How Information Will Transform The Search Landscape

Ric Rodriguez, SEO Consultant

2019 - SEO Consultant, Yext

2018 - SEO Director, iProspect

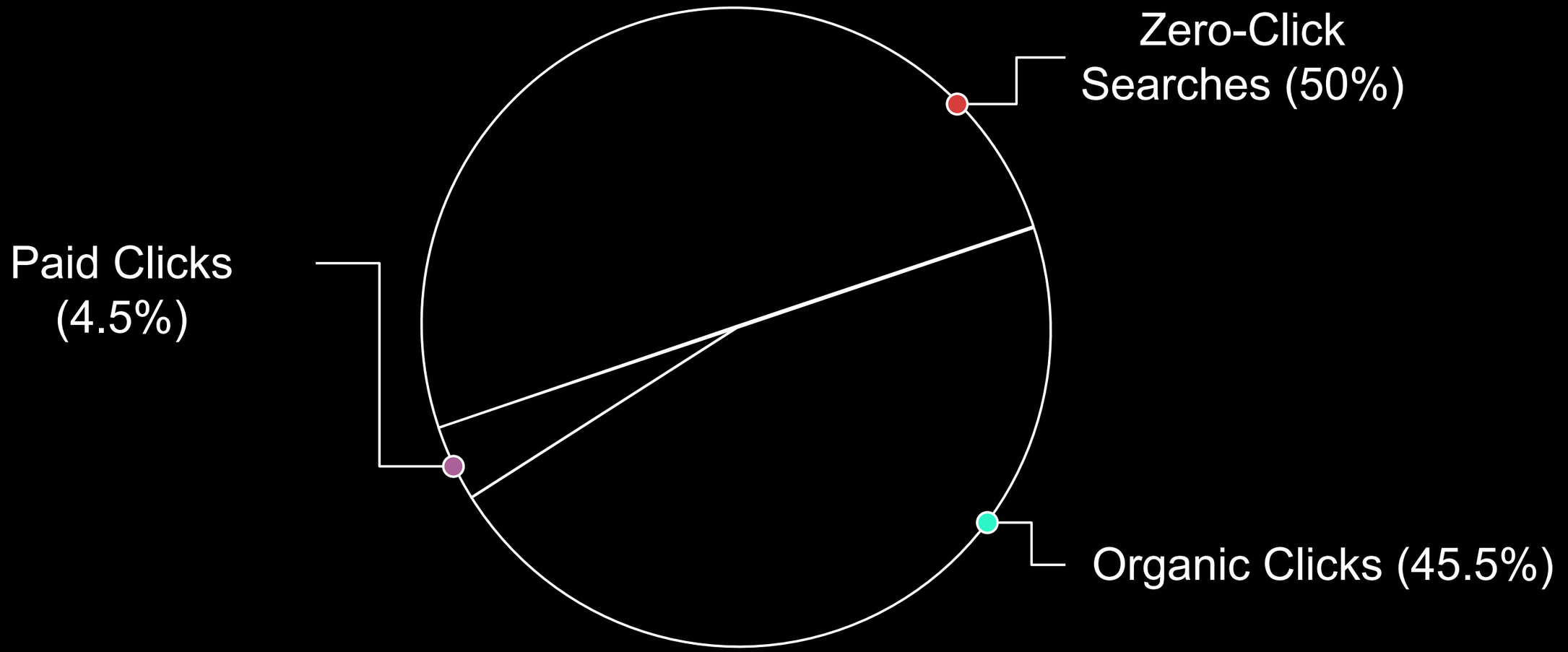
2016 - SEO Director, Croud

2016 - SEO Strategist, Three Whiskey

2014 - SEO Analyst, iCrossing

There is a massive paradigm shift going on in the world of search

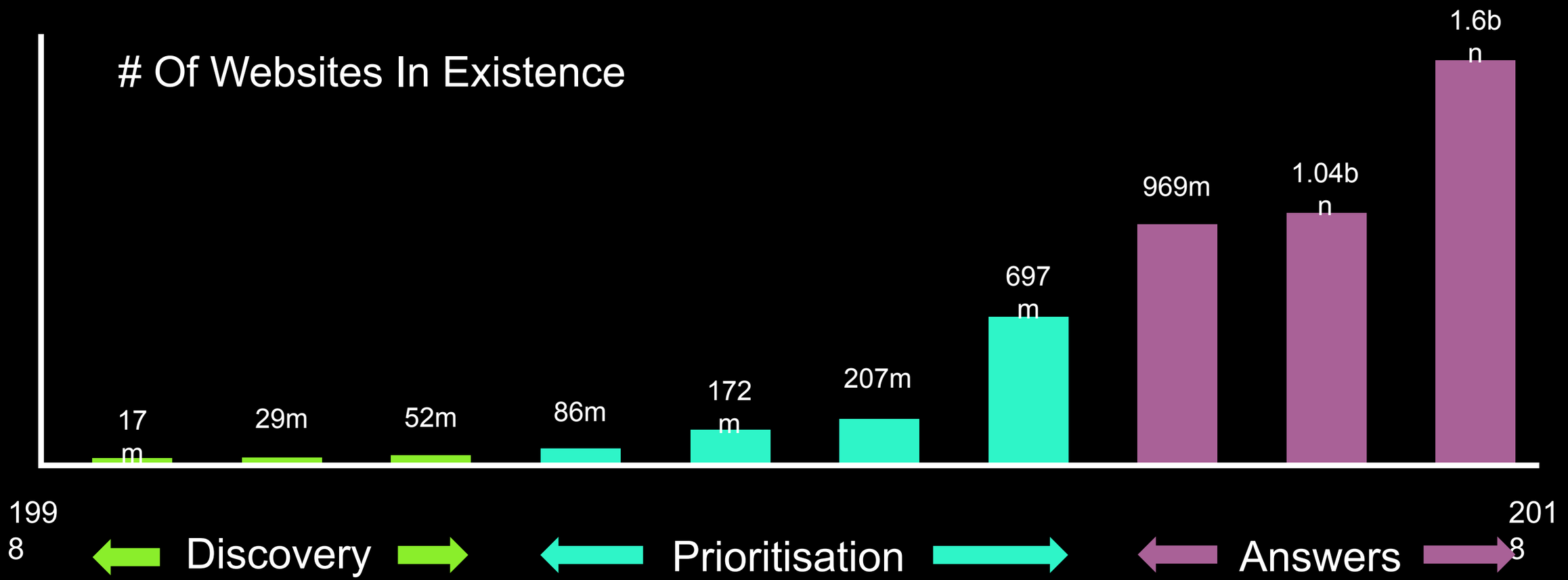
No click searches are increasing



Source: https://sparktoro.com/blog/less-than-half-of-google-searches-now-result-in-a-click/

The customer journey starts with a question; consumers expect answers

The role of search is changing



Source: https://www.internetlivestats.com/total-number-of-websites/

Traditional search framework

In the age of information, this is a one dimensional strategy

Providing useful results to users

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Total
Website 1	1	4	6	3	9	648

The Jason Barnard Theory

Source: https://www.searchenginejournal.com/how-google-search-ranking-works/307591/

Providing useful results to users

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Total
Website 1	1	4	6	3	9	648
Website 2	2	7	8	2	4	896
Website 3	5	9	2	3	1	270
Website 4	6	1	3	9	2	324

The Jason Barnard Theory

Source: https://www.searchenginejournal.com/how-google-search-ranking-works/307591/

Providing useful results to users

Position	Website	Bid
1	Website 2	896
2	Website 1	648
3	Website 4	324
4	Website 3	270

The Jason Barnard Theory

Source: https://www.searchenginejournal.com/how-google-search-ranking-works/307591/

Providing useful results to users

Primary Position	Website	First Bid	Second Bid	Final Position
1	Website 2	896	627	1
2	Website 1	648	192	4
3	Website 4	324	519	2
4	Website 3	270	297	3

The Jason Barnard Theory

Source: https://www.searchenginejournal.com/how-google-search-ranking-works/307591/

Providing useful results to users

Position	Web	Image	Snippet	News
1	627	583	787	438
2	519	468	551	275
3	297	235	397	195
4	192	172	257	164

The Jason Barnard Theory

Source: https://www.searchenginejournal.com/how-google-search-ranking-works/307591/

Providing useful results to users

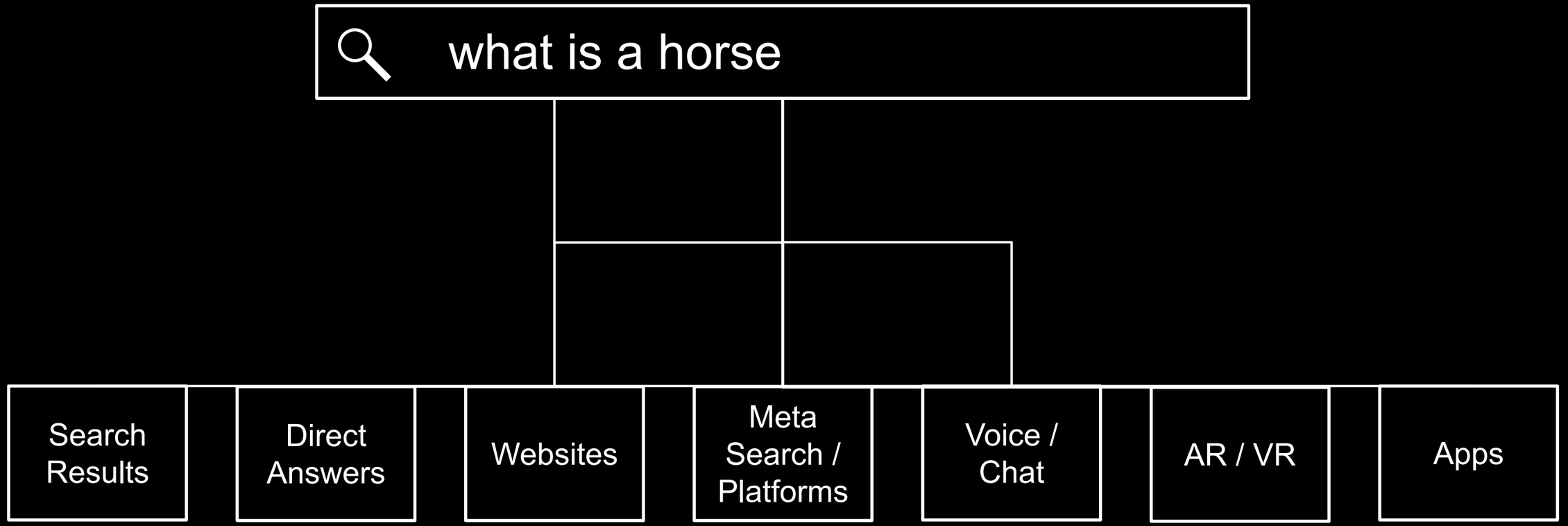
Position	Web	Image	Snippet	News
1	627	583	787	438
2	519	468	551	275
3	297	235	397	195
4	192	172	257	164

