Quick Overview

- **What's an Algorithm Update?**

- **Main Updates**

  - **Historical Data**

  - **Latest Updates - 2019**

- **Prepare Yourselves**

- **The Future of Algorithm Update**

Speaker Presentation

Grégoire Lacan
CEO UniK SEO

Expertise:

- Digital Marketing
- Affiliation
- SEO

Contact:

- Email: greg@unik-seo.com
- Mobile: +351 932 847 826
- Skype: greg.lacan.seo
- Website: www.unik-seo.com

Company Presentation

UniK SEO

Created in 2016 based in PT & UK

Full Service SEO Agency

- Mainstream
  (Tourism, Travel, Restaurant, Medical, e-Commerce, Finance, Health, etc.)

- iGaming

- Adult

- Crypto

- Google Certified Agency
  - Shopping
  - Mobile
  - Search

First !

Understand Google

- "Organize the Internet"
- User Oriented

  - Provide the best **results** possible

  - Provide the best **experience** possible

  - Provide the **fastest** <u>answer</u> to users queries

- Keep users "IN"

- Make $$$

What's an Algorithm Update?

*"Algorithms empower Google (and other Search Engines)
to measure the **level of the relevancy and quality** of
the sites to rank them in the search results pages."*

*"In its early years, Google only made a handful of
updates to its algorithms. Now, Google makes
thousands of changes every year (2 to 3 per day)"*

Different Kinds of Algorithm Updates

To Consider

- Niche / keyword related update (Payday, Medic)

- Technical update (Mobile First indexing, EMD, HTTPS)

- Country / language focused update

- Visual / appearance / layout update (local pack, Favicon)

- Ranking factors update (loading speed, Rankbrain)

- General quality / unamed update ("Fred")

- More we probably don't know about...

Main Known Updates – Historical Data

PANDA	PENGUIN	PIRATE	PIGEON	PAGE LAYOUT	HUMMINGBIRD
The Content Algorithm	The Links Algorithm	The Copyright Algorithm	The Local Search Algorithm	The Layout Algorithm	The UX Algorithm
2011	2012	2012	2014	2012	2013

Main Known Updates – Most important ones

Mobilegeddon
2015
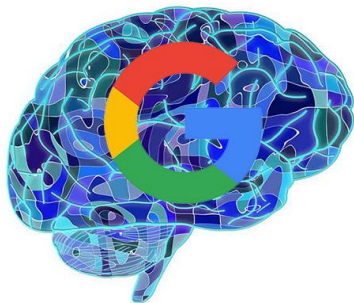
RankBrain
2015

Fred
2015 - OnGoing

Phantom I to V
2013/15/16/17

Gambling related Updates ?

Google Core Update - March 2019
Gambling Niche Volatility Data

Gambling Niche — RankRanger

	Baseline Period	Update Period	Volatility Increase
1st Result Exact Match	96%	91%	5%
2nd Result Exact Match	88%	72%	18%
3rd Result Exact Match	83%	66%	20%
Top 3 Results Exact Match	79%	60%	24%
Top 5 Results Exact Match	62%	31%	50%
Top 10 Results Exact Match	29%	6%	79%

Gambling related Updates ?

June 2019 Core Update
Rank Fluctuations Increase by Niche

RankRanger

	Travel	Retail	Health	Finance	Gambling
1st Result	8%	2%	11%	9%	21%
2nd Result	17%	8%	15%	25%	35%
3rd Result	13%	10%	30%	30%	36%
Top 3 Results	22%	14%	35%	41%	55%
Top 5 Results	32%	17%	46%	52%	95%
Top 10 Results	46%	33%	78%	77%	159%
Average Position Change Increase	.22 Positions	.53 Positions	.63 Positions	.96 Positions	.32 Positions

Latest Algorithm Updates (2019)

Search Review Snippet Update - 09.2019

- Before

Gaming SEO - SEO for your Gaming Website - UniK SEO
https://www.unik-seo.com/gaming-seo/ ▼
★★★★★ Rating: 4,8 - 55 reviews
Gaming SEO - SEO for your Gaming Website - Increase your Organic Traffic & Rankings with Gaming
SEO - FREE Quote for our Gaming SEO Services!

