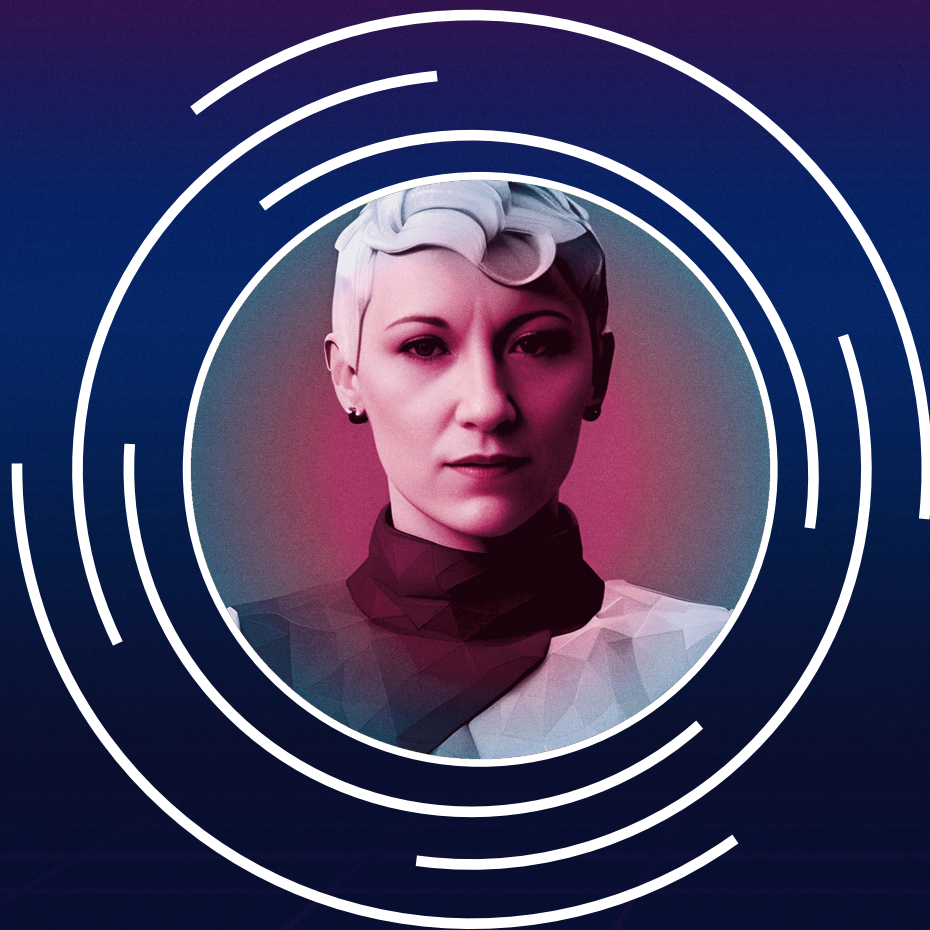




CREATING HELPFUL CONTENT IN THE AGE OF

AI + E-E-E-A-T

LILY RAY | FRIENDS OF SEARCH | MARCH 2023



LILY RAY

Sr. Director of SEO
& Head of Organic Research

AMSIVE DIGITAL

@lilyraynyc

amsive
DIGITAL

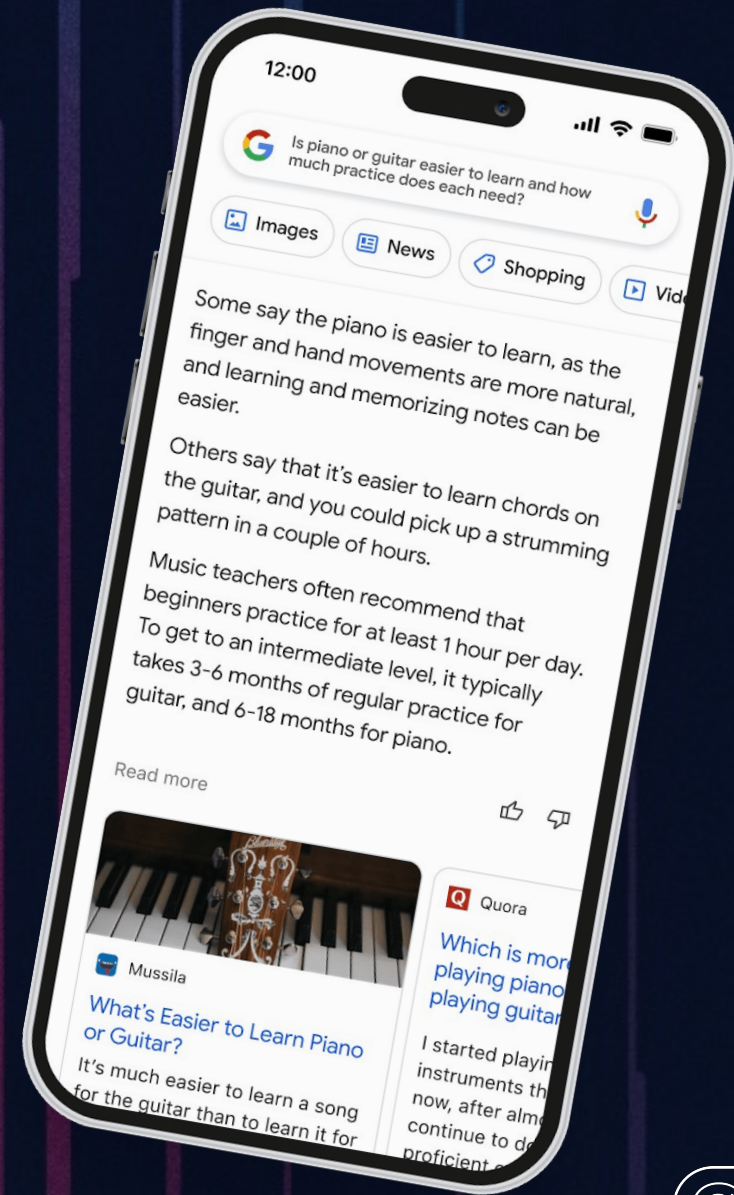


AI entering the SEO discussion in 2023...

KEY POINTS ABOUT
SEO + AI

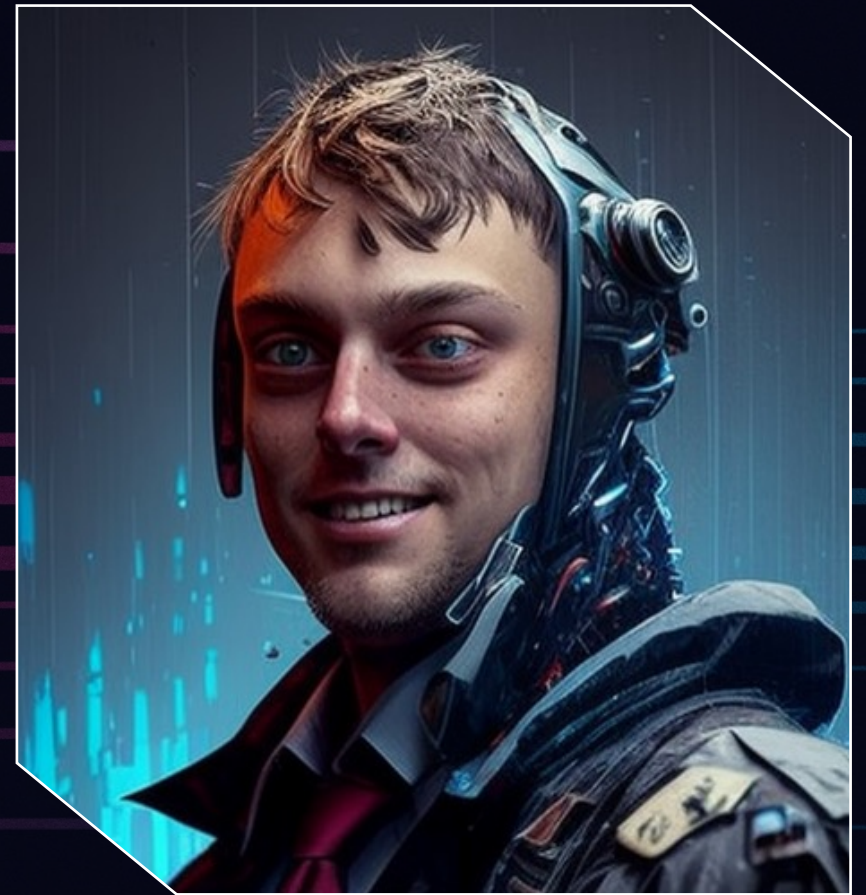
AI chatbots will not replace search.

But they will **change** and **enhance** the way people search.



“I just want to be
very clear:
Bard is not search.”

– Jack Krawczyk,
Bard product lead





AI will not
replace SEOs...

but SEOs should learn
how to use AI.

AI tools can create significant efficiencies for SEO, but don't misuse them.



