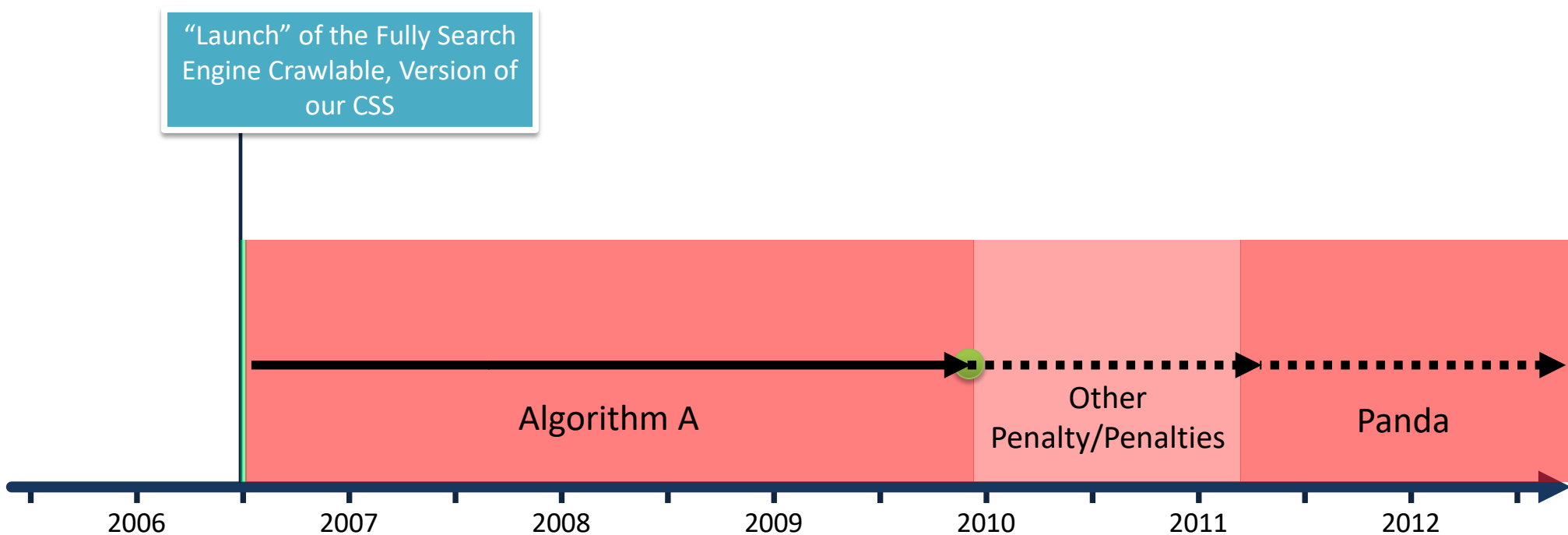


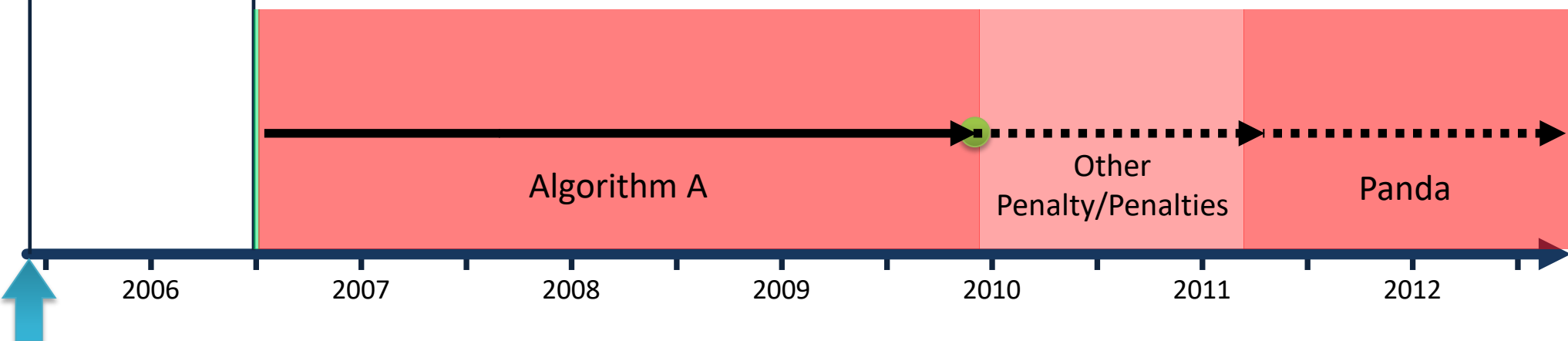
Foundem was struck by Google's Algorithm A penalty (and effectively disappeared from Google's all important search results) within hours or days of launching the fully-fledged, **search-engine-crawlable**, version of our comparison-shopping domain...



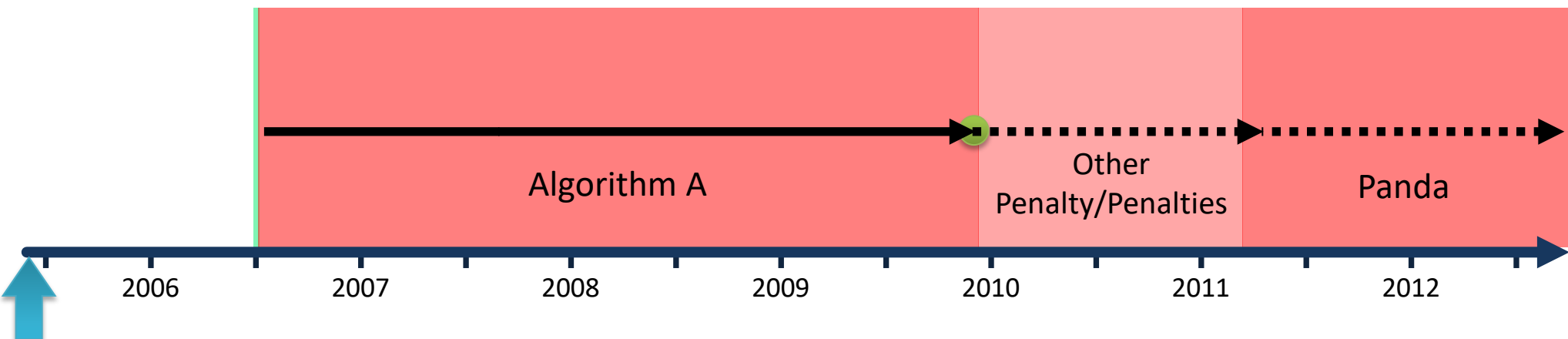
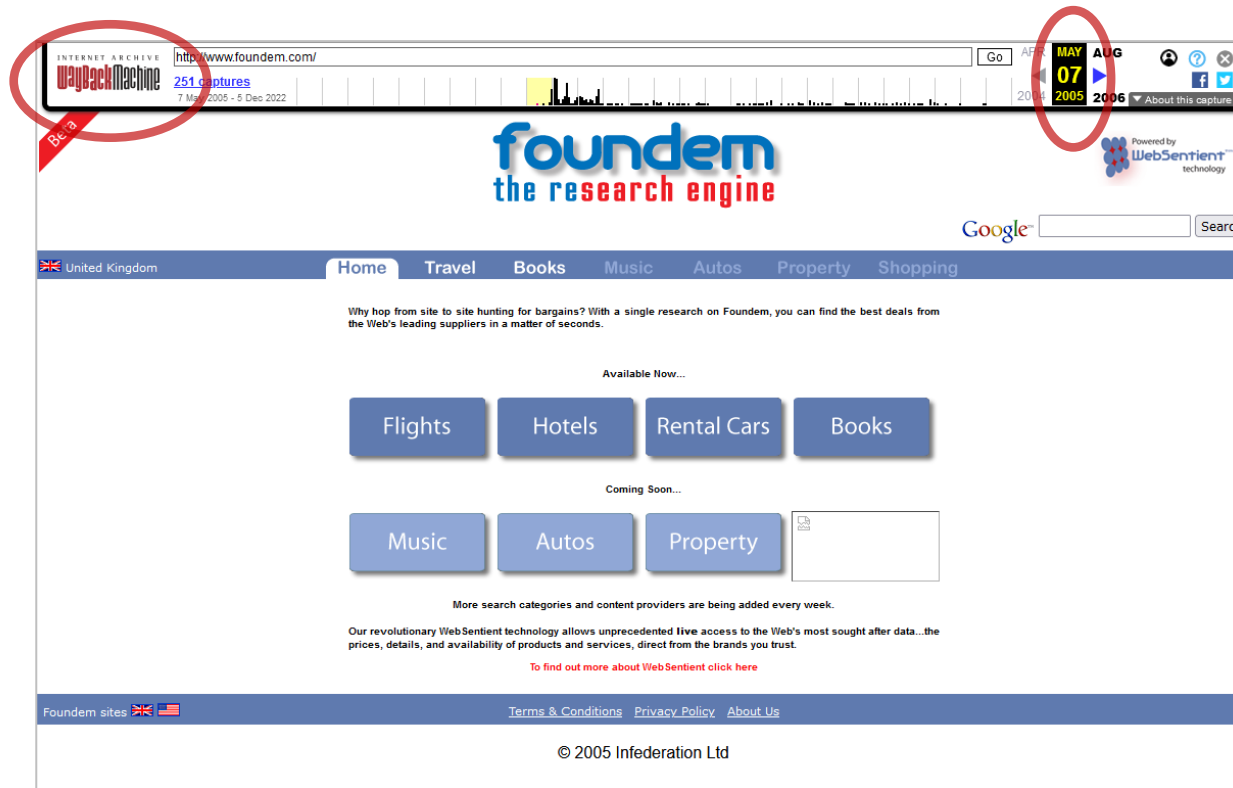
Foundem was struck by Google's Algorithm A penalty (and effectively disappeared from Google's all important search results) within hours or days of launching the fully-fledged, **search-engine-crawlable**, version of our comparison-shopping domain...

