Title:
Why Dated Content And Dead Links Will Punish Your Site

Word Count:
1026

Summary:
Along with the Internet boom came the massive proliferation of websites. Since many websites a

SEO and Factors Affecting Page Rank

In order to reach their target audience websites find that they have to rely on search engines

Keywords:
internet, online marketing, link generation

Article Body:
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SEO and Factors Affecting Page Rank

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To get noticed by search engines, web designers use search engine optimization (SEO) technique

Despite the unknowns SEO experts agree on most of the factors and their importance. According

¯ Title Tag
¯ Anchor Text of Links
¯ Keyword Use in Document Text
¯ Accessibility of Document
¯ Links to Document from Site-Internal Pages
¯ Primary Subject Matter of Site
¯ External Links to Linking Pages
¯ Link Popularity of Site in Topical Community
¯ Global Link Popularity of Site
¯ Keyword Spamming

Importance of Links in Page Rank

As shown on the list above links rank among the top factors that affect a web document´s rank.

Importance of Links to Visitor Retention

Links do not only affect the websites page rank but will affect visitor retention as well. Dea

It is also true that links to relevant sites might affect visitor retention for the worse sinc

Importance of Content

As mentioned earlier, although you might have no dead links and your links may all be relevant

The Deadly Combination

Dated content and dead links should never ever be taken for granted if you want your website t