

# Alexa Ranking Blueprint

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## Prologue:

Thank You for downloading the Alexa Ranking Blueprint. In this free blueprint I will let you in on a couple of secrets into 'Increasing your website's Alexa Ranking'.

Please visit <http://blueprintonline.com>, browse around, make comments & tweet me!

## Disclaimer:

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# 1. What is Alexa Ranking?

Alexa internet was founded in 1996. Alexa is a very powerful tool used to rank web site traffic, but only bases its ranking on the amount of traffic a website receives from users that have the Alexa toolbar installed. The Alexa Rank is often used by webmasters to gauge the value of a website, so improving your Alexa Ranking improves the value of your website.

## 2. Alexa Rank Flaw!

Not all web users have the Alexa Toolbar installed and the select few that do, are technology savvy, meaning technology websites generally have a higher Alexa Ranking, because of its intended audience.

## 3. Improving your Alexa Rank!

Following a couple simple steps below, they will get your website to under 100k rank in Alexa within 2 months or less. Getting under the 100k rank will take a lot more work and traffic, but it is possible.

### Step 1: Install the Alexa Toolbar

Visit <http://www.alexacom.com/toolbar>

### Step 2: Don't give ranking away!

I generally install the toolbar in Firefox and browse my own websites using Firefox, all other web browsing I use Internet Explorer or Google Chrome, with no Alexa Toolbar installed.

### Step 3: Open multiple web pages:

Use Firefox and open multiple sessions to your websites, don't open the websites within tabs in Firefox, a website must be in its own Firefox window.

### Step 4: Automate

4a. Set your website as the Home Page.

4b. If you have multiple websites, setup a batch file to automate the process. *Example below;*

Open notepad, copy and paste this text in quotes "C:\Program Files\Mozilla Firefox\firefox.exe" -new-window <http://www.blueprintblogger.com>, replace with your own domain and add as many domains as you like, each on its own line though, save as type "All Files" and call it Alexa.bat

### Step 5: Alexa Widget

Put the Alexa Site Widgets into your website or blog, visit <http://www.alexacom.com/siteowners/widgets>

### Step 6: Traffic

Traffic, Traffic, Traffic, building traffic to your website will increase your Alexa Ranking. Follow [www.blueprintblogger.com](http://www.blueprintblogger.com) on ways to increase traffic using Twitter [@blueprintonline](https://twitter.com/blueprintonline) and more...

## 4. Advanced Techniques

Firefox has many add-ons that could help with Alexa Ranking. Once the Alexa Toolbar is installed in Firefox, install the 2 add-ons below;

**ReloadEvery** Firefox add-on will reload your page, visit <https://addons.mozilla.org/en-US/firefox/addon/115?src=api>

**FoxyProxy** Firefox add-on, will allow you to switch proxy servers, visit <https://addons.mozilla.org/en-US/firefox/addon/2464/developers/roadblock>, use your own proxy list or get a proxy package visit <http://foxyproxy.mozdev.org/proxyservice>

### **USE WITH CAUTION – Blackhat Method**

Install the Super Alexa Booster, this tool will send hits to your website and increase your Alexa Ranking. Use with caution when using Google AdSense and other similar programs. Visit <http://alexa.lr2b.com/index.php/2009/10/06/super-alexa-booster-soon>, make sure to remove the default keywords and add your own to C:\Program Files\Super AlexaBooster\Proxy\google-keywords.txt

I hope this information helped!

Good luck with your Alexa Ranking.

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