



How Do I Get My Site Listed on Google?

1. The basics

Google is a fully automated search engine that employs robots known as "spiders" to crawl the web and find sites for inclusion in the Google index. Since this process doesn't involve human editors, it's NOT necessary to submit your site to Google in order to be included in our index. In fact, the vast majority of sites listed aren't manually submitted for inclusion. Google doesn't accept payment for inclusion (known as "paid inclusion") of sites in the index, nor for improving the rank of sites in the results. Google does offer advertising opportunities adjacent to their results, which are always clearly labeled "Sponsored Links." The method by which they find pages and rank them as search results is determined by many different factors, including the PageRank technology.

Advertising Opportunities: <http://www.google.com/ads/index.html>

PageRank Technology: <http://www.google.com/corporate/tech.html>

2. Submitting a site

Google adds thousands of new sites to their index each time they crawl the web, but you may submit your URL as well. Submission isn't necessary and does not guarantee inclusion in the index. Given the large number of sites submitting URLs, it's likely that your pages will be found in an automatic crawl before they make it into the index through the URL submission form. Google does not add all submitted URLs to their index and cannot predict when or if they will appear. Please visit Google's Add URL page to input your URLs. You can submit your site as often as you like, but multiple submissions won't improve the likelihood of your site being added or accelerate the process. Google doesn't penalize sites for "over-submitting." If you choose to submit your site, only the top-level domain is necessary, as the spiders can follow your internal links to the rest of the pages.

You may also use the Google Sitemaps (Beta) program to create and submit a detailed sitemap of your pages. Google is testing this as a complement to their current crawl and encourage webmasters to participate. Google Sitemaps makes it easier for webmasters to provide information about their sites, and to update Google when pages are added or changed. The best way to ensure that Google finds your site is to have pages on other relevant sites to link to yours. Google's robots jump from page to page on the web via hyperlinks, so the more sites that link to your pages, the more likely it is that Google will find them quickly.

Add URL: <http://www.google.com/addurl/?continue=/addurl>

Google Sitemaps: <https://www.google.com/webmasters/sitemaps/login?source=gsm&subID=us-et-wbmstrbeta>
<https://www.google.com/webmasters/sitemaps/login?source=gsm&subID=us-et-wbmstr1>

My webpages have never been included in the Google index.

1. My site's new to the web, and I recently submitted it.

Google finds sites through a process known as "crawling" the web. This involves robot software that follows hyperlinks from site to site. Google currently looks at billions of URLs during their crawls.

When a URL is submitted to Google, Google is able to look for it in their next crawl. If you've already submitted your URL, your site could easily appear in Google's search results after their next crawl. However, if no other sites link to yours, it may be difficult for the crawler to find you. Conversely, if many sites link to your page, there's a good chance Google will find you even without the submission of your URL.



2. My site's been live for a few months.

If Google hasn't picked up your site after several months, it's possible that the spiders aren't able to find the pages. If you increase the links pointing to these pages, it'll improve the chance that Google will find your site.

It's also possible that Google is not able to crawl your site due to technical reasons. A few of the most common ones are listed below:

1. **Your pages were unavailable when Google tried to crawl them.** If a page is down due to network or hosting problems, Google will try to visit it multiple times. If Google crawlers can't reach it, it won't be listed in the index. If such unavailability was a transient problem, your site will likely be added to the index again soon.
2. **Your pages are dynamically generated.** Google is able to index dynamically generated pages. However, because the web crawler could overwhelm and crash sites that serve dynamic content, Google limits the number of dynamic pages they index. In addition, the crawlers may suspect that a URL with many dynamic parameters might be the same page as another URL with different parameters. For that reason, Google recommends using fewer parameters if possible. Typically, URLs with 1-2 parameters are more easily crawlable than those with many parameters.
3. **You employ doorway pages.** Google does not encourage the use of automatically generated pages that are designed for search engines instead of users. Google wants to point users to useful content pages, not to doorways or splash screens.
4. **Your pages use frames.** Google supports frames to the extent that they can. Frames tend to cause problems with search engines, bookmarks, emailing links and so on, because frames don't fit the conceptual model of the web (every page corresponds to a single URL). If a user's query matches the page as a whole, Google returns the frame set. If a user's query matches an individual frame on the page, Google returns the URL for that frame. The page is not displayed in a frame because there may be no frame set corresponding to that URL.
5. If you're concerned with the description of your site as seen by search engines, please read "[Search Engines and Frames.](#)" It describes the "NoFrames" tag, which is used to provide alternative content. If, instead of providing alternative content, you use wording such as "This site requires the use of frames" or "Upgrade your browser," you're excluding both search engines and individuals whose browsers don't support frames. (For example, audio web browsers, such as those used in automobiles and by the visually impaired, typically do not deal with frames, which are a visual mechanism.)

