

2016's Seven Biggest SEO Trends And How Marketers Should React in 2017

**The data used are
recent from the
U.S. market.**

**In consumer technology usage,
we are 0-5 years behind**

7.

Google and others

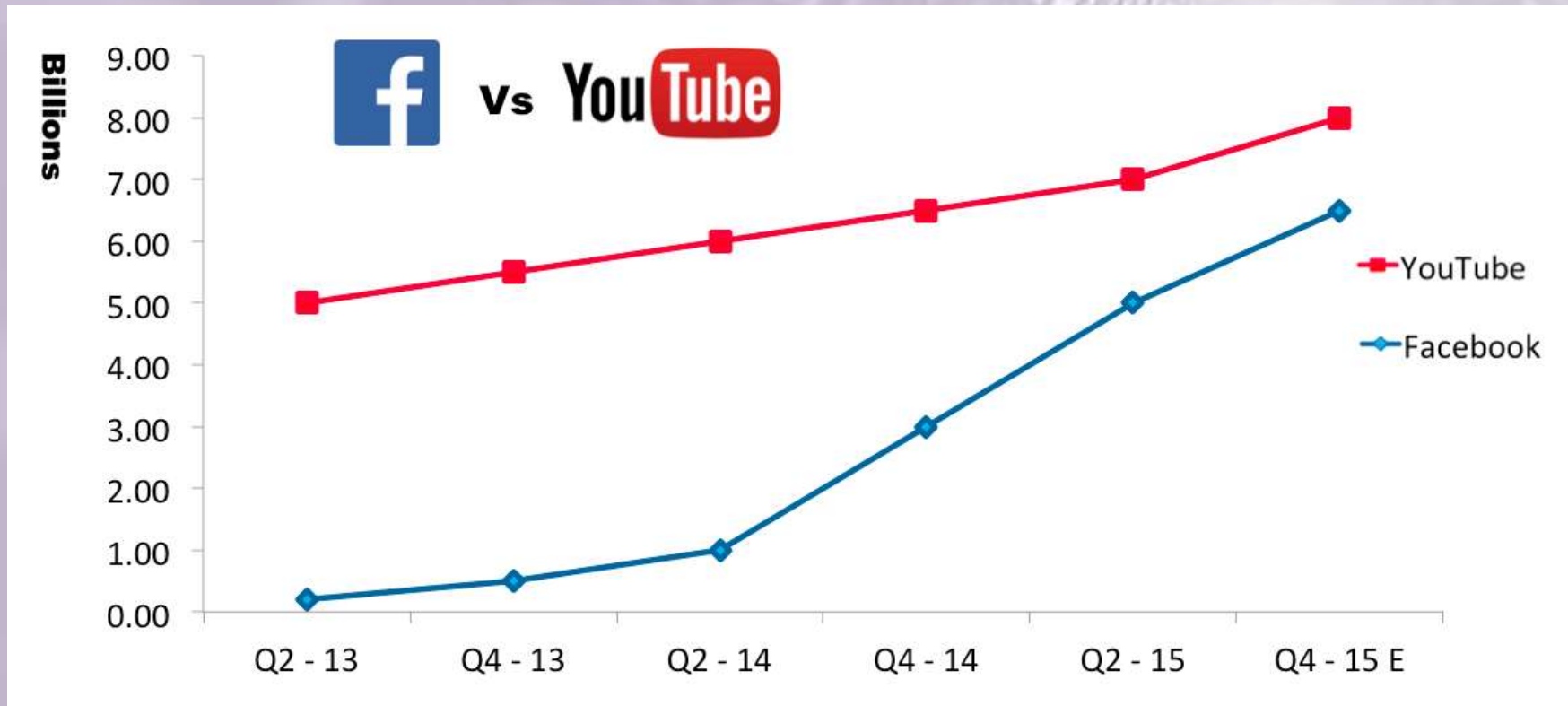
Google's Still Growing,
But Others Are, Too



Via GS.Statcounter

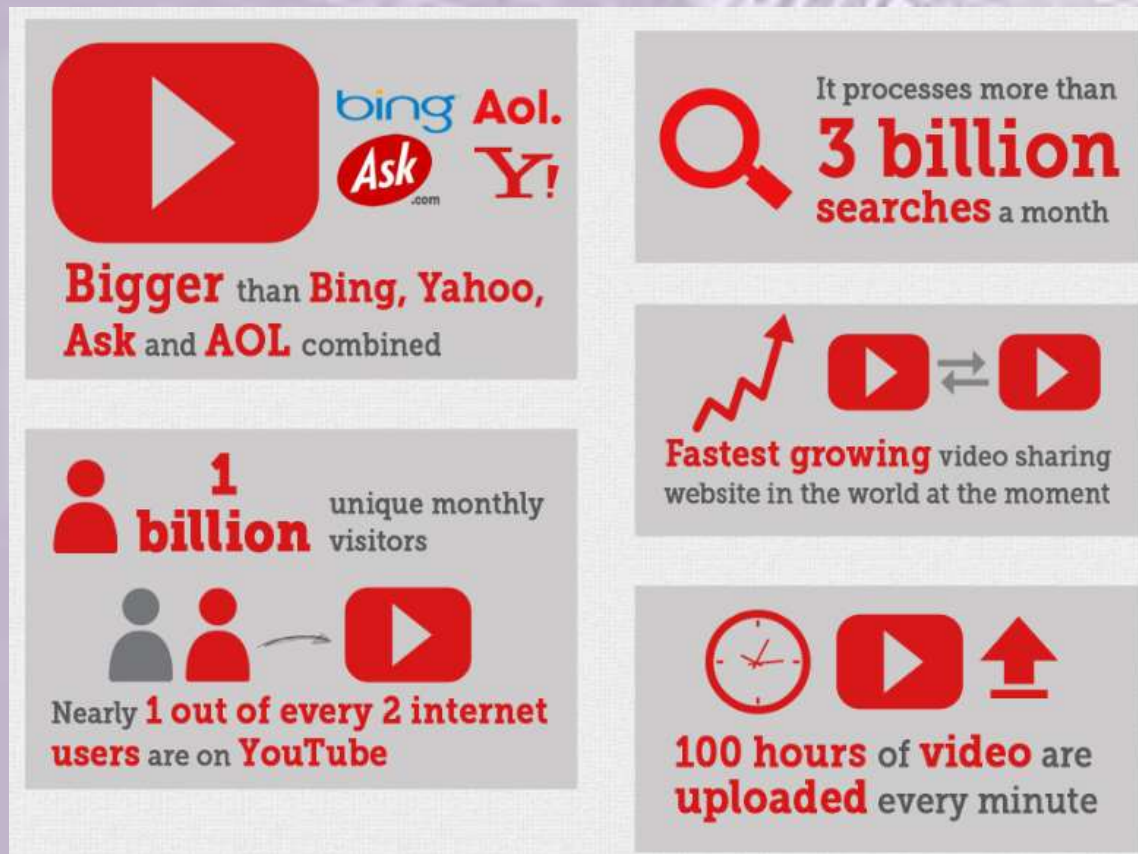
US Daily Video Views

(Note: Facebook counts views @ 3s, YouTube @ 30 s)



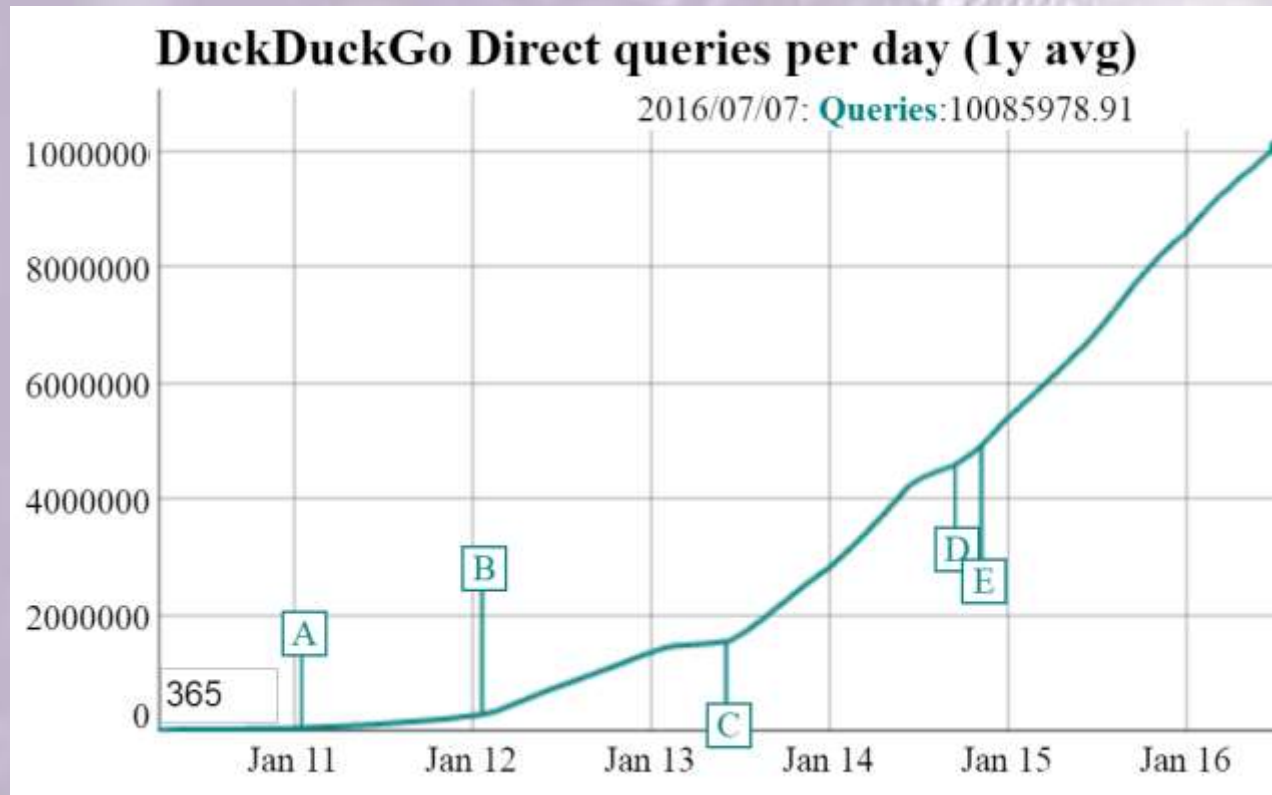
via [Reuters Institute](#)

YouTube is the World's 2nd Largest Search Engine



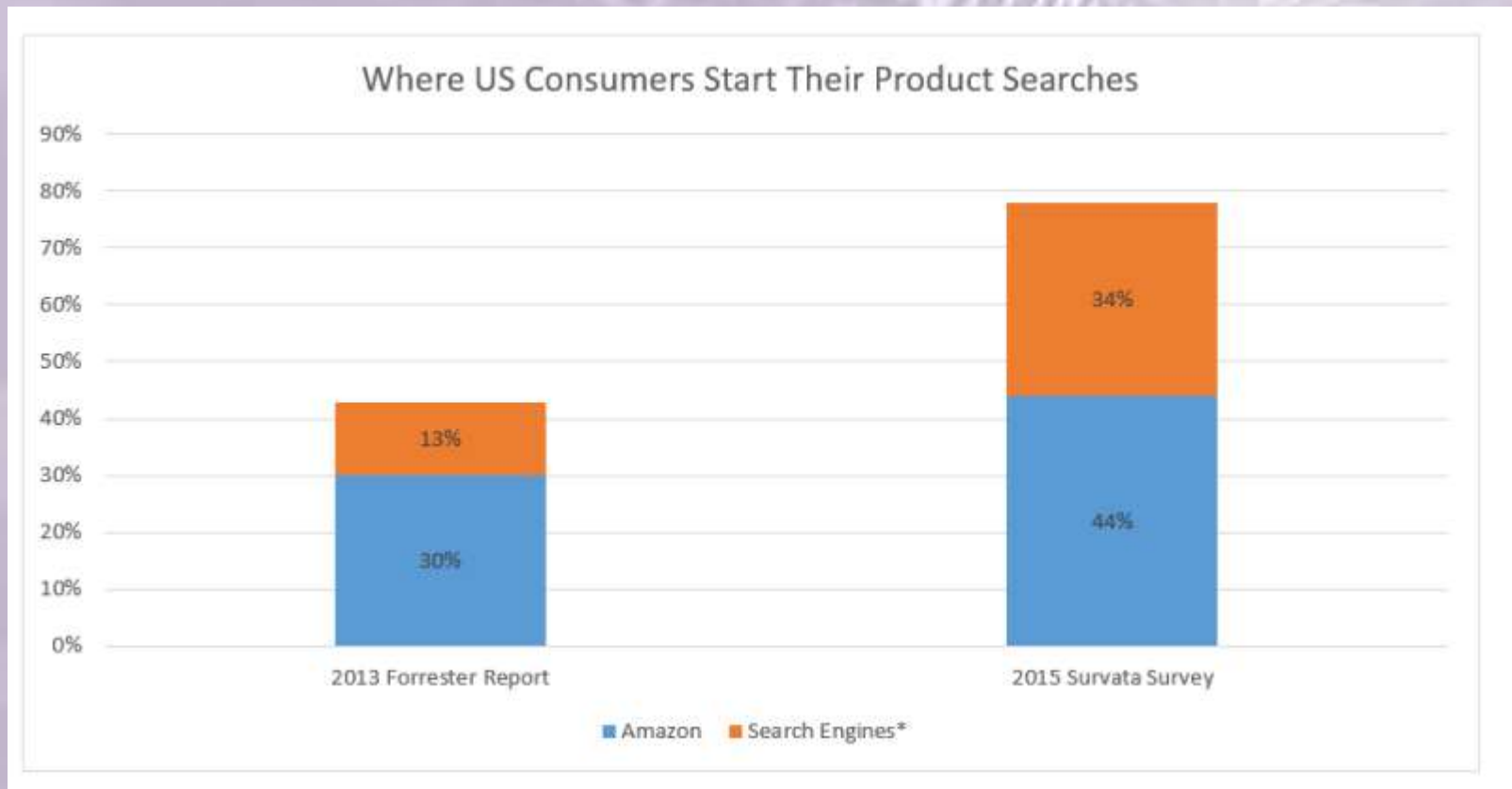
Via [Cohlab](#)

And DuckDuckGo Continues its Rapid Growth



Via [DuckDuckGo](#)

Amazon vs. Web Search



Via [Search Engine Land](#)

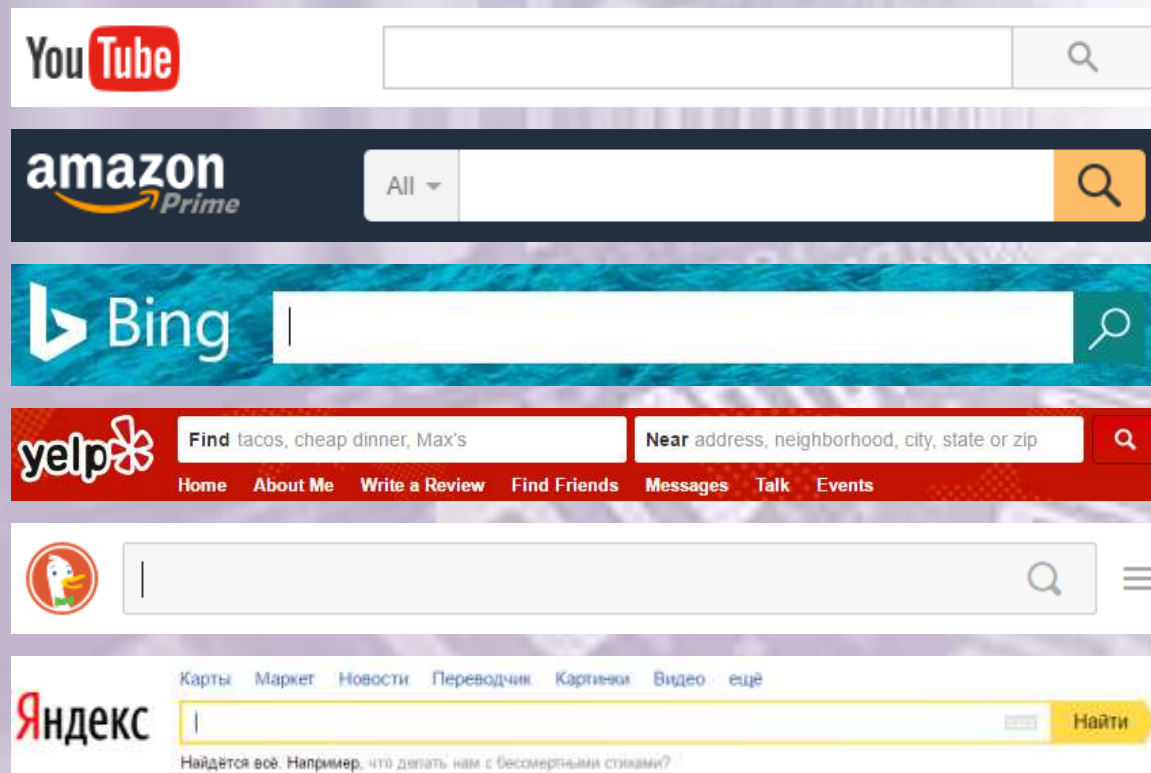
How marketers can react?

7.

