

PAGE RANK PARANOIA



Why you don't need a high PR!



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PAGE RANK PARANOIA



Why you don't need a high PR!

CONTENTS

| | |
|------------------------------------------------|----|
| Introduction | 3 |
| What is Google page rank | 4 |
| My PR is Bigger Than Yours! | 5 |
| Number 1 Ranking Examples | 6 |
| Step-By-Step Action Plan | 11 |
| Web Site Promotion Avoiding Page Rank Paranoia | 13 |
| Quick Recap | 16 |
| Suggested Resources | 17 |

PAGE RANK PARANOIA



Why you don't need a high PR!

INTRODUCTION

If you own your own web site, and I was a betting man, I'd wager that there's a better than fair chance that your life is ruled by that little green coloured bar which shows the page rank attributed to your site by the mighty Google.

Nothing else matters to you other than making that little green line move further and further towards the right. Because the further it does, the higher your page rank (PR) becomes which means an automatic flood of traffic for you.

You're absolutely driven to distraction if you're approached for a link exchange by a fellow web site owner with a lower PR than you. How could that person have the bare faced gall to ask you for a link exchange. Don't they understand that if you do accept that link trade with the PR1 site your PR 3 will instantly plummet and you'll be punished forever!

If that person is you, lighten up! You're suffering from Page Rank Paranoia.

Burt don't worry – this humble ebook might just cure you. There's way more to running a successful web site than watching that little green bar.

I'm going to show you why your PR does not matter that much in the great scheme of things when it comes to web site promotion and attracting traffic to your web site. A whopping super-duper stellar PR is absolutely no guarantee of an untouchable search engine ranking.

Amongst other things in this ebook you'll learn how I have a number of web sites each of which (at time of writing) are ranked #1 on Google for particular search terms and none of my sites have a PR higher than 3.

And I'll give you the exact step-by-step method I used to take those web site to a #1 ranking without catching "Page Rank Paranoia."

This has allowed me the opportunity to gain traffic and build niche mailing lists without getting all bent out of shape about my PR. I'm cured from Page Rank Paranoia – would you like to be too?

Right – let's move on.....first, just how do Google calculate your PR and make that little green bar move ever more progressively to the right (or left – PR can go down as well as up!).

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WHAT IS GOOGLE PAGE RANK?

In very basic terms, your page rank is calculated using (as well as other criteria) the page rank of other sites which link to your site. The page rank value depends on the PR value of the page the link comes from and the number of outbound links from that page.

Many believe that the relationship between page rank levels is logarithmic and not linear. In other words a PR5 is not "worth" 25% more than a PR4 but could in fact be "worth" much more.

Furthermore a page rank value is not just a number. It is a range of values. So not all PR5 ranked pages are equal.

I could go in for pages and pages about the theories involved which go on to calculating your Google page rank. But I won't. How boring would that be?

Let's face it – a hundred pages of theory won't disguise the fact that the only people who *really* know are Google themselves. Sure – the page rank of your site is a factor in determining the search engine ranking of your web site but it's not the only factor.

And it's certainly not the "oh my God be-all-and-end-all my life depends on it" criteria that many web site owners think it is. See – we're back to Page Rank paranoia again.....

Why dedicate your life to try and move from a PR3 to a PR4 when there are much more productive ways to promote your web site?

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“MY PR IS BIGGER THAN YOURS.”

So what! Do I look like I care?

We all have to start somewhere. And with a new site, that's right at the bottom. No PR at all. You approach site after site seeking those link exchanges. Barely anyone replies, and those who do gloat about their PR and how they couldn't possibly exchange links with you because it will hurt their PR.

Here are a few email exchanges I've had which illustrate the point. I've not inserted the entire emails to “protect the innocent” shall we say.