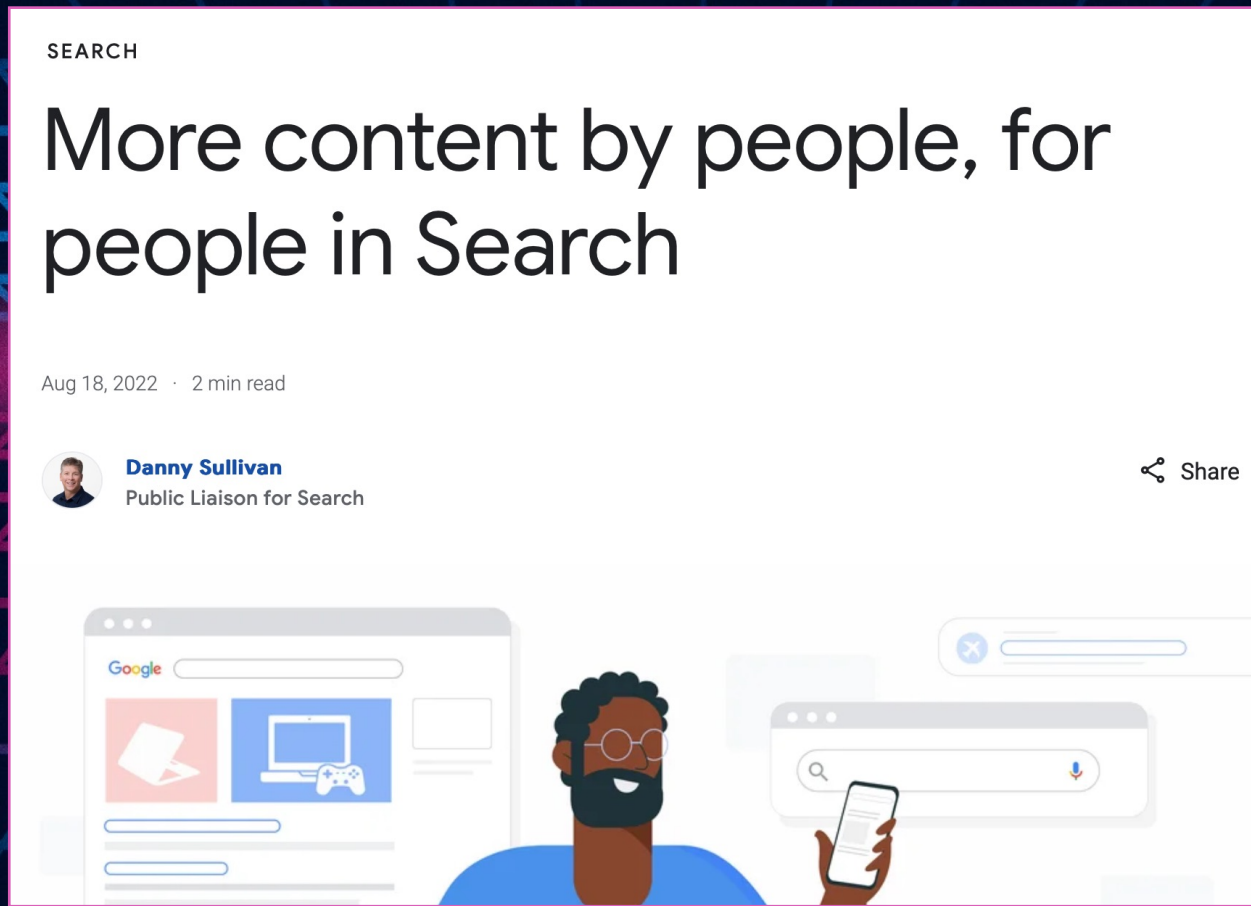
There is more to SEO
in 2023 than AI – don't
forget about the other
major forces at play.



The Helpful Content Update



Launched in August 2022



Updated in December 2022





CREATED A NEW SITE-WIDE SIGNAL
The “unhelpful content” classifier

What the classifier looks for...

Google
speak

“In search of content with little value, low-added value, or that is not particularly helpful”

What
Google
actually
means:

SEO spam

If the majority of site content is “unhelpful”, a site-wide ranking demotion is applied

...even for “helpful” content.



The (un)helpful content classifier:

- Is automated
- Uses machine learning
- Runs continuously
- Can affect a site at any time
- Is not a manual action
- Can be “lifted” after unhelpful content is removed



Categories Impacted

Lyrics sites



Low-quality affiliate sites



Adult sites



Product manuals (duplicate content)



Grammar sites



Aggregator sites



Travel blogs

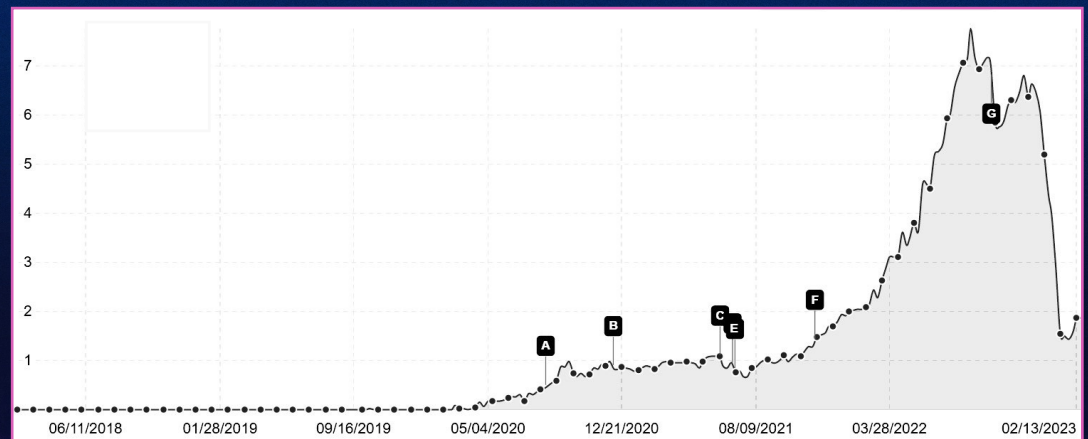
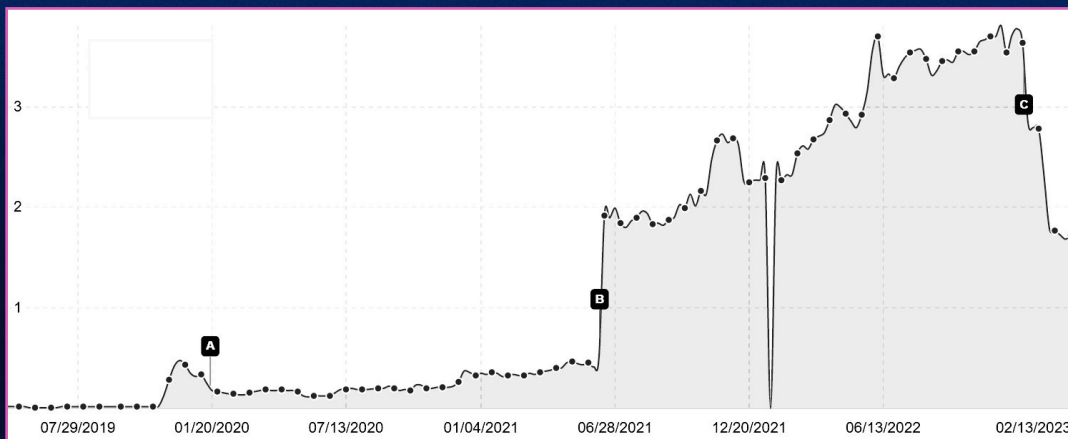
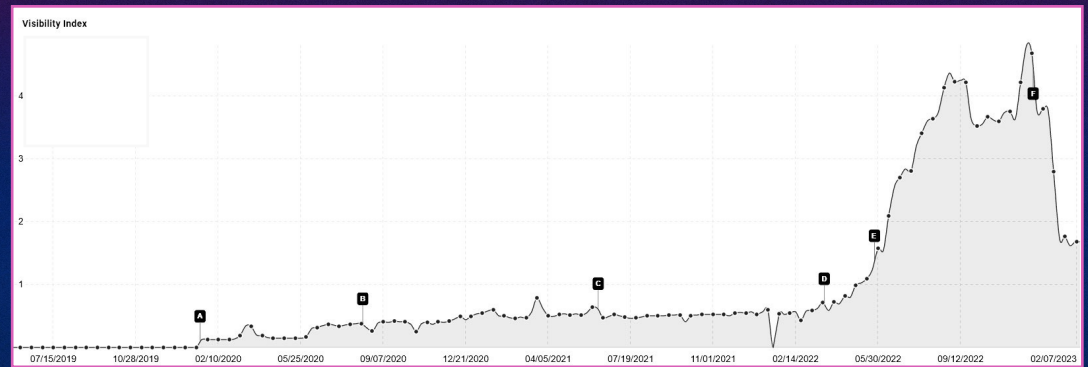
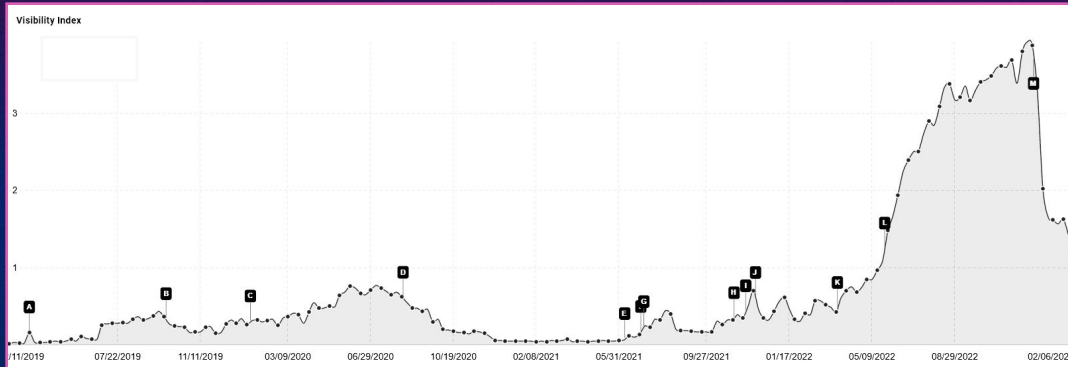


Guitar chords



Rapid Growth Before Decline

Many affected sites exhibit this pattern...



