Getting Started with SubmitWizard
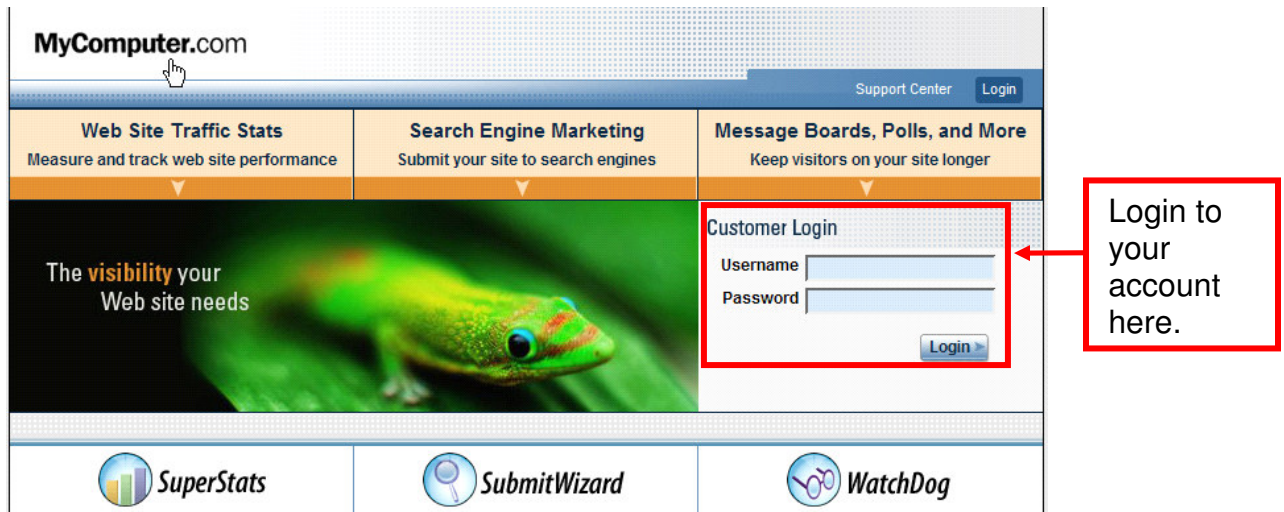
Login to Your MyComputer.com Account

To access your SubmitWizard account, login to your account at MyComputer.com.

MyComputer Control Center

After login, you will be taken to your MyComputer Control Center, which lists all your MyComputer products. Click on the "Manage" link next to SubmitWizard to get started.

SubmitWizard Manager

SubmitWizard Manager lists all the active and unconfigured URLs in your account. Unconfigured means that you have not completed the process of adding information about the URL into your account. From the SubmitWizard manager page you can access SubmitWizard Tools, check or generate reports, resubmit your Web site or purchase additional URLs for your account.

MyComputer.com

SubmitWizard Manager

SubmitWizard Manager lists all the subscriptions in your account. From this page you can access SubmitWizard Tools, check or generate reports, resubmit your Web site or purchase additional URLs for your account. Click on the "Manage" button next to the URL you want to use and get started.

If you have not yet setup your URLs for submission, the "Configure Now" button will take you through a step-by-step process to set them up.

Active URLs

http://www.abc123.com/

Summary	Service Level:	Professional
	Last Submitted:	12 February 2006
	Next Submission:	12 March 2006
	Resubmit-Frequency:	Monthly

Manage ▶

Click on the "Manage" button next to the URL you want to use and get started.

http://www.xyz789.com/

Summary	Service Level:	Professional
	Last Submitted:	12 February 2006
	Next Submission:	12 March 2006
	Resubmit-Frequency:	Monthly

Manage ▶

To configure SubmitWizard for additional URLs you purchased, start here.

