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# Google Core Update Now What?

— Matt Campbell - Las Vegas Bloggers Meetup —  
June 15, 2021

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# Where to Find Las Vegas Bloggers?

- **Meetup:**

- [meetup.com/Las-Vegas-Bloggers/](https://www.meetup.com/Las-Vegas-Bloggers/)

- **Website:**

- [lasvegasbloggers.com](http://lasvegasbloggers.com)

- **Facebook Group:**

- [www.facebook.com/groups/lasvegasbloggersmeetup/](https://www.facebook.com/groups/lasvegasbloggersmeetup/)

# Future Presentations

- **June 15, 2021**
  - **Google Core Update - Now What?**
- **July 13, 2021**
  - **TBD**
- **August 10, 2021**
  - **TBD**

**Have topic ideas for future meetups? Submit [LasVegasBloggers.com](https://LasVegasBloggers.com)**

# Meetup Goals

- **This group is for those wishing to start a blog AND those that have been blogging for years! Beginner to Experienced - we are here to share ideas.**
- **Topics**
  - **Search Engine Optimization (get higher search rankings), Keyword research, How to make money from your blog, Picture taking and images, podcasting for bloggers, How to start a blog, etc.**
- **Presentations**
  - **Attendee Introductions**
  - **Slide Show Presentation (Organizer or Guest Speaker) with discussion**
  - **Review blogs for recommendations and feedback**

# Who Am I?

- **Organizer: Matt Campbell**
  - **Started my online marketing in 2003**
  - **Owner of MyWeddingSongs.com (4 million annual visitors)**
  - **Worked at Horizon Web Marketing since 2014 as developer, SEO, PPC, etc.**
  - **Working with wedding businesses to improve search visibility through BrianLawrence.com.**
- **Meetup Sponsors**
  - **My Wedding Songs**

# Introductions

# What is a Google Core Update?

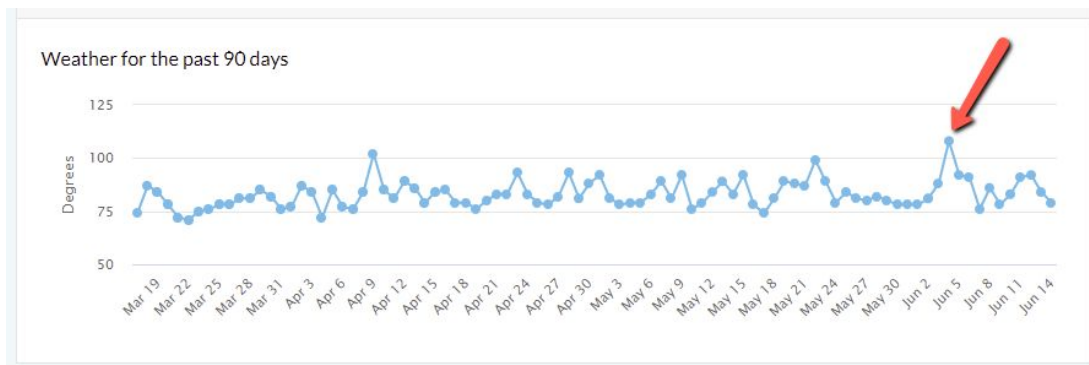
**Rule #1 Don't Panic**

# What is a Google Core Update?

**Rule #2 Is an update really happening?**

**Check MozCast to know if there is any volatility in search rankings.**

<https://moz.com/mozcast>





# What is a Google Core Update?

**Rule #2 Is an update really happening?**

**Check Search Engine Roundtable and Search Engine Journal for any news updates.**

<https://www.seroundtable.com/>

<https://www.searchenginejournal.com/>

# What is a Google Core Update?

**Rule #3 Know what Google says about core updates from their own mouth!**

<https://developers.google.com/search/blog/2019/08/core-updates>

- **Focus on content**
- **Get to know the quality rater guidelines and E-A-T**
  - **Quality Rater Guidelines: 175 page document**
  - <https://static.googleusercontent.com/media/guidelines.raterhub.com/en//searchqualityevaluatorguidelines.pdf>

# What is a Google Core Update?

**Rule #3 What does Google tell webmasters to do?**

**Read the Google Webmaster Guidelines**

<https://developers.google.com/search/docs/advanced/guidelines/webmaster-guidelines>

