

# Why Rapid Changes in SEO Demand Quality Content from Creators

Google is one of the largest search engines available today and it rolls out approximately three core updates every year. But apart from that, they make plenty of small changes throughout the year as well. In 2020, they rolled out [4,500](#) improvements to their search. These changes ranged from ranking updates to UI changes...and plenty of other things that we won't be listing here.

What this means is that SEO experts and content writers have to adjust their strategies in accordance with these updates. Otherwise, their websites may be subjected to rank demotions or other penalties because they may be violating the new guidelines.

However, one thing has remained true after 2012: quality content will rank high. Now, we will look at some of the major updates that Google has rolled out over the years and how they drastically changed the SEO landscape.

## Major Algorithms Released by Google for Optimizing Search

Before 2011, and after 2011, the SEO techniques and strategies are completely different. That's because of the Panda update that rolled out on February 24, 2011. The other major algorithm that was released was Penguin, which rolled out on April 24, 2012.

These two algorithms completely changed the way SEO was done and basically placed a ton of importance on content quality. Nowadays, these algorithms are part of the core algorithm of

Google search. We shall take a look at both of these algorithms and explain why they changed SEO.

## **1) Panda Update**

The Panda update enabled the Google search engine to detect whether the content on a website was useful and valuable. Panda is a machine learning algorithm that lets it check and rate content on websites in a human-like manner.

It checks the things like:

- Is the content authoritative?
- Is it written by an expert?
- Is it trustworthy?
- Do visitors feel safe providing their information to this website?
- Are the articles on this website long enough?

And plenty of other questions like these. If you haven't noticed by now, then you should realize that most of these questions fall under E.A.T. an acronym for "Expertise, Authority, Trustworthiness."

Google pays special attention to the EATs aspect of websites that can potentially lead people to make life-changing decisions. Typical platforms that fall under this category are websites that offer financial or medical advice. This is substantiated by the 2018 "Medic" update that targeted a lot of medical websites, even though Google claimed that it was not specifically for medical sites.

## **3) Penguin Update**

The Penguin update enabled Google to check websites for

plagiarized content and penalize them. This update basically killed “content farms” that relied on using duplicate content and plagiarism to rank high.

After this update, it became mandatory to invest in high-quality content because “thin” content will not be able to rank high.

Both of these updates are now part of the basic algorithm. The basic algorithm is actually a collection of algorithms that help optimize Google’s search. This means that they are constantly being updated and optimized.

## **Why is High-Quality Content Necessary in Light of Swift Algorithm Updates?**

From the information discussed in the previous section, we can gather a few things:

- Content quality is necessary for ranking high
- Blackhat SEO practices such as keyword stuffing and duplicate content are penalized

Before the Panda and Penguin updates, such malpractices enabled low-quality content to be able to rank high and appear at the top of the SERPs. Users were very dissatisfied with this because that meant they couldn’t find anything worthwhile. They complained to the various companies behind the most popular search engines about their issues.

That’s why Google took such measures to ensure that its users were always given the most relevant and useful links whenever they searched for something.

# Rank Brain

Now, there are many ways for search engines to determine if a website is useful to its intended visitors or not. The most notable among them is Google's "Rank Brain." This is an algorithm that measures "Visitor Satisfaction." There are a number of ways in which it does that. But the most important one is measuring two metrics:

- Dwell time
- Bounce rate

Dwell time is the amount of time a visitor spends on a website and its pages. Bounce rate is the number of people that leave the website from the landing page without taking any actions such as clicking.

A high dwell time signifies that the user is interested in the content and is reading it or engaging with it. On the contrary, a high bounce rate implies that the website does not have what the visitor needs.

Well-written, high-quality content that is actually informative and useful to the readers is necessary for low bounce rates and high dwell times. When people find what they need, the relevant metrics will reliably reflect that interest and engagement. This results in a ranking boost for the legitimate sites that put in the work.

## Key Takeaway

From all of these things that we have discussed, we can see that no matter what kind of changes and updates to the algorithms are made, high-quality content always remains the only common denominator.

This means that as long as you incorporate well-researched, and well-written content in your SEO strategy, you will be

able to consistently rank high in the SERPs despite new updates.

## How to Create Unique Quality Content?

Now that you know why it is important to create quality content (with respect to Google guidelines), let's look into some ways in which you can create it as well.

### Ensure it is Readable

In light of the Rank Brain algorithm, it is very important to make sure that your content is satisfying and accessible. If your intended audience is not able to understand what you are saying, then they will be dissatisfied. A dissatisfied audience does not engage with your content. So to prevent that, you need to write using simple words that leave no room for confusion. This improves the readability of your content.