The earliest archived page of Foundem's Beta site appears in May 2005

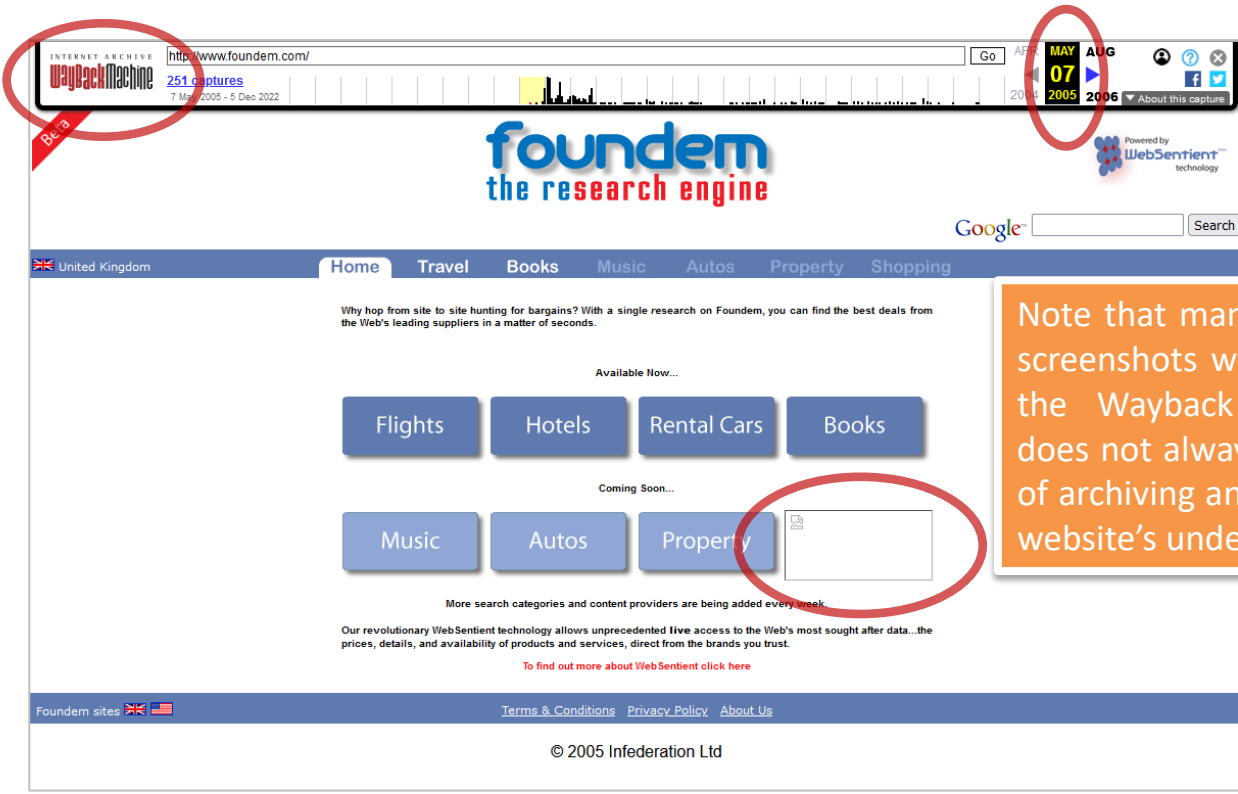
"Launch" of the Fully Search Engine Crawlable, Version of our CSS



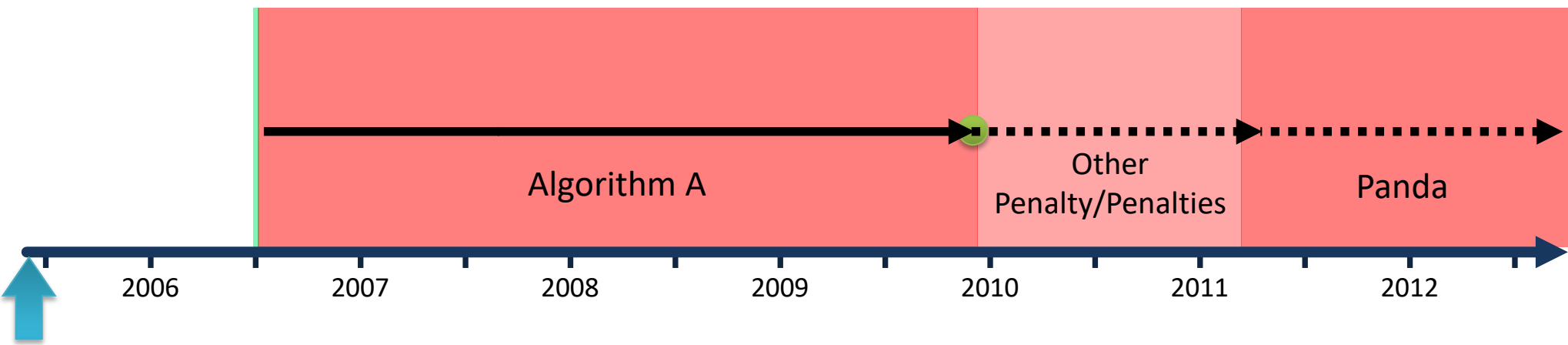
May 2005



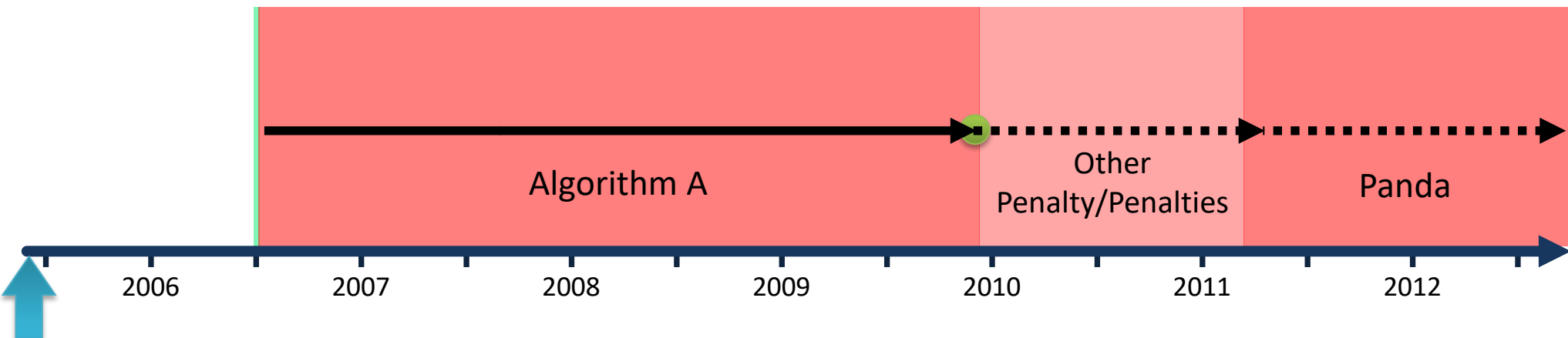
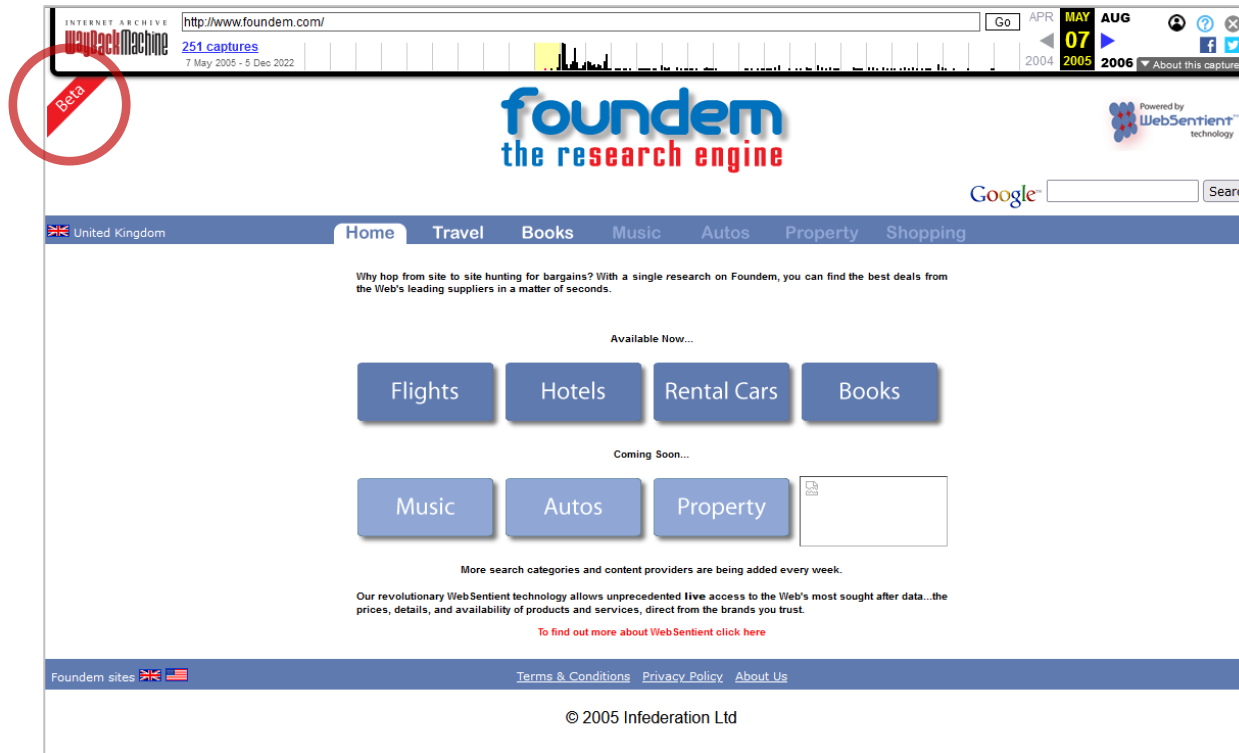
May 2005