**Google
and others**

Google's Still Growing,
But Others Are, Too

Don't Ignore Search Channels Just Because They're Not Google



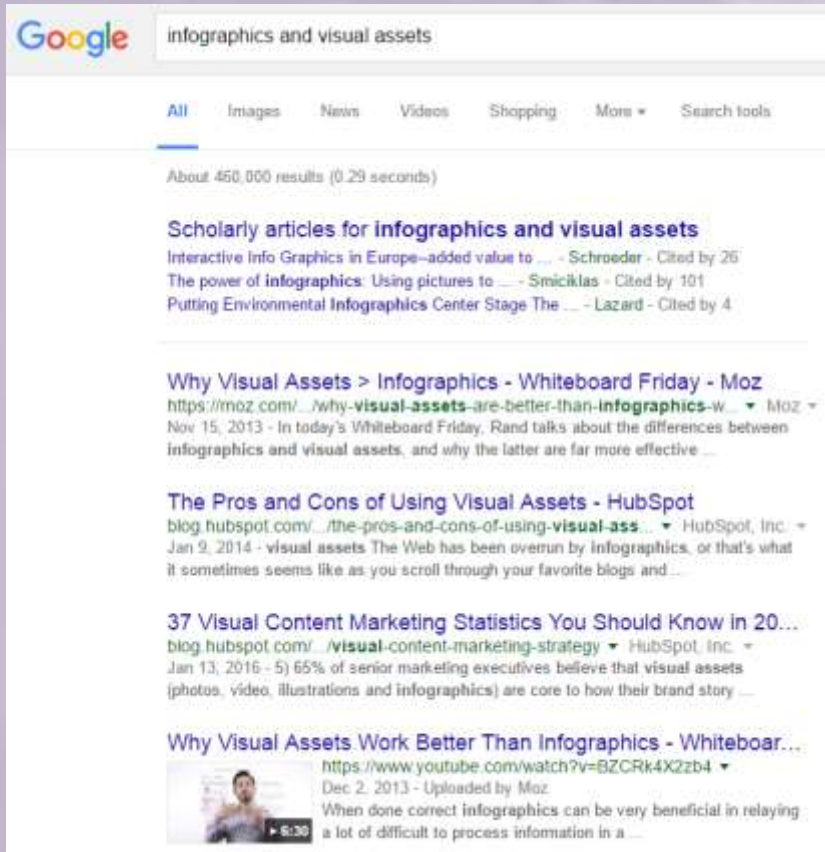
Apply different tactics to reach audiences on different sites

Amazon's ranking factors can [be found here](#). Conversion rate plays a big role.

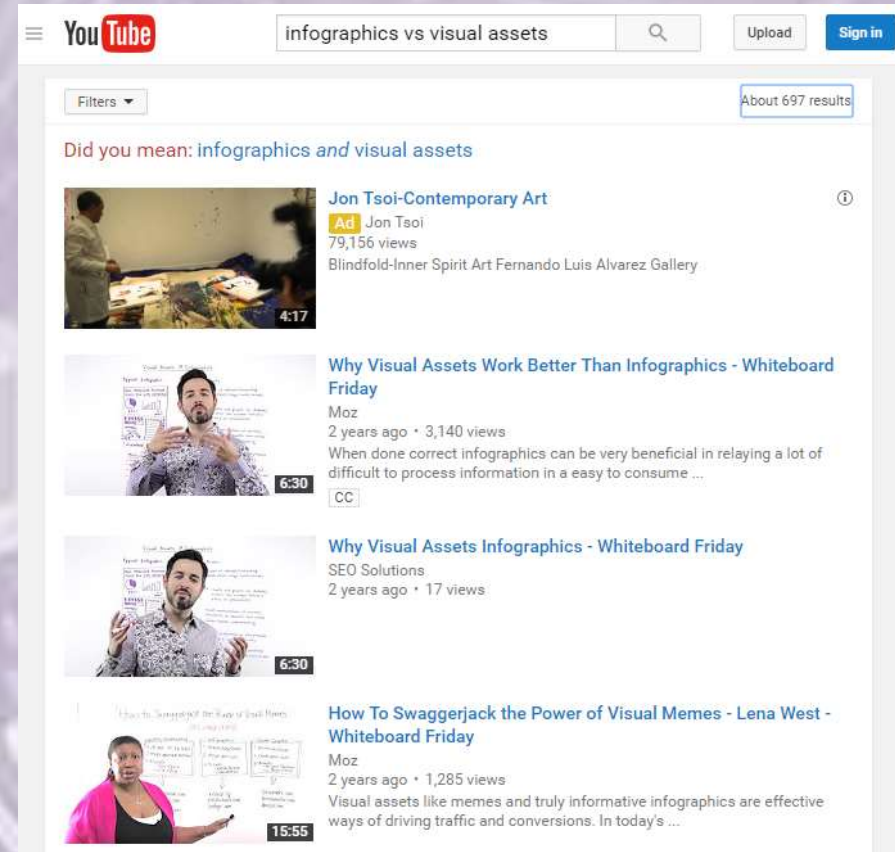
The screenshot shows the Amazon website interface for a search of 'copper mugs'. The top navigation bar includes the Amazon logo, a search bar with 'copper mugs' entered, and links for 'NEW & INTERESTING FINDS FROM ACROSS AMAZON'. Below the navigation bar, there are links for 'Departments', 'Browsing History', 'Rank's Amazon.com', and 'Today's Deals'. The search results are displayed under the heading '1-24 of 10,510 results for Home & Kitchen: Kitchen & Dining: Dining & Entertaining: "copper mugs"'. The results are sorted by 'Relevance'. A promotional banner for 'Summer's Bounty All Year Long' is visible, along with a 'SPONSORED BY COPPERTISAN' section for 'Top Pick For Copper Mugs'. The main search results list several copper mug products, including 'Set of 2 Moscow Mule Copper Mugs', 'Solid Copper Moscow Mule Mug', 'Advanced Mixology Moscow Mule Copper Mugs Set', and 'RV Hammered Copper Moscow Mule Mug'. Each product listing includes an image, a title, a price, a Prime badge, a delivery date, a star rating, and a number of reviews.

Consider Content for Multiple Engines

Al. Skrabniou



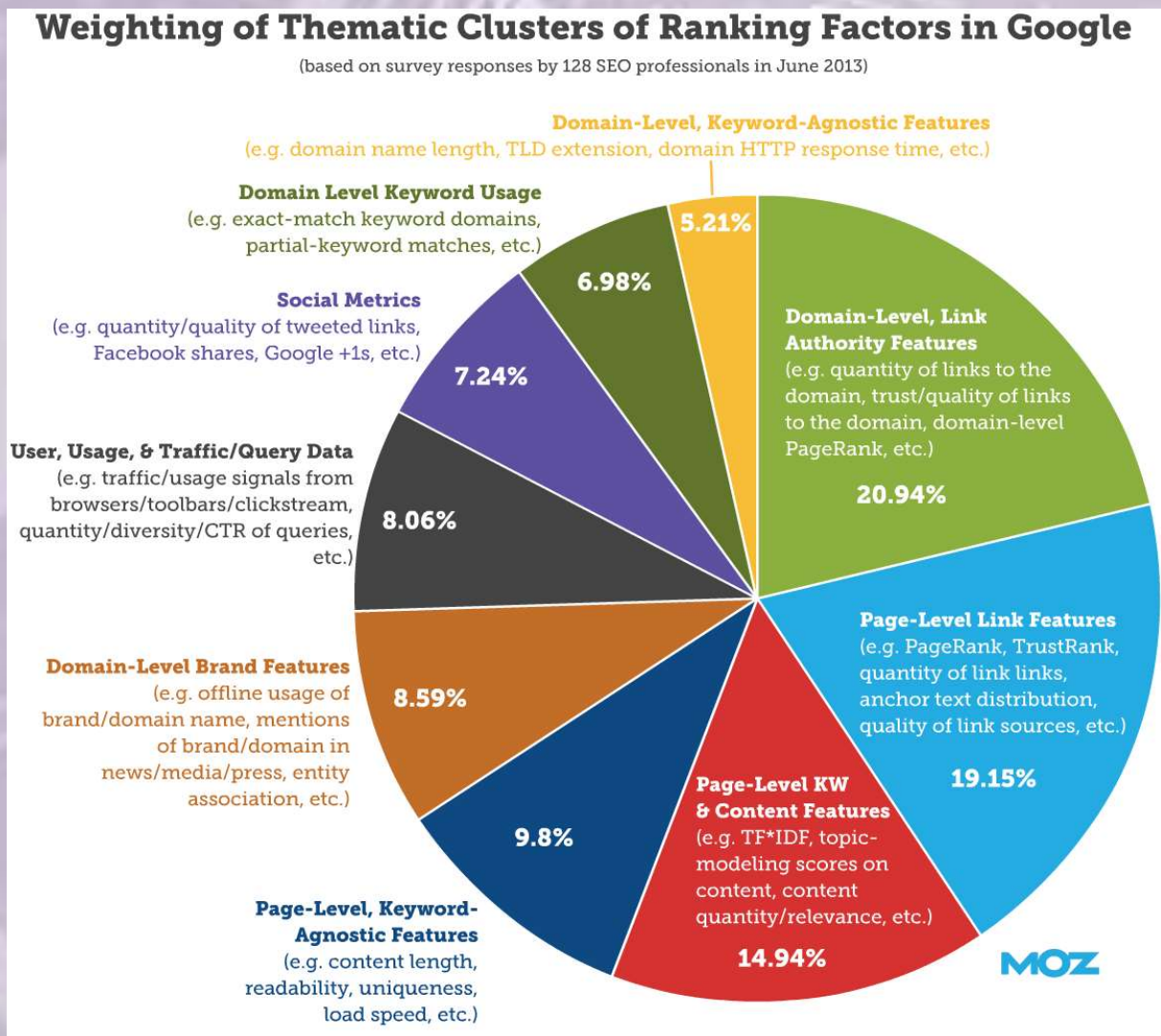
Google search results for "infographics and visual assets". The search bar shows the query. Below the search bar, there are tabs for All, Images, News, Videos, Shopping, and More. The search results show "About 450,000 results (0.29 seconds)". The first result is "Scholarly articles for infographics and visual assets" with a snippet: "Interactive Info Graphics in Europe-added value to ... - Schroeder - Cited by 26". The second result is "Why Visual Assets > Infographics - Whiteboard Friday - Moz" with a snippet: "https://moz.com/...why-visual-assets-are-better-than-infographics-w... Moz". The third result is "The Pros and Cons of Using Visual Assets - HubSpot" with a snippet: "blog.hubspot.com/...the-pros-and-cons-of-using-visual-ass... HubSpot, Inc.". The fourth result is "37 Visual Content Marketing Statistics You Should Know in 20..." with a snippet: "blog.hubspot.com/...visual-content-marketing-strategy... HubSpot, Inc.". The fifth result is "Why Visual Assets Work Better Than Infographics - Whiteboard..." with a snippet: "https://www.youtube.com/watch?v=BZCRk4X2zb4... Moz".



YouTube search results for "infographics vs visual assets". The search bar shows the query. Below the search bar, there are tabs for Filters and About 697 results. The first result is "Jon Tsoi-Contemporary Art" with a video thumbnail and a duration of 4:17. The second result is "Why Visual Assets Work Better Than Infographics - Whiteboard Friday" with a video thumbnail and a duration of 6:30. The third result is "Why Visual Assets Infographics - Whiteboard Friday" with a video thumbnail and a duration of 6:30. The fourth result is "How To Swaggerjack the Power of Visual Memes - Lena West - Whiteboard Friday" with a video thumbnail and a duration of 15:55.

Moz first puts videos up on our site, then later uploads to YouTube to benefit from both classic SEO and video SEO

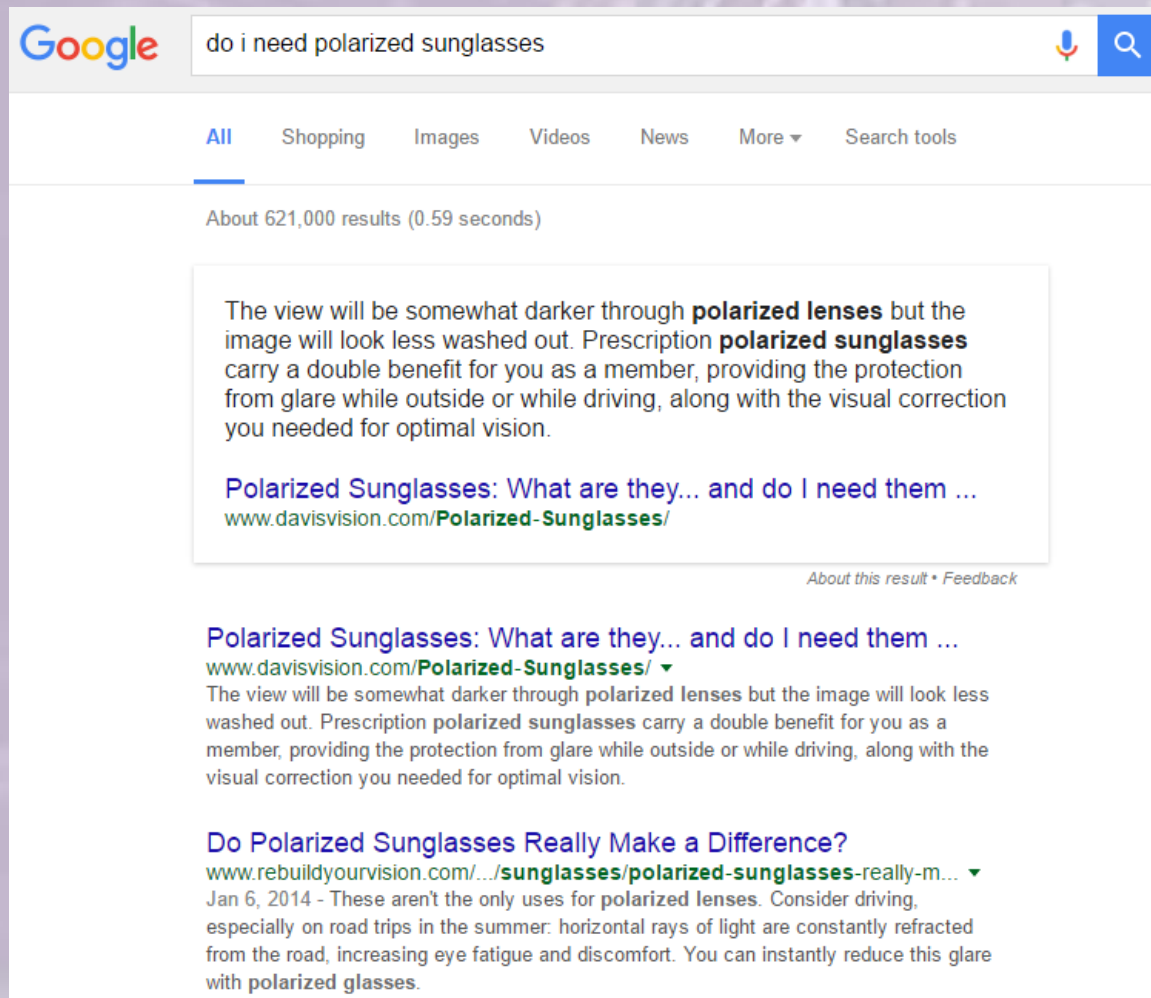
Google's Still the 800lb Gorilla



6.

**Google
saves
users'
seconds**

**Google Now Works
to Answer Simple
Queries Directly
Rather than Make
Users Click**



A screenshot of a Google search interface. The search bar contains the text "do i need polarized sunglasses". Below the search bar, the "All" tab is selected. The search results show "About 621,000 results (0.59 seconds)". The first result is a snippet from davisvision.com explaining the benefits of polarized lenses and sunglasses. Below this, there are two more search results, each with a title, URL, and a brief description.

Google

do i need polarized sunglasses

All Shopping Images Videos News More Search tools

About 621,000 results (0.59 seconds)

The view will be somewhat darker through **polarized lenses** but the image will look less washed out. Prescription **polarized sunglasses** carry a double benefit for you as a member, providing the protection from glare while outside or while driving, along with the visual correction you needed for optimal vision.

Polarized Sunglasses: What are they... and do I need them ...
www.davisvision.com/Polarized-Sunglasses/

About this result • Feedback

Polarized Sunglasses: What are they... and do I need them ...
www.davisvision.com/Polarized-Sunglasses/

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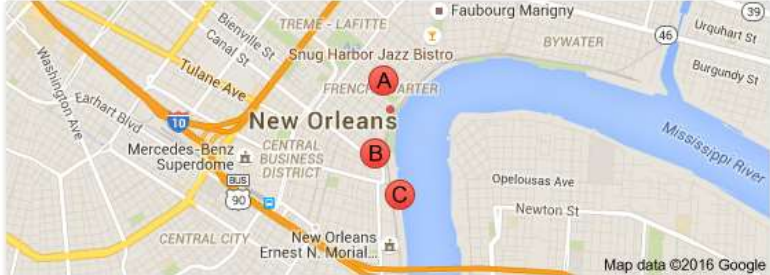
Do Polarized Sunglasses Really Make a Difference?
www.rebuildyourvision.com/.../sunglasses/polarized-sunglasses-really-m...

Jan 6, 2014 - These aren't the only uses for polarized lenses. Consider driving, especially on road trips in the summer: horizontal rays of light are constantly refracted from the road, increasing eye fatigue and discomfort. You can instantly reduce this glare with polarized glasses.

Google sunglasses new orleans

All Shopping Images Maps News More Search tools

About 5,120,000 results (0.26 seconds)



A KREWE du optic
809 Royal St · (504) 684-2939
Open until 8:00 PM

B Sunglass Hut
The Shops at Canal Place
365 Canal St · (504) 522-1777
Open until 7:00 PM

C Sunglass Hut
The Outlet Collection at Riverwalk
500 Port of New Orleans Pl #160 · (504) 522-9553
Open until 8:00 PM

More places

KREWE du optic
www.kreweduoptic.com/ ▼
KREWE is a New Orleans-based and culturally inspired independent eyewear company that celebrates individual style with modern, iconic frames.
SUN - OPTICAL - Shop st. louis - STOCKISTS

Google's minimized the desktop search experience to make it more closely align with the mobile experience.

