

What is Click popularity? How to increase the click popularity of a web site?

By Pia Sengupta

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What is Click popularity? How to increase the click popularity of a web site?

Click popularity is the number of times your web site gets a click when it is displayed in the results of the the search engines.

These days many search engines and directories seem to consider the click popularity of a web page while deciding its rank in the search results.

Direct Hit considers click popularity to be a very important factor while determining the ranking of a web site. In Direct Hit, the success of your site almost completely depends on how many clicks your listing attracts. Excite and Hot bot also seem to use click popularity as a factor determining the rank of a web site. Yahoo, the king of the search engines, also keeps a track of the click popularity of the web sites.

The objective behind the concept of click popularity is to determine which web sites are satisfying the need of the users. Two factors which determine the click popularity of a web site are:

- the number of clicks it is getting from the search results of a search engine
- how long the user continues to stay in the web page, this is also termed as stickiness

How to increase the click popularity of a web site?

One has to satisfy the above two factors in order to increase the click popularity of a web site.

The only ethical way to influence the click popularity of a web site is to design a site which looks attractive and offers content rich text. If the content of the site offers valuable information related to the search, users will stick around and spend more time in your web site once they have arrived to it. A good web site content will always help you to retain visitors to your site.

Another important thing to mention is that your site should load quickly in a browser. Average homepage takes 48 seconds to get loaded in a browser. An average web surfers spends 34 seconds in a web site. So if your home page does not appear quickly, chances are there the user

will click on your site, get impatient and use the browser's back button to return to the previous page. The search engines measure the time users spend on the sites they visit. Hence the backing out of your visitor will seriously damage your ranking.

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