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Search Engine Optimization in 2013

Internetrix Research
by Michael David
Search Engine Optimization in 2013.

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by Michael David
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EXECUTIVE SUMMARY

The following research paper provides readers with appropriate up to date information, concerning the constant changes of Search Engine Optimization (SEO) in 2013.

The paper discusses why mobile SEO is becoming increasingly significant. Users are progressively using mobiles to access the web and it is soon expected to outpace web access from personal computers. Many companies are also unaware of how social media activities are impacting their SEO and rankings. This paper discusses how social reach is a competitive advantage in delivering great search engine performance.

Implementing strong SEO tools can radically enhance the quality/quantity of traffic to a website, and can assist in managing all the SEO particulars. Moreover, many entrepreneurs and business owners stay curious about the latest SEO techniques. We outline the top Web Analytics and SEO Campaign Tools, along with the most relevant SEO techniques considered important in 2013.

The key aim of a company’s SEO efforts is to increase traffic to their digital ecosystem. We provide recommendations on improving your current SEO process, which involves understanding a variety of new tools/techniques/trends all of which are suggested.

Furthermore, the paper includes a Search Engine Market Analysis, particularly focusing on the variations between Australia and China, and the search engine market share among desktops, mobiles and tablets.

We also consider and review the impact of Project Caffeine which was Google’s new web indexing system released in 2010. It provided 50% fresher, faster results for web searches than Google’s old index. Google’s latest major algorithm update was codenamed and released early in 2012. This updated allows quality optimized sites with suitable backlinks, to top the search engine rankings and lower the less significant websites. Both of these Google updates affected SEO and page ranks.
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INTRODUCTION

Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in a search engines results page. Businesses operating in an online environment typically strive to promote their products and services on search engines. To gain more lead generation and ultimately customer’s ongoing effort to improve a domain name, page rank and search engine performance is required. The key aim of a company’s SEO effort is to increase traffic to their website. The following report addresses 9 key topics in detail, outlining how organisations can gain competitive advantage regardless of their industry or competitive environment. The key topics will be ordered as follows:

1. SEO for mobiles
2. Impact of social media
3. Tools for SEO campaigns
4. Page Rank
5. Best practice techniques in 2013
6. Process audit recommendations
7. Search engine market analysis
8. Understanding the impact of Project Panda
9. Understanding the impact of Project Caffeine

By examining these topics, organisations have the ability to focus on further developing their existing SEO improvement efforts. SEO is constantly changing due to many factors, and it is vital for companies to be aware of the recent development and trends.

RECOMMENDATIONS PYRAMID

Internetrix has provided a recommendation pyramid for readers based on our findings. The pyramid aims to demonstrate the most important topics companies should focus on.
**SEO IN MOBILES**

**What is the impact of SEO on mobiles?**

Smartphones have created a communication revolution and studies have established that there is a major rise in the smartphone acceptance level. Users are progressively increasing their use of mobiles to access the web and it is expected to soon outpace web access through personal computers. It is essential for businesses to know where their customers are and what device they are using to access their digital ecosystems. A risk exists if mobile usage is exploding to a website, yet the resulting mobile view of the website on a mobile or tablet device is unusable.

Mobile SEO considerations are becoming very significant. Ranking for the key terms in a specific industry on mobile devices, allows a business to take control of users who are continuously searching on the go. It is additionally evident, that people searching on mobiles are being influenced by offline media – eg. Consuming messages through TV, radio, billboards, print ads etc.

![Offline Media Influences Mobile Search](image)

**Figure 1 - Media Influences: Search after Ad awareness (Arun, 2012).**
“Mobile sites or lack thereof not only affect a websites search ranking, but ranking on top in mobile search can also translate into better social equity (read equity on the social media) because people active on mobile is also very much active on social media” (Arun, 2012). It is quite apparent that the impact of mobile devices is vast on the way users communicate, consume, and create media/messages. Therefore, in 2013 the success of a business can be significantly impacted by mobile SEO efforts. With difficult trading terms across a number of industries in Australia and around the world, having a mobile compliant site that performs in search engines provides a good improvement opportunity for organisations which may provide access to new revenue streams.

