

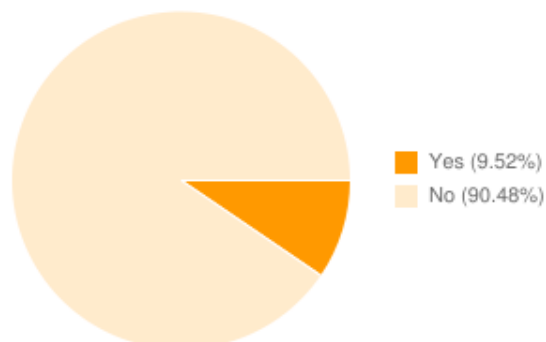
# Panda Risk Assessment

[www.pandarisk.com](http://www.pandarisk.com)



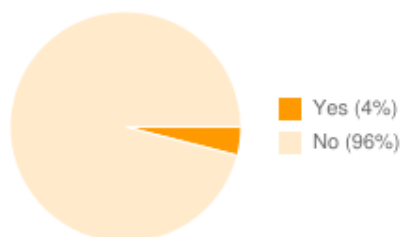
# Are there any obvious errors on this page ?

www.ebay.com/itm/Plush-Doll-Toy-Animal-Giant-Panda-Pillow-Stuffed-Bolster-Gift-70CM-28-YNM05-/231242228787

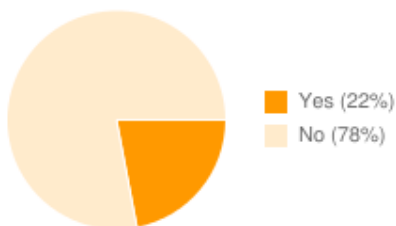


**Synopsis:** Congratulations, most reviewers find the information on your page to be without errors. Clear, concise, factual, and accurate information are important indicators in Google's quest for finding the best possible results.

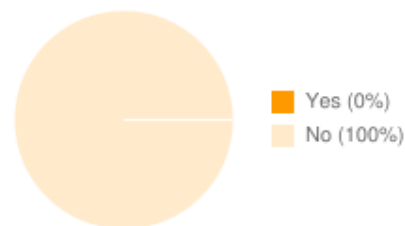
## Compared to Wikipedia



## Compared to .EDUs



## Compared to .GOVs



## General Recommendations



### Grammatical Errors

One of the clearest indicators of an error prone page is grammatical and/or spelling errors. Use a tool like **After the Deadline** ([afterthedeadline.com](http://afterthedeadline.com)) to find and correct errors.



### Broken Images

Broken images stand out like a sore thumb and immediately impact the credibility of a page. Use **Xenu Link Sleuth** to find broken images.

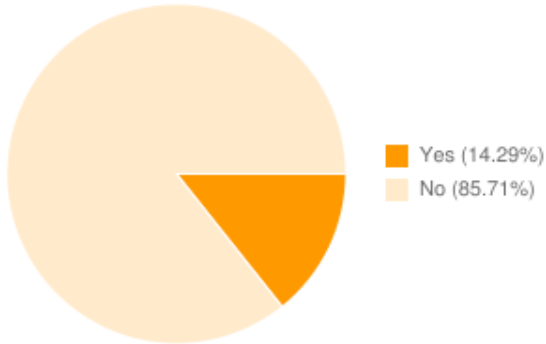


### Invalid Markup

Pages may render incorrectly on some browsers and devices with invalid markup. Apply **W3C Standards** and use **BrowserShots.org** to make sure your site performs well.

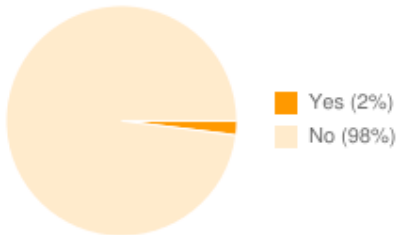
# Are there excessive ads on this page ?

www.ebay.com/itm/Plush-Doll-Toy-Animal-Giant-Panda-Pillow-Stuffed-Bolster-Gift-70CM-28-YNM05-/231242228787

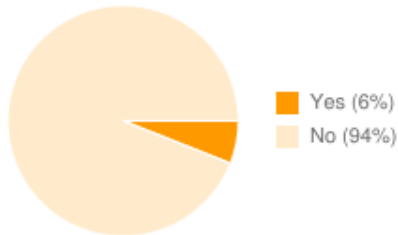


**Synopsis:** Unfortunately, a relatively high percentage of reviewers thought your page had excessive ads. Google doesn't want to send users to pages that are primarily there to simply drive advertising impressions or clicks - they want substantive content.

