

YellowFin Digital Offers Expert Insights on Navigating Google's August 2024 Core Update

YellowFin Digital provides broader view for adapting to Google's August 2024 Core Update

HOUSTON, TEXAS, UNITED STATES, August 22, 2024 /EINPresswire.com/ -- As Google continues to refine its search algorithms, the core update that rolled out on August 15, 2024, serves as an extension of the significant changes introduced in the March update. YellowFin Digital, a leading [Houston SEO Company](#), is assisting businesses in navigating these updates with strategic insights and actionable advice.



The graphic features the YellowFin Digital logo at the top left. Below it, the text reads: "Businesses Through Google's Core Update with **EXPERT SEO** Strategies". To the right is a circular image showing a hand holding a glowing "SEO" icon over a laptop. Below the text are three contact icons: a phone for "361-844-8550", an envelope for "info@yellowfindigital.com", and a globe for "www.yellowfindigital.com". At the bottom of the graphic, it says "Businesses Through Google's Core Update With Expert SEO Strategies - YellowFin Digital".

According to Google's official blog, the August 2024 update aims to enhance the quality of search results by prioritizing content that serves users' needs while demoting "spammy" pages—those created solely to rank well without providing real value.

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Keith Heavilin

Additionally, this update addresses feedback from creators and users, refining the algorithms to better recognize and reward original, relevant content, particularly from small and independent businesses. This shift is anticipated to increase visibility for these businesses, allowing them to compete more effectively in a search landscape often

dominated by larger entities.

Given the volatility in search rankings following these updates, it's crucial for businesses to adopt strategies that ensure long-term success. Drawing on his extensive expertise in SEO and digital marketing, Keith Heavilin, founder of YellowFin Digital, advises site owners: “The rollout that started on August 15 is expected to wrap up by the 22nd. It's best to wait until around the 29th

to really gauge the impact. Compare data from one week before the rollout to one week after. If you see your top-ranking keywords and pages drop by 1 or 2 positions, it could just be a normal fluctuation. But if they drop by 3 or more spots, that's a sign your site might have been hit by the update."

Heavilin continues, "While this process may seem time-consuming, tools like Google Search Console (GSC) and the core update diagnosis dashboard in Google Looker Studio can simplify the task, helping you quickly determine whether your site has been impacted and what steps to take next."

He then emphasizes the importance of securing your site's future performance by focusing on high-quality content that adheres to Google's E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) guidelines. This involves regular updates, thorough keyword research, and a user-centric approach to content creation. "We cannot stress enough the importance of following these best practices to avoid being hit by this and future Google updates," he adds.

In addition to the above strategies, Keith emphasizes the importance of aligning content with user intent and ensuring technical SEO elements like mobile optimization, site speed, and security are in place. "Google's recent updates have shown a clear trend towards rewarding content that not only meets but anticipates user needs," says Heavilin. This means focusing on high-quality, well-researched content and ensuring your website offers a seamless user experience.

To further assist businesses in navigating these changes, YellowFin Digital is offering complimentary website audits to assess the update's impact. They also provide tailored recovery strategies to quickly restore or enhance visibility, along with ongoing SEO support aligned with the latest Google guidelines to keep businesses competitive.

Local businesses and large enterprises alike can gain a strategic advantage in the digital

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marketplace by leveraging YellowFin Digital's Houston SEO Services.

For more details or to arrange your complimentary consultation, please [visit the website](#) or contact 361-844-8550.

About YellowFin Digital

YellowFin Digital is a full-service SEO company in Houston specializing in providing tailored SEO solutions to businesses of all sizes. With a focus on leveraging the latest technologies and industry best practices, YellowFin Digital helps clients achieve top search rankings and drive meaningful growth.

Keith Heavilin

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