

**candour**

# Thinking like Google

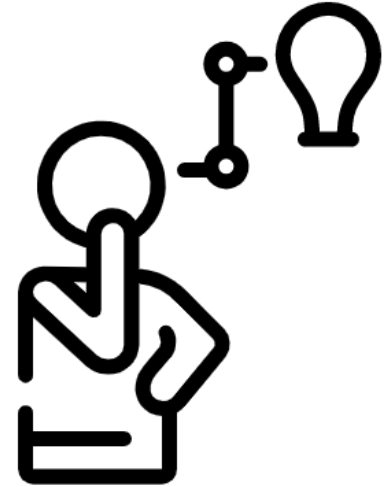
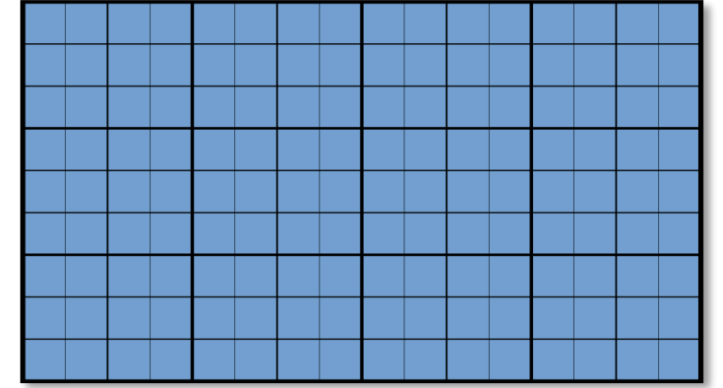


**Trainer:**

Mark Williams-Cook  
Candour

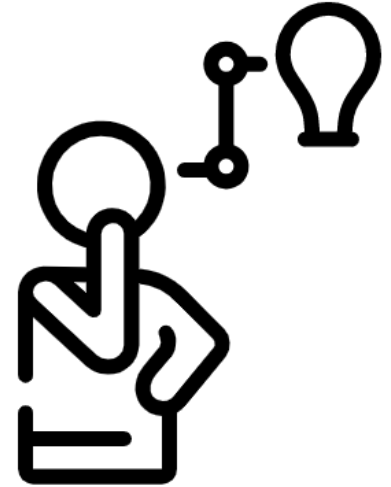
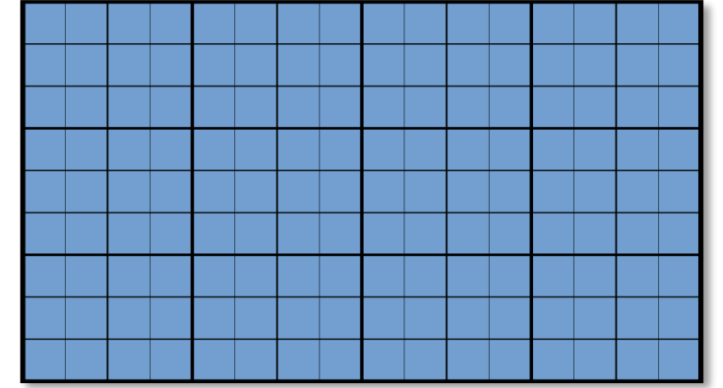