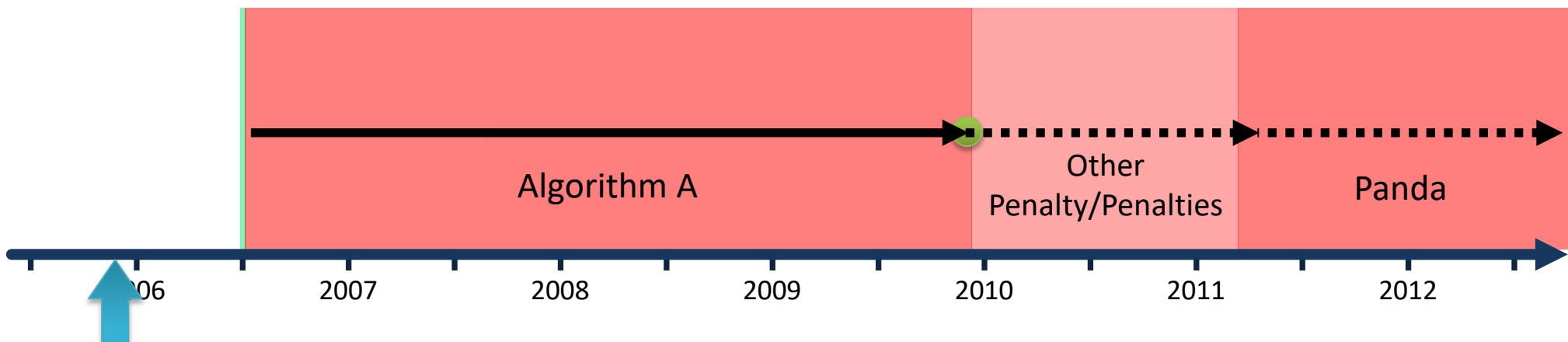
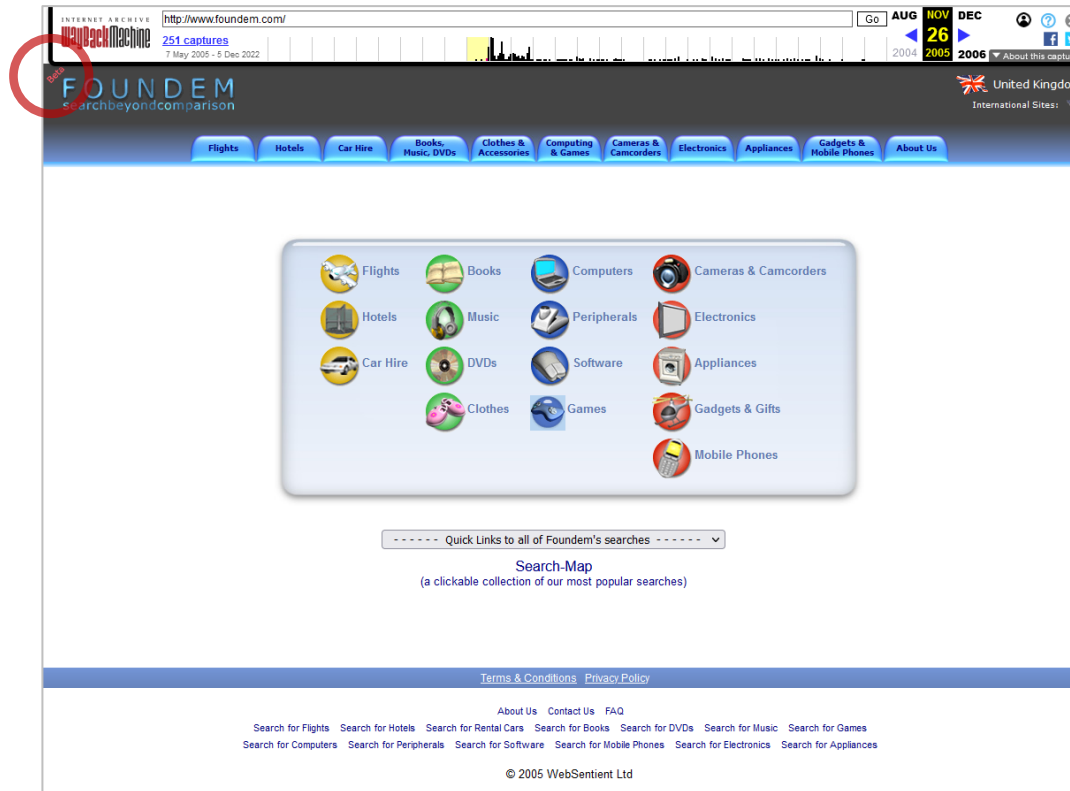
Note that many of the following screenshots were obtained from the Wayback machine, which does not always do a perfect job of archiving and retaining all of a website's underlying images.



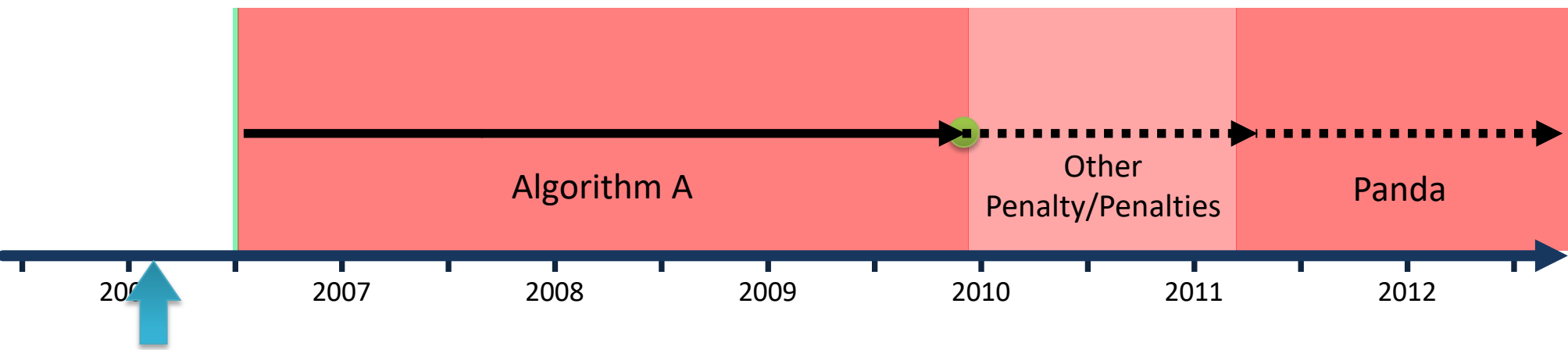
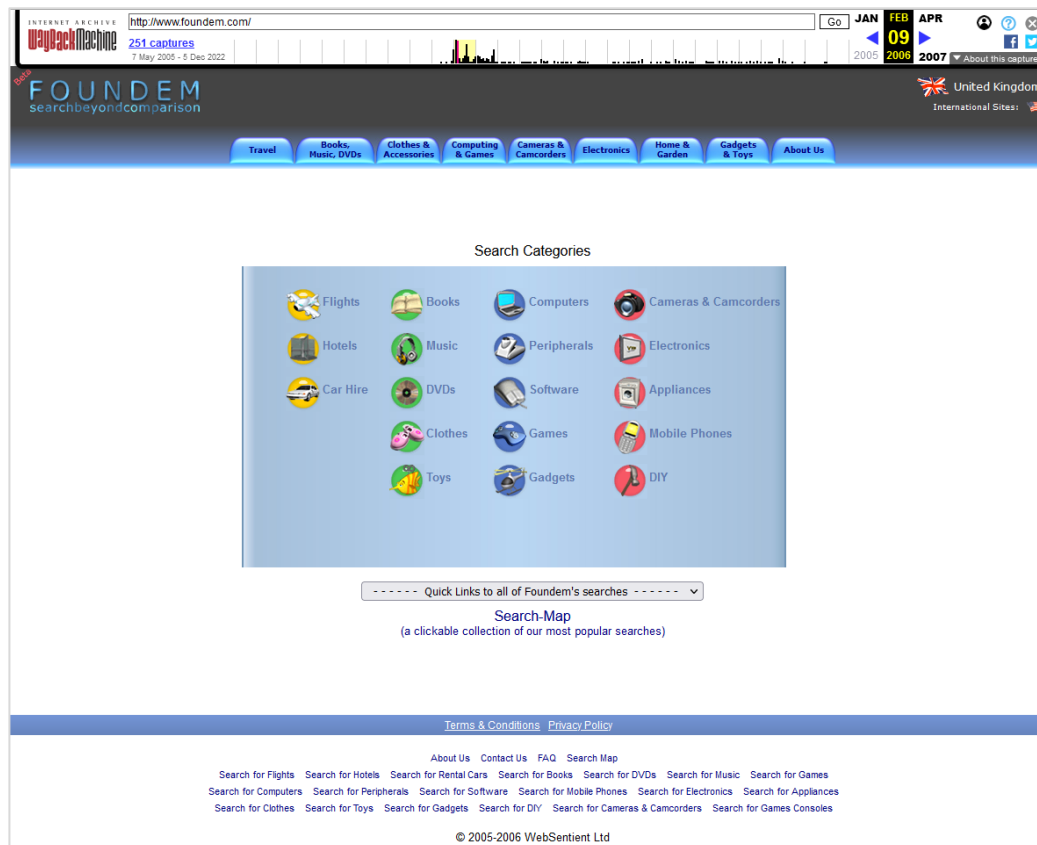
May 2005



