

# What is Google's Helpful Content Update?

The Helpful Content System aims to promote quality content and reduce the presence of content deemed unhelpful.

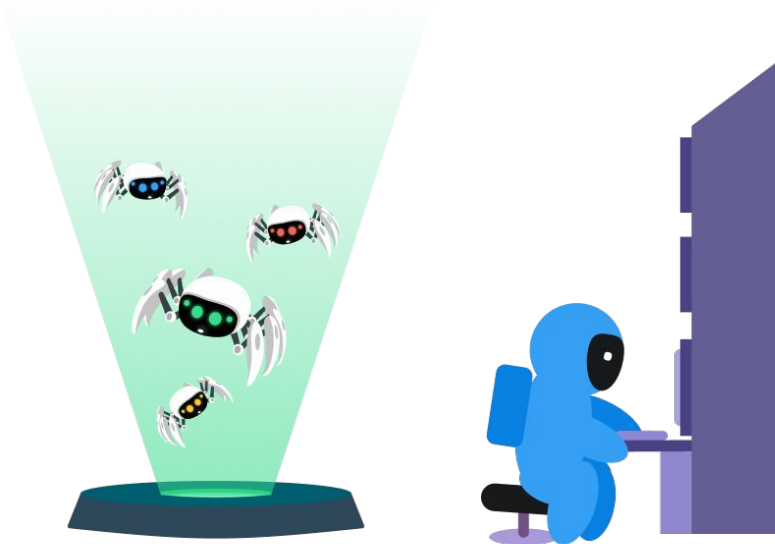
The first update introduces a site-wide signal powered by an automated continuously running machine learning classifier. The classifier aims to detect individual pieces of unhelpful content that accumulates and weighs down a site. While operating at the page level, the classifier contributes to creating a temporal, weighted state for a site that can glide higher and lower.

The latest update loosens up on machine generated content while warning about 3rd party content hosted on websites or their subdomains.

## How to ensure E-EAT and helpful content

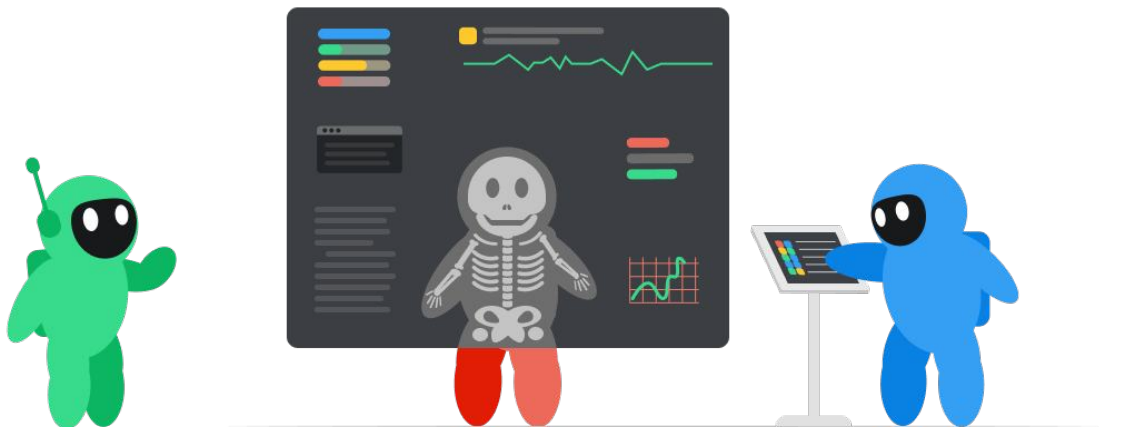
The update prioritizes the reader and provide the most valuable information possible. "SEO content" and publishing for volume will no longer work. Show your experience and expertise in your content. Google provided a [self-assessment](#) to guide you, with questions like:

- Do you provide original information, research or analysis?
- Do you provide insight beyond the obvious?
- Is the content written or reviewed by an expert or enthusiast who knows the topic well?
- Do you provide first-hand experience and depth of knowledge?
- Are you using extensive automation to produce content on many topics?



## Diagnose and fix unhelpful pages

1. Make sure the affected page is bulletproof for those terms driving the most traffic.
2. Look at the list of terms that it ranked for historically to identify those that have a slight intent mismatch.
3. If you have a page targeting the mismatch, link to it and improve it. Otherwise, create a supporting page.
4. Research variants you haven't covered and use MarketMuse Compete to find other related topics not covered.
5. Build out a supporting cluster of content making sure to link from the main page to the other in a mother/child relationship.
6. Publish the entire cluster simultaneously (~5 to 10 pages) and wait two to three weeks.
7. If it's a case of topic/site section authority score degradation, then you'll reclaim your rankings and see the parent page creep upward.



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