

Google is building the largest warehouse of [knowledge](#) in human history – and it’s doing it with your help.

Authoritative sites, such as [Wikipedia](#), [CIA World Factbook](#) and [Freebase](#) are all sources used by Google to [gather data](#) about people, events, animals, events, history and other topics.

[Google algorithm updates](#) – including Panda, Penguin, Pigeon and Hummingbird – aren’t designed to destroy your site rankings, but to help realize Google’s goal: *to build a knowledge database that people can access easily, through the search engine, wherever they may be.*

Most people know that Google is an advertising company, specializing in AdWords PPC. But, Google is much more than that.

The search engine is primarily designed to [collate data](#) about everything possible and to make it available quickly and easily, no matter what platform the searcher uses

Learn how I [increased my search traffic by 51% in three months](#) by leveraging the Google Knowledge Graph.

This is the reason why Google is so passionate about [mobile users](#) and their search queries. But, this is not a new concern for the search giant – it’s the same objective Google’s held from the very beginning.

Help Google Build a Knowledge Database

As a [content marketer](#) and blogger, you have a responsibility to make the World wide web as useful as possible. How? *By figuring out exactly what your topic is, who your target audience is and how to connect their searches with the right information.*

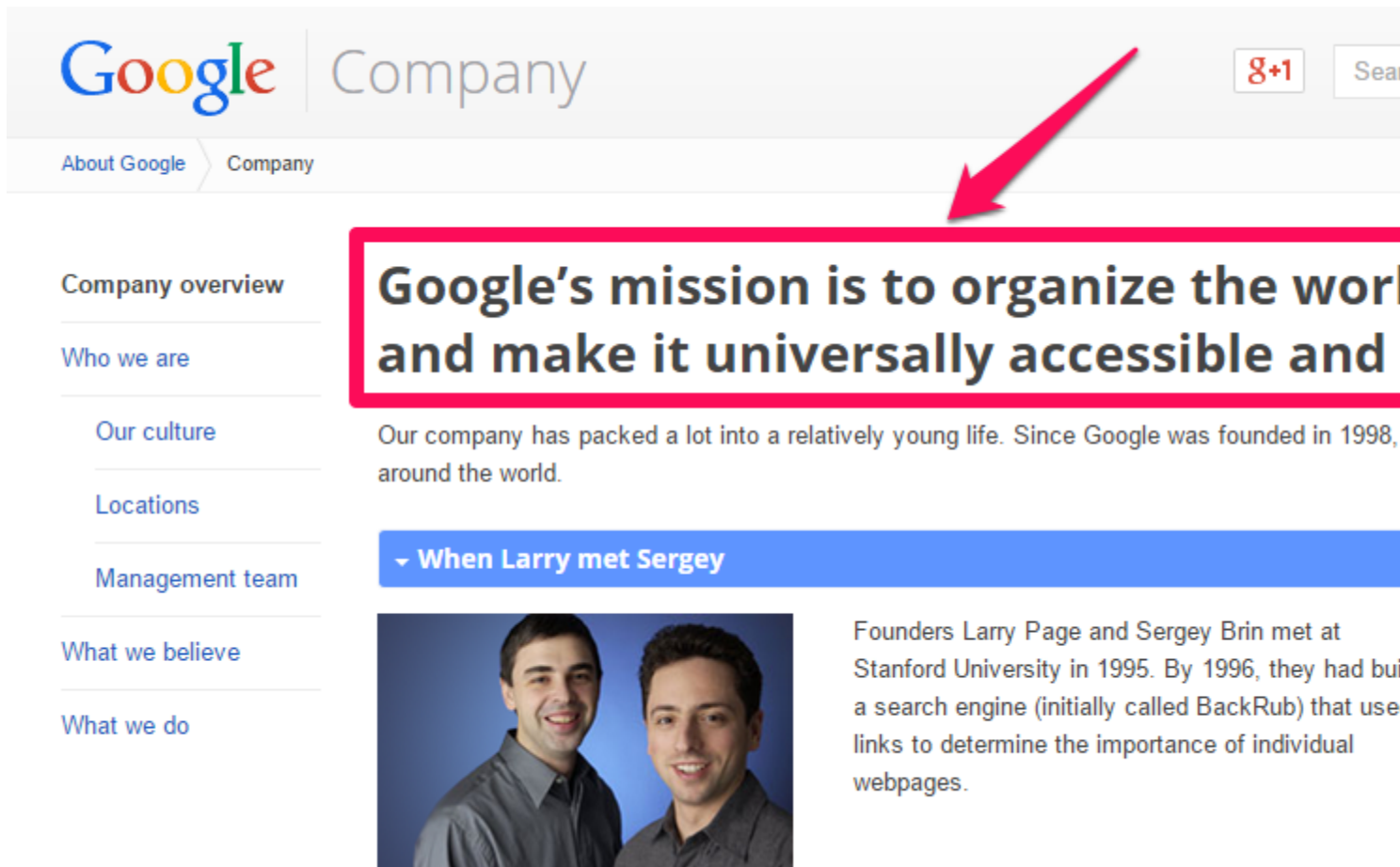
As long as you can do that consistently, Google will send you more traffic. When your site gets more search users, Google will be better able to extract powerful and accurate data about the users.

Trust me on this: *Google actually needs your web page to rank highly, maybe even more than you need to improve your search performance.*

That’s what helps Google continue to be the most formidable search engine in the world.

Getting Started with Google Knowledge Graph

Google’s goal is to provide accurate information in response to users’ search queries, within the shortest possible time. It’s part of the Google mission statement:

A screenshot of the Google Company page. At the top left is the Google logo, followed by the word "Company". To the right are "g+1" and "Search" buttons. Below the logo is a navigation bar with "About Google" and "Company" links. On the left side, there is a vertical menu with links: "Company overview", "Who we are", "Our culture", "Locations", "Management team", "What we believe", and "What we do". The main content area features a large red-bordered box containing the text: "Google's mission is to organize the world and make it universally accessible and". Below this is a paragraph: "Our company has packed a lot into a relatively young life. Since Google was founded in 1998, around the world." A blue header section titled "When Larry met Sergey" contains a photo of Larry Page and Sergey Brin and a text block: "Founders Larry Page and Sergey Brin met at Stanford University in 1995. By 1996, they had built a search engine (initially called BackRub) that used links to determine the importance of individual webpages." A red arrow points from the top right towards the mission statement box.

Every Google algorithm update is built to help Google achieve its mission statement.

So, then, what exactly is the Knowledge Graph? It's Google's systematic way of putting facts, people and places together, to create interconnected search results that are more accurate and relevant.

More specifically, the "[*knowledge graph*](#)" is a database that collects millions of pieces of data about keywords people frequently search for on the World wide web and the intent behind those keywords, based on the already available content. With the knowledge graph, users can get information about people, facts and places that are interconnected in one way or the other.

To make your learning easier, just go to Google and search for "what is the knowledge graph?" The answer is displayed right there – and that's also what the Knowledge Graph does.



what is knowledge graph?



Web

News

Images

Videos

Shopping

More ▾

Search tools

About 161,000,000 results (0.43 seconds)

The **Knowledge Graph** is a **knowledge** base used by Google to enhance its search engine's search results with semantic-search information gathered from a wide variety of sources.

[Knowledge Graph - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/Knowledge_Graph Wikipedia ▾

Feedback

[Google Knowledge Graph Explained by Search Engine Land](#)

searchengineland.com/library/google/google-knowledge-graph ▾

Google: **Knowledge Graph**. The Google **Knowledge Graph** is a system that Google launched in May 2012 that understands facts about people, places and things and how these entities are all connected.

You've visited this page 3 times. Last visit: 5/28/15

[Ranking in Google Since Advent of Knowledge Graph A two ...](#)



<https://plus.google.com/.../posts/XjbcJAQNg2> ▾

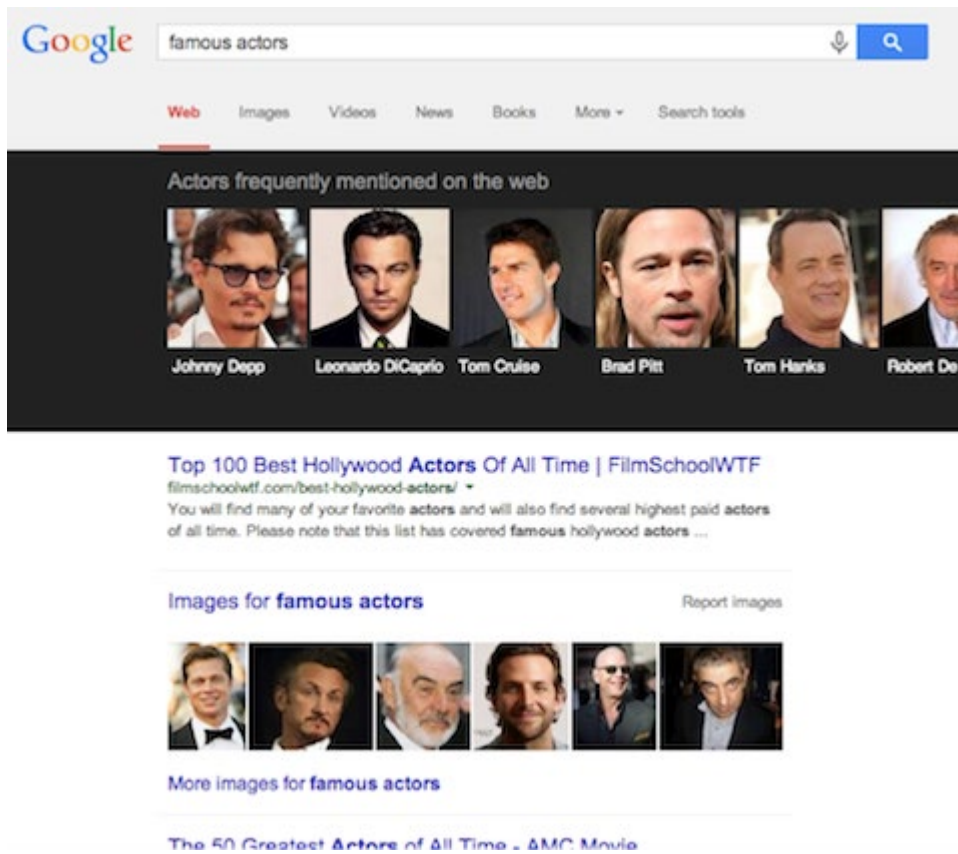
Bill Slawski

6 hours ago - Ranking in Google Since Advent of **Knowledge Graph** A two

Person Presentation in San Diego on June 23, 2015 at the Courtyard San

Diego Old Town Please ...

As an example: go to Google and type “famous actors” into the search box. The picture carousel that appears at the top is a good example of a Knowledge Graph result.




Apart from widening your own personal knowledge base, *you can also take advantage of the Knowledge Graph to get more search traffic to your site.*

All you need is a [spark of an idea](#) about how to create better content and engage with your target audience via the Knowledge Graph panel. A lot of people are doing it, including famous artists and entrepreneurs. You can, too.

Relationship Between Search Results & Knowledge Graph

According to [HubSpot](#), 80% of web traffic starts via search queries. To Google, the information users are searching for is a form of data. Through a [series of tests](#), Google can improve its algorithm and more closely align search queries with the intent of the users.

