

This Free E-Book is brought to you by [Natural-Aging.com](http://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 Latest Innovation in Search Engine Algorithms . . . User Popularity**

**By Robin Nobles**

**The Latest Innovation in Search Engine Algorithms . . . User Popularity**

by: **Robin Nobles**

For years, the search engines have continued to introduce new factors into their algorithms to make their search results more relevant and to keep savvy search engine marketers from "cracking the system."

We've seen many ranking factors come and go in importance. For example, years ago, META tags were the key to success, or so we thought. Stick in META tags that were loaded with your keyword phrases, and you were sure to achieve top rankings.

Then, we had keyword weight as a ranking factor. We struggled to determine the keyword weight of our competitors' pages, then duplicate that weight in all of the various areas of our pages.

Along came link popularity, and with it, the massive link farms and link exchange programs. Web site owners joined as many as they could in an effort to boost the sheer number of incoming links pointing to their sites.

In the midst of these evolving ranking factors came changes to page components like the title tag. Put your keyword at the beginning of the tag for maximum ranking potential. Oops. Things have changed. Put your keyword as the 3rd and 4th words in the title tag. Wait – let's try the 2nd and 3rd words.

These are just a few of the ranking factors that have come into play over the last several years.

Can you see the potential for problems here?

After all, including keywords in your META tags doesn't mean that the page is more relevant for those keywords. Just because you have 12,792 worthless links pointing to your site doesn't mean your site is relevant for your keyword phrase.

Now, we're in the middle of another "link popularity" or "link reputation" surge. But the rules have changed. Now, we want sites that are related in content to our site, or authoritative, popular sites in our focus area.

Okay! Now we're beginning to get on the right track! After all, if an important, authoritative site in a particular topic area links to your site, it must mean that your site is important and popular for that subject too. Or, if other sites in your subject area link to you, it must mean that your site is truly about that subject as well.

Equally important, or even more so, comes the "link reputation" factor. If enough popular sites in your topic area use your important keyword phrase when linking to you, it's telling the search engines that your site is relevant for that keyword phrase. After all, the Web community has deemed to describe your site using that keyword phrase, which is a vote of confidence to the search engines.

Makes sense, except for one small problem. I can have a site that's devoted to wireless Internet connections, and you can have a site that's devoted to kitchen utilities. I can link to your site from mine and use the keyword phrase "kitchen utilities" in the link text. Some of the engines appear to use the link text as the determining factor when deciding link reputation, not the contents of the page pointing to the site. So, two sites that aren't related in content whatsoever could potentially help boost the link reputation of each other's sites. We may see the engines consider other factors in the near future, such as the contents of the title tag on the page containing the link, which will help solve this potential problem to some degree.

However, when looking at all of the factors listed here so far, do any of them truly prove that the page is relevant to a particular keyword phrase?

With relevancy comes a much more stable, trustworthy search engine. When you search for a particular topic, you're assured of getting search results that contain pages with good, solid content related to that keyword phrase.

After all, most people venture onto the Internet looking for information. If we can provide that information in content-rich, valuable pages, we've done the search engines, the users, and ourselves a big favor.

With all of these various ranking factors, what is the one area that is sorely missing?

How about a site ranking algorithm based on a combination of content relevancy and user popularity data?

"Content" relevancy and "user popularity" aren't as easy to manipulate as link popularity, link reputation, or even keyword placement, so the search engine results should certainly be more relevant. After all, anyone who is concerned about relevancy in search engine rankings should want the most relevant pages and sites to rise to the top of the rankings. If our pages aren't the most relevant, we have some work to do!

## Introducing an Innovative Search Engine Ranking Algorithm

I just learned of a new search engine that actually uses a combination of content relevancy and user popularity to determine rankings. It's called

.  
How does ExactSeek measure user popularity? The engine has teamed up with Alexa, which offers a toolbar that measures activity on the Web. By measuring the surfing activity of millions of Alexa users, ExactSeek is able to determine the user popularity and relevancy of Web sites in its index. User popularity is a far more reliable indicator of where Web sites should rank and gives users some input on the search results they see.

Mel Strocen, CEO of Jayde Online, which is the parent company of ExactSeek, says,

"Alexa traffic data will be a strong factor in the ExactSeek ranking algorithm but not the dominant factor, that being page content. Essentially, we've opted to emphasize user popularity over link popularity."

In fact, in an effort to make the results even more relevant,

will be in flux for the next

week or two as they work to determine how much weight to give Alexa traffic data in ranking search results.

The beauty of

is that the harder you work toward increasing traffic to your Web site by

adding new, relevant content, paying for SEO, advertising in various publications, investing in a PPC campaign, etc., the better your rankings will be in

## Can User Popularity be Manipulated?

I think a better question would be, what search engine results can't be manipulated? The key is to consider relevancy and valuable content, which is something that

has wisely chosen to

focus on.

It's true that not everyone uses the Alexa toolbar. However, it does provide results based on an

excellent sampling of users on the Web. Plus, user popularity will be more difficult to manipulate than other factors, because it is certainly more difficult to manipulate the surfing public than it is to manipulate the search engines.

Give

a Try!

is innovative in more ways than the way it determines rankings. For example, you can

check your site's rankings in the ExactSeek database from a link on the main page of the engine. How convenient!

In Conclusion . . .

As the search engine industry evolves, we'll begin to see more and more innovations geared toward arriving at relevant search results that aren't as easily manipulated as some of the ranking methods in the past. One of those innovations is being put into place now at

: user popularity

combined with content relevancy.

