

# GOOGLE'S BIG UPDATES IN 2020

## Featured Snippet De-duping- January 2020

- This specifically looks at the highly desirable answer box related queries.
  - The bottom line is if you rank for an answer box you can no longer have a 2nd listing on the main 1st page results.
  - There's been some chatter out there in the industry which states it no longer makes sense to rank for answer boxes. However, several studies have found no answer boxes still leads to a significant decline in traffic.
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## January 2020 Core Update- January 2020

- This is another "normal" large update Google does throughout the year which targets all sites. What makes this one different is because it's a "CORE" update which only happens maybe 3-4 times a year.
  - Google puts out much smaller updates on a weekly or even daily basis which are much less noticeable.
  - We rarely ever know if there is a specific thing Google updates, but it's usually an update to return better quality results to searchers.
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## Algorithm Update General Notes

- With any of these updates, don't ever be alarmed. It's easy to get scared, but there's rarely a reason to be.
- You can almost never specifically optimize for a specific algorithm update. As long as there is quality content and SEO best practices are followed, a website is always going to be in good shape.