

# What is Pagerank?

every site has one, find out what it means with our eguide

## What does pagerank mean?

PageRank is a calculation based on the number of links to a web site with absolutely no consideration as to their relevance and context for your site.

A part of our web site promotion services, a lot of our customers get worried when their sites drop PageRank, usually due to a new algorithm Google is ranking web sites by.

We aim to clear up the aspects of what you need else you need to be aware of in the current search marketplace.

PageRank is scored out of 10, and is measured by the relevancy of incoming links, site content and external links.

PageRank is, at best, a blunt geometric measure of the likely authority of a site, but frankly, it is the furthest thing from a real assessment of whether you have good link reputation.



## The following factors determine a web sites pagerank:

- Visibility - the accessibility of your web code and structure of your content to Google
- Content - are the various keyword phrases what your users are searching for online.
- Reputation - add content and features that gets your site get linked to.

People spend lots of money that they are wasting every month on that poor link building and other SEO old school services like submitting to search engines.

The way to get your site ranked high involved little effort, just plain old relevancy. 3 amazing links are better than 10,000 paid for / irrelevant ones.

PageRank is great if used properly, along with word of mouth, when journalists write about the URL, make sure they insert the link in the online article to increase your pagerank.

## Further reading and resources

Videos of search engine experts pagerank and other SEO topics:

Interview with Matt Cutt's which covers these ideas and changes at Google - <http://bit.ly/Wkg1>

Interview with Bruce Clay's ideas on 'the future of SEO' - - <http://bit.ly/hRbC>

Wikipedia pagerank entry - <http://bit.ly/JXh9W>