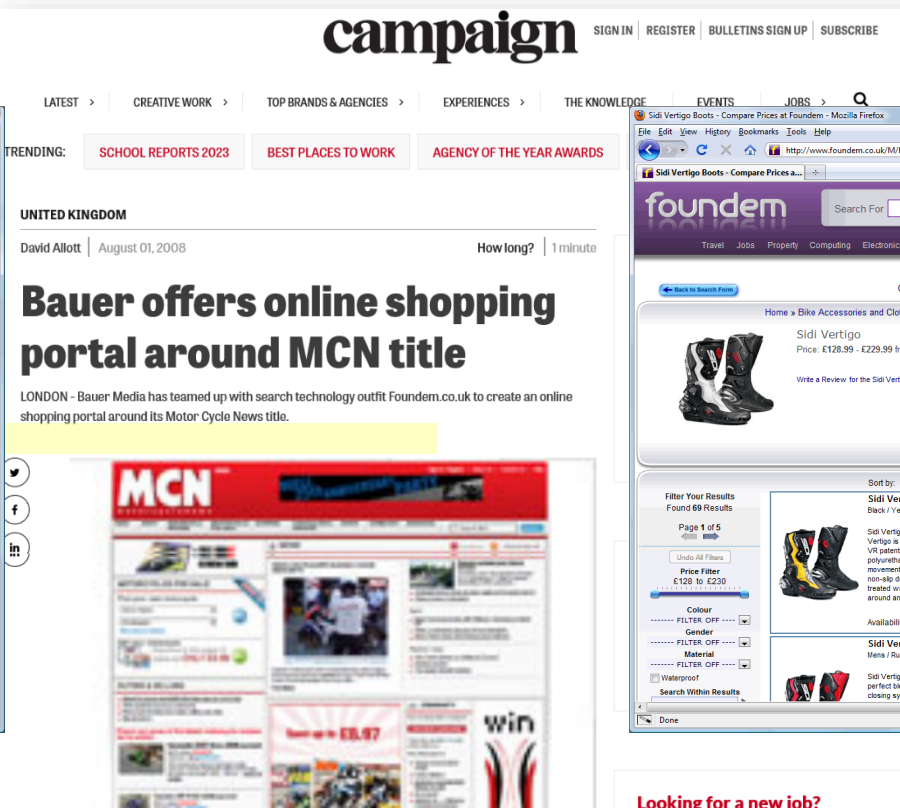
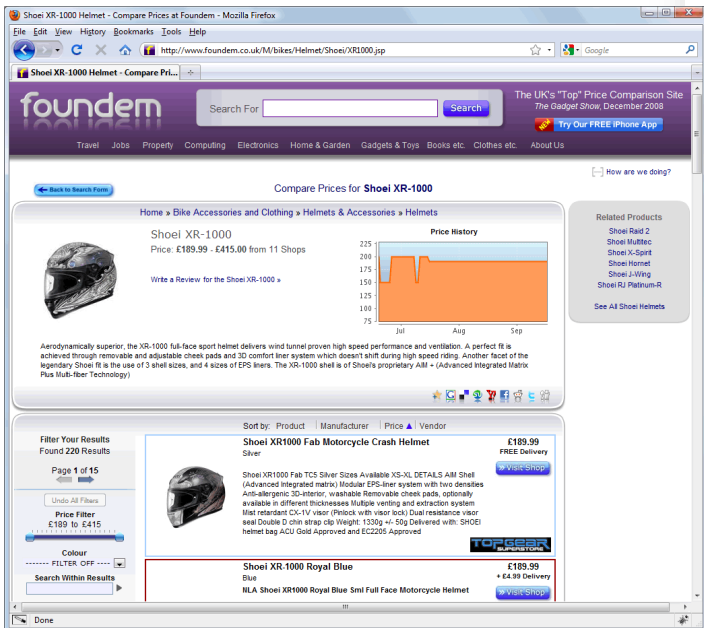


A Real-World Example (from September 2009)

In August 2008, in partnership with Bauer (Europe's leading independent magazine publisher), Foundem launched the UK's (and possibly the world's) first comparison shopping domain for motorcycle parts and accessories:



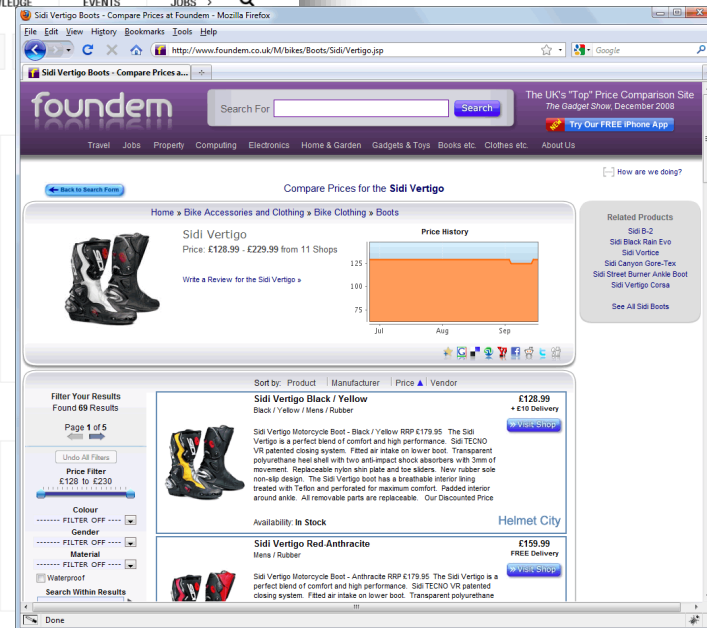
MCN offers online shopping portal

The new service, which represents Bauer Media's largest e-commerce initiative to date, allows users to search for motorcycle parts, accessories and related products such as DVDs and books, from MCN's ten retail partners.

Bauer Media said that if successful, the move could be replicated across some of its other titles, such as the used car guide Parkers.

Bauer Media specialist digital director, Ralph Percival, said: "MCN is the only brand that has the weight and the audience reach to launch this proposition.

"As sales build, we are learning more and more each day, and we are really excited by the opportunities we see in e-commerce, not just in motorcycling, but potentially across many more of our specialist markets."



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PARTNER CONTENT



A Real-World Example (from September 2009)

Google Search:

A Real-World Example (from September 2009)

Google Search:

The screenshot shows a Mozilla Firefox browser window displaying the Foundem website. The page title is "Shoei XR-1000 Helmet - Compare Prices at Foundem". The URL is "http://www.foundem.co.uk/M/bikes/Helmet/Shoei/XR1000.jsp". The page features a search bar with the text "Shoei XR-1000 Helmet - Compare Pri...", a navigation menu with categories like Travel, Jobs, Property, Computing, Electronics, Home & Garden, Gadgets & Toys, Books etc., Clothes etc., and About Us. The main content area is titled "Compare Prices for Shoei XR-1000" and includes a product image, a price range of "£189.99 - £415.00 from 11 Shops", a "Price History" graph showing price fluctuations from July to September, and a list of search results. The search results are sorted by Price and show two items: "Shoei XR1000 Fab Motorcycle Crash Helmet Silver" for £189.99 with free delivery, and "Shoei XR-1000 Royal Blue" for £189.99 with £4.99 delivery. The page also includes a "Filter Your Results" section with 220 results found, a "Price Filter" set to £189 to £415, and a "Colour" filter set to "Blue".

Foundem's Price Comparison Page
for the Shoei XR-1000 Motorcycle Helmet
(Screenshot from September 2009)

A Real-World Example (from September 2009)

Google Search:

Probably the most relevant result (by some margin)
 (featuring a price-history graph and over 200 offers from multiple merchants in various filterable colour-ways)

The screenshot shows the Foundem website interface for a price comparison of the Shoei XR-1000 motorcycle helmet. At the top, there is a search bar and navigation links for various categories like Travel, Jobs, Property, etc. The main content area is titled "Compare Prices for Shoei XR-1000". It includes a product image of the helmet, a price range of £189.99 - £415.00 from 11 shops, and a "Price History" graph showing price fluctuations from July to September. Below this, there is a detailed product description and a list of offers from different merchants, including "Shoei XR1000 Fab Motorcycle Crash Helmet" for £189.99 and "Shoei XR-1000 Royal Blue" for £189.99. The page also features a filter sidebar on the left with options for price, color, and search within results.

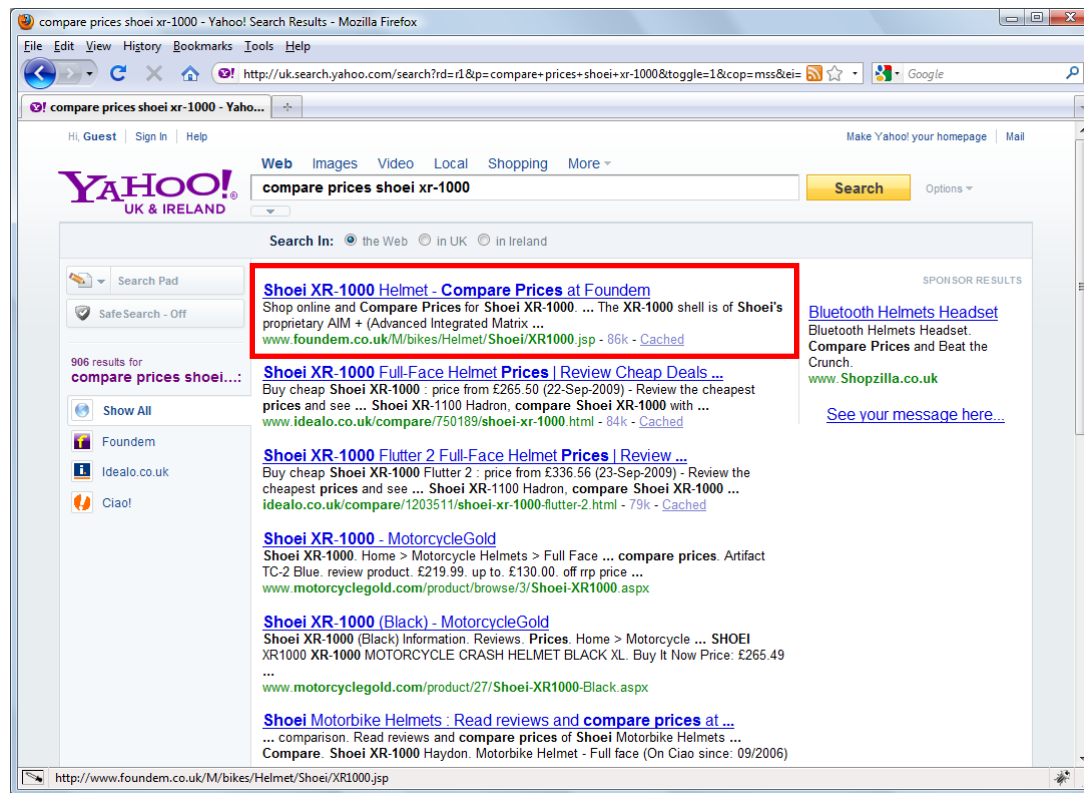
Foundem's Price Comparison Page
 for the Shoei XR-1000 Motorcycle Helmet
 (Screenshot from September 2009)

A Real-World Example (from September 2009)

Google Search:

Yet, During Foundem's 2006-2009 Algorithm A Google Search Penalty...

