Google Algorithm Update

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Google regularly updates its algorithm to ensure that users are receiving the most relevant and trustworthy search results. Historic algorithm updates include the Google Penguin update, which penalised websites for buying links, and Google Panda, which targeted spammy and “thin” content. More recent Google Algorithm Updates have focused on mobile friendliness and page speed, as well as broader consideration around E-E-A-T.

Revision #3
Created 5 July 2026 10:04:28 by Waleriidao
Updated 19 July 2026 13:10:11 by Waleriidao