UNWRAPPING GOOGLE'S SECRETS TO RULE THE WORLD

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TODAY'S AGENDA

- About Trivera
- Why We're Here
- Unwrapping Google's Secrets
- What You Can Do About It

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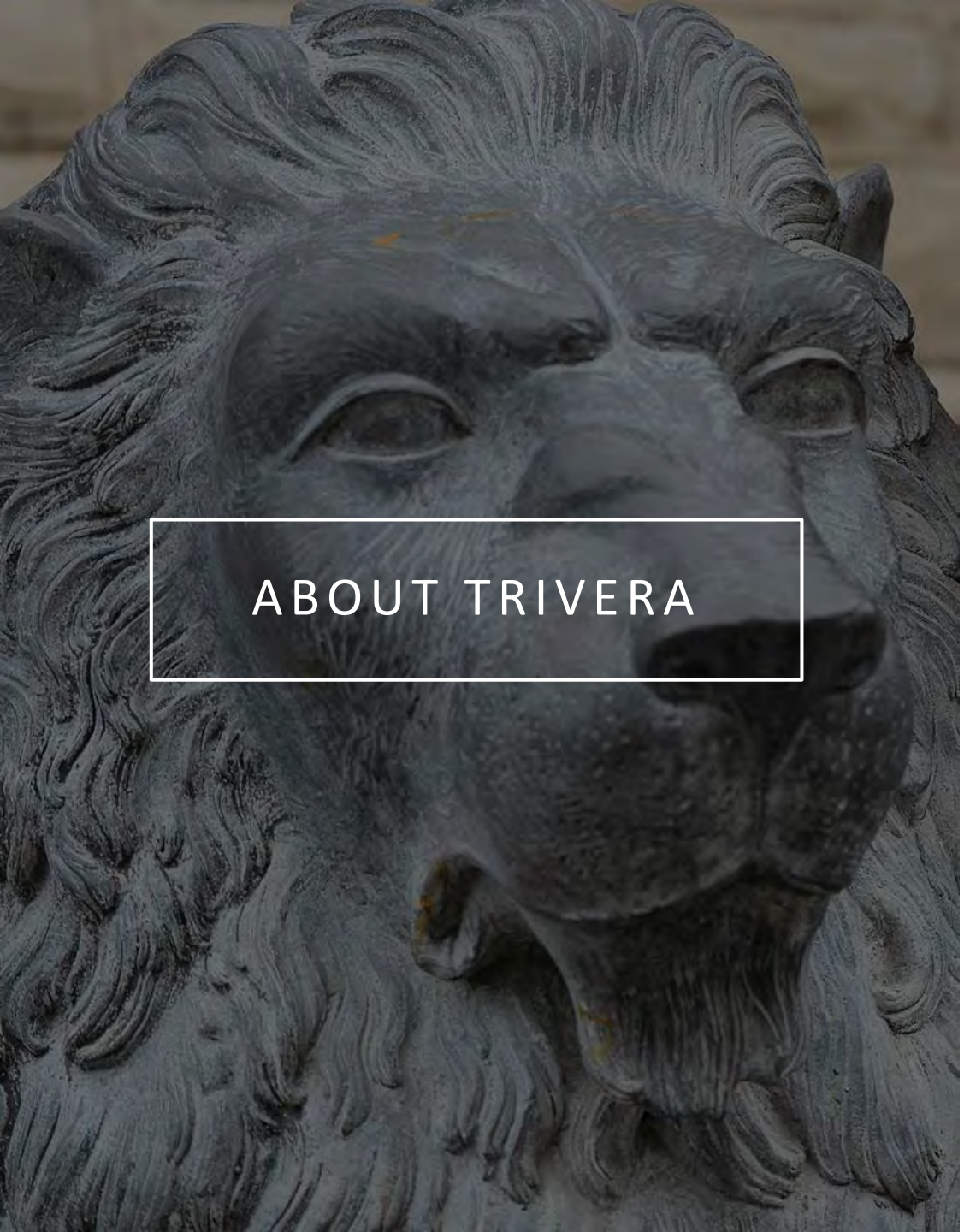

ABOUT TRIVERA

- 1996

- 2020

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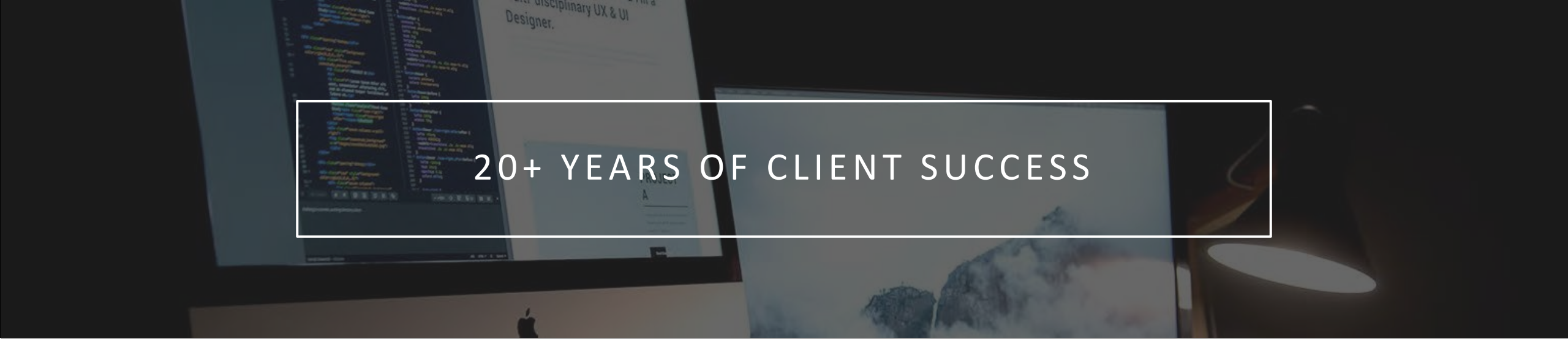

20+ YEARS OF CLIENT SUCCESS

Kalmbach Media

Potawatomi Hotel Casino

DentalAssociates smile more.

Rogers Behavioral Health

United Performing Arts Fund

MMSD Partners for a Cleaner Environment

Slow-Release Milorganite Nitrogen Fertilizer

Frank Mayer and Associates, Inc.

Executive Agenda

MKE Milwaukee

Viking Masek

Halquist Stone

dersē

Potawatomi Carter Casino · Hotel

roc Ventures

George Webb Restaurants Anytime!

