

Outward Linking - The Importance of Accessibility

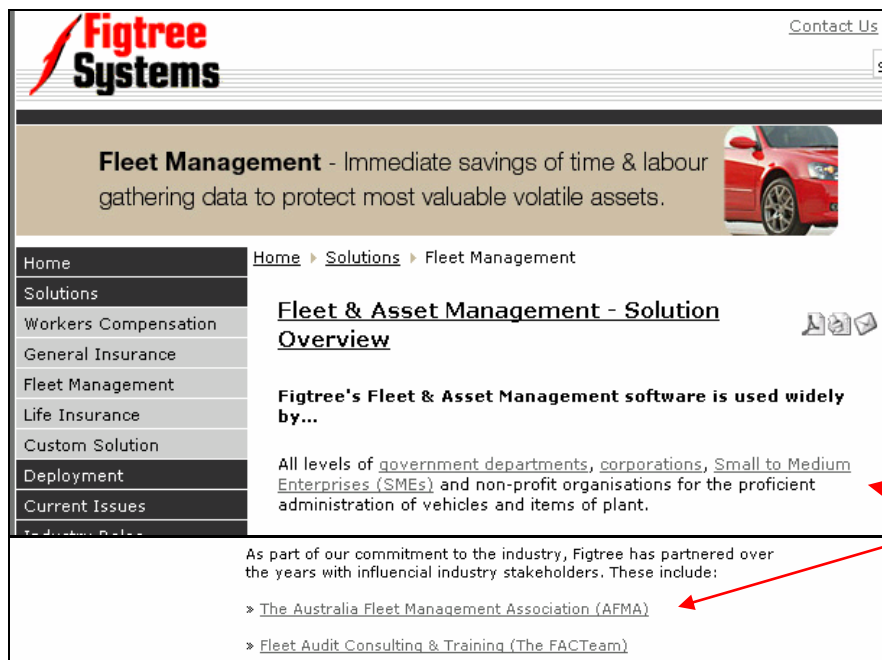
Search Engine algorithms also strongly consider the accessibility of a website by counting the number, quality and relevance of outward links – hyper text links contained within the client website to external websites. Search Engines consider a website desirable for higher search engine indexation where it contains websites that link to related websites.

SearchForecast suggest that clients increase the number of links to the following types of organizations within each of their website pages.

Outward links should be selected from:

1. Related Government departments (.gov)
2. Related Industry Associations and Business networks (.net)
3. Related Trade Organizations (.org)
4. Related Information websites and directories (.info)
5. Independent Commercial organizations such as news, media and magazines websites (.com)

It is the process of the clients placing outward links to other relevant websites that will result in increased natural optimization. The below is an example of how a SearchForecast client has increased the number of outward links to external organizations for Figtree Systems



The screenshot shows the Figtree Systems website. The main heading is "Fleet Management - Immediate savings of time & labour gathering data to protect most valuable volatile assets." Below this is a navigation menu with options like Home, Solutions, Workers Compensation, General Insurance, Fleet Management, Life Insurance, Custom Solution, Deployment, and Current Issues. The main content area is titled "Fleet & Asset Management - Solution Overview" and includes the text: "Figtree's Fleet & Asset Management software is used widely by... All levels of government departments, corporations, Small to Medium Enterprises (SMEs) and non-profit organisations for the proficient administration of vehicles and items of plant." Below this, it states: "As part of our commitment to the industry, Figtree has partnered over the years with influential industry stakeholders. These include:" followed by two links: "> The Australia Fleet Management Association (AFMA)" and "> Fleet Audit Consulting & Training (The FACTeam)".

Outward Links to external websites increases search engine visibility

URL: http://www.figtreesystems.com/solutions/fleet_management/fleet_%26_asset_management_-_solution_overview/

The Applied Semantics Algorithm

Search engines will award higher importance to links pointing to and from the client website that have similar or related content. An important element of search engines algorithms is “Applied Semantics” – that determines the industry relevance of a page within a website.

Applied Semantics algorithm studies various keywords on a web page and tries to determine the industry or business segment of each page. Applied Semantics estimates the industry segments that are relevant to a particular page. Put simply, if the link to or from the client page is coming from or going to a relevant segment, then client are likely to improve their PageRank.

As an example, as detailed in the below listed Outward Link Analysis, the top ranked websites has only 149 outward links.

Top 20 Outward Links Analysis > Global > Ringtones > April, 2006

[How to read the table ?](#)

Legend: ▲ Increase ▼ Decrease ■ No change [Learn More: Outward Links Briefs ?](#)

Rank	Organization	Website		Apr 2006	Mar 2006	Feb 2006
1	free-ringtones.eu.com	free-ringtones.eu.com	■	149	149	149
2	nextpimp.com	nextpimp.com	■	139	139	139
3	Mobiletones.com Limited	mobiletones.com	■	136	136	136
4	Trilud Srl	mrtones.com	■	134	134	134
5	MOBII Limited	mobtastic.com	■	115	115	115
6	free-ringtones.uk.com	free-ringtones.uk.com	■	104	104	104
7	ringtonejukebox.com	ringtonejukebox.com	■	103	103	103
8	mobango.com	mobango.com	■	75	75	75
9	!!! Free Nokia Ringtones	free-ringtones-4-nokia-ringtones-4-free.com	■	72	72	72
10	masti4india.com	masti4india.com	■	58	58	58
11	3GUpload.com, Inc.	3gupload.com	■	50	50	50
12	Axel Ltd Co	treocentral.com	■	38	38	38
13	Advanced Internet	monstertones.com	■	37	37	37
14	Mbuzzy.Com, Domain Manager	mbuzzy.com	■	32	32	32
15	Ag.com, Inc.	midiringtones.com	■	31	31	31
16	Mobile Life Streams Ltd	ringtones.com	■	22	22	22
17	Xingtone Inc.	xingtone.com	■	19	19	19
18	MatrixM Inc.	matrixm.com	■	17	17	17
19	3BusinessCom Ltd	mms3.com	■	7	7	7
20	Advanced Telecom Services	ringingphone.com	■	2	2	2
Average :				67.0		

Source: <http://www.searchforecast.com>

Important Note: PageRank Does Not Equal Backward Links

It is important for client management to note that a high Google PageRank does not necessarily mean a higher natural search engine indexation over competitors. Where similar websites have the same Google PageRank, not only is the number of backward links important but the *quality* of those links is.

For further information, contact

Marc Phillips

Email: marc.phillips@searchforecast.com

Richard Andrus

Email: richard.andrus@searchforecast.com

Telephone: 925.465.1221

Cell: 925.858.5663

Disclaimer

This report is provided for your general assistance and information only. SearchForecast does not make any representations or warranties (express or implied) as to the accuracy or currency of the information contained in the materials nor does it accept liability whatsoever for any reliance placed on this material, including any liability in negligence for reliance on any information in these materials or any products, services or information which may be provided by the companies and organizations referred to.