

Text Based Question and Answer happened between Google's expert panelists and Webmasters, This is a raw unedited conversation to make it more accurate. There are some casual conversations please ignore them.

Document Prepared by [Search Engine Genie Team](#)

1. **Webmaster:** what is the process?
2. **Google Expert:** Rahul, You will want to log out completely and back in. If you end up not getting onto the call, you should still be able to follow along in the chat windows.
3. **Webmaster:** What is the criteria for getting the 'more results' for the 1st search result? It's not just appearing first and having a sitemap recognized by Google because I've seen both for a given site with no 'more results', so what is it?
4. **Google Expert:** Gabe, are you talking about Sitelinks?
5. **Webmaster:** About SiteLinks, what would be your advice to get results appear. I see them in the GWC, but not in SERPS
6. **Google Expert:** <http://www.google.com/support/webmasters/bin/answer.py?answer=47334>
7. **Webmaster:** The first result returning specific sitelinks below just after 'more results'.
8. **Google Expert:** Gabe, Sitelinks are purely algorithmic, you can find some more information here: <http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=47334>
9. **Webmaster:** Is Website Tools verifying site not working? i've tried verifying my site and it just doesn't work
10. **Google Expert:** Linda, the team is working on something with verification, it seems to be affecting some sites.
11. **Webmaster:** I wanna know about social media optimization! what is the Google opinion about that?
12. **Google Expert:** Social media is a great way of attracting relevant visitors!
13. **Webmaster:** Would you recommend no following the sorting links?
14. **Google Expert:** Mark, if those links lead to duplicate content, you can either add a nofollow to the links or block indexing through meta tags or a robots.txt entry.
15. **Webmaster:** : One of my clients has a thumbnail next to their serp result instead of the sitelinks that were there before....what gives?
16. **Google Expert:** erik, Sitelinks and Universal Search results are query-specific.
17. **Webmaster:** If RSS feeds have near identical content as HTML pages, might that cause duplicate content penalties?
18. **Google Expert:** RSS feeds do not need to be indexed, you can block indexing through your robots.txt
19. **Webmaster:** how does the search engine treat an https (secure) page versus an http
20. **Google Expert:** Ali, we treat https the same as http -- however, https puts a bigger load on your server, so you might want to check that it can handle it on your side.
21. **Webmaster:** Kind of depends on what duplicate content means -- if the sort is different on a results screen, different products/items will appear on a given page...but overall it's the same set of products as the default sort.
22. **Google Expert:** Mark, if the content is generally the same but just in a different order, I don't think it would provide much original value in the search results for the user.
23. **Webmaster:** We are a comparison shopping website, healthpricer.com, and we power the ecommerce section of 4 different sites, i.e. marketplace.healthcentral.com those sites have identical content to our main site, can this get me penalized?
24. **Google Expert:** Unfortunately we can't do individual reviews for every site, but you could start here: <http://www.google.com/support/webmasters/bin/answer.py?answer=66359>
25. **Webmaster:** Confusion about robots.txt vs rel=nofollow. I don't want to pass PageRank to my Privacy Policy. Suppose I already blocked /privacy/ in my robots.txt. Do I also have to use