A series of wireframe human figures in various poses, arranged as if ascending a staircase. The figures are rendered in a blue and purple color scheme against a dark background. The central text is overlaid on the middle of the staircase.

What does the
“unhelpful content”
look like?

Articles with Thin Reviews of Products

23 Best Free Text To Speech Software

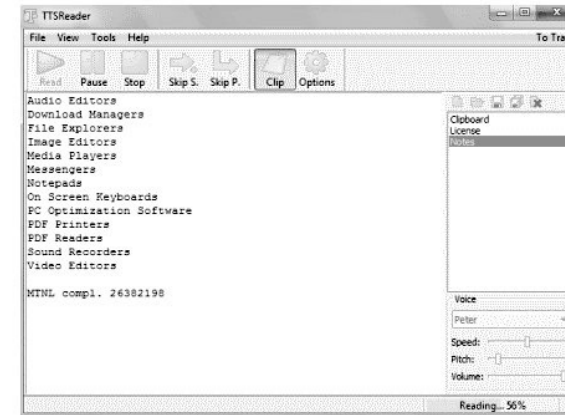


Here are **23 best free text to speech software**. These **text to speech software** read out text for you easily. All these **text to speech software** are completely free and can be downloaded to Windows PC. These **text to speech software** offer various features, like: reading text that you paste or type, **save text as WAV, MP3, WMA, OGG** etc. formats, read web pages, word documents, emails, PDF files, read clipboard contents,

speak in different voices, adjust rate of speech and volume, and more. So, go through this list of free **text to speech software** and see which ones you like the most.

Also checkout [best free ebook readers](#) and [best free duplicate file finders](#) reviewed by us.

TTSReader



TTSReader is a free and easy to use text-to speech software. It lets you to open and read TXT or RTF files easily. You can record these files as WAV or MP3 file format. It automatically highlights the current text being read. It can read the clipboard contents also. It supports various hotkeys.

[HOME PAGE](#)

[DOWNLOAD PAGE](#)

Lists of “Top ____#__ Best ____”

[Home](#) » [Entertainment](#)

35 Best Songs About Falling In Love With Your Best Friend

By [Joe Smith](#)

Last Updated On: January 27, 2023



Similar Posts



41 Songs About Losing A Friend (Death Of A Friend Songs)



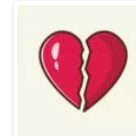
31 Best Songs About Falling In Love (Of All Time)



21 Best Songs about Sleep and Falling Asleep



33 Top Best Friend Songs (Song Lyrics About Friendship)



23 Songs About Falling Out Of Love



51 Best First Dance Songs For Your Wedding

“Things to Do” Travel Articles (with Affiliate Links)

However, it’s no longer just fruits and vegetables among the hidden gems in this California town! Brentwood has grown to become quite a dynamic town, and there is a lot to interest both those who live here and those visiting the area.

Today, while agriculture remains the top answer whenever anyone asks what is Brentwood, California is known for, there are also other answers.

Answers like outstanding parks and recreation, premier restaurants, and attractions for the whole family to enjoy. The following is a look at just a few of the best things to do in Brentwood, California, to help you as you plan your exciting vacation or a big move to this lovely Northern California city!



1. Mount Powell Court, Antioch, California

Top Recommendation

[Check Availability](#)

Mount Powell Court is a homestay located in Antioch, California. It has free parking, and guests can enjoy a garden view from all rooms. The apartment features air conditioning, heating and a flat-screen TV. Towels and bed linen are provided at Mount Powell Court.

Tech Content

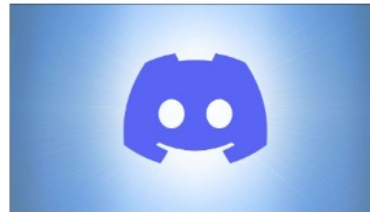
- VPN comparisons
- MP3 downloads
- How to delete Instagram/Twitter



Hoe PS5 -games te spelen in 1440p (en waarom je misschien niet wilt)

PlayStation Dec 30, 2022

De PlayStation 5 is gelanceerd met 4K- en 1080p - uitvoermodi, maar de mogelijkheid om 1440p uit te voeren is sindsdien toegevoegd via een firmware -update. Deze output overbrugt de kloof tussen..



10 Discord -functies die u zou moeten gebruiken

onemigheid Dec 30, 2022

Discord is een van de meest populaire berichtenservices die er zijn. Hoewel het oorspronkelijk is ontworpen met gaming in gedachten, is het nu een geweldige algemene chat- en organisatie-app, m..



Hier leest u hoe u uw smart home kunt gebruiken om inbrekers voor de gek te houden

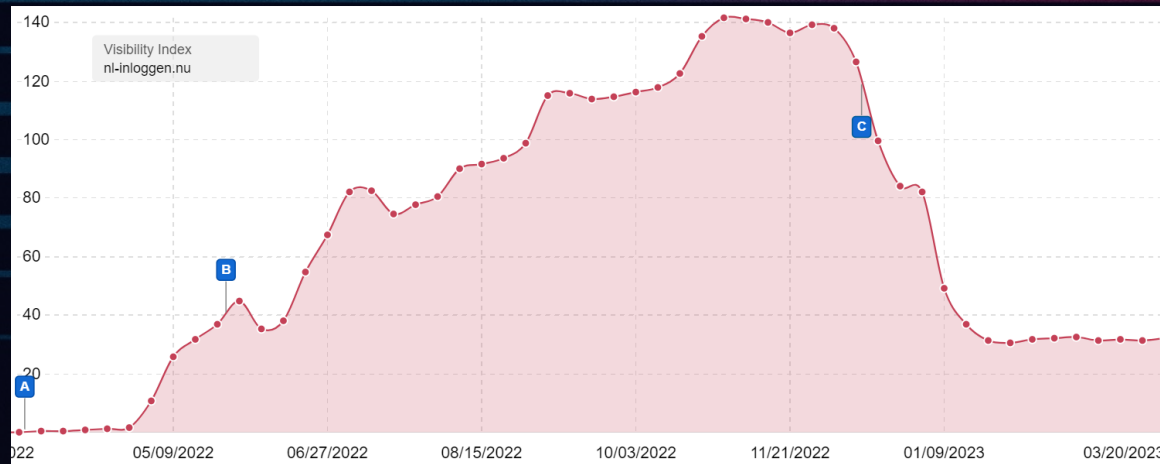
Algemeen Dec 30, 2022

Smart Home Gear is niet alleen om te pronken met vrienden en je leven te automatiseren. Het is ook erg handig om je huis er bezig te laten lijken als je weg bent. Hier leest u hoe u uw smart ho..

In Holland:



Entire site dedicated to how to log into different websites



nl-inloggen.nu
[https://nl-inloggen.nu/frama-inlog...](https://nl-inloggen.nu/frama-inloggen) · [Translate this page](#)

Frama inloggen

7 Jan 2023 — In 4 stappen Frama inloggen, Frama helpdesk, Frama lint vervangen, Frama inktlint bestellen, Frama best for pets, Frama frankeermachine ...

nl-inloggen.nu
[https://nl-inloggen.nu/geneanet-in...](https://nl-inloggen.nu/geneanet-inloggen) · [Translate this page](#)

Geneanet inloggen

9 Jan 2023 — In 4 stappen Geneanet inloggen, Stamboom familie, Geneanet nederland, Geneanet app installeren, Geneanet belgië, Geneanet premium gratis, ...

nl-inloggen.nu
[https://nl-inloggen.nu/gastouderla...](https://nl-inloggen.nu/gastouderland-inloggen) · [Translate this page](#)

Gastouderland inloggen

6 Mar 2023 — Velig in 4 stappen Portabase gastouderland inloggen, Gastouderland culemborg, Gastouderland nijmegen, Gastouderland eindhoven, ...

nl-inloggen.nu
[https://nl-inloggen.nu/emma-inlog...](https://nl-inloggen.nu/emma-inloggen) · [Translate this page](#)

Emma inloggen

Velig in 4 stappen Emma inloggen, Emma retour, Emma lattenbodem, Emma matras.

