

# Google Basics

Værd at vide om Google

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SEO Workshop  
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## is for Google

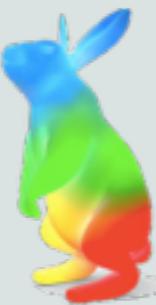
As Sergey and I wrote in the original founders letter 11 years ago,  
“Google is not a conventional company. We do not intend to  
become one.” [more](#)

*Larry Page*

Larry Page



Google fiber



G/

Alphabet

Google  
capital

nest™

Google



# Google

# Google





About Google Products

Now you can create shortcuts for easier navigation across your favorite Google products. [Show me how](#)

## Web



### Web Search

Search billions of web pages



### Bookmarks

Access your bookmarks and starred items



### Google Chrome

A browser built for speed, simplicity and security

## Mobile



### Mobile

Get Google products on your mobile phone



### Search for mobile

Search Google wherever you are



### Maps for mobile

View maps, your location and get directions on your phone

## Business



### Google Apps for Work

Get email, docs, storage and more, customized for your business



### AdMob

Make money from your apps



### AdSense

Create online revenue today

## Media



### Books

Search the full text of books



### News

Search thousands of news stories



### Image Search

Search for images on the web



### Video Search

Search for videos on the web

op til 96% af indkomst



# Google AdWords

# Hvad gør Google egentligt

# How Google works

All of us use it on a daily basis. Yet, we barely know how few keywords can return such massive results for hundreds of pages



how to hack a password

Google Search I'm Feeling Lucky

## Query box

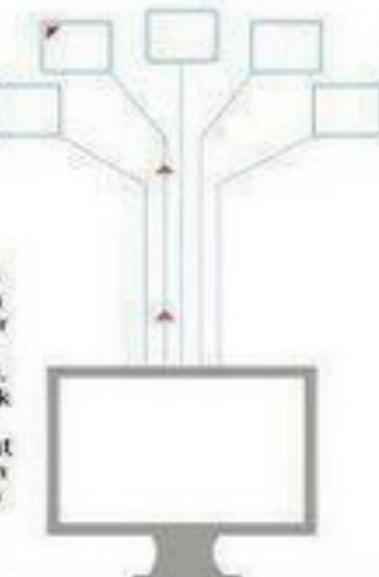
It all starts with somebody typing in a request for information about how to hack a password, safest city in India, or what the prime rate is in BSE

2

## Domain name servers

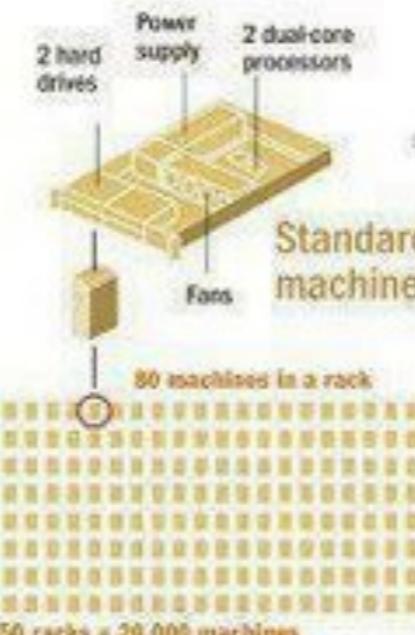
"Hello, this is your operator..."

The software for Google's domain name servers run on computers in leased or company-owned data centres all over the world. Its sole purpose is to flock searches into Google's clusters which are nearest to the searcher and which are least busy at the time of the search, as efficiently as possible.



## Cluster control

Google's genius lies in its networking software, which helps thousands of cheap computers in a cluster act like one huge hard drive. Those computers allow Google to replace parts without stopping the whole show. If a computer stops, there are at least two others ready to take its place while an engineer swaps out the busted machine



## Results pages displayed

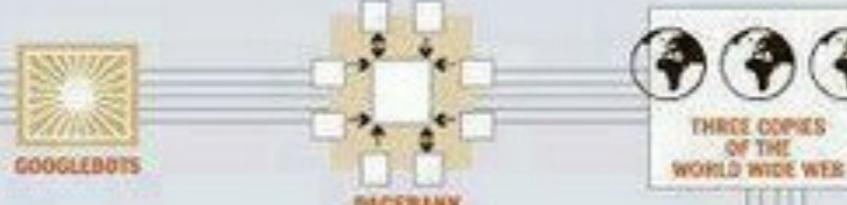
5



Total time  
**0.25**  
seconds

4

## Inside a Google cluster



### WEB SERVER

This program splits a query among thousands of machines so that they can all work in it at the same time. It's the difference between doing your grocery shopping all by yourself and having 100 people simultaneously find one item and toss it into your cart.

