Article published on May 22nd 2012 | Seo

It is important to know about Google Penguin update and its impact on search engine rankings. The Google Penguin update seems to have significantly affected a large number of websites. This update by Google has been introduced with the intention of punishing websites carrying out unacceptable SEO techniques such as excessive keyword stuffing, manipulative link building, doorway pages and publishing of irrelevant content for the sake of attracting traffic from search engines.

Effects of the Google Penguin Update

The changes seem to have primarily affected small business websites whose rankings have plummeted. This brings about a corresponding decrease in earnings. Though spam sites seem to be the target, they seem to be not the only ones that have been dropped from the high rankings they enjoyed. In fact, there appear to be some websites indulging in content and link spam, the very things Google Penguin updates are supposed to be targeting, that have been rewarded.

In other words, there is massive inconsistency in the results which is causing problems as webmasters really donâ€™t know what Googleâ€™s objectives in introducing the Penguin update actually are and why some of their websites, which they believe to contain quality and user-friendliness, have been tumbling down the rankings.

Penguin and Panda

Making matters more confusing is the fact that there have been other algorithmic updates introduced in April 2012 including two Panda updates and 50 other changes. If your website is among those affected, it is hard to conclude whether it is the result of the Penguin updates or the Panda updates or these other changes. This is where an SEO company can help.

Figuring out the Actual Intentions of Google Penguin

While any algorithmic update, particularly from Google causes an initial shake up in the SERPs which settles down later, the Penguin updates seems to have caused a much greater and more worrying shake up than ever. It seems that better user experience is not precisely the intention of Google introducing Penguin, but to make webmasters follow its guidelines to the dot.

Sites Affected by Penguin Must Remove Spam

Google has said that sites hit by Penguin cannot expect to benefit from reconsideration requests as was normally the case for a site labeled as spam. Websites affected by Penguin will have to remove their spam aspects. The improvement, in terms of ranking and traffic, can be felt with the next Penguin update. But Googleâ€™s Matt Cutts has also hinted at the possibility that those affected by Penguin may have to start with a new site if cleaning up the spam does not work.

As SEO experts are trying to figure out Google Penguin, businesses need to seek the professional SEO services of a reliable SEO company which can help those affected websites to regain their rankings and make use of the existing traffic to these websites to increase conversions.

Article Source:
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Article Keywords:
google penguin update, seo company, seo services, google updates

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