

SEO tips

How to assess the impact of Google algorithm updates →



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1

Date the changes

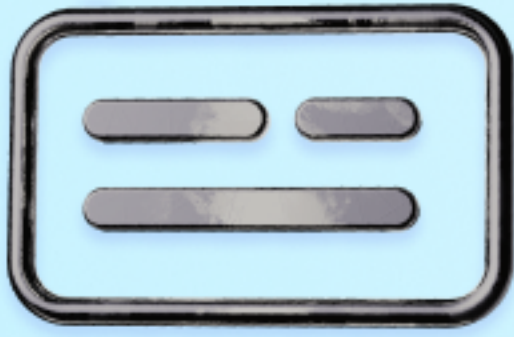
Make a note of when you start seeing an impact and any other significant activity. This will help you compare and benchmark data as you carry out your audits.



2

Compare the impact on your competitors

Comparing your site to other players in your industry can help identify if ranking changes are specific to you or part of a wider trend.



3

Isolate affected queries

Use Google Search Console to identify trends and understand which queries were impacted because not all keywords offer the same value.



4

Assess the SERP

Look for changes on the search engine results pages that can cause sudden shifts in traffic. New content formats like Rich Results can impact rankings.



5

Keep calm and keep optimizing

Don't panic. Take a moment to assess the impact, consider how you can address any changes in business-critical traffic, and then move forward.