



LEVELSET
SOLUTIONS

What to do Post Google Panda

Panda, also known as Farmer, was an algorithm update from Google that first appeared in February 2011. This update restructured many search results and pushed a great number of websites down in the organic rankings. It also pushed some websites rankings up and companies have been concerned about it ever since.

Google's objective: To reduce rankings for what Google considers low quality sites. Low quality is defined as providing little value for users, copies content from other websites or sites that are not useful.

Google Panda Update Timeline 2011

Panda 1.0- A major update by Google on how it ranks sites was launched

Panda 2.0- Rollout to all English speaking Google sites

Panda 2.1-Rollout

Panda 2.2-Rollout

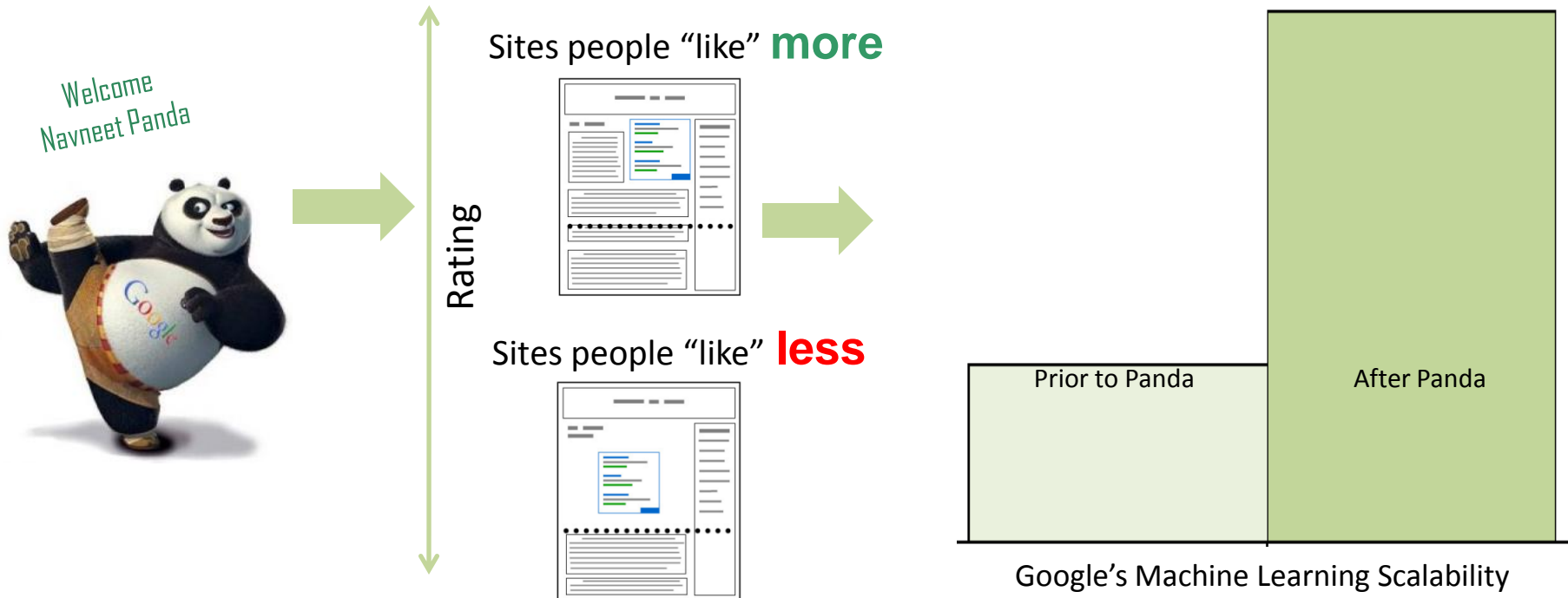
Panda 2.3-Rollout

Panda 2.4-Rollout

2/24/2011	4/11/2011	5/10/2011	6/16/2011	7/23/2011	8/12/2011
Targeted "shallow" or "thin" content and impacted about 12% of the rankings in the United States.	Incorporated Google "blocking" data and impacted about 2% of searches in the U.S. It also saw the algorithm change roll out globally.	Google won't release the percentage of queries impacted but says this is far less than in the other updates. They have revealed nearly nothing about what 2.1, 2.2 and 2.3 are targeting. Google makes small algorithm changes all the time, which can cause sites to fall (and rise) in rankings independently of Panda.			Google announced that their high-quality sites algorithm, known as "Panda", had been rolled out for all languages except for Korean, Chinese, and Japanese.

What's Next?

Google Panda History



A.) Google hired contractors (a.k.a. quality raters) to conduct in-depth Internet based research and evaluate websites based on a set of guidelines set by Google. The idea is that the quality raters tell Google what they like.

B.) Google took quality raters data and scaled it with advanced machine learning processes (a branch of artificial intelligence) led by Navneet Panda, Google Software Engineer. Therefore, what Google can do based on that, is take these sites that people like more and scale it as part of their algorithm.

