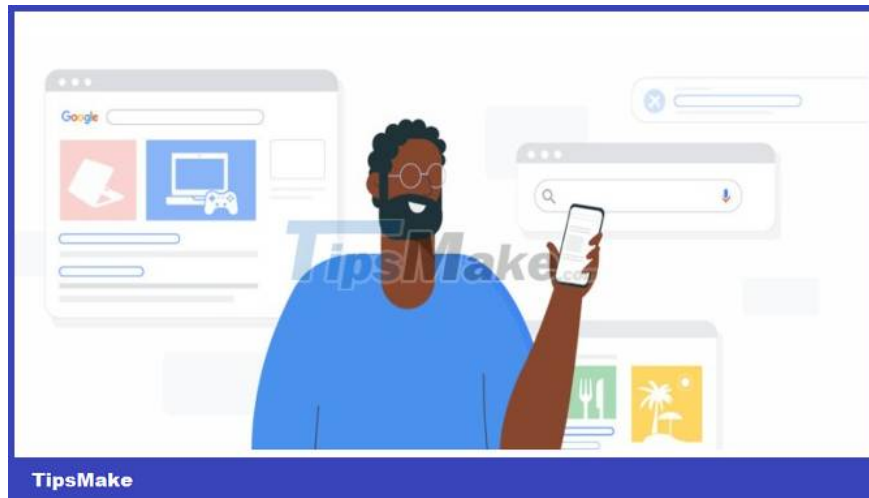


Google wants to remove non-original and clickbait content from search results

Google just rolled out an update that filters out clickbait content and promotes original content from creators.

In a recent blog post, Google said that users get annoyed when they see many ads and content that is not relevant to them. Therefore, the search giant wants to improve that and focus on providing better product reviews, favoring content created by and for people.

The new Google Search update will help weed out content that lacks quality and authenticity, especially on topics related to online education, technology, shopping, entertainment, and the arts. The update, dubbed a "helpful content update," as Google suggests, will ensure users get content that matches their requirements.



Google elaborated on the detail by giving examples of movie reviews and how they can be exaggerated. Google says the new changes will give users *"more results with unique, authentic information, so you're more likely to read things you've never seen before"*.

In addition, Google plans to further improve its product reviews by providing reviews written by experts. This feature launched in March of this year and focuses on getting people who actually use the product to comment on the product's cons, specs, and usage.

The search giant announced that a content update for Google Search will be released next week for English-language users globally and will make more announcements regarding improvements to the search feature. prices in the coming weeks.

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