



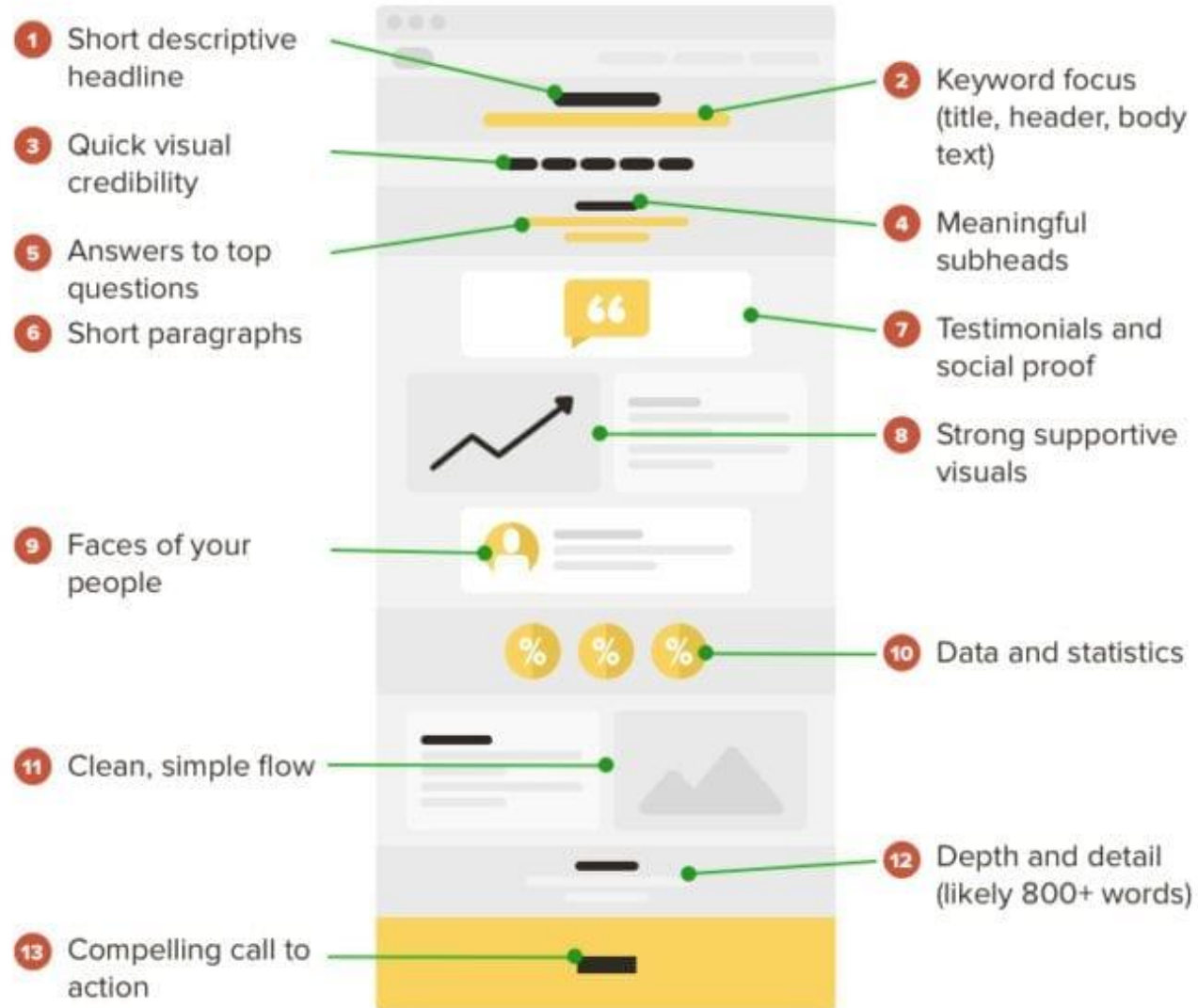
no. 100

The SEO Clinic

The pages, the phrases, the rankings

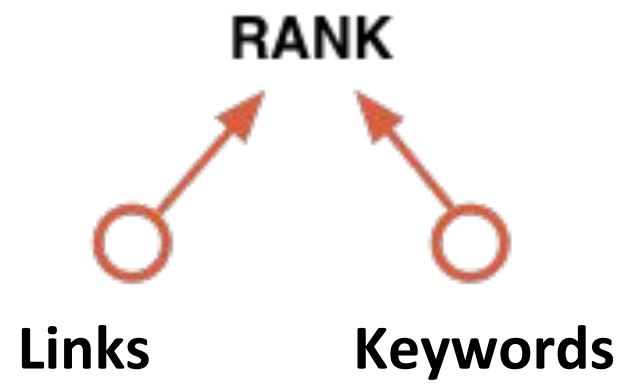
#wineweb

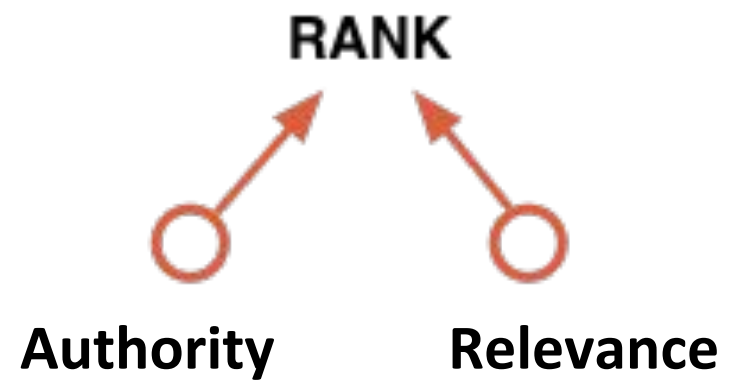
Anatomy of the perfect B2B service page

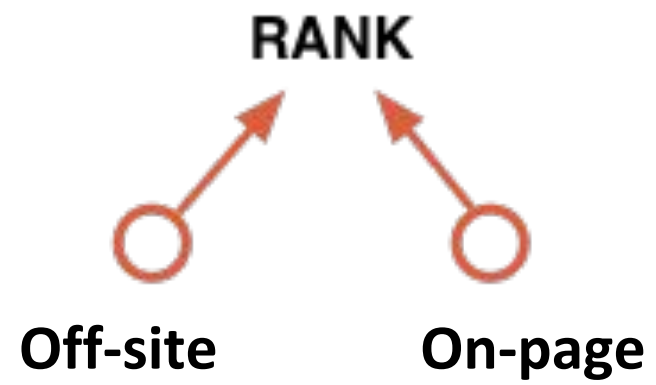


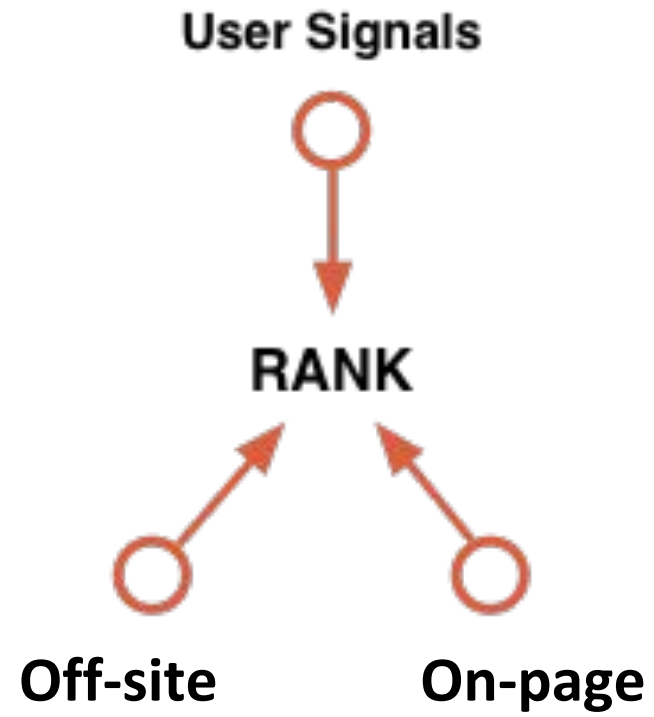
source: [The B2B Service Page Checklist](#)











User Interaction Signals

Do your visitors like your page?

User Interaction Signals ...and “RankBrain”

1. Click through rate from search results pages
2. Bounce Rate
3. Time on page

Evidence that these are ranking factors

Interpreting Live Experiments

- Both pages P_1 and P_2 answer user's need
- For P_1 , answer is on the page
- For P_2 , answer is on the page and in the snippet
- Algorithm A puts P_1 before $P_2 \Rightarrow$ user clicks on $P_1 \Rightarrow$ "good"
- Algorithm B puts P_2 before $P_1 \Rightarrow$ no click \Rightarrow "bad"

- Do we really think A is better than B?



source: [How Google Works: A Ranking Engineer's Perspective, Paul Haar](#) (slide 30)

