Search



Historical Search Tools

Yahoo Search Index

Human edited

Early search engines

Excite, Alta Vista, Lycos, etc.

YAHOO day's News More Yahoos 1998 Winter Games MegaMarketing Academy Award results, schedules, news Nominations Search options Yahoo! Chat with Wall Street guru Jim Cramer, supermodel Frederique Yellow Pages - People Search - Maps - Classifieds - Personals - Chat - Free Email Shopping - My Yahoo! - News - Sports - Weather - Stock Quotes - more ... Arts and Humanities News and Media [Xtra!] Architecture, Photography, Literature... Current Events, Magazines, TV, Newspapers.. Business and Economy [Xtra!] Recreation and Sports [Xtra!] Companies, Finance, Employment ... Sports, Games, Travel, Autos, Outdoors... Computers and Internet [Xtra!] Reference Internet, WWW, Software, Multimedia... Libraries, Dictionaries, Phone Numbers... Education Regional Universities, K-12, College Entrance... Countries, Regions, U.S. States ...

- Entertainment [Xtra!]
 Cool Links, Movies, Music, Humor.
- Government <u>Military, Politics</u> [Xtra!], Law, Taxes...
- <u>Health</u> [Xtra!] <u>Medicine</u>, Drugs, Diseases, Fitness...
- Society and Culture
 People, Environment, Religion...

CS, Biology, Astronomy, Engineering...

Anthropology, Sociology, Economics...

<u>What's New - Weekly Picks - Today's Web Events - Yahoo! Internet Life</u> <u>Yahooligans! for Kids -Visa Shopping Guide - Yahoo! Style - 3D Stock Viewer</u>

Science

Social Science

World Yahoos Australia & NZ - Canada - Denmark - France - Germany - Japan - Korea Norway - SE Asia - Sweden - UK & Ireland Yahoo! Metros Atlanta - Austin - Boston - Chicago - Dallas / Fort Worth - Los Angeles Get Local Miami - Minneapolis / St. Paul - New York - S.F. Bay - Seattle - Wash D.C. Smart Shopping with

How to Suggest a Site - Company Info - Openings at Yahoo! - Contributors - Yahoo! How-To



Modern Search Engines

Google

• My sites - 90%+ google

Bing - less than 10%

Yahoo - Same as bing?

Duck Duck Go - Privacy concerns

Google Microsoft Bing





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

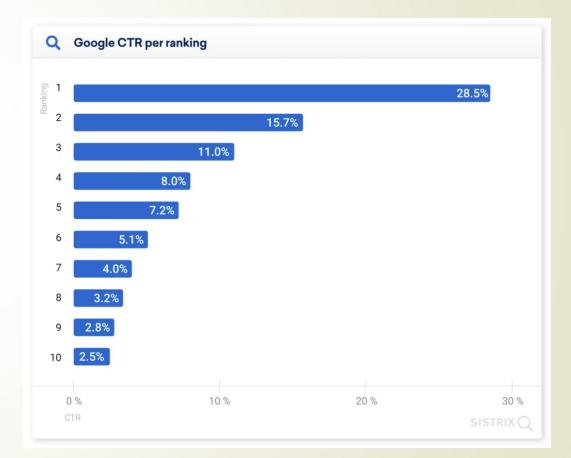
Google Microsoft Bing





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.

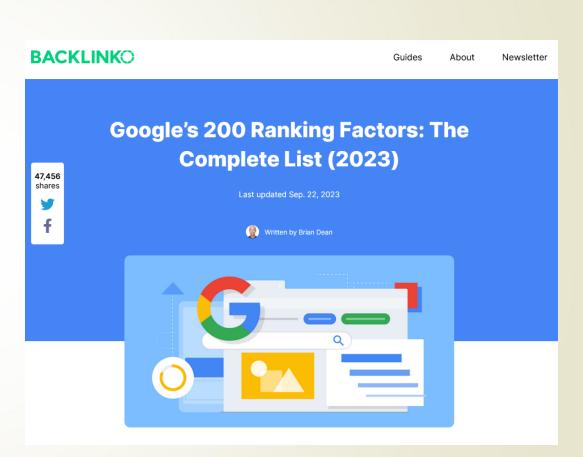


Author: Seobility - License: <u>CC BY-SA 4.0</u>



Other Ranking Factors

- Quality of content
 - Original
 - Unique
 - Updated
 - Evaluated by AI Rankbrain
- Keywords in <title> tags
- Mobile friendliness (mobile searches only)
- https://search.google.com/test/mobilefriendly



https://backlinko.com/google-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)
- 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"