### INDEX SERVER

Everything Google knows is stored in a huge database. But rather than waiting for one computer to sift through them, Google has hundreds of computers that scan its 'card catalogue' at the same time to find every relevant entry. Popular searches are cached-held in memory for a few hours rather than run all over again.

### DOCUMENT SERVER

The document server pulls all the relevant links and snippets of text from database. Though it seems like Google search the Web so quickly, Google keeps three copies of all the information from the internet that it has indexed in its own document servers, and all those data have already been prepared and sorted.

### SPELLING SERVER

Google doesn't read words. It looks for patterns of characters, be they in English or Sanskrit. If it sees your requested pattern a thousand times but finds a million hits for a similar pattern that's off by one character, it connects the dots and suggests what you probably meant, even while it provides you results.

### AD SERVER

Each query is simultaneously run through an ad database and matches are fed to the Web server to be placed on the results page. If ad results take longer to pull up than the search results, they won't make it onto the page and Google won't make money on that search.

### PAGE BUILDER

The Google Web server collects the results of the n number of operations it runs for a query, organises all the data, and draws Google's simple results page on your browser window, all in less time than it took you to read this.

INDEN man søger

# Index

Kæmpe samling af indhold fra milliarder af sider



Google vil prøve på at forstå indholdet

Algoritmer, synonymer, stavelser, location,  
tidligere historik, relaterede søgninger, trends +  
???

Google bedømmer kvaliteten af ens indhold

hvem linker til det, hvor troværdig en side er  
man, hvor på siden/koden står søgeordene, hvor  
hurtigt loader de, er siden mobil venlig +  
???

