



Google Changes and Affiliate Marketing

July 2024

Meet the Experts



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Timeline: Recent Google Changes

1

Intro to Google Changes

2

Profiling Each Change

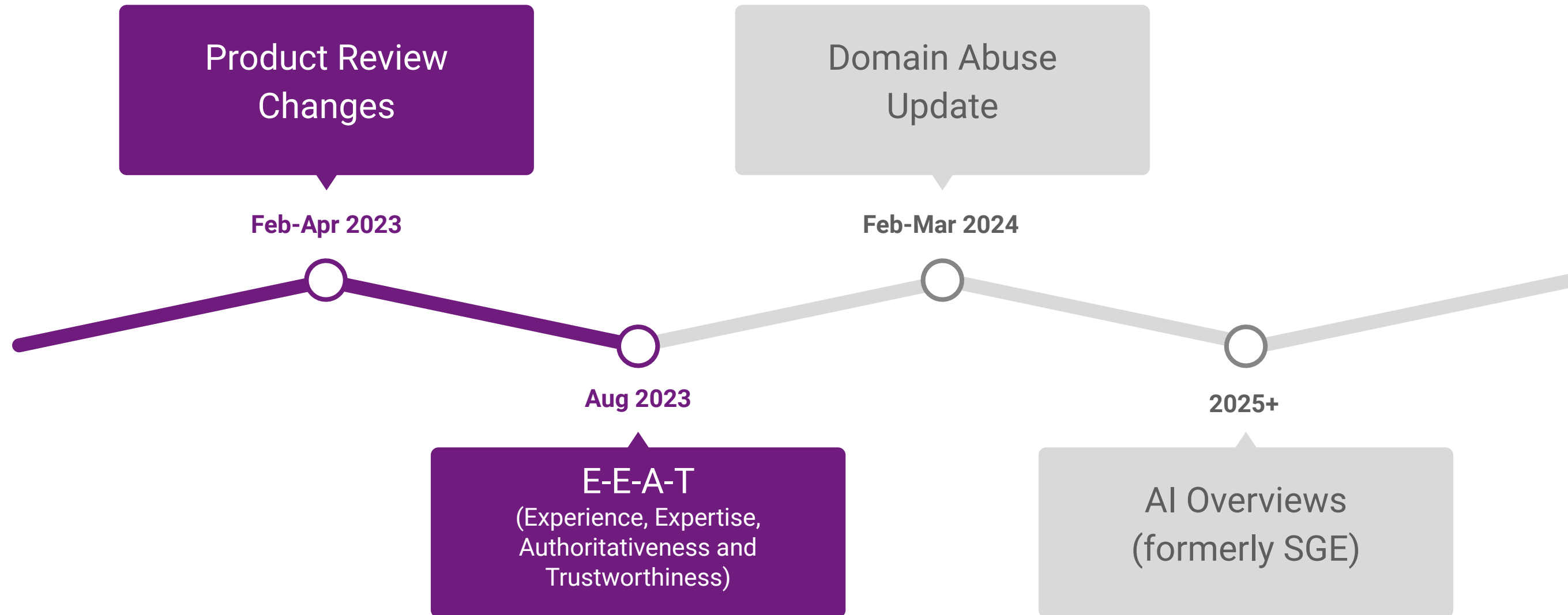
3

Who Gains, Who Loses?

4

Q&A

Timeline: Recent Google Changes



1: Product Review Changes (Feb-Apr 23)

There is a lot of evidence that pushes the notion... that Google can profile the language on the page in various ways to identify the likelihood that a product review represents actual product experience.

searchenginejournal.com

2: E-E-A-T: Helpful Content Update (Aug 23)

Some self-assessment questions include:

- Does the content provide **original information**, reporting, research or analysis?
- Does the page title provide a descriptive, **helpful summary** of the content?
- Does the content have any spelling or stylistic issues?
- Is the content mass-produced or outsourced to a large number of creators?
- Is the content **written by an expert** or enthusiast who knows the topic well?
- Does the content present information in a way that **makes you want to trust it**, such as clear sourcing?

[Google Developer Resources](#)

3: Domain Abuse Update (Mar 24)

Google introduced two new sections to its spam policies: “expired domain abuse” & “site reputation abuse.” Notably:

Sponsored, advertising, partner, or third-party pages that are typically independent of a host site’s main purpose or produced without close oversight or involvement of the host site, and provide little to no value to users.

An example Google gave is:

A news site hosting coupons provided by a third-party with little to no oversight or involvement from the hosting site, and where the main purpose is to manipulate search rankings.