You have 2 URL(s) to configure in your account. Click here to configure.
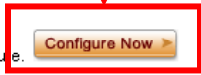
Configure Now ▶

Purchase URLs
Resubmit URLs

Your Web site is resubmitted automatically every month. Need to submit again? Click here.
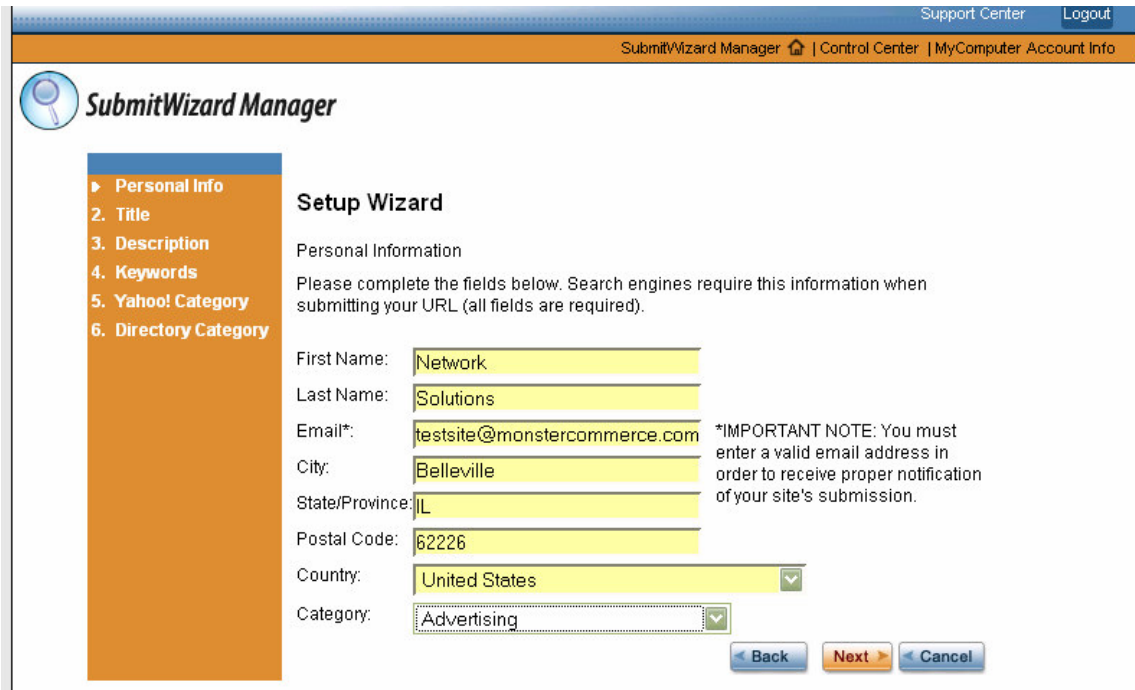
To purchase new SubmitWizard product for other URLs/Web sites, start here.

If you have any unconfigured URLs (i.e you purchased a SubmitWizard for many URLs and have yet to complete the configuration for any of them), the "Configure Now" button will take you through a step-by-step process to set them up.

Configuration of a new URL

When you want to setup a new URL for submission for the first time, you will need to enter the information about your site, your contact information and details of your site. This information will help us submit your site to the appropriate category in search engines and directories.

The information on this page will be submitted to search engines. Some search engines may contact you at the e-mail address you provide to confirm the information/submission before adding you to their index. You can use a different email address if you would like.

You will need to create a title for your web site. Try to use words that best describe what your site is about.

You can enter the same description and keywords from your web site or enter new a description and/or keywords. Search engines may use this description to display them on their search results page.

Enter the keywords that you think are driving people to your site. You will have the option to add or delete keywords later by using your keyword tool.

SubmitWizard Manager

✓ Personal Info
✓ Title
✓ Description
▶ Keywords
5. Yahoo! Category
6. Directory Category

Setup Wizard

Keywords

Keywords are single words or short phrases, separated by commas, that define what your site is about. Enter the keywords and phrases that visitors might use to search for your site. You should have at least five keywords or phrases. List your keywords in order of importance.

Keywords:

test, testing, practice, demo, demonstration

(Max. 255 characters)

◄ Back   Next ►   ◄ Cancel

Please select the category that best suits your business using the drop down. We will be submitting your site for the category you choose for your web site. The next two screens will take you through the process of choosing the exact category and classification that you want to be submitted to the directories, Yahoo!® & Open Directory Project (DMOZ).

SubmitWizard Manager

✓ Personal Info
✓ Title
✓ Description
✓ Keywords
▶ Yahoo! Category
6. Directory Category

Setup Wizard

Yahoo! Category

The Yahoo! directory requires that you identify which Yahoo! category your site fits best. Choose a category below by clicking on its link.

