



**SEO Breakthrough**  
with John Pearce and Chris Cantell

# **HOW TO SURVIVE A GOOGLE ALGORITHM UPDATE**

By Chris Cantell & John Pearce

For a long time, no one knew what Google was going to do with their algorithm. As a result, masses of people were caught out each time Google rolled out an update. Now, thanks to Google's inability to contain a specific document, we can now set our sites in advance of any update so that they can be "future update proof"

The document I am referring to is the Google Raters Quality Guidelines Document. With over 10,000 raters working for Google and having a copy of the document, it was inevitable that the document would be leaked. Now the document is continually available each time it is updated. You can download the latest version of the document (Updated July 2018):

[Google Raters Quality Guidelines Document Download](#)

The document is 164 pages long, so it is a bit of a heavy read. I can however, provide some key points you can take away. If you put these in to place, you will protect yourself from the latest Google E.A.T related updates

1. Your expertise that you represent in your site should be made known on both your site and on any post on your site or on any other post where you are the contributor. A bio is recommended for each post and on your site, you should have an "About Us" page
2. Ideally, you should have a reputation online that is in good standing. If it is not in good standing, it won't necessarily be bad, but a good reputation may assist.

3. If possible, get listed as an expert in your field on another authority site (preferably in the same niche as your site). You could have a Wikipedia page created for example or create a post or posts on same niche authority sites (guest post type sites) or press releases where you are listed and named as the expert with authority in your niche and one that can be trusted.
4. A main section of the raters quality guideline document refers to E.A.T. This is an acrostic which stands for: -

**E**xpertise

**A**uthority

**T**rustworthiness

It is important that you take note of items 1 – 4 above and make best efforts to let this come through everything you do online. If you have qualifications in your niche, put that in your “About Us” page. If you have specific experience that means you can be trusted as a survivor & authority in that field because of your experience, make that known on your “About Us” page and also in brief in your bios at the end of any posts you do

5. If possible, try to get your site and or services rated on a rating site such as [Gather Up](#)
6. If you have an online store, you should make it very clear and obvious to the customer how they can contact you for support and help
7. If you have a website that offers medical / health or financial advice, you come under the YMYL (Your Money or Your Life) higher standards. This means that if your site is in this niche,

your expertise trail needs to be even more apparent and visible. This includes citations from other same niche sites, multiple references on other sites of your expertise and accreditation.

8. Your page needs to meet a specific search quality. This means that if your page appears for a specific search, does it meet the “Needs Met” criteria
9. Your site must be mobile ready and friendly. If it is not, you will automatically fail the raters guidelines “Needs Met” criteria
10. Avoid using scrapped & spun content on your money site. Google can detect it and it is unlikely you will rank using this type of content
11. Avoid having intrusive ads on your site. Visitors don’t like them so Google doesn’t either
12. Make sure your site has good grammar and is error free

Here is a screenshot of one of my sites that has had little SEO done on it and none was done for a few months prior to this screenshot below.



It might be hard to read in detail, but basically, I have implemented many of the 12 points mentioned above. When the latest algorithm rolled out, the ranking of this page shot up about 20 positions in Google for the main search term which has 33,000 searches per month.

## **Conclusion**

Even if you find it difficult to apply all 12 points, apply as many as you can. You will most likely find that every little bit you go towards meeting what the raters are on the look out for will help your sites rankings as Google continue with their trend of looking for

**E**xpertise

**A**uthority

**T**rustworthiness

I hope you have found this document to be helpful and useful to stay out of penalty and increase in rank in the months and years ahead.

Kind Regards

**Chris Cantell & John Pearce**