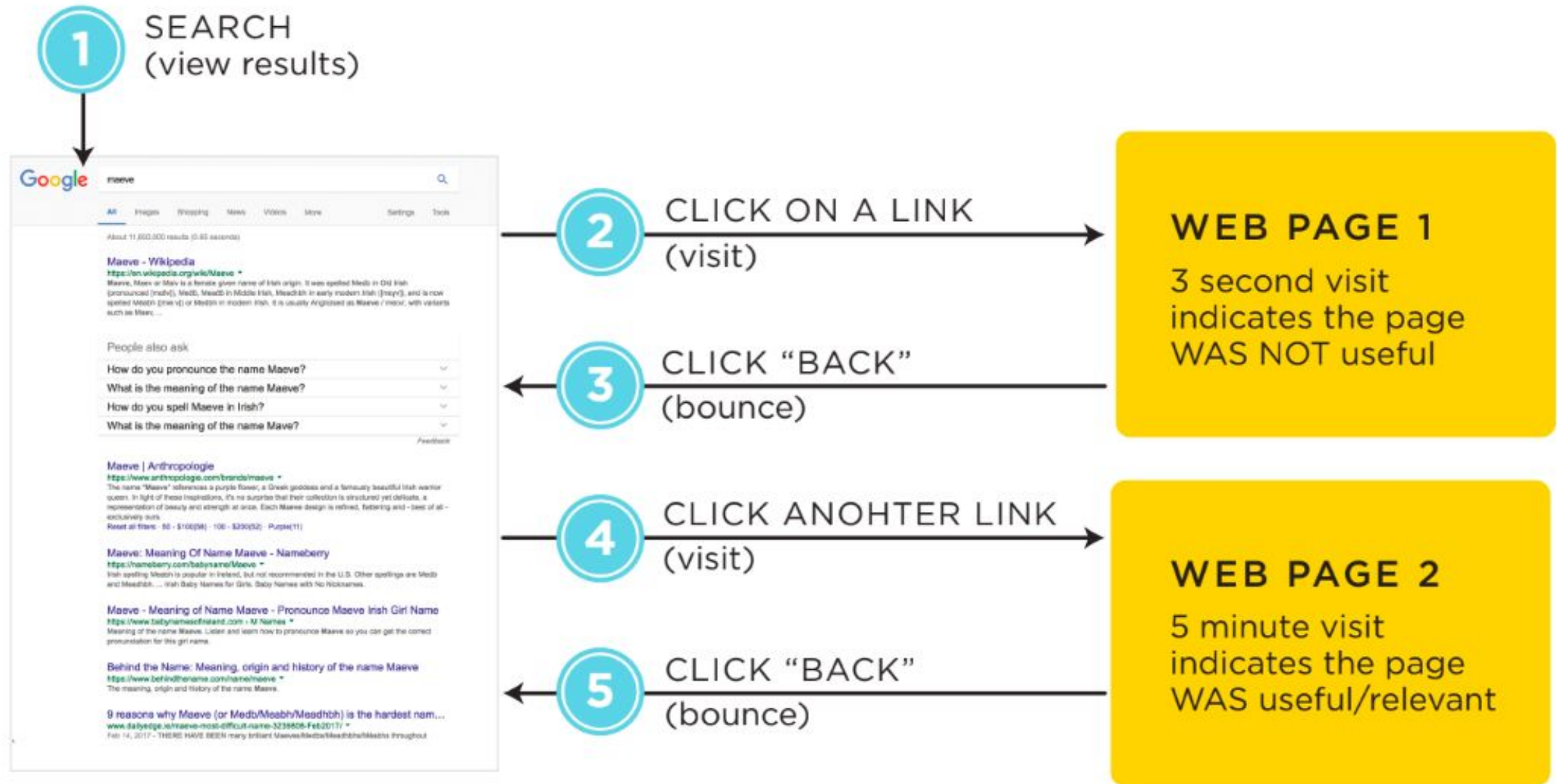
Page		Pageviews	Bounce Rate (compared to site average)
		892,115 % of Total: 100.00% (892,115)	82.83% Avg for View: 82.83% (0.00%)
1.	/blog/website-footer-design-best-practices/	68,381	3.32%
2.	/blog/how-to-write-testimonials-examples/	66,364	11.15%
3.	/blog/what-is-google-tag-manager-and-why-use-it/	46,338	8.48%
4.	/blog/improve-google-rankings/	41,199	2.21%
5.	/	34,087	-40.80%
6.	/blog/perfect-profile-pictures-9-tips-plus-some-research/	30,727	9.83%
7.	/blog/website-navigation/	29,917	2.09%
8.	/blog/media-pitch-examples/	28,159	9.60%
9.	/blog/seo-best-practices/	24,557	-5.09%
10.	/blog/google-analytics-url-builder/	21,598	-18.16%
11.	/blog/	19,551	-38.49%
12.	/blog/how-to-market-an-event/	16,470	7.78%
13.	/blog/web-design-standards/	16,327	1.36%
14.	/blog/web-design-tips/	12,463	0.76%
15.	/blog/website-competitive-analysis-tools/	12,231	-10.76%
16.	/portfolio/	11,728	-35.84%
17.	/blog/ways-to-improve-your-website/	11,567	2.36%

Bounce Rate doesn't seem to correlate with rankings...

Page		Pageviews	Avg. Time on Page (compared to site average)
		892,115 % of Total: 100.00% (892,115)	00:03:23 Avg for View: 00:03:23 (0.00%)
1.	/blog/website-footer-design-best-practices/	68,381	69.38%
2.	/blog/how-to-write-testimonials-examples/	66,364	44.54%
3.	/blog/what-is-google-tag-manager-and-why-use-it/	46,338	202.18%
4.	/blog/improve-google-rankings/	41,199	110.52%
5.	/	34,087	-46.72%
6.	/blog/perfect-profile-pictures-9-tips-plus-some-research/	30,727	103.66%
7.	/blog/website-navigation/	29,917	63.24%
8.	/blog/media-pitch-examples/	28,159	158.61%
9.	/blog/seo-best-practices/	24,557	31.44%
10.	/blog/google-analytics-url-builder/	21,598	-22.43%
11.	/blog/	19,551	-54.93%
12.	/blog/how-to-market-an-event/	16,470	111.79%
13.	/blog/web-design-standards/	16,327	88.08%
14.	/blog/web-design-tips/	12,463	110.99%
15.	/blog/website-competitive-analysis-tools/	12,231	67.07%
16.	/portfolio/	11,728	-72.82%
17.	/blog/ways-to-improve-your-website/	11,567	92.26%

Time on Page does seem to correlate with rankings!

The Short Click vs. The Long Click



A sunburst pattern of thin, light-orange lines radiating from the center, set against a solid orange background.

How do we get visitors to stick around?

Types of formatting

1. Headers, subheads
2. Bullet lists, numbered lists
3. Bolding and Italics
4. Internal links
5. Multiple images

Website Navigation: 7 Best Practices, Design Tips and Warnings

DIGITAL STRATEGY | WEBSITE DESIGN & USABILITY | [25 COMMENTS](#)

SHARE THIS



391



BY ANDY
CRESTODINA

Little things make a big difference. Your website navigation is a great example. The structure and labels of your navigation can have a huge impact on results. Here's why:

- **Navigation affects traffic:** how high you'll rank, how much traffic you'll get from search
- **Navigation affects conversions:** how easy the site is to use, what percentage of visitors convert into leads and customers

Here is a video and checklist for website navigation best practices. These are design ideas and tips along with examples of what to do (and what not to do) with your website's menu.

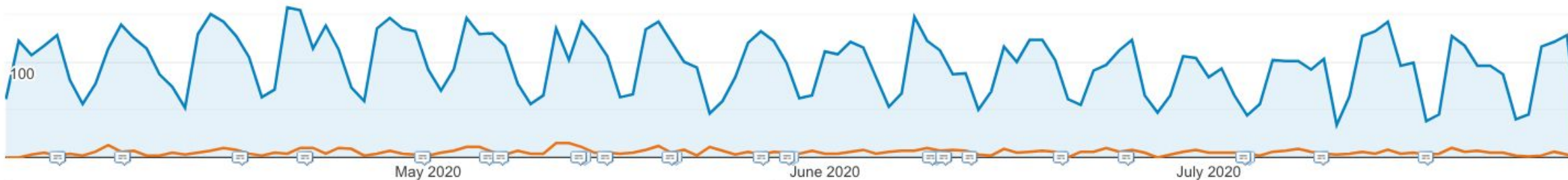


Does adding a video increase time on page?

