

SEO by the Sea

Learn SEO Directly from the Search Engines

Answering Featured Snippets Timely, Using Sentence Compression on News ([http://www.seobythesea.com/ 2016/11/featured-snippets- sentence-compression/](http://www.seobythesea.com/2016/11/featured-snippets-sentence-compression/))

11/30/2016 by Bill Slawski (<http://www.seobythesea.com/author/billbill/>)

A couple of Augusts ago, I went to a Semantic Business and Technology conference where the head of Yahoo's Knowledge Graph (<http://semtechbizsj2014.semanticweb.com/sessionPop.cfm?confid=82&proposolid=6452>), Nicolas Torzec, discussed how updates took place to the knowledge graph when some earth-shaking event took place. He told us that they were manually editing information in that knowledge graph. Upon hearing that, I thought it seemed like an area that could have used a machine learning element to it, to automate it to keep it up to date.

Another place that would benefit from machine learning would be generating featured snippets that answer questions people might ask at Google, and it appears that they thought it might be useful there, too. A Wired Magazine article from Monday describes how those featured snippets might be generated:

Google's Hand-Fed AI Now Gives Answers, Not Just Search Results (<https://www.wired.com/2016/11/googles-search-engine-can-now-answer-questions-human-help/>)

[[Read more...](#)]

(<http://www.seobythesea.com/2016/11/featured-snippets-sentence-compression/#more-17504>)

Ranking Events in Google Search Results (<http://www.seobythesea.com/2016/11/ranking-events-in-google-search-results/>)

11/28/2016 by Bill Slawski (<http://www.seobythesea.com/author/billbill/>)

This summer, Google was granted a patent that describes how the search engine might rank events based upon data that might indicate the popularity of those events, without relying on things such as the number of links pointed to pages about those events. The patent involves ranking events that occur in physical locations.

Examples of the kinds of events talked about in this patent include such things as music concerts, art exhibits, and athletic contests, all happening for specified periods of times at specified physical locations, such as concert halls, galleries, stadiums, or museums.

Since many events in a geographic region can happen at the same time or at overlapping times, interested individuals may at times find it difficult to determine which events to attend. For example, individuals may be unaware that events of interest are scheduled to occur or may have difficulty identifying the most interesting events when multiple events are occurring.

The patent lays out a general process flow to describe how the method in the patent works to rank events. It starts with receiving data about a physical location, and events taking

place there during a certain time period, and computing signal scores for those events based upon things such as a mention of the event and a popularity score for the event based upon those signal scores.

[\[Read more...\]](#)

<http://www.seobythesea.com/2016/11/ranking-events-in-google-search-results/#more-17499>

Google News Recommendations and the Google Knowledge Base (<http://www.seobythesea.com/2016/11/google-news-recommendations/>)

11/22/2016 by Bill Slawski (<http://www.seobythesea.com/author/billbill/>)

I've seen posts from SEO by the Sea show up in search results with an "In the News" heading above them, even though my site hasn't officially been accepted in Google News. Some blog posts that have been given that "In the News" treatment have been criticized lately. See: [Google does a better job with fake news than Facebook, but there's a big loophole it hasn't fixed](#) (<http://www.businessinsider.com/google-has-a-fake-news-loophole-2016-11>). It seems that this criticism is going to have an impact, with the "In the News" label taken away from Google Search Results:

[Google is removing its 'In the news' label due to the fake news nightmare](#) (<http://mashable.com/2016/11/21/google-replaces-in-the-news-section/#Mpyti2DMKmqR>)

Are there any other solutions? I do like when something I write is treated as newsworthy and is presented to a larger audience in a way that helps those posts stand out, but sometimes satire blog posts end up being treated that way as well. This article points out some other possible solutions:

[\[Read more...\]](#)

<http://www.seobythesea.com/2016/11/google-news-recommendations/#more-17464>

GS1 Web Vocabulary Schema Workshops in California (<http://www.seobythesea.com/2016/11/gs1-web-vocabulary-schema-workshops-california/>)

11/03/2016 by Bill Slawski (<http://www.seobythesea.com/author/billbill/>)



I noticed a blog post published yesterday, November 2, 2016, and it looked helpful: [Use JSON-LD to add Schema.org to your Website \(https://yoast.com/json-ld/\)](#).

