
Manual: Hello Engines! Professional 5.0

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Introduction

Thanks for purchasing **Hello Engines!**. **Hello Engines!** is an award-winning tool which submits your websites with only a few mouse clicks to almost all important search engines (e. g. Google, AltaVista etc.) and directories (e. g. Yahoo etc.). With **Hello Engines!** you can increase the success of your websites, as most of the Internet users (about 80 %) use search services to find information on the Internet. Being listed at search services is important for the success of your website. If you advertise your website using classical promotion, you need to pay for each visitor. Search services, however, are usually free of charge and promise better chances of success.

Many of these so-called 'website promotion tools' equate website promotion with spamming. As a result, your website is submitted to all search engines without making a choice. This may lead to your website being set on an 'index'. Whereas **Hello Engines!** only includes carefully selected and high-quality search services. As a result, you do not find search services with a shared database or free-for-all link lists, where only dubious providers are listed, in the **Hello Engines!** search service database. With **Hello Engines!** you can quickly and easily submit your website(s) manually, as well as automatically. By the way, search services do not see a difference whether you submit your websites using Hello Engines! or 'manually'.

In addition to the functions of the **Standard version**, the **Professional version** of **Hello Engines!** includes other functions to optimize your websites, e. g. Site Checker functions and a ranking analysis module. To find the characteristics of the **Standard** and **Professional version** go to the **[Hello-Engines! website](#)**.

For questions or comments, do not hesitate to contact us. Note: On the **Hello-Engines!** website, you find upgrades of **Hello Engines!**, FAQs and interesting articles on website promotion.

Tips for submitting your website

A few useful design tips

Would you like to hear our (subjective) opinion on "good websites"? We could give you lots of advice on how to design a website. But we think it is more efficient to tell you how you should not do it!

A simple rule of thumb: Take a close look at every single element of your website and ask yourself: "Does it really have to be on this site?" If you are not sure, remove it! You will be surprised to see how "clean" and professional your website will look afterwards.

If you do not want to follow our rule of thumb, make sure you avoid the following.

- "Please click here to enter the site": why such an introductory page? There is neither a rule, nor a reason for it. Get to the point straightaway, and do not bother your visitors with such "politeness".
- Music: we bet every user is annoyed by it! First of all, it takes ages until the music file is finally loaded. Second, browsers usually crash. And third, if your music taste does not go down well, you are stranded anyway.
- Unnecessary images: there are websites which cannot do without images (e.g. product catalogues). However, if they are used without proper reason they are annoying, like music files, and increase loading time of your website.
- Images and broken links: make sure your images are displayed properly, and your links are not broken. Links pointing nowhere create the impression that the website is not updated regularly.

- Typing errors and grammar mistakes: If you do not take the time to write properly, do not expect visitors to read properly.
- Slow pages: you have free web space from Geocities, for example, and have uploaded your 1 MB website? Visitors will be gone long before your website is completely displayed in their browsers.
- Unnecessary Java applets: get rid of them if they are not really useful. The same applies to scrolling texts created with JavaScript - they are outdated and show you are an amateur.
- Colored text on colored background or patterned wallpaper: you are on the Internet and your visitors cannot even read your site!
- More than one ad banner per page: visitors will click the best banner and probably never return!
- Extremely large pages: your whole site is composed of just on 3 MB page? Books have chapters - websites should have them, too.
- Trite content: only show your cat if it has five legs, for example. Do not show it because it is nice. If there is no good reason to put it on the Internet, don't do it :-)

What you should know about search services ...

Search services attract visitors

Are you disappointed that you do not have many hits? You will be surprised how the number of hits will increase once you have submitted your website successfully!

We suppose every website has been created to attract as many visitors as possible. Webmasters think about that. So, steps have to be taken so that visitors find us - if possible, cheaply. Sales (success) is usually preceded by marketing - this is true for the Internet, too. It is surprising to see many companies and private persons panic because they fear to be out of the Internet race, and spend a lot of money and work on designing a website. Then they launch their website and wait one or two months and realize that they have not sold anything via the Internet.

If you ask these companies what has been done to promote the site, you will often hear: "I thought this happens automatically." Although no-one believes that someone phones a company without knowing its phone number, many people assume that websites attract lots of visitors although their address is not promoted.

Submission to search services: not optional, but a must!

The first and most important step to attract visitors is to submit a website to one of the numerous search services. Without that, your website will not be noticed by the Internet community.

It is widely known that between 70 % and 85 % of all information research on the Internet is done via search services.

Of course, not all services are equally important. **Yahoo** alone, the best-known service, accounts for almost 70 % of search engine traffic. **AltaVista**, **InfoSeek**, **Lycos**, and German services like **Fireball**, **AllesKlar**, **Web.de** or **Dino** - to mention but a few-, follow. It is correct that, according to estimations, the 10 most important services account for two thirds of all hits. But if you consider that, every day, several billion hits are generated via search services, you can easily imagine that the remaining third also generates several millions of hits - so the "less important" services need to be considered when aiming at more hits.

Thus, it is a must (not a nice-to-have) for every website to be listed in search services. Every form of promotion or marketing of a website should not be considered before it has been submitted successfully. Generally, search services offer the advantage that submission is free of charge. The disadvantage, and one of the main reasons why webmasters neglect this important task, is that submitting a site is very time-consuming. Especially when you get to services like Yahoo where it does not suffice to simply enter the URL (this is only the case for pure engines), but you have to fill in long forms. Finally, you do not remember a service's address when you want to submit your site. So you have to use the services you know to find the services you do not know.

Do you want many visitors?

Submitting to a search service is very important, for the simple reason that it attracts "qualified" visitors, i.e. visitors find you because they have used a search service. (Of course, you have to enter relevant keywords and descriptions when submitting.)

Topics like "qualified visitors" are surely important when it comes to placing ad banners with costs, for example. When submitting this point should play a minor role. A visitor does not cost us anything! Neither is it the case that thousands of users send their emails and questions daily, and bind your resources. When we send an ad letter via direct marketing, we think about the quality of addresses - the same should apply for submission of a website. Enter relevant, correct keywords and meta tags, and "user quality" will not be an issue.

Do not forget that a visitor leaves your site after seconds, if they do not find your site of interest.

Now that we have dealt with this issue, we should try to submit our website to as many services as possible. But beware: Not every "search service" is a real search service. So we should first look at the differences before submitting!

Search engines, directories, FFA link lists ...

Before submitting your website to search services, it is important to explain and understand a few basic terms. The generic term **search services** comprises all websites which help users locate information.

Often, the term **search engine** is misused to describe pure search engines, as well as directories and even **free-for-all link lists**. In fact, these are not identical; the difference lies in the way result listings are generated. Especially **free-for-all link lists** have got nothing to do with search engines and directories.

Search engines

Search engines, also referred to as **spiders** or **web crawlers**, regularly visit websites to create catalogues of web pages. Search engines like **Altavista** create their result listings automatically. They simply crawl over the web and let humans check the search results. This enables engines to automatically detect changes which you might have made to your website. Website changes influence the way your site is listed in the search result pages. Many elements can play a decisive role here: page titles, text blocks, or other page elements. As engines work automatically and index a large amount of web pages, they often find information not listed in directories (see below). Search engines usually accept all submitted websites.

Directories

In contrast to **search engines**, **directories** are not created automatically, but by editors. Here, a website is submitted and linked to one or more meaningful categories. As **directories** are usually created by experienced editors, they generally produce better (at least better filtered) results. The best-known and most important directory is Yahoo.

In **directories** like **Yahoo**, result listings are influenced by humans. Either you enter a short description of your website, or the editors discussing your site will do that. When searching, only these descriptions are scanned for matches, so that website changes do not affect the result listing at all. Criteria which improve your ranking in a search engine's listing are not necessarily useful to improve your position in a directory's listing. Usually only websites which comply with certain quality standards are accepted. A good site (with quality content) has better opportunities than a "bad" site (with poor content).

Hybrid search engines

To make this matter even more complicated, some engines also have an integrated directory linking to them. They contain websites, which have already been discussed or evaluated. When sending a search query to a **hybrid engine**, the sites already discussed are usually not scanned for matches; the user has to select them explicitly. Whether a site is added to an engine's directory generally depends on a mixture of luck and (content) quality. Sometimes you may "apply" for a discussion of your website, but you do not get any guarantee that it is done.

Free-For-All link lists

Free-for-all link lists (short: "**FFA**") are pages which list website links together with a short description of the respective site. Website owners usually submit URL and description themselves, and the entry is added without further editorial check. Such lists are frequented (almost exclusively) by shady providers. What started as a good idea has now turned into an area for swindlers, sharpers, and other shady figures. **FFA** often offer things like "Rich without working!", "450 MHz Pentium with 21" monitor for only \$80", etc. The reasons why untrustworthy offer are so frequent on such lists is obvious. Submissions are not checked, they are added immediately, and they are free of charge. As such offers would not be admitted to editorially checked search services, they focus on services where submissions are not checked.

In addition, untrustworthy companies use **FFAs** and mailing lists as a source for new email addresses. You will receive tons of junk ad mails. You may take legal action against unsolicited email, provided you can identify the (original) sender. Any serious company will refrain from sending unsolicited email advertising, and you should therefore ALWAYS ignore such messages (especially if it looks interesting at a first glance)! If you send a reply, you only confirm that your email address is valid. This is an incentive for the sender to continue sending unsolicited mail, and to pass your email address on to others.

We advise customers against submitting data to FFAs. Just imagine visiting such a "free-for-all" page and seeing your company between numerous shady offers ("Rich without working - GUARANTEED!", "We get you into Yahoo's Top 10 - FOR FREE" or "Naked celebrities")! What would be your impression?

An interesting English article on FFA and programs "submitting" to such lists can be found at URL Submissions and the SCAM! (<http://www.a2zsol.com/archive/ffa.htm>).

Other services

Apart from the above mentioned, there are numerous other forms of websites which try to facilitate information retrieval. For example, there are various so-called **Award services** which present awards to certain websites. The idea is to award good websites - and in return you have to place a banner on your website. This is a complex topic. We recommend Ralf Sturm's German website. He won 38 (!) awards with his website *Webhexe* although the website never existed! As is often the case, many providers just want to place their banners for free, and an easy way to do that is present "awards".

We should not forget to mention the so-called **Hit counters**. These are sites which present very popular websites. Visitors are introduced, for example, to the 100 most-visited sites. Apart from a link to the site, these counters usually mentions the number of visitors to that site so far. This system is also based on links (banners) pointing to the counter site which you have to place on your website. These links cause the counter to count all your visitors.

In theory this system sounds tempting, too. In fact, these sites are subject to manipulation. For example, there are some utilities which users may use to push their own sites. Such programs cheat the counter by sending it "different" IP addresses and thus increase the number of visitors. Of course, this manipulation is aiming at getting a high ranking among the most-visited sites.

Due to the various possibilities of manipulation, you should not focus on **Award services** and **Hit counters** to promote your website. A save method to avoid untrustworthy providers is to never add ad banners or (shady) links to your own website. If someone wants to "award" you that is nice. But if you have to place a banner on your page in return, you should be distrustful.

Submission to 1158 search services by "professional Internet promoter"?

Now that we have dealt with the differences between the various search engines, we will look at offers by Internet promoters, frequent on the Internet.

We still want to submit our site to as many services as possible. So, the offer of, partly free, promoters sound tempting.

On the Internet, like in "real life", there are many offers which try to get money out of your purse without offering anything in return. Almost all Internet promoters, promising to submit your website to hundreds or thousands of search services, fall into that category.

Do not believe offers like Submission to 1158 search engines by "professional Internet promoter". Such offers are not trustworthy, as such Internet promoters cannot know 1158 search engines because there are no 1158 search engines! They are deliberately comparing apples and pears. In fact, your website will be submitted to so-called "free-for-all" link lists which are of no use to your website and might even damage your reputation.

There are three types of "Internet promoters":

- Promoters who offer "free" submission: if you take a closer look, you will see that the offer is either not completely free or it involves placing a banner (or links) on your site in return. In some cases, "free" is only used to attract customers who are then charged afterwards.
- Promoters who allegedly aim for "quality": you have to pay for submission, but apart from a few proper search engines, your site is only submitted to the same useless free-for-all link lists.
- Promoters who are really for free and only use this offer to promote their other offers (here sites are often only submitted to FFAs).

The audacity of some providers is illustrated by the allegation that submission is very complicated and time-consuming, and that placing a banner is a fair service in return. This sounds as if the "poor guy" would spend hours submitting your website manually. In fact, websites are submitted - if at all - with the help of scripts and programs - a matter of minutes.

Some providers also offer the extra service - of course, liable to costs- to optimize your website, so that it gets onto the first search results page. Sounds good, as we all know that found matches are sometimes distributed over hundreds of pages, and usually only the first two pages are read. But no-one can guarantee a top ranking! The only thing one can do is try to optimize the result, if you know the special features of a service, by using all allowed methods and "tricks". But still no-one can tell beforehand whether your site will be ranked as number 1 or 1230 in the search results.

The majority of these providers use the term "free" to attract attention. You will frequently come across this offer: "You only have to place our banner on your website in return!" The result is that you are advertising for these promoters for free without getting anything in return (at least nothing useful!). Mostly, these promoters do not submit your website at all (but they will send you a log anyway), or they submit to useless free-for-all link lists. It might also happen that your website is banned from a (real) search service completely because it has been submitted too often! Submitting your website is so vital that you should always control it yourself!

The best protection against untrustworthy offers is common sense! If you see a "top offer for free", ask yourself why someone should work for you free of charge.

Submitting successfully

How to do it correctly:

Now that we have dealt with the differences between search engines, directories, FFA link lists ... , and the dangers of using shady services in section [Submission to 1158 search engines by "professional Internet promoter"](#) , the main problem - how to submit successfully - remains .

Follow a few simple steps when submitting your website.

- Do not submit your website before it is finished and tested. Especially in directories, never submit website which are "Under Construction". Editors will surely ignore such a submission.

- Once you have finished your website, think about strategic keywords. These are keywords which a user might type in to find your website in a search service. Make sure they relate directly to your website's content.
- Do not try to attract visitors by entering irrelevant keywords. Try to use general terms as keywords (Just type in "software" under **AltaVista** - you will be surprised about the number of matches.)
- Add meta tags to your website. This helps search engines index your site.
- If you use frames, make sure you add a <NoFrames> section to your page(s). If possible, avoid dynamically generated pages and other obstacles for search engines like image maps and images.

After completing these basic tasks, you can submit your website. As these issues are so vital to a successful submission and your website in general, we summarize them under Basics 1 to 5.

Basics 1: HTML code

Before submitting your website, make sure it is technically correct:

- Your website does not trigger any error messages (e.g. it runs under standard browsers like Netscape Navigator and Internet Explorer).
- File sizes of images are optimized.
- Pages/site have meta tags and titles.
- There is a Noframes section (only if you are using frames).
- Your links work properly.

- etc.

This topic has been discussed in detail. Although these basics are nothing new, they are often ignored.

TIP: Hello Engines! Professional, for example, includes such a tool. Use Site Checker to check your website for possible errors before you submit it to search services.

Basics 2: Content

The most important part of your website is its content - no surprise. Good, current content guarantees that users return. Instead of wasting valuable time on tricks and manipulation, you should rather focus on keeping your content up-to-date and interesting. Share your know-how with the world. You will be rewarded with loyal visitors, many recommendations and links to your site. There are a lot of interesting articles on this topic, e.g. on our website (see Design tips).

Basics 3: Design

Apart from content, design is one of the most important ways to attract visitors. This topic is too complex, so we avoid recommendations. But there are many experts on the Internet. A very interesting article on this topic was published at Webmonkey.

Basics 4: Specialize your site

Do not try to put all information in one huge HTML file, but specialize your pages. If your website deals with animals, create one page for elephants, one for tigers etc. A page with little content, in which the word "elephant" is mentioned frequently, will be ranked higher than a 3 MB HTML file, in which "elephant" is just one word among thousands. This little step can help be ranked considerably higher! In addition, your pages are much easier to read.

Basics 5: Use tag <title>, meta tags and file robots.txt

All search engines search the <title> tag to generate result listings! However, there are many websites without a proper title. In addition, use the meta tags "description" and "keywords". If a page only deals with the topic "elephant", it is advisable to use only this as keywords meta tag. Create a file robots.txt. It helps search engine robots to index your site properly.

Submit now

The safest, but most time-consuming way to submit your website successfully is to use manual submission for all search services. But hardly no webmaster will do that!

Apart from the big search services (Yahoo, AltaVista, Infoseek etc.), there are about 600 more or less important search services worldwide. In Germany alone, there are about 30 important services. Apart from the fact that finding all URLs would take ages, submitting your site manually to only the 100 most important services would be extremely time-consuming.

