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**Google August 2023 Core
Update:**

**How It Affected Sites with
Sponsored/Parasite Content**

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About Zangoose Digital

Zangoose Digital is a boutique SEO agency specialized in helping clients in top competitive search verticals rank successfully. It was founded in 2020 and has been working successfully with clients in various industries such as gambling, finance, travel, CBD, ecommerce, software development, legal, education and so on. Our team consists of professionals with decades of experience in search.

We provide site audits, link profile audits, competitive landscape overviews, SEO strategy planning and link acquisition. Our core field of expertise however is bespoke private networks - we are the industry leaders possessing a wealth of experience and unique know-how to deliver safe and reliable results for our clients in industries where safe and high quality link acquisition is usually challenging.

We always keep an eye on the top competitive search verticals and what is going on there, and of course we could not fail to notice the impact of sponsored content placement on large media publications sites on the SERPs.

Our CEO Julia Logan has spoken about this topic at iGB Live in Amsterdam in July 2023, exploring in-depth the nature of the phenomenon, its history, the current status in various countries and possible scenarios of further development. Hence, it has been very interesting for us to watch the impact of the August Core update on the sites involved in sponsored/parasite content placement.



The current report focuses mostly on the media present in the gambling SERPs. We can also prepare custom reports for specific search verticals and countries and provide detailed analysis of the current state of affairs for those interested.

Please contact us at info@zangoose.digital to discuss.

Purpose of this report

This report sums up the effect of the Google August Core update on the sites engaging in sponsored content placement in top competitive verticals such as igaming. Sites analyzed are both those known for exclusive content partnerships with specific companies, as well as those offering non-exclusive placement. Where relevant, the effect is examined across multiple countries where the sites are present in the SERPs.

This report is created to help the industry players understand the current situation better and make better decisions regarding their own activities.

The visibility data source used in the report is SISTRIX.

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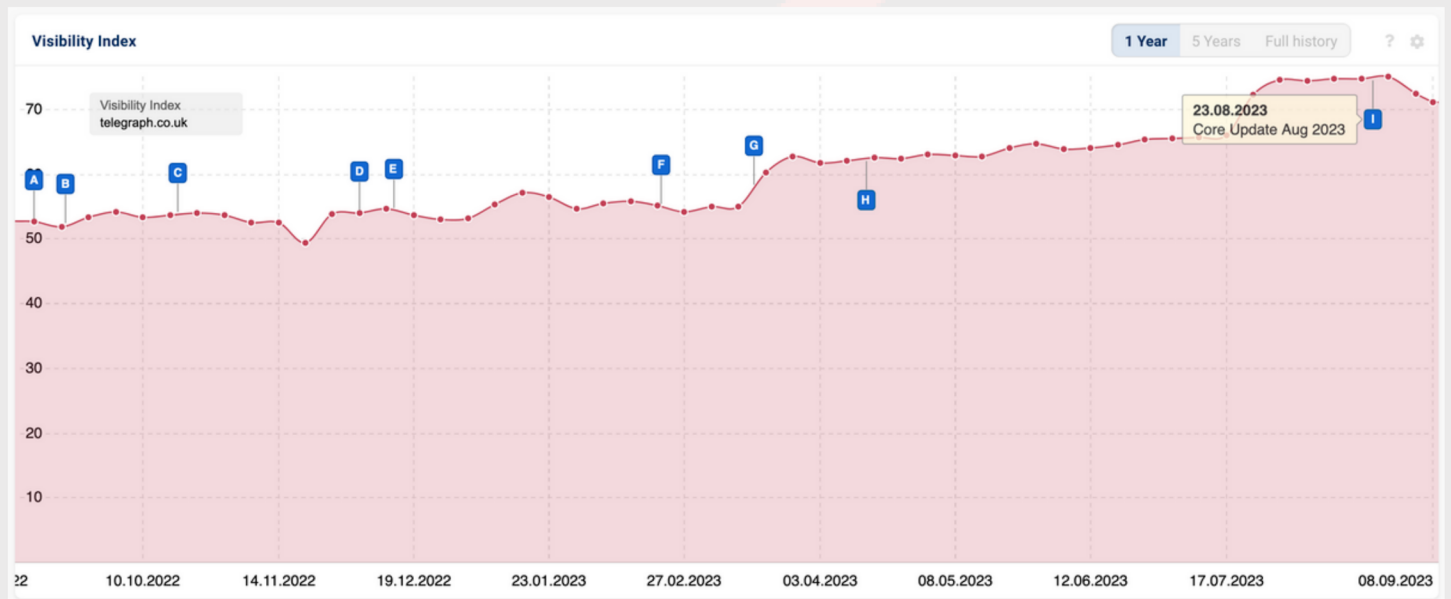
Section 1. Exclusive Media Partnerships

In this section, we examine the performance of media sites with known exclusive content partnerships with specific igaming companies.

1.1 Telegraph.co.uk (media partnership with Better Collective since 2019)



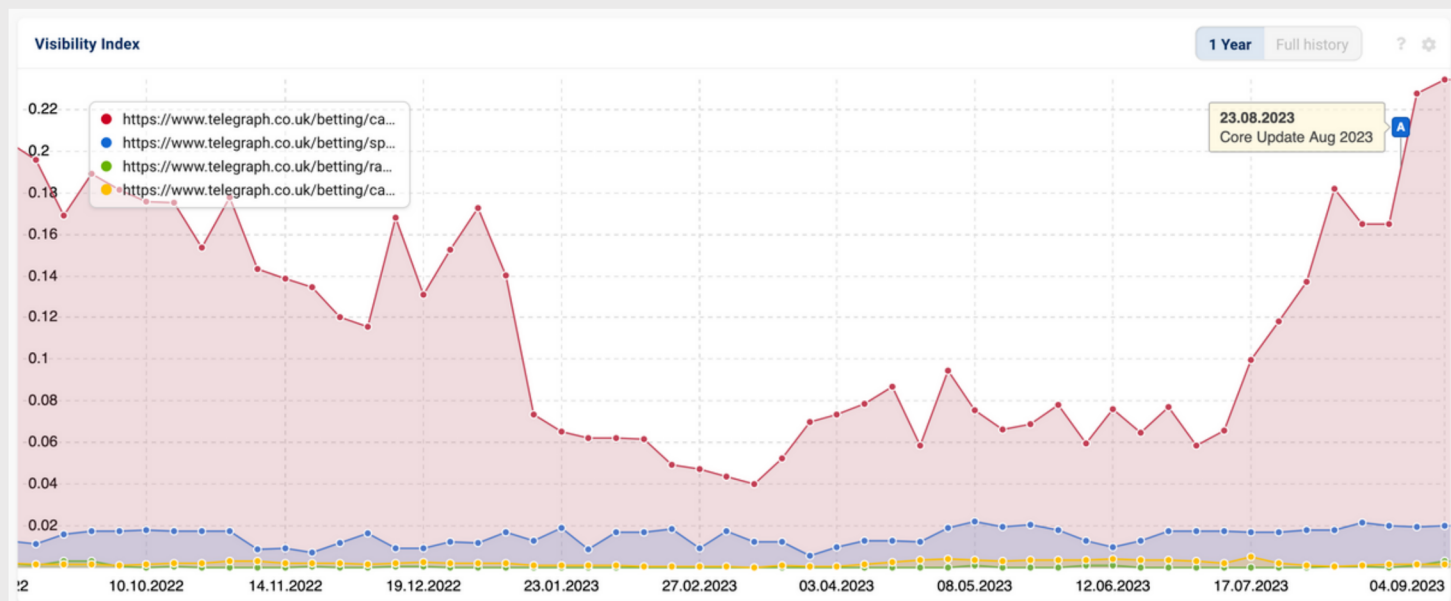
Overall site visibility in the UK Google SERPs:



Visibility of the sub-directory with Better Collective's sponsored content (<https://www.telegraph.co.uk/betting/>):



Visibility of several actual content URLs compared:



14.08.2023

- <https://www.telegraph.co.uk/betting/casino-reviews/best-online-casino-sites-uk/>: 0.1651
- <https://www.telegraph.co.uk/betting/sports-guides/best-betting-apps-uk/>: 0.0217
- <https://www.telegraph.co.uk/betting/casino-guides/blackjack/live-blackjack/>: 0.001
- <https://www.telegraph.co.uk/betting/racing/best-horse-racing-betting-apps/>: 0.0003

04.09.2023

- <https://www.telegraph.co.uk/betting/casino-reviews/best-online-casino-sites-uk/>: 0.2343
- <https://www.telegraph.co.uk/betting/sports-guides/best-betting-apps-uk/>: 0.0199
- <https://www.telegraph.co.uk/betting/racing/best-horse-racing-betting-apps/>: 0.0029
- <https://www.telegraph.co.uk/betting/casino-guides/blackjack/live-blackjack/>: 0.0013

The following URLs have been compared:

<https://www.telegraph.co.uk/betting/casino-reviews/best-online-casino-sites-uk/>
<https://www.telegraph.co.uk/betting/sports-guides/best-betting-apps-uk/>
<https://www.telegraph.co.uk/betting/racing/best-horse-racing-betting-apps/>
<https://www.telegraph.co.uk/betting/casino-guides/blackjack/live-blackjack/>

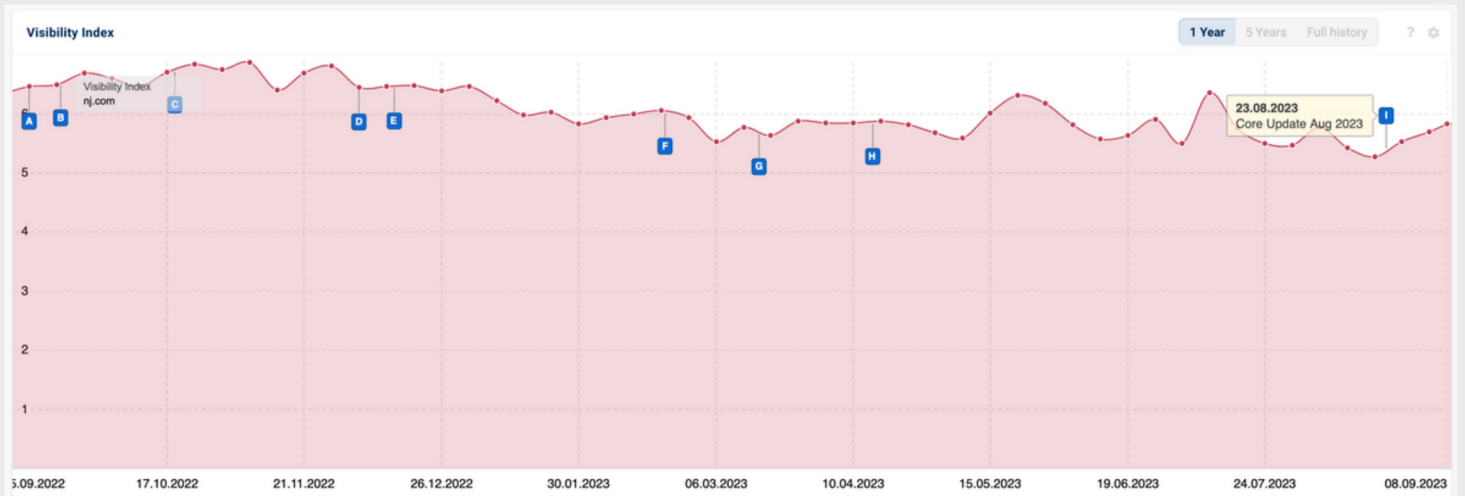
While the entire site **telegraph.co.uk** has experienced a slight drop during the update, the sponsored content sub-directory has even experienced slight growth before returning to the previous visibility level, and the particular content URLs analyzed have either been unaffected noticeably or - as in the case of the best online casino sites page - have seen definite growth.

Hence, we can conclude that the negative impact of the update on the site as a whole was not connected to the sponsored gambling content specifically.

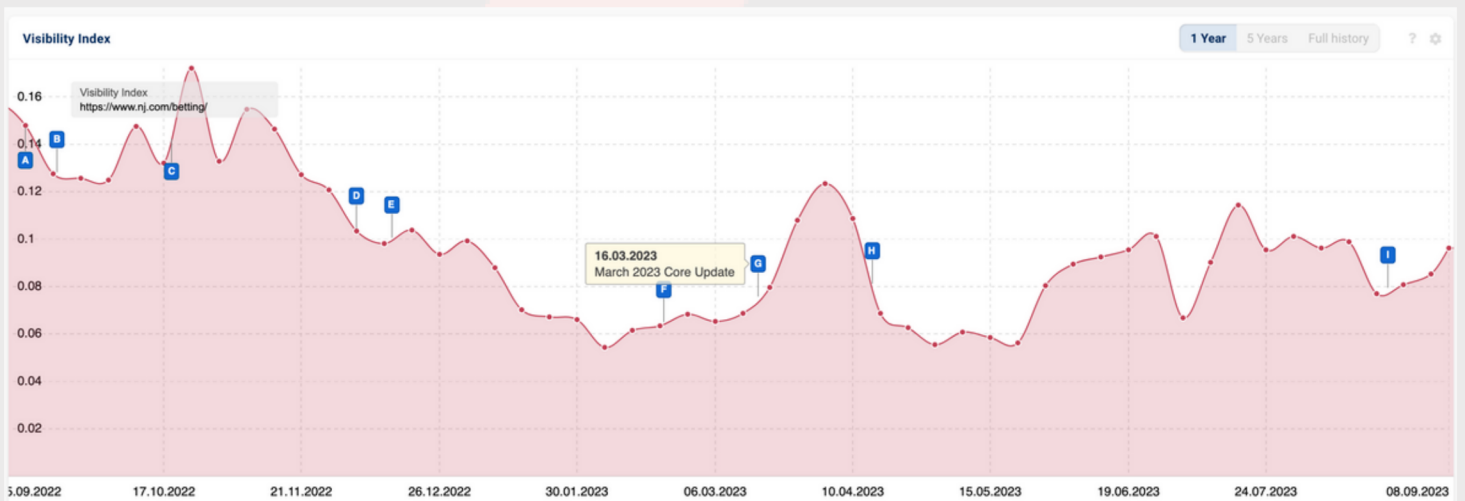
1.2 NJ.com (media partnership with Catena Media since 2022)



Overall site visibility in the US Google SERPs:

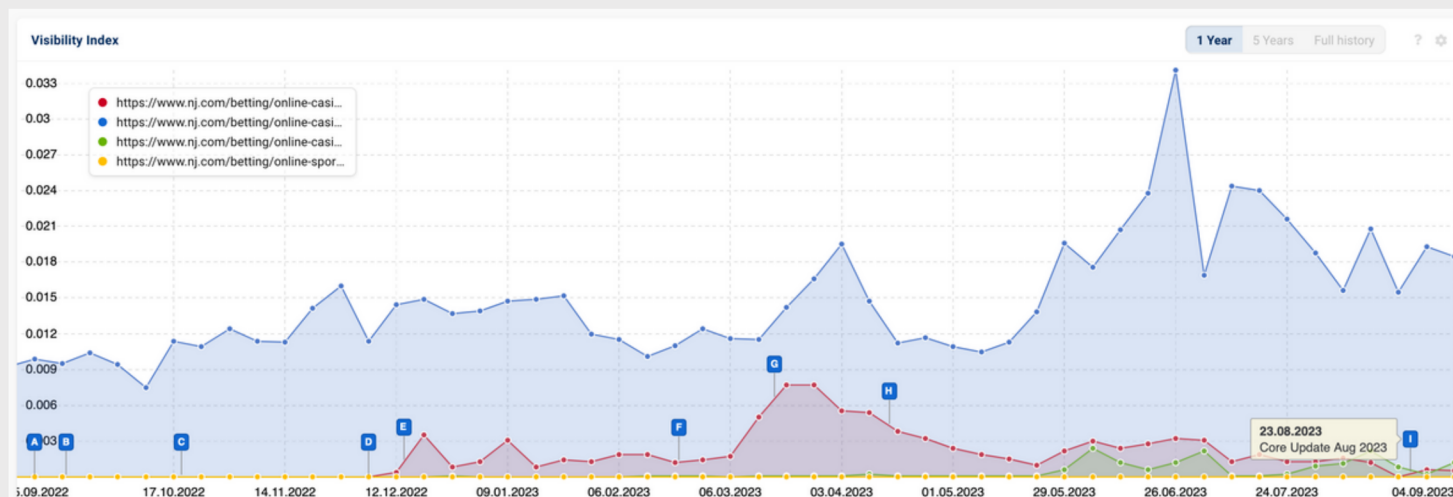


Visibility of the sub-directory with Catena Media's sponsored content (<https://www.nj.com/betting/>):



The sponsored content sub-folder had been growing since the March 2023 Core update (G), then got negatively affected by the April Product Reviews update, over the summer kept fluctuating between growth and decline, only to see a definite boost in this Core update.

Visibility of several actual content URLs compared:



07.08.2023

- <https://www.nj.com/betting/online-casino/best-nj-online-casinos.html>: 0.0156
- <https://www.nj.com/betting/online-casino/best-mobile-casinos.html>: 0.0016
- <https://www.nj.com/betting/online-casino/nj-online-slots.html>: 0.0011
- <https://www.nj.com/betting/online-sports-betting/bonus-codes.html>: 0

04.09.2023

- <https://www.nj.com/betting/online-casino/best-nj-online-casinos.html>: 0.0185
- <https://www.nj.com/betting/online-casino/nj-online-slots.html>: 0.0012
- <https://www.nj.com/betting/online-casino/best-mobile-casinos.html>: 0.0005
- <https://www.nj.com/betting/online-sports-betting/bonus-codes.html>: 0

The following URLs have been compared:

- <https://www.nj.com/betting/online-casino/best-mobile-casinos.html>
- <https://www.nj.com/betting/online-casino/best-nj-online-casinos.html>
- <https://www.nj.com/betting/online-casino/nj-online-slots.html>
- <https://www.nj.com/betting/online-sports-betting/bonus-codes.html>

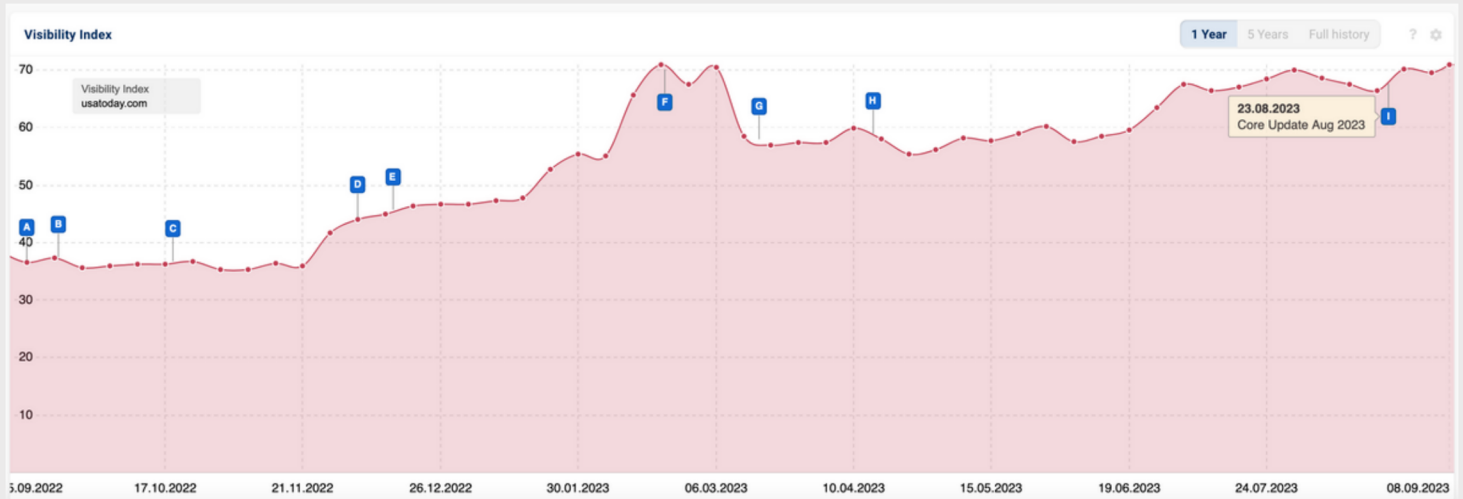
The most visible of these URLs, the “best NJ online casinos” one, has previously had a very unstable history of visibility, but it looks like it gained slightly in this update. The second most visible out of these URLs, the NJ online slots one, had been performing much better in March-April but has since lost its visibility. The other two URLs are apparently newer and less visible. Overall, there is little impact of the Core update on any of them.

While the site overall has gained visibility during the Core update, it looks like most visibility gains happened due to active publishing of new content rather than any boost to it due to the update.

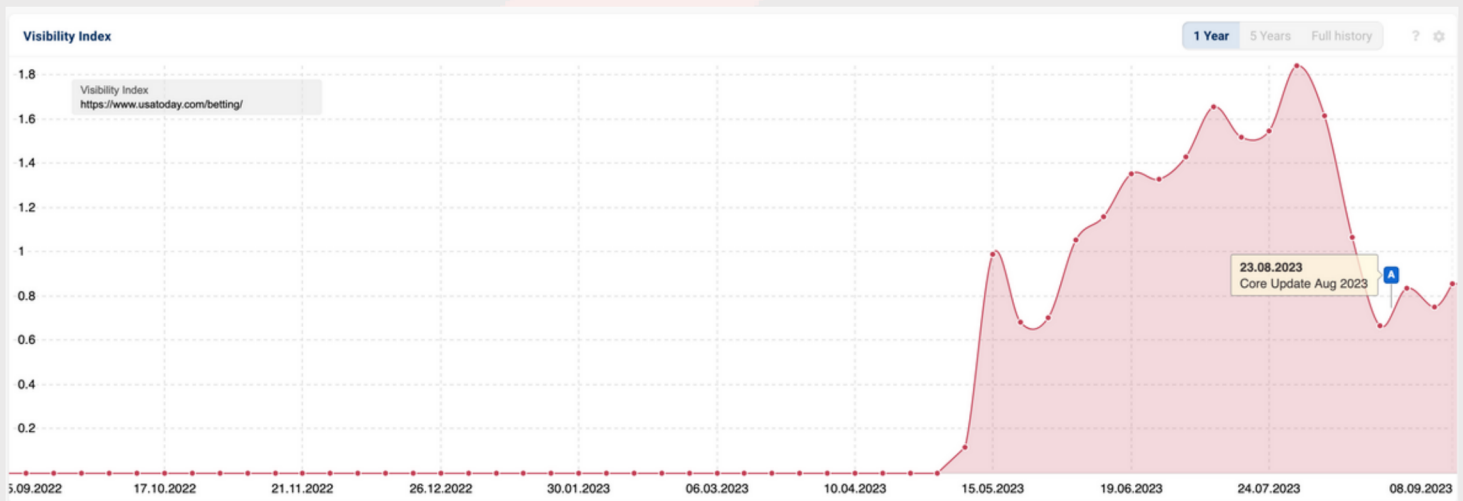
1.3 USA Today (media partnership with Gambling.com since February 2023)



Overall site visibility in the US Google SERPs:

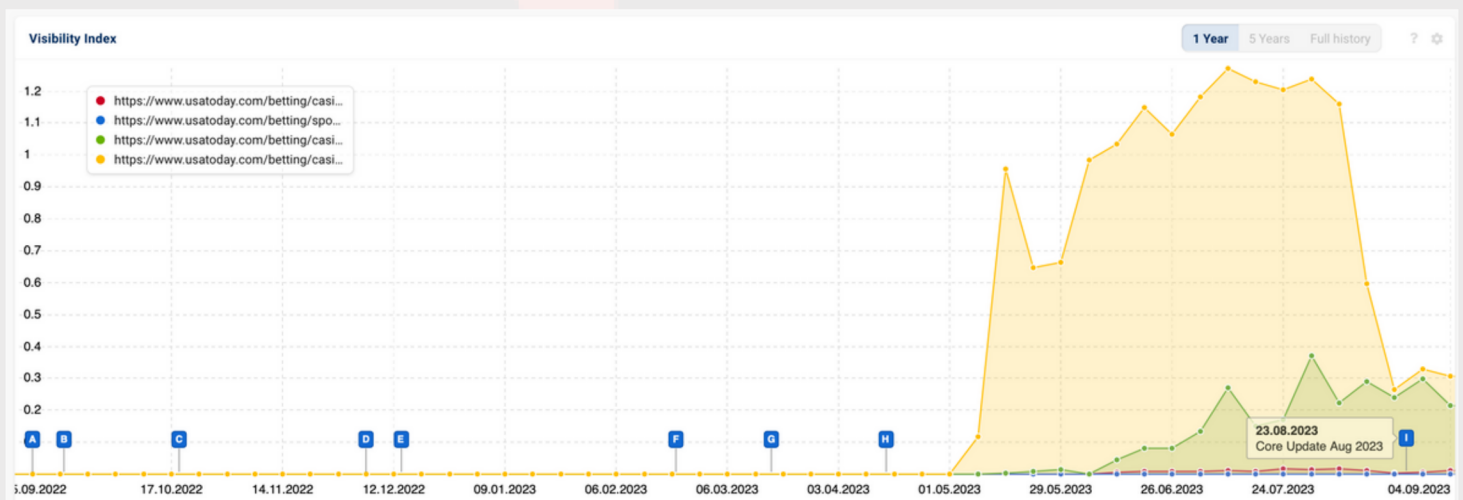


Visibility of the sub-directory with Gambling.com's sponsored content (<https://www.usatoday.com/betting/>):



This sub-directory has experienced a drop in early August unrelated to any known Google updates and seems to regain some of its visibility during the recent Core update.

Visibility of several actual content URLs compared:



07.08.2023

- <https://www.usatoday.com/betting/casinos/no-deposit-bonus>: 1.161
- <https://www.usatoday.com/betting/casinos/bonuses>: 0.2233
- <https://www.usatoday.com/betting/casinos/apps>: 0.0166
- <https://www.usatoday.com/betting/sports/nfl-betting-promos>: 0

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- <https://www.usatoday.com/betting/casinos/no-deposit-bonus>: 0.3055
- <https://www.usatoday.com/betting/casinos/bonuses>: 0.2144
- <https://www.usatoday.com/betting/casinos/apps>: 0.0101
- <https://www.usatoday.com/betting/sports/nfl-betting-promos>: 0

The following URLs have been compared:

<https://www.usatoday.com/betting/casinos/apps>
<https://www.usatoday.com/betting/sports/nfl-betting-promos>
<https://www.usatoday.com/betting/casinos/bonuses>
<https://www.usatoday.com/betting/casinos/no-deposit-bonus>

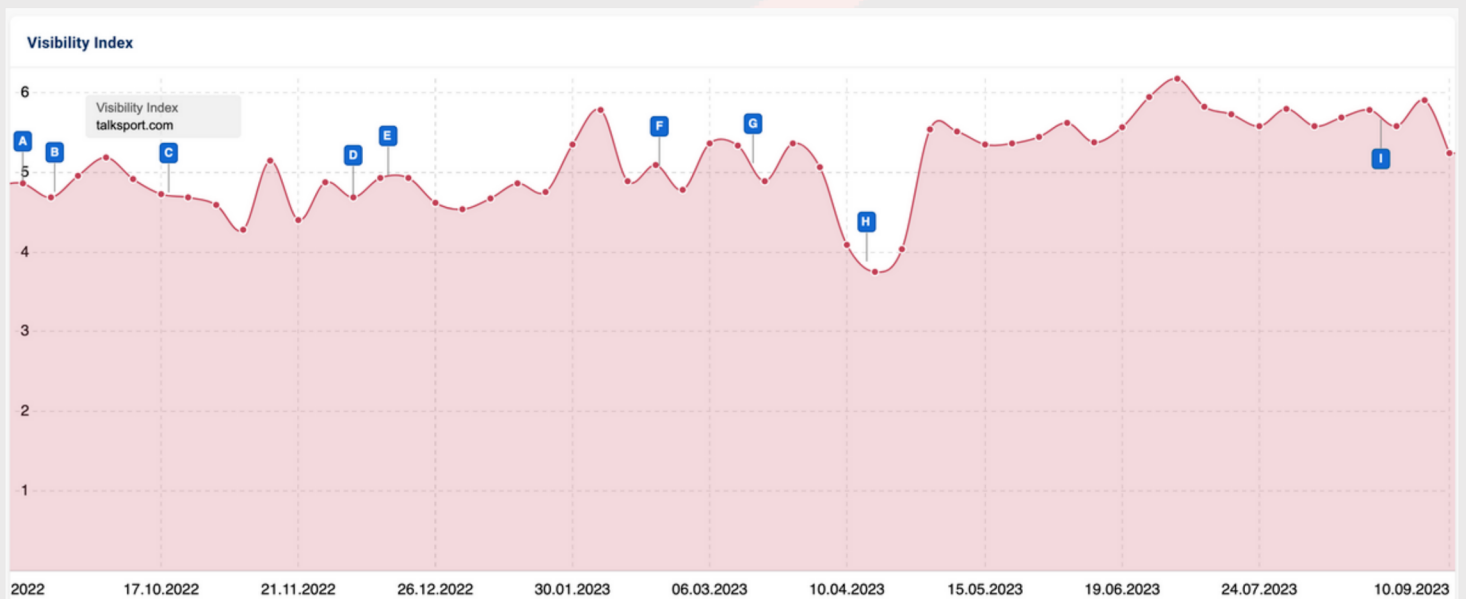
The “no deposit bonus” URL has started experiencing a drop since the beginning of August, the core update has improved it a little bit. Because of its overall high visibility level at the peak of its existence, it likely has affected the pattern for the entire sub-directory as seen above. For the “bonuses” URL, the current decline has coincided with the update but seems to be more likely the result of the natural cycle (new content ranks better when published on a news site, only to decline over time). The other two URLs have not had significant visibility so far and are not significantly affected.

1.4 talkSPORT (media partnership with GiG since 2022)



talkSPORT stands out among all other partnerships for two reasons. First, it does not mark GiG's content as "sponsored" like other media sites do for their partners' content. Second, apart from GiG's content with affiliate links to the gambling operators they promote, talkSPORT itself has direct affiliate relationships with a number of operators and has content with its own direct affiliate links (e.g. <https://talksport.com/betting-tips/839604/free-bets-and-new-customer-offers/>). Structurally, they belong to the same section of the site. There are links in the navigation from GiG's content to talkSPORT's own affiliate content, but there are no links from talkSPORT's own affiliate content to GiG's content.

