

Google Updates: A Window into the Mind of World's Greatest Search Engine



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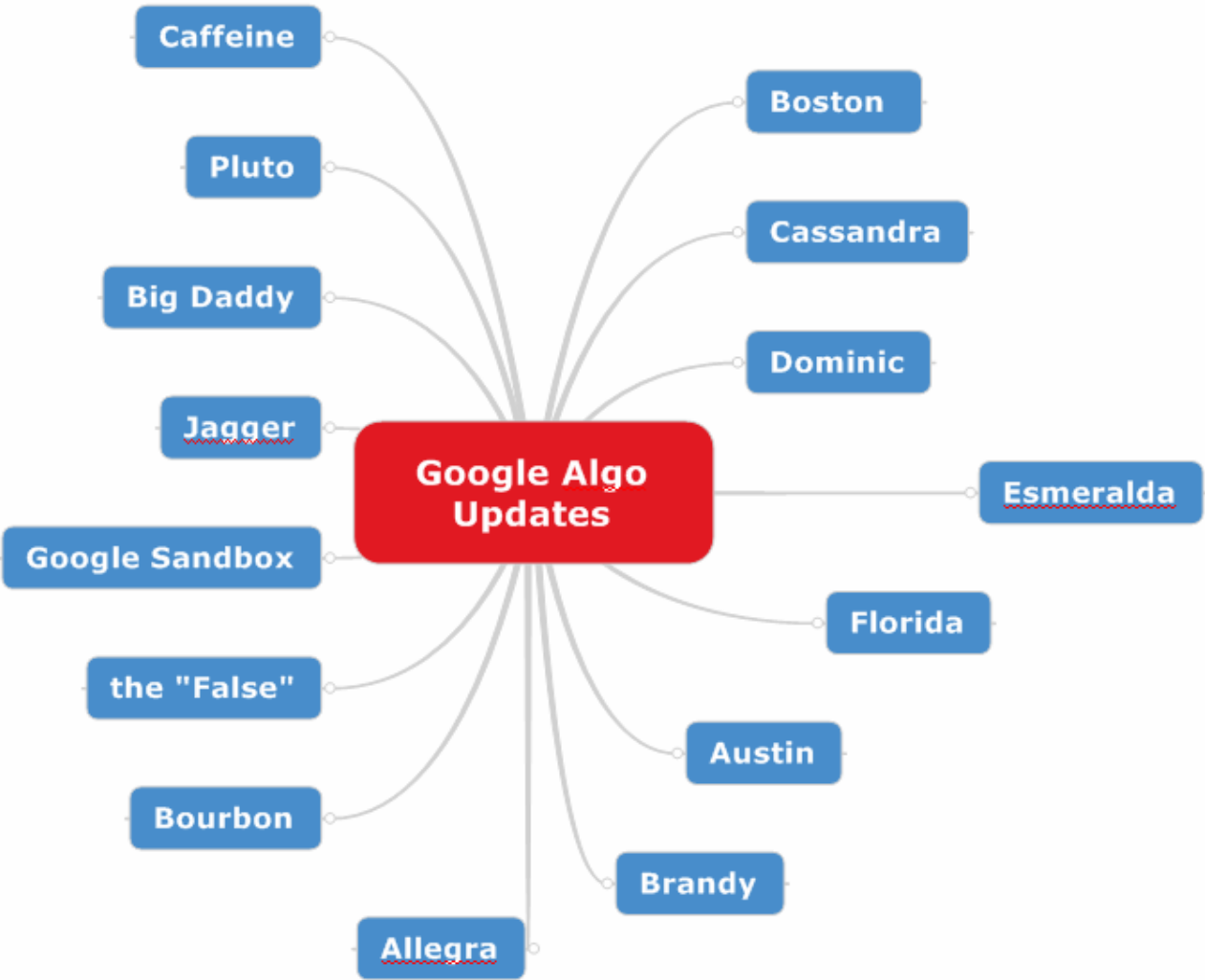
Brain Storming Starts...

The Google updates are generally named after the place where Google holds its conference.

Being a knowledge-based company, Google is always trying to meet the expectations of the visitors and give them exactly what they are looking for. This is a tedious task and involves getting inside the mind of the visitors to understand his pattern of search.

The Google Update is an attempt to document these findings to help companies model their website around the visitors. Google updates aim to promote ethical practices to ensure that a visitor has an access to high quality websites.

The Google updates are generally named after the place where Google holds its conference. However, initially, the name given on the webmaster's world was generally adopted. However, since 2003 a proper nomenclature is assigned to each of these conferences. The first such update is known as the March Boston Update as the Google team arrived on this update in Boston. A brief description of the various updates follows herein:



Boston Update:

(Held in March 2003)

The Boston update was all about incoming links and targeted phrases with a lot of emphasis on unique content. The update reflected Google's preference for fresh content and incoming links on a website.

Reactions:

The heavily cross linked sites had to pay the penalty and also reported a lower page rank.

Users reported a noticeable decrease in the number of back links to their website. The heavily cross linked sites had to pay the penalty and also reported a lower page rank. The update appreciated the effort of websites which constantly updated their content and also had impressive back links on their site.

