Google Buzz Will No Longer Be Available After November 14, 2011

1. Google Buzz Will Be Replaced By Google Plus1

2. **Google Buzz will remain active as far as back links are concerned and most likely will be merged to Google Plus1**.

3. **Google Plus1 Back Link Example Results:**
   Go to **https://plus.google.com**
   Do a search for Jay Mock. Buzz-Plus1 results are back links pointing from Google to your site.

4. **Example of feed being pulled from Google Plus**
   http://boardreader.com/tp/Court%20basketball.html click on link under **Related threads on *court basketball*:**
   Alameda, Ca Full Court Basketball Court Lighting Case Study

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Results From Back Link Diversity Program & Social Media Sharing Project

Traffic Statistics For Residential Landscape Lighting
Traffic Statistics For XPBlocer.com

Content Submission Sequence: Including Back Link Diversification & Social Media Sharing Syndication.

1. **Post Article: http://www.rlldesign.com/led-gooseneck-lighting-a-271.html** 500 plus words with <1% word density ratio.
   a) Add pictures that are named with keywords. (outdoor gooseneck lighting) (http://www.rlldesign.com/images/banners/**led_gooseneck_lights.jpg**)
   b) Add internal links back to product/application and to any other keywords they apply using anchor text.
   c) Add call to action option (image, text or both) Example: http://www.rlldesign.com/led-gooseneck-lighting-a-271.html
   d) Optimize meta title & description tag using **google keyword tool**

2. **Post Blog: 350 words >1% word density for Yahoo & Bing**
   http://rlldesign.com/blogs/2011/09/led-gooseneck-lights version to your blog.
   a) Edit page permalink to main keyword
   b) Add internal links
   c) Add call to action option
   d) Optimize meta title & description tag
   e) Insert keyword tags
   f) Pick category that article is to be posted.

3. **Post Blog To Article Directories (hype stripped out)**
   Posted Page: http://www.contentcrooner.com/l_twt.php?id=1021256444
   www.Isnare.com Paid article submission
   www.EzineArticles.com
   www.SearchWarp.com
   www.ArticleBase.com
   www.GoArticles.com

Footer HTML Rendering
RLLD Commercial Lighting offers energy efficient lights, parking lot lighting, LED gooseneck lighting and LED area lighting fixtures

About the Author Footer (HTML)
RLLD Commercial Lighting offers energy efficient parking lot lighting, LED gooseneck lighting and LED area lighting fixtures

4. **Submit Article To Press Release Sites**
   www.information-online.com
   http://www.theopenpress.com
   www.pressexposure.com
   http://www.release-news.com/ they have a word like interface
   http://prsync.com/submit-press-release

5. **Convert article to PDF document and submit to PDF directories.**

   http://www.scribd.com
   http://www.docstoc.com
   http://www.listafterlist.com/tabid/57/listid/17132/The+Web/Top+29+Document+sharing+sites+for+back+links.aspx#ixzz1WpA05YJo

6. **Convert article to Power Point Slide and submit to power point directories**

   http://www.sliderocket.com
   http://280slides.com
   www.PowerShow.com
   www.AuthorStream.com

7**. Submit to social media sharing** and bookmarking sites using Share This with Firefox web browser.

What Is The Google Quality Rater Handbook?

The fact Google's “Quality Rater Handbook” was leaked several weeks ago does not come as a shock. As discussed in this class several months ago Google hires quality raters who manually check Google's search results to make sure that their search engine is functioning correctly.

A quality rater visits websites that Google returns for a keyword search and then evaluates the outcome based on relevant content. If a website does not contain relevant content Google's quality raters can mark a website as spam.

The quality rater handbook contains the guidelines that quality raters use to evaluate web pages.

Here are the most important takeaways from the “quality rater handbook”:

1. Google uses several levels of "relevance"
Quality raters can rate the relevance of a website as "vital", "useful", "relevant", "slightly relevant" and "off topic".

In addition to the relevant content, Google likes pages that are "highly satisfying, helpful, authoritative, entertaining, and recent".

2. Relevant web pages can still be spam
Google knows the difference between relevance and spam. Depending on the intent of a web page, the page can be spammy although it contains relevant content.

Things your relevant website could be as spam if any of the following is present:

- **Hidden text or links** may be exposed by selecting all page text and scrolling to the bottom (all text is highlighted), disabling CSS/Javascript, or viewing source code
- **Sneaky redirects** through several urls:
- **Rotating Destination Domains:** redirecting through several URLs, rotating destination domains cloaking with JavaScript redirects and 100% frame
- **Keyword Stuffing:** multiple keywords per page or hey keyword density
- **Unrelated pay per click (PPC) ads**
- **Copied or scraped content and PPC ads**
- **Feeds with PPC ads**

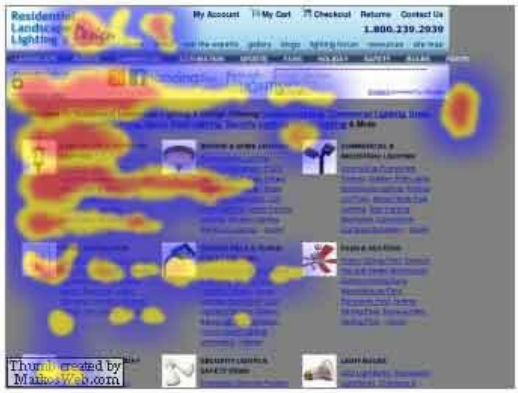
- **Doorway pages** Doorway pages are often easy to identify in that they have been designed primarily for search engines, not for human beings. Sometimes a doorway page is copied from another high ranking page, but this is likely to cause the search engine to detect the page as a duplicate and exclude it from the search engine listings.
- **Copied message** boards with no other page content
- **Fake search pages** with PPC ads (dynamically generated pages)
- **Fake blogs** with PPC ads (dynamically generated blog pages)
- **Thin affiliate sites** that only exist to make money
- **Lack of original content**
- **Pure PPC pages** with little to no content

If you want to get lasting high rankings on Google, avoid spam tactics and use ethical search engine optimization methods. If you give Google what they want, your website will get lasting high rankings.

This Is A 5 Year Update For Heatmap For residential-landscape-lighting-design.com

A Heat map is a snap shot of an F-shaped principle of how web-pages are read: two horizontal strips and one vertical. Using this principle where your visitors' eyes will first be directed to on **Residential Landscape Lightings** main page.
This data can help you in placing the most important site's information in the hottest spots. This will help you to boost your website's traffic and raise profitability.

Heatmaps are generated from user eye-tracking studies of three websites. The areas where users looked the most are colored red; the yellow areas indicate fewer views, followed by the least-viewed blue areas. Gray areas didn't attract any fixations. *This is a screen shot for Residential Landscape Lightings home page heat map.*



The heatmaps below show how users read three different types of Web pages:

- an article in the about us section (far left),
- a product page on an e-commerce site (center), and
- a search engine results page (SERP; far right).