

Google is Quickly Changing...

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By Martin Lemieux

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With the big buzz of Novembers fall within Google comes a newly indexed data-base...

Did Google do something bad to our great placements? No I don't think so and here's why.

While people are screaming for help and wondering what went wrong, I've noticed a MASSIVE shift in page ranking.

If you look at top placements at the moment, according to Scroogle, most of the ecommerce search terms got hit really hard. A lot of the top 100 placements were vanishing and quickly.

Now on the other hand, less impressive and especially smaller ranking sites have been bumped up top. I firmly believe this is all because of Google's "refreshing" their memory and possibly starting to take on web site ID's with 5 characters plus.

What I mean by that is the ability for Google to index more than 3.2 Billion web sites. Adding another character to the already large 4Id's dedicated to each site indexed will allow Google to add a whole other list of sites within their database.

Now I could be wrong on that one but here's another phenomenon going on. I've been talking to other ecommerce web sites and helping them gain better rankings. It's been a while since they've had their Page Rank change within their site. Working real hard as I instructed, they have followed all the rules and attempted to boost their page ranks.

Up until now, nothing has changed and people are loosing their ranks within Google since Novembers algorithim change.

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Around a week ago I've been getting calls left right and center about page ranks boosting like I've never seen.

The previous scare before this November change went something like this. Google stopped indexing more than 3 levels within your site. Ex. www.yoursite.com/level1/level2/level3

I affirm to you this: its pure baloney, more sites now have better PR ratings within their entire site than ever before. I believe that Google is rewarding most great resources online before taking on more listings within their index.

As towards se placements, I also took a major hit for my better search engine placements but a couple of days ago that started to all change. It almost seems as though Google wanted to take out the top placement companies in order to thoroughly crawl through all their information before letting them get

back in the game.

I say this because one of my top placements was sitting at #1 for a long time. Since this November change, it immediately dropped to #181 and didn't move one single number for over 3 weeks. To my knowledge, that's a little strange. All of a sudden, my site stats recorded Google browsing through all my 600+ pages and presto, my site is back in the game, just like that.

In Conclusion:

It seems to me that we're all just lined up to sign an application for better search engine placements. The question isn't if your site will get back in shape, it's a question of when your number will be called.

Have a little faith and a little patience and you too will rise again! Just keep doing what you've been doing all along and don't worry about falling down. The ones who get back up are always the ones on top in the end.

Martin Lemieux is a young entrepreneur leading the field in Marketing for Canadians. Having been online since 1991, he knows his stuff when it comes to online marketing.

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What's Hot In Google Labs - Google Trends

By Aviva

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Google Trends is definitely one feature that the statistic loving Internet marketer is going to love.

While Google Trends is currently still in testing mode, it looks as though Google Trends is basically very close to completion. Of course, everything that Google releases is generally in beta for a long time.

Providing a search term receives or has received enough searches in the past, visitors can enter this term into the Google Trends page and be presented with a graphical representation of the number of searches that have been conducted over the past 24 months or so.

While this gives some very useful information on the patterns of particular terms, it unfortunately doesn't provide any actual figures. Whether this will change when Google Trends goes live or not remains to be seen. In the meantime, though, there is some relatively useful information to be found.

Pick a topic relevant to your own site and look at the search trends. If you find that the topic you searched for is depleting in searches then look for alternatives. Of course, be careful to use another tool to ensure that changing is the sensible thing to do.

You can also compare search terms to see which ones are more popular.

You can view how the time of year affect the search volume that certain keywords have.

Alternatively, if you're just interested in discovering the rise or fall in popularity of specific terms then go to

and give it a try.

Whether this will become one of Google's biggest successes remains to be seen. This is unlikely because the information is mostly used by webmasters and there are many tools out there already that provide more comprehensive information. The good point about this information is that it is probably the most accurate there is.

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