

Who's who in Search

Chris Sherman



- Chris Sherman is Executive Editor of SearchEngineLand.com and President of Searchwise LLC, a Boulder Colorado based Web consulting firm. - With over 25 years experience in interactive technologies, he is frequently quoted in the Wall Street Journal, the New York Times, Business Week, USA Today and other publications, and has appeared on CNN, NPR, CBS and other television and radio networks.
- Chris is a Web Search University faculty member, and is an honorary inductee of the Internet Librarian Hall of Fame.
- He is the author of "Google Power: Unleash the Full Power of Google" from McGraw-Hill.
- From 2001 through 2006, Chris was Executive Editor of SearchEngineWatch.com and Conference Chair of the international Search Engine Strategies events in Canada, China, France, Italy, Sweden and the U.K.
- From 1998 to 2001, he was the Web Search Guide for About.com.
- Chris holds a master's degree in Interactive Educational Technology from Stanford University and a bachelor's degree in Visual Arts and Communications from the University of California, San Diego.



With Apple's Help, Google Search Gets Special Info Boxes For iPhone 6 & Apple Watch

Those looking for more about Apple's latest gadgets will find special boxes where Google has hand-compiled information.

Danny Sullivan on September 11, 2014 at 7:32 pm

Who says rivals can't work together? If you search on Google for "iPhone 6" or "Apple Watch," you'll discover new information boxes about each product that Google created with the help of Apple.

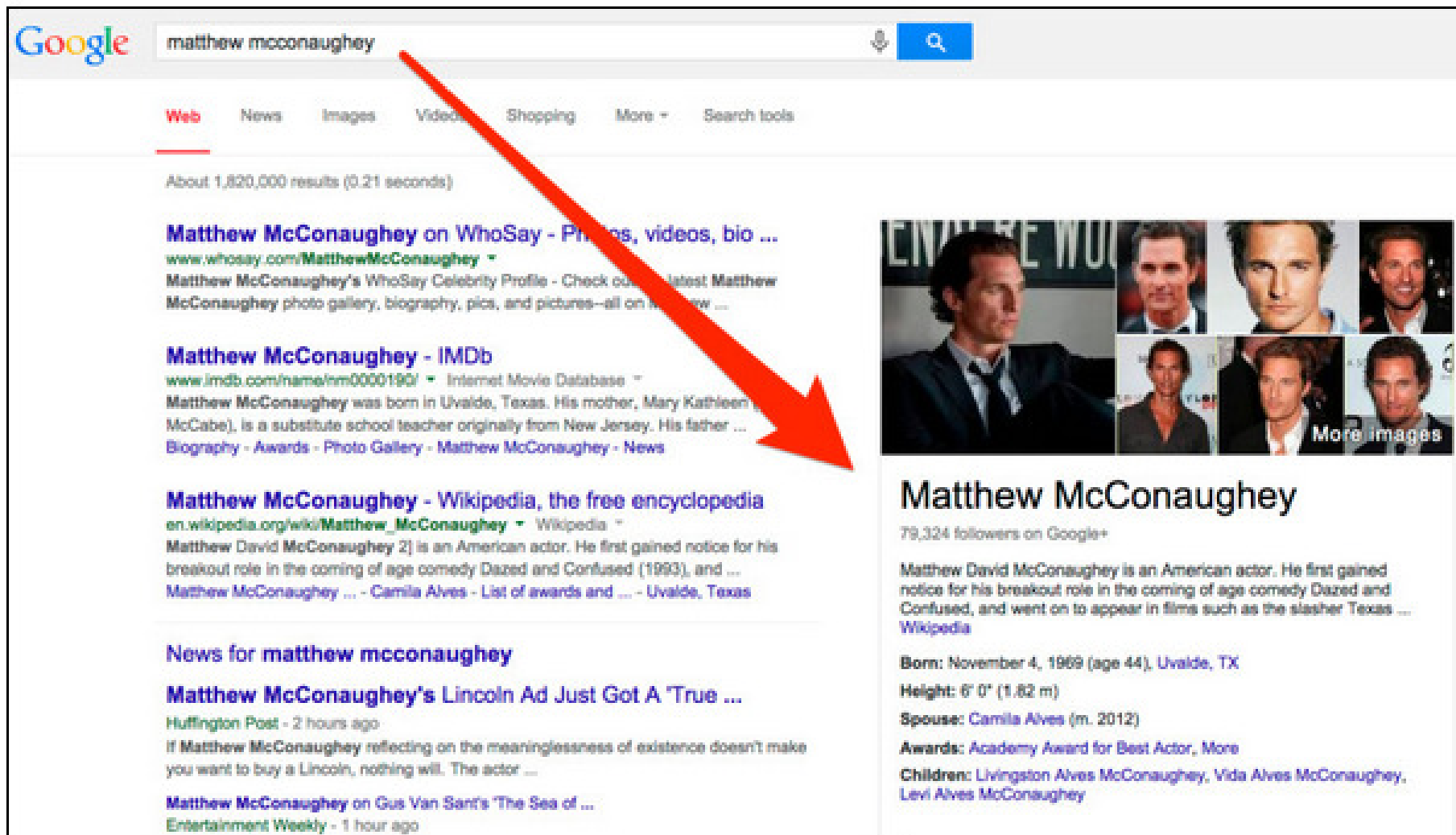
Here's how it looks for search on [iPhone 6](#):



