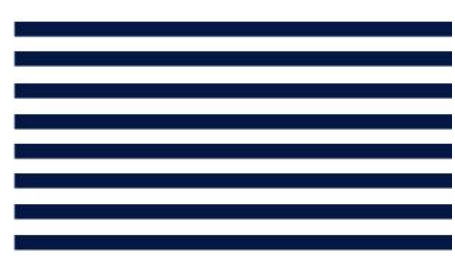


# NEWSLETTER

OCTOBER 2021



## Topic 01

GOOGLE REWRITES  
TITLES - RANKINGS  
ARE NOT  
AFFECTED

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## Topic 02

GOOGLE'S LINK  
SPAM UPDATE IS  
COMPLETE AFTER  
A MONTH

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## Topic 03

YOU WILL SOON SEE  
ADS IN INSTAGRAM  
SHOPS



**1**

**GOOGLE REWRITES TITLES - RANKINGS ARE NOT AFFECTED**

**2**

**GOOGLE'S LINK SPAM UPDATE IS COMPLETE AFTER A MONTH**

**3**

**YOU WILL SOON SEE ADS IN INSTAGRAM SHOPS**

# 1

## GOOGLE REWRITES TITLES - RANKINGS ARE NOT AFFECTED

On August 17, 2021, many people noticed Google using header tags (H1s & H2s) rather than meta title tags as titles. A number of people posted their questions and complaints related to this change on various forums and social media platforms.

Below are some of the public mentions & the answers from Google and other SEO professionals.



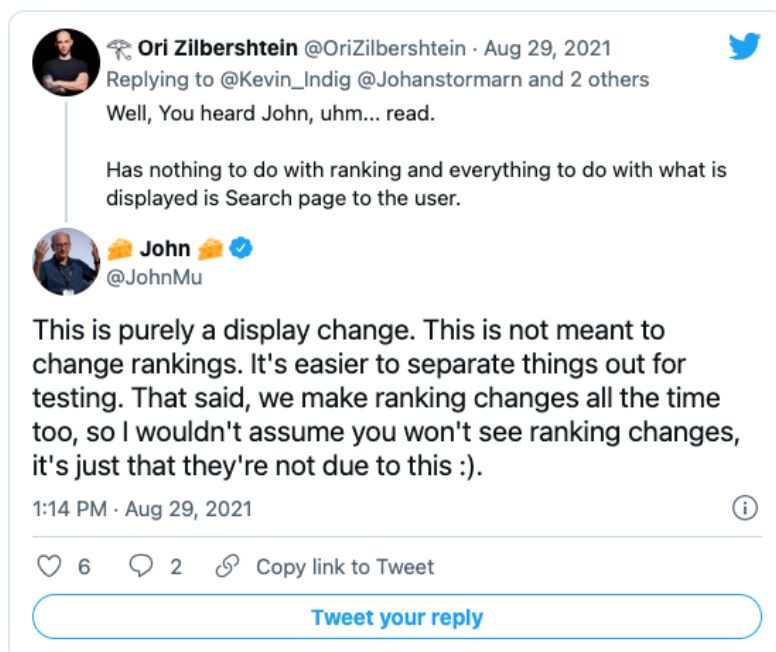
**Kevin\_Indig** @Kevin\_Indig · Aug 28, 2021  
If Google rewrites my title, does it take keywords in the title into account when it measures the relevance of a page based on the new or old title?

**John** 🙌 @JohnMu  
No

11:41 PM · Aug 28, 2021

22 3 Copy link to Tweet

[Tweet your reply](#)



**Ori Zilbershtein** @OriZilbershtein · Aug 29, 2021  
Replying to @Kevin\_Indig @Johanstormarn and 2 others  
Well, You heard John, uhm... read.

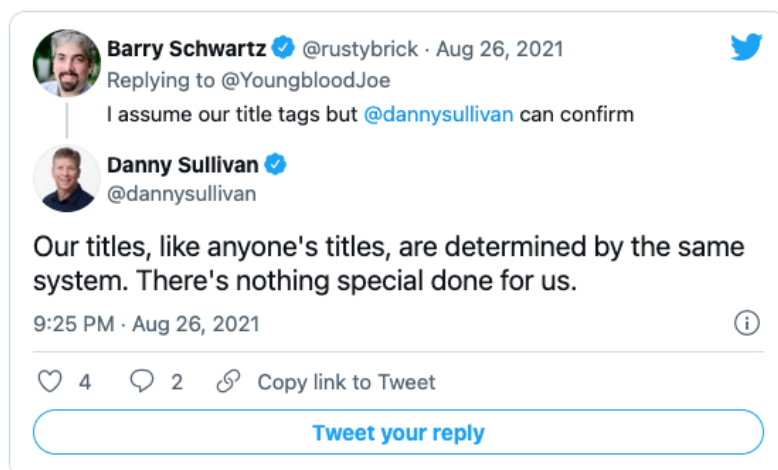
Has nothing to do with ranking and everything to do with what is displayed is Search page to the user.