Greater Milwaukee Foundation

STRATTEC

Children's Hospital of Wisconsin

Milwaukee County's Timmerman Airport

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CERTIFIED GOOGLE & HUBSPOT PARTNER

- Google Partners must participate in training/testing.
- Google partners must follow Google's advertising best practices and must have proven their ability to help businesses succeed online.
- Google Partners are notified of the latest trends and Google product enhancements.
- HubSpot partners must participate in training/testing
- HubSpot partners work with experts from HubSpot on an ongoing basis to ensure we are able to take full advantage of best practices for our clients

HubSpot

Google Partner

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WHY WE'RE GLAD YOU'RE HERE

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YOUR ONLINE PRESENCE IS MORE IMPORTANT THAN EVER RIGHT NOW

- COVID-19 continues to have a big impact on B2B ecommerce
- 46% of companies are seeing a spike in digital sales

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GOOGLE IS RUNNING THE SHOW

95%

of searches are handled by Google

+50%

of searches end with no click to any site

15%

of searches end with a click to a Google-owned property (YouTube, maps, news, thinkwithgoogle.com)

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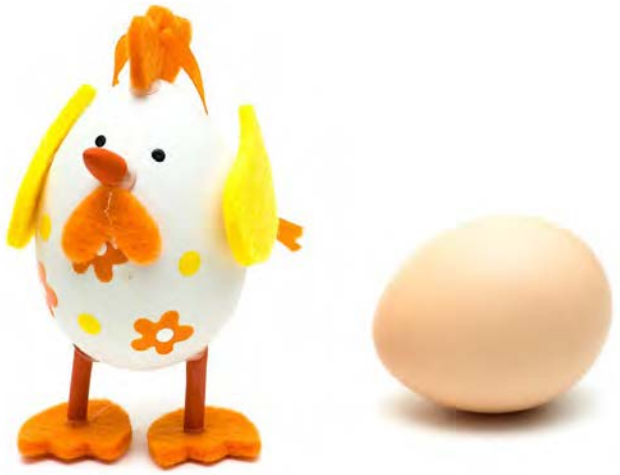
IT’S A SLOW, SNEAKY EVOLUTION

- These changes have been slowly evolving over time
- Result of endless experimentation by Google
- People aren't just comparing you to your competitors, comparing you to every online experience they've ever had



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SEO MYTH BUSTING IN 5 MINUTES

(HOW SEO USED TO WORK)

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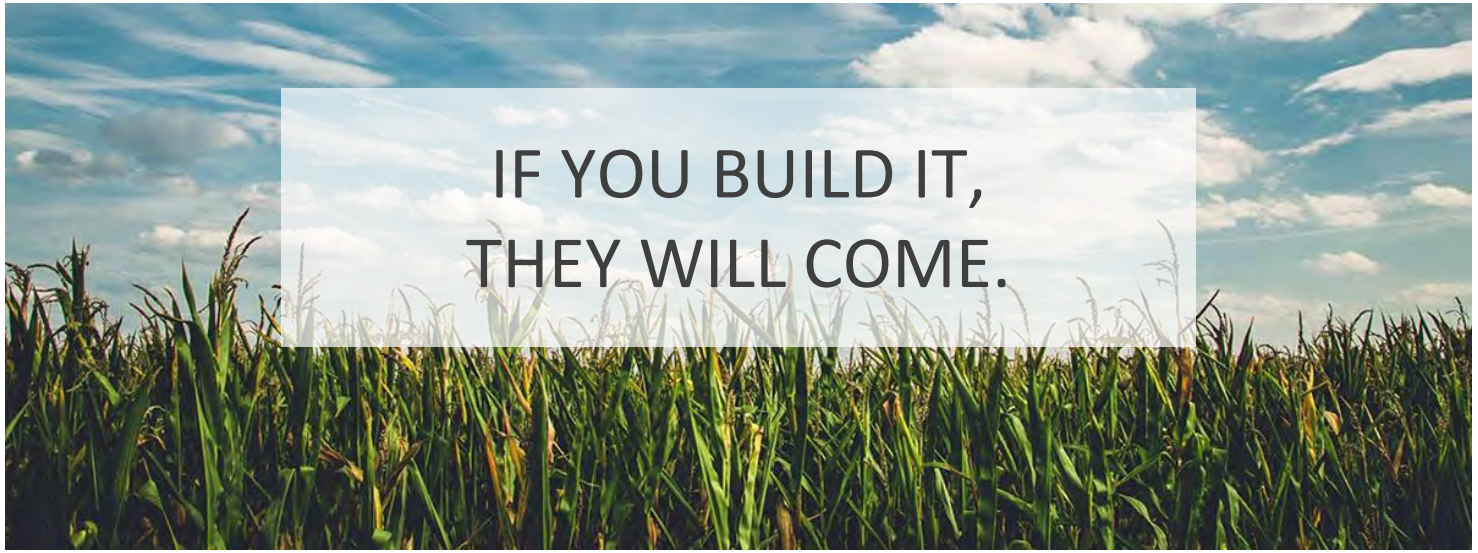
SEO MYTH BUSTING – HOW WE USED TO GET TRAFFIC

Traditionally.. Marketers relied on website traffic to report success



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SEO MYTH BUSTING – ALL YOU NEED IS LOTS OF CONTENT

75% of content gets no links

91% of content earns no Google traffic

85%+ of content earns fewer than ten social shares

..it's not enough to ramp up content production. You have to make sure it's unique, high-quality, targeting the right audience, and targeting the right intent

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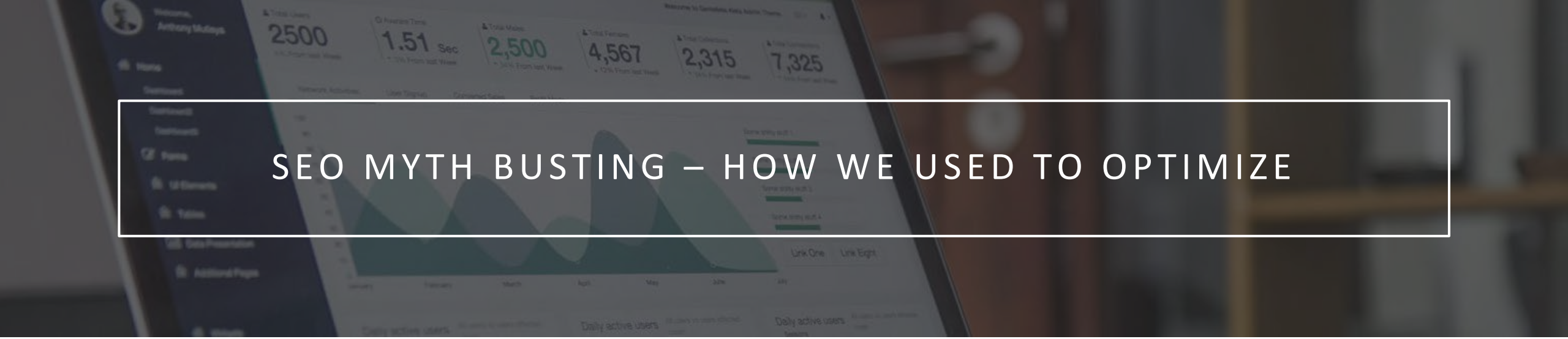

SEO MYTH BUSTING – HOW WE USED TO OPTIMIZE

Keywords

Volume
Difficulty
Search landscape
Competitive research

Links

Indicate popularity, trust, and authority
New links matter
The right links matter

On-Page

Metadata
Page Load Time
Structured Data
Accessibility

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SEO MYTH BUSTING – THE ONSITE EXPERIENCE

Creativity

Design rules

Make it interesting & unusual

Design drives menu structure

Unique & catchy page names

Movement

Sliding header with multiple features

Flash

Pop-ups/sliders

Auto play videos

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UNWRAPPING GOOGLE'S 4 SECRETS

