

## Google - Algorithm Update August 2009

On Aug. 10, 2009 - Google announced a rewrite of the search index, roughly comparable to the Big Daddy upgrade of 2005-2006.

Google officials were quoted saying this is *“the first step in a process that will let us push the envelope on size, indexing speed, accuracy, comprehensiveness, and other dimensions.”*

### **Action Points**

1. **Social Media.** Google is putting more emphasis on social media optimization including Facebook, LinkedIn, Blogger, WordPress - emphasizing “real time” results as a defensive move against Twitter.
2. **Higher keyword density.** New Google results feature site titles and snippets with higher phrase and/or keyword density.
3. **Increased prominence of video.** While news and image listings moved further down the page, Google Search Results Pages are prominently featuring video listings.
4. **Keywords in Domain Name.** Google has always favored keywords in the domain name, and the new Google Search Results Pages seem to weigh keyword domain names even higher. Keywords embedded within the URL is still a sound SEO practice.
5. **Pay Per Click.** For search marketers, it means more competition for single, generic-type keywords, less stability of rankings, and an increased focus on long-tail keywords as they become more relevant to sales conversions.

### **For further information, contact:**

Richard Andrus, VP Client Services  
San Francisco, USA  
Email: [richard.andrus@searchforecast.com](mailto:richard.andrus@searchforecast.com)  
Telephone: 925.858.5663

Tania Johnston  
Regional Manager  
Sydney, Australia  
Telephone: +61 0407 078 537  
Email: [tania.johnston@searchforecast.com](mailto:tania.johnston@searchforecast.com)

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