Skip to Directory Category ►

Categories:

Arts & Humanities
Business & Economy
Computers & Internet
Education
Entertainment
Government
Health
News & Media
Recreation & Sports
Reference

What does the '@' sign at the end of some categories mean?

When the "@" sign appears next to a category name , it means that the category is listed in several places within the directory.

If you click on a category that

When you have completed your configuration you will be able to verify all of your selections. If you want to change something, use the "Back" button to navigate through the screens.

SubmitWizard Tools and Reports

Using the tools on this page will help you assess your Web site. You can determine if your site is listed in search engines, how to use search engines to effectively monitor who links to your Web site (and how many sites are linked to yours), and how your Web site ranks against like sites. These tools are provided to you as a means to get analysis and support right away, without having doing all the work yourself.

Each of these tools includes an explanation as to what they do and an easy-to-use interface for using the tool, and a simple, but detailed report. Click on a tool below and get started today.

Keyword Tool: The Keyword Tool will determine what the most popular keywords are related to the search term you enter. Using this tool, you can determine the best keywords to use to populate the Meta keywords tag in your Web site's HTML code and also the best words to use as part of your Web site's content, title, and description.

Link Popularity Tool: Link Popularity refers to the number of quality Web sites that link from their site to your Web site. This helps contribute to better positioning for your Web site in search engines and is an important factor in Search Engine Optimization.

Search Engine Optimization Tool: The Search Engine Optimization Tool attempts to analyze every aspect of Web design and development from the search engine perspective. As a result, the suggestions provided are targeted at improving your rankings and Web site traffic. After analyzing your URL, the on-screen report will show you rankings for each checked item, and recommend changes in instances where your results could be improved.

Search Term Ranking Tool: Get a first-hand look at how your Web site ranks in regards to specific search terms. This tool allows you to enter specific search terms, and then see how well your Web site ranks with Google and Yahoo! for those search terms.

MyComputer.com

SubmitWizard Manager

SubmitWizard Manager lists all the subscriptions in your account. From this page you can access SubmitWizard Tools, check or generate reports, resubmit your Web site or purchase additional URLs for your account. Click on the "Manage" button next to the URL you want to use and get started.

If you have not yet setup your URLs for submission, the "Configure Now" button will take you through a step-by-step process to set them up.

http://www.abc123.com/

Summary	Service Level:	Standard
	Last Submitted:	31 Jan 2006
	Next Submission:	28 Feb 2006
	Resubmit-Frequency:	Monthly Change ▶

Web Site Info

Using the tools on this page will help you assess your Web site. You can determine if your site is listed in search engines, how to use search engines to effectively monitor who links to your Web site (and how many links), and how your Web site ranks against your competitors. These tools are provided to you as a means to get results right away, without doing all the work yourself.

Each of these tools includes an explanation as to what they do, an easy-to-use interface for using the tool, and a simple, but detailed report. Click on a tool below and get started today.

Tools:

Keyword Tool
Link Popularity Tool
Search Engine Optimization Tool
Search Term Ranking Tool

◀── Use these tools to optimize your Web site.

Reports:

Submission Report
⊞ Link Popularity Report
Search Engine Optimization Report
Search Term Ranking Report
Uptime Report

◀ Delete selected reports   Email ▶

Keyword Tool

The Keyword Tool determines what the most popular keywords are related to the search term you specify. Using this tool, you can determine the best keywords to use to populate the Meta keywords tag in your Web site's HTML code and also the best words to use as part of your Web site's content, title, and description.

Enter a search term in the text box that best describe your services and / or products for each category. See the example below for some ideas as to how to do this.

Once you've identified the most popular keywords for the search term(s) you entered, you can select those keywords for which you'd like the Keyword Tool to generate the HTML code. Once the tool has generated the code, you simply need to follow the instructions to paste that code into your Web site.

Based on the keywords that you input, the tool will generate a list of suggested keywords for your site. You can select all or choose the ones that you feel best describe your sites content. Clicking on individual keywords will generate an additional list of keywords specific to your choice.

Once you have selected your keywords, code will be generated for you to add to your site. This code will help search engine spiders better identify the content of your site.