Thus, you need a software to do the work for you. **Hello Engines!** submits your website to more than 700 real search services, and saves search service replies as if you had just submitted your site manually. The advantage is obvious: you do not have to rely on logs, but you see exactly what happened to your submission. **Hello Engines!** includes one of the most complex search service databases and a number of important search services. Apart from submission, the program has an integrated Metatag Generator to add valid meta tags quickly and easily and a Robots Generator to create a correct robots.txt file.

Hello-Engines! offers you full control, as websites are submitted from your PC. Additionally, you can view the replies of search services and submit to every services individually. Moreover, you can submit one or multiple sites simultaneously. With other services, every submission is charged.

Getting started

Before using Hello Engines!

Before submitting your websites to search services with **Hello Engines!** it is important to know the most important functions of the program. To get information about the program, read this manual. If you want to start working with **Hello Engines!** straight away, refer to the chapter *Quick start*, or step through the tutorial where you find a demonstration of the program's main functions.

To get help on a specific topic, do the following:

- Search for respective term in the index of this manual.
- Search for respective term in the online help.
- For context sensitive help while executing **Hello Engines!** press **F1** or click a *Help* button.

TIP: Most program elements also have **tool tips**. These are displayed automatically, when the mouse pointer is positioned at the item for a few seconds. In addition, the **status bar** (bottom line in the program window) contains useful context related hints and tips . You can find additional information in the **info bar**. If you position the pointer at an element a short description is displayed.

Technical support

In case of problems or questions, registered users may turn to:

- [FAQ with answers to frequently asked questions](#)
- [Support Forum](#)
- [Support by email](#) (for registered users only)

HINT: Note that we can only answer questions directly related to the **Hello Engines!** software.

Installation

System requirements

To run the program on your computer, you need at least 32 MB RAM. The program runs under Windows 95, Windows 98, NT4 and Windows 2000. You need at least a standard VGA card with a resolution of 800x600 and 16 bit colors. Of course, you also need Internet access.

In the following section, you get to know how you install Hello Engines! on your computer.

Setup

To install **Hello Engines!** on your computer, do as follows:

1. Go to the **Hello-Engines!** website, click Software / Download and select the desired version of **Hello Engines!**.
2. Click one of the indicated download links.
3. Then select the folder where you wish to save the file `henstd.exe` (Standard version) or `henpro.exe` (Professional version) respectively (n replaces the current version number, for example, the file name for the Professional version 4.1 would be `he41pro.exe`).
4. Run the saved EXE file to start the installation.
5. When you start the program for the first time, the **User registration** dialog box opens. Enter your valid Unlock code you received by email to unlock the program.
6. If you do not have a valid code click *Test only* to start the program in shareware mode. You can unlock **Hello Engines!** later.

7. After successful installation, always go to the Update manager. This way, you make sure that you are using the latest version of **Hello Engines!**.

Enjoy **Hello Engines!** and good speed!

Ten important hints

Although **Hello Engines!** makes submitting your website quick and easy, it is recommended to read the following hints to make your submission a success.

1. A basic rule is that search services are intended to provide information for users, and to facilitate navigating the Internet enter only relevant keywords! Do not enter keywords which have no relevance to your website. (Some webmasters believe that by entering certain keywords, e.g. "sex", "crack", "mp3" etc., they will increase their websites' ranking and/or hits. We advise you not to do that.). Before submitting your website, you should think about strategic keywords. These are keywords that a user might type in to find your website in a search service (see user manual, chapter 2.5.1 "Selecting strategic keywords").

2. Use the integrated **Meta Tag Generator** to generate valid meta tags, and add them to your web pages. Meta tags are nothing mystical, but very easy to understand. Every single page of your website should have an appropriate descriptions and suitable keywords. This might be time-consuming, but it is vital to the success of your website.

3. Think about your website's position in the result listings of search services, but do not worry about it! There is a difference. Do not try to change your website's position through so-called "insider tricks" or "ranking optimizers". Simply follow the hints in this help file (How to do it correctly and Basics 1 to Basics 5).

It is advisable to provide high-quality content, rather than waste time on "ranking optimizers". Such programs are useless and only lead you into using methods which are either completely meaningless (e.g. placing ad texts in robots.txt) or not very popular with search service providers (e.g. using doorway pages). Often, these programs are so bad that their manufacturers ridicule themselves by ordering fake evaluations or expert reports (e.g. from polytechnics) and publishing them on their websites...

4. It may take up to 6 weeks before your website is actually listed in the search engine. Especially in directories, you should wait at least 6 weeks before resubmitting your website. (Some search services might reject your submission if you do not comply with their criteria). Only submit your website once to directories (e.g. Yahoo). Then wait at least 6 weeks. Check whether you are listed. If yes, do not resubmit your site. In search engines, you can submit individual pages of your website (e.g. <http://www.myserver/index.htm> and <http://www.myserver/xyz/index.htm>). You can resubmit your website to search engines regularly, for example, when you have made important changes.

Apply filter option Top 100 search services (under **Search service selection/ Apply filter**), and check whether you are listed in all search engines a few weeks after submission. Do not submit your website too often, as this might lead to your website being removed from the search service!

5. Do not submit your website before it is finished and tested. Especially in directories, do not submit websites which are "Under Construction". Providers will surely ignore such a submission!


6. Never use website, which promise to submit your site to hundreds or even thousands of search services for free. Often, these websites "only" ask you to place a banner on your website. But the result is: you are advertising for these promoters for free and do not get anything in return (at least nothing useful). In most cases, these promoters do not even submit your website (but they send you a log anyway) or they submit your website to useless free-for-all link lists. It might happen as well that your website is banned from a search service altogether because it has been submitted too often! Submitting your website is so vital that you should always control it yourself. That is why **Hello Engines!** saves search engine replies. If your website is submitted too often, e.g. because you are using "services" of several free "promoters", this might be considered spamming (see user manual) be most search services. Usually, this leads to your website being banned.

7. Use meta tag *Index, follow* and submit only the main (home) page of your website. This ensures that almost all search engines also list all sub pages of your site automatically. Additionally, you can submit important pages to engines. In directories, you should only submit the main page of your website.

8. Many "promoters" promise the impossible. It is not trustworthy (because it is impossible) to guarantee that a submitted site will figure among the Top 10 search results in a certain search service. There cannot be such guarantee (at least if only such methods are used which are accepted by search service providers)! It might be possible, knowing all the special features of a search service and using all acceptable methods and tricks, to reach the best possible result. But if your ranking is 1 or 1.230 cannot be predicted. (Only exception: "purchasing" a certain ranking directly from a search service.)


9. Submission to 1158 search engines by "professional Internet promoter"? Such offers are not trustworthy, as such Internet promoters cannot know 1158 search engines because there are no 1158 search engines! They are deliberately comparing apples and pears. In fact, your website will be submitted to so-called "free-for-all" link lists which are of no use to your website and might even damage your reputation. Just imagine visiting such a "free-for-all" page and seeing your company between numerous shady offers ("Rich without working - GUARANTEED!", "We get you into Yahoo's Top 10 - FOR FREE" or "Naked celebrities") ! What would be your impression?

Using such promoters mostly puts you on a slippery road. Such shady free-for-all lists are used by companies to get new email addresses they can send their spam mails to. You can take legal action against such spam mails, if you manage to find out the (proper) sender of the message. Serious companies would never send unsolicited email advertising. Therefore, you should ALWAYS ignore such ads (especially if it looks interesting at a first glance).


 Some webmaster believe they can cheat search services by placing a website on different servers, by entering different keywords, and by submitting these otherwise similar sites. This is intended to cover numerous keywords. We consider this not serious and recommend to avoid such or similar spamming methods.

Quick start

You want to start immediately without reading the entire user manual? The following instructions will help you:


 Make sure that your website has no mistakes and is optimized before you start submission. The **Site Checker** tools will help you.


 Fill in all fields in the **Project/Data** and **Project/Websites** sections. Save your data to be able to use them later.


 In the **Tools/Metatag Generator** section you can generate meta tags for each individual HTML document of your website using the integrated Metatag Generator.

To insert meta tags into one or several HTML documents, select a folder with several HTML files. Then click *Insert* from the toolbar and upload the HTML files with the new meta tags to your web server.


 Return to details under **Project/Websites** and click *Site analyzer* in the toolbar. This feature checks your website to ensure that it does not contain any mistakes.

 In the **Submission/Automatic** section select the search services you wish to submit your website to.

 Connect to the Internet.

 Click the *Submit* button from the toolbar to prepare submission. Now the program checks if submission is possible to all selected search services.

 Now your website is submitted to all selected search services.

 Select **Manual**, to submit your website to all search services which do not support automatic submission. Double-click on a search service to open its submission site.

Working with Hello Engines!

What does Hello Engines! do?

Hello Engines! is a tool which dramatically facilitates submitting your website to the most important search services worldwide.

Hello Engines! submits your website as you would do manually. This means, there is no visible difference for the search service between submitting a website manually or submitting it via **Hello Engines!**.

The user interface

Hello Engines! is a powerful application comprising many features. One of the design objectives for the user interface was to automate as many processes as possible, so that handling the program is as easy for users as possible.

New project wizard

Welcome to the New project wizard!

This wizard helps you with creating your projects. He assists you during all the steps that are necessary for submitting your website with Hello Engines!. That way you make sure not to forget an entry or to give the wrong information. In the following the steps of the wizard are explained.

Step 1: Company information

In the first step of the wizard you enter the following information about your company:

1. In the **Company** field enter the name of the company.
2. From the drop down list **Country** choose the country where the company is located.

3. Then fill in the fields **State / county, Address, Postal code, City, General E-Mail, Phone, Fax** and **Mobile**.

Please notice that some operators of search services use your information entered for other purposes. It might happen that you get mass advertising via email. However, if you enter a wrong (not valid) email address on purpose, some search services ignore your submission. Therefore, establish a new email address, for example at Yahoo or Hotmail, which you only use for passing to search services.

4. In the **Toll-free** field enter your toll-free service number, if available.
5. In the **Products** field enter your most important products. However, only few search services use this field.
6. Then click *Next*, to go to the next step of the wizard.

Step 2: Contact details

In the second step of the wizard you enter your **first name, last name, salutation, title** and **age**. If you cannot fill in the **Title** field, enter a slash "/".

Then click *Next*, to go to the next step of the wizard.

Step 3: Webmaster information

In the third step of the wizard you enter information concerning the webmaster. To do so, proceed as follows:

1. Fill in the fields **Name** and **Email**.

2. In the **Password** field enter a new password. Do not use a FTP or other access password. At some search services you need to open a user account before you submit your website. The password entered here is then assigned to these search services. Now you can log in at these search services using the specified password.
3. Then click *Next*, to go to the next step of the wizard.

Step 4: Websites

In the fourth step of the wizard you enter information concerning your website. To do so, click on the arrow next to the *Add* button and select between the following options:

- **Add**: Select this option to fill in the fields of the Details column manually.
- **Local file**: Select this option to add the information of an existing HTML page.
- **URL**: Select this option to add the information of an online URL.

Then click *Next*, to go to the next step of the wizard.

Step 5: URLs

In the fifth step of the wizard you enter the URLs for your websites. To do so, click on the arrow next to the *Add* button and select between the following options:

- **Add:** Select this option to fill in the URLs in the URLs column manually. Enter the complete URL into the **URL** field, e.g. `http://www.mysite.com`, and click the *Add* button next to the field.
- **Local file:** Select this option to add the URL from an existing HTML page.
- **URL:** Select this option to add the URL of an online URL.

To delete the website click *Delete*. Then click *Next*, to go to the next step of the wizard.

Step 6: Wizard completed

In the last step of the wizard you can add the entered information to your project. To do so click the *Finish* button. If you wish to correct your entries, click the *Back* button.

Project section

Project

Under **Project** enter the data and URL of your project.

The Project section is divided into the following three sections which are explained below:



Data



Websites



Metatags

Data

Enter your website's details.

All information entered must refer to the owner of the website to be submitted.

Data is divided in three sections:

- Company
- Person
- Webmaster

NOTE: You must be aware that you enter private information under **Data** which might be abused by a few search service providers for other purposes (mainly mass advertising via email). For example, if you deliberately enter a wrong (invalid) email address, it may happen that your submission is ignored by most services.


If you receive unsolicited email advertising, never reply to it (do not even complain)! If you reply, you confirm to the sender that your email is valid and used - and that it can be handed over to others. You may take legal action against unsolicited emails, if you manage to determine the real sender.

Set up a new email account (e.g. at **Hotmail**) which you only use for the purpose of registering with search engines. So your corporate email address is protected from spam mails (unfortunately, they will arrive sooner rather than later...). Only enter data that you would otherwise make accessible to the wider public (e.g. do not submit your private phone number).


 Save and  load data

After filling in all fields, you should save the data. Click **File/Save**.

Websites

The  **Project/Websites** section is divided into the two sections **Data** and **URL List**. Here you enter the details and URLs of your website. You can use multiple websites with multiple URLs. Enter the respective details for each newly added website. If you leave fields empty, you get an error message when submitting your website.

Metatags

In the  **Project / Metatags** section, you can add meta tag files to a project. This is necessary especially when you have several (big) projects.

Select a meta tag file (*.mtg) from the Explorer window and add this file to the project by double-clicking it.

To remove a meta tag file from the project, double-click the desired entry in the list of the related files.

In the **File Content** window you can preview the selected meta tag file (*.mtg).

Submission section

Submission

The **Submission** section offers the following four methods for submitting your websites to search services. These are explained in the next sections:

 **Automatic**

 **Manual**

 **Multi-Express**

 **Multi-Detail**

Automatic submission

Lists all Search services to which **Hello Engines!** offers automatic submission. You may select Apply filter to restrict the selection of search services (e.g. only English search services).

Under **Sites** select the websites you wish to submit automatically. Select all websites to be submitted there.

Click the *Submit* button and start to automatically submit your website (as you have configured it through the details) to the search services listed here. The program checks whether you can submit your data to all search services. Possible errors or warnings are displayed.

Connect to the Internet before clicking *Submit*.

A Status report is displayed after submission.

NOTE: All reply pages from search engines are saved in the directory \HTML (or the one you selected under program options) after automatic submission. Double-click file in Windows Explorer to view.

These files are saved in subdirectories, depending on your program options, and may be reloaded at any time.

Manual submission

Lists all search services for which **Hello Engines!** only offers manual submission.

But you may also submit manually to search engines to which **Hello Engines!** normally submits automatically. This may be useful for submitting your site to a more specialized category of a directory.

Possible reasons why **Hello Engines!** cannot submit automatically:

- search service is not free of charge.
- search service is highly specialized, and thus only interesting for special websites (automatic submission would be spamming and not of your interest).

- search service provider has asked us to stop automatic submission.
- search service requires far more information than usual which can only be given by website provider.
- search service has special submission method, e.g. creating user account, etc.
- search service requires a code displayed in a picture.

Double-click an entry in the search services selection in order to open the submission site of this search service in the integrated browser window.

Multi-Express Submission

If you manage several sites and want to submit them simultaneously to search engines (not directories), this is the right tool for you.

In contrast to **Multi-Detail Submission** no saved detail files are used.

Instead, you just need to create a simple text file listing the URLs of the sites to be submitted. The URLs need to be written below one another, so that the program can identify them - only one URL per line.

TIP: Use Site Scanner to create text file with all documents of a site.

Multi-Detail Submission

This feature enables you to submit multiple detail files to the selected services simultaneously. This is a useful tool, if you manage several sites and want to submit them with **Hello Engines!** simultaneously.

In contrast to Multi-Express Submission, this feature uses saved detail files (*.sit). It submits all detail files from the current directory.

NOTE: This feature requires completely and properly filled detail files. Before submission, **Hello Engines!** checks whether the selected file contains the necessary information. If this is not the case, the file is displayed and removed from the list.

Status section

Status report

The **Status** tab contains status information in three different formats (**Table, HTML, RTF**) on concluded submissions of a project. This information is saved in the details file, if you have saved this file after every submission.

To view the status of the last submission, proceed as follows:

1. Select the date of the last submission from the Submission History.
2. Select **All reports** in order to view the status information about every submission carried out during this project.
3. Select an existing report under **Report view**.
4. The list box displays immediately, if a submission was successful. **Hello Engines!** decides according to the status code whether a submission was successful or not.

To display the status of the last submission, activate check box **Only current submissions**. If this check box is deactivated also older submissions are displayed.

Select an existing report under **Show status report**.

The list box displays immediately if a submission was successful. **Hello Engines!** decides according to the status code whether a submission was successful or not.

Search service reply

Double-click a listed item or right-click **View HTML reply page** to view the original reply from the respective search service. This is the safest method to establish whether a registration has been successful or not. All reply pages are saved in the \HTML folder or the folder that you selected in the options dialog box.

Print reports

Click the *Print* button to print a simple report.