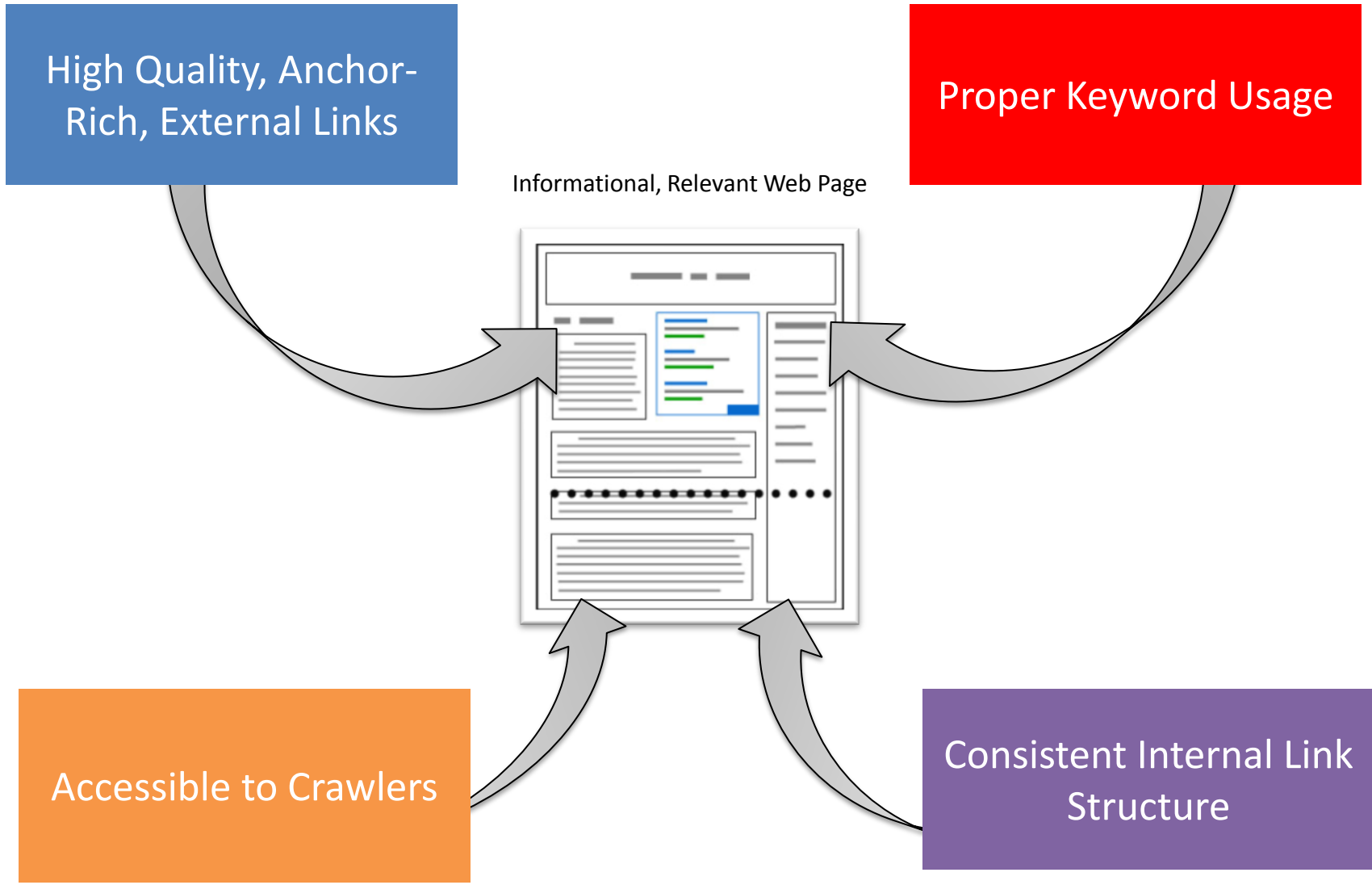
C.) Google now looks at different metrics, numbers, signals, all sorts of search signals that many SEOs suspect come from user and usage data metrics, which Google has not historically used as heavily.

Important Pre-Panda Ranking Factors:

- ✓ Total number of inbound links
- ✓ Quality of inbound links
- ✓ On site relevance and Keyword density
- ✓ Header tags, title tags, meta descriptions

Important Post Panda Ranking Factors:

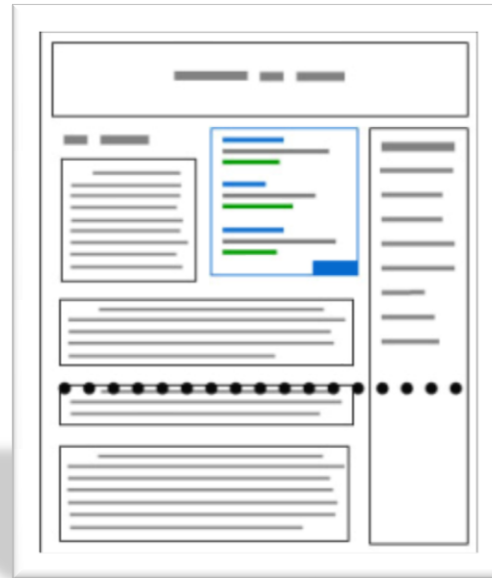
- ✓ Quality of inbound links
- ✓ On site social and content factors (Facebook, Twitter, Youtube, Google+)
- ✓ Likes and Followers and Retweets on Twitter and Facebook, Google+
- ✓ Content quality and length
- ✓ Usage data
- ✓ And more...



