



Search Engine Submission Guide

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Free & Paid Inclusion Submission Options

This document is designed to help you submit your site to search engines. This section provides basic information about the free and paid options for the more well known and widely-used search engines.

Ask Jeeves

- **Free submission:** Not Available.
- **Fee-based:** No longer available (discontinued August 21, 2004):
<http://sp.ask.com/docs/ad/p8a.html>

AOL Search

- **Submit via:** Google and DMOZ.

DMOZ/Open Directory

(Owned by AOL)

- **Free submission:** Available.
<http://dmoz.org/add.html>
- **Fee-based:** Not available.
- **Supplies search results to:**
DMOZ
AOL
Google
Lycos, Teoma and others

Google

- **Free submission:** Available.
<http://google.com/addurl.html> and <http://google.com/webmasters/guidelines.html>
- **Fee-based:** Google offers search results sponsorship opportunities through their AdWords program. Refer to the Sponsored Search Results information below for more details.
- **Supplies search results to:**
Google
AOL

LookSmart

- **Free submission:** Not available for commercial sites.
- **Fee-based (Pay Per Click):**
<http://listings.looksmart.com/home/details.jhtml>
- **Alternative Option:** Non-commercial sites may be able to get into LookSmart for free through the Zeal Directory at <http://www.zeal.com/>.
- **Supplies search results to:**
LookSmart has experienced a major change after MSN announced it would no longer use their results. For a list of their current partners, go to:
<http://aboutus.looksmart.com/about.jhtml>

Lycos/HotBot

- **Free submission:** Not accepting new URLs at this time:
http://help.lycos.com/insite/in_q_1.asp
- **Fee-based:** Fees vary based on service selected:
<http://insite.lycos.com/searchservices/>

MSN

- **Free submission:** Microsoft's new search engine officially launched February 2005. Along with it, the following free submission service is available:
<http://search.msn.com/docs/submit.aspx?FORM=WSDD2>
- **Fee-based:** MSN offers search results sponsorship opportunities through their partnership with Overture. Refer to the Sponsored Search Results information below for more details.

Netscape

(Owned by AOL)

- **Submit via:** Google and DMOZ.

Teoma

- **Free submission:** Not available.
- **Fee-based:** 1st URL \$30.00 / 2-1000 URLs \$18.00 each (for 12-month subscription period)
<http://static.wc.ask.com/docs/addjeeves/Submit.html>
- **Supplies search results to:**
Teoma and partner sites
Ask Jeeves

Yahoo! Directory (see below for Yahoo! Search Engine submission information)

- **Free submission:** Not available for commercial sites.
Non-profit organizations should follow the instructions on the pages listed below. Upon selecting the appropriate non-profit related category to submit your site, you should be provided with free submission options.
- **Fee-based (Annual Fee):**
<http://help.yahoo.com/help/us/express/express-13.html>
<http://docs.yahoo.com/info/suggest/>
- **Supplies search results to:**
Yahoo! Directory

Yahoo! Search Engine / Inktomi / AllTheWeb / AltaVista

(All owned by Yahoo)

As of March 2004, the separate submission options for Inktomi, AllTheWeb and AltaVista have been combined into Overture's new Site Match program.

- **Free submission:** Available (Registration required).
<http://search.yahoo.com/info/submit.html>
- **Fee-based—Site Match Program (Annual + Pay Per Click Fees):**
<http://www.content.overture.com/d/USm/ay/s/sm.jhtml>
Annual Fee*: 1st URL \$49 / 2-10 URLs: \$29 each / 11+ URLs: \$10 each
Pay Per Click Fee*: \$.15 or \$.30 (based on site category)

*Above pricing applies to sites with fewer than 1000 pages to submit. Contact Yahoo for pricing for sites with more than 1000 pages to submit (sitematchxchange@overture.com). Also refer to the Overture Sponsored Search Results information below for information on other sponsorship opportunities.

- **Supplies search results to:**
Yahoo and partner sites
AllTheWeb
AltaVista
MSN

Sponsored Search Results Options

If you're interested in exploring additional search engine marketing options, we recommend looking into Google's and Overture's sponsorship programs. Even with a limited budget, you can effectively advertise through them:

Google: AdWords

- **Pay Per Click Sponsorship Program:**
<http://adwords.google.com/>
- **Supplies sponsored search results to:**
Google
AOL and others

Overture: Pay for Performance

(Owned by Yahoo)

- **Pay Per Click Sponsorship Program:**
<http://www.content.overture.com/d/USm/ays/>

For other fee-based options, refer to the Site Match program in the Inktomi section above. In addition, you can reach information about Overture's products and services at:
<http://www.content.overture.com/d/USm/ays/ps.jhtml>

- **Supplies sponsored search results to:**
Yahoo and partner sites
MSN

About POP Interactive

Company Overview

Large and small companies have turned to POP Interactive for web design, programming and marketing services for over ten years. Ranked among the top web design firms in the San Francisco Bay Area, POP Interactive Inc. specializes in providing consulting, web design, programming, site maintenance and search engine marketing services to a broad range of companies throughout the US. For more information, visit www.popinteractive.com.

Search Engine Marketing & Optimization Services

To discuss your search engine marketing needs or request an estimate, please contact us by phone at (415) 439-5900 or by email at info@popinteractive.com.

Note: The fee information provided in this document is based on the most recent information available from the search engines and is subject to change by them.

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