

Breaking the Myth about Page Rank (PR) Breaking the Myth about Page Rank (PR)

The most difficult challenge most web designers face is getting traffic to your site. There are plenty of companies who promise to send traffic your way. Sadly, most of this traffic is not qualified. Yes, your hit counter will move higher, however, if it's not qualified, you may find you have unhappy visitors to your site. Unhappy visitors will not click on your ads or purchase your products.

Once you have optimized your site, consider submitting it to every search engine. If you want to get spidered quicker in Google, have a web page with a PR of 4 or higher point to your site. Your site will be spidered within a couple of days!

One myth I would like to bust is that PR is a measure of a web site. Its not. I receive countless emails offering a reciprocal link with their PR5 or PR6 site. Unless my link is appearing on the main page, or a page that has PR6, I am not getting a share of PR6. Most likely, my link will appear on a page that has a PR2!

Page rank is Google's ranking of that specific page's relevance. Just because the main page has a PR of 4, does not make every page on the site a PR4. Beware of sites who claim that they will exchange links with you and it's to your benefit since they have a PR5 or PR6. Where is your link appearing? If it's on a page that has a PR of 4 or 5 or 6, great!

Reciprocal linking, if done properly, will ensure that your keywords are at the top of the search engine. If you have a popular keyword, you all need to have more back links. Pick your link partners properly, and ensure that they are linking to your keyword.

For example: if your site is www.joesdinner.com, consider sending out requests to relevant higher ranking pages to start with, followed by lower ranking pages and ask web designers to link back in a manner so that your url is a hyperlink for your keyword, not your site url or site name.

Presuming their keyword is "best dining in newyork", having links pointing to your site with an anchor tag incorporating your keywords will improve your search engine rankings dramatically.

Once you have established a collection of sites pointing to your site using your keywords, you will start receiving reciprocal link exchanges from other sites. This is where you can start to be particular.

If you want to maintain an effective PR and attract better sites for linking, follow these tips:

a) Is it indexed?

While their site may be indexed, the page where they are placing your link, is it at least indexed by Google? If you type in `allinurl:www.sitename.com/links/right_here.html` and there are no results, consider declining their offer. If the page your link appears on has not been indexed, there is no benefit whatsoever to you. If your pages have PR, they may consider placing your link on another page. If the page your link appears on is indexed, but does not have PR, consider accepting their offer. While the page today may not have PR, it will in time.

b) How many neighbors?

The value of the page rank is shared with each of the links on that page. If you are splitting that PR with several other sites, your share of PR will be small, which doesnt help you. Reconsider accepting any link exchanges if your site is 1 of more than 30 - 40 sites that will appear on that page, unless its a very high PR. Further, if there are too many links on that page, Google may consider the page to be part of a link farm, which may end up penalizing your site.

c) Is it relevant?

Google is big on relevancy. Ensure your links pages are relevant. If you operate a site about golf, having links from cooking sites will not help you establish your page rank. It may cost you more than you get in return.

How to Find Good PR sites:

a) Do a search for them by typing in your keyword and start asking for reciprocal link exchanges. Take a look at their PR and go from there.

Remember, its the number of sites that backline to you that matters, not strictly the PR of the page. I would rather have 50 pages that have a PR1 pointing to my site, than to have 5 sites that have a PR5. Of course, if you can get 50 pages that have a PR5 pointing to your site, you are laughing!

b) Take a look at your existing link partners and check out their links pages. Its clear the people appearing on those links pages are interested in

reciprocating.

c) Purchase software that will help find quality link partners.

It is important to attract higher PR sites when you are on a reciprocal link campaign. However, it's not the most important thing when it comes to search engine rankings. It's the back links that point back at you that are key. The more of those, the better off you will be for your keyword.

Remember: every page starts off as a PR0. Just because it's new doesn't mean it won't get a higher PR once Google gets around to assessing a score. If the page your site appears on is indexed, and it's a relevant site of quality, consider exchanging links. You'll grow a large list of link partners in a short period of time, and increase your search engine rankings in the process.

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