1. Be descriptive

● Sessions (Video No-Watchers) ● Sessions (Video Watchers)

200



Primary Dimension: **Landing Page** Other ▾

Plot Rows

Secondary dimension ▾

Sort Type:

Default ▾

g/website-navigat



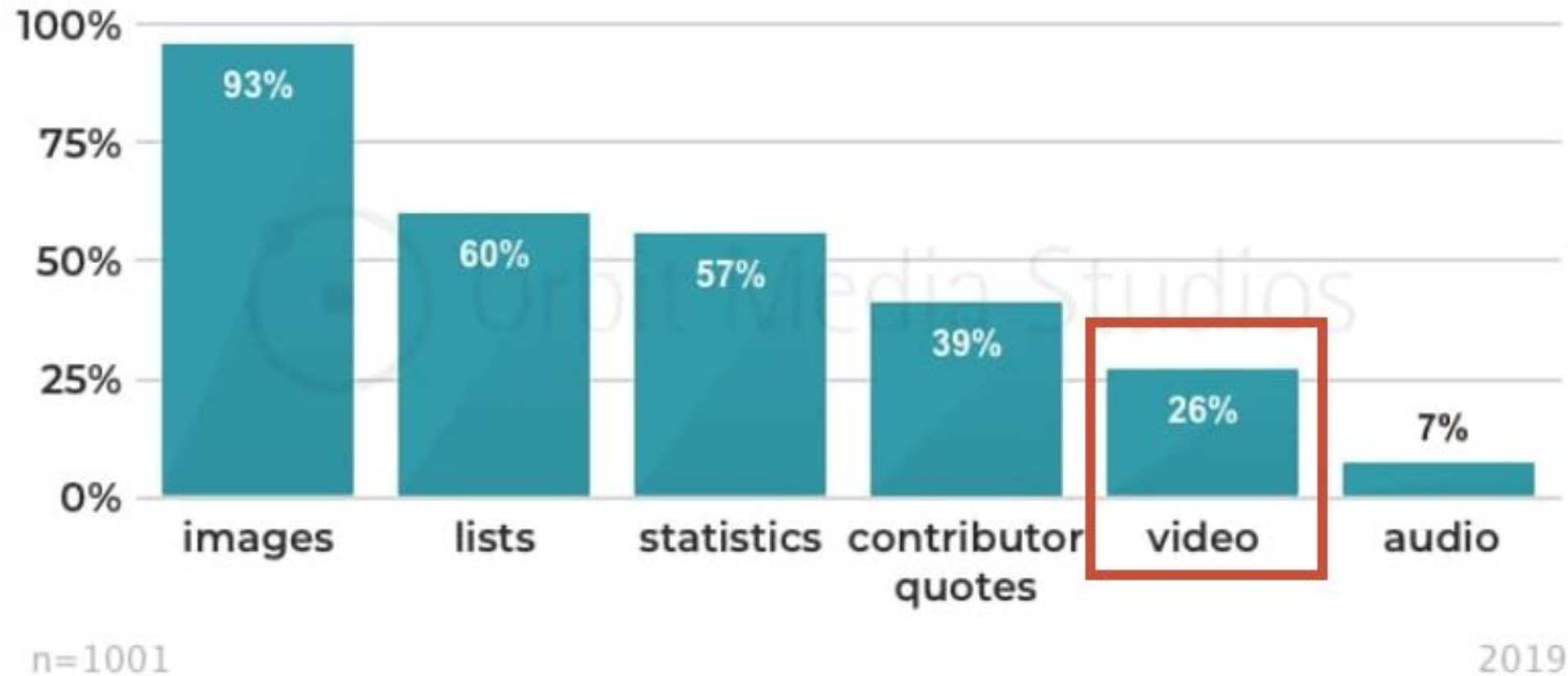
advanced



Analytics says yes!

