# Video: Mordy Oberstein on Google quality updates and featured snippets

Mordy Oberstein, chief marketing officer at RankRanger, sat down to chat about a fun topic – Google algorithm updates. We also chatted a bit about featured snippets, but keep in mind, this video was recorded last December and featured snippets change fast.

Mordy explained how he feels that your content and website have to be very aligned to a specific topic or entity. Once you start mixing up your content with multiple entities, it can confuse Google and hurt your site's ranking in Google. It is not just about writing awesome content but your content, across your web site, needs to align with your overall site's theme.

We also talked about featured snippets, and if they are worth trying to get or not.

Here is the video:

[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.

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## About The Author

Barry Schwartz a Contributing Editor to Search Engine Land and a member of the programming team for SMX events. He owns RustyBrick, a NY based web consulting firm. He also runs Search Engine Roundtable, a popular search blog on very advanced SEM topics. Barry’s personal blog is named Cartoon Barry and he can be followed on Twitter here.
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