

## **SEOwhat.com Proves Panda Recovery is Possible**

*SEOwhat.com provides SEO and design services both nationally and locally*

October 12, 2011 (FPRC) -- Mankato, MN - SEOwhat.com, a national leader in internet marketing, web design, and search optimization company, that specializes in both on-page and off-page optimization is proving recovery from Panda is possible for e-retailers.

When other search engine optimization companies are blaming Google for poor client performance, SEOwhat.com clients are singing their praises for outstanding results. One recent example came from a newly acquired e-retailer who said, 'My previous SEO person just emailed me saying that NO site has yet recovered from Panda; and that a group is attempting to form a class action suit against Google for dropped rankings. We are so pleased to see so many terms that were lost after Panda, now back on pages 1, 2 or 3 as a result of SEOwhat's strategies.'

'Companies with bad performing clients are simply are not paying attention to what Google wants anymore; it's simple carelessness on the part of the service provider if they don't understand Google's rules', says SEOwhat.com company founder Catherine Seven. 'Google is working to assure that spammers are no longer rewarded. Does this hurt some big players? Yes, but that doesn't mean you can't recover from it with the right methods and correctly executed actions.'

SEOwhat.com takes a unique and principled approach to search engine optimization. As a company of 7 years they have successfully navigated the world of online marketing and organic rankings. Further, with a company personnel background grounded in IT that spans more than 15 years, they possess a competitive edge that translates into long-term, lasting results in organic rankings for their clients. 'If your SEO Company is telling you no one is recovering from an algorithmic change then chances are that 'SEO expert' was only utilizing one variable Google looks for in its long list of qualifications. If you put all your eggs in one basket and Google changes the basket, your eggs are busted: in other words, your rankings will be gone.'

Slow and steady is the advice Seven gives for companies looking to improve from ranking set-backs. 'Slow and steady yes, but make sure you are re-building on a solid foundation. What I mean by that is, make sure your site is truly optimized for organic search ranking success. Your house needs to be built strong in order to survive the storm', Seven continues. 'The SEOwhat.com approach to successful SEO includes more than just re-doing your meta tags and then spamming you out with link building. Our approach involves a deep analysis of your site from an SE (search engine) perspective, as well as the actual structure of your site – we work from the inside all the way out to design and conversion because in the end, the entire package matters.'

The SEOwhat.com approach does seem to be working successfully for many companies still trying to recover from Panda fall-out. Another national client who preferred to remain anonymous did tell us, 'The slow steady process is working and we are excited to be seeing real results. We're so grateful, after all that we went through to see our terms coming back. We know no other company would have the expertise to 'fix' our site – Catherine Seven and the SEOwhat.com team did it'.

It's not just new clients touting the genius of SEOwhat.com and their successful approach to SEO, but long term clients alike. Ron Yates, owner of J.R.Yates has been with SEOwhat.com since 2006.

'I believe our website has avoided negative repercussions from algorithmic updates, like Panda because the SEO strategies that SEOWhat.com employs are solid, sound strategies', said Yates. 'We are proof that their refusal to compete in the marketplace with gimmicks and spamming techniques is a benefit to us, the client. SEOWhat.com takes a quality steady work approach that adds value to our website and to our rankings within the search engine.'

#### About SEOWhat.com

SEOWhat.com is an SEO services agency that helps companies navigate the dynamic world of internet marketing, integrating search engine optimization (SEO), search engine marketing (SEM), social media optimization (SMO) and Web site design to increase a site's visibility and overall global presence. Specializing in Yahoo! and Google optimization, SEOWhat.com develops search friendly Web sites on a variety of platforms including Yahoo! Stores, Volusion, BigCommerce, 3DCart, Wordpress and custom built sites. In addition to Google SEO, SEOWhat.com provides organic search results, rich content management solutions and dynamic designs that appeal to the human eye and search engines alike. SEOWhat.com is proud to be woman owned and operated.

\*Due to the sensitive nature of the comments provided and to prevent black hat retaliation, SEOWhat.com elects to keep the specific identity of client quotes private.

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