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How to can you improve your page ranking on search engines?

I have just developed a website and wondering if anybody could give me advice.

FROM SEARCH ENGINES ONLY GOOGLE CAN GIVE THE PAGE RANK

1.) What is Google page rank?

Page rank is nothing but Google's way of giving a page importance based on its visibility over the web. Page rank also plays a major role in google's method of ranking web pages and is calculated based on the number of back links a webpage has.

This means that Google interprets a link from Page A to Page B as a vote for Page A from Page B. According to Google, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote.

Finding Page Rank of a Web Page

The easiest way to get an estimate of a web page's Page Rank is by using the Google Toolbar. This tools bar is available for Internet explorer and even for Firefox. Internet explorer users can download this toolbar from <http://toolbar.google.com> and if you use Firefox then you can get the toolbar from <http://googlebar.mozdev.org/>

Importance of Google Page Rank

Page Rank plays a major role in Google's ranking algorithm, but is not the only factor that decides which pages will rank higher. There are many other factors (other than page rank) that Google takes into consideration to find the relevancy of a page to a search query. This is clearly reflected in the fact that Google also lists pages having a lower PageRank above pages that have a higher PageRank in the SERPs.

To get more information on Google Page Rank visit <http://www.google.com/technology/>

The other (other than PageRank) factors that Google takes into consideration to rank web pages are as follows:

- * Web Page Title
- * Anchor texts
- * Heading Tags
- * Title/Meta/ALT Tags
- * Domain names
- * File names
- * Directory names
- * Keyword density
- * Relevancy of back links/inbound links

As Google keeps changing its algorithm on a regular basis it is impossible to say which of the above factors will be given more importance.

2.) How to raise your PageRank?

One easy way of generating links in involves searching the internet to find relevant sites that are either vertically or horizontally related and asking them for a link exchange. Links brought in this manner are more effective and can help successfully increase the Page Rank. In addition to getting links from websites, getting links from quality directories is another way to increase your link popularity. You can also generate inbound links through article submission and press releases among others.

Some important factors to consider:

- 1.) Try and get High PR Links
- 2.) Avoid Link backs to Link Farms
- 3.) Carry Out Internal Link Text Optimization
- 4.) Get Links from SEO friendly Directories
- 5.)Get Links that are Placed Higher

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