

GOOGLE CHANGED THE RULES OF SEO:



# THE AFTERMATH, 1 YEAR LATER

By Lily Ray

Friends of Search  
MARCH 2025





# Lily Ray

VP, SEO STRATEGY  
& RESEARCH

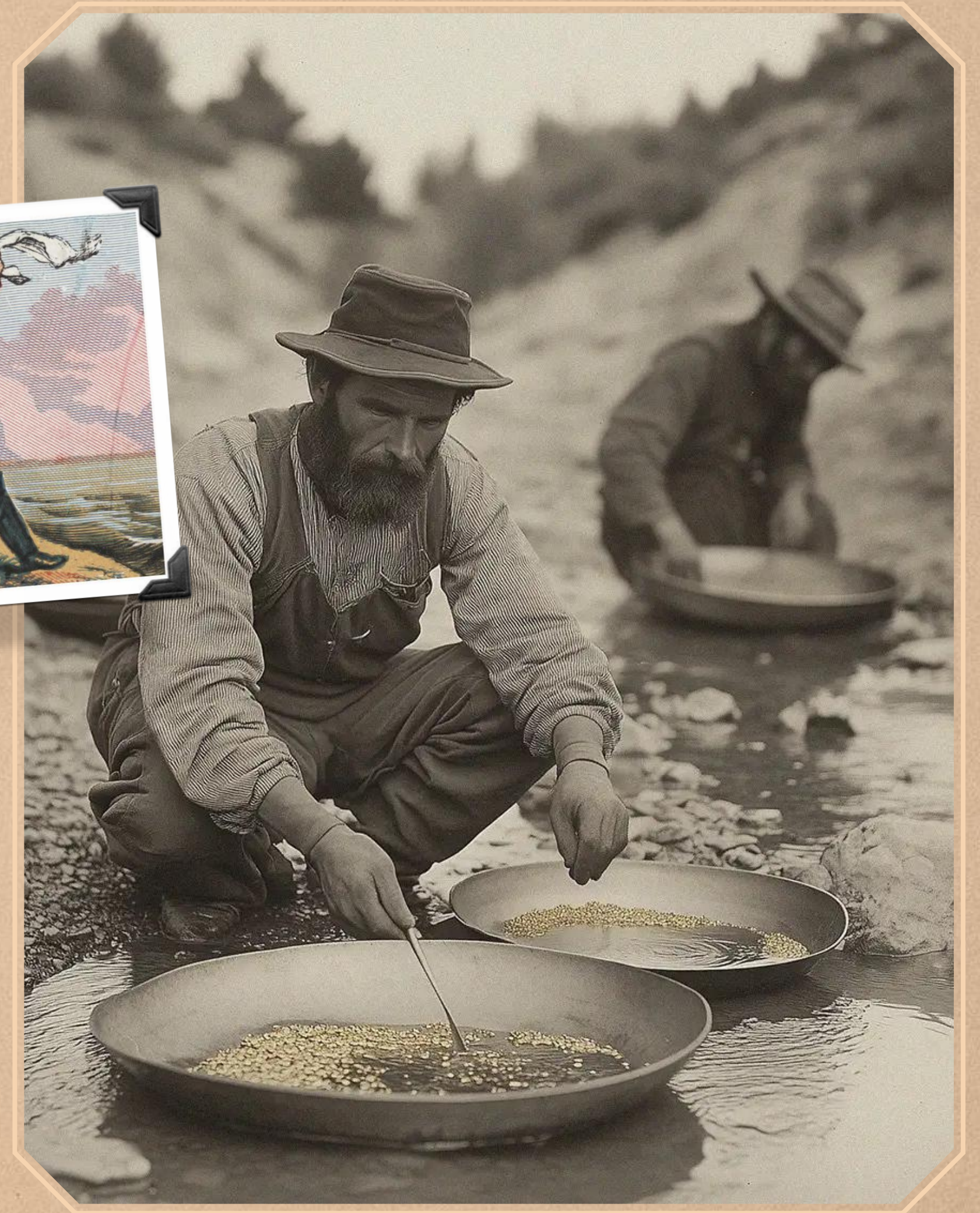
**amsive**



# THE CALIFORNIA GOLD RUSH

(Mid 1850s)

A massive  
migration of  
fortune seekers  
to California  
after gold was  
discovered at  
Sutter's Mill in  
1848.



@lilyraynyc / amsive





# THE CALIFORNIA GOLD RUSH

(Mid 1850s)

Me, mining for  
gold in the 4th  
grade



@lilyraynyc / amsive





THE SEO INDUSTRY HAS ALSO  
HAD ITS OWN GOLD RUSHES

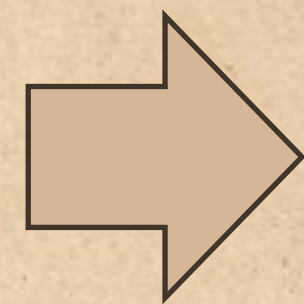
@lilyraynyc / amsive



# SEO GOLD RUSH

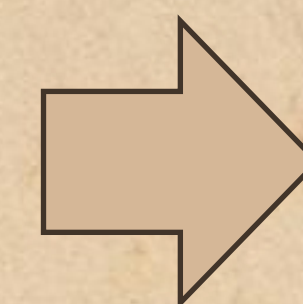


SEO discovers a way to manipulate search engine algorithms



SEOs share tactics online & at conferences, competitors reverse engineer SEO strategies

@lilyraynyc / amsive



More sites jump on the bandwagon using similar SEO tactics



# HISTORY OF GOLD

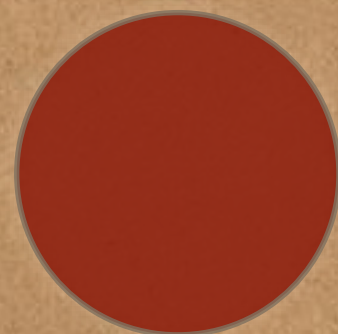
in the SEO industry  
**RUSHES**

@lilyraynyc / amsive

ARTICLE  
SPINNING



Directory  
submissio



ns  
Link



buying &  
guest

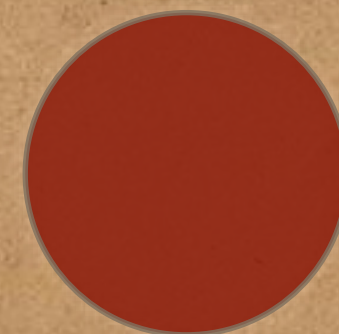


post  
exact  
match  
domains

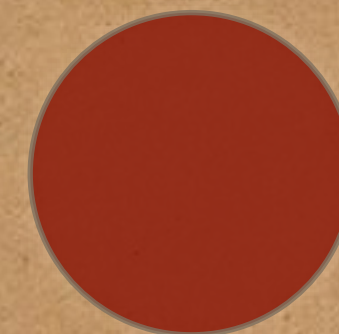
PBNS



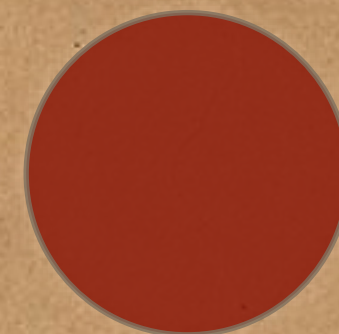
Parasit  
e SEO



Product  
reviews



Niche  
sites



AI  
CONTENT

2000



2005



2010



2015



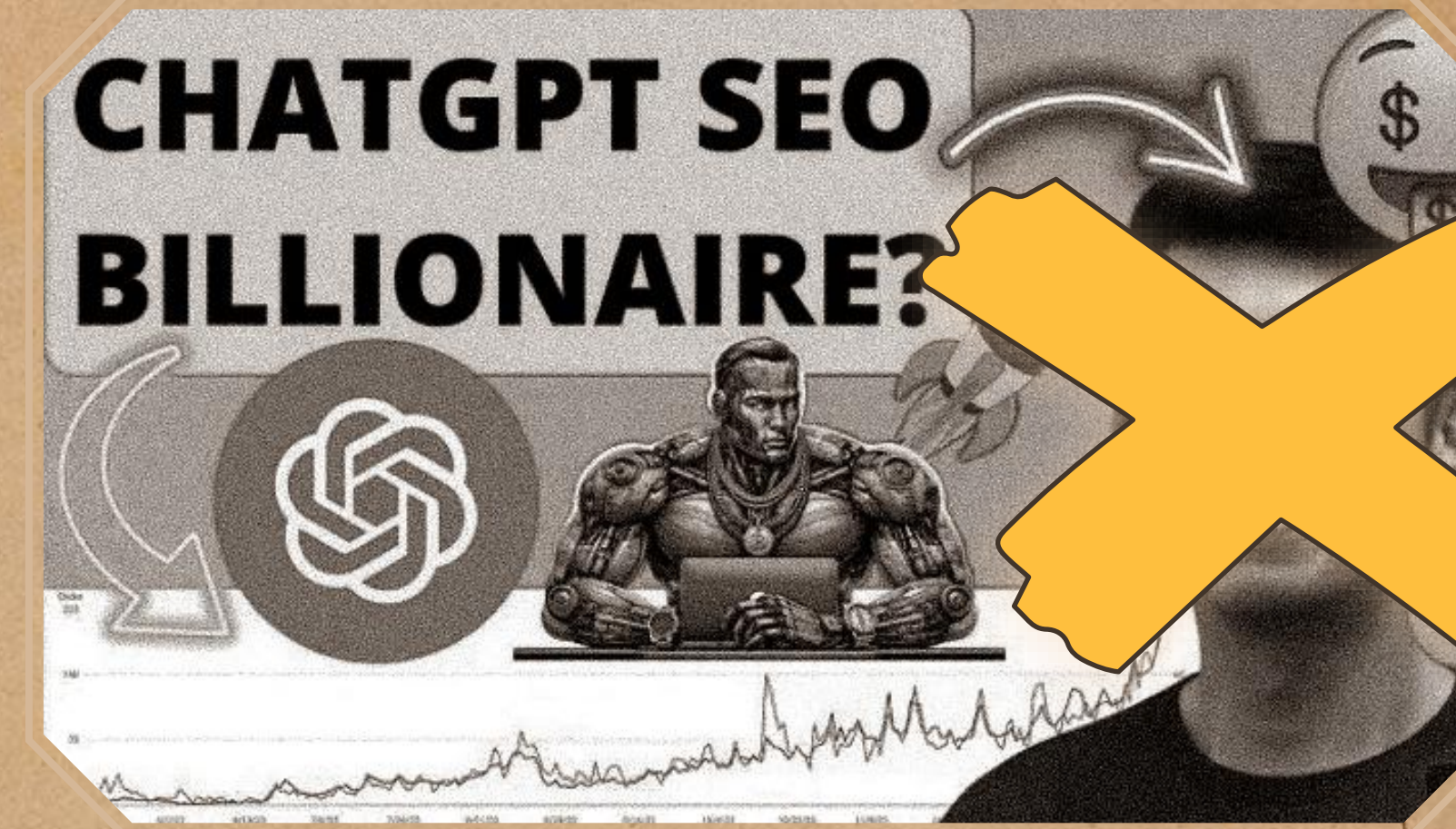
2020



2025



The SEO industry: SEOs publicly share their strategies...





BUT TACTICS TO GAIN SEO  
VISIBILITY OFTEN RESULT  
IN A POOR EXPERIENCE FOR  
SEARCHERS

@lilyraynyc / amsive



SEARCH ENGINES

# Google search sucks, thanks SEO

19 January 2024

The Decline of Google Search: Myth or Reality?