4: AI Overviews (formerly SGE) (2025+)

Google will introduce AI powered search results:

- **Ask new kinds of questions** that are more complex and more descriptive
- Get the **gist of topics faster**, with links to relevant results to explore further
- **Start your tasks as you search**, with draft writing or image generation right from where you are searching
- **Make progress easily**, by asking conversational follow-ups or trying suggested next steps

Ranking Factors Include:

Query Dependency | Topic Coverage | Content Diversity
Frequency | Freshness | Trust & Authority

4: AI Overviews (formerly SGE) (2025+)

The screenshot shows a search engine interface with a search bar containing 'couple halloween costumes'. Below the search bar are several filter buttons: 'Converse', 'Images', 'Shopping', 'Easy', '2023', 'Funny', 'Unique', 'Videos', and 'Cute'. To the right of these buttons are 'All filters' and 'Tools' options. The main content area features a green banner with a warning: 'Generative AI is experimental. Info quality may vary.' Below this, the AI-generated text reads: 'When choosing a couple's Halloween costume, you can consider:'. This is followed by three categories: 'Cute costumes' (listing Ariel and Eric from The Little Mermaid, Winnie the Pooh and Tigger, and Mr. and Mrs. Pumpkin), 'Funny costumes' (listing Sumo wrestlers, Beetlejuice and Lydia, hunter and his prey, loofah and soap, and Sulley and Boo), and 'Movie characters' (listing Barbie and Ken, Daenerys Targaryen and Jon Snow, Jimmy and Dottie, and Forrest Gump and Jenny). There is also a section for 'Other ideas' (1980s couples, Austin Powers and a Fembot, and matching Malibu couples) and a section titled 'When choosing a costume, you can also consider:' with a list of four bullet points: 'The location of the event', 'Whether you want to match or not', 'Finding a costume that speaks to your relationship', and 'Going for something that will make people laugh, do a double take, or get them talking'. At the bottom, there is a section 'You can also opt to be a pair with a friend.' and a row of follow-up questions: 'Ask a follow up', 'Should couples match for Halloween?', 'Do couples have to do couples costumes?', and 'What is the most popular...'. To the right of the text are three image cards: '80 Best Couples Halloween...' from Good Housekeeping (dated Sep 15, 2023), 'Best Couples Halloween Costume Ideas' from Halloween C... (dated Sep 20, 2023), and '90 Best Couples Halloween...' from thepioneerw... (dated Sep 20, 2023).

Attacked on Multiple Fronts:

House Fresh



1: Product Review Update

2: E-E-A-T Update

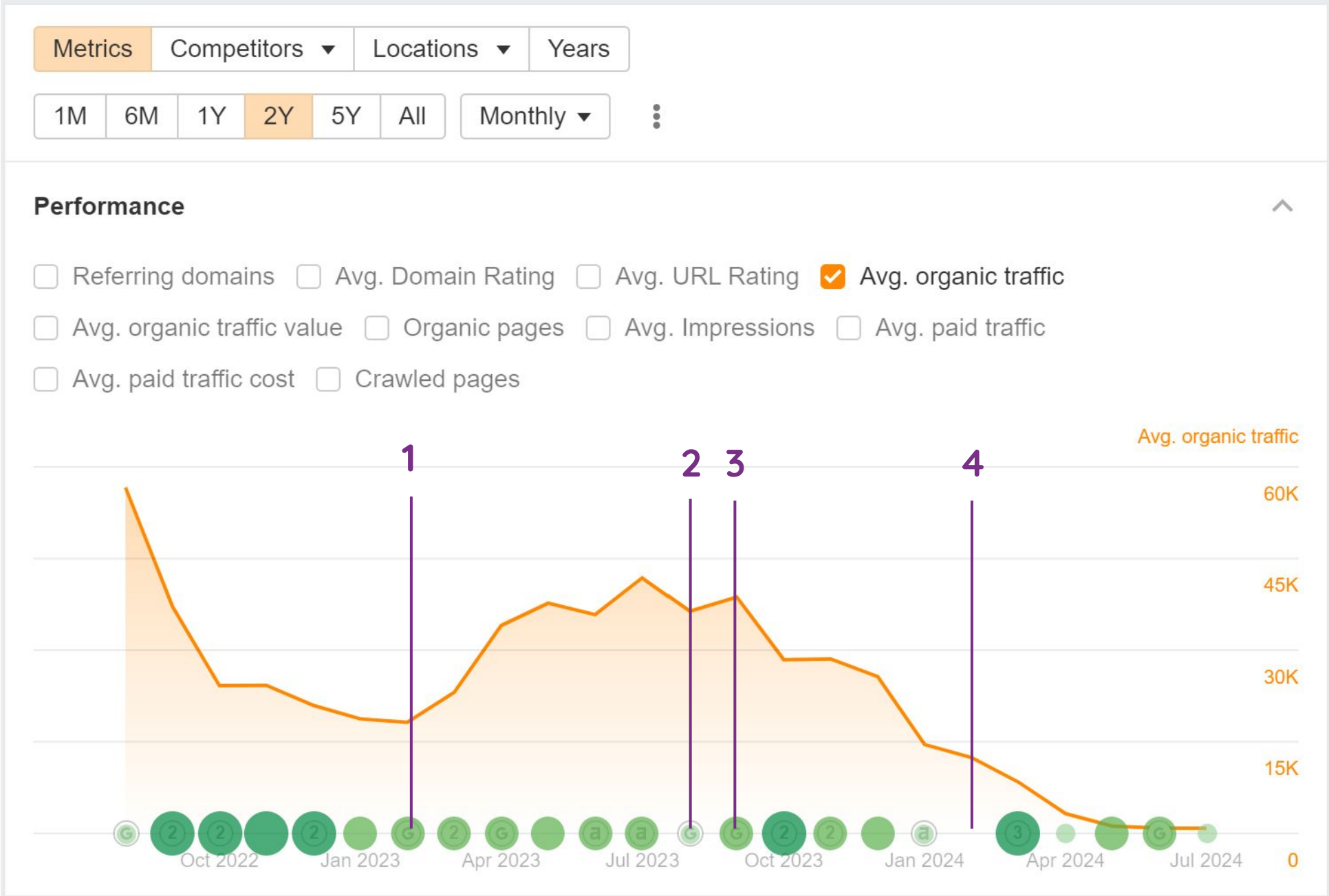
3: Helpful Content

4: Domain Abuse



Attacked on Multiple Fronts:

Cool of the Wild



1: Product Review Update

2: E-E-A-T Update

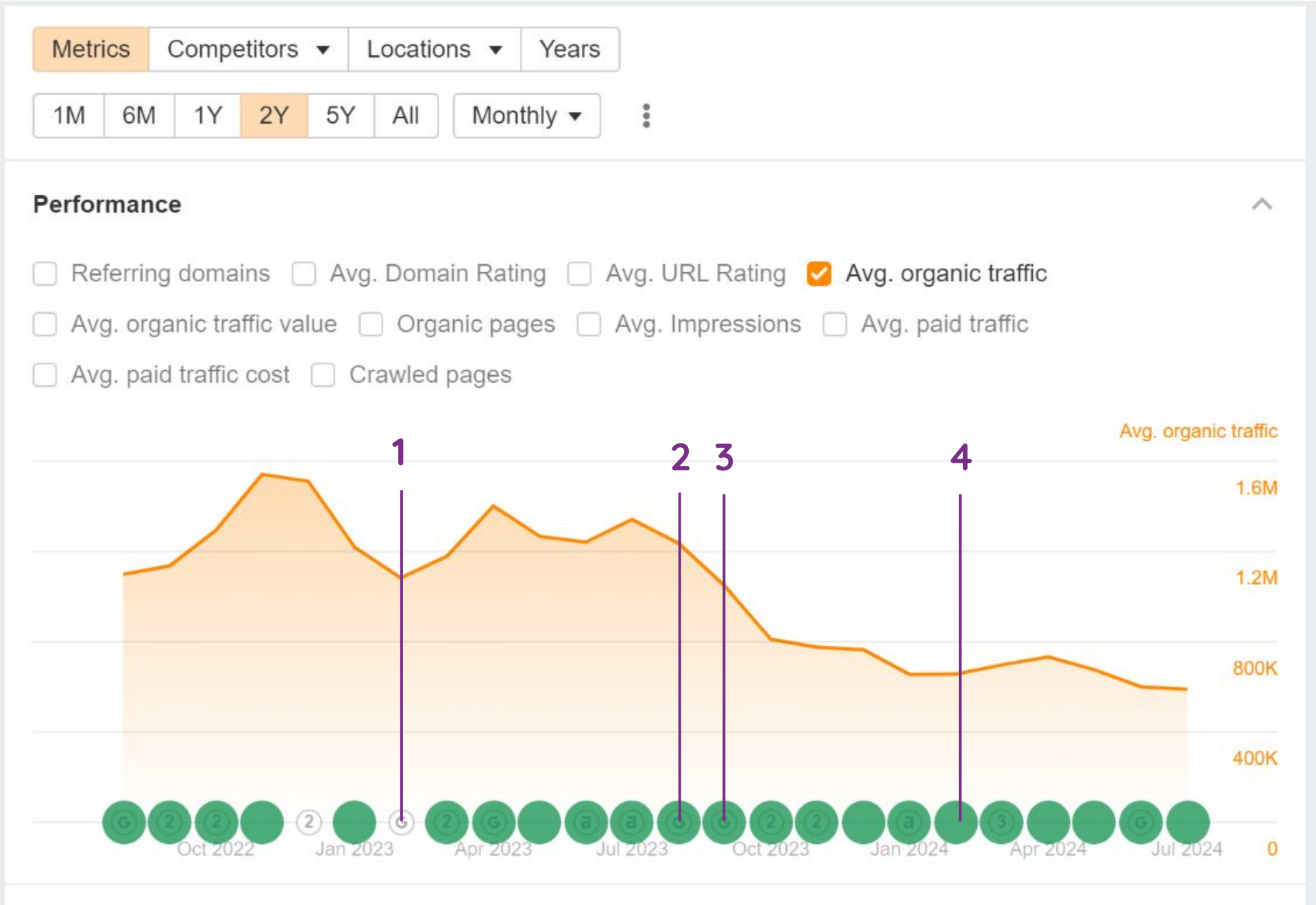
3: Helpful Content

4: Domain Abuse



Attacked on Multiple Fronts:

