

The logo for Debi'z Consulting, featuring the word 'Debi'z' in a stylized font with colored dots above the letters, set against a black background with a white border.

Debi'z

Page Rank & Site Link Structure

Debi Zylbermann

The logo for Jerusalem Web Professionals (JWP), consisting of the letters 'JWP' in a bold, blue, sans-serif font.

JWP

Jerusalem Web Professionals
SEO Expert Panel
8th December 2008

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What is PageRank

- Page importance (from 0-10)



Web CNN News CNN Videos

SEARCH

POWERED BY Google

HOME WORLD U.S. POLITICS CRIME ENTERTAINMENT HEALTH TECH TRAVEL LIVING BUSINESS SPORTS TIME.COM

VIDEO

Hot Topics » Caroline Kennedy • Blackwater • O.J. Simpson • Planet in Peril • Scream Bloody Murder • more topics »

Weather Forecast Edition: In

updated 8:46 a.m. EST, Mon December 8, 2008

Make CNN Your Home Page



Poll: 67% cut back on holiday spending

Americans say they are stressed and

Other News

- Labor sit-in gets Obama's attention, support
- CNNMoney: Markets soar on stimulus hopes
- First Vietnamese-American elected to House
- WPLG: 4 missing after 2 planes collide
- CNNMoney: Where the jobs are
- After cancer, Olympic swimmer makes return
- KTLA: L.A. rail system deemed deadliest
- Greece braces for third day of riots 27 min
- Pakistan militants torch more NATO vehicles 11 min
- Media cash in on foreign, familiar, mug shots
- Ticker: Remark not sexist, Rendell says
- iReport.com: Woman gets \$2 for unemployment
- Boy fights off coyote with snowboard
- Want to live to 100? Live Okinawan-style
- Muslims seek forgiveness at Mount Mercy
- Hughley shops for the holidays More D.L.

Video »



Getting old in Okinawa 3:01



Hunting down pirates LIVE



Tough times in China 2:00

LIVE: Are you cutting back your holiday spending? Watch for market updates



What is PageRank

- Page importance (from 0-10)
- Casting a vote
 - Number of votes cast
 - Importance of pages casting votes



Welcome to the new SIGiST web site
Special Interest Group in Software Testing

Search the Site

<search>
 Search in this section

At your service

- Events
- News & Developments
- Book Review
- Download Materials
- Links
- SIGiST members forum

The SIGiST Israel Story...



SIGiST Israel was founded in June 2000, by Mr. Alon Linetzi, and was self sponsored, for the first few meetings. Today, after many meetings, out of which several were sponsored by RadView, Rational (IBM) and Mercury (HP-Software), SIGiST Israel is the most reorganized testing community in the Israeli market. The SIGiST board today includes also Mr. Yan Baron, Director PLM Testing & Field Operations, Aternity, and Mrs. Debi Zylbermann, senior consultant in software quality assurance and website promotion.

SIGiST Israel meets every quarter; meetings are usually sponsored by testing companies, quality assurance companies and tool vendor companies. Once a year, SIGiST Israel is conducting its yearly conference, and invites international speakers and Israeli testing community speakers to discuss hot testing topics.

SIGiST Israel purpose and goals are to create a place in Israel where testing professionals can meet, speak on common issues, suggest solutions to common problems, and be a place where they

News

Conference 2008

[ISTQB ←](#)

[ITCB ←](#)

[SELA ←](#)

What is PageRank

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 - Linkfarms
 - Nofollow

להכשרו מקדמי אתרים

EQSimple סמינר פרסום יעיל בגוגל



לימוד קידום אתרים

בנוסף לעבודת קידום אתרים, אם מקיימים הרצאות וסמינרים בתחום. עד היום השתתפו בהרצאות ובסמינרים השונים מעל 1,400 איש!

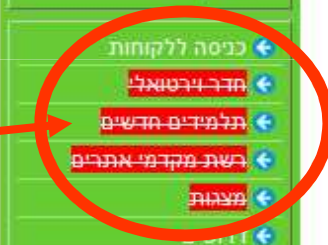
סמינר קידום אתרים
קורס קידום אתרים

להצגת כל מועדי הקורסים בנושא קידום אתרים ושיווק באינטרנט לחץ כאן

מעוניינים לעסוק בקידום אתרים כמקצוע?

במהלך החודשים אוקטובר ועד ינואר אם מקיימים קורסים עם תכלית ג'ון ברייס את המחזור ה 9 של המסלול המלא להכשרת מקדמי אתרים. הקורסים מתקיימים כל יום שלישי בשעות 09:30 ועד 17:00. את מומינים אתכם להשתתף בשיעור צפייה (יושבים בכיתה במהלך השיעור הרגיל עד שעה וחצי). מעוניינים? התקשרו אלינו לקביעת מועד הנח לכנס. בנוסף אתם מוזמנים לצפות בהמלצות הידאו של בוגרי הקורס (נכון להיום מעל 170 בוגרים).