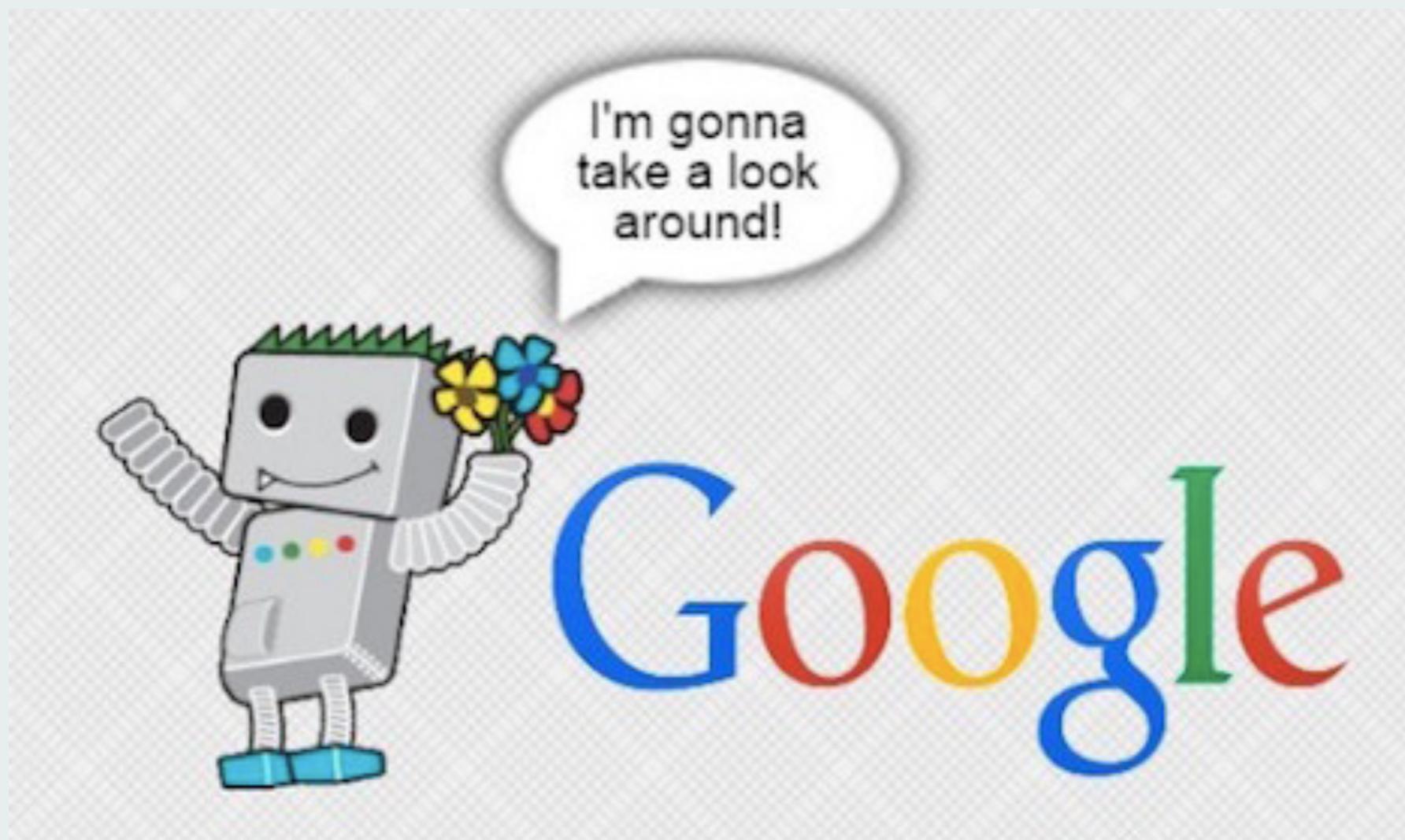
# Page Rank

Et tal på kvaliteten og relevansen af ens side

# Indexing

Det at samle indhold ind fra sider på nettet

# Spiders, crawlers, google-bots



Hvad sker der så når man søger?

# ALGORITHMS

get to work looking for clues  
to better understand what  
you mean.



About 586.000 results (0,53 seconds)

**Overnat Billigt København - trivago.dk****Ad** [www.trivago.dk/Overnatning-København](http://www.trivago.dk/Overnatning-København) ▾

Hoteller, B&amp;B &amp; Hostel fra 330kr. Gode Priser og Stort Udvalg!

**Overnatning KBH - arp-hansen.dk****Ad** [www.arp-hansen.dk/overnatning-kbh](http://www.arp-hansen.dk/overnatning-kbh) ▾Lige nu er der gode tilbud på vores hoteller i København. Book online.  
12 stilfulde hoteller · Loyalitetsprogram · Online prisgaranti · Central beliggenhed  
Dagens laveste pris - Årets Super Deal - Hoteltilbud i København  
[Havnegade 37, København K - 33 48 99 00](#)**Overnatning KBH - AnnexCopenhagen.dk****Ad** [www.annexcopenhagen.dk/Budget-Hotel](http://www.annexcopenhagen.dk/Budget-Hotel) ▾ 33 31 43 44Budget Hotel Midt i København Fra kun 450 kr. - Gratis Internet  
Kontakt os - Tilbud - Om Annex Copenhagen - Værelser og Priser  
[Helgelandsgade 15, København V](#)

Rating ▾ Hotel class ▾

**Tivoli Hotel & Congress Center**

4.1 ★★★★☆ · 4-star hotel

Modern venue with dining &amp; meeting rooms

Ami Magnussens Gade 2

Visit website

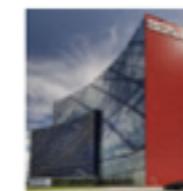
**Cabinn Metro**

3.4 ★★★★☆ · 2-star hotel

Polished budget hotel with a lounge

Arne Jacobsens Allé 2

Visit website

**Billig Overnatning i Centrum af København fra DKK 400,-**<http://www.wakeupcopenhagen.dk/billig-overnatning> ▾ Translate this page**Ads****Overnatning KBH**[www.absalon-hotel.dk/City-Hotel-Kbh](http://www.absalon-hotel.dk/City-Hotel-Kbh) ▾

Moderne Hotel midt i København.

Lækker Morgenmadsbuffet &amp; fri WiFi.

[Helgelandsgade 15, København V](#)**Billigt hostel i KBH**[www.danhostelcopenhagencity.dk/](http://www.danhostelcopenhagencity.dk/) ▾

5-stjernet design-hostel i centrum

Luksus til lavpris! Fra 160,- / nat

**Overnatning København**[www.dtf-travel.dk/København](http://www.dtf-travel.dk/København) ▾

Nøje udvalgte ferie i København.