Table

Select **Table** from the menu in order to view the status information in a clear table view.

HTML

Select **HTML** from the menu in order to view the status information in the HTML format. You can save the report as an HTML file by clicking the *Export the report* button in the tool bar.

RTF

Click the *RTF report* button to view and print a detailed report in RTF format. In this format, you can edit and/or print the report with the integrated editor. The report can also be saved in RTF format and subsequently edited with a word processor like MS Word.

Create your own template for RTF reports, and determine the directory. To get information on how you create templates, refer to the section *Create RTF templates*.

NOTE: Note the difference between transfer (i.e. connection) and submission (i.e. registration). It is theoretically possible that a transfer (connection) was successful while the registration failed. This however only occurs in the rare case when a search engine has modified its registration procedure, and **Hello Engines!** has transferred incorrect data (such incorrect transfers are ignored by the search services, there is no danger that your website is incorrectly registered with the engine!). It is therefore important that you regularly check whether a new version of the search services database is available.

XML

Select **XML** from the menu in order to create a detailed report in XML format. By clicking the *Export the report* symbol you can save the report in an XML file.

PDF

Select **PDF** in the Status section to generate a PDF file of your report. The PDF file uses the formatting of the RTF template. If you did not create a template the default template is used.

Incorrect registration

Possible reasons for a failed registration:

- search service is not available at the moment.
- connection exceeded time limit (timeout error).
- search service paths, parameters, or URL have changed.

Create RTF templates

RTF templates are simple RTF files with several parameters. When the status report is created, **Hello Engines!** replaces these parameters with the current values of this submission.

Possible parameters:

#D: creation date of report.

#U: submitted URL.

#T: title of submitted website.

#E: number of successful submissions.

#F: number of failed submissions.

#O: list of successful submissions.

#X: list of failed submissions.

NOTE: Use file schablone.rtf as example. It can be found in the **Hello Engines!** program directory and altered according to your wishes.

Site Checker section

Site Checker

Site Checker checks your website for possible errors before submitting it with **Hello Engines!**. The following four tools are available which are explained below:



Link Checker



HTML Validator



Load Time Checker



Code Shrinker

Link Checker

Link Checker checks your entire website for any kind of broken links:

Select the **Go** button in the toolbar of **Hello Engines!** or double-click the local HTML document to be checked in **Site Checker**.

In the toolbar select:

 **Save Site Checker HTML report.**

 **Find URL.**

 **Show URL properties.**

 **Navigate to selected URL.**

 **View Broken links only.**

HTML Validator

The **HTML Validator** checks source code of HTML documents for superfluous or wrong attributes and commands, automatically created, for example, by some WYSIWYG editors (WYSIWYG = What You See Is What You Get). They affect loading time, especially in bigger documents, or even cause mistakes on the site.

Enter a URL and click *Go* in the **Hello Engines!** tool bar or double-click the local HTML document to be checked in **Site Checker**.

Errors and warnings are displayed in the **Details** window. On the right-hand side of the window, you can view and edit the HTML source text of the site. The status bar displays the number of errors and warnings.

In the tool bar you can:

 **Save report.**

 **Edit HTML file.**

 **Find a term.**

 **View selected item in browser.**

 **View properties of selected item.**

Load Time Checker

The **Load Time Checker** uses file and image sizes to determine the average loading time of a site with different speeds.

Enter a URL and click *Go*, or double-click the local HTML document to be checked in **Site Checker**.

The result is displayed in the middle section of the window. A summary of the currently displayed site is shown below the window.

From the toolbar select:



Save Site Checker HTML report.



Find URL.



View selected URL in Browser.



View URL properties.

Code Shrinker

The **Code Shrinker** simplifies HTML code, so that better loading times are achieved due to smaller files. Like HTML Validator, it deletes unnecessary HTML code.

Enter a URL and click *Go* in the **Hello Engines!** tool bar or double-click the local HTML document to be checked in the Explorer window.

After reading and compressing the files, the compression report is displayed in the main window.

In the tool bar select:



Save report.



Find URL.



Navigate to selected URL.



Preview compressed HTML in Browser.

 **Save compressed HTML.**

 **Upload selected HTML to FTP server.**

Tools section

Tools

In the Tools section you find the following sections which are explained below:

 **HTML Editor**

 **Metatag Generator**

 **ROBOTS Generator**

 **Site Scanner**

 **Ranking**

HTML Editor

The integrated **HTML Editor** uses syntax highlighting, which facilitates reading HTML code. By default, it displays HTML errors in red, what makes correcting errors quick and easy.

It is a useful tool, if you want to edit HTML documents, e.g add meta tags generated with **Hello Engines!**.

Metatag Generator

Metatag Generator will soon become a valuable tool to generate meta tags quickly and easily. This version allows you to generate meta-tags in Dublin Core format . Use the Insert button to add meta tags to HTML documents quickly and easily.

Every single page of your site should have individual meta tags referring to the respective content of that page. In contrast to the details (see Project section), meta tags describe a single document and not the entire website.

Meta tags ensure that every single page of your website is indexed correctly at search engines.

NOTE: Meta tags are mainly used by search engines (e. g. Fireball or Google) and almost never by directories (e. g. Yahoo).

Robots Generator

Generates a Robots.txt file using your details.

Choose the agents you wish to refuse access to a specific directory from the list and add them to the list of selected agents.

You can add your own agents or choose popular agents from the list.

Use **Site Scanner** to read the structure of your site and select directories to be locked for selected agents.

To add a directory to the disallow list, double-click the specific directory, or click the button on the tool bar. Thus, the agents from the list of **Selected Agents** have no access to this directory.

NOTE: You can only refuse access to complete directories and their contents. HTML documents can always be accessed.

The following buttons are available in the tool bar:



Creates a new Robots.txt project.



Opens an existing Robots.txt project.



Saves current Robots.txt project.













Generates content of Robots.txt file from Disallow List.



Uploads the created robots.txt file to the web server using the integrated FTP Client or [Wise FTP 3.0](#).



Adds new agent to selected category.

-  Deletes selected agent from the list.
-  Edit selected agent.
-  Adds selected agent to the list of selected agents.
-  Deletes selected agent from list of selected agents.
-  Clears list of selected agents.
-  Add disallow path for agents from the list of selected agents manually.
-  Add a directory chosen from the Site Content window as a disallow path for the agent selected from the list.
-  Edit selected disallow path.
-  Delete selected disallow path.
-  Delete disallow list.

Site Scanner

Use **Site Scanner** to read all links and HTML documents of a site. This might be useful, if you, for example, want to clean your web server and quickly determine unused documents. This tool is also useful, if you want to create a URL list for Multi-Express Submission.

To use the Site Scanner, select **Site Scanner** from the **Tools** section, and proceed as follows:

1. In **URLs to scan**, type in the root URL to be read.
2. Determine the **Scan depth**. If you enter, for example, 100, the program will not only check the start page (the selected URL), but will also check linked pages to a depth of 100.

3. Determine **Max. pages**, i.e. the number of scanned documents. Note that this might take quite long, if you enter a high value, and the option **Internal links only** is deactivated.
4. Select whether the program should check HTML files only, or other files as well, e.g. php, cgi, asp. To ignore external links (e.g. ad banners, partner sites, etc.), activate **Internal links only**.
5. Under **Links to scan**, determine which HTML areas are to be checked, e.g. links within tables, linked images, etc.
6. Then click *Scan* to start the reading process. The amount of time needed depends on the complexity of your site and the speed of your connection.
7. When the scan has finished, all found links are displayed.

Ranking Analyzer

This feature checks whether your site is listed in search services and how it ranks. The more specialized the search string and your website's topic, the greater the possibility to be listed on the first pages.

To use the **Ranking Analyzer**, proceed as follows:

1. Under **Rank Details** enter the URL of your website(s) and click *Add*. If you want to add further sites, repeat the process.
2. Choose one or several domains to be searched from the list.
3. Determine which search services are to be analyzed. Choose <All> or a selection of search services from the list.

4. Under Keywords type in keywords a user would use to find your site. Make sure you enter a comma or space character after each keyword. Sentences must be in double quotation. Please make sure you also use quotation marks for the words included in the sentences.

NOTE: To save entries and reuse them later, click the *Disc* icon in the toolbar.

5. Then click the *Rank* button. The following report displays all matches found, and the respective ranking.
6. If you have checked **Use History** in the **Ranking** options, you can view previous ranking analysis. Simply choose a date from the list in order to display the report.

Wizards section

Wizards

This section provides wizards which help you carry out tasks quickly and easily.

The following wizards are available:

One-Minute Wizard

This wizard guides you through the first steps of entering the most important website and personal details needed for submission.

Note that the wizard will only submit your website to spider search engines. To register your website with directories, fill in all detail fields in the program and click Submit.

Metatag Wizard

This wizard helps you create metatags. Meta tags are necessary as most of the search engines index the pages of websites using the keywords you enter via meta tags. Using this wizard you can create completely new meta tags or import meta tags from existing HTML files. In addition, you can insert the created meta tags directly into your HTML documents.

Import Wizard

This wizard helps you to import project data from a text file submitted by your clients.

Site Scanner

This wizard reads your website and comprises all sub-sites of your website. The result is displayed in a detailed list and can be exported to a text file.

Database Editor

Introduction

The **Database Editor** for the search service database helps you to add search services to the database. The database can be integrated into **Hello Engines!** enabling you to use the search services you defined for the submission of your own websites. **Ranking Toolbox** can also access this database so that you can use the search services of this database for the ranking of your websites.

The main window of the Database Editor is divided into several parts. On the top you find the menu bar and below the navigation bar. On the left of the window there is the engine's selection list. Here you can select search engines that already exist in the database to change their settings. On the right there are the forms where the settings of the search services are made. On the bottom of the window there is the status bar which informs you which database and which database record is edited. You can also determine the Filter here.

Database Manager

In the **Select database** dialog box you can open existing databases, create new databases with the content of the dictionary list and manage all the databases.

- **Available databases** - Lists all the existing database folders.
- **... (Edit)** - Allows to select the folders for creating the databases or to use a database from the corresponding folder.
- **Create DB** - Creates a new database in the folder selected in the Edit field.
- **Clone** - Copies the selected database to the defined folder.
- **Check** - Checks if the selected folder contains valid database files.
- **Add** - Adds the selected folder to the list of available databases.
- **Replace** - Replaces the selected item of the database list with the item in the Edit field.
- **Delete** - Deletes the selected item from the database list.
- **Properties** - Displays properties of the selected database folder.
- **Explore** - Opens the Windows Explorer.

Create new database

1. Select the path of the new database in the field that is placed directly below the **Available databases** list and enter a name (without file extension).
2. Then click *Add* and *Create DB*.
3. Done! By clicking *OK* you open the new database.

Open existing database

1. Click the *...* button to select the directory of the database.
2. Click *Add* to add the selected database to the list.
3. Then click *Check* to make sure that the database is without errors.

Clone database

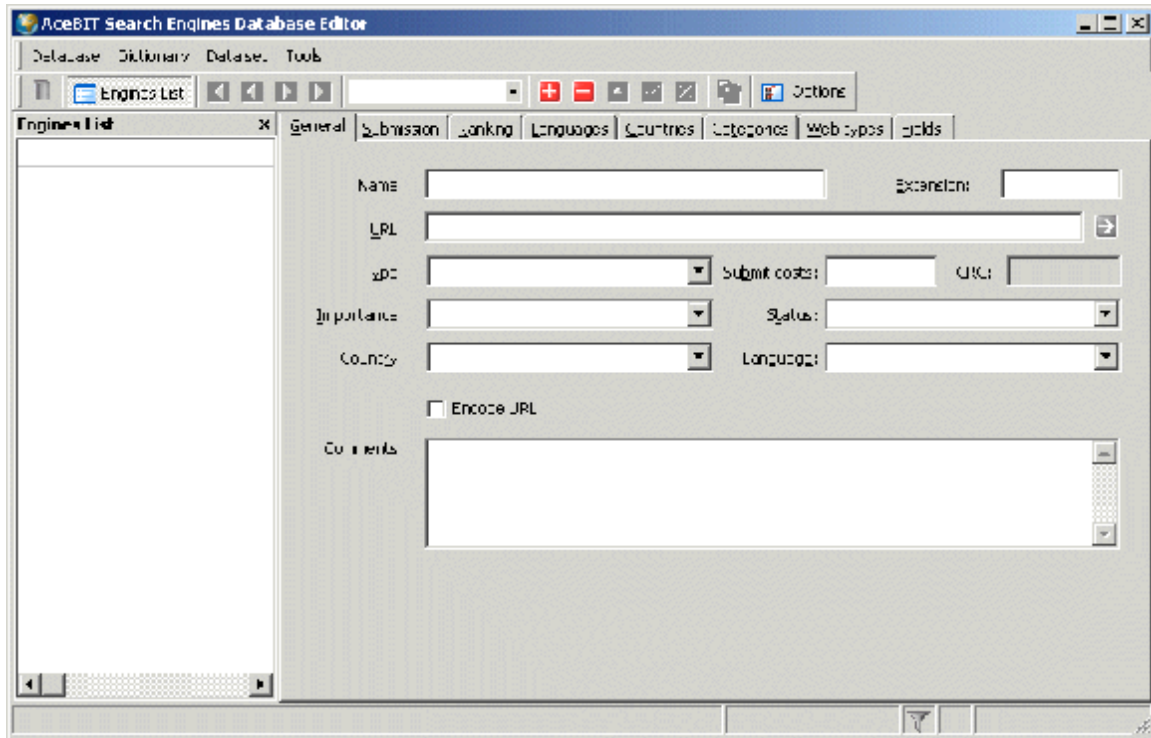
1. Select a database from the **Available databases** list.
2. Click *Clone* to duplicate the content of the database into a new folder.
3. Then a dialog box opens where you enter the path and name of the database that is to be created.

NOTE: You cannot change the database used by **Hello Engines!** or **Ranking Toolbox**. You can only edit your own databases!

User Interface

Main Window

The main window of the Database Editor is divided into several parts:



On the top you find the menu bar and below the navigation bar. On the left of the window there is the engine's selection list. Here you can select search engines that already exist in the database to change there settings. On the right, there are the forms where the settings of the search services are made. On the bottom of the window there is the status bar which informs you which database and which data record is edited.

Main Menu

The main menu consists of the following sub-menus:

[Database menu](#)

[Dictionary menu](#)

[Data Set menu](#)

[Tools menu](#)

Database menu

DB Manager: Opens the Select database dialog box. Here you can select the database you wish to modify or create new databases, deleting or duplicate existing ones.

Filter: You can use the filter if you do not wish to have all the search services displayed in the list of search services. In the Filter dialog box you can set the filter according to many criteria. You can also access the filter via the funnel symbol on the bottom of the window.

Exit: Exits the **Database Editor**.

Dictionary menu

Here you have the chance to manage a dictionary for the **Database Manager**. The texts that are used in the **Database Manager** can be found divided into the categories Languages, Countries, Categories, Web types, Engine types, Importances, Status, Fields. Navigation is the same as in the main window. For further information refer to the description of the navigation bar.

Data Set menu

In this menu you find some of the buttons from navigation bar which can be used to navigate through the database. For more information see Description of navigation bar.

Tools menu

Options: Opens the Options dialog box where you can make the basic program settings.

Compact Database: Optimizes the database to downsize it and to accelerate access on it.

Check engines availability: This function checks the search services of the database on their availability. Note that you cannot check if the information concerning the search services is correct but if the search services are accessible on the internet.

Verify engines CRC: Checks the CRC check sum which is saved to the search services. That way you can check if the page of a search service has changed. If yes the corresponding check sum will differ from the previous check sum.

Import engines status from XML: This function imports the status of the search services from a file in XML format.

Export engines header to XML: Exports the status of the search services into an XML file.

Navigation bar

In the following you find descriptions of the buttons of the navigation bar:

- **Database Manager:** Here you can select the database you wish to modify or create new databases, deleting or duplicate existing ones.
- **Engines List:** Using this button you can show or hide the list of search services.
- **First:** By clicking this button you get to the first database record of the search service database.
- **Prior:** By clicking this button you get to the previous database record of the search service database.
- **Next:** By clicking this button you get to the next database record of the search service database.

- **Last:** By clicking this button you get to the last database record of the search service database.
- **Search:** When you enter one or more characters the search engines list on the left side displays the database record which corresponds to the search.
- **Insert:** Using this button, you add a new data record, which is a new search service, to your database.
- **Delete:** Using this button, you delete a database record, which is a search service, out of your database.
- **Edit:** Click this button to change a database record. This is optional, as you can also change the search service directly.
- **Post:** Click this button to save the changes you made. This step is also optional, as the settings you made are saved automatically, if you did not cancel them.
- **Cancel:** By clicking this button you delete the changes you made instead of saving them. This is only valid for the currently selected database record and not for changes that have been made on other search services.
- **Options:** This opens the dialog box where you can make basic program settings. For more information see Options.

