

**From the** Medic  pdate **to** Now

How the  Ecosystem has  
Transformed Organic Search





@lilyraynyc

# Lily Ray

Sr. Director of SEO  
& Head of Organic Research,  
*Amsive Digital*

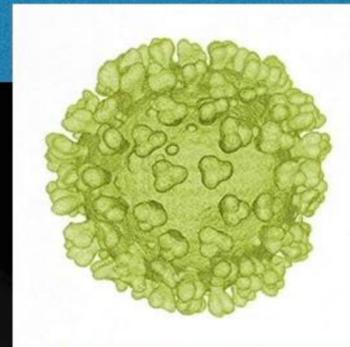
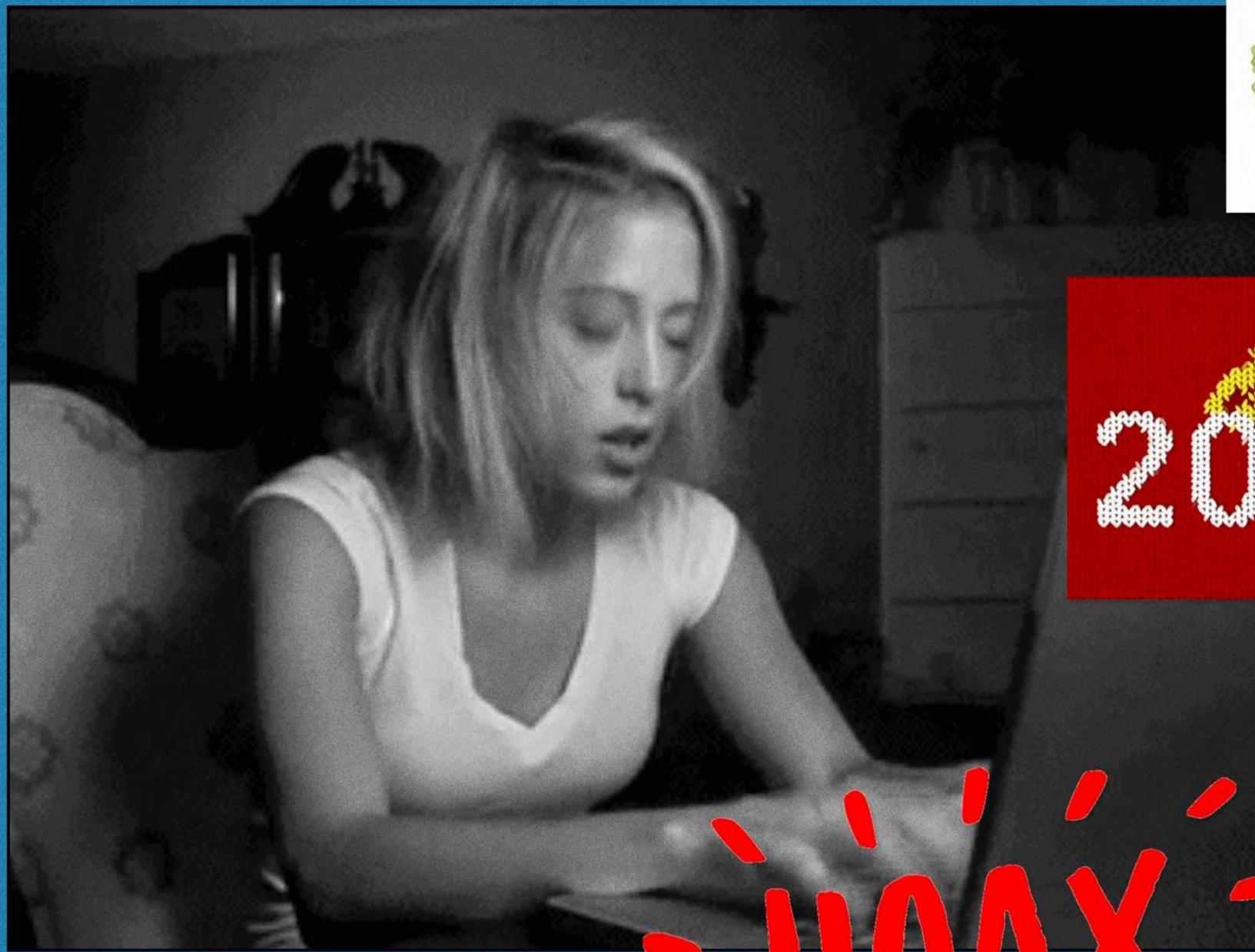


Back in the day, **SEO** used to be pretty simple.

# 2000's



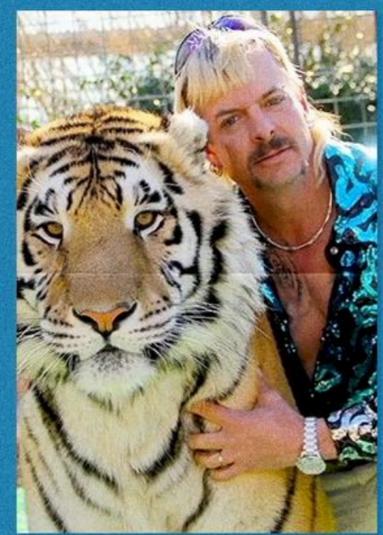
But around **2016**, things started to change.



**FAKE NEWS CHANNEL**

2020

**HOAX**



The Observer  
Internet

## Google, democracy and the truth about internet search

Tech-savvy rightwingers have been able to 'game' the algorithms of internet giants and create a new reality where Hitler is a good guy, Jews are evil and... Donald Trump becomes president



Carole Cadwalladr

@carolecadwalla

Sun 4 Dec 2016 05:00 EST

26,446 839



▲ Be careful what you search for... Google's predictive questions  
Michael Gottschalk/Photothek via Getty Images

[\(SOURCE\)](#)

theguardian

Google is not 'just' a platform. It frames, shapes and distorts how we see the world  
*Carole Cadwalladr*



Last week, we reported how extremist sites 'game' the search engine, boosting their propaganda. In response, the web giant appears to have modified some results, but would like us not to notice

Google

did the holocaust happen

did the holocaust happen  
did the holocaust happen during ww2  
did the holocaust really happen yahoo  
did the holy grail exist

Top 10 reasons why the holocaust didn't happen. - Stormfront

[\(SOURCE\)](#)

 BBC News

## Google and Twitter vow to block voting misinformation

Google and Twitter have said they are clamping down further on misinformation online ahead of the US elections. Messaging platforms expect ...

4 weeks ago

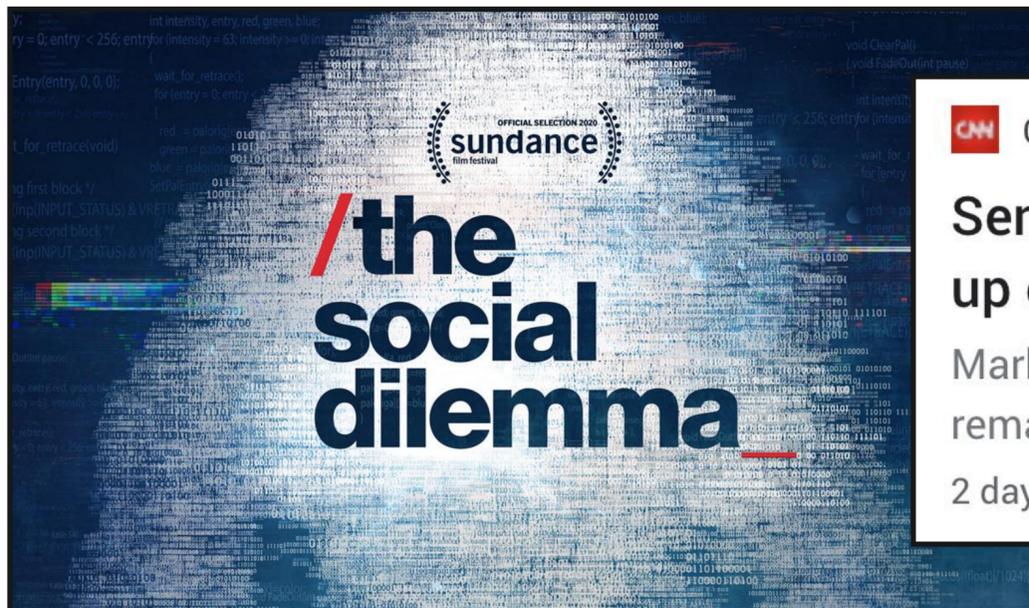
INTERNET

## Facebook, Google, Twitter urged by EU to do more against fake news



BRUSSELS, SEPTEMBER 10, 2020 16:09 IST  
UPDATED: SEPTEMBER 10, 2020 16:09 IST

SHARE ARTICLE |  |  |  |  |  |  PRINT | A | A | A



 CNN

## Sen. Warner pushes Facebook, Google and Twitter to step up efforts against misinformation ahead of the election

Mark Warner in the letters, adding that Google (GOOG) and Facebook (FB) remain "a vector for disinformation, viral misinformation, and voter ...

2 days ago



How has  responded?

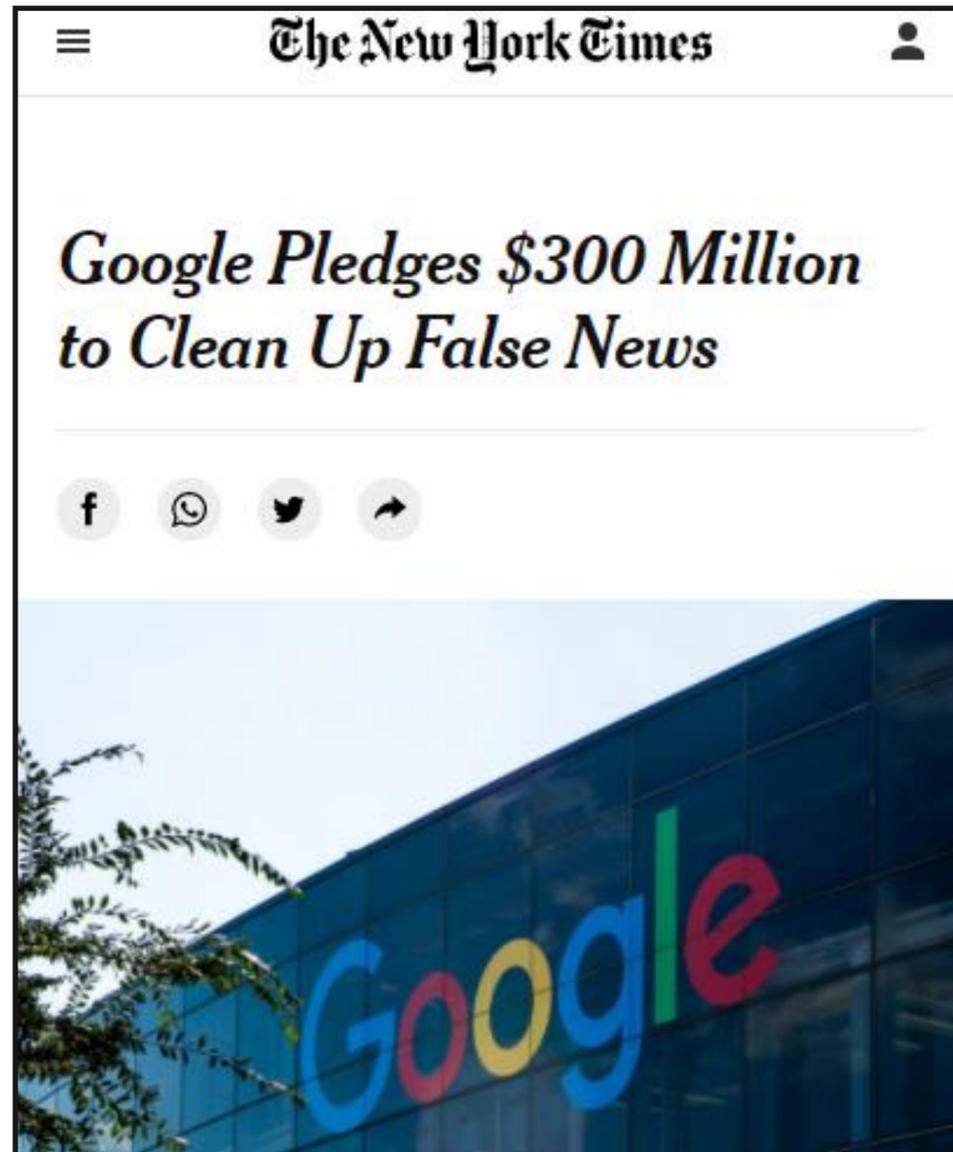


“There is no situation in which **fake news** should be distributed.

We are all for **doing better** here.”

- Sundar Pichai, CEO, Google  
BBC Interview in 2016

# 2016

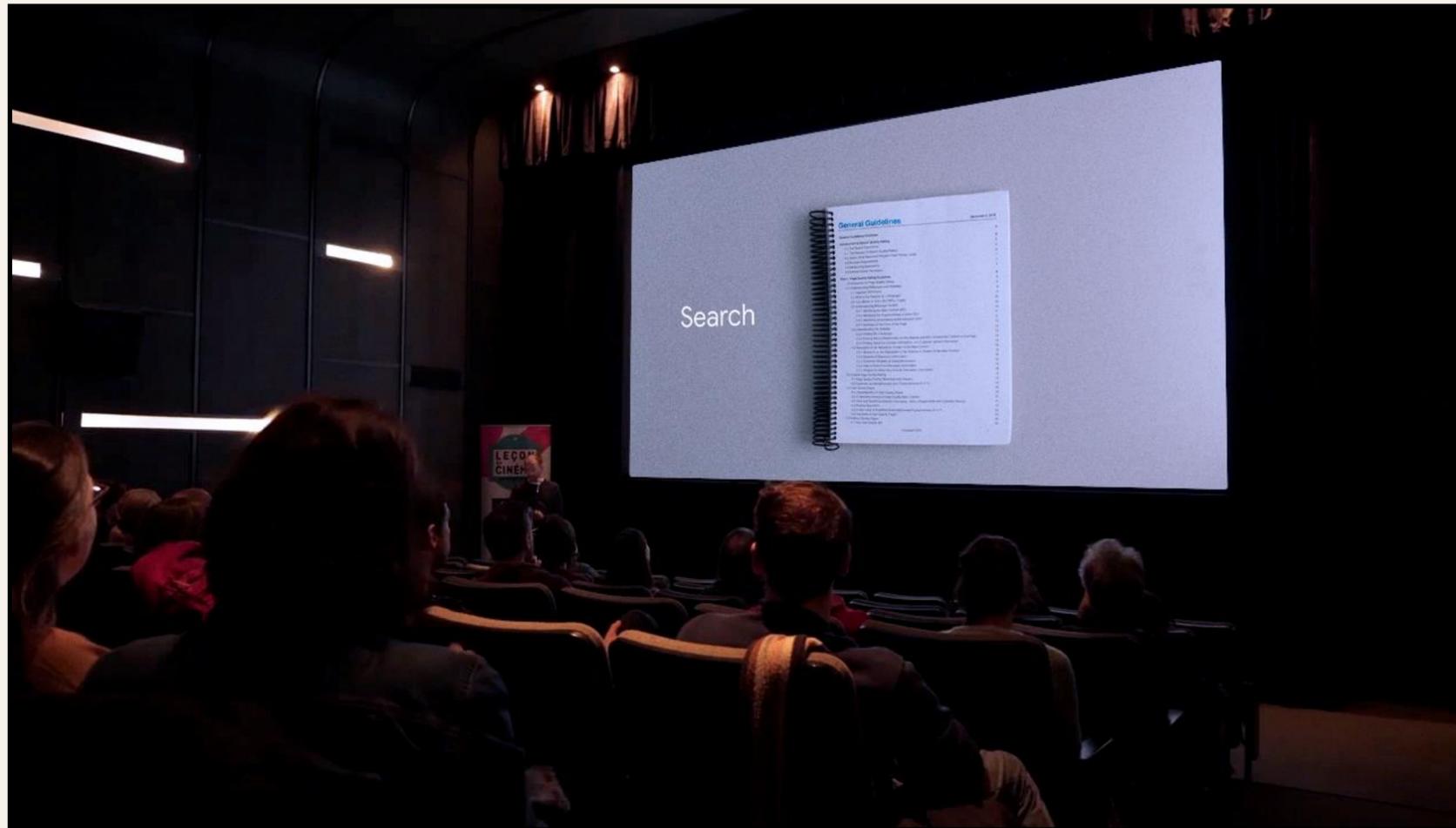


GOOGLE NEWS INITIATIVE

The Google News Initiative: Building a stronger future for news

# 2020

**Google** released an hour-long movie:



Trillions of Questions,  
No Easy Answers:  
A (home) movie about how  
Google Search works

([LINK](#))

# Authority

relevance  
for  
controversial  
queries



# Authoritativeness in Rankings



**Puppy photos**

**How to fold a t-shirt**

**Apple pie recipe**

**Dog breed guide**

**Keto diet**

**401k calculator**

**COVID-19 vaccine**

**Heart attack**

# 2018-2021

Home > Search Central > Google Search Central Blog

## What webmasters should know about Google's core updates

Thursday, August 01, 2019

SEARCH

## Our latest investments in information quality in Search and News



## How does YouTube provide more quality information to users?

content where accuracy and authoritativeness are key, including news, politics, medical, scientific information, we use machine learning systems that prioritize information from authoritative sources in search results and recommendations.

certain types of content that tend to be accompanied by misinformation online, we have information panels that provide additional information from authoritative third-party sources alongside those videos to give you more context to make informed decisions.