- קורס קידום אתרים סמינר לבניית אתר
- עדכונים אחרונים
- מי אנחנו
- האנשים
- הצטרף לרשימת תפוצה
- הקוד האתי
- צור קשר
- כניסה ללקוחות
- מדריך-רענון!
- תלמידים חדשים
- רשת-מקדמי אתרים
- מצגות
- כלים לקידום אתרים
- לאתר באנגלית
- קידום אתרים מקצועי כמה עולה קידום אתר תגובות מההדרכות איך מפרסמים אתר בגוגל? לימוד קידום אתרים תגובות מהקורסים בלוג מומחה קידום אתרים מאמרי קידום אתרים ושיווק



nofollow



בין לקוחותינו פועלים עסקים בתחומים שונים ובהם: תרבות ופסטי, מוצרי צריכה, מד"ן, תקשורת, בריאות והשכלה. לרשימה מלאה ומעודכנת צרו קשר

עדכונים אחרונים, מאמרים וטיפים

- קידום אתרים - תוכנית חסכון חדשות ערוץ 2
- יטיב - מדרך וארגז כלים ליצירת סרטי איכות
- קידום אתרים במנועי חיפוש - סיכום המלצותיה של גוגל
- קידום אתרים - אופטימיזציה תוכן (1/4)

ייעוץ והכוונה בנושאי קידום אתרים

אם מעניקים שרותי ייעוץ והדרכה בתחום קידום אתרים ופרסום בגוגל. נושאי ייעוץ והדרכה לדוגמה: הקמת אתר חדש מותאם למנועי החיפוש או שדרוג

What is PageRank

- Page importance
- Casting a vote
 - Number of votes cast
 - Importance of pages casting votes
- Not all pages' votes count
 - Linkfarms
 - Nofollow
- A factor in search engine results
 - One of more than 200
 - Results often don't seem to take it into account...

what is seo? - Google Search - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.google.com/search?q=what+is+seo%3F&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-US:official&client=firefox-a

Most Visited התחל כאן כותרות אחרונות

PR: n/a I: n/a L: n/a Cached: n/a I: n/a L: n/a LD: n/a I: n/a L: n/a Rank: n/a Age: n/a IP: n/a

Disable Cookies CSS Forms Images Information Miscellaneous Outline Resizer Tools View Source Options

what is seo? - Google Search

Web definitions for **SEO**

 A form of online marketing, search engine optimization (or search engine marketing) is the process of making a site and its content highly ...
www.searchenginewriting.com/glossary.shtml - Definition in context

Search engine optimization - Wikipedia, the free encyclopedia

Search engine optimization (SEO) is the process of improving the volume and ... Search engine optimizers may offer SEO as a stand-alone service or as a part ...
en.wikipedia.org/wiki/Search_engine_optimization - 94k - Cached - Similar pages

#1 | PR: ? | Google Cache Date: ? | Age: ? | del.icio.us: ? | Y! Links: 2 | Y! .edu Links: 2 | Y! .gov Links: 2 | Y! Page Links: 2 | Y! .edu Page Links: 2 | Technorati: 2 | Alexa: 2 | Compete.com Rank: 2 | Compete.com Rank: 2 | Bloglines: 2 | dir.yahoo.com: 2 | Botw: 2 | Whois

SeoQuake PR: 7 I: 3,750,000 L: 0 Cached: n/a I: 97,400,000 L: 0 LD: 0 I: 15100000 L: 45 Rank: 8 Age: Nov 27, 2002 IP: 91.198.174.2 whois

SEOMoz | Beginner's Guide - **What is SEO?**

SEOMoz has a large collection of free guides relating to SEO, marketing, ... This guide is designed to describe all areas of SEO - from discovery of the ...
www.seomoz.org/article/bg1 - 15k - Cached - Similar pages

#2 | PR: ? | Google Cache Date: ? | Age: ? | del.icio.us: ? | Y! Links: 2 | Y! .edu Links: 2 | Y! .gov Links: 2 | Y! Page Links: 2 | Y! .edu Page Links: 2 | Technorati: 2 | Alexa: 2 | Compete.com Rank: 2 | Compete.com Rank: 2 | Bloglines: 2 | dir.yahoo.com: 2 | Botw: 2 | Whois

SeoQuake PR: 4 I: 17,800 L: 0 Cached: n/a I: 199,000 L: 0 LD: 0 I: 187000 L: 2 Rank: 46585 Age: Feb 05, 2005 IP: 66.148.112.4 whois sou

What is SEO? - A Word Definition From the Webopedia Computer ...

