

Google Caffeine Update

Tue, Aug 11, 2009 | Posted by [Doug Platts](#)

This week Google broke with tradition and is allowing preview and feedback on their most recent update named Caffeine. If you search on <http://www2.sandbox.google.com> you can get a preview of how the search results will change over the next few weeks and months and then provide feedback via the link at the bottom of the page that says "Dissatisfied? Help us improve." Is this the start of Google becoming a much more social business? I'm wondering how accurate this feedback is? and how many are submitting comments for the sake of trying to influence "The Google".

Big Daddy Update

This update has a similar feel to the [Big Daddy Update](#) released at the start of 2006? where they updated not just its algorithm but also its infrastructure? which they announced in a very similar way.

There Google announced algorithm updates affecting predominantly how it looks at:

- URL Canonicalization
- Redirects
- Duplicate URLs

And shortly after the Big Daddy Update, Google refreshed its Supplemental Index to include sites that were being seen as less trusted due to poor link equity. This caused problems for many webmasters as they were suddenly seeing the majority of their sites (usually the exception was the homepage) being moved from the main index to the supplemental. This meant their sites were not appearing for general queries? severely affecting traffic.

New Update? New Rankings?

Initially it seemed that you could only view results for the US, however by adding gl=UK to the end of the URL then it looks like it's showing updated UK results -thanks to [@SharkSEO](#) for that.

It has been reported that there are increased numbers of results from social networking sites such as certain high-profile Facebook pages receiving a major boost in the rankings with Caffeine.

The Barack Obama Facebook page now ranks higher than the White House website.

Web [Show options...](#)

1. [Barack Obama - Wikipedia, the free encyclopedia](#)
Barack Obama was born at the Kapʻolani Medical Center for Women & Children in Honolulu, Hawaii, United States, to Stanley Ann Dunham, an American of mainly ...
[en.wikipedia.org/wiki/Barack_Obama](#) - [Similar](#)
2. [Organizing for America | BarackObama.com](#)
Official site features My BarackObama.com (MyBO) for supporter networking along with news, blogs, video and photos, speeches, issue positions, biography and ...
[Contact us - Issues - Blog - My Friends](#)
[www.barackobama.com/](#) - [Cached](#) - [Similar](#)
3. [Barack Obama | Facebook](#)
Welcome to the official Facebook Page of Barack Obama. Get exclusive content and interact with Barack Obama right from Facebook. Join Facebook to create ...
[www.facebook.com/barackobama](#) - [Cached](#) - [Similar](#)

One commenter on the [Google Webmaster Central blog](#) also noted *?I've noticed more Twitter pages in the results with this version of Google?*.

Bigger brands seem to be getting even more of a boost in more generic SERPs, for example for the Caffeine SERP for *?flights?* I am seeing Ryanair in the top spot where currently there was Skyscanner and Travel Supermarket

Web [Show options...](#)

1. [Ryanair - Book Cheap Flights to Europe - Cheap Flights from the UK](#)
Ryanair offer cheap flights to Europe. Choose from over 145 European destinations. Book your cheap flight from the UK today on Ryanair.com! [Show stock quote for RYAAI](#)
[www.ryanair.com/](#) - [Cached](#) - [Similar](#)
2. [Cheap flights compare prices find airline tickets - Skyscanner](#)
Skyscanner searches over 800 airlines on 200000 routes to 5000 airports. Find cheap flights, compare low cost, budget deals and airline tickets - book ...
[Cheap flights from United Kingdom - United States - Airports](#)
[www.skyscanner.net/](#) - [Cached](#) - [Similar](#)
3. [Cheap flights | find and book flights from UK airports...](#)
One search to find cheap flights from every UK airport. Compare flight prices from over 50 airlines and travel agents.
[Turkey - Cyprus - Australia - South Africa](#)
[www.travelsupermarket.com/cheap-flights/](#) - [Similar](#)
4. [News results for flights](#)
Ministers must explain why crucial documents relating to CIA 'torture flights' that stopped on sovereign British territory were destroyed, a panel of MPs ...
[guardian.co.uk - 21 related articles](#)
[New Tel Aviv flights welcomed in Israel - Just the Flight - 3 related articles](#)
[STI Travel's 430 flights to Australia prompt hopefuls to queue for...](#)
[Daily Mail - 47 related articles](#)
5. [Flybe - Cheap flights & budget flights](#)
Europe's largest independent regional airline carrier. Named 'Regional Airline of the Year 2009'. Operating throughout the UK, Ireland and Europe.
[www.flybe.com/](#) - [Cached](#) - [Similar](#)

For price related, generic term there has been some fluctuations for comparison sites. For example Travel Supermarket has dropped out of the top 5 for *?cheap hotels?* but Last minute.com has gained a position:

Web [Show options...](#)

1. [Cheap Hotels - Discount Rates in London, New York and Worldwide](#)
Huge discount hotel rates guaranteed on luxury and budget hotels from London, New York and Worldwide. Cheap Hotels safe booking with thousands of users ...
[Europe - USA Hotels Directory - UK Hotels Directory - Middle East](#)
[www.cheaphotels.co.uk/](#) - [Cached](#) - [Similar](#)
2. [Late Rooms Cheap Hotels Discount Hotels & Last Minute Hotels ...](#)
Find cheap hotels, discount hotels and last minute hotels deals at Late Rooms-the Hotel Offers Experts. Book hotels & hotel reservations online or by phone.
[UK - London Hotels - Scotland - Secret Rooms](#)
[www.laterooms.com/](#) - [Cached](#) - [Similar](#)
3. [Last minute hotels - Great deals on luxury & cheap hotels ...](#)
Great deals on luxury and cheap hotels. We have a massive range throughout the UK, Europe and the rest of the world - lastminute.com
[www.lastminute.com/site/travel/hotels/](#) - [Similar](#)
4. [Direct Hotels - Compare Hotels and Prices Cheap Luxury Boutique ...](#)
Compare hotels and Prices Cheap, Luxury, Boutique and Spa hotels in 25000 locations. Discount hotel accommodation around the UK, Europe, US and Worldwide.
[www.direct-hotels.co.uk/](#) - [Cached](#) - [Similar](#)
5. [Quality budget hotels - cheap rates - Premier Inn](#)
Britain's biggest hotel chain, with over 500 budget hotels across the UK. Find high-quality hotel rooms from £29 for families, business and leisure.
[www.premiernn.com/](#) - [Cached](#) - [Similar](#)

I always like to look at the *?car insurance*

? SERPs to try and get a feel for what is going on. Here we have seen some similar fluctuations as we did when Vince was getting bedded in.

As usual it is too soon to tell fully what impact this update will have but I am expecting to see even more

emphasis being put on being a digital brand and Google increasing its understanding of where and how brands are being talked within social networks.

What fluctuations are you seeing in results? Both in the UK and US and how do you think Google's algorithm is changing?

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