

# Brand Popularity: Best Practices & Guidelines

## PageRank

PageRank measures the relative importance of your website. The score is assigned on an algorithm scale of 0 to 10, meaning that the move from 4 to 5 is significantly more difficult than from 1 to 2. For your reference, eBay's PR is 7 and Amazon's is 8.

## Inbound Links

The number of links to pages on your site from other websites is one signal of the importance of your site, relative to competitors. The number of unique referring domains that link to your site is another important signal. But remember, quality links from sites with a good reputation and lots of visitors are significantly more important than lots of poor quality links. Read more about a [Natural Link Building Strategy](#).

## Social Profiles

Facebook, Twitter and Google+ are all great social networks to connect with your customers. Although these social profiles do not have a direct impact on your rankings they can help fuel your online brand signals that the Search Engines may or may not use.

## Ideas to Improve Your Brand Popularity ...

Here are a few other ideas to improve your brand popularity that will enhance your SEO:

1. **Start a blog.** Blogs are a great way to add fresh, relevant content to your website. As you post regularly Search Engines take note and start to visit your website more frequently.
2. **Claim Your Google Places Listing.** 97% of people search for local businesses online first. Google recognizes the value of localization and deliver the most relevant Places (map) listings above other non-local organic rankings.
3. **Use Natural Link Strategies.** Always be on the lookout for quality link opportunities that create value. Quality links are from websites with the credibility to recommend you and will provide some form of value for the visitor when they click the link. If needed, create tools and resources on your website (also known as "link bait") to naturally entice others to link to you.

## Contact Us Today About Your Online Branding

Managing your brand is just part of the whole SEO process. Contact us today to discuss your brand and how we can help to improve your popularity and prominence on the web.

Contact Us for More Information:  
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