

Search



Historical Search Tools

Yahoo Search Index

Human edited

Early search engines

Excite, Alta Vista, Lycos, etc.



Modern Search Engines

Google

- My sites - 90%+ google

Bing - less than 10%

Yahoo - Same as bing?

Duck Duck Go - Privacy concerns



Modern Search Engines

Pages visited by crawler (spider, bot)

Crawler

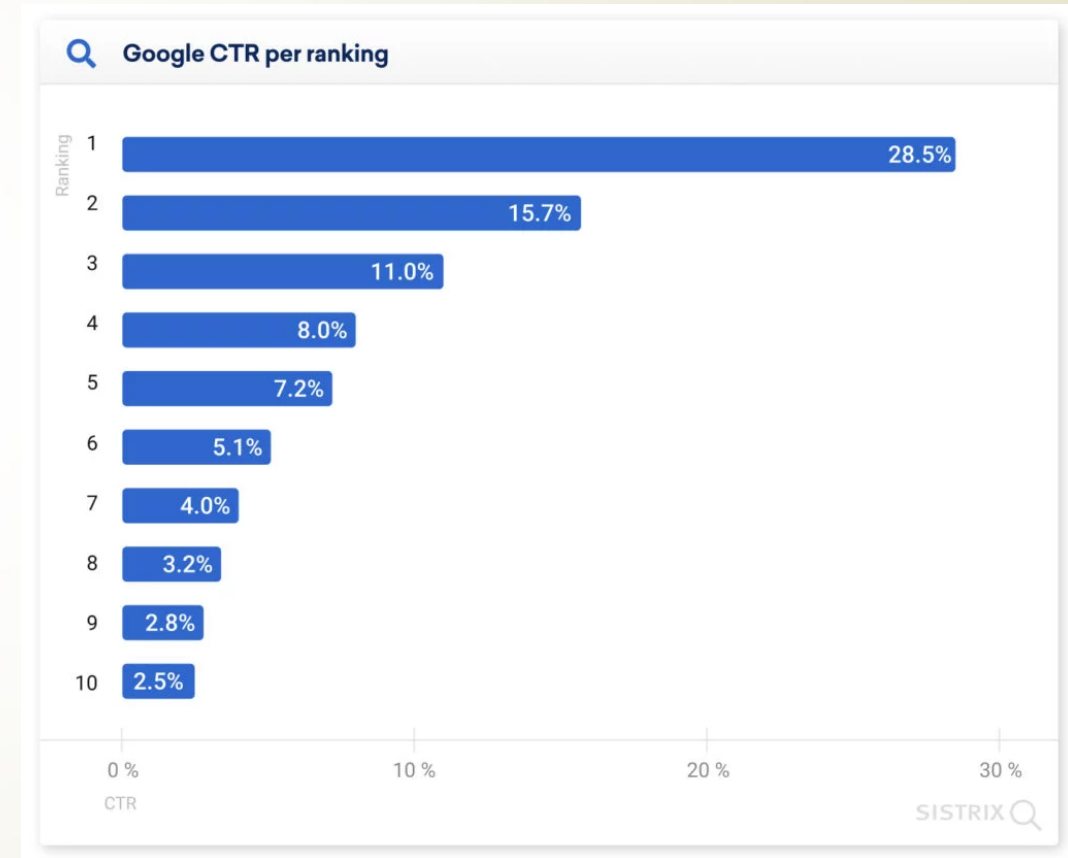
- Browses the web
- Indexes content for analysis

Search algorithm applied to data that the crawler collects in response to search queries



Why is Search Important?

- Click through by rank position
- More than half of all clicks occur on top three search results



How Google Works

- Proprietary
- Changes all the time in response to gaming
- **Page Rank**
- Links to your site from other sites (Backlinks)
- Backlinks from pages with high page rank help your page rank more.



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Other Ranking Factors

- Quality of content
 - Original
 - Unique
 - Updated
 - Evaluated by AI – Rankbrain
- Keywords in <title> tags
- Mobile friendliness (mobile searches only)
- www.bing.com/webmaster/tools/mobile-friendliness



<https://backlinko.com/hub/seo/ranking-factors>



Still More Factors...