- After

Gaming SEO - SEO for your Gaming Website - UniK SEO
https://www.unik-seo.com › gaming-seo ▼
By applying the best practices our Gaming SEO Services, we increase your organic traffic and
rankings with a measurable impact on your ROI using exclusive Gaming SEO techniques and
processes. Let us show you why our search marketing for the game industry works while taking
your ...

Latest Algorithm Updates (2019)

Diversity Update - 06.2019
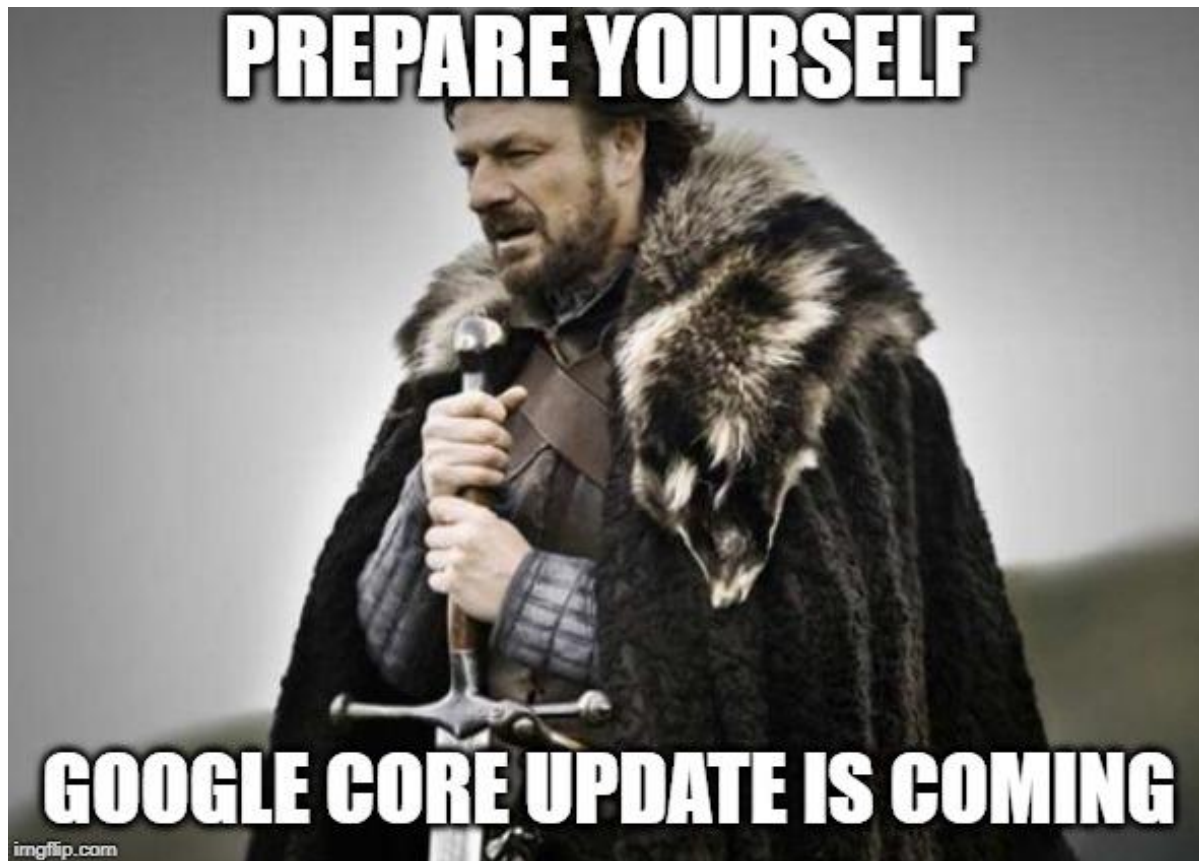
- SERP change

- Multiple domains (not more than 2)

DIVERSITY UPDATE

New Google Algorithm Update

Latest Algorithm Updates (2019)

Florida 2 Update 03.2019

- "biggest updates in years"

- Favicon on mobile (ads + organic)

- No fix

March 2019
Core Algo Update
aka Florida 2

Prepare Your Website

Prepare Your Website

Google SearchLiaison ✔ @searchliaison · Mar 12, 2018

Replying to @searchliaison

As with any update, some sites may note drops or gains. There's nothing wrong with pages that may now perform less well. Instead, it's that changes to our systems are benefiting pages that were previously under-rewarded....