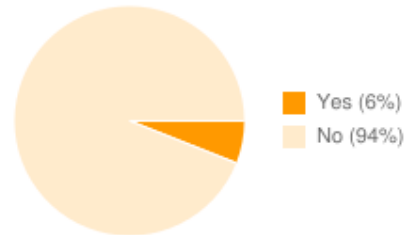
## Compared to Wikipedia



## Compared to .EDUs



## Compared to .GOVs



## General Recommendations



### Below the Fold

Move ads to below the fold wherever possible and avoid more than 2 or 3 ad blocks. Consider other forms of advertising like native or textual ads that aren't as intrusive.



### Download Speed

Even if your ads are below the fold, make sure both internal and external ads are not disproportionately increasing your download times, which can also impact rankings.



### Hear No Evil

Avoid advertisements that play sounds like the plague. Seriously, don't do it.

# Could this content appear in print, such as magazines or newspapers?

www.ebay.com/itm/Plush-Doll-Toy-Animal-Giant-Panda-Pillow-Stuffed-Bolster-Gift-70CM-28-YNM05-/231242228787



Yes (48%)  
No (52%)

**Synopsis:** Unfortunately, a relatively low percentage of reviewers felt your content was worthy of publication. Google considers content that might make its way into magazines, newspapers or print more trustworthy than random content published to the web.

Compared to Wikipedia



Yes (85%)  
No (15%)

Compared to .EDUs



Yes (85%)  
No (15%)

Compared to .GOVs



Yes (89%)  
No (11%)

## General Recommendations



### Share the Spotlight

Print publications almost always interview or cite other sources, why doesn't your content? **Bonus:** This tends to attract links too!



### Strong Imagery

Fuzzy, low quality stock photography doesn't scream print-quality. Give users something they want to see.

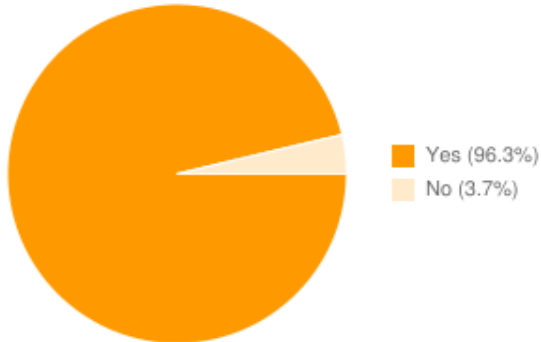


### Clear Structure

Consider following APA style guidelines or similar structures when writing content to give a formal, academic feel when appropriate.

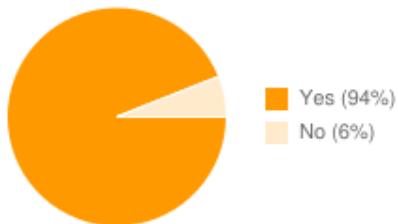
# Do you trust information on site ?

www.ebay.com/itm/Plush-Doll-Toy-Animal-Giant-Panda-Pillow-Stuffed-Bolster-Gift-70CM-28-YNM05-/231242228787

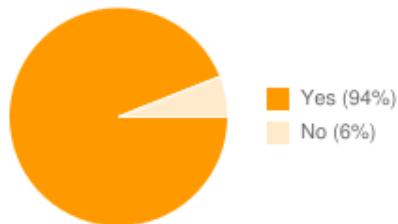


**Synopsis:** Congratulations, a healthy proportion of users trust the information on your page. Google wants their users to find sites that are objectively and obviously trustworthy. This has been the undeniable mandate of Panda updates.

