



January 2026

Techs & Specs

Monthly Digital Marketing Newsletter



In This Issue...

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Why Google is deleting reviews at record levels

Reviews are disappearing faster as moderation systems, industry risk, and geography shape which reviews stay visible.

Google says doing optimization for AI search is 'the same' as doing SEO for traditional search

Build great sites, great content, for your users, according to Nick Fox, SVP of Knowledge and Information at Google.

How vibe coding is changing search marketing workflows

As Google's AI Overviews answer more queries directly, vibe coding gives marketers a way to create interactive experiences AI can't replace.

Google December 2025 core update rolling out now

This was the third core update and fourth confirmed Google update in 2025. The December core update will take up to three weeks to rollout.

Web-Kare Client Referral Program

If you know of a company that would benefit from our services, let us know! Each referral that converts will entitle you to a personal gift card of your choice.

Contact Knute Klefos klefos@web-kare.com or Sean Simoneau sean@web-kare.com for more information.