The Jason Barnard Theory

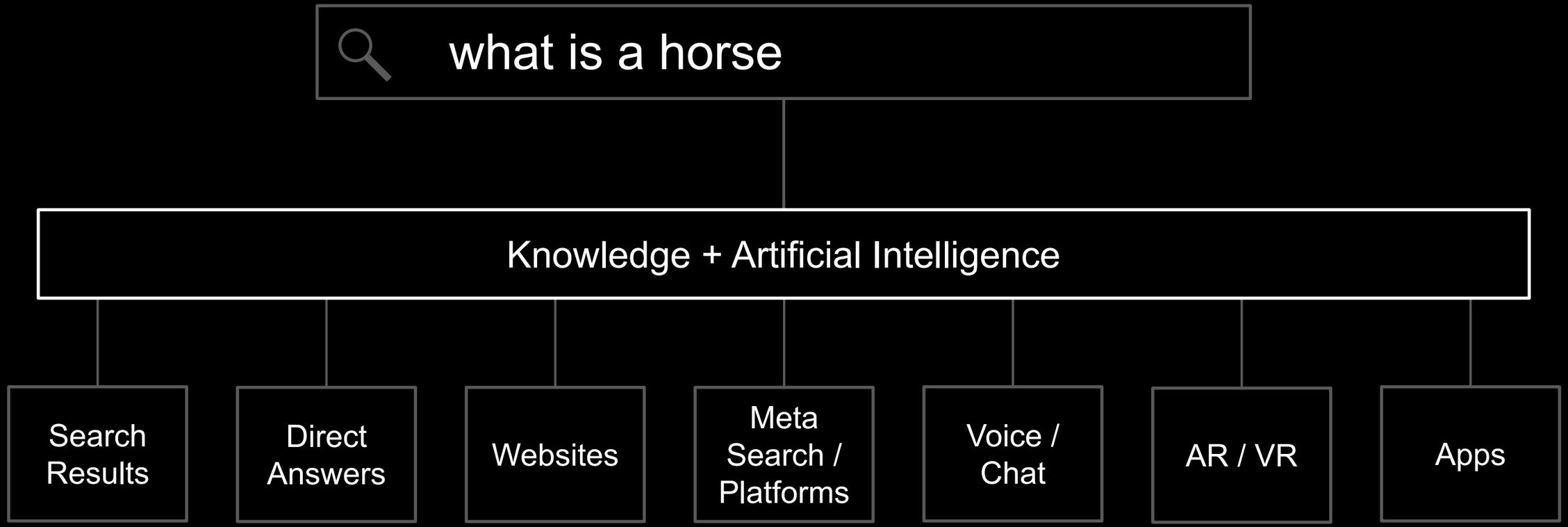
Source: https://www.searchenginejournal.com/how-google-search-ranking-works/307591/

This tells us about “how” an input is assessed, but not what the input is

Search is more than your website



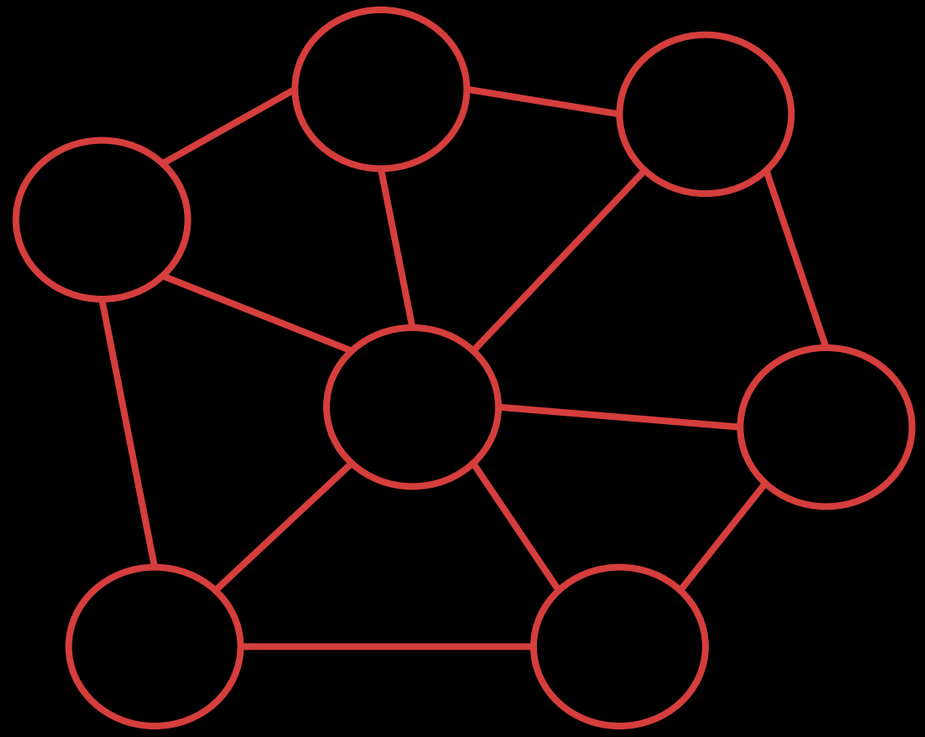
Search is more than your website



An algorithm is the set of specific instructions that facilitates action

How a network works – your brain

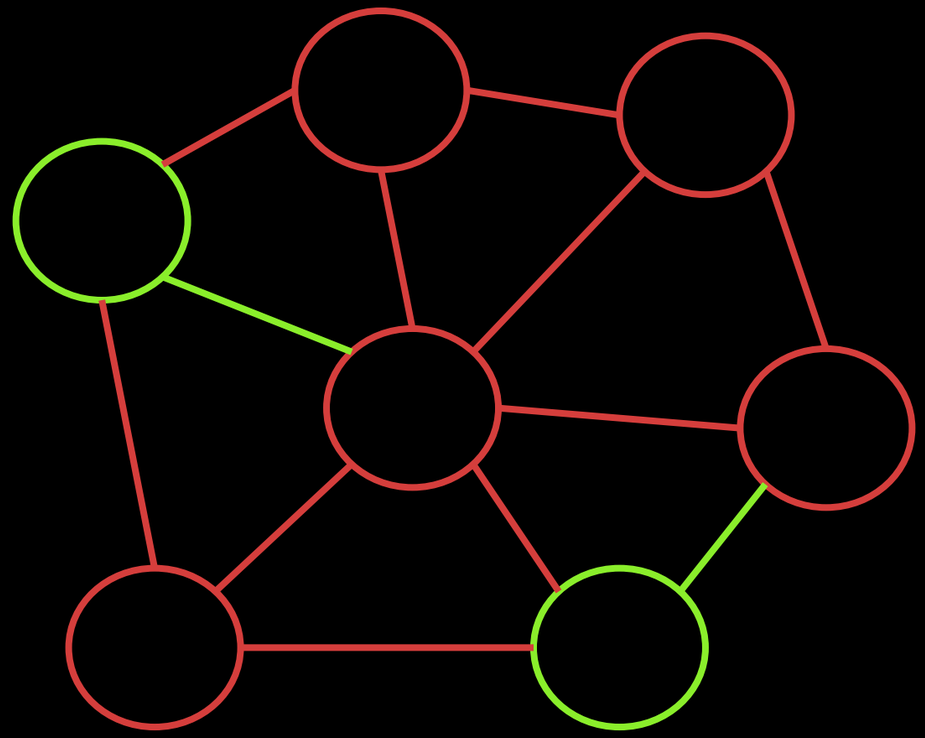
Neurons (brain cells) connect to create a network



The connections (“synapses”) talk via chemical signals

How a network works – your brain

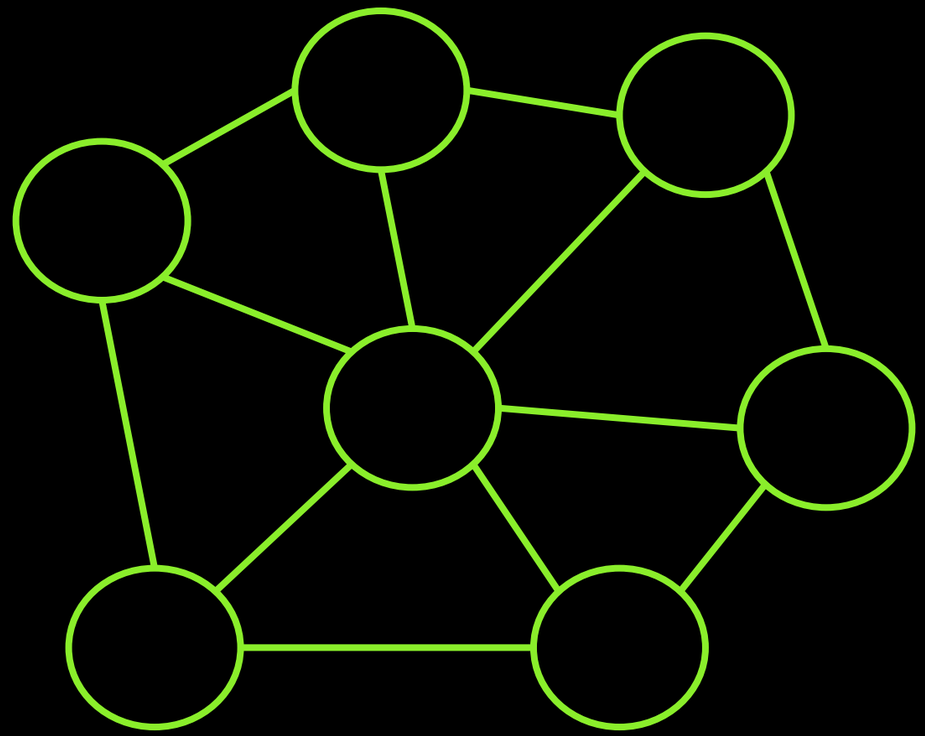
When a response is required a cell is “activated”