- rel=nofollow when linking internally to /privacy/ to prevent the pass of PageRank?
26. **Google Expert:** Pages that are blocked by robots.txt can still have and pass PageRank, so if you don't want that page to get PageRank from your Privacy Policy page, you should nofollow that link.
  27. **Webmaster:** Confusion about robots.txt vs rel=nofollow. I don't want to pass PageRank to my Privacy Policy. Suppose I already blocked /privacy/ in my robots.txt. Do I also have to use rel=nofollow when linking internally to /privacy/ to prevent the pass of PageRank?
  28. **Google Expert:** Pages that are blocked by robots.txt can still have and pass PageRank, so if you don't want that page to get PageRank from your Privacy Policy page, you should nofollow that link.
  29. **Webmaster:** Why's he using ALT TEXT on text at the bottom of his site - is that wrong?  
LearningGuitars.com
  30. **Google Expert:** Hi Dockarl, the site Wysz was talking about was learningguitarnow.com
  31. **Webmaster:** my client has the same issue as this: search for buzznet.com in google and you'll see the same thing
  32. **Google Expert:** Thanks for the example erik. This site is triggering an image as a Universal result. Both Universal and Sitelinks are determined algorithmically, so you can't opt-in to either. You can opt out of Sitelinks in Webmaster Tools if that helps the situation.
  33. **Webmaster:** What are your views on image replacement versus using alt= on an image. Is it a bad thing if used legitimately?
  34. **Google Expert:** There are many high-quality sites that use image replacement techniques (such as Fahrner image replacement) to provide a better user experience. If you're using this technique in a legitimate way to benefit your users, you shouldn't have problems.
  35. **Webmaster:** Any chance that Google will develop its own directory that folks can directly submit their website to?
  36. **Google Expert:** Hi Nancy, we use the ODP (open directory project), to learn more go to [dmoz.org](http://dmoz.org)
  37. **Webmaster:** Can I ask a video sitemap question? We submitted a video sitemap back on Feb 19th. In Webmaster Tools, total URL is 11k, but Indexed URLs are 0. Of the 115 sitemaps off the index, 2 have warnings. Do video sitemaps just take a long time to get indexed?
  38. **Google Expert:** Video sitemaps take some time to get approved -- it can take up to 2-3 months.
  39. **Webmaster:** So duplicate content can cause page rank issues? I thought you were able to filter duplicate content?
  40. **Google Expert:** If you have mutiple URLs for the same content within your site, each URL could be attracting it's own links. It would be better to instead have one page for everyone to link to thus consolidating the value of all the external links.
  41. **Webmaster:** I setup a webmaster account an submitted my url. I also setup a Sitemap.xml file. Google reports that the url is indexed and the Sitemap file is OK yet when I google search my url the result is "No Documents Found". What have I done wrong???
  42. **Google Expert:** It can take a bit for sites to get indexed, you might want to post in the webmaster help groups for detailed suggestions.
  43. **Webmaster:** Would there be a problem with doing a large number of 301 redirects at once?
  44. **Google Expert:** I would recommend against doing "chained" redirects (a page redirects multiple times).
  45. **Webmaster:** For the Guitar lesson site, shoule they 301 the [learnguitarnow.com/index.shtml](http://learnguitarnow.com/index.shtml) page to [learnguitarnow.com](http://learnguitarnow.com)?
  46. **Google Expert:** If that URL is not linked, it should not need to be redirected. If it's linked, it would be best to remove the links, a 301 could help to speed up the removal.
  47. **Webmaster:** I see nofollow links in my GWC. Why is that ?
  48. **Google Expert:** That's by design.
  49. **Webmaster:** I have alread reviewed that, however I have problems in which my websites are not

considered for higher ranking, ever after following all the steps on <http://www.google.com/support/webmasters/bin/answer.py?answer=35769>

50. **Google Expert:** You might want to post about it in detail in the help groups.
51. **Webmaster:** Thanks Susan, but I'm actually asking about internal links pointing \*to\* /privacy/, not links from /privacy/. Will internal links pass PR to /privacy/ even if /privacy/ is blocked by robots.txt?
52. **Google Expert:** Yes.
53. **Webmaster:** what site is he talking about now?
54. **Google Expert:** Hi, Thanks for your question. We're now discussing images in Google Search results
55. **Webmaster:** Also can we get any comments on paid link re-inclusion process? Once the paid links are removed is the next step Google re-inclusion through Google Webmaster Tools?
56. **Google Expert:** Yes, a reconsideration request is the next logical step once everything is cleaned up. Please include all details in your request so that we can handle it appropriately.
57. **Webmaster:** Related to the robots.txt issue - if you've placed a no robots tag on every page of a site and a disallow for all in the robots.txt file, but the home page still shows up in the top 10 for a competitive keyword, how else can you get the site removed?
58. **Google Expert:** If you are blocking crawling with robots.txt, we won't be able to see the robots meta tag. If you want the URL removed, it would be better to allow crawling (not block it in a robots.txt) so that the meta tag can be read.
59. **Webmaster:** would you suggest subdomains or folders for state specific content for a US site? i.e. az.domain.com or www.domain.com/az ?
60. **Google Expert:** Both work.
61. **Webmaster:** i wanna know about duplicate content inside blogs. about categories, archives, authors, have the same content of the article. in my webpages im blocking using robots txt, i blocked categories and archives. is it good?
62. **Google expert:** Cassiano, If your content is the original, I wouldn't recommend blocking it. If you have content fed in from another site, it might be smart to use robots.txt as you've said. I'd recommend taking your site to the Webmaster Help Group as well.
63. **Webmaster:** What are the benefits of submitting a sitemap if our site is already crawled well by Google? In other words, what are we missing out if we don't submit a sitemap?
64. **Google Expert:** By submitting a Sitemap we see which URLs have been added and changed. We can crawl those earlier than if we had to accidentally "stumble" upon them.
65. **Webmaster:** Lastly can we download this cat log?
66. **Google Expert:** You should be able to use File - Save to save this log.
67. **Webmaster:** Is there any major issue with using CMS, e.g. Joomla?
68. **Google Expert:** If the CMS is compliant with the normal web standard it should be no problem. However, each tool is only as strong as the person using it -- all CMS can create great sites and they can create bad sites.
69. **Google Expert 2 Rob,** from personal experience, CMS packages are great, though you will want to make sure you customize the templates and page titles so your snippets are unique.
70. **Webmaster:** I was hoping y'all would address the use of display:none and some basic guidelines for it's use
71. **Google Expert:** As long as the use of display:none is not abused to selectively hide content from site visitors while at the same time showing it to search engine crawlers, it should fine to use this.
72. **Webmaster:** are you recording this conference for later reference ? i missed some of the advice on my website (digitalbase.eu).
73. **Google Expert:** Hi Gijs, we weren't able to record the audio, unfortunately, but I believe at least one blogger was doing a transcript :) ( Ofcourse we did :- )
74. **Webmaster:** So, how google see websites what receive a lot of good links, by natural way but use rel="nofollow" in all of its external links?

