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In recent months, there has been a significant change in the way Google carries on its search engine operations. The search carried out nowadays has become more stringent. The keywords are still what the Google will search for. However, the location of these keywords has become very much important. In short using keyword just for the sake of being searched by the crawler will be heavily penalized by the Google.

The Google Search engine, which is the most prominently used search engine, greatly influences the behavior of other search engines. So if, Google Search engine is taking any initiative, it will be strongly replicated by others in the industry. This makes it very important for every website owner to change the way they used to optimize their online presence to get a higher rank in any search engine search.

The Google does not want to cause damage to the search engine optimization industry. However, it does want to discourage the cheap Search engine optimization services and the mechanism adopted behind it. These cheaper Search engine optimization services are the reason which has pushed Google to bring tougher measures and ensure that only quality.

The search engine giant wants to create a sort of level playing field. The website owners can avail SEO India services. However, the Google wants them to go for only organic and ethical SEO India services. Apart from that, the most important aspect that will play a very strong role in getting any website ranked is its content and the information that it is offering to its visitors.

This is surely a very good step taken by the search engine giant. This step has made many things much simpler in the online world. Now websites which were unable to get themselves ranked despite having a very good, attractive and informative website will surely get a much better ranking in search engine results page.

In the current scenario, the search engines hold very much importance. There are millions of the website, and without search engines, it would be very difficult for any online user to get a trace about them. So search engines are an important tool using which any online presence can make users aware about their identity.

From its inception, Google SE has made it very clear about how it will carry on its searches. The initial search algorithm used by Google was also designed and developed to search the most serious websites from not so serious ones. The immense boost that this platform got in last few years made bringing out any changes in their search algorithm quite impossible. Although, the things are changing and it will surely boost the way searches were made.

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