



SEO NEWSLETTER

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1 Google Panda 3.9 Update Released

Recently, Google released a new update for their Panda algorithm. Take a look at the official tweet in the screenshot below. This update will be significant, as it is planned to affect around 1% of total indexed websites.



At this point, we have not seen any negative effects in regards to rankings, but we are keeping a close look every day. Below is a list of all the Panda algorithm updates since the original update was released.

Panda Updates:

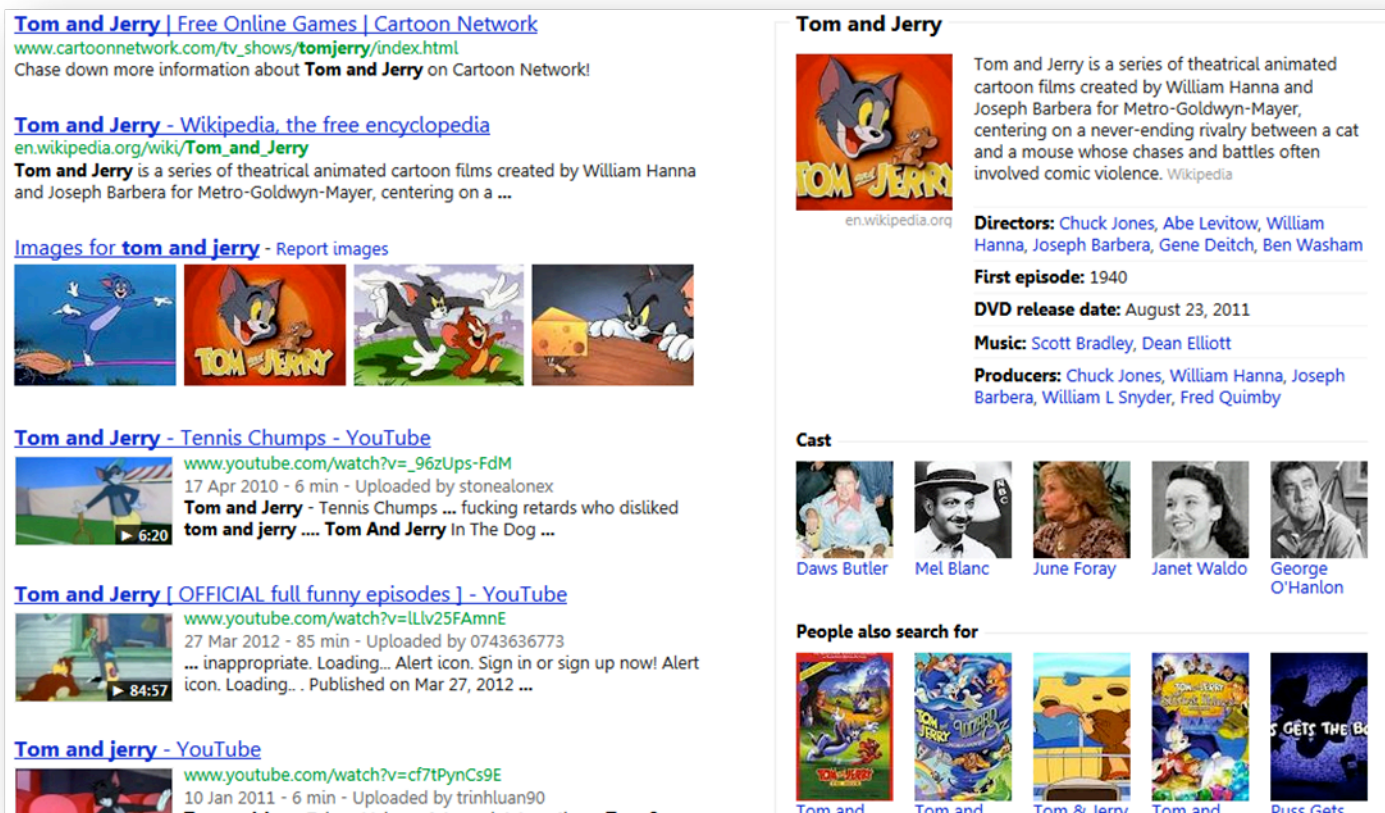
- Panda 3.9 on July 24th
- Panda 3.8 on June 25th
- Panda 3.7 on June 9th
- Panda 3.6 on April 27th
- Panda 3.5 on April 19th
- Panda 3.4 on March 23rd
- Panda 3.3 on about February 26th
- Panda 3.2 on about January 15th
- Panda 3.1 on November 18th
- Panda 2.5.3 on October 19/20th
- Panda 2.5.2 on October 13th
- Panda 2.5.1 on October 9th
- Panda 2.5 on September 28th
- Panda 2.4 in August
- Panda 2.3 on around July 22nd
- Panda 2.2 on June 18th
- Panda 2.1 on May 9th
- Panda 2.0 on April 11th
- Panda 1.0 on February 24th

2

Google is using Semantic Search to mimic human behavior

In April's newsletter, we called attention to Google's use of Semantic Search. We have seen plenty of evidence of these changes over the past few months. Google wants their algorithm to act like a human and its semantic search update is a step in that direction. The way brands and keywords are ranked is completely new.

