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Sitemaps are out "silos" Are In. Increase Your Blog's Page Rank and Authority, With A Click. Watching and analyzing trying to determine exactly how important your site is! When Google spiders are analyzing your blog, a big part of their ranking criteria revolves around RELEVANCE. How relevant is your site for a specific search. Now the odd thing is that the relevance of your page is not just determined by the content on the page itself. Sure Google takes the content itself into account, BUT of larger importance is what pages are linking to that specific page. So if you have a page about dog collars, Google will give that page higher ranking in its index when there are other related pages linking to that page. What is a related page? A page does not necessarily have to be about dog collars to be related to your dog collar page. Google expects this. Google use a concept known as Latent Semantic Indexing (LSI) to determine how relevant your page is based on what pages are linking to it. Google takes into account the dog collar pages linking to your page, and using LSI, they also factor in pages that are tightly related to dog collars such as

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