Forms

General form

On this page you enter general details concerning the search service:

Name: The name of the search service as it appears in the program's selection list.

Extension: This is the so-called top level domain of the search service, i. e. the extension like "com", which, however, is used in the **Database Editor** for internal purposes only. That is why it is not relevant for **Hello Engines!** or **Ranking Toolbox**.

URL: This is the URL under which you find the search service. Normally this is the URL you enter into the web browser if you like to query a search service.

Type: This is the type of search service. Here it is differentiated between:

- Search service: an authentic search service, also called "spider engine" or "crawler", which queries the submitted website regularly and updates to your own data set.
- Directory: directory which includes statistic information of a registered page. Often these are smaller and more specific services.

Submit costs: In case of search services with costs this is the fee which is raised by the search service operator for the submission. In most of the cases you will find the value "0,00" as most of the search services are free of charge.

CRC: This is the checksum which is used to automatically recognize if a search service has changed the URL of the submission page of a search service. The Database Editor estimates this checksum thus recognizing if a search service parameter should be checked again.

Importance: Here you define the importance of a search service. However this can be very subjective, especially if you have added search engines by your own. Well-known search service like e.g. Google or Yahoo have a high importance due to their data set and distribution, while minor directories are less important.

Status: This is the status of the search service. In general you find "OK" here. But if, for example, a search service is not accessible or deactivated you can select from a number of reasons.

Country: Specifies the country in which or for which the search service is operated. This is the country to which the search results are most relevant.

Language: This is the language which is used on the pages of the search services.

Encode URL: For most of the search services it is necessary to convert characters like blanks, commas and other special characters included in the URLs that are to be submitted into HTML encoded characters. For example " " (blank) is submitted as "%20". Here you can define if such a conversion should be performed.

Comments: Here you can enter comments concerning this search service. This comment does not have an effect on the functioning of the software. It only serves for information purposes.

Submission form

Here you enter all the information **Hello Engines!** needs to submit your website to a search service.

URL: URL with the script that is responsible for the submission, e. g. *http://www.google.de/addurl*

Method: This is the transfer method ("get" or "post" of the HTTP log) which is used to transfer the submission form to the search service. To find out the right method, have a close look at the source text of the submission page at the HTML FORM element of the corresponding form. Usually you also find an element here in which either the text "method=post" or "method=get" appears. Sometimes it helps to just try it out as in most of the cases both methods work.

Params: Here you enter statistic parameters which are necessary all the time. If the search service does not require statistic parameter leave this field empty.

Manual URL: Enter the URL which can be used to submit manually to a search service, e. g. *http://www.google.com/addurl.html*

Reference: If you go from website A to website B, A is the reference. Some search engines have a look at the reference to block "external" submissions. In **Hello Engines!** you can fake the reference, which is to define a wrong reference, in order not to be excluded.

Last verified: This date helps to schedule a new verification of a search service.

Form number: Some submission forms consist of several forms (HTML FORMS). Under some circumstances **Hello Engines!** can not recognize which form really performs the submission. If you know the number of the form that is responsible for the submission you should enter it here. This value is required for the import of the form fields.

Comments: Here you can mention specialties. The content of the field has no influence on the functioning of the software. It serves for information purposes only.

Wait for submission response in days: Estimations which are displayed in the details of search service. They tell you how long it will take until a submitted page can be really found with the help of the search service.

Test submission: Performs a test which helps to check if the current entries will submit a search service to **Hello Engines!** correctly.

Only manual submission: Defines that this search service is only available for manual submission in **Hello Engines!**.

Ranking form

Here you make all the settings that are necessary to find out the ranking of a URL that is used in the program. A database record in the database of a search service includes the following information concerning the ranking: (obligatory fields are marked with *):

Start URL *): This is the URL of the result page which is delivered by a search service for the specified search terms.

Next URL *): URL of the result page which is delivered for the specified search terms if the user clicks on the link or button for displaying the next page (normally the next 10 result pages).

Match item start *): A well-defined text by which the start of a new data record is identified in the result page. To find such a text - in most of the cases in can be found in the HTML tag - you need to search in the source text of the result page. For Google this text is for example "p class=g>". You find a more detailed description here.

Results per page *): This is an integer value which is used to calculate an offset for the "Next page" URL. In general this value corresponds to the number of search results per result page (10, 15, 20 etc.)

Next page start *): Integer value or floating point value which is also required for calculation the offset for the "Next page" URL. For more information refer to here.

Reset counter: This check mark needs to be made if the numbering of the matches on the following page(s) start with 1.

Max. Results: This is the value which describes the maximum number of search results per query to the search service. Some search services are limited to a number of search terms and in some cases it is difficult to assess how to get more results. In both cases it is recommended to define an upper limit for the number of the search results.

Match area start: A well-defined text which indicates the beginning of the block to be analyzed on the result page. In the case of Google this text is "Web". All the text IN FRONT this paragraph is not investigated for results by the software.

Match area end: A well-defined text which indicates the end of the block to be analyzed on the result page. In the case of Google this text is "<result page: ". All the text AFTER this paragraph is not investigated for results by the software.

Parameter mark*): This defines an ASCII symbol (character) which does NOT appear in the URLs of the search results. Generally the use of the dollar character "\$" is a good choice here. For more information see Template parameters.

Params: Here you find additional parameters which should be used for composing the URLs.

Last modified: Here you can enter the date when you modified the settings of a search service for the last time. This value serves for information purposes only.

Last accessed: This value is an internal date which is used by **Hello Engines!** or **Ranking Toolbox**.

Last verified: This value is an internal date which is used by **Hello Engines!** or **Ranking Toolbox**.

Test with keyword: If you click this button, you can test if the ranking works with the settings you made. The Database Editor connects to the search service and tries to do a search query.

Language, Countries, Categories, Web types, Fields

All these sub-pages work according to the same principle:

Here you can allocate a field that is required by a search service to a field in **Hello Engines!**. Which means that you allocate a parameter which is transmitted during submission of a page.

A simple example from Google: The Google field (which is the FORM element that is transmitted as parameter) "q" of the Google submission page <http://www.google.com/addurl.html> contains the URL of the page to be submitted. That is why under **Fields** the HE field "URL" should be allocated to the Google field "q".

The same happens to the other fields. These five pages have the following meaning:

- **Language:** If a search service supports to define the language of the page to be submitted, you can set the corresponding parameter here.
- **Country:** If a search service supports to define the country of the page to be submitted, you can set the corresponding parameter here.
- **Categories:** Here you configure parameters by which the category of the website to be submitted is transmitted. Categories are for example Computer, Retailers, Beverages etc.
- **Website types:** Here you set the parameters by which the type of the website to be submitted (Private, Commercial etc.) is transmitted.

- **Fields:** Here you find all the information which you enter in Hello Engines!. For example the URL (see example) or the details fields of the search engines operator, which is email address, phone number etc.

Options:

In this window, you can make the basic settings for the Database Editor. Here you find the following sections:

General: Here you can make the following settings:

- **Language:** Here you select the language in which you wish to use the Database Editor.
- **Reference:** Here you enter a so-called referer. In general, this is the internet address of a website which led the user to the currently visited page. Some search services prevent submissions from websites which specified certain programs as referer. You can enter here another URL which should also be transmitted to the search services.
- You can select if you wish to use the wizard for adding new search services to the database.

Proxy: On this page you can make the settings if you are using a proxy server.

- Specify the address of the proxy and the port on the internet that will be accessed.

Tutorial

This is what you learn in the tutorial

In this tutorial you get to know how to work with **Hello Engines!** step by step. This tutorial consists of three parts.

In the first part, you get to know, how to enter details that are important for submitting your website to search services.

[Entering general details](#)

[Entering website details](#)

[Checking websites before submission](#)

In addition to that you learn how to generate meta tags using **Hello Engines!** and how to work with them:

[Using the Metatag Generator](#)

[Adding and removing metatag files](#)

In the second part you get information about the submission to search services:

[Submitting your websites automatically](#)

[Submitting your websites manually](#)

[Using Multi-Detail and Multi-Express Submission](#)

In the third part you learn how to optimize your websites using **Hello Engines!**. If you wish to optimize your websites, use these functions before submitting your websites.

[Site Checker: Link Checker](#)

[Site Checker: HTML Validator](#)

[Site-Checker: Load Time Checker](#)

[Site Checker: Code Shrinker](#)

Getting started

Entering general details

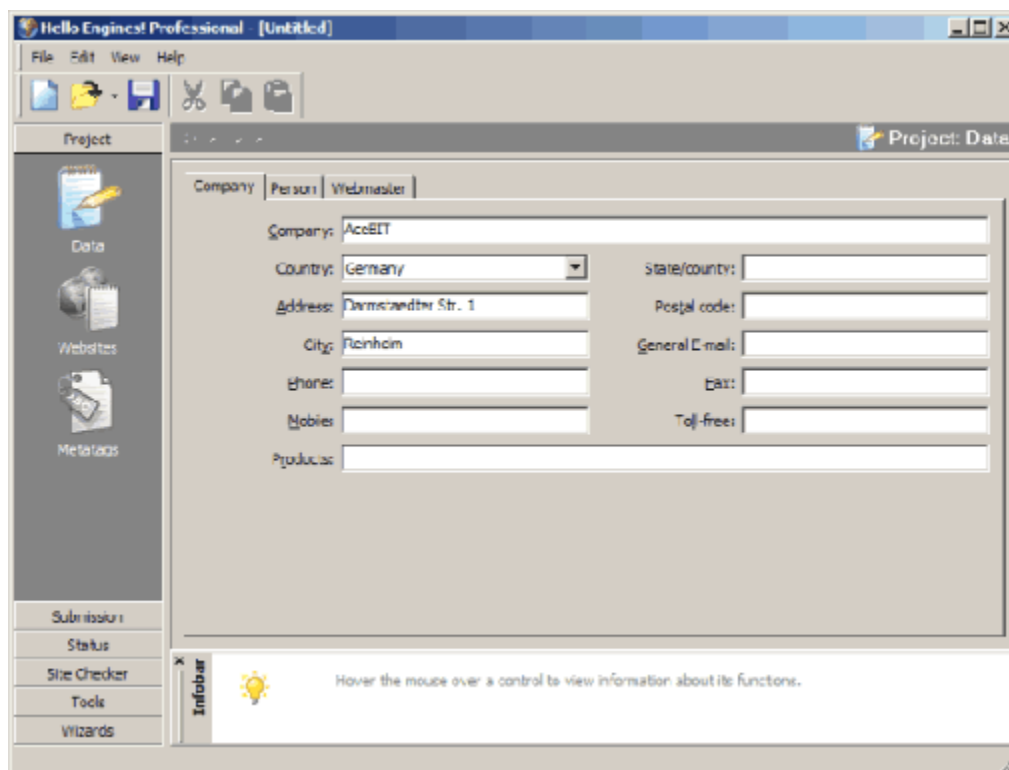
In this first section, you get to know, how to enter general details that are required for submitting your website to search services. First, select the **Project** section.

Company tab

In the **Company** tab, enter details about your company. If you do not want to publish all of your details, enter a slash "/" in the corresponding field:

1. In the **Company** field enter the name of the company.
2. From the drop down list **Country** choose the country where the company is located.

3. Then fill in the fields **State / county**, **Address**, **Postal code**, **City**, **General E-Mail**, **Phone**, **Fax** and **Mobile**.



The screenshot shows the 'Hello Engine Professional' software interface. The window title is 'Hello Engine Professional [Untitled]'. The menu bar includes 'File', 'Edit', 'View', and 'Help'. Below the menu bar is a toolbar with icons for file operations. The main area is divided into a 'Project' sidebar on the left and a main form area. The sidebar contains icons for 'Data', 'Websites', and 'Metadata', along with buttons for 'Submission', 'Status', 'Site Checker', 'Tools', and 'Wizards'. The main form area has tabs for 'Company', 'Person', and 'Websites'. The 'Company' tab is active, showing a form with the following fields: 'Company' (text box with 'AceBIT'), 'Country' (dropdown menu with 'Germany'), 'State/county' (text box), 'Address' (text box with 'Darmstädter Str. 1'), 'Postal code' (text box), 'City' (text box with 'Reinheim'), 'General E-mail' (text box), 'Phone' (text box), 'Fax' (text box), 'Mobiles' (text box), 'Toll-free' (text box), and 'Products' (text box). An 'InfoBar' at the bottom of the form area contains a lightbulb icon and the text: 'Hover the mouse over a control to view information about its functions.'

Please notice that some operators of search services use your information entered for other purposes. It might happen that you get mass advertising via email. However, if you enter a wrong (not valid) email address on purpose, some search services ignore your submission. Therefore, establish a new email address, for example at Yahoo or Hotmail, which you only use for passing to search services.

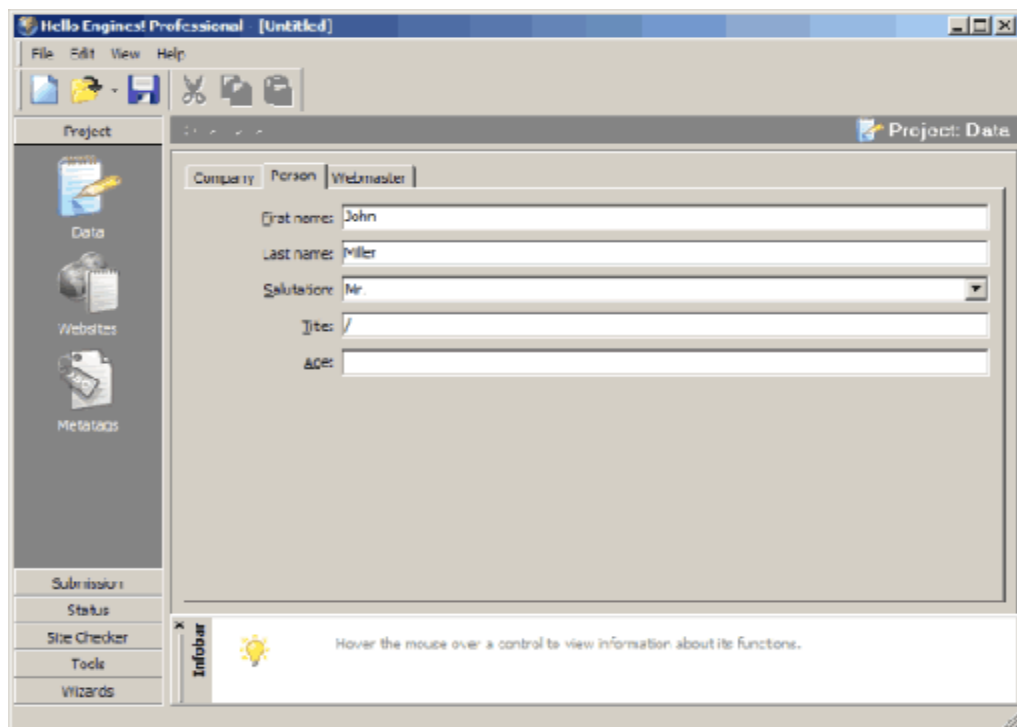
4. In the **Products** field enter your most important products. However, only few search services use this field.
5. In the **Toll-free** field enter your toll-free service number, if available.

6. Then save your project details by selecting **Save as** from the **File** menu.
7. Choose a folder and a name and click *Save*. Your details are saved to a SIT file and you can reopen them by clicking **Open**.
8. Then go to the **Person** tab.

Person tab

In the **Person** tab, enter details about the person that is responsible for the website. This has not to be the webmaster.

1. Fill in the fields **First name**, **Last name**, **Salutation**, **Title** and **Age**. If you do not have a title, enter a slash "/" into the title field.

