

Pendaftaran Alamat Website Untuk Search Engine Optimizer

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Pendahuluan

Suatu alamat website agar bisa segera di indeks oleh mesin pencari harus segera didaftarkan pada database mesin pencari. Karena mesin pencari tidak sepenuhnya dapat mengindeks website anda secara otomatis, disebabkan banyaknya alamat website yang ada di internet.

Beberapa mesin pencari utama yang ada didunia internet yang dapat mendaftarkan alamat website secara mudah adalah :

- Google (www.google.com)
- Yahoo (www.yahoo.com)
- Bing (www.bing.com)
- Exalead (www.exalead.com)

Saat ini Bing dan Yahoo telah merger, sehingga pendaftaran alamat website hanya bisa dilakukan pada mesin pencari Bing.

Tujuan

Tujuan utama pendaftaran alamat website adalah ;

1. Mempercepat mesin pencari untuk mengindeks website
2. Mempercepat publikasi website
3. Menaikkan *visibility* (kemudahan dalam hal pencarian) alamat website
4. Untuk sebuah institusi akademik berguna untuk menaikkan rangking webometrics, terkait dengan *visibility*.

Pendaftaran Alamat Website

Google

Untuk mendaftarkan alamat website di mesin pencari google, dilakukan pada alamat : www.google.com/addurl, namun sebelumnya kita perlu memiliki account email di google mail yang didaftarkan di www.gmail.com.

Setelah mendaftarkan email di gmail kemudian login email, maka masuk pada halaman web pendaftaran alamat website www.google.com/addurl, akan timbul halaman website seperti berikut ini :



The screenshot shows the Google Webmaster Tools interface for adding a new URL. The browser's address bar is highlighted with a red box and labeled '1', showing the URL https://www.google.com/webmasters/tools/submit_url?continue=http://www.google.com/addurl/continue%3D/addurl. Below the Google logo, the 'Webmaster Tools' section is visible. A text box for the URL is highlighted with a red box and labeled '2', with the text 'Masukkan alamat web'. Below this, a CAPTCHA image is highlighted with a red box and labeled '3', with the text 'Masukkan kata kunci'. At the bottom, the 'Submit Request' button is highlighted with a red box and labeled '4', with the text 'Di Klik'.

Google adds new sites to our index, and updates existing ones, every time we crawl the web. If you have a new URL, tell us about it here. We don't add all submitted URLs to our index, and we can't make predictions or guarantees about when or if submitted URLs will appear in our index.

URL:

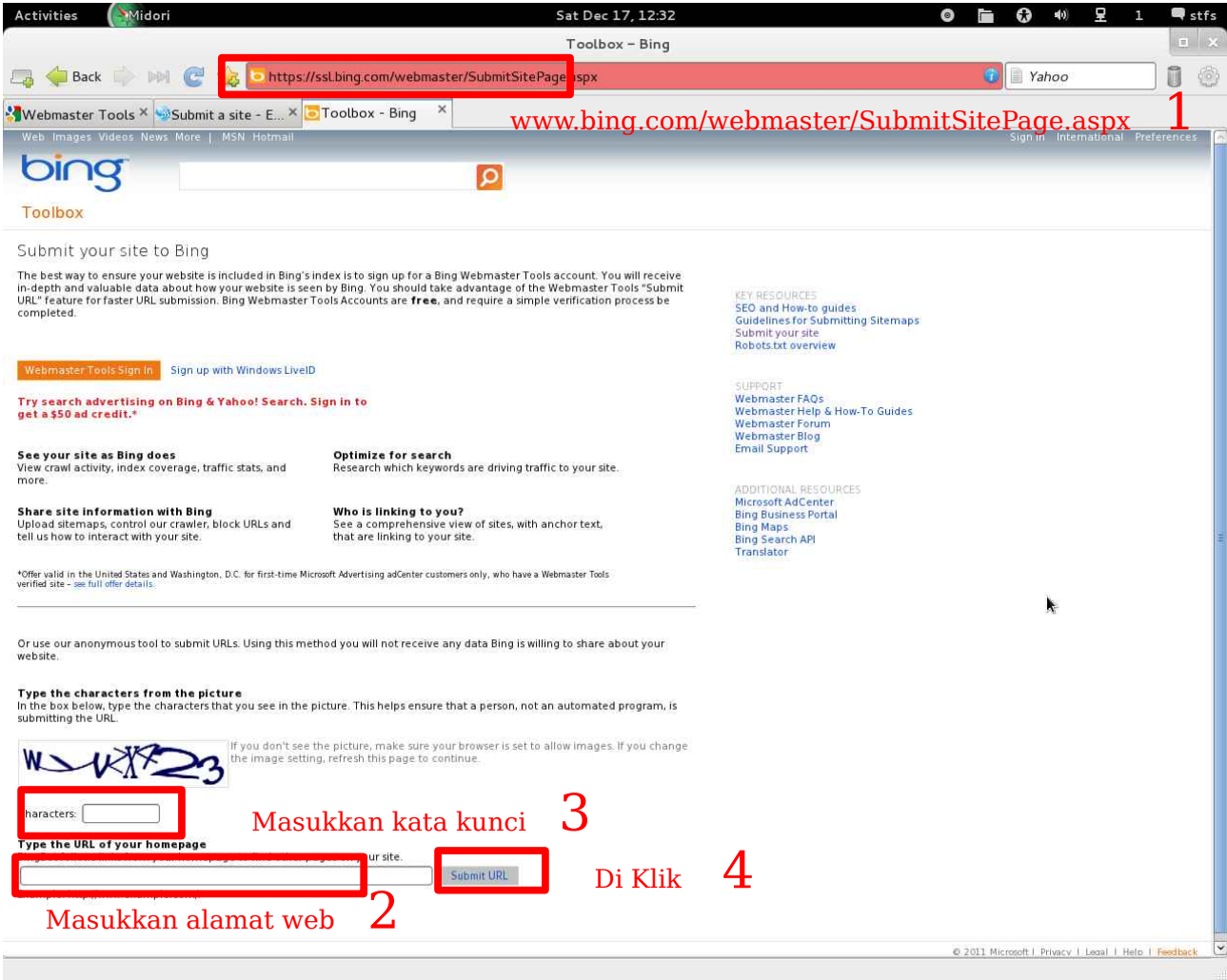
Type the two words: 

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Bing

Untuk mesin pencari Bing dikarenakan telah merger dengan Yahoo, maka pendaftaran di mesin pencari Bing akan otomatis terindeks oleh mesin pencari Yahoo. Pendaftaran alamat website di mesin pencari bing, dilakukan pada alamat : <https://www.bing.com/webmaster/SubmitSitePage.aspx>.

Akan timbul halaman website seperti berikut ini :



The screenshot shows the Bing Webmaster Tools submission page. The browser's address bar is highlighted with a red box and labeled '1'. The page title is 'Toolbox - Bing'. The main heading is 'Submit your site to Bing'. Below this, there are several sections: 'Webmaster Tools Sign In', 'Try search advertising on Bing & Yahoo!', 'See your site as Bing does', 'Optimize for search', 'Share site information with Bing', and 'Who is linking to you?'. At the bottom, there is a CAPTCHA section labeled 'Type the characters from the picture' and a section labeled 'Type the URL of your homepage'. The CAPTCHA image shows the characters 'WVX23'. The URL input field is highlighted with a red box and labeled '2'. The 'Submit URL' button is highlighted with a red box and labeled '4'. The text 'Masukkan kata kunci' is written in red next to the CAPTCHA, and 'Masukkan alamat web' is written in red next to the URL input field. The number '3' is written in red next to the CAPTCHA, and the number '4' is written in red next to the 'Submit URL' button.

