



Article published on June 21st 2012 | [Seo](#)

To attain one of the top ranks or High search engine Rankings , it is necessary to join hands with an efficient Search Engine Optimization Company that is proficient enough to keep up to the expectations of its clients and aims to deliver them with excellent, superior and quality services. But different SEO companies follow different ways of attaining a higher rank in the search optimization world. It is important for you to keep your eyes wide open and choose the one, which follows the accurate and long lasting methods for reaching the top.

Old Is No More Gold Earlier there used to be a ranking system on which the search engine optimization used to allot ranks to different websites. But now this concept has totally changed.

Embrace the updates To be more practical and fair enough to good content websites, search engines have now tuned their ranking algorithms due to which many deserving companies have got the chance to reach at higher ranks. But then at the same time, it has brought down many poor quality content pages to lower ranks too. A recent example of such modification happened with the notorious Florida Update. At once, so many pages of this website were kicked away because they lacked competitive keywords. So, the basic funda to follow for search engine optimization to have a long lasting future on the web is to use keyword rich anchor text links. This is the only key that can open up the locks for many different companies to reach the top ranks.

So what makes the difference?

What do you feel such algorithm updates with Google or other search engine optimization forums is right or wrong? Does this kind of amendments bring positive or negative impact on the world of SEO? How predictable is it actually? Answer to all these questions is undoubtedly in favour of search engines because they all are going the same way. And it has been observed and expected that if websites follow the systematic literature for retrieving allied information then there does not seem to be a secluded future for search engine ranking algorithms.

General Link Popularity- whatâ€™s the fuss all about?

In last so many years, when the search engines used to rely upon the General Link Popularity to assess its importance, the relevancy of pages was dependent on a combination of General Link Popularity that refers to the content relevance and keyword match on page and off page. The former criterion is based upon the number of links coming onto a page. And therefore, every single link was considered as an effective mode of improving the importance of a page. This resulted in making the webmasters buying high-PR links from totally unrelated sites, due to which poor pages were getting higher votes and reliable and useful pages were in vain to gain enough ballots. All this made the Google implement a new and much better way of search engine optimization.

Today, a Topic Specific Link Popularity algorithm floats in content optimization. This means that when a user specifies a query, Google determines the importance of a page by the Link Popularity that it gets from the related keywords pages. It goes like this:

- 1) Keyword Optimized page
- 2) Higher Page Rank
- 3) Vote a page belonging to some other website

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Article Keywords:

seo , search engine optimization , High Rankings , seo RANKING , seo service

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