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Search engines give the page rank to websites by checking a large number of criteria. The SEO rank represents an approximate rating for a page based on its optimization, links, popularity and visibility. Lots of factors influence the page rank, but we can understand the importance of [one way link building](#), in the process by the fact that the page rank is often called SEO ranking. Why? Search engines analyze the keywords and their relevance for a certain website; they look into keyword density, keyword distribution within the paragraphs and the presence of the keywords in the JavaScript code.

The success of an online business may depend on the SEO ranking. When the traffic increases, more visitors turn into customers, and the visibility of the page improves, then we can call website optimization successful. It is also possible to achieve a high SEO ranking and still not make sales. The SEO strategy must be flawed somehow and the explanation is that you use too general keywords that target irrelevant traffic.

Search engines index the landing page first, and visitors must have a positive reaction when reaching it. The main goal of achieving a good SEO ranking is to bring the website within the first five or seven results on the SE pages. The second page is also fine, because web surfers use it too, however, if your website is listed from the third page onwards, you can't expect good business results from such a position. If this is the case, you have to do your best to improve your SEO ranking by enhancing website performance through excellent web design, the choice of very relevant keywords, quality content etc.

Do your best to improve [one way links](#) because they are the expression of popularity, leading to an increase of the SEO ranking. Seek those strategies that put you in a good light with other businesses in your domain, which are not your competitors. If you can provide some valuable content to offer, other websites naturally link to your pages. This matters a great deal in the complex process of getting the best SEO ranking possible. It takes work, commitment and definitely great skills to get to the top!

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