# Why think like Google?



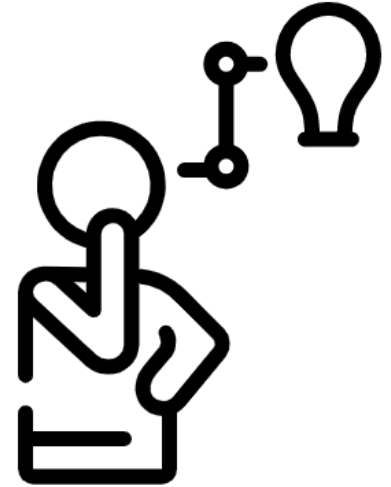
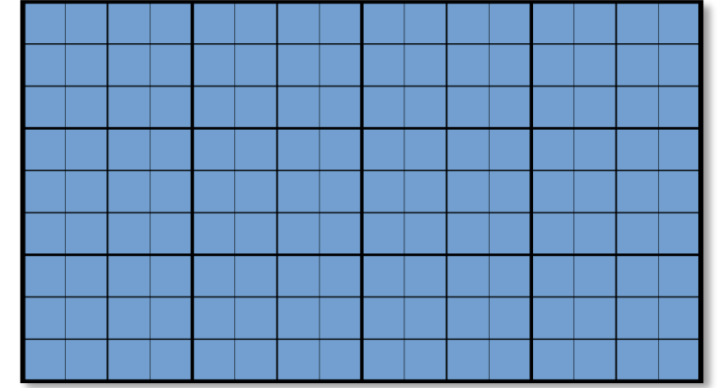
# Why think like Google?

- So you can align your long-term success



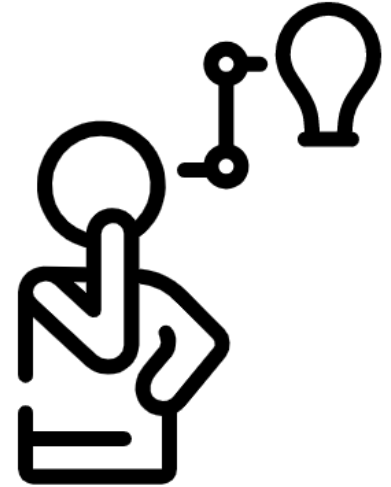
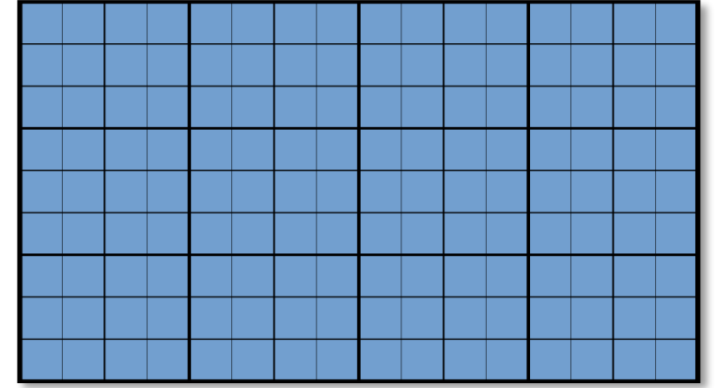
# Why think like Google?

- So you can align your long-term success
- You'll make better SEO decisions with unknowns

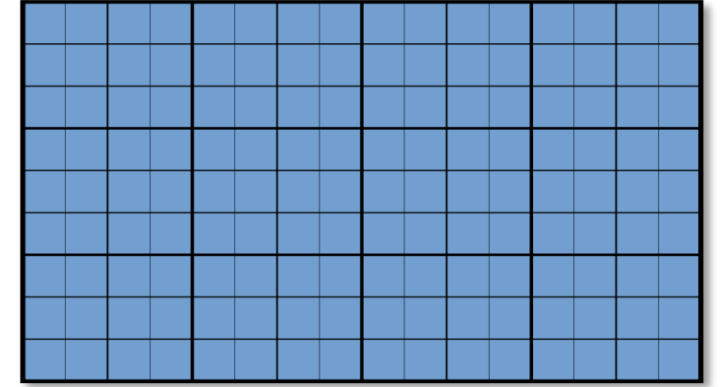


# Why think like Google?

- So you can align your long-term success
- You'll make better SEO decisions with unknowns
- Predictions about future changes will be easier



