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Google PageRank: Not Worth The Worry

By John Metzler

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I notice that a lot of webmasters are obsessed with Google PageRank (Entire sections of SEO forums are even devoted to PR). Web sites do not live and die by their PageRank. A PR 6 web site may rank lower than a site with a PR 5 due to other Search Engine Optimization factors. Search engine results are not proportional to a web site's PageRank value.

The PageRank value is a representation of a web site's internal and external link structure. Internally, your web site's pages should be easily accessible from each other and use anchor text relevant to the theme of the web site. Externally speaking, outbound links should be good quality and/or relevant to your web site's content. And finally, it is widely known that incoming links also contribute quite a bit to PageRank. There is obviously much more to achieving good search engine rankings than the above linking strategies.

With that being said, many webmasters become obsessed with the PageRank of their web sites and consider it to be the bottom line of any search engine marketing campaign. This type of thinking can cloud a much more important issue of whether or not the client has seen an improvement in search engine placement and web site traffic. Always base your achievements on specific rankings for keywords that have been well-researched. If you go parading around about achieving a PageRank of 6 for your client, he or she won't care if they aren't seeing a return on their investment, now will they?

If you're working to increase your link popularity through reciprocal links and refuse to link to web sites that are lower than PR 5, rethink your strategy. Well-designed, well-ranked sites with informative content are always a safe bet to link out to. That was my basic strategy with a client of mine, www.1bbweb.com.

They have a PageRank 4 (at the time of writing this article, January 2005) and rank at #6 on Google for 'bed and breakfast directory' (without quotes). The #7 result has a PR 6 and the next three spots in the first page of results are PR 5 web sites, all higher than my client. This example is repeated throughout the Web and proves that preoccupying yourself with PageRank can result in losing sight of more important ranking factors.

John Metzler is a Senior Vice–President at Abalone Designs (www.abalone.ca) which offers Search Engine Optimization at affordable prices.

Find google pagerank fast and boost your ranking

By Ashish Thakkar

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Manually going through each and every page of Google results, for each and every keyword related to your site to find pages and link partners with high Pr is a big hassle. First you have to search google for the sites then find the PR of the site, after that you need to find the backward links to that site. You would have to do this for each and every link , because there is no way you can find enough high quality link partners in one search(unless you buy a database of HIGH PR sites worth many dollars). This takes a LOT of time and effort. With Jvw Pagerank finder software you can find High quality links in just seconds. It is ideal tool for finding valuable domains.

Now you would ask why pagerank ?

Because PageRank is Google's way of deciding a page's importance. It matters because it is one of the important factors that determines a page's ranking on the search results. Jvw PageRank Finder help you find valuable domains with high PageRank.

Web and software developer at Jimmy's Value World, Inc since 1999.



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