Based on the keywords you selected, HTML code is generated for you to add to your site.

```
<head>
<title> Your Website's Title  </title>
<meta name="description" content="Write a Description Here">
<meta name="keywords" content="roses,flowers">
</head>
```

Search Engine Optimization Report

The Search Engine Optimization Tool attempts to analyze every aspect of Web design and development from the search engine perspective. As a result, the suggestions provided are targeted at improving your rankings and Web site traffic. After analyzing your URL, the on-screen

report will show you rankings for each checked item, and recommend changes in instances where your results could be improved.

Some of the proposed changes may involve adding image comment substitutes to work with frames, changes to HTML tags, design changes, layout changes, new text for META tags, headlines and more. The report generated will give you an explanation for each checked item, and help implementing any recommended changes.

You start the analysis by entering the keywords for which you want your URL optimized. Or, if you have already implemented keywords in the META Tags on your URL, you can have the tool use those by selecting the "Use Existing Keyword" option.

Need help determining keywords? Use the link to the Keyword Tool here.

Enter the keywords or phrases that people will use to search for your site. Enter up to 3 keywords/phrases, separated by commas.

If you want us to use the keywords from your Web site, choose this option.

1) Search Engine Results Display:

Here is an example of a Search Engine Results page (SERP). We will show you how your site may appear in a search engine based on your page title, content and META tags. Having relevant content in all places of your web site is important to attract visitors to your site.

Search Term
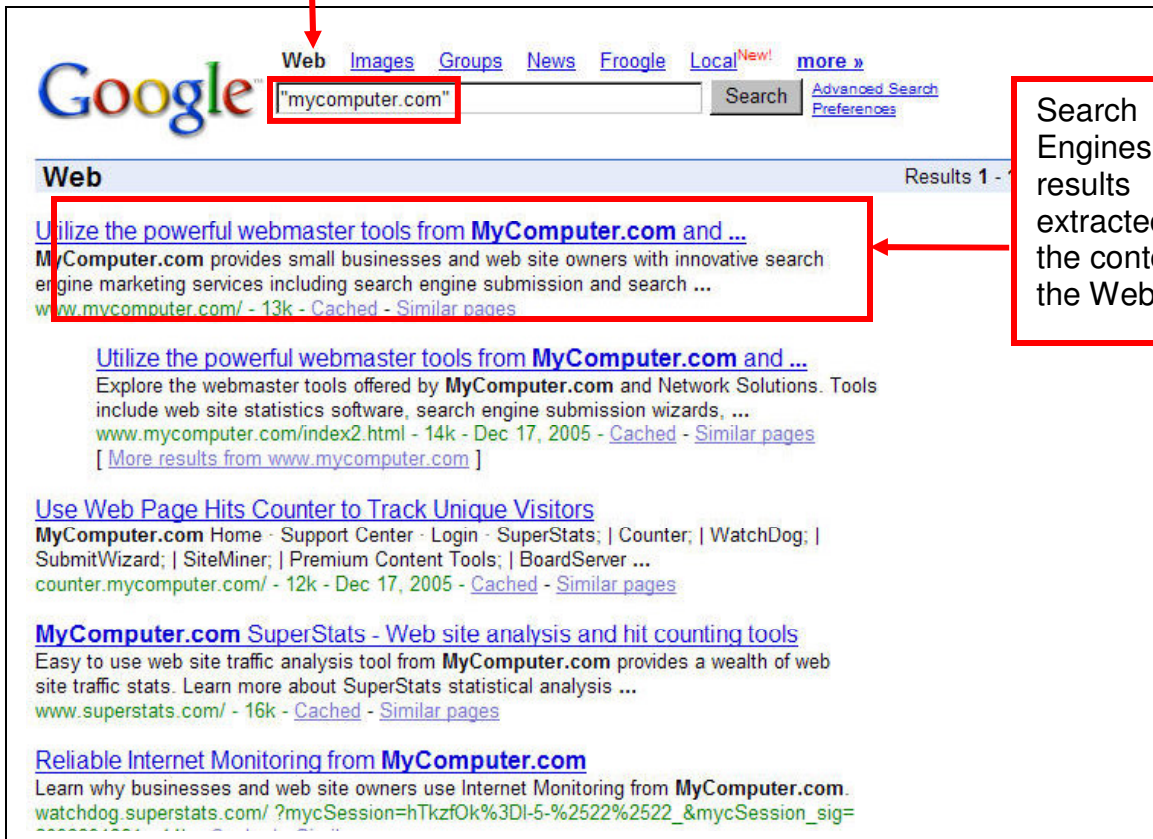
Search Engines return results extracted from the content on the Web site.