Statistics show, that less than 20% of major US retailers have websites optimized for mobile and tablet devices. This means that smaller businesses can implement mobile SEO considerations, before larger ones inevitably catch up. This is a first mover advantage opportunity that smaller more nimble companies can leverage. Mobile SEO activities can negatively impact a website visitor with a poor experience resulting in them bouncing straight out.

If a customer opens a website on their mobile device and it is poorly formatted or they need a microscope to read anything, most likely they will immediately exit and move onto the next competitor. The resulting loss of a potential lead and sale appear in the analytics reports showing a high percentage of bounce rates from mobile search. Keep in mind that Google observes a websites bounce rates and therefore there is also a negative effect on the websites ranking in the search engine indexing result.

Mobile search is the future of SEO and Google is paying an increasing level of attention to websites that are ‘mobile friendly’. We know this because “Google has stated that mobile landing pages will now become part of Adwords quality score rankings”. (Erickson, 2012). To develop a mobile site, companies should focus on prioritizing content, using features that are unique to the mobile environment, design an interface for fingers (not a mouse), and create a straightforward layout and navigation of the site. To experiment whether a website is prepared to embrace the future of SEO, it is a good idea to use the simplest test of all and see if you can use and enjoy your own website by yourself on various mobile and tablet devices.
How does SEO on PC’s differ from SEO on Mobile Devices?

It is extremely important for a business to create and implement a mobile specific SEO strategy, as SEO on a PC differs from mobile devices. The reasons include:

- “Search requirement on mobile is different than that on the computer.
- Web usage on a mobile device is significantly different than that on a PC.
- People interact with mobile differently than they do with a PC.
- Websites for mobile are different than those made for “PC only” access.
- Because of the difference in nature and dimension of the device, mobile requires different kinds of websites and content” (Arun, 2012).

Implementing effective SEO for mobiles begins with website creation. Due to the screen size and potentially slower data download rate of a mobile device, it is essential that companies make a lighter version of their website for a mobile device. When coding a webpage, XHTML basic or XHTML Mobile can be utilized. It is important that nothing too ‘fancy’ is implemented, as most of the mobile browsers are still in the infancy of their roadmaps. JavaScript and Flash should be avoided as these technologies may conflict with the device and not work as expected.

The selection of keywords used to optimize for a PC compliant website may be different for a mobile platform. This is due to the fact that the usage pattern of mobile search differs dramatically to that on PC’s. Additionally, the competition level on a mobile platform are lower than it is for the PC platform. Consequently, businesses should construct a separate keyword strategy for mobile.

During 2011 and 2012 various blogs had been commenting that to have a high rank within a mobile search, a business must have a .MOBI domain name. This myth is infact not true. Any domain extension can work, including the standard .COM, .NET and .ORG.
IMPACT OF SOCIAL MEDIA

How does Social Media impact SEO results?

Social media activities make a significant impact on SEO rankings. A website’s SEO result is based upon relevance and authority. To construct this relevance original content needs to be created in an ongoing capacity to enable the development of communities who seek and share the content with others. The more relevant and authentic content a website has, the better search engines will rank it for specific matching keywords.

Adding social media sharing buttons to a website is an easy method to enhance the likelihood of users sharing great content. Whenever the content is shared, it gains another inbound link to your website. This is great for SEO and furthermore increases the chance of bringing products/services to the attention of new users.

The release of Google+ and ‘Search Plus Your World’ has caused social messaging to encompass an increasingly large impact on a user’s search results. Google collects all social data (tweets, comments, likes, +’s), and consequently they observe the current trends of what people want – thereby presenting relevant search results.

