* **Semantic search** is the process of typing something into a search engine and getting more results than just those that feature the exact keyword you typed into the search box. Semantic search will take into account the context and meaning of your search terms. It’s about understanding the assumptions that the searcher is making when typing in that search query.

For example, if you type in the word “Blackhawks” into your search bar you don’t just want to get listings that have the word “Blackhawks” in them. A semantic search will return listings about the Native American tribe as well as the Chicago hockey. You will also get supporting terms like “hockey lessons” and “Stanley Cup,” even if they never mention anything about the Blackhawks exactly.

it works the same way keyword-based SEO works, except you should be researching more than just keywords. You want to look for supporting terms, modifiers, and synonyms for the terms you have in mind, and then use those in your context, h1 and/or h2 tags, and your title.

**What Google Hummingbird really does to queries?**

Google Hummingbird attempts to examine queries, usually more than two keywords long, and first filters out which keywords are required and which are optional. There must always be one required keyword which is also the subject keyword.

Subject keywords are searched for semantically and today this is often just synonyms, a bit like an online thesaurus. For semantic search, the engine must deconstruct the whole query and reformulate it with variations, matching it with semantics, and construct sub-queries for each combination.

To do this properly engines need to add a segmented, semantic tab to their index.