Figure 2-3:
Listing in the
Google
Directory
assures
being
crawled for
the Web
index.

Checking your site's status in Google

During the sometimes-long wait to be included in Google, you naturally want to know when you've succeeded. (So you can run through the streets yelling, "Google me! Google me!")

How do you know whether your site is in the Google index? Don't try searching for it with general keywords — that method is hit-or-miss. You could search for an exact phrase located in your site's text (by putting quotes around the phrase), but if the phrase is not unique you could get tons of other matches.

The best bet is to simply search for your URL, as shown in Figure 2-4. Make it exact, and include the *www* prefix. If you're searching for an inner page of the site, precision is likewise necessary, so remember to include the *.htm* or *.html* file extension if it exists.

When adding a page to a site already in Google, be prepared for a long wait for it to appear, especially if you don't change your content often. If Google's spider checks your site during only its deep crawl and the timing is off, you could tap your fingers for about six weeks before seeing the new page in search results.