2) Page Status Check

"HTTP Status code" is the term for information exchange between the browser on your computer and the web server hosting your site. We will tell you if your site can be reached successfully by Search Engine spiders with this test.
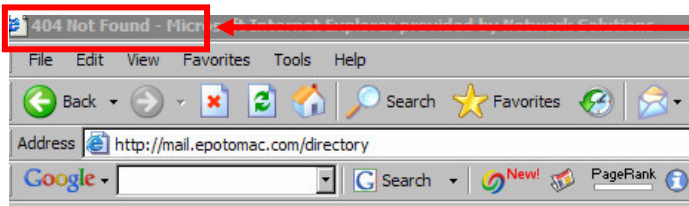
This page returned a 404 status code: Page Not Found.

3) TITLE Tag

A TITLE tag is part of your web page's HTML code and is an important introduction to your web page – it's like the heading for a book chapter. The content in the TITLE tag appears on the top of your browser window. We recommend the following:

- Customize the title tag on every page to describe the contents of that page.

- The TITLE tag should be the first tag in your HTML.
- The TITLE tag should convey the message in about 40 to 150 characters.
- Avoid using superlatives like biggest, best.
- The TITLE should have all the words in upper case like a header.
- Keep TITLE of all your pages unique.

What does a TITLE tag code look like?

```
<html>
<head><title>Your title tag goes here</title>
```
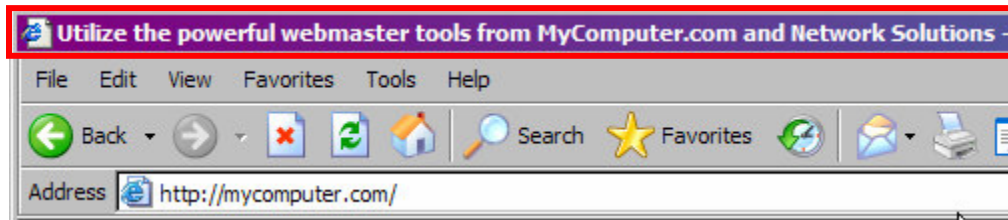

The content of the TITLE tag is on the top of the browser window.

```
<html>
<head>
<title>Utilize the powerful webmaster tools from MyComputer.com and
Network Solutions</title>
```

4) META Description

A META Description tag is information inserted into the "head" area of your web pages that is used by search engines to determine the content of your site. Some search engines may show the content in this tag as part of the search results. The keywords used in this tag are not viewable in the web browser – that is, your customers do not see it, but search engines do.

A META description tag looks like this:

```
<META name="description" content="SSL certificates, 128-bit SSL, secure socket layer
certificates and secure site seals from Network Solutions">

<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"
"http://www.w3.org/TR/html4/loose.dtd">
<html>
<head>
<meta name="description" content="SSL certificates, 128-bit SSL, secure socket layer
certificates and secure site seals from Network Solutions">
<meta name="keywords" content="ssl, ssl certificate, secure socket layer, network
solutions, digital certificates, certificate authority, digital certificate, 128-bit
encryption">
<title>Leading the SSL Certificate Industry in Value and Security</title>
```

5) META Keywords

A META Keywords tag is part of your web page code that correlates to terms someone on the internet may use when searching online. The keywords used in this tag are not viewable by your customers in the web browser. You should use terms or words you think your web pages can relate to - like synonyms for your business. We recommend between 75 to 125 characters. You

should avoid repetition and the use of stop words ([!, a, the, and, or) The HTML code for the keyword tag looks like this and is placed on the top of the page in your code.

```
<META name="Keywords" content="Add your keywords here">
```

6) Check for Keywords in TITLE

The keywords that best describe your Web site or your business should be a part of your title.
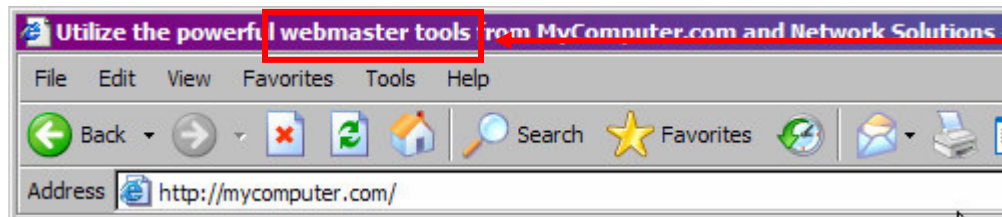
Keyword "Webmaster Tools" is part of the title.

