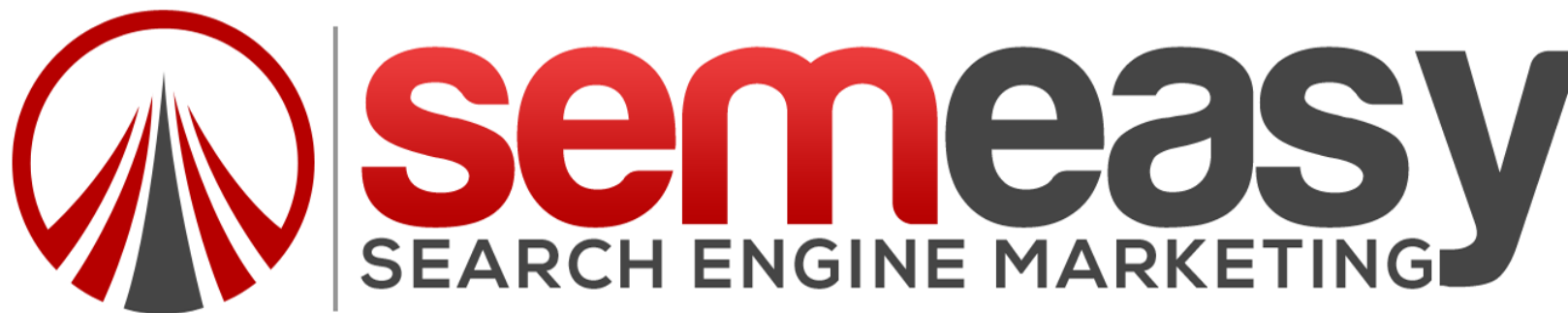
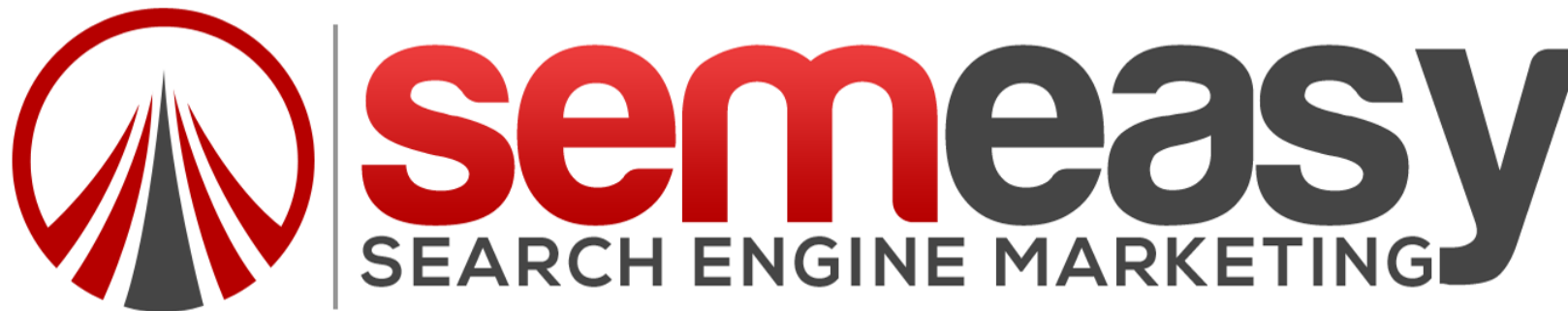


