

# 100% of Websites Deindexed by Google's Update Showed Signs of using AI, New Study by Originality.AI Finds

*Half of the impacted websites seem to have published exclusively AI Generated Content*

COLLINGWOOD , ONTARIO, CANADA, March 11, 2024 /EINPresswire.com/ -- In response to the widespread frenzy surrounding the March Google Update and subsequent traffic losses experience by millions around the globe, [Originality.AI](#), a leader in [AI content detection](#) conducted two [studies](#) to shed light on the implications of these updates for content creators and website owners worldwide.

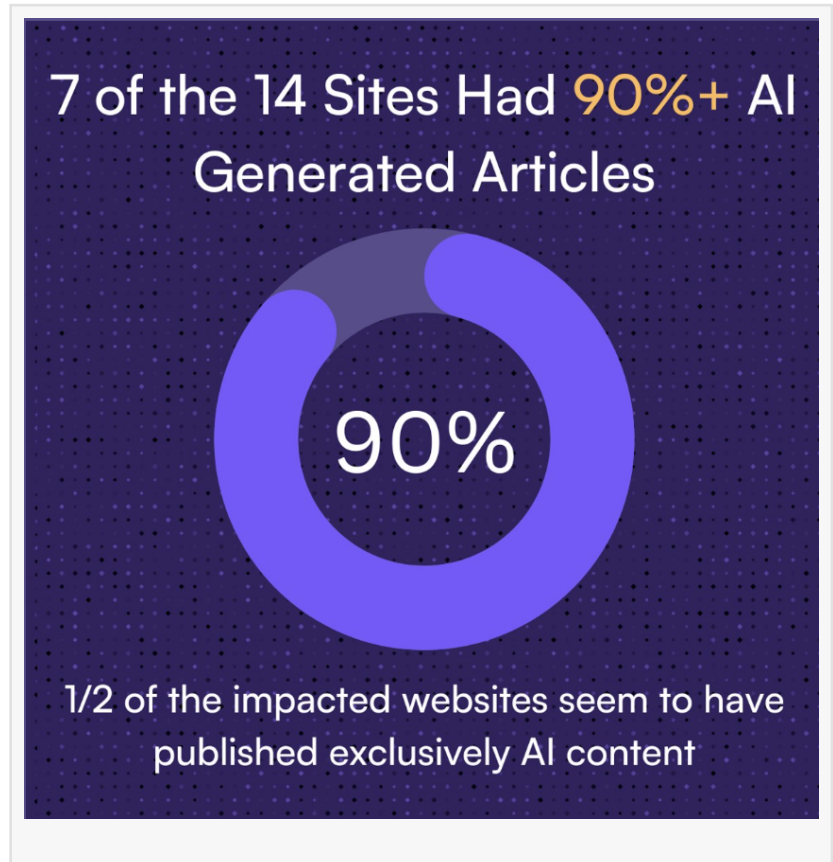
The study aimed to find out:

1. What websites were impacted by this update
2. Why they were impacted by this update

Study 1 - List of Websites That Had a Manual Action in March 2024

Analyzing a sample of 79,000 websites to understand the extent of manual actions imposed by Google, Originality.AI discovered:

- Manual actions were imposed on over 1,446 websites, accounting for a significant portion of the sites examined.
- The most heavily impacted websites were those leveraging advertising platforms such as MediaVine, Raptive, or Ezoic.
- Approximately 2% of the analyzed sites experienced manual actions, resulting in a collective



traffic loss exceeding 20 million visitors per month.

- The abrupt plummet in traffic experienced by websites boasting over 1 million organic visitors monthly, dropping to zero virtually overnight.

Study 2 - Was AI Content Spam to Blame for the Manual Action?

Amid speculation surrounding the motive behind the update, Originality.AI set out to determine whether AI-generated content played a role in the manual actions. The findings:

- A thorough examination of deindexed websites revealed that 100% of those subjected to manual actions exhibited signs of AI-generated content.
- 7 out of 14 analyzed websites featured AI content in over 90% of their sample articles.



These findings underscore Google's firm stance against the proliferation of AI-generated content, emphasizing the importance for content creators and website owners to align with the search engine's guidelines.

“

In a strategic move that raises eyebrows and prompts a lot of speculation: is this a calculated warning from the tech giant against the use of AI?”

*Jonathan Gillham, CEO*

Jonathan Gillham

Originality.ai

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