Google SearchLiaison ✔
@searchliaison

There's no "fix" for pages that may perform less well other than to remain focused on building great content. Over time, it may be that your content may rise relative to other pages.

♡ 156   5:57 PM - Mar 12, 2018

💬 107 people are talking about this
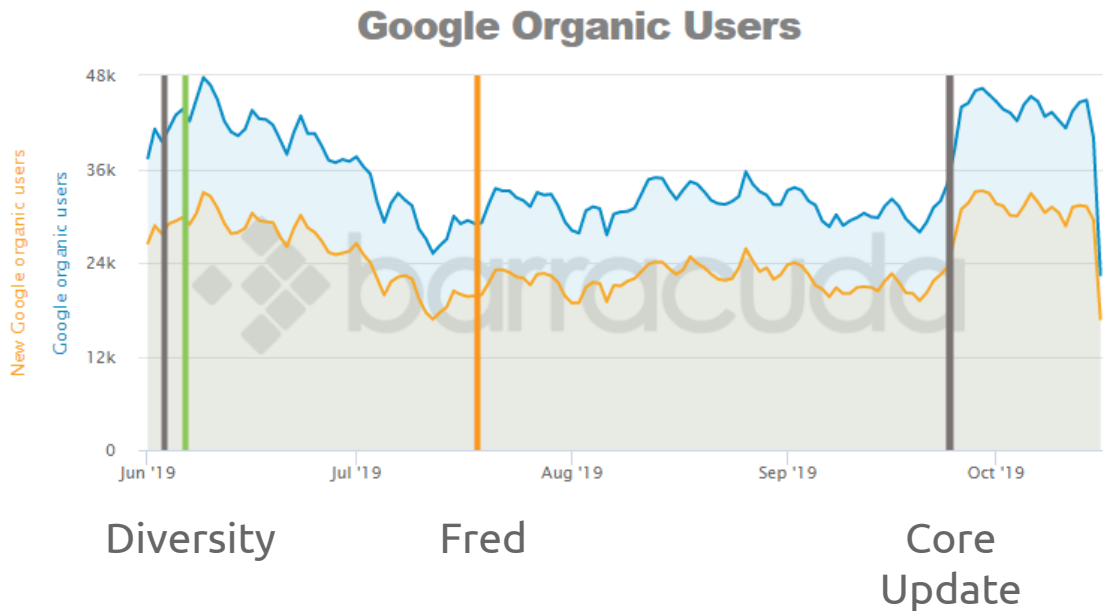
Prepare Your Website

So what
now

1) Find Correlations

Organic Users Vs. Google Updates

Panguin Tool

Google Organic Users

Diversity   Fred   Core Update

barracuda

2) Penalized by Google?

Google Search Console

unik-seo.com		**Manual actions**

- Overview
- Performance
- URL inspection

Index
- Coverage
- Sitemaps

Enhancements
- Mobile Usability
- Breadcrumbs
- Logos
- Sitelinks searchbox

Security & Manual Actions
- Manual actions
- Security issues

✅ No issues detected

IT'S ALL GOOD!

