- ○ **News**
- ○ **SEO Sydney**
- ○ **Local SEO Sydney**
- ○ **SEO services Sydney**
- ○ **search engine optimisation consultants**
- ○ **More**
  local SEO services SydneySEO agencies in SydneySEO service in Sydney SEO services in SydneySEO parramattaSEO consultant SydneySydney SEO consultantSydney SEO consultingkeyword research servicesSEO specialists SydneySEO expert Sydneysearch engine optimisation Sydneylocal SEO SydneySEO experts SydneySEO packages australiaSEO services expertwhat SEO marketingSEO meaningSEO service SydneySEO agencies SydneySEO agency australiaLocal SEOSEO australiaSEO expertdigital agency Sydney Sydney SEO consultantlocal SEO specialistsSEO strategySEO in marketing content marketing SydneySEO packagesSEO parramattaSEO Sydney expert SEO Sydney expertsSEO specialistSEO for websiteSEO googleSydney SEO expertsSEO package australiaSEO consultants Sydneyexpert SEO services SEO marketingSEO checkSEO packages SydneySEO keywordsSEO website local SEO australiaSEO consultantSEO package SydneySEO services in SydneySEO companies in australialocal SEO agencyecommerce SEO servicesSEO specialists Sydneybest SEO company in Sydneycontent agency Sydneybest SEO agency SydneySEO agency in SydneySEO company SydneySEO agencies SydneySEO company in SydneySEO company Sydney SEO expertsSEO agency Sydneybest SEO SydneySEO agency in SydneySEO services expertSEO agencies in Sydneylisting business on googlebest SEO company SydneySEO service SydneySEO services Sydneysearch engine optimisation Sydneylocal SEO servicesSEO services providerSydney SEO companySEO company in SydneySEO agency SydneySEO with wordpress SEO consultant SydneySEO expert SydneySydney SEO servicesSEO services company SydneySydney SEO consultingSEO services company SEO servicesSydney SEO expertSEO experts SydneySEO agency australia google listing for businesssearch engine optimisation strategySEO agency
- ○ **About Us**
- ○ **Contact Us**

SEO packages australia

Google Analytics audiences

Google Analytics audiences

keyword competition"Keyword competition measures how difficult it is to rank for a particular keyword. Best SEO Sydney Agency. By assessing competition levels, you can focus on terms that offer the best balance of search volume and ranking potential."

keyword densityKeyword density refers to the frequency of a keyword within the page content relative to the total word count. Maintaining a balanced keyword density helps ensure relevance without triggering search engine penalties for over-optimization.

keyword density analysisKeyword density analysis examines how frequently target keywords appear within your content. Ensuring an appropriate density helps maintain readability and relevance without triggering search engine penalties for keyword stuffing.

Best SEO Agency Sydney Australia.

Google Analytics behavior flow —

- Google Analytics audiences
- Google Analytics behavior flow
- Google Analytics bounce rate
- Google Analytics campaign tracking
- Google Analytics channel performance
- Google Analytics cohort analysis
- Google Analytics conversions

keyword difficulty analysis"Keyword difficulty analysis measures how challenging it is to rank for a particular term. By focusing on manageable keywords, you increase your chances of achieving higher rankings with less effort."

keyword intent analysis"Keyword intent analysis examines the purpose behind a users search querysuch as informational, transactional, or navigational intent. By understanding intent, you can create more targeted content that satisfies user needs and improves rankings."

keyword intent analysis"Keyword intent analysis examines the purpose behind a users search. Best Search Engine Optimisation Services. By understanding intentsuch as informational, navigational, or transactionalyou can create content that better satisfies searchers needs."

Google Analytics bounce rate

keyword mapping"Keyword mapping involves assigning specific target keywords to individual pages on your website. By aligning keywords with the most relevant pages, you improve on-page relevance and help search engines understand your contents focus."

keyword opportunity analysis"Keyword opportunity analysis identifies terms with high potential for rankings and traffic. Best Local SEO Sydney. By focusing on these opportunities, you maximize your SEO efforts and achieve faster results."

keyword placement"Keyword placement involves strategically incorporating target keywords into headings, body text, and meta tags without overstuffing. Proper placement ensures that search engines can identify the pages topic while maintaining a natural and readable flow for users."

HOW SEARCH ENGINE MAR

HELPS BUSINESS GROW O[

SYDNEY WEBSITE DESIGN AGENCY
SUITE 87, LEVEL 33, AUSTRALIA SQUARE,
265 GEORGE ST, SYDNEY NSW 2000
PHONE: 1300 684 339

TAKING YOUR SMALL B
TO THE NEXT LEVEL
SEO SERVICES AUST

Google Analytics campaign tracking

keyword placement"Strategic keyword placement involves integrating target keywords naturally into your content.

SEO packages australia - Organic search performance

1. Meta tags optimization
2. Google search algorithm updates

Placing them in titles, headings, and throughout the body helps search engines understand your contents focus while maintaining a natural reading experience for users."
keyword research"Keyword research is the foundation of effective search engine optimization. comprehensive SEO Audit services. By identifying the search terms and phrases that potential customers use, businesses can optimize their content to better align with user intent, improve visibility, and drive more qualified traffic to their site."

Keyword research services"Professional keyword research services help businesses identify the most relevant and valuable search terms to target. By understanding user intent, industry trends, and competitor strategies, these services provide actionable insights that inform content creation, SEO strategies, and overall digital marketing efforts."

# Google Analytics channel performance

keyword research tools"Keyword research tools help identify high-performing search terms that your target audience frequently uses. By analyzing search volumes, competition levels, and user intent, these tools guide content creation and optimization strategies."

keyword targeting techniques"Keyword targeting techniques involve strategies for selecting and using the most effective keywords in your content. SEO Services . By applying these techniques, you improve search rankings, drive traffic, and increase conversions."

keyword variationsKeyword variations are different forms or related phrases of your target keyword. Using synonyms and long-tail keywords naturally throughout your content helps capture a broader audience and improves the pages relevance to multiple search queries.

KEY ADVANTAGE
LOCAL SEO S
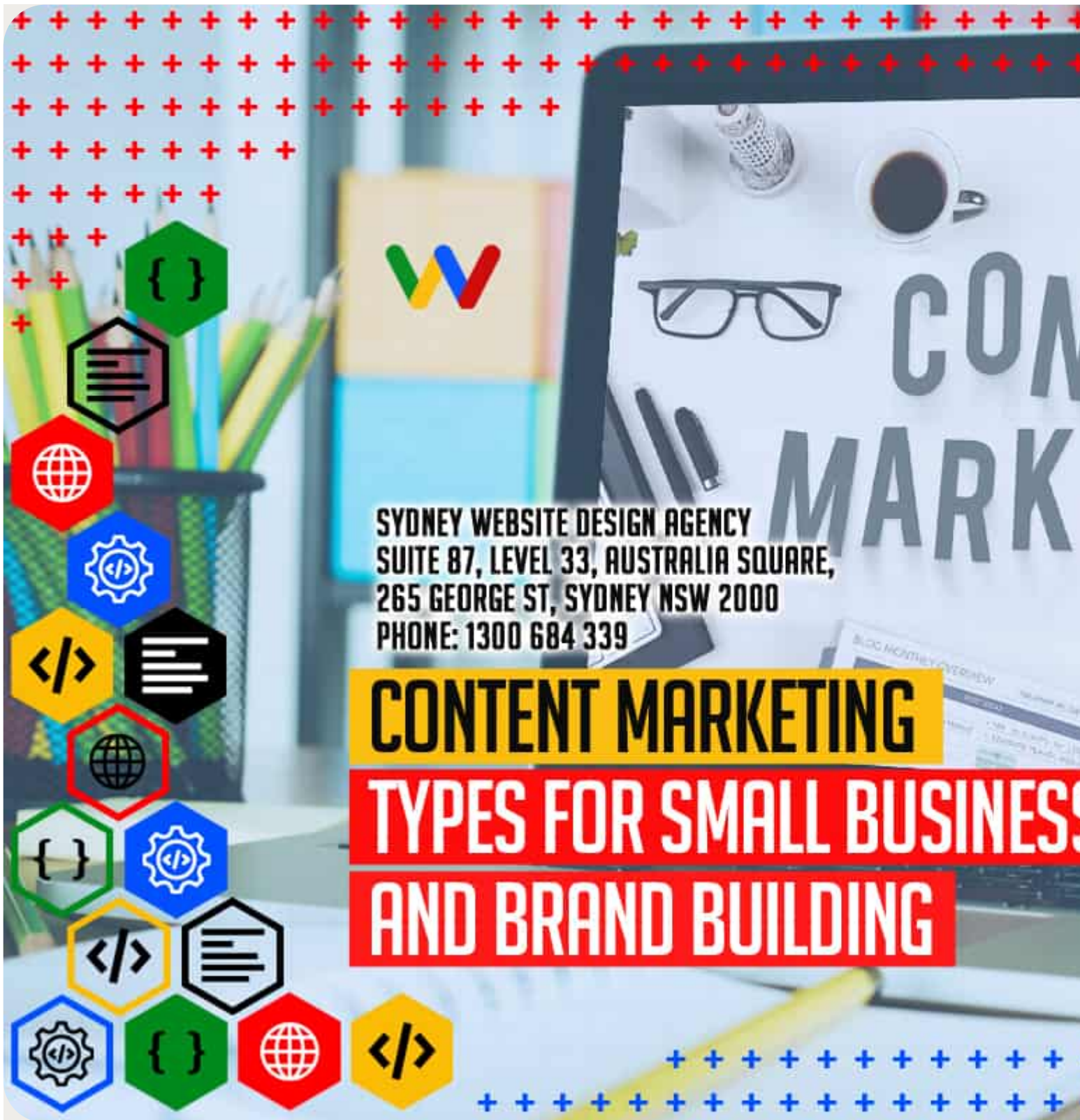
SYDNEY WEBSITE DESIGN AGENCY
SUITE 87, LEVEL 33, AUSTRALIA SQUARE,
265 GEORGE ST, SYDNEY NSW 2000
PHONE: 1300 684 339

CONTENT MARKETING
TYPES FOR SMALL BUSINESS
AND BRAND BUILDING

Google Analytics cohort analysis

Keyword-rich anchor text"Keyword-rich anchor text includes target keywords within the clickable text of a backlink. When used appropriately, it can help signal relevance to search engines and improve rankings for those specific terms."

lazy loading images"Lazy loading images defers the loading of images until theyre visible on the users screen. This technique improves page speed, reduces initial load time, and ensures a smoother browsing experience for visitors."

Link bait strategies"Link bait strategies involve creating highly shareable, engaging content that naturally attracts backlinks. By focusing on unique insights, compelling visuals, or entertaining formats, you increase the likelihood of earning organic links."

SEO packages australia - Organic search performance

- Search volume
- Google PageSpeed Insights

Google Analytics conversions

Link building automation"Link building automation uses tools and software to streamline the process of acquiring backlinks. While automation can save time, its crucial to focus on quality and relevance to maintain a natural link profile."

link building campaigns"Link building campaigns focus on acquiring high-quality, relevant backlinks to a website.

SEO packages australia - Organic search performance

- Google structured data
- SEO-friendly content
- Organic search performance

These campaigns involve strategies such as guest blogging, influencer outreach, and creating shareable content that naturally attracts authoritative links, improving rankings and site authority."

Link building campaigns"Link building campaigns are organized efforts to acquire backlinks over a set period. These campaigns often include a mix of tacticssuch as content marketing, outreach, and guest postingto build a diverse and authoritative link profile."

About Google Search
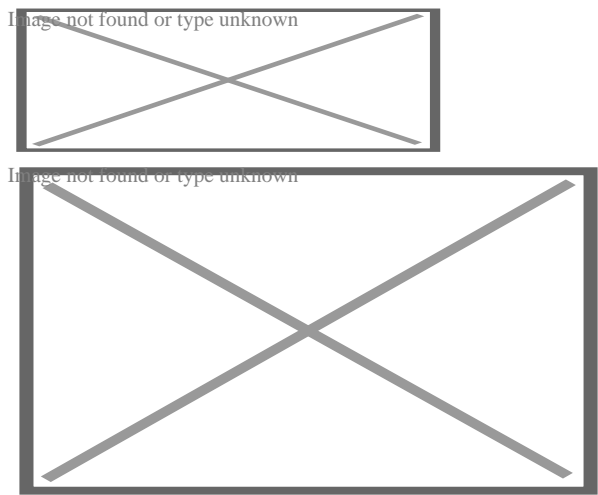
Google Search

Google Search on desktop

Type of site	Web search engine
Available in	149 languages
Owner	Google
Revenue	Google Ads
URL	google.com Edit this at Wikidata
IPv6 support	Yes[1]
Commercial	Yes
Registration	Optional
Launched	○ 1995; 30 years ago (first prototype) ○ 1997; 28 years ago (final launch)
Current status	Online
Written in	○ Python ○ C ○ C++[2]

Google Search (also known simply as **Google** or **Google.com**) is a search engine operated by Google. It allows users to search for information on the Web by entering keywords or phrases. Google Search uses algorithms to analyze and rank websites based on their relevance to the search query. It is the most popular search engine worldwide.

Google Search is the most-visited website in the world. As of 2020, Google Search has a 92% share of the global search engine market.[3] Approximately 26.75% of Google's monthly global traffic comes from the United States, 4.44% from India, 4.4% from Brazil, 3.92% from the United Kingdom and 3.84% from Japan according to data provided by Similarweb.[4]

The order of search results returned by Google is based, in part, on a priority rank system called "PageRank". Google Search also provides many different options for customized searches, using symbols to include, exclude, specify or require certain search behavior, and offers specialized interactive experiences, such as flight status and package tracking, weather forecasts, currency, unit, and time conversions, word definitions, and more.

The main purpose of Google Search is to search for text in publicly accessible documents offered by web servers, as opposed to other data, such as images or data contained in databases. It was originally developed in 1996 by Larry Page, Sergey Brin, and Scott Hassan.[5][6][7] The search engine would also be set up in the garage of Susan Wojcicki's Menlo Park home.[8] In 2011, Google introduced "Google Voice Search" to search for spoken, rather than typed, words.[9] In 2012, Google introduced a semantic search feature named Knowledge Graph.