75. **Google Expert:** Hi Jonatas, could you clarify? Good Site A links to Good Site B, and Good Site B has rel="nofollow" links?
76. **Webmaster:** Will Google provide audio and text of this chat after?
77. **Google Expert:** We'll do our best to put this content online, though I'm not yet sure in what format.
78. **Webmaster:** Regarding subdomains, I understand google can determine country codes from the URL, e.g. jp.mysite.com. What about japan.mysite.com?
79. **Google Expert:** No those are not recognized automatically. You can however use Webmaster Tools to set geotargeting for it.
80. **Webmaster:** Thanks for the reply John, do you know which is the BEST place to post any problem?
81. **Google Expert:** [http://groups.google.com/group/Google\\_Webmaster\\_Help/topics?start=](http://groups.google.com/group/Google_Webmaster_Help/topics?start=) is where the official Webmaster Help group is located.
82. **Webmaster:** John, I work for a site where I think a competitor is trying to buy links "for us" to try and get your google bomb algo to kick in...what can I do about this?
83. **Google Expert:** That's generally no problem as we always look at the bigger picture and try to assess the intent.
84. **Webmaster:** One or two panelist mentioned they were part of the google health team, but I did not catch their names?
85. **Google Expert:** Hi John, nope, sorry, we must not have spoken clearly... -- we're all in Search Quality, not Health
86. **Webmaster:** With regards to the paid links question above about asking for inclusion, would it be the same to nofollow the paid links instead of just having them removed?
87. **Google Expert:** Yes, if you had paid links and added rel=nofollow to them, you can explain that in your reconsideration request.
88. **Webmaster:** Yes, I've been trying for 2 years to get a listing, but there is no editor for my category... so things have been slow. I guess I thought that Google might be a bit quicker in adding entries. That said, I've had good luck in getting my site listed.
89. **Google Expert:** It sounds like you're talking about Google Directory, which our team doesn't really work with. If you're referring to Google search results, there isn't an "editor" process to get in. Check out our Webmaster Guidelines for help getting into search results.
90. **Webmaster:** We have a regional sudomain, canada.domain.com (we don't have domain.ca). We set the geo location to Canada in Google Webmaster Tools a few weeks ago, but site is still not indexed as a Canadian site. How long does it take? Any other steps we should take?
91. **Google Expert:** This can take some time to take affect. If the setting is set, you should be fine in the long run.
92. **Webmaster:** Does Google rank "static" URLs better than dynamic URLs? Ex. /q-digital-camera.html vs /search?q=digital+camera
93. **Google Expert:** There's no preference.
94. **Webmaster:** When can available option pay per call in India
95. **Google Expert:** You can post your question with respect to Pay per call on <http://groups.google.com/group/adwords-help>, they should be able to help you better
96. **Webmaster:** Will Universal Image search results REPLACE links to sites? I.e. Instead of 10 sites plus images, will we see 1 image, 1 video and 8 sites?
97. **Google Expert:** We're constantly testing what works well in our search results, including whether different types of universal results are "additive" or will replace one of the 10 web results. For now I'd say, stay tuned. :)
98. **Webmaster:** Is there any process for confirming a TBPR penalty? Working with authority site which recently went PR7 -> PR3
99. **Google Expert:** If you know that the site did not comply with the webmaster guidelines, you can clean that up and file a reconsideration request.