Google

## How Google Fights Disinformation

SEARCH

## How Google delivers reliable information in Search



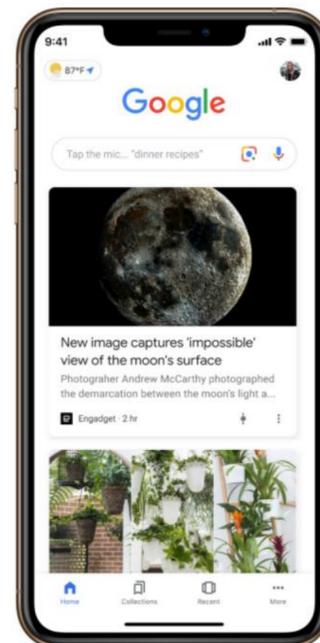
SEARCH

## How insights from people around the world make Google Search better



## Google Discover and your website

Google Discover shows users content related to their interests, based on their Web & App Activity.



### How Discover is different from Search

With Search, users enter a search term to find helpful information related to their query, but Discover takes a different approach. Instead of showing results in response to a query, Discover surfaces content primarily based on what Google's automated systems believe to be a good match with a user's interests. The content in Discover changes regularly based on newly published web content or evolving user interests.

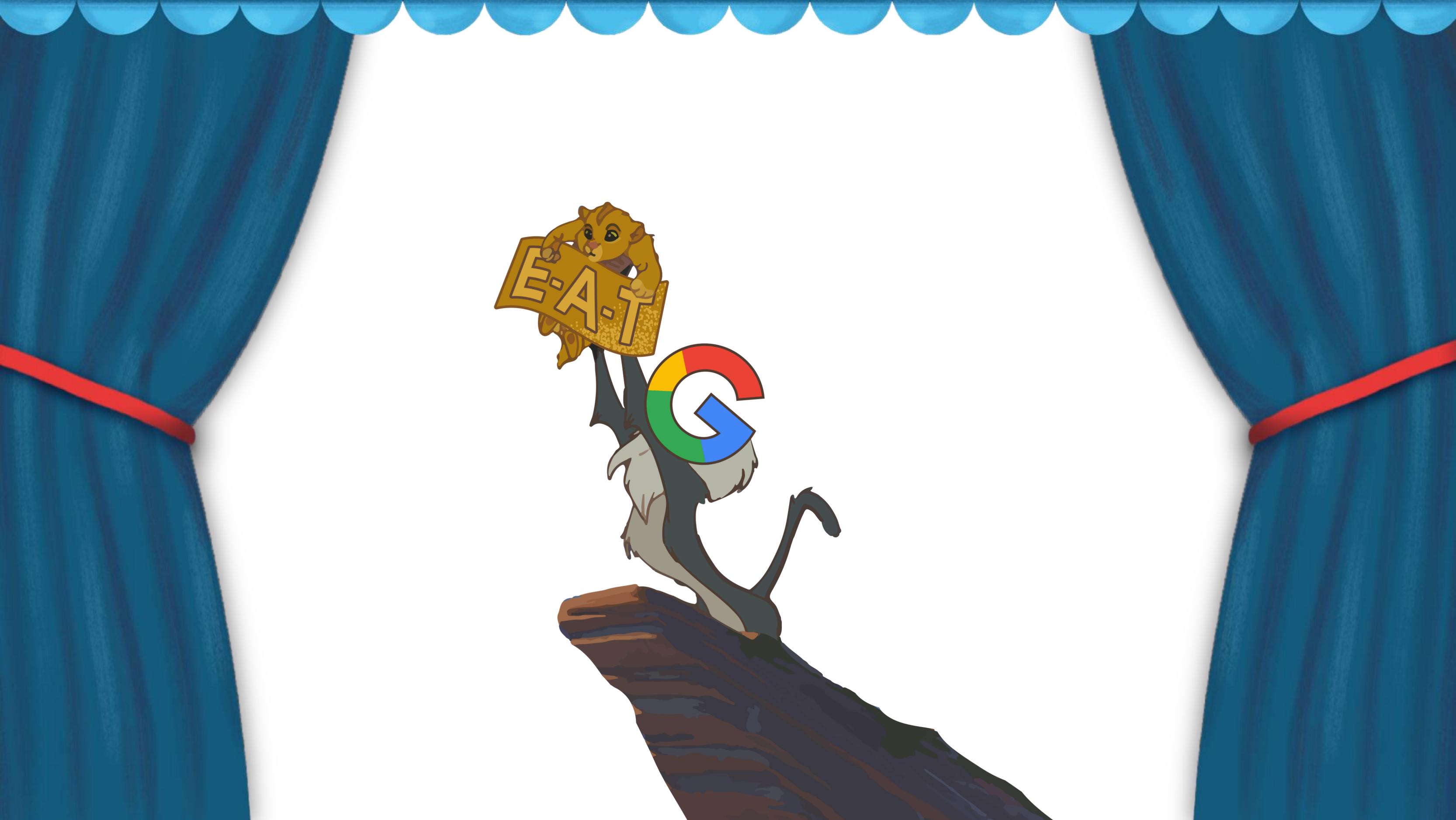
Given the serendipitous nature of Discover, traffic from Discover is less predictable or dependable when compared to Search, and should be considered *supplemental* to your Search traffic. This means that you might create and optimize content to fulfill specific search needs for search engine traffic, but there is no way to create content that explicitly targets Discover's interest matching.

### How content appears in Discover

Content is automatically eligible to appear in Discover if it is indexed by Google and meets Discover's [content policies](#). No special tags or structured data are required. Please note that being eligible to appear in Discover is not a guarantee of appearing.

To increase the likelihood of success, ensure that you are posting outstanding and engaging content that

There is a **common phrase** used  
among all of these documents...



**E-A-T** (*noun*)

Expertise, Authoritativeness, and Trustworthiness.

*For pages that have a beneficial purpose, the amount of expertise, authoritativeness, and trustworthiness (E-A-T) is very important.*

**Please consider:**

1. The expertise of the creator of the Main Content.
2. The authoritativeness of the creator of the Main Content, the Main Content itself, and the website.
3. The trustworthiness of the creator of the Main Content, the Main Content itself, and the website.

**E-A-T** is the criteria Google's Quality Raters use to evaluate content, authors, & websites.

# E-A-T



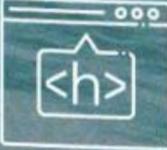
Schema

Footer  
Links 

Anchor  
Text 

  
HTTPS

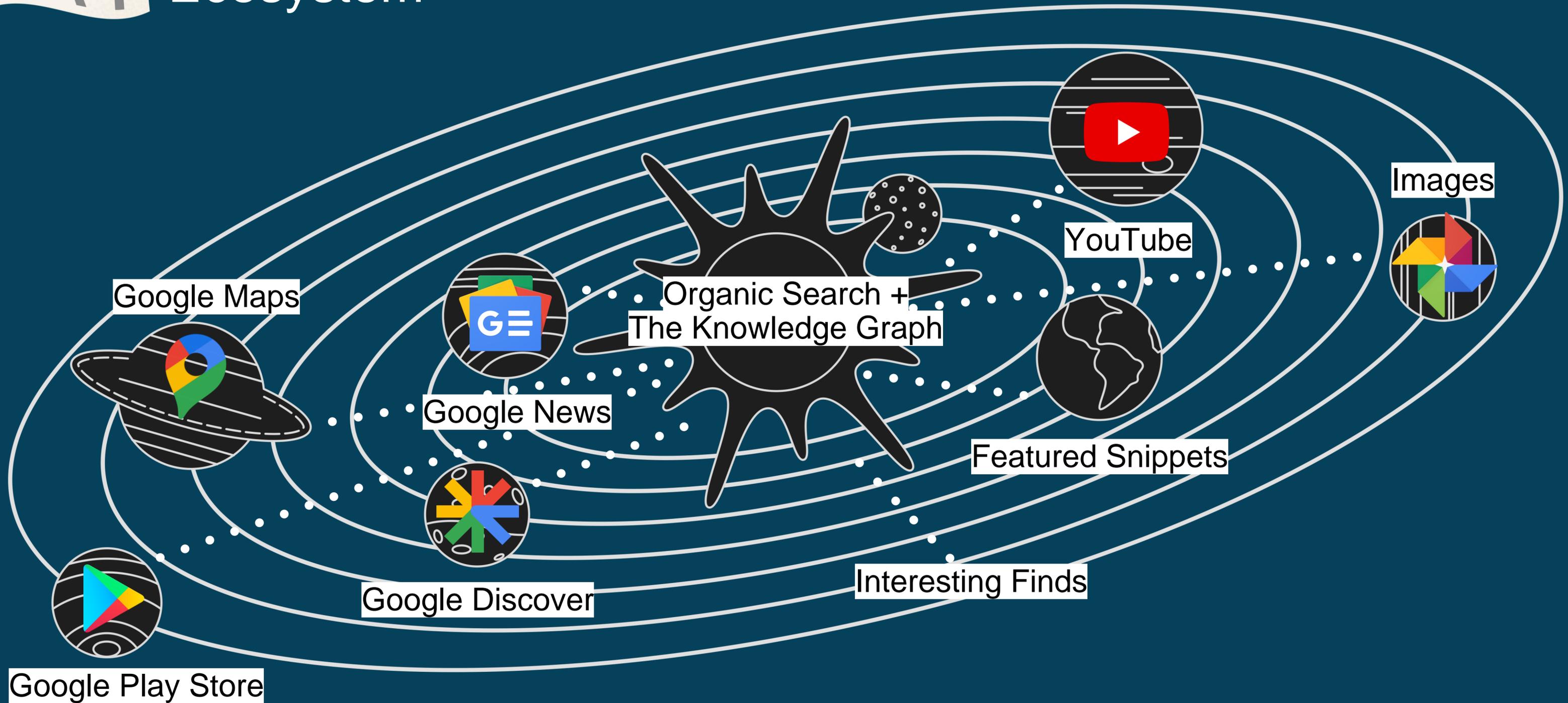
Meta   
Descriptions

 tags

Core Web  
Vitals 

Page  Speed

# E-A-T Ecosystem



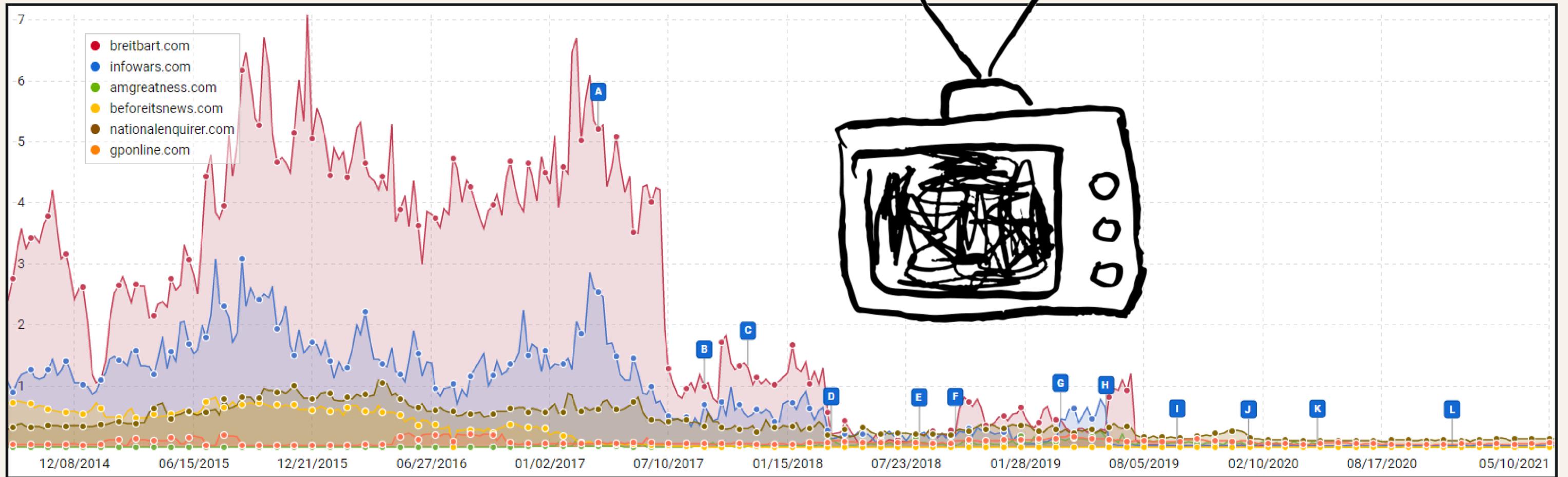


Perhaps **E-A-T** is Google's solution for elevating truth and reducing misinformation online.

What is the **outcome** of these changes?

