



How to Keep Up with Google in 2014

Presented by:

Lee Frederiksen & Rand Fishkin

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MOZ



Hinge

Chat live on Twitter!

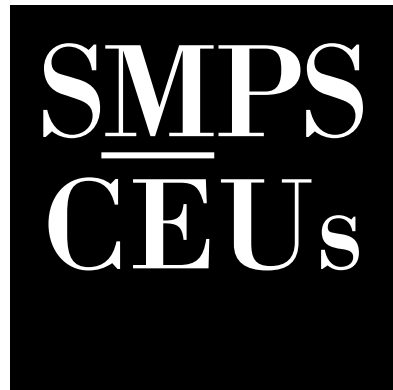
Today's Hashtag:



#HingeMozSEO

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Today's Speakers



Lee Frederiksen, Ph.D.

Managing Partner, Hinge Marketing

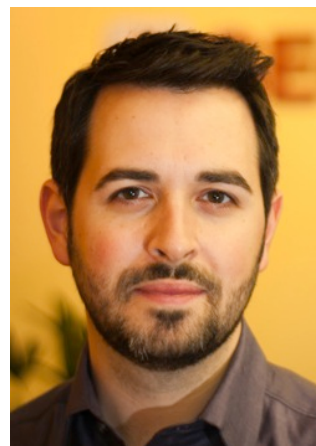
lfrederiksen@hingemarketing.com

Connect with me on LinkedIn:

in/leefrederiksen

Connect on Twitter:

@HingeMarketing



Rand Fishkin

Co-Founder and Wizard of Moz

rand@moz.com

Connect with me on LinkedIn:

in/randfishkin

Connect on Twitter:

@randfish

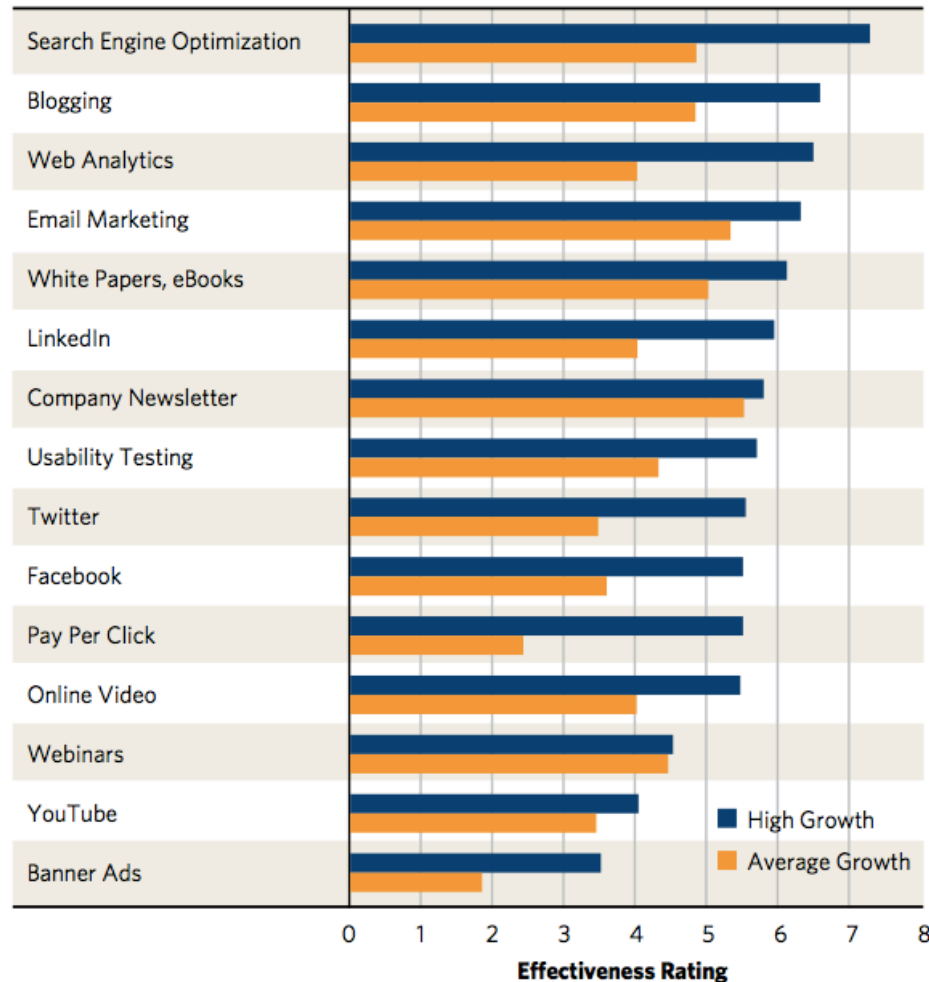
Agenda

- › SEO and professional services marketing
- › The challenge
- › Why bother keeping up?
- › What do we absolutely have to know?
- › What Google's history can tell us
- › 3 strategic and tactical tips for great SEO in 2014
- › Wrap-up and questions

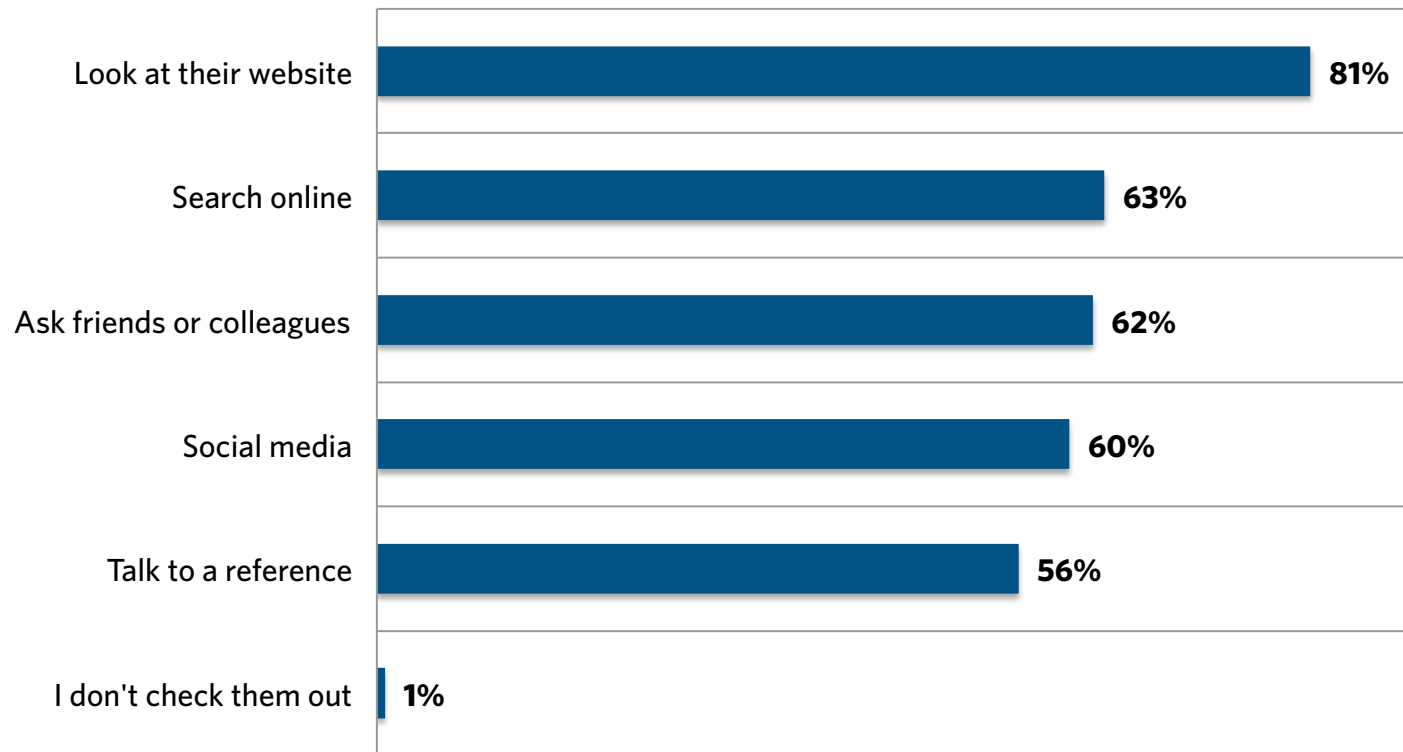
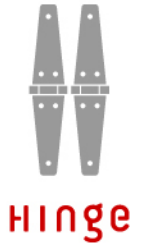


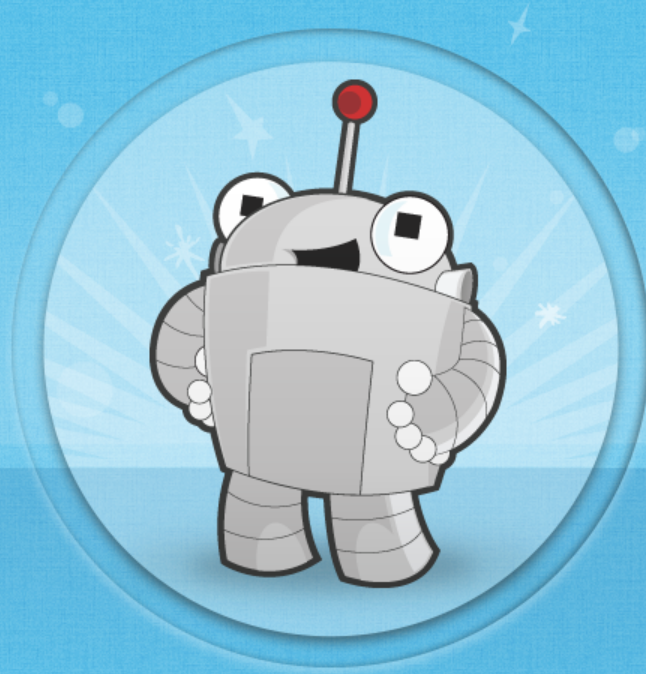


Effectiveness Ratings of Online Tools



Before you hire a professional services provider, what do you do to check them out?





How to Keep Up with Google in 2014

Rand Fishkin, Wizard of [Moz](#) | [@randfish](#) | [rand@moz.com](#)

No Need to Take Notes:

<http://bit.ly/keepupwithgoogle>

The Challenge

500+ Algorithmic Changes Each Year

Precision Evaluations

The first phase is to get feedback from evaluators, people who evaluate search quality based on our guidelines. We show evaluators search results and ask them to rate the usefulness of the results for a given search. *Note: These ratings don't directly impact ranking.*

Live Traffic Experiments

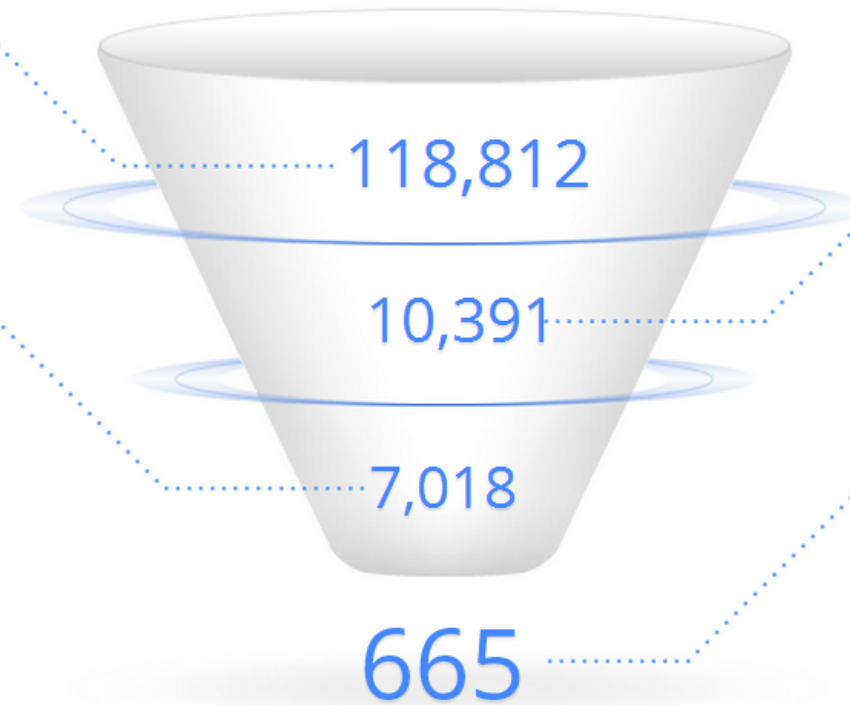
If the evaluators' feedback looks good, we move forward with a "live traffic experiment." In these experiments, we change search for a small percentage of real Google users and see how it changes the way they interact with the results. We carefully analyze the results to understand whether the change is an improvement to the search results. For example, do searchers click the new first result more often? If so, that's generally a good sign.

Side-by-Side Experiments

In a side-by-side experiment, we show evaluators two different sets of search results: one from the old algorithm and one from the new, and we ask them for details about which results they prefer.

Launches

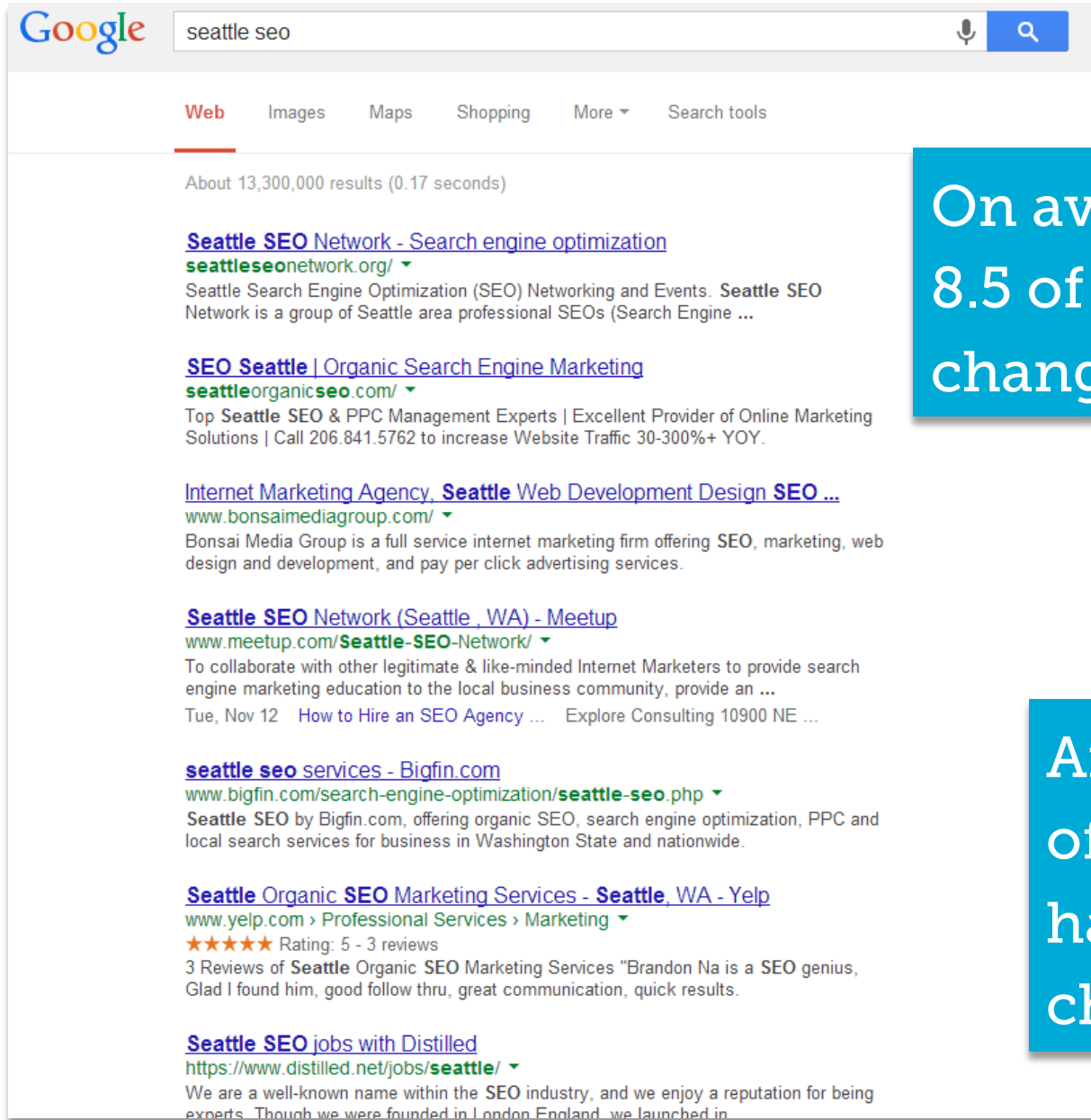
Finally, our most experienced search engineers carefully review the data from all the different experiments and decide if the change is approved to launch. It sounds like a lot, but the process is well refined, so an engineer can go from idea to live on Google for a percentage of users in 24 hours. Based on all of this experimentation, evaluation and analysis, we launched 665 improvements to search in 2012.