Rank
Yahoo 1

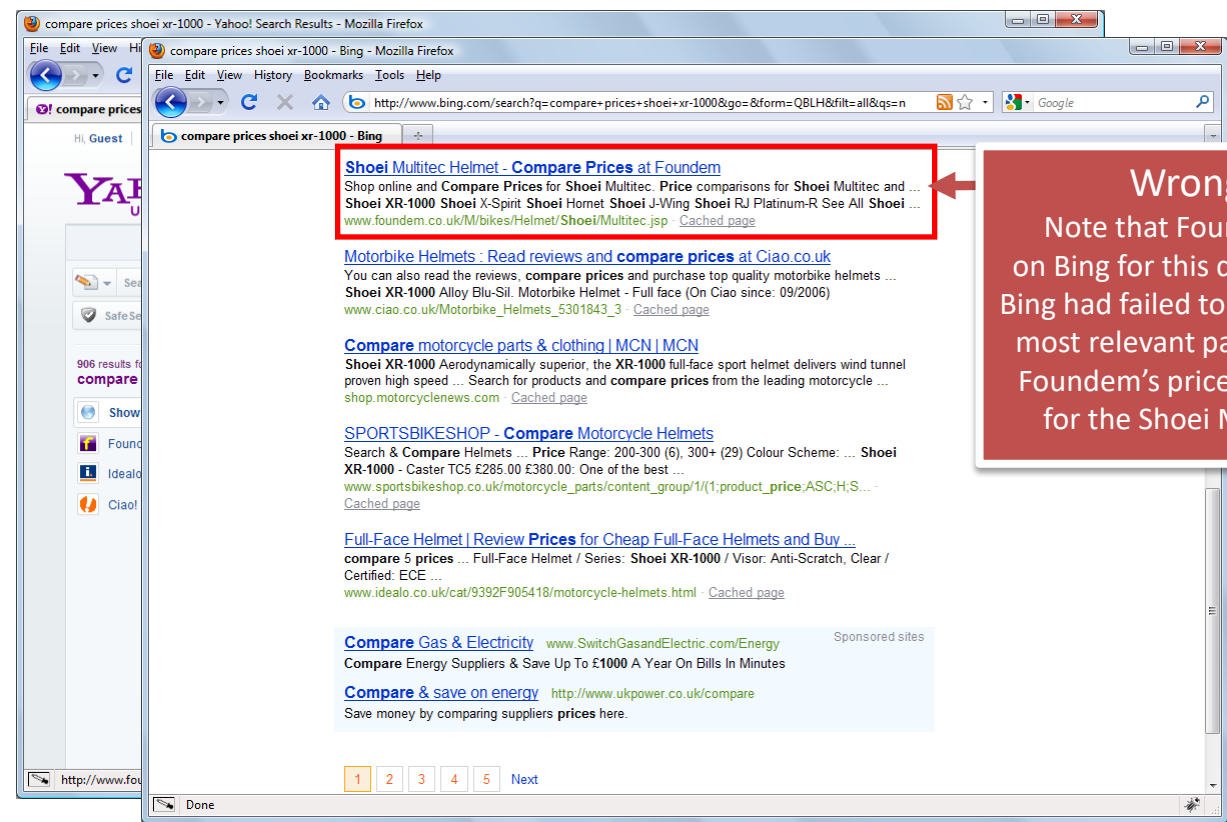


A Real-World Example (from September 2009)

Google Search:

Yet, During Foundem's 2006-2009 Algorithm A Google Search Penalty...

Rank	
Yahoo	1
Bing	7



Wrong Page!

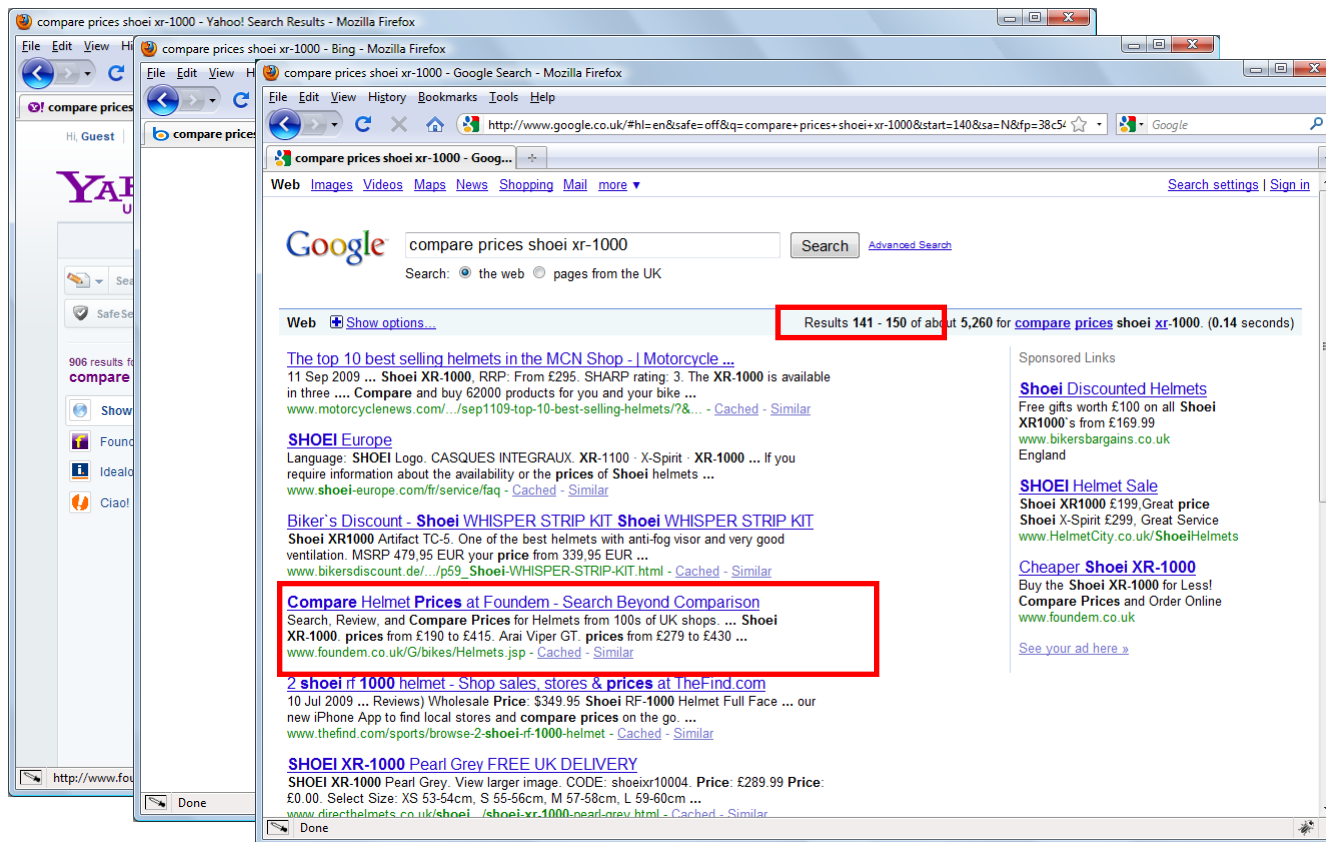
Note that Foundem ranked 7th on Bing for this query, even though Bing had failed to identify Foundem's most relevant page. Instead, this is Foundem's price comparison page for the Shoei Multitec Helmet.

A Real-World Example (from September 2009)

Google Search:

Yet, During Foundem's 2006-2009 Algorithm A Google Search Penalty...

	Rank
Yahoo	1
Bing	7
Google	145 (Page 15!)

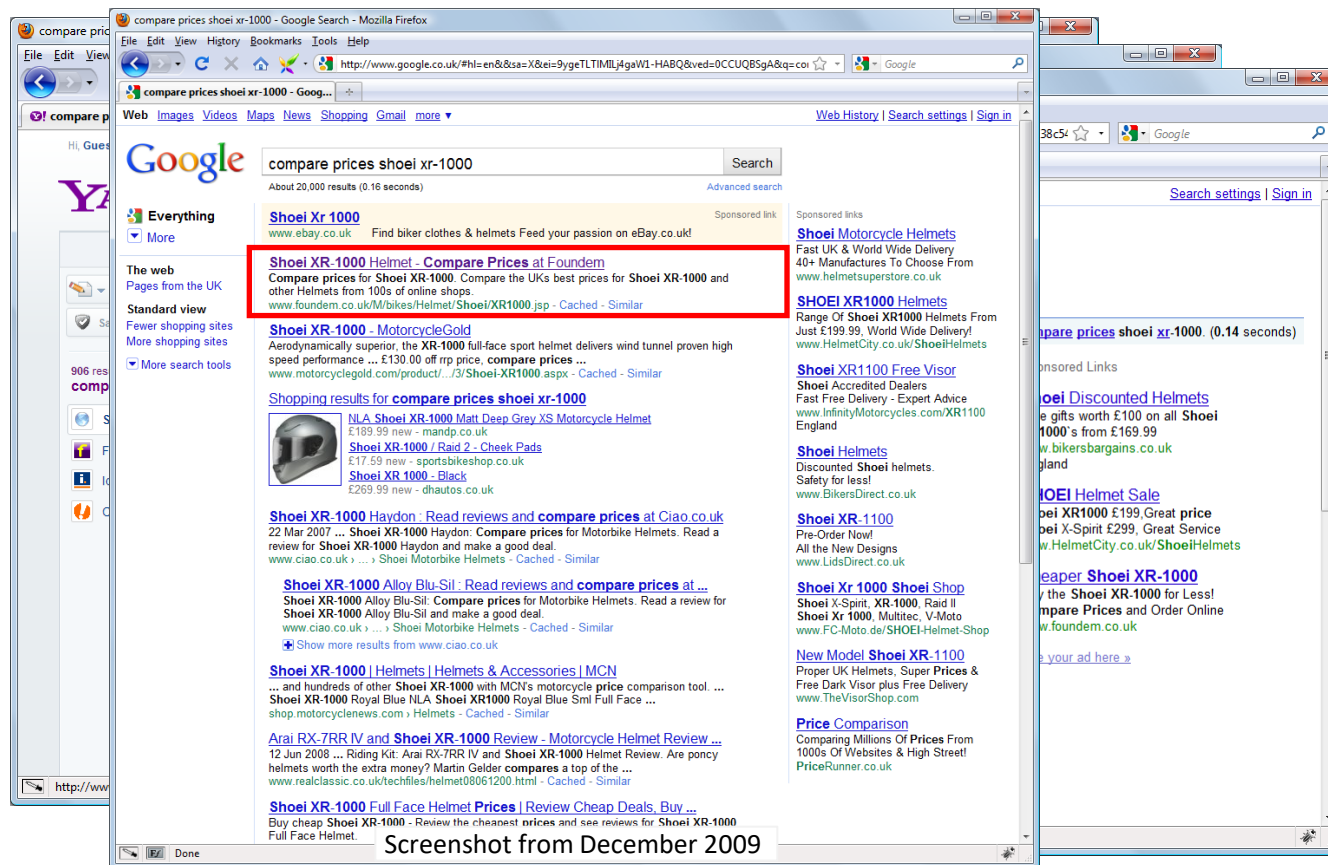


A Real-World Example (from September 2009)

Google Search:

Immediately Following Google's December 1, 2009 "Whitelisting" of Foundem from the Algorithm A Google Search Penalty...

