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GOOGLE

Taper "Député liberticide" donne "Jean Dionis"

L'activisme sur Internet peut prendre des formes parfois surprenantes. Ainsi, les opposants à la loi sur la confiance en l'économie numérique ont détourné le référencement de Google pour qu'à la requête "député liberticide", le site du Député Jean Dionis apparaisse en tête des résultats.



Orienter les résultats de la recherche de Google, à des fins de revendication, c'est ce qui vient d'arriver à Jean Dionis. Le site du député, qui avait pris une part active au débat sur le projet de loi pour la confiance en l'économie numérique, apparaît désormais en tête des résultats sur le moteur de recherche Google dès lors que l'on tape les mots "député" et "liberticide". La méthode n'est pas vraiment nouvelle et porte même un nom : "Google bombing", elle consiste à lier un très grand nombre de fois, un ou plusieurs mots clés à un site web spécifique. Aux Etats-Unis, la pratique fait

même l'objet d'une véritable guerre entre les républicains et les démocrates. En tapant "miserable failure" (littéralement "pauvre tâche"), c'est la biographie du président Bush sur le site de la Maison Blanche qui se classe en tête des résultats. Suivi de près par le site de Michael Moore, le réalisateur américain qui ne mâche pas ses mots envers la politique de Georges W. Bush. L'homme fut même un temps en tête, mais les opposant au président américain ont contre-attaqué et ont repositionné la biographie du président en tête.

Le but avoué de ce Google bombing contre Jean Dionis est de prouver que les député se trompe sur un point en particulier qu'il est facile d'identifier du contenu litigieux et que "Google peut vous proposer en quelques secondes l'identification de sites pertinents d'une de vos requêtes". Pas certain que la démonstration suffise à faire modifier la loi.

© Le Nouvel Observateur 1999/2000


[Web](#) [Images](#) [Groups](#) [Directory](#) [News](#)
Searched the web for **Député liberticide**.

Results 1 - 10 of about 5,320. Search took 0.08 seconds.

[Jean Dionis - Votre **député** AGEN - NERAC](#) - [[Translate this page](#)]

www.jeandionis.com/ - 1k - [Cached](#) - [Similar pages](#)
[Jean Dionis - Votre **député** AGEN - NERAC](#) - [[Translate this page](#)]

Date, Heure, Lieu, Détail. 09/02/2004, 19:00, Mairie d'Agen, Conseil municipal. 09/02/2004, 14:00, Astaffort, AG club des aînés ruraux. 09 ...

www.jeandionis.com/default.asp - 17k - [Cached](#) - [Similar pages](#)
[vie-privee.org : Operation "**depute liberticide**"](#) - [[Translate this page](#)]

Fédération Informatique et Libertés. Operation "**depute liberticide**".
mercredi 21 janvier 2004 Imprimer imprimer. ... **député liberticide**. ...

www.vie-privee.org/news219 - 22k - [Cached](#) - [Similar pages](#)
[vie-privee.org : Operation "**depute liberticide**"](#) - [[Translate this page](#)]

Source : <http://www.vie-privee.org/news219>. Operation "**depute liberticide**".
mercredi 21 janvier 2004. ... suit : **député liberticide**. PS ...

www.vie-privee.org/imprimer.php3?id_article=219 - 6k - [Cached](#) - [Similar pages](#)

 [[More results from www.vie-privee.org](#)]

[Député Liberticide : explications - Dreams4Net : débat sur la ...](#) - [[Translate this page](#)]

Dreams4Net : débat sur la LEN. **Député Liberticide** : explications. ... Par Ganf
:: vendredi 16 janvier 2004 à 00:00 :: **Député Liberticide** :: #2 :: rss. ...

len.dreams4net.com/2004/01/16/2-DeputeLiberticideExplications - 27k - [Cached](#) - [Similar pages](#)
[LEN un **député liberticide** attaque : XHTML.net](#) - [[Translate this page](#)]

Brèves. LEN un **député liberticide** attaque. Le 16/01 à 10:49.
Monsieur Jean Dionis du Séjour serait-il un **député liberticide** ...

www.xhtml.net/breves/news79.html - 5k - [Cached](#) - [Similar pages](#)
[Bombe Google, suite - padawan.info/fr](#) - [[Translate this page](#)]

... A la recherche du **député liberticide** sur Google, le rapporteur de la LEN, M. Jean Dionis du Séjour fait une entrée remarquable à la quatrième place, et ...

www.padawan.info/fr/politique/depute_liberticide_suite.html - 18k - [Cached](#) - [Similar pages](#)
[Meta-Blog / dda / **Député liberticide**](#) - [[Translate this page](#)]

... GeoURL. feed RSS. Del.icio.us/dda. B6 d t++ k++ s++ uf i++ o++ x e- l c+. Site Meter.
lundi 19 Janvier 2004. **Député liberticide**. Via Loic 13h43 # repondre. Répondre. ...

www.u-blog.net/dda/note/57 - 9k - [Cached](#) - [Similar pages](#)
[U-blog / beuzl / Le **député liberticide**](#) - [[Translate this page](#)]

... lundi 19 Janvier 2004. Le **député liberticide**. Allez hop, un petit **député liberticide** pour Jean Dionis, juste histoire d'exprimer ...