Data from 2012

In 2012 alone, Google says they had 665 "launches" of new search-changing features

Innumerable Fluctuations in Search Results



The screenshot shows a Google search for "seattle seo". The search bar at the top contains the text "seattle seo" and a magnifying glass icon. Below the search bar, there are tabs for "Web", "Images", "Maps", "Shopping", "More", and "Search tools". The "Web" tab is selected. Below the tabs, it says "About 13,300,000 results (0.17 seconds)". The search results are listed below, each with a title, a URL, and a brief description.

Search results for "seattle seo":

- Seattle SEO Network - Search engine optimization**
seattleseonetwork.org/
Seattle Search Engine Optimization (SEO) Networking and Events. **Seattle SEO Network** is a group of Seattle area professional SEOs (Search Engine ...)
- SEO Seattle | Organic Search Engine Marketing**
seattleorganicseo.com/
Top **Seattle SEO** & PPC Management Experts | Excellent Provider of Online Marketing Solutions | Call 206.841.5762 to increase Website Traffic 30-300%+ YOY.
- Internet Marketing Agency, Seattle Web Development Design SEO ...**
www.bonsaimediagroup.com/
Bonsai Media Group is a full service internet marketing firm offering SEO, marketing, web design and development, and pay per click advertising services.
- Seattle SEO Network (Seattle, WA) - Meetup**
www.meetup.com/Seattle-SEO-Network/
To collaborate with other legitimate & like-minded Internet Marketers to provide search engine marketing education to the local business community, provide an ...
Tue, Nov 12 [How to Hire an SEO Agency ...](#) [Explore Consulting 10900 NE ...](#)
- seattle seo services - Bigfin.com**
www.bigfin.com/search-engine-optimization/seattle-seo.php
Seattle SEO by Bigfin.com, offering organic SEO, search engine optimization, PPC and local search services for business in Washington State and nationwide.
- Seattle Organic SEO Marketing Services - Seattle, WA - Yelp**
www.yelp.com > Professional Services > Marketing
★★★★★ Rating: 5 - 3 reviews
3 Reviews of **Seattle Organic SEO Marketing Services** "Brandon Na is a **SEO** genius, Glad I found him, good follow thru, great communication, quick results.
- Seattle SEO jobs with Distilled**
<https://www.distilled.net/jobs/seattle/>
We are a well-known name within the **SEO** industry, and we enjoy a reputation for being experts. Though we were founded in London, England, we launched in

On average, each month
8.5 of the top 10 will
change ranking position.

And every day, 78%
of search results
have some ranking
change.

85+ Unique Types of SERPs

The image shows a side-by-side comparison of two Google search results pages. The left page is for the search term "killer whale" and the right page is for "email authentication".

Left Page (killer whale):

- Search bar: killer whale
- Navigation: Web (selected), Images
- Results: About 53,000,000 results
- Top results include:
 - News for killer whale
 - Orca trainer saw by CNN - 8 hours ago
 - Byrne was an exception killer whales. "She
 - SeaWorld Is No Safe Daily Beast - 2 days
 - 'Blackfish' in the Cr CNN (blog) - 2 days
 - Killer whale - Wikipedia
 - Killer Whales (O animals.nationalge
 - Killer whales sur

Right Page (email authentication):

- Search bar: email authentication
- Navigation: Web (selected), Images, Maps, Shopping, Patents, More, Search tools
- Results: About 40,900,000 results (0.30 seconds)
- Top results include:
 - Email authentication - Wikipedia, the free encyclopedia
 - Email authentication is a collection of techniques aimed at equipping messages of the email transport system with verifiable information. It is a coarse-grained ...
 - Rationale - Nature of the problem - Authentication methods - Authentication-Results
 - What is email authentication and how do I set it up? | Campaign ...
 - Campaign Monitor provides email authentication to increase the deliverability and security of your email campaigns. This article explains what authentication is, ...
 - Authentication | MailChimp
 - Email Authentication Guide. Ever get an email that claims it's from your bank, or eBay, or PayPal? One that actually looked pretty real, but it turned out to be a ...
 - Email authentication - Google Apps Administrator Help - Google Help
 - Email authentication is a way to ensure that an email provider will be able to recognize the sender of an incoming message and fight spam and abuse. You can ...
 - Email Authentication 101: What Do You Need To Know ...
 - [PDF] Email Authentication Guide For Senders - Return Path

Right Sidebar:

- Sign in button
- Settings gear icon
- Image gallery of killer whales with "More images" link
- Text snippet: "le", "ffered to as the", "d less commonly as", "ed whale belonging", "family. Wikipedia"
- Text snippet: "nus orca"
- Text snippet: "Orcinus"
- Feedback / More info link

See dozens more unique SERPs in Dr. Pete's Mozcon Presentation



[Beyond 10 Links on Slideshare](#) (from Moz's Dr. Peter Meyers)

Thousands of Entities are Competing to Sell You an SEO Solution

Please never buy any of these.
You'll have only yourself to
blame for the horrific results.

fiverr®


CATEGORIES ▾

Looking for users containing

Show: **Recommended** H


START SELLING SIGN IN

11551 results




\$5

I will write SEO articles for you




\$5

I will give an seo EXPLOSION 2013




\$5

I will write an SEO based article of 400 words



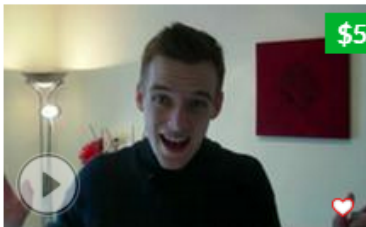
\$5

I will give You 5 SEO Tips for Domain Name Selection




\$5

I will provide All In One Ultimate SEO Service




\$5

I will write On Page SEO Optimized Article



\$5

I will write a 300 words SEO optimized buying guide



\$5

I will write one article that is SEO optimized

An Entity that Once Was Trustworthy, But (Probably) No Longer Is

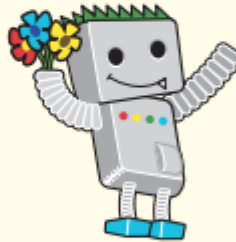
Welcome to Google's Search Engine Optimization Starter Guide

This document first began as an effort to help teams within Google, but we thought it'd be just as useful to webmasters that are new to the topic of search engine optimization and wish to improve their sites' interaction with both users and search engines. Although this guide won't tell you any secrets that'll automatically rank your site first for queries in Google (sorry!), following the best practices outlined below will make it easier for search engines to crawl, index and understand your content.

Search engine optimization is often about making small modifications to parts of your website. When viewed individually, these changes might seem like incremental improvements, but when combined with other optimizations, they could have a noticeable impact on your site's user experience and performance in organic search results. You're likely already familiar with many of the topics in this guide, because they're essential ingredients for any web page, but you may not be making the most out of them.

Even though this guide's title contains the words "search engine", we'd like to say that you should base your optimization decisions first and foremost on what's best for the visitors of your site. They're the main consumers of your content and are using search engines to find your work. Focusing too hard on specific tweaks to gain ranking in the organic results of search engines may not deliver the desired results. Search engine optimization is about putting your site's best foot forward when it comes to visibility in search engines, but your ultimate consumers are your users, not search engines.

From here on, I'll be explaining various points on search engine optimization (SEO)!



Googlebot

Crawling content on the Internet for Google's index every day, every night, non stop.

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•	SEO Basics
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30	Make use of free webmaster tools

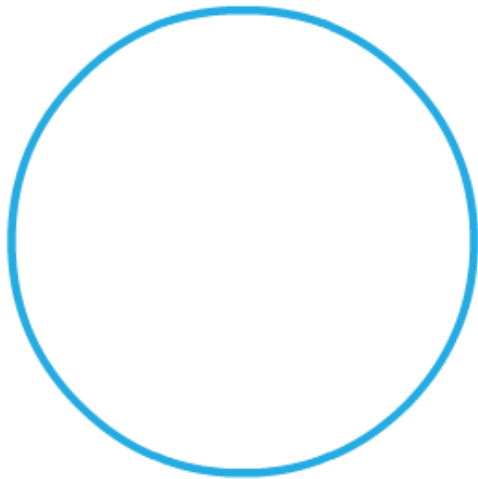
An example may help our explanations, so we've created a fictitious website to follow throughout the guide. For each topic, we've fleshed out enough information about the site to illustrate the point being covered. Here's some background information about the site we'll use:

It's not that Google's SEO advice is wrong. It's just very carefully phrased such that they provide remarkably little actionable advice.

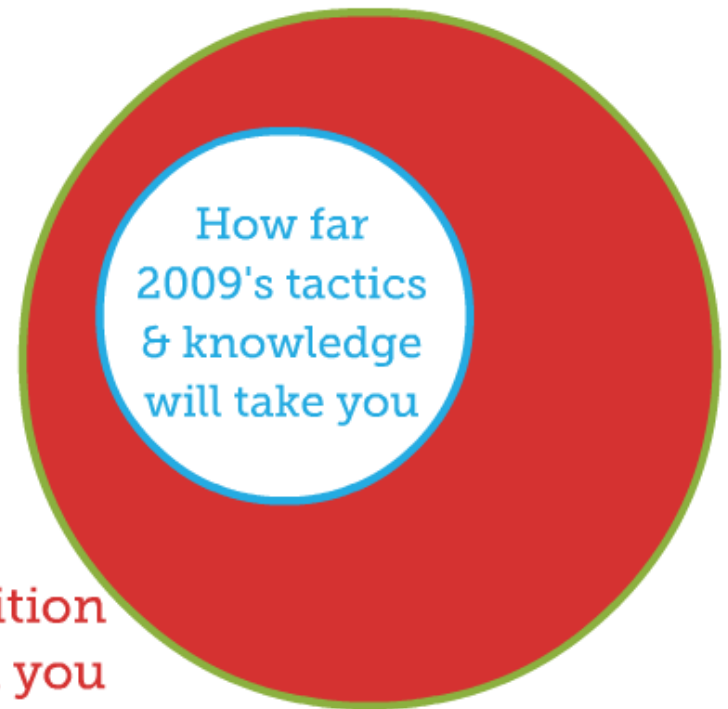
Why Bother Keeping Up?

The Opportunity vs. Execution Gap

**Your Site's SEO Traffic
Opportunity in 2009**



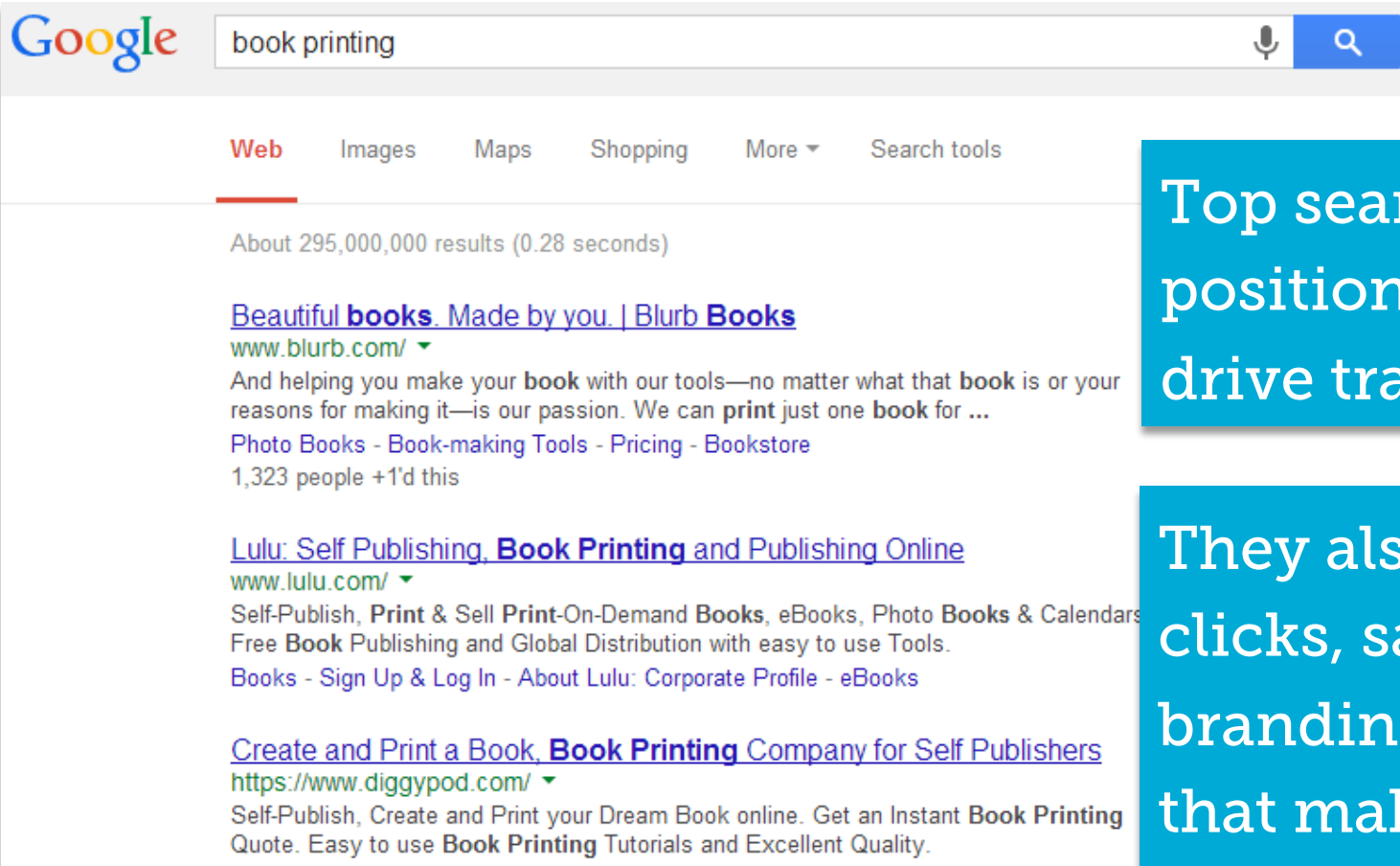
**Your Site's SEO Traffic
Opportunity in 2014**



How far
2009's tactics
& knowledge
will take you

What the competition
will take from you

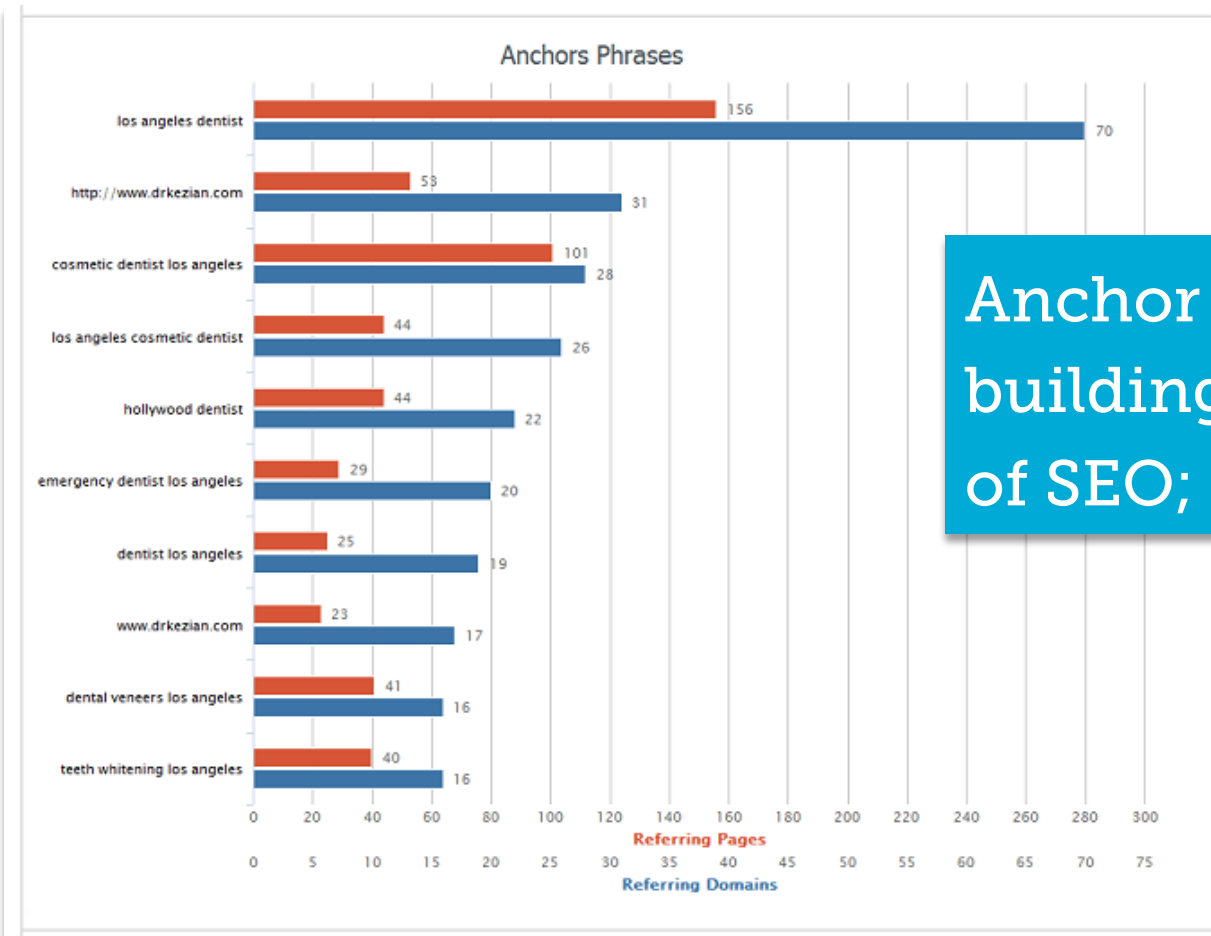
In SEO, the Rich Get Richer



Top search ranking positions don't just drive traffic...

