

## PENGUIN

Penguin refers to a change in Google algorithm. The history of Penguin updates are as follows:

- Penguin 1.0 on April 24, 2012
- Penguin 1.1 on May 26, 2012
- Penguin 1.2 on October 5, 2012
- Penguin 2.0 on May 22, 2013
- Penguin 2.1 on Oct. 4, 2013
- Penguin 3.0 on October 17, 2014

### Fast Facts

- 64% of websites claimed they were hurt by Penguin.
- In 2014, The Penguin update affected 35% of search queries.

### What do Penguins do?

- Targets spam on the web.
- Decrease low quality sites' rankings.
- Rewards high-quality sites.

This new Penguin 3.0 update features advanced spam-fighting technology that goes deeper into analyzing web pages.

### What do they target?

- Keyword stuffing in content
- Low anchor text diversity
- Low quality directory listing
- Overuse of exact match anchor text
- Unnatural inbound links
- Aggressive internal linking
- Excessive links from low quality sites

### Who are affected?

No one is exempted. Google bots will crawl and rank sites based on proper guidelines.

### Surviving the Penguin Updates

The concept is simple enough: Get quality links and start cleaning up bad ones.

Evaluate your site by answering the following questions:

- Q: Are the sites linking back to my site reputable?
- Q: Are we posting unique, compelling, and amazing content?
- Q: Are we doing link building properly?

If you answered "NO" to any of these questions, you need our service. We clean up bad links before launching your search optimization campaign.

### Penguin Update: Roadmap to Recovery

Here are ways you can pick yourself up if you've been hit by the Penguin updates.

1. Create content that targets a specific audience – If you have remarkable content, search visibility happens naturally.
2. Plan and create advanced content – Well-researched and well-written content for people to consume. (eg. Ebook, White paper, Guides, Cheat Sheets, etc.)
3. Promote advanced content to rich media outlets – Use PR techniques to expose your content to a large audience.

### Did you know?

3 out of 4 marketers with strategic campaigns in place right now, invest in professional Content Creation.

### Staying on Top

We are prepared for Penguin and future Google algorithm updates.

The highlights of our approach are:

1. Fixing internal linking structures
2. Ensuring redirects and 404 pages are in place
3. Social Sharing Links
4. Full Site Optimization
5. Manual Article Submission
6. Video Creation
7. Authority Web 2.0 Properties
8. Magazine Features
9. Rich Content
10. Citation Building and Link Development

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