Page Rank & Site Link Structure

Debi Zylbermann

Jerusalem Web Professionals
SEO Expert Panel
8th December 2008

What is PageRank

- Page importance (from 0-10)

Web   CNN News   CNN Videos

CNN.com

SEARCH   POWERED BY Google

HOME   WORLD   U.S.   POLITICS   CRIME   ENTERTAINMENT   HEALTH   TECH   TRAVEL   LIVING   BUSINESS   SPORTS   TIME.COM   VIDEO

Hot Topics » Caroline Kennedy · Blackwater · O.J. Simpson · Planet in Peril · Scream Bloody Murder · more topics »   Weather Forecast   Edition: In

updated 8:46 a.m. EST, Mon December 8, 2008   Make CNN Your Home Page

SALE

Poll: 67% cut back on holiday spending

Americans say they are stressed and

AFP/GETTY IMAGES/FILE

Other News

· Labor sit-in gets Obama's attention, support
· CNNMoney: Markets soar on stimulus hopes
· First Vietnamese-American elected to House
· WPLG: 4 missing after 2 planes collide
· CNNMoney: Where the jobs are
· After cancer, Olympic swimmer makes return
· KTLA: L.A. rail system deemed deadliest
· Greece braces for third day of riots   27 min
· Pakistan militants torch more NATO vehicles   11 min
· Media cash in on foreign, familiar, mug shots
· Ticker: Remark not sexist, Rendell says
· iReport.com: Woman gets $2 for unemployment
· Boy fights off coyote with snowboard
· Want to live to 100? Live Okinawan-style
· Muslims seek forgiveness at Mount Mercy
· Hughley shops for the holidays   More D.L.

Video »

Getting old in Okinawa 3:01   Hunting down pirates   LIVE   Tough times in China 2:00

LIVE: Are you cutting back your holiday spending? Watch for market updates

CHEVY

× Find: Next   Previous   Highlight all   Match case

Done

What is PageRank

- Page importance (from 0-10)
- Casting a vote
  - Number of votes cast
  - Importance of pages casting votes

http://www.sigist.org.il/

Google

Stumble | I like it! | Send to ▾ | Channels: All ▾ | Favorites | Friends | Tools ▾

Google | www.sigist.org.il | Go | Bookmarks ▾ | 48 blocked | Check ▾ | AutoLink ▾ | AutoFill | Send to ▾ | www | sigist | org | il

Delicious | Recently Bookmarked ▾ | All the Hot Trends:... | Elections are the h... | Adam Shulman - Anne... | טיפים ומידע למטייל ... | Promote Your Blog F... | How

SIGiST | Netvibes (8)

Page ▾ | Tools ▾

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SIG iST ISRAEL

Welcome to the new SIGiST web site

Special Interest Group in Software Testing

Search the Site

<search>
☑ Search in this section

At your service

→ Events
→ News & Developments
→ Book Review
→ Download Materials
→ Links
→ SIGiST members forum

The SIGiST Israel Story...   skip to: SIGiST ISRAEL

SIGiST Israel was founded in June 2000, by Mr. *Alon Linetzki*, and was self sponsored, for the first few meetings. Today, after many meetings, out of which several were sponsored by RadView, Rational (IBM) and Mercury (HP-Software), SIGiST Israel is the most reorganized testing community in the Israeli market. The SIGiST board today includes also Mr. Yan Baron, Director PLM Testing & Field Operations, Aternity, and Mrs. Debi Zylbermann, senior consultant in software quality assurance and website promotion.

SIGiST Israel meets every quarter; meetings are usually sponsored by testing companies, quality assurance companies and tool vendor companies. Once a year, SIGiST Israel is conducting its yearly conference, and invites international speakers and Israeli testing community speakers to discuss hot testing topics.

SIGIST Israel purpose and goals are to create a place in Israel were testing professionals can meet, speak on common issues, suggest solutions to common problems, and be a place were they

News

Conference 2008

ISTQB ←
ITCB ←
SELA ←

http://www.istqb.org/

Internet | Protected Mode: On

What is PageRank

- **Page importance**
- **Casting a vote**
  - Number of votes cast
  - Importance of pages casting votes
- **Not all pages' votes count**
  - Linkfarms
  - Nofollow

nofollow

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  - Nofollow
- **A factor in search engine results**
  - One of more than 200
  - Results often don't seem to take it into account...

