

The Ultimate Google Algorithm Cheat Sheet

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Factors that lead to a Panda penalty

1. Duplicate content
2. Low quality inbound links
3. High bounce rate
4. Low repeat site visits
5. High percentage of boilerplate content
6. Irrelevant meta tags

How to Find and Fix Duplicate Content:

Step #1: Visit the [Duplicate Page Finder](#) tool. Input your site URL. Input another URL you want to compare for duplicate content – e.g., yoursite.com/about.

Step #2: If the results show that your pages contain some duplicate content, you can then solve the problem in one of two ways:

- (1) revise one of the pages so that each page contains 100% original content, or
- (2) just add a no-index tag so that the Google spider will ignore it.

Use this table to track your duplicate content pages or urls

Duplicate content urls	Actions (Rewritten/ no-index tag)	Check status after 3 weeks

How to Find Low Quality Links:

Step #1: Go to [OpenSiteExplorer](#). Type in your site URL. Hit the “search”

button. **Step #2:** Click on “Linking Domains.”

Step #3: Analyze the linking domains.

Use the following table to track low quality links

List of low quality links	Actions to Take	Check status after 4 weeks

If you need more information about remedying either of these first two Panda-penalty factors – duplicate content and low quality inbound links – try these helpful articles:

- [How To Identify and Remedy Duplicate Content Issues on Your Website](#)
- [How To Find Low Quality Inbound Links with Buzzstream](#)

Checking of high bounce rate:

A high bounce rate can signal to Google that your visitors aren’t finding what they’re looking for on your site, or that they don’t consider your site to be terribly useful.

Use google analytics to see what is the bounce rate of your website. [Site design and usability](#) are the basic factors that affect your bounce rate.

- Consider a redesign of your website.
- Check all the contents and see which pages cause most drop offs. Take-action to improve those contents.
- Make sure your website is compatible in all mobile devices.
- Check all buttons, call to action. Consider a A/B Testing.

Check Low repeat site visits:

If your site's visitors only come to your site once, never to return, Google can take that fact to mean that your site isn't all that relevant or useful.

Log in to your Google Analytics account, locate your repeat visitor statistics and then compare that number to previous months.

If you find Low repeat site visits then you can do following things to solve the problem:

A) Decrease site load time: Make your [site load faster](#) and your visitors will stay longer (and be more likely to come back in the future)

B) Be Helpful: Your content should be able to solve a definite problem.

Check High percentage of boilerplate content:

Boilerplate content refers to the content that you reuse on your site.

Avoid using the same or very similar content in more than one page on your site.

How to recover from a Panda hit?

Use the following checklist table to improve your [Panda quality score](#).

Things to Check	Remarks
Do you have Privacy Policy page?	
Do you have contact us page?	
Do you have about us page?	
Do you have terms of Services page?	
Unmatched HTML tags	
PHP errors	
broken Javascript	
improper CSS rules	
Unique meta description	
Unique meta titles	
Does your content solve a particular problem?	
Do you provide any point of good user experience?	
Can you improve your navigation?	
Do users come back to visit your site?	
How quickly do your web pages load?	

Factors that lead to a Penguin penalty

1. Link schemes
2. Keyword stuffing
3. Over-optimized anchor text
4. Unnatural links

How to avoid a Penguin penalty?

Things to Check	Remarks
Are you using excessive exact match keyword for link building?	
Are your pages over optimized?	
Is there any reciprocal link in your link profile?	
Are you buying any link?	
Are you getting links from sites in another language?	
Is there any sitewide duplicate content?	
Are you overusing H1 Tags?	
Is there any internal 404 links?	

The correlation between Panda & Penguin -

When you pay attention to making your thin pages and low-quality content better, you're building a site to which other people will naturally link. And that's the relationship between Panda and Penguin updates.

Difference between Panda and Penguin-

The Panda update is primarily concerned about quality content, while Penguin wants to drown spammy or aggressive links that strive to manipulate search engine rankings.

Facts about Humminbird

1. It's not just an algorithm update like Panda and Penguin, but rather a total change aimed at serving better search results to users.
2. Conversational search is the core element of Hummingbird's algorithm change.
3. It looks at searcher intent, not keywords.

Note: Hummingbird uses long-tail key phrases rather than seed/head keywords. Sites that use long-tail keywords have experienced a lot of success.

How to tackle hummingbird:

Check this awesome [infographic from SEJ](#).