www.u-blog.net/beuzl/note/70 - 11k - [Cached](#) - [Similar pages](#)

 [[More results from www.u-blog.net](#)]

[M. Jean Dionis du Séjour](#) - [[Translate this page](#)]

... Né le 21 septembre 1956 à Agen (Lot-et-Garonne). Question(s) posée(s) par le **Député**. ADRESSE(S). - Casier de la Poste, Palais Bourbon,. 75355 Paris 07 SP. ...

www.assemblee-nat.fr/12/tribun/fiches_id/267087.asp - 12k - [Cached](#) - [Similar pages](#)

vie-privee.org

Fédération Informatique et Libertés



Operation "depute liberticide"

mercredi 21 janvier 2004

Imprimer 

http://www.padawan.info/fr/politique/ayez_confiance_dans_la_technologie.html

http://www.padawan.info/fr/politique/haro_sur_la_len.html

<http://www.padawan.info/fr/len/>

Monsieur Jean Dionis du Séjour serait-il un député liberticide prêt à confier nos libertés en gage à des intérêts privés grâce à une confiance aveugle dans la technologie ?

Je vous propose donc de participer à un petit jeu qui s'appelle le Google Bombing et popularisé par l'exemple ci-dessus (ou celui, encore plus drôle de weapons of mass destruction).

<http://www.google.com/search?q=weapons+of+mass+destruction&ie=UTF-8&oe=UTF-8>

Postez votre bombe Google sur votre weblogue. Ecrivez-ce que vous voudrez, faites simplement attention à bien reprendre le code du lien, comme suit :

député liberticide

P.S. : pour les curieux, voici l'origine de la première Google Bomb [en] de l'histoire : <http://uber.nu/2001/04/06/>

P.S. 2 : il semble avoir échappé à certains, qui ne font pas la différence entre une question et une affirmation, que mon initiative n'est pas une attaque personnelle contre M. Dionis. Ce dernier, qui remplit la fonction de rapporteur de la loi et se doit de la défendre dans son ensemble, a choisi d'entrer sur un terrain technologique qui m'est relativement familier puisque j'y gagne ma vie. Je pense pour ma part que c'est le bon sens qui devrait expliquer une telle loi, et ceci est un exercice destiné à prouver que le bon sens est préférable à la technologie (en particulier lorsque celle-ci est un mirage comme dans le cas présent), surtout lorsqu'il s'agit de légiférer.

Voir aussi :

http://mediatic.blogspot.com/2004_01_01_mediatic_archive.html#107425162595916361

La Loi sur l'Economie Numérique (billets de blogueurs)
Articles à foison sur les blogs sur la Loi sur l'Economie Numérique (en France)... La liste ci-dessous est très incomplète mais elle est déjà bien fournie et donne le ton actuel de ce qui se dit dans la blogosphère francophone :

<http://www.madcow404.com/blogs/mongolito.php?itemid=204>

<http://zelia.joueb.com/news/79.shtml>

<http://www.u-blog.net/borgonia/note/57083>

http://www.padawan.info/fr/politique/haro_sur_la_len.html

<http://albion.joueb.com/news/14.shtml>

<http://www.gotoandplay.ca/archives/2004/01/14/>

politiques_francaises_et_internet.html

http://ljj.blogovores.com/article.php3?id_article=102

<http://homepage.mac.com/thierry/NouS/C632556992/E123917775/index.html>

<http://www.u-bloq.net/bloqacossaw/note/57723>

COMMUNIQUÉS

[infos/\(dés\)abonnement/archives](#)

- ▶ La FIL propose une version adaptée du CD-ROM prêt-à-l'emploi KNOPPIX
- ▶ Boycott de la Fete de l'Internet
- ▶ Non à l'internet censuré !
- ▶ LEN /EUCD même combat : vie privée et liberté des acteurs du Net en danger
- ▶ Fichage policier : 25% d'erreurs, mais que fait la police ?

RSS

DOSSIERS

- ▶ Centre de ressources
- ▶ Textes relatifs à la vie privée
- ▶ Comment crypter vos e-mails (pdf)
- ▶ Sortez couvert via Bb)
- ▶ Sécurisez vos PC via CNT.SII

L'ASSOCIATION

- ▶ Mailing listes, archives, backend
- ▶ Présentation de la FIL (in english)
- ▶ Les membres de la FIL
- ▶ Les statuts de la FIL
- ▶ Contact (ca AT lafil.org)

LIENS

- ▶ Bug Brother
- ▶ Le bulletin Lambda
- ▶ LSIJolie
- ▶ OpenPGP en Français
- ▶ No-Log
- ▶ Souriez vous êtes filmés
- ▶ Renseignement généraux

FIL_ACTU (REVUE DE PRESSE)

[infos/\(dés\)abonnement/archives](#)

.....
▶ 29/01 MIDEM : EUCD.INFO lève le lièvre de l'interopérabilité

.....
▶ 25/01 LEN : la liberté, le crime qui contient tous les crimes

.....
▶ 25/01 L'Union Nationale des Associations Familiales contre la LEN

.....
▶ 25/01 L'Internet Society France contre l'actuel Projet LEN

.....
▶ 21/01 Operation "depute liberticide"