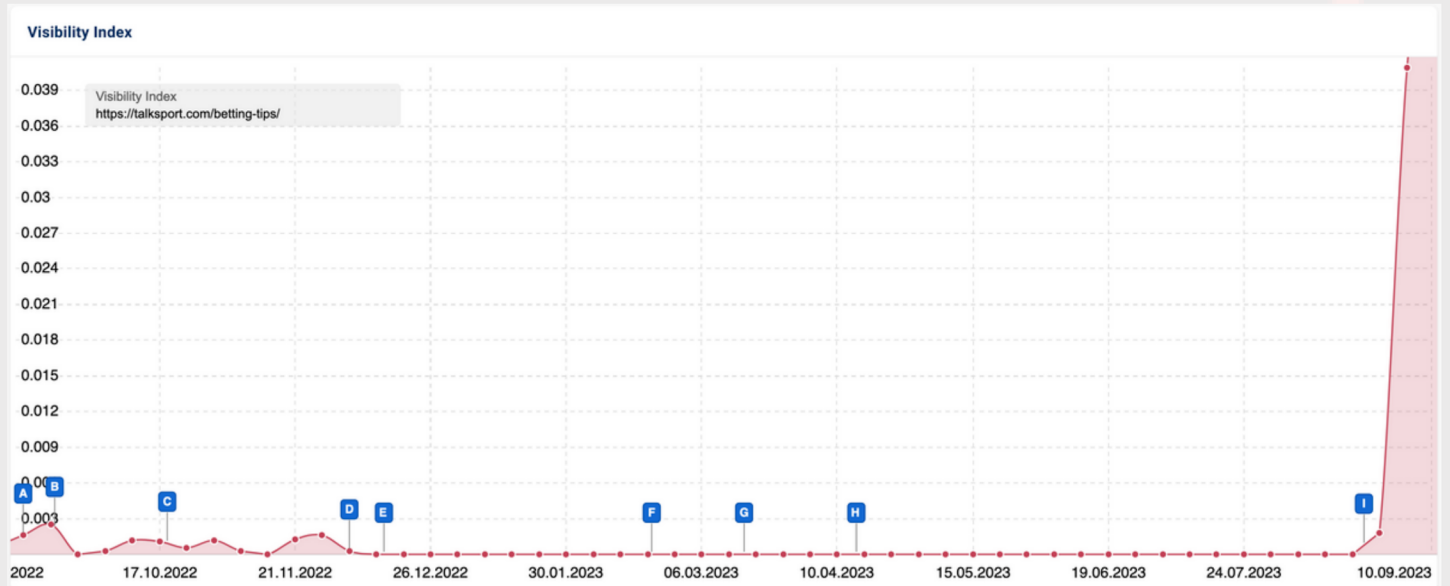
Overall site visibility in the UK Google SERPs:



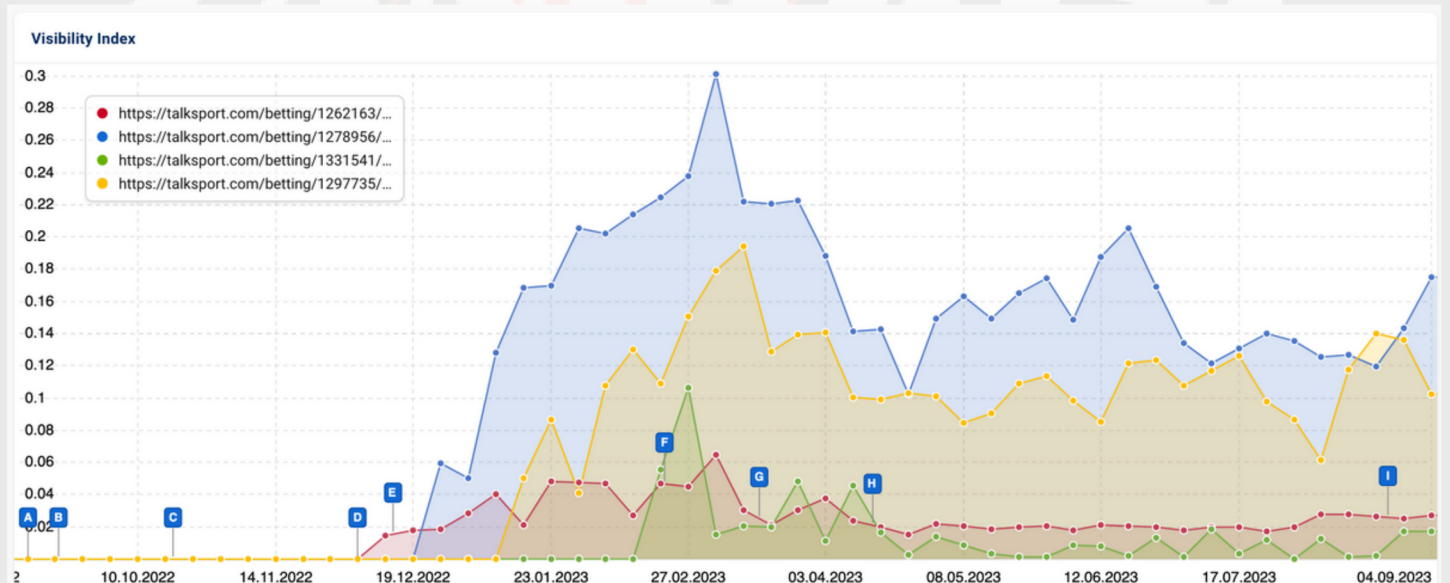
Visibility of the sub-directory with GiG's sponsored content (<https://talksport.com/betting/>):



Visibility of the sub-directory with talkSPORT's own affiliate content
 (https://talksport.com/betting-tips/):



Visibility of several GiG's sponsored content URLs compared:



14.08.2023

- https://talksport.com/betting/1278956/best-online-casinos/: 0.127
- https://talksport.com/betting/1297735/best-uk-casino-bonuses/: 0.1178
- https://talksport.com/betting/1262163/best-free-bets-no-deposit/: 0.0276
- https://talksport.com/betting/1331541/no-deposit-bonuses/: 0.0014

04.09.2023

● <https://talksport.com/betting/1278956/best-online-casinos/>: 0.1751

● <https://talksport.com/betting/1297735/best-uk-casino-bonuses/>: 0.1023

● <https://talksport.com/betting/1262163/best-free-bets-no-deposit/>: 0.0274

● <https://talksport.com/betting/1331541/no-deposit-bonuses/>: 0.0174

The following URLs have been compared:

<https://talksport.com/betting/1262163/best-free-bets-no-deposit/>

<https://talksport.com/betting/1278956/best-online-casinos/>

<https://talksport.com/betting/1331541/no-deposit-bonuses/>

<https://talksport.com/betting/1297735/best-uk-casino-bonuses/>

The “best online casinos” article has had the peak of its visibility back in February and has been declining since, however the current Core update appears to have affected it positively. The “best UK casino bonuses” URL is the only one experiencing clear drop, the remaining two URLs are mostly unaffected.

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1.5 US Magazine (claimed exclusive partnership with an unnamed company, since 2021 or 2022)

There are several instances of casino affiliate sponsored content published on US Magazine during the period between June 2021 and October 2022, only in one case the sponsored content source is identified as “GamblingGram”, patterns within the content point at 3 different companies so it is difficult to say which one currently has an exclusive partnership with the publication.



Overall site visibility in the US Google SERPs:



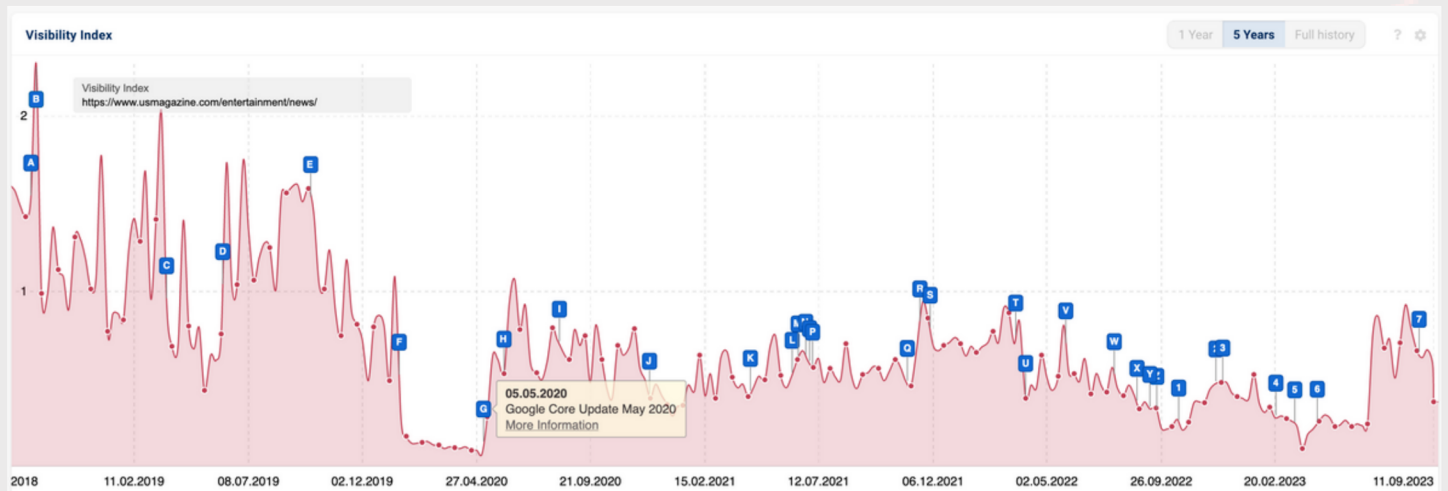
The site started losing some of its visibility in July 2023 and the Core update does not seem to influence this drop in any way, it just continues.

US Magazine does not have a separate sub-directory for the sponsored content exclusively - all such content is within the <https://www.usmagazine.com/entertainment/news/> sub-directory but there is non-sponsored content there as well. Visibility of this sub-directory:

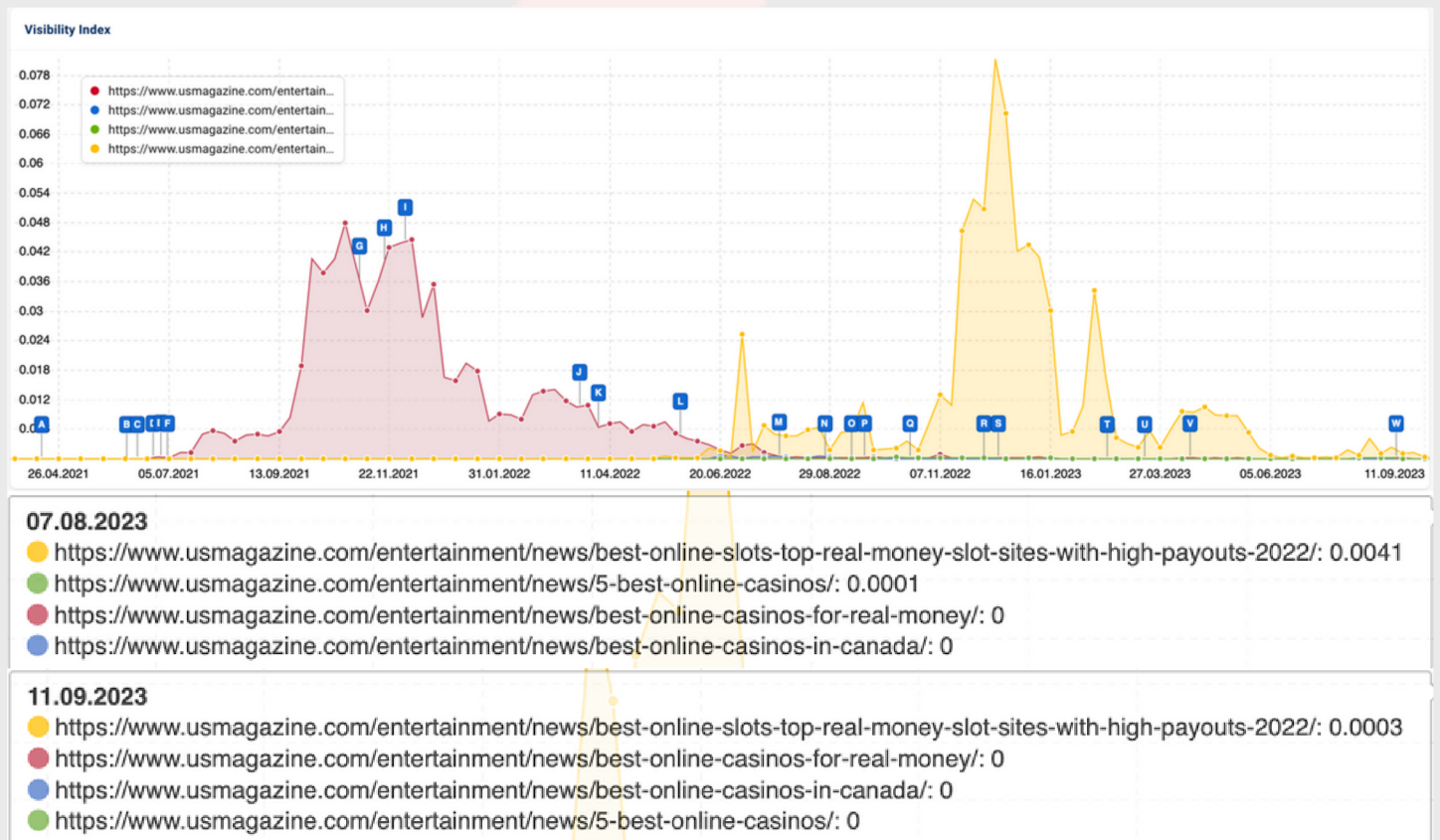


This particular sub-directory has gained a lot of visibility back in June but has started declining since and appears to be more affected after the update rollout has started than the site as a whole.

Since the sponsored content on the site exists for longer than on other previously examined publications' sites, it makes sense to look at some of the longer-term visibility history. Previously, this sub-directory had been negatively affected by the January 2020 Core update and recovered some of its visibility in the May 2020 Core update:



Visibility of several sponsored content URLs compared:



The following URLs have been compared:

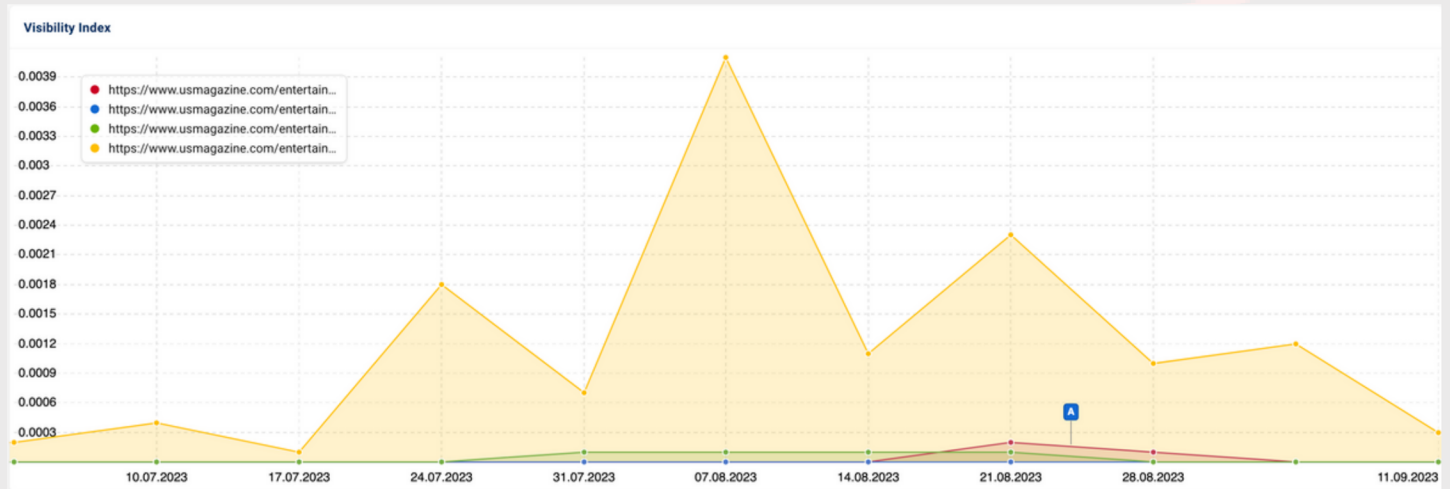
https://www.usmagazine.com/entertainment/news/best-online-casinos-for-real-money/ - published June 15, 2021

https://www.usmagazine.com/entertainment/news/best-online-casinos-in-canada/ - published June 1, 2022

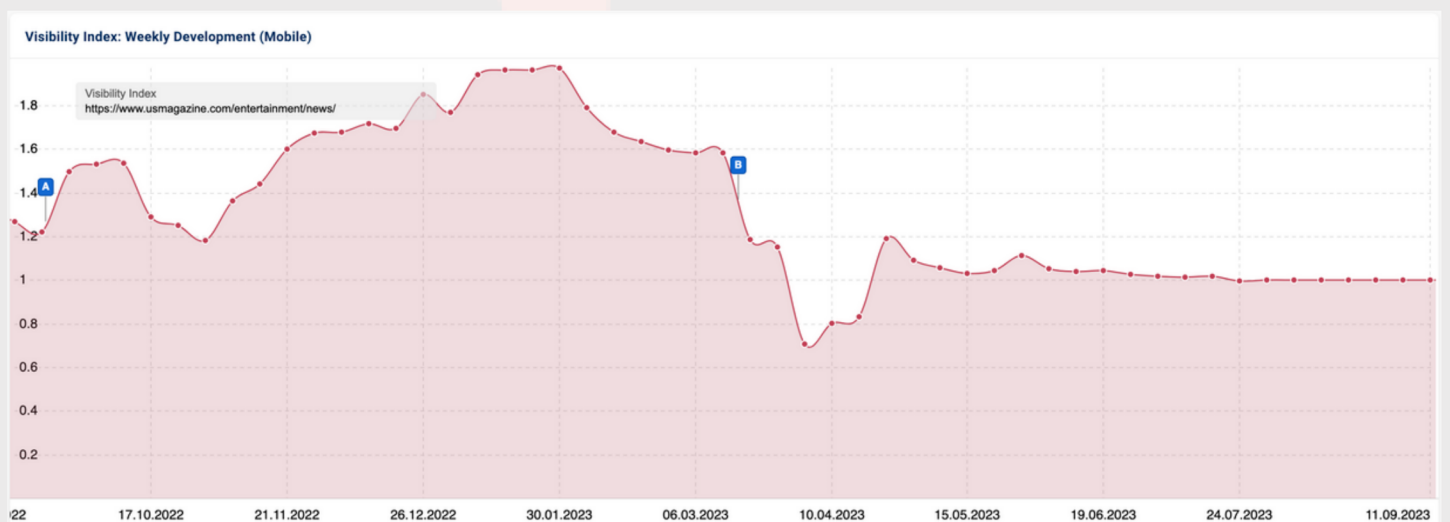
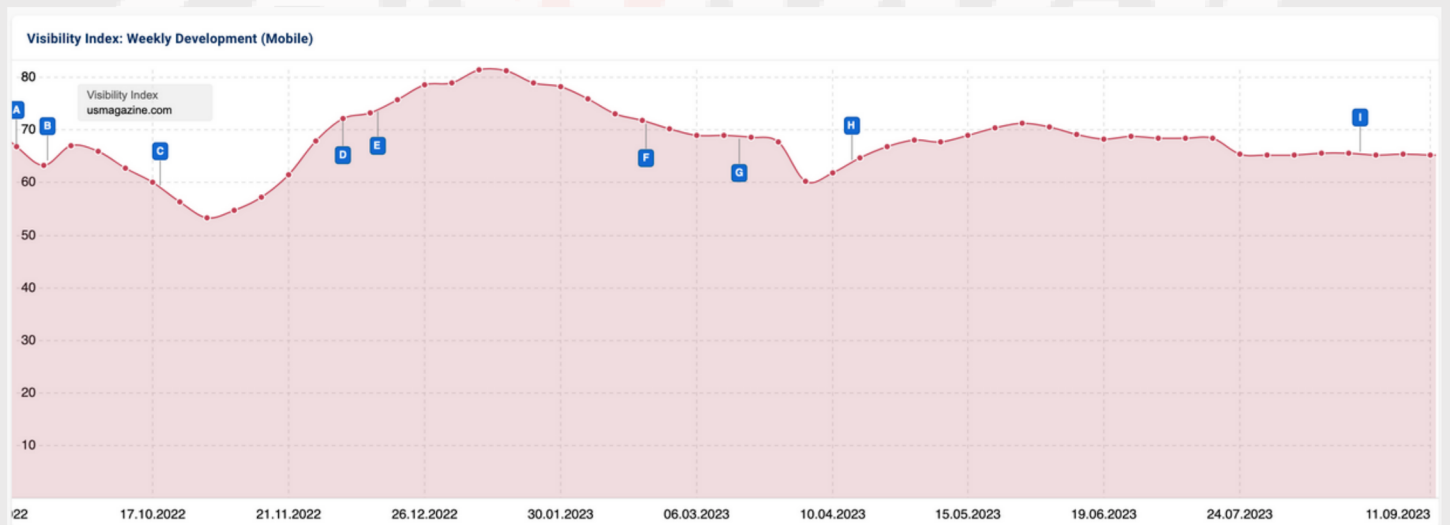
https://www.usmagazine.com/entertainment/news/5-best-online-casinos/ - published September 1, 2022

https://www.usmagazine.com/entertainment/news/best-online-slots-top-real-money-slot-sites-with-high-payouts-2022/ - published October 31, 2022

The “best online casinos for real money” and “best online slots” URLs have already passed the peak of their visibility in late 2021 and early 2023 accordingly, while the other two URLs have never achieved as much visibility. At the time of the August Core update, none of them have been affected significantly.

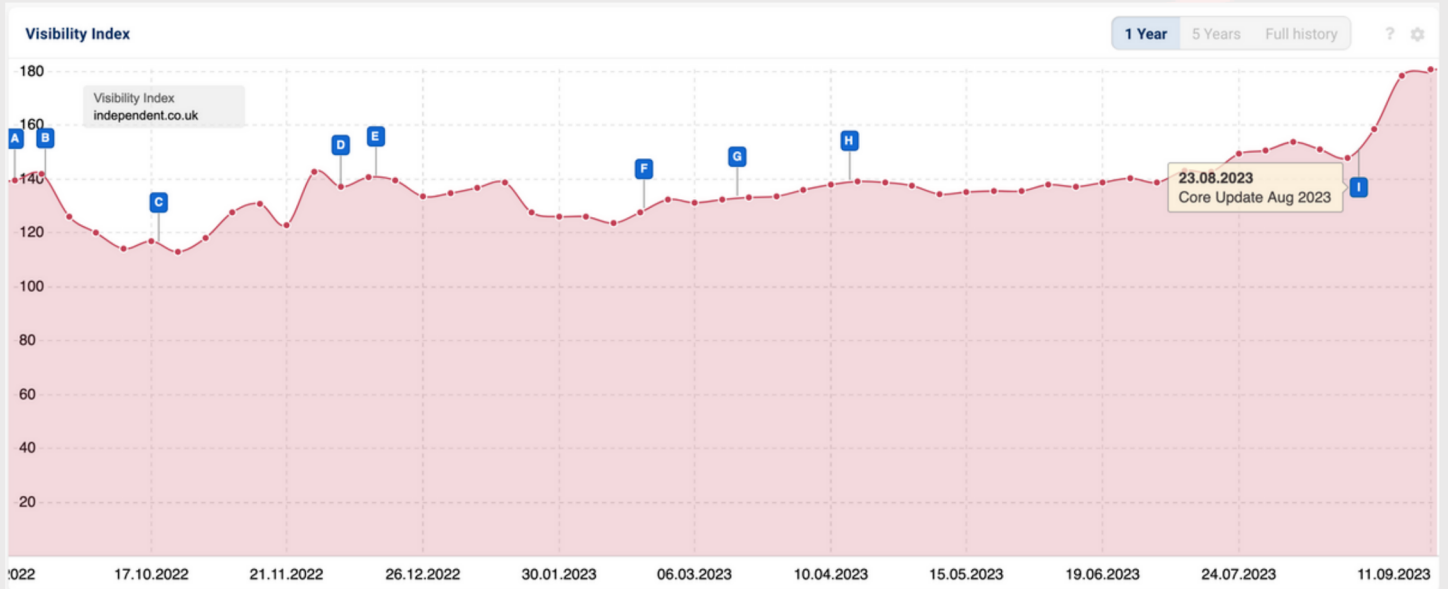


One would assume that the “best online casinos in Canada” URL could perform better in Canada - but in fact 0 visibility is reported for it in the Canadian SERPs as well. The domain overall, however, does rank in Canada and has not been affected by the update.

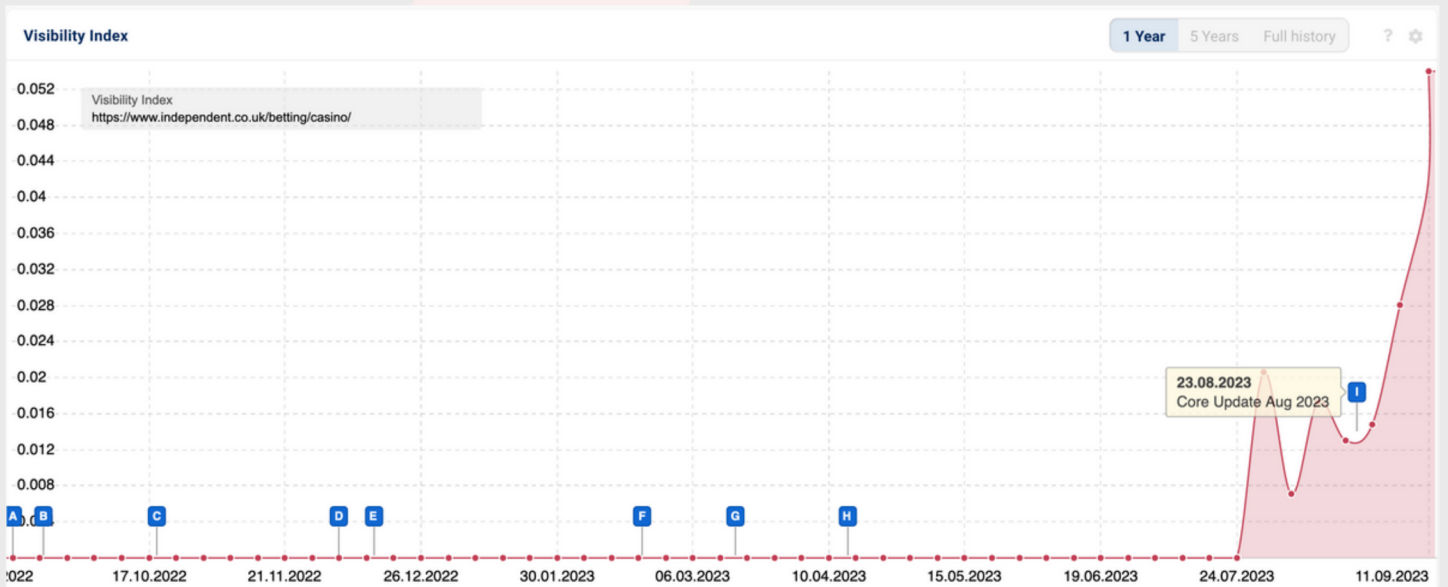


1.6 Independent.co.uk (media partnership with Gambling.com since July 2023)

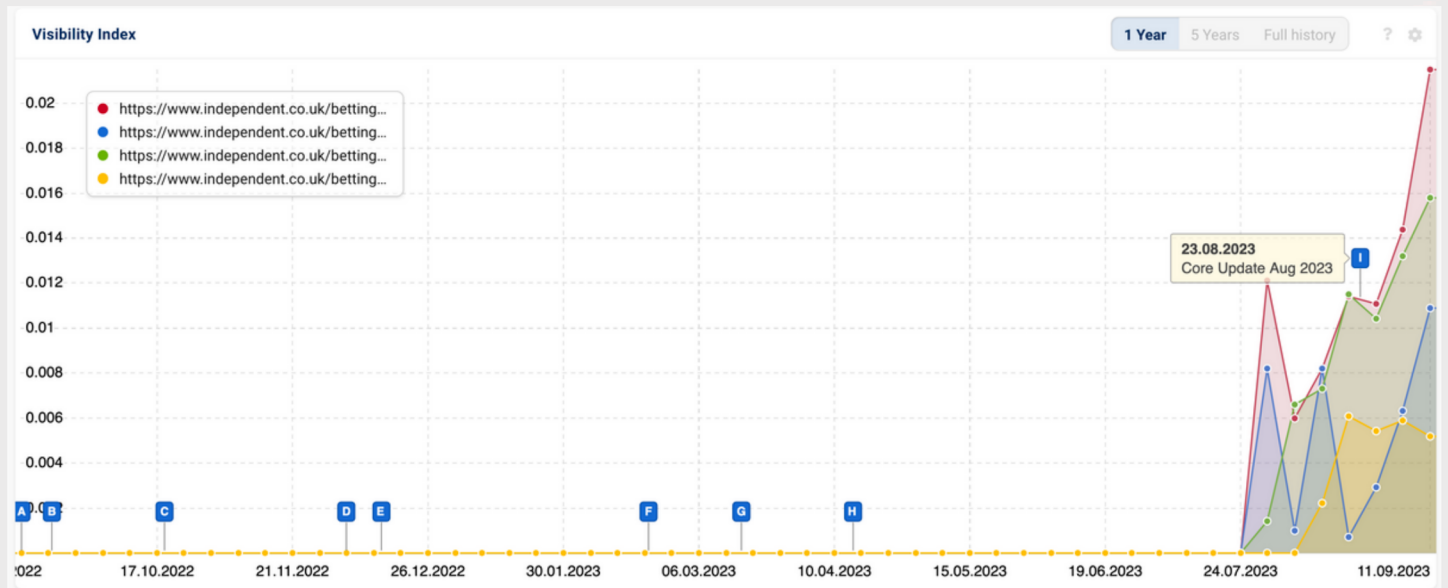
Overall site visibility in the UK Google SERPs:



One of the most recent media sites to join the sponsored gambling content race in the UK SERPs, Independent appears to be off to a very good start. Visibility of the sponsored content sub-directory (<https://www.independent.co.uk/betting/casino/>):



Visibility of several sponsored content URLs compared:



14.08.2023

- https://www.independent.co.uk/betting/casino/best-online-casinos-uk: 0.0082
- https://www.independent.co.uk/betting/casino/best-online-slots-uk: 0.0082
- https://www.independent.co.uk/betting/best-betting-sites-uk: 0.0073
- https://www.independent.co.uk/betting/bingo/best-bingo-sites-uk: 0.0022

11.09.2023

- https://www.independent.co.uk/betting/casino/best-online-casinos-uk: 0.0215
- https://www.independent.co.uk/betting/best-betting-sites-uk: 0.0158
- https://www.independent.co.uk/betting/casino/best-online-slots-uk: 0.0109
- https://www.independent.co.uk/betting/bingo/best-bingo-sites-uk: 0.0052

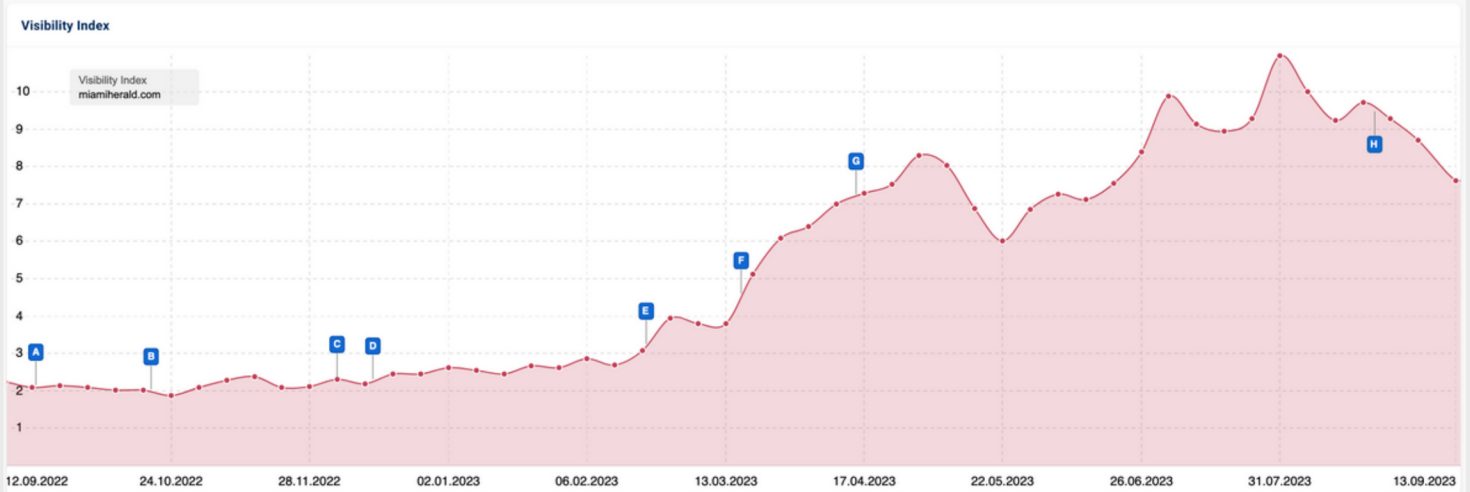
The following URLs have been compared:

- https://www.independent.co.uk/betting/casino/best-online-casinos-uk
- https://www.independent.co.uk/betting/casino/best-online-slots-uk
- https://www.independent.co.uk/betting/best-betting-sites-uk
- https://www.independent.co.uk/betting/bingo/best-bingo-sites-uk

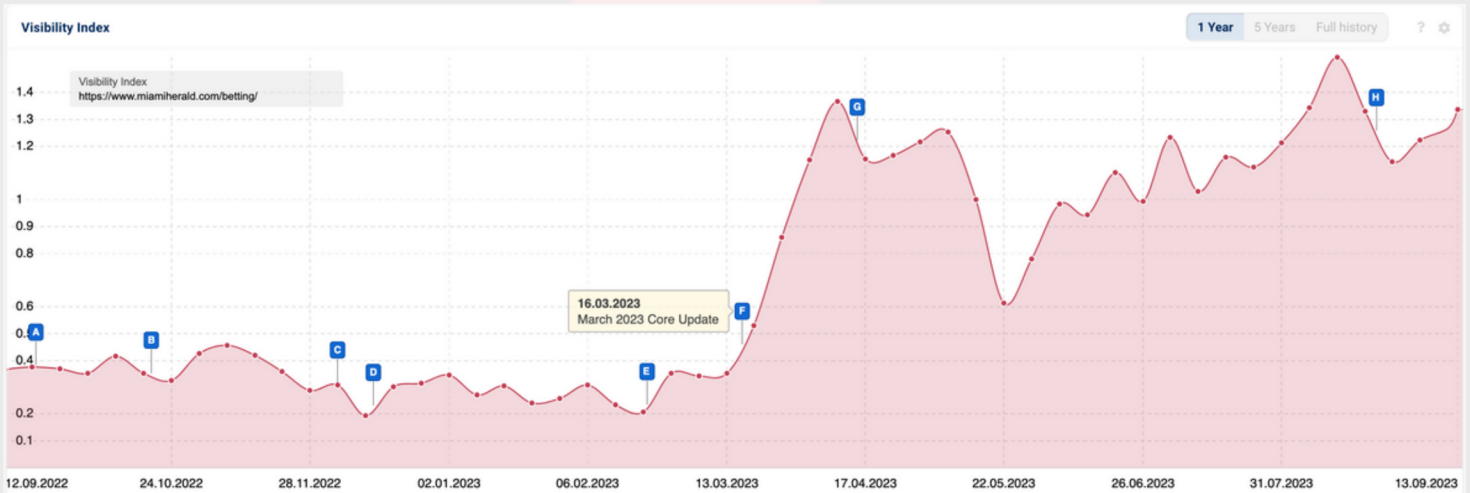
1.7 Miami Herald (media partnership with Gambling.com since 2022)



Overall site visibility in the US Google SERPs:

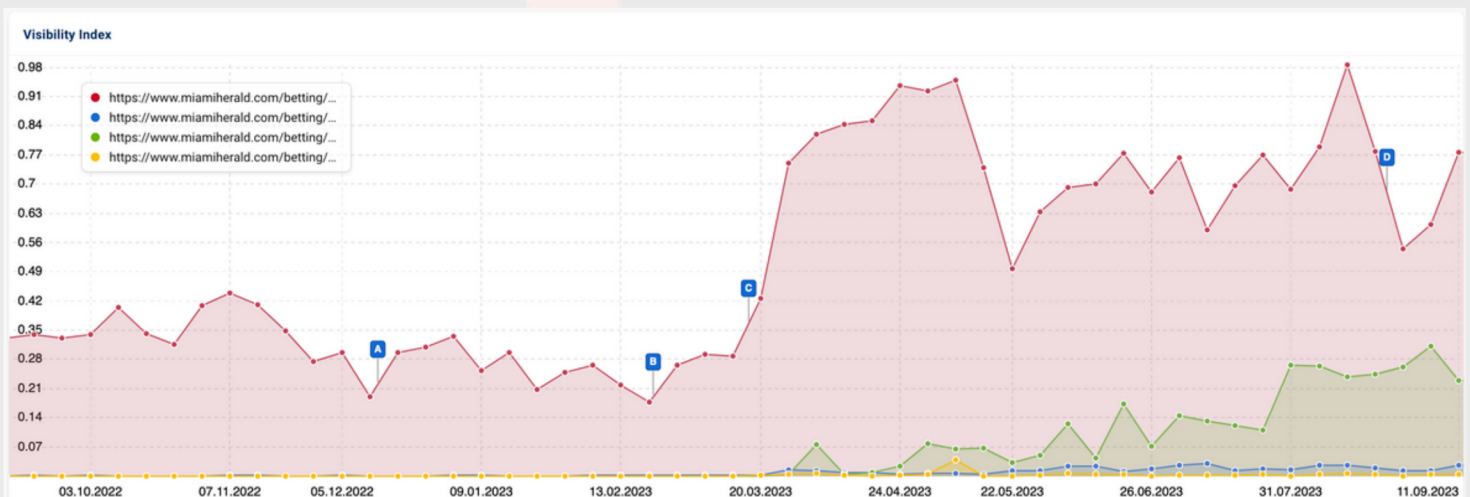


All sponsored partner content is located within the sub-directory <https://www.miamiherald.com/betting/> - below is the visibility graph for it:



The site has experienced growth following the March 2023 Core update - this is especially noticeable on the sub-directory graph. there has been another recent period of growth in early August, then it started to drop just before the update, only to recover most of its pre-update level visibility in the last two weeks. This recovery concerns the sponsored content sub-directory but not the entire site.

