Google Algorithm Changes Increase

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London, UK (RPRN) 09/28/12 — Cayenne Red is advising its clients that the frequency of Google's algorithm changes are increasing and that the reaction to a sudden drop in a website's search ranking should be calm and analytical.

Cayenne Red understands all too well the implications of being reduced in the rankings, having had clients suffer from seemingly arbitrary new rules, but notices that a calm and studied approach to the problem usually rectifies matters quite quickly.

Cayenne Red believes that companies have to plan and prepare for a drop in rankings on key search terms, and be ready to cope with nowadays an almost inevitable scenario. Cayenne Red clients are now taken through a step by step process which identifies the problem, and how it was caused, and how to fix it.

Mr Duncan Cumming, CEO of Cayenne Red, said:

"Having your website reduced in the search rankings is a very dramatic event for most companies and their digital marketing advisors. No-one likes free-falling on certain key terms, but it's now becoming a part of the landscape as algorithm changes increase and we now have to factor in a crisis management plan for when it happens.

"We think the best approach is to expect a periodic drop in search rankings and to plan for that eventuality. We believe we are one of the few agencies that offer crisis management planning for such an eventuality as this."

Cayenne Red is a full service digital marketing agency which offers all the main elements of the marketing mix, including SEO Consultancy.

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