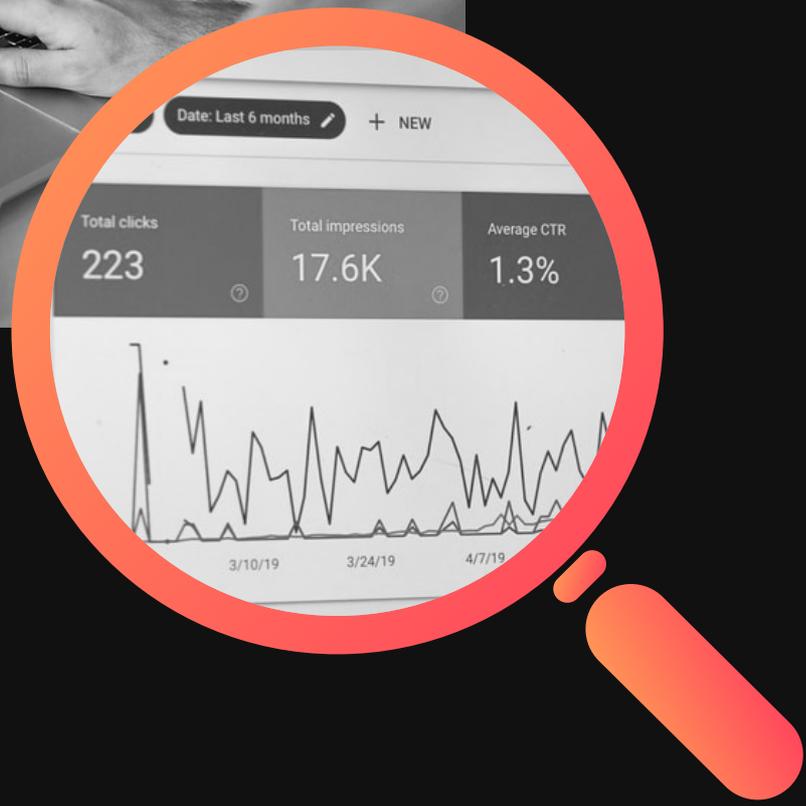
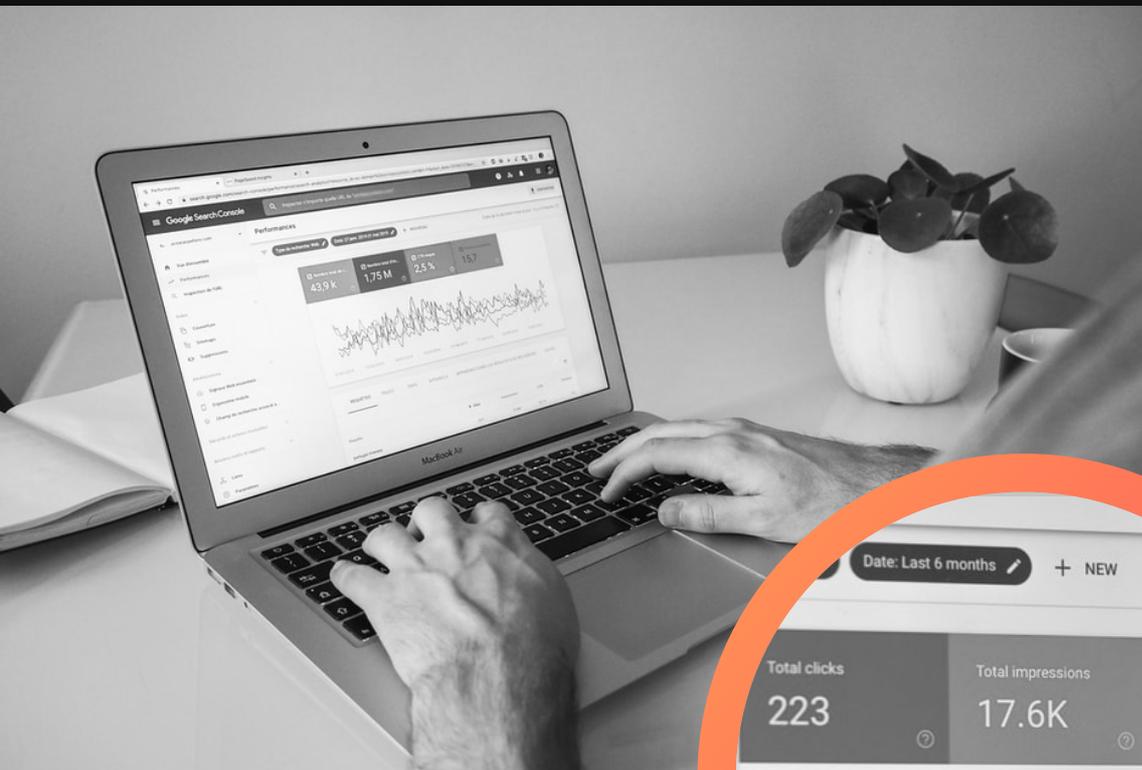




