Google May Ignore Keyword Stuffing if Content Has Value by @MattGSouthern

Google’s John Mueller revealed that the search engine’s algorithms do not punish keyword stuffing too harshly. In fact, keyword stuffing may be ignored altogether if the content is found to otherwise have value to searchers. This information was provided on Twitter in response to users inquiring about keyword stuffing. More specifically, a user was concerned about a page ranking well in search results despite obvious signs of keyword repetition. Prefacing his statement with the suggestion to focus on one’s own content rather than someone else’s, Mueller goes on to say that there are over 200 factors used to rank pages […]

The post Google May Ignore Keyword Stuffing if Content Has Value by @MattGSouthern appeared first on Search Engine Journal.

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