Cassandra Update:

(Held in April 2003)

Inspired from the name of Cassandra, this update is a classic example of Google's eye for detail. One of the most important features of the Cassandra Update was the importance given to domain name. For instance, a site named Girl Scout Cookies dedicated to widgets would perform better than a site named GS cookies or Scout Cookies. Domain

name assumed a lot of importance in the Cassandra Update.

The above update throws up a very basic question and that is why won't the companies choose a name which reflects their domain name. Well, the answer lies in branding. These companies came into existence much before Google did. So the names that have been chosen for them reflect a strong element of branding. A gradual shift towards SEO will surely help them understand the dynamics of these updates.

Dominic Update:

(Held in May 2003)

The update aimed at making the search process theme based and linking a data center with a particular search.

The update was named after a pizza restaurant which was frequented by pub conference attendees in Boston. The update aimed at making the search process theme based and linking a data center with a particular search.

User Reaction:

The users wanted more clarity regarding which index served which particular purpose. The update also brought about a change in the general belief of the users. The update made it clear that each data center was meant to do different things. A consensus which seemed to have emerged from the update was that there is not a single best index for

all type of search and each index had to be customized according to the theme. The update made people realize the importance of data centers and the benefits of showing well at different data centers.

Esmeralda Update:

(Held in June 2003)

The Esmeralda Update gave more preference to pages which offered more specific information to a visitor. The update revealed that the internal pages within a website may prove to be better for the specific queries generated by a customer. This was a logical progression from the findings of the Dominic update wherein it was observed that even a search aimed at a specific query returned the index page, for instance, searching for 'blue furry widgets' returned www.widgets.com instead of www.widgets.com/blue-furry-widgets.html. The update made people ponder as to where did the key phrases actually fit in the hierarchy.

The update revealed that the internal pages within a website may prove to be better for the specific queries generated by a customer.

User Reaction:

One interesting factor which emerged during the testing of the Esmeralda Update was that the Spam reported was considerably less than Dominic and Cassandra. The users were also advised to compare link counts from Dominic to Esmeralda update as this offered a fairer picture than comparing link

counts from Esmeralda index to pre Dominic link counts.

Florida Update:

(Held in November 2003)

Applauded by the users, the Florida Update heralded in a new era in search. The Update reflected Google's strategic shift from simple filters to an attempt to understand contextually the scope of the search and potential search results. The update ensured that spam was cleaned up with simple linking and other features to ensure that the tightly optimized and cleanly linked sites did really well.

User Reaction:

The Florida Update was welcomed by websites. It reflected a clear progression in indexing ensuring that spam was completely cleaned up. The Update clearly reflected the fact that the searcher's interest had been given top priority. The Update was an attempt to encourage 'White Hat' websites which adhered to the quality requirements.

The Update reflected Google's strategic shift from simple filters to an attempt to understand contextually the scope of the search and potential search results.

Austin Update:

(Held in Jan 2004)

This Update did not produce any specific results and was more concerned with Google bombing. This involved a few number of people manipulating the system to produce political commentaries or other misleading results.

User Reaction:

It was generally observed that the sites with minimal keyword density and constructed with a lot of internal links seem to have fared better. It was observed that the sites linked to other sites in the same area were more successful. Linking a site to an authoritative site with relevant context of link produced great results for the website.

Brandy Update:

(Held in Feb 2004)

This Update offered some useful insights into the working of Google. The update clearly stated that inside Google, more emphasis has been given to words like trust, authority, reputation etc than to brands. The update emphasized on providing the relevant information that a visitor is looking for. The update laid down the basic essentials of a

LSI is all about synonyms and aims at increasing the scope of search.

search engine specifying that it should be able to understand what a document is all about and what is the user exactly looking for. This basic understanding will help the search engine create a perfect synergy while conducting search. The update also placed a lot of importance on the quality of content on a website. For instance, a good newsletter or a forum where people engage in regular discussions can surely enhance the quality of the website.

Another important feature that Google stressed in Brandy Update was Latent Semantic Indexing (LSI). LSI is all about synonyms and aims at increasing the scope of search. For example, the term 'travel insurance' will look for words which include all the aspects related to travel insurance like skiing, holidays etc. It is one of the most important focus areas for Google in all its future endeavors.

Allegra Update:

(Held in Feb 2005)

The Allegra Update was an attempt made by Google to identify spam sites which still managed to rank high on the search engine. Google also encouraged users to give feedback about sites which actually deserved higher rankings but were not able to achieve so.

User Reaction:

Certain website users reported that their websites did a disappearing act from the search engine. This happened in spite of being properly optimized and following all the White Hat specifications. The users complained that a few sites with Spam content still managed to get high rankings.

Bourbon Update:

(Held in May 2005)

The Bourbon Update was an attempt to bring about strategic changes in search process and make it more effective. The update started by responding to the spam complaints and responding to re-inclusion requests. The Update also focused on switching over from old data centers to new ones.

