

So we will begin here with a very quick review of the change that has happened in the SEO world in 2011, then we will dive straight into actionable information that you can actually do something about today, or maybe tomorrow if you prefer to sleep tonight.

So first off, Leslie is going to talk about some **changes in the display of search results** and how you can profit from those changes by being one of the first movers in the market that's actually aware that these changes are there.

I will then talk about the 800 pound Panda Bear that sort of rocked the SEO world in early 2011 and has been an ongoing issue, and talk about what you can do to actually come out ahead in that. Leslie will then go over our forecast for 2012, including a lot of things that we actually factually know are coming, they're just not rolled out yet.

So, it's been a heck of a year, no? I mean, wow! Google's Panda update in February, combined with the earlier algorithm shift that took place in January, Panda. Yeah, it was big. And aside from the obvious stuff that I think everybody's heard about already like, "Don't completely cover your webpages with advertisements because that's bad for your Panda quality score." There's also a lot of more subtle stuff going on here that we're going to have to talk about this evening because a lot of people just don't know about it and just don't understand about.

And there's just bad advice out there that you want to avoid, including things like deleting a bunch of pages from your site. You don't need to do that and you don't want to do that.

Freshness- the idea that new content may somehow be a better answer for some kinds of keywords and some kind of search queries has come up again, and it's sort of been made a big deal of, but it may not be quite as big of a deal as some people have made it out to be.

There have been some **big changes in the format of search results** and Google, Yahoo, and Bing have all been running all kinds of different weird experiments all year long. There has been, sort of quietly, in fact, sometimes masked by these other big updates and hidden behind them, there's been a big expansion in the number of local results, the maps and places results in Google, Bing, Yahoo, and also in the number and in the size of the paid listings—the pay-per-click stuff—AdWords and stuff like that.

It's Still Google

A year into the Yahoo and Bing search alliance, I think that we can confidently say that that hasn't done much to help either of them with their market share. They're still pretty much sitting at less than a third and Google is still sitting in a very dominant position.

So we had to make some very hard decisions tonight about what we were going to cover. Because it could have been a three hour, four hour or a two day webinar and nobody would sit for that. So I'm going to sneak in some stuff on freshness here before I give the reins to Leslie.

Freshness

Google announced this a couple months bck, that it was a new change: more search results were going to involve looking for fresh content. They announced this big percentage of search results that it would affect or searches that it would affect. But that's actually a little bit misleading, because it's almost entirely happening on the long tail with current events and stuff like that, where you're almost never going to be trying to target those keywords anyway.

Second, where it does matter, you're probably not going to care that much unless you actually have fresh content that you are trying to rank for these queries, in which case you're probably going to be OK because your content will be fresh and relevant to the topic.

Average Document Age

Now, the way that this probably works is that Google is going to look at the thousand or so documents that they fetch for a query and they'll use the average age of those documents to determine if that particular topic, that particular search query desires freshness in the results.

So, regardless of whether particular keywords that you're targeting is seen by Google as requiring fresh content, we do believe absolutely, and we're seeing more and more indication this is becoming a stronger signal, **that sites which regularly publish unique content will get a boost in ranking today, and certainly in the future.** We'll talk about that some more as we get going.

Tonight, we have these two big rocks; these two big things that we wanted to focus on where you can get some information from us, take some notes, take some action and actually get some results pretty quickly from acting.

So, Leslie is going to talk about the way that search results are changing, how organic listings may be losing ground on some search results, and how you can profit from some of the changes that aren't getting a whole lot of buzz out there on the SEO blogs and forums. In fact, I'm amazed how many people haven't noticed this stuff.

I'll be talking about Panda, which, for the most part, did actually hit the target. It did manage to remove a lot of bad sites from high rankings, but it also affected a lot of legitimate, invaluable, and useful and good websites, and I will tell you exactly what you need to do to protect yourself from those effects, how those things may have happened to you, and how to protect yourself from the next round of Panda updates.

But anyway, enough about the agenda. It's time to get started. So Leslie, take it away, brother.