It passes a positive charge to other cells who may do the same

How a network works – your brain

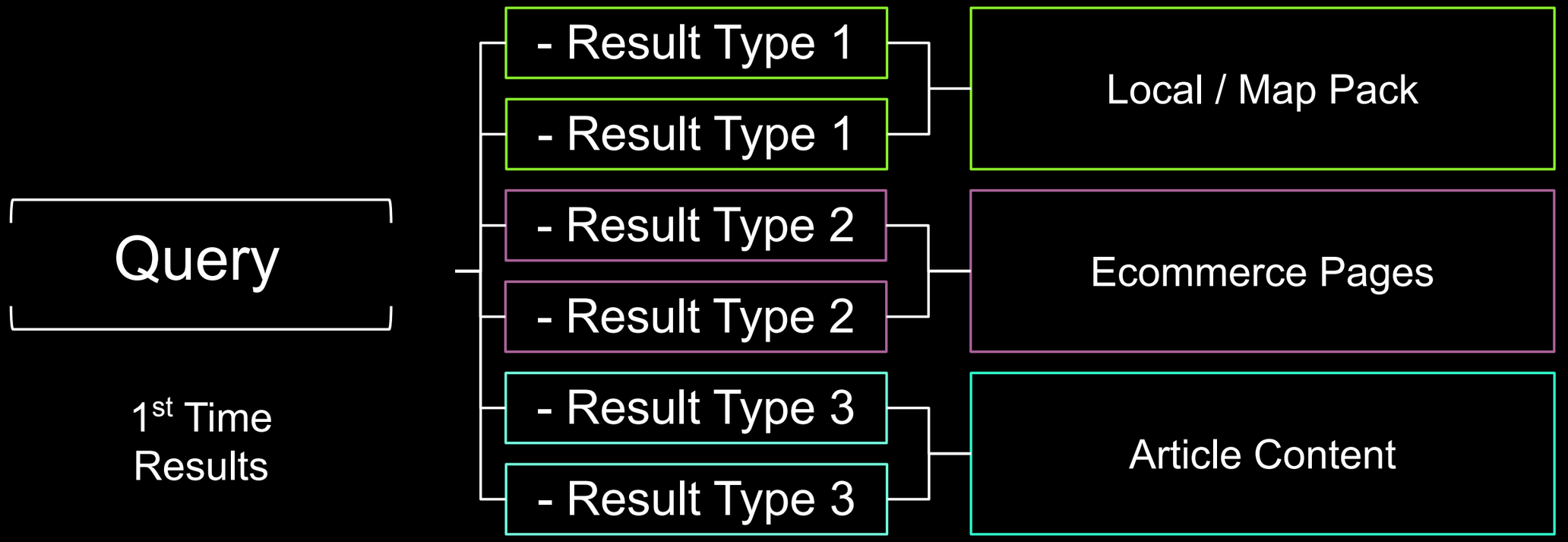
Some cells need a certain level of charge to activate



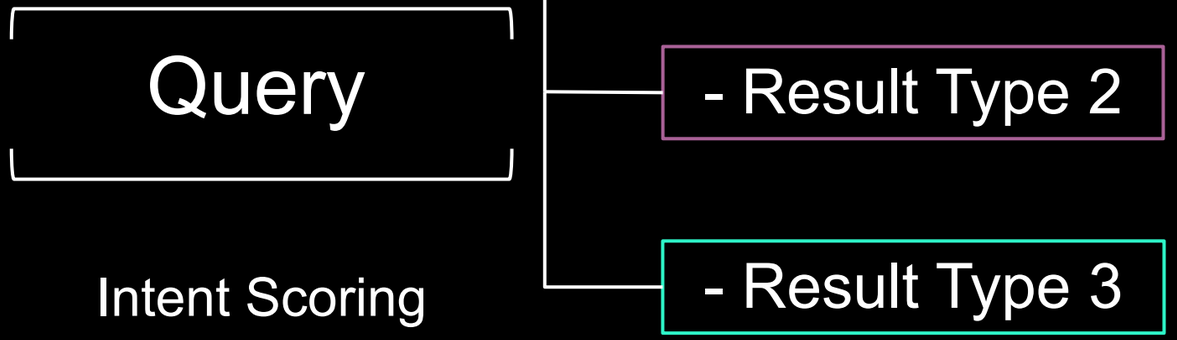
When enough cells activate together, something happens

We can use networks to predict intent and serve relevant results

A possible flow for learning intent



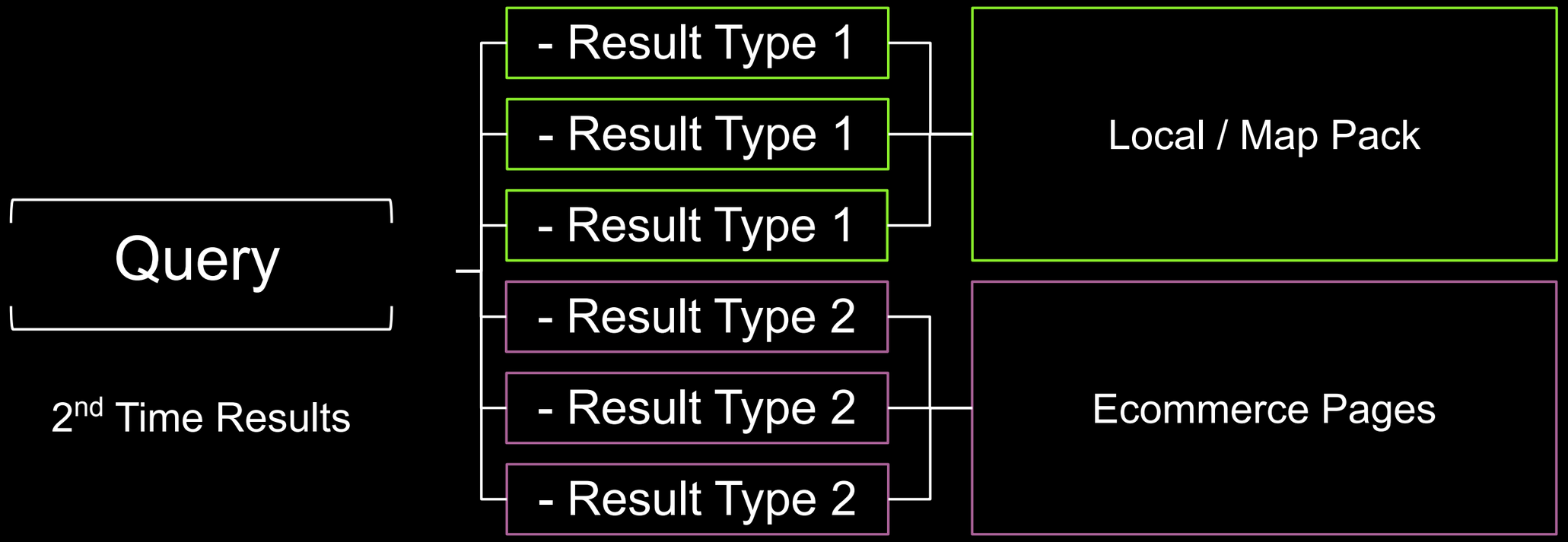
A possible flow for learning intent



	Clicks *	Bounces *	B / C*
- Result Type 1	520 1	25 6	5 %
- Result Type 2	4329	29 7	7 %
- Result Type 3	106 3	49 1	46 %
Average based on similar “high confidence” pages	**3956**	324	8 %

*Metrics chosen to illustrate the process, not representative.

A possible flow for learning intent



Sequence iterates until the search results yield a high confidence outcome

The information that provides intent comes from the web as a whole

Understanding words on a page

Term Frequency (TF) / Inverse Document Frequency (IDF)

(Disclaimer: Google uses more complex methods, but this is useful to understanding the concept)

Understanding words on a page

Term Frequency (TF)

/

Inverse Document Frequency (IDF)

The number of times a word appears in a piece of text

(Disclaimer: Google uses more complex methods, but this is useful to understanding the concept)

Understanding words on a page

Term Frequency (TF) / Inverse Document Frequency (IDF)

The importance of that word in the overall document

(Disclaimer: Google uses more complex methods, but this is useful to understanding the concept)

Understanding words on a page

A bank generally refers to the land alongside a body of water. Different structures are referred to as banks in different fields of geography, as follows. In limnology, a stream bank or river bank is the terrain alongside the bed of a river, creek or stream.

A bank is a financial institution that accepts deposits from the public and creates credit. Lending activities can be performed directly or indirectly through capital markets. Due to their importance in the financial stability of a country, banks are highly regulated.

Source: https://en.wikipedia.org/wiki/Bank. & https://en.wikipedia.org/wiki/Bank_(geography)

Understanding words on a page

A bank generally refers to the land alongside a body of water. Different structures are referred to as banks in different fields of geography, as follows. In limnology, a stream bank or river bank is the terrain alongside the bed of a river, creek or stream.

A bank is a financial institution that accepts deposits from the public and creates credit. Lending activities can be performed directly or indirectly through capital markets. Due to their importance in the financial stability of a country, banks are highly regulated.

Source: https://en.wikipedia.org/wiki/Bank. & https://en.wikipedia.org/wiki/Bank_(geography)

Understanding words on a page

A bank generally refers to the land alongside a body of water. Different structures are referred to as banks in different fields of geography, as follows. In limnology, a stream bank or river bank is the terrain alongside the bed of a river, creek or stream.

A bank is a financial institution that accepts deposits from the public and creates credit. Lending activities can be performed directly or indirectly through capital markets. Due to their importance in the financial stability of a country, banks are highly regulated.

Source: https://en.wikipedia.org/wiki/Bank. & https://en.wikipedia.org/wiki/Bank_(geography)

Understanding words on a page

A bank generally refers to the land alongside a body of water. Different structures are referred to as banks in different fields of geography, as follows. In limnology, a stream bank or river bank is the terrain alongside the bed of a river, creek or stream.

A bank is a financial institution that accepts deposits from the public and creates credit. Lending activities can be performed directly or indirectly through capital markets. Due to their importance in the financial stability of a country, banks are highly regulated.

