

EP009 - Ranking Drop After a Google Algorithm Update?

Prologue 0:00

So Google really wants to only show sites that have information backed up, that cite their sources, that cite the author of a post and their experience in the field, etc. So they really can connect information to a valid source. I couldn't give health information. For example, I'm an SEO and web developer, I could probably talk about programming and SEO and online marketing and Google Ads probably as well. But I couldn't talk about health advice. If I were to give health advice, Google would do very well in not trusting SeoLeverage.com for health advice, and rather rank as very, very, very far behind. Whereas, if a medical site with specialized authors, doctors, giving health advice should really realistically rank higher, and this is the idea of E-A-T. And this is a common theme we are seeing in the last Google updates. This is getting more and more important. So whatever you can do for E-A-T in your space in your niche is going to be interesting.

Intro Music 1:00

Welcome to the SEO Leverage Podcast, where we talk about search, marketing and conversion.

Gert Mellak 1:10

Welcome to SEOLeverage.com. My name is Gert Mellak. And I'm so glad to address this topic today we're going to talk about Google algorithms. And the reason why I really like to talk about this is because there is a lot of confusion around algorithms. By the way, this is episode nine, if you would like to have a summary as the show notes, you can go to SEO Leverage dot com slash podcast. And the episode nine is going to give you some material to work with here. Essentially, we are going to build this out as a task list. In order to have something ready, you can go through whenever and Google algorithm update might affect you. So right now at the time of recording this, we're going through the December 2020 core update, where a lot of sites I've seen have been hit. Most of our clients actually one, which is great, I think one or two clients, we just did an audit on them, which has come to this project, they dropped sometimes 70% 80%. And we need to see how we can get them back up. First of all, I think what is important is, first of all know if the update impacted you, so you want to check your analytics, and especially also Google Search Console, and your main rankings, starting from the time when an update rolled out. Club dates usually take a couple of weeks approximately to fully roll out. So you really want to wait until they have been rolled out completely before you do something because sometimes there is a second wave or something like this, where results can change, some results come back up. So I'm excited to go further down. So you definitely want to

wait until the update is fully rolled out. And then see if a ranking drop or a traffic drop or a drop in average position or impressions on Google Search Console correlates in the date with the time of the update. And when this is the case, you want to try to break it down where you really were affected very often, entire sites get affected and rankings in general dropped a little bit. But sometimes it's also individual URLs that are just not up to the standard. And this brings me to what is really an interpretation of Google update. Google launches updates, because they collect a lot of signals over time and in addition to other things probably they have in mind, they really want to readjust the top 10 ranking sites, the top 10 search results to what Google users expect and what makes Google users most happy. What makes a Google user happy isn't always going to be the same as two years ago, or three years ago, maybe it was a very big, full screen size video that showed some great animation. The times are over. By the way, if you still have these, you probably want to revise your strategy. These days, people seem to react much better to upfront information, or at least a confirmation that the page they're on is going to give them the answer they're looking for. So Google needs to update their roadmap. This is not because they want to be mean, they want to take away our traffic, they just want to provide the best service to their users, which as we all know, has been working out very well for them as a strategy over the last years, essentially. So when an update hits us, we want to break down where we got hit, Was this an individual URL? Was this a set of URLs? Or was this the entire site? Whenever it's the entire site, you probably want to take a moment and compare your site with your competitors and really figure out what is the difference, but it's the gap between how users navigate your site and consume content on your site and the user experience they have. And still top ranking sites, there's always a competitor out there you have kind of on your radar, and you kind of see what they're doing well, and you could also do on your side, after the update is a good idea to take your main keywords, take out what type of site is out there? What's the level of design? What's the level of user experience? How did they handle the navigation? How do they connect articles together how to present content? How is an article presented? Are they very engaging in content, do they have sub headlines, they have an index of paper can jump right to the section they interested in the images, videos, embedded audios embedded, what's really the experience? And what is the difference between the experience on their site and your site. And then another thing is interesting to analyze as well is whether the importance of backlinks has changed with the update. So sometimes we know we really need strong links in order to rank with a certain URL on in the SERPs. And this can could potentially change with an update. So maybe after the update, Google mark gives more attention to content rather than links or vice versa. So you will also want to be aware of in general, what has changed? Are there only the big brands now up there, which is something that happened with the make or update, for example, in 2020, that there was a strong shift towards big brains. We seems to be a little bit going back a little bit again and giving a shot to the smaller sides. But this is just the first interpretation. We're going to look into the core update and probably going to be published an article with some main findings around this article on our blog soon. But yeah, you do really want to know, what is the pattern? What is the is directly apparent? What can you do on your site in general to make it better. And this also correlates with Google's recommendation, just build a better side with better content, focus on only having good content on your site, high quality content, and take this opportunity to get rid of all the low quality content you just pushed out there because you wanted to publish something new on the social media. But you

essentially deep down, you already knew that this is not your best work. So this is what we can do when a gargoyle even comes out. It's also interesting to follow some news magazines, SEO news, search engine land, SEO Roundtable, for example, a very good sources of information that usually also then present findings after the update from the SEO industry, from SEO forums, etc. where you can get an idea of what you might want to be focusing on. A big thing in general, and this has been like this in the last updates, is E.A.T. So expertise, authoritativeness, and trustworthiness. And this comes really down to you justifying why you are eligible to give this information to provide this information, to provide this advice. So Google really wants to only show sites that have information backed up that cite their sources, that cite the author of a post and their experience in the field, etc. So they really can connect information to valid source. I couldn't give health information, for example, I'm an SEO and web developer, I could probably talk about programming and SEO and online marketing and Google Ads probably as well. But I couldn't talk about health advice. If I were to give health advice Google would do very well in not trusting SEOLEverage.com for health advice, and rather rank as very, very, very far behind. Whereas if a medical site with space with specialized authors, doctors giving health advice should really realistically rank higher. And this is the idea of E.A.T. And this is a common theme we are seeing in the last Google updates, that this is getting more and more important. So whatever you can do for E.A.T. in your space, in your niche is going to be interesting. If you think this update or some other update has affected you and you would like to have some guidance or someone to take a look at this, check out SEOLEverage.com, get in touch with me info@seo-leverage.com. There's also email buttons on our website and we just can have a quick chat, connect and see if there's anything we can do for you to help you to streamline your SEO efforts. SEO is a long, great game, SEO is a game of consistency very similar to going to the gym. You can't go to the gym a day or two and then leave it for a month or two and expect to still getting the result be getting the results you need to have a consistency. Go to the gym a few times a week, and then the results are going to come and the same happens with SEO. And this is part of the reason why we created an application around our ongoing consulting to really streamline our client's SEO work, keep the momentum going keep the task implementation going, the ongoing optimization is going and this is what ultimately leads to the best result. And this, by the way also protects pretty much all of our clients from any major drops in rankings because if you have your finger on the pulse of what's happening and what's important for Google anyway, there's really no need for Google to drop your rankings too much with such an update. And you can just recover maybe one or two drug rankings and move on and continue to grow. My name is Gert Mellak from SEOLEverage.com. Thank you so much for listening. If you're interested in getting a better idea about very specific tool in SEO we're going to talk about in the next episode, check out also Episode 10. Now you're listening to episode nine. Next episode we're going to talk about the different approach of tracking SEO success. Thank you.