7) Check for Keywords In META Tag Description

The description should accurately describe the Web site or purpose of the Web site and include keywords or phrases. The description should be in the form of a sentence. Use separate description tags for each page. If you own a Florist business you would definitely want to use the keyword "flowers" or keyword phrases like "Flowers for weddings"

```
<html>
<head>
     <title> Fresh flowers for weddings and other occasions..... </title>
     <meta name="description" content=" We sell flowers for weddings....">
     <meta name="keywords" content=" ">

</head>
```

If the same keywords are repeated several times, search engines may see them as an attempt to spam search engines. Try not to use stop words like "and, the, of".

8) Check for keywords in META keywords

The META keywords tag is your chance to use plurals and common misspellings of your keywords to get visitors even if the search term is misspelled. Watch out for repeats and make sure the keywords that you use in the copy for the site are the same ones you use here.

```
<html>
<head>
     <title> Fresh flowers for weddings and other occasions..... </title>
     <meta name="description" content=" We sell flowers for weddings....">
     <meta name="keywords" content="flower, flowers, lilies, lily, lilac....... ">
```

We recommend your keywords be between 75 to 125 characters. You should avoid repetition and the use of stop words ([!,a, the, and, or). Avoid using keywords that have no relevance to your Web site.

9) KW Spamming/Density Check

Make sure you group your keywords together to resemble search terms.

Example: "Christmas gifts" instead of "Christmas day gifts" if you think people will find you using the term "Christmas gifts".

A large part of your search engine traffic will come from search engines. We caution against any practice that may be seen as spamming that may get you delisted, or removed from a search engine's results. Some practices to avoid are:

- Listing your keywords in a paragraph in the main content. For Example: keyword1, keyword2, keyword3, keyword4
- Hiding the keywords in the browser by using fonts in the same color as the background.
- Using the keywords too many times in your content.

We recommend your keywords or phrases not be repeated more than 3 to 5 times on the entire page.

10) Keyword Present Consecutively in Content
Repeating keywords consecutively may be considered spamming by search engines. Avoid using the same words multiple times in a row. For Example: keyword, keyword, keyword

11) Keyword Emphasis in Content
Search engines display the first few words of your content in search results. We recommend the first 50 words or 250 characters contain a description of your business with the keywords or keyword phrases.

12) Keyword Link Check

If you have text links on your site, you can improve your search engine friendliness by naming the link as closely to the content of the page as possible. Try to include important keywords in the link, but avoid "stuffing", that is when a web page is loaded with keywords in the meta tags or in content. Make sure the link is readable and makes sense to the visitor.

For Example: If you're selling Asiatic lilies the link to the lily's page should be something like: See our collection of fresh Asiatic Lilies here.

You can also use visitor friendly page or directory names for your Web site.

For Example:
Use words like "Christmas_gifts.htm" instead of Page4.htm, or name the directory /gifts/ instead of /directory1/.

13) Image ALT tags
Images on your Web site can help you with your search engine optimization. The HTML code for each image includes a tag called the ALT tag. The ALT tag is an attribute that shows up if the visitor's browser has images turned off or if the images are not loaded. Describing the images is a useful way to add value to your site. Use the image ALT tag to describe the image with the use of one or two keywords.

For Example:
```
<IMG src="http://www.janetsbagels.com/images/christmas_speciality_stollen.gif"
WIDTH="750" HEIGHT="1" alt="Specialty breads from Jane's bagels">
```

14) Check if Content is an Image or Flash
Flash: Flash is impressive and everyone likes to watch flash movies, but search engine spiders find it hard to index sites made entirely in Flash. As part of your site's optimization, we

recommend you incorporate flash to a HTML page which contains all the title, META description and META keywords.

Image Map: Search engine spiders can be confused with the links on an image map. If you have to have an image map on your site, you should consider having a alternate navigation using standard HTML in addition to the image map.