LESLIE RHODE

SERPS

We're going to talk about search result listings. It's called SERP: Search Engine Results Page, for your people who really don't know that kind of stuff. But it's about the listing that occurs. It's about where you occur on that SERP page. So we talk about it as being a listing that you have.

Well, why is that important? Well, it's because that is the very beginning of your funnel. The thing is, we're not in the business of SEO to get ranking. We're in the business of SEO to get targeted traffic and to convert that traffic in some manner on our website. And so, a ranking that doesn't get clicked is, frankly, just a waste of an opportunity.

We want to make sure that our search listing "sells the click", as we said back in the affiliate program days.

Shorter Snippets

The text on those listings just got shorter without any fanfare, without any announcement, without any loud consternation or gnashing of teeth in the blogs, which I think they were all talking about Panda at the time, because there was some time during this year they just kinda quietly dropped the third line in the search result listing. But, in fact, now you only have two lines of text, which is not much to really engage the user and sell that click.

Changes in Organic SERPS Display

The other thing that's been going on is this explosion of new experiments in how they display search results. Dan and I joke that we think that even the guard the front gate at Google has his own experiment running. I can't prove that wrong, but they have enough experiments that it seems like it's a possibility.

Now, if you get this right, you have the potential to actually get more traffic without more listings, without any higher ranking. Because what they've done with listings is, frankly, all good things. It's complex, it's hard to understand in some cases, and you may not get complete control over them, but they've made them more attractive to searchers. And I think that there's an opportunity there for those of you who want to adopt this.

The problem with change, of course, is we have to make sure we understand what changes have occurred. We're going to survey those right quick. There's about six different ones

that we'll look at, and then understand how and why they appear; under what circumstances we can make them show up. Sometimes we have good control over it and other times we don't, but we can always guide it to some greater or less extent. We'll show you how to do that.

We will outline the actions you should be taking right now to profit from these, to actually make these happen. One of them we will go into detail tonight so literally, when you get off this phone call, you can go start implementing this on your website. It's not necessarily the easiest one, but I think it's the most powerful one, which is kinda cool.

NEW FORMATS

One-line site links

This is one that we can kinda/sorta control. It's not completely straightforward, but it's actually related to something from the old days. If you'll remember when we have double and triple-indented listings, I believe this actually works the same way.

This is a search for Porsche 911; very popular, male-dominated search. Obviously the one that comes up there is the Wikipedia page that's shown. It's got pretty standard format. There's those two lines we were just talking about. But then **underneath it we have a row of four links to other pages all within the same domain.** These are different pages on the same domain. It's not going to crossover to different domains, so you're not going to see like em.wikipedia linked to de.wikipedia or something of that nature. That could matter depending on how you have your websites arranged, but generally speaking, this would make sense within the context of a particular website.

So, **getting those other four links to appear—it can sometimes be three, no more than four—the key is the total authority you have and total PageRank.** Again, it looks like it worked exactly the same as double and triple-indented listings used to. Those went away sometime about a year ago. And in their place, over time, we have developed these.

What's happening here is those other pages that are linked are search results that all work for "Porsche 911", but just not quite as well. So they are the secondary listings, if you will, ones that used to appear indented.

Near Navigational Links

Now this next one is the cousin to that one. This occurs, again, when you have lots and lots of pages within the same domain that are good candidates for the search term. This is almost the navigational queries. That's what I call Near Navigational. And again, pretty sure what's going on here is that when your search term returns a whole bunch of good, relevant, and relatively high authority pages for that term and they are all in the same domain, it collapses all of that **into this big fat listing shown here (see video).**

And truly, **the only difference between this one and the preceding one is how many pages rank for that query.**

Depending upon the query, you can actually get one or the other of those for the same website. It's not about the website itself, **it's about the intersection of the website with the search query.** So, obviously, something like this you are going to have to be an authority on that particular topic, and this one was about Fresco [sp] web scripts, which, sure enough, that site is an authority for.

So this is going to be a small percentage of the search rankings you get, probably, but when you get this, this is killer.