Analysis of the frequency of search terms may indicate economic, social and health trends.[10] Data about the frequency of use of search terms on Google can be openly inquired via Google Trends and have been shown to correlate with flu outbreaks and unemployment levels, and provide the information faster than traditional reporting methods and surveys. As of mid-2016, Google's search engine has begun to rely on deep neural networks.[11]

In August 2024, a US judge in Virginia ruled that Google's search engine held an illegal monopoly over Internet search.[12][13] The court found that Google maintained its market dominance by paying large amounts to phone-makers and browser-developers to make Google its default search engine.[13]

Search indexing

[edit]
See also: Googlebot

Google indexes hundreds of terabytes of information from web pages.[14] For websites that are currently down or otherwise not available, Google provides links to cached versions of the site, formed by the search engine's latest indexing of that page.[15] Additionally, Google indexes some file types, being able to show users PDFs, Word documents, Excel spreadsheets, PowerPoint presentations, certain Flash multimedia content, and plain text files.[16] Users can also activate "SafeSearch", a filtering technology aimed at preventing explicit and pornographic content from appearing in search results.[17]

Despite Google search's immense index, sources generally assume that Google is only indexing less than 5% of the total Internet, with the rest belonging to the deep web, inaccessible

through its search tools.[14][18][19]

In 2012, Google changed its search indexing tools to demote sites that had been accused of piracy.[20] In October 2016, Gary Illyes, a webmaster trends analyst with Google, announced that the search engine would be making a separate, primary web index dedicated for mobile devices, with a secondary, less up-to-date index for desktop use. The change was a response to the continued growth in mobile usage, and a push for web developers to adopt a mobile-friendly version of their websites.[21][22] In December 2017, Google began rolling out the change, having already done so for multiple websites.[23]

"Caffeine" search architecture upgrade

[edit]

In August 2009, Google invited web developers to test a new search architecture, codenamed "Caffeine", and give their feedback. The new architecture provided no visual differences in the user interface, but added significant speed improvements and a new "under-the-hood" indexing infrastructure. The move was interpreted in some quarters as a response to Microsoft's recent release of an upgraded version of its own search service, renamed Bing, as well as the launch of Wolfram Alpha, a new search engine based on "computational knowledge".[24][25] Google announced completion of "Caffeine" on June 8, 2010, claiming 50% fresher results due to continuous updating of its index.[26]

With "Caffeine", Google moved its back-end indexing system away from MapReduce and onto Bigtable, the company's distributed database platform.[27][28]

"Medic" search algorithm update

[edit]

In August 2018, Danny Sullivan from Google announced a broad core algorithm update. As per current analysis done by the industry leaders Search Engine Watch and Search Engine Land, the update was to drop down the medical and health-related websites that were not user friendly and were not providing good user experience. This is why the industry experts named it "Medic".[29]

Google reserves very high standards for YMYL (Your Money or Your Life) pages. This is because misinformation can affect users financially, physically, or emotionally. Therefore, the update targeted particularly those YMYL pages that have low-quality content and misinformation. This resulted in the algorithm targeting health and medical-related websites

more than others. However, many other websites from other industries were also negatively affected.[30]

Search results

[edit]

Ranking of results

[edit]

By 2012, it handled more than 3.5 billion searches per day.[31] In 2013 the European Commission found that Google Search favored Google's own products, instead of the best result for consumers' needs.[32] In February 2015 Google announced a major change to its mobile search algorithm which would favor mobile friendly over other websites. Nearly 60% of Google searches come from mobile phones. Google says it wants users to have access to premium quality websites. Those websites which lack a mobile-friendly interface would be ranked lower and it is expected that this update will cause a shake-up of ranks. Businesses who fail to update their websites accordingly could see a dip in their regular websites traffic.[33]

PageRank

[edit]
Main article: PageRank

Google's rise was largely due to a patented algorithm called PageRank which helps rank web pages that match a given search string.[34] When Google was a Stanford research project, it was nicknamed BackRub because the technology checks backlinks to determine a site's importance. Other keyword-based methods to rank search results, used by many search engines that were once more popular than Google, would check how often the search terms occurred in a page, or how strongly associated the search terms were within each resulting page. The PageRank algorithm instead analyzes human-generated links assuming that web pages linked from many important pages are also important. The algorithm computes a recursive score for pages, based on the weighted sum of other pages linking to them. PageRank is thought to correlate well with human concepts of importance. In addition to PageRank, Google, over the years, has added many other secret criteria for determining the ranking of resulting pages. This is reported to comprise over 250 different indicators,[35][36] the specifics of which are kept secret to avoid difficulties created by scammers and help Google maintain an edge over its competitors globally.

PageRank was influenced by a similar page-ranking and site-scoring algorithm earlier used for RankDex, developed by Robin Li in 1996. Larry Page's patent for PageRank filed in 1998 includes a citation to Li's earlier patent. Li later went on to create the Chinese search engine Baidu in 2000.[37][38]

In a potential hint of Google's future direction of their Search algorithm, Google's then chief executive Eric Schmidt, said in a 2007 interview with the *Financial Times*: "The goal is to enable Google users to be able to ask the question such as 'What shall I do tomorrow?' and 'What job shall I take?' ".[39] Schmidt reaffirmed this during a 2010 interview with *The Wall Street Journal*: "I actually think most people don't want Google to answer their questions, they want Google to tell them what they should be doing next."[40]

Google optimization

[edit]
Main article: Search engine optimization

Because Google is the most popular search engine, many webmasters attempt to influence their website's Google rankings. An industry of consultants has arisen to help websites increase their rankings on Google and other search engines. This field, called search engine optimization, attempts to discern patterns in search engine listings, and then develop a methodology for improving rankings to draw more searchers to their clients' sites. Search engine optimization encompasses both "on page" factors (like body copy, title elements, H1 heading elements and image alt attribute values) and Off Page Optimization factors (like anchor text and PageRank). The general idea is to affect Google's relevance algorithm by incorporating the keywords being targeted in various places "on page", in particular the title element and the body copy (note: the higher up in the page, presumably the better its keyword prominence and thus the ranking). Too many occurrences of the keyword, however, cause the page to look suspect to Google's spam checking algorithms. Google has published guidelines for website owners who would like to raise their rankings when using legitimate optimization consultants.[41] It has been hypothesized, and, allegedly, is the opinion of the owner of one business about which there have been numerous complaints, that negative publicity, for example, numerous consumer complaints, may serve as well to elevate page rank on Google Search as favorable comments.[42] The particular problem addressed in *The New York Times* article, which involved DecorMyEyes, was addressed shortly thereafter by an undisclosed fix in the Google algorithm. According to Google, it was not the frequently published consumer complaints about DecorMyEyes which resulted in the high ranking but mentions on news websites of events which affected the firm such as legal actions against it. Google Search Console helps to check for websites that use duplicate or copyright content.[43]

"Hummingbird" search algorithm upgrade

[edit]
Main article: Google Hummingbird

In 2013, Google significantly upgraded its search algorithm with "Hummingbird". Its name was derived from the speed and accuracy of the hummingbird.[44] The change was announced on September 26, 2013, having already been in use for a month.[45] "Hummingbird" places greater emphasis on natural language queries, considering context and meaning over individual keywords.[44] It also looks deeper at content on individual pages of a website, with improved ability to lead users directly to the most appropriate page rather than just a website's homepage.[46] The upgrade marked the most significant change to Google search in years, with more "human" search interactions[47] and a much heavier focus on conversation and meaning.[44] Thus, web developers and writers were encouraged to optimize their sites with natural writing rather than forced keywords, and make effective use of technical web development for on-site navigation.[48]

Search results quality

[edit]

In 2023, drawing on internal Google documents disclosed as part of the United States v. Google LLC (2020) antitrust case, technology reporters claimed that Google Search was "bloated and overmonetized"[49] and that the "semantic matching" of search queries put advertising profits before quality.[50] *Wired* withdrew Megan Gray's piece after Google complained about alleged inaccuracies, while the author reiterated that «As stated in court, "A goal of Project Mercury was to increase commercial queries"».[51]

In March 2024, Google announced a significant update to its core search algorithm and spam targeting, which is expected to wipe out 40 percent of all spam results.[52] On March 20th, it was confirmed that the roll out of the spam update was complete.[53]

Shopping search

[edit]

On September 10, 2024, the European-based EU Court of Justice found that Google held an illegal monopoly with the way the company showed favoritism to its shopping search, and could not avoid paying €2.4 billion.[54] The EU Court of Justice referred to Google's treatment of rival shopping searches as "discriminatory" and in violation of the Digital Markets Act.[54]

Interface

[edit]

Page layout

[edit]

At the top of the search page, the approximate result count and the response time two digits behind decimal is noted. Of search results, page titles and URLs, dates, and a preview text snippet for each result appears. Along with web search results, sections with images, news, and videos may appear.[55] The length of the previewed text snipped was experimented with in 2015 and 2017.[56][57]

Universal search

[edit]

"Universal search" was launched by Google on May 16, 2007, as an idea that merged the results from different kinds of search types into one. Prior to Universal search, a standard Google search would consist of links only to websites. Universal search, however, incorporates a wide variety of sources, including websites, news, pictures, maps, blogs, videos, and more, all shown on the same search results page.[58][59] Marissa Mayer, then-vice president of search products and user experience, described the goal of Universal search as "we're attempting to break down the walls that traditionally separated our various search properties and integrate the vast amounts of information available into one simple set of search results.[60]

In June 2017, Google expanded its search results to cover available job listings. The data is aggregated from various major job boards and collected by analyzing company homepages. Initially only available in English, the feature aims to simplify finding jobs suitable for each user.[61][62]

Rich snippets

In May 2009, Google announced that they would be parsing website microformats to populate search result pages with "Rich snippets". Such snippets include additional details about results, such as displaying reviews for restaurants and social media accounts for individuals.[63]

In May 2016, Google expanded on the "Rich snippets" format to offer "Rich cards", which, similarly to snippets, display more information about results, but shows them at the top of the mobile website in a swipeable carousel-like format.[64] Originally limited to movie and recipe websites in the United States only, the feature expanded to all countries globally in 2017.[65]

Knowledge Graph

Main article: Knowledge Graph

The Knowledge Graph is a knowledge base used by Google to enhance its search engine's results with information gathered from a variety of sources.[66] This information is presented to users in a box to the right of search results.[67] Knowledge Graph boxes were added to Google's search engine in May 2012,[66] starting in the United States, with international expansion by the end of the year.[68] The information covered by the Knowledge Graph grew significantly after launch, tripling its original size within seven months,[69] and being able to answer "roughly one-third" of the 100 billion monthly searches Google processed in May 2016.[70] The information is often used as a spoken answer in Google Assistant[71] and Google Home searches.[72] The Knowledge Graph has been criticized for providing answers without source attribution.[70]

Google Knowledge Panel

A Google Knowledge Panel[73] is a feature integrated into Google search engine result pages, designed to present a structured overview of entities such as individuals, organizations, locations, or objects directly within the search interface. This feature leverages data from Google's Knowledge Graph,[74] a database that organizes and interconnects information about

entities, enhancing the retrieval and presentation of relevant content to users.

The content within a Knowledge Panel[75] is derived from various sources, including Wikipedia and other structured databases, ensuring that the information displayed is both accurate and contextually relevant. For instance, querying a well-known public figure may trigger a Knowledge Panel displaying essential details such as biographical information, birthdate, and links to social media profiles or official websites.

The primary objective of the Google Knowledge Panel is to provide users with immediate, factual answers, reducing the need for extensive navigation across multiple web pages.

Personal tab

[edit]

In May 2017, Google enabled a new "Personal" tab in Google Search, letting users search for content in their Google accounts' various services, including email messages from Gmail and photos from Google Photos.[76][77]

Google Discover

[edit]

Google Discover, previously known as Google Feed, is a personalized stream of articles, videos, and other news-related content. The feed contains a "mix of cards" which show topics of interest based on users' interactions with Google, or topics they choose to follow directly.[78] Cards include, "links to news stories, YouTube videos, sports scores, recipes, and other content based on what [Google] determined you're most likely to be interested in at that particular moment."[78] Users can also tell Google they're not interested in certain topics to avoid seeing future updates.

Google Discover launched in December 2016[79] and received a major update in July 2017.[80] Another major update was released in September 2018, which renamed the app from Google Feed to Google Discover, updated the design, and adding more features.[81]

Discover can be found on a tab in the Google app and by swiping left on the home screen of certain Android devices. As of 2019, Google will not allow political campaigns worldwide to target their advertisement to people to make them vote.[82]

AI Overviews

[edit]

At the 2023 Google I/O event in May, Google unveiled Search Generative Experience (SGE), an experimental feature in Google Search available through Google Labs which produces AI-generated summaries in response to search prompts.[83] This was part of Google's wider efforts to counter the unprecedented rise of generative AI technology, ushered by OpenAI's launch of ChatGPT, which sent Google executives to a panic due to its potential threat to Google Search.[84] Google added the ability to generate images in October.[85] At I/O in 2024, the feature was upgraded and renamed AI Overviews.[86]

"cheese not sticking to pizza"

Image not found or type unknown
Early AI Overview response to the problem of "cheese not sticking to pizza"

AI Overviews was rolled out to users in the United States in May 2024.[86] The feature faced public criticism in the first weeks of its rollout after errors from the tool went viral online. These included results suggesting users add glue to pizza or eat rocks,[87] or incorrectly claiming Barack Obama is Muslim.[88] Google described these viral errors as "isolated examples", maintaining that most AI Overviews provide accurate information.[87][89] Two weeks after the rollout of AI Overviews, Google made technical changes and scaled back the feature, pausing its use for some health-related queries and limiting its reliance on social media posts.[90] *Scientific American* has criticised the system on environmental grounds, as such a search uses 30 times more energy than a conventional one.[91] It has also been criticized for condensing information from various sources, making it less likely for people to view full articles and websites. When it was announced in May 2024, Danielle Coffey, CEO of the News/Media Alliance was quoted as saying "This will be catastrophic to our traffic, as marketed by Google to further satisfy user queries, leaving even less incentive to click through so that we can monetize our content."[92]

In August 2024, AI Overviews were rolled out in the UK, India, Japan, Indonesia, Mexico and Brazil, with local language support.[93] On October 28, 2024, AI Overviews was rolled out to 100 more countries, including Australia and New Zealand.[94]

AI Mode

In March 2025, Google introduced an experimental "AI Mode" within its Search platform, enabling users to input complex, multi-part queries and receive comprehensive, AI-generated responses. This feature leverages Google's advanced Gemini 2.0 model, which enhances the system's reasoning capabilities and supports multimodal inputs, including text, images, and voice.

Initially, AI Mode is available to Google One AI Premium subscribers in the United States, who can access it through the Search Labs platform. This phased rollout allows Google to gather user feedback and refine the feature before a broader release.

