

Hey, Google is just not that into you! The ugly truth about Google page rank.

Tried every SEO trick in the book and you are still dissatisfied with your Google page rank results? Let's face it. For most of us, "Google is just not that into you." Finding out why is the first step in your quest for Google visibility.

So let's begin. First, go to: http://www.prchecker.info/check_page_rank.php or any page rank checker to find out what your website's page rank is now.

Second: Download the Google Toolbar (only in Explorer browser) <http://www.google.com/toolbar/ie/index.html>, and enable the page rank button by clicking on the little wrench icon, then OPTIONS, then PRIVACY and click on "Use Page Rank to view the importance of a page." If you have any problems with this, please give me a call. With Google Toolbar, you can continually check the page rank of any website to monitor your position and compare that number to your closest competitors. Then you can examine your competitors' sites and do a bit of reverse engineering of the websites with high page rank to get a clue as to what they are doing right.

Google Toolbar also allows you to vote for websites you like by clicking on the +1, which, by the way, is another method of getting Google to notice your website pages. The more popular you are the more Google is into you! So make sure your clients, affiliates and friends are voting for you!

Be sure to get a Google+ Account and grow your audience there as well. Google sends love to those who love Google.

Back to page rank. If you find that your page rank is low, zero or 1-5 out of 10, then the ugly truth is: Google is just not that into you! And your website is a needle in a haystack! You may never be found in the top ranking keyword searches organically.

Can you improve your page rank? Yes you can. Is it easy? Many people will tell you it's easy and many companies will try to sell you SEO services at hundreds of dollars per month or more to help you improve your page rank. But the awful truth is that this is HARD WORK. Google is a fickle partner and BING isn't much easier to romance. Believe me, it's not easy.

Let's look at the amount of work necessary to get up there in the ranking:

1. LINKS LINKS LINKS: Backlinks, Inbound Links, Internal Links, External links and more links. The popularity of your web pages depends on how many other authoritative pages are linking to you. Get these links by giving them (reciprocal links), by earning them (others know that you know what their visitors need to know), by writing content on high ranking sites or blogs, by submitting to directories, or buying them (advertising).

Your website code is crucial to this linking issue. You get page ranking "juice" from other websites as long as they link to you with "dofollow" backlinks. But "nofollow" links should not be disregarded, because they can still send you traffic. "Dofollow" and "nofollow" links are instructions only to search engines. Any link still sends human beings (aka "visitors") to your site, so don't worry about the html code. Just get your links. Make reciprocal arrangements with

affinity sites, comment on other's site's blogs, post on bookmarking sites, submit to popular directories. Publish articles on other content rich websites. The possibilities are endless, but doing all this will take time, lots of time. You can hire someone to do it for you, but remember, it will take them lots of time = lots of money you'll need to pay them to do it for you.

Social Media and social bookmarking are also a great way to get backlinks. Make sure your website is shared on Facebook, Google+, Squidoo, Digg, Hub Pages, Stumble Upon, Twitter, Pinterest, Reddit and other such bookmarking sites.

2. ADD LOTS OF RELEVANT CONTENT AND RELEVANT KEY WORDS: People are searching the web for answers to questions, for products and services, and to do research. Your webpages will rank high for what they have to offer to those who are searching, period. Google, Yahoo, and other search engines are in the business of serving the searchers. If they rank pages highly that do not have the content searchers are searching for, then searchers will use another tool. To remain competitive, Google has to keep refining their search algorithms to weed out the tricksters and scammers so that only the strong content providers rise to the top. Your content must be fresh, so keep updating it. Your content must be relevant, so include sufficient density for the most relevant keywords. Your content must be useful and your website must be user-friendly.

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3. ADVERTISE: To get top ranking without having to wait for Google to be "into you," try advertising with Google Adwords. Caution: this can be expensive so don't do this unless you are ready to spend time learning it and monitoring so that you can adjust your advertising to gain maximum exposure and click-through results. Before you set up your campaigns, make sure you have dynamite landing pages that will convert these valuable clicks to loyal visitors who will fill out your inquiry form, "like" your site and use your services or buy your products.

If this sounds easy to you, please call me to discuss so that I can convince you otherwise. But don't feel too bad if Google isn't that into you. Let's get our priorities straight. What you really want are customers, or if you are a professional service provider, you want more clients. And that's why, in order to be "popular," there are so many other things you can do in addition to courting the search engines. Do great work, get testimonials and referrals, and advertise your website off-line. Don't forget the traditional marketing channels like print, direct mail, and print publishing and public relations. And digitally, you can also get your message out through email marketing, video marketing, blogging and social media marketing. The goal is to bond with your target audience and to develop long-term, mutually beneficial and profitable relationships. If you keep your eye on this prize, then soon, as your popularity increases off-line, Google and the other fickle search engine paramours will get the message.

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