



Keep SEO Simple - SEO Explained



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Introduction

The moment you introduce search engine optimization into your life, you are overwhelmed by the very existence of Google Page Rank. If you run a website or Internet business, keep in mind the KISS rule: Keep It SEO simple.

Before you wear pace marks in the floorboards, read my introduction to Page Rank and find out if it should really run your life (okay, at least your SEO campaign). Chances are, you're all worked up over nothing.

The Invention of Page Rank

Google's founders, Larry Page and Sergey Brin, conjured up Page Rank and it snowballed into the basis of how Google functions. Page and Brin's little brainchild didn't become the best search engine by winning the lottery. It became a smashing success because it provides the best results – hands down.

So how did Google gain this killer instinct that crushes the competition? Via Page Rank, of course. Page Rank provides a way to greatly improve the accuracy and authority of a search response when a user types in a query.

Page Rank Decoded

Essentially, PageRank administers a means to ascertain the value of a website for all search terms or keyword phrases. The value is determined by linking: the more popular sites receive more links, and theoretically rank higher than those who don't. The more inbound links a site has, the higher the PageRank value. In turn, it displays higher in the search results.

If you go on Google's website, they explain the PageRank system as such:

"PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves 'important' weigh more heavily and help to make other pages 'important'."

Google continues:

"Important, high-quality sites receive a higher PageRank, which Google remembers each time it conducts a search. Of course, important pages mean nothing to you if they don't match your query. So, Google combines PageRank with sophisticated text-matching techniques to find pages that are both important and relevant to your search. Google goes far beyond the number of times a term appears on a page and examines all aspects of the page's content (and the content of the pages linking to it) to determine if it's a good match for your query."

Phew! Google, you have done Alexis de Tocqueville proud. However, all of this may sound a bit daunting. The important thing to know is that a combination of variables determines how well your site performs in Google. Below is a list of what you need to concern yourself with:

- Inbound links to your site.
- The relevance of the pages linking to your site and how these pages rank in PageRank (say that ten times fast).
- The keywords used in other sites that link to your own.
- The keywords used in your own site, particularly in headlines and page titles.

You directly control a majority of these variables. Others you are able to manipulate to a point. Just understand that these variables (along with others) determine how your pages rank.

Going After Page Rank

Talk to any avid PageRank chaser and you will hear the same thing: leave PageRank alone and it will come to you. That's right. Don't pay PageRank any attention. Just focus on the variables that control it.

Focus on gaining quality inbound links that are relevant to your site's pages. Once you begin this practice, your PageRank will naturally improve, and you will naturally increase the amount of visitors to your pages. Again, KISS!

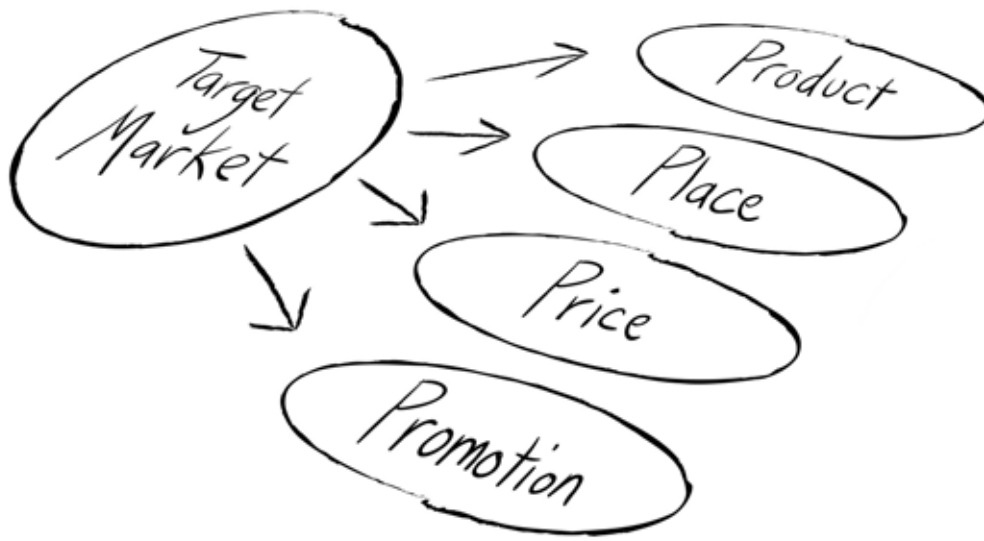
Now, don't go around chasing links from the highest of PageRank sites. And definitely don't waste an ounce of energy adding links from any old site ready and willing to link with you. We all know where that leads, and it isn't pretty. Grow your site organically, be consistent with your SEO, and good things will come of it.