WELCOME TO SEMEASY



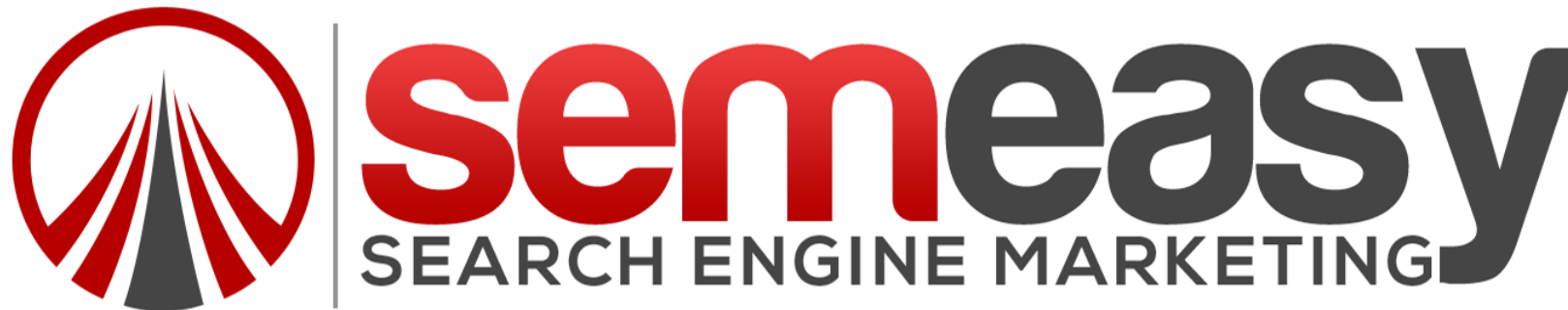
PIGEON, SKYFALL, PANDA 3.0

GURUS RUNNING AROUND LIKE CHICKEN LITTLE!