In Holland:



Site is unusable due to gated content



**WAT SPEELT IN NEDERLAND,
SPEELT BIJ ONS.**

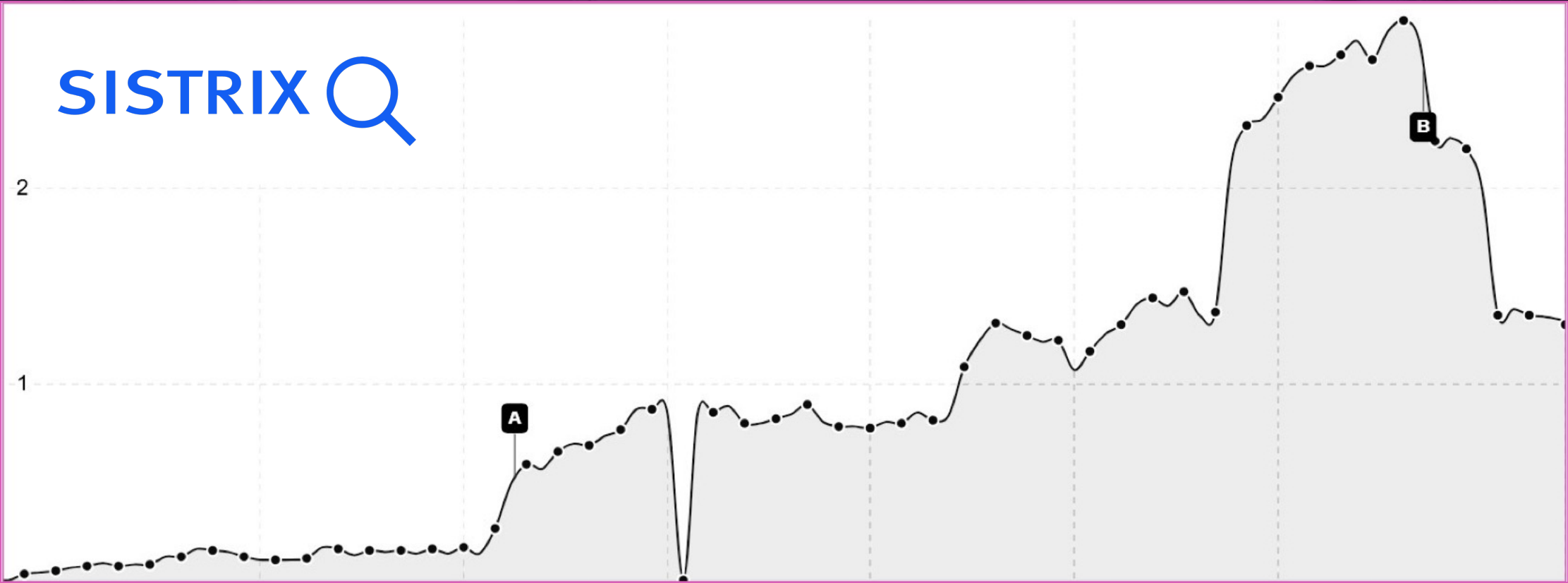
Probeer 14 dagen gratis,
daarna vanaf €4,99 per maand.
Opzeggen kan op elk moment.

Probeer het 14 dagen

Inloggen voor abonnees

An entire network taken down by the Helpful Content Update

Found 1 site affected by the HCU..



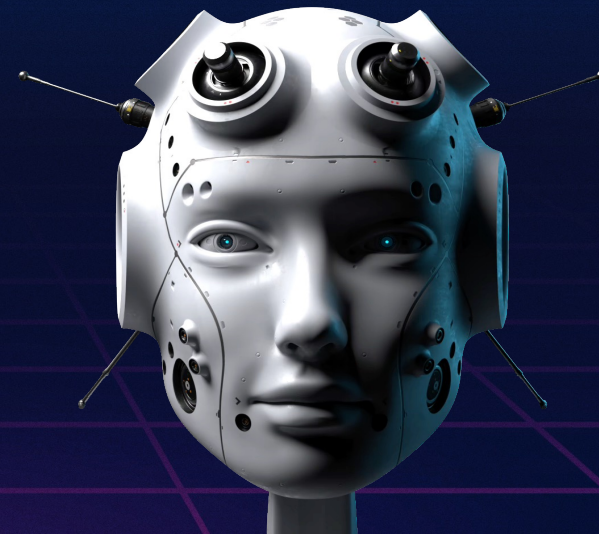
How deep does
the rabbit hole go?

Which turned into uncovering a network of 17 niche sites all affected by the Helpful Content Update



What are the 17 sites doing?

- Thousands of articles with mediocre content
- Trying to cover every topic within the niche
- Lacking true E-E-A-T
- Most articles start with “what is”
- Venturing into topics outside of their wheelhouse (art or music site writing about health)
- Excessive interlinking between sites
- Stock photos only
- Aggressive ads and affiliate links
- Lying about readership statistics & mentions in major brands (no evidence)
- Fake E-E-A-T signals e.g., “Fact Checked” labels and (possible) fake authors



@lilyraynyc

AMSIVE
DIGITAL

Example category page

@lilyraynyc

amsive
DIGITAL

Health | Art | About

What is Collage?

What is a Watermark?

What is a Kalimba?

What is Krumping?

What is Falsetto?

What is a Shamisen?

What is the Movie Called the Cure for Insomnia?

What is a Flipbook?

What is Incidental Music?

What is Glamour Photography?

What is an Orchestra?

What is the Mexican Hat Dance?

In Publishing, what is a Masthead?

What is a Cello?

What is Locking?

What Is Postmodern Film?

What is Polyphonic Music?

What is a Guitar Amplifier?

What is an Encore?

What Is a Straight Play?

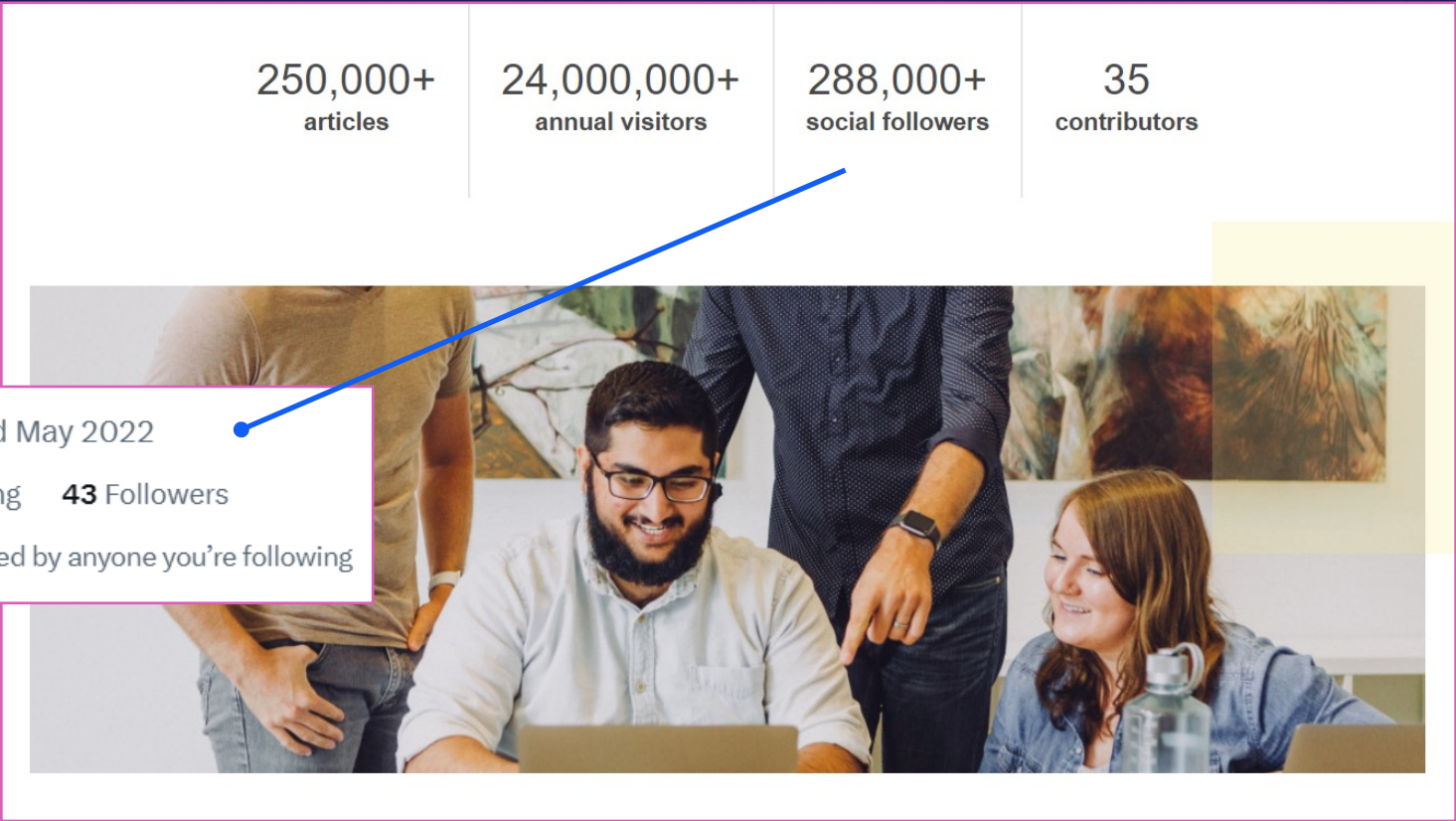
What is a Rondalla?


