

Google won't comment on a potentially massive leak of its search algorithm documentation

A purported leak of 2,500 pages of internal documentation from Google sheds light on how Search, the most powerful arbiter of the internet, operates.

Google's search algorithm is perhaps the most consequential system on the internet, dictating what sites live and die and what content on the web looks like. But how exactly Google ranks websites has long been a mystery, pieced together by journalists, researchers, and people working in search engine optimization.

Now, an explosive leak that purports to show thousands of pages of internal documents appears to offer an unprecedented look under the hood of how Search works — and suggests that Google hasn't been entirely truthful about it for years. So far, Google hasn't responded to multiple requests for comment on the legitimacy of the documents.

Rand Fishkin, who worked in SEO for more than a decade, says a source shared 2,500 pages of documents with him with the hopes that reporting on the leak would counter the "lies" that Google employees had shared about how the search algorithm works. The documents outline Google's search API and break down what information is available to employees, according to Fishkin.

Continue reading [HERE](#)

Source:

<https://www.theverge.com/2024/5/28/24166177/google-search-ranking-algorithm-leak-documents-link-seo>

[Disclaimer]