Source: https://en.wikipedia.org/wiki/Bank. & https://en.wikipedia.org/wiki/Bank_(geography)

Understanding words on a page

bank

body water

structures banks

fields geography

limnology stream bank river bank

terrain bed river

creek stream

bank financial institution

deposits public credit

Lending

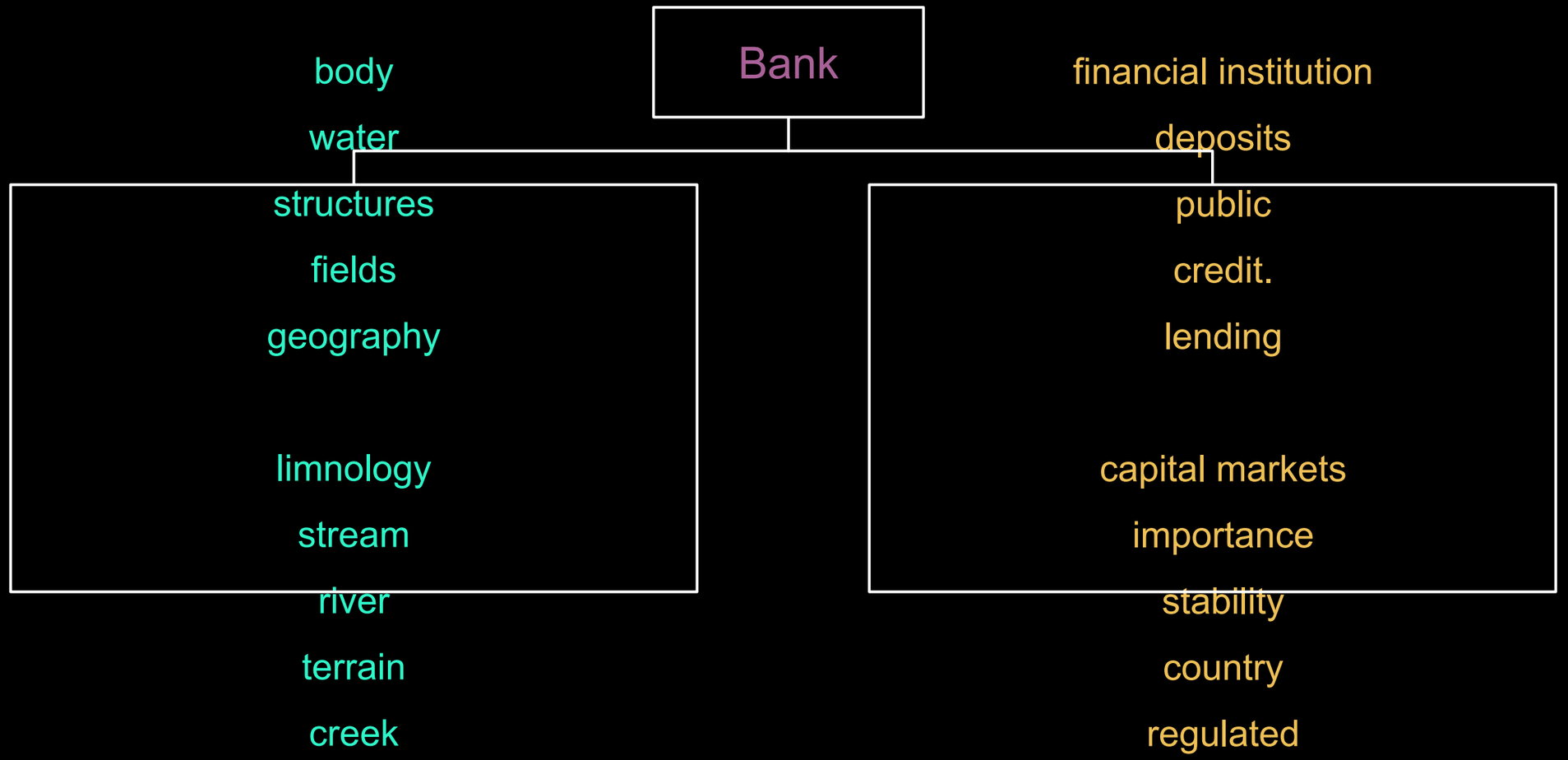
capital markets

importance financial stability

country banks regulated

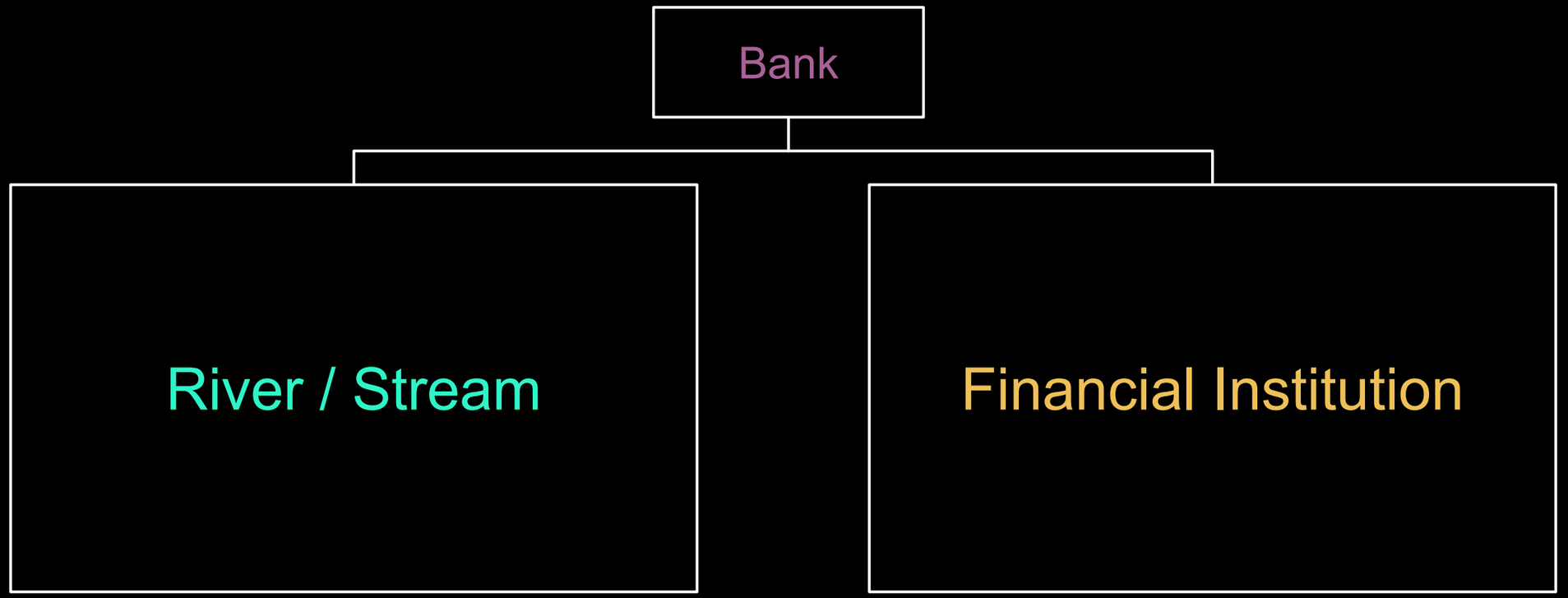
Source: https://en.wikipedia.org/wiki/Bank. & https://en.wikipedia.org/wiki/Bank_(geography)

Understanding words on a page



Source: https://en.wikipedia.org/wiki/Bank. & https://en.wikipedia.org/wiki/Bank_(geography)

Understanding words on a page



Source: https://en.wikipedia.org/wiki/Bank. & https://en.wikipedia.org/wiki/Bank_(geography)

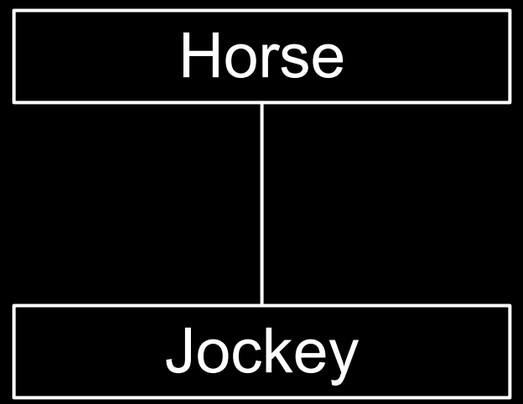
Search engines seek to understand the human world through the web

Entity-based understanding

What is a horse?

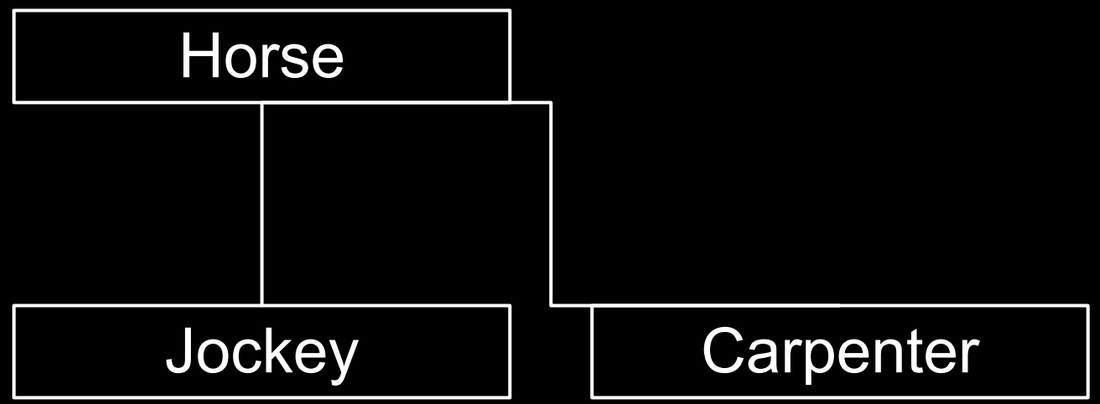
Entity-based understanding

What is a horse?



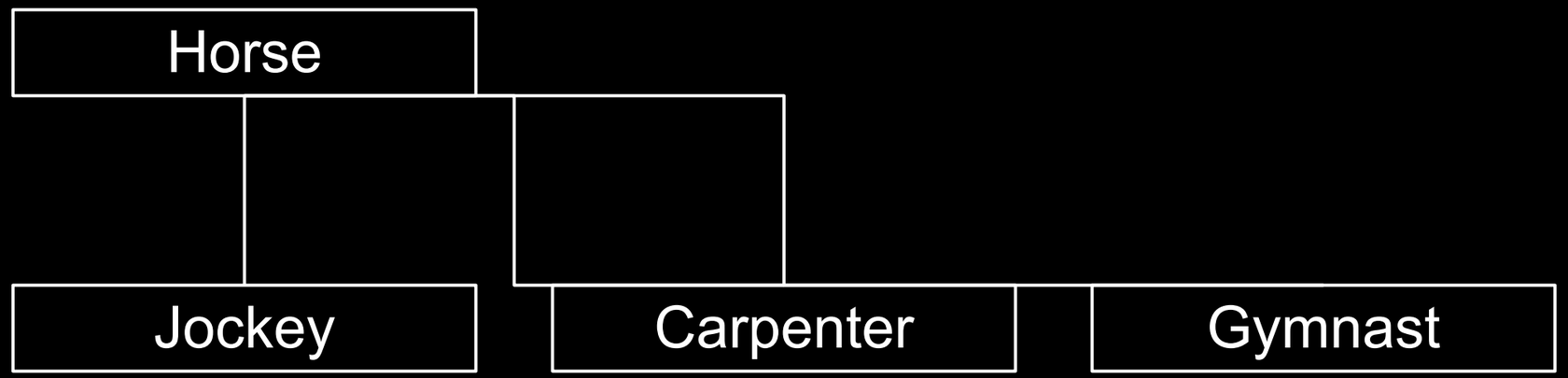
Entity-based understanding

What is a horse?