# Chasing the algorithm

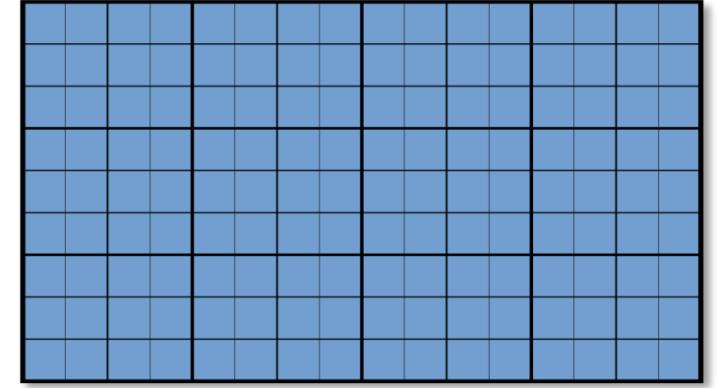


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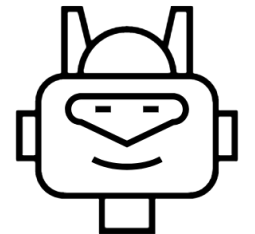
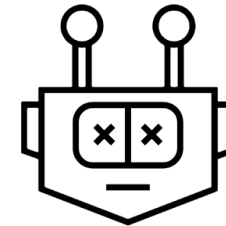
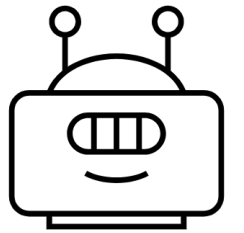
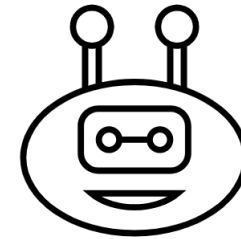
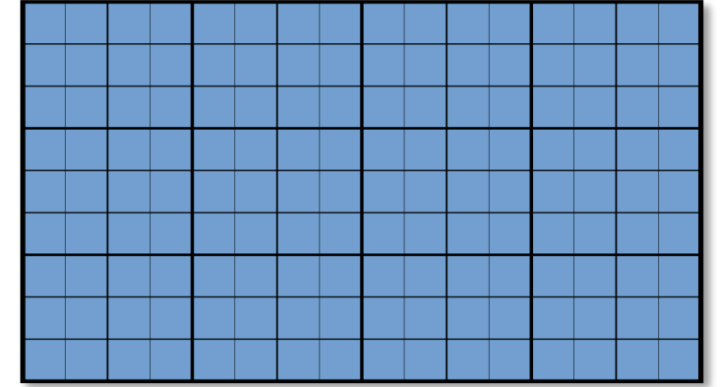
Thinking like Google

# Chasing the algorithm

It can be more helpful to focus on Google's long-term goals rather than individual ranking factors.



# What does Google want?



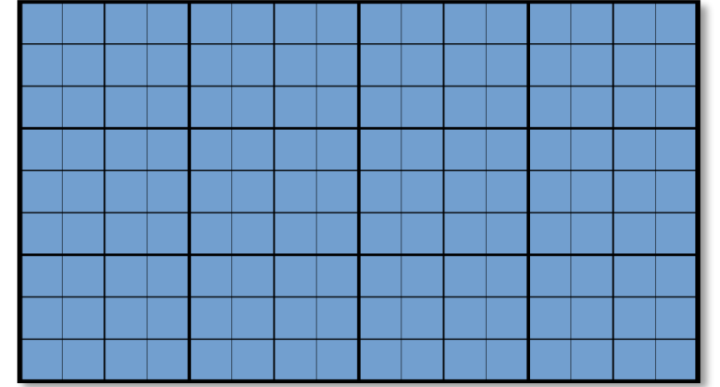
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Thinking like Google



# What does Google want?

They want to make **money**.

