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Improving URL visibility through "Social Bookmarking" by Jeremy Guy

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When looking at the whole process of improving a URL's page rank one has to take a whole host of considerations into account. At the outset one must be aware that no single method will do the job well enough. And there are a whole series of methods in use all of which are important to exploit. One first of all has to get the URL noticed by the Search Engines. This is critical as there are about 50,000 new webpages registered on a daily basis so the search engines are continuously busy indexing these.

Once that has been done the first and probably the most expensive is the use of ad-words in a pay per click medium.. These are the websites that respond to the keywords that appear as the top 3 or 4 slightly shaded results as well as those down the right hand column of Google's results display page. ("Ask" displays them as "Sponsored Results" as the first few items on display while "Yahoo" displays all entries but shades and mentions "Sponsored Results" in very faint grey on their results page.) To be effective these have to have a good and effective set of Key Words triggering the display, the rate they are prepared to pay the search engine for the click through will determine how high up and how often their ad is displayed and then, and critically they need to have a very effective sales page. If they pay 0.05c per click and get 10,000 clicks they will pay $500 to the search engine whether they have made 1000 sales or 1.

That option is best avoided until one is very sure of the URL's ability to convert visits into sales. So we start with straightforward Search Engine Optimization (SEO). This is an essential step as the search engines love to see new activity and new links appearing. This activity keeps the URL high on the list of URLs with that particular Key Word. As a URL goes stale and activity ceases that will steadily drop down the page ranking. (This might not be important if the niche is only inhabited by a very few sites. But most URLs are playing in the popular areas where there are thousands of URLs competing for business so one wants, at all costs, to be at least halfway up page 1. SEO activities are crucial.

Note the mention of links in the previous Para. Well like keywords links are vital for a good page ranking. There are many ways of building links, some white hat and some black. Link farms are often discounted and even penalized by the search engines, so it is important to find white hart ways of building these links and one of the ways that works for SEO and link building is Social bookmarking.

This is a way of creating lots of back links very quickly and the social bookmarking service is an excellent way of getting a large number of quality links onto a URL which will be highly rated by the Search Engines and pay off in page rank.

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a Social bookmarking is an effective part of SEO activities in improving page ranking.

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