November 2005

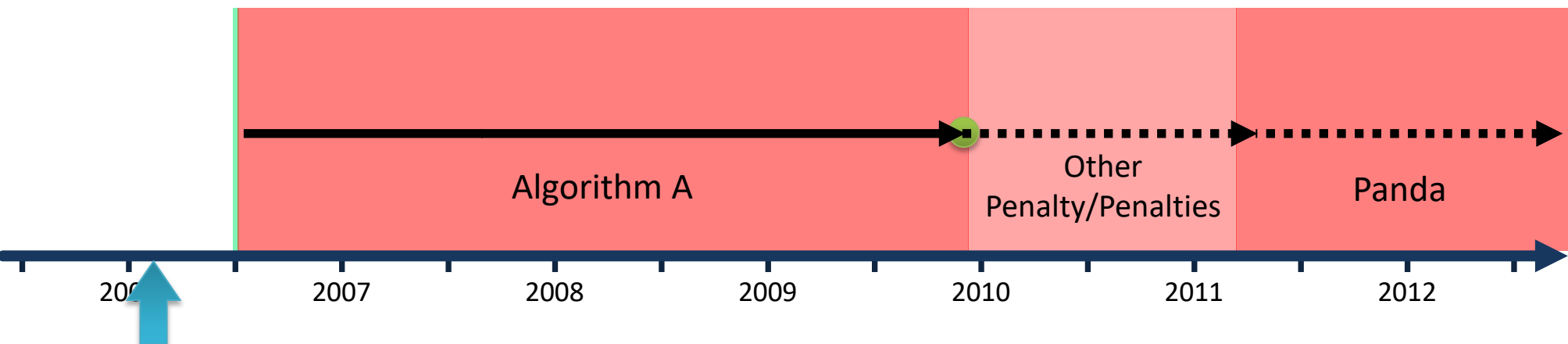


February 2006



February 2006

Primarily Driven by Parameterised Search Forms
(which are not accessible to SE crawlers)



2006

2007

2008

2009

2010

2011

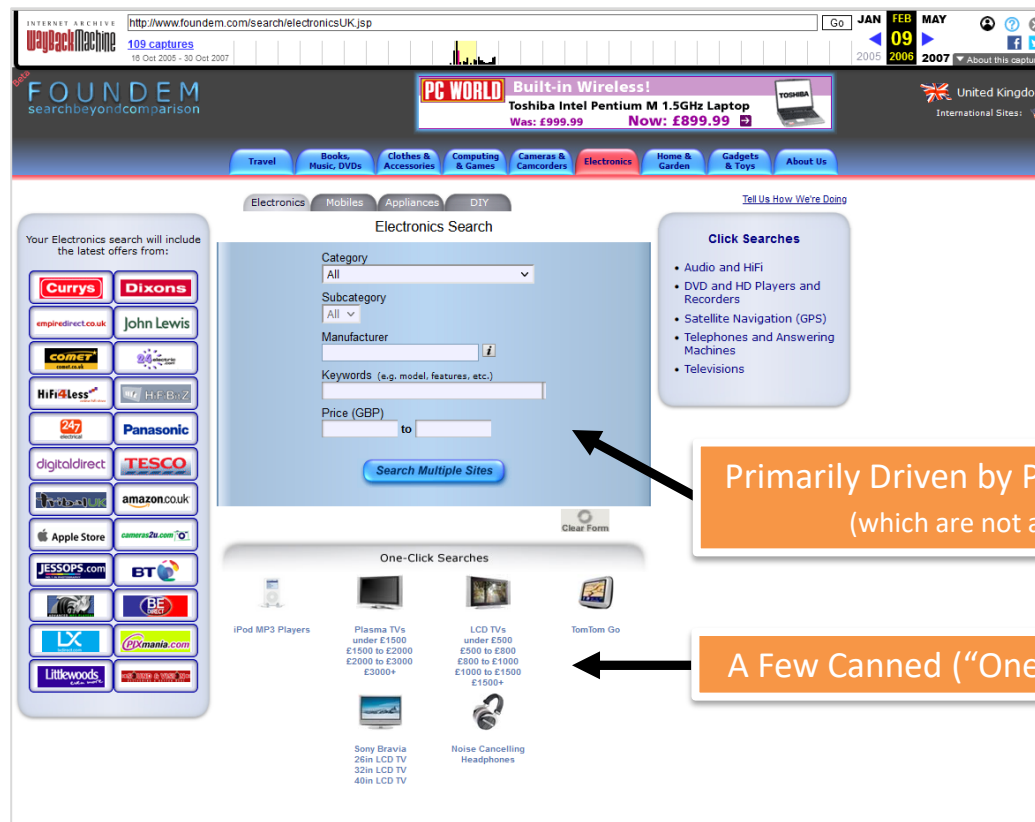
2012

Algorithm A

Other
Penalty/Penalties

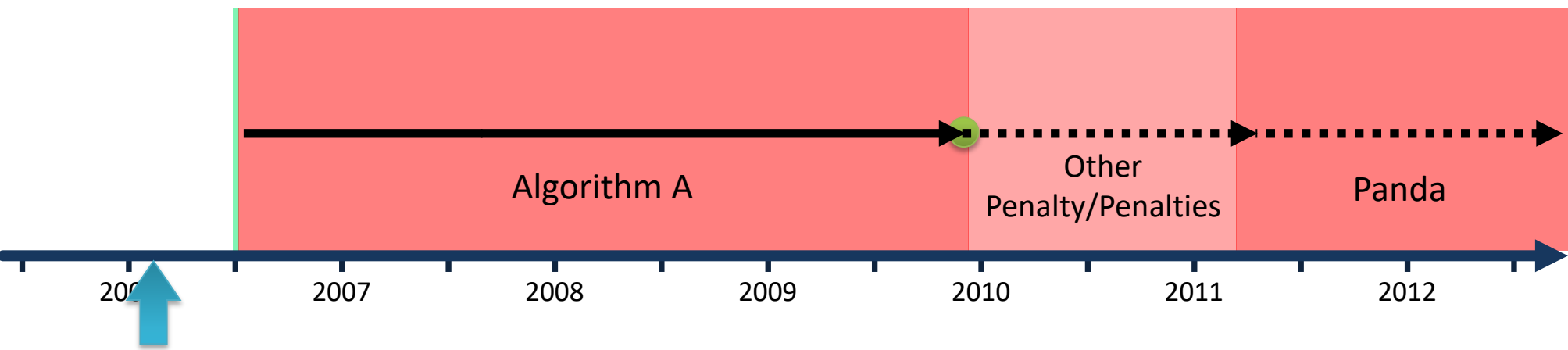
Panda

February 2006

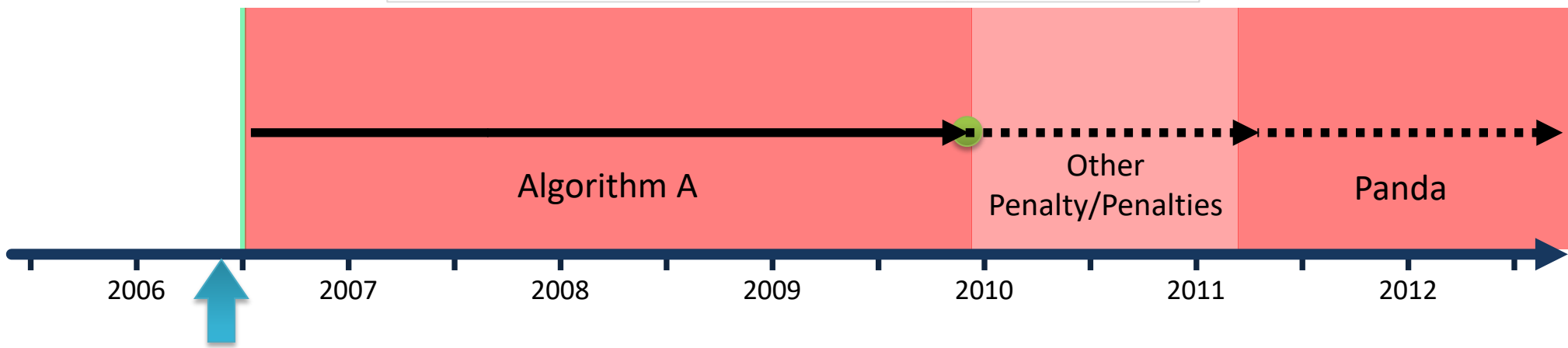


Primarily Driven by Parameterised Search Forms (which are not accessible to SE crawlers)