Google silicon valley vc firms

All News Maps Videos Images More Search tools

About 155,000 results (0.63 seconds)

Venture Capital Firms in Silicon Valley/San Francisco Bay Area

FIRM NAME	INDUSTRIES	FIRST STAGE
GGV Capital	Internet, Digital Media, Cloud, SaaS	Expansion
Granite Ventures, LLC	Technology	Early
Greylock Partners	Technology (Consumer Internet, Enterprise IT, green tech)	
GSMR Ventues	Technology, Healthcare	

245 more rows, 1 more column

Venture Capital Firms Bay Area - San Francisco and ...
www.calstartuplawfirm.com/venture-groups.html

About this result • Feedback

List of venture capital firms - Wikipedia, the free encyclopedia
https://en.wikipedia.org/wiki/List_of_venture_capital_firms - Wikipedia
 Below is a list of notable venture capital firms. Name, Location, Year Established, Partners, Industries of Focus, Amount of Funds Managed. 3i - London, 1945 ...

Venture Capital Firms -- Silicon Valley Daily
www.svdaily.com/capital.html
 Accel Partners - Investors in Real Networks, UUNet, Foundry, and WalMart.com.
 Andreessen Horowitz - Investors in Airbnb, Instagram and Twitter. Benchmark Capital - Investors in eBay, AOL, Pointcast, Geoworks. Bessemer Venture Partners - Investors in EToys, Verisign, Verio, PSINet, Flycast.

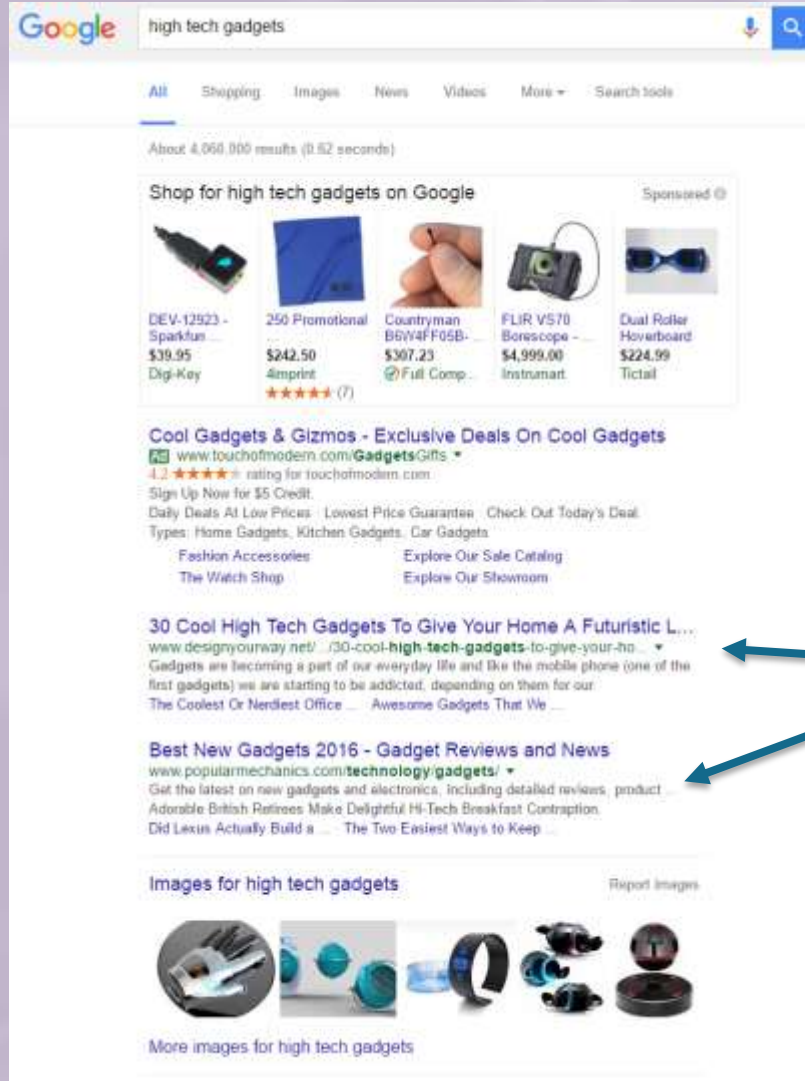
And they're putting more and more "answers" atop the results to remove the need to click a 3rd-party site for information

How marketers can react?

6.

**Google
saves
users'
seconds**

Google Now Works to
Answer Simple Queries
Directly Rather than Make
Users Click



Consider Click-Through-Rate When Choosing Keywords

The organic results on this page probably get only ~60% of the clicks from searchers

You can make these estimates yourself
when evaluating keywords for SEO effort:

	A	B	C	D	E	F	G
1	Keyword Term/Phrase	Source	Volume	Difficulty	CTR Opportunity	Importance	Potential
2	Presentation Software	Google Suggest	6600	65	81	6	
3	Presentation Software Better Than Powerpoint	Google Suggest	3300	60	90	6	
4	Presentation Software Free	Google Suggest	3300	58	90	2	
5	Presentation Software for Mac	Google Suggest	2700	58	75	5	
6	Presentation Software Free Download	Google Suggest	2700	62	75	2	
7	Presentation Software Examples	Google Suggest	2700	62	66	3	
8	Presentation Software Online	Google Suggest	2700	55	68	9	
9	Presentation Software Prezi	Google Suggest	1200	71	39	1	
10	Presentation Software for ipad	Google Suggest	1200	54	55	7	
11	Presentation Software definition	Google Suggest	720	50	66	2	
12	Slide Presentation Software	Keyword Planner	720	59	70	3	
13	Interactive Presentation Software	Keyword Planner	720	65	75	3	
14	Professional Presentation Software	Keyword Planner	720	66	80	4	
15	Multimedia Presentation Software	Keyword Planner	590	45	94	2	
16	Free Powerpoint Software	Keyword Planner	590	70	91	1	
17	Alternatives to Powerpoint	Keyword Planner	590	70	86	8	

Or you can use a tool like [Keyword Explorer](#) to get the CTR Opportunity scores

11 Keywords 565 of 750 keywords available

move selected to copy selected to refresh Add Keywords Export CSV

<input type="checkbox"/>	Keyword	Volume	Difficulty	Opportunity	Importance	Potential	Analyze/Search
<input type="checkbox"/>	nerd gifts United States - en-US	1.7k-2.9k	58	100	6	76	Analyzed 6/6/2016
<input type="checkbox"/>	tech gadgets United States - en-US	1.7k-2.9k	44	91	5		
<input type="checkbox"/>	cool tech gadgets United States - en-US	1.7k-2.9k	36	82	4		
<input type="checkbox"/>	geek gadgets United States - en-US	851-1.7k	43	90	5		
<input type="checkbox"/>	high tech gadgets United States - en-US	851-1.7k	44	60	5		

100% CTR Opportunity

60% CTR Opportunity

5.

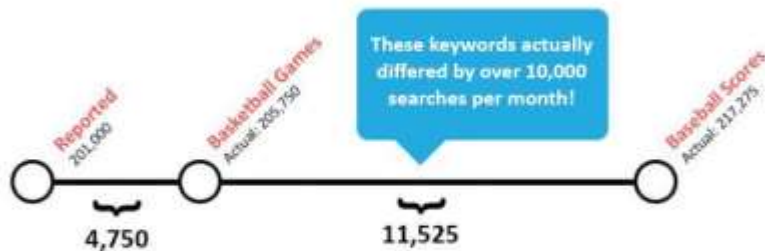
**Mist
and
Fog**

**Keyword Data is
More Obfuscated,
Less Reliable, &
Less Accessible**

The Classic Source of Volume Data is Google AdWords, and there's a Lot of Weirdness There

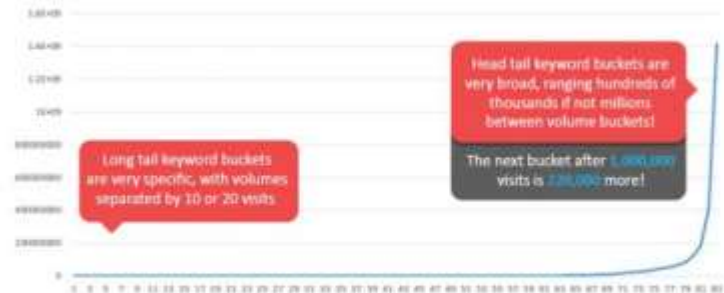
Google AdWords				
Keyword Planner Add ideas to your plan				
Targeting ?				
United States				
All languages				
Google				
Negative keywords				
Date range ?				
Show avg. monthly searches for: last 12 months				
Search terms		Avg. monthly searches ?	Competition ?	Suggested bid ?
moscow mule mugs	↗	33,100	High	\$1.27
copper mugs	↗	18,100	High	\$1.15
champagne glasses	↗	14,800	High	\$1.56
champagne flutes	↗	12,100	High	\$1.58
scotch glass	↗	8,100	High	\$1.36
glencairn glass	↗	4,400	High	\$0.64
toasting flutes	↗	1,900	High	\$1.78

Google Keyword Planner Averages Are Heavily Rounded



Google Keyword Planner assigns keywords by volume to a specific bucket, making it hard to identify the actual average traffic.

Google Keyword Planner Volume Bucket Sizes



Google Keyword Planner assigns keywords by volume to keyword "buckets" with decreasing granularity

Russ Jones showed how Google's volume ranges work in his post about [Keyword Planner's Dirty Secrets](#).

Compare Search terms ▾

moscow mule mugs

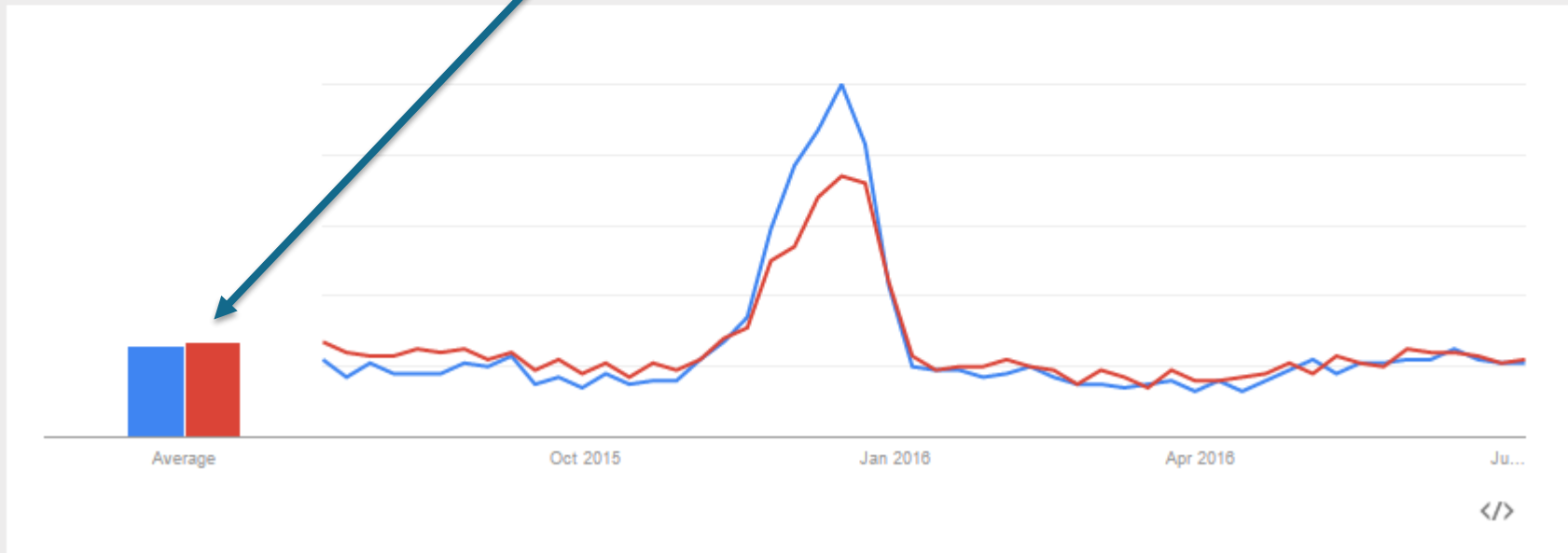
Search term

copper mugs

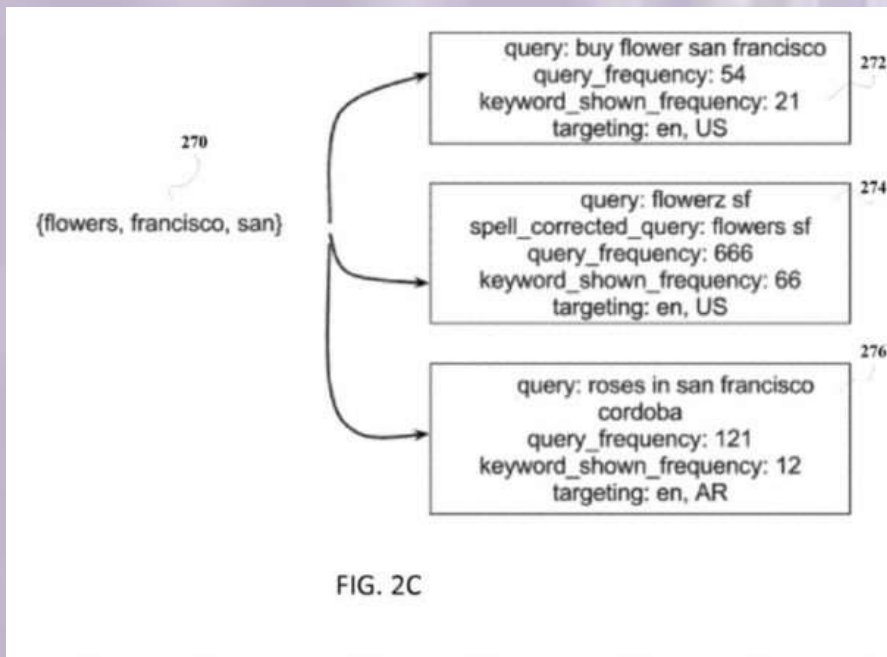
Search term

Google Trends (which we've found to be generally more accurate) tells a different story?!

Interest over time ?

☐ News headlines ? ☐ Forecast ?

AdWords is Now Conflating Volume of Related Keywords in Frustrating Ways



Search terms	Avg. monthly searches ?
flowers san fran	720
flowers san francisco	720
san francisco flower market	720
san francisco flowers	320
san fran flowers	320
san fran flower	320
san francisco flower	320
san francisco flower shop	140


Via Bill Slawski on [Go Fish Digital](#)

Keyword Suggestions in AdWords Hide a Lot of Useful, High-Volume Queries

Your product or service

Fitness Tracking Tools Get ideas Modify search

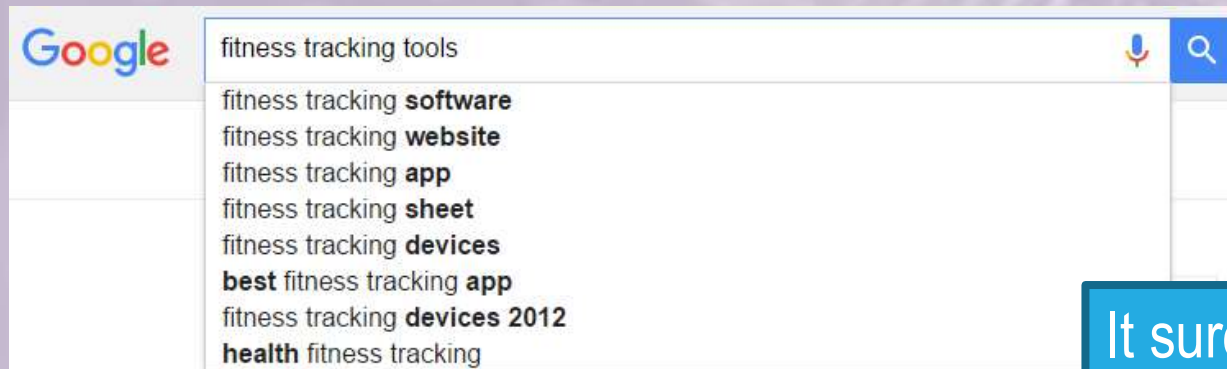
Search volume trends ▾

 Oops! We can't display search volume charts. Please try searching for different keywords.

Ad group ideas Keyword ideas

Search terms	Avg. monthly searches ?	Competition ?
fitness tracking tools	10	High
No ideas were returned for your query		

Really Keyword Planner? Really?!



It sure looks like Google knows about some closely related keywords that have search volume!

Search terms		Avg. monthly searches ?	Competition
fitness tracking devices	📈	880	High
best fitness tracking app	📈	320	Low
fitness tracking software	📈	90	High
fitness tracking website	📈	90	Low
fitness tracking sheet	📈	30	Low
fitness tracking tools	📈	10	High
health fitness tracking		—	—

How marketers can react?

5.

