

Myth Of The Google Toolbar Ranking

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The Google toolbar ranking is a boon and a bane, rolled up into a single iconic link on your Google toolbar. Many newcomers to the field of SEO are convinced that getting a high PageRank is equivalent to having a search engine results placement. While this sounds logical on the surface, it couldn't be farther from the truth.

Google PageRank, first and foremost, is an estimation of the value of a website. It is only marginally based on your search results listings, and can be greatly misleading. Many less than expert SEO website designers will promise their clients a high PageRank, and actually deliver on the promise, but the actual site traffic never booms, and the site seems to stagnate. In this way, poor to average web design teams are able to fool Google into giving a site a high PageRank, which seems to imply success for the website, but never actually deliver the results that the client had hoped to get.

How can this happen? Well, if Google hasn't indexed a site at all, but the website is hosted on a popular service, such as geocities, Google will estimate a PageRank based on its association with the root domain. This could give a poorly optimized site a high ranking almost immediately, but over time that PageRank will deteriorate as the search engine spiders crawl the site, and accurate indexing translates into the true site rating.

Also, your Google PageRank depends in large part on the sites you provide links to. If you have many links to highly rated websites, it is not only possible but likely that your PageRank will be rated higher. In this way, you are creating an artificial PageRank by simply placing outbound links that have little or no association with your actual website contents.

Conversely, your SERP (search engine results pages) rating is a totally separate mathematical formula, and it even uses your PageRank as a minor variable in its calculation. SERPs are where you want to rate, not PageRank. A high SERP rating means that your site appears at the top of searches based on your site's defined keywords. Your goal, if popularity is where you want to go, is to get your page located as close to the top of those results as possible.

Since most people who use search queries will choose their links from the first page of results, the higher you are on the list, the more people will visit your site. As more people visit your site, it will gain in apparent relevance as well as implied popularity. It is not only possible but likely that you can have a very high SERP rating without ever even getting a PageRank of 1. So while you can use PageRank as a rough guide (I do), don't expect that what you are told by Google PageRank is a deciding factor in the importance of the page.

Article written by SEOnotepad.com

Saved by evemilano.com because related to [this post about Page Rank](#).