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Getting a Good Page Ranking by Justin

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Ranking on Google Pages is referred as Page Rank. Since the time it was first developed, webmaster, web developers and search engine optimizers have been spending days, weeks and even months to get their website on the first page of Google if not the very first thing on Google. With statistics it has been proved many times that the higher the website ranks, Google, Msn, Bing and other search engines like you.

The ranking order for pages is termed as PR0- PR10, with Google leading undoubtedly with PR10. Page Rank is technically the term on how Google rates a certain website or blog. It is directly proportional to link building. The more number of external websites direct to your page the more pointâ€™s Google gives to the site. Every website that has a link to your website and directs it to you is counted as a vote. The number of votes the higher ranking is achieved. The issue that arises is every website wants to be more popular and rank higher for obvious reasons. Now in order to achieve the aim they request favors from the popular websites to get their website linked for a higher ranking, assuming this is the best way for higher PR which is contradictory to the truth.

This sure was something done in the past, now webmasters have taken a different aspect. They have started working on Search Engine Optimization to get their websites rate higher. This will not only optimize their web pages but also provide them many back links. With webmasters trying to get a PR10 started using foul methods; Google has recently decided to stop showing Page Ranks for websites. Many websites which has a PR0 doesnâ€™t mean they are not optimized at all, or that they do not have any back linking at all, it simply means that the website is optimized but not up to the level to reach PR01.

There are a number of ways you can increase your PR.

â€¢ Buy a domain name which has the keywords of your product or product type. For instance if you are selling cars your domain name can me buycars.com or allcars.com. The only issue is that many of the names are already taken, so you will have to come up with something unique.

â€¢ Every page on your website should have a link back to your main page i.e. Home Page as each page is indexed by the spider bots. With the passage of time all the pages of your website will have a PR and since every one of them will have a link to your home page, it will gradually increase the PR of your home page.

To get more insights about Search Engine Optimization it is always recommended to ask for suggestions from a person who has good know how about search engine optimization. SEO firms have been working for quite a long time in this field and they can give you great ideas to get your web page a good Google ranking.

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