Google BERT Update & other major broad-core updates

By 7boats Academy

What is BERT update?

It's a latest Google algorithm update that is designed to better understand what's important in natural language queries. When users will search in Google, Google will try to understand the meaning of the user intent (behind the search query) by considering the overall meaning / content of the page rather than single word/s and will try to show the user the most relevant result that can match to their search intention.

This BERT update really was around understanding "longer, more conversational queries,". So in voice search this will be impactful. This update has been rolled out in Oct 2019.

What is Google's broad core algorithm update

Google regularly does fine tuning to it's core algorithm (Panda, Penguin, Rankbrain, Hummingbird, Possum & other unnamed updates). The last major update was on Sep 26th, 2019.

How to make your site full proof & rank better?

- Focus on new fresh content
- Focus on updating old content on regular basis
- Focus more on evergreen content
- Focus more on user experience - site speed, less links on landing pages, https, clean readable layout and fonts, short paragraphs (100 words), balanced internal & external links.
- Focus more on fixing old broken links all through the site.
- Focus more on structured snippets & mobile usability.
- Focus more on proper content siloing / internal linking
- Focus more on fresh, high quality backlinks
- Focus more on omni-channel presence & positive reviews/citation
- Focus more on hybrid content

Content and quality questions

- Does the content provide **original information, reporting, research or analysis**?

- Does the content provide a **substantial, complete or comprehensive description** of the topic?

- Does the content provide **insightful analysis** or interesting information that is beyond obvious?

- If the content draws on other sources, does it **avoid simply copying or rewriting** those sources and instead provide substantial additional value and originality?

- Does the **headline and/or page title provide a descriptive, helpful summary** of the content?

- Does the headline and/or page title **avoid being exaggerating or shocking** in nature?

- Is this the sort of page **you'd want to bookmark, share with a friend**, or recommend?

- Would you expect to see this content in or **referenced by a printed magazine, encyclopedia** or book?

Content Expertise Questions

- Does the content present information in a way that makes you want to **trust** it, such as clear sourcing, **evidence of the expertise involved**, **background about the author** or the site that publishes it, such as through links to an author page or a site's About page?

- If you researched the site producing the content, would you come away with an impression that it is **well-trusted or widely-recognized** as an authority on its topic?

- Is this content **written by an expert** or enthusiast who demonstrably knows the topic well?

- Is the content **free from easily-verified factual errors**?

- Would you **feel comfortable trusting this content for issues relating to your money or your life?**

Presentation & Product Questions

- Is the content **free from spelling or stylistic issues**?

- Was the content produced well, or does it appear **sloppy or hastily produced**?

- Is the content mass-produced by or outsourced to a large number of creators, or spread across a large network of sites, so that individual pages or sites don't get as much attention or care?

- Does the content **have an excessive amount of ads** that distract from or interfere with the main content?

- Does content **display well for mobile devices** when viewed on them?

Comparative Questions

- Does the content **provide substantial value when compared to other pages** in search results?

- Does the content seem to be **serving the genuine interests of visitors** to the site or does it seem to exist solely by someone attempting to guess what might rank well in search engines?

Few Tools

Backlink checker, SEO audit, keywords & competitor analysis

https://neilpatel.com/ubersuggest/

Wordpress SEO - https://rankmath.com/ or Yoast SEO

Broken Link Checker - https://www.brokenlinkcheck.com/

Other Tools - https://www.7boats.com/academy/tools/

Thank you

https://www.7boats.com/academy