They also earn clicks, sales, shares, branding, and links that make it even harder to outrank them over time.

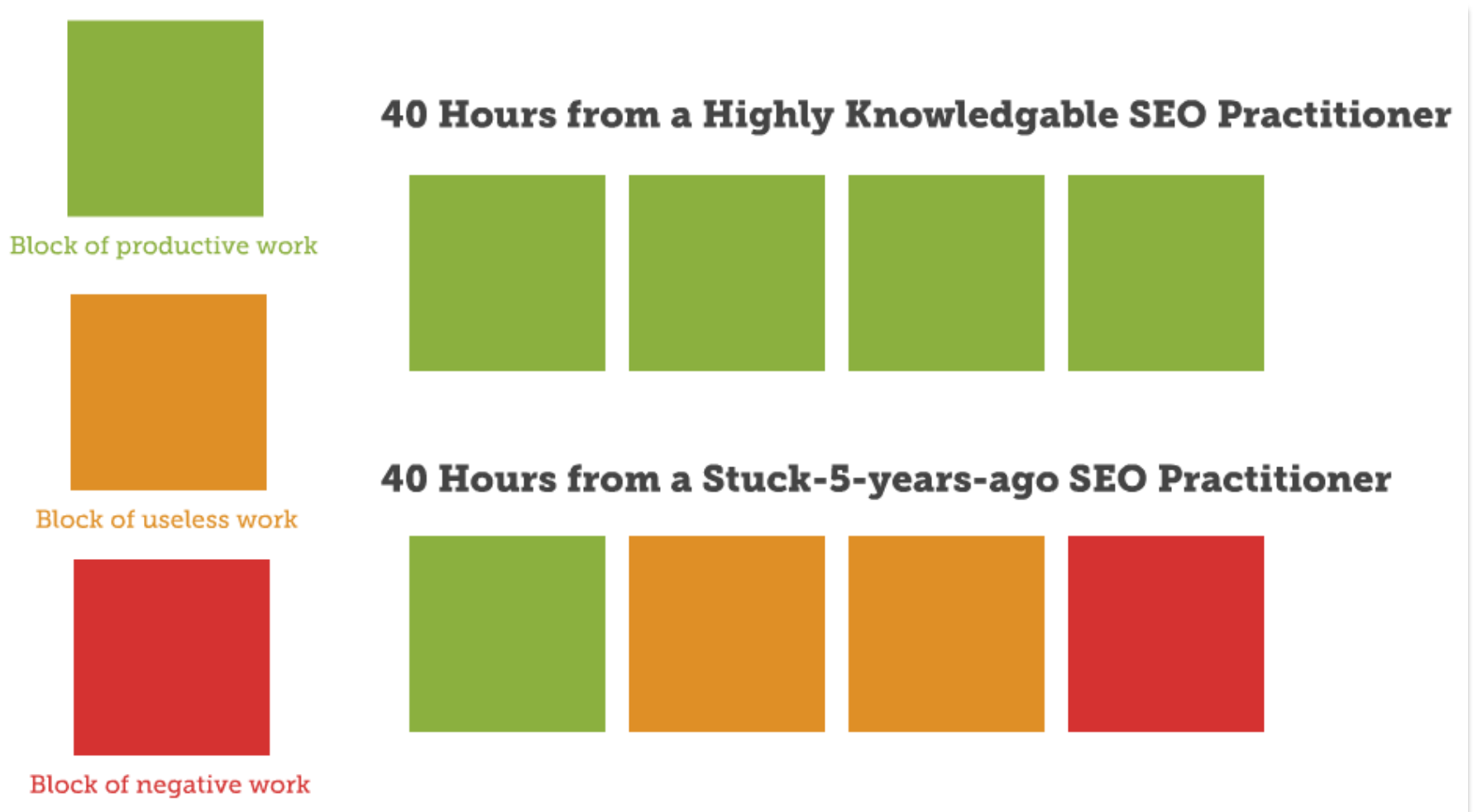
If You Used Manipulative Tactics or Outsourced, There's High Risk



Anchor text heavy link building was once a staple of SEO; now it's a liability.

Two rec'd posts: [Identifying Link Penalties](#) and [Guide to Penalty Removal](#)

As a Marketer, Keeping Up is as Important as Doing the Work



**What Do We Absolutely
HAVE to Know?**

Major Algorithmic Updates

2013

2012

2011

2010

2009

2008

2007

2006

2005

2004

2003

2002

2000

2013 Updates

Penguin 2.1 (#5) — October 4, 2013

After a 4-1/2 month gap, Google launched another Penguin update. Given the 2.1 designation, this was probably a data update (primarily) and not a major change to the Penguin algorithm. The overall impact seemed to be moderate, although some webmasters reported being hit hard.

[Penguin 5, With The Penguin 2.1 Spam-Filtering Algorithm, Is Now Live \(SEL\)](#)

[Google Penguin 2.1 Was A Big Hit \(SER\)](#)

Hummingbird — August 20, 2013

Announced on September 26th, Google suggested that the "Hummingbird" update rolled out about a month earlier. Our best guess ties it to a MozCast spike on August 20th and many reports of flux from August 20-22. Hummingbird has been compared to Caffeine, and seems to be a core algorithm update that may power changes to semantic search and the Knowledge Graph for months to come.

[FAQ: All About The New Google "Hummingbird" Algorithm \(SEL\)](#)

[Some Reports Of An August 21/22 Google Update \(SER\)](#)

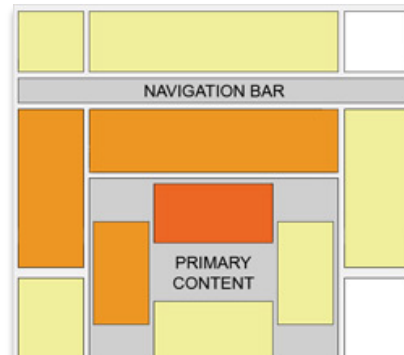
In-depth Articles — August 6, 2013

Google added a new type of news result called "in-depth articles", dedicated to more evergreen, long-form content. At launch, it included links to three articles, and appeared across about 3% of the searches that MozCast tracks.

[In-depth articles in search results \(Google\)](#)

[This free resource from Moz](#) shows every major, "named" update over the last 13 years

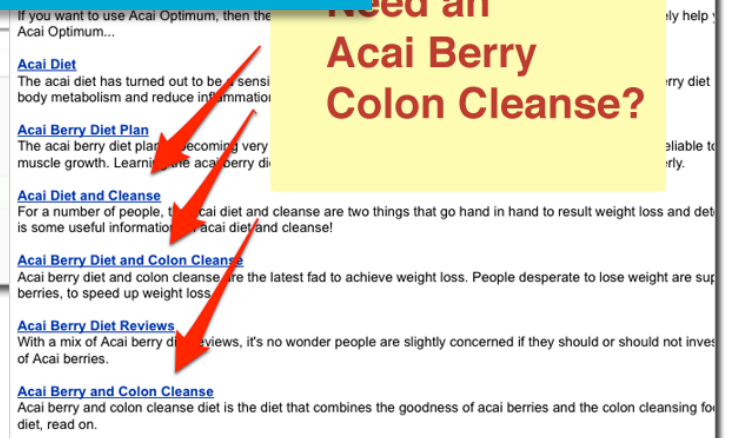
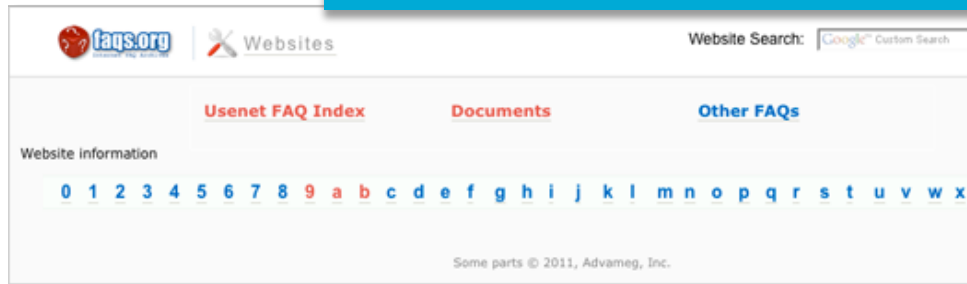
e.g. Panda



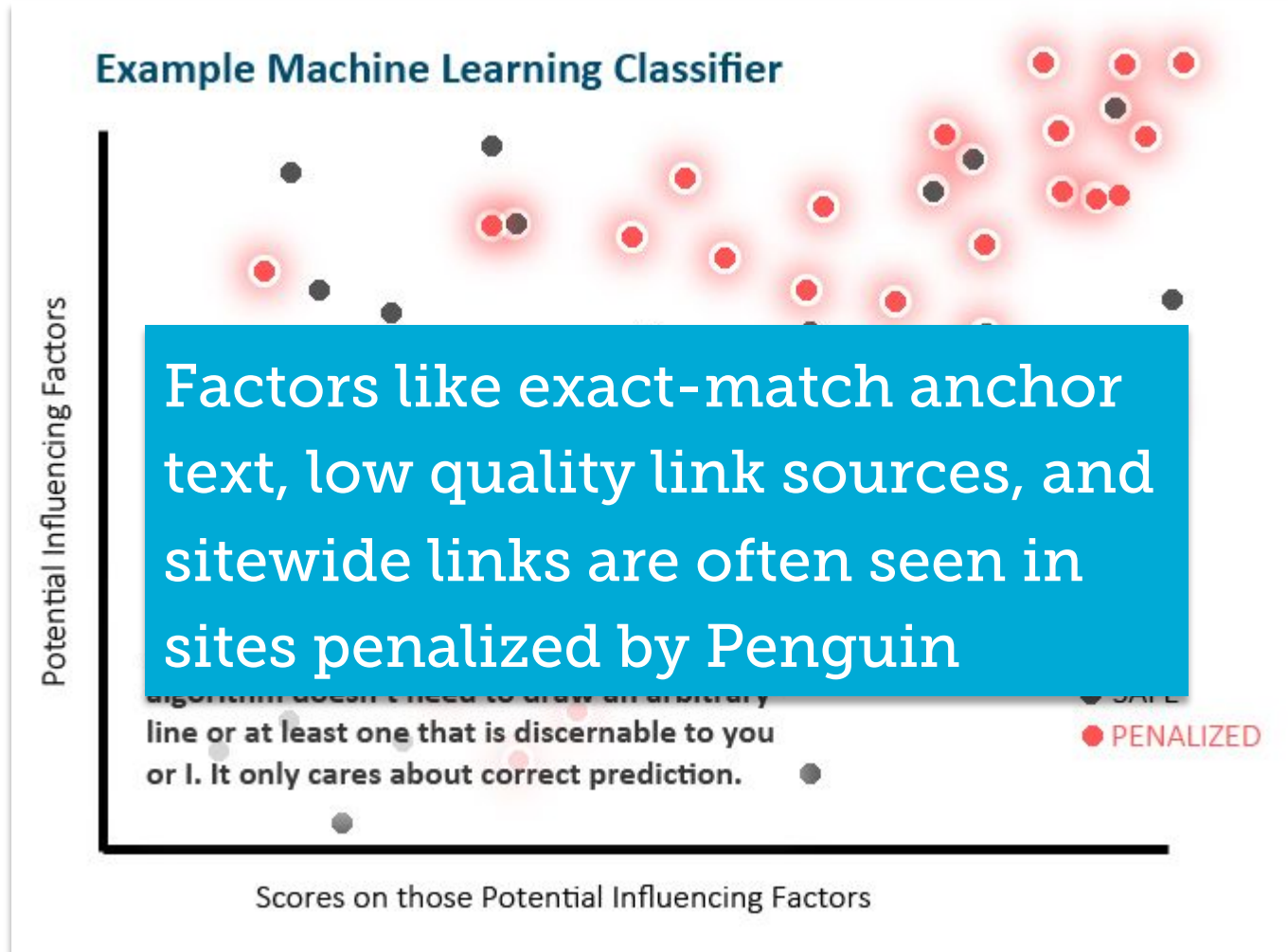
Adsense Says
"Yes"

Panda Says
"Penalty"

Panda appears to use user satisfaction/happiness inputs to remove sites searchers don't like from the SERPs.



e.g. Penguin



Excellent analysis of factors correlated with sites hit by Penguin

e.g. Hummingbird?



best bank interest rates for savings account



[Top 10 High Yield Savings Accounts | NerdWallet](#)



[www.nerdwallet.com/.../banking/nerdwallets-top-high-yield-onli...](#) ▼

by Laura Edgar - in 96 Google+ circles

The rumors are true: **savings account interest rates** are at an all-time low. Just looking at big **bank** accounts, you might well think that your **best** course is the ...

[Best Savings Accounts 2013 | NerdWallet](#)



[www.nerdwallet.com/.../banking/nerdwallets-best-savings-a](#)

by John Gower - in 95 Google+ circles

Unfortunately, national average **savings account** rates are devastated that your current **bank** will have the **best** account or the highest in

[Best savings account rates | Money-Rates.com](#)

[www.money-rates.com/savings.htm](#) ▼

by Richard Barrington

We search over 300 **banks** every day for high yield **savings accounts** and . account qualifies Saver Rewards for a higher **interest rate** - Limited to MA Money Market Rates - Best CD Rates - Retirement Savings Calculator

[Checking Accounts | Savings Account Reviews and Advice by ...](#)

[www.bankrate.com/checking.aspx](#) ▼

Need checking account or **savings account** information? Take a look at the available **bank** accounts at Bankrate.com. ... Internet-based. Local. Account type: **Interest** checking ... **Top** Story. Don Taylor ... Compare Checking and Savings Rates ...

Hummingbird promoted results that are less about perfect keyword targeting and more about matching the query's intent.

