

Google

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Google

By Clare Lawrence

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By Clare Lawrence 15th August 2004

How can I do well on Google? I get asked this question a lot. Google has grown hugely over recent years and now accounts for something like 55% of all web searches.

Google is too important a search engine to ignore, but what's required to get to the top?

Well a starting point is to read Google's guidance to webmasters:

[www.google.com/webmasters/guidelines.html](http://www.google.com/webmasters/guidelines.html)

Hopefully this sets the scene, Google is fighting a war against spammers. It wants sites that contain good relevant content. Google also searches to penalise sites that use spammer techniques to get ahead.

So... if you want to do well, you need a long-term plan.

First create pages that are relevant and content rich.

Second link to authority sites in your theme, this helps Google to categorise your site.

Thirdly, submit to DMOZ, Google uses this directory to power its own and their combined content to assist categorisation ?

Consider submitting to Yahoo, which has a similar effect, though its price of \$299 may not be worthwhile unless you are an e-commerce site.

Then lastly, find 'on theme' sites and persuade them to link to your site. Ideally using your key phrases in the text.

## Google

e.g. Domain name registration - linking through to my domain site Discount Domains Ltd.

There are about 100 factors in the Google algorithm , but the above aspects are most important at the time of writing.

I wish you luck.

Clare Lawrence is CEO of Discount Domains Ltd - A leading UK provider of Domain name registration and Web Hosting services. Please feel free to re-publish this article provided this reference box remains together with a hyperlink to <http://www.discountdomainsuk.com> Clare can also be contacted on [clare@discountdomainsuk.com](mailto:clare@discountdomainsuk.com)

### **Google and its data centres.**

**By Clare Lawrence**

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Google and its data centres.

By Clare Lawrence 2nd January 2004

Ever wondered how Google manages its 3 billion plus index? In this article I explain how big G is organised.

Google uses data centres, these spread the workload between more than 10,000 computers.

How Many Google data centers are there? As of 2nd January 2004, there are 13 data centres, these are located across the globe. More are added from time to time.

#### Domain IP Address

www-mc.google.com 66.102.7.100  
www-lm.google.com 66.102.9.100  
www-kr.google.com 66.102.11.100  
www-ex.google.com 216.239.33.100  
www-sj.google.com 216.239.35.100  
www-va.google.com 216.239.37.100  
www-dc.google.com 216.239.39.100  
www-fi.google.com 216.239.41.100  
www-ab.google.com 216.239.51.100  
www-in.google.com 216.239.53.100  
www-zu.google.com 216.239.55.100  
www-cw.google.com 216.239.57.100  
www-gv.google.com 216.239.59.100

## Google

Google crawls sites continually, then periodically it updates the data centres with a "fresh index", due to the sheer size of data involved, this can't happen instantly so result around the time of re-index appear to jump around.

Each time you browse google you receive data from one of the data centres, this is often the closest geographically, but depends on traffic etc.

Interested to see your results on a different data centre? Copy one of the URL's above into your browser. If the results are different on any of the centres a re-index is in progress.

Google also has two test domains [www2.google.com](http://www2.google.com) and [www3.google.com](http://www3.google.com), these are used to try out new search algorithms, so if your interested to see what might be your results in the future, try seaching on these, bear in mind that not all the experimental algorithms Google develops become part of the main one.

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