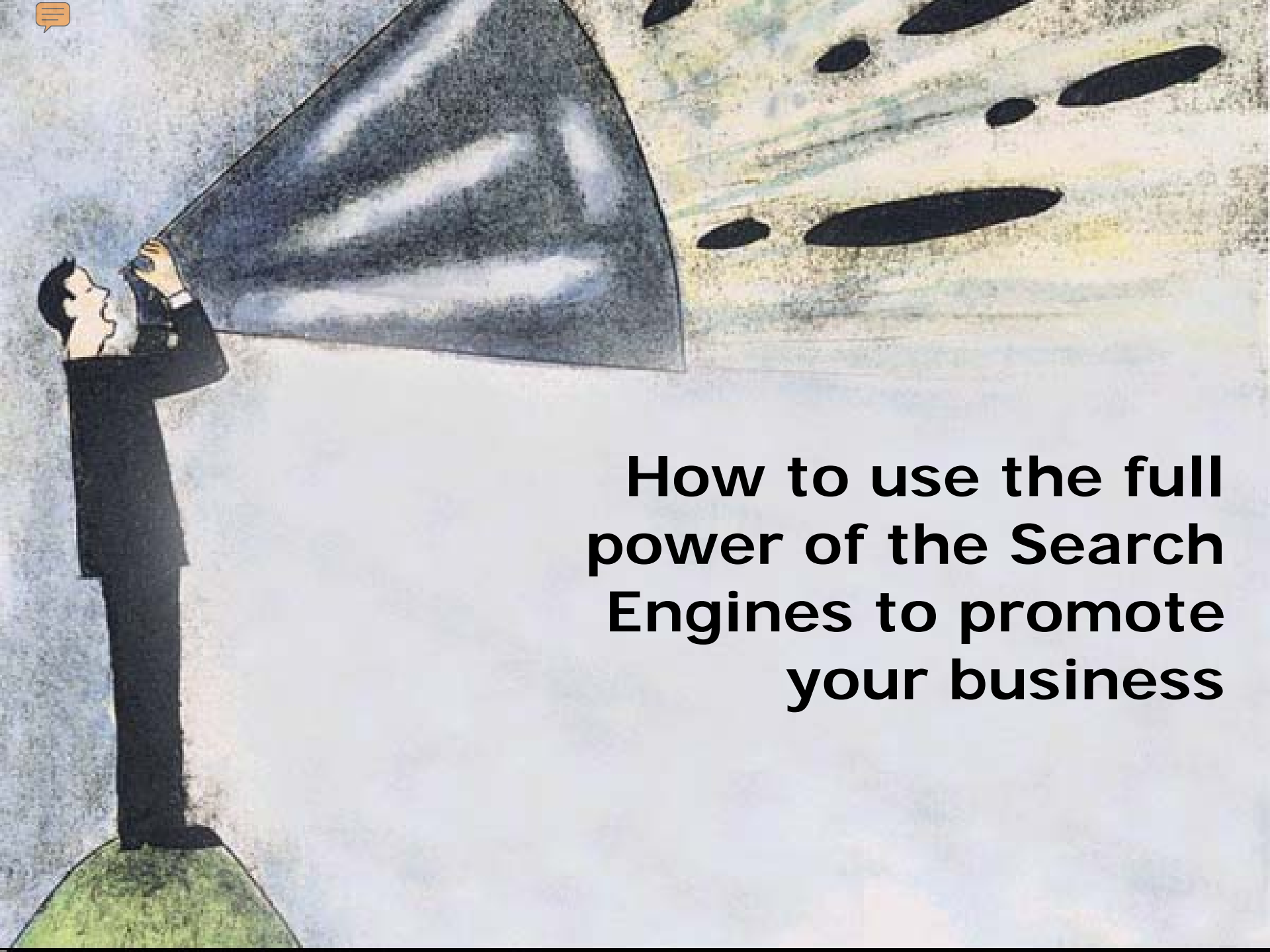




# The Inside Edge



**How to use the full  
power of the Search  
Engines to promote  
your business**



**If you build it, they won't come**





**Keywords**

**SEO**

**PPI**



**Key Words**

**SEM**

**PPC**



**Concentrate  
your efforts**

**to**

**Concentrate  
on profits**

**Don't overcook,  
or overlook, these keys**





Search engines are not used  
to search the Internet





## Search Engines:

Use spiders to collect website data from the web

## Search Directories:

Use spiders and/or human editors to collect and classify data from the web

## MetaSearch Engines:

Use spiders to collect data from other search engines and directories

## Searchable Databases:

Use spiders and humans to collect searchable databases from individual websites



Searcher queries using a word or phrase

That  
**Key Word**  
is weighed  
as 100  
relevant



**Keywords**  
existing in the  
database are  
weighed by  
algorithms

Those sites containing keywords that score as a match are displayed from highest score to lowest