Breadcrumb Links

The next one is probably the most fascinating one of all and it almost the hardest one to control. I'll tell you straight up, this one we don't know exactly how to make this one happen. This is breadcrumb links.

Here again, standard search listing, one or two lines. You'll notice that in the place where you normally find the URL for the search results page, in place of we actually have a thing that looks just like breadcrumbs. So here we have [Cars.com](#), we have their domain, we have home, and then Porsche. Now, those are actually separate pages. Either one of those links is the page ranked. So we really have three separate pages linked here on this search result.

We have the actual search results page, which is titled "Porsche 911", and then we have "home", which actually goes to [Cars.com](#), and then we have the Porsche page which is actually a directory of different Porsches, and that's where we navigate for this search results page.

The next one similarly, but there's only one level of navigation shown there. Why those particular pages show up, again, is an intersection between the search query and the site navigation, because depending on the navigation of the search, you'll actually see different navigation links come up. Again, not sure how to make this happen. Still studying that one.

In-Page Anchors

This one we do know how it works, and we'll tell you that tonight. It just happens to be the most powerful one anyway, so that's a good thing. This one is in-page anchors. I'll explain code at the bottom here, because most people are familiar with an A-tag as being a way to link between pages. It has this other feature as well. It's also used as what's called a **Named Anchor**—it names the place on a page, a place you navigate to on the page.

Here, what happens is Google has picked out from the search query, it has picked out a place on the page that has a Named Anchor with the search text in it. So here I was searching for "[split reverse proxy](#)". Doesn't matter if you don't know what that is.

And on this Wikipedia page, it has a Named Anchor for a section of the text that's titled Reverse Proxy. And so, Google matched that against the search query and shows that. So jump to Servers Proxy is not show in your meta description tag, its inserted there dynamically by Google. That's the important thing to understand here. Google is taking whatever you have on your page and intersecting with the search query to come up with this.

So, what does that look like? The code below. And you have an on-page link to it as if you had like a short directory of what was on the page. You don't really need to.

Anytime you have an H2 or something like that, a heading in the body text, you simply put in front of it <a Name= and whatever you'd like to show in search results in order to have the user jump directly to that section. Because that's what happens here.

Those Named Anchors, when I click on one of those, instead of going to the top of that webpage, that search results listing, I go into the page at where the Named Anchor is located.

Site Links

So this would be pretty good, but actually, there's more. We can get one that looks just like site links. And here again, there's just multiple named anchors on the page. Google figures out from the search query which ones it should show, if there are any at all, and will show them underneath it. Truly, so few people use these, this is a huge opportunity.

That blue underlined stuff is very attractive to the eye. And, it's almost always a narrowing of the search term so that it's actually a better search result in many respects. So when a person clicks on it, you probably have a much better job of engaging them and keeping them on your page.

OK, well that's pretty cool, but one more version, and that is both at the same time. This is typically going to happen only with a longer tail term because there has to be enough words for Google to find on your page to match up something with.

However, this is only a four word search term. It's something like "Linux Network Split Proxy" or something like that. I forget what I searched for exactly. Again, we see the one line site link style, and we also have the jump-to style all within the same search results.

Notice here that there's a total of, what is that, six links? I mean you can go to the top of the page, you can go to five other places within the page depending on what you want.

OK. That one you can actually go out and do today on your site. Absolutely I recommend you do it. You could never hurt yourself by doing that. If they don't show up, they don't show up. But if they do it's a big win.

Date Results

Date results, that one Google does it or Google doesn't do it, and it's almost luck of the draw. If you do have dates on the page, it tends to be very, very good at finding them. The jury is out on this. People have different views on this. I think for dated material where it's going to have the date, if it's an older item, you are just going to get a bounce anyway; a person is looking for something newer. So I would date something if it was actually current events. Something that's evergreen of course I would not.

Forum Results

Forum results; there's no faking this. You either have a forum or you don't. If you want to have a forum, it's a good thing to do because it uses up a huge amount of real estate on the search results page. Those are very good long-tail attractors and they're a big fat listing. So if you can get your forum to rank for particular terms, it pushes everybody else down the page.

