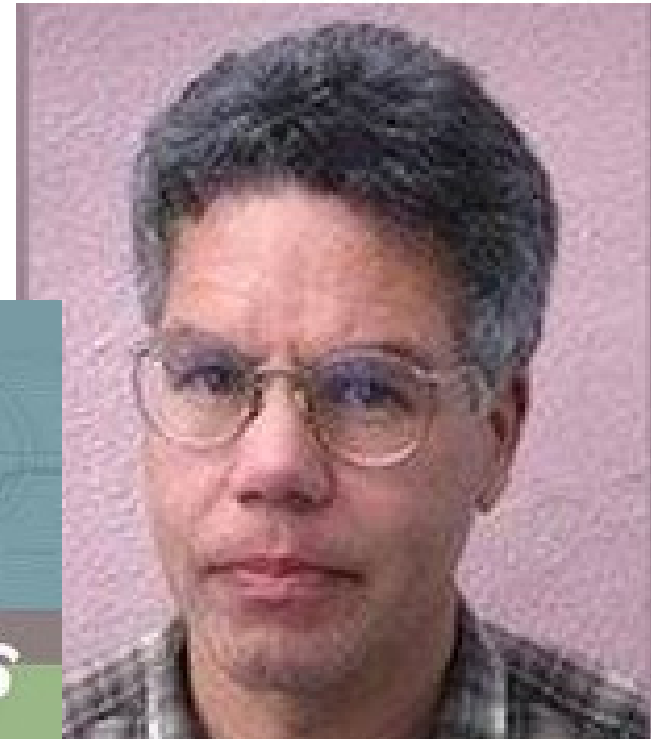
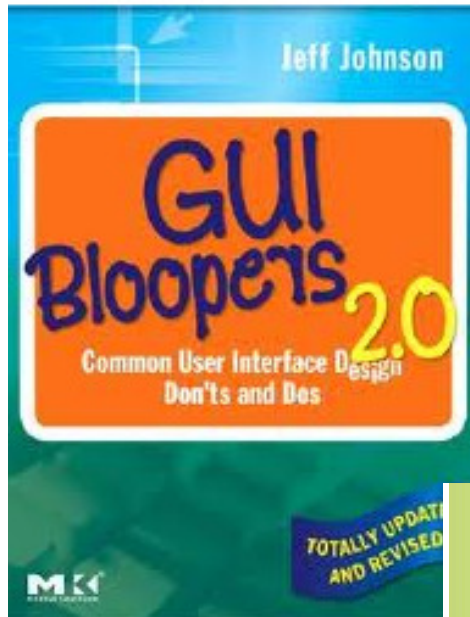


Who's who in Usability

Jeff Johnson



Is a Proposed Twitter Algorithm the Death of "Real Time" on the Social Platform?



Jessica Lee, September 5, 2014

2 Comments



At the Citi Global Technology Conference in New York, Twitter's chief financial officer (CFO) Anthony Noto discussed what's on the horizon for Twitter in 2015 – and a new Twitter timeline is one of the initiatives.

From a [Wall Street Journal \(WSJ\) report](#), Noto was quoted as saying the reverse chronological order of content that Twitter is known for "isn't the most relevant experience for a user."

But could this move have huge implications for real-time marketing and publishing on Twitter, and will people welcome it with open arms?

Recently, Twitter began tinkering with the feed by featuring content that users didn't sign up for, and, according to reports, reactions were mixed. For the uninitiated, this new function would surface favorite tweets from accounts a user follows; in other words, if a user you follow "favorited" a tweet, it would end up in your Twitter feed.

From [MediaBistro.com](#):

