

talkingweb 18a

Google March Core Update Masterclass



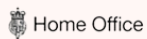
Hi, I'm Lisa

I've been making websites for over 20 years and run an award winning web development agency based just outside Bristol in the UK. You can find [our website here](#).

I'm a speaker at events, a writer of all things web, and have taught SEO for longer than I care to remember. I work with clients all over the world, from small one-person-bands to household names and websites that can get millions of visitors a day. My clients include...



Sainsbury's



I also founded a not-for-profit to help people find the best web developer for their project, rather than fall foul of a smooth talking cowboy. From that role, I was asked to represent the industry in discussions with the EU about online privacy reform.

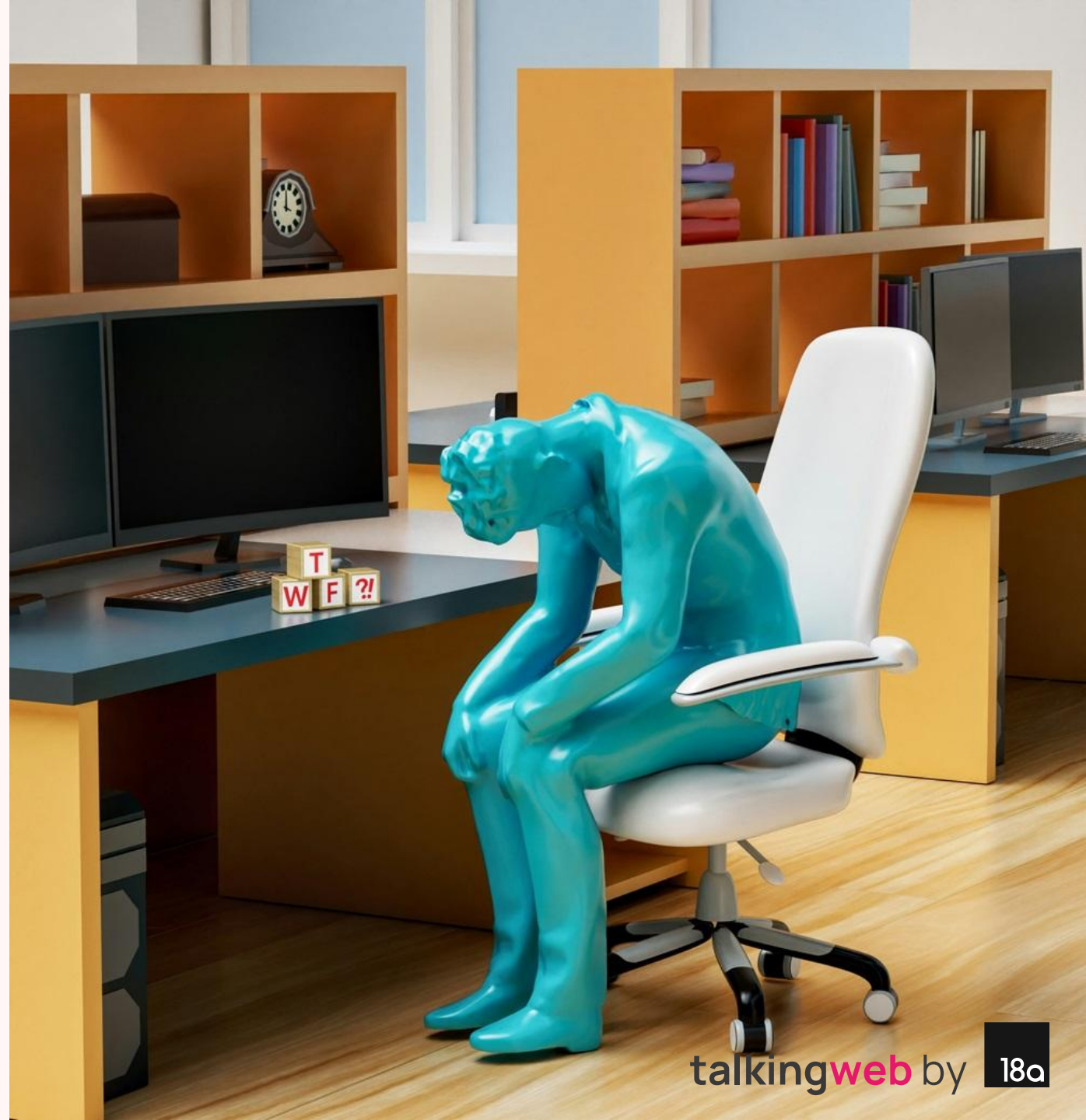
Please do make sure you're [signed up to my mailing list](#) to keep in touch, and following me on your choice of social networks...

[LinkedIn](#) [Instagram](#) [TikTok](#) [YouTube](#)

SEO in 2026

How people are finding answers is changing. The most it's changed in my 20 years+ of teaching SEO.

The alarmist in me says that the business of **SEO is changing the most it ever has**. But the optimist in me says that hey, actually – people might be looking for answers in a different way, but what we, as businesses and brands, need to do to get found, isn't so different to what we've always been doing. (If you've been on top of your technical SEO that is.)



Google March 2026 Updates

- 80% of the top 3 results shifted
- One in 4 of the top 10 pages fell out of the top 100

Source: Search Engine Land





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Thin content



Spam sites

Google Reviews

- Can't ask for just positive reviews
- Shouldn't gain loads in 1 day
- Shouldn't name particular people
- Shouldn't ask people to mention key words
- Shouldn't get all reviews left from 1 IP address / device
- Shouldn't incentivise reviews



Structured data

Structured data has always been important for SEO – it means writing your website code in such a way that robots can know exactly what each section is. Behind the scenes you’re effectively saying, “hey Robot, this paragraph is about our company”, “hey Robot, this bit here is about me, the expert”, “hey Robot, this is an event with tickets you can buy”, “hey Robot, this is a recipe”.

AI relies on this even more, as it needs to quickly be able to grab the information it’s looking for. This isn’t something new, this is something you might be doing already and can improve on or is something you should introduce to your site.



“one step in the framework emphasizes using schema markup and structured data on content – a tactic we might have considered optional before, but in our experiment it proved critical for signaling AI algorithms.”

WILL MELTON, AUG '25

Structured data (cont.)

I rarely show people code because it can be intimidating, but when it comes to Structured Data, I find it's the easiest way to get the point across. Imagine you had this written on your website:

“Next Monday, we’re holding our annual Christmas Party. It’s at 7 o’clock, at the Avon Gorge Hotel, and tickets are £5.”

A robot – such as a GoogleBot, or a bot from OpenAi’s ChatGPT, might find that and read it and just about make sense of it. But Google or a LLM wouldn’t (or would be very unlikely to) display it as an event in search results, or bring it back for a search of “Christmas parties next week” because it wouldn’t be 100% sure it had interpreted the date or time correctly. And **AI always wants to give the best answer it can.**

Structured data (cont.)

