

BAD NEWS FOR QUALITY CONTENT ON THE INTERNET

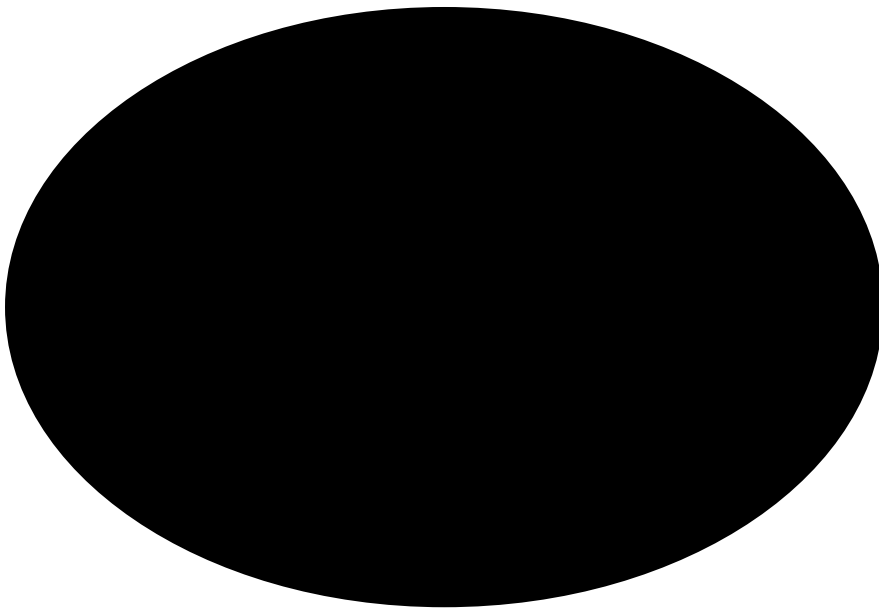
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The news of the [Rise in revenue for DemandMedia](#), best known exponent of [Content Farm](#) in the world has surprised many. Not surprisingly, [Google had reacted](#) to this threat by integrating algorithms to penalize to these so-called farms.

It seems that Google's attempts to reduce the popularity of DemandMedia's content have not yielded the expected results. The news is heartbreaking for many. For Internet sites that have opted for the quality of their content; for [traditional newspapers that cannot find a model for valid business](#) since the Web arrived (neither inside nor outside it), also for the thousands of journalists, bloggers and analysts who try to make their voices heard in the noise of the Web. This news means that there is more noise on the web and that this noise prevails in search engines over quality.

Let's not forget that Google accounts for [68% of Internet searches](#). Like all monopolies, Google's in search engines undoubtedly has many disadvantages: we are slaves to both its benefits and its limitations. In this context, in which there is talk of the loss of relevance of the search engine, very different alternatives arise: it is the so-called "Social Web". In marketing, the [groupon model](#) also stands up to Google adWords. The trend seems to indicate that we will increasingly trust the links on our social networks and less on Google, or so it seems. Unless Google strikes back again.



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