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**The Marketing Secret To Page Rank (PR)**

**By Anthony Parsons**

**The Marketing Secret To Page Rank (PR) by Anthony Parsons**

Since Google implemented PR, the link popularity consortiums have gone crazy. PR, PR, PR, that's all that anyone seems to be focused upon. Did someone forget about what makes the WWW? Freedom of information, not how big my PR is. So, what is the big secret about PR and just how do you obtain that high six and above? Its called, a great website! That's it, no more, no less. Anyone who has a great website, with information that others find useful, exciting and refreshing, will generally have a high PR. Why? Because its an informative website that people like and will happily spend their time browsing. Often, browsing leads to spending.

If people like your website, simply because the information and content appeals, users will link to your website just because they like it; not because it is made from flash or has some unbelievable design to it. That should be your focus with any website. So, what is marketing then? Stay with me for a second. Definition of marketing is; the promotion and selling of products and services! The definition of marketer is; a person who sells goods or services in a market. Now with that in hand, your website is a MARKETPLACE. The definition of marketplace is; a competitive or commercial arena. How does that grab you? A competitive or commercial arena is why you need to have a website that stands out from the crowd.

Everyone is providing something; whether for free or with some cost involved. All are exchanging information, or selling products or services. They are all aimed to appeal to your senses, keep you browsing or finally buying, well some anyway. If your competition has a very informative website, then you need to have more information and something new that enhances the product, service or information. The free thing is well overdone on the Internet and doesn't appeal to many anymore. People are not stupid. They want quality information and value for money. That is the bottom line of any successful business focus these days, not just dollars and cents.

If you can make a website that attracts interest, then you will gain a good PR. You can reciprocate links and pay for inclusion until the cows come home, but if nobody is visiting, then all of your efforts are for nothing. You can have the best PR and still not rank well. On the other hand, you can have very little PR, and still rank like a champion within the search engines because people are staying upon your

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website and visiting often for more information. It must be said, that a high PR will not happen overnight. With lots of work, exposure and time it will happen. Good information and good marketing will bring many visitors, converting into sales and/or a quality website sustaining a great Page Rank.

Anthony Parsons has been performing search engine optimization since 1998. In late 2003 I decided to fly solo and opened my own SEO business to service the global community. With my wife being an acknowledged copywriter, [anthonyparsons.com](http://anthonyparsons.com) as a business will continue stepping forward breaking the boundaries of conventional SEO techniques. Making a winning husband and wife team, we make SEO affordable for all budgets. <http://search-engine-optimisation.anthonyparsons.com>

### **Google Page Rank Is Dead – Or Is It?**

**By Martin Lemieux**

For a long time now, marketing gurus all over the world have been talking about google page ranking. Page ranking is simply Google's way of measuring your pages accordingly.

But there is a problem...

More and more we tend to see NO consistency with page ranking at all. Please don't confuse the difference between "page ranking" & "search engine ranking". The two are completely different.

With this method of measurement, we could quickly see how much or how little a person has put into promoting their website. A high rank of 6,7,8,9,10 is sometimes held as something honorable to have for your site but does it really matter?

In some aspects it does and in some it doesn't.

As I mentioned above, page ranking has nothing to do with your search engine success. It (did) have everthing to do with "importance". The only problem is (like so many marketing ventures online), this measurement method is dying off with the rest of them. People online are very intuitive about these sort of things and tend to over saturate ways to beat them and/or improve on them quickly.

People all over the world are even still wondering how to increase their page rank. Now why would they do this???

Simple, it's all about prestige. Eventhough marketing experts like myself weigh absolutely no importance on page ranking anymore, there are still literally 1000's of business people out there that consider a high rank a good thing.

So how do you benefit from increasing your rank? You will attract better quality websites to yours People will think your website has lasting power People will want to mimic what you do People will even think highly of you

Even now, many browsing people look for high ranking websites to exchange links with.

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So does trying to increase your website page ranking help you? Not really. What you ultimately want to do is promote your website as much as you can in as many "RELATED \_ RELATED" places that you can and let search engines do their own thing.

Playing into search engines hands won't help your company. Building a great web marketing foundation will attract exactly what you've been after..... MORE EXPOSURE!

Please take this seriously and always be on the look-out for other ways to promote your business, let Google's page rank go and look at the future beyond PR ratings.

Hope this article helps you out!

Read more of Martin's articles online here:

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Six points you got to keep in mind before exchanging links

Google Page Rank Updates

How to Create a Links Page and Build Page Rank

Google Page Rank Is Dead – Part II

Page Rank Explorer Pro

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Take Control of Alcohol



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