**Mist
and
Fog**

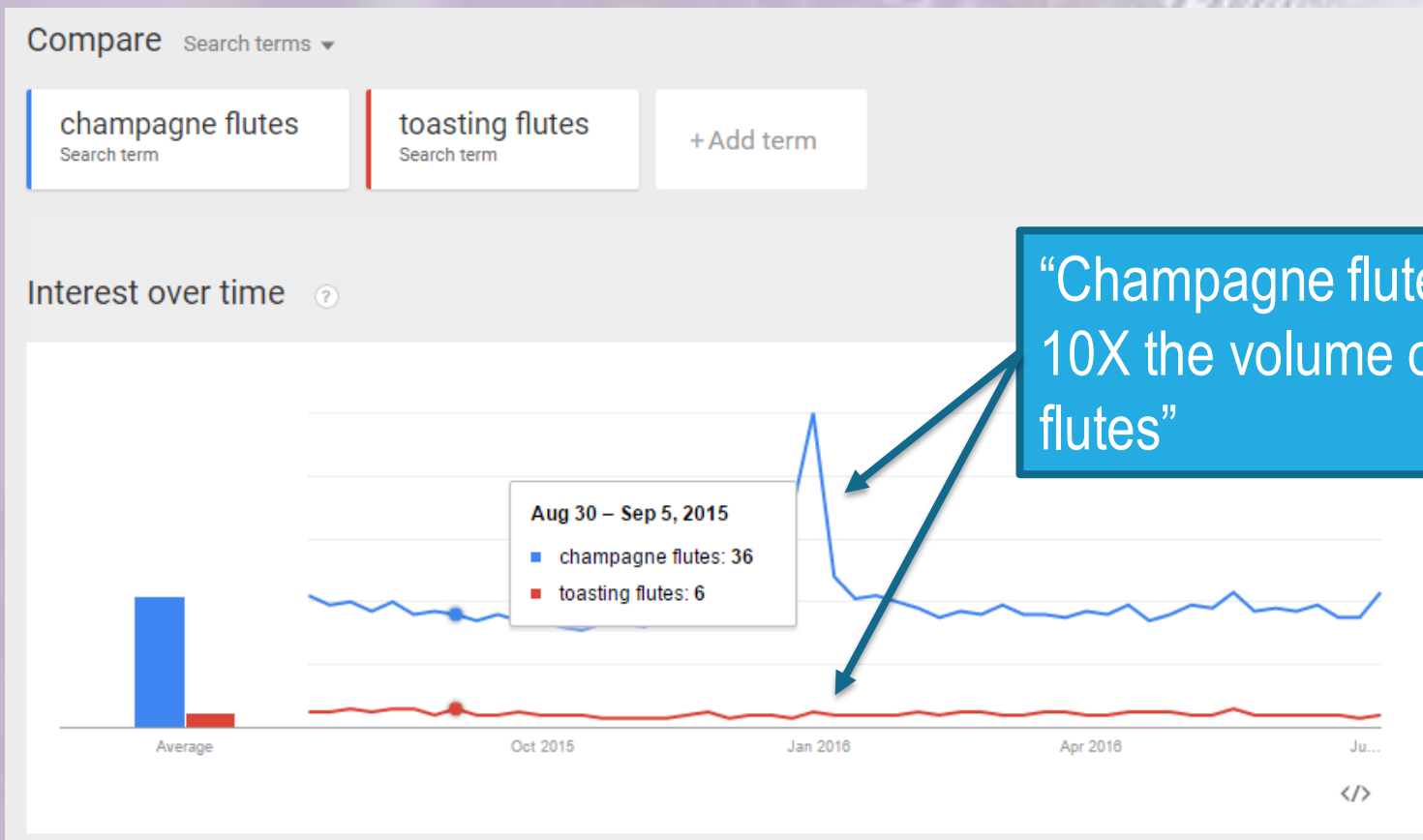
Keyword Data is More
Obfuscated, Less
Reliable, & Less
Accessible

Don't Use Google's Volume Numbers as Absolutes, Only as Relative Comparisons

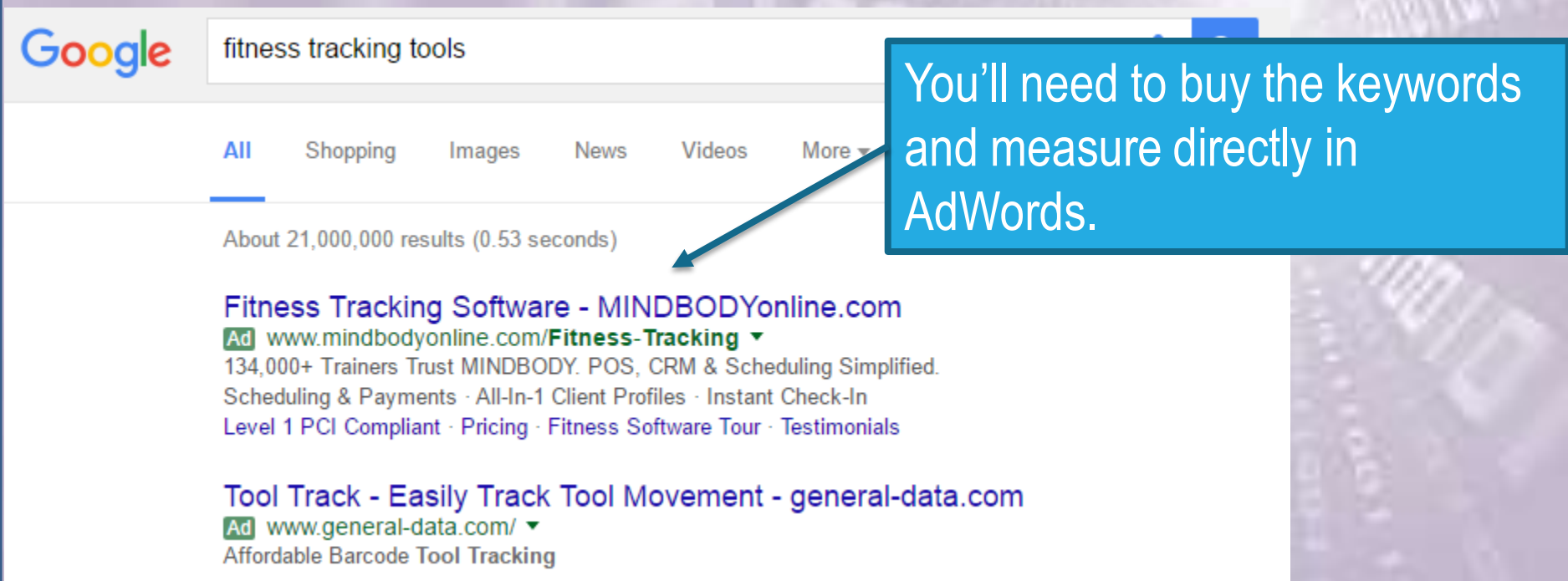
Search terms		Avg. monthly searches ?	Competition ?	Suggested bid ?
moscow mule mugs	📈	33,100	High	
copper mugs	📈	18,100	High	
champagne glasses	📈	14,800	High	
champagne flutes	📈	12,100	High	
scotch glass	📈	8,100	High	
glencairn glass	📈	4,400	High	
toasting flutes	📈	1,900	High	

There are probably more people searching for “champagne flutes” than “toasting flutes”, but 12,100 and 1,900 almost certainly aren't the real quantities.

Google Trends is Good for Volume Comparison



Want the Best Data About Volume, Conversions, and Trends?



The image is a screenshot of a Google search results page for the query "fitness tracking tools". The Google logo is in the top left. The search bar contains the text "fitness tracking tools". Below the search bar are tabs for "All", "Shopping", "Images", "News", "Videos", and "More". The "All" tab is selected. Below the tabs, it says "About 21,000,000 results (0.53 seconds)". There are two search results displayed. The first result is titled "Fitness Tracking Software - MINDBODYonline.com" and is marked as an advertisement with a green "Ad" icon. The second result is titled "Tool Track - Easily Track Tool Movement - general-data.com" and is also marked as an advertisement with a green "Ad" icon. A blue callout box with a black border is positioned on the right side of the image, containing the text "You'll need to buy the keywords and measure directly in AdWords." An arrow points from this box to the search results area.

Google

fitness tracking tools

All Shopping Images News Videos More

About 21,000,000 results (0.53 seconds)

Fitness Tracking Software - MINDBODYonline.com
Ad www.mindbodyonline.com/Fitness-Tracking ▼
134,000+ Trainers Trust MINDBODY. POS, CRM & Scheduling Simplified.
Scheduling & Payments · All-In-1 Client Profiles · Instant Check-In
Level 1 PCI Compliant · Pricing · Fitness Software Tour · Testimonials

Tool Track - Easily Track Tool Movement - general-data.com
Ad www.general-data.com/ ▼
Affordable Barcode Tool Tracking

You'll need to buy the keywords and measure directly in AdWords.

Don't Rely Exclusively on KW Planner for Keyword Suggestions/Ideas



fitness track|

- fitness tracker
- fitness tracker app
- fitness tracker for kids
- fitness tracker 2016
- fitness tracker with gps
- fitness tracker for swimming
- fitness tracker heart rate
- fitness tracker with heart rate monitor
- fitness tracker for cycling
- fitness tracker armband

Google Search

I'm Feeling Lucky

Searches related to fitness tracking tools

fitness tracking software	fitness tracking devices
fitness tracking website	best fitness tracking app
fitness tracking app	fitness tracking devices 2012
fitness tracking sheet	health fitness tracking

Search Suggest and Related Searches are smart additions (and totally free)

7 Kinds of KW Research Expansions to Try:

1) Search Suggest

2) People Also Search For...

3) Similar Pages Rank For...

4) Semantically Connected Terms

5) Topically-Related Searches

6) Questions Containing these KWs

7) AdWords (Commercial) Suggestions

4.

Twitter Has
Replaced Google+
as Google's Primary
Social Result

**The Big One
is not
always the
winner**

Search results for **jonathon colman**

About 120,000 results (0.42 seconds)

Jonathon Colman: Product UX, Keynote Speaker
www.jonathoncolman.org/
 May 21, 2015 - Product UX + content strategy at Facebook. Webby Award winner. Keynote speaker around the world. Returned Peace Corps volunteer.
[How to Hack Your Self-Review](#) - [About](#) - [Résumé](#) - [Speaking](#)

Jonathon Colman (@jcolman) | Twitter
<https://twitter.com/jcolman>
 2 hours ago - [View on Twitter](#)
 .@SouthwestAir "regrets any less than positive experience" but won't say sorry to an Iraqi kid they harassed
sfgate.com/bayarea/articl...

4 hours ago - [View on Twitter](#)
 awwwe, my #Aeropress ♥s me!
pic.twitter.com/fNRaguPZT...

Jonathon Colman | LinkedIn
<https://www.linkedin.com/in/jcolman>
 Greater Seattle Area - Product UX + Content Strategy, Keynote Speaker - Facebook
 Join LinkedIn and access Jonathon's full profile. ... Product UX + content strategy at Facebook. Formerly the principal UX architect at REI and the associate director of global digital marketing at The Nature Conservancy.

Images for jonathon colman [Report images](#)

More images for jonathon colman

Jonathon Colman
 Product UX + Content Strategy at Facebook. Introvert by nature, feminist by choice.
[Inbound Marketers](#)

Product UX + Content Strategy at Facebook, Inc.
 Attended University of Washington
 Lives in Seattle, Washington

Recent posts
 awwwe, my #Aeropress ♥s me! 3 hours ago

Only a few elements of Google+ remain for logged-in searchers

justin trudeau

All News Images Videos Books More Search tools

About 27,500,000 results (0.48 seconds)

Meet Justin Trudeau - Liberal Party of Canada
<https://www.liberal.ca/rt-hon-justin-trudeau/> Liberal Party of Canada
 Meet Justin Trudeau. Teacher, Father, Advocate, Leader. Over the past 10 years it has become harder for millions of Canadians to get ahead. Some people think ...

Justin Trudeau (@JustinTrudeau) | Twitter
<https://twitter.com/JustinTrudeau>

3 hours ago - View on Twitter
 My best wishes and congratulations to everyone at #SteinbachPride today. #loveislove

4 hours ago - View on Twitter
 Canada is a strong ally of @NATO and will make key contributions to the alliance when & where they are needed most.
pm.gc.ca/eng/news/2016/07...

Justin Trudeau - Wikipedia, the free encyclopedia
https://en.wikipedia.org/wiki/Justin_Trudeau Wikipedia
 Justin Pierre James Trudeau PC MP (born December 25, 1971) is a Canadian politician who is the 23rd Prime Minister of Canada, and the leader of the Liberal ...
 Sophie Grégoire Trudeau · Margaret Trudeau · Papineau · Bob Rae

19 reasons why the world has fallen in love with Canada's prime ...
indy100.independent.co.uk/.../19-reasons-why-the-world-has-fallen-in-love-with-can...
 Justin Trudeau's Liberal party won the Canadian general election in October in a conclusive victory. Since then, the new prime minister has been busy showing ...

In the news

Conrad Black: Prime Minister Justin Trudeau, so far
 National Post - 21 hours ago
 Too much freight was placed by the former government on the wagon that Justin Trudeau ...

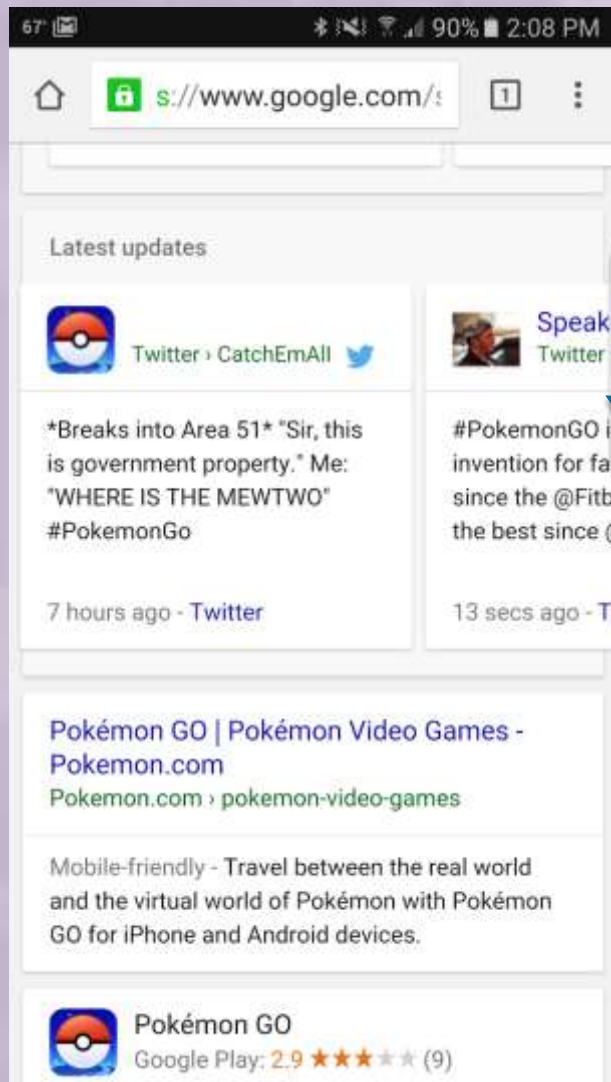
Twitter (like Justin Trudeau) Has Taken Over

Justin Pierre James Trudeau PC MP is a Canadian politician who is the 23rd Prime Minister of Canada, and the leader of the Liberal Party.
 Wikipedia

Born: December 25, 1971 (age 44), Ottawa, Canada
Height: 6' 2"
Spouse: Sophie Grégoire Trudeau (m. 2005)
Parents: Pierre Trudeau, Margaret Trudeau
Siblings: Alexandre Trudeau, Michel Trudeau, Sarah Elisabeth Coyne, Kyle Kemper, Alicia Kemper
Education: University of British Columbia (1998), More

Profiles

Twitter Facebook Instagram



Twitter dominates many real-time results in Google Mobile as well (often even more so than in desktop)



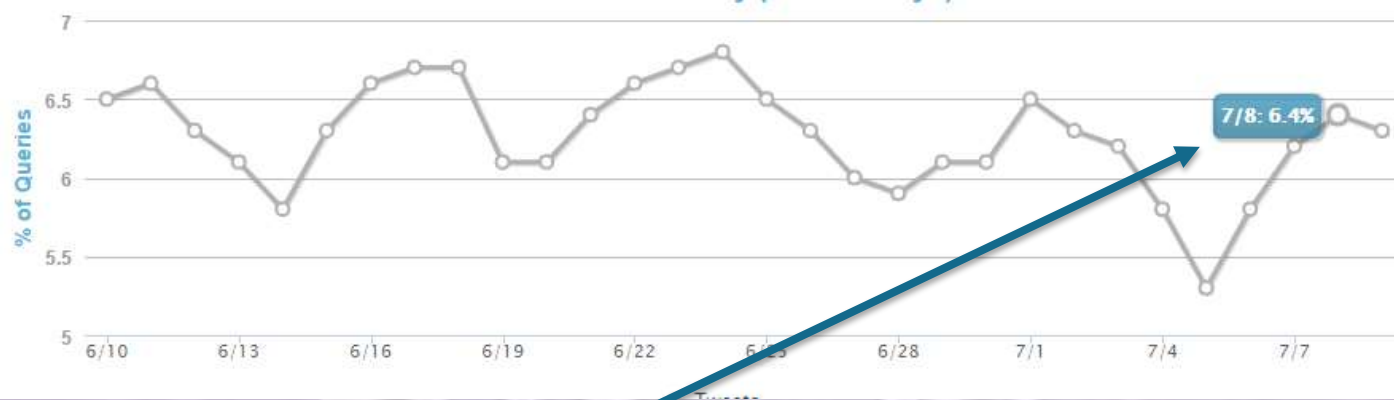
MOZCAST

[HOME](#)
[ABOUT](#)
[METRICS](#)
[FEATURES](#)
[EVENTS](#)


Google SERP Feature Graph

There's a lot to a SERP beyond 10 blue links. The MozCast Feature Graph tracks changes in major SERP features over time. Check the box next to any feature (or combination) to see sample searches with those features.

SERP Feature History (Past 30 Days)



According to [Mozcast](#), Twitter shows up in ~6.5% of Google searches, up from 5.9% in April 2016.

How marketers can react?

4.

**The Big One
is not
always the
winner**

Twitter Has Replaced
Google+ as Google's
Primary Social Result

Pay Attention to How Twitter Influences the SERPs You Care About

The image shows a Google search interface for the query "#fitness". The search bar contains the text "#fitness". Below the search bar, the "All" tab is selected. The search results show "About 1,030,000,000 results (0.66 seconds)". The first result is titled "#fitness on Twitter" with a link to "https://twitter.com/hashtag/fitness" and a Twitter bird icon. This result is highlighted with a blue box, and a blue arrow points from a blue box labeled "Hashtags" to the link. The result details for Jordan Spieth (@JordanSpieth) are visible, including the text "3 hours ago - View on Twitter" and "Join me during #TheOpen and take part in my Connected Fitness Challenge on @MapMyFitness pic.twitter.com/BBrEUOcPp...". To the right, a partial view of another result for Lorri Ann Code (@mamabootcamp) is visible, including the text "1 min ago - View on Twitter" and "Fun, friendships, and fitness...oh yeah!♥ #photoshoot #feedyoursoul #findyourmojo www.instagram.com/p/BHp8b...".

