

like tracking tools. I checked after our site had been linked to Add This for several months - nary a link. It seems to me that these "social bookmarking" sites are the main beneficiaries of this scheme. To use the service we need a link to them on every page on our site and in return we get, maybe a link or two back? Not only that, but this could be the very kind of scheme that Google is modifying its algorithm to defeat.

I plan to strip this tool off our site now to see if it makes any difference in our Google page rank and position in search engine results.

One more point about this question, I use the Alexa tool bar, which provides Google page rank as well as Alexa ranking information. The Register Everywhere site that is linked to in the question has a Google page rank of 0. There can be two reasons for this; either the site is so new that Google has not ranked it yet or the site is being penalized by Google.

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