



UNWRAPPING GOOGLE'S SECRETS TO RULE THE WORLD



TODAY'S AGENDA

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



ABOUT TRIVERA

1996



2020



20+ YEARS OF CLIENT SUCCESS



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



WHY WE'RE GLAD YOU'RE HERE

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



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)

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





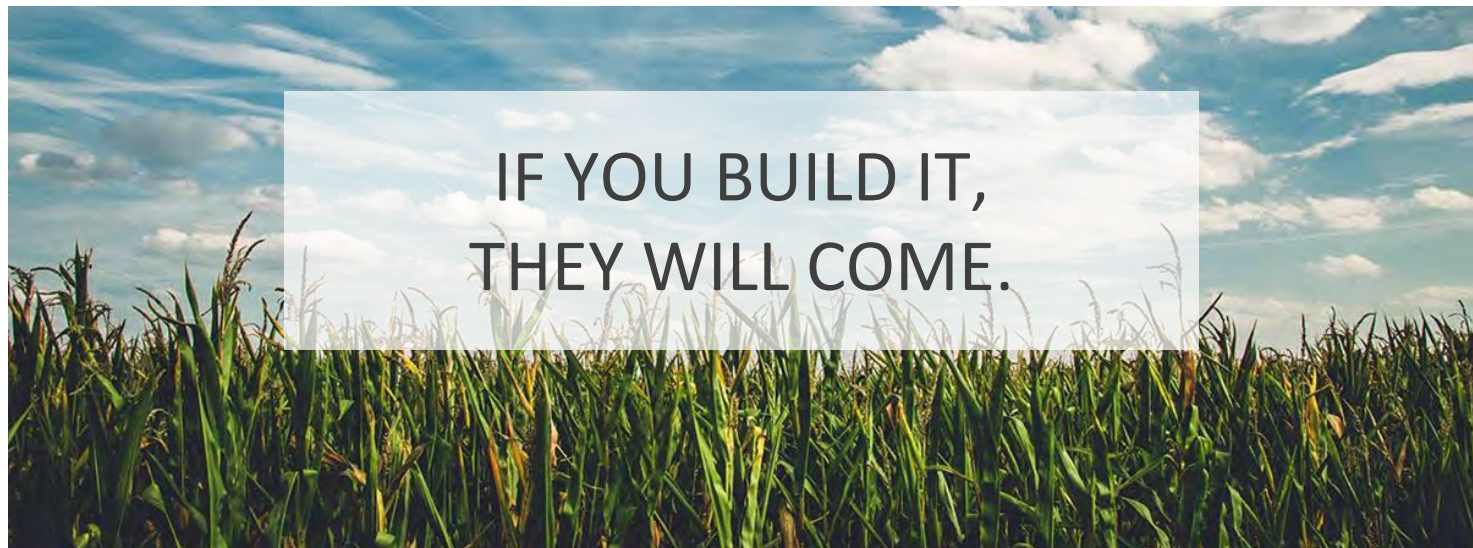
SEO MYTH BUSTING IN 5 MINUTES

(HOW SEO USED TO WORK)



SEO MYTH BUSTING – HOW WE USED TO GET TRAFFIC

Traditionally.. Marketers relied on website traffic to report success



IF YOU BUILD IT,
THEY WILL COME.

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

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





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



A person is shown from a high-angle perspective, working on a laptop and holding a smartphone. The scene is dimly lit with a dark, reddish-brown overlay. A white rectangular box is centered over the image, containing the title text. The laptop screen displays a Google search page. The person's hands are visible, one holding the smartphone and the other on the laptop keyboard.

