

Cry for Help

Computer Tips & Tricks

Google+ and SEO

It took a while to get some traction, but Google Plus is finally starting to get used as a serious social media tool. FaceBook is still the leader for social updates, and LinkedIn for business relationships. In fact it makes good sense when you think about it that, since Google are the masters when it comes to all things searched on the internet, that Google would give emphasis to people using its social media tool: Google+. So if Search Engine Optimisation (SEO) is important to you or your brand, then you need to consider having a strong and active Google+ presence.

Same thing applies to YouTube and other Google services, your participation will be rewarded in search results. The exact formula of how Google ranks its search results is a well kept secret, but here are a few factors that have been documented and may help your SEO design.

Google rewards web sites that supply what searchers are looking for, and penalises sites where searchers only visit briefly before exiting. Google also utilises key words that are in a web site's meta data, and rewards a site if the web site's words also match the key words.

Google rewards web sites that have lots of other web sites pointing to them (back links), but it penalises sites that have fabricated back links from non reputable web sites.

Google rewards well constructed web sites, ie containing no bad HTML code or broken links, and a web site with fresh and changing content is also viewed favourably. Thanks Karl for your help on this one.

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