

# Basics of Search Engine Optimization & Content Creation in CRM

Lecture Title: Tutorial 2



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# TUTORIAL 2

**Google penalties** can significantly impact a website's search visibility and traffic.

They are usually the result of violating Google's Webmaster Guidelines and can be automatic, through algorithm updates, or manual, via direct intervention by Google's spam team.



# TUTORIAL 2

## **Panda Penalty** (Algorithmic)

Targets low-quality content sites, such as those with thin, duplicate, or plagiarised content, as well as keyword stuffing.

Case Study: A content farm that produces low-quality articles primarily designed to rank for specific keywords might see a significant drop in rankings after a Panda update. After the initial Panda update in 2011, many sites that relied on thin content experienced drastic declines in traffic.



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## **Panda Penalty** (Algorithmic)

**Background:** HubPages, a content aggregation site, was significantly impacted by Google's Panda update, which targeted low-quality content.

**Situation:** Following the Panda update, HubPages saw a substantial drop in traffic due to its wide range of user-generated content of varying quality.



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## **Panda Penalty** (Algorithmic)

**Recovery:** The site responded by segmenting high-quality content into subdomains to isolate better content from lower-quality submissions, among other quality control measures.

**Outcome:** This approach helped recover some of the lost traffic, demonstrating the importance of content quality in Google's rankings.



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## **Penguin Penalty** (Algorithmic)

It focuses on penalising websites that engage in manipulative link practices, such as buying backlinks, conducting excessive link exchanges, or using irrelevant and low-quality links to inflate rankings.

Case Study: A website that bought a large number of spammy backlinks to improve its SERP ranking suffered a significant drop in rankings after the Penguin update was rolled out in 2012. Recovery involves removing or disavowing the bad links and focusing on building high-quality, relevant links.



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## **Penguin Penalty:** Interflora

**Background:** Interflora, a major flower delivery service in the UK, faced a Google penalty for unnatural links, leading to a significant drop in search visibility.

**Situation:** The penalty was attributed to paid links and advertorials that passed PageRank, a violation of Google's guidelines.



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**Penguin Penalty:** Interflora

**Recovery:** Interflora had to remove the paid links and submit a reconsideration request to Google, detailing their efforts to comply with Google's Webmaster Guidelines.

**Outcome:** After addressing the issues, Interflora recovered its rankings, highlighting the impact of link schemes on search performance.





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## Manual Actions

These are imposed directly by Google's spam team for violations of Webmaster Guidelines. They can affect the entire site or specific pages and are communicated through Google Search Console.

Case Study: A well-known travel website received a manual penalty for unnatural links pointing to its site, specifically paid links that passed PageRank. The penalty resulted in a loss of rankings for its main keywords. To have the penalty lifted, the site had to conduct a thorough link audit and submit a reconsideration request detailing its clean-up efforts.



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## **Manual Actions:** JCPenney

**Background:** In 2011, JCPenney was subject to a significant penalty after it was discovered that the company or services acting on its behalf had engaged in manipulative link-building practices.

**Situation:** The New York Times uncovered the scheme, leading to a swift manual action by Google that drastically reduced JCPenney's visibility in search results.



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**Manual Actions:** JCPenney

**Recovery:** The company had to disavow the questionable backlinks and overhaul its SEO strategy to focus on more ethical practices.

**Outcome:** Over time, JCPenney regained some of its lost search engine visibility, underscoring the risks of black hat SEO techniques.



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## **Mobile-Friendly Update** (Algorithmic)

Description: This policy penalises websites that are not optimised for mobile devices and favours mobile-friendly websites in mobile search results to improve the user experience on mobile.

Case Study: A business website that wasn't optimised for mobile experienced a significant drop in mobile search traffic after the Mobile-Friendly Update ("Mobilegeddon") in 2015. The business had to redesign its site with a responsive design to recover its mobile search presence.



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## **Interstitial Penalty** (Algorithmic)

Description: Targets websites using intrusive interstitials and pop-ups that hinder user experience, especially on mobile devices.

Case Study: A news site using aggressive pop-ups and full-screen interstitials saw a decline in mobile rankings after the update in January 2017. Removing or minimising intrusive interstitials helped in regaining their previous rankings.