100. **Webmaster:** I don't know where I can ask my question if I may even - down here or up there or nowhere ?
101. **Google expert:** Down here!
102. **Webmaster:** thanks
103. **Google Expert:** Thanks for the question Paavan :)
104. **Webmaster:** How about <meta name="keywords">? Worth it? Or just let the search engines get it from the content?
105. **Google Expert:** We do not read the keywords meta tag -- but if you want to use it for yourself, feel free to keep them.
106. **Webmaster:** One of my sites was severely penalized in Google though it respects all the guidelines. I filed a reconsideration request and it was quickly restored though I didn't change anything at my end. The problem has happened thrice in 3 months.. Can I prevent this ?
107. **Google Expert:** Amit, reconsideration requests are the right path. You may want to set up a Webmaster Tools account to check the message center if you haven't already.
108. **Webmaster:** Our site is CSS based, content pages are hierarchy based, using 2 <h1> tags, 2 <h2> tags and then <h3> tags for additional content sections to organize content sections. Will we be penalized using this approach?
109. **Google Expert:** That's a great way to provide context to your content. Keep it up!
110. **Webmaster:** Is it possible sap.com is being penalized on Google.com by the geo-relevancy component due to the site being hosted on servers in germany, japan, and the US? Load balancing determines which data center handles the session.
111. **Google Expert:** By setting the geotargeting in webmaster tools the server location will be less of an impact. We understand the need for load sharing across locations.
112. **Webmaster:** Concerned about div tags. Any harm if they are used as a space saving technique and used completely legitimately
113. **Google Expert:** ali, There should be no harm in extra div tags if they are being used legitimately. Let me know if this doesn't answer the question.
114. **Webmaster:** OK here goes. This site melinas-music.com - starts out with an optional flash splash page which redirects (in flash) to the proper homepage which with js on is a /home/. With js off you don't get the splash flash and the page displayed at the root url
115. **Google Expert:** That should not be a problem :-).
116. **Webmaster:** is the same as would be at /hom/ which is not accessible except through js.
117. **Google Expert:** If users can link to it, they probably will sooner or later. In general it's no problem if it's just a duplicate.
118. **Webmaster:** Should we use alt and title tags, or just alt tags, on images?
119. **Google Expert:** You can use both, since the title tag is shown as a tool tip in Firefox, but the alt text is more of a replacement for the image -- they're two different things, which can be used at the same time.
120. **Webmaster:** John can you confirm that www.websitehostdirectory.com has been hit with a paid link penalty? So I can remove them and do a re-inclusion?
121. **Google Expert:** Hi Jaan, we can't discuss individual sites here, but you may try the experts in the Google Webmaster Help groups.
122. **Webmaster:** What about the image enhancement function in Google Webmaster Tools, how does this help?
123. **Google Expert:** Maile is answering you right now. No automatic boost, but a program to help us understand images better. :)
124. **Webmaster:** For top menus displayed on all pages, we load the CSS menu at the end of the page in a hidden div and set to the proper div after loading for help search engines not see the common content first. Is this OK ?
125. **Google Expert:** That's fine, if it works for the users and if the content shown / hidden is not misleading to search engines.

126. **Webmaster:** where do I access webmaster help groups
127. **Google Expert:** These are linked from [www.google.com/webmasters](http://www.google.com/webmasters)
128. **Webmaster:** Should you only submit for re-inclusion if your site has been completely banned from the index? or can you submit if you've seen a huge drop in rankings but you're still in the index? What if only a few pages got dropped?
129. **Google Expert:** You can request reconsideration at any time, if you've seen a sudden and significant change in your site's performance.
130. **Webmaster:** Does using an image caching/delivery network, like Akamai, where the host domain of the image is different than the web page, a problem for Google image search?
131. **Google Expert:** The host domain does not have to be the same as the web page - it'll still be indexed in the context of the web page.
132. **Webmaster:** Does google better understand a page if the url contains the major keywords the page is about?
133. **Google Expert:** If the subject of the page is already adequately covered, then search engines will understand. Having the keywords in the URL will help your users understand what to expect on the page.
134. **Webmaster:** I noticed that in Google News, the thumbnail is from a different site to the news content. How does Google determine what image thumbnail is paired with a google news entry?
135. **Google Expert:** Google News has a completely different setup than normal web search. The help center has more information on Google news and News Sitemap files.
136. **Webmaster:** Our site has a number of categories and within each category products are shown 9 thumbnails at a time. It seems that our category names come up great in the search results, but products below the first nine in a category do not appear well.
137. **Google Expert:** I've seen similar situations as this where the problem turned out to be how the product pages were linked using a Javascript method instead of a standard HREF link. Another thing to consider is if the product pages have unique content..check web for dups
138. **Webmaster:** I mean, we load menus at end of page, move to top of page via script. Is this OK ?
139. **Google Expert:** Should be ok, if it's not misleading.
140. **Webmaster:** Should I rather have HTML drop downs to all the 50 categories on my website, or should i rather have the top 5 category links on my front page
141. **Google Expert:** I'd recommend thinking about it from a user perspective. If you were a new visitor to your site, which method of organization would be easier for you to use?
142. **Webmaster:** the page at /home/ is kept out of the index
143. **Google Expert:** that should be ok.
144. **Webmaster:** Does Google have plans to include programming algorithms that provide higher results for W3C standards-compliant sites as well as great content?
145. **Google Expert:** If your site has compliant code then that could increase your number of happy visitors -- which could in turn help your site across the board.
146. **Webmaster:** are we able to listen to a recording of this conference ?
147. **Google Expert:** Unfortunately we do not have an audio recording of this chat. There should be some people blogging about it ;).
148. **Webmaster:** can subdomains increase my visibility
149. **Google Expert:** : ali, pages on subdomains should not increase visibility any more than pages on subdirectories. It's more of an organization (and sometimes navigation) preference.
150. **Webmaster:** does a noindex, follow page pass pagerank?
151. **Google Expert:** : Noindex pages accrue Google PR, and can pass Google PR - even though as a page in its own right, it does not exist in the SERP's  
- a good use for this would be pages such as sitemaps that you don't want to appear in the SERP's, but that you want to accrue
152. **Webmaster:** If there's a paid links penalty, what's to stop my competition from buying paid links to get my site penalized? And, many of the top rankings sites for a client of mine are breaking all