(HOW SEO WORKS TODAY)

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UNWRAPPING GOOGLE'S 4 SECRETS

- How Google's ability to understand the user has changed
- SERP features + the zero-click search
- The need for technical SEO
- Algorithmic bias

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UNWRAPPING GOOGLE'S 4 SECRETS

- **How Google's ability to understand the user has changed**
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HOW GOOGLE'S ABILITY TO UNDERSTAND THE USER HAS CHANGED

People are searching in micro-moments
…so SERPs have become hyper-personalized

Results are based on

- Location
- History
- Device
- INTENT

HOW GOOGLE'S ABILITY TO UNDERSTAND THE USER HAS CHANGED

Google wants to produce the best result that will completely satisfy the searcher's intent

Google doesn't just care about delivering the most *relevant* information - they also want to deliver the *correct* information...from an **authoritative source**

This has led to a greater emphasis on demonstrating expertise, authority, and trust, not just for singular pieces of content, but for brands as a whole

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HOW GOOGLE'S ABILITY TO UNDERSTAND THE USER HAS CHANGED

Meet BERT

He moved to Mountain View, CA and made national headlines!

- BERT stands for Bidirectional Encoder Representations from Transformers
- Helps Google understand language like a human would
- Knows which word(s) matter most
- Understands "content clues" to provide better answers

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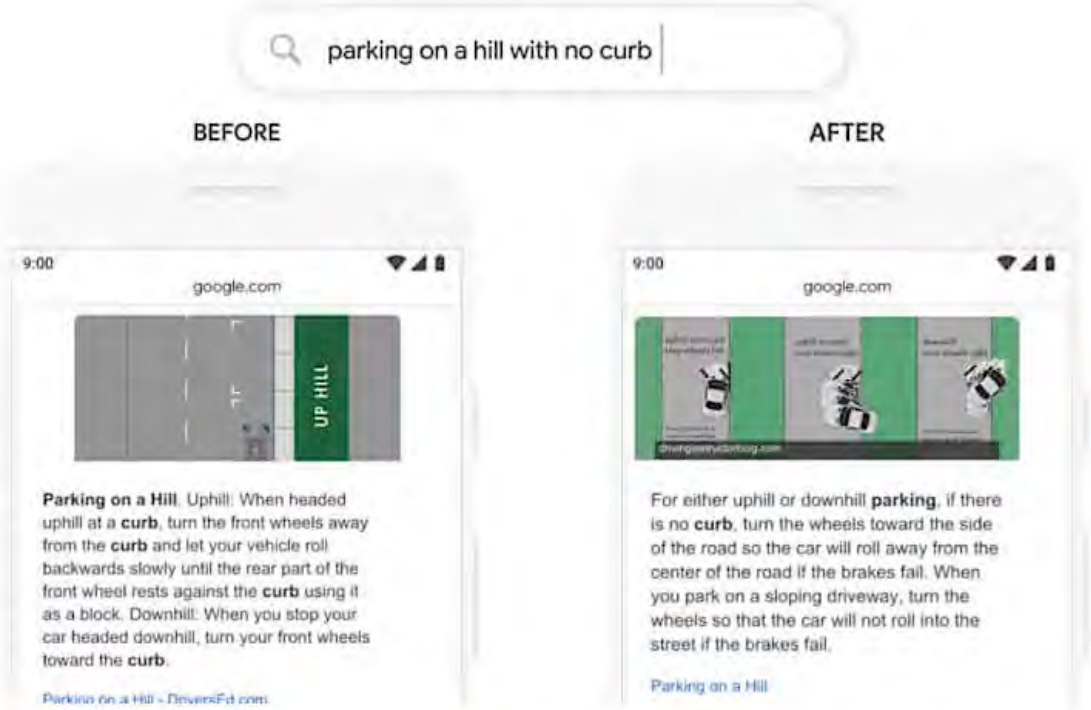
HOW GOOGLE'S ABILITY TO UNDERSTAND THE USER HAS CHANGED



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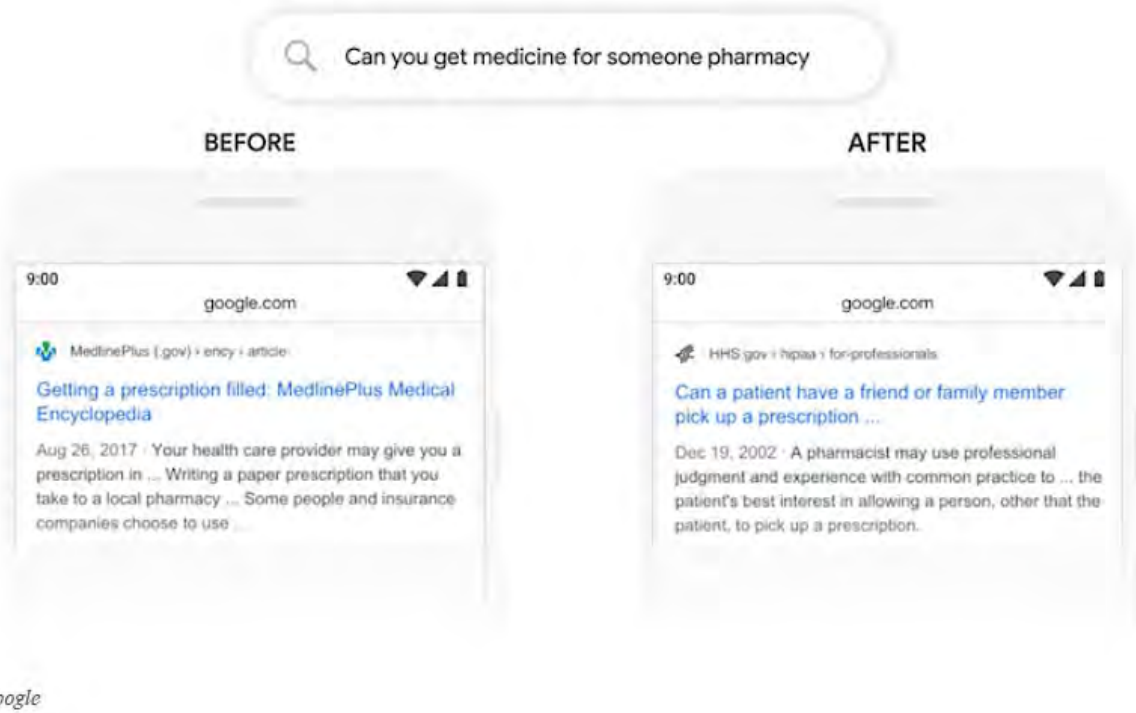

