

Who's who in Search

Jill Whalen



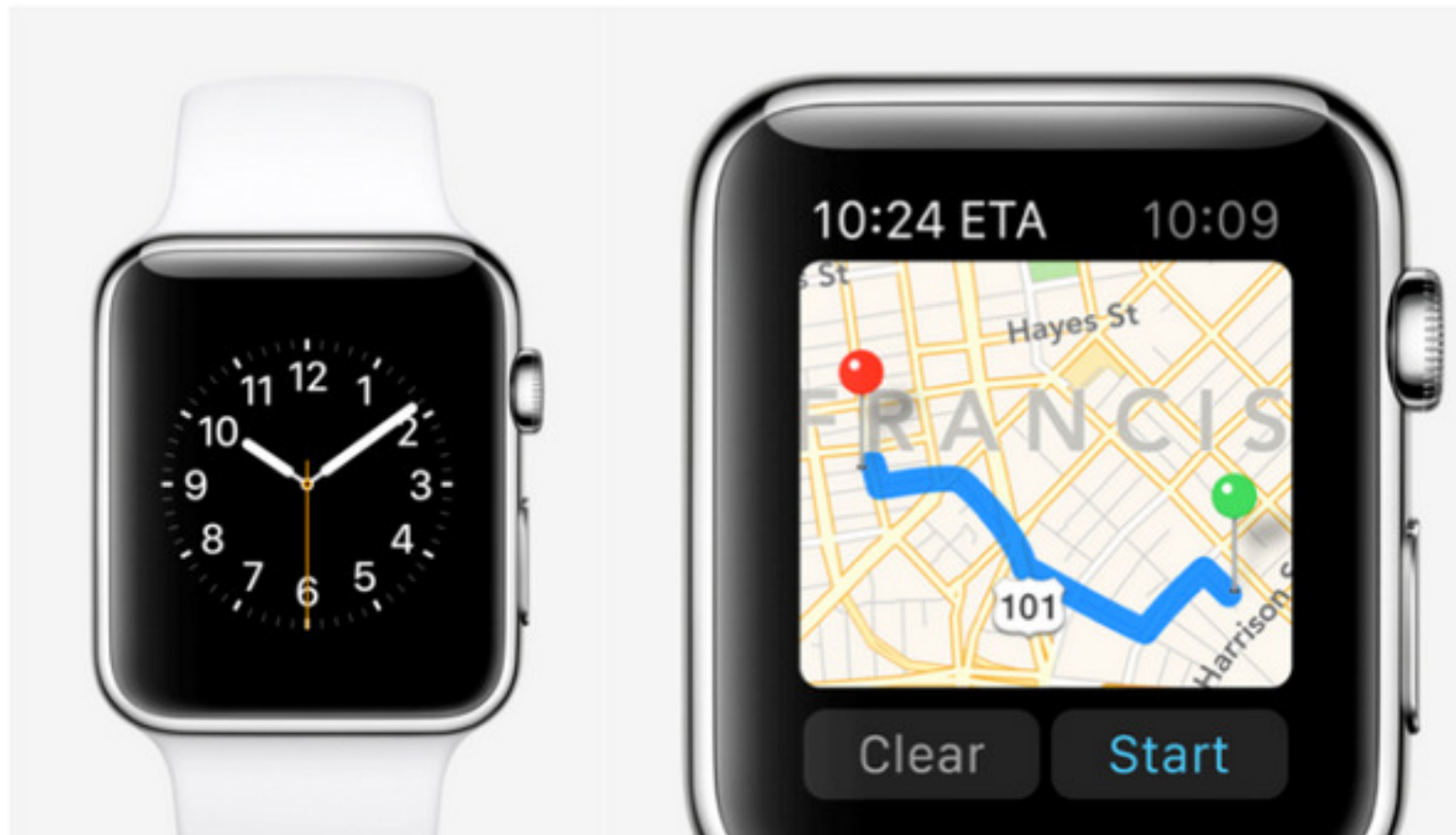
- Jill Whalen is a pioneer in search engine optimization, beginning in the field in the early 1990s and founding High Rankings in 1995.
- Since that time, High Rankings has grown to be one of the pre-eminent SEO companies in the United States, working with hundreds of clients in more than 40 industries to enhance their presence through proven and dynamic search engine strategies that lead to increased traffic, more conversions and enhanced sales.
- The company is committed to helping small to mid-sized businesses understand and implement techniques that maximize the potential of their websites, so that these organizations can fulfill their mission, meet the needs of their stakeholders and contribute as worthwhile members of the Internet community.
- Expert SEO consulting, website audit reports, SEO campaigns and in-house SEO training classes are just a sampling of the services offered through High Rankings.