A Few Canned ("One-Click") Searches

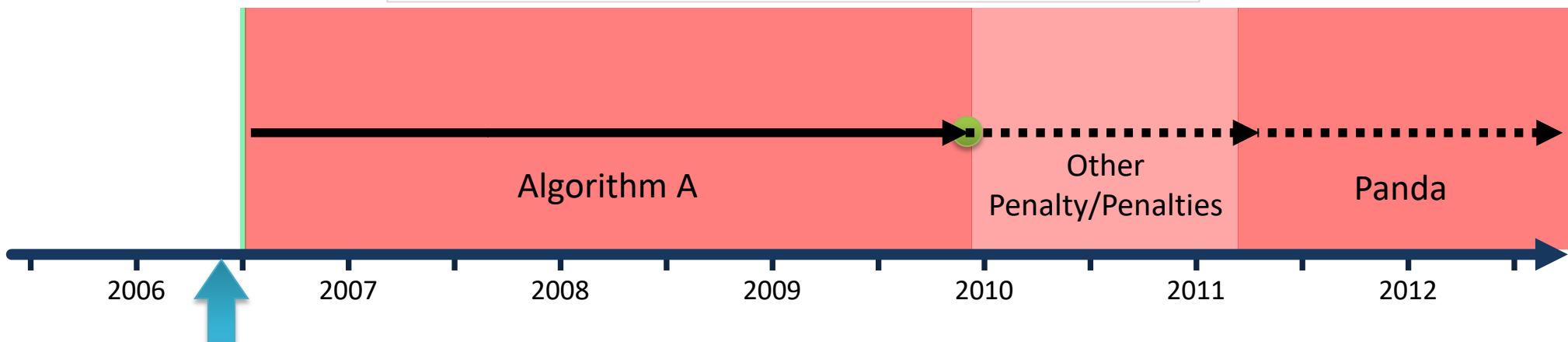


12 May 2006



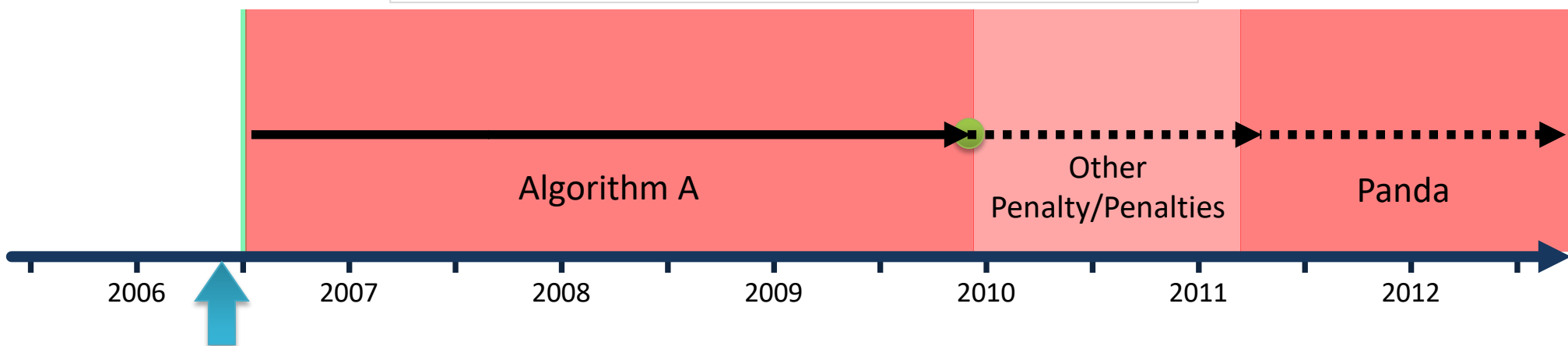
12 May 2006

Additional Canned ("One-Click") Searches



12 May 2006

Clickable/Crawable Product Topology

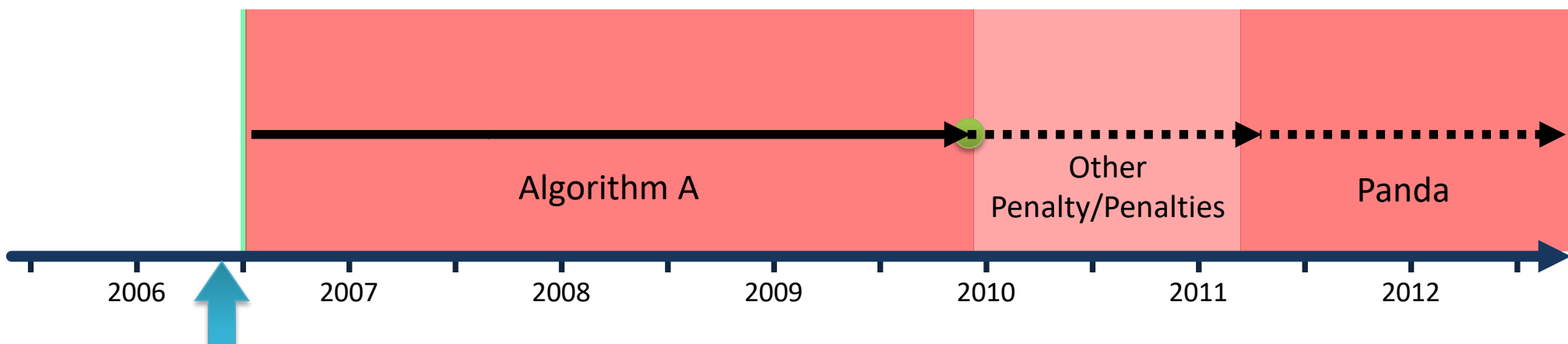


12 May 2006

The screenshot shows the foundem website interface for searching LCD televisions. The main search area is titled 'Advanced LCD Televisions Search' and includes several filter sections:

- Search by Price:** below £500, £500 to £1000, £1000 to £1500, £1500 to £2000, £2000 and over.
- Search by Brand:** Sony, Panasonic, Philips, Samsung, Sharp, Acer, More....
- Screen Size:** < 30", 30" to 39", 40" to 49", >= 50".
- Features:** Digital, Widescreen, HD Ready.

Below these filters are input fields for 'Manufacturer' (with a dropdown arrow), 'Model', 'Keywords (e.g. model, features, etc.)', and 'Price (GBP) to'. A 'Search' button is at the bottom of the form. A callout box with an arrow pointing to the manufacturer field contains the text: "But searches were still initiated through parameterised search forms".



24 May 2006

Internet Archive Wayback Machine: http://www.foundem.com/search/electronicsUK/L/Televisions/Flat_Panel_Televisions/LCD_Televisions.jsp

35 captures 12 May 2006 - 31 Oct 2007

foundem searchbeyondcomparison

United Kingdom International Sites

Travel Books, Music, DVDs Clothes & Accessories Computing & Games Electronics Home & Garden Gadgets & Toys About Us

find How are we doing?

Electronics Mobiles Appliances DIY

Electronics Search

Home » Electronics » Televisions » Flat Panel Televisions » LCD Televisions

Browse LCD Televisions Search Map

Search by Price

- below £500
- £500 to £1000
- £1000 to £1500
- £1500 to £2000
- £2000 and over

Search by Brand

- Sony
- Panasonic
- Philips
- Samsung
- Sharp
- Acer
- More...

Search All LCD Televisions

Advanced LCD Televisions Search

Screen Size : < 30" 30" to 39" 40" to 49" >= 50"

Features : Digital Widescreen HD Ready

Manufacturer

Model

Keywords (e.g. model, features, etc.)