Major Click-Biasing Changes

[illegible]

Google

Web Images Videos Maps News Shopping Terms more »

Search

About 1,429,369 results (0.11 seconds)

Everything
Images
Maps
Videos
News
Shopping
More

Related searches for pizza cutters

- Jetboats · [Amazon.com](#) · [Home Depot](#) · [Walmart Supercenter](#) · [American Woodcraft](#) · [Lakota](#)
- Stores: [Amazon](#) · [Williams Sonoma](#) · [Whole Foods Market](#) · [Target](#) · [Sur La Table](#)

Pizza Cutters - Gourmet Pizza · [www.pizzacutters.com.au](#) · CachedFresh tasting, super addictive gourmet Pizza. Award-winning gourmet pizza, gelato, salads and much & so. Most Popular Pick approved gourmet pizza.- Locations - Pizza Cutters Gourmet Pizza · [Take ...](#) · About Us · Feedback

» Pizza Cutters - Locations

[pizzacutters.com.au/location](#) · CachedFresh tasting, super addictive gourmet Pizza. Award-winning gourmet pizza ...

Pizza Cutters - Mona Vale

[pizzacutters.com.au/monavale](#) · CachedFresh tasting, super addictive gourmet Pizza. Award-winning gourmet pizza ...

» From search results from pizzacutters.com.au

Shopping results for pizza cutters

 SDMC Wheel Classic Pizza Cutter ***** 14 \$5				
--	--	--	--	--

Amsaven.com - Pizza Cutters
[www.amazon.com/b?ie=UTF-8&node=289797](#) · CachedResults 1 - 24 of 312 - Online shopping for **Pizza Cutters** from a great selection of Kitchen & Dining at low everyday low prices.

15 Cool Pizza Cutters · [www.coolcutlery.com/2009/08/pizza_cutter_01.html](#) · Cached2 Aug 2009 If you are still using the regular pizza cutter it might be time to upgrade. Here we have some of the best **pizza cutters** that makes cutting and ...

Pizza cutter - Wikipedia · [http://en.wikipedia.org/wiki/Pizza_cutter](#) · CachedAn **pizza cutter** (or **pizza wheel**) is a utensil that is used to cut pizzas. The use of a **pizza cutter** instead of a standard knife avoids the deflating of loose toppings ...

ThinkGeek - Star Trek Enterprise Pizza Cutter · [www.thinkgeek.com/introspects/gifts-for-kids](#) · CachedStar Trek Enterprise Pizza Cutter - Meet **Pizza cutter** in the form of the famous NCC-1701 Enterprise ship from Star Trek: the original series.

Pizza Cutter · [www.pizzacutters.com](#)
Pizza Cutter. New Feature! Pizza Menu... Submarines... Salads and Appetizers... Coupons & Specials... Catering... Location... Our History ...

Pizza Cutters · [www.pizzahomechef.com/pizza-cutters](#) · CachedPizza roller knives & pizza cutting wheels. A great selection of **pizza cutters**, any day you like it.

Buy Pizza Cutter or Pizza Wheel - Free Shipping Over \$100 · [www.kitchenwaredirect.com.au](#) · Kitchmartin · CachedFree Shipping Over \$100 & 30 Day Returns when you buy a Discounted Pizza Wheel, **Pizza Cutter** & Pizza Roller from Australia's Premier Retailer of Pizza ...

Ads

Pizza Couters at \$150/Month · [www.pizzawholesalers.com](#)
Professional Pizza Connector Couters Affordable Leasing Options

Pizza Equipment & Supply · [www.pizzamartusa.com/equipment](#)
Current trends in pizza restaurant equipment and supplies.

Pizza Cutters · [www.ebay.ca](#)
Looking for **Pizza Cutters**? Find exactly what you want today.

Pizza Cutters · [www.bunnell.com](#)
Uppage Waxes, Smart Utensils Explore **Pizza Cutters**

Pizza Fans! · [www.donagiosutchmans.com](#)
Save on Pizza Fan! Free Shipping over \$69.99

Cooking Tools · [find.groceries.com](#)
20% Chicago deals at Great Grocers Shop, Compare and Save at Protons.

Pizza Cutter · [www.thingspeak.com](#)
thingspeak.com is rated ***** Geek Toys, Gadgets, Gifts & More. Save \$10 on \$50 with Code UL1A9.
[See your ad here »](#)

Via Eye Tracking SERPs from Dr. Pete

e.g. Banners on Brand Queries


+You Search Images Maps Play YouTube News Gmail Drive Calendar More -

Google southwest airlines

Web Images Maps Shopping News More Search tools

About 35,400,000 results (0.15 seconds)

Sponsored ⓘ



Southwest Airlines
www.southwest.com/ ▼

Official **Southwest Airlines** website, the only place to find **Southwest Airlines** fares online. Book lowest airfare deals, view flight schedules, get flight status, and ...

Check In Online Check In Online. Please provide the information below to get ...	Check Flight Status Check Flight Status. Get up-to-date flight information by completing ...
Book Award Travel Check Flight Status - Flight Schedules - Check In Online - ...	Flight Schedules Flight Schedules. Search and view timetables for flights through ...
Special Offers Find cheap flight and flight deals at Southwest Airlines. In addition ...	Customer Service Purchasing and Refunds - FAQs - Baggage Policies - Refunds

Southwest Airlines
www.southwestairlines.com/ ▼

e.g. Knowledge Graph

risotto



Web Images Maps Shopping Recipes More ▾ Search tools

About 7,760,000 results (0.20 seconds)

[Risotto - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/Risotto ▾

Risotto is a class of Italian rice dishes cooked in broth to a creamy consistency. The broth may be meat-, fish-, or vegetable-based. Many types of **risotto** contain ...

[Ossobuco](#) - [List of rice dishes](#) - [Arborio](#) - [Camaroli](#)

[How to Make Great Risotto at Home | The Kitchn](#)



www.thekitchn.com/weekend-cooking-how-to-make-a-63452 ▾

by Emma Christensen - in 255 Google+ circles

Mar 20, 2012 - **Risotto** is a dish that's become associated with fancy high end restaurants, but really, it's the epitome of Italian home cooking and comfort food.

[Mushroom Risotto Recipe : Tyler Florence : Recipes : Food Network](#)



www.foodnetwork.com > [Recipes](#) > [Italian](#) ▾

★★★★★ Rating: 5 - 88 reviews

Get this all-star, easy-to-follow Food Network Mushroom **Risotto** recipe from Tyler Florence.

[Risotto Recipe with Parmesan Cheese - Culinary Arts - About.com](#)



culinaryarts.about.com > ... > [Rice & Grains](#) ▾

★★★★★ Rating: 4.5 - 8 reviews - 40 mins



[More images](#)

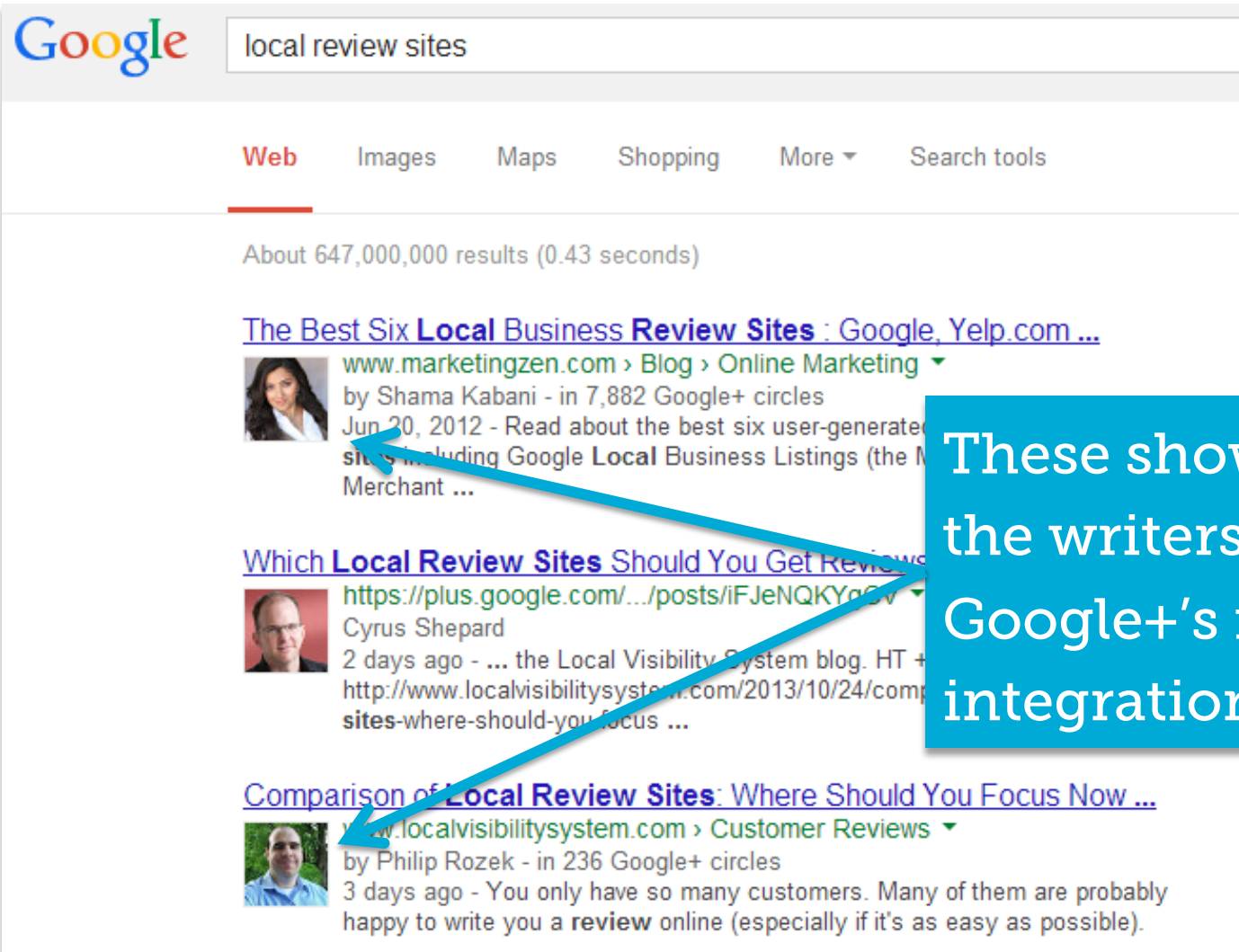
Risotto

Dish

Risotto is a class of Italian rice dishes cooked in broth to a creamy consistency. The broth may be meat-, fish-, or vegetable-based. Many types of risotto contain butter, wine and onion. It is one of the most common ways of cooking rice in Italy. [Wikipedia](#)

[Feedback](#) / [More info](#)

e.g. Rel=Author Markup





Google


local review sites

Web Images Maps Shopping More Search tools

About 647,000,000 results (0.43 seconds)

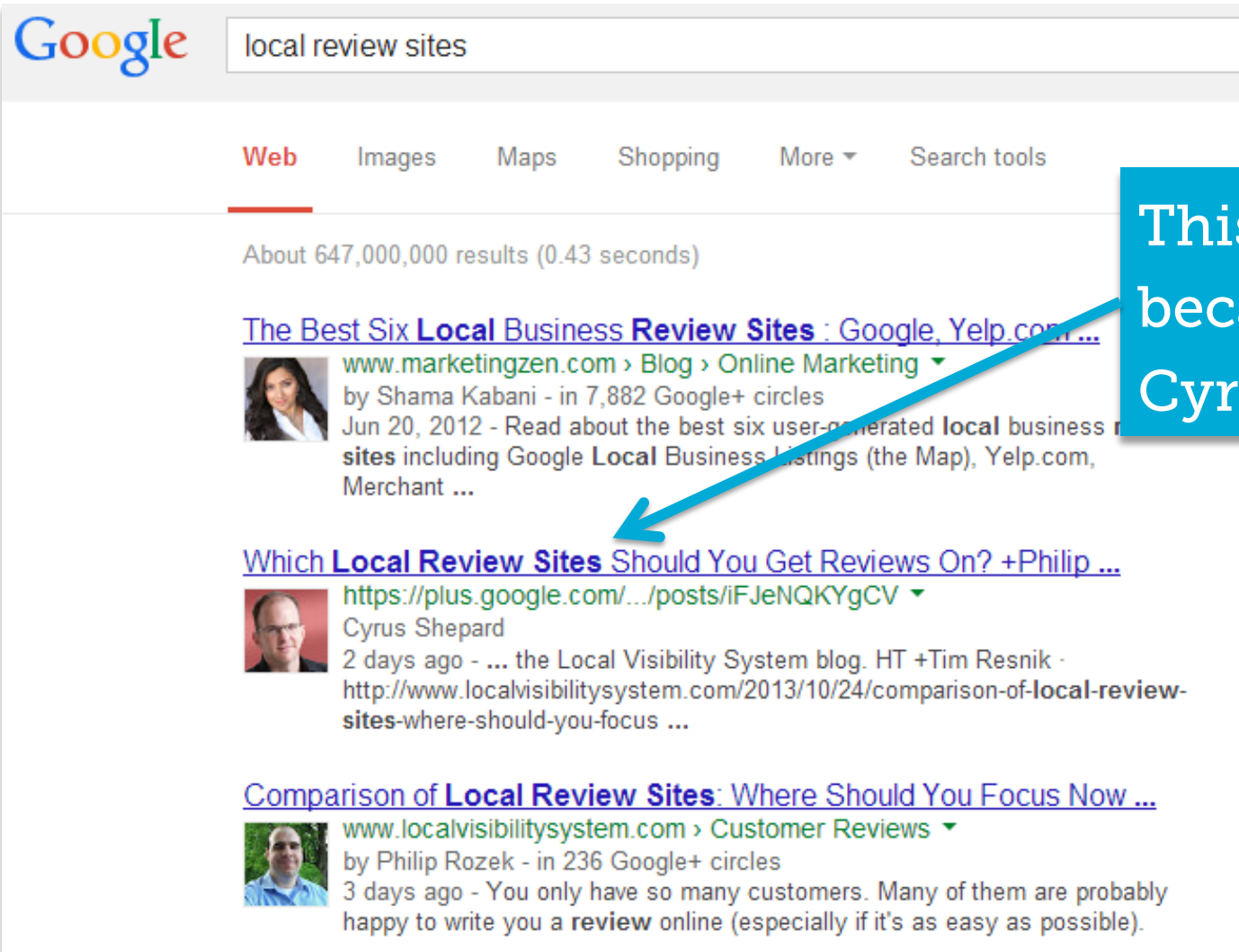
[The Best Six Local Business Review Sites : Google, Yelp.com ...](#)
 [www.marketingzen.com](#) > Blog > Online Marketing
by Shama Kabani - in 7,882 Google+ circles
Jun 20, 2012 - Read about the best six user-generated review sites including Google Local Business Listings (the Merchant ...

[Which Local Review Sites Should You Get Reviews](#)
 <https://plus.google.com/.../posts/iFJeNQKYgSV>
Cyrus Shepard
2 days ago - ... the Local Visibility System blog. HT +
<http://www.localvisibilitysystem.com/2013/10/24/comparison-of-local-review-sites-where-should-you-focus> ...

[Comparison of Local Review Sites: Where Should You Focus Now ...](#)
 [www.localvisibilitysystem.com](#) > Customer Reviews
by Philip Rozek - in 236 Google+ circles
3 days ago - You only have so many customers. Many of them are probably happy to write you a review online (especially if it's as easy as possible).

These show up because the writers have used Google+'s rel=author integration.

e.g. Google+ Based Personalization




The screenshot shows a Google search interface with the query 'local review sites'. The search results are filtered by the 'Web' tab. The first result is a blog post from 'www.marketingzen.com' titled 'The Best Six Local Business Review Sites : Google, Yelp.com ...'. The second result is a Google+ post from 'Cyrus Shepard' titled 'Which Local Review Sites Should You Get Reviews On? +Philip ...'. A blue arrow points from a text box to this second result. The third result is a blog post from 'www.localvisibiltyssystem.com' titled 'Comparison of Local Review Sites: Where Should You Focus Now ...'.


Google


local review sites

Web Images Maps Shopping More Search tools

About 647,000,000 results (0.43 seconds)

[The Best Six Local Business Review Sites : Google, Yelp.com ...](#)
 [www.marketingzen.com](#) > Blog > Online Marketing
by Shama Kabani - in 7,882 Google+ circles
Jun 20, 2012 - Read about the best six user-generated local business review sites including Google Local Business Listings (the Map), Yelp.com, Merchant ...