What is a Kazoo?



Every site's 'About' page contains these (fake) stats and this stock photo:

NOPE



The image features two hands, one from the left and one from the right, holding a glowing, translucent globe. The hands and the globe are rendered in a vibrant, neon-like purple and blue color scheme. The text "That's unhelpful" is written in a large, bold, white sans-serif font across the center of the globe.

**That's
unhelpful**

Helpful Content Update Takeaways:

—
what doesn't work?



Sites pretend to be experts on
too many topics

Information is generic without
unique or expert insights

Information lacks detail
or specificity

Content velocity & topic selection seem to reflect an “SEO-first” approach

Overwhelming ads & affiliate links (correlation, not causation)



What does Google say about AI?

@lilyraynyc

amsive
DIGITAL

AI content can be OK if...

01

IT IS original & high-quality

03

IT SATISFIES
the Helpful Content System

04

IT doesn't
propagate
misinformation

02

IT DEMONSTRATES
E-E-A-T

05

IT isn't
created with the primary
purpose of manipulating
search results

However, there are 3 important caveats

1 Disclose
author
names

2 Disclose use
of AI

3 Don't list AI
as the author



Lily Ray 😊

@lilyraynyc



If you're an individual who writes content under your own personal name, how would you feel about using AI content for content creation PLUS disclosing to the user that AI was used for the article?

(plz don't answer unless you're an author, & not an SEO spam author, a real one)

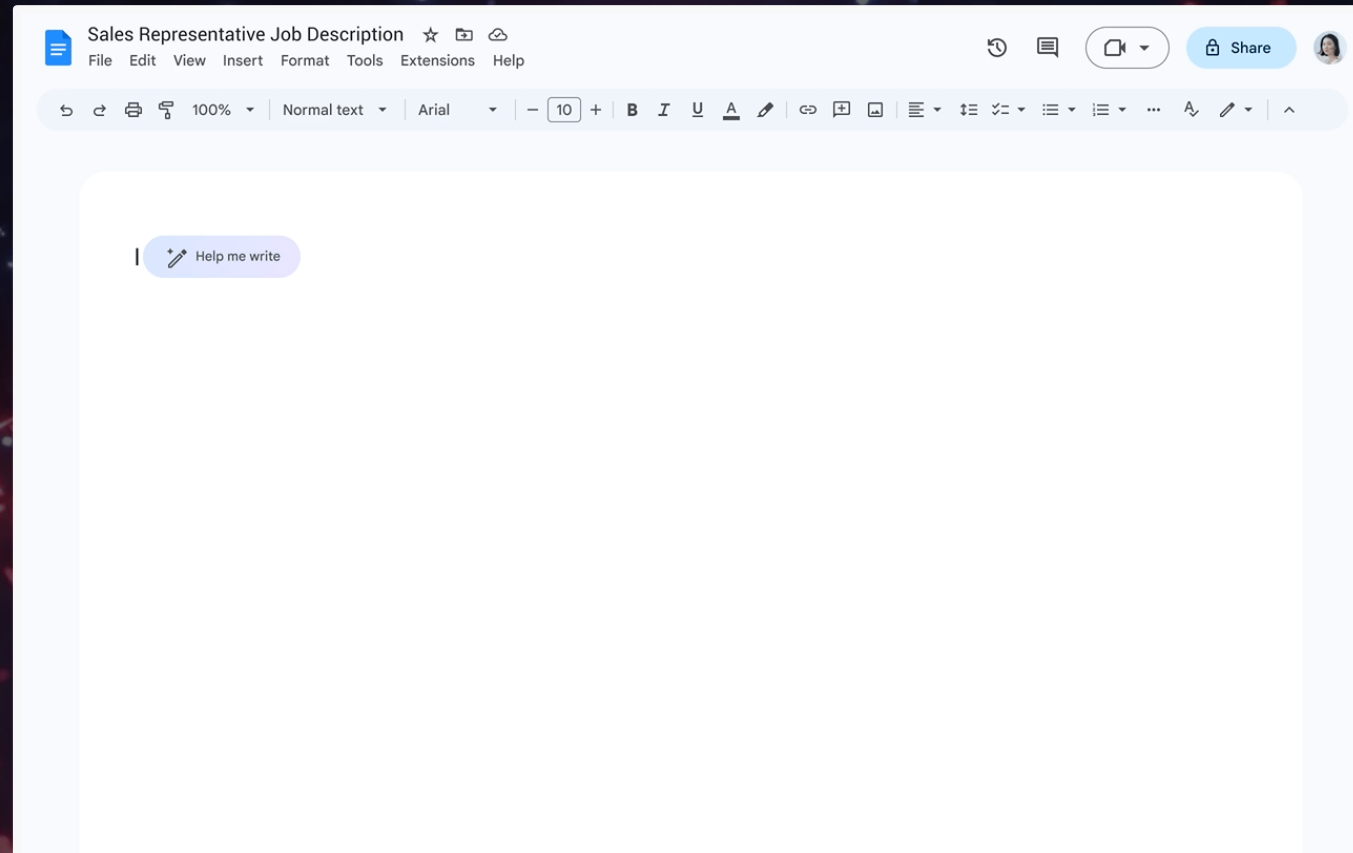
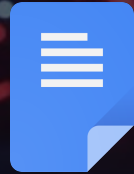


750 votes · Final results

2:17 PM · Feb 16, 2023 · 21K Views

43% of authors **do not want** to disclose AI content alongside their name

Google's New Generative AI Features



Google's AI: Terms of Use

Sexual Content



Committing Harm to Groups



Committing Crimes



Misleading Users



Illegal Activities



Fake E-E-A-T



Spam, Scams, Phishing, Malware



Claiming Content is by a Human



If tools like Copyleaks can instantly detect ChatGPT content, Google probably can too.

The screenshot shows the Copyleaks AI Content Detector interface. At the top, the Copyleaks logo and 'AI Content Detector beta' are visible. A red highlight box covers a paragraph of text from an article. Below this, a tooltip with the text '*Hover over text' and a 'Clear' button is shown. A red banner at the bottom of the tooltip reads 'AI Content Detected'. The article title is 'Bike Find Repr Bicycle Injury Case' and the author is 'Our Staff on February 21, 2023'. The main body of the article is highlighted in yellow.

Copyleaks AI Content Detector beta

If you're a cyclist, you know that a bike accident can be a terrifying and life-altering experience. That's why it's important to have a bike accident attorney by your side in the event of a bicycle crash. In this article, we'll discuss what a bike accident attorney is, why you need one, and how to choose the right one for your case. We'll also cover what to expect when working with a bike accident attorney and highlight the importance of having skilled legal representation to ensure fair compensation for your injuries.

*Hover over text Clear

AI Content Detected

Bike Find Repr Bicycle Injury Case

Our Staff on February 21, 2023

If you're a cyclist, you know that a bike accident can be a terrifying and life-altering experience. That's why it's important to have a bike accident attorney by your side in the event of a bicycle crash. In this article, we'll discuss what a bike accident attorney is, why you need one, and how to choose the right one for your case. We'll also cover what to expect when working with a bike accident attorney and highlight the importance of having skilled legal representation to ensure fair compensation for your injuries.

AI Content Experiment

- Published brand new niche site
- Scraped relevant People Also Ask questions & used GPT3 API (not ChatGPT) to answer across ~10k URLs
- Added a few links from other sites



