

SURVIVING A



ALGORITHM UPDATE

The Internet is an ever-changing landscape, filled with endless paths and new ideas hidden around every corner. To continue serving up relevant and helpful results for users' always-evolving appetites, Google regularly updates its algorithm. Sometimes, these changes can fundamentally impact the way your website shows up in search results.



STAYING ON TOP

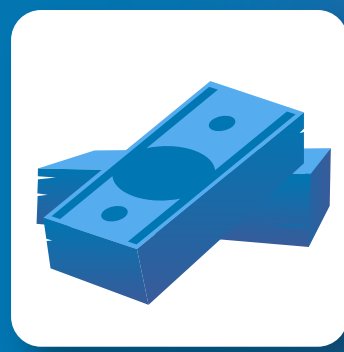
Understand these three cornerstones of how its algorithm ranks pages and content to stay in Google's good graces.

BENEFICIAL PURPOSE



Google decided the first step in evaluating a page's quality lies in understanding its intent. A page that provides benefits to users is held in higher esteem than those found to be detrimental or even harmful.

YOUR MONEY -OR- YOUR LIFE



In the age of misinformation, Google has deemed certain topics require expert content creation, especially when such topics can directly impact the happiness, health, safety or financial stability of users.

EXPERTISE AUTHORITATIVENESS TRUSTWORTHINESS

The cornerstone of Google's algorithm evaluates the page author's expertise, authority and trustworthiness. And while these qualifications are important for any topic, they're especially critical for content relating to Your Money or Your Life.



SURVIVING THE DIGITAL WORLD

Google is continually changing the way it ranks pages. But, at the end of the day, if you focus on creating quality, trustworthy content and honest value to your reader, your website is more likely to stay at the top. Contact FORTHGEAR for any of your SEO questions or needs.