UNWRAPPING GOOGLE'S 4 SECRETS (HOW SEO WORKS TODAY)

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

UNWRAPPING GOOGLE'S 4 SECRETS

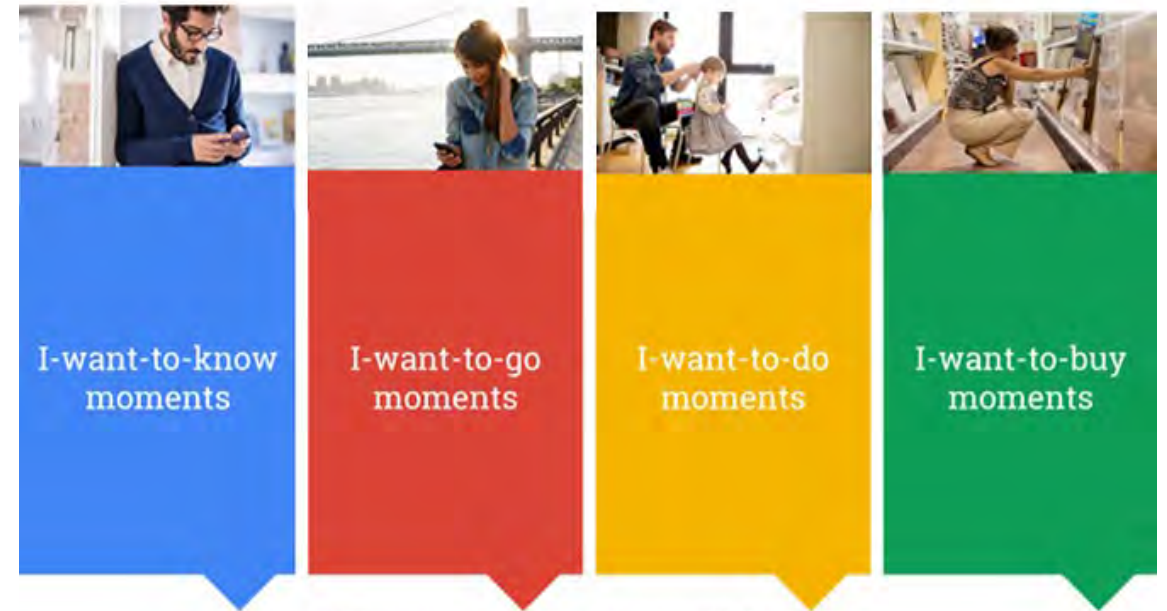
- **How Google's ability to understand the user has changed**
- SERP features + the zero-click search
- The need for technical SEO
- Algorithmic bias

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



SOURCE: '4 New Moments Every Marketer Should Know', June 2015. ThinkwithGoogle.com

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



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



HOW GOOGLE'S ABILITY TO UNDERSTAND THE USER HAS CHANGED

🔍 parking on a hill with no curb

BEFORE



AFTER



Image source: Google.

🔍 Can you get medicine for someone pharmacy

BEFORE



AFTER



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

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

SERP FEATURES + THE ZERO-CLICK SEARCH

Direct answer boxes

1:49 PM

Monday, March 25, 2019 (CDT)
Time in Westowne, Waukesha, WI

Westowne, Waukesha, WI
Monday 1:00 PM
Sunny

 37°F | °C

Precipitation: 0%
Humidity: 32%
Wind: 10 mph

Temperature Precipitation Wind

where was Stephen Hawking born



All News Images Maps Videos More Settings Tools

About 7,570,000 results (0.86 seconds)

Stephen Hawking / Place of birth



Oxford, United Kingdom

SERP FEATURES + THE ZERO-CLICK SEARCH

Featured snippets

how to optimize your content

All News Videos Shopping Images More Settings Tools

About 138,000,000 results (0.52 seconds)

10 Blog SEO Tips to Search Engine Optimize Your Blog Content

1. Include these 1–2 keywords in specific parts of your post. ...

2. **Optimize the** meta description, and use all **the** space. ...

3. **Optimize your** images' alt text. ...

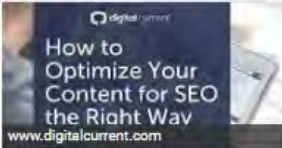
4. Link internally when possible. ...

