



SEO BOOK

When it comes to doing business online, the first thing that comes to your mind is the ranking of your website. This is because your website won't be able to do much business if it does not appear on the first couple of pages on the search engine. In the online world, it is the search engines that decide what ranking you get in any search.

GOOGLE PANDA

Google Panda is a change to Google's search results ranking algorithm that was first released in February 2011. The change aimed to lower the rank of "low-quality sites" or "thin sites" and return higher-quality sites near the top of the search results. CNET reported a surge in the rankings of news websites and social networking sites, and a drop in rankings for sites containing large amounts of advertising. This change reportedly affected the rankings of almost 12 percent of all search results. Google Panda is a filter that prevents low quality sites and/or pages from ranking well in the search engine results page. The filter's threshold is influenced by Google Quality Raters. Quality Raters answer questions such as "Would I P 1si this site w,rh my cred t carrJ7" so that Google can distinguish the difference between high and low quality sites. Google Panda affects the ranking of an entire site or a specific section rather than just the individual pages on a site. Google says it only takes a few pages of poor quality or duplicated content to hold down traffic on an otherwise solid site, and recommends such pages be removed, blocked from being indexed by the search engine, or rewritten. However, Matt Cutts, head of Webspam at Google, warns that rewriting duplicate content so that it is original may not be enough to recover from Panda, the rewrites must be of sufficiently high quality as such content brings "additional value" to the web.

GOOGLE PENGUIN

Penguin is a codename for a Google algorithm update that was first announced on April 24, 2012. The update is aimed at decreasing search engine rankings of websites that violate Google's Webmaster Guidelines [by using now declared black-hat SEO techniques involved in increasing artificially the ranking of a webpage by manipulating the number of links pointing to the page. Such tactics are commonly described as link schemes. According to Google's John Mueller, Google has announced all updates to the Penguin filter to the public. On October 21, 2014, Google's Pierre Farr confirmed that Penguin

3.0 was an algorithm "refresh" with no new signals added. individual pages on a site. On April 7, 2015, Google's John Mueller said in a Google+ hangout that both Penguin and Panda and that updates must be pushed out manually. This confirms that the algorithm is not updated continuously which was believed to be the case earlier on in the year. believed to be the case earlier on in the year. The strategic goal that Panda, Penguin, and the page layout update share is to display higher quality websites at the top of Google's

HUMMINGBIRD

Google started using Hummingbird about August 30, 2013, and announced the change on September 26 on the eve of the company's 15th anniversary. Danny Sullivan said of Hummingbird, "Google said that Hummingbird is paying more attention to each word in a query, ensuring that the whole query the whole sentence or conversation or meaning is taken into account." Michelle Hill said Hummingbird is about "understanding intent". Steve Masters wrote, "The Hummingbird approach should be inspirational to anyone managing and planning content if you aren't already thinking like Hummingbird, you should be. Search engine optimization changed little with the addition of Hummingbird, though more top ranking results are ones that provide natural content that reads conversationally. While keywords within the query still continue to be important, Hummingbird adds more strength to long-tailed keywords - effectively catering to the optimization of content rather than just keywords. Webmasters will now have to cater towards queries that are asked naturally; with the growing number of conversational queries - namely those using voice search, targeting phrases that start with "Who, Why, Where, and How" will prove beneficial towards SEO. The use of keyword synonyms have also been optimized with Hummingbird; instead of listing results with exact phrases or keywords, Google shows more theme-related results.

GOOGLE PIGEON

The purpose of Pigeon is to provide preference to local search results. This is quite useful for the user and the local business. On the day of release, it received mixed responses from the webmasters. Some complained about the ranking being decreased whereas others reported improvement in the search rankings. As per webmasters' understandings, this update has location and distance as key part of the search strategy. The local directory listings are getting preferences in web results. Integrated deeper into its previous algorithm, the Pigeon ties into Google's search capabilities hundreds of ranking signals the company uses, including other "features such as Knowledge Graph, spelling correction, synonyms and more."

To improve the quality of local searches Google is relying on the factors such as location and distance to provide better search results to the user. This update alters the local listings in the search results, along with this; the local directory sites are given preference more theme-related results, along with this; the local directory sites are given preference.

Why Google penalizes Websites

Google penalizes sites for engaging in practices that are against its webmaster guidelines. These penalties can be the result of a manual review or algorithm updates such as Google Penguin. Google penalties can result in the drop of rankings for every page of a site, for a specific keyword, or for a specific page. Any drop in rankings brings with it a major drop in traffic for the site. To find out if a website has been affected by a Google penalty, website owners can use Google Webmaster Tools as well as analyze the timing of their traffic drop with the timing of known Google updates. Google has been updating its algorithm for as long as it has been fighting the manipulation of organic search results. However, up until May 10, 2012, when Google launched the Google Penguin update, many people wrongly believed that low-quality backlinks would not negatively affect ranks. While this viewpoint was common, it was not correct, as Google had been applying such link-based penalties for many years, but not made public how the company approached and dealt with what they called "link spam". Since this time there has been a much wider acknowledgement about the dangers of bad SEO and a forensic analysis of backlinks to ensure there are no harmful links.

Link-Based Penalties

Penalties are generally caused by manipulative backlinks that are intended to favor particular companies in the search results; by adding such links companies broke Google's terms and conditions. When Google discovers such links, it imposes penalties to discourage other companies from following this practice and to remove any gains that may have been enjoyed from such links. Google also penalizes those who took

part in the manipulation and helped other companies by linking to them. These types of companies are often low-quality directories which simply listed a link to a company website with manipulative anchor text for a fee. Google argues that such pages offer no value to the Internet and are often deindexed as a result. Such links are often referred to as paid links.

Paid Links

Paid links are simply links that people place on their site for a fee as they believe this will have a positive impact on the search results. The practice of paid links was very popular prior to the Penguin update when companies believed they could add any types of links with impunity since Google claimed prior that time that they simply ignored such links they detected instead of penalizing websites. To comply with Google's recent TOS it is imperative to apply the nofollow attribute to paid advertisement links.

Comment Spam

These are links left in the comments of articles that are impossible to have removed, as this practice became so widespread Google launched something called the NOFOLLOW tag which blog platforms quickly incorporated to help curb such practices. The NOFOLLOW tag simply tells search engines not to trust such links.

Panda penalty

The Panda algorithm might be the most well-known algorithm. It was one of the first updates that specifically penalized websites. The first Panda algorithm was run in 2011 and decimated the traffic of a lot of low-quality websites.

In the three years following its release, Panda was run about once per month. Now that the algorithm is more established, it only seems to be run a few times per year. However, Panda is an algorithmic penalty.

This means that if you get hit, once you fix the underlying issue(s) that caused the penalty, you have to wait for the algorithm to be run again to get your rankings back. That means you could be waiting several months to get the penalty lifted. And if you're unsuccessful

"The first Panda\fixing the issues, you'll have to try again and wait for another algorithm was run in\iteration of the algorithm.

