

## ***Search Engine Optimization***

### ***Moving up the Google Ranks***

This is a living document, meaning it should be revised and added to over time.

The purpose of this document is to provide understanding in laymen terms, of the processes that take place. Everyone these days knows that you can do a “google search” and find about anything. Bear in mind that this is a global process, meaning every website in the world is eventually affected. Also, that there are a lot “google”s around the world – Google is not the only search engine. I am using google though out this document as an example. These same things apply to lots of search engines around the world.

But how does google get all that information?

By way of explaining, I think it is good to understand the basics for keywords. These are common words that people might search to find your site; they are separated by commas and you can use up to 1,024 characters. These are most commonly on the main page of sites, but can also be put on individual pages of a site.

One way is through “WebBots”, which are mini programs that run on a computer. Primarily, these types of “WebBots” will open web sites to check for content (words on the page), search key words, usage of pictures, usage of video, what other sites that are referenced in this site (links), where the site is physically in the world, etc.

These “WebBots” will gather this information and store it in a database – sometimes several databases. Since google has access to the database, you can understand where it can do quick retrievals based on a key word search, returning all the website names that have “hospital” in them.

Another way for google to get information is through YOU. Google will keep track of the information you search on, and if you are signed into google, usually via Gmail, it will show all your recent searches on all your internet based devices, including phones.

Don’t forget; these search engines – all of them – are in the game to make money. And they get a lot of money from advertising revenue. You can buy the top three spots in google search results, if you are willing to pay a lot of money for it. You can pay more and be displayed on the sides of articles or in the middle of articles. As of this writing, the US GOOGL Stock is trading for \$1,261.77 per share.

What a lot of people don’t understand is that google will also generate information based on algorithms, likenesses, locale and a number of other things based on analytical programs Google creates and runs. This is where we start getting into the order that Google returns information from the searches, aka

moving higher up on the list. Google uses a “scoring” system to determine the order and they alone decides what algorithm has a higher score value.

Some of the Google Algorithms are proprietary and some are obvious; locale is one. There is nothing to be gained by showing someone who lives in Ohio all the resources available for Timbuktu.

Here are a few others, in no particular order.

***Up to Date:***

How recent has the page(s) been updated or changed. When you display dated material, the “WebBots” can pick up on this. As time goes on, those become stale and give you less of a score for this area

***Views:***

How often has this page been viewed by unique viewers. Unique viewers is important in the over-all scoring, but more so in this score; I.E., if 1 person views it 14,000 times this might render a score of 1, where 14,000 different viewers would render a score of 200.

***Search and Find:***

How many times something was searched and this page was then clicked. This tends to align and validate the keywords loaded with the site; I.E. if your site is selling chairs and someone finds it searching for Potatoes, this site is not aligned with its keywords. It seems a little weird, but the search engines are always trying to be better at finding whatever you might be after and this kind of information can help them fine tune the search engine. Unique search users come into play for this score as well.

***Back Links (or reverse find):***

How many other sites refer to your site AND how many sites to others do you have on your site. This is what I call the popularity score. The more sites / pages that reference your site, the higher your site scores in this category. Depending on your business, you can inquire about your vendors and customers putting a link to your site on theirs and you can reciprocate. This is where FaceBook can be useful. Facebook is a site, but about everything you click on will bring a different page and sometimes sub-webs. (Look at the address bar and notice how it changes.) “WebBots” see these sub-webs and work with that information as well, so if a lot of FB users post / comment with your website information, that activity can help your rankings as well.

***Simplicity vs. Complexity:***

How difficult is it to navigate your site. Generally, for advertising / marketing sites, you want to be fairly simplistic; not a lot of pages and generally to the point. If you have “Click Here” and opening page after page, this is a little tough to navigate. If you are reading this from a business perspective, you are probably thinking why would you make things complex? There are a lot of uses for websites to exchange information;

research teams, medical information and legal offices would have needs for more complexity.

### *Claim your links:*

A great deal of scammers will use the “claim your link” scam to get money from you for doing nothing. But “claiming your link” can be very helpful to your efforts. Search engines are not the only things that run “WebBots”. Places like Yellow Pages, White Pages, LinkedIn, Pinterest, etc will take the “WebBots” data and load their own databases with some starting information. You want to claim that link to allow you to update all the information with accuracy. And when you update it with the proper website information, you just helped your google score – this creates a “back link”.

Claiming all these links can be very time consuming and repetitive. I use (and recommend using) professionals to monitor, track and claim my links.

### *There are more ....*

As new algorithms become known, I will update this document to provide clear understanding of those algorithms. However, some of these will never be known as google and all search engines will keep their programming magic close to their vest!

### Score totaling.

This is where it gets pretty easy for the search engines. They update your websites database entry with the current total score and show search results by sorting on the score field in descending sequence – the highest score will be on top.

Yes, the search engines are all about making money on advertising, but to be successful in the search engine business, they also need to be fair. By utilizing the same algorithms and tests on all sites, they have come up with a fair ranking system. And they are constantly changing and adding new algorithms. It never ends, this scoring business!

### Timing.

Currently, there are over 1.6 Billion websites. If it was 1 “WebBot” operating at a rate of 1 site per second, it would take about 20 years to go through them all. So of course, there is more than one “WebBot” out there running, but when they are running is anyone’s guess. And when they update the main database is also not on a public schedule. If the search engines would update once per week, it could be several weeks before your particular site is re-indexed.

Again, the search engines want to be accurate. The more often they run, the more accurate they become but there are only so many hours in a day.

I hope this helps your understanding. If I can explain in greater detail or you know of a algorithm I did not explain, you can reach me at 814-806-3445 or email me at [Tim@TechnoBiz.net](mailto:Tim@TechnoBiz.net).