<http://www.u-blog.net/dansleparc/note/57585>
<http://millenaires.free.fr/index.php?p=64&c=1>
<http://geradon.be/archives/000680.html>
<http://anarchie.joueb.com/news/4151.shtml>
<http://www.u-blog.net/JAURES/note/57650>
<http://www.u-blog.net/ancilla/note/57425>
<http://www.supercoin.net/node/view/759>
<http://www.u-blog.net/ancilla/note/57424>
<http://www.lesblogs.com/blog/archives/000052.html>
<http://www.u-blog.net/ancilla/note/57423>
<http://www.archiguy.com/blog/index.php?p=996&c=1>
<http://www.entrezeroetun.com/index.php?p=71&c=1>
<http://www.adverbe.com/2004/01/15.html>
<http://sansfiltre.joueb.com/news/73.shtml>
<http://sansfiltre.joueb.com/news/72.shtml>
<http://evoweb.net/blog/arc20040111.htm>
<http://www.hautetfort.com/benoit/billets/2020/>
<http://berewt.net/une.php?num=479>
<http://www.rundom.com/houssein/index.php?itemid=422>
<http://radio.weblogs.com/0001103/2004/01/15.html>
<http://www.u-blog.net/loicfr/note/57223>
<http://niko.informatif.org/index.php/2004/01/15/50-LoiSurLeconomieNumerique>
<http://www.jeandionis.com/>



Affichez nos logos :



-
▶ 21/01 Solidarite cecite pour tous nos deutes
-
▶ 21/01 Les industriels ont voulu la LEN... Devinez qui sera tondu...
-
▶ 21/01 Interpellons nos Senateurs ! pour que la LEN ne passe pas.
-
▶ 21/01 Communique de la Ligue ODEBI : Nicole Fontaine ignore les internautes !
-
▶ 21/01 Communique commun des hebergeurs de sites Web : non a la LEN


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[Subjects](#)
[Date Index](#)
[Quotations](#)

Search Word Spy:

 A Web site by [Paul McFedries](#)

Google bombing

(GOO.gul bawm.ing) *n.* Setting up a large number of Web pages with links that point to a specific Web site so that the site will appear near the top of a Google search when users enter the link text.

—**Google bomb** *n.*

Example Citation:

Since Mathes planted that first **Google Bomb**, the practice has spread throughout the blogging community. Here are four types of **Google Bombs** whose fuses have already been lit:

1. Humor Bombs. Mathes' original **Google Bomb** remains the classic of this genre. It's pretty funny to see your friend come up in Google as the No. 1 talentless hackin the whole world. Successful humor bombs, like most **Google Bombs**, require search key words that don't get a lot of traffic.
2. Ego Bombs. Many bloggers want to be the top search result for their first name or full name. Free-lance writer David Gallagher posted this plea on his site: I've decided that I want to be the most famous David Gallagher on the Internet, and if you have a Web site, you can help. How? Link to this site like so: David Gallagher. As of March 22, he's ranked No. 3 in Google.
3. Money Bombs. So far, no one's paying bloggers to set off **Google Bombs**, but the practice is probably inevitable. Last month, Weblogger Brig Eaton floated the idea, saying that her father would be willing to pay to get his site **Google Bombed** into the No. 1 search result for Santa Cruz real estate. A week and a few (free) links later, www.santacruzrealty.net had moved from the No. 189 Google result to No. 39.
—John Hiler, "Google Time Bomb," *Slate Magazine*, March 25, 2002

First Use:

Here's how you can join in the first ever international **google bombing**:

1. Get a web site. If you already have a web site, you can skip this step. If not, be a cheap bastard and go Geocities, Angelfire, Pitas, whatever. I don't care. Everyone has something to say blah blah blah personal expression yadda yadda. Just remember the **Google bombing**.
2. Whenever you update your site, which should be approximately three to five times a week, be sure to include the following HTML at some point:

Andy "talentless hack"
Pressman
3. Add your site to Google.

Related words:

egosurfing
google
logic bomb
Napster bomb
spamdexing

Today's word

Ctrl-Alt-Delete

Last 10 posts

heteroflexible
puppy leave
nanny car
testosteronic
mythic arc
global dimming
straight supremacist
paracopyright
packing and cracking
cyberbalkanization

Most popular words

metrosexual
pomosexual
bluejacking
More...

Other recent additions

famine theft
mucus trooper
wardrobe malfunction
presidentialness
kidnap
Seabiscuit candidate
nanny envy
manny
neurotheology
stink lines

Select another word:

Select another archive

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z #

Other links:

4. Wait for the magic to happen! Soon, whenever you type in talentless hack into google, you'll see Andy "talentless hack" Pressman smiling right back at you.
—Adam Mathes, "Filler Friday: **Google bombing**," *Über: Better Than You*, Daily, April 6, 2001

Subject Categories:

[Computers - Hacking and Hackers](#)

[Computers - Internet](#)

Added to the database on May 21, 2002

[News of the Word](#)

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[RSS Feed](#) [XML](#)

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[The Random Word Spy](#)

[The Tech Word Spy](#)

[My Favorite Words](#)

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über

Better Than You, Daily.

