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Great Site Ranking in Google The Secret's Out

By Darren Yates

How many years did you register your domain name for? If it was only one then Google could hold that against you.

Why?

Because the majority of Spam websites only register a domain name for one year. A domain name registered for a longer period implies that the owner is more likely to be legitimate and serious about their web site.

This is just one of the unusual factors possibly considered by Google when indexing and ranking a website. Factors you could never even have guessed at in some cases.

How do I know this?

Google have recently made public the contents of their filing of United States Patent Application 20050071741 on March 31 2005.

In which many of the search giants secret ranking criteria is revealed and it makes very interesting reading. You must read this if you are serious about ranking well in Google. The days of Spaming Google are drawing to a close. With this patent they reveal just how hard they're coming down on Spam sites. You Do Not want to get caught out.

Here are the facts.

· Links.

It's common knowledge that Google relies heavily on inbound relevant links to rank a site. Now they explain exactly how it works.

Great Site Ranking in Google The Secret's Out

As well as the number, quality and anchor text factors of a link. Google seems to also consider historical factors. Apparently the Google 'sandbox' or aging delay begins count down the minute links to a new site are discovered.

Google records the discovery of a link, link changes over time, the speed at which a site gains links and the link life span. With this in mind fast link acquisition may be a strong indicator of potential search engine Spam.

Gone are the days of pages and pages full of links. You must grow your links slowly to stay below the radar and be careful who you exchange links with. That means no more buying hundreds of links at once or other underhand tactics.

PR is now very valuable.

Your link anchor text should vary but remain consistent with your site content. No more using your

main keywords on every link exchange you gain. That's 'anchor Spam'. Instead vary them around your top five to ten keywords.

Link exchanges are still very important but you must work and utilize them ethically. If you don't and you get caught the recovery from a ban can be months in coming and your host and IP may also be recorded.

Softly softly seems to be the message. The fact is fewer but better quality links will benefit you more anyway and they will be much more likely to be long-term which is also good.

- Site click through rates (CTR)

CTR may now be monitored through cache, temporary files, bookmarks and favorites via the Google toolbar or desktop tools. Many have suspected for some time that sites are reward for good CTR with a raise in ranking. Similar to how Adwords works.

CTR is monitored to see if fresh or stale content is preferred for a search result.

CTR is also analyzed for increases or decreases relating to trends or seasons.

- Web page rankings are recorded and monitored for changes.

- The traffic to a web page is recorded and monitored over time.

- Sites can be ranked seasonally. A ski site may rank higher in the winter than in the summer. Google can monitor and rank pages by recording CTR changes by season.

- Bookmarks and favorites could be monitored for changes, deletions or additions.

Great Site Ranking in Google The Secret's Out

- User behaviour in general could be monitored.

As Google is capable of tracking traffic to your site you should closely monitor the small amount of copy returned in search results. Ideally you want to integrate a call to action in there to increase your listings CTR.

Clicks away from your site back to the search results are also monitored. Make your site as sticky as possible to keep visitors there longer. As mentioned above it may also help if you could get your visitors to bookmark you.

- The frequency and amount of page updates is monitored and recorded as is the number of pages.

Mass updates of hundreds of files will see you pop up on the radar. On the other hand few or small updates to your site could see your rankings slide. Unless your CTR is good. A stale page that receives good traffic may hold it's own and not require an update. So don't update for the sake of it.

A further indicator that Google is really cracking down on Spam is made clear in the following extract from the Patent. Mention is made of changing the focus of multiple pages at once.

Here's the quote –

"A significant change over time in the set of topics associated with a document may indicate that the document has changed owners and previous document indicators, such as score, anchor text, etc., are no longer reliable. Similarly, a spike in the number of topics could indicate Spam. For example, if a particular document is associated with a set of one or more topics over what may be considered a 'stable' period of time and then a (sudden) spike occurs in the number of topics associated with the document, this may be an indication that the document has been taken over as a 'doorway' document.

