

## Why Google is an Ass: Recent PR Update Sparks Controversy

It seems Google is run by incompetent fools &ndash; at least in the web spam department (or are they?). Their recent PR update is outrageous! Although their aim is to reduce web spam &ndash; I believe they have a different agenda when they pushed the &lsquo;update PR&rsquo; button on their PC.

What difference could they possibly make apart from reducing global PR stats?

Advertisers would still have cash to burn, to buy links from sites and to exploit SEO further using many other &lsquo;unethical&rsquo; ways deemed by Google in order to get their search engine ranking up.

Publishers would still seek ways/methods to monetize their sites and there would be a never ending supply of new websites which would be added into the pool of sites participating in link sales and paid posts.

Google can penalize these sites one-by-one or rather manually but how far can they go? Google commented that their recent update uses some form of manual assessment on whether the site &lsquo;deserves&rsquo; to be demoted in terms of their PR.

But I find it laughable that they don&rsquo;t even dare to &lsquo;touch&rsquo; a few high profile sites which still trade links or rather sponsored posts, one way or another. Do they fear these &lsquo;high profile&rsquo; sites, which someday might rebel and launch a massive anti-Google campaign and indirectly cause Google&rsquo;s stocks on NASDAQ to come crashing down? (That&rsquo;s what happened on E\*Trade)

You can interpret paid posts and sponsored links two ways &ndash; Your way or Google&rsquo;s way.

Sponsored posts/paid links (interpreted my way) &ndash; advertisers just want some buzz from you and pay you money so that their business can gain exposure from the paid post that you wrote or simply to divert some of your traffic back to their website through the paid link.

Sponsored posts/paid links (interpreted Google&rsquo;s way) &ndash; either way, it infringes their TOS as it screws up their algorithm when it comes to search engine ranking (or does it?) Either way, you are not allowed to write any paid reviews or put any sponsored links on your site or your PR would be demoted, you lose web traffic and advertisers wouldn&rsquo;t want to advertise on your site anymore.

The online advertisement industry yields billions of dollars in revenue every year and the big three namely Microsoft, Yahoo and Google are seizing every opportunity to increase their market share.

The main question remained unanswered &ndash; did Google&rsquo;s recent move to penalize sites that published sponsored posts and paid link have anything to do with their main agenda of securing a much larger market share in the online advertising arena?

I felt the recent PR update was pretty biased and although they say PR is dead &ndash; is it really dead? The answer lies within you! (and Google)

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Do you think that the recent PR update was fair or controversial?