For a business to keep their website on top with these new realities, we suggest creating a Google+ profile. “Considering that the new Google ‘Search Plus Your World’ does not include Twitter or Facebook, it looks like if you want to be considered by Google, you’ll have to set one up – and start being included in some influential circles while you’re at it” (Kandola, 2012). The impact of social media on SEO is only going to increase. Attaining the top spots in the search engine results page, recognition, support and the backing of others is required.

Has this theory been tested?

Rand Fishkin, is the CEO of an SEO software company. He conducted his own tests in 2011 on Social Annotations in Search and how Social Networks = Rankings. “The cupcake post from Everywhereist normally wouldn’t rank there. In fact, unless you follow Geraldine on Twitter, chances are you won’t see much of her site in even semi-competitive results” (Fishkin, 2011).
“Not only is Google annotating the listing with a photo, creating social proof and certainly increasing click-through-rate, they’re also biasing to put these results on page 1 that might normally rank in utter obscurity. This isn’t just true for obscure, random searches either, nor is it exclusive to Twitter” (Fishkin, 2011).
What does Google have to say?

Google is focused on getting more users to claim their profiles and use logged-in accounts to search. Therefore, the contact of social networks and the sharing people do in those networks, have a large effect on the search traffic. Although, the socialization of search is larger than just 'Tweeted URLs', 'Facebook Likes' and 'LinkedIn Shares' altering the order and impact on generic rankings. It regards to people influencing their social graph, to observe the content they share in their search results. In 2010, Danny Sullivan (the editor-in-chief of blog ‘Search Engine Land’) interviewed a Google Representative on how Facebook and Twitter can impact the search engine rankings. The interview was as follows:

**Danny:** “If an article is retweeted or referenced much in Twitter, do you count that as a signal outside of finding any non-nofollowed links that may naturally result from it?”

**Google:** “Yes, we do use [tweeted links and RTs] as a signal. It is used as a signal in our organic and news rankings. We also use it to enhance our news universal by marking how many people shared an article.”

**Danny:** “Do you track links shared within Facebook, either through personal walls or fan pages?”

**Google:** “We treat links shared on Facebook fan pages the same as we treat tweeted links. We have no personal wall data from Facebook.” (Patel, 2011).

In summary, containing a huge social reach is a competitive advantage in SEO. Fishkin suggests that businesses should no longer ignore the development of their social connections as a minor fraction of their SEO strategy. “I expect in 18 months, Twitter followers, Facebook connections, LinkedIn account size and engagement across these won’t just be social metrics; they’ll be KPIs for our SEO, too” (Fishkin, 2011).
TOOLS FOR SEO CAMPAIGNS

What are the top Web Analytics and SEO Campaign Tools in 2013?

Implementing strong SEO tools will radically enhance the quality and quantity of traffic to a website. It will additionally boost a business’s visibility and credibility on the web. SEO is tedious and time consuming and it is continually changing. Purchasing solid tools will assist in managing all the SEO particulars. The following section will outline the top Web Analytics and SEO Campaign Tools in 2013.

Web Analytic tools gather data for the intention of understanding and optimizing website usage. Analysts utilize this data to supply clients with the right information about their website to improve their business. The top 3 current tools in Web Analytics are: Adobe (Omniture) SiteCatalyst, IBM Digital Analytics, and Google Analytics. http://seo-software-review.toptenreviews.com/ shows the top #9 ranked SEO Campaign tools. It allows us to observe the comparison between the tools price, features and rating. Users don’t require one tool for analytics, a different for keyword optimisation and a further for pay-per-click (PPC) management, ahead of the extra manual activities they perform. These top web optimisation tools allow for a complete analysis. Users can purchase modules of diverse niche products, to manage certain SEO campaign fundamentals. “But the most complete SEO software provides:

- Tips and customized intelligence for optimizing your website for higher search rankings
- Keyword mining to help find the best keywords
- Search engine submissions
- Linking optimization solutions
- Paid search management (Google Adwords)
- Visitor analysis
- Site maintenance tools to diagnose broken links, unresponsive pages and other issues.
- Comprehensive, detailed and customizable reporting” (TopTenReviews, 2012).

