

GOOGLE PENGUIN

ALGORITHMIC TIMELINE



April 24, 2012

Penguin 1.0 - Webspam update targeting over-optimized sites for keyword stuffing. 3.1% of English search queries impacted.

May 22, 2013

Penguin 2.0 - Webspam update more finely targeting page level.

October 17, 2014

Penguin 3.0 - Data-only Penguin refresh. Penguin 3.0 was said to roll out over a period of several weeks, according to Google.

May 25, 2012

Penguin 1.1 - Targeted data update confirming data was being processed outside of the main search index (like Panda data).

October 4, 2013

Penguin 2.1 - Penguin's second data update.

December 10, 2014

Penguin Everflux (3.1) - Google representatives claim Penguin shifted to continuous updates to move away from infrequent, major updates. An unconfirmed Penguin 3.1.

July 13, 2015

Google insists a Penguin algorithm refresh is still months away.



October 1, 2015

Google confirms a new, real-time Penguin update will be rolled out before the end of 2015.



"With the holidays upon us, it looks like the penguins won't march until next year."

December 3, 2015

A Google spokesperson confirms, "...the penguins won't march until next year..." prolonging the newest Penguin update.

Prepare for Penguin



- 1.) Disavow any spammy links to your website
- 2.) Optimize internal links with varying, non-descriptive text, not just exact match keywords
- 3.) Actively monitor Google Analytics for sudden spikes in traffic and/or too many referring pages - an indication that your site was impacted by a 2016 Penguin update.