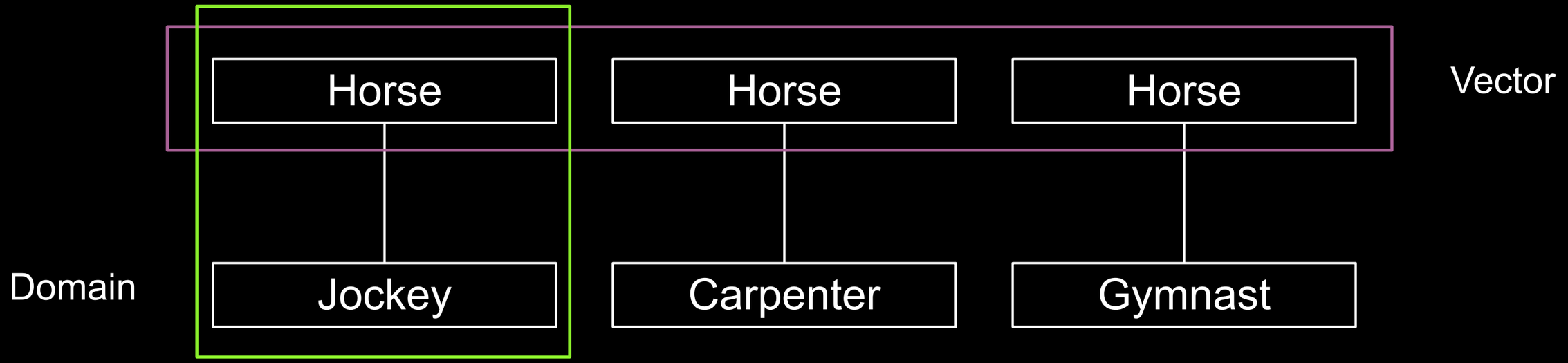
Entity-based understanding

What is a horse?



Entity-based understanding

What is a horse?

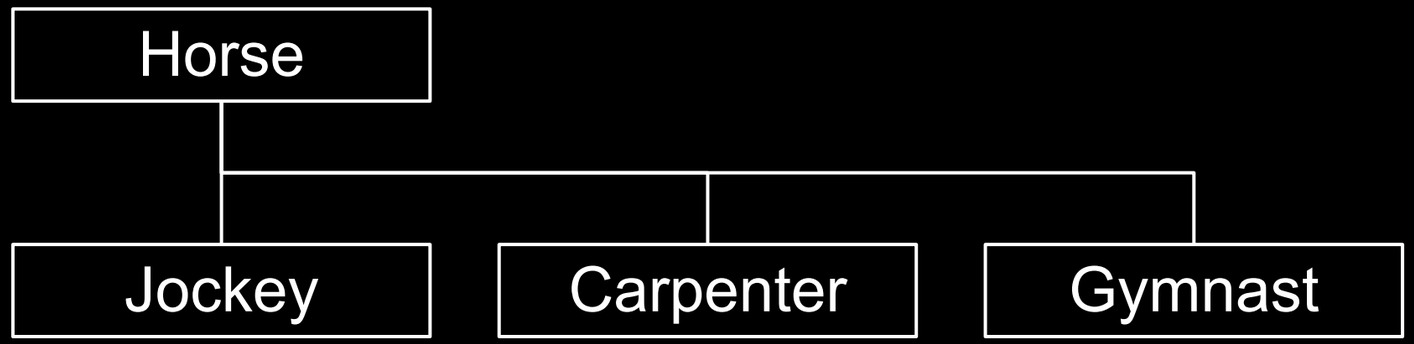


Entity-based understanding

?

?

What is a horse?

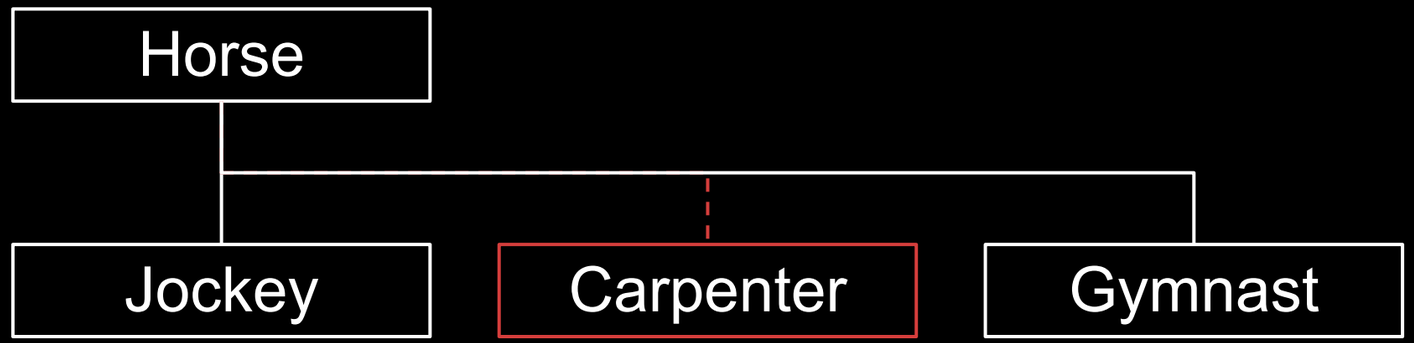


Entity-based understanding

Sports

?

What is a horse?



Entity-based understanding

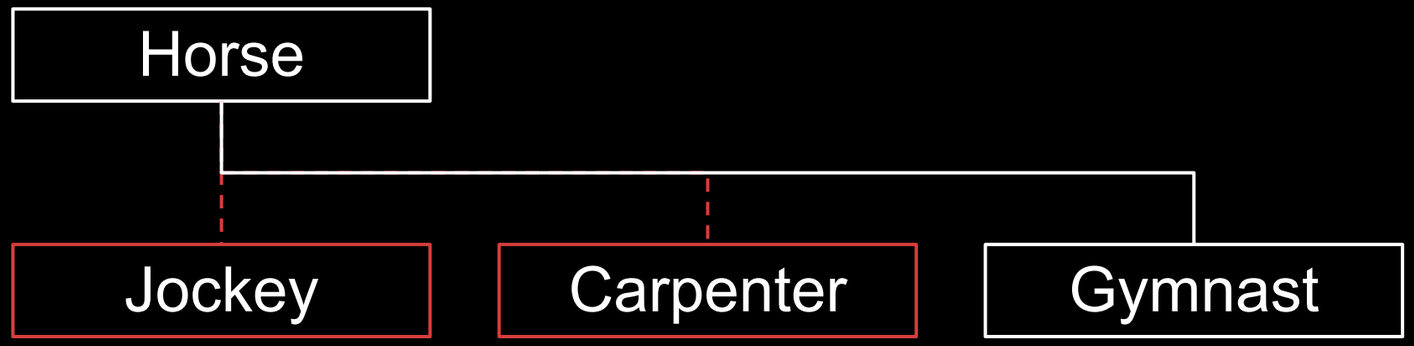
Sports

⬇

Gymnastics

⬇

What is a horse?



