

Part 1: Site registration

Google: http://services.google.com/cobrand/free_trial

- No registration necessary, just enter URL.
- I have enabled Google searches directly from my homepage

<http://www.gl.umbc.edu/~gsutte1>

Netscape:

<http://www.netscape.com/netcenter/smallbusiness/onlineessentials/addsite.html?cp=hom03f2>

- Registration required (name, address, userid, pswd, etc.)
- No charge

Excite: http://www.excite.com/info/add_url

- Registration required (name, address, userid, pswd, etc.)
- No charge
- Excite has a utility that will interrogate your homepage. It will comment on your use of metatags, page title and other characteristics.
- While there, I took the liberty of place an ad for my 1967 Plymouth Belvedere II.

Having a web presence is one thing, getting people to your site is another. Registering a site with noted search engines or other sites that provide metadata about Internet sites is essential in developing traffic for a site. Incorporating descriptive words and phrases into the pages' title and body will enable users to perform keyword searches. Using metatags is one mechanism of incorporating keywords into your site pages.

There were no charges for basic registration into the 3 search engines listed above. There are charges for advertising your site on the search engine pages.

Part 2: Metatags http://www.webdeveloper.com/html/html_metatags.html

Keywords:

```
<META NAME = "keywords" CONTENT = "e-commerce, Cold Fusion, resume, Oracle, Livelink, B2B, B-2-B, George Sutterley">
```

Description:

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<META NAME = "description" CONTENT = "This page is about E-commerce, George Sutterley and other project material from master of science program in information systems">
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Author:

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<META NAME = "author" CONTENT = "George Sutterley">
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A few other metatags:

Generator, Formatter, Classification, Rating, Copyright, Cache-Control, PICS-Label, Set-Cookie, Ext-cache, Window-target, Refresh, Content-Language, Pragma, and Expires.

Metatags are used by browsers and search engines to help users find and classify sites and site content.

Careful use of metatags such as 'keywords' and 'description' can enable of the following:

- The ability to focus on a specific subset of the user community,
- Your site being near the top of a search engine's results list. This is like having your company's name starting with AAA in the telephone yellow pages. You will be the company people see first.

IMPORTANT: "Before we leave the topic of META tags, keep in mind that there are several legal issues that surround the use of these tags on your Web site. Danny Goodman, editor of SearchEngineWatch, has put together a page detailing the lawsuits brought on revolving around META tags. At the present time there have already been at least five such suits, mainly focused on sites that utilized someone else's keywords within their META tags. The largest of these suits brought a settlement of \$3 million dollars. Bottom line: use your own keywords, and definitely not words that someone else has a copyright on."

http://www.webdeveloper.com/html/html_metatags_part3.html