=====
Its not possible to add your site in xxxxxxx.com, the reason is that it's our primary site. So we are unable to place your site on our primary site. We can place your link only on xxxxxxx.com as mentioned earlier. Please let us know if you are O.K with it.
=====

=====
I am D**** and I am affiliated with the site xxxxxxx.net. I also work with a great site: xxxxxxx.com which has a PR7 and very interesting inside pages too. If you feel you can exchange links with me let us know, I will upload your link on my good PR link page in xxxxxxx.net. In return, I expect a good PR link page from you.....
=====

=====
Yeah, I'm taking about a front page link exchange. But since your sites are PR 3 then I have offered 1 PR 4 in exchange to 2 PR 3. Be know that a link from a site PR 4 is more profitable then a link from a site rank 3 and that is why I have offered you 1 link from xxxxxxx.com
=====

=====
See the pattern here – do you think the webmasters above have Page Rank Paranoia? Ultimately, they refused link exchanges with my “humble” PR3 sites because I'm just not worthy enough – even though my poor little PR3 sites have a way higher search engine results ranking.
=====

A couple of my current PR3 sites were once PR4. Does it bother me? Absolutely not. Because they still attract good traffic, my niche mailing lists increase in size every day and that hasn't been affected by the reduced PR.

Next I'll tell you about my “humble” PR3 sites and let you see the screen shots which show those sites in the #1 position for key word searches. In later chapters, I'll tell you how I did it. And all without suffering from Page Rank Paranoia!

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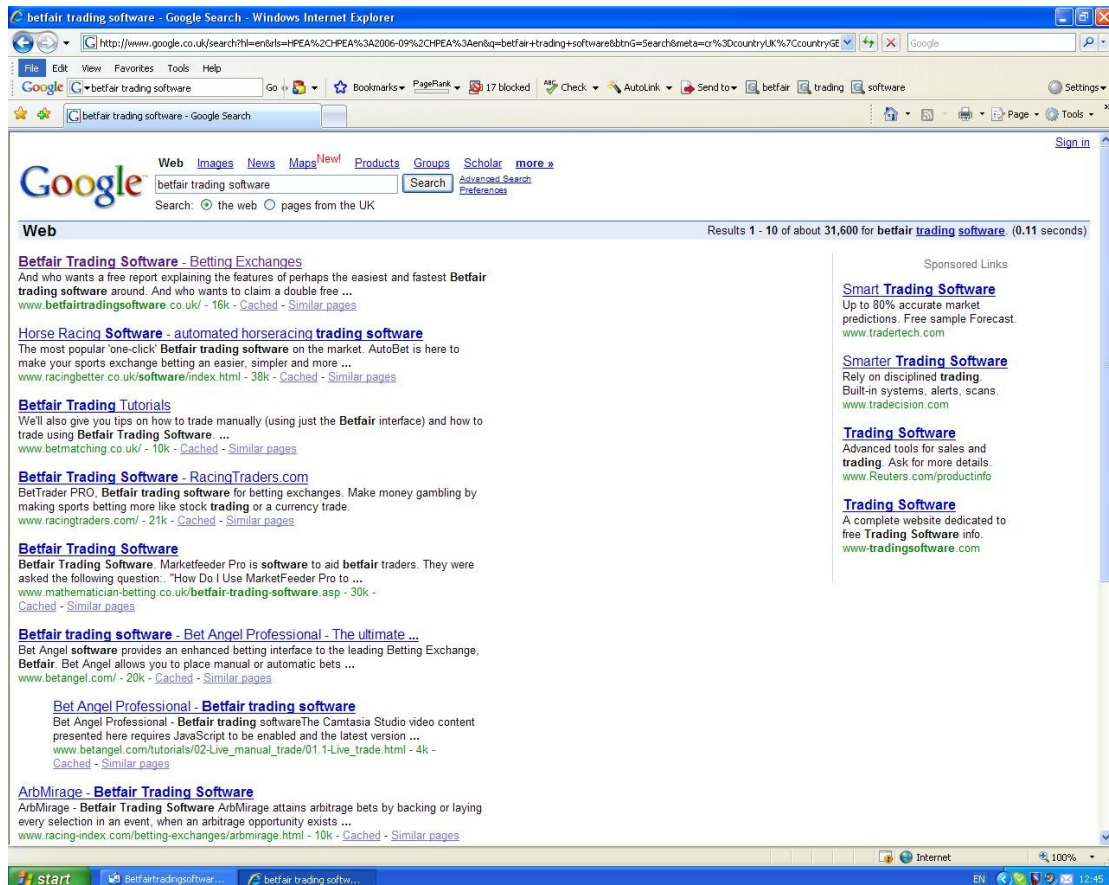
NUMBER 1 RANKING EXAMPLES

One of my hobbies is horse racing. I love it. A day at the races is one of life's pleasures. You don't need to go racing and gamble to have a great day out. I also like to play a little poker and blackjack. So I built a few web sites about my "recreational interests" and each of them, despite what many would consider a "poor" PR, is (at time of writing) ranked #1 for various search phrases.