**Search Engine Optimization**  
is the process that tips the  
balance





## Keywords:

Words and phrases to be read by spiders

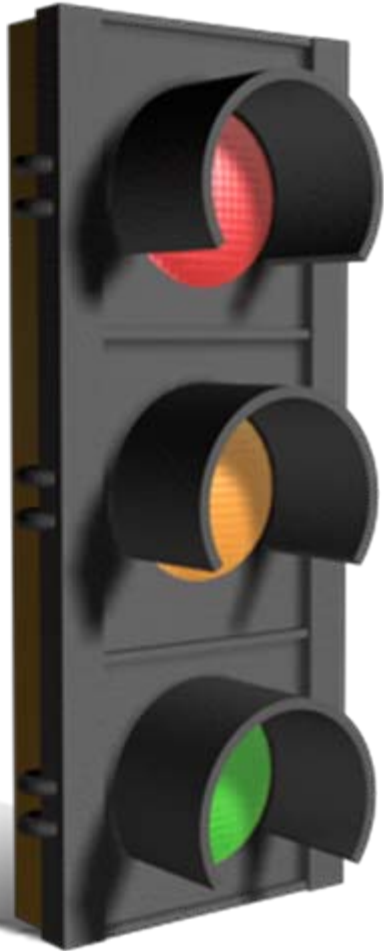
Use in your title tags, metatags and alt image tags not visible on your webpage



## Key Words:

Real phrases used by people looking for goods and services like yours

Use in your page headlines, body content and links.



**Spamming** will get you banned!



**Misusing** key words, etc. will  
**LOWER** your ranking



**DO** create pages that focus on one product or service since they will help both spiders and humans

**Search  
Engine  
Submission**

is not  
difficult,  
but can be  
extremely  
time  
consuming





## Page Information

Name	Title	Description	Keyword	Navigation Text
Home	Rockton Chamber of Com	Welcome page for the Rockton, Illinois Chamber of Commerce	Rockton Illinois, Chamber of Commerce, community, business	Home
Spotlight_News	What's New in the Rockto	News from and about local businesses in Rockton Illinois	Local business news, Rockton Illinois, news, local, business	News Spotlight
Members	Rockton Chamber Membe	Information on membership in the Rockton Illinois	membership, benefi joinin Illino	Members

- Do not submit mirror sites. Mirror sites are sites that contain only the same overlapping and repetitive content are not helpful. The exclusion and/or deletion of those and all such sites is at the discretion of the search engines.
- Do not submit URLs that contain only the same overlapping and repetitive content are not helpful. The exclusion and/or deletion of those and all such sites is at the discretion of the search engines.

- Do not disguise your submission and submit the URL as http://www.dmoz.org/index.html.
- Do not submit any site with an address that is not a real address.
- The Open Directory has a policy against the inclusion of material that infringes any intellectual property rights (such as copyright, trademark, or patent fraud or violence).
- Do not submit sites "under construction."

### THE INKTOMI DIFFERENCE

#### Content Discovery

- Submit pornographic sites to the appropriate search engines.
  - Submit non-English sites to the appropriate search engines.
- Inktomi Content Discovery Technology discovers, critiques and harvests content to ensure that the user experiences the freshest and highest-quality search results available on the Web. The system searches more than three billion URLs to analyze the characteristics of each page and the link structure that connects the pages. Content is also injected into the indexes from content partners providing high-quality and human-edited content into the index such as directory, news, multimedia or subject content. Finally, editorial rules



### Highly Relevant Search Results

Inktomi Relevance Modeling Technology analyzes many features of a document such as its text, source, associated keywords, and document's relevance to other competitive search engines to determine the best results available for particular queries on the Web. Using this data, Inktomi attempts to continually improve its algorithm by fine-tuning the algorithm to more closely match the perfect result set available across many search engines.