Google #fitness

Hashtags

All Maps News Images Videos More Search tools

About 1,030,000,000 results (0.66 seconds)

#fitness on Twitter
<https://twitter.com/hashtag/fitness>

Jordan Spieth (@JordanSpieth)
3 hours ago - View on Twitter

Join me during #TheOpen and take part in my Connected Fitness Challenge on @MapMyFitness pic.twitter.com/BBrEUOcPp...

Lorri Ann Code (@mamabootcamp)
1 min ago - View on Twitter

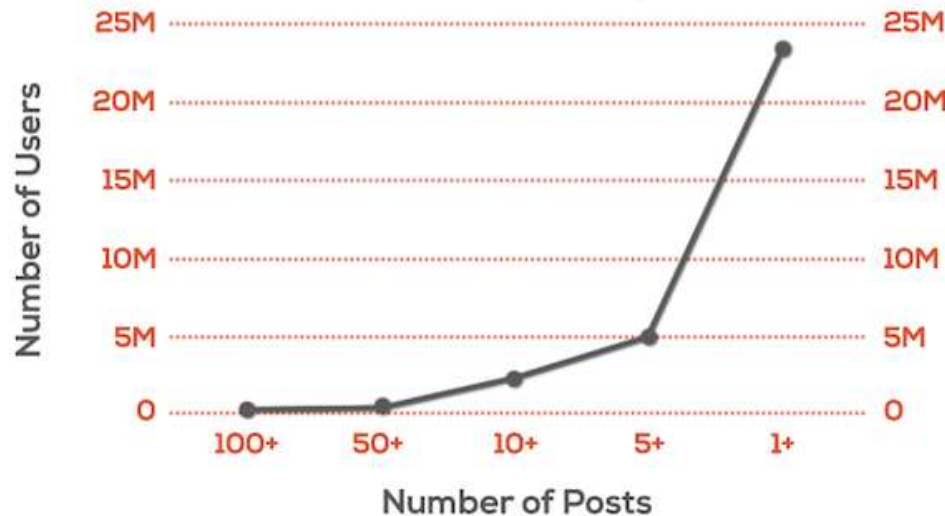
Fun, friendships, and fitness...oh yeah!♥
#photoshoot #feedyoursoul #findyourmojo
www.instagram.com/p/BHp8b...

Personalized Trends

Localized Trends via Trendsmap

If You Haven't Already Invested in Google+, It's Probably Not Worthwhile to Start Now

Google+ Public Posters in the Last 30 Days



Study: About 16 million people post publicly on Google+ per month

Click to Tweet! 

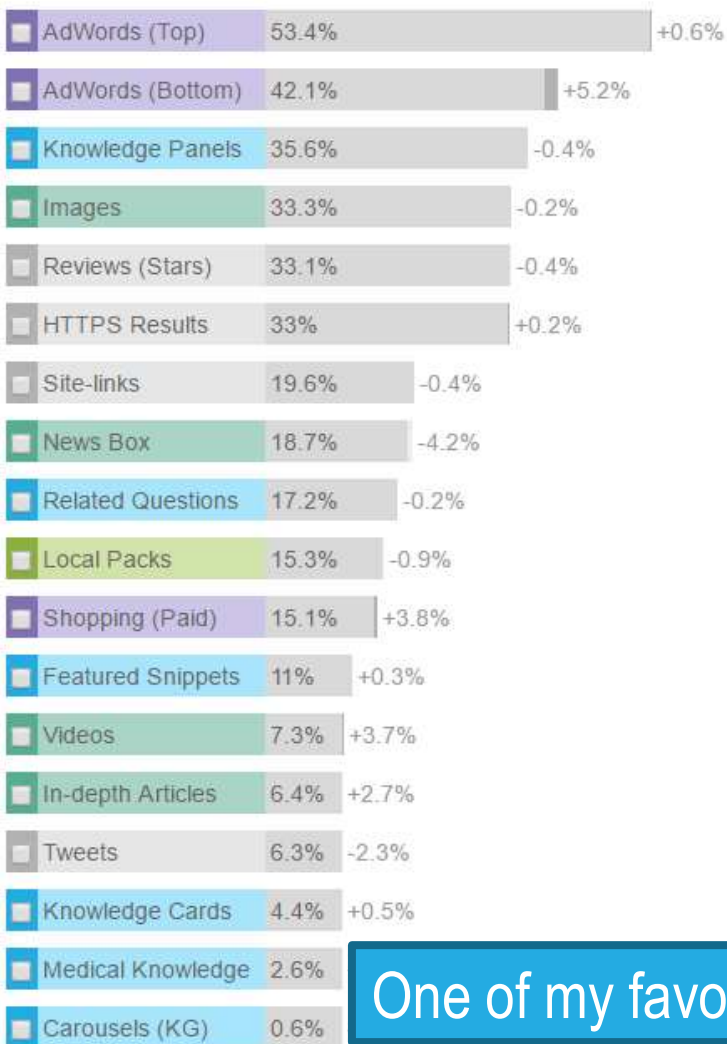
Via [Stone Temple](#)

3.

**More roads
to
destination**

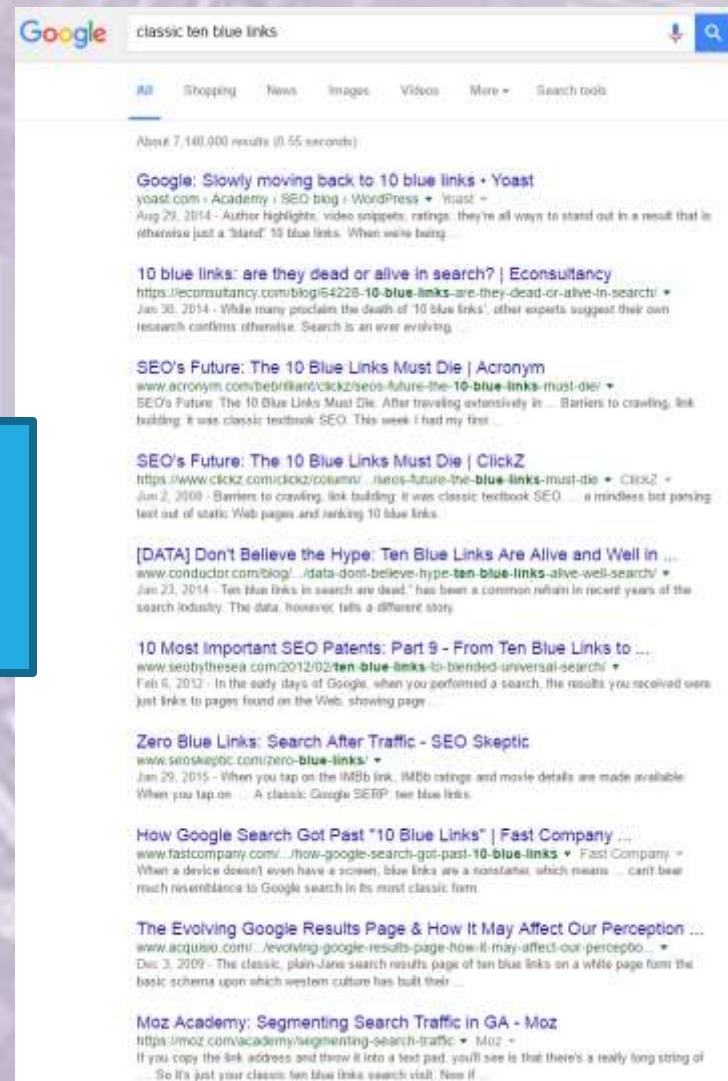
**There Are More
Non-Traditional
Ways to Get Into
Google's Results
Than Ever Before**

18 Unique Types of SERPs that Show Up in 0.5%+ of Google's Results



One of my favorites: the “disaster type” answer

In our data, only ~3% of results are the “classic ten blue links” kind



lego star wars

Shopping Videos Images News More Search tools

About 30,700,000 results (0.59 seconds)

LEGO® Star Wars - WBGames.com
www.wbgames.com/
 LEGO® Star Wars™: The Force Awakens Available now! Play the game today!

Star Wars - Star Wars LEGO.com
www.lego.com/en-us/starwars
 There has been an awakening in the Force! Explore the galaxy and master your Force with LEGO Star Wars products, games, apps, characters, videos, activities ...

Games
 Master your Force in the heat of battle with LEGO Star Wars ...

The Force Awakens
 LEGO® Star Wars™: The Force Awakens™ marks the ...

More results from lego.com »

Star Wars Products – LEGO.com
 Master your Force by building the LEGO Star Wars play sets ...

Empire vs Rebels 2016
 The Galactic Empire has taken over the galaxy ... Empire vs ...

In the news

Review: LEGO Star Wars: The Force Awakens (PS4)
 Push Square - 10 hours ago
 LEGO Star Wars: The Force Awakens is a return to the beloved galaxy which is always in ...

LEGO Star Wars: The Force Awakens' review - a quality rebuild
 Pittsburgh Post-Gazette - 2 days ago

LEGO Star Wars: The Force Awakens' has just enough comedy to get you by
 Stars and Stripes - 1 day ago

More news for lego star wars

The Force Awakens - LEGO Star Wars - Gameplay Reveal Trailer #2 ...
<https://www.youtube.com/watch?v=nr46bRJ1cM>
 Mar 23, 2016 - Uploaded by LEGO
 See LEGO Star Wars The Force Awakens in action for the first time in this new gameplay reveal trailer ...

LEGO® STAR WARS™: The Force Awakens - Xbox One Games
<https://store.xbox.com/>, **LEGO® Star Wars™** (b6af3263-a64e-4f76-852a-ebb5ea9a44) ...
 The Force is strong with this one... The No. 1 LEGO® videogame franchise triumphantly returns with a fun-filled, humorous journey through the new Star Wars ...

See results about

LEGO Star Wars: The Force Awakens (Video game)
 Initial release date: June 25, 2016
 Platform: PlayStation 4, Xbox One, PlayStation 3, Xbox ...

Feedback

SERPs like these are far more common

A nor'easter (also **northeaster**; see below) is a macro-scale **storm** along the upper East Coast of the United States and Atlantic Canada; it gets its name from the direction the wind is coming in from the **storm**. The wind on land, therefore, will generally blow from the northeast.

Nor'easter - Wikipedia, the free encyclopedia
<https://en.wikipedia.org/wiki/Nor'easter>

Nor'easter - Wikipedia, the free encyclopedia
<https://en.wikipedia.org/wiki/Nor'easter>

Nor'easter - Wikipedia, the free encyclopedia
<https://en.wikipedia.org/wiki/Nor'easter>
 Jump to Difference from other extratropical storms - A nor'easter (also northeaster; see below) is a macro-scale storm along the upper East Coast of the United States and Atlantic Canada; it gets its name from the direction the wind is coming in from the storm. The wind on land, therefore, will generally blow from the northeast.
 Etymology and usage Geography and formation Notable nor'easters See also

NWS Nor'easter information
www.nws.noaa.gov/winter/nor'easter.shtml
 A Nor'easter is a storm along the East Coast of North America, so called because the winds over the coastal area are typically from the northeast. These storms may occur at any time of year but are most frequent and most violent between September and April.

People also ask

How are nor Easters formed?

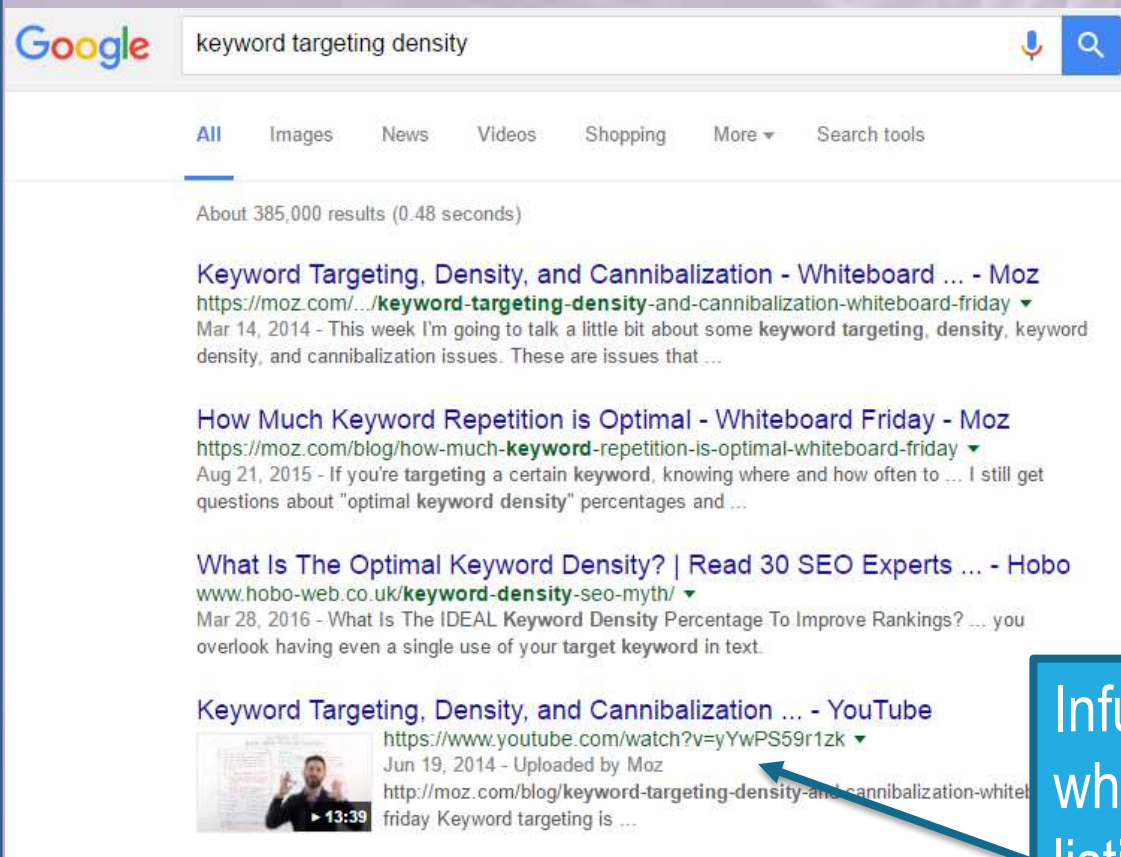
What is a Nor Easter?

How does a winter storm form?

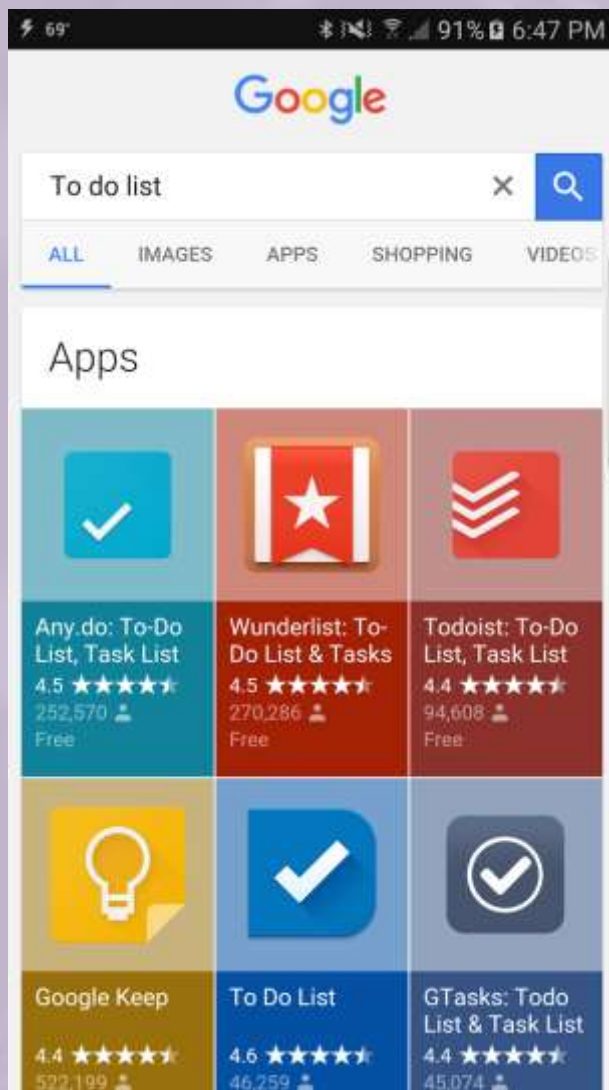
What is a Nor'easter? - Weather Glossary - AccuWeather.com
www.accuweather.com/en/weather-glossary/what-is-a-nor'easter/5993620
 A nor'easter is a storm that mainly affects the northeastern part of the United States. These storms form along the East coast as warm air from over the Atlantic ...

Nor'easters - e-Missions
www.e-missions.net/weather2/h17.html
 Nor'easters are storms that move north up the East Coast of the United States ... So, what clues does a meteorologist look for when predicting a nor'easter?

Images for nor'easter storm



Infuriatingly, Google's restricted who can appear in certain types of listings (e.g. video is now YouTube or Vimeo only)



And on mobile, even more kinds of searches are limited to particular networks (Google Play & iPhone App Store).

How marketers can react?

3.