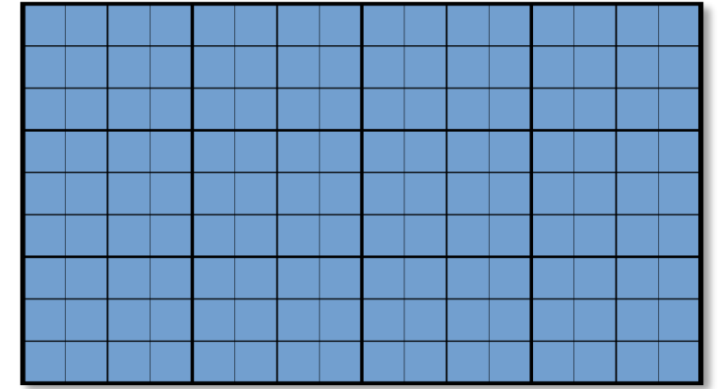


# What does Google want?

They want to make **money**.

**2019:** \$160,747,000,000

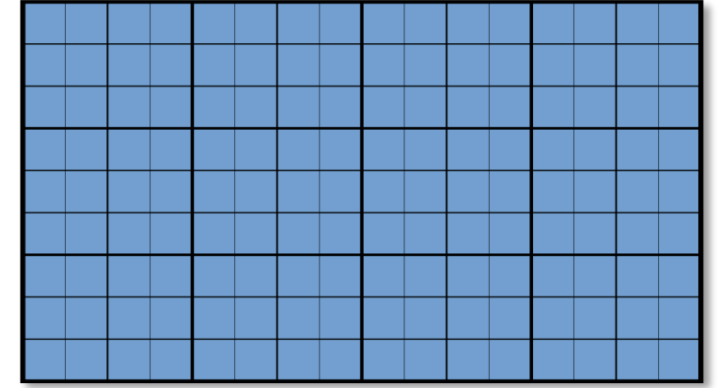
The majority of this comes from their advertising



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Thinking like Google

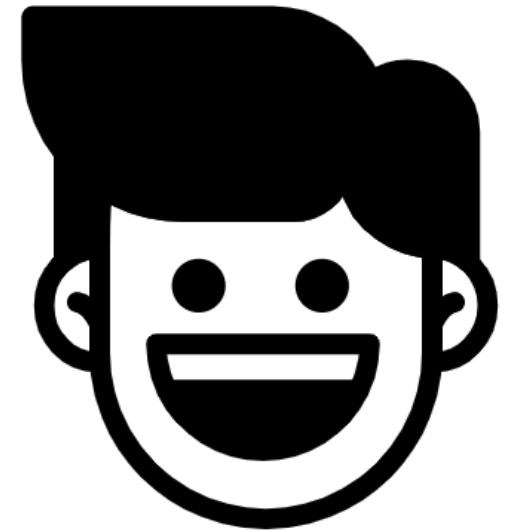
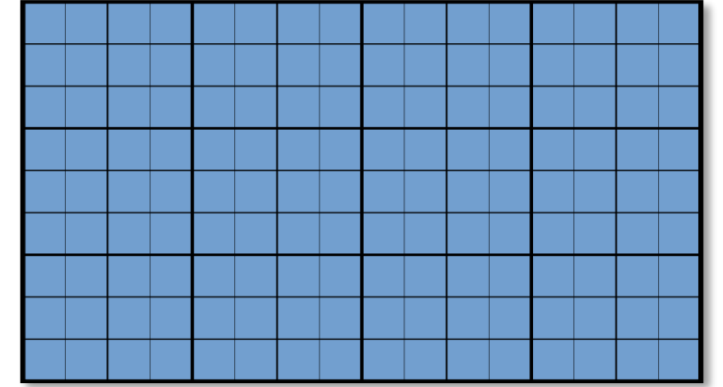
# How does organic contribute?



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Google want their results to return the **highest possible satisfaction** to their users.

This means **more people** use their search engine, which in turn, drives **greater advertising profits**.