[xx 20:48] might not be a big factor here. They seem to prefer these very rich listings that they get from forums.

Author Attribution

Author attribution, Dan will talk about this a little bit as well because this is tied into the whole Panda thing. This has to do with the originality of content and the original authorship of content. The search result listing you get from that is another unique search result listing, and it has two links in it—one that leads to your profile, and the other leads to basically a specialized search result page showing all of the things, all of the documents, all of the search results, essentially, that Google has associated with your profile. So, all the things that you have designated as being owned by you or written by you originally.

This is a very good thing to do for original content. As Dan will point out, not so much for products unless you really are selling yourself. Probably not a bad idea. And there's two different versions. Again, why they pick one over the other, not entirely clear. But these are good things to do for original content.

You can have all of these things operating at the same time. Once you key these things, once you know to look for these, you'll start seeing them everywhere. Here's an example. This has breadcrumbs, as you will see that as the top. So it has two levels of breadcrumbs. That Name Page anchor there has jump-to, and then it actually has baby site links and we have to roll over that to verify those are links to other pages, not to anchors within a page. It also has a "more results", which we didn't talk about.

Here is another one. This one has a forum and it's been tagged as an author page, so it has links to the profile, and it also has the breadcrumb links. So again, all of these things

will combine and you can use any or all of them at the same time. You just have to give the proper cues to Google so it will use them.

Action Items

So now, here's your action items. Pretty simple action items. **Most of the things that we talked about require authority** in some way, except the anchor links.

The anchor links you can do right now. So go use power of the blue underlined stuff. The blue underlined stuff is very attractive to eyes. People want to click that stuff. So get it to where that you can get it.

Short descriptions, they have to be almost tweetable—145 characters is what we can say for sure will work for those two line descriptions.

And certainly establishing authorship. And Dan will talk about this as well. There's the link to the Google page that describes how to do it. **(see video)**

So with that, I think my time is up in this section and we need to get on with Dan's discussion of Panda. So, Dan, would you like to take it away?

Dan: Give it to me!

Andrea: Here we go with Dan.

DAN THIES SHOW

Dan: Thanks, Leslie. A couple of quick notes.

The difference between Barry Shorts' and I believe it was Jennifer's author listing is, actually, **Barry's Google profile is his Google +profile. So he also has some significant number of Google + followers**—people that have them in their circles and are following him in their updates on Google +. So that's why he has got that extra information, because they are trying to drive people to follow him on Google + and use Google +.

Our second set of action items that we need to talk about today is designed to help you Panda proof your site. Not just to guess at changes that we've already seen and perhaps help you recover from those, but to also deal with the changes that we actually know are coming and are in the works, and are just a little bit more difficult engineering problems than the stuff that they've already done.

So, before we get to the action steps that you need to take, I want to give you a few quick notes here, because there is **a lot more than the Panda update that happened back in February,** and a lot of stuff that has happened since then wasn't really Panda, but it's been

sort of lumped in with Panda, even though it's not necessarily one in the same thing.

Authority Knob is Cranked Up

Google seems to have turned up the dial on the importance of PageRank or authority in a lot of search results. And there are other factors like freshness, uniqueness, and the so called **richness of content—whether it has a picture on your blog post or not**, that are in play with Panda and with these other updates.

There's also a lot of other stuff that's happened that has affected the amount of traffic that we get from SEO that has nothing to do with SEO that a lot of people have confused with Panda.

Panda, because it's not done in real-time, it's actually an offline process; it's an analysis that is performed periodically and probably not performed as often on sites that don't get very much traffic. It takes time for the effects to hit you if you have done something bad or wrong on your site, and it also takes time to recover, potentially significant time to recover, if you are affected.

So if I am telling you stuff tonight that you have not done yet, you are going to want to jump on that stuff sooner rather than later, because time is of the essence in marketing and you can lose significant time the longer this goes.

PANDA

The number one issue with Panda is **duplicate content versus unique content**. This is not something that the elves get right, but we understand why they get it wrong. This is all very actionable on your part. You can do something about it.