**Web Site Directory - Sites organized by subject** [Suggest your site](#)

Managed by 
  
"Driving Visitors (hits) to Your Web Site"

### About Site Submit

The biggest complaint with typical search engine submission is lack of control. You have no control over how quickly your web pages are added, how often your content gets refreshed or even which pages are going to be included. In fact, you don't know whether your site is included at all.

With Site Submit, we guarantee your most important web pages will be included in the database powering Ask.com and Teoma.com. As a member of the Site Submit program, we'll make sure that your latest, best content is always available to our users.

To ensure that your URLs are included in this powerful database, [click here to join today!](#)





**3** pages submitted  
**x 15** major search engines  
**x 12** each month by hand  
**+ 50** local or industry directories  
**time well spent!**

**Results measured in \$**



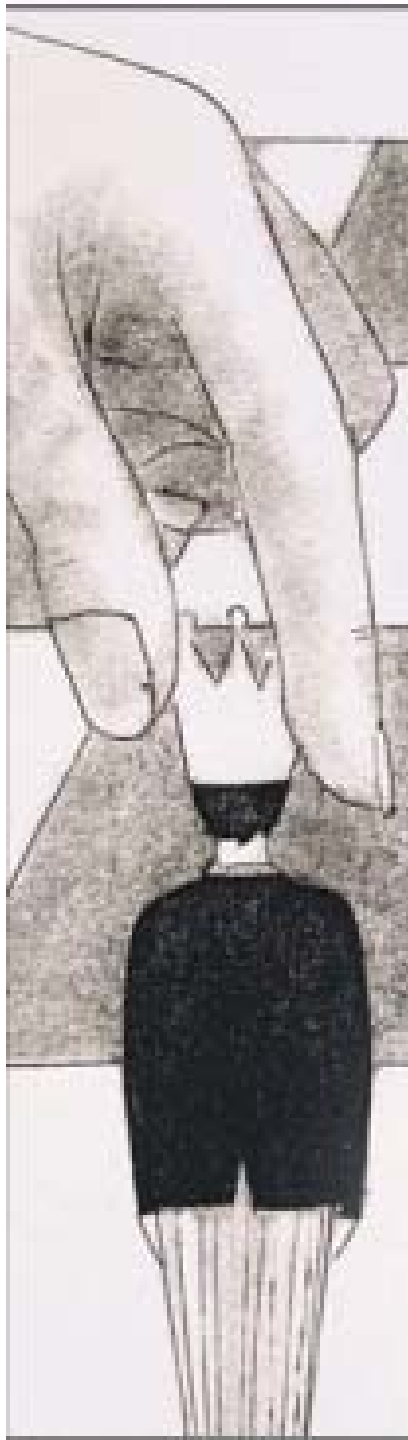


# Search Engine Marketing

Aggressive advertising strategies



**PPI:**  
**Pay**  
**Per**  
**Inclusion**



**Pay a fee and  
you are  
guaranteed  
placement in a  
search database**

**(Except for  
Yahoo, who only  
guarantees  
they will  
consider your  
site)**



**PPC:**  
**Pay**  
**Per**  
**Click**



**Set a price you are willing to pay for a certain key word or key phrase**

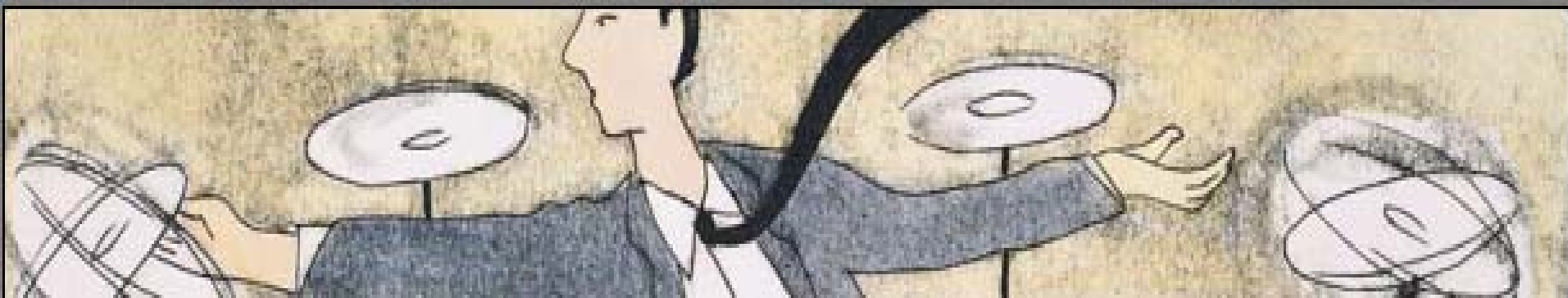
**Pay that amount each time someone clicks to your site after searching on that key phrase**

