Google "Sandbox"

What is the Google "Sandbox"?

- The Google sandbox is a phenomenon affecting a web sites ranking of competitive keywords in the search engine result pages or SERPs. Your site will still be indexed by Google and low competitive keywords are not affected. It is basically a probationary period that lasts anywhere from 9 to 12 months.

- It began in March 2004 and affects all new websites after that date.

Does the sandbox effect my entire site?

- No! It is keyword related only. Now look at my site for air tools. Everything about the site is "air tool" this and "air tool" that. The name of my site is www.redhillsupply.com. Now I rank well for the term "red hill supply" because it is not competitive. But I am in the sandbox for the keyword "air tools".

Examples:

- "Robinair cooltech" - not sandboxed. rank #3 in Google – according to Wordtracker this is not competitive keyword and Google ranks me on the first page.

- "Impact wrench" – sandboxed, no 1 in MSN and no 3 in Yahoo. Google doesn't rank my site at all for this competitive keyword.

How do you know if you are sandboxed?

- Research a keyword in Wordtracker and make sure it is a competitive keyword phrase.

- Example: "Air Tools".

- Wordtracker predict for this keyword phrase is 1,044

- This would be considered a competitive keyword phrase and subject to the sandbox effect.

- Google, MSN & Yahoo "air tools" for www.redhillsupply.com. Site ranks in MSN, Yahoo but not Google. Possibly sandboxed.

- Next check "allinanchor" , "allintitle" and "allintext" in Google.
- Type "allinanchor:air tools" in Google for www.redhillsupply.com. According to this search criteria, I should be on the first page. This command shows you how Google ranks you according to anchor text links with that key word phrase. This is an important ranking criteria for Google. Basically if Google ranks high with "allinanchor", the chances are it will rank high in a normal query.
- Now try "allintitle:air tools" in Google. Again first page rank.
- However, when you do a normal search in Google for "air tools" you get nothing. No ranking. This generally means I am for sure in the sandbox.

- Check term in www.googlerankings.com. "Air tools" doesn't rank at all. Zippo. If it is just low, your may just need to do some optimizing and link building.
- Also, there is webpage that claims to have found a loophole in the sandbox filter. It is supposed to show what you would rank on for a keyword phrase without the sandbox filter.
- http://roberttaft.com/no_filter.htm
- I have no idea if this is legit, but it is interesting.

Tracking keywords

- Examples of keyword phrases and rankings by search engine in Digital Point:

- http://www.digitalpoint.com/tools/keywords/

- This tool is great for tracking your keywords and monitoring progress in sandbox. Sandbox is very obvious when you compare your entire list of keyword phrases in all three major search engines.

How do I get out of the sandbox?

- As far as I can tell, keep adding content, products, and building links. Keep doing the right things and eventually you will get out. There is no fancy "trick" . It is mostly time. I have been in it for almost 12 months. In the short term I would forget about Google and concentrate on MSN and Yahoo.

Questions?