HOW TO FREE INCREASE ALEXA RANK

What is Alexa Rank?

According to Alexa,

Your Alexa Rank is an estimate of how popular your site is relative to all other sites.

Source – Alexa Blog

Alexa is a Web Information Company, they are rank website on many factors like traffic. Alexa rank is updated daily.

Note: According to my experience, If your website ranked above one million they updated it less often.

If you're ranked below one million they updated it frequently, but always keeps trying to get your website below a one Lac or 10 thousand.

How Alexa Works?

Alexa.com was found in 1996 and they collected data for ranking website through a toolbar.

Many people think (Including Me) Alexa does not give an exact ranking for websites.

But,

They give the best metric for comparing two sites.

Is Alexa Ranking worth for SEO?

Many SEO Specialists suggest to not consider Alexa rank when you do SEO for your website.

When you apply any SEO tactics in your website and you watch Alexa rank change positively, that's mean you apply best tactics on your website.

Why?

Because Alexa metrics relays on traffic to your blog or website and we apply SEO on our blog or website only for getting exposure to the wide audience of Internet.

How to Improve Alexa Rank

After reading above lines, you really understand what is Alexa rank.

And,

You want how to Increase Alexa Rank quickly?

Let's check below article for finding the best tips to lower down your Alexa rank.

1. Install Alexa Toolbar

Alexa Shows data for TECHELEX.ORG

Alexa toolbar sends yours hits to Alexa servers to get your required website Alexa rank.

After Installing Alexa toolbar, when you visit your own site it's also hit Alexa for providing your site data.

It's dramatically increasing your website ranking if you below a 1 million like 30 lacs or 50 lacs.

Tip: Install Alexa toolbar in your PC, your workplace.

Installing Alexa toolbar is the really easy task.

- Go to Alexa Toolbar Installation Page with your favorite browser.
- Click on Install Alexa extension.
- Its Install Alexa Toolbar extension in your Browser.

2. Install Alexa Widget

Installing Alexa toolbar is really helps to increasing your website ranking.

But, the main problem is,

All clicks or hits on your website not generated by you and unfortunately not every visitor install an Alexa toolbar and many visitors visit your website through phones.

Alexa is smart to track visit on your website but what if we help Alexa to track hits on our website?

For this situation, use Alexa widget on your site.

Alexa Widget

Alexa widget works like an Alexa toolbar installed in your website visitor and every hit make changes your website ranking quickly.

Add Below code in your Website. Replace www.techelex.org with your website name.

```
<a href="http://www.alexa.com/siteinfo/www.techelex.org"><script
type='text/javascript'
src='http://xslt.alexa.com/site_stats/js/s/a?url=www.techelex.org'></script><
/a>
```

If you are using a WordPress for your website, then use Alexa Rank Widget plugin.

3. Write Unique Content.

This is a must have tips from any SEO Expert.

Writing a content helps you to increase traffic to your blog but writing a unique content helps you to build good relation with your readers and it contributes to getting traffic for the extended time.

Search Engines loves Unique and new content and they prioritized content based on their freshness and uniqueness.

As beginning of this article, I mentioned Alexa rank directly related to traffic which is arriving on your website.

When you write unique content on some topics, Google gives you first spot on their page for related queries.

Most traffic comes from search engine first page and if your article found on the first page then its drive the lots of traffic to your website and this really helps to increase your Alexa rank.

If you writing a new content and wants its to drive massive traffic, I suggest you to read this posts.

- LSI Keywords: Free LSI Keywords Research Tools to Rank Higher in Search Engine
- How to Write 2000 Words Article in a Day
- 9 Steps to Get Targeted Traffic to Your Website