# What is a Google Core Update?

**Rule #4 What is the viewpoint about the June 2021 core update from an SEO expert?**

<https://hennessey.com/blog/googles-june-2021-core-update-what-you-need-to-know/>

# What if you were affected by a Google update?

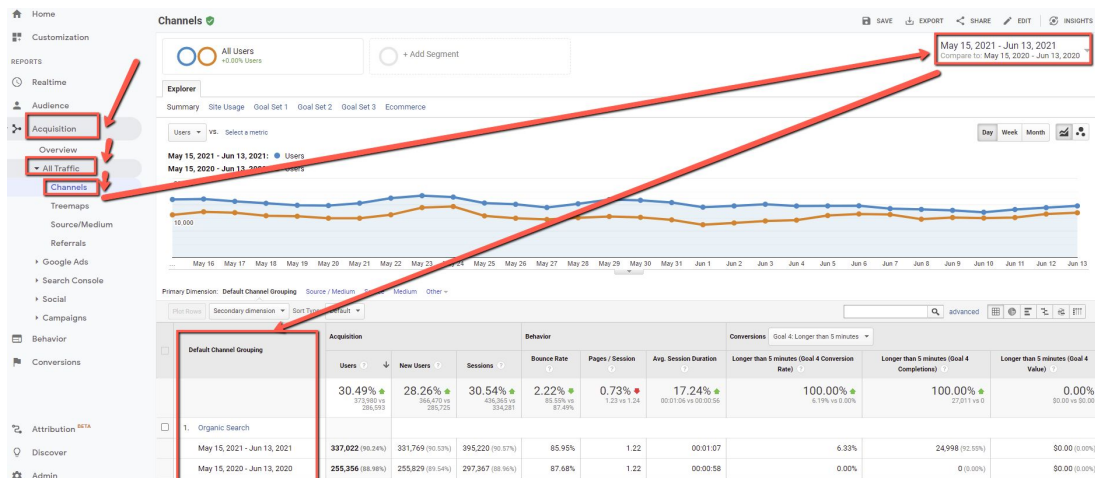
**Rule #5 Review your Google Analytics and review traffic trends. Is the traffic seasonal and expected?**



# What if you were affected by a Google update?

Rule #5 Review your Google Analytics and compare MoM and YoY data to know which pages were affected by the update.

