender.

Serious companies will never send unsolicited email advertising, therefore you should ALWAYS ignore such messages!

**TIP:** Set up a new email account (e. g. at **Hotmail**, <http://www.hotmail.com>) which you only use for the purpose of registering with search services. This way your corporate email address is protected from spam mails (unfortunately, they will arrive sooner rather than later...) Only enter data that you would otherwise make accessible to the wider public (e. g. do not submit your private phone number).

## Site Checker

**Site Checker** ensures that your website is online before you submit it, and makes several important tests. This way you avoid frequent (technical) problems before submitting your website.

To check your websites for possible errors, click the *Site Checker* button next to the **URL** field in the **Data/Website** section. The program then scans all documents which belong to the website indicated. As a result, you get an overview of all the rated documents, as well as a total rating of the website. The following possible errors can be found by the **Site Checker**:

- Document only contains images and no text
- Document contains insufficient text
- Document contains too many word repetitions (e.g. pages that do not have real content but only contain keywords)
- Document does not contain any content (e.g. no Body tag was found)

## Meta Tags section

The **Meta Tags** section includes an integrated **Metatag Generator**. This tool helps you to quickly and easily generate meta tags.

Every single page of your website should have individual meta tags referring to the respective content of that page.

**Tip:** Import an existing HTML file to check whether it contains valid meta tags.

To create valid meta tags for one page, do as follows:

1. Fill in all detail forms in **Hello Engines!**.
2. Select **Meta Tags** tab.
3. If you wish to import the information entered in the detail forms, click the You can also generate meta tags without using the entries of the details form.
4. Make sure no fields are empty. If you need help to a certain field, click on it and press **F1**.
5. Click the *Generate* button to generate meta tags.
6. Use **Copy** to copy generated meta tags to clipboard.
7. Open the HTML file you want to use the meta tags for, and add the generated meta tags into the Head section (between "<HEAD>" and "</HEAD>").

## Metatag Generator Wizard

The **Metatag Generator Wizard** helps to create meta tags. Meta tags are necessary, because many search engines index the pages of websites by means of the keywords you enter via meta tags. Using the **Metatag Generator Wizard** you can either generate new meta tags or import meta tags from existing HTML files. You can also insert the created meta tags directly into your HTML documents. To open the Import wizard select **Metatag** from the **Wizards** section. Now follow the wizard's steps by clicking *Next*.

## Source

Select the source of your meta data. Enter the data manually, i. e. you fill in each of the fields in the following step yourself, or you import data from an existing HTML file. You can also import data from a current Hello Engines! project or from an online URL. Then click *Next* to go to the Meta Data page.

## Meta Data

On this page the imported meta data is displayed. You can also fill in the fields manually:

- **Author / Publisher:** Enter the name of the responsible person. Companies may also enter the company name.
- **Copyright:** Enter the name of the holder of the copyright.
- **Topic:** Enter the topic of your website.
- **Keywords:** Enter the keywords, divided by comma, directly into the field. Make sure you choose keywords that are relevant to the individual page.
- **Description:** Enter a description of the page. Avoid repetitions, superlatives and capital letters.
- **Page type:** From the drop down list, choose a category that best represents your website.
- **Audience:** From the drop down list, choose the user group you are aiming to address through your website.
- **Indexing:** Define the way the robots of search engines should index your website. Robots (also called spider or crawler) are automatic programs that search through the Internet for new websites and enter these into the database of a search engine. You can choose between four options:

Index, follow: The robots follow all links on this page and read the content of the HTML file and linked files. Then the robots index these and enter them into the database of a search engine.

Index, No follow: Index of this page is created and linked pages are ignored.

No index, follow: No index is created, linked pages are analyzed.

No index, no follow: No index is created, linked pages are ignored. This option prevents your HTML document from being included in a search database!

- **Expires (valid until):** Check one of these fields to give information about the content of the website, e. g. if the content is only valid until a specific date.

## Generate



To generate meta tags from the information you have entered, click the *Generate* button from the **Generate** page. If you have used special characters (e.g. 'ä', '&' etc.) in the field **Keywords** Hello Engines! will replace them automatically with suitable HTML codes. Then click *Next*.

## Target selection

In this step of the wizard, you can select, whether you want to paste generated meta data into existing HTML files or save it to a meta tag file (.mtg).

## Upload

To upload the updated pages directly to an FTP server, specify the FTP settings on the **Upload** page of the **Metatag Generator Wizard** and click *Upload*. To exit the wizard, click *Next* and *Finish*.

### Insert Metatags Wizard

Using the **Insert Metatags Wizard** you can quickly and easily insert generated meta tags into existing HTML documents, upload them onto FTP servers or save them into meta tag files. To open the wizard, click the *Insert* button and follow the wizard's steps.

## Target

On this page you select where you wish to insert the generated meta tags. To do so, proceed as follows:

1. Click the *Add* button and select an HTML document.
2. Select a meta tag file. Click the *Browse* button to select the corresponding directory.
3. Click *Next*.
4. You will then be asked, whether you wish to insert the generated meta tags.
5. Click *Yes* to confirm this procedure.

## Upload

On this page you can define whether you wish to upload the modified HTML documents directly onto the FTP server. To do so, enter the connection details and click *Upload*.

Click *Next* to get to the last page of the wizard, and click *Finish* to exit the wizard.

### Import Metatags Wizard

Using the **Import Metatags Wizard** you can easily import meta tags from existing HTML documents or Online URLs. To open the wizard, click *Import* and follow the wizard's steps.

## Source

Select the source of your meta data. Enter the data manually, i. e. you fill in each of the fields in the following step yourself, or you import data from an existing HTML file. You can also import data from a current Hello Engines! project or from an online URL. Then click *Next* to go to the Meta Data page.

## Meta Data

On this page the imported meta data is displayed. You can also fill in the fields manually:

- **Author / Publisher:** Enter the name of the responsible person. Companies may also enter the company name.
- **Copyright:** Enter the name of the holder of the copyright.
- **Topic:** Enter the topic of your website.
- **Keywords:** Enter the keywords, divided by comma, directly into the field. Make sure you choose keywords that are relevant to the individual page.
- **Description:** Enter a discription of the page. Avoid repetitions, superlatives and capital letters.
- **Page type:** From the drop down list, choose a category that best represents your website.
- **Audience:** From the drop down list, choose the user group you are aiming to address through your website.
- **Indexing:** Define the way the robots of search engines should index your website. Robots (also called spider or crawler) are automatic programs that search through the Internet for new websites and enter these into the database of a search engine. You can choose between four options:

Index, follow: The robots follow all links on this page and read the content of the HTML file and linked files. Then the robots index these and enter them into the database of a search engine.

Index, No follow: Index of this page is created and linked pages are ignored.

No index, follow: No index is created, linked pages are analyzed.

No index, no follow: No index is created, linked pages are ignored. This option prevents your HTML document from being included in a search database!

- **Expires (valid until):** Check one of these fields to give information about the content of the website, e. g. if the content is only valid until a specific date.

Then click *Next* and *Finish* to exit the **Import Metatags Wizard**.

**HINT:** You will receive a warning by the program if the required information could not be found and thus could not be imported.

## Services section

The **Services** section enables you to select the search services you want to submit your website to.

**Hello Engines!** provides an extensive and constantly updated search service database. The program comprises many features which facilitate navigating the database and selecting search services.

The upper part offers navigation and filter options.

The lower part of the dialog box offers the section **Go to**. Use this to visit the selected search services manually. Click **Go to start page of selection** to get to the start page of the selected search service. If you click **Open submission page of selected entry**, you get to the submission page of the selected search service.

## Load button

Click the *Load* button to load a file with selected search services.

## Save button

Click this button to save selected services to a file. This way, you do not need to again select the interesting services when starting **Hello Engines!**

## Selection button

Click this button to display the selected search engines.

## Define Filter button

Click the *Define Filter* button to select search services according to selected filter criteria.

## Apply filter button

Click this button to apply the filter you have defined via the *Define Filter* button.

## Services/Automatic

In the **Services/Automatic** section there are all search services listed for which **Hello Engines!** offers automatic submission.