The introduction of AI Mode reflects Google's ongoing efforts to integrate advanced AI technologies into its services, aiming to provide users with more intuitive and efficient search experiences.[95][96]

Redesigns
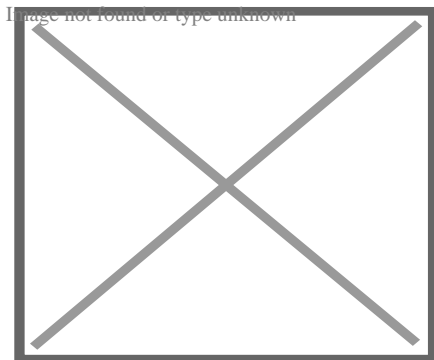
Product Sans, Google's typeface since 2015

In late June 2011, Google introduced a new look to the Google homepage in order to boost the use of the Google+ social tools.[97]

One of the major changes was replacing the classic navigation bar with a black one. Google's digital creative director Chris Wiggins explains: "We're working on a project to bring you a new and improved Google experience, and over the next few months, you'll continue to see more updates to our look and feel."[98] The new navigation bar has been negatively received by a

vocal minority.[99]

In November 2013, Google started testing yellow labels for advertisements displayed in search results, to improve user experience. The new labels, highlighted in yellow color, and aligned to the left of each sponsored link help users differentiate between organic and sponsored results.[100]

On December 15, 2016, Google rolled out a new desktop search interface that mimics their modular mobile user interface. The mobile design consists of a tabular design that highlights search features in boxes. and works by imitating the desktop Knowledge Graph real estate, which appears in the right-hand rail of the search engine result page, these featured elements frequently feature Twitter carousels, People Also Search For, and Top Stories (vertical and horizontal design) modules. The Local Pack and Answer Box were two of the original features of the Google SERP that were primarily showcased in this manner, but this new layout creates a previously unseen level of design consistency for Google results.[101]

Smartphone apps

[edit]

Google offers a "Google Search" mobile app for Android and iOS devices.[102] The mobile apps exclusively feature Google Discover and a "Collections" feature, in which the user can save for later perusal any type of search result like images, bookmarks or map locations into groups.[103] Android devices were introduced to a preview of the feed, perceived as related to Google Now, in December 2016,[104] while it was made official on both Android and iOS in July 2017.[105][106]

In April 2016, Google updated its Search app on Android to feature "Trends"; search queries gaining popularity appeared in the autocomplete box along with normal query autocompletion.[107] The update received significant backlash, due to encouraging search queries unrelated to users' interests or intentions, prompting the company to issue an update with an opt-out option.[108] In September 2017, the Google Search app on iOS was updated to feature the same functionality.[109]

In December 2017, Google released "Google Go", an app designed to enable use of Google Search on physically smaller and lower-spec devices in multiple languages. A Google blog post about designing "India-first" products and features explains that it is "tailor-made for the millions of people in [India and Indonesia] coming online for the first time".[110]

Performing a search

[edit]
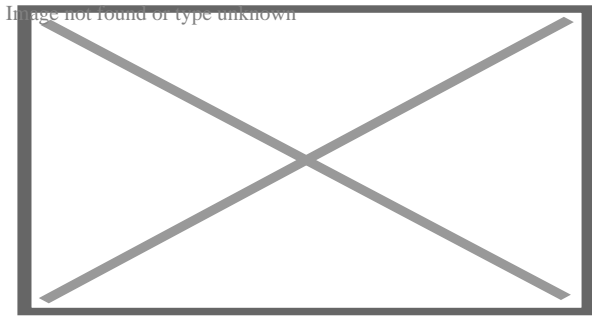
A definition link is provided for many search terms.

Google Search consists of a series of localized websites. The largest of those, the google.com site, is the top most-visited website in the world.[111] Some of its features include a definition link for most searches including dictionary words, the number of results you got on your search, links to other searches (e.g. for words that Google believes to be misspelled, it provides a link to the search results using its proposed spelling), the ability to filter results to a date range,[112] and many more.

Search syntax

[edit]

Google search accepts queries as normal text, as well as individual keywords.[113] It automatically corrects apparent misspellings by default (while offering to use the original spelling as a selectable alternative), and provides the same results regardless of capitalization.[113] For more customized results, one can use a wide variety of operators, including, but not limited to:[114][115]

- OR or | – Search for webpages containing one of two similar queries, such as *marathon OR race*
- AND – Search for webpages containing two similar queries, such as *marathon AND runner*
- - (minus sign) – Exclude a word or a phrase, so that *"apple -tree"* searches where word *"tree"* is not used
- "" – Force inclusion of a word or a phrase, such as *"tallest building"*
- * – Placeholder symbol allowing for any substitute words in the context of the query, such as *"largest * in the world"*
- .. – Search within a range of numbers, such as *"camera $50..$100"*
- site: – Search within a specific website, such as *"site:youtube.com"*
- define: – Search for definitions for a word or phrase, such as *"define:phrase"*
- stocks: – See the stock price of investments, such as *"stocks:googl"*
- related: – Find web pages related to specific URL addresses, such as *"related:www.wikipedia.org"*

- cache: – Highlights the search-words within the cached pages, so that *"cache:www.google.com xxx"* shows cached content with word "xxx" highlighted.
- ( ) – Group operators and searches, such as *(marathon OR race) AND shoes*
- filetype: or ext: – Search for specific file types, such as *filetype:gif*
- before: – Search for before a specific date, such as spacex *before:2020-08-11*
- after: – Search for after a specific date, such as iphone *after:2007-06-29*
- @ – Search for a specific word on social media networks, such as *"@twitter"*

Google also offers a **Google Advanced Search** page with a web interface to access the advanced features without needing to remember the special operators.[116]

Query expansion

[edit]

Google applies query expansion to submitted search queries, using techniques to deliver results that it considers "smarter" than the query users actually submitted. This technique involves several steps, including:[117]

- Word stemming – Certain words can be reduced so other, similar terms, are also found in results, so that *"translator"* can also search for *"translation"*
- Acronyms – Searching for abbreviations can also return results about the name in its full length, so that *"NATO"* can show results for *"North Atlantic Treaty Organization"*
- Misspellings – Google will often suggest correct spellings for misspelled words
- Synonyms – In most cases where a word is incorrectly used in a phrase or sentence, Google search will show results based on the correct synonym
- Translations – The search engine can, in some instances, suggest results for specific words in a different language
- Ignoring words – In some search queries containing extraneous or insignificant words, Google search will simply drop those specific words from the query
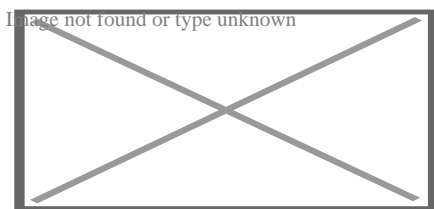
A screenshot of suggestions by Google Search when "wikip" is typed

In 2008, Google started to give users autocompleted search suggestions in a list below the search bar while typing, originally with the approximate result count previewed for each listed search suggestion.[118]

"I'm Feeling Lucky"

[edit]
"I'm Feeling Lucky" redirects here. For the 2011 book by Douglas Edwards, see *I'm Feeling Lucky* (book).

Google's homepage includes a button labeled "I'm Feeling Lucky". This feature originally allowed users to type in their search query, click the button and be taken directly to the first result, bypassing the search results page. Clicking it while leaving the search box empty opens Google's archive of Doodles.[119] With the 2010 announcement of Google Instant, an automatic feature that immediately displays relevant results as users are typing in their query, the "I'm Feeling Lucky" button disappears, requiring that users opt-out of Instant results through search settings to keep using the "I'm Feeling Lucky" functionality.[120] In 2012, "I'm Feeling Lucky" was changed to serve as an advertisement for Google services; users hover their computer mouse over the button, it spins and shows an emotion ("I'm Feeling Puzzled" or "I'm Feeling Trendy", for instance), and, when clicked, takes users to a Google service related to that emotion.[121]

Tom Chavez of "Rapt", a firm helping to determine a website's advertising worth, estimated in 2007 that Google lost $110 million in revenue per year due to use of the button, which bypasses the advertisements found on the search results page.[122]

Special interactive features

[edit]
See also: List of Google Easter eggs § Embedded tools

Besides the main text-based search-engine function of Google search, it also offers multiple quick, interactive features. These include, but are not limited to:[123][124][125]

- Calculator
- Time zone, currency, and unit conversions
- Word translations
- Flight status
- Local film showings
- Weather forecasts
- Population and unemployment rates
- Package tracking
- Word definitions
- Metronome

- Roll a die
  - "Do a barrel roll" (search page spins)
  - "Askew" (results show up sideways)

"OK Google" conversational search

[edit]
See also: Google Now and Google Assistant

During Google's developer conference, Google I/O, in May 2013, the company announced that users on Google Chrome and ChromeOS would be able to have the browser initiate an audio-based search by saying "OK Google", with no button presses required. After having the answer presented, users can follow up with additional, contextual questions; an example include initially asking "OK Google, will it be sunny in Santa Cruz this weekend?", hearing a spoken answer, and reply with "how far is it from here?"[126][127] An update to the Chrome browser with voice-search functionality rolled out a week later, though it required a button press on a microphone icon rather than "OK Google" voice activation.[128] Google released a browser extension for the Chrome browser, named with a "beta" tag for unfinished development, shortly thereafter.[129] In May 2014, the company officially added "OK Google" into the browser itself;[130] they removed it in October 2015, citing low usage, though the microphone icon for activation remained available.[131] In May 2016, 20% of search queries on mobile devices were done through voice.[132]
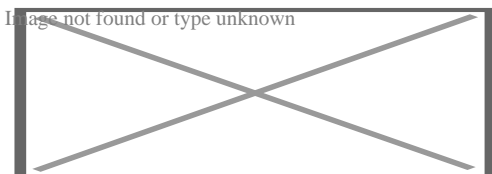
Operations

[edit]

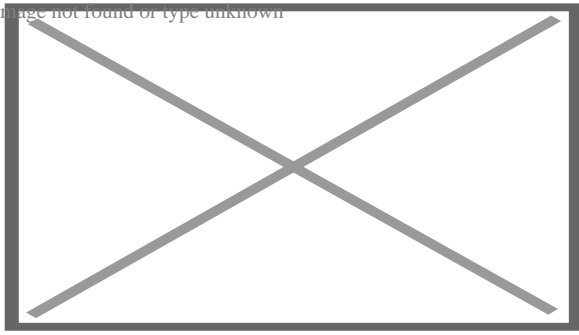# Search products

[edit]
Main article: List of Google products
"Google Videos" redirects here. For other uses, see Google Videos (disambiguation).

<div align="center">Google Videos</div>

Type of site	Video search engine
Available in	Multilingual
Owner	Google
URL	www.google.com/videohp
Commercial	Yes
Registration	Recommended
Launched	August 20, 2012; 12 years ago

In addition to its tool for searching web pages, Google also provides services for searching images, Usenet newsgroups, news websites, videos (**Google Videos**), searching by locality, maps, and items for sale online. **Google Videos** allows searching the World Wide Web for video clips.[133] The service evolved from Google Video, Google's discontinued video hosting service that also allowed to search the web for video clips.[133]

In 2012, Google has indexed over 30 trillion web pages, and received 100 billion queries per month.[134] It also caches much of the content that it indexes. Google operates other tools and services including Google News, Google Shopping, Google Maps, Google Custom Search, Google Earth, Google Docs, Picasa (discontinued), Panoramio (discontinued), YouTube, Google Translate, Google Blog Search and Google Desktop Search (discontinued[135]).

There are also products available from Google that are not directly search-related. Gmail, for example, is a webmail application, but still includes search features; Google Browser Sync does not offer any search facilities, although it aims to organize your browsing time.

Energy consumption

[edit]

In 2009, Google claimed that a search query requires altogether about 1 kJ or 0.0003 kW·h,[136] which is enough to raise the temperature of one liter of water by 0.24 °C. According to

green search engine Ecosia, the industry standard for search engines is estimated to be about 0.2 grams of CO_2 emission per search.[137] Google's 40,000 searches per second translate to 8 kg CO_2 per second or over 252 million kilos of CO_2 per year.[138]

Google Doodles

[edit]
Main article: Google Doodle

On certain occasions, the logo on Google's webpage will change to a special version, known as a "Google Doodle". This is a picture, drawing, animation, or interactive game that includes the logo. It is usually done for a special event or day although not all of them are well known.[139] Clicking on the Doodle links to a string of Google search results about the topic. The first was a reference to the Burning Man Festival in 1998,[140][141] and others have been produced for the birthdays of notable people like Albert Einstein, historical events like the interlocking Lego block's 50th anniversary and holidays like Valentine's Day.[142] Some Google Doodles have interactivity beyond a simple search, such as the famous "Google Pac-Man" version that appeared on May 21, 2010.

Criticism

[edit]

Privacy

[edit]
Main article: Privacy concerns regarding Google

Google has been criticized for placing long-term cookies on users' machines to store preferences, a tactic which also enables them to track a user's search terms and retain the data for more than a year.[143]

Since 2012, Google Inc. has globally introduced encrypted connections for most of its clients, to bypass governative blockings of the commercial and IT services.[144]

Complaints about indexing

[edit]

In 2003, *The New York Times* complained about Google's indexing, claiming that Google's caching of content on its site infringed its copyright for the content.[145] In both *Field v. Google* and *Parker v. Google*, the United States District Court of Nevada ruled in favor of Google.[146][147]

Child sexual abuse

[edit]

[icon] This section **needs expansion**. You can help by making an edit requestadding to it . (*May 2024)*

A 2019 *New York Times* article on Google Search showed that images of child sexual abuse had been found on Google and that the company had been reluctant at times to remove them.[148]

January 2009 malware bug

[edit]
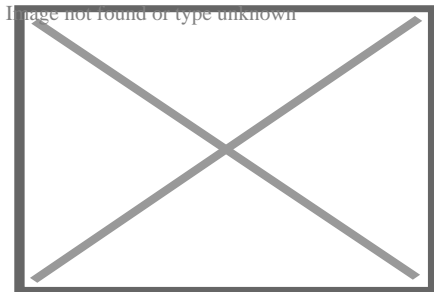
A screenshot of the error of January 31, 2009

Google flags search results with the message "This site may harm your computer" if the site is known to install malicious software in the background or otherwise surreptitiously. For approximately 40 minutes on January 31, 2009, all search results were mistakenly classified as malware and could therefore not be clicked; instead a warning message was displayed and the user was required to enter the requested URL manually. The bug was caused by human error.[149][150][151][152] The URL of "/" (which expands to all URLs) was mistakenly added to the malware patterns file.[150][151]

Possible misuse of search results

In 2007, a group of researchers observed a tendency for users to rely exclusively on Google Search for finding information, writing that "With the Google interface the user gets the impression that the search results imply a kind of totality. ... In fact, one only sees a small part of what one could see if one also integrates other research tools."[153]

In 2011, Google Search query results have been shown by Internet activist Eli Pariser to be tailored to users, effectively isolating users in what he defined as a filter bubble. Pariser holds algorithms used in search engines such as Google Search responsible for catering "a personal ecosystem of information".[154] Although contrasting views have mitigated the potential threat of "informational dystopia" and questioned the scientific nature of Pariser's claims,[155] filter bubbles have been mentioned to account for the surprising results of the U.S. presidential election in 2016 alongside fake news and echo chambers, suggesting that Facebook and Google have designed personalized online realities in which "we only see and hear what we like".[156]

FTC fines

In 2012, the US Federal Trade Commission fined Google US$22.5 million for violating their agreement not to violate the privacy of users of Apple's Safari web browser.[157] The FTC was also continuing to investigate if Google's favoring of their own services in their search results violated antitrust regulations.[158]

Payments to Apple

In a November 2023 disclosure, during the ongoing antitrust trial against Google, an economics professor at the University of Chicago revealed that Google pays Apple 36% of all search advertising revenue generated when users access Google through the Safari browser. This revelation reportedly caused Google's lead attorney to cringe visibly.[citation needed] The revenue generated from Safari users has been kept confidential, but the 36% figure suggests

that it is likely in the tens of billions of dollars.

