

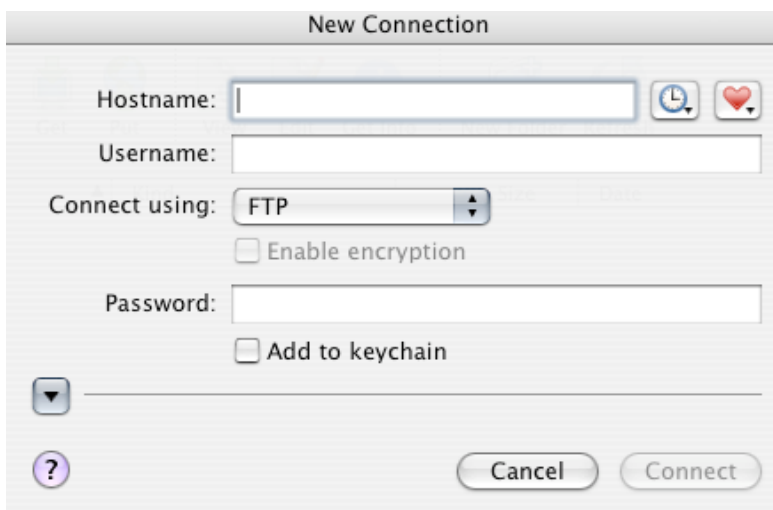
Fetch

Fetch is a FTP (File Transfer Protocol) program, which connects from your local computer to a remote server.

Uploading with Fetch

Via email, your host should provide three bits of information, your **Hostname** (chosen by the host and is usually a series of numbers and dots, such as 33.452.378.25 but could also be something like “ftp.myhost.com”), **Username** (generally chosen by you but sometimes provided by the host) and a **Password** (generally chosen by you but sometimes provided by the host). To make this even more irregular, the Hostname, Username sometimes go by different names. Each host is going to be different so be patient.

Launch Fetch and the window bellow will appear. Type in the info provided from your host.



Once connected, drag and drop ever file and folder (except the RAW folder) within your site root folder. It's that easy. Your site root folder should match your server window, however, each host may place extra folders in your server space, such as a “CGI,” “_private,” or “.access,” these folders are not to be changed or deleted.

To delete a file or folder, simply select the file/folder and click on the Delete button at the top right of the window (see diagram bellow).



DNS

If you your host company is different than your domain register, you will need to change the DNS (or Domain Name System) information at your register. This can take a few days to update so plan accordingly. Your host should provide two DNS addresses, such as:

ns1.idx.net
ns2.idx.net

Getting Listed

Crawlers vs. Directories

Crawler-based search engines, such as Google, create their listings automatically. They crawl the web using automated technology, such as spiders or bots looking for keywords, links and other useful content. They index the content and then people “search” the index. To keep the search results fair and relevant, search engine companies are very secretive about the algorithms used to collect and index website content.

A human-powered directory, such as the Open Directory, depends on humans to collect and organize its content. The potential participant submits a short description of his/her site’s content to an editor, whom accepts or rejects the site. A search of a directory, therefore, only matches hits to sites individually submitted and accepted.

Hints: Submit to as many search engines as possible and encourage as many links to your site as possible.

Visit, searchenginewatch.com and www.searchengine.com for tips on how to better understand search engine technologies.