

What is a Google Algorithm update? And other questions

Q: What is Organic Search?

Organic Search are the results you see on a search engine search that are not paid for

Q: How many changes do Google do to their search algorithm?

In 2020, Google made 4,500 changes to search. Plus, Google ran more than 600,000 experiments. That means Google search is changing, on average, 12 times per day.

Q: Is Google Important?

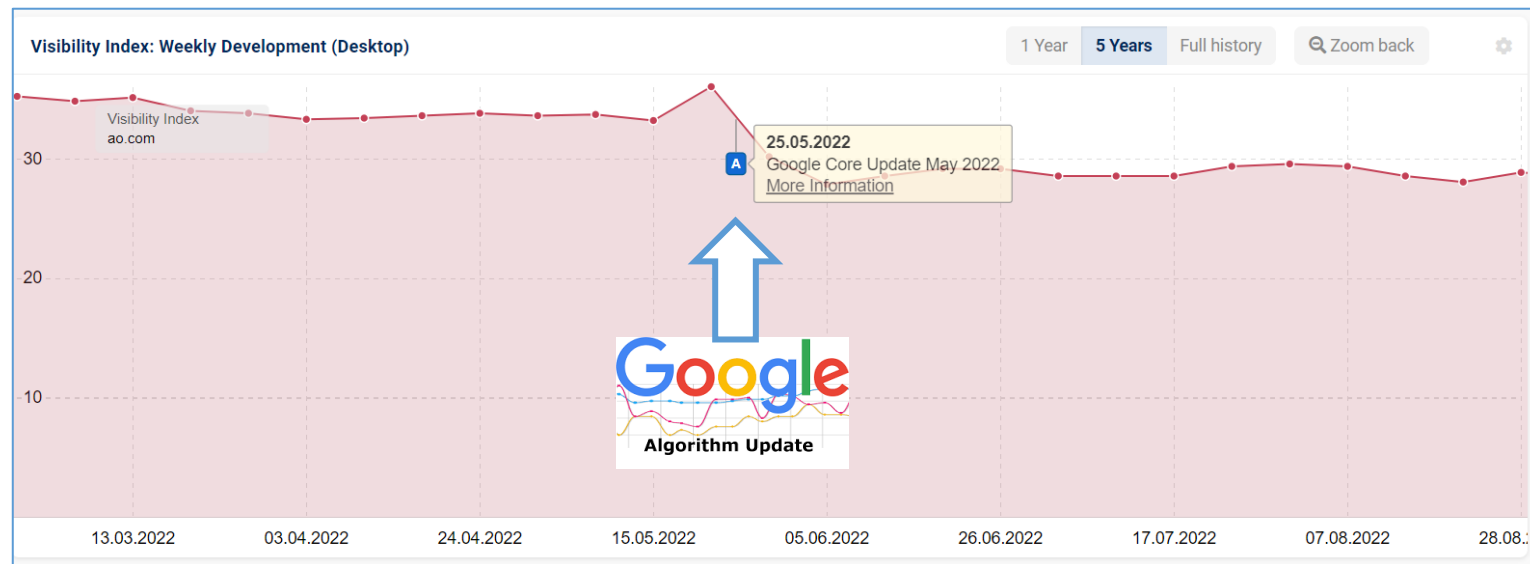
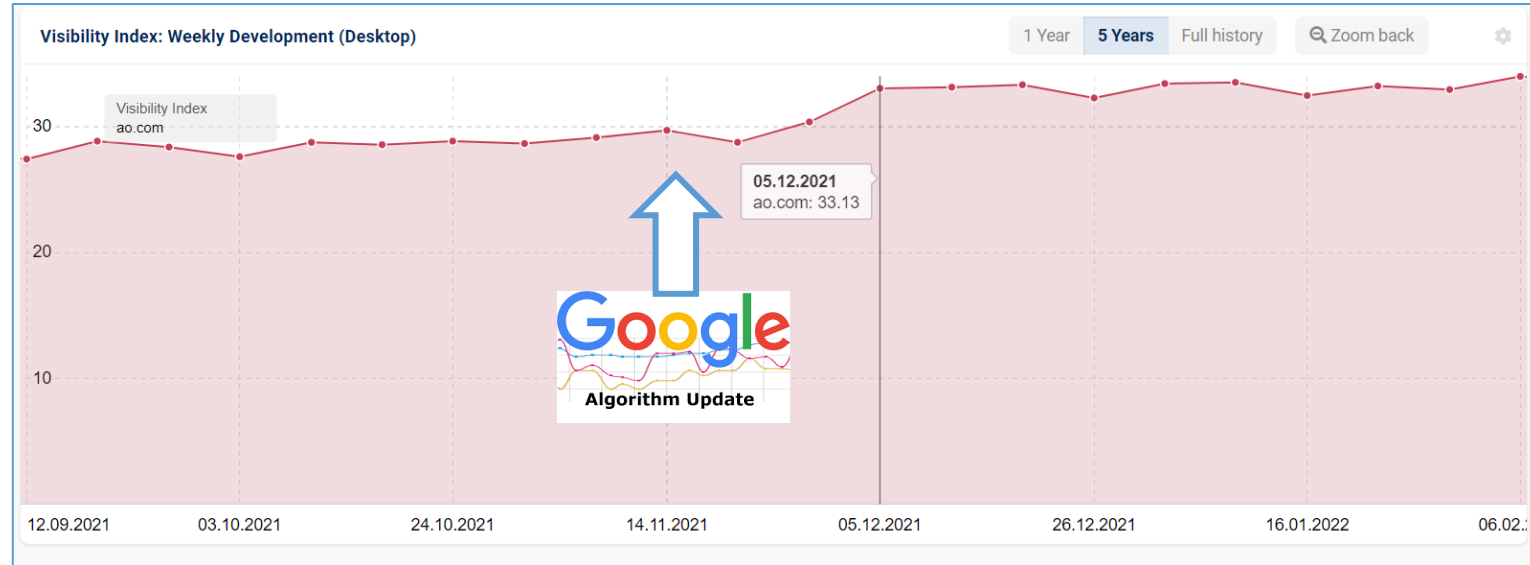
Google has a 86% share of all searches in 2022 (Statista)