As an example, take a look at the keyword "Tom and Jerry". Google recognizes that Tom and Jerry are fascinating comic characters by assigning it multiple 'types'. Each 'type' is associated with specific attributes.



Tom and Jerry | Free Online Games | Cartoon Network
www.cartoonnetwork.com/tv_shows/tomjerry/index.html
 Chase down more information about **Tom and Jerry** on Cartoon Network!

Tom and Jerry - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Tom_and_Jerry
Tom and Jerry is a series of theatrical animated cartoon films created by William Hanna and Joseph Barbera for Metro-Goldwyn-Mayer, centering on a ...


Images for tom and jerry - Report images

Tom and Jerry - Tennis Chumps - YouTube
www.youtube.com/watch?v=_96zUps-FdM
 17 Apr 2010 - 6 min - Uploaded by stonealonex
Tom and Jerry - Tennis Chumps ... fucking retards who disliked tom and jerry **Tom And Jerry** In The Dog ...

Tom and Jerry [OFFICIAL full funny episodes] - YouTube
www.youtube.com/watch?v=lllv25FAmnE
 27 Mar 2012 - 85 min - Uploaded by 0743636773
 ... inappropriate. Loading... Alert icon. Sign in or sign up now! Alert icon. Loading... . Published on Mar 27, 2012 ...

Tom and jerry - YouTube
www.youtube.com/watch?v=cf7tPynCs9E
 10 Jan 2011 - 6 min - Uploaded by trinhluan90

Tom and Jerry

 Tom and Jerry is a series of theatrical animated cartoon films created by William Hanna and Joseph Barbera for Metro-Goldwyn-Mayer, centering on a never-ending rivalry between a cat and a mouse whose chases and battles often involved comic violence. [Wikipedia](#)

Directors: [Chuck Jones](#), [Abe Levitow](#), [William Hanna](#), [Joseph Barbera](#), [Gene Deitch](#), [Ben Washam](#)






First episode: 1940

DVD release date: August 23, 2011






Music: [Scott Bradley](#), [Dean Elliott](#)

Producers: [Chuck Jones](#), [William Hanna](#), [Joseph Barbera](#), [William L Snyder](#), [Fred Quimby](#)

Cast

 [Daws Butler](#)  [Mel Blanc](#)  [June Foray](#)  [Janet Waldo](#)  [George O'Hanlon](#)

People also search for

 [Tom and Jerry](#)  [Tom and Jerry](#)  [Tom and Jerry](#)  [Tom and Jerry](#)  [Puss Gets the Boot](#)

Someone searching for "Tom and Jerry" may be looking for information on ANY of Tom and Jerry's types. Considering, you had a site following the history of Tom and Jerry and offering related products for sale, you could find semantic markups to add to your site to address all types of questions someone may be asking about this show such as:

When did the cartoon start?	Date Created
Who were casted in this show?	Actor
Where can I buy DVDs for my kids?	Offers

