Page Ranking and SEO Rank Factors: A Review

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Abstract

Over the years search engines have adopted different search algorithms to provide better and relevant search results for user queries and among that PageRank method has been extensively used. Its adoption has also led the websites to use various SEO techniques to improve their page rankings and standard. This paper provides an overview of the PageRank concept discusses the different page ranking algorithms and also highlights the different strategies that websites can incorporate to increase their PageRank.

Keywords: *Inorganic search, organic search, PageRank, search engine optimization, weighted PageRank*

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INTRODUCTION

There is a huge quantity of multifaceted information present on the World Wide Web and is growing with every passing day. With the availability of such a huge amount of information, search engines may sometimes provide irrelevant search results in response to specific user queries. Thus, the user may end up at the web page which is irrelevant or providing insufficient information and so a method is needed that would not allow such thing to happen. Once such method used by search engines during the early days of the internet is the keyword mechanism method. This method is used to retrieve and display search results on the basis of keywords present user queries [1]. However, this method is not that much efficient, and the user would often face the problem of topic drifting wherein user ends up at the information which is different what the user is expecting [2]. Another method called PageRank is used by the search engines

to use PageRank method, soon it was adopted by several other search engines like Bing, Yahoo, etc. Apart from search engines, PageRank also found its application in other fields like digital libraries, social networking, etc. However, with the increasing emphasis on getting more relevant results for user queries, Google PageRank algorithm has also been modified and has now become the basic notion for various Page Ranking algorithms like weighted page rank, HITS, etc. Such algorithms also play an important role in the domain of web mining which aims at discovering the different interesting patterns and meaningful information from the web. It involves different aspects like website content analysis, website structure analysis, website usage analysis, etc and these page ranking algorithms use one or more of these aspects to calculate the PageRank for a particular website more precisely for a web page [3].

Another important concept in Search Engine