[Which Local Review Sites Should You Get Reviews On? +Philip ...](#)
 <https://plus.google.com/.../posts/iFJeNQKYgCV>
Cyrus Shepard
2 days ago - ... the Local Visibility System blog. HT +Tim Resnik - <http://www.localvisibiltyssystem.com/2013/10/24/comparison-of-local-review-sites-where-should-you-focus> ...

[Comparison of Local Review Sites: Where Should You Focus Now ...](#)
 [www.localvisibiltyssystem.com](#) > Customer Reviews
by Philip Rozek - in 236 Google+ circles
3 days ago - You only have so many customers. Many of them are probably happy to write you a review online (especially if it's as easy as possible).

This only ranks because I follow Cyrus on Google+

Major User Behavior Changes

Who uses search?

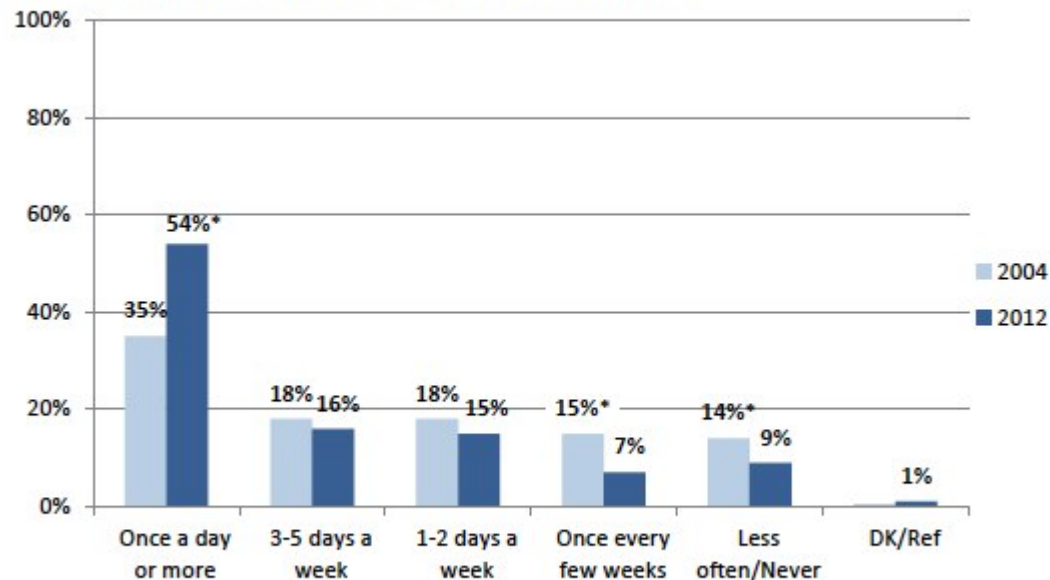
% of online adults in each group who use search engines

	% of each group who ever use search engines	% of each group who used a search engine yesterday
All online adults	91%	59%
Gender		
Male	90	59
Female	92	60
Race/Ethnicity		
White	93*	63*
African American	89*	44
Hispanic	79	44
Age		
18-29	96	66*
30-49	91	65*
50-64	92	52*
65+	80	38
Education		
Some high school	78	34
High school	88*	45*
Some college	94*	65*
College graduate	95*	74*
Household income		
< \$30,000	84	45
\$30,000 - \$49,999	93*	54*
\$50,000 - \$74,999	97*	66*
\$75,000+	95*	76*

* Denotes statistically significant difference with other rows in that category
Source: The Pew Research Center's Internet & American Life Project Winter 2012 Tracking Survey, January 20-February 19, 2012. N=2,253 adults age 18 and older, including 901 cell phone interviews. Interviews conducted in English and Spanish. The margin of error is plus or minus 3 percentage points for internet users.

Search users are turning to search engines more frequently

% of adult search users who use a search engine to find information....



Source: The Pew Research Center's Internet & American Life Project Winter 2012 Tracking Survey, January 20-February 19, 2012. N=2,253 adults, age 18 and older, including 901 cell phone interviews. Interviews conducted in English and Spanish. An asterisk (*) indicates a significant difference across years at the .95 confidence level.

Pew gives some nice, big picture data in their [2012 search engine use report](#)

e.g. Mobile Search Behavior

Preferred Shopping Methods According to US Consumers*, Nov 2011

% of respondents

Website on PC/laptop

87%

In-store

71%

Website on smartphone

14%

Website on tablet

9%

Phone call with a service agent

7%

App on tablet

4%

App on smartphone

4%

Note: *who own a PC or laptop

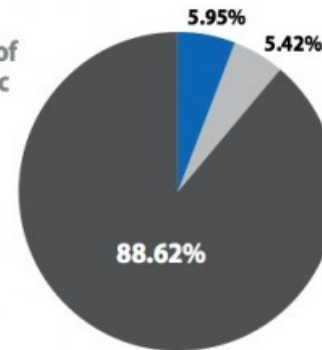
Source: Zmags, "Meet the Connected Consumer: How Tablets, Smartphones and Facebook are Changing the Way Consumers Shop Across Retail Categories" conducted by Equation Research, Jan 16, 2012

136219

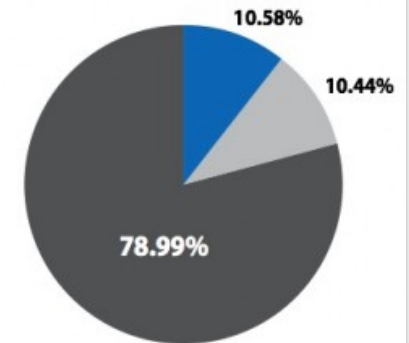
www.eMarketer.com

Device Share of Website Traffic

Traditional
Tablet
Smartphone



Q1 2012



Q1 2013

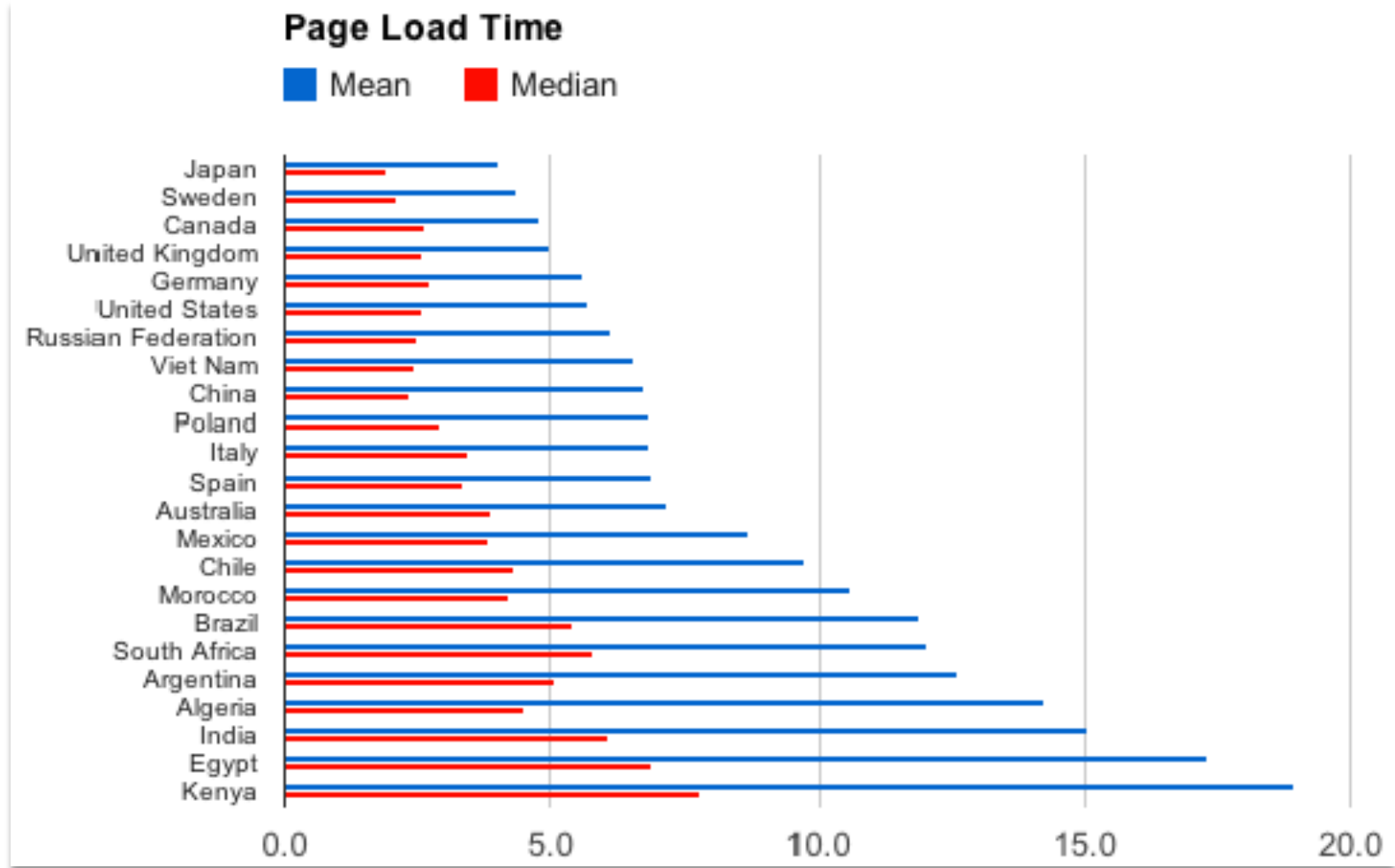
“What are mobile searchers looking for? Both mobile phone and tablet searchers find accuracy of information to be more important than depth of content, according to the researchers.

Tablet searchers, however, are placing more importance on depth of content over time, while mobile phone searchers are placing less importance on this measure.”

Via


<http://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/> and <http://www.mediapost.com/publications/article/196826/>

e.g. Load Speed Expectations



Via Google's [Site Speed Overview](#)

e.g. CTR Curve Changes

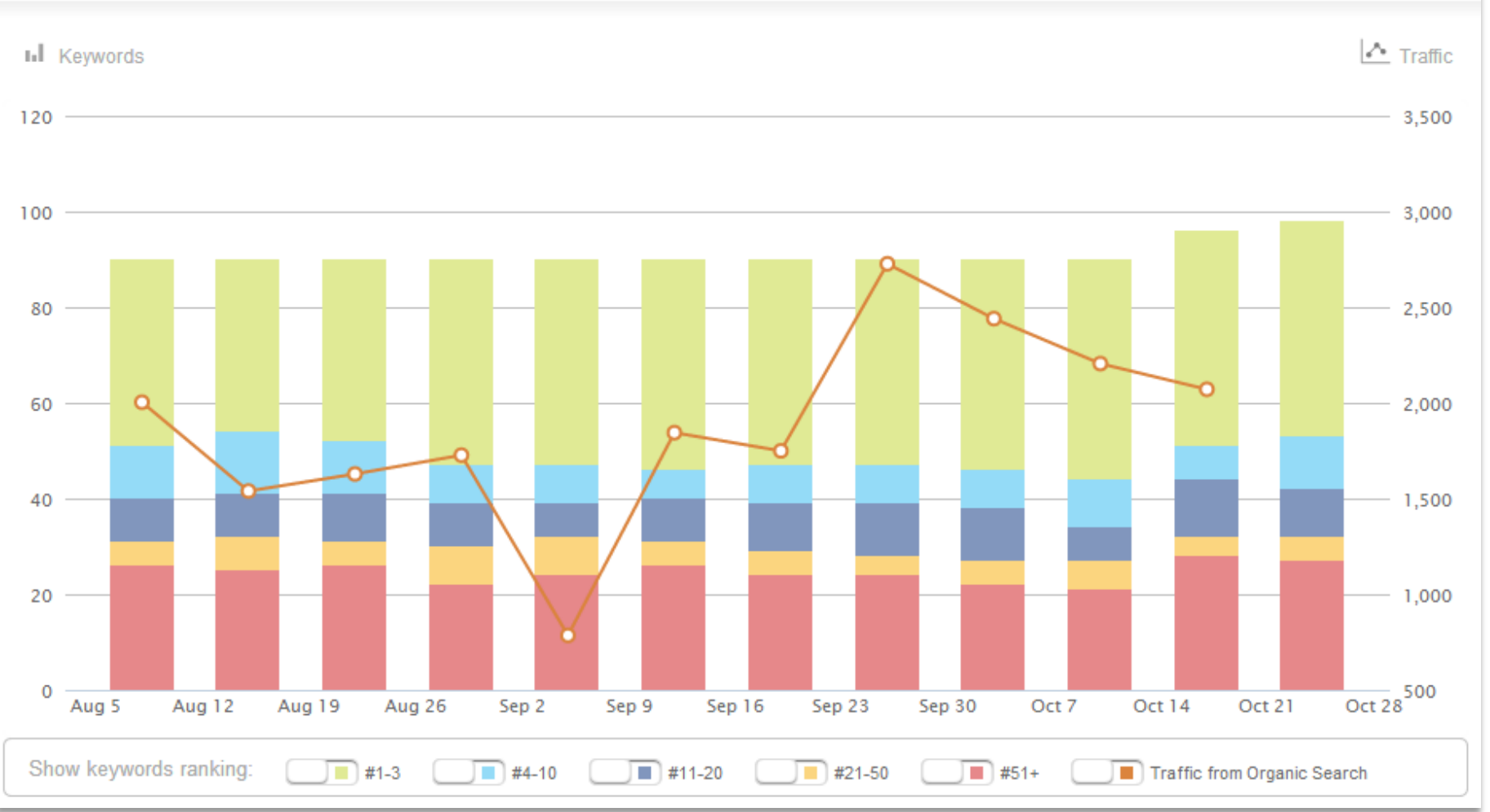
		CTR	Search
About 44,000,000 results (0.04 seconds)		Go to Google.com Advanced search	
<div>Everything</div> <div>Images</div> <div>Videos</div> <div>News</div> <div>Shopping</div> <div>More</div> <div>Brisbane QLD</div> <div>Change location</div> <div>The web</div> <div>Pages from Australia</div> <div>Any time</div> <div>Latest</div> <div>Past 24 hours</div> <div>Past 2 days</div> <div>Past week</div> <div>Past month</div> <div>Past year</div> <div>Custom range...</div> <div>More search tools</div> <div>Something different</div> <div>click through rate</div> <div>center</div> <div>cardiothoracic ratio</div>	Clickthrough rate - Wikipedia, the free encyclopedia Clickthrough rate or CTR is a way of measuring the success of an online advertising campaign. A CTR is obtained by dividing the "number of users who clicked ... en.wikipedia.org/wiki/Clickthrough_rate - Cached - Similar		43.2 %
	CTR - Wikipedia, the free encyclopedia CTR may stand for: Institutions: Computing Tabulating Recording Corporation ... en.wikipedia.org/wiki/CTR - Cached - Similar		30.7 %
	Choose the right - Wikipedia, the free encyclopedia "Choose the right" is a saying or motto among members of The Church of Jesus ... en.wikipedia.org/wiki/Choose_the_right - Cached - Similar Show more results from wikipedia.org		23.3 %
	CTR - What does CTR stand for? Acronyms and abbreviations by the ... Acronym, Definition, CTR, Center, CTR, Centre, CTR, Contractor, CTR, Click Through Rate, CTR, Cooperative Threat Reduction ... acronyms.thefreedictionary.com/CTR - Cached - Similar		19.7 %
	CTR Photos - Adelaide Wedding and Portrait Photography Adelaide Wedding and Portrait Photography. Affordable packages for all occasions. www.ctrphotos.com/ - Cached - Similar		15.1 %
	CTR Pacific Pty Ltd - Commercial Bricklayers CTR Pacific is Canberra's premier commercial block and bricklaying company. www.ctrpacific.com.au/ - Cached - Similar		14.3 %
	What is CTR in google adsense? - Web Development Blog 10 Mar 2007 ... I was asked the following question this morning by an adsense publisher and I thought some of you might also find it useful so I am sharing ... eisabainyo.net > Web Development > Google - Cached - Similar		11.4 %
	Christ The Redeemer Laurieton Anglican Church - Parish of Camdem Haven. www.ctr.org.au/ - Cached - Similar		10.1 %
	CTR Truck Sales - Trucks for Sale, Refrigerated Vans for Sale and ... Quality used trucks for sale, at realistic prices. We own and operate our own linehaul fleet, so we understand the needs of truck buyers. www.ctrtrucks.com.au/ - Cached - Similar		8.9 %
	Map of Canlon Ctr, Perth, WA whereis.com Map of Canlon Ctr, Perth, WA, Maps of Australian cities, towns and travel destinations with driving directions and traveller information www.whereis.com > WA > Perth - Cached		8.3 %

