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Search Engine Marketing II

Google is the Internet's most in style search engine, powering not solely the popular Google.com Website, but also Yahoo! and AOL. Being listed in Google is terribly important, and being listed highly in Google is that the goal for all web marketers.

But how do we have a tendency to go about doing it? How to induce rank high in those search engines?

If you have got been around the web selling world then you would have known, in order to position high in Yahoo & MSN, you wish to pay a high value for your web site to be listed high. But there are many myths about how Google works and, whereas fairly harmless in themselves, these myths tend to permit people to draw incorrect conclusions about how Google works. The aim of this text is to correct the foremost standard Google myth.

Top No. one Myth: The Higher Your Google PageRank (PR), the Higher You may be within the Search Results Listing

This myth is frequent, and is the source of many complaints. People usually notice that a web site with a lower PageRank is actually listed on top of their high ranked web site, and got upset. While pages with a better PageRank do tend to rank higher, but it's perfectly normal for a web site to appear higher in the results listings even though it's a lower PageRank than competing pages.

The rationale behind this is often Google is also examine the context of your incoming links, and solely those links that relate to the precise keyword being searched on will help you achieve a better ranking for that keyword. Therefore, whether or not you have thousands of incoming links to your site and with a high page rank, it's still very possible for a website with a lower PageRank to in get a higher listing position, if the site has more of the high page ranked links with the on-topic contents in those sites then in that case the location with a lower PageRank will be listed on top of its competitor in the search results for that term.

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