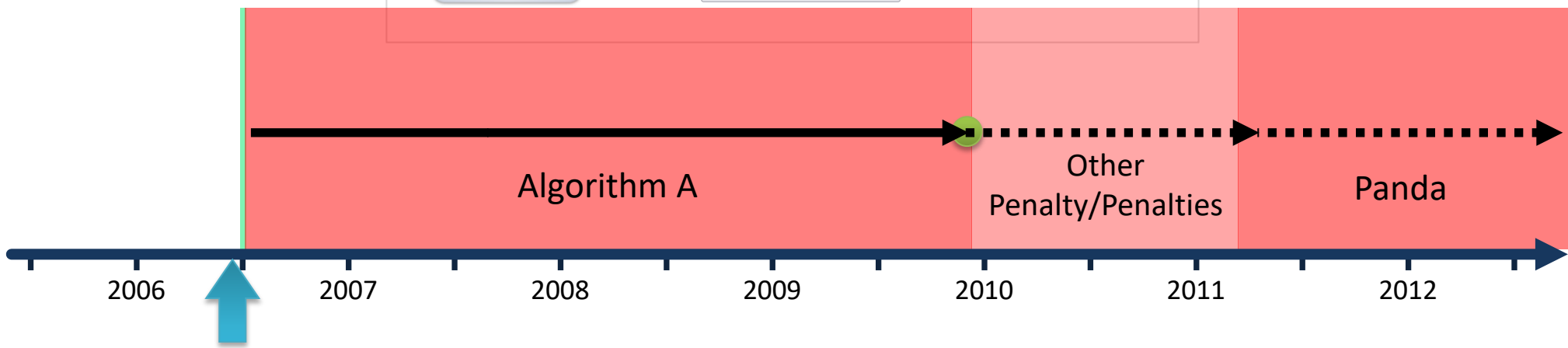
Price (GBP) to

Search

Clear Form

Search Map QuickLinks

Still Driven by Search Forms



18 July 2006

Internet Archive Wayback Machine: http://www.foundem.com/search/electronicsUK/LTelevisions/Flat_Panel_Televisions/LCD_Televisions.jsp

35 captures 12 May 2006 - 31 Oct 2007

foundem search beyond comparison

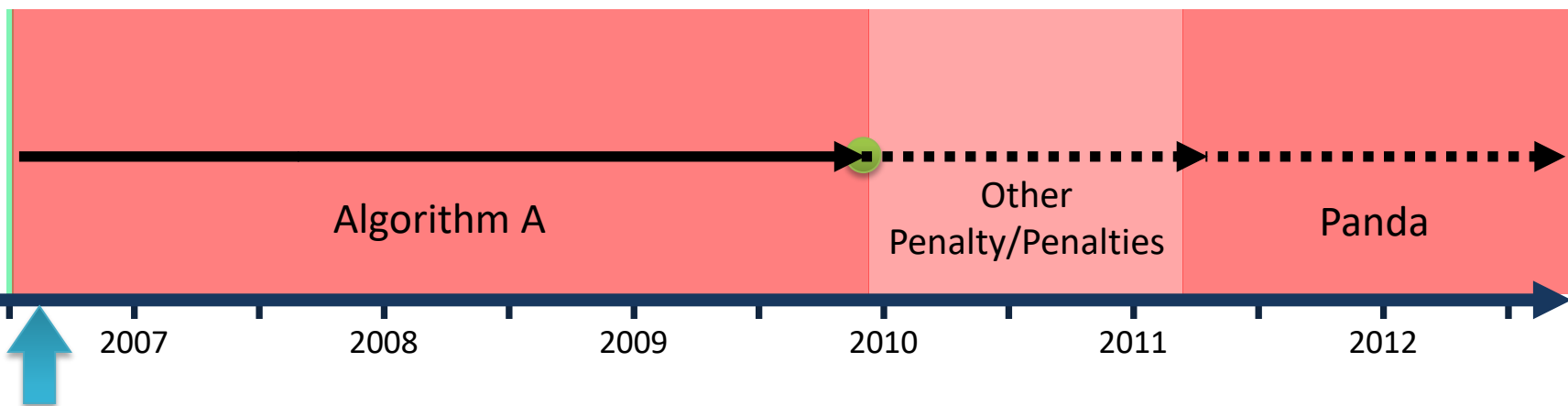
United Kingdom International Sites: [UK]

Electronics Search Show Advanced Search

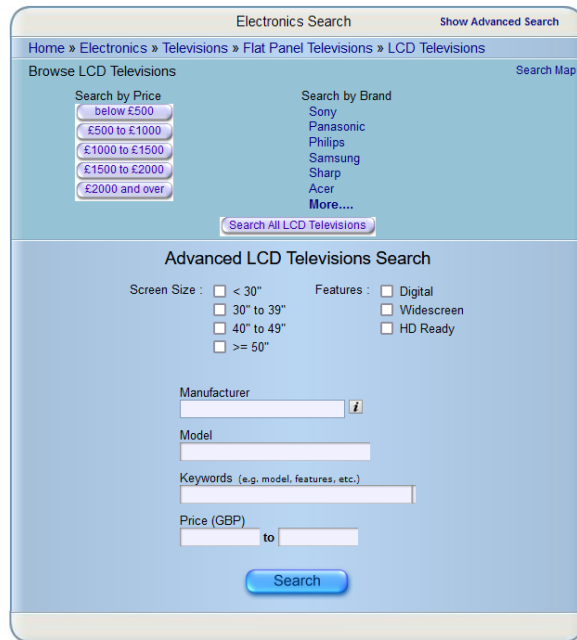
Home » Electronics » Televisions » Flat Panel Televisions » LCD Televisions

Found 300 models Sort By: #Stores Price Manufacturer Model

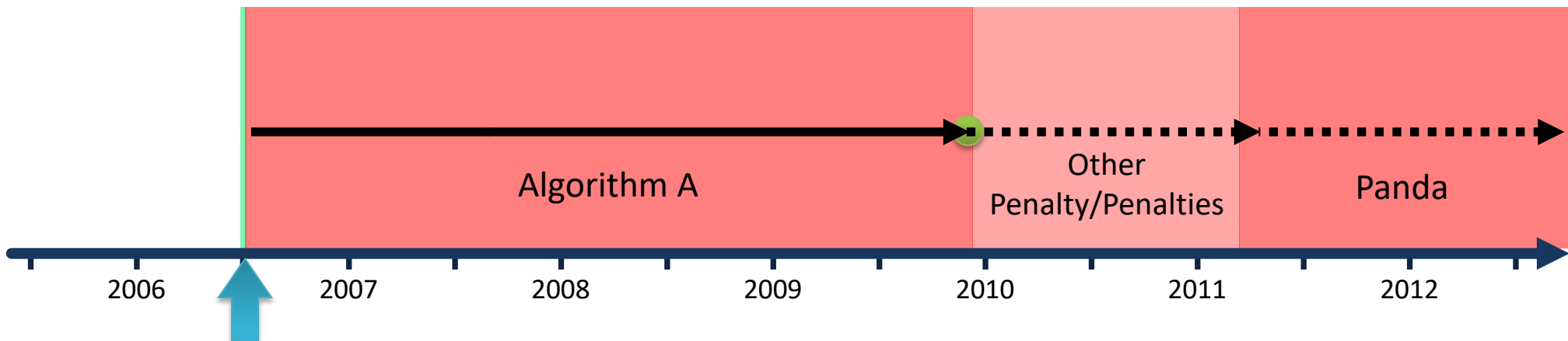
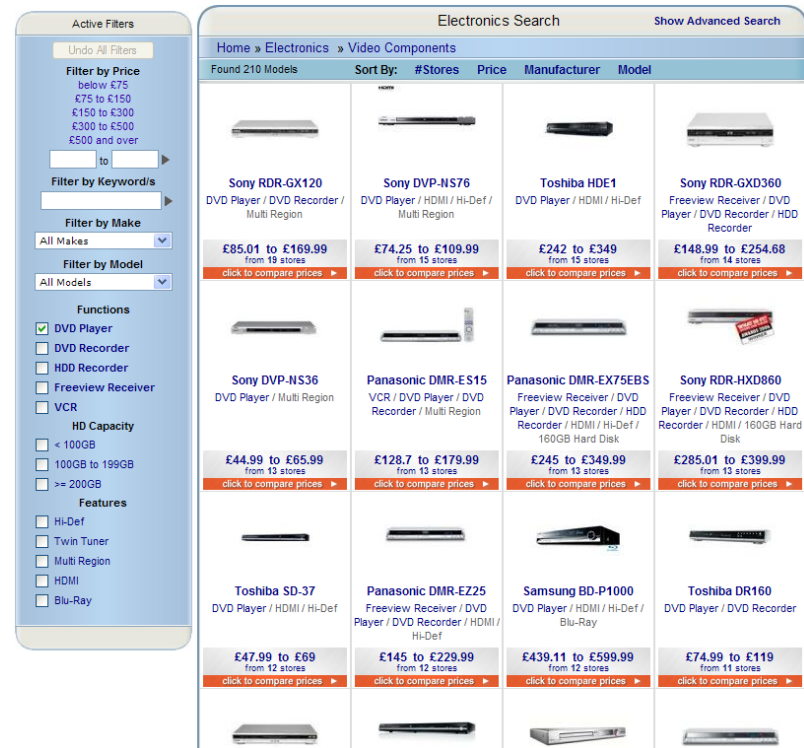
Manufacturer	Model	Price Range	Stores
Panasonic	TX26LXD60	£622.5 to £999	from 17 stores
Toshiba	32WLT66	£784 to £1099	from 17 stores
Panasonic	TX32LXD60	£827.01 to £1498	from 17 stores
Sony	KDL32S2010U	£882 to £1449	from 18 stores
Toshiba	37WLT66	£1086 to £1749	from 16 stores
Sony	KDL26S2010U	£659 to £1149	from 15 stores
Sony	KDL40S2010U	£1347 to £1899	from 15 stores
Toshiba	42WLT66	£1455.98 to £2399	from 15 stores
Toshiba	20WLT56	£393.87 to £548.87	from 14 stores
Toshiba	27WLT56	£549.98 to £899	from 14 stores
Samsung	LE32R74BD	£764 to £1099.99	from 14 stores
Philips	26PF5521D	£543.99 to £949	from 12 stores
Samsung	LE26R74BD		
Philips	32PF5521		
Sharp	LC32GD8E		
Sharp	LC-20SH1E		