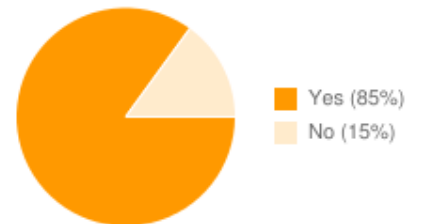
## Compared to Wikipedia



## Compared to .EDUs



## Compared to .GOVs



## General Recommendations



### 3rd Party Verification

Wherever possible, show and use 3rd party content verification services. For example, use the **HON Code** icon if your content is compliant.



### Reviewers

Expose content reviews on the page using schema markup to make it clear that other users trust the content already.

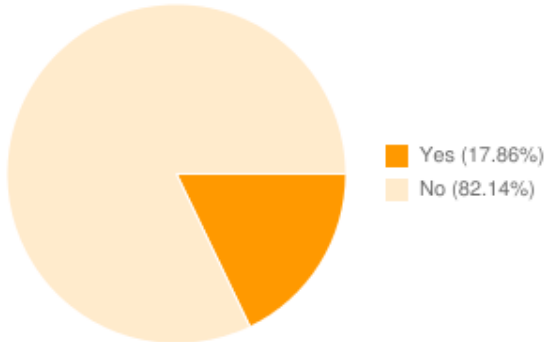


### Update Content

Fresh, updated content is more trustworthy. Don't just update your content, make it clear that it has been updated with 'last updated' indicators.

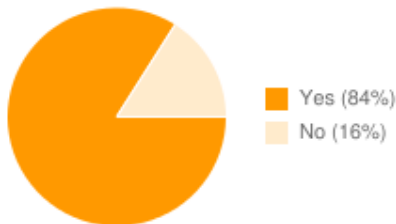
# Does this page contain insightful analysis?

www.ebay.com/itm/Plush-Doll-Toy-Animal-Giant-Panda-Pillow-Stuffed-Bolster-Gift-70CM-28-YNM05-/231242228787

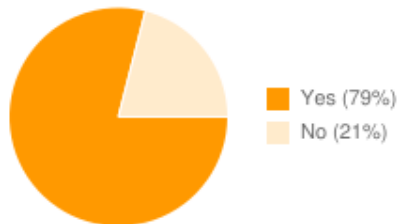


**Synopsis:** Unfortunately, many reviewers didn't think that your page contained insightful analysis. Google wants users to find complete, thorough and uniquely valuable information through their search engine. Insightful analysis is one indicator of that type of content.

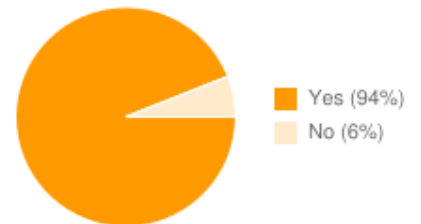
## Compared to Wikipedia



## Compared to .EDUs



## Compared to .GOVs



## General Recommendations



### Graphs and Data

Use graphs and data throughout your content wherever possible. You not only need to be right, you need to appear to be right to both users and bots.



### Write Exhaustively

Brief, sparse content will likely not suffice. Cover the topic both broadly and thoroughly so as to ensure that if there is an insight to be made, you made it.

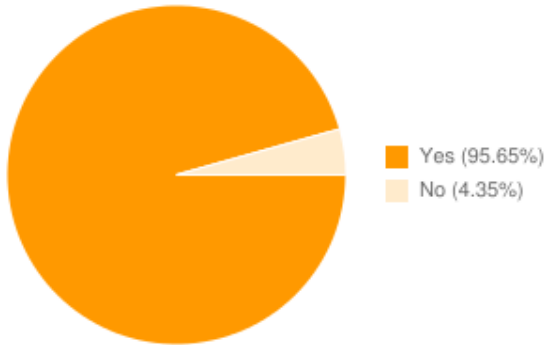


### Sign Post

Use language that explicitly calls out your insights, analysis, and conclusions. Don't make users and bots guess whether your content is new and innovative, make it clear.