Schema and structured data seem to be growing in importance on the Web, as we see more knowledge panels and rich snippets and product search results. I've been working Knowledge Panel into Site Audits (<http://www.seobythesea.com/2016/10/knowledge-panels-in-site-audits/>). JSON-LD seems to be favored by Google in adding structured data on your web pages. See: What is JSON-LD? A Talk with Gregg Kellogg (<http://www.seoskeptic.com/what-is-json-ld/>).

If you do SEO and aren't familiar with GS1 (<http://www.gs1.org/>), you probably should be. They invented the use of bar codes (<http://www.gs1.org/barcodes>) in shopping. They also came up with GTINS (Global Trade Item Numbers (<http://www.gs1.org/gtin>)) which are used online at places such as eBay and Amazon, and Google Product Search. A recent blog post by GS1 Vice President Rich Richardson is also worth reading: Why bar code numbers matter (<https://www.internetretailer.com/2016/11/02/why-bar-code-numbers-matter#pg8>).

In February, GS1 published an extension to Schema for products. Extensions like this are how Search and SEO are growing. The Schema blog told us about it in:

[Read more...] (<http://www.seobythesea.com/2016/11/gs1-web-vocabulary-schema-workshops-california/#more-17405>)

Entities in the Google Knowledge Graph Search API for

Google (<http://www.seobythesea.com/2016/11/entities-in-the-google-knowledge-graph-search-api-for-google/>)

11/03/2016 by Bill Slawski (<http://www.seobythesea.com/author/billbill/>)



(<https://commons.wikimedia.org/wiki/File%3AGoogle-favicon-2015.png>)

The Google Knowledge Graph Search API on a query for Google (<https://developers.google.com/apis-explorer/#p/kgsearch/v1/kgsearch.entities.search?query=Google&h=2&>) shows the following Entities and results scores for them. I thought they were diverse enough to be interesting and worth sharing. A couple of the ones listed seem odd, such as the Indian Action movie. “Thuppakki” and the Town in Kansas,”Topeka.” (It seems like there is a song titled, “Google Google” in the film Thuppakki, and in 2010 Topeka renamed itself “Google” to try to attract Google Fiber to the area.) We are told by Google (<http://schema.googleapis.com/resultScore>) that “Results with higher result scores are considered better matches.”

Google (<https://en.wikipedia.org/wiki/Google>)

“resultScore”: 292.863342

Google Chrome

(https://en.wikipedia.org/wiki/Google_Chrome)

“resultScore”: 51.392109

X ([https://en.wikipedia.org/wiki/X_\(company\)](https://en.wikipedia.org/wiki/X_(company)))

“resultScore”: 51.392109

Googleplex (<https://en.wikipedia.org/wiki/Googleplex>)

“resultScore”: 44.052853

Google China (https://en.wikipedia.org/wiki/Google_China)

“resultScore”: 30.75222

Google Lively (https://en.wikipedia.org/wiki/Google_Lively)

“resultScore”: 30.75222

DoubleClick (<https://en.wikipedia.org/wiki/DoubleClick>)

“resultScore”: 29.141159

GV ([https://en.wikipedia.org/wiki/GV_\(company\)](https://en.wikipedia.org/wiki/GV_(company)))

“resultScore”: 28.957876

Thuppakki (<https://en.wikipedia.org/wiki/Thuppakki>)

“resultScore”: 28.693569

Google Store (https://en.wikipedia.org/wiki/Google_Store)

“resultScore”: 26.077885

“Google Japan” “resultScore”: 24.272602

DeepMind Technologies

(<https://en.wikipedia.org/wiki/DeepMind>) “resultScore”:

24.115602

Topeka (https://en.wikipedia.org/wiki/Topeka,_Kansas)

“resultScore”: 23.718664

Rich Miner (https://en.wikipedia.org/wiki/Rich_Miner)

“resultScore”: 21.961121

Google Capital

(https://en.wikipedia.org/wiki/Google_Capital)

“resultScore”: 21.048887

Google Hacks (https://en.wikipedia.org/wiki/Google_Hacks)

“resultScore”: 21.003328

“Google Korea” “resultScore”: 20.818398

Barney Google and Snuffy Smith

(https://en.wikipedia.org/wiki/Barney_Google_and_Snuffy_Smith) “resultScore”: 20.384176

Verily Life Sciences

(https://en.wikipedia.org/wiki/Verily_Life_Sciences)

“resultScore”: 19.65727

Patrick Pichette

(https://en.wikipedia.org/wiki/Patrick_Pichette)

“resultScore”: 19.614473

I’ve asked a couple of Google Webmaster evangelists if they could provide more information about how results scores are calculated, and I’m still waiting for answers from them.

