# Who's who in Usability

Jakob Nielsen

- Jakob Nielsen, Ph.D., is a User Advocate and principal of the Nielsen Norman Group which he co-founded with Dr. Donald A. Norman (former VP of research at Apple Computer).
- Before starting NNG in 1998 he was a Sun Microsystems Distinguished Engineer.
- Dr. Nielsen founded the "discount usability engineering" movement for fast and cheap improvements of user interfaces and has invented several usability methods, including heuristic evaluation.
- He holds 79 United States patents, mainly on ways of making the Internet easier to use.

Google Launches New Search Results Interface For Tablets

Google Search quietly launches a new interface for tablet users. The design and layout is noticeably different from the previous version.

Barry Schwartz on November 6, 2015 at 9:46 am
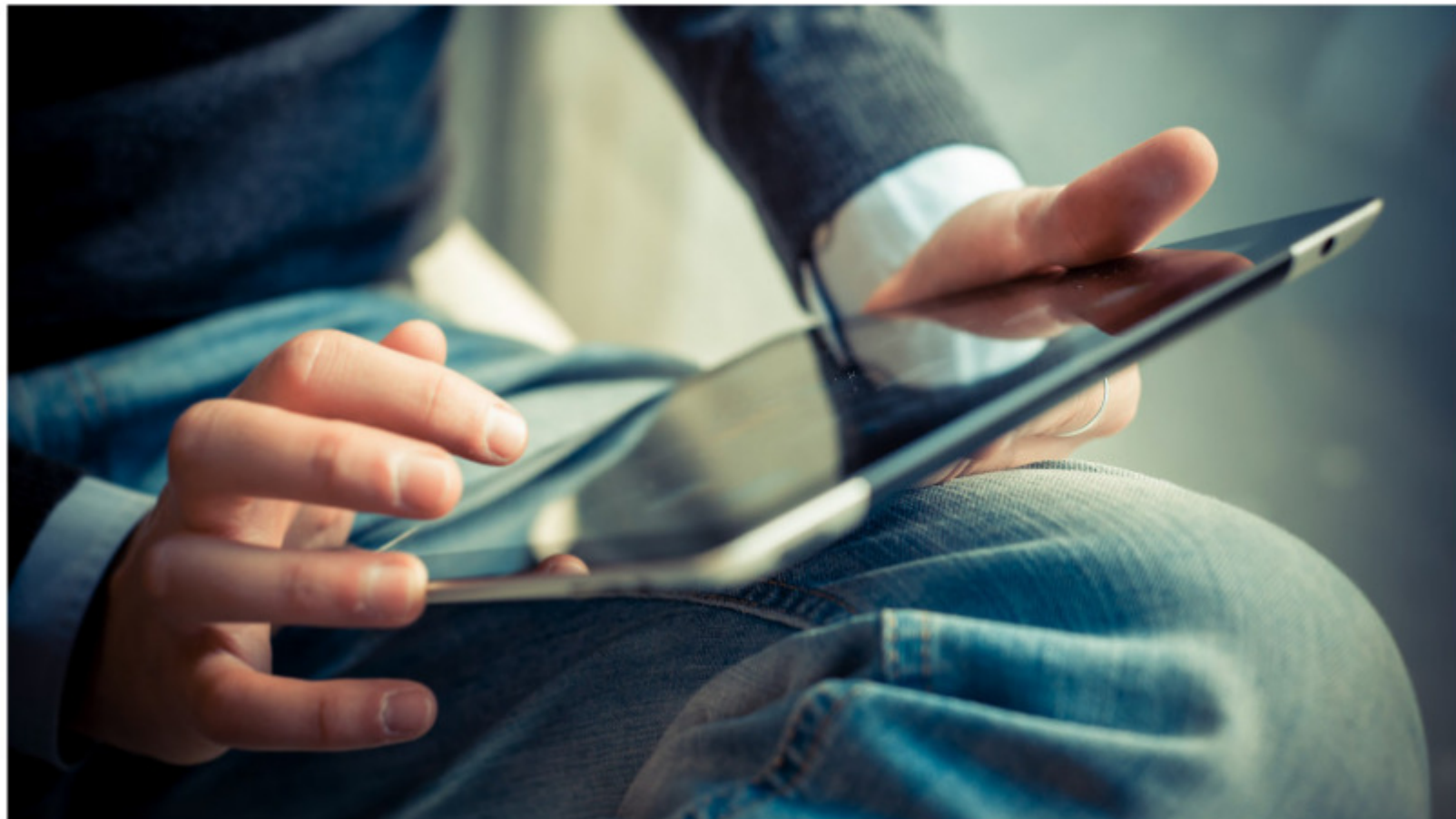
Google has launched a brand-new interface for searchers on tablet devices. The new interface is very different from the old tablet design, which was a combination of mobile and desktop design in one. This tablet view uses a form of card-like results, with a skinnier top bar navigation and a lot of white space on the left and right of the search results.
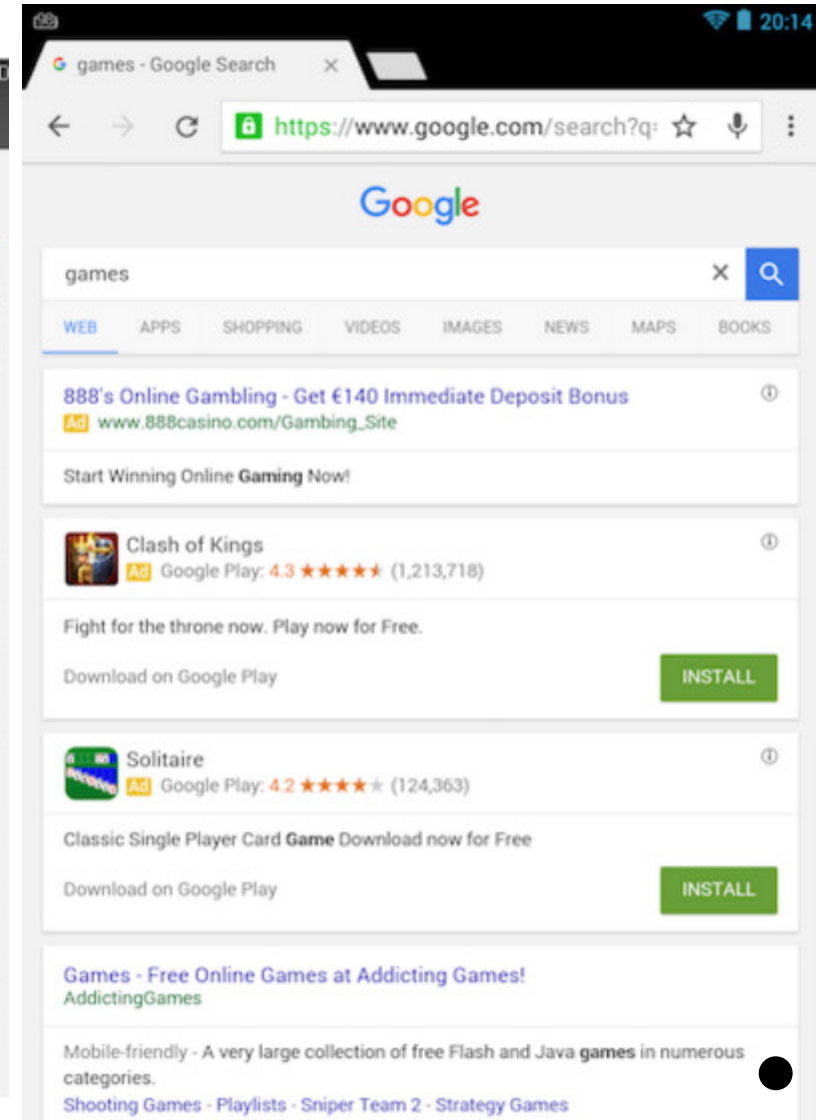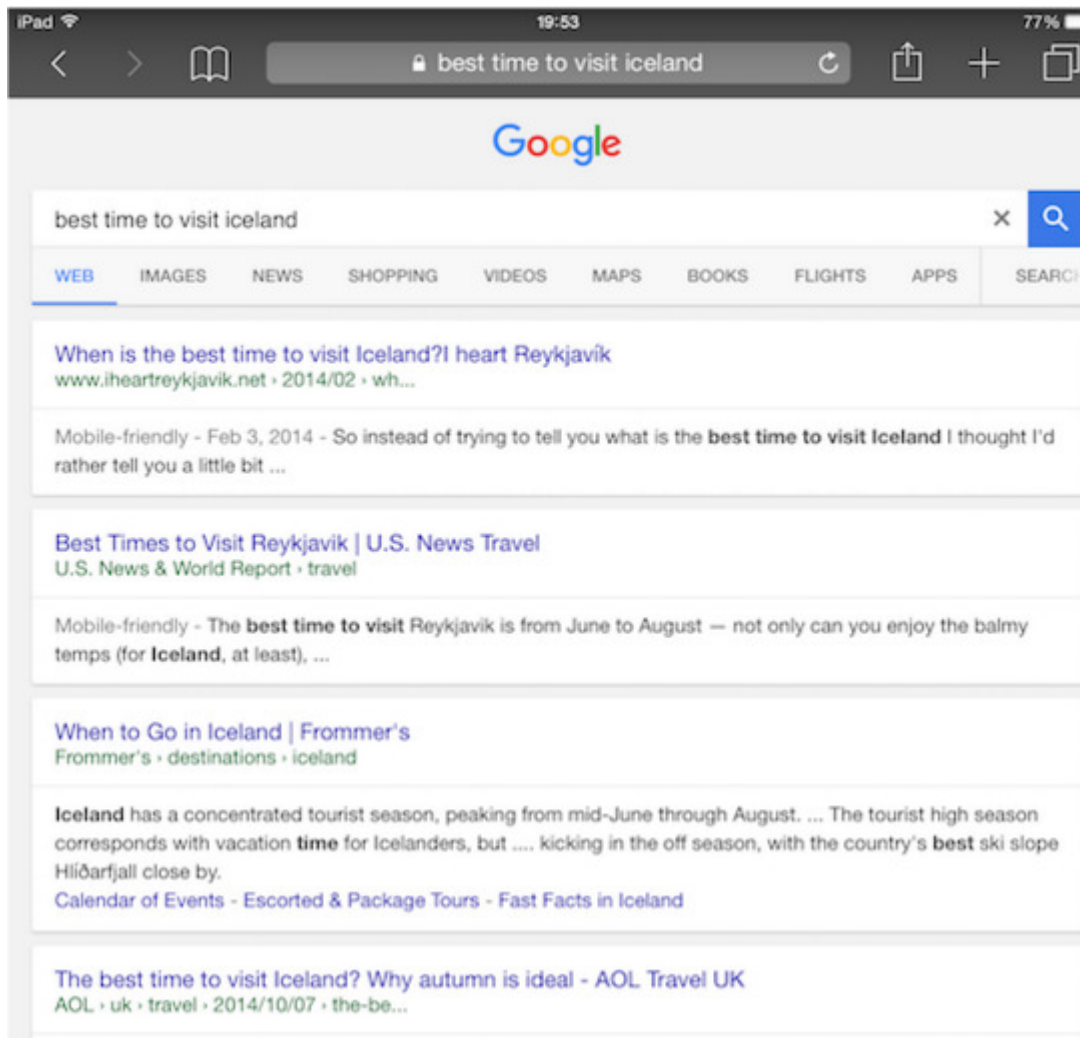
14 ways to reduce your site's bounce rates