Some of the sponsored URLs' visibility compared:



14.08.2023

- <https://www.miamiherald.com/betting/casinos/article259183883.html>: 0.9859
- <https://www.miamiherald.com/betting/casinos/article260358745.html>: 0.2369
- <https://www.miamiherald.com/betting/article258259270.html>: 0.0269
- <https://www.miamiherald.com/betting/article257662778.html>: 0.0069

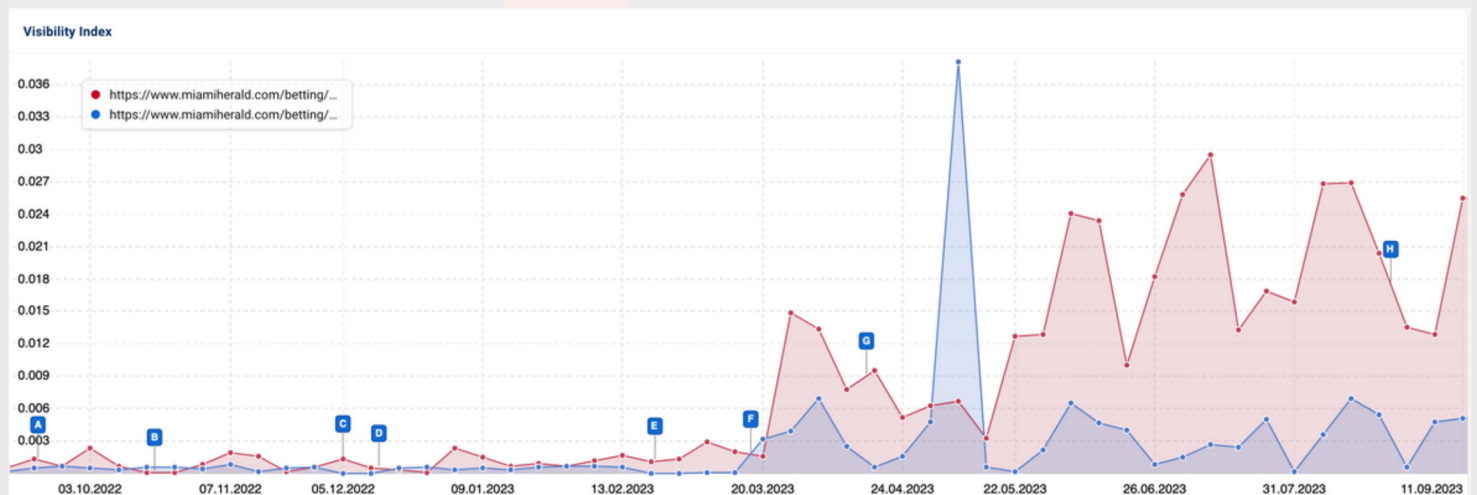
11.09.2023

- <https://www.miamiherald.com/betting/casinos/article259183883.html>: 0.7764
- <https://www.miamiherald.com/betting/casinos/article260358745.html>: 0.2302
- <https://www.miamiherald.com/betting/article258259270.html>: 0.0255
- <https://www.miamiherald.com/betting/article257662778.html>: 0.0051

The following URLs have been compared:

- <https://www.miamiherald.com/betting/casinos/article259183883.html>
- <https://www.miamiherald.com/betting/article258259270.html>
- <https://www.miamiherald.com/betting/casinos/article260358745.html>
- <https://www.miamiherald.com/betting/article257662778.html>

The first casino URL is the one with the highest visibility in the entire sponsored sub-directory and it's the one responsible for the sub-directory visibility graph looking the way it does - it is mainly this URL which had experienced a slight drop before the update and bounced back in the last two weeks. The second URL has had some fluctuation around the time of the update but has not been affected significantly. The remaining two URLs have much lower levels of visibility but they haven't been affected much either - here is a graph focused on them to see it more clearly:

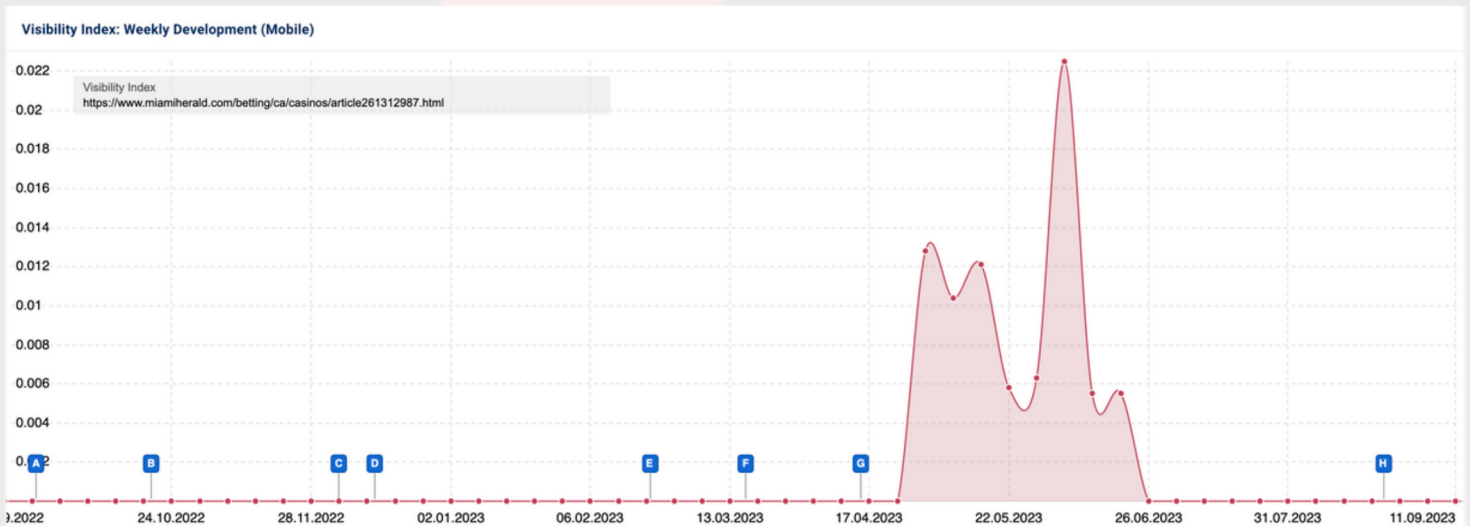


Besides the US, the sponsored content on Miami Herald also targets Canada - here is the visibility graph of the sub-folder in Canada:



The sub-directory as a whole is completely unaffected by the update.

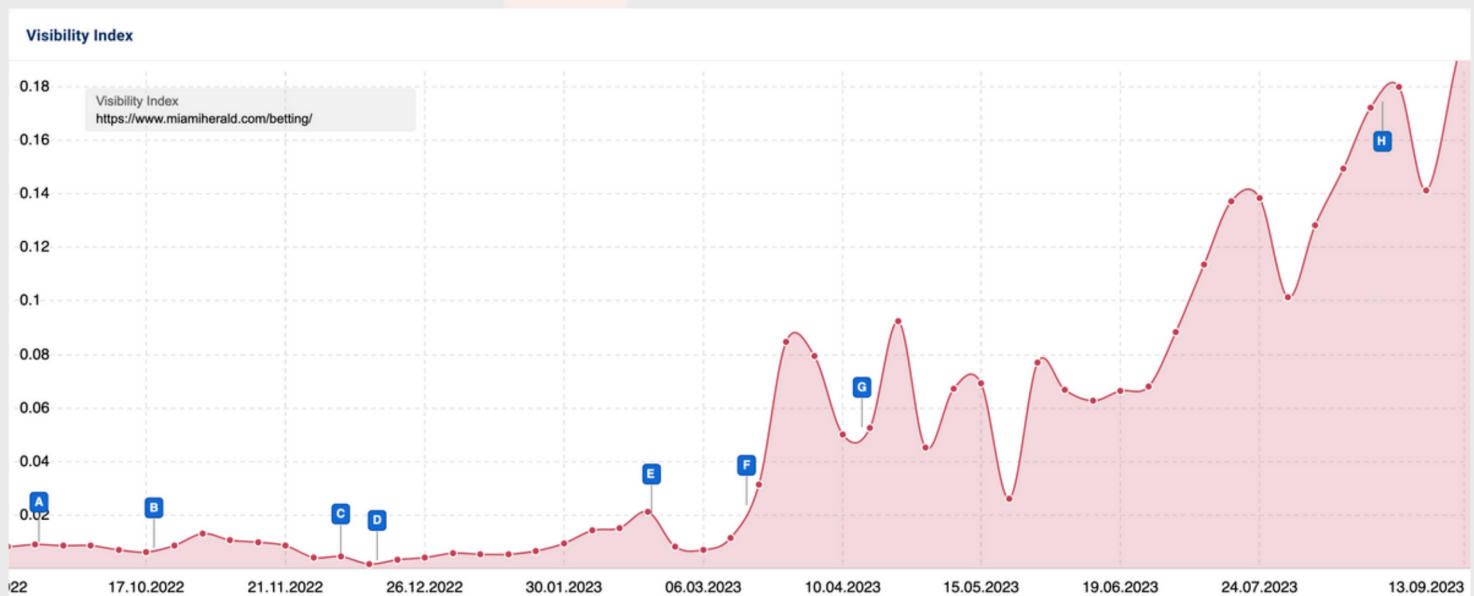
Visibility of one of the URLs with Canada-targeted content (<https://www.miamiherald.com/betting/ca/casinos/article261312987.html>):



It has had its peak visibility in June, then dropped and therefore we do not see any effect of the update on the graph, however, considering the recently appearing new page 1 rankings, there may have either been some positive impact or this growth has occurred independently of the update:

<input type="checkbox"/> Keyword ?	Ranking ?
<input type="checkbox"/> <u>top 10 online casinos</u>	1 NEW
<input type="checkbox"/> <u>casino online top 10</u>	2 NEW
<input type="checkbox"/> <u>top 10 casinos online</u>	2 NEW
<input type="checkbox"/> <u>best online casinos</u>	6 NEW
<input type="checkbox"/> <u>online casinos best</u>	7 NEW
<input type="checkbox"/> <u>casino online best</u>	2 NEW
<input type="checkbox"/> <u>top 10 online casino</u>	2 NEW
<input type="checkbox"/> <u>canada casino</u>	73 NEW

Additionally, despite Miami Herald being a US publication and the sponsored content on it not targeting the UK specifically, it has had significant presence in the UK SERPs and its visibility in the UK has been continuously growing all the time, with only a slight fluctuation during the recent Core update:



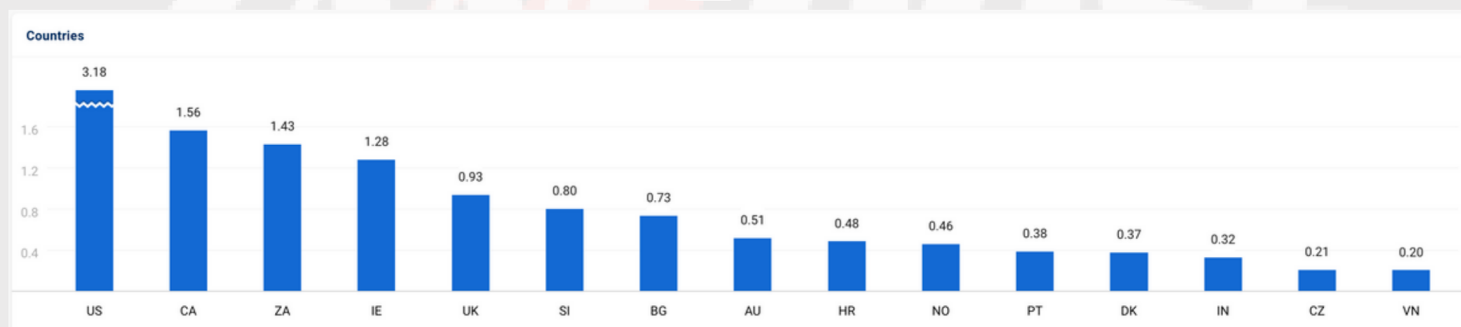
Section 2. Non-Exclusive Content Placement

In this section, we will look at the performance of media sites offering sponsored content placement on a non-exclusive basis.

2.1 NewsDirect

While not a “proper” media site but rather a press release distribution outfit, NewsDirect nevertheless has held a firm spot in the igaming SERPs in multiple countries for many months.

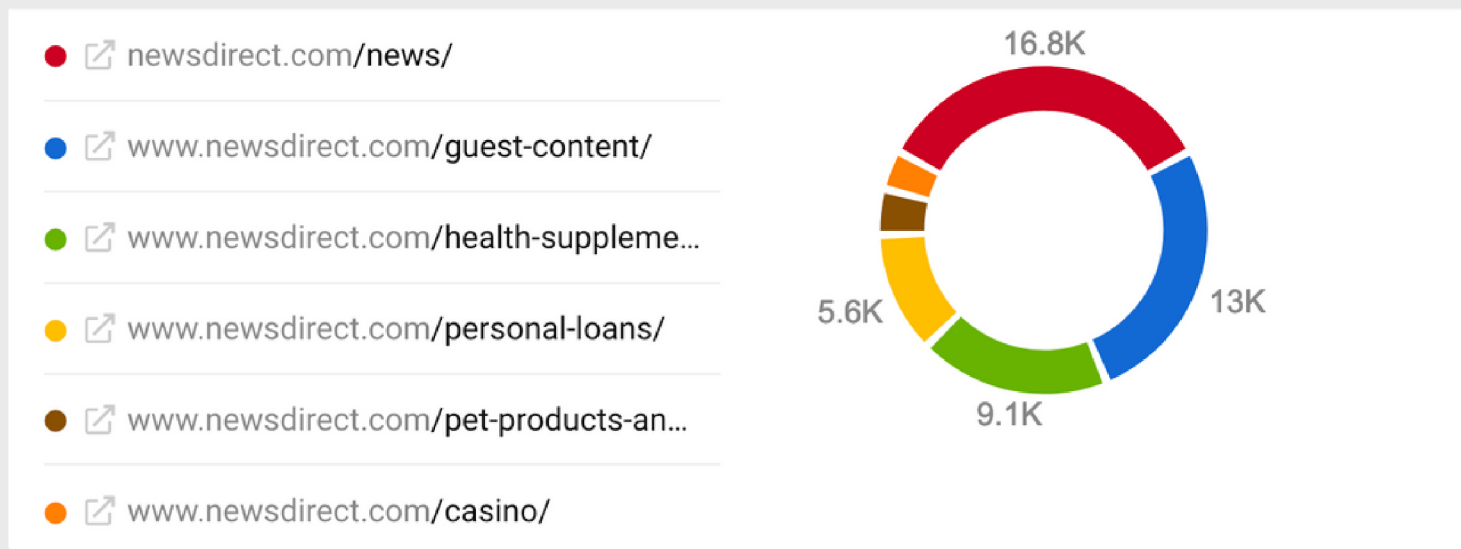
At the moment, it appears to have the most organic visibility in the US, Canada, South Africa, Ireland and the UK, with at least some organic visibility reported for the domain in 38 countries. We have previously spotted it ranking in the gambling SERPs in the UK, US and Sweden, while the content currently existing on the site targets multiple non-English speaking countries such as Brazil, French-speaking market of Canada, Chile, Czechia, Denmark, Finland, Germany etc. We analyze the site’s visibility in some of these countries.



Visibility in the UK:



The site's top paths organic visibility wise in the UK:



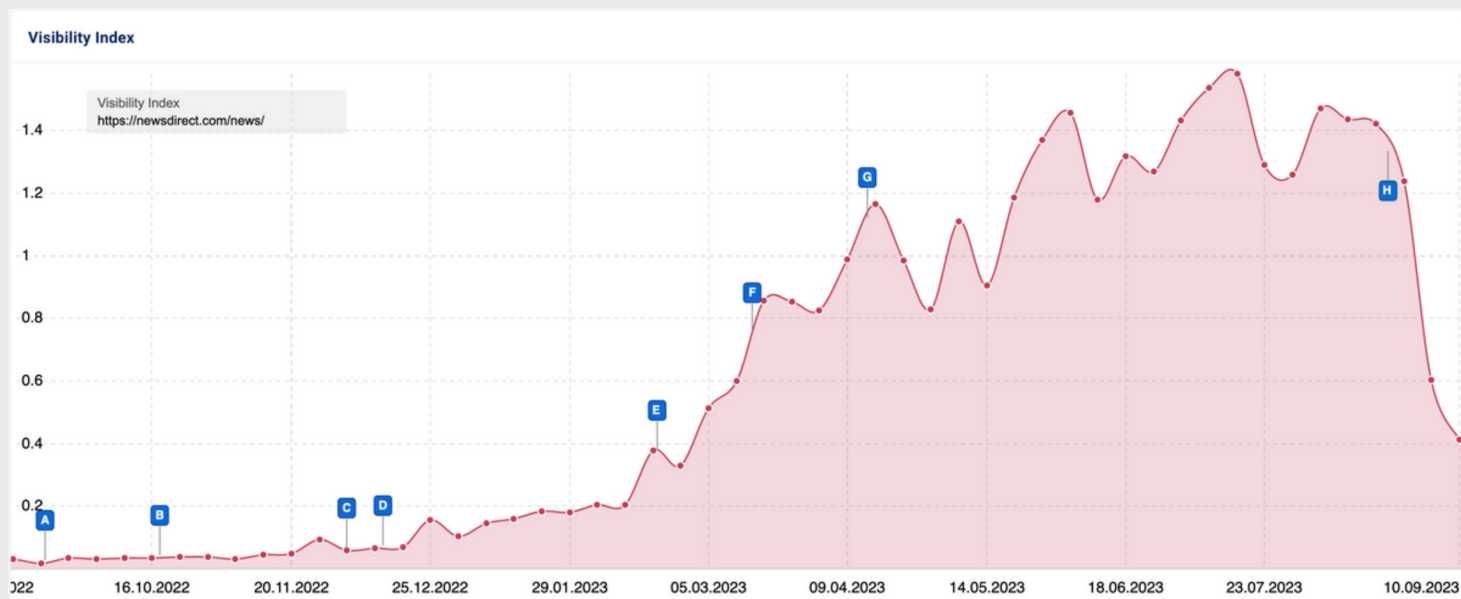
It is worth noting that this sub-directory structuring is very rough: sometimes unrelated content appears in some of these topical directories, whereas /news/ and /guest-content/ sub-directories hold very different kinds of content on a multitude of topics.

Organic visibility of some of these directories:



Also worth noting that this sub-directory structuring is very rough: sometimes unrelated content appears in some of these topical directories, whereas /news/ and /guest-content/ sub-directories hold very different kinds of content on a multitude of topics.

Organic visibility of some of these directories:

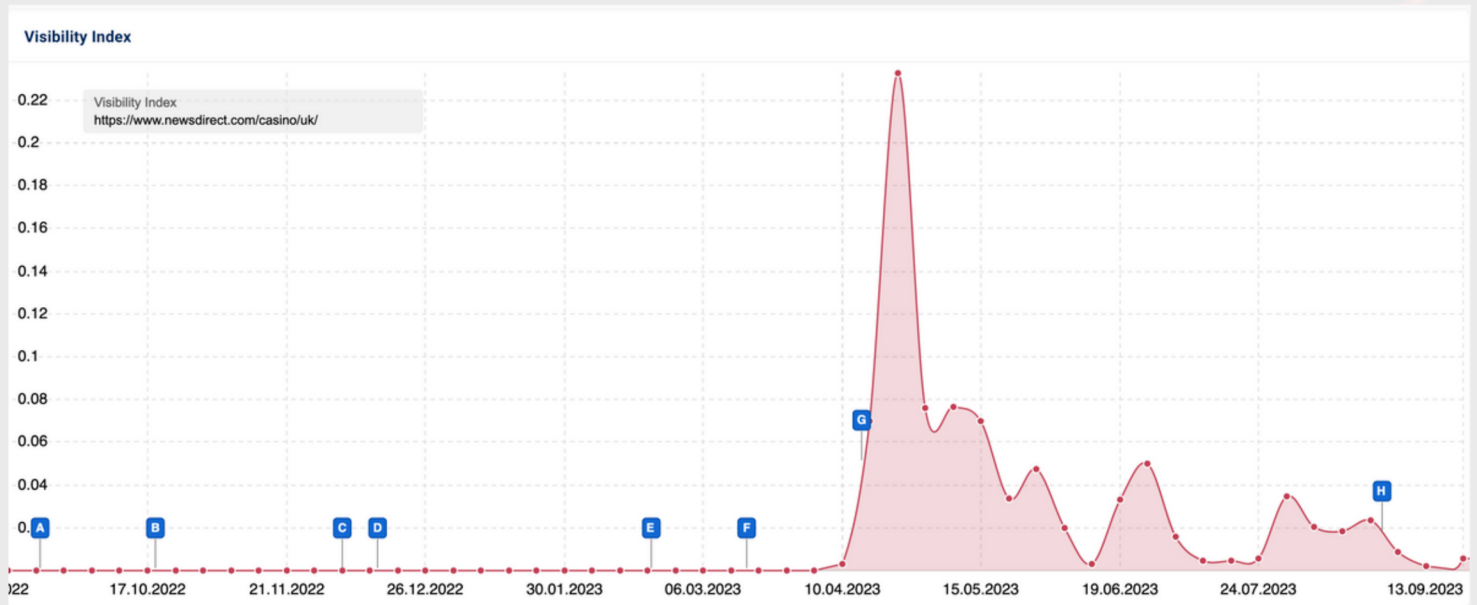


News sub-directory is where all the actual “traditional” press releases get published. They can cover all kinds of topics and there are subcategories like “Aerospace and Defense”, “Education”, “Entertainment” etc., however these subcategories’ URLs are created via parameters added to the URL and not standalone sub-folders so it is difficult to analyze the visibility of these specific categories.



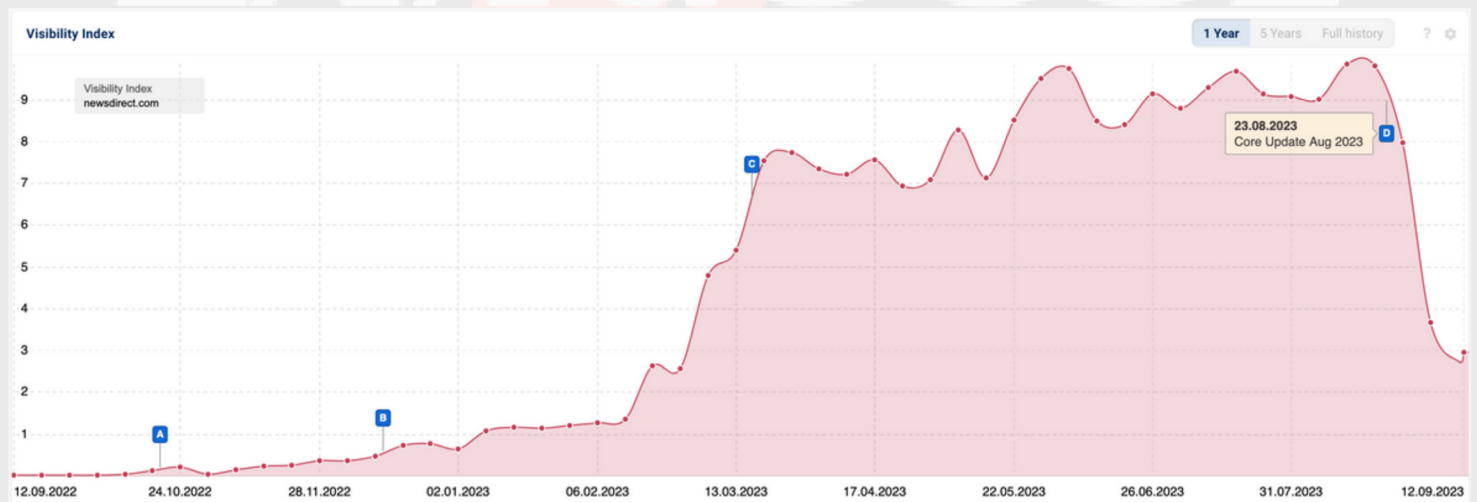
Guest content sub-directory also contains very different topically diverse content, anything from insurance to casinos to home improvement. The sub-directory as a whole is definitely affected by the update, with a quick and massive drop starting right at the time of the update. However, many URLs in it are still ranking pretty well.

The casino sub-directory is further divided into country-specific sub-directories. Here is the UK one:

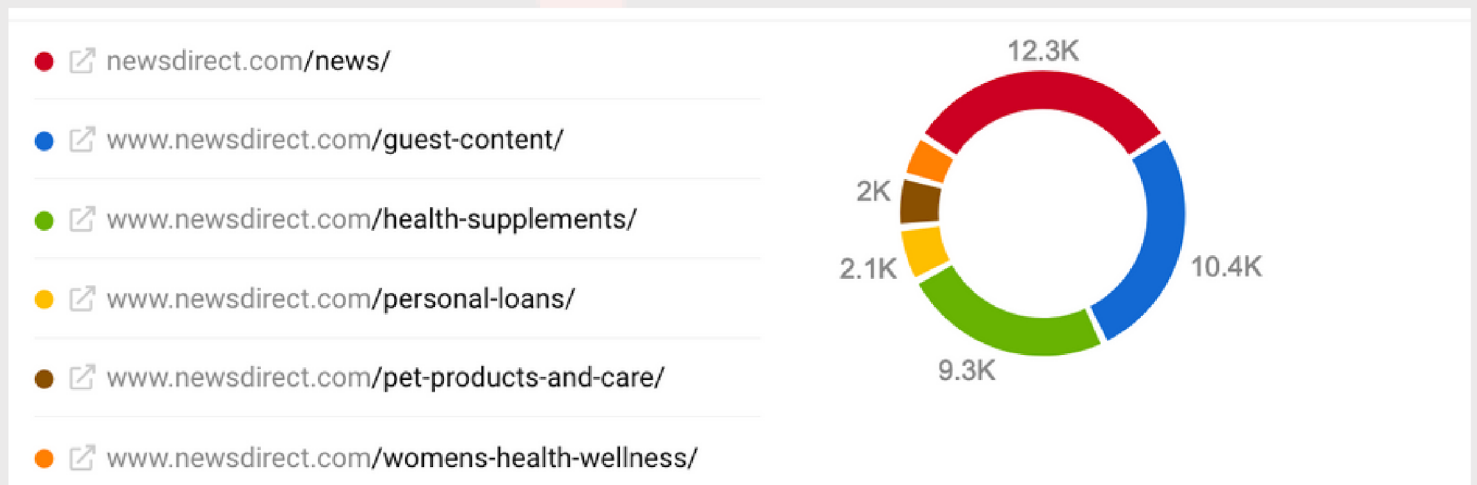


Apparently it has experienced its peak in April and has been declining since, the update may have added up to this trend but there appears a bit of an upward trend during the last week.

