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Google Blamed for Splogs

As in Spam Blogs

Spam is evolving and blogs had little chance to escape one of the major nuisances the Internet has to offer. As blogs started getting more and more attention and, especially, as Google started indexing blogs, a new trend surfaced the Net and splogs came into place. Of course, as all parasites, splogs' first order of business was to have a very negative impact on the reputation of blogs, their authors and this entire system of communication. The exact definition of splogs is a classic Web Log (or "blog") which the author uses only for promoting affiliated websites. This is how the author manages to raise the PageRank for these sites and get ad impressions from visitors or use the blog as a link outlet to get new sites indexed. The content of these websites isn't relevant, most of the time being either nonsense or content stolen from other sites. The main thing is just to contain as many links as possible, which lead to affiliate sites. According to David Sifry, Chief Executive of Technorati, about 39,000 splogs were created during the last two weeks, compared to the total 8,050,000 genuine blogs created in the same period of time. This leads to a splog percentage of about 4.6 %. Google's reaction to this splog attack was to make public a list of over 13,000 blogspot.com sub-domains that it has deleted. The search giant also promised to install anti-automation defenses, which will prevent automated scripts to create large numbers of posts.