Both Apple and Google have argued that disclosing the specific terms of their search default agreement would harm their competitive positions. However, the court ruled that the information was relevant to the antitrust case and ordered its disclosure. This revelation has raised concerns about the dominance of Google in the search engine market and the potential anticompetitive effects of its agreements with Apple.[159]

Big data and human bias

[edit]

Google search engine robots are programmed to use algorithms that understand and predict human behavior. The book, *Race After Technology: Abolitionist Tools for the New Jim Code*[160] by Ruha Benjamin talks about human bias as a behavior that the Google search engine can recognize. In 2016, some users Google searched "three Black teenagers" and images of criminal mugshots of young African American teenagers came up. Then, the users searched "three White teenagers" and were presented with photos of smiling, happy teenagers. They also searched for "three Asian teenagers", and very revealing photos of Asian girls and women appeared. Benjamin concluded that these results reflect human prejudice and views on different ethnic groups. A group of analysts explained the concept of a racist computer program: "The idea here is that computers, unlike people, can't be racist but we're increasingly learning that they do in fact take after their makers ... Some experts believe that this problem might stem from the hidden biases in the massive piles of data that the algorithms process as they learn to recognize patterns ... reproducing our worst values".[160]

Monopoly ruling

[edit]

On August 5, 2024, Google lost a lawsuit which started in 2020 in D.C. Circuit Court, with Judge Amit Mehta finding that the company had an illegal monopoly over Internet search.[161] This monopoly was held to be in violation of Section 2 of the Sherman Act.[162] Google has said it will appeal the ruling,[163] though they did propose to loosen search deals with Apple and others requiring them to set Google as the default search engine.[164]

Trademark

[edit]
Main article: Google (verb)

As people talk about "googling" rather than searching, the company has taken some steps to defend its trademark, in an effort to prevent it from becoming a generic trademark.[165][166] This has led to lawsuits, threats of lawsuits, and the use of euphemisms, such as calling Google Search a **famous web search engine**.[167]

Discontinued features

[edit]

Translate foreign pages

[edit]

Until May 2013, Google Search had offered a feature to translate search queries into other languages. A Google spokesperson told *Search Engine Land* that "Removing features is always tough, but we do think very hard about each decision and its implications for our users. Unfortunately, this feature never saw much pick up".[168]

Instant search

[edit]

Instant search was announced in September 2010 as a feature that displayed suggested results while the user typed in their search query, initially only in select countries or to registered users. [169] The primary advantage of the new system was its ability to save time, with Marissa Mayer, then-vice president of search products and user experience, proclaiming that the feature would save 2–5 seconds per search, elaborating that "That may not seem like a lot at first, but it adds up. With Google Instant, we estimate that we'll save our users 11 hours with each passing second!"[170] Matt Van Wagner of *Search Engine Land* wrote that "Personally, I kind of like Google Instant and I think it represents a natural evolution in the way search works", and also praised Google's efforts in public relations, writing that "With just a press conference and a few well-placed interviews, Google has parlayed this relatively minor speed improvement into an attention-grabbing front-page news story".[171] The upgrade also became notable for the company switching Google Search's underlying technology from HTML to AJAX.[172]

Instant Search could be disabled via Google's "preferences" menu for those who didn't want its functionality.[173]

The publication *2600: The Hacker Quarterly* compiled a list of words that Google Instant did not show suggested results for, with a Google spokesperson giving the following statement to *Mashable*:[174]

There are several reasons you may not be seeing search queries for a particular topic. Among other things, we apply a narrow set of removal policies for pornography, violence, and hate speech. It's important to note that removing queries from Autocomplete is a hard problem, and not as simple as blacklisting particular terms and phrases.

In search, we get more than one billion searches each day. Because of this, we take an algorithmic approach to removals, and just like our search algorithms, these are imperfect. We will continue to work to improve our approach to removals in Autocomplete, and are listening carefully to feedback from our users.

Our algorithms look not only at specific words, but compound queries based on those words, and across all languages. So, for example, if there's a bad word in Russian, we may remove a compound word including the transliteration of the Russian word into English. We also look at the search results themselves for given queries. So, for example, if the results for a particular query seem pornographic, our algorithms may remove that query from Autocomplete, even if the query itself wouldn't otherwise violate our policies. This system is neither perfect nor instantaneous, and we will continue to work to make it better.

PC Magazine discussed the inconsistency in how some forms of the same topic are allowed; for instance, "lesbian" was blocked, while "gay" was not, and "cocaine" was blocked, while "crack" and "heroin" were not. The report further stated that seemingly normal words were also blocked due to pornographic innuendos, most notably "scat", likely due to having two completely separate contextual meanings, one for music and one for a sexual practice.[175]

On July 26, 2017, Google removed Instant results, due to a growing number of searches on mobile devices, where interaction with search, as well as screen sizes, differ significantly from a computer.[176][177]

Instant previews[edit]

"Instant previews" allowed previewing screenshots of search results' web pages without having to open them. The feature was introduced in November 2010 to the desktop website and removed in April 2013 citing low usage.[178][179]

Dedicated encrypted search page

Various search engines provide encrypted Web search facilities. In May 2010 Google rolled out SSL-encrypted web search.[180] The encrypted search was accessed at encrypted.google.com [181] However, the web search is encrypted via Transport Layer Security (TLS) by default today, thus every search request should be automatically encrypted if TLS is supported by the web browser.[182] On its support website, Google announced that the address encrypted.google.com would be turned off April 30, 2018, stating that all Google products and most new browsers use HTTPS connections as the reason for the discontinuation.[183]

Real-Time Search

Google Real-Time Search was a feature of Google Search in which search results also sometimes included real-time information from sources such as Twitter, Facebook, blogs, and news websites.[184] The feature was introduced on December 7, 2009,[185] and went offline on July 2, 2011, after the deal with Twitter expired.[186] Real-Time Search included Facebook status updates beginning on February 24, 2010.[187] A feature similar to Real-Time Search was already available on Microsoft's Bing search engine, which showed results from Twitter and Facebook.[188] The interface for the engine showed a live, descending "river" of posts in the main region (which could be paused or resumed), while a bar chart metric of the frequency of posts containing a certain search term or hashtag was located on the right hand corner of the page above a list of most frequently reposted posts and outgoing links. Hashtag search links were also supported, as were "promoted" tweets hosted by Twitter (located persistently on top of the river) and thumbnails of retweeted image or video links.

In January 2011, geolocation links of posts were made available alongside results in Real-Time Search. In addition, posts containing syndicated or attached shortened links were made searchable by the *link:* query option. In July 2011, Real-Time Search became inaccessible, with the Real-Time link in the Google sidebar disappearing and a custom 404 error page generated by Google returned at its former URL. Google originally suggested that the interruption was temporary and related to the launch of Google+;[189] they subsequently announced that it was due to the expiry of a commercial arrangement with Twitter to provide access to tweets.[190]

See also

- icon
  Internet portal

- [List of search engines by popularity](#) – Software system for finding relevant information on the Web
- [Timeline of Google Search](#)
- [Censorship by Google § Google Search](#)
- [Google (verb)](#) – Transitive verb, to search using Google
- [Dragonfly (search engine)](#) – Prototype Internet search engine to comply with Chinese censorship requirements
- [Google bombing](#) – Practice that causes a webpage to have a high rank in Google
- [Google Panda](#) – Change to Google's search results ranking algorithm
- [Google Penguin](#) – Google search engine algorithm update
- [Googlewhack](#) – Contest to find a Google Search query that returns a single result
- [Halalgoogling](#) – Islamic search engine blocking haram content
- [Prabhakar Raghavan](#) – American computer scientist
- [Reunion (advertisement)](#) – Google India advertisement for Google Search
- [List of search engines](#)
- [Comparison of web search engines](#)
- [History of Google](#)
- [List of Google products](#)

References

[[edit](#)]

1. ^ York, Dan (June 6, 2016). *"Google's IPv6 Stats Hit 12% on Fourth Anniversary of World IPv6 Launch"*. CircleID. *Archived* from the original on November 28, 2020. Retrieved August 5, 2019.
2. ^ *"The Anatomy of a Large-Scale Hypertextual Web Search Engine"*. Computer Science Department, Stanford University, Stanford, CA. *Archived* from the original on April 25, 2009. Retrieved January 27, 2009.
3. ^ *"Search Engine Market Share Worldwide | StatCounter Global Stats"*. StatCounter Global Stats. *Archived* from the original on December 10, 2020. Retrieved April 9, 2021.
4. ^ *"google.com"*. similarweb.com.
5. ^ Fisher, Adam (July 10, 2018). *"Brin, Page, and Mayer on the Accidental Birth of the Company that Changed Everything"*. *Vanity Fair*. *Archived* from the original on July 4, 2019. Retrieved August 23, 2019.
6. ^ McHugh, Josh (January 1, 2003). *"Google vs. Evil"*. *Wired*. Retrieved August 24, 2019.
7. ^ D'Onfro, Jillian (February 13, 2016). *"How a billionaire who wrote Google's original code created a robot revolution"*. *Business Insider*. *Archived* from the original on August 24, 2019. Retrieved August 24, 2019.
8. ^ Yoon, John; Isaac, Mike (August 10, 2024). *"Susan Wojcicki, Former Chief of YouTube, Dies at 56"*. New York Times. Retrieved August 10, 2024.

9. **^** Google (Tue June 14, 2011) Official announcement Archived July 31, 2020, at the Wayback Machine
10. **^** *Hubbard, Douglas (2011). Pulse: The New Science of Harnessing Internet Buzz to Track Threats and Opportunities. John Wiley & Sons.*
11. **^** *"Soon We Won't Program Computers. We'll Train Them Like Dogs". Wired. Retrieved May 30, 2018.*
12. **^** *Barakat, Matthew; Liedtke, Michale (August 5, 2024). "Google illegally maintains monopoly over internet search, judge rules". Associated Press. Retrieved August 6, 2024.*
13. ^ ***a b** "A court says Google is a monopolist. Now what?". The Economist. ISSN 0013-0613 . Retrieved November 18, 2024.*
14. ^ ***a b** Dominguez, Trace (September 2, 2015). "How Much of the Internet Is Hidden?". Seeker. Group Nine Media. Archived from the original on December 10, 2017. Retrieved December 9, 2017.*
15. **^** *"View web pages cached in Google Search Results". Google Search Help. Archived from the original on December 18, 2017. Retrieved December 9, 2017.*
16. **^** *Boswell, Wendy (November 1, 2017). "How to Use Google to Find and Open Files Online". Lifewire. Dotdash. Archived from the original on December 10, 2017. Retrieved December 9, 2017.*
17. **^** *"Block explicit results on Google using SafeSearch". Google Search Help. Archived from the original on April 6, 2018. Retrieved December 9, 2017.*
18. **^** *Rosen, JJ (May 3, 2014). "The Internet you can't Google". The Tennessean. Gannett Company. Retrieved December 9, 2017.*
19. **^** *Sherman, Chris; Price, Gary (May 22, 2008). "The Invisible Web: Uncovering Sources Search Engines Can't See". Illinois Digital Environment for Access to Learning and Scholarship. University of Illinois at Urbana–Champaign. hdl:2142/8528.*
20. **^** *Albanesius, Chloe (August 10, 2012). "Google to Demote Sites With 'High Number' of Copyright Complaints". PC Magazine. Ziff Davis. Retrieved December 9, 2017.*
21. **^** *Schwartz, Barry (October 13, 2016). "Within months, Google to divide its index, giving mobile users better & fresher content". Search Engine Land. Archived from the original on December 9, 2017. Retrieved December 9, 2017.*
22. **^** *Roberts, Hannah (October 27, 2016). "Google is splitting its search index to target 'stripped down' mobile websites". Business Insider. Axel Springer SE. Archived from the original on December 9, 2017. Retrieved December 9, 2017.*
23. **^** *Perez, Sarah (December 20, 2017). "Google's mobile-first search index has rolled out to a handful of sites". TechCrunch. Oath Inc. Archived from the original on December 20, 2017. Retrieved December 21, 2017.*
24. **^** *Barnett, Emma (August 11, 2009). "Google reveals caffeine: a new faster search engine". The Daily Telegraph. Archived from the original on January 10, 2022. Retrieved December 9, 2017.*
25. **^** *Fox, Vanessa (August 10, 2009). "Google Caffeine: Google's New Search Engine Index" . Search Engine Land. Archived from the original on December 10, 2017. Retrieved December 9, 2017.*
26. **^** *Fox, Vanessa (June 8, 2010). "Google's New Indexing Infrastructure "Caffeine" Now Live". Search Engine Land. Archived from the original on December 10, 2017. Retrieved*

December 9, 2017.