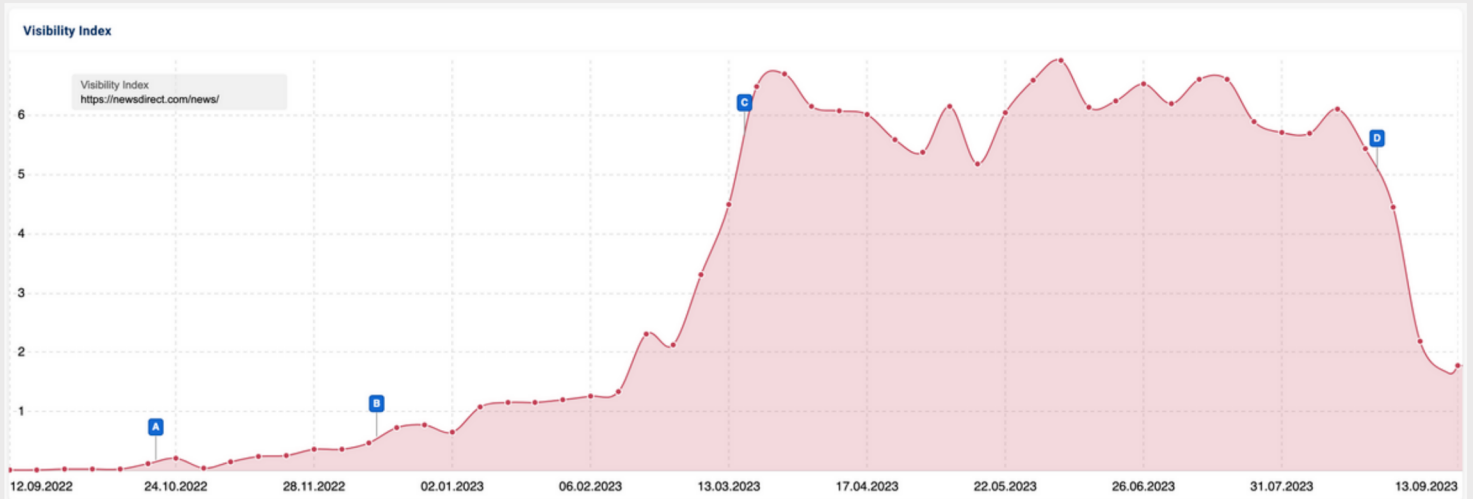
Visibility in the US:



Top paths in the US:

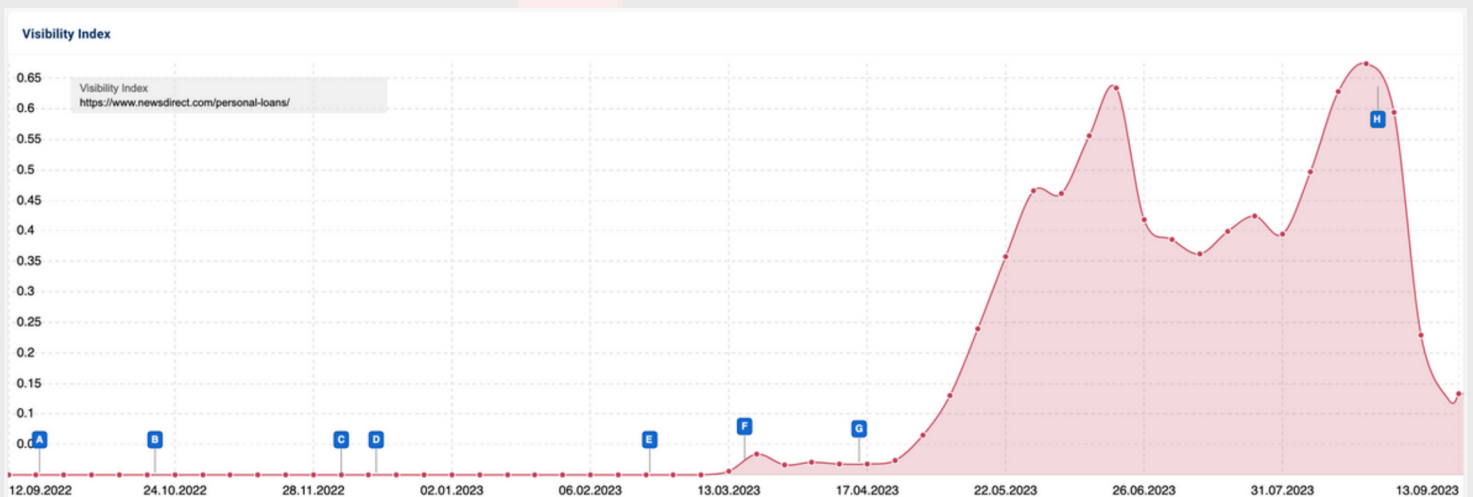


Visibility of some of these sub-directories:

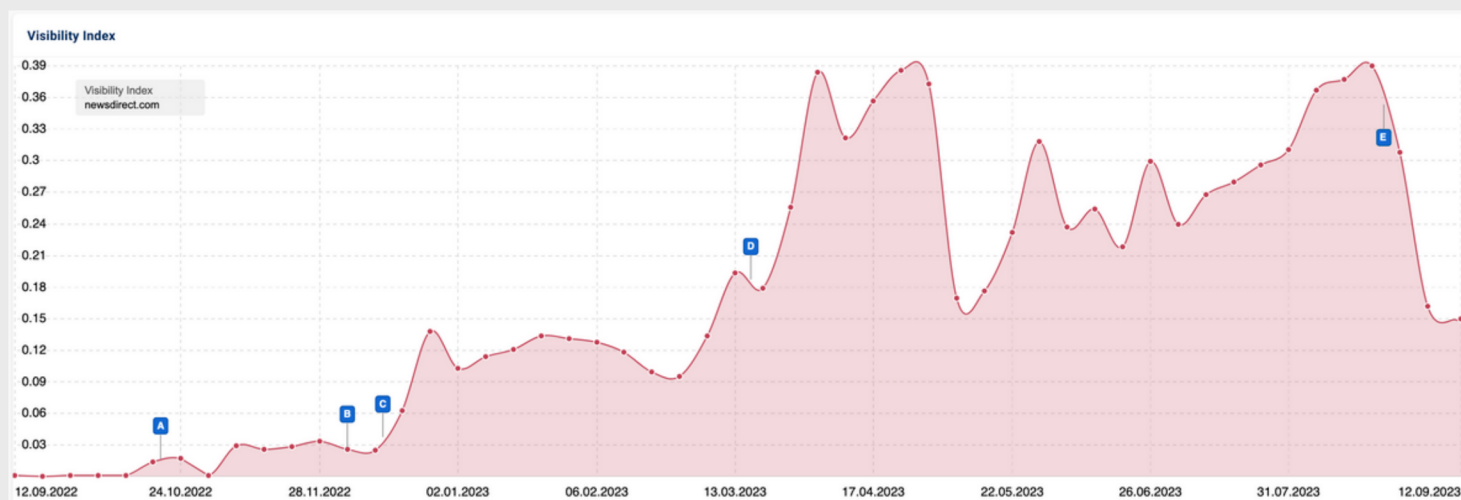


Here we see a decline for both /news/ and /guest-content/ sub-directories, and in the last week there's a bit of an upward trend.

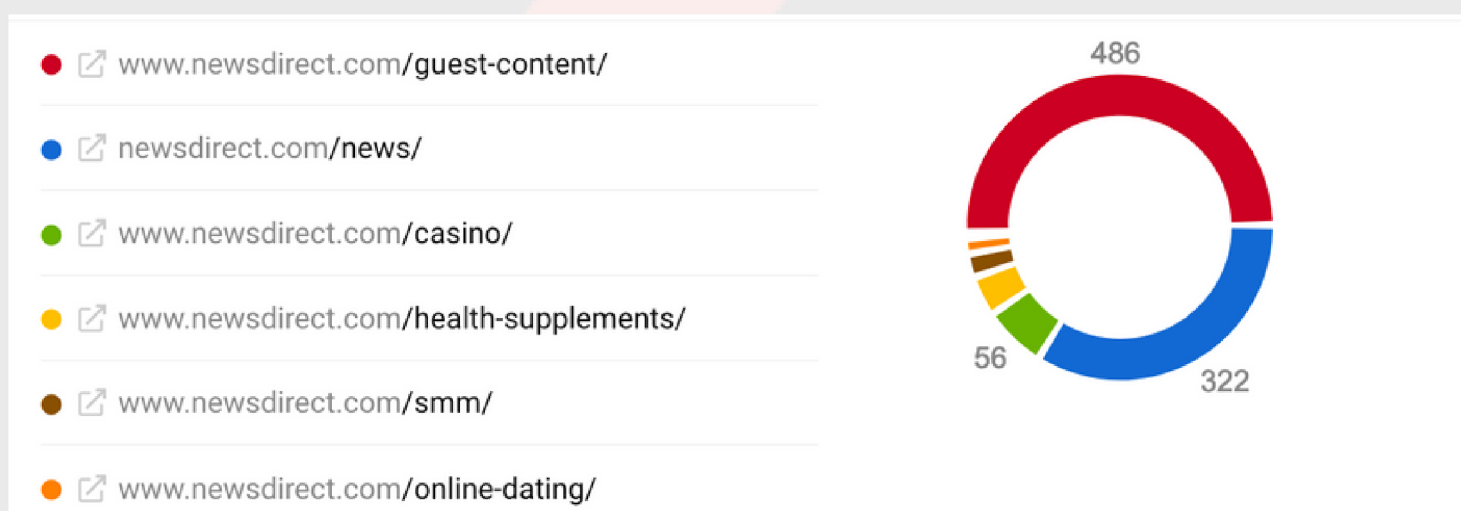
The content in the /casino/us/ sub-directory has been added starting from the end of August so it is too new to gain any significant visibility or get affected by the update. However, another sub-directory targeting a top competitive search vertical, /personal-loans/, shows the same trend as the rest of the site:



Visibility in Sweden:



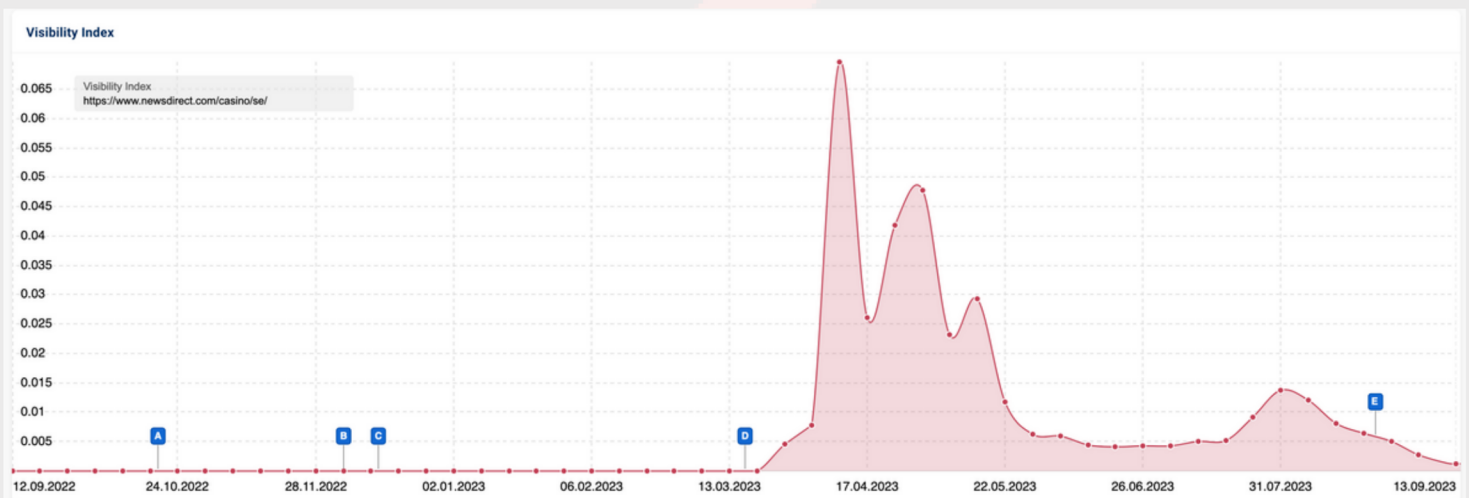
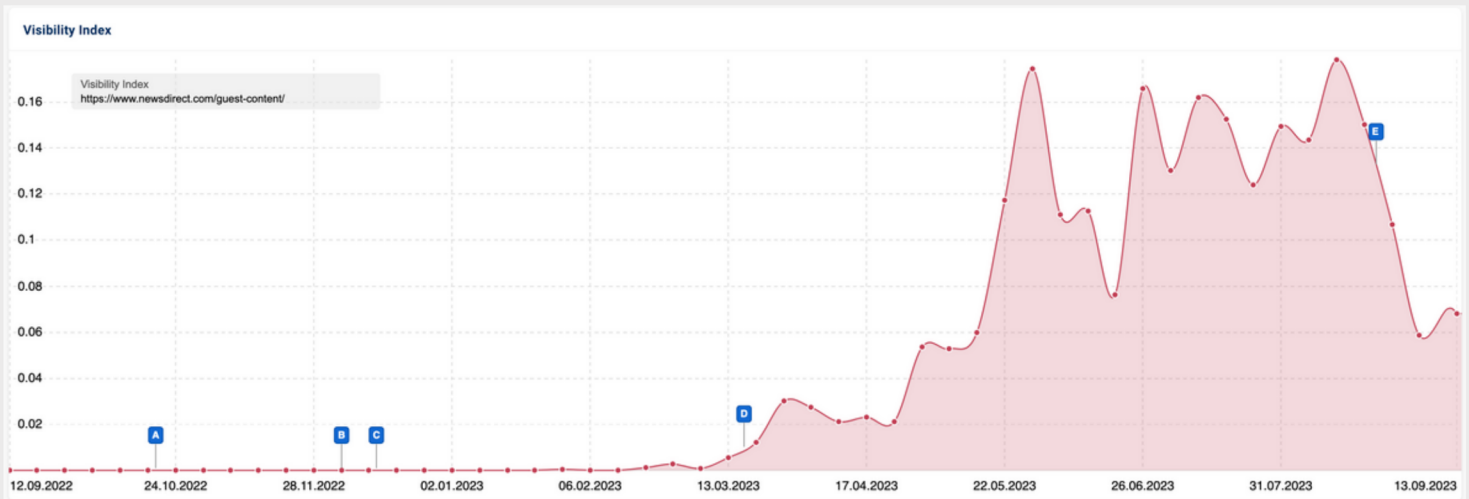
Top sub-directories in Sweden:



The reason for this is simple: the Swedish content is only present in 3 sub-directories: /news/, /guest-content/ and /casino/ (there is a Swedish sub-folder in the casino section of the site).

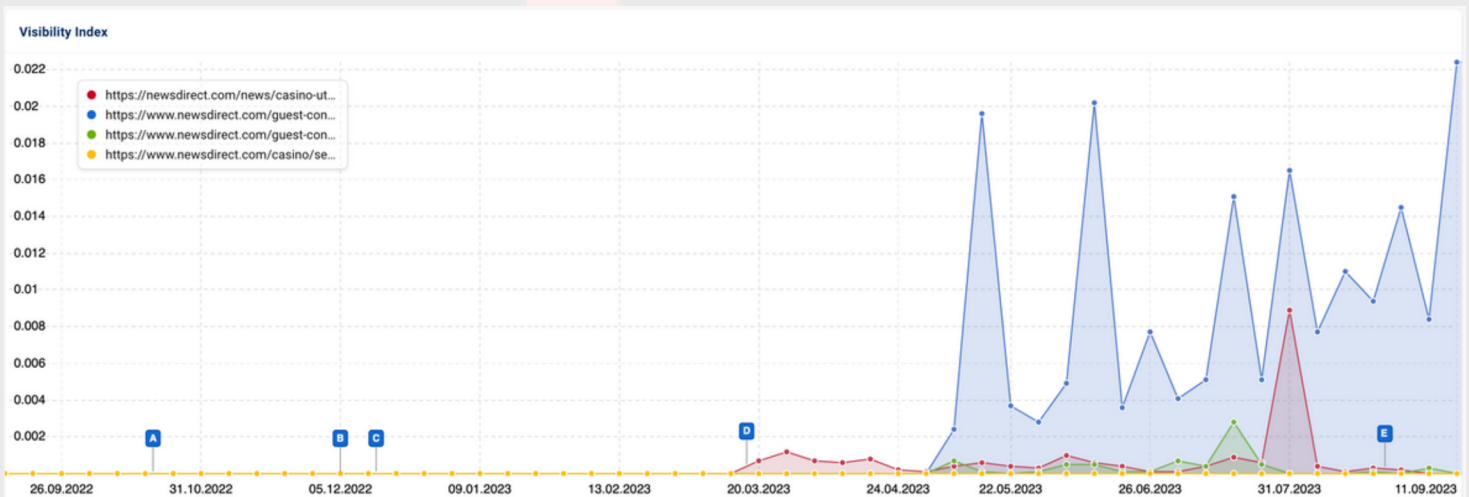
Visibility of these sub-directories:





Since the first two sub-directories also have non-Swedish content, the data is a bit skewed and does not show the real picture. However, with the Swedish casino sub-directory, it is more clear: most content there has been published between March and May, hence the visibility increase followed by a decline. The update happens during a period of this decline and does not seem to influence much the overall trend.

This can be even better demonstrated with individual URLs from all the three different sub-directories:



The URLs analyzed here are:

<https://newsdirect.com/news/casino-utan-bankid-basta-online-casinon-utan-bank-id-intrade-242623271>

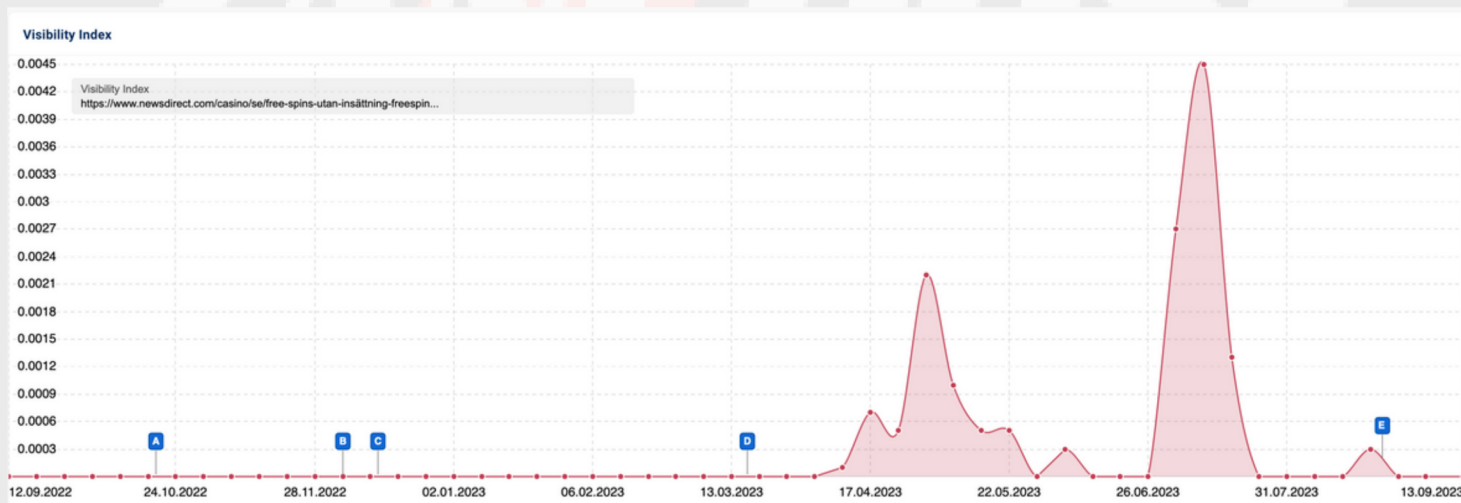
<https://www.newsdirect.com/guest-content/basta-utlandska-casino/>

<https://www.newsdirect.com/guest-content/casino-utan-svensk-licens-basta-casinon-utan-spelpaus>

<https://www.newsdirect.com/casino/se/free-spins-utan-ins%C3%A4ttning-freespins-bonusar-h%C3%A4r>

Some of the URLs had their publication dates changed over time so it is not possible to say for sure when exactly each one of them was first published, but overall tendency is similar to that of the news sites: content gets published, starts ranking then declines as part of its natural cycle. Tweaking the publication dates helps overturn this cycle in some cases (basta utlandska casino which seems to get an extra visibility boost in the recent week), in others it makes no difference.

The visibility of <https://www.newsdirect.com/casino/se/free-spins-utan-ins%C3%A4ttning-freespins-bonusar-h%C3%A4r> (published in April) is much lower than the other three URLs, hence it would be easier to see the trend for it on a separate graph:

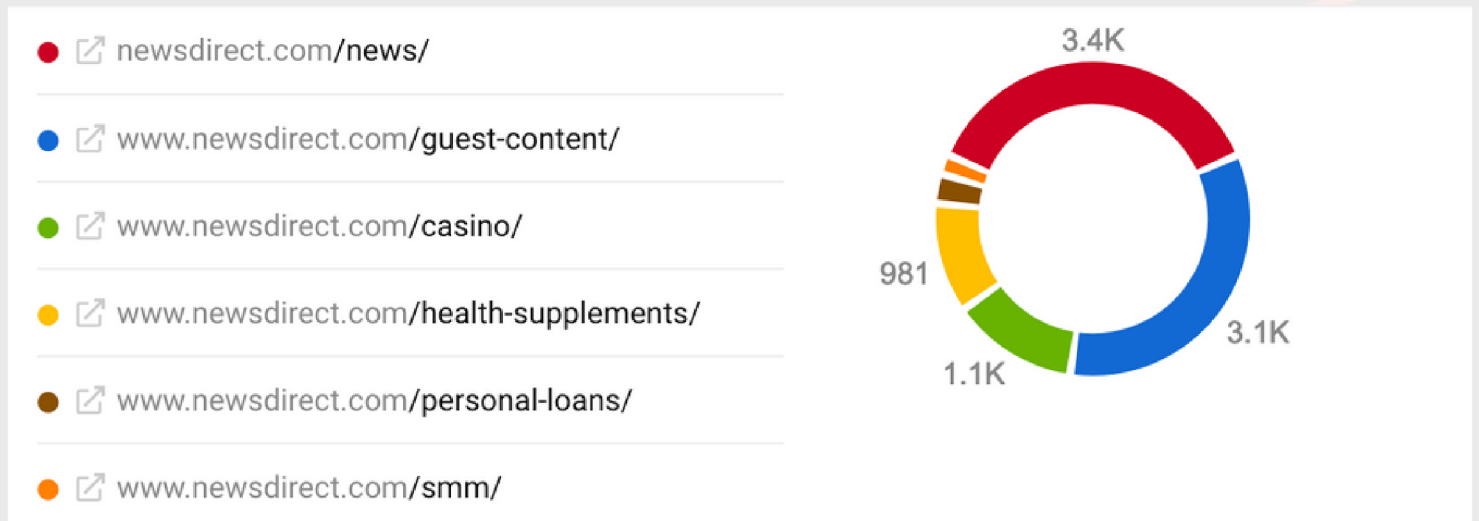


Visibility in Germany:



After an initial drop which had started before the August Core update, the site appears to have recovered some of its visibility.

Top sub-directories in Germany:

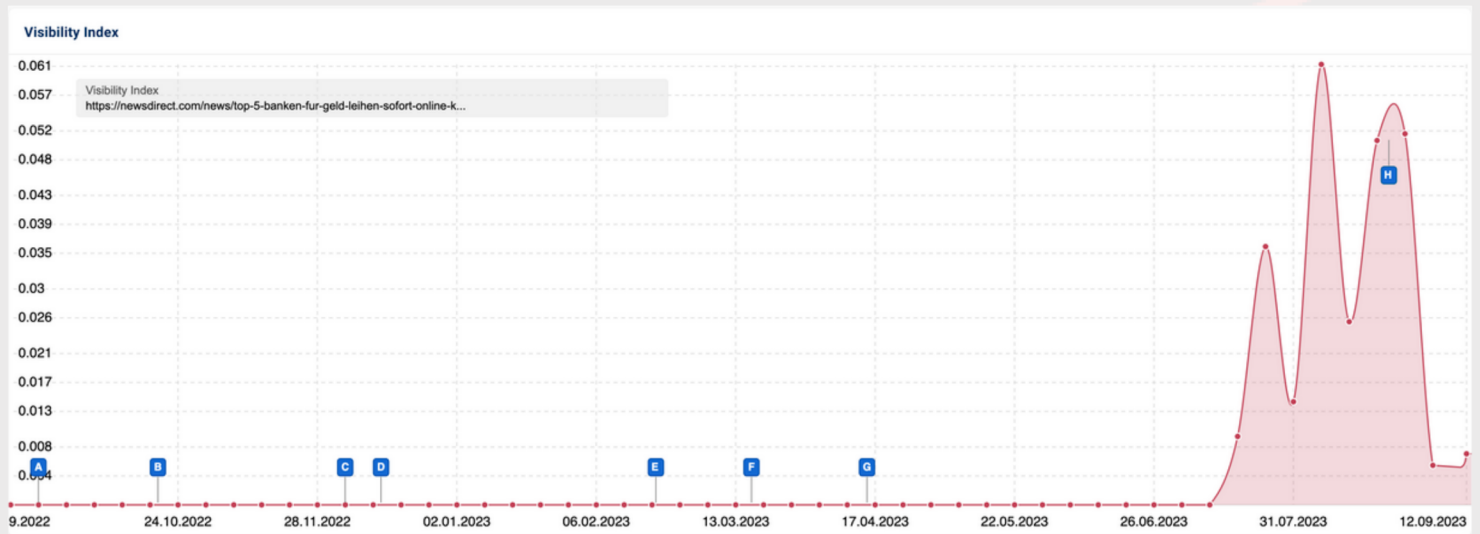


Similar to Sweden, the only three directories with content in German are news, guest content and casino with a separate /de/ sub-directory.

Visibility for these sub-directories:



Most visibility for the news sub-directory in Germany is due to the URL <https://newsdirect.com/news/top-5-banken-fur-geld-leihen-sofort-online-kredite-ohne-fragen-und-mit-sofortauszahlung-309844750> published in July:



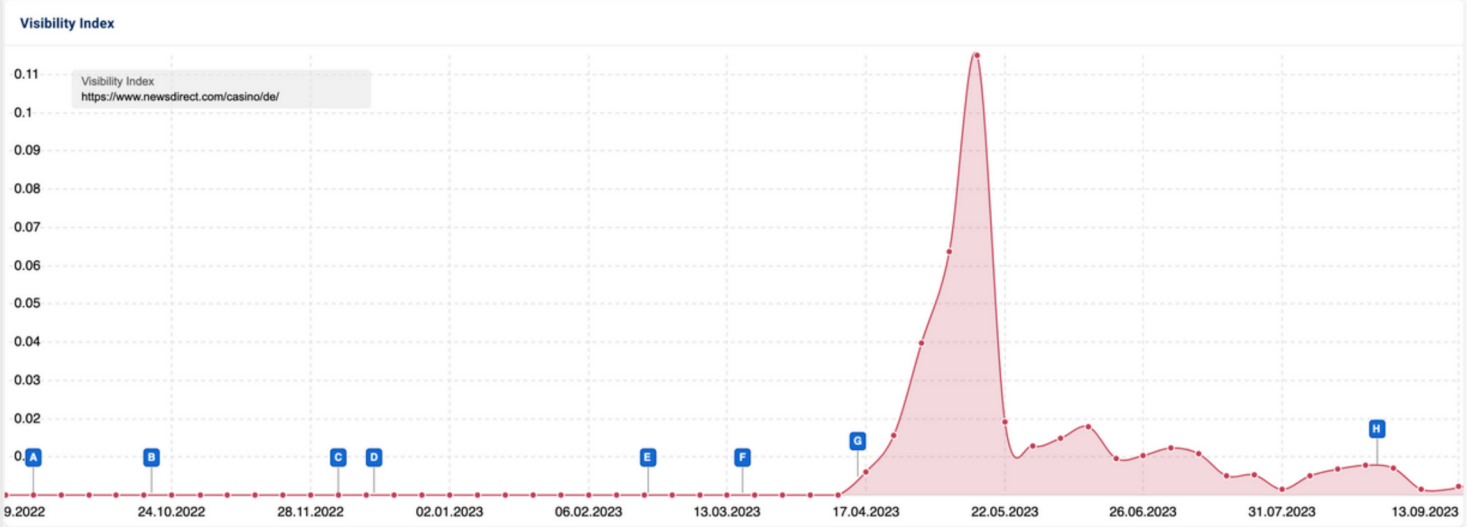
It appears at the end of its “freshness” cycle. It is possible that the update has sped up its drop.

Most visibility for the guest content sub-directory is due to the URL <https://www.newsdirect.com/guest-content/online-casino-deutschland> - it is impossible to indicate its publication date with certainty as it has been changed to September 8:



The decline has started more than a week before the update. It is possible that the bounce back in the recent week has been due to this date change.

The casino sub-directory has most likely been launched in spring. Its visibility graph shows the typical "freshness" kind of cycle:



Currently the dates on all content pieces in this sub-directory have been changed to more recent ones (August-September) - if this has had any effect, it's insignificant so far.

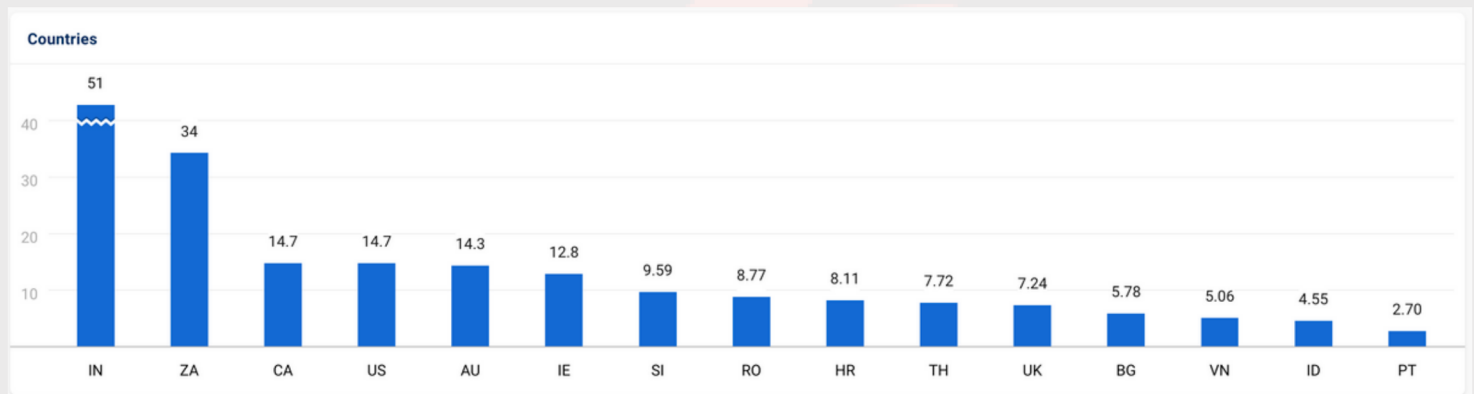
ZANGOOSE

DIGITAL

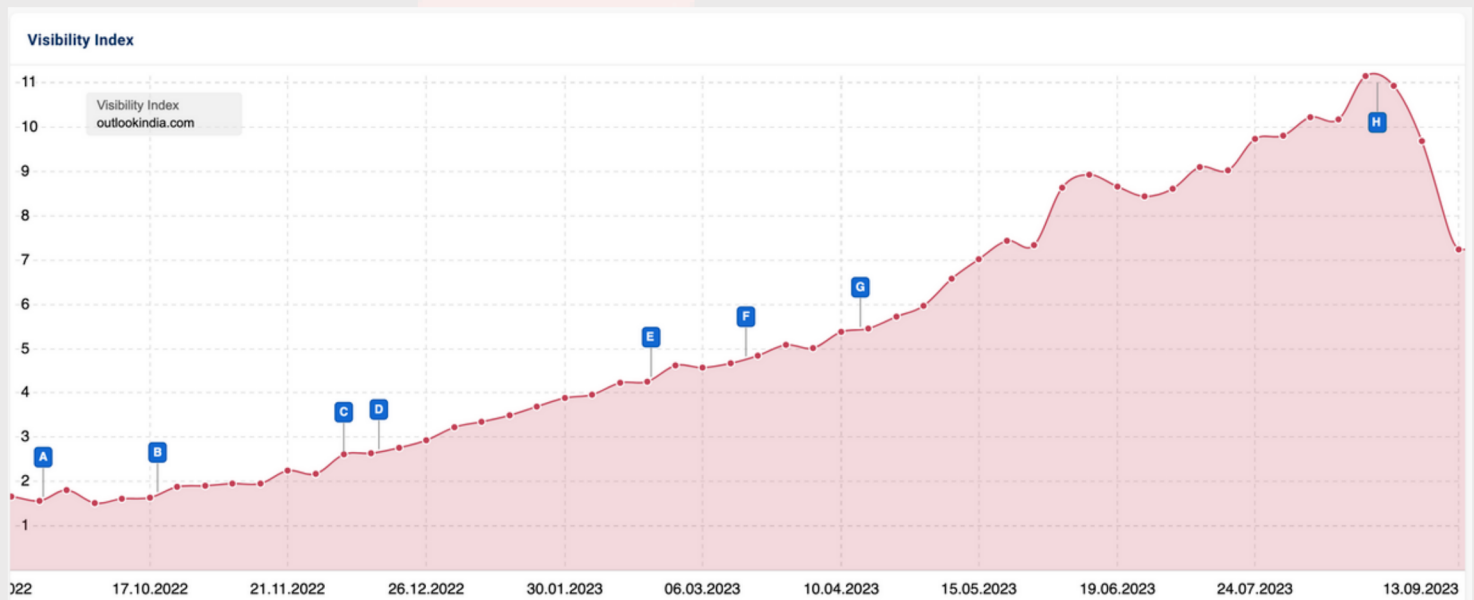
2.2 Outlook India

Outlook India stands out because it's a news publication originally targeting one specific country which ended up ranking in a large number of competitive SERPs in a number of completely different countries. Whether or not this fact affects the click-through rates from the SERPs to the site is not clear.