Hacker News

<https://news.ycombinator.com> › item

How SEO Ruined the Internet

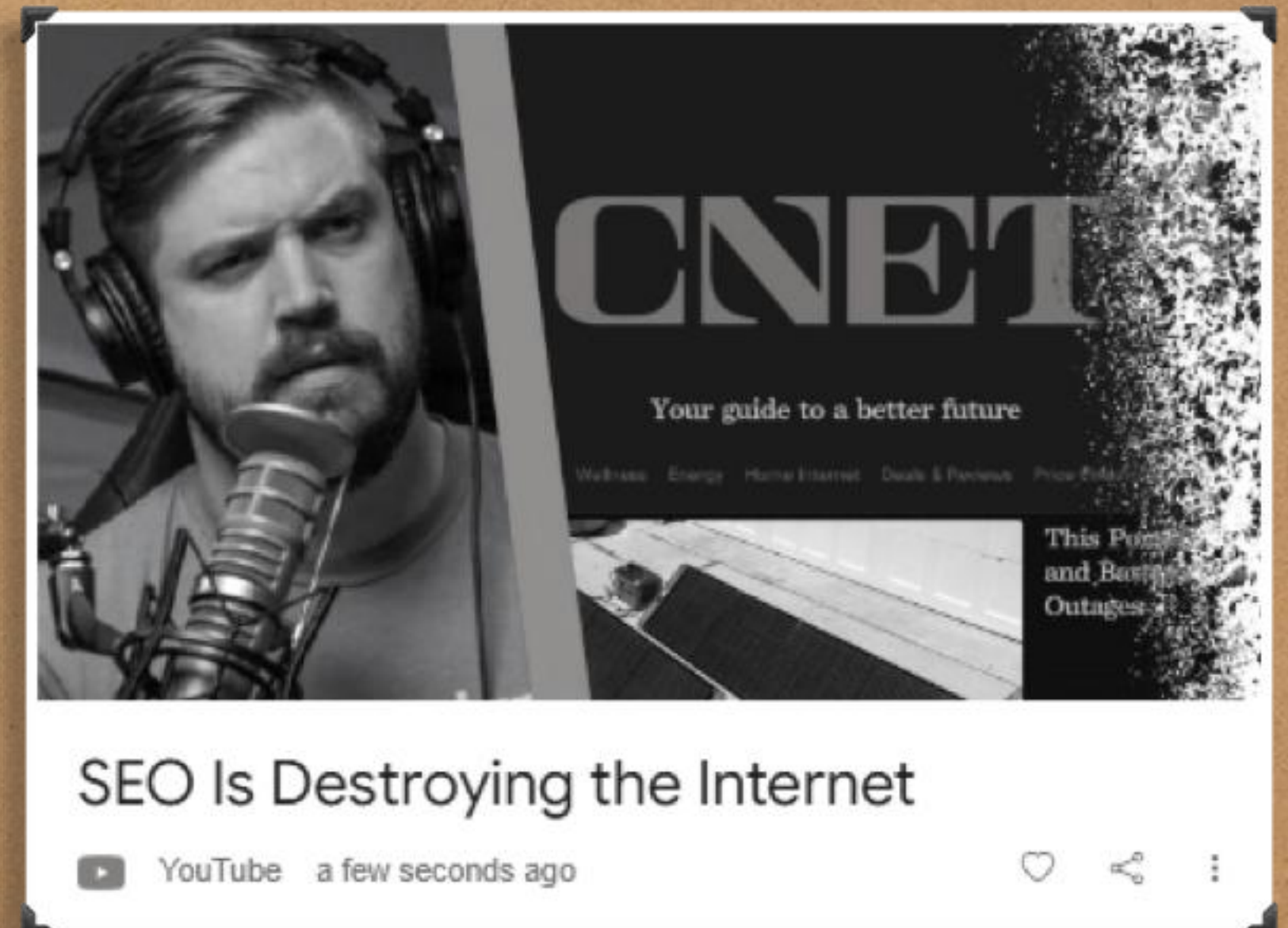
The SEO world is up in arms after a story said they're 'ruining the internet.' Here's the spicy drama.

SEO ruined the internet – On search, AI, and writing online

FEATURES

# The people who ruined the internet

Google search might be getting worse - and AI threatens to ruin it entirely







HOW SEOS SEE THEIR  
PROJECTS



HOW GOOGLE SEES THEIR  
PROJECTS

@lilyraynyc / amsive





**Martin Splitt**

@divingfor.fun

Someone reached out to me with their website "definitively not being spam" not ranking and I looked at it and boy was it low quality. I'm not sure if they know that. I'm considering asking them what they think their website is. I genuinely want to understand this.

January 13, 2025 at 3:43 PM  Everybody can reply

@lilyraynyc / amsive



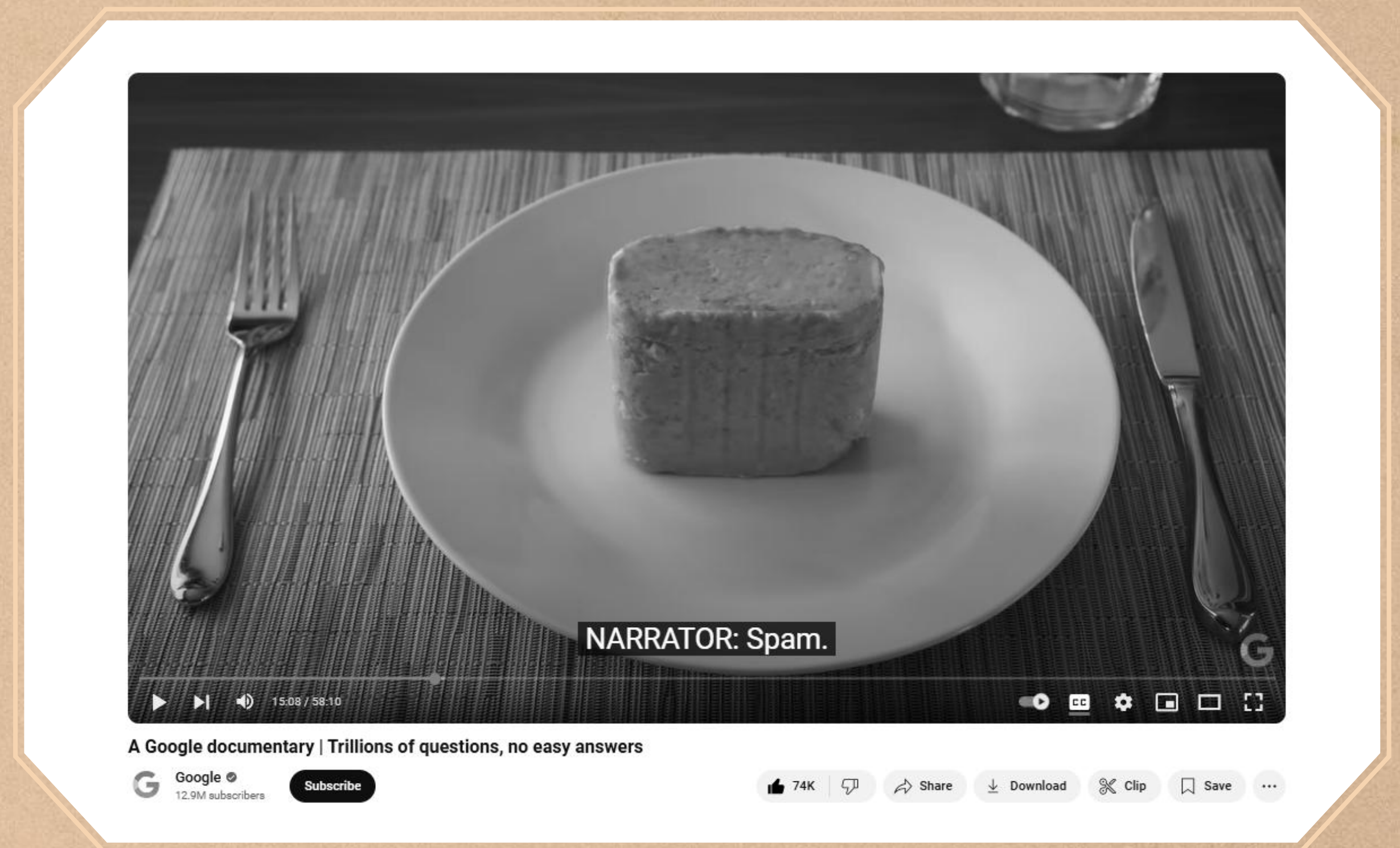
IF YOU WANT TO KNOW HOW GOOGLE  
FEELS ABOUT SPAM, WATCH THIS  
2019 VIDEO:



@lilyraynyc / amsive



- ♦ “Spam is one of the biggest problems that we face.”
- ♦ “Fighting spam is a **cat and mouse game** .
- ♦ It's not something that I think will **ever be solvable** .” @lilyraynyc / amsive





♦ 40% of the pages  
Google crawled  
in 2019 in  
Europe were **spam  
pages**.

♦ “This is a **war  
we are  
fighting.**”



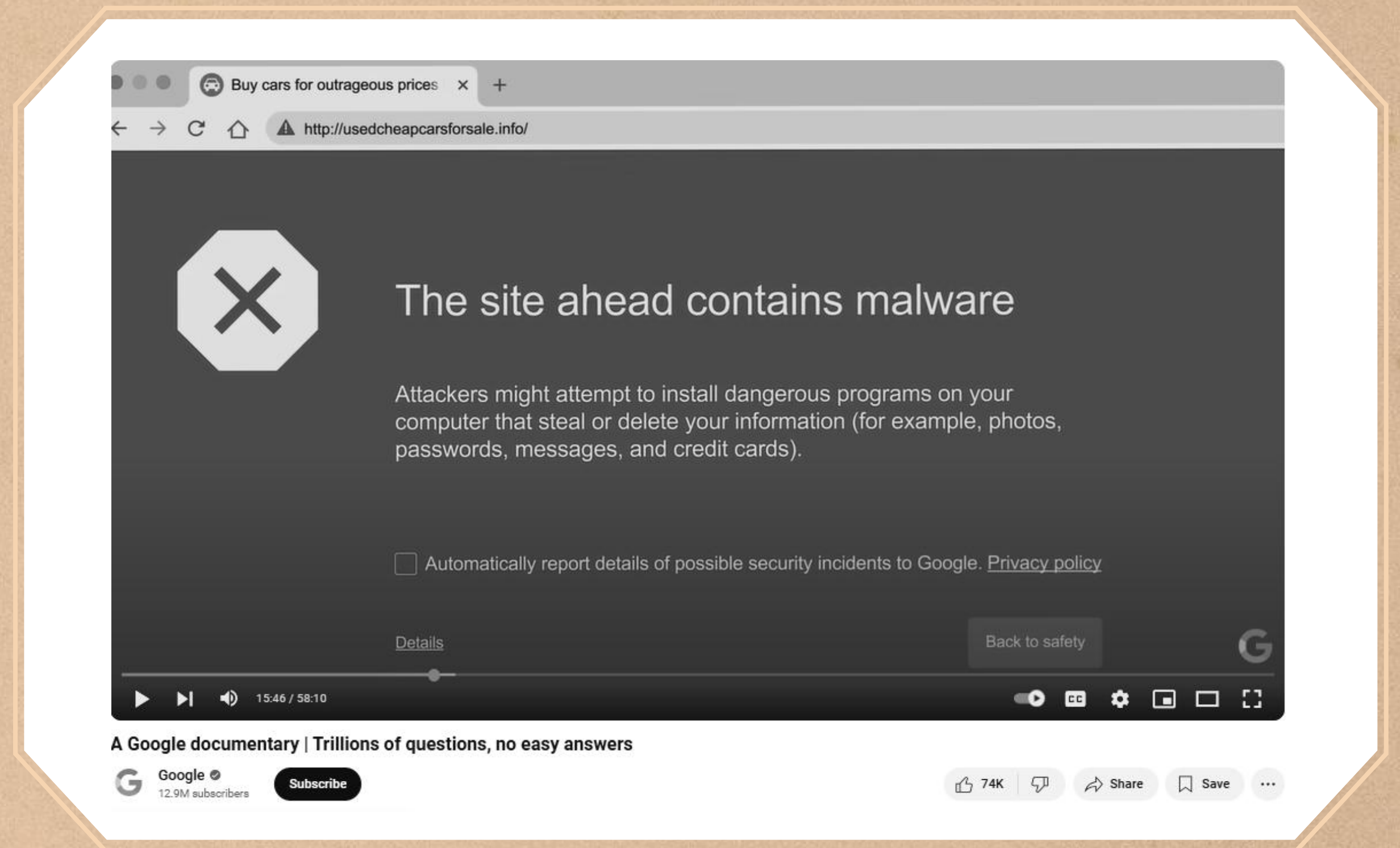
@lilyraynyc / amsive



“People at Google  
hate spam.

...which is one of  
the reasons  
they're always  
making changes to  
search: **to keep  
spam out of your  
results**, and to  
keep high quality  
information in.”

**lilyraynyc / amsive**







“But my content is high  
quality”

-everySEOever

@lilyraynyc / amsive





THE RULES HAVE  
CHANGED.

@lilyraynyc / amsive



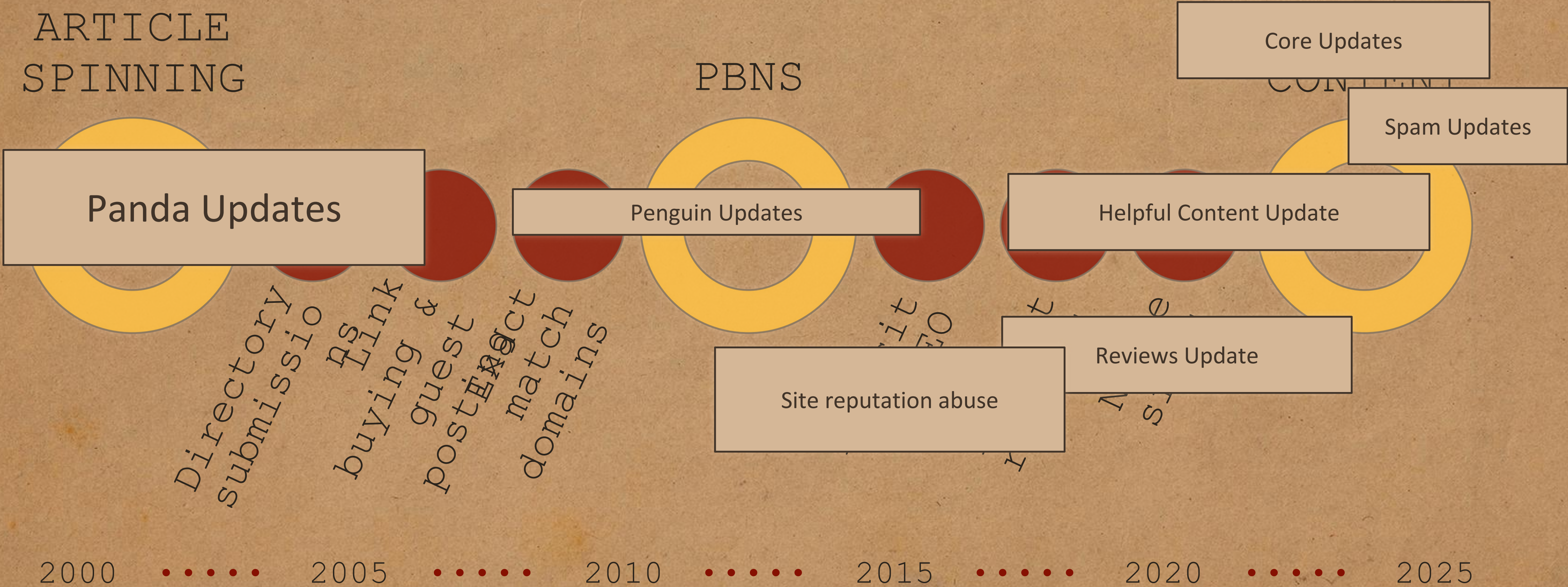
THE DEFINITION OF  
“SPAM” CONTINUES  
TO EVOLVE.



