



COULD GOOGLE'S ASSAULT ON BLOG NETWORKS AFFECT LEGAL BLOG NETWORKS?

In the past few weeks, Google has kicked up its anti-spam assault by decimating a handful of once-flourishing blog networks. Among the casualties are SEO Nitro, Backlink Buddy, High PR Society, Authority Link Network, and SEO LinkVine Elite.

But perhaps the biggest to fall was Build My Rank. Like other blog networks, BMR allowed subscribers to submit articles to its network of blogs, which ranged from PageRank 0 to PageRank 6. (I'm tempted to launch a diatribe about the limited usefulness of PageRank as a metric, but I'll save that for another day.) The articles had to be at least 150 words and could contain one link with your chosen anchor text for each 150 words.

But BMR maintained a higher quality than other blog networks. Articles were manually reviewed and often rejected, causing some grumbling among many of the article spinners in the industry. The network owners tried to be sure that the blog posts were unique articles and not just filler words used to create space between keyword-rich anchor text links.

But on March 19, Google took down BMR. The "overwhelming majority" of the BMR network was deindexed, making all links from these sites worthless. A day later, [BMR announced that it was closing the doors](#):

It had always been BMR's philosophy that if we did things a bit different from other networks, we would not only have a better quality service to offer our users, but a longer life in this fickle industry. Sadly, it appears this was not the case.

The fall of blog networks has been heralded as a triumph by the so-called "white hat" SEOs. In the jubilation, Google's Matt Cutts confirmed that Google is waging an intentionally-public war on blog networks:



This isn't a surprise. Blog networks are an explicit attempt to game the system. No one submits those posts because of the value they add to visitors. The sole purpose of the 150 plus word article is the anchor-text link from the network. But until now, it was hard to argue with the results. Blog networks simply worked.

What Does This Mean for Legal Blog Networks?

The legal niche has its own blog networks, some of which are run by powerful publishing companies. For example, I recently ran across a footprint for a network of blogs being run by LexisNexis. They have sites (like [this one](#)) that are designed primarily to build links for their internet marketing clients. If you look at these sites, it's fairly easy to pick out who these clients are.

Unfortunately, Grigorieva has her own beautiful heartache. Aside from her ugly divorce from Mel Gibson, Grigorieva has fired her most recent round of **Los Angeles criminal defense lawyers**. This is not something that she should be doing if under federal investigation. Her attorneys, Mary Fulginiti and James Spertus, were served their papers to leave. These two were handling the L.A. County Sheriff's Department of criminal investigation on Gibson's claim of being extorted.

Oskana is now vulnerable, without someone to represent her in a court of law. She even switched her **divorce attorneys**. It is unclear how she is going to proceed with everything else.

But there are a few differences between a network like this and open-to-the-public networks like Build My Rank. The LexisNexis blogs, for example, typically have decently-written, relevant content. Instead of including one anchor-text link for every 150 words, they sprinkle the articles with anchor-text links among others. This makes the link-building purpose appear secondary to the content of the blog.

And truly private blog networks don't leave identifiable footprints. Even the sharpest SEO would not be able to detect them, much less Google's algorithm.

Private blog networks like these can be powerful link-building tools. Whether Google's assault on blog networks will reach them remains to be seen.

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