RANKING #1 ISN'T EVERYTHING,  
BUT IT BEATS ANYTHING IN SECOND PLACE

# THE POWER OF ORGANIC SEO



# What is Organic SEO?

When you do a search on Google you get a page with relevant results. These results usually consist of 3 ADS (depending on how competitive the niche is) after which you may find Google local results (which is also organic), images and then the Organic search results. In other words, organic results are not results a user can pay (AdWords) for to be placed at the top of the page which is the most valuable real-estate position to be on Google. The higher you are, the more FREE clicks you will get.

Google testing ads

About 6,390,000,000 results (0.50 seconds)

**Ad** · <https://business.linkedin.com/> ▾  
**Testing on LinkedIn | LMS**  
Drive leads and brand awareness within the world's largest professional network. Target professionals by job title, function, industry, education, and more. 3.5x higher CVR for B2B. 2x higher engagement. #1 B2B platform. Create an **ad** in minutes. #1 lead gen network.

**Case Studies**  
Browse advertising success stories.  
Real customers. Real results.

**Ad Pricing**  
Launch ads for any budget.  
Achieve your marketing goals.

**Video Views**  
Draw attention with video ads.  
Run video ads to drive growth.

**Reporting and Analytics**  
Measure the ROI of your ads.  
Improve results with optimisations.

**Ad** · <https://www.trypencil.com/> ▾  
**Ad testing is key on Facebook - Ad testing is key on Instagram**  
The fastest growing brands **test** 11x more **ad** creative than everyone else. Use AI to generate new ways to pitch your business and learn what works. Top Performing Video **Ads**.  
[Pricing Plans](#) · [How it works](#) · [Book a demo](#) · [AI ads gallery](#)  
[Request a demo](#) - See how AI ads get you results

**Ad** · <https://www.fourstripes.co.nz/> ▾ 09-242 1821  
**Search Ads - Google Ad Setting - fourstripes.co.nz**  
Stop Wasting Money On DIY **Advertising**. Let's Help You Get The Results You Want. Get...

 [More images](#)

Testing ads

**Organic**

Ad testing is the process of putting different ads in front of a sample of your target audience and asking for feedback on them. You can run ad tests on an entire ad or specific aspects of it, and collect feedback on anything from how much the ad stands out to how believable they find it.

<https://www.surveymonkey.com/ad-testing> ▾

**Ad testing: Why it matters and how to successfully perform it**

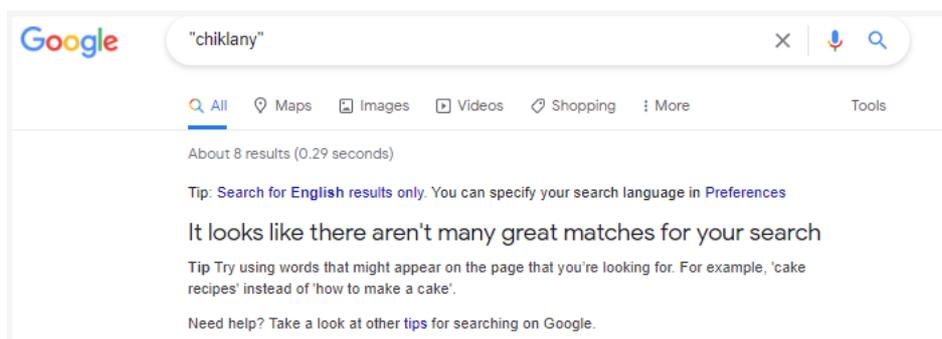
About featured snippets · Feedback

# How do Organic results work?

To accurately and scientifically explain how organic ranking works we would need to write a book that would contain over 200 pages. For the sake of this document we will simplify the explanation with some basic rules as follows:

- Relevancy, Relevancy AND MORE Relevancy.
- The MOST relevant **page** (not website) will rank based on the keyword (s) searched.
- Brands have different rules than generic keywords.