- the paid link rules. How are they ranking and my site isn't?
153. **Google Expert** : If you feel that a different site is buying / selling links, you can report that in Webmaster Tools. This helps us fine-tune our algorithms. In the end, we will take a look at the broader picture.
154. **Webmaster**: We have a very large site with tons of dynamically created pages (like user generated content). We notice that Googlebot's crawl rate fluctuates a lot. Any tips on increasing Googlebot's crawl rate? Crawl rate is already set to Fast in Webmaster Tools
155. **Google Expert** : One thing I'd recommend is to try to limit any duplicate URLs on your site. E.g. if we're crawling the same content under more than one URL, we're "wasting" some of our bandwidth on that when we could instead be crawling new and unique content on your site
156. **Webmaster**: Is there an difference in indexation for http vs https pages?
157. **Google Expert** : No - both are fine.
158. **Webmaster**: i have been scrambling my brains to find a better way to transition without visible query string parameters
159. **Google Expert** : You might want to consider using hidden HTML input fields
160. **Webmaster**: Follow-up. We haven't made a full analysis, but we want to confirm the penalty first. No known contravention of TOS, but initial thoughts are that some external linking may have been viewed as paid while they are not.
161. **Google Expert** : Richard, doesn't look like we have time to do any more individual site analyses, but if you suspect a penalty, I'd recommend submitting a reconsideration request or visiting our Webmaster Help Group.
162. **Webmaster**: Should I rather have HTML drop downs to all the 50 categories on my website, or should i rather have the top 5 category links on my front page
163. **Google Expert** : I would try to limit the number of links to less than 100 per page -- if you can make 50 links more usable to your user than 5, it can be good for your site in general.
164. **Webmaster**: Do domains (with a 7 year history but has been redirected for 2 years) keep bad neighborhood links and ip penalties when they switch owners?
165. **Google Expert** : If you buy a domain which you suspect has a bad history, you can file a reconsideration request detailing the new ownership.
166. **Webmaster**: Site penalized, not ranking for company name. Buying links I was the only thing I did b/c everyone else was. Not anymore. How do I fix??
167. **Google Expert** : If you can get those links removed or if you can add a rel=nofollow to them that would be a good idea. Once you have cleaned up as much as possible, filing a reconsideration request would be a good next step.
168. **Webmaster**: Site A has a link with nofollow to site B, will google visit site B by this link?
169. **Google Expert** : No, but keep in mind there may be other links out there pointing to site B
170. **Webmaster**: If multiple keywords are used in a url is it better to separate with an underscore, dash or does it matter?
171. **Google Expert** : It doesn't really matter.
172. **Webmaster**: Thanks MattD - I have a Webmaster account and I use that for sending reconsideration request. I am worried because the site gets penalized too frequently (once per month) - There are no warnings or messages in the Webmaster Message center.
173. **Google Expert** : Amit, since we're getting toward the end, I'd recommend taking your site to the Webmaster Help Group. The community there is awesome. It seems like this may just be normal algorithmic fluctuations as opposed to penalties.
174. **Webmaster**: Can you tell us about the pro's & con's if we use the shortened URL's using TinyUrl or some other similar service.?
175. **Google Expert** : Shortened URLs are often not as descriptive, which might make it harder for users to recognize the content that is behind them. For us it's generally not a problem, as long as the content is available normally.
176. **Webmaster**: I wouldn't feel comfortable posting my url in a public chatroom so all my

competitors can see the issues we have, is there a way to disguise the url so only Gogglers can see it?