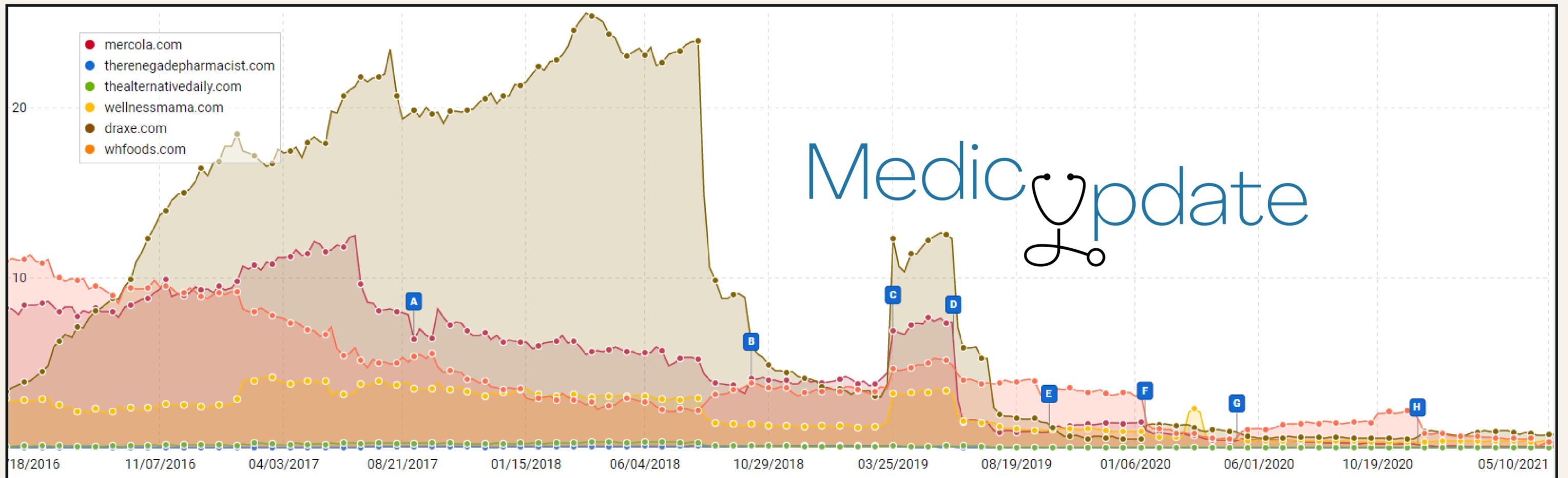
# 2017

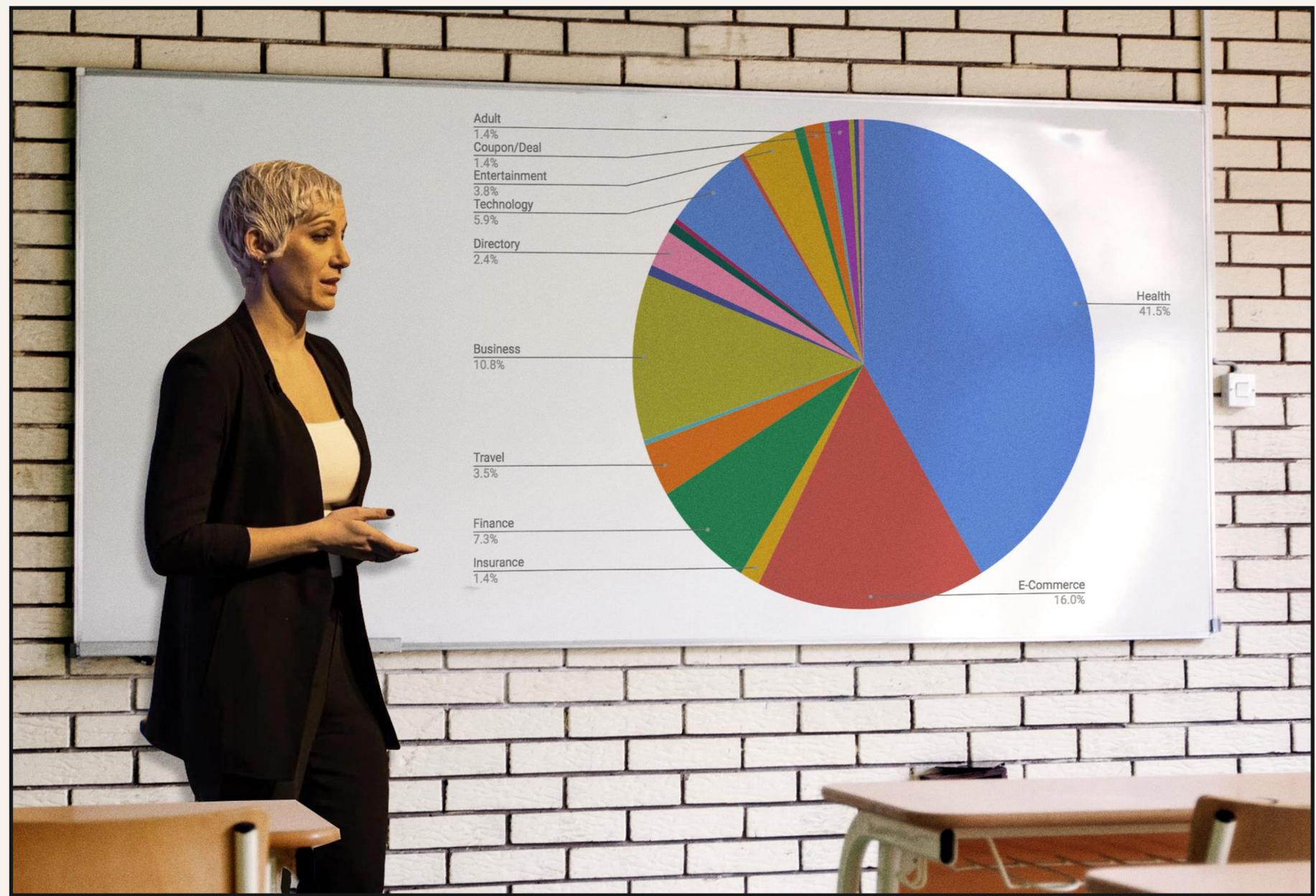
It started with a reduction in visibility among questionable news sources, conspiracy sites, and “fake news”.



# 2018

...And continued to health, medical, science, e-commerce, and other Your Money, Your Life (YMYL) sites in 2018, particularly with the Medic update (8-1-18)

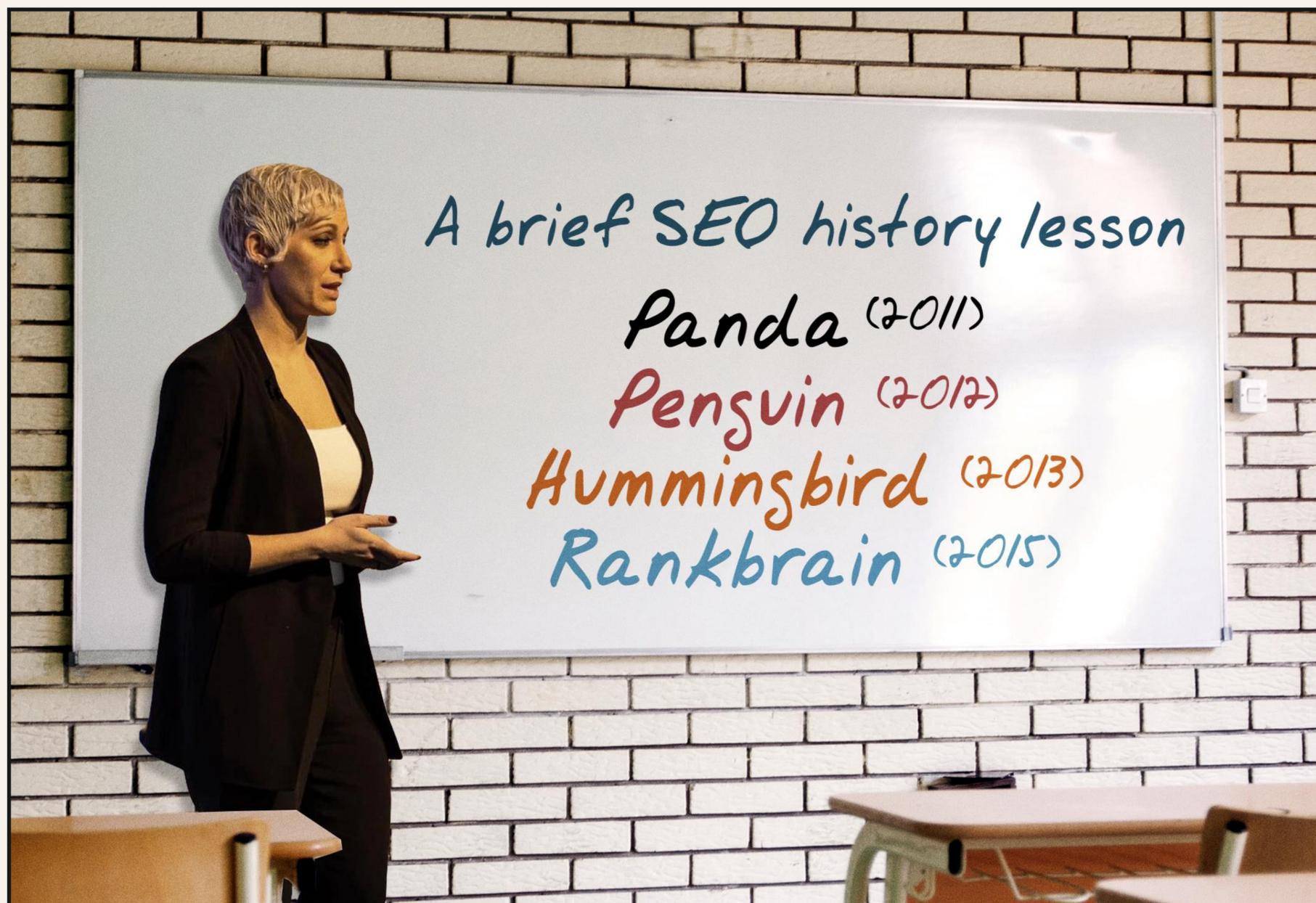




# Medicupdate

A core algorithm update that took place on August 1st, 2018, which appeared to disproportionately impact YMYL websites (Your Money, Your Life), especially “health” websites.

([SOURCE](#))



Let's be clear.  
There were always big  
algorithm updates.

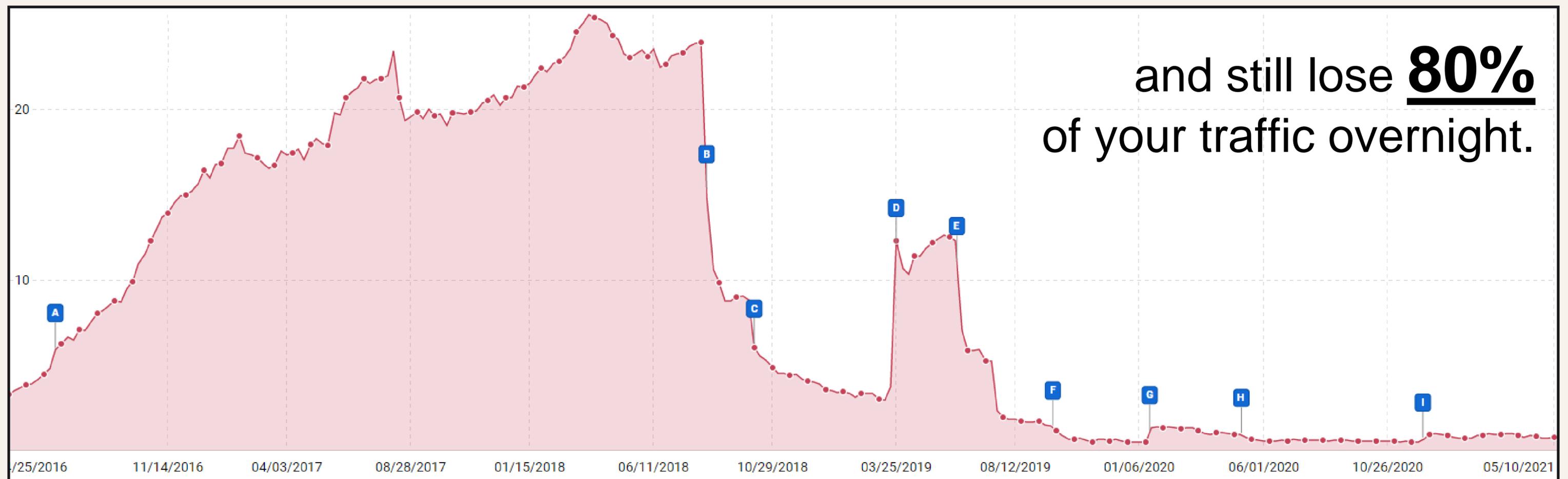
A brief SEO history lesson:

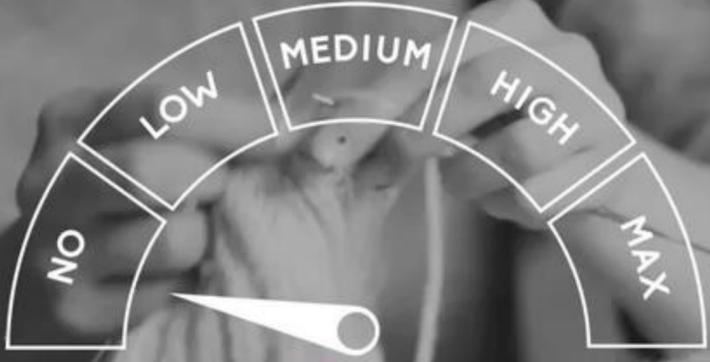
- ➔ Panda (2011)
- ➔ Penguin (2012)
- ➔ Hummingbird (2013)
- ➔ Rankbrain (2015)

([SOURCE](#))

But there's something **different** about  
the **Medic** **update** & subsequent **core updates**.

You can have great technical SEO,  
**highly optimized content**, a solid  
website architecture, **fast load times...**





**KNITTING**



**CELEBRITY GOSSIP**

# E-A-T *Meter*



**PET HEALTH**



**CANCER TREATMENT**



But for those sites that do... it can mean life or death for the business.

Published on Sunday, September 22, 2019 by Common Dreams

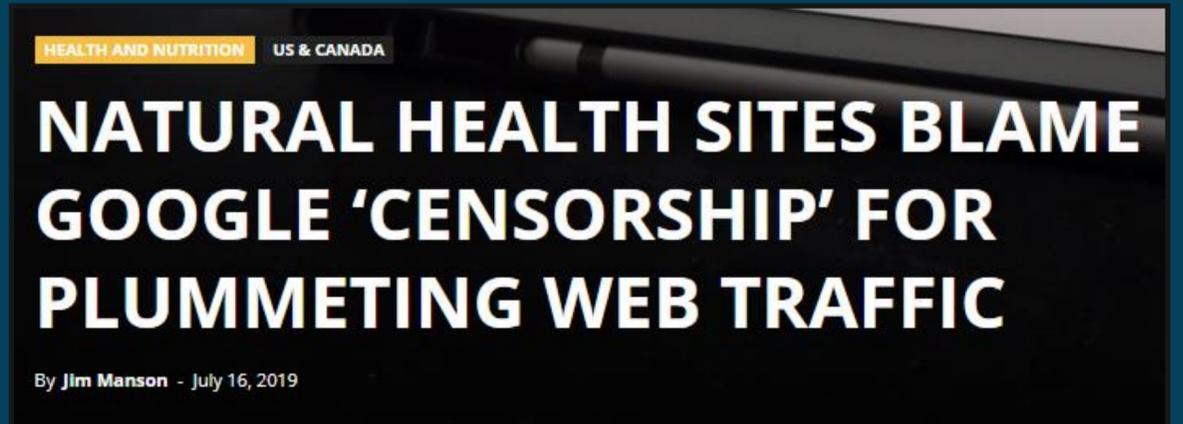
## Google Becomes Evil

Why is the tech giant censoring alternative web sites?

by Tom Valovic

## CCN.com is Shutting Down after Google's June 2019 Core Update

Google's June 2019 Core Update rolled out on June 3th 2019 and CCN.com's traffic from Google searches dropped more than 71% on mobile overnight.



## Daily Mail sues Google over search rankings

By Anthony Spadafora 19 days ago

UK publication alleges Google manipulated search results to make its stories rank lower

*now presenting...*

# WINNERS & LOSERS OF SEO VISIBILITY

*since the* **Medic Update**

# Methodology for Analyzing

- Maintain a list of 1,700+ sites to monitor Sistrix organic visibility changes between Aug 1, 2018 (Medic) to May 1, 2021
- Classified domains with SimilarWeb categorization to see trends across categories

VISIBILITY INDEX (U.S.)