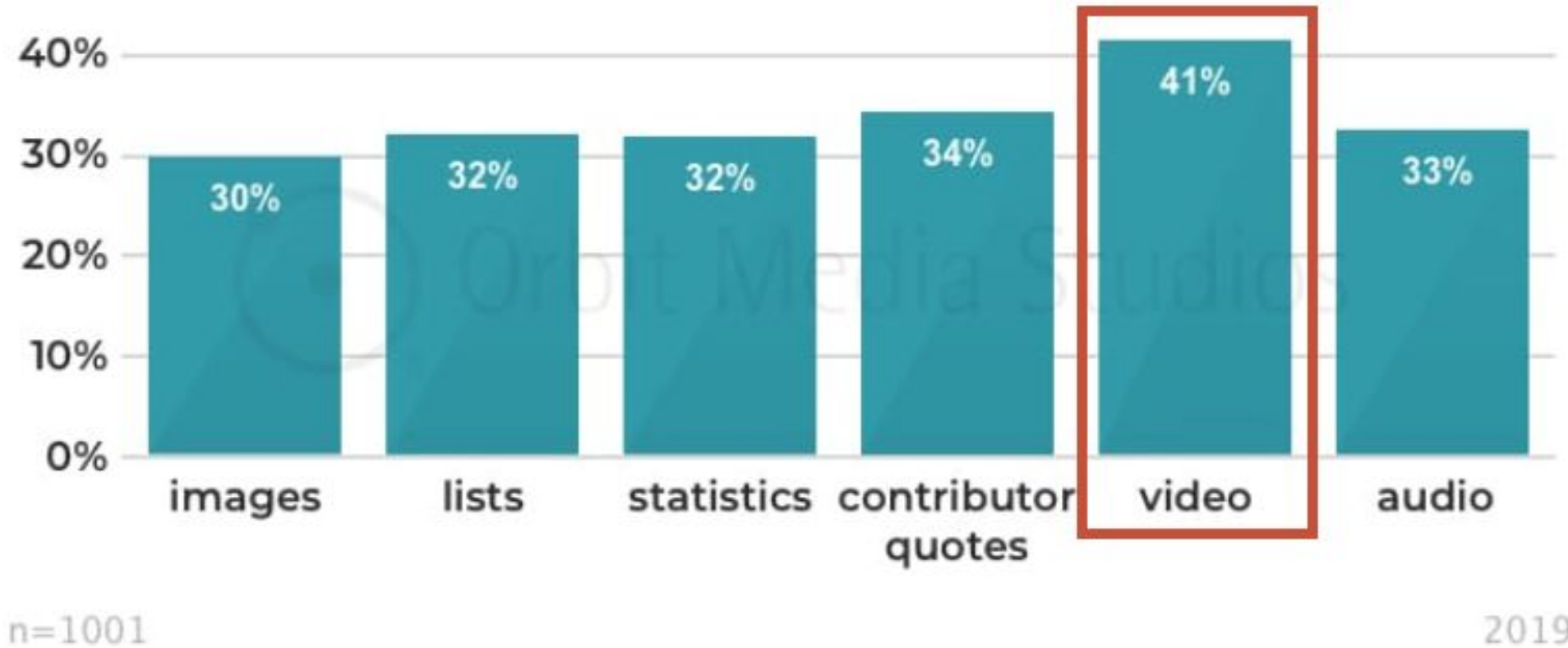
	Landing Page ?	Acquisition					Conversions			
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	Video No-Watchers	12,122 % of Total: 2.59% (467,497)	84.90% Avg for View: 79.85% (6.33%)	10,292 % of Total: 2.76% (373,290)	85.93% Avg for View: 83.20% (3.29%)	1.22 Avg for View: 1.31 (-7.52%)	00:00:55 Avg for View: 00:01:11 (-22.71%)	0.24% Avg for View: 0.60% (-60.45%)	29 % of Total: 1.03% (2,828)	\$29.00 % of Total: 1.03% (\$2,828.00)
	Video Watchers	690 % of Total: 0.15% (467,497)	88.12% Avg for View: 79.85% (10.35%)	608 % of Total: 0.16% (373,290)	76.52% Avg for View: 83.20% (-8.02%)	1.48 Avg for View: 1.31 (12.42%)	00:03:30 Avg for View: 00:01:11 (195.67%)	1.30% Avg for View: 0.60% (115.62%)	9 % of Total: 0.32% (2,828)	\$9.00 % of Total: 0.32% (\$2,828.00)