**More roads
to
destintion**

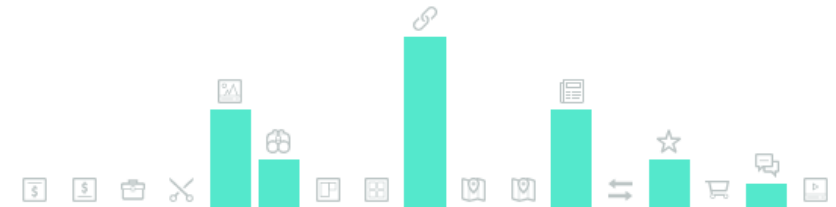
There Are More Non-
Traditional Ways to
Get Into Google's
Results Than Ever
Before

Volumeⁱ
Volume Distribution (Low - High)

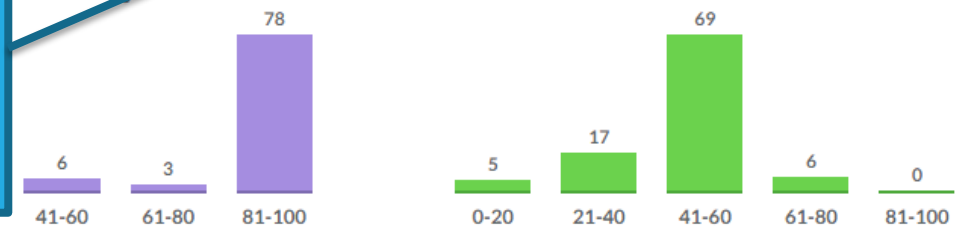


These show me how many of each SERP type appears in the results for this keyword list (via [KWE](#))

[Read more about SERP features](#)



Opportunity



Then Determine What Verticals & SERP Types You Need to Optimize For

It might pay to generate some visual charts in addition to a text-only version...

America's 50 worst charities rake in nearly \$1 billion for corporate ...
www.tampabay.com/topics/specials/worst-charities1.page ▼ Tampa Bay Times ▼
 Jun 7, 2013 - The 50 worst charities in America devote less than 4 percent of donations ... Among those on the Times/CIR list that got multiple donations, ...

Images for charity percentage list

Report images



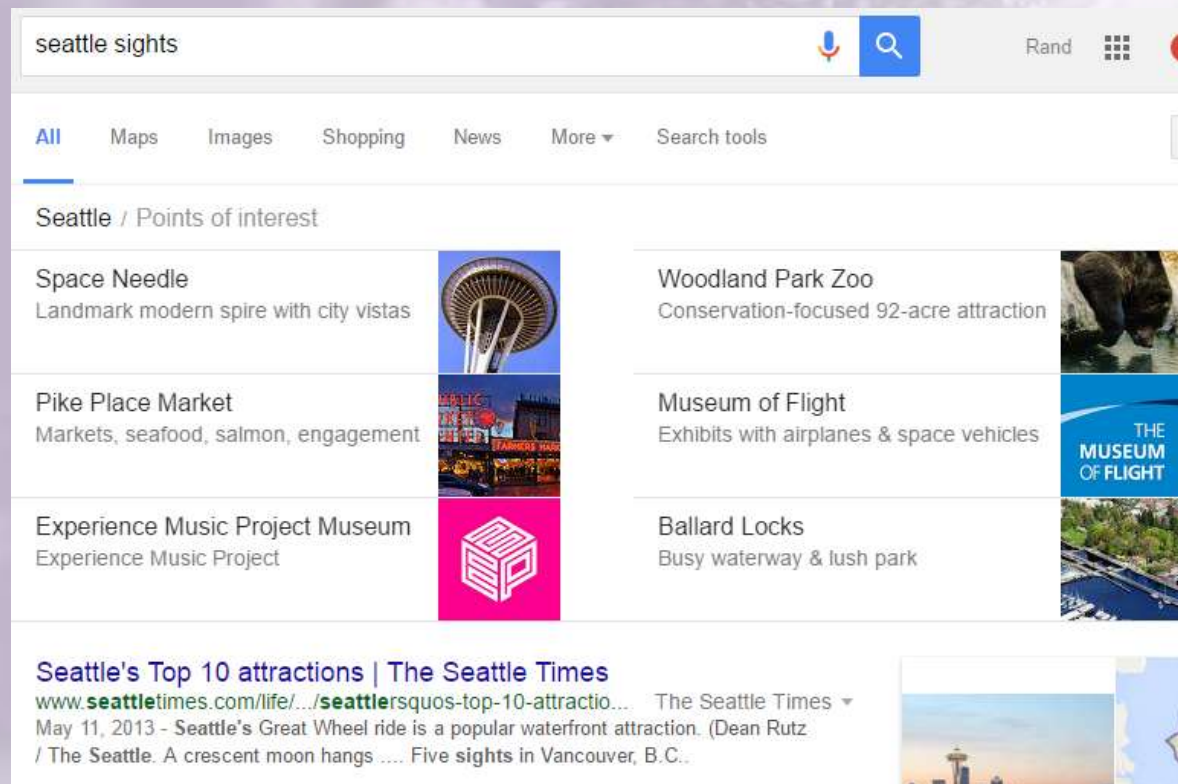
More images for charity percentage list

Executive Salaries in Charities : snopes.com

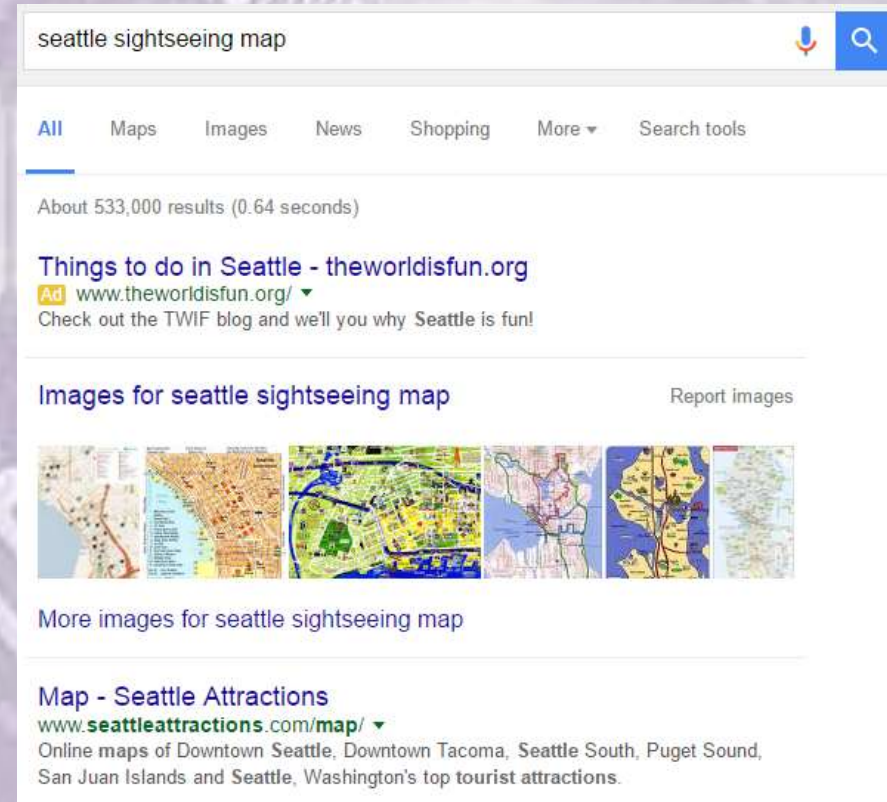
www.snopes.com › Fact Check › Business ▼ Snopes.com ▼

Article compares the salaries of top executives of several large charitable organizations. ... factor to be the "efficiency" of these organizations — that is, what percentage of the monies taken in by a given charity goes to funding its The Hot List ...

If certain searches are impossible to target...



Aim to Influence Search Suggest



More on [Whiteboard Friday](#)

2.

**SE anticipates
your desires
(at least tries)**

Matching Searcher
Intent > Matching
Searcher Keywords

Google's Become Masterful at Understanding a Searcher's Intent




Google famous circle of big rocks

All Images Shopping Videos News More ▾ Search tools

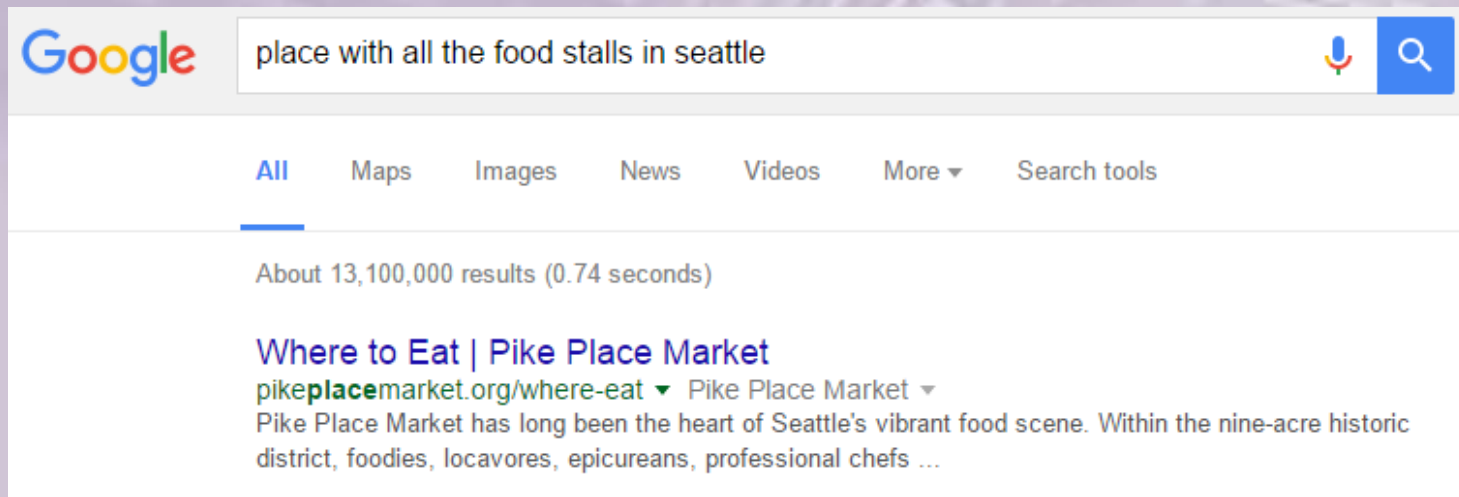
About 4,120,000 results (0.69 seconds)

Images for famous circle of big rocks [Report images](#)



More images for famous circle of big rocks

Stonehenge - Wikipedia, the free encyclopedia
<https://en.wikipedia.org/wiki/Stonehenge> ▾ Wikipedia ▾
Stonehenge is a prehistoric monument in Wiltshire, England, 2 miles (3 km) west of Amesbury ...
William Stukeley in 1740 notes, "Pendulous rocks are now called henges in Yorkshire. At about the same time, a large timber circle and a second avenue were constructed 2 miles (3 km) away at Durrington Walls overlooking ...



Google

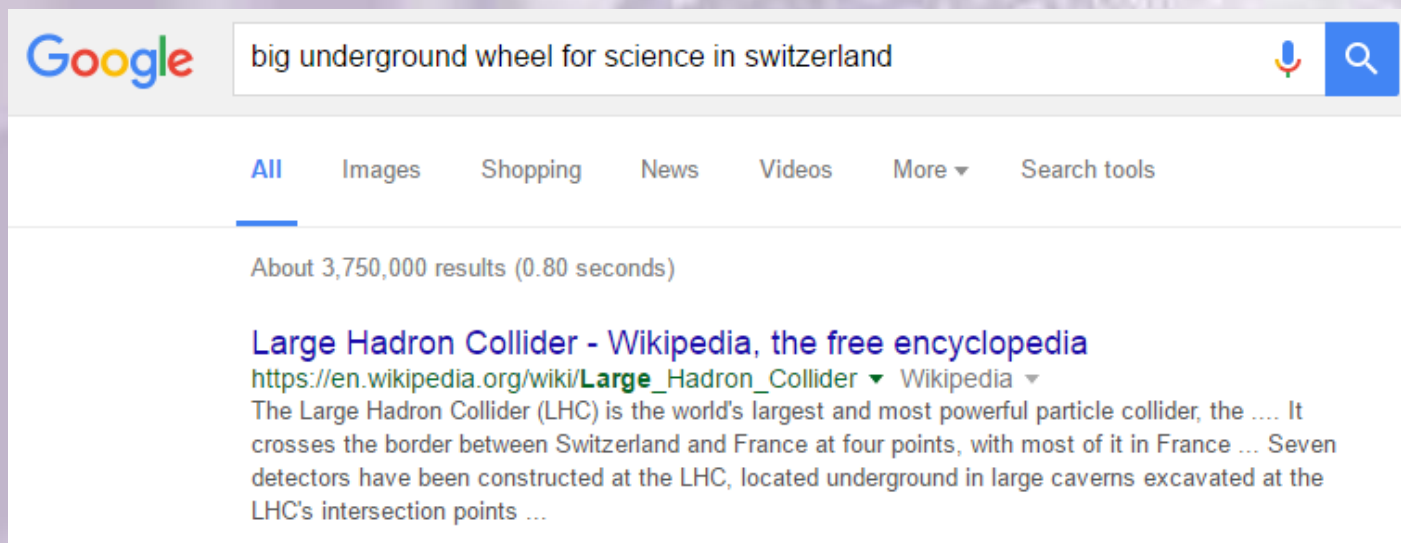
place with all the food stalls in seattle

Search

All Maps Images News Videos More Search tools

About 13,100,000 results (0.74 seconds)

Where to Eat | Pike Place Market
pikeplacemarket.org/where-eat ▾ Pike Place Market ▾
Pike Place Market has long been the heart of Seattle's vibrant food scene. Within the nine-acre historic district, foodies, locavores, epicureans, professional chefs ...



Google

big underground wheel for science in switzerland

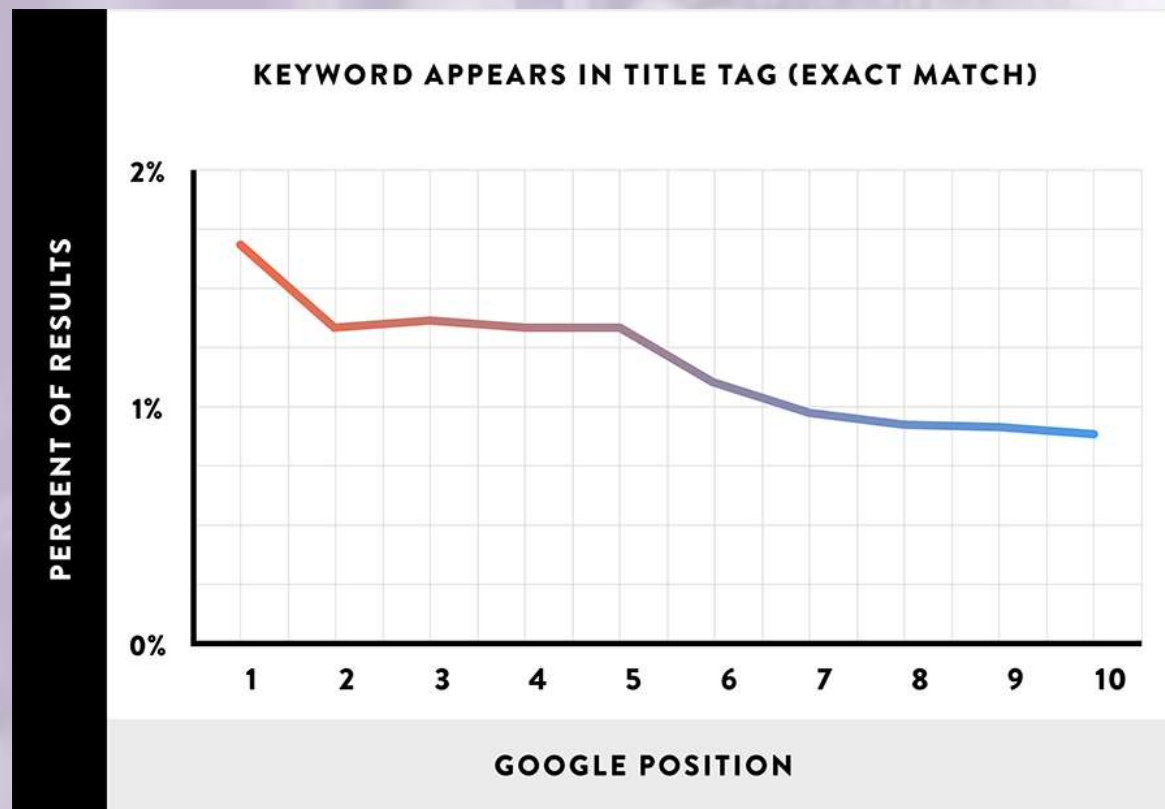
Search

All Images Shopping News Videos More Search tools

About 3,750,000 results (0.80 seconds)

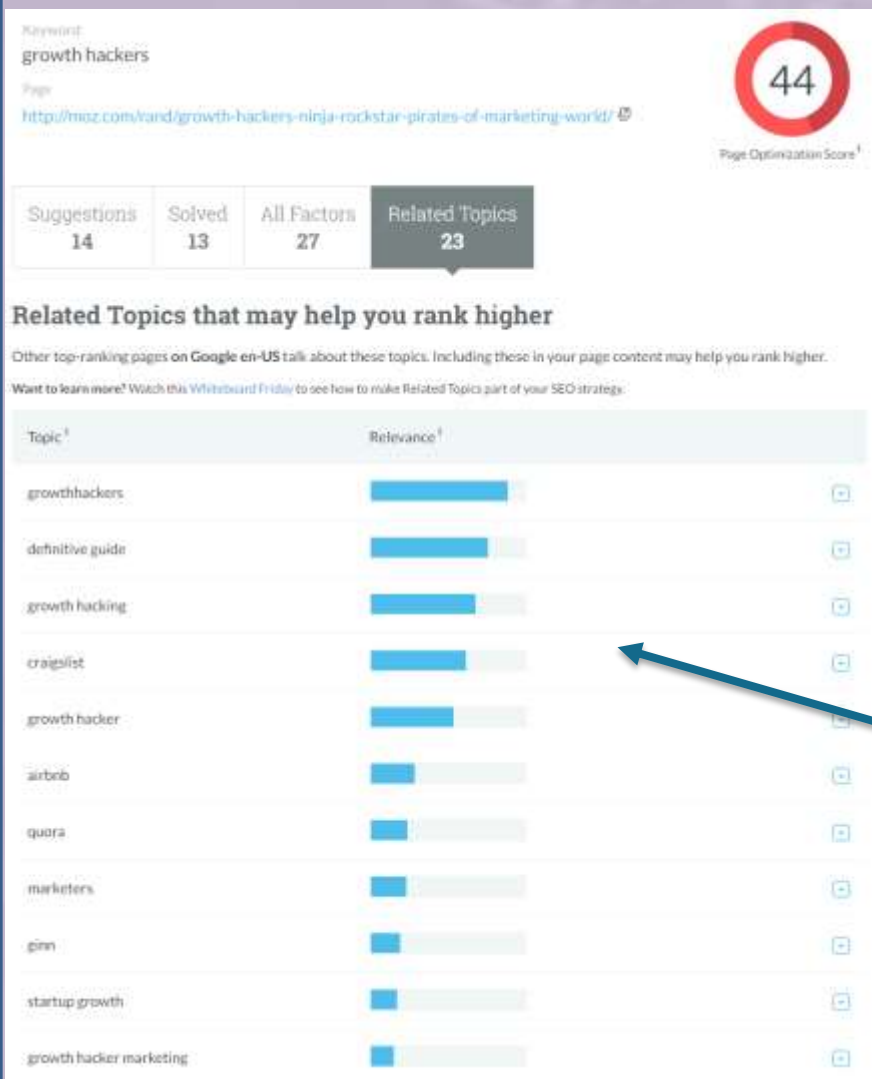
Large Hadron Collider - Wikipedia, the free encyclopedia
https://en.wikipedia.org/wiki/Large_Hadron_Collider ▾ Wikipedia ▾
The Large Hadron Collider (LHC) is the world's largest and most powerful particle collider, the It crosses the border between Switzerland and France at four points, with most of it in France ... Seven detectors have been constructed at the LHC, located underground in large caverns excavated at the LHC's intersection points ...