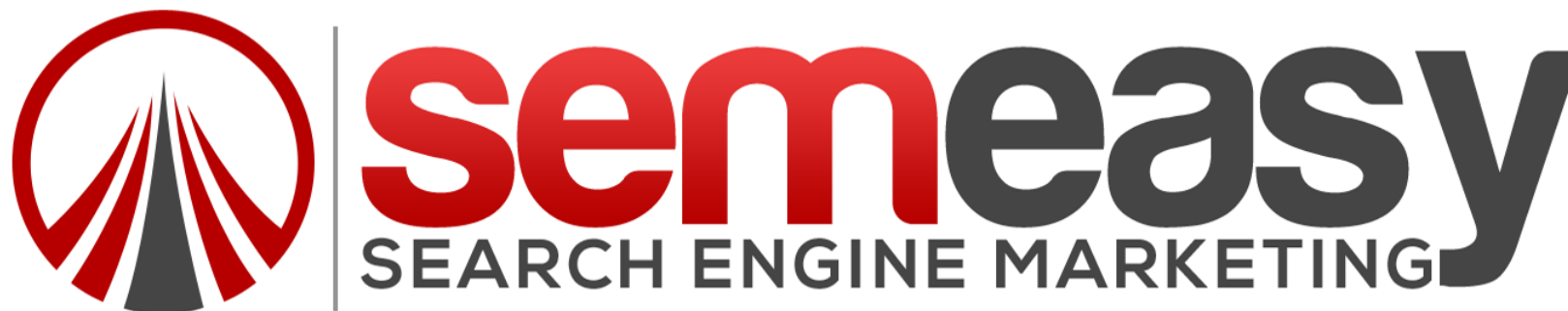
GOOGLE: PATENT BREAKDOWN

10/22/14



GOOGLE PATENT
US8244722

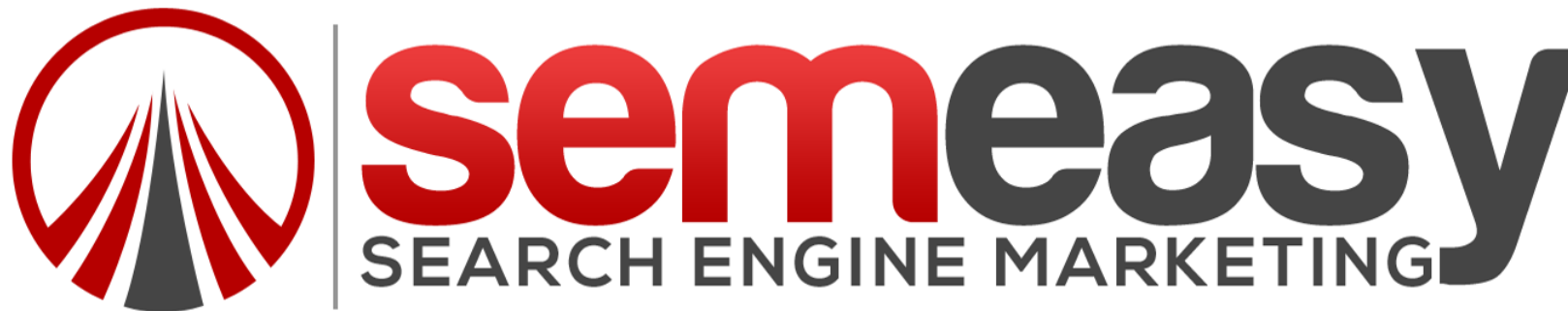
RANKING DOCUMENTS



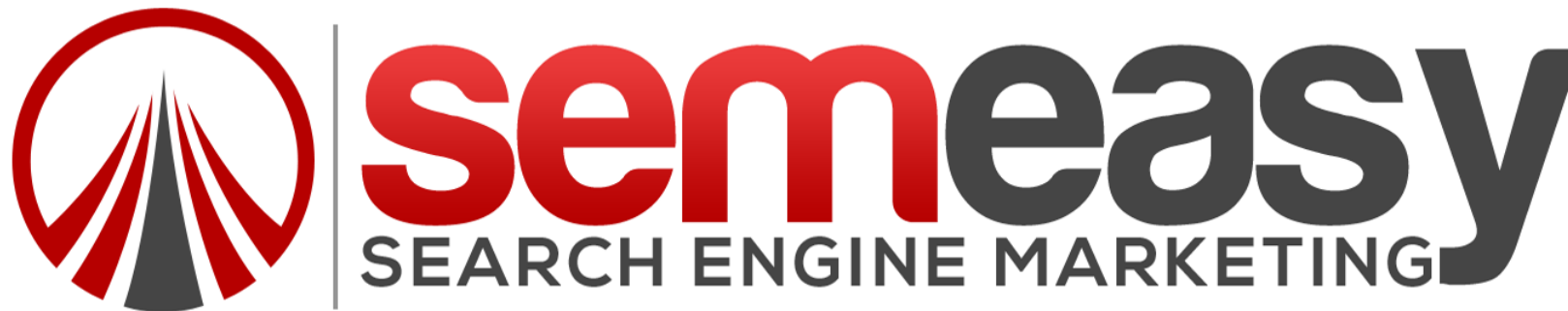
RECAP:

Last Week – Detection Modules for Black Hat SEO Tactics

HISTORY OVER TIME

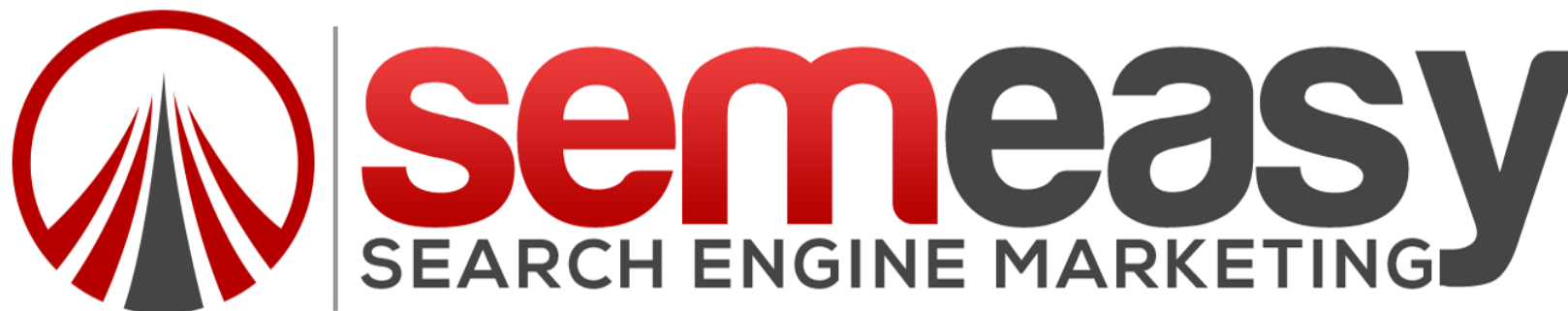


REACTION ALGORITHM: RANKING DOCUMENTS - 2012

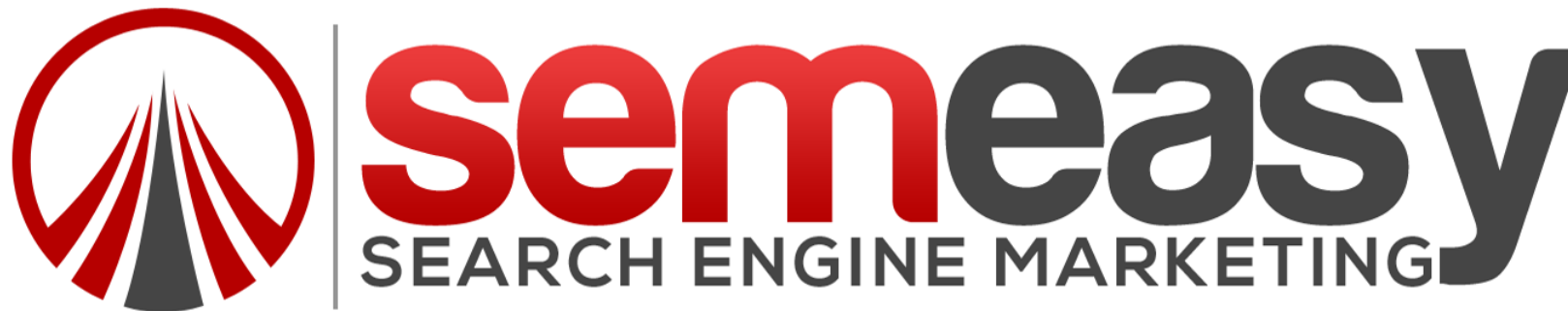


GOOGLE PATENT
US8244722

RANKING DOCUMENTS

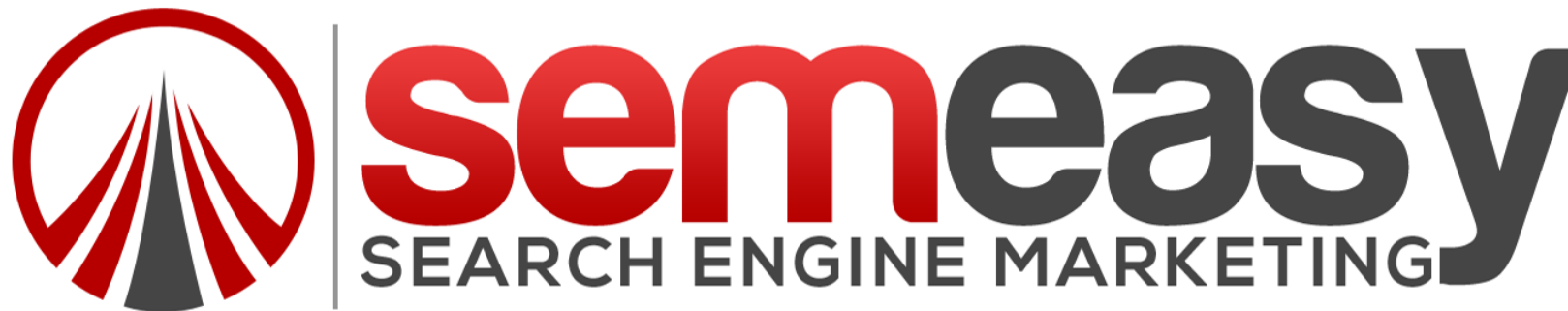


HOW GOOGLE RESPONDS WHEN
IT BELIEVES THERE EXISTS THE