All Maps Images News Videos Short-videos Forums : More		Tools		
Gold Hill Inn .7 ** * * * 379 Google reviews · Fine dining restaurant · Closed :				
	Gold Hill Inn	Sunshing Road Vic	Reviews 4.7 ★★★★↓ ^{379 reviews}	>
40	Sugarloaf M Main St kulder, CO 80302	Sàlina	Nightly price Wed, Apr 16 - Thu, Apr 17 View more rates	>
Velp Velp Sold Hill Inn - Restaurants - American Sold Hill Inn - Restaurant Reviews		S Website	Directions Save	Call
ireat historic restaurant with a good ambiance. Very interesting town and the drive up is pa xperience. Every staff member we encountered was	int of the	Menu		
jold hill inn	×	. હ વ		
POID HIII INN HISTOFIC COIOFAGO KESTAUFANT & MUSIC VENUE estled beneath the Continental Divide, The Gold Hill Inn is remote from the city lights and city e 21st Century.	y noise of	fireplace	Reservations required - Has outdo pird Lodge in St. Boulder, CO 80302	or seating · Has
Live Music Venue Seeing them is quite an experience as they blend	>	Phone: (303) 443 Hours: Closed - (-6461	
Fine Dining Entrees · Tournedos with Hunter sauce · Roast Pork Ioin with	>	Compare pric	es	
Contact 401 Main Street Gold Hill Boulder, CO 80302 303.443.6461 www	>	Wed, Apr 16	Thu, Apr 17	A
History A gournet restaurant now well known in the region as the Gold	>	Events		
Bluebird Lodge Bluebird Lodge. The Bluebird Lodge is currently closed for the	>	Gold Fri, Ma	Hill Inn y 2, 8:00 PM dsintown	Visit site >
More results from goldhillinn.com »		Cristi	na Vane ny 3, 8:00 PM	Visit site >
		Ban Stillho	dsintown buse Junkies at Gold Hill y 9, 4:30 PM	Visit site >
			dsintown	visit site

Google



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

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 Ioin 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

0		ŧŏ			
neral	<u>M</u> edia	<u>P</u> ermissions	Security		
ess				Туре	E.
ttps://v	www.gold	hillinn.com/im	ages/dining-room-700.webp	Image	^
ttps://v	www.gold	dhillinn.com/im	ages/beer-garden-700.webp	lmage	and a
ttps://v	www.golo	lhillinn.com/im	ages/gregory-alan-isakov-700.webp	lmage	
					~
ion:	htt	ps://www.goldl	illinn.com/images/gregory-alan-isakov-700.v	vebp	

Location:	https://www.goluniiinn.com/images/gregory-alan-isakov-700.wei
Type:	WEBP Image
Size:	43.59 KB (44,636 bytes)
Dimensions:	700px × 599px (scaled to 380px × 325px)
Associated Text:	Gregory Alan Isakov at the Gold Hill Inn

🔮 Page Info — https://www.goldhillinn.com/

Select All Save As..

П

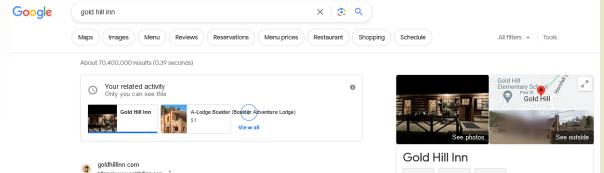




Help

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



https://www.goldhillinn.com : Gold Hill Inn | Historic Colorado Restaurant & Music Venue Historic restaurant in mountains near Boulder, Colorado features gourmet dining, outdoor beer garden and live Americana, bluegrass and roots music.

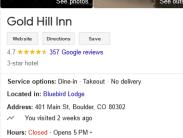
Live Music Venue Mountain Music Venue - Live Americana, Bluegrass, Folk ...

Fine Dining Entrees · Tournedos with Hunter sauce · Roast Pork Ioin with .

Contact Contact information for the Gold Hill Inn and Bluebird Lodge

Beer Garden Gold Hill Inn's Beer Garden features barbecue, drinks and ...