177. **Google Expert:** : You can send me the question directly...:)
178. **Webmaster:** what is the typical google index rate for urls in sitemap. If I introduce about 30000 new urls today, when can I reasonably expect those to be indexed ( assuming I'm at medium crawl rate and the site performance is good)
179. **Google Expert:** : There's no guarantee for crawling and indexing of Sitemap URLs. There are many factors that play a role in that.
180. **Webmaster:** when is google going to get better at finding good videos that are not in youtube
181. **Google Expert:** : Google is constantly working on improving search.
182. **Webmaster:** webtrain.com/solutions-business-meetings.asp - it uses the move approach to help SEO focus on the unique content.
183. **Google Expert:** : Hi Gary, we can't comment on individual sites here, but you can post about it in the groups.
184. **Webmaster:** also, we compete against webex - wish you could use us
185. **Google Expert:** : Send us your info! We're open to looking into WebEx alternatives.
186. **Webmaster:** Question on links: Many competitors in the real estate industry by far out rank some of my clients because they've been around for years and have hundreds or thousands of agent to agent links. Any chance of flushing Google's aged in bound links?
187. **Google Expert:** : Even giant sites can be surpassed by creative webmasters!
188. **Webmaster:** Are there any detriments to 'hot-linking' videos on youtube?
189. **Google Expert:** : No, that's fine.
190. **Webmaster:** If I provide good keywords within Title and Description tags, will I need additional Keywords tag in meta information?
191. **Google Expert:** : First and foremost you should make sure that the relevant words are included in your site's content. Title and meta tags can supplement that, but they're not a replacement for highly relevant content.
192. **Webmaster:** The page uses at /hopme/ "noindex,follow" whereas the regular homepage has no block
193. **Google Expert:** : That's a great way to control the indexing of it.
194. **Webmaster:** My suggestion to Google is to detail issues in webmaster tools, especially if there's a site problem, or penalty. we have to guess. You could save millions of hours of effort.
195. **Google Expert:** : We are considering & working on that, thanks!
196. **Webmaster:** @Susan - I cant see you in the participamts list?
197. **Google Expert:** : I'm in the 'Panelists' section Ha, I can't type :)
198. **Webmaster:** What meta data so we use for geolocation, and what tags do you not use?
199. **Google Expert:** : We don't use meta tags for geolocation -- you can use the Webmaster Tools settings though.
200. **Webmaster:** Our products can be accessed by different url's (e.g. ex.com/catalog.asp?P=1234 or ex.com/catalog/keyword.asp). Is that considered duplicate content?
201. **Google Expert:** : Hi Mark, as far as SERPs go, Google will show the most appropriate URL of the two to the user if they're they same.
202. **Webmaster:** If we have two websites one .ca and one .com, how would Google.com or Google.ca handle these?
203. **Google Expert:** : Google can use that information to determine which one would be most relevant to the users (especially those in Canada who use "sites in this country" as a search setting).
204. **Webmaster:** now u can see the vide?
205. **Google Expert:** : We have turned off the cam chat. The audio is still on though.
206. **Webmaster:** What is your take on image replacement?
207. **Google Expert:** : It's great! But you need to make sure that it's a correct replacement (do not replace lots of keywords with a simple image). Also, those images are usually not indexed with

image search.

208. **Webmaster:** how does Google deal with syndicated articles or duplicated content. How do the original content providers get the original value?
209. **Google Expert:** : If content is syndicated, you might want to make sure that you have a link back to your site (if your site is the original).
210. **Webmaster:** How about getting us first into the next round of really secret beta invites list ?
211. **Google Expert:** : How did you find out about the "really secret beta invites list? [:)
212. **Webmaster:** Thanks Evan. So it's ok to have two url's to the same page?
213. **Google Expert:** :As long as they follow Google Webmaster Guidelines, everything is up to you :)
214. **Webmaster:** There are many high-quality sites that use image replacement techniques (such as Fahrner image replacement) to provide a better user experience. If you're using this technique in a legitimate way to benefit your users, you shouldn't have problems.
215. **Google Expert:** : That's correct.
216. **Webmaster:** Susan how long does it usually take to get a post to show in the webmaster google group
217. **Google Expert:** : It should show up almost immediately, but sometimes Google Groups has problems that delay posts. Check their "alerts and updates" section here to see if they're having problems: <http://www.google.com/support/groups/>
218. **Webmaster:** Are we safe with 302ing paid links?
219. **Google Expert:** : if you have paid links, you need to make sure that they do not pass pagerank. If you can redirect them, make sure that the redirecting URL cannot be indexed (blocked with a robots.txt).
220. **Webmaster:** Just wanted to point out while I laugh that I am a HE and not a she, ha ha.
221. **Google Expert:** : Hi!
222. **Webmaster:** Matt, if a site is hosted internationally, its preferred to use a top level domain extension such as .co.uk, however wont that affect traffic within the US though.
223. **Google Expert:** : ali, Ah, I see. If you have a country-specific TLD, you are inherently already targeting a region. If you have a generic TLD, you can use the geolocation feature in Webmaster Tools to specify either a subdomain or subdirectory as targeted to a country.
224. **Webmaster:** I have seen aggregators like megite.com, social sites like Digg and even splogs rank above in Google than the actual webpage. Can we prevent this ?
225. **Google Expert:** : Hi Amit - if you see a splog rank above the actual webpage that owns the original content, feel free to file a spam report to let Google know: <http://www.google.com/contact/spamreport.html>
226. **Webmaster:** how often do take action on paid text link (or spam reports) reports in google webmaster tools
227. **Google Expert:** : Alan, be assured that all spam reports which are submitted are reviewed.
228. **Webmaster:** Please provide opinion on Hackersafe and Authorize.net, Should a retail store use these services?
229. **Google Expert:** : if those services provide value to your visitors without breaking any of our webmaster guidelines, then that can be a good thing for your site.
230. **Webmaster:** any pros cons around using h1 tags. I like to add them from a usability perspective (for instance on a product detail page)
231. **Google Expert:** : If you can provide context to your content by using headers, by all means use them.
232. **Webmaster:** where do I access webmaster help groups
233. **Google Expert:** : [http://groups.google.com/group/Google\\_Webmaster\\_Help/topics?start=](http://groups.google.com/group/Google_Webmaster_Help/topics?start=)
234. **Webmaster:** My site dropped out of the rankings for any term with a date in it (2009 widgets) but didn't lose any ground for main non-dated keywords. A lot of our title tags have dates in them, could this be an over-optimization penalty?
235. **Google Expert:** : There are many factors involved in ranking -- for details, you may want to ask