Click *Submit* to automatically submit your website (as you have configured it through the details) to the search services listed here.

Connect to the Internet before you click the *Submit* button.

A status report is displayed after submission.

**NOTE:** After automatic submission all reply pages from search engines are saved in the directory \HTML (or the one you selected under program options). To open these files, double-click file in the Windows Explorer. These files are saved in subdirectories, depending on your program options, and may be reloaded at any time.

## Services/Manual

Lists search services for which **Hello Engines!** only offers manual submission.

Possible reasons why **Hello Engines!** cannot submit automatically are:

- Search service is not free of charge.
- Search service is highly specialized, and thus only interesting for special websites (automatic submission would be spamming and not of your interest).
- Provider of the search service asked us to stop automatic submission.
- Search service requires far more information than usual which can only be given by website provider.
- Search service has special submission method, e. g. creating user account, etc.

- Search service requires entry of code displayed in a picture.

Click *Submit*, to start the Submission Assistant for manual submission!

## Submission Assistant

The **Submission Assistant** facilitates manual submission to search services.

To open the **Submission Assistant** enter in the **Data** section all the required personal and website's details. Then go to the **Services / Manual** section and click the *Submit* button. The **Selection of displayed search services** dialog box opens. Here you define whether you wish to submit to all search services or only to those which do not allow automatic submission. The status bar displays the number of search services that apply to your choice.

If you have used filter or marks in the **Services** section, you can select whether these should be considered. Then click *Next* to start the **Submission Assistant**.

To use the Submission Assistant, do as follows:

1. Using the navigation buttons, you can navigate through the search service list on the left. If the **Show search services when navigating** option is checked, the submission form of the desired search services is displayed in the integrated browser.
2. Click the *Complete form* button to automatically insert into the form the entries you made in the **Data** section.
3. Make sure all fields are filled in. If necessary, fill in empty fields manually. To do so, use the detail fields on the right.
4. Copy the corresponding detail field by clicking on it.
5. Move the pointer to the corresponding field in the browser, click the right mouse button and select *Paste*.
6. After the submission in the browser, click the *Set flag 'submitted'* button from the Submission Assistant to update the **Hello Engines!** database and to add the date of your submission.

**TIP:** Each command has a short tool tip. Set the mouse pointer on the respective command for further information.

## Status section

The **Status** section contains status information on concluded submissions of a project. This information is saved in the details file, if you save this file after each submission.

To display the status of the last submission, activate check box **Only current submissions**. If this check box is not checked, older submissions are also displayed.

From the drop down list **Show status report** select an existing report.

In the list box displayed you see whether a submission was successful. **Hello Engines!** decides according to the status code whether a submission was successful or not.

From the drop down list **Report** select the desired format for the report:

### Table

Select **Table** to display status information in a detailed table view. Click the title of a column to sort the report. A second click on this title reverts the sort sequence.

## HTML

Select **HTML** to display status information in HTML format. You may save this report and, for example, make it available to your customers.

## RTF report

Select **RTF** to view and print a detailed report in RTF format. In this format, you can edit and/or print the report with the integrated editor. The report can also be saved in RTF format and subsequently edited with a word processor like MS Word.

Create your own template for RTF reports, and determine the directory.

**NOTE:** There is a difference between transfer (i.e. connection) and submission (i.e. registration). It is theoretically possible that a transfer (connection) was successful while the registration failed. This however only occurs in the rare case when a search engine has modified its registration procedure, and **Hello Engines!** has transferred incorrect data (such incorrect transfers are ignored by the search services, there is no danger that your website is incorrectly registered with the engine!). It is therefore important that you regularly check whether a new version of the search services database is available.

If you wish to save or print your HTML or RTF report, you can do so by clicking *Save Report* or *Print Report* below.

## Create RTF templates

RTF templates are simple RTF files with several parameters. When the status report is created, **Hello Engines!** replaces these parameters with the current values of this submission.

Possible parameters:

#D: creation date of report.

#U: submitted URL.

#T: title of submitted website.

#E: number of successful submissions.

#F: number of failed submissions.

#O: list of successful submissions.

#X: list of failed submissions.

**NOTE:** Use file schablone.rtf as example. It can be found in the **Hello Engines!** program directory and altered according to your wishes.

## Open One-Minute Assistant

Using the One-Minute Assistant, you can easily and correctly submit your website to search engines. To do so, select **Open One-Minute Assistant** from the **Tools** menu. This wizard guides you through the first steps of entering the most important website and personal details needed for submission.

Note that the wizard will only submit your website to search engines. To register your website with directories, fill in all detail fields in the program and click *Submit*.

## Task Manager

Using the **Task Manager** you can carry out your automatic submissions according to a schedule. That way you make sure that you do not miss any submissions.

To schedule a submission with the help of the **Task Manager**, select **Task Manager** from the **Tools** menu. Then the **Task Manager** window opens where you have the following options:

**New Task** - opens the New Task wizard

**Delete** - deletes the selected task

**Properties** - opens the Task properties dialog box

**Refresh** - refreshes the task list

**HINT:** Note that **Hello Engines!** is only available in exclusive mode which means that it is not possible to use several copies of **Hello Engines!** on one computer at the same time. This is why you cannot schedule two tasks for the same time, as only one of the tasks would be processed successfully. The same happens to tasks that are processed with a time difference of only a few minutes.

### New Task wizard

Using the **New Task wizard** you can easily submit your websites to search engines which allow automatic submission according to a schedule. Click the *New Task* symbol or select option **New Task** from the context menu to open the wizard. Then follow the wizard's steps:

#### Step 1:

This is the welcome page of the wizard. Click *Next* to get to the next of the wizard's steps.

#### Step 2:

In the second step define the following files:

SIT file (site details file) - this is the file where you have saved the entered information of the **Data** section.

SUC file (search engines selection file) - this is the file where you have saved your search engines selection from the **Services** section.

**NOTE** Make sure you do not use incomplete site details files (SIT files). Moreover, the search engines selection files (SUC files) may not be empty.

In the **Comment** field enter a note for the task you wish to create. This is useful if you wish to process several tasks.

Click *Next* to get to the next of the wizard's steps.

#### Step 3:

In the third step enter a name for the scheduled task and define how often it should be processed.

**NOTE:** You can select any time period you like, however, we recommend to submit websites only once or monthly.

Click *Next* to get to the next of the wizard's steps.

#### Step 4:

This step depends on step 3. For example, if you have selected Monthly for the processing of the task, you can define the exact date and time in step 4.

Click *Next* to get to the next of the wizard's steps.

#### Step 5:

This is the last of the wizard's steps. Here you can check the settings you made.

Click the *Advanced* button to make further settings, like in the Windows Task Manager. Normally you do not make any changes here. However, you have for example the chance to delete the task or stop it.

Click the *Finish* button to exit the wizard.

#### Task properties

If you wish to change the scheduled tasks, click the *Properties* symbol or select option **Properties** from the context menu. Then the **Properties** dialog box opens.

In this dialog box you can change the SIC and SUC files, or make changes of the time for the scheduled tasks. To change the **Task Manager** settings, click the *Edit* button on the **Schedule** tab.

In addition to that, you find a short log of the last processed tasks in the **Task properties** dialog box..





# Tutorial

## This is what you learn in this tutorial

In this tutorial you get to know how to work with **Hello Engines!** step by step. This tutorial consists of three parts.

In the first part, you get to know, how to enter details that are important for submitting your website to search services.

- Entering general details
- Generating meta tags
- Using the Import Metatags Wizard

In the second part you get information about the submission to search services:

- Submitting your websites automatically
- Submitting your websites manually
- Using the Submission Assistant

In the third part you learn how to edit status reports that were automatically created by **Hello Engines!**.

- Editing status reports
- Creating RTF reports

## Getting started

### Entering general details

In this first section, you get to know, how to enter general details that are required for submitting your website to search services. First, select the **Data** section.

### Website section

In the **Website** section enter details about your website:

**Title:** Enter a short title that best represents your website. Companies should include the company name in the title.

**URL:** Enter the URL of your website (e.g. "http://www.myserver.com"). Before submitting your websites to search services make sure that you entered the URL correctly and that people can access your website on the Internet. To do so, establish a connection to the Internet, and click the *Site Checker* button.