So instead, Structured Data presents it like this behind the scenes. Your visitors still see the sentence you wrote, or whatever content you want them to see – but robots can see:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Event",
  "name": "Christmas Party",
  "startDate": "2025-12-01T19:00",
  "endDate": "2025-12-01T23:00",
  "offers": {
    "@type": "Offer",
    "name": "Ticket",
    "price": "5",
    "priceCurrency": "",
    "validFrom": "",
    "url": "",
    "availability": "https://schema.org/InStock"
  }
}
</script>
```

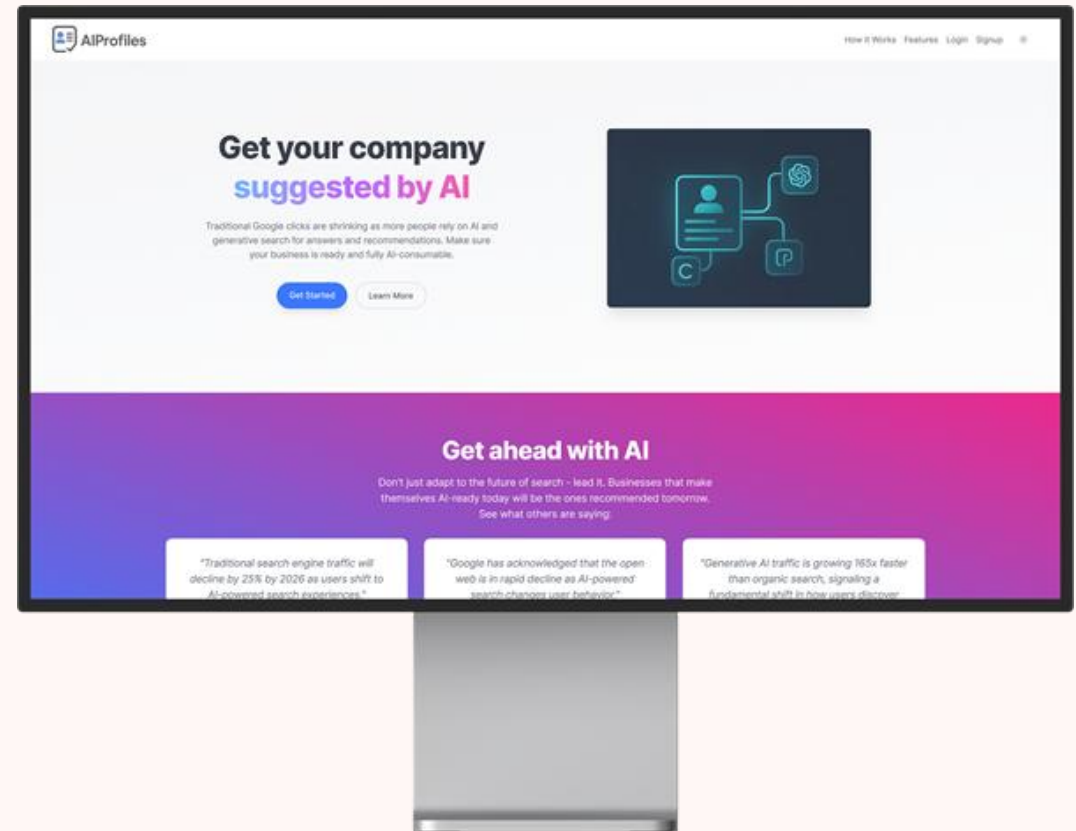
All of these labels aren't made up by whoever wrote this one – they're universal rules for how to give details about an event in Structured Data. So robots know that this is the content type of "event" and the name of it, and the start date of it, etc.

And there are "*rules*" and "*labels*" like these for all sorts of different things besides events, including your company contact details, your services, products, you – the experts at your brand, FAQs (that's a biggy for AI), reviews (also massive for AI), and loads more.

Structured data (cont.)

If you can code, you can add structured data yourself using schema.org as a reference. If you've got Yoast on a WordPress site, you can check your settings and do some basic schema mark up in there.

Or (even if you've got Yoast) you can use [AiProfiles.co.uk](https://aiprofiles.co.uk) to create a comprehensive company listing, all built using detailed schema mark up. All you need to do is fill in some boxes with info about you and your brand.

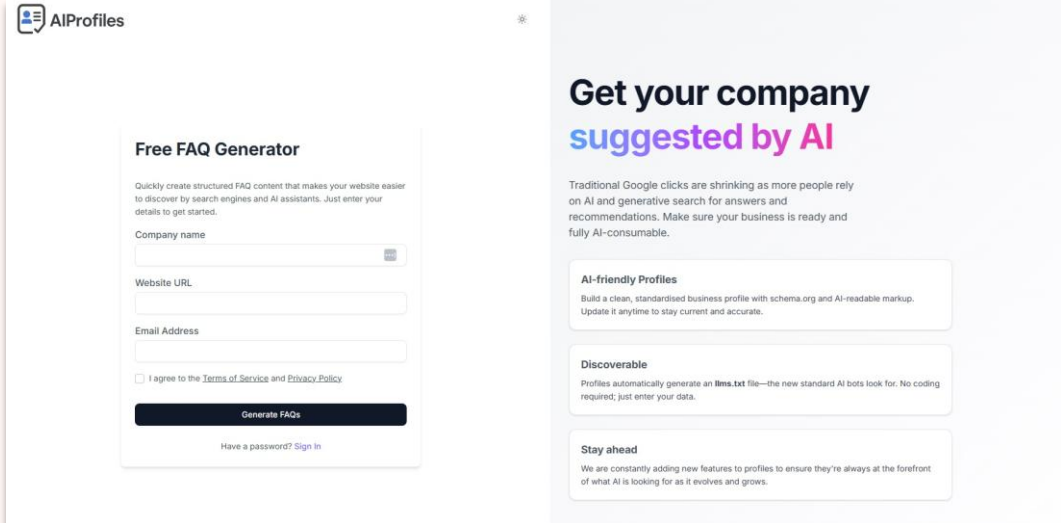


AiProfiles.co.uk

Full transparency – [AiProfiles.co.uk](https://aiprofiles.co.uk) is my product – I launched it in September '25 as it was the one part of getting mentioned by AI (and SEO) that not all my clients could do themselves. And I wanted to introduce a way for them to tick another box on the AI checklist (later in this guide) really quickly and easily.

In an ideal world, you'd have Structured Data on your actual website. But if you can't code and don't want to pay a developer, having info about your brand marked up in Structured Data and available to robots is the next best thing.

Visit [AiProfiles.co.uk](https://aiprofiles.co.uk) to build your schema profile and use code AICHECKLIST-TW to get it for £24 a year (that's a **60% discount** that will be locked in forever).



The screenshot displays the AiProfiles website interface. On the left, there is a 'Free FAQ Generator' form with the following fields: 'Company name', 'Website URL', and 'Email Address'. Below these fields is a checkbox for 'I agree to the Terms of Service and Privacy Policy' and a 'Generate FAQs' button. A link 'Have a password? Sign In' is located below the button. On the right, there is a section titled 'Get your company suggested by AI' with a sub-section 'AI-friendly Profiles' and a 'Discoverable' section. The 'AI-friendly Profiles' section states: 'Build a clean, standardised business profile with schema.org and AI-readable markup. Update it anytime to stay current and accurate.' The 'Discoverable' section states: 'Profiles automatically generate an `llms.txt` file—the new standard AI bots look for. No coding required; just enter your data.' Below this is a 'Stay ahead' section with the text: 'We are constantly adding new features to profiles to ensure they're always at the forefront of what AI is looking for as it evolves and grows.'

LLMS.txt file

A LLMS.txt file is a new initiative by some AI-fan clever-bods who have invented a new efficient way to tell AI about you. It's a file that is a very basic summary of your organisation, designed to give AI bots your core information.

Unless you have access to your hosting and are comfortable with a text editor and writing a bit of code-type stuff, you'll want a developer to do this for you. There are details here and an example: <https://llmstxt.org/>

Or, when you fill in the form with your company info on [AiProfiles](#), the site will generate your own LLMS.txt file as part of your profile.

(Remember to use code AICHECKLIST-TW to get it for £24 a year rather than £60 a year.)

