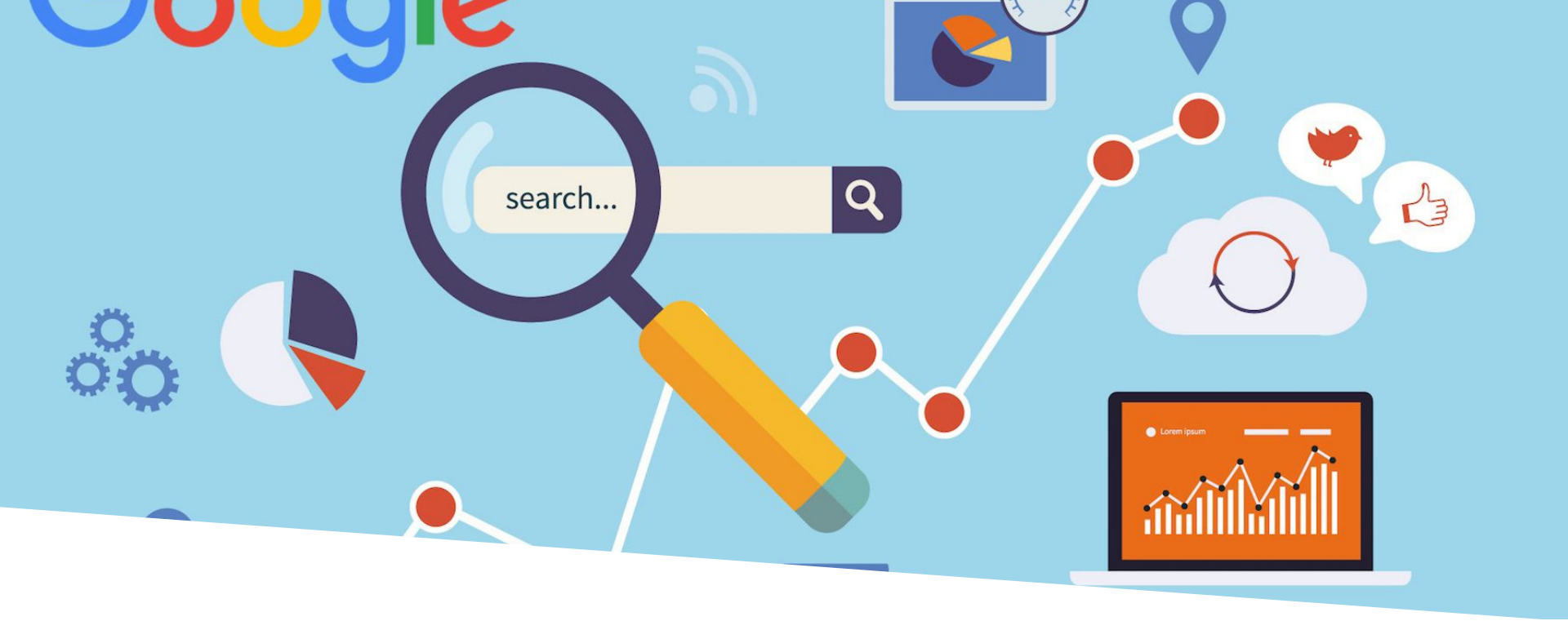




Google's search ranking

And how their business model affects it



A little about Google's ranking algorithm

Hint: it's extremely complicated, so we will simplify

The meaning of your query

Understand user intent

Interpret variant spellings

Recognize synonyms

“A word is known by the
company it keeps”

School != École

Replace

Q how to **change** a light bulb|



Exchange

Q does post office **change** foreign currency|



Adjust

Q how to **change** brightness on a laptop|



Page relevancy and quality

Page contains query keywords?

- Where?

Reliable source?

- PageRank

Interaction data

- Clicks and views

SuperLasagnaRecipeMax

Step 1: Press 'Download Now'

Step 2: Doubleclick 'virus.exe'

 Download Now

By clicking the 'Download Now' button and installing the application I accept the [End User License Agreement](#) and [Privacy Policy](#). Super Lasagna Recipe Max is a product of Instant Virus, LLC.

Lorem ipsum dolor sit amet, **lasagna recipe** consectetur adipiscing elit. Nullam **lasagna recipe** ornare ante purus, a pulvinar sapien iaculis vel. Aliquam eleifend rhoncus eleifend. Vestibulum neque vulputate neque. Morbi **lasagna recipe** eros sapien, scelerisque vitae massa ac, malesuada tempus justo. Nam fermentum eget ligula congue fermentum. Proin **lasagna recipe** blandit nulla augue, vitae condimentum **lasagna recipe** orci volutpat et. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices **lasagna recipe** posuere cubilia Curae; Phasellus **lasagna recipe** sagittis non nisi sed hendrerit. Proin **lasagna recipe** a interdum **lasagna recipe** justo. Donec **lasagna recipe** fringilla nisl felis, vitae sagittis **lasagna recipe** mi porttitor sit amet **lasagna recipe**.