4. Write Content regularly.

Writing regularly helps to increase your blog ranking quickly.
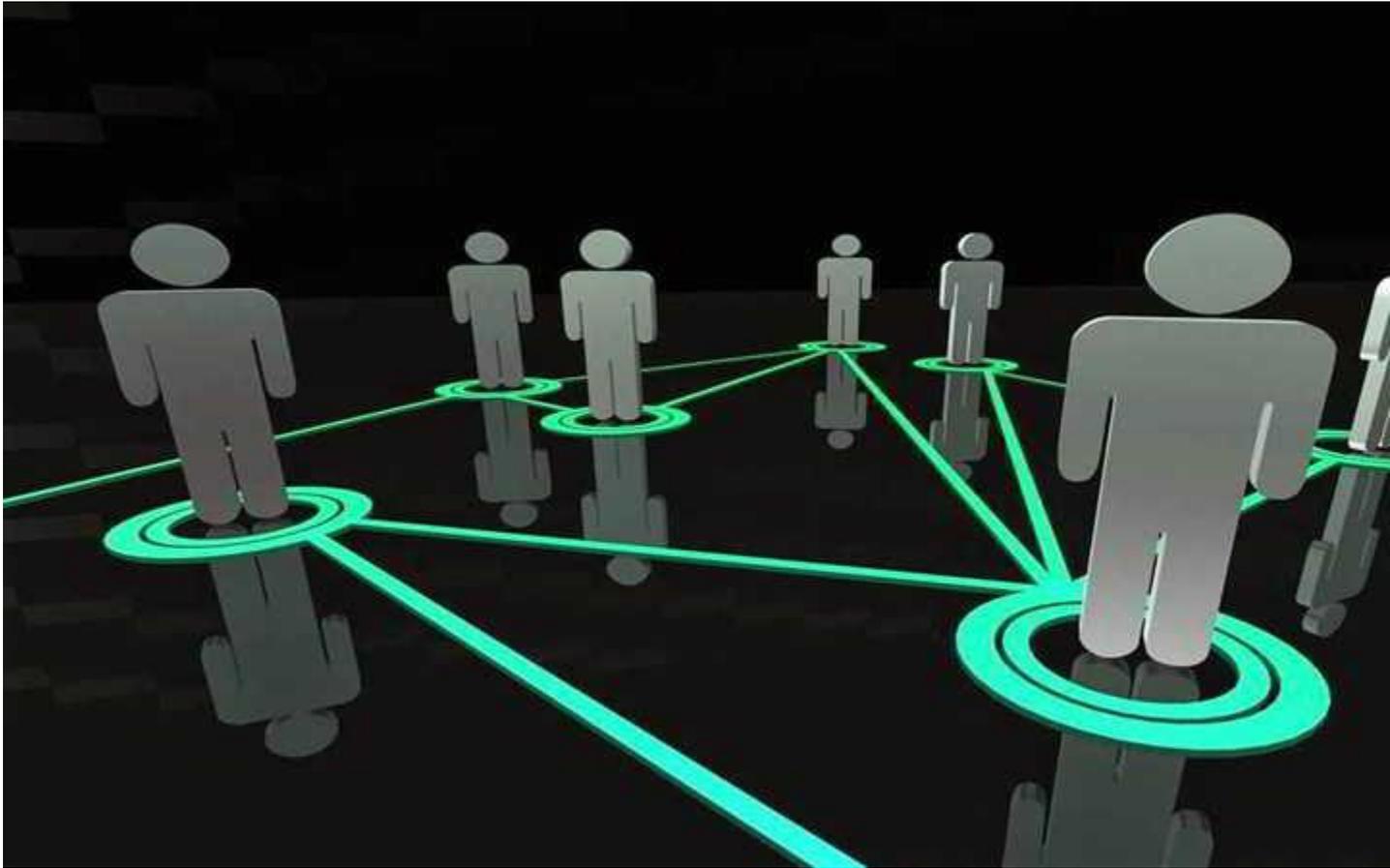
Are you love dead blogs?

No,

So think if your blog does not update regularly, how you get the decent amount of traffic.

Tip: Write 1 or 3 Post regularly or at least 2 to 3 post weekly and check how fast Alexa rank increase

I do not write content regularly but when I tried this on my blog, my blog comes to 1.87 lacs from 30 lacs..

5. Share your content on social media.

Always Share Your Articles on Social Networks

Every one now connected with the web through social media.

Many users only depends on facebook or twitter to get the best news or results.

Try to share your content to social media to exploring the mine of largest traffic provider.

Setup Facebook, Twitter and Google+ page for your website.

Also, submit your site to StumbleUpon, Digg, and Reddit.

Try to write emotional, questionable content which is hard to not shared on social media.

Check this article for finding the best time to share on social media.

- [What Are The Best Times to Post on Social Media](#)
- [A Guide to High Quality Social Media Sharing: What, When and How to Share](#)

- ## **Bonus tip: Alexa review**

- Some time back, *Alexa added review feature for sites*, where you and your readers can give their feedback and rate a site. I'm not sure how it impacts over all Alexa traffic rank, but still good number of positive reviews add into trust factor of your site. You can see an example by clicking review tab on [SML alexa stats](#). You can encourage your readers to write a review for your site or best way is to send out an Email newsletter to your loyal subscriber and let them know about a place, where they can add testimonial or review of your site.

If you try this technique sure you can increase your alexa rank.

INTEGRATION

1. Set Up an SEO-friendly Blog

A blog should be the content hub for most businesses, since it can be a resource to customers, a home for various types of content, and a place to cover topics related to your offerings that don't have an ideal place to live anywhere else on your website.