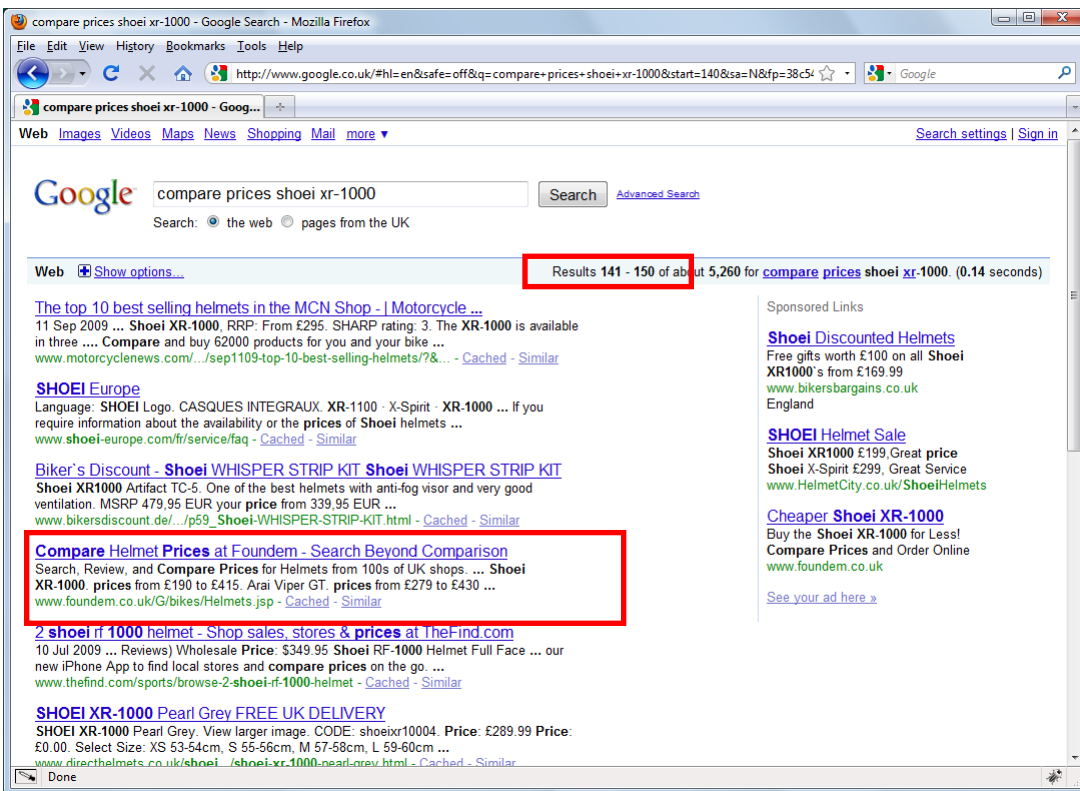
	Rank
Yahoo	1
Bing	7
Google	145
Google	1



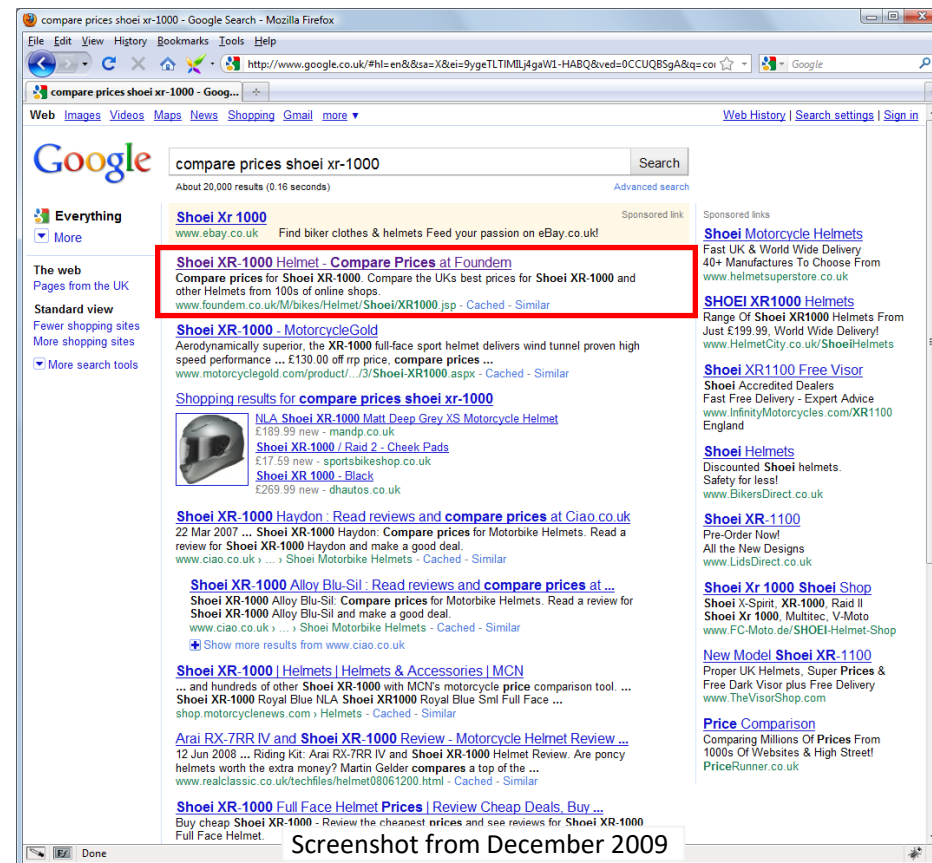
A Real-World Example (from September 2009)

Google Search:

Immediately Following Google's December 1, 2009 "Whitelisting" of Foundem from the Algorithm A Google Search Penalty...



Foundem Penalised by Algorithm A
(Foundem Rank: 145th)

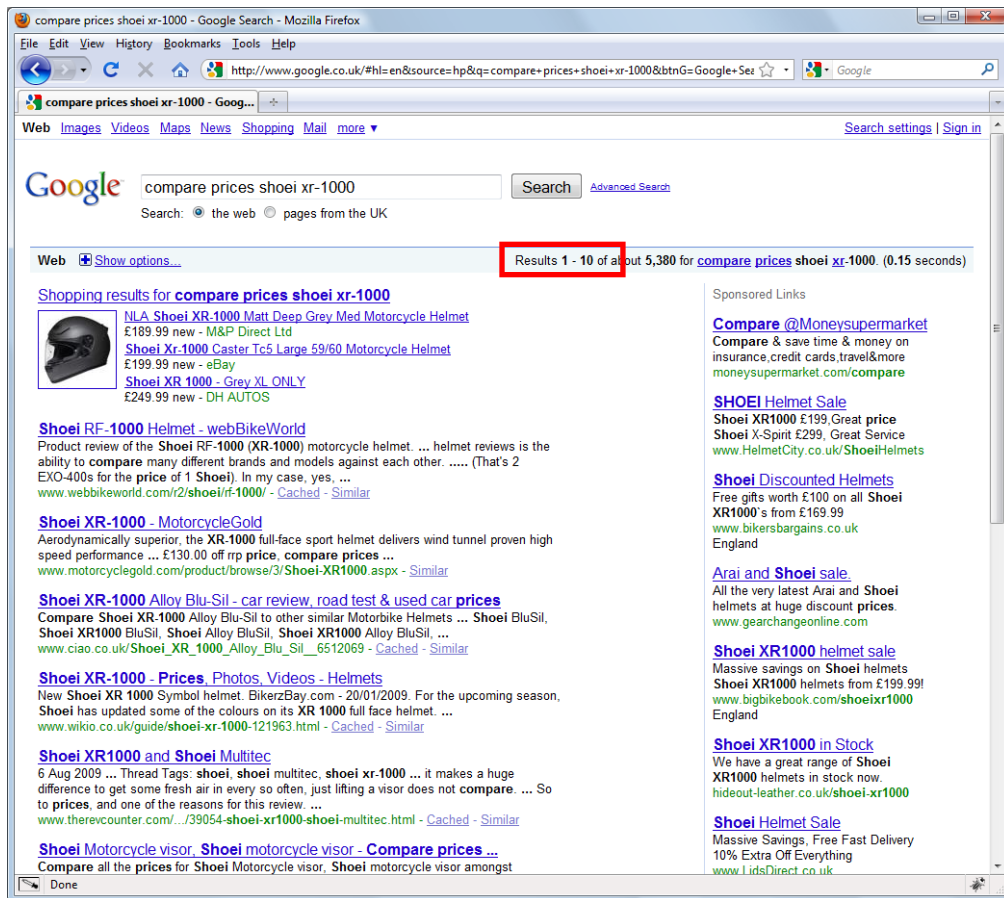


Foundem Whitelisted from Algorithm A
(Foundem Rank: 1st)

A Real-World Example (from September 2009)

Google Search:

Immediately Following Google's December 1, 2009 "Whitelisting" of Foundem from the Algorithm A Google Search Penalty...



Fortunately, we have contemporaneous screenshots of Google's search results pages and the top ranked web pages for this query (from September 2009) and can therefore get a good sense of how relevant these top ranked results were compared to the Foundem page that users were being artificially denied access to...

Foundem Penalised by Algorithm A
(Foundem Rank: 145th)

A Real-World Example (from September 2009)

Google Search:

Immediately Following Google's December 1, 2009 "Whitelisting" of Foundem from the Algorithm A Google Search Penalty...

Instead of this...

Foundem Penalised by Algorithm A
(Foundem Rank: 145th)

A Real-World Example (from September 2009)

Google Search: compare prices shoei xr-1000

Immediately Following Google's December 1, 2009 "Whitelisting" of Foundem from the Algorithm A Google Search Penalty...