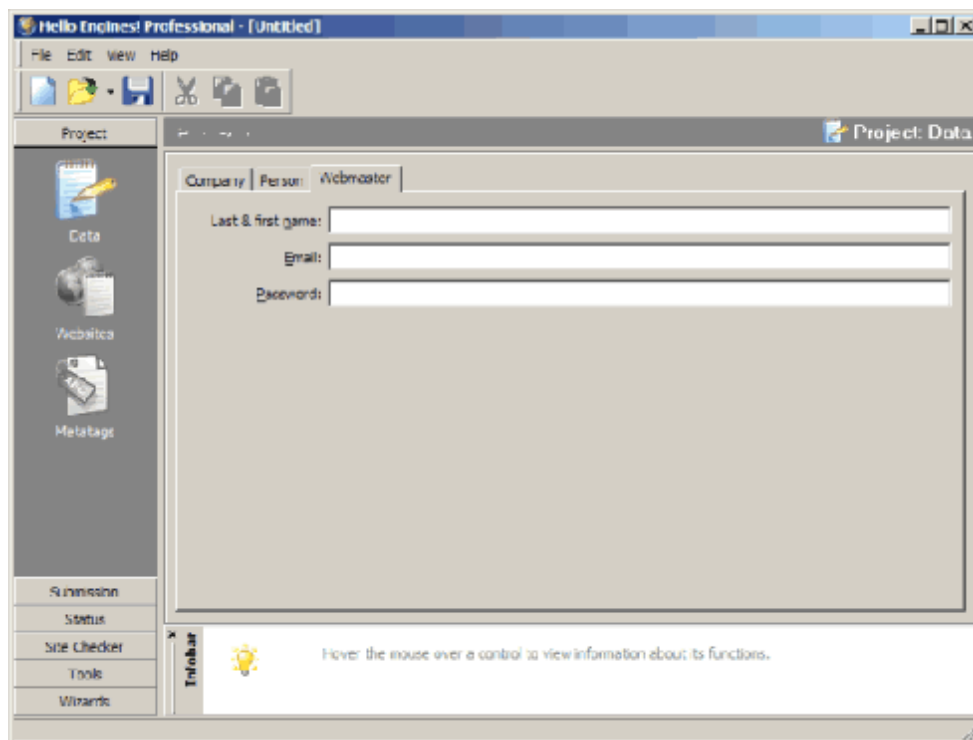


2. Choose **Save** from the **File** menu, to save the details to a SIT file
3. Then go to the **Webmaster** tab to enter details about the webmaster.

Webmaster tab

In the **Webmaster** tab, enter details about the webmaster.

1. Fill in the fields **Last & first name** and **Email**.
2. In the **Password** field enter a new password. Do not use a FTP or other access password. At some search services you need to open a user account before you submit your website. The password entered here is then assigned to these search services. Now you can log in at these search services using the specified password.



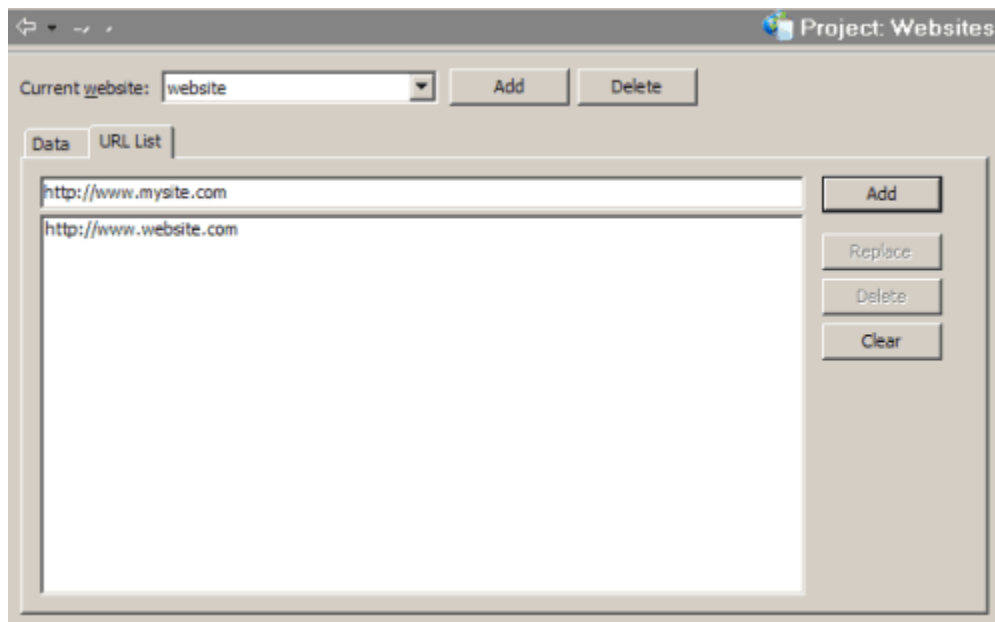
3. Then save the entered details by choosing **File / Save**.

In the next section, you get to know how to enter website details.

Entering website details

In this section you learn how to enter the details that are important for submitting your website to search services:

1. In the **Project** section, click **Websites**, and choose the **URL List** tab.
2. Click the *Add* button in the upper part and enter the entire URL (e.g. `http://www.mysite.com`) into the editing field.
3. Then you click the *Add* button next to the editing field to add the entered URL to the URL List.



4. Now go to the **Data** tab, and fill in the following fields:

Title: Enter a short title that represents your website.

Companies should include the company name in the title.

Description (short): Enter a short description of your website (not more than 60 characters). In this description you can define the topic of your website or the field of your company or association.

Description (long): Enter a detailed description of your website (not more than 255 characters). Here you can further describe your website, company or association.

Keywords: Enter the terms, Internet users may type in the search field of search engines to find your website. As search engines only read keywords from the meta tags and directories only accept very few entries, you only need to type in 5 to 10 keywords. The **Keywords** field is not an editable field. Click the *Keyword-Assist...* button next to the field and enter your keywords into the opening dialog box.

Language: Choose the language of your website.

Site typ: Choose the type of your website. For example, companies should always choose *Commercial* as Site type.

Category: Choose from the specified entries the category that best represents your website. To quickly and easily find

the corresponding category, in spite of the many categories available, click the *Select...* button. The **Select value** dialog box opens where you enter a search term or define a filter.


5. Then you can save your data for reusing them. Choose **Save As...** from the **File** menu, and select a folder as well as a name.

In the next section you learn how to check your websites before submission.

Checking websites before submission

In this section you learn how to check your website before submitting it to search services using the **Site analyzer**.

To use the **Site analyzer**, do the following:

1. From the **Project** section, choose **Websites**.
2. Click the **URL List** tab and select the URL you wish to check.
3. Then click , and your website is checked.
4. After checking your website, a Site analyzer report is displayed showing you tips and hints how to optimize your website.

In the next section you learn how you quickly and easily generate meta tags using the Metatag Generator.

Using the Metatag Generator

In this section you learn how to generate meta tags using **Hello Engines!**. Meta tags are necessary, because many search engines index the pages of websites by means of the keywords you enter via meta tags. Each HTML document of your website should have meta tags that refer to the content of the corresponding document. To generate meta tags, do the following:

1. From the **Tools** section, select **Metatag Generator**.
2. Then you can choose between the following options:



Start a new meta tag project




Open an existing meta tag project

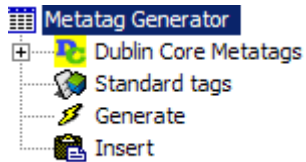


Import meta data from a website details files, from current **Hello Engines!** project or from a HTML file.

If you want to generate meta tags for each page, do the following:

1. If you want to work with the entered information in the **Project** section, click the *Import*  button from the toolbar. You can also generate meta tags without using the entries of the details form.

2. From the folder tree on the left, choose either **Dublin Core Metatags** or **Standard tags**.



The Dublin Core format of meta tags allows to give more detailed information about your website. In this tutorial you get to know how to generate standard tags. (If you want to generate Dublin Core Metatags, click **Dublin Core Metatags**, and fill in the fields displayed).

3. Click **Standard tags** and enter the required information:

Author: Enter the name of the responsible person.

Companies may also enter the company name

Copyright: Enter the name of the holder of the copyright.

Topic: Enter the topic of your website.

Keywords: Enter the keywords, divided by comma, directly into the field. Make sure you have defined keywords that are relevant for the respective page.

Description: Enter a description of the page. Avoid repetitions, superlatives and capital letters.

Page-Type: From the drop down list choose a category that best represents your website.

Audience: From the drop down list, choose the user group you are aiming to address through your website.

Indexing: Define the way the robots of search engines should index your website. Robots (also called spider or crawler) are automatic programs that search through the Internet for new websites and enter these into the database of a search engine. You can choose between four options:

Index, follow: The robots follow all links on this page and read

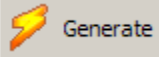

the content of the HTML file and linked files. Then the robots index these and enter them into the database of a search engine.

Index, no follow: Index of this page is created and linked pages are ignored.

No index, follow: No index is created, linked pages are analyzed.

No index, no follow: No index is created, linked pages are ignored. This option prevents your HTML document from being included in a search database!

Expires (valid until): Check one of these fields to give information about the content of your website, e. g. if the content is only valid until a specific date.


4. Then click **Generate** in the folder tree to display the meta tags and choose the tags that are to be generated.
5. Click the  button in the toolbar to display the meta tags in the preview.
6. Then you can copy the generated meta tags to clipboard by clicking the *Copy*  button from the toolbar.

7. Open the HTML file for which you have generated the meta tags and insert the meta tags generated with **Hello Engines!** into the Head section (between "<HEAD>" and "</HEAD>"). Or use the **Insert** function from the folder tree to automatically insert the meta tags into the HTML files.

NOTE: To generate meta tags you can also use the **Metatag Generator Wizard**. To do so, choose **Metatag** from the **Wizards** section and follow the steps of the wizard.

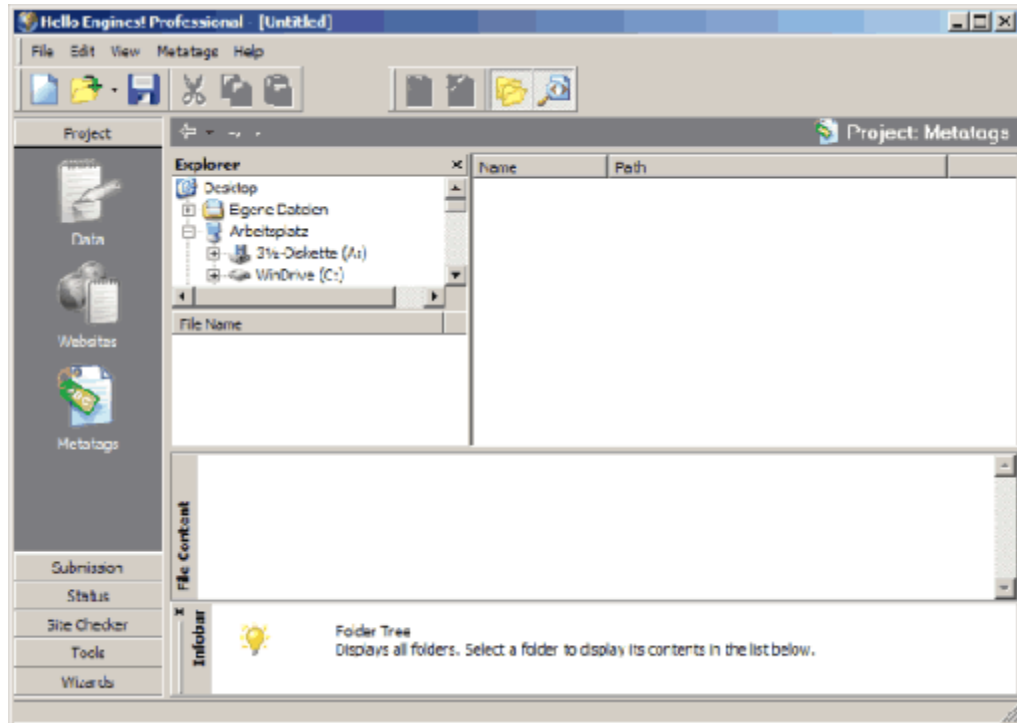
In the next section you learn how to add or remove existing meta tag files to or from your project.

Adding and removing meta tag files

After creating meta tags and saving them to a MTG file, you can add them to your project in the  **Project / Metatags** section. The clipboard function is especially helpful when you are working with major projects. To add meta tags to your project, do the following:

1. From the **Project** section, choose **Metatags**.

2. Select a meta tag file (*.mtg) from the **Explorer** window. The file content is then displayed in the **File Content** field.



3. In the **File Name** field, double-click the desired file to add it to the project.
4. If you wish to remove the added meta tag file from the project, double-click the corresponding file in the list of added files.


In the first part of this tutorial you have learned how to enter and save the details required for submitting your websites to search services, how to add meta tag files to a project or how to remove them respectively, and how to create meta tags using the **Metatag Generator**. If you have followed these steps, you can now start the Submission.











Submission to search engines

Submitting your websites automatically

Now that you entered all the required details about your website and each HTML file has its individual meta tags, you can submit your website to search services. **Hello Engines!** provides an extensive and constantly updated search service database. As your website cannot be submitted to all search services automatically **Hello Engines!** also allows to submit websites manually.

In this section, you learn how you submit your website automatically to search services:

1. First go to the  **Submission / Automatic** section.
2. On the left, you find a list containing all search services of the **Hello Engines!** search service database. All these search services allow automatic submission. On this list, you also find an evaluation of the respective search services as well as the country of origin.

Search service	Ranking	Country	Selected	Last submitted
Google (FR)	★		<input type="checkbox"/>	11.03.2003 1...
Google (JP)	★★★		<input type="checkbox"/>	11.03.2003 1...
Google (UK)	★		<input type="checkbox"/>	11.03.2003 1...
Google (US)	★		<input type="checkbox"/>	11.03.2003 1...
Go-Saar			<input type="checkbox"/>	2003 1...
HA Search			<input type="checkbox"/>	2003 1...
Hannover Web			<input type="checkbox"/>	2003 1...
Hitboss			<input type="checkbox"/>	2003 1...
HotBot (DE)			<input type="checkbox"/>	2003 1...
HotBot (FR)			<input type="checkbox"/>	2003 1...
HotBot (UK)	★★★		<input type="checkbox"/>	11.03.2003 1...
HotBot (US)	★★★		<input type="checkbox"/>	11.03.2003 1...
HotLaunch	★		<input type="checkbox"/>	11.03.2003 1...
HotRate	★		<input type="checkbox"/>	11.03.2003 1...
Hypermaze			<input type="checkbox"/>	11.03.2003 1...
IN			<input type="checkbox"/>	11.03.2003 1...

Check all Ctrl+A

Uncheck all

Quick find Ctrl+F

Details of selected search service Ctrl+D

Go to homepage of this search service

Go to submission page of this search service

3. When you right-click a search service, a menu opens offering the following options:

Check all: Choose this option to submit your website to all search services displayed.

Uncheck all: Choose this option to override the selection.

Quick find: This option helps you to find a specific search service .

Details of selected search service: If you choose this option, you get information about the selected search service, as for example about the category or if the submission is liable for costs and how long you have to wait until your website is registered.

Go to homepage of this search service: If you choose this option, you automatically get to the home page of the selected search service.

Go to submission page of this search service: If you choose this option, you automatically get to the submission page of the selected search service.

4. On the right you find the **Filter** window. Here you set a filter to find the desired search services in the search service list.



The screenshot shows a window titled "Filter" with a close button (x). It contains several checkboxes and a list:

- Search engines
- Directories
- Other

Below these is a list box with a scroll bar, containing the following items, all with checked boxes:

- <All>
- Afghanistan
- Albania
- Algeria
- American Samoa
- Andorra
- Angola
- Anguilla
- Antarctica
- Antigua and Barbuda
- Argentina
- Armenia
- Aruba
- Australia

Below the list box are two more checkboxes:

- Not submitted
- Automatic / Manual

At the bottom is an "Apply Filter" button.

The following filter options are available:

If you wish to display search engines only, check **Search engines** check box.

If you wish to display directories only, check the **Directories** check box.

If you wish to display other search services, check the **Others** check box.


If you wish to display specific countries, check the

corresponding countries.

If you wish to display only search services, to which your website has not been submitted yet, check the **Not submitted** check box.

5. To enable the selected filter click the *Apply filter* button.
6. From the **Sites** window choose the website(s) you wish to submit. You can choose one of the websites you specified in the **Project** section.





7. Now, after having selected the desired search services and website(s), submit your website(s).
8. Click the  button from the toolbar.
9. If an error is located or if you did not fill in the fields required for the respective search service, the **Errors and warnings** dialog box opens. Then you can choose if you wish to continue the submission or if you wish to submit your website(s) only to those search services for which no errors and warnings occurred.
10. Finally, you get a report about the submission process. You can choose table, HTML or RTF format for the report.
11. On the right, you find the **Submission History**. Here you find all the made submissions.

12. To display a report of a past submission, click the corresponding entry.

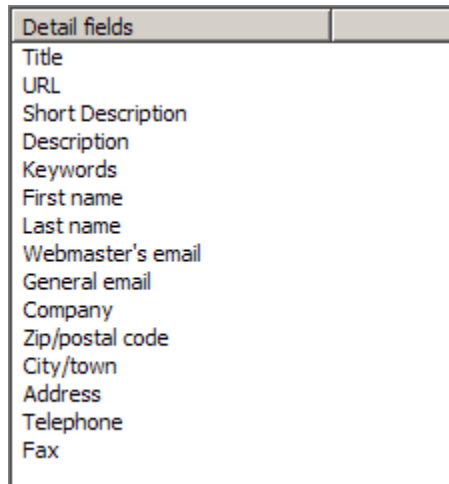
In the next section, you get to know how to submit your websites manually.