Google is a dynamic search engine and their algorithm relies heavily on user input. If you do a search these days, you'll notice that *Google bolds your keywords in the meta description.*

social media best practice 

Web Images News Videos More ▾ Search tools

About 215,000,000 results (0.67 seconds)

Social Media Best Practices - The Free Beginner's Guide ...

<https://moz.com/beginners-guide-to-social-media/best-practices> ▾

Learn all about **social media best practices**. The Free Beginner's Guide to Social Media from Moz has you covered. Learn best practices about Twitter, Facebook ...

9 Best Practices for Promoting Your Business on Social Media

www.inc.com/rebecca.../9-best-practices-for-effective-social-media.html ▾

Dec 8, 2014 - **Social media** can be tough to tackle for any business, but especially for smaller ones that can't afford to hire a **social media** specialist.

Social Media Best Practices for Marketers in 2014 ... - Adweek

www.adweek.com/socialtimes/social-media-best-practices.../149052 ▾

May 6, 2014 - Vocus, a marketing software company, has made this nifty visual guide for marketers on **social media**, identifying the biggest trends to be aware ...

The keywords in the above screenshot are bolded, even when some of the search terms are missing. *Google is mainly looking at the relevance of the page to what the user is seeking.*

The Knowledge Graph is Google's own database, where all of the data that has been collected from billions of wide web searches is evaluated for relevance. When Google begins to understand exactly what you're writing about on your site, they'll begin sending you more traffic and [improving your rankings](#).

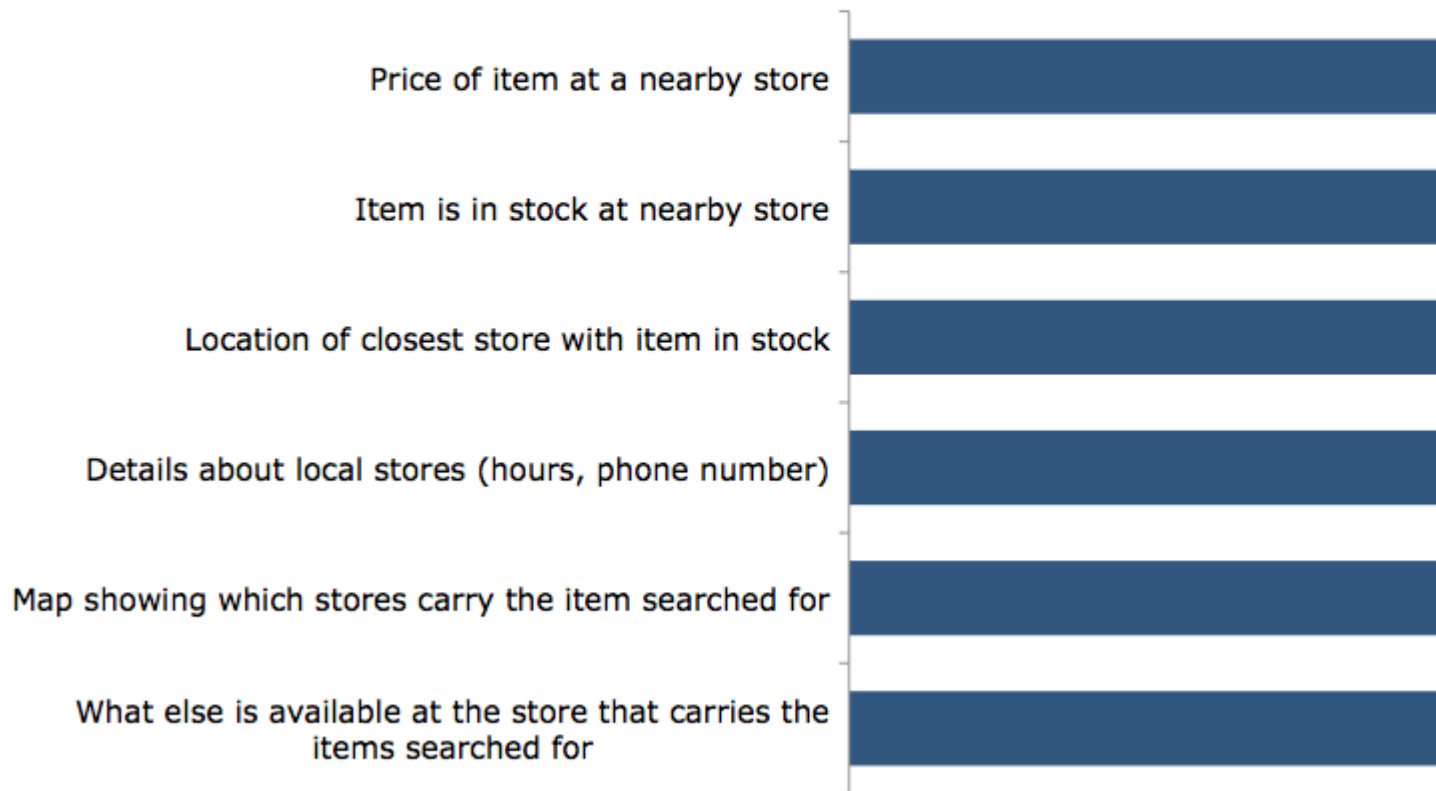
The Knowledge Graph was rolled out on May 16, 2012. All these years later, Google is still focused on its users and your responsibility to those users. Google can't do it all alone – the company needs you to help make search results [valuable and helpful](#) for its users.



Helpful Information in Search Results, per C

% of respondents indicating very/extremely helpful
based on a survey of 6,000 US consumers aged 18-54 screened for smartphone usage and retail, te

October 2014



MarketingCharts.com | Data Source: Google / Ipsos MediaCT / Sterling

On top of that, Google is constantly acquiring data-driven companies. For example, in 2014, Google acquired the UK-based artificial intelligence outfit, [DeepMind, for \\$400 million](#). That made them even better at pinpointing where wide web users come from and how they conduct their searches, based on their intentions.

[Knowledge Graph optimization](#) is simply the process of helping Google understand what your web page is about. This is the [future of search](#), a fact that became evident after the release of Hummingbird.



Charles de Gaulle

Former President of the French Republic

Charles André Joseph Marie de Gaulle was a French general and statesman who led the Free French Forces during World War II. He founded the French Fifth Republic in 1958 and served as its first president from 1959 to 1969. Wikipedia

Born: November 22, 1890, Lille, France

Died: November 9, 1970, Colombey-les-Deux-Églises, France

Height: 6' 5" (1.96 m)

Education: Ecole Spéciale Militaire de Saint-Cyr, Collège Stanislas Paris

Books: The Complete War Memoirs of Charles de Gaulle

Awards: National Order of Merit, Order of Liberation, More

People also search for

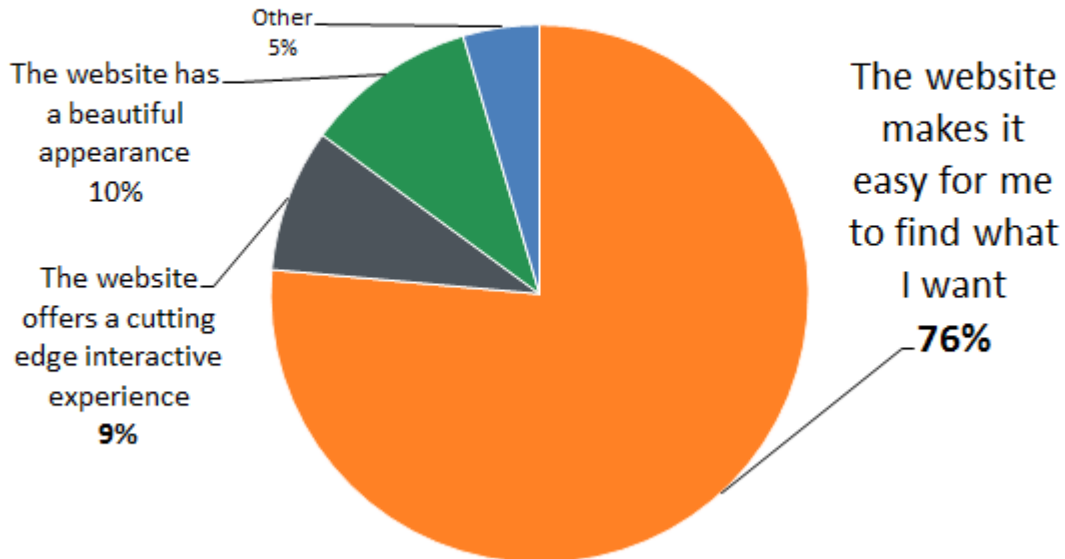


Let's say that you're writing about "bugs." Your success depends, to a large extent, on how well you can guide the search spider to interpret that word correctly. Are you referring to "errors in a computer program"? Or, do you mean "viral or bacterial infections which cause illness"? Or "giving someone persistent trouble"? Or, "insects."

The word "bug" could mean all of the above. *With Knowledge Graph optimization, Google can tell exactly which meaning you're using, based on your [meta description](#), title, keywords and content. They can then sync your content with the appropriate user intention.*

According to HubSpot, [76% of all your content marketing efforts should be focused on helping users find what they want quickly and easily](#). Pay more attention to user experience. That includes the color, layout, buttons, positioning, calls-to-action, the substance of your content – and search, including knowledge graph optimization (or KGO).

What is the most important factor in the design of a website?



n=174 Consumers (do not work in marketing or at a marketing agency)

Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



For example, let's say that the "bug" that you're writing about is a bed bug, or bed bug infestation. There are similar words, based on [latent semantic indexing](#) (LSI) that will come in handy. You could mention the species or class of bed bugs that causes disease, if any and the life cycle of bed bugs.

LSI replaces common words with their synonyms, to give Google a truer understanding of what you mean. So, Google knows that "buy" and "purchase" mean the same thing, but "buy product" and "buy the idea" don't.

What's in a name

Latent

Buried, Implicit, Hidden, not explicit

Semantic

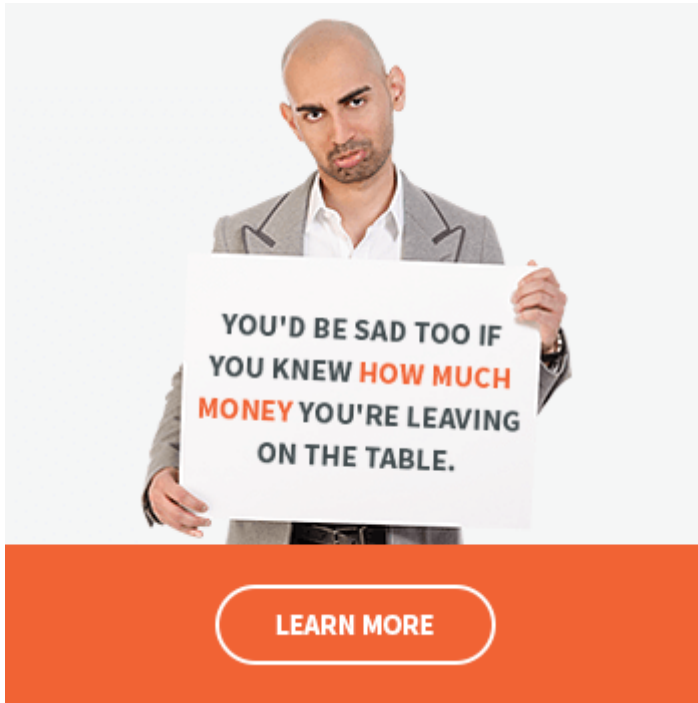
Meaning, not just spelling.
Concepts the words stand for

Indexing

Comparing and finding information

After all, you're not going to mention the life cycle of bed bugs when you're referring to the bug in a computer program.

