Google Algorithms

GALGOTIAS
UNIVERSITY

Contents

- Meaning of Algorithms

- SEO and Algorithms

- Various Google Algorithms

Algorithm meaning

Algorithm is a process or set of rules to be followed in calculations or other problem-solving operations, especially by a computer.

Algorithm meaning

- As an effective method, an algorithm can be expressed within a finite amount of space and time, and in a well-defined formal language for calculating a function.

- Starting from an initial state and initial input (perhaps empty), the instructions describe a computation that, when executed, proceeds through a finite number of well-defined successive states, eventually producing "output" and terminating at a final ending state.

SEO algorithms

- Search engines use closely guarded algorithms to determine the results displayed.

- Determining what factors these algorithms take into account has led to a growing practice known as search engine optimization.

- Some of the Google algorithms are Google penguin, panda, fred etc.

Various Google algorithms

Google Panda

- Launch date: February 24, 2011

- Focus on Duplicate, plagiarized or thin content; user-generated spam; keyword

Hummingbird

- Launch date: August 22, 2013

- Focus on --- Keyword stuffing; low-quality content

Penguin

- Launch date: April 24, 2012

- Focus on Spammy or irrelevant links; links with over-optimized anchor text

Google Mobile

- Launch date: April 21, 2015

- Focus on Lack of a mobile version of the page; poor mobile usability

Fred

- Launch date: March 8, 2017

- Focus on Thin, affiliate-heavy or ad-centered content

REFERENCES

- Ahuja,V.2015). Digital Marketing. New Delhi: Oxford University Press.

- Chaffey, Dave & Ellis-Chadwick, Fiona (2012). Digital Marketing: Strategy, Implementation and Practice. New Delhi: Pearson Education.

- Strauss, Judy & Frost, Raymond (2012). E-Marketing. New Delhi: Pearson Education.