POSSIBILITY OF MODIFCATIONS

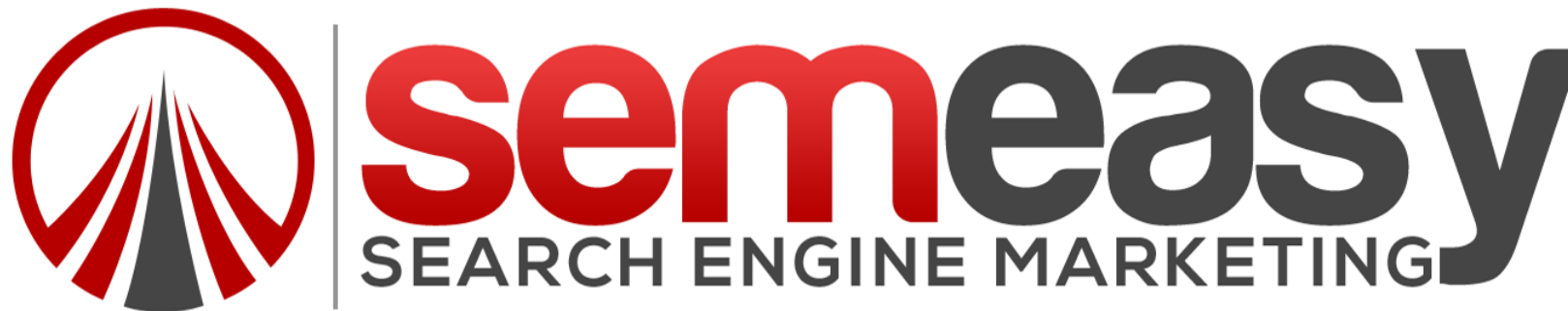


Abstract

- A. System saves initial rank of document on SERP request
- B. On repeat searches, if new rank is different from initial rank, then initiate Rank Transition Function
- C. Monitor SEO Response to Transition Function
- D. Change new rank based off detection of Black Hat Tactics



