Google | Search Engine

Name: Google

Age: 23

Occupation: Online advertising technologies, search engine, cloud computing, software and hardware.

Location: Mountain View, CA

*"I wouldn't worry too much about what I think about quality content. But rather, **you need to show that you really have something that is unique and compelling and of high quality.**"*

KEY GOAL:

When a user types in a query, I want to serve them the BEST results matching their search intent in the way they desire to consume it.

PROBLEM STATEMENT:

Finding, understanding and organizing the internet's content is an extremely expensive and time intensive task. There are nearly 2 billion websites in the ecosystem.

DAY-TO-DAY:

1. Send desktop and mobile crawlers to follow links to find new or updated content.
2. Store and organize found count.
3. Analyze the user experience on found content.
4. List best matching stored websites in the search engine results pages (SERPS) in response to user queries.

MOTIVATIONS TO ENGAGE WITH YOUR CONTENT:

1. Your website is "technically healthy."
2. Your website uses keywords and semantics matching search intent.
3. Your website serves content in the length and medium users expect.
4. User behavior indicates your content is adequately answering questions.
5. Your website has high domain authority as a result of quality backlinks.

PAIN POINTS, OR REASONS TO AVOID YOUR CONTENT:

1. Your website doesn't offer a mobile experience, or parity between the desktop and mobile experience.
2. Your website is not easy to navigate.
3. Your website pages have little or no original content.
4. Your website pages have "thin" or sparse content.
5. Your content is stuffed with keywords.
6. Your content does not inform or engage.

CONTENT CONSIDERATIONS:

1. Involve subject matter experts who can help you demonstrate expertise, authoritativeness and trustworthiness (E-A-T).
2. Use keywords and semantic phrases strategically.
3. Enhance navigation with clear, conceptual page hierarchy.
4. Enhance readability with subheads, short sentences, short paragraphs, proper transitions, and bulleted lists.
5. Consistent publication.
6. Use links between related content strategically.

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KEY GOAL:

When a user types in a query, I want to serve them the BEST results matching their geographical location and search intent in the way they desire to consume it.

PROBLEM STATEMENT:

Finding, understanding and organizing the internet's content is an extremely expensive and time intensive task. There are nearly 2 billion websites in the ecosystem.

DAY-TO-DAY:

1. Send desktop and mobile crawlers to follow links to find new or updated content.
2. Store and organize found count.
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4. List best matching stored websites in the search engine results pages (SERPS) in response to user queries.

MOTIVATIONS TO ENGAGE WITH YOUR CONTENT:

1. Your website is "technically healthy."
2. Your website uses keywords and semantics matching search intent.
3. Your website serves content in the length and medium users expect.
4. User behavior indicates your content is adequately answering questions.
5. Your website has high domain authority as a result of quality local backlinks. Bonus for geographic anchor text.
6. Your website uses schema on the home page and on each location page. Bonus for events.

PAIN POINTS, OR REASONS TO AVOID YOUR CONTENT:

1. Your website doesn't offer a mobile experience, or parity between the desktop and mobile experience.
2. Your website is not easy to navigate.
3. Your website pages have little or no original content.
4. Your website pages have "thin" or sparse content.
5. Your content is stuffed with keywords.
6. Your content does not inform or engage.
7. Website NAP+W that does not match citations.

CONTENT CONSIDERATIONS:

Want to rank in Local Pack? Want to rank for "near me" search? Is primary goal to drive to brick-and-mortar locations? Focus on NAP , citations and reviews.

What to rank in universal results for geo keywords? Focus on creating comprehensive content with local subject matter.

Small business looking to outrank national brand? Focus on local pack placement instead of universal results.

Additional considerations:
1. Create unique pages for each business location or service area.
2. Verify and optimize your Google My Business profile, and actively obtain new reviews.
3. Claim and optimize local citations or list business on niche directories related to geography or industry.
4. Involve subject matter experts who can help you demonstrate expertise, authoritativeness and trustworthiness (E-A-T).
5. Use keywords and semantic phrases strategically.
6. Enhance navigation with clear, conceptual page hierarchy.
7. Enhance readability with subheads, short sentences, short paragraphs, proper transitions, and bulleted lists.
8. Consistent publication.
9. Use links between related content strategically.