27. ^ *Metz, Cade (September 9, 2010). "Google search index splits with MapReduce". The Register. Situation Publishing. Archived from the original on December 10, 2017. Retrieved December 9, 2017.*

28. ^ *Metz, Cade (August 14, 2009). "Google Caffeine: What it really is". The Register. Situation Publishing. Archived from the original on December 23, 2017. Retrieved December 9, 2017.*

29. ^ *Schwartz, Barry (August 9, 2018). "Google's Aug. 1 core algorithm update: Who did it impact, and how much". Search Engine Land. Archived from the original on August 23, 2018. Retrieved August 23, 2018.*

30. ^ *"Google Medic Update: Google's Core Search Update Had Big Impact On Health/Medical Sites". seroundtable.com. August 8, 2018. Archived from the original on March 21, 2019. Retrieved March 11, 2019.*

31. ^ *"Google Search Statistics - Internet Live Stats". www.internetlivestats.com. Archived from the original on February 4, 2015. Retrieved April 9, 2021.*

32. ^ *Barker, Alex; McCarthy, Bede (April 9, 2013). "Google favours 'in-house' search results". Financial Times. Archived from the original on December 10, 2022. Retrieved January 26, 2014.*

33. ^ *D'Onfro, Jillian (April 19, 2015). "Google is making a giant change this week that could crush millions of small businesses". Business Insider. Archived from the original on October 7, 2016. Retrieved November 5, 2016.*

34. ^ *Brin, S.; Page, L. (1998). "The anatomy of a large-scale hypertextual Web search engine" (PDF). Computer Networks and ISDN Systems. **30** (1–7): 107–117. CiteSeerX 10.1.1.115.5930. doi:10.1016/S0169-7552(98)00110-X. ISSN 0169-7552. S2CID 7587743 . Archived (PDF) from the original on November 8, 2006.*

35. ^ *"Corporate Information: Technology Overview". Archived from the original on February 10, 2010. Retrieved November 15, 2009.*

36. ^ *Levy, Steven (February 22, 2010). "Exclusive: How Google's Algorithm Rules the Web". Wired. Vol. 17, no. 12. Wired.com. Archived from the original on April 16, 2011.*

37. ^ "About: RankDex" Archived January 20, 2012, at the Wayback Machine, *RankDex*

38. ^ *"Method for node ranking in a linked database". Google Patents. Archived from the original on October 15, 2015. Retrieved October 19, 2015.*

39. ^ "Google's goal: to organize your daily life" Archived October 19, 2011, at the Wayback Machine. *Financial Times*.

40. ^ "Google and the Search for the Future" Archived July 30, 2017, at the Wayback Machine . *The Wall Street Journal*.

41. ^ *"Google Webmaster Guidelines". Archived from the original on January 9, 2009. Retrieved November 15, 2009.*

42. ^ *Segal, David (November 26, 2010). "A Bully Finds a Pulpit on the Web". The New York Times. Archived from the original on January 2, 2022. Retrieved November 27, 2010.*

43. ^ *"Blogspot.com". Googleblog.blogspot.com. Archived from the original on October 19, 2012. Retrieved August 4, 2012.*

44. ^ ***a b c*** Elran, Asher (November 15, 2013). *"What Google 'Hummingbird' Means for Your SEO Strategy". Entrepreneur. Archived from the original on June 24, 2022. Retrieved*

December 10, 2017.

45. ^ Sullivan, Danny (September 26, 2013). *"FAQ: All About The New Google "Hummingbird" Algorithm". Search Engine Land. Archived* from the original on December 23, 2018. Retrieved December 10, 2017.

46. ^ Dodds, Don (December 16, 2013). *"An SEO Guide to the Google Hummingbird Update". HuffPost. Oath Inc. Archived* from the original on June 4, 2016. Retrieved December 10, 2017.

47. ^ Taylor, Richard (September 26, 2013). *"Google unveils major upgrade to search algorithm". BBC News. BBC. Archived* from the original on June 26, 2022. Retrieved December 10, 2017.

48. ^ Marentis, Chris (April 11, 2014). *"A Complete Guide To The Essentials Of Post-Hummingbird SEO". Search Engine Land. Archived* from the original on June 28, 2022. Retrieved December 10, 2017.

49. ^ Warzel, Charlie (September 22, 2023). *"The Tragedy of Google Search".* The Atlantic. Retrieved November 7, 2023.

50. ^ Megan Gray (October 2, 2023). *"How Google Alters Search Queries to Get at Your Wallet". Archived* from *the original* on October 2, 2023. "This onscreen Google slide had to do with a "semantic matching" overhaul to its SERP algorithm. When you enter a query, you might expect a search engine to incorporate synonyms into the algorithm as well as text phrase pairings in natural language processing. But this overhaul went further, actually altering queries to generate more commercial results."

51. ^ Megan Gray (October 8, 2023). *"Google is controlling the trial w/ its secrecy designations, controlling our searches w/ its greed, and controlling Wired w/ its scare tactics. I wrote an op-ed re Google mucking around w/ organic search to make it more shopping-oriented to gin up ad $. I stand by that. My ÃƒÂ°Ã…Â¸Ã‚Â§Ã‚µ".* Twitter. *Archived* from the original on November 7, 2023 – via Thread Reader App.

52. ^ Schwartz, Barry (March 5, 2024). *"Google releasing massive search quality enhancements in March 2024 core update and multiple spam updates".* Search Engine Land.

53. ^ Schwartz, Barry (March 20, 2024). *"Google March 2024 spam update done rolling out".* Search Engine Land.

54. ^ ***a b*** Hancock, Edith (September 10, 2024). *"Google loses EU court battle over €2.4B antitrust fine".* Politico. Retrieved September 10, 2024.

55. ^ *"test".* Google Search. Archived from *the original* on October 5, 2021. Retrieved October 5, 2021.

56. ^ Slegg, Jennifer (November 2, 2015). *"Google Testing Huge 7-Line Snippets in Search Results".* The SEM Post. *Archived* from the original on October 17, 2021. Retrieved October 5, 2021.

57. ^ *"Google officially increases length of snippets in search results".* Search Engine Land. December 1, 2017. *Archived* from the original on October 5, 2021. Retrieved October 5, 2021.

58. ^ Marshall, Matt (May 16, 2007). *"Google's move to "universal search"". VentureBeat. Archived* from the original on December 10, 2017. Retrieved December 9, 2017.

59. ^ Sullivan, Danny (May 16, 2007). "Google Launches "Universal Search" & Blended Results". Search Engine Land. Archived from the original on December 10, 2017. Retrieved December 9, 2017.
60. ^ Mayer, Marissa (May 16, 2007). "Universal search: The best answer is still the best answer". Official Google Blog. Archived from the original on December 10, 2017. Retrieved December 9, 2017.
61. ^ Lardinois, Frederic (June 20, 2017). "Google launches its AI-powered jobs search engine". TechCrunch. AOL. Archived from the original on June 21, 2017. Retrieved June 22, 2017.
62. ^ Gebhart, Andrew (June 20, 2017). "Google for Jobs is ready to help your employment search". CNET. CBS Interactive. Archived from the original on June 20, 2017. Retrieved June 22, 2017.
63. ^ Fox, Vanessa (May 12, 2009). "Google Search Now Supports Microformats and Adds "Rich Snippets" to Search Results". Search Engine Land. Archived from the original on December 9, 2017. Retrieved December 9, 2017.
64. ^ Schwartz, Barry (May 17, 2016). "Google launches rich cards for movie and recipe websites". Search Engine Land. Archived from the original on December 9, 2017. Retrieved December 9, 2017.
65. ^ Schwartz, Barry (March 29, 2017). "Google quietly expands rich cards worldwide". Search Engine Land. Archived from the original on December 9, 2017. Retrieved December 9, 2017.
66. ^ a b Singhal, Amit (May 16, 2012). "Introducing the Knowledge Graph: things, not strings". Official Google Blog. Archived from the original on December 10, 2017. Retrieved December 10, 2017.
67. ^ "Your business information in the Knowledge Panel". Google My Business Help. Archived from the original on April 20, 2017. Retrieved December 10, 2017.
68. ^ Newton, Casey (December 14, 2012). "How Google is taking the Knowledge Graph global". CNET. CBS Interactive. Archived from the original on December 10, 2017. Retrieved December 10, 2017.
69. ^ Newton, Casey (December 4, 2012). "Google's Knowledge Graph tripled in size in seven months". CNET. CBS Interactive. Archived from the original on August 29, 2018. Retrieved December 10, 2017.
70. ^ a b Dewey, Caitlin (May 11, 2016). "You probably haven't even noticed Google's sketchy quest to control the world's knowledge". The Washington Post. Archived from the original on September 25, 2017. Retrieved December 10, 2017.
71. ^ Lynley, Matthew (May 18, 2016). "Google unveils Google Assistant, a virtual assistant that's a big upgrade to Google Now". TechCrunch. Oath Inc. Archived from the original on January 26, 2021. Retrieved December 10, 2017.
72. ^ Bohn, Dieter (May 18, 2016). "Google Home: a speaker to finally take on the Amazon Echo". The Verge. Vox Media. Archived from the original on December 15, 2017. Retrieved December 10, 2017.
73. ^ Browne, Ryan (December 10, 2020). "Google launches knowledge panels in search results to tackle misinformation about Covid vaccines". CNBC. Retrieved August 28, 2024.

74. ^ Lardinois, Frederic (May 16, 2012). *"Google Just Got A Whole Lot Smarter, Launches Its Knowledge Graph"*. TechCrunch. Retrieved August 28, 2024.
75. ^ Duffy, Scott (April 7, 2023). *"How to Claim and Optimize Your Google Knowledge Panel"*. Entrepreneur. Retrieved August 28, 2024.
76. ^ Gartenberg, Chaim (May 26, 2017). *"Google adds new Personal tab to search results to show Gmail and Photos content"*. The Verge. Vox Media. Archived from the original on May 26, 2017. Retrieved May 27, 2017.
77. ^ Westenberg, Jimmy (May 28, 2017). *"New Personal tab in Google Search will show results from Photos, Gmail, and more"*. Android Authority. Archived from the original on December 15, 2017. Retrieved December 15, 2017.
78. ^ *a b* Bell, Karissa. *"Google is using your entire search history to create a personalized news feed"*. Mashable. Archived from the original on May 23, 2018. Retrieved May 22, 2018.
79. ^ *"Google is putting a news feed in Android's home screen"*. The Verge. Archived from the original on September 13, 2018. Retrieved May 22, 2018.
80. ^ Larson, Selena. *"The Google app feed is about to get more personal"*. CNNMoney. Archived from the original on May 23, 2018. Retrieved May 22, 2018.
81. ^ *"Introducing Google Discover"*. The Keyword Google. Archived from the original on July 16, 2021. Retrieved July 14, 2021.
82. ^ Lee, Dave (November 21, 2019). *"Google to restrict political adverts worldwide"*. Archived from the original on November 21, 2019. Retrieved November 21, 2019.
83. ^ Pierce, David (May 10, 2023). *"The AI takeover of Google Search starts now"*. The Verge. Archived from the original on May 10, 2023. Retrieved September 12, 2023.
84. ^ Levy, Steven (September 11, 2023). *"Sundar Pichai on Google;s AI, Microsoft's AI, OpenAI, and ... Did We Mention AI?"*. Wired. Archived from the original on September 11, 2023. Retrieved September 12, 2023.
85. ^ Peters, Jay (October 12, 2023). *"Google's AI-powered search experience can now generate images"*. The Verge. Archived from the original on October 12, 2023. Retrieved October 15, 2023.
86. ^ *a b* Pierce, David (May 14, 2024). *"Google is redesigning its search engine — and it's AI all the way down"*. The Verge. Archived from the original on May 14, 2024. Retrieved May 14, 2024.
87. ^ *a b* McMahon, Liv; Kleinman, Zoe (May 25, 2024). *"Glue pizza and eat rocks: Google AI search errors go viral"*. BBC.
88. ^ Field, Hayden (May 24, 2024). *"Google criticized as AI Overview makes obvious errors, such as saying former President Obama is Muslim"*. CNBC.
89. ^ Grant, Nico (May 24, 2024). *"Google's A.I. Search Errors Cause a Furor Online"*. New York Times.
90. ^ De Vynck, Gerrit (May 30, 2024). *"Google scales back AI search answers after it told users to eat glue"*. The Washington Post. Archived from the original on May 31, 2024. Retrieved May 31, 2024.
91. ^ Parshall, Allison. *"What Do Google's AI Answers Cost the Environment?"*. Scientific American.

92. ^ Darcy, Oliver (May 15, 2024). *"News publishers sound alarm on Google's new AI-infused search, warn of 'catastrophic' impacts | CNN Business"*. CNN. Retrieved November 3, 2024.
93. ^ Mauran, Cecily (August 15, 2024). *"The new Google AI Overview layout is a small win for publishers"*. Mashable. Retrieved November 3, 2024.
94. ^ Yeo, Amanda (October 28, 2024). *"Google's AI Overview is rolling out worldwide"*. Mashable. Retrieved November 3, 2024.
95. ^ Malik, Aisha (March 5, 2025). *"Google Search's new 'AI Mode' lets users ask complex, multi-part questions"*. TechCrunch. Retrieved March 7, 2025.
96. ^ Langley, Hugh. *"Google's new AI Mode is a huge leap away from search as we know it"*. Business Insider. Retrieved March 7, 2025.
97. ^ Beato, Augusto. *"Google Redesign Backs Social Effort"*. Portland SEO. *Archived* from the original on December 1, 2017. Retrieved July 1, 2011.
98. ^ *"Google redesigns its homepage"*. *Los Angeles Times*. June 29, 2011. *Archived* from the original on January 21, 2013. Retrieved August 4, 2012.
99. ^ *"Google support forum, one of many threads on being unable to switch off the black navigation bar"*. *Archived* from the original on December 24, 2011. Retrieved August 4, 2012.
100. ^ *"Google ads: The wolf is out of the lamb's skin"*. www.techmw.com. *Archived* from the original on December 2, 2013. Retrieved December 2, 2013.
101. ^ Schwartz, Barry (December 6, 2016). *"Google begins rolling out a new desktop search user interface"*. Search Engine Land. blogspot. *Archived* from the original on December 7, 2016. Retrieved December 6, 2016.
102. ^ *"Google Search"*. *Archived* from the original on May 28, 2010. Retrieved May 30, 2018.
103. ^ Perez, Sarah (January 22, 2020). *"Google's Collections feature now pushes people to save recipes & products, using AI"*. TechCrunch. Oath Inc. *Archived* from the original on July 14, 2021. Retrieved July 14, 2021.
104. ^ Bohn, Dieter (December 6, 2016). *"Google is putting a news feed in Android's home screen"*. The Verge. Vox Media. *Archived* from the original on December 16, 2017. Retrieved December 15, 2017.
105. ^ Newton, Casey (July 19, 2017). *"Google introduces the feed, a personalized stream of news on iOS and Android"*. The Verge. Vox Media. *Archived* from the original on December 16, 2017. Retrieved December 15, 2017.
106. ^ Matney, Lucas (July 19, 2017). *"Google introduces the feed, a news stream of your evolving interests"*. TechCrunch. Oath Inc. *Archived* from the original on December 16, 2017. Retrieved December 15, 2017.
107. ^ Schwartz, Barry (April 19, 2016). *"Google Testing Trending In Search Auto-Complete"*. Search Engine Roundtable. *Archived* from the original on December 16, 2017. Retrieved December 15, 2017.
108. ^ Schwartz, Barry (August 11, 2016). *"You Can Now Opt Out Of Trending Searches In The Google Search App"*. Search Engine Roundtable. *Archived* from the original on December 16, 2017. Retrieved December 15, 2017.
109. ^ Perez, Sarah (September 1, 2017). *"Google's Search app on iOS gets a Twitter-like Trends feature, faster Instant Answers"*. TechCrunch. Oath Inc. *Archived* from the original

on December 16, 2017. Retrieved December 15, 2017.

