

Getting Listed and Uploading

Fetch

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

Host

A host is a company or institution, which hosts (stores) websites on their server(s)

Via email, the host will provide three bits of information:

- 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 the user but sometimes provided by the host
- Password** Generally chosen by the user but sometimes provided by the host

Hosts sometimes refer to the Hostname and Username as something different than Hostname/Username, so be patient

DNS

If the host is a different company than the domain registrant, the DNS (or Domain Name System) needs to be changed manually – the host will provide two DNS addresses, such as:

ns1.idx.net
ns2.idx.net

Enter these addresses into the update DNS page of the domain registrant – contact the domain registrant for assistance

Getting Listed

Crawler-based search engines, such as *Google* and *Bing*, create search results by scouring the web using automated technology, such as: spiders or bots - these automated technologies search for keywords, links and other useful content and then “index” (add to a searchable data bank) and prioritize the information

To keep search results as relevant to their users as possible, search companies are very secretive about the algorithms and other automated technologies used to sort website content

Hints

- Be weary of online SEO companies promising top-page search results
- Meta data isn't as influential as it use to be
- Submit to as many search engines as possible
- Encourage as many links to and from your site as possible

Resources

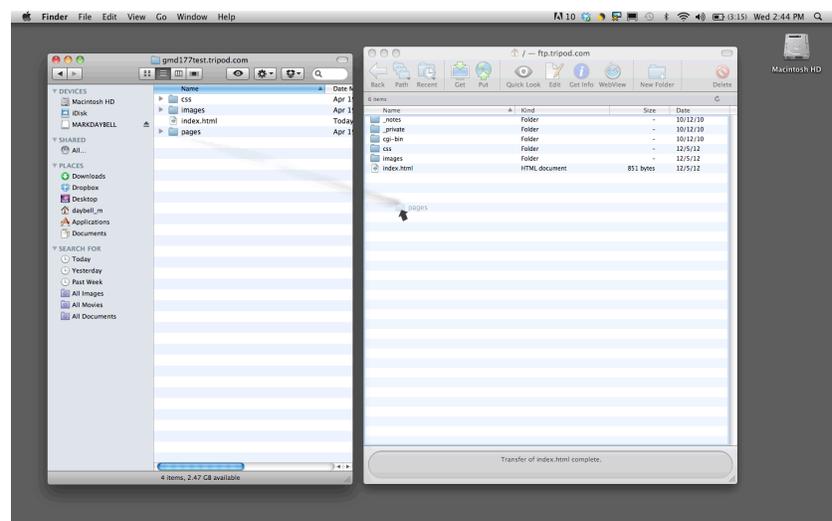
- searchenginewatch.com
- <http://www.smashingmagazine.com/2012/12/seo-the-inconvenient-truth/>

Uploading using Fetch

Launch Fetch and log in by entering the corresponding information as provided by your host



Once logged in, most uploads are as easy as dragging and dropping each file/folder from the site root folder to the server, so the server matches the site root folder



To delete a file or folder, simply select the file/folder and click on the “Delete” button at the top right of the window



Notes

- If dragging and dropping doesn't work, contact host for assistance
- There may be extra folders on the server, such as a “CGI,” “_private,” or “.access,” these folders are added by the host and are not to be changed or deleted
- The “raw” folder is probably not needed on the server