

## **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](http://www.google.com))
- Yahoo ([www.yahoo.com](http://www.yahoo.com))
- Bing ([www.bing.com](http://www.bing.com))
- Exalead ([www.exalead.com](http://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](http://www.google.com/addurl), namun sebelumnya kita perlu memiliki account email di google mail yang didaftarkan di [www.gmail.com](http://www.gmail.com).

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

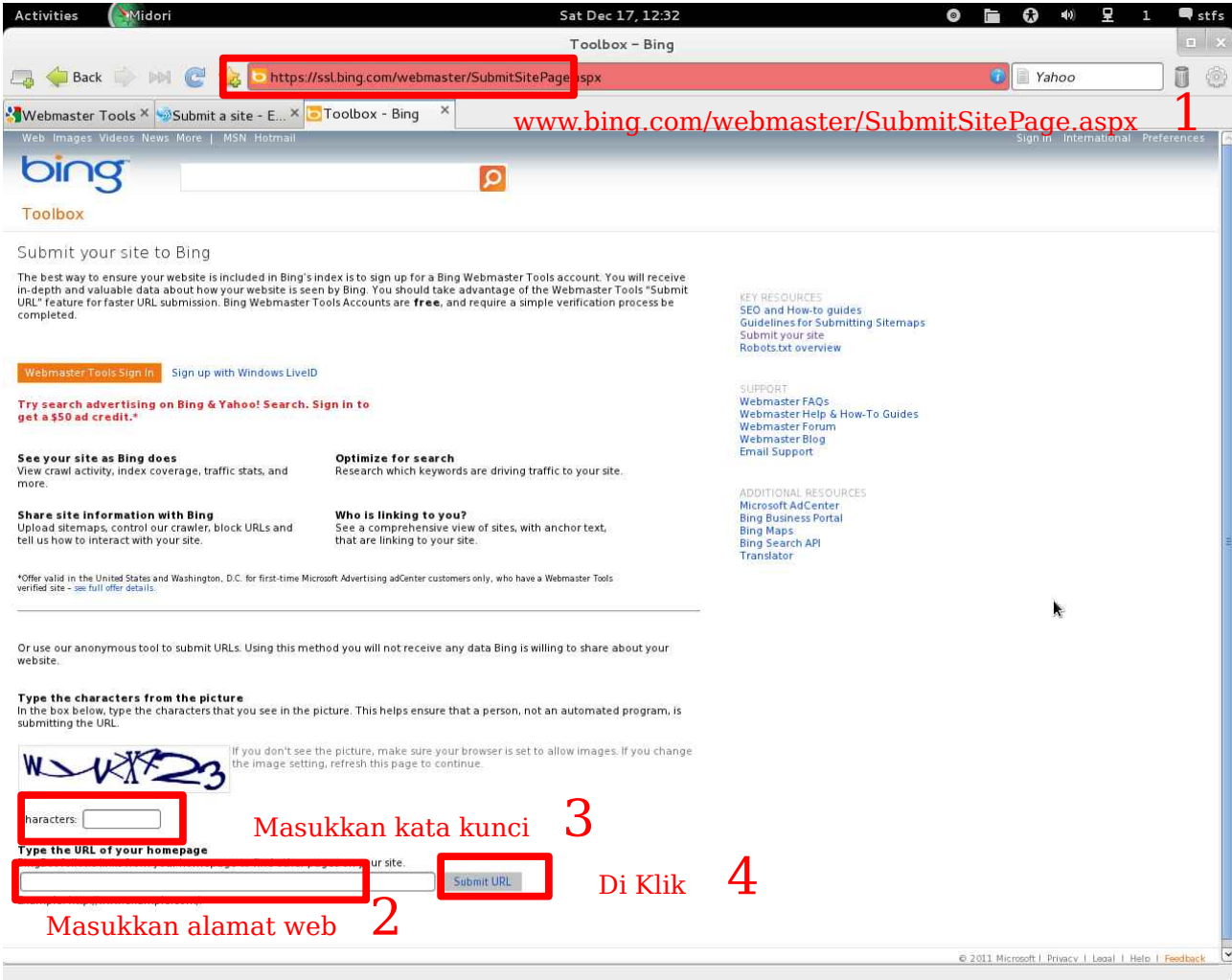


The screenshot shows the Google Webmaster Tools interface for adding a new URL. The browser address bar shows the URL <https://www.google.com/webmasters/tools/submit?url=https://www.google.com/addurl>, with a red box around the URL and the number '1' next to it. Below the browser, the Google logo is visible, followed by the 'Webmaster Tools' header. The main content area contains the following text: "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." Below this text, there are three input fields: a 'URL:' field with a red box around it and the number '2' next to it; a 'Type the two words:' field with a red box around it and the number '3' next to it; and a 'Submit Request' button with a red box around it and the number '4' next to it. The footer of the page contains the text: "© 2011 Google Inc. - Webmaster Central - Terms of Service - Privacy Policy - Webmaster Tools Help".

