□□ Google’s New Rules on AI, Search Quality, and Anti-Spam

Maria Cattini | 16/05/2025 | TOOLKIT

What Content Creators Need to Know

□□ Major Update from Google: AI, Spam, and Trustworthy Content

In its most recent search quality guidelines update, **Google has taken a firm stance on AI misuse and digital spam**, aiming to elevate the overall quality of search results. The focus? Authenticity, usefulness, and trust.

Whether you’re a content creator, SEO expert, or digital publisher, these changes directly affect how your content ranks—and how it’s judged.

⚙ Key Changes in Google’s Guidelines

□ Generative AI Gets an Official Definition

Google now officially defines **Generative AI** as technology used to create text, images, music, or code. This type of content **must offer real user value** to be considered high-quality.

□□ New Spam Patterns Identified

Google is cracking down on three major spam tactics:

© 2026 - All rights reserved. Project Osint – OSINT, AI & Cybersecurity | projectosint.com

- **Expired Domain Abuse**: Buying old domains to manipulate rankings
- **Site Reputation Abuse**: Publishing low-quality content on authoritative domains
- **Scalable Content Abuse**: Mass-producing AI content with no user benefit

□□ AI Use: Rules, Not Bans

Using AI isn't forbidden—but sloppy, unoriginal, or error-filled AI content can lead to penalties. **Transparency and value are non-negotiable**.

If you’re using AI tools, ensure your content is:

- Unique
- Factually accurate
- Human-reviewed
- Spam-free

□□ Page Quality (PQ) Assessment: What Matters Most

Google evaluates pages based on how well they fulfill their purpose. Here’s what’s taken into account:

Factor	Description
Main Content (MC)	The core part of the page; must be high-quality

© 2026 - All rights reserved. Project Osint – OSINT, AI & Cybersecurity | projectosint.com

Factor	Description
	and serve its intended purpose
Supplementary Content (SC)	Additional elements that improve (or hurt) user experience
Ads/Monetization	Presence of ads doesn't directly affect rating, but poor integration might

□□ Watch Out for YMYL Topic

YMYL (Your Money or Your Life) content includes health, finance, safety, and civic topics. These are **high-risk areas** and must meet strict standards for:

- Accuracy
- Expertise
- Trustworthiness

Misinformation in these domains can severely damage your ranking—or worse, get your site penalized.

□□ EEAT: The Cornerstone of Quality

Google continues to emphasize **EEAT**: Experience, Expertise, Authoritativeness, and Trustworthiness.

Component	What It Means
Experience	First-hand involvement with the topic
Expertise	In-depth knowledge and skills
Authority	Recognition as a trusted source
Trust	The most important factor—content must be reliable and honest

© 2026 - All rights reserved. Project Osint – OSINT, AI & Cybersecurity | projectosint.com

□□ Content Reuse, Paraphrasing & Lowest Ratings

Google flags **copied, paraphrased, or thin content**—even if lightly edited—as low-quality. This includes:

- Spun articles
- AI-generated rewrites with no added value
- Embedded or recycled content from other sources

Originality is key. **Adding real insights, unique structure, or firsthand examples matters.**

□□ How Google Ranks Content: From "Lowest" to "Highest"

Rating	When It's Given
Lowest	Harmful, misleading, or hateful content
Low	Inaccurate, clickbait, poorly written, or low EEAT
Medium	Fulfills purpose but lacks quality elements
High	Shows effort, originality, and skill; good EEAT
Highest	Exceptional MC, strong EEAT, and excellent user experience

□□ Key Definitions for Search Quality Raters

Term	Meaning
Needs Met	How well a page satisfies user intent
Know / Know Simple	Informational queries, broad vs. concise answers
Do	Queries with action intent (e.g., watch, buy, download)

© 2026 - All rights reserved. Project Osint – OSINT, AI & Cybersecurity | projectosint.com

Term	Meaning
Website	Navigational intent (e.g., go to Amazon)
User Location	Specific physical location of the user (city, state)
Locale	Language and regional context for the search
Porn / Did Not Load	Flags for adult content or technical errors in results

□□ Final Takeaways for Content Creators

- **AI tools are fine—but quality control is essential.**
- **Don’t repurpose existing content without adding value.**
- **Trust is king**: make sure your content is helpful, transparent, and verifiable.
- Focus on **real user experience**, especially for YMYL topics.
- Stay on the right side of Google by prioritizing **originality, credibility, and clarity**.

□□ Want to keep your site compliant with the latest Google updates?
Subscribe to ProjectOsint.com for weekly insights.

© 2026 - All rights reserved. Project Osint – OSINT, AI & Cybersecurity | projectosint.com