Monday
Band Bitch: An
Indispensable
Primer for the
Devoted Female
Fan

Tuesday
The Case

Wednesday

Thursday
Haxored

TODAY
Episode II, A
Brief Review



[Adam Mathes](#)

Friday, April 6, 2001

Filler Friday: Google Bombing

Today, uber readers, you have a chance to make history.

Or at least legitimize some new [jargon](#) I'm about to make up.

Today's jargon of the day is:

GOOGLE BOMBING

Google is unique among search engines in that while it almost always shows you pages that have the exact keywords you are looking for, occasionally it will show you pages that don't have those keywords, but other pages *linked* to that page with those words.

I first discovered this when searching for internet rockstar, which turned up Ben's page. At the time though, he did not actually have that phrase on his page however the legions of teeny-bopper blogger morons who linked to him always used that phrase in their links.

In a bizarre surreal bow to the power of perception on the web, what you say about a page becomes just as important as the actual content of the page. The page must be what other people say it is. That Google adheres to this rule and is by far the most effective search engine raises many interesting issues, none of which I will attempt to discuss or explicate.

Now Google is smart, simply having tons of the same links with the same phrase on a single page will do nothing. It requires a multitude of pages to have that link with specific link text. But this power can be harnessed with a concentrated group effort.

And it must be harnessed, and for one very important goal: make Andy ["talentless hack"](#) Pressman look stupid.

Here's how you can join in the first ever international google bombing:

1. Get a web site. If you already have a web site, you can skip this step. If not, be a cheap bastard and go [Geocities](#), [Angelfire](#), [Pitas](#), whatever. I don't care. Everyone has something to say blah blah blah personal expression yadda yadda. Just remember the Google bombing.

2. Whenever you update your site, which should be approximately three to five times a week, be sure to include the following HTML at some point:

```
Andy <a href="http://www.ohmessylife.com">"talentless hack">/a< Pressman
```

3. Add your site to [Google](#).

4. Wait for the magic to happen! Soon, whenever you type in [talentless hack](#) into [google](#), you'll see Andy ["talentless hack"](#) Pressman smiling right back at you.

Adam Mathes loves Google

+++

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2. [We are part of So New Media](#). Buy our books!
3. [Information about the staff is here](#)
4. [To submit, go here](#)
5. [A small recognition for our frequent contributors](#)



This site will work and look better in a browser that supports [web standards](#), but it is accessible to any browser or Internet device.

Sunday, March 3, 2002

Google Time Bomb Will Weblogs blow up the world's favorite search engine?

by John Hiler

Google and Weblogs seem inextricably tied together, as link-rich blogs are increasingly influencing the algorithms of Google's search engine.

[See our [article last week](#) on this very subject.]

But with great power comes great responsibility... and the weblog community is only now beginning to come to terms with a new application that subverts the very technology that powers Google, the world's favorite search engine.

Yes, we're referring to the Google Bomb.

What's a Google Bomb?

Google Bombs were conceived last April as part of a [brilliant gag](#) by Adam Mathes. In his own words:



Google is unique among search engines in that while it almost always shows you pages that have the exact keywords you are looking for, occasionally it will show you pages that don't have those keywords, but other pages *linked* to that page with those words.

I first discovered this when searching for internet rockstar, which turned up Ben's page. [editor: Adam is referring to [internet rockstar Ben Brown](#)] At the time though, he did not actually have that phrase on his page however the legions of teeny-bopper blogger morons who linked to him always used that phrase in their links.

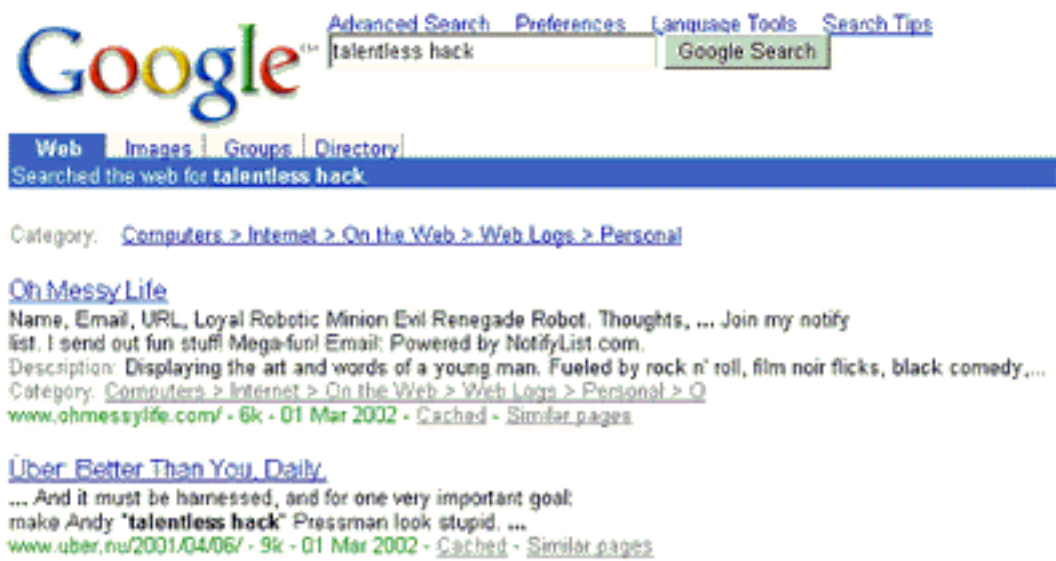
Adam identified a critical loophole in Google's algorithm. This article I'm writing may be about Google Bombs... but if enough sites linked to it using the phrase "Aunt Jemima," then this article might come up as the first search result for "Aunt Jemima." In other words, the *linker* can impact the Google Rank of the *linkee*.

