PENALTY ANALYSIS REPORT

Before starting any SEO Campaign

- We need to analyze website current position in terms of Google Updates and Algorithms so that we can understand current standings of website and then can make SEO Strategy accordingly

Therefore, we analyse website for different updates

1. Panda Analysis

What is Panda Update

Google's Panda Update is a search filter introduced in February 2011 meant to stop sites with poor quality content from working their way into Google's top search results. Panda is updated from time-to-time. When this happens, sites previously hit may escape, if they've made the right changes. Panda may also catch sites that escaped before. A refresh also means "false positives" might get released.

What Cause Google Panda Penalty?

- Duplicate Content
- Low Quality Content
- Keyword Stuffing in Content
- Low Word Count Per Website Page
- Lack of New Content Addition

Analysis

- Duplicate Content, **Not Found**
- Low Quality Content, **Not Found**
- Keyword Stuffing in Content, **Not Found**
- Low Word Count Per Website Page, **Found**
- Lack of New Content Addition, **Found**

Final Remarks

- **Low Word Count Per Website Page, Found**

While analysing your campaign, we found some pages with:

- **Less Content/Low Word Count**

Google loves pages with more information for viewers. For optimum SEO results we should have at least 400 to 500 words of unique content per page. This is not a limit though, from an SEO perspective the more content we have, the more value our page will have.

Here are list of pages that need more content:

This issue is an important factor for SEO Rankings so please feel free to submit your extra content to us to upload or enquire about our copywriting service that can assist in creating SEO optimised content for these pages.

- **Lack of New Content Addition, Found**

While analysing your campaign, we found that we are not adding sufficient, new content on your website often enough to optimise your Google rankings.

Google loves new content and always ranks sites better that add new content consistently. We should be adding at least 2 blog post per month to maintain the level of consistency that Google encourages. This will help your rankings a lot but will also give your viewers more engaging and informative content.

You can manage this issue at your end by sending us your blog posts or articles then we will optimise and upload them to site, or our Copywriting Team can help by producing a completely SEO Optimised Blog Post/Article integrating our keywords if you can supply us with a focus topic.

To take advantage of our very affordable Copywriting service, please add a new Project through your Portal for "Copywriting" and make your selection. (Pricing is available on the Pricing Schedule listed in the documents section of your Portal).

2. Penguin Analysis

What is Penguin Update
Google launched the Penguin Update in April 2012 to better catch sites deemed to be spamming its search results, in particular those doing so by buying links or obtaining them through link networks designed primarily to boost Google rankings. When a new Penguin Update is released, sites that have taken action to remove bad links (such as through the Google disavow links tool or to remove spam may regain rankings. New sites not previously caught might get trapped by Penguin. "False positives," sites that were caught by mistake, may escape.

What Cause Google Penguin Penalty?
- Links From Low Quality Websites
- Links From Paid Networks
- Links From Spun Articles
- More than 70% links on Money Anchors
- More Than 50% Non Local Links
- More Than 80% Links on Home Page
- Links for irrelevant websites
- Links from non local extensions

Confirmed Penguin Updates

1. Penguin 1 on April 24, 2012 (impacting around 3.1% of queries)
2. Penguin 2 on May 26, 2012 (impacting less than 0.1%)
3. Penguin 3 on October 5, 2012 (impacting around 0.3% of queries)
4. Penguin 4 (a.k.a. Penguin 2.0) on May 22, 2013 (impacting 2.3% of queries)
5. Penguin 5 (a.k.a. Penguin 2.1) on October 4, 2013 (impacting around 1% of queries)
6. Penguin 6 (a.k.a. Penguin 3.0) on October 17, 2014 (impacting less than 1% English queries).[25] On December 1, 2014 Google confirmed that the update was still rolling out with webmasters continuing to report significant fluctuations
7. Penguin 7 (a.k.a. Penguin 4.0) on September 23, 2016

Final Remarks

Analysis
- **Why analyzing your old back-links, we find few instances like**

- Links From Low Quality Website, **Not Found**
- Links From Paid Networks, **Found**
- Links From Spun Articles, **Not Found**
- More than 70% links on Money Anchors, **Not Found**
- More Than 50% Non Local Links, **Found**
- More Than 80% Links on Home Page, **Found**
- Links for irrelevant websites, **Not Found**
- Links from non local extensions, **Found**

- We will fix them in our SEO Process. So no action required at your end. These issues will impact a bit in ranking process so this site will take a little more time to rank as compared to sites with no such issues.

3. Google EMD (Exact Match Domain) Analysis
What is EMD Update
The EMD Update — for "Exact Match Domain" — is a filter Google launched in September 2012 to prevent poor quality sites from ranking well simply because they had words that match search terms in their domain names. When a fresh EMD Update happens, sites that have improved their content may regain good rankings. New sites with poor content — or those previously missed by EMD — may get caught. In addition, "false positives" may get released.

What Cause EMD Penalty?
- Low-quality Exact-Match Domain
- Keyword Based Low Quality Domain Name i.e personaltrainers.com is keyword based domain

Analysis
- Low-quality Exact-Match Domain, **No**

Final Remarks

- **No Big Issues, all looking good:)**

4. Google Mobile Friendly Analysis
What is Google Mobile Update?

On April 21, 2015, Google released a significant new mobile-friendly ranking algorithm that's designed to give a boost to mobile-friendly pages in Google's mobile search results. The change is so significant that the date it happened is being referred to by a variety of names. Here at Search Engine Land, we're calling it mobilegeddon, but sometimes it's also referred to as mobilepocalyse, mopocalypse or mobocalypse.

What Cause A Penalty?
- When website is not mobile friendly

Analysis
- Website is Mobile Friendly, **No Issues**

Final Remarks

- **No Issues, all looking good:) Our website is mobile friendly**

5. Hummingbird Analysis

What is A Update

"Hummingbird" is the name of the new search platform that Google is using as of September 2013, the name comes from being "precise and fast" and is designed to better focus on the meaning behind the words. Read our Google Hummingbird FAQ here.

Hummingbird is paying more attention to each word in a query, ensuring that the whole query — the whole sentence or conversation or meaning — is taken into account, rather than particular words. The goal is that pages matching the meaning do better, rather than pages matching just a few words.

Google Hummingbird is designed to apply the meaning technology to billions of pages from across the web, in addition to Knowledge Graph facts, which may bring back better results.

What Cause A Penalty?
- When content is not including questions of users
- When FAQs Page is missing

Analysis
- FAQs Page, **NO**
- User Friendly Content, **NO**

Final Remarks

While analyzing our site, we find that

- **FAQs page is missing**

We need to sum up possible questions of prospects and make a FAQs page around this.

You can manage this issue at your end by sending us your FAQs with answers content then we will optimise and upload them to site, or our Copywriting Team can help by producing a completely optimised FAQs Page, integrating our keywords if you can supply us with a focus topic.

To take advantage of our very affordable Copywriting service, please add a new Project through your Portal for "Copywriting" and make your selection. (Pricing is available on the Pricing Schedule listed in the documents section of your Portal).

If you have any other questions or would like more information regarding search engine optimization and other internet marketing strategies please don't hesitate to reach out to me.

Regards,
Thetaware