- Page Speed (separate lecture)
- Site security (SSL)
- Keywords in URL
- Keywords in heading tags
- Possibly Social Media signals
- Domain factors (age, keyword in domain, history)
- E-A-T = Expertise, Authoritativeness, Trustworthiness
- Full list of 200 – see link



<https://backlinko.com/google-ranking-factors>



Google Search Personalization

- Apparently enabled by default
- Search history (based on signed in account, Web History on)
- Search history (not signed in, based on cookie in browser)
- Geographical location (based on IP address)



Display of Results


- Query > Search Engine Results Page (SERP)
- Examples
- "gold"
- "gold hill"
- "gold hill inn"
- "gold hill music"
- "gold hill inn music"

The image displays a Google search result for "Gold Hill Inn". The top portion shows a Yelp listing for the restaurant, which has a 4.7-star rating from 379 reviews. The listing includes a photo of the exterior, a photo of food, a map showing the location at 401 Main St, Boulder, CO 80302, and a "Nightly price" section. Below the Yelp listing is a Google search snippet for "gold hill inn", which includes a description of the historic restaurant and a list of menu highlights such as "Live Music Venue", "Fine Dining", "Contact", "History", and "Bluebird Lodge". The bottom section of the search result shows "Menu highlights" with four items: "Wine", "Chocolate Torte", "Smoked Gouda Aged Cheddar BL...", and "Watermelon Soup".



Expanded Listings (Sitelinks)

- Automated
- Again Gold Hill
- Where do subheaders come from?
- Possible factors
 - High ranking for keywords
 - High traffic
 - High click through rates
 - Unique titles/meta description

 Gold Hill Inn - Restaurant
<https://www.goldhillinn.com>

Gold Hill Inn | Historic Colorado Restaurant & Music Venue

Nestled beneath the Continental Divide, The Gold Hill Inn is remote from the city lights and city noise of the 21st Century.

Live Music Venue >
Seeing them is quite an experience as they blend ...

Fine Dining >
Entrees · Tournedos with Hunter sauce · Roast Pork loin with ...

Contact >
401 Main Street Gold Hill Boulder, CO 80302 303.443.6461 www ...

History >
A gourmet restaurant now well known in the region as the Gold ...

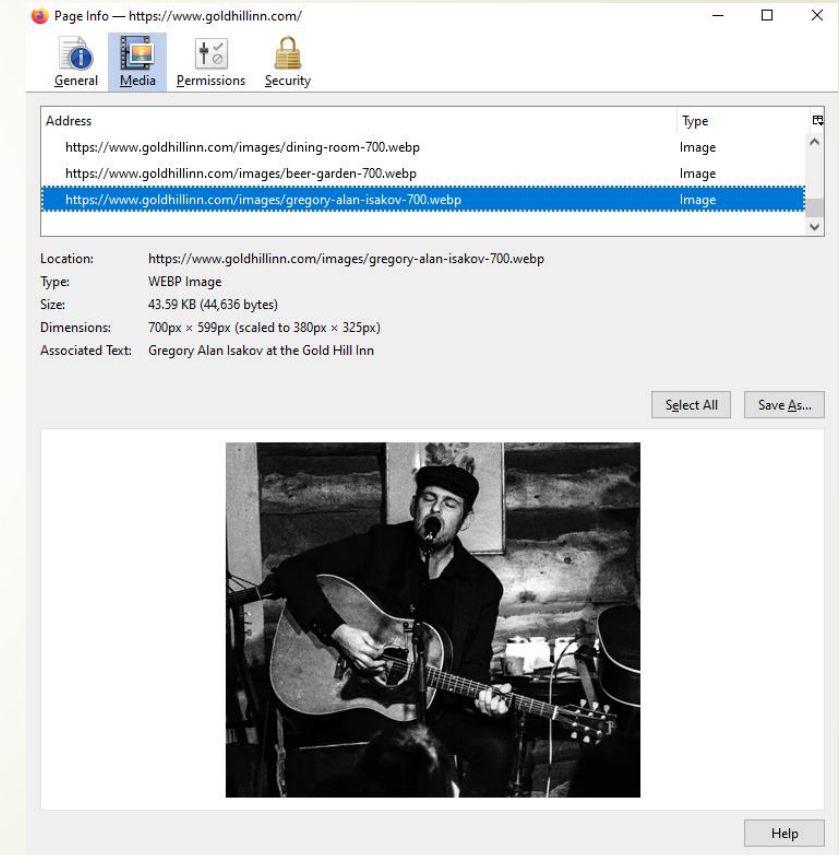
Bluebird Lodge >
Bluebird Lodge. The Bluebird Lodge is currently closed for the ...

