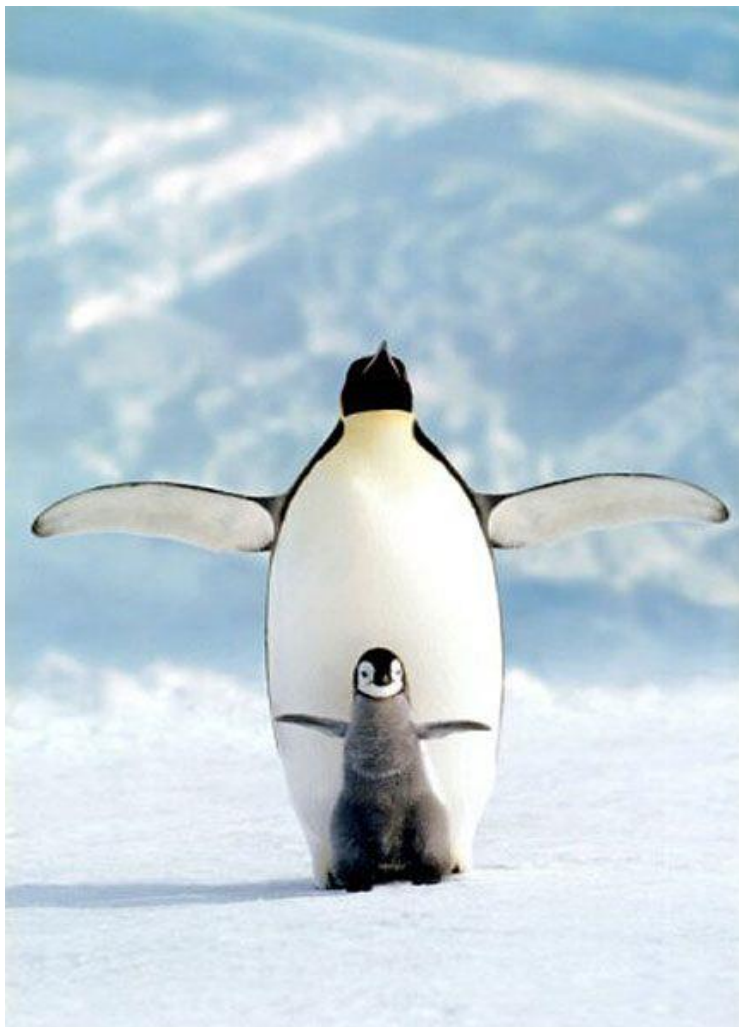


Google's Penguin Update 4.0

Key Takeaways

Google finally launched an update 4.0 to its Penguin search algorithm that was introduced in 2012. Though it has not made any drastic changes; here's how it will affect your website.



1. A part of Google's core algorithm

Unlike the other updates which were introduced separately as filters, Penguin 4.0 is a part of Google's core algorithm. This will be the last update for Penguin.



2. Real- time update

Earlier, the sites were refreshed with intervals. But with the latest update, Google focuses on working real time; any changes to your website will be reindexed and seen instantly. This works in both positive as well as negative ways.



3. It is micro

Penguin 4.0 focuses on the pages individually. So when it comes to penalizing, it will affect the pages that have used black hat practices and not the entire domain. Thus, it won't affect your site ranking. It will give websites a chance to fix the issues and learn from the mistakes. Plus, it won't result in huge loss of organic traffic.



4. It has become stricter

Penguin 4.0 will work in favour of all the white hat SEO practices and penalize the malpractices involved in SEO.

5. Released Worldwide for all the languages



That assures uniformity for the all the websites worldwide and not just specific to certain locations. It also applies for all the languages. That means – same rules for all the websites.

Google won't be rolling out any more updates for Penguin. Also, as mentioned in the Google's official blog, updates like Penguin 4.0 are just one of more than 200 signals that are used by Google to determine the rank. So creating an original and quality content always remains on the priority!



Impulse Digital

Your 'iD' in the Digital World



facebook.com/theimpulsedigital



[@impulsedigi](https://twitter.com/impulsedigi)



[impulse_digital](https://instagram.com/impulse_digital)



[/company/impulse-digital-marketing-mumbai](https://company/impulse-digital-marketing-mumbai)



plus.google.com/114992263822081786393



www.slideshare.net/ImpulseDigital