

Title:

Google Pagerank Update - First In 2006

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Summary:

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Most of you, web site owners, publishers and SEO consultants, are probably dreading these updates.

Let's take a glimpse into what the new PageRank update is bringing:

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Article Body:

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Let's take a glimpse into what the new PageRank update is bringing:

First, let's see what will your page's new PageRank be?

If you haven't done this yet, check the page(s) that interest you using a Future PageRank tool.

This simple tool sends queries to known Google data centers in order to retrieve the PageRank

Caught any changes?

Whatever the answer, there are some logical explanations for it.

After studying the performance of several web sites, these are the conclusions I have come up with:

1. The trend to reward links from content-related web sites continues.

Web sites that have focused on gathering quality links, both reciprocal and non-reciprocal, find

However, one must not forget that climbing on the PageRank ladder becomes increasingly difficult.

If you know you have planned and executed your SEO plan correctly in terms of building link power,

2. Newly created web sites are able to achieve a nice PageRank from their first PageRank update.

The issue of PageRank leaking has been probably overly-discussed within the SEO media, yet it

- "good leaking" is when a site links to external resources that are of benefit for its readers.

- similarly, "bad leaking" is when a site associates itself with a resource search engines (Google).

3. Sites that acquired no new linkbacks since the previous update seem not to be penalized (unless they

The current PageRank scale seems to be stable and it might take a while until it is brought down.

If this is the case for your sites, it might be a good idea that you start a link building campaign.

To sum up, Google's new PageRank update shows clear signs of continuing the existing trend of

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