There are also ideas around Mark Down / .md versions of pages, where everything is “marked down” and basically all prettiness is stripped from your content – so you'd have your existing web page and then a .md version which looked very plain but was more efficient for robots to read. And a LLMS-full.txt file which has more info than a simple LLMS.txt. These are ideas for the future though and don't tend to be recommended yet. However, we're keeping an eye on it and will add these features to [AiProfiles](#) once they're even close to being the recommended way ahead.

Site speed

Another slightly technical one on the list, and that's site speed. I say "slightly technical" because there are some easy things you can do yourself, and some bigger things you'd need a developer for.

AI is expensive to run, so it needs answers fast, especially when so much of AI is being given away for free. If your site is the main source of your company information and your site is sloooooow, then AI bots aren't going to hang around, or want to come back often. This is the same as SEO though, with Google introducing Web Core Vitals in 2020 as a way for people to measure how their site was performing.



Site speed (cont.)

One of the biggest, easiest things you can do to help site speed is to make sure your images aren't bigger than they need to be. Have you uploaded a 3000px wide image that's being displayed in a 150px spot? So, the site is hosting and loading a massive image unnecessarily? You might be able to tell if it's grainy or loads in a weird way where it gradually shows line by line.

Site speed is a big subject, so I'll write more about that another day – make sure you're [subscribed to my newsletter](#) to not miss the info. But meanwhile you can test your site speed with my [free tool here](#).



Site availability

How's your uptime? If you're not sure, you should check that out, because your site actually being available to visitors is still super important to Google, and now also super important to AI.

Not only can they not get info about you if your site is down, your site not being available suggests you're not going to be a reliable source to send people to for more information.

Set up free site uptime monitoring at SiteVitals.co.uk.



The resurgence of Technical SEO

We have a tool that's based on *real client problems* and gives a site health check on **speed, security, SEO, accessibility, robots access** and more, as well as **constantly monitoring uptime**. It then emails a report when something takes a dip so you know to investigate.

Visit [SiteVitals](#) and get **absolutely free uptime checking**, or pay a low monthly fee for a whole host of different monitors and reports.

[SiteVitals >>](#)

Next Live. Multi-base. Google's Core Updates and the Agile Web — Great your user >

SiteVitals

Home Features Pricing About Log in Get started

Know when something breaks. Know *what matters next*.

Avoid costly surprises with continuous monitoring across your websites, servers and scheduled tasks - so you catch both the sudden issues and the slow drift, early.

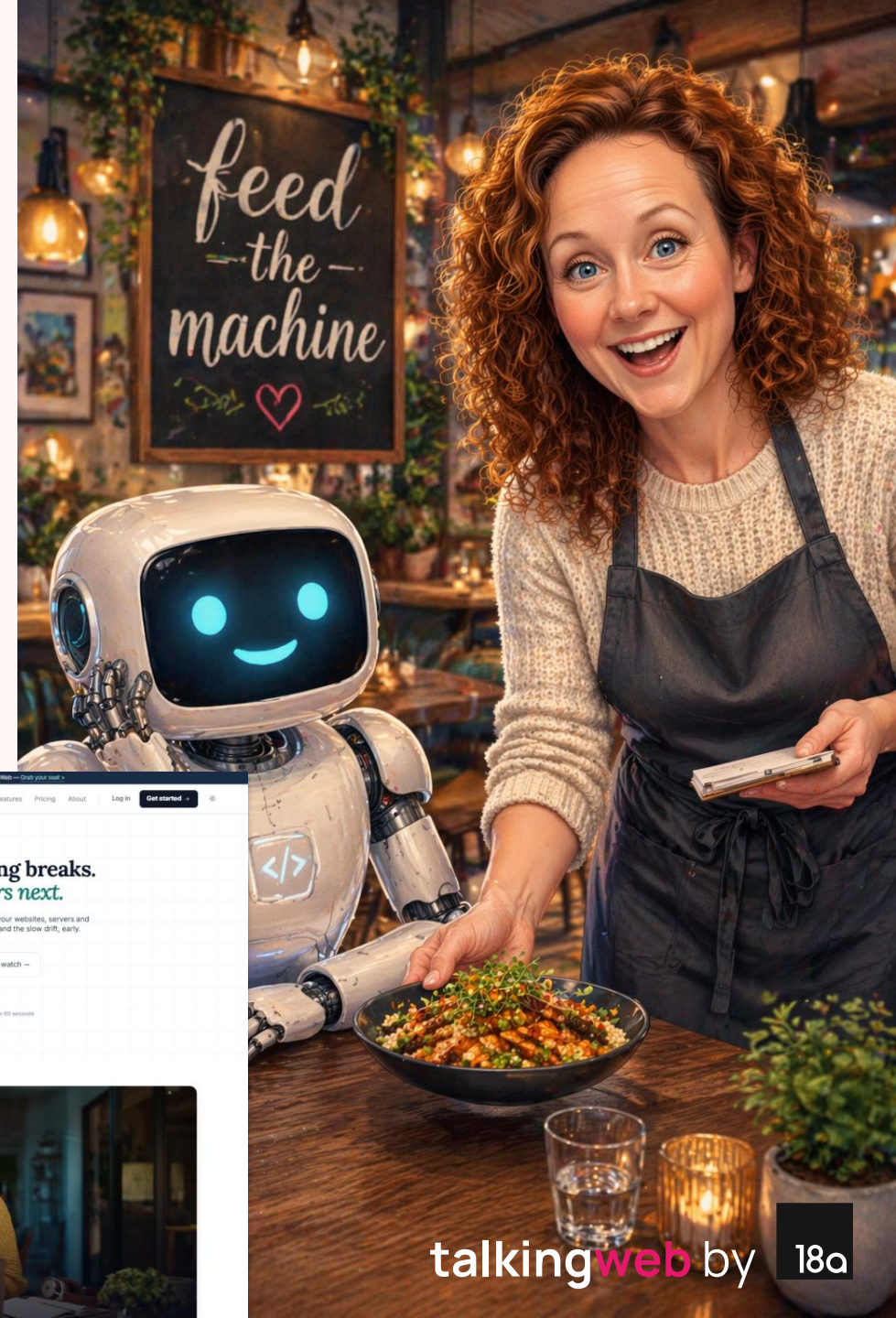
Get started free See what we watch

No credit card required Free plan available Setup in 60 seconds

FOR EVERYONE RESPONSIBLE FOR THE WEBSITE

For the dev, the marketer,
and the person who
just inherited the site.

Technical when you want to dig in. Plain English when you just need to know what to do about it.



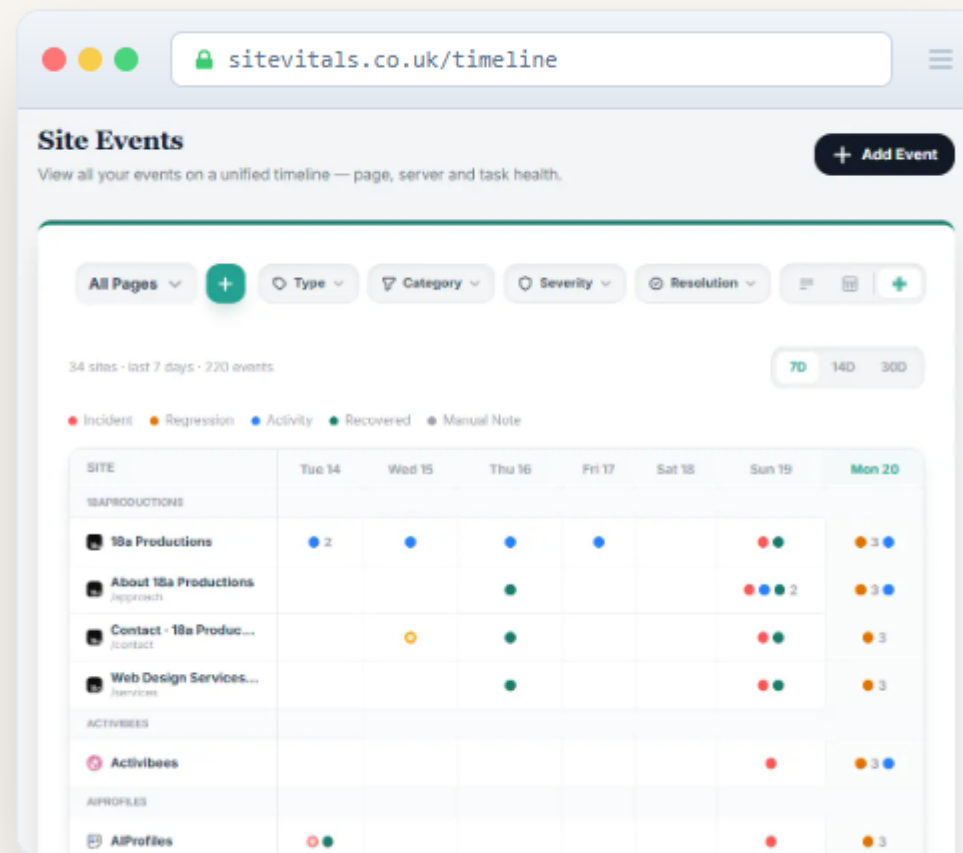
A site issue caught early is a *five-minute fix*. The same issue discovered by a customer, a client, or your boss is a *very different kind of afternoon*.

HOW THE ADVICE IS BUILT

Every recommendation is backed by a continuous timeline of your entire portfolio.

Notes, regressions, improvements and risks, logged minute by minute, stitched together and weighted. Nothing you see in the digest came from a hunch. You can trace every line back to the moment it was observed. Add your own updates to the timeline too.

[What is Change Intelligence? →](#)



• THE QUIET THINGS, CAUGHT LOUD

The ways a website breaks when *nobody's watching*.