To explain this further: If you were to invent a word, for example “chiklany” (currently no results on Google) and then go away and register the domain [www.chiklany.com](http://www.chiklany.com) you have just created your first step in relevancy. Once you add a bit a content explaining what chiklany means all you have to do is wait 24 hours and you will rank #1 on Google for that term. Sounds simple right?



Well, **not at all**. Especially when you are trying to rank a keyword that has over 1 million competitive pages with the same relevancy as you for example a high level short tail keyword such as “hotels”.

Whilst Google no longer provides public data on organic results (only AdWords) , YHP have collected evidence for years showing that users much more prefer organic results over paid ads. Simply because they are more relevant.

# How / Why is relevancy created?

Google's absolute intent is to deliver an accurate result (something the user will be happy with) within the parameters of the search. They use thousands of algorithms combined with over 200 filters to achieve this.

## The result delivered must:

1. Not be spam.
2. Be valuable to the user by means of rich content.
3. Be as accurate as possible to reduce the amount of time it takes the user to what they are looking for.

To calculate relevancy Google needs to collect data **about your website** and save it in a very big data base. It will stay there forever. They use their algorithms to do this and collect any data you allow (which is also important) them to collect to "calculate" where you will be placed in their top 100 results. If the calculation concludes your data represents spam or something illegal, it won't rank you in the top 100 at all but, if your data makes you most relevant, **you will be #1** on Google's search results.

Google has named their filters after Animals. The Panda algorithm for example which was first launched 2011 tackles content farming sites and can tell if your site has genuine content or not.

## Google™ Panda



# The importance of the 200 Google factors

Before Panda was introduced in 2011 Google had a fraction of filters that they have today. In total there are over 200 factors that play a role in the organic ranking of your website and each factor initiates thousands or algorithms per millisecond. (The below is taken from Google in 2013)

### Serving results

When a user enters a query, our machines search the index for matching pages and return the results we believe are the most relevant to the user. Relevancy is determined by over 200 factors, one of which is the [PageRank](#) for a given page. PageRank is the measure of the importance of a page based on the incoming links from other pages. In simple terms, each link to a page on your site from another site adds to your site's PageRank. Not all links are equal: Google works hard to improve the user experience by identifying spam links and other practices that negatively impact search results. The best types of links are those that are given based on the quality of your content.

In order for your site to rank well in search results pages, it's important to make sure that Google can crawl and index your site correctly. Our [Webmaster Guidelines](#) outline some best practices that can help you avoid common pitfalls and improve your site's ranking.

Google's [Did you mean](#) and [Google Autocomplete](#) features are designed to help users save time by displaying related terms, common misspellings, and popular queries. Like our [google.com](#) search results, the keywords used by these features are automatically generated by our web crawlers and search algorithms. We display these predictions only when we think they might save the user time. If a site ranks well for a keyword, it's because we've algorithmically determined that its content is more relevant to the user's query.

updated 05/27/2013

It is needless to say that many of these factors relate to the website directly and one may ask, how important is it that the person who builds my website understand how it needs to be built to satisfy Googles (and others e.g Bing, Yahoo and Chinas largest engine Baidoo) Bots.

A “factor” constitutes on-page and off-page site attributes. For example:

**Factor 1:** Domain name

**Factor 2:** New brand or old brand

**Factor 3:** If old brand how old

**Factor 4:** if old brand, what reputation is like.

**Factor 5:** If new brand, how many competitors.

**Factor 6:** If many / not many competitors, how relevant

And so on. Factors get more and more complex, drilling into the smallest building blocks of your platform.