Entity-based understanding

Sports

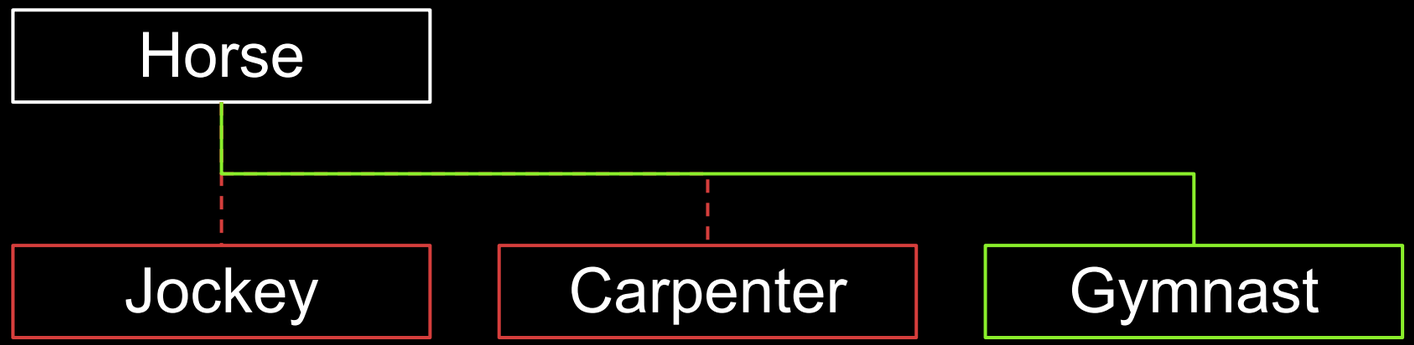
⬇

Gymnastics

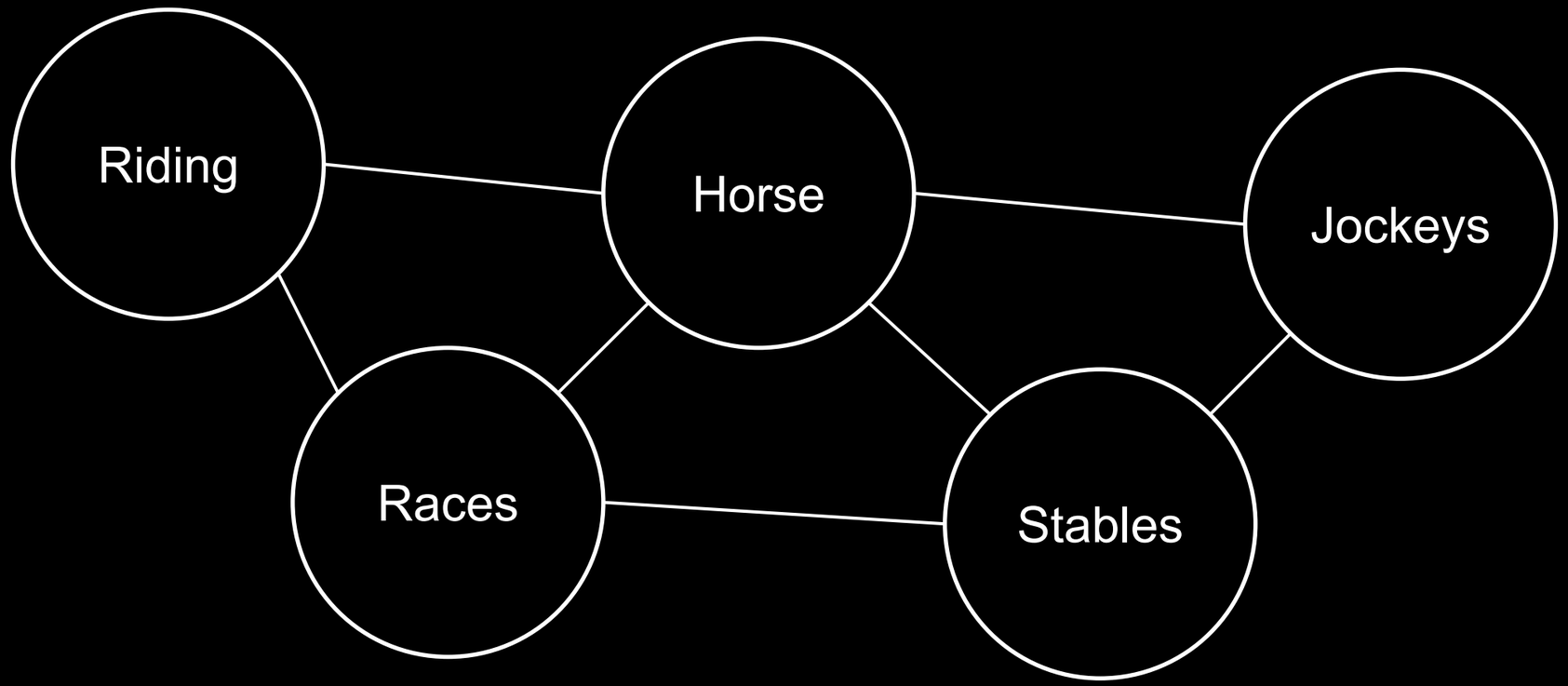
⬇

What is a horse?

Deriving context from search history

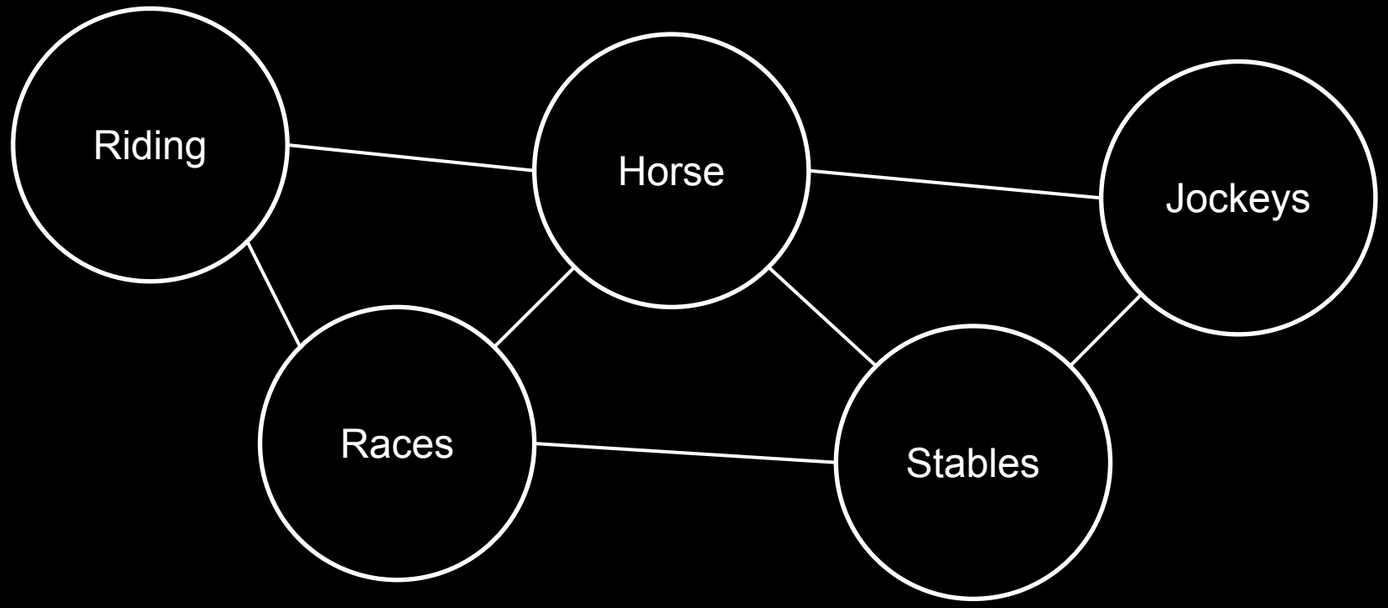


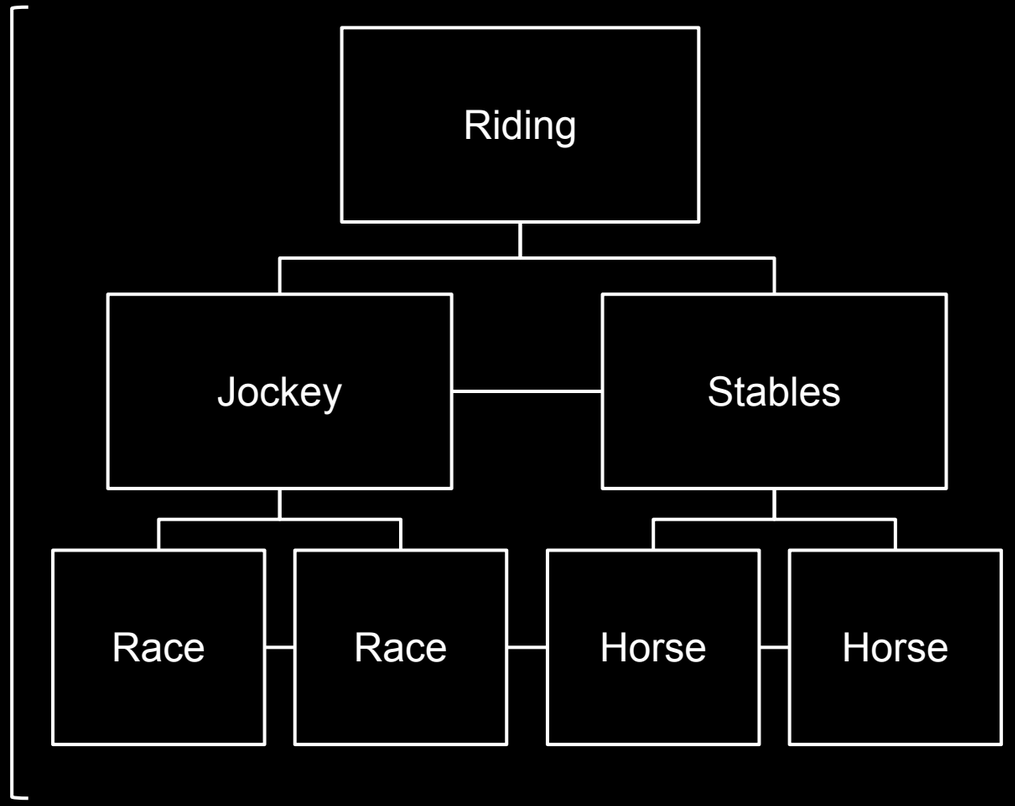
Entity-based understanding



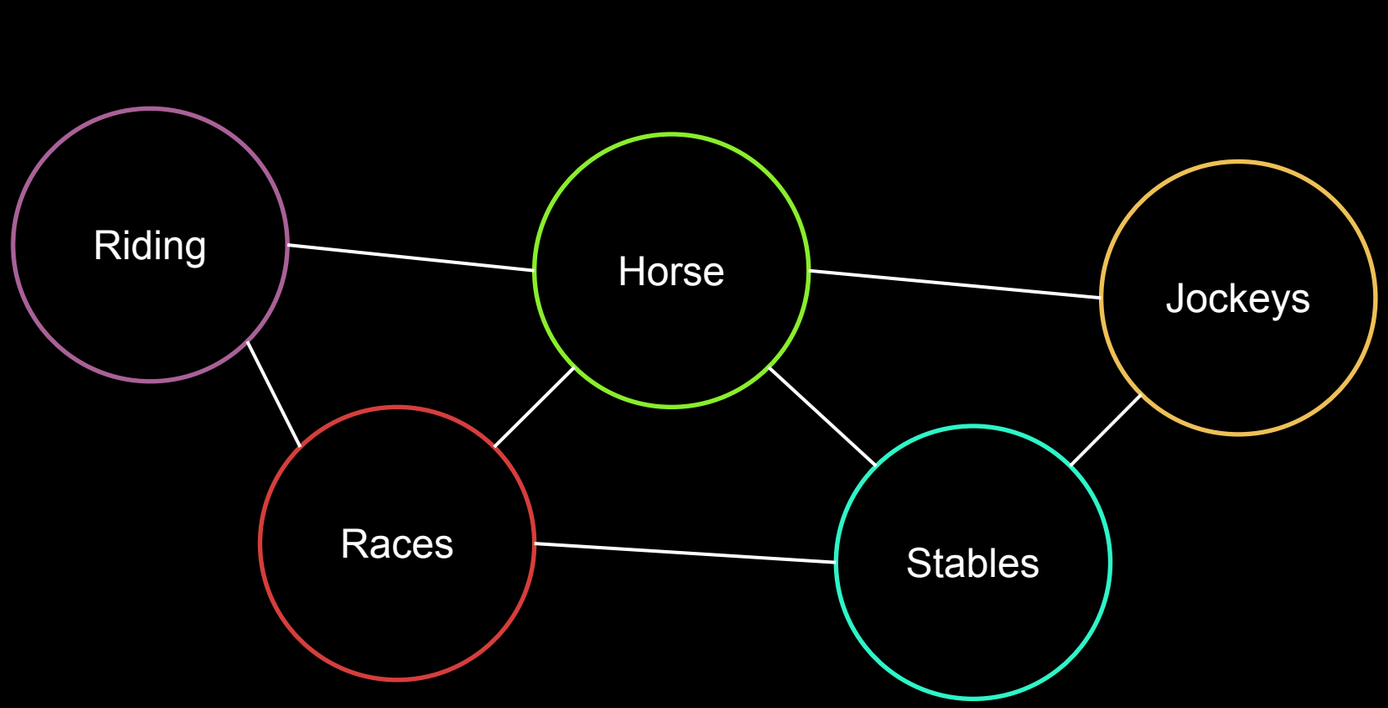
The knowledge graph is a network of connected entities and topics