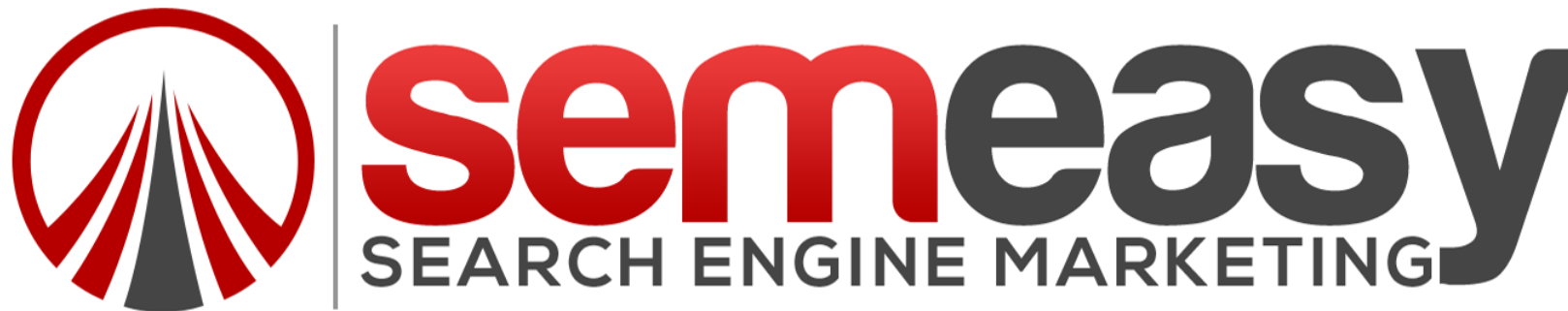
RANK TRANSITION FUNCTION



RANK TRANSITION FUNCTION

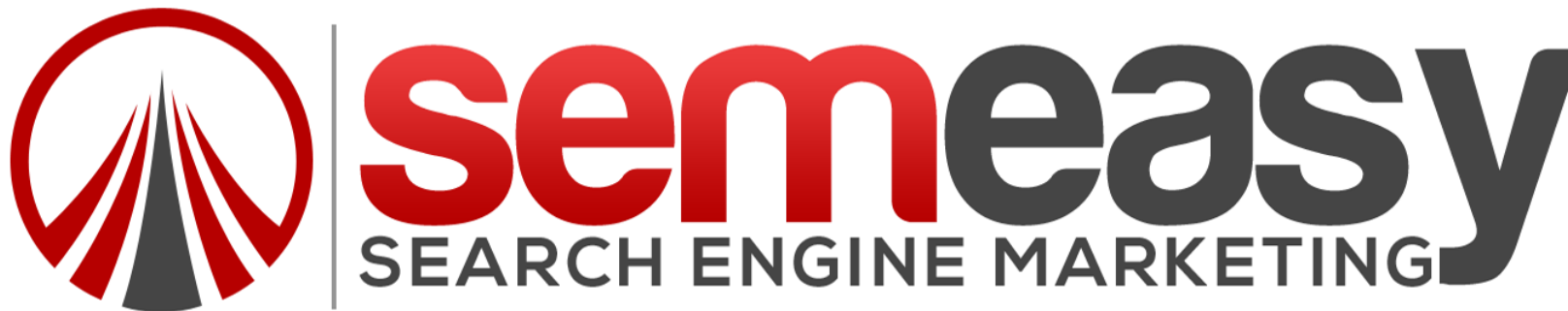
Design to confuse the SEO and invoke a response that is monitored.

Returns random responses within the transition period for SERP position.



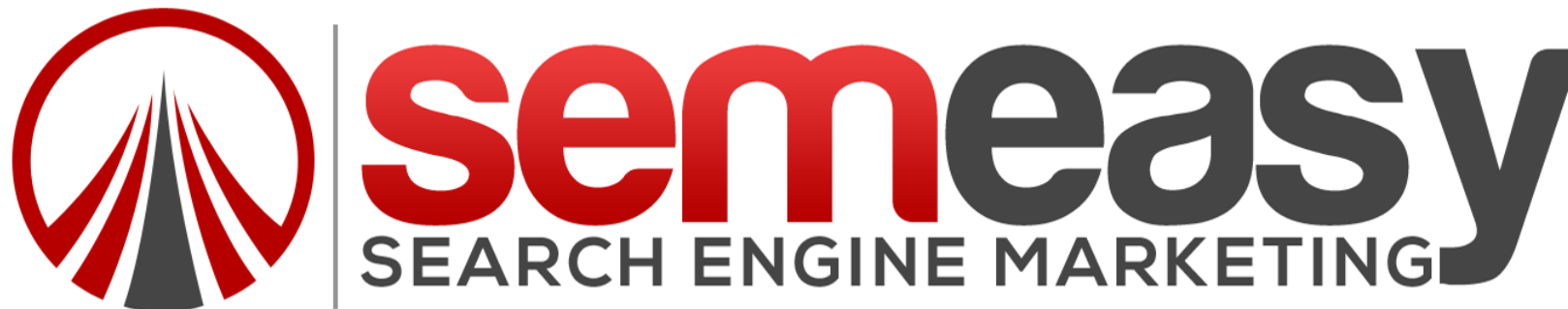
During the transition from the old rank to the target rank, the transition rank might cause:

- a time-based delay response
- a negative response
- a random response, and/or
- an unexpected response

