

"Possibly The Biggest Misconception About Ranking Well In The Search Engines..."

In previous lessons I've taught you different optimization strategies. I've taught you the difference between **onpage** search engine optimization and **offpage** search engine optimization.

Quick Review

Onpage search engine optimization are things that you can change **ON** your webpage.

- Title tag
- Header tags
- Bolding, Italicizing, Underlining
- Alt image tags
- Meta Tags
- Etc.

Offpage search engine optimization comes down to basically **1 thing**, which websites are linking to your website and how they're doing it.

- Anchor text uses in your link
- The title of the page your link is on
- The page rank of the page your link is on
- The "theme" of the website your link is on
- Etc.

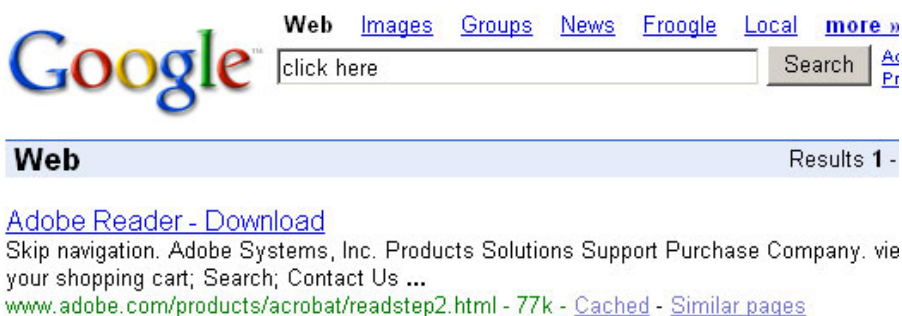
By now, I'm hoping you see that it's the offpage search engine optimization factors that will get your website to the top of the search engines. Again, the onpage factors are things you **SHOULD** do, but are **not nearly as important** as the offpage factors.

Ok... Let me show you why.

Let's analyze a website!

In this example I'm going to analyze the #1 ranked website on Google for the search term "click here".

First, let's go to Google and enter "click here".



You'll notice that the #1 ranked website is www.adobe.com. That's interesting...

Now, why would adobe.com rank #1 for that search term? I would think adobe.com would rank well for terms like:

- **graphic design programs**
- create printable documents
- **web design programs**
- and other keywords related to what they sell...

A few things that you should notice by looking at the picture above.

1. The word "click here" isn't in the page title
2. The word "click here" isn't in the URL of the website.
3. The word "click here" isn't even in the description listed by Google!

Now, let's click on the listing in Google and check out the actual webpage.

The screenshot shows the Adobe Reader download page. The top navigation bar includes the Adobe logo, a search bar, and a dropdown menu set to 'United States'. Below the navigation bar are tabs for 'Products', 'Solutions', 'Support', 'Purchase', and 'Company'. The main content area features the 'Adobe Reader' logo and the heading 'Download Adobe Reader'. A sidebar on the left contains links for 'Downloads', 'Product info', 'Support and training', and 'Related products'. The main content area includes a thank you message, a list of links for 'Free Adobe Reader', 'Text-only download page', 'Third-party plug-ins', and 'eBooks online'. It also features a 'Product info' section with links for 'Adobe Reader 7.0 User Guide (PDF: 2.9M)', 'New features', 'In depth', 'System requirements', 'Adobe Reader for Palm OS', 'Acrobat Reader for Pocket PC', and 'Acrobat Reader for Symbian OS'. A 'Support and training' section includes links for 'Customer support' and 'User forums'. The 'Related products' section is also present. The main content area includes a section titled 'Step 1 of 2' with a dropdown menu for language and platform selection.

Now, get this... **The words "click here" aren't even on the webpage, anywhere!**

If all of those onpage optimization techniques that many SEO companies talk about were true, then don't you think a different website would rank #1 for this term?

Onpage optimization factors like:

- keyword density
- keyword prominence
- keyword proximity
- bolding, italicizing, underlining
- etc.

are **NOT** critical to worry about when trying to rank well for a search term.

Yes, you should sprinkle your keyword throughout the webpage and do the other onpage optimization techniques I've taught you in previous lessons, but again, I really want to drill this into your head. **It is the offpage optimization that will increase your rankings in the search engines;** specifically Google, Yahoo, and MSN.

Then why exactly does adobe.com rank #1 on Google for the term "click here"?

