What is PR

Page Rank (PR) is Google algorithm used to calculate the relative importance of a web page on the Internet and assign it a numerical value from 0 (least important) to 10 (most important). This value is calculated based on iterative analysis of link to the web sites. If a web page and links to related web pages, and then will receive 1 BB "vote" for their rating.
Fact: Page Rank is calculated on the Web page on the web page, rather than on the web site, Web site

The importance of web pages casting a vote, and the total number of outbound links on the web page of casting a vote are the main factors that determine how much "voting share" is a web page will be broadcast every reference to them. Google calculates a web page to page rank by summing all the voting shares in that web page using iterative calculation.

Page Rank is one of the factors that Google uses to determine their search Ranking Positions (extradition "s). Should be noted that this algorithm is only one part of their overall rating scheme, and not necessarily the most important, since many web whether you believe. Generally speaking, the Internet user has no appreciation of the concept of ranking pages, and I can not say that on a particular page PR-yes, if they do not have the Google Toolbar (or use the Internet page rank checking). at the top of Pages in Google search ranking algorithm understanding of the concept is still important for any webmasters involved in the traffic to your site.

Fact: Not all links to a web page, counting of votes, and that the web page

After Google introduced the concept of Page Rank unsavory webmasters developed ways to manipulate the rankings. These webmasters start building Web pages for the sole purpose of increasing the number of incoming links pointing to their site.

General Kryaker SEO methods:

* Link Farms - pages that contain long lists of links that are not created for the sole purpose of manipulating search engine rankings and the top of the page

* Admission page - orphaned web page, or at the same site or distributed via the Internet, stuffed with keywords that have links to the criminal site. Used to artificially inflate links to the site.

* Free for All Links pages - such link farms where, as you can see from the title, someone is free to place their link. As soon as a valuable way of disseminating information about your site, the abuse through automated material has a value of these objects, and is now seen as a search engine SPAM.

* Automated Hosting or link exchange - Web sites that offer to provide "hundreds" in a link to your site instantly. As you will have to install some html code to your site to display their catalog and the return of anyone else who found the code to your site will show you a link. This is a case of "if it sounds too good to be true it is." In the search engine had meaning of this method for monitoring and unnatural "peaks" in the number of backlinks pointing to the site. In fact, you can catch the top of your method, but if the search engine on your wise practice (as they always eventually do), you risk being dropped from their index or black holed in their ratings.

As Page Rank calculated?

When Google introduced the concept of ranking pages they, as they are going to use the algorithm for the calculation. This formula in its current form is known only to engineers at Google, but it is fair to say that is very similar to the following formula.

PR (A) = (1 - d) + d (PR (t1) / C (t1) + ... + PR (t) / C (t))

While at first glance this may seem complicated equation, in fact, the concept is not that difficult to understand. Let minute to break down the formula, and see what conclusions can be drawn.

PR (t1) ... PR (t) - Page Rank (PR) on each page, from page to t1 ton. (tons in the amount of 1 link to a web page, A)

C (t1) ... C (t) - The number of outbound connections (C) on each page, from page to t1 ton

g - attenuation coefficient

Unlike the original Google Page Rank white paper:

The parameter d is a damping factor which can be set between 0 and 1. We usually set d to 0.85.

Knowing that these parameters, hence the importance of knowledge damping factor, we can simplify the formula for the top:

PR (A) = 0,85 * 0,15 + (A "share" in the PR of each page link to a page A)

The "participation" in each web page to page A badge can be calculated by dividing the Page Rank of the web page links to the number of outbound links on this page. Each of the links on this page will receive an equal share of the votes in the Page Rank page, which contains a reference to the outgoing. Total available at the top of each web page to send outgoing slightly less than the overall rating of pages of this page (PR page * 0,85), which can be easily obtained when the attenuation coefficient known.

Consequences

In a basic understanding of the algorithm, we can draw some conclusions on the top, and its implications for your website. For example, it could have a link to a web page X, which has a high ranking pages less than the top transfer of voting shares to a website than link to the web page Yu lower ranking pages.

How can that be? Let's analyze example:

Page X - 4 rating, 10 outbound links

Page Y - the top 8, 100 outbound links

This page will channel N 0.85 (4 / 10) = 0.34 page rank voting shares of each of the links

Page JU will transfer 0.85 (8100) 0068 by the beginning of the voting shares of each of the links

Even if Page H has a much lower rating pages worth, the fact that the number of outbound links on the page N so much less than he actually visit JU transfers over the top voting shares of each of the links page than Y.