[More results from goldhillinn.com »](#)



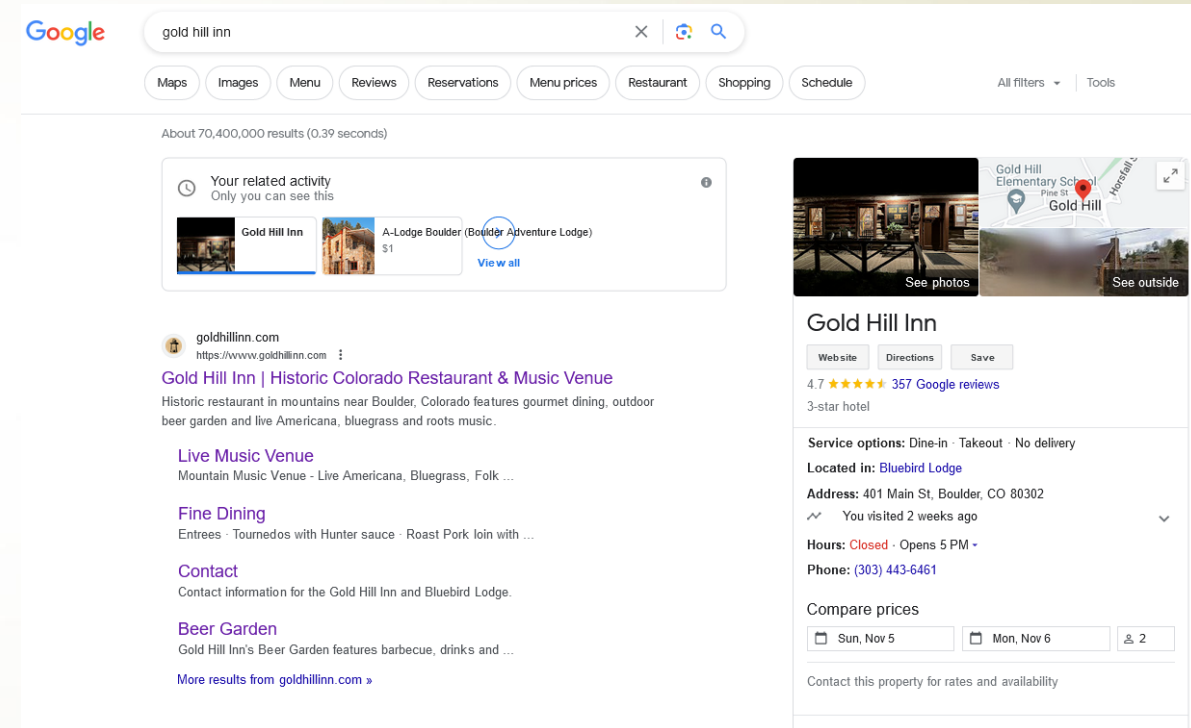
Image Alt Text Guidelines

- Ctrl-I > Media: Properties bar for images (Firefox only)
- English words!
- Sentence case!
- Repeat text in images
- Short, relevant, meaningful
- Use keywords
- No alt text for purely decorative images