WEBSITE CATEGORIZATION

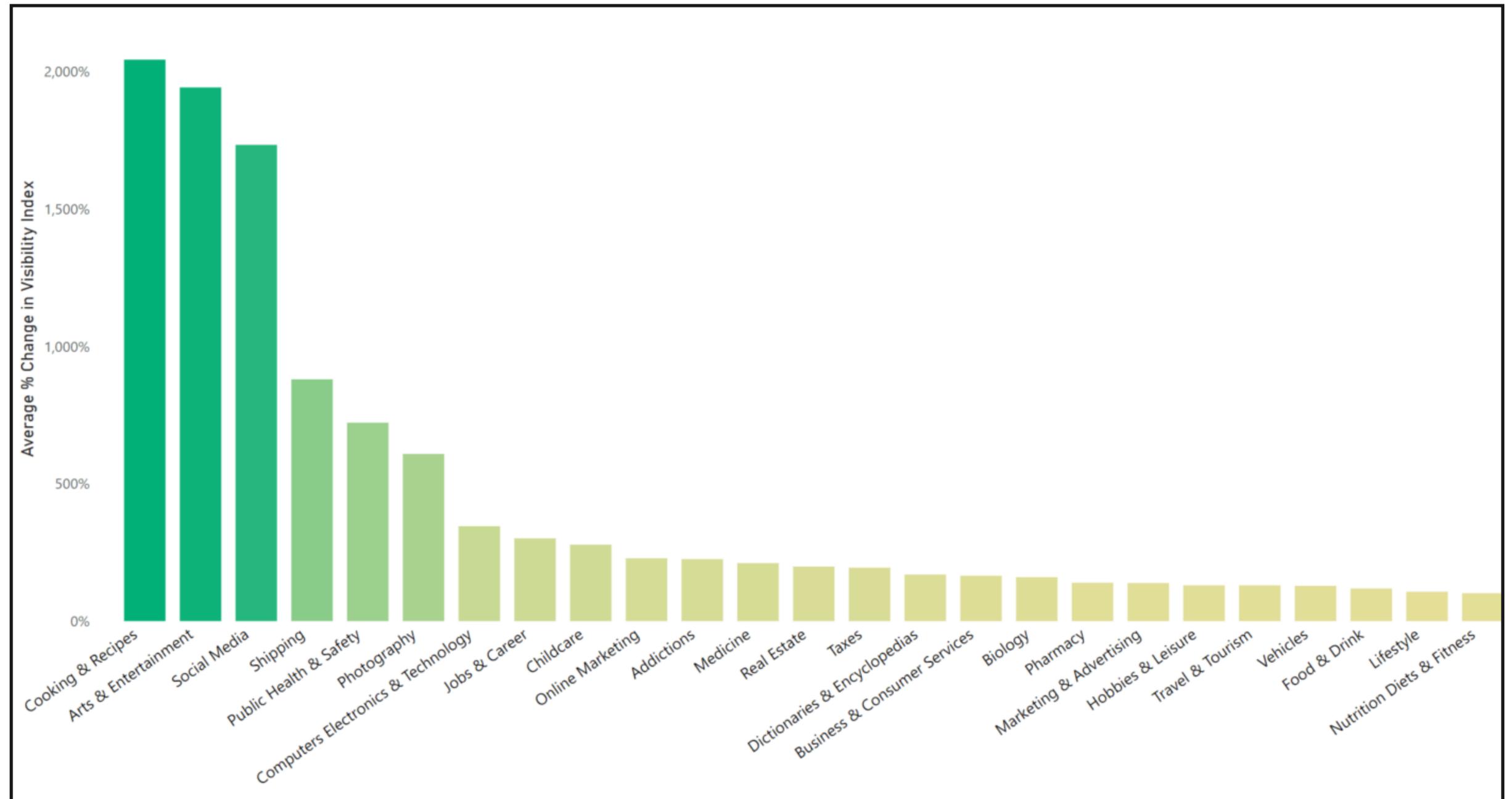


HISTORICAL VIEW



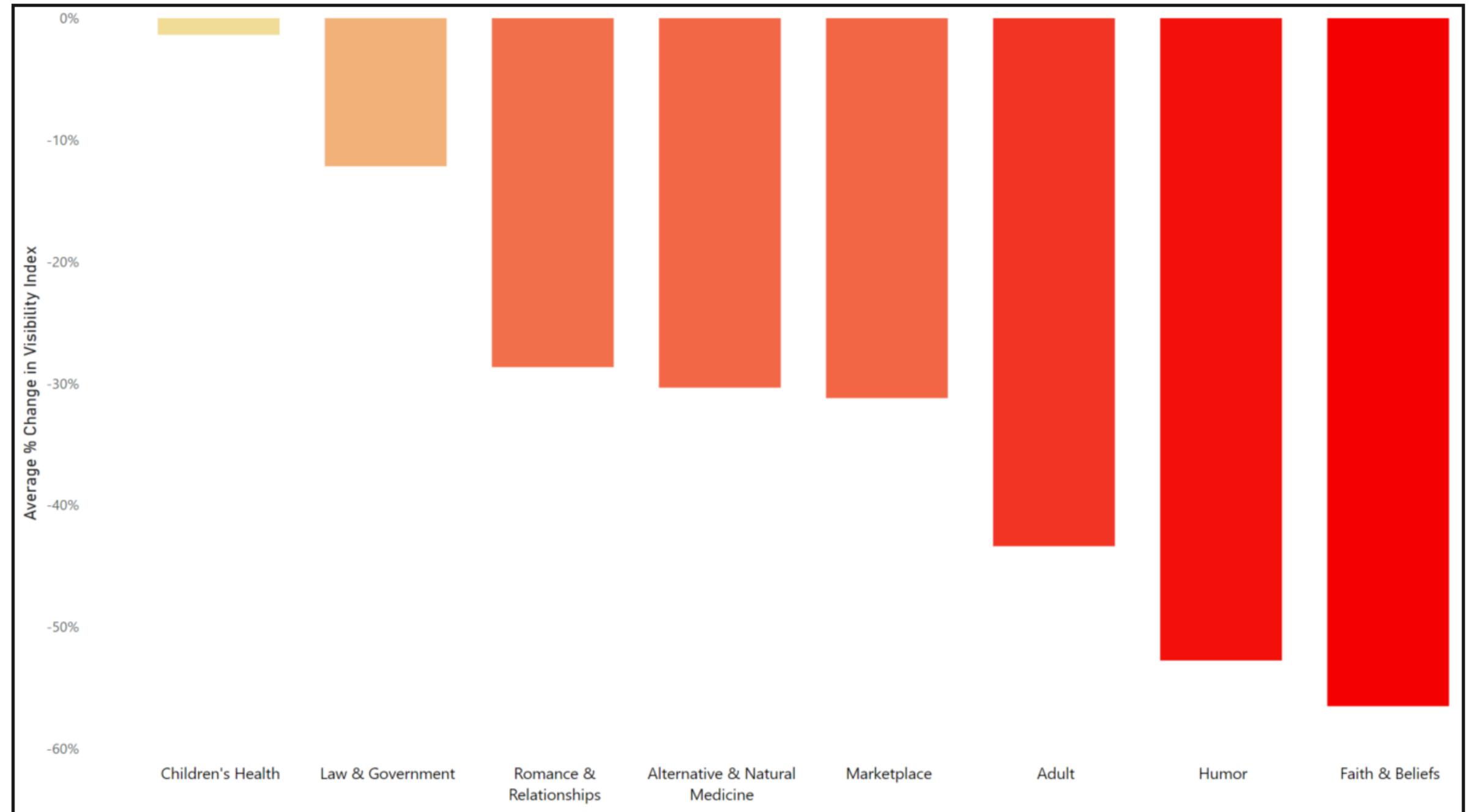
# Average Visibility Percent Change by Category

Cooking sites, arts & entertainment, social media, shipping, public health and stock photography sites saw the biggest average percent increases in visibility.



# Average Visibility Percent Change by Category

Religion & spirituality, humor, adult content, marketplaces, & natural medicine sites saw significant percentage declines in visibility.

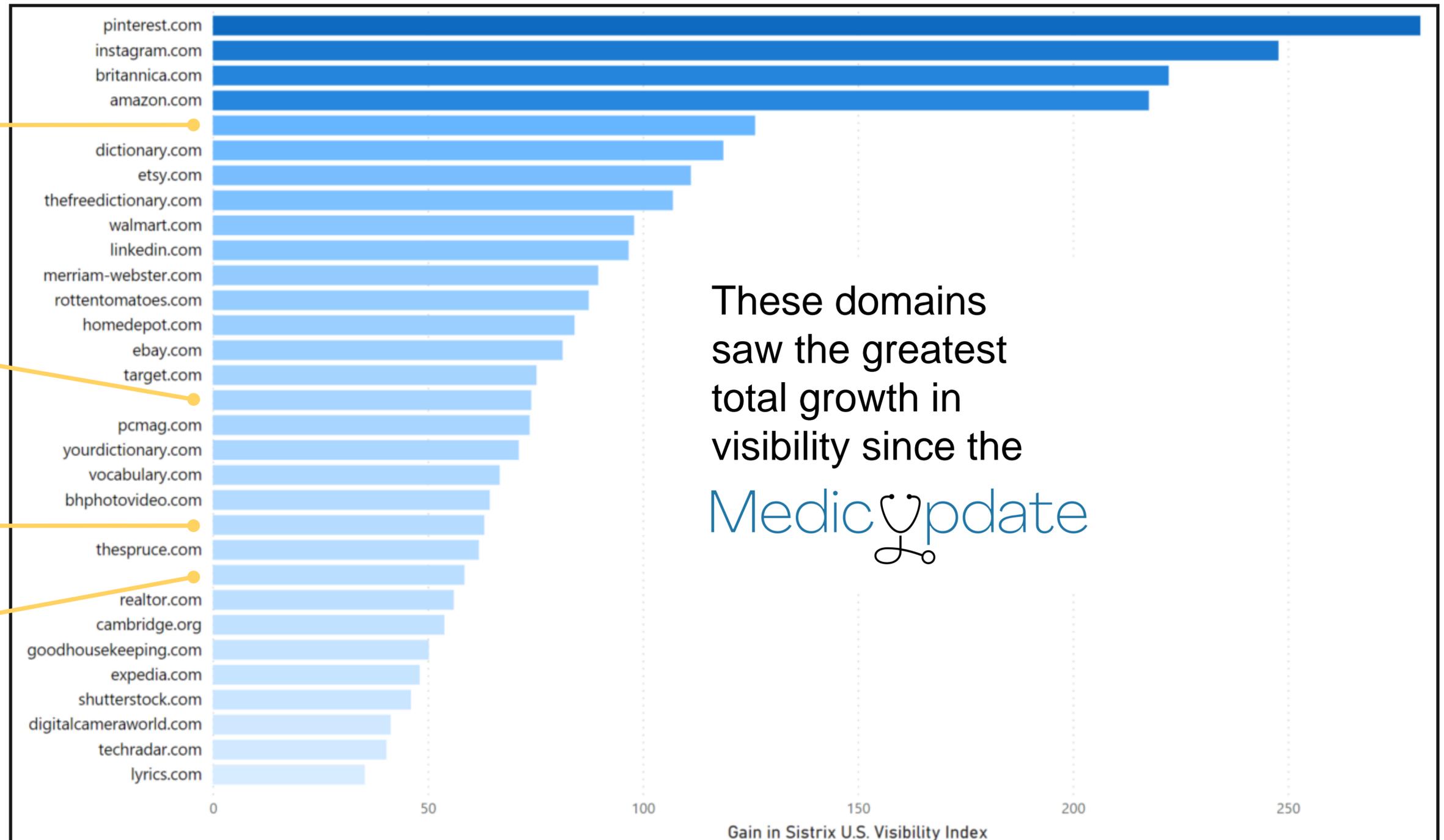


# Greatest Visibility Gain by Domain (08.01.18 - 05.01.21)

healthline



Investopedia



These domains saw the greatest total growth in visibility since the Medic Update

From **Medic** to **Now**, What Changed?



# Keywords with Major Movement

wrinkles



cat vomiting

liver spots



crystal healing

chakra



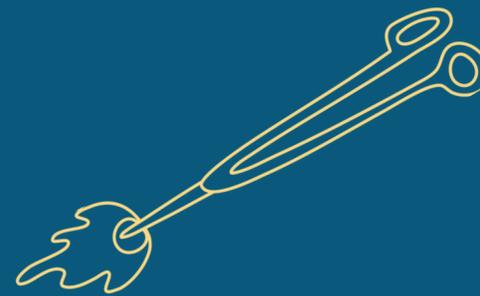
niacin



natural warts

magnetic therapy

home remedies for acne



hydrogen peroxide

heart attack



herbs for circulation

crow feet



natural cough remedies



wheatgrass juice

🔍 Keyword: "hydrogen peroxide"

July 2018

May 2021



🎯 Tips Bulletin



Wellness Mama



U.S. National Library of Medicine

ChemicalSafetyFacts.org

the spruce

healthline



Cleveland Clinic



@lilyraynyc

🔍 Keyword: "natural cough remedies"

July 2018

May 2021

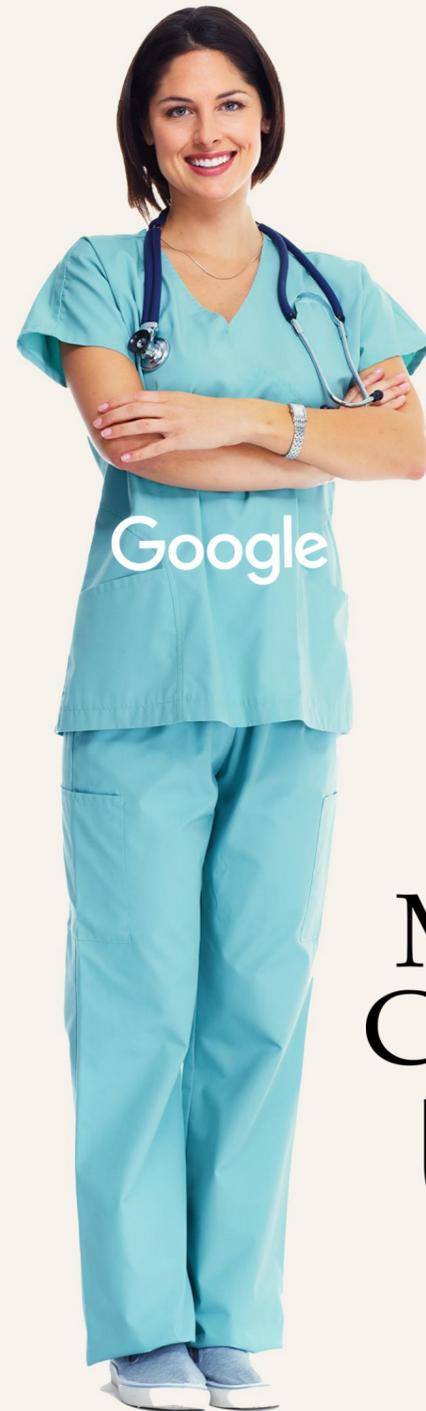


Holistic Health Herbalist



COMMON  
SENSE  
HOME

*Using sound judgment  
to be more self-reliant*



healthline  
WebMD®

MedicineNet



@lilyraynyc

Keyword: "baby gender"

July 2018

May 2021

babyMed

Mother&Baby

babycenter

Mom Junction

Mama Natural

UT SOUTHWESTERN MEDICAL CENTER

the BUMP

what to expect.

Today's Parent

TODAY



Keyword: "crystal healing"

July 2018

May 2021

STYLECASTER



holisticshop.co.uk

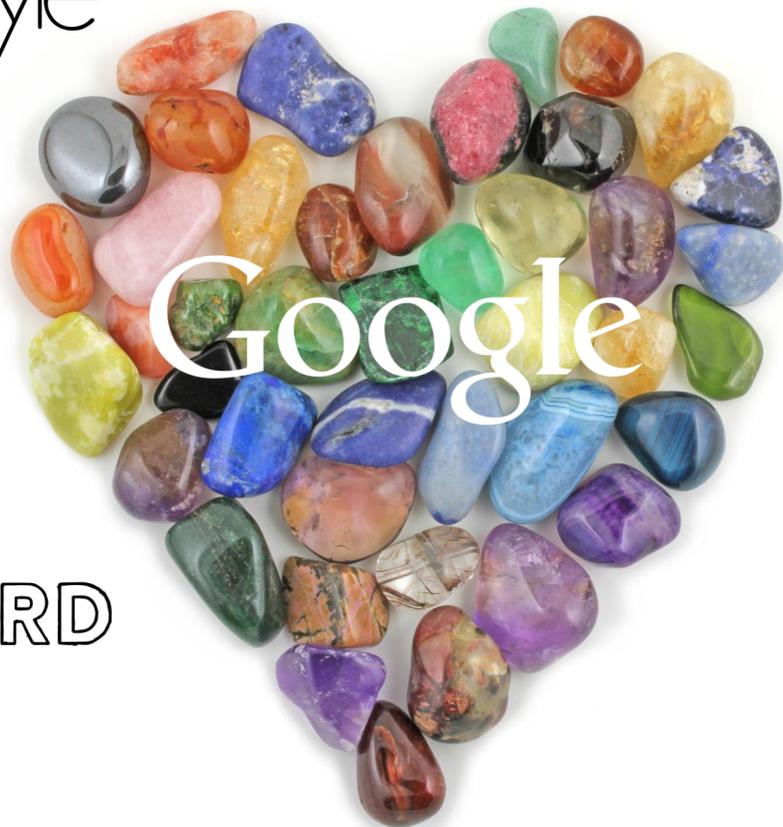
ConsciousLifestyle magazine

THE NEW REPUBLIC

energymuse

THE CHALKBOARD

MozCon Virtual



LIVESCIENCE

WebMD

healthline

BAZAAR Harper's

theguardian

WELL + GOOD

@lilyraynyc

What were losing sites doing **wrong**?

**MISSING or QUESTIONABLE AUTHORS**

# How to Get Rid of Ants Fast Naturally

Prev post 1 of 3 Next

## 22 Home Remedies for Acne & Pesky Pimples

Your skin is your friend. You like your skin. Your skin likes you. It protects you from the elements and literally keeps you together. You in turn do your best to protect it from any kind of damage. Then, one day, acne rears its ugly head, and you suddenly hate your skin. What do you do then? Turn to harsh chemicals, and expensive scrubs?



many people discover ants entering their houses and garden areas.

nt Research and Management Project, ants are social insects and live in colonies that tions of ants, depending on the species.

