

OneLocal My 2022 Google Core Update Dip

Business Description

OneLocal is where technology meets digital marketing expertise. OneLocal provides ever marketing tool that a local business needs in one platform. The OneLocal platform provides tools to target every stage of the customer journey. They also provide metrics and analytics to help track a small business' digital progress for various channels of digital marketing including paid ads, social media posts and SEO.

Problem

The problem was keyword position tracking and organic traffic for many SEO clients was dropping at the end of May 2022 and beginning of June 2022.

Objective

The objective was to provide clients with an explanation why this was happening and what tactics could be performed to reduce and eventually stop this drop.

Outcomes

In all cases the organic traffic and keyword position tracking for each SEO client increased, if not completely bounced back, within a few days. It was suspected that it was due to the May 2022 Core update by Google. This bounce back for all clients confirmed that our suspicions were correct.

Tactics

Reviewed keyword position tracking within SEMRush for over two dozen clients 24-48hrs after they expressed concern in the drop in their keyword rankings. I noticed that rankings bounced back or were climbing back to their positions before the drop. At this point it was most likely that the drop was due to the May 2022 Google Core Update and nothing more needed to be done but to monitor to keywords and ensure that they were all climbing back in rankings.

Below are some of the images of client's keyword tracking including the date where the dip occurred and where the bounce back and/or climb back occurred.





