Google Search releases spam update on June 23

Google has announced yet another Search update they're calling a "spam update." The spam update runs today, and Google said it will also officially "conclude today." The company also said it will once again run another spam update next week and will inform us when that update has started and concluded. These updates are one-day updates and do not roll out over a multi-day period like Google's core updates typically do.

More details. "As part of our regular work to improve results, we've released a spam update to our systems," Google said, although it did not say much more outside of these two Twitter posts. "This spam update will conclude today. A second one will follow next week. We'll add to this tweet thread when that happens," Google added.

Google added links to existing documents where it talks about its spam prevention and web admin guidelines, here are those tweets:

> *This spam update will conclude today. A second one will follow next week. We'll add to this tweet thread when that happens.*
>
> *We encourage sites to follow our best practices for Search: https://t.co/jK3ArQEuir*
>
> *— Google SearchLiaison (@searchliaison) June 23, 2021*

Lots of updates going on. In the past three months, SEOs have had multiple Search updates roll out:

Why we care. If you notice ranking changes today, it might be related to Google's spam efforts and this spam update, so ensure your site is playing by Google's rules and guidelines.

About The Author

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http://feeds.searchengineland.com/~r/searchengineland/~3/9-3zn2uWk3I/google-search-releases-spam-update-349848