Real kinds of issue SiteVitals catches every week - the sort that only become visible when you're already explaining them to your boss.

16:48 · LAST TUESDAY

Credit card expires. Domain renewal notice goes to an address no one checks.

You have 14 days to notice, or the name goes back on the open market.

09:04 · MONDAY

Tiny server config change breaks the Instagram widget.

Home page now returns a 500 - which makes it look completely broken.

02:00 · OVERNIGHT

Scheduled task doesn't run. Prices don't update.

You find out when a customer emails at lunchtime.

03:12 · THURSDAY

A third-party script fails and the home page loads without a stylesheet.

Looks broken to every visitor for 40 minutes. No error in your inbox.

16:4

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08:00 · EVERY MORNING

A paid campaign lands on a page that's been returning a 404 since Saturday.

£40 a click, nothing converting.

11:30 · THIS MORNING

Well-optimised title tag is overwritten in a page update.

Nobody knows. Rankings start sliding in four weeks.

06:20 · FRIDAY

CSP header dropped after a plugin update.

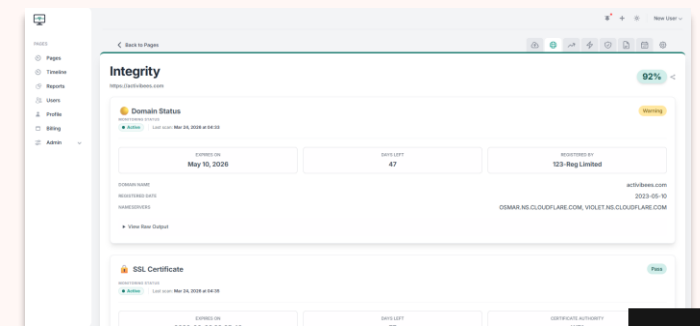
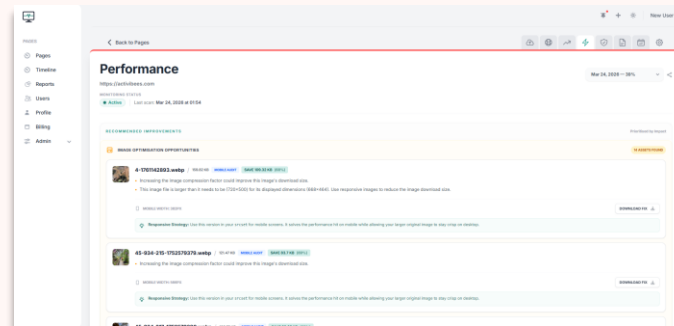
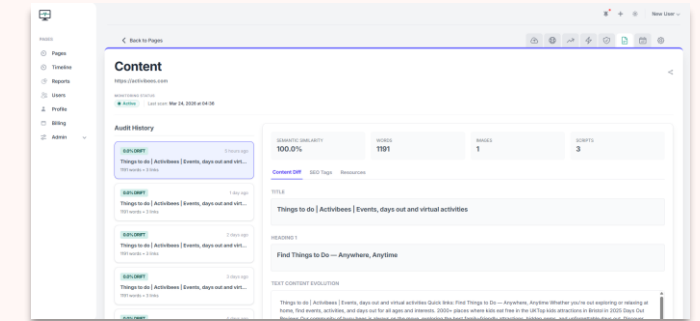
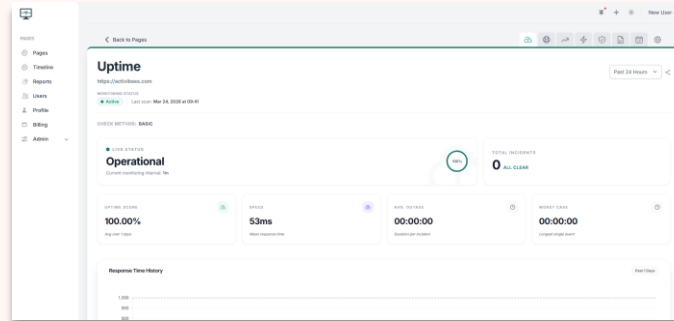
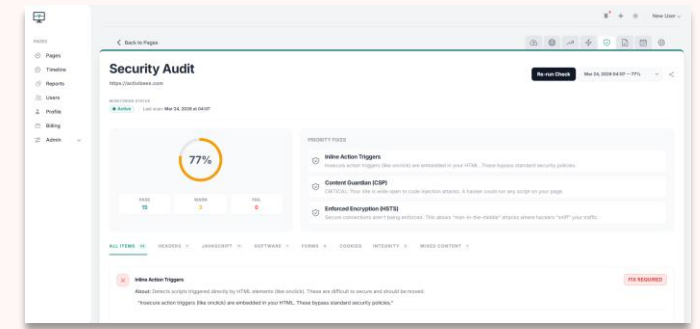
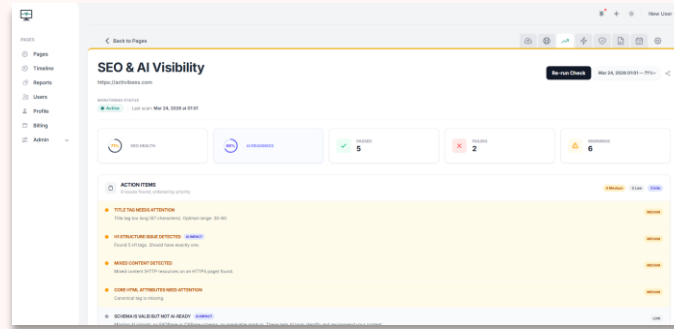
Inline scripts still working - but your form submissions now fail.

22:45 · SUNDAY

Someone pushes a canonical tag pointing at staging.

Google starts de-indexing the live site by Monday lunchtime.

Graphs, reports, stats, tables – all laid out in easy to understand ways – or just rely on the updates.



Accidental competitor analysis...

BEYOND YOUR OWN SITES

Know when the market is moving, *not just when your client's site is.*

One of the subtler advantages of continuous change monitoring is that it works on any public URL - including your clients' competitors. When a rival brand quietly repositions their homepage, shifts their service copy, or starts targeting a different set of keywords, you'll see it. Not because you were watching, but because SiteVitals was.

Being the agency that notices a competitor has pivoted before your client does is a very different conversation than the one where you're catching up.

This isn't surveillance - it's market awareness. Every page you're tracking is publicly accessible. SiteVitals simply means you don't have to visit them manually to know something has changed. Add a competitor's homepage alongside your client's, and the same monitoring that protects your client's site starts informing their strategy.

Voice of experience

The AI side of Google (as well as other AIs) want the voice of experience. So that means case studies on your website and in your blog and across your socials – reasons you did what you did the way you did, and how amazing the end results were for your clients/customers. Written in the first person / in your own voice.



E-E-A-T

Experience, Expertise, Authoritativeness, and Trustworthiness. That's what Google has wanted for years, and that's what AI wants too. They want to be answering the questions they're asked with solid answers harvested from experts.

Keep "E-E-A-T" in mind for everything you write.



“You don’t chase rankings. You build content for LLMs to reference, even if your page never breaks into the top 10. The focus shifts from traffic to trust signals: clear formatting, semantic structure, and authoritative insights.”

NEIL PATEL, SEPT '25

Awards and accreditations

Again, just painting that picture of you as an absolute shining star in your line of work.

Accreditations, whether it's industry groups you're a member of, qualifications your team has earned, or awards you've won, need to be shouted about, on your website and across your socials. Ideally mark them up semantically (more on that later) so the robots know "ooh – this is an AWARD!".

(I don't know why but I always do a weird little sideways crooked smile in photos. And since my husband pointed it out I can't unsee it.)



Chunk your content for AI (Gemini)