We recommend standard HTML navigation for each page on your Web site that links all the pages together.

15) Content Between H Tags
Search Engines link the content on your page and relate it to the headings. It is better for the users to look at a heading and make a decision to read the text below the header. This works the same as a newspaper article. On Web sites, the header can be placed in the form of a HTML tag called the H tag.

You should have your keywords in the content of the H Tags. You can add header tags to your webpage HTML.

The code for the H Tags look like this and can be inserted anywhere in the body tags:

```
<h1>Size 1 Heading Looks Like This </h1>
<h2>Size 2 Heading Looks Like This</h2>
<h3>Size 3 Heading Looks Like This</h3>
<h4>Size 4 Heading Looks Like This</h4>
<h5>Size 5 Heading Looks Like This</h5>
<h6>Size 6 Heading Looks Like This</h6>
```

The code above, if published on the internet, will look like this in a browser:

Size 1 Heading Looks Like This

Size 2 Heading Looks Like This

Size 3 Heading Looks Like This

Size 4 Heading Looks Like This

Size 5 Heading Looks Like This

Size 6 Heading Looks Like This

16) Inbound Link Popularity

Link Popularity refers to the number of quality Web sites that link off to your Web site. This helps contribute to better positioning in search engines and is an important factor in Search Engine Optimization.

To use the Link Popularity Tool to check the position of your site's popularity, just enter your Web address/URL and click "Submit". You can also enter like URLs and compare your results.

17) Page Coding / Links.

It is important for all the links on your Web site to resolve. Here are a few points to consider:
- Links created in Standard HTML are the best for search engines.
- Search spiders cannot read JavaScript links or links that are generated dynamically.
- Don't use HTML tags that have comments in them.

18) Image Compression

This report displays all of the images on your page and gives corresponding specifications regarding the compression of any image, GIF, JPG or PNG. Images affect the load time of your site. You can use this tool to check how changes in image compression will change this report. You will have to use an image software program to compress the images.

19) HTML Analysis

For the HTML analysis report, all of the HTML code used to create your page is analyzed for HTML errors and warnings. The errors are reported by line, so your programmer can easily return to the source code to make the needed changes.

20) Browser Compatibility

Your site's compatibility with various browsers helps you determine whether or not your visitors can see your site the way you intended. You can review browser compatibility warning details by tag, browser, or by line.

21) Load Time

Load Time report displays your page's load time depending on connection rate: (14.4K, 28.8K, 33.6K, 56K, ISDN 128K, T1 1.44Mbps). Below these results, all of your page's links are listed with specifications regarding their size (largest to smallest). Large images are tabbed for GIF optimization.

22) Spelling Solution

Spelling Solutions carefully checks your page for misspellings. Potentially misspelled words are listed in a table with correct spelling recommendations. You simply review the recommendations and make changes to your page as necessary (spelling solutions can accurately check English sites only).

23) Domain Registration Length

A domain registered for a longer period of time is considered more serious and maybe ranked better, especially if it is a relatively new domain. We recommend a registration length of 5 years for the domain.

24) HTTP Header Content

We check your Web site to see if it is reachable on the web. A "HTTP Status code" is the term for information exchange between the browser on your computer and the web server hosting your site

25) *Frame Check:*
We check your Web site to see if the structure of the Web site is suitable for Search engine spiders to index your site.

Frame pages are HTML pages that enclose other HTML pages. If your Web site is framed, chances are that the home page will not contain content but will be a "frameset". Frameset pages do not contain links but reference other frames. In order to make it easier for the search engine spiders to crawl your site, we recommend that you not use frames.

A code for a framed page looks like this:

```
<html >
<head>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1" />
<title>Example of a Framed Page</title>
</head>

<frameset rows="*" cols="80,*" frameborder="no" border="0" framespacing="0">
  <frame src="" name="leftFrame" scrolling="No" noresize="noresize" id="leftFrame" title="leftFrame" />
  <frameset rows="80,*" frameborder="no" border="0" framespacing="0">
    <frame src="" name="topFrame" scrolling="No" noresize="noresize" id="topFrame" title="topFrame" />
    <frame src="" name="mainFrame" id="mainFrame" title="mainFrame" />
  </frameset>
</frameset>
<noframes>
<body>          Place for content in between the <no frames> tags

</body>
</noframes></html>
```

26) Sitemap:
Does your Web site have a sitemap? Sitemaps help in indexing your site faster. A site map consists of anchor links (<a href>) links pointing to every page in your site. If you're an eCommerce site, this would include all product pages and all category pages. If you're a general information site, then every article would be indexed. It might be necessary to set up more than one site map if your site is large enough.

