

Google Quality Rating Guidelines

- What is it?
- What is the purpose?
- What does it mean to me?

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Google Quality Rating Guidelines

- What is it?

Human raters employed to rate websites

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Google Quality Rating Guidelines

- What is it?
- What is the purpose?

Provide data so that a machine can use it to:

1. Identify patterns
2. Do the job of a page quality rater
3. Test itself against human ratings

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Google Quality Rating Guidelines

- What is it?
- What is the purpose?
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Gives idea of kinds of sites Google ranks highly

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Google Quality Rating Guidelines

It's not about content.

It's not about keywords.

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Google Quality Rating Guidelines

It's not about content.

It's not about keywords.

It's about:

1. User intent
2. User's convenience
3. User's goals

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Google Quality Rating Guidelines

Quality rating guide Section 4.2:

The purpose of the page will help you determine what high quality content means for that page.

High quality shopping content should allow you to find the products you want and to purchase the products easily.

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Google Quality Rating Guidelines

Example of a quality e-commerce page

- **Manufacturer's product specs**
- **Original content about the product**
- **Reviews**
- **Shipping and returns**

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Google Quality Rating Guidelines

These elements serve the user's goal

- **Manufacturer's product specs**
- **Original content about the product**
- **Reviews**
- **Shipping and returns**

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Google Quality Rating Guidelines

While not all sites are alike, an ideal commercial page helps consumers:

- compare products
- contains thorough descriptions
- makes it easy to browse alternate products
- offers reviews

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Google Quality Rating Guidelines

Keyword strategies

Predicated on matching keywords to search queries

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Google Quality Rating Guidelines

Keyword strategies

Predicated on matching keywords to search queries

But search engines don't match keywords in queries anymore

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About 27,500 results (0.60 seconds)

Prince Nymph Pattern & Fly Tying Video Instruction - Orvishowtoflyfish.orvis.com/fly-tying.../nymph-flies/666-prince-nymph Orvis ▾

This Prince Nymph video includes detailed fly-tying instructions. Learn to tie many great flies in the Orvis fly-tying video library.

Video: How to Tie the Beadhead Prince Nymph - Orvis Newswww.orvis.com/.../fly.../video-how-to-tie-the-beadhead-prince-ny... Orvis ▾

Jul 17, 2013 - In a recent poll of fly-fishing professionals asking them to identify their favorite searching nymphs, the Prince Nymph was one of the most ...

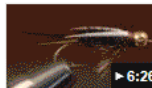
Tying the Beadhead Prince Nymph - YouTube<https://www.youtube.com/watch?v=ngjZIQM7ao4>

Apr 4, 2014 - Uploaded by Stone River Outfitters

Join Nate from Stone River Outfitters as he shares how to tie one of fly fishing's most popular and most ...**Fly Tying a Prince Nymph with Jim Misiura - YouTube**https://www.youtube.com/watch?v=Tvd_Pp5NE4s

Dec 8, 2012 - Uploaded by Jim Misiura

The Prince Nymph is one of the most successful underwater patterns that we can use. The white wing ...

Prince Nymph on Vimeovimeo.com > Tightline Productions > Videos Vimeo ▾Instructions for tying a beadhead Prince nymph, ... Prince Nymph. from Tightline Productions Plus. 6 years ...**Print Bead Head Prince Nymph - Charlie's FlyBox**www.charliesflyboxinc.com/flybox/print.cfm?parentID=68 ▾The original fly was known as a Brown Forked Tail, but has morphed into what I show here and is commonly accepted as a Prince Nymph today. I tie the Prince ...**Prince Nymph Fly Tying Video - Dakota Angler & Outfitter ...**www.flyfishsd.com > Fly Tying Video ▾The Prince Nymph belongs in your fly box. Learn how to tie the Prince Nymph in this fly tying video from Dakota Angler & Outfitter.**Prince Nymph Fly Tying Video Instructions and How To Tie ...**intheriffle.com/fishing-videos/fly-tying/prince-nymph/ ▾The Prince Nymph is one of those flies that just works! Some say it is a stonefly nymph, others say it is an attractor. I think that it is both. The dark body looks a lot ...**Fly Tying The Prince Nymph - Fly Fisherman**www.flyfisherman.com/fly-tying/fly-tying-beadhead-prince-nymph/ ▾

Aug 21, 2013 - Hook: TMC 5262 #4-16 Thread: Black 8/0. Bead: Gold, sized to hook Weight: Lead or lead free wire. Tail: Brown Goose biots. Rib: Gold oval ...