Google

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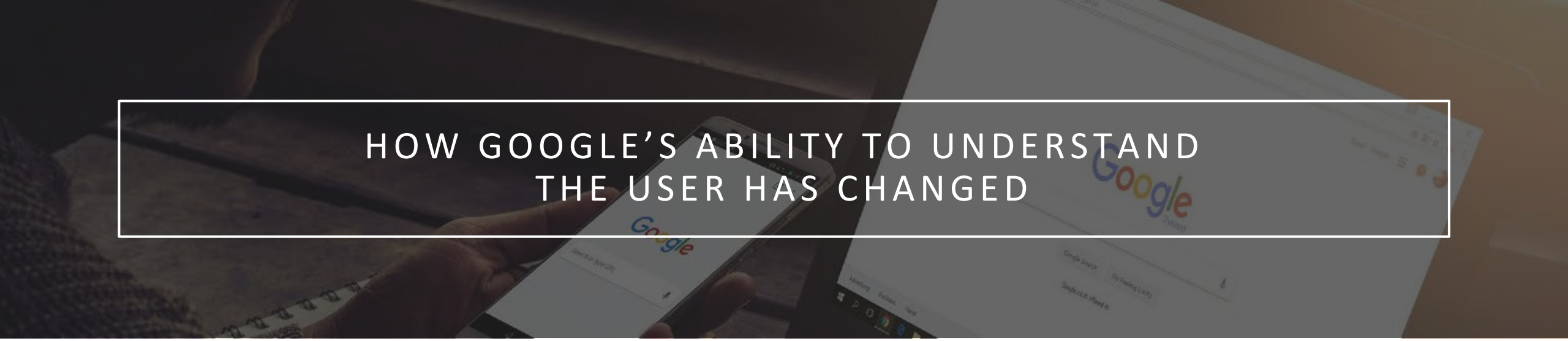

HOW GOOGLE'S ABILITY TO UNDERSTAND THE USER HAS CHANGED

Google can see and understand how a user's thinking evolves as he or she tries to solve a problem

Justin, 19 • Total Touchpoints: over 375

Total searches: 3

KEY SEARCHES ACROSS MOBILE

- Pressure in my head
- Why do I feel like my head is heavy?
- Headphones headache

Total YouTube videos: 4

KEY YOUTUBE VIDEOS WATCHED ON DESKTOP

- Does it suck? - cheap wireless headphones
- Review over the Headphone Brand B bluetooth headset
- What are the best headphones for $20

Total searches: 8

KEY SEARCHES ACROSS MOBILE

- Best cheap headphones
- Best wireless headphones
- Best wired headphones 2020

Total searches: 8

KEY SEARCHES ACROSS MOBILE

- Headphone Brand A noise isolating review
- Headphone Brand C foldable wireless headphones
- Headphone Brand D in ear headphones

Purchase made on desktop

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UNWRAPPING GOOGLE'S 4 SECRETS

- How Google's ability to understand the user has changed
- **SERP features + the zero-click search**
- The need for technical SEO
- Algorithmic bias

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SERP FEATURES + THE ZERO-CLICK SEARCH

Direct answer boxes

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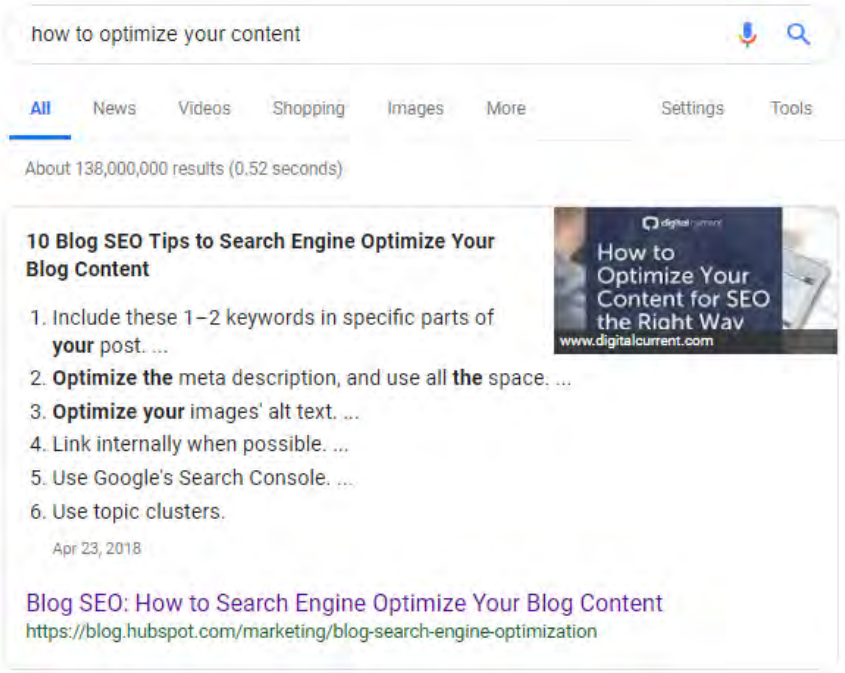
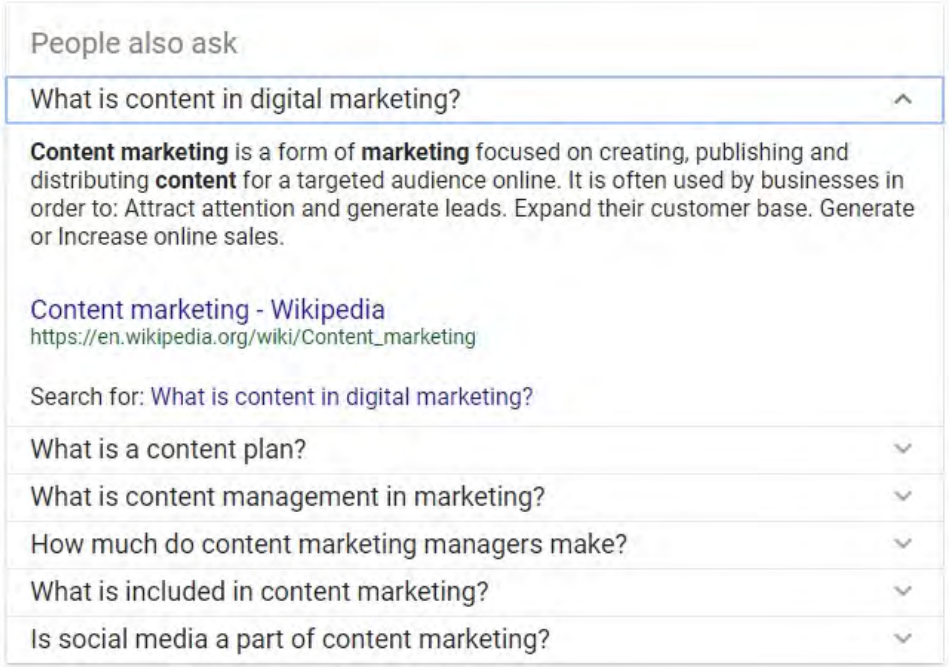
SERP FEATURES + THE ZERO-CLICK SEARCH