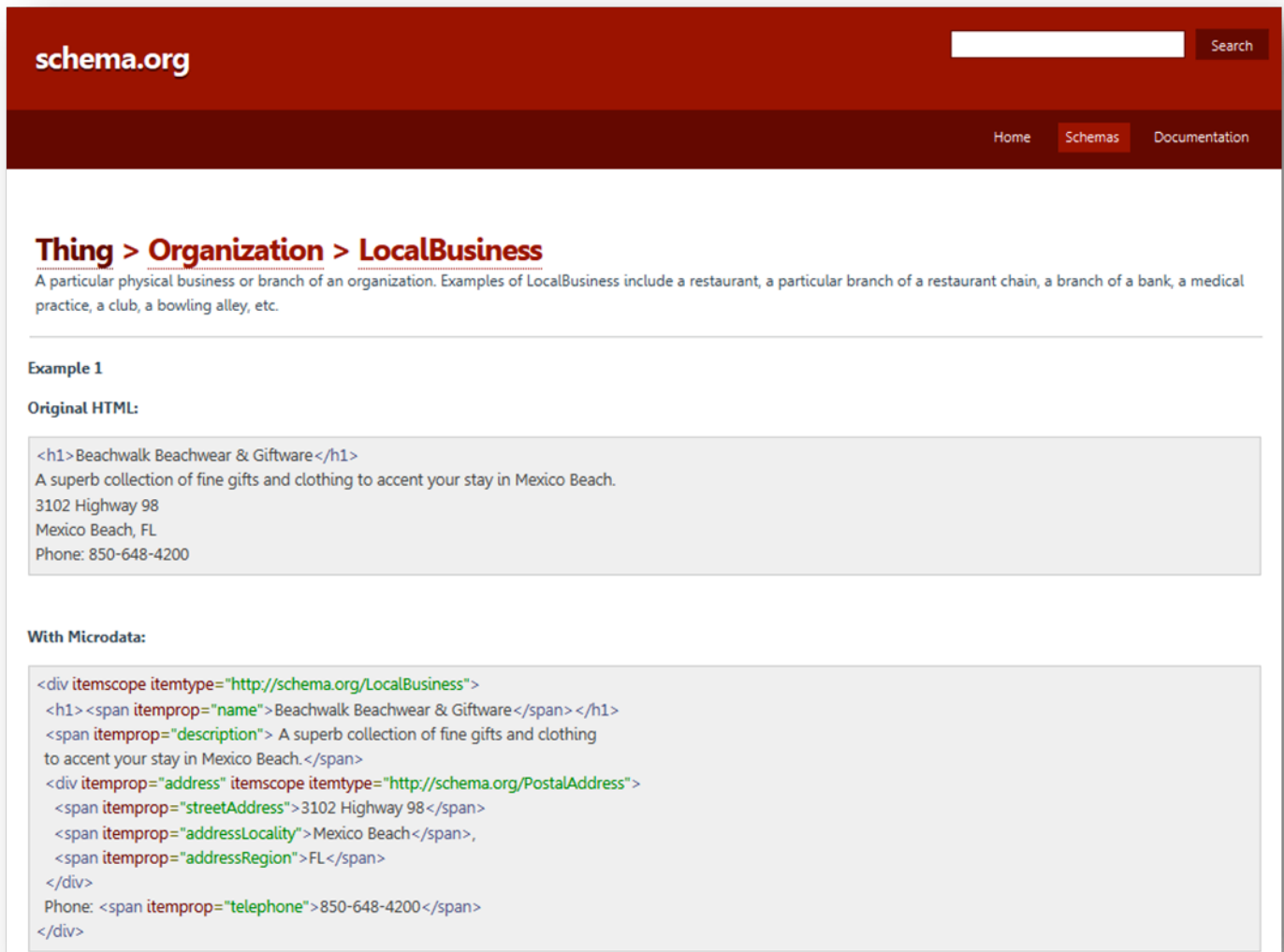
The bad news for site owners is that Google wants to keep searchers on their search pages for as long as possible. So, they provide answers to many of the questions they've anticipated regarding Tom and Jerry directly within the search listings. Along the right column of the results, within the [Knowledge Panel](#), they provide a brief history, the run time of the original cartoon and list the names of cast members. Then, within the organic results, you find places to purchase memorabilia, copies of the cartoon on DVD and links to YouTube videos.

Google is providing this information to searchers via links to more information within the panels, as well as links out to authority sites. Soon enough the knowledge panel will expand to include what most people are looking to learn, and possible purchase, based on their search phrase. In order for Google to know that your site has the correct 'types' so that you have the opportunity to be included in this is where Semantic markups comes in.

The schema (html tags) that Google recognizes in its algorithm can be found at [Schema.org](#). They do well in explaining the several 'types' in which keyword searches can be classified. The most common are:

- Creative works: Creative Work, Book, Movie, Music Recording, Recipe, TV Series
- Embedded non-text objects: Audio Object, Image Object, Video Object
- Event
- Organization
- Person
- Place, Local Business, Restaurant
- Product, Offer, Aggregate Offer
- Review, Aggregate Rating

Schema.org will provide you a clear understanding of exactly how Google determines associations and attributes, in addition to providing you with some really great HTML examples.



The screenshot shows the schema.org website interface. At the top, there is a search bar and navigation links for Home, Schemas, and Documentation. The main content area is titled 'Thing > Organization > LocalBusiness'. Below the title, there is a brief description of the LocalBusiness schema. The page then provides two examples of HTML code: 'Original HTML' and 'With Microdata'. The 'Original HTML' example shows a simple text block with a heading, description, address, and phone number. The 'With Microdata' example shows the same text block with microdata attributes added to the HTML elements.

schema.org

Home Schemas Documentation

Thing > Organization > LocalBusiness

A particular physical business or branch of an organization. Examples of LocalBusiness include a restaurant, a particular branch of a restaurant chain, a branch of a bank, a medical practice, a club, a bowling alley, etc.

Example 1

Original HTML:

```
<h1>Beachwalk Beachwear & Giftware</h1>
A superb collection of fine gifts and clothing to accent your stay in Mexico Beach.
3102 Highway 98
Mexico Beach, FL
Phone: 850-648-4200
```

