

# Navigating Google's March 2025 algorithm updates

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Dawn Kubicek breaks down key takeaways from Google's latest algorithm changes and their impact on search strategies.



Google's algorithm is in a constant state of evolution—changing approximately 1,000 times a day. While most of these updates are small and go unnoticed, every so often a significant core update rolls out that shifts the search landscape entirely. March 2025 marks one of those key moments. This update reflects a stronger commitment to elevating original, helpful content while reducing visibility for low-quality, overly automated, or duplicative pages.

According to Google, this update is designed to improve the quality of Search by identifying content that demonstrates experience, expertise, authoritativeness, and trustworthiness—especially in areas where accuracy matters most.

This core update also follows several spam-related updates earlier in the year, making it clear that Google is doubling down on quality. The goal is not just to remove spam but to ensure that content people find is actually useful—written by those who know the topic, rather than just chasing traffic.

And while this update is firmly rooted in elevating content on Google Search, it also reminds us that SEO strategies today must go beyond one platform. This is where Search Everywhere Optimisation comes in—supporting your Google-focused efforts by ensuring you're visible and discoverable across the broader digital ecosystem. In this new era of search, it's about being present wherever your audience is looking.

## **What happened in the March 2025 Core Update?**

Launched on 13 March, the March 2025 Core Update is the first major core update of the year, and it's already making waves. The update is part of a broader shift to surface more helpful, original content and reduce the visibility of low-value or spam-like results.

Although Google hasn't released exact technical specifics, the update is understood to support its Helpful Content System, prioritising content that genuinely satisfies user intent over AI-generated or overly optimised pages that provide little real value. The rollout lasted for up to two weeks, with potential ranking volatility throughout that period for those pages not delivering value or humanised content.

## **Key takeaways from the latest Google algorithm changes and their impact on search strategies**

Quality and depth are non-negotiable – Pages with thin or repetitive content will likely lose visibility, while sites offering original, in-depth resources stand to benefit.

AI needs a human touch – Relying solely on AI-generated content without adding real insight, structure or context may put your site at risk. Editorial quality matters more than ever.

Topical authority is being rewarded – Websites that consistently cover a subject in depth—and become a go-to resource for it—will likely gain in visibility.

User experience is key – From page load speed to clear navigation and mobile usability, technical performance remains central to how Google evaluates quality.

Search is no longer just on Google – Users are actively searching across TikTok, Reddit, Instagram, Amazon, and even tools like ChatGPT. This behaviour shift must be reflected in your wider strategy.

## **Building long-term resilience with a strategic SEO approach**

With so many algorithm changes happening daily and major updates like this one shifting search expectations, relying on outdated tactics is no longer viable.

You need to stay visible—and competitive—your SEO strategy must be highly strategic, multi-surface, and continuously evolving. That means thinking beyond just your website and Google rankings and moving towards a model of Search Everywhere Optimisation.

This approach combines:

On-site SEO: Crafting helpful, well-structured content that reflects your expertise and serves a clear purpose

External signals: From backlinks and brand mentions to social proof and third-party content

Trend alignment: Tapping into what people are searching for now and anticipating what's next

Technical strength: Fast, accessible, crawlable websites with clean architecture

Search Everywhere Optimisation: Being visible not only on Google but across the wider search ecosystem—social platforms, e-commerce, AI tools, voice assistants and more.

Together, these elements create a robust and adaptable foundation—one that doesn't just react to Google's updates but is built to thrive through them.

The March 2025 Core Update is a reminder that search is fluid, and user expectations are constantly changing. Businesses that invest in long-term, strategic SEO—embracing technical optimisation, user-first content, and multi-platform visibility—are the ones best positioned to navigate change and lead in their space. Being ready for updates like this isn't about chasing algorithms. It's about building better digital experiences—everywhere your customers are searching.

To navigate this shift, businesses must embrace Search Everywhere Optimisation—ensuring visibility across Google, social platforms, conversational AI, and beyond.

Alongside this, we now enter the era of SearchAI SEO: leveraging AI platforms to scale content creation, identify trends faster, and remain agile when algorithms change.

These changes, while challenging, are ultimately designed to elevate high-quality, relevant content and better serve users. If we focus on creating meaningful experiences and

insightful content across all touchpoints, we can not only weather these updates—but build sustainable growth through them.

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