

Google Rolls Out August Spam Update Targeting Search Quality via @sejournal, @MattGSouthern

Google released the August spam update, impacting search results worldwide. The rollout may take a few weeks to complete.

- The August spam update started August 26 and applies worldwide.
- Expect possible ranking and traffic swings during the multi-week rollout.
- Monitor trends in Search Console and stay aligned with Google's spam policies.

<https://www.searchenginejournal.com/google-rolls-out-august-spam-update-targeting-search-quality/554611/>