Pages that do not link to them will continue to have modest top pages worth 0.15 with (1 - d) part of the equation. It is important to note that although it is fair and in accordance with the equations, only Google engineers secret known whether actual top page in the voting share is transferred in this scenario. Google may well say that the links page to submit the top vote share from 0 to click, and no one will know exactly but themselves.

Fact: Dashboard displays Google Page Rank as a base 10 log scale that is not "factual" with Page Rank calculation

The average rating of all the pages in the index page 1. You can have "de facto" top-million, or far less than 1, using the formula page rank, but Google Toolbar displays only the numbers 0 - 10 of its pr meter. Only Google knows how to scale, and when the original is broken at every level. For example, it can take the actual beginning of the page 10000, using the formula above, in order to achieve the rank of page 4 / 10 scale on the dashboard.

Page Rank Voting Share - A simple example

Pages, which includes only a few references to them have little or no page rank in the vote share before the transfer of outgoing links. To calculate the rating voting page web pages link to it, we must focus on the second part of the page ranking forumula. Based on the attenuation coefficient of 0.85 Google whitepaper our calculations will be in the form of 0.85 (0.15 / # outbound links), which will always be equal to something close to zero. At 0.15 in the equation is found using this calculation = 0,15 (1-0.85) + 0,85 (0). As the number of outbound links on this page, a page will grow even lower ranking pages of the voting shares of each of the links.

Understanding this clear why in connection with the link farms and free for all links page does not help your page rank. Because nobody connects these FFA pages they have "low" top page with a small value of the top proliferation of voting shares. Busy free for all links pages have several hundred or thousands of outgoing links on them. If we execute quickly mathematics (being generous and giving ffa pages worth 0.25 ave)

Calculating Page Rank Voting Share Transmitted in each of the links to a page FFA

The number of outbound links FFA On Page: 50

* PR Voting Share Calculation: 0,85 (FFA PR / Outbound Links FFA) = 0.85 (0.25/50) = 0.00425 PR Voting Shares Transferred to each of the links

The number of outbound links FFA Page O: 100

* PR Voting Share Calculation: 0,85 (FFA PR / Outbound Links FFA) = 0.85 (0.25/100) = 0.002125 PR Voting Shares Transferred to each of the links

The number of outbound links About FFA Page: 500 (total FFA pages)

* PR Voting Share Calculation: 0,85 (FFA PR / Outbound Links FFA) = 0.85 (0.25/500) = 0.000425 PR Voting Shares Transferred to each of the links

The number of outbound links About FFA page: 1000

* PR Voting Share Calculation: 0,85 (FFA PR / Outbound Links FFA) = 0.85 (0.25/1000) = 0.0002125 PR Voting Shares Transferred to each of the links

From the calculations, it is not difficult to notice that there is very little in the vote share of the top transferred from FFA links on their pages outbound links, and you have several thousand links to pages of this kind see any real value at the top! That is assuming that Google does not blackhole these pages our index and actually allows top pages of the voting shares to deviate from these pages, in the first place, that in no way guarantees, and only at the discretion of Google.

Page Rank in complex networks

The above example is not actually duplicate the real world, such as calculating the percentage of the top vote in an idealized ffa page in a situation where the top page to page, is already known. In complex networks with references and links to related web pages, the actual beginning of the page on the web page may not be known because of the interdependence of each web page with each other, to calculate page rankings.

Think of "chicken and egg" situation. This problem can be solved by taking the best guess on the original cost of each rank Web pages in the network, and its connection to the rank of the page formula. The results of these calculations are then used to calculate the additional property to the next rank web pages in the network. This calculation is repeated again and again until the top of the page limits. This limit, the actual start of this page to page. In the complex web page to be found at the top of all web pages can take millions of iterations.

Click here for more examples and web pages rank calculator

It is also worth noting that when the web page translation of the top voting shares to a different web page on the top page in the development of the page is not restricted in any way. There is no actual transfer of top pages only weighted "voting turned to outbound links.

Links to related web pages with high Page Rank, and virtually no other outbound links on them, but they provide the best opportunity for boosting your page (if it is your goal, and it should not be, the reference to no movement, and more villages.). Make sure to work on your content, as well as the development and approaching other webmasters on the link. The bottom line is you need to have a web site for people to link to it.

Article From Software Cool

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