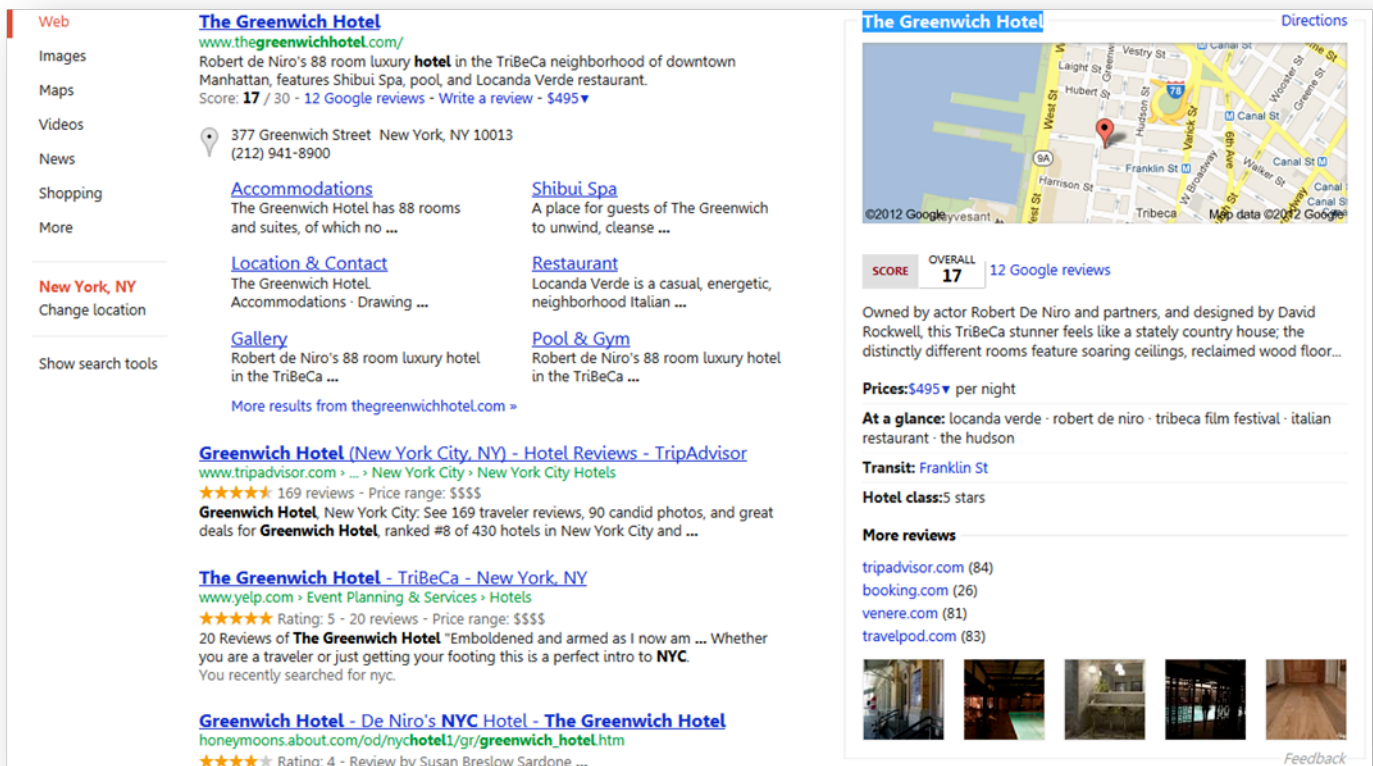
With Microdata:

```
<div itemscope itemtype="http://schema.org/LocalBusiness">
<h1><span itemprop="name">Beachwalk Beachwear & Giftware</span></h1>
<span itemprop="description"> A superb collection of fine gifts and clothing
to accent your stay in Mexico Beach.</span>
<div itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">
<span itemprop="streetAddress">3102 Highway 98</span>
<span itemprop="addressLocality">Mexico Beach</span>,
<span itemprop="addressRegion">FL</span>
</div>
Phone: <span itemprop="telephone">850-648-4200</span>
</div>
```

The first step, as a business owner, is to determine where you fit in. What's your schema? For instance, if you were the owner of 'The Greenwich Hotel' in NYC, you would want to make sure that Google recognizes you as a Hotel, Place and Local Business. Each of these types has various attributes associated with them, which you can see [here](#).

Performing a search for 'The Greenwich Hotel' will prove that Google is doing a good job of pulling up relevant information for 'The Greenwich Hotel'.

From within the results you can see a brief description, a transit point, a price point, and a map that will show you where the 'Local Business' is located. If you were the owner of 'The Greenwich Hotel' you would want to help Google out by making sure that your Google Places listing was associated with your website by applying any semantic markups that may come in handy to your site.



Web
Images
Maps
Videos
News
Shopping
More

New York, NY
Change location

Show search tools

The Greenwich Hotel
www.thegreenwichhotel.com/
Robert de Niro's 88 room luxury **hotel** in the TriBeCa neighborhood of downtown Manhattan, features Shibui Spa, pool, and Locanda Verde restaurant.
Score: **17** / 30 - **12 Google reviews** - [Write a review](#) - **\$495** ▼

377 Greenwich Street New York, NY 10013
(212) 941-8900

Accommodations
The Greenwich Hotel has 88 rooms and suites, of which no ...

Shibui Spa
A place for guests of The Greenwich to unwind, cleanse ...

Location & Contact
The Greenwich Hotel
Accommodations · Drawing ...

Restaurant
Locanda Verde is a casual, energetic, neighborhood Italian ...

Gallery
Robert de Niro's 88 room luxury hotel in the TriBeCa ...

