



Article published on July 2nd 2012 | [Seo](#)

Are the recent Google updates sounding the death knell of website optimization, as we know it? This is the question on everybody's lips these days. There is some cause for concern, even if one does not need to press the panic button yet. The search algorithm of Google has gone through numerous changes in the recent times. This is a part of their overhauling package.

After all Google does not want the SEO analysts to dictate, which website will come at the top in their search engine searches. With the latest updates, the process of searching for information would appear much more natural to the surfers instead of preordained. In spite of all the changes, which have been brought about by this search engine giant the safe players in the SEO circuit will not be much perturbed.

This is because those who simply stick to the so called safe and moderately in-demand keywords will be able to garner higher ranks in the searches. Local keywords are much more preferable in such scenarios, as compared to the highly competitive global keywords. All the Search Engine Optimization promotional techniques should be such that they appear completely natural instead of added on.

And this is what Google wishes by bringing in the Panda and the Penguin updates in their pages. They wish to do away with artificiality in all respects in order to increase the quality of the web browsing experience. The on-page promotion techniques can remain more or less the same as is the present trend. In the off page optimization technique the link building should come within the flow of the page content.

The SEO service providers can go for an interactive website building strategies where the users can actively participate in the going ons. More of Q&A, forums, blogs and articles which seek outside involvement are sure to boost the search engine rankings quite naturally. The content on the websites needs to be updated on a regular basis and it should be relevant and contemporary.

The most SEO techniques which are needed to be used in view of the Google updates are nothing new. It is what the SEO analysts and strategy developers have been doing for many years. What Google wants to emphasize through the recent updates is that they are all for fair play. Everything should be done by following the rule book. Also the incorporated SEO techniques should make the website more informative, interesting and interactive all at the same time.

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Article Keywords:

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