Robin Nobles is the Co-Director of Training of Search Engine Workshops with John Alexander. They teach 2-day beginner, 3-day advanced, and 5-day all-inclusive "hands on" search engine marketing workshops in locations across the globe. She also teaches online search engine marketing courses through

, and she's a member of Wordtracker's official question

support team. With partner John Alexander, she's co-authored a series of e-books called, "The Totally Non-Technical Guides to Having a Successful Web Site." And, they opened a networking community for search engine marketers called The World Resource Center for Search Engine Marketers.

## **Search Engine Optimization that Works in the Long-Term**

**By Hristo Hristov**

### **Search Engine Optimization that Works in the Long-Term by Hristo Hristov**

Search engines are constantly tweaking their ranking algorithms and when that happens some pages lose their top ranking positions. One such event was the infamous Florida Update. Many pages were practically kicked-out of the top 1000 pages for competitive keywords.

With recent updates, webmasters have been thinking that Google does not use PageRank because

low PR pages can get very good rankings. Before that everyone was saying that PageRank was THE factor for top positions. Now, everyone is saying that keyword rich anchor text links from many different sites is the key for the top ranks.

All these recent events seem to indicate that search engine algorithms are totally unpredictable, right? Wrong!

All search engines are going in the very same direction. The scientific literature related to information retrieval and recent search engine patents reveal the not-so-distant future of search engine ranking algorithms.

### **Introducing Topic Specific Link Popularity**

For the last few years search engines relied on General Link Popularity to assess the importance of every page. Relevancy was based on a combination of General Link Popularity (importance) and keyword matches on page and off page (anchor text of links for specificity).

General Link Popularity is measured by summing the weight of ALL incoming links to a page. With General Link Popularity ANY link improved the importance of a page. Webmasters started to buy high-PR links from totally unrelated sites. Pages were getting unrelated votes.

To combat this problem, Google implemented a Topic Specific Link Popularity algorithm. When a user specifies a query, Google determines the importance of a page by the Link Popularity it gets from RELATED to the keywords pages.

A link from a page will give you considerable Topic Specific Link Popularity when:

- 1) the page itself is optimized for your keywords
- 2) the page has a high General Link Popularity (PageRank)
- 3) the page is from a site owned by someone else (you can't vote for yourself)

From a search engine's point of view, implementing a Topic Specific Link Popularity algorithm is a very tough task when the queries need to be answered in less than a second.

All you need to know is this: the top ranked pages for competitive keywords are the ones with the highest Topic Specific Link Popularity.

You need links from pages that have high PageRank, are optimized for YOUR keywords and are owned by someone else.

### **How do you get these links?**

1. Search for your keywords on Google and look at all pages that rank for your keywords. Seek links

from these pages.

2. **Reciprocal Links.** Swap links with sites that can give you a link on a page optimized for your keywords. Look for pages with high PageRank that have your keywords in their title and in their incoming links. Reciprocal links work provided that they come from optimized for your keywords (related) pages.

3. Buy links from some of the top ranked for your keywords pages.

4. DMOZ and Yahoo's directory usually have pages that are very well ranked for your keywords. You absolutely must get links from these pages. If you have a commercial site, don't hesitate and buy a link from Yahoo immediately. It is well worth the \$299.

5. Find out who links to the top ranked pages for your keywords. Many of their links will not be topic specific, but many WILL be. Try to get links from the related ones. A page is related when it has your keywords in its title, text etc.

6. Form a link exchange ring with some of your competitors. That's a brutally effective strategy. Basically, you link to your competitors from your main optimized page (usually the home page) and they link to you from their most optimized page! Such rings can dominate the top positions and will be very difficult to outrank (it is difficult to get that amount of topic specific links). The caveat here is that the link exchange is on the main page and is not buried somewhere deep.

### **One more very important tip.**

Increase the relevancy of the page that links to you by using your keywords in the anchor text and the description of your site! Yes, having keywords in the links pointing to your page increase your rankings not only by associating the keywords with your page but also by increasing the relevancy of the page that gives you the link! That's the reason SEOs think anchor text is the most important factor. It is NOT. You can get a monstrous ranking boost from a link that does not use your keywords in the anchor text provided that the page has high PageRank and is optimized for your keywords (an example would be a DMOZ listing).

### **What about getting unrelated links?**

Let's say you buy a high PR unrelated link. The page that links to you does not have your keywords in the title and text. The only factor that makes the link relevant to your keywords is the anchor text to your site and your description. You'll still get some benefit but that's nothing compared to a link from an optimized for your keywords page.

### **Your site can't get into Google's top 1000 results?**

If your site lacks Topic Specific Links, it may get filtered out from the results even if it has a good amount of PageRank (from non-related or affiliated sites). You need some threshold amount of Topic Specific Link Popularity to get into the top 1000 pages for very competitive keywords.

## Two Final Points

1. Only one link per site can give you a Topic Specific ranking boost. Look for a link from the most optimized for your keywords page.
2. If you find a page that ranks well for your keywords, go for the link EVEN if that page has a lot of links on it.

To recap: the more optimized a page is for your keywords (measured by PageRank and keywords found on–page and off–page) the more Topic Specific Link Popularity Boost you will get from a link.

Topic Specific Link Popularity is and will be the key for top rankings. Anchor text plays a major role but it is not THE factor. PageRank is still very important especially the PageRank of the pages that link to you.

Hristo Hristov, owner of the

### Related Content:

Search Engine Optimization that Works in the Long–Term  
A Way for Search Engines to Improve  
Google's Forecast For A Speedier Internet  
How To Get Web Site Traffic  
How search engines work

Read more Content at

### Related Products:

Clickbank Search Engine  
Super Charged Linking  
Hitting the Search Engines  
Instant Unzip Software  
PPC Profits

: A genuine resource center for Quality Ebooks and Softwares

ReBrand this PDF eBook with your Name / URL / ClickBank Affiliate ID for Free



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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