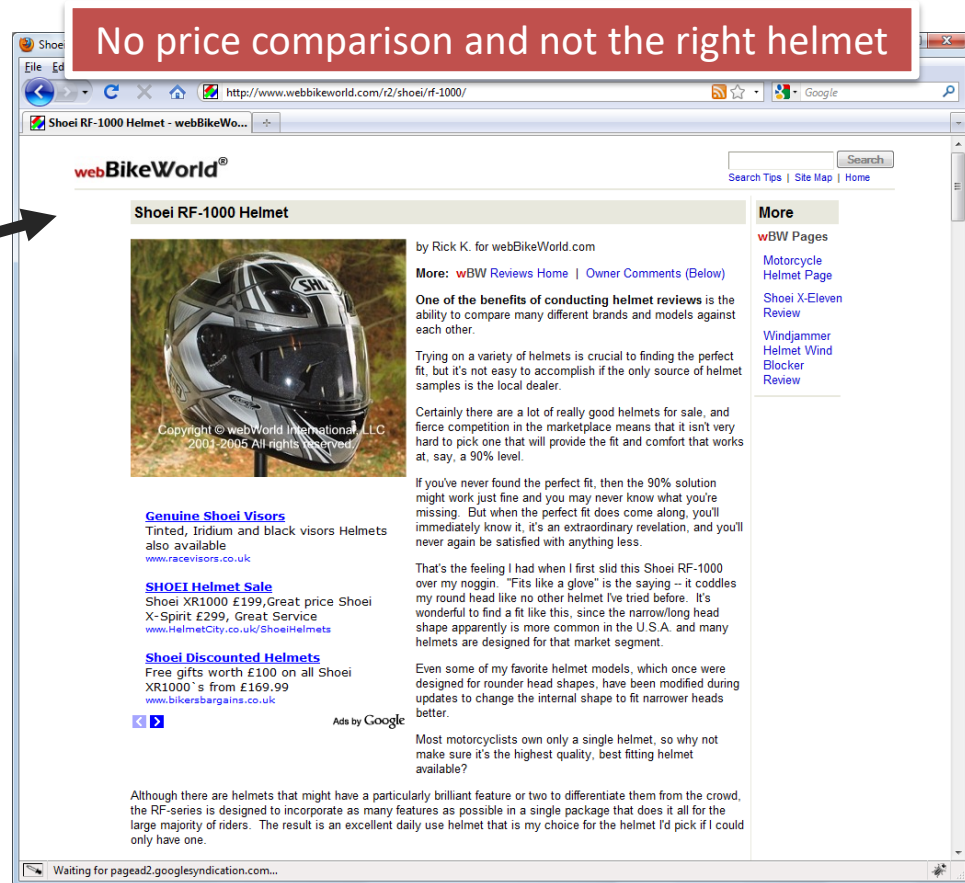
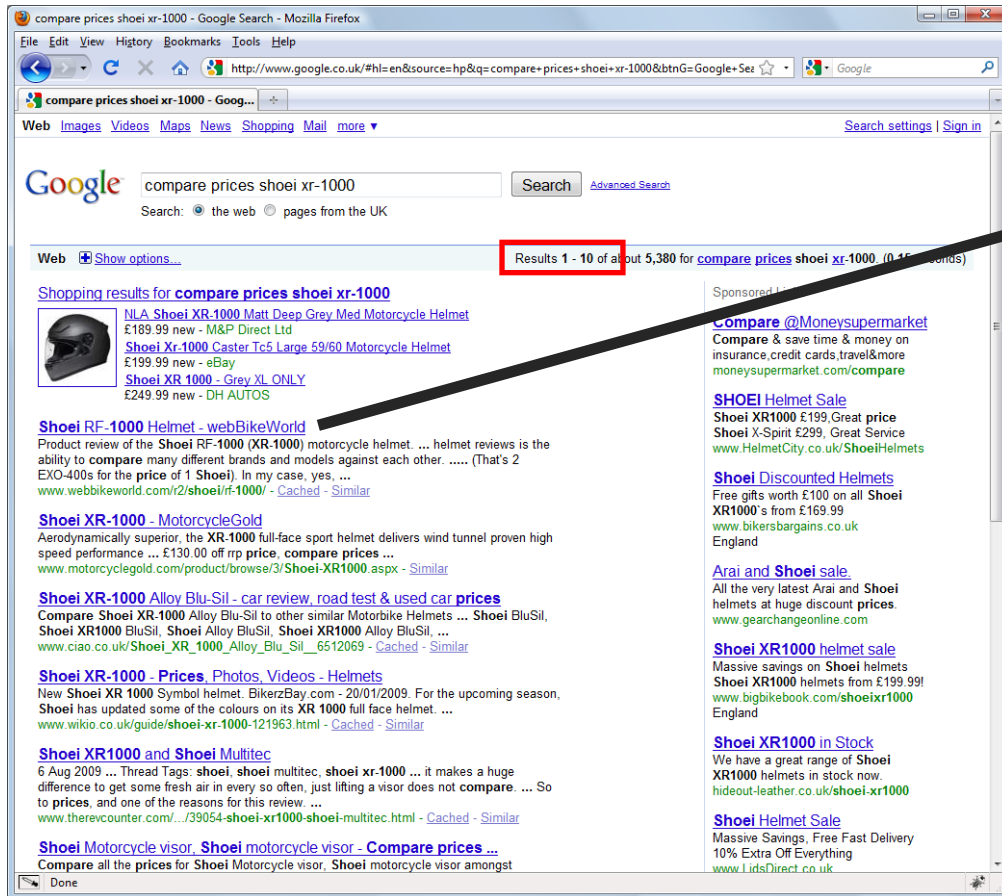
The image displays two side-by-side screenshots of a Mozilla Firefox browser window. The left window shows a standard Google search for 'compare prices shoei xr-1000'. The search results list various motorcycle helmets, with Foundem's link 'Compare @Moneysupermarket' appearing as the top result. A red box highlights the text 'Results 1 - 10 of about 425 for compare prices shoei xr-1000', and an arrow points from this box to the right window. The right window shows the 'Google products' search results for the same query. The top result is 'Compare @Moneysupermarket', which is highlighted in yellow. A large green checkmark and the text 'ARTIFICIALLY PROMOTED' are overlaid on this result. Other search results include 'Shoel helmet sale', 'Shoel XR1000 Crash Helmet', and 'Shoel XR1000 in Stock'.

Foundem Penalised by Algorithm A (Foundem Rank: 145th)

A Real-World Example (from September 2009)

Google Search: compare prices shoei xr-1000

Immediately Following Google's December 1, 2009 "Whitelisting" of Foundem from the Algorithm A Google Search Penalty...

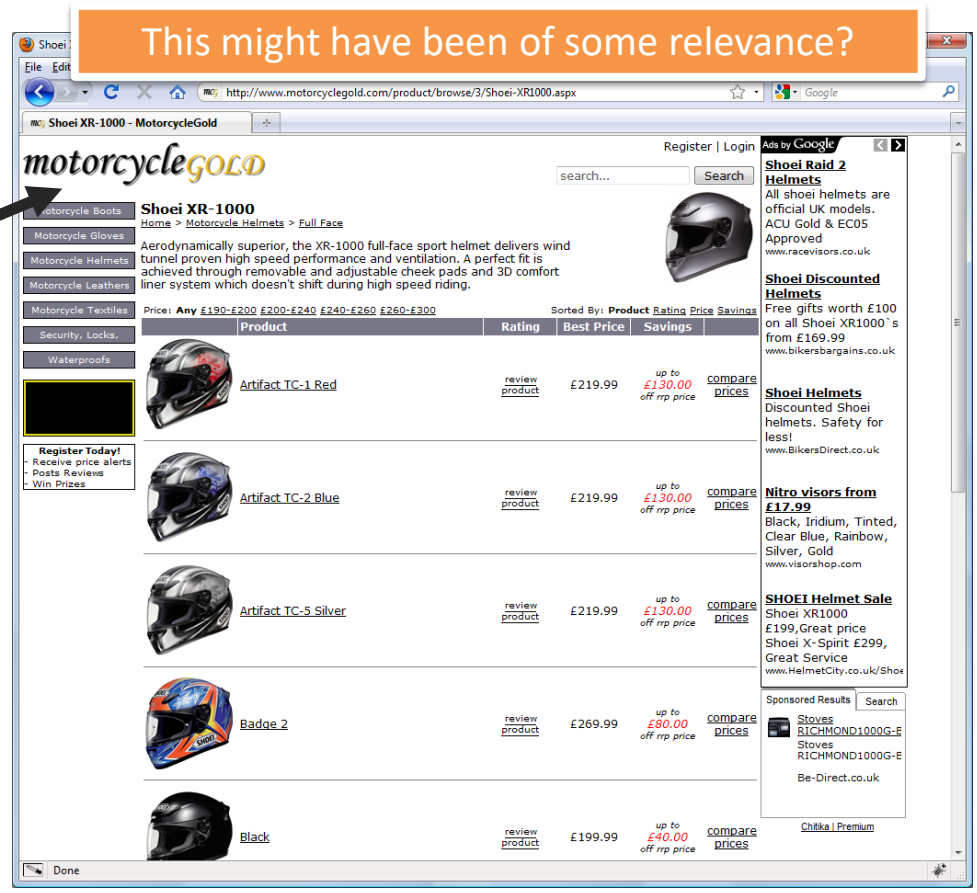
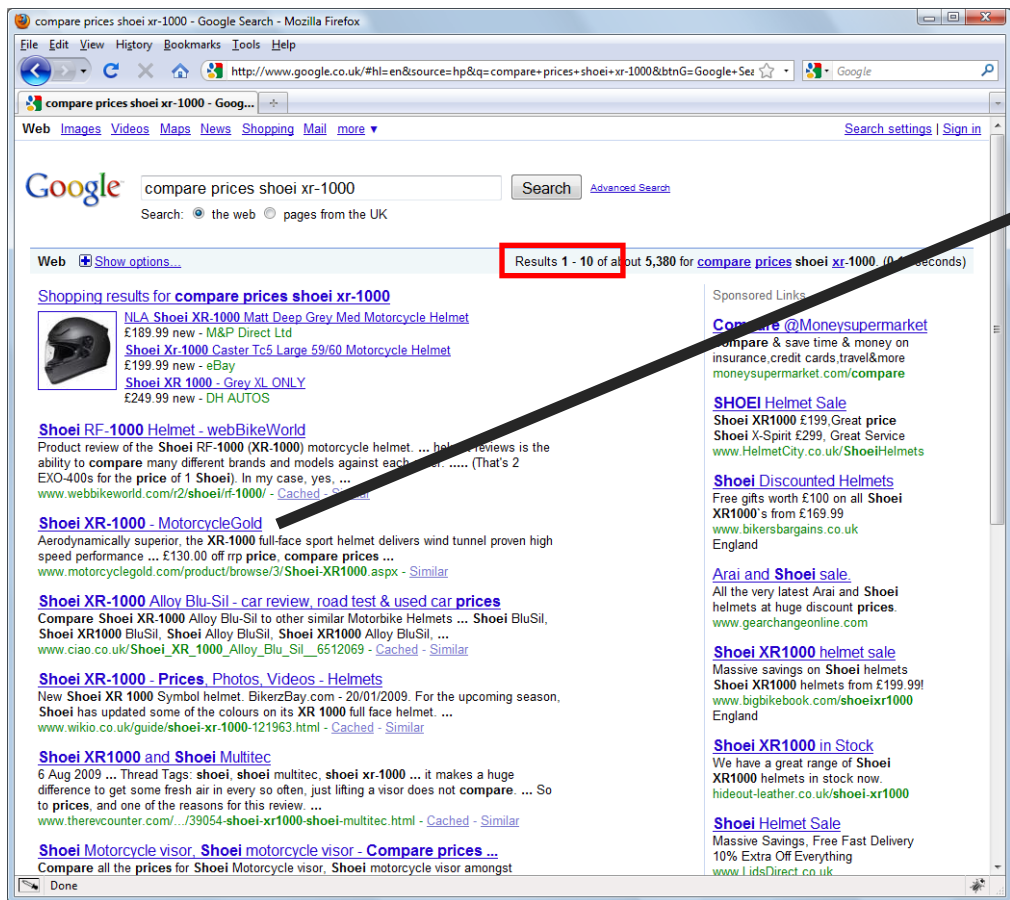


Foundem Penalised by Algorithm A
(Foundem Rank: 145th)

A Real-World Example (from September 2009)

Google Search:

Immediately Following Google's December 1, 2009 "Whitelisting" of Foundem from the Algorithm A Google Search Penalty...