Users wish to identify measurable results, with increased leads and improved sales. Intended for the top SEO tools reviewed in the table, the criteria is based on the average SEO features, and essentials that make each one stand out from the others. The functionality of the ‘help and support’ for each tool, is furthermore assessed.
PAGE RANK

What is the importance of Page Rank and Back Links?

Back Linking can be an effective method for gaining Page Rank. The following section will outline how Google ‘Caffeine’ and ‘Panda’ affected Page Rank and additionally discuss the importance of Page Rank and Back Links.

As stated in the ‘Panda’ section of this report, the Panda update was the new ranking factor introduced by Google into its algorithm. It was a follow up of Google’s Project Caffeine and has been tweaked continuously since its release in 2011. However, the Caffeine update did not influence the rankings, nor did it have an effect on Google’s search speed. It did nevertheless successfully replace the old scanning system and shortened the network mapping process radically. Project Caffeine allowed Google to notice the improved ranking of valuable content. Google Panda allowed the quality optimized sites with suitable Back Links, to top the search engine rankings and lower the less significant websites.

Back Links have become extremely important to SEO and have furthermore developed into the main building blocks to high-quality SEO. Back Links can be described as links that are directed towards a website. The amount of Back Links is a signal of the popularity/importance of that website. Search Engines such as Google, offers extra credit to websites that have a high number of quality Back Links and consider those websites more relevant than others in the Page Ranks. “The more backlinks your website will have, the more frequently it will be visited by search engines robots, which means that new content will be indexed much faster” (SEO Tips, 2011). Therefore, Back Links are very significant to SEO and determining a Page Rank.

Popularity in Google is calculated by Page Rank, a value scaled from 0 to 10 that signifies the total figure and the quality of links directed to a website. Google updates a website Page Rank, whenever it locates a new Back Link. Relevancy is defined per keyword, and doesn’t contain any publicly accessible indicators. Contrasting to popularity, relevancy is a measure resulting from natural language processing techniques. These specify how much the anchor text and the nearby content of the Back Link, relates to a web page. Both popularity and relevancy are calculated per page. In theory, if one page on a website has a lot of extremely relevant Back Links, it will be ranked high in the search engines, whereas the remainder of the pages will be ranked low. “In reality, the whole website will be ranked high, because very often, each page will have a plenty of internal backlinks to the main page and vice versa” (SEO Tips, 2011).

Social media websites and spammers were affecting the Page Ranks, by submitting linked blog comments. Google’s solution to this irritating problem was creating a tag to block it. When Google now notices the attribute (rel=”nofollow”) on hyperlinks, those links don’t receive any credit whilst ranking websites on the search results. This attribute ensures that spammers obtain no benefit from abusing public areas (such as: blog comments, trackbacks, and referrer lists).

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It is clear that some tools have become outdated, and others have overtaken. Internetrix suggests to companies to start comparing and further researching into these newer tools outlined above. Implementing a new tool will ensure your company can stay ahead of its competitors, and offer the best SEO service to your clients.

**TECHNIQUES**

**What are the latest SEO techniques in 2013?**

The best SEO techniques have only changed minimally, as the most significant ranking factors practically remained unchanged. Though, there are many entrepreneurs and business owners who stay curious about the latest SEO techniques.

1) **Content remains Emperor**: In 2013, business’s are ought to have a balance of ‘human friendly’ content and ‘search engine’ friendly content. The potential customers/current contacts are purchasing these products or services, therefore if the business’s desire is to become noticed in the search engines, having quality content will be the key to their online success in 2013. Webpage titles are the backbone of the entire website traffic. A webpage title is the primary item that appears on Search results page, followed by post URL and finally a snippet from the webpage. The choice of keywords, word limit and use of characters is vital to becoming noticed.