User Reaction:

'Stemming' seemed to be the focus of all the discussion in this Update. A few users observed that different keywords produced similar rankings. The Update fueled speculation that Google had at last started implementing stemming.

Jagger Update

(Implemented between Oct-Nov 2005)

The crux of Jagger Update revolved around Geo centric data which Google wanted to implement for better localization. This brought about many positive changes in search. The Jagger Update was also an attempt by Google to encourage user groups to provide feedback about sites which employed Black Hat SEO techniques especially sites with doorway pages employing sneaky JAVA scripts. The update assured the users that the Spam websites would be excluded from the search engine and applied for re inclusion only when doorway pages are gone.

The crux of Jagger Update revolved around Geo centric data which Google wanted to implement for better localization.

User Reaction:

The users noticed changes for results in the same domain even with different interface language selected. Changing the interface language changed the entire bunch of results. The users tried to find an explanation for this in the geo centric data which Google wanted to implement for better localization.

Big Daddy Update

(Held in Feb 2006)

The Big Daddy Update was all about pages going 'supplemental' on Google. Google invited concerns from users whose websites had gone supplemental

and assured the users that their pages would reappear on the search engine. A system for feedback was set up by Google.

User Reaction:

Many users noticed a reduction in their traffic even after following proper techniques. Many users noticed sites going supplemental which was attributed to the website not getting crawled recently. A detailed observation revealed that the depth of crawl depends upon PR and the Big Daddy update would present a clearer picture of PR.

Pluto Update:

(Held in August 2006)

This update focused on evaluating the importance of back links on a website. Google specified that back links are updated at their own rates, so an update of visible back links would generally not bring about a change in rankings.

User Reaction:

The users observed that the back links across different data centers were updated. The changes brought about by Pluto update is still being studied and discussed to arrive at a suitable conclusion.

Caffeine Update:

(Held in August 2009)

The strategy adopted for the partition of all documents involves distributing documents into smaller segments, having multiple replicas for handling each segment, finally routing the request through a load balancer.

Google's endeavor to bring about major changes in the search domain continues with the introduction of Caffeine which is the latest search engine infrastructure from Google. The strategy adopted for the partition of all documents involves distributing documents into smaller segments, having multiple replicas for handling each segment, finally routing the request through a load balancer.

User Reaction:

Caffeine was welcomed by users as a completely new infrastructure that includes a rewrite of the underlying data storage technology the Google File System. The users believe that Google will now have more flexibility and speed in how they construct the SERP's in the future. The users are also giving out reports on ranking differences.

White Paper

To ensure that Google is always aware of the page ranks and back links updates, it has devised a very interactive feedback table which encourages the users to provide page rank and back link updates as soon as they spot it. The sample of the table is enclosed below:

2009	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
week1				PR		PR	PR					
week2												
week3								PR				
week4		PR								PR		
2008	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
week1									BL			BL
week2	PR		PR									
week3										PR		
week4					PR		PR			U		PR
2007	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
week1								BL				
week2				BL								
week3	PR					BL						
week4	BL		BL	PR						PR		

White Paper

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2006												
week1				PR						BL		
week2							PR			PR		
week3	BL	PR										
week4												
2005												
week1	PR	BL	BL					PR	BL		Jagger	
week2				BL		BL	PR					
week3				BL						PR		
week4			BL	PR	PR	BL		BL		Jagger		BL
2004												
week1				PR		PR		BL		PR	BL	
week2		PR	PR						BL			
week3							BL			BL	BL	BL
week4	PR					PR		BL				

- BL BackLinks
- PR PageRank and BackLinks
- PR PageRank only
- PR Partial PageRank and BackLinks
- BL BackLinks revoked
- PR PageRank revoked
- Jagger Major Updates
- U Reversed SERPs Update

Reference: <http://blog.xseo.com/newsGoogleDanceupdates.htm>

Conclusion:

Updates reflect a sincere attempt by Google to factor in the experiences of users and design a holistic search engine.

The above White Paper is an attempt to shed some light on the tremendous amount of activity going on in the turf of Google search. The Google Updates reflects a sincere attempt by Google to factor in the experiences of users and design a holistic search engine where a visitor can reach his destination faster.

We at Mosaic offer valuable insights into Search Engine Optimization process to help you soar high in the Internet space. Our team of SEO experts will guide you at every step and keep you updated with the Google initiatives. Trust us as we take you higher.

About Mosaic ITES Services

Mosaic ITES Services is one of the largest Latent Semantic Indexing based Search Engine Marketing and Optimization Companies in the world.

*An ISO 9001:2000
certified Company.*

- ✓ **An ISO 9001:2000 certified company**
- ✓ **165 certified resources and growing**
- ✓ **16250 Man Days Experience**
- ✓ **Optimized 937 Client websites**
- ✓ **Active Projects – 287**
- ✓ **Google Certified Professionals**
- ✓ **Over 100 thousand Links created**

Mosaic ITES Services is a customer and service focused organization. We believe in cultivating long lasting relationships. We have developed a comprehensive understanding about different vertical requirements and provide customized solutions to individual businesses.

