

Google's Latest Algorithm Update! What You Need to Know...

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Can You Hear Me?



Can You See The Screen?



DNN Corporate Overview

800,000+ websites



2500+ commercial customers



Commercial app marketplace



1 million community members



Intro to Titan SEO

A leading digital marketing agency with offices in San Diego, California...

- DNN's SEO Agency Partner
- Provides SEO, PPC and SMM
- Advanced Technology Including TitanBOT
- Provides FREE Analysis to DNN Users



- Started in 2004 to provide clients advanced SEO, PPC, and SMM
- Has patented technology including “Titan BOT” search engine spider
- Featured in Inc 500/5000 three years in a row and the San Diego Fast 100
- Chosen as DNN’s official SEO agency partner in 2011



Google's latest algorithm update! What you need to know...

- Google's 2013 updates and what has changed
- Penguin 2.0: What types of sites were effected
- Link disavowals and penalties
- Social share buttons
- New PPC integration and benefits

Google's 2013 updates and what has changed

- 1 Why Google is always updating
- 2 Major updates and what has changed
- 3 How to avoid being negatively affected



Why is Google always updating their algorithm?

Did you know: Google updates their algorithm around 500-600 times a year!

These continuous updates aim to:

- **Improve organic results**
- **Remove spammers**
- **Increase relevancy**



How Google improves organic results

Google says they are consistently trying to improve organic results for users to find the best quality sites:

The algorithm is changing the way that it interprets website factors within parameter values, like:

- Content
- Anchor text
- Link architecture (internal and external)
- Tag data
- Code architecture
- Variety of other factors

How to avoid penalties - Don't be a spammer

Google wants to provide searchers with the best results and spammers are always looking for ways to trick the system utilizing black hat SEO tactics, such as:

- keyword stuffing
- link schemes
- sneaky redirects
- doorway pages
- duplicate content



Google wants to show relevant results

Google wants to deliver the most relevant search results to their users and they aim to do so by pulling sites that relate most to a users' query. Remember that if Google doesn't have relevant sites continuing to pop up on their search engine, they are in danger of losing users.

As for your website, this means:

- Focusing on relevant content
- Utilizing reliable or 'white hat' SEO strategies

This will in turn help Google to deliver more relevant results to users.



Major updates in 2013

- **Panda #24 — January 22, 2013**

- Google announced its first official update of 2013, claiming 1.2% of queries affected. This did not seem related to talk of an update around 1/17-18 (which Google did not confirm).

- **Panda #25 — March 14, 2013**

- Matt Cutts pre-announced a Panda update at SMX West, and suggested it would be the last update before Panda was integrated into the core algorithm. The exact date was unconfirmed, but MozCast data suggests 3/13-3/14.

- **"Phantom" — May 9, 2013**

- In the period around May 9th, there were many reports of an algorithm update (also verified by high MozCast activity). The exact nature of this update was unknown, but many sites reported significant traffic loss.

- **Domain Crowding — May 21, 2013**

- Google released an update to control domain crowding/diversity deep in the SERPs (pages 2+). The timing was unclear, but it seemed to roll out just prior to Penguin 2.0 in the US and possibly the same day internationally.

Updates cont'd...

Penguin 2.0 (#4) — May 22, 2013 (We will get into more detail)

After months of speculation bordering on hype, the 4th Penguin update (dubbed "2.0" by Google) arrived. The exact nature of the changes were unclear, but evidence suggested that Penguin 2.0 was more finely targeted to the page level and link spam

"Payday Loan" Update — June 11, 2013

Google announced a targeted algorithm update to take on niches with notoriously spammy results, specifically mentioning payday loans and porn. The update was announced on June 11th, but Matt Cutts suggested it would roll out over a 1-2 month period.

Panda Dance — June 11, 2013

While not an actual Panda update, Matt Cutts made an important clarification at SMX Advanced, suggesting that Panda was still updating monthly, but each update rolled out over about 10 days. This was not the "everflux" many people had expected after Panda #25.

Updates cont'd...