Submitting your websites manually

After learning how to submit your website automatically, you now get to know how you submit your website manually. Most of the search services require manual submission, which can be done quickly and easily with the help of **Hello Engines!**.

1. First go to the  **Submission / Manual** section. This section resembles to the  **Submission / Automatic** section.
2. If necessary, apply a filter and select the website(s) you wish to submit. To do so, follow steps 2 to 5 from the section Submitting your websites automatically.
3. In the search service list, double-click the desired search service.
4. Then the submission page of the corresponding search service opens in the integrated browser.

5. Fill in the submission form using the detail fields from the **Detail fields** window.



To do so, click an entry in the window and drag it to the corresponding field in the submission form.

6. After filling in all the fields, click the submission button of the search service displayed to submit your website.


Now you have learned how you submit your website to search services manually and automatically. If you are responsible for a number of websites, refer to the next section. Here you get to know how you submit your websites to search services using Multi-Detail or Multi-Express submission.

Using Multi-Detail and Multi-Express Submission

If you are responsible for multiple websites and you wish to submit these to search engines (not directories) simultaneously using **Hello Engines!**, use the **Multi-Express Submission** or the **Multi-Detail Submission**.

Multi-Express Submission


In contrast to the **Multi-Detail Submission** no saved detail files are used. Instead, you just need to create a simple text file listing the URLs of the websites to be submitted. Write the URLs you wish to submit into a text file - one URL per line-, and save the file. To perform a **Multi-Express Submission**, proceed as follows:

1. From the **Submission** section, choose  **Multi-Express**.
2. From the integrated browser on the right, select the folder containing the URL text file.
3. Select the desired file.
4. Determine the search services you wish to submit your websites to: Submit your websites either to all search services or to selected search services (refer to Submitting your websites automatically).
5. Enter path to the desired selection file.
6. Click *Submit* to start the submission.

Multi-Detail Submission

The **Multi-Detail Submission** enables you to submit multiple websites to search services simultaneously. In contrast to the **Multi-Express Submission** the **Multi-Detail Submission** uses saved detail files (*.sit). The **Multi-Detail Submission** submits all selected detail files.

To perform a **Multi-Detail Submission**, proceed as follows:

1. From the **Submission** section, choose  **Multi-Detail**.
2. From the **Explorer** window on the right, choose the folder containing the detail files.

3. Double-click the desired file to add it to the list of files to be used for submission.
4. Repeat the last step until all the desired files are added to the list. If you wish to remove files from the list, double-click the corresponding file.
5. Determine the search services you wish to submit your websites to: Submit your websites either to all search services or to selected search services (refer to Submitting your websites automatically).
6. Enter path to the desired selection file.
7. Click *Submit* to start the submission.


NOTE: The **Multi-Detail Submission** requires correctly and completely filled in detail files. Before submission, **Hello Engines!** checks, whether the selected file contains the necessary information. If this is not the case, the file is displayed and removed from the list.

In this second part of the tutorial you have learned, how you submit your websites to search services automatically and manually and how you use the **Multi-Express** and **Multi-Detail** functions to submit multiple websites. In the third and last part of this tutorial you will learn how you optimize your website using the Site Checker functions.

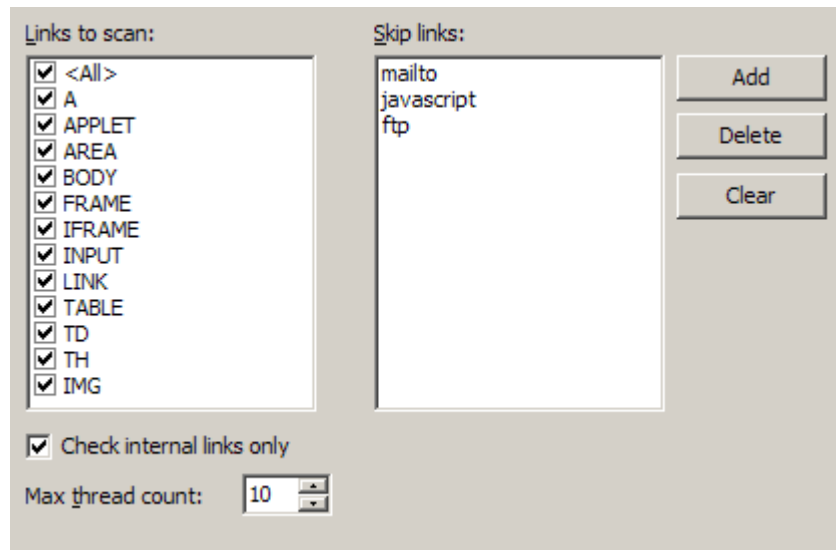
Using Site Checker functions

Site Checker: Link Checker

In the last part of the tutorial you will learn how you use the **Site Checker** functions of **Hello Engines!** to check and optimize your website before submitting it to search services. In this section, you learn how to check your website for broken links using the **Link Checker** function:

1. From the **Site Checker** section, choose  **Link Checker**.
2. Select **View /Options...** to open the **Options** dialog box.

3. Select **Additional / Link Checker** to make the settings for the **Link Checker**:



The screenshot shows a settings dialog box for a link checker. It is divided into two main sections: 'Links to scan' and 'Skip links'. The 'Links to scan' section contains a list of HTML elements with checkboxes, all of which are checked. The 'Skip links' section contains a list of link protocols with checkboxes, all of which are unchecked. To the right of the 'Skip links' list are three buttons: 'Add', 'Delete', and 'Clear'. Below the 'Links to scan' list is a checkbox labeled 'Check internal links only' which is checked. At the bottom left, there is a label 'Max thread count:' followed by a text box containing the number '10' and a small spinner control.

Links to scan:	Skip links:
<input checked="" type="checkbox"/> <All>	<input type="checkbox"/> mailto
<input checked="" type="checkbox"/> A	<input type="checkbox"/> javascript
<input checked="" type="checkbox"/> APPLET	<input type="checkbox"/> ftp
<input checked="" type="checkbox"/> AREA	
<input checked="" type="checkbox"/> BODY	
<input checked="" type="checkbox"/> FRAME	
<input checked="" type="checkbox"/> IFRAME	
<input checked="" type="checkbox"/> INPUT	
<input checked="" type="checkbox"/> LINK	
<input checked="" type="checkbox"/> TABLE	
<input checked="" type="checkbox"/> TD	
<input checked="" type="checkbox"/> TH	
<input checked="" type="checkbox"/> IMG	

Check internal links only

Max thread count: 10

Links to scan: Here you define which HTML sections are to be checked, e. g. links within tables or linked images.



Skip links: Here you can define if you wish to skip or exclude certain link structures, like for example mail links or links within java scripts.

Check internal links only: Deactivate this option, if you wish to check links pointing to external sites (e.g. ad banners, partner sites, etc.).

Max thread counts: Determine how many paths or threads are to be followed. If, for example, links in a document link to others, the program follows this path until no more links can be found

4. Click *OK*, to save your settings and to close the **Options** dialog box.
5. In the **URL** field in the toolbar, enter the URL or file name to be checked. Make sure to include "file://" for file names.




6. Then click the *Go* button. You can stop the process at any time by clicking the *Stop* button.
7. Then all links are listed. If you wish to display broken links only, click the *Broken links only*  button.
8. If you wish to save the report, click the *Save report*  button.

Now that you know how to check your links, you learn in the next section, how you check your website for faulty HTML code.

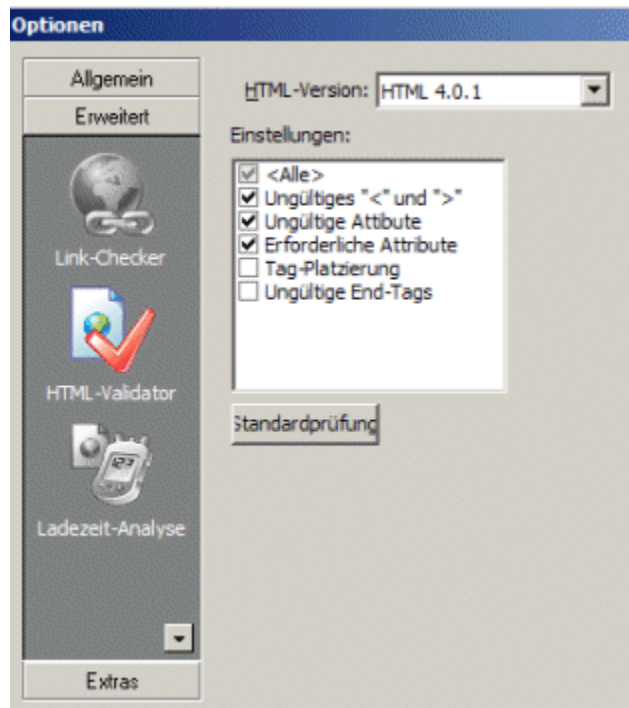
Site Checker: HTML Validator

In this section you learn how you use the **HTML Validator** to find faulty HTML code of your website. This function uses the common HTML standard which is supported by all browsers. This way the **HTML Validator** also finds HTML tags that are not supported by all browsers.

To check your website for faulty codes, proceed as follows:

1. From the **Site Checker** section, choose  **HTML Validator**.
2. Select **View /Options...** to open the **Options** dialog box.

3. Select **Additional / HTML Validator** to make the settings for the **HTML Validator**.



HTML version: Select the HTML version or the script file you want to work with. For current browsers, version 4.0.1 is recommended.


Settings: Select the tags that are to be taken into account while checking your website.

Quick Check: If you click the *Quick Check* button, the default settings are restored. For example, the Quick Check option removes invalid tags (elements), as well as "<" and ">", i. e. single tags or empty tags, from the HTML code.

4. Click *OK*, to save your settings and to close the **Options** dialog box.

5. In the **URL** field in the toolbar, enter the URL or file name to be checked. Make sure to include "file://" for file names.




6. Click *Start* to start the process.
7. When the process is completed you find a list of all URLs including the number of errors and warnings on the right. These errors and warnings are displayed in the **Details** window.
8. If you click an entry, you find information about errors and warnings in the **Details** window. On the right, you can view and edit the HTML source text of the website.
9. If you wish to save the report, click the *Save report*  button.

Now you have learned how to remove faulty code from your website. See the next section to learn how you can check the loading time of your website.

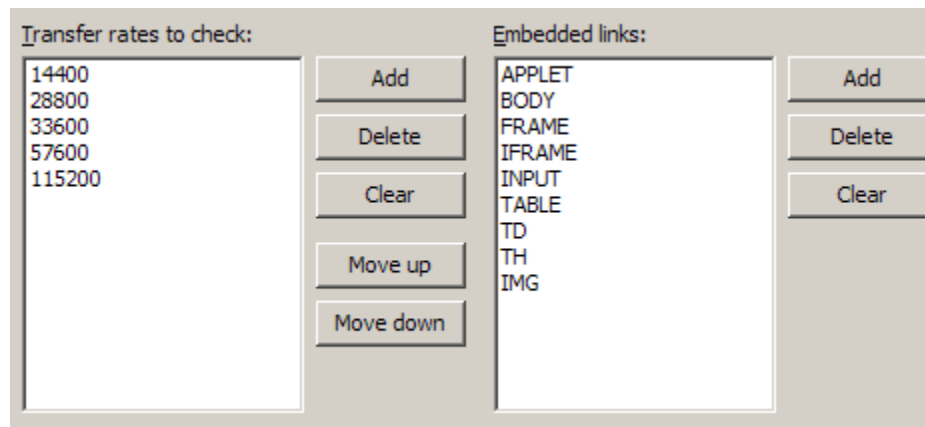
Site Checker: Load Time Checker

In this section you get to know how you determine the average loading time of a website at different speeds using the **Load Time Checker**. The **Load Time Checker** checks the average loading time of your website using several different simulated speeds.

To check the loading time of your website, proceed as follows:

1. From the **Site Checker** section, choose  **Load Time Checker**.

2. Select **View /Options...** to open the **Options** dialog box.
3. Select **Additional / Load Time Checker** to make the settings for the **Load Time Checker**.




Transfer rates to check: Here you set the transfer rates. You can customize the simulated transfer rates of the program. Values are given in bytes/sec. Current standard modems, for example, offer a speed of 57600 bytes/sec. Using the buttons on the right you can add, delete, move up or move down the transfer rates. The specifications are made in Byte/s. To do so, select the desired transfer rate and click the corresponding button.

Embedded links: Define the HTML tags of the intergrated links. This is to specify the HTML sections that are to be checked, e. g. tables <table> or images . To add further HTML tags or delete tags from the list, click the corresponding button.

4. Click *OK*, to save your settings and to close the **Options** dialog box.

5. In the **URL** field in the toolbar, enter the URL or file name to be checked. Make sure to include "file://" for file names.




6. Click *Go* to start checking the loading time.
7. The **Load Time Checker** now determines the loading time for all the elements of the page (e.g. images). The **Load Time Checker** lists the expected loading time for each checked file at different transfer rates. Under **Total** at the bottom of the report window, the total loading time of the website is displayed.
8. If you wish to save the report, click the *Save report*  button.

Now that you have checked the loading time of your website, refer to the next section to learn how you shorten the HTML_code of your website to get a better loading time.

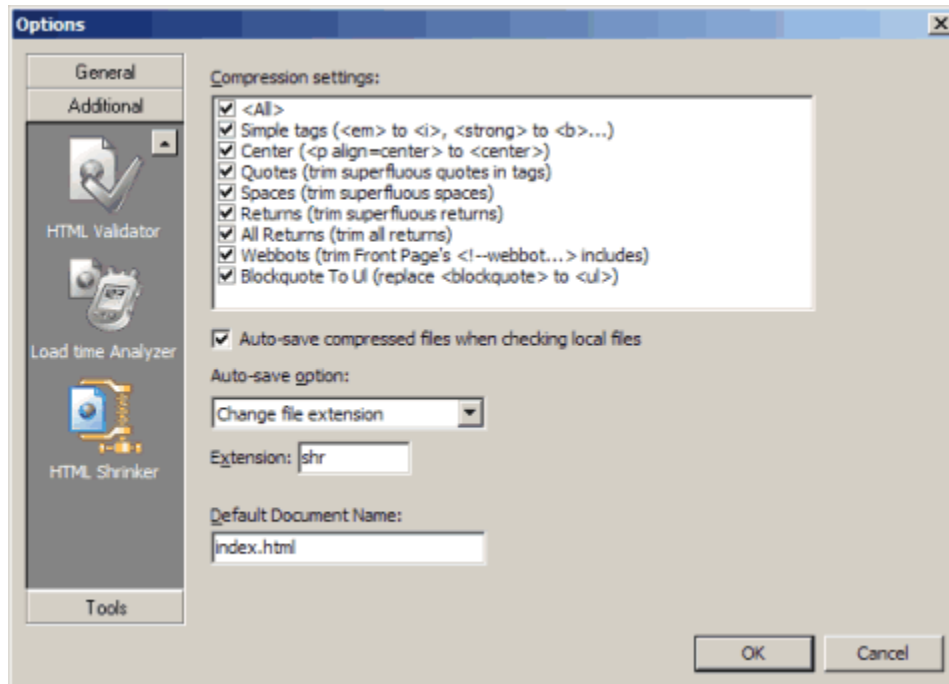
Site Checker: Code Shrinker

In this section you learn how you remove unnecessary code, formatting tags (tags that have no influence on the appearance of your website) and redundant tags using the **Code Shrinker**. The **Code Shrinker** simplifies HTML code, if necessary, so that better loading times are achieved due to smaller files.

To use the **Code Shrinker** , do as follows:

1. From the **Site Checker** section, choose  **Code Shrinker**.
2. Select **View /Options...** to open the **Options** dialog box.

3. Select **Additional / HTML Shrinker** to make the settings for the **Code Shrinker**.



Compression settings: Define which of the simplifications the program should take into account. It is recommended to leave all options activated, as there is no risk that the document is damaged in any way. However, loading times can be improved considerably.

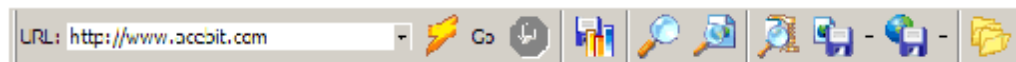
Auto-save compressed files when checking local files: If this check box is checked, compressed files are saved automatically.



Auto-save option: This drop down list is activated, if you wish to automatically save compressed files while checking local files. Define whether you wish to save the files in a

subfolder or change the file extension. If you wish to change the file extension, enter the desired extension into the **Extension** field.

Default Document Name: Enter the name of the document. By default, *index.html* is suggested.

4. Click *OK*, to save your settings and to close the **Options** dialog box.
5. In the **URL** field in the toolbar, enter the URL or file name to be checked. Make sure to include "file://" for file names.



