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A Rundown on Google Panda by [Glenda Himes](#)

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2012 appears to be the year of variations. This actually began just before 2011 was over when Google unveiled an update on their Google Panda, which shook the whole SEO community. Google has tightened ship in the update and virtually changed the terrain of SEO.

Not too long ago Google has launched Google Panda 3.8. It didn't steer much from the recent upgrade however it still made a lot of internet marketers quiver in their feet. Due to the fact when the gods communicate, there's no alternative but to pay attention.

Let's perform a rundown on the many modifications that happened in the search querying biosphere when Google Panda was released.

History

Initially released in the first quarter of 2011, Google Panda was a way to push off inferior sites by bringing down their ranking. This really is to keep quality sites on top ranking in addition to a type of discipline for sites to shape up or find themselves in the bottom of the barrel.

This Google Panda shook the landscape and impacted about 12% of the search results. There seemed to be a deluge of grievances in Google from website owners who, in accordance with Wikipedia said "scrapers and copyright infringers" received better ranking than sites which come up with original content. By April 2011, Google came out with bullet points on their blog as "What counts as a high-quality site?"

Google Panda Update

On November 3, 2011, the biggest revise to date was launched by Google which is called Google Panda Update. As they quite simply assured, this new scriptures would shake up changes of up to 35% of the searches, as opposed to the 12% early this year. And, boy, they weren't joking.

In this brand new topic, freshness is term for the day. Google wants fresh topics, hot off the grill, keywords and phrases which are trending. They only want what is current and forget about previous figures.

Google summed it best in their blog entry, "Search results, like warm cookies right out of the oven or cool refreshing fruit on a hot summer's day, are best when they're fresh. Even if you don't spend your search, you probably want search results that are relevant and recent."

Google Penguin

In April 2012, Google unveiled Google Penguin, which is a very slim phase within the Google search engine record but very significant nevertheless. In their pre-analysis of the update, it would only impact 3% of the search queries.

Google Penguin is in fact in tandem with Google Panda. Once the Panda downgrades or upgrades the ranking of a site, it's the task of the Penguin to check for webspam.

Google Panda 3.7

Because of the launch of Google Panda Update, which was probably the most extensive and rigorous changes Google has done, lots of SEO anxiously waited with bated breath the release of Google Panda 3.7. Rumors have been flying that there was an update and it was eventually released on June 8, 2012.

Google 3.8

This was a short while ago released on June 25, 2012. Google tweet went like this: Heads up: we're pushing a new Panda data refresh that noticeably affects only ~1% of queries worldwide.

Grumblings are happening as a result of stricter rules Google has enforced. But every day is a brand new day on the Internet. We might still find adjustments in the upcoming months, or perhaps days.

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