Hit by a Google Algorithm update? Don’t Panic!

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November 2022

Walk the Walk SEO
<table>
<thead>
<tr>
<th>Q: What is Organic Search?</th>
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<td>Organic Search are the results you see on a search engine search that are not paid for</td>
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<th>Q: Is Google Important?</th>
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<td>Google has a 86% share of all searches in 2022 (Statista)</td>
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<th>Q: How many changes do Google do to their search algorithm?</th>
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<td>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.</td>
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<th>Q: How many “Broad Core Algorithm Updates” does it do?</th>
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<td>3-4 a year (2 so far in 2022, plus 6 other announced updates). They take about 2 weeks to roll out.</td>
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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

- Monitor Daily Compare to competitor set
  - Has it gone up or stayed stable?
    - Competitive analysis – difference from other and changes
      - Medium to long term focus changes and new ideas
    - Industry view – what has gone up and down?
      - Short to medium term remedial work
  - Has it gone down
    - Hygiene and health review – create a checklist
    - Revenue and Performance Analysis – what do other metrics say?
      - Medium to long term focus changes and new ideas
Walk the Walk SEO

2022

Back up slides