**Description (short):** Enter a description of your website (not more than 60 characters). In this description you can define the topic of your website or the field of your company or association.

**Description (long):** Enter a detailed description of your website (not more than 255 characters). Here you can further describe your website, company or association.

**Keywords:** Enter the terms, Internet users may type in the search field of search engines to find your website. As search engines only read keywords from the meta tags and directories only accept very few entries, you only need to type in 5 to 10 keywords. To enter the keywords do the following:

1. . Click the *Wizard* button, to open the **Keywords for directories** dialog box.

2. Now enter the desired keywords into the fields 1 to 15. Pay attention to priority while entering keywords. The number of required or allowed keywords varies depending on the search service. Therefore, enter the most important keyword into the field 1 and the less important keyword into the field 15.
3. Then click *OK*.
4. To paste keywords from clipboard, click the *clipboard* button.
5. Then the **Import keywords from clipboard** dialog box opens.
6. In the **Clipboard contents** field the text that is currently saved to clipboard is displayed. You cannot change this text. In the **Results preview**, the keywords generated by the content of clipboard is displayed.
7. Then click *OK*, to confirm the specified keywords.

**Language:** Choose the language of your website.

**Site type:** Choose the type of your website. For example, companies should always choose *Commercial* as Site type.

**Category:** Choose from the specified option the category that best represents your website. If your website is specialized and none of the suggested category fits, submit your website manually to directories. To choose the "right" category is very important for correctly submitting your website to search engines! If you define a wrong category, the submission is probably ignored by the corresponding search service. To find the corresponding category, in spite of the many categories available, use the quick search or the filter function:

1. Click the arrow at the right corner of the **Category** field to open the **Select a category** dialog box.
2. In the **Quick search** field enter the desired category. If the entered category is available, click *OK*. Or:
3. Check the **Filter** check box and enter the first letter of the category you are searching for. Now the filter displays the categories containing the entered character chain.
4. Select a category and click *OK*.

After filling in all fields of the **Website** section, save your entries to reuse them for subsequent submissions. To do so, click the button and choose a name for your site information file (\*sit). In this file, you also save the entries you made in the **Person**, **Webmaster** and **Company** sections.

## Person section

In the **Person** section, enter details about the person that is responsible for the website. This has not to be the webmaster.

1. Fill in the fields **First name**, **Last name**, **Salutation**, **Title** and **Age**. If you cannot fill in the **Title** field, enter a slash "/".
2. Click the button to save the details in a SIT file.
3. Now go to the **Webmaster** section, to enter details about the webmaster.

## Webmaster section

In the **Webmaster** section, enter details about the webmaster.

1. Fill in the fields **Last & first name** and **Email**.
2. In the **Password** field enter a new password. Do not use a FTP or other access password. At some search services you need to open a user account before you submit your website. The password entered here is then assigned to these search services. Now you can log in at these search services using the specified password.
3. Then save the entered details by clicking .

## Company section

In the **Company** section, enter details about your company. If you do not want to publish all of your details, enter a slash "/" in the corresponding field:

1. In the **Company** field enter the name of the company.
2. From the drop down list **Country** choose the country where the company is located.
3. Then fill in the fields **State / county**, **Address**, **Postal code**, **City**, **General email**, **Phone**, **Fax** and **Mobile**.

Please notice that some operators of search services use your information entered for other purposes. It might happen that you get mass advertising via email. However, if you enter a wrong (not valid) email address on purpose, some search services ignore your submission. Therefore, establish a new email address, for example at Yahoo or Hotmail, which you only use for passing to search services.

4. In the **Products** field enter your most important products. However, only few search services use this field.
5. In the **Toll-free** field enter your toll-free service number, if available.
6. Then save your project details by clicking .

Now you have completed the entry of your website details. In the next chapter you learn how to generate meta tags for each page of your website and how to add them to the corresponding HTML document.

### Generating meta tags

In this section you learn how to generate meta tags using **Hello Engines!**.

In the **Metatags** section, you can generate individual meta tags for each page or HTML document of your website. This is necessary, because many search engines index the pages of websites by means of the keywords you enter via meta tags. You can either generate new meta tags or import meta tags from existing HTML files. In addition to that **Hello Engines!** allows to insert the generated meta tags directly into your HTML documents.

To generate meta tags using the integrated **Metatag Generator**, enter the following information first:

1. Go to the **Metatags** section.
2. In the **Author** and **Publisher** fields enter the name of the responsible persons. Companies may also enter the company name.
3. In the **Copyright** field, enter the name of the holder of the copyright.
4. When entering information into the **Topic** field, do the same as when entering information into the **Category** field in the **Data** section: Select an appropriate category from the list.
5. In the **Keywords** field, enter the keywords directly, separated by comma. Make sure you have defined keywords that are relevant for the respective page.
6. In the **Description** field enter a description of the individual page. Avoid repetitions, superlatives and capital letters.
7. From the drop down list **Page-type** select an appropriate type.
8. In the **Indexing** field, you can define how the robots of search engines analyze your website and how they enter it in the search engine database. You can choose between four options:

*Index, follow:* Robots follow all links on this page, read the content of the HTML file and the linked files, index them and enter these information into the search engine database.

*Index, No follow:* Index of this page is created and linked pages are ignored.

*No index, follow:* No index is created, linked pages are analyzed.

*No index, no follow:* No index is created, linked pages are ignored. This option prevents your HTML document from being included in a search database!

9. From the drop down list **Audience**, select the user group you are aiming to address through your website.
10. Then choose one of the options under **Expires (valid until)**. This is necessary if the content of a website is only valid until a specific date.
11. Click at the bottom of the window, to save your entries to a MTG file.

To now generate meta tags out of the entries you made, do as follows:

1. Click the button. If you entered special characters in the **Keywords** field, **Hello Engines!** asks you if you wish to replace these special characters by standard HTML codes (recommended).
2. Save your entries to a meta tag file (\*.mtg), to reuse it for other pages.
3. Then copy the generated meta tags to clipboard. Paste them from clipboard to the section between <HEAD> and <HEAD> of the desired HTML file.

**NOTE:** If you want to insert meta tags from an existing HTML file, the procedure is almost the same. Just select **Explorer** from the **Selection of source files** section, to access your entire file system. Now you can insert the meta tags into the desired source file by using drag and drop.

Now you have learned how to generate meta tags using the **Metatag Generator**. In the next section you get to know how to import meta tags.

### Using the Import Metatags Wizard



If you wish to import meta tags from project files, local HTML files or online URLs, click **Import** from the **Meta Tags** section. Then the **Import Metatags Wizard** opens. Please follow these steps:

1. Click Next and select how to enter the meta data. You can enter them "manually", i. e. you fill in each of the fields in the following step yourself, or you import data from an existing HTML file. You can also import data from a current Hello Engines! project or from an online URL.
2. Then click Next to go to the Meta Data page.
3. On this page the imported meta data is displayed. If you have selected "manually", you can fill in the fields manually:

**Author / Publisher:** Enter the name of the responsible person. Companies may also enter the company name.

**Copyright:** Enter the name of the holder of the copyright.

**Topic:** Enter the topic of your website.

**Keywords:** Enter the keywords, divided by comma, directly into the field. Make sure you choose keywords that are relevant to the individual page.

**Description:** Enter a discription of the page. Avoid repetitions, superlatives and capital letters.

**Page type:** From the drop down list, choose a category that best represents your website.

**Audience:** From the drop down list, choose the user group you are aiming to address through your website.

**Indexing:** Define the way the robots of search engines should index your website. Robots (also called spider or crawler) are automatic programs that search through the Internet for new websites and enter these into the database of a search engine. You can choose between four options:

*Index, follow*: The robots follow all links on this page and read the content of the HTML file and linked files. Then the robots index these and enter them into the database of a search engine.

*Index, No follow*: Index of this page is created and linked pages are ignored.

*No index, follow*: No index is created, linked pages are analyzed.

*No index, no follow*: No index is created, linked pages are ignored. This option prevents your HTML document from being included in a search database!

**Expires (valid until)**: Check one of these fields to give information about the content of the website, e. g. if the content is only valid until a specific date.

