Google Launched First Penguin Update 1.1 by Offshoregeeks

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Google Penguin is the latest update of Google. Everyone is talking about Penguin and its effects. Now Google has released the first update of its latest webspam-fighting Penguin algorithm- Penguin 1.1.

USA is centre point of IT field. This new algorithm affects seo in dallas. Now every seo company dallas is concentrate on good quality content and backlinks instead of spin content and low quality backlinks.

Google's Matt Cutts announced the news a short time ago on his twitter account, We will change algorithm that impacts ten percent of English language searcher on internet.

"Minor weather report: We pushed 1st Penguin algorithm data refresh few days ago. Affects less than 10 percent of English searches."

__ Matt Cutts (@mattcutts)

Every webmaster and seo professional is expecting update in penguin algorithm. Matt Cutts specifically says that this is the first update in Google Penguin after 24th April.

Google launched this Penguin as an algorithm to fight with webspam. Google wants to clear all irrelevant and wrong data from its search database. Now Google is very strict about spamming and duplicate content. Google announced that who will not follow Google's quality guidelines, be ready to get hard kick from Google. Before Penguin update, Google released â€œPandaâ€• algorithm in Februar 2011. Panda was also a good algorithm; the goal of Panda algorithm was give plenty to websites that provide poor user experience. This machine-learning algorithm was made by Navneet Panda. In January 2012, a new update was released â€œPage Layoutâ€• algorithm. This algorithm was hit websites those have little content or no content above the fold.

Irrelevant links, low quality links, paid links, duplicate content and tricks to manipulating the users are the hit target of Google Penguin. If any website is having these things then they will hit by Google Penguin. Now Google is ready to refine its database and send messages to webmaster about their website. Google is sending messages to webmasters on Google Webmaster tool if their website has irrelevant links, low quality links or any other type of error. These messages are a notification that check your website and make it according to our quality guidelines. The strategy behind Panda, Page Layout and Penguin is to display high quality websites in search of Google. Main target of Penguin algorithm is to check webspam.

Some website's owner not have webmasters for their website, now they are hire seo expert for their websites to make website according to Google guidelines. Google Penguin is biggest step of Google in webspam fighting. After Google Penguin update seo work strategy has been totally changed. Now content marketing is best way to increase the website ranking and traffic. Google always love content "Content is King". Now every webmaster or seo guy is concentrate on content writing and content marketing. They write unique content with promotional ton and spread that content in all social networking websites to make viral. Everyone like content because through content people can get more and more information about company or product. Content marketing is best way to attract visitors and make those visits in sales.

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