By *Graham Charlton*, Oct 28, 2015

28 Comments

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I've often looked at bounce rates and associated metrics as a way to measure the general stickiness and appeal of a website. In my case, this has normally been blogs and publishers' sites, but the principle applies generally.

Here are several suggestions for ways to keep visitors from leaving your site and enticing them to stick around and view more pages.

10 Quick Time-Saving Excel Shortcuts & Mouse Tricks for Marketers | SEW	**94,934** (0.74%)	87,853 (0.76%)	00:05:46	87,507 (0.92%)	67.74%
21 Best FREE SEO Tools for On-Page Optimization | SEW	**90,960** (0.71%)	84,930 (0.73%)	00:05:42	81,609 (0.86%)	66.08%
How to Write Title Tags For Search Engine Optimization | SEW	**77,592** (0.60%)	71,876 (0.62%)	00:05:01	54,607 (0.57%)	68.83%
Ten Tips to the Top of Google | SEW	**76,297** (0.59%)	70,822 (0.61%)	00:04:28	69,178 (0.73%)	67.76%
PPC: Bid Management Strategies to Improve CTR & Campaign ROI | SEW	**72,194** (0.56%)	56,847 (0.49%)	00:01:28	24,197 (0.25%)	56.34%
How Much Should You Spend on SEO Services? | SEW	**70,817** (0.55%)	65,791 (0.57%)	00:05:08	64,001 (0.67%)	66.12%
The 10 Best Shopping Engines | SEW	**59,806** (0.46%)	47,569 (0.41%)	00:03:23	46,863 (0.49%)	63.69%

Is a high bounce rate always a bad thing?

The relationship between bounce rates and SEO

Of course, Google doesn't know your bounce rates, though it theoretically can find this information from the millions of sites that use Google Analytics.

In theory it would be a useful ranking factor, as it is an indication of how relevant your landing page is to the user's search query, though allowances would have to be made for the type of site and query.

If someone wants a guide to landing page design and bounces within seconds we can assume the page hasn't delivered. However, if they just wanted to quickly check the weather for today, then maybe it has served its purpose.

The concept of dwell time, or the 'long click' (as explained here by Bill Slawski) is important. It's similar to - but not the same as - bounce rates. It's essentially a measure of how long a user spends on a page before returning to the search results page.

Whether this is a ranking factor or not is open to debate, but it certainly makes sense in the light of Google's search for quality signals.

In essence, it works like this:

- If a user clicks through from the SERPs onto a website and then spends some time there, **it suggests that the result was relevant to the query and served its purpose**. In this case, Google has done its job well in ranking said website highly.