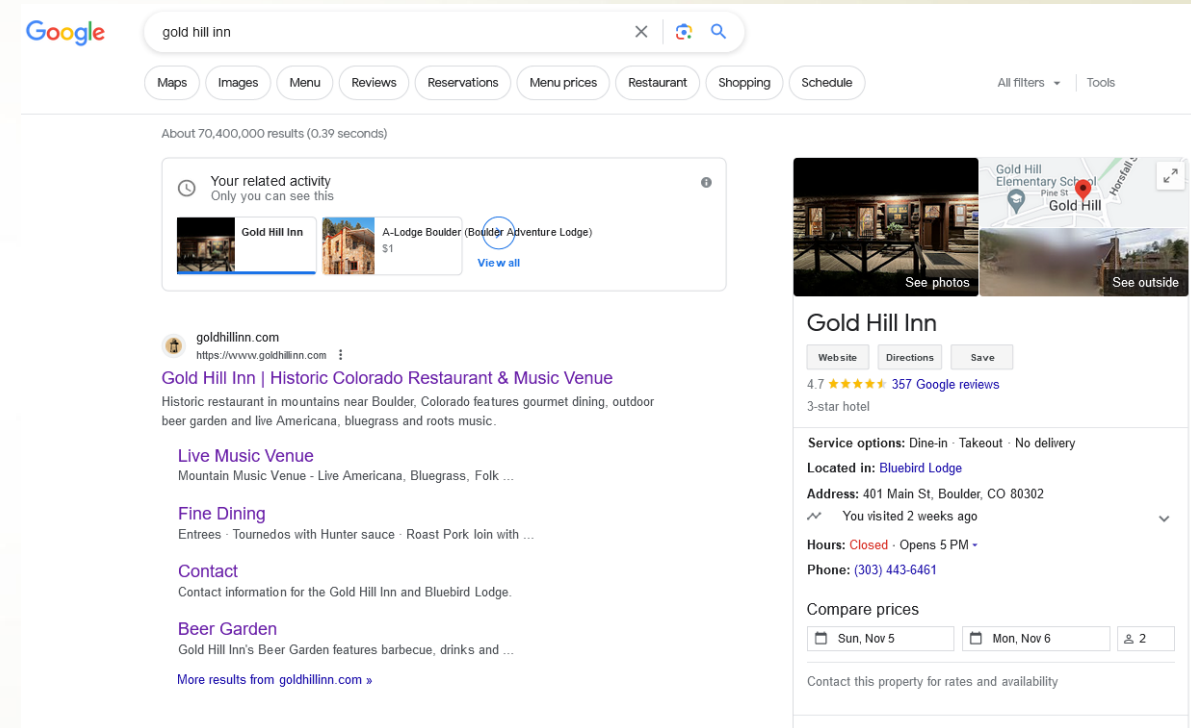
Document Title Guidelines

- Short, Unique and relevant page titles
- Page description | Section name | Site or company name
- Or Site or company name | Section name | Page description
- Google limit 64 characters (physical limit)
- Omit articles in favor of separators. Make all words count
- Does google sometimes edit this? Example: Music page



