Title:
Does Google Trust You? Trust Rank Exlained

Word Count:
961

Summary:
It is over two years since a paper was released the basis of TrustRank,, yet even today, over

Combating Web Spam with TrustRank. Technical Report, Stanford University, 2004

Web spam pages use various techniques to achieve higher-than-deserved rankings in a search eng

Keywords:
trust rank, google, seo, sem, web marketing,

Article Body:
It is over two years since a paper was released the basis of TrustRank,, yet even today, over

Combating Web Spam with TrustRank. Technical Report, Stanford University, 2004

Web spam pages use various techniques to achieve higher-than-deserved rankings in a search eng

Original document http://dbpubs.stanford.edu:8090/pub/2004-17

I will try to explain in layman´s terms what this is all about.

First of all you will need to understand about hubs and authority sites in the eyes of Google.

Google will Have already manually have rated these sites with regard their content, the sites

A prime example would be the BBC. They have a strict set of guidelines that editors must adher

Most niche trusted sites will carry links to similar content, or links to links on similar con

So let´s put it into practice.

I release a niche altruistic website that is well received. The news gets picked up by the BBC

If you want to see a crude version of trustrank in action then look at the voting system on a

If someone with a red (negative) reputation votes for you (good or bad), it doesn’t affect you

It is my belief that TrustRank will compound so that the sum of the whole will be greater than

Below is a graphical representation of how it might work, but I have for simplicity not added

http://www.umbrella-consultancy.co.uk/tr1.jpg (address of image)

That is my take on TrustRank. So the old adage of build quality content that people will want

One last thing, in life there is balance, for every shard of light there is dark, for every wh

This is a demo version of txt2pdf v.10.1
Developed by SANFACE Software http://www.sanface.com/
Available at http://www.sanface.com/txt2pdf.html