Google panda is a change in ranking algorithm of Google's search results. It was released in February 2011. The change was aimed to lower the rank of "low quality sites" and produce "high quality sites " in the top of the search results.

ALGORITHM ???

For any query, there are millions of webpages with information available in Google. But we want the answer, not millions of pages. Here the "**ALGORITHM**" comes into play. Algorithms are the computer programs that look for clues to give you perfectly what you want. These take your questions and produce you an exact answer.

Now-a-days, Google's algorithms depend upon more than **200 unique factors** that make it possible to estimate what you might really be looking for. These factors include things like **the terms** on your websites**, the freshness** of your content, **your region**, **Page Rank** etc.

Search Process

Google has a set of ranking factors that would help them differentiate Websites into "**High Quality**" and "**Low Quality**" sites. The Quality Rater Survey was evidently used to divide a pool of secretly selected Websites into such a separate plane. The Google engineers then turned **Panda** loose upon their immense volumes of data about Websites with the goal of finding the best grouping of factors and set values for those factors.

Google panda mainly takes **quality of the content** in a website into account while ranking for Search result. So, obviously websites with lower quality content gets negative effect in search results. And websites with higher quality get rewarded in the search result. They get higher ranking and upgraded to top in the search results.

Content Farms

Many realized that Panda was the best effective way to attack " **content farms** ". These were major problem in search engine results. They come up with low quality content but with higher volume, which indicates their **less research & knowledge** regarding the topic. But searchers always land on those sites as they were on the top of the result pages. Despite it's a slow process which takes months for a cycle, Google panda is still effective in producing higher quality content for the searchers.

Well, Google Panda says these are the things you must take into

#User Generated Content

The most interesting fact about **Google Panda** is it does not attack the User-generated content. Though it can target sites with low quality content like spam guest posts or forums with spams.

So it's advised not to remove your user generated content whether it is **forums**, **blog comments or articles** because you heard it is "**bad**" or marketed as a "**Panda proof**" solution. Look at it from a **quality**

point of view instead. There were many websites which loose significant traffic and rankings as they removed this type of content such as Stack Overflow. So we can say comments made on a blog post can help it to rank higher.

#Word Count

Another important factor Google Panda took into account is " Word Count ". Usually website publish contents with a certain limit. Like they post contents with not less **than 250 or 300 words**. But, Google suggests you to think about using sufficient words which would make your content look good not spammy with **lots of words & low quality**.

That's why there are many pages which have very little content, yet Google ranks it to top of the result page indicating its high quality. So you can just write a content of **mere 70-80 words** with high quality rather than a hard pressed topic in a spammy way of **300+ words**. You just need enough words to answer the question.

#Content Matches the Query

Always make sure that your content is **relevant** to the query. If you observe traffic in your site for a specific query, then ensure that the page is answering the question people are looking for. In case it is not, then add some paragraphs to meet the expectation.

So it will act as a bonus for you. Even if Google is not ranking it well, it will award the featured snippet for the query to.

#Technical SEO

Well, technical SEO does not affect the Google Panda. Technical SEO means

- H1 tags
- Page/ Site Speed
- Site structure
- Robot.txt file
- XML sitemap etc

Google panda just takes " **Quality of content** " into account. That does not mean that you can ignore the technical SEO. It is an important part of SEO and ranking, but it doesn't have any significant impact on Panda.

#Determining Quality

From the above facts, anyone would wonder if their content is **worth of quality** or not. Here **Google Analytics** comes into play. Have a look in Search Analytics or your site's Analytics program and observe each individual page. From there you can know if Google is ranking a page and traffic is coming to your site or not. You can clearly know if your page is quality enough in search results or not.

Nevertheless, if a page is not having traffic form Google, it does not mean that the page is not quality enough. Rather the content is worth looking closer. It means that the page need some optimization. Like there can some improvements in the content. Like

- Addition of some paragraphs
- A better title to match the query
- Removal of unworthy words (less significant)

Also you have to keep in mind that there other search engines like **Bing, Yahoo, MSN, Baidu** etc. Your page may not show significant traffic in Google but it might get traffic in other search engines. This difference in traffic is a huge thing. So it's advised not to delete any content if it's not getting traffic in Google.

Panda Prevention

The best way to prevent panda hit is " **High Quality Content** ". But how to do that?

First check Google analytics to ensure which page is not getting traffic. And then you can follow the below steps to prevent the panda hit

- Make contents that users will like
- Remove / Modify the Unworthy content
- Remove duplicate content
- Have Panda proof internal link strategy
- Avoid excessive ads
- Make your website load faster