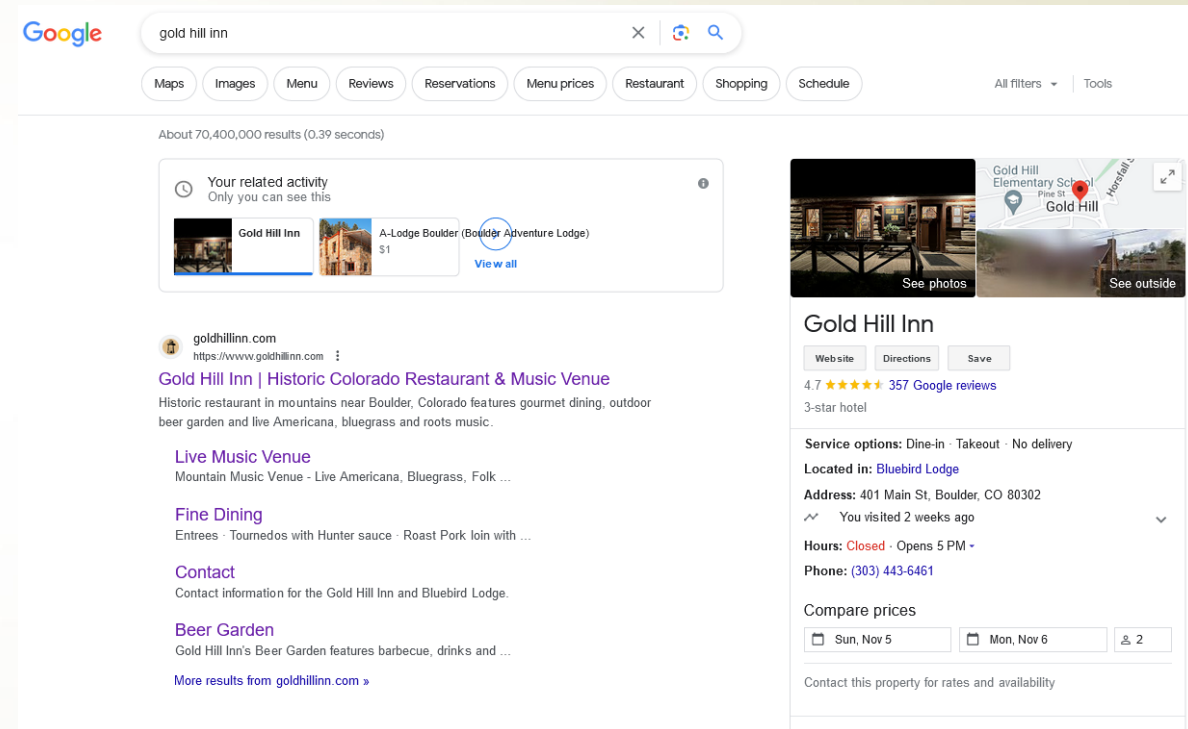
Strategies

- Write good content, keep it fresh
- Need incoming links
- Good content brings incoming links
- Social media brings incoming links, may be a ranking signal (not clear)
- May take a long time
- Use headings appropriately (text in headings)
- Text where possible (Avoid text in images)



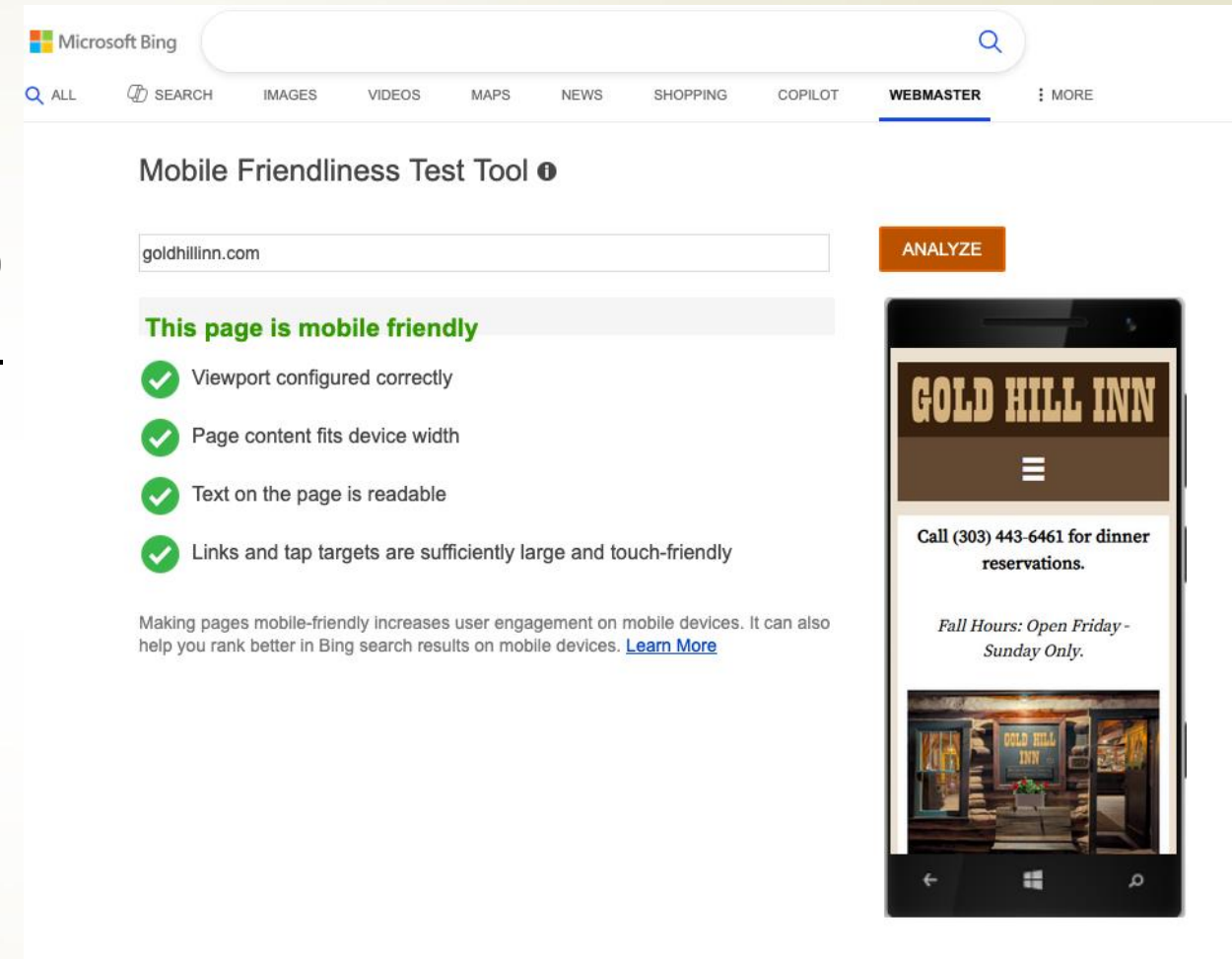
More Strategies

- Alt text on all images (per guidelines)
- Good document titles
- Keywords (and variations) text somewhere (e.g., running shorts, attire)
- Keywords in titles, headings (especially h1) and alt text may get extra emphasis
- Make your pages lean and fast
- Optimize for mobile -
- E-A-T: e.g. Author attribution, contact, reputation