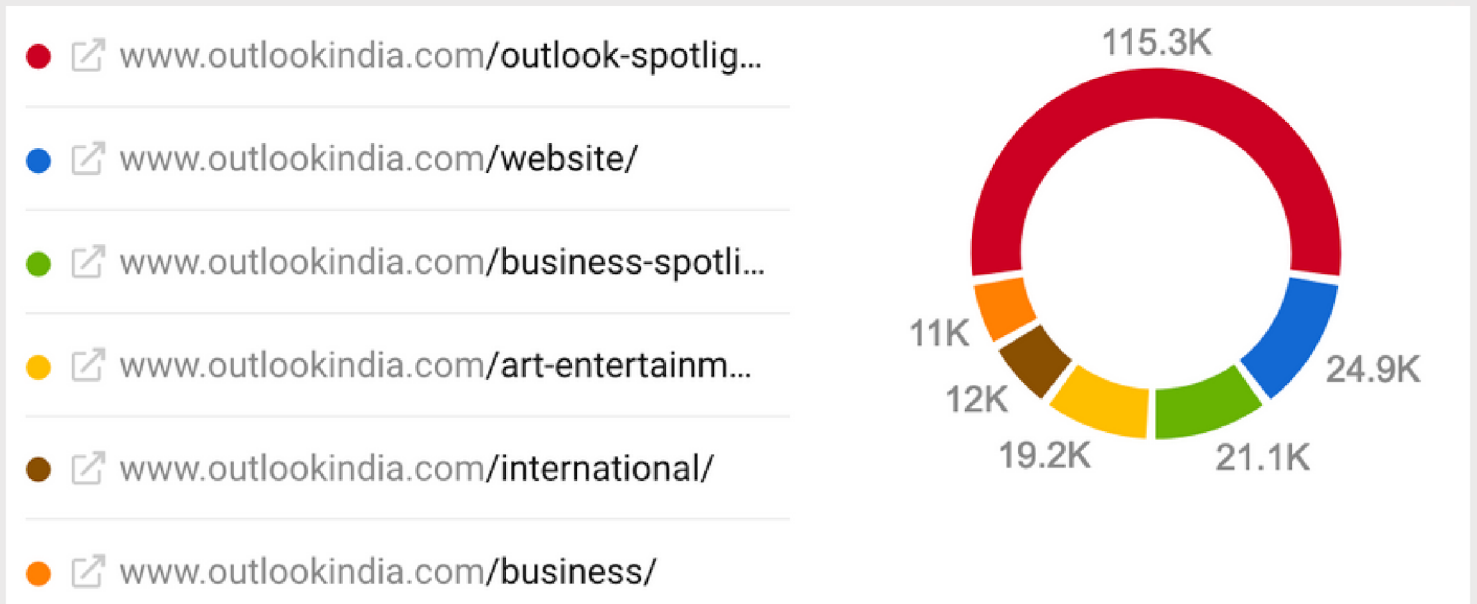
Outlook India has at least some presence in 39 countries, the top ones being India (obviously), South Africa, Canada, US and Australia. We have previously spotted it ranking in the UK, Sweden, Switzerland, France, Belgium and the US. Besides the content in English targeting English-speaking markets, we have also noticed content in Polish, Thai, German, Spanish, Japanese, Italian, French, Swedish, Portuguese.



Visibility in the UK:

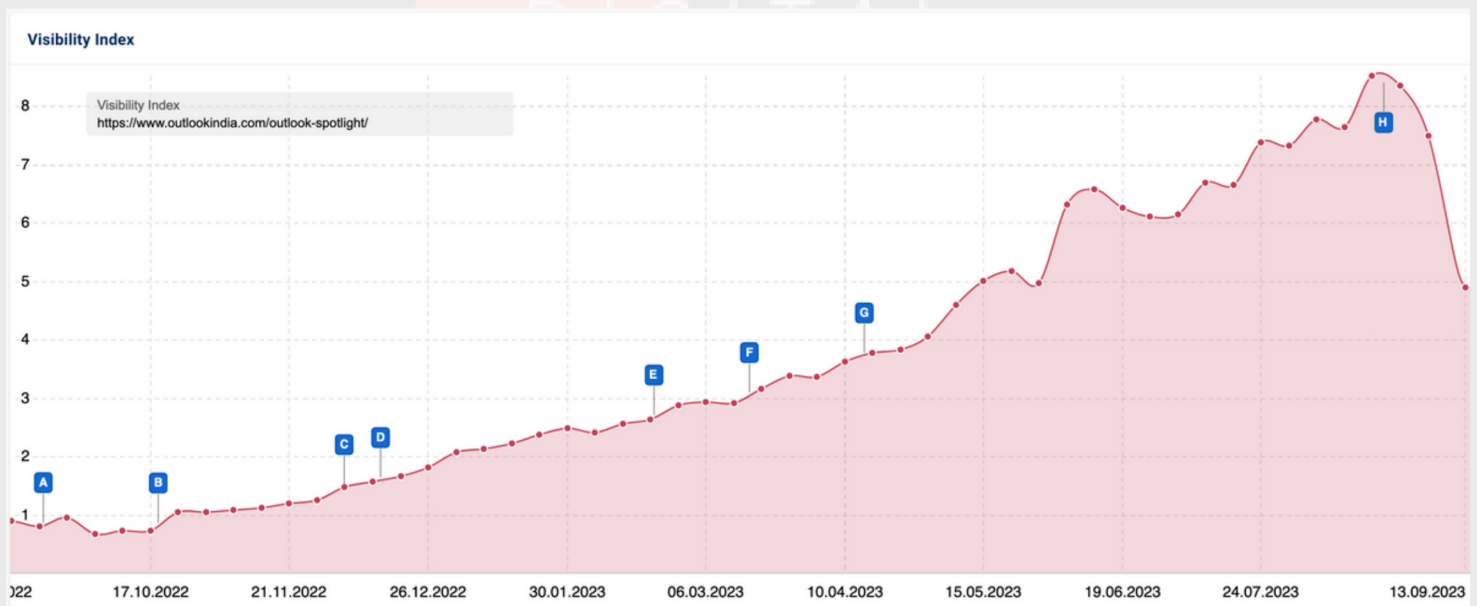


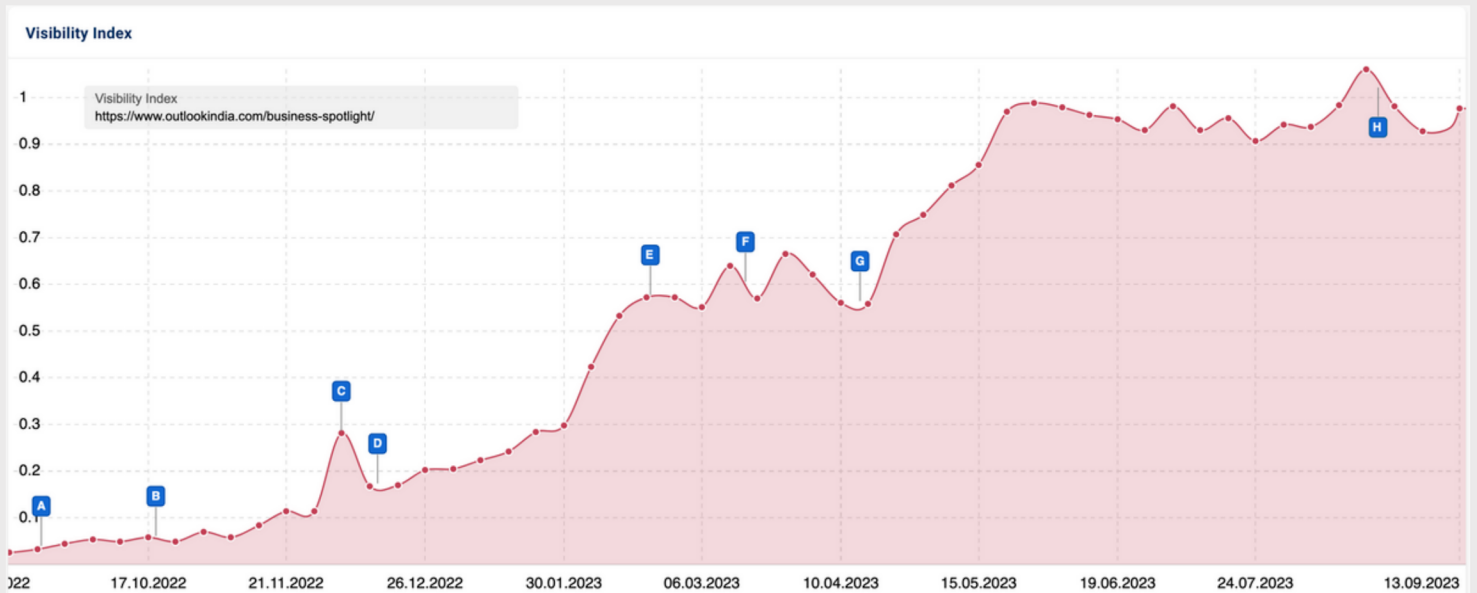
Top sub-directories in the UK:



On Outlook India, most sponsored content is found in the /outlook-spotlight/ and /business-spotlight/ sub-directories. There is no categorization by topic, the content is often not marked as sponsored, no author is usually indicated. What's also notable is Outlook India does not shy away from the sponsored content most other sites do not allow, e.g. pirate movie streaming or buying YouTube views.

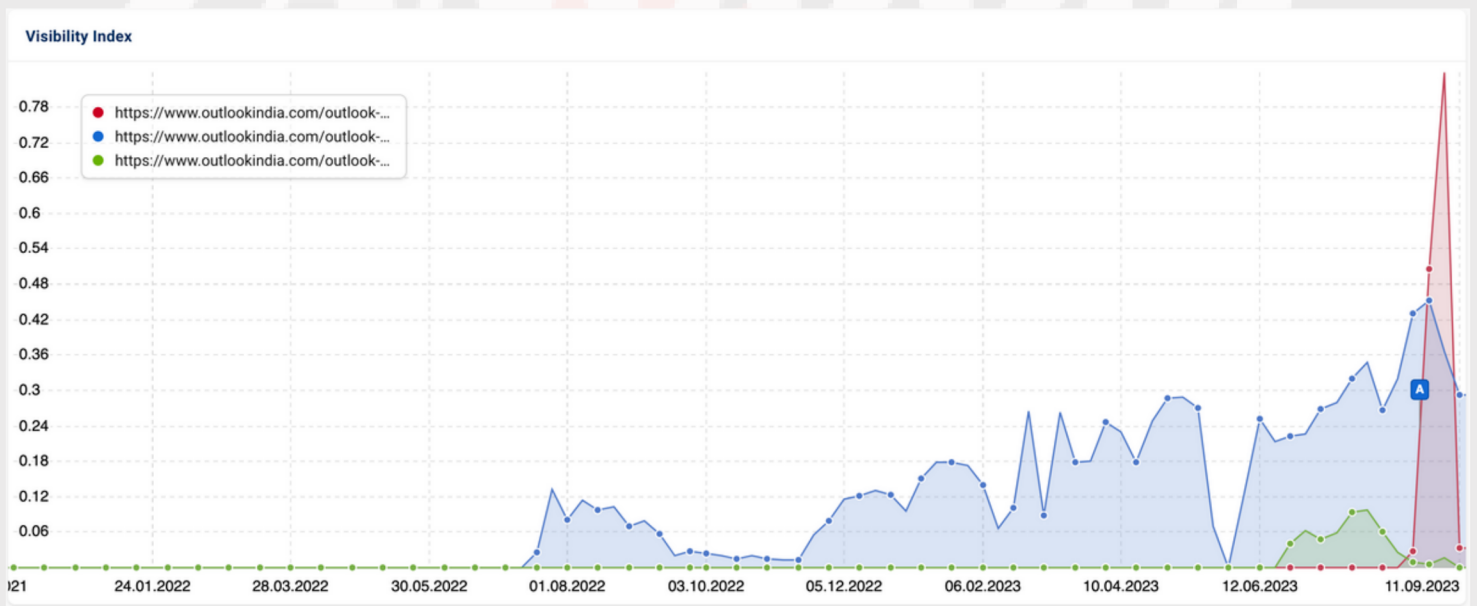
Visibility of the sub-directories with sponsored content:





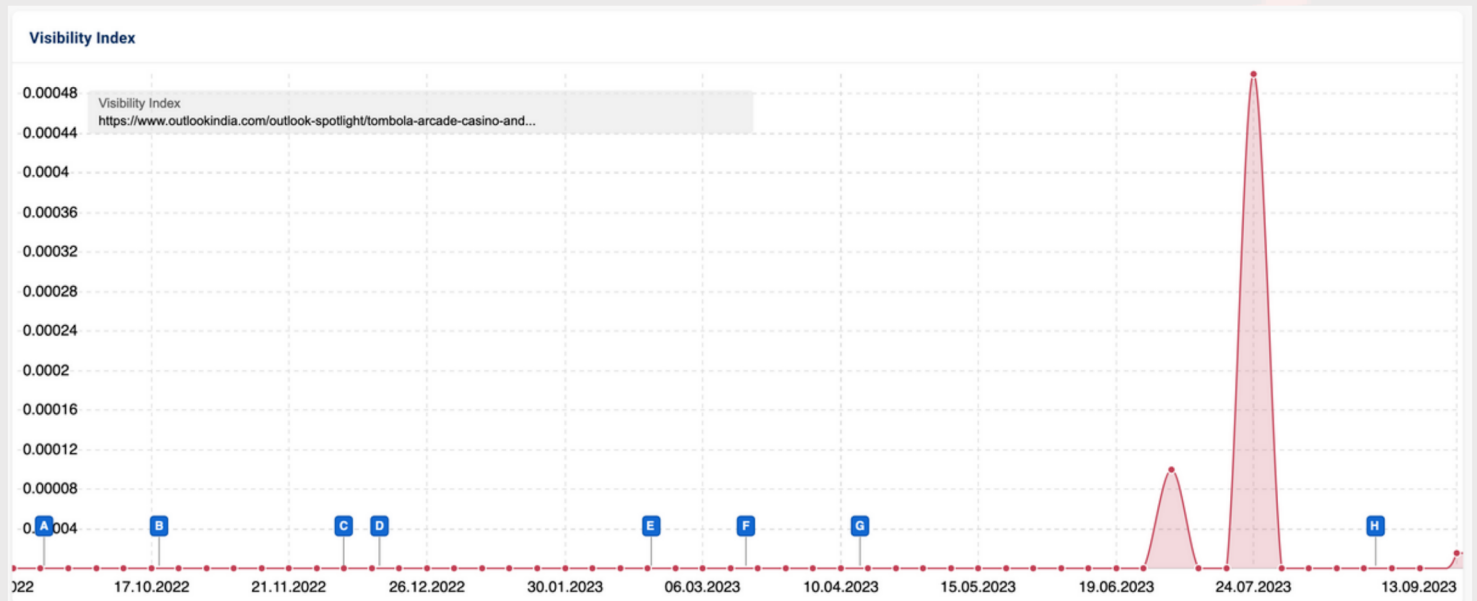
While the first one is clearly affected by the update, the second sub-directory has had a slight drop only to bounce back within the recent week.

Some of the top URLs in the outlook-spotlight sub-directory - movie streaming sites review, payday loans, psychic reading online:



The first has been affected by the update, the second is growing at the start of the update and then only drops in the recent week, the third one lost most of its visibility before the start of the update and dropped further during the update.

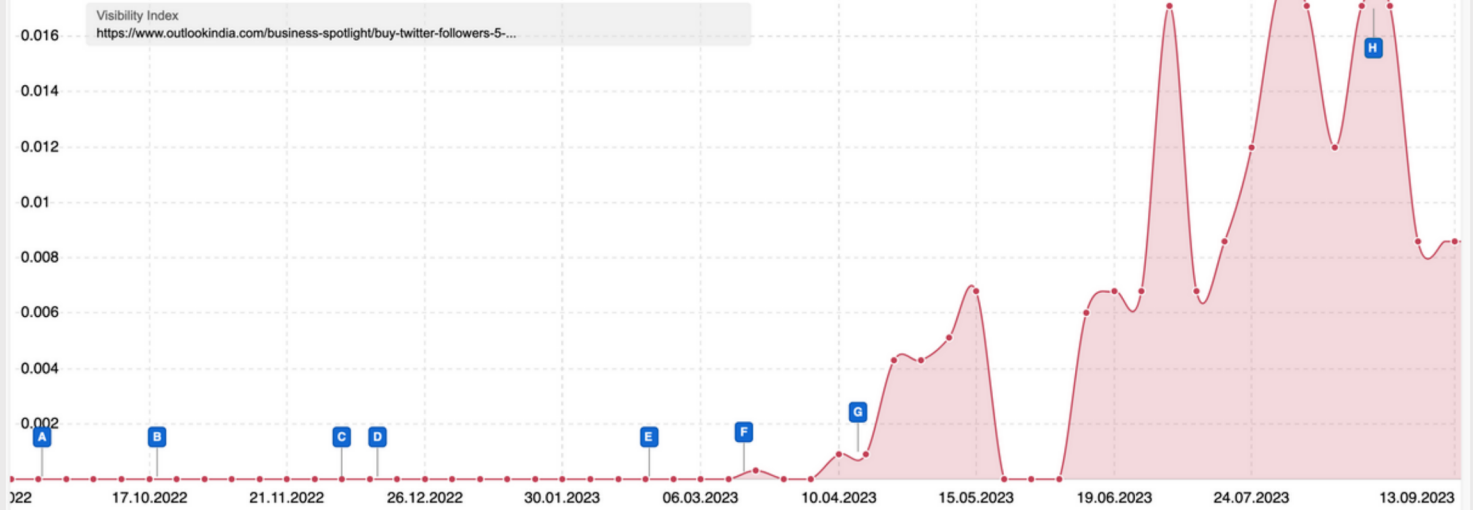
Additionally, here is the visibility graph for a casino review which has a lower level of visibility so would not be visible in a comparison with the first 3 URLs (has the peak of its visibility in the month before the update, started regaining some visibility in the recent week):



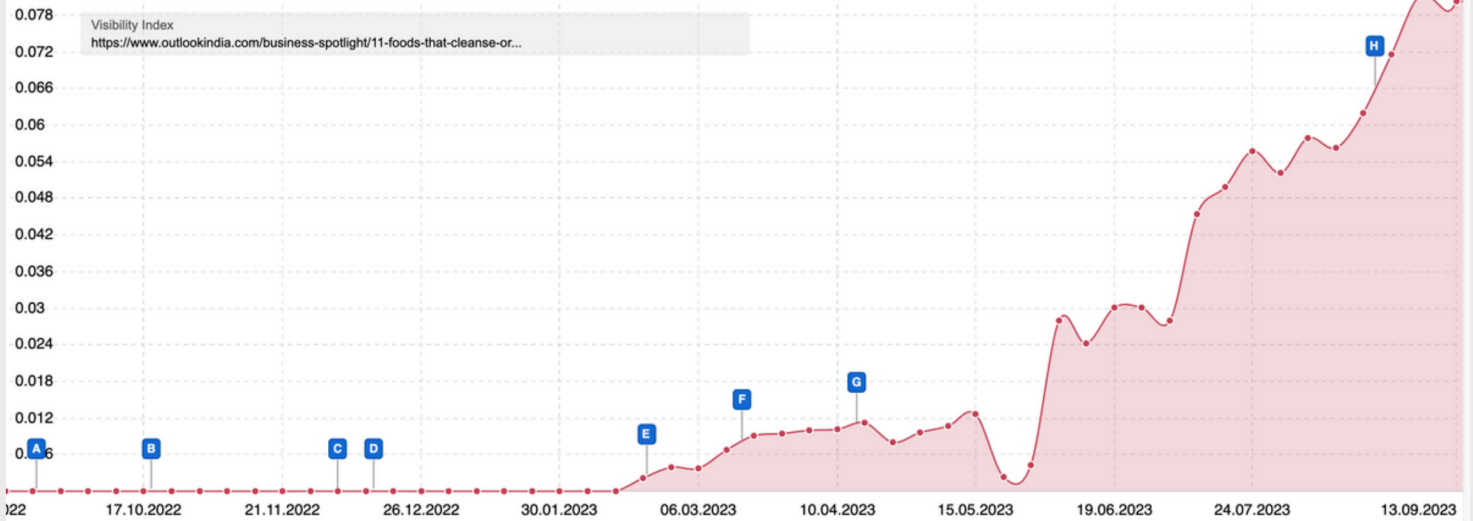
Some of the top URLs in the business-spotlight sub-directory - a dating site review, buy twitter followers, liver detox review, a mobile game free spins:



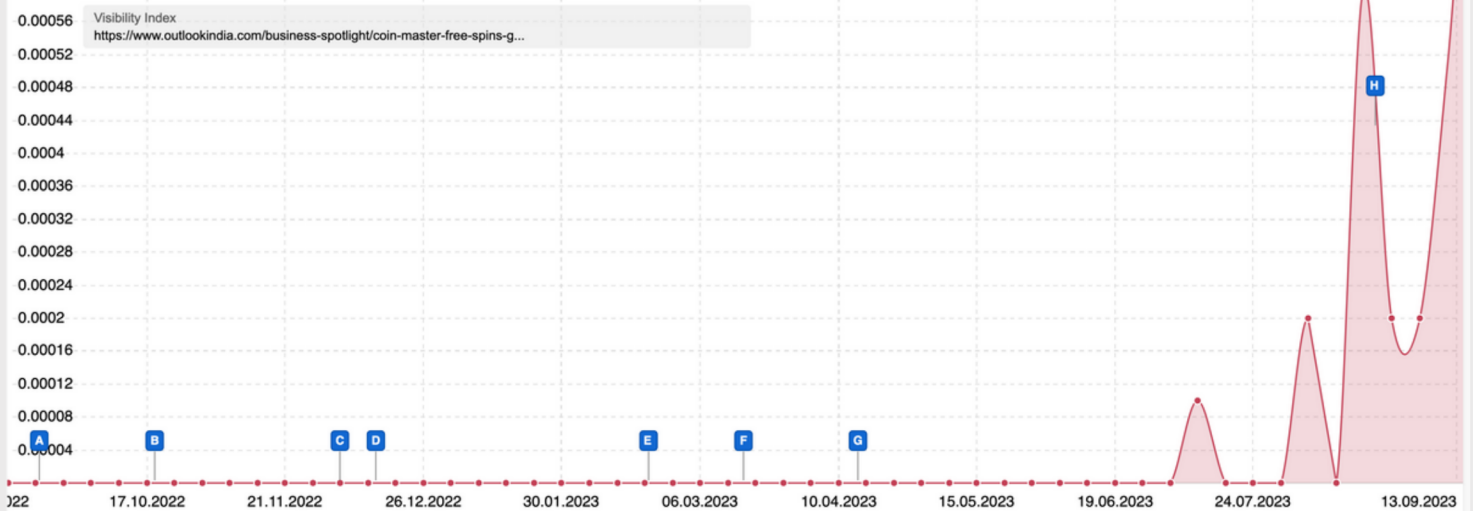
Visibility Index



Visibility Index

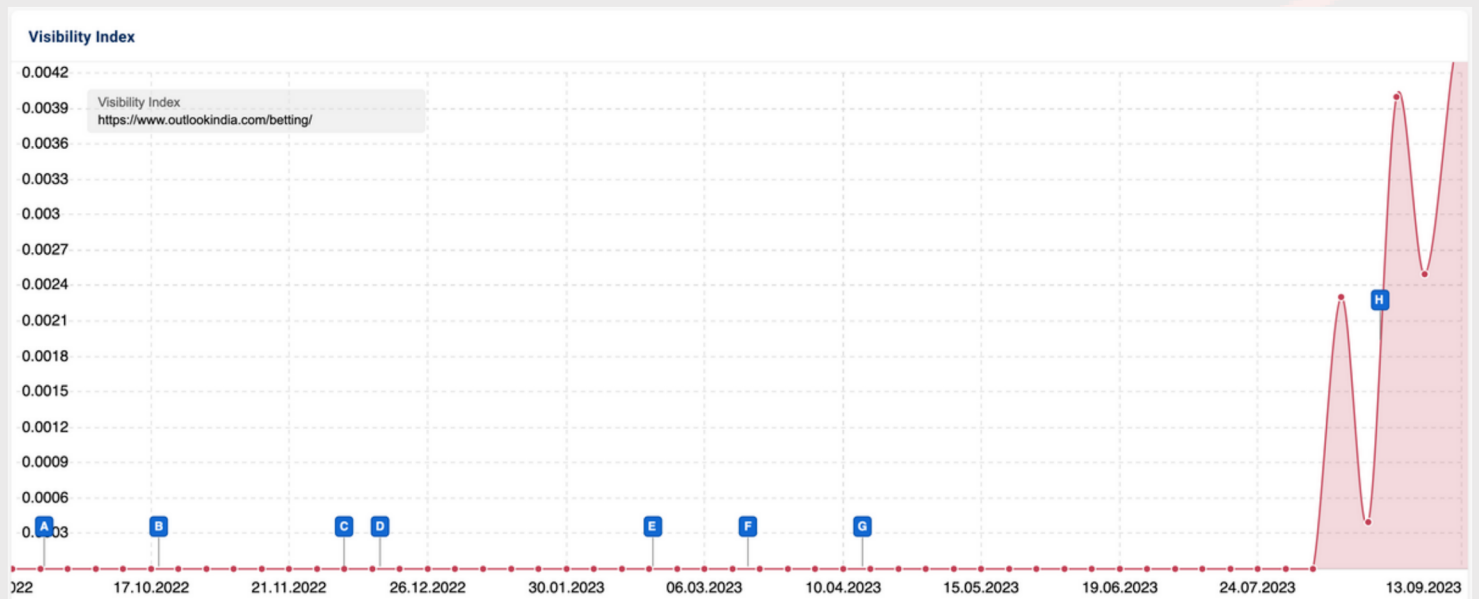


Visibility Index



As we see, half of the URLs have been affected negatively by the update while the other half is actually growing.

Interestingly, Outlook India has recently started its own gambling section on the site - it has not been affected by the update and continued growing:

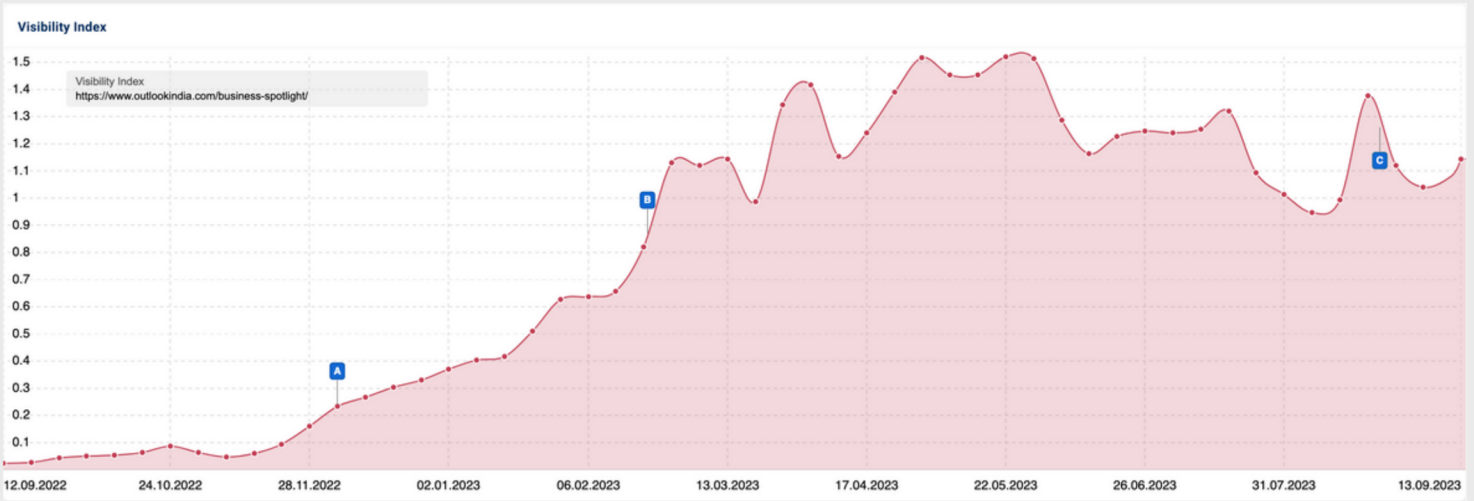


Visibility in the US:



Visibility of the sub-directories with sponsored content:

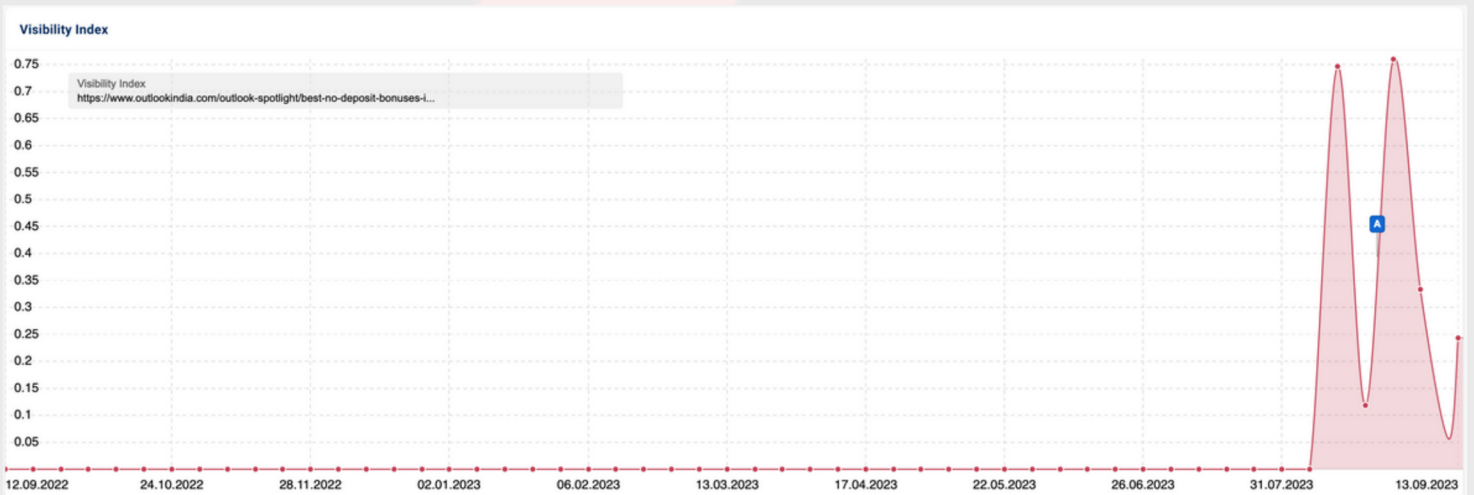




Similar to the UK, outlook-spotlight is more affected by the update than business-spotlight.