2) **Page Speed/Load Time**: Readers often become irritated with a slow load time of websites. Search engines aim to provide its users with a great search experience. To achieve this outcome, Google values load time and directs its users to websites that load faster. Organisations need to be aware that not all browsers use a fast broadband connection. Internet speed on smart phones is also moderately slower, so it is vital businesses try to maximize page speed as much as possible. Several actions to achieve this technique include: Save all images in GIF or PNG format, Give proper dimensions to images, Use limited advertisements, Summarize your posts using the Read More link, Show only four-five posts at home page.

3) **Original Photos & Videos**: To make a website further interactive, businesses are required to consider adding original photos and appealing videos to the website. While search engines such as Google ‘crawls’ web pages, it searches for content that is varied. Optimizing the videos and photos for SEO purposes is additionally important. Following the introduction of image search technology, traffic through images cannot simply be avoided. Each image on a website is a great source for quality traffic, if they are tagged correctly. With tags, images have no value unless it is declared by adding its description inside the alt text attribute.
4) **Web Content for Mobile Users:** In 2013, a high percentage of web users will be browsing from their iPads and mobile devices. If the websites posted content that takes too long to satisfy needs, users will lose patience and move onto the next competitor’s website. It is important that businesses include a clear ‘Call to Action’ on each page of their website. It is strongly recommended to consider hiring a superior SEO copywriter to produce fresh content for the website/blog/social media sites. This assists the business in converting browsers into paying clients.

5) **Sharing Web Content:** One affective solution to generate more traffic in 2013, is to share business content with social media networks such as Facebook, Twitter & Google+. Optimizing the web pages for social sharing will assist to draw additional traffic. For example, Facebook allows the ability to create pages extra social media friendly. This is achieved by optimizing the titles and Meta tags by using Facebook Open Graph. When users start sharing one of the web pages, it will automatically improve the conversion rate of the website. Finally, when sharing content throughout social media, it is significant that businesses comprise a back link to their website. Social media offers an outstanding opportunity to connect with people who ‘like’ or ‘follow’ the business online.

6) **Link Juice:** “Link Juice is very important aspect taken into consideration by Google for ranking a website. The more inbound links a site has, more it receives Link Juice. Strong inbound links help a website in getting on the top of a Search Engine Result Page (SERP). Only quality inbound links help in creating good quality Link Juice that is beneficial for your site and help in achieving high Page Rank” (Search Engine Experts, 2012). Articles and blogs are recommendations to increase good quality Link Juice to a website. Link Juice can be achieved in a short amount of time - it is suggested to obtain more links through content, and acquire quality Link Juice.
RECOMMENDATIONS PROCESS AUDIT

What process can you use to drive SEO improvement in 2013?

The key aim of the Internetrix SEO services is to increase traffic to our client’s websites. To achieve this intention, we work to enhance the website’s position in admired search engines such as Google, Yahoo and Bing. Our Online Performance division typically uses tools like Google Webmaster Tools, Rank Checker, Wordle and our Google Analytics partnership to create, execute, monitor and improve Search Engine Optimization campaigns. We supply organisations with guidance throughout the entire SEO process, and is identified by the six stages explained below.

1. **Keyword Identification** – Defining the principal keywords is the preliminary stage of an SEO process. During this phase, Internetrix aims to assess the popularity of the targeted keywords, and produce an assortment of variations that collects a large sum of traffic. Furthermore, Internetrix will work with their client to recognize the initial keyword set.

2. **Situation Analysis** – Now that keywords have been determined, this phase involves an evaluation of the current website. Internetrix assesses what features are presented and lacking, and what areas require development within their client’s website. Crucial areas for considerations throughout this stage are: Search engine rankings of your website for your targeted keywords, keyword density of your site, number of inbound links, amount of page links throughout the website, website structure, in terms of a general analysis.
3. **Competitor Analysis** – During this process, Internetrix utilizes a range of SEO tools to assess the SEO strength of the top 5 websites for the chosen keywords (which are selected in phase 1). Therefore, an evaluation is conducted on the main competitors for the targeted keywords. This phase permits clients to reflect on the significance of inbound links and additionally allows them to determine the likeliness of achieving high rankings for their website for targeted keywords.