Today's SEO – Post Panda



Informational, Relevant Web Page



High Quality,
Anchor-Rich,
External Links

Proper
Keyword
Usage

Accessible to
Crawlers

Consistent
Internal Link
Structure

Usage data including CTR,
bounce rate, etc.

Quality raters conduct in-
depth research and
evaluate sites

Rich snippets, convenient
search summary
information

Vertical results beyond
just web page listings
(e.g. images & videos)

Brand metrics
(e.g. overall traffic, online
reputation & target market)

Topic modeling, classify
textual data to be
semantically relevant

End user experience &
interactions
(Twitter, Google+, Facebook, etc.)

Has your site been affected by Panda? Here are key areas to focus on immediately:

Site analysis – Sites must make the effort to contribute value to the web in the form of frequently published resources, unique information, guides, images and videos.

Remove low-quality content – Assess link building strategies while looking to reduce spam and low quality links.

Ads and affiliate links – Ensure the ratio of affiliate links to non-affiliate links is not too high. Also, with advertising, make sure that content to ad ratio makes for a good user experience.

Duplicate content - Audit site for duplicate content errors that may have resulted from excessive listings of the same or similar products or services on multiple pages.

Social Media - The end-user experience - Facebook shares and likes, Twitter activity and Google +1 use from social media are of growing importance. Google now observes whether or not you are really interacting with your target market or if your are just out to grab traffic from the search engines.

Expanded social channels – Social connections appear to influence ranking order. Google crawls deeply to get social data and connections once you add a profile.

Improvements to sites share-ability – Google confirmed that it now showing logged out users +1 results, things that they have “liked.” Social activities are going to continue to become an important factor for SEO.

Optimizing employees and individual sharing activities - Sharing URLs via the social media to encourage clicks and visits to help increase awareness, branding and possibly drive some direct actions (sign-ups, sales, subscriptions, etc).

Influence the Influencers – Find and connect with influencers, build relationships and trust.

Video – Use video snippets and use the Google Video extension to the Sitemap protocol to give Google information about video content on your site.

User Experience (UX) Optimization - Panda features metrics and a machine learning model that biases toward “better” UX sites.

Design and Layout – If a site is good looking that helps credibility, perceived trust, brand value and other post-Panda SEO metrics are going to be much easier to get right.

Site Speed – A small factor, but if a website is not loading fast enough, it’s likely losing out on other metrics too.

Community Participation – Become a hub for great content in a niche. Offer, unique research, informed opinions, news/trend analysis, multimedia content, authentic expert contributors and quality discussions.

Impressive Content – Good, unique content (alone) is not good enough. To produce truly awesome, share-worthy content, the need to invest serious effort. The days of content factories and automated solutions is unlikely to work post-Panda.

Stop Getting Links. Start Earning Links.

Take time and invest in the following inbound marketing:

- ✓ SEO
- ✓ Direct/Referring Links
- ✓ News/Media/PR
- ✓ Research/White Papers/Articles
- ✓ Blogs + Blogging
- ✓ Webinars
- ✓ Video / Photos / Infographics
- ✓ Social Networks/Bookmarking/Forums
- ✓ Q + A Sites/Comment

Earning links requires contribution of items listed above and participation with your audience on the internet.

Implement Google+



The **Google +1 button allows visitors to recommend your site.** +1 helps users discover relevant content from businesses and organizations they already know and trust. Adding the +1 button to website pages also lets visitors recommend content allowing friends and contacts to see recommendations during searches. Adding the +1 button brings new meaning to what many know as “word of mouth”. The ultimate accomplishment for marketers is a referral or recommendation. +1 helps facilitate that recommendation on the Internet in a innovative and meaningful way.


Create a custom +1 button

Size: Small (15px) Medium (20px) Standard (24px) Tall (60px)

Language:

[+ Advanced options](#)

+1 button preview



Copy and paste the following code into your site:

```
<!-- Place this tag in your head or just before your close body tag -->
<script type="text/javascript" src="https://apis.google.com/js/plusone.js"></script>

<!-- Place this tag where you want the +1 button to render -->
<g:plusone></g:plusone>
```

Panda has had a dramatic impact on search results with mixed reviews as some sites lost rankings. The ultimate goal, however, is an emphasis on serving up the highest quality results for each search and has encouraged SEO professionals to focus more on meaningful onsite improvements with business objectives in mind.

Virtually everything you do with your website and social media activities can impact search results. SEO is more complicated and necessary than ever before. Be sure to invest resources appropriately in this important business strategy.

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