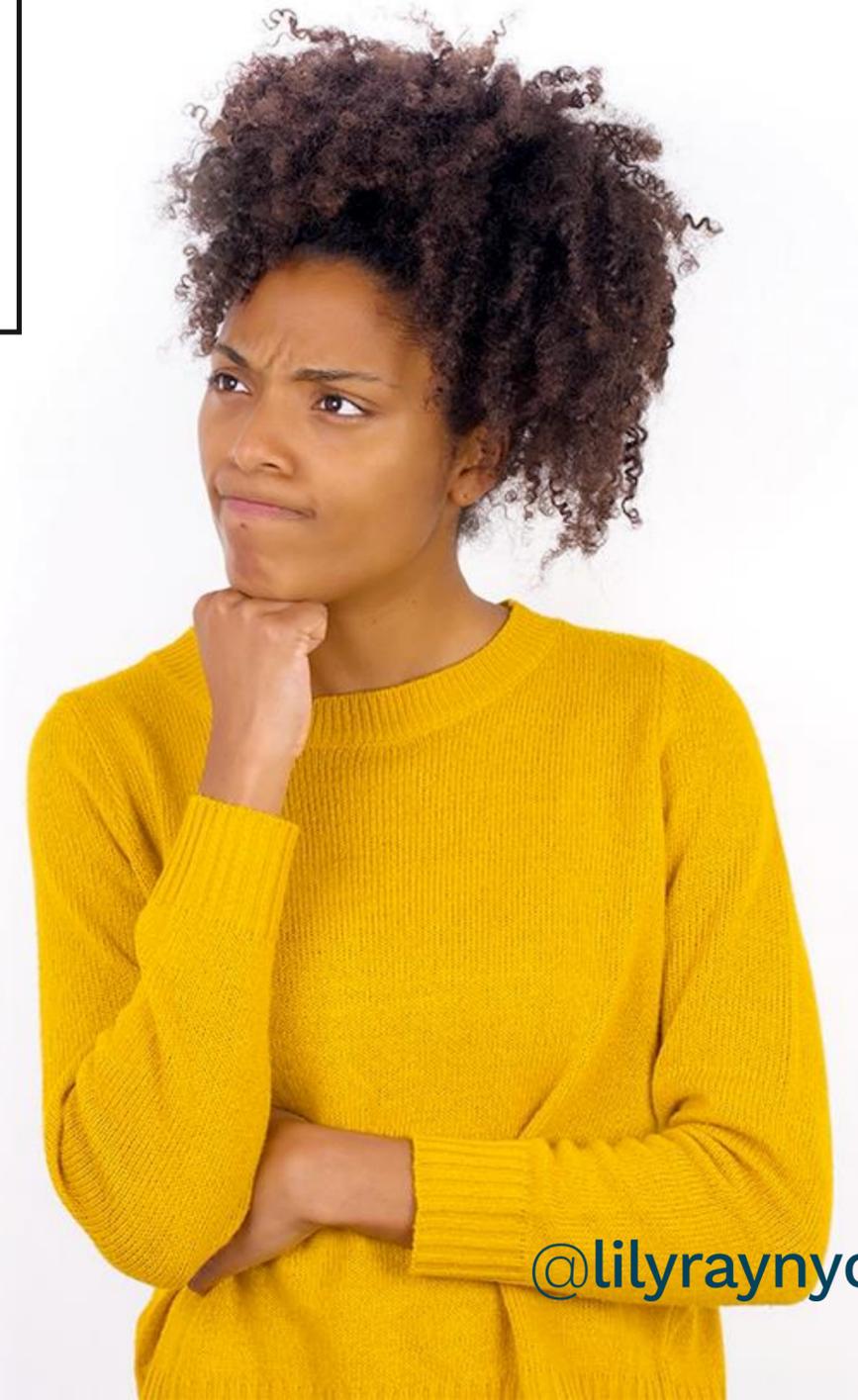
haraoh

## Eat These 7 Foods For Bigger Breasts



Hilary Lebow

4 years ago



**(Really) BAD REPUTATION**

### Horrific customer services

★☆☆☆☆ December 5th, 2019

Horrific customer service!

I ordered 4 dresses online for a new job. Hermes we're delivering the parcel, they said it would be delivered today between 10-2, I waiting in, in my lounge so I wouldn't miss it, I have a doorbell and my lounge is right next to my door. Hermes signed the signature themselves as me which is

• Show more

### Avoid at all costs

★☆☆☆☆ May 16th, 2020

AVOID AVOID

THIEVES THIEVES THIEVES THIEVES

### Disappointed/Misled

★☆☆☆☆ June 12th, 2020 • Previous review

Ordered protective face masks and a fever thermometer on April 16, 2020. My credit card was im charged and I expected to receive the items in a timely period. Tracking info was pending & even

### Stole my money when I returned an item

★☆☆☆☆ March 7th, 2019

Stole a good \$12.00 out of my refund that was supposed to be returned to me upon sending the item back. The item was nothing like the pictures online & so thin it wasn't even worth buying. Customer service is horrible.

### DO NOT ORDER ONLINE -

★☆☆☆☆ April 24th, 2020

'0' Rating if I could - DO NOT ORDER ONLINE

### Plus size women's dresses

★☆☆☆☆ April 19th, 2021

Buyers beware! This so called company is a joke. Their phone number doesn't work and they don't respond to emails in 24 hours like they state. I've emailed them three times for instructions to return some dresses and it's

### Not Pleased At All

★☆☆☆☆ November 21st, 2019

I took a chance and ordered 3 dresses even though the reviews were terrible. I found out the reviews were definitely true. On the website the dresses are stunning. It made m want to take that chance and order. The

### Still waiting

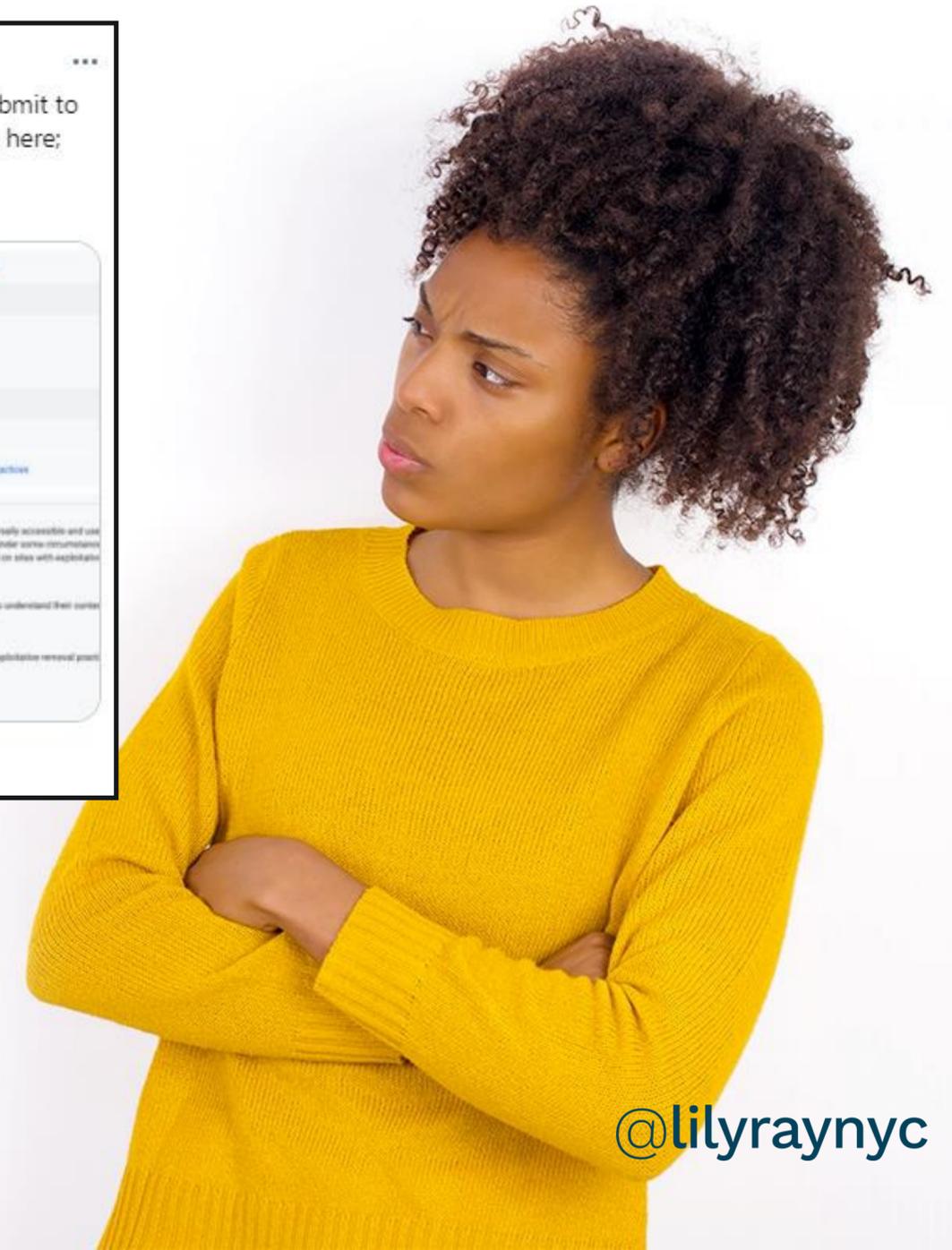
★☆☆☆☆ June 12th, 2020

Terrible service. Ordered \$62. Worth of merchandise on April 6, delivery time 2-3 weeks. After 3 received shipping notification and tracking no. Which was invalid. Online chat revealed that the rep could not locate the



# DECEPTION

# irs.com, dmv.org suffer Huge Visibility Losses. Suspected Google Manual Penalty.

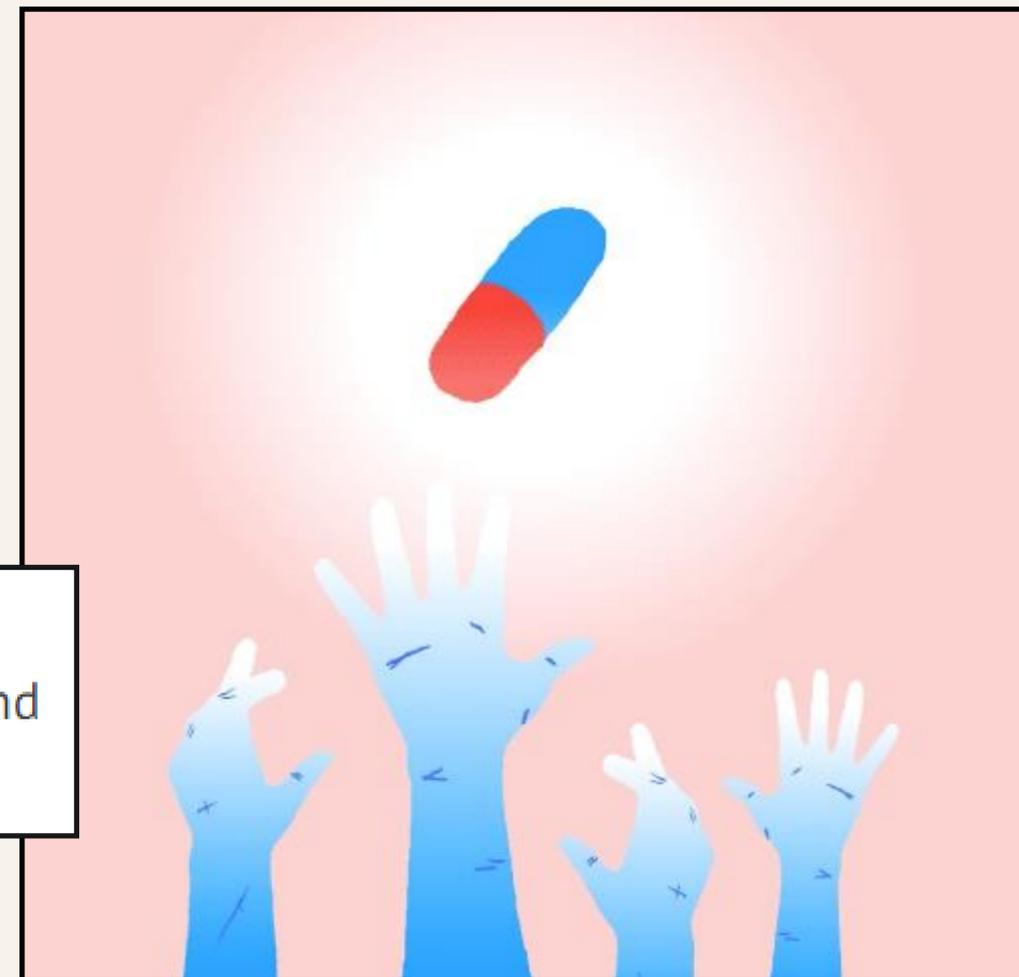


**Lack of EXPERTISE &  
INSUFFICIENT SOURCING of claims**

## This was #2 for "niacin" in 2018

I have to admit I have become a niacinaholic. I love the stuff. Not everyone can handle the flush, but I absolutely love it. The first time I took it, it was a sudden shock to my system and I freaked out a little bit, as do most people.

Niacin is my new best friend. I was compelled to read as much as I could about this miraculous vitamin, and the studies were eye-opening.



**DANGEROUS** medical advice

## How to Treat Parasites

The comprehensive stool test is able to identify 17 different parasites, so when I know which parasite my patient has, I use prescription medications that target specific species of parasites. If, however, the parasite cannot be identified, I usually use a blend of herbs,

including magnesium caprylate, berberine, and extracts from tribulus, sweet wormwood, grapefruit, barberry, bearberry, and black walnut. You can typically find an herbal combination at a compounding pharmacy or through [my website](#).

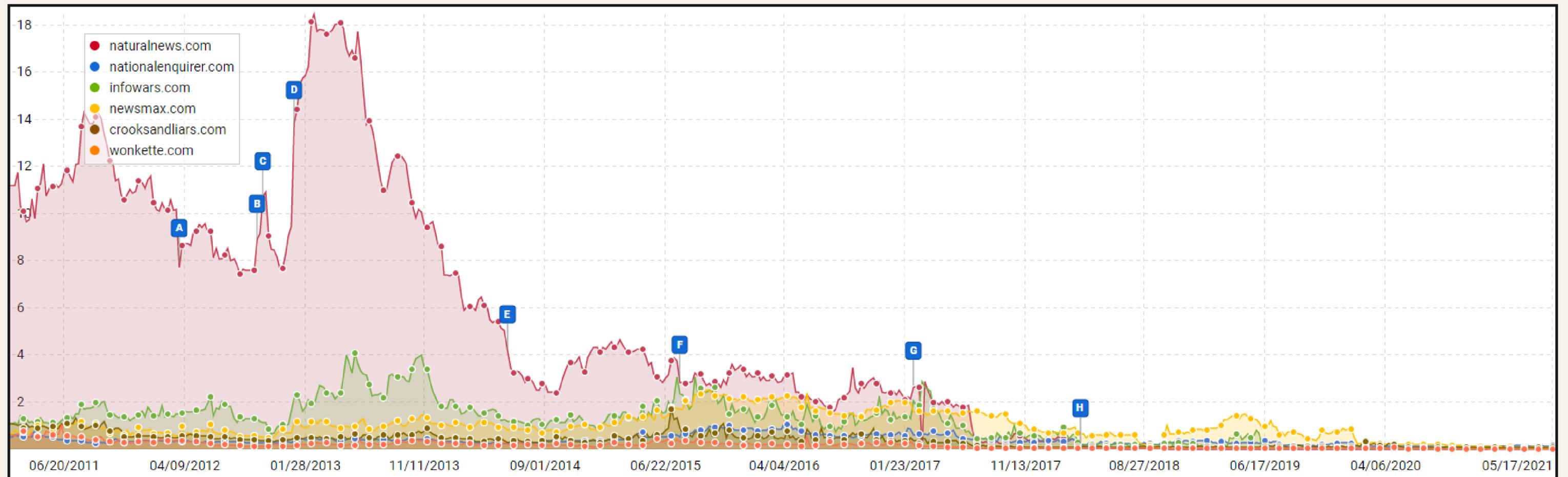
Formulas provide a broad spectrum of activity against the most common pathogens present in the human GI tract, while sparing the beneficial gut bacteria. Before starting an anti-parasite herbal supplement, I recommend you consult your physician and have your liver enzymes checked if you have a history of liver disease, heavy alcohol use or previous history of elevated liver enzymes.



# **EXTREMISM, HATE, & MISINFORMATION**

# 6 sites

labeled 'inaccurate,' 'misleading'  
or 'propaganda'\*



**EXCESSIVE AFFILIATE LINKS & SALESY  
LANGUAGE in INFORMATIONAL CONTENT**

## 5. Your Towels and Pillowcases

Something you might not think about is what else touches your face daily, like towels and pillowcases. To reduce the chances of irritation and sensitivity, it's a really smart idea to avoid washing these items with strong detergents and bleaches. Instead, opt for natural and unscented laundry products, like my **Homemade Laundry Soap**. You also want to change your towels and pillowcases frequently to avoid the presence and spread of bacteria, which only makes your acne worse.

(selling his own product)



Of course, there are lots of pricey vitamin C creams, but you can make your own natural vitamin C serum that's even more effective without the high price tag.

