

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.

Webmaster Info

Submit Your Site

Find on this site:

Search

Please enter your full URL, including the `http://` prefix. For example: `http://www.google.com/`. You may also add comments or keywords that describe the content of your page. These are used only for our information and do not affect how your page is indexed or used by Google.

**Please note:** Only the top-level page from a host is necessary; you do not need to submit each individual page. Our crawler, Googlebot, will be able to find the rest. Google updates its index on a regular basis, so updated or outdated link submissions are not necessary. Dead links will fade out of our index on our next crawl when we update our entire index.

URL:

Comments:

Add URL

Need to remove a site from Google? For more information, [click here](#).

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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.