Featured snippets





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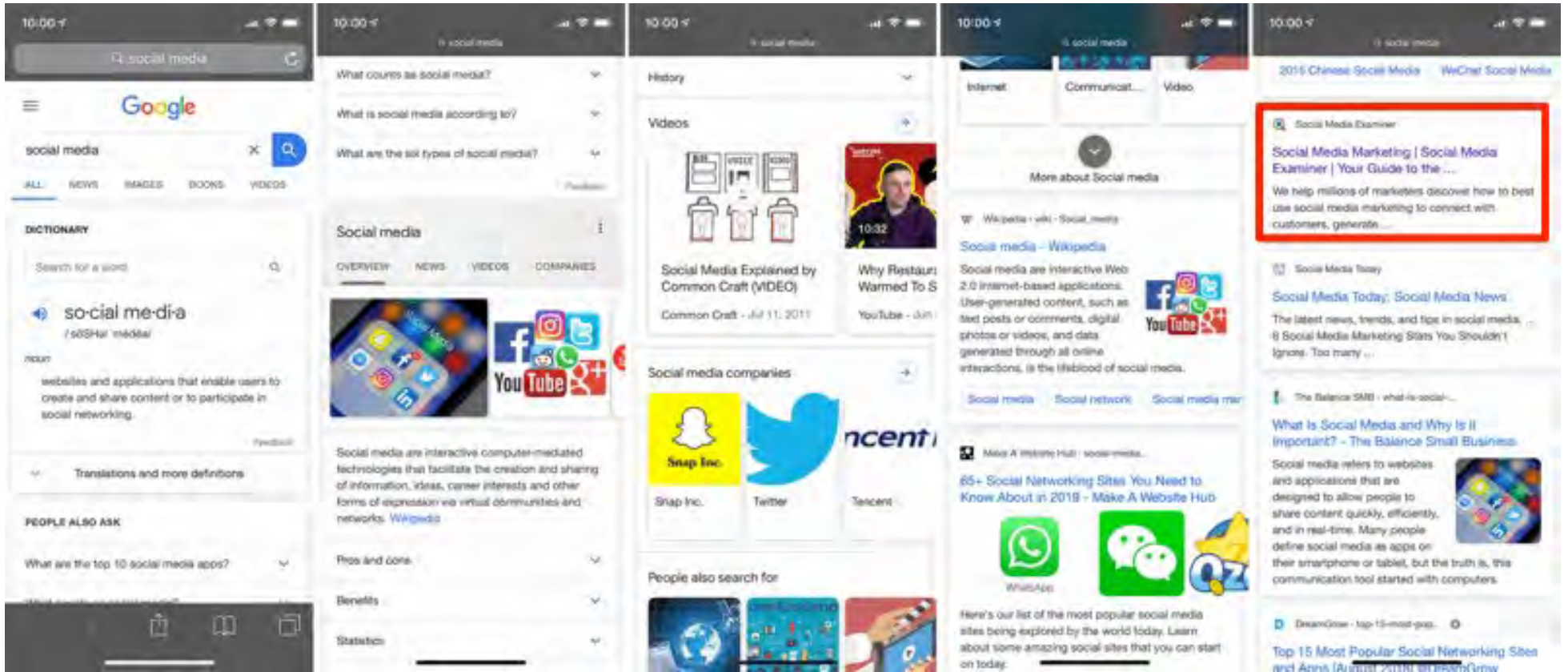
SERP FEATURES + THE ZERO-CLICK SEARCH



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SERP FEATURES + THE ZERO-CLICK SEARCH

content marketing +

Organic Competitors

Search volume +

1 year monthly average · Worldwide · All traffic

Clicked BETA	30%
Non - Clicked	70%

98,625

lead nurturing +

Organic Competitors

Search volume +

1 year monthly average · Worldwide · All traffic

Clicked BETA	38%
Non - Clicked	62%

10,000

digital marketing agency chicago +

Organic Competitors

Search volume +

1 year monthly average · Worldwide · All traffic

Clicked BETA	52%
Non - Clicked	48%

< 5,000

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UNWRAPPING GOOGLE'S 4 SECRETS

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- **The need for technical SEO**
- Algorithmic bias

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THE NEED FOR TECHNICAL SEO

For content to drive traffic, search engines must do the following:

- access (crawl)
- load (render)
- store (index)
- understand (signal)
- prioritize (rank)

Technical SEO makes up nearly two thirds of this process.

It cannot be neglected.

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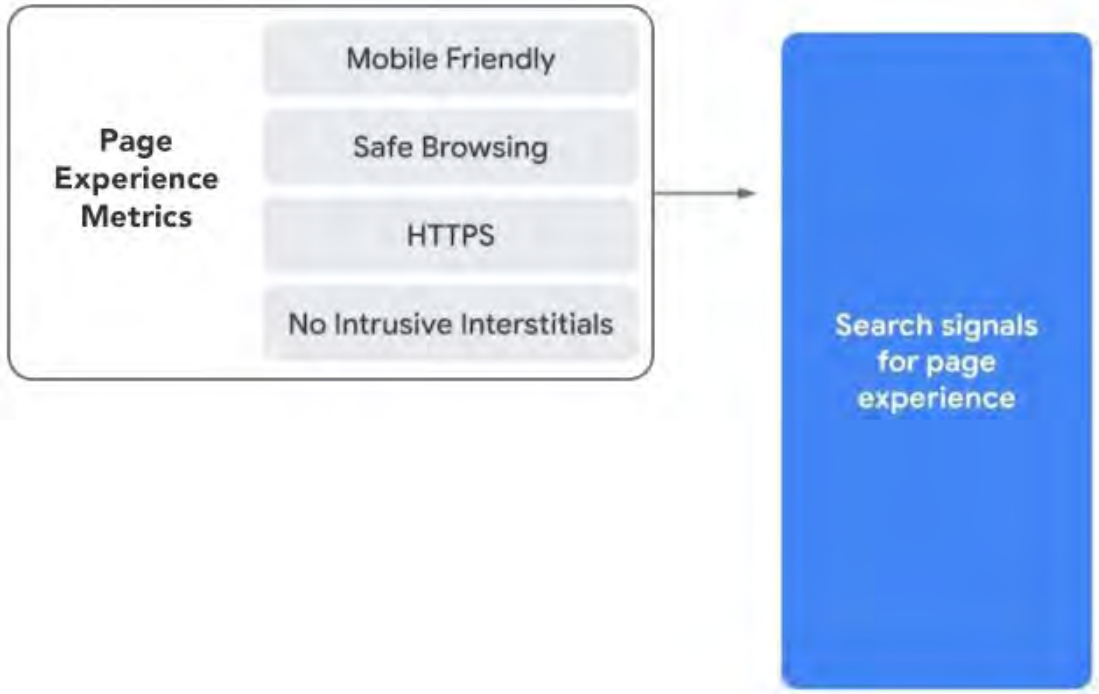
THE NEED FOR TECHNICAL SEO



Page experience signals

- Adds to the existing page experience metrics

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UNWRAPPING GOOGLE'S 4 SECRETS

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- **Algorithmic bias**

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ALGORITHMIC BIAS

- Not inherently bad
- AI and ML are what makes SEO and online advertising work.
- We count on complex algorithms to help us improve the performance of our websites, our social media platforms, and our digital ads.

In the simplest terms, if something works, the computer does more of it.

