

## Google Panda & Penguin Updates Prompt Major SEO Upgrade

*Recent changes by Google have caused major upset for many businesses trying to promote their websites on Google. WebHealer has responded to these changes with significant upgrades to its searchMAX toolset, to help its clients avoid harsh penalties.*

Online PR News – 17-August-2012 –Promoting professional therapists to top places on Google has always been core to the webhealer service, and at the heart of this is their searchMAX toolset and methodology. webhealer are pleased to announce a major upgrade to searchMAX in response to Google's recent changes - the Google Penguin update and Google Panda update.

When Google makes changes to its rules for ranking website listings, the updates are often dubbed with unusual names - non more so than the "Penguin" update of April this year, and the "Panda" update of last year. Although Google didn't exactly rewrite any rules with these updates, the consequences of breaching established good practice are now much more serious, and have caused many businesses to find their websites completely removed from website listings.

Phil Hulme, Director of WebHealer said: "We have always taken a cautious and considered approach to our search engine work. There are many operators out there exploiting the naivety of small businesses when it comes to search engine optimisation - either promising miracles they can't deliver or overcharging for simple tasks that give no value to the client. We have always taken an honest, "no surprises" and discriminating approach, evidenced by the fact that these Panda and Penguin updates have had very little adverse impact on our clients. In fact we see these updates as an opportunity, as the changes we are now making are entirely consistent with our existing strategy, but we are committing even more resources to searchMAX in the knowledge that our approach will give our clients an even greater advantage than before."

The key elements of the upgrade to searchMAX are:

- 1) Adding new protections to the website content management system to alert clients against accidental or misguided overuse of keywords
- 2) Enhanced link building, focussing on quality links from relevant content

Professional therapists who think they may have been hit by the Google Panda or Google Penguin update, are invited to contact WebHealer about moving their website over to WebHealer's system. Please note that if a website's Google standing has been badly damaged by the work of unprofessional search engine consultants, it may not be possible to recover the situation.

*WebHealer run websites for professional therapists. They are passionate about great design, value for money and producing results for clients. Fundamental to this is obtaining top search engine placement for clients using their proprietary searchMAX tools and methodology. Key therapy areas for WebHealer are counselling websites, reflexology websites and multidisciplinary clinics.*

### Contact Information

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