4. Then click *Next* and *Finish* to exit the **Import Metatags Wizard**.

In the first part of this tutorial you have learned how to enter personal and website details and how to generate meta tags or import them from other sources. In the next part you get to know how to submit your website to search engines.

## Submission to search engines

### Submitting your websites automatically

Now that you entered all the required details about your website and each HTML file has its individual meta tags, you can submit your website to search services. **Hello Engines!** provides an extensive and constantly updated search service database. As your website cannot be submitted to all search services automatically **Hello Engines!** also allows to submit websites manually.



First go to the **Services / Automatic** section. Here you find a list of all the search services which allow automatic submission.

1. If you wish to select all search services displayed, right-click on a search service and choose **Select all search services** from the context menu.
2. If you wish to submit your website only to some search services, check the check box next to the corresponding search service. If you made your selection, check the **Selection** check box to enable your selection.

Or:



3. Apply a filter to select a specific search service. Click the **Apply Filter** button in the lower window area.
4. Then the **Apply filter** dialog box opens.
5. Now you can filter the search service list according to specific criteria.

**Types**: Here you can limit the selection to specific types of search services (Search engines, directories, others).

**Country**: Here you can filter the search services according to countries. Check the **Country filter** check box

and then the desired countries.

**Other:** Here you can filter the search services, to which your website was not submitted successfully or before a specific date. You can also filter the top 100 search engines and directories.

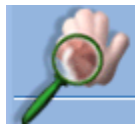
Of course, you can also combine all these filter criteria!

6. Click *OK* to confirm your selection. Now you can further limit the number of search engines, if necessary. Select the desired search services "manually" and check the **Selection** check box.
7. After completing the selection of search services, connect to the Internet and click the button.
8. Then the **Submitting** dialog box opens. Click *Start*, to start the submission. If you wish to cancel the process click the *Cancel* button.
9. When the submission process is completed, you see in the lower window area, how many submission were successful and how many failed.
10. Then click *Finish*. **Hello Engines!** automatically changes to the **Status** section and shows a status report of the submissions (see *Status report*).

In the next section, you get to know how to submit your websites manually.

### Submitting your websites manually

After learning how to submit your website automatically, you now get to know how you submit your website manually. Most of the search services require manual submission, which can be done quickly and easily with the help of **Hello Engines!**.



1. First go to the **Services / Manual** section.
2. If necessary, apply a filter and select the search services you wish to submit your website to. To do so, follow steps 2 to 6 from the section Submitting your websites automatically.
3. After completing the selection, connect to the Internet and click the button. You are automatically brought to the **Submission Assistant**.
4. First the **Selection of displayed search services** dialog box opens.




Here you define whether the selected filter is to be applied or whether only selected search services are to be displayed in the **Submission Assistant** dialog box.

5. Then click *Next >*, to go to the **Submission Assistant**.
6. Now submit your website to the desired search service. To do so, refer to the next section.

### Using the Submission Assistant

Now you have learned how to access the **Submission Assistant** and how to filter the desired search services for the **Submission Assistant**. In this section, you get to know how to submit your websites to search services using the **Submission Assistant**.

1. If not already open, open the **Submission Assistant** by clicking *Submit* in the **Services / Manual** section.

2. Navigate through the search services on the left by using the navigation buttons . If the **Show search services when navigating** option is checked, the submission form of the desired search services is displayed in the integrated browser in the middle of the window.
3. Then click the *Complete form*  button in the toolbar to automatically insert the entries you made in the **Data** section into the field of the displayed submission form.
4. Make sure that all fields are filled in. If necessary, fill in empty fields manually. To do so, use the detail fields on the right.
5. Copy the desired detail field by clicking on it.
6. Then move the mouse pointer to the corresponding field in the browser window and click the right mouse button.
7. From the context menu, choose **Insert**. Or:
8. Click on a detail field and drag and drop it to the corresponding field of the submission page that is displayed in the browser. Notice that the content of the field is displayed when pointing to it.
9. After filling in all fields of the submission form, either click the *Transfer*  button in the toolbar, or the corresponding button in the browser window to submit the form.
10. Then click the *Set flag "submitted"*  button, to update the **Hello Engines!** database and to add the date of your submission.
11. Repeat the steps 1 to 9 for the other search services.
12. Close the **Submission Assistant**. Then you are automatically brought to the **Status** section, where you find a status report of the made submissions.

Now you have learned how to automatically or manually submit your website to search services. In the last part of this tutorial you get more information about the automatically created Status reports.

## Status reports

### Editing status reports

In the last part of this tutorial, you learn how to edit the status reports that were created automatically. After having submitted your website to search services you are automatically brought to the **Status**



section. Here you find the status reports of the submissions you made. To select different formats of the reports, do as follows:

### Table

1. To display a report in table format, select **Table** from the **Report** field.
2. You can now select if you wish to view failed or successful submissions only or if you wish to filter the status reports according to the status codes or the success of submission.



3. Click [Print Report](#) to print the report.

## HTML

1. To display a report in HTML format, select **HTML** from the **Report** field.



2. Click [Save Report](#) to save your report.



3. Click [Print Report](#) to print the report.

## RTF

1. To display a report in RFT format, select **RTF** from the **Report** field.



2. Click [Print Report](#) to print the report.

In the next section you learn how to create a report in RFT format.

### Creating RTF reports

To create you own template for the RFT report, do as follows:

1. Use the *template.rtf* file from the **Hello Engines!** program folder, and customize the sample template as you

```
Log-report¶
¶
▪ Created:·#D¶
Submitted·URL:·#U¶
¶
Successful·submissions:·#E¶
Failed·submissions:·#F¶
—
```

like.

Or:

2. Create a new template using the following parameters which the program automatically replaces with the current values from the submission while the status report is created:

#D: Creation date or report

#U: Submitted URL

#T: Title of submitted website

#E: Number of successful submissions

#F: Number of failed submissions

#O: List of successful submissions

#X: List of failed submissions



This completes the tutorial. You now know the most important functions of **Hello Engines! Standard** you need for submitting and optimizing your website. If you have questions concerning the functions, refer to the Online help or your manual.

# Search services tips

## Understanding search services

### How search services work

In this chapter of the manual you get to know how search engines find and evaluate websites. In addition to that, you get to know how your website is displayed at search services.

For most Internet users, search services are the most important tool to find websites. A website that is ranked highly in result listings is likely to increase its number of visitors.

Of course, every website wants to be ranked highly. Unfortunately, many websites are not evaluated properly or they are not even listed, because webmasters did not pay attention to how search services work. Many of these website can achieve a better ranking, if the respective webmaster has a little more knowledge about the design of search services.

This manual, created especially for webmasters, offers hints, techniques and basic knowledge about the way search services work. Use this information wherever appropriate and the numbers of your visitors will increase.

This manual is not intended as a guide on how to cheat search services, as there are really no secret tricks you could use to improve your website's ranking (see also chapter Do not cheat search services). Sometimes only a few small changes can produce surprising results. There may be some tricks you might use, but you are always running the risk to be banned from the service, if they discover your cheating.

### Important search services

Have you often asked yourself, which of the numerous search services are really important? Usually the ones that are well-known and used most often.

From a webmaster's point of view, result listings in a search engine that promotes itself successfully and has strong business connections will perhaps generate more traffic than a less well-known engine. If an engine is mentioned on Netscape's NetSearch page, for example, it is more likely to be used. Consequently, websites which have been evaluated or reviewed by such services will certainly get more traffic.

In general, services which are well-known and supported commercially produce more reliable results, as they are better maintained and frequently upgraded to keep pace with the fast-growing web.

### Components of a search engine

Search engines consist of three main components, the spider (also called crawler) being the most important. Spiders visit websites, index them and follow the links to the other pages of a website. We also talk of 'spidering' or 'crawling' a site. Spiders come back in regular intervals - every second month, for example - to look for changes on a website.

Everything that spiders find is directly transferred to the second component of an engine, the index. You can think of the index, sometimes also referred to as the catalogue, as a huge book with copies of all websites that the spider has found. If a website changes, the book is updated.

