

# Google Helpful Content Update : Avoid Your Website From Getting Penalized



# WHO WILL BE AFFECTED?

- 01.** Ai Content
- 02.** Unnecessary Content
- 03.** Do not use Rewriter
- 04.** Lengthy Content

# AI CONTENT

It's difficult to define AI Content, but the best way to understand it is to think of it as a platform that creates an experience that is customized to the person reading it. This experience can be a piece of content, a video, or even a personal experience with a bot. AI Content is a place where AI and people meet. But as per the **Helpful Content Update** the Ai content will be removed from Google.



# **UNNECESSARY CONTENT**

Unnecessary and random content should not be present on the website.

The website should not contain any sort of content that is not related to the topic.



# **DO NOT USE REWRITER**



Rewriting tool is a piece of software that allows you to quickly and easily re-write a text, changing it in any way that you want. Such content will be removed by the Google.

# LENGTHY CONTENT

A stylized illustration on the left side of the slide. It features a large, light blue arrow pointing diagonally from the bottom-left towards the top-right. The arrow has white wavy lines along its top edge, resembling clouds or waves. A small, dark-skinned woman with long brown hair is sitting on the tip of a large yellow pencil, which is positioned horizontally across the middle of the arrow. She is wearing a black long-sleeved top and black pants, and she is looking towards the right. The background behind the arrow is a solid orange color.

If the website contains unnecessary words and sentences just to increase the length of the content it won't be boosted by Google henceforth.



# FINAL VERDICT

The helpful Content Update will be rolling out this week and will be fully completed in the next two weeks. This update will run continuously and an automatic penalty will be given if the website content is SEO optimized and not user-friendly.

If you are not able to remove the content from your website which can be affected by this update it's time to hire the **best SEO company** to solve all your woes!

**THANK  
YOU!**



**Contact us**

**Let's talk about your digital  
marketing needs.**

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