Mobile Friendliness

- Mobile friendliness (mobile searches only)
- www.bing.com/webmaster/tools/mobile-friendliness

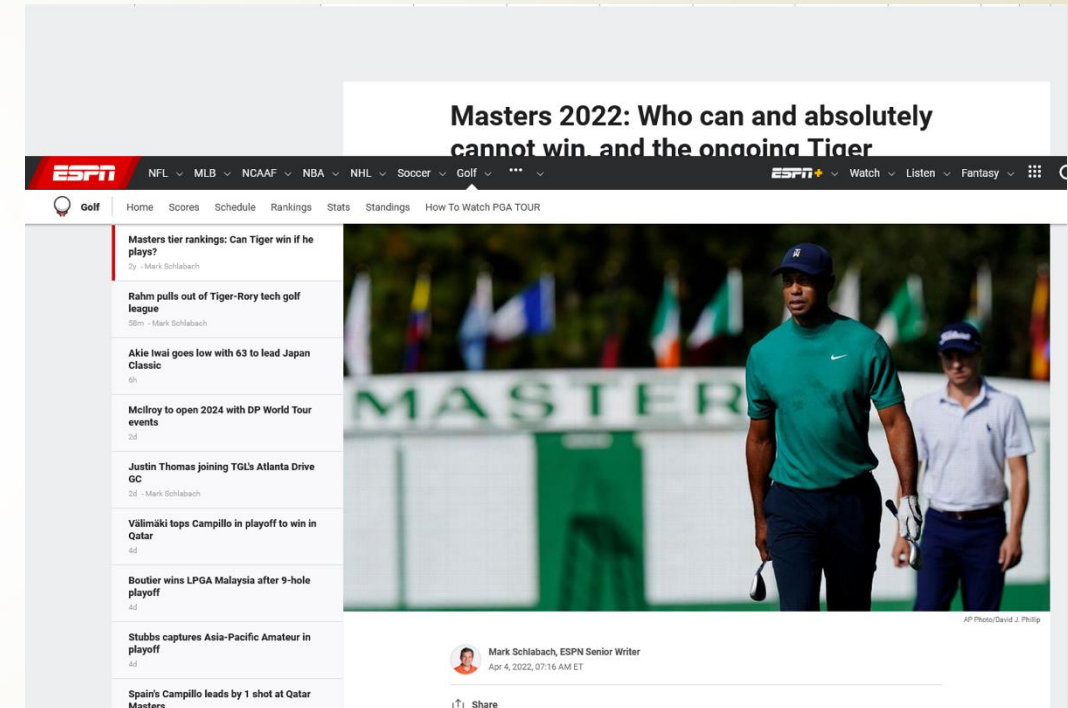


The screenshot shows the Microsoft Bing Webmaster Tools interface. At the top, the Microsoft Bing logo and navigation links (ALL, SEARCH, IMAGES, VIDEOS, MAPS, NEWS, SHOPPING, COPILOT, WEBMASTER, MORE) are visible. The 'WEBMASTER' tab is selected. Below the navigation bar, the 'Mobile Friendliness Test Tool' is displayed. A text input field contains 'goldhillinn.com'. To the right of the input field is an orange 'ANALYZE' button. Below the input field, a green banner states 'This page is mobile friendly'. Underneath this banner, four green checkmarks indicate the following: 'Viewport configured correctly', 'Page content fits device width', 'Text on the page is readable', and 'Links and tap targets are sufficiently large and touch-friendly'. Below these checks, a paragraph explains that making pages mobile-friendly increases user engagement and can help with search results, with a link to 'Learn More'. On the right side of the tool, a mobile device preview shows the 'GOLD HILL INN' website. The mobile view includes the hotel name, a menu icon, a phone number '(303) 443-6461' for dinner reservations, and 'Fall Hours: Open Friday - Sunday Only.' with a corresponding image of the hotel interior.