6. Click the *Go* button to start scanning and compressing files.
7. When the process is completed you get a compression report. Now you can select a compressed file from the report to display it in the integrated HTML editor.
8. Then click the *Save* button to save the file locally. You can choose if you want to save single or all files. You can also upload files directly to a remote server. To do so, click the  *Upload* button.
9. If you wish to save the report, click the *Save report*  button.

This completes the tutorial. You now know the most important functions of **Hello Engines! Professional** you need for submitting and optimizing your website. If you have questions concerning the functions, or if you are interested in further program functions, like for example the **Robots Generator** or the **Ranking Module**, refer to the Online help or your manual.

Search services tips

Understanding search services

How search services work

In this chapter of the manual you get to know how search engines find and evaluate websites. In addition to that, you get to know how your website is displayed at search services.

For most Internet users, search services are the most important tool to find websites. A website that is ranked highly in result listings is likely to increase its number of visitors.

Of course, every website wants to be ranked highly. Unfortunately, many websites are not evaluated properly or they are not even listed, because webmasters did not pay attention to how search services work. Many of these website can achieve a better ranking, if the respective webmaster has a little more knowledge about the design of search services.

This manual, created especially for webmasters, offers hints, techniques and basic knowledge about the way search services work. Use this information wherever appropriate and the numbers of your visitors will increase.

This manual is not intended as a guide on how to cheat search services, as there are really no secret tricks you could use to improve your website's ranking (see also chapter Do not cheat search services). Sometimes only a few small changes can produce surprising results. There may be some tricks you might use, but you are always running the risk to be banned from the service, if they discover your cheating.

Important search services

Have you often asked yourself, which of the numerous search services are really important? Usually the ones that are well-known and used most often.

From a webmaster's point of view, result listings in a search engine that promotes itself successfully and has strong business connections will perhaps generate more traffic than a less well-known engine. If an engine is mentioned on Netscape's NetSearch page, for example, it is more likely to be used. Consequently, websites which have been evaluated or reviewed by such services will certainly get more traffic.

In general, services which are well-known and supported commercially produce more reliable results, as they are better maintained and frequently upgraded to keep pace with the fast-growing web.

Components of a search engine

Search engines consist of three main components, the spider (also called crawler) being the most important. Spiders visit websites, index them and follow the links to the other pages of a website. We also talk of 'spidering' or 'crawling' a site. Spiders come back in regular intervals - every second month, for example - to look for changes on a website.

Everything that spiders find is directly transferred to the second component of an engine, the index. You can think of the index, sometimes also referred to as the catalogue, as a huge book with copies of all websites that the spider has found. If a website changes, the book is updated.

Sometimes it may take a while until changes found by the spider are added to the index. It may well be that a page has been spidered, but has not been indexed yet. As long as this has not happened, i. e. the page has not been added to the index, it cannot be found by users.

The third component of an engine is its software. The software is a program that searches through the millions of indexed pages for results matching and sorts them by relevance.

All engines contain the components described above. Nevertheless, they differ in the way how these components have been set. This is why the same search hardly ever produces identical results in different engines.

Design tips for search engines

Design tips for search engines

Usually, a query in a search engine produces hundreds or even thousands of results. Of those results the ten most relevant are displayed first.

Of course, everyone who has a website wants to be among the top ten of the results listing, because most users find the result they have been looking for in this top ten. If a website is listed on position eleven or below, users normally do not visit it.

The following section is intended to help you get closer to your aim with the use of keywords and word combinations.

Selecting strategic keywords

What do you think how will users search for your website? Exactly, they enter the corresponding search term into a search engine and wait for the results listing. These search terms are your strategic keywords.

For example, if your website deals with the sale of pens and you want to be in the top ten every time a user searches for 'pen sale', these are your strategic keywords. Each individual page of your site has its own keywords according to the content. If, for example, one page of your site deals with production costs of pens, the strategic keywords for that page could be 'pen production cost'.

TIP: Your strategic keywords should always consist of at least two words. If you only enter one word, e. g. 'pen', too many other websites will be relevant as well.

Position your keywords correctly

Make sure your strategic keywords appear at important positions on your websites. Pay special attention to the page title. One of the main reasons why so many relevant pages do not rank highly is that there are no strategic keywords in the title. In addition, search services prefer websites where the keywords are mentioned as early in the document as possible. Thus, it is recommended to add strategic keywords to the page title and to use them in the first paragraph.

Remember that your keywords might be pushed down on the page by tables, which makes them less relevant than keywords mentioned right at the top of the page. The reason for this is that search services split tables when reading them. This problem can only be solved by inserting meta tags for search services that use them. This should, however, not lead you into designing pages entirely without tables.

Larger blocks of JavaScript code may have the same effect as tables, as search services read this information first. This moves the HTML text further down the page. Therefore, it is recommended to insert scripts at the end of your HTML files. You can also use meta tags.

Pay attention to relevance

Changing the page title and adding meta tags is completely useless concerning strategic keywords if the keywords you have used have no direct connection to the page content. It is important that your keywords refer to the content of your website.

This means that you need HTML text on your page. If your website primarily uses images, these may look nice but they cannot be read by search services. The result is that text, which would make your site more relevant, is overlooked. Apart from meta tags, some engines also index alternative (ALT) texts or comments, but it is advisable to use HTML text.

Make sure your text is well readable. Some designers try to cheat engines by repeating keywords in a very small font size or in the same color as the background, so that browsers cannot display this text. However, search services pay attention to such tricks. You can assume that text, which is invisible in browsers, cannot be indexed.

TIP: Expand your text references wherever possible. If you have a page about collecting stamps, for example, you may add references to 'collector' and 'collect'. If you add references to 'stamp collector' and 'collect stamps', you reinforce your strategic keywords in a natural way. In fact, your website is dealing with collecting stamps, but it may be that the editors have reduced their relevance by coincidence.

Avoid elements which may cause difficulties

There are search services that see the web like a very old browser, e. g. they cannot interpret image maps or frames. This may lead to the fact that websites cannot be indexed properly. Therefore pay attention to the following:

- **Use HTML links!** Very often, designers only use image map links to referenced pages. Engines that are not able to follow such links cannot get to the 'interior' of the site. Usually, the most relevant contents are found on the 'inner' pages, and not on the home page. You can solve this problem by adding HTML links to your home page which you place at the bottom of the page. Engines will then find and index them.
- **Create a site map!** A site map provides an overview of all documents of a site, including text links to these pages. This will make it easier for engines to get to the interior of the website.
- **Beware of frames!** Some search services cannot interpret frame links. Make sure you provide an alternative method (e. g. meta tags), so that services can index your site. For more information refer to chapter *Search engines and frames*.
- **Avoid dynamic pages!** Are your pages created using CGI or dynamic databases? Some search engines cannot index such pages. Think about using static pages whenever possible. Only use the database to update pages and not to create them on the fly. In addition, avoid symbols in your URL, e. g. the ? symbol, as they can cause problems.

Use meta tags

As mentioned before, meta tags can help to avoid problems with tables, frames, and other difficult elements. In addition, they can help you control descriptions of your website in services which use them. Use meta tags, but remember that they do not guarantee a top ranking! Using meta tags does not prevent bad evaluation once and for all. For more information read [How to use meta tags](#).

Do not cheat search services

Cheating search services does not always work. It can, on the contrary, turn against you. Search services may trace your tricks and ban your website.

Most tricks are intended to achieve a top position with very frequent keywords. Of course, you can start to enter a battle against other websites, but you should not be surprised if you have to spend a lot of time on defending your position in the list. It is perhaps wiser to spend this time on improving your website and looking for other forms of publicity.

If these practical reasons are not enough, perhaps ethical reasons will help to convince you. The content of a website should be good enough to determine its relevance. If webmasters repeat keywords endlessly, users will start to hate websites which use such methods.

Moreover, think of email cheating, i. e. junk mail. Nobody likes junk mail. And nobody likes result listings which contain no websites that are relevant to the search query.

Submit your key pages

Most engines index pages by following the links on the submitted page. Sometimes engines make mistakes. Thus it is recommended to submit two or three top pages which represent your website well. Do not submit more than two or three top pages, as this extends the process. If you submit an alternative page, from which search engines can start indexing, you avoid the risk that search engines have difficulties with the actual page.

Some engines provide an instant spider service. It is recommended to submit all your key pages, not just two or three. It may take up to two months until the pages you have submitted are really listed in the services and it may occur that some engines do not list all of the pages of your website.

Methods to check whether your website is listed are described in chapter Check your URL's listing. As soon as your pages are listed, you should check at least every two weeks if they can still be found, as pages can disappear from the catalogue, or links are suddenly broken. Beware of such problems and resubmit your pages if anything similar should happen.

Moreover, note that some services have localized versions for each country. Mostly, sites are filtered according to their domain. Thus, the German version might only list German domains ('de'), whereas a German website ending in 'com' might be rejected. If this may affect you, inform the search services, so that they add your site manually.

Always resubmit your site if you have made major changes. Engines visit your pages regularly, but some are as intelligent to know that certain websites only change their content once or twice a year and wait longer before their next visit. Resubmitting after major changes helps to keep the indexed information about your website up to date.

Search services and beyond

Take some time and think about how to make your website 'search service friendlier'. Sometimes even little changes can be helpful. If neither your strategic keywords, nor other methods have helped to get your website into the top ten, you should think of further possibilities. Sometimes even an additional word makes a website more relevant.

Another possibility might be to ask websites in the top ten to add a link to your site, and vice versa. Some of these websites might be your competition, but you will be surprised how many webmasters will be prepared to link your site in return for a link on your site. The result may be that soon your website figures among the top ten, as links are the best way to attract visitors.

Search services are important but they are not the only way to find websites. Others ways include mouth-to-mouth publicity, normal advertising, traditional mass media, news groups, web directories, and links to other websites, as mentioned before. Thus, pay attention to our tips but do not overrate the ranking of your website.

Search engines and frames

Do not make life too hard for search engines

NOTE: In this chapter we assume that you have prior knowledge of frames. At the end of the chapter, there are general links about this topic for user who have not worked with frames before.

Although more and more websites are designed without frames, they are still used to facilitate navigation and design of websites. We assume a website with three frames: One for navigation, one for the title, and one for the site's actual content. A fourth master page (also referred to as frameset page) combines the content of the three files. The source code might look like that:

```
<head>
    ...
</head>

<frameset cols="50%,*" border="1">
    <frame src="content.html" name="contentframe">
    <frameset rows="*,4*">
        <frame src="header.html" scrolling="no"
name="headerframe">
        <frame src="intro.html" name="bodyframe">
    </frameset>
</frameset>

<noframes>
<body>
    You need a browser that supports frames to view this site!
</body>
</noframes>
</frameset>
</html>
```

However, most search engine spiders only see the master page, as they cannot interpret the commands that create the frames layout. As a result, frames are ignored, and only the information in the NOFRAMES section is displayed. Thus, an engine that has problems with frames will see the following:

You need a browser that supports frames to view this site!

This description is less than satisfactory! We need to provide a better description of our website. Another problem is that the NOFRAMES section contains no links to other pages. Thus, engines cannot spider beyond this master page. We may have hundreds of pages packed with information which would simply be invisible to search engines due to this simple mistake.

The NOFRAMES tag

A simple solution to this problem could be to insert meta tags on the master page (read more in chapter [How to use meta_tags](#)). However, meta tags only provide a partly solution to the problem as they are not supported by all search engines. In addition, meta tags are no help to your human visitors with older browsers. However, you can solve this problem through little changes of the design. Have a look at the following example:

```
<head>
...
</head>
<frameset cols="50%,*" border="1">
<frame src="content.html" name="contentframe">
<frameset rows="*,4*">
<frame src="header.html" scrolling="no" name="headerframe">
<frame src="intro.html" name="bodyframe">
</frameset>
<noframes>
<h2> My nice homepage</h2>
```

If you can read this text, your browser does not support frames. All pages can be accessed via the content page.

```
<a href="content.html">Content</a>
</body>
</noframes>
</frameset>
</html>
```

The page looks like our initial example, but not to an older browser or engine. We have added further information for them in the NOFRAMES section:

My nice homepage If you can read this text, your browser does not support frames. All pages can be accessed via the content page.

Content ...

The problem has been solved. Now we have some descriptive text which can be interpreted by all engines, not only by those that support meta tags. In addition, we have established a possibility to get to the interior of the site with the link (content.html). When clicking this link, users will see the information that is usually displayed in the navigation frame. Search engines can spider from there.

You may insert the NOFRAMES section immediately below the first frameset definition, but not above it, as this causes problems in Netscape Navigator. The Internet Explorer is not affected, it displays the frames correctly.

BODY tags in the NOFRAMES section usually work with all browsers. This helps to ensure that engines, which need the BODY tags, find them. Do not forget to enter a title for each frame, although they are not displayed in the frames context. Titles are one of the most important elements for search engines. This is why all of your pages should have a title.

Re-establish the frames context

One problem remains: search engines can index all pages, but they are not displayed in the frames context for the use, i. e. users do not see three frames, but just the individual page, which may cause problems.

There are webmasters who do not pay attention to this issue. Their pages lack links to other pages of the site, so that inexperienced surfers are virtually caught on a page. This may also occur if you did not pay attention to our advice to make websites search engines friendlier.

The reason for this is that some engines, like AltaVista, cannot handle frames. They spider a site and index all pages, so that users can access a site without the appropriate context! Fortunately, there is a simple solution to this problem: you only have to place a 'Home' link on each page. See the following example:

```
<head>
...
</head>

<h2> Curriculum vitae </h2>

<a href="index.html" target="_top">Home</a>

</body>

</html>
```

Users can click the link to get back to the 'framed' start page of your site. Make sure the link contains 'target=_top', so that the referenced page is displayed on top of the old window content.

A second method uses JavaScript. Insert this code somewhere between that HEAD or BODY tags. See the following example:

```
<script language="JavaScript">

<!-- if (top == self) self.location.href = "NAME OF
FRAMESET PAGE"; // -->

</script>
```

Replace NAME OF FRAMESET PAGE with the name of your master page that contains the necessary frameset information. In our example, this would be the file index.html.

```
<script language="JavaScript">

<!-- if (top == self) self.location.href = "index.html"; //
-->

</script>
```

Conclusion: If you use frames and follow the simple hints given here, your site will be better accessible for both users with older browsers and search engines.

Frames - interesting links

- **Framing the Web**

<http://webreference.com/dev/frames/>

Excellent introduction and tutorial on using frames.

- **W3C Frames in HTML documents**

<http://www.w3.org/TR/REC-html40/present/frames.html>

Official specification for frames in HTML 4.0. The usage of body tags for noframes sections is not dealt with, but it is always good to have, and use, the specification.

- **Frames and Framesets: Netscape HTML Tag Reference**

<http://developer.netscape.com/docs/manuals/htmlguid/tags11.htm>

Information by Netscape about frames.

- **A Compendium of HTML Elements**

<http://www.htmlcompendium.org/>

Compendium of HTML tags, including frames tags.

Search engines and case sensitivity

Many people spend lots of time thinking about case sensitivity, especially in connection with meta tags. The reason is that some search services are case sensitive, so that searching for 'Entertainment' produces different results than searching for 'entertainment'.

As nobody wants to lose traffic, some people have added every possible form of a word to their meta tags. They might use the following keywords:

entertainment, Entertainment, ENTERTAINMENT

The problem with such repetitions is that some services consider this cheating. Just imagine the following forms of 'golf courses':

golfcourses, Golfcourses, GolfCourses, golfCourses,

GOLFCOURSES,GOLFcourses, golfCOURSES

It gets even worse if you want to add singular and plural forms - but that is different topic.

What can we do? The simple answer: use lower case! The reasons are that most users enter their search query in lower case, and that there are only two search engines which are completely case sensitive.

Case sensitivity in use

The following example was taken from an existing website. Search string was a company name. Ranking for all results was identical, no matter if search term was entered in lower or upper case. The table lists the number of clicks recorded over four days in January 1998. For reasons of secrecy, the company name has been replaced by 'name', but the forms, that have been used, are still clearly recognizable.

Word	Searches	%
name	1 011	82 %
Name	128	10 %
NAME	86	7 %

'name'	8	0.6%
'Name'	3	0.2%
'NAME'	2	0.2%
total	1 238	100 %

Do you still believe you need to add every possible form of a word to your keywords? At the worst, you miss 18% of user traffic.

A few remarks to the table. The word 'name' refers to a search using a word combination. You cannot influence this with your meta tags, so that 'name' really is a search for everything in lower case.

Do not forget that, grammatically speaking, names are case sensitive. Obviously, people ignore this rule when searching, at least in this example. Therefore, it is highly likely that users pay even less attention to this issue when searching for terms which are not case sensitive. The following table provides evidence. The example refers to the same company, but this time searches have been conducted with a word combination which has been replaced by 'golfcourse'.

