Google confirms rolling out a broad core search algorithm update earlier this week

Google has posted on Twitter that it released a “broad core algorithm update” this past Monday. Google said it “routinely” does updates “throughout the year” and referenced the communication from the previous core update.

Google explained that core search updates happen “several times per year” and that while “some sites may note drops or gains,” there is nothing specific a site can do to tweak its

rankings around these updates. In general, Google says to continue to improve your overall site quality, and the next time Google runs these updates, hopefully, your website will be rewarded.

Google explained that "pages that were previously under-rewarded" would see a benefit from these core updates.

Here is the statement Google previously made about this type of update:

> *Each day, Google usually releases one or more changes designed to improve our results. Some are focused around specific improvements. Some are broad changes. Last week, we released a broad core algorithm update. We do these routinely several times per year.*
>
> *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.*
>
> *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.*

Here is Google's confirmation from today about the update on Monday:

> *On Monday, we released a broad core algorithm update, as we routinely do throughout the year. For background and advice about these, see our tweet from last month: https://t.co/uPlEdSu6xp*
>
> *— Google SearchLiaison (@searchliaison) April 20, 2018*

About The Author

http://feeds.searchengineland.com/~r/searchengineland/~3/bAeuhZDFA4w/google-confirms-rolling-out-a-broad-core-search-algorithm-update-earlier-week-296600