

**Did you
know**



**Google just rolled out
its August 2024 core
update. 🌐**

**The full rollout may
take up to one month
to complete. 🕒**

This update focusses on amplifying the visibility of high-quality content, especially from smaller and independent sites.



**Some websites are
already seeing
positive changes,
while others might
experience further
drops. 🦥**

**Remember, recovery
can take time, so
monitor your site's
performance and focus
on long-term
improvements. 📊**

What does this mean for you? 🚧

- **Focus on E-E-A-T** (Expertise, Experience, Authoritativeness & Trustworthiness). Make sure your content is well-researched, accurate and from credible sources
- **Local search results** have been refined. If your business relies on local traffic, ensure your local SEO is up-to-date, with accurate local listings, reviews and localised content
- Optimise your website for **user experience** factors, such as page load speed, mobile-friendliness and overall site usability

**Consistency is key!
Keep creating content
that serves your
audience's needs and
you'll stay in Google's
good graces over
time. 💡**

Imagine

Better.



Powered by Search



x