The text of the link should be the search phrase you want the target page found for. Use the product name, a key search phrase, etc.

Once your sitemap is built, you will want to link to it from all pages using a standard anchor link (<a href>), this link is usually put at the bottom of the page, as it's not designed to be part of the main navigation. The reason you want all pages is to provide visibility to the sitemap from any landing page so that it's useful to your human visitors, as well as the automated visitors.

27) Check if Robots.txt File Exists.
The robots.txt file is a set of instructions for visiting robots (spiders) that index the content of your Web site pages. For those spiders that obey the file, it provides a map for what they can, and cannot, index. The file must reside in the root directory of your web site .

28) Local Footer Info:
Having your physical address information at the bottom of each page helps you in your local search rankings. A physical address on the web site pages can also indicate the authenticity of your business.

Link Popularity Tool

Link Popularity refers to the number of quality Web sites that link from their site to your Web site. This helps contribute to better positioning for your Web site in search engines and is an important factor in Search Engine Optimization.

To use the Link Popularity Tool to check your site's popularity, just click "Submit." You can also enter additional URLs and compare your results with those. The tool will identify your ranking in Google, Yahoo!, MSN and Ask.com.

Your Web site's link popularity on Google, Yahoo, MSN and Ask.com is in this report. Compare your link popularity with that of your competition.

Links from other sites signify approval of your site and improve your rankings. You can request links from other Web sites connected to your business or location to improve your link popularity. For example, if you are a restaurant, you can request hotels in your area to link to your restaurant's Web site.

SubmitWizard Link Popularity Tool Report

Your Web site's link popularity on Google, Yahoo, MSN and Ask.com is in this report. Compare your link popularity with that of your competition.

Links from other sites signify approval of your site and improve your rankings. You can request links from other Web sites connected to your business or location to improve your link popularity. For example, if you are a restaurant, you can request hotels in your area to link to your restaurant's Web site.

Link Popularity			
Date: 04/19/2006 Time: 05:07 PM	Search Engine	http://www.mycomputer.com/	
	google		397
	yahoo		2,030
	msn		8,503
	ask		2,010

Number of links for your site.

If this report returns:

0-10 links:

We recommend you approach quality link partners to have them place links to your site. Having more inbound links will help your position in the Search Engine results page

10 to 50 links:

If your Web site has between 10 and 50 links to your Web site, we recommend you seek to increase more links from targeted relevant sites. More number of quality links to your Web site will help increase your ranking. Search engines may consider links to your site as an endorsement of your site's popularity.

Above 50 links:

If your Web site has a reasonably fair amount of links, keep working on developing links from other relevant sites. Inbound links will indicate that your site has sizeable interest from other internet Web sites and improve your search engine ranking.

Search Term Ranking Tool

Get a first-hand look at how your Web site ranks related to specific search terms. This tool allows you to enter specific search terms, and then see how well your Web site ranks for those search terms.

To use this tool, you first must have query access to Google and Yahoo! Web search. Google and Yahoo! provide an API key for free for this purpose. If you don't already have an API key, click the "Get one now" links. You will be asked to enter an e-mail address.

Once you have your API keys, start by entering them in the appropriate fields. Then enter up to 3 keywords or phrases, separated by commas. For more detailed results, enter your competitors' URL and click "Submit".

When you select the Google API Key, you will be prompted to complete the form. A confirmation e-mail will be sent to your account and you will need to follow the steps provided to complete your Google registration. Upon completion, your API Key will be e-mailed to you. A similar process is in place to obtain your API key from Yahoo!.

Once you have entered your API Keys and clicked "Submit", your report will be generated. The chart below shows how your Web site is ranked against the search terms you entered. If you provided additional URLs, it will show you how well they are ranked for those same search terms, as well.

Results are listed for each keyword you selected

Select the option to save your report and refer to this as you make improvements to your site.