When crafting a blog post, make sure the subjects covered tie in to not only the interests of your audiences but naturally include some of the key phrases your customers are using to find your offerings in the search engines.

This includes setting up a proper title tag, meta description, URL, headers, proper length of content, internal linking and more with each blog post. By doing so, you're ensuring that your blog content is not only a source of educational material for your audience, but optimized to drive results from the search engines as well.

2. Social Media Can Fuel SEO

Social media and SEO are heavily connected, which is why it's important to understand how your social activities impact the results that come up for relevant searches in the search engines and vice versa.

As your business establishes an essentials checklist for social media, understand that the content shared on each of your channels publically will likely be indexed within the search results and potentially be a person's first interaction with your business.

Every post your business shares should tie back to the buckets of topics you've identified as being of interest to your customer profiles to ensure all your social activity ties back to the audience you're trying to reach and engage.

Red Bull - YouTube
www.youtube.com/user/redbull ▾
Experience the world of Red Bull like you have never seen it before. With the best action sports clips on the web and YouTube exclusive series, prepare for y...

Red Bull | Facebook
https://www.facebook.com/redbull ▾
Red Bull. 44649769 likes · 361371 talking about this. Red Bull Energy Drink vitalizes body and mind. ®

Red Bull (redbull) | Twitter
https://twitter.com/redbull ▾
The latest Tweets from Red Bull (@redbull). #givesyouwings. Worldwide.

Not to mention, when searching for most businesses by brand name, the first page of results typically lists their website and their most active social channels.

Understand that these social channels are likely the first interaction or one of the first couple of interactions a person has with your business from the search engines, which will greatly impact their impression of your company.

Regardless of the changes Google+ experiences, using it as a business tool is vital to reaching a new audience active on the social network, but more importantly it ties your social content to the search results since the social channel is strongly tied to Google's other offerings, including search.

3. Optimize Your Content Marketing

One of the best ways to create content of interest to your audience is to really understand a customer's path across the sales funnel from their very first interaction with your business all the way to becoming a loyal customer.

Once your business understands this funnel, it's then time to create content to suit a person's unique needs at that particular stage, whether that requires them reading an infographic from your business, watching a video, or consuming whatever other form of content.

Tie your SEO efforts with this process by identifying the different searches a prospect might be making at each stage of the funnel. With these keyword phrases in mind, create content to answer potential questions and educate and best match the needs of your audience at each stage based on the data provided by your audience's search habits.

4. Coordinate SEM and SEO

Search engine marketing, or SEM, is when your business pays to advertise at the top of the search results for certain keyword phrases, which is also known as paid search. When it comes to synching your efforts with SEM and SEO, it comes down to coordinating data and regularly communicating goals.

The data collected from your successes and failures with paid search can help better inform the keyword phrases you're optimizing for with SEO, which increases the likelihood that these phrases will drive results.

SEM and SEO should be working toward the same goals, complementing one another to ensure landing pages, keyword choices, and messaging are overlapping to provide your audience with one cohesive experience.

5. Community Building Presents SEO Opportunities

Building a community around your brand online is critical for the growth of your business, which should always be tied to your ongoing SEO to ensure this growth is long-term.

When it comes to cultivating a community, comment on the blogs of others in your industry to spur worthwhile discussions while also driving some limited SEO link value back to your website.

Paul Sokol · 8 days ago

Great concrete examples Jason! You forgot to mention that the real magic is in the follow up though, particularly with your cheatsheet example. Each person that requests it can be put into a specific follow up that either drives for more engagement or pushes them through to some product or service :)

1 ∧ | ∨ · Reply · Share ›

Jason Keath Mod → Paul Sokol · 8 days ago

Agreed. Even if your followup is just to build up a list for who you can target Facebook ads to.

Follow up is key to actually create that long term relationship.

2 ∧ | ∨ · Reply · Share ›

Link to high-quality resources from authority websites in your industry to provide more in-depth insights for your audience consuming your content, while also creating goodwill between your organization and the company your content links to.

This can help put your company on the radar of others in your vertical and help generate more links to your offerings, therefore increasing the inbound links to your properties and slowly raising your search rankings.

Write mini-blog posts for your Google+ posts and for your descriptions on your YouTube videos to provide a better experience for your audience members on both channels while also better optimizing each type of content for ranking in the search engines.

Experiment with the use of expert roundup blog posts to establish relationships with influencers in your industry and create a powerful resource for your audience, which also helps drive additional social sharing and inbound links to your website at the same time.

These are just a few of the many techniques your business can use to coordinate the growth of your community while also expanding your visibility in the search engines at the same time.

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