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The Google Penguin update is here to stay. Read on to understand what it is and how it affects a website. The world of search engine optimization is unpredictable. While sometimes the changes that strike are minor, at other times they are groundbreaking. The recent Google Penguin update is an example of the latter. But with an SEO company taking care of all your website optimization, youâ€™ll be better prepared to weather the storm.

What Is Google Penguin about?

So what exactly is Google Penguin? It is a collection of changes numbering to over 50 and released on April 24, 2012, aimed at punishing websites that have been optimized too much for the search engine through practices such as excessive stuffing of keywords and too much linking.

Specifically, Google Penguin has been introduced to target the websites that place greater importance on advertising themselves than giving users a better and more useful experience. Blogs and websites that carry excessive link building and keyword stuffing, publish irrelevant content for attracting more traffic, and create misleading doorway pages are targeted. These are websites that donâ€™t strictly adhere to the SEO guidelines by Google.

The Effects of the Penguin Update

In theory thatâ€™s a good thing. But, as has often been seen with Googleâ€™s algorithmic changes, the trouble arises when more than the expected number of websites suffer sudden declines in traffic and rankings. That is reported to have happened with the Google Penguin update. So is your website among those affected?

Quality content writing can help face these changes. Content that is created not only with the aim of pumping rankings, but that genuinely gives users what they are looking for rewards. Low quality content efficiently optimized for the search engine just would not work any more. The content has got to have quality and resourcefulness.

Tips for Good Content Writing

The key to good content is to avoid unnecessary use of keywords. More keywords will no longer translate to more optimized content. Good content should also be capable of becoming a buzz in the various social networks. Social media optimization is one of the most effective means of bringing in traffic without depending on the search engine rankings alone.

For articles and blogs to really become popular in the social media websites, the content should again have quality and also be interesting, original and compelling. This is exactly why you need to hire the professional content writers of an SEO company. Content in your website should also be constantly updated.

Blogs and Online Forums

Content should be created for online forums and blogs. These are great venues for getting backlinks as well as greater publicity. Forums and blogs are where discussions between various users take place. It is almost like a world stage where your content is placed and your identity made known. It is great for website traffic and overall business exposure.

As youâ€™ve seen, websites following accepted SEO techniques including a user-friendly interface and quality content have no reason to fear the Google Penguin updates in the long term, or any of Googleâ€™s future updates. The inconsistent search rankings, if present, would be ironed out. With professional SEO services working for you, you would not have to worry too much about the Google Penguin update, what it is and how it affects a website.

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Experienced SEO professionals at MOS a SEO Services undertake effective a viral marketing strategies to deliver results, revenue and brand value.

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