



How Google's Author Rank Can Help You Get The Best SEO From Your Content

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The premise is simple: if you are an online content creator, whether on your website or social media, you are an author. That's how Google sees it anyway.

You may have heard that Google recently added updates to their Author Rank which allows content creators to get the credit they deserve for the content they have added to their blogs, websites, social media or news feeds.

Google says the process is simple, and from what we can see it is fair; If a content creator has a good 'reputational score' and it is clear they have an established presence on the web as a quality content creator, new additions to their content which is identified and signed as theirs will be given priority over unsigned content or content from less well known creators.

Put simply, if you build your reputation as a high quality content generator and let people know who you are, the more you build your reputation, the more your content will be given priority.

Now is the time to take advantage of these new changes too. Before long, the positive SEO effects are bound to level out, especially with a rush of content creators all vying for their fifteen minutes of glorious fame at the top of a search page.

However, if you are on the ball and already have a solid rep as Mr or Mrs Cool Content, then

take advantage of this now. Build yourself a strong Author Rank and you will boost your content ranking too.

Exactly how Google measure and score Author Ranks has not been released for public consumption, not surprising really, however, the word online is that Google+ is a vital key in the process. Author Rank system uses the G+1 button as a measure so if you link your content to your own Google+ profile, it will boost your Author Rank in turn.

Author Rank also likes social media - no surprise there! Likes and shares on Facebook, Tweets and RE-Tweets shine out like a beacon for Author Rank and the bots sit up and pay attention. They're looking for content which is liked, commented on and shared quickly.

The faster your followers read your content, react to it and the more readers you gain, the higher your Author Rank will be.

Don't lose out. Get creating content now, before the whole thing reaches saturation point - which won't be long. Content is King, as we've mentioned before and everyone is a writer of some kind these days.

If you want to build your own Author Rank, here's how you can achieve it:

Make sure you have an excellent Google+ profile. Keep it populated with all the details of your blog, website and social media - all your content platforms. Always use the rel="nofollow" correctly within the content you create. If this sounds like gobbledegook to you, because we're not all SEO specialists, ask your web developer for advice. Make sure your content is high quality, regular, useful and relevant. Generating content on a regular basis helps boost your Author Rank by boosting your readership.

This is not an easy fix for businesses who are seeking to boost their SEO rankings. It requires dedicated and professional content creation which will be picked up by real human traffic.

Fake link building, buying likes and other less than White-Hat practices will have no effect.

The Author Rank is based upon the Google bots looking for real human behaviour where people are genuinely reading and interacting with quality content from a popular creator.

Go on, get in touch with your inner writer and build yourself some real online SEO buzz by authoring your content.