Some of the [SERPs CTR studies compared](#) by Geoff Kenyon

Changes to Your Competitive Landscape

Keyword Rankings

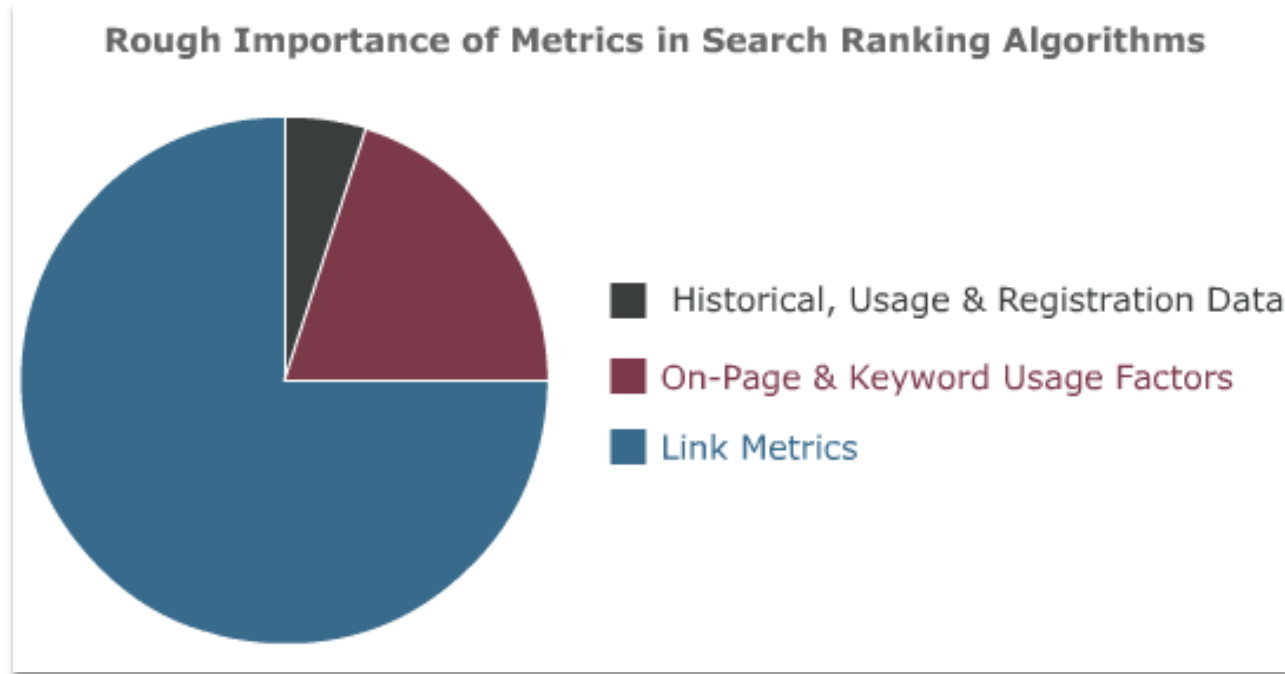
[Download Rankings History CSV](#)



Via my Moz Analytics account

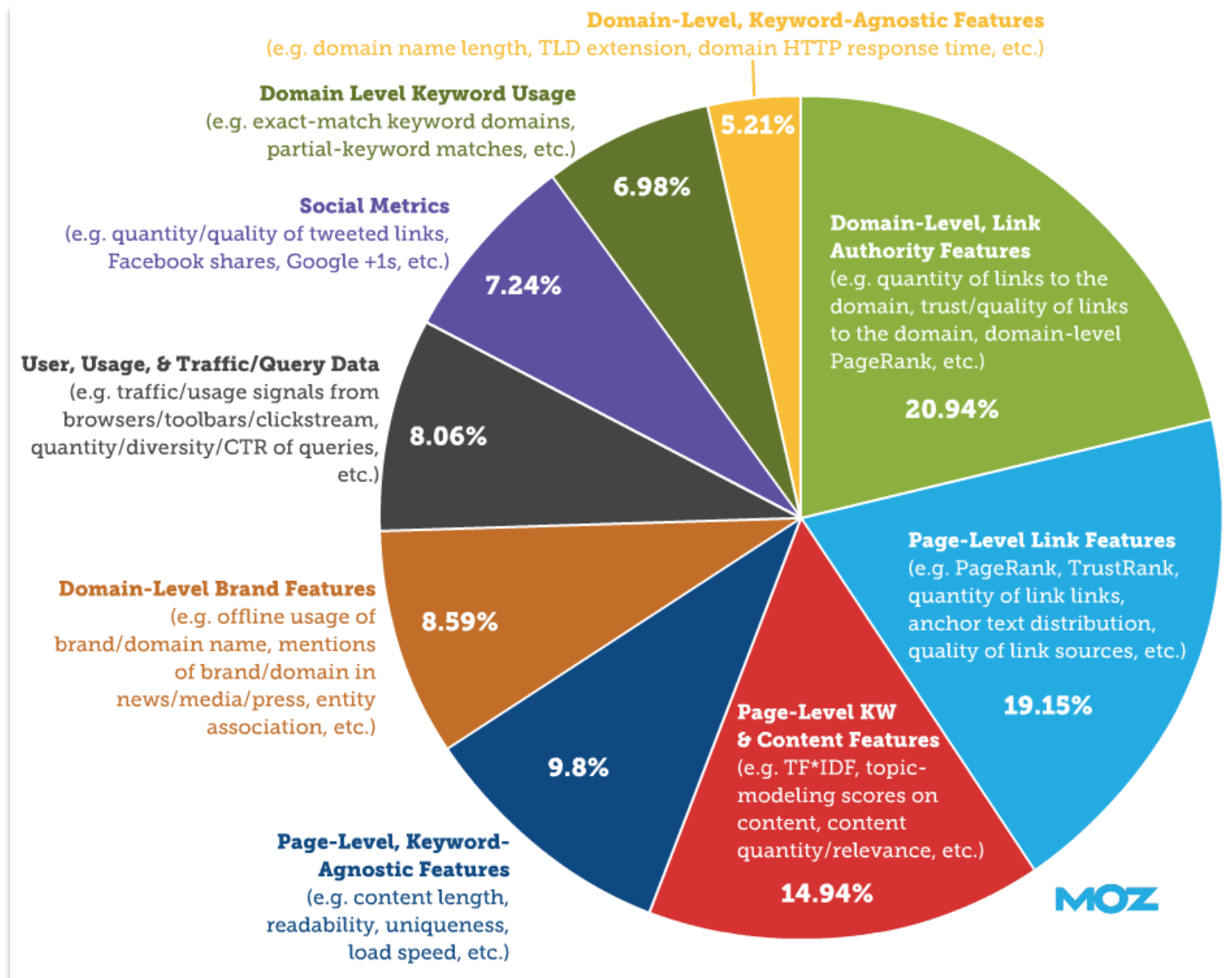
What Google's History Can Tell Us

Google of the Past Focused on Limited Inputs



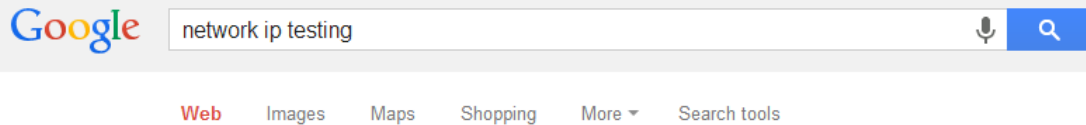
I'm embarrassed to say that this is from [a post I wrote in 2009](#)! This pie chart, however, is much more representative of SEO from ~1997-2007.

Google of the Future Will (try to) Consider Everything!



For more detail, check out this [visual guide to on-page optimization](#) and the [2013 search ranking factors](#)

Google of the Past Had 10 Blue Links



Basic results like this
comprise less than 20%
of Google's SERPs today.

[Internet Protocol IP - Practice Test for IP - Internet ... - Networking](#)
[compnetworking.about.com/od/networkprotocolsip/aa081000a.htm](#) ▾

Internet Protocol, IP, is a key technology in computer **networking**. Learn about IP with this interactive practice **test**. Good study aid and great practice for ...

[How To Diagnose and Test TCP/IP or NetBIOS Network ...](#)
[support.microsoft.com/kb/300986](#) ▾

This article provides information about how to diagnose and **test** Transmission Control Protocol/**Internet Protocol** (TCP/IP) or NetBIOS **network** configurations.

[Test, Measure and Analysis Software for IP Networks - ZTI](#)
[www.zti-telecom.com/EN/IP-Products_Overview.html](#) ▾

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... Application Controller - 1U **Test-Environment Manager**; BreakingPoint - Application and Security **Test**; IxLoad-Attack - **IP Security Test**; Application and Threat ...

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Download **Network/IP Scanner** - page 1 - sorted by last update descending. ... Scan and identify **network** devices as well as perform various speed **tests** over the ...

[\[PDF\] IP Video Test in Transport Networks - JDSU](#)

[www.jdsu.com/ProductLiterature/iptv_wp_acc_tm_ae.pdf](#) ▾

IP Video Test in Transport **Networks**. By Reza Vaez-Ghaemi, PhD. Introduction. **Internet Protocol** (IP) Video service is delivered over a complex **IP network**.

[My Network Test - FREE Port Testing](#)

[www.mynetworktest.com/ports.php](#) ▾

10+ items - **Test** your ports to make sure they are accessible from the ...




Test HTTP - Port 80. This tool has been used 13883 times



Test POP3 - Port 110. This tool has been used 6214 times

[IP Network Performance Testing Glossary - Spirent Federal Systems](#)
[www.spirentfederal.com/IP/Glossary/](#) ▾

As a converged **network** will contain both Voice over IP (VoIP) and data **networks**, **testing** will require multiple parts. The first step will be to **test** the data **network**.

Google of the Future is Visually Complex



rand@moz.com  


[Web](#) [Images](#) [Maps](#) [Shopping](#) [News](#) [More ▾](#) [Search tools](#)


About 48,700,000 results (0.37 seconds)


[Macklemore & Ryan Lewis](#)
[macklemore.com/ ▾](#)
Catch us on tour NOW! Tickets and show info at [www.macklemore.com/shows](#) ... by Honna Kimmerer **Macklemore** & Ryan Lewis are managed by Zach Quillen
[Shows](#) - [Team](#) - [Next Page](#) - [Fall world tour dates: europe](#)

[Macklemore](#) - [Wikipedia, the free encyclopedia](#)
[en.wikipedia.org/wiki/Macklemore ▾](#)
Ben Haggerty, known by his stage name **Macklemore** 1] and formerly Professor Macklemore, is an American rapper. Since 2000, he has independently released ...
[The Heist](#) - [Discography](#) - [Ryan Lewis](#) - [The Language of My World](#)

[News for macklemore](#)
[Macklemore](#) [pleases with diverse set, stories of Salt Lake](#)
[Salt Lake Tribune](#) - by Lindsay Whitehurst - 5 hours ago
West Valley City — **Macklemore** might or might not have skinny-dipped in the Great Salt Lake, but he definitely has memories of playing Kilby ...
[Song of the Week: 'White Walls.' Macklemore and Ryan Lewis](#)
[The Star-Ledger](#) - [NJ.com](#) - 6 hours ago
[Why we still need Macklemore's 'Same Love'](#)
[Boston Globe](#) - 23 hours ago

[MACKLEMORE & RYAN LEWIS - THRIFT SHOP FEAT. WANZ ...](#)
[www.youtube.com/watch?v=QK8mJJJvae8 ▾](#)
Aug 29, 2012 - Uploaded by Ryan Lewis
Thrift Shop on iTunes: [http://itunes.apple.com/us/album/thrift-shop-feat.-wanz-single/id556955707](#) The Heist ...
16,539 people in United States +1'd this

[MACKLEMORE & RYAN LEWIS - CAN'T HOLD US FEAT. RAY ...](#)
[www.youtube.com/watch?v=2zNSgSzhBfM ▾](#)
Apr 17, 2013 - Uploaded by Ryan Lewis
Macklemore & Ryan Lewis present the official music video for Can't Hold Us feat. Ray Dalton. Can't Hold Us ...

[More images](#)

Macklemore

Rapper

Ben Haggerty, known by his stage name Macklemore and formerly Professor Macklemore, is an American rapper. Since 2000, he has independently released one mixtape, three EPs and two albums and significantly collaborated with producer Ryan Lewis. [Wikipedia](#)

Born: June 19, 1983 (age 30), [Seattle, WA](#)

Full name: Ben Haggerty

Height: 6' 0" (1.82 m)

Albums: [The Heist](#), [The Language of My World](#), [The VS. Redux](#), [Tiny Desk Concert](#), [The Unplanned Mixtape](#)

Parents: [Bill Haggerty](#), [Julie Schott](#)

Songs

Thrift Shop	2012	The Heist
Can't Hold Us	2012	The Heist
Otherside	2010	The VS. Redux
Irish Celebration	2010	The VS. Redux

SEO of the Past Was a Small Subset of Mostly Technical Tasks

Responsibilities of an SEO in 2007

**Site
Accessibility**

**Keyword
Research
& Targeting**

**Link
Building**

SEO of the Future Encompasses a Huge Number of Responsibilities



SEO of the Past Was Tactical

Which pages do we want to rank for which keywords?



Create pages targeting keywords we aren't yet targeting.



Improve rankings on pages that don't yet rank #1.



Determine which keywords bring valuable traffic.



Focus energy on ranking for those keywords.

Sadly, there's still a lot of this in the SEO field.

SEO of the Future is Strategic

Where can
SEO provide
value to our
marketing
efforts?



What assets,
branding, and
style will help
us reach our
audience?



Who can help
us amplify our
work? Where
can we reach
them?



Execute, test,
measure
broad lift
across
channels.



Focus energy
on the needle-
moving inputs
& channels.

We are slowly, as an industry, moving in this direction.
Being an early adopter is a powerful thing 😊

3 Strategic & 3 Tactical Tips for Great SEO in 2014

Strategic #1: Make Sure Your Marketing & Product Tell a Cohesive Narrative.

Stages

Channels

Tactics

See.

First exposure to a brand, product, service, or idea.

TV/Radio/Print

Content & Blogs

Word of Mouth

Social Networks

Offline World

Display

Video

Press & Media

Branding

Content Marketing

PR & Influencer Outreach

Social Media Marketing

Think.

Consideration of whether there's a need or desire that could be fulfilled by the brand/product/service/idea.

Website

Search

Sales

Retargeting

Content & Blogs

Retail

UX & Design

Product Marketing

SEO & PPC

Do.

Evaluation of potential solutions followed by action (or inaction).

