

FIND OUT HOW TO GAIN TOP PLACEMENTS FOR YOUR WEBSITE IN GOOGLE SEARCH ENGINE AND WATCH YOUR REVENUES SOAR

DO you own a website, but it never shows up in the top positions when someone searches for it using your most important industry keywords? Since there are hundreds of various factors that Google uses to rank websites, I will not be able to cover all the elements in this article. However, I will include some very important ingredients to help your website become more search engine friendly.

Two Major Ingredients Your Website Must Have To Gain Top Placements in Google

Google is primarily driven by two major factors when they rank websites, which are the on-site and the off-site optimization factors. The on-site optimization factors include relevant keywords optimized on specific places on your web pages. This includes keywords positioned in the title tag, anchor text links, header tags, visible keywords on the page, keyword density, the frequency of updates and new amount of information on your pages etc. The off-site optimization factors include the amount of quality and authority websites that link to your website. However, don't make the mistake of signing up with link exchanges, link farms, FFA pages, and so forth. Doing this could actually harm your website's ranking in Google, since they believe you are manipulating your way to gain top placements. Google's algorithms sort out good links from bad links and some websites have even been banned from Google's index practicing these sorts of methods. If you are looking to gain better placements, it's important to look in the good neighborhood of websites related to your website.

Google "Page Rank" Technology and Its Influence of Your Website's Ranking

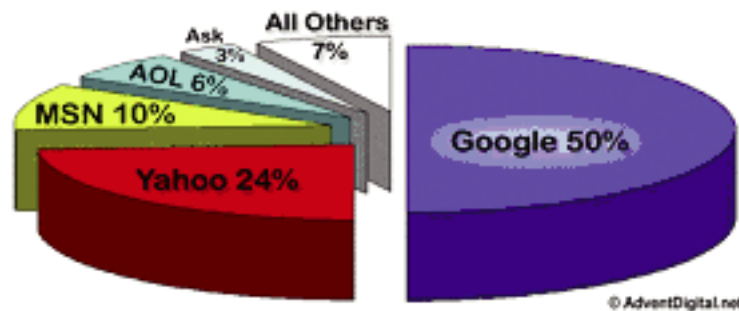
Google uses page rank technology (0-10 logarithmic scale) to check how important a website is deemed "in the eyes of Google". The higher the number, the more important your website is to Google, which will consequently help your website gain more top placements for your keyword terms. To

popularity, but they only display a sample of all the sites that link back to your website.

"Trust Rank" Technology and Its Influence of Your Website's Ranking

Trust Rank is another technology that Google uses to rank websites and is based upon how many back links your website has from trusted websites such as Yahoo, DMOZ, major corporations, governmental websites etc. The "authority score" is based upon how many quality and authority websites link to your websites compared to links from spammy websites. If your website provides useful content, there may be chances that some of these spammy websites may link to your website and therefore increase your spam mass estimation score. This can be overcome by building a solid link

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gain a higher Page Rank for your website (gain more authority in the eyes of Google), your website's link need to be located on a relevant and high Google Page Rank page. You can download this free toolbar at <http://toolbar.google.com> to find out your website's Google Page rank as well as your competitors. However, the visible Page Rank is only updated 4 times a year, which means the page rank you see today may not be the actual page rank since this is updated many times invisible to the public. It is important to note that Page Rank is only one part of Google search engine algorithms to rank websites.

To check how well your website is doing in terms of back links (web pages that link to your site), type in "linkdomain:www.yourwebsite.com" in Yahoo. You could also use Google to check your website link

campaign using high Google Page Rank and "authority websites partners". In addition, the way you link with them with anchor links etc. plays an important factor in how well your keywords will rank in Google.

Major Algorithm Changes and How It Affects Your Ranking Positions

Google trust older websites more compared to newer sites. These major algorithms change (a.k.a the "Florida update"), disable newer websites to gain top placements quickly until they have "matured" according to Google's standards.

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(Diagram Below) An example of Google Page Rank for Wikipedia.org measured as a green bar from a scale 0-10.