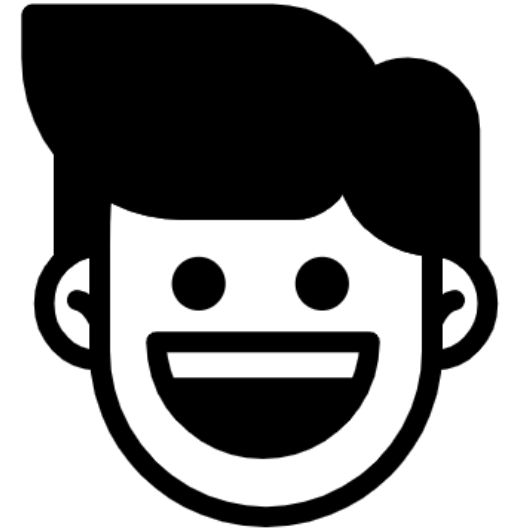
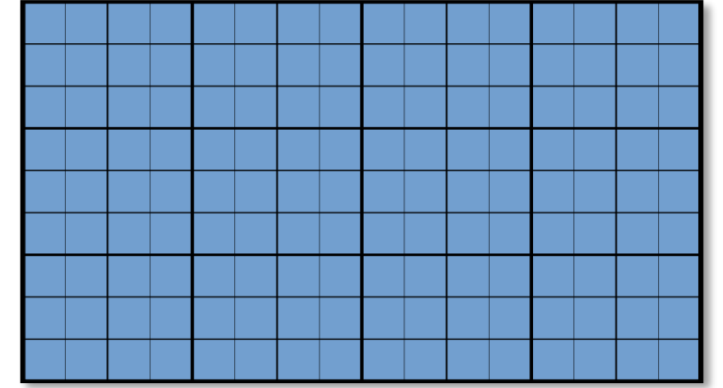


# How does organic contribute?

Google want their results to return the **highest possible satisfaction** to their users.

This means **relevance** and **page quality**

- 1) Are the user's needs met?
- 2) How good is the page?



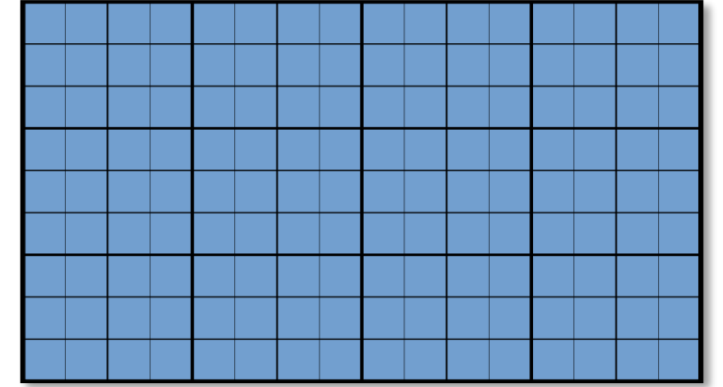
# Challenge



Identify some things you think contribute to how you judge a web page's quality when you arrive from a search.

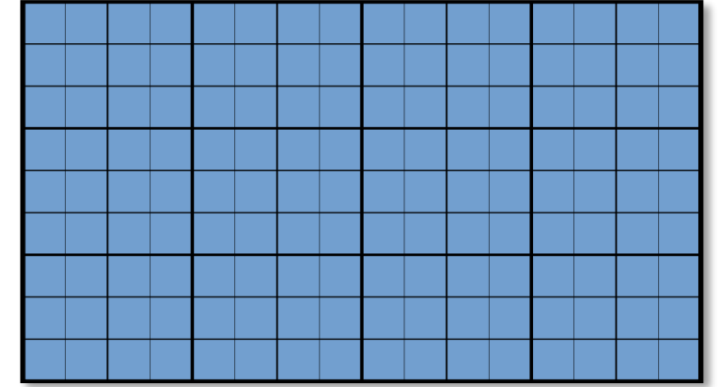
It might help to try and think of things that annoy you about websites!

