



New Google Penguin Update Target

**Unnatural link building**

**Website optimization**

Google Penguin Update hit spam websites.

Lot of spam website are making unnatural links with comment spamming, article spinning, guestbook spinning. Now they care more about high trusted links. Its better you have 100 high trusted links then 10 000 not trusted spam links.

I can proof this.

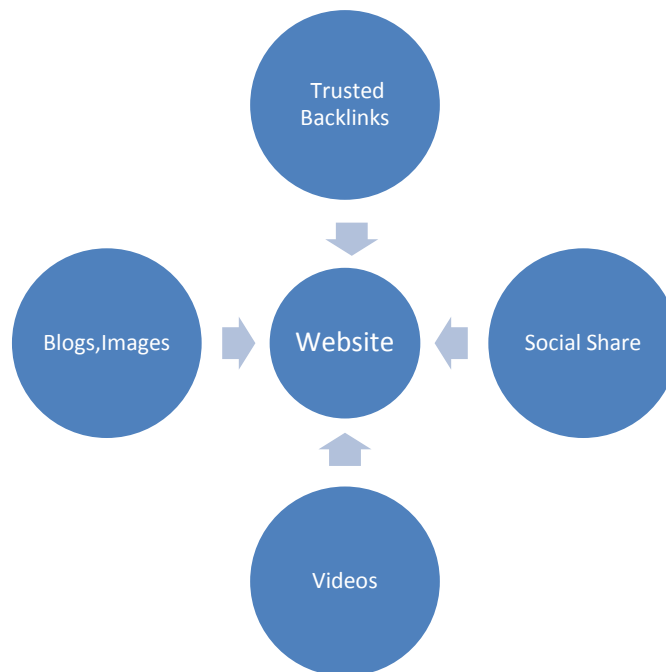
Go on google.com and search about keyword: Viagra – this is most targeted word from spammers

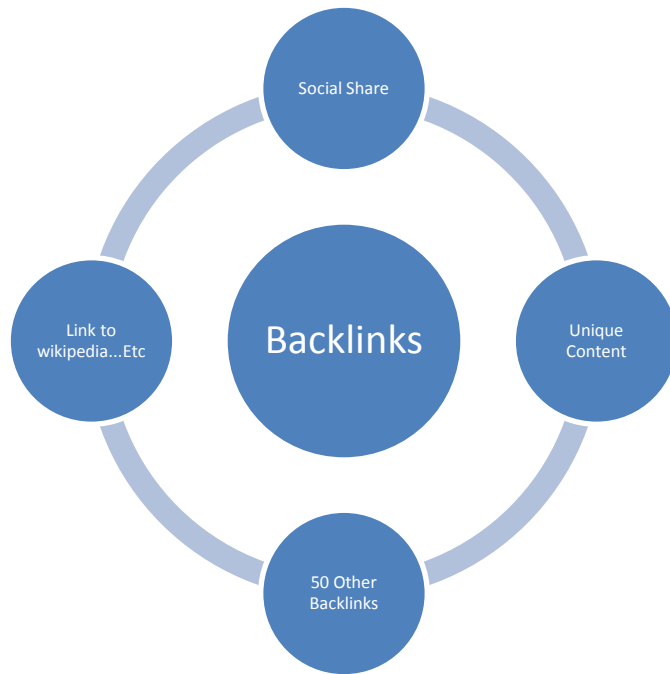
You can see that all links that shows in google results all of websites are with low links or no links.

With this new update google wants to remove all link spamming websites from google search results.

## How can we pass Google penguin filter?

- 1) Never build untrusted links from spam website ,directories or commenting
- 2) When you build links with articles or other methods make sure you also link to some trusted websites link cnn.com, news.com, Wikipedia.com... etc
- 3) Make sure 70% of links to link only your website url, 20% to different keywords, 10% to keywords like: Visit, Site, Tutorial, Source, Find More.. etc
  - 4) Build 3 – 5 links per day
  - 5) Make sure you have image, video backlinks
- 6) Social networks now are very important. Make pages and groups on all top 20 social networks
- 7) Use Google Webmaster
- 8) Make sure your website is connected with Google Plus Page and Facebook Page
- 9) All of your links that you build must have more that 50 backlinks
- 10) You must have unique content to your website and all of you articles or other backlinks sources
- 11) All backlinks must be shared on Google Plus, Blogger, Pinterest , Facebook...





## **Website optimization**

### **Website Pages:**

- 1) Contact Page
- 2) Privacy Policy
- 3) FAQ

### **Meta Tags:**

- 1) Title
- 2) Description
- 3) Keywords
- 4) Robots – Follow

### **Website body:**

- 1) H1
- 2) H2
- 3) H3
- 4) Bold Keywords
- 5) Link to trusted source
- 6) Unique Content
- 7) Max 7 times your Main Keyword
- 8) Video
- 9) 2-3 Images
- 10) Social Share Buttons
- 11) Social Connect Buttons

## **Video Optimization**

- 1) Unique Title – No more than 6 Keywords
- 2) Unique Content - No more than 200 keywords
- 3) Links to Facebook, Google Plus
- 4) Tags only 5 target keywords
- 5) Link To Other Youtube Video
- 6) Video Length – More than 50 Seconds
- 7) HD Video Recording
- 8) Audio