1

2

3

4

Masukkan kata kunci

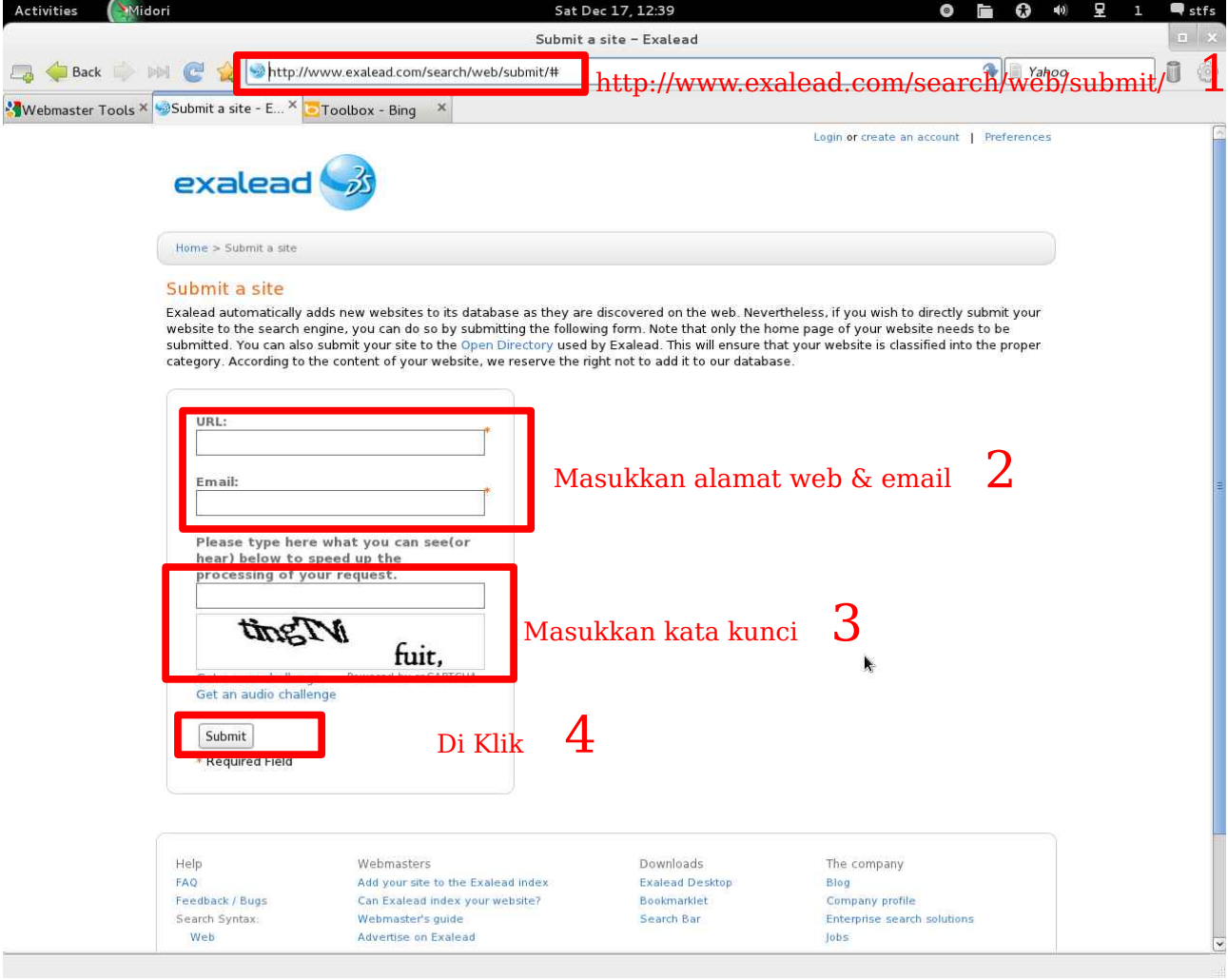
Masukkan alamat web

Di Klik

Exalead

Untuk mendaftarkan alamat website di mesin pencari exalead, dilakukan pada alamat : <http://www.exalead.com/search/web/submit/>.

Akan timbul halaman website seperti berikut ini :



The screenshot shows a web browser window with the URL <http://www.exalead.com/search/web/submit/#> in the address bar, highlighted with a red box and labeled '1'. The page title is 'Submit a site - Exalead'. The Exalead logo is at the top left. Below the logo, the text 'Submit a site' is followed by a paragraph explaining the submission process. A form is displayed with the following fields and annotations:

- URL:** A text input field, highlighted with a red box.
- Email:** A text input field, highlighted with a red box. To the right of these two fields is the annotation 'Masukkan alamat web & email' with a red '2'.
- Keywords:** A text input field with the placeholder text 'Please type here what you can see(or hear) below to speed up the processing of your request.' Below this field, the words 'tingTV' and 'fuit,' are visible. This field is highlighted with a red box, and to its right is the annotation 'Masukkan kata kunci' with a red '3'.
- Submit:** A button labeled 'Submit', highlighted with a red box. To its right is the annotation 'Di Klik' with a red '4'.

At the bottom of the page, there is a footer with links for Help, Webmasters, Downloads, and The company.

Semua mesin pencari tidak menjamin bahwa pendaftaran alamat website dapat diindeks secara realtime (saat itu juga). Namun mesin pencari sudah pasti memasukkan alamat website ke dalam database mesin pencari, sesuai dengan alamat website yang didaftarkan.