Knowledge Panels in Site Audits (<http://www.seobythesea.com/2016/10/knowledge-panels-in-site-audits/>)

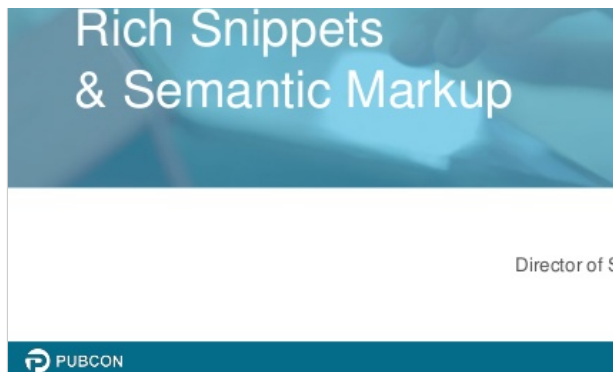
10/20/2016 by Bill Slawski (<http://www.seobythesea.com/author/billbill/>)

At this year’s Pubcon 2016, my presentation was about how I had added Knowledge panels, Sitelinks, Featured Snippets and information from the Google Search API into client’s Site Audits.

I had been doing this because Search Results at Google and at Bing have started showing off information about businesses and site that includes knowledge panel information and richer snippets. I thought it made sense to capture information that Google might be showing off that represented sites, and provide some recommendations that might help improve how those looked at what kind of information they contained. The presentation is:



Knowledge Panels,



Knowledge Panels, Rich Snippets and Semantic Markup

(<https://www.slideshare.net/billslawski/knowledge-panels-rich-snippets-and-semantic-markup-67474599>)

from **Bill Slawski (<http://www.slideshare.net/billslawski>)**

Knowledge panels may be enhanced because of a verified Google MyBusiness listing, a Wikipedia Entry, a Freebase Entry (now terminated by Google), a Wikidata Entry. This Google Developers page provides more details:

[Read more...]

(<http://www.seobythesea.com/2016/10/knowledge-panels-in-site-audits/#more-17270>)

([http://www.seobythesea.com/?](http://www.seobythesea.com/?vtof=Ws83CTXto%2FLDHo34FhsQF%2BJropsTYe872rJXcHV8Vhl%3D&poru=70erHG8koKul8esD4r5sUPopr7L4mQWgjKXakPCMZudFGGeDO95NGuF9I6eDY)

[vtof=Ws83CTXto%2FLDHo34FhsQF%2BJropsTYe872rJXcHV8Vhl%3D&poru=70erHG8koKul8esD4r5sUPopr7L4mQWgjKXakPCMZudFGGeDO95NGuF9I6eDY](http://www.seobythesea.com/?vtof=Ws83CTXto%2FLDHo34FhsQF%2BJropsTYe872rJXcHV8Vhl%3D&poru=70erHG8koKul8esD4r5sUPopr7L4mQWgjKXakPCMZudFGGeDO95NGuF9I6eDY)

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([http://www.seobythesea.com/page/3/?](http://www.seobythesea.com/page/3/?vtof=Ws83CTXto%2FLDHo34FhsQF%2BJropsTYe872rJXcHV8Vhl%3D&poru=70erHG8koKul8esD4r5sUPopr7L4mQWgjKXakPCMZudFGGeDO95NGuF9I6eDY)

[vtof=Ws83CTXto%2FLDHo34FhsQF%2BJropsTYe872rJXcHV8Vhl%3D&poru=70erHG8koKul8esD4r5sUPopr7L4mQWgjKXakPCMZudFGGeDO95NGuF9I6eDY](http://www.seobythesea.com/page/3/?vtof=Ws83CTXto%2FLDHo34FhsQF%2BJropsTYe872rJXcHV8Vhl%3D&poru=70erHG8koKul8esD4r5sUPopr7L4mQWgjKXakPCMZudFGGeDO95NGuF9I6eDY)

11 ([http://www.seobythesea.com/page/221/?](http://www.seobythesea.com/page/221/?vtof=Ws83CTXto%2FLDHo34FhsQF%2BJropsTYe872rJXcHV8Vhl%3D&poru=70erHG8koKul8esD4r5sUPopr7L4mQWgjKXakPCMZudFGGeDO95NGuF9I6eDY)

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