

SEO: SURVIVING GOOGLE'S PANDA *and* PENGUIN UPDATES!

Though they might sound like cute and cuddly animals, Google's Penguin and Panda updates have re-defined what is considered 'good quality' content on the web. By releasing these monumental changes in their ranking algorithms, Google's primary goal was to provide searchers the *best* user experience online. The irony is that as cute as a Penguin or Panda can be, many businesses were financially devastated by the impact of these changes as they helplessly watched their website rankings quickly plummet!

Below, we've compiled a list of to dos geared to helping you survive the effects of getting slapped by the Panda or hit by the Penguin!



WHAT TO DO IF YOUR SITE HAS BEEN: *Panda* SLAPPED!



HIT BY THE *Penguin!*



Online marketing is all about evolving and adapting with the current digital demands. Aligning your strategy with Google's Panda and Penguin is your first step to success. For more tips and expert insight on how you can improve your SEO strategy, be sure to team up with a digital marketing professional now!

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today for more
information.

About WSI – we simplify the Internet:

WSI is the world leader in Internet marketing, Internet consultancy and Internet development services worldwide. By using innovative Internet technologies and advanced digital marketing strategies, businesses can have a WSI Digital Marketing Solution tailored to their individual needs to elevate their Internet presence and profitability to new levels. For more information about the Digital Marketing tactics presented in this webinar please contact your WSI Consultant or email us at: webinars@getwsipowered.com.