

# An Ex-Google Engineer's Primer to Google Penalties

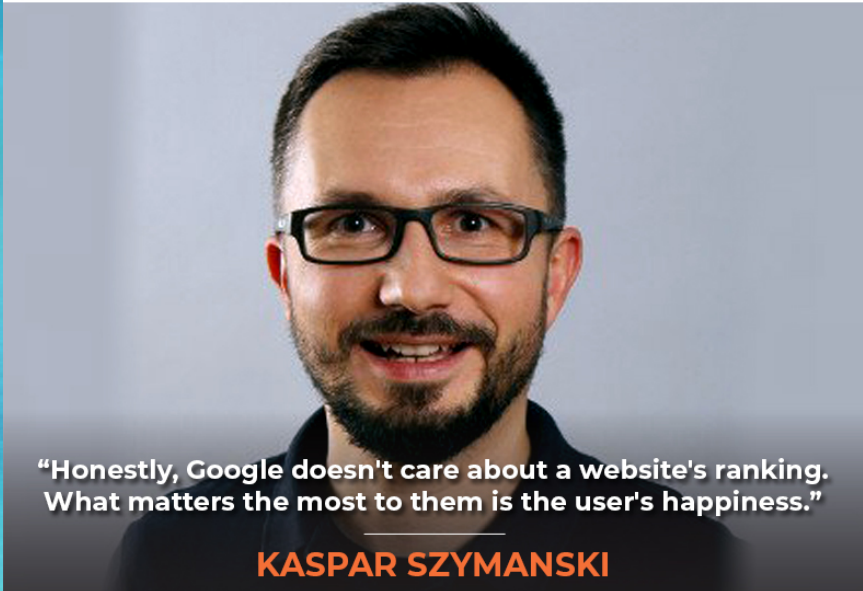
## 10 Point Checklist

Kaspar Szymanski

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a 10 point checklist that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



"Honestly, Google doesn't care about a website's ranking.  
What matters the most to them is the user's happiness."

**KASPAR SZYMANSKI**

# 10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Determine whether the drastic change in my site ranking is because of a penalty or a change in the Google algorithm. Examples of popular algorithm changes are Panda and Penguin. To find out which is which, let this [article](#) be my guide.
- I will become familiar with Google's manual raters' [guidelines](#) and ensure I use them as rules for best practice on my site.
- I will create an effective and convenient web design that enables visitors to browse efficiently.
- Get reviews and testimonials from my clients to improve my authority in my niche.
- Get rid of spammy content so that Google bots will find my site as trustworthy.
- Clean out unnatural backlinks as they can harm the overall ranking of my website.
- Avoid cloaking at all costs. This is considered black hat SEO and could result in a Google penalty.
- Check for duplicate content within my pages and on other websites that may have plagiarized my content. Make sure that everything I publish is relevant and unique.
- Consider the acronym EAT when developing my SEO strategy. It stands for expertise, authoritativeness, and trustworthiness.
- Check out Kaspar's site [searchbrothers.com](http://searchbrothers.com) for more info on how to prevent a Google penalty and advice for sites that have already been hit by one.