Web definitions for SEO

A form of online marketing, search engine optimization (or search engine marketing) is the process of making a site and its content highly ...
www.searchenginewriting.com/glossary.shtml - Definition in context

Search engine optimization - Wikipedia, the free encyclopedia

Search engine optimization (SEO) is the process of improving the volume and ... Search
engine optimizers may offer SEO as a stand-alone service or as a part ...
en.wikipedia.org/wiki/Search_engine_optimization - 94k - Cached - Similar pages

#1 | PR: ? | Google Cache Date: ? | Age: ? | del.icio.us: ? | Y! Links: ? | Y! .edu Links: ? | Y! .gov Links: ? | Y! Page Links: ? | Y! .edu Page Links: ? | Technorati: ? | Alexa: ? | Compete.com Rank: ? | Compet
dmoz: ? | Bloglines: ? | dir.yahoo.com: ? | Botw: ? | Whois

SeoQuake   PR: 7   G   3,750,000   L: 0   Cached: n/a   I: 97,400,000   L: 0   LD: 0   I: 15100000   L: 45   Rank: 8   Age: Nov 27, 2002   IP: 91.198.174.2   whois

SEOmoz | Beginner's Guide - What is SEO?

SEOmoz has a large collection of free guides relating to SEO, marketing, ... This guide is
designed to describe all areas of SEO - from discovery of the ...
www.seomoz.org/article/bg1 - 15k - Cached - Similar pages

#2 | PR: ? | Google Cache Date: ? | Age: ? | del.icio.us: ? | Y! Links: ? | Y! .edu Links: ? | Y! .gov Links: ? | Y! Page Links: ? | Y! .edu Page Links: ? | Technorati: ? | Alexa: ? | Compete.com Rank: ? | Compet
dmoz: ? | Bloglines: ? | dir.yahoo.com: ? | Botw: ? | Whois

SeoQuake   PR: 4   G   17,800   L: 0   Cached: n/a   I: 199,000   L: 0   LD: 0   I: 187000   L: 2   Rank: 46585   Age: Feb 05, 2005   IP: 66.148.112.4   whois   sou

What is SEO? - A Word Definition From the Webopedia Computer ...

5 Jul 2005 ... This page describes the term SEO and lists other pages on the Web where you
can find additional information.
www.webopedia.com/TERM/S/SEO.html - 71k - Cached - Similar pages

#3 | PR: ? | Google Cache Date: ? | Age: ? | del.icio.us: ? | Y! Links: ? | Y! .edu Links: ? | Y! .gov Links: ? | Y! Page Links: ? | Y! .edu Page Links: ? | Technorati: ? | Alexa: ? | Compete.com Rank: ? | Compet
dmoz: ? | Bloglines: ? | dir.yahoo.com: ? | Botw: ? | Whois

SeoQuake   PR: 3   G   13,900   L: 0   Cached: n/a   I: 532,000   L: 0   LD: 0   I: 167000   L: 0   Rank: 7300   Age: Dec 01, 1998   IP: 63.236.18.21   whois   sour

Introduction - What Is SEO

Search Engine Optimization (SEO) is often considered the more technical part of Web
marketing. This is true because SEO does help in the promotion of sites ...
www.webconfs.com/seo-tutorial/introduction-to-seo.php - 28k - Cached - Similar pages

Site Link Structure (i)

- Fact: **A website has a maximum amount of PageRank that is distributed between its pages by internal links.**
  - The maximum PageRank in a site equals the number of pages in the site * 1.
  - The maximum is increased by inbound links from other sites and decreased by outbound links to other sites.

Site Link Structure (ii)

- Fact: The maximum amount of PageRank in a site increases as the number of pages in the site increases.
  - The more pages that a site has, the more PageRank it has
- Fact: By linking poorly, it is possible to fail to reach the site's maximum PageRank
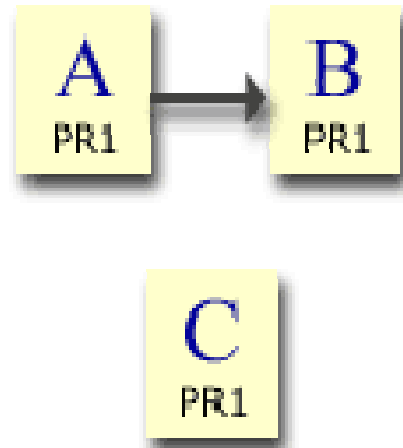
A Site with No Links

A | PR1

B | PR1

C | PR1
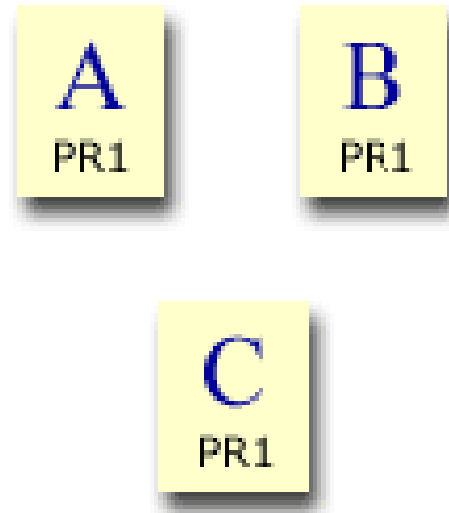
Page A = 0.15
Page B = 0.15
Page C = 0.15

