

What does Google Penguin mean for businesses?

Two of the most updated algorithms of Google, Panda and Penguin make major changes in how search engines rank websites. We will learn how they impact websites and how they can gradually knock down the top ranked websites.

TipsMake.com - The two most updated algorithms of Google, Panda and Penguin make great changes in how to rank websites. We will learn how they impact websites and how they can gradually knock down the top ranked websites.

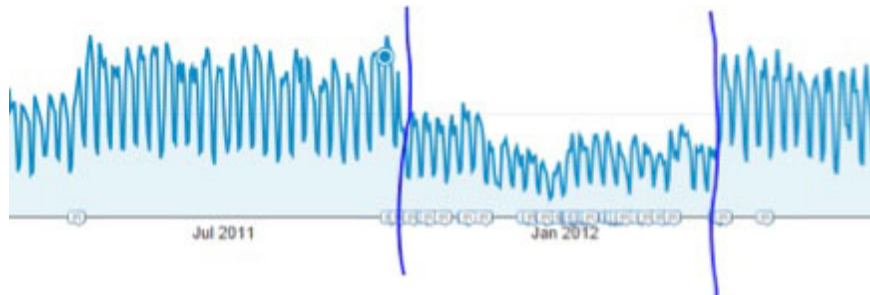
Google changed its algorithm about 500 times a year. Most of them are small changes, but every few months there is an important update happening to the user due to its impact on search ranking results. The two most recent technical changes in Google's algorithm are:

1. **Panda** : Launched officially in February 2011 but there have been a total of about 13 data feeds for it since then. Currently with Panda 3.7, Google has been frank with websites with duplicate content, monotonous or stealing as well as sites with high ad content.
2. **Penguin** : Released in April this year, this algorithm tightens the rules for optimizing websites and has adjusted the number of web spam elements, including keyword stuffing, concealment, unusual paths and stars. copy content. Contrary to the vast majority of speculations, Google's goal is not to quickly release multiple algorithm updates and punish each site until there are only 10 most relevant sites left. Google just wants to turn the web environment into a better place and it does it by rewarding people doing the right thing. This is being talked about a lot but perhaps people only notice when their analysis looks like this:



When Penguin is technically an update algorithm, it is not really a change in the way that elements evaluate websites. This is just an official statement that Google is working against those trying to challenge the search system. Simply Penguin points towards spam web. Because vaayh, if you follow the rules, you will not be affected by it.

Consider the example below. This is an analysis of a company. The first paragraph is Panda 2.5. It shows the amount of duplicate content with 'neighbors' websites up to 5 numbers. The company corrected and began to strictly enforce regulations from Google. The second paragraph is Penguin.



So how did the company do?

Keyword control

At one point, Penguin was welcomed as having put a stop to optimization that in fact made many people adjust their website poorly in accordance with regulations but still not fully optimized. That is in general due to the keywords.

With Penguin, you still need keywords in the content. That's how search engines classify websites. But you should not use keywords like other words, bold in text. That is spam. Here's how to control keywords:

1. Don't rush to write the content first, then insert the keyword. So it will look unnatural. Think about the keywords in your head and then incorporate them naturally into the article.
2. Re-read the body of the article to see if the keyword is 'cloaked' safely.
3. Title tags: First, still place the most important keyword in the title tag, but make sure to include the brand name in the following formula: Primary keyword | Secondary keyword is the company name.
4. Image optimization: Name photos according to keywords only when they are related to that keyword. By attributes in ALT, try to combine keywords in the image description with some other descriptive words.

Diversify the path

Currently, combining keywords in website return paths is a detrimental benefit for online marketers. Yes, it is essential and still plays an important role in achieving high search rankings for terms, but it is also one of the easiest routes to use. You want to have keywords in anchor text, but more than that, you want a natural link profile, this is how to achieve this:

1. **Links with company names** : You must always have more links with brand names than links with keywords. This also includes the correct URL.
2. **Links with different keywords** : Don't think that people will link to your site with the same anchor text. Change the links you receive with different keywords. For example, if the keyword is 'purple orchids', try getting links that contain text fragments like 'orchids that are purple', 'orchids' and 'a variety of color of orchids'.

Non-descriptive links: Create links like 'Click here', 'website' and 'visit us here' are a great way to make your profile look natural.

Focus on content

Good content will protect you. Therefore, if you get a negative impact from an algorithm update, one of the best ways to regain trust from Google is to provide good, relevant content. But how?

1. Have a blog and update your blog at least once a week.
2. Launched a press release once a month. Do you own a community event? Or hire staff or speak at the conference? Those are valuable news.
3. Provide white paper articles: People always want to find out information. Tell them how you do this and share your experiences.

Building content will always be the most time consuming thing for businesses, but it is also the best reward so head for it.

Use Webmaster Tools

Google is providing all of us a great service with Webmaster Tools. The tool connects us directly to the search giant itself and can bring a lot of information regarding how Google is seeing our site. In some cases, they even tell you when they notice spam on the website.

In addition to spam, these tools will also announce technical errors that are occurring on the website, such as error 404, server error, blocked content . When Penguin does not solve the technical problems. If you want search engines to find your site as quickly as possible, clean up these dead spots.

By all means, avoid the following

Remember, Penguin is the way Google disables the spam web and brings benefits to sites that operate within the rules. There has never been a stronger method than the current method for this issue. When keywords, links and content are first considered when Google wants to evaluate a website, you must at all ways avoid the following tips if you want to overcome Penguin:

1. Cloaking: Display another website version for search engines and users to improve rankings.
2. Content spinning: Take an article, edit through to change some words then release. This is not a rewrite. The rewrite takes a lot of time, while copying content takes only 15 minutes.

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