

## Google Panda Shakeout: Will Google Bots Win over Auto Blog Bots?

Do you think automatic blogging can work for a long term in getting Spam Blogs top rankings?

World's dominant search engine, **Google**, Counter SPAM team, has a lot to deal with these days. Automatic Blog **Spam** software has been flooding the Internet with many copies of junk blog posts.



Google's spam fighting team launched the "Panda" search engine update to detect and de-rank many websites that use **Automatic blogging software**. The software automatically creates fresh targeted content for your blog by importing articles from RSS feeds or search keywords. By this, they can aim high ranks in Google with less effort.

Google said that they are going after the software and tools and websites that promote content farms.

Now here's the twist. For now Google's efforts seem to be missing their target, in more than a few cases. So we found that there are still cases where websites using Auto Blogging software get higher rankings compared to those that have the original and genuine information which the Auto Blog based sites scraped.

It was also reported that certain sites owners stating their sites were "punished", although their content was original, and in spite of the fact they used no auto blogs or content farms for search engine optimization.

Knowing how Google thinks and acts, we'd expect this situation to change soon. As many sites are using the Auto blogging to get higher ranking, there is more data for Google's learning machine to analyse and detect sites that are using Auto Blogs. Then Google could possibly "turn the dial" and trash all the Spam Auto Blog times in one

shot (well maybe more than one shot... not software is perfect on day one).

So it is Google bots vs. Span Bots.

Several websites such as <http://ezinearticles.com/> which had high ranks before "Panda" update, have now low rankings and are losing their PR. The new findings and announcements during the past months indicate that this is continuing process (such as Panda version 2.2 update and such).

Sooner or later, Google will find a way to put things on the right position. Websites that have authentic and important information should be in a better place in the search engine ranks. As to websites that use the Auto Blog software, well they are a moving yet prominent target for Google, and will fail over time, as any other short term strategy, leaving their owner with zero value build.

Just to let you know, we believe Automatic blogging is not that bad as long as you *use it* for good reasons and in the right way. Integrating external information which is valuable to your readers, while keeping copyright terms and adding content and value to the original content, should work for you. But then it would not be fully automated. You can automate getting content, auto post it as a draft, which is not published yet. Then you would review the draft, consider which parts you want and allowed to use or add your own content to complement it.

Sites that use Auto Blogging in this manner should be eligible for high ranking. This way you are being profitable and making things right for you and the universe.

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