Multi-Week Update — June 27, 2013

Google's Matt Cutts tweeted a reply suggesting a "multi-week" algorithm update between roughly June 12th and "the week after July 4th". The nature of the update was unclear, but there was massive rankings volatility during that time period, peaking on June 27th (according to MozCast data). It appears that Google may have been testing some changes that were later rolled back.

Panda Recovery — July 18, 2013

Google confirmed a Panda update, but it was unclear whether this was one of the 10-day rolling updates or something new. The implication was that this was algorithmic and may have "softened" some previous Panda penalties.

Knowledge Graph Expansion — July 19, 2013

Seemingly overnight, queries with Knowledge Graph (KG) entries expanded by more than half (+50.4%) across the MozCast data set, with more than a quarter of all searches showing some kind of KG entry.

More updates...

Unnamed Update — July 26, 2013

MozCast tracked a large Friday spike (105° F), with other sources showing significant activity over the weekend. Google has not confirmed this update.

In-depth Articles — August 6, 2013

Google added a new type of news result called "in-depth articles", dedicated to more evergreen, long-form content. At launch, it included links to three articles, and appeared across about 3% of the searches that MozCast tracks.

Unnamed Update — August 20, 2013

Multiple sources confirmed a Google algorithm update. MozCast spiked at 103° F on August 20th, while other sources indicated activity around August 21st. Ranking flux was heavy in the top 3 spots, which matched the first Penguin update, but Google has not confirmed this event.

Penguin 2.0

- Matt Cutts (Senior Engineer at Google) said in a recent video that this Penguin update is a major update that goes deeper than the original Penguin update and will impact many more SEOs and webmasters than the first generation version. Here is a link to that video: <http://www.youtube.com/watch?v=xQmQeKU25zg>
- Types of sites: Game sites, porn sites, thin sites, sites with untrustworthy links and duplicate content, big brands and small business sites that have not spent enough time on quality SEO.

Domain	Cluster	SEO Visibility Current	Diff	in %
2dplay.com	games	8781	-12610	-58,95
lifed.com	business	11783	-15678	-57,09
dressupjunior.com	games	7965	-8719	-52,26
reeds.com	business	4000	-2430	-37,79
dailydot.com	blog/community	13783	-8059	-36,90
dressupgamesite.com	games	30248	-17616	-36,80
movie2k.to	blog/community	53685	-28446	-34,63
ets.org	business /edu	28496	-14575	-33,84
psychicguild.com	business	32019	-16361	-33,82
tvrage.com	blog/community	40808	-20269	-33,19
concerthotels.com	blog/community	19503	-8715	-30,88
cheapoair.com	preisvergleich	59613	-23950	-28,66
salvationarmy.org	blog/community	5504	-2577	-31,89
myplayyard.com	games	39099	-14747	-27,39
dish.com	business	59561	-22172	-27,13
forlocations.com	blog/community	84020	-30646	-26,73
1channel.ch	business	48854	-16778	-25,56
kporno.com	porn	77194	-56086	-42,08
4tube.com	porn	56000	-36604	-39,53
extremetube.com	porn	28222	-15850	-35,96
bangyoulater.com	porn	24547	-13147	-34,88
pornhub.com	porn	379467	-180123	-32,19
largeporntube.com	porn	73911	-28036	-27,50
xhamster.com	porn	248177	-92927	-27,24
tube8.com	porn	233411	-77958	-25,04

Penguin 2.0 cont'd...

The types of sites affected are typically engaged in techniques that did not follow Google's T.O.S. (terms of service).

Were you impacted? Here's what to look for:

- Traffic drop on or around May 22nd
- Decreased rankings for your own brand name
- Decreases or losses in rankings for some of your site's key terms

Even some unsuspecting websites were caught in the crossfire. Play it safe by following the search engines' Terms of Service and using white hat SEO strategies.



Keep It white hat – Strategies to avoid

- Avoid hidden text or hidden links
- Don't use cloaking or sneaky redirects
- Don't buy links or engage in link schemes
- Don't load pages with irrelevant keywords
- Don't create multiple pages, subdomains, or domains with substantially duplicate content
- Don't create pages with malicious behavior, such as phishing or installing viruses, trojans, or other badware
- Avoid "doorway" pages created just for search engines, or other "cookie cutter" approaches such as affiliate programs with little or no original content



Good SEO always wins!!

