

 Search[Home](#)[Free Newsletter](#)[Contact Us](#)[Link to Us](#)[Site Map](#)[Getting Started](#)[Web Design](#)[Search Engines](#)[Revenue Making](#)[Web Hosting](#)[JavaScripts](#)[PHP](#)[Perl / CGI](#)[CSS](#)[.htaccess / Apache](#)[Newsletters](#)[General](#)[Seasonal](#)[Reviews](#)[FAQs](#)[Wizards](#)

Find this site useful?
Please [link to us](#).

How to Improve Your Search Engine Ranking on Google

Optimising Your Website so that it ranks higher in Google's search engine results

How to Improve Your Search Engine Ranking on Google

by Christopher Heng,
thesitewizard.com

It's been some time since the last article on Google appeared in thesitewizard.com's newsletter, giving tips on how you can improve your search engine rank on Google. This article updates the Google search engine promotion tips given in that issue and extends it with new Google search engine positioning tips.

Background: Google's Page Ranking Algorithm

As many of you are probably already aware, Google ranks a page according to the number and quality of links leading to that page. For example, if your page has 100 quality links leading to it, it will rank higher than another page that has only 20 links pointing at it. Quality links come from pages that are themselves "important" (Google's own terminology).

Note that this is not a secret. Google actually publishes information about their ranking algorithm on their website. You can read it for yourself at <http://www.google.com/technology/>.

Improving Your Page Rank on Google

There are numerous tips floating around in webmaster circles about how to improve your ranking in search engine results on Google.

1. Get Those Inbound Links

Since Google ranks your pages according to the number of links pointing at your page, it stands to reason that you should try to get as many links pointing at your pages as possible. This is so obvious that I'm only mentioning it for completeness sake.

2. Your Title Tag

Google seems to give weight to the title of your page. By title, I mean the text that is sandwiched between the HTML <TITLE> tags in the <HEAD> section of your web page. If you use a Web editor that automatically inserts a title like "New Page", remember to change it to some meaningful text with your keywords inside to reap the benefit of this feature.

3. Content-Laden Pages (Keyword Density)

It has often been observed that Google considers keyword density a large factor in ranking pages in search engine results, more so than many other search engines. You can read more about keyword density and how you can improve it on your pages from my other article, [Improving Your Keyword Density for Search Engine Positioning](http://www.thesitewizard.com/archive/keyworddensity.shtml), at <http://www.thesitewizard.com/archive/keyworddensity.shtml>

4. Keyword-laden Links?

According to a paper published by one of Google's founders, if the links pointing to your page has the relevant keyword text in them, it will cause your page to be ranked higher in search engine results. For example, a link with the text "Cheap Shoe Store" pointing at your site will cause your site to be listed earlier if a visitor searches for "cheap shoe store" than if the link pointed to your site with the text "Cheap Shoe Store".

link simply said "click here". You can find a copy of the paper online at <http://www7.scu.edu.au/programme/fullpapers/1921/com1921.htm>.

Other Google Tips

1. Will Disabling Caching of Your Page Affect Your Page Rank?

Some time ago, it was claimed that Google would penalise pages that forbade it from caching their pages. As you know, Google caches the pages it indexes unless otherwise instructed. To avoid problems with people who feel that this is a copyright infringement (and other reasons), they allow sites to instruct the Google spider not to cache those pages using various means. One such method is outlined in my [article on using META tags to manage the search engine spiders and listings](http://www.thesitewizard.com/archive/metatags.shtml), at <http://www.thesitewizard.com/archive/metatags.shtml>

Google has apparently publicly denied that disabling caching would affect the page's ranking in any way. I tend to believe their claim.

2. Dynamic Pages and Google

Unlike some other search engines, Google is able to index dynamically generated pages, so long as a link exist to those pages somewhere. For example, a page like "http://yoursite.com/showstuff.php?id=stockprices" can be indexed by Google.

So if you have a dynamically generated page that you think should be indexed, make sure you put a link to it somewhere on your site.

3. ALT tags on Images

If you have been placing images on your website without bothering to place ALT tags, now is a good time to add ALT tags. Google apparently indexes the text given in the ALT tags of images.

4. META Keywords Tag is Ignored

Google ignores the META keywords tag, so, optimising of this tag is not going to help you any with Google.

The Google Toolbar

If you use Internet Explorer, you can get an idea of what Google thinks of how important your site is in general, by downloading the Google Toolbar. The latter is an ActiveX control that installs into IE, and shows the Page Rank of any page that you visit. The toolbar can be obtained from <http://toolbar.google.com/>

Unfortunately, to obtain the page rank of the pages you visit, the toolbar actually transmits information about the pages you visit to Google. Thus if you are worried about people tracking your Internet activity, you might want to restrict its use to times when you check your site's ranking.

Copyright 2001-2003 by Christopher Heng. All rights reserved.

Get more free tips and articles like this, on web design, promotion, revenue and scripting, from <http://www.thesitewizard.com/> or subscribe to the FREE newsletter by sending an email to subscribe@thesitewizard.com.

This article can be found at <http://www.thesitewizard.com/archive/google.shtml>

thesitewizard™ newsletter

Do you find this article useful? Join our newsletter and get articles like these on site design, website promotion, income, PHP, JavaScript, CGI tips delivered to your mailbox, FREE!

Your Email:

[Privacy Policy](#) | [No Spam Policy](#) | [More Info](#)

Please Do Not Reprint This Article

This article is copyrighted. Please do not reproduce this article in whole or part, in any form, without [obtaining my written permission](#).

Related Pages

[Less Obvious Ways to Promote Your Web Site](#)
[Keyword Density in Search Engine Promotion](#)
[How to Use META Tags in Search Engine Promotion](#)
[How to Improve Your Alta Vista Search Engine Ranking](#)
[thesitewizard.com's Website Promotion, Search Engine Optimization Articles](#)
[How to Put a Search Engine on Your Site](#)
[Which Web Host Would You Recommend? \(FAQ\)](#)
[Free Log Analyzers and Web Statistics Software](#)
[Free Website Statistics / Web Stats](#)

New Articles / Pages

[Nvu Tutorial 5: How to Add a Feedback Form to Your Website](#)
[How to Upload a File to Your Website Using the FileZilla FTP Client](#)

[Nvu Tutorial 4: How to Create a Multiple Column Layout](#)
[Nvu Tutorial 1: How to Design and Publish Your Website with Nvu \(free WYSIWYG web editor\)](#)
[Appearance, Usability and Search Engine Visibility in Web Design](#)
[HTML and CSS Validation: Should You Validate Your Web Page?](#)
[How to Check Your Website with Multiple Browsers on a Single Machine \(Cross-Browser Compatibility Checking\)](#)
[Your Website's Spelling and the Search Engines](#)
[Which Web Host Would You Recommend? \(FAQ\)](#)

Copyright © 2001-2003 by
[Christopher Heng](#). All rights reserved.
thesitewizard™ and
thefreecountry™ are trademarks
of Christopher Heng.
Last updated: 3 March 2003.