

## Panda 3.8 Update, Reputation Management, Branding and More...

### James Schramko with a SEO update.

Now one of the big things that came out this week is Aaron Wall posted about [Google's paid inclusion](#). In some verticals for ecommerce Google can pretty much take up most of the page for product searches. So what does that mean for you? It means if you're going to ecommerce vertical, and you have products, then they're pretty much trying to take some of that free part, the search part, and make you pay for it.

How can you get around this? Something we've been experimenting with a lot and getting fantastic results for is really putting more emphasis into our branding and [logos and design](#). And we're seeing a big amount of search now when people are searching for our site name as well as our keywords.

So make sure your site is memorable and that you can start getting a brand, because once people go and search for brand it's so much easier to own your own brand. You're almost likely going to come up first and you'll have site links to the category pages within your site. So get that brand thing happening. So you don't want to be just having links to your site for keywords and product names you also want to have links to your site for your brand name, because you can easily own your brand name. Perhaps a combination of brand name plus keyword.

Another good strategy for SEO is link bait. We've talked about many different types of link baits such as [infographics](#), premium quality tutorial videos, what you want to do is put stuff on your site that is so good that people want to share it and especially make sure you put a Google +1 Chiclet on your site because you've got to be able to get social signals. Now just the Google ones are not enough, you should be putting Facebook and Twitter because it shows Google that your site is interesting enough that people want to share it. And these social signals are coming to play.

In other news, Panda 3.8 rolled out on the 26<sup>th</sup> of June and it was a refresh. They haven't changed the algorithm but they've refreshed it to see if people who've made adjustments after the last Panda are going to be included back in the index and what sort of result they're getting. They say it affects less than 1% of the market but I think that's quite a lot of people who get SEO help. So go and check your site to see if it's changed. Have a look at your Analytics from the 26<sup>th</sup> of June onwards. And see if there has been an impact. If you've been doing work, if you've been removing links, if you've been diluting your keyword saturation, and all the good things we talk about each week.

Google has published some [top tips for start-ups](#). You know the under 10 minute video has been released. It's very similar to the stuff we talk about. Making sure you have a good site title, description, relevant content, easy navigation, you put your site in Webmaster Tools and you submit a site map. Now these are all good things to do make sure you check out the video I'll link to it right near this video so that you can go and have a look. It makes sense to see what

Google suggests so that you can do the same thing. And I think they're spot on with this video. It's good information and it makes sense. This is for sites with less than 50 pages that are relatively new but are looking to get up and running quickly.

We've added a research and development tool this week to our army of tools so that we can get really good detailed analysis. For customers of ours, if you need help, [ask your project manager](#). We can dig deep; we can find out your link profile, we can make suggestions especially as to what you should be optimizing for, what things are likely to cause penalties, that's why we're getting such good results.

My final topic today is reputation management. You may not be aware but we have a site called [ReputationManagementAuthority.com](#) and we've been helping people get rid of bad results. Every single employer and most purchases are going to Google and typing in your name when they want to do business with you. Now if the results are less than ideal, you need to do something about it. Now with the advent of fresh content being important and optimizing your site just the right way, the fastest way to do that we found is to make sure our customers get every profile available to them. That's their Facebook profile, their Google profile, their Pinterest profile, their LinkedIn profile. Make sure that they're fresh and updated and then what we do is we actually build new websites with brand new content that the customer gives us and that we rewrite, reformat, make into really good quality documents and we put up these new sites and invariably with the addition of a series of Press Releases to announce these sites, we go straight over the top of bad news.

If you need help with reputation, please check out [ReputationManagementAuthority.com](#) If you are lucky enough to be in a business where you help people who have a difficult reputation, you're welcome to use our services. We have a very high success rate and we've got the best team members from our SEO business in that section because every single job is custom and it works. So when your customers or when you need reputation help, you need to get on to it as quickly as possible because every day you leave it is potentially costing you or your customer a fortune. No one likes to have a bad Google rep. Make sure that you control it, own it, it's within your power.

I'll look forward to catching up with you next week and I'll tell you what's happening in the SEO scene.

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