

Tuesday, July 8, 2008

### **I once was lost, but now I'm found**

For some reason, PrivateWorld.com, the domain name I recently moved my personal blog to, a domain I've owned since 1997 and used to house the company website from a previous partnership (Private World Communications) was delisted from the Google index. I'm not sure when it happened as I was receiving traffic from google via this domain almost immediately over the cutover.

To avoid a possible penalty for duplicate content I began using a 301 redirect from my previous Mark.Jeftovic.net blog hostname. No good deed goes unpunished, they say. Once PrivateWorld got dropped from the index I was gone completely since the 301 redirect had basically transferred all my pagerank and indexed pages to the now dropped name.

I think way to handle a situation like this is to ask around on the Google webmaster groups and ask about your particular domain, because Google staffers tend to read these and can sometimes address your site's particular circumstances.

Then watch this video and follow the steps therein. If you haven't already used the Google webmaster tools, there really is a wealth of information and diagnostics there about the Search Engine visibility of your website. I added my sitemap there so I could see what Google saw, I've requested reconsideration - which is supposed to take weeks, but after a few days I seem to be tricking back into the google index.

One of things I did notice under the webmaster tools is the keywords associated with my site content looked pretty "spammy" and I think those were old and dated back to a brief time when I just had the domain parked with a commercial domain parking service. If this is what got my domain dropped from the index, it is mildly startling to say the least. I'm used to seeing parked domains not appear in the google index, but I have also routinely "unparked" domains by developing them and found them appearing in the index within reasonable intervals (less than a few weeks) without seeming to be penalized for their past "parked" status.

So it's a mystery, but an unsettling one when it's unknown why it happened. When my personal blog gets dropped from the index, it's not the end of the world. But had it happened to a domain more central to my business interests, like say, easydns.com, it would be a non-trivial event that would really impact my business - and that scares me. So even though I seem to be re-appearing in the index, I'm hoping my reconsideration request produces an explanation on what caused this.

Posted by Mark Jeftovic in Living off the net at 20:11