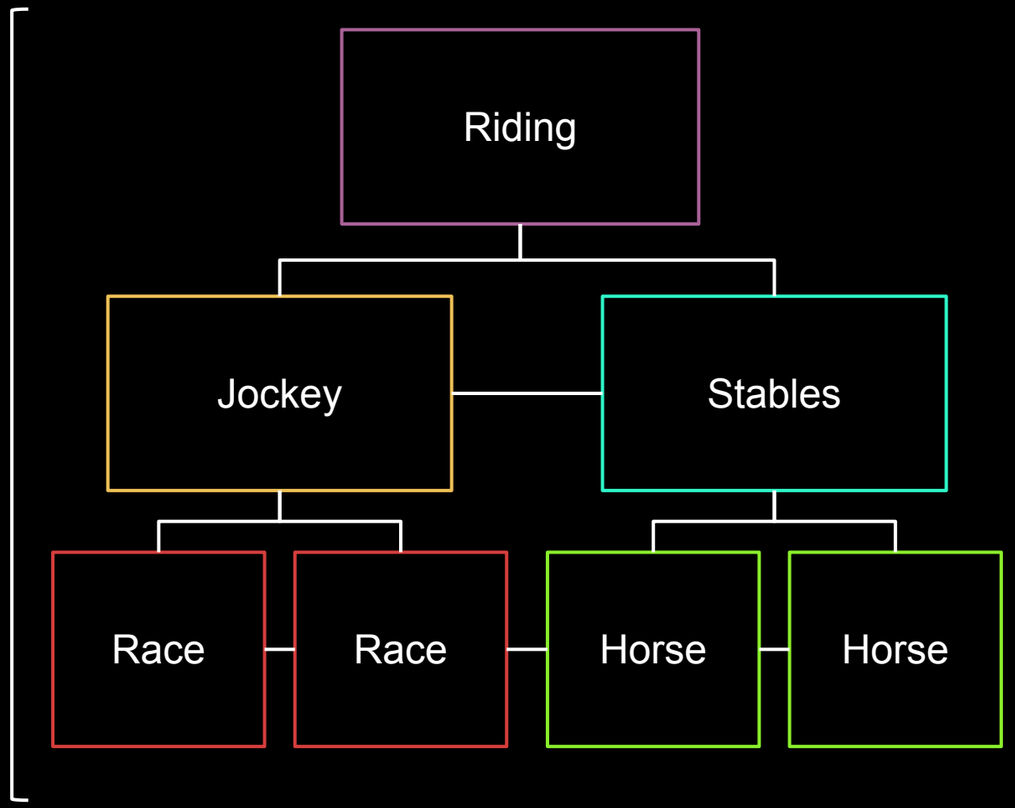
Entity-based understanding





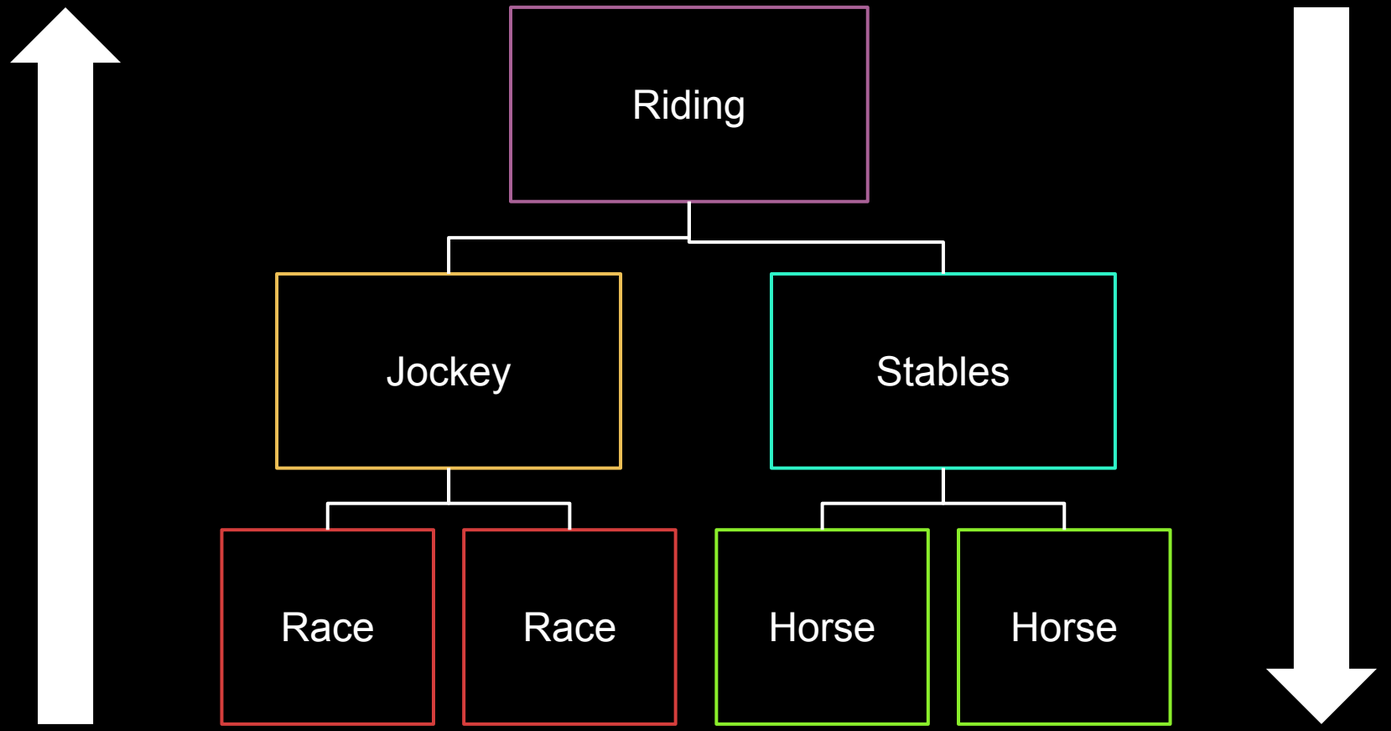
Entity-based understanding





Entity-based understanding

”Topic Relevance”



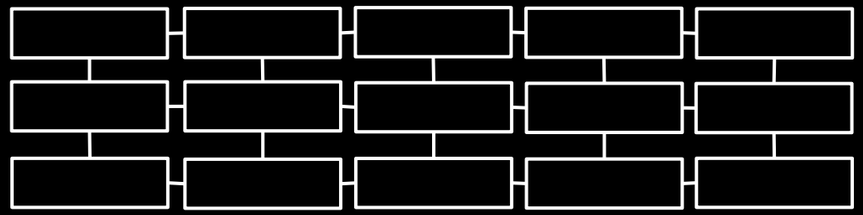
“Entity Relevance”

Using hierarchy to position us as a subject matter expert (i.e., “trustworthy”)

Knowing the ”what”, let’s apply the how and consider what this means

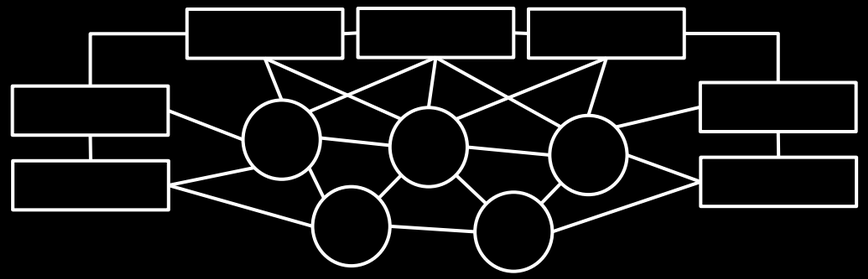
Building a search results page

What is a horse?



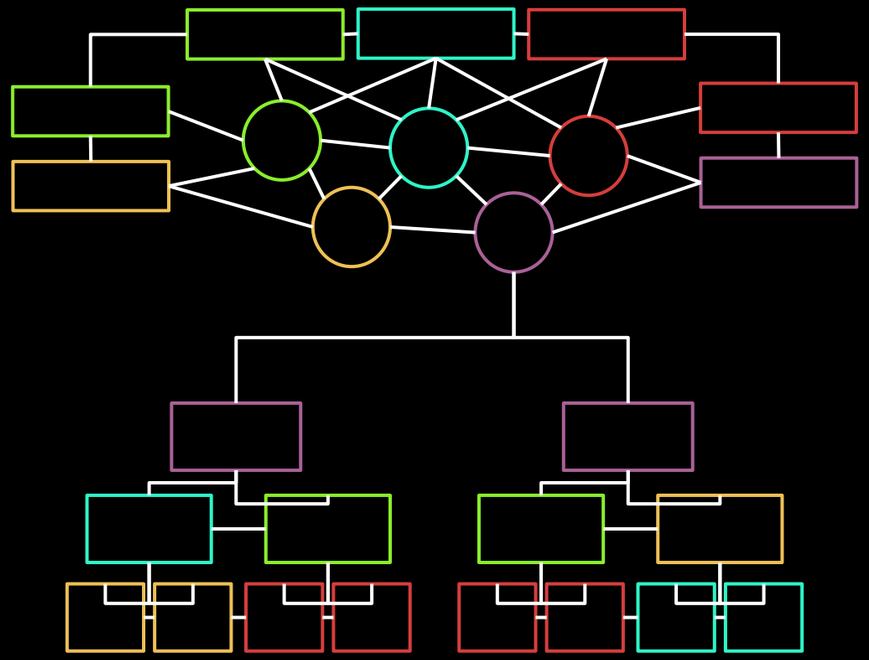
Building a search results page

What is a horse?



