

New analytical platform deconstructs Google's Penguin 2.0

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MathSight (<http://mathsight.org>), the purpose built analytical platform launched in March this year, has been used to deconstruct the Google Penguin 2.0 algorithm update, rolled out on 19th May.

The platform was used to analyse websites from eight business categories - online retailers including the travel, gifts, mobile apps and jewellery sectors, and business to business companies including business awards, advertising and PR.

Andreas Voniatis, managing director, MathSight says: "Although it is near impossible to reverse engineer a complete search engine algorithm, it is possible to show the potential causes of any change in algorithm methods when they occur. We look for a step change in a pattern that could be an underlying increase or decrease in actual Google-sourced traffic as a result of an algorithm alteration, such as the recent Penguin 2.0 update."

The analysis ran for two months, spanning the Penguin 2.0 roll out period. This enabled MathSight to identify features in web design and content that were either 'rewarded' or 'punished' following the update.

"Overall the types of rewarded features varied according to business categories," says Voniatis. "But the analysis provided valuable insights which mathematically identified how Penguin 2.0 has impacted on the subject sites, and revealed what needs to be done in each case for optimum SEO."

The full report is available on request from MathSight.org (<http://mathsight.org>)

About MathSight

MathSight was launched in March 2013; it demystifies the search engine algorithms using machine learning and big data.

The platform analyses the qualitative and stylistic aspects of content, web design, and site architecture, their inter-relationships, traffic data and other key performance indicators. This enables MathSight to determine the cause of changes in search engine traffic, be it a change in the algorithm, or the SEO (onsite and offsite) of a client or competitors. These insights are currently available for integration into bespoke and best in class, enterprise level, SEO tools.

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