Link disavowals and penalties

One of the biggest changes with Penguin 2.0 was outside link penalties

If you have received a notice from Google for bad quality links or know you have bad quality links, you should start the process of trying to eradicate those links. That being said, most of the links you would want to remove fall into one of three categories:

- **You know the site owner or paid for the link:** This is an easy one, either stop paying for the link so it will get removed or contact them directly and ask them to remove or nofollow your link.
- **It's on an article, link, press release or some other kind of directory:** There's usually a link to "remove" somewhere in the submission process or on the link itself. Remember to document all your link removal activity.
- **It's blog spam, comment spam, forum spam, or some other form of garbage that you probably paid someone to post for you.** In 99% of these cases, you'll be left with disavow as your only option, because there will be no contact info, no one will respond to you, or you'll be asked to pay something to have the link removed. Again, document it in your spreadsheet.

Link disavow tool

To disavow a link with Google, you will have to utilize Google's tool to start the process of contacting Google to let them know about the bad quality links. Stay on top of those links and the process with Google. Here is a link to Google's disavow page for more details:

<https://support.google.com/webmasters/answer/2648487?hl=en>

If you have been hit hard with any of Google's updates, there are certain considerations you should make (worst case scenario):

When determining a plan of attack, think about these tips:

1. Establish a risk-versus-reward mindset
2. Do a deep dive analysis on the website, including:
 - * Investments into the site
 - * Likelihood of recovery
 - * Potential cost of recovery
 - * Cost of starting fresh
 - * Analyze the difficulties of link removal and recovery

Have an honest conversation centered around wiping the slate clean and starting fresh. This can be a difficult pill to swallow, but if you have been negatively impacted and the cost and time to recover is significant, it might be in your best interest to start on a clean slate.

Social media integration with Google's new world:

In 2013 we have seen a huge shift into how social media is impacting search rankings and becoming more of an important signal within the algorithms.

- What does this mean for your website?
- How can you leverage it?



Significance of social share buttons

They may be small – but they are mighty! Why you should add social media buttons to your site:

- **Awareness** – Lets users know which channels they can find and connect with your brand
- **Convenience** – Allows users to easily and conveniently navigate to your social sites to connect further or post reviews
- **Sharing** – Promotes sharing of your content and webpages, helping to increase your website's reach, authority and possibly search rankings.



Tips for success

Use only what you need - don't clutter the page

- These days, it's not unusual to have multiple social media channels for your brand. But just because you have 10 different channels, doesn't mean you need to highlight them all on your website! Choose the top 3 or 4 that are most influential and stick with those.

Place buttons where they'll be seen

- Place your buttons where people will see them! Adding buttons to header area or navigation bar on your website allows them to stand out. It's also a good idea to incorporate your buttons across all of your pages.

Button Types

- **Social icons** – Social icons are effective in the header area of your website creating an easy way for users to navigate to your social profiles from your website.
- **Social share buttons** – Social share buttons are great to use within your content pages and articles to promote sharing and possible ranking authority.



Blogs and social

- 1 •Benefits of a blog
- 2 Utilizing other types of content (videos, infographics, e-books)
- 3 Google Authorship



Benefits of a blog

Traffic driver – Blog articles can come up in the search results and drive traffic back to your website

Shareability – Interesting and informative articles are a catalyst for sharing

Brand awareness – Blogging can help build awareness around your brand and content

Thought leadership – Blogging enables companies to assert themselves as experts in their industry



Utilizing other types of content (videos, infographics, e-books)

Display your information or data in different ways with other media types. Using unique ways to display your content can help your brand garner more attention and traffic.