Here's the proof why you don't need a huge PR:

[Betfairtradingsoftware.co.uk](http://betfairtradingsoftware.co.uk) – current PR2

If you've not heard of a betting exchange, you probably won't know what this is all about. Betting exchange trading is a bit like share trading – it's a fascinating subject. Check out the web site for a free report. See the screen shot below – my PR2 site has the number 1 search result for "Betfair trading software."



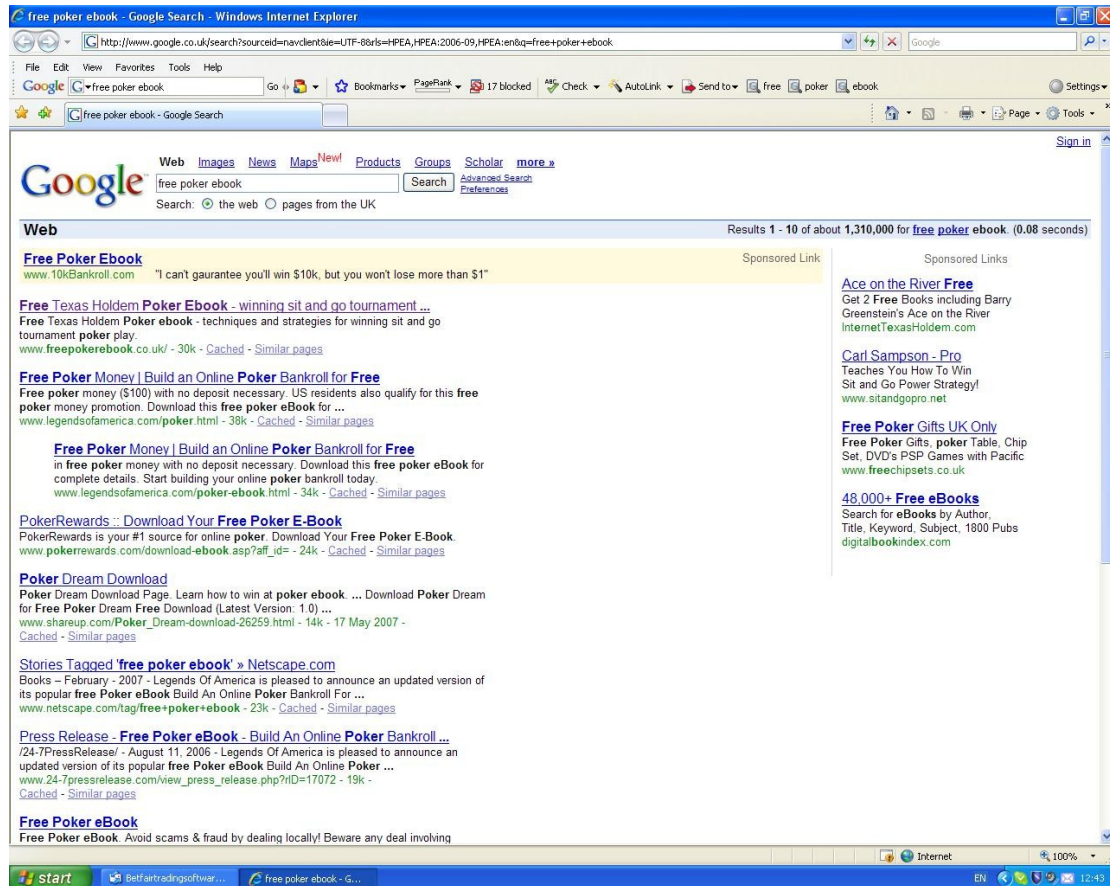
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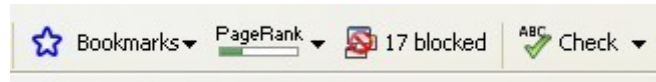
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freepokerebook.co.uk – current PR3

I put this one together based on my enjoyment of playing poker. Tournament poker to be exact. Visitors can download a 22-chapter ebook I have written on tournament poker in return for opting-in to the accompanying mailing list. Another number 1 ranking. It's also number 1 for "poker ebook" and brings in a steady flow of traffic (and list subscriptions) every day.