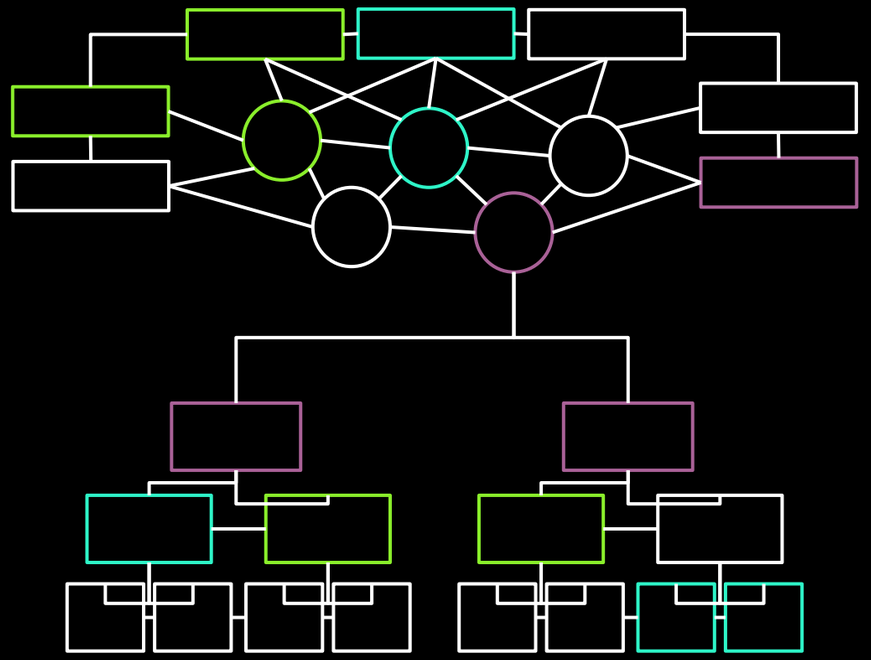
Building a search results page

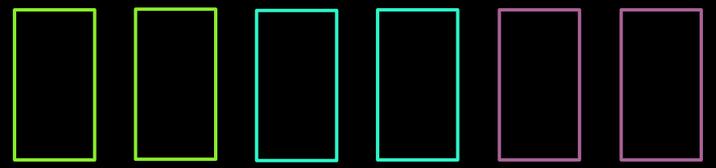
What is a horse?



Building a search results page

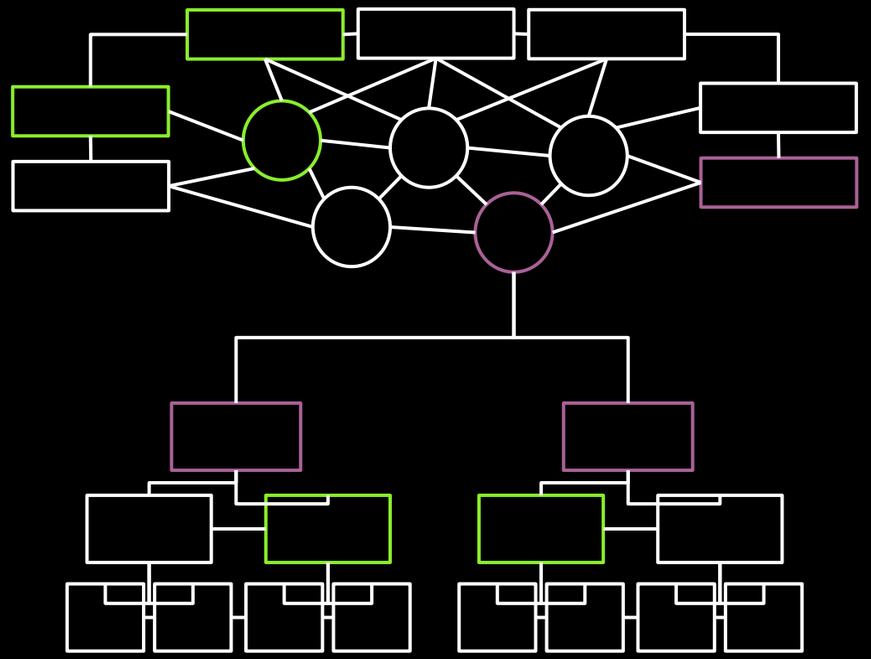
What is a horse?

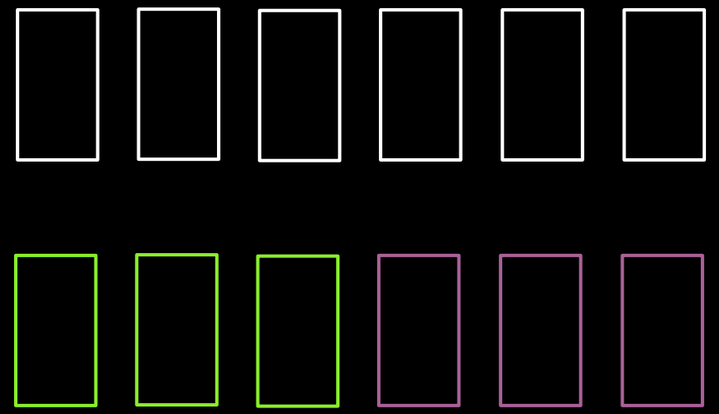




Building a search results page

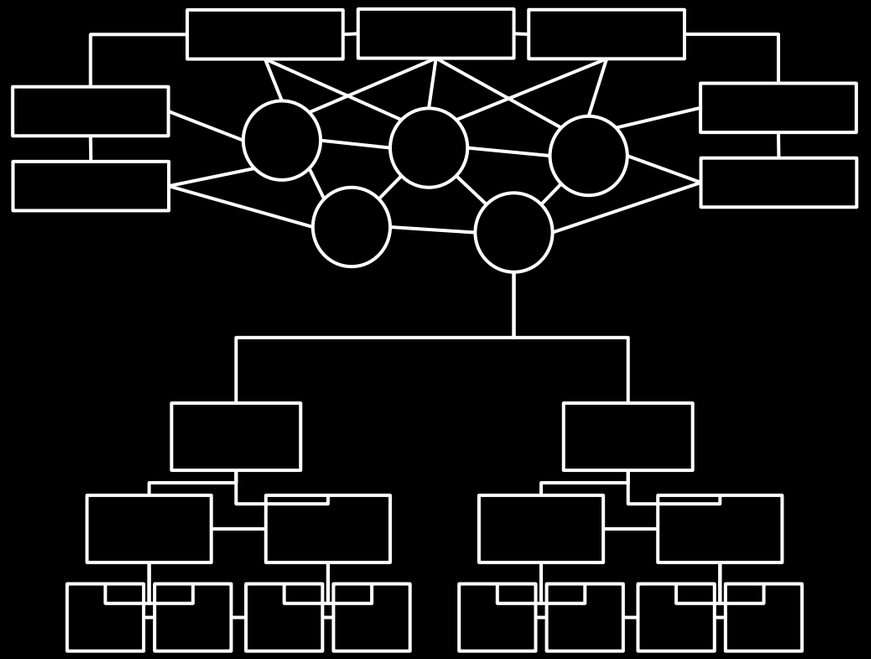
What is a horse?

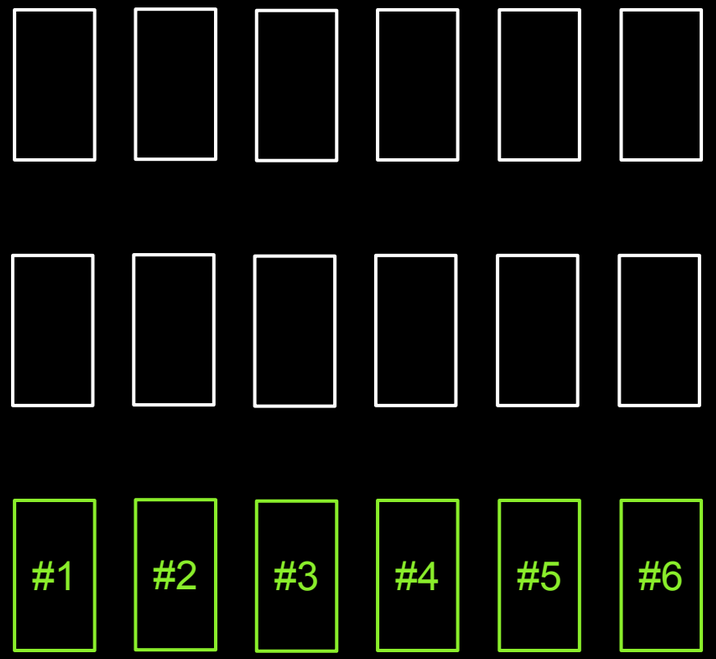




Building a search results page

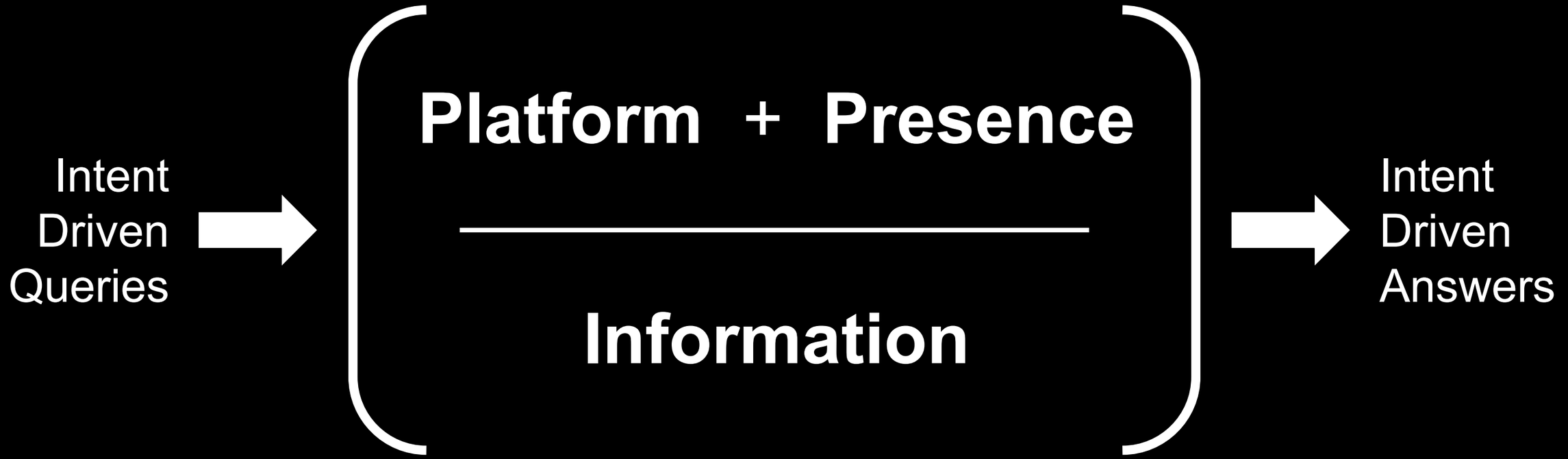
What is a horse?





As a result, the idea of “keyword optimisation” may be unhelpful

A new way to approach search



This framework aligns to the past pillars of search

Search experience marketing

Accessibility

Technical

Platform + Presence

Information

Search experience marketing

Relevance

Content

Platform + Presence

Information

Search experience marketing

Authority

Outreach

Platform + **Presence**

Information

Information powers knowledge; this is now the basis for search

Perfect Answers Everywhere.