Protect Your Website from over Optimization Penalty by Anuj Singh

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Google has recently announced latest changes in its algorithm,â€•Over optimization penaltyâ€•.The aim of this algorithm is to penalize the over optimized sites such as keyword stuffing and link schemes. It has affected quite a few sites that are gaming search engine in order to achieve high rankings. Thus it becomes important to make some changes in your SEO strategy. Here are some points that will help you to save your website from these changes:

Titles

Titles of your webpage should be authentic. Avoid keyword stuffing in your titles. Do not force keywords in the titles, it looks like that you have intentionally targeted them in the title to achieve high ranking for those specific keywords. With keyword stuffed titles you can achieve high rankings, but subsequently your websiteâ€™s ranking will fall down. Revisit your site to find out keyword stuffed titles and make the necessary changes.

Internal links

Providing lots of internal linking in a webpage may also lead your website to spam. Anchor text and other internal links are important from SEO perspective, but overdoing it can be harmful for your site. If you have a blog and want to drive traffic to your website, use one or two anchor text links. This way it will look natural and informative to both users and search engine.

Footers

Providing lots of links in the footer is not a good practice. Provide the information that users are expecting to see in the footer. Provide important links in the main menu of your site and other information in the footer. Donâ€™t overwhelm visitors with lots of anchor text and links in the footer. Let it appear clear and obvious.

Content

If your website fail to provide valuable, informative content or images or call to actions, your website can be marked as spam. Keyword stuffed and duplicate content is not worthy from search engine ranking perspective. Visitors will not spend time on your website and there will be lower conversion rate and traffic to your website. Always provide unique, worthy and useful content to draw both visitors and search engineâ€™s attention.

Backlinks

Getting links from unauthorized sources and low quality websites will also affect your website. If you have backlinks from such sources, it is hard to overcome and control this problem. Google always gives authority to a few quality links, rather than a large amount of links from low quality and unauthorized sources. Guest blogging, social media sites, reciprocal links and comments are the natural sources to get backlinks.

Webpages

If you have a large website with so many pages that provide similar content (using variants of keywords), is not a good practice. Google will consider this as spam. Every page of your website

should provide specific information. Conduct research before you build your webpages. You can target similar keywords in a single webpage, instead of building separate webpages for each keyword. This way you can provide a good user experience.

These changes are going to penalize the websites that are using these tricks to achieve high search engine rankings. Google is continuously updating its algorithms to provide more relevant and accurate results. Avoid excessive keywords and backlinks. Provide helpful and high quality content to draw both users and Googleâ€™s attention.

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Anuj Singh - About Author:
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