110. ^ *"Google for India: Building India-first products and features"*. *Google*. December 5, 2017. *Archived* from the original on February 5, 2022. Retrieved February 5, 2022.

111. ^ *"Top 500"*. *Alexa Internet*. Archived from *the original* on February 3, 2021. Retrieved November 8, 2020.

112. ^ *Perry, Alex (April 10, 2019). "Google makes it way easier to search by date"*. *Mashable*. *Archived* from the original on March 2, 2022. Retrieved March 2, 2022.

113. ^ *a b* *"How to search on Google"*. *Google Search Help*. *Archived* from the original on December 5, 2017. Retrieved December 9, 2017.

114. ^ *"Refine web searches"*. *Google Search Help*. *Archived* from the original on October 11, 2017. Retrieved December 9, 2017.

115. ^ *Boswell, Wendy (October 5, 2017). "Advanced Google Search Shortcuts"*. *Lifewire*. *Dotdash*. *Archived* from the original on January 7, 2018. Retrieved December 9, 2017.

116. ^ *"Google Advanced Search"*. *Google*. *Archived* from the original on June 8, 2022. Retrieved June 9, 2022.

117. ^ *Smarty, Ann (October 31, 2008). "What is Google Query Expansion? Cases and Examples"*. *Search Engine Journal*. *Archived* from the original on December 10, 2017. Retrieved December 9, 2017.

118. ^ *Sullivan, Danny (August 25, 2008). "Google.com Finally Gets Google Suggest Feature"*. *Search Engine Land*. *Archived* from the original on December 10, 2017. Retrieved December 9, 2017.

119. ^ *"What Does The I'm Feeling Lucky Button On Google Search Do?"*. *Fossbytes*. April 12, 2016. *Archived* from the original on February 5, 2023. Retrieved March 2, 2022.

120. ^ *Karch, Marziah (November 25, 2017). "How to Use Google's "I'm Feeling Lucky" Button"*. *Lifewire*. *Dotdash*. *Archived* from the original on December 10, 2017. Retrieved December 9, 2017.

121. ^ *Paul, Ian (August 24, 2012). "Google Changes 'I'm Feeling Lucky' Button"*. *PC World*. *International Data Group*. *Archived* from the original on August 31, 2017. Retrieved December 9, 2017.

122. ^ *Newman, Brendan (November 19, 2007). "Are you feeling lucky? Google is"*. *Marketplace*. *American Public Media*. *Archived* from the original on October 20, 2017. Retrieved December 9, 2017.

123. ^ *Reporters, Telegraph (August 17, 2017). "15 fun Google Easter eggs"*. *The Daily Telegraph*. *Archived* from the original on January 10, 2022. Retrieved December 9, 2017.

124. ^ *Klosowski, Thorin (September 6, 2012). "20 Google Search Shortcuts to Hone Your Google-Fu"*. *Lifehacker*. *Univision Communications*. *Archived* from the original on December 10, 2017. Retrieved December 9, 2017.

125. ^ *Graziano, Dan (August 9, 2013). "How to get the most out of Google search"*. *CNET*. *CBS Interactive*. *Archived* from the original on December 10, 2017. Retrieved December 9, 2017.

126. ^ *Warman, Matt (May 16, 2013). "'OK Google' - 'conversational search' is coming soon"*. *The Daily Telegraph*. *Archived* from the original on January 10, 2022. Retrieved December 9, 2017.

127. ^ Robertson, Adi (May 15, 2013). "Google adds button-free voice search in Chrome: just say 'OK Google'". The Verge. Vox Media. Archived from the original on December 10, 2017. Retrieved December 9, 2017.

128. ^ Lee, Jessica (May 23, 2013). "Google Talks Back: Conversational Search Available on New Version of Chrome". Search Engine Watch. Archived from the original on December 10, 2017. Retrieved December 9, 2017.

129. ^ Albanesius, Chloe (November 27, 2013). "'OK Google' Voice Search Lands on Chrome". PC Magazine. Ziff Davis. Retrieved December 9, 2017.

130. ^ Protalinski, Emil (May 20, 2014). "Chrome 35 launches with 'OK Google' voice search, more control over touch input, new APIs and JavaScript features". The Next Web. Archived from the original on December 10, 2017. Retrieved December 9, 2017.

131. ^ Protalinski, Emil (October 16, 2015). "Google removes 'OK Google' voice search from Chrome". VentureBeat. Archived from the original on December 10, 2017. Retrieved December 9, 2017.

132. ^ Shahani, Aarti (May 18, 2016). "With New Products, Google Flexes Muscles To Competitors, Regulators". NPR. Archived from the original on December 16, 2017. Retrieved December 15, 2017.

133. ^ a b Sullivan, Danny (August 5, 2010). "Let's Celebrate Google's Biggest Failures!". Search Engine Land. Archived from the original on April 5, 2019. Retrieved April 5, 2019.

134. ^ "Google: 100 Billion Searches Per Month, Search To Integrate Gmail, Launching Enhanced Search App For iOS". Searchengineland.com. August 8, 2012. Archived from the original on March 3, 2013. Retrieved February 18, 2013.

135. ^ Alan Eustace (September 2, 2011). "A fall spring-clean". Archived from the original on September 7, 2011. Retrieved October 1, 2020.

136. ^ Blogspot.com Archived July 29, 2009, at the Wayback Machine, Powering a Google search

137. ^ [1] Archived March 28, 2019, at the Wayback Machine How does Ecosia neutralize a search's CO2 emissions?

138. ^ [2] Archived February 4, 2015, at the Wayback Machine Google Search Statistics

139. ^ About Google Doodles . Google.com. Retrieved on November 29, 2013.

140. ^ Hwang, Dennis (June 8, 2004). "Oodles of Doodles". Google (corporate blog). Archived from the original on December 2, 2010. Retrieved July 19, 2006.

141. ^ "History of Doodles". Google, Inc. Archived from the original on February 5, 2014. Retrieved October 5, 2010.

142. ^ "valentine07". Google. February 14, 2007. Archived from the original on March 7, 2007. Retrieved April 6, 2007.

143. ^ Caddy, Becca (March 20, 2017). "Google tracks everything you do: here's how to delete it". Wired. Archived from the original on March 24, 2017. Retrieved March 20, 2017.

144. ^ Craig Timberg; Jla Lynn Yang (March 12, 2014). "Google is encrypting search globally. That's bad for the NSA and China's censors". The Washington Post. Archived from the original on December 3, 2018. Retrieved July 7, 2018.

145. ^ Olsen, Stefanie (July 9, 2003). "Google cache raises copyright concerns". CNET. CBS Interactive. Archived from the original on May 10, 2011. Retrieved June 13, 2010.

146. ^ *Field v. Google*, CV-S-04-0413-RCJ-LRL (Nevada District Court January 19, 2006), archived from the original.
147. ^ *Parker v. Google*, 04-CV-3918 (Eastern Pennsylvania District Court March 10, 2006), archived from the original on 2006-05-19.
148. ^ Keller, Michael H.; Dance, Gabriel J. X. (November 9, 2019). *"Child Abusers Run Rampant as Tech Companies Look the Other Way"*. The New York Times. ISSN 0362-4331. Retrieved October 9, 2023.
149. ^ Krebs, Brian (January 31, 2009). *"Google: This Internet May Harm Your Computer"*. The Washington Post. Archived from the original on November 30, 2011. Retrieved January 31, 2009.
150. ^ *a b* Mayer, Marissa (January 31, 2009). *"This site may harm your computer on every search result?!?!"*. Official Google Blog. Archived from the original on February 2, 2009. Retrieved January 31, 2009.
151. ^ *a b* Weinstein, Maxim (January 31, 2009). *"Google glitch causes confusion"*. StopBadware. Archived from the original on July 8, 2010. Retrieved May 10, 2010.
152. ^ Cooper, Russ (January 31, 2009). *"Serious problems with Google search"*. Verizon Business Security Blog. Archived from the original on July 17, 2011. Retrieved May 10, 2010.
153. ^ Maurer, H.; Balke, Tilo; Kappe, Frank; Kulathuramaiyer, Narayanan; Weber, Stefan; Zaka, Bilal (September 30, 2007). *"Report on dangers and opportunities posed by large search engines, particularly Google"* (PDF). Graz University of Technology. Archived from the original (PDF) on December 29, 2009. Retrieved June 13, 2017.
154. ^ Parramore, Lynn (October 10, 2010). *"The Filter Bubble"*. The Atlantic. Archived from the original on August 22, 2017. Retrieved April 20, 2011. "Since Dec. 4, 2009, Google has been personalized for everyone. So when I had two friends this spring Google 'BP,' one of them got a set of links that was about investment opportunities in BP. The other one got information about the oil spill"
155. ^ Weisberg, Jacob (June 10, 2011). *"Bubble Trouble: Is Web personalization turning us into solipsistic twits?"*. Slate. Archived from the original on June 12, 2011. Retrieved August 15, 2011.
156. ^ Mostafa M. El-Bermawy (November 18, 2016). *"Your Filter Bubble is Destroying Democracy"*. Wired. Retrieved March 3, 2017. "The global village that was once the internet ... digital islands of isolation that are drifting further apart each day ... your experience online grows increasingly personalized"
157. ^ "Google fined over Safari privacy violation" Archived August 11, 2012, at the Wayback Machine. *Al Jazeera*, August 10, 2012.
158. ^ Bailey, Brandon. "Google's review by FTC nearing critical point" Archived January 22, 2013, at the Wayback Machine. *Mercury News*, November 9, 2012.
159. ^ Nylen, Leah (November 13, 2023). *"Apple Gets 36% of Google Revenue in Search Deal, Expert Says"*. Bloomberg News. Retrieved November 14, 2023.
160. ^ *a b* Benjamin, Ruha (2019). Race After Technology: Abolitionist Tools for the New Jim Code. Cambridge, UK: Polity Press. pp. 94–95. ISBN 9781509526437.
161. ^ Peters, Jay (August 6, 2024). *"Now that Google is a monopolist, what's next? / Reaching a decision on what to do about Google Search could take a very long time"*. The Verge.

Retrieved August 6, 2024.

162. ^ Mallin, Alexander (August 5, 2024). *"Google violated antitrust laws to maintain dominance over online search, judge says"*. ABC News. Retrieved August 6, 2024.

163. ^ Milmo, Dan; editor, Dan Milmo Global technology (November 21, 2024). *"Google must sell Chrome to end search monopoly, says US justice department"*. The Guardian. ISSN 0261-3077. Retrieved January 7, 2025. cite news: |last2= has generic name (help)

164. ^ Godoy, Jody (December 23, 2024). *"Google offers to loosen search deals in US antitrust case remedy"*. Reuters. Retrieved January 7, 2025.

165. ^ Duffy, Jonathan (June 20, 2003). *"Google calls in the 'language police'"*. BBC News. Archived from the original on June 29, 2012. Retrieved April 10, 2019.

166. ^ Ash, Karen Artz; Danow, Bret J. *""Google It": The Search Engine's Trademark May Be a Verb, But It's Not Generic"*. The National Law Review. Archived from the original on April 10, 2019. Retrieved April 10, 2019.

167. ^ *"Feedback: Weight in dollars squared"*. New Scientist. June 5, 2013. Archived from the original on April 26, 2021. Retrieved November 8, 2020.

168. ^ Schwartz, Barry (May 20, 2013). *"Google Drops "Translated Foreign Pages" Search Option Due To Lack Of Use"*. Search Engine Land. Archived from the original on October 17, 2017. Retrieved December 15, 2017.

169. ^ *"Google Instant Search: The Complete User's Guide"*. Search Engine Land. September 8, 2010. Archived from the original on October 20, 2021. Retrieved October 5, 2021. " Google Instant only works for searchers in the US or who are logged in to a Google account in selected countries outside the US"

170. ^ Mayer, Marissa (September 8, 2010). *"Search: now faster than the speed of type"*. Official Google Blog. Archived from the original on December 15, 2017. Retrieved December 15, 2017.

171. ^ Wagner, Matt Van (September 20, 2010). *"How Google Saved $100 Million By Launching Google Instant"*. Search Engine Land. Archived from the original on October 19, 2017. Retrieved December 15, 2017.

172. ^ Gomes, Ben (September 9, 2010). *"Google Instant, behind the scenes"*. Official Google Blog. Archived from the original on December 15, 2017. Retrieved December 15, 2017.

173. ^ Pash, Adam (September 8, 2010). *"How to Turn Off Google Instant Search"*. Lifehacker. Univision Communications. Archived from the original on December 16, 2017. Retrieved December 15, 2017.

174. ^ Axon, Samuel (September 28, 2010). *"Which Words Does Google Instant Blacklist?"*. Mashable. Ziff Davis. Archived from the original on December 15, 2017. Retrieved December 15, 2017.

175. ^ Horn, Leslie (September 29, 2010). *"Google Instant Blacklist: Which Words Are Blocked?"*. PC Magazine. Ziff Davis. Retrieved December 15, 2017.

176. ^ Schwartz, Barry (July 26, 2017). *"Google has dropped Google Instant Search"*. Search Engine Land. Archived from the original on December 15, 2017. Retrieved December 15, 2017.

177. ^ Statt, Nick (July 26, 2017). *"Google will stop showing search results as you type because it makes no sense on mobile"*. The Verge. Vox Media. Archived from the original on December 15, 2017. Retrieved December 15, 2017.

178. ^ *Singel, Ryan (November 9, 2010). "Google Gives Searchers 'Instant Previews' of Result Pages". Wired. Retrieved October 5, 2021.*

179. ^ *"Google Drops Instant Previews Over Low Usage". seroundtable.com. April 25, 2013. Archived from the original on October 5, 2021. Retrieved October 5, 2021.*

180. ^ *"SSL Search: Features – Web Search Help". Web Search Help. May 2010. Archived from the original on May 24, 2010. Retrieved July 7, 2010.*

181. ^ *"Encrypted.google.com". Archived from the original on December 29, 2013. Retrieved August 4, 2012.*

182. ^ *"Google Will Start Encrypting Your Searches". Time. March 13, 2014. Retrieved February 6, 2017.*

183. ^ *"Encrypted.google.com is going away". Google Inc. Archived from the original on March 27, 2018. Retrieved May 18, 2018.*

184. ^ "Google launches Real-Time Search" Archived January 26, 2021, at the Wayback Machine. Mashable. Retrieved July 12, 2010.