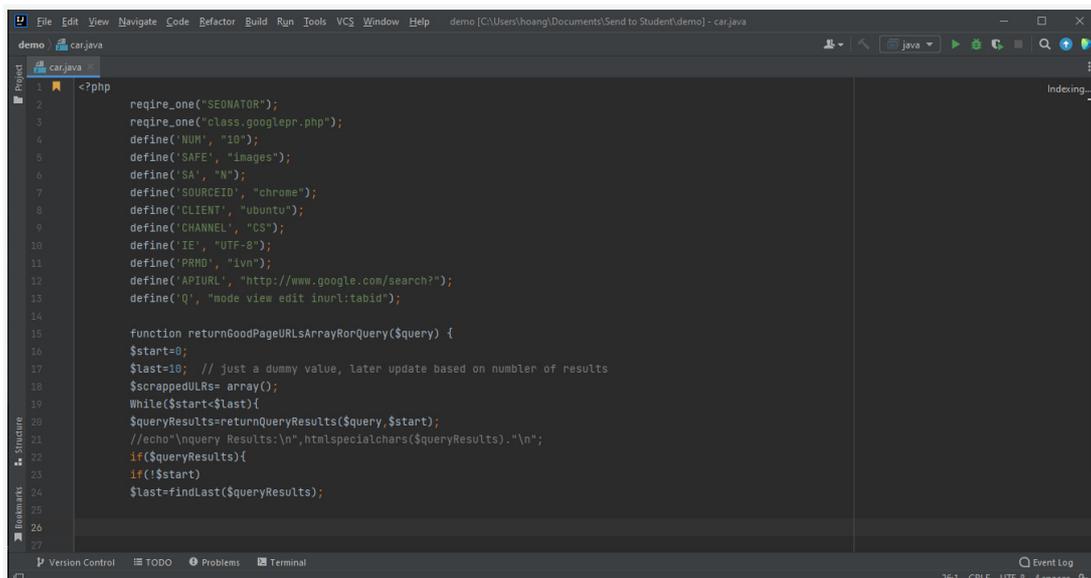
# YHP'S 200 Factor R & D

In the early 2000's YHP competed a first ever DOS based application that was able to mimic Google's 200 factor algorithm at the time.

With a sandbox environment 1000 industry specific niche sites were loaded (same as Google results) after which the DOS program ran an algorithm investigating which factor played a role in the rank of a specific keyword. If the result was successful, the DOS application (called the SEONATOR) would target another niche using the same method to investigate whether the same result would take place. If successful, that particular factor would be adapted and next factor would be investigated to output an even more accurate result and so on.

Once all factors worked simultaneously, the result was (in 2011) 75% + accurate and we were able to predict placing of market high value keywords using software successfully. YHP dominated every niche targeted.

Now in 2022 Google's algorithms have become much more complex, and the SEONATOR manages to deliver up to a 45 % + accurate result in competitive niches. Nevertheless, whilst the SEONATOR is regularly updated our knowhow which has not been adapted into the software achieves the same result. Understanding how Google BOTS work has allowed YHP to help other business grow and profit over the last



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demo [C:\Users\hoang\Documents\Send to Student\demo] - car.java
car.java
1 <?php
2 require_once("SEONATOR");
3 require_once("class.googleprn.php");
4 define('NUM', '10');
5 define('SAFE', "images");
6 define('SA', "N");
7 define('SOURCEID', "chrome");
8 define('CLIENT', "ubuntu");
9 define('CHANNEL', "CS");
10 define('IE', "UTF-8");
11 define('PRMD', "ivn");
12 define('APIURL', "http://www.google.com/search?");
13 define('Q', "mode=view edit inurl:tabid");
14
15 function returnGoodPageURLsArrayRorQuery($query) {
16     $start=0;
17     $last=10; // just a dummy value, later update based on number of results
18     $scrappedURLs= array();
19     while($start<$last){
20         $queryResults=returnQueryResults($query, $start);
21         //echo"\nquery Results:\n",htmlspecialchars($queryResults)."\n";
22         if($queryResults){
23             if(!$start)
24                 $last=findLast($queryResults);
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# Building Software that works

YHP is the abbreviation for “Your Home Page”. 20 years ago, a homepage or website would have been the correct definition but today, we consider websites to be software solutions and defined as an application that supports business vision and operations.

As such, YHP build websites that are not only scalable but designed to maximise sales and offer the best user experience possible.

Speak to YHP today on how we can improve your organic ranking and help you lead your industry where it matters most.

## YHP



0800 WEB DESIGN

RANKING #1 ISN'T EVERYTHING,  
BUT IT BEATS ANYTHING IN SECOND PLACE