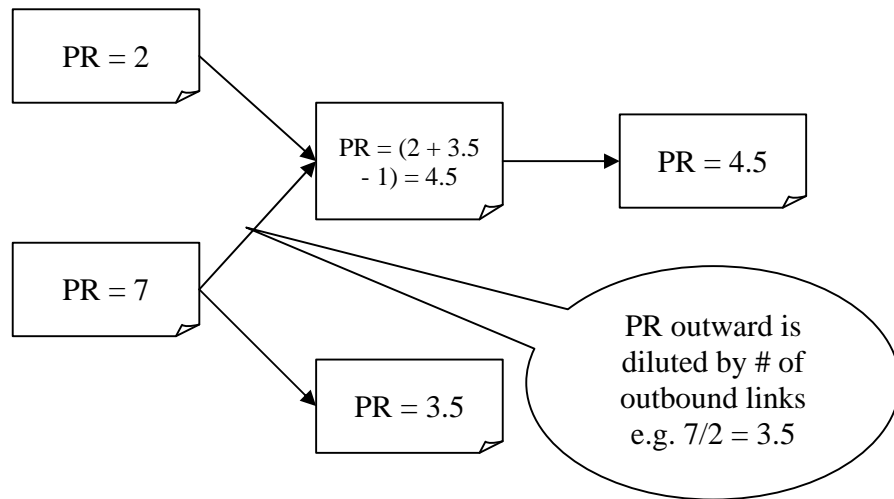


8-7 PageRank©

Once Google has included your website pages in the SERP that match the query phrase it uses PageRank© formula to decide what order to display the results in.

The PageRank© algorithm is top secret but we have been told by Google that it uses more than 100 determining factors, some of the most important of which are:

- Number of Inbound links: When one page links to another page it is casting a vote for that page and so the more links (votes) a page receives, the more highly Google ranks that page.
- Quality of Inbound Links. This is similar to a testimonial. Endorsement from a highly regarded source is considered to be worth more than from a lesser known source. I.e. you inherit PageRank© from pages that link to you.



- NB! The PR calculation above is a simplification to illustrate the principle. We don't know specifically how the Google algorithm works.
- Inheritance means that PageRank© is both received and passed on.
- PageRank© bleeds with external links.
- Increasing the number of outbound links dilutes the quality of inheritance passed on.
- Google doesn't distinguish between internal and external pages.

To establish PageRank© for any page you will need to download and install the Google toolbar to your browser.