

Re: Getting a web site listed well for search engines ?

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- *From:* "Dave Schaack" <dschaack@xxxxxxxx>
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"Richard J Kinch" <kinch@xxxxxxxxxxxx> wrote in message
<news:Xns99CCD4741AD45someconundrum@xxxxxxxxxxxxxxxxxxxx>

There is one dominant factor in Google credibility and rank you can't fake: age. The other factors are genuine content and links from pages ranked highly (that is, ranked highly from genuine content and age).

You (www.ecalculations.com) have a Google PageRank of 4. That's pretty good for a young page. Six or 7 is about as high as small operations can get. It's a logarithmic scale, like decibels.

Here are a few of my #1 Google search ranks these days:

<http://www.google.com/search?q=digital+camera+microscope+adapters>

<http://www.google.com/search?q=garage+door+spring>

<http://www.google.com/search?q=home+carbonation>

<http://www.google.com/search?q=pool+plastering>

Study these examples to see why the usual advice for search rankings is baloney. Look at the HTML source. It's not about keyword spamming or glitzy design. Every #1 page above was created with nothing more than me typing into an ASCII text editor (vi).

If anybody want to sell you search placement services, ask them for some top-ranked examples like the above, of something important. Lacking that, they're like most, phonies.

Richard, another amazingly useful piece of information from you. Thank you!