So, as you were thinking about Panda, let's look at some of the other stuff that's been going on. While we were all distracted and thinking, "Oh my gosh! This big Panda announcement! Look at this thing that they're doing! Look at the unfortunate victims! Look at this! Look at that!" **Google also snuck in some pretty big expansion in the paid advertising at the same time, to where we can now start to see search result pages like this.**

This is a search result for NBA tickets. This happens to be a market that I'm actually playing in on the paid side right now, at least as a consultant for a client. This screenshot right here is from my everyday laptop that I use every day, and this is a full-sized window. It's not minimized or shrunk down to fill part of the screen. It's filling the entire screen. I actually had to turn off the tab bar, which I would normally leave on in Firefox, to even be able to see the very top of the first organic listing and take this screenshot.

This is happening on a lot of keywords and it makes a big dent in the amount of traffic that you can get on certain search results, even with a number one ranking.

If you don't believe me, here is one example from Google Analytics. This is a keyword where the ranking of this site did not change. It was at #2 before, it was at #2 after. It's still #2 today, but the site lost nearly two-thirds of its traffic from that keyword from Google at the same time that Panda hit. [laughs]

They didn't lose their ranking, they just lost a bunch of traffic, and that's because the number of ads at the top expanded. And, as you can see, they also started to add these little bitty mini site links and things like that, and the reviews and stuff like that, inside of the paid ads. In the case of this particular keyword, they started adding product listings, which meant the paid ads took a huge amount of space at the top and pushed the organic results, on my laptop, on my browser, below the fold. When you search on that keyword on my computer, which is pretty normal—it's not unusually small. It's a Macbook Air—you literally don't see the organic results unless you scroll down to find them.

So they weren't hit by Panda here. Two-thirds of the traffic almost gone, they weren't hit by Panda. **It's entirely the changes in the search results at the same time that had nothing to do with SEO.**

Now, overall this site actually won pretty big with Panda in one sense. From month to month, though, the traffic is actually down a lot. If you didn't look at the revenue, you'd be crying a river. You can see here they actually gained about \$11,000—a pretty big chunk of revenue, more than a 10% increase in revenue from Google search, but they lost a lot of traffic.

So, you know, naturally these folks did have a lot of work to do post Panda to recover some of the lost traffic and even some of the rankings that did drop. But if you only look at the rankings, you are not seeing the whole picture. Even if you only look at the traffic, you're not really seeing the whole picture of what's going on. And to understand which rankings you're trying to improve, you want to understand which ones you actually have the best opportunity to make more money with by improving.

Now, it's not all bad news, by the way, not with Panda, and not with what's been going on since then. In fact, there's been a lot of good news this year. You may have already noticed this, and you will start to see a lot more because they're continuing to expand it, but **Google is actually moving the paid ads to the bottom of the page on a lot of keywords.**

This is bad news for advertisers, but it's very good news for SEO's, especially those who recognize that these keywords are now prime targets where you might want to put in some effort to move up in the organic listings. Where this tends to happen is **where advertisers are seeing a first page bid minimum** as opposed to the nickel minimum being added, and that's being added because the click-through rate on the ads is lower, in general, that Google would typically expect from most keywords that they allow ads on. Because of this, they've actually moved the top ads to the bottom and there are no side ads on these search results. You'll start to see this more and more. It's a little bit of something being given back us in a sense.

Now, Google has also offered some solutions to the folks that have wrongly been affected by Panda, such as the author attribution that we'll talk about in a second, and for most sites that we see, the vast majority, the quality of the long-tail traffic that they're getting has

actually improved a lot post-Panda . It converts better, although they may not be seeing as much. They may be seeing less traffic but more sales, as in the case that I just looked at.

The final bit of good news, which maybe doesn't apply to people that aren't the webinar right now, is that Leslie and I have spent a lot of time working on this, and ...

“We have a very good idea of how the whole duplicate content thing actually works in Panda; how they actually do it.”

