

Anyone with a Web site eventually wants their page to be found by Google. If you do a search of the internet you will see a lot of discussion about Google Page Rank and how important it is to being found by Google and getting a good listing by them...You may also have noticed that your pagerank has not changed in a while, or eve gone down...well not to worry. According to Google, page rank has been over rated by the SOE people and it really does not play a major factor in your web sites position for Google searches. According to the Google web site

"Q: My site's PageRank has gone up / gone down / not changed in months!

A: Don't worry. In fact, don't bother thinking about it. We only update the PageRank displayed in Google Toolbar a few times a year; this is our respectful hint for you to worry less about PageRank, which is just one of over 200 signals that can affect how your site is crawled, indexed and ranked. PageRank is an easy metric to focus on, but just because it's easy doesn't mean it's useful for you as a site owner. If you're looking for metrics, we'd encourage you to check out [Analytics](#), think about conversion rates, ROI (return on investment), relevancy, or other metrics that actually correlate to meaningful gains for your website or business."

This is in line with the fact that they have even more reason not to worry:

More details on why not to obsess over PageRank here:

<http://sites.google.com/site/webmasterhelpforum/en/faq--crawling--indexing---ranking#pagerank>

You may have also noticed the PageRank distribution feature, once found on the crawl stats section under "Diagnostics," is no longer displayed....It looks like Google is trying to tell Web site owners something. If you are obsessing about your Pagerank...stop..it is just not that important. Make sure you have good content and a quality website and you will be much better off.