3) Technical Checklist

Website Indexability

Check how Google is crawling & indexing your website
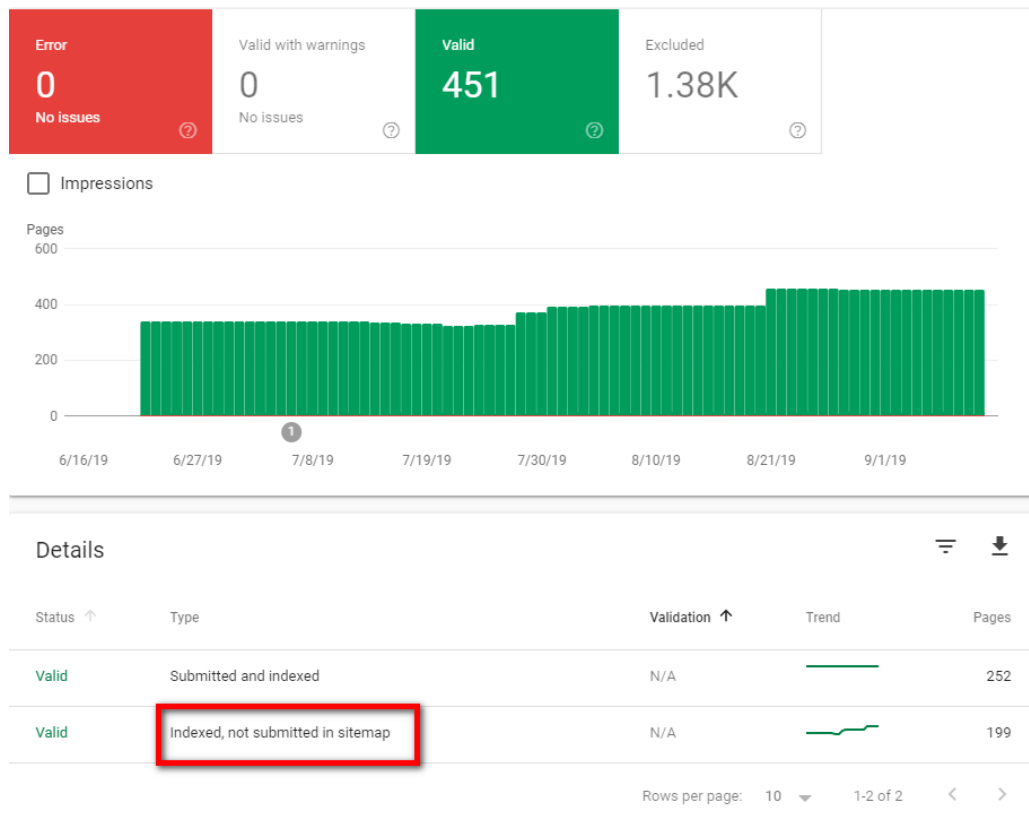
- Robots.txt
- Sitemap Vs. "site:rootdomain.com"

3) Technical Checklist

Website Indexability

Check why !

Status	Type	Validation	Trend	Pages
Valid	Submitted and indexed	N/A		252
Valid	Indexed, not submitted in sitemap	N/A		199