Keyword Matching is No Longer a Competitive Advantage



Via [Backlinko](#)

On-Page SEO is No Longer Satisfied by Raw Keyword Use Either



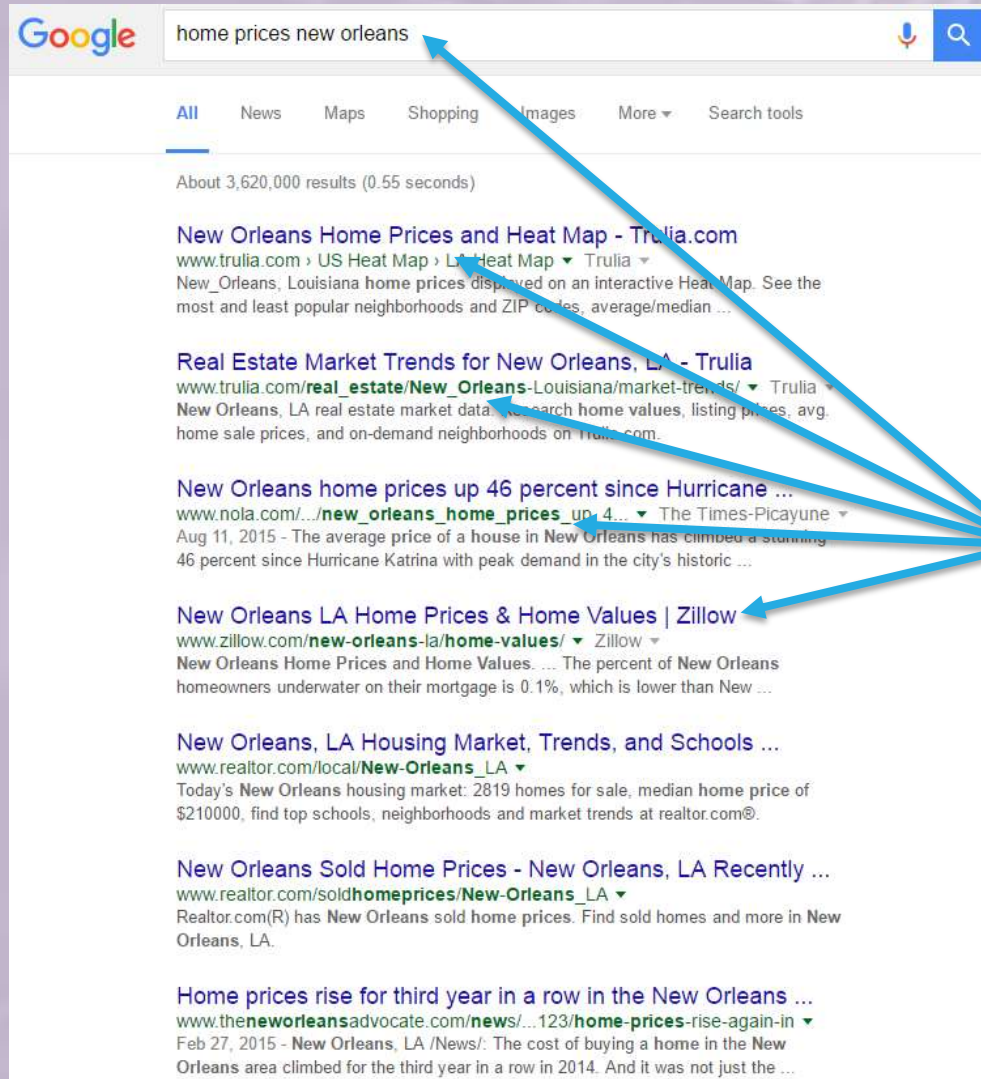
These keywords are nearly as important to use on a page targeting the query as the query keywords themselves

How marketers can react?

2.

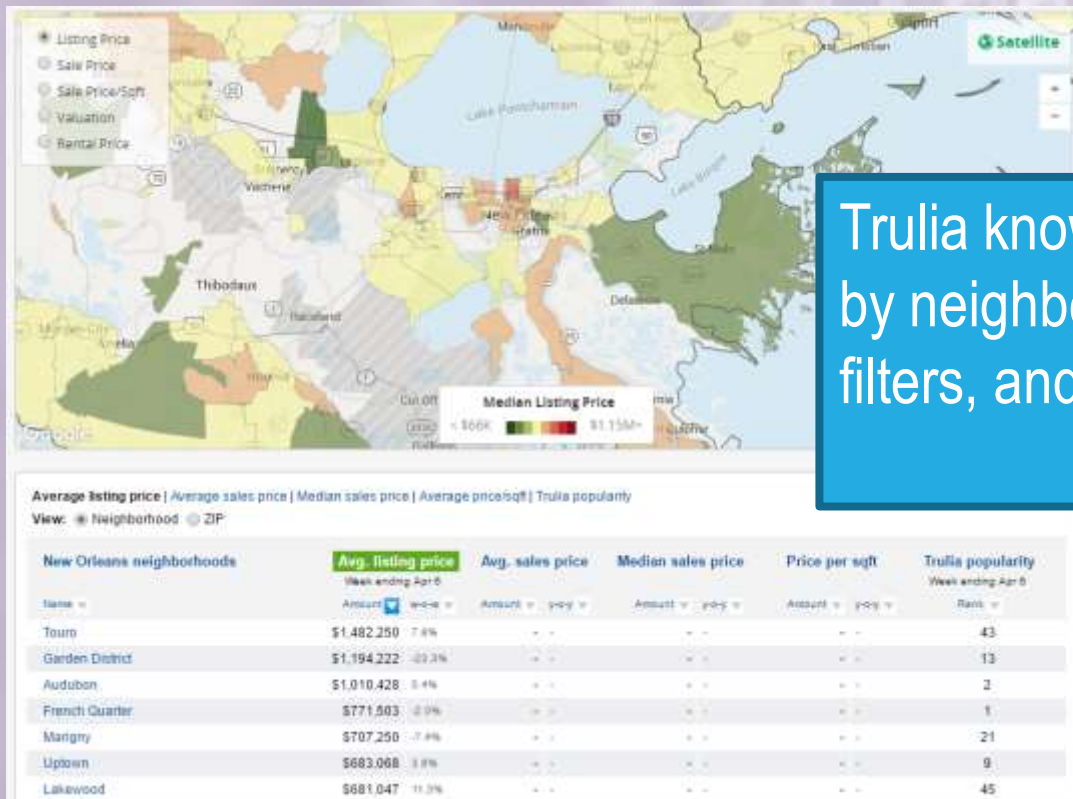
**SE anticipates
your desires
(at least tries)**

Matching Searcher
Intent > Matching
Searcher Keywords



It's Still Wise to Use
Keywords

Matching Your Content to What Searchers Are Seeking is Critical, Too



Trulia knows searchers want home prices, by neighborhood, with trend data, zipcode filters, and a zoomable map.

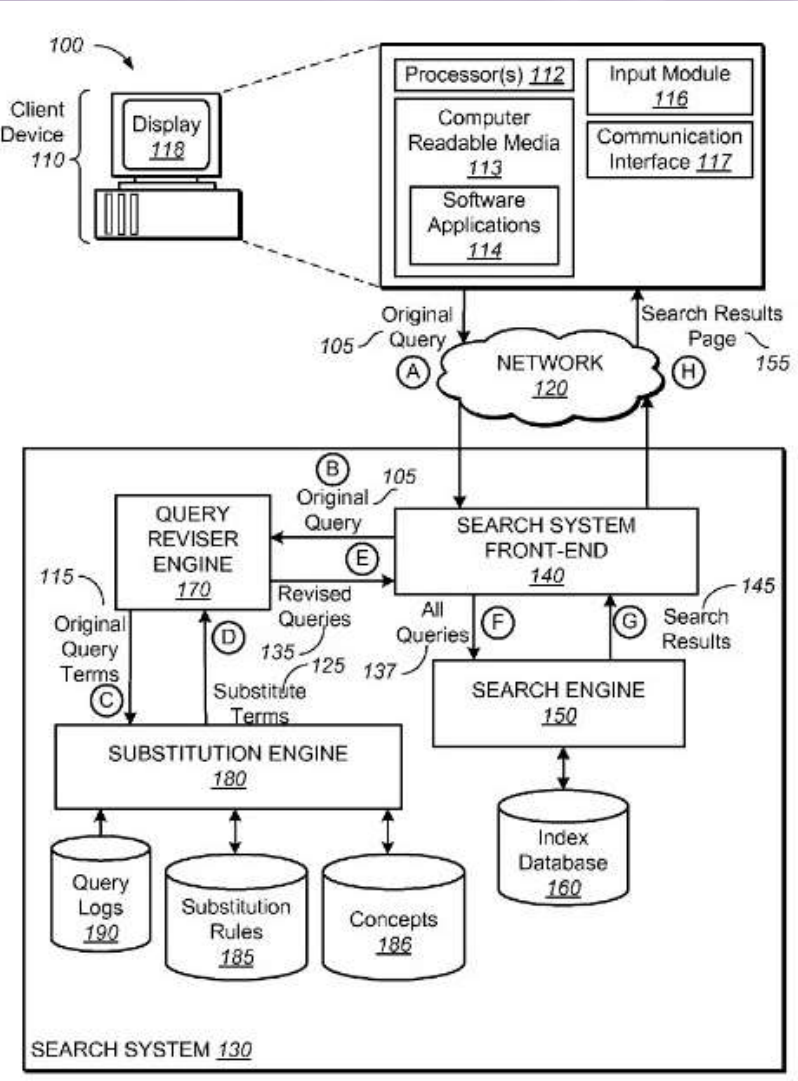
On-Page SEO in 2016 Requires

- ☐ Intelligent keyword use in page title, meta description, URL, and top few paragraphs (just as before)
- ☐ Use of related topics to indicate the content's relevance
- ☐ Serving KWs w/ matching intent together on one page
- ☐ Thorough answers/solutions to the searcher's query
- ☐ Unique value over what other sites in the SERPs provide

1.

Machine Learning & Engagement Are Google's Future

**IT learns fast.
And wants
to help**



RankBrain is Only the Most Obvious of Google's ML-Based Ranking Elements

Via [Gianluca Fiorelli on Moz](#)

what's the highest quality mobile phone

10 best smartphones in the US | TechRadar

[www.techradar.com/.../phone.../mobile-phones/20-best-mobil...](#) ▼ TechRadar ▼

Apr 8, 2016 - What's is the best phone you can buy? We rank ... Knowing the best smartphone you can buy right now is more than just a hunch for us. We test ...

Best phone 2016: the 10 best smartphones we've tested ...

[www.techradar.com/.../phone.../mobile-phones/...best-mobile-...](#) ▼ TechRadar ▼

Apr 8, 2016 - Helping you choose the best mobile phone since 2008. Shares. Page 11 of 11: ... The beginning of a smartphone revolution? OS: Windows Phone 10 Best TVs of 2016 - what TV should you buy? 10 Best Android phones ...

Best smartphones 2016: The best phones available to buy ...

[www.pocket-lint.com/.../120309-best-smartphones-2016-the-best-phone...](#) ▼

Mar 31, 2016 - We will guide you through the hottest mobile phones of the year to save ... Be sure to let us know what you think is the best smartphone in the ...

[Samsung Galaxy S6 review](#) - [Sony Xperia Z3 Compact review](#) - [OnePlus One review](#)

11 of the best phones you need to consider for 2016 - CNET

[www.cnet.com/topics/phones/best-phones/](#) ▼ CNET ▼

Mar 26, 2016 - CNET editors' reviews of the best cell phones include product photos, ... battery life, speed and call quality of hundreds of phones per year.

[Best Android phones of 2016](#) - [LG G4 review](#) - [Best Verizon Wireless phones](#) - [Prices](#)

Rankbrain helps Google know that results like these are relevant to searches like this

what's the highest quality mobile phone



best mobile phone



top rated smartphone



highest quality smart phone



And that all of these queries probably share intent and should bring back similar kinds of results

Google Uses User, Usage, & Engagement Data to Determine How to Rank Content

Interpreting Live Experiments

- Both pages P_1 and P_2 answer user's need
- For P_1 , answer is on the page
- For P_2 , answer is on the page and in the snippet
- Algorithm A puts P_1 before $P_2 \Rightarrow$ user clicks on $P_1 \Rightarrow$ "good"
- Algorithm B puts P_2 before $P_1 \Rightarrow$ no click \Rightarrow "bad"
- Do we really think A is better than B?

I hate bullet points, but this slide from Google Search Engineer Paul Haahr, shows how clicks are used to grade performance

Via [How Google Works](#) on Slideshare

learn to code

Web Videos News Books Images More Search tools

About 1,280,000,000 results (0.35 seconds)

Codecademy: Learn to code
www.codecademy.com/ Codecademy
 How can coding help you? Hear how Tommy went from knowing nothing about code to building one of Time's '50 Best Websites' after learning with ...
 Python - JavaScript - HTML & CSS - PHP

Learn | Code.org
<https://code.org/learn>
 Code with Anna and Elsa. Code.org. Let's use code to join Anna and Elsa as they explore the magic and beauty of ice. You will create snowflakes and patterns ...
 Angry Birds - Code with Anna and Elsa - Code Flappy Bird - Code.org

10 places where anyone can learn to code | TED Blog
blog.ted.com/10-places-where-anyone-can-learn-to-code/ TED
 Jan 29, 2013 - Below, find 10 more places you can learn to code, incorporating Resnick's suggestions and our own. At Codecademy, you can take lessons on writing simple commands in JavaScript, HTML and CSS, Python and Ruby. (See this New York Times piece on Codecademy and other code-teaching sites, for a sense of the landscape.)
 Let's teach kids to code - 12 great free online courses - Emilie Soffe

Anybody can learn to code - Khan Academy
<https://www.khanacademy.org/...cod...> Khan Academy
 A 60 second video from Code.org on how anybody can learn to code.

CodeCombat - Learn how to code by playing a game
<https://codecombat.com/>
 Learn programming with a multiplayer live coding strategy game for beginners. Learn Python or JavaScript as you defeat ogres, solve mazes, and level up.

This is a good SERP – searchers rarely bounce, rarely short-click, and rarely need to enter other queries or go to page 2.



how does google's deep learning algorithm work?

Web Videos News Shopping Images More Search tools

About 990,000 results (0.42 seconds)

Deep learning - Wikipedia, the free encyclopedia
https://en.wikipedia.org/wiki/Deep_learning - Wikipedia
 An observation (e.g., an image) can be represented in many ways such as a vector of ... Deep learning is a class of machine learning training algorithms that (pp199–200) ... In late 2009, Geoff Hinton was invited by Li Deng to work with him and ... The Google Brain team led by Andrew Ng and Jeff Dean created a neural ... Convolutional neural network - Deep belief network - Torch (machine learning)

New to deep learning? Here are 4 easy lessons from Google
<https://gigaom.com/.../new-to-deep-learning-here-are-4-easy-lessons-from-...>
 Jan 29, 2015 - Even when companies do decide to take on deep learning work, they don't need to aim for systems as big as those at Google or Facebook or ...

Why Google Is Investing In Deep Learning Co.Labs code + ...
www.fastcolabs.com > Co.Labs
 Feb 12, 2014 - "What the computer is learning using deep learning algorithms are more ... deep neural networks of the sort that I work on—or else will soon," ...

[PDF] Large Scale Deep Learning - Research at Google
research.google.com/people/jeff/CIKM-keynote-Nov2014.pdf - Google
 Joint work with many colleagues at Google ... Need to write general algorithms that learn from ... Can we build systems that: ... What is Deep Learning?

