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### **Google's November 2023 Core Update: A New Era for Reviews**

Google has now reformed the way product and service reviews are ranked. Depth, better insights, and authenticity have become key players in boosting your site's SEO performance.



### **Sam Altman at the Helm: Gets Reinstated as OpenAI's CEO**

In a significant leadership reshuffle, OpenAI has welcomed Sam Altman back as CEO, restating Mira Murati as CTO and Greg Brockman as President.



## **No Longer Necessary: Google To Remove Its Crawl Rate Limiter Tool**

Google is removing its crawl rate limiter tool from the search console starting January 2024. Crawling algorithms will now automatically adjust the crawl rates according to the server caps.

This tool was introduced fifteen years ago and allowed the publishers to control Googlebot crawling in case they needed to prevent a server overload.

## **GOOGLE'S NOVEMBER 2023 CORE UPDATE**

### A NEW ERA FOR HIGH QUALITY CONTENT



Google has once again reshaped the SEO field (if it wasn't excessively vast already) with its November 2023 Core Update. Who is going to get the most spotlight (or curtains)? Websites primarily dependent on product and service reviews.

Rolled out on **8th November**, this last standalone update is a game-changer, especially for those websites that have always relied heavily on review content, like Trustpilot and G2, to name a few.

Google is now **rewarding great quality content** that goes beyond irrelevant fluff stuffed with keywords or brief summaries. The web crawlers will now regularly probe for depth, analysis, and genuine insight – hence, hitting the non-serious, unhelpful blogs out of the park.

#### WHAT DOES THIS MEAN FOR YOU?

Google has stated that this change will now be regular and incremental, so website owners should focus on and follow its quality guidelines.

It's time to explore the depth and user value of your blogs and, perhaps, revisit your content strategies. It's now up to you to provide comprehensive, well-researched perspectives, focusing on improving any low-value content to give your site the best chance to soar in the rankings.



## ☀️ SAM ALTMAN AT THE HELM YET AGAIN

### GETS REINSTATED AS OPENAI'S CEO



OpenAI has announced the return of Sam Altman as its CEO, marking a significant move for the AI community. The leadership change also included **Mira Murati being reinstated as Chief Technology Officer (CTO)** and **Greg Brockman continuing as President**.

A new board has also been formed with **Bret Taylor as its head**, alongside Larry Summers and Adam D'Angelo as members. They have collectively echoed a firm resolve and dedication to keep advancing their missions in AI and technology.

The reasons for any previous rifts between the former board members and leadership are said to have included the difference of opinions on AI's future, current safety initiatives in place and conflict of interests.

#### WHAT DOES THIS MEAN FOR YOU?

OpenAI's public tools, like ChatGPT, have already revolutionized SEO and digital marketing strategies. And now, under the new leadership transition, the board is set to enhance its focus on developing more innovative AI solutions, which may ultimately promise new tools and insights for the industry.



## BYE BYE CRAWL RATE LIMITER TOOL

### GOOGLE SAYS NO LONGER NECESSARY



Google is now set to remove the search console crawl rate limiter tool on 8th January 2024. This tool was introduced fifteen years ago and allowed the publishers to control Googlebot crawling in case they needed to prevent a server overload.

However, the recent updates and advancements in Google's crawling algorithms have made the tool largely unnecessary. It was rarely being used anyway. The algorithms, as stated by Google, can now automatically detect when a server is reaching its capacity and take immediate action to adjust the crawl rate according to the ongoing limits – just what the website owners needed while experiencing high traffic to their sites.

#### WHY IS IT IMPORTANT FOR YOU?

With this update, Google aims to make the Search Console more user-friendly for you by removing rarely used tools, thus simplifying the interface. You will still be able to provide feedback through the Googlebot report form if you feel any issues with Googlebot's crawl rate.

This change is part of Google's ongoing efforts to streamline its tools, make them less cluttered and ensure an efficient and effective website crawling, all while improving the user experience for you – something you may have long desired.



## 💡 MOTIVATION CORNER: START RANKING

### HOW TO BENEFIT FROM GOOGLE'S UPDATE

# WEB TRAFFIC



Well, the baseline still remains the same even after decades - quality over quantity. Now that high-quality service (and product, mind you) reviews are going to be affected the most, it's time to adjust yourself and start ranking by by:

- **Auditing Your Content:** If your site depends primarily on product and service reviews and affiliate marketing, it is time to start coming up with some personal analysis and authentic user-based experiences instead of posting any shallow words. Want a pointer? Start by asking yourself some questions like: are your reviews offering any real, actionable value or just praising a service meekly in an unauthentic, robotic, and lifeless way? Go into specifics if you have to, and ask if there are any reviews that make the product/service look unique.
- **Getting Rid of Useless Content:** First things first. You won't make room for Google to focus on your quality content if the crawlers are busy fretting over heaps of useless reviews and marketing material. Remove everything that does not provide an actual value to the readers.
- **Engaging With Your Audience:** Encourage your audience to contribute more. Have them write their detailed comments and feedback. Get creative, and we mean it. Start taking interviews, write about some case studies, and mention actual user stories, and you'll get Google thinking about your site as a goldmine in a matter of weeks.