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ALGORITHMIC BIAS

A few examples

- 2019 Study published by Cornell University showed that slight variations in available budget, headline, text, or image had significant impacts on the audience reached by each ad.
  - Postings for preschool teachers and secretaries were shown to a higher fraction of women
  - Postings for janitors and taxi drivers were shown to a higher proportion of minorities.
  - Ads about homes for sale were also shown to more white users, while ads for rentals were shown to more minorities.
  - This was not the intention of any of the advertisers
- Another study found Pokémon GO advantaged urban, white, non-Hispanic populations, for example, potentially attracting more tourist commerce to their neighborhoods

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ALGORITHMIC BIAS

About half of all searches are done using voice queries

- A white American male has a 92% accuracy rate when it comes to being understood by a voice-enabled assistant
- A white American female has a 79% accuracy rate
- A mixed-race American woman only has a 69% chance of being understood.
- Non-US. Accents fare far worse.
    - If you're Scottish and speaking English, you have only a 53% chance of being understood.

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WHAT YOU CAN DO

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WHAT YOU CAN DO

- You can’t “Do SEO” to a broken site
- Change your goals and the way you measure success
- Be aware of possible algorithmic bias

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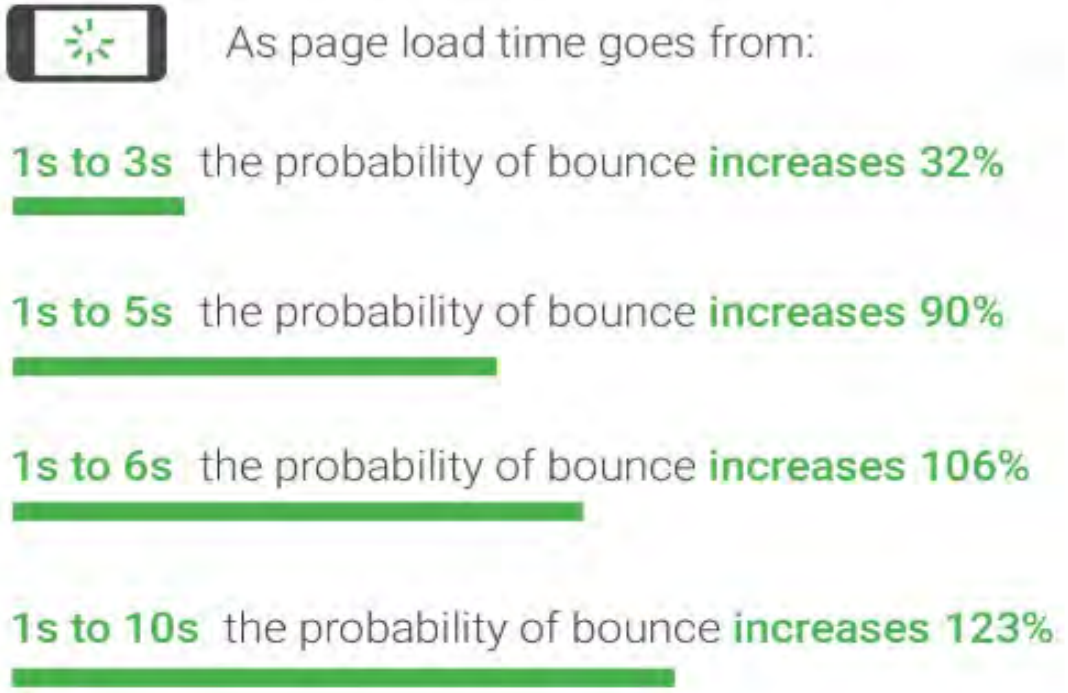
YOU CAN'T "DO SEO" TO A BROKEN SITE



- Page speed matters to your users, and to Google (it's a ranking factor!)
- Audit your top pages and pay attention to speed reports in Google Search Console
- Work with your developers to prioritize load time optimization

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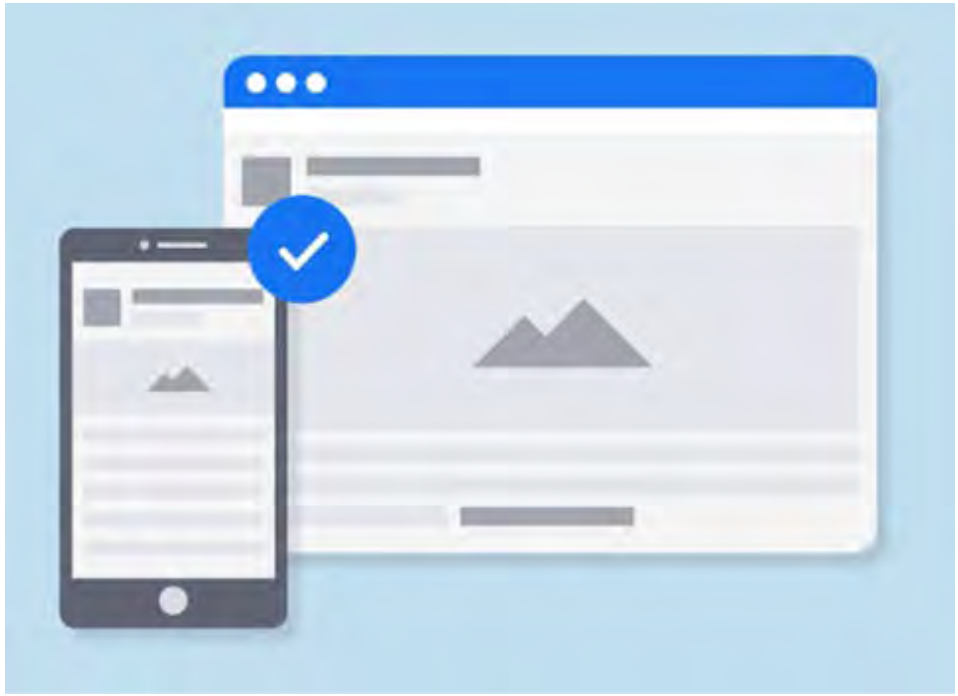
YOU CAN'T "DO SEO" TO A BROKEN SITE

- Your site will be ranked based on your mobile-experience first, even if more of your visitors come from desktop
- All digital reporting must reflect insights into your mobile performance
- Ensure your site features responsive design and audit your mobile speed and rendering