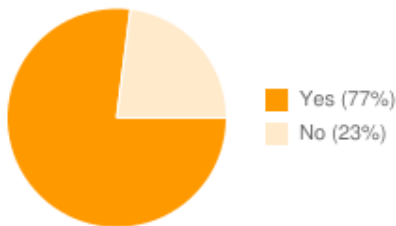
# Does this page have original content ?

www.ebay.com/itm/Plush-Doll-Toy-Animal-Giant-Panda-Pillow-Stuffed-Bolster-Gift-70CM-28-YNM05-/231242228787

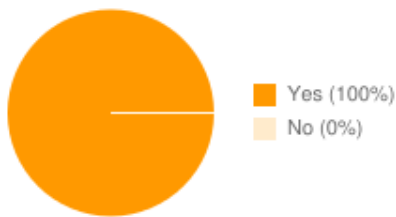


**Synopsis:** Congratulations, a healthy number of reviewers felt that your content was unique and original. One of the most important features Google is looking for in content is that it is unique and original. The last thing Google wants is for users to find the same content again and again.

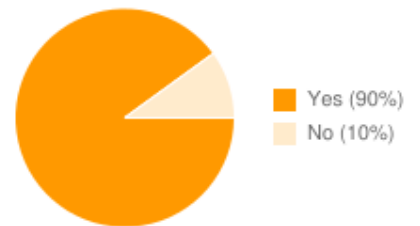
## Compared to Wikipedia



## Compared to .EDUs



## Compared to .GOVs



## General Recommendations



### Check Originality

Use **CopyScape** or similar services to determine that your content is original. Consider protecting your content as well to avoid duplication.



### Google Authorship

Use Google Authorship to signify to Google that the content is yours and yours alone. Make author attribution information plainly visible on the page.

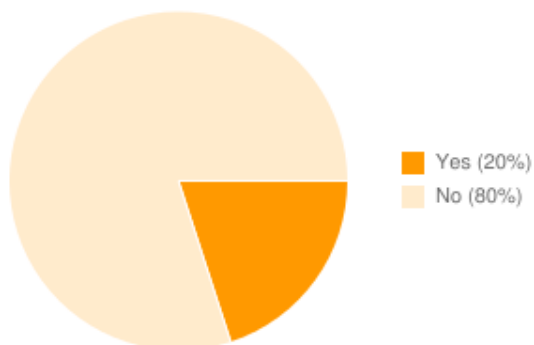


### Self-Reference

When creating content, use self-references throughout the content to make it clear that the content is specific to your site. This will also help cut down on 3rd party duplication.

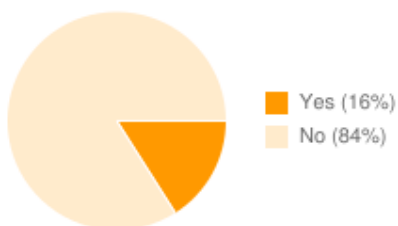
# Is this site written by experts?

www.ebay.com/itm/Plush-Doll-Toy-Animal-Giant-Panda-Pillow-Stuffed-Bolster-Gift-70CM-28-YNM05-/231242228787

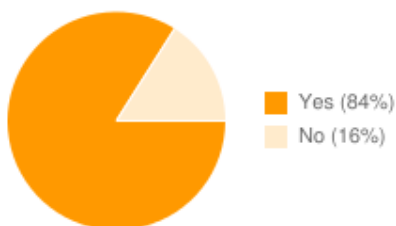


**Synopsis:** Unfortunately, the majority of users do not believe that your content is written by experts. Google wants to see content written by qualified experts ranking in their search results wherever possible.

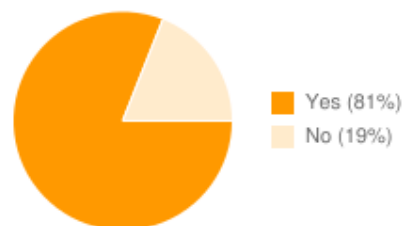
## Compared to Wikipedia



## Compared to .EDUs



## Compared to .GOVs



## General Recommendations



### Credentials

Make the credentials of your author clearly available on each authored piece of content. There should be no question of qualification.



