

## **HOW GOOGLE IS DIFFERENT – PAGE RANKING**

Google starts its mission statement with the words "Google's mission is to deliver the best search experience on the Internet". When Google first started its mission statement might have been something more like "Google's mission is to map the Internet in order of popularity". This is what sets Google apart from its competitors. You see, in the beginning Google was not supposed to be a search engine, it was a mapping tool created by two doctoral students at Stamford University. That is why the technology behind Google is very different to the technology used by other search engines.

As we learnt in [The Basics of Search Engines & Directories](#) most search engines index sites according to keywords and they "rank" the indexed sites, usually according to the frequency of keywords in the text or body of the web page. Google also indexes sites for content but instead of just matching keywords and content it runs a sort of popularity contest.

### **PAGE RANKING**

Google explains their PageRank technology: "PageRank uses the vast link structure of the web as an organizational tool. In essence, Google interprets a link from Page A to Page B as a "vote" by Page A for Page B. Google assesses a page's importance by the "votes" it receives.

Google also analyses the pages that cast the votes. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages important. Important, high-quality pages receive a higher PageRank and are ordered or ranked higher in the results."

### **CONTENT ANALYSIS**

Google combines PageRank with content matching to return the best web pages to the user. Google not only counts the frequency of keywords it also weights the keywords according to their type (e.g. Heading vs. Body). Hyperlinks and the content of the pages being linked to, are also important to Google and how it will rank your page for any given query.

### **HOW TO INCREASE YOUR GOOGLE PAGE RANKING**

Submitting your URL to Google does not seem to have any real effect on the likelihood of your site being ranked or listed by Google. Instead Google likes to find your website by following the links on other websites. This is often why people will make paid listings in minor search engines and this system works well. Being listed in industry, geographical and other paid directories, also help to increase your Google PageRank.

But there is only one real way of improving your Google Page ranking, and that is by building a content rich site that is referenced by other websites. And the more popular those websites are the better.

Do not overlook the people you do business with on a regular basis. Often these businesses will see the commonsense in exchanging links with you if you have good quality content. Let them know that doing this will help their Google PageRank too.

So how many links is enough to get you to the top spot? This is impossible to know, it all depends on the competition you face and what keyword phrase you are targeting. Web Assets managed to get first place position with the keyword phrase "website marketing australia" with about 12 active links. We will probably need to get something like 20 active keyword links to get the same positioning for the keyword phrase "web site marketing australia".

Try if you can to keep the links themed around your industry or the products and services you offer. Ask for the links to your site be done through hyperlinks rather than images and logos. Hypertext links rich in keywords will get you the best results.

#### **TOO MUCH IS NOT ENOUGH**

Don't stop building your link network when you have ten or twenty links. Keep working at it, or better still delegate the task to a staff member who can email likely link partners on a regular basis as part of their normal tasks.

#### **AVOID LINK FARMS**

You have probably received emails offering to list your site with 1000's of search engines at some very attractive price. Resist the temptation, these services are frowned upon by Google and instead of increasing your ranking you are likely to get your site banned, therefore undoing all the good work you have already done.

#### **IF IT SOUNDS TOO GOOD TO BE TRUE IT PROBABLY IS**

You may be tempted by offers that guarantee first place position or immediate inclusion. Be very careful, these offers are usually not worth the screen they appear on. They will certainly want their money up front and they will most likely have very strict refund policies.

If people promise you a service that delivers results from Google in less than two months they are punting on something they have no control over and they are most likely going to use some disallowed tactics to get their results. Getting your website involved with these tactics is risking your Google ranking for life.

If you would like to read what google has to say about this please visit:

<http://www.google.com/webmasters/guidelines.html>