Video: Eli Schwartz on Google Panda gutting a site's traffic

Eli Schwartz – no, we are not related – was in New York last December and stopped by my office to chat. I decided to capture most of our conversation on my video camera and use it for vlog material. He was a good sport and let me publish it on YouTube.

Eli told me about the day when he was working at a company in 2011 and Google Panda touched down. He said, overnight, the company he was working for saw 70 to 90% of its traffic disappear. Ultimately, it was a really good experience because that site underwent tons of changes, leading to a 125% traffic increase.

Eli then moved into more of an enterprise SEO environment. He spent a lot of time at Survey Monkey, before and after that company IPOed. He now consults for both large companies and start-ups with VC funding on their SEO strategies. We discussed some of the challenges of doing SEO for enterprises.

Check out the interview here:

[embedded content]
I started this vlog series recently, and if you want to sign up to be interviewed, you can fill out this form on Search Engine Roundtable. You can also subscribe to my YouTube channel by clicking here.

About The Author

Barry Schwartz a Contributing Editor to Search Engine Land and a member of the programming team for SMX events. He owns RustyBrick, a NY based web consulting firm. He also runs Search Engine Roundtable, a popular search blog on very advanced SEM topics. Barry’s personal blog is named Cartoon Barry and he can be followed on Twitter here.
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