



# SEO Guide: Core Updates


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How to **recover**  
**rankings** after a  
Google update





# Why Do Google Core Updates Matter?



Understanding why Google does core updates = key to SEO longevity.

Here is what Google says:

"Several times a year, we make significant, broad changes to our search algorithms. These are core updates. They're designed to ensure that we're presenting relevant and authoritative content to searchers."

# Is a Core Update a Penalty?

Core updates **are not** penalties.

When you get hit with a core update, it's tempting to look for a silver bullet...

To find the ONE thing that you did “wrong” and need to fix to save yourself.

But it's rarely one thing (unless you bought 1 million fiverr links for \$10)





# 5 Steps to Recover From Core Updates:

# 1) Let The Dust Settle

Do not touch anything on your site **until volatility** in your traffic and rankings **stops**.

Core updates produce swings in rankings as Google tinkers.

And core updates can take weeks to fully "roll out."

Within 3 weeks you may lose rankings only to regain or even improve them! **Let the update finalize or you will do more harm than good.**

## 2) Get Back to Basics

Core updates are a great time to revisit the tedious (yet valuable) aspects of SEO we often ignore:

- Alt tagged images
- Keyword in title tag
- Compelling headline
- Schema markup
- Proper H2s, H3s
- Internal linking
- External links to authority sources
- Update stats, data, references
- Improve site speed

### 3) Better Backlinks

Straight from Google, core updates are...

"designed to ensure that we're presenting relevant and authoritative content to searchers."

Backlinks = THE ultimate proxy for authority!

Focus on getting backlinks from respected, trusted publications. Your content will rank better as these sites pass authority and trust to you.



## 4) Better Content

Rankings often dip in a core update because better content now exists.

Refresh and rework key pages that lost traction:

- New data, charts, graphs
- Add custom images
- Re-evaluate search intent
- Analyze new SERP features and People Also Ask for topical authority clues
- Take a strong content angle: stop regurgitating existing headlines!

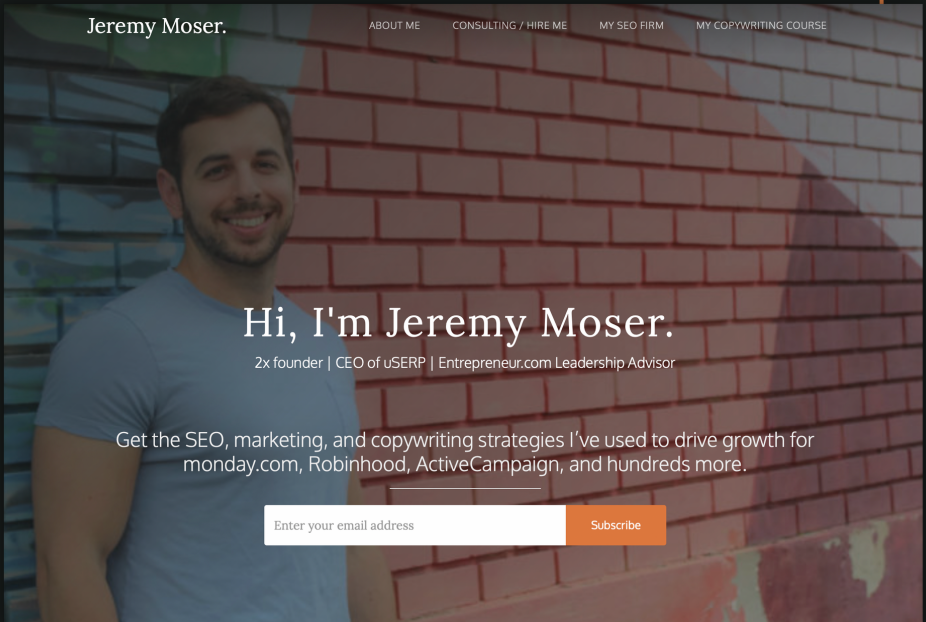
## 5) Brand = Huge Lever

Google likes big brands with trust, and therefore, authority. Positive reviews, sentiment, and consensus are key.

- Podcasts, links, quotes
- Conferences, webinars
- In addition to keyword content, publish content **not** focused on keywords, but to fuel brand growth.

Do these and you'll start to look forward to core updates where competitors drop and you rise.

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