

Title:

Google, Updates, Upgrades, Penalties And Filters

Word Count:

583

Summary:

My site dropped from no.1 spot to nowhere. Google tech people replied to my email telling me I

Standard reply

It's a standard reply, nothing else. I would imagine that 9 times out of ten when Google get a

Keywords:

google, update, big daddy, upgrade, webmaster, ranking, placement, search, engine, serps

Article Body:

My site dropped from no.1 spot to nowhere. Google tech people replied to my email telling me I

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There seems to be some confusion about 'penalty'

A 'penalty' is applied to sites using tricks and sneaky stuff to boost their rankings in Google

Filtered

Another type of 'penalty' although it really is a purely an algorithm filter, is a webmaster u

Penalty is different from 'ignoring' links

When links are ignored, there is no penalty being applied, the links simply don't count. The s

Google does not owe you a living

Google does not owe any webmaster a living! I must mention this as many webmasters seem to for

If Google are busy with rebuilding their infrastructure, their database, their spiders, their

Complaining to Google that your website isn't at the #1 spot any more is like complaining to t

Panic, Florida and Big Daddy

Now is definitely NOT the time to panic. Google are upgrading. Things will be all over the pla

During the infamous 'Florida update', many webmasters panicked and began changing, tweaking an

Steady at the wheel, Captain!

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