And thus was born the Google Bomb. As Adam notes:

[S]imply having tons of the same links with the same phrase on a single page will do nothing. It requires a multitude of pages to have that link with specific link text. But this power can be harnessed with a concentrated group effort.

So a single Google Bomb isn't enough... you need an army of bloggers throwing Google Bombs into their weblogs.

Adam lobbed the first Google Bomb as a joke, aimed squarely at a friend of his: Andy "[Talentless Hack](#)" Pressman. Amazingly, a year later, Adam's Google Bomb demonstrates tremendous staying power, as Andy's website is *still* the number one search result for "Talentless Hack":



Adam's Google Bomb may have been a joke, but since then the practice of Google Bombing has begun to spread throughout the blogging community. Which begs the question:

Why Do People Google Bomb?

Here at *Microcontent News* headquarters, we identified four top reasons why people bomb Google:

1. Humor
2. Ego
3. Money
4. Justice

Let's take a look at each of these

1. Humor Bombs

Admit it... it's pretty funny to see your friend come up in Google as the #1 **Talentless Hack** in the whole world. Granted you have to find search keywords that don't get a lot of traffic, but that shouldn't be **too hard**.

2. Ego Bombs

It's become fashionable to be the top search result for your first name (or barring that, your full name). David Gallagher - freelance writer for the New York Times - provided **one such example** on his personal blog:

I've decided that I want to be the **most famous David Gallagher on the Internet**, and if you have a Web site, you can help. How?

Link to this site like so: **David Gallagher**.

As of March 1st, he's **ranked number 3** in Google... not too shabby, David.

3. Money Bombs

Of course, it's only a matter of time before someone starts making Google Bombs for profit.

As far as we know, this has yet to come to pass... but once Money Bombs become a possibility, they pose a real threat to Google. Brig over at Eatonweb floated the idea just a few days ago:

02.27.02

reading **why google loves weblogs** got me thinking about google bombing. specifically, in regard to keyword searches. take, for example, my dad. he would be in heaven if his site came up #1 on a search for santa cruz real estate. he would be willing to pay for that.

Brig, *Microcontent News* will Google Bomb your dad's site for free: [santa cruz real estate](#). I'm not sure how much it will help though, as your dad is up against some tough competition: some 103K separate websites come up in Google when you search for "Santa Cruz Real Estate!"

Buying a Google Bomb is probably cheaper than buying a [Google Adwords](#) microad. But even if that price disparity disappears, it's much better to be in Google's main search results than somewhere in a side module. Given this reality, it's inevitable that Money Bombs start appearing in the weblog community soon.

4. Justice Bombs

As we saw in [last week's article](#), Justice Bombs can be tossed at evil corporations. The target then was Critical IP, a corporation accused with telemarketing to domain name owners by stealing phone numbers out of an Internet database.

In fact, several bloggers have built Justice Bombs after last week's article... including [Megan McArdle](#). She was nauseated the other day to hear about the R Kelly videotape:

The other day, a radio station in New York that one of my co-workers listens to read a play-by-play of the R Kelly videotape. It is the first time I've ever been made actually nauseous by something I heard or watched. For those who aren't aware of it, R Kelly is a musician who purchased the services of a 14-year old girl from her family and . . . no, I can't go on. It makes me want to get sick just thinking about it.

Ordinarily, most people would feel helpless in this sort of situation. But armed with knowledge gleaned from last week's *Microcontent News*, Megan proposed a Justice Bomb:

I have the following proposal. Let those of us in the Blogosphere post the following two links on our pages:

[Daniel Pearl Videotape](#)

[R Kelly Videotape](#)

Several bloggers have [already followed suit](#), and just a few days after the Justice Bomb was lit, five of the top ten results for [R Kelly videotape](#) are already weblogs with her Google Bomb. Go Megan!

Why Google Bombs are So Effective:

We went over the mechanics of Google Bombs [last week](#). But *why* do so many weblogs participate in Google Bombing?

First and foremost, it's fun. Google is an institution, and seeing your personal website pop up in a search result is exhilarating. We've watched *Microcontent News* become the [second search result for Google Bomb](#) (behind Adam's essay inventing the concept), giving us some personal insight into the excitement of climbing the Google ranks.

Google Bombs also tap the natural human instinct for reciprocity: "you help me with my bomb, and I'll help you with yours." [1] Most of the Google Bombing to date has been Ego Bombing anyway, which lends itself especially well to reciprocation.

Google Bombing also fulfills a fundamental need: a need for justice, and for a feeling of control over the uncontrollable. When Megan McArdle got upset over the R Kelly videotape, she was able to strike back with a Google Bomb. Now, there's a good chance that someone searching for the videotape will read the [message she's written](#) just for them:

There is a special circle in hell reserved for people who watch things like this. Do humanity a favor and either get some help or take yourself out of the game.