$$.50 \times 1,000 = \$500$$



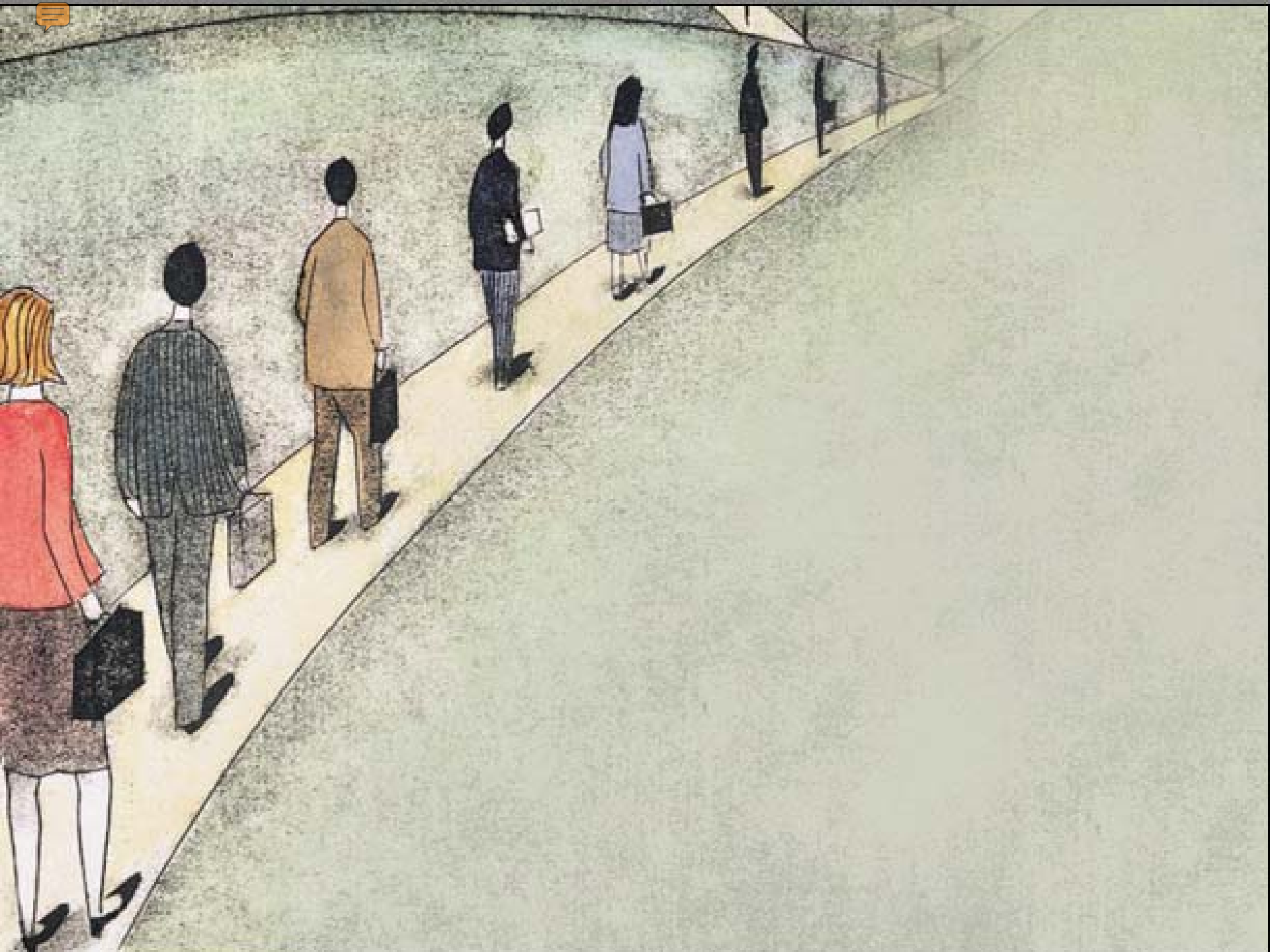
**Optimize  
your  
site**

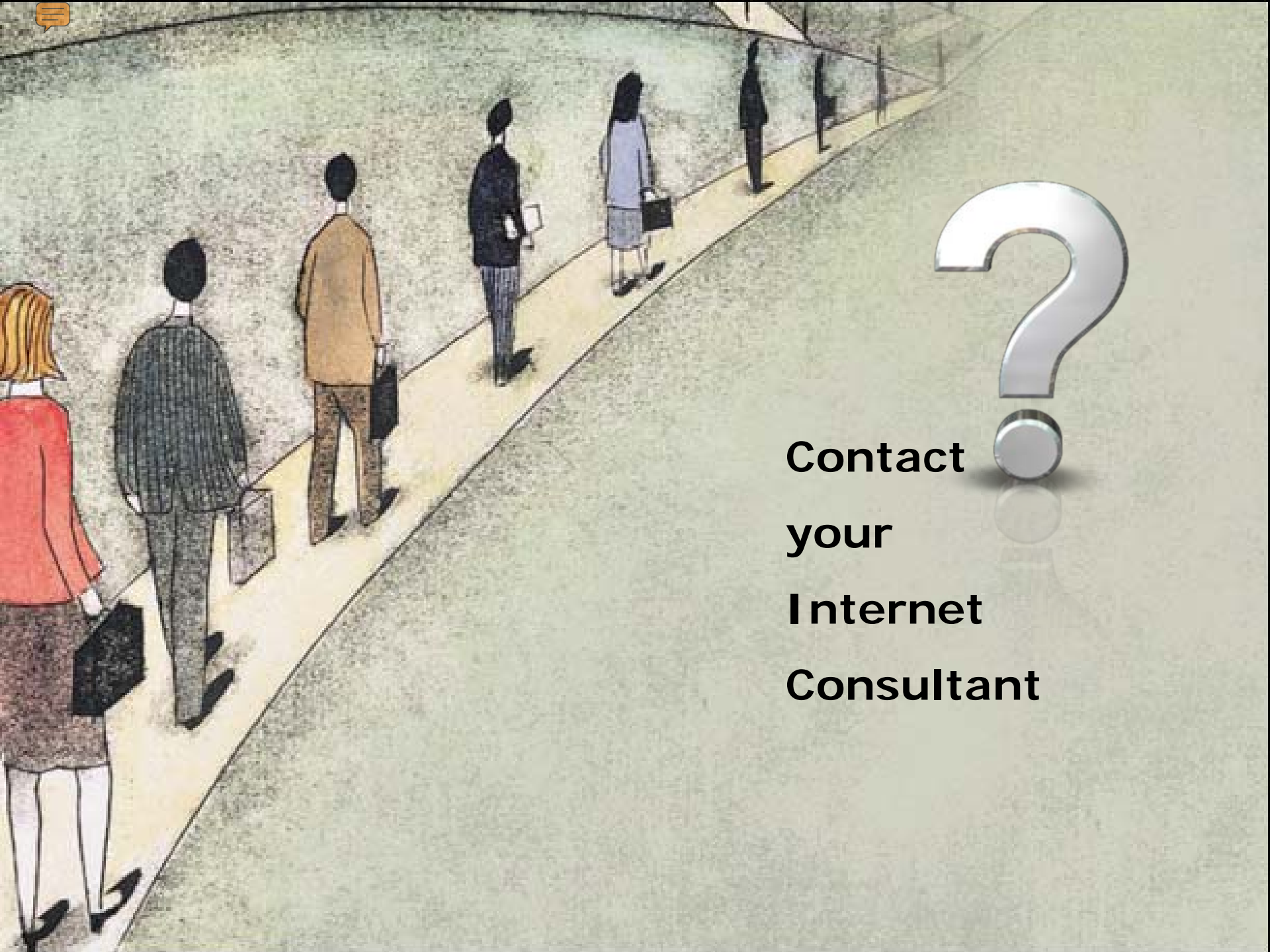
**Submit  
by  
the  
rules**



**Find the  
right  
key  
words**

**Pay when  
paying  
will pay**





**Contact  
your  
Internet  
Consultant**



- to find an Internet Consultant, or
- to get your own subscription to the Inside Edge

[www.sharetheedge.com](http://www.sharetheedge.com)