The Sole Supplier



1: Product Review Update

2: E-E-A-T Update

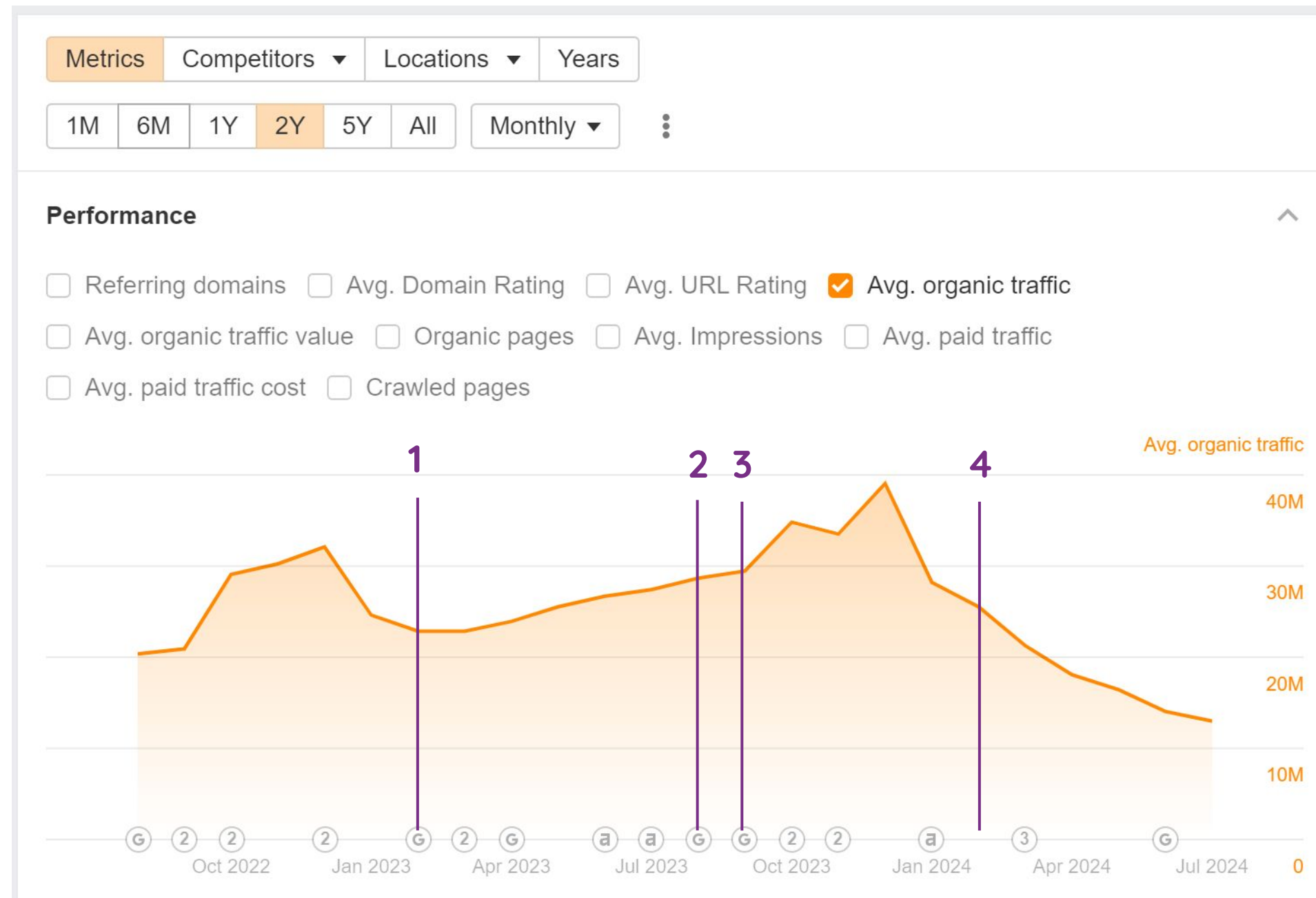
3: Helpful Content

4: Domain Abuse



Gains & Then Losses

Good Housekeeping



1: Product Review Update

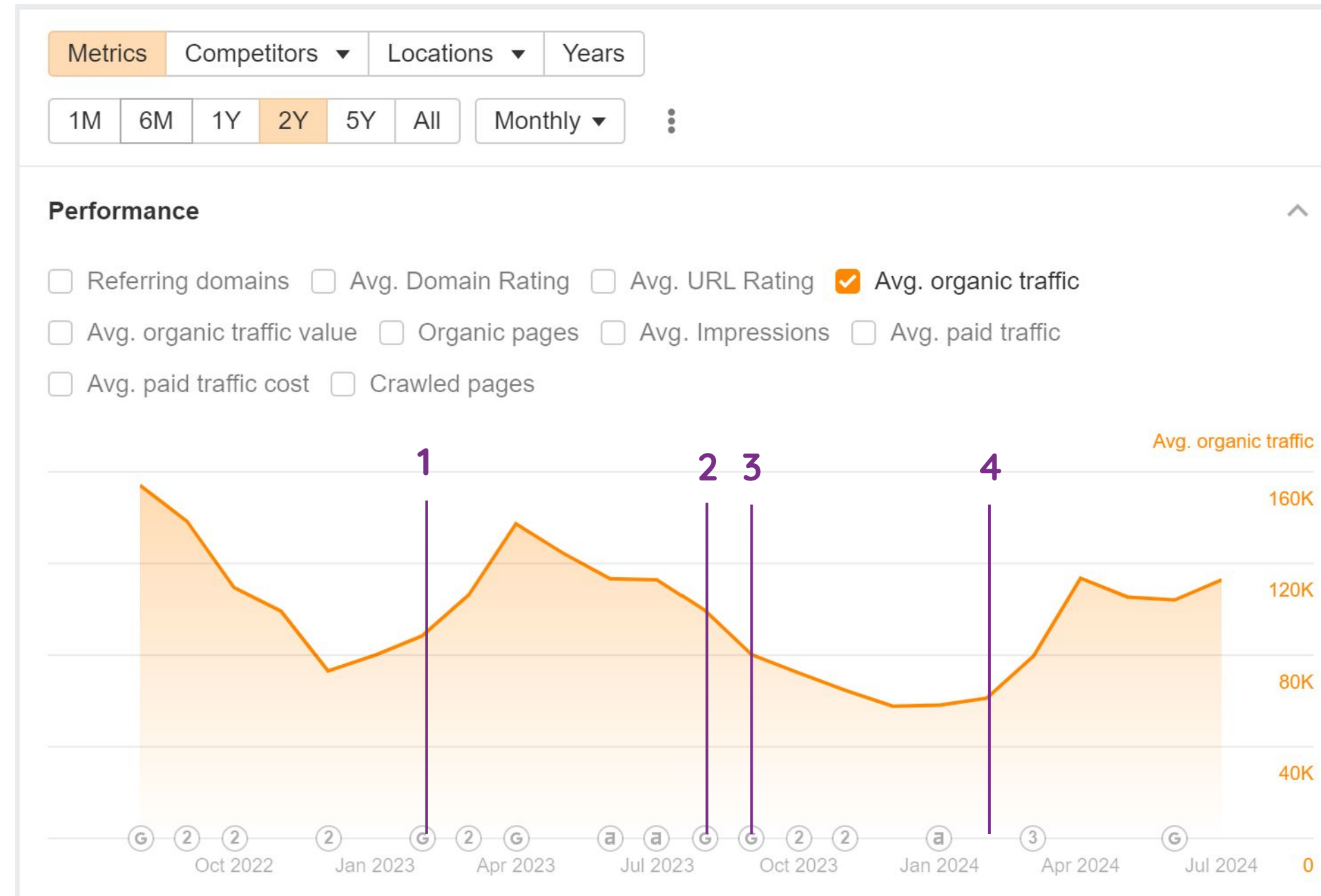
2: E-E-A-T Update

3: Helpful Content

4: Domain Abuse

Losses & Then Gains:

