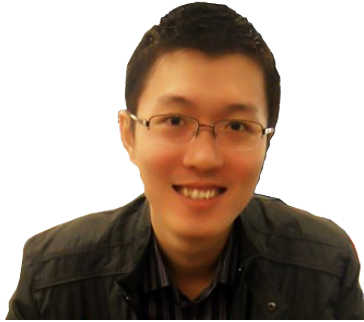


# How Panda Can Bite Your Business



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# Foreword

Hi my name is Daniel Tan. Most of you know me as the SEO guy from Warrior Forum. I have been working in the SEO industry running my SEO company for more than 5 years now. Over my career, I have seen and experienced many Google algorithm changes. These precious times have given me the opportunity to learn and adapt and finally, learning to predict and project what comes ahead.

2 years ago while I released [SEOPressor](#), I emphasized a lot about on-page SEO, that on-page SEO is the foundation before any backlink building is going to be worked on. I still remember that time, everyone was preaching backlinking and I was the only few focusing on on-page SEO. As time goes by, we started to realize our focus and direction are correct. On-page SEO starts to weigh more and more in Google's algorithm, more so after Panda!

Users of [SEOPressor](#) begin to see huge improvements in their traffic especially after Panda, and the effort they put in optimizing their on-page factors with the help of SEOPressor has paid off. I am quite happy about this, as happy as the users.

I have written here, a short report about Panda, I hope this report will help you redefine your SEO strategies.

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If you don't know what Panda is, your business could be suffering without you

even knowing it. If you do know what it is, you are probably wondering how to make sure your business doesn't get "bit" with all of the changes. This report will share some of the things you need to know to protect and build your business.

## **What is Panda?**

Panda is Google's update to their search engine algorithm that was released in February 2011. This changed the way the Google search engine indexes and ranks web site pages in the search engine results page. Their update is their attempt to bring quality content to the top of the results page, but when the switch was made, a lot of web site owners found themselves with a big loss in the page rankings, regardless of the quality of their content. Well-known and popular sites were shoved down the list for what appeared to be a random reason, allowing content farming sites to move up whether or not their content was optimal. So why should you care about this update?

## **Why is Panda Important?**

The Panda update bases its search engine results on the web page content, the number of views and even the number of social media captures that the web site has. After the first release of the update in February 2011, Google has done some tweaks due to the "upside-down" effect it caused. There were other updates in April and May, but the results were still less than desirable to web site owners. On June 16, 2011, Panda version 2.2 was introduced with mixed results. Some popular sites with quality content were able to get back up to the top, but others (especially those that allowed guest blogging or visitor comments) did not make the grade. However, their content was still what internet users were looking for. Unless your page viewers already have a bookmark to your site, or are connected

to you through social media, the updates are probably affecting your page ranking and making it hard for people to find your site.

### **How Panda Affects You**

The details given so far may not seem all that devastating at first glance, but think of this: If you lose 20 viewers that were looking for your site, you have lost 20 potential sales in your business. Imagine that in proportion with a site that used to have 20,000 hits per month and drops to 10,000 visitors. That is a substantial amount of income. If your web site cannot get back up to or near the top of the page ranks, your business could be in danger. If you can afford to lose 20% to 50% or more of your business profits (and who can?), then there is no need for concern. But that percentage of loss has been the demise of some businesses, since overhead costs in running a business takes up all of the remaining capital funds, leaving nothing left for marketing or advertising. If people do not know who you are or where to find you, your business will suffer the wrath of Panda.

### **Developing Your SEO Plan**

Another definition that some businesses have little or no concept of is Search Engine Optimization, or SEO. Basically, if you use particular keywords in your titles and content, the search engines would find you based on the indexing of those particular words. But Panda changed the way the indexing and search results are done. The old ways of simply using keywords does not always work anymore, making it necessary for your business to change the SEO marketing plan you used to use. In fact, using high keyword density could get your site penalized in the rankings.

This does not mean that you should abandon your old marketing strategies. It

means that you should add to it and shift some of your marketing funds to newer strategies, while still using some of the strategies that are still working for you. Keywords are still important in your marketing plan, so do not totally abandon that idea. But there are some new concepts to get Panda to notice you and get your web site back where it should be in the site rankings.

### **Feed the Panda**

The biggest concept with Panda is that Google wants internet users to be able to find good quality content. But the way that Panda is coded doesn't really seem to get this idea. Content farmers are still getting rankings with spun articles that make no sense. Panda doesn't care if you have good quality content, but rather looks at other elements on your site that can either help you or harm you. This makes it necessary for you to know what to "feed the Panda" to keep it happy in ranking your website with the tasty ones.

First of all, keep some good keywords. The Panda still sniffs out those goodies in deciding if your web site is good enough to grab. Next is to be sure your content is being read and shared among other high quality sites. Panda looks to see if your site is popular among readers and other authorities that are relevant to your content. So not only are you fighting the SEO war, but also a popularity contest in keeping your site at the top of Panda's food chain.

### **Don't Get Bit**

Make no mistake: Panda will bite the hand that feeds it. Even though you have great content, you have to remember that SEO should not be the driving factor behind your strategy, but rather used as a method of driving traffic to your site.

Don't do that SEO keyword overload in content that is less than perfect, or you could get bitten. Panda can smell fear and desperation and can toss you so far that it becomes even more difficult to get back where you were.

Google gave a suggestion that can help you. (Really, they aren't intentionally letting the bear out of the cage.) Set your screen resolution to 1028x768, and look at your page. That content you see is what is considered "above the fold" and is what Panda looks at in wetting its appetite. That term is an old newspaper term meaning the content the people could read as they passed by. The people that click through on your site should be able to see content, not a bunch of other things that pushes them away. If your site is heavy in graphics and images, flashing ads, and affiliate links, the Panda might toss you aside, biting you in the process. In other words, it will take you longer to climb back up in the search engine results, since Panda gave the impression that your site was simply junk content to make money.