3) Technical Checklist

Website Indexability

Fix it

Examples ⓘ

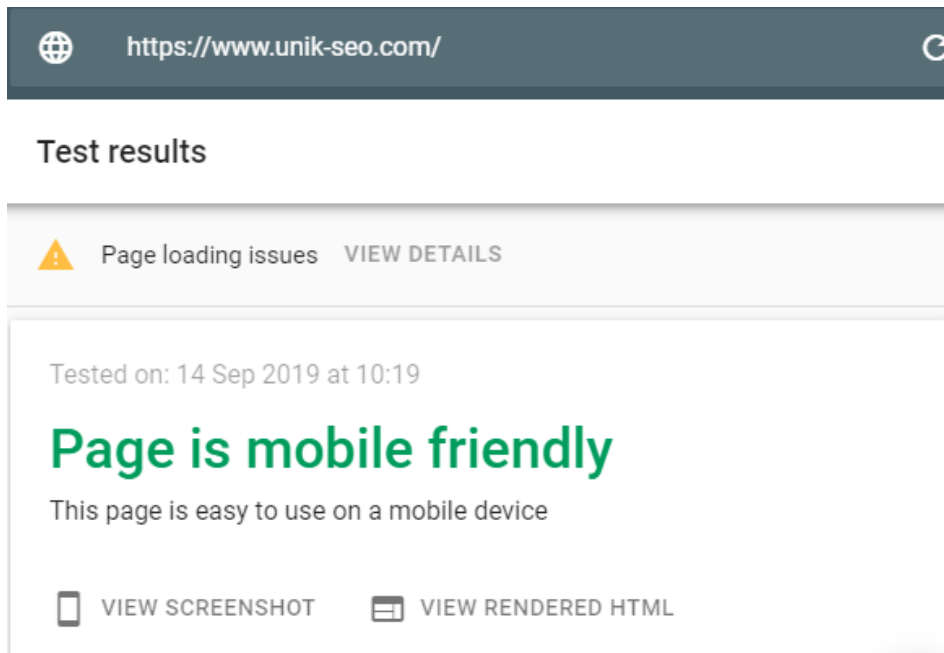| URL	↓ Last crawled
https://dev.unik-seo.com/	Sep 9, 2019
https://dev.unik-seo.com/pt/contactos/	Sep 9, 2019
https://www.unik-seo.com/wp-content/uploads/2019/03/Link-Building-Strategies.pdf	Sep 9, 2019
https://dev.unik-seo.com/fr/contacts/	Sep 9, 2019
https://dev.unik-seo.com/pt/novo-2/	Sep 9, 2019
https://dev.unik-seo.com/boabao/	Sep 9, 2019
https://dev.unik-seo.com/pt/recuperacao-penalizacao-google/	Sep 9, 2019
https://dev.unik-seo.com/pt/online-curriculo/	Sep 9, 2019
https://dev.unik-seo.com/google-penalty-recovery/	Sep 9, 2019
https://dev.unik-seo.com/dental-seo/	Sep 9, 2019

3) Technical Checklist

Mobile friendliness

Easy to Test

- Google Mobile-Friendly Test

https://www.unik-seo.com/

Test results

⚠ Page loading issues   VIEW DETAILS

Tested on: 14 Sep 2019 at 10:19

Page is mobile friendly
This page is easy to use on a mobile device

📱 VIEW SCREENSHOT   ▦ VIEW RENDERED HTML

3) Technical Checklist

SSL Certificate (HTTPS)

Easy to Test

- SSL Shopper (https://www.sslshopper.com)

- SSL Labs (https://www.ssllabs.com)

- ImmuniWeb (https://www.immuniweb.com)

- DigiCert (https://www.digicert.com)

Summary of unik-seo.com:443 (HTTPS) SSL Security Test

unik-seo.com was tested 1 time during the last 12 months.

Your final score

A

Date/Time: Today, 11:26 CEST
Source IP: 209.58.128.115:443
Type: HTTPS

Refresh test

Download report

3) Technical Checklist

SSL Certificate (HTTPS)

Reminder

- HTTP & HTTPS are 2 similar versions of your website

- Same goes for WWW

- For ALL content

http://yoursite.com
https://yoursite.com
http://www.yoursite.com
https://www.yoursite.com

→ https://yoursite.com

3) Technical Checklist

Loading speed

Confirmed Ranking Factor

- Google PageSpeed Insights
- GTMetricx (https://gtmetrix.com)
- WebPageTest (https://www.webpagetest.org/)

Performance Scores

PageSpeed Score	YSlow Score
F(48%)	**C**(72%)

Page Details

Fully Loaded Time	Total Page Size	Requests
2.0s	1.87MB	63

PageSpeed | YSlow | Waterfall | Timings | Video | History

RECOMMENDATION	GRADE		TYPE	PRIORITY
▼ Enable gzip compression	F (0)		SERVER	HIGH
▼ Combine images using CSS sprites	D (60)		IMAGES	HIGH
▼ Leverage browser caching	D (63)		SERVER	HIGH
▼ Minify CSS	C (72)		CSS	HIGH
▼ Specify a cache validator	A (92)		SERVER	HIGH
▼ Specify image dimensions	A (95)		IMAGES	MEDIUM

⚠️ Test multiple pages (not just the home page)