Here's how it looks for search on [iPhone 6](#):

The image shows a Google search interface for the query "iPhone 6". At the top, the Google logo is on the left, and the search bar contains "iPhone 6" with a microphone icon and a search button. Below the search bar, navigation tabs for "Web", "News", "Images", "Videos", "Shopping", "More", and "Search tools" are visible. The search results section shows "About 1,460,000,000 results (0.25 seconds)". The first result is "iPhone 6 at Verizon - verizonwireless.com", with a red arrow pointing to it. Below this is a "Knowledge Panel" for "Apple iPhone 6" which includes a small image of the phone and a list of specifications: Price: From \$199, Screen Size: 4.7 inch, Screen Resolution: 1334-by-750-pixel resolution at 326 ppi, Colors: Silver, Gold, Space Gray, Memory: 16 GB, 64 GB, 128 GB, Camera Resolution: 8 megapixel, Weight: 4.55 ounces, and Carriers: AT&T, Sprint, T-Mobile, Verizon. Other search results include "iPhone 6: First Impressions, Pre-Order on Sept 12th" from MacRumors and "News for iPhone 6" featuring a snippet about T-Mobile's monthly payment plan for the iPhone 6.

These boxes, commonly called Knowledge Graph boxes, are normally automatically generated by information drawn from various sources, such as Wikipedia. Here's an example of how that is usually done, in a box for Matthew McConaughey:



The image shows a Google search results page for "matthew mcconaughey". On the right side, there is a Knowledge Graph box for Matthew McConaughey. The box includes a grid of images, his name, the number of followers on Google+, a short biography, and key facts such as his birth date, height, spouse, and awards. A red arrow points from the search bar to the Knowledge Graph box.

Matthew McConaughey
79,324 followers on Google+

Matthew David McConaughey is an American actor. He first gained notice for his breakout role in the coming of age comedy *Dazed and Confused*, and went on to appear in films such as the slasher *Texas ...*
[Wikipedia](#)

Born: November 4, 1969 (age 44), Uvalde, TX
Height: 6' 0" (1.82 m)
Spouse: [Camila Alves](#) (m. 2012)
Awards: [Academy Award for Best Actor](#), [More](#)
Children: [Livingston Alves McConaughey](#), [Vida Alves McConaughey](#), [Levi Alves McConaughey](#)

In the box, you can see Wikipedia cited as a source, and information is drawn largely from McConaughey page at Wikipedia.

Bing's URL Keyword Stuffing Filter Reduces Traffic to Spam Sites by 75%



Lisa Lacy, September 11, 2014

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Using a relatively new spam filtering mechanism that targets URL keyword stuffing (KWS), Bing says it has filtered out an average of approximately one in 10 URLs per impacted query, or about 3 percent of Bing queries overall. In addition, Bing says roughly 5 million sites with 130 million URLs have been impacted, resulting in a reduction of more than 75 percent of traffic to those sites from Bing.

To do so, Bing says it looked at a number of signals that suggest possible use of URL keyword stuffing, such as: site size, the number of hosts, and the number of words in host/domain names and path.

According to Bing, examples of spam sites impacted include www.cheapviagrausa.com, www.cheapviagrapharma.com, www.buyviagracheapviagraergr.com and www.gmailloginsigninup.com.



Content Is King in SEO, But User Signals Are Also "Crucial" [Study]



Ashley Zeckman, September 10, 2014

4 Comments

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SEO Evolution: Sell, Discover, Deliver & Report on Highly Converting Keywords by Krista LaRiviere, [qShift](#)

SEO platform and search analytics firm Searchmetrics has released its [2014 SEO Ranking Factors and Rank Correlations report](#), which it says provides an "in-depth definition and evaluation of the factors that have a high rank correlation with organic search results." **SEE REPORT**

The study, which is focused solely on Google results, found high-quality, relevant content ranks better on average and also that the well-optimized technical performance of a page contributes to a good ranking.

In addition, Searchmetrics says the quantity and quality of backlinks remains crucial because new features have been revised to improve the quality of results. What's more, the correlation values regarding coefficients out of the social sector have decreased slightly and the growth of the average total number of signals per position was small, Searchmetrics adds.

And, finally, for the first time, Searchmetrics says it measured user signals and found there is a relationship between rankings and higher click-through rates, lower bounce rates, and a high time-on-site.



Marin Software Adds Support for Russia's Largest Search Engine



Jessica Lee, September 10, 2014

1 Comment

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Marin Software: Manage, optimize, and boost ROI on search, display, social, and mobile advertising.

Advertising platform Marin Software **announced** support for Yandex - Russia's largest search service, which also serves Turkey, Ukraine, Belarus, and Kazakhstan.

That means advertisers can analyze, report on, and automate paid search campaign bidding through the Marin platform for Yandex. This is another win for global advertising support for the platform, as Yandex joins the list of already supported engines like Google, Bing, Yahoo Japan, and Baidu.



When it comes to the need for global brands to manage their advertising through one platform, Marin Software chief executive (CEO) David Yovanno says the demand is growing.

Global brands often use different local agencies that use various tools to manage the brand's paid search efforts for that region, he says. One of the advantages of working with Marin is "you've got global ad spend managed in one consolidated platform," and "more and more, global brands are looking for a roll-up at a global level."

