● Please write some of the major Algorithm updates and their effect on Google rankings.

**1. Google Panda Update (2011)**

This update targeted **low-quality, thin, or duplicate content**.

* **Effect:** Websites with poor or copied content dropped in rankings, while those with high-quality, original content were rewarded.

**2. Google Penguin Update (2012)**

Penguin focused on penalizing **unnatural backlink profiles**, such as paid links or links from spammy sites.

* **Effect:** Sites using manipulative link-building tactics lost rankings. It encouraged earning natural, authoritative backlinks.

**3. Google Hummingbird Update (2013)**

Hummingbird helped Google understand **user intent** and the **context** of queries better, rather than just matching exact keywords.

* **Effect:** Content that clearly answered users’ questions and focused on relevance performed better in search results.

**4. Mobile-Friendly Update (Mobilegeddon) (2015)**

This update prioritized **mobile-friendly websites** in mobile search results.

* **Effect:** Sites not optimized for mobile devices lost rankings on mobile searches. It made mobile responsiveness essential.

**5. RankBrain (2015)**

An artificial intelligence-based component of Google's algorithm that helps interpret search queries.

* **Effect:** It improved Google's ability to deliver more relevant results, even for complex or vague queries. Writing for user intent became more important than keyword stuffing.