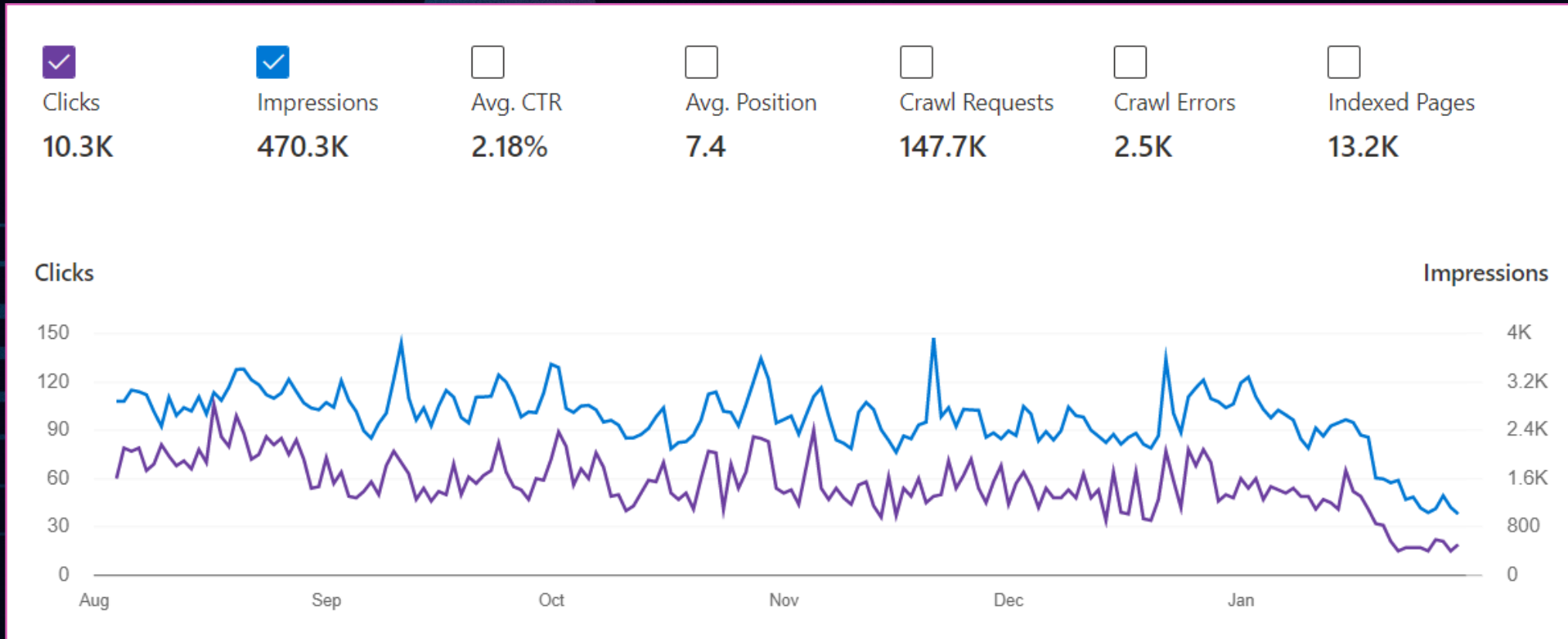
AI Content Experiment / Google Traffic



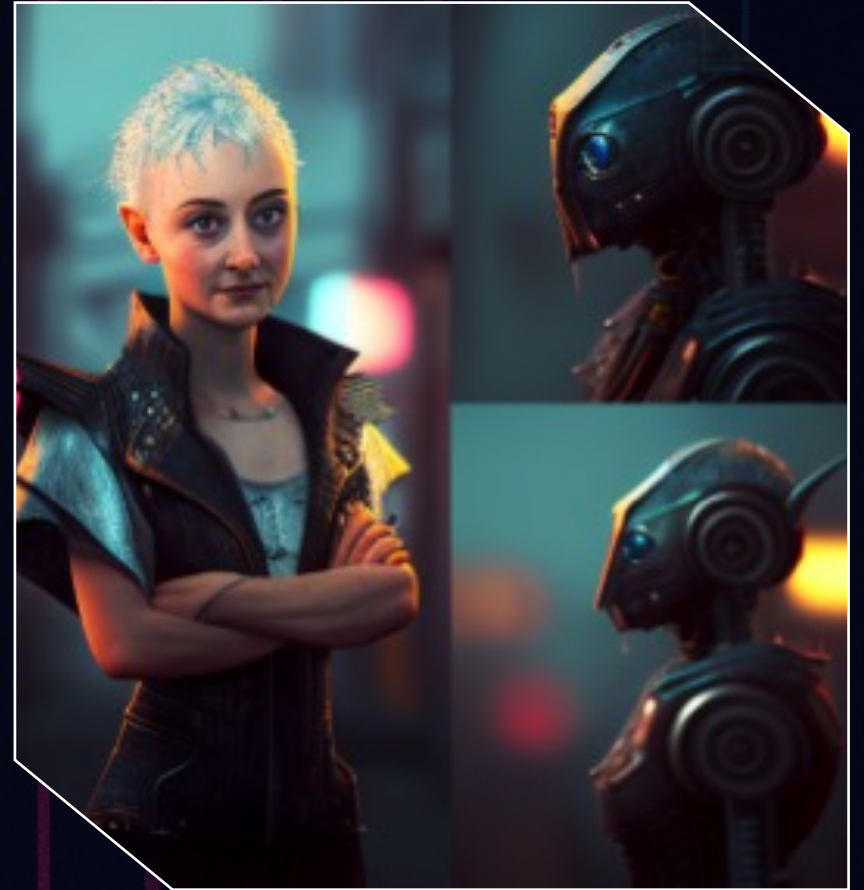
AI Content Experiment / Google Indexation



AI Content Experiment / Bing Traffic



Using ChatGPT & AI tools for SEO (or not)



Using ChatGPT effectively for SEO

Generate:

Excel formulas

Robots.txt directives

Regex commands

JSON

CSV

HTML

Markdown

Tables



please write an excel formula that removes the filename ending in .htm from a URL path and also adds the text in column C to a sentence in column D.



Sure! Here's an example of an Excel formula that removes the filename ending in .htm from a URL path and also adds the text in column C to a sentence in column D:



```
=SUBSTITUTE(LEFT(A2,FIND("/",A2&"/",9)-1),".htm","")&" "&D2&" "&C2`
```

Let's break this formula down:

- `LEFT(A2,FIND("/",A2&"/",9)-1)`` extracts the URL path from cell A2. The `FIND("/",A2&"/",9)`` function finds the ninth occurrence of the "/" character (which should be the end of the domain name), and then we subtract 1 to remove the final "/" character. The `LEFT`` function then returns the left portion of the string up to this point.
- `SUBSTITUTE(..., ".htm", "")`` removes the ".htm" file extension from the URL path.

Using ChatGPT effectively for SEO

Generate:

Excel formulas

Robots.txt directives

Regex commands


JSON

CSV

HTML

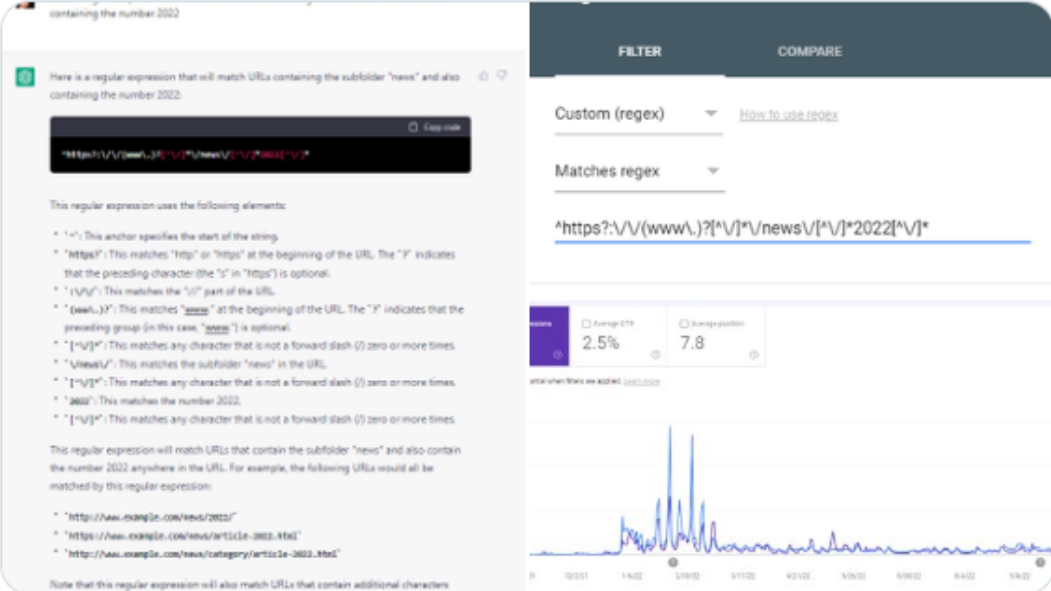
Markdown

Tables

 **Lily Ray** 😊
@lilyraynyc

I've been using GPT-3 to write my regex commands to filter GSC page data and it's a game changer.

This is just a basic example but it works with much more complex commands, too:



11:27 AM · Dec 20, 2022 · 100.6K Views

@lilyraynyc

Using ChatGPT effectively for SEO

Generate:

Summaries

FAQs

Grammar/spelling review

Translation

Key takeaways

Opportunities for improvement

Fact checking



Below I will share an article I wrote. Can you please provide a 3 sentence summary of the entire article:

[paste entire article]



The article discusses the use of AI-generated content in SEO and its impact on Google's guidelines. Google has stated that AI-generated content is not inherently against its guidelines but warns against using it solely for SEO benefits without human oversight or quality control. The article also highlights the limitations of AI content generation tools, such as their inability to provide first-hand experience or produce entirely helpful content, and suggests some use cases where AI can be effective and helpful. Additionally, Google's emphasis on genuine expertise in content creation and the importance of the new E in E-E-A-T (Experience) are discussed. The article concludes by advising caution in relying on AI-generated content for factually correct information, especially for YMYL content, and encouraging transparency with users about the use of AI in content creation.



Using ChatGPT effectively for SEO

Generate:

Summaries

FAQs

Grammar/spelling review

Translation

Key takeaways

Opportunities for improvement


Fact checking



Can you please fact-check the below statement?