I really don't like the term "chunking", yet it's what we've got for describing how you need to write for AI. Now, this is – thankfully – different to typical SEO writing.

Despite the name, I love the concept.

With SEO, people would waffle on, and include all the keywords they could, making the text as long and wordy as possible. Worse still are the recipe sites who just want you to find them and then stay on them, scrolling through awful ads which give a diabolical user experience.

AI doesn't want the rubbish. It wants to cut straight to the chase, with clearly chunked and concise copy. Let me walk you through it...



Chunk your content

There are a few steps to writing the good content for AI bots, which are also super helpful for a user and really good for Google. So it's a win-win.

As you write though, don't make all posts too formulaic – keep it human with the natural voice of the author showing through.

- Clear headings and sub-headings
 - H1, h2, h3 tags etc. If you don't know what I'm talking about, check my [SEO course](#).
- Clear opening line / short paragraph that sums up the article.

- Do you know the acronym TL;DR? It stands for “too long, didn't read” – put something at the top that means if a reader feels it's too long, they've still got what they needed to from your page.
- One idea per paragraph. Keep text concise and clear – don't bury information in long waffly passages.
- Use bullet points and lists where suitable.
- Include tables for comparisons, or charts if relevant.
- Include some FAQs, ideally with schema mark up.
 - You can generate some [free FAQs here](#), as the tool crawls your site for info and decides on some questions and answers for itself.

Chunk your content (cont.)

- Give summaries during the text with clues in the words – use phrases like “to summarise”, or “common mistake”.
- If relevant, break things into steps with headings for “Step 1” etc. Robots love structure.
- Keep your tone conversational – this will help you optimise for voice search (as people are increasingly speaking their searches, so use terms you’d use when you speak rather than if you were just typing a summary).
- If you’re answering a question, aim to give the very best answer to that question possible.



“When optimising content for AI and humans you must get to the point early and optimise content to reduce cognitive load.”

DAN PETROVIC, JULY '25

A good example

I was researching overnight oats recently (and whether to bother soaking them the night before etc. etc.) and I stumbled upon a great article by [healthline](#), clearly put together for AI (but still great for a person).

Notes:

- **Summary at the top**
- Clear headings
- Bullet points
- **Summary boxes after each section**

The screenshot shows the top portion of a Healthline article. The header includes the Healthline logo, a search bar, and a 'Subscribe' button. Below the header, there are navigation tabs for 'NUTRITION', 'Meal Kits', 'Special Diets', and 'Healthy Eating'. A 'Evidence Based' badge is visible. The article title is 'Is Eating Raw Oats Healthy? Nutrition, Benefits, and Uses', written by Ariane Lang, BSc, MBA, updated on July 21, 2023. There are sub-sections for 'Basics', 'Nutrients', 'Benefits', 'Downsides', and 'Uses'. A 'Bottom line' section is also present. The main text begins with 'Eating dry or raw oats can provide your body with many nutrients. One cup provides nutrients like magnesium, selenium, and phosphorus and contains 307 calories. Raw oats are good for your gut but may cause indigestion.' An advertisement for British Airways 'The End of Summer Sale' is displayed below the text.

The screenshot shows the middle portion of a Healthline article. The header includes the Healthline logo, a search bar, and a 'Subscribe' button. Below the header, there are navigation tabs for 'NUTRITION', 'Meal Kits', 'Special Diets', and 'Healthy Eating'. The article title is 'What are raw oats?'. The text explains that oats are a widely consumed whole grain and that since the body cannot digest the kernels, they must be processed. A list of processing steps is provided: 1. Separating the hull from the oat groats, 2. Heat and moisture treatment, 3. Sizing and categorization, and 4. Flaking or milling. The text continues to describe the final products (oat bran, oat flour, or oat flakes) and how oat flakes can be enjoyed. It also mentions that raw oats are technically cooked due to the heating process.