Marie Claire Beauty



1: Product Review Update

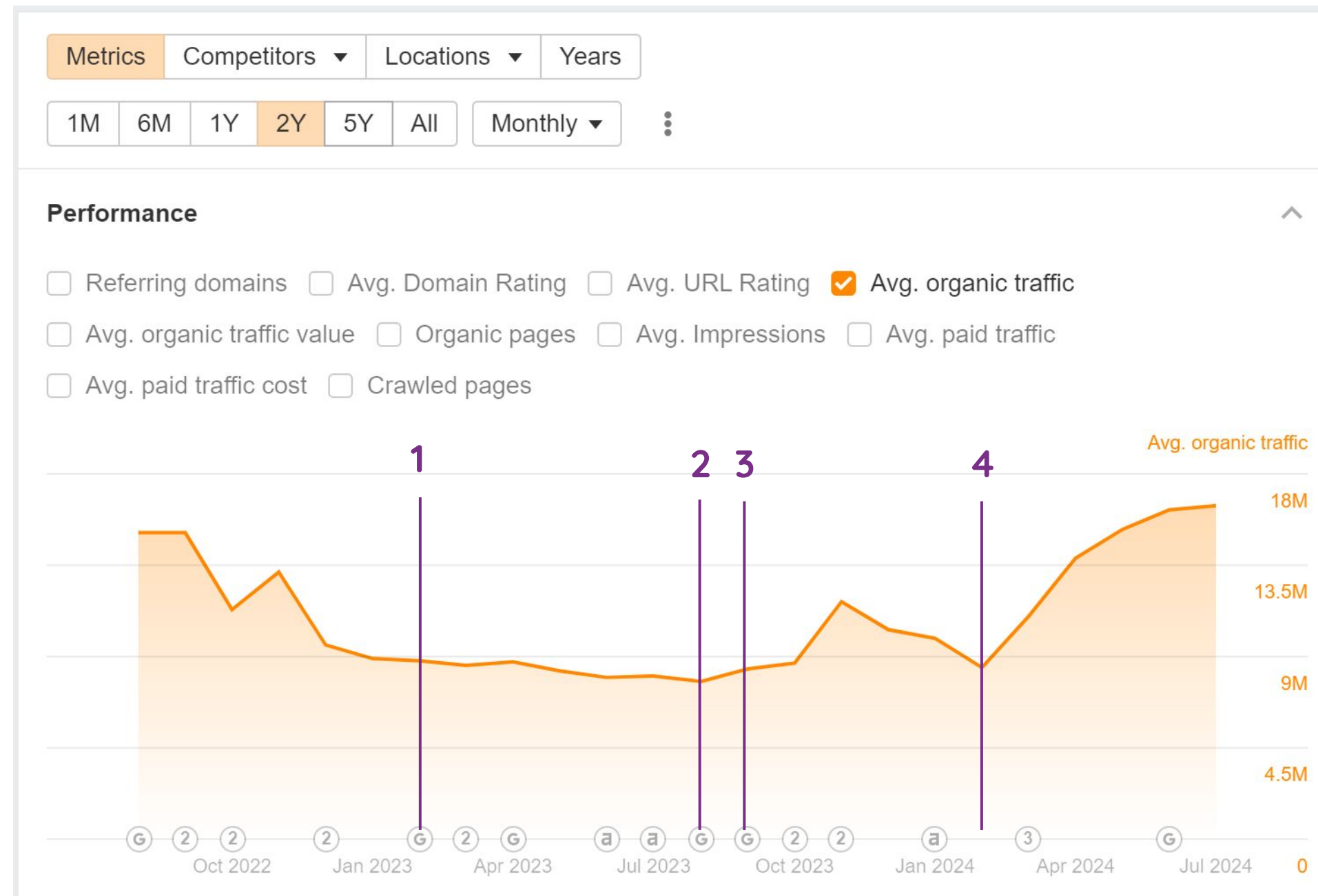
2: E-E-A-T Update

3: Helpful Content

4: Domain Abuse

Pure Gains:

Tech Radar



1: Product Review Update

2: E-E-A-T Update













3: Helpful Content

4: Domain Abuse

Impact: Domain Abuse

Google's 'Site Reputation Abuse' Update, Early Insights

This is just a sample of what has been seen. We're early and things are subject to change.

