

SEM Coaching - 32

Google Penguin

Introduction

- ❖ Google unleashed an algorithmic update on 24 April 2012, known as the Google Penguin Update.
- ❖ Google Penguin's main aim is to target sites that engaged in web spam (black hat SEO) practices:
 - Low quality off-page links:
 - Blog comment spam
 - Paid text links
 - Blog networks
 - Paid listings in low quality directories
 - Low anchor-text diversity (Excessive links with exact match anchor text)
 - Excessive reciprocal links
 - Duplicate / Re-spun / Low quality content
 - Outgoing links to "thin" content & affiliate sites
- ❖ REMEMBER: SPAM IS ANY STRATEGY DESIGNED TO TRICK THE SEARCH ENGINES INTO GIVING YOU A HIGHER RANKING THAN YOU DESERVE

Penguin: Recommendations

- ❖ Analyze Site Health Using Google Analytics
 - Average Time on Site > 3 minutes?
 - Bounce Rate < 40%?
 - Site Speed Load Time < 3 seconds?
- ❖ On-Page Content
 - Avoid duplicate / re-spun / machine generated / low quality content
- ❖ Identify and Remove Low Quality Back-Links:
 - Use Google Webmaster Tools and OpenSiteExplorer.org
- ❖ Focus on Building High-Quality Links:
 - Develop niche authority by creating quality content
 - Create a community around your brand. This will increase your social reputation and link quality
 - Develop link diversity – Multiple sources including social media
 - Ensure anchor text diversity – Vary the anchor text
 - Avoid spammy links, blog networks and paid text link networks

Recovering from Google Penguin

❖ Recommended Steps:

- Remove spammy & low quality back-links
- Ensure your site has high quality content
- Submit a re-inclusion request to Google:
 - Requires a Google verified site
 - Sign in to Google Webmaster Tools
 - Follow steps to get site is verified
 - Submit re-inclusion request to google
 - <http://support.google.com/webmasters/bin/answer.py?hl=en&answer=35843>



Google Webmaster Central YouTube Channel

The screenshot shows the YouTube channel page for Google Webmaster Central. At the top, the YouTube logo is on the left, and a search bar, 'Browse', 'Upload', 'Create Account', and 'Sign In' links are on the right. The channel header features the 'Google Webmaster Central' logo with a briefcase icon, the text 'by GoogleWebmasterHelp', a 'Subscribe' button, and statistics: '49,150 subscribers' and '7,813,907 video views'. Below the header are tabs for 'Featured', 'Feed', and 'Videos', and a 'Search Channel' bar. The main video player shows a man in a red shirt speaking, with a play button overlay. The video player controls at the bottom show '0:00 / 2:58'. To the right of the video, the 'About Google Webmaster Central' section explains it's the official YouTube channel for webmaster resources. Below this are links to 'Google Webmaster Central', 'Webmaster Help Forum', and 'Webmaster Central Blog'. A table at the bottom lists channel details: 'by GoogleWebmasterHelp', 'Latest Activity' (May 7, 2012), 'Date Joined' (Jan 9, 2009), and 'Country' (United States).

YouTube

Google Webmaster Central
by GoogleWebmasterHelp

49,150 subscribers
7,813,907 video views

Featured Feed Videos

Search Channel

About Google Webmaster Central

This is the official YouTube channel for Google Webmaster Central, your one-stop shop for webmaster resources that will help you with your crawling and indexing questions, introduce you to offerings that can enhance and increase traffic to your sl...

