

Google's Broad Core Algorithm Update 2018

NEW
Google
Algorithm Update

About Broad Core Algorithm

Google confirmed on Twitter that it has released a "broad core algorithm update" on 01-Aug-2018, which is something that doesn't occur every day. It happens when Google makes several "broad" changes to its "core" algorithm.



Why it is called Google Medic Update?

Google Medic Update: Here "Medic" refers to medical, but it doesn't mean they were the only ones affected by ranking drops.

Who's affected by Google's Medic Update?



As per analysis from millions of website, it concludes all types of website have been impacted by this update.

Examples: Medical Websites, e-Commerce Websites, Financial Websites, & other type of sites that have technical issues, or having content problem.

How to prevent yourself from being penalized?



There is solution to get recovery from **Google's Medic Update** i.e. **E-A-T (expertise, authoritativeness, and trust)** which helps you to resonates with a site's quality and relevance.

Some More Information about E-A-T

What does E-A-T mean?

Expertise:

You need to be an expert in your field. This means you need to show you have the appropriate credentials (college degree, job experience, etc.) and mention it in your content.



Authority:

You need to show that you are an authority. Credentials are important, but so are personal experiences like reviews.

Trust :

You need to show users they can trust the page they are on. Everything about your site should make users feel safe while they're visiting.



Effective Ways You Can Demonstrate E-A-T

Create Expertise

Create Expertise With "About Us Page"

Use this page to explain who your company is, how long it has existed, and why it should be trusted as an authority within its niche. Include mention of any relevant awards or accolades, as these are directly looked for as an indicator of quality by Google's search quality raters.

ABOUT US



OUR TEAM

Create Expertise With "Our Team Page"

Adding an "Our Team" page or section to your website is an easy, effective way to give your business an accessible face. It gives prospects an idea of who exactly they'll be working with, and shows potential employees that you're proud of the people on your team.

Create Authority

Create Expertise With "Videos"

"Sometimes a picture says a thousand words and video says 50,000 words". Adding videos to the website is easier for audience to understand a complex concept by watching a 2-3 minutes videos v/s trying to read whole page.



Create Authority With "Social Signals"

Social media is fast becoming the optimal way for businesses to rank at the top of search engine results through customer feedback known as social signals. It defines the likes, shares, votes, pins, or views people place on Facebook, Twitter, LinkedIn or other social media sites.



Create Trust

Create Trust With "Author Details"

If you are not disclosing who writes each piece of content on your website, now is the time to start listing the names of these authors, editors and/or reviewers. You can link the names of writers to their respective biographies, or to a page detailing who they are and why they should be considered credible.



Create Trust by "Testimonial Page"

One of the another way to improve the reputation include fostering user reviews across the web, increasing the number of testimonials displayed on your site, getting your authors published in authoritative places outside of your site amongst other things to establish E-A-T.



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