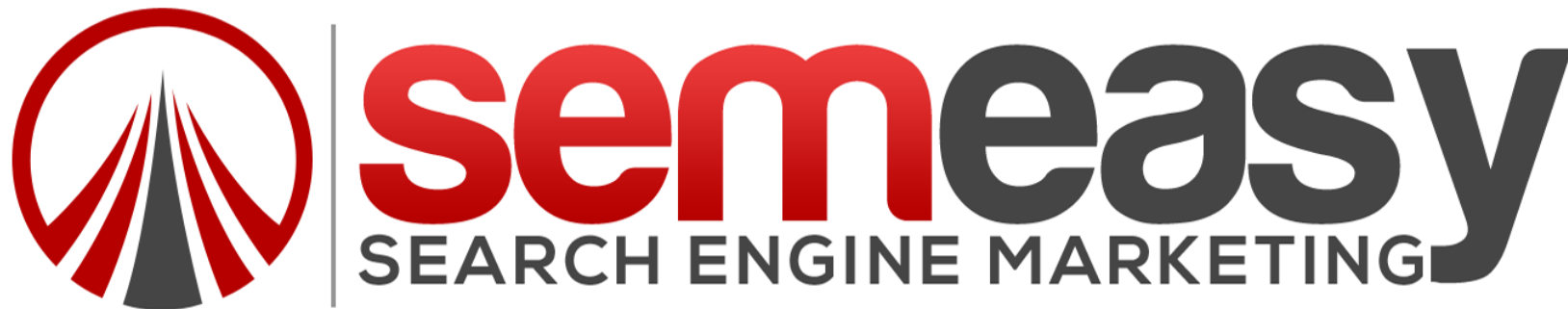


Why use these types of transition functions?

- A. Confuse and deter SEOs from attempting non Google approved SEO tactics*
- B. Reduce the effectiveness of Brute Force reverse engineering of the SERP generation algorithms*
- C. Try to invoke a response from SEO during transitional ranking phase*
- D. Detect SEO response – Implies Punitive Reaction*



TAKE AWAYS:



UP YOUR BACKLINK GAME!

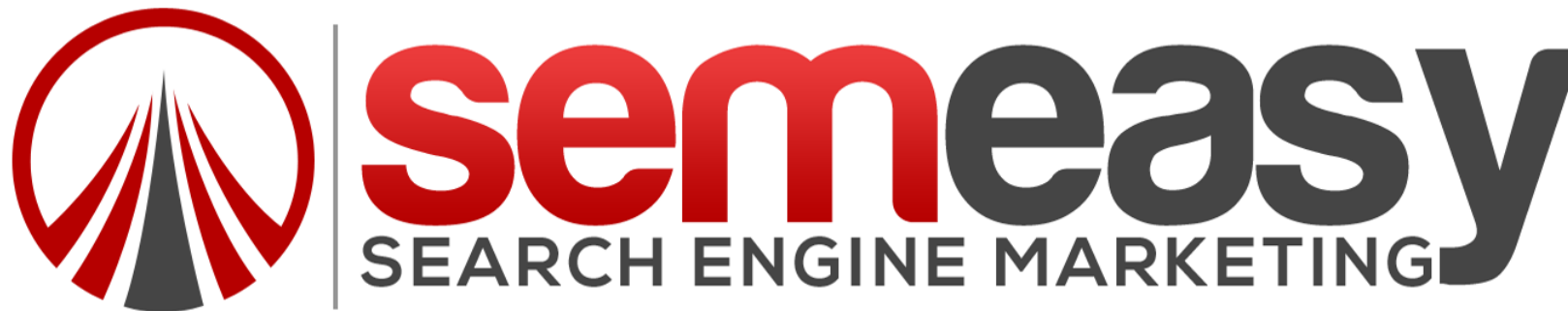
**FIND BACKLINKS WITH USER FUNNELS
(Yes, actual users!)**

**TRUSTED SITES – LESS ABOUT PR AND MORE
ABOUT USER FLOW**



FOLLOW STANDARD ON PAGE SEO GUIDELINES

- A. No Keyword Stuffing
- B. No Hidden Text
- C. Good Internal Interlinking Between Relevant Content