more v

Google Webmaster Central

Webmaster Help Forum

Webmaster Central Blog

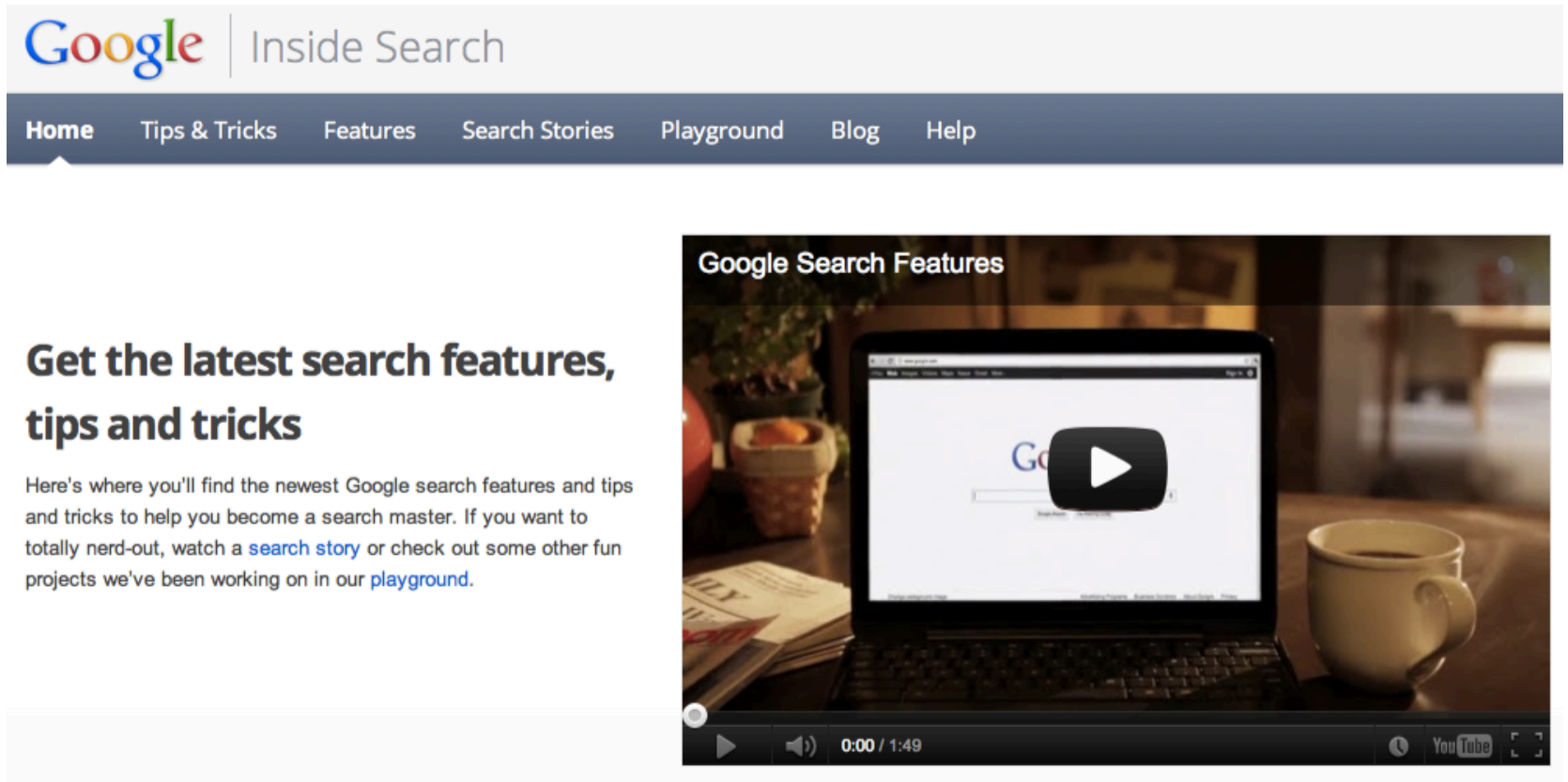
by GoogleWebmasterHelp

Latest Activity	May 7, 2012
Date Joined	Jan 9, 2009
Country	United States

<http://www.youtube.com/user/GoogleWebmasterHelp>



Google Inside Search

The image is a screenshot of the Google Inside Search website. At the top, the Google logo is followed by the text "Inside Search". Below this is a navigation bar with links: Home, Tips & Tricks, Features, Search Stories, Playground, Blog, and Help. The main content area has a heading "Get the latest search features, tips and tricks" and a paragraph: "Here's where you'll find the newest Google search features and tips and tricks to help you become a search master. If you want to totally nerd-out, watch a [search story](#) or check out some other fun projects we've been working on in our [playground](#)." To the right of the text is a video player titled "Google Search Features". The video shows a laptop screen with the Google search homepage and a play button overlay. The video player has a progress bar at the bottom showing 0:00 / 1:49 and a YouTube logo.

<http://www.google.com/insidesearch/>



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Google Knowledge Graph

The screenshot shows the Google 'Inside Search' page. At the top, the Google logo is followed by 'Inside Search'. A navigation bar includes links for Home, Tips & Tricks, Features (which is highlighted), Search Stories, Playground, Blog, and Help. Below this, a secondary navigation bar lists Search plus your world, Flight Search, Related Search Previews, Search by Image, Voice Search, Google Instant, and Knowledge. A yellow banner states: 'We're rolling this feature out to google.com users over the next few days.'

Introducing the Knowledge Graph

When you search, you're not just looking for a webpage. You're looking to get answers, understand concepts and explore.

The next frontier in search is to understand real-world things and the relationships among them. So we're building a **Knowledge Graph**: a huge collection of the people, places and things in the world and how they're connected to one another.

This is how we'll be able to tell if your search for "mercury" refers to the planet or the chemical element—and also how we can get you smarter answers to jump start your discovery.

Below the text is a video player showing a Google logo and the text: 'Learn more about the Knowledge Graph at google.com/insidesearch'. The video player controls at the bottom show a pause button, a progress bar at 2:44 / 2:44, and icons for CC, settings, and YouTube.

<http://www.google.com/insidesearch/features/search/knowledge.html>

Official Google Search Blog



Inside Search

The official Google Search blog

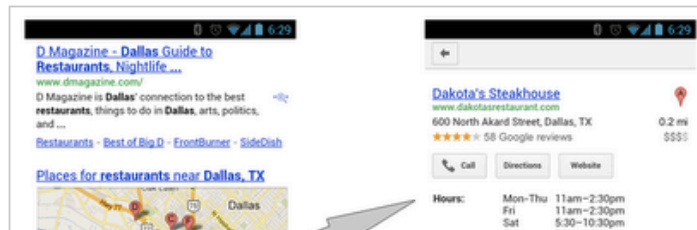


Find places faster with quick access to local info on the go

5/25/12 | 1:34:00 PM

I'll admit it, I'm a bit of a picky eater. If I'm choosing a restaurant, I want to know that it has good reviews, that they'll have food items I like, that it's not too expensive, and all that. With the new changes to the local listings in search on mobile devices, now I'll be able to see more details about places quickly and make decisions more easily – whether about restaurants or any other type of place.

For example, if I search for [restaurants dallas] on my mobile phone now, I'm presented with a list of local results as usual. Now, if I click on the name of the place, I instantly see a summary of the business, with reviews, photos, and more details, similar to the [local information you see when searching on your computer](#). Okay, this place looks fine, but what about the other results from the list? With a simple swipe of the page left or right, I can see the local result before or after this one, to quickly compare the different options and make a decision on where to eat.



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Questions?