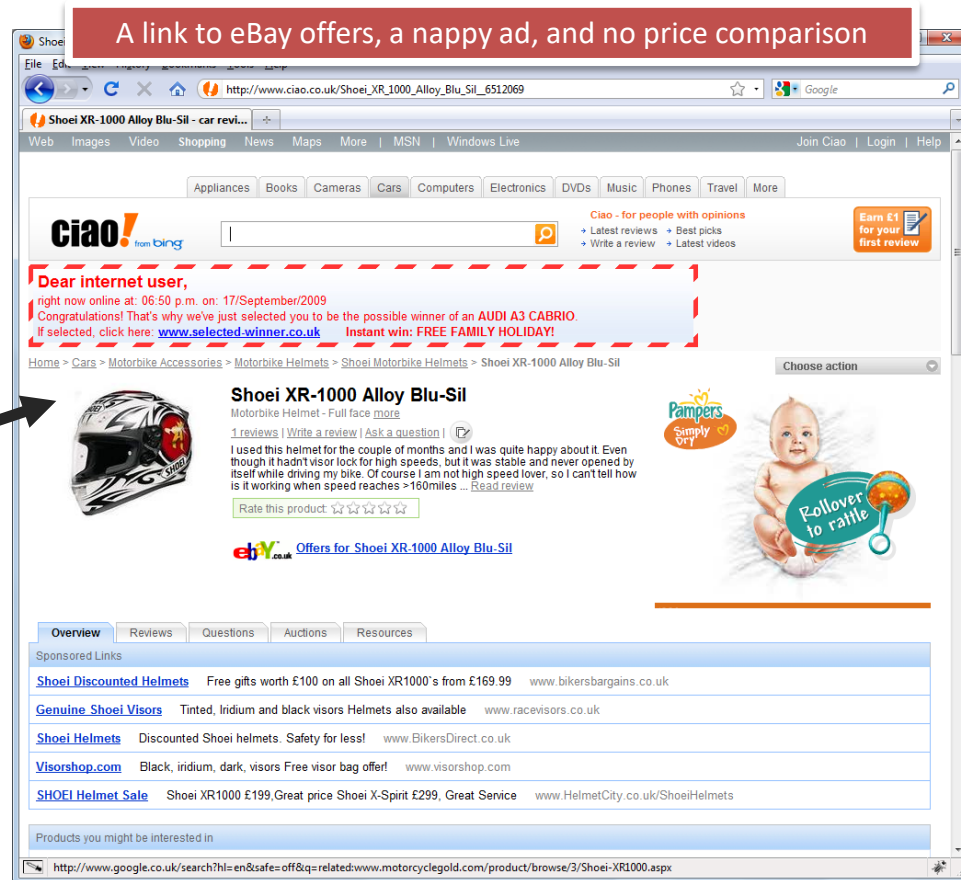
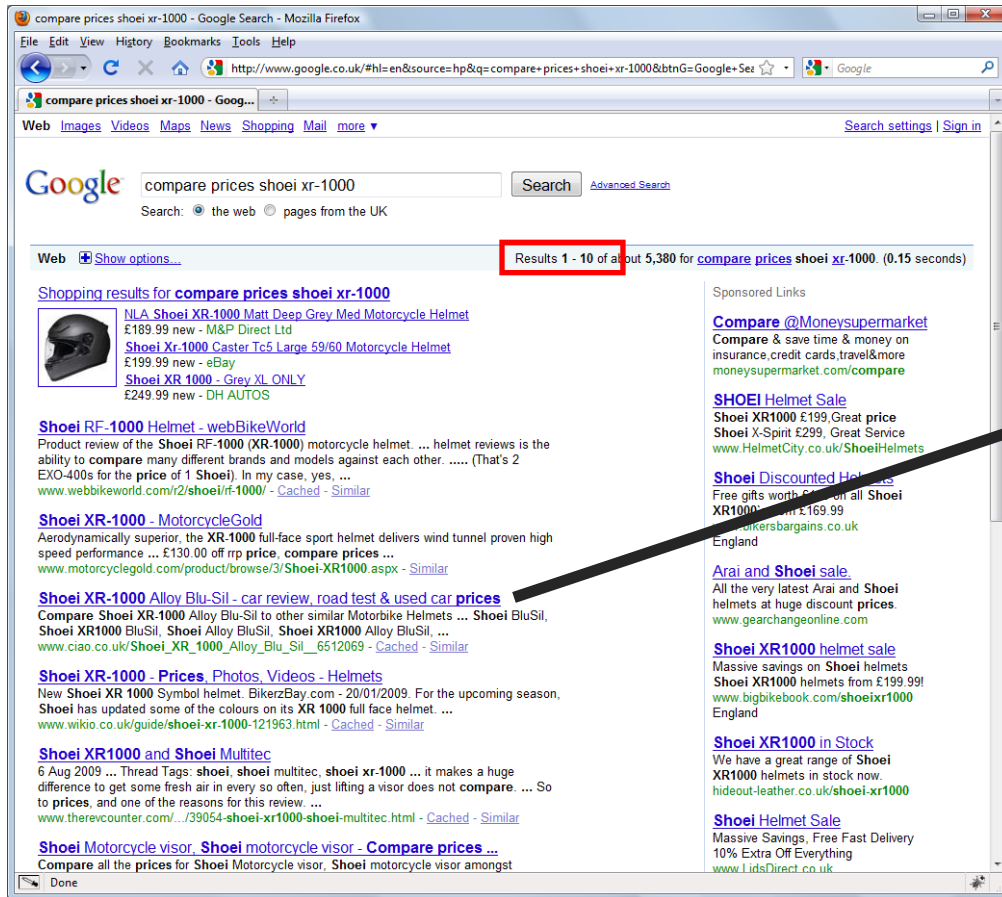


Foundem Penalised by Algorithm A
(Foundem Rank: 145th)

A Real-World Example (from September 2009)

Google Search: compare prices shoei xr-1000

Immediately Following Google's December 1, 2009 "Whitelisting" of Foundem from the Algorithm A Google Search Penalty...

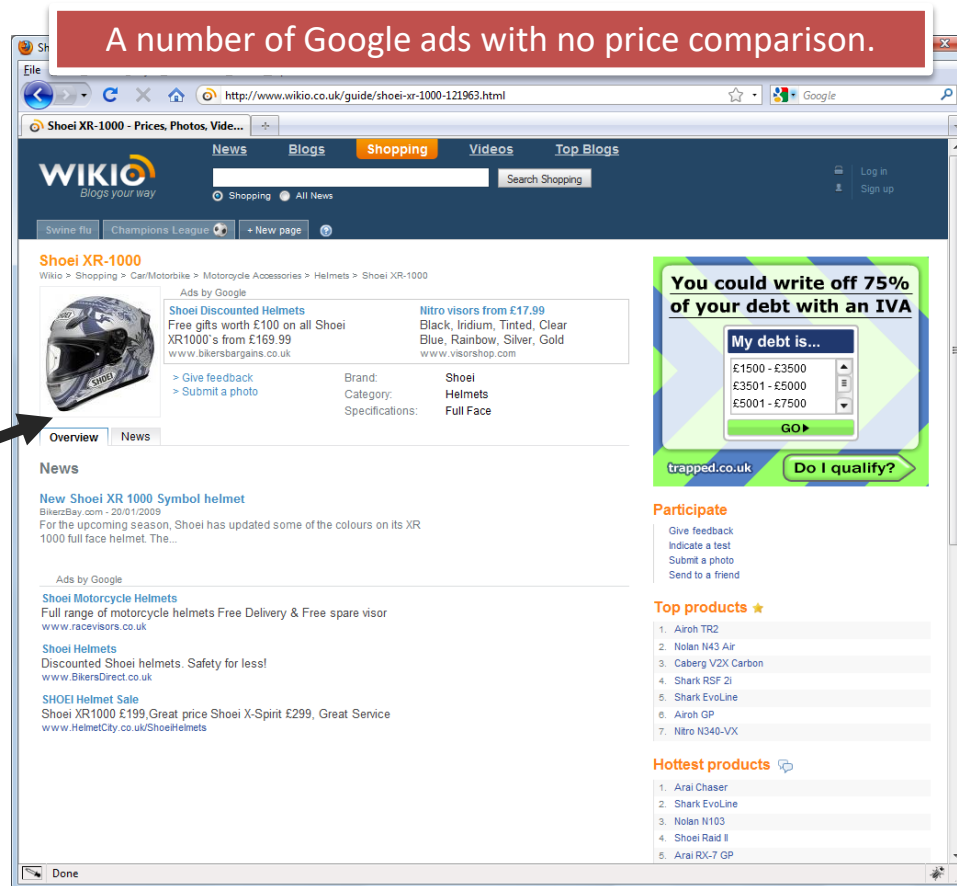
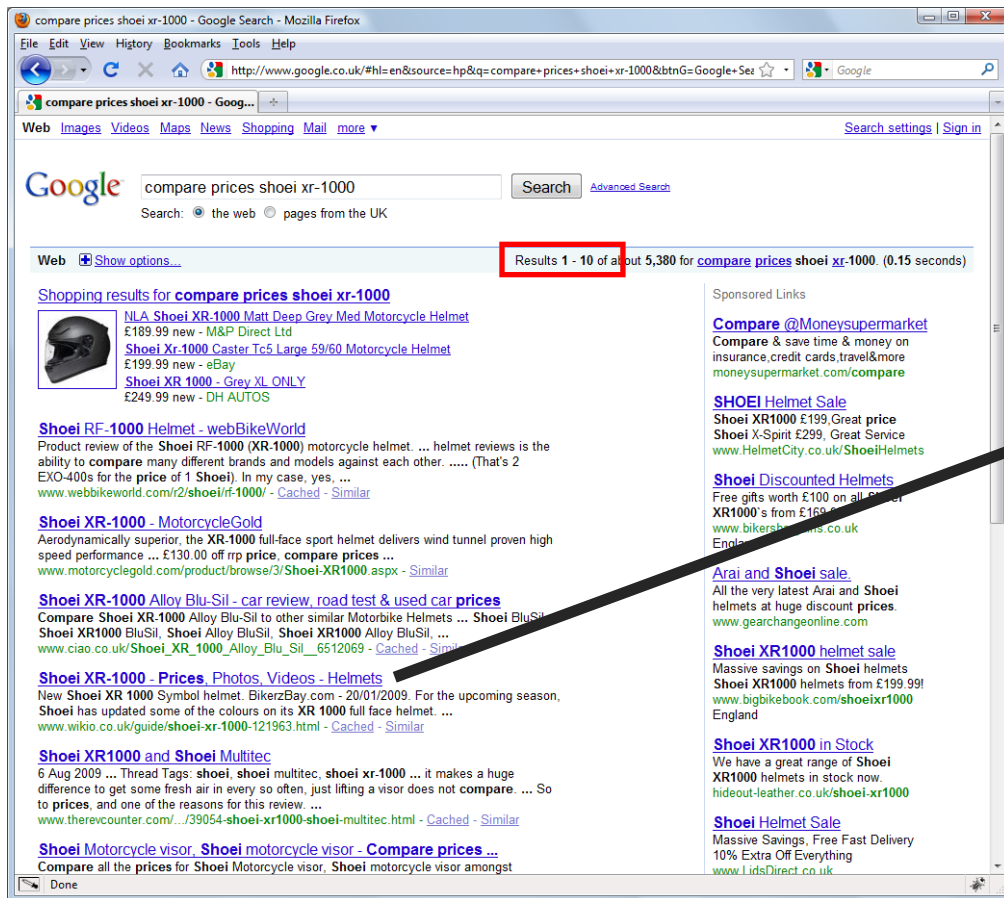


Foundem Penalised by Algorithm A
(Foundem Rank: 145th)

A Real-World Example (from September 2009)

Google Search:

Immediately Following Google's December 1, 2009 "Whitelisting" of Foundem from the Algorithm A Google Search Penalty...