Sum = 0.45

Just One Page Linked

Page A = 0.15
Page B = 0.2775
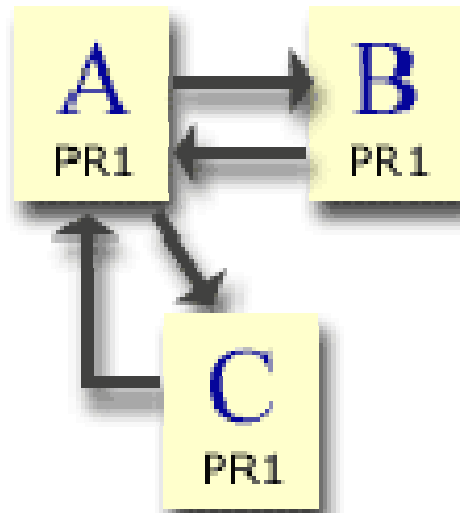Page C = 0.15

Sum = 0.5775

All Pages Linked to All Pages
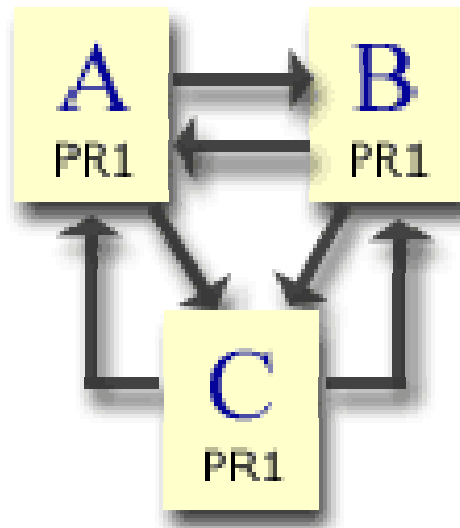
Page A = 1

Page B = 1

Page C = 1
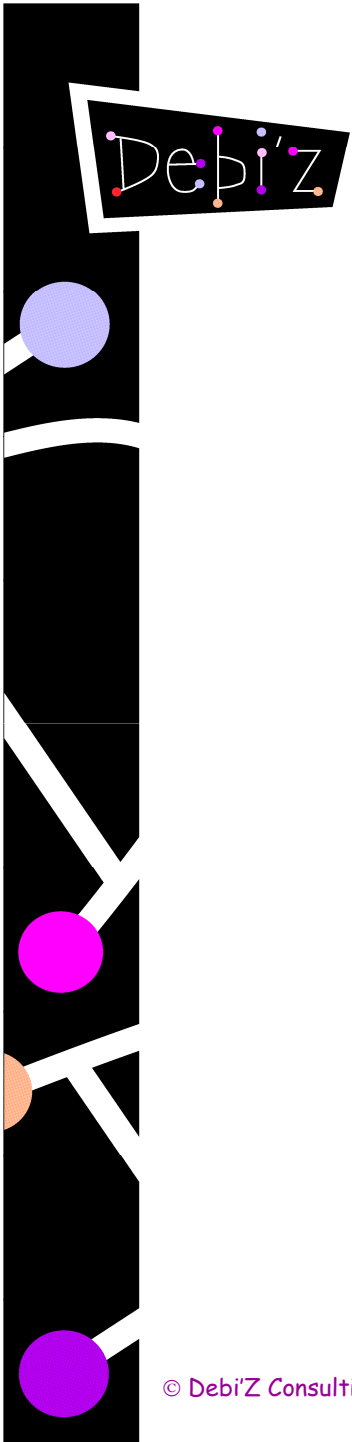
Sum = 3

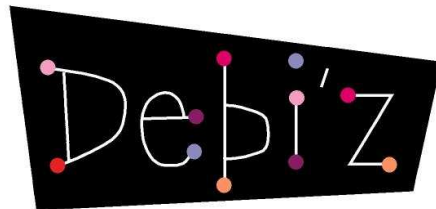# Page A is Most Important

Page A = 1.46
Page B = 0.77
Page C = 0.77

Sum = 3

Thank you for you time

Debi Zylbermann
Website Promotion (SEO) | debi.zylbermann@gmail.com
S/W Quality Assurance | +972-54-6751237

Google PageRank Algorithm*

$$PR(A) = (1-d) + d(PR(t1)/C(t1) + ... + PR(tn)/C(tn))$$

*an approximation