the experts in the Webmaster Help groups.

236. **Webmaster:** I want to make some case conversion of my URLs in order to have all them in minor case and avoid duplicates, , but I am afraid of overloading the server with 301 redirection. Any idea to make efficient redirects?
237. **Google Expert:** : In general even a large number of 301 redirects will not be a problem in the long run. One way you can help that is by using a Sitemap file.
238. **Webmaster:** I think it does. All it is js on, you get splash and redirect to /hom/; js off you stay on root but see what would have been at /home/
239. **Google Expert:** : If you have cleaned up the links to your site as much as possible, make sure that you detail what you did and file a reconsideration request. However, make sure that all of your site complies with all of the guidelines beforehand.
240. **Webmaster:** What would be the process if you feel google thinks you have paid links but you do not
241. **Google Expert:** : If you feel that your site may have been detected as being in violation of the Webmaster Guidelines and it is not (or is no longer), then submitting a reconsideration request in Webmaster Tools is the way to go.
242. **Webmaster:** again with asking for inclusion, would you need to wait until Google has recrawled any/all sites you have had paid links changed on before asking? And how long would you expect to wait to see results from asking for inclusion?
243. **Google Expert:** : If you have cleaned up the links to your site as much as possible, make sure that you detail what you did and file a reconsideration request. However, make sure that all of your site complies with all of the guidelines beforehand.
244. **Webmaster:** I have reported a competitor for spam multiple times (they use CSS to push about 50 repeated keywords off the screen on load). I've seen nothing happen as a result of my spam report, is there a better way to report this?
245. **Google Expert:** : The spam report is the best way to do this. FYI we do take all spam reports into account, but we don't take immediate manual action on all of them (we use many of them to improve our algorithms in the long term), so you may not see immediate changes.
246. **Webmaster:** It sounds like you are big on blogs. How would you rank the blog software out there (wordpress, blogge, etc.) in terms of which has the most SEO friendly coding so that we can best succeed in search results?
247. **Google Expert:** : Hey Gabe, covering this over voice right now.
248. **Webmaster:** Could you go into more detailed of the links? what does "float" PR mean?
249. **Google Expert:** : I'm not aware of "float" PR.
250. **Webmaster:** I guess the usual "an image is worth 1000 words" doesn't quite apply ;)
251. **Google Expert:** : Only if you do not use keyword stuffing in your alt tags.
252. **Webmaster:** can you explain rel=nofollow tags on links? When and where should we use these tags?
253. **Google Expert:** : If you want to link to a site that you either don't trust or can't vouch for use rel nofollow. For user generated content like the comments section of a blog, user added URLs can be auto nofollowed if you don't have time to monitor these Links
254. **Webmaster:** So in certain cases, 302s could be passing PR?
255. **Google Expert:** : You should make sure that the redirecting URLs cannot be crawled, then you should be ok.
256. **Webmaster:** Thank you Jonathan, I ask because we are doing a redesign now and are using it in our navs rather heavily
257. **Google Expert:** : sure np
258. **Webmaster:** Are .com domains better placed in SERPs than say .in domains ?
259. **Google Expert:** : Manish, the .com domain is a generic top-level domain, while .in is a country-specific domain. While they could appear mixed in the serps, the .in domains would be naturally better targeted for India-specific local queries

