

## Frequently asked questions about.... .....your search engine and directory registrations.

Q. How does search engine registration work?

A. Personal search engine registration should not be confused with 'Paid for' submissions such as Google Adwords and other 'pay per click' options. Our registration is done personally to each of the top 10 or 12 UK search engines (or internationally by request). This is the best and most enduring method of registration but it takes longer to initially generate the various databases.

Q. What period will Starter Plan payment cover?

A. The Starter Plan is for websites that are new or which haven't been registered for some time. Your reduced rate payment will cover all of our operations over an approximate 3 month period including any re-registrations we decide are necessary. Once you are appearing (and depending on your product or service), and seeing your appearance in Google and others, it is important that you re-register on our monthly plan or you will eventually disappear from search engine databases. (see other answers below).

Q. So how long does the Starter process take?

A. From 3 to 6 months. The most beneficial period is usually around 8 months. During this period it is important that you do not allow anyone else to register additional details as this may have you removed from the various databases for 'spamming' their directories.

Q. How will I know when I'm appearing?

A. We will add your domain to our schedule and it will be checked regularly after 6 weeks. First of all we see if your company name is appearing, as this tells us that you have been included in a database. After that we continue to check on your search words and phrases. Once they begin to appear (it is usually around 3 months, earlier in some cases, later in others), we are able to check all positions, if not we re-register and amend the keywords and re-check if necessary.

If you are doing your own checks, there is little point in calling us after a few weeks. However, it may prove helpful if you advise us that you are not appearing under certain important phrases after 4 months have elapsed.

Q. How can I get into the top 20 positions?

A. This depends how much competition you have and how unique your product is. If you are one of only a few suppliers in the UK you will usually appear very quickly even on a UK wide search. If you are supplying goods or services in competition with many others it would be best to narrow the search criteria if necessary. For example: 'Car sales Carlisle' would have a much more beneficial result than simply 'Car sales', if that location is a key sales area for you. We do however achieve top positions in various categories for most customers.

Q. Do I need to renew my registrations often?

A. The most effective way of achieving the best and fastest results is to use our monthly plan once you are beginning to appear. This gives you the option to continuously update your search terms or improve your rankings for existing search terms over the whole year. If you rely on only occasional refreshes you may start to drop out unless you have a unique product. If you depend on web sales you will need to allocate a regular budget to this monthly programme. With a unique product you may only have to renew at long intervals and the 'refresher' option will be suitable.

Q. How can you still achieve top results if other organisations pay each directory directly for their position?

A. 'Paid for' entries do not appear in the main list but as panels. They also drop off quickly once payment stops. Manual registrations are made not only to Google, Yahoo, etc but too many smaller, largely remote directories (such as dmoz), who supply data to the main providers and assist your eventual appearance in the main directories.

*For further information please call 01255 670081 or email [services@mclweb.co.uk](mailto:services@mclweb.co.uk)*

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