

## What the January 2020 Google Core Update Means for SEO

With a broad core update from Google in place across the globe, you may have noticed a change in your website's performance in search engines. This change could be big or small, but you'll still want to understand why it's impacted your website so you can take advantage of the growth or reverse the damage.

### Who was Impacted by Google's Core Update?

Typically, Google's broad core updates impact certain industries more than others — not intentionally so, of course, but as a side effect of the user experience they're continually trying to improve. In this January core update from Google, it mainly impacted lifestyle, health and finance websites. Lifestyle is a broad umbrella, so we'll narrow that down: it's especially focused on Your Money, Your Life (YMYL) websites.

This title refers to any website that pertains to the browser's emotional or mental well-being, relying on factors such as financial stability, security or overall happiness. This can run anywhere from online banking webpages and news articles or blogs to a medical diagnosis website that determines illnesses by symptoms. If there's a webpage with information that guides a reader's decisions in their life, it's a YMYL page.

That aside, some of our own clients that aren't related to these industries saw changes during and after this Google core update rolling out. So regardless of what market you're in, you should take a look at your website and see how your search engine optimization is faring.

### What to Do if Your Website was Impacted by a Core Update

First, don't panic. This doesn't necessarily mean there's anything wrong with your website, exactly, it just doesn't meet the new specifications in the core update. Google released a [general guide on core updates](#) to get you started, but who would be perfectly satisfied after applying just a blanket approach to marketing to their business? It's true, all the advice in their guide is great (it is from Google just like the update, so that's expected). But it doesn't take your business and website into account.

For example, their advice to [focus on content](#) is sound, but what that means to your company and website is up to you. A financial website like an online banking page might focus on providing efficient features and analytical content while a parenting blog could focus on detailed, helpful content that you'd want to bookmark or share with a fellow parent facing the same challenge.

And that's just with this update — Google is constantly evolving to make sure their browsing experience is the best it can be, so there are quite a few [SEO best practices](#) that can change to varying degrees at any time. Help your internal marketing team keep on top of Google's updates, big and small, and request a [free e-commerce analysis](#) to learn the fastest way to grow your business online.