5. Use Google's Search Console. ...

6. Use topic clusters.

Apr 23, 2018

[Blog SEO: How to Search Engine Optimize Your Blog Content](https://blog.hubspot.com/marketing/blog-search-engine-optimization)
<https://blog.hubspot.com/marketing/blog-search-engine-optimization>



People also ask

What is content in digital marketing? ^

Content marketing is a form of **marketing** focused on creating, publishing and distributing **content** for a targeted audience online. It is often used by businesses in order to: Attract attention and generate leads. Expand their customer base. Generate or Increase online sales.

[Content marketing - Wikipedia](https://en.wikipedia.org/wiki/Content_marketing)
https://en.wikipedia.org/wiki/Content_marketing

Search for: What is content in digital marketing?

What is a content plan? v

What is content management in marketing? v

How much do content marketing managers make? v

What is included in content marketing? v

Is social media a part of content marketing? v

SERP FEATURES + THE ZERO-CLICK SEARCH

The image displays five mobile search results for the query "social media" on Google, illustrating various SERP features:

- Leftmost panel:** Shows the search bar with "social media" and the Google logo. Below are tabs for "ALL", "NEWS", "IMAGES", "BOOKS", and "VIDEOS". A "DICTIONARY" section is visible, showing the definition of "social media" as "websites and applications that enable users to create and share content or to participate in social networking."
- Second panel:** Features a "Featured snippet" with three questions: "What counts as social media?", "What is social media according to?", and "What are the six types of social media?". Below this is a "Social media" overview section with tabs for "OVERVIEW", "NEWS", "VIDEOS", and "COMPANIES". A video thumbnail titled "Social Media Explained by Common Craft (VIDEO)" is shown.
- Third panel:** Displays a "History" section and a "Videos" section with a video thumbnail titled "Why Restaurants Warmed To Social Media". Below is a "Social media companies" section listing Snap Inc., Twitter, and Tencent.
- Fourth panel:** Shows a "More about Social media" section with a "Social media - Wikipedia" entry. The text states: "Social media are interactive Web 2.0 Internet-based applications. User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of social media."
- Rightmost panel:** Features a "Social Media Examiner" article titled "Social Media Marketing | Social Media Examiner | Your Guide to the ...". The article text is highlighted with a red box: "We help millions of marketers discover how to best use social media marketing to connect with customers, generate ...". Below this are other articles like "Social Media Today" and "What is Social Media and Why is it Important?".

