

The key to attracting Google's spider is getting your page linked on other sites. Google finds your content by following links to your pages. With no *incoming links* (also called *backlinks*), you are an unreachable island as far as the Google crawl is concerned. This isolated condition is the natural state of any new site. Of course, anybody can reach you directly by entering the URL, but you won't pluck the spider's web until you get some other sites to link to you. See Chapter 3 for a detailed tutorial in creating a backlink network.

Submitting a site might not be a ticket to instant success, but at least it's easy. Enter your submitted URL at this address:

`www.google.com/addurl.html`

Fill in the form (see Figure 2-2) and click the Add URL button, keeping in mind that the button is misnamed. You are not *adding* the URL, you are *submitting* it. Only the spider can add your site, and only a Google human can tell it to.

Figure 2-2: Submitting a URL to Google could hardly be easier, but don't expect acknowledgment or guaranteed results.



If you add a page to a URL already in the Google index, there's no need to submit the new page. Under most circumstances, Google will find the new page the next time your site is crawled in its entirety.