# GOLD RUSHES IN THE SEO

INDUSTRY

@lilyraynyc / amsive





# YOUR BEST DEFENSE IS TO MEMORIZE THESE RULES:

## Avoid creating search engine-first content ↵

We recommend that you focus on creating people-first content to be successful with Google Search, rather than search engine-first content made primarily to gain search engine rankings. Answering yes to some or all of the questions below is a warning sign that you should reevaluate how you're creating content:

- Is the content primarily made to attract visits from search engines?
- Are you producing lots of content on many different topics in hopes that some of it might perform well in search results?
- Are you using extensive automation to produce content on many topics?
- Are you mainly summarizing what others have to say without adding much value?
- Are you writing about things simply because they seem trending and not because you'd write about them otherwise for your existing audience?
- Does your content leave readers feeling like they need to search again to get better information from other sources?
- Are you writing to a particular word count because you've heard or read that Google has a preferred word count? (No, we don't.)
- Did you decide to enter some niche topic area without any real expertise, but instead mainly because you thought you'd get search traffic?
- Does your content promise to answer a question that actually has no answer, such as suggesting there's a release date for a product, movie, or TV show when one isn't confirmed?
- Are you changing the date of pages to make them seem fresh when the content has not substantially changed?
- Are you adding a lot of new content or removing a lot of older content primarily because you believe it will help your search rankings overall by somehow making your site seem "fresh?" (No, it won't)



# THE SEO CAT & MOUSE GAME OF THE PAST FEW YEARS



@lilyraynyc / amsive





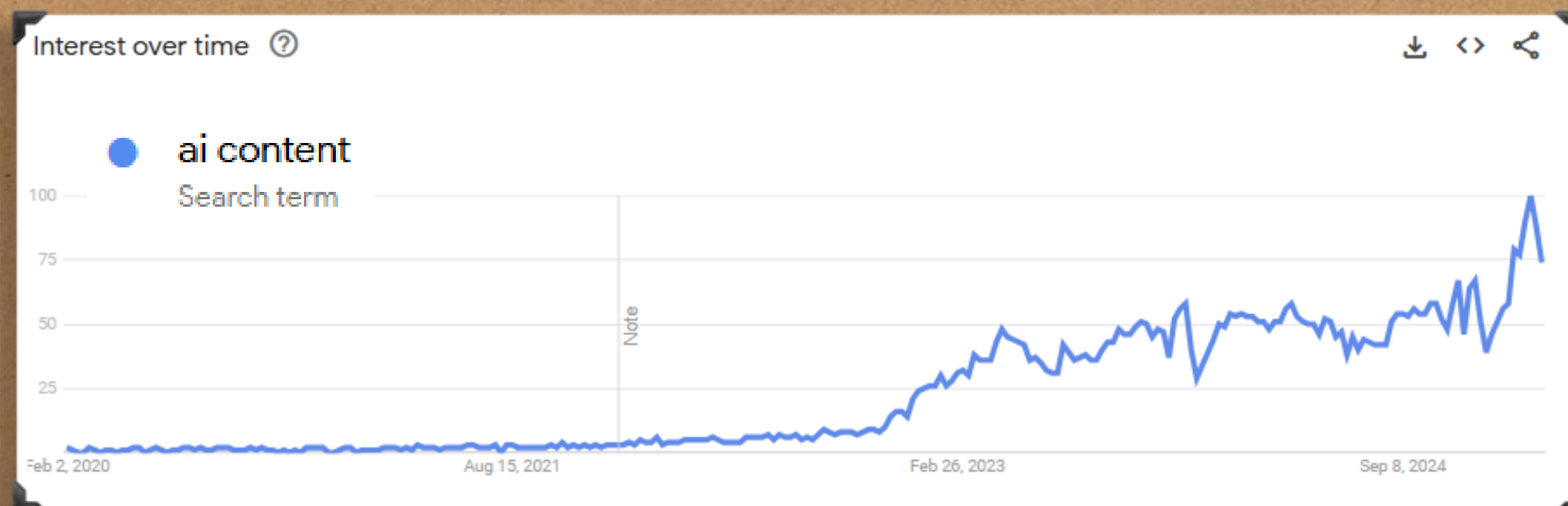
Rapidly scaling content written for search engines

(The 2021-2024 Gold Rush)

@lilyraynyc / amsive



# EXPLOSION OF AI (2022 ONWARD) CONTENT



10 Must-Have Amazon Bathroom Finds for Pro-Level Organization

Standard Shower Valve Height That Works For You

Standard Shower Curtain Sizes and Types

Stylish and Classic Designs for a Bathroom with Stone Walls

How to Get Rid of a Mildew Smell in the Bathroom for Good

How To Clean Mold From a Toilet Base

Things In Your Bathroom That Aren't Worth Spending Money On

How To Unclog a Bathtub Drain Effectively

How To Clean a Grimy Bathtub

Bathroom Cleaning Tips and Tricks You'll Wish You Knew

Mistakes To Avoid When Cleaning Your Shower

Update Your House With a Colorful Bathroom: Tips and Tricks to Nail the Style





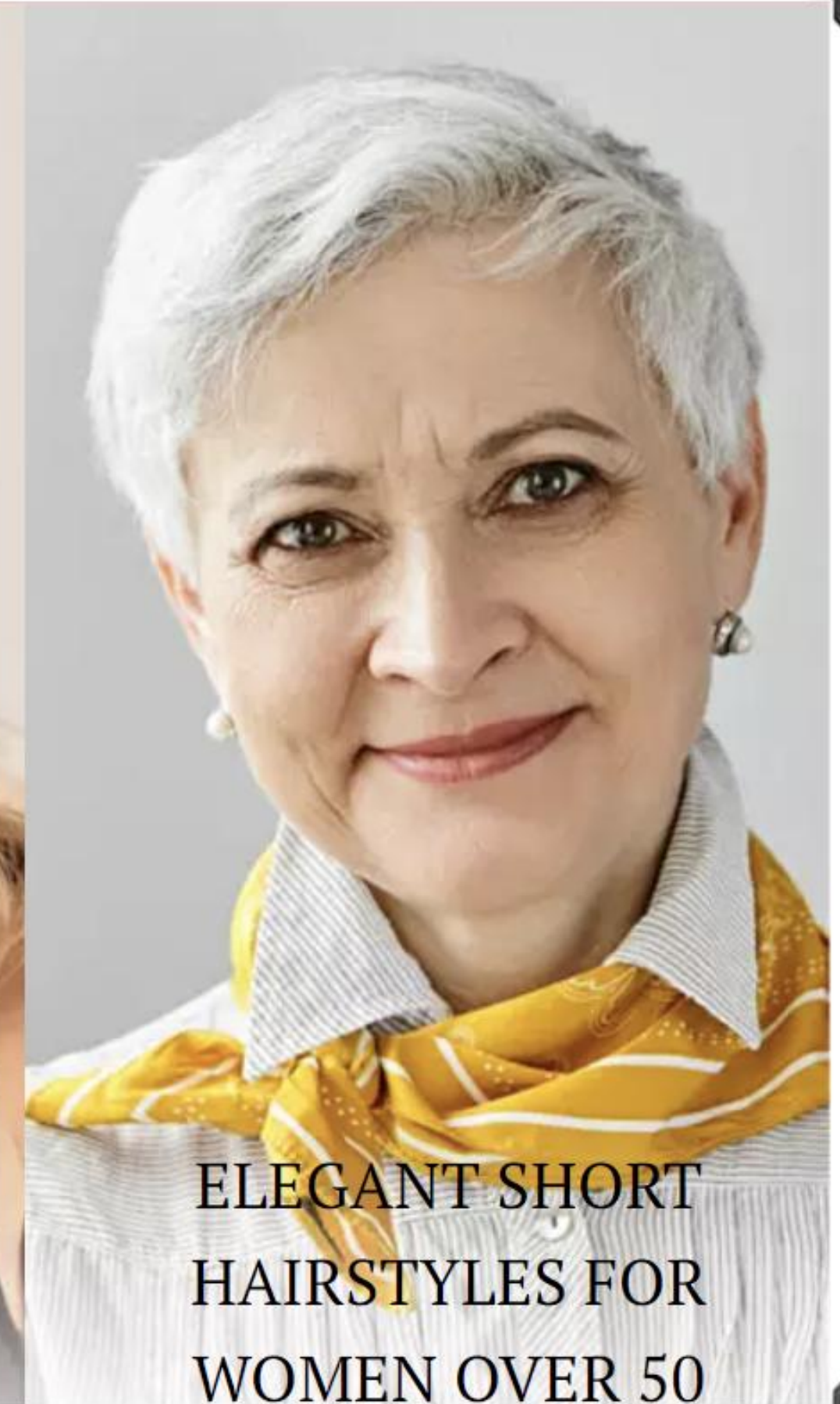
BEST SHORT HAIRCUTS  
QUICK & EASY TO  
STYLE



A COMPLETE GUIDE  
TO CURTAIN BANGS TO  
WEAR



100 BALAYAGE HAIR  
IDEAS: FROM NATURAL  
TO DRAMATIC COLORS



ELEGANT SHORT  
HAIRSTYLES FOR  
WOMEN OVER 50

# THE AI CONTENT GOLDEN AGE



A decorative border of light brown scrollwork and flourishes surrounds the central text. The border is symmetrical and ornate, with a central rectangular frame that has decorative corners.

**WITH AI, *EVERYONE IS*  
*SUDDENLY*  
*AN EXPERT IN EVERYTHING***

...with extremely generic content.

@lilyraynyc / amsive



# TOP 10 MOST VIEWED YOUTUBE VIDEOS FOR “CHATGPT SEO”



Video Title	View Count	Date Published
I Discovered The Perfect ChatGPT Prompt Formula	1.1M views	1 year ago
How to Write a Blog using AI in 10 minutes (Undetectable & Plagiarism Free)	724K views	1 year ago
Master SEO Content with ChatGPT: Learn Best Hacks in 10 minutes	633K views	1 year ago
Revolutionize Your SEO with Chat GPT: This Chrome Extension Changes Everything!	429K views	2 years ago
How I Ranked On Google In Under 8 Hours Using AI SEO	382K views	1 year ago
How to perform an SEO HEIST using ChatGPT	323K views	1 year ago
The NEW Way to Do SEO in 2024 (Full Guide)	319K views	1 year ago
This Free ChatGPT SEO Script Is Worth Millions	294K views	1 year ago
I Used ChatGPT to Rank #1 in Google (in One Hour)	290K views	11 months ago
ChatGPT for SEO: Best (and Worst) Use Cases	241K views	2 years ago
How to Use ChatGPT For SEO   Top 5 Use of ChatGPT for SEO   Keyword Research with ChatGPT	223K views	2 years ago
Use Chat GPT for SEO   100% Free ChatGPT chrome extension   Keyword Research by Chat GPT	199K views	2 years ago