### Quotes from Comments

Find the most positive comments from your best content and use as testimonies to the author's expertise in the latest content.



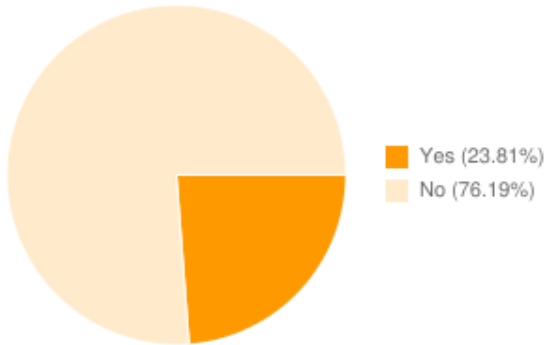
### As Seen On

Show off where your author has been published, cited, interviewed, or featured. Let them serve as testimony to your author's expertise.



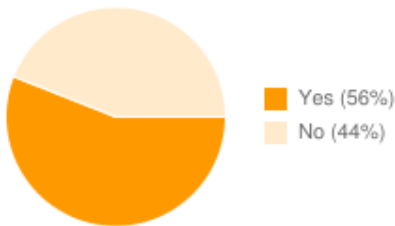
# Would you consider bookmarking this page or site ?

www.ebay.com/itm/Plush-Doll-Toy-Animal-Giant-Panda-Pillow-Stuffed-Bolster-Gift-70CM-28-YNM05-/231242228787

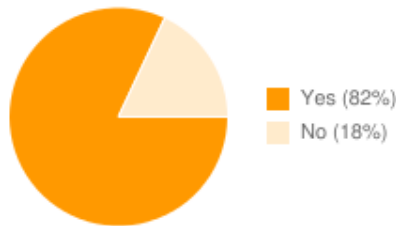


**Synopsis:** Unfortunately, a relatively low percentage of reviewers found that your page was worth bookmarking. Google wants to show remarkable content to their users, and content that is worthy of bookmarking, sharing or favoriting is one of the metrics they want to see.

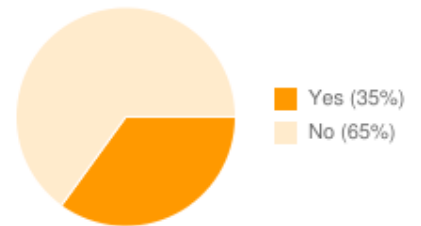
## Compared to Wikipedia



## Compared to .EDUs



## Compared to .GOVs



## General Recommendations



### Be Clear

Actually make it clear to users that bookmarking is easy and valuable. Use signals, images, buttons, etc. that encourage users to bookmark the site.



### Always Be Fresh

Make it clear to users that if they want new information on a regular basis, they can simply come to your site and find new information every time.

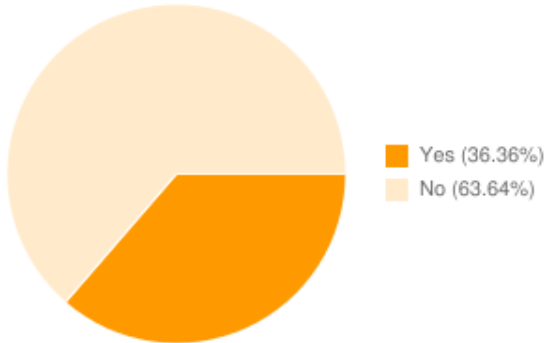


### Recurring Benefits

Give benefits to recurring visitors. Make the 2nd or 3rd visit the most valuable to the user with cookies and 'visit us tomorrow' language.