The typical blog post includes the following elements



source: [2019 Blogging Survey](#)

Bloggers who report “strong results” by content format



source: [2019 Blogging Survey](#)

Avoid long, blocky paragraphs

Who has the Right of Way at 4-Way Intersections?

Posted by **Hodges Trial Lawyers** on Thursday, September 4th, 2014 in **Accident Prevention, Auto Accident Lawyer, Car Wreck Lawyer**

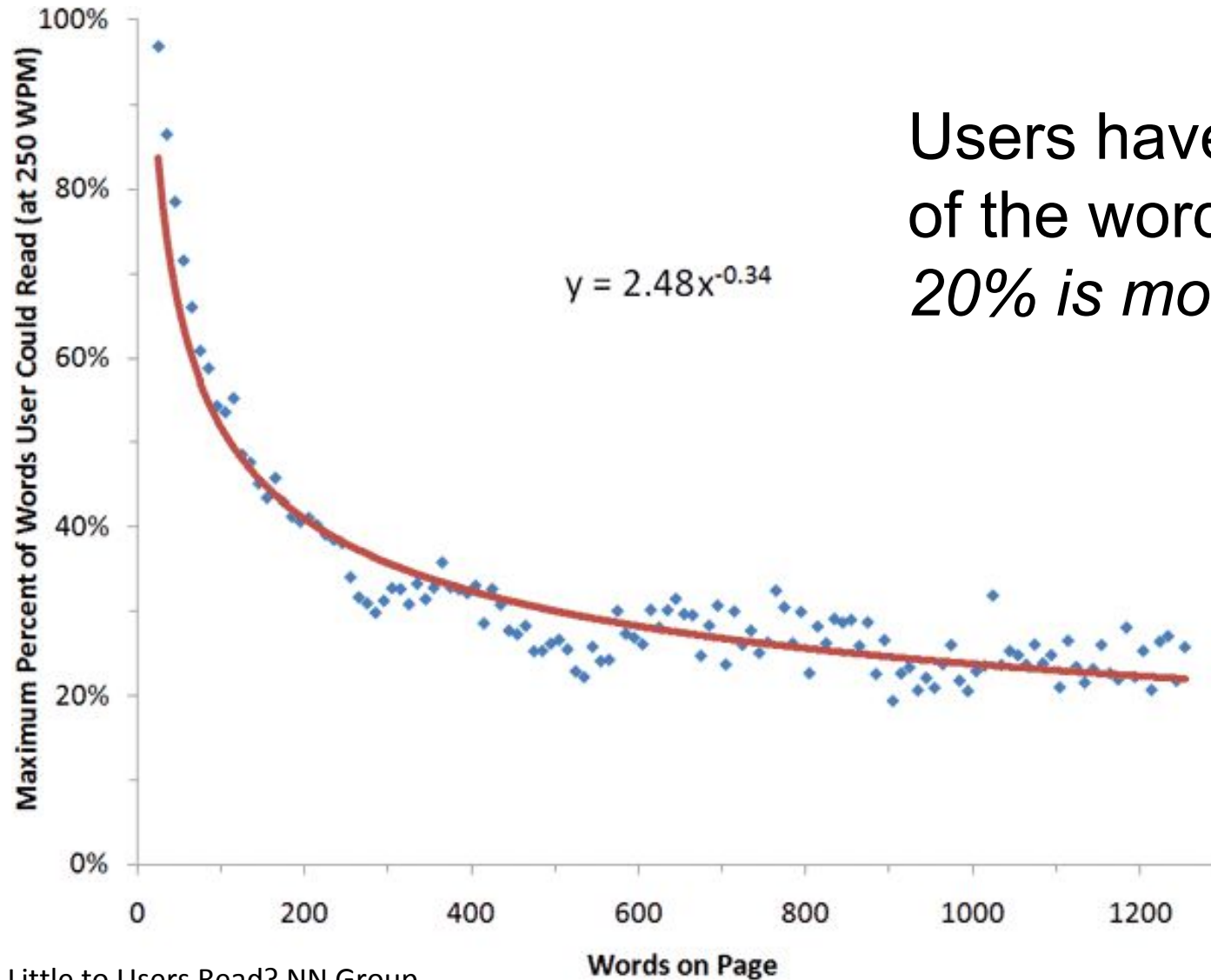
This starts our series on some interesting scenarios where even an experience driver may not know which car has the right of way. For most drivers, including ourselves, it has been years since we have been tested on our knowledge of the rules of the road. And even for those of us who aced driver's education class, there's always room for brushing up on the subject. So today, we discuss who has the right of way.

