

# 8 Proven Tips to Recover from Google's Phantom Update?

In May 2015, webmasters and SEO professionals noticed sudden fluctuations in the Google rankings of their websites. This ranking volatility was unexpected and not announced by Google officially, so it was obvious that many SEO professionals and website owners were taken by surprise.

Therefore, we decided to conduct an interview with **Mr Satyendar Mishra, manager SEO operations, Techmagnate**, who is an experienced SEO and digital marketing professional. The objective of this interview was to get some useful insights into Google's latest **Quality Assessment Update** and what did it mean for SEO professionals. Here are some excerpts of the conversation:



**Mr Satyendar Mishra,**  
manager SEO operations,  
Techmagnate,  
New Delhi India

**Q. Do you know about the QUALITY ASSESSMENT UPDATE rolled out by Google in May 2015?**

**Satyendar Mishra:** Yes, I'm aware of it. There was noticeable ranking volatility in May and many websites were affected due to that. As always I was checking out fluctuations in SERPs using the following tools:

<https://serps.com/tools/volatility>

<http://serpmetrics.com/flux/>

<http://mozcast.com/>

And on 19th May, 2015, based on the news from Search Engine Land, it was confirmed that there was an update and it was unofficially named as Phantom Update.

This update was specifically about the quality of content and "authoritativeness" of a website. The major sites which got hit by his update were ehow.com and hubpages.com, etc.

**Q. How can you recover, if your website is hit by this update?**

**Satyendar Mishra:** Most of the websites that were not affected by the previous updates,

were not affected by this update as well. The major reason rankings were re-adjusted after this update was again the authoritativeness of your website. So, you should work upon the “branding” part and take care of the quality and “factual correctness” of your on-site content. This is what I can suggest you from SEO point of view. **Replacing the current onsite content with quality content is the best recovery strategy.**

However, I would like to give you following tips to successfully recover from the Google's penalty following the Phantom update:

**Tip #1:** Have patience! Phantom is too complex in nature, so immediate recovery is not possible.

**Tip #2:** Take a long-term approach to increasing quality and wait for at least four to six months to see some recovery in traffic and rankings.

**Tip #3:** The Update is not page-level, it is site-level, so don't assume that by tinkering a few pages, you can recover your lost rankings.

**Tip #4:** Tactics such as tinkering with urls and fixing minor coding issues on the webpages aren't going to solve this problem.

You should work upon the “branding” part and take care of the quality of your on-site content. This is what I can suggest from SEO point of view. Replacing the current onsite content with quality content is the best recovery strategy.

**Tip #5:** Make some noticeable improvements in content quality, increase user experience level, and completely avoid aggressive advertising practices, etc.

**Tip #6:** Phantom update depends on some other factors as well such as user engagement and some domain-level aspects, so post new quality content and try to regain trust in Google's eyes. Do it

site-wise as page-wise tweaking will not lead you to anywhere.

**Tip #7:** Remove thin content, such as unnecessary visuals without any supporting text or irrelevant content that serves no purpose other than directing you to another page.

**Tip #8:** Make sure text based content is visible in Google's cache; i.e. primary content should be cached.

**Q. Can content marketing play a role in increasing your search engine rankings? If yes, then how?**

**Satyendar Mishra:** Content marketing can definitely play a role. In fact, this is something which will replace most of the SEO activities prevalent today. Again, as Google is putting user-experience on top, it's the user, who is going to decide which site should go up and which one should go down. So, the quality includes usefulness and

valuableness of information. User experience includes how the customer wants to consume this information. Does he like comprehensive blogs, a Slideshare presentation, an infographic, a video, or a podcast? You can also research the type of content users enjoy the most such as - an interview, an ebook, a quiz, or simply some memes and pictures??

All of this is a part of your content marketing strategy. So, instead of focusing on any particular algorithm update, the webmasters and SEO professionals should use a more holistic and comprehensive approach. Just read [Google's content guidelines](#) and implement it religiously.

*Contact Techmagnate for any enquiries related to your digital marketing and SEO projects:*

***Techmagnate***

*101 - Kundan Nivas, 2nd Floor  
Harinagar, Ashram Chowk,  
New Delhi, Delhi India 110014  
Customer Support: +91-11-65754778  
Sales: +91-11-43534779  
E-Mail: enquiry@techmagnate.com*