Apple Watch Brings Local Search To Your Wrist

Haptic feedback will supply "eyes-free" turn-by-turn prompts.

Greg Sterling on September 11, 2014 at 11:49 am



We don't yet know how popular the Apple Watch will be when it goes on sale early next year. A "flash survey" conducted immediately after the announcement [showed](#) 33 percent of 1,000 U.S. respondents were potentially interested in buying one.

The device carries a wide range of apps and features. Among them are Siri, Apple Pay, health and fitness, music, internet content — and maps. Apple Watch will be able to perform local search and deliver turn-by-turn navigation on your wrist.

The screen is multi-touch enabled so you can pan and zoom on the map with your finger. In addition, the Digital Crown on the device is used to zoom in and out. Favorites and recently searched places are also saved for quick access. And you can initiate local searches with Siri (fulfilled by Bing).

Perhaps the most interesting and unique feature of Apple Maps on the wrist is haptic feedback. The watch will buzz, essentially, when you're supposed to turn right or left (a different sensation for each direction). So you won't have to continually look at the watch screen to be reminded of which way to go.

Other than the haptic feedback, Android Wear devices also bring comparable Google Maps capabilities to the smartwatch.

Many people are interested in the watch for its health and fitness capabilities. In the survey data I referenced above, maps were not mentioned as a standout or favorite feature. However I suspect that maps and directions will be a primary use case for the device after it goes on sale.



Despite Google's Need To Go Deeper When Indexing Google Fixes Self Indexing Glitch

Google updated their robots.txt file to prevent GoogleBot from indexing Google's search results pages.

Barry Schwartz on September 11, 2014 at 8:39 am



Over the week, there were various reports of Google going against its own [webmaster guidelines](#), by indexing its own search results. Last night, Google updated its robot.txt file to ensure it blocks its own search results from being in the Google search results.

The guidelines read:

Use robots.txt to prevent crawling of search results pages or other auto-generated pages that don't add much value for users coming from search engines.

Reports came from [Chris Dyson](#) and then I covered it [yesterday](#) and Google's Gary Illyes commented on my [Google+](#) saying "we're going to look into what happened here."

Then it made it on to [Hacker News](#) and we asked Google for a comment. Google responds in Google humor, "Indexing the index? We must go deeper!" Adding, "it's a glitch with multiple slashes in web addresses that we're working to fix now."

Indeed, at around 6 p.m. EDT last night, Google [updated their](#) robots.txt file at google.com/robots.txt to prevent this from happening.



Expert Insights On The Future Of SEO, Part 2

In today's installment, search industry veterans predict where SEO will be in 2020.

Trond Lyngbø on September 11, 2014 at 10:00 am





Ann Smarty

I know 2020 sounds pretty huge: "Six years from now in SEO? Everything will be different!"

However, looking back to 2008, I don't see any drastic changes since then — at least, not in terms of common sense SEO. We got rich snippets, saw quite a few SERP experiments (including Universal Search, the Knowledge Graph and the Local Carousel), and witnessed the birth of Google Plus.

But have the basics of SEO really changed a lot? If anything, we are a bit more scared, a bit more lost, and a bit more careful. That being said, here's what I think we can expect:



It was pretty stupid to guarantee rankings in the past - it will be impossible to do so in the future.



Aleyda Solis





Marcus Tandler

2020 is a long time away. Internet years are like dog years, so I wouldn't really worry about what could or could not be in six years time.

One thing's for sure, though: search in 2020 will be more local and a lot more personal. Search will be omnipresent, and Google will be trying to predict what interests you — and what questions you have — before you even think of them. So search will no longer be a “pull” service, but rather a “push” service, where Google will give you answers to things that matter to you, even when you don't ask.



Google couldn't care less about websites - it's all about data.

In regard to SEO, it's really hard to tell. As far as I can imagine, I don't even know if you will need a website in 2020!

Google couldn't care less about websites — it's all about data. Why visit a website telling you which flights are going from Chicago to Washington on Christmas Eve when all you need is a straight answer (pulled from structured data)? This is what Google's Hummingbird Update was all about – getting better at answering real questions, instead of just serving results for keyword searches.

