Web sites that want to get some publicity can join a Web ring, where they create links to other sites in the ring, in exchange for other sites in the ring creating links to their site. What is the effect of such rings on popularity ranking techniques such as PageRank?

Step 1:

Websites employ web rings to enhance traffic to their pages. Links from other websites with similar topics are made to the new website when it enters a web ring.

PageRank is a popularity rating that was first employed by Google. It is a gauge of a page's popularity.

PageRank is still used by Google. Although website owners might not have access to it, it is still used in their algorithms.

Step 2:

Links of excellent calibre are pertinent to your own website. Google anticipates seeing links that are organic. Reputation matters in addition to relevance. The more trustworthy the website, the better. A trusted news source like CNN, for instance, will offer a stronger link than the typical personal blog. To put it another way, CNN is ranked higher than the blog.

There are many different kinds of links, and some of them may really do more harm than good.

while good links strengthen your page's link.

Web links from undesirable neighbourhoods and reciprocal, incestuous, or link farm links will have the exact opposite effect.