Search Engines and Frames: <http://searchenginewatch.com/webmasters/article.php/2167901>

3. Some of my pages are included, but others are missing.

Although Google will index billions of webpages, Google cannot guarantee that they'll crawl all the pages on a particular site. However, they're always working to increase the number of pages they crawl and hope to include more pages in their index over time. For more information about how Google finds and includes pages in their index please read their [technology overview.](#)

If your site's internal link structure doesn't provide a path to all of your pages, Google's robot may not see all the pages on your site. Google follows links from one page to the next, so pages that aren't linked to by others may be missed. Please see their [Webmaster Guidelines](#) for other ways to make your site more crawlable.

Although you can't buy your way into our search results, you can purchase advertising adjacent to them.

[Technology Overview:](http://www.google.com/corporate/tech.html) <http://www.google.com/corporate/tech.html>

[Webmaster Guidelines:](http://www.google.com/webmasters/guidelines.html) <http://www.google.com/webmasters/guidelines.html>



My webpages used to be listed and now they aren't.

1. I haven't changed anything, I promise.

Each time Google updates their database of webpages, their index shifts: Google finds new sites, Google may lose some sites, and sites' rankings change. If your site was dropped from Google and you haven't made major changes to it, they'll likely pick it up again soon. It's possible your site was temporarily inaccessible when the robots tried to crawl it.

You might check to see if the number of other sites that link to your URL has decreased. This is the single biggest factor in determining which sites are indexed by Google, as Google finds most pages when the robots crawl the web, jumping from page to page via hyperlinks. To find a sampling of sites that link to yours, try a [Google link search](#).

If you're suddenly having trouble finding your site for certain keywords, it's possible that your site is still included in the search results, but that its placement decreased for these keywords. Reshuffling of the search results can occur when new sites are found and assigned a higher rank. No one at Google hand adjusts the results to boost the ranking of a site. The order of Google's search results is automatically determined by many factors, including the [PageRank Algorithm](#). If your site is still included in the index, perform a Google site search for your domain. For example, if you own yourdomain.com, you'd do a Google search for [site:yourdomain.com] to see an estimate of how many of your pages we index.

2. There may have been a problem on my end.

If your pages were unavailable when Google tries to crawl them because of network or hosting problems, this may explain why they're not included in the current index. When a page is unavailable, Google tries crawling it multiple times, but if google can't reach it, it won't be listed in the index. If this unavailability was a transient problem, your site will likely show up soon.

Alternately, your page may have been manually removed from the index if it didn't conform with the quality standards necessary to assign accurate PageRank. Google won't comment on the individual reasons a page was removed, and Google won't offer an exhaustive list of practices that can cause removal. However, certain actions such as cloaking, writing text that can be seen by search engines but not by users, or setting up pages/links with the sole purpose of fooling search engines may result in permanent removal from our index. You may want to review the [Webmaster Guidelines](#) for more guidance. If you think your site may fall into this category, you might try "cleaning up" the page and contacting Google with a re-inclusion request. Google won't make any guarantees about if or when they'll re-include your site.

Google Link Search: <http://www.google.com/help/features.html#link>

Page Rank Algorithm: <http://www.google.com/corporate/tech.html>

Webmaster Guidelines: <http://www.google.com/webmasters/guidelines.html>

My site's listing is incorrect and I need it changed.

1. My information is outdated.

When you update information on your site, it doesn't instantly propagate to Google's index. Rather, Google's index is updated after the robots crawl a page. The crawl process is completely automated, so it's not necessary to submit updated or outdated links to them. Changes to your site's content will be noted when they next crawl your pages. Due to the volume of sites in the Google index, Google cannot manually update pages on an individual basis.

2. I migrated my website to a new URL.

If you've changed your URL, or plan to, and would like Google to display your new URL, please keep in mind that Google can't manually change your listed address in their search results. That said, there are steps you can take to make sure your transition is smooth.



Light-Years Beyond The Ordinary

If your old URLs redirect to your new site using HTTP 301 (permanent) redirects, the crawler will discover the new URLs. For more information about 301 HTTP redirects, please see <http://www.ietf.org/rfc/rfc2616.txt>.

Google listings are based in part on their ability to find you from links on other sites. To preserve your rank and help the crawler find your new URL, you'll want to inform others who link to you of your change of address. To find a sampling of sites that link to yours, perform a link search by entering "link:[your full URL]" into the Google search box. To find more pages that mention your URL, perform a Google search on your URL and select the "Find web pages that contain the term" link. Also, don't forget to change any entries you may have in directories such as Yahoo! or the Open Directory Project.

Finally, you may submit a list of your new URLs through the [Google Sitemaps \(Beta\)](#) program. [Google Sitemaps](#) uses webmaster-generated Sitemap files to learn about your webpages and to direct the crawlers to new and updated content. Sometimes during site transitions, Google will fail to find a site at its new address. Just be sure that others are linking to you, and Google should discover your new site.