If you have links in your top fold, make sure they are working properly, are relevant to your content, and provide more information to the reader. Panda does not like affiliate links shown immediately in order to make a sale. Although this is your ultimate goal, Panda spits out the fluff in favor of solid content. Show your links in a sidebar or at the bottom of your pages, giving readers the option of following them or simply enjoying your content. If your content is compelling enough, you will still get the sales while providing the "food" that Panda wants.

Although there is no sure way to prevent getting bitten by Panda, links to quality information, more and longer articles that contain relevant information (500-800

words), and limiting spam comments and affiliate links seems to quiet the bear.

## **You Long-Term Strategies for Panda**

When you find Panda nipping at your heels, it's important to rearrange your pages to have better content above the fold. For example, not only offer the text to your visitors, but also a video of the page content. Some people prefer the video to the time it takes them to read what you have. In that way, you are pleasing two types of visitors instead of just one, all in the first glimpse of your page.

## **Content In and Off Your Pages**

You have to get pretty innovative in the way you tweak your pages in order to get Panda to take the bait. Just as the “black hat” web designers find ways to crack Google’s algorithms, you have to find your own ways. They may not be totally “white hat” in their use, but you may have to utilize them in order to be sure Panda sees the plate you are offering.

The content in your pages has to be optimal, with the use of bolding and italics for your keywords, using a good keyword density (about 5%), and proper use of headlines and sub-headings. Make sure your content is long enough and provides useful information. Regardless of what you do off the page, the final decision in the ranking will come for the content when all other factors are the same. When you tackle “the main course” of Panda’s plate, you can work on the side dishes, which is the content off the page.

Panda looks for quality backlinks to your content. If the backlinks you are gathering are from low-quality sites, Panda will think **your** site is also low quality.



Although it is still possible to build a large collection of backlinks, it may not get you as far as it would have before Panda was born. Having a lot of spam comments attached to your content will also knock you down a peg or two. Clean them out, and keep the comments that provide more information to readers, or give a good commentary in debate of the issue your are presenting.

Another “off the page” way to get page rankings is through social media. If you have generated enough interest in your online content, those people will be interested in your new content and products, increasing your page ranking when they link to you and continue to look for your new content.

Although this is neither on or off the page, another trick in getting Panda to sit up and take a look is the length of time that you reserve your domain name. Ten years is better than only one, and waiting for it to run out before renewing. A longer term in reserving your domain name shows Panda that you are here to stay. For businesses that have an established offline business, reserving their domain name for the long term may actually get them noticed faster than they can say “Panda!”

### **Branding the Panda**

You may have noticed that some popular brand-name companies have made a mistake or two in how they handled Google search results. One example was JC Penney. They were accused of some “grey hat” techniques in getting to the top of the search engine ranking page (SERP). However, they were not penalized, dropped from the SERP, or banned from Google altogether. Do you know why? It is because they are a highly recognized brand.

You have to make sure that your brand speaks for the quality of your website as well as what you offer to your customers. Make sure your content contains good branding techniques, like a good logo, information on your company publically available and specific keywords that lead your customers to what they want. Panda likes these little tidbits on the side, especially when your customers are happy with it.

### **Build Your Own Audience**

In some ways, Panda is building the audience it wants you to have. But it doesn't have to be that way. You can begin to train Panda on the audience you want. Start with the people you already know on your social networks and through some of the traffic you already have on your site. Let them know about your progression in branding, new products, new content, and ask them for their feedback. Panda will see that you are active in these activities and that you are actually getting feedback, and take a second look at your site, pushing it back up where it should be.

Of course, random visitors are welcomed, too, as long as their comments and information contribute to the quality of your site. Never under-estimate the power of word-of-mouth advertising in using social media, and the network of customers you already have in building an audience. It is important to maintain those contacts and promote them to keep them coming back to you. Panda will see those tasty morsels, and put you farther up the list in the SERPs. Being near, or at the top of the list will get an even wider audience, benefiting you in the long run.

### **Why You Need a Panda Handler**

The Panda update can be confusing to a new business, and can be difficult to learn

what you need to know to get where you need to be with an online business or in enhancing your offline business. The “rules” are mixed, with most people not knowing what Panda wants or how their competitors are trying to figure it out.

There are companies that can guide you in making Panda happy, but helping you to analyze where you are now versus where you can be in the future and the steps you need to take to get there. A consultation may be all you need to get you on the right track, but if you feel you need more help, these companies can optimize your web site to get Panda take a look and do some of that “behind the scenes” work that can take up a lot of the time you need in running your business.

Instead of feeling the “bite” of Panda, you can get it to sit calmly and praise your hard work in getting your business off the ground by giving you the ratings you need.

# My Other Relevant Works:

**SEOPressor:** The Mandatory SEO Plugin for Wordpress, now powering more than 2.5 million Wordpress Pages! You must own this if you are serious about getting ranked!

**The Rank Mover:** Details the exact PULL procedures SEO Companies are deploying to take any website into first page ranking!

**The Backlink Syndication System:** A crazy system that exploits press release syndication to build thousands of backlinks, all on autopilot. My personal best? 7,000+ backlinks with one syndication! Pro tip: Google loves backlinks from press releases.

**Backlinking Mastermind #1:** How To Create A Master Seed Article that generates 4 million 100% unique articles and how to build Unlimited backlinks, with a step by step video tutorial!