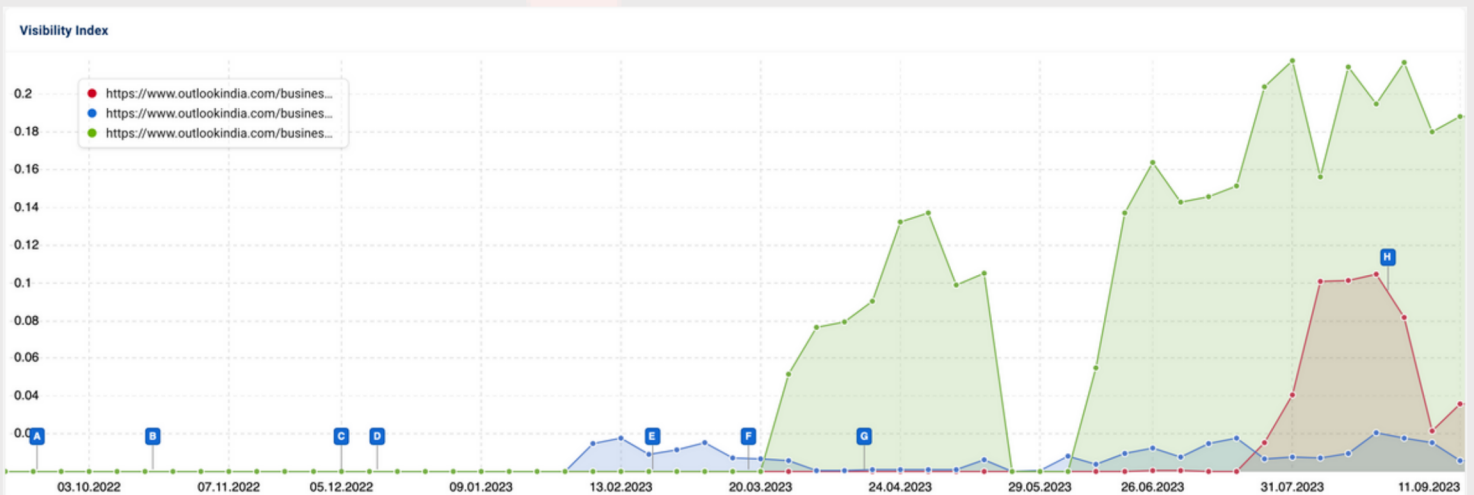
Some of the top URLs in the outlook spotlight sub-directory - adultfriendfinder, movie streaming, payday loans:

Additionally: no deposit bonus casino



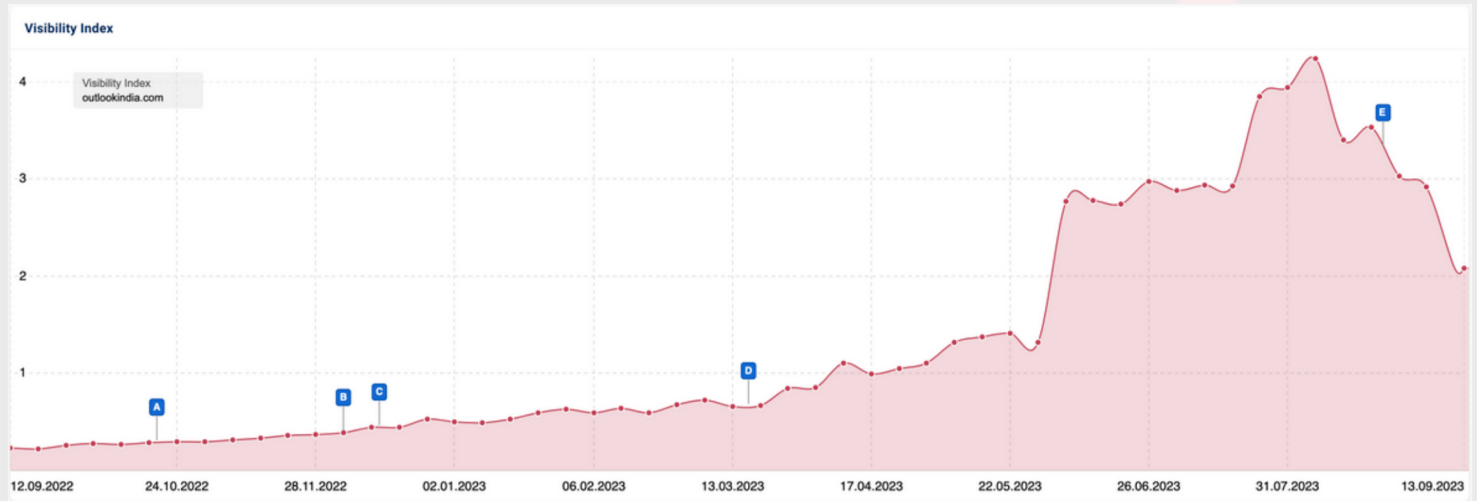
Unlike the previous 3 URLs, this one bounces back at the end of the update.

Some of the top URLs in the business-spotlight sub-directory - how to get your ex back, bad credit loans, free mobile apps review:

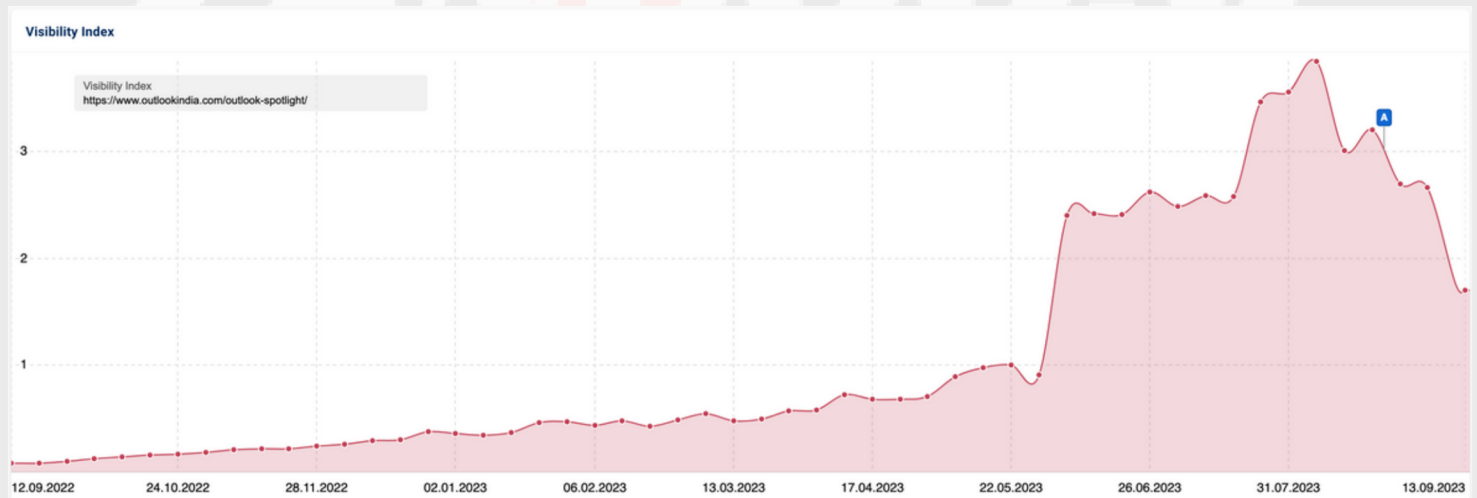


The first URL bounces back after dropping during the update, the second one is affected negatively, the third one is barely affected at all.

Visibility in Sweden:



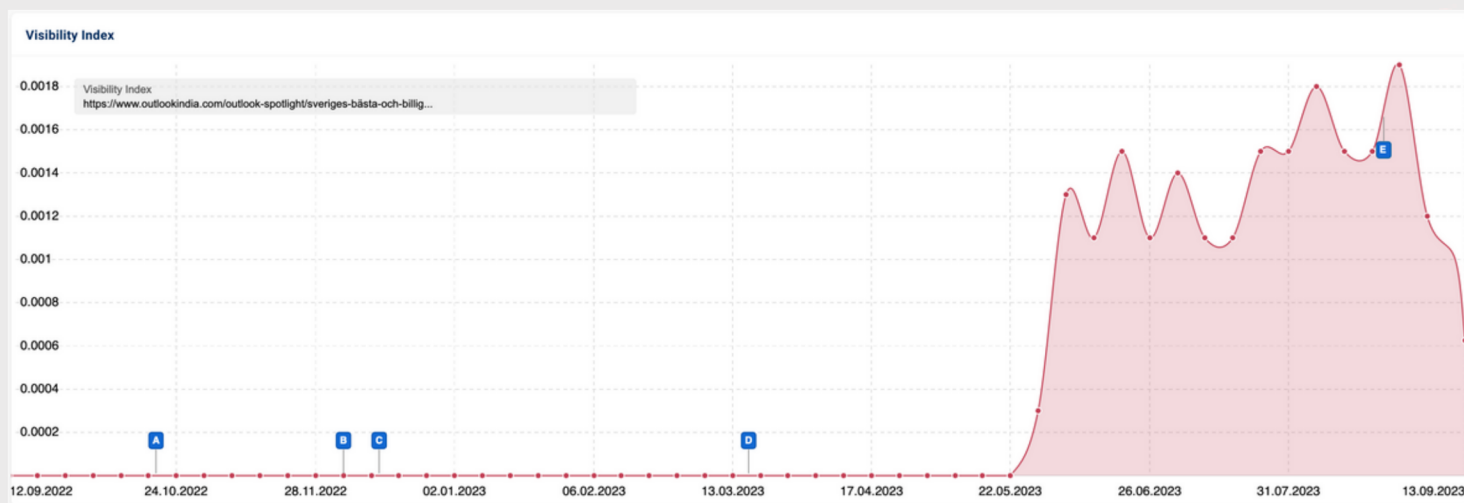
There are a few hundred pieces of content in Swedish published on the site as of now. All of them are in the /outlook-spotlight/ sub-directory. The sub-directory's visibility in Sweden:



Most of the Swedish language content on the site is casino related, although we have also spotted a few instances of cryptocurrency related content, loans related content and radios related content. Below is the overview of visibility of some of these pieces.

Cryptocurrency and radio pieces appear to never have gained any significant level of visibility.

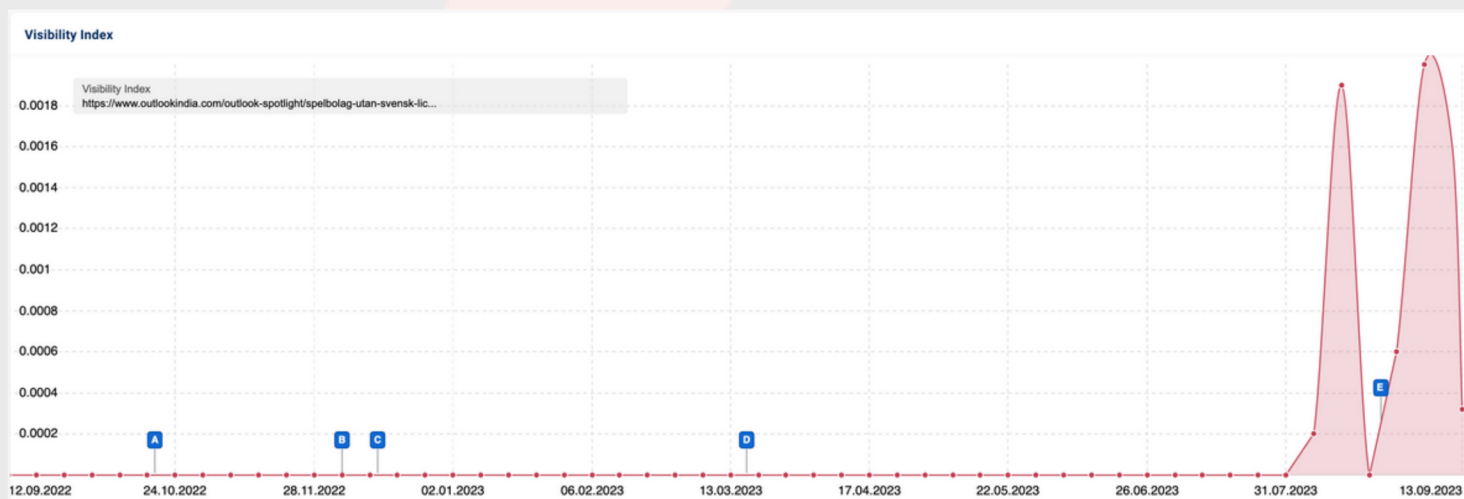
One of the loan posts:



The URL had been experiencing growth until a couple weeks before the update, then a slight drop and bounce back followed but a significant drop after the update rollout.

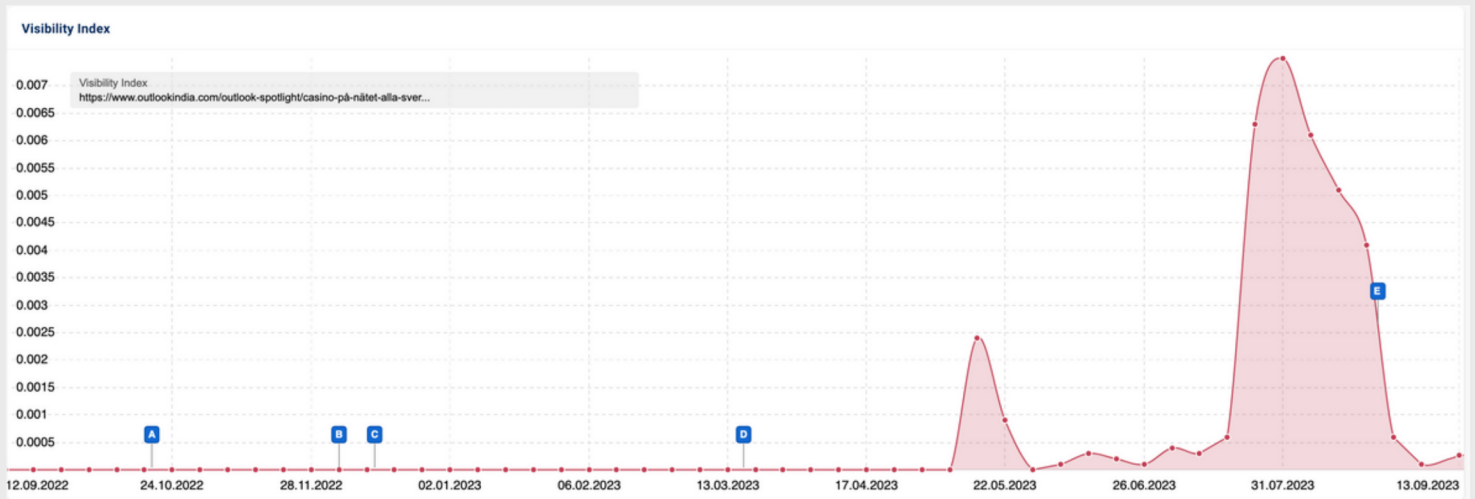
Some of casino-related URLs:

www.outlookindia.com/outlook-spotlight/spelbolag-utan-svensk-licens-spela-utan-spelapus-2023-news-307254/



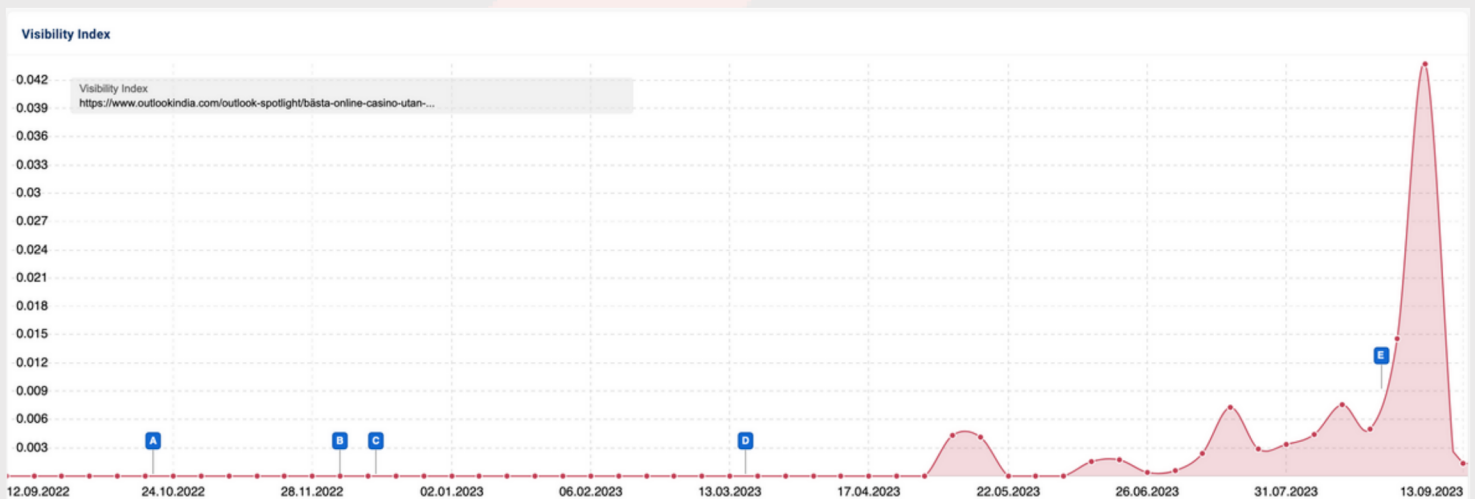
The URL experienced growth and a drop prior to the start of the update, then again growth and drop which may be fluctuations connected to the update.

www.outlookindia.com/outlook-spotlight/casino-på-nätet-alla-sveriges-bästa-nätcasinon-news-284180/




















The URL started dropping before the update, almost completely lost visibility but bounced back a little in the recent week.

www.outlookindia.com/outlook-spotlight/bästa-online-casino-utan-svensk-licens-2023-spelpaus-trustly-news-283808/:

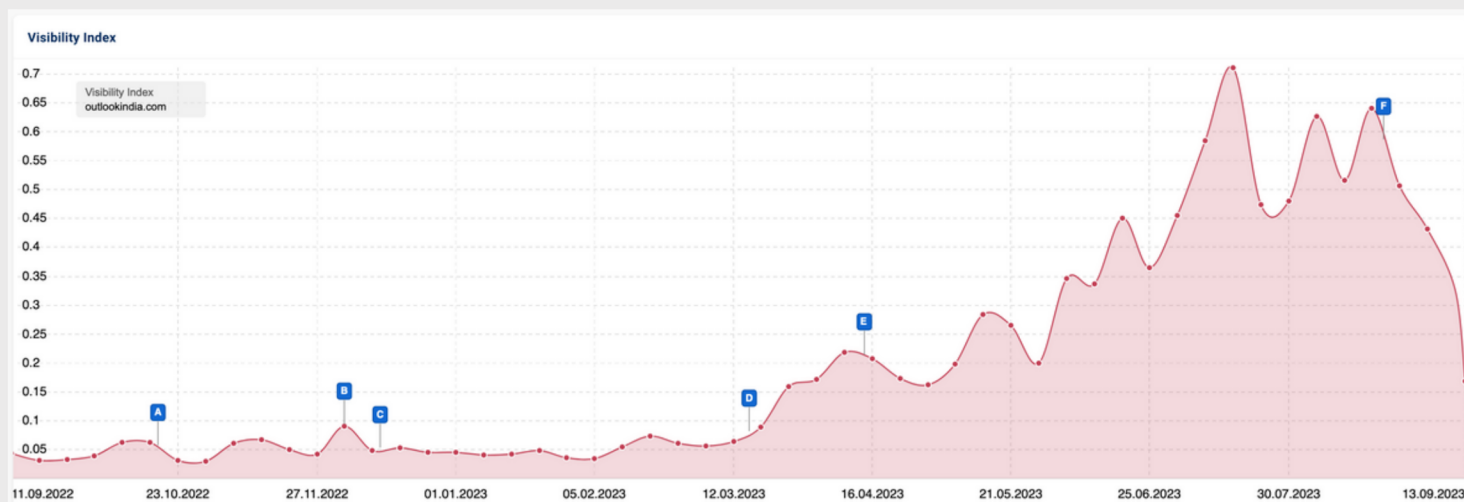


An increase in visibility coinciding with the beginning of the update, then a drop, most likely as part of a natural cycle.

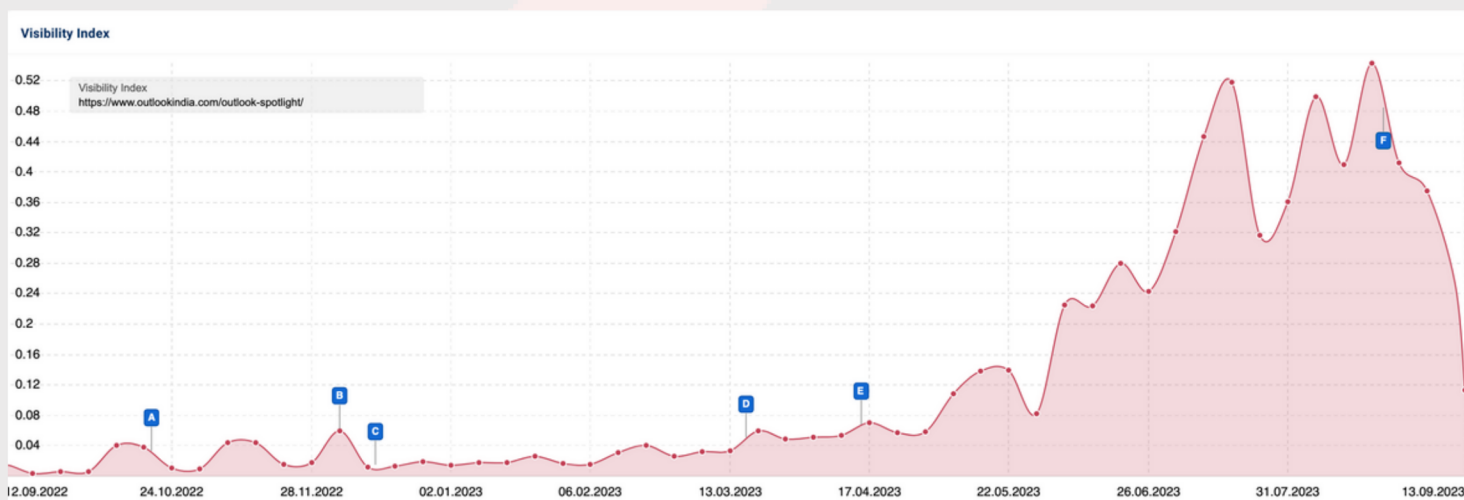
The level of visibility we are observing here is not particularly impressive - some of the URLs rank on page 2 and lower. However, along with the downward movement, we also see some rankings grow, this is often the case with more recently published content:

<input type="checkbox"/> Keyword		Position
<input type="checkbox"/> <u>bästa online casinot</u>		16 +9
<input type="checkbox"/> <u>bästa insättningsbonus</u> +1 Rankings ^		92 NEW
<input type="checkbox"/> <u>bästa räntan privatlån</u>		55 -13
<input type="checkbox"/> <u>bästa casino sidan</u>		45 +9
<input type="checkbox"/> <u>bästa snabblån</u>		75 -18
<input type="checkbox"/> <u>bästa viktningsmetoden</u>		67 NEW
<input type="checkbox"/> <u>bästa sms lånet</u>		51 -35
<input type="checkbox"/> <u>bästa online casino</u>		24 NEW
<input type="checkbox"/> <u>bästa lånen</u>		52 -2
<input type="checkbox"/> <u>bästa casinon</u>		56 -18
<input type="checkbox"/> <u>bästa sms lån</u>		37 -4
<input type="checkbox"/> <u>bästa spelsidan</u>		68 +13
<input type="checkbox"/> <u>bästa oddsen</u>		92 NEW
<input type="checkbox"/> <u>bästa privatlån</u>		44 -21
<input type="checkbox"/> <u>bästa valutan</u>		89 NEW
<input type="checkbox"/> <u>bästa svenska casino</u>		74 -12
<input type="checkbox"/> <u>bästa casinot</u>		56 -33



















Visibility in Poland:



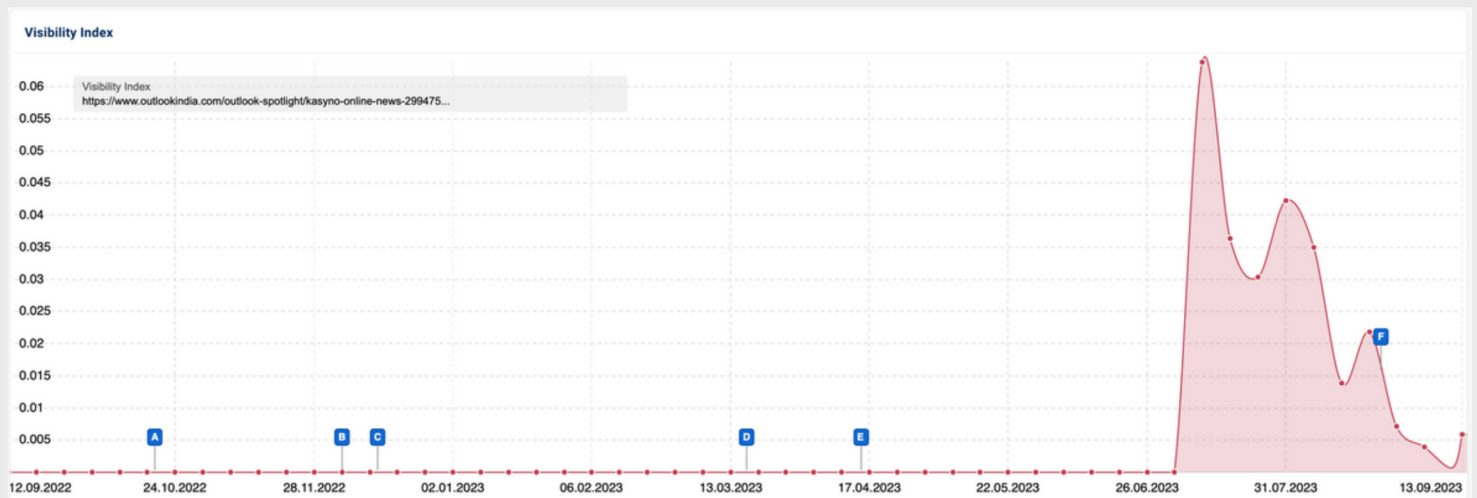
Outlook India has a few pieces of content in Polish, all casino-related, they are all located in the /outlook-spotlight/ sub-directory. The sub-directory's visibility:



The above visibility graphs give an impression of a significant drop, however the data they are built on includes a large number of English keywords the site ranks for in the Polish Google. If we filter down to just some Polish keywords we will see that even after this perceived serious drop a large number of Polish keywords still have Outlook India ranking on the first or second page:

<input type="checkbox"/> Keyword		Position	
<input type="checkbox"/> <u>wypłacalne kasyna internetowe</u>	 5	17	NEW
<input type="checkbox"/> <u>kasyno polska</u>	 4	15	NEW
<input type="checkbox"/> <u>internetowe kasyno</u>	 5	13	+8
<input type="checkbox"/> <u>najlepsze kasyna online</u>	 5	7	+3
<input type="checkbox"/> <u>polecane kasyna online</u>	 6	9	
<input type="checkbox"/> <u>kasyna bezdepozytu</u>	 4	17	NEW
<input type="checkbox"/> <u>kasyno nl</u>	 4	8	
<input type="checkbox"/> <u>gry w kasynie</u>	 4	72	+7
<input type="checkbox"/> <u>kasyno bonus bez depozytu</u>	 2	63	-48
<input type="checkbox"/> <u>kasyna online</u>	 4	27	-19
<input type="checkbox"/> <u>kasyna gry</u>	 5	57	+42
<input type="checkbox"/> <u>europeskie kasyno internetowe darmowe</u>	 4	9	
<input type="checkbox"/> <u>kasynointernetowe</u>	 4	96	-62
<input type="checkbox"/> <u>gry kasynowe polska</u>	 6	31	-11
<input type="checkbox"/> <u>legalne kasyno online</u>	 3	21	NEW
<input type="checkbox"/> <u>kasyna akceptujace polakow</u>	 5	6	
<input type="checkbox"/> <u>kasyna bez depozytu dla polaków</u>	 2	40	NEW
<input type="checkbox"/> <u>kasyno internetowe</u>	 4	31	-12

Visibility of some Polish content URLs in detail:



www.outlookindia.com/outlook-spotlight/kasyno-online-news-299475/ - quickly gained visibility after the initial publication, then started dropping, experienced a further drop after the beginning of the update but regained some of its visibility in the recent week. Still ranks at the bottom of page 1 for some keywords.



www.outlookindia.com/outlook-spotlight/bonus-bez-depozytu-w-kasynach-online-w-polsce-news-311602/ - published shortly before the update started, quickly gained visibility then started declining, lost most of its visibility but still ranks on page 2 for a few keywords.



www.outlookindia.com/outlook-spotlight/csgo-ruletki-2023-7-najlepsze-strony-z-ruletką-csgo-w-polsce-news-316158/ - content published already after the start of the update, as we can see nothing stops it from following a natural pattern of quick initial growth then drop over time as the content stops being fresh enough.

It is important to note however that sponsored/parasite content is not as widespread in Poland as in other countries we have reviewed so far - Outlook India and NewsDirect are the only sites present in these SERPs, at least in gambling.

Visibility in France:



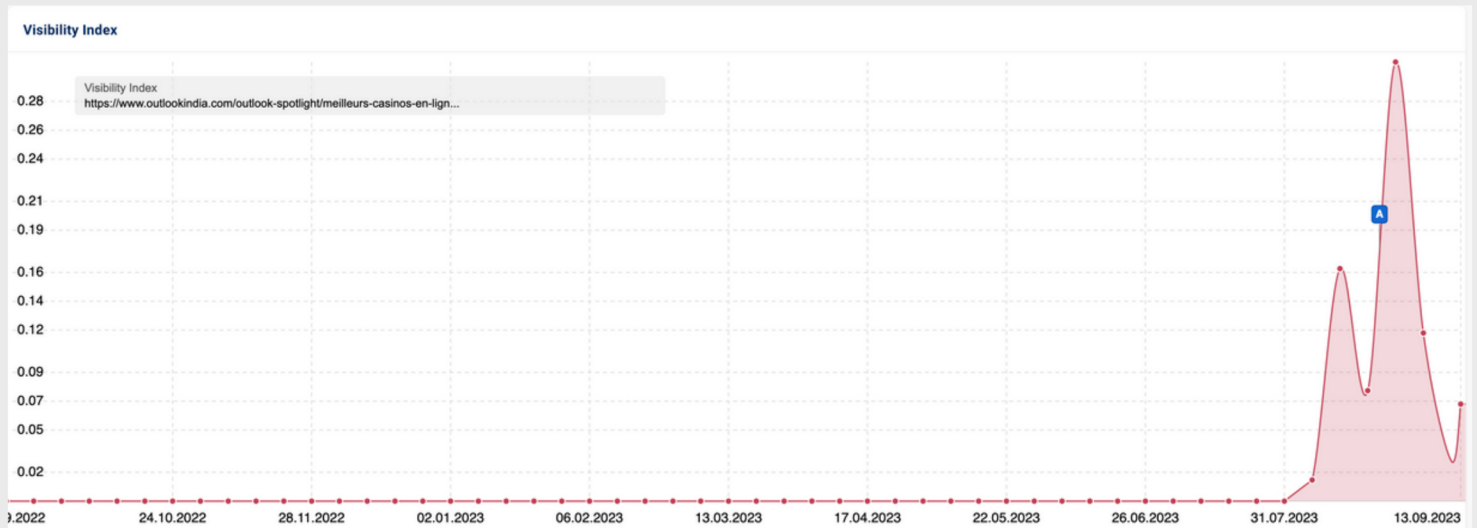
Historically, Outlook India in France had been apparently affected by the February 2023 Product Reviews update but has recovered and grown a lot more visible since. After the start of the August Core update, it has experienced a decline for a couple weeks only to bounce back in the most recent week almost to the pre-update visibility levels.

Outlook India has a number of content pieces in French, covering topics ranging from online casinos to weight loss and pharma. All of this content is located in the outlook-spotlight sub-directory, whereas the business-spotlight sub-directory has very limited visibility in France.