SERP FEATURES + THE ZERO-CLICK SEARCH

content marketing +

Organic Competitors ⓘ

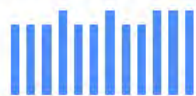
Search volume ⓘ +

1 year monthly average 🌐 Worldwide 📅 All traffic

Clicked ⓘ **BETA** 30%

Non - Clicked 70%

98,625



lead nurturing +

Organic Competitors ⓘ

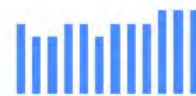
Search volume ⓘ +

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



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

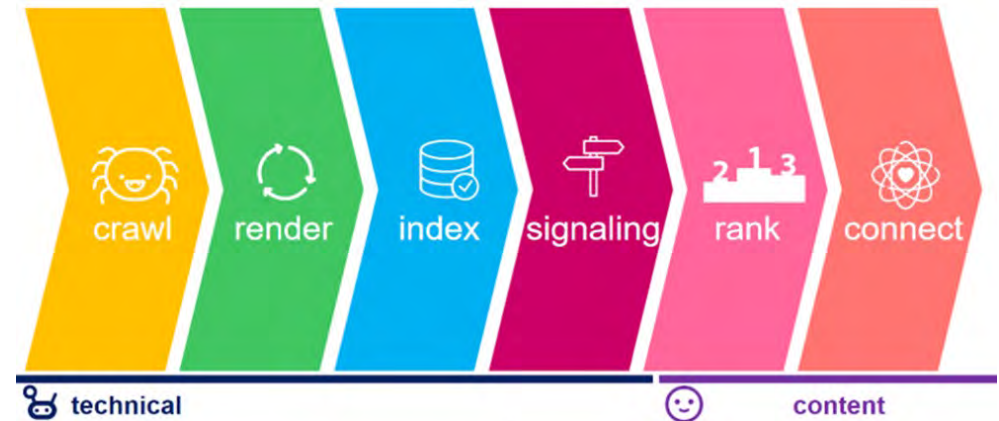
THE NEED FOR TECHNICAL SEO

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

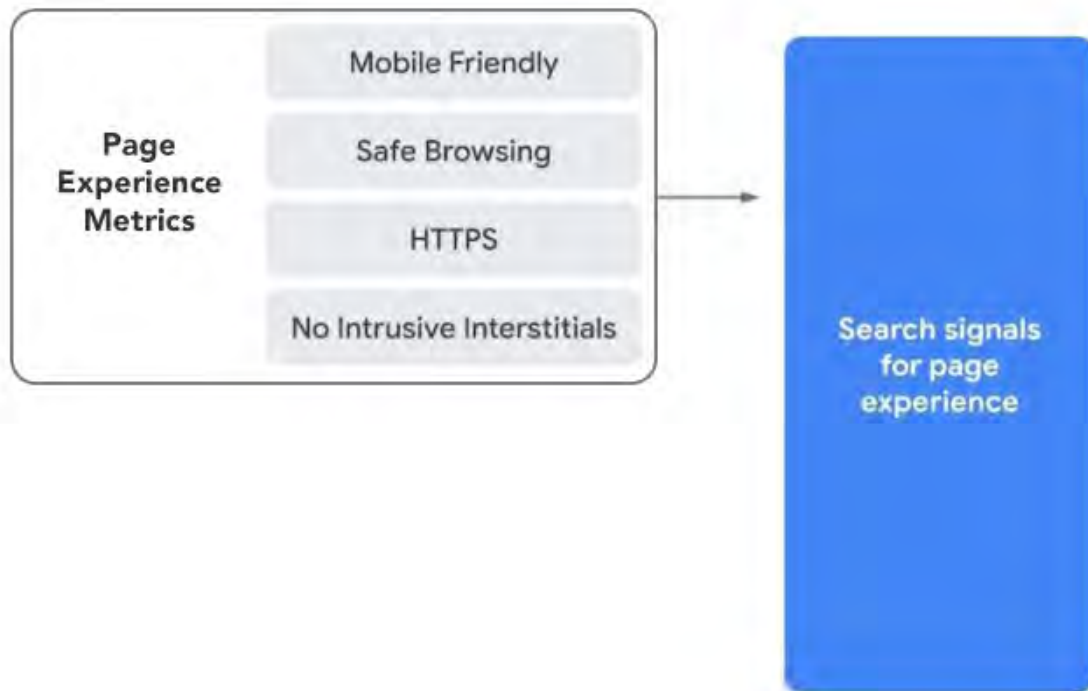
- access (crawl)
- load (render)
- store (index)
- understand (signal)
- prioritize (rank)

Technical SEO makes up nearly two thirds of this process.

It cannot be neglected.



THE NEED FOR TECHNICAL SEO



Page experience signals

- Adds to the existing page experience metrics

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**



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.



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

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.

WHAT YOU CAN DO

Google

Search Google or type a URL

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

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

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



Search Google or type a URL



As page load time goes from:

1s to 3s the probability of bounce **increases 32%**

1s to 5s the probability of bounce **increases 90%**

1s to 6s the probability of bounce **increases 106%**

1s to 10s the probability of bounce **increases 123%**

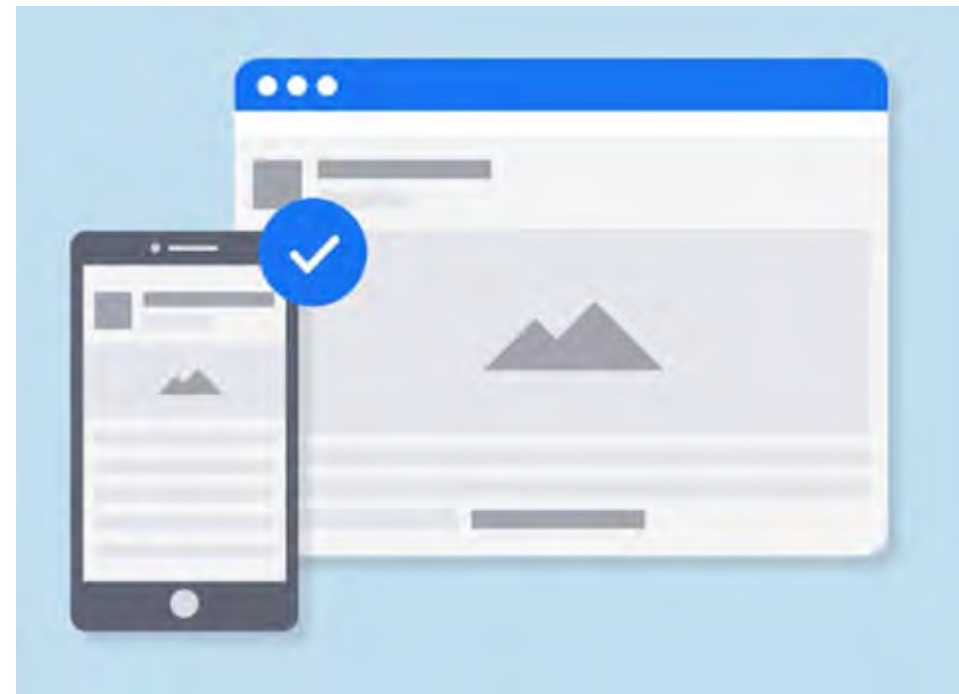
- Page speed matters to your users, and to Google (it's a ranking factor!)
- Audit your top pages and pay attention to speed reports in Google Search Console
- Work with your developers to prioritize load time optimization

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

Google

Search Google or type a URL

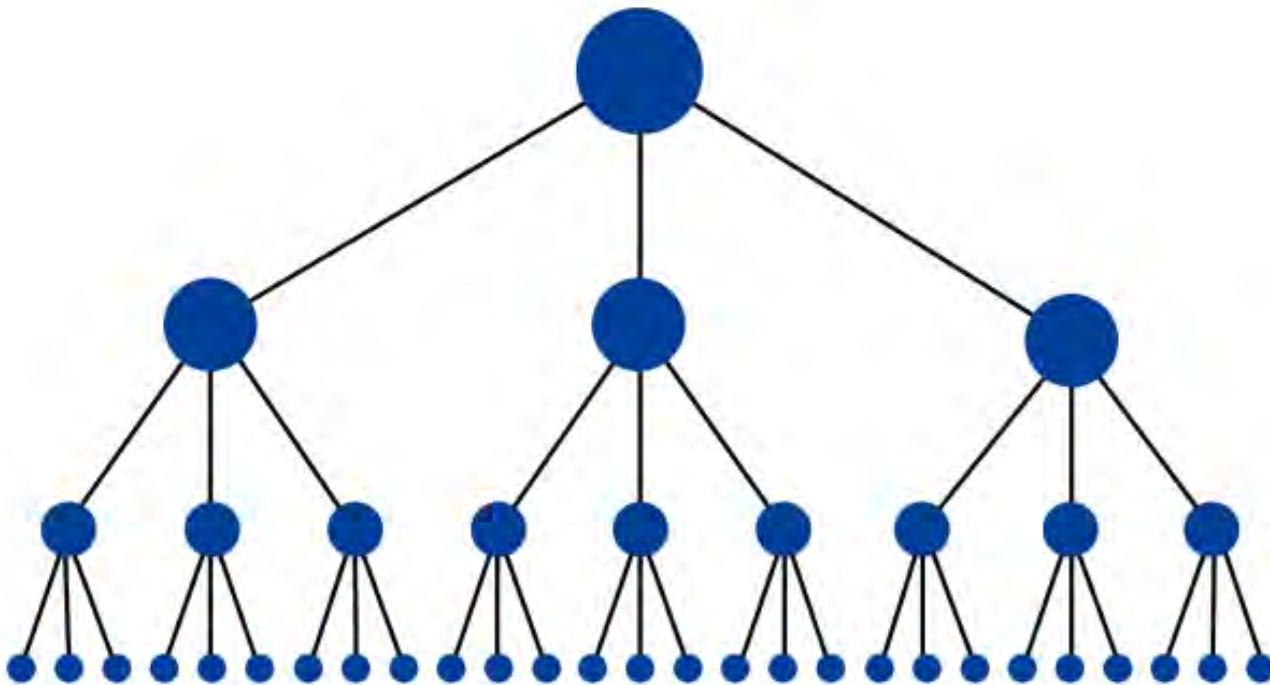
- Your site will be ranked based on your mobile-experience first, even if more of your visitors come from desktop
- All digital reporting must reflect insights into your mobile performance
- Ensure your site features responsive design and audit your mobile speed and rendering