*Here's what you need:*

- 1 tsp **vitamin C powder**
- 1 tsp distilled or filtered water
- 1 tsp glycerin, optional
- 1/8 tsp vitamin E, optional
- 1 small dark glass bottle

(these point to Amazon)

**Jack of all trades, MASTER of NONE**

KEYWORD	POSITION (JULY 2018)	POSITION (MAY 2021)	URL	SEARCH VOLUME
deep sea creatures	1	Not Ranking	<a href="https://list25.com/25-most-terrifying-deep-sea-creatures/">https://list25.com/25-most-terrifying-deep-sea-creatures/</a>	14,800
expensive shoe	1	Not Ranking	<a href="https://list25.com/25-most-expensive-shoes-in-the-world/">https://list25.com/25-most-expensive-shoes-in-the-world/</a>	5,150
facts Christmas	1	Not Ranking	<a href="https://list25.com/25-bizarre-interesting-facts-christmas/">https://list25.com/25-bizarre-interesting-facts-christmas/</a>	27,100
fastest in world	1	Not Ranking	<a href="https://list25.com/25-fastest-things-in-the-world/">https://list25.com/25-fastest-things-in-the-world/</a>	110,000
garden famous	1	Not Ranking	<a href="https://list25.com/25-photographs-of-the-worlds-most-famous-gardens/">https://list25.com/25-photographs-of-the-worlds-most-famous-gardens/</a>	5,600
most animals	1	Not Ranking	<a href="https://list25.com/the-25-most-dangerous-animals-in-the-world/">https://list25.com/the-25-most-dangerous-animals-in-the-world/</a>	18,100
vicious dog	1	Not Ranking	<a href="https://list25.com/25-most-dangerous-dog-breeds/">https://list25.com/25-most-dangerous-dog-breeds/</a>	19,000
worlds expensive	1	Not Ranking	<a href="https://list25.com/25-most-expensive-things-in-the-world/">https://list25.com/25-most-expensive-things-in-the-world/</a>	40,500
charms good luck	2	Not Ranking	<a href="https://list25.com/25-good-luck-charms-from-around-the-world/">https://list25.com/25-good-luck-charms-from-around-the-world/</a>	14,800
exotic pets	2	Not Ranking	<a href="https://list25.com/25-exotic-animals-you-could-legally-own/">https://list25.com/25-exotic-animals-you-could-legally-own/</a>	15,500
good charms	2	Not Ranking	<a href="https://list25.com/25-good-luck-charms-from-around-the-world/">https://list25.com/25-good-luck-charms-from-around-the-world/</a>	14,800
Marvel characters	2	Not Ranking	<a href="https://list25.com/25-most-powerful-marvel-characters/">https://list25.com/25-most-powerful-marvel-characters/</a>	40,500
most snakes	2	Not Ranking	<a href="https://list25.com/25-of-the-worlds-most-venomous-snakes/">https://list25.com/25-of-the-worlds-most-venomous-snakes/</a>	12,100
optical illusions	2	Not Ranking	<a href="https://list25.com/25-incredible-optical-illusions/">https://list25.com/25-incredible-optical-illusions/</a>	98,600
silly jokes	2	Not Ranking	<a href="https://list25.com/25-silly-jokes-that-will-have-you-laughing-in-no-time/">https://list25.com/25-silly-jokes-that-will-have-you-laughing-in-no-time/</a>	5,600
art piece	3	Not Ranking	<a href="https://list25.com/25-most-famous-art-pieces/">https://list25.com/25-most-famous-art-pieces/</a>	33,100
extreme torture	3	Not Ranking	<a href="https://list25.com/25-most-brutal-torture-techniques-ever-devised/">https://list25.com/25-most-brutal-torture-techniques-ever-devised/</a>	14,800
philosopher	3	Not Ranking	<a href="https://list25.com/25-greatest-philosophers-who-ever-lived/">https://list25.com/25-greatest-philosophers-who-ever-lived/</a>	7,100
records sold	3	Not Ranking	<a href="https://list25.com/25-top-selling-music-artists-of-all-time/">https://list25.com/25-top-selling-music-artists-of-all-time/</a>	18,100
superpower	3	Not Ranking	<a href="https://list25.com/25-superpowers-you-wish-you-had/">https://list25.com/25-superpowers-you-wish-you-had/</a>	74,000

**10 ways**  **changed since**  
**the**  **update**

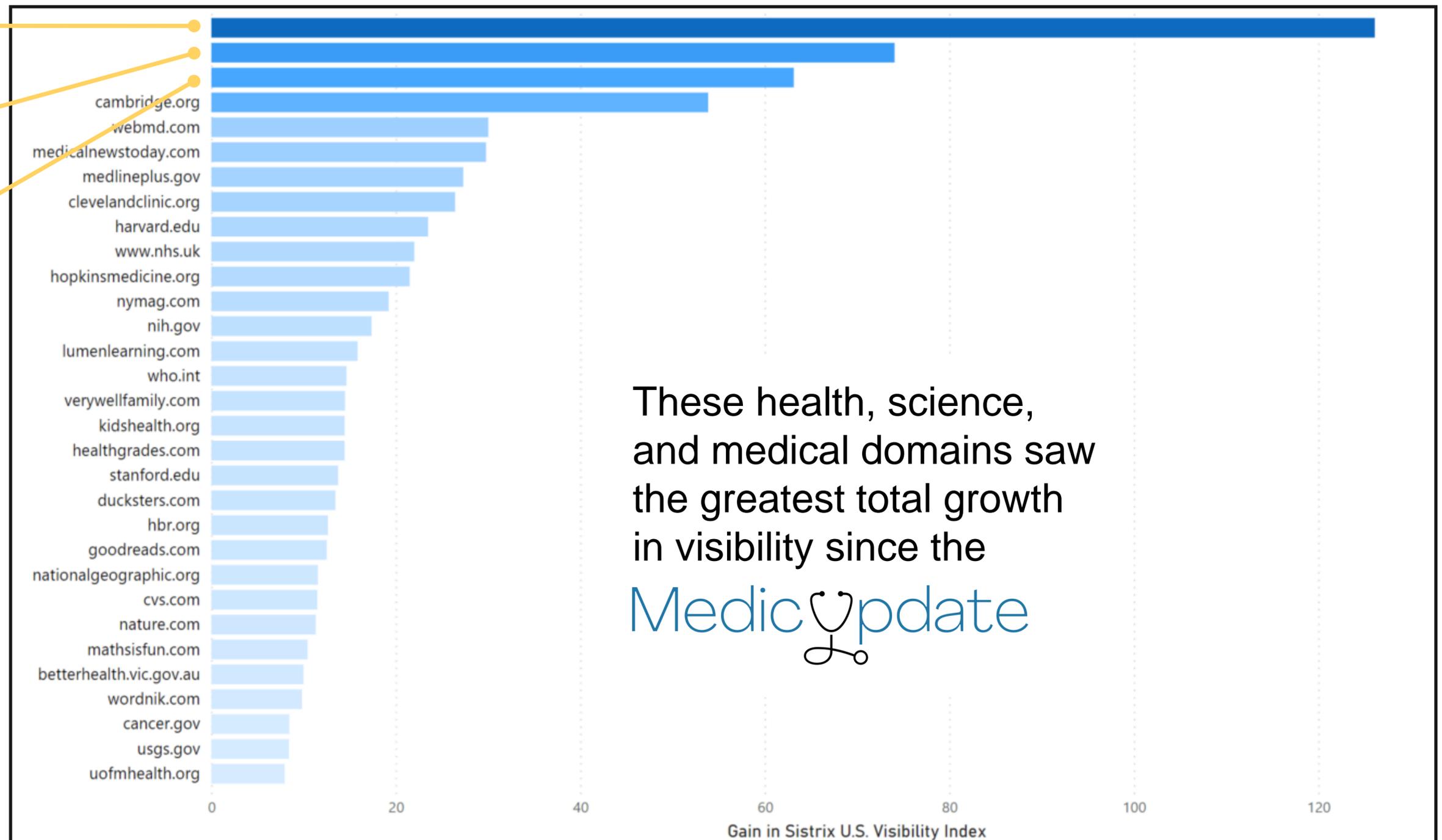
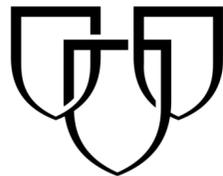
**1. Increase in visibility among highly trusted health & medical authorities.**

# Greatest Visibility Gain by Domain Health, Science & Medical (8.1.18 - 5.1.21)

healthline



MAYO  
CLINIC



These health, science, and medical domains saw the greatest total growth in visibility since the

Medic Update



[Keto recipes >](#)



[Meal plans >](#)



[Keto foods >](#)

Low-carb diets are highly effective when it comes to weight loss:

The British Journal of Nutrition 2016: **Effects of low-carbohydrate diets v. low-fat diets on body weight and cardiovascular risk factors: a meta-analysis of randomised controlled trials** [\[strong evidence\]](#)

A keto diet tends to reduce appetite:

Obesity Reviews 2014: **Do ketogenic diets really suppress appetite? A systematic review and meta-analysis** [\[strong evidence\]](#)

[Learn more about keto diets and weight loss](#)

# A keto diet for beginners

By Dr. Andreas Eenfeldt, MD , medical review by Dr. Bret Scher, MD  - Updated May 14, 2021 [Evidence based](#)

[What is keto?](#) | [Foods to eat](#) | [Foods to avoid](#) | [Meal plans](#) | [Printable leaflet](#) | [Weight loss & other benefits](#) | [Ketosis](#) | [Practical tips](#) | [Side effects](#) | [FAQ](#) | [Start free trial](#)

A keto or ketogenic diet is a low-carb, moderate protein, higher-fat diet that can help you burn fat more effectively. It has many benefits for weight loss, health, and performance, as shown in over 50 studies. <sup>1</sup> That's why it's recommended by a growing number of doctors and healthcare practitioners. <sup>2</sup>

A keto diet is especially useful for losing excess body fat, reducing hunger, and improving type 2 diabetes or metabolic syndrome. <sup>3</sup> <sup>4</sup>

Here, you'll learn how to eat a keto diet based on real foods. Get started with our visual guides, recipes, meal plans, and simple 2-week [Get Started program](#). It's everything you need to succeed on keto.

## Key takeaways

- 1 How to eat keto:**  
Reduce carbs, get plenty of protein, and add fat for flavor and fullness. [What to eat and avoid ↓](#)
- 2 Should you try it?**  
If you want to lose weight or improve blood sugar with little hunger and without counting calories, it's a great option. [Here's why ↓](#)
- 3 Does keto work?**  
Backed by years of science, a keto diet can help you lose weight and improve your health, in a way other diets don't. [Find out how ↓](#)

**... and a corresponding reduction in visibility among natural wellness and 'pseudoscience' sites.**

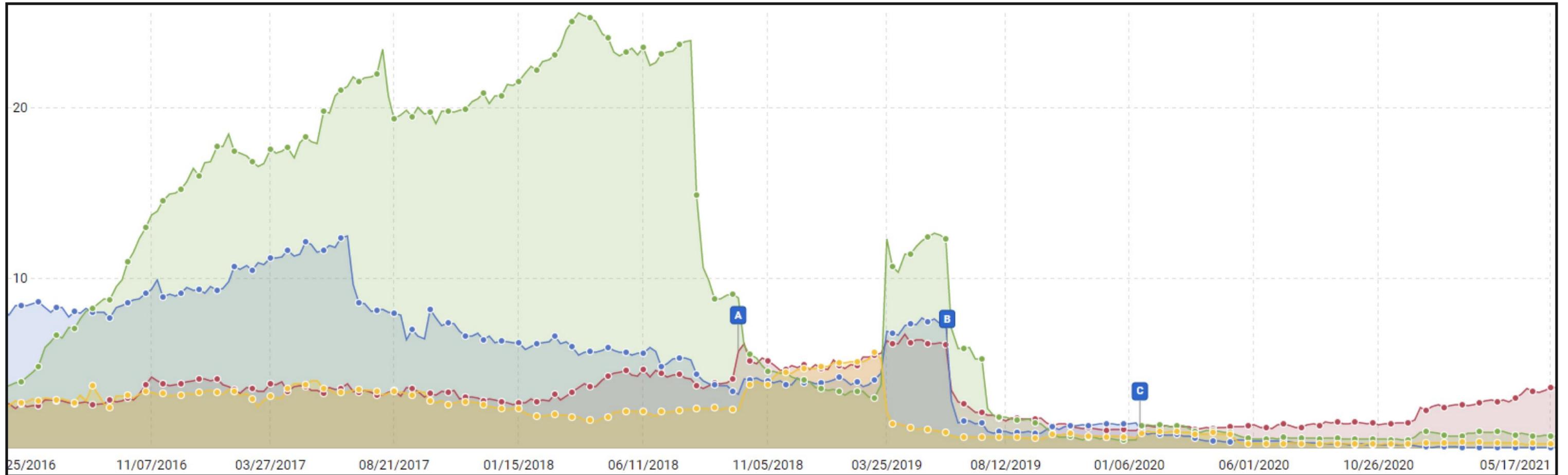
KEY

Dr. Axe

MERCOLA

mindbodygreen

WEIL™



## **2. Increased focus on accuracy in search results**

# How Google's featured snippets work

- **Contradicting consensus on public interest topics:** Featured snippets about public interest content -- including many civic, medical, scientific and historical issues -- should not contradict well-established or expert consensus support.

are vaccines safe

All News Videos Images Books More Settings Tools

About 1,160,000,000 results (1.15 seconds)

**Safety**

From [cdc.gov](https://www.cdc.gov)

COVID-19 vaccines are safe and effective.

Millions of people in the United States have received COVID-19 vaccines under the most intense safety monitoring in U.S. history. CDC recommends you get a COVID-19 vaccine as soon as you are eligible.

[Learn more on cdc.gov](https://www.cdc.gov)

For informational purposes only. Consult your local medical authority for advice.

Feedback

Sitting in a 3.8-metre sea kayak and watching a four-metre great white approach you is a fairly tense experience

PolitiFact

PolitiFact | There are no sharks swimming in the streets of Houston or anywhere else

Fact check from PolitiFact

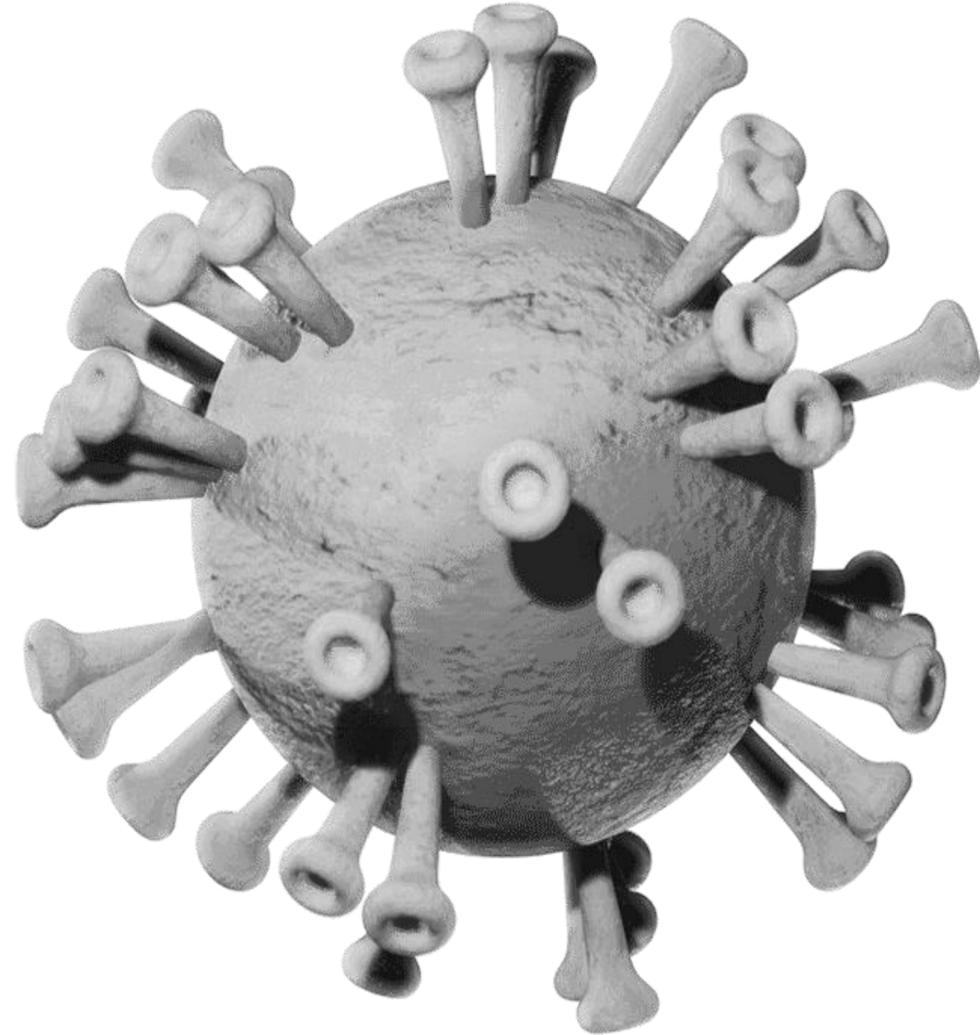
Claim: Photo shows a shark swimming on a freeway in Houston.

