

Page Rank Explained

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Page Rank is what is used to judge the popularity of all the websites on the web. It is very important to have a high page rank, and these ranks range from 1-10. Achieving a PR of 10 takes a lot of hard work and time and isn't easy by any means. To build your PR you will need to gain valuable links from other sites. Google judges the importance of each webpage by how many different votes it has. Page rank is one of many of the different ways that Google judges where you will appear on the search rankings. The higher your PR is the higher you will be in the search results. When your trying to gain links for your PR, it is very important too gain links that have value to them. There are many links Google will filter out if they think it has to do with a link farm of some sorts. Having links from these link farms can also have you penalized by Google, if you have any links on your webpage from a known link farm then Google will penalize you.

Inbound Links Inbound links are links in which someone has put a link on their webpage that leads the person to your webpage. This is one of the ways you can increase your page rank, its important to try and get as many inbound links as you possibly can. Google won't penalize you for inbound links because you can't control who links to you, so since this is the case you will want as many inbound links you can get. When you have control of where the link is going to be directed you will want to direct it towards your most targeted page. All the pages that are linked to that page will gain some PR but for the most part the page that is linked to will get the majority of the PR addition. It's a great idea to try and link all your sites pages together so that when you get inbound links all of your pages will benefit from the PR injection. For people already with sites try linking your pages together if you don't already do so and see if the PR goes up any for your under producing pages.

Outbound Links Your outbound links believe it or not drain your PR, to counter this try and make sure all your outbound links are reciprocal. If the link is reciprocal it can gain or lose PR so you have to be careful with whom you have links with. You don't want to be linking your site to a link farm this will only penalize you from Google. If Google decides to penalize you then this could mean some bad results for some time. If you don't want your PR to be drained by Google there are ways to set-up outbound links so that Google can't read it properly. There are three main ways for anyone to do this and they are as followed.

- Form actions - A form action can point to any HTML page on any site.
- JavaScript - Load code with the URL links into it.
- REL Attribute - This attribute tells Google to ignore the link completely.

What is my website Pagerank