**John** 🙌 @JohnMu  
This is purely a display change. This is not meant to change rankings. It's easier to separate things out for testing. That said, we make ranking changes all the time too, so I wouldn't assume you won't see ranking changes, it's just that they're not due to this :).

1:14 PM · Aug 29, 2021

6 2 Copy link to Tweet

[Tweet your reply](#)



**Barry Schwartz** @rustybrick · Aug 26, 2021  
Replying to @YoungbloodJoe  
I assume our title tags but @dannysullivan can confirm

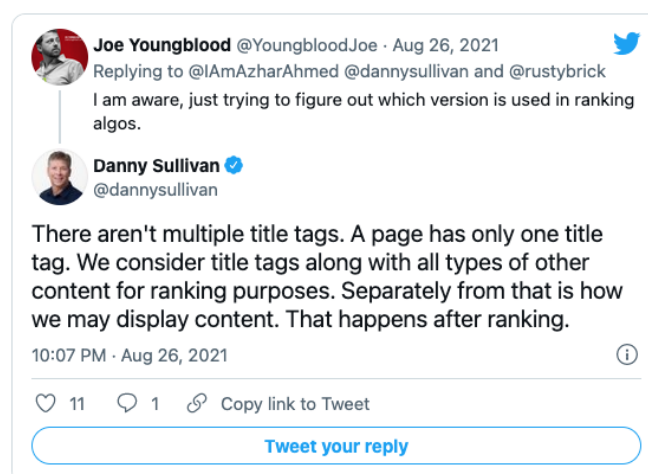
**Danny Sullivan** @dannysullivan

Our titles, like anyone's titles, are determined by the same system. There's nothing special done for us.

9:25 PM · Aug 26, 2021

4 2 Copy link to Tweet

[Tweet your reply](#)



**Joe Youngblood** @YoungbloodJoe · Aug 26, 2021  
Replying to @IAMAzharAhmed @dannysullivan and @rustybrick  
I am aware, just trying to figure out which version is used in ranking algos.

**Danny Sullivan** @dannysullivan

There aren't multiple title tags. A page has only one title tag. We consider title tags along with all types of other content for ranking purposes. Separately from that is how we may display content. That happens after ranking.

10:07 PM · Aug 26, 2021

11 1 Copy link to Tweet

[Tweet your reply](#)

From the above posts, we can confirm that your rankings are definitely not affected by this update (at least for now)!! Its only purpose is to make your titles more readable and precisely describe your document's content. This new system is preferred by the users, as they can connect with the page content easily.

Many people wanted Google to explain more about this update, so there were many comments related to this topic. Google's staff answered their queries in this [official post](#).

### Points To Remember:

1. Title tags are considered for rankings even now.
2. Continue to focus on creating great title tags with focus on target keywords.
3. Include H1 and H2 in your page content including your target keywords.

## 2

## GOOGLE'S LINK SPAM UPDATE IS COMPLETE AFTER A MONTH

Google recently announced that the [link spam update](#) is complete. The update that initially began rolling out on July 26th, 2021, is now done rolling out as of August 24th, 2021. It took over a full month for this update to roll out and two weeks longer than Google had said.



Here's Google's [announcement](#) about the link spam update that is done rolling out.

Earlier, Google said, "This algorithm update, which will roll out across the next two weeks, is even more effective at identifying and nullifying link spam more broadly, across multiple languages."

The update is finally fully live.

So how do you know if your site has been impacted by the update? Tough to say as of now! We had a bunch of unconfirmed updates after this announcement was made. Maybe they were related to the link spam update, maybe not.

All we know is that the Google link spam update didn't have any negative effect on our client rankings.

If you've been affected by this update, you can get in touch with our team for professional help.

# 3

## YOU WILL SOON SEE ADS IN INSTAGRAM SHOPS

All You Need To Know About This New Feature!

- The Shop Tab of Instagram will now include ads.
- This feature is still under test in the U.S.
- Ads can either be a single photo or multiple photos.
- Only a few retailers such as Away, Boo Oh, Clare Paint, DEUX, Donni Davy, Fenty Beauty, and JNJ Gifts could participate in this test.
- An auction-based model will be used to launch Ads in Instagram Shop.
- The Instagram Shop tab is a mobile-only feature, so the ads will only appear on mobile.
- How many ads a single consumer sees will be determined by several factors, such as:
  - How do they use Instagram?
  - How many people are shopping in the tab?
  - Instagram also plans to monitor consumer sentiment to balance ads and content.

### Why This Feature Is Important

If this feature is approved, many retailers will be able to reach their target customers easily. Also, cross-app tracking and third-party cookies will not be an issue anymore.

### Final Takeaway

There are no details available yet as to when other retailers would be able to join in. However, it is clear that this feature will surely be made available globally in the coming future.

For more information, check out this [article](#).