Scenario 1: You are approaching a 4-way, traffic light controlled intersection. Your light is red, but you plan to turn right. The car across the intersection from you is stopped to turn left (the same road you want to turn right onto) and just received a green arrow. Who has the right of way? The car turning left with the green arrow has the right of way. Under Alabama Code Section 32-5A-32(3)(b), a vehicle with a steady red indication (the car wanting to turn right) may cautiously enter the intersection to turn right, after stopping. So the vehicle turning right only has the right to enter the intersection after stopping. In contrast, under Alabama Code Section 32-5A-(1)(b) states that a vehicle facing a green arrow may enter an intersection to make the movement shown on the arrow. The vehicle with the left arrow is not required to stop. Short answer is that red lights yield to green lights.

Scenario 2: You are approaching a 4-way, traffic light controlled intersection. Your light is green and you plan to turn right. The car across the intersection from you is waiting to turn left and has a green light (not arrow). Who has the right of way?

Answer: You (The car turning right) have the right of way. Under this new scenario, the car turning left has lost its green arrow and is instead relying on a green circle. You also have a green circle. The car attempting to turn left must wait until you complete your right hand turn before attempting its right hand turn across your lanes of travel.

Your “readers” are scanners



Users have time to read at most 28% of the words during an average visit.
20% is more likely.

source: [How Little to Users Read? NN Group](#)

“

*Short paragraphs get read.
Long paragraphs get skimmed.
Very long paragraphs get skipped.*

”

Jason Fried
Basecamp



How to Make Solid Social Media Videos: 9 Steps for More Traffic

DIGITAL STRATEGY | SEO & CONTENT MARKETING | SOCIAL MEDIA | [15 COMMENTS](#)

SHARE THIS



60



BY ANDY
CRESTODINA

Social media streams are crowded, fast-flowing and very very competitive. As social networks pull back on organic reach, showing up is hard and getting attention is even harder.

So how can you stand out on social?

Marketers that go big are doing better. And the one way to go bigger than anyone else is to upgrade your content to maximum power. That's social media video.

How to Make Solid Social Media Videos: 9 Steps for More Traffic

SOCIAL MEDIA | [17 COMMENTS](#)

SHARE THIS



93

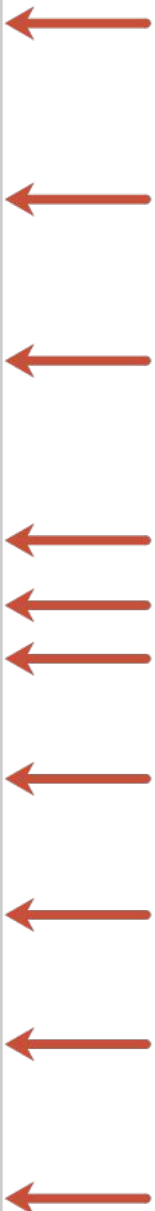


BY ANDY
CRESTODINA

Social media streams are crowded, fast-flowing and very very competitive. As social networks pull back on organic reach, showing up is hard and getting attention is even harder.

