

The topic of getting more traffic to your site is called SEO: Search Engine Optimization. It can be easy & cheap, or complicated and expensive.

Search engines are always looking for new pages and updates. This is called “crawling.” It usually takes about a week for sites like Bing or Google to pick up on changes. You can speed up the process by simply submitting the site to either (or other search engines.) A search phrase like “submit my site to Google” (or some other site) will get you there. Type in your address and hit SUBMIT. Done! [Those sites prefer it when developers submit sites themselves.]

If you want to take it to the next level, you have two choices. You can apply for Web Master status with places like Bing & Google. They have their own process, but usually ask that you upload a file they offer to your site and it remains hidden to visitors. They check for it and then explore your site. The bigger step is hiring a firm to do it for you and pay a monthly or yearly fee to them to keep updating the status of your site to search engines.

Here is what I can tell you about your site:

-Your site is fine! Google & Bing spot the front page right away and more than a dozen references to you as well. (There is a preacher at [www.michellemalone.org](http://www.michellemalone.org), so make sure to keep your ownership of your URL up-to-date.)

- I submitted your site to Google & Bing. (Forgive me if I overstepped!) Basically, it’s a simple request for Google & Bing to take another look at your site and report new pages to searchers. It doesn’t affect your site or alter what you’ve done; anyone can do this. This action and about a week of time will usually be enough for both search engines to check out your new site and report the new pages to searchers.
- I checked out what shows up and what doesn’t with Google & Bing. If you type your entire web address in Google, it reports all the pages it knows about. Your new site has new names for some things (Photos, Art, Store, Press Kit, Tour Schedule.) If you follow any of those, you get a notice that “this page does not exist.” Because it doesn’t! Hopefully, a week of time and my submission of your URL will resolve that. At this point, I wouldn’t worry. I think Bing & Google will see it. If they don’t...there are several steps to solve that little problem.
- You are doing the right thing by using social media to alert people to the new site. I SHARED your update on Facebook, so my connections will see it. Hopefully most people who saw the update will do so. Social media is a nifty tool for routing traffic to your site.

Final thoughts - Rolling out a new website happens in stages. You are at step one: launch. You are doing everything right. At about the 3-month mark, you want to make sure that search engines are “seeing” you as they should and that your content is in good order. At the six-month mark you just want to make sure your pages are up-to-date, your content is current and that you continue to use social media to promote your site.

I hope this helps!  
Jeff