 Mirror	discountcode.mirror.co.uk	HIT	 BUSINESS INSIDER	coupons.businessinsider.com	HIT
 EXPRESS	discountcode.express.co.uk	HIT	 nine.com.au	coupons.nine.com.au	HIT
 REUTERS	reuters.com/coupons	HIT	 CNN	coupons.cnn.com	HIT
 USA TODAY	coupons.usatoday.com	HIT	The Telegraph	telegraph.co.uk/betting	HIT
 DAILY BEAST	coupons.thedailybeast.com/coupons	HIT	Outlook	outlookindia.com/outlook-spotlight	HIT
The Telegraph	telegraph.co.uk/vouchercodes	HIT	 GQ	gq.com/coupons	NOINDEXED
The Washington Post	washingtonpost.com/coupons	HIT	FORTUNE	coupons.fortune.com	NOINDEXED
 WIRED	wired.com/coupons	HIT	Forbes	forbes.com/coupons	TAKEN DOWN
Los Angeles Times	latimes.com/coupon-codes	HIT	WSJ	wsj.com/coupons	TAKEN DOWN
 Daily Mail	discountcode.dailymail.co.uk	HIT	 Sports Illustrated	si.com/showcase	TAKEN DOWN

Updated as of May 7th, 6AM ET Time. Lots of updates still expected. Estimated impac from searching. Nothing has been confirmed by Google.
Credit to @MalteLandwehr for Telegraph, @vladrpt for OI & @carlhendy for NINE

Impact: Domain Abuse

31 Jan 2024 Keyword: "best jewelry cleaner"

1 The 7 Best Jewelry Cleaners of 2024
<https://www.thespruce.com/best-jewelry-cleaners-4156495>

2 People also ask

3 Best Jewelry Cleaning & Care Products
<https://www.amazon.com/Best-Sellers-Jewelry-Cleaning-Care-Products/zgbs/fashion/13830051>

4 Discussions and forums

5 Fine Jewelry Cleaning Kit
<https://gemglowcleaner.com/gem-glow-jewelry-cleaner-products/fine-jewelry-cleaning-kit/> Lost

6 Looking for a good jewelry cleaner
https://www.reddit.com/r/jewelry/comments/15iy93d/looking_for_a_good_jewelry_cleaner/

7 How to Clean and Care for Your Jewelry
<https://www.nytimes.com/wirecutter/reviews/how-to-clean-your-jewelry/>

8 10 Most Popular Jewelry Ultrasonic Cleaners for 2024
<https://www.jpost.com/advisor/home-and-kitchen/10-most-popular-jewelry-ultrasonic-cleaners-771987> Lost

9 The 12 Very Best Jewelry Cleaners - New York Magazine
<https://nymag.com/strategist/article/best-jewelry-cleaner.html> Lost

10 The 10 best jewelry cleaners of 2023, with expert tips
<https://nypost.com/article/best-jewelry-cleaners-with-expert-tips/> Lost

11 Jun 2024

Shopping results

1 Looking for a good jewelry cleaner
https://www.reddit.com/r/jewelry/comments/15iy93d/looking_for_a_good_jewelry_cleaner/

2 Best Jewelry Cleaning & Care Products - Amazon.com
<https://www.amazon.com/Best-Sellers-Jewelry-Cleaning-Care-Products/zgbs/fashion/13830051>

3 People also ask

4 Ultrasonic Cleaner | The Best Cleaner for Jewelry
<https://www.cleanandcarecleaner.com/products/professional-ultrasonic-cleaner> New

5 The Best At-Home Jewelry Cleaners, According To Jewelers
https://www.huffpost.com/entry/best-jewelry-cleaners_1_661f0c72e4b0d63376580aa3 New

6 Discussions and forums

7 the best best best ring cleaner you will ever use. it is INSANE ...
<https://www.tiktok.com/@bysophiale/video/7272094749954182443?lang=en> New

8 juli diamond cleaning essentials kit
<https://lindseyscoggins.com/juli-diamond-cleaning-essentials-kit/>