4. **Recommendations Report** – This report merges the result of the first 3 phases and offers recommendations that reveal how the search engine rankings of the targeted keywords can be improved. Such recommendations guide the implementation decisions. Within this process, Internetrix utilizes tools such as Google Webmaster Tools, Market Samurai and Google Analytics for assistance in SEO-related implementation decisions. Google Webmaster Tools in particular, submits a sitemap to the Google search engine via Webmaster Tools. Additionally Webmaster Tools define page priorities, accesses information relating to website links, obtains relevant statistics, views crawl and content errors, and furthermore allows modification of preferences.

5. **Implement Recommendations** – Following the release of the recommendations report, Internetrix offers their clients implementation alternatives to guarantee that the suggested improvements are deployed appropriately. Google Webmaster Tools, Google Analytics and further techniques are employed so content and metadata changes are accomplished.

6. **Evaluate Impact** – Once changes have been implemented, the search engine rankings will be re-evaluated after the next search engine robot crawl of your site. This process allows customers to evaluate the achievement of the SEO engagement. Since Google’s search engine ranking algorithm is endlessly changing, Internetrix suggests customers to frequently revisit phase 2 and repeat the procedure.

**What are some new techniques to consider?**

A variety your competitors could be implementing new SEO techniques. From our research, organisations should also consider White Hat, Sitemaps and Simple URL formations. In particular, “White Hat SEO refers to the usage of SEO strategies, techniques and tactics that focus on a human audience opposed to search engines and completely follows search engine rules and policies” (Webopedia, 2012). Using keywords and keyword analysis, backlinking, link building and writing content for human readers, are some of the White Hat SEO techniques which Internetrix recommends to progressive organisations.
SEARCH ENGINE MARKET ANALYSIS

What is the market share of Search Engines in Australia and China?

The following section outlines a Search Engine Market Analysis particularly between Australia and China. The engine market share among desktops, mobiles and tablets are also explored.

Google leads in Australia with over 90% share in the search market. “Google’s dominance in Australia grows as they continue to increase market share, with no serious challengers likely to lessen their market power into the medium-term future” (SEMOz, 2012). Google’s fame spread rapidly in Australia for numerous reasons, particularly because it was the first search engine to present Australian-based search results.

Figure 5 – Top Australian Search Engines, Oct 2012 - Jan 2013. (StatCounter, 2013)
Baidu, established in 2000, is by far the leading search engine for websites, audio files, and images in China. Its present market value is estimated around $39 billion and holds 60% share of the Chinese search engine market. “In February, Baidu announced a net income of $1.06 billion (up 88.3% on 2011), and a turnover of $2.30 billion (up 83.2%)“ (Hoang, 2012).

Google China was founded in 2005 and ranks as the #2 search engine in China. Google’s efforts to function in China have been hobbled by censorship attempts by the Chinese government. Google is practically unusable in China after it departed the country, shut down Google.cn, and began to forward its users to Google.com.hk (its Hongkong based company), through which it presents uncensored search results. Although since January 2012, Google has reawakened to the massive potential presented by China’s burgeoning internet market by reopening its subsidiary in China. It is questioned if Google can reclaim market share as Baidu has clearly claimed the lead in the Chinese search market.

**Figure 6 – Top Chinese Search Engines, Oct 2012 - Jan 2013. (StatCounter, 2013)**
What is the Mobile Search Engine market share in Australia and China?

