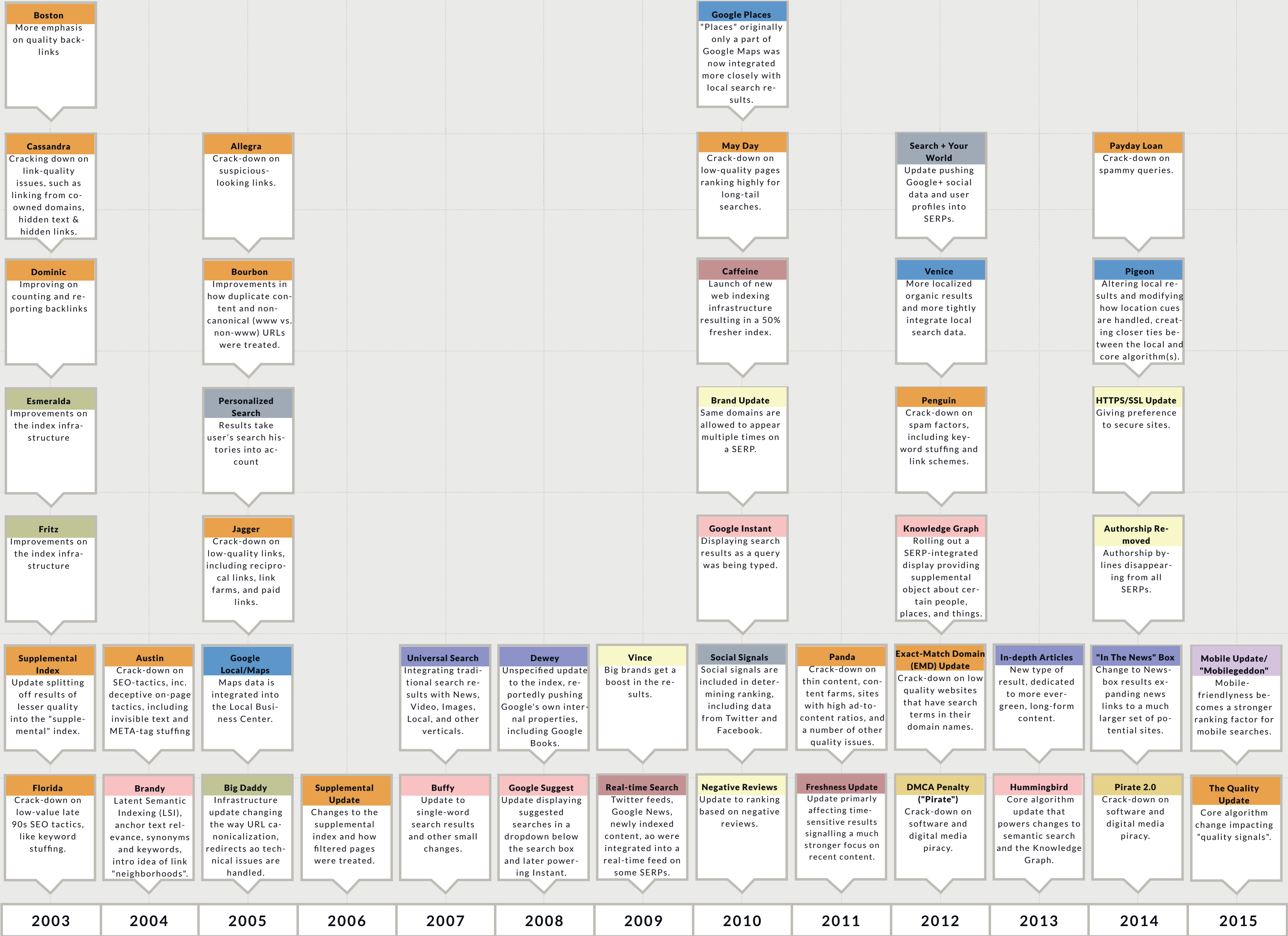


Google algorithm 'change types'



LEGEND

- Local
- Personalization / social
- Real-time / Freshness
- Semantic / Query
- Universal
- Infrastructure
- Anti-manipulation / Quality
- Anti-piracy
- Trust
- Mobile

A timeline of key Google algorithm change types from the first named and confirmed update Boston in 2002 until June 2015. The timeline is by no means exhaustive. Google changes its algorithm 500-600 times per year. While most of these changes are minor, others are 'major' in that they have the biggest impact on search. A selection is made from the work by SEO consultancy company MOZ keeps track of these major algorithm changes by tracking changes in results for a set of queries with their 'Rank Tracker' tool, community submissions and updates reported by Google.

Analysis and visualization by Esther Weltevrede
Source: <https://moz.com/google-algorithm-change>

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