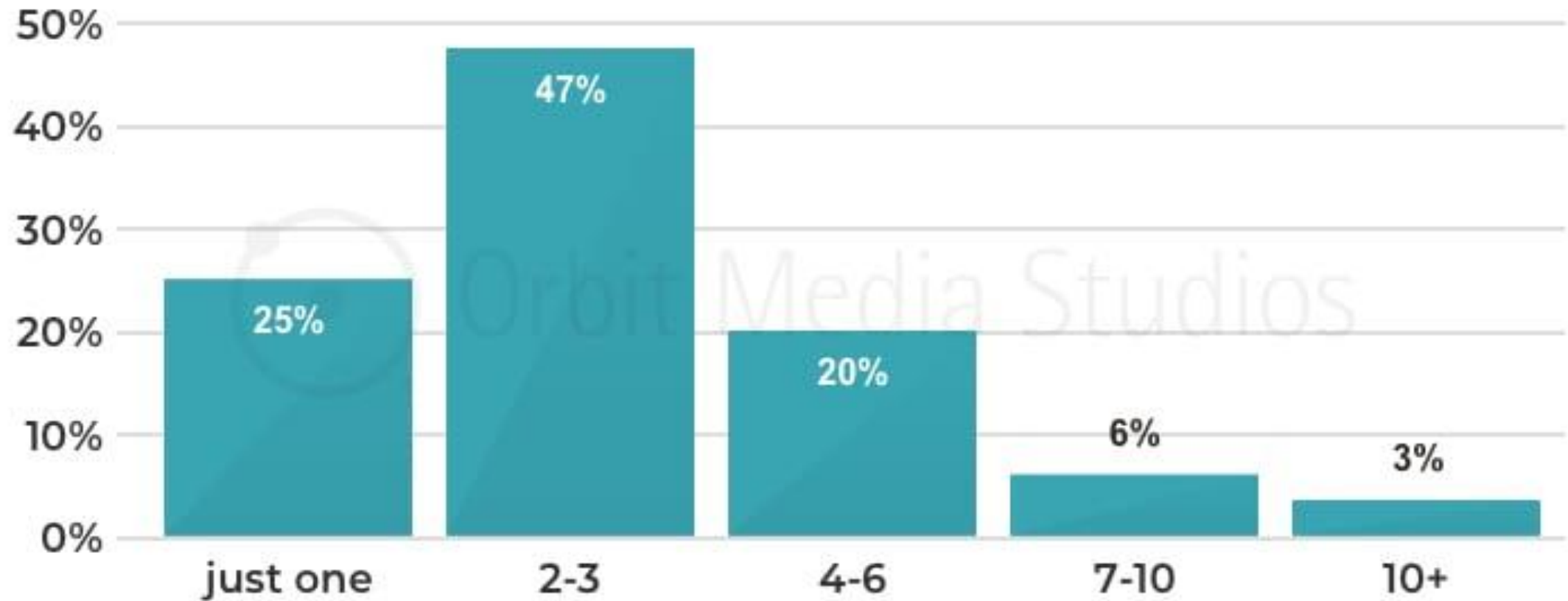
So how can you stand out on social?

Marketers that go big are doing better. And the one way to go bigger than anyone else is to upgrade your content to maximum power. That's social media video.



Videos and images (esp. charts and diagrams)
add visual interest at *every scroll depth*

How many images do you include in a typical post?

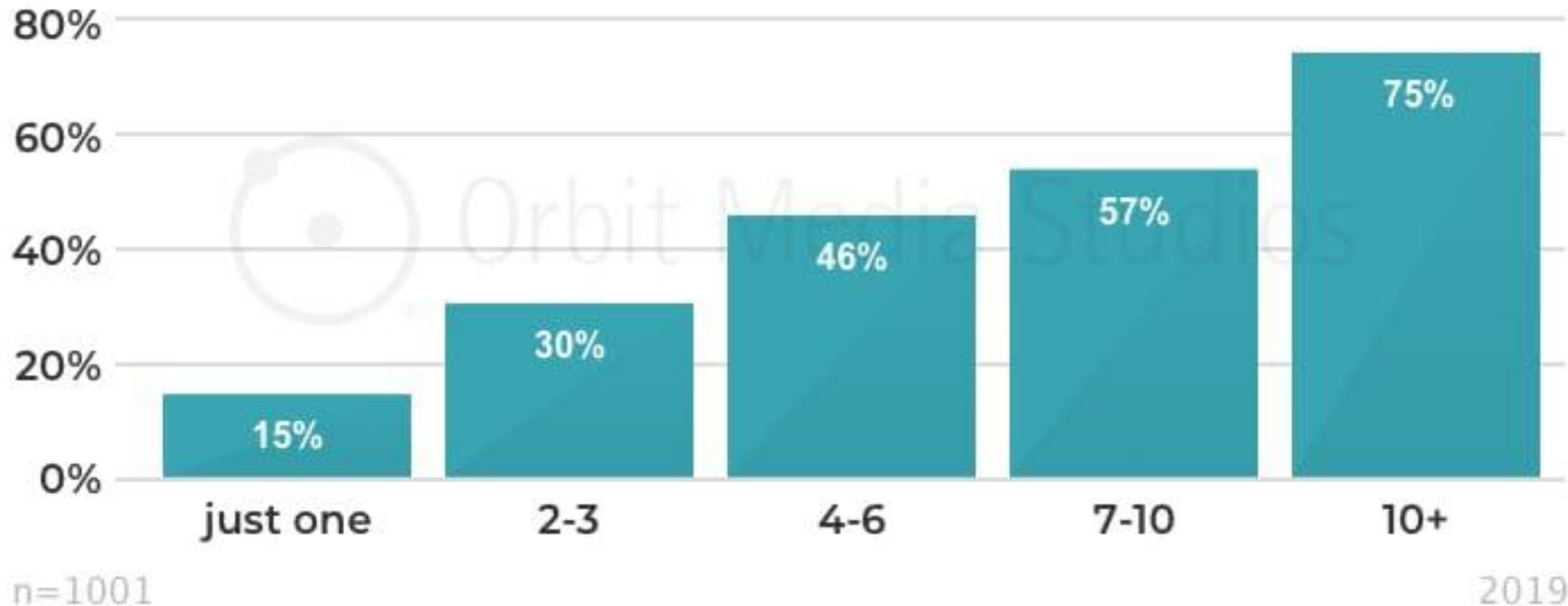


n=1001

2019

source: 2019 Blogger Survey

Bloggers who report “strong results” based on number of images included in a typical post



source: 2019 Blogger Survey

E-A-T

Expertise – Authoritativeness - Trustworthiness

Aligning with the quality rater guidelines

“

Expertise, Authoritativeness and
Trustworthiness of the creator of the
main content, the main content itself,
as well as the website.

