

## What is My PageRank?

Google PageRank is Google's way of assessing the relative quality of a Web site or Web page on the Internet. PageRank is measured on a scale of 0 to 10. The stronger the PageRank of a given Web page, the higher the corresponding score on the scale. *My Google PageRank* allows Webmasters to view their site's PageRank online. In addition, Webmasters can use the provided code from the *My Google Page Rank* tool to display their site's PageRank to their visitors.

## How can I find out my Google PageRank?

The primary method of finding out a Web page's PageRank is to install the **Google Toolbar**. The Page Rank (PR) is displayed in a small green PR gauge on the Google Toolbar. The Google toolbar can be downloaded for Internet Explorer or Mozilla Firefox browsers. The Google Toolbar also shows a number of each page's backlinks, but is not considered a true measure of current PageRank. As of the time these FAQs were written, there is no Google Toolbar currently available for Mac users. The visible PageRank is one portion of the true PageRank valuation that Google maintains. The toolbar display can be inaccurate when attempting to assess a page's relative importance.

In addition to the Google Toolbar, tools such as *My Google PageRank* allow Webmasters to find a site's PR by simply entering their site's URL into an online form. The Webmaster can then paste a small portion of provided HTML code into their Web pages to display their site's PageRank to all their visitors. This provides useful information about the site to its visitors - without the visitors having to install the Google