

How Google Measures Link Popularity

Link popularity is by far the most important factor in determining the ranking of your search engine. You need to know what link popularity is, why it is so important, and how Google would your link popularity (over 50% of all traffic comes from search engines Google, and you can reach the summit Google, you will live up to the top of all other search engines, too). But before we talk about how Google connects measures, we need to cover some bases.

Link popularity is defined as the number of sites that link to your site. Some websites have thousands or even millions of sites linking to them, while others might have only a few. Search engines use the number of links check your site is a measure of how your site is important, which is reflected in your search engine ranking.

The actual number of links to your site is not the only variable used to calculate your link popularity. Search engines also consider the relevance of links to the subject matter of your site. For example, if a site that sells vitamins links to a 4000 arrival, but the source of most of the websites are links that have nothing to do with vitamins, then the algorithm using search engines to determine the link popularity will take them into account, and the popularity of customer relationship is not very good.

It is possible for a website with a relatively small number of the quality of incoming links to be ranked higher than a site with lots of links irrelevant or insignificant. If I have a site that provides quotes for auto insurance, and I have 800 quality links arrival, and then I may receive a search engine much higher than those of another site which has mortgage 3000 ties that come from businesses or link Free For All (FFA) pages.

If you try to acquire inbound using the link farms or FFA pages, it will not only hurt your search engine ranking, but you may be permanently removed from the search engine listings. Links farms are sites where you can exchange instant links to all the sites listed in this directory. FFA pages are useless link directories. Search engines generally no discount bonds that come from either of these sources.

Now that we understand the link popularity is and how it works, we need to look specifically at how Google measures. Google uses a number of variables in their calculation algorithm of your entire customer relationship. The higher your score, the higher you are ranked in the lists of research.

One factor that Google uses in its algorithm, obviously, is the total number of sites to link to your site. Plus you have any links, the higher your score will be. However, their algorithm is a little more complicated than that, and it is possible for a website with links unless it is ranked a site which has more links.

The reason is that Google has also measures the quality of your links. If your site is on vitamins, and a link to the site is an online video games, while not regarded as a quality link. The link allows even your score, but the link would your score much more if it was from a website whose purpose is the same as yours.

In addition, Google gives more points to a link if it comes from a page that has real content that relates to your keywords. For example, if your site is devoted to jewelry, jewellery and another site has posted a link to your site on their links page, this link is not as valuable as a link to your site from a blog or a forum in which a large number of information jewellery is being written or examined.

In addition, Google provides an even higher score of a link if it contains the anchor text that corresponds to one of keywords that describe your site. For example, if I have a site that sells lawnmowers, and a blog on lawnmowers posted a link to my site, it helps my score even more if the link text (also known as anchor text) is LAWNMOWERS. To learn more about the anchor text, go to a search engine and search for ANCHOR TEXT and will have an opportunity to learn about it.

Another factor Google uses to compose your link popularity is the diversity of keywords contained on sites linking to you. For example, if you have a site that sells handbags, and all links to your site from other sites that contain nothing other than the keyword HANDBAGS, Google considers that to be unusual. To get a higher score, you must have links from sites that contain a set of keywords related to the hand, as BUY MAIN, MAIN LEATHER

etc. It is difficult to raise your link popularity, but now that you understand how your score is calculated, you can design a plan to improve your score. You might want to consider posting to the forums and blogs which contain information that is related to your site, and when you post, include a link to your site. As long as you are persistent and adapt your strategy with respect to Google, you do well.

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