Q: How many “Broad Core Algorithm Updates” does it do?

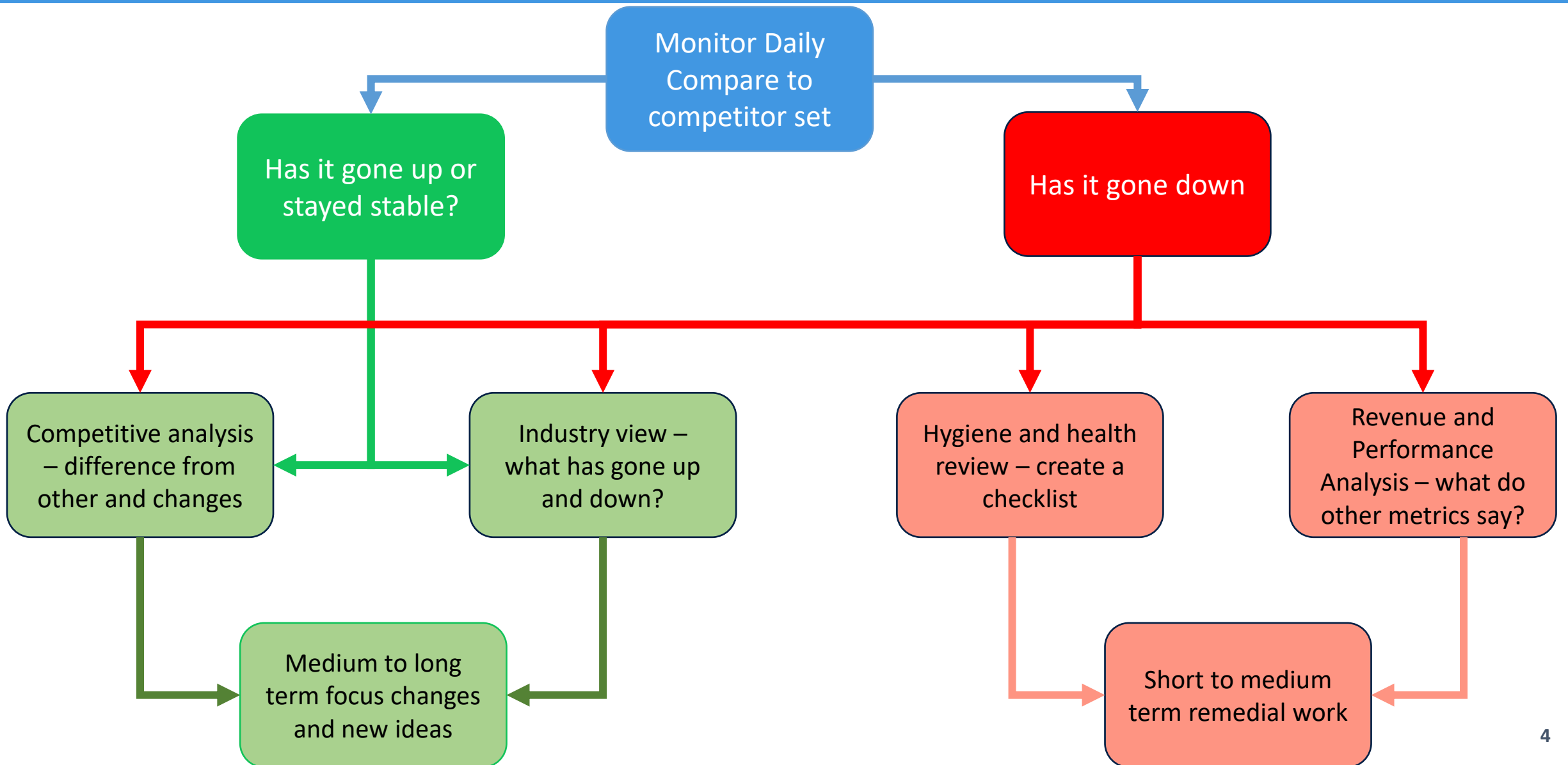
3-4 a year (2 so far in 2022, plus 6 other announced updates). They take about 2 weeks to roll out.

What do you do when you hear of one?

1. Decide how you are going to measure it:
 - Visibility
 - Average position / CTR
 - Organic Traffic
 - Visits
2. Tell people about it
3. Does the previous trend give you a hint? (Malte Landwehr)
4. Your tracking is likely to be behind what is happening.
5. Don't wait until the end to investigate, but wait until end to publish next steps.



Google Algo Update Decision Tree





Walk the Walk SEO

2022

Back up slides