

SEO

HUNTERS

We've got you covered!



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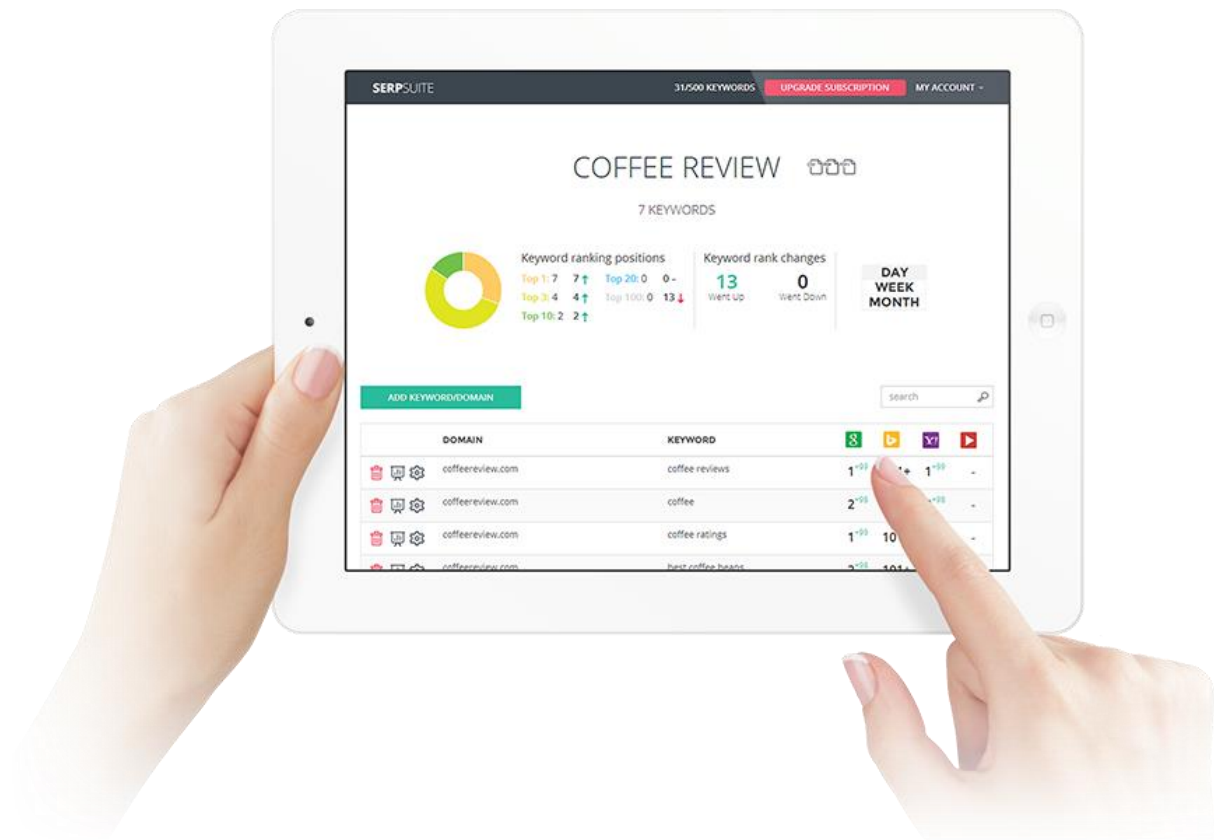
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Contents

Ad Penalties	5
What are ads?	5
Ad Size	7
Ads placement in articles.....	8
Link Alchemist:.....	10
Seo Link Robot:	10
Doc Marketing Robot:.....	10

Ad Penalties

What are ads?

Well, ads are judged to be anything from a google adsense to an image that is linked to another site for affiliate commissions.

Because google owns adsense doesn't mean it won't penalise you for have either too many instances of ads on your site or in the wrong position. The algorithm will penalise any ads that do not adhere to what google wants, and this is what we will cover in this section.

The first thing we look at is the ad placement on the site before looking at a technique that some site owners use to get extra revenue clicks on ads. Google knows all the tricks used and you do now get penalised for using them.

