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New! Search Engine Submission Service

From the 31st of January, all customers with existing search engine submissions will receive a complimentary upgrade to our new search engine submission service.

All existing customer search engine submission packages will be upgraded for free!

New search engine submission packages will be set up on the new system, which promises to submit web sites to more search engines and directories than ever before.

Despite the introduction of pay-per-click advertising, manual and automated submission to search engines and directories still play a key part in online marketing and attracting visitors to a web site.

With many more web sites online it can be almost impossible to reach a top listing without carrying out search engine tailored updates to your web site. The use of the meta tags "keywords", "title" and "description" can be used to give search engines additional information about your web site.

Adding Meta Tags:

To add meta tags, simply insert the following code between the <head> </head> HTML statements as below.

```
<html>
<head>
<title>Enter a title for your web site here.</title>
<meta name="description" content="Enter a description of your web site here.">
<meta name="keywords" content="Enter your keywords here, separated with commas">
</head>
<body>
```

When adding keywords, choose words and phrases you think people might type into a search engine to find a web site like yours. You might find using more specific phrases brings less visitors to your web site, however brings people who are looking for what you do or sell.

Cont...

For example the keyword "hotel" would bring up many thousands of web sites. Unless you are listed on the first page, you may find that your listing appears so far down that people won't find your web site.

Choosing a more specific phrase, such as "heathrow airport hotel", in your "keywords" meta tag may mean that you get less visitors, however should exclude visitors who are searching for a hotel in another part of the world!

Some search engines will also read through the content of your web site and assign it into the most relevant category for you.

After adding keywords:

After your web site has been tailored for the search engines, you may wish to submit it to the search engines yourself. Most search engines have "add URL" links which can be used to request a visit from the search engines so they can add your details.

Due to the number of search engines and directories worldwide, this can be a lengthy and time consuming ongoing process. As more and more web sites are added daily, your details can quickly slip down the search engines and you may find outsourcing the submission is the best option.

At Net Energy Internet, we have four search engine submission packages that will take all the details about your web site and submit them automatically for you, either as a one-off submission, or once per month for as long as required.

Search engine package features:

Our search engine submission package includes the following features:

- Submission to over 500,000 search engines/directories worldwide*
- New search engines/directories included automatically in your next submission
- Set the title, description, keywords, content type and nationality of your Web site
- Choose your site's main and sub category from a list of over 160
- Detailed report by e-mail showing the results of each submission
- Unlimited changes to your submission details at any time

** The exact number of successful submissions depends on the content, country and category of your Web site. After submission, some search engines and directories will add you immediately to their site, others will take up to 12 weeks to index your site before adding it.*

Warning! Your site could be losing customers if you aren't listed on the search engines.

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If you would like to take out a Net Energy Internet search engine submission package, please click on the 'Services -> Search Engine Submission' menu option on our web site at www.netenergy.net.

Submission Package	Length	Price exc. VAT
Bronze	One-off submission	£19.95
Silver	Submit once per month for three months	£39.95
Gold	Submit once per month for six months	£69.95
Platinum	Submit once per month for a year	£99.95

When setting up a search engine package, you will be asked for the name of your web site and web address, a brief description of the content and the keywords you think people will type in to find web sites like yours.

Submit your web site today!

Actinic Link available for Quickbooks

On Wednesday the 12th of January, Actinic announced the availability of Actinic Link for Quickbooks v1.3.2 UK.

According to Actinic press, v1.3.2 is a planned maintenance version incorporating three changes from the previous version.

For details of changes and to download v1.3.2, please go to:

www.actinic.co.uk/referrer/Download.php4?nCategory=22