



NetBrood
Search Engine Website Page Rank
v. 1
User's Guide



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Introduction

Do you know what the page rank for your website is? Online page rank tools calculate the page rank for pages based on a page rank algorithm that takes into account the inbound and outbound links to and from your website.



When people search for websites, they search for specific things, or terms that exist on your website. Search engines use the page rank weights to rank the search results. But this does not always correspond to the truth, your business may be better established than others, but yet, your website is ranked lower than other websites.

Page rank is crucial for doing business since, the favorite search engine your users trust; refer your business in a lower rank than others.

Do the SEO services you purchased have an impact on your page rank? In most of the cases, you approach service providers for Search Engine Optimization services to optimize your website in an attempt to increase your page rank in the search results - and these services are not free. But since the competition out there is high, most of the people do the same thing - they buy SEO services to increase their page rank. Since every body incorporate SEO services, how do you measure the effects of your action, did those services increased your page rank? Were there effective?

So, taking those into account, what is your page rank when people search for what you do in the internet? When people search on the internet they use one of the major search engines, such as Yahoo, Google or Bing. When people search for you - by you we mean your business, what you do - they will eventually find you and reach your business. But this is not the common case...



When people search on the internet, they do not search for you; they search for what you do!

The key words people use are limited - coming from the language vocabulary. The businesses on the other hand are more than the key words and they are doing the same things described by the same keywords. So when others out there be likely to do the same thing, how the people will distinguish you? You are unique, but what you do is not, many others tend to do the same thing! What differentiates you is not only the price but also the quality of the services or products you offer.

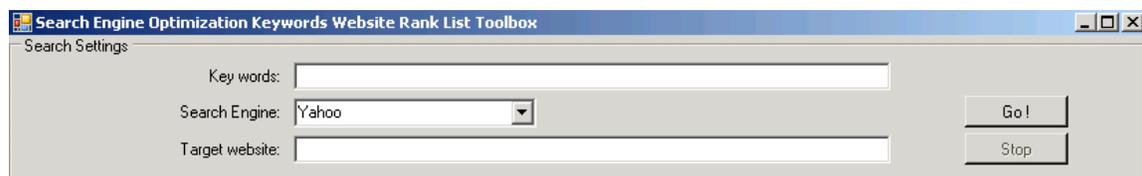
For example there are many florists selling flowers and many of them have websites. When people search for your website they will find it. But when people will search for flower shops near them, have you ever wondered, what is the rank of your website in the search results – even though they may be on the same neighborhood?

So, people search for the key terms that describe your business!!! And they choose among the results on the top 3 pages offered by the search engines' results. So is your website on the top 3 pages?

This tool is a part of the SEO toolbox NetBrood uses, in order to provide SEO services that have effect - judging by the results. We have extracted the core functionality and created this stand alone application for you to check the page rank of your website, when you search for the key terms that identify your business.

User Interface

Search Engine Websites Page Rank has a minimum user interface, no more complex than the user interface for a search engine. You can see the initial screen bellow.



The fields are:

Key words: In this field, user may enter the keywords for searching the internet

Search Engine: user is able to select the search engine for searching using the keywords. User can select one of Yahoo, Google and Bing for searching.



Target Website: here the user can write the website (as a domain name) or a webpage (as a URL) or a part of it, for searching among the search results.

Button Go: is for performing the search

Button Stop: for stopping search, or to start a new one.

Button Register: is for demo usage and unregistered application. When clicked user is prompted to register its application using the invoice id he received when purchasing a license.

Using the Application

The application logic is clear; the application will search, using the given keywords and the selected search engine and perform internet search. Later on the application will browse pages with the search results for matching the target website.

