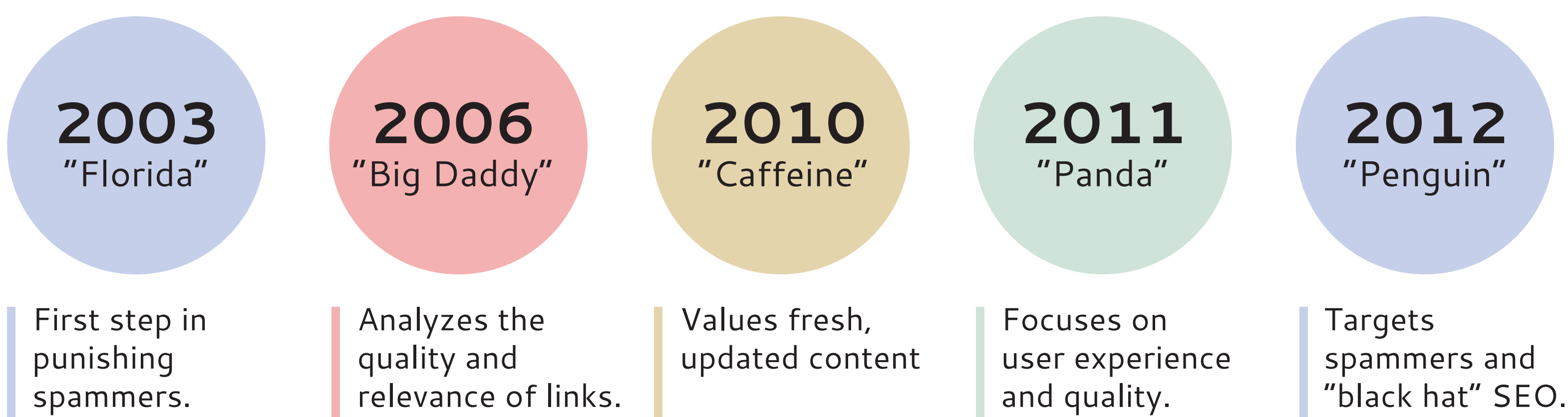
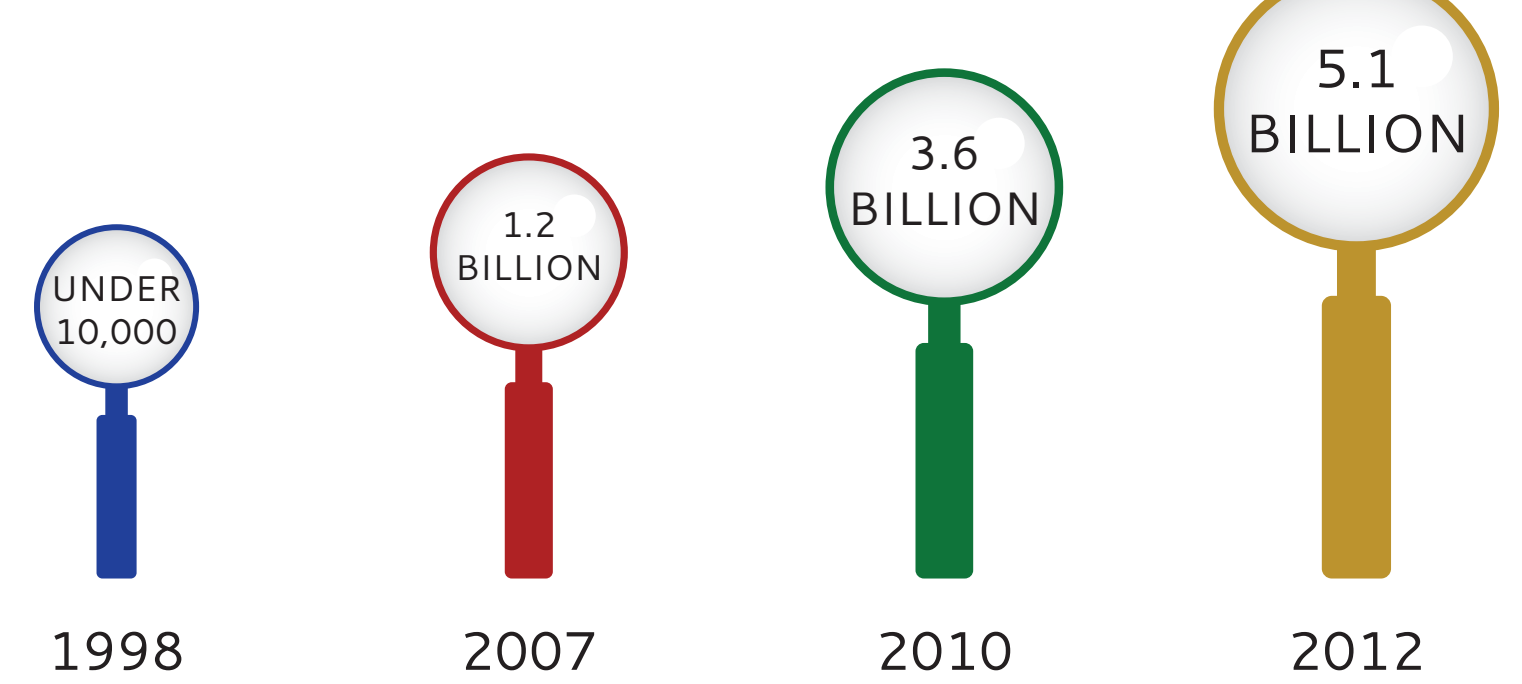


# KEEPING UP WITH Google™

## Timeline of Major Google Updates



## Google Daily Searches



## Google share of US search market as of June 2013:

66.7%

## A Closer Look at Recent Updates

<b>PENGUIN 2012</b> <b>HELPS:</b> Websites that employ white-hat SEO techniques <b>HURTS:</b> Spammers and users of black-hat SEO techniques. <b>AFFECTED:</b> 3.1% of results. 	<b>PANDA 2011</b> <b>HELPS:</b> Websites with user-friendly content that appeals to real people. <b>HURTS:</b> Websites with duplicate or otherwise low-quality content. <b>AFFECTED:</b> 12% of results. 	<b>CAFFEINE 2010</b> <b>HELPS:</b> Websites with fresh, constantly updated, original and interesting content <b>HURTS:</b> Older websites with stagnant content. <b>AFFECTED:</b> 35% of results. 
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## Advice from Google's Matt Cutts

"We don't use the keywords meta tag in web ranking – too many people have spammed that too much"  
September 2009

"Think about what people are going to type to want to find your site."  
September 2011

"We do use page speed in our rankings [but know that] websites work differently in different parts of the world."  
August 2013

"Google tries to make it so you don't need to be an SEO expert."  
March 2009

"We do use Twitter and Facebook links in ranking."  
December 2010

## Simple Ways to Improve Your Rankings:

- |   |  |
|---|--|
| Keep a blog with current and robust information that establishes you as an expert.                              | Try to get reputable sources to link to your website by having the best information and staying active.          |
| Manage your tags properly. Make sure all images have alt tags and that you use meta tags and headers correctly. | Employ only search engine approved "white hat" SEO techniques. Make sure to remove any spam from your site.      |
| Write on a schedule, making sure to maintain fresh and current information that is original and informative.    | Research the keywords and search terms that your audience is looking for, and use these terms where appropriate. |