Sometimes it may take a while until changes found by the spider are added to the index. It may well be that a page has been spidered, but has not been indexed yet. As long as this has not happened, i. e. the page has not been added to the index, it cannot be found by users.

The third component of an engine is its software. The software is a program that searches through the millions of indexed pages for results matching and sorts them by relevance.

All engines contain the components described above. Nevertheless, they differ in the way how these components have been set. This is why the same search hardly ever produces identical results in different engines.

## Design tips for search engines

### Design tips for search engines

Usually, a query in a search engine produces hundreds or even thousands of results. Of those results the ten most relevant are displayed first.

Of course, everyone who has a website wants to be among the top ten of the results listing, because most users find the result they have been looking for in this top ten. If a website is listed on position eleven or below, users normally do not visit it.

The following section is intended to help you get closer to your aim with the use of keywords and word combinations.

### Selecting strategic keywords

What do you think how will users search for your website? Exactly, they enter the corresponding search term into a search engine and wait for the results listing. These search terms are your strategic keywords.

For example, if your website deals with the sale of pens and you want to be in the top ten every time a user searches for 'pen sale', these are your strategic keywords. Each individual page of your site has its own keywords according to the content. If, for example, one page of your site deals with production costs of pens, the strategic keywords for that page could be 'pen production cost'.

**TIP:** Your strategic keywords should always consist of at least two words. If you only enter one word, e. g. 'pen', too many other websites will be relevant as well.

### Position your keywords correctly

Make sure your strategic keywords appear at important positions on your websites. Pay special attention to the page title. One of the main reasons why so many relevant pages do not rank highly is that there are no strategic keywords in the title. In addition, search services prefer websites where the keywords are mentioned as early in the document as possible. Thus, it is recommended to add strategic keywords to the page title and to use them in the first paragraph.

Remember that your keywords might be pushed down on the page by tables, which makes them less relevant than keywords mentioned right at the top of the page. The reason for this is that search services split tables when reading them. This problem can only be solved by inserting meta tags for search services that use them. This should, however, not lead you into designing pages entirely without tables.

Larger blocks of JavaScript code may have the same effect as tables, as search services read this information first. This moves the HTML text further down the page. Therefore, it is recommended to insert scripts at the end of your HTML files. You can also use meta tags.

### Pay attention to relevance

Changing the page title and adding meta tags is completely useless concerning strategic keywords if the keywords you have used have no direct connection to the page content. It is important that your keywords refer to the content of your website.

This means that you need HTML text on your page. If your website primarily uses images, these may look nice but they cannot be read by search services. The result is that text, which would make your site more relevant, is overlooked. Apart from meta tags, some engines also index alternative (ALT) texts or comments, but it is advisable to use HTML text.

Make sure your text is well readable. Some designers try to cheat engines by repeating keywords in a very small font size or in the same color as the background, so that browsers cannot display this text. However, search services pay attention to such tricks. You can assume that text, which is invisible in browsers, cannot be indexed.

**TIP:** Expand your text references wherever possible. If you have a page about collecting stamps, for example, you may add references to 'collector' and 'collect'. If you add references to 'stamp collector' and 'collect stamps', you reinforce your strategic keywords in a natural way. In fact, your website is dealing with collecting stamps, but it may be that the editors have reduced their relevance by coincidence.

### Avoid elements which may cause difficulties

There are search services that see the web like a very old browser, e. g. they cannot interpret image maps or frames. This may lead to the fact that websites cannot be indexed properly. Therefore pay attention to the following:

- **Use HTML links!** Very often, designers only use image map links to referenced pages. Engines that are not able to follow such links cannot get to the 'interior' of the site. Usually, the most relevant contents are found on the 'inner' pages, and not on the home page. You can solve this problem by adding HTML links to your home page which you place at the bottom of the page. Engines will then find and index them.
- **Create a site map!** A site map provides an overview of all documents of a site, including text links to these pages. This will make it easier for engines to get to the interior of the website.
- **Beware of frames!** Some search services cannot interpret frame links. Make sure you provide an alternative method (e. g. meta tags), so that services can index your site. For more information refer to chapter Search engines and frames.
- **Avoid dynamic pages!** Are your pages created using CGI or dynamic databases? Some search engines cannot index such pages. Think about using static pages whenever possible. Only use the database to update pages and not to create them on the fly. In addition, avoid symbols in your URL, e. g. the ? symbol, as they can cause problems.

### Use meta tags

As mentioned before, meta tags can help to avoid problems with tables, frames, and other difficult elements. In addition, they can help you control descriptions of your website in services which use them. Use meta tags, but remember that they do not guarantee a top ranking! Using meta tags does not prevent bad evaluation once and for all. For more information read [How to use meta tags](#).

### **Do not cheat search services**

Cheating search services does not always work. It can, on the contrary, turn against you. Search services may trace your tricks and ban your website.

Most tricks are intended to achieve a top position with very frequent keywords. Of course, you can start to enter a battle against other websites, but you should not be surprised if you have to spend a lot of time on defending your position in the list. It is perhaps wiser to spend this time on improving your website and looking for other forms of publicity.

If these practical reasons are not enough, perhaps ethical reasons will help to convince you. The content of a website should be good enough to determine its relevance. If webmasters repeat keywords endlessly, users will start to hate websites which use such methods.

Moreover, think of email cheating, i. e. junk mail. Nobody likes junk mail. And nobody likes result listings which contain no websites that are relevant to the search query.

### **Submit your key pages**

Most engines index pages by following the links on the submitted page. Sometimes engines make mistakes. Thus it is recommended to submit two or three top pages which represent your website well. Do not submit more than two or three top pages, as this extends the process. If you submit an alternative page, from which search engines can start indexing, you avoid the risk that search engines have difficulties with the actual page. Some engines provide an instant spider service. It is recommended to submit all your key pages, not just two or three. It may take up to two months until the pages you have submitted are really listed in the services and it may occur that some engines do not list all of the pages of your website.

Methods to check whether your website is listed are described in chapter [Check your URL's listing](#). As soon as your pages are listed, you should check at least every two weeks if they can still be found, as pages can disappear from the catalogue, or links are suddenly broken. Beware of such problems and resubmit your pages if anything similar should happen.

Moreover, note that some services have localized versions for each country. Mostly, sites are filtered according to their domain. Thus, the German version might only list German domains ('de'), whereas a German website ending in 'com' might be rejected. If this may affect you, inform the search services, so that they add your site manually.

Always resubmit your site if you have made major changes. Engines visit your pages regularly, but some are as intelligent to know that certain websites only change their content once or twice a year and wait longer before their next visit. Resubmitting after major changes helps to keep the indexed information about your website up to date.

### **Search services and beyond**

Take some time and think about how to make your website 'search service friendlier'. Sometimes even little changes can be helpful. If neither your strategic keywords, nor other methods have helped to get your website

into the top ten, you should think of further possibilities. Sometimes even an additional word makes a website more relevant.

Another possibility might be to ask websites in the top ten to add a link to your site, and vice versa. Some of these websites might be your competition, but you will be surprised how many webmasters will be prepared to link your site in return for a link on your site. The result may be that soon your website figures among the top ten, as links are the best way to attract visitors.

Search services are important but they are not the only way to find websites. Others ways include mouth-to-mouth publicity, normal advertising, traditional mass media, news groups, web directories, and links to other websites, as mentioned before. Thus, pay attention to our tips but do not overrate the ranking of your website.

## Search engines and frames

### Do not make life too hard for search engines

**NOTE:** In this chapter we assume that you have prior knowledge of frames. At the end of the chapter, there are general links about this topic for user who have not worked with frames before.

Although more and more websites are designed without frames, they are still used to facilitate navigation and design of websites. We assume a website with three frames: One for navigation, one for the title, and one for the site's actual content. A fourth master page (also referred to as frameset page) combines the content of the three files. The source code might look like that:

```
<head>
...
</head>

<frameset cols="50%,*" border="1">
<frame src="content.html" name="contentframe">
<frameset rows="*,4*">
<frame src="header.html" scrolling="no" name="headerframe">
<frame src="intro.html" name="bodyframe">
</frameset>
</frameset>

<noframes>

<body>
You need a browser that supports frames to view this site!
</body>
</noframes>
</frameset>
</html>
```

However, most search engine spiders only see the master page, as they cannot interpret the commands that create the frames layout. As a result, frames are ignored, and only the information in the NOFRAMES section is displayed. Thus, an engine that has problems with frames will see the following:

You need a browser that supports frames to view this site!

