

Title:

Off-Page Factors Affecting Your Position On Google Searches

Word Count:

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Summary:

Different search engines use different algorithms to calculate where you appear on their search results.

We will divide the major factors into two main types, namely, on-page and off-page factors. Below we will cover the major off-page factors.

Keywords:

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Article Body:

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We will divide the major factors into two main types, namely, on-page and off-page factors. Below we will cover the major off-page factors.

In terms, of off-page factors the areas we will cover are:

- IBLs ~ inbound links to your site
- Directory Listings ~ which directories feature your site
- User Statistics ~ who visits your site and for how long

Inbound Links (IBLs)

Many of you may not be aware that many sites may be linking to your own site and sending new visitors to your site.

These checkers allow you to see which sites have linked to you as identified by Google, Yahoo, MSN, etc.

So Google uses other factors to check your site's IBLs, and one of these is certainly pagerank or PR.

Sites with a pagerank or PR of 4 or more are considered worthy sites by Google and so a link from such a site is very valuable.

It is also very useful to get sites to link to you with consistent anchor text; this is the text that is visible to the search engines.

So try and get lots of sites of PR 4 or above linking to you, especially if the site has a similar anchor text to yours.

Directory Listings

There are many directory listings sites on the internet, but some are much more important than others.

Yahoo is probably the second most important listing, but costs \$299 a year to list your site, so it is not for everyone.

User Statistics

Google has developed a number of measures to record the amount of visitors your site and individual pages.

After all, a true measure of where you should appear on the search results is how popular and relevant your site is.

Content is king, long live content!

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