How to Make a Google Bomb

Adam published instructions in his original [Google Bomb essay](#):

1. Get a web site. ...
2. Whenever you update your site, ... be sure to include [an HTML link to your target site. Make sure the text of the link is the search term you'd like to own]
3. Add your site to [Google](#).
4. Wait for the magic to happen!

Defusing a Google Bomb

So far, all the Google Bombs we've seen have been built using Adam's instructions.

Blogging a link (AKA "link-blogging") as a Google Bomb can provide a powerful short term boost in Google rank... but as we saw last week with the Critical IP example, the Google Bomb drops in power over time. (The Google Bomb raced to the #1 search position for "Critical IP" within two days... but two weeks later, it was already down to #46, and falling.)

It's clear that somehow Google was weighting the Google Bomb links less as they aged. This "temporal weighting" might be part of Google's algorithm. Still, something about that doesn't feel right - after all, isn't most of the Google database made up of older links?



More likely, the defusing of Google Bombs is largely a consequence of blog posts scrolling off a weblog's frontpage. Google almost certainly weights links more heavily if they're on the frontpage of a site, rather than on an interior page. After a week (or a month, in some cases), most Google Bomb links have been moved to archive pages - and so bloggers inadvertently end up defusing their very own bombs.

A More Powerful Google Bomb



A new type of Google Bomb offers a way around this. It's based on a blogging phenomenon named by Doc Searls in [December of 2000](#). We're referring, of course, to blogrolling.

Blogrolling is a relatively new name to a very old tradition. Most websites have traditionally had a Links page, where the webmaster points to their favorite websites. Weblogs have carried on the tradition... but rather than have a separate page for their links, they typically have their favorite links on the side of their page. Thanks to Doc's neologism, this "sidebar" section is increasingly called the "Blogrolling" section of a weblog.

Most importantly, a blogrolling link *never scrolls off a weblog's frontpage*. This greatly magnifies the impact of a blogrolling link, making them a much more potent Google Bomb.

Blogrolling Google Bombs have yet to hit the weblog scene. When they do, they could become the next generation Google Bomb, with a much longer impact than link-blogging bombs.

The Staying Power of Google Bombs

Google *can* be foiled over the long run, as mapped out in [this excellent essay](#) on the Church of Scientology. As the author puts it:

[T]he [Church of Scientology](#), a large corporate entity, has figured out how to exploit [Google's algorithm] to their advantage by having large quantities of domains that are packed heavily with links to each other

In other words, this essay alleges that the Church has [bought hundreds of domains](#) and had them all point both to each other... and of course, to Scientology-friendly websites. It may not involve weblogs, but it sure sounds like a Google Bomb to us!

It should be noted that **some bloggers** are striking back at the Church with their own Google Bomb. They've achieved some short term success, getting **Operation Clambake** - a site dedicated to debunking Scientology - up to **#4 in the Google ranks**.

While a valiant effort, I'm not convinced that this Google Bomb will defeat the bombs placed by the Church. After all, these bloggers are fighting blogrolling bombs with link-blogging bombs. Once the links scroll off their weblog frontpages, Operation Clambake should fall back in the Google rankings.

Implications for Google Bombs

If the Church of Scientology can foil Google, then Google Bombs - especially ones based on blogrolling - could potentially have a serious and long-term impact on Google rankings.

This has serious implications for the future of Google Bombs.

Watch out, Google!

One or two people linkblogging some Google Bombs isn't going to make a big difference in Google ranks in the long term. But teams of people working together to blogroll Google Bombs could have a serious and long-term impact on Google rankings.

Sooner or later, these teams of people will emerge... and when they do, their collective power on Google will be staggering.

Google, you'd better start watching out for these "Bomb Squads." Weblogs can help filter billions of webpages for you... but they could also help destroy the very technology that Google is based on!

The Emergence of Bomb Squads

Bomb Squads have yet to emerge, but all the ingredients are there.

One interesting development: a blogger has auctioned off a blogrolling link as a joke. [2]

Tony Pierce, the blogger in question, posted his **auction** to eBay on February 22nd. His auction description is fun to read... but it's easy to picture the same description applied less humorously to an actual Google Bomb auction:

Some people have morals, standards, ideals about quality when it comes to linking sites to their Blogs and websites, but I'm an American, I couldn't care less.

145812. That's how many hits I've gotten this month on my web site, <http://www.tonypierce.com>

I will link you on my Blog (<http://www.tonypierce.com/blog/bloggy.htm>), way up high for one full month. I will also link you on my links page <http://www.tonypierce.com/links.htm> for an entire month in a prominent locale.

Tony's auction closed last Friday night, topping out at \$15.50.

Tony was just doing this for fun - and as weblogs gimmicks go, this one was particularly successful in driving his traffic up. But the stage has been set for real Google Bombs.

Google Bomb Squads in Real Life

I mentioned Brig's **speculation** about Google Bombs earlier... what I didn't mention is that she posted something very much along these lines in her weblog:

02.27.02

reading **why google loves weblogs** got me thinking about google bombing. specifically, in regard to keyword searches. take, for example, my dad. he would be in heaven if his site came up #1 on a search for santa cruz real estate. he would be willing to pay for



that. someone needs to set up a google bomb service. weblogs sign up and reserve page space for the "google bomb link of the day". the service then sells it to customers and divides up the earnings with the weblogs. interesting concept anyway. [06:05 pm](#)

Sounds like a Google Bomb Squad to me!