This description is less than satisfactory! We need to provide a better description of our website. Another problem is that the NOFRAMES section contains no links to other pages. Thus, engines cannot spider beyond this master page. We may have hundreds of pages packed with information which would simply be invisible to search engines due to this simple mistake.

### The NOFRAMES tag

A simple solution to this problem could be to insert meta tags on the master page (read more in chapter How to use meta tags). However, meta tags only provide a partly solution to the problem as they are not supported by all search engines. In addition, meta tags are no help to your human visitors with older browsers. However, you can solve this problem through little changes of the design. Have a look at the following example:

```
<head>
...
```

```
</head>

<frameset cols="50%,*" border="1">
<frame src="content.html" name="contentframe">
<frameset rows="*,4*">
<frame src="header.html" scrolling="no" name="headerframe">
<frame src="intro.html" name="bodyframe">
</frameset>
</frameset>

<h2> My nice homepage</h2>
```

If you can read this text, your browser does not support frames. All pages can be accessed via the content page.

```
<a href="content.html">Content</a>

</body>
</noframes>
</frameset>
</html>
```

The page looks like our initial example, but not to an older browser or engine. We have added further information for them in the NOFRAMES section:

*My nice homepage If you can read this text, your browser does not support frames. All pages can be accessed via the content page.*

*Content ...*

The problem has been solved. Now we have some descriptive text which can be interpreted by all engines, not only by those that support meta tags. In addition, we have established a possibility to get to the interior of the site with the link (content.html). When clicking this link, users will see the information that is usually displayed in the navigation frame. Search engines can spider from there.

You may insert the NOFRAMES section immediately below the first frameset definition, but not above it, as this causes problems in Netscape Navigator. The Internet Explorer is not affected, it displays the frames correctly.

BODY tags in the NOFRAMES section usually work with all browsers. This helps to ensure that engines, which need the BODY tags, find them. Do not forget to enter a title for each frame, although they are not displayed in the frames context. Titles are one of the most important elements for search engines. This is why all of your pages should have a title.

### Re-establish the frames context

One problem remains: search engines can index all pages, but they are not displayed in the frames context for the use, i. e. users do not see three frames, but just the individual page, which may cause problems.

There are webmasters who do not pay attention to this issue. Their pages lack links to other pages of the site, so that inexperienced surfers are virtually caught on a page. This may also occur if you did not pay attention to our advice to make websites search engines friendlier.

The reason for this is that some engines, like AltaVista, cannot handle frames. They spider a site and index all pages, so that users can access a site without the appropriate context! Fortunately, there is a simple solution to this problem: you only have to place a 'Home' link on each page. See the following example:

```
<head>
...
</head>
```



```
<h2> Curriculum vitae </h2>
<a href="index.html" target="_top">Home</a>
</body>
</html>
```

Users can click the link to get back to the 'framed' start page of your site. Make sure the link contains 'target=\_top', so that the referenced page is displayed on top of the old window content.

A second method uses JavaScript. Insert this code somewhere between that HEAD or BODY tags. See the following example:

```
<script language="JavaScript">
<!-- if (top == self) self.location.href = "NAME OF FRAMESET PAGE"; // -->
</script>
```

Replace NAME OF FRAMESET PAGE with the name of your master page that contains the necessary frameset information. In our example, this would be the file index.html.

```
<script language="JavaScript">
<!-- if (top == self) self.location.href = "index.html"; // -->
</script>
```

Conclusion: If you use frames and follow the simple hints given here, your site will be better accessible for both users with older browsers and search engines.

### Frames - interesting links

- **Framing the Web**  
<http://webreference.com/dev/frames/>  
 Excellent introduction and tutorial on using frames.
- **W3C Frames in HTML documents**  
<http://www.w3.org/TR/REC-html40/present/frames.html>  
 Official specification for frames in HTML 4.0. The usage of body tags for noframes sections is not dealt with, but it is always good to have, and use, the specification.
- **Frames and Framesets: Netscape HTML Tag Reference**  
<http://developer.netscape.com/docs/manuals/htmlguid/tags11.htm>  
 Information by Netscape about frames.
- **A Compendium of HTML Elements**  
<http://www.htmlcompendium.org/>  
 Compendium of HTML tags, including frames tags.

### Search engines and case sensitivity

Many people spend lots of time thinking about case sensitivity, especially in connection with meta tags. The reason is that some search services are case sensitive, so that searching for 'Entertainment' produces different results than searching for 'entertainment'.

As nobody wants to lose traffic, some people have added every possible form of a word to their meta tags. They might use the following keywords:

entertainment, Entertainment, ENTERTAINMENT

The problem with such repetitions is that some services consider this cheating. Just imagine the following forms of 'golf courses':

golfcourses, Golfcourses, GolfCourses, golfCourses,

GOLFCOURSES, GOLFcourses, golfCOURSES

It gets even worse if you want to add singular and plural forms - but that is different topic.

What can we do? The simple answer: use lower case! The reasons are that most users enter their search query in lower case, and that there are only two search engines which are completely case sensitive.

### Case sensitivity in use

The following example was taken from an existing website. Search string was a company name. Ranking for all results was identical, no matter if search term was entered in lower or upper case. The table lists the number of clicks recorded over four days in January 1998. For reasons of secrecy, the company name has been replaced by 'name', but the forms, that have been used, are still clearly recognizable.

Word	Searches	%
name	1 011	82 %
Name	128	10 %
NAME	86	7 %
'name'	8	0.6%
'Name'	3	0.2%
'NAME'	2	0.2%
<b>total</b>	<b>1 238</b>	<b>100 %</b>

Do you still believe you need to add every possible form of a word to your keywords? At the worst, you miss 18% of user traffic.

A few remarks to the table. The word 'name' refers to a search using a word combination. You cannot influence this with your meta tags, so that 'name' really is a search for everything in lower case.

Do not forget that, grammatically speaking, names are case sensitive. Obviously, people ignore this rule when searching, at least in this example. Therefore, it is highly likely that users pay even less attention to this issue when searching for terms which are not case sensitive. The following table provides evidence. The example refers to the same company, but this time searches have been conducted with a word combination which has been replaced by 'golfcourse'.

Word	Searches	%
golfcourses	233	84 %
GOLFCOURSES	15	5 %
GolfCourses	13	5 %

Golfcourses	8	3 %
'golfcourses'	6	2 %
GolfCourses	1	1 %
<b>total</b>	<b>276</b>	<b>100 %</b>

Here, you see a slightly higher percentage of searches in lower case. But the percentage in upper case has increased too. As this is only a small example, figures should not be overrated.

We also know five other examples of searches for the name from that same site. In all examples, the majority of searches (85 - 90%) were conducted in lower case.

### Case sensitivity - an overview

This chapter gives an overview of case sensitive search services. As some services also support a mix of lower and upper case (BuenaViste, NeXt) or other forms, further spelling varieties are listed as well. 'all' means that all forms of spelling are accepted. 'exact' means that only the spelling that matches the entered keywords exactly is accepted.

Type	Google	Northern Light	HotBot	AltaVista
case sensitive?	no	mixed	mixed / title	yes
lower case ('buenavista')	all	all	all	all
upper case ('BUENAVISTA')	all	all	all	exact
mixed ('BuenaVista')	all	exact	exact	exact
lower and upper case in title ( 'Pacific Coast Pacific Coast Hwy')	all	exact	all	exact
lower and upper case in text ( 'Buenavista Pacific coast')	all	exact	all	exact

## Bridge or entry pages

### What is a bridge or entry page?

Sometimes, webmasters are advised to submit so-called 'bridge' or 'entry' pages to search engines to increase traffic. In the following paragraphs, we will explain how these pages are implemented technically, and which problems they may cause.

Bridge pages are created to improve results when searching for certain word combinations. They are also known as portal, jump, or gateway pages. No matter how you call them, their characteristics are that they are primarily created for search engines and not for humans.

