

# Master Google Tips: Google Algorithmic Updates and Your Blog SEO

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ORLANDO, FLORIDA ([RPRN](#)) 07/07/12 — Google constantly updates its algorithms in an effort to provide the optimal search engine experience for users.

Master Google, an [SEO consulting](#) firm, recently released a list of six tips website owners can follow to help ensure their sites' [Google website ranking](#) isn't adversely affected by those updates.

1- Put Up a Constant Fight against Plagiarism Say no to plagiarism. Duplicate or copied content is a serious issue with Google. Whether you have duplicate content on your domain or have your content cross-posted on other sites, you must pay careful attention.

2- Don't Write Only to Rank Higher If you've written content only to rank at the top of search engines, your site will be seen as a content farm. This only shows an obsession over keywords and little concern for users.

3- Get Rid of Bad Links (Outbound & Inbound) Watch sites you've linked to or sites linked to yours. You have control over whom your site links to; any link irrelevant to your niche can be a bad signal for search engines.

4- Add Variety to Backlinks Profile There are different categories of sites from where you can acquire backlinks for your site. Try to get links from different sources including .edu, .org, .net, .com, country-specific domains (.ca, .au, .co.uk) and wiki directories. Make your site's backlinks profile look natural to Google. Don't buy them or build them too fast.

5- Create Social Signals Search engines like Google are capable of understanding people and relationships. Enhancing website or [blog SEO](#) involves using several ways to create a strong social presence.

6- Learn SEO Keep learning [search engine optimization](#) as it evolves.

## Learn More

To learn more or schedule a free consultation, visit: [www.mastergoogle.com](http://www.mastergoogle.com) or call 1-877-932-6559, internationally at +1-303-932-6559.

## About Master Google

Master Google, established in 2004, has mastered industry-standard SEO techniques and developed new ones. Master Google's code-efficiency optimization techniques, along with the highest-quality link building methods, guarantee its clients' websites success with Google and other search engines.

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