

A YEAR IN REVIEW: 2014 GOOGLE RECAP

GOOGLE & MARKETERS HAVE HAD A BUSY YEAR, HERE ARE SOME OF THE MAJOR GOOGLE CHANGES

FEBRUARY

Google "refreshed" their page layout algorithm, known as "Top Heavy".



MARCH

Unnamed Update: Some speculated a "softer" Panda update had arrived.



MAY

4.0

Panda 4.0: This update likely included both an algorithm update & data refresh.

JUNE

No More Authorship Photos: Google removed the visual benefit of using authorship.



JULY

Pigeon: Local SEO update that dramatically change search results.



AUGUST

Authorship Removed: Google announced they would be completely removing authorship markup.



AUGUST

HTTPS/SSL: Update to reinforce Google's commitment to security.



SEPTEMBER

Benchmarking Returns to Analytics: These reports will allow users to compare their site traffic & engagement to other industry averages.

OCTOBER



Penguin 3.0: Google launched another Penguin refresh.

OCTOBER

Pirate 2.0: Google launched Pirate/DMCA update to fight against software & media piracy.

