

online marketing

white paper



How Google Indexes Websites



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White Paper

There are currently **over 100 factors** which determine how a site will rank within Google. However, the most important factors are as follows:

1. Link Popularity—the number of sites that point INTO (not out of) your website. Also, do those links contain key phrases specific to your site (e.g. Fine leather shoes from ItalianShoes.com would be better than a cool website on leather shoes because the previous highlights key phrases such as Italian Shoes and Leather shoes). TOOL—<http://www.linkpopularitycheck.com>.

Use Alltheweb's link popularity to your advantage in Google. (Alltheweb.com indexes many more pages than Google. So, by following this process, you can increase your link popularity on Google too!)

- a. If you haven't installed the freeware program "Link Popularity Check" yet, download it at: <http://www.CheckYourLinkPopularity.com>.
 - b. Don't worry about any other popularity links other than the links contained in Alltheweb (Lycos/Fast).
 - c. Open a new browser window (especially if you are using the web-based linkpopularitycheck.com service. Go to Google's URL submission page which is <http://www.Google.com/addurl.html>
 - d. Now, using the links which are defined by the link popularity service or software, submit these pages (e.g. the URLs of the sites linking to your website) using Google's URL submission page.
 - e. This may seem very time consuming, however, it will significantly increase your link popularity on Google and likely will increase your index position as well.
2. Unique Content—what does your site offer that other sites don't, or how thorough is your site on a specific subject or theme?
 3. Text navigation—does your site use plain text to navigate through the site (e.g. are the hyperlinks which you use to navigate through your site key phrase rich?).
 4. Clean HTML design—is your site bogged down with needless HTML and other programming code? Too much programming code may cause Google to score your site lower in its index.

5. Include key phrases in prominent locations. Currently, Google gives higher ranking to sites which contain key phrases in both the Title and ALT tags.
6. Page size and load time—search engines make money from their advertisers. And, advertisers choose search engines because of visitors. If after making a search query, visitors aren't getting sites which related directly to their search query, they may move on to another search engine. So, what it boils down to is if your site appears "broken" because it is too large and loads too slowly, you're not only missing valuable traffic, but the search engines may give your site a thumbs down! TOOL—<http://www.netmechanic.com>.
7. Error free websites—See #5. If your site is riddled with broken links, problems with code resulting in error messages, the search engines may see your site as troublesome and give you a lower ranking. Keep your site "tip top" by subscribing to a website monitoring service that can check your site for errors religiously! TOOL—<http://www.internetseer.com>.
8. SPAM free websites—Think you can trick the search engines with hidden text, keyword stuffing or "link farms"? Think again. Today's search engines are smart enough to recognize tricks used by unscrupulous webmasters to demote your website—or in some cases get it booted from a search engine indefinitely! Make sure your site is free from link farms (e.g. those that add links with little to no relevance on your theme/subject), keyword stuffing (over-using key phrases) and hidden text (using hidden fields within the programming source code to improperly "stuff" key phrases for search engines to index).
9. Platinum Links—Important links from popular (and powerful) directories (e.g. Yahoo, DMOZ, Inktomi, etc.) and other search engines will also play a critical role in how your site ranks.
10. Website Optimization— Website optimization consists of several core components. These are:
 - a. A user-friendly website (e.g. navigates easily, reads well, etc.).
 - b. Search engine readiness (e.g. contains key phrase rich content, site is error free, etc.).
 - c. Ease in which the site will be indexed by the search engines, and in the positions most likely to generate quality visitors.
 - d. The website's ability to close sales/or get visitors to take action by creative copywriting, branding strategy, etc.
 - e. How well the website increases the number of customers/unique visitors and maximize profitability.
11. Avoiding the use of gateway/doorway pages-- This old technique for "optimization" will likely result in poor rankings and a possible ban from Google. Google loves relevancy based upon a specific subject. Higher scores are placed on sites which contain many pages. Therefore a single gateway page which contains minimal navigation is frowned upon.
12. Google's Page Rank System
 - a. The number of links pointing into your site. (You can maximize your links by asking for and receiving links from sites that have few, but powerful links, instead of so-so sites which have many links.)
 - b. The number of links your site points to outside of its own domain name. (Keep in mind that links to link farms or other penalized sites will adversely impact your ranking.)
 - c. The ranking, popularity and quality (based upon subject or theme) of sites which point into yours. (Obviously, the better the quality site, the better it ranks, the more likely your site will

rank higher.) Sites that are considered more "important" by Google earn more points toward your sites ranking algorithm.

- d. The number of links you channel into important pages within your site. (PageRank uses a series of mathematical formulas to determine which pages in your site are considered "important" pages. These pages can be used to your advantage by pointing other internal page links into these important pages. e.g. If a specific page is optimized for a specific key phrase, and ranks well on that key phrase, links from other pages within the same site, on the same subject should all point into that "important" page.)

- e. The number of pages your site has within its domain name. (It is believed that the more pages that a site has, the more important a site is deemed to be by Google. The end result is that the site will rank higher. Keep in mind, however, that more pages **MUST** be within the same domain name and they must be pages that Google can spider. That means that you can "count" pages which are part of password protected areas. A word of caution—Google uses a very smart bot. Do not try to fool it by creating multiple pages with the same or nearly the same content but with different URL extensions. On the same note, don't use dangling links---links that point to one page but don't navigate back to other pages or navigate back easily. These will both harm more than help your site! However, pages with solid content will only boost your ranking.) Important note: each URL within a web domain name has its own page ranking. Therefore, if you have a page in which you use various forms of the URL (e.g. domainname.com/index.htm, www.domainname.com/index.htm) Google sees these URLs as different URLs (even though they are actually the same page) and will assign each URL (even though they are the same page) with a Page Rank. You can maximize your page rank simply by ensuring that you standardize the URLs you use on internal pages, rather than using variations of the same URL.

- f. The number of new internal pages added to your site. (Again, new pages will add page rank, because part of how Google ranks a site is based upon the number of pages a site has. However, to maximize your page ranking, you need to make sure that new pages point into "important" pages within your site.)