

# Page Depth

There are many factors that weigh your web site's relevancy to Google and one of them is the number of pages you have in your web site. Many top sites have an extreme amount of pages numbering from 100 to 800 pages. I am going to present some simple examples of strategies for adding more pages.

If your 10 page site is having trouble getting into the upper 30 in search results, you should consider adding more pages. Don't forget that your site needs to be relevant to the target search terms before you plan to add more pages. The easiest way to add page depth to your site is to incorporate an Articles page. Each month you should write a short article that is relevant to your industry. The Articles page links to each article separately creating a mini directory of articles. You can create other mini directory pages like a testimonials page or a case study page. This way you are growing branches of information out from your home page. Even a veterinarian's web site could create a directory of dog and cat breeds with links going to each breed profile thus creating page depth.

So look deep into you industry and look for possible lists that you can create that gives the opportunity to link to individual pages.

Google also looks for text changes in your web site. Web sites that often change their information get better search results than those that remain static for a long time. This is another reason why blogs do well with search engines, the information changes more frequently than regular web sites. So as you are adding a new article to your mini article directory, make sure you update you home page with a little featurette about your new article. When the search engines spider your site, it will note the change of information.

Of course writing sounds like more work, however, don't forget there are many ghost writers on the web who contribute free articles on almost any topic just for a link back to their site. It helps your site and it helps them promote their writing services.

This is the information age and your web site can be more visible simply by adding more content. Add pages of content to your web site on a regular basis and over time your site will index better than static sites giving you a bit of edge over your competition.

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