8 million total views to top 10 videos

@lilyraynyc / amsive

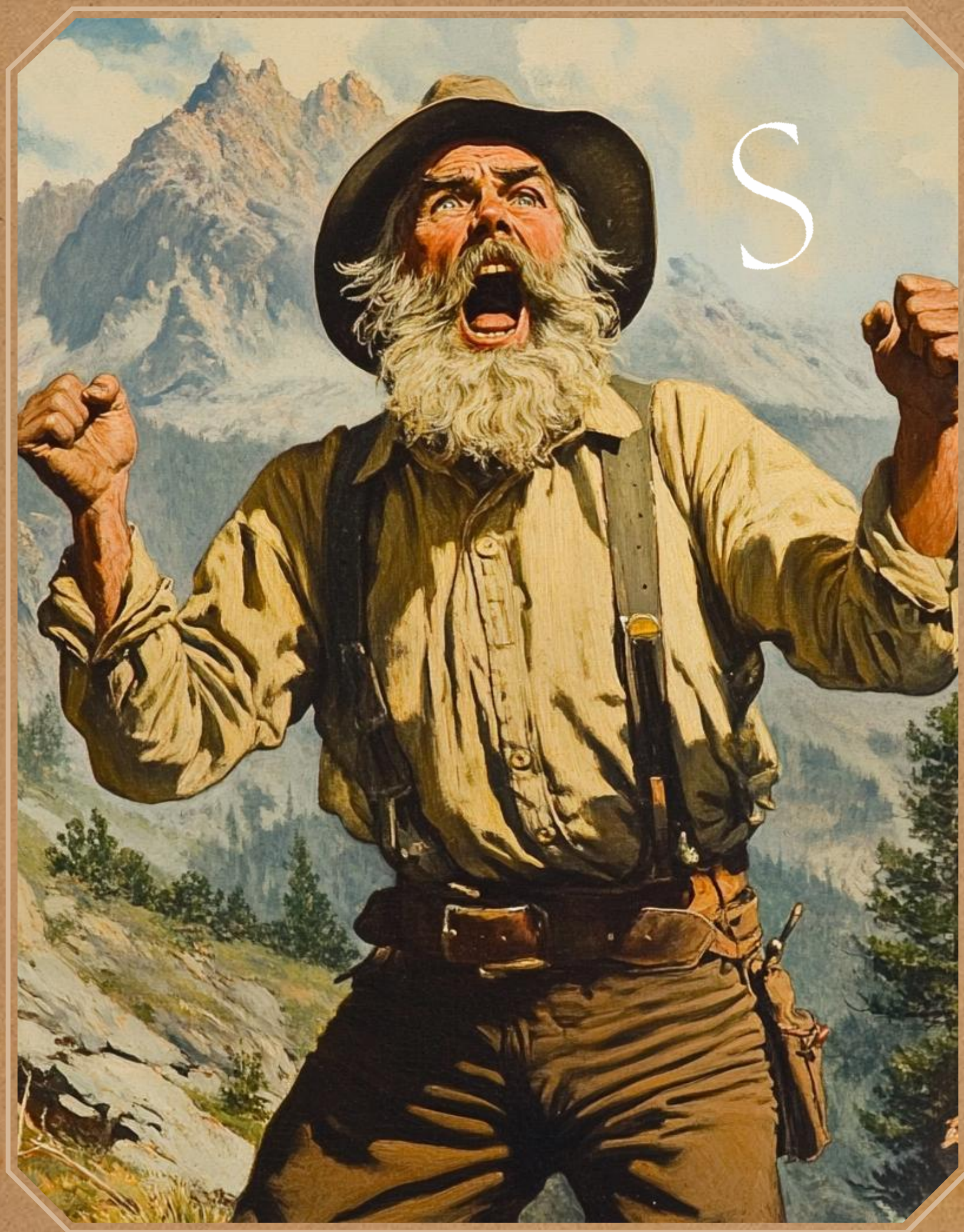




FUN  
FACT:  
GOOGLE  
OWNS  
YOUTUB  
E.

@lilyraynyc / amsive





This is the SEO  
equivalent of  
shouting "Spam!" from  
the mountain tops.





# ANOTHER SEO GOLD RUSH

High volume

+ low effort SEO opportunities


- ◆ QUOTES
- ◆ JOKES
- ◆ RIDDLES
- ◆ ANGEL NUMBERS
- ◆ HOROSCOPES
- ◆ CELEBRITY NET WORTH


@lilyraynyc / amsive





# PROGRAMMATIC SEO


## Gold Rush


♦ Using templates &  databases to automatically create keyword-targeted landing pages at scale


 ZoomInfo  
<https://www.zoominfo.com/ketjen> ⌵  
**Ketjen - Overview, News & Similar companies**  
Ketjen has 1,096 employees What industry does Ketjen belong to? Ketjen is in the industry of: Chemicals, Petrochemicals, Glass & Gases, Manufacturing What is ...

 ZoomInfo  
<https://www.zoominfo.com/kmart> ⌵  
**Kmart - Overview, News & Similar companies**  
Kmart is a leading integrated retailer offering quality products through a portfolio of exclusive brands that include Jaclyn Smith, Joe Boxer, ...

 ZoomInfo  
<https://www.zoominfo.com/clearspeed> ⌵  
**Clearspeed - Overview, News & Similar companies**  
Clearspeed is the market leader for assessing risk in speech. Global organizations trust our highly precise, accurate, and unbiased voice analytics to ...

 ZoomInfo  
<https://www.zoominfo.com/appliedvr> ⌵  
**AppliedVR - Overview, News & Similar companies**  
AppliedVR is a leader in digital therapeutics, pioneering virtual reality-based treatments that address the complexity of chronic pain.

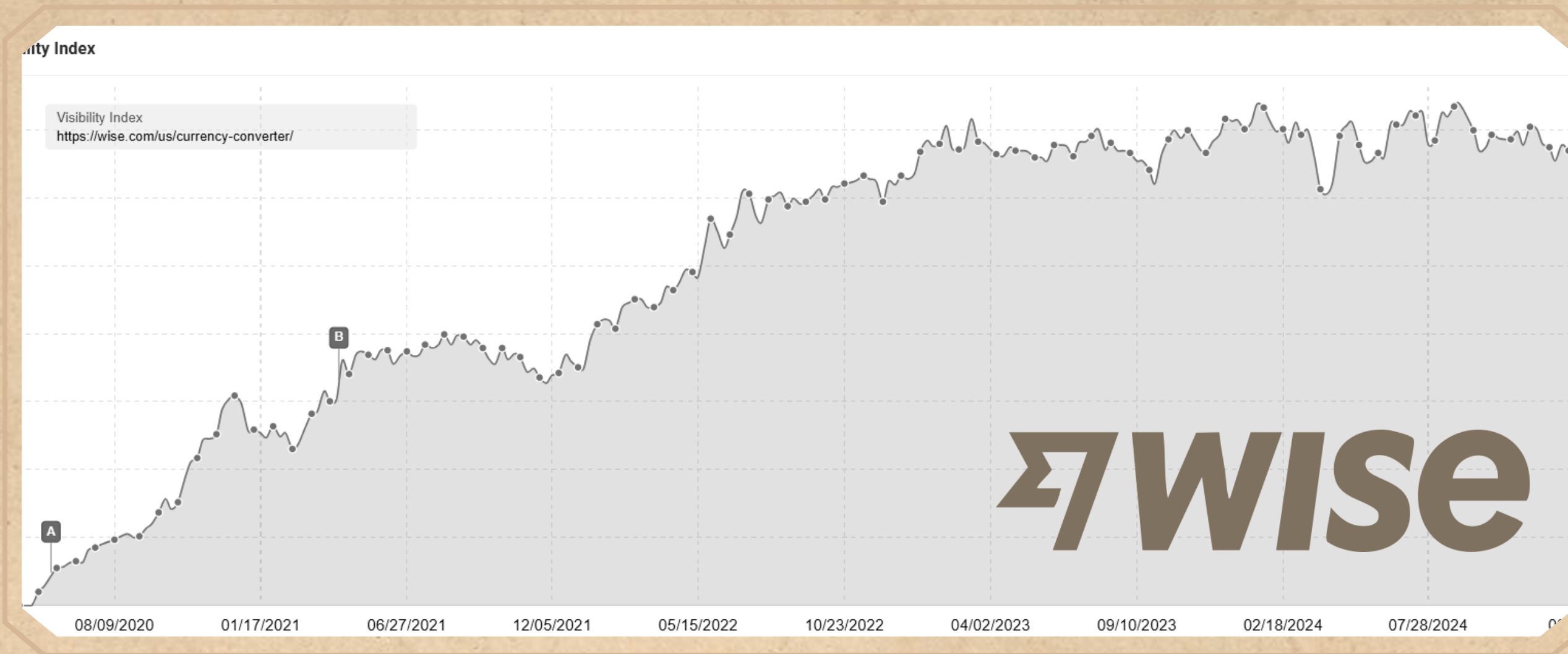
 ZoomInfo  
<https://www.zoominfo.com/labster> ⌵  
**Labster - Overview, News & Similar companies**  
Labster is dedicated to developing fully interactive virtual laboratory simulations that are designed to enhance traditional learning outcomes by ...

 ZoomInfo  
<https://www.zoominfo.com/sullymac> ⌵  
**SullyMac - Overview, News & Similar companies**  
SullyMac provides electrical and technical services for a broad vairyety of challenges and solutions.

@lilyraynyc / amsive



# PROGRAMMATIC SEO CAN BE EFFECTIVE...



when executed well...

...& pages are tied to real products.



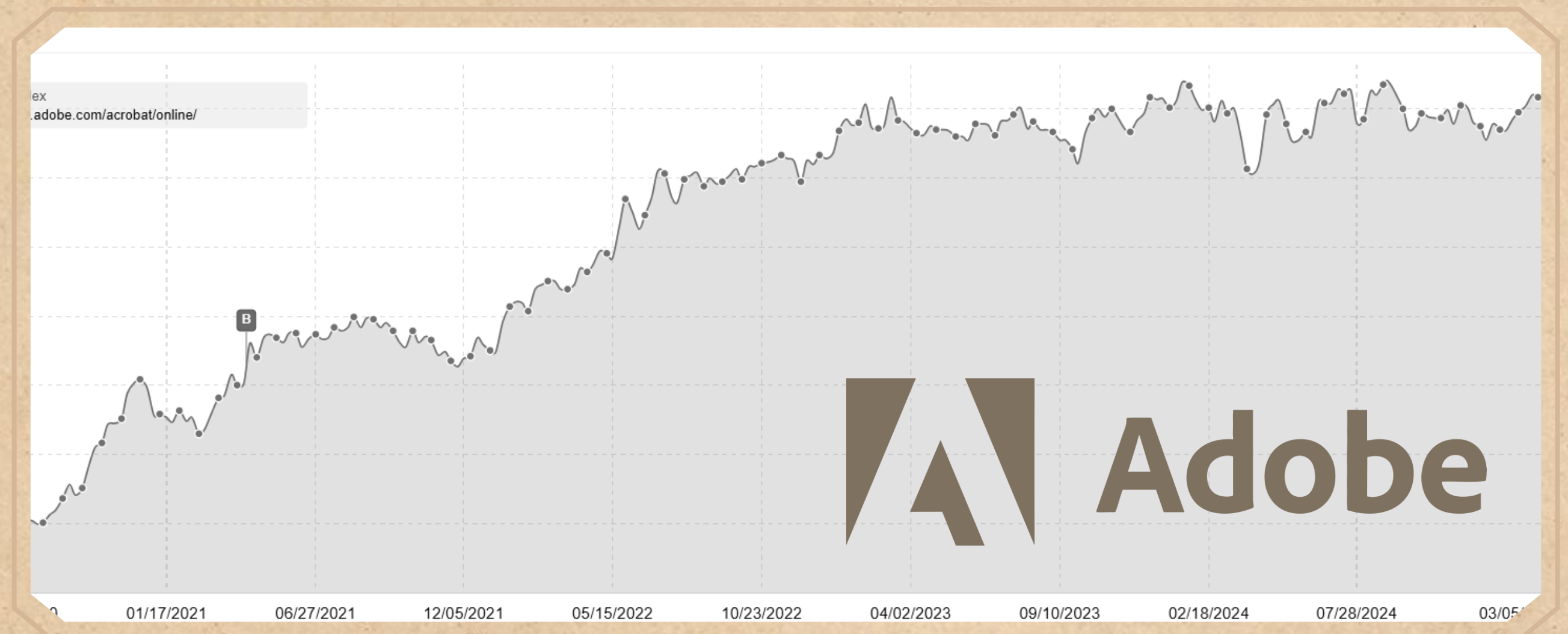
## Wise

Currency converters | ~30K pages\*

2.7MM monthly organic traffic\*

## Adobe

PDF tools | 26 URLs  
4.67MM monthly organic traffic\*





# BUT SCALING THIS CONTENT WITH LITTLE EFFORT AND NO ORIGINAL INSIGHTS...

Title 1

Best Things to Do in Auckland, New Zealand  
Best Things to Do in Belize  
Best Things to Do in Calgary  
Best Things to Do in Chicago With Teenagers  
Best Things to Do in Detroit  
Best Things to Do in Juneau During an Alaska Cruise  
Best Things to Do in Kigali, Rwanda  
Best Things to Do in Lisbon for Under 10 Euros  
Best Things to Do in Montego Bay, Jamaica  
Best Things to Do in Mpumalanga, South Africa  
Best Things to Do in Nassau, Bahamas  
Best Things to Do in Nuremberg, Germany  
Best Things to Do in Paris, France  
Best Things to Do in Peru's Sacred Valley  
Best Things to Do in Portugal  
Best Things to Do in Rwanda  
Best Things to Do in Tijuana  
Best Things to Do in Western Massachusetts  
Best Things to Do on Bora Bora  
Best Things to Do on the Beara Peninsula  
Best Things to Do With Kids in London  
Best Things to Do With Kids in Orange County

Title 1

Driving in Aruba: What You Need To Know  
Driving in Bali, Indonesia: What You Need to Know  
Driving in Borneo: What You Need to Know  
Driving in Chicago: What You Need to Know  
Driving in Detroit and Michigan: What You Need to Know  
Driving in Doha: What You Need to Know  
Driving in Germany: What You Need to Know  
Driving in Greece: Renting a Car  
Driving in Jamaica: What You Need to Know  
Driving in Los Angeles: What You Need to Know  
Driving in Mexico: What You Need to Know  
Driving in Miami: What You Need to Know  
Driving in Nashville: What You Need to Know  
Driving in Nepal: What You Need to Know  
Driving in New Zealand: What You Need to Know  
Driving in Paraguay: What You Need to Know  
Driving in Paris, France: What You Need to Know  
Driving in Scandinavia: What You Need to Know  
Driving in South Africa: What You Need to Know  
Driving in Thailand: What You Need to Know  
Driving the Ultimate Quebec Road Trip

