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How can I get my website to be on the first page in a search engine such as Google?

If I have a website and search for a subject regarding my site, how can I have my website appear on the first page of google, ask, or yahoo?

Google Time Bomb

Microcontent News, March 3, 2002

<http://www.microcontentnews.com/articles/googlebombs.htm>

There's a section in this that ponders whether Google gives "older" links less weight. Google doesn't care how "old" a link is. Instead, Google is likely to weight a link more heavily if it's on the home page of a web site, primarily because that home page is likely to have more links pointing at it -- thus upping its PageRank score. If a link moves from that page to an "inside" page, that inside page has less of a reputation and thus can transmit less to other pages. And by the way, the proposed "solution" of blogrolling isn't going to be that helpful. The more links that are on a page, the less reputation that gets passed to them from the parent page, under Google's system.

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