

Google Page Rank

The world today is dominated by computers and the Internet. With more and more entrepreneurs engaging in ecommerce, having a high site page rank is important.

There are a million pages on the Internet today, each one having different page ranks. Page rank, in sum, is a measure of website link popularity. Google ranks pages based on the importance and relevance of pages, though some pages can be seen in context with the reputation of the whole site. The higher the page rank is the more people who get to see the page. In general, however, a website's homepage can have a different page rank from the "articles" pages.

Business owners and many Internet marketing professionals constantly study the algorithm being used by top search engines especially Google as most traffic comes from this site. Knowing the algorithm used to determine page rank; professionals can now create the fastest and easiest way to increase page rank.

When Internet users search for information on the Internet, they use certain words to find what they need. Internet marketers use all sorts of techniques to find these keywords and focus their efforts to increase page rank by using these terms. Some use search engine optimization methods such as the installation of Meta tags and description to help search engine spiders understand what the page is about. Others take advantage of better web design while others buy text links so as to redirect traffic towards their site. Some webmasters choose to exchange links with other sites in the same niche.

According to a survey conducted in 2005, majority of web traffic to sites come from major search engines such as Yahoo, MSN, Google and AskJeeves, with Google leading the pack and sending 37.3% of traffic to sites. This is the reason why most webmasters aim to increase Google page rank. Pages are ranked from 0 to 10 and it is said that 97% of sites are ranked between 0 to 6.

When you buy web text link as a strategy, don't expect that you can get an immediate increase Google page rank since Google uses a secret algorithm in ranking pages. You need to ensure that the site you are linking to is relevant to your site's content. This means that even if you have 1,000 links to different real estate sites and but your website is about music production, you can still get a page rank of 0 because your relevancy factor is low.

Targeting the right audience is the best way of increasing your page rank. As such, internet marketing is more complicated than what most people think as you will need to make your research so you have a better idea about the people who are actually using your product so you can make the necessary adjustments for your marketing strategies.

In sum, a higher Google page rank doesn't guarantee higher traffic and sales but ranking good in search engines opens new business opportunities for these sites at the top.