Title 1

The Most Beautiful Bookstores in the World  
The Most Beautiful Castles in New York State  
The Most Beautiful Coffee Shops in the World  
The Most Beautiful Lakes in New Zealand  
The Most Beautiful Lakes in Switzerland  
The Most Beautiful Places in Hawaii  
The Most Beautiful Theaters in the U.K.  
The Most Beautiful Waterfalls in Africa  
The Most Clever Cruise Hacks and Tips Seen on Pinterest  
The Most Colorful and Interesting Festivals in Nepal  
The Most Creative Airline Safety Videos of All Time  
The Most Dog-Friendly National Parks in the U.S.  
The Most Expensive Hotel Room in America  
The Most Extreme Ziplines in America  
The Most Iconic Steel Roller Coasters in the World  
The Most Luxurious Hotels in Dubai  
The Most Popular Cities in Colombia  
The Most Popular Destinations on the Gringo Trail  
The Most Popular Islands (Cayes) of Belize  
The Most Romantic Islands in the World  
The Most Romantic Restaurants in San Diego  
The Most Romantic Ryokans in Japan

Title 1

The Complete Guide to Chilean Patagonia  
The Complete Guide to Dhanushkodi in Tamil Nadu  
The Complete Guide to Disney's Toy Story Land  
The Complete Guide to Driving Maui's Road to Hana  
The Complete Guide to Iceland's Reykjadalur Hot Springs  
The Complete Guide to Iceland Hot Spring Etiquette  
The Complete Guide to Kutaisi, Georgia  
The Complete Guide to Lalibela, Ethiopia's Rock-Cut Churches  
The Complete Guide to Marvel's Avengers Station  
The Complete Guide to Military Discounts at Disney World  
The Complete Guide to MoMA in New York City  
The Complete Guide to Mount Hood National Forest  
The Complete Guide to New York's Empire State Trail  
The Complete Guide to New Zealand's Great Walks  
The Complete Guide to Ohio's Hocking Hills Region  
The Complete Guide to Oregon's Smith Rock State Park  
The Complete Guide to Palenque  
The Complete Guide to Reno's National Automobile Museum  
The Complete Guide to Switzerland's Nature Parks  
The Complete Guide to the Grotto in Portland  
The Complete Guide to the Key West Express Ferry  
The Complete Guide to the National Parks of the Seychelles  
The Complete Guide to the Philippines' Chocolate Hills  
The Complete Guide to Toronto's PATH system  
The Complete Guide to Trione-Annadel State Park

IS WHAT GOOGLE MEANS BY  
"CONTENT WRITTEN FOR SEARCH ENGINES."





Lily Ray 🧐🔵 @lilyraynyc · Jul 24, 2023

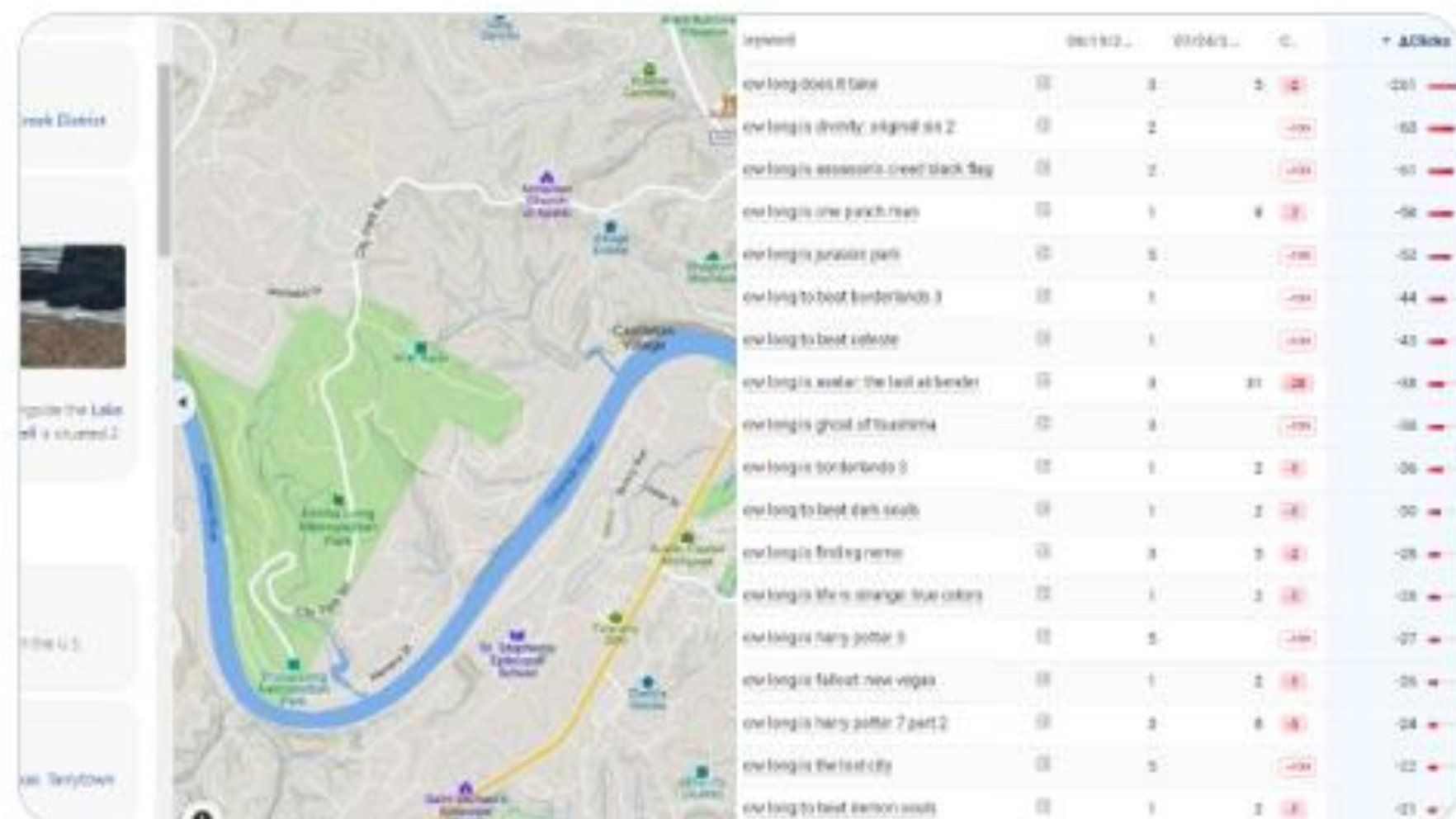
Promote



Just dug into dozens of sites seeing significant ranking volatility

Many of them appear to be using "Programmatic SEO"

They're scraping & repurposing data from other sites to create huge numbers of hyper-specific landing pages about songs, maps, schools, pets, etc. (1/2)



10

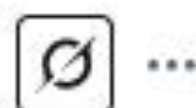
14

89

32K



John 🧐🔵 ... 🔒  
@JohnMu



love fire, but also programmatic SEO is often a fancy banner for spam.

12:48 PM · Jul 25, 2023 · 6,110 Views

7

6

64

2



@lilyraynyc / amsive

JULY 2023

Was this a warning?



# THAT DIDN'T STOP THE PROGRAMMATIC SEO GOLD RUSH

10.2 MILLION RESULTS ON  
GOOGLE FOR "PROGRAMMATIC  
SEO")



**Programmatic SEO**

**Programmatic SEO**

Ask the community

**Programmatic SEO - Indexing**

Need help

**Programmatic SEO: Your missing link to 1M+ sessions**

**Programmatic SEO Examples That Actually Work**

**Programmatic SEO: What Is It And How To Do It**

**Programmatic SEO: A Beginner's Guide (with Examples)**

TECHNICAL SEO  
**Programmatic SEO : A comprehensive guide**

**Programmatic SEO: How to increase search traffic with no-code tools**

**Programmatic SEO for Websites (Examples + Tools)**

**Programmatic SEO: Create Thousands of Web Pages That Convert**

**Programmatic SEO possible with WeWeb?**

Ask us anything

**Exploring programmatic SEO: Real-world examples and insights**



# A NEW ERA OF SPAM POLICIES & ALGORITHM UPDATES

(2023-2025)

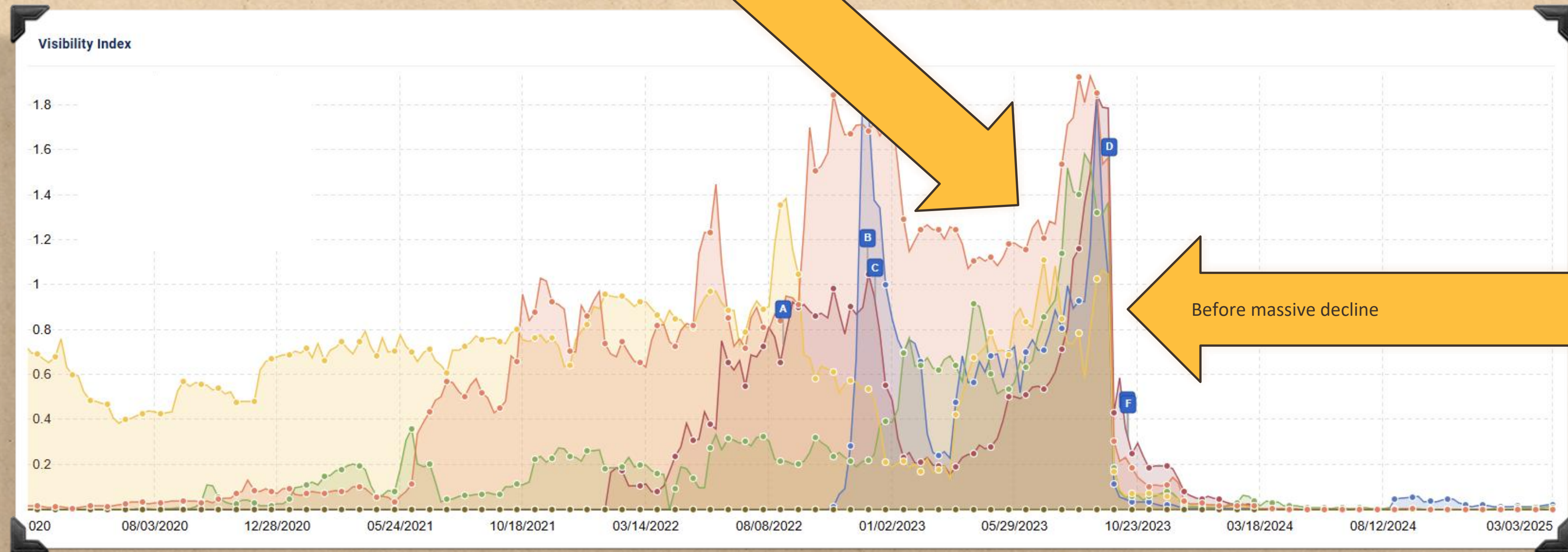


@lilyraynyc / amsive



# HELPFUL CONTENT UPDATE

(SEPT 2023)



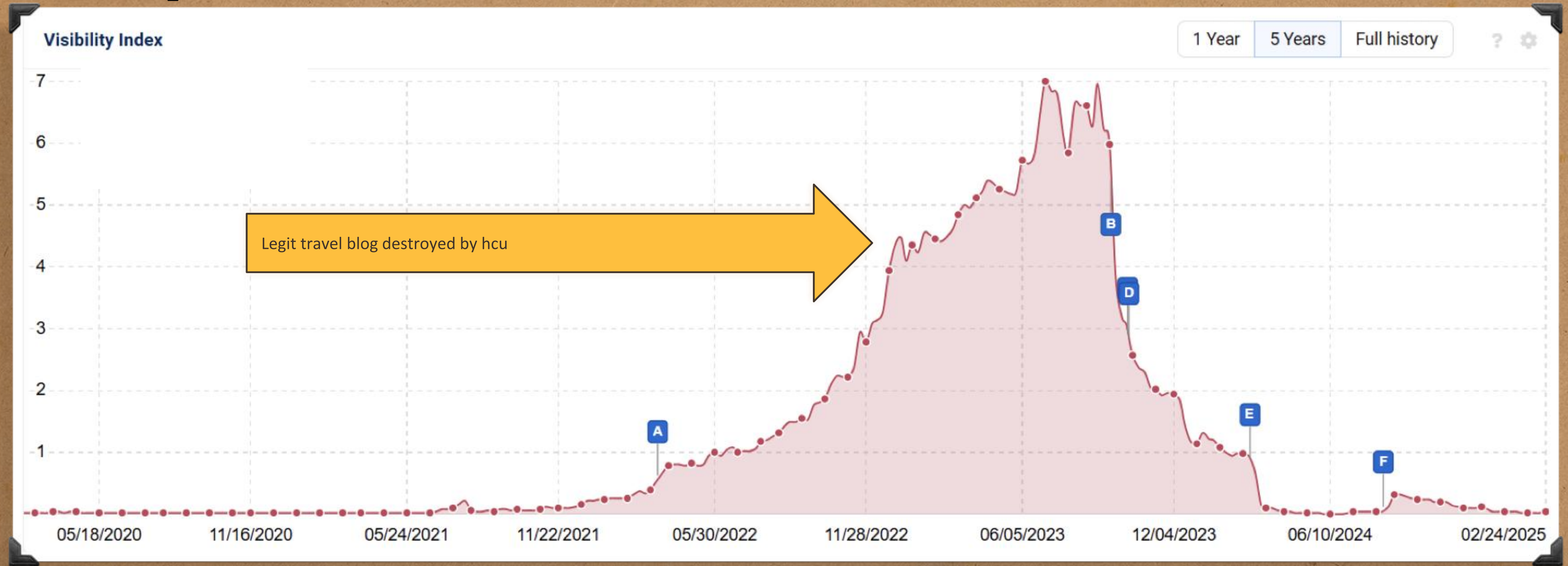
Little to no recoveries among thousands of  
affected niche sites  
@lilyraynyc / amsive