Search

Website

Email

Sales

Social Networks

Catalog

Retail

Sales

SEO & PPC

Email Marketing

Social Media Marketing

CRO

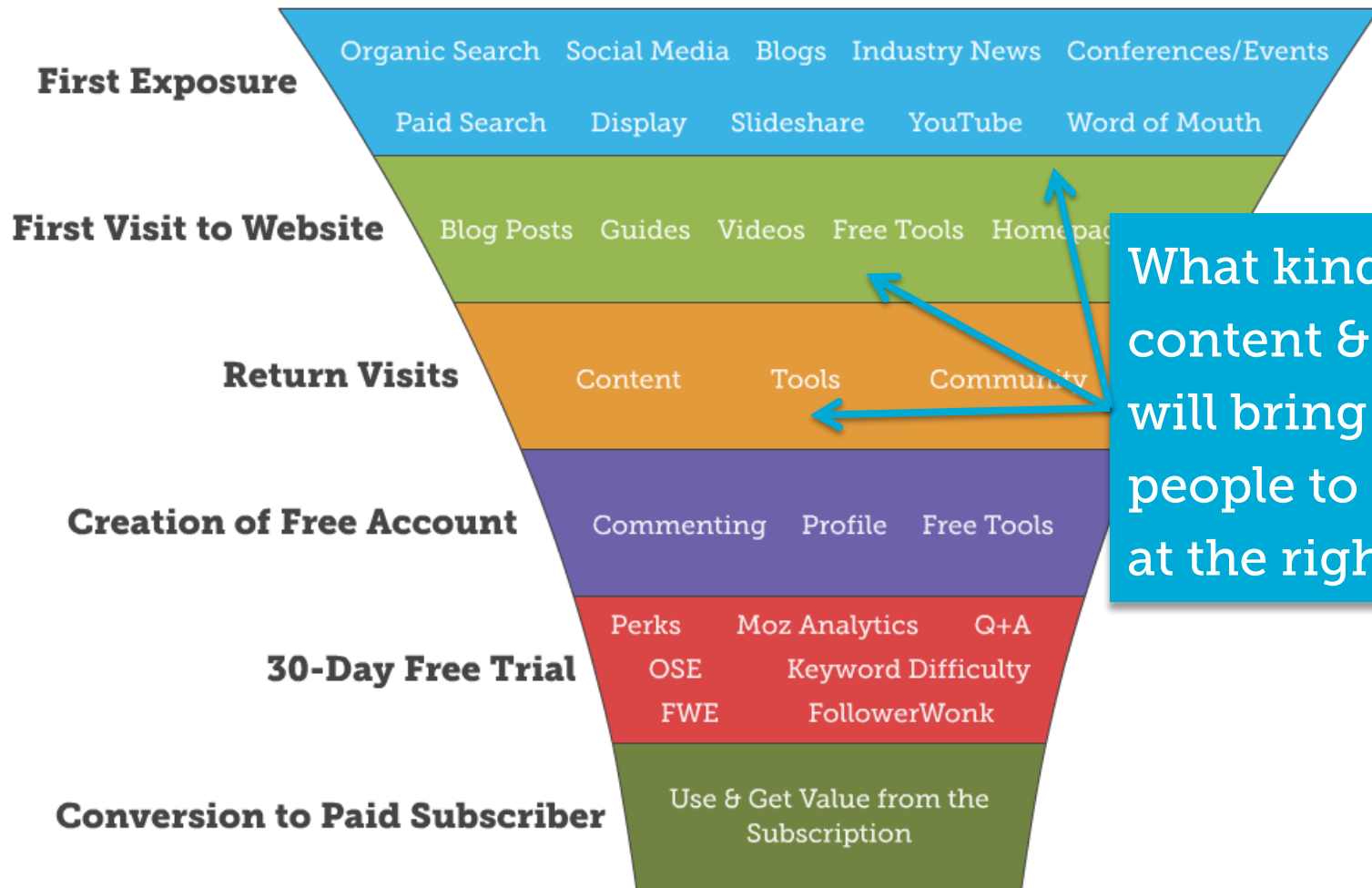
Far too many of us in the marketing world do “transactional SEO.” We don’t think about why we’re making content or getting rankings or earning traffic, and thus waste a ton of effort. Google’s Avinash Kaushik wrote an excellent post [detailing the “See. Think Do.” Model](#).

Strategic #1: Make Sure Your Marketing & Product Tell a Cohesive Narrative.



Strategic #2: Determine Where SEO Really Fits in Your Branding, Education, Conversion, & Retention Efforts?

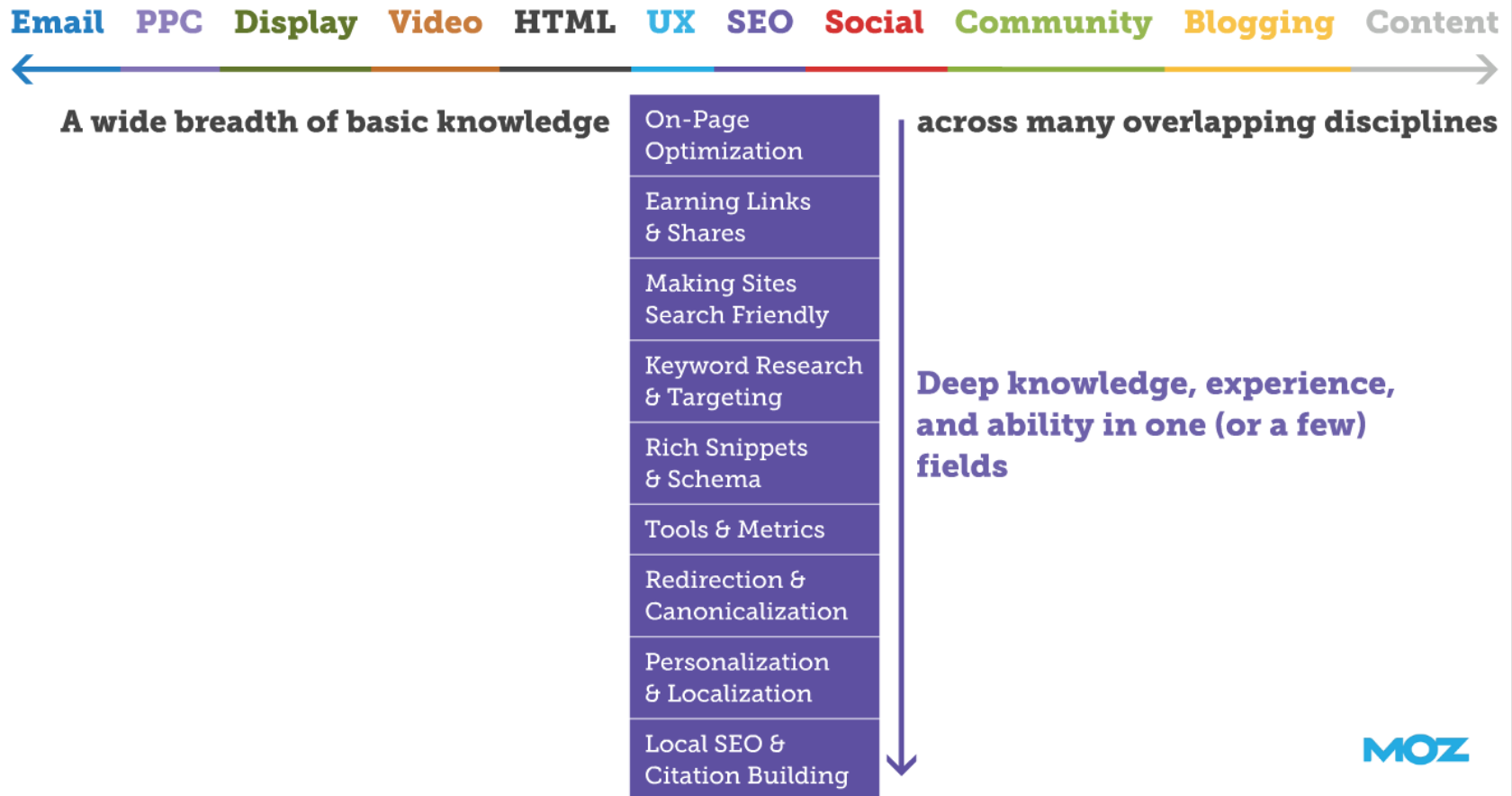
Moz's Marketing Funnel



What kinds of content & rankings will bring the right people to these places at the right time?

Strategic #3: Don't Build a Team of SEOs. Build a Team of Great Marketers with Strong SEO Skills.

The T-Shaped Web Marketer



More details here: <http://moz.com/rand/the-t-shaped-web-marketer/>

Tactical #1: Worry About Earning the Click & Satisfying the Visitor As Much Or More than Ranking Higher

graphic belts


Web Images Maps Shopping More Search tools

About 12,500,000 results (0.26 seconds)

[Jon Wye | Graphic Leather Belts](#)
[jonwye.com/belts.html](#) ▼
Funky Leather Belts Jon Wye, first in funky mens and womens leather belts, brings you a line of fun accessories that will make any outfit pop! America's Heritage ...


[Jon Wye | Graphic Leather Belts, Designer Tees, and Pirate Chefs!](#)
[jonwye.com/](#) ▼
Artist-driven handmade graphic leather belts, t-shirts, wallets, and now Pirate Chef series apparel from Jon Wye.

[Images for graphic belts](#) - Report images




[Handmade graphic leather belts straps & dog by BackbeatLeather](#)
[www.etsy.com/shop/BackbeatLeather](#) ▼
★★★★★ Rating: 5 - 306 reviews
We make unique handmade leather belts, Leather guitar straps, leather dog collars, custom and personalised dog collars. Great gifts for men,


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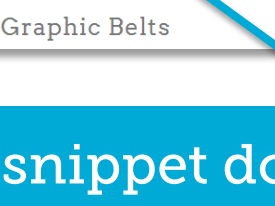
[Home](#) / [Belts & Buckles](#)

[Graphic Belts](#)


[Classic Belts](#)


[Kids Belts](#)


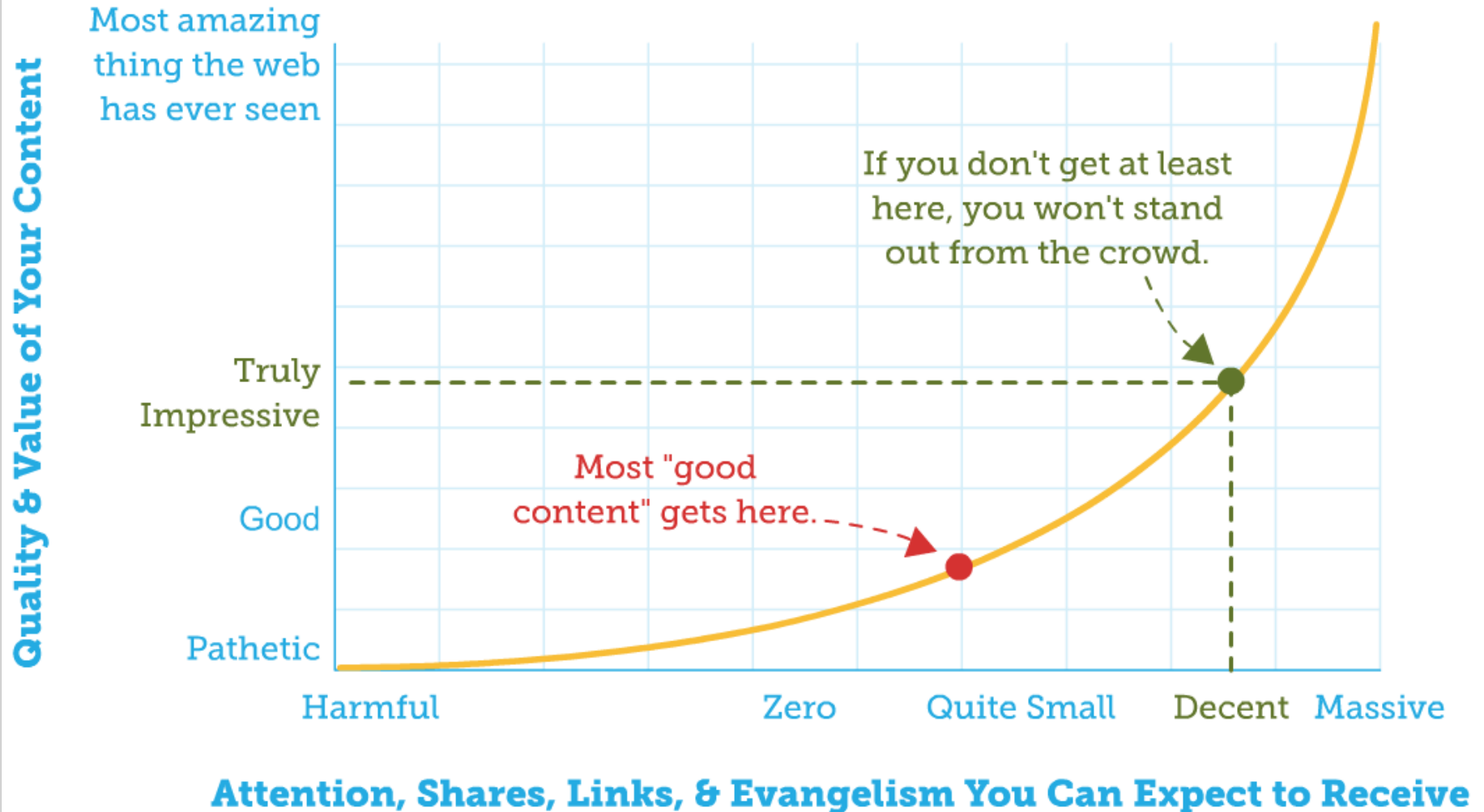
[Storyline Belts](#)


[Graphic Belts](#)


If the snippet doesn't excite searchers and the page doesn't deliver, all the links & keyword targeting in the world won't save you.

Tactical #2: Better Content > More Content.

The Value of Content in 2014



Tactical #3: Correlation **might** be more interesting than causation.

A screenshot of a Google search for "penguin". The search bar shows "penguin" and the results show "About 176,000,000 results (0.20 seconds)". The top results are:

- Penguin Group** (www.penguin.com/) - Book publishers in both hardcover and paperback editions, for adults as well as children.
- Penguin - Wikipedia, the free encyclopedia** (en.wikipedia.org/wiki/Penguin) - Penguins (order Sphenisciformes, family Spheniscidae) are a group of aquatic, flightless birds living almost exclusively in the southern hemisphere, especially in ... Emperor Penguin - Adélie Penguin - The Penguins of Madagascar - African Penguin

Annotations with dashed arrows point from a central text block to the top two results:

- A purple arrow points from the central text to the Penguin Group result.
- A purple arrow points from the central text to the Wikipedia result.
- A green arrow points from the central text to the Penguin Group result.

Central text block:

Correlation data **does not say why these results rank higher than these results.**

If you can discover what features your higher-performing competition has (in search, social, or content), you're likely on to something big.

A screenshot of a Google search for "penguin". The search bar shows "penguin" and the results show "About 176,000,000 results (0.20 seconds)". The top results are:

- Penguin Group** (www.penguin.com/) - Book publishers in both hardcover and paperback editions, for adults as well as children.
- Penguin - Wikipedia, the free encyclopedia** (en.wikipedia.org/wiki/Penguin) - Penguins (order Sphenisciformes, family Spheniscidae) are a group of aquatic, flightless birds living almost exclusively in the southern hemisphere, especially in ... Emperor Penguin - Adélie Penguin - The Penguins of Madagascar - African Penguin

Annotations with dashed arrows point from a central text block to the top two results:

- A purple arrow points from the central text to the Penguin Group result.
- A purple arrow points from the central text to the Wikipedia result.
- A green arrow points from the central text to the Penguin Group result.

Central text block:

Correlation data **does not say why these results rank higher than these results.**

Correlation tells us what features, on average, the **higher (purple) results** have that the **lower (green) results** do not.

Just because **higher ranking pages** have a given feature and **lower ranking pages** lack it does not mean that feature is necessarily used in Google's ranking algorithm.