Rated by PolitiFact: Pants on Fire

Images may be subject to copyright. [Learn More](#)

Related images [See more](#)

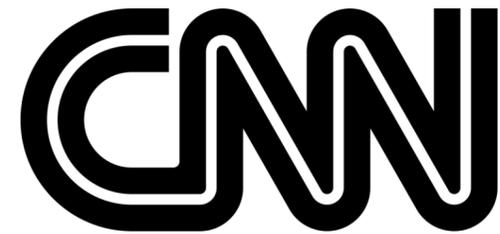
**3. Authority above relevancy,  
especially in times of crisis**



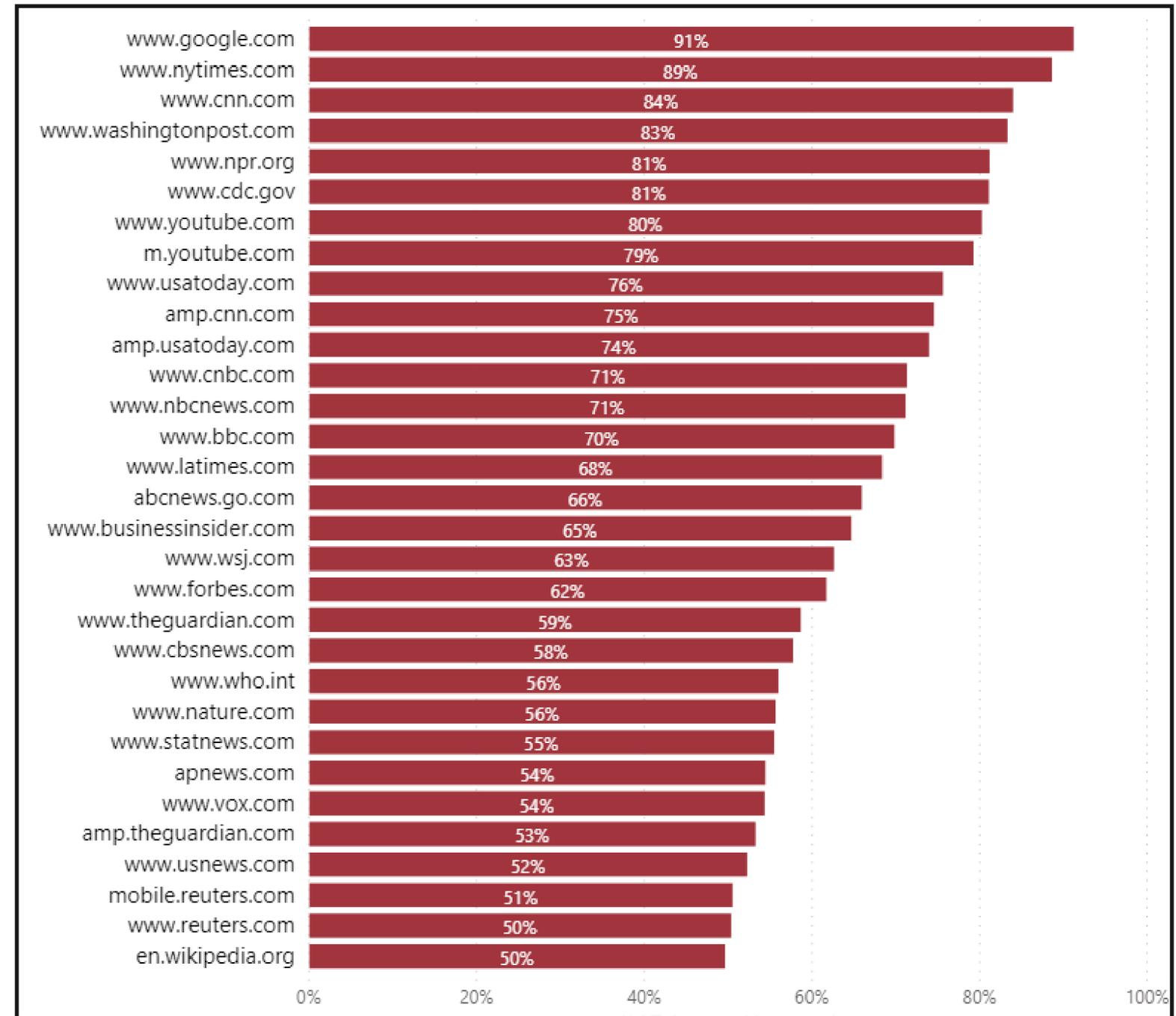
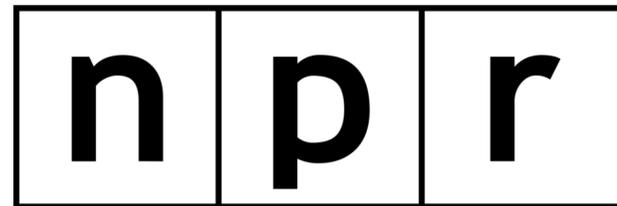
**E-A-T** matters most  
when a crisis is  
developing.

# How Often Did Domain Appear (for 1,339 “Coronavirus” Keywords)

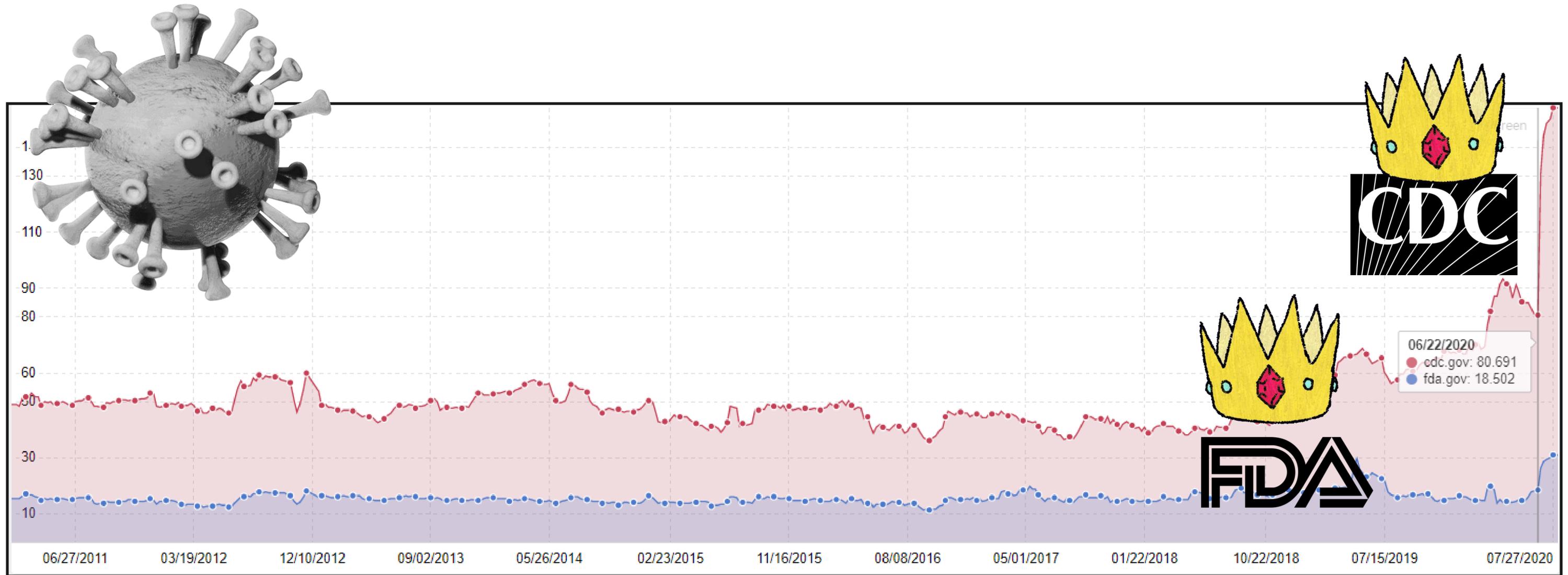
The New York Times



The Washington Post



The **CDC** and **FDA** were 2 of the biggest **SEO winners** in **2020**.

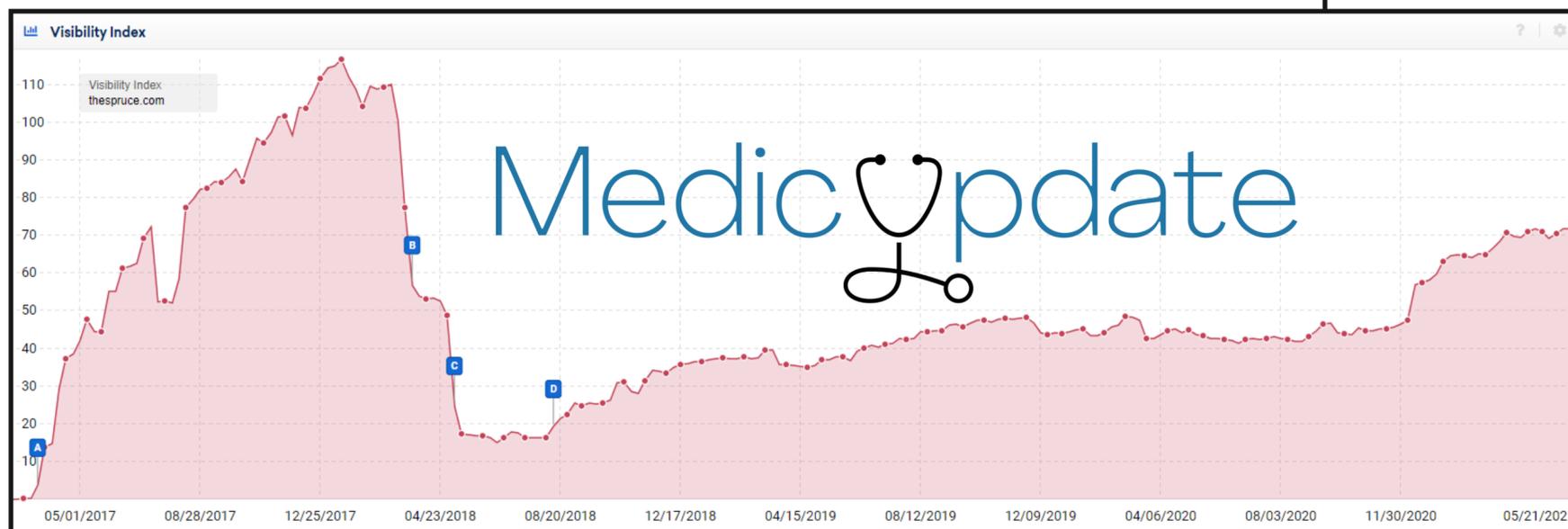


## **4. Emphasis on transparency**

**Winning sites** make it very clear who they are, who writes for them, how they make money, and why they should be trusted.



The screenshot shows the 'About The Spruce' page on thespruce.com. At the top left is the 'the spruce' logo with a green leaf icon. The main heading is 'About The Spruce'. Below this is a section titled 'IN THIS ARTICLE' containing a grid of links: 'Who We Are', 'Awards', 'Review Boards', 'Fact Checking', 'Our Writers', 'Editorial Guidelines', 'Diversity & Inclusion', 'Our Team', 'Contact Us', and 'About Dotdash'. The 'Who We Are' section is highlighted. The text below describes the site's mission to provide practical home advice to 44 million users, mentions a 20-year history with 14,000+ articles, and lists various content categories like home decor, recipes, and pets. It also notes that The Spruce is part of a family of sites and is ranked as one of the top 3 largest lifestyle properties online.



## **5. Reduction in clickbait & deception headlines**

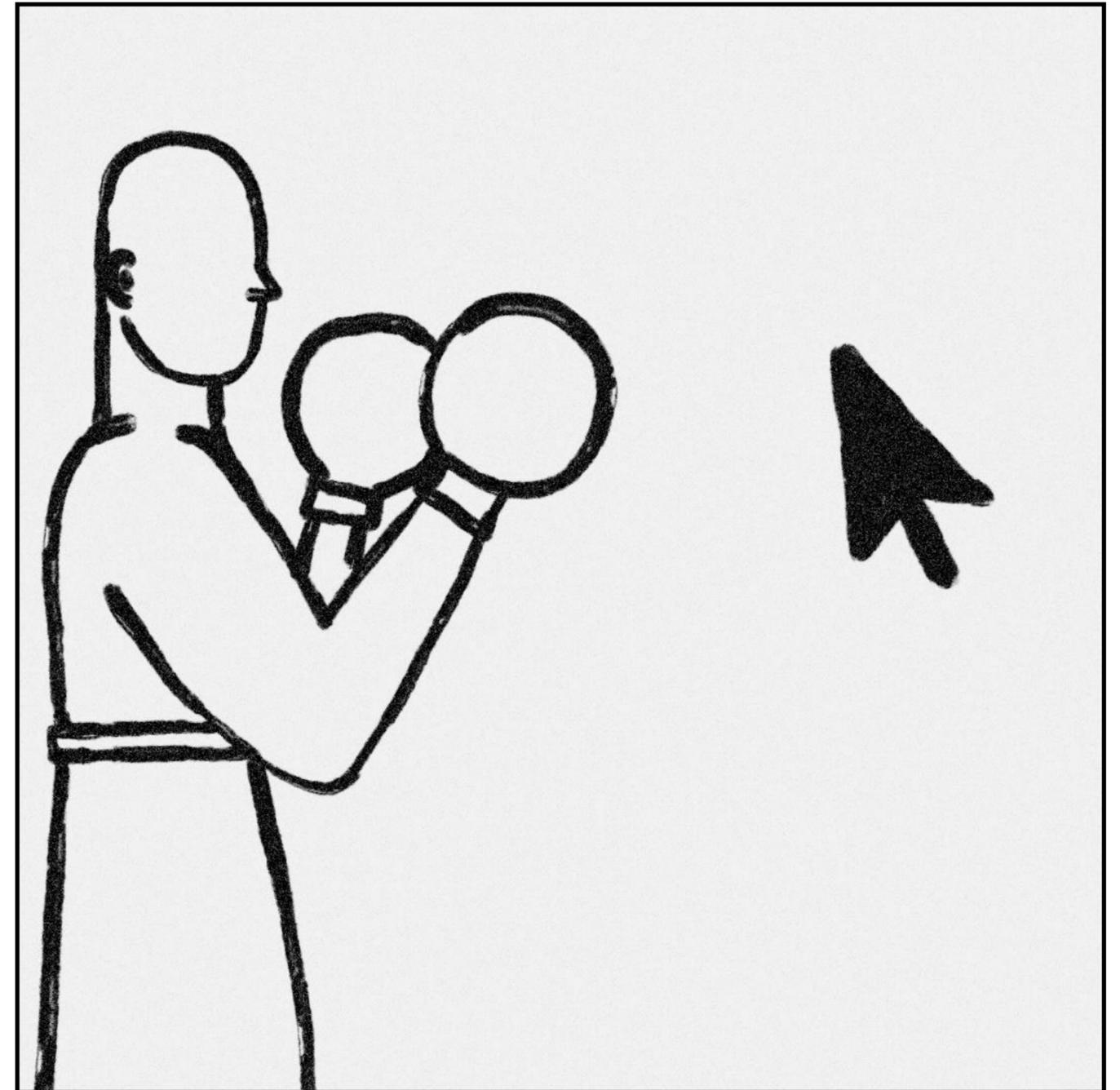


Google Discover

“Use page titles that capture the essence of the content, but in a **non-clickbait** fashion.”

“Avoid tactics that **manipulate appeal** by catering to **morbid curiosity**, **titillation**, or **outrage**.”

“Avoid tactics to artificially inflate engagement by using **misleading or exaggerated details** in preview content (title, snippets, or images) to increase appeal, or by **withholding crucial information** required to understand what the content is about.”



**6. More clear delineation between 'informational' and 'transactional' content, especially for YMYL sites.**

× Watch Mental Health In Focus Go Now

☰ SUBSCRIBE healthline Search Healthline 🔍

## Ad & Sponsorship Policy

Written by the Healthline Media Team. April 2021.