# SIGNIFICANT COLLATERAL DAMAGE

@lilyraynyc / amsive

Machine learning Google algorithm update =  
lacks precision

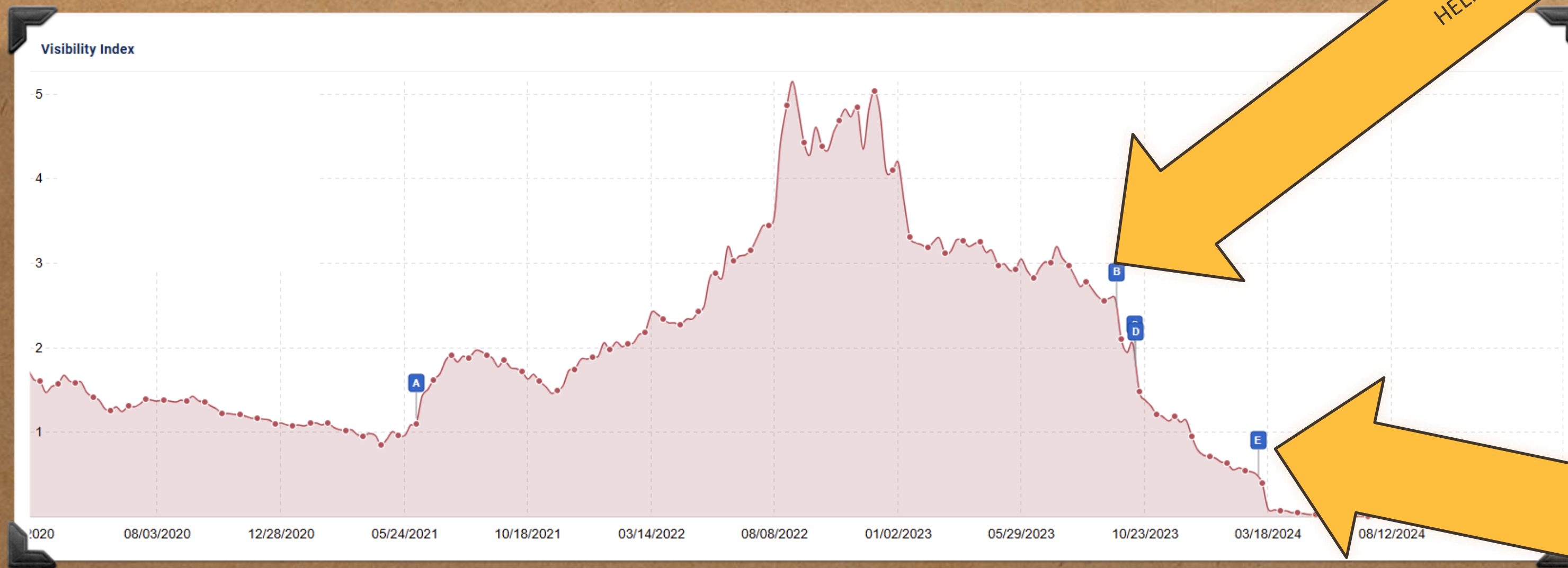




# MARCH 2024 CORE & SPAM UPDATE



- ♦ The biggest core update in Google's history (45 days)
- ♦ Reduced "unhelpful"



Keyword	06/12/2...	03/03/2...	C..
quotes on lyrics of songs	1	14	-13
songs lyric quotes	1	23	-22
funny inspirational quotes	3	76	-73
quotes on spirituality	6	72	-66
quotes on when to let go	5	39	-34
women's positive quotes	5		>100
relationship quotes	5		>100
quotes for lessons in life	4	38	-34
quotes on lessons of life	4	40	-36
anchorman quotes	1	21	-20
friendship quotes	9		>100
spicoli	1	72	-71
positive quotes	16		>100
quotes from songs lyrics	1	14	-13
inspirational quotes for kids	2	90	-88
quotes for superhero	1	22	-21
empowerment quotes	3	88	-85
inspirational quotes for women	6		>100
talladega nights quotes	2	31	-29



## CORE & SPAM UPDATES:

# TARGETS CONTENT WRITTEN FOR SEARCH ENGINES.

EVEN BIG BRANDS WITH HISTORICAL SEO SUCCESS ARE IMPACTED.



Dec. spam update

♦ Famous quotes

♦ How to type emojis

Affected blog articles

♦ Resignation letters

♦ Business names

♦ Small business ideas

♦ Mission statements



# CRACKDOWN ON SITES THAT SCALE LOW-QUALITY CONTENT

(SCALED CONTENT ABUSE)

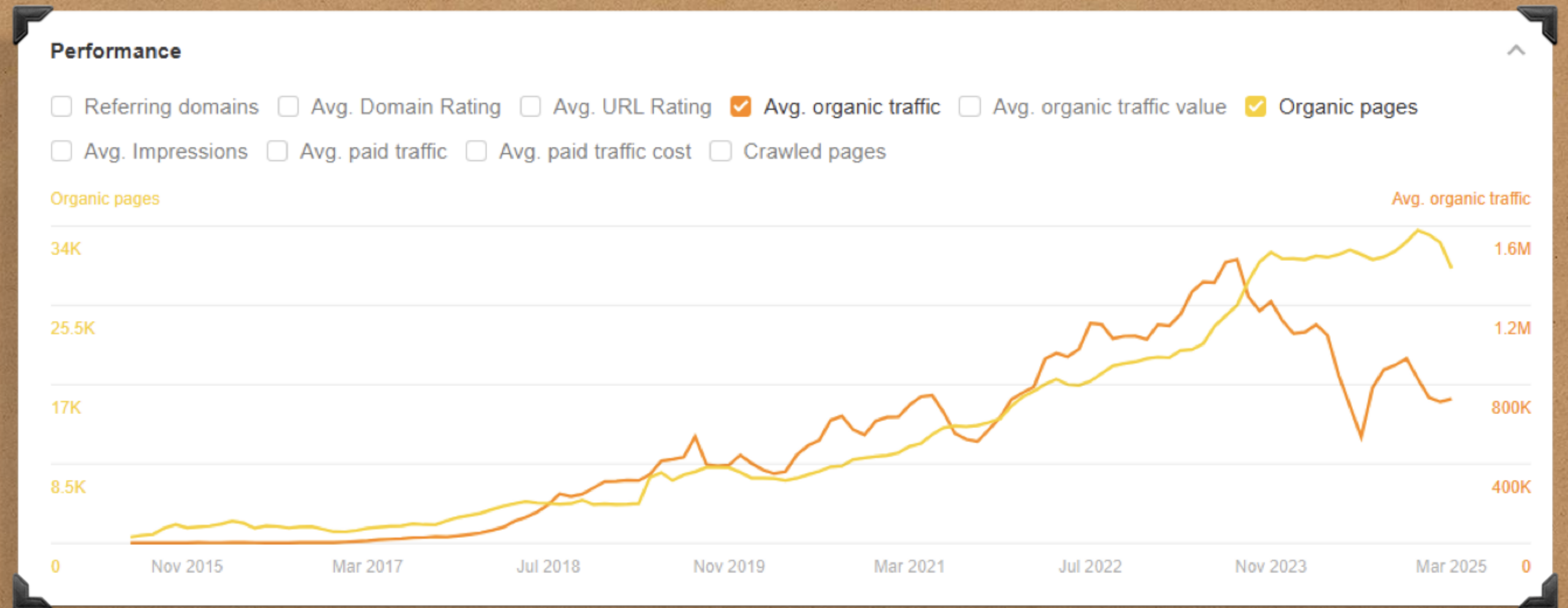


## ahrefs

ORGANIC TRAFFIC

VS.

ORGANIC PAGES





**Ask yourself:**  
IS THIS CONTENT ACTUALLY USEFUL  
FOR SEARCHERS? OR IS IT *PURELY AN SEO*  
*PLAY?*

@lilyraynyc / amsive

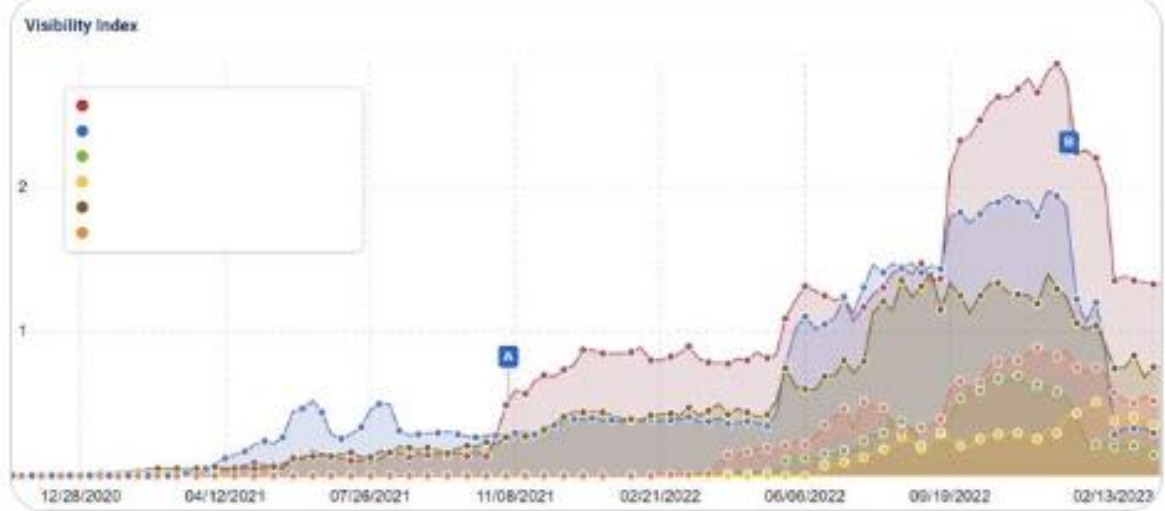


# "IT WORKS UNTIL IT DOESN'T"

**Lily Ray** @lilyraynyc · Feb 14, 2023

In today's episode of "it works until it doesn't:"

I found a network of 16 "niche" sites (only 6 could fit in this picture) with mediocre content, questionable authors, all interlinking, w/ same template, same exact language on the "About" page... all hit hard by the Dec. HCU.



12 5 67 19K

**Lily Ray** @lilyraynyc · Jul 19, 2023

Lots to dig into here. My main thought, like most things in SEO:

It works until it doesn't.

I would be skeptical about assuming that just because something worked literally once, that this should guide your future strategy...

Also had to laugh at the part in red.



1 1 43 7.7K

**Lily Ray** @lilyraynyc · Mar 19, 2024

I got a lot of hate last year when I shared that this is the type of thing that works until it doesn't.



6 1 43 7.7K

**Lily Ray** @lilyraynyc · Oct 12, 2023

As the saying goes:

It works until it doesn't.

**Martin Jeffrey** · 1st  
Content is Fire | SEO is Gasoline.

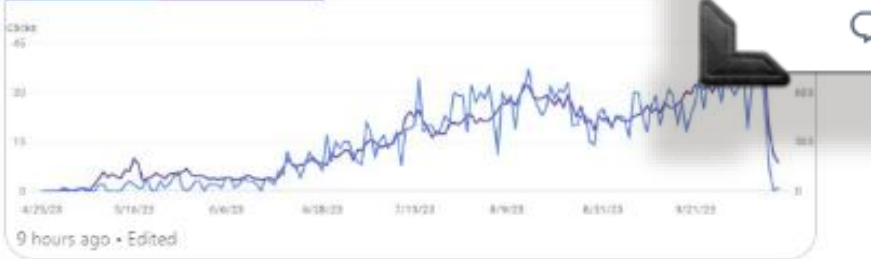
Over the last year, I've consistently seen agencies (of all types) and companies use AI-created content directly onto their websites without any expectation it would harm the website. In April I started a test with a small website of around 15 pages of long-form AI content, SEO optimised for a particular niche.

Within about two months the website was outranking some major competitors on a number of keywords, and growth was looking steady - was I wrong about AI content? And then this Sunday hit.

Now this coincides with a Spam Update currently rolling out, but the only reason I could have lost all my keyword rankings has to be AI-created content. Whether this 'spam' update is also looking at AI content, or Google, as I believe, doesn't on AI content.

Either way, the results show for themselves. Don't stick chat GPT content on website without very heavy edits or just use it for inspiration.

#chatgpt #aicontent #programmaticseo #AISEO



45 113 418 96K

**Lily Ray** @lilyraynyc

It still works until it doesn't.

5:03 PM · Nov 1, 2021

**Thomas Ballantyne** @Thos003 · Feb 28, 2023

It works in SEO until it doesn't.

@lilyraynyc  
#Pubcon

3

**Lily Ray** @lilyraynyc · Nov 28, 2022

A fascinating case study of two niche travel sites using the exact same template, repurposing existing UGC & adding nothing new, probably using AI content, and certainly using fake authors.