If you have already written your content and it is significantly difficult to read then you will have to rely on paraphrasing. If you're thinking, "How can I restate a sentence simply?"

You can also use an AI paraphrasing tool that will do the job for you. AI paraphraser are capable of optimizing the content perfectly. Even these paraphraser can [rephrase sentence](#) in a human-like manner. So, the content rephrased by them has very low chances of getting penalized for being "AI generated".

These paraphrasing tools are available online, so you can use them at your convenience. Anyhow, high readability ensures that the bounce rate will be significantly low, while dwell times will be high as well.

## Keep it Concise

Attention spans are at an all-time low in 2022. Previously, the average attention span of a human used to be 12 seconds, but now it is only [8.25](#) seconds. This means that if your content is too wordy and lengthy, then chances are that the visitor will just leave rather than try and read it.

Obviously, this results in an increased bounce rate which affects the ranking as well. Now anything that results in a bad user experience is not high-quality in Google's eyes. That's why you need to keep everything as concise as possible without losing important details.

This can be done with the help of a [summarizer](#), which is a tool that can create summaries of the given text. Manually shortening your write-ups is an arduous task, and very time-taking as well.

With the help of a summarizing tool, you can get better results in a shorter amount of time.

## Ensure it is Plagiarism-Free

We already know that plagiarized content is no longer able to rank high due to the Penguin update. As such, you need to go the extra mile and make sure that all your content is unique.

"Unique content" refers to material that has not been published elsewhere. It's a phrase associated with SEO because of how important it is in determining where a website will appear in search engine results pages (SERPs).

Websites can rise in search engine results by adding fresh, innovative, and helpful content. As that is what counts as high-quality from Google's perspective.

When the same piece of writing appears on multiple websites, it dilutes the value of each individual site and hurts its

search engine rankings. This is known as “duplicative content”. Google often de-indexes such sites entirely.

Google’s goal, as a search engine, is to provide users with the most relevant and useful information in response to their queries. To find the best sources of original content, sophisticated algorithms are employed. Google takes action against websites that try to game the system by publishing duplicate content.

Websites that pay special attention to the quality and relevancy of their content and optimize it with relevant keywords tend to perform better in search engine results pages. Google and other search engines spend a great deal of time and effort tailoring results to each individual user’s search history and goals. Therefore, websites can improve their rankings through the production of original content.

## **Format it For Easy Scanning**

Scannable content is counted as high-quality due to a few reasons. The first one is that it can be crawled by search engine bots very easily, and the second one is that it allows readers to quickly find what they want to read instead of going through the entire post.

By “formatting for scanning” what do we mean? Basically, it entails that you break down your content into headings and subheadings. Each heading should be dealing with one aspect of the title. This allows you to segment your topic effectively and it makes it easier for the readers to find what they are looking for.

Another thing that you can do is to use lists wherever it is possible. Instead of writing list items in the form of a paragraph, make it a bulleted or numbered list.

This breaks the walls of text and makes the content easier to read. Naturally, this leads to better dwell times and reduced

bounce rates so the SERP ranking of your website will rise as well.

Headings also enable you to adjust your keywords in a better way. By including some of your keywords in your headings you can make it easier for search engines to determine what kind of topic your content is talking about. This allows them to match your content with the right searches.

## **Add Images where Possible**

Adding images is really good for the user experience. Images allow users to see what your content is about in one glance. Infographics, and graphs in general, are very potent at providing a ton of information in a very understandable and straightforward manner.

Images also break the walls of text, so the content does not seem intimidating. If there is an appropriate number of images in some piece of content, it looks very readable. People are more likely to engage and spend time reading things that they feel they can grasp. It is not uncommon for people to give up on doing things that feel too difficult to do. But, if content writers make it easy for them to read and peruse their content, this problem is solved.

We know that this results in better dwell times and reduced bounce rates, which by Google's standards, means that the content is valuable, high-quality, and satisfying.

## **Conclusion**

In this article, we have discussed how some major updates to Google's search have radically changed SEO best practices.

What once enabled websites to rank at the top, became the cause of their downfall. Search engines started focusing more on user experience and satisfaction along with the technical



aspects of SEO.

Today it is no longer possible to rank at the top of the SERPs solely through technical SEO. You have to supplement it with quality content that provides value to its readers. User experience can now be measured by monitoring specific metrics, so search engines also incorporate it into their ranking system.

However, even user experience is largely tied to the content itself. "Website" design itself has come a long way, and it is very rare to find poorly designed websites. But low-effort content can be found easily. The only thing you need to take away from this article is that good quality content will always help you in ranking high even in the future.