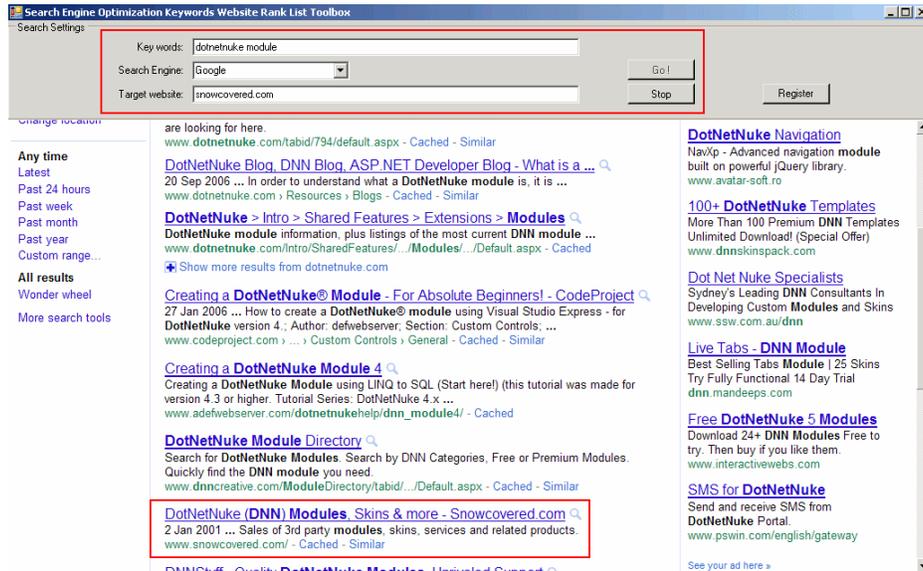
We can see an instance of execution bellow in the following images, using the application to see the page rank for 'snowcovered.com' when searching for 'dotnetnuke modules' with Google.

In the figure bellow, we see the user input, how it is mapped to the search input of the search engine. Also we have marked with a red rectangle the two areas where Google displays advertisement links. Note that when the application is browsing search results, does not take into account the advertisement links, thus is performing the so called 'organic' search.

The screenshot shows a web browser window titled "Search Engine Optimization Keywords Website Rank List: Toolbox". The search settings are: Key words: dotnetnuke module, Search Engine: Google, Target website: snowcovered.com. The search results page shows "About 676,000 results (0.06 seconds)". The search results include several links related to "DotNetNuke" modules and skins. Two red rectangles highlight advertisement links: one for "DotNetNuke Skinning Module - Powerful DNN skin editing Module" and another for "Dynamic Forms 3.4".



And we see that the target website is found on the first page with the search results Google returns.



After reaching the target or exhausting the search results the application will stop automatically, waiting for new user input.

Technical Issues

This application, actually simulates a random user that search the web.

The search (organic) results are checked for the target one by one, in a way similar to the actual user performing the search. Search engines tend to hide full URLs, for the web pages returned; so when the target website is a long detailed URL, this application will fail to match the target, thus it will skip the search result. For this reason it is advised to use mainly the domain name or a part of it as a target website.

It is obvious from the functionality that target website may be any (key) word. Thus this tool may be used to search among the search results returned by the search engine for a specific (key)word (meta-search) correlating keywords with the (target) word(s) that distinguish your web pages.

The browser it uses is the built in Internet Explorer that comes with Windows. This is very important because:

- search engine will not differentiate the browser and classify it as a crawler or spider, so it will assume a genuine user



- browser will use the same settings (language, connection proxy etc.) Internet Explorer uses

Last, the application is tested and does not have any problems with AJAX that search providers implement on their search websites, in order to prevent unwanted robot applications.

One should also have in mind the geographical information search engines collect with queries. So, this should be also taken into account in order to get unbiased search results and to perform an better analysis. In order to do this, the application should be run in various location, randomly distributed, e.g. in various towns, cities etc...

References

If you want to read more about the page rank algorithm used by Google you are advised to visit [Wikipedia](#). From the referenced web page we took the following phrase:

“The formula uses a model of a *random surfer* who gets bored after several clicks and switches to a random page”

In our case though, this application will not get bored and will check all the page results to find out if the target website (domain, page or whatever) is found among search results.

After performing the search, every user has to make a quality analysis. This may mean:

- checking the search engines search queries with higher impressions
- adding keywords that identify the business or
- connecting your web page to others higher ranked

and more generally conclude the proper actions to make its website higher ranked.

You can download a demo for the application, [here](#).