- Spice up a blog by embedding a YouTube video
- Display graphical and statistical data as infographics and provide an embed code to promote sharing and back links. (SEO tip: use a natural anchor text with your embed code)
- Have a lot of information or research that you would like to share? Create an E-book and mine emails by creating a download form or promote social sharing by incorporating Pay with a tweet for downloads
<http://www.paywithatweet.com/sell.php>



Google Authorship and Publisher

Google Authorship markup (rel=author) and Google Publisher markup (rel=publisher) are easy Micro-formats (code- snippets) that you can incorporate into your website to help enhance brand awareness, click through rates and possibly rankings. Google Authorship especially, is becoming more prominent and considered to be a signal for quality and legitimacy.

Google's Eric Schmidt had this to say in his new book, The New Digital Age:

“Within search results, information tied to verified online profiles will be ranked higher than content without such verification, which will result in most users naturally clicking on the top (verified) results. The true cost of remaining anonymous, then, might be irrelevance.”

New AdWords updates and benefits:

Google rolled out AdWords enhanced campaigns this summer and there are certain features that you need to take advantage of.

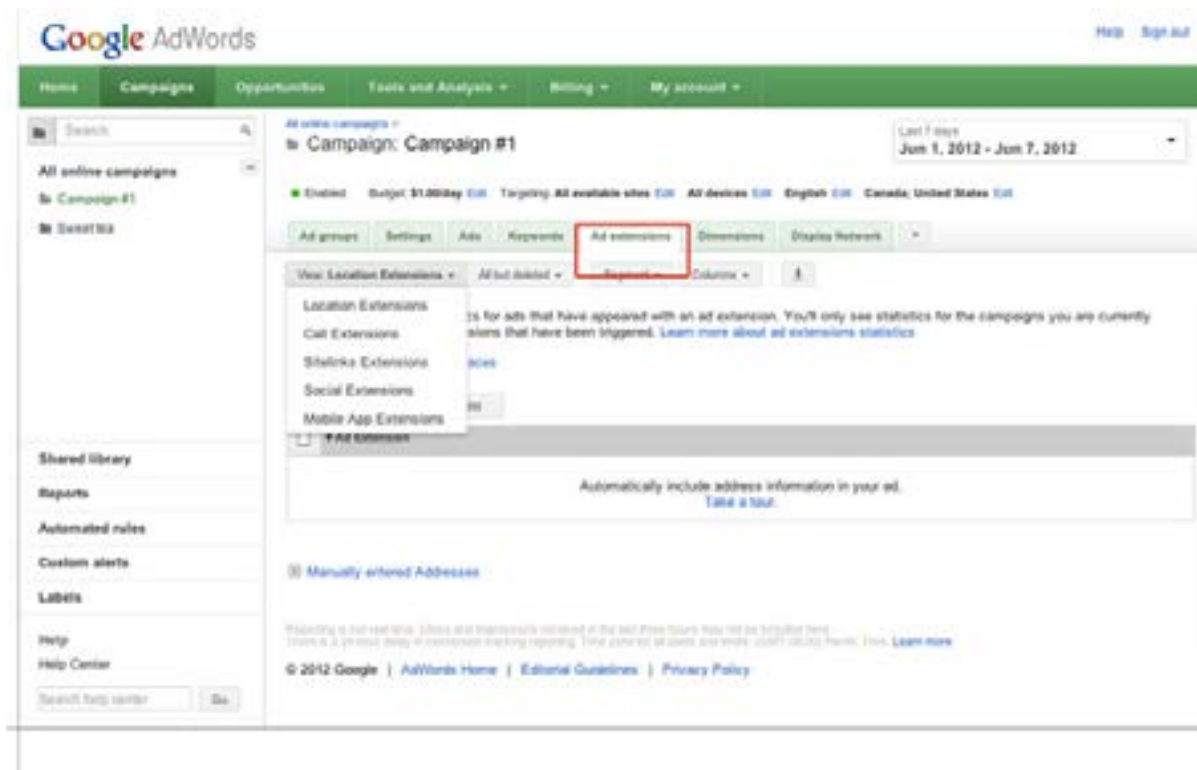
1. Extensions
2. Dynamic Keyword Insertion tool
3. AdWords Keyword Planner
4. Search Terms tool
5. Auction Insights tool