# What makes a good page?



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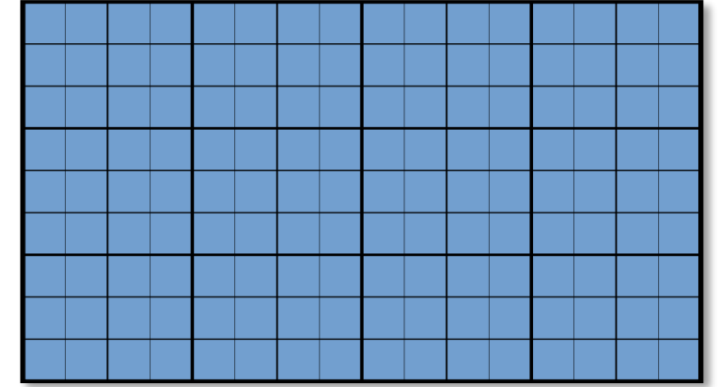
- Not misleading





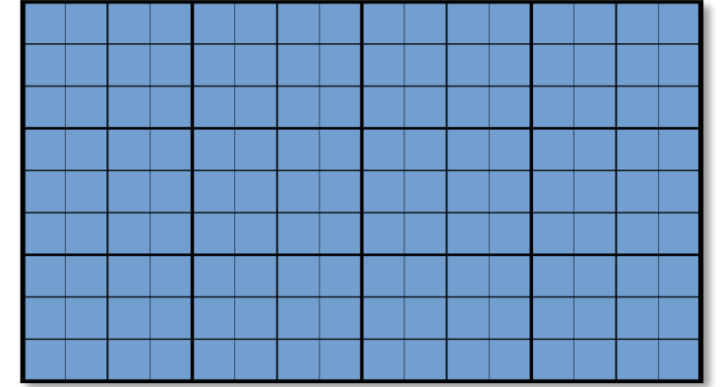
# What makes a good page?

- Not misleading
- Mobile-friendly



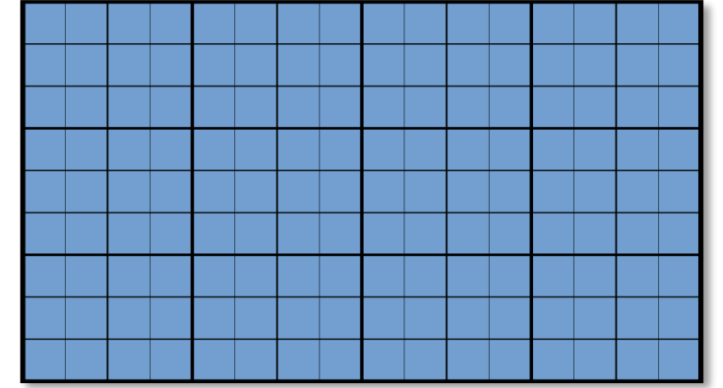
# What makes a good page?

- Not misleading
- Mobile-friendly
- Loads fast



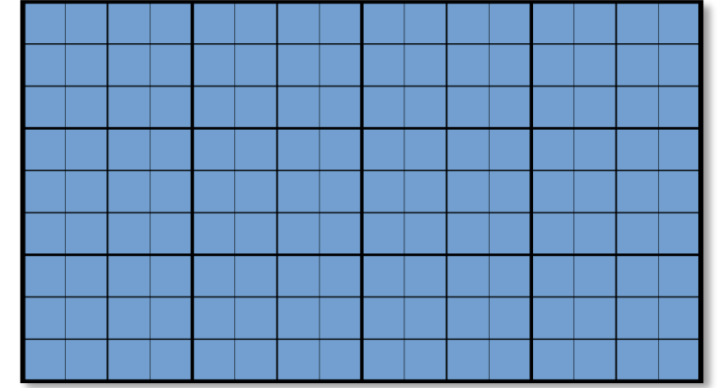
# What makes a good page?

- Not misleading
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- Loads fast
- Content isn't obscured by irrelevant ads



# What makes a good page?

- Not misleading
- Mobile-friendly
- Loads fast
- Content isn't obscured by irrelevant ads
- The page is secure



# Challenge



Combine your thoughts on makes a good page with our list and take a look at your own website.

How many of these things are you doing?

# Key concept

It can be more helpful to focus on Google's long-term goals rather than individual ranking factors.