Pool & Gym
Robert de Niro's 88 room luxury hotel in the TriBeCa ...


[More results from thegreenwichhotel.com >](#)

Greenwich Hotel (New York City, NY) - Hotel Reviews - TripAdvisor
www.tripadvisor.com > ... > New York City > New York City Hotels
★★★★★ 169 reviews - Price range: \$\$\$\$
Greenwich Hotel, New York City. See 169 traveler reviews, 90 candid photos, and great deals for **Greenwich Hotel**, ranked #8 of 430 hotels in New York City and ...

The Greenwich Hotel - TriBeCa - New York, NY
www.yelp.com > Event Planning & Services > Hotels
★★★★★ Rating: 5 - 20 reviews - Price range: \$\$\$\$
20 Reviews of **The Greenwich Hotel** "Emboldened and armed as I now am ... Whether you are a traveler or just getting your footing this is a perfect intro to **NYC**. You recently searched for nyc.

Greenwich Hotel - De Niro's NYC Hotel - The Greenwich Hotel
honeymoonsa.about.com/od/nycotel1/gr/greenwich_hotel.htm
★★★★★ Rating: 4 - Review by Susan Breslow Sardone ...

The Greenwich Hotel Directions



©2012 Google

SCORE OVERALL **17** **12 Google reviews**

Owned by actor Robert De Niro and partners, and designed by David Rockwell, this TriBeCa stunner feels like a stately country house; the distinctly different rooms feature soaring ceilings, reclaimed wood floor...

Prices: \$495 ▼ per night

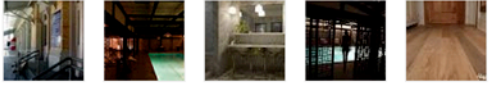
At a glance: locanda verde · robert de niro · tribeca film festival · italian restaurant · the hudson

Transit: Franklin St

Hotel class: 5 stars

More reviews

[tripadvisor.com](#) (84)
[booking.com](#) (26)
[venere.com](#) (81)
[travelpod.com](#) (83)



Feedback

One area where they may need help is in the 'Events' category. Sometimes, you might offer some special discounts, freebies, and festive offers for your promotion. It would be a good idea for Google to consider adding semantic markups for 'Events' to their site.

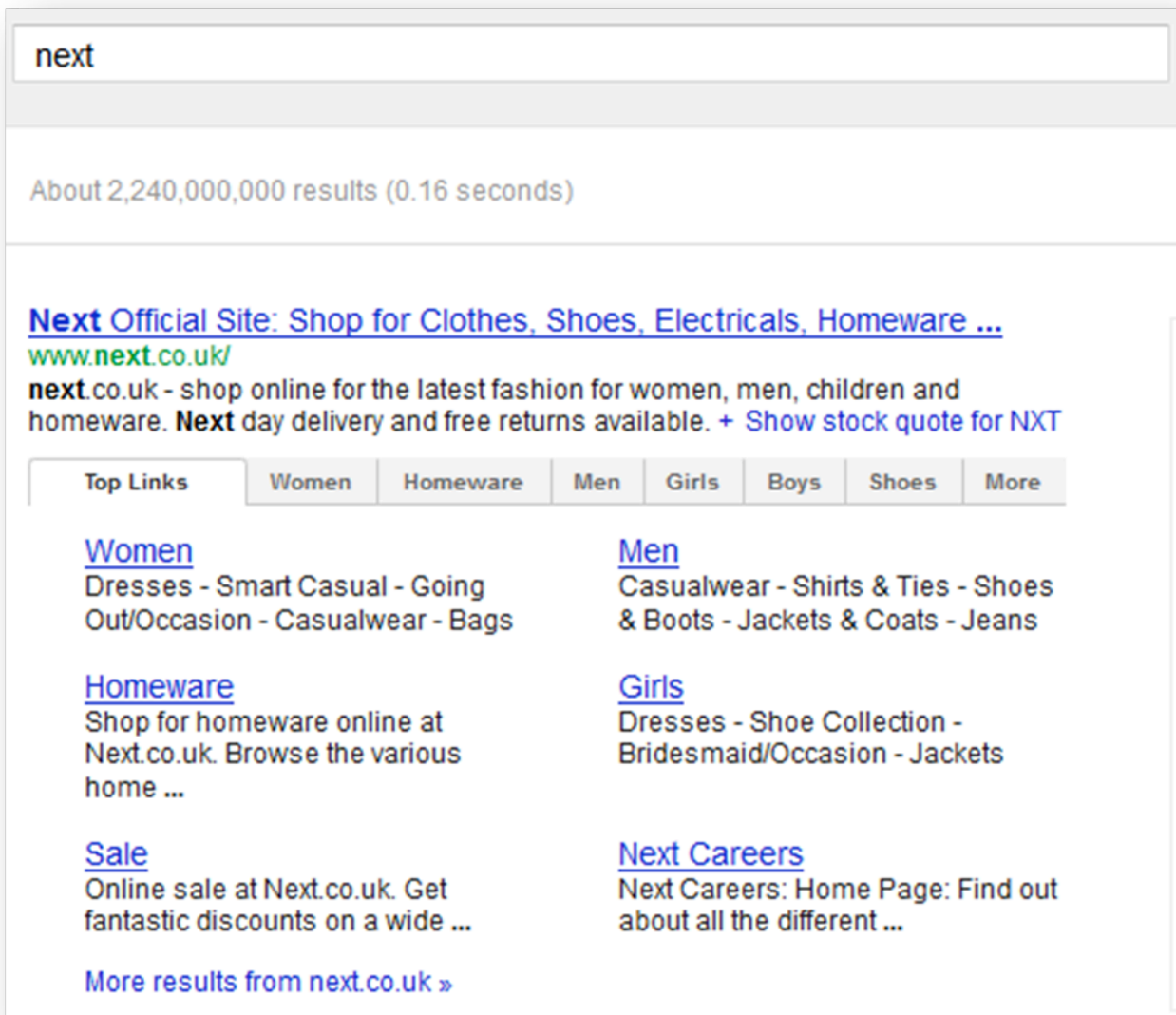
Try performing a search for your own business to see what is returned. Brainstorm what semantic markups may be worth adding to your site. Staying ahead in the rankings isn't a sprint; it's a marathon. You want to make sure you're doing every bit to stay ahead in the race and optimize for the long run.

