



## Tips to get out of the "GOOGLE HOLE"

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**April 17, 2009** - [PRLog](#) -- Ever wonder why your website just will not move within the search engines, or even show up at all. Usually with brand new websites, it is easier to show up faster and higher than those websites that you've had for months or even years. See...Google loves fresh new content...and I'm sure you've heard this before, yet do you practice these things?

I love to design and create new websites, and honestly would love to design a new one everyday if I had the time, but marketing existing websites can take up a whole day and fast. I'm sure that other SEOs' and internet marketers' can attest to that as well.

There have been many times in my experience that I've found one of my websites in, what I call, the "GOOGLE HOLE". The Google Hole is when one of your websites drop tremendously or even vanish from the search engine. It is one of the most devastating things that I've encountered as an SEO. One week your on top or at least the first page for your targeted keywords, then it happens.....AAAHHHH!!!!

What now...well, the first thing is to STOP doing whatever you were doing and do something else. Usually it's a trend that ends or Google changes what it likes that week, or something. Sucks huh? Yeah I know.

Ok.....follow these steps:

1. CHECK YOUR COMPETITION....What did they change about their site?
  - a. Check the keywords they are using. (\*Tip a while ago Google decided it doesn't like a lot of keywords in the meta tags\*)
  - b. Title tags and description usage.
  - c. Content within their site. Search for any changes.
2. READ GOOGLE PRESS RELEASES....They announce when they are making changes!
  - a. Very helpful when you know what Google is looking for.
  - b. You may find other SEO press releases with useful info on changes.
3. MAKE CONTENT CHANGES, PICTURE CHANGES, KEYWORD, TITLE TAG, DESCRIPTION!
  - a. Then resubmit your website to Google and cross your fingers.
4. Call Google and ask WHY? Lol...it's worth a try, I was asked to do that once...called Google... got through....and the next morning I was back on top for "machinery movers alabama" website:  
<http://www.alabamamachinerymovers.com>

For more information please visit Jacob Brown Designs at <http://www.jacobbrowndesigns.com>

Jacob Brown Designs - "The Michigan SEO Experts"

The founder of Jacob Brown Designs designed and created a system to allow us to become known as "The Michigan SEO Experts". Jacob Brown Designs is a full service Search Engine Optimization SEO & Internet Marketing Company. We are a web and graphic design establishment based in Novi, MI. We effectively service the Detroit Metro and surrounding areas. If you are looking for quality, creativity, and efficiency, then you've come to the right place. We are a creative graphic and web developing company producing high quality solutions for our clients. From hand drawn illustrations, to computer creations, Jacob Brown Designs will exceed all of your business expectations.

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# # #

Jacob Brown Designs is a full-service Graphic Design, Web Design, SEO/SEM Expert & Specialist, Search Engine Optimization company in Michigan.

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