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## **THE MAIN RANKING FACTORS AND LAST TENDENCIES OF THE GOOGLE SEARCH ENGINE**

### *Annotation*

*Malenkov O.A., Khalygov A.A., Guskova V.G., Malcheva R.V. THE MAIN RANKING FACTORS AND LAST TENDENCIES OF THE GOOGLE SEARCH ENGINE. In this article we will discuss the method of ranking websites. Learn methods of promotion of sites in the search engine Google. We define the main factors affecting the availability of sites in search engines. We also learn the basic search algorithms and determine the level of confidence in the site. The comparative characteristics of a specific site with the practical application of SEO.*

**Key words:** *SEO, PageRank, Google, ranking factors, optimization.*

**Goal:** For last 15 years the web creates new challenges for information retrieval. The amount of information on the web is growing rapidly, as well as the number of new users inexperienced in the art of web research. For what would be the information was filtered out, the most important projects are in the top queries use SEO promotion by various search engines, the so-called cross-searching promotion. In this article we look at SEO-optimized website through Google. Describe the main approaches and optimization goals.

**Problems:** Many people believe that SEO technology is mainly used to generate "humanly understandable references." However, the technology to create clear links Men hardly affects SEO. Many think that "humanly understandable links" – the only method by which search engines can properly index the site, or that they are the best solution for search engines, indexed websites. Dynamic links, somehow, reduce search engine rankings, or your search results on search sites. Human readable references mainly benefit the search engines by keywords on the page, there are links to both reinforce the keywords and page titles so that search engines use to index.

**Solution:** The Google search engine has two important features that help it produce high precision results. First, it makes use of the links structure of the Web to calculate a quality ranking for each web page. This ranking is called PageRank and is described in detail in. Second, Google utilizes link to improve search results:

### 1. Description of PageRank Calculation

Academic citation literature has been applied to the web, largely by counting citations or backlinks to a given page. This gives some approximation of a page's

importance or quality. PageRank extends this idea by not counting links from all pages equally, and by normalizing by the number of links on a page. PageRank is defined as follows:

$$PRa = (1-d) + d, \quad (1)$$

Where  $PRa$  – PageRank of the page  $a$  (authority of page  $a$ );

$d$  – damping factor between 0 and 1. (0.85 as usual)

$PRi$  – PageRank of the page  $i$  linked to page  $a$

$Ci$  is defined as the number of links going out of page  $a$ .

$n$  – total amount of pages linked to page  $a$  Note that the PageRanks form a probability distribution over web pages, so the sum of all web pages' PageRanks will be one.

2. The main points of “Page–Level Link Metrics” and “Domain–Level Link Authority Features”

Search Engine takes into account the quality (Trust, PageRank, diversity of links) and quantity of internal links with exact anchors and partial anchors. Velocity of a link acquisition also influences to Google Ranking (img.1):

1. Internal links with exact anchors/partial anchors;
2. PageRank/Trust Rank of links;
3. Topical Relevance;
4. Velocity of a link acquisition;

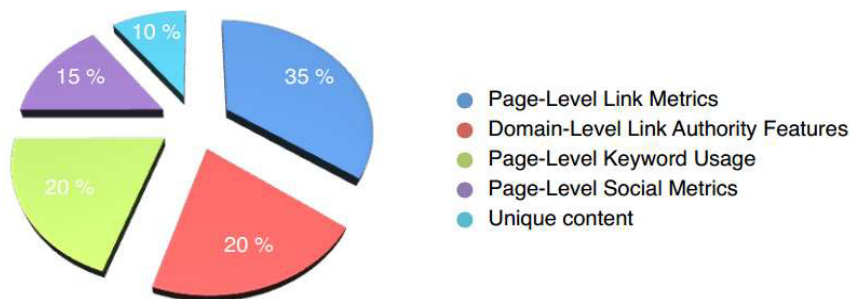


Image 1 –The main search Ranking Factors

2.1 The main points of “Page–Level Keyword «Usage». In order to rely on quite good ranking the main keyword must be located in <Title> tag and website content must be absolutely unique [1].

1. Title tag;
2. 1st word of title;
3. External/internal Anchor link;

2.2 The main points of “Page–Level Social Metrics”. According to Google issues shared and twitted websites are get one up on their competitors:

1. Tweets on twitter;
2. Likes on facebook/vk;
3. +1 on Google Plus

2.4 Unique content; Unique content: Obviously the unique content is the main factor of website development. Nowadays, unfortunately it does not play significant role in Google search engine ranking. But, it will be considered by all means in future

3. Ranking experiment based on the own website (img.2).

Let’s consider the example. We need to promote a keyword in order to get a top position of Google Search. How to do it rapidly and effectively? By way of the example let’s take a keyword «timberland». It’s world–wide famous shoes brand. At the beginning we should do a following action listed below



- Title tag
- External Links
- Meta tags
- Keyword & synonyms
- Internal Links

Image 2 –Ranking experiment based on the own website

3.1 On–page optimization. The main points:

3.1.1 Title optimization. A site’s title tag is by far the most important website optimization element. A title tag should be short but descriptive enough for your visitors to identify you and your business. Title tag is the first thing that is shown & indexed by the search engines. So naturally it is given a very high importance – out of thousands results that a searcher sees, your site’s title has to be appealing enough for him to want to find out more information (img.3). On the other hand, your title has to be appealing enough to the search engine in order to rank you above thousands of other similar websites like yours [2].