Impact of Google Bomb Squads on Weblogs

The emergence of a Google Bomb Squad system could solve a thorny problem for bloggers: how to make money off of their time-consuming hobby.

Getting search engines to send you traffic has become a big industry with cryptic acronyms (SEO, short for Search Engine Optimization) and fancy [industry conferences](#). Joining a Google Bomb Squad could let bloggers tap what's become a multi-million dollar industry. It could even make life easier for the SEO industry - after all, as Google's become more popular, their usual bag of tricks has become less effective. Google Bombs and Bomb Squads could be the killer app that SEOs have been looking for.

Impact of Google Bomb Squads on Google

It's clear that Google Bombs are incredibly effective at building traffic. What's not so clear is what Google should do about it.

After all, a Google Bomb is extremely difficult to distinguish from a genuine link. Take our last *Microcontent News* article, for example. Just one day after its publication, it had already catapulted to the #1 search position for "[Google Weblogs](#)" This is despite the fact that there are 40,000 weblogs that share those very same search terms. In this case, that's a good thing: Google is giving *Microcontent News* credit for the dozens of links we received from the blogging community.

But how would Google know if all this linking had been a Google Bomb? Do they create an algorithm that defuses Google Bombs? Do they create a self-policing system to report sites that Google Bomb? Or do they - gasp! - *ban* people who sign up for Google Bomb Squads?

And what comprises a bannable Google Bomb?

For example, is it wrong to Google Bomb the [Church of Scientology](#), or [Critical IP](#)? Is it more or less wrong to try and profit off of a Google Bomb? What exactly would comprise a offense worthy of Google excommunication?

At this point, it's unclear. But Google has generated so much goodwill in the weblog community that any guidelines they issue will surely be taken into consideration by the blogging world. Google, let us know what's right or wrong in the world of Google Bombs!

In the meantime, all your search are belong to us. Somebody set up us the bomb!



* * * * *

See our earlier article on Google and Weblogs:

- [Google !\[\]\(4d5671ed09a68966fe2e932f2c5334b2_img.jpg\) Blogs - How Weblogs Influence A Billion Google Searches A Week](#)

This site will work and look better in a browser that supports [web standards](#), but it is accessible to any browser or Internet device.

Tuesday, February 26, 2002

Google Blogs How Weblogs Influence A Billion Google Searches A Week

by John Hiler

"Is Weblog Technology Here to Stay or Just Another Fad?"

Bob Tedeschi's rhetorical headline in [a recent New York Times article](#) has caused quite a stir in the weblog community. Bloggers across the world are debating whether or not weblogs are a just passing fad, or if they'll ever actually have a meaningful impact on the lives of most web users.

While I've been enjoying the debate, the question is largely moot: whether or not people even know what a weblog is, blogs are *already* having a massive impact on the lives of almost all web users. This is due to a quirk in the way the world's most popular search engine works.

Unbeknownst to most, weblogs have a significant impact on Google search results. With over "150 million search queries per day" [1], that means that weblogs are influencing over a billion Google searches a week.

Take that, New York Times!

Why Google Loves Weblogs

Reason One: Google Loves the Links in Weblogs

The magic of Google comes from its patented search engine algorithm, nicely described in their [Press Kit](#):

In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important."

Google loves Links, because they are the very core of its search engine. If page A links to page B, then that makes page B more popular in search results.

Weblogs are all about links like this. As Rebecca Blood put it in her excellent [weblog history](#):

The original weblogs were link-driven sites. Each was a mixture in unique proportions of links, commentary, and personal thoughts and essays. ... Many current weblogs follow this original style. Their editors present links both to little-known corners of the web and to current news articles they feel are worthy of note.

A match made in heaven! Google loves links, and weblogs are all about links. Every time a blogger links to a website, its Google rank ratchets up ever so slightly. If enough bloggers pile onto that link, it can start to have a significant impact on a sites' Google rank.

But links by themselves aren't enough to give Weblogs their influence on Google. That comes from a more recent tweak in the Google search engine:

Reason Two: Google loves Fresh Content

In [roughly August of last year](#), Google started indexing frequently updated sites much more often. The primary reason for this was to increase Google's access to articles from news sites, like CNN and the New York Times. Google even added a "News" section at the top of its search results, to present "news stories relevant to users' queries". [2]

But Google didn't stop there. Its insatiable appetite for fresh content spilled over to any frequently updated websites, including Weblogs. If Google noticed a page updating frequently, it started visiting that page much more frequently so it could suck the latest content into its database of over 3 billion documents. As they put it in their latest press release, "Google refreshes millions of web pages every day to ensure that Google users have access to the most current information."

Putting it Together: Google loves Weblogs

Weblogs are perfect for Google: frequently updated websites crammed chockfull of tasty links. It's no wonder that Google loves Weblogs so much.

Of course, if that's the case, why doesn't every Google search land the searcher on a blog? That question underscores a crucial point about weblogs and Google: weblogs are the *voters* in this political system. In other words, weblogs don't get elected by Google... but the sites they voted for do.

