Google Search Quality Rater Guidelines Updated: Beneficial Purpose, Creator Reputation & More

It has been a year since we last saw Google's Search Quality Rater Guidelines updated, but they released a brand new version over the weekend. Here is what has changed, with commentary about why it is important for site owners and tips they can take away from it to incorporate into their own sites. Once […]

The post Google Search Quality Rater Guidelines Updated: Beneficial Purpose, Creator Reputation & More appeared first on The SEM Post.

http://www.thesempost.com/google-search-quality-rater-guidelines-updated/