The screenshot shows the bottom portion of a Healthline article. The header includes the Healthline logo, a search bar, and a 'Subscribe' button. Below the header, there are navigation tabs for 'NUTRITION', 'Meal Kits', 'Special Diets', and 'Healthy Eating'. The text explains that raw oats are technically cooked. A 'SUMMARY' box is present, stating that raw oats are rolled oat flakes that have been heated during processing but not boiled for use in recipes like oatmeal or porridge. An advertisement for 'Generic Laundry Baskets Available at Amazon' is displayed below the summary. The article concludes with the heading 'Highly nutritious' and a note that while oats are famous for their fiber and plant-based protein content, they also pack various other nutrients.

AI content analysis

A great blog post about content AI seems to like and interpret best. (And a free report to run to analyse your pages.)

[What the AI Content Analysis is Actually Measuring \(And Why It Matters\)](#)



The screenshot displays the SiteVitals website interface. At the top, there is a navigation bar with links for Home, Features, Pricing, About, Log in, and a 'Get started' button. The main content area features a 'Product Updates' section with a blog post titled 'What the AI Content Analysis Is Actually Measuring (And Why It Matters)' by tom, dated 22 April 2026, with a 9-minute read time. To the right of the article is a social sharing section with options for X, LinkedIn, and Copy link, and a 'STAY IN THE LOOP' subscription form with a 'Subscribe' button. Below the article is a 'SEO & AI Visibility' dashboard for the URL https://sitevitals.co.uk. The dashboard shows a 'Re-run Check' button, a 'MONITORING STATUS' section with 'Active' and 'Last scan: 6 minutes ago', and a summary of metrics: 100% SEO HEALTH, 100% AI READINESS, 18 PASSED, 0 FAILING, and 0 WARNINGS. A green box indicates 'NO ISSUES FOUND' with the note 'All checks passed. Keep monitoring to catch regressions early.' Below this is a section titled 'WHAT THIS ANALYSIS MEASURES' with a bullet point for 'Q&A Headings'.

Browser extension (launching soon)

Next LIVE Masterclasses: Google's Core Updates and the Agentic Web — Grab your seat >

SiteVitals

Home Features Pricing About

Know when something breaks. Know what matters next.

Avoid costly surprises with continuous monitoring across your websites, servers and scheduled tasks - so you catch both the sudden issues and the slow drift, early.

Get started free → See what we watch →

No credit card required · Free plan available · Setup in 60 seconds

AI AUDIT 18/22 passing · 4 warnings

- ✓ H1 tag Exactly one H1 ✓
- ✓ Image alt text All images have alt attributes ✓
- ✓ Link text No generic anchor text found ✓
- ✓ Paragraph density No paragraphs over 150 words ✓
- ✓ Heading hierarchy Heading levels are sequential ✓
- ✓ Q&A headings 21% of headings are questions - aim for 30%+ ✓
- ✓ Bold usage 8% of words bolded - looks good ✓
- ✓ Title tag 50 chars ✓

THE HUMANS BEHIND IT

A small agency. A very long track record.

Lisa CO-FOUNDER · CLIENT EXPERIENCE · THE BRIDGE

I started out as a freelance web designer and developer, which means that even though I am not deep in the code these days, I can still navigate a server, hold my own in any technical conversation, and -

Tom CO-FOUNDER · LEAD DEVELOPER · THE BRIDGE

I have been building websites and web applications for over 10 years. I started out as a freelance web designer and developer, which means that even though I am not deep in the code these days, I can still navigate a server, hold my own in any technical conversation, and -

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What is Change Intelligence? →

Site Events

Site	Mon 10	Tue 10	Wed 10	Thu 10	Fri 10	Sat 10	Sun 10
Production	●	●	●	●	●	●	●
Development	●	●	●	●	●	●	●
Testing	●	●	●	●	●	●	●
Deployment	●	●	●	●	●	●	●