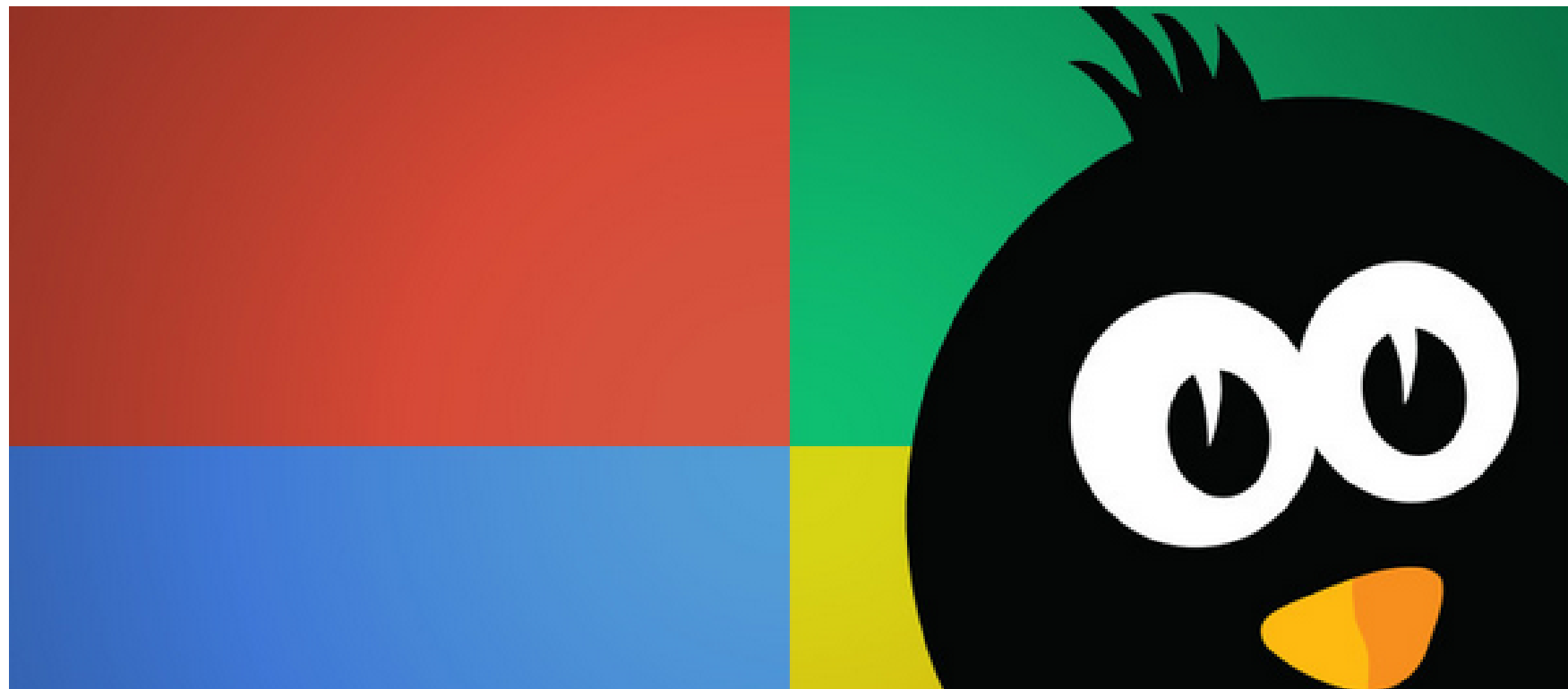
The move wasn't popular, and the reaction became even more severe when the experiment became an actual feature. Subsequently, Twitter updated its policy to better explain "What's a Twitter timeline?" – specifically, it's now a place where they (Twitter) can add content to your timeline that it deems popular or relevant.



Nearly A Year Later, Are We Finally Going To Get A Penguin Update Refresh?

Google expects Penguin 3.0 to launch within the 2014 year.

Barry Schwartz on September 12, 2014 at 9:01 am



in 22 days from now, it will be the year anniversary of the release of the fifth update to Google's Penguin algorithm, code-named [Penguin 2.1](#). As you can imagine, waiting 11 months and 8 days can be excruciating for those who were negatively impacted by the [punitive algorithm](#). They've likely by now cleaned up their links but they are still sitting and hoping their businesses survive to see an improvement when Google unleashes the next Penguin update.

Well, it might not be too far off. Google's John Mueller said on a [Google Hangout](#) this morning that he expects Penguin 3.0, which would be the 6th refresh, to happen within the 2014 year. In fact, John said "I am pretty confident we will have something in the reasonable future."

What is the "reasonable future"? At this point, it is not reasonable to go 11+ months without a refresh, but if I had to guess, I'd hope to see one before the anniversary. I think that would be reasonable at this point in time. But your guess is as good as mine.

We thought we saw [Penguin updates](#) before, but Google told us it was not a Penguin update. I definitely believe Google has been [testing Penguin](#) updates in the live index but again, they have not fully released it yet.

Penguin 3.0 is expected to be a major update, making the algorithm more capable of running more [frequently](#) so that those impacted wouldn't have to wait too long before seeing a refresh. Something like how Panda is now run [monthly](#).

