

Google Changes Search Algorithm - Part I

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Google Updates Search Engine Algorithm

by Crack Google

Unless you have been hibernating or don't own a website of any kind, you might have noticed some interesting changes with Google's search engine. A lot of new changes have taken place and we are going to share some of our findings with you. Here is what we discovered.

Crack Google used to be on the first page of google for the search term "Increase Search Engine Ranking". Try clicking "Increase Search Engine Ranking" and see if you can find us. (hint, we are on or about the 4th page ranking us around 420 or so).

We will update this post and give you feedback as to how we are ranking. We are curious to see if we go up or down after making some recent changes to the site after getting downgraded. You will also be able learn more about what we did that may have contributed to this change in our ranking. For example, we recently added a bunch of domain alias to bring you to CrackGoogle.com. These were domains we registered at the same time we registered CrackGoogle.com. For example: CrackMSN.com, CrackAOL.com, EnterGoogle.com, and GoogleCrack.com. All of the names we felt were a good fit for this site and were suprised to see that Google really beat us down for adding those domain alias. Bear in mind, we are not advertising, we do not sell nor buy text links. We offer free help to the community and finally, we promote ethical building of pagerank and search engine rankings, yet Google punished us for adding domain aliases which we felt contributed to the benefit of our visitors or future visitors.

Be that as it may, we made some changes to see if we could restore some of the keyword rankings we once held. Some of those changes included:

1. NoFollow added to all outbound link (sorry, we had to see if this would help)
2. We optimized our URLs to be even more descriptive and Search Engine Friendly. For example:

/index.php?option=com_content&task=view&id=28&Itemid=28 is now be shown as
/Search_Engine_News/Google_Watch/Google_Changes_Search_Algorithm.html

In the past, we didn't really feel the need to be that specific or aggressive in regards to actually being very descriptive with our URLs, but after the recent algorithm change, we needed to step up the quality of our program ;-)

3. We also cleaned up some dead links and changed the formatting of much of our content so it was more consistent. This included various headings and keywords which we wanted to give more weight to.
4. We re-organized our content into various categories to better reflect the content. We also added new sections.
5. We added some new content, including this article. New content never hurts, particularly when it is informative and provides a benefit to the visitors / readers.
6. We are going to do a mailout to all of our members asking them what they would like to read about or if they need any help with their SEO projects. We feel this may generate a burst in interest and help move Crack Google into focus within the Internet Community.

Please check back soon, as we will be updating the site with our findings and results. And we will share additional steps we took to Increase our Search Engine Ranking with Google.

See ya soon,

Crack Google