Who's who in Search

Mike Thelwall

- Mike Thelwall is Professor of Information Science and leader of the Statistical Cybermetrics Research Group at the University of Wolverhampton, UK, which he joined in 1989.
- He was formerly Reader, Senior Lecturer and Lecturer at the University of Wolverhampton.
- His PhD is in Pure Mathematics from the University of Lancaster.
- His current research field includes identifying and analysing web phenomena using quantitative-lead research methods, primarily web link analysis and blog analysis, and he promotes an information science approach for link analysis.
- Mike has developed a wide range of free tools for gathering and analysing web data, including the research web crawler SocSciBot and software for statistical and topological analyses of web structures (LexiURL, SocSciBot Tools) and site and blog content (Cyclist, Mozdeh).

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Ranking Boost Possible Without Penguin Refresh From Google

Lisa Lacy, *September 9, 2014*

6 Comments

SEO Evolution: Sell, Discover, Deliver & Report on Highly Converting Keywords by Krista LaRiviere, gShift

It's possible for webmasters to change their sites to improve rankings without a Penguin update from Google. So writes Google Webmaster Trends analyst John Mueller in the Webmaster Central Help Forum.

Mueller says sites shouldn't focus on individual factors of individual algorithms, but rather on cleaning up site issues and making sure the sites are as good as they can be in and of themselves.

In the thread, "Has Google ever definitively stated that it is possible to recover from Penguin?" Mueller writes, "Yes, assuming the issues are resolved in the meantime, with an update of our algorithm or its data, it will no longer be affecting your site."

He also concedes that, in theory, if a site is affected by an algorithm and it fixes the issue that led to the problem, then the algorithm and/or its data must be refreshed in order to see those changes.

However, noting that Google uses more than 200 factors in crawling, indexing, and ranking, Mueller writes, "While there are some cases where a site is strongly affected by a single algorithm, that doesn't mean that it won't see any changes until that algorithm or its data is refreshed."

Mueller uses the example of a site impacted by a Web-spam algorithm and says if the webmaster resolves those issues and makes the site "fantastic," the site is likely to see changes in search even before that algorithm or its data is refreshed.

"Some of those effects might be directly related to the changes you made (other algorithms finding that your site is really much better), some of them might be more indirect (users loving your updated site and recommending it to others)," Mueller writes.

Further, if the world had just one algorithm, then, yes, webmasters would have to wait for a refresh to see changes, Mueller says.

"In practice, however, things are much more involved, and improvements that you make (especially significant ones) are likely to have visible effects even outside of that single algorithm," Mueller writes. "One part that helps to keep in mind here is that you shouldn't be focusing on individual factors of individual algorithms, it makes much more sense to focus on your site overall - cleaning up individual issues, but not assuming that these are the only aspects worth working on."

Bad Link-Building You Should Be Doing

Dave Davies, *September 9, 2014*

9 Comments

SEO Evolution: Sell, Discover, Deliver & Report on Highly Converting Keywords by Krista LaRiviere, gShift

I'm in the process of training a new staff member in the art and science of link-building. For those who read *SEW* regularly, you'll know that for the past few months my articles have focused on link tools, ranging from a new favorite tool, SpyFu's Backlink Builder, to classics like Majestic SEO and ahrefs. Going through those tools and discussing link profiles as a whole and not simply how to look at an individual one got me thinking…in a lot of cases, links from methods that many would consider bad are not just part of a natural profile but can drive traffic and PageRank.

So what am I talking about here? I'm talking about links that come from methods that have been heavily hit by Google in the past. Why would you want to build them? Because there's a reason they were counted in the first place, and done right they can be part of a solid overall profile. The bad link-building methods I'm going to discuss here are:

- Directories

- Article writing

- Guest posting

- Forum commenting

That's right; you just read those four link-building methods correctly. But a point I will repeat later just to make sure it's understood – these are meant to be part of a link profile, not the extent of your link-building. A **VERY** important distinction. So let's begin …

More Local SEOs Earning Less Than $30,000 [Study]

