

# Google Ranking WITHOUT Ever Submitting To Google!

By Martin Lemieux

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A while back, I read an article that explained how to get a good google rating without ever submitting your site to their submission forms. Like you, I was kind of shocked by this statement so I decided to give it a try.

In the beginning, I used to submit my site all the time to Google but soon realized the magnitude of my failure. Of course, it's a known fact that Google relies solely on your link popularity and content.

Link Popularity?

What that means is the amount of links (yoursite.com) listed on other sites that are related to yours! The more sites that link to you, the greater your popularity!

So again, Google depends on your link popularity! If you don't have a google rating (In other words, is your link found on google?) some sites WILL NOT link to yours. There are many sites that have a great google rating and have specific regulations to whom they will accept within their resource sections. They will specify that your site must

be listed within Google and if they type in your site in the google search bar, your site should be listed within the top 5 sites.

Here's The Theory:

Of course you want all sites to link to you, especially the ones who already have a great google rating because that means that your site

will be picked up by google. Some people only try to get links from those sites but just remember, we all had to start somewhere.

My suggestion is to do as many link exchanges as possible and especially make sure that each site is specifically categorized by their content. You will get penalized for having one page full of links to sites that do not relate to each other.

Another little "Timbit", try to keep your pages to 1-20 links within each page. Once you have 20 links, add a button to a (PAGE 2) and continue your resources that way.

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Here's an example of our "Resource Section"

<http://www.smartads.info/resources>

You'll notice how each category has specific sites that get listed within them.

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Ok, so I went a little off topic with respect to this article but

you'll see how everything is connected together. Once google starts ranking your site, you don't want to leave any stone left un-turned.

So back to getting a google rank without submitting your site. Once you start performing link exchanges with other sites, just keep on going and going and I promise that eventually, Google will start picking up some of your links on other sites. Once this starts to happen you're google rank will rise.

So just keep doing what you're doing and let Google do it's own thing.

When your ready and you're link popularity grows, then you can submit your site to Google and reap the rewards.

So many companies do this process backwards and wonder why they don't get listed in Google. Or like what happened to me, Google lists your

site right away but then in a couple of weeks, presto, your site is gone from their listing and your left confused as to why!

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In this article I talked about Link Exchanges & popularity, feel free to learn more about this in my 2 part series:

Link Exchanges, what they can do for your business, part 1

<http://www.smartads.info/articles/le/10.html>

Link Exchanges, what they can do for your business, part 2

<http://www.smartads.info/articles/le/11.html>

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