So even if you never visit a blog, you're being influenced by them. The collective votes of the weblog community are determining what sites you see on Google, the world's largest search engine.

Mob Justice: Weblogs Swing into Action

We got a chance to see the collective power of the weblog community recently, when Matt Haughey (founder of community weblog [MetaFilter](#)) got a telemarketer call one day while he was sitting at home. The cold callers were Critical IP, who had gotten his home phone number from the central database of domain name owners. He [posted his outrage](#) on his own weblog:

[T]he gang at Critical IP feel the whois database is a virtual goldmine worth cold-calling and bothering you at home (when I asked them if they got my number from the whois database, they admitted that yes, that was how they obtained it). ...

But Matt didn't stop there... he asked other bloggers to spread the word that Critical IP was coldcalling people while they were eating supper:

If you feel like sharing this message with anyone else, just copy this HTML and post on your site: [Critical IP](#) sucks.

Over the next few days, I noticed dozens of blogs linking to Matt's post, all with the same message: "Critical IP sucks". Even now, you can find [over two dozen weblogs](#) linking to Matt's post. The thought here was that the collective linking of the weblog community would achieve a sort of mob justice, with Google searchers finding the message "Critical IP sucks" whenever they searched for Critical IP.

To Matt's credit, [the plan worked brilliantly!](#) His personal site became the #1 search result for google searches of "Critical IP".

Man, that was fast. Anyone searching Critical IP at google sees me above the company. And my post is #7 and rising at Daypop.

I did it as a quick experiment in meme creation and propagation, to see if it would actually work, and how long it would take. Now that I see it's pretty much a full success in about 48 hours, it's also worth noting how frighteningly powerful it is. I'm sure using Google's new temporal listings, I'll fall out of #1 in a few days, but it boggles the mind that anyone with a well-indexed weblog (google loves constantly updated pages) can supplant even the company's companytitle.com site.

So be careful out there, this angry mob justice is some pretty powerful stuff.

There's even a name in the weblog community for this phenomenon: [Google Bombing](#). Whether it's done accidentally or more purposefully, the very existence of this phenomenon points to the power of Weblogs to impact the Google search experience. [3]

The Growing Google Power of Weblogs

Of course, it's somewhat hyperbolic to claim that Weblogs are impacting all of Google's weekly billion-plus searches. Google's search engine

algorithm has built-in protection from Google Bombs, probably by tamping down the weight of older links. Case in point: Matt's site has fallen from #1 to #46 in Google searches for Critical IP (as of 2/26/02).

Still, Google page ranks are already being impacted by weblogs in more long-term ways - how else would blogger [Dave Winer](#) outrank humorist [Dave Barry](#) in a [Google search for Dave](#)? Or journalist [Deborah Branscum](#) outrank [Debbie Gibson](#) in a [Google search for Deborah](#)?

The Google Power of weblogs will only grow with time:

1. As weblogs get more traffic, their votes will count for more:
2. Google weights fresh votes more than older votes
3. Blog search engines like [Daypop](#) and [blogdex](#) are spreading links more quickly.

As weblogs get more traffic, their votes will count for more:

As Google describes their search algorithm, 'votes cast by pages that are themselves 'important' weigh more heavily and help to make other pages 'important.' '

Weblogs can effectively double dip from this equation. Not only do their votes count for more as they each get more traffic, but the heavy cross-linking magnifies the impact of this collective voting machine. This greatly magnifies the Google Power of weblogs.

Google weights fresh votes more than older votes

It's clear that Google has some sort of time-element to their search algorithm now, as evidenced by the diminishing power of Matt's Google Bomb on Critical IP. The flip side of this is that fresh links are more heavily weighted than links from non-weblogs.

In other words, Weblogs have the potential to Google Bomb pretty much any keyword they want, if they act quickly and decisively. Which brings us to the third reason that Weblogs will increase their Google Power:

Blog search engines like [Daypop](#) and [blogdex](#) are spreading links more quickly.

Daypop and Blogdex both offer [Billboard-style lists](#) of the top fresh links in the weblog community. As a result, popular links (often called [memes](#)) spread much more quickly.

According to [Blogdex founder Cameron Marlow](#):

thanks to tools like blogdex and daypop, i think that there is now LOTS of cohesion in the weblog community. for instance, when i first started crawling, the greatest number of an individual link i would find would be on the order of 5 per day. now it is not uncommon to find 30 or 50.

Matt's Google Bomb on Critical IP might have taken much longer to spread without sites like Blogdex and Daypop to spread the word. Because Google weights fresh links more heavily, it really helps for Weblogs to link to a website at roughly the same time. Sites like Blogdex and Daypop make sure that this happens.

Weblogs: They ain't no Fad

Even if you've never heard of weblogs, they're having a powerful impact on your web searches every day. So to answer the New York Times, are weblogs just a fad? Anything that can potentially influence over a billion web searches every week sounds like more than a fad to me.

Oh, and by the way? [Critical IP](#) sucks.

* * * * *

Check out our follow-up on Google and Weblogs:

- [Google Time Bomb: *Will Weblogs blow up the world's favorite search engine?*](#)

[Return to Articles](#)