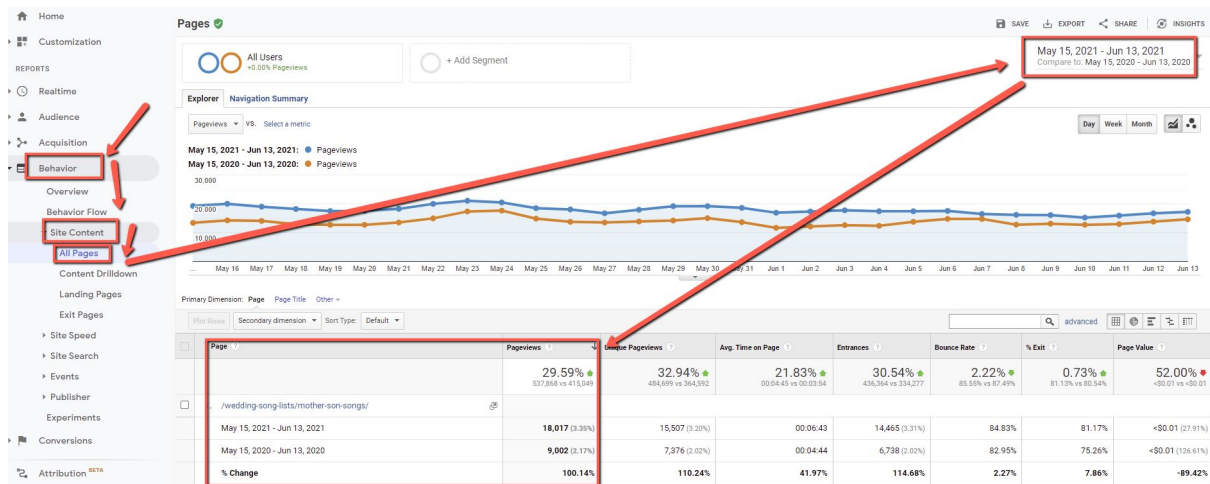
- Channels



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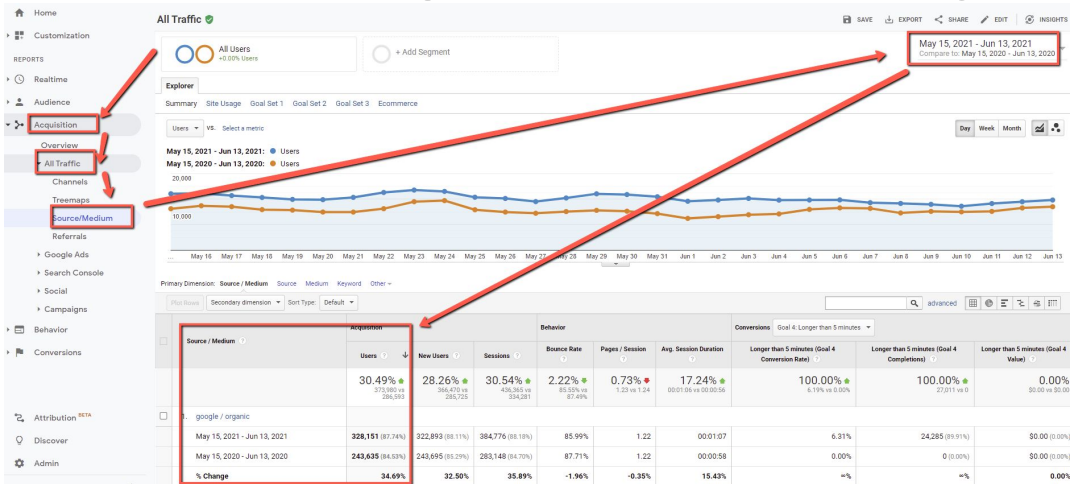
- **Pages**



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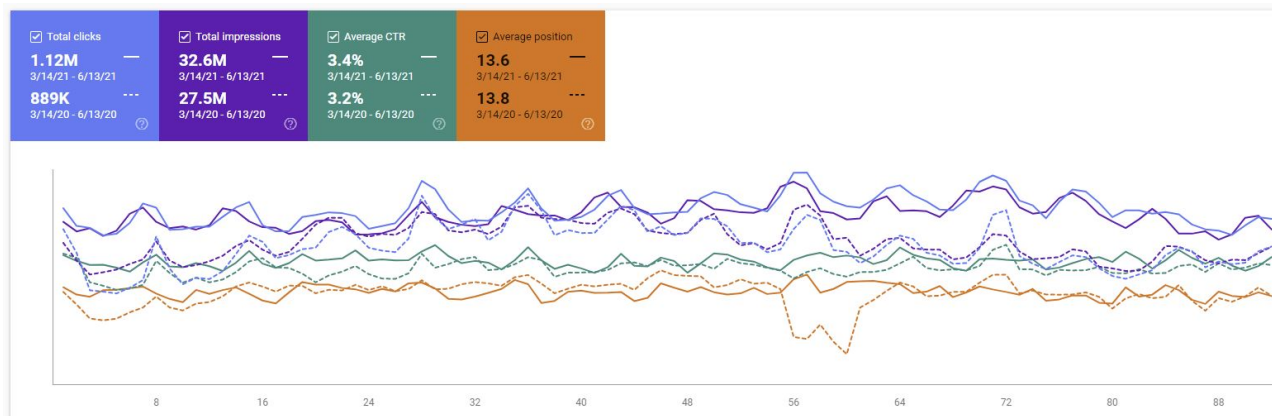
- Source





# What if you were affected by a Google update?

**Rule #6 Review your Google Search Console and compare MoM and YoY data to know which pages were affected by the update.**



# What if you were affected by a Google update?

**Rule #6 Review your Google Search Console and compare MoM and YoY keyword ranking changes for top keywords.**

**Remember: The top 3 positions get 75% of the clicks.**

# What if you were affected by a Google update?

**Rule #7** Review what SEO experts are saying are the causes of drops to website traffic.

**Follow SEO Experts on Twitter:**

**@rustybrick @lilyraynyc @Marie\_Haynes @glenngabe**

**@googlesearchc**

**Any questions?**

**Review your website?**

**Facebook - @myweddingsongs**

**Twitter - @mywedsongs**