Google has [told us](#) their efforts to update the Penguin algorithm have been met with many challenges. But it seems like we are finally getting to a point where we will see a refresh of Penguin really soon.



How to Speed Up the Link-Building Process



Matt Morgan, September 12, 2014

3 Comments

 17

 Tweet 266

 Like 51



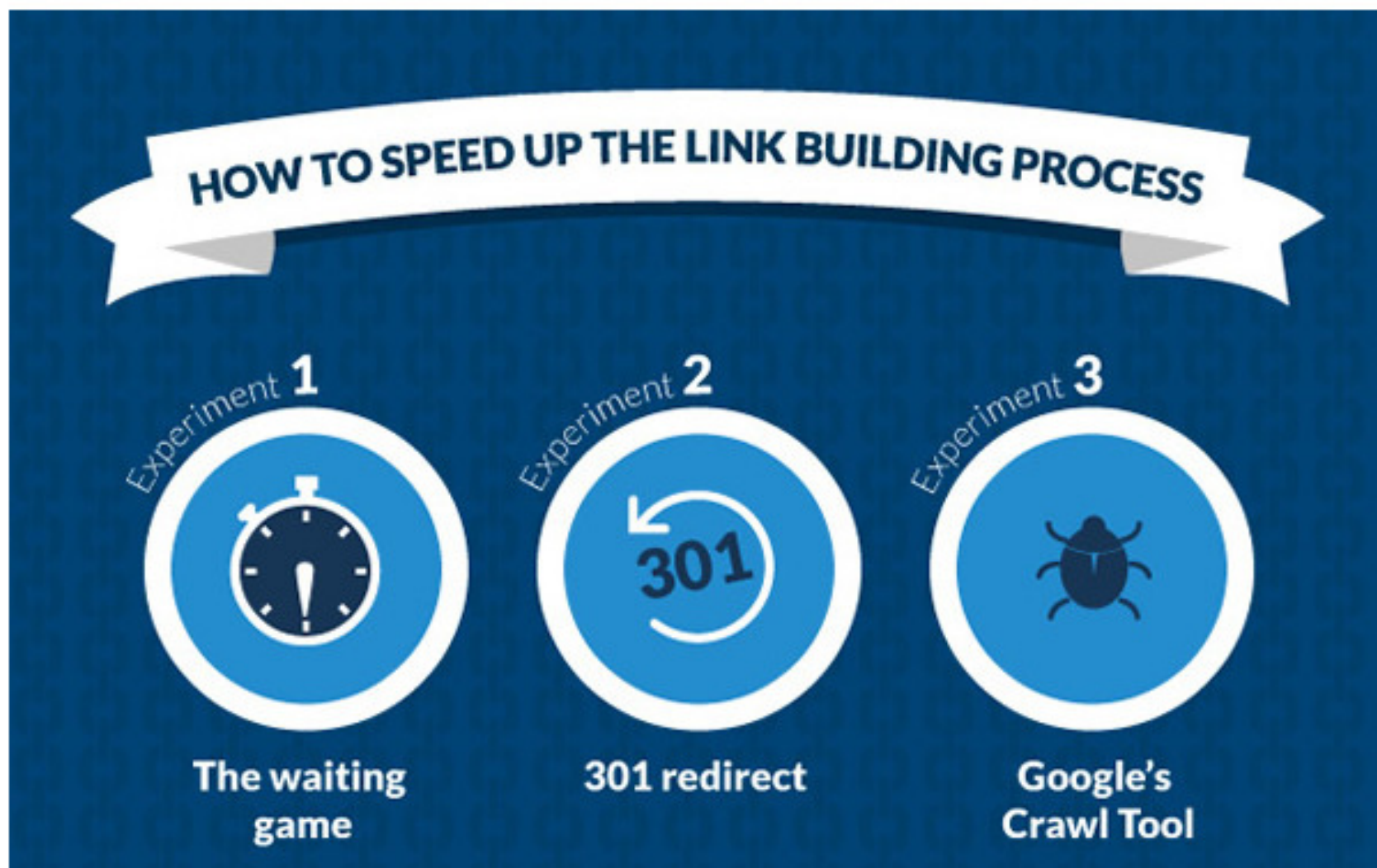
SEO Evolution: Sell, Discover, Deliver & Report on Highly Converting Keywords by Krista LaRiviere, [gShift](#)

Link-building has been a tried-and-true SEO strategy for years, but there are still many experts practicing this technique who aren't aware of all the tools available to assist them in their efforts. Because the effects of the link-building process takes time to actually become visible in search engine results, it can be a struggle for marketing directors and SEO companies to show proof to a client that their investment is well worth the wait. However, utilizing Google Webmaster Tools means that the normal time spent playing the waiting game for your content to be revealed to searchers can be cut down significantly.