This transition to a model-grid based interface went live between the 22nd and 26th of June 2006



22nd - 26th of June '06

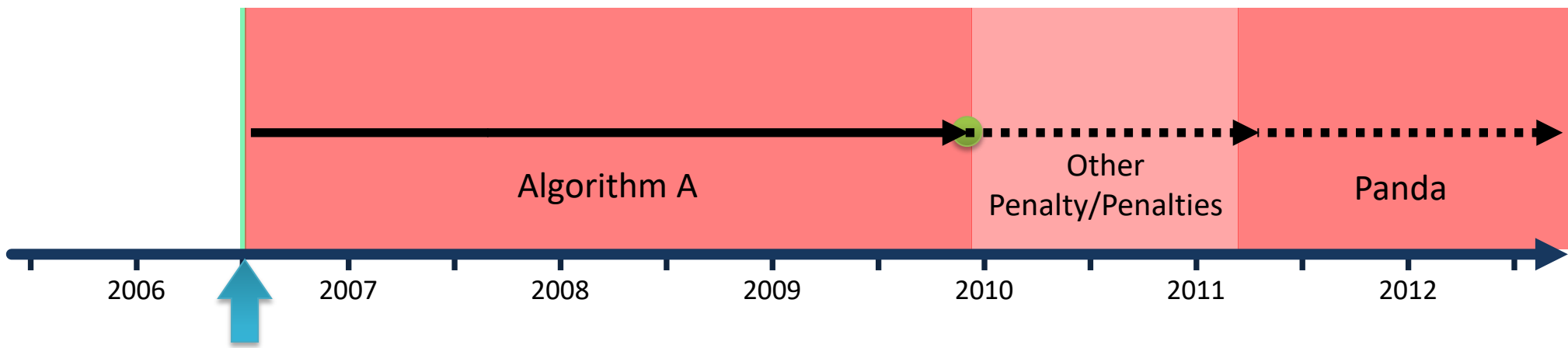


This transition to a model-grid based interface went live between the 22nd and 26th of June 2006

22nd - 26th of June '06

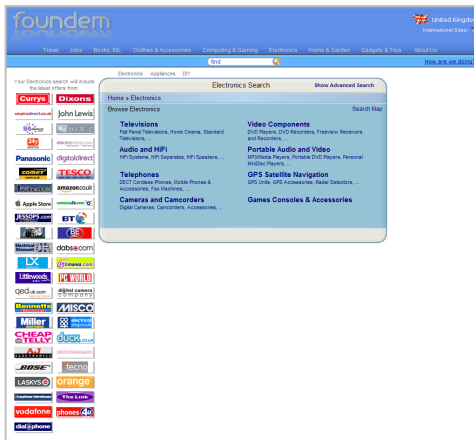
i.e., less than a day or week before Foundem was effectively “disappeared” from Google’s search results by the Algorithm A penalty

Electronics Search			
Home » Electronics » Video Components			
Found 210 Models			
Sort By: #Stores Price Manufacturer Model			
Sony RDR-GX120 DVD Player / DVD Recorder / Multi Region £85.01 to £169.99 from 13 stores click to compare prices	Sony DVP-NS76 DVD Player / HDMI / Hi-Def / Multi Region £74.25 to £109.99 from 13 stores click to compare prices	Toshiba HDE1 DVD Player / HDMI / Hi-Def £242 to £349 from 15 stores click to compare prices	Sony RDR-GXD360 Freerview Receiver / DVD Player / DVD Recorder / HDD Recorder £148.99 to £254.68 from 14 stores click to compare prices
Sony DVP-NS36 DVD Player / Multi Region £44.99 to £65.99 from 13 stores click to compare prices	Panasonic DMR-ES15 VCR / DVD Player / DVD Recorder / Multi Region £128.7 to £179.99 from 13 stores click to compare prices	Panasonic DMR-EX75EB5 Freerview Receiver / DVD Player / DVD Recorder / HDD Recorder / HDMI / Hi-Def / 160GB Hard Disk £245 to £349.99 from 13 stores click to compare prices	Sony RDR-HXD860 Freerview Receiver / DVD Player / DVD Recorder / HDD Recorder / HDMI / 160GB Hard Disk £285.01 to £399.99 from 13 stores click to compare prices
Toshiba SD-37 DVD Player / HDMI / Hi-Def £47.99 to £69 from 12 stores click to compare prices	Panasonic DMR-EZ25 Freerview Receiver / DVD Player / DVD Recorder / HDMI / Hi-Def £145 to £229.99 from 12 stores click to compare prices	Samsung BD-P1000 DVD Player / HDMI / Hi-Def / Blu-Ray £439.11 to £599.99 from 12 stores click to compare prices	Toshiba DR160 DVD Player / DVD Recorder £74.99 to £119 from 11 stores click to compare prices



Why does this matter?

Hundreds of Rich, Explorable and Crawlable Product Category Pages (Model Grids)



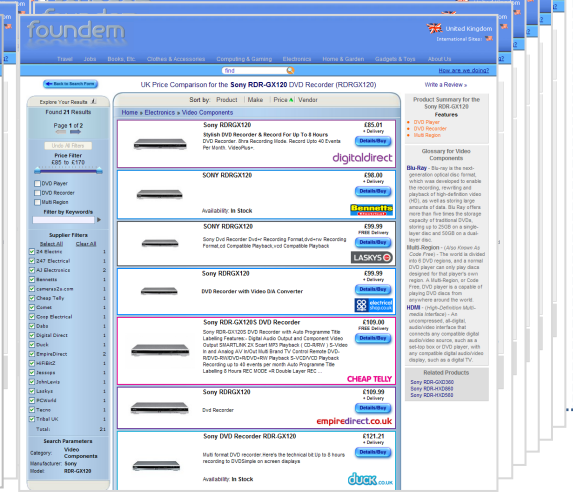
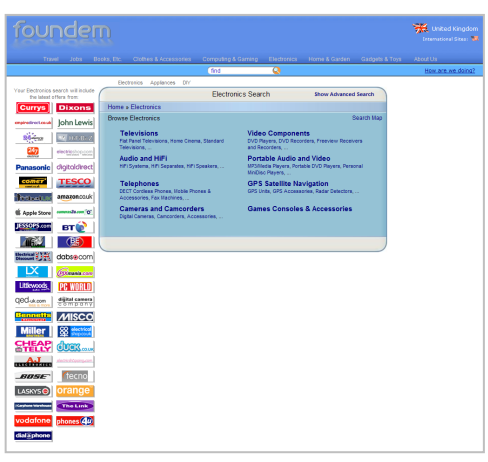
Prior to this, these product category pages did not exist.



Why does this matter?

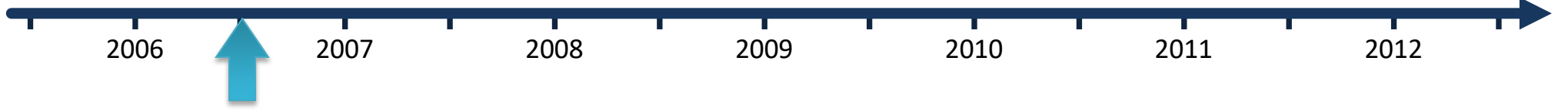
Hundreds of Rich, Explorable and Crawlable Product Category Pages (Model Grids)

Tens of Thousands of Product Price Comparison Pages



Prior to this, these product category pages did not exist.

And, as a consequence, the vast majority of Foundem's product price comparison pages were effectively invisible to search engine crawlers.



Electronics Search [Show Advanced Search](#)

Home » Electronics » Televisions » Flat Panel Televisions » LCD Televisions

Browse LCD Televisions [Search Map](#)

Search by Price

- below £500
- £500 to £1000
- £1000 to £1500
- £1500 to £2000
- £2000 and over

Search by Brand

- Sony
- Panasonic
- Philips
- Samsung
- Sharp
- Acer
- More....

[Search All LCD Televisions](#)

Advanced LCD Televisions Search

Screen Size : < 30" 30" to 39" 40" to 49" >= 50"

Features : Digital Widescreen HD Ready

Manufacturer

Model

Keywords (e.g. model, features, etc.)