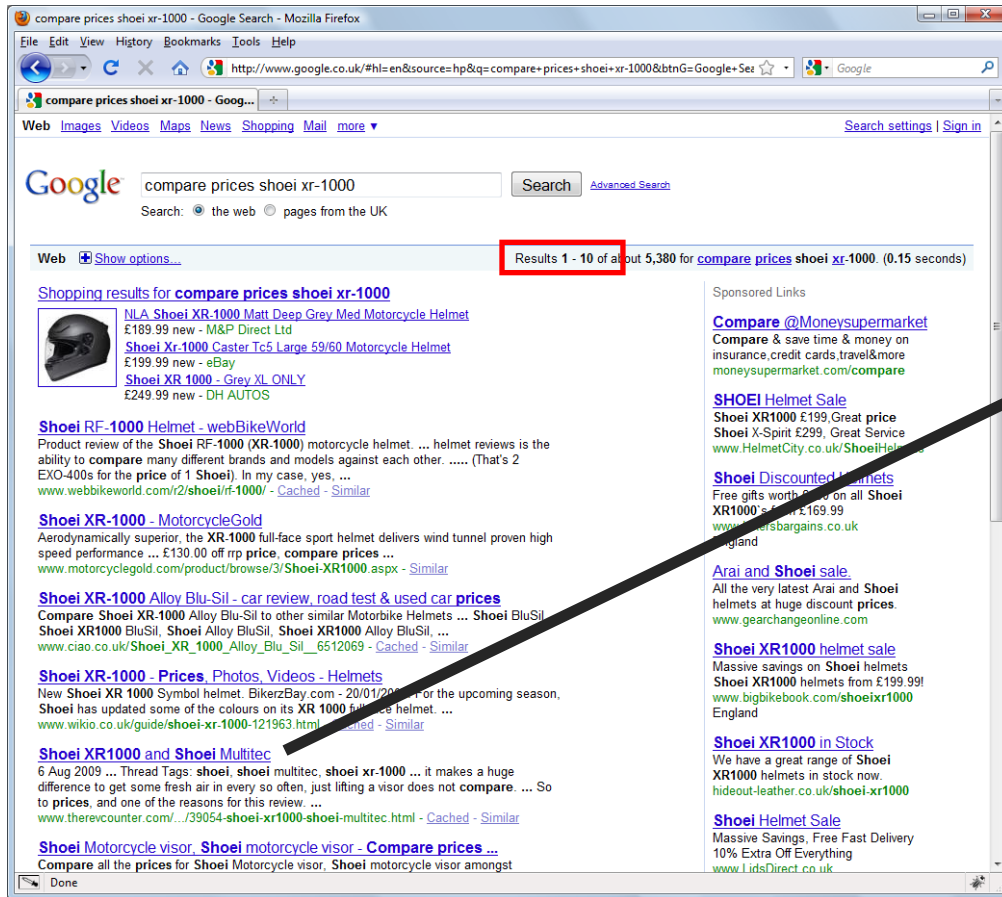


Foundem Penalised by Algorithm A
(Foundem Rank: 145th)

A Real-World Example (from September 2009)

Google Search:

Immediately Following Google's December 1, 2009 "Whitelisting" of Foundem from the Algorithm A Google Search Penalty...

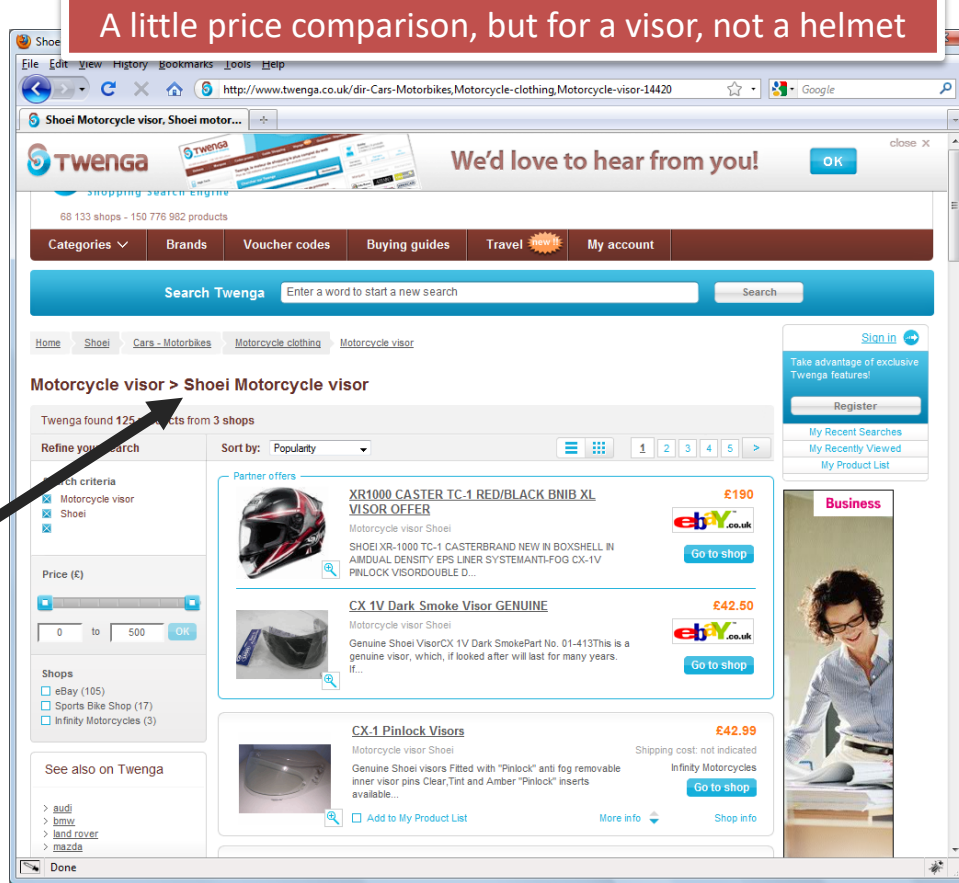
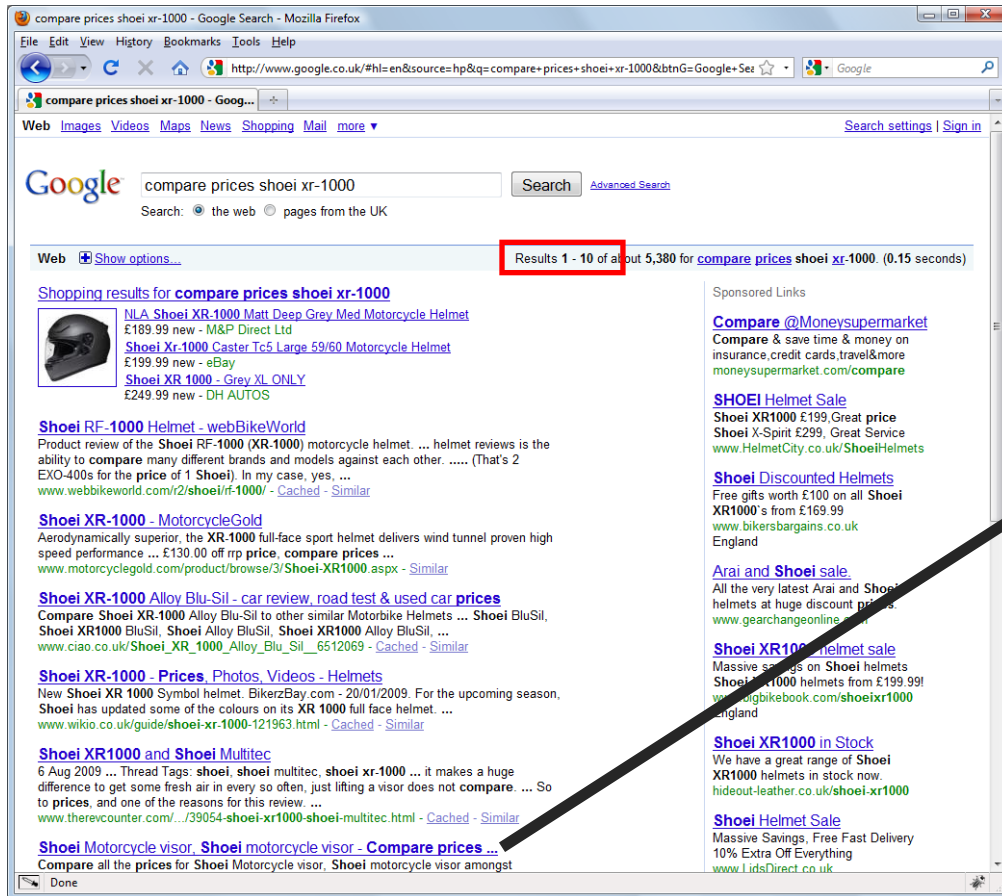


Foundem Penalised by Algorithm A
(Foundem Rank: 145th)

A Real-World Example (from September 2009)

Google Search: compare prices shoei xr-1000

Immediately Following Google's December 1, 2009 "Whitelisting" of Foundem from the Algorithm A Google Search Penalty...