3

Google is Testing a New Feature: Tabbed Site Links

It's official. Google is testing site links in a new tabbed format. The site links that you're used to seeing are still there in the "Top Links" section. However, above them are clickable tabs with more categories of site links to choose from.

According to reports, it appears that site links within each tab are determined by relevance and popularity. The new tabbed site links format gives your site the opportunity to increase the number of site links substantially, as you can see in the example below with the search for "Next".



next

About 2,240,000,000 results (0.16 seconds)

[Next Official Site: Shop for Clothes, Shoes, Electricals, Homeware ...](#)
www.next.co.uk/
next.co.uk - shop online for the latest fashion for women, men, children and homeware. **Next** day delivery and free returns available. + [Show stock quote for NXT](#)

Top Links Women Homeware Men Girls Boys Shoes More

[Women](#)
 Dresses - Smart Casual - Going Out/Occasion - Casualwear - Bags

[Men](#)
 Casualwear - Shirts & Ties - Shoes & Boots - Jackets & Coats - Jeans

[Homeware](#)
 Shop for homeware online at Next.co.uk. Browse the various home ...

[Girls](#)
 Dresses - Shoe Collection - Bridesmaid/Occasion - Jackets

[Sale](#)
 Online sale at Next.co.uk. Get fantastic discounts on a wide ...

[Next Careers](#)
 Next Careers: Home Page: Find out about all the different ...

[More results from next.co.uk »](#)

Of course there are pros and cons to the new format for site owners. Some worry that the tabs just add bulk which will end up pushing listings further down the page. There are also concerns that this might be an attempt by Google to keep traffic on their own site for a longer time.

The positive side is that giving visitors the chance to click right through to the information they're looking for could bring higher quality traffic. It will also decrease your site's bounce rate and increase time spent on each page dramatically.

However, we strongly feel that there needs to be a better way for webmasters to influence how site links appear in Google's SERPs. Demoting site links URLs via Webmaster Tools won't be enough to offer a great user experience. Introducing extra functionality in Webmaster Tools, so webmasters can work more on their own site links, would be more beneficial.

Anyways, we'll reserve judgment and keep you posted as the testing continues.

4

Crawl Error Alerts and Last Link Feature Added to Google Webmaster Tools

Google has rolled out Crawl Error Alerts in Webmaster Tools that will inform you of any serious errors or unusual spikes in errors that are occurring on your site. Since Googlebot crawls your site regularly it's a great idea for it to give you a heads up when it detects a problem.

Google has divided the Crawl Errors into two types: **Site Errors** and **URL Errors**.

Site Errors usually occur when there is a problem with configuration or a server problem which usually affects your entire site. Some common causes for site errors include:

- Your DNS server is down or misconfigured.
- Your Web server itself is firewalled off.
- Your Web server is refusing connections from Googlebot.
- Your Web server is overloaded, or down.
- Your site's robots.txt is inaccessible.

If Googlebot detects too many site errors, they will send you an error notice within your Webmaster Tools. The message will tell you the percentage rate of the error and suggestions on how to solve it.

[View messages for http://www.example.com/ »](#)



Delete

☆ ⚠ **[http://www.example.com/](#): Googlebot can't access your site**

Over the last 24 hours, Googlebot encountered 347 errors while attempting to retrieve DNS information for your site. The overall error rate for DNS queries for your site is 100.0%.

You can see more details about these errors in [Webmaster Tools](#).

