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Google Hummingbird Update [VIDEO]

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It's October 2013 and you've probably heard about Google's latest algorithm update, the Hummingbird. Essentially, what this update is addressing is conversational search. More and more searches are happening on a mobile device such as a smart phone, and more and more of these searches are being done via voice, as opposed to text. This is a reminder that there is nothing new you need to be doing as far as your content marketing. But rather, continue producing high quality, relevant content that is a resource for your visitors and that's written in a way that reaches out to humans and not search engines. Continue being very natural and providing resources, and you will succeed with this update.

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