5 Jul 2005 ... This page describes the term SEO and lists other pages on the Web where you can find additional information.
www.webopedia.com/TERM/S/SEO.html - 71k - Cached - Similar pages

#3 | PR: ? | Google Cache Date: ? | Age: ? | del.icio.us: ? | Y! Links: 2 | Y! .edu Links: 2 | Y! .gov Links: 2 | Y! Page Links: 2 | Y! .edu Page Links: 2 | Technorati: 2 | Alexa: 2 | Compete.com Rank: 2 | Compete.com Rank: 2 | Bloglines: 2 | dir.yahoo.com: 2 | Botw: 2 | Whois

SeoQuake PR: 3 I: 13,900 L: 0 Cached: n/a I: 532,000 L: 0 LD: 0 I: 167000 L: 0 Rank: 7300 Age: Dec 01, 1998 IP: 63.236.18.21 whois sour

Introduction - **What Is SEO**

Search Engine Optimization (SEO) is often considered the more technical part of Web marketing. This is true because SEO does help in the promotion of sites ...
www.webconfs.com/seo-tutorial/introduction-to-seo.php - 28k - Cached - Similar pages

Find: Next Previous Highlight all Match case

Done

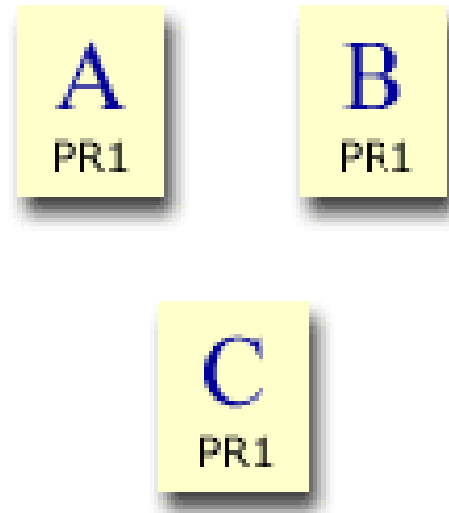
Site Link Structure (i)

- **Fact:** A website has a maximum amount of PageRank that is distributed between its pages by internal links.
 - The maximum PageRank in a site equals the number of pages in the site * 1.
 - The maximum is increased by inbound links from other sites and decreased by outbound links to other sites.

Site Link Structure (ii)

- **Fact:** The maximum amount of PageRank in a site increases as the number of pages in the site increases.
 - The more pages that a site has, the more PageRank it has
- **Fact:** By linking poorly, it is possible to fail to reach the site's maximum PageRank

A Site with No Links



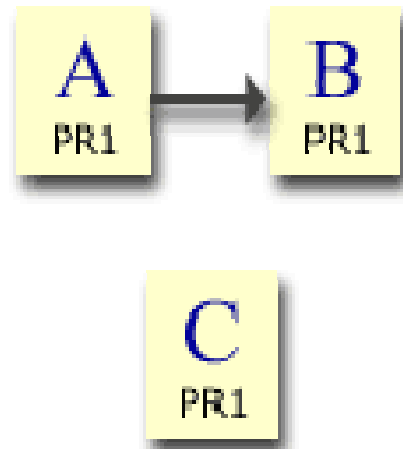
Page A = 0.15

Page B = 0.15

Page C = 0.15

Sum = 0.45

Just One Page Linked



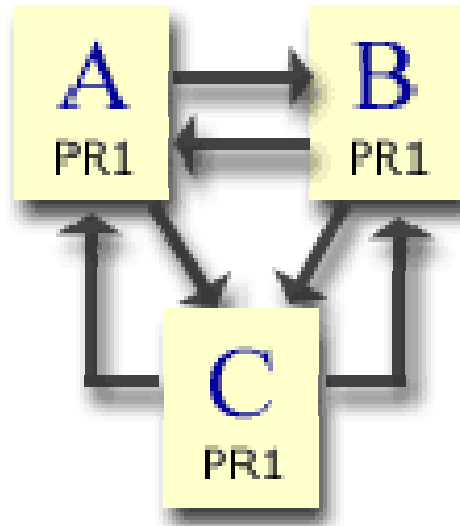
Page A = 0.15

Page B = 0.2775

Page C = 0.15

Sum = 0.5775

All Pages Linked to All Pages



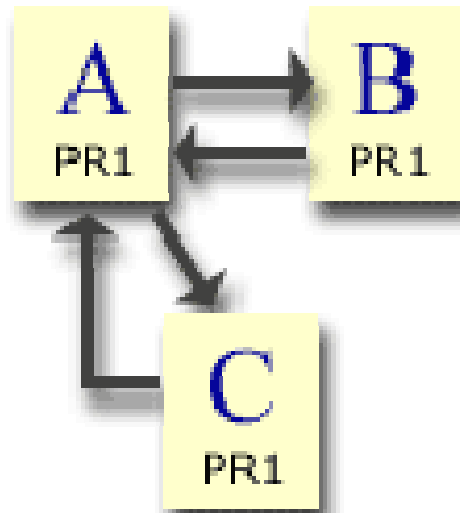
Page A = 1

Page B = 1

Page C = 1

Sum = 3

Page A is Most Important



Page A = 1.46

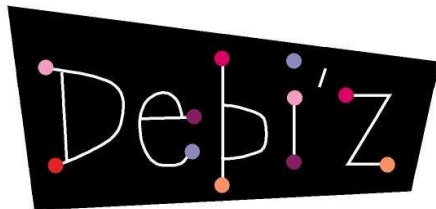
Page B = 0.77

Page C = 0.77

Sum = 3



Thank you for you time



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S/W Quality Assurance

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Google PageRank Algorithm*

$$\text{PR}(A) = \frac{(1-d) + d(\text{PR}(t1)/C(t1) + \dots + \text{PR}(tn)/C(tn))}{C(A)}$$

*an approximation