

Exploring Page Rank Myths:

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The Google Tool Bar Page Rank – and magic.

You've heard that the Google Tool Bar this nifty tool that tells you what your page rank is. You're not quite sure exactly what that means, but a friend who knows a lot told you it would tell you your website's page rank. So you got it setup and now it tells you have a page rank of 1.

That means your page will be listed as #1 in Google right?

Just as an experiment scoot on over to Yahoo. (<http://www.yahoo.com>). Now what page rank does the home page for Yahoo.com have? It's a 10, right?

So your home page will rank higher than Yahoo?

Sorry but no. In this case 10 is definitely better than the lowly 1.

But exactly what is the "10" for Yahoo.com or the "1" on your home page telling you?

Google has established a series of standards that it uses to measure against any and all web pages that it reads. That "1" in the Google Tool Bar is telling you that out of all the current standards, your web page is averaging a "1" out of a possible "10".

That puts a totally different spin on the effectiveness of your individual web site pages, doesn't it?

For example, you've got a message that you want the general web site visitor to understand. Your web designer put "Nokia Phones on Sale until Nov. 31st" in big bright letters at the top of your page. But can Google or other search engines read it? Probably not, if you or your web designer didn't understand and follow the Google standards. And if Google misses that critical piece of information – then they will never return your website URL address when someone is searching for "Nokia Phones on Sale."

If you (or your great web designer) had used HTML header tags and title tags, then your message would have been conveyed.

And that's a critical difference between the 'rank' in the Google Tool Bar and the page rank you see reflected for your web site.

Simply, the higher your page rank indicated for each web site page within the Google Tool Bar, the more likely Google is going to understand the structure of your web pages. Following these standards can help Google understand the 'most important message' conveyed by your, the subject matter content as well as increase the chances

that Google will return your web page for search results that are appropriate to your site. Getting visitors to your site is only half the battle however.

Here's a hint. Be sure and include your contact phone number on different pages of your website. Google and the search engines are now storing phone numbers and associating them with your contact information. If you want to know if you've been effective go to Google and enter your phone number – try yours or mine if yours can't be found. Enter (512)-301-0268 – and you'll see all of my company's important contact information pop up.

New Conclusion

The Google Tool Bar is just one kind of page rank. It's certainly an important factor because it clearly indicates your web pages have met Google's standards and their search engine robot can process your web pages. But keep in mind that Yahoo now has its own tool bar as does Alexia as well as other more minor search engines.

So if the Google Tool Bar page rank is exclusive to your individual web page, what other kind of Page Rank is there?

Overall Page Rank

Now here is where it gets really fun. This is where you get two topics that overlap. There's no getting around it --- and it adds a layer of complexity.

You've probably heard about links and their importance mentioned somewhere. But it's another one of those topics that you've been meaning to learn more about but just don't have the time. Here's a brief introduction here because it's related to overall page rank.

There are three kinds of links – outbound links, inbound links and reciprocal links. Right now the type of links which add the most to 'page rank' value are "inbound links". Another web entrepreneur that I know has over 3,000 inbound links going back to his site. That one fact alone increases his overall page rank. He usually shows up in his category as number one or two in Google search results.

He kindly gave me a link to my website (that's called an outbound link from his site – and an 'inbound link' to my site). And guess what? My overall page rank has also increased because of it.

He also setup a link to a friend of ours who teaches Piano locally. If you look for local piano teacher she consistently comes up as number 1. Why? She's got an okay website. Her website can be read and understood by the Google robot. Her website is strictly on topic of teaching piano in our local city. But does she have a lot of inbound

links? No. She's only got one or two – her number one or two ranking in the search results can be attributed largely to our friend's high page rank.

Now you understand the importance of links, especially in-bound links. They can be a critical element in determining your overall page rank. But don't forget to consider what the Google Tool Bar is telling you. Mastering both elements of page rank will help ensure that your website comes up within the top five search results....exactly the place where you want to be.

One final hint. Google has been changing and enhancing its standards about every 18 months to two years. So look for changes in the future.

Remember how I mentioned the Yahoo toolbar and the Alexia tool bar? Don't forget that there are competitors to Google, including more niche search engines which are very topic specific. Their standards are similar, but not exactly the same. Even if 50% of the internet users use Google – that means there is another 50% of possible traffic that you are missing by ignoring the key competitors.

Even if you don't have time to do the required work, find a qualified Search Engine Specialist who can guide your website into a search results positions that leads those visitors back to your website.

And remember the 'final' step is converting those visitors into new clients and customers.

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