Recommended action

If the site error rate is 100%:

- Use a WHOIS tool to verify that [http://www.example.com/](#) has a proper whois record and that nameservers are configured for the site. If not, contact your domain registrar to update your whois records.
- Using a DNS lookup tool, verify that the nameserver's name can be resolved to an IP address. If not, either update your whois record to contain an IP address for your nameserver, or update the DNS records for nameserver.
- Using a DNS lookup tool, verify that [http://www.example.com/](#) can be resolved to an IP address. If it can't, update the DNS record for [http://www.example.com/](#) on your nameserver.

If the site error rate is less than 100%:

- The most likely explanation is that your nameserver is overloaded. Contact your hosting provider and discuss the configuration of your DNS server and the possibility of allocating more resources to your DNS service.

After you think you've fixed the problem, use [Fetch as Google](#) to verify that Googlebot can properly access your site.

[Learn more in our Help Center.](#)

URL errors are more common even on a well configured site. Depending on the size of the site and the number of pages it has, there could be a fairly large number of URL errors on a regular basis. Googlebot detects these errors and only sends you a message when the amount of errors has a big spike.

These errors could be caused by things like soft 404's, a moved directory, or even someone linking to a page on your site that doesn't exist, meaning that it might not even be a problem that you need to address.

View messages for <http://www.example.com/> »

← Delete

☆ ⚠ **<http://www.example.com/>: Increase in server errors**

Google detected a significant increase in the number of URLs we could not access. It is likely that your server had an internal error or was busy when attempting to process these requests.

Recommended action

- Check the [Crawl Errors](#) page in Webmaster Tools.
- Check your scripts and script permissions.
- Examine the log files on the server for your site for scripts or pages that might be crashing.
- Consider addressing the load on your server.

[Learn more in our Help Center.](#)

Unless you login to your Webmaster Tools every day to check messages, you will need to consider enabling the Message Forwarding feature. This will allow Google to send these alerts directly to your e-mail address so that you don't miss anything important.

In addition to the Crawl Errors alerts, Google has also added a new feature known as "**Download latest links**". This allows you to download a list of newly discovered links that you've acquired which is sorted by date.

Overview » All domains
Top 643 domains that have links to pages on your site.

Download this table Download more sample links Download latest links Show 25 rows ▾

Domains	Links ↕
sportscollectorsdaily.com	15,730
earlybaseballcards.com	1,723
directorybuzz.net	334
doc-bt.com	304
allwebdirectory.info	222
123people.com	220
documentsearch.org	163
updowner.com	102
sportscardradio.com	88

5

Matt Cutts' Publicly Comments About Social Signals vs. Links

In an interview with Danny Sullivan at the SMX Advanced conference, Matt Cutts was asked whether or not links were being completely replaced with social signals for rankings. Here is his answer:

"There's this perception that 'Yes, everything will go social' or 'links are completely obsolete'. And I think it's premature to reach that conclusion. I don't doubt that in 10 years things will be more social and those will be more powerful signals but I wouldn't write the epitaph for links quite yet."

He goes on to talk about the massiveness of the Internet, reminding us that there are tons of signals that Google uses within its algorithm to determine rankings. Generally, major changes happen slowly so expect a small dialing down of links importance with tests and tweaks along the way. You can watch his short two-minute interview below.

<http://www.youtube.com/embed/mXJylyR2Lc0>



6

Google Takes Steps To Compete With Siri

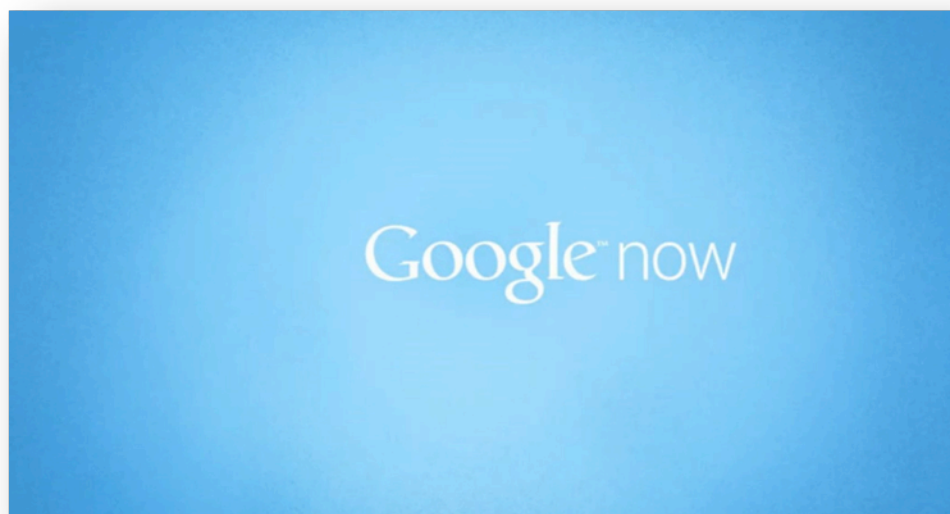
Google has high hopes to corner a bigger section of the mobile search market with big changes to their mobile search UI including the addition of a 'Voice Assistant' and the release of [Google Now](#) (a combination of what your phone knows about you to allow it to guess what you may want) for Android users.

