

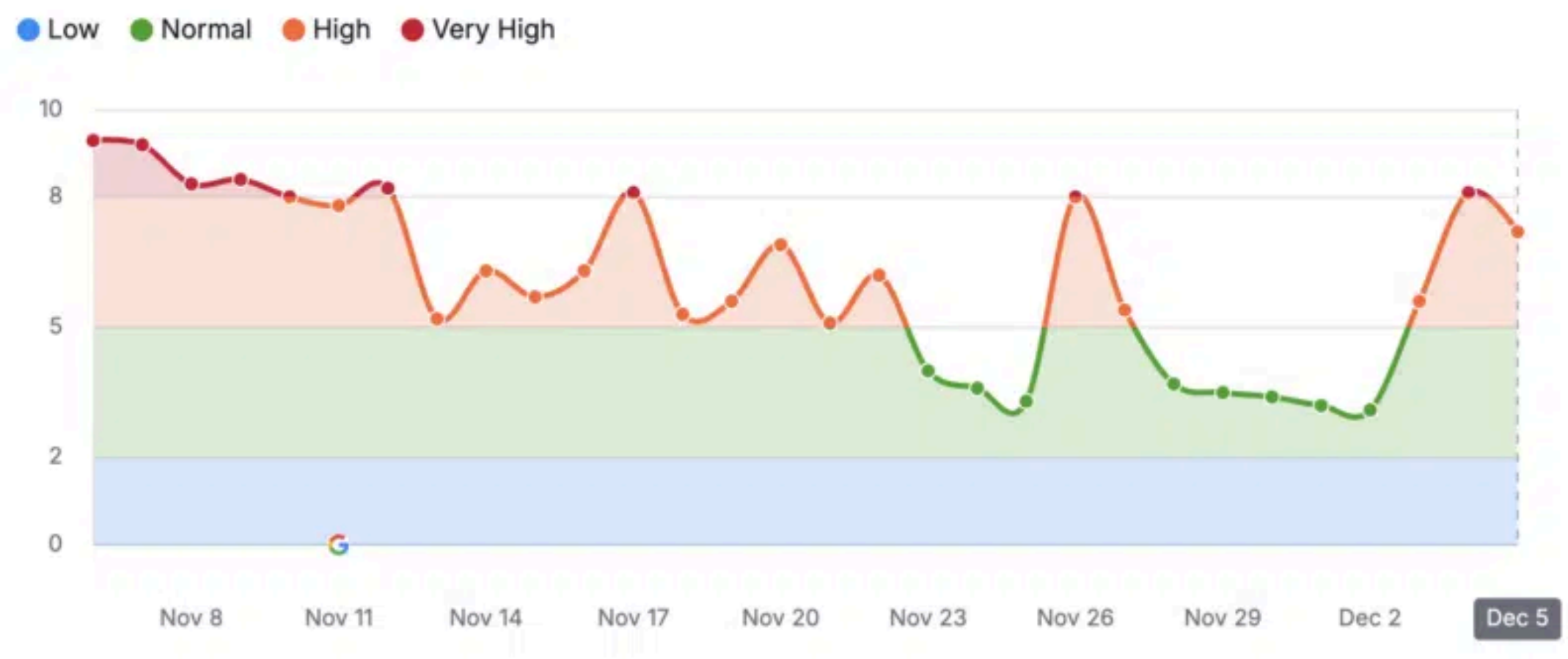
**Did you
know**



**The Google November
Core Update is now
complete, after 24
days. 📅**

This update focussed on refining how Google assesses website content, enhancing the user search experience and making search results more relevant and helpful. 🔍

SERP volatility for the last 30 days



Many websites experienced significant changes in their search rankings. Sites with high-quality, relevant content saw improvements, while those with outdated or low-quality content might have dropped. 📈

What you can do 💡:

- **Content quality:** Prioritise creating high-quality, informative content that meets the needs of your audience
- **E-E-A-T:** Focus on Expertise, Experience, Authoritativeness and Trustworthiness in your content
- **Technical SEO:** Ensure your website is technically sound with a proper site structure, mobile-friendliness and fast loading times
- **User engagement:** Enhance user engagement through interactive and multimedia content
- **Regular audits:** Perform regular site audits to identify and fix issues promptly

**Imagine
Better.**



Powered by Search



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