Google Sitemaps: <https://www.google.com/webmasters/sitemaps/login?source=gsm&subID=us-et-wbmstrbeta>
<https://www.google.com/webmasters/sitemaps/login?source=gsm&subID=us-et-wbmstr1>

3. There's no description of my site.

The Google index contains two types of pages -- fully indexed and partially indexed pages. Your page is currently partially indexed, which means that although we know about your site, the robots haven't read all the content on your pages in past crawls. This doesn't adversely affect your PageRank or your inclusion in the index. It does mean that Google doesn't have detailed information about your page, so google will display its URL as the title and omit a description. Google does understand the frustration this may cause you, and we're always working to increase the number of fully indexed pages in the search results.

4. The description of my site is wrong in the results.

Google's creation of snippets is completely automated and takes into account both the content of a page as well as references to it that appear on the web. They don't manually change sites' descriptions, but they're always working to make the snippets as relevant as possible.

I'm puzzled by my site's ranking.

1. How Google ranks pages.

Google's order of results is automatically determined by more than 100 factors, including the PageRank algorithm. Please check out the [Technology Overview](#) page for more details. Due to the nature of the business and Google's interest in protecting the integrity of their search results, they limit the information they make available to the public about their ranking system.

Technology Overview: <http://www.google.com/corporate/tech.html>

2. My page's location in the search results keeps changing.

Each time Google will update their database of webpages, the index invariably shifts: they find new sites, they lose some sites, and sites' ranking may change. Your rank naturally will be affected by changes in the ranking of other sites. No one at Google hand adjusts the results to boost the ranking of a site. The order of Google's search results is automatically determined by many factors, including the PageRank algorithm.

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You might check to see if the number of other sites that link to your URL has decreased. This is the single biggest factor in determining which sites are indexed by Google, as we find most pages when our robots crawl the web, jumping from page to page via hyperlinks. To find a sampling of sites that link to yours, try a [Google link search](#).

Google Link Search: <http://www.google.com/help/features.html#link>

3. My pages don't return for certain keywords.

Google does not manually assign keywords to sites, nor do they manually "boost" the rankings of any site. The [ranking process](#) is completely automated and takes into account more than 100 factors to determine the relevance of each result. If you'd like your site to return for particular keywords, include these words on your pages. The crawler analyzes the content of webpages in their index to determine the search queries for which they're most relevant. If your site clearly and accurately describes your topic and many other websites link to yours, it'll likely return as a search result for your desired keywords.

If you feel that certain keywords are essential to your site's success, you may want to consider the [targeted keyword advertising program](#). Google does not sell placement in their results, but they do offer advertising adjacent to them. Please note that advertising with Google neither helps nor hurts your site's ranking in their search results.

[Ranking Process](http://www.google.com/corporate/tech.html): <http://www.google.com/corporate/tech.html>

[Targeted Keyword Ad Program](http://www.google.com/ads/index.html): <http://www.google.com/ads/index.html>

4. How often will Google crawl my site?

Google's spiders regularly crawl the web to rebuild their index. Crawls are based on many factors such as PageRank, links to a page, and crawling constraints such as the number of parameters in a URL. Any number of factors can affect the crawl frequency of individual sites.

The crawl process is algorithmic; computer programs determine which sites to crawl, how often, and how many pages to fetch from each site.

5. How can I migrate my site to a new IP address?

We recommend migrating a site to a new IP address with the following steps:

Bring a copy of your site up at the new IP address.

Update your nameserver to point to the new IP address.

Once you see search engine spiders fetch pages from the new IP address (typically within 24-48 hours), it's safe to take down the copy of your site at the old IP address.

6. Why is my site labeled "Supplemental"?

Supplemental sites are part of Google's auxiliary index. They're able to place fewer restraints on sites that they crawl for this supplemental index than they do on sites that are crawled for their main index. For example, the number of parameters in a URL might exclude a site from being crawled for inclusion in their main index; however, it could still be crawled and added to their supplemental index.

The index in which a site is included is completely automated; there's no way for you to select or change the index in which your site appears. Please be assured that the index in which a site is included does not affect its PageRank.



7. I'd like my site to return for pages from a specific country.

While all sites in the index return for searches restricted to "the web," they draw on a relevant subset of sites for each country restrict. The crawlers may identify the country for a site by factors such as the physical location at which the site is hosted, the site's IP address, the WHOIS information for a domain, and its top-level domain.

That said, your site's top-level domain doesn't need to match the country domain for which you'd like it to return. It's also important to keep in mind that the crawlers don't index duplicate content, so creating identical sites at several domains will likely not result in their returning for many country restricts. If you do create duplicate domains, Google does suggest using a robots.txt file to block the crawler from accessing all but your preferred one.

If you would like further information on all of Google's web services please visit:

<http://www.google.com/help/features.html#link>