Foundem Penalised by Algorithm A
(Foundem Rank: 145th)

Foundem's Penalised Rankings On Google vs its Unpenalised Rankings on Yahoo and Bing

Percentage of queries where Foundem ranked #1 Post "Whitelisting"

Yahoo vs. Google

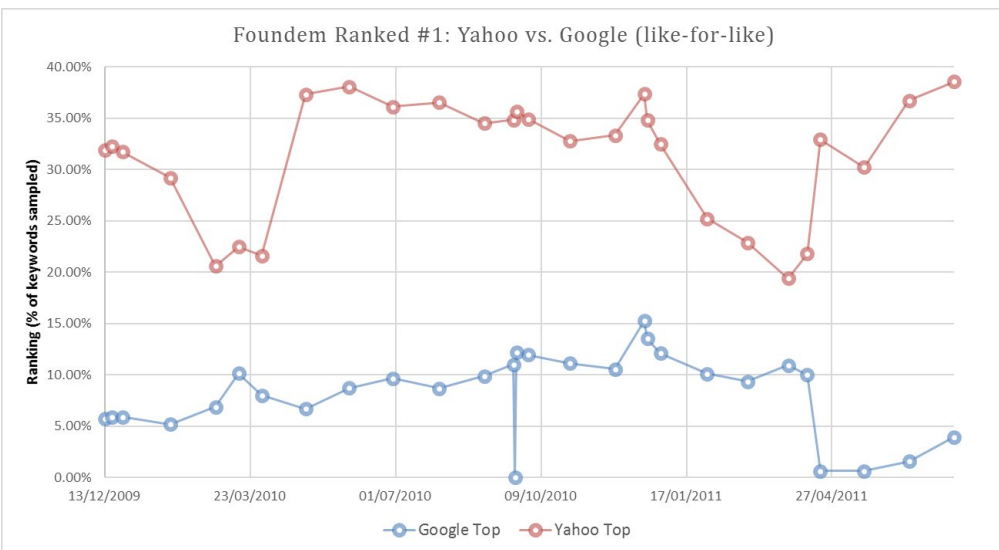


Figure 4 from Our Further Particulars

Bing vs. Google

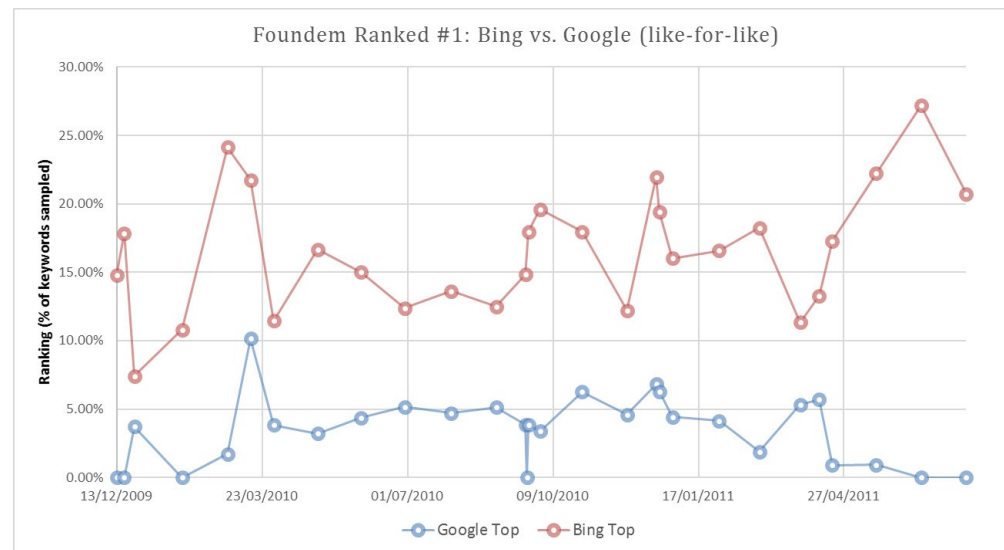


Figure 5 from Our Further Particulars

Foundem's Penalised Rankings On Google vs its Unpenalised Rankings on Yahoo and Bing

Percentage of queries where Foundem ranked in the Top 3 Post "Whitelisting"

Yahoo vs. Google

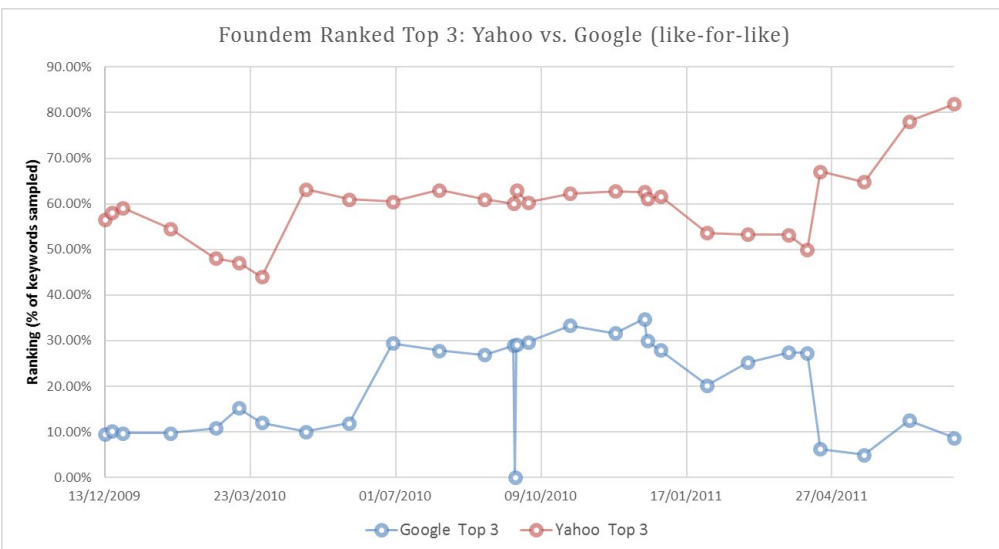


Figure 6 from Our Further Particulars

Bing vs. Google

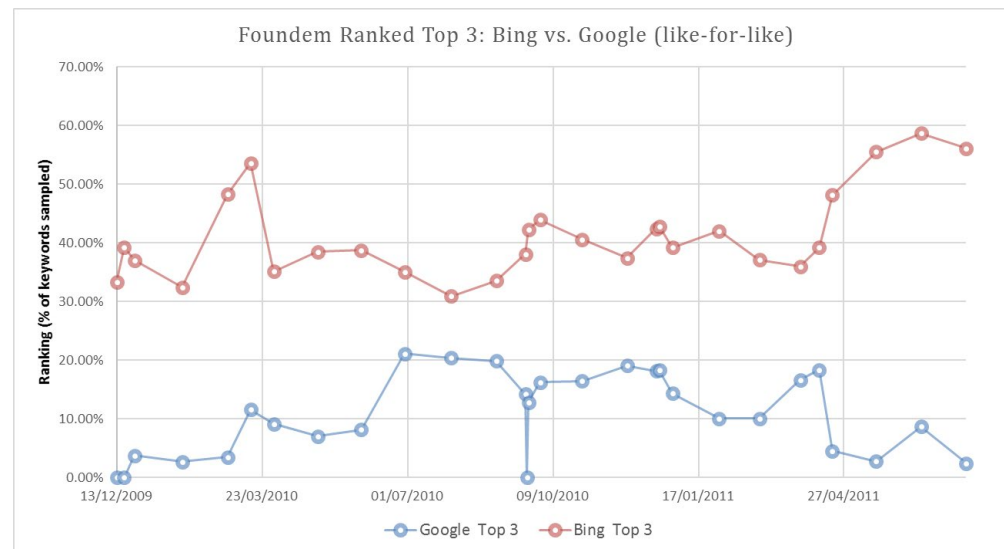


Figure 7 from Our Further Particulars

Foundem's Penalised Rankings On Google vs its Unpenalised Rankings on Yahoo and Bing

Percentage of queries where Foundem ranked in the Top 10 Post "Whitelisting"

Yahoo vs. Google

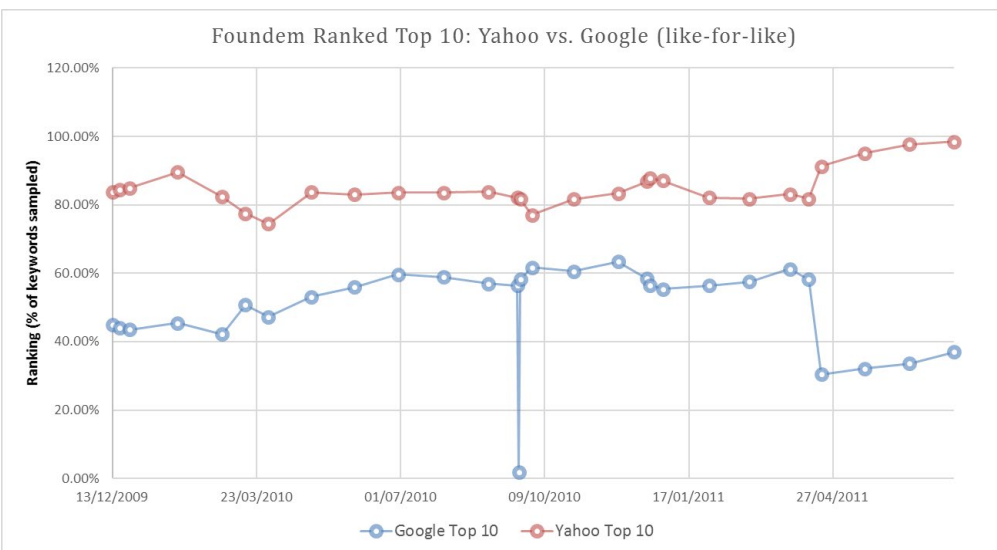


Figure 8 from Our Further Particulars

Bing vs. Google

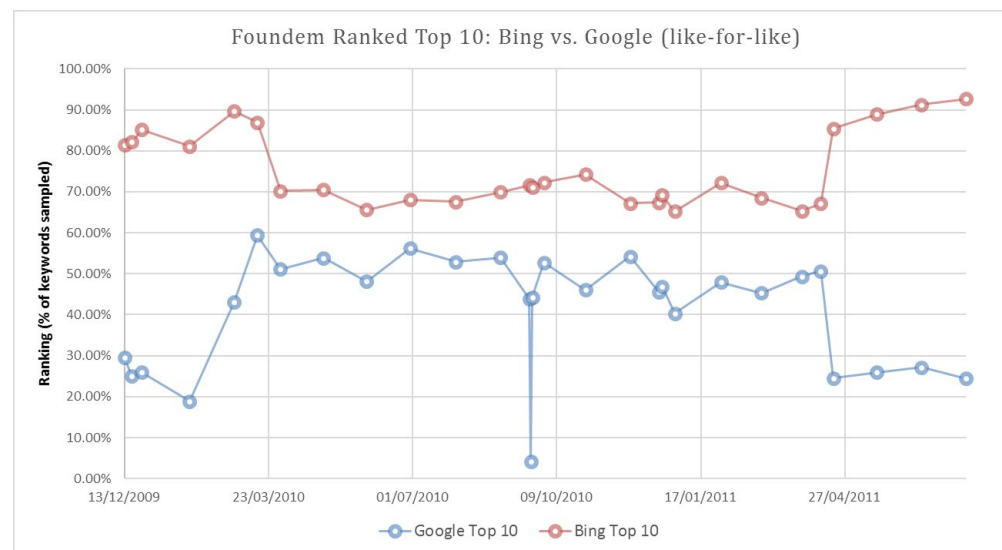


Figure 9 from Our Further Particulars

Foundem's Penalised Rankings On Google vs its Unpenalised Rankings on Yahoo and Bing

Percentage of queries where Foundem ranked in the Top 10 Post "Whitelisting"

