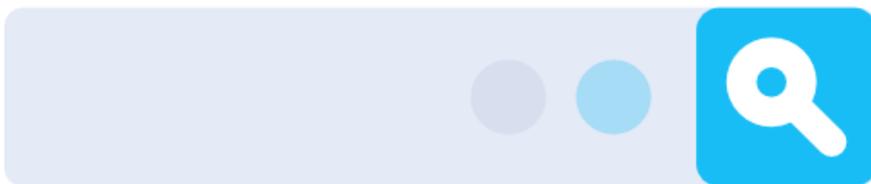


How To Improve Your Website's

Google

Ranking



Before you can effectively raise your Google web ranking, you need to understand what factors figure in to the rank number. Google (or any other search engine for that matter) uses many methods to determine which

pages would be displayed first in the results. There is an exact algorithm that determines placement, which is not known to the public. However, there are several well-known strategies that you can employ to improve where you come up in the search results.

First of all, do not waste your time or effort on submitting your website to hundreds of search engines. Not only will this not get you results, it could actually backfire and cause your ranking to go down. However, submitting your site to the right directories can help. Search for directories that are directly related to your business. Check what there page



rank is (the higher, the better) and submit your website there.

Keyword optimization is important. If you aren't familiar with this term, it basically means using the exact words that people are searching for on the Internet in the content of your website. It's very easy to find what terms people are searching for and how often they are searching for them.

You can use any of the search engine's free keyword tools to help you with this. Just key in a general term that is related to your business and the tool will give you information such as the terms users are type in that





are related to the general term, along with how many searches per month that term gets, how competitive the term is, among other information. If you are just starting out, you will want to use uncompetitive keywords (those that don't get too many searches). As you start to build in ranking, you can start using more competitive keywords.

How often should you use the keywords you have chosen to target? You should try to use

them in main headings, titles or links within your website as well as within the content itself. However, the usage should not be forced. Your Google web ranking will actually go down if you try to "trick" the search engine by over-using keywords.

One of the biggest determiners of your rank is how many incoming links you have to your site. If Google sees that you have other sites linking to yours, it signifies to them that your content is

valuable and must be worth sending visitors to. The more links and the better the quality of the links, the better your ranking will be. If you have other high-ranked sites (that are relevant to your business) linking to you, you will get a boost in your ranking.

You can also submit your site to social networking sites out there, such as Facebook and Twitter .

When people bookmark your site, Google take that to mean that your webpage is good, and will raise your ranking on its search engine.

These are just among a few things, along with maintaining valuable content and good design, that you can keep in mind to improve your website's Google web ranking.