260. **Webmaster:** Does the country where your .in domain is hosted makes any difference in SERPs
261. **Google Expert:** : Hi Manish, this may affect different geographical google domains, such as google.co.uk or google.com. I would suggest using WM Tools to set geolocation preferences.
262. **Webmaster:** Spam reports are good but i think that some type of reputation should be given to them based on how man someone does maybe
263. **Google Expert:** : If you file spam reports, make sure that you do that from within your webmaster Tools account. Those reports are treated with higher priority.
264. **Webmaster:** Can you say that PR Sculpting is important for most all websites to use?
265. **Google Expert:** : Personally I think that the majority of sites would benefit more from spending their time and energy on other things (making sure the site's content is accessible, unique and compelling, promoting their site, building community, etc.).
266. **Webmaster:** Evan, the geolocation preference only works for generic tld's, isn't that true? If your tld is already a country tld then that's the geolocaiton already
267. **Google Expert:** : True.
268. **Webmaster:** What if a link is not paid but google thinks its paid and treats it like one.
269. **Google Expert:** : We take a look at the bigger picture.
270. **Webmaster:** We recently added a favicon to our site. When I view source it appears above the <title> tag. Will that affect our rankings since the title and meta description are further from the <head> tag?
271. **Google Expert:** : No
272. **Webmaster:** Thanks. It was strange that after years of pagerank of 7 or so, to have it drop off to 0, but since traffic was unaffected we didn't completely freak out. ;)
273. **Google Expert:** : Awesome, its always best not to freak out. We have a great blog post about housekeeping items at <http://googlewebmastercentral.blogspot.com/2008/03/good-housekeeping.html>
274. **Webmaster:** Is it better to clean up / remove / update in bound links even if those links probably don't pass ANY value?
275. **Google Expert:** : If those links cannot pass any value then you should be fine. However,you should also make sure that there are not other items which are problematic with your linking.
276. **Webmaster:** How can I know which page on my site is leaking PR. Some of my blogs are penalized for paid links. I have nofollowed or roboted out whatever I cud find. I hv requested reconsideration requests too. but still no PR.
277. **Google Expert:** : There's gnerally no need to worry about "leaking PR".
278. **Webmaster:** Seeing as you're going to look through this Q&A - can you please go over (ina post) about which meta language data you will look at, specifically which out of these: html lang=, meta name=language, meta http-equiv=content-language
279. **Google Expert:** : We do not look at the language meta tags -- we've discovered that they are often incorrect and that it is better to recognize the language through the content.
280. **Webmaster:** Is subdomain considered a "separate" domain that will come up in search results as "competing" with the main domain?
281. **Google Expert:** : Hi Rob, there is usually some level of connection among subdomains and root domains.
282. **Webmaster:** @ John Mueller: biggest indicator that a link isn't passing value would be what in your opinion? If Webmaster Tools knows of the link wouldn't that go to say that it is passing something?
283. **Google Expert:** : To prevent passing of pagerank from a link you can apply a rel=nofollow or make sure that they redirect through URLs which cannot be crawled.
284. **Webmaster:** so ya mean I've been wasting my time setting the language properly? lol
285. **Google Expert:** : No, it shows that you take your content seriously, which is probably reflected in the rest of your content!
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288. **Webmaster:** so ya mean I've been wasting my time setting the language properly? lol
289. **Google Expert:** : No, it shows that you take your content seriously, which is probably reflected in the rest of your content! a
290. **Webmaster:** Is it better to have a site with a different tld for different languages or to point someone to a language based on their IP a
291. **Google Expert:** : both can work, or you can use a geeric tld and use webmaster tools to assign geotargeting.
292. **Google Expert:** Again: I'd recommend always allowing the user to make a choice about what language to see; some people may prefer a different language than you would automatically assign to them based on their IP.
293. **Webmaster:** You said that words in the url are good for users Adam, but what about for search engines?
294. **Google Expert:** : dockarl, I'll try to cover this while Adam talks. :) If you think about this in the same way as images, a descriptive file name can be more helpful than a non-descriptive filename for users and search engines.
295. **Webmaster:** would including the img url in the site map help?
296. **Google Expert:** : Yes, but it will not pass as much context for image search as an image that is embedded in a HTML page.
297. **Webmaster:** Tags vs categories navigation or pagination: which is best? which shoul <I nofollow?
298. **Google Expert:** : It is up to you how you want to have users navigate your pages, both can work well. I would suggest using nofollow on links that you do not want to pass PageRank (links that are unrelated to your website, etc)
299. **Webmaster:** How would you rate the importance of <title> tags?
300. **Google Expert:** : Title tags are important for users to understand what to expect on your website. Google will serve your title tag in the results page, and you want your users to have a clear understanding of where they are going.
301. **Webmaster:** Wanting to serve mobile content at mobile.example.com using the same db and some of the same content on the main site. How do I get ranked on mobile devices and still avoid duplicate content filters on the mobile content?
302. **Google Expert:** : That should be fine -- don't forget mobile sitemaps

Document Prepared by [Search Engine Genie Team](#)