Google wants to improve their voice search with the addition of a Siri-like assistant. The voice is not triggered to read all results but seems to be most often used when looking for specific answers to questions such as a phone listing for a business or a sport's score.

With the announcement of Google Now, Google hopes to become integral in helping you in everyday tasks using search. It combines your location, calendar events and time of day to anticipate what you may be searching for. An example that Google provided was that if you're driving to work Google Now may assist you in giving you alternate routes if there's a traffic jam or even provide the closest place for a quick bite to eat. You use the touch screen on your Android phone to scroll through the Google Now results and if you're not interested in them they can be removed with a swipe and you'll be returned to the regular mobile results.

Hard to say how long it will take for these changes to become fully integrated and adopted by users but they look promising. To check out what Google has to say regarding Google Now watch their short 1-minute video below.

<http://www.youtube.com/embed/pPqliPzHYyc>



7

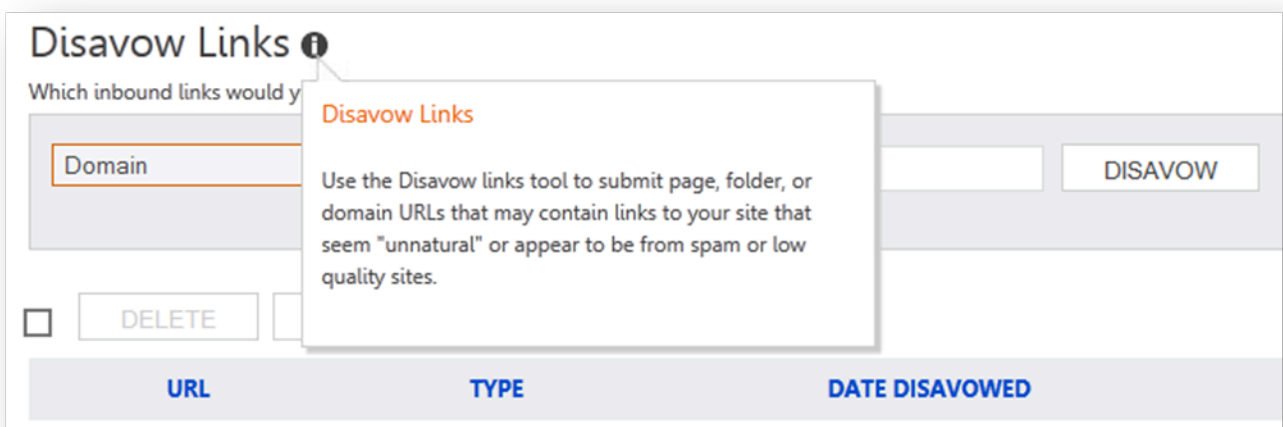
You Can Now Disavow Links in BING Webmaster Tools

Right out of the blue Bing added a service allowing webmasters to disavow links from within their webmaster tools account. It's a bit odd because Google is the one that has been penalizing questionable links of late, not Bing. So this caught us a little off guard.

While we haven't heard much from Bing on the subject of penalties for links before, it's entirely possible that this is more of a reporting tool than a disavow tool. It looks like Bing wants to know where the bad links are at, and having the target site report them might be an interesting twist.

How it may affect the site where the link has been disavowed is yet known. Another thing to consider is that this feature will be used to help train an algorithm in detecting low quality links. Regardless, Bing has yet to tell us exactly how the disavow feature works or what kind of affect it will have, which is why we're not suggesting you use this tool just yet.

However, if you're interested in taking it for a spin you will find the tool within [Bing's Webmaster Tools](#). All you need to do is choose which of your sites you wish to work with and click **Configure my site > Disavow links**. Then you'll have the ability to disavow an entire domain, a directory or even a specific URL.



Again, it's unclear what effect this service may have. In the official [Bing's Blog Post](#) about this subject, Duane Forrester noted not to expect to see any change in ranking after using the tool, and that there is no limit to the number of URL's you can disavow.

Duane Forrester, Bing's Senior Product Manager for Webmaster Tools, posted a thought provoking post to [Bing's Webmaster Blog](#) July 20th. Duane posted "What if links aren't as important as you think?" and attempts to make the point, without giving away the store, that links aren't as powerful as many give them credit for. He's quite specific that links still count, but perhaps more time should be spent on Social, fixing Web page errors (like dupe H1 tags), and creating content that answers questions.

We don't think this is a big revelation from the folks at Bing. Duane's just pointing out that your SEO work should be well rounded vs. only focusing on links as an end all solution.

In regards to Social, we have been noticing in Bing Local search that there is what appears to be an influence based on the number of Facebook Likes a business has received. While far from a scientific study, call it a good gut feel that at least in that type of search, Facebook likes are very likely to be one of the signals Bing is using. To be clear, we're not talking about personalized search where a friend likes something and that influences ranking, we're talking about Facebook Likes in general impacting search results.

At the end of the day we have to agree with Duane - don't hyper focus on links, spread your promotion efforts out across the board for best results.

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