AdWords extensions

Extensions allow you to enhance your ads and provide a richer experience for users. They give searchers more reasons to click on your ad by offering additional information and ways to connect with your brand. A few extensions currently offered are:

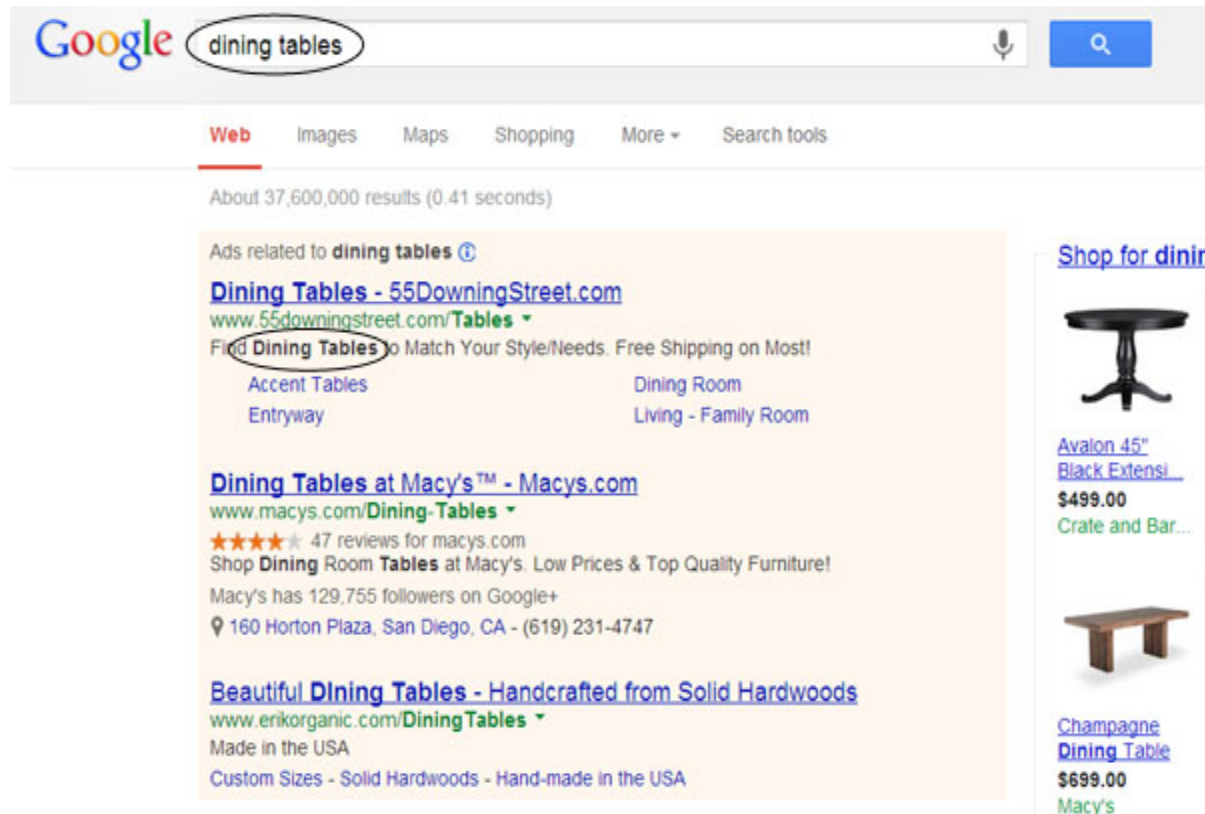
- Location extensions
- Phone extensions
- Product extensions
- Sitelinks



The screenshot displays the Google AdWords interface for a campaign named 'Campaign #1'. The 'Ad extensions' tab is highlighted with a red box. A dropdown menu is open, showing various extension types: Location Extensions, Call Extensions, Sitelinks Extensions, Social Extensions, and Mobile App Extensions. The 'Location Extensions' option is selected. Below the dropdown, there is a section for 'Manually entered addresses' and a note about including address information in ads. The interface also shows campaign details like budget, targeting, and a sidebar with navigation options.