The truth is that [Google stepped into artificial intelligence](#) with the KG. As a result, their [effectiveness in search and the search algorithm](#) is now light-years beyond what it used to be.



Remember that systems change and evolve, as do technologies. But, [psychological research studies](#) tell us that, at least at the macro level, human behavior doesn't change. The basic needs of human beings are the same and will continue to be the same, regardless of what new technology is developed tomorrow.

Since people don't change, your responsibility as a content writer and blogger is to [focus on the people, not the system](#). The question to ask yourself is, "am I giving people exactly what they want?" When someone's search queries are for "omg kittens," does your web page in the search result give them what they're really looking for?

Do You Want to Understand Your Frustrating Camera and Take Great Photos Today?




Watch this free video to...

- ✓ End the frustration by adjusting just a few simple controls on your camera...
- ✓ Make photography much easier, and look more professional too...
- ✓ Remove all the complication & guesswork from using your camera...

Where should I send your video?

Email Address

Watch The Video Now (Limited Time) >>

 Your privacy is safe I will never share your information.

If your content isn't [generating organic search traffic](#) and rankings for you, change it. It could be possible that you're not meeting the user's needs.

1). Human content optimization: Optimizing content for humans – not major search engines – should be your #1 priority. The reason why I've been successful at content marketing and just exceeded over [700,000 visitors to QuickSprout.com every month, after 8 years](#), is because I'm focused (almost obsessed) on delivering value to my readers.

I want to help them increase their sales and become better marketers. I don't let fears, about whether that audience will still need me after I've given away so much free and valuable content, change that focus.

Life itself has a way of rewarding you, when you put others first. So, look for ways to [create content that helps people](#).

Make that content simple to act upon. If it's a technical topic, use screenshots and lay out a step-by-step process to help users get from Point A to Point B. That's what users are looking for on the World wide web. And, as you do that consistently, Google will begin to notice you.



The standard advice to focus on quality content doesn't go nearly far enough. After all, "quality" is a highly relative term. What I value may not be worth anything to someone else.

Instead, *I recommend writing content that people can put to work for themselves and produce results.*

Keywords are important, when optimizing your content for humans, because these same people are the ones who supplied the keywords to the search engine.

At a minimum, your keywords should naturally appear in these sections:

- Title
- URL
- Meta description
- Image name and description
- Introduction, in the body of your post, once or twice and in the last paragraph

However, *if adding your keyword to a specific section will disrupt and prevent your content from flowing naturally, avoid it.*

Remember that the more valuable the content you create, the richer the experience you'll create for your target audience. [Novant Health](#) generated over [13,869 visitors](#) in the first 4 months after launching their site. They also got 14,874 page views.

14,874
unique pageviews

13,869
visitors entered
Novant Health site
directly to articles

2:24
average minutes
spent on each page



They made sure that the headlines were clickable and that they targeted the main keywords their customers are searching for. You can learn from them and improve your own site's performance.

The image shows a screenshot of Michael Hyatt's Facebook profile. At the top, the name "Michael Hyatt" is visible in the search bar. The main content is a promotional banner for a free eBook titled "Shave 10 Hours Off Your Workweek". The banner includes the text "Get My **FREE** eBook" and "4 PROVEN STRATEGIES TO CREATE MORE MARGIN FOR THE THINGS THAT MATTER MOST". A red arrow points to a "Sign Up" button. Below the banner is a profile picture of Michael Hyatt, his name "Michael Hyatt" with a verified badge, and the label "Public Figure". Navigation tabs for "Timeline", "About", "Email Signup", "Photos", and "More" are visible. On the left, it says "71k people like this" and "Invite friends to like this Page". On the right, there is a "Post" section with a text input field.

You're not researching keywords just to sprinkle them over your page. That era – if it ever really existed – is long gone. Your purpose now is to understand *why the user searched a major search engine for that specific keyword and what their true intention was at the time.*

For example, when a user types “dropbox free trial,” into the search box, here are questions you have to ask yourself, as a content writer:

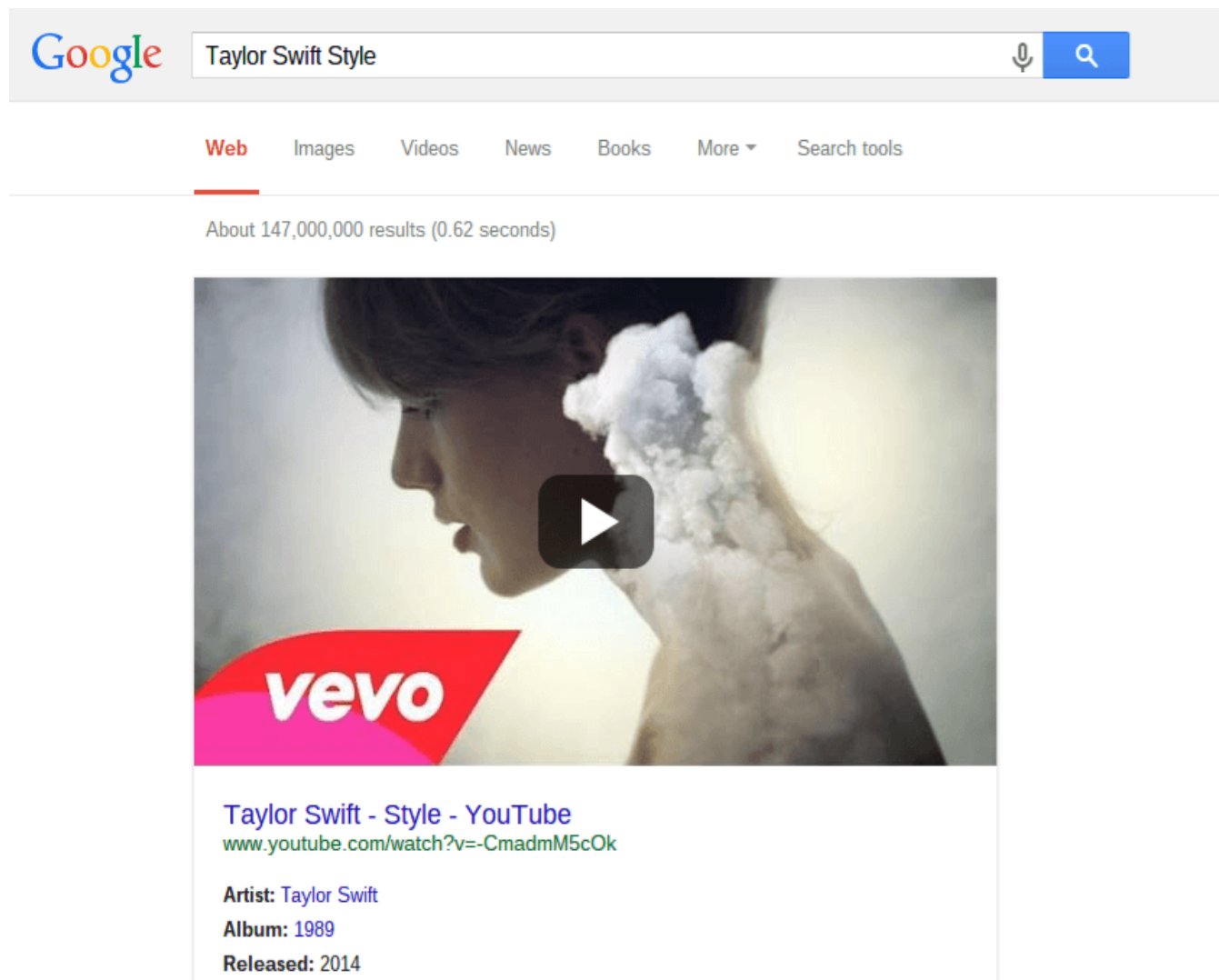
- How did the user know that Dropbox exists?
- Who told the user?
- Does he know there is a free trial, or is he just hoping?

- What is the free trial offer, if it exists?

Here are simple answers to the questions above:

- Someone probably recommended Dropbox to him.
- A friend, family member or acquaintance told the user about Dropbox.
- He knows about the free trial offer, possibly because he visited the Dropbox homepage or because a friend gave him details.
- A free trial is a risk-free way for potential Dropbox customers to get a taste of the service before committing and spending money; that's true for a free trial of any software or online course. A free trial builds trust and often leads to higher conversions after the trial period is over.

If you're using content to generate leads and drive sales, make sure that you understand the [3 types of buyers](#). The most difficult to convert is the tightwad. They spend less before hitting their maximum "buying pain" point and they make up 24% of all buyers.



The image shows a Google search interface. The search bar contains the text "Taylor Swift Style". Below the search bar, there are navigation tabs for "Web", "Images", "Videos", "News", "Books", "More", and "Search tools". The "Web" tab is selected. Below the navigation tabs, it says "About 147,000,000 results (0.62 seconds)". The main content area displays a video player for "Taylor Swift - Style - YouTube". The video player has a red and pink "vevo" logo in the bottom left corner. Below the video player, there is a title "Taylor Swift - Style - YouTube", a URL "www.youtube.com/watch?v=-CmadmM5cOk", and metadata: "Artist: Taylor Swift", "Album: 1989", and "Released: 2014".

If you want to convert the tightwads and convince them to spend money on your products, then you have to give them a lot of value when they visit your site, such as [prepaid cards](#), rebates, rewards and incentives.



In the same way, there are different types of visitors who come to your page via major search engines. Three categories of visitors, in particular, are defined by the keywords that they use.



cambogia diet plan

cambogia diet plan

garcinia cambogia diet plan

garcinia cambogia diet plan reviews

cambogia **trim** diet plan

About 670,000 results (0.55 seconds)

Garcinia Cambogia Diet Plan - More Effective Than Regular ...

<https://mysmfa.smfa.edu/.../fo...> ▾ School of the Museum of Fine Arts, Boston ▾

Garcinia **Cambogia Diet Plan** Helps Get Rid Of Excess Belly Fat, Garcinia Cambogia Diet Pills Safe & All-Natural Fat Burner, Garcinia Cambogia Diet Is The ...

Garcinia Cambogia Diet Plan - Garcinia Cambogia Expert

garciniacambogiaexpert.com/garcinia-cambogia-diet-plan/ ▾

Natural supplements, such as Garcinia Cambogia, are very effective for shedding pounds when coupled with a change in diet. Garcinia **Cambogia Diet Plan**.

