

Don't Panic: Here's What to Do After a Google Update

Just when you've settled into your routine and mastered the art of your SEO services, bringing in more traffic than ever to your website, Google goes ahead and changes its algorithm with an update.

But don't panic, this annoying issue is easily handled to avoid interrupting your SEO services.

There have been around [9 major updates](#) to Google's [algorithm](#) over the years, leaving those who use SEO scrambling to effectively change their methods and keep up with the updates.

[RedBox SEM](#) knows the importance of evolving your SEO services with each update to Google's algorithm. To help companies make these transitions happen seamlessly, we have put together a helpful guide of what to do in the event of another update.

Why is Google updating in the first place?

Before we get into our guide of how to manage your SEO services after an update to Google's algorithm, it's important to first understand *why* Google is updating a seemingly well-functional system.

Google uses its algorithms to sift through the bulk of everything that is currently on the internet. Estimates show that there are around [150,000,000](#) websites currently on the web, meaning there *has* to be a way to rank and show these websites after a specific search is complete.

As we know, SEO is one way to ensure that your website appears during a search. These keywords optimize the search engine results (hence SEO meaning "[search engine optimization](#)") so that Google knows which websites may be the best results.

It's a straight-forward method. The more a website or web page contains those keywords, the more relevant it must be.

But as Google gets smarter with these techniques, [spam marketers and others learn as well](#). This is why Google must update its algorithms and continue to ensure that the results appearing first after a search are of substance and not spam.

In a nutshell, this is why algorithms must be changed and updated. It is not to keep well-meaning websites from having their content appear during a search, but to maintain the standards of Google searches.

What to do when an update happens?

Don't panic, a change in Google's algorithm may require a few steps and changes to be made, but your SEO services do not have to be interrupted or undermined in the process.

Prepare your website

Though Google does not announce or give updates about their algorithm changes, there are a few ways to prepare your website for a change so that your SEO remains relevant.

Use quality external links within your content

Linking to [outside sources](#) is always a good idea in order to boost your SEO. However, linking to quality websites is another method to ensure that your SEO services survive an update to Google's algorithm.

Not only does linking to other sources boost the efficiency of your SEO, it also can serve as a method of "citing your sources" to the audience. Just as we had to do in school, backing up your claims with quality sources will [boost the value](#) of your content.

Keep your keywords

No matter what type of update occurs, keeping your keywords strongly represented throughout your pages is a necessity. SEO services are not moving past keywords, as they indicate the relevance level and purpose of your page to Google when a search occurs.

To Google's algorithms, keywords are indicative of a website's worth when it comes to giving search results to clients. To continue providing quality SEO services, be sure that your keywords appear as often as possible— within reason. Covering your page in unnecessary phrases will only turn users away from your website once they notice.

Avoid reacting too quickly

One of the many problems of Google not releasing details to the changes in their algorithms is that we are often unsure of how to properly and accurately respond to a change within the first few days.

This next piece of advice is simple: wait.

Once a change occurs, monitor how your SEO is driving traffic to your website and if any changes have occurred. After you have gathered this data, it is then appropriate to start implementing changes and researching what others have done to push their website forward, which leads to the next point...

Do your research

Just as you expect those who head to your website to find quality information from you, it's often best to do some research on what types of changes the algorithms have caused *before* you make an abundance of changes.

Find quality websites to gather *your* information from so that you can be sure that you are addressing the correct issues and fixing them properly.

By working this way, you are being efficient and saving you and your company a lot of trial and error when it comes to facing a problem you are unsure about.

Welcome the change

As you and your team are implementing new tactics to keep your SEO services up to par, remember that Google's algorithm changes are an opportunity for you to create more successful content through your SEO.

With each change, your website should be growing and accessing broader audiences with updated SEO services and methods. Continue to create quality content– and do so frequently. Highlight your keywords throughout your articles, link to great sources, and you *will* see the rewards.

And remember...

RedBox SEM understands the need for businesses to continue their growth through the use of the internet in order to reach their targeting audiences. That is why we have created a [human company](#) that focuses on internet SEO services to best help our clients.

We provide a multitude of [services](#) to create a strong web presence for each of our clients, giving them the ability to find success in each of their niche markets and within their target audience.

These services include [Search Engine Optimization](#) (SEO), [Search Engine Marketing](#) (SEM), [Social Media Marketing](#) (SMM), and [Website Design and Development](#).

In the event of an algorithm change or if you'd like to learn how SEO services can impact your business through a variety of topics, check out our [blog](#) to gather quality information.

If you have any questions or would like to take the first step towards the greater success of your company through the use of SEO, [contact us](#)– we'd love to work with you.