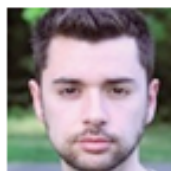
In a previous article, "[Index Your Content Faster With the Fetch as Google Tool](#)," I explained how to submit new Web pages and blog posts published on a website you own to the Google index in a matter of minutes instead of waiting days, weeks, or months for Googlebot to crawl the page and show up in the search results.



While the Fetch as Google tool is great for content you own, it only allows URLs to be submitted to the index under the domain name you can verify with Google Webmaster Tools. So, what about all that other great content you have out there on sites that you can't verify? Well, luckily, there seems to be a solution for that, too. Below you'll see my latest experiment where I've tested out various ways to submit external content to the Google index to speed up our guest blogging and link-building efforts.



New App-Based Search Engine Startup Relcy Tries to Reset SEO



Dan Cristo, July 22, 2014

4 Comments

36

Tweet 360

Like 75

What if I told you that the future of SEO didn't include Google? That might sound crazy, but it could just happen thanks to a well-funded, San Francisco-based startup called Relcy.

What is Relcy?

Relcy is an app-based search engine founded by entrepreneur Rohit Satapathy.

The team behind Relcy has been working in stealth mode for months, and has successfully raised \$9 million in venture capital.

The idea behind Relcy is to index and rank the content stored within apps on your phone, giving you the ability to search content across all your apps, which the major search engines, like Google, can't access.

How Relcy Works

Without divulging the deep detail on the inner workings of their groundbreaking project, Satapathy talks about how his team has built a knowledge graph of millions of entities within all manner of applications. They then use a technology similar to PageRank to score the entities for ranking.

All of this is supported by a linked knowledge graph comprising hundreds of millions of real-world entities, with richer data quality and better accuracy in supporting predictive computing and search. For a user this means one single search bar or entry point to seamlessly search and browse through the content inside apps (like they do on the web) — and going straight into the specific results inside apps.

It sounds like Relcy has some sort of mobile app crawler that extracts and categorizes data from an apps into entities. It then maps the relationship between entities, creating a graph. Then an algorithm looks at citation signals across apps to determine an entity's importance.



Past Winners























2014

Cycle Lab Toyota
Andrew Mclean

 South Africa

Grand Masters
Heinz Zoerweg

 Austria


RECM 2
Ariane Kleinhans

 Switzerland

Women
Annika Langvad

 Denmark

Topeak-Ergon Racing
Robert Mennen

 Germany

CV

Men
Kristian Hynek

 Czech Republic

BETCH.nl Superior Meerendal
Bart Brentjens

 Netherlands

Masters
Abraao Azevedo

 Brazil

Synergy
Yannick Lincoln











 Mauritius

Mixed
Aurelie Halbwachs

 Mauritius



2013









Songo.info Barti Bucher	 Switzerland		Grand Masters Heinz Zoerweg	 Austria
Energas Yolande Speedy	 South Africa		Women Catherine Williamson	 England
Burry Stander - SONGO Christoph Sauser	 Switzerland	CV	Men Jaroslav Kulhavy	 Czech Republic
Bridge Nico Pfitzenmaier	 Germany		Masters Abraao Azevedo	 Brazil
RE:CM Erik Kleinhans	 South Africa		Mixed Ariane Kleinhans	 Switzerland



2011

USN Sally Bigham	 England		Women Karien van Jaarsveld	 South Africa
36ONE-SONGO-SPECIALIZED Christoph Sauser	 Switzerland		Men Burry Stander	 South Africa
juwi Carsten Bresser	 Germany	CV	Masters Udo Boelts	 Germany
Wheeler - BiXS Barti Bucher	 Switzerland		Mixed Esther Suss	 Switzerland

2010

Rothaus-CUBE Kristine Noergaard	 Denmark		Women Anna-sofie Noergaard	 Denmark
Bulls 1 Karl Platt	 Germany		Men Stefan Sahm	 Germany
Cyclelab Toyota Shan Wilson	 South Africa		Masters Andrew Mclean	 South Africa
MTN Business Qhubeka Yolande Speedy	 South Africa		Mixed Paul Cordes	 South Africa



Dangerous picture ahead....





