ASEOHosting's Daniel Page Discusses Impact of Google’s BERT Update

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HUDSON, Fla. (PRWEB) February 04, 2020 -- The director of business development at ASEOHosting, a search engine optimization focused hosting provider, has weighed in on a major update to Google’s algorithm.

Announced by Google Fellow and Vice President of Search Pandu Nayak, the update is considered the biggest Google update of the year. It’s based on a new artificial intelligence technique pioneered by Google last year, known as Bidirectional Encoder Representations from Transformers (BERT). Intended as a platform for the creation of better question and answer systems, BERT is now being applied to help the search engine better understand natural language processing.

ASEOHosting Director of Business Development Daniel Page said that “when Google first introduced its BERT-focused update, all anyone knew for certain was that it was meant to improve voice search “The good news is that if you were already optimizing for search and writing your content to be more conversational and intent-oriented, you can just keep doing what you’re doing,” said Page.

“As long as your content is written with an understanding of your audience and what it wants in mind, it’s unlikely BERT will have much of an impact on your results. And if it does influence things, it’s likely it will be in a positive way,” he added.

Per search engine marketing publication Search Engine Journal, BERT is estimated to have affected roughly ten percent of all Google search queries. These are primarily informational queries, likely through voice assistants like Google Assistant and Amazon Alexa. There also seems to be a greater focus, through BERT, on focused answers and short-form content.

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About ASEOHosting:

Launched in 2002, ASEOHosting is a leader in providing SEO Hosting, including Shared SEO Hosting, Dedicated SEO Hosting, US Dedicated SEO Servers, and EU Dedicated SEO Servers. Based in Orlando, FL, and Detroit, MI, ASEOHosting has established one of the web’s premier solutions for reseller web hosting, multiple IP hosting, dedicated servers, and VPS hosting. For more information, visit https://www.aseohosting.com.
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