



Impending Changes and Shifts in the year 2018 for Google Algorithms

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Whenever a change happens in the working policies and search algorithms of practices, it opens up a huge debate for the right as well as wrong reasons. The positive takeaway for Google from this is the sheer dependency of people on the search engine giant for driving traffic to their website. Google always tries to update the search algorithms: [Panda- Penguin-Hummingbird](#) and adjust their webmaster practices policies based on search trends and the shift in technologies. Since December, the changes have been coming thick and fast making it an unusual last month.

Major Shift Incidents and Updates

Knowledge Graph Panel Algorithm

The Knowledge Graph (KG) was a huge hit when it came to displaying relevant and comprehensive results related to what people search for on the web. The information was displayed in the form of a panel on the side of the page. Recently, there have been incidents all over the world about missing KG panels when it comes to certain keywords. These panels sometimes appear more than once and sometimes only show up for a certain set of keywords which might indicate some changes in the Knowledge Graph Panel Algorithm.

The Maccabees Update

This might be the one on which a lot of people were focused on. After being tracked by many, a certain set of improvements were introduced by Google in the form a framework which virtually confirms the nicknamed Maccabees update. There has been no official confirmation from their side but the update seems to build or rather, improve on the previous Fred update. The effects seem to be on affiliate websites barring E-commerce portals. The trend seems to support mobile-first policy and seems to be shifting towards a friendly zone for commercial websites.

The Mobile First Future

Googles strategy for the remaining year or so seems to be focusing on a mobile first search index. The Updates and shifts point towards the impending merger of the mobile and desktops search indexes. Shift to this policy signals the publishers that it is essential to have a responsive mobile version of the websites. The mobile version should provide the user to accomplish all tasks on the platform rather than being a simple version of the desktop website. With a mobile-first index, the content used

will be crawled from the mobile website, the structure data analysis will be done from the same and fragments of the mobile website will be displayed as search results.

The Future

The rollout of updates has already begun and the mobile first is expected to be rolled out by the first quarter of 2018. This will mark a major change in the search algorithms and will dictate the way [SEO Services](#) campaigns are strategize and devised in the future. With the majority of the world shifting to the smartphone platform, mobile data influx charts have eclipsed those of the desktop versions. The updates are aimed at providing relevant search results and a better user experience but with Mobile First, Google aims to prepare for the future.