

Could the New Google Spider be causing issues with websites?

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Could the New Google Spider be causing issues with websites?

By Rob Sullivan

Around the time Google announced "Big Daddy," there was a new Googlebot roaming the web.

Since then I've heard stories from clients of websites and servers going down and previously unindexed content getting indexed.

I started digging into this and you'd be surprised at what I found out.

First, lets look at the timeline of events:

In Late September some astute spider watchers over at Webmasterworld spotted unique Googlebot activity. In fact, it was in this thread that the bot was first reported on. It concerned some posters who thought that perhaps this could be regular users masquerading as the famous bot.

Early on it also appeared that the new bot wasn't obeying the Robots.txt file. This is the protocol which allows or denies crawling to parts of a website.

Speculation grew on what the new crawler was until Matt Cutts mentioned a new Google test data center. For those that don't know, Matt Cutts is a senior engineer with Google and one of the few Google employees talking to us "regular folk." This mention happened in November.

There wasn't much mention of Big Daddy until early January of this year when Matt again blogged about it asking for feedback.

Much feedback was given on the accuracy of the results. There were also those that asked if the Mozilla Googlebot (known as "Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)" in your visitor logs) and Big Daddy were related, but no response was made.

Now I'm going to begin some of my own speculation:

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I do in fact believe the two are related. In fact, I think this new crawler will eventually replace the old crawlers just as Big Daddy will replace the current data infrastructure.

Why is this important?

Based on my observations, this crawler may be able to do so much more than the old crawler.

For one, it emulates a newer browser. The old bot was based on the Lynx text based browser. While I'm sure Google added features as time went on, the basic Lynx browser is just that - basic.

Which explains why Google couldn't deal with things like JavaScript, CSS and Flash.

However, with the new spider, built on the Mozilla engine, there are so many possibilities.

Just look at what your Mozilla or Firefox browser can do itself - render CSS, read and execute JavaScript and other scripting languages, even emulate other browsers.

But that's not all.

I've talked to a few of my clients and their sites are getting hammered by this new spider. It has gotten so bad that some of their servers have gone down because of the volume of traffic from this one spider!

On the plus side, I have clients who went from a few hundred thousand indexed pages to over 10 million in just a few weeks! Literally since December, 2005 there's been a 3500% increase in indexed pages over an 8 week period! Just so you know, this is also the client's site that went down because of the huge volume of crawling happening.

But that's still not all.

I have another client which uses IP recognition to serve content based on a person's geographic location. If you live in the US you get American content and pricing; if you live in the UK you get UK content and pricing. As you may imagine, the UK, US, Canadian and Australian content is all very similar. In fact about the only thing noticeably different is the pricing aspect.

This is my concern - if the duplicate content gets indexed by Google what will they do? There's a good chance that the site would be penalized or even banned for violation of the webmaster quality guidelines set forth by Google.

This is why we implemented IP recognition - so that Googlebot, which crawls from US IP addresses only sees one version of the site.

However, a review of the server logs shows that this new Googlebot has been visiting not only the US

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content but also the content of the other sections of the site. Naturally, I wanted to verify that the IP recognition was working. It is. This leads me to wonder then; can this browser spoof its location and/or use a proxy?

Imagine that - the browser is smart enough to do some of its own testing by viewing the site from multiple IP addresses. If that's the case then those who cloak sites are going to have problems.

In any case, from the limited observations I've made, this new Google - both the data center and the spider - are going to change the way we do things.

If you have experienced anything similar in the past few months to do with Google, be sure to add it to our comments section below.

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How to Increase Web Site Visitors For Relevant Terms Using Your Less Relevant Listings

By Tinu AbayomiPaul

Completely by accident and through no effort of my own, besides the effort to get my site spidered by Yahoo's Slurp Search Engine Spider and Google's Googlebot Search Engine spider, I've seen an accidental increase in the visitors to my web site.

Suddenly, I was ranking first page for Google, Yahoo and AOL for the phrases like "picture of William Hung", and "william hung she bangs".

The Good news is, this means that when the Yahoo Slurp spider came to the site and indexed my front page last Saturday, (and no, I didn't submit my site OR pay for inclusion), my results were in the search engine by Sunday apparently, which is when I started getting clicks from Yahoo for this unusual term.

The Bad News is, William Hung, except for being an example of the power of Free Marketing, has NOTHING to do with my site!

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So how does one fix this situation? How do you turn an accidental good ranking into several good rankings for other terms? Or say you've got great rankings for a relevant, but fairly insignificant term? The solution is the same.

Just give the spider more of what it wants.

Google, Yahoo – and apparently their search partners – love that page. So, first thing I did was improve the page in question. At the time there was no picture of William Hung on the page that was ranking so well. It's important that you satisfy web site visitors who accidentally happen up on your site.

It only happens once in a while, but sometimes the person who come by is also interested in your regular content.

The next thing I did, was create other pages I believed the two sites would like. Since the articles here primarily offer resources to webmasters who want to learn how to increase the number of visitors to their sites, all I had to do was tweak some of the wording to the liking of both those visitors and the search engine spiders, and write one more article.

How did I know what the search engines would like, and how that would increase the number of people who would come to the site? Well, I found out that some guarded information about the latest optimization tips for Yahoo and Google was available on the Web FREE. (If you want to know what that resource is, just download the updated Free Google Optimization Guide.)

Once I had the pages optimized to my satisfaction, all I had to do was link some of those pages to the front of my site (where the article was then located) and wait for the increase in traffic to my site. Google spiders me every day like clockwork ever since I made this tiny change to my website that

increased my site rank from zero to five in January.

Of course, I then had to figure out if my secret technique to baiting the Google spider was going to work with Yahoo's new search engine spider.

Not only did it work, but it worked faster than leading the Google spider to specific page of my site! Yahoo's spider is not back at my site on a daily basis yet, but it does come regularly, finding new pages, and reindexing the area with the most content.

So there you have it. If your site has been indexed well for a term you didn't really want, first, make the page as relevant as possible to the visitors who end up at your site.

Next, give the search engine spider "food" to eat that is more relevant to your site. It doesn't hurt to optimize this page. You can now download the new optimization guide for FREE here– IF you're one of the next 100 subscribers. Only 1000 copies will be available for download so get yours now.

Third and last, get the spider to come on back to your site. If you know how to bait a search engine spider, great! You'll get your results faster, and since the spider finds the link on its' own, you may get

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better placement. Or, you can submit your site to one of Inktomi's partners, and/or Google and wait the 6–8 weeks it takes to be included.

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Tinu is a free traffic FANATIC> She's been offered treatment for this condition, but says it just saves too much money. Her parting words "If you don't know how to bait the Google spider, subscribe to my newsletter. I give that tip away free in the second issue. Email ftdsecrets-subscribe@topica.com or join at

<http://www.freetrafficdirectory.com>

, where you can also read more articles about getting quality

visitors for free."

How to Increase Web Site Visitors For Relevant Terms Using Your Less Relevant Listings

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