”

E-A-T mentioned 135 times

source: Quality Rater Guidelines

General Guidelines Overview

Welcome to the Search Quality Rating Program!

As a Search Quality Rater, you will work on many different types of rating projects. The General Guidelines primarily cover Page Quality (PQ) rating and Needs Met (NM) rating; however, the concepts are also important for many other types of rating tasks.

For brevity, we refer to "Search Quality Raters" as "raters" in these guidelines.



Buy cheap iPhones for cheap - BuyCheapIphones.123
www.buycheapphones.123/buy-cheap-cheaper

Browse and buy iPhones on the web's number #1 cheap iPhone marketplace.
Register for FREE! Get cheap iPhones here.



User tests □ Benchmarks □ Correlation □ Algorithm

LIVE USER TESTS

Search quality evaluators
measure/assess website
quality



BENCHMARKING

Feedback is used to
inform algorithms



CORRELATION

Algorithms identify
signals that correlate
with E-A-T

Google Webmaster Central Blog

Official news on crawling and indexing sites for the Google index

What webmasters should know about Google's core updates

Thursday, August 01, 2019

Each day, Google usually releases one or more changes designed to improve our search results. Most aren't noticeable but help us incrementally continue to improve.

Sometimes, an update may be more noticeable. We aim to confirm such updates when we feel there is actionable information that webmasters, content producers or others might take in relation to them. For example, when our "Speed Update" happened, we gave months of [advanced notice and advice](#).

Several times a year, we make significant, broad changes to our search algorithms and systems. We refer to these as "core updates." They're designed to ensure that overall, we're delivering on our mission to present relevant and authoritative content to searchers. These core updates may also affect Google Discover.

We confirm broad core updates because they typically produce some widely notable effects. Some sites may note drops or gains during them. We know those with sites that experience drops will be looking for a fix, and we want to ensure they don't try to fix the wrong things. Moreover, there might not be anything to fix at all.

Core updates & reassessing content

There's nothing wrong with pages that may perform less well in a core update. They haven't violated our [webmaster guidelines](#) nor been subjected to a manual or algorithmic action, as can happen to pages that do violate those guidelines. In fact, there's nothing in a core update that targets specific pages or sites. Instead, the changes are about improving how our systems assess content overall. These changes may cause some pages that were previously under-rewarded to do better.

One way to think of having core update updates is to imagine you made a list of the top



Hey! Check here if your site is mobile-friendly.

Search blog ...

Labels

Archive

Feed



Google Webmasters

YouTube 375K

Follow @GoogleWebm

Give us feedback in our [Product Forums](#).

Subscribe via email

Enter your email address:

Subscribe

Delivered by [FeedBurner](#)

source: [What webmasters should know about Google's core updates](#)

“

Google's criteria for analyzing the trustworthiness of content and the people who publish it in order to mitigate misinformation.

”

Lily Ray

SEO Director, Path Interactive



A teal background with a sunburst pattern of light blue lines radiating from the center.

YMYL

“Your Money or Your Life” pages

Adding E-A-T to webpages

1. Evidence-based content
2. Cite (and link) to credible sources
3. Disclose the author
4. Use expert reviewers
5. Link to bios, create a footprint



SUBSCRIBE

healthline

Search Healthline

HEALTH NEWS

✓ Fact Checked

Foods for Great Oral Health: 5 to Eat and 5 to Avoid

Written by Mark Burhenne, DDS on July 20, 2020 — Fact checked by Dana K. Cassell



Small adjustments to your diet can have a big impact on your oral health. Getty Images

- During the COVID-19 pandemic, many people are concerned about maintaining good oral health and reducing their need for additional dental appointments.
- Being mindful of which foods you eat, and which ones you avoid, can help improve

Author's name/credentials
Fact checker's name

About 89,300 results (0.70 seconds)

www.drburhenne.com ▾

Mark Burhenne DDS & Staff

I got the crown for one of my teeth and I don't have any issues so far." — Sangeetha A. | Sunnyvale, CA. "Dr. **Burhenne** is a wonderful ...

askthedentist.com ▸ about ▾

About | Ask the Dentist

Jul 11, 2020 - **Mark Burhenne**, DDS. "Dr. B" & Co-founder. If you had told me that I was going to get fired from my first job out of dental school, I wouldn't have ...

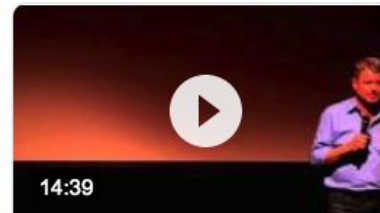
askthedentist.com ▾

Ask the Dentist by Mark Burhenne, DDS | Health Begins in the ...

Welcome to the website of **Mark Burhenne**, DDS, bestselling author and functional dentist. Find resources to take control of your dental health.

[All Topics](#) · [Conditions](#) · [Procedures](#) · [Cosmetic Dentistry](#)

Videos



See results about

Dr. Mark Burhenne DDS (Dentist in...

877 W Fremont Ave e2, Sunnyvale, CA 94087

4.9 ★★★★★ 21 reviews



Check the Knowledge Graph

Google knows about this dentist!

Schema that supports E-A-T

Person	Organization	Local Business
<ul style="list-style-type: none">• address• affiliation• alumniOf• award• honorificPrefix• honorificSuffix• jobTitle• knowsLanguage• owns• parent• worksFor• sameAs	<ul style="list-style-type: none">• address• award• brand• duns• founder• foundingDate• foundingLocation• knowsAbout• knowsLanguage• logo• memberOf• parentOrganization	<ul style="list-style-type: none">• address• openingHours• specialAnnouncement• telephone