Google Algorithm Major Updates: Complete History

Greetings of the day,

Today we're going to talk about Google Algorithm Updates. So, take a look what each of the updates was about and how it works:

1. Panda

Launched on: February 24th, 2011

Hazards: Duplicate, plagiarized content; customer-generated spam; keyword stuffing

How it works: Panda assigns a so-called "quality score" to website pages; this score is then used as a ranking factor. Initially, Panda was a filter rather than part of Google's ranking algorithm, but in January 2016, it was officially integrated into the core algorithm. Panda rollouts have become more regular, so both penalties and recoveries now happen faster.

2. Penguin

Launched on: April 24th, 2012

Hazards: Spammy or extraneous links; links with over-optimized anchor text

How it works: Google Penguin's target is to down-rank sites whose links it suspects manipulative. Since 2016, Penguin has been a part of Google's core algorithm; distinct Panda, it works in real time.

3. Pirate

Launched on: Aug 2012

Hazards: Pirated content, High volume of copyright violation reports

How it works: Google's Pirate Update was designed to prevent sites that have received several copyright violation reports from ranking well in Google search. The greater part of sites affected are moderately big and well-known websites that made pirated content (such as movies, music, or books) accessible to visitors for free, mainly torrent sites. That said, it still isn't in Google's power to follow through with the abundant new sites with pirated content that emerge literally every day.

4. Hummingbird

Launched on: August 22nd, 2013

Hazards: Keyword stuffing; low-quality content

How it works: Hummingbird allows Google to better understand search queries and render results that match searcher intent (as opposed to the individual terms within the query). While keywords persist to be essential, Hummingbird makes it possible for a page to rank for a query, even if it doesn't restrain the exact words the searcher entered. This is gained with the help of natural language processing that relies on latent semantic indexing, co-occurring terms and synonyms.

5. Pigeon

Launched On: July 24th, 2014 (US); December 22nd, 2014 (UK, Canada, Australia)

Hazards: Poor on- and off-page SEO

How it works: Pigeon affects those searches in which the searcher's location plays a vital part. The update formed closer linking the local algorithm and the core algorithm: traditional SEO factors are now used to rank local results.

6. Mobile

Launched on: April 21st, 2015

Hazards: Deficient of a mobile version of the page; poor mobile usability

How it works: Google's Mobile Update (known as Mobilegeddon) makes sure that mobile-friendly pages positions at the crest of mobile search, while pages not streamlined for mobile are refined out from the SERPs or critically down-ranked.

7. RankBrain

Launched on: October 26th, 2015

Hazards: Deficiency of query-specific relevance features; shallow content; poor UX

How it works: RankBrain is a fraction of Google's Hummingbird algorithm. It's a machine learning system that assists Google to understand the meaning behind queries and serve best-matching search results in response to those queries. Google considers RankBrain the third most important ranking factor. While we don't know the ins and outs of RankBrain, the broad opinion is that it recognizes relevance features for web pages ranking for a given query, which are basically query-specific ranking factors.

8. Possum

Launched on: September 1st, 2016

Hazards: Tense competition in your target location

How it works: The Possum update guaranteed that local results vary more relying on the user's location: the nearer you are to a business's address, the more likely you are to see it among local results. Possum also resulted in greater array among results ranking for very similar queries. Interestingly, Possum also enhanced businesses located outside the physical city area.

9. Fred

Launched on: March 8th, 2017

Hazards: Thin, affiliate-heavy or ad-centered content

How it works: The latest of Google's confirmed updates, Fred targets **websites** that violate Google's webmaster guidelines. The greater part of the affected sites are blogs with low-quality posts that appear to be created mostly for the purpose of generating ad revenue.

Stay tuned for latest news on Google Algorithm Updates.

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