Top 5 Google Panda Update SEO Survival Tips by Chris Wilson

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Google Panda 2.2 is looming to drop sometime soon, and with it, increasing levels of apprehension in the small business community on fears of further collateral damage to organic search traffic. As a speaker at SES Toronto this year, I had the distinct honor of accompanying Dave Davies, Thom Craver and Terry Van Horne on a panel to discuss the impact of Google Panda, and long-term strategies for SEO success.

Diversify Your Traffic

Much to my own amazement and to that of my peers on stage, many in attendance at SES Toronto felt that they received significantly more traffic from Google organic search than any other source, and that Top SEO Companies traffic converted much better than other sources.

As a general rule of thumb, no more than 40 percent of your referred traffic should come from Google because any significant change is bound to have a negative impact on your bottom line. When you consider how long it can take to notice and recover from an Best SEO Company penalty for even small mistakes (such as server downtime, bad navigational links, forgotten redirects, etc.), putting all your eggs into one basket substantially increases your risk.

Normally I wouldnâ€™t disagree with a large group at SES, but to say organic traffic converts better than other sources indicates that very few attendees are properly optimizing their paid search campaigns. Why? Paid search marketing has several distinct advantages over organic search traffic that should yield higher conversion:

Product: Guaranteed exposure to only those products and services you want to promote in search results. Match keywords to exact product offerings and watch conversion skyrocket.

Price: In this case, itâ€™s not the price of the product or services offered, but the price your business pays for the traffic itself. Donâ€™t forget to factor in all the time and effort invested into ranking for keywords in organic results, and how often changes may be required.

Promotion: While you can change the content surrounding your products, you may not have the same amount of creative license to change that content as quickly for mainstay (Google SEO targeted) pages versus paid search landing pages, nor will you necessarily have control over which pages Google chooses to display in results pages for any given query.

Place: Distribution of your product wonâ€™t change, but distribution of your product in organic SERPs may be highly elastic versus highly-controllable paid search campaigns.

People: Perhaps the most important component is your inability to control and target behavioral cues in search queries using Best SEO. It doesnâ€™t get much better than the complete control that multiple keyword match types, negative match keyword lists, and advanced query performance reporting affords a search marketer.

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