

From: Association of Strategic Marketing OnDemand Webinars
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Subject: SEO Compliance: Improve Rankings and Avoid Penalties - OnDemand Webinar

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OnDemand Webinar

SEO Compliance: Improve Rankings and Avoid Penalties

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92 min

Credits*: CMM

It's a balancing act. Your search engine optimization tactics need to evolve in order to keep up with increasingly more SEO savvy and aggressive competitors. Yet on the other hand, your website must also be squeaky clean and compliant with the various spam-catching Google® algorithms like Panda and Penguin and also able to survive intense human scrutiny by Google engineers and their army of quality raters. One misstep and it's game over. It's hard to recover from a penalty — whether it's algorithmic or manual.

There is no such thing as flying under the radar when it comes to Google®. If you are operating outside of Google®'s current or future guidelines (knowingly or inadvertently), it's just a matter of time. You may not have gotten caught yet, but your day may be coming. More and more SEOs are using aggressive SEO tactics and moving into dangerous territory as the guidelines continue to broaden. What if Google® is archiving your efforts for future review, to uncover what it can't right now due to current limitations? Do you really want to be profiled retroactively as a spammer?

Benefits for You

- Learn the latest in white hat& SEO tactics
- Discern between Google® manual and algorithmic penalties, and between

Google® algorithms such as Panda and Penguin

- Distance yourself from the rogue operators in the SEO industry
- Stay competitive but without the risks
- Gain a solid understanding of the best practices and the worst practices
- Understand Where Keywords Stand in an Age of Not Provided

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