### Low tech method

There are different methods to create bridge pages. The low tech method is to create and then submit a page for a specific word combination. Some people take this one step further, and create pages for each individual word combination and search engine.

Usually, the problem with such pages is that they tend to be rather general. You can easily copy and edit them, and then submit them from your own site to increase traffic through imitation. In addition, pages may be so similar that they are treated as copies and deleted from the result listings.

A further problem is that users are not taken to the actual target page. We assume you are searching for 'golf clubs' and the bridge page is displayed. You click through the page but you cannot find enough details. To get to the actual content page, webmasters normally use a larger 'Click here' link or a meta refresh. Actually, this is where the name bridge or jump page comes from, as these pages bridge the gap between entry and target page. Some search engines no longer accept pages with a too quick meta refresh to reduce the misuse of bridge pages. To avoid this, webmasters sometimes submit an 'ordinary' page and replace it with a bridge page once they have reached a certain ranking. This is referred to as 'code swapping', which is sometimes also used to hinder others from finding out how a good ranking has been achieved. The disadvantage is that ranking can worsen again, as the engine may come back and index the bridge page.

**NOTE:** Simply removing meta tags from a page does not guarantee a good ranking. In fact, resubmitting the page from a different location can worsen the position of the initial page.

### Agent method

The next step consists of creating a bridge page which is only accessible by search engines. Engines reveal their 'agent' names like browsers reveal their names. Chapter Finding spiders - an overview lists agent names of different engines, mainly to let you check whether your pages have been spidered or not.

The advantage of this method is that you create an ideal page for engines, but you still send users to the content they wish to see. Thus, you get rid of the whole bridge problem easily. In addition, your code is protected from curious users. Well, not entirely! Users could still try to dial into your web server with telnet and use the agent name of a search engine. Then they could see what exactly you are providing. But some engines do not always use the same agent name, mainly to help users stay on the right track.

### IP method

Instead of delivering according to an engine's agent name, you can also use its IP address. You only need to create and maintain a list of IP addresses.

Anyone who accesses a website leaves his or her IP address, which is resolved to a host name in most cases. For example, a site might visit you during an AOL session, giving the IP 199.204.222.123 (just an example). The web server might resolve this IP address to [www.tb03.proxy.aol.com](http://www.tb03.proxy.aol.com).

If you deliver according to IP addresses, make sure only visitors with the exact IP address can see your page. However, bridge pages may also cause difficulties, if you misuse them.

## Using meta tags

### How to use meta tags

Before we start, we would like to point out that meta tags cannot work miracles! They are a useful method to determine and control the description of your website in certain search engines.

In addition, meta tags help provide keywords and descriptions for pages which do not contain much text for various reasons. Such pages might be splash and frames pages. Under certain circumstances, meta tags may increase your site's relevance, but they cannot guarantee that your site makes it into the top ten of every engine.

There are a number of meta tags. The most important ones for search engines are 'description' and 'keywords'. 'description' enables you to enter a review of your website. Otherwise the engine will create one. 'keywords' provides the engine with the keywords to be registered together with your site. Instead of going into more detail, we assume you have created a page without meta tags. The page is called *My World* and its title is *Welcome to my world*. Moreover, it contains a huge image and a link at the bottom, saying *Enter here!*. Search engines listing this page would list the following:

*My World*

*Welcome to my world*

Let's take a closer look. We assume that *My Word* is the home page of a site dealing with collecting stamps. Visitors find information about stamp prices, selling and buying of stamps, stamps history etc. Now, we use meta tags to get all this information across without having to destroy your nice image. Meta tags are placed between the <HEAD> tags.

```
<HEAD>
```

```
<TITLE>My World</TITLE>
```

```
<META name="description" content="Everything you always wanted to know about stamps, from history to current prices.">
```

```
<META name="keywords" content="stamps, collect stamps, history of stamps, price, stamps for sale">
```

```
</HEAD>
```

The search engine listing would look like that now:

*My World*

*Everything you always wanted to know about stamps, from history to current prices.*

As you will have realized, the description is the same as the text entered for the 'description' tag. This is the advantage of meta tags: you can control the description that is displayed to the user: What does 'keywords' do now? When someone searches for a word you have entered here, e. g. *collect stamps*, your site will be displayed in the results listing. Without this tag, there would be no chance for your site to get into the listing, as *collect stamps* is neither mentioned on the page nor under 'description'.

Do you use different word forms in your keywords? This may be an advantage in some search engines, but not in others. *Collect stamps* as individual keyword as opposed to *stamps* and *collect* can be useful if users search exactly for this combination. In general, you should not worry too much about these things, as you cannot cover all possible forms for all engines, e. g. those that do not use a thesaurus. Remember that these tags are only intended to make up for missing text on a page, not to cover all possible keyword combinations a user might enter.

A further meta tag worth mentioning is 'robot'. You can use it to control how a page is indexed.

```
<META NAME='ROBOTS' CONTENT='NOINDEX'>
```

Not all search engines support this tag. Alternatively, all important engines support the use of the robots.txt file to block indexing.

You can use 'description' and 'keywords' unhesitatingly on your website. Some search engines reward it with slightly higher relevance. Do not expect that this is sufficient to get you into the top ten. Meta tags are a design element to engines index pages with little information.

### Meta tags - interesting links

- **A Dictionary of HTML META Tags**

<http://vancouver-webpages.com/META/>

A description of almost all meta tags once seen or used on the web.

- **Dr Clue's HTML Guide - Meta Tags**

<http://www.drclue.net/F1.cgi/HTML/META/META.html>

Short tutorial of important meta tags, apart from 'keywords' and 'description'. Review of the Meta Maker.

- **Back to Basics: meta tags**

[http://www.webdeveloper.com/categories/html/html\\_metatags.html](http://www.webdeveloper.com/categories/html/html_metatags.html)

Excellent overview of all important meta tags.

### Robots

Have you been wondering why the error log of your web server regularly contains messages like  
*[error] [client 204.62.245.187] File does not exist: /usr/local/etc/httpd/htdocs/meinesupersite/robots.txt*

If you submit your site to search engines, the engine's spider will visit your site to index it. Usually, most engines automatically look for a file called robots.txt. If the file does not exist, the above error message is generated.

It is not absolutely necessary to use the robots.txt file. Alternatively, you may use the meta tag 'robots'. If you have submitted your site to hundreds of engines (e. g. with **Hello Engines!**), you will be surprised how often this occurs. Note that some engines visit your site daily! Thus, the error.log will soon be filled with irrelevant error messages.

The robots.txt file helps you exclude those pages of your site that are not to be indexed. Note that engines will only take into account a robots.txt on your server; it must be on top level. On UNIX server, the directory might be

```
/usr/local/etc/httpd/htdocs/robots.txt
```

The syntax of the robots.txt file is quite simple:

*User-agent: \**

*Disallow: /cgi-bin/*

*Disallow: customerdata/*

In this case, two directories will not be indexed. You have to add a separate 'Disallow' line for each directory that should not be indexed.

To disallow indexing for all robots or to disallow indexing of your entire website, type in the following lines:

*User-agent: \**

*Disallow: /*

If you want to allow indexing of a certain robot (and exclude all other robots):

*User-agent: \**

*Disallow:*

If you want to block access of a certain robot, type in

*User-agent: Yahoo*

*Disallow: /*

If you want to allow indexing of a certain robot (and exclude all other robots):

*User-agent: Yahoo*

*Disallow:*

*User-agent: \**

*Disallow: /*

You may also disallow indexing of certain pages:

*User-agent: \**

*Disallow: /customerdata/passwords.html*

## Checking URLs

### Check your URL's listing

Some search services make it easy for you to check whether your web pages are listed in their catalogue. In others, this is quite difficult. The following chapter describes the best methods to figure out whether your pages are listed or not.

### AltaVista

Checking your listing is easy in AltaVista. Simply type your URL into the search field.

*url:inprise.com*

*url:ourworld.compuserve.com/homepages/mysite/*

*url:members.aol.com/mysite/mypage.htm*

The first example helps find all pages below the root domain. If your site is located below another domain, you should use the second method to limit search to your own web space. The last example helps you find a specific page.

