

How To Increase Your Website's Page Rank

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If you are publishing a website or a blog, you need to be concerned with your Google Page Rank. For those not familiar with what Google Page Rank is, it is a numerical value that Google applies to your site. PR ranks from a 0 to a 10. And the higher the number is, the more valuable your site or blog is in the eyes of Google. Actually, it is not just valuable in the eyes of Google. Advertisers will pay far more for a site/blog with a higher page rank vs. one that is low.

Of course, this begs the question how one can achieve a high PR. Google's method for arriving at Page Rank figures is highly secret. Well, while the complete method Google uses to derive a number is unknown, there are certain components that are fairly obvious. Google clearly based a large part of its PR rankings on link popularity and traffic. Thankfully, there are a number of strategies one can employ in order to help in both of these areas.

Firstly, it is critical to submit the URL of your site/blog to as many search engines as possible. Far too many people will only submit a URL to the top ten search engines. It would be far better to submit to any and all search engines as possible since each search engine is a potential funnel for traffic. So, never overlook the value of ANY search engine.

It is also important to build up as many backlinks as possible. Backlinks are links to your site placed on the web. This leads to more direct traffic as well as increased search engine placement. These links are normally placed on other websites. However, there are a number of website directories which are the equivalent to free classified ads for websites. With literally 1000's of web directories out there, the ability to gain exposure for your website is vast.

Including links in the signature of blog posts or forum message board comments is also a solid strategy. This strategy will present your links to the readers of these online venues. This significantly increases the amount of traffic your site will receive. Also, your search engine rankings will also increase.

Articles directories are another great method of boosting Google Page Rank. The way an article directory works is simple. A short (500 words or so) informative article will be submitted to the directory. Then, it will be exposed to the directories huge readership. Of course, you will include links to your site in the article which will increase traffic further. And, yes, when the article is "crawled" by the Google search engine, your link will be recorded for calculating Page Rank.

Does all this sound like a lot of work? Well, it does because it is! Thankfully, you do not have to do the work yourself. The excellent service No Work Website Traffic (<http://www.noworkwebsitetraffic.com>) can help you with all your Page Rank needs. There is no reason to go it alone. No Work Website Traffic can do it for you and deliver on all your needs.



