7 Best Ways to Gain better SEO PR Ratings

Before I set out to explain the topic, let me give you two success mantra of any trade. First there is no shortcut to success, you have to give it what it takes to take what you want out of it. Second, there is no secret about it. Knowledge is spread all around you. All you need is to differentiate between right and wrong and stick with the right. Lets start discussing topic now i.e. 7 best ways to gain better SEO PR Rating.

What is SEO PR Rating

PageRank is the Google's way to value the worth of each webpage that is on www. In our words all external (inbound) links to a particular page decides its page rank. Google takes these links as votes that other pages have cast in favour this particular page. And accordingly it decides about its page rank. The higher the votes the greater the page rank it will be given. Relevancy is the most important factor in all this vote counting mechanism. The links that direct to your page should be coming from some pages in that category only. Hope I have cleared the things.

The higher page rank your site could achieve, the better are its chances to appear up in all organic searches. So it pays to pay heed to page rank mechanism and implement it. Here are 7 best ways to gain better SEO PR Rating, as Google itself suggests it to be:

1. Provide High Quality Information on your web page - This is as simple to understand as Google itself is. More useful contents means more visitors to your page means more clicks on it, means higher Page Rank. Hurray!
2. Submit your site on different web directories and reference sites - There are many Free / Paid web directories which host link to your web pages in relevant category in their site. You need to choose the directories which already enjoying high PR, hence will be more beneficial for your site as well, such as Yahoo, Wikipedia, some sites / directories on your relevant industry, etc.
3. Publish it everywhere - Yes, this is an important offline medium to increase clicks on your site and improve its PR. You should promote your website on all your public communication mediums like visiting cards, letter heads, invoices, brochures, sign boards, news paper ads, radios, television, classifieds, etc.
4. Keep in touch with your clients - You must be having list of your clients with their contact details, like emails, fax, etc. Keep in touch with them by dropping in a periodical news letter in their inbox. This will keep your picture refreshed in their record and they will sure be visiting you when they need to.
5. Apply RSS - This stands for Rich Site Summary or Really Simple Syndication. This is a method to distribute your headlines and content on various websites in one go. This is a good way to promote your business online and invite links.
6. Ask for back-links - This is also sometime good way to gain vote for your web pages. You can request webmasters of some relevant websites to provide backlinks to your website. But make sure you receive links from really good site for linking from a bad site might spoil your page rank as well.
7. Beware when linking back - if you have received a similar request from other webmasters for a backlink, do not say ‘yes' outright. First review their site and confirm its relevancy with yours. Will it be really useful for your visitors? Without spoiling your business prospects?

These are the 7 best ways to gain better SEO PR Rating. There are many more, which you will learn automatically, when you go to implement these ones. Wish you a really high PR!

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Source: http://www.kiarticle.info