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Addressing Google's Core Algorithm Update

OPTIMIZING YOUR WEBSITE FOR PEOPLE NOT SERPs

What is Search Generative Experience (SGE)?

Google is changing the way it ranks websites by focusing on "User Experience SEO." This new approach combines traditional SEO practices with user-focused content to better satisfy user intent. With Google's Search Generative Experience (SGE), they're testing a plug-in that works with the search platform to determine exactly what users are looking for. This includes users using longer and more specific keywords, like "when is the best time to visit Rocky Mountain National Park?"

SGE pulls data from various sources and highlights the most relevant information at the top of search results. If your website's content doesn't effectively answer user questions, isn't accurate or straightforward, or hasn't been updated in a while, it may be considered "unhelpful." Google's core updates aim to reduce unhelpful content by 40%, so keeping your content useful, up-to-date, and in line with user expectations is crucial for SEO success.

The New Update HATES AI Generated Content

Google published Self-Assessment Questions to help publishers identify if their content measures up to Google's standards of quality. These questions don't list specific ranking factors. They only list concepts of things that in general reflect what high quality websites tend to show.

Keep In Mind When Creating Content:
First-Hand Expertise
Content Quality and Originality
Expertise and Author Background

Use AI as a ghost writer

What does this mean? With Google being able to see through AI generated content, how can you still use AI to help write ranking content that hits SEO benchmarks? When writing content use a dictation service, currently we are using RambleFix. You are able to record yourself talking about a subject, with no regard to sentence or paragraph structure. Then ask AI to help generate an article, press release or post that makes sense out of what I just "rambled." Of course with some fine tuning, some quality statistics and sources you are able to use AI to help write a 100% original piece that can be used to hit the self-assemesment questions head on.

Key Takeaways

- Be Overly Helpful
- Prioritize User Experience

- Do Not Post the Same Topic Over and Over
- AI Should be a Tool not a Crutch

- Site Reputation is Still Important
- Mobile Friendly

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