Google Algorithm

Summary

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

Definition

Refers to a mathematical system that is designed for Google search engines to determine where websites will be positioned in the search results page. It can usually be referred to as the “Core” algorithm and is normally updated approximately 500-600 times per year or two times a day. It does this so that users are receiving the most relevant and trustworthy search results. Google’s algorithm is a well-kept secret so that webmasters and marketers cannot manipulate in order to gain higher rankings.

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