Our research found that Apple’s iOS devices account for 2/3 of Google’s mobile-search traffic. Google, Yahoo, and Microsoft all conducted a bid to become the default Mobile Safari search engine. Evidently Google won and Apple obtains revenue from Google, for searches that originate from iOS devices. Studies on iOS devices confirm, that 49% of Google searches are originating from the Safari tool bar, 42% is approaching from the Google home page/other minor sources, and 9% is from the devoted Google app.

As we see below, Google is also dominating the Mobile Search Engine Market in China. Google is currently the default search engine on all Apple devices globally, which evidently clarifies how this result is generated. Since Baidu leads the Online Search Market in China, Apple is considering assembling Baidu as the default search engine for its iOS devices in China. This development would obviously further increase Baidu’s share of the Chinese mobile search market. “Given Apple’s recent focus on the booming Chinese smartphone market, Baidu could see a lot of search traffic from iOS devices in China, which would help it increase its market share and boost its search advertising revenue and accounts for more than 60% of its value” (Trefis, 2012).
What is the Global Search Engine market share in Mobile/Tablet and Desktop searches?

Utilised both in Mobile/Tablet searches and Desktop searches, Google maintains to lead. Over 2013, AOL and Ask are predicted to deteriorate, whereas Google will maintain domination. Competition in the market is expected to increase. Yahoo was once the world’s dominant Search Engine, while at present isn’t doing well with 6.15% desktop market share. It continues to retain its users but fails to gain share. Furthermore, Bing is making modest gains from year to year, but doesn’t hold much significance sitting at 4.25% desktop market share.

Figure 9 – Total Desktop Search Engine Market Share 2013 (NetMarketShare, 2013)

Figure 10 – Total Mobile/Tablet Search Engine Market Share 2013 (NetMarketShare, 2013)
UNDERSTAND THE IMPACT OF PROJECT PANDA

What was the impact of Google’s Project Panda?

Google Panda (also referred to as Farmer Algo), is a follow-up of Google Caffeine released in February 2011. The new algorithm affects those websites that are creating content farms with mass number of worthless posts and old content. Project Caffeine allowed Google to notice the improved ranking of valuable content, although additionally the websites with poor quality and auto blogs ranking too enhanced. Project Panda was the resolution to this problem and affected 12% of total search results.

It allows quality optimized sites with suitable backlinks, to top the search engine rankings and lower the less significant websites. Through the Panda algorithm, the Google search engine will base a website/article/blog page ranking by the overall quality of the site. This overall quality comprises of accurate keyword optimization, no duplicate content, no copy/paste, no poor quality content and backlink quality. Additionally, Google launched the ‘Chrome Blocklist Extension’ allowing searchers to block websites from their personal Google results.

How did Google distinguish low quality websites from high quality websites?

To distinguish a shallow-content site, Google created a standard evaluation system and sent out documents to outside testers. Questions they asked the raters included:

• Would you be comfortable giving this site your credit card?
• Would you be comfortable giving medicine prescribed by this site to your kids?
• Do you consider this site to be authoritative?
• Would it be okay if this was in a magazine?
• Does this site have excessive ads?

“These questions seem to ask about the authoritativeness and trust of the content on a page. The results were also confirmed by an 84% overlap between sites downgraded in the change and those that people blocked using the Chrome extension, even though it is not used as a update feature” (Dalton, 2011).
Principally, Panda intends to give users the finest browsing and search experience. Social media is playing a much larger role in SEO. Google is now observing how sharable and interesting content is, instead of only restraining unique and original content to keywords (within title tags and body’s). Browse and bounce rates are also essential, due to the emphasis on usage metrics. Furthermore, Google is observing the designs of websites as a main qualifier for good SEO. An excellent website design has constantly impacted SEO positively, although it now affects how Google is indexing websites.

This development in optimization is ignited by Google’s latest evaluation of how crawling, indexing and ranking awards positive weight on websites. Even though the usual aspects of SEO remain significant, the power of those strategies is taking less priority as Panda’s machine learning algorithm prioritizes user data and user experience.

