

Important Southwest Michigan Websites

As of 03-04-2007

Top 20 Southwest Michigan Business & Tourism Related Websites		Total Links	Google Page Rank	#1. Search Engine Google Links	#2. Search Engine Yahoo! Links	#3. Search Engine MSN Links
# 1	www.swmiDirectory.org	4,618	5	80	1,420	3,118
# 2	www.HarborCountry.org	4,354	5	47	2,257	2,050
# 3	www.SouthHavenMI.com	3,646	4	17	2,572	1,057
# 4	www.KazooChamber.com	2,680	6	55	673	1,952
# 5	www.SouthHaven.org	2,585	5	25	946	1,614
# 6	www.GoSWM.com	2,376	5	53	1,347	976
# 7	www.SWMichigan.org	2,238	5	43	960	1,235
# 8	www.MichigansGreatSW.com	1,827	5	27	471	1,329
# 9	www.SaugatuckDouglas.com	1,604	4	22	390	1,192
#10	www.CStoneAlliance.org	1,452	5	14	352	1,086
#11	www.MichianaGolf.com	1,332	4	14	607	711
#12	www.HartfordMI.com	1,313	4	21	748	544
#13	www.DiscoverKalamazoo.com	1,256	5	31	343	882
#14	www.SJToday.org	1,214	5	17	458	739
#15	www.HarborCountry.com	806	4	13	193	600
#16	www.NilesMI.com	655	4	14	268	373
#17	www.BridgmanArea.org	402	5	12	121	269
#18	www.FourFlagsArea.org	383	4	11	113	259
#19	www.LakeshoreChamber.org	355	4	10	140	205
#20	www.DowagiacChamber.com	274	4	2	189	83

Why Are "Total Links" Important?

The total number of links going to a website, from other sites, is an important indicator of a website's overall value – as determined by the site owners themselves who have taken the time to post a link. As such, these types of links play a large role in determining search engine rankings.

When high-ranking sites link to your business website, your search engine rankings will almost certainly increase due to the influence that high-ranking sites will have on the search engines.

Since search engines are usually the first step for web users, with 46.3% using Google, it is important that your business ranks well or business can suffer. One study, in fact, concluded that businesses appearing on the first page of the search engine results would attract six times more business and earn twice the sales compared to businesses not on the first page.

Google "PageRank" Explained

The Google PageRank system utilizes Internet links to determine the "importance" of an individual web page. In essence, Google will interpret links from page A to page B as a vote cast by page A for page B. Links from websites that are themselves considered important will weigh more heavily and thereby increase the overall importance given to a particular web page by way of association.

Of course, important pages mean nothing to you if they don't match your query. So, Google combines PageRank with sophisticated text-matching techniques to find pages that are relevant to your search. Google goes far beyond the number of times a term appears on a page, examining all aspects of the page contents to determine if it's a good match for your query.

Check Your Website Links

Curious how well your website is doing in regards to links? Monitoring links is a relatively simple process - go to almost any search engine and search for "link:" followed by your full website URL. For example: **link:http://www.mydomainname.com**. The results page will show the number of web pages linking to you.