

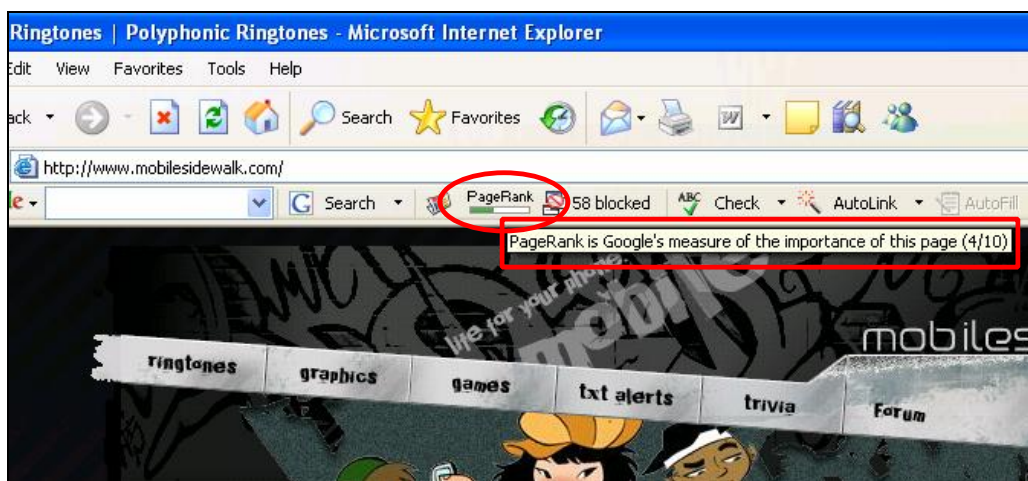
Google Page Rank

What is Google PageRank?

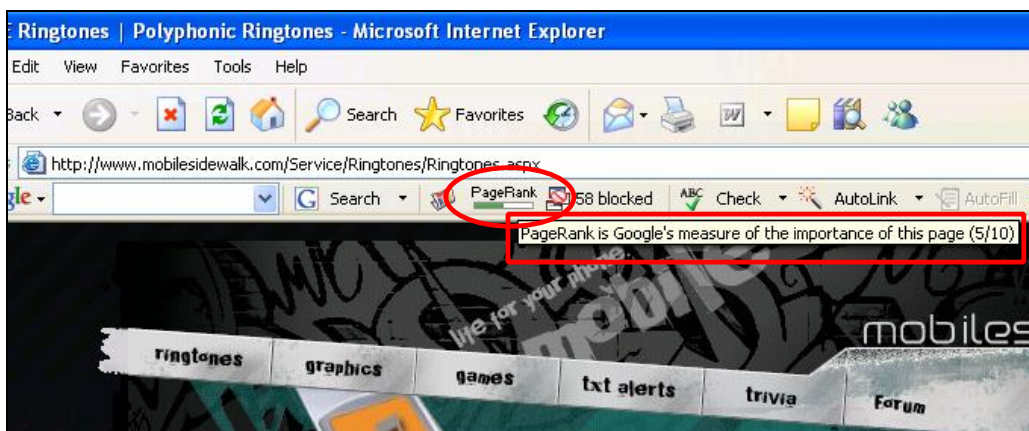
The Google founders, Sergey Brin and Larry Page formulated their search engine algorithm that shifted the ranking weight to off-page factors. They evolved a formula called PageRank (named after its founder Larry Page) where the algorithm would count the number of websites that link to a page and assign it an importance score on a scale of 1 to 10. The theory is that the more websites that link to a page, the higher its PageRank.

The underlying rationale of how the Google search engine algorithm works is very important. Google rank each webpage on a score out of 10. The home page should have the highest Google PageRank yet this is often not the case as sectional pages often have higher Google PageRank. See below

Mobilesidewalk: Google PageRank Analysis



Note: Mobilesidewalk has a Google PageRank is FOUR (4/10).



Important Note: The Ringtones page section of the website has a Google PageRank of FIVE (5/10).

Google's Big Daddy

Currently, Google is changing its server structure which is affecting the Google PageRank of websites as well as the website listings returned in the search engine results pages. More information is available at the blog of Matt Cutts, a senior Google search engineer.

Matt Cutts: Gadgets, Google, and SEO

Bigdaddy progress update

February 1, 2006 @ 3:49 pm · Filed under [Google/SEO](#)

In case you don't want to download a 70 megabyte audio file, here's the latest on Bigdaddy. Bigdaddy continues to roll out and is now available at three data centers. In addition to 66.249.93.104 and 64.233.179.104, Bigdaddy is now up at 216.239.51.104. We've been going through the spam feedback and acting on it, and reading through the general search feedback as well.

Q: Is Bigdaddy still on track and launching?

A: Yes. Remember that Bigdaddy involves new infrastructure and is not just a data push or algorithm update. Don't take it as a promise, but I'd expect a new data center to be converted to Bigdaddy roughly every 10 days or so.

Again, take that as a rule of thumb. There are smart folks doing this transition, and they're deciding how to do it in the best way.

URL: <http://www.mattcutts.com/blog/bigdaddy-progress-update/>

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