*It is how google search bot see the title of a page:*  
 <title>Timberland (тимберленд) ботинки, купить обувь Timberland</title>

Image 3–the purpose of your site

3.1.2 Meta tags optimization. A site’s Meta tags may not be as important as it used to be before, however I feel that Meta Description is something you can’t just ignore. A site’s Meta description should contain a brief description of your website

focusing on the areas and services that your business is specialized in. This small piece of text can be considered as a selling snippet, if a searcher finds it appealing he is likely to click and go inside your page to find out more information. But if your Meta Description is too generic (img.4) and isn't written too well then there is a good chance that your site will simply be ignored.

*It is how google search bot see the meta tags:*  
`<meta name="keywords" content="timberland, тимберлендыкупить заказать"/>`  
`<meta name="description" content="Оригинальные ботинки тимберленд, купить timberland в Донецке дешево, заказать timberland."/>`

Image 4– Meta Description

3.1.3 Keyword optimization & synonyms (img.5). Your site's content needs to be optimized in such a way that it can suit both search engines & your readers. Stuffing your site with too many keywords can make your site unreadable. So you will need to have some sort of balance between your keywords & your content.

## Обувь Timberland

История бренда Timberland берет свое начало в далеком 1952 году, когда перспективную обувную фабрику Абингтон купил Натан Шварц. Он разрабатывает модели ортопедической и удобной обуви тимберленд и начинает разработку собственной линии по-настоящему удобной, ортопедической и водонепроницаемой кожаной обуви и аксессуаров. Timberland завоевывает покупателей качеством и долговечностью обуви. Timberland это большая компания, состоящая из большого количества подразделений, в которых работают прогрессивные и действительно талантливые люди. Ботинки тимберленд признаны лучшими в своем роде, торговая марка timberland неоднократно получала международные премии качества.

### Особенности:

Водостойкая кожа и технология Anti-Fatigue, обеспечивающая комфорт при длительном ношении, а также делает Ваши передвижения легкими и приятными с обувью тимберленд.



Image 5–Keyword optimization & synonyms

It is important to optimize your internal links for search engines as well as to give your visitors a better navigation.

3.2 Off–page optimization. The Main point:

3.2.1 Link Building (external links) (img.6). In link building we get inbound links for the website to increase its link popularity and to get the website into top of the search results. Experts provide one way link building services from the relevant web pages and from the content which are relevant to the keyword. A list of a few backlinks to page

Страница	УВ ▲	ТИЦ	PR
<a href="http://filmkapitan.ru">filmkapitan.ru</a>	G 1	0	1
<a href="http://nlofoto.com">nlofoto.com</a>	Я G 1	10	0
<a href="http://run-dmc.ru">run-dmc.ru</a>	Я G 1	20	1
<a href="http://slammer.ru">slammer.ru</a>	Я G 1	10	0
<a href="http://childrightsindia.org">childrightsindia.org</a>	Я G 1	10	0
<a href="http://savereplay.ru">savereplay.ru</a>	Я G 1	0	0
<a href="http://delovk.ru">delovk.ru</a>	Я G 1	10	1
<a href="http://elite-play.ru">elite-play.ru</a>	Я G 1	0	0
<a href="http://stuff.zp.ua">stuff.zp.ua</a>	G 2	0	0
<a href="http://medici.com.ua">medici.com.ua</a>	G 2	0	0

Image 6–Link Building

3.2.2 Social Media Optimization. Obviously, social media it is a new way of website representation and interaction with potential customers. Site before they move is not in the top of search engine queries (img.7). Site after promotion is in third place, and surpassed even the official site producer (img.8). Do not miss this type of promotion. Street wear official page in Vk.com is consisting of more than 5000 members. It is one of the main key to give a signal to Google Search Engine, that your site has a good quality of behavioral factor [3]. Ranking Results on google.com.

#### [Timberland](http://www.timberland.com/)

[www.timberland.com/](http://www.timberland.com/) - Перевести эту страницу

Hiking boots, outdoor clothing and products for active sports.

Men's - Women's - Boots - Shop Online

#### [Timberland US - rugged boots, boat shoes, outerwear and clothing](http://shop.timberland.com/)

[shop.timberland.com/](http://shop.timberland.com/) - Перевести эту страницу

Shop boots, shoes, and clothing on the official Timberland US online store.

#### [Timberland | ВКонтакте](https://vk.com/timberlandoriginals)

[vk.com/timberlandoriginals](https://vk.com/timberlandoriginals)

Timberland Originals - это возможность приобрести оригинальные ботинки

Timberland на 30-50% дешевле официальных магазинов. Мужские и женские ...



Image 7–Site before optimization



Image 8 –Site optimization

Required request is listing in 3rd place on Google Search Page as you can see from image attached above. A few months needed in order to get this high rank position.

**Conclusion:** Getting a good ranking in a search engine has not been the easiest thing for many. Search engines are getting smarter & intelligent every day, so now it takes more than just good content to top your competitors. On page optimization is one of the very first step of Search engine optimization (SEO) which every webmaster should look into. It probably will not even take you an hour to learn and implement some of these optimization techniques. Below I have tried to summarize some of the most important on-page optimization techniques for you. You can implement some of these if not all to give your site a better exposure to the search engines as well as to increase your overall CTR (Click Through-Rate) ratio. Link building is hardly a precise art, as there are a number of additional factors that the search engines take into account when measuring the strength of the backlinks to your site. In addition, search engine algorithms change frequently, so the factors they give weight to now could change without warning. However, it is safe to say that building up good backlinks from other quality sites is a sound strategy when it comes to search engine optimization, and will remain so for the foreseeable future.

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