

Google Penguin Update

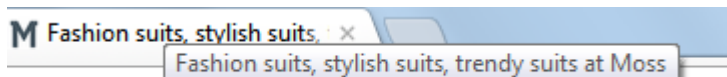
Aug 2012

Penguin was released by Google recently and it was simply an update to their algorithm. They introduced stricter guidelines on website optimisation and changed a few web spam factors such as keyword stuffing, cloaking, unnatural links and content spinning.

Google is trying to reward the websites who play by the rules and police the people trying to manipulate their search system with spam seo techniques.

Keywords are still highly important.

At first, people thought Penguin was just putting a stop to excessively optimised websites which while slightly true, caused a lot of people to change their website so much that it ended up rarely optimised and so having a negative effect for them. Whilst you don't want to be using an excessive amount of keywords it's still ok to use 3-5 keywords for each of your web page titles. We would also recommend putting your brand name as one of your keywords.



You also still need to have your keywords in your page content such as footer text or category description text. That's how search engines learn what your site is about so leave it there. If you don't have sections for this you need to so straight away. However, don't have your keywords as every other word in the paragraph either. Google will see it as spam. It

needs to read relatively naturally for Google to see it as playing by the rules.

Link building is still crucial.

When you're seeking links from online content such as blog posts or articles you want to have your keywords as the anchor text but Google is watching closely. You just need to be a little careful. Sure you want keywords in your anchor text, but you'll need a natural link profile. Here's how you get it:

- Make sure you have more anchor text links using your brand name than keywords
- Vary the keywords used for the anchor text such as 'mens jackets' 'jackets for men' 'mens black jackets.'
- Have a few non descriptive links to keep a good balance such as 'click here' 'read more' 'find out more'

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Publish content regularly and share it.

Good content is more important than ever. One of the best ways to get a positive effect of Google's Penguin update is to supply it with good, unique and relevant content. Here's how:

- Have a blog and post at least twice a week.
- Put out a press release once a month. Submit it to Reddit and other article/news websites. Pass it to bloggers in your industry and ask them to publish it.
- Publish whitepapers. Just like this one. People may link to it too.

Content-building is time consuming but it's also very rewarding, so invest time in it.



Top things to remember.

Penguin is Google's way of cleaning up web spam and rewarding those who play by the rules. Links and content will have the biggest weight when it comes to cleaning up your site but avoid:

- Cloaking - Serving up a different version of your website to search engines and users in order to improve rankings.



- Content spinning - Taking an article, editing it slightly to change some words and then publishing again on another blog platform. This isn't rewriting. Rewriting is ok if it actually has been rewritten rather than chopped and restructured using copy and paste.