UNDERSTAND THE IMPACT OF PROJECT CAFFEINE

What was the impact of Google’s Project Caffeine?

Project Caffeine was Google’s new web indexing system released in 2010. It provided 50% fresher, faster results for web searches than Google’s old index. It was created to meet the demand of users expecting real-time content in searches. “Content on the web is blossoming. It’s growing not just in size and numbers but with the advent of video, images, news and real-time updates, the average webpage is richer and more complex” (Grimes, 2010). Furthermore, user’s expectations for search are higher than ever before. Searchers want to find the latest relevant content and publishers the instant they publish.

How does Caffeine differ from the old index?

The old index was comprised of several layers of web content, which would index at varying rates. The top layers were more popular and therefore consisted of more inbound links. Google spiders would crawl these pages on a constant basis, whereas the lower layers were less popular and crawled on a slower basis. To refresh a layer of the old index Google would have to crawl the entire web, which meant there was a significant delay for fresh content to reach the index.
With Caffeine, Google analyses the web in small portions and updates the search index on a continuous basis. “As we find new pages, or new information on existing pages, we can add these straight to the index. That means you can find fresher information than ever before—no matter when or where it was published” (Grimes, 2010). Project Caffeine is more precise at displaying high quality websites linking to a particular keyword phrase. As an alternative of using keywords in the ‘meta keyword’ HTML tag, Caffeine now seeks for keywords that contain the most density in the first 50 words on the webpage. Therefore, further importance was placed on meaningful fresh content and a low bounce rate. Additionally, high quality inbound links with keywords in the link anchor text became essential. “Caffeine also evaluates the popularity of the sites the links come from as well as the number of different sites that the links come from. A high number of links from a single Blog site will not lead to high keyword density. This makes the use of many different Social networking sites like Twitter, Facebook, Linked-IN, Digg, etc., even more important now with unique content coming from each site” (Bullas, 2010). Unlike the past, posting the same content on diverse sites will not enhance your keyword density.

Did Caffeine affect Page Speed?

Project Caffeine placed further significance to Page Speed. Website load time now has an influential effect of the ranking in search results. Page Speed can depend on a selection of features including HTML content, CSS, JavaScript, images/graphics, domain hosting, etc. The speed of indexation has become superb, although Google’s bigger index results in users constantly trying to keep themselves visible. Consequently, it is less work to be noticeable by Google, however more work to be visible to searchers.

Caffeine was assembled with the future in mind. It was then likely for Google to create an even faster/comprehensive search engine that balances with the increase of information online.
CONCLUSION

In conclusion, Search Engine Optimization is constantly changing as new aspects come into play, and others go. Fundamentally, businesses need to recognize the two crucial fundamentals for high-quality SEO, on-page and off-page. On-page SEO refers to what a publisher can control directly, whereas off-page SEO basically relies on user behaviour, social engagements, visitors, and other publishers.

The 9 key topics researched, can assist organisations in improving their current SEO processes and strategies. By adapting and implementing these SEO developments, companies can continue to lead within the local competitor market. In particular, our research has showed that Mobile SEO should be the major focus within 2013.

Users are progressively more using mobiles to access the web and it is known to soon outpace web access through personal computers. Ranking for the key terms in a specific industry on mobile devices, allows a business to take control of users who are continuously searching on the go. Mobile search is the future of SEO and Google is paying attention to websites that are ‘mobile friendly’. Internetrix suggests that organisations should start creating SEO strategies for mobiles, purely because SEO on a PC differs from mobile devices.

Additionally, our research has showed that the Impact of Social Media is furthermore a crucial aspect in 2013. Google collects all social data (tweets, comments, likes, +’s), and consequently they observe the current trends of what people want – thereby presenting us with content that is relevant. The impact of social media on SEO is only going to enhance. Organisations must recognize - to have the top spots in the search engine results page, recognition, support and the backing of others is required.
APENDIX | REFERENCES