Monitoring	●	●	●	●	●	●	●
Alerting	●	●	●	●	●	●	●
Reporting	●	●	●	●	●	●	●
Analytics	●	●	●	●	●	●	●
Compliance	●	●	●	●	●	●	●
Security	●	●	●	●	●	●	●
Performance	●	●	●	●	●	●	●
Accessibility	●	●	●	●	●	●	●
SEO	●	●	●	●	●	●	●
UX	●	●	●	●	●	●	●
Content	●	●	●	●	●	●	●
Marketing	●	●	●	●	●	●	●
Legal	●	●	●	●	●	●	●
Finance	●	●	●	●	●	●	●
HR	●	●	●	●	●	●	●
Operations	●	●	●	●	●	●	●
IT	●	●	●	●	●	●	●
Support	●	●	●	●	●	●	●
Customer Success	●	●	●	●	●	●	●
Partnerships	●	●	●	●	●	●	●
Investor Relations	●	●	●	●	●	●	●
Public Relations	●	●	●	●	●	●	●
Government Affairs	●	●	●	●	●	●	●
Community	●	●	●	●	●	●	●
Partners	●	●	●	●	●	●	●
Channel	●	●	●	●	●	●	●
Referrals	●	●	●	●	●	●	●
Acquisition	●	●	●	●	●	●	●
Retention	●	●	●	●	●	●	●
Expansion	●	●	●	●	●	●	●
Revenue	●	●	●	●	●	●	●
Profitability	●	●	●	●	●	●	●
Valuation	●	●	●	●	●	●	●
Exit	●	●	●	●	●	●	●

AI AUDIT 18/22 passing · 4 warnings

- ✓ H1 tag Exactly one H1 ✓
- ✓ Image alt text All images have alt attributes ✓
- ✓ Link text No generic anchor text found ✓
- ✓ Paragraph density No paragraphs over 150 words ✓
- ✓ Heading hierarchy Heading levels skipped (e.g. H2 → H4) ✓
- ✓ Q&A headings 21% of headings are questions - aim for 30%+ ✓
- ✓ Bold usage 8% of words bolded - looks good ✓
- ✓ Title tag 50 chars ✓
- ✓ Meta description 148 chars ✓
- INDEXING 4/4
- ✓ Noindex meta Indexing allowed ✓
- ✓ Canonical tag Present and self-referencing ✓

Fresh content

As has always been the way for SEO, fresh content is super important for AI. Blog as often as you can and post your blogs or articles on your socials when they go live so that you're spreading the word and giving AI more ways to find them.

Also, make sure that you interlink all this fresh content – and link it to cornerstone / main content on your site. Create an interwoven collection of top-quality content on your site that a robot can read through and get taken to the next piece, and then the next. I talk more about [link strategy in my SEO course](#).



Check robots can index you

You know what you really don't want to do?

You really don't want to go to all the effort in this guide and then realise in 6 months time that your site was blocking AI bots and you didn't even realise.

Check your robots.txt file (usually at yourwebsite.com/robots.txt) and see if you can see anything that looks suspicious there – like a “disallow” rule for a ChatGPT bot. Or check at SiteVitals.co.uk – *this link will take you straight to a checker.*



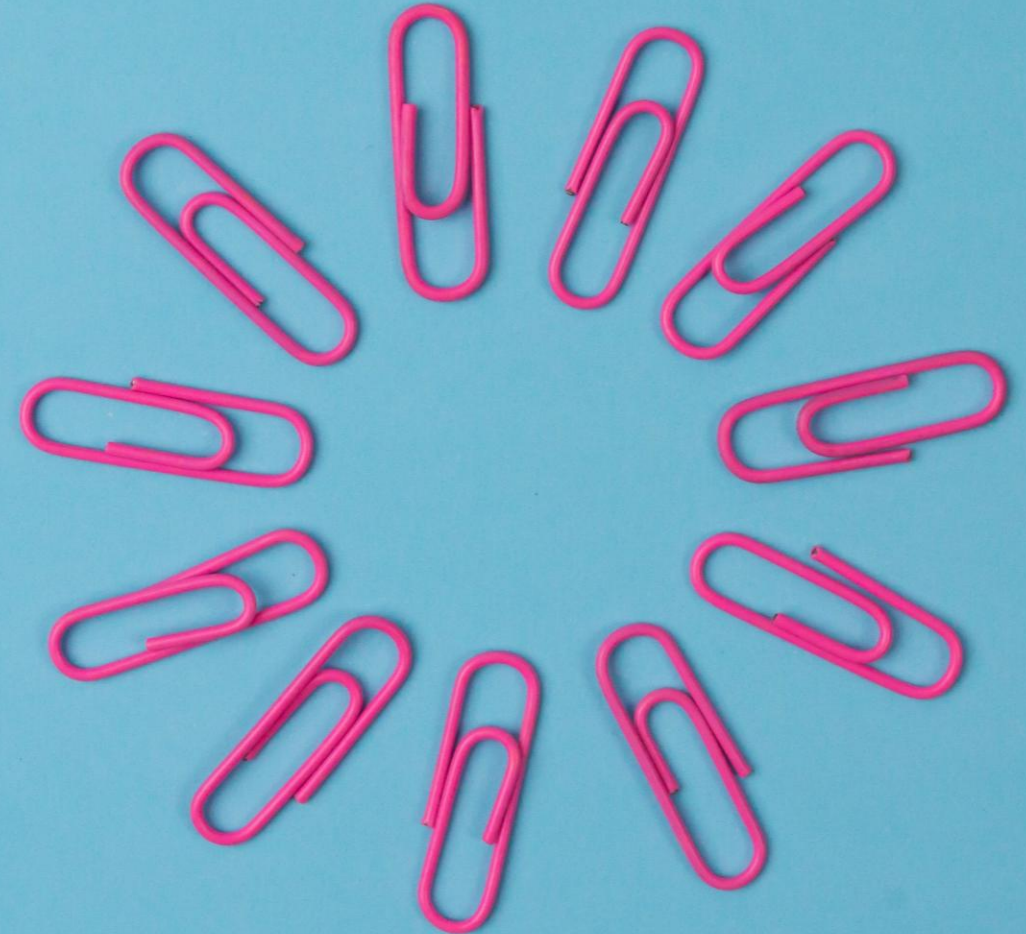
Link backs

Getting other sites to link to you is still a huge part of SEO, but for AI – such as Google’s Gemini as well as ChatGPT and others – you need citations. Any references to you online as being an expert in your field. AI can see your name or brand name and know that it’s you, without that reference necessarily having a link back to your URL.

So what do you need to do now?

Ideally you need to continue to build links for SEO.

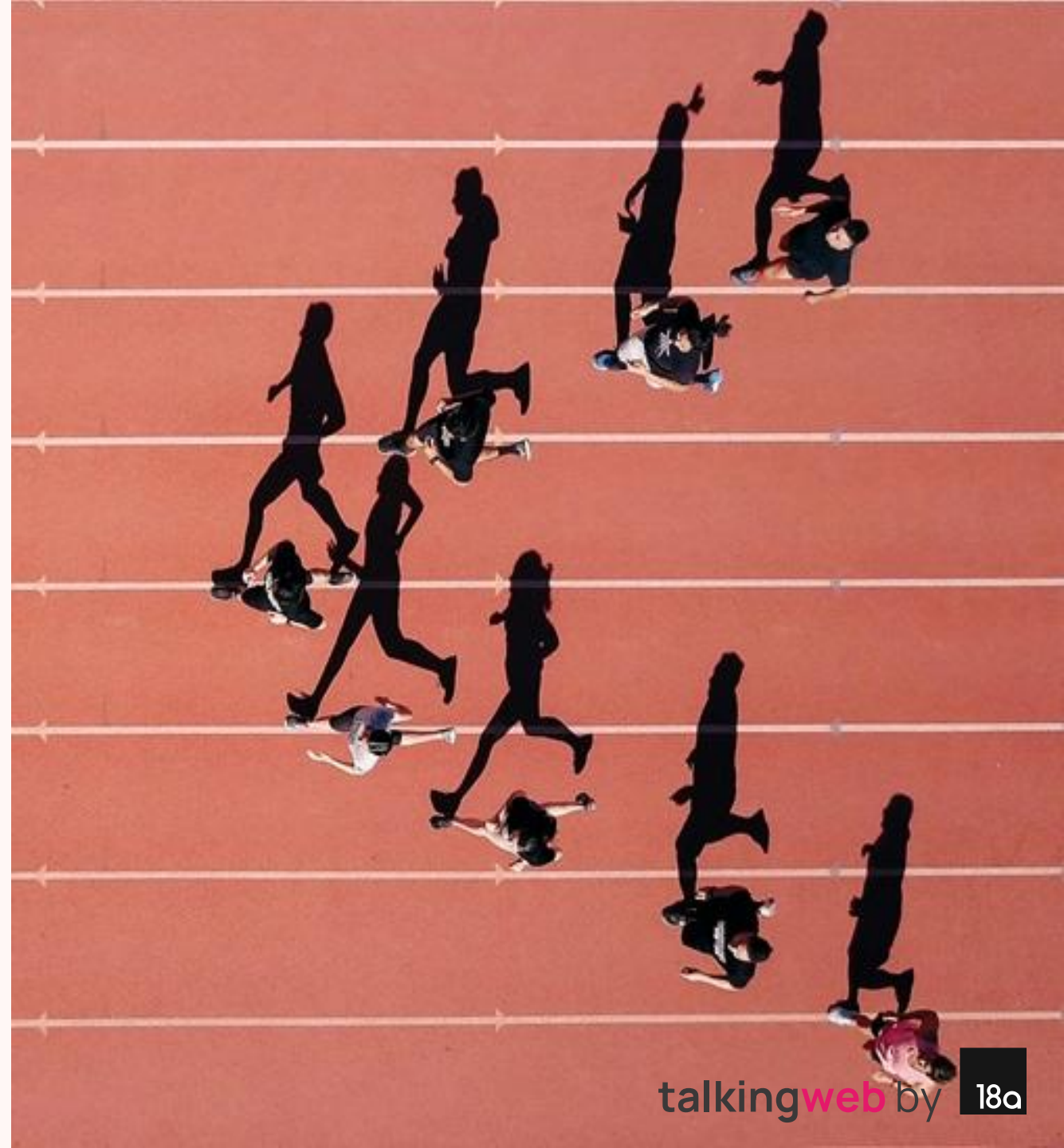
But you also need to try and get mentioned everywhere you can – offer comments as an expert in your field on industry specific blogs or news sites. Offer to be a guest blogger for other sites. Join in industry specific discussions. Since OpenAI (ChatGPT) [did a deal with Reddit](#) in 2024, ChatGPT often cites information it finds on Reddit so that can be a great place to engage in conversation.



Research and results

99.99% of people love stats. I expect.

My point is, AI does. It loves tables of data, graphs, %s - if you can do your own research and publish some juicy stats for AI to pass over to its users, then you'll stand out from the crowd.



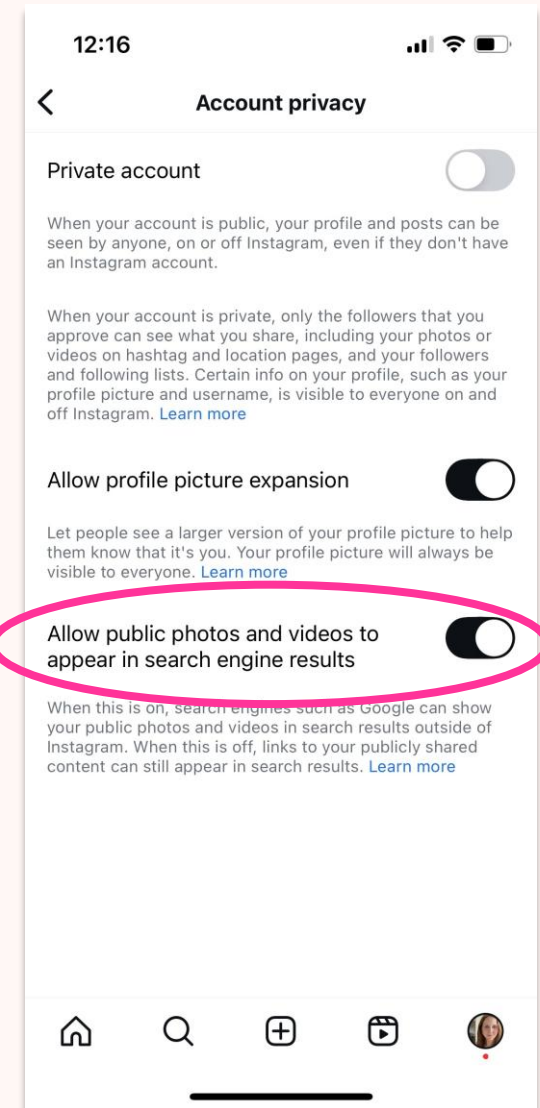
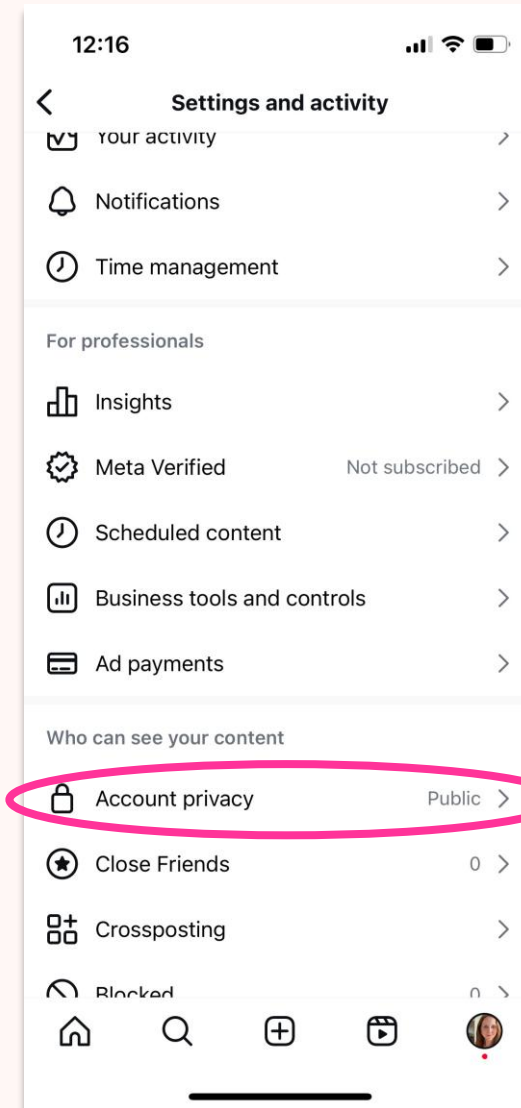
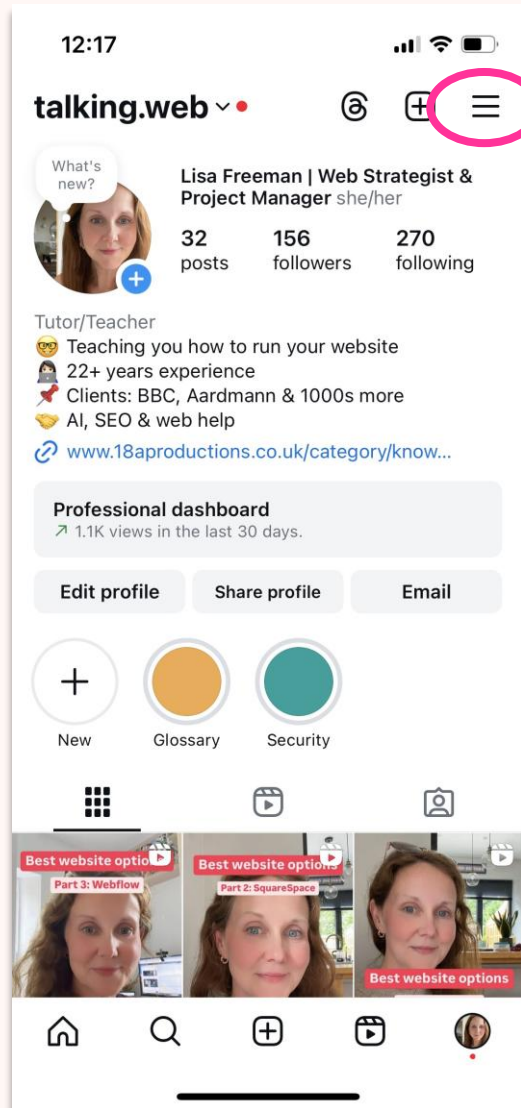
Social media

I'm really sorry about this one... but it's looking like AI looks at activity and comments on social media sites, because it's trying to find the 'voice of the people' (particularly Pinterest, Instagram and LinkedIn). There's been talk for years of Google using "Social Signals" as a ranking factor but it's never really been thought to be able to work (do you remember their social network Google+? That was going to help but it never took off). But now it seems AI can – and will – see what's creating a buzz or getting good feedback. So yeah – my condolences – you've got to keep making the reels and posting the carousels and trying to play the algorithms. Eugh. Remember to check you've got your Instagram open to being indexed by search engines (steps on the next page).



