

Authorship Shake-up

As predicted by Matt Cutts at Pubcon Las Vegas, authorship mark-up disappeared from roughly 15% of queries over a period of about a month. The fall bottomed out around December 19th, but the numbers remain volatile and have not recovered to earlier highs.

[Google's December Authorship Shake-up](#) (Moz)

[Authorshipocalypse! The Great Google Authorship Purge Has Begun](#) (Virante)