digital marketing ltd

Page Rank Power

I rarely get technical in these weekly articles because most of my SME readers don't do "technical" but I felt one article I read this week was worth bringing to your attention.

Only the most **visible products** get clicks on line. If your **brand product** or service doesn't rank very high on Google it may be because the search engine isn't getting enough prompts from you that this web page is important.

Greenlight is a company specialising in increasing online **visibility for big companies** analysing natural (or organic or left hand side) search performance using such measures as page rank and link power.

Natural search is about **establishing a high page rank** by satisfying your prospects and the search engines that what you offer is worthy in terms of relevance, accessibility and credibility. That means a properly optimised website using great design; relevant, keyword appropriate content (regularly updated); plus in-bound connections (or links) from lots of high quality websites and authority directories.

Greenlight suggest many large companies still believe **big is best**, cramming every possible product combination into lots of web pages to ensure the widest possible choice. But this is based on old "**offline thinking"** where every product (and web page) competes equally with every other product (and page).

Surely, such competitiveness is good in business terms? No. Online, **it's a brand killer!**

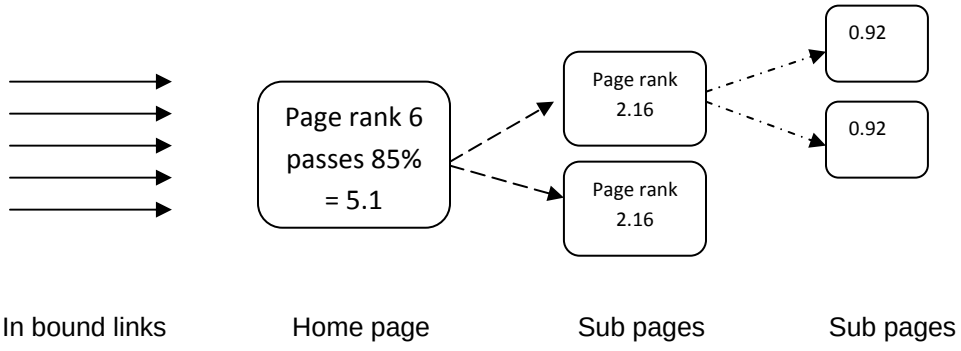
Unless you help Google understand your brand page is important, it won't get it a high ranking.

Links are like votes. Greenlight says in-bound links are judgement calls from 3rd parties who believe the linked-to site is deserving enough. So if you've got lots of high quality links coming into your website then you're going to rank higher because Google will think so too. How do these links work?

If say, your **Home page receives inbound links** from external, quality websites, it inherits some of the "quality" as page rank via the links. Your Home page can then pass a proportion of its own (increased) page rank to other website pages that it links to within your website. Remember, the **higher the page rank**, the **greater the visibility**.

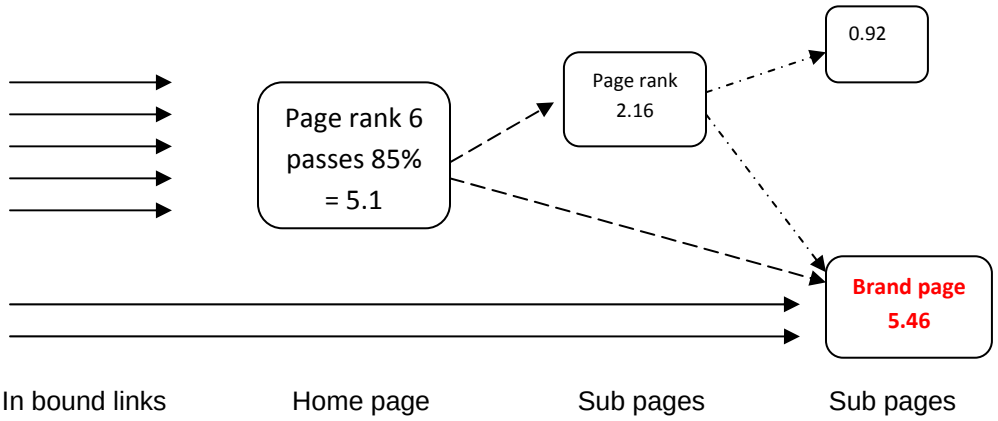
Each page can pass **85%** of its own page rank. Say your Home page has a page rank of 6 (after the in-bound links from external, quality websites) it can pass on 5.1 (85% of 6) to other pages within your website. If it's one sub page, that page would receive 4.33. If its four, they'd each get 1.08 (4.33/4).

A typical website link distribution might look like this:



Each sub web page inherits a decreasing proportion of page rank when you have lots of web pages and few in-bound links, or low quality ones, and the impact with Google is going to be negligible. That's why you hear SEO wallahs banging on about quality **in-bound links** so much. But you can do more!

When you think in terms of **customer demand** (what prospects want rather than what you want to sell them***)*** you can channel the power of your most important in-bound links **directly to your brand page.**



(the 5.46 is merely indicative, don't try and work it out)

As it will also be inheriting page rank from the Home page from other external links anyway, these extra direct links pass even more page rank to the brand page to show Google it is important.

This manipulation of page rank inheritance is called **page sculpturing**, and increases visibility of brand pages where you want most visitors to go to. High customer demand = higher visibility = more sales.

As Greenlight succinctly puts it "**don't let usability deprive you of users**". So understand how best to arrange your website's architecture. This doesn't have to be permanent and can be changed to suit particular events or seasons.

At the end of the day your website has to satisfy visitors **and** Google but in such competitive times it is proving necessary to be even smarter in how you use the website to your advantage. To find out how to increase your website visibility, call **01925 262800** or email: **gerryw@flyingveemgt.co.uk**