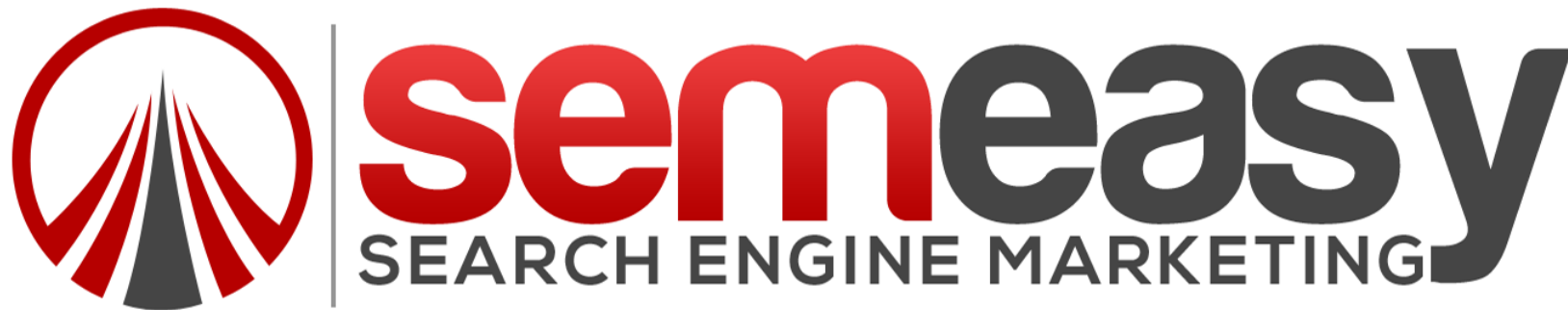
HERE IS ONE OF THE BEST SOLUTIONS TO PBN ISSUE

Become a reporter! - Allvoices.com

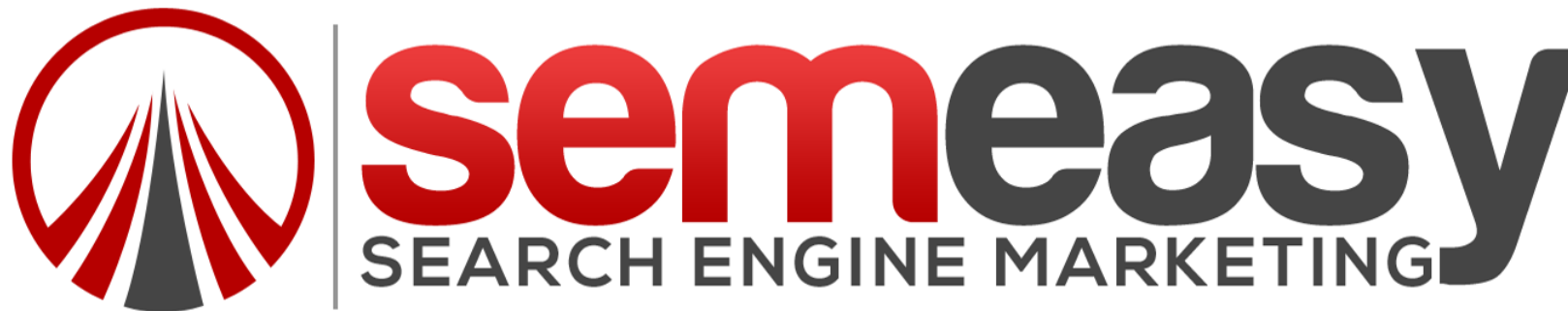
http://www.moreofit.com/similar-to/www.allvoices.com/Top_10_Sites_Like_Allvoices/



PIGEON SERP UPDATES!



1. GROUPS – VIEWED DIFFERENTLY
2. GOOGLE + BUSINESS
3. MEGA VIDEO SERPS



QUESTIONS?