So let's talk about that now and let you know what you can do about it. The story starts with a Google patent on detecting query specific duplicate content or duplicate documents. There's actually a chain of patents. There's multiple patents and it's been updated a couple times. You can look it up online if you want to and read it and look at the drawings, and it's boring. But you don't need to do that because I can explain how it works in about 60 seconds.

You see, when Google fetches search results, they'll fetch `1,000 or 2,000 different pages that they're going to sort out and try to rank from their index. Well, they compare all of the documents that they're trying to rank. When two documents have an identical snippet and you've seen the automatically generated snippets on search results every day, this is not the meta description. This is whatever they would produce automatically as a snippet if there was no meta description there.

When they find two or more documents that have the same snippet, only one of those will actually be shown on a search result, with one rather interesting exception that we'll talk about in a minute, and it relates to the author attribution.

What seems to have happened with Panda, though, and Google has been doing this for a while in terms of filtering out duplicates from their search results, is that Google has now started keeping score of who wins and who loses these snippet wars.

So if your site tends to lose a lot of snippet wars, if your domain is always having lot of content filtered out of search results all the time, then you will tend to do poorly in Panda. This is how Google avoids having to have some separate process that compares every document on the web to every other document on the web to figure out what's duplicate content. They do it at query time with a process that they were already using. And that's how they are able to keep score and deal with duplicate content.

So you can absolutely take action on this. There are a couple of easy things I'm going to show you how to do here, and there's one thing, and I'm sorry to say this, it's hard for a lot of people. It's hard for a lot of people to do, and it's about link building and marketing. It was kind of the whole point of the link liberation training class that Leslie and I put on last year.

So the first thing, the first action item that you must do, so if you are taking notes, now

would be time to write something down, perhaps, if you publish blog posts, news articles, any kind of informational content is to ...

1) implement that rel=author tag that causes that author attribution to show up.

In WordPress this is pretty darn easy, and I'll show you how to do that. There are dozens of walkthrough's on the web. And we've got a link to Google's generic instructions here at SEOBT.co/author.

E-commerce people, do not do this for your product descriptions. If you are worried about affiliates or whoever stealing your product descriptions and duplicating the stuff across the web, you don't want to do this with product descriptions because a picture is going to show up. They're going to put an author's picture there. And it just looks funny.

Now, you can see an example here of what that looks like. Leslie showed you one. If you squint real hard, you'll notice that the addition of the photo next to the listing, along with the date of the article, has actually reduced the amount of space for the meta description to just under 140 characters, which is why we say you want to **start writing meta descriptions that match about the length of a tweet, because a tweet is 140 characters.**

So implementing author tags on your content won't protect all of your content in the case of Panda, but it will help. Panda isn't about one duplicate page hurting you. It's about your site losing lots and lots of snippet wars.

So everything that you can do to prevent sections of your content from being seen as duplicate can help you with your overall score within Panda.

This is something that a lot of people have struggled with getting implemented. It's really pretty simple. There are a lot of options. Google has been throwing out lots of different options. I think they're trying to help people, but a lot of what it does is confuse people. They do occasionally have bugs pop up with some of the methods that they use to verify authors, and so they simply don't work and people freak out because Google is not verifying their authorship.

Here is a very simple outline of the very simple process that we have used with lots of people and we have found it to be extremely reliable. You will need a Google profile, so you'll want to set that up. You can use the same Google again that you used for Google + or you can create a different one, but in most cases they'd be the same and you do, as I showed you before, get that advantage of having a listing that shows how many people are in your Google + circles, and that way you can get more people to follow you on Google +.

So you have a Google profile. Then you create an author page on your site. This is basically just a bio. It doesn't have to be part of your site navigation or anything like that. It just has to be somewhere on your site. If you have more than one site, you really only need author page on any of your sites, although I'd put it on the one you're most concerned about protecting your content for.

The Google profile links to your author page and your author page links back to the Google profile. In the link on your author page you use the rel=me attribute on the link to your profile. Don't sweat it if you don't know what that is. The instructions explain it. And then when you publish content, you link to the author page from that content. The profile links to your author page, your author page links to the Google profile and all of your content links to your author page.

