



Googles New Update Panda/Farmer Penalizes Arbitrager/Scraper Bot Type Websites.

What Determines A Not Useful Article?

- Skinny content – not sufficient overall content on the page (800 total words on page is optimal).
- Optimized content has a very high word density ratio. (Less Than 1%)
- Having more ads than content.
- Content that was copied from another site.
- Poorly written content i.e. gibberish and fluff.
- Content that is by and large not “useful”.

What Determines A Helpful Article?

- It will pass a human examination.
- It is not ad heavy.
- It is well linked externally (links from quality sites).
- A page of content is not a copy of another document.
- It is typically created by a brand which has a distribution channel external of the search engines. Example: Twitter & Facebook.
- Does not have a high bounce rate followed by a click on the very next search result for that same search inquiry.

What Can You Do Improve Your Standing?

- **Readdress your ad-to-content ratio.** Trim down number of ads or low quality pages while increasing number of well written articles with quality information. Poor quality pages have a harmful effect on your entire website or sub-domain.
- **Get involved in social media.** It will help you be perceived as a brand that interacts with customers outside of search.

Example Rankings From Facebook Listings From Last Class

[Santa Ana Ca Tennis Court Lighting](#)

[Middle East Tennis Court Lighting](#)

[Tennis Court Lighting Japan](#)

Taking A Close Look At Twitter

Recorded Facebook Class:

<http://www.vimeo.com/19270818>

Google is indexing twitter pages now that no-follow tags have been removed. The maximum number of words has been lifted and now entire articles can be submitted. Type in "snowmobile ramps" into twitters internal search engine result is a entire article that has a static URL created by [bit.ly](#) generated url which reduces the size of the url to be syndicated and redirected by a search engine friendly 301 permanent redirect. Even individual tweets have started appearing within Google search results. Twitter is a fast and very efficient way to generate back links to your website.

Example Of Twitter Page Ranking In Google

[Discount Ramps](#)

Sign Up For A Twitter Account

<http://www.twitter.com>

Twitter Offers Feed Submittal Service Twitter Feeds

[What Is Hellotxt.com](#)

Join www.hellotxt.com

On twitter home page click on [networks](#) button at top of page to see feed options

URL shortening helps marketing by inserting more back-links when submitting to article directories. [Example of about the author window.](#)

When you paste a URL into your status box, [Hellotxt](#) will automatically create a shortened link for your social network profiles and services once you hit send. The character counter displays your word count based on the shortened URL. I want to use another link shortening service No problem, by inserting (*) before the URL you are sharing, you can send a full length URL, or a shortened version from another service, such as [Bit.ly](#)

Get Your API Key Here:

<http://hellotxt.com/dashboard/applications/TwitterFeed>

Click enable this application that will generate api user key.

Sing Up With twitter feeds

<http://twitterfeed.com/>

Click on Networks on home page to add your feed automatically to dozens of social media networks. Link below shows where rss or xml feed was posted from ie..

twitterfeed. Hellotext
<http://www.facebook.com/commercial.lighting>

Link Your Facebook Page To Your Twitter Account

You can now export your Facebook Page updates to Twitter. [Click here](#) to enable this feature.