Ensure your Insta is open to search engines

1. Make sure you've got a creator or professional account.
2. View your profile and click on the 3 lines in the top right.
3. Scroll down to Account Privacy and click on it.
4. Make sure the bottom toggle – “Allow public photos and videos to appear in search engine results” etc. is set to on.



What might be next?

Model collapse



Google pushing AI and video

Google needs to appeal to younger audiences.



Being less reliant on clicks

Unfortunately, the amount of actual clicks to websites is going to fall.

This doesn't mean you won't still get discovered – but people just might not come to your website and click around.

Make sure you say the important stuff immediately and clearly.

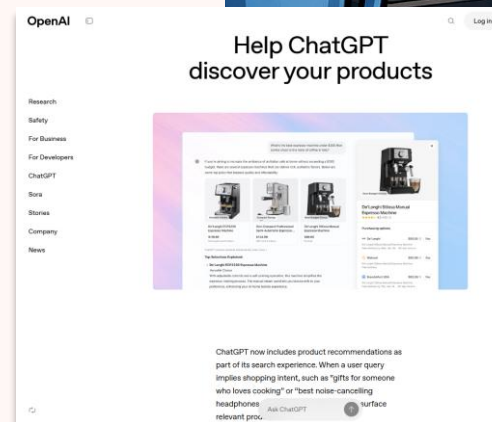


Agentic AI

Last year OpenAI excitedly announced the launch of ChatGPT Shopping – but earlier this year they rolled it back.

There have been mixed reports of why they rolled it back – a mixture of vendors not being ready, technical complications, and public trust/readiness.

Having said that, Agentic AI is coming and we need websites to be ready for letting robots access services and features.



Upcoming series: The Agentic Web

Making and selling websites in 2027

May - Beyond AI Visibility: Winning in AI Search

June - The New Technical SEO: What Matters Now

July - The Agentic Web: Is Your Website Usable by AI?

September - Selling Websites in 2027

Primarily for agencies working across web, SEO, and digital marketing.

(In-house marketers are very welcome too for the inside track on how agencies should be thinking.)



Checklist for SEO in 2026

Print and
keep handy

- Check your [AI Content Analysis](#) and consider content “chunking” AND remove “thin” content
- Set up [free uptime monitoring](#) (which you’ll get if you do the above report anyway)
- Social media strategy for engagement (and check your Insta isn’t blocking robots)
- Investigate Reddit ([read my guide here](#))
- Put structured data in place (get 60% off [AIProfiles.co.uk](#) with code: AICHECKLIST-TW)
 - Write some FAQs for your site / brand – [free FAQ generator here](#)
- Consider your site speed / optimisation
- Offer guest blog posts / try and get quoted online in industry relevant media ([read my guide here](#))
- Carry on getting links back to your site for good ol’ fashioned SEO
- Look out for awards you can win or accreditations you can gain and make sure these are all mentioned on your website
- Keep case studies / happy customer wins up to date on your site and socials
- Blog authoritatively, in a person’s voice, often
- Get a [LLMS.txt file](#)
- Check robots [can index your site](#)
- Check your Google Reviews procedures are inline with Google’s new policies
- Consider taking down any “spam sites” you’ve got floating around

Any questions?

If you've got any questions about anything in this guide, please leave a comment on [any post on my Instagram](#) or [LinkedIn](#).

And don't forget to [follow me on Insta](#) or [LinkedIn](#) for lots of free advice and tutorials.




18a

Let's talk

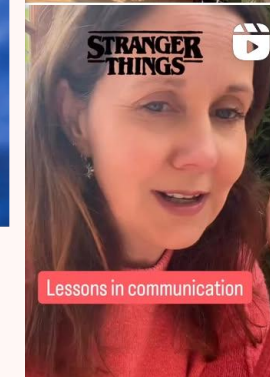
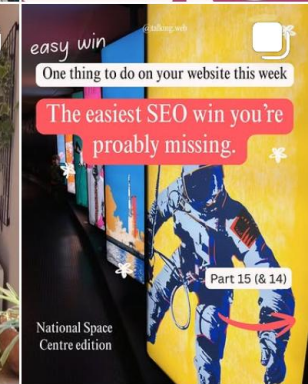
KNOWLEDGE BASE

5 really useful things you can do with Google Search Console data

There's an enormous opportunity with Google Search Console to really get the best results from things that are very nearly working for you already.

 **LISA FREEMAN**
13 APR 2026 / 6 MIN READ

If you've ever opened up Google Search Console and thought, "This looks important, but what am I actually supposed to do with it?" - you're definitely not alone.



Thank you!

I really hope you found this useful?

I'd love it if you could leave us (not me! 😊) a
Google review...

<https://g.page/r/CVm5MXjXu-lhEAE/review>