Note that the URL has to be entered without the prefix *www*. You can use it, but it might happen that no pages are displayed if AltaVista has indexed your pages without the prefix. Anyway, it is safer to leave out *www*, as well as *http://*.

## Excite

In Excite, it is more difficult to check your URL's listing. The best way is to enter your URL without the prefix *http://*:

*www.minisoft.com/news.html*

Note that all pages containing this URL will be displayed now. It cannot be guaranteed that your pages are listed first, but if they are in the catalogue, they are very likely to be displayed near the top.

You can search for the root domain, so that all your pages are displayed closer to each other. Enter your URL as follows:

*www.minisoft.com*

and select List by website.

## Lycos

Lycos provides its own service to check for listed pages:

*http://www.lycos.com/addasite.html*

Unfortunately, this service only confirms that the Lycos spider has visited a page. This, however, does not necessarily mean that the pages have been added to the index yet. To check whether your site is really listed, you have to apply more sophisticated methods,

e. g. searching for your root domain:

*minisoft.com*

Normally, some of your pages should be displayed now, e. g.:

*minisoft*

If this has not worked either, try to search for specific pages, e. g. by searching for specific text mentioned on that page or words used in the page title. Remember not to use too general terms, as it will be difficult to find your page among the other sites matching the search term.

## WebCrawler

As in Lycos, you have to search with sophistication to check your listing. If you enter your URL you may get all kinds of results but not the desired ones. Try to search for specific text or words used on your pages.



## Spider

### Tracing spiders

Search engines send out their spiders, crawlers, or robots to visit and index web pages. Like ordinary users, these robots leave traces in your access log. If you know what exactly you are looking for, you can determine when a spider has visited your site.

In addition, you will be able to check which pages have been visited by the spider and which not, and you can filter out robots which frequently request pages from your site; this either increases attractiveness of your site, or reduces server performance.

### Searching for spiders

How can we identify a spider? Spiders of important search engines can often be identified according to their host names, which often contain part of the engine's or provider's name. One of the WebCrawler host names, for example, is *spidey.webcrawler.com*.

A better way is to look for their agent or browser names. Like browser, spiders have their own names. Netscape, for example, can be identified by the name *Mozilla*, AltaVista's spider is called *Scooter* and HotBot calls its spider *Slurp*.

A list of host or agent names of the most important search engines can be found in chapter *Finding spiders - an overview*. Nevertheless, it is always useful to know how we can trace unknown robots, as names may change and new robots may appear.

### Robots.txt - our point of reference

Start your search in the robots.txt file. This file tells robots which pages of a site they may index and which not. Not all robots follow the conventions of the robots.txt, but most do. This file is almost always requested by a spider, robot or agent.

Usually, you will be able to trace the robots of most important search engines by their host names when checking which files have been requested. The robots, in turn, will reveal their current agent names to you. You will be surprised to see how many smaller search engines, personal agents, and other robots frequent your site.

WebCrawler can easily be identified as *WebCrawler/3.0 Robot libwww/5.0*. HotBot is operated by Inktomi, and its spider is called *Slurp/2.0*. *Architext* hosts Excite. Therefore, a visit of *ArchitextSpider* means that Excite has indexed your pages.

### Additional tips

A good search engine should visit your site regularly, and request a large number of pages, even if this may take a few days. This would be characteristic of a 'polite' engine that does not overstrain your server. Always take a close look at what the spider has requested, and do not simply add up requests. You may be surprised.

A strange thing may happen with search engines that use 'instant indexing' like AltaVista and WebCrawler: they start indexing your site immediately after submission (although it takes much more time in WebCrawler until your pages have been added to the index). Sometimes, people assume that all pages have been added to

the index because the spiders have requested one or two pages. In fact, the spider needs to come back to index your site completely. Check your logs to find out when they have done that.

Additional sources: BotWatch; Perl script that helps to analyze log files and create reports about visits of robots.

### Finding spiders - an overview

In this table, \* is used as a dummy. *\*altavista.com* means *everything altavista.com*

Search engines	Agent names	Host names
AltaVista (normal spider)	Scooter/2.0 G.R.A.B. X2.0 Scooter/1.0 scooter@pa.dec.com	scooter@pa.dec.com e. g.: scooter3.av.pa-x.dec.com
AltaVista (instant spider)	Scooter/1.0 Add-url.altavista.digital.com	ww2.altavista.digital.com
Euroseek	Arachnoidea (arachnoidea@euroseek.com)	*.euroseek.net e. g.: infra.euroseek.net
Excite (mega spider)	ArchitextSpider	Crawl*.atext.com e. g.: crawl2.atext.com
Excite (fresh spider)	ArchitextSpider	Crimpshrine.atext.com
Fireball (German engine)	KIT-Fireball/2.0	Heavymetal.fireball.de
Inktomi (operates HotBot and others)	Slurp/2.0 (slurp@inktomi.com; http://www.inktomi.com/slurp.html)	*inktomi.com e. g.: j2001.inktomi.com or j10.inktomi.com
Lycos (normal spider)	Lycos_Spider_(T-Rex)	Lycosidae.lycos.com or *.pgh.lycos.com e. g.: sjc-fe4-1.sjc.lycos.com
Lycos (add URL spider)	Lycos_Spider_(T-Rex)	*.sjc.lycos.com e. g.: sjc-fe4-1.sjc.lycos.com
Northern Light	Gulliver/1.2	taz.northernlight.com
WebCrawler	served by Excite spiders	served by Excite spiders

### Measuring link popularity

The best way to figure out how users find your website is to check link logs. Those who do not know how to do that may also use search services to find out how popular search services consider your site to be. This is

important, especially in those services which use link popularity as criterion to rank sites. In the following, you find examples of AltaVista, Excite and HotBot.

## AltaVista

To search for pages linking to your site, enter your URL like that:

*link:calafia.com*

AltaVista displays all pages that contain the text *calafia.com*. The list may look like that:

*http://calafia.com/services/*

*http://calafia.com/webmasters/*

*http://calafia.com/webmasters/resources.htm*

You can limit the search to a specific URL by entering more details.

*http://calafia.com/webmasters/resources.htm*

Some of your site's pages may have links to each other. You can eliminate them by adding *-host:*

*link:calafia.com/ -host:calafia.com*

Note that the URLs entered after *link* do not use the prefix *www*. It is not necessary, as all links - with or without the prefix - will be found. The prefix *http://* is also not necessary.

## Excite

Simply enter your URL in the search field. Unlike AltaVista, Excite produces different results with and without the prefix *www*. Try both searches.

## HotBot

Enter your URL in the search field and change the default setting *all of the words* to *links to this URL*.

## What is spamming?

Spamming means creating or editing a document to cheat an electronic catalogue or archive. There are web authors who use such techniques to have their sites appear more often or higher ranked in search result lists. We recommend not to do that.

Those who try to manipulate or cheat an index repeatedly may be banned from that index forever. Legal action is taken against extreme or repeated breaking of the rule.

The keywords used to describe a site should be related to its content. Many search engines recognize common tricks and punish those who use them. Unfortunately, this sometimes leads to the punishment of valid sites. To avoid this, do not use the following techniques:

- repeating keywords
- using keywords which are not relevant to the content
- using a very quick meta-refresh

- using the same color for text and background
- duplicating pages with different URLs

These are just a few methods. There are a lot more which may cause problems.

# Index

<b>A</b>		HTML	33
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Description	30	<b>O</b>	
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Description (short)	27	Open	
Design tips	37	Submission Assistant	22
<b>E</b>		Open	22
Edit	34	Other	31
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Save Report	33	Technical support	10
Services	20	Title	27
Services / Automatic	31	Topic	30
Setup	10	tricks	11
Site Checker		Types	31
using	17	<b>U</b>	
Site Checker	17	Unlock	10
Site type	27	URL	27
Slurp/2.0.	51	Use	
Spamming	53	Submission Assistant	22
Spiders		Use	22
Searching	51	User interface	15
Spiders	51	<b>W</b>	
Status	33	WebCrawler	51
Status report	34	Webmaster	27
Submission Assistant		Website	27