More Strategies File/Directory Names

- Keywords in filenames, separated by dashes—URL is displayed in Google results
- Example: ESPN Tiger Woods
- https://www.espn.com/golf/story/_/id/33629573/masters-2022-absolutely-cannot-win-ongoing-tiger-woods-question



Writing Copy

- Primary and secondary keywords
- Primary keywords (1 or 2) are in page title, h1, early in content (first 100 words)
- Make sure secondary keywords are in copy (2 - 4 per page)
- Use keywords in links where possible
- Grammar/spelling/appropriate language?
- Generally, what works for google is good for search results in other search engines
- E-A-T: Author attribution, Transparency (contact link), Reputation



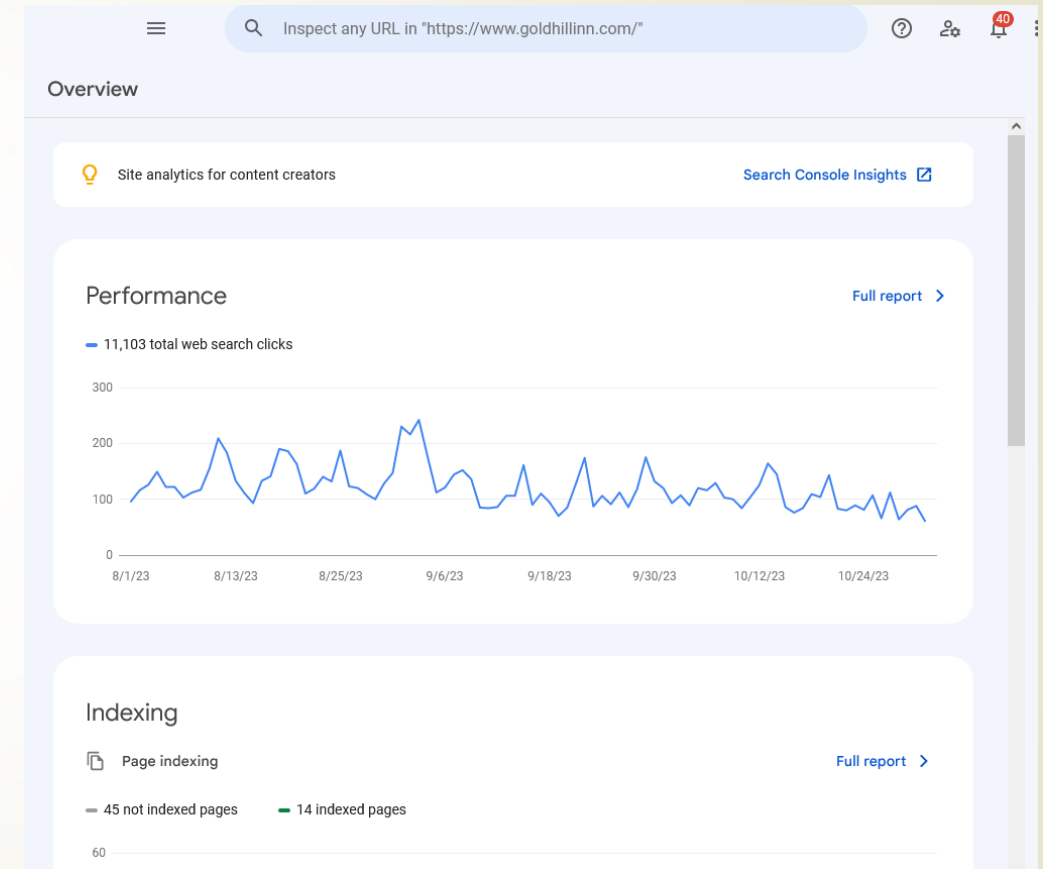
Meta Tags

- Meta keywords tag generally not considered any more
- Meta description tag may be displayed for google search results
- Affects clickthrough! High clickthrough may help ranking
- example goldhillinn.com



Metrics

- Google Search Console
- View Performance tab
 - Impressions, clicks, CTR, position
- Links
 - External, linking sites
- Search Console Insights



Effect of AI

- Conversational queries
 - "where is the Gold Hill Inn"
 - "is the Gold Hill Inn a good restaurant"
- Replacing articles with AI summary
 - "great things about New Mexico"
 - Intermediary
 - Pushes native results down