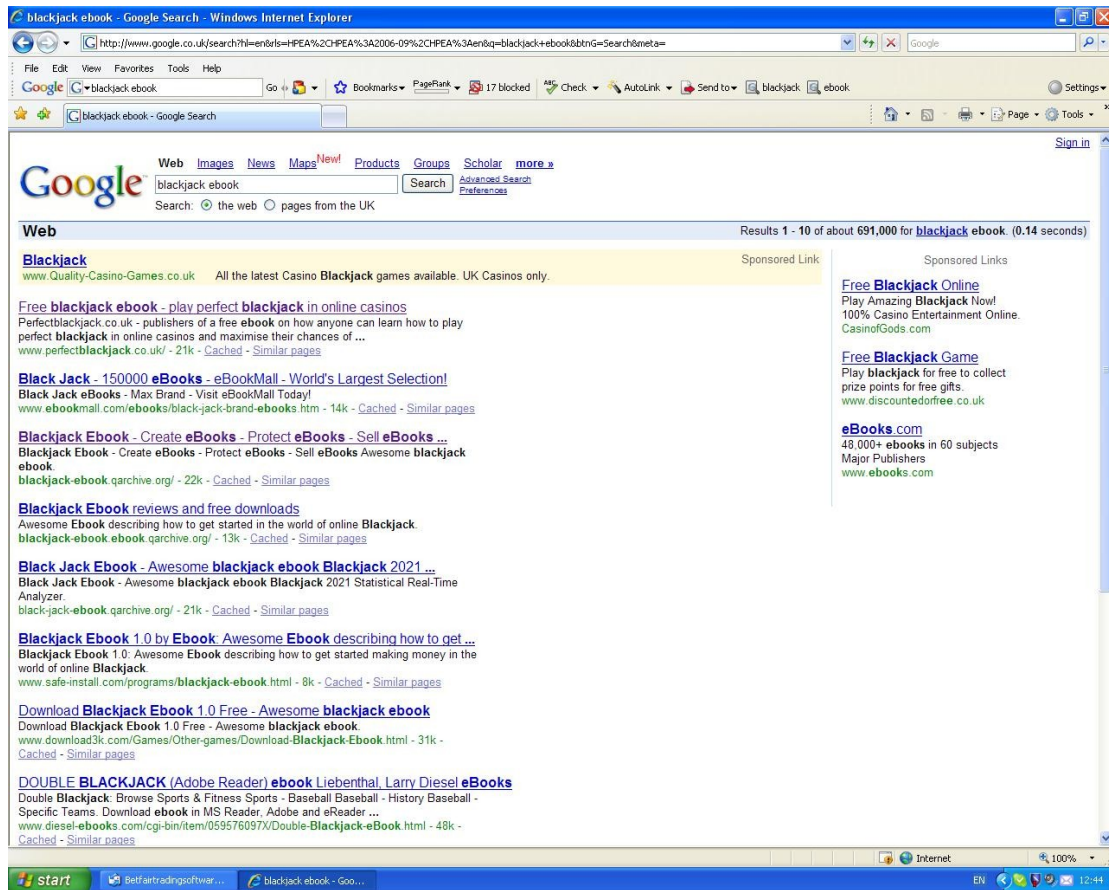
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Perfectblackjack.co.uk – current PR3

In a similar way to the poker site, I put together another ebook based on blackjack strategy. It's free to list subscribers. Number 1 again!



So – now you've seen the proof (I've got another one to show you yet though – over the page). Three web sites with fairly low PR but all with number 1 search rankings, a steady flow of targeted traffic from those search results and a constant stream of subscribers to each site's mailing list.