## 💡 MOTIVATION CORNER: START RANKING

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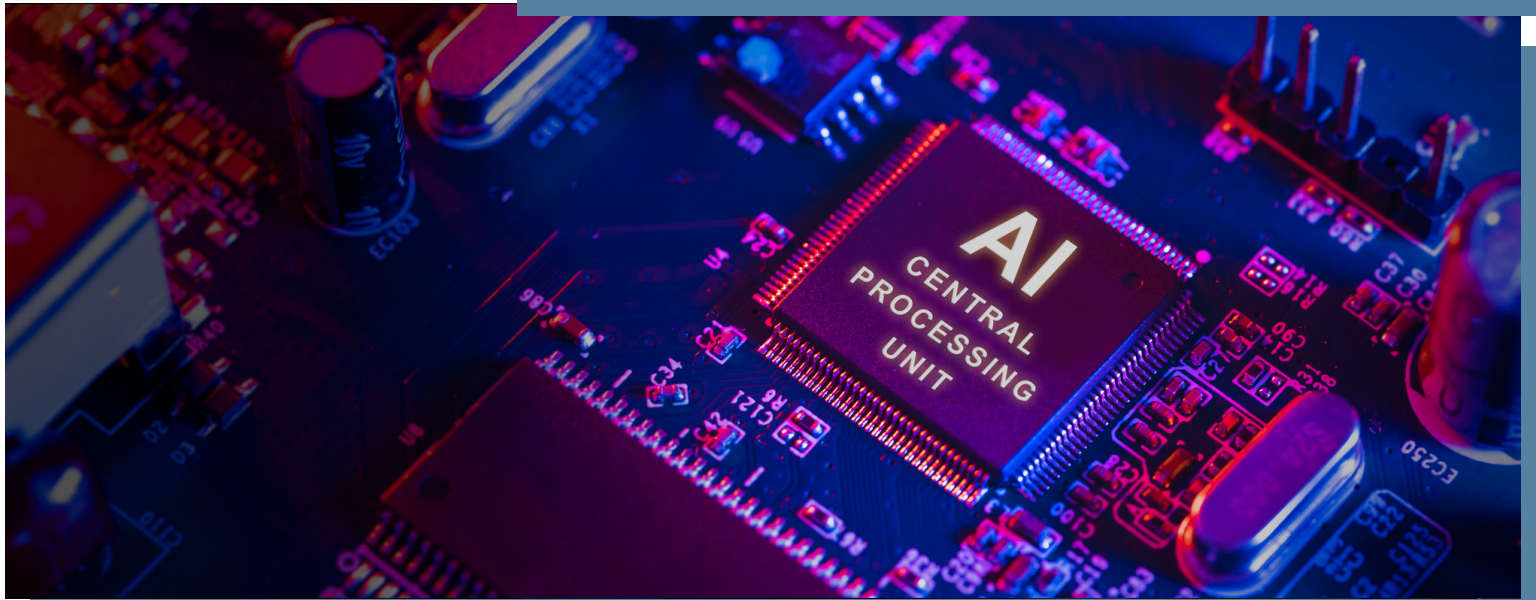


WEB TRAFFIC

- **Collect User Data:** Not able to find enough content online? No problem, pick up your phone, open the Q&A platforms and social media and start asking questions and having polls. Their answers and curiosity will tell you more about the topic or product than anything else. Quora and Reddit are the best platforms to engage with your target community publically.
- **Balance Your 'Reviews'-based Content:** Don't just keep it to the feedback and reviews. A little spice-up would hurt nobody, right? Alongside general reviews, maintain a healthy mix of informative and engaging blog posts, infographics, and side-by-side comparisons. This will make your reviews much more visually appealing and informative, allowing people to start discussing and sharing them more.
- **Share Your Journeys or Processes:** Your personal touch is what makes your content unique and separates you from the fast-growing robotic mounds of websites out there. Your readers will love you sharing your journey of exploring any niches or the processes you follow to collect that info in your content.
- **No Growth without Collaboration:** Here's the best trick for quick growth - collaboration. All you have to do is team up with your fellow content creators and bloggers on any common issues/reviews/topics in your niche for discussion. You'll get an enhanced audience and content variety both at the same place.



## 🔍 WRAP UP FOR THIS WEEK



### GOOGLE WAKING UP AGAIN: WHAT'S COMING UP IN THE FUTURE?

That's it for this week. How we wish we had the crystal ball to see the next steps Google is going to take and keep you updated. But, while we can't offer you that (just yet!), we would definitely keep an eye on the changes happening in the world of niche blogging, AI content generation and SEO for you.

### GET READY TO TAKE THIS SEO CHALLENGE HEAD ON

What's the only thing that remains constant in the digital world? Any guesses? It's 'change' – waiting to happen. Don't lose heart to Google's new update and see your website tumble. Deem it as a great opportunity to grow, innovate and stand out – once again and even better than before. Roll up your sleeves and show the world that your website and content are way better than all your competitors.

The top spots are up for grabs – once again!

**P.S.** Have thoughts, questions, or a lightbulb moment? Don't hesitate to reach out.

Let's brainstorm together and make digital waves!



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