Google Slap Happy SEO Practices Made Easy – A Cheat Sheet For Being Protected From Google

Module 1 – The Content On Your Websites

Low quality in one part of your website can affect our site overall.

1. Use copyscape on the existing content on your blog. If your blog content is largely similar to what you've released elsewhere or what's already published elsewhere online then seriously consider removing any duplicate content.

2. Add some fresh content to your blog or rewrite some of what's already there.

3. Look carefully at the list of sites that have suffered at the hands of the latest Google algorithm change and look at alternative linking sources.

4. Be wary of using data feeds which relies solely on data feeds from a merchant's site. This duplicate content may have an impact.

5. Add more quality, longer length posts or pages on your sites rather than short 100 word blog blurbs.

6. If your site is a html site make sure you have proper title tags and header tags on every post.

7. Increase the ratio of content versus ads on your sites.

8. Google's Maile Ohy recommends using <meta name=robots content=noindex> on pages that contain duplicate information on them rather than attempting to block it with robots.txt

9. Mix up article or content length on your sites.

10. Focus your sites on users rather than Google algorithms.

11. Make sure the same content is shown to new and returning visitors.

12. Make sure the content on your sites is relevant. Even smaller site that are more focused should rank higher in the search engines now.

13. Don't saturate your site with adsense ads.

14. Make sure you comply with Google policies regarding if you need to provide contact and address information to display certain ads on your site.

15. Make sure to have at least 5 – 7 pages on every blog/site you create with at least 500-750 words on each of those pages.

16. Have a sitemap on each of your sites.

17. Have a contact us page.

18. Have a privacy policy page.

19. Have an about us page.

20. Have an anti spam policy page.