This obviously means I can communicate with my respective list subscribers, promote complimentary products to them which I believe they may be interested in etc. And because I have their permission to do so, there's no danger of being labelled a "spammer." We'll look at the mailing list aspect in another chapter.

Before that – another of my sites with a low PR but a number 1 search ranking. This one's a good example of a particular niche. Next page.....

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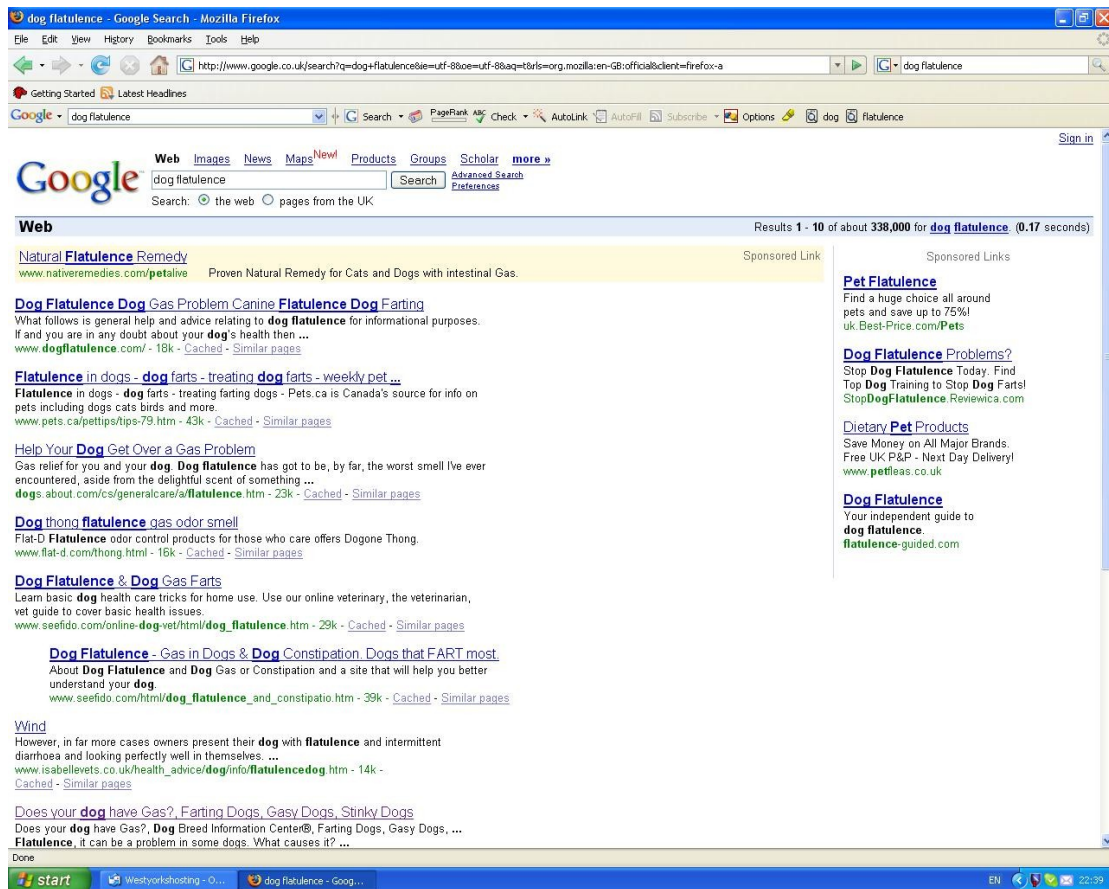


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[Dogflatulence.com](http://dogflatulence.com) – current PR2

The domain name should give you a rather strong clue as to what this site is about.....I own racing greyhounds and the idea for dogflatulence.com was “inspired” by the son of a fellow owner at the kennels one day.

I actually achieved a number 1 ranking on Google for this site within a very short space of time with the entire “promotional activity” being the submission of a free press release and article directory submissions. Here’s the screenshot:



But it didn't stop there for dogflatulence.com. My (then) new web site without a PR has a high position on other search engines. Even one of the articles I compiled has a first page search engine listing (see the next page).