Price (GBP) to

[Search](#)

22nd - 26th of June '06



Active Filters

Undo All Filters

Filter by Price

- below £75
- £75 to £150
- £150 to £300
- £300 to £500
- £500 and over

Filter by Keyword/s

Filter by Make

Filter by Model

Functions

- DVD Player
- DVD Recorder
- HDD Recorder
- Freeview Receiver
- VCR

HD Capacity

- < 100GB
- 100GB to 199GB
- >= 200GB

Features

- Hi-Def
- Twin Tuner
- Multi Region
- HDMI
- Blu-Ray

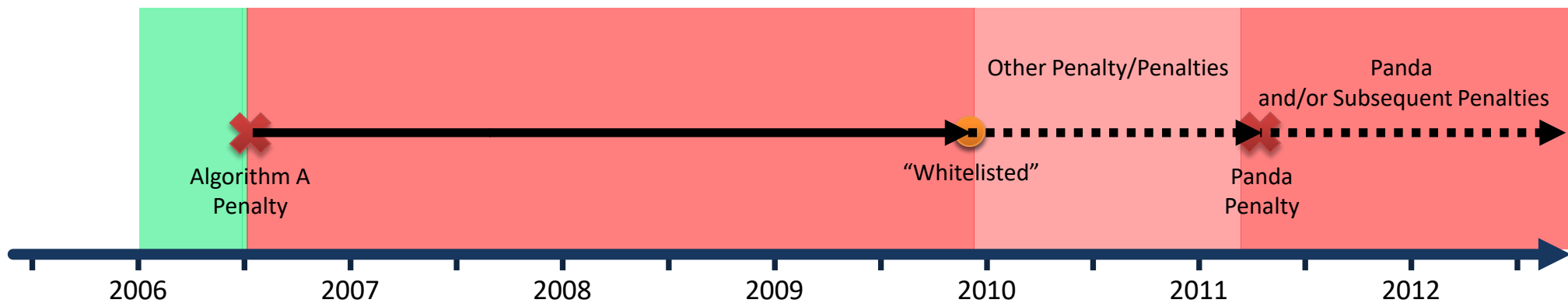
Electronics Search [Show Advanced Search](#)

Home » Electronics » Video Components

Found 210 Models **Sort By:** #Stores Price Manufacturer Model

<p>Sony RDR-GX120 DVD Player / DVD Recorder / Multi Region</p> <p>£85.01 to £169.99 from 19 stores</p> <p>click to compare prices</p>	<p>Sony DVP-NS76 DVD Player / HDMI / Hi-Def / Multi Region</p> <p>£74.25 to £109.99 from 13 stores</p> <p>click to compare prices</p>	<p>Toshiba HDE1 DVD Player / HDMI / Hi-Def</p> <p>£242 to £349 from 15 stores</p> <p>click to compare prices</p>	<p>Sony RDR-GXD360 Freeview Receiver / DVD Player / DVD Recorder / HDD Recorder</p> <p>£148.99 to £254.68 from 14 stores</p> <p>click to compare prices</p>
<p>Sony DVP-NS36 DVD Player / Multi Region</p> <p>£44.99 to £65.99 from 13 stores</p> <p>click to compare prices</p>	<p>Panasonic DMR-E515 VCR / DVD Player / DVD Recorder / Multi Region</p> <p>£128.7 to £179.99 from 13 stores</p> <p>click to compare prices</p>	<p>Panasonic DMR-EX75EBS Freeview Receiver / DVD Player / DVD Recorder / HDD Recorder / HDMI / Hi-Def / 160GB Hard Disk</p> <p>£245 to £349.99 from 13 stores</p> <p>click to compare prices</p>	<p>Sony RDR-HXD860 Freeview Receiver / DVD Player / DVD Recorder / HDD Recorder / HDMI / 160GB Hard Disk</p> <p>£285.01 to £399.99 from 13 stores</p> <p>click to compare prices</p>
<p>Toshiba SD-37 DVD Player / HDMI / Hi-Def</p> <p>£47.99 to £69 from 12 stores</p> <p>click to compare prices</p>	<p>Panasonic DMR-EZ25 Freeview Receiver / DVD Player / DVD Recorder / HDMI / Hi-Def</p> <p>£145 to £229.99 from 12 stores</p> <p>click to compare prices</p>	<p>Samsung BD-P1000 DVD Player / HDMI / Hi-Def / Blu-Ray</p> <p>£439.11 to £599.99 from 12 stores</p> <p>click to compare prices</p>	<p>Toshiba DR160 DVD Player / DVD Recorder</p> <p>£74.99 to £119 from 11 stores</p> <p>click to compare prices</p>

Unaffected?



Electronics Search [Show Advanced Search](#)

Home » Electronics » Televisions » Flat Panel Televisions » LCD Televisions

Browse LCD Televisions [Search Map](#)

Search by Price

- below £500
- £500 to £1000
- £1000 to £1500
- £1500 to £2000
- £2000 and over

Search by Brand

- Sony
- Panasonic
- Philips
- Samsung
- Sharp
- Acer
- More....

[Search All LCD Televisions](#)

Advanced LCD Televisions Search

Screen Size : < 30" 30" to 39" 40" to 49" >= 50"

Features : Digital Widescreen HD Ready

Manufacturer

Model

Keywords (e.g. model, features, etc.)

Price (GBP) to

[Search](#)

22nd - 26th of June '06



Active Filters

Undo All Filters

Filter by Price

- below £75
- £75 to £150
- £150 to £300
- £300 to £500
- £500 and over

Filter by Keyword/s

Filter by Make

Filter by Model

Functions

- DVD Player
- DVD Recorder
- HDD Recorder
- Freeview Receiver
- VCR

HD Capacity

- < 100GB
- 100GB to 199GB
- >= 200GB

Features

- Hi-Def
- Twin Tuner
- Multi Region
- HDMI
- Blu-Ray

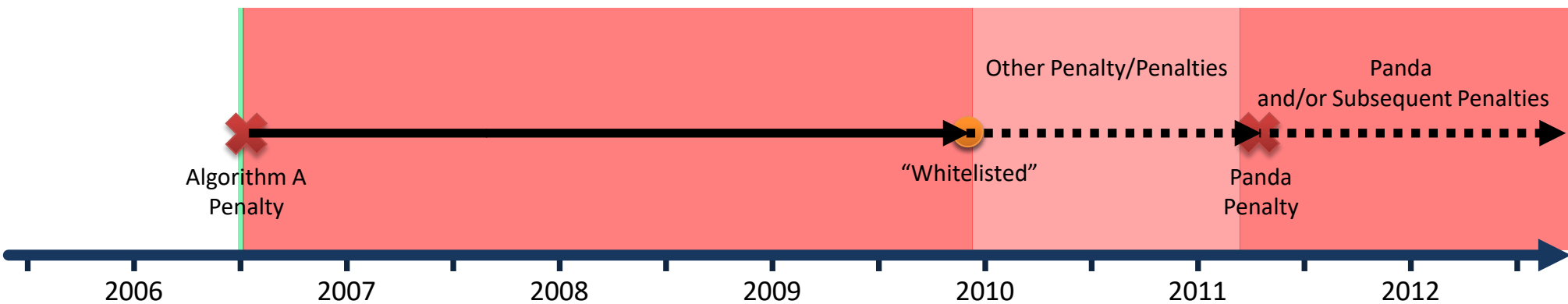
Electronics Search [Show Advanced Search](#)

Home » Electronics » Video Components

Found 210 Models **Sort By:** #Stores Price Manufacturer Model

<p>Sony RDR-GX120 DVD Player / DVD Recorder / Multi Region</p> <p>£85.01 to £169.99 from 19 stores</p> <p>click to compare prices</p>	<p>Sony DVP-NS76 DVD Player / HDMI / Hi-Def / Multi Region</p> <p>£74.25 to £109.99 from 13 stores</p> <p>click to compare prices</p>	<p>Toshiba HDE1 DVD Player / HDMI / Hi-Def</p> <p>£242 to £349 from 15 stores</p> <p>click to compare prices</p>	<p>Sony RDR-GXD360 Freeview Receiver / DVD Player / DVD Recorder / HDD Recorder</p> <p>£148.99 to £254.68 from 14 stores</p> <p>click to compare prices</p>
<p>Sony DVP-NS36 DVD Player / Multi Region</p> <p>£44.99 to £65.99 from 13 stores</p> <p>click to compare prices</p>	<p>Panasonic DMR-E515 VCR / DVD Player / DVD Recorder / Multi Region</p> <p>£128.7 to £179.99 from 13 stores</p> <p>click to compare prices</p>	<p>Panasonic DMR-EX75EBS Freeview Receiver / DVD Player / DVD Recorder / HDD Recorder / HDMI / Hi-Def / 160GB Hard Disk</p> <p>£245 to £349.99 from 13 stores</p> <p>click to compare prices</p>	<p>Sony RDR-HXD860 Freeview Receiver / DVD Recorder / HDMI / 160GB Hard Disk</p> <p>£285.01 to £399.99 from 13 stores</p> <p>click to compare prices</p>
<p>Toshiba SD-37 DVD Player / HDMI / Hi-Def</p> <p>£47.99 to £69 from 12 stores</p> <p>click to compare prices</p>	<p>Panasonic DMR-EZ25 Freeview Receiver / DVD Player / DVD Recorder / HDMI / Hi-Def</p> <p>£145 to £229.99 from 12 stores</p> <p>click to compare prices</p>	<p>Samsung BD-P1000 DVD Player / HDMI / Hi-Def / Blu-Ray</p> <p>£439.11 to £599.99 from 12 stores</p> <p>click to compare prices</p>	<p>Toshiba DR160 DVD Player / DVD Recorder</p> <p>£74.99 to £119 from 11 stores</p> <p>click to compare prices</p>

Unaffected?



END