Grant
COMMUNICATIONS LLC

Site Assessment™

Inbound Links and Quantities Needed

Submitted: February 25, 2014

Get Results

Inbound Links

Why is this area so important?

The Inbound Links component is particularly relevant, as this is the foundation of the Hilltop Study that Google obtained a patent for, and was the basis of how Google ranked pages exclusively until (our approximation) September of 2012. At this time, Google expanded this to include Site Rank (also our theory, confirmed through ranking reports and code strategies employed). Early in 2013, the term and measurement was introduced as Latent Semantic Indexing, or LSI. This is a virtual 3D rendering of what Google sees as most relevant site-wide for phrases, so each domain can be compared to the rest of the web in allocating rankings. More about LSI can be [read here](#).

Page Rank Chart

Below is a Base-5 Logarithm chart we built using the Hilltop Study as the foundation in determining optimal inbound links structures. This was then extended across the traditional web and introduces Social 2.0 backlink structures and content.

		(Base 12 *	Factor)	+ Levels	= # Sites per Page Rank	Site Distribution	Divided by: 100,000,000,000 For Illustration		
PR	-	12345678910111213	10	13	123,456,789,101,112,000	-	-	Quadrillion	Available
PR	0	123456789101112	10	12	1,234,567,891,011,130	-	-	Quadrillion	Google accessing now
PR	1	1234567891011	10	11	12,345,678,910,120	98.9990100106%	98,999,010,011	Trillion	Google has 4 x this indexed as of 7/13.
PR	2	12345678910	10	10	123,456,789,110	0.9899901002%	989,990,100	Billion	
PR	3	123456789	10	9	1,234,567,900	0.0098999011%	9,899,901	Billion	
PR	**4**	**12345678**	**10**	**8**	**123,456,790**	**0.0009899901%**	**989,990**	**Million**	**The new midstream well-valued site**
PR	5	1234567	10	7	12,345,680	0.0000989990%	98,999	Million	
PR	6	123456	10	6	1,234,570	0.0000098999%	9,900	Million	
PR	7	12345	10	5	123,460	0.0000009900%	990	Thousand	
PR	8	1234	10	4	12,350	0.0000000990%	99	Thousand	
PR	9	123	10	3	1,240	0.0000000099%	9.9	Thousand	
PR	10	12	1	0	12	0.0000000001%	0.096	Single Digit	Maximum Listed Potential for PR Display
Theoretical	11								
Theoretical	12			TOTAL	12,470,507,441,232	Adjusted for 7/13 index status			Maximum Rank Potential

Google by now (July 2013) has indexed more then 38 trillion individual internet web pages. If these estimations are anywhere near the actual reality, we should now have just about 45 trillion web-pages on the wild wild web in existence.

Source: **http://tech-tech-news.blogspot.com/2013/03/how-many-pages-on-internet.html**

Get Results

By simply extending the values, we can arrive at a chart that tells us that, with an average site page on the internet having 38 external links, the following inbound links will be needed to improve one Page Rank / Site Rank position.

Links Needed to Improve PageRank

		To obtain a PR value: Links For:	Links For:	Links For:	Links For:	**Links For:**	Links For:
Are currently:		PR	PR	PR	PR	**PR**	PR
From Site Page with a		0	1	2	3	**4**	5
PR	0	25	125	625	3,125	15,625	78,125
PR	1	5	25	125	625	3,125	15,625
PR	2	1	5	25	125	625	3,125
PR	3	0.2	1	5	25	125	625
PR	4	0.0	0.2	1	5	25	125
PR	5	0.0	0.0	0.2	1	5	25
PR	6	0.0	0.0	0.0	0.2	1	5
PR	7	0.0	0.0	0.0	0.0	0.2	1
PR	8	0.0	0.0	0.0	0.0	0.0	0.2
PR	9	0.0	0.0	0.0	0.0	0.0	0.0
PR	10	0.0	0.0	0.0	0.0	0.0	0.0
PR	11	0.0	0.0	0.0	0.0	0.0	0.0

So to get a PR5 for a newly setup PR0 website, you would need only 1 PR7 link or 125 PR4 links. And to get a site up to PR6, you would need 25 PR6 links or 5 PR7 links or a massive 625 PR4 links.

However, inbound links are just as subject to cheating as meta code and on-page content is. Link brokers off paid links from related sites, and allow you to manipulate phrases used in the links to perform better. This was the target of Panda and Penguin. It is also an official Google policy that site owners who knowingly use paid-for links from known brokers run the risk of penalties or permanent banning from the index.

The focus of Hummingbird is to diminish greatly the role of Page Rank / Site Rank as the core measurement for improving rankings on the Google index. Instead, it is incorporating the results through an additional filter engineered by Facebook, called OpenGraph, that allows LSI to work with the inbound links, on-page content and all Social media. In other words, Google is following the money as people change to mobile devices.

Get Results