/outlook-spotlight/ sub-directory visibility mostly follows the entire site's pattern:



Some of the content visibility:

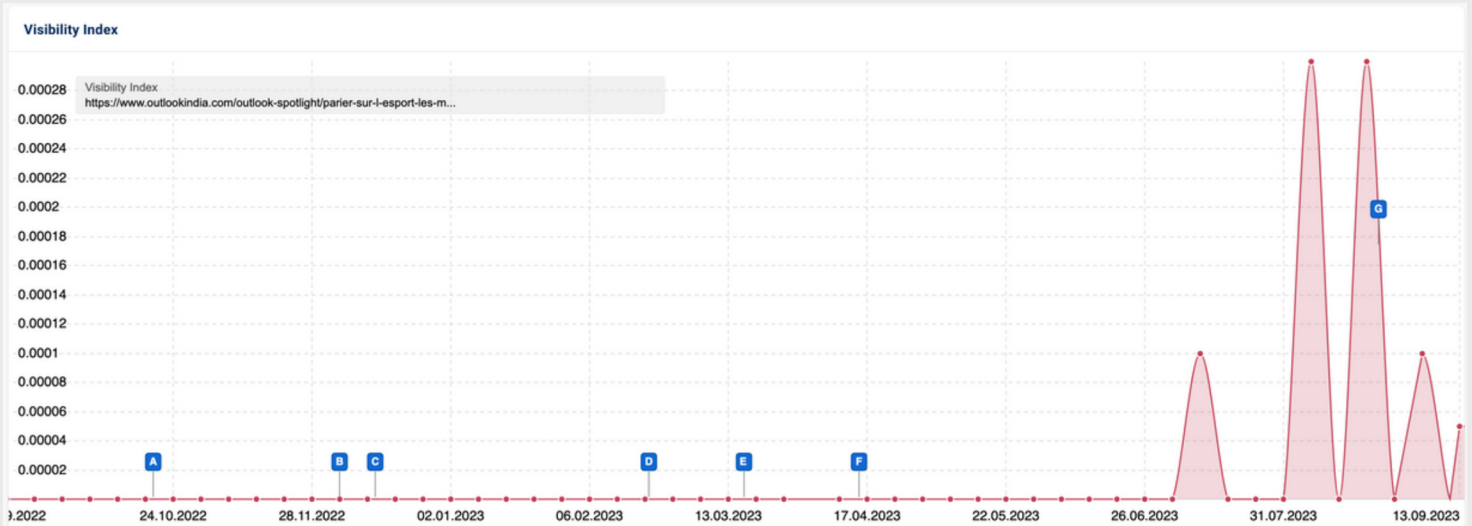


www.outlookindia.com/outlook-spotlight/meilleurs-casinos-en-ligne-fiabes-en-france-2023--news-308369/ is one of the top visible URLs in the entire site in France.

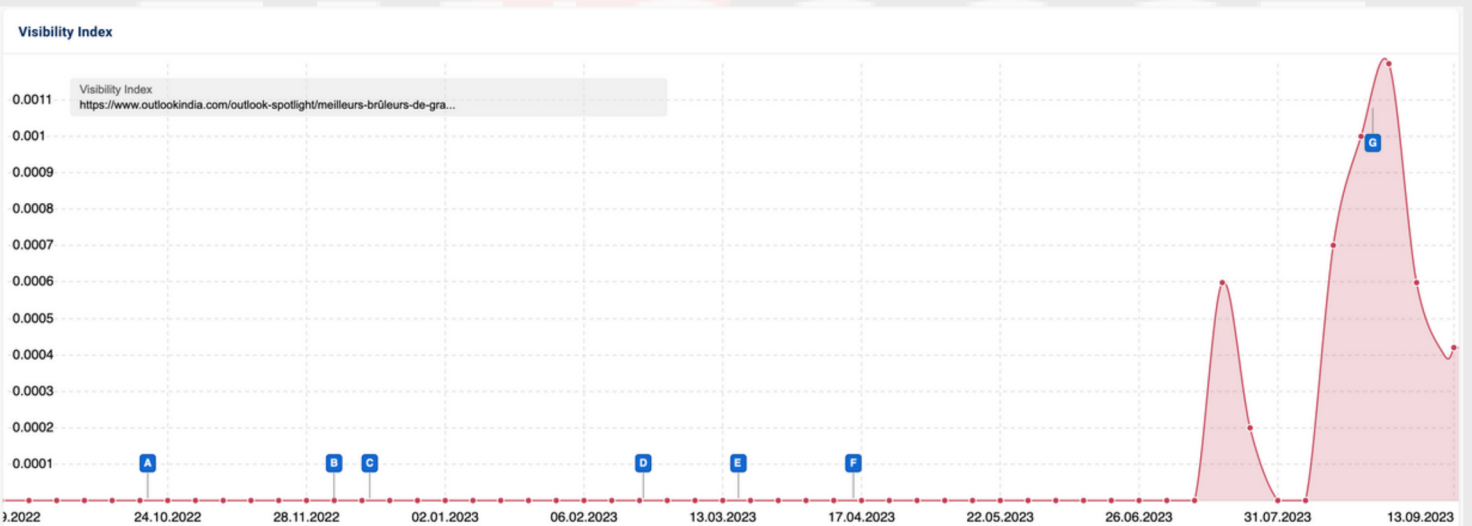
Despite the drop after the start of the update, it still ranks for over 500 keywords, for many of them on page 1, often in position 1:

<input type="checkbox"/>	Keyword		Position	
<input type="checkbox"/>	casino en ligne france	5	1	NEW
<input type="checkbox"/>	casino en ligne	6	9	-2
<input type="checkbox"/>	casino en ligne fiable	2	4	+3
<input type="checkbox"/>	casino online france	4	1	NEW
<input type="checkbox"/>	meilleur casino en ligne	2	4	NEW
<input type="checkbox"/>	casinos en ligne	6	1	+4
<input type="checkbox"/>	casino français en ligne	4	4	NEW
<input type="checkbox"/>	casino france en ligne	2	1	NEW
<input type="checkbox"/>	site casino en ligne	2	3	NEW
<input type="checkbox"/>	jeux de casino en ligne	6	5	NEW
<input type="checkbox"/>	top casino en ligne	2	3	NEW
<input type="checkbox"/>	casino internet	5	1	+7

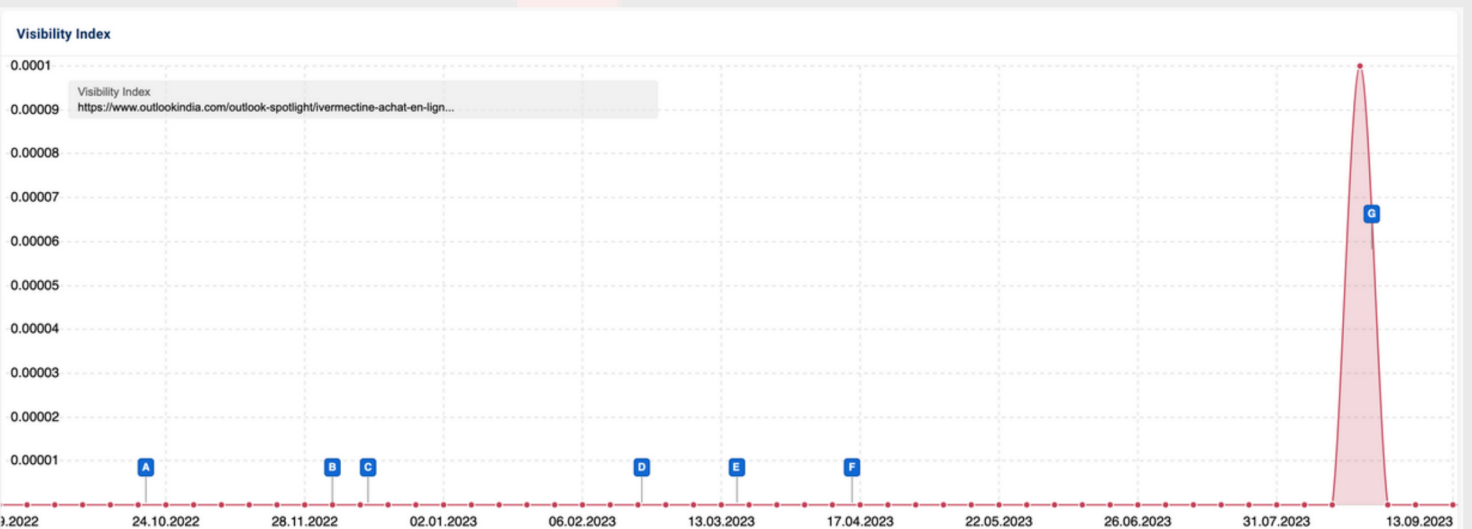
Many new rankings are appearing in the recent week so we have every reason to believe that its bounce back will likely continue.



A betting URL www.outlookindia.com/outlook-spotlight/parier-sur-l-esport-les-meilleurs-sites-à-paris-sportifs-esports-avec-les-meilleurs-bonus-en-2023-news-299991/ - a history of interchanging growth and decline, more of the same trend after the start of the update, currently holds many page 1 and 2 rankings with some growth and new ranking appearing over the last week.



A weight loss URL - despite the drop after the start of the update, there are still some page 1 and 2 rankings, new rankings have appeared in the recent week, looks like it is likely to recover at least some of its visibility.

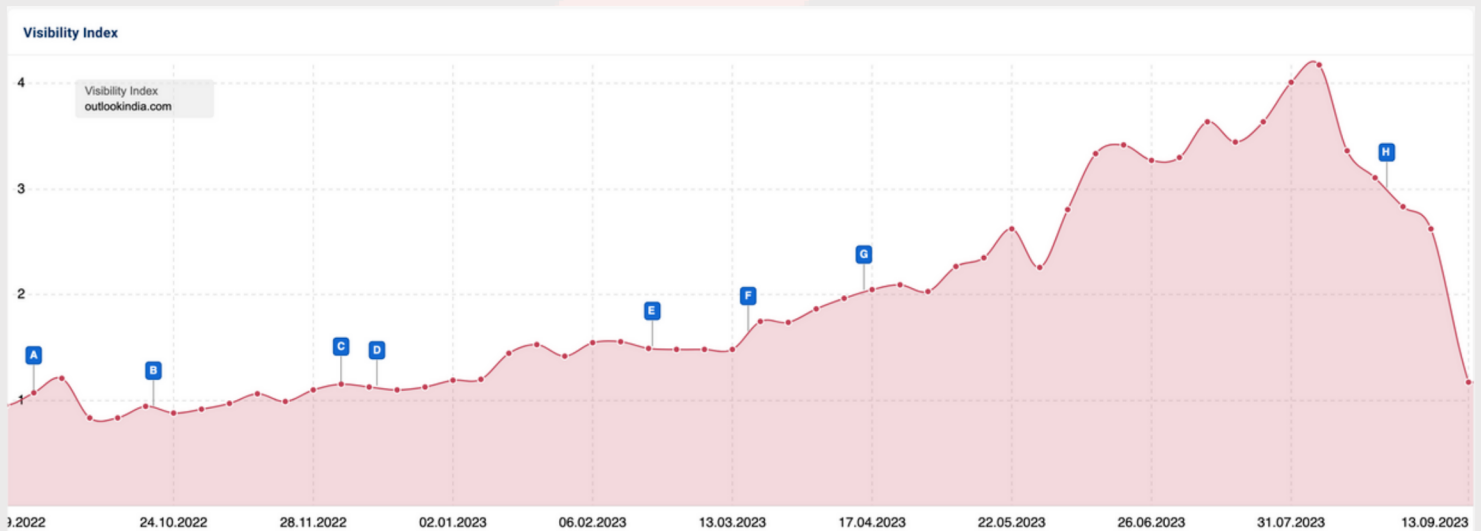


A pharma URL - published shortly before the start of the update, it quickly gained visibility but also lost it within a week. However, there are still some page 1 and 2 rankings.

Overall, the French SERPs are not as saturated with sponsored/parasite content as English-language ones, with only a few sites present, sometimes no higher than the second page. However, the presence of this content appears to be increasing. Some exclusive content partnerships with leading French media sites are appearing and these are bound to become more present in the SERPs.

Visibility in Switzerland

Some of gambling content in French on Outlook India are targeting Switzerland rather than France so it would be interesting to see the site's visibility in Switzerland as well. It is also interesting to examine because Outlook India hosts Swiss-targeting content not only in French but also in German.



The content is all placed within the outlook-spotlight sub-directory, below is its visibility graph for Switzerland:

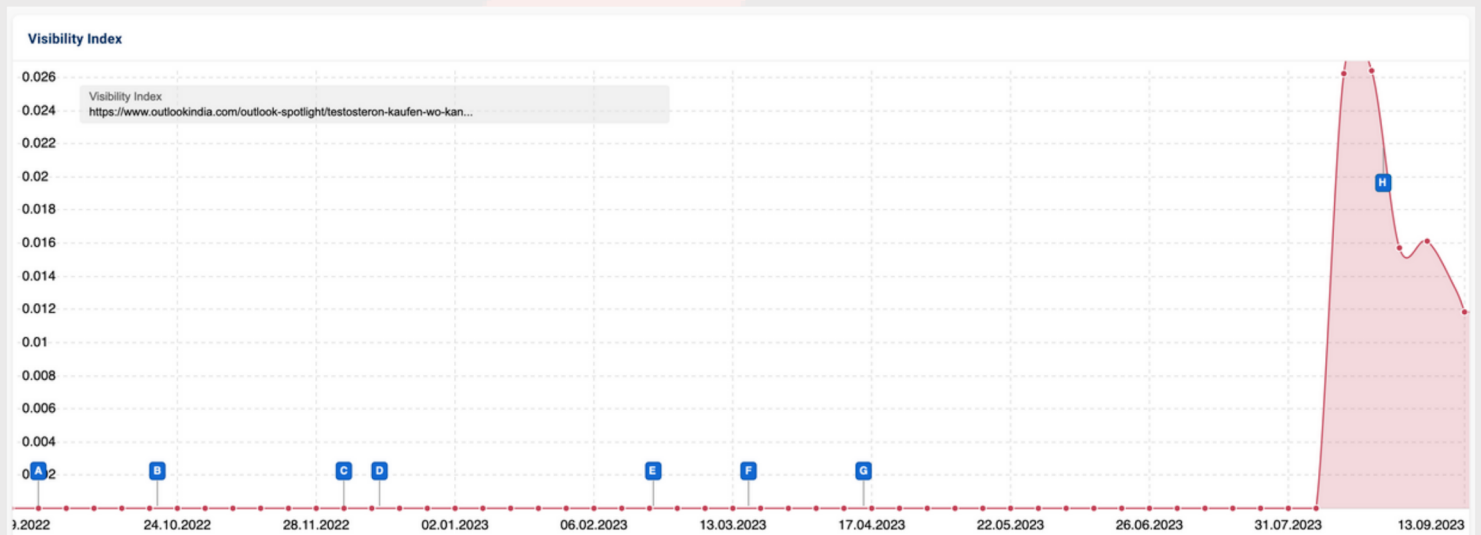


Interestingly, not all French and German content ranking in Switzerland is designed to target Switzerland - many of these URLs are actually targeting France and Germany accordingly, but they still rank in Switzerland.

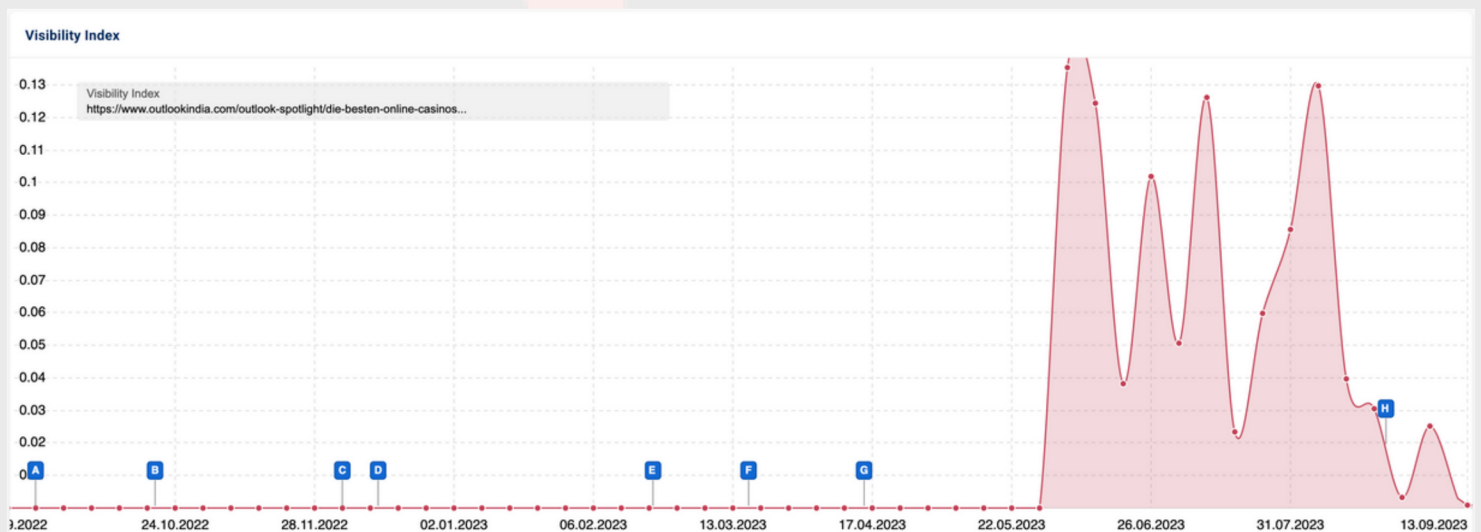
Examples of some URLs:



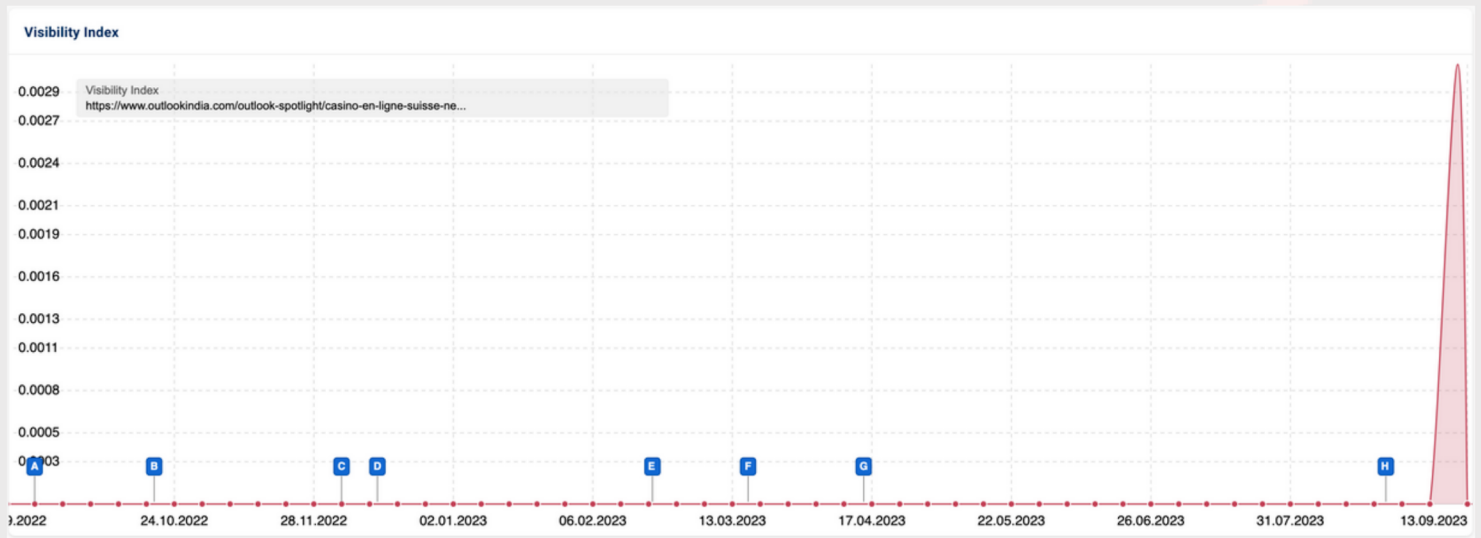
A pharma related piece of content in German targeting Germany, had its peak visibility and drop before the start of the update but still maintains some page 1 rankings in the Swiss SERPs.



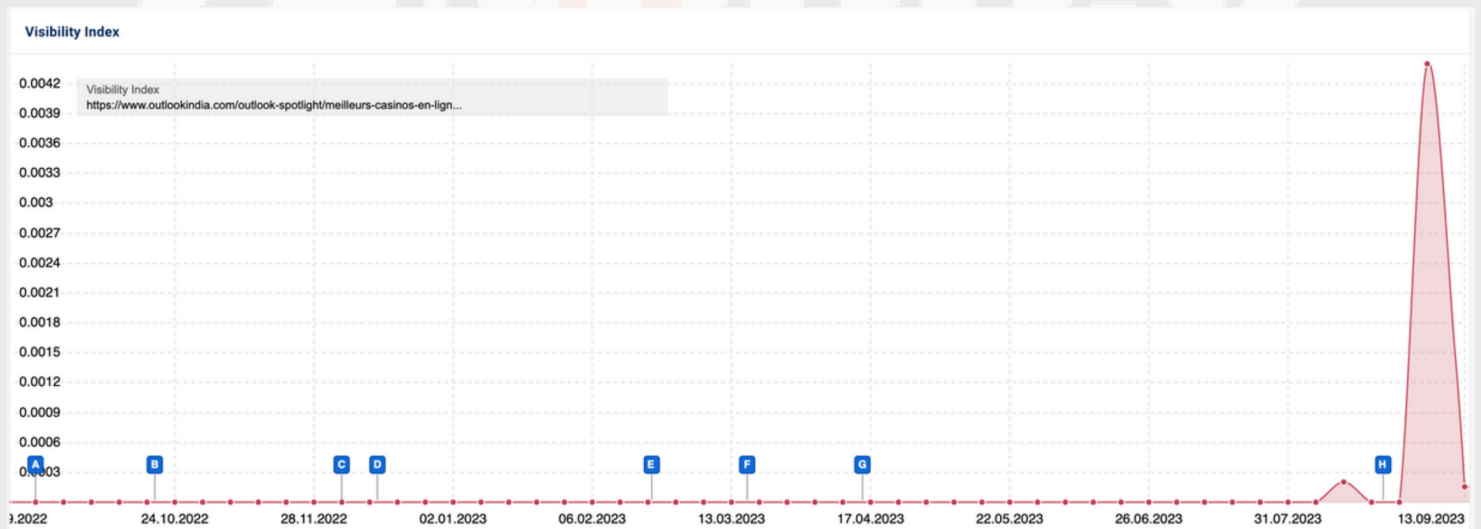
A testosterone related URL in German targeting Germany, published shortly before the update, clearly affected by it but nevertheless still holding a number of page 1 rankings in Switzerland and a number of new rankings appeared over the last week.



A casino URL in German targeting Switzerland, has had some visibility growth and subsequent drops since early June, the latest drop has started before the update, regained some of its visibility since, still preserves some page 1-2 and even position 1 rankings.



A French-language casino piece targeting Switzerland, published after the start of the update, quickly gained visibility then apparently dropped but still holds a number of page 1 rankings.



The same French-language casino URL that we already examined in France, less visibility than in France but still holds a number of page 1 rankings for France-specific and non-country-specific keywords in Switzerland.

Overall, The Swiss SERPs are not saturated with the sponsored/parasite content, just like the French or even to a lesser degree (especially German-language ones). But because of the content targeting France or Germany rather than Switzerland specifically usually ranking in Swiss SERPs, Switzerland will no doubt see an increase of such content's presence once it becomes more prominent in France and Germany respectively.

2.3 Times Union

Times Union is a US publication accepting sponsored content related to different topics on a non-exclusive basis. Most of the sponsored content is published within the /marketplace/ sub-directory. On the site there is currently sponsored content from different companies on topics ranging from casinos to psychic readings, loans and CBD.

Overall site visibility in the US Google SERPs:



Visibility of the marketplace sponsored content sub-directory:

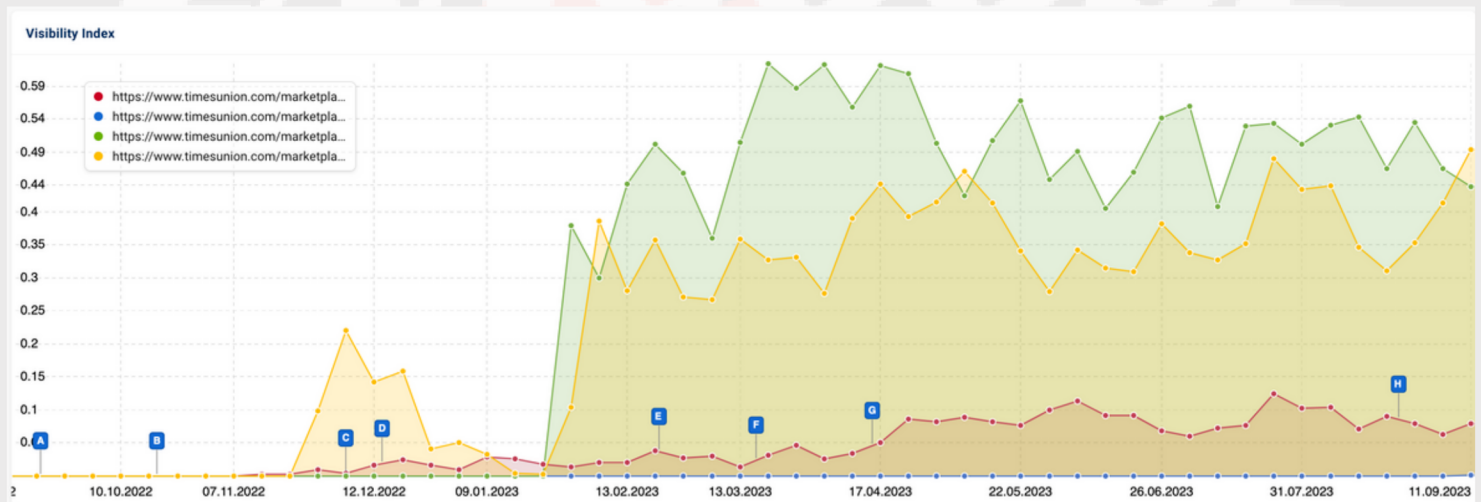


For longer-term context: The sub-directory has existed since 2021 and has been growing ever since, only briefly affected by the December 2022 Link Spam update:



During the most recent Core update, the sub-directory and the site as a whole have only experienced a short term fluctuation followed by continued growth.

Visibility of several sponsored content URLs compared:



14.08.2023

- https://www.timesunion.com/marketplace/article/best-bad-credit-loans-17731733.php: 0.5427
- https://www.timesunion.com/marketplace/article/best-online-psyhic-readings-17602503.php: 0.3461
- https://www.timesunion.com/marketplace/article/online-casinos-real-money-17565293.php: 0.0711
- https://www.timesunion.com/marketplace/article/best-cbd-gummies-18162142.php: 0.0001

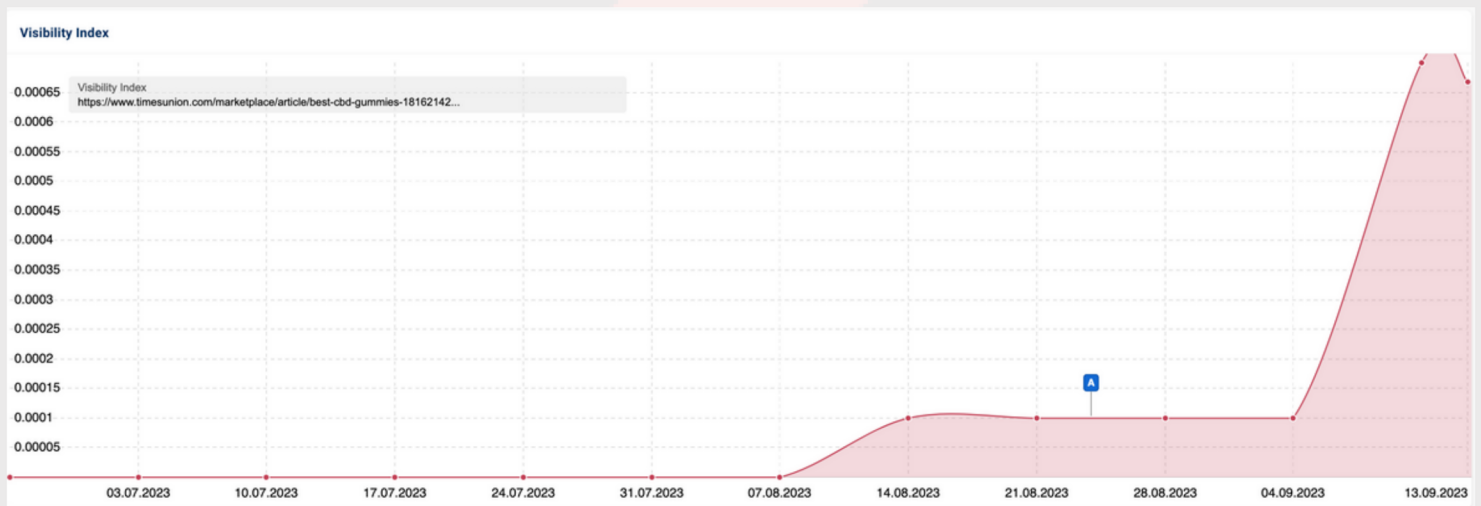
11.09.2023

- https://www.timesunion.com/marketplace/article/best-online-psyhic-readings-17602503.php: 0.4945
- https://www.timesunion.com/marketplace/article/best-bad-credit-loans-17731733.php: 0.4385
- https://www.timesunion.com/marketplace/article/online-casinos-real-money-17565293.php: 0.0787
- https://www.timesunion.com/marketplace/article/best-cbd-gummies-18162142.php: 0.0007

The following URLs have been compared:

- <https://www.timesunion.com/marketplace/article/online-casinos-real-money-17565293.php>
- <https://www.timesunion.com/marketplace/article/best-cbd-gummies-18162142.php>
- <https://www.timesunion.com/marketplace/article/best-bad-credit-loans-17731733.php>
- <https://www.timesunion.com/marketplace/article/best-online-psyched-readings-17602503.php>

The online casinos URL has seen a little improvement. The bad credit loans URL is the only one of the four which has experienced a slight drop but this may actually be part of its regular fluctuations trend. The psychic readings URL has had a visibility drop just before the update but after the update has started it got the greatest growth out of these four. The CBD URL has also had some growth but its overall visibility level is too low compared to the other 3 URLs hence it may be easier to see it on a separate graph:

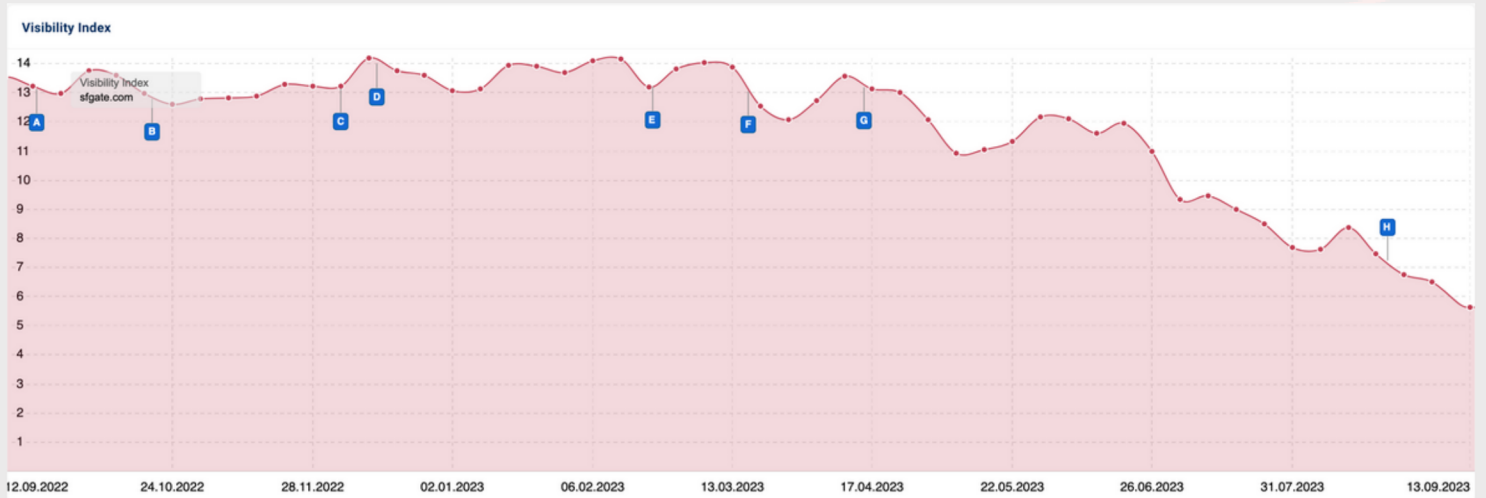


The site Times Union is also present in the UK SERPs and according to the below visibility graph has experienced continued growth throughout the Core update there:

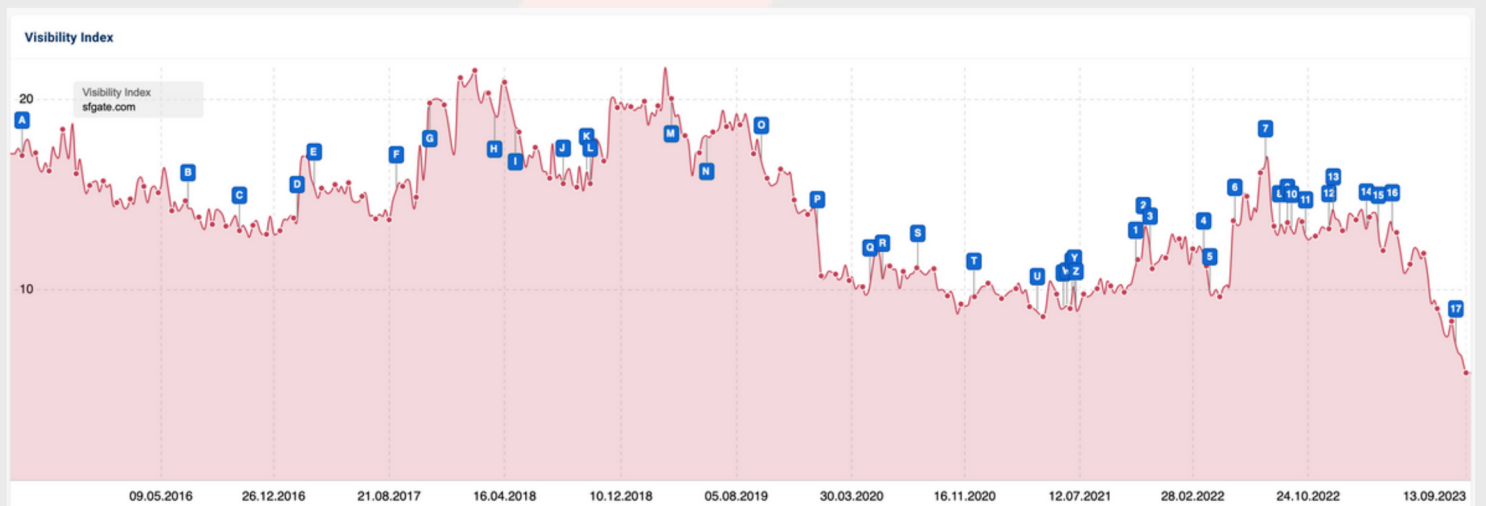


2.4. SF Gate

SF gate is a US publication accepting sponsored content on a non-exclusive basis. The site's overall visibility in the US Google SERPs:



Longer term visibility history for context:



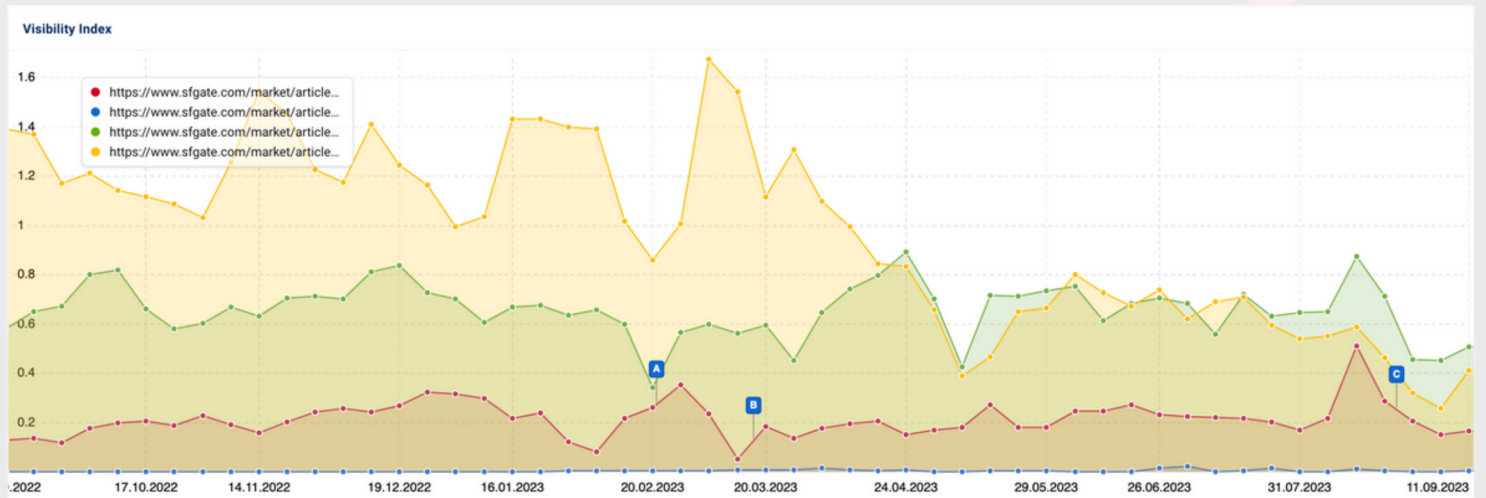
The site has been losing its organic visibility since 2019, periodically getting hit by various updates and partially recovering from them.

The sponsored content is published in the /market/ sub-directory which had reached the peak of its visibility in August 2022 and has been declining since:



The topics of sponsored content range from gambling, loans, dating to weight loss.

Visibility of several sponsored content URLs compared:



14.08.2023

- <https://www.sfgate.com/market/article/best-free-dating-sites-and-apps-16927357.php>: 0.8728
- <https://www.sfgate.com/market/article/completely-free-reverse-phone-number-lookup-17241410.php>: 0.5884
- <https://www.sfgate.com/market/article/best-online-casino-sites-16927287.php>: 0.5112
- <https://www.sfgate.com/market/article/best-personal-loans-17637915.php>: 0.0096

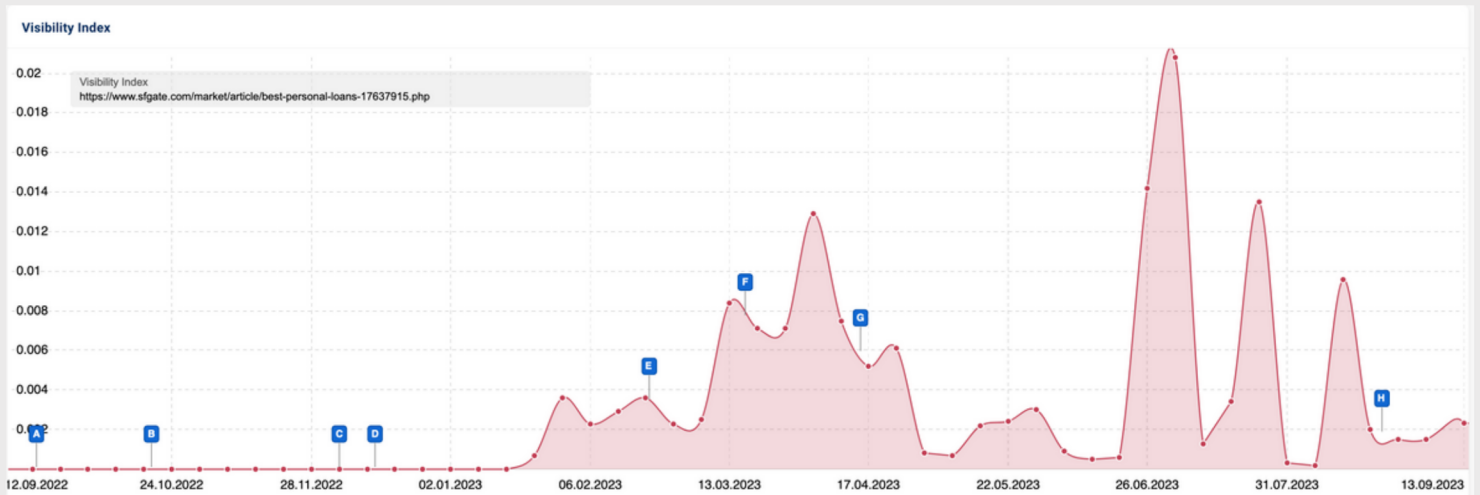
11.09.2023

- <https://www.sfgate.com/market/article/best-free-dating-sites-and-apps-16927357.php>: 0.5064
- <https://www.sfgate.com/market/article/completely-free-reverse-phone-number-lookup-17241410.php>: 0.4108
- <https://www.sfgate.com/market/article/best-online-casino-sites-16927287.php>: 0.1654
- <https://www.sfgate.com/market/article/best-personal-loans-17637915.php>: 0.0025

The following URLs have been compared:

<https://www.sfgate.com/market/article/best-online-casino-sites-16927287.php>
<https://www.sfgate.com/market/article/best-personal-loans-17637915.php>
<https://www.sfgate.com/market/article/best-free-dating-sites-and-apps-16927357.php>
<https://www.sfgate.com/market/article/completely-free-reverse-phone-number-lookup-17241410.php>

The online casino URL had its visibility improve just before the update only to return to the previous level. The dating sites one had a similar growth period but after the update its visibility fell below the old levels. The reverse phone number lookup URL had its peak visibility in March, was since possibly affected by the March Core update and has been losing its visibility the entire time/. After a particularly low drop around the current update time, it has recovered a little bit. The personal loans URL's visibility level is too low to be visible on this graph, hence here is a separate graph for it:



This URL, however does not exist any longer (server status 404), but continues ranking in some of the SERPs.

Besides the US, SF Gate also has visibility in Canada - below is the visibility graph in the Canadian Google SERPs:

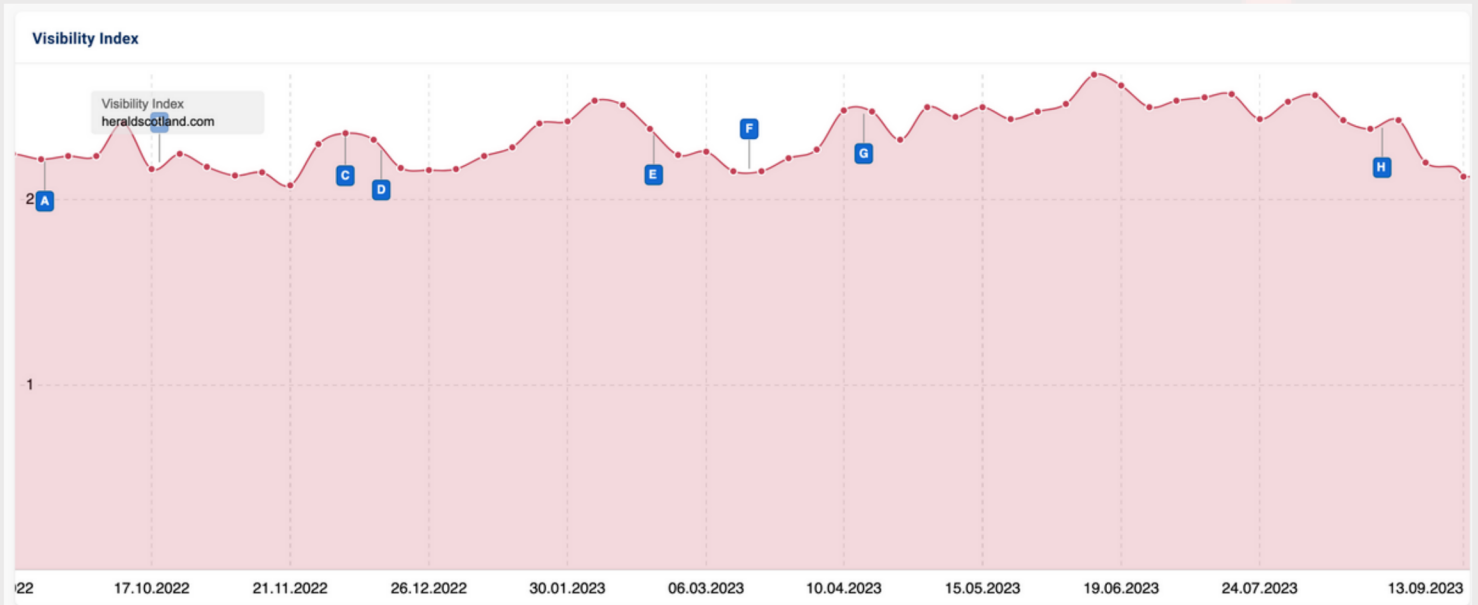


It also has some visibility in the UK - below is the visibility graph in the UK Google SERPs:



2.5 Herald Scotland

Overall visibility in the UK Google SERPs:

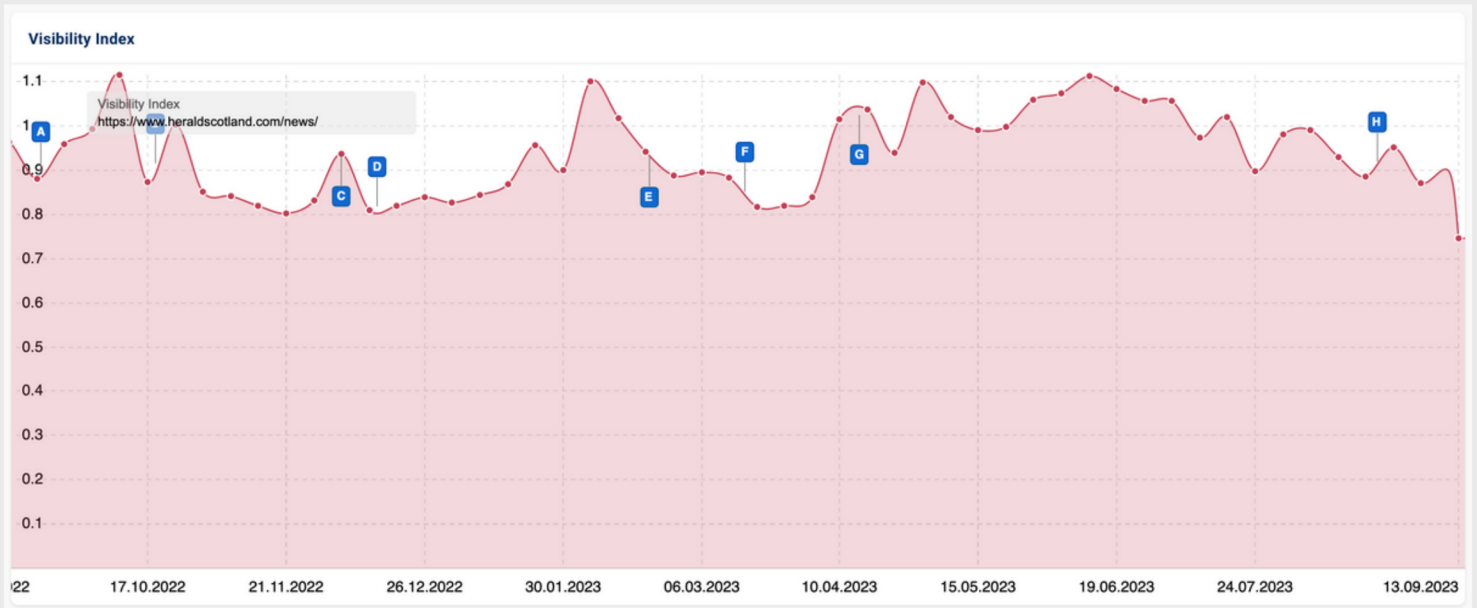


Longer term context:

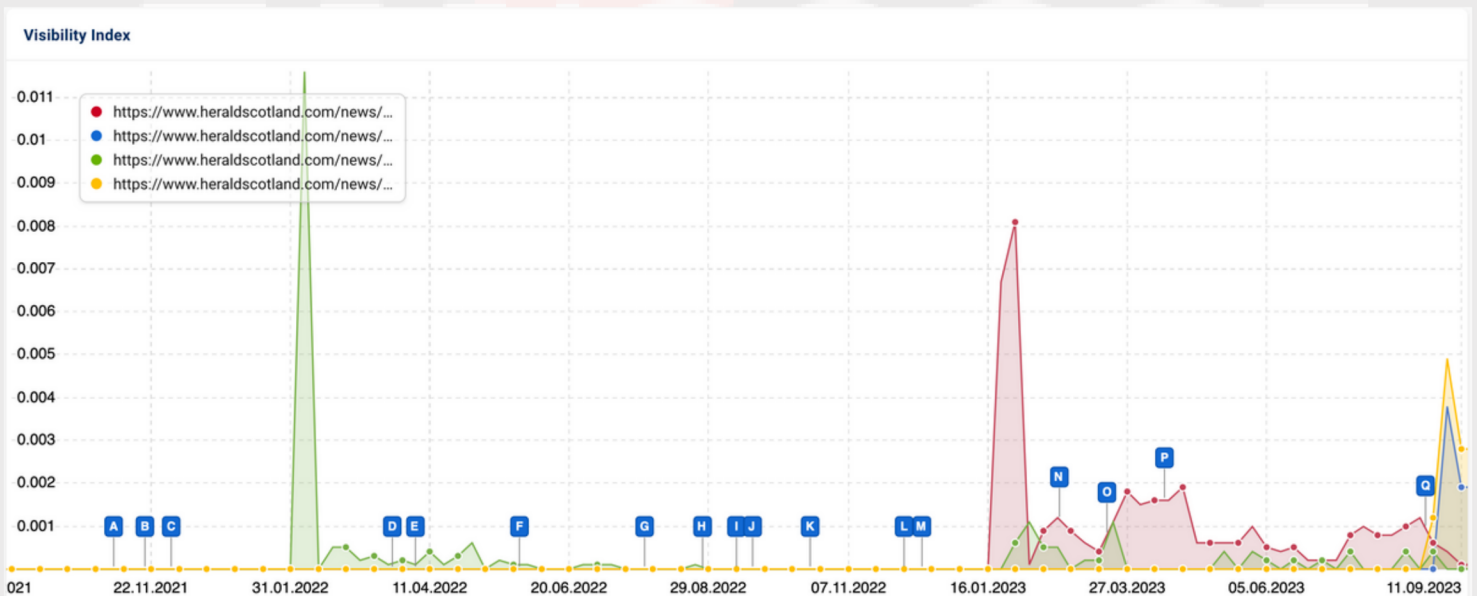


Herald Scotland accepts sponsored content on a non-exclusive basis and publishes it in the /news/ sub-directory, however majority of the URLs in this sub-directory are actual news stories and it is impossible to structurally isolate the sponsored content.

The sub-folder's organic visibility:



Visibility of several sponsored content URLs compared:



14.08.2023

- <https://www.heraldscotland.com/news/23254504.best-uk-online-slots-casinos-real-money-gambling/>: 0.001
- <https://www.heraldscotland.com/news/19893888.stock-trading-apps-uk--5-best-choices/>: 0.0004
- <https://www.heraldscotland.com/news/23758202.new-betting-sites-11-new-online-bookmakers-uk/>: 0
- <https://www.heraldscotland.com/news/23747811.best-scammer-phone-number-lookup-finding-scam/>: 0

11.09.2023

- <https://www.heraldscotland.com/news/23747811.best-scammer-phone-number-lookup-finding-scam/>: 0.0028
- <https://www.heraldscotland.com/news/23758202.new-betting-sites-11-new-online-bookmakers-uk/>: 0.0019
- <https://www.heraldscotland.com/news/23254504.best-uk-online-slots-casinos-real-money-gambling/>: 0.0001
- <https://www.heraldscotland.com/news/19893888.stock-trading-apps-uk--5-best-choices/>: 0

The following URLs have been compared:

<https://www.heraldscotland.com/news/23254504.best-uk-online-slots-casinos-real-money-gambling/>

<https://www.heraldscotland.com/news/23758202.new-betting-sites-11-new-online-bookmakers-uk/>

<https://www.heraldscotland.com/news/19893888.stock-trading-apps-uk--5-best-choices/>

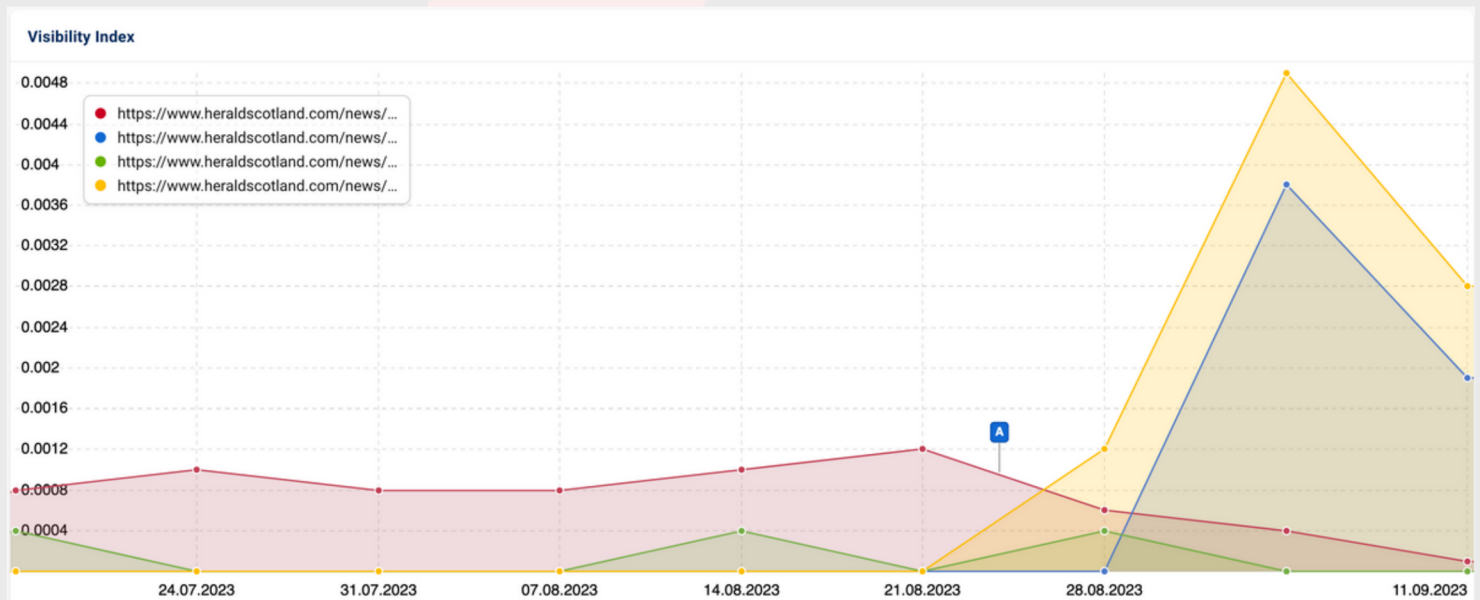
<https://www.heraldscotland.com/news/23747811.best-scammer-phone-number-lookup-finding-scam/>

The “best uk online slots” URL has had the peak of its visibility in January 2023 after which it decreased and continued fluctuating up the the August Core update and throughout it - the URL still has not lost all of its visibility, as of now it still has a number of page 2 rankings.

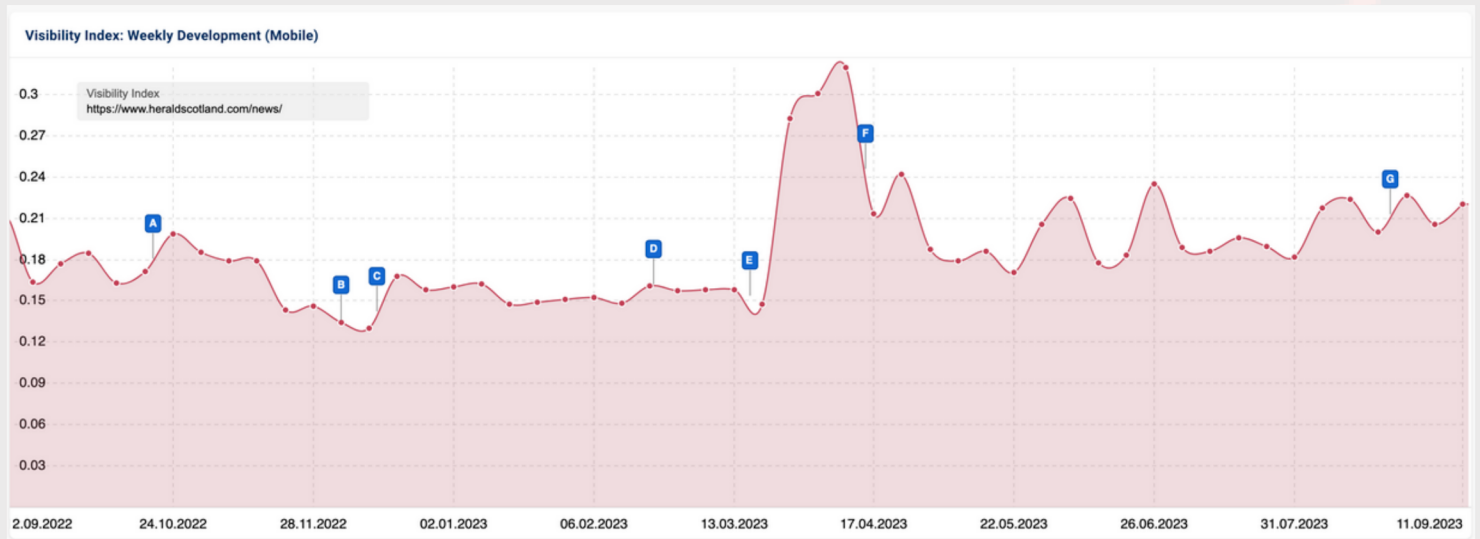
The “new betting sites” URL has been published already during the update and appears to be going through the usual natural cycle of initial visibility growth followed by a gradual decline - it still has some page 1 rankings and a number of new rankings have appeared in the recent week.

The “stock trading apps” URL is the oldest one in this set, published back in January 2022. It achieved the peak of its visibility at the very start, then has been fluctuating and pretty much lost all of its visibility by now. The “best scammer phone number lookup” URL has been published just before the core update and appears to also be going through the natural cycle of initial visibility growth - we are not seeing its decline yet.

Detailed short-term view for the period preceding the update and during the update:



Herald Scotland also has significant visibility in Ireland - below is the visibility graph in the Irish Google SERPs:



In Ireland, it has not been affected by the recent core update beyond minor fluctuations - it appears to have been a lot more noticeably affected by the April Product Reviews update (F).

Herald Scotland also has significant visibility in the US - here is its /news/ sub-directory visibility in the US Google SERPs:



In the US the site has been affected much more than in the UK - however it probably makes sense since the content ranking in the US was not even targeting the US but rather the UK.

Conclusions

1. When analyzing the impact of the Core update on a site with sponsored/parasite content, it is worth doing it by specific country and search vertical - to say a site has been affected is not informative because what we observe in most cases is sites being affected in some countries but not others, or in some search verticals but not the others.
2. It is important to understand that a Core update is not a site-wide penalty, and it's also worth noting that even for sites which had experienced a drop as a result of the update, this does not constitute an obstacle for content published after the update to rank successfully.
3. It is worth keeping in mind the nature of news sites and how they are treated by Google. Namely, QDF principle ("query deserves freshness") applies in a lot of cases, and most URLs created on such sites go through the natural news cycle: rapid gain of visibility followed by a drop over time. Most of the sites we are dealing with are known to Google as news sites, they are present in Google News, hence this is an important factor key to understanding the visibility of any content published on these sites, sponsored or not. That said, some publishers choose to either update their published content every once in a while, sending a new freshness signal to Google, or outright manipulate the freshness signal by simply changing the date of publication to a more recent one every once in a while - but this is part of Google News SEO not connected to the core update specifically and is therefore beyond the scope of this report.
4. While analyzing the impact of the recent Core update on these sites, it is important to keep in mind the overall history of each site's visibility prior to the update, as well as the history of its media partnership(s) and/or non-exclusive sponsored content placement. Some sites have started this practice a lot earlier than others, hence the impact will depend on this previous history and what happened over the previous years and in previous updates. Sites previously affected by earlier core updates may get to regain their visibility in the current update regardless of the presence of sponsored content, simply because the priority of the signals at play in the previous updates which had caused them to drop has been reduced in the current update and vice versa.

5. Links is another important factor which may cause a visibility boost or drop regardless of an update but also during the update (e.g. a link spam update which we haven't had since December 2022). We have not included the links analysis into this report due to the large volume of data this would add and not to dilute the focus of the report. However, several processes take place as sponsored content gets published on a media site:

- a. It may or may not get linked to internally - most higher tier sites prefer not to give too much visibility to their sponsored content sections and do not link them from their main menu; in many cases of exclusive partnership, however, the sponsored articles are interlinked between themselves. Some non-exclusive media sites, on the other hand, offer bulk content placement options with an opportunity to interlink the content pieces;
- b. as soon as a piece on a large media site starts ranking, it inevitably gets scraped by tens or even hundreds of other sites, thus creating (mostly low-value) external links to the published content - Google may choose whether to ignore these links, regard them as a boosting signal, or regard them as a negative signal, which in turn impacts the mid-to-long-term visibility of the content;
- c. some of the companies and affiliates buying sponsored content placement opt for creating/acquiring external links for their published content themselves - the quality and efficiency of these links may differ, as well as their impact on the content's visibility (see above).

6. Authorship and topic authority (E-EAT): while there have been claims that this Core update rewards author expertise signals, we have seen no clear correlation in the sites we have analyzed:

Publication	Author	Impact of the update
Exclusive partnerships		
Telegraph.co.uk	distinct, demonstrating topic authority and expertise	visibility improved
NJ.com	no specific author but attribution to Catena Media who are a topic authority	visibility improved
USA Today	distinct, demonstrating topic authority and expertise	mostly unaffected
talkSPORT	distinct, demonstrating topic authority and expertise	mixed
US Magazine	unattributed	unaffected
Independent.co.uk	no specific author but attribution to Gambling.com who are a topic authority	visibility improved
Miami Herald	distinct, showing the author's connection to Gambling.com who are a topic authority	unaffected
Non-exclusive content placement		
NewsDirect	no author, sometimes attributed to a company, no indication of topic authority	mixed
Outlook India	unattributed	mixed
Times Union	only name of the company publishing the content	visibility improved
SF Gate	only name of the company publishing the content	visibility mostly dropped
Herald Scotland	only name of the company publishing the content	mixed

Overall, it is clear that the August Core update definitely did not target parasite/sponsored content on a global scale.

We have only analyzed a sample of sites with sponsored content ranking in the SERPs, of course there are a lot more of them present across various countries and search verticals. However, from what we have observed it is already clear that the presence of media publications with sponsored content is going to be the reality of many competitive SERPs in many countries for an undefined period of time in the future.

As more of these publications enter the scene, the competition in the SERPs is becoming more aggressive - we already observe aggressive linking, mass scraping, negative SEO attempts.



ZANGOOSE

D I G I T A L

How Zangoose Digital Can Help

Successfully ranking and obtaining traffic in top competitive verticals is becoming more challenging than ever in the current search landscape.

Possessing the unique expertise in domain history analysis and link profile analysis, our team can help you make sense of any search vertical, competitors' tactics, evaluating the risk levels associated with different activities and suggesting the strategy most suited to your particular project's goals.

Zangoose Digital can assist you with the following challenges:

- domain due diligence when purchasing new or aged/per-owned domains - make sure there are no previous issues and associated risks;
- evaluation of potential sponsored content partners - enter into partnerships which will work and avoid partners who have search visibility issues;
- sponsored content placement opportunities research - what are the best options for content placement in your targeted country and search vertical.

We can also research and prepare for you custom in-depth reports concerning any aspects of any search verticals and countries of your interest.

Besides these competencies, our core expertise lies in building high quality, low-risk bespoke private networks. These can be used by our clients as a fully controlled, manageable, powerful and flexible source of safe, exclusive, quality links.

Bespoke private networks can be applied for helping a standalone brand or affiliate site rank, as well as for boosting and securing the rankings of sponsored content placed on a third-party property.

Furthermore, due to their fully controllable and flexible nature, your network links can be switched at any point from one property to another, in needed quantities, with necessary anchor texts.

Because the network is built for you exclusively, you can be sure that the entirety of its value will be working for your rankings and traffic. The domains selected for the network are always topically relevant to the search vertical you operate in.

Every precaution is taken to make sure there are no identifiable footprints connecting these domains to each other and to you. We are the industry experts in avoiding detection and have developed our own know-how allowing us and our clients to stay completely below the radar. Every project we work on is 100% confidential, a non-disclosure agreement can be signed covering all aspects of our cooperation with our clients.

We will be happy to answer any of your questions and address any concerns you may have. We would also love to offer you a tailored solution ideal for your unique circumstances.

Contact us to discuss the details of your project: info@zangoose.digital