

Google update is upheaving the SEO landscape ... Is your content keeping pace?

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[Google search](#) is a moving target. The search engine giant makes *thousands* of improvements to its algorithm each year. These updates matter because they provide a framework for quality content that “shows up” in results. If your content does not align with these updates, you will not “be seen.”

The difficulty here is that with so many updates to account for AI and other dynamic technologies, it can be challenging for even the savviest social marketers – let alone dentists’ and other clinicians’ offices – to keep up. Fortunately, we are here to help with what could be one of their biggest updates, at least at the time of this writing.

A search landscape-altering update

Every day, some change is afoot with Google and its algorithm. Most of these changes are “behind the curtain.” The March 2024 [core update](#) was not one of those flying-under-the-radar improvements. As noted by the company, this update’s complexity surpassed what was typically involved with “standard” core updates. They isolated changes to several core

systems, all with a reported eye on returning results featuring useful content. The idea is to reduce “click-bait,” or content that merely exists to get clicks.

What does all of this mean for marketing your practice?

We encourage you to get in touch with your “EEAT.” This acronym that governs how website content is rated and appears in search results represents a shift and evolving standards. Formerly, content was assessed for “EAT” alone. That stands for:

- Expertise
- Authoritativeness
- Trustworthiness

In late 2022, Google issued an announcement that effectively added another “E” to “EAT.” This “E” stands for **experience**. In the [updated quality rater guidelines](#), Google characterized this new barometer for content that gets noticed as the demonstration of real experience; for instance, these examples in the dental world might include content being rewarded for showing a doctor, assistant, or hygienist using that new, nifty tool or technology. Likewise, dentists might show their experience by walking the reader or viewer through a first-hand experience with a fearful or anxious client or the personal journey with a patient who had their smile entirely “made over” or rehabbed. The idea here is to showcase the experiential, as that is what Google search values most in a shift away from the disingenuous, generic, or potentially erroneous content that plagues the digital universe.

Now for a refresher on the “E-A-T”:

- **Expertise** – While this indicator may sound similar to “experience,” it is less about the narrative or demonstration of first-hand and practical participation in a specific partnership, patient relationship, service, or treatment. Here, you want to give your knowledge and proficiency in disciplines and interests the attention and respect they deserve. Ensure that your site and platforms clearly and accessibly feature your qualifications. Assess for specific skillsets, training, certifications, and affiliations that set you apart from other dentists in the market. Also, it adds clarity to any potentially confusing areas. For instance, if you are not an orthodontist or oral surgeon, highlight the credentials acquired to support successful orthodontic treatment with clear aligner therapy or tooth replacement via complete implant care at your office.

- **Authoritativeness** – At Ekwa, we often refer to creating “thought leaders,” who are frequently sought after as experts in the field. We know you are an authority in the offline world. So, we also strive for you to become an authority in the online world. Brainstorm all the actionable ways your credibility and status as an expert have been leveraged, and ensure these distinctions are accounted for in your content. For example, do you frequently lecture on specific topics? Do you regularly appear as featured authors or guest hosts in other dentists’ and dental professionals’ content? Do you maintain affiliations with other healthcare facilities and teaching colleges? These are just a few of the concrete ways that you may be bolstering your reputation as a thought leader in the “real world.” Now, we just need to translate that authority status over to the digital space.
- **Trustworthiness** – Google highlights this as the most important indicator of quality. As the company notes, you can have the best experts, demonstrate the most dynamic experiences, and substantiate your considerable authority. However, if you do not have trust, then all of that becomes irrelevant. One of the fastest ways to erode trust is with inaccurate or outdated content. Any potentially controversial content should be validated with credible and timely scientific research and study findings. The “T” demands a full and regular audit. As an example of what to look for, ensure that any misleading or inaccurate info written by a staff member or other contractor (who potentially did not have the technical competency on a given complex topic) does not remain on the site or is updated and adjusted for accuracy and clarity. Likewise, ensure there are no old or outdated references that may have been proven wrong over time. Also, such outdated content does not send the right message to your community. You are an innovative practice! You are not behind with the times. You stay ahead of the latest trends that matter to your patients. Let your content align with these fundamental characteristics and trust-builders.

The full 170-page quality guidelines are available at the Google Search Central [hub](#). Better yet, let our team help your team and avoid getting overwhelmed or too in the weeds with algorithm updates. Make the most of your time and get the biggest return on your investment of resources by trusting our expertise and experience.

About the Author:

Naren Arulrajah, President and CEO of [Ekwa Marketing](#), has been a leader in medical marketing for over a decade. Ekwa provides comprehensive marketing solutions for busy



dentists, with a team of more than 180 full time professionals, providing web design, hosting, content creation, social media, reputation management, SEO, and more. If you're looking for ways to boost your marketing results, call 855-598-3320 for a free strategy session with Naren. You may also schedule a session at your convenience with the Senior Director of Marketing – Lila, by clicking <https://www.ekwa.com/msm/> or simply send a text to 313-777-8494.