Word	Searches	%
golfcourses	233	84 %
GOLFCOURSES	15	5 %
GolfCourses	13	5 %
Golfcourses	8	3 %
'golfcourses'	6	2 %
GolfCourses	1	0.4 %
total	276	100%

Here, you see a slightly higher percentage of searches in lower case. But the percentage in upper case has increased too. As this is only a small example, figures should not be overrated.

We also know five other examples of searches for the name from that same site. In all examples, the majority of searches (85 - 90%) were conducted in lower case.

Case sensitivity - an overview

This chapter gives an overview of case sensitive search services. As some services also support a mix of lower and upper case (BuenaVista, NeXt) or other forms, further spelling varieties are listed as well. 'all' means that all forms of spelling are accepted. 'exact' means that only the spelling that matches the entered keywords exactly is accepted.

Type	Google	Northern Light	HotBot	AltaVista
case sensitive?	no	mixed	mixed / title	yes
lower case ('buenavista')	all	all	all	all
upper case ('BUENAVISTA')	all	all	all	exact
mixed ('BuenaVista')	all	exact	exact	exact
lower and upper case in title ('Pacific Coast Pacific Coast Hwy')	all	exact	all	exact
lower and upper case in text ('Buenavista Pacific coast')	all	exact	all	exact

Bridge or entry pages

What is a bridge or entry page?

Sometimes, webmasters are advised to submit so-called 'bridge' or 'entry' pages to search engines to increase traffic. In the following paragraphs, we will explain how these pages are implemented technically, and which problems they may cause.

Bridge pages are created to improve results when searching for certain word combinations. They are also known as portal, jump, or gateway pages. No matter how you call them, their characteristics are that they are primarily created for search engines and not for humans.

Low tech method

There are different methods to create bridge pages. The low tech method is to create and then submit a page for a specific word combination. Some people take this one step further, and create pages for each individual word combination and search engine.

Usually, the problem with such pages is that they tend to be rather general. You can easily copy and edit them, and then submit them from your own site to increase traffic through imitation. In addition, pages may be so similar that they are treated as copies and deleted from the result listings.

A further problem is that users are not taken to the actual target page. We assume you are searching for 'golf clubs' and the bridge page is displayed. You click through the page but you cannot find enough details. To get to the actual content page, webmasters normally use a larger 'Click here' link or a meta refresh. Actually, this is where the name bridge or jump page comes from, as these pages bridge the gap between entry and target page. Some search engines no longer accept pages with a too quick meta refresh to reduce the misuse of bridge pages. To avoid this, webmasters sometimes submit an 'ordinary' page and replace it with a bridge page once they have reached a certain ranking. This is referred to as 'code swapping', which is sometimes also used to hinder others from finding out how a good ranking has been achieved. The disadvantage is that ranking can worsen again, as the engine may come back and index the bridge page.

NOTE: Simply removing meta tags from a page does not guarantee a good ranking. In fact, resubmitting the page from a different location can worsen the position of the initial page.

Agent method

The next step consists of creating a bridge page which is only accessible by search engines. Engines reveal their 'agent' names like browsers reveal their names. Chapter Finding spiders - an overview lists agent names of different engines, mainly to let you check whether your pages have been spidered or not.

The advantage of this method is that you create an ideal page for engines, but you still send users to the content they wish to see. Thus, you get rid of the whole bridge problem easily. In addition, your code is protected from curious users. Well, not entirely! Users could still try to dial into your web server with telnet and use the agent name of a search engine. Then they could see what exactly you are providing. But some engines do not always use the same agent name, mainly to help users stay on the right track.

IP method

Instead of delivering according to an engine's agent name, you can also use its IP address. You only need to create and maintain a list of IP addresses.

Anyone who accesses a website leaves his or her IP address, which is resolved to a host name in most cases. For example, a site might visit you during an AOL session, giving the IP 199.204.222.123 (just an example). The web server might resolve this IP address to www.tb03.proxy.aol.com.

If you deliver according to IP addresses, make sure only visitors with the exact IP address can see your page. However, bridge pages may also cause difficulties, if you misuse them.

Using meta tags

How to use meta tags

Before we start, we would like to point out that meta tags cannot work miracles! They are a useful method to determine and control the description of you website in certain search engines.

In addition, meta tags help provide keywords and descriptions for pages which do not contain much text for various reasons. Such pages might be splash and frames pages. Under certain circumstances, meta tags may increase your site's relevance, but they cannot guarantee that your site makes it into the top ten of every engine.

There are a number of meta tags. The most important ones for search engines are 'description' and 'keywords'. 'description' enables you to enter a review of your website. Otherwise the engine will create one. 'keywords' provides the engine with the keywords to be registered together with your site. Instead of going into more detail, we assume you have created a page without meta tags. The page is called *My World* and its title is *Welcome to my world*. Moreover, it contains a huge image and a link at the bottom, saying *Enter here!*. Search engines listing this page would list the following:

My World

Welcome to my world

Let's take a closer look. We assume that *My Word* is the home page of a site dealing with collecting stamps. Visitors find information about stamp prices, selling and buying of stamps, stamps history etc. Now, we use meta tags to get all this information across without having to destroy your nice image. Meta tags are placed between the <HEAD> tags.

```
<HEAD>
```

```
<TITLE>My World</TITLE>
```

```
<META name="description" content="Everything you always wanted to know about stamps, from history to current prices.">
```

```
<META name="keywords" content="stamps, collect stamps, history of stamps, price, stamps for sale">
```

```
</HEAD>
```

The search engine listing would look like that now:

My World

Everything you always wanted to know about stamps, from history to current prices.

As you will have realized, the description is the same as the text entered for the 'description' tag. This is the advantage of meta tags: you can control the description that is displayed to the user: What does 'keywords' do now? When someone searches for a word you have entered here, e. g. *collect stamps*, your site will be displayed in the results listing. Without this tag, there would be no chance for your site to get into the listing, as *collect stamps* is neither mentioned on the page nor under 'description'.

Do you use different word forms in your keywords? This may be an advantage in some search engines, but not in others. *Collect stamps* as individual keyword as opposed to *stamps* and *collect* can be useful if users search exactly for this combination. In general, you should not worry too much about these things, as you cannot cover all possible forms for all engines, e. g. those that do not use a thesaurus. Remember that these tags are only intended to make up for missing text on a page, not to cover all possible keyword combinations a user might enter.

A further meta tag worth mentioning is 'robot'. You can use it to control how a page is indexed.

```
<META NAME='ROBOTS' CONTENT='NOINDEX'>
```

Not all search engines support this tag. Alternatively, all important engines support the use of the robots.txt file to block indexing.

You can use 'description' and 'keywords' unhesitatingly on your website. Some search engines reward it with slightly higher relevance. Do not expect that this is sufficient to get you into the top ten. Meta tags are a design element to engines index pages with little information.

Meta tags - interesting links

- **A Dictionary of HTML META Tags**

<http://vancouver-webpages.com/META/>

A description of almost all meta tags once seen or used on the web.

- **Dr Clue's HTML Guide - Meta Tags**

<http://www.drclue.net/F1.cgi/HTML/META/META.html>

Short tutorial of important meta tags, apart from 'keywords' and 'description'. Review of the Meta Maker.

- **Back to Basics: meta tags**

http://www.webdeveloper.com/categories/html/html_metatags.html

Excellent overview of all important meta tags.

Robots

Have you been wondering why the error log of your web server regularly contains messages like

```
[error] [client 204.62.245.187] File does not exist:  
/usr/local/etc/httpd/htdocs/meinesupersite/robots.txt
```

If you submit your site to search engines, the engine's spider will visit your site to index it. Usually, most engines automatically look for a file called robots.txt. If the file does not exist, the above error message is generated.

It is not absolutely necessary to use the robots.txt file. Alternatively, you may use the meta tag 'robots'. If you have submitted your site to hundreds of engines (e. g. with **Hello Engines!**), you will be surprised how often this occurs. Note that some engines visit your site daily! Thus, the error.log will soon be filled with irrelevant error messages.

The robots.txt file helps you exclude those pages of your site that are not to be indexed. Note that engines will only take into account a robots.txt on your server; it must be on top level. On UNIX server, the directory might be

```
/usr/local/etc/httpd/htdocs/robots.txt
```

The syntax of the robots.txt file is quite simple:

```
User-agent: *
```

```
Disallow: /cgi-bin/
```

```
Disallow: customerdata/
```

In this case, two directories will not be indexed. You have to add a separate 'Disallow' line for each directory that should not be indexed.

To disallow indexing for all robots or to disallow indexing of your entire website, type in the following lines:

```
User-agent: *
```

```
Disallow: /
```

If you want to allow indexing of a certain robot (and exclude all other robots):

```
User-agent: *
```

```
Disallow:
```

If you want to block access of a certain robot, type in

```
User-agent: Yahoo
```

```
Disallow: /
```

If you want to allow indexing of a certain robot (and exclude all other robots):

User-agent: Yahoo

Disallow:

*User-agent: **

Disallow: /

You may also disallow indexing of certain pages:

*User-agent: **

Disallow: /customerdata/passwords.html

Checking URLs

Check your URL's listing

Some search services make it easy for you to check whether your web pages are listed in their catalogue. In others, this is quite difficult. The following chapter describes the best methods to figure out whether your pages are listed or not.

AltaVista

Checking your listing is easy in AltaVista. Simply type your URL into the search field.

url:inprise.com

url:ourworld.compuserve.com/homepages/mysite/

url:members.aol.com/mysite/mypage.htm

The first example helps find all pages below the root domain. If your site is located below another domain, you should use the second method to limit search to your own web space. The last example helps you find a specific page.

Note that the URL has to be entered without the prefix *www*. You can use it, but it might happen that no pages are displayed if AltaVista has indexed your pages without the prefix. Anyway, it is safer to leave out *www*, as well as *http://*.

Excite

In Excite, it is more difficult to check your URL's listing. The best way is to enter your URL without the prefix *http://*:

www.minisoft.com/news.html

Note that all pages containing this URL will be displayed now. It cannot be guaranteed that your pages are listed first, but if they are in the catalogue, they are very likely to be displayed near the top.

You can search for the root domain, so that all your pages are displayed closer to each other. Enter your URL as follows:

www.minisoft.com

and select List by website.

Lycos

Lycos provides its own service to check for listed pages:

http://www.lycos.com/addasite.html

Unfortunately, this service only confirms that the Lycos spider has visited a page. This, however, does not necessarily mean that the pages have been added to the index yet. To check whether your site is really listed, you have to apply more sophisticated methods,

e. g. searching for your root domain:

minisoft.com

Normally, some of your pages should be displayed now, e. g.:

minisoft

If this has not worked either, try to search for specific pages, e. g. by searching for specific text mentioned on that page or words used in the page title. Remember not to use too general terms, as it will be difficult to find your page among the other sites matching the search term.

WebCrawler

As in Lycos, you have to search with sophistication to check your listing. If you enter your URL you may get all kinds of results but not the desired ones. Try to search for specific text or words used on your pages.

Spider

Tracing spiders

Search engines send out their spiders, crawlers, or robots to visit and index web pages. Like ordinary users, these robots leave traces in your access log. If you know what exactly you are looking for, you can determine when a spider has visited your site.

In addition, you will be able to check which pages have been visited by the spider and which not, and you can filter out robots which frequently request pages from your site; this either increases attractiveness of your site, or reduces server performance.

Searching for spiders

How can we identify a spider? Spiders of important search engines can often be identified according to their host names, which often contain part of the engine's or provider's name. One of the WebCrawler host names, for example, is *spidey.webcrawler.com*.

A better way is to look for their agent or browser names. Like browser, spiders have their own names. Netscape, for example, can be identified by the name *Mozilla*, AltaVista's spider is called *Scooter* and HotBot calls its spider *Slurp*.

A list of host or agent names of the most important search engines can be found in chapter *Finding spiders - an overview*. Nevertheless, it is always useful to know how we can trace unknown robots, as names may change and new robots may appear.

Robots.txt - our point of reference

Start your search in the robots.txt file. This file tells robots which pages of a site they may index and which not. Not all robots follow the conventions of the robots.txt, but most do. This file is almost always requested by a spider, robot or agent.

Usually, you will be able to trace the robots of most important search engines by their host names when checking which files have been requested. The robots, in turn, will reveal their current agent names to you. You will be surprised to see how many smaller search engines, personal agents, and other robots frequent your site.

WebCrawler can easily be identified as *WebCrawler/3.0 Robot libwww/5.0*. HotBot is operated by Inktomi, and its spider is called *Slurp/2.0*. *Architext* hosts Excite. Therefore, a visit of *ArchitextSpider* means that Excite has indexed your pages.

Additional tips

A good search engine should visit your site regularly, and request a large number of pages, even if this may take a few days. This would be characteristic of a 'polite' engine that does not overstrain your server. Always take a close look at what the spider has requested, and do not simply add up requests. You may be surprised.

A strange thing may happen with search engines that use 'instant indexing' like AltaVista and WebCrawler: they start indexing your site immediately after submission (although it takes much more time in WebCrawler until your pages have been added to the index). Sometimes, people assume that all pages have been added to the index because the spiders have requested one or two pages. In fact, the spider needs to come back to index your site completely. Check your logs to find out when they have done that.

Additional sources: BotWatch; Perl script that helps to analyze log files and create reports about visits of robots.

Finding spiders - an overview

In this table, * is used as a dummy. **altavista.com* means *everything altavista.com*

Search engines	Agent names	Host names
AltaVista (normal spider)	Scooter/2.0 G.R.A.B. X2.0 Scooter/1.0 scooter@pa.dec.com	scooter@pa.dec.com e. g.: scooter3.av.pa-x.dec.com
AltaVista (instant spider)	Scooter/1.0 Add-url.altavista.digital.com	ww2.altavista.digital.com
Euroseek	Arachnoidea (arachnoidea@euroseek.com)	*.euroseek.net e. g.: infra.euroseek.net
Excite (mega spider)	ArchitextSpider	Crawl*.atext.com e. g.: crawl2.atext.com
Excite (fresh spider)	ArchitextSpider	Crimpshrine.atext.com
Fireball (German engine)	KIT-Fireball/2.0	Heavymetal.fireball.de
Inktomi (operates HotBot and others)	Slurp/2.0 (slurp@inktomi.com; http://www.inktomi.com/slurp.html)	*inktomi.com e. g.: j2001.inktomi.com or j10.inktomi.com
Lycos (normal spider)	Lycos_Spider_(T-Rex)	Lycosidae.lycos.com or *.pgh.lycos.com e. g.: sjc-fe4-1.sjc.lycos.com
Lycos (add URL spider)	Lycos_Spider_(T-Rex)	*.sjc.lycos.com e. g.: sjc-fe4-1.sjc.lycos.com

Northern Light	Gulliver/1.2	taz.northernlight.com
WebCrawler	served by Excite spiders	served by Excite spiders

Measuring link popularity

The best way to figure out how users find your website is to check link logs. Those who do not know how to do that may also use search services to find out how popular search services consider your site to be. This is important, especially in those services which use link popularity as criterion to rank sites. In the following, you find examples of AltaVista, Excite and HotBot.

AltaVista

To search for pages linking to your site, enter your URL like that:

link:calafia.com

AltaVista displays all pages that contain the text *calafia.com*. The list may look like that:

http://calafia.com/services/

http://calafia.com/webmasters/

http://calafia.com/webmasters/resources.htm

You can limit the search to a specific URL by entering more details.

http://calafia.com/webmasters/resources.htm

Some of your site's pages may have links to each other. You can eliminate them by adding *-host*:

link:calafia.com/ -host:calafia.com

Note that the URLs entered after *link* do not use the prefix *www*. It is not necessary, as all links - with or without the prefix - will be found. The prefix *http://* is also not necessary.

Excite

Simply enter your URL in the search field. Unlike AltaVista, Excite produces different results with and without the prefix *www*. Try both searches.

HotBot

Enter your URL in the search field and change the default setting *all of the words to links to this URL*.

What is spamming?

Spamming means creating or editing a document to cheat an electronic catalogue or archive. There are web authors who use such techniques to have their sites appear more often or higher ranked in search result lists. We recommend not to do that.

Those who try to manipulate or cheat an index repeatedly may be banned from that index forever. Legal action is taken against extreme or repeated breaking of the rule.

The keywords used to describe a site should be related to its content. Many search engines recognize common tricks and punish those who use them. Unfortunately, this sometimes leads to the punishment of valid sites. To avoid this, do not use the following techniques:

- repeating keywords
- using keywords which are not relevant to the content
- using a very quick meta-refresh
- using the same color for text and background
- duplicating pages with different URLs

These are just a few methods. There are a lot more which may cause problems.

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