Book din rejse med DTF travel nu!

**Tilbud Overnatning for 2**[www.agoda.com/Overnatning\\_for\\_2](http://www.agoda.com/Overnatning_for_2) ▾

Største Udvalg &amp; Laveste Priser

Spar op til 80% på Overnatning nu

**Overnatning KBH**[www.ferieboligkbh.dk/ferielejligheder](http://www.ferieboligkbh.dk/ferielejligheder) ▾

Spar Penge På Ophold I København:

Book En Ferielejlighed Fra 2 Nætter

**Vandrermøn København**[danhostelcopenhagen.dk/Vandrermøn](http://danhostelcopenhagen.dk/Vandrermøn) ▾

32 52 29 08

Priser fra kun 165,- pr. nat.

Book Online - Let og Hurtigt!

**Hoteller København kr.119**[www.budgetplaces.com/københavn/](http://www.budgetplaces.com/københavn/) ▾

Hoteller, B&amp;B, Vandrehjem &amp; Lejl.

Lav Pris Og God Kvalitet Garanteres

**Overnatning i København**[www.firsthotels.dk/København](http://www.firsthotels.dk/København) ▾

Se vores WebDeal, bedste priser.

Besøg vores hjemmeside &amp; book nu!

See your ad here ▾

# Google



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uuuuuu

uuuu uu  
uuuu  
uuuu



søgning + relevant indhold = glade bruger

glade brugere = mere trafik til google

mere trafik = flere annoncer

\$\$\$

# Hvad kigger Google på?



Original indhold  
(semantisk HTML, canonical)

<header>

<nav>

<header>

<article>

<header>

<section>

<section>

<footer>

<aside>

<section>

<section>

<section>

<footer>



# Semantic Markup

Make your content understandable  
to humans AND machines

Search engines try to understand  
content like a human.

Help them.

# Use **semantic** markup.

Don't just add content,  
say what it is.

# Text markup

<h1> - <h6>

<p>,<strong>,<em>

<ol>,<ul>

<address>

# Structure markup

<section>, <article>, <aside>

<nav>, <header>, <footer>

# Don't use empty tags

<div>, <span>

Unless you **need** to

# Remember alt attributes

```
<img alt="this text should convey  
the same meaning as the image">
```

*These are text versions of what  
the images and should be able to  
replace the image.*

