



A history of Google algorithm updates

Since 2011



2011: Google Panda

This is when keyword stuffing and duplicate content became a no-no. This was really the start of helpful content as a focus of SEO.

2012: Google Penguin

Penguin addressed ethically questionable tactics like link farms, spam links, or directories. Bots were programmed to look for quality, not quantity.



2013: Google Hummingbird

This core update focused on user search intent, making white hat SEOs deliver more relevant keyword variations.

2015: Google RankBrain

This Hummingbird extension focused even more on delivering quality content based on user intent.



2022: Helpful Content Update

This update doubled down on previous efforts to deliver quality, user-focused, informative search results. TL;DR: Write what people want.



2023: Product Review Update

Specific to product reviews, Google has focused heavily on delivering verified user reviews with images and video. This is the experience "E" of the "E-EAT" content guideline from 2022.



What does it all mean?

Deliver quality, informative content using appropriately placed keywords and relevant links. Focus on answering the underlying question behind a keyword search, then answer it better than anyone else. Include your own expertise, experience, authoritativeness on the subject, and trustworthiness. Write for people; the bots will follow.