185. ^ "Relevance meets the real-time web" Archived April 7, 2019, at the Wayback Machine. Google. Retrieved July 12, 2010.

186. ^ *"As Deal With Twitter Expires, Google Realtime Search Goes Offline". Searchengineland.com. July 4, 2011. Archived from the original on November 11, 2013. Retrieved March 3, 2014.*

187. ^ "Google Real-Time Search Now Includes A Fraction Of Facebook Status Updates" Archived October 31, 2019, at the Wayback Machine. TechCrunch. Retrieved July 12, 2010.

188. ^ "Google's Real-Time Search Ready to Challenge Bing" Archived July 6, 2012, at the Wayback Machine. *PC World*. Retrieved July 12, 2010.

189. ^ *Quotes delayed at least 15 min (December 31, 1999). "Business news: Financial, stock & investing news online - MSN Money". Money.msn.com. Archived from the original on April 2, 2011. Retrieved March 3, 2014.*cite web: CS1 maint: numeric names: authors list (link)

190. ^ *"Google Realtime Search Goes Missing". Searchengineland.com. July 3, 2011. Archived from the original on February 14, 2014. Retrieved March 3, 2014.*

Further reading

[edit]

- *Google Hacks* from O'Reilly is a book containing tips about using Google effectively. Now in its third edition (2006). ISBN 0-596-52706-3.
- *Google: The Missing Manual* by Sarah Milstein and Rael Dornfest (O'Reilly, 2004). ISBN 0-596-00613-6
- *How to Do Everything with Google* by Fritz Schneider, Nancy Blachman, and Eric Fredricksen (McGraw-Hill Osborne Media, 2003). ISBN 0-07-223174-2
- *Google Power* by Chris Sherman (McGraw-Hill Osborne Media, 2005). ISBN 0-07-225787-3

- Barroso, Luiz Andre; Dean, Jeffrey; Hölzle, Urs (2003). "Web Search for a Planet: The Google Cluster Architecture". *IEEE Micro*. **23** (2): 22–28. *doi:10.1109/MM.2003.1196112*. *ISSN 0272-1732*. *S2CID 15886858*.
- Broderick, Ryan (August 28, 2023). *"The end of the Googleverse". The Verge. Archived* from the original on August 28, 2023. Retrieved August 30, 2023.
- Belanger, Ashley (October 27, 2023). *"Google loses fight to hide 2021 money pit: $26B in default contracts". Ars Technica.* Retrieved October 28, 2023.

External links

[edit]

- Official website Edit this at Wikidata
- Google Search home
- Google Trends home

- **v**
- **t**
- **e**

Google

a subsidiary of Alphabet

Company

Divisions
- AI
- *Area 120*
- ATAP
- *Brain*
- China
- Cloud Platform
- Energy
- Google.org
  - Crisis Response
- *Health*
- Registry

Active
- Security Operations
- DeepMind
- Fitbit
- ITA Software
- Jigsaw
- Looker
- Mandiant
- Owlchemy Labs

Subsidiaries
- Actifio
- Adscape
- Akwan Information Technologies
- Anvato
- Apigee
- BandPage
- Bitium
- BufferBox
- Crashlytics
- Dodgeball
- DoubleClick
- Dropcam
- Endoxon
- Flutter
- Global IP Solutions
- Green Throttle Games
- GreenBorder
- Gridcentric
- ImageAmerica
- Impermium
- Invite Media

Development

- Accelerated Linear Algebra
- AMP
- *Actions on Google*
- ALTS
- American Fuzzy Lop
- *Android Cloud to Device Messaging*
- Android Debug Bridge
- Android NDK
- Android Runtime
- Android SDK
- Android Studio
- Angular
- *AngularJS*
- Apache Beam
- APIs
- App Engine
- App Inventor
- *App Maker*
- App Runtime for Chrome
- *AppJet*
- Apps Script
- AppSheet
- ARCore

A–C
- *Base*
- Bazel
- BeyondCorp
- Bigtable
- BigQuery
- Bionic
- Blockly
- *Borg*
- *Caja*
- Cameyo
- Chart API
- Charts
- *Chrome Frame*
- Chromium
  - Blink
- Closure Tools
- *Cloud Connect*
- Cloud Dataflow
- Cloud Datastore
- *Cloud Messaging*
- Cloud Shell

Software

- *Aardvark*
- Account
    - Dashboard
    - Takeout
- Ad Manager
- AdMob
- Ads
- AdSense
- *Affiliate Network*
- Alerts

A
- *Allo*
- Analytics
- Android Auto
- *Android Beam*
- *Answers*
- *Apture*
- Arts & Culture
- Assistant
- *Attribution*
- Authenticator

- *BebaPay*
- *BeatThatQuote.com*
- *Blog Search*
- Blogger
- *Body*
- *Bookmarks*

B
- Books
    - Ngram Viewer
- *Browser Sync*
- *Building Maker*
- *Bump*
- *BumpTop*
- *Buzz*

- Calendar
- Cast
- *Catalogs*
- Chat
- *Checkout*
- Chrome
- *Chrome Apps*
- Chrome Experiments

Hardware

Pixel

Smartphones

- Pixel (2016)
- Pixel 2 (2017)
- Pixel 3 (2018)
- Pixel 3a (2019)
- Pixel 4 (2019)
- Pixel 4a (2020)
- Pixel 5 (2020)
- Pixel 5a (2021)
- Pixel 6 (2021)
- Pixel 6a (2022)
- Pixel 7 (2022)
- Pixel 7a (2023)
- Pixel Fold (2023)
- Pixel 8 (2023)
- Pixel 8a (2024)
- Pixel 9 (2024)
- Pixel 9 Pro Fold (2024)

Smartwatches

- Pixel Watch (2022)
- Pixel Watch 2 (2023)
- Pixel Watch 3 (2024)

Tablets

- Pixel C (2015)
- Pixel Slate (2018)
- Pixel Tablet (2023)

Laptops

- Chromebook Pixel (2013–2015)
- Pixelbook (2017)
- Pixelbook Go (2019)

Other

- Pixel Buds (2017–present)

Smartphones

- Nexus One (2010)
- Nexus S (2010)
- Galaxy Nexus (2011)
- Nexus 4 (2012)
- Nexus 5 (2013)
- Nexus 6 (2014)

Litigation

Advertising
- *Feldman v. Google, Inc.* (2007)
- *Rescuecom Corp. v. Google Inc.* (2009)
- *Goddard v. Google, Inc.* (2009)
- *Rosetta Stone Ltd. v. Google, Inc.* (2012)
- *Google, Inc. v. American Blind & Wallpaper Factory, Inc.* (2017)
- Jedi Blue

Antitrust
- European Union (2010–present)
- *United States v. Adobe Systems, Inc., Apple Inc., Google Inc., Intel Corporation, Intuit, Inc., and Pixar* (2011)
- *Umar Javeed, Sukarma Thapar, Aaqib Javeed vs. Google LLC and Ors.* (2019)
- *United States v. Google LLC* (2020)
- *United States v. Google LLC* (2023)

Intellectual property
- *Perfect 10, Inc. v. Amazon.com, Inc.* (2007)
- *Viacom International Inc. v. YouTube, Inc.* (2010)
- *Lenz v. Universal Music Corp.*(2015)
- *Authors Guild, Inc. v. Google, Inc.* (2015)
- *Field v. Google, Inc.* (2016)
- *Google LLC v. Oracle America, Inc.* (2021)
- Smartphone patent wars

Privacy
- *Rocky Mountain Bank v. Google, Inc.* (2009)
- *Hibnick v. Google, Inc.* (2010)
- *United States v. Google Inc.* (2012)
- Judgement of the German Federal Court of Justice on Google's autocomplete function (2013)
- *Joffe v. Google, Inc.* (2013)
- *Mosley v SARL Google* (2013)
- *Google Spain v AEPD and Mario Costeja González* (2014)
- *Frank v. Gaos* (2019)

Other
- *Garcia v. Google, Inc.* (2015)
- *Google LLC v Defteros* (2020)
- *Epic Games v. Google* (2021)
- *Gonzalez v. Google LLC* (2022)

Related

Concepts

- Beauty YouTuber
- BookTube
- BreadTube
- "Don't be evil"
- Gayglers
- *Google* as a verb
- Google bombing
  - 2004 U.S. presidential election
- Google effect
- Googlefight
- Google hacking
- Googleshare
- Google tax
- Googlewhack
- Googlization
- Illegal flower tribute
- Objectives and key results
- Rooting
- Search engine manipulation effect
- Side project time
- Sitelink
- Site reliability engineering
- StudyTube
- VTuber
- YouTube Poop
- YouTuber
  - list

Android

- Booting process
- Custom distributions
- Features
- Recovery mode
- Software development

Street View coverage

- Africa
- Antarctica
- Asia
  - Israel
- Europe
- North America
  - Canada
  - United States

Italics denote discontinued products.

- Category
- Outline

- **v**
- **t**
- **e**

Alphabet Inc.

Subsidiaries

Current

- Access
  - Google Fiber
- Calico
- CapitalG
- Google
  - DeepMind
    - AlphaFold
    - AlphaGo
      - vs. Fan Hui
      - vs. Ke Jie
      - vs. Lee Sedol
        - film
      - Future of Go Summit
    - AlphaGo Zero
    - AlphaStar
    - AlphaZero
    - Master
    - MuZero
    - WaveNet
  - DoubleClick
  - Firebase
  - Fitbit
  - Tenor
  - Waze
  - YouTube
- GV
- Isomorphic Labs
- Verily
  - Baseline Study
- X Development
- Waymo
- Wing

Former

- Boston Dynamics
- Chronicle Security
- Jigsaw
- Loon
- Makani
- Meka Robotics
- Nest Labs
- Sidewalk Labs
  - Toronto
- Vicarious

People	**Executives**	**Current**	○ Sundar Pichai (CEO) ○ Ruth Porat (president and CIO) ○ Anat Ashkenazi (CFO)
		Former	○ Larry Page (CEO) ○ Sergey Brin (President) ○ David Drummond (CLO)
	Board of directors	**Current**	○ Frances Arnold ○ Sergey Brin ○ R. Martin Chavez ○ John Doerr ○ John L. Hennessy ○ Ann Mather ○ Larry Page ○ Sundar Pichai ○ Ram Shriram ○ Roger W. Ferguson Jr.
		Former	○ Diane Greene ○ Alan Mulally ○ Eric Schmidt
	Others		○ Andrew Conrad ○ Tony Fadell ○ Arthur D. Levinson ○ David Krane ○ Astro Teller

- Category
- Companies portal icon
- Internet portal

- **v**
- **t**
- **e**

Android

- Android Go
  - Comparison of products

Software development

Development tools

Official

- Android Runtime (ART)
- Software development kit (SDK)
  - Android Debug Bridge (ADB)
  - Fastboot
  - Android App Bundle
  - Android application package (APK)
- Bionic
- Dalvik
- Firebase
  - Google Cloud Messaging (GCM)
  - Firebase Cloud Messaging (FCM)
- Google Mobile Services (GMS)
- Native development kit (NDK)
- Open accessory development kit (OADK)
- RenderScript
- Skia
- AdMob
- Material Design
- Fonts
  - Droid
  - Roboto
  - Noto
- Google Developers

Other

- OpenBinder
- Apache Harmony
- OpenJDK
- Gradle

Integrated development environments (IDE)

- Android Studio
  - IntelliJ IDEA
- Eclipse
  - Android Development Tools (ADT)
- MIT App Inventor

Languages, databases

- Java
- Kotlin
- XML
- C
- C++
- SQLite

Devices

Pixel
- C
- Pixel & Pixel XL
- 2 & 2 XL
- 3 & 3 XL
  - 3a & 3a XL
- 4 & 4 XL
  - 4a & 4a (5G)
- 5
  - 5a
- 6 & 6 Pro
  - 6a
- 7 & 7 Pro
  - 7a
- Fold
- Tablet
- 8 & 8 Pro
  - 8a
- 9, 9 Pro & 9 Pro XL
  - 9 Pro Fold

Nexus
- One
- S
- Galaxy Nexus
- 4
- 10
- Q
- 5
  - 5X
- 6
  - 6P
- 7
  - 2012
  - 2013
- 9
- Player

Play edition
- HTC One (M7)
- HTC One (M8)
- LG G Pad 8.3
- Moto G
- Samsung Galaxy S4
- Sony Xperia Z Ultra

- Android One
- other smartphones

Custom distributions	- AliOS - Android-x86 - Remix OS - AOKP - Baidu Yi - Barnes & Noble Nook - CalyxOS - ColorOS - realme UI - CopperheadOS - EMUI - Magic UI - Fire OS - Flyme OS - GrapheneOS - Xiaomi HyperOS - MIUI - MIUI for Poco - LeWa OS - LineageOS /e/ - CrDroid - CyanogenMod - DivestOS - iodéOS - Kali NetHunter - LiteOS - Meta Horizon OS - MicroG - Nokia X software platform - OmniROM - OPhone - OxygenOS - PixelExperience - Pixel UI - Replicant - Resurrection Remix OS - SlimRoms - TCL UI - Ubuntu for Android - XobotOS - ZUI

Booting and recovery

- Booting process
- Recovery mode
    - TWRP
    - ClockworkMod
- Fastboot

APIs

- Google Maps
- Google Play Services
    - SafetyNet
- Google Search

Alternative UIs

- Asus ZenFone
- Cherry OS
- ColorOS
- EMUI
- Funtouch OS
- Flyme OS
- HiOS
- Hive UI (XOLO Hive)
- HTC Sense
- LG UX
    - Optimus UI
- Motoblur
- One UI
- Origin OS
    - Experience
    - TouchWiz
- OxygenOS
- Pixel UI
- XOS
- Xperia UI

Rooting

- SuperSU
- Magisk
- Kingo Root

Lists

- Custom distributions
- Features
- Free and open-source applications
- Google apps
- Launchers

Related topics

- Index of articles
- Androidland
- Chromecast
- Google
- Java vs. Android API
- Lawn statues
- BlueStacks
- Legal issues
  - *Google v. Oracle*
  - smartphone patent wars

- Category:Android development
- Category:Mobile telecommunications
- Software portal
- Telecommunication portal