More results from goldhillinn.com »



Phone: (303) 443-6461

🗂 Sun, Nov 5

s

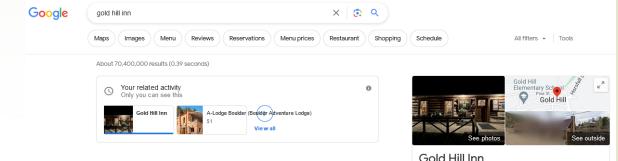
🛗 Mon, Nov 6 😤 2

Contact this property for rates and availability



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)



goldhillinn.com https://www.goldhillinn.com : Gold Hill Inn | Historic Colorado Restaurant & Music Venue Historic restaurant in mountains near Boulder, Colorado features gourmet dining, outdoor beer garden and live Americana, bluegrass and roots music.

Live Music Venue Mountain Music Venue - Live Americana, Bluegrass, Folk ...

Fine Dining Entrees · Tournedos with Hunter sauce · Roast Pork Ioin with .

Contact Contact information for the Gold Hill Inn and Bluebird Lodge

Beer Garden Gold Hill Inn's Beer Garden features barbecue, drinks and ...

More results from goldhillinn.com »



You visited 2 weeks ago
Hours: Closed · Opens 5 PM ·

Phone: (303) 443-6461

🗂 Sun, Nov 5

Compare prices

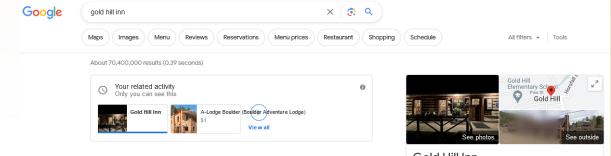
Mon, Nov 6 2 2

Contact this property for rates and availability



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



goldhillinn.com https://www.goldhillinn.com : Gold Hill Inn | Historic Colorado Restaurant & Music Venue Historic restaurant in mountains near Boulder, Colorado features gourmet dining, outdoor beer garden and live Americana, bluegrass and roots music.

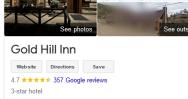
Live Music Venue Mountain Music Venue - Live Americana, Bluegrass, Folk ...

Fine Dining Entrees · Tournedos with Hunter sauce · Roast Pork Ioin with .

Contact Contact information for the Gold Hill Inn and Bluebird Lodge

Beer Garden Gold Hill Inn's Beer Garden features barbecue, drinks and ...

More results from goldhillinn.com »



Service options: Dine-in · Takeout · No delivery Located in: Bluebird Lodge

Address: 401 Main St, Boulder, CO 80302

You visited 2 weeks ago
Hours: Closed · Opens 5 PM ·

Phone: (303) 443-6461

Compare prices

🗂 Sun, Nov 5

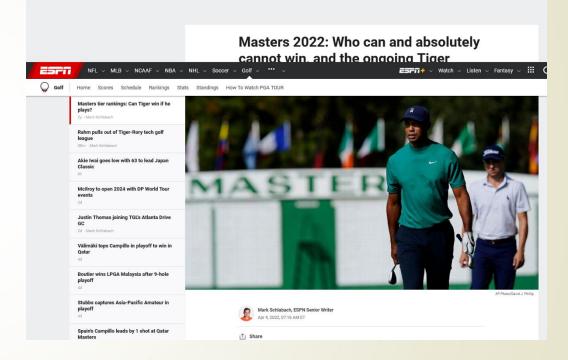
🗂 Mon, Nov 6 😤 2

Contact this property for rates and availability



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/33 629573/masters-2022-absolutely-cannotwin-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
- Use keywords in links where possible
- Grammar/spelling/appropriate language?
- Generally, what works for google is good for search results in other search engines



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

= (Q Inspect any	URL in "https://w	ww.goldhillinn.c	com/"		0	2¢	æ
verview								
O Site analytics for	content creators				Search Co	nsole Insights [z	^
Performance	arch clicks					Full report	>	
200		\bigwedge		٨	•			
0 8/1/23 8/1	13/23 8/25/23	9/6/23	9/18/23	9/30/23	10/12/23	10/24/23		
Indexing Page indexing						Full report	>	
 45 not indexed page 60 	ns – 14 indexed	pages						



Effect of Al

- 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

