

## Google Changing the Way We Use Search Engine Optimization

Written by Adnan S. Khan

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The announcement was made during a panel discussion at South-by-South West in Austin. Search Engine Roundtable quotes Google engineer Matt Cutts as saying...

“...we are trying to level the playing field a bit for all those people doing, for lack of better words, ‘Overly SEOing’ versus those making great content and great sites. We are trying to make Googlebots smarter.”

So, basically websites that bombard Google’s search engines with excessive keywords or a maze of hyperlinks will have a harder time showing up in Google results.

Berry Schwartz for Search Engine Land says this a complete 180 from what Cutts said in 2009. Here’s the video he’s referring to...

“There is nothing in Google that we have an over-optimization penalty for, but a lot of the time over-optimization is kind of a euphemism for spamming.”

Many speculate this is a part of a major overhaul Google is planning. The Wall Street Journal

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reports Google is also planning to replace its current keyword and link-based system with a program that can actually understand what a query on Google means.

“The changes to search are among the biggest in the company’s history and could affect millions of websites that rely on Google’s current page-ranking results.”

And VentureBeat believes this latest announced change could make SEO almost irrelevant, saying...

“Cutts makes no mention of what sort of punishment would befall an overly optimized site, though in Google’s world, not showing up in the first three pages of search results could be punishment enough.”

But a writer for Search Engine Journal understands Google’s concerns -- saying websites should get on board with Google’s new plan.

“If you’re focusing on making your site add more value for users and doing so in a way that’s easily crawlable and shareable you should have no problems with this change. Sadly, many of us often forego usefulness in favor of quick results. That’s probably what this change is designed to catch.”

Search Engine Land posted audio of the entire panel. Cutts makes no mention a specific date for the change but says it could occur anywhere between the next couple of weeks or next month.

*by Adnan S. Khan*