

Google Panda - Learn the main implications for your business!

Panda 4.0 is the new update of Google's algorithm for ranking sites based on their content. Each update, Google intends to reduce the ranking of sites that have little content or low quality to put on top of those sites that are most relevant to the user.

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When, on 20 May, Matt Cutts announced the Panda update, with the release of 4.0, the turmoil in the market began: what will change? As my site or blog will be Users ranked in the organic searches with the new criteria of Google?

In fact, no one knows exactly what the new criteria used by Panda to rank the relevance of sites. What is known is that the Panda surprised by the big drop in the big sites ranking as eBay and ask.com, searches in English. Already some sites like glassdoor.com and buzzfeed.com, rose expressively place on printouts. With this data, we note that, in fact, the algorithm is much more rigorous in identifying those sites that publish unique, interesting and useful content to the user, not only texts that seek to attract buyers.

EBay, for example, has no content in the categories; the focus is the display of products. The descriptions of these products are made by users of the site, which often make copies of technical terms and are not concerned, of course, with usability. A good tip would be aware of the free market here in Brazil, because it is a site with features similar to eBay.

Already Buzzfeed is a great portal with unique, extensive content and focused on information and entertainment. The focus of the site is to make the content spread. For the Google algorithm, this is a site that has exactly what users are looking for, since its content is constantly viralizado.

Moreover, any evaluation of the results that emerged shortly after the Panda update can be precipitated. The growth and the drop in ranking may be temporary, the result of any specific update sites. The low visibility of a week, for example, may result from a high visibility in the previous week, when the site introduced new content.

Thus, do not believe in published lists and rankings soon after the release of Panda 4.0. Make a

professional evaluation of your traffic is the only reliable way to know if you update any Google algorithm helped you or hindered in their organic search results. If you noticed a significant increase, it notes that is on track. If, however, there was a very large drop in its ranking, reconfigure their content strategies.

That is, make no mistake: produce content by placing first the user experience and not their marketing objectives. Combining the best content to what you want as a business strategy is always the big challenge! Remember that quality content is the first step to get authority backlinks. And are these backlinks come from sites you trust, that are essential to increase its place in the search view.

And more! As well as being aware of the relevance and usefulness of your content, pay attention to its originality! Say no to duplicate content! You must always ask: what are we doing to stand out from the other content on the subject? We're talking about the same as many sites or bring, in effect, a "something more"? What will we do for the site to become exceptional?

Answering these questions can be the great way for the success of your ranking in Google Panda 4.0 times.