9 Weiman Fine Jewelry Cleaner Liquid with Cleaning Brush ...
<https://www.amazon.com/Weiman-Jewelry-Cleaner-Liquid-Brilliance/dp/B002YC83MO> New

Affiliate/Content Site

Retailer

UGC/Forum



Impact: Affiliate Marketing is Suffering

Domain Type	01/07/2024	01/07/2023	Difference	% Change
"Independent" Content Sites:				
gemmaetc.com	58	145,727	-145,669	-100%
nextluxury.com	8,626	1,270,392	-1,261,766	-99%
housefresh.com	1,878	54,740	-52,862	-97%
emmaand3.com	360	5,152	-4,792	-93%
backpackies.com	3,041	19,146	-16,105	-84%
menswearstyle.co.uk	4,075	14,561	-10,486	-72%
mothergeek.co.uk	1,393	3,540	-2,147	-61%
southeastasiabackpacker.com	14,194	33,246	-19,052	-57%
emilyluxton.co.uk	11,526	25,337	-13,811	-55%
thebrokebackpacker.com	178,203	339,871	-161,668	-48%
Media Publications:				
sustainablejungle.com	67,083	192,548	-125,465	-65%
homesandgardens.com (Future Plc)	932,444	2,400,000	-1,467,556	-61%
goodhousekeeping.com/uk/product-reviews/ (Hearst)	324,551	810,149	-485,598	-60%
graziomagazine.com/ (Bauer)	408,000	930,000	-522,000	-56%
Byrdie.com (Dotdash Meredith)	4,500,000	9,750,000	-5,250,000	-54%
nymag.com (Vox Media)	2,840,825	5,654,192	-2,813,367	-50%
whathifi.com (Future Plc)	1,190,000	2,220,000	-1,030,000	-46%
whowhatwear.com (Future Plc)	1,205,149	1,824,000	-618,851	-34%
lifewire.com (Dotdash Meredith)	4,230,000	6,650,000	-2,420,000	-36%
countrylife.co.uk (Future Plc)	115,480	151,473	-35,993	-24%
thesprucepets.com (Dotdash Meredith)	3,790,000	4,710,000	-920,000	-20%
wired.com/gallery/ (Condé Nast)	1,790,000	1,689,000	101,000	6%
forbes.com (Integrated Whale Media Investments)	65,029,000	58,975,000	6,054,000	10%
techradar.com (Future Plc)	16,375,000	8,048,000	8,327,000	103%

Domain Type	01/07/2024	01/07/2023	Difference	% Change
News Outlets:				
thesun.co.uk/sun-selects/	1,116	91,191	-90,075	-99%
independent.co.uk/extras/	1,034,000	1,670,000	-636,000	-38%
telegraph.co.uk/recommended/	520,114	388,717	131,397	34%
Truly Independent Review Sites:				
rtings.com	3,693,000	4,611,000	-918,000	-20%
which.co.uk	1,899,000	1,961,000	-62,000	-3%
trustedreviews.com	17,590,000	17,590,000	0	0%
UGC / Forums:				
quora.com	210,115,000	59,043,000	151,072,000	256%
reddit.com	563,869,000	93,298,000	470,571,000	504%

Impact: Perhaps Some Hope...

I've spent a huge amount of time looking at the feedback over the past few months, diving deep into sites, writing up thoughts and talking with people internally.... I fully recognize that there are **'small' or 'independent' sites that are diligently producing great content that our systems aren't recognizing it as well as they should**

[Danny Sullivan](#), Google Search employee Dec 23

Impact: AI Overviews aka SGE (2025+)

86.8% of search results had an SGE element:

- With SGE results, the existing top placed organic listing moves 1.5 screens below the fold.
- 93.8% of the links used to give SGE results were **not from** the existing top organic listings
- All SGE sourced content **stripped out existing affiliate links**

[Authoritas.com SGE Study Dec 23](#)

Q&A

apma

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Q&A

Some potential questions:

What do we think Google is trying to achieve with these changes?

Can we assume positive intent or is Google trying to get more searches out of each user to boost revenues?

Google is giving more space to retailer in “best xxxx” search terms. Can we take from this that Google does not trust content or affiliate sites to be a reliable arbiter of what is best? In giving retailers more of this traffic, are they being touted as better opinions that searchers should listen to? Or are we seeing a balance being redressed and do both voices need to be heard?

How sustainable affiliate marketing is in the long term

- will Google's increasing shelf space for paid marketing + AI results lead to less traffic for affiliates?
- IS Google biting the hand that feeds it as it needs affiliates to create content to power its AI?