UNK seo
digital marketing

3) Technical Checklist

Loading speed

Some improvements ideas

- Use a CDN (Cloudflare gives you 1 domain for free)

- Use browser caching

- Minify JS & CSS

- Use lazy loading (especially if infinite scrolling)

- Implement pre-rendering (for JS dynamic content)

- Optimize images (vector, compress, scaled, metadata)

- Avoid redirection chains (301 redirects)

3) Technical Checklist

Multilingual websites

HREFLANG Tags

- Helps Search Engine figure out the different versions/languages of your website

- Helps Search Engine presenting the right page to users

- Can add a "x-default"

- Not the same as canonical

- Avoid duplicated content

```
        <link rel="alternate" hreflang="en" href="https://www.unik-seo.com/gaming-seo/" />
<link rel="alternate" hreflang="pt" href="https://www.unik-seo.com/pt/gaming-seo/" />
<link rel="alternate" hreflang="es" href="https://www.unik-seo.com/es/gaming-seo/" />
```

Backlinks

Your Backlink Profile

Make Sure

- Natural link profile

- Not over optimized anchor text

- Focus on branding / brand image & trust

- From quality website

Doing Link Building

Ideas

- Work with digital Influencers

- Don't over look social media (FB, Reddit, Insta, Quora)

- Digital PR

- Focused guest posting on authority websites

- Create reports / infographics

- Local citations

Content

E-A-T + YMYL

Content

Review or update published content

To consider

- Author / contributor bio (description & links)

- Source the facts

- Keep it fresh & content pruning

- Accessibility & internal linking

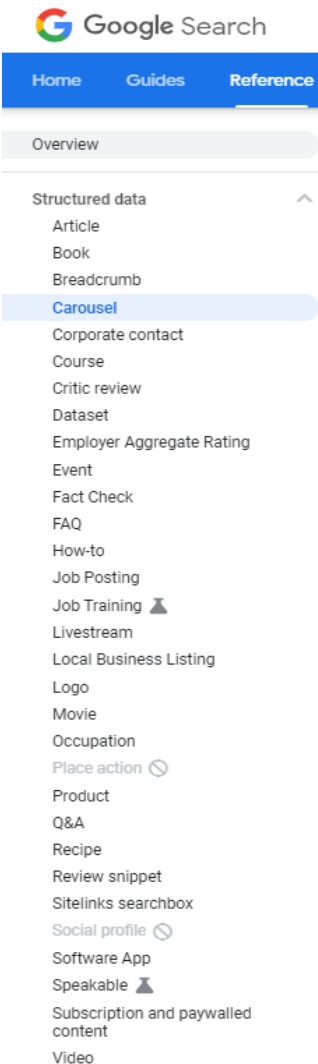- Spammy / link bait titles

- Aggressive or deceptive Ads

Content

Markup your content

Structured Data

- Use JSON-LD

- Check Markups & Rich Snippets available for your website

- Create content for it

- Test & validate

- Check your competition

Google Structured Data Testing Tool

Content

Duplicated content

Canonicals

```
<link rel="canonical" href="https://www.unik-seo.com/" />
```

- Avoid duplicated content

- Helps search engines understand which pages to index and rank

- Use Crawler to find potencial errors (ScreamingFrog)

- Check page source code

- Implement on all your web pages

The Future of Google Updates

The Future of Updates

Who Knows?

- Still focus on E.A.T

- UX oriented

- Counter "new" black-hat technics

- Answering questions FAST

- Voice search related update ?

Stay Alert

KEEP CALM AND STAY ALERT

KeepCalmAndPosters.com

How?

- Follow @searchliaison on Twitter

- Audit your website organic traffic often

- Check Search Console (penalty)

- Follow your rankings

- Read the main news related sources

(searchengineland.com, moz.com, searchenginejournal.com, etc.)

Summary

- Don't think you are "safe"

- Create great content / UX

- Build natural backlinks (or not)

- Audit regularly your website

- Follow up news

Email: greg@unik-seo.com
Mobile: +351 932 847 826
Skype: greg.lacan.seo
www.unik-seo.com

Thank you!