

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

The Google Adwords Ranking Algorithm Simplified

By Gabriel Adams

Google Adwords is the largest payper click program on the internet today. Yahoo Search Marketing Services (formerly Overture, Inc) is a close second, but Google remains squarely in first place.

One of the things that distinguishes Google is their advanced ranking algorithm for pay per click ads. Most pay per click (a.k.a. PPC) search engines use a simple "the more you pay, the higher you get" ranking algorithm. The highest bidders are ranked the highest, with the other ads ranked in decending order based on their bids.

The Google Adwords ranking algorithm is more complicated. Their primary ranking method uses AdRank. Each ad is assigned an AdRank for each keyword it runs under. The AdRank used to be determined by multiplying the ads maximum bid times the click through rate the ad gets. So, if you set your bid for thirty cents, and your ad had a 1.5 percent click through rate, your AdRank was 45.

Recently Google has introduced other factors in ranking the ads. They now determine your AdRank by multiplying your bid times your ads "quality score".

Google says that "The Quality Score is determined by the keyword's performance history on Google: its clickthrough rate (CTR), relevance of ad text, historical keyword performance, landing page quality, and other relevancy factors."

Google doesn't give a lot of information on these other factors, but we do know some about them.

As far as the relevance of the ad text, you should put the keyword (when possible) into the title and description. Be sure to write your ads for users, though, not for computers!

Google does not reveal how they measure landing page quality, but I would assume they measure the time a visitor remains on your site before clicking back to the search results. Just make your landing page a top-quality, information filled and / or high converting page and you should be fine.

Evolution Internet marketing offers PPC management services:

<http://www.evolution-internet.com/130/pay-per-click-management-and-advertising-campaigns.aspx>

and

Google Adwords management:

<http://www.evolution-internet.com/131/google-adwords-management.aspx>

Jagger Algo Update- Part 1

By Redalkemi Syndicate

If there is one thing Search Engine Marketers and website owners fear – it is a major algorithm update, especially by Google. Well, much as we may like it not to happen, its here. Google has recently done a major algorithm update, nick named "Jagger" update series.

Google does minor algorithm updates almost on a monthly basis and once in a while, it implements a major algorithm update. The last major Google algorithm update happened in November 2003 called the Florida update, which created quite a stir with website rankings. To know more, read our article on Google Florida Algo Update.

Like the Florida update, the Jagger update has done the much feared "blender" act. It has churned the top-ranking websites and turned it into a list of unrecognizable pulp.

Google has been a hot-favorite amongst the web community searching for information. Most feel that the search results have always been highly relevant. It would be therefore safe to assume that whatever algorithm Google has, works just fine. So why does Google need to re-engineer its perfect-looking algo so drastically? Has it not heard the saying don't fix what aint broke"? From Google's standpoint, the reason is simple and valid. Well, for starters, web is ever-evolving and the algo always need to be adjusted in order to provide the best of results. Google engineered an algo, which it believes will reward good sites and rank them well for its viewers.

Google, like most other search engines, keeps this algo a closely guarded secret to prevent it from being exploited. However, the SEO community is constantly at work trying to rank their sites well. Using calculated guesswork, logical thinking, special tests and extensive trial-and-error methods, they gradually figure out what the algorithm likes and dislikes. Armed with this knowledge, it is not difficult to work on websites to rank them high in SERP (Search Engine Result Pages), irrespective of whether the site deserves to rank at the top or not. This kind of algorithm abuse results in `less than desirable' websites displacing good sites from the top ranks, contaminating the Google index. Consequently, following the Kaizen philosophy, Google needs to re-engineer its algorithms to keep, what it believes are bad sites, out of its top ranks. Naturally, major algorithm updates upset the current high-ranking websites & sends a lot of SEO professionals back to their work-bench in order to start all over again.

What is interesting to note is the timing of the algorithm update. When Google updated its algorithm in November 2003, there were large scale allegations by website owners that Google intentionally upset

The Google Adwords Ranking Algorithm Simplified

the rankings of popular websites just before the Christmas shopping season to force them into buying Google AdWords paid advertising in order to sustain the visitor traffic. While Google claims that the algo update decisions are not influenced by the AdWords team, it is difficult to understand why they would once again choose a critical timing just before Christmas shopping season to update their algorithm. The stakes are very high and its business after all. Google earned \$1.57 Billion in Q3 of 2005. If 2003 pre-Christmas algorithm update effect is any indication, I estimate that Google would record revenues of over \$2.05 Billion in Q4 of 2005.

About the Author: Atul Gupta is the founder & CEO of

www.RedAlkemi.com

(formerly known as

www.SEOrank.com

&

www.PugmarksDesign.com

), a leading Internet Marketing, eCommerce, Graphic

Design, Web & Software Development services company. He has about 20 years of experience in the field of Graphic Design, Visual Communication, Web Development and Search Engine Marketing Services. He has spent the last 9 years of his career devoted solely in pursuing Search Engine Marketing and Web Development activities.

© Copyright 2005, RedAlkemi.com

This Article is

Copyright protected. If you have comments; or would like to have this article republished free on your site, please contact us at

syndicate@redalkemi.com

. We just require all due credits carried; and text,

hyperlinks and headers unaltered. This article must not be used in unsolicited mail.



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!