Lisa Lacy, *September 8, 2014*

6 Comments

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SEO Evolution: Sell, Discover, Deliver & Report on Highly Converting Keywords by Krista LaRiviere, gShift
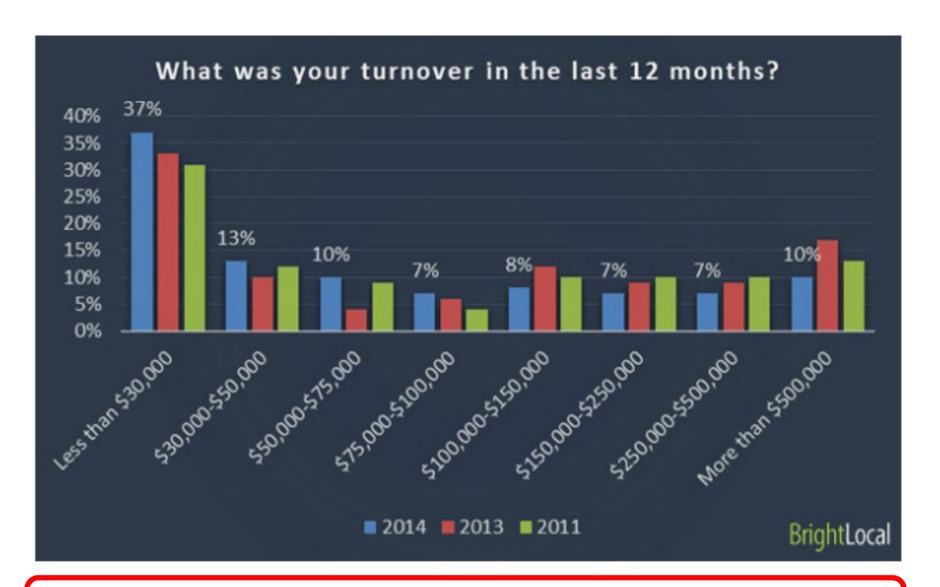
Local SEO tools and search engine marketing service BrightLocal has released the results of its 2014 Local SEO Industry Survey.

The survey included nearly 1,800 SEOs.

According to BrightLocal, the majority of respondents were from local/regional agencies (31 percent) or were freelance SEOs (27 percent) and 84 percent said they have five or fewer SEOs in their company.

This means the majority of those working in local search do so as solo operations or as part of smaller agencies working in local towns, BrightLocal says.

In addition, 37 percent of respondents said their turnover was less than $30,000. That's up slightly from 33 percent in 2013. In fact, BrightLocal says one of the most dramatic figures in this survey is the rise in the percentage of SEOs earning less than $30,000, which it says marks "an alarming trend" for the industry as a whole. In other words, BrightLocal says SEOs should command higher fees and income "given the complexity of the work and the potential impact it can have for a local business when done well."

What was your turnover in the last 12 months?

- Less than $30,000: 37%
- $30,000-$50,000: 13%
- $50,000-$75,000: 10%
- $75,000-$100,000: 7%
- $100,000-$150,000: 8%
- $150,000-$250,000: 7%
- $250,000-$500,000: 7%
- More than $500,000: 10%

Legend: 2014, 2013, 2011

BrightLocal

A majority of respondents say they personally handle between two and 10 clients and BrightLocal says the average number for 2014 is actually nine, which is down from 11 last year.

In addition, 60 percent of respondents say they serve many different industries, which is down from 67 percent in 2013.

Bing Temporarily Removes New Image Widget

Lisa Lacy, *September 9, 2014*

1 Comment

⊕ From Data-Driven Marketing to Social, Mobile, Display, Search and Email, see the ClickZ Live Chicago agenda.

Bad news for Bing's new Image Widget: The feature has been temporarily removed.

The move comes after stock photo agency Getty Images filed a lawsuit citing "massive infringement," reports say.

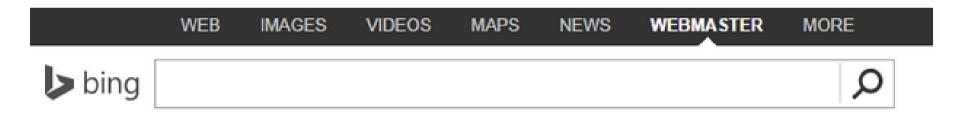| WEB	IMAGES	VIDEOS	MAPS	NEWS	WEBMASTER	MORE

▷ bing

Image Widget

We have temporarily removed the beta.

The feature launched in late August. According to Bing, it was intended to make it easier to display images and slideshows on websites by providing access to the code necessary to display search result images.

However, per *Reuters*, Getty's lawsuit says the widget gives users access to billions of online images without consideration to copyrights.

"We have temporarily removed the Bing Image Widget beta so we can take time to talk with Getty Images and better understand its concerns," a Microsoft spokesperson wrote in an email.

A Getty rep sent a nearly identical statement: "Microsoft has agreed to temporarily remove the Bing Image Widget beta while it works with Getty Images to discuss our concerns."

However, *Reuters* quotes Getty's general counsel, John Lapham, who said the widget helps websites embed copyrighted images for commercial use.

"Now you have someone else's picture in full, beautiful display on your website, having never paid for it and with no attribution to the photographer at all," Lapham told *Reuters*.

The *Reuters* story also quoted the lawsuit, saying, "In effect, [the] defendant has turned the entirety of the world's online images into little more than a vast, unlicensed 'clip art' collection for the benefit of those website publishers who implement the Bing Image Widget, all without seeking permission from the owners of copyrights in those images."

DON'T WORRY ABOUT THE WORLD COMING TO AN END TODAY.

IT IS ALREADY TOMORROW IN AUSTRALIA.

CHARLES M. SCHULZ