Dynamic keyword insertion tool

This is a very handy tool that helps to make ads more relevant to a searchers' query. When using the Dynamic Keyword Insertion tool, if any of the keywords you bid on match the searchers' search terms exactly, that keyword will be automatically inserted into the ad.



The screenshot shows a Google search for "dining tables". The search bar contains "dining tables" and the search button is highlighted. Below the search bar, the "Web" tab is selected. The search results show "About 37,600,000 results (0.41 seconds)".

Under the heading "Ads related to dining tables", three ads are displayed:





























- Dining Tables - 55DowningStreet.com**
www.55downingstreet.com/Tables
Find **Dining Tables** to Match Your Style/Needs. Free Shipping on Most!
Accent Tables Dining Room
Entryway Living - Family Room
- Dining Tables at Macy's™ - Macys.com**
www.macys.com/Dining-Tables
★★★★★ 47 reviews for macys.com
Shop **Dining Room Tables** at Macy's. Low Prices & Top Quality Furniture!
Macy's has 129,755 followers on Google+
📍 160 Horton Plaza, San Diego, CA - (619) 231-4747
- Beautiful Dining Tables - Handcrafted from Solid Hardwoods**
www.erikorganic.com/DiningTables
Made in the USA
Custom Sizes - Solid Hardwoods - Hand-made in the USA

On the right side, there is a "Shop for dinin" section with two product listings:

- Avalon 45" Black Extensi...**
\$499.00
Crate and Bar...
- Champagne Dining Table**
\$699.00
Macy's

Keyword planner

The Keyword Planner generates keyword ideas and displays the respective traffic and competition for those keywords to aid in ad creation. The Keyword Planner also gives you estimates for the average CPC for each keyword so that you can estimate your cost for bidding on those keywords.

Ad group ideas		Keyword ideas				Add all (804)
Search terms	Avg. monthly searches 	Competition 	Avg. CPC 			
seo	 823,000	Medium	\$3.50			
search engine optimization	 74,000	Medium	\$7.12			
seo companies	 9,900	High	\$15.41			
seo companies in san diego	 1,000	Low	\$0.21			
1 - 4 of 4 keywords 						
Keyword (by relevance)	Avg. monthly searches 	Competition 	Avg. CPC 			
search engine optimization tips	 3,600	High	\$5.51			
search engine optimization tutorial	 1,300	Medium	\$3.48			
search engine optimization companies	 1,900	High	\$15.57			
seo company	 40,500	High	\$10.15			

Search terms tool

While the Keyword Tool helps you to come up with new keyword ideas, the Search Terms tool gives insight as to which keywords and phrases have actually been used prior to clicking on your ad. The search terms tool is extremely helpful in determining the types of keywords and phrases searchers are using to find your ads, and may reveal new keyword opportunities that you had not been using previously. In addition, the Search Terms tool can also help you identify keywords that should be added to your 'negative keyword' list.

* You can find the Search Terms tool under 'details' in the Keywords tab.

Tuesday, July 9, 2013

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Keyword	group	Status ?
		Total - all campaign		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	+hote	stin Hotels	<input type="checkbox"/> Eligible
<input type="checkbox"/>	<input checked="" type="checkbox"/>	+resc	stin sorts	<input type="checkbox"/> Eligible
<input type="checkbox"/>	<input checked="" type="checkbox"/>	+resorts in +c	stin sorts	<input type="checkbox"/> Eligible

SEARCH TERMS

Selected

All

AUCTION INSIGHTS

Selected

All

Keyword diagnosis

Insights tool

Auction Insights tool

Wouldn't it be interesting to see which companies are also bidding on the same keywords that you are, or even outbidding you on certain keywords? That's precisely what you can find out with the Auction Insights tool, located directly underneath the Search Terms tool for any particular campaign, ad group or individual ad. The Auction Insights tool allows you keep a close eye on the auction and gauge how your ads are being shown in comparison to your competitors.

Summary

- 1 Stay up to date on Google's updates and be informed
- 2 Continue to implement good SEO
- 3 Integrate social networks on your entire site
- 4 Blog correctly and publish so you can get full credit
- 5 Education and understanding of new features with Adwords



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