APPENDIX A

Resources

Recommended websites for further reading

The following websites contain frequently updated news, information, tips, and discussion of search engine optimization:

- www.SearchEngineWatch.com.
- www.SearchEngineLand.com.
- www.ClickZ.com.
- www.SEOMoz.com.
- www.WebmasterWorld.com.
- SEMPO.org (Search Engine Marketers Professional Organization).
- Google Webmaster Guidelines: http://www.google.com/support/webmasters/bin/answer.py?answer=35769.

Keyword research tools

Free tools

These tools assist greatly in keyword research—no cost.

- **Google AdWords Keyword Tool:** Enter a search term or terms, and this tool displays other keywords related to that term. Keywords can be sorted by search volume popularity (https://adwords.google.com/select/KeywordToolExternal).
- **Google Trends:** Google Trends provides insights into broad search patterns (http://www.google.com/trends).
- **Google Insights for Search:** Compares search volume patterns across specific regions, categories, and time frames (http://www.google.com/insights/search/#).
- **MSN's adCenter Labs Keyword Forecast:** Like Google Trends, displays popularity over time of terms you enter. You can also see how popular these terms are by age and gender of those searching. adCenter Labs also offers a variety of other keyword-related tools (http://adlab.msn.com/Keyword-Forecast/default.aspx).

- **Wordtracker Free Keyword Suggestion Tool:** Enter a term, and this tool returns 100 terms related to (and including) the original query, ranked by daily popularity. Data is based on search term data collected from the Dogpile and Metacrawler meta search engines. The company also sells a much more fully featured tool (http://freekeywords.wordtracker.com/).

- **Trellian Free Search Term Suggestion Tool:** Similar to Wordtracker, terms are ranked by how often they're searched for annually rather than daily (http://www.keyworddiscovery.com/search.html).

- **Yahoo Keyword Tool:** Yahoo is offering a relatively new tool to search advertisers who are logged in to its accounts, but it lacks specificity as well as the ability to sort terms by popularity.

- **SEO Book Keyword Suggestion Tool:** Taps into Yahoo's tool, as well as providing links and information regarding many of the previously referenced tools (http://tools.seobook.com/keyword-tools/seobook/).

Other tools and resources

The following tools are free and can provide insights into how people search, search metrics, and a host of other topics of interest to search engine marketers:

- **dWoz Keywords & Search Phrases:** A directory of keyword suggestion data and tools (http://www.dwoz.com/default.asp?Pr=50).

- **Hitwise Search Intelligence:** Tap into Hitwise's database of how people search, based on anonymous ISP data. Custom pricing (http://www.hitwise.com/features/hitwise-search-intelligence.php).

- **comScore qSearch:** Enables you to tap into comScore's database of search activity, gathered from a large panel of web users that it monitors (http://www.comscore.com/metrix/search.asp).

- **eBay Marketplace Research:** Examines how people search eBay, for a fee.

- **Good Keywords:** Free Windows software to help manage keyword lists.

- **Google Suggest:** Start entering a word, and you'll be shown popular searches that are related (based on spelling) to that word (http://www.google.com/webhp?complete=1&hl=en).
- **Google Webmaster Central:** Provides a way to see the top search terms that are sending you traffic, according to Google.

Website and directory submissions

There are many online directories, but these two are the biggest. Learn more about including your site at these pages:

- **Yahoo Directory Submit:** https://ecom.yahoo.com/dir/submit/intro/.
- **Open Directory Project (DMOZ):** http://www.dmoz.org/add.html.

Submitting a sitemap to the major search engines

Submit an XML sitemap to the major search engines by following the instructions on these web pages:

- **Google:** Submit when logged into your Google Webmaster Tools account.
- **Yahoo Site Explorer:** http://searchmarketing.yahoo.com/srchsb/ssb.php.
- **MSN Live Search:** http://search.live.com/docs/submit.aspx.

Submitting local listings

Business with a local presence can get listed in the local search results at Google and Yahoo by completing the forms on these pages:

- **Yahoo local listing form:** http://searchmarketing.yahoo.com/local/lbl.php.
- **Google local listing form:** http://www.google.com/local/add/lookup?hl=en-US&gl=US.

Mobile sitemap submission

Submit your mobile website sitemap at the following URLs to ensure it's crawled by the major search engines:

- **Google Mobile Sitemap:** http://www.google.com/support/webmasters/bin/answer.py?answer=34623&ctx=sibling.

- **Yahoo Mobile Sitemap:** https://siteexplorer.search.yahoo.com/mobilesubmit.
- **MSN:** http://webmaster.live.com/.
- **AOL Mobile Search:** http://mobile.aolsearch.com/.
- **Technorati Mobile Search:** http://m.technorati.com/.

RSS feed submission

The following submit RSS feeds to a variety of directories:

- **Submit podcasts:** http://www.podcasting-tools.com/submit-podcasts.htm.
- **Submit RSS feeds:** http://www.rss-specifications.com/rss-submission.htm.
- **Submit blogs:** http://www.blog-connection.com/submit-blogs.htm.