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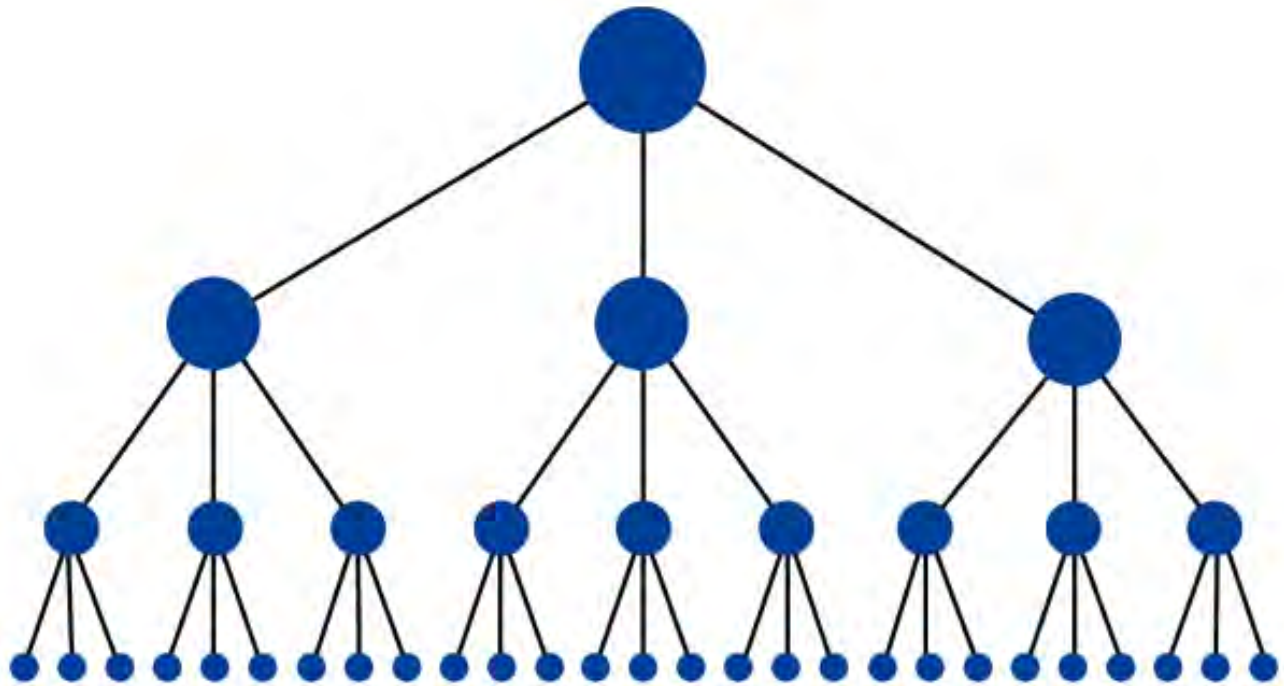
YOU CAN'T "DO SEO" TO A BROKEN SITE



- Proper site structure with a clear hierarchy will help Google (and visitors) understand your website's themes and organization
- It helps user experience and Google's crawling, rendering and indexing
- Clear site structure also allows more of your results to show up in SERPs

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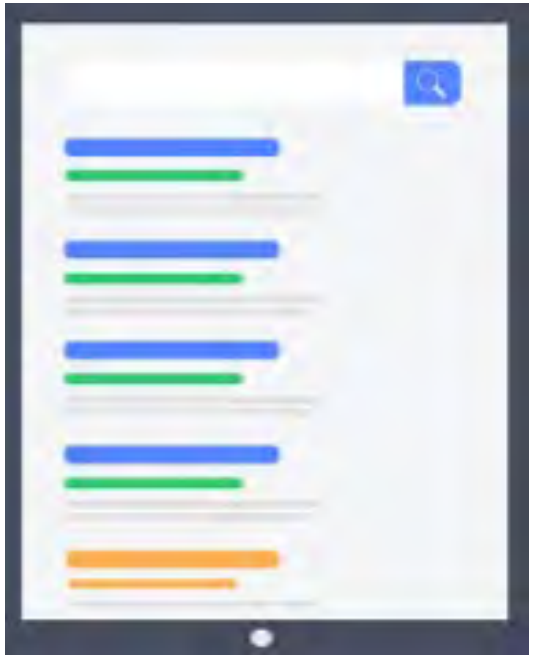
YOU CAN'T "DO SEO" TO A BROKEN SITE

Prepare for new page experience ranking factor by testing metrics now

- Load Speed
- Responsiveness
- Visual Layout Stability
- Mobile Friendliness
- Safe & Clean Website Code
- Use of HTTPS
- No Intrusive Interstitials

Load time, interactivity, and visual stability reports are found in Google Search Console, where you can see scores and suggested actions



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WHAT YOU CAN DO

- You can't "Do SEO" to a broken site
- **Change your goals and the way you measure success**
- Be aware of possible algorithmic bias

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CHANGE YOUR GOALS AND THE WAY YOU MEASURE SUCCESS

This is your new home page

- How well does your content solve the searcher's problem?
- How does your site compare to the competition?
- Does your site offer content that fits in with SERP features in your space?
- Do you have the credibility to be the source of this information?
- Do you REALLY need that top-level click?

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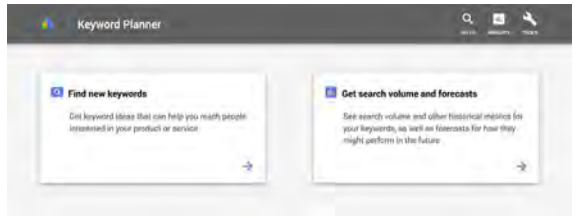
CHANGE YOUR GOALS AND THE WAY YOU MEASURE SUCCESS

Understand your customer's journey

- It's not about keywords, it's about concepts
- Understand your customer's path to purchase
- The words your customer uses as they search for solutions to their problems probably aren't the keywords you want them to use
- Most customers (even B2B) conduct a minimum of 8 – 12 searches before interacting with a brand
- Ask yourself: how can I be present at all stages of the sales funnel?

CHANGE YOUR GOALS AND THE WAY YOU MEASURE SUCCESS

Base your content on research



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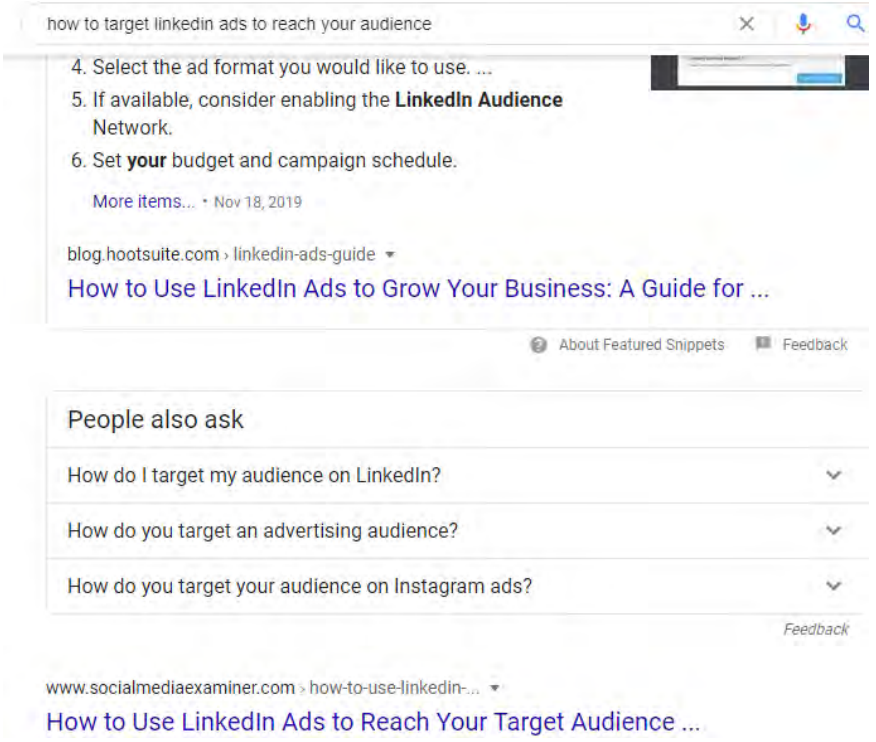
CHANGE YOUR GOALS AND THE WAY YOU MEASURE SUCCESS