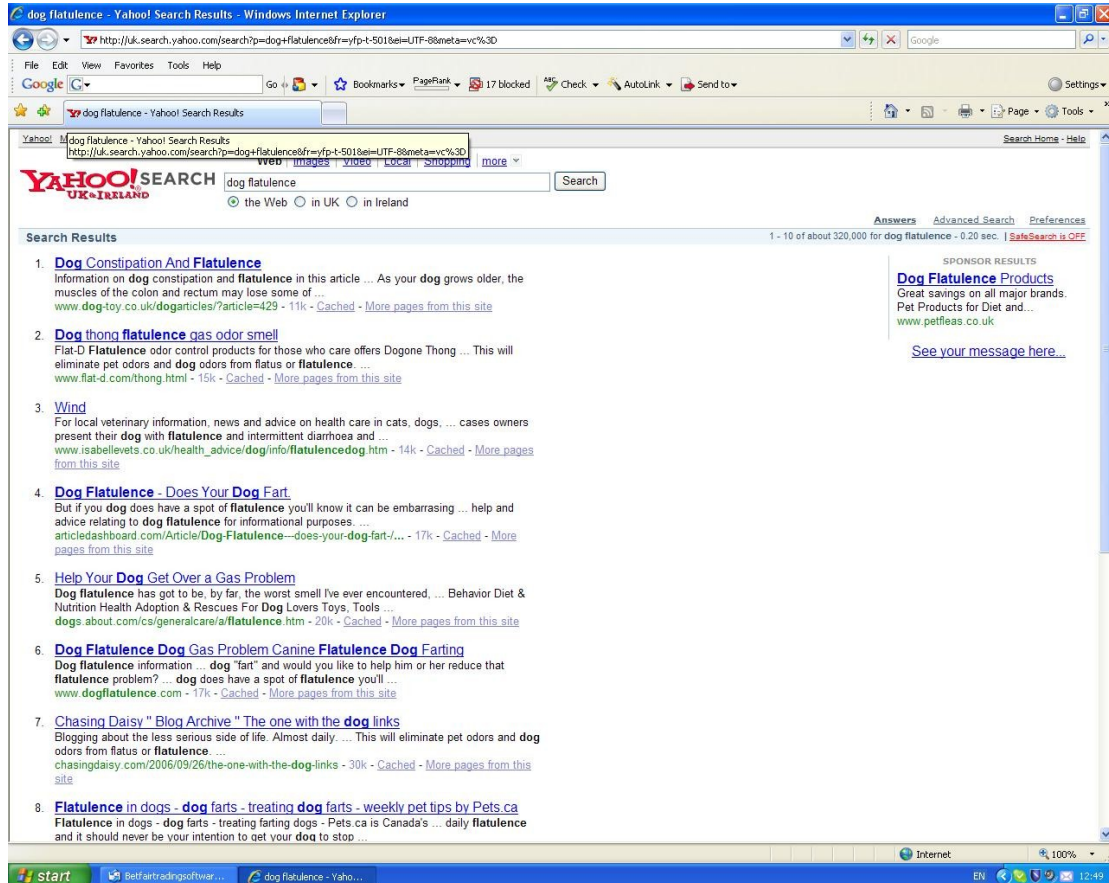
Now – turn the page to see another screenshot.....

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Right – a screenshot from Yahoo! Notice positions 4 and 6. Position 4 is actually an article I wrote and submitted to the directories and position 6 is good old dogflatulence.com. “Double bubble” – my site is on the first page and anyone reading the article will be able to visit the site via the link in my resource box in the article.



Dogflatulence.com, despite it's “poor” PR attracts excellent targeted traffic and earns me AdSense income every single day without me having to suffer from “Page Rank Paranoia.”

Writing the articles and submitting them to a few of the major article directories was much more fun and much less work that emailing site after site for a link exchange. And even then to get few replies but plenty of “knock-backs” because of the “paranoia” issue.....!

Unlike many web site owners, article directories do not have “Page Rank Paranoia” and don't care about the PR of your site. Write a good quality article (very easy) and you'll find it's accepted.

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