Also, do not ignore the ever-important keywords. Keywords play an essential role in driving the right traffic to your site. Again, don't waste time trying to provide a healthy dose of keywords to your page titles and headings. Logically title your content, and then think about what words users may type in a search when looking for your content. When in doubt, check out what your competitors use for keywords.

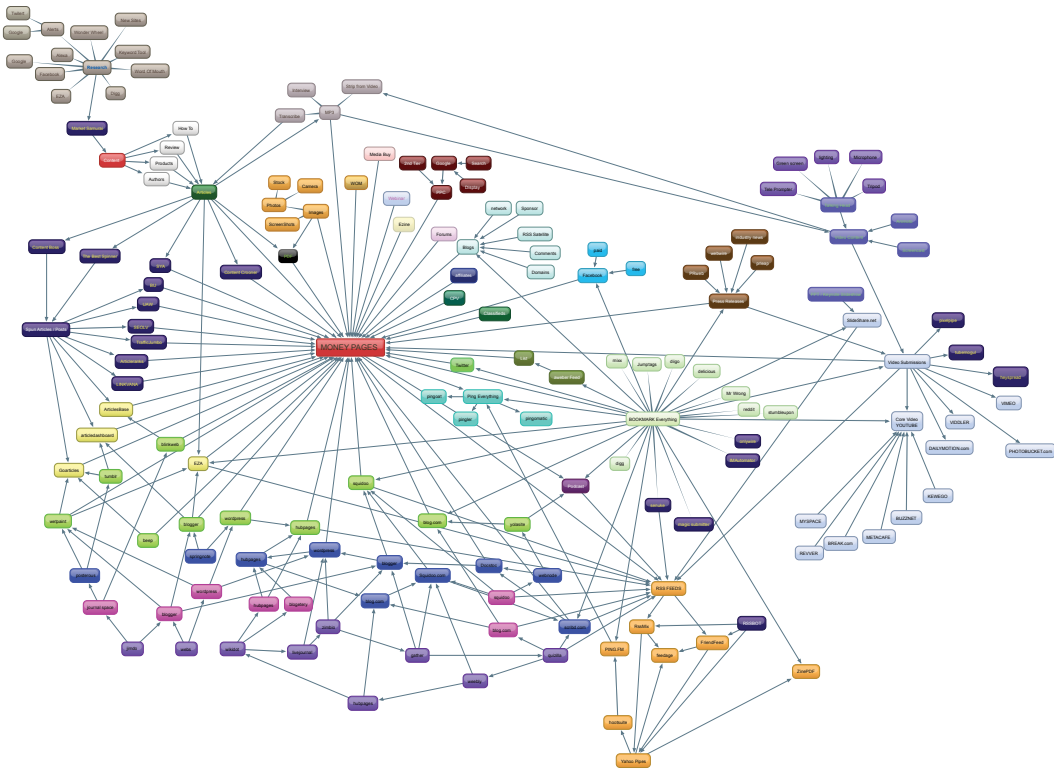
Building a good site means adding quality content with an organic flow of keywords. Be consistent in doing so, but don't get bogged down with the idea that you have to be PageRank-able.

You will be surprised at how much you accomplish by naturally creating content with your audience in mind.

Traditional Marketing



Modern Marketing



For more information

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