

media eye studios

Frequently Asked Questions about the Promotion of your Website.

1. *What is a Ranking Report?*

The Ranking Report analyzes the position of your website in the Search Engines and Directories. The Report shows the URL searched, the date the scan was performed and the search term used to find your website. The table shows the list of the Search Engines and Directories, the country of origin, the rank of your website, the page number in which your website was found and the position of your website within this page. Ex: Rank 50 Page 5 Position 10 means that your website is the 50th listing of the search results located on page 5 where your site is positioned #10. If your website is not listed in a Search Engine, the rank is 0 and the status column shows the number of search result pages browsed. If your site is listed, the status shows the URL found.

2. *How do Search Engines rank web pages?*

Search Engines have to deal with hundreds of millions of web pages. They follow a set of rules, known as an "algorithm". Exactly how a particular Search Engine's algorithm works is a closely-kept trade secret. However, all major Search Engines follow the general rules (frequency of a keyword in a web page, meta tags, the number of links that point to your site, content, etc.). Your website has been optimized to make sure it complies with Search Engine criteria.

3. *What makes my position change on the Search Engines?*

Your position on the Search Engines can change dramatically and unpredictably as new competitors go online. The Search Engines also frequently re-indexes, sometimes altering the criteria used to determine ranking. That's why it's important that you resubmit your website every 2-3 months.

4. *What can I do to help my website achieving better ranking?*

Updating your web pages frequently, adding content (about a product, event, location, etc.), exchanging links with other websites help increase your visibility in the Search Engines.

5. *Do you guarantee any rankings?*

We do not guarantee any rankings. We guarantee that we will not use any spam technique (doorway pages or any cloaking methods). *Doing this is considered spam and your website can be rejected from Search Engines and Directories.* We'll help you achieve better rankings and increase traffic to your website by using our knowledge and experience of the Search Engines and optimization techniques.

6. *What is a Submission Report?*

The Submission Report shows which Search Engines and Directories we submitted your website to. The list of Search Engines and Directories may vary. We receive new Search Engines from time to time and others may not operate any more.

7. *How long does it take to be listed in a Search Engine?*

It depends on the Search Engine. Some may register your website instantly and others may require several months. We do our best to obtain for your website a free listing. Unfortunately, this option takes longer and there is no guarantee that your site will be accepted. That's another reason we recommend you resubmit your website every 2-3 months. Most of the main Search Engines and Directories now require a fee to review your website in a timely manner. The fee guarantees that your site will be reviewed within a date limit (usually 24 hours or one week) but still does not guarantee that your site will be accepted. Contact us for more information about Pay-for-Inclusion or Pay-for-Placement Search Engines.

8. *Why did some submissions fail?*

- a. Search Engines may be temporary unavailable.
- b. Some Search Engines share database with others and does not accept direct submissions.
- c. Some Search Engines and Directories require a fee to list your site.

9. *How can I submit my web site to Yahoo?*

With 52 millions of visitors a month, being listed in Yahoo may bring additional traffic to your site. Yahoo only accepts free listings for non-profit website. For commercial websites, Yahoo requires a \$299 US fee to review your website within 7 days. Remember, this is a review fee and it does not guarantee that your site will be accepted into the directory. If you site is accepted, Yahoo will charge the \$299 US annually on your credit card. If you are interested in getting your site listed with Yahoo, contact us. We'll discuss with you if a listing in Yahoo would be beneficial to your website as we noticed that traffic varies considerably according to the category chosen.