Earth is a flat disc, and that evidence that it is round — say, pictures taken from space — are an elaborate hoax involving multiple governments.



This statement is false. Scientific evidence and observations have long established that the Earth is round, or more specifically, an oblate spheroid. This has been confirmed through numerous means, including satellite imagery, GPS technology, and observations of celestial bodies. 

The idea that the Earth is a flat disc is a debunked conspiracy theory that has been discredited by scientific evidence and the testimony of astronauts who have seen the curvature of the Earth from space. Claims that photographic evidence of a round Earth is a hoax perpetrated by multiple governments lack any credible evidence and are based on unfounded speculation.

What not to do...

- Copy-paste ChatGPT content
- Especially on Your Money, Your Life (YMYL) topics!

How to Prepare for Breast Cancer Surgery?

Breast cancer surgery is a major decision for any woman. It is important to be prepared for the procedure, both mentally and physically. To prepare for breast cancer surgery, it is important to talk to your doctor and ask any questions you may have. Additionally, it is important to understand the risks and benefits of the surgery. You should also discuss the different types of surgery available and the expected recovery time. It is also important to understand the potential side effects of the surgery and how to manage them. Additionally, it is important to take steps to prepare for the surgery, such as getting a mammogram, getting blood tests, and

Breast cancer surgery is a major procedure that can be physically and emotionally challenging. It is important to be well-prepared for the surgery to ensure that the process goes as smoothly as possible and to minimize any potential complications. Here are some tips for preparing for breast cancer surgery:

Understand the procedure: It is important to fully understand the details of the surgery, including the type of surgery being performed and what to expect during the recovery process. Your surgeon should provide you with detailed information about the procedure and any potential risks or complications.

Discuss the options with your surgeon: There are several different types of breast cancer surgery, including lumpectomy, mastectomy, and breast reconstruction. It is important to discuss the options with your surgeon and choose the one that is best for you based on your individual circumstances and preferences.

Consider getting a second opinion: It is always a good idea to seek a second opinion from another qualified healthcare professional to confirm the diagnosis and treatment recommendations.

Make arrangements for post-surgery care: After the surgery, you will need someone to help you with tasks such as bathing, dressing, and preparing meals. It is important to make arrangements for post-surgery care in advance.

Follow pre-surgery instructions: Your surgeon will likely provide you with specific instructions to follow before the surgery, such as fasting for a certain period of time or avoiding certain medications. It is important to follow these instructions carefully to ensure the surgery goes smoothly.

Take care of yourself: It is important to take care of yourself both physically and mentally before the surgery. This may include getting enough rest, eating a healthy diet, and finding ways to manage stress.

Ask questions: If you have any questions or concerns about the surgery, it is important to discuss them with your surgeon. By following these tips, you can better prepare for breast cancer surgery and ensure that the process goes as smoothly as possible. It is also important to follow the post-surgery instructions provided by your surgeon and to seek medical attention if you experience any unexpected symptoms.

Regenerate response

What not to do...

Assume ChatGPT actually knows what it's talking about.



Natalie Slater
@njmott



NOT A SINGLE ONE OF THESE ARTICLES EXISTS

Sure, here are five articles written by Caitlin Moran in 2019:

1. "Toxic masculinity harms men as well as women" (published on January 8, 2019 in The Times)
2. "Why the conversation around periods is finally changing" (published on March 5, 2019 in The Times)
3. "Are we finally entering the age of the fat girl?" (published on May 18, 2019 in The Times)
4. "Why women's reproductive health is a political issue" (published on June 22, 2019 in The Times)
5. "Why we need to talk about the menopause at work" (published on November 23, 2019 in The Times)

These articles cover a range of topics related to feminism, social issues, and women's health, and are characterized by Moran's trademark wit and irreverence.

Sure, here are five articles written by Owen Jones in 2020:

1. "The UK's coronavirus response is revealing deep inequalities in our society" (published on March 17, 2020 in The Guardian)
2. "If coronavirus doesn't discriminate, our society still does" (published on April 7, 2020 in The Guardian)
3. "The Cummings affair shows how British politics has been hollowed out" (published on May 26, 2020 in The Guardian)
4. "The government has failed us on Covid-19. But it's not too late to act" (published on August 14, 2020 in The Guardian)
5. "The UK government's response to Covid-19 has been nothing short of disastrous" (published on November 12, 2020 in The Independent)

These articles cover a range of topics related to the COVID-19 pandemic, as well as issues of inequality and political accountability in the UK.

Sure, here are five articles written by Robert Peston in 2020:

1. "Coronavirus: the economic meltdown we face is a choice, not a necessity" (published on March 15, 2020 on the ITV News website)
2. "Coronavirus: how many will die from the disease and how many from the economic collapse?" (published on March 20, 2020 on the ITV News website)
3. "Brexit is no longer a priority - Covid-19 has put it on the back burner" (published on May 20, 2020 on the ITV News website)
4. "The UK economy is in deep trouble - but there is a way out" (published on June 18, 2020 on the ITV News website)
5. "We need a fairer society to help us cope with Covid-19" (published on September 1, 2020 on the ITV News website)

These articles cover a range of topics related to the COVID-19 pandemic, as well as issues of economic policy and social inequality in the UK.

Sure, here are five articles written by Jeremy Clarkson in 2020:

1. "Britain's obesity crisis isn't caused by food. It's caused by social media" (published on February 1, 2020 in The Sun)
2. "I tried to find out if a diesel car is still a good idea - it's not" (published on March 1, 2020 in The Sunday Times)
3. "It's time for the BBC to give up on Top Gear" (published on April 26, 2020 in The Sun)
4. "Car sales are plummeting, but electric vehicles won't save the day" (published on June 14, 2020 in The Sunday Times)
5. "What a time to be alive - thank goodness for British pluck and our ability to improvise" (published on October 18, 2020 in The Sunday Times)

These articles cover a range of topics related to cars, technology, and social issues in the UK



The Product Reviews Update

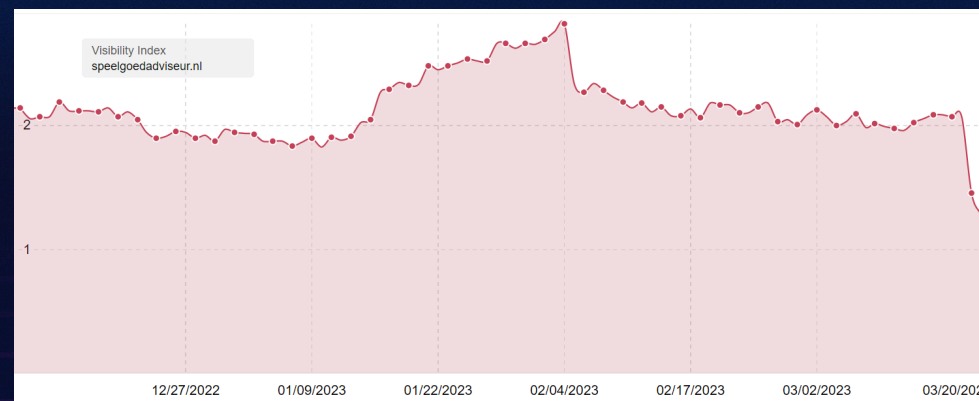
From my presentation last year



Product Review Updates

Coming Soon to
a Country near you

The Product Reviews Update has arrived in The Netherlands



Some tactics used by winning Product Review sites:

What to consider

✓ How smart is it?

Your choice: Clever app-controlled bots that clean rooms on command, or simpler but smart enough models.

✓ Will it last?

We've tested our picks over several years and analyzed thousands of user reviews with AI to help find reliable bots.

✓ Can it clean rugs?

Most bots work okay on rugs, but we found the models that will pull up the most hair and dust. (They're all good on bare floors.)

✓ How about knockoffs?

We spoke with sources in the floor care manufacturing industry to help make sense of all the low-cost, off-brand options.

Why you should trust me

I've written about robot vacuums for Wirecutter since 2013, logging hundreds of hours of research and testing in that time. (I have edited or written several of Wirecutter's other [vacuum guides](#), including those about [cordless, handheld](#), and traditional [plug-in](#) styles.) I've kept notes on almost 200 robots and tested close to 50 models from more than a dozen brands, running what must be something like 1,200 cleaning cycles in my own homes by this point (I'm on my fourth home since I started on the robot vacuum beat).

In addition to all the testing, I've spoken to dozens of bot owners who live in all kinds of homes and households; read hundreds of owner reviews on retail websites, expert reviews, posts in enthusiast forums, and other reader or viewer comments anywhere I can find them, including all of the feedback from Wirecutter readers; and I've talked to representatives from just about all of the major robot vacuum brands (and plenty of minor ones), including iRobot (Roomba), EcoVacs, Roborock, Shark, Samsung, LG, Neato, Electrolux, Kyvol, and iLife, as well as a few former engineers from some of those companies.

This guide accounts for all of the robot vacuums available in the US as of November 2021. We try to update this guide a few times a year to keep up with the latest noteworthy models. If you think we've missed one worth covering, let us know—though we may already be testing it.