A = helpful content update  
B = spam update

It works until it doesn't.



14 72

**Lily Ray** @lilyraynyc

I agree with you. I think some of these agencies actually don't understand the risk involved with what they are doing. It works until it doesn't.

5:04 PM · Mar 8, 2024 · 120 Views

@lilyraynyc / amsive





# PARASITE SEO

~2019 - 2024

@lilyraynyc / amsive



# PARASITE SEO

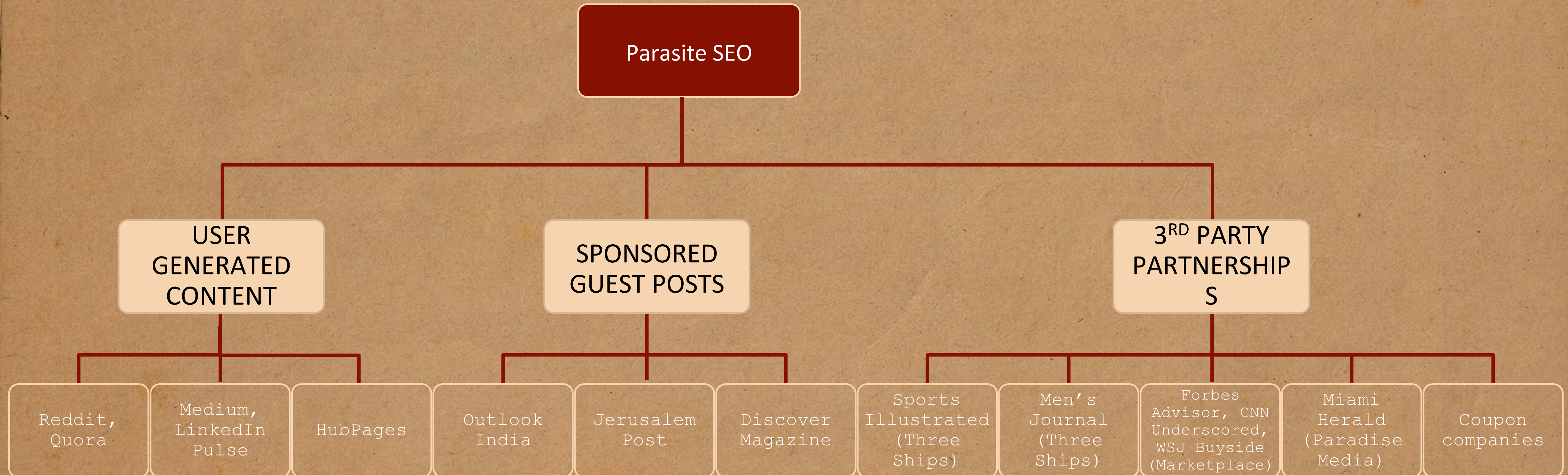
PUBLISHING 3<sup>RD</sup> PARTY  
CONTENT ON A HIGH-  
AUTHORITY WEBSITE TO  
BOOST YOUR RANKINGS





# TYPES OF PARASITE SEO

@lilyraynyc / amsive





# EXAMPLES OF PARASITE SEO: 3<sup>RD</sup> PARTY CONTENT



@lilyraynyc / amsive









# SITE REPUTATION ABUSE: A ROUGH TIMELINE

@lilyraynyc / amsive



Announced "Site  
Reputation Abuse"  
with 2-month warning

Some manual  
actions  
(penalties)  
issued in May

Algorithmic  
portion  
delayed  
indefinitely

More manual  
actions  
issued in  
November

Using manual  
actions, not  
algorithms  
for now

March 2024

May 2024

August 2024

November 2024

Present



# THE SNEAKY ADDITION OF “FREELANCERS”

ONE DAY BEFORE  
MANUAL ACTIONS  
WERE ISSUED.

@lilyraynyc / amsive



What is third-party content?

Third-party content is content created by a separate entity than the host site. Examples of separate entities include users of that site, freelancers, white-label services, content created by people not employed directly by the host site, and other examples listed in the [site reputation policy](#).

Does freelance content violate the site reputation abuse policy?

No, while freelance content is third-party content, freelance content alone is not a violation of the site reputation abuse policy. It is only a violation if there is **ALSO** an attempt to [abuse search rankings](#) by taking advantage of the host site's ranking signals.

Updating our site reputation abuse policy

Since launching the policy, we've reviewed situations where there might be varying degrees of first-party involvement, such as cooperation with white-label services, licensing agreements, partial ownership agreements, and other complex business arrangements. Our evaluation of numerous cases has shown that no amount of first-party involvement alters the fundamental third-party nature of the content or the unfair, exploitative nature of attempting to take advantage of the host's sites ranking signals.



# TYPES OF PARASITE SEO

@lilyraynyc / amsive



Parasite SEO

USER  
GENERATED  
CONTENT

SPONSORED

Penalized

Penalized

Somehow still OK

Reddit,  
Quora

Medium,  
LinkedIn  
Pulse

Outlook  
India

Jerusalem  
Post

Discover  
Magazine

Sports  
Illustrated  
(Three  
Ships)

Men's  
Journal  
(Three  
Ships)

Forbes  
Advisor, CNN  
Underscored,  
WSJ Buyside  
(Marketplace)

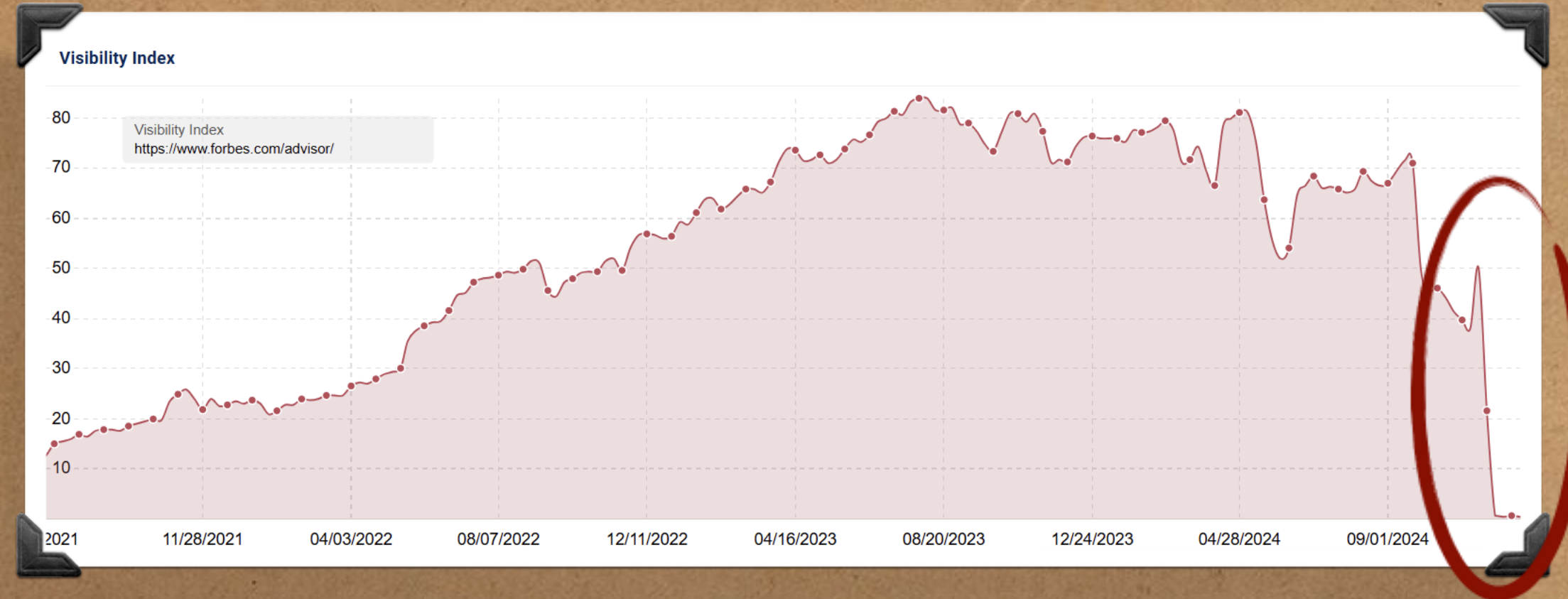
Miami  
Herald  
(Paradise  
Media)

Coupon  
companies



# IT HAS BEEN A BLOODBATH...

@lilyraynyc / amsive



**Google Cracks Down on Sites Violating Site Reputation Abuse Policy**

— Melissa Harden, VP, Search Intelligence, Digitas

**Forbes Fires Freelancers Over Google's Site Reputation Abuse Policy**

**Forbes, CNN & WSJ Affiliate Pages Collapse As Google Rolls Out Site Reputation Abuse Update**

SEARCH ENGINE OPTIMIZATION

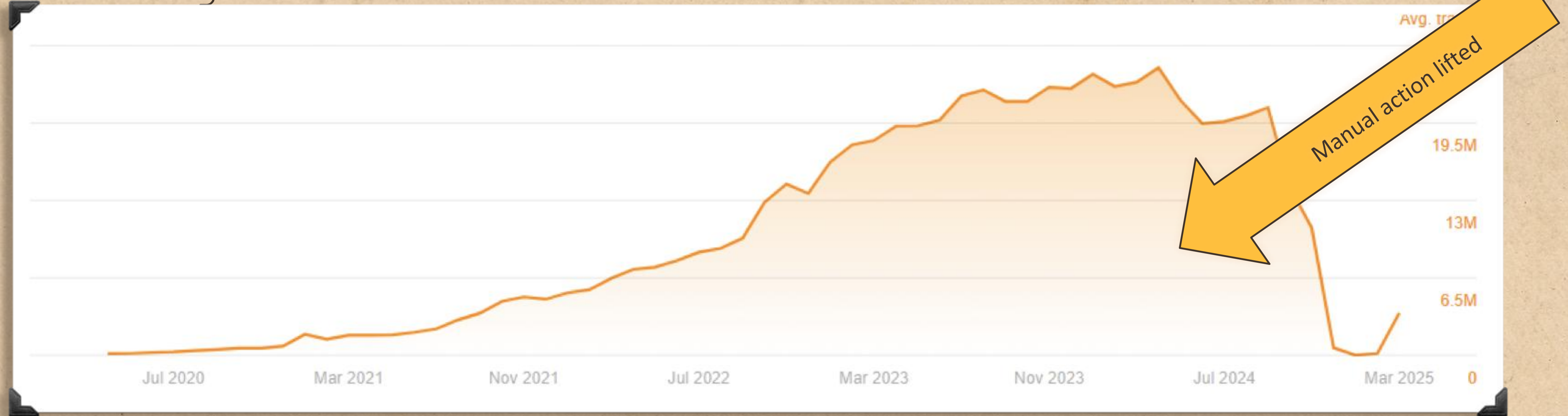
**Exclusive: Forbes, CNN, and More Lose Millions as New Google Policy Tanks Affiliate Businesses**

**Google Tweak Creates Crisis for Product-Review Sites**

New rules for recommendation sites such as Forbes Vetted and CNN Underscored threaten their business models, hurt freelancers



**Site reputation abuse** is technically “recoverable”  
if you can convince Google’s Web Spam team you are  
no longer in violation



@lilyraynyc / amsive




# SITE REPUTATION ABUSE IS TECHNICALLY “RECOVERABLE”:

- ♦ **Noindex** or **remove** offending site sections
- ♦ **Noindex freelancer content** in violation of policy
- ♦ Re-publish penalized articles using **full time in-house staff**
- ♦ Incorporate partner content into **main website/brand**  
(make it 1st party)
- ♦ **Stay in your lane** (e.g. online newspapers can't have 3rd party betting/casino content)
- ♦ Remove site sections prone to **UGC spam**
- ♦ Do not attempt to circumvent the policy – **it works until it doesn't.**



WHAT'S THE OPPOSITE OF  
"OVERLY OPTIMIZED CONTENT"  
THAT IS "WRITTEN FOR  
SEARCH ENGINES?"