Yahoo vs. Google

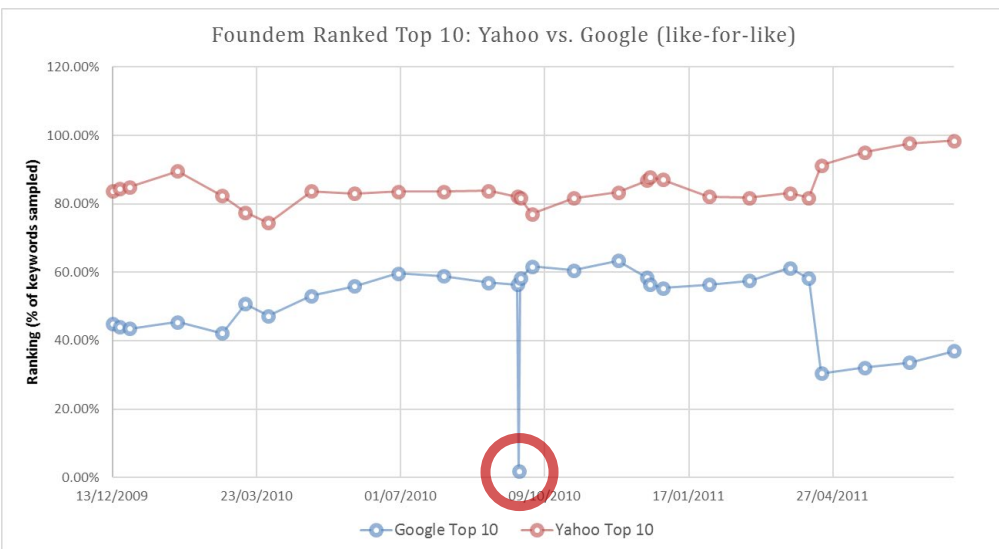


Figure 8 from Our Further Particulars

Bing vs. Google

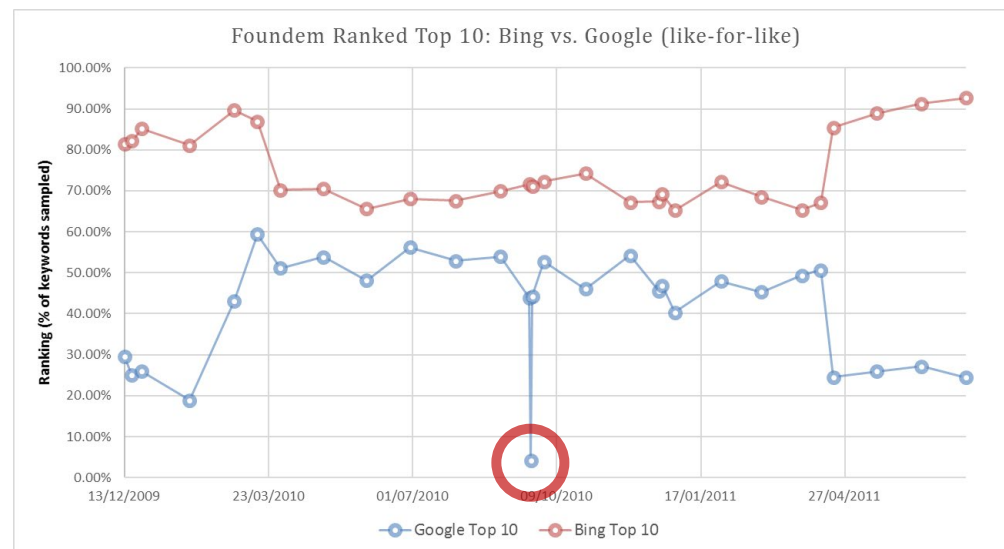


Figure 9 from Our Further Particulars

Algorithm A Penalty with known severity (Following 24hr De-Whitelisting)

Foundem's Penalised Rankings On Google vs its Unpenalised Rankings on Yahoo and Bing

Percentage of queries where Foundem ranked in the Top 10 Post "Whitelisting"

Yahoo vs. Google

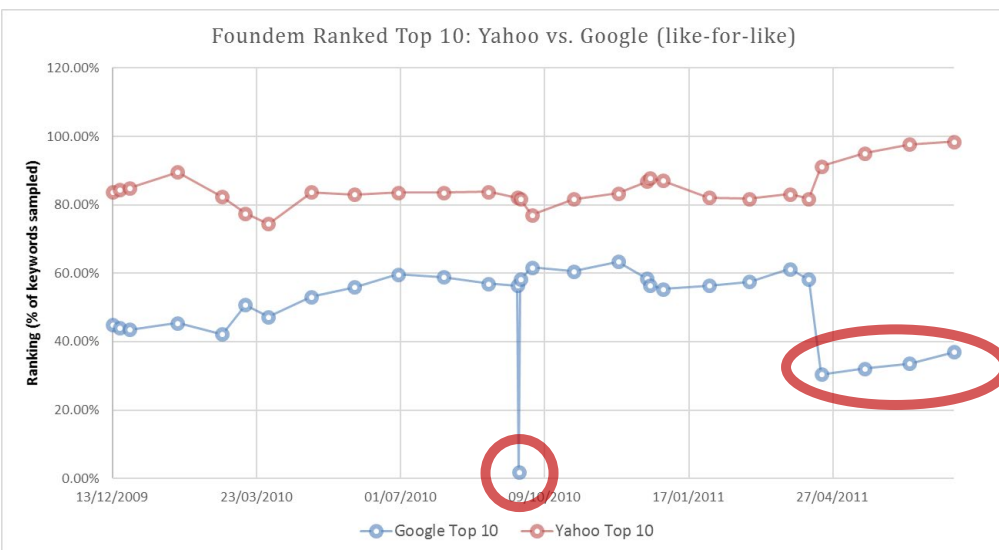


Figure 8 from Our Further Particulars

Bing vs. Google

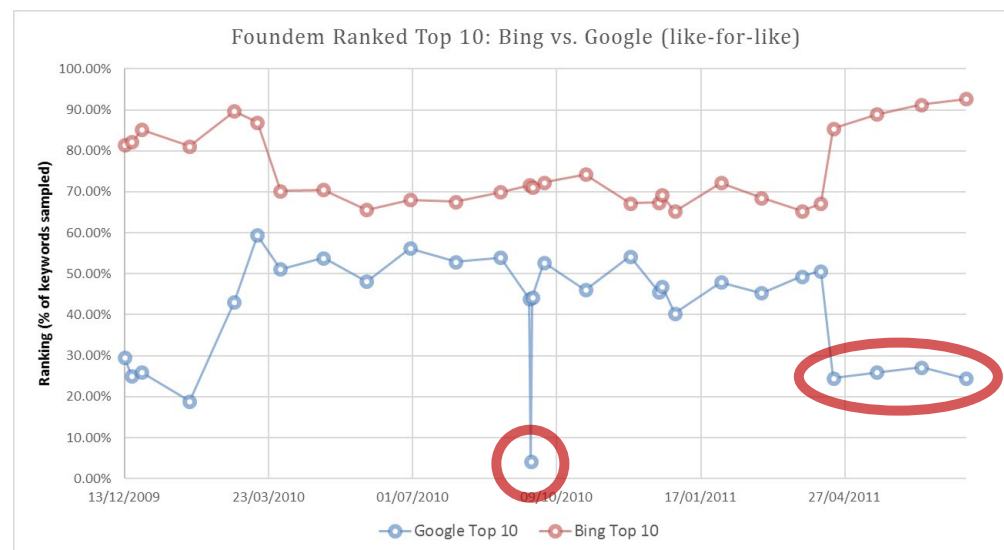


Figure 9 from Our Further Particulars

Algorithm A Penalty with known severity (Following 24hr De-Whitelisting)
 Panda Penalty with known severity

Foundem's Penalised Rankings On Google vs its Unpenalised Rankings on Yahoo and Bing

Percentage of queries where Foundem ranked in the Top 10 Post "Whitelisting"

Yahoo vs. Google

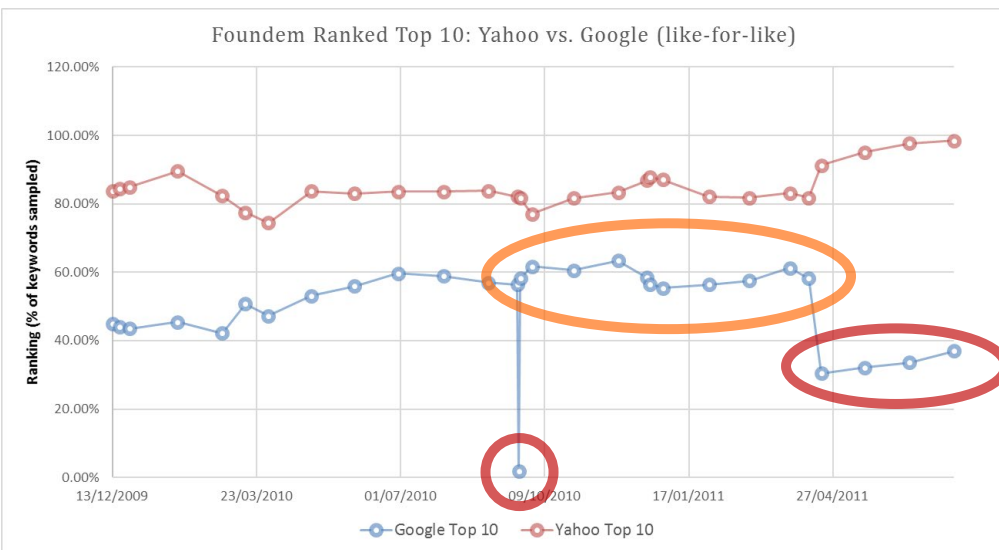


Figure 8 from Our Further Particulars

Bing vs. Google

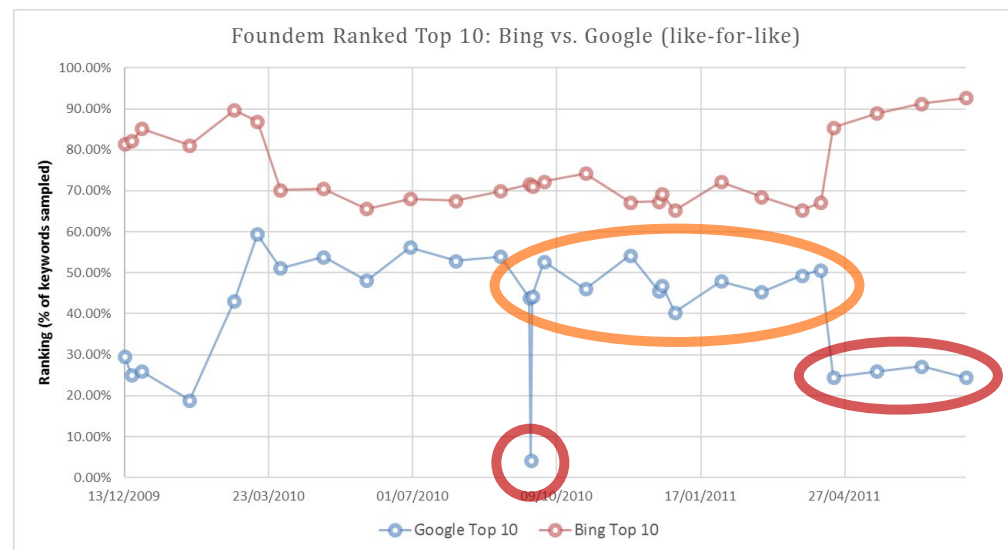


Figure 9 from Our Further Particulars

- Algorithm A Penalty with known severity (Following 24hr De-Whitelisting)
- Panda Penalty with known severity
- ?? Penalty with an unknown (at least to Foundem) severity

END