



The June 2025 Core Update Playbook: How to Protect & Grow Your Search Visibility

A Muumba Web Digital Guide to Navigating the Aftermath and Future-Proofing Your Website

This playbook provides a comprehensive framework for understanding and responding to the significant changes introduced by the June 2025 Core Update. It outlines the strategic steps and best practices your business can implement to not only mitigate any negative impacts but also to capitalize on the new search landscape by reinforcing your site's authority and relevance.

The **June 2025 Core Update** was designed to improve the **quality and trustworthiness of search results**. Google noticed a growing problem: many websites were publishing content that was shallow, outdated, overly optimized for search engines (instead of readers), or misleading.

The goal was simple:

- Reward websites that **help real people** with accurate, useful, and trustworthy information.
- Reduce visibility for sites that relied on **thin content, keyword stuffing, or manipulative SEO tactics**.
- Prioritize websites with **expertise, strong user experience, and original insights**.

For small businesses, this means Google is doubling down on what it's been saying for years: Your website should **solve problems for your customers**, not just try to "rank on Google."

1. Content Quality Audit

The Challenge: Many business websites have pages with outdated information, duplicate text, or content that's too short to be helpful.

Checklist with Explanations:

- ☐ **Review your top 10 landing pages:** Focus on the pages that bring in the most traffic or sales. Make sure they're accurate and valuable.
- ☐ **Add updated stats, links, and visuals:** Fresh data makes your content more credible and useful.
- ☐ **Eliminate thin or repetitive content:** Pages with only 100–200 words or "filler" content don't help users or rankings.
- ☐ **Expand posts with original insights:** Add examples, case studies, or stories from your business experience.
- ☐ **Match search intent:** Ask: *"Does this page answer what my customer is really looking for?"*

Impact: Better content makes your brand look more professional, builds trust with visitors, and improves rankings.

2. E-E-A-T (Experience, Expertise, Authority, Trust)

The Challenge: Customers (and Google) want to know why they should trust your business over a competitor's.

Checklist with Explanations:

- ☐ **Add author bios:** Show who wrote your content and why they're credible.
- ☐ **Showcase case studies or testimonials:** Proof that your business delivers results.
- ☐ **Add trust signals:** Display contact info, privacy policies, and secure checkout badges.
- ☐ **Earn authoritative backlinks:** When respected sites link to you, it boosts credibility.
- ☐ **Ensure consistent NAP:** Your Name, Address, Phone should be identical across Google, Yelp, Facebook, etc.

Impact: Stronger authority improves customer confidence and search visibility.

3. User Experience (UX) & Page Performance

The Challenge: A slow or clunky website drives visitors away before they take action.

Checklist with Explanations:

- ☐ **Test site speed:** Tools like PageSpeed Insights show if your site loads fast enough.

Muumba Web Digital also provides free website audits that provide website page load speed metrics. Our regular customers receive a monthly, as well as on-demand audit reports as needed.

- ☐ **Fix mobile performance:** Most searches are on phones; your site must load cleanly on small screens.

- ☐ **Improve navigation:** Visitors should find what they need in 1–2 clicks.

- ☐ **Remove intrusive pop-ups:** Overly aggressive banners frustrate users.

- ☐ **Ensure responsive design:** Your site should adapt to any screen size automatically.

Impact: A smooth experience keeps visitors longer and increases conversions (form fills, calls, purchases).

4. SEO Technical Health

The Challenge: Even good content won't rank if your site has technical issues.

Checklist with Explanations:

- ☐ **Verify indexing:** Use Google Search Console to confirm Google sees your pages.

- ☐ **Fix broken links:** Dead pages frustrate users and lower rankings.

- ☐ **Optimize meta titles and descriptions:** These are the headlines people see on

Google; they need to be clear and compelling.

- ☐ **Use schema markup:** Adds extra details like star ratings or FAQs in search results.
- ☐ **Keep XML sitemap updated:** A sitemap is like a roadmap that helps Google crawl your site.

Impact: Fixing technical SEO ensures Google can fully understand and reward your site.

5. Analytics & Tracking

The Challenge: Many businesses don't know what's working because they don't track performance.

Checklist with Explanations:

- ☐ **Compare pre- and post-update traffic:** See which pages gained or lost.
- ☐ **Track keywords:** Monitor which search terms bring you traffic.
- ☐ **Watch bounce rate and dwell time:** High bounce rates may signal poor content or UX.
- ☐ **Set up dashboards:** Use GA4, GSC, or Muumba Web Digital's SEO Dashboard for ongoing monitoring.
- ☐ **Schedule monthly reviews:** Regular check-ins keep your strategy proactive.

Impact: Data-driven insights allow you to adapt quickly and protect your visibility.

6. Priority Action Plan

If you can't do everything at once, focus on:

1. **Refreshing high-traffic pages:** Quick wins with big impact.
2. **Fixing pages that lost rankings:** Often these just need better content depth or UX.
3. **Building a content calendar:** Publish fresh, helpful insights consistently.

Contact us today for a **Core Update Recovery & Growth Assessment:**

Email: website@muumbawebdigital.com |  <https://muumbawebdigital@gmail.com>