## 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 : <http://www.bing.com/webmaster/SubmitSitePage.aspx>.

Akan timbul halaman website seperti berikut ini :

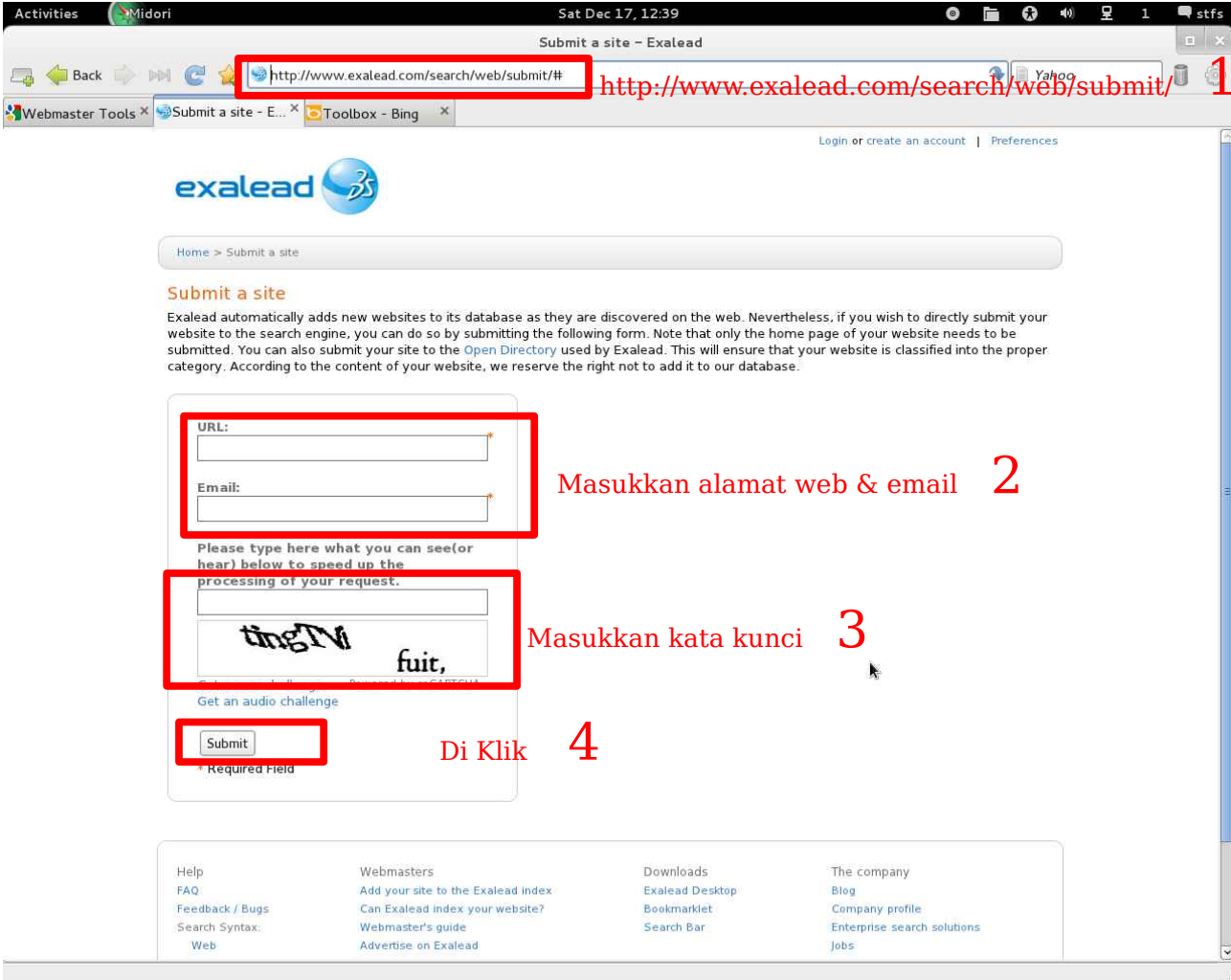


Activities Midori Sat Dec 17, 12:32  
Toolbox - Bing  
Back Forward Stop Refresh Home  
<https://ssl.bing.com/webmaster/SubmitSitePage.aspx> Yahoo  
Webmaster Tools x Submit a site - E... x Toolbox - Bing x  
[www.bing.com/webmaster/SubmitSitePage.aspx](http://www.bing.com/webmaster/SubmitSitePage.aspx) 1  
bing  
Toolbox  
Submit your site to Bing  
The best way to ensure your website is included in Bing's index is to sign up for a Bing Webmaster Tools account. You will receive in-depth and valuable data about how your website is seen by Bing. You should take advantage of the Webmaster Tools "Submit URL" feature for faster URL submission. Bing Webmaster Tools Accounts are **free**, and require a simple verification process be completed.  
Webmaster Tools Sign In Sign up with Windows LiveID  
Try search advertising on Bing & Yahoo! Search. Sign in to get a \$50 ad credit.\*  
See your site as Bing does View crawl activity, index coverage, traffic stats, and more.  
Optimize for search Research which keywords are driving traffic to your site.  
Share site information with Bing Upload sitemaps, control our crawler, block URLs and tell us how to interact with your site.  
Who is linking to you? See a comprehensive view of sites, with anchor text, that are linking to your site.  
\*Offer valid in the United States and Washington, D.C. for first-time Microsoft Advertising adCenter customers only, who have a Webmaster Tools verified site - see full offer details.  
Or use our anonymous tool to submit URLs. Using this method you will not receive any data Bing is willing to share about your website.  
Type the characters from the picture In the box below, type the characters that you see in the picture. This helps ensure that a person, not an automated program, is submitting the URL.  
If you don't see the picture, make sure your browser is set to allow images. If you change the image setting, refresh this page to continue.  
characters:  Masukkan kata kunci 3  
Type the URL of your homepage   Di Klik 4  
Masukkan alamat web 2  
© 2011 Microsoft | Privacy | Legal | Help | Feedback

## 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. The page title is "Submit a site - Exalead". The form contains the following fields and elements:

- URL:** A text input field, highlighted with a red box and labeled "1".
- Email:** A text input field, highlighted with a red box and labeled "2".
- Keywords:** A text input field containing "tingTV" and "fuit,". It is highlighted with a red box and labeled "3".
- Submit:** A button, highlighted with a red box and labeled "4".

Below the form, 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.