



MOBILE-FIRST INDEXING

**& THE STORY YOUR
DATA ISN'T TELLING YOU**



BY: CINDY KRUM

@SUZZICKS



MobileMoxie.com
@Suzzicks



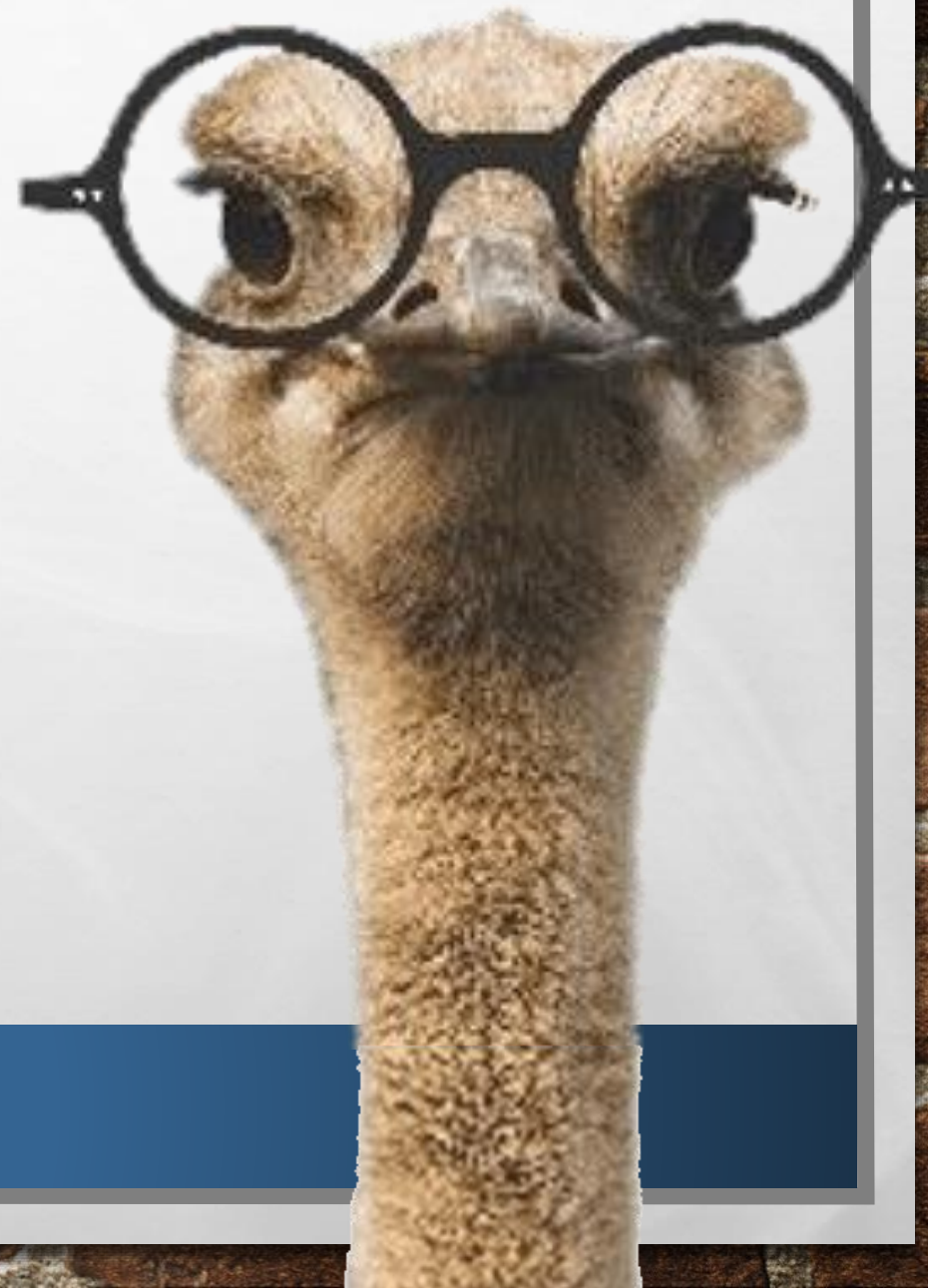
SOME FACTS ABOUT OSTRICHES

JUST WHAT YOU NEED

MobileMoxie.com
@Suzzicks



What Happens What a Flightless Bird gets scared?



MobileMoxie.com
@Suzzicks

