“The internet is fast becoming a cesspool where false information thrives, brands are the solution, not the problem. Brands are how you sort out the pool.”  
~Eric Schmidt (CEO google – 2001-2011)  
  
What is Vince?  
Vince, regarded as one of the most controversial policies and algorithm updates ever implemented by a search engine, was rolled out in 2009, but had a lasting effect.   
In 2009, Google CEO, Eric Schmidt reflected upon the need of brands to differentiate between legitimate information and content that may not be up to the mark.  
Vince started a revolution that ensured better ranking of big brands in the results of wide-variety keywords, the update was implemented without a prior notice but the before mentioned words of Eric Schmidt had hinted some changes.  
  
Reasons for Vince.  
Google issued a statement, that Vince was necessary to stop the malpractices used to get better ranking by non-credible websites and emerging non-established businesses. Another reason for implementation of Vince was that people liked seeing a genuine and familiar brand in results over unknown webpages that may or may not present them with the required information.  
  
The Two Sides.  
Vince may have been successful in stopping the ill usage of internet to some extent although a popular belief voiced the plight of emerging firms who were striving to establish a strong online presence by offering actual quality content but never reached the doors of breakthrough because of this update.  
Has it been Google’s policy to favor those who pay? Because major contributions to the advertisement section of the search engine are made by big brands who have the resources and planning required for extensive online advertisement. With countless allegations of favoritism regarding Google+, android apps and priority advertisement of selected services, Google came out to be, not as selfless as many believed.  
Do people really prefer brands over content? Or Google is either knowingly or unknowingly contributing towards the success of already established organizations and crushing the start-ups yet to make a name for themselves? Although studies suggest that people are will to indulge more with a known brand as compared to inexperienced businesses, but will this policy prevent the emergence of new brands?  
  
The Alternative.  
Countless blogs have created a rift in opinions, some stating that Vince is solving a problem that may have led to online scams and fraud, while another sect dwells on the scary scenario for emerging businesses in the market of organic search. As Mark Jackson popularly said “Big Brands starting to get it- or is Google starting to get Big Brands?” while another article by Chris Chum reads “Brands and relevance should have been the factors of ranking since the beginning. This has been a face-off between opinions for years now, and is expected to continue for many years in future, a decision is to be made does internet follow Survival of the most relevant or survival of the wealthiest?