

# Foundem Failed Because Of Google? Take A Look At The Actual Product.

## Google Has Maintained A Commitment To Fair Competition

"Google: Our algorithms aim to rank first what people are most likely to find useful and we have nothing against vertical search sites – indeed many vertical search engines like Moneysupermarket.com, Opodo and Expedia typically rank high in Google's results. For more information on this issue check out our guidelines for webmasters and advertisers, and for an independent analysis of Foundem's ranking issues please read this report by Econsultancy."

### The "Foundem" user experience:

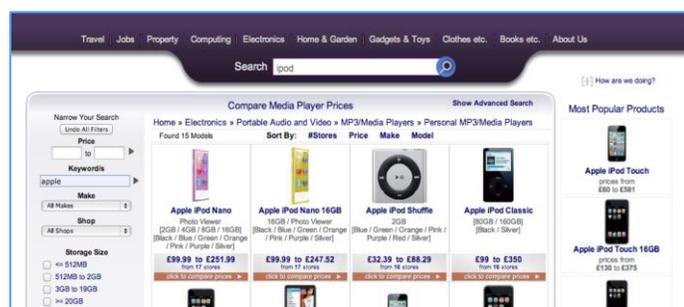
**Step 1:** Go to the site

**Step 2:** Search "iPod"

**Step 3:** Sort through 15 iPod models

**Step 4-45:** Sift through 15+ links for each model

**Step 46:** Wish you had used another website



## Econsultancy CEO Chris Lake's 2009 Foundem Review:

### Too Many Low Quality Product Links

"The site itself resembles a link directory. The homepage contains more than one hundred navigation links to other parts of its website. That's not a big problem... the problem is that the pages it links to are nothing special. The company simply pulls in content from product feeds provided by retailers and other merchants. You or I could do the same thing very quickly indeed."

### Pages Of Links With Many Duplicates

"Take this example, which provides a 'comparison' of the Nokia 6600 mobile phone. It is in fact 27 pages of links to mobile retailers, and there is duplicate content all over the place (in the extracts to each offer). That's not something Google would like to see, and it does nothing for me either."

### Technical Mistakes On The Website

"Technically, things aren't great either. Malcolm Coles pointed out that many pages require Javascript (check out the Foundem books section), and if you turn this off in your browser and surf through then there is no content. "Every page is identical and does nothing," says Malcolm. The website also uses iFrames, which is a bit of a no-no."

<sup>1</sup> Julia Holtz, "Committed To Competing Fairly," 2010

<sup>2</sup> Chris Lake, "Foundem Vs Google: A Case Study In Seo Fail," 2009