



Google page rank 6 seo company

## What is Google Page rank? Does Google Page Rank still matters?

When some one searches in Google, the search engine spider returns results that are high-quality, relevant and able to best give users what they want. Page rank is one of the 200+ factors Google search engine spider considers to determine which webpage fits the best.

## What Is PageRank?

Google founders Larry Page and Sergey Brin invented a calculation to evaluate the quality and quantity of links to a webpage to determine a relative score of that page's importance and authority on a 0 to 10 scale. This calculation was named as Google Page rank.

PageRank 5 websites have a good number of inbound links, PR 3 and PR 4 sites have a fair amount, and brand new websites without any inbound links pointing to them start at PageRank 0. Anything above Pagerank 5 comes under top sites on web.

PageRank is one of the genius inventions made by Google which were extremely efficient and authoritative. However, each genius invention can be easily perverted, manipulated, and used for completely different intentions. This very fate came upon PageRank.

Let's talk about the reasons why public PageRank was ruinous for the Web and why it has been and still is important.

Vices of PageRank which were even termed as Black hat SEO.

Google made its PageRank public to make people see that this new search engine is able to:

find those pages that users really look for  
show users which pages are the best and safest

While a layman was not interested in a page' score, SEOs of a different caliber knew its benefits and advantages in Google rankings. Few of immoralities of Page rank held by some SEOs were..

- Link farms: Where companies were selling backlinks. Google didnot like such development of the situtation and penalised link farming sites.
- Link spam: Yes, spammy comments with links in every imaginable place. Blogs, directories, forums and whatever you can imagine. It became such a pain in...yes, the neck that Google felt pressed into some decisive action. Thus in 2005, a nofollow attribute was introduced, a new value for the rel attribute of HTML link and anchor elements. It was a way to prevent such links from passing PageRank votes along.

What is the importance of PageRank in 2018? Does it really matters?

Of course it is! Google has killed the page rank tool bar but not the alogirthm page rank. It still helps the search engine spider to find the most trusted content for a particular query.

People now use DA instead of PAge rank. But more or less, it requires same factors to rank high.

Domain Authority (DA) ranges from 1 - 100

and so is Page rank

Toolbar PageRank

(log base 10) Real PageRank

0 0 - 10

1 100 - 1,000

2 1,000 - 10,000

3 10,000 - 100,000

4 and so on.

*Perfect formula for higher PageRank value for your site is: quality (not quantity!) of your backlinks + efficiency of internal linking*

We should subconsciously follow the requirements for the higher PageRank score while optimizing a website.

How can you optimize your website for page rank?

Optimization for PageRank.

## 1. Check Inbound link Rank.

Yes, PageRank scores are not visible, but it does not mean there aren't any calculation alternatives to them. For example, you can browse for page rank checker and paste your domain. You will get current page rank for your website.

Browse for backlink checker, and analyze all the sites linking back to you. What is the quality of site that is linking back to you? If it's any link farming or link baiting site, contact the site manager and get it removed asap.

## 2. Get high quality back links from social media sites

There are many social media sites on web these days. Take its full benefit and get your site listed in all social media platforms.

Major sites like Youtube, Pinterest, LinkedIn, Facebook, Twitter will provide you direct links.

## 3. Improve content quality:

Regular content updates and quality content relevant to your website is the most important factor in SEO ranking and high page rank as well.

As many likes, votes to your post, more are the chances of increase in domain authority.

## 4. Internal linking.

While backlinks can go out of hand, your site's internal links are under your full control. Thus, it allows you to make the journey to your site attractive for both search engines and users. Make sure to follow these requirements

One more important thing to keep in mind is that this factor is just part of the story about



what helps pages to be displayed high in SERPs. It matters to google and its taken into account while considering a website ranking to search queries. However the most essential factor is deemed content. Content is the king. User experience is with speed optimization is furthermost the next important factor in SEO rankings..