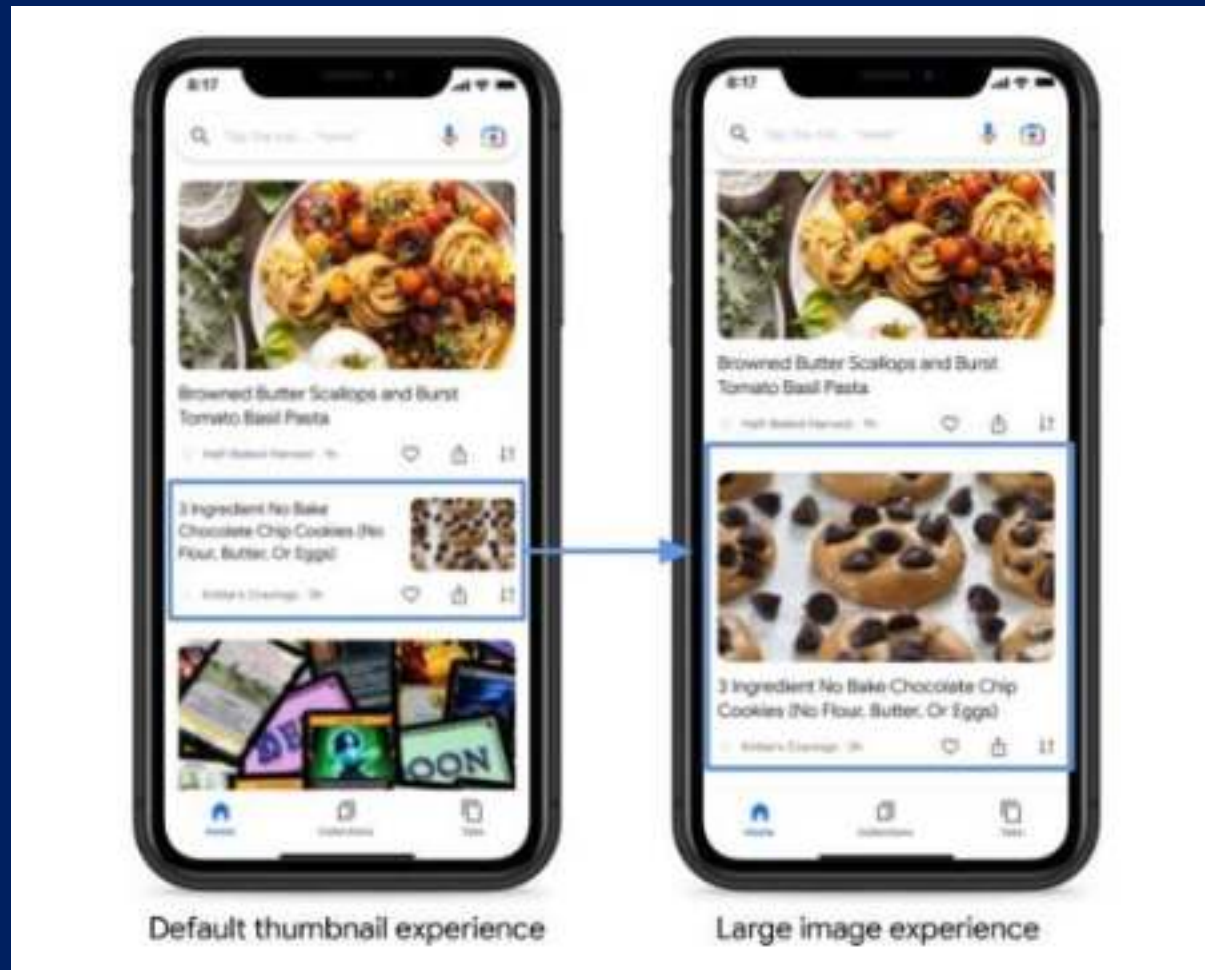


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## Large images in Discover improve CTR



**Kirbie's Cravings saw their click-through-rate (CTR) increase by 79%**

**Istoé increased CTR 30% and over 6 months their clicks increased by 332%**



# TUTORIAL 2: Keyword Ranging





# TUTORIAL 2: Local SEO & Google Maps

simplilearn

**Rank #1 On**

**Google  
My Business**



# TUTORIAL 2:

**QUIZ**



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- A) Increases page speed
- B) Helps identify a duplicate page
- C) Makes a page secure
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- B) High keyword density
- C) Expertise
- D) Usefulness



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- A) Short-form blog posts
- B) Homepage
- C) Research and data reports
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- B) Background music
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- B) Personalising content recommendations
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- B) Slowing down the website
- C) Hurting the website's credibility
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**THANK YOU FOR TODAY**



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