

# [Google announces its new Hummingbird Search Engine update](#)

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Last week Google announced its new Hummingbird algorithm update, putting lots of SEOs into doubts and concerns – what should this algorithm change mean to you and your website? To make sure you don't get down into panic and plan your SEO strategy wisely, we've put up this short guide to explain what Hummingbird update is, how it affects your rankings and how to adapt your SEO strategy to benefit from the changes.

So, what do we know about Hummingbird?

Though announced on September 26 only, Hummingbird was in fact released a month before that and is said to affect 90% of search queries.

Unlike Penguin and Panda, Hummingbird is not a penalty-based update (aimed at cleaning the SERPs from low-quality content), but a change in the way Google reacts to different types of queries, which lets the search engine now get the actual meaning behind a query, rather than the separate terms in it.

Besides, the algorithm is called to better deal with conversational queries, considering the growing number of mobile search users and voice searchers.

For more information see the following article:

<http://www.link-assistant.com/news/google-hummingbird-update.html>

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