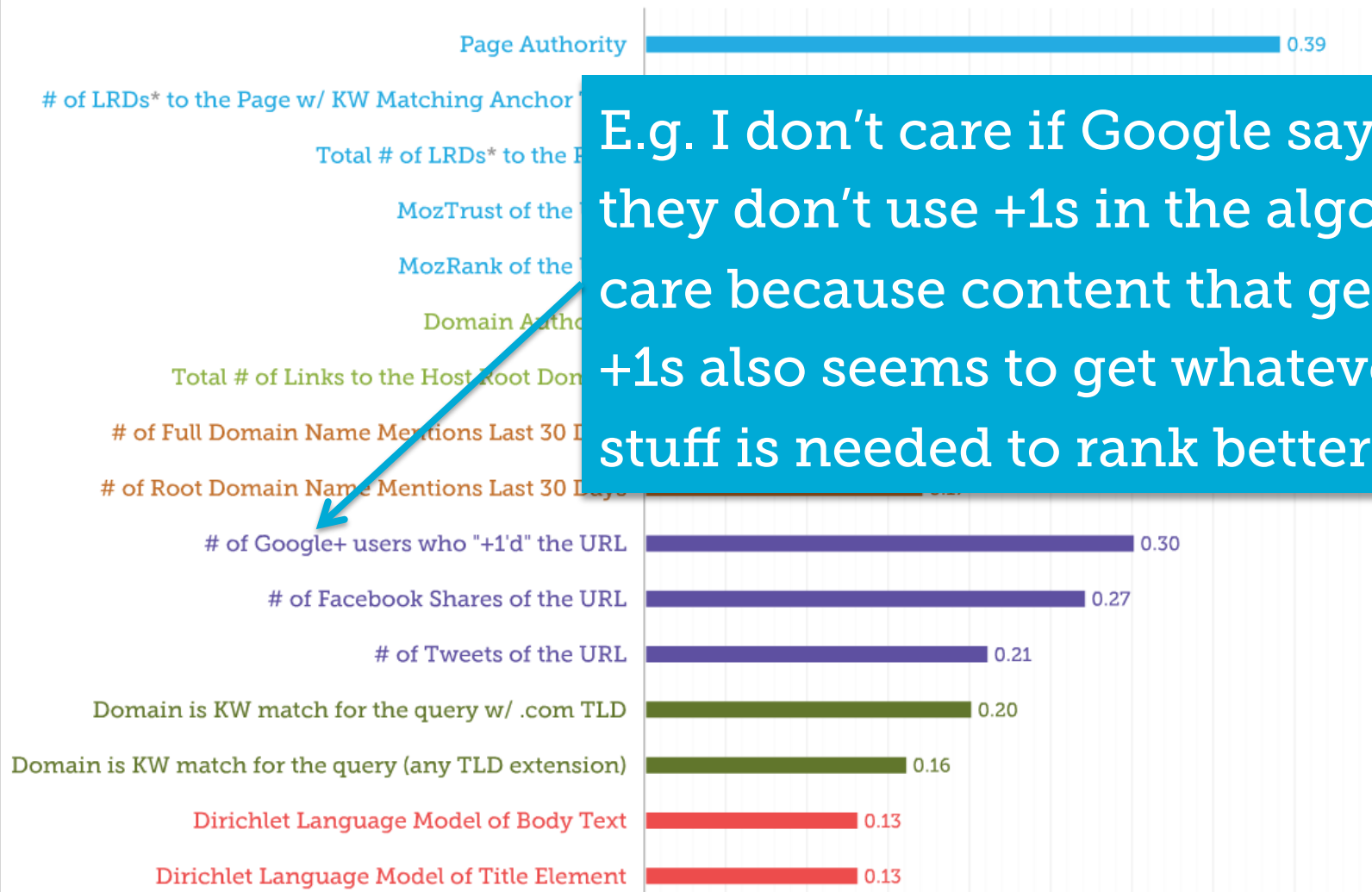
More details here:

<http://moz.com/rand/what-do-correlation-metrics-really-tell-us-about-search-rankings/> and full ranking factors here: <http://moz.com/search-ranking-factors>

Tactical #3: Correlation **might** be more interesting than causation.

Features that Correlate with Higher Rankings in Google

(data set of ~15,000 keywords from non-personalized, geo-agnostic Google.com US results collected in July 2013)



E.g. I don't care if Google says they don't use +1s in the algo. I care because content that gets +1s also seems to get whatever stuff is needed to rank better.

More details here:

<http://moz.com/rand/what-do-correlation-metrics-really-tell-us-about-search-rankings/> and full ranking factors here: <http://moz.com/search-ranking-factors>

5 Entirely Free, Recommended Resources

Search Engine Land's Top News



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Top News

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Roll-Out Of Bing Ads' Microsoft Account Requirement Ruffles Feathers

Oct 24, 2013 at 2:27pm ET by [Ginny Marvin](#)



Last week, Microsoft issued a second announcement that it would be transitioning Bing Ads account logins to Microsoft accounts — currently used to access Hotmail, Messenger, SkyDrive, Windows Phone, Xbox LIVE, or

Search News Briefs

- SearchCap: The Day In Search, October 24, 2013
- US Search Awards Names Search Engine Land Best Blog Of 2013
- Advance Your Tactics & Skills: Attend SMX Social Media Marketing - Register Now to Save \$200
- SearchCap: The Day In Search, October 23, 2013
- Yahoo-Microsoft Search Tensions On Public Display In Court Ruling
- Moz Launches Google Alerts For New Links Named "Fresh Alerts"

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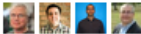




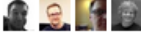
































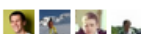




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Video: Google Matt Cutts Hints At Upcoming SEO Changes At PubCon




Oct 24, 2013 • 8:45 am |  (65)
by [Barry Schwartz](#)  

One of the highlights of the year for me is Matt Cutts talk at PubCon. So me not being there, being 6,000+ miles away, was unfortunate. It was the first PubCon I've missed in, well, I can't remember...

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Oct 25, 2013 • 4:00 pm |  (0)
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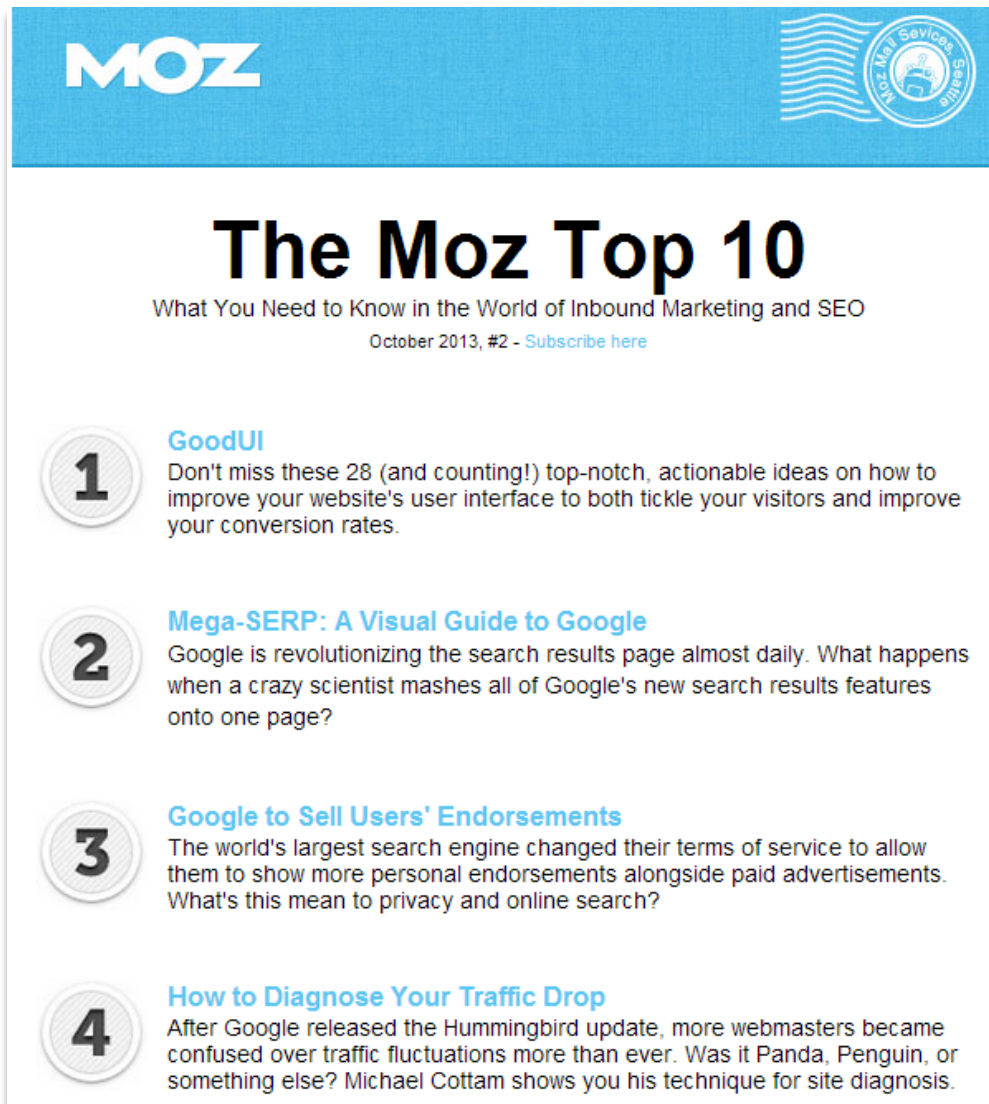
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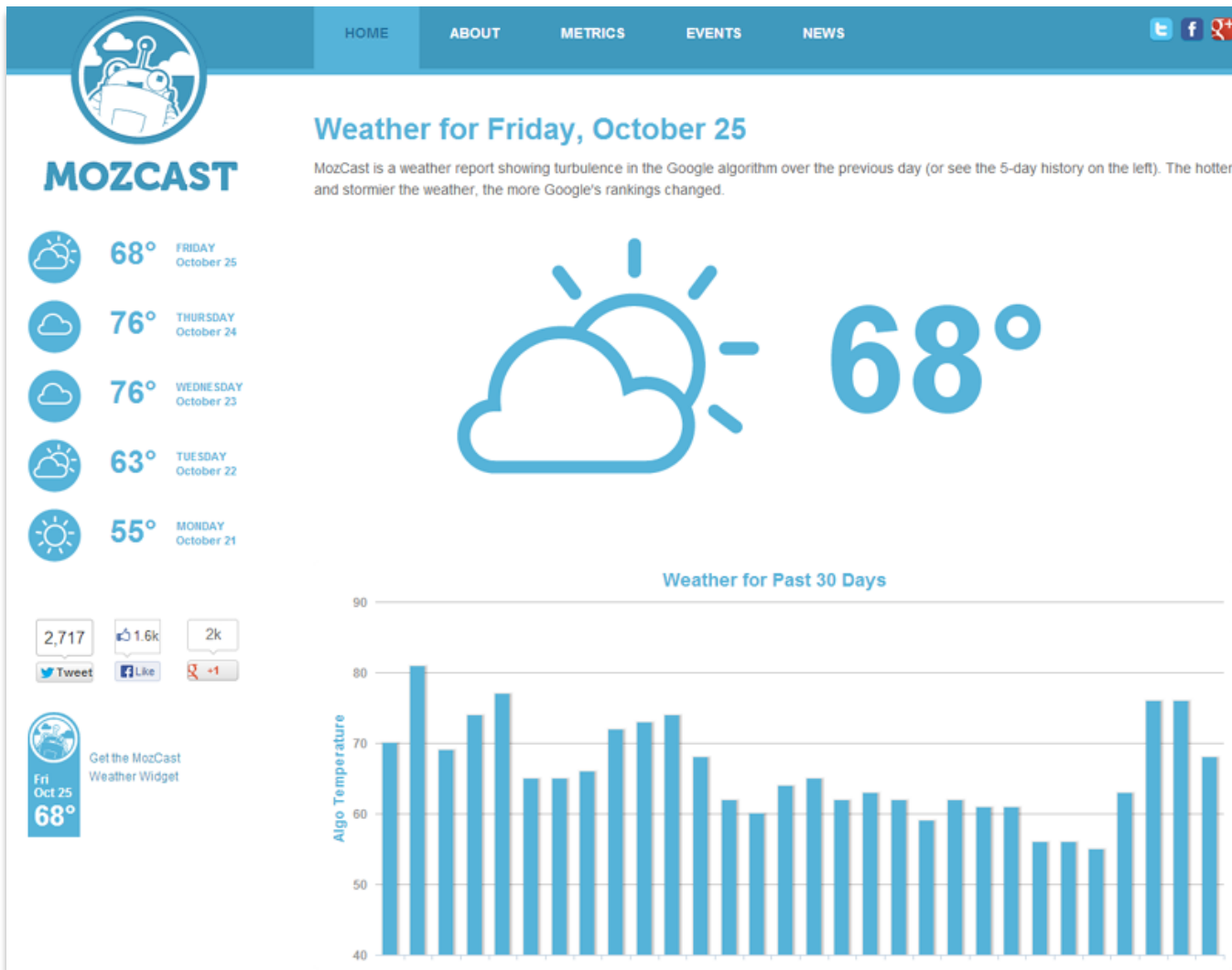
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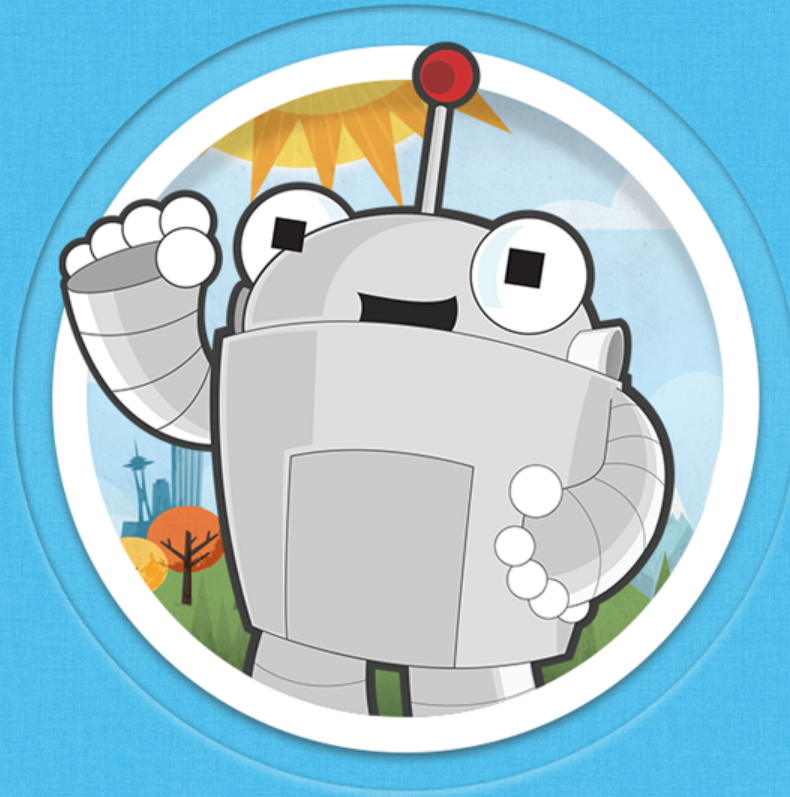


<http://moz.com/moztop10>

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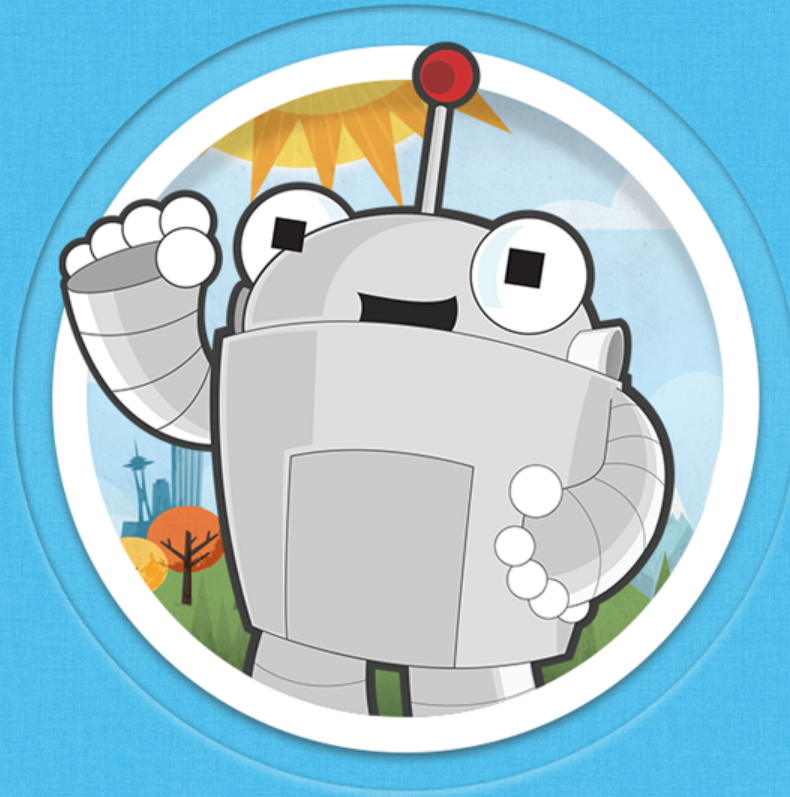
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<http://bit.ly/keepupwithgoogle>

Rand Fishkin, Wizard of Moz [@randfish](https://twitter.com/randfish) | rand@moz.com



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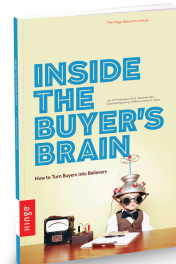
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Thank you! Questions?

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