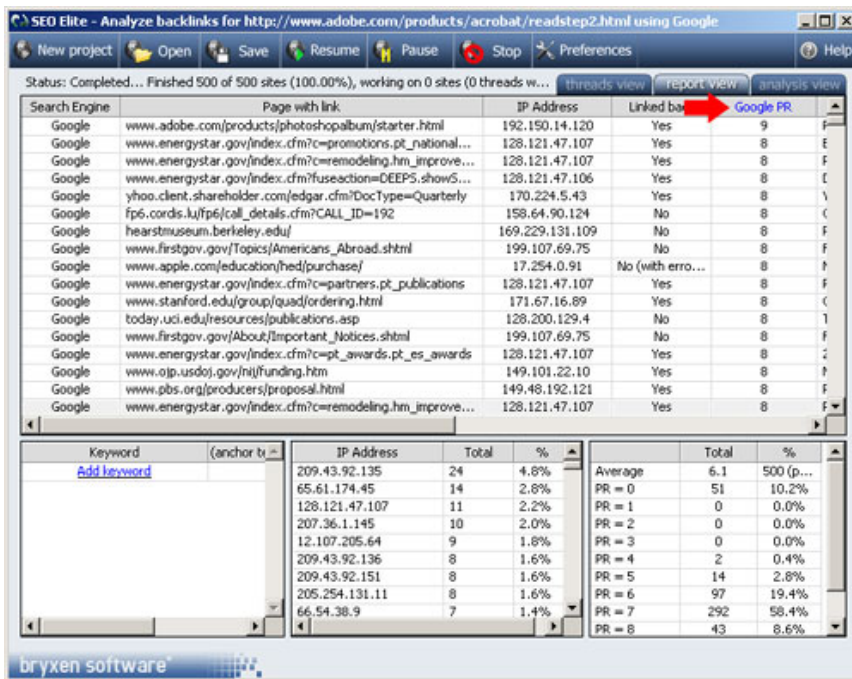
Let's open up SEO Elite and have a quick look...

1. **First, we'll select radio button 1.**
2. Next, we'll enter the URL from Google into step 2.
(<http://www.adobe.com/products/acrobat/readstep2.html>)
3. **Next, we'll select Google from the list of search engines.**
4. Finally, click "ok" to run SEO Elite.

When it's finished running, let's click on the "report view" tab to view some of the results.

The first thing you should notice is the Google Page Rank of all of the pages linking to adobe.com. If you **click the column heading within SEO Elite labeled "Google PR"**, it will sort the column in descending order.

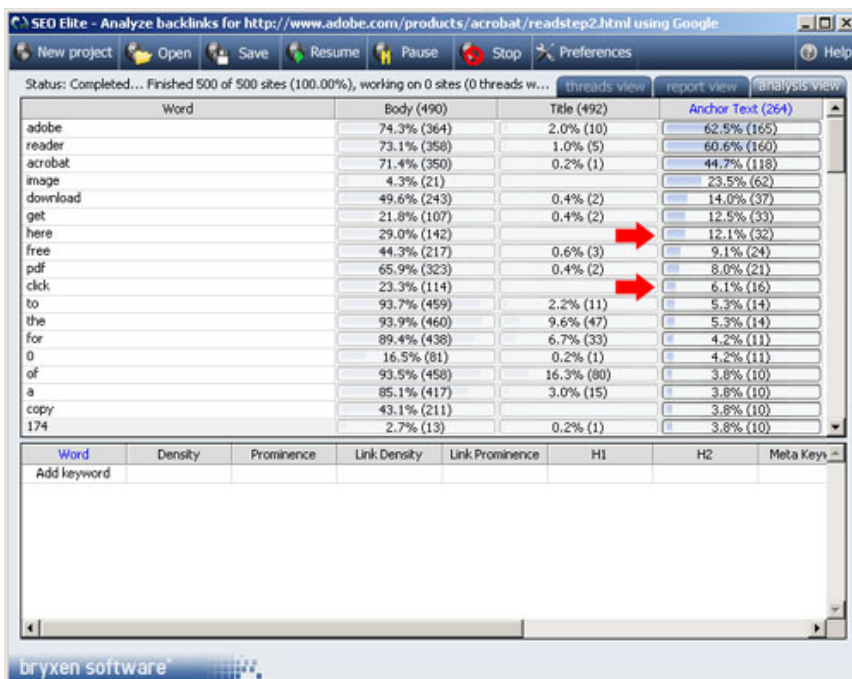
You can see that the pages linking to adobe.com have an **extremely high Page Rank**. Any website with a Page Rank of 6 or higher are VERY high page ranks. Look at all the PR8 websites linking to them!



Next, let's click the "analysis view" tab.

If we click the column heading titled "anchor text", it will sort this column in descending order. We can quickly see that the words "click" and "here" are within the top 10 words listed in the left hand column.

Remember, the anchor text column will show you the number of times the word in the "Word" column appears in the actual anchor text of the link pointing to adobe.com



So, by looking at the analysis above, we can see that the word "click" appeared in 16 of the links pointing to adobe.com and 6.1% of the total links pointing to adobe.com contained the keyword "click". The keyword "here" was found in 32 links pointing to adobe.com and appeared 12.1% of the time.

Reason adobe.com is ranked #1

The main two reasons that adobe.com is ranked #1 for the keyword "click here" is because:

1. The websites linking to adobe.com are **very quality** (have a high Page Rank)
2. The websites linking to adobe.com used the keywords "click" and "here" **many times** in the anchor text of the links linking to adobe.com

There are a few other offpage optimization factors that help adobe.com to rank #1, but those are the main two reasons. I hope you can clearly see the power of offpage optimization (linking).

So, the next time someone asks you what the proper keyword density is, the proper keyword prominence, the proper number of times you need to bold, italicize, or underline a keyword on your page... You can tell them that onpage optimization is **NOT** critical when ranking well for a given search term.

Until next time, happy optimizing!

SEO Power Strategies - Day 4 will be coming shortly so stay tuned!



Brad Callen
Professional SEO
<http://www.seoelite.com>