Aenean odio **lasagna recipe** urna, gravida a **lasagna recipe** nunc vitae, tempor **lasagna recipe** hendrerit **lasagna recipe** lacus. Curabitur sapien odio, feugiat **lasagna recipe** et dictum **lasagna recipe** at, placerat vel **lasagna recipe** dolor. Sed fermentum diam quam. Praesent faucibus, sed dapibus porta, urna quam sodales neque, et efficitur ligula **lasagna recipe** risus et **lasagna recipe** mi. Cras **lasagna recipe** egetas dolor at mauris bibendum aliquam. Praesent pulvinar placerat rhoncus. Cras laoreet bibendum tristique. Vivamus **lasagna recipe** eget neque ultricies tincidunt erat a, accumsan nisl. Suspendisse sagittis **lasagna recipe** massa sem, eu fringilla hendrerit id. Nulla porta **lasagna recipe** ut nibh nec aliquam. Vestibulum euismod, tortor ultrices, odio diam lacinia risus, eget iaculis tortor nisl vel lorem. Sed **lasagna recipe** morbi quis sagittis **lasagna recipe** placerat, dolor **lasagna recipe** lectus posuere mi, maximus

Fun fact

1 in 7 Google search queries are previously unsearched!





User friendliness

Relevancy and content quality is not enough

Does the page appear correctly in Opera?

Can I view it on my smartphone?

What if my internet connection is slow?

Pages won't be ranked highly unless they do



Crawlers

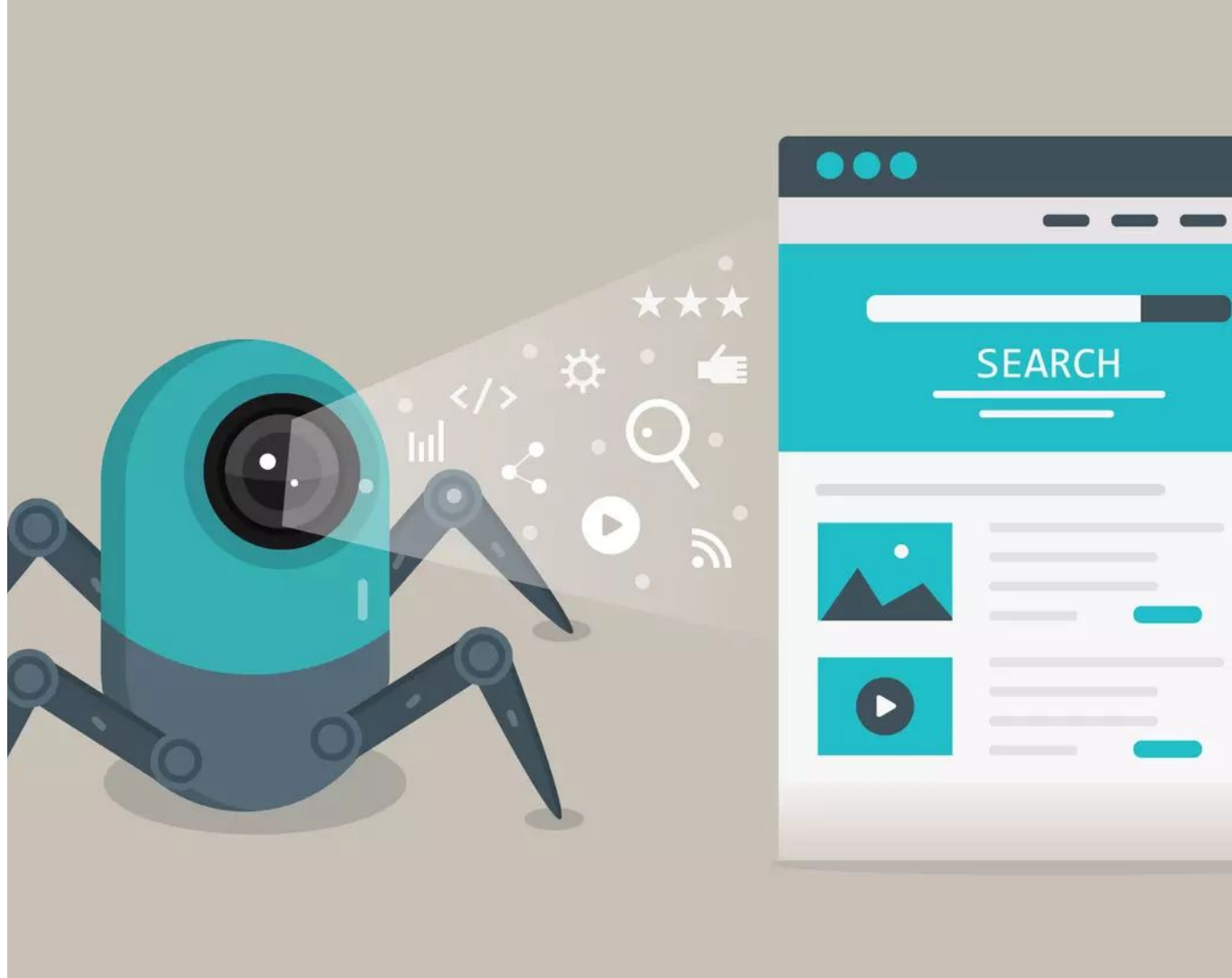
Googlebots

Simulate different users

- Desktop
- Mobile

Continuously scans the web to rank pages

Popular sites crawled more frequently



Search query context & User settings

More factors than
just page content

- Location
- Search history
- Current events



What about paid placement?

You can't buy ranking

.... but ads get you
pretty close

Google


kiropraktor oslo

Bilder Maps Videoer Beste Sentrum Billig Lørdag Pris Baby

Omtrent 364 000 resultater (0,30 sekunder)

Resultater for Oslo · Velg område

Sponset


 Klinikk for Alle
<https://www.klinikkforalle.no> · kiropraktor · oslo

Kiropraktor Oslo - Klinikk for Alle


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Kiropraktor i Oslo | Kort ventetid hos Dr.Dropin

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Thank you for your time

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