


SEO Guide: Core Updates

How to **recover**
rankings after a
Google update





Why Do Google Core Updates Matter?



Understanding why Google does core updates = key to SEO longevity.

Here is what Google says:

"Several times a year, we make significant, broad changes to our search algorithms. These are core updates. They're designed to ensure that we're presenting relevant and authoritative content to searchers."

Is a Core Update a Penalty?

Core updates **are not penalties.**

When you get hit with a core update, it's tempting to look for a silver bullet...

To find the ONE thing that you did “wrong” and need to fix to save yourself.

But it's rarely one thing (unless you bought 1 million fiverr links for \$10)





5 Steps to Recover From Core Updates:

1) Let The Dust Settle

Do not touch anything on your site **until volatility** in your traffic and rankings **stops**.

Core updates produce swings in rankings as Google tinkers.

And core updates can take weeks to fully "roll out."

Within 3 weeks you may lose rankings only to regain or even improve them! **Let the update finalize or you will do more harm than good.**

2) Get Back to Basics

Core updates are a great time to revisit the tedious (yet valuable) aspects of SEO we often ignore:

- Alt tagged images
- Keyword in title tag
- Compelling headline
- Schema markup
- Proper H2s, H3s
- Internal linking
- External links to authority sources
- Update stats, data, references
- Improve site speed

3) Better Backlinks

Straight from Google, core updates are...

"designed to ensure that we're presenting relevant and authoritative content to searchers."

Backlinks = THE ultimate proxy for authority!

Focus on getting backlinks from respected, trusted publications. Your content will rank better as these sites pass authority and trust to you.

4) Better Content

Rankings often dip in a core update because better content now exists.

Refresh and rework key pages that lost traction:

- New data, charts, graphs
- Add custom images
- Re-evaluate search intent
- Analyze new SERP features and People Also Ask for topical authority clues
- Take a strong content angle: stop regurgitating existing headlines!

5) Brand = Huge Lever

Google likes big brands with trust, and therefore, authority. Positive reviews, sentiment, and consensus are key.

- Podcasts, links, quotes
- Conferences, webinars
- In addition to keyword content, publish content **not** focused on keywords, but to fuel brand growth.

Do these and you'll start to look forward to core updates where competitors drop and you rise.