Google offers you the option to link to your Google profile now, but I don't know why you would do that instead of linking to your author page, because why send link juice to Google when you can send it to yourself? That's what I would do anyway.

So, step-by-step instructions. Lots of tutorials out there on the web. You can pick your poison or you can follow these links more or less in the order that I'm showing them here. First of all, there's a really great tutorial from a blog called Blind Five Year Old that has all the gory details, including a link to the Rich Snippet Checker tool that you can actually use to verify that everything is set up and that Google will see your authorship correctly. You may as well check it if you are going to set it up and not wait to see if something goes wrong.

I'll repeat here the link for Google's instructions at [SEB.co/author](https://www.google.com/webmasters/docs/authorship-google.html). And if you use WordPress, Joost de Valk is something you should get to know, because he's got a lot of great advice for WordPress people. He also has some excellent instructions on how to do this with WordPress, and that's at SEOBD.co/Joost2.

Finally, learning how to search for stuff on Google is a good idea for you if you are going to be in business online. But reaching for rel=author combined with the name of your WordPress theme, for example, Thesis or Genesis, or the name of your content management system, like Joomla! or Moveable Type, will also yield a lot of good information and tutorials. There are some special cases with Thesis and Genesis and some of these special WordPress themes that are typically referred to by the vendors as frameworks as opposed to just themes that you may have to do some special things to make it work. But if the stuff that is on Yost's site doesn't make sense in your WordPress installation, then look for your theme with rel=author in Google and you should be able to find good instructions.

So, Panda-proofing action #2.

2) Make sure that you get that author attribution going for all of the content that you are producing.

If you are not producing unique content that would require that, I'm going to spank you in a minute and explain why that's important.

But you must stop, and I mean flat out absolutely stop, shooting yourself in the foot by doing something that a lot of people have been doing for a long time that's been a bad idea but

hasn't hurt them too bad. **If you put a piece of content on your site, do not ask or allow anyone to use that content on another website except in very specific conditions,** such as where you can actually control your rel=author tag on their copy so that they are giving you credit for it.

This also means that spinning your content from your site and then distributing that content out across the web is also out, because this is the next target. This is the son of Panda target and they already have a pretty good idea of how to do it. It's just an engineering problem at this point.

So, in short, you want the content that is on your site, to the degree that you can make this happen, not to be available anywhere else on the web. I've been giving this advice now for about 10 years and some people didn't want to hear it before. But it's no longer optional. I realize that for a lot of people who are listening to this now who have not taken my advice or just didn't hear it, you may have years' worth of content on your site that's also all over the web, and you realize that you can't fix it or clean it up. Don't delete that content from your site because it's duplicated across the web. There are a couple things you need to do.

First of all, you can start to get control by implementing the rel=author tagging on your site, and you can stop syndicating your content around the web. You can stop thieves from scraping and stealing your stuff and you can't erase 10 years of syndication or bad practices with sharing your content, but you can make sure that your content is known by Google to be an authentic original work that you have created. So you can stop losing those snippet wars, and that's half the battle.

The other thing that you can do **to help improve your Panda scoring with your site is start to publish more unique content on your site.** I'll talk in just a minute about how you can do that relatively easily and cheaply.

Part of dealing with duplicate content and Panda, and there are some sort of special cases, so the next couple things I'm going to tell you may not apply to you personally or immediately. But we have to talk about them.

The first one is for e-commerce people. If you are running a store, if you are smart about affiliate marketing you are producing data feeds for your affiliates. If you are smart about

getting free traffic from Google's product search, and the free Microsoft one, and possibly even using paid shopping comparison engines, you are probably producing a product data feed for those.

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And if you produce data feeds for affiliates, or even product data feeds that might get published on the web, so Nextag and stuff like that where they actually put the stuff on their website, you must write completely different product descriptions for these feeds before they go out and not simply use the same descriptions that are already on your website. This is what has hurt more e-commerce stores with Panda than with anything else.

TIP: Use MFG copy in FEEDS