

Google Ranking

Allot of people are asking me lately about how to better display their site in Google's search engine. The first thing to know is that this isn't an exact science. There is no right or wrong way of doing this. There's allot of factors to consider when improving your ranking. But here is what I would try to focus on. **Flash**. For Search Engine Optimization (SEO) Flash is rubbish. The reason is that most search engines cant read it. **Measure your sites performance**: I would advise signing up for both Google's Webmasters Tools and Google analytics to track and measure your sites performance. **Page Titles**: Each page on your site should have its own title. Try to make it as descriptive as possible but not too long. **Meta tags**: such as keywords aren't as important as they used to be (especially with Google) but non the less important. **Links to your site**: For me this is the most important factor. Google ranks your site based on the number of sites linking to you. **PageRank** is a numeric value that represents how important a page is on the web. Google figures that when one page links to another page, it is effectively casting a vote for the other page. The more votes that are cast for a page, the more important the page must be. Also, the importance of the page that is casting the vote determines how important the vote itself is. Google calculates a page's importance from the votes cast for it. How important each vote is is taken into account when a page's PageRank is calculated.

PageRank is Google's way of deciding a page's importance. It matters because it is one of the factors that determines a page's ranking in the search results. It isn't the only factor that Google uses to rank pages, but it is an important one. Remember that the sites linking to yours should be related in the content they contain. **Site maps**: Not any old HTML site map mind you, but a xml site map that Google can read. Don't worry though its not hard to create. Go to www.xml-sitemaps.com/ enter in your url it will generate one for you. Well that's my little nugget of information. Please bear in mind that it can take a long time to get a search ranking with Google and it can take allot of work over a period of time.