Here is an example of a site that is getting penalised due to bad placement of ADS on the site.



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Note how you see the ADS when the page is opened!!

This is called above the fold and is the culprit for the majority of the ad penalties site owners have experienced after panda was released.

If you site has ad placements above the fold then you must do one of the following:

- Remove the ads above the folder
- Move the ads down the page

I've had some site owners complain that if they move the ads down the page then they will lose revenue from clicks on those ads!!! But what revenue do you think a site will get with no traffic due to a severe ad placement penalty?

Think about it for a moment. If you leave the ads above the folder you will end up with 'zero' revenue long term.

The ads shown on the site, are normally ads added to a side bar or header of a site, So are pretty easy to move. If your using wordpress or drupal etc then then changed needs will be pretty minimal.

If you are not sure if your ads are above the fold then I have a little test for you to check this:

'if you open your website and can see any ADS before scrolling down the page then your ads are ABOVE the fold.'

You need to reposition these ADS on the site so you cannot see them before using the scroll button.

Ad Size

Another area to check is if the ads are too large on the screen compared to the amount of text? As a general rule if you page has ads that out weight the amount of text on the page then you will be penalised and need to increase the amount of text that is displayed outside of the ads themselves.

The EMD (exact match domains) update by google in September 2012 hit a lot of sites that has a lot of ads on page but very little content. These are called thin sites because the content is very thin compared to the ads on page.

If you own any thin sites, then reduce the ads on page and increase the content and articles posted.

From our testing we found that no sites with exact match domain urls that had full original content and had no ADS displayed were affected by the EMD update in September.

Ideally you want no more than 20-30% ads on your pages in relation to the text content.

Ads placement in articles

A technique a lot of site owners used to get more clicks was to add a box ad between the title of an article and the start of the article text.

Here is a sample from ezinearticles who were major penalised by google (they had thousands of page 1 ranking for articles and were dropped from the index) and notice the ad placed between the title 'the one thing you should never do when negotiating' and the start of the article text.

The screenshot shows a webpage from EzineArticles. The breadcrumb trail is 'Home » Business » Negotiation'. The article title is 'The One Thing You Should Never Do When Negotiating' by Kevin J Ryan. An advertisement for 'Negotiation Training' is placed between the title and the start of the article text. The ad text reads: 'Negotiation Training', 'Worldwide Negotiation Training Leader. Win More Deals- Guaranteed!', and 'www.thegapartnership.com'. The article text begins with 'Negotiation involves so many variables - different personalities, different values, different ideas of what is fair - that it is necessary to always be flexible. So, it is unusual to find one rule that applies in every negotiating situation; but, here it is: Never accept their first offer.' The ad is styled to look like part of the article text, with a white background and a drop shadow.

The tactic a lot of site owners used was to make the ad look like the article text to get more clicks. Notice how the 'adchoice' ad looks like part of the article and not like an ad.

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Google are wise to this tactic and you will get a serious penalty for using it. Move any ads in articles to the bottom of the article and ensure the article is at least 500 words long.

So the rule here is:

Never have ADS on your site between the H1 tag and the body of the content.

We always answer by telling them “your site has already been hit and you have lost or saw your income reduce and by recovering its position you will increase visitors which will eventually increase your income if the content is engaging enough for the visitor to scroll down the page”.

So by repositioning your Ads will not see your income reduce long term and will most certainly help with the website recovery.

To your success.



<https://www.facebook.com/groups/mastermindseo/>

Recommended Tools and resources:

Link Alchemist:

Don't let wasted links kill your rankings.. Link alchemist created thousands of links to ensure that the 80% (for an average website) of your links to your website help your site rank better..

[Click To Find out more here](#)

Seo Link Robot:

Fantastic tool and simply the best and cheapest in its class Create accounts, post articles to account, web 2.0, article directory, rss feed submission, social Bookmarking + much more but more importantly better value cost wise than all of its competitors..

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Doc Marketing Robot:

Create diverse high pr document sharing links by auto creating accounts / PDF's and auto drip feed posting to pdf sites. High quality links

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