

# GOOGLE LEAKED DOCUMENTS

## TOP 9 TAKEAWAYS



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# WHAT HAPPENED?

**Thousands of documents** from Google's internal Content API Warehouse **were released** on March 13 on GitHub **by an automated bot** called yoshi-code-bot.



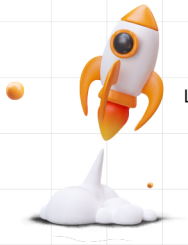
# 9 KEY TAKEAWAYS



# #1 RELEVANCY OF LINKS:

Google highly values links relevant to your content.

The **AnchorMismatchDemotion** feature indicates that Google may devalue links that don't match the context of the linking and linked pages



## THE ADLIFT SOLUTION



Leveraging AdLift's proprietary **Content Lift™ Platform**. With over 20K+ publishers from high DA websites, **our platform ensures quality** and diverse backlinks, **enhancing your site's ranking.**

Request a Demo: email [hello@adlift.com](mailto:hello@adlift.com)

## #2 SITEWIDE AUTHORITY

Google might consider a "SiteAuthority" score beyond just links. Earning links from high-authority sites **can improve** your site's **perceived trustworthiness**



### THE ADLIFT SOLUTION

Our outreach specialists leverage established relationships with high-authority websites to **secure valuable guest blogging** opportunities. We'll craft content tailored to each platform's audience, **boosting your website's authority** & brand awareness.

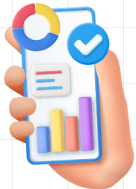


We leverage a combination of tools to determine site authority –



## #3 TRUSTWORTHINESS OF SOURCES

Metrics like HomePageInfo assess the trustworthiness of linking pages, indicating a preference for links from well-regarded domains.



### THE ADLIFT SOLUTION



We **build relationships** with **top publications**, craft newsworthy content that attracts natural links, and monitor your backlink profile. The outcome? A trustworthy backlink profile that skyrockets your search engine visibility, **establishes industry authority**, and fuels business growth

## #4 TOPICAL AUTHORITY

In the algo leak, we see that siteFocusScore, siteRadius, siteEmbeddings, and pageEmbeddings are used for ranking



### THE ADLIFT SOLUTION

Our SEO specialists perform **comprehensive keyword research** to identify targeted topics within your niche. We leverage this data to create authoritative content that showcases your expertise and establishes you as a thought leader within your industry



## #5 LINKS FROM HIGH-QUALITY NEWS SITES

Links from news articles can drive valuable referral traffic to your website.



### THE ADLIFT SOLUTION



We conduct in-depth audience research to understand current industry trends and **identify newsworthy topics**. Our content creators will craft compelling stories that capture the attention of journalists and news audiences, driving traffic and brand awareness through high-quality news placements.



## #6 SEED SITES AND LINK VALUE

**PagerankNS** emphasizes the importance of links from well-connected seed sites



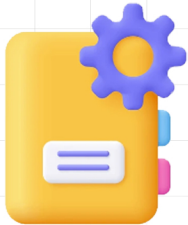
### THE ADLIFT SOLUTION

Through Digital PR efforts we **focus on building relationships** with influential hubs to enhance link quality and SEO impact. By earning links from trusted seed sites, we improve your site authority and visibility in search engine results.



## #7 NEGATIVE SEO DETECTION

Google monitors metrics like link velocity to detect and mitigate negative SEO tactics. Attributes like **PhraseAnchorSpam** highlight Google's proactive approach to protecting websites from malicious link activities.



### THE ADLIFT SOLUTION



Our digital PR experts monitor link acquisition strategies to ensure they comply with Google's guidelines and avoid practices that could harm their site's rankings.

## #8 USER ENGAGEMENT METRICS

In Google's ranking algorithm, Navboost underscores the importance of user interaction data, such as clicks and engagement duration.



### THE ADLIFT SOLUTION



Our expert content writers and designers design content and website design to **maximize positive user interactions**. We write compelling meta titles and descriptions that entice clicks and ensure your content fulfils user expectations to reduce bounce rates effectively.

## #9 CONTEXTUAL RELEVANCE

Google considers surrounding content (Context2, FullLeftContext, FullRightContext) to gauge the context and relevance of a link.



### THE ADLIFT SOLUTION

AdLift Digital PR experts focus on embedding links within content that aligns contextually with the target page, enhancing the link's value and SEO impact. We **improve search engine rankings** and user engagement metrics by prioritizing contextually relevant link placements.





Get on top of your SEO Game with

**ADLIFT**

Get in touch  
[hello@adlift.com](mailto:hello@adlift.com)