Other Roborock models worth considering

Roborock also makes some souped-up versions of the S4 Max—all very similar robots, just with slightly different features. Check out the relevant details in a table below. You might find our writeups about extra features like [mops](#), [obstacle detection](#), and [self-emptying docks](#) useful, too.

| | Clip-On Mop | Navigation | Self-Emptying |
|-------------------------|---|--------------------------------------|--------------------------|
| S4 Max | No | Smart Map | No |
| S5 Max | Yes; Water-Flow App Control | Smart Map | No |
| S6 | Yes; No App Control | Smart Map | No |
| S6 Pure | Yes; No App Control | Smart Map | No |
| S6 MaxV | Yes; Water-Flow App Control | Smart Map, Avoids Some Small Hazards | No |
| S7 | Yes; Water-Flow App Control; Self-Rises on Rugs | Smart Map | Optional |

HOW WE TESTED

We recommend these products based on an intensive research process that's designed to cut through the noise and find the top products in this space. Guided by experts, we spend hours looking into the factors that matter, to bring you these selections.

 **32** Models Considered

 **126** Consumers Consulted

 **8** Hours Researched

The Best Mattresses: Mattress Reviews & Ratings

 **8,266** reviews

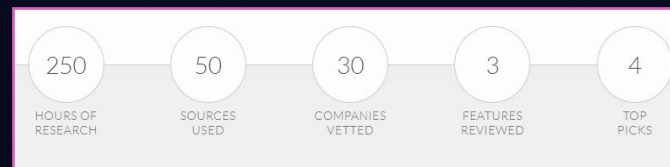
 **317** mattresses

Top mattress brands:

 **77** brands

Consumers have contributed **8,266** mattress reviews about **317** mattresses from **77** brands and told us the best mattresses you can trust. Compare the best mattress brands and products below.

1. Tempur-Pedic
2. Sealy
3. Sleep Number
4. Serta
5. BedInABox.com
6. Simmons



What are affected sites doing wrong?

- No evidence of testing the products
- No unique images from product tests
- Excessive automation and scraping content from other sites
- Use algorithms to review products instead of real tests by humans
- Thin content
- Fake or non-existent authors
- Excessive ads and affiliate links

Doorgelicht.be

ELEKTRONICA SPORT & GEZONDHEID THU

Beste met monitor arm: LG Ergo 32UN880

Voordelen:

- 4K resolutie
- HDR10 ondersteuning
- USB-hub
- Enorm verstelbaar door de monitor arm
- Ingebouwde speakers

Nadelen:

- Enkel DCI-P3 kleurruimte

Coolblue Bol.com Fnac

De LG Ergo 32UN880 is een grote monitor met **monitor arm**. Dit maakt hem geschikt voor personen die lang achter hun scherm werken. Dankzij de arm kan je de monitor namelijk volledig verstellen zodat je een goede ergonomische houding kan aannemen. Dit is belangrijk om fysieke klachten op korte en lange termijn te vermijden.

De monitor zelf biedt een scherpe beeldkwaliteit met levendige kleuren dankzij de 4K resolutie en HDR-ondersteuning. Bovendien wordt je set-up een mooi geheel dankzij de verschillende



Reviewing Too Many Categories

| ELEKTRONICA | SPORT & GEZONDHEID | THUIS & TUIN | OUTDOOR | 🔍 |
|-----------------|--------------------|--------------|---------|---|
| Accessoires | Home fitness | Badkamer | Reizen | |
| Audio | Make up | Barbecue | Vervoer | |
| Cameras | Sport | Gereedschap | | |
| Computer | Verzorging | Home office | | |
| Smart home | | Keuken | | |
| TV & Projectors | | Kuisen | | |
| | | Tuin | | |
| | | Was & Strijk | | |

The Link Spam Update

Google Leveraging SpamBrain to Combat Link Spam

- An AI-based spam prevention system
- Rolled out same time as Helpful Content Update
- Neutralizes links, impacting many sites



December Updates to Quality Rater Guidelines

Big Updates to QRG & E-E-A-T in December 2022

Search Engine Land SEO ▾ PPC ▾ Platforms ▾ SMX Webinars Intelligence reports White papers Newsletter About ▾

Search Engine Land » SEO » E-E-A-T and major updates to Google's quality rater guidelines

E-E-A-T and major updates to Google's quality rater guidelines

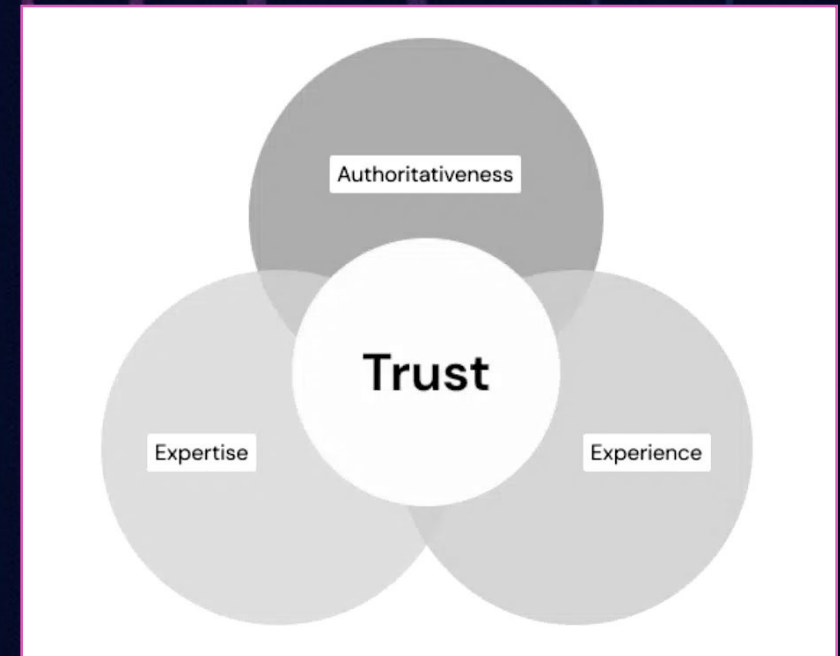
The most important change to the QRG is the introduction of the letter E to the start of the popular acronym E-A-T.

Lily Ray on December 15, 2022 at 12:10 pm | Reading time: 12 minutes

[in](#) [Twitter](#) [Facebook](#) [Email](#)

Google has made significant changes to its Quality Rater Guidelines (QRG) for search.

While Google updates this document several times per year, the latest version, [updated today](#), came with notable changes to the structure of the document, with many new sections and tables added and a total of 11 new pages worth of content.



Expertise vs. Experience

Expertise

<https://www.nytimes.com> › Well › Live

Does CBD Help With Insomnia? - The New York Times

Aug 30, 2022 — There are studies that have found that CBD used in combination with **THC** holds promise as a treatment for **sleep** disorders like **insomnia**, ...

<https://www.cosmopolitan.com> › Body › Health

I tried CBD oil for sleep – and it changed my life - Cosmopolitan

Aug 31, 2022 — Bea Lyus, Registered Nutritional Therapist, College of Naturopathic Medicine, and Resident **CBD** Expert at Cannabotech UK, says, "We know very ...

Experience

Expertise

<https://www.midss.org> › Health

When to Take CBD Oil For Sleep: A Guide for Restfulness 2023

Dec 7, 2022 — **CBD oil** is known for its therapeutic effects such as anxiety, pain, and stress relief. Due to these effects, **CBD oil** may improve **insomnia**, **sleep** ...

How and When to Take CBD Oil for Sleep



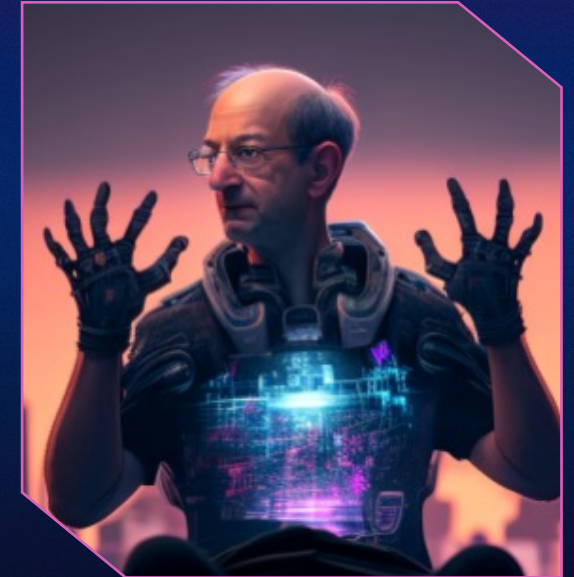
What happens if I take CBD oil before bed?



THE MARCH 2023 CORE UPDATE JUST STARTED

Takeaways

- Use AI to increase efficiency, but be careful misusing AI content
- Helpful content requires effort
- Taking shortcuts can catch up to you
- Instead of focusing on scale, focus on content quality and E-E-A-T
- Stay in your lane
- Invest in your authors' online reputation & build out their Knowledge Graphs





Bedankt!

**LILY
RAY**

@lilyraynyc

AMSIVE DIGITAL