



By Dave Rubin

The Who? What? and When? of Search Engines Part one (of two)

As we deal more and more with the wild wild Web in our everyday dealings, it is becoming equally important to understand every nuance and every trick so we can better "work the system". A couple of months ago, we talked about 5 ways to put

your website to work. This issue contains Part 1 of our 2-part series dealing specifically with "The Search Engine".

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Recently, we have been focusing more and more of our work with you, our clients, around utilizing and maximizing the internet's Search Engines. Listed below you will find

some valuable information to help you better understand this process, and how it can help your business continue to grow by looking at Who, What, and When.

WHO:

Yes, we all know and love the world famous Google (www.google.com) and most of us are familiar with Yahoo (www.yahoo.com) but there are a slew of others that you should be aware of when thinking about Search Engines. If you thought you had a good grasp on the world of searching the web, you might have come up with five or six useful engines. We list 11 (other than Google/Yahoo) that will give you a broader picture of the major players.

AskJeeves , Teoma, AOL Search, HotBot, Netscape, Lycos, iWonSearch, Looksmart, MSN, AlltheWeb, Altavista

WHAT: What exactly IS a Search Engine?

Basically, a search engine is an Internet tool that searches for sites based on the words that you designate as search terms. Search engines look through their own databases of information in order to find what it is that you are looking for. (from: <http://websearch.about.com/od/enginesanddirectories/a/searchengine.htm>)

WHEN:

The short answer to this is...ALWAYS!

People are constantly using search engines for everything from finding recipes, to looking for lawyers. As a small to mid-sized business, your services need to be

readily available for consumers to utilize. The key to the success on the internet is EASE. Working under certain parameters, we can narrow down search terms and optimize language and images on your site to better increase traffic. Increasing traffic may seem like a gargantuan task, but by creating specific, targeted key words to occupy key space on your site, hits on your homepage will increase exponentially.

NEXT MONTH: Part deux of our look into “The Search Engine” and how it can help your business expand. Next month we look into more detail with the “Why” and “How” in the complex world of **SEARCH ENGINES**.