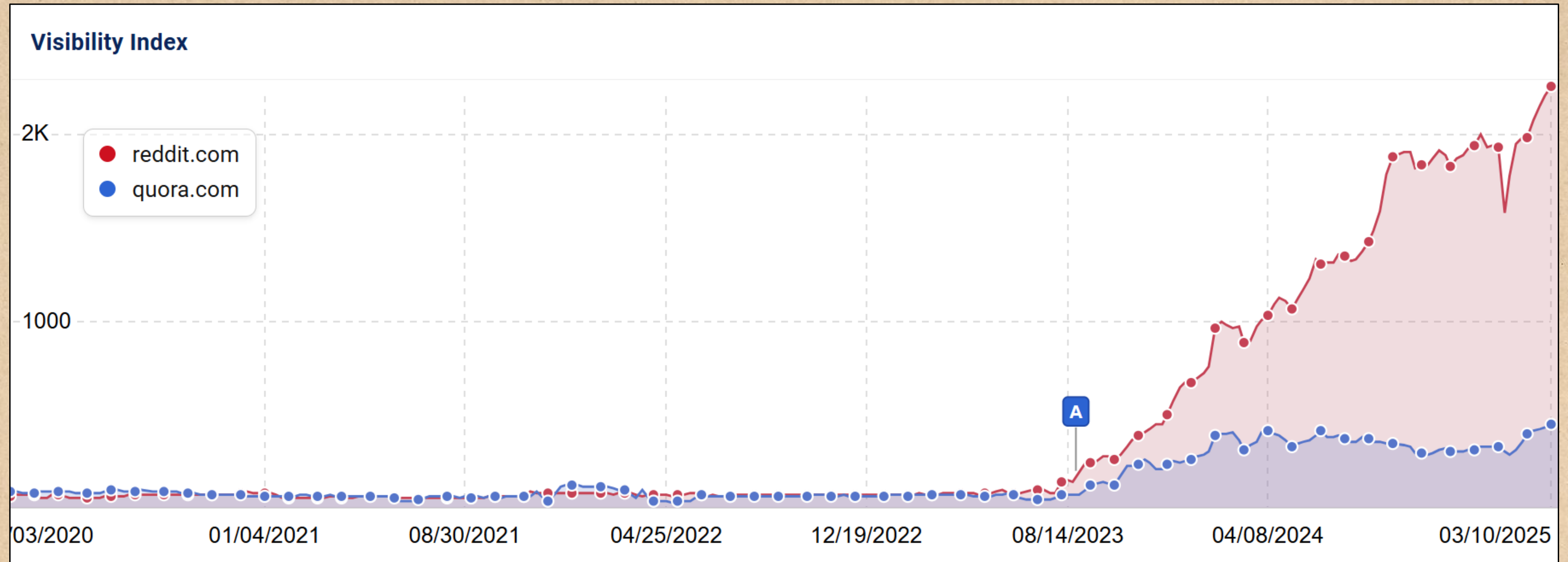


Real, authentic, human conversations on forum websites that are less  
prone to  
SEO spam... *in theory.*

@lilyraynyc / amsive



# THE REDDIT & QUORA EXPLOSION



@lilyraynyc / amsive



# SEO WINNERS: FORUMS & USER GENERATED CONTENT

Sistrix visibility increases - Jan  
2023 vs. March 2025



+3,139%



+175%



+587%



+2,971%



+2,885%



+46,578%



+202%



+4,312%



+1,462%



+63%

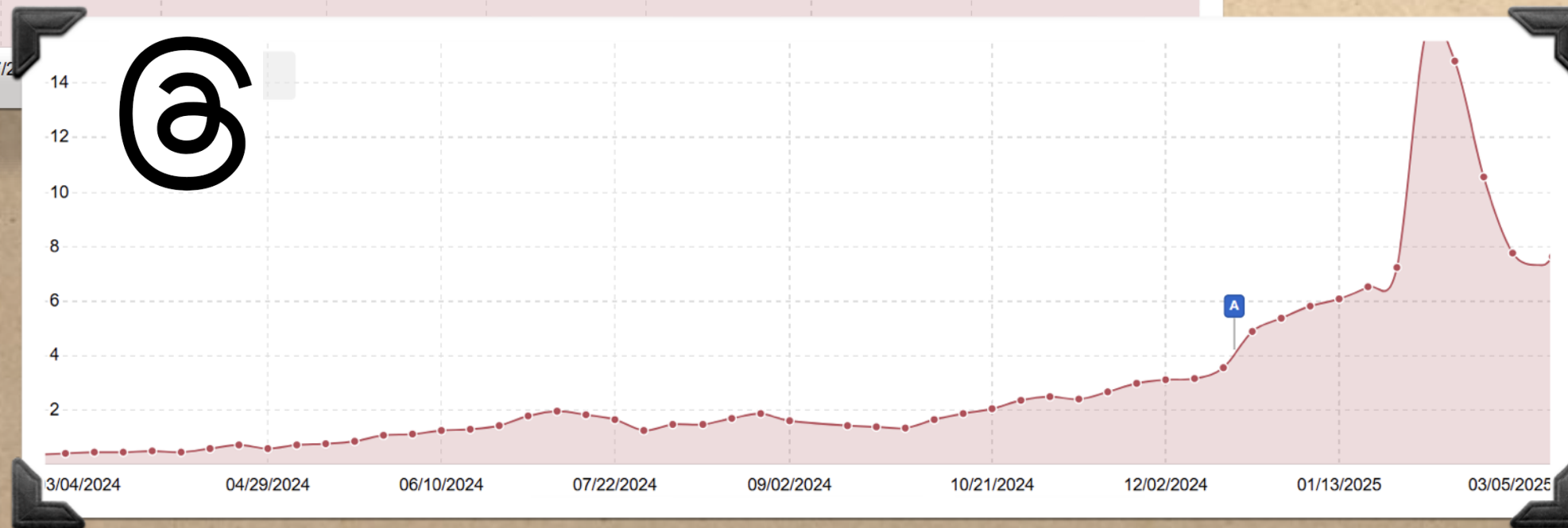
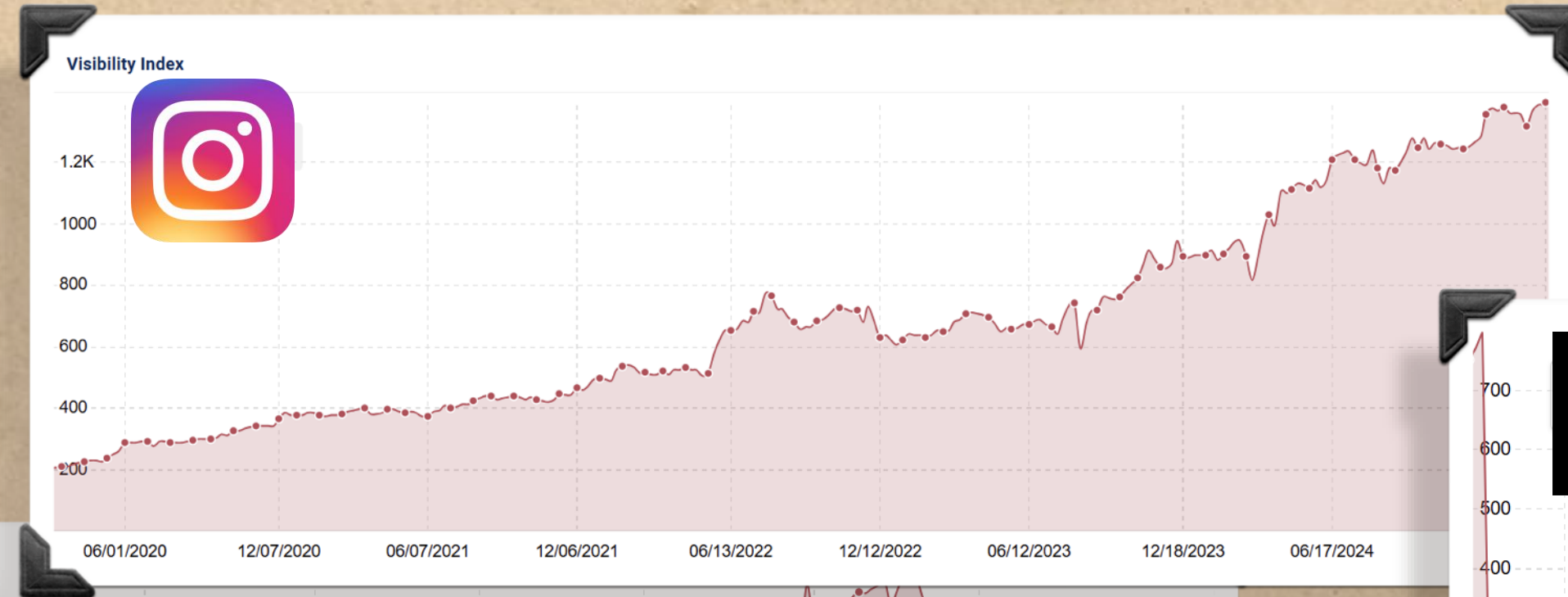


+722%

@lilyraynyc / amsive




# SEO WINNERS: SOCIAL MEDIA SITES



@lilyraynyc / əmsive



A decorative border of brown scrollwork and swirls frames the central text. The text is enclosed in a rectangular box with ornate, scalloped corners. Small diamond-shaped motifs are placed at the left and right midpoints of the box's border.

In addition to driving SEO visibility,  
forums & social media posts are  
increasingly cited by AI Overviews &  
Large Language Models.

@lilyraynyc / amsive



Social posts in LLMs

Google

where does lily ray spend january

AllImagesNewsVideosShort videosShoppingForumsMoreTools

AI Overview

Lily Ray spends January in **Buenos Aires, Argentina**, as she has been doing for the past few years, including her birthday, New Year's Eve, and the entire month.

Location:

Buenos Aires, Argentina

Activities:

She enjoys the weather, food, music, dancing, tango shows, shopping, street art, and spending time with her partner.

Social Media:

Lily Ray shares her experiences on Instagram under the handle @lilyraynyc.

Time of Year:

She spends January there, including her birthday and New Year's Eve.

Extended Trip:

She has extended her trips to Buenos Aires in the past.

Learn more

Attempting to escape the end of the world down here in Buenos Aires

Jan 22, 2025 — Attempting to escape the end of the world down here in Buenos Aires 🥰 Some highlights from this...

Instagram

Lily Ray (@lilyraynyc) • Instagram photos and videos

I'll once again be spending my real birthday, NYE and all of January in Buenos Aires AR, this time with some very lovely...

Instagram · lilyraynyc

Back to Buenos Aires for 2 more weeks ❤️ - Instagram

Feb 12, 2025 — One more week in Buenos Aires. 🥰 AR 🍷🍷🍷

These 2 months here have been nothing but total bliss. The...

Instagram

AI Overview

ChatGPT 4o



Where does Lily Ray spend January

Lily Ray, an SEO expert and DJ, spends January in Buenos Aires, Argentina. In a recent Instagram post, she mentioned, "I'll once again be spending my real birthday, NYE and all of January in Buenos Aires AR, this time with some very lovely folks in tow 🥰🥰❤️ and I truly can't..." Additionally, on January 25, 2025, she shared a post on Threads stating, "Meanwhile in Argentina."

Sources



Citations

Instagram

Lily Ray (@lilyraynyc) • Instagram photos and videos

I'll once again be spending my real birthday, NYE and all of January in Buenos Aires AR, this time with som...

threads.net

Meanwhile in Argentina. - Threads

January 24, 2025 — Meanwhile in Argentina. Photo by Lily Ray on January 25, 2025. May be an image of...

More

Instagram

It's nice to be back in NYC and I'm super excited to get ... - Instagram

2 days ago — It's nice to be back in NYC and I'm super excited to get back in the DJ booth with...

threads.net

Meanwhile in Argentina. - Threads

January 24, 2025 — Meanwhile in Argentina. Photo by Lily Ray on January 25, 2025. May be an image of...

Facebook

Ray Ray Lilly - We are saddened to announce the passing of...

January 24, 2025 — Wake will be held at her residence 311 Melanie Damishana East Coast...

Instagram

2025 is the year for new friendships So many of you ... - Instagram

January 6, 2025 — Photo by Lily Ray Wyss - Portland REALTOR® on January 04, 2025. May.

X

Lily Ray - X

January 6, 2025 — This is an interesting case study in how HCU sites continue to be limited in which SERP...

Instagram

Lily Ray (@lilyraynyc) • Instagram photos and videos

where can I find Lily Ray in January

Lily Ray (@lilyray.nyc) - Bluesky

Jason Pittcock - Yugo Media

Past Events from September 13, 2023 - Jun...

+5 sources

Perplexity

Based on recent information, Lily Ray was in Buenos Aires, Argentina in January 2025. She mentioned on January 6, 2025, that the weather in Buenos Aires had been amazing so far that January 🥰. Additionally, on January 11, 2025, she posted about finding her spot in Buenos Aires 📍. These posts indicate that Lily Ray spent at least part of January 2025 in Buenos Aires, Argentina.

ShareExportRewrite

People also ask


What cities will Lily Ray be visiting in January

Does Lily Ray have any public appearances planned for January

Can I attend any of Lily Ray's events in January

Will Lily Ray be speaking at any industry conferences in January

Are there any meet-and-greet sessions with Lily Ray in January



Search Images

Search Videos

Generate Image

perplexity

Gemini






where does Lily Ray spend January

Based on the search results, Lily Ray has expressed that she enjoys spending time in Buenos Aires, particularly in January. Here's what I found:

She has indicated a fondness for Buenos Aires and has mentioned her intention to spend "as many Januaries as possible" there.

She enjoys the slower pace of life in Buenos Aires, which is a contrast to her New York lifestyle.

Therefore, it is likely that Lily Ray spends time in Buenos Aires during the month of January.





A decorative frame with intricate swirls and a central label. The label is a horizontal rectangle with a double-line border and small diamond-shaped ornaments at its ends. The word "TAKEAWAYS" is centered within this label in a bold, dark red, sans-serif font.

# TAKEAWAYS

@lilyraynyc / amsive



Don't be tempted by SEO gold rushes.

If it feels too good to be true,  
it probably is.

@lilyraynyc / amsive



Be skeptical of popular seo hacks.  
They'll likely be considered spam soon.

@lilyraynyc / amsive



SEO is not just “on site” anymore.

Cross-platform visibility **is** key.

@lilyraynyc / amsive



Invest in individual expertise:  
Build up experts & influencers

@lilyraynyc / amsive



Your brand and your experts should be everywhere.

@lilyraynyc / amsive



Authentic, expert contributions and discussions feed seo success.

@lilyraynyc / amsive





THANK YOU

@lilyraynyc / amsive