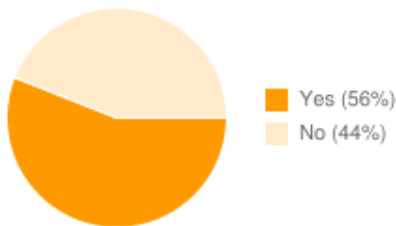
# Would you recognize this site as an authority?

www.ebay.com/itm/Plush-Doll-Toy-Animal-Giant-Panda-Pillow-Stuffed-Bolster-Gift-70CM-28-YNM05-/231242228787

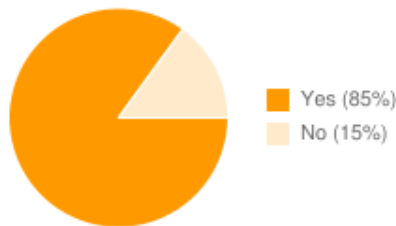


**Synopsis:** Unfortunately, many reviewers didn't feel that your page was an actual authority on your subject material! Google wants to fill its search results with content that is produced by experts who are knowledgeable in their industry, not just generic copywriters.

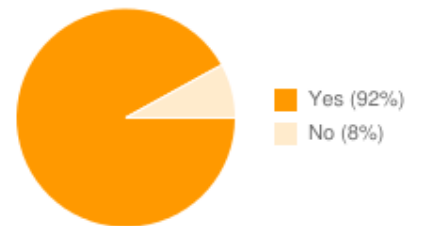
## Compared to Wikipedia



## Compared to .EDUs



## Compared to .GOVs



## General Recommendations



### Testimonials

Solicit testimonials from clients, customers, readers, or industry peers and include them on the page. Link to their sites if they are reputable.



### Real World Assurance

Show evidence of real-world, not just online, recognition. Speaking engagements, conferences, print publication mentions, etc. should be included especially on landing pages.

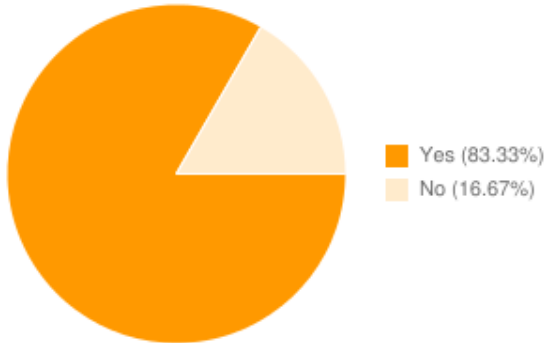


### Awards and Accolades

Brag with images and links. Include both imagery and text that indicates recognition and link to third party verification of these awards. **Give the user and the bots proof!**

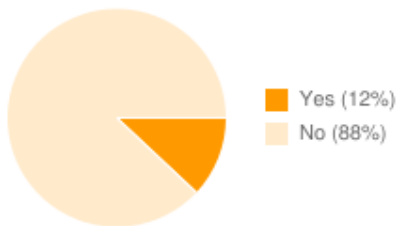
# Would you trust this site with your credit card details?

www.ebay.com/itm/Plush-Doll-Toy-Animal-Giant-Panda-Pillow-Stuffed-Bolster-Gift-70CM-28-YNM05-/231242228787

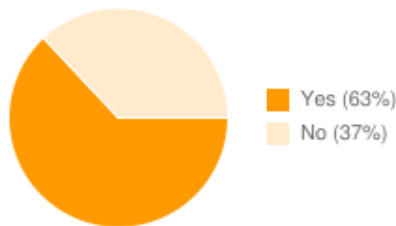


**Synopsis:** Congratulations, a good number of reviewers would trust your site with credit card information. Google wants to send users to sites that are implicitly trustworthy, and one easy way to gauge that is whether people would be willing to pay for it.

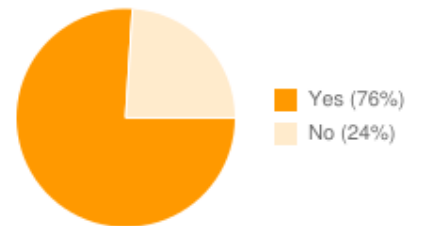
## Compared to Wikipedia



## Compared to .EDUs



## Compared to .GOVs



## General Recommendations



### Hacker Proof

Have your site tested for vulnerabilities to protect against phishing and malware, then proudly display the credentials you earn once you have secured your site.



### Business Reputation

Work with third party credibility services like the Better Business Bureau to make your site appear more trustworthy



### HTTPS/SSL Certificate

Users need to know that their credit card details are being transmitted in a secure fashion.