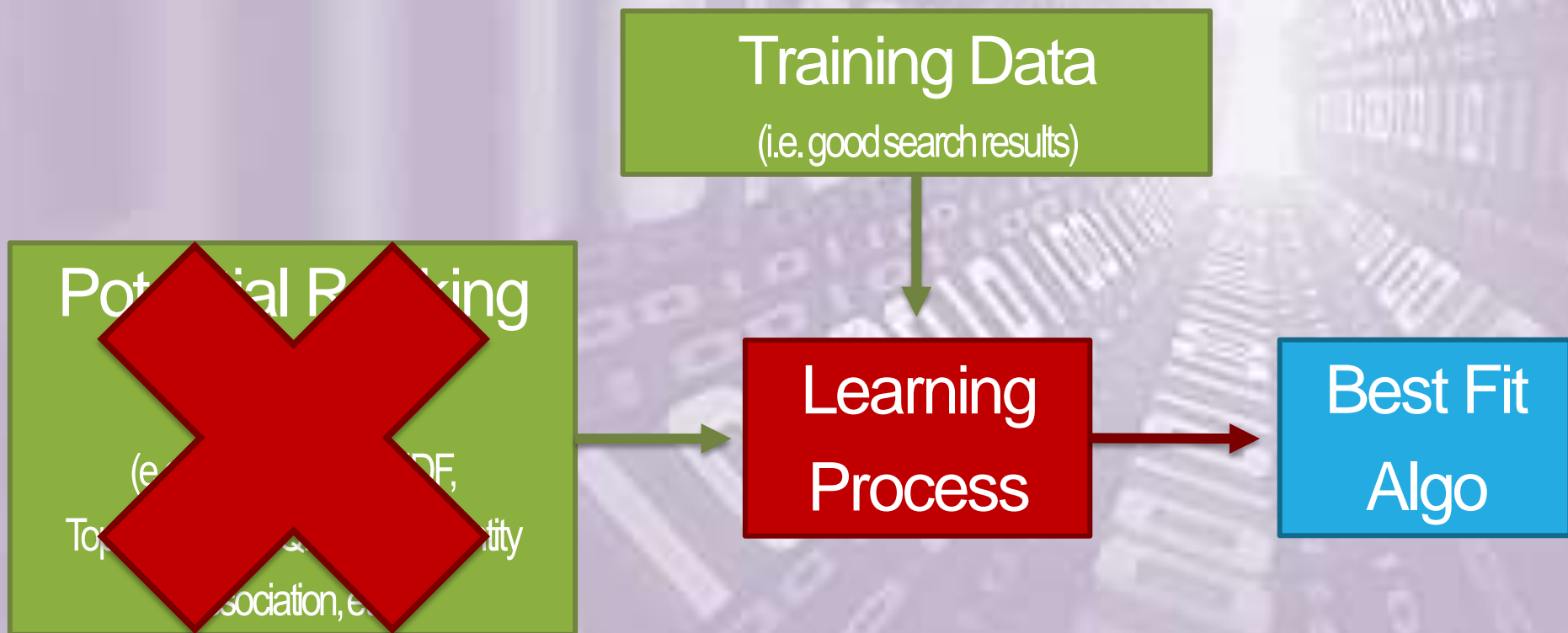
Deep Learning in a Nutshell – what it is, how it works, why ...
www.kdnuggets.com/.../deep-learning-explanation-what-how-why.html
 Deep learning can be an intimidating concept, but it's becoming increasingly important ... Google's already making huge strides in the space with the Google Brain ... Feeding the algorithm raw data rarely ever works, so feature extraction is a ...

Will deep learning make other Machine Learning algorithms ...
www.quora.com > ... > Classification (machine learning) - Quora
 Will deep learning make that related algorithms (backpropagation NN, GMM, HMM, ... or annual competitions like ImageNet motivate people to try whatever works. ... Classification (machine learning): What algorithm does Google use for the ...

This is a bad SERP – searchers bounce often, click other results, rarely long-click, and try other queries. They're definitely not happy.



Someday, Algorithms Built by Machines Will Outperform those Hand-Selected by Engineers



Google Leverages Machine Learning Despite Not Knowing for Sure What It Uses:

Google's Paul Haahr: We Don't Fully Understand RankBrain

Mar 8, 2016 • 7:55 am | (26)

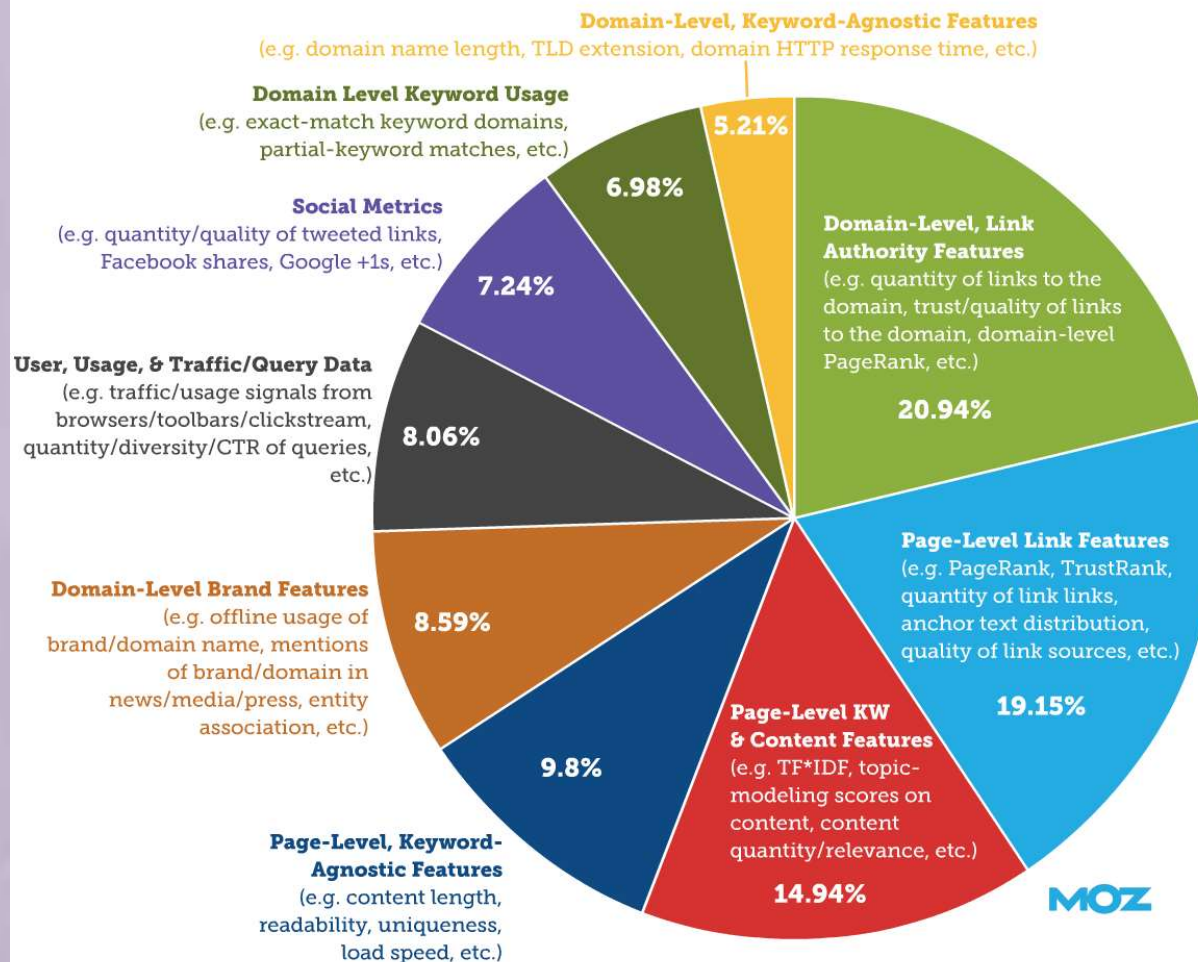
by [Barry Schwartz](#) | Filed Under [Google Search Engine Optimization](#)



Via [SERoundtable](#)

Weighting of Thematic Clusters of Ranking Factors in Google

(based on survey responses by 128 SEO professionals in June 2013)



We may soon hear that algorithmic elements are no longer applied universally. Rather than one algorithm, we get thousands or millions of them.

How marketers can react?

1.

**IT learns fast.
And wants
to help**

Machine Learning &
Engagement Are
Google's Future

Focus on Signal:Noise Ratio – Don't Let Bad Pages Drag Down a Good Site

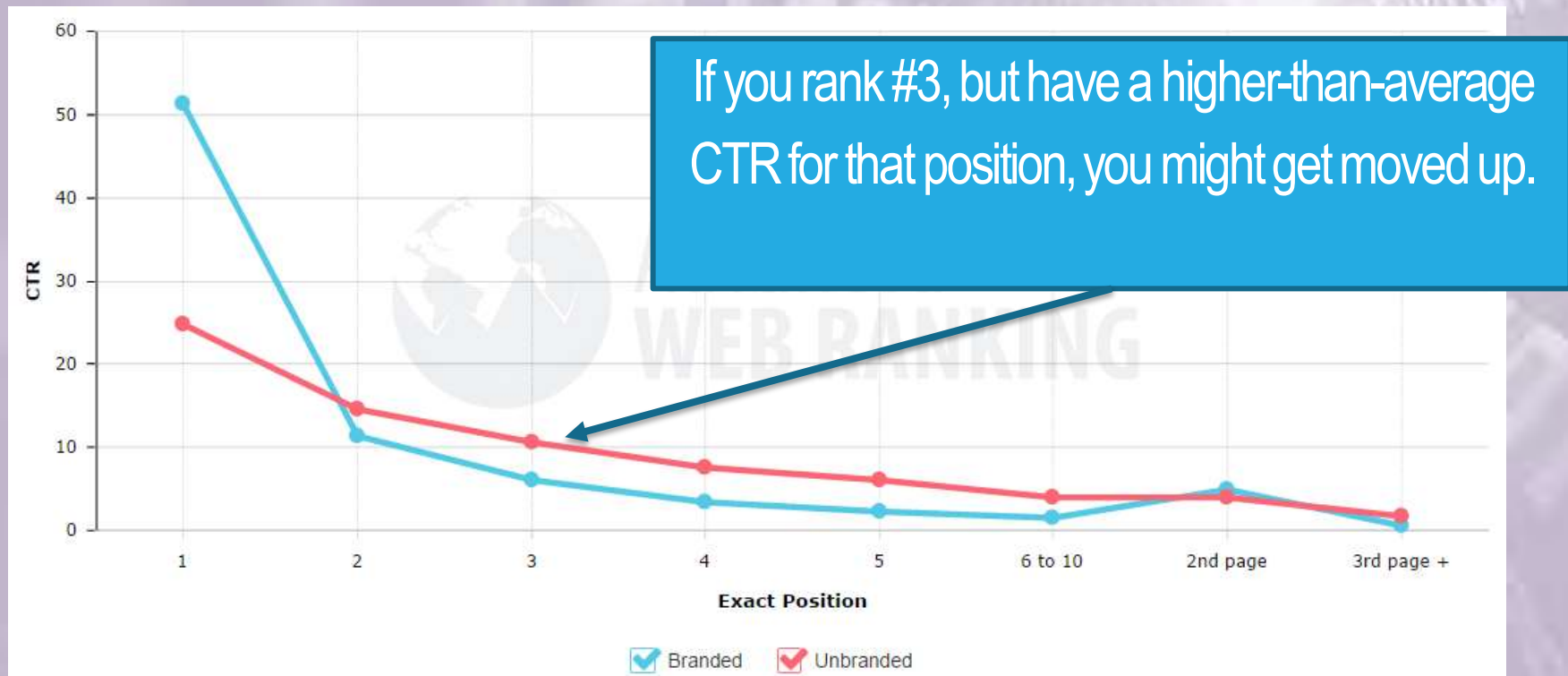
Quantity of Pages
Earning SERP Visits

Relative Time on Site,
Bounce Rate, Pgs/Visit,
Searcher Satisfaction

=

Site's Search
Engagement
Reputation

Find Ways to Beat Your Competition's & Your Average Ranking Position's CTR



Via [Philip Petrescu on Moz](#)

Serve Multiple Searcher Intents, Not Just Your Own Interests



You can't just try to sell sous vide cooking devices to the <1% of searchers who are ready to buy after performing this query.

Searches related to sous vide cooking

sous vide recipes	sous vide cooking at home
sous vide cooking equipment	sous vide cooking youtube
sous vide cooking recipes	sous vide cooking steak
sous vide cooking chart	sous vide cooking bags

To compete long term, you'll need to empathize with and serve ALL of these intents with your ranking content.

Sous-vide (/suːˈviːd/, French for "under vacuum") is a method of **cooking** in which food is sealed in airtight plastic bags then placed in a water bath or in a temperature-controlled steam environment for longer than normal **cooking** times (usually 1 to 6 hours, up to 48 or more in some select cases) at an accurately ...



Sous-vide - Wikipedia, the free encyclopedia

<https://en.wikipedia.org/wiki/Sous-vide> - Wikipedia

[About this result](#) • [Feedback](#)

How to Get Started With Sous Vide Cooking | Serious Eats

www.seriouseats.com/.../first-thing-to-cook-with-sous-vide-immersion-cir... - Serious Eats
Jan 4, 2016 - The "sous vide" part of sous vide cooking refers to the vacuum-sealed bags that are often called for when you're using the technique.

Sous-vide - Wikipedia, the free encyclopedia

<https://en.wikipedia.org/wiki/Sous-vide> - Wikipedia

Sous-vide (/suːˈviːd/, French for "under vacuum") is a method of cooking in which food is sealed in airtight plastic bags then placed in a water bath or in a temperature-controlled steam environment for longer than normal cooking times (usually 1 to 6 hours, up to 48 or more in some select cases) at an accurately ...

[Bain-marie](#) [Combi steamer](#) [Low-temperature cooking](#) [Slow cooker](#)

Why Cook Sous Vide? | Modernist Cuisine

modernistcuisine.com/2013/01/why-cook-sous-vide/ - Modernist Cuisine

Jan 15, 2013 - Cooking sous vide is easier than its fancy name might suggest. You simply seal the ingredients in a plastic bag (you can also use a canning jar) ...

How To Cook Sous Vide - Anova Culinary

anovaculinary.com/what-is-sous-vide/how-to-cook-sous-vide/

Having proper sous vide cooking equipment is invaluable when you cook sous vide. Until now, buying a sous vide machine required a substantial investment ...

What Is Sous Vide? | ChefSteps

<https://www.chefsteps.com/activities/what-is-sous-vide>

Imagine you're cooking a steak. You probably know exactly the color and texture—the doneness, in other words—you'd like, right? With sous vide (say "sue" ...

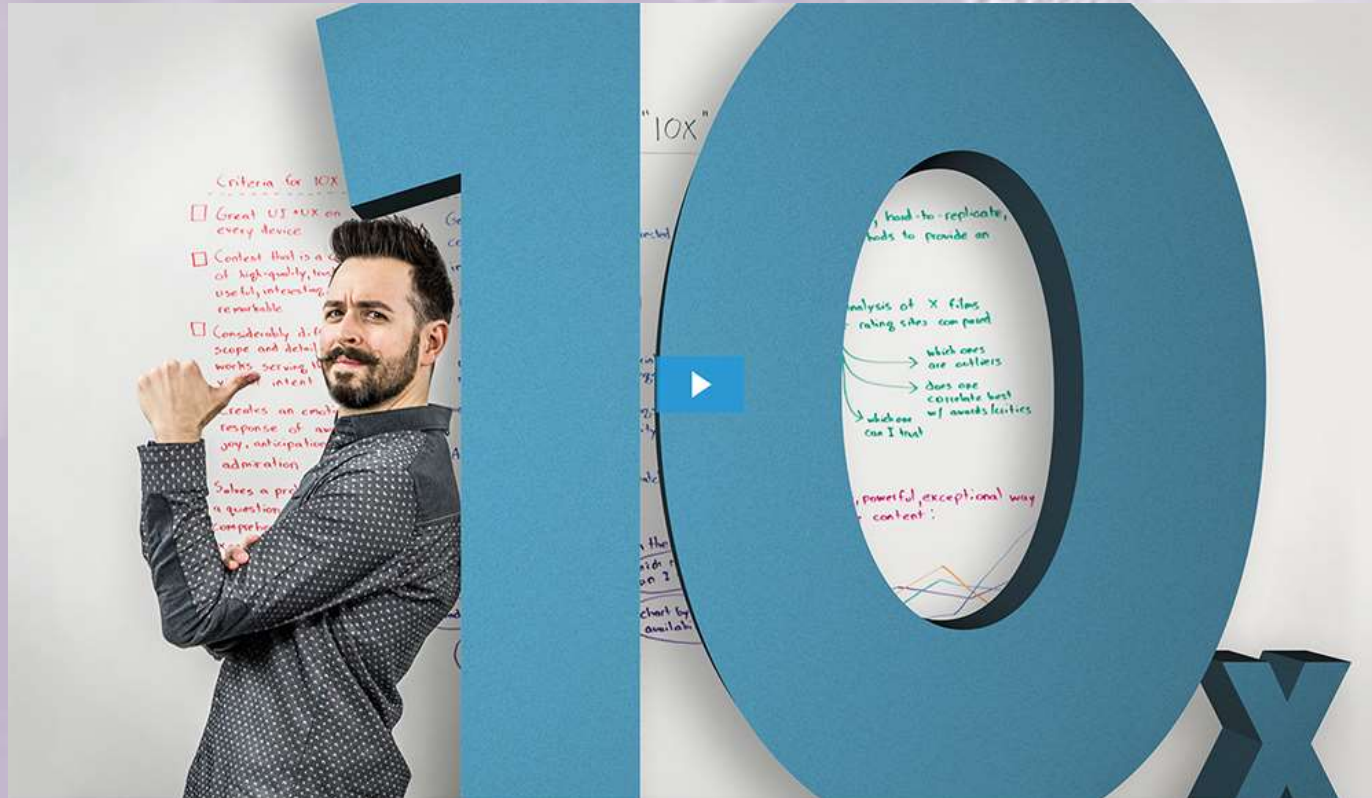
Cook Sous Vide Tonight: Stovetop Method | ChefSteps

<https://www.chefsteps.com/activities/cook-sous-vide-tonight-stovetop-method>

Get easy, perfect steak or salmon tonight! Here's how to cook sous vide without any special equipment.

Note that NONE of these SERPs are trying to sell equipment directly. They're serving the *intent* of the widest range of searchers.

Invest in Content 10X Better Than Your What Your Competition Can Create



Easy to say...