Remember that not all queries are worth pursuing

Google is “stealing” top-of-funnel traffic for a lot of generic, broad searches, so it may be futile to target keywords like “social media” in hopes of getting traffic

Remember that quality > quantity, and it’s always important to focus on your audience and their intent

SERPs can’t answer ALL questions about a given topic... and Google can’t compete with complex, unique articles that answer complex questions



WHAT YOU CAN DO

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BE AWARE OF POSSIBLE ALGORITHMIC BIAS

You can’t change the algorithms, but you can change what they analyze

Google’s question:

- Does your training data represent the diversity of your user base?
    - Training data = what is shown + when it’s shown + how it's shown

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BE AWARE OF POSSIBLE ALGORITHMIC BIAS

Understand your target audience

- What actions are they likely to take vs the ones you want them to take?
- The goals and targeting options might not align with your company's goals and targeting
- "Success" will look different to the algorithm than it does to you

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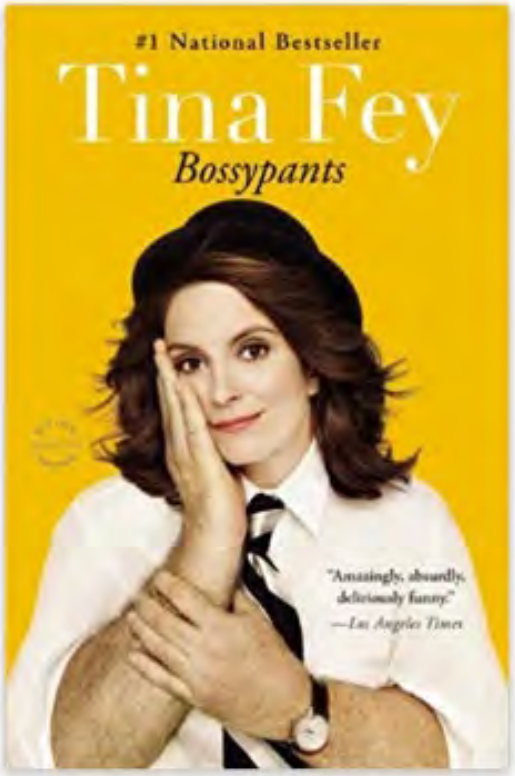
BE AWARE OF POSSIBLE ALGORITHMIC BIAS

- Automation makes things easy, but doesn't always make things right
  - Google pushes automation
  - Small adjustments can completely change ad performance
  - The algorithm will replicate "success"
- Monitor your campaigns using detailed metrics
  - Use on-site metrics to test for bias
  - Don't be afraid to stop something and start over, or to separate ads into different ad groups

BE AWARE OF POSSIBLE ALGORITHMIC BIAS

- Research, don’t guess
- Seek out input from people who can represent your target market
- Increase the diversity of your team
- Question and test everything!

SCAN ME



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IF YOU CAN ONLY REMEMBER A FEW THINGS…

Your traffic for high-level keywords will continue to decrease

Focus on topic clusters and end of funnel keywords

Your site MUST be mobile optimized, secure, and technically sound!

Bias exists – rely on humans to research and monitor for it

SCAN ME

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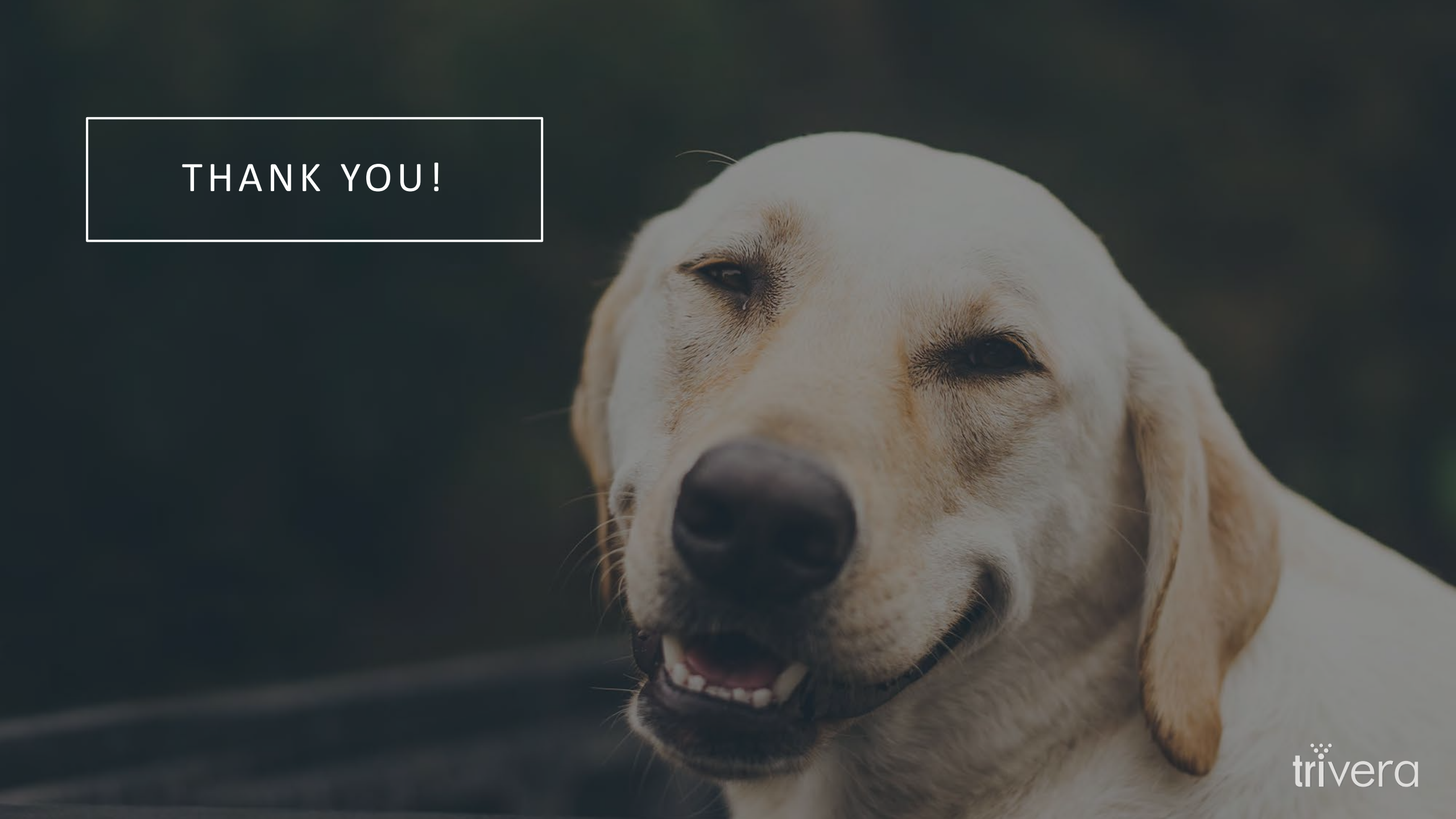
THANK YOU!



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