Google Updates Cause Issues For SEO Firms

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London, UK ? They happen more frequently than most people know. Updates and changes to the Google search engine algorithm. Known as Penguin and Panda, they can create a break in SEO that previously worked for a website. In keeping with their mission to educate website owners, White Hat SEO (www.whitehat-seo.co.uk) has just published a new blog post entitled 'Is Your SEO Service Provider Compliant with the Dreaded Google Penguin & Panda Updates?'.

The article first defines these two important Google updates which make major changes in the search results. The Penguin algorithm is mostly focused on links having had a major hand in the downfall of those companies who do not conform to the published Google guidelines. Panda is also a strong and effective algorithm update that works against duplicate and poor content.

?The change or update in these algorithms has had a big effect on search engine results,? states Clwyd Probert, author of the article and founder of WhiteHat SEO. ?Many search engine optimization service providers, have been hit badly by the effects of the change in SERP results brought about by these algorithms. The fact that the update launched by these algorithms is severe becomes clear from the decrease in the rankings of the websites who had not acted according to the published Google guidelines.?

The article continues to relate the need to be 'very careful to comply with Google?s published guidelines for the Penguin and Panda updates because a website?s page ranking will fall or rise if a SEO service provider fails to comply with these SEO guides. A website?s reputation is based upon the traffic or visitors it receives. In order to make a website highly ranked and present at the top of the search result list, the compliance is a must'.

?If a SEO service provider is not informed about all these facts it could mean they are an amateur operation,? stated Probert. ?If spamming is bad, then what is good practice? Well, webmasters and SEO experts can bring in links from websites that can then be publicised among friends, family and business groups and these site links can then be spread around as bookmarks. In addition, it is very important to try to post fresh and new content consistently, which is the only natural way of building valid backlinks.?

Whitehat SEO Ltd. provides guidance, clarity and the opportunity to move their clients far ahead of competitors utilizing established systems in delivering services, as well as keeping up with recent trends and developments in the industry.

To read the article, visit www.whitehat-seo.co.uk.

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Whitehat SEO Ltd

Our company Whitehat is a full service agency with a team of experienced experts with knowledge of every aspect on online marketing: SEO (both local, national and international), reputation marketing and management, social media, PPC and web design.

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