# This is bad

<img alt="image1">

# This is worse

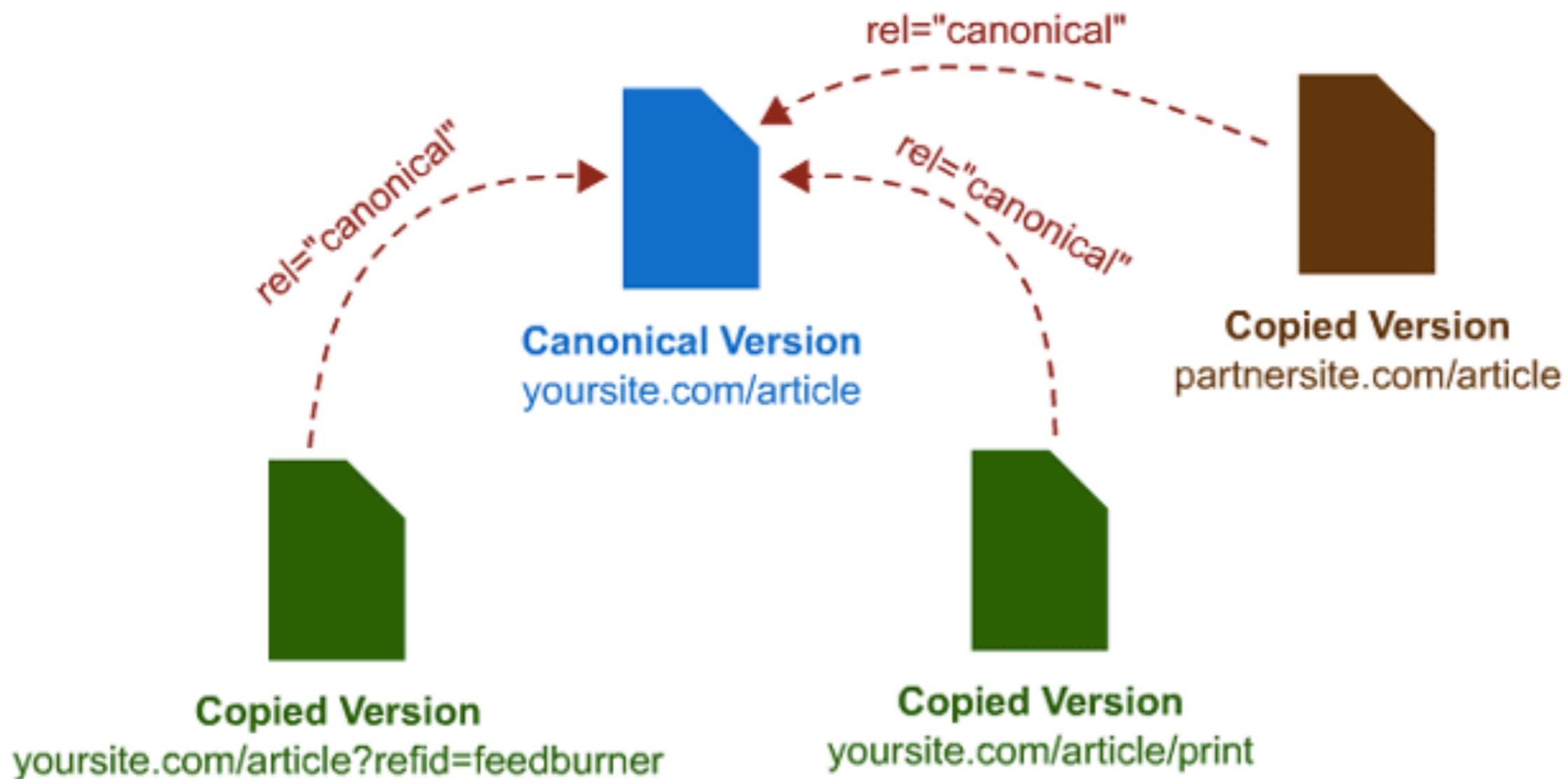
<img alt="">

*Yeah, this is what [apple.com](http://apple.com) is doing.  
Douchebags...*

# Extend HTML markup with Microdata

*Allows you to say something about:*

- Events
- People
- Products
- Reviews
- Opening Hours
- Etc



Tilgængelig  
(robots.txt, devises)

Google  
robots.txt



# Mobile Devices



## Mobile-Friendly Test

ANALYZE

This test will analyze a URL and report if the page has a mobile-friendly design.

Learn more about the mobile-friendly criteria and how it may affect Google's search results by reading our [blog post](#).

[google.com/webmasters/tools/mobile-friendly/](https://google.com/webmasters/tools/mobile-friendly/)

# Performance (load hastighed, antal resourcer,

## PageSpeed Insights



Make your web pages fast on all devices.

ANALYZE

### Web Performance

Learn more about [web performance tools at Google](#), including browser extensions and APIs for Insights, PageSpeed Service, and our optimization libraries.

### Give Feedback

Have comments or questions about PageSpeed Insights? [Send feedback](#) or [discuss on our mailing list](#).

### About PageSpeed Insights

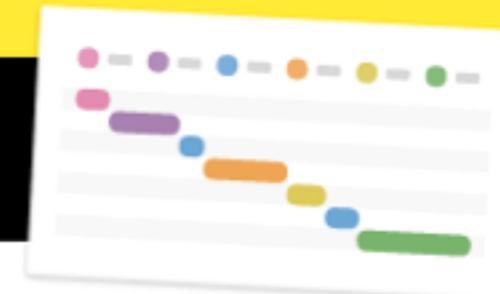
PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster. [Learn more](#).

[developers.google.com/speed/pagespeed/insights/](https://developers.google.com/speed/pagespeed/insights/)



# Pingdom Website Speed Test

Enter a URL to test the load time of that page, analyze it and find bottlenecks

**Test Now**[Settings ▾](#)**Automate your Page Speed Testing****START FREE TRIAL**[tools.pingdom.com/fpt/](https://tools.pingdom.com/fpt/)

BUSINESS ACADEMY  
AARHUS

