Video: Dan Shure on Google core updates and podcasting

Dan Shure, a piano teacher gone SEO, spent some time chatting with me about some SEO topics. We talked about how he went from being a piano teacher and petty much broke, to an SEO that makes a nice living.

Dan talked to me about his theories around Google core updates. Specifically about how to structure your content on its pages to make it more human-readable, while also improving your rankings for core updates. He said, it doesn't just end with that, you also need to cover your bases with technical SEO and the basics.

Dan also runs a popular SEO podcast named Experts On The Wire and how it has grown over the years. We talked about a lot over the 17 minute interview, you can watch it below:

[embedded content]
I started this vlog series recently, and if you want to sign up to be interviewed, you can fill out this form on Search Engine Roundtable. You can also subscribe to my YouTube channel by clicking here.

About The Author

Barry Schwartz is Search Engine Land's News Editor and owns RustyBrick, a NY based web consulting firm. He also runs Search Engine Roundtable, a popular search blog on SEM topics.
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