- **v**
- **t**
- **e**

Web search engines

Active

Dedicated

- AOL
- Ahmia
- Ask.com
- Baidu
- Bing
- Blackle
- Brave
- DuckDuckGo
- Ecosia
- Fireball
- Google
- Kiddle
- KidRex
- KidzSearch
- Lycos
- Mojeek
- Naver
- Parsijoo
- Perplexity AI
- Petal
- Seznam.cz
- Sogou
- Swisscows
- WebCrawler
- Yahoo!
- Yandex
- Youdao

Metasearch engines

- Dogpile
- Excite
- Info.com
- Kagi
- MetaCrawler
- MetaGer
- Mullvad Leta
- SearXNG
- Startpage
- Qwant

Defunct or Inactive

- 123people
- A9.com
- Aliweb
- AlltheWeb
- AltaVista
- Blekko
- Boogami
- Cuil
- Empas
- Forestle
- GenieKnows
- Gigablast
- Go.com
- HotBot
- Infoseek
- Inktomi
- JumpStation
- LeapFish
- Neeva
- Northern Light
- Pipilika
- Powerset
- Scroogle
- SearchMe
- Searx
- Soso
- Sputnik
- Teoma
- Viewzi
- Vivisimo
- Volunia
- W3Catalog
- Wikiseek
- Yebol
- Yippy
- Yooz

- Comparison
- Complete list

| **International** | ○ VIAF |
| | ○ FAST |

National	○ Germany
	○ United States
	○ France
	○ BnF data
	○ Czech Republic
	○ Norway
	○ Israel

About Local search engine optimisation

- **v**
- **t**
- **e**

Part of a series on

Internet marketing

- Search engine optimization
- Local search engine optimisation
- Social media marketing
- Email marketing
- Referral marketing
- Content marketing
- Native advertising

Search engine marketing

- Pay-per-click
- Cost per impression
- Search analytics
- Web analytics

Local search engine optimization (**local SEO**) is similar to (national) SEO in that it is also a process affecting the visibility of a website or a web page in a web search engine's unpaid results (known as its SERP, search engine results page) often referred to as "natural", "organic", or "earned" results.[1] In general, the higher ranked on the search results page and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users; these visitors can then be converted into customers.[2] Local SEO, however, differs in that it is focused on optimizing a business's online presence so that its web pages will be displayed by search engines when users enter local searches for its products or services.[3] Ranking for local search involves a similar process to general SEO but includes some specific elements to rank a business for local search.

For example, local SEO is all about 'optimizing' your online presence to attract more business from relevant local searches. The majority of these searches take place on Google, Yahoo, Bing, Yandex, Baidu and other search engines but for better optimization in your local area you should also use sites like Yelp, Angie's List, LinkedIn, Local business directories, social media channels and others.[4]

The birth of local SEO

[edit]

The origin of local SEO can be traced back[5] to 2003-2005 when search engines tried to provide people with results in their vicinity as well as additional information such as opening times of a store, listings in maps, etc.

Local SEO has evolved over the years to provide a targeted online marketing approach that allows local businesses to appear based on a range of local search signals, providing a distinct difference from broader organic SEO which prioritises relevance of search over a distance of searcher.

Local search results

[edit]

Local searches trigger search engines to display two types of results on the Search engine results page: local organic results and the 'Local Pack'.[3] The local organic results include web pages related to the search query with local relevance. These often include directories such as Yelp, Yellow Pages, Facebook, etc.[3] The Local Pack displays businesses that have signed up with Google and taken ownership of their 'Google My Business' (GMB) listing.

The information displayed in the GMB listing and hence in the Local Pack can come from different sources:[6]

- The owner of the business. This information can include opening/closing times, description of products or services, etc.
- Information is taken from the business's website
- User-provided information such as reviews or uploaded photos
- Information from other sources such as social profiles etc.
- Structured Data taken from Wikidata and Wikipedia. Data from these sources is part of the information that appears in Google's Knowledge Panel in the search results.

Depending on the searches, Google can show relevant local results in Google Maps or Search. This is true on both mobile and desktop devices.[7]

Google Maps

[edit]

Google has added a new Q&A features to Google Maps allowing users to submit questions to owners and allowing these to respond.[8] This Q&A feature is tied to the associated Google My Business account.

Google Business Profile

[edit]

Google Business Profile (GBP), formerly Google My Business (GMB) is a free tool that allows businesses to create and manage their Google Business listing. These listings must represent a physical location that a customer can visit. A Google Business listing appears when customers search for businesses either on Google Maps or in Google SERPs. The accuracy of these listings is a local ranking factor.

Ranking factors
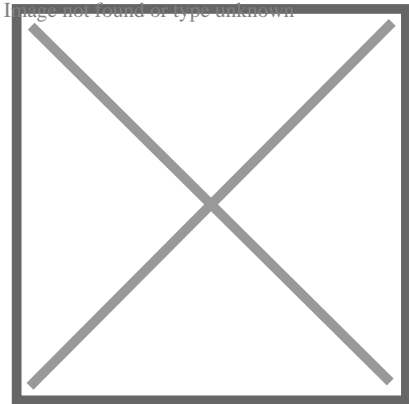
Local Online Marketing

Major search engines have algorithms that determine which local businesses rank in local search. Primary factors that impact a local business's chance of appearing in local search include proper categorization in business directories, a business's name, address, and phone number (NAP) being crawlable on the website, and citations (mentions of the local business on other relevant websites like a chamber of commerce website).[9]

In 2016, a study using statistical analysis assessed how and why businesses ranked in the Local Packs and identified positive correlations between local rankings and 100+ ranking factors.[10] Although the study cannot replicate Google's algorithm, it did deliver several interesting findings:

- Backlinks showed the most important correlation (and also Google's Toolbar PageRank, suggesting that older links are an advantage because the Toolbar has not been updated in a long time).
- Sites with more content (hence more keywords) tended to fare better (as expected).
- Reviews on GMB also were found to strongly correlate with high rankings.
- Other GMB factors, like the presence of photos and having a verified GMB page with opening hours, showed a positive correlation (with ranking) albeit not as important as reviews.
- The quality of citations such as a low number of duplicates, consistency and also a fair number of citations, mattered for a business to show in Local Packs. However, within the pack, citations did not influence their ranking: "citations appear to be foundational but not a competitive advantage."
- The authors were instead surprised that geotargeting elements (city & state) in the title of the GMB landing page did not have any impact on GMB rankings. Hence the authors suggest using such elements only if it makes sense for usability reasons.
- The presence of a keyword in the business name was found to be one of the most important factors (explaining the high incidence of spam in the Local Pack).

- Schema structured data is a ranking factor. The addition of the 'LocalBusiness' markup will enable you to display relevant information about your business to Google. This includes opening hours, address, founder, parent company information and much more.[11]
- The number of reviews and overall star rating correlates with higher rankings in the Google map pack results.

Local ranking according to Google

[edit]

Prominence, relevance, and distance are the three main criteria Google claims to use in its algorithms to show results that best match a user's query.[12]

- Prominence reflects how well-known is a place in the offline world. An important museum or store, for example, will be given more prominence. Google also uses information obtained on the web to assess prominence such as review counts, links, articles.
- Relevance refers to Google's algorithms attempt to surface the listings that best match the user's query.
- Distance refers to Google's attempt to return those listings that are the closest the location terms used in a user's query. If no location term is used then "Google will calculate distance based on what's known about their location".

Local ranking: 2017 survey from 40 local experts

[edit]

According to a group of local SEO experts who took part in a survey, links and reviews are more important than ever to rank locally.[13]

Near Me Queries

[edit]

As a result of both Google as well as Apple offering "near me" as an option to users, some authors[14] report on how Google Trends shows very significant increases in "near me" queries. The same authors also report that the factors correlating the most with Local Pack ranking for "near me" queries include the presence of the "searched city and state in backlinks' anchor text" as well as the use of the " 'near me' in internal link anchor text"

Possum Update

[edit]

An important update to Google's local algorithm, rolled out on the 1st of September 2016.[15] Summary of the update on local search results:

- Businesses based outside city physical limits showed a significant increase in ranking in the Google Local Pack
- A more restrictive filter is in place. Before the update, Google filtered listings linking to the same website and using the same phone number. After the update, listings get filtered if they have the same address and same categories though they belong to different businesses. So, if several dentists share the same address, Google will only show one of them.

Hawk update

[edit]

As previously explained (see above), the Possum update led similar listings, within the same building, or even located on the same street, to get filtered. As a result, only one listing "with greater organic ranking and stronger relevance to the keyword" would be shown.[16] After the Hawk update on 22 August 2017, this filtering seems to apply only to listings located within the same building or close by (e.g. 50 feet), but not to listings located further away (e.g.325 feet away).[16]

Fake reviews

[edit]

As previously explained (see above), reviews are deemed to be an important ranking factor. Joy Hawkins, a Google Top Contributor and local SEO expert, highlights the problems due to fake reviews:[17]

- Lack of an appropriate process for business owners to report fake reviews on competitors' sites. GMB support will not consider requests about businesses other than if they come from the business owners themselves. So if a competitor nearby has been collecting fake reviews, the only way to bring this to the attention of GMB is via the Google My Business Forum.
- Unlike Yelp, Google does not show a label warning users of abnormal review behavior for those businesses that buy reviews or that receive unnatural numbers of negative reviews because of media attention.
- Current Google algorithms do not identify unnatural review patterns. Abnormal review patterns often do not need human gauging and should be easily identified by algorithms. As a result, both fake listings and rogue reviewer profiles should be suspended.

See also

[edit]

- Local search (optimization)

References

[edit]

1. ^ Brian, Harnish (December 26, 2018). *"The Definitive Guide to Local SEO"*. *Search Engine Journal*. Retrieved October 1, 2019.
2. ^ Ortiz-Cordova, A. and Jansen, B. J. (2012) Classifying Web Search Queries in Order to Identify High Revenue Generating Customers. Journal of the American Society for Information Sciences and Technology. 63(7), 1426 – 1441.
3. ^ *a b c* *"SEO 101: Getting Started in Local SEO (From Scratch) | SEJ"*. *Search Engine Journal*. 2015-03-30. Retrieved 2017-03-26.
4. ^ Imel, Seda (June 21, 2019). *"The Importance Of Local SEO Statistics You Should Know "Infographic""*. *SEO MediaX*.
5. ^ *"The Evolution Of SEO Trends Over 25 Years"*. *Search Engine Land*. 2015-06-24. Retrieved 2017-03-26.
6. ^ *"Improve your local ranking on Google - Google My Business Help"*. *support.google.com*. Retrieved 2017-03-26.
7. ^ *"How Google uses business information"*. *support.google.com*. Retrieved March 16, 2017.
8. ^ *"6 things you need to know about Google's Q&A feature on Google Maps"*. *Search Engine Land*. 2017-09-07. Retrieved 2017-10-02.
9. ^ *"Citation Inconsistency Is No.1 Issue Affecting Local Ranking"*. *Search Engine Land*. 2014-12-22. Retrieved 2017-03-26.
10. ^ *"Results from the Local SEO Ranking Factors Study presented at SMX East"*. *Search Engine Land*. 2016-10-07. Retrieved 2017-05-02.
11. ^ *"LocalBusiness - schema.org"*. *schema.org*. Retrieved 2018-11-20.
12. ^ *"Improve your local ranking on Google - Google My Business Help"*. *support.google.com*. Retrieved 2017-03-16.
13. ^ *"Just released: 2017 Local Search Ranking Factors survey results"*. *Search Engine Land*. 2017-04-11. Retrieved 2017-05-02.
14. ^ *"'Things to do near me' SEO"*. *Search Engine Land*. 2017-02-13. Retrieved 2017-03-26.
15. ^ *"Everything you need to know about Google's 'Possum' algorithm update"*. *Search Engine Land*. 2016-09-21. Retrieved 2017-05-18.
16. ^ *a b* *"August 22, 2017: The day the 'Hawk' Google local algorithm update swooped in"*. *Search Engine Land*. 2017-09-08. Retrieved 2017-10-02.
17. ^ *"Dear Google: 4 suggestions for fixing your massive problem with fake reviews"*. *Search Engine Land*. 2017-06-15. Retrieved 2017-07-16.

External links

- Google Search Engine Optimization (SEO) Starter Guide
- Google Local Businesses Guide

Check our other pages :

- what SEO marketing
- SEO service Sydney
- Sydney SEO company
- SEO agency Sydney
- keyword research services
- Sydney SEO consulting
- content marketing Sydney

Frequently Asked Questions

What is the difference between local SEO and general SEO?

General SEO focuses on improving a website's visibility on a broader scale, often targeting national or international audiences. Local SEO, on the other hand, zeroes in on geographic areas, helping businesses attract nearby customers through local keywords, directory listings, and Google My Business optimization.

What should I expect from SEO agencies in Sydney?

SEO agencies in Sydney typically offer comprehensive services such as keyword research, technical audits, on-page and off-page optimization, content creation, and performance tracking. Their goal is to increase your site's search engine rankings and drive more targeted traffic to your website.

Why is keyword research important for SEO?

Keyword research helps identify the terms and phrases that potential customers are using to search for products or services. By targeting these keywords in your content, you can improve your visibility in search engine results, attract more qualified leads, and drive higher conversion rates.

What sets SEO specialists in Sydney apart?

SEO specialists in Sydney often have deep expertise in the local market. They understand the competitive landscape, know which keywords resonate with Sydney-based audiences, and are skilled at optimizing websites to rank well in local search results.

What is SEO?

SEO, or search engine optimisation, is the practice of improving a website's visibility on search engines like Google. It involves optimizing various elements of a site such as keywords, content, meta tags, and technical structure to help it rank higher in search results.

How can a digital agency in Sydney help with SEO?

A digital agency in Sydney can offer a comprehensive approach, combining SEO with other marketing strategies like social media, PPC, and content marketing. By integrating these services, they help you achieve a stronger online presence and better ROI.

SEO packages australia

SEO Sydney

Phone : 1300 684 339

City : Sydney

State : NSW

Zip : 2000

Google Business Profile

Google Business Website

Company Website : https://sydney.website/seo-sydney/

USEFUL LINKS

SEO Website

SEO Services Sydney

Local SEO Sydney

SEO Ranking

SEO optimisation

LATEST BLOGPOSTS

SEO community

SEO Buzz

WordPress SEO

SEO Audit

Sitemap

Privacy Policy

About Us

SEO Castle Hill | SEO Fairfield | SEO Hornsby | SEO Liverpool | SEO North Sydney | SEO Norwest | SEO Parramatta | SEO Penrith | SEO Strathfield | SEO Wetherill Park

Follow us