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



Search Google or type a URL



- 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

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

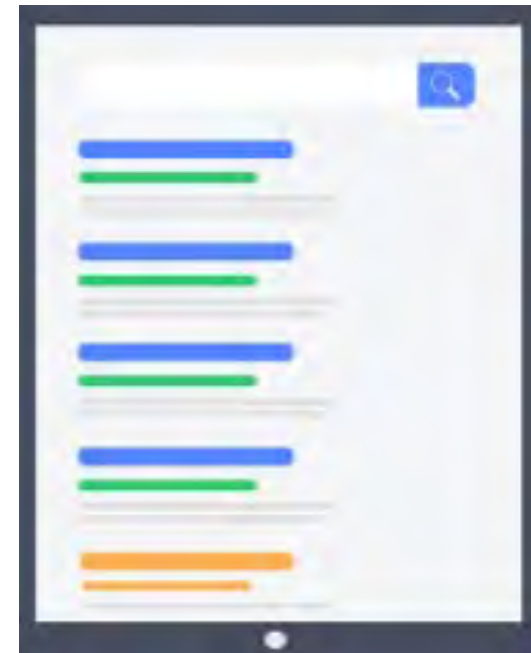
Google

Search Google or type a URL

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



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

CHANGE YOUR GOALS AND THE WAY YOU MEASURE SUCCESS



Search Google or type a URL



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?

CHANGE YOUR GOALS AND THE WAY YOU MEASURE SUCCESS

Google

Search Google or type a URL

Understand your customer's journey

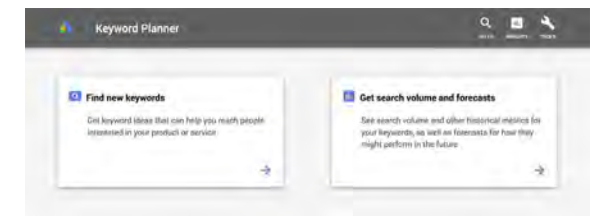
- It's not about keywords, it's about concepts
- Understand your customer's path to purchase
- The words your customer uses as they search for solutions to their problems probably aren't the keywords you want them to use
- Most customers (even B2B) conduct a minimum of 8 – 12 searches before interacting 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



Search Google or type a URL

Base your content on research



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

A screenshot of a Google search result for the query "how to target linkedin ads to reach your audience". The search bar at the top shows the query and standard search controls. The main result is a featured snippet from a blog post on hootsuite.com, listing steps for targeting LinkedIn ads: "4. Select the ad format you would like to use. ...", "5. If available, consider enabling the LinkedIn Audience Network.", and "6. Set your budget and campaign schedule." Below this is a "People also ask" section with three questions: "How do I target my audience on LinkedIn?", "How do you target an advertising audience?", and "How do you target your audience on Instagram ads?". At the bottom, another search result is visible from socialmediaexaminer.com with the title "How to Use LinkedIn Ads to Reach Your Target Audience ...".

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**

BE AWARE OF POSSIBLE ALGORITHMIC BIAS

Google

Search Google or type a URL

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

BE AWARE OF POSSIBLE ALGORITHMIC BIAS

Google

Search Google or type a URL

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

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

Google

Search Google or type a URL.

- 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



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

THANK YOU!