Google Quality Rating Guidelines

Keyword strategies

Predicated on matching keywords to search queries

But search engines don't match keywords in queries anymore

Fact:

The only references to keywords found in Google's quality rating guidelines are in the context of keyword stuffing.

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Google Quality Rating Guidelines

Keyword strategies

Predicated on matching keywords to search queries

But search engines don't match keywords in queries anymore

Search engines match user intent:

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Google Quality Rating Guidelines

Keyword strategies

Predicated on matching keywords to search queries

But search engines don't match keywords in queries anymore

Search engines match user intent:

- Informational search queries return informational sites

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Google Quality Rating Guidelines

Keyword strategies

Predicated on matching keywords to search queries

But search engines don't match keywords in queries anymore

Search engines match user intent:

- Informational search queries return informational sites
- Shopping queries return shopping sites

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Google Quality Rating Guidelines

Cultivate a positive reputation

Section 2.7.1

“ Use reputation research to find out what real users, as well as experts, think about a website. Look for reviews, references, recommendations by experts, news articles, and other credible information created/written by individuals about the website.

Stores frequently have user ratings, which can help you understand a store’s reputation based on the reports of people who actually shop there. We consider a large number of positive user reviews as evidence of positive reputation.”

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Google Quality Rating Guidelines

Cultivate a positive reputation

Will a positive reputation help you rank better?

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Google Quality Rating Guidelines



Official Blog

Insights from Googlers into our products, technology, and the Google culture

Being bad to your customers is bad for business

December 1, 2010

A recent article by the New York Times related a [disturbing story](#). By treating your customers badly, one merchant told the paper, you can generate complaints and negative reviews that translate to more links to your site; which, in turn, make it more prominent in search engines. The main premise of the article was that being bad on the web can be good for business.

We were horrified to read about Ms. Rodriguez's dreadful experience. Even though our initial analysis pointed to this being an edge case and not a widespread problem in our search results, we immediately convened a team that looked carefully at the issue. That team developed an initial algorithmic solution, implemented it, and the solution is already live. I am here to tell you that being bad is, and hopefully will always be, bad for business in Google's search results.

As always, we learned a lot from this experience, and we wanted to share some of that with you. Consider the obvious responses we could have tried to fix the problem:

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Google Quality Rating Guidelines

Cultivate a positive reputation

- Angie's List
- Yelp
- Google+

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Google Quality Rating Guidelines

Cultivate a positive reputation

- Do not try to trick Angie's, Yelp or Google

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Google Quality Rating Guidelines

Cultivate a positive reputation

- Do not try to trick Angie's, Yelp or Google
- Be proactive: encourage satisfied customers to review

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Google Quality Rating Guidelines

Cultivate a positive reputation

- Do not try to trick Angie's, Yelp or Google
- Be proactive: encourage satisfied customers to review
- Monitor your listings for bad reviews

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Google Quality Rating Guidelines

Cultivate a positive reputation

- Do not try to trick Angie's, Yelp or Google
- Be proactive: encourage satisfied customers to review
- Monitor your listings for bad reviews
- Link your Facebook page to Yelp (for FB friends endorsements)

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Google Quality Rating Guidelines

Cultivate a positive reputation

- Do not try to trick Angie's, Yelp or Google
- Be proactive: encourage satisfied customers to review
- Monitor your listings for bad reviews
- Link your Facebook page to Yelp (for FB friends endorsements)
- Keep in touch with old clients, cultivate into positive reviews

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Google Quality Rating Guidelines

Cultivate a positive reputation

- Join business associations
- Join chambers of commerce
- Apply for “best of” awards
- Acquire endorsements
- Acquire testimonials

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Where to download?

<http://www.MartiniBuster.com/downloads/>

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