Another indication may include the sudden disappearance of the original topics associated with the document. If one or more of these situations are detected, then [Google] may reduce the relative score of such documents and/or the links, anchor text, or other data associated the document."

There's still more to look out for:–

- Changes in on page keyword density is monitored and recorded as are changes to anchor text.
- The domain name owner address is considered, most likely to help in a local search result.
- The technical and admin contact details are checked for consistency. These are often falsified for Spam domains.
- Your hosts IP address. If you are on a shared server it's possible somebody else on that server is using dirty tactics or Spaming. If so your site will suffer since you share the same IP.

The impression I get here is that Google have learned from the Spam 'attack' they suffered in early

2004 and they are determined to eradicate it from their listing results.

So what do you do?

You can't go far wrong with your SEO if you try to grow your site as organically as possible. Carry on with link exchanges but consider each site carefully and slow down in your gathering of them. Vary your anchor text. Add small amounts of good quality content to your site regularly.

Check your search engine listings and edit your site to include a call to action in them if possible. Make your site more 'sticky' to encourage visitors to stay a while. Encourage visitors to Bookmark your site. Oh and register new domain names for at least two years.

Overall keep it ethical and you can't go far wrong. Stick to the guidelines above and you are much more likely to outlast and out rank your competition.

About the Author Darren Yates is the owner of

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Making Money Online and Internet Marketing. Featuring, news, tips, resources, thousands of Internet marketing articles and useful links. This article comes with reprint rights. You are free to reprint and distribute it as you like. All that we ask is that you do not make any changes, that this resource text is include, and that the link above is intact.

web page building for beginners 4

By Ted Dupuie

Page ranking by search engines such as Google are not only overrated but unusually explained by "experts" in the SEO field. SEO stands for search engine optimization and is needed to get your website placed at the top of a web search. I have no truck with someone wanting to get their pages placed in the number one or two spot from a search, but page ranking has nothing to do with that whatsoever and I can assure the reader that I can prove this to anyone with a computer. In fact, if you will just do a search for "writing critic" you will find

www.homewriters.com

near the top and since I own

that site, I can explain to everyone how it got there and why. But at one time, I had four out of the top five spots on Google for this very same search. And by the way, my pages had no rank at all when they were first placed in the top positions by Google and Yahoo!

Great Site Ranking in Google The Secret's Out

Let me explain that first of all, nobody ever does a search for the keywords writing critic, and getting a top position isn't all that hard because the ranking Google uses just doesn't count the keywords as anything very important. Next let me explain that if you do a search using the one keyword "online" that the competition is out of this world with over a half a billion pages coming up on Google or Yahoo. Then let me tell you that to be listed at the top of that search you will have a ranking of ten, the top ranking Google has to offer. It doesn't take a genius to figure out that the ranking numbers you have are classification numbers based on competition in the field for the keyword and it is the way Google, and I'm sure other engines and directories, weed out the pages that need not be brought up at the time of the search. My point is, that it is useless to try and get a ten ranking on a website that sells toilet paper, because first of all there is no competition, and secondly Google wouldn't waste their time ranking your site that high just to mess up their indexing methods.

So forget ranking unless you know what the rank of the competition has and use that as an ultimate goal for your perfectionist ideas, but do not count on it meaning everything I hear it is supposed to. Most of the thinking on this subject is ludicrous, and can be proven by doing some simple searches. I find that many searches bring the number one site in with a seven ranking while the next site down is ranked five, then a four, then a zero and the next a six, five, seven, etc. Google is famous for mixing in small players with big boys and African sites with Chinese to give the researcher the best shot at satisfaction. And I like that, as apposed to Yahoo's last five hundred URL's being owned by one company. I have written complaints of spamming to Yahoo, but have never seen anything done about it, while Google does a fair job of weeding out the bums that try to ruin it for the rest of us.

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Ted Dupuie owns a home based publishing company that only publishes his work, which includes diets, an investment strategy, and 8 websites, plus a family newsletter. He is also a writing critic with top ten placement on Google and Yahoo!

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