**GOOGLE PANDA:**

**Google panda** is a ranking based algorithm developed by Google. Google panda precisely separates “**Low quality**” and “**High quality**” websites. The **quality** factor is directly related to the realness of the content. If the content is copied from other sites, then definitely it (website) comes under a low quality website.

**How Ace Indus can get attuned with Google Panda**?

* Usage of appropriate content in our website Wawalive.com.

**GOOGLE PENGUIN:**

**Google penguin** is a code for a Google algorithm update, that basically brings down the ranking of those websites that implement Black-hat (duplicate content, keyword stuffing, excessive link building) SEO techniques. Black-hat SEO techniques will in turn violate the rules as mentioned in ‘**Google Webmaster Guidelines**’.

**GOOGLE HUMMINGBIRD:**

**Google Hummingbird** checks the relevancy of words and the conversational flow of sentences in a particular content topic. It rewards those websites who have channelized their efforts on effective content marketing strategies.

**PAGE LAYOUT:**

Google Page layout algorithm basically targets those websites that has displayed very less amount of content and at the same time have displayed a bevy of ads in their WebPages. Page layout algorithm does not encourage those websites that have focused on displaying a huge number of ads in their respective WebPages.

* Displaying a plethora of ads in our website Wawalive.com.

keyword is:keyword effictivenessindex

[http://keeyword.com/wp-content/uploads/2007/06/Keyword-Effectiveness-Index-KEI-2731.jpg](http://keeyword.com/wp-content/uploads/2007/06/Keyword-Effectiveness-Index-KEI-2731.jpg)224,234 divided by 821. In this case, the KEI is 273

**Spiders:** Spiders are the information gathering tools that allow the bot to collect the information about the web sites on the Internet.

### What is the purpose of cloaking?

- Cloaking is used by black hat and it is one of the unethical practices in SEO. It uses the devices that provide deceiving mechanism for the search engines.

-This boosts the search engine results to rank the page higher on the search engines and provide artificial methods to advance the ranking of a web page.

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