Healthline Media's mission is to be your most trusted ally in your pursuit of health and well-being. We're committed to bringing you authoritative, approachable, and actionable content that inspires and guides you toward the best possible health outcomes for you and your family. The content and experiences produced by Healthline Media are created under strict editorial and medical guidelines to ensure accuracy, currency, and clarity. Healthline Media is funded through the sale of advertising that appears on its properties, which include websites, apps, social media, and partner publications. Be assured that we're absolutely inflexible about our editorial autonomy. Other than input about broad topic areas, we do not allow sponsors to influence Healthline Media's editorial content. In some cases, Healthline Media may offer co-created or branded content in partnership with our sponsors, and/or present content created by our sponsors. This content is always clearly labeled, and is detailed in sections 5 and 6 below.

If you'd like to advertise with Healthline Media, contact us [here](#). These are the specific guidelines we follow about the types of advertising we accept:

- 1. We review the ads.**

We maintain sole discretion for determining the types of ads that will be accepted and displayed on Healthline Media properties. We reserve the right to reject, cancel, or remove any ads at any time and for any reason. We will provide prompt notice to the advertiser upon rejection, cancellation, or removal of any ad, along with an explanation. We also reserve the right to determine the appropriate placement of ads on Healthline Media properties.
- 2. We don't endorse any advertised products or services.**

Although products may appear on our site in the form of advertisements, under no circumstances shall our acceptance of any ad be considered an endorsement of the product(s) and/or service(s) advertised, or for the company that manufactures, distributes, or promotes these product(s) or service(s). In some cases, Healthline Media's editorial team may rate or rank certain products or services. These ratings or rankings are determined solely by the editorial team(s) without regard to any financial or advertising relationship that may exist with companies that provide the product or services.
- 3. We will not accept certain types of ads.**

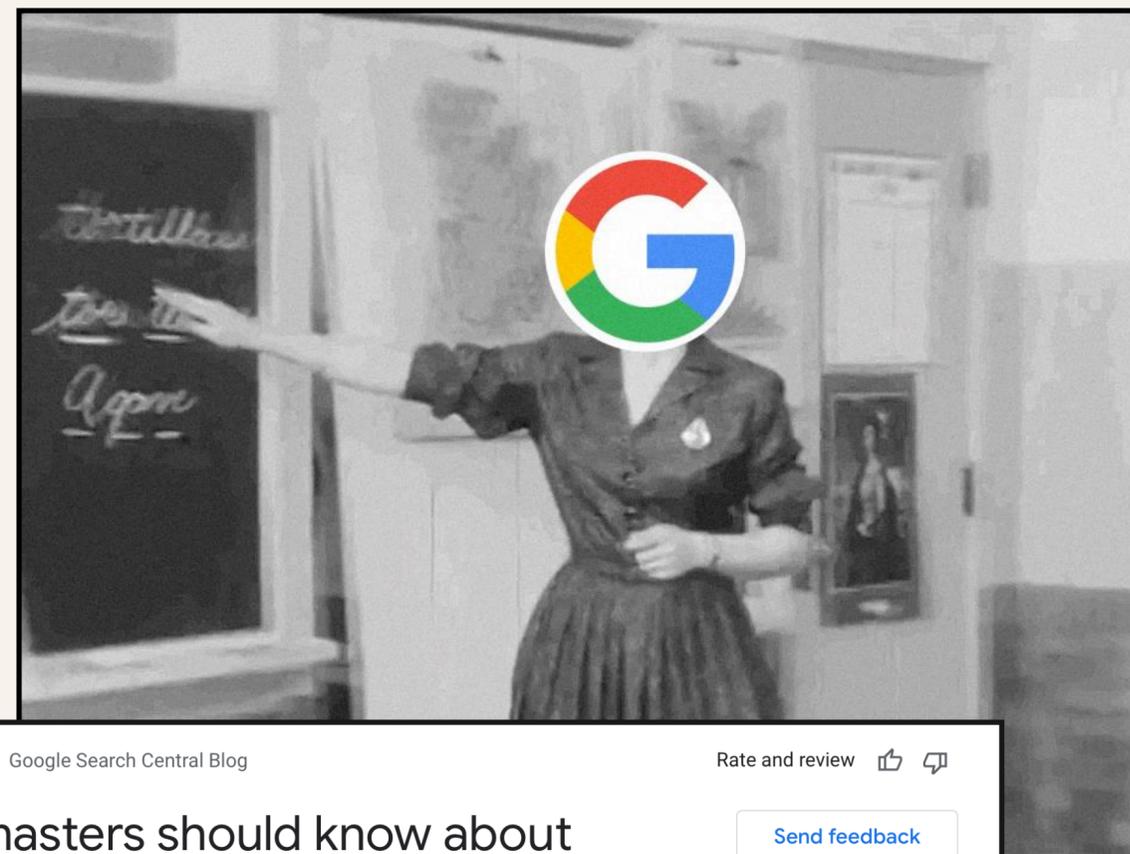
If your content contains advice about user's health, finances, or safety, **be careful** pushing your products or services within that content.

# 7. Updated content policies across Google products

News and Discover policy violations

You have violated content policies for Google News and/or Discover. The following sections describe the type of violation.

- Discover policy violation: Adult-themed content
- News and Discover policy violation: Dangerous content
- News and Discover policy violation: Harassing content
- News and Discover policy violation: Hateful content
- News and Discover policy violation: Manipulated media
- News and Discover policy violation: Medical content
- Discover policy violation: Misleading content
- News and Discover policy violation: Sexually explicit content
- News and Discover policy violation: Terrorist content
- News policy violation: Transparency
- News and Discover policy violation: Violence and gore content
- News and Discover policy violation: Vulgar language and profanity



Home > Search Central > Google Search Central Blog

Rate and review

[Send feedback](#)

## What webmasters should know about Google's core updates

Thursday, August 01, 2019

Each day, Google usually releases one or more changes designed to improve our search results. Most aren't noticeable but help us incrementally continue to improve.

### Expertise questions

- Does the content present information in a way that makes you want to trust it, such as clear sourcing, evidence of the expertise involved, background about the author or the site that publishes it, such as through links to an author page or a site's About page?
- If you researched the site producing the content, would you come away with an impression that it is well-trusted or widely-recognized as an authority on its topic?
- Is this content written by an expert or enthusiast who demonstrably knows the topic well?
- Is the content free from easily-verified factual errors?
- Would you feel comfortable trusting this content for issues relating to your money or your life?

8. The rise of niche sites with strong **E-A-T** and robust content strategies

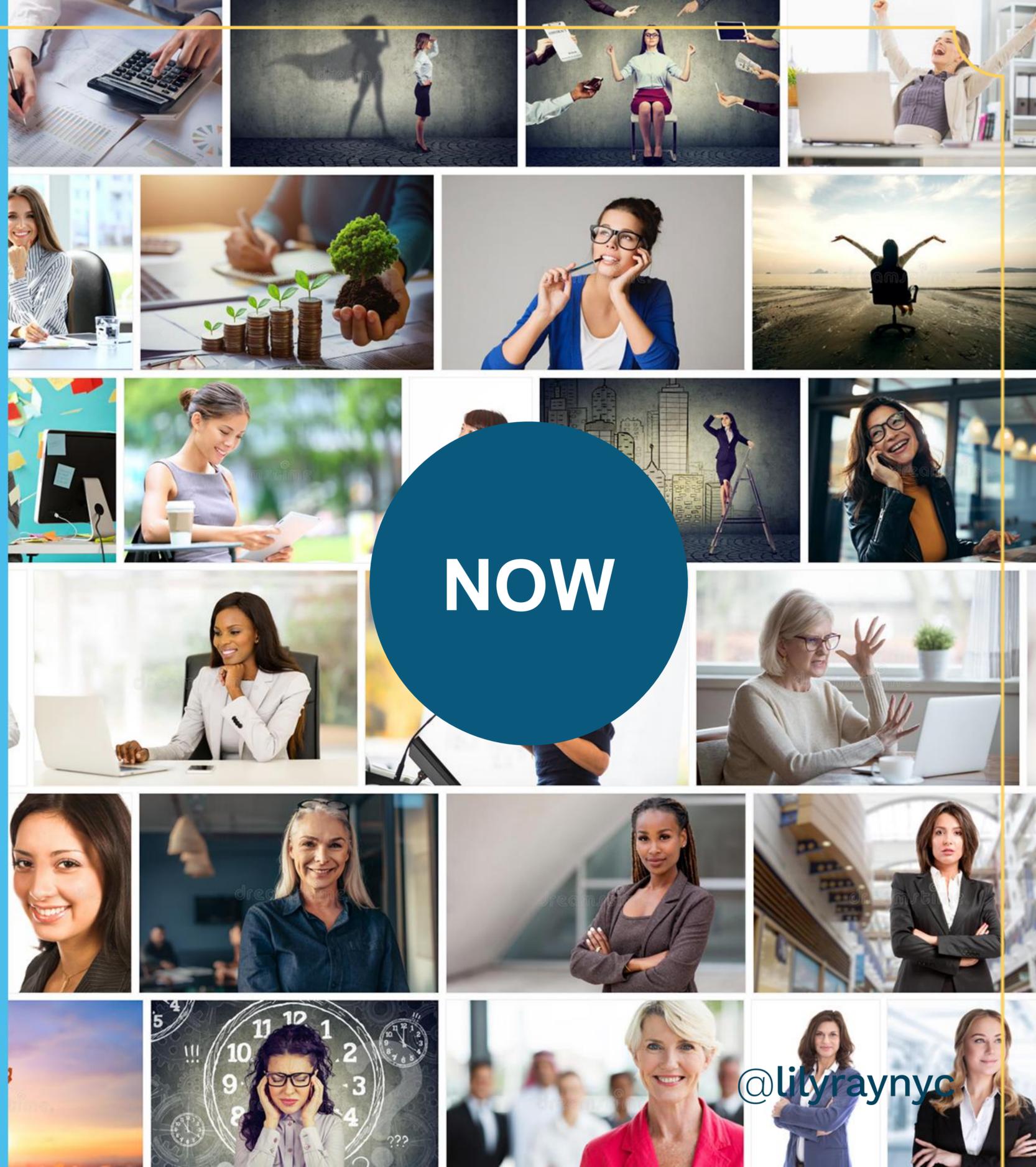
# E-A-T Winners

DOMAIN	AVERAGE OF GAIN %
LOVE & LEMONS	24,603%
BYRDIE	870%
bob vila™	691%
the spruce	324%
money under 30	254%
GOOD HOUSEKEEPING	133%
healthline	108%
Nerdwallet	53%
MEDICALNEWS TODAY	49%
 Investopedia	42%

## **9. Reduction in adult content & increase in stock photo sites**

THEN

NOW



# 10. Extra scrutiny on affiliate websites



best blender



All Images Maps Shopping More

Settings

Home Stores Orders About Google Shopping



Your location: Brooklyn, NY



SORT BY: REVIEW SCORE



About this page

Show only

- Available nearby
- Buy on Google
- On sale

Price

- Up to \$100
  - \$100 – \$250
  - \$250 – \$450
  - Over \$450
- \$ \_\_\_\_\_ to \$ \_\_\_\_\_

Brand

- Vitamix
- KitchenAid
- Ninja
- Hamilton Beach
- Blendtec
- NutriBullet
- Waring

Design

**FREE 2-DAY**



Blendjet Blender, Portable, Black, 16 Ounce 2  
4.9 ★★★★★ 13,939  
More style options

**\$49.95**  
BlendJet  
Free delivery by Mon, Jun 7

[Compare prices from 2 stores](#)

**FREE 2-DAY**



Click to add text

BlendJet One - Portable Blender - Mint  
4.9 ★★★★★ 21,519

**\$39.95**  
BlendJet  
Free delivery by Mon, Jun 7

[Compare prices from 2 stores](#)

**SALE**



BlendJet One - Portable Blender - Blush  
4.9 ★★★★★ 21,510

**\$19.99** ~~\$39.99~~  
Macy's  
17.7 mi · Limited stock · Curbside pi...

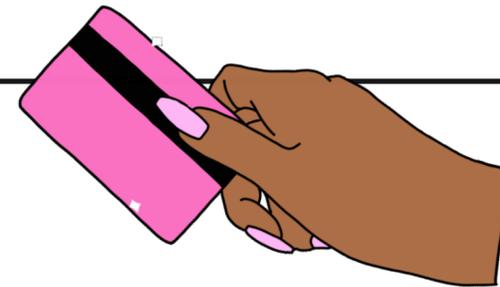
**FREE 2-DAY**



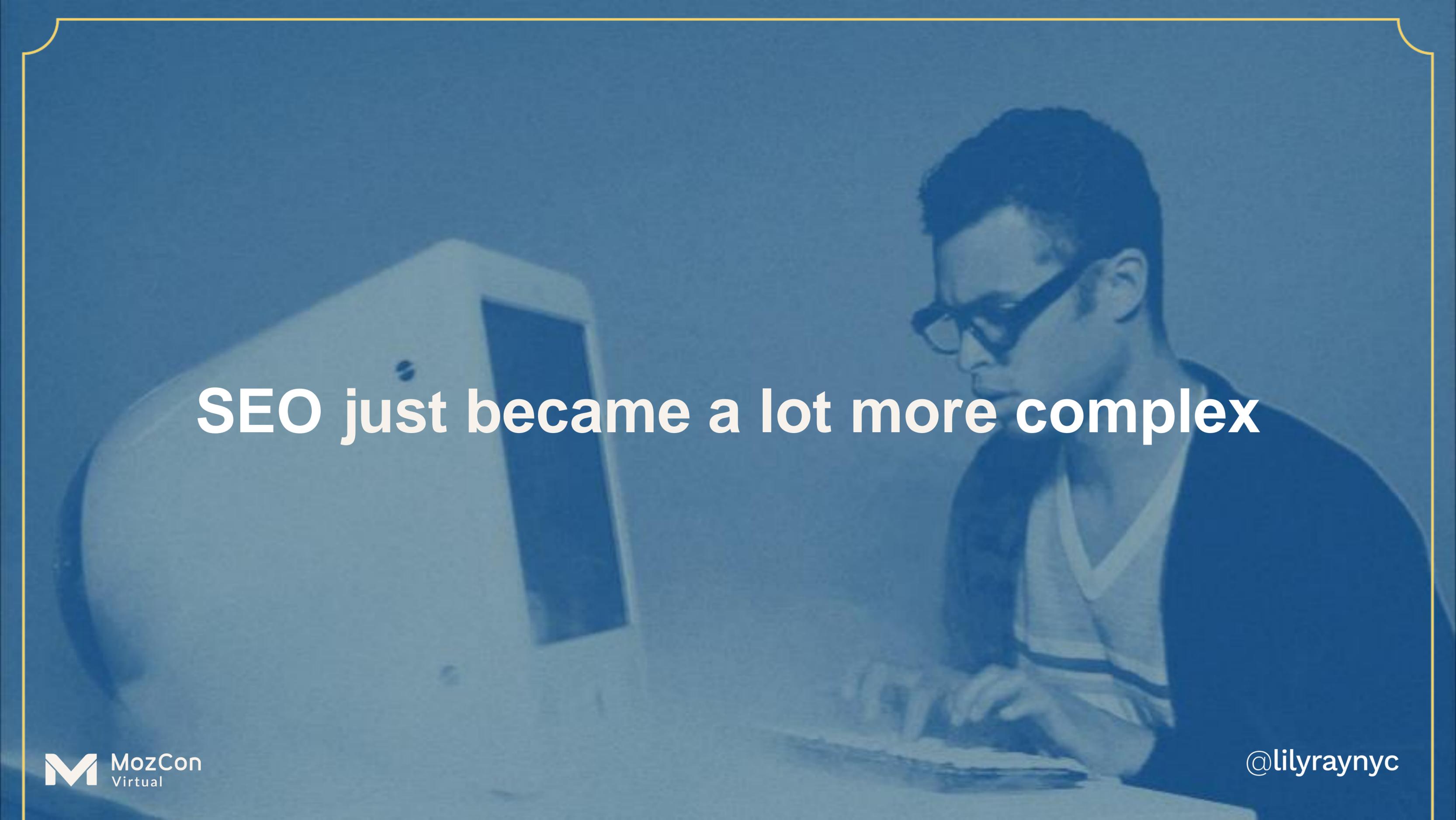
BlendJet One - Portable Blender - Lavender  
4.9 ★★★★★ 21,510

**\$39.95**  
BlendJet  
Free delivery by Mon, Jun 7

[Compare prices from 4 stores](#)



**The landscape is becoming  
increasingly competitive**



**SEO just became a lot more complex**

**Be reasonable with your expectations  
for organic growth**

Put **E-A-T** at the forefront of your **SEO strategy**

*thank you!*

**amsive**  
DIGITAL



**Lily Ray**  
**@lilyraynyc**