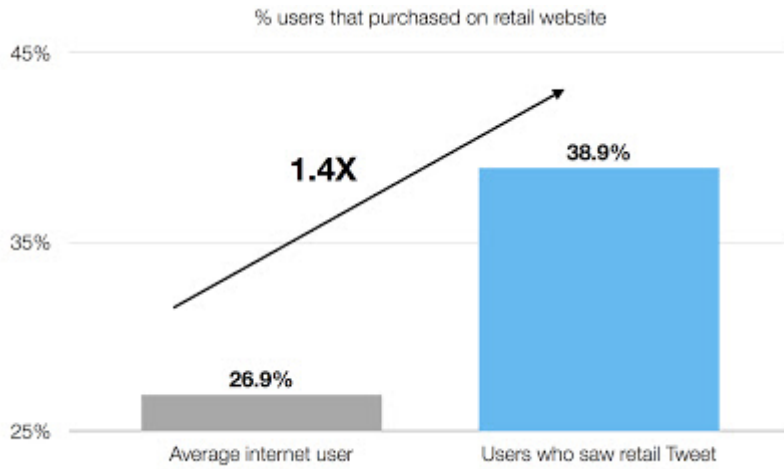
But, no matter what their specific level of need, all of your visitors want information (in the form of content) before they'll purchase from you. This means that your content has to be useful, well organized, interesting – and persuasive.

Here are basic steps to format your written content (e.g., blog posts and articles):

- **Headline:** 8 out of 10 people will read your headline, so make it catchy and succinct. The ideal length for your headline is 60 – 65 characters.
- **Subheadline:** This is optional. But if you're using one, then make sure it clarifies and is directly tied to the headline.
- **Subheadings:** Use subheadings to break up your content and make it more readable.
- **Bullet points:** Use bullet points to highlight benefits, features and additional information relating to a specific subheading.
- **Conclusion:** Be brief. Short conclusions are more captivating, especially when paired with a call-to-action.

Note: *In each of these elements, be clear and relevant. Include your main keywords, as long as they don't interrupt the flow of the surrounding text.*

On subheadings, pay more attention to the user intent – that is, the reason or purpose behind the keywords. The “intent” reflects how much distance remains between the visitor's current mindset and the ultimate conversion – i.e., how far the user has to go before she's willing to buy your product, subscribe to your list or read more of your content.



A typical example of a site that regularly publishes content that's optimized for users is [Shopify's blog](#). Take a look at the structure of their content:

How a Craving for Sriracha Sauce Led Two Entrepreneurs to Build a Business That Went Viral Overnight

by Tucker Schreiber · May 29, 2015 · 2 comments



Ecommerce Trends · 170 shares

How Pinterest Drives Online Commerce [Infographic]

by Dayna Winter · May 28, 2015 · 2 comments



Ecommerce Inspiration · 331 shares

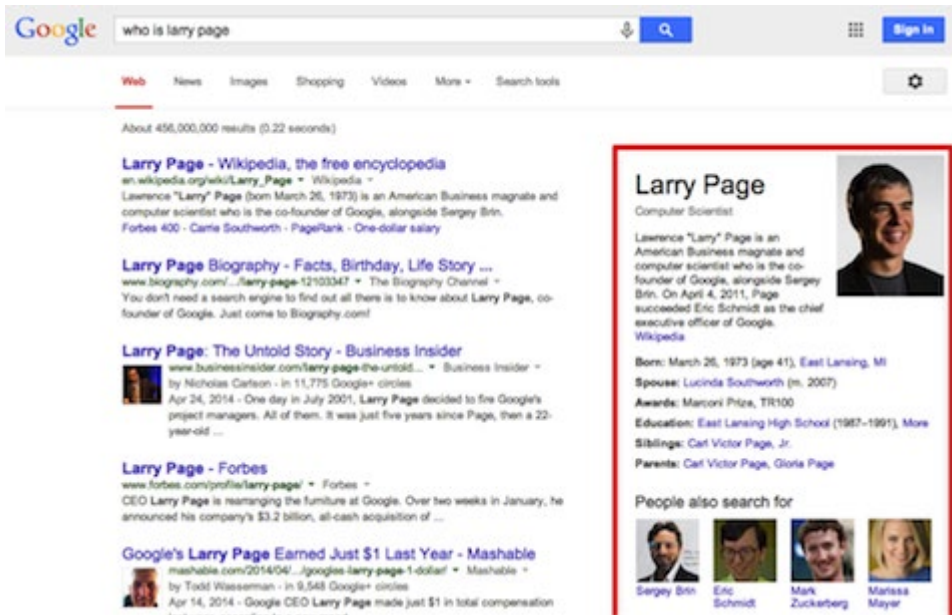
How to Find Time to Build Your Ecommerce Empire While Working a 9 to 5

by Corey Ferreira · May 25, 2015 · 62 comments



2). Google content optimization: The Google Knowledge Graph provides personalized search results for the user, based on location, timing, historical searches and other factors.

For example, this is the result I get on search queries for “who is larry page”:



Look at the result on the right. There, you can read a brief summary of Larry Page’s biographical details, without having to click through to any wide web page. Below that result, you’ll see other related entrepreneurs, like Mark Zuckerberg, Sergey Brin and so on.



It’s the knowledge graph that makes it possible for Google to know what people want to see, when they search for information on famous people – especially when they’re in similar industries.

In the same way, when I search for “Justin Bieber,” Google includes a list of other famous musicians and celebrities, because they realize that users may very well be interested in knowing more about those other artists, too.

Justin Bieber

Web Images News Videos Books More Search tools

About 167,000,000 results (0.53 seconds)

In the news

Can You Believe What This Justin Bieber Fangirl Wore to Meet Bae?
Cosmopolitan - 5 hours ago
In an outing in partnership with the Make-a-Wish foundation, Justin Bieber went bowling in ...

Justin Bieber -- 'I'll Make Love to ... A Newly-Engaged Couple
TMZ.com - 3 hours ago

Justin Bieber and Hailey Baldwin grab a low-key lunch together in LA
Daily Mail - 11 hours ago

More news for Justin Bieber

Justin Bieber - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Justin_Bieber

Justin Drew Bieber (/ˈbiːbər/; born March 1, 1994) is a Canadian singer and songwriter. Bieber's current manager, Scooter Braun first discovered him through ...
Justin Bieber discography - Patti Mallette - Believe - Scooter Braun

Justin Bieber (@justinbieber) • Instagram photos and videos
https://www.instagram.com/justinbieber/

Justin Bieber (@justinbieber) | Twitter
https://twitter.com/justinbieber/

Justin Bieber and Selena Gomez Are Not Back Together ...
www.eonline.com/.../justin-bieber-and-selena-gomez-are-not-back-toget-...
22 hours ago - You've probably heard by now that Justin Bieber and Selena Gomez ran into each other last night a...


Justin Bieber | Facebook
https://www.facebook.com/JustinBieber/

Justin Bieber, Stratford, Ontario. 72657945 likes · 1966632 talking about this.
www.twitter.com/justinbieber www.instagram.com/justinbieber...

JustinBieberVEVO - YouTube
www.youtube.ng/user/JustinBieberVEVO/

111,866,398 views 1 year ago. iTunes: http://smarturl.it/joalthe... Amazon: http://smarturl.it/sJBalth... Music video by Justin Bieber performing 'At That Matters.

Justin Bieber & Selena Gomez Getting Married: Patti ...
hollywoodlife.com/.../justin-bieber-selena-gomez-getting-married-patti-...
18 hours ago - Are wedding bells ringing for Selena Gomez and Justin Bieber? In the mind of JB's mom, Patti Mallette, they sure are. A source tells ...



More Images

Justin Bieber
Singer-songwriter

Justin Drew Bieber is a Canadian singer and songwriter. Bieber's current manager, Scooter Braun first discovered him through his YouTube videos in 2007. Wikipedia

Born: March 1, 1994 (age 21), London, Canada
Height: 1.75 m
Parents: Patti Mallette, Jeremy Bieber

Songs

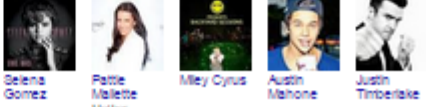
Baby	2010	My World 2.0
Boyfriend	2012	Believe
Beauty and a Beat	2012	Believe

Confident
Never Say Never

Profiles

Instagram Twitter Facebook YouTube Myspace

People also search for



View 15+ more

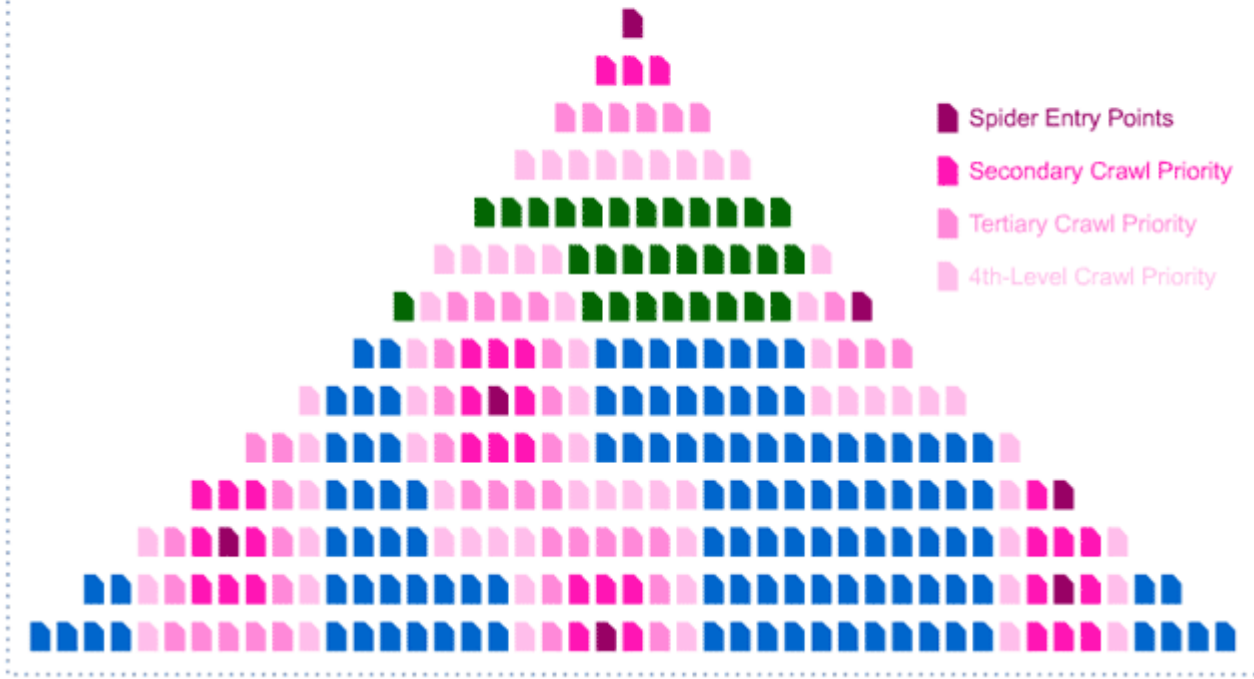
Albums and overview

When you're optimizing for Google, your aim, as [Brian Clark](#) puts it, is to "spoon-feed the search spiders" with your content. *Make it as easy as possible for them to find their search terms on your page.*

Here's a typical example of how Knowledge Graph optimization correlates to what Google is looking for. Google's spider is a program written to [crawl](#) the entire web, looking for fresh content. And, the spider follows a well-structured path when crawling the World wide web.

Spider Crawl Priority Paths

Note that in this diagram, we assume graphical page proximity as an indicator of linking (i.e. pages that are next to each other link to each other)



The spider, however, isn't the one who clicks your search results – that's your search visitors. However, the Google algorithm has been written in such a manner as to provide answers to some search queries right there on the search results page – that's KG at work.

Google will pull answers from a trustworthy site and serve them up to the user. So, when I search “how to make casserole,” I don't have to click through to any site to see some helpful tips on that topic – they're right there:

how to make casserole

Web

Images

Videos

News

More ▾

Search tools

About 23,300,000 results (0.39 seconds)

Top tips for casseroles

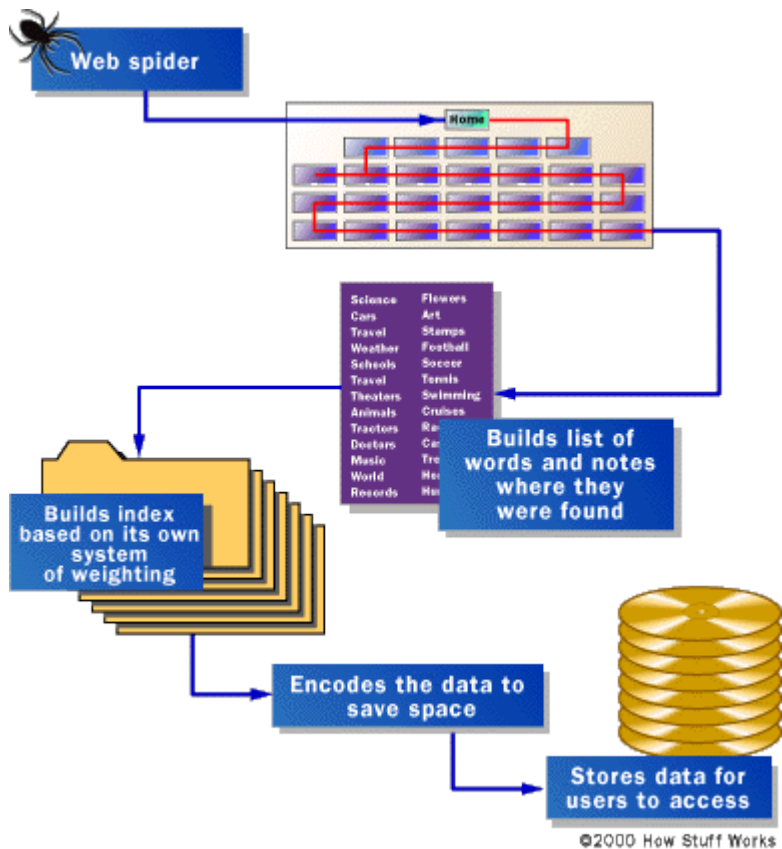
1. Cut your ingredients, such as meat, potatoes and parsnips, into similar-sized pieces to ensure they cook evenly. ...
2. To save time - and washing up - use a flameproof, ovenproof casserole dish. ...
3. Avoid adding flour after cooking or the raw flour taste will remain.

More items...



[How to How to make a casserole - how_to - Taste.com.au](http://www.taste.com.au/how+to/articles/964/how+to+make+a+casserole)
www.taste.com.au/how+to/articles/964/how+to+make+a+casserole

The spider still crawls pages looking for related keywords and key phrases that are in their database. The difference is that, now, *Google is much more focused on the reason behind the keyword.*



So, the spider follows its path and then builds an index, based on its own rules (algorithm), encodes all of the data to save space for more data and stores the data, so it'll be ready for the search users.

You have a role to play in this process. There is no way the Google spider will understand the content of your web page without any keywords, especially in the headline and meta description.

Keyword stuffing is over – it can actually get you penalized – but the [basics of SEO](#) still remain. You want to make it easier for Google to find your valuable content and make it accessible in the search results pages.

Remember that the meta description is not only important for the spider, but also users. Which search results are you likely to click, when you do a search for “how to outsource seo?”

how to outsource seo



Web

News

Images

Videos

More ▾

Search tools

About 941,000 results (0.39 seconds)

7 Critical Questions When Outsourcing SEO | Convince and ...

www.convinceandconvert.com/.../7-critical-questions-when-outsourcing-... ▾

To make sure you find a partner that understands SEO and where it's headed, that can serve you and your clients competently, ask them these 7 questions.

How to outsource SEO without paying a fortune

<https://www.reliablesoft.net/how-to-outsource-seo-without-paying-a-fort...> ▾

Find out **how to outsource** SEO without spending too much money, 7 questions to ask before hiring an SEO expert or company.

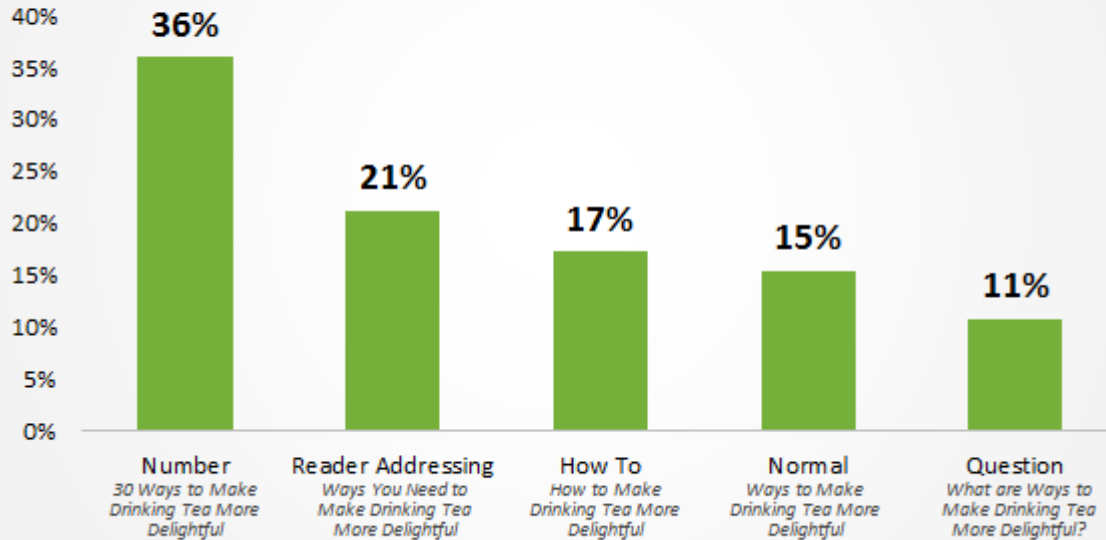
Think You Have To Outsource SEO To An Expensive Firm ...

searchengineland.com/think-you-have-to-outsource-seo-to-an-expensive... ▾

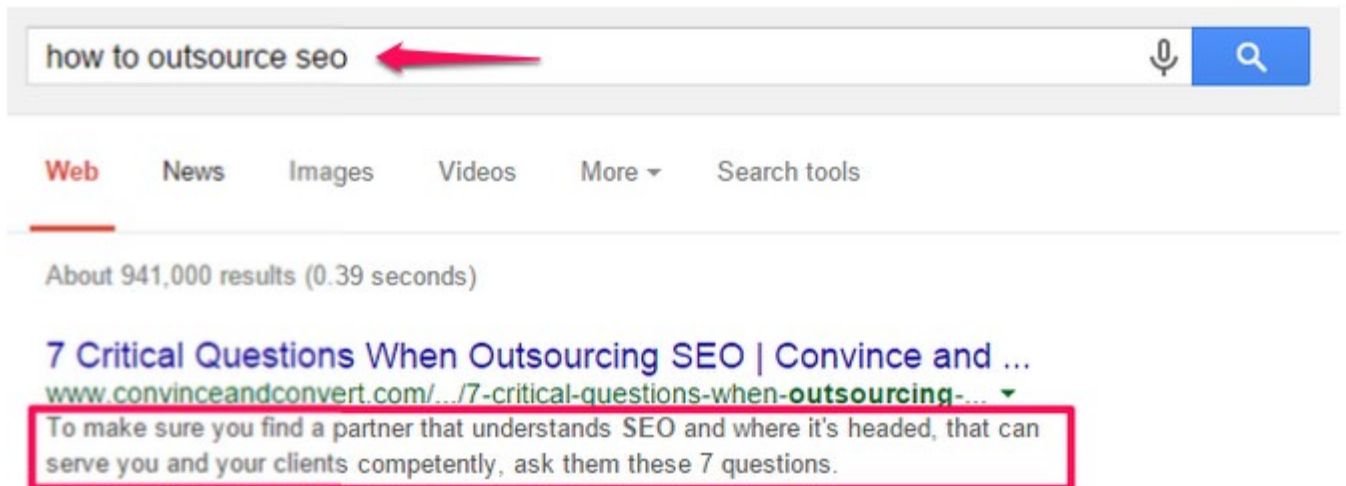
Jul 6, 2011 - Once upon a time, I had a lot of faith in SEO firms. I sought out top companies in the industry and paid thousands of dollars. What I got in return ...

You're likely to click the first result. This isn't just because the headline stands out (and includes a number, as [36% of customers](#) prefer), but also because the meta description (the area highlighted in red) is clear and easy to read.



OVERALL HEADLINE PREFERENCES



Even though the first result for “how to outsource seo” doesn’t target the exact keyword in the headline, Google was nevertheless able to figure out that it’s more relevant and more worthy of the #1 position. That’s due, in part, to a good user experience on that site, which brings back loyal readers and attracts new visitors through search queries and results.



Let’s look at the third result for “how to outsource seo.”

how to outsource seo  

Web News Images Videos More ▾ Search tools

About 941,000 results (0.39 seconds)

7 Critical Questions When Outsourcing SEO | Convince and ...

www.convinceandconvert.com/.../7-critical-questions-when-outsourcing-... ▾

To make sure you find a partner that understands SEO and where it's headed, that can serve you and your clients competently, ask them these 7 questions.

How to outsource SEO without paying a fortune

<https://www.reliablesoft.net/how-to-outsource-seo-without-paying-a-fort...> ▾

Find out how to outsource SEO without spending too much money, 7 questions to ask before hiring an SEO expert or company.

Think You Have To Outsource SEO To An Expensive Firm ...

searchengineland.com/think-you-have-to-outsource-seo-to-an-expensive... ▾

Jul 6, 2011 - Once upon a time, I had a lot of faith in SEO firms. I sought out top companies in the industry and paid thousands of dollars. What I got in return ...



Searchengineland.com is an authority blog, just like Convince and Convert. So, why isn't the searchengineland.com link ranked #1 for that keyword?

First, let's see how many links the URL has. I'm using Majestic.com to check this:

http://searchengineland.com/think-you-have-to-outsource-se URL

Use Fresh Index: **Use Historic Index:**

Summary Topics Ref Domains Backlinks New Lost Anchor Text Map Pages

Would you like to switch to the entire searchengineland.com domain? There are 7,664,530 external backlinks.

TRUST FLOW

Topical Trust Flow available for all websites on all paid subscriptions. [Get yours now](#)

- 59 Computers / Internet / On the Web
- 56 Computers / Programming / Languages
- 55 Computers / Internet / Web Design and Development
- 41 Business / Consumer Goods and Services

To see a live example of our amazing Trust Flow categorisation, check out [example](#)

External Backlinks	Referring Domains	Referring IPs	Referring Subnets	100
27	11	11	11	

It's generated 11 links, compared to 9 for the first result.

Here's what's happening: In the past, before Google Hummingbird, the number of trustworthy links that your web page earned counted for everything. It was the major ranking factor, even for brand-new blogs.

But, after Hummingbird, Google's concern became, first and foremost, about the users and what matters to them. That's why [the future of SEO is not link building](#). *The future of SEO is great user experience.*

In a QuickSprout post, I gave an example of what a great user experience is about. Here's an excerpt:

In essence, the sites with the best user experience are going to win in the long run. That means sites with good quality content, media, etc. will tend to rank better over a longer period of time.

Why did my web page for the keyword “online marketing” show up at #3, far above other top sites?
User experience.

My [Beginner’s Guide to Online Marketing](#) provides a great learning experience for users. I spent about \$40,000 to get the design and content of that guide just right. That might sound outrageous – but it’s beginning to pay off, in a big way.

So, what happens if a particular authority site uses unethical tactics to build links? I’m referring here to tactics such as link trading, dormant links on forums, link buying, etc. Would [Google penalize such a site](#)?

It might. It’s done so before – several times, actually – to sites like Target, Ebay, Walmart and others. But, if the site provides a great user experience and is otherwise valuable and assuming the penalty wasn’t manual but rather triggered, then Google would probably reinstate the site.

In a nutshell, the Knowledge Graph helps Google to find the right answers to questions that people are asking. Don’t spend all of your money and time on link building. Instead, focus on the users.

Build an audience. Be consistent with your content strategy and nurture your audience. You’ll definitely win the SEO game – even if you don’t have a ton of [authority links](#).

Here are a few things that you can do to improve the user experience on your site:

- Invest in your design. A custom WordPress theme will look more professional than a free theme.
- Create bold, attention-grabbing headlines.
- Target the main keyword in your headline, assuming it’ll flow smoothly. If not, leave the keyword out.
- Create [data-driven content](#): Use data, statistics, screenshots and accurate figures to support your writing.
- Become active on social media networks, to gain access to social signals that can boost your rankings as well.
- Promote your content to more people and bring them to your site to educate, nurture and provide more in-depth content for them.

Google Search Engine Transition

A few years back (December 2014), [Google announced](#) that [Freebase](#), the company’s repository of structured data, would be shut down and its data would be migrated to [wikidata](#).

How does it all work? [Columnist Edward Tony clearly describes](#) how he gathers data to improve the Knowledge Graph panel in search engine results.

The Knowledge Graph is basically used for two purposes:

- It helps Google to improve its search relevancy.

- It presents boxes of targeted search results that provide direct answers to the search query or closely-related topics.

For example, search queries for the keyword, “Kanye West,” gives you another search result, with some related images on the right.

The screenshot shows a Google search for "kanye west". The search bar at the top contains the text "kanye west" and a search icon. Below the search bar, there are tabs for "All", "News", "Images", "Videos", "Shopping", "More", and "Search tools". The search results show "About 110,000,000 results (0.48 seconds)".

In the news

- Erykah Badu Remixes Kanye West's "Real Friends"**
Pitchfork Media - 3 hours ago
Erykah Badu has shared "Trill Friends," a remix of Kanye West's new single "Real Friends."
- Kanye West -- Nike Can't Buy Me! All About Adidas, Fam (VIDEO)**
TMZ.com - 20 hours ago
- Kanye West, Iggy Pop, Rolling Stones Remember David Bowie**
RollingStone.com - 1 day ago

[More news for kanye west](#)

KANYE WEST
www.kanyewest.com/ ▾ Kanye West ▾
Official site. News, discography, audio, video, photos, forum, and merchandise.

KANYE WEST (@kanyewest) | Twitter
<https://twitter.com/kanyewest>

1 day ago - [View on Twitter](#)
I pray for his friends and family.

1 day ago - [View on Twitter](#)
David Bowie was one of my most important inspirations, so fearless, so

Kanye West
Songwriter · kanyewest.com

Kanye Omari West is an American recording artist, songwriter, record producer, fashion designer, and founder of the record label GOOD Music and creative content company DONDA. [Wikipedia](#)

Born: June 8, 1977 (age 38), Atlanta, GA
Spouse: Kim Kardashian (m. 2014)
Children: North West, Saint West

Songs

[Stronger](#) 2007

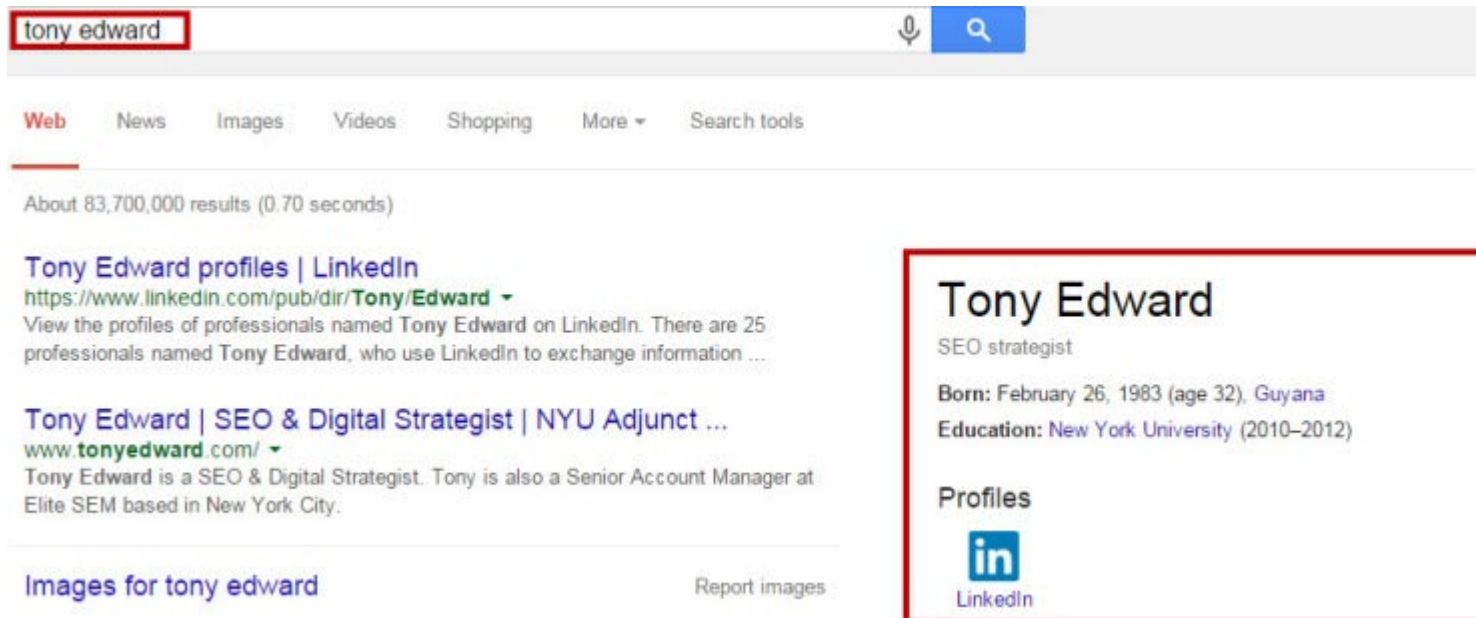
If you want to tap into the Knowledge Graph results panel and drive more targeted organic traffic to your site, Tony Edwards recommends that you [take these 3 steps](#):

Steps To Gaining A Knowledge Graph Result

Here are the steps you can take to gain and influence Knowledge Graph results. I have personally tested and proven these methods.

1. Create a Wikipedia profile if you currently do not have one. *(Note that you do not need a Wikipedia profile to become an entity and gain a Knowledge Graph entry, but it can definitely help.)*
2. Create a profile on Wikidata.org if you currently do not have one. If you currently have a Freebase profile, be sure to reference it in your Wikidata profile using the Freebase Identifier element. *(See an example [here](#).)*
3. Implement [organization schema markup](#) on your website (or, use [person markup](#) if you are doing this for an individual). Be sure to specify your logo, social profiles, Wikidata and your Wikipedia profile using the SameAs element. Google and Schema resource pages:

By following these steps, your web pages, images and social profiles will start to appear in the KG panel on the right side of the search results page. Tony has gotten several results already:



Edward has also gotten results for his employer (Elite SEM):

elite sem

Web Maps Shopping News Videos More Search tools

About 24,100,000 results (0.40 seconds)


EliteSEM.com - Elite SEM®
 Ad www.elitesem.com/
 Contact Us To Learn More About Our Full Service SEM & SEO Management!
 SEM SEO
 CRO Mobile
 Display Feed + Shopping



100% Free SEM Analysis - yp.com
 Ad adsolutions.yp.com/Search-Marketing
 Speak One on One with a SEM Expert. YP Search Marketing Solutions.

We're Their #1 Competitor - NewJupiterMedia.com
 Ad www.newjupitermedia.com/Competition (732) 508-3698
 Most Trusted Agency Since 2005 Free AdWords & Site Evaluation!
 24/7 Customer Support · Personal Service! · We're Like Family
 PPC Services - About Us - Case Studies - Social Media

Elite SEM | Digital Marketing Agency | SEM, SEO, CRO ...
elitesem.com/
 Elite SEM is a Digital Marketing agency which specializes in SEM, SEO, CRO, Display, & Mobile marketing. Best Search Agency winner 2013 & 2014.

Elite SEM
 Search engine marketing company
 Founder: Ben Kirshner
 Founded: 2004, New York City, NY

Profiles

 LinkedIn

Recent posts on Google+
 **Elite SEM**
 219 followers · Shared publicly
 Google Says There Are 4.7% More Mobile Friendly Websites Today Than Two Months Ago
<http://selnd.com/1JcZQNO> Apr 22, 2015

Some A-list bloggers are also getting search results from the KG panel. When you search for “Neil Patel,” you’ll see my results, and others, on the right side KG panel, because I followed the three steps outlined above:

How to ...
10, 2016 ...

Twitter

Will Help You Sell



He helps
e. The Wall ...
arn how to sell!

audience and
you'll ...

Wikipedia

edia
r, and analytics



Neil Patel

Entrepreneur

Neil Patel is a Seattle, Washington-based entrepreneur, angel investor and analytics expert. He is best known for his work in digital marketing and as the cofounder of the analytics companies KISSmetrics, Crazy Egg, and Quick Sprout. [Wikipedia](#)

Born: April 24, 1985 (age 30), [London, United Kingdom](#)

Organizations founded: [KISSmetrics](#), [Crazy Egg](#)

Profiles



Facebook

People also search for



Matt Cutts



Krystian Szastok



Andrew Isidoro



Bill Hartzel

Note: *Having a lot of high-quality content on your own and other people's blogs (i.e., guest posts attributed to your name) will increase your personal brand.* In turn, it gives Google lots of data about you and the people who are connected to you.

For example, if you're active on Google+, Google will also pull data from there, to understand the people with whom you're connected.

So, *guest blogging and social media marketing are two powerful marketing strategies that you can employ to [get more search traffic](#), improve your site's search performance and grow your business.*

1). Information engine: The flow rate of information is alarming. If Wikipedia were made into a book, it would be [2.25 million pages](#).

A new study by the Telegraph found that everyone is bombarded by over [over 170 newspapers worth of data](#) on a daily basis. That's a mind-boggling amount of [information to consume](#).

Even on a mobile platform, there is an enormous amount of data and information that gets thrown at users. Take a look at the mobile app statistics from [Localytics](#):

593 Themes match your search

Maintenance status

Development status

Core compatibility

Status

Search Themes

Sort by

Choose preferences

Themes allow you to change the look and feel of your Drupal site. You can use themes contributed by others or create your own to share with the community. Contributed themes are not part of any official release and may not have optimized code/functionality for your purposes. You can also create a sub-theme of an existing theme. A sub-theme inherits a parent theme's resources. Read more about [Sub-theme structure and inheritance](#). You can also view a [full index of themes](#) listing only their titles.

Zen ← First result

Posted by [JohnAlbin](#) on October 11, 2006 at 12:24am

Zen is a powerful, yet simple, HTML5 starting theme with a responsive, mobile-first grid design. If you are building your own standards-compliant theme, you will find it much easier to start with Zen than to start with Garland or Stark. This theme has [fantastic online documentation](#) and tons of helpful code comments in its PHP, HTML, CSS and Sass.



How do users survive in this mobile-driven world full of thousands of apps? How many apps does a user really need to get results? It's [too much information](#). People are quickly becoming exhausted with it all and wondering when someone will solve the problem.

As you've no doubt observed, Google is [bolding answers to questions](#), not just the keywords that people are searching for.

And, as you can see in the search results below for the keyword "the information age," Google bolds other terms that can mean the same thing as my search. Thus, they're giving me answers to the simple query that I've asked, right there on the results page, without making me click a link.

the information age



Web

Books

Images

Shopping

Videos

More ▾

Search tools

About 953,000,000 results (0.79 seconds)

The Information Age (also known as **the Computer Age**, **Digital Age**, or **New Media Age**) is a period in human history characterized by **the** shift from traditional industry that **the** industrial revolution brought through industrialization, to an economy based on **information** computerization.

[Information Age - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/Information_Age Wikipedia ▾

Feedback

[Information Age - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/Information_Age ▾ Wikipedia ▾

The Information Age (also known as **the Computer Age**, **Digital Age**, or **New Media Age**) is a period in human history characterized by **the** shift from traditional industry that **the** industrial revolution brought through industrialization, to an economy based on **information** computerization.

[Digital Revolution - New media - Information revolution - Knowledge economy](#)

Here's another example:

the average age of a college student

Web News Shopping Images Videos More ▾ Search tools

About 197,000,000 results (0.43 seconds)

On average, students age **25** and older accounted for roughly 15 percent of all degree-seeking undergraduate students during fall 2012, according to enrollment data reported by 1,124 ranked schools in 2013 to U.S. News in an annual survey. Jan 7, 2014

[10 Colleges With the Most Older Students - US News](#)

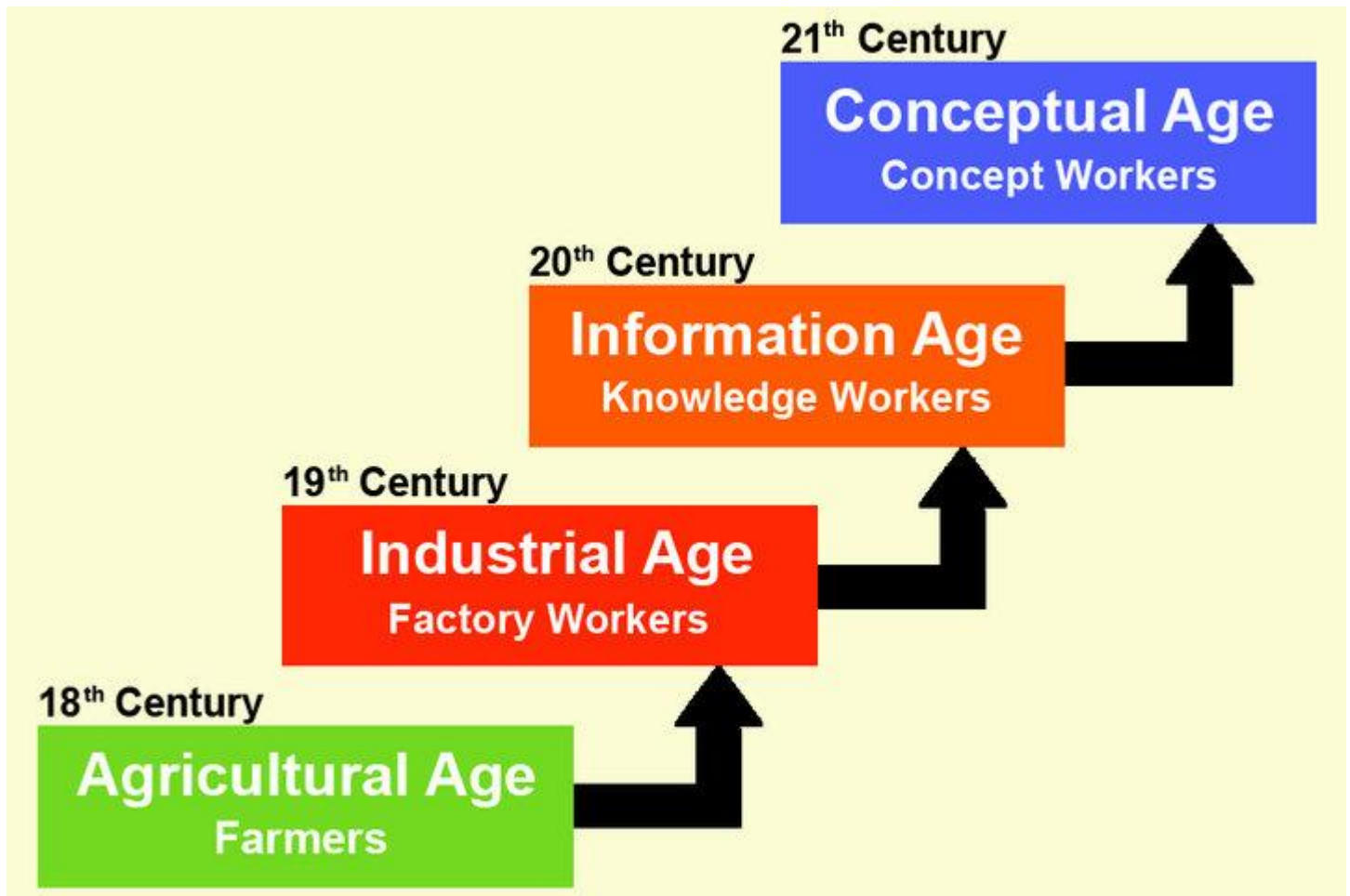
www.usnews.com/...colleges/...college/.../10-col... U.S. News & World Report ▾

[Feedback](#)

2). Knowledge engine: All of [Google's recent algorithm updates](#) are aimed towards making Google a knowledge engine – a place where users can come and find the information that they need immediately. That goal got even closer, with the release of [Hummingbird](#).

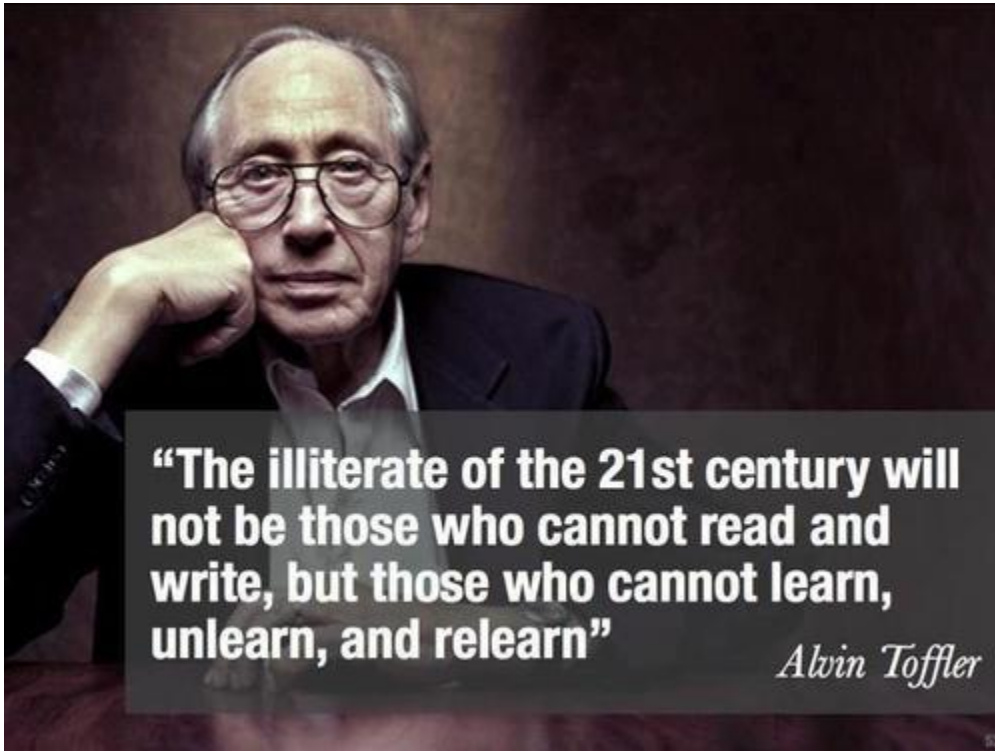


Out of a never-ending avalanche of information, Google is building a [knowledge engine](#). That's what the Knowledge Graph and [Knowledge Vault](#) aim to do.

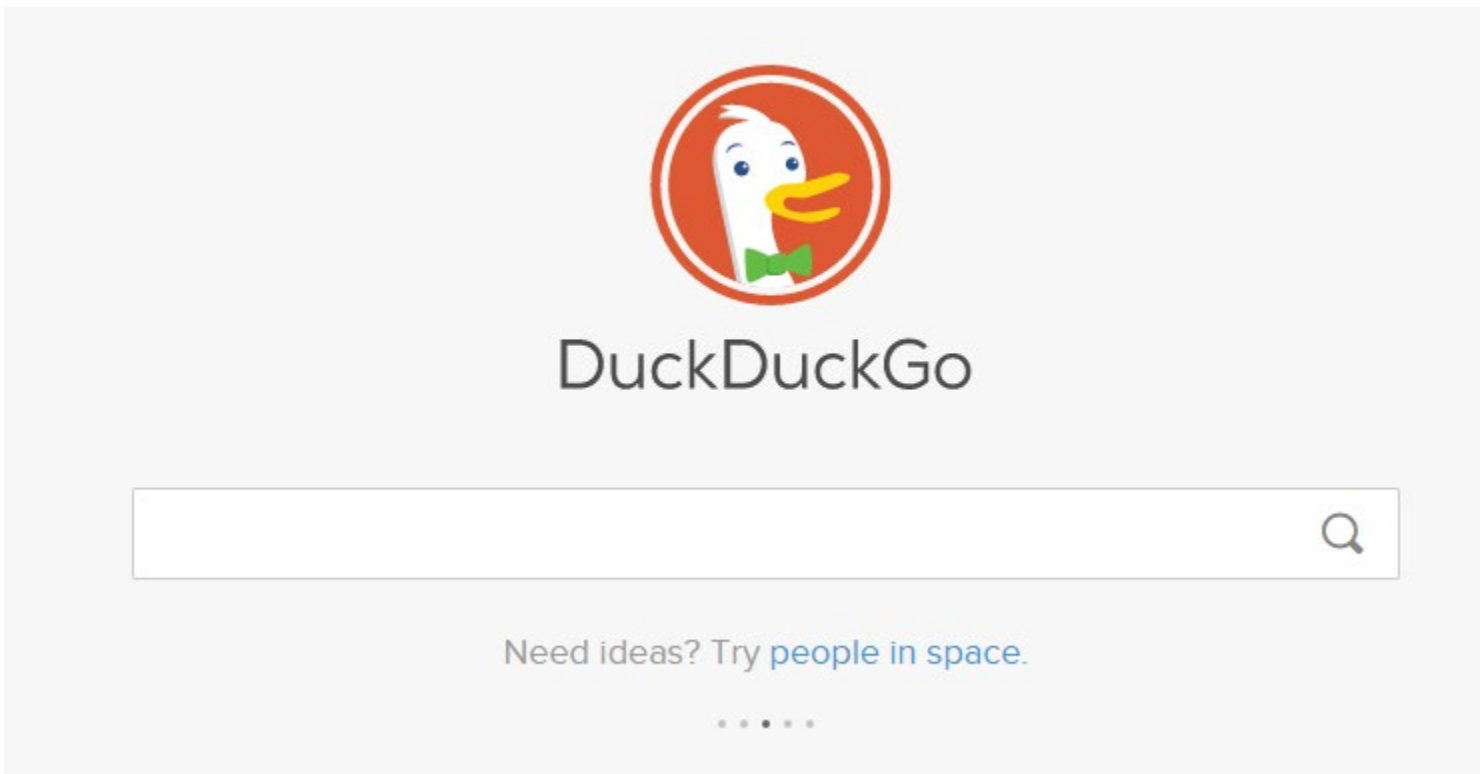


This puts the user in total control. And, as a [content marketer](#), it'll help you a lot, if you can focus on educating your users with every piece of content that you create.

The more you can learn about your customers, the more you discover what their current tastes are – and the easier it will be for you to align your content to meet their needs.



What about [Bing](#), [DuckDuckGo](#), [Yahoo](#) and other major search engines? Sure, they all give users access to information, just like Google. However, so far, they don't have that ability to pinpoint a user's intention and serve up immediate knowledge from search queries, quite as well as Google does.



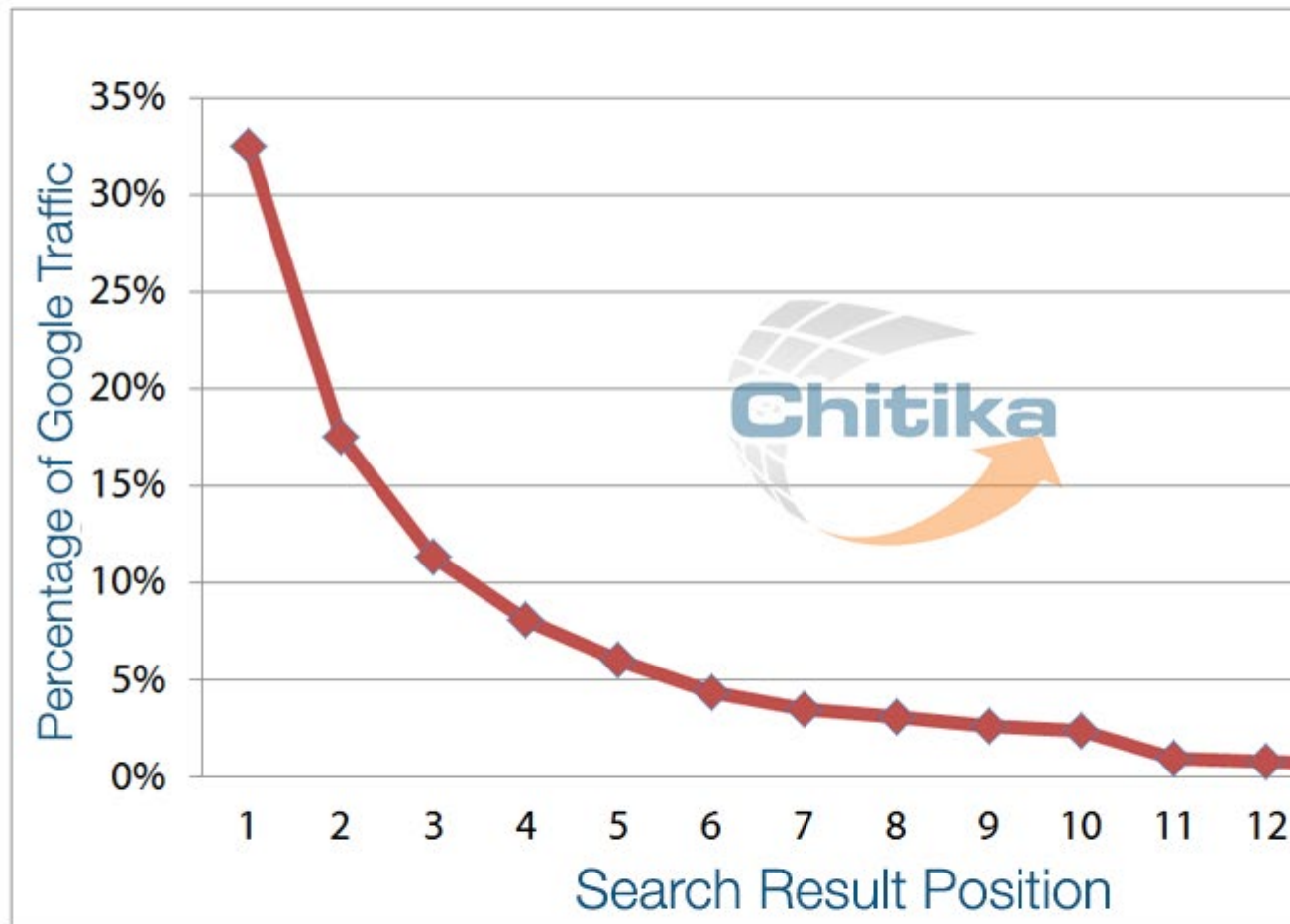
Improving Your Search Rankings and Traffic

Now that you understand what the Knowledge Graph is all about, how do you improve your search performance?

According to [Chitika](#), the top item in organic search results receives almost 33% of the total traffic from search. Meanwhile, the second result gets an [11.94% click rate](#).



Percentage of Traffic Results Position



Data Driven by Chitika Insights June 2013

Data is representative of Google search traffic w

If you want to improve your search performance, then your job is to consistently help Google to get more data about your site and its users.

In other words, whatever your site might be about, you've got to supply the expected data and information related to that topic, so that Google can better rank your pages.

The more data Google has, concerning you, your site and your target audience, the better your chances will be to appear on the Knowledge Graph panel.



Sarah
Like

MORNING TH
God about m
one in our fa
my mind is "
completely o
made as a m
front of our
been married
were tumultu

Like · Commen

4,409 peo

413 share



Ahna R
beautif
Like · R



Satura
What a
Like · R



Kathryn
for wal
way thr
genero
need to
and als
Like · R



Mary C
Like · R



Steph
reflecti
Deep L



Write

Is focusing on search traffic even worth your time? I think the answer has to be an unqualified “yes, absolutely.” As [this study](#) showed, the lead-to-customer close rate for SEO is 15%, which exceeds all other channels (except direct traffic, also 15%). By way of comparison, the close rate for social media is just 4%.

Lead-to-Customer Close % by Channel



The 2012 State of Inbound Marketing
www.HubSpot.com/SOIM

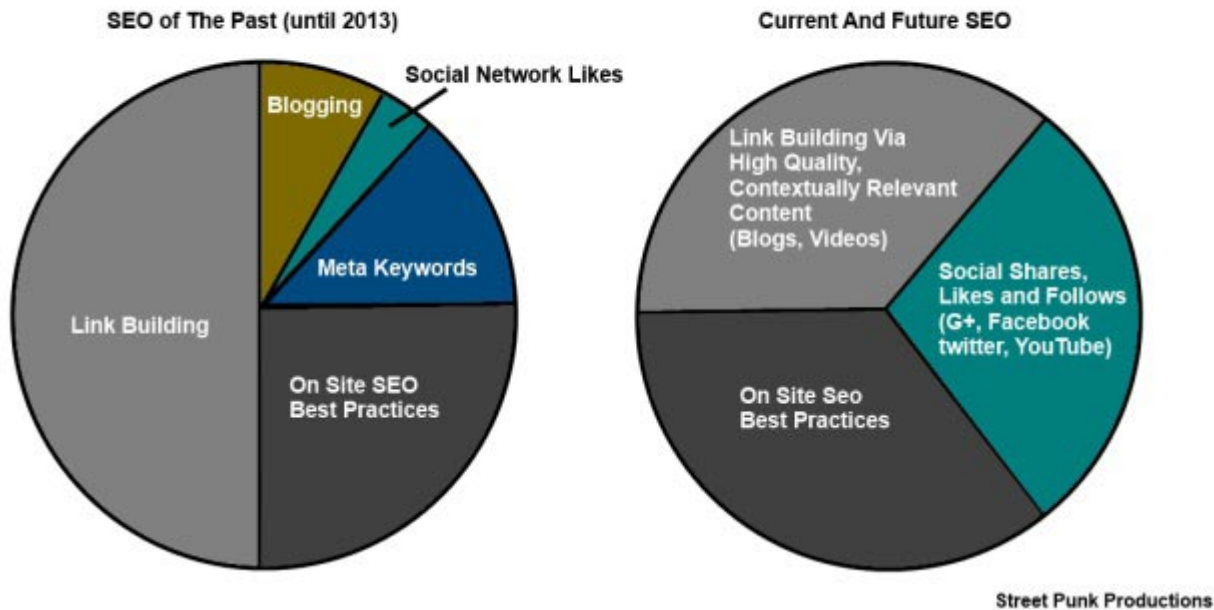
The way to provide more data to Google, from your blog, is through consistent publishing of content. You need to publish regularly.

On Quicksprout.com, I make sure to publish a valuable blog post and infographic every week. The results have been amazing – over [700,000 blog visitors each month and still growing](#).

If you can't publish content at that rate, then make sure that you publish at least one piece of high-quality and in-depth (3,000+ words) content each week.

The goal is to [balance](#) content, social and SEO, in order to get the best out of the Knowledge Graph. That's [the new face of SEO](#) and we all need to focus on it.

The New Face of SEO



Don't neglect social media. Your personal brand and content will benefit from receiving social signals. Google knowledge graph also relies heavily on social signals, especially from Google+.

In one sense, the focus of effective SEO has never changed. It's always been on the user first, before search engine spiders. The feedback that you get from users forms your [recipe](#) for the kind of valuable content that will solve their problems.

Recipe for tasty content

5 delicious content engagement tips you want to follow



Finally, to get results from the Knowledge Graph, start networking with authority site bloggers and get active on social media networks. However, don't let social or networking take up all your time.

After all, you need to [create tasty content](#) that will provide more valuable data to Google about your site and users.

A pound of **tasty content**
and a pinch of **SEO**
in your article



<HeadChannel>
MAKING THE WEB WORK FOR YOU

Conclusion

The [Knowledge Graph](#) contains a wealth of information and data that Google uses to show users how facts, people and places are connected to each other and to deliver more focused and relevant search results.

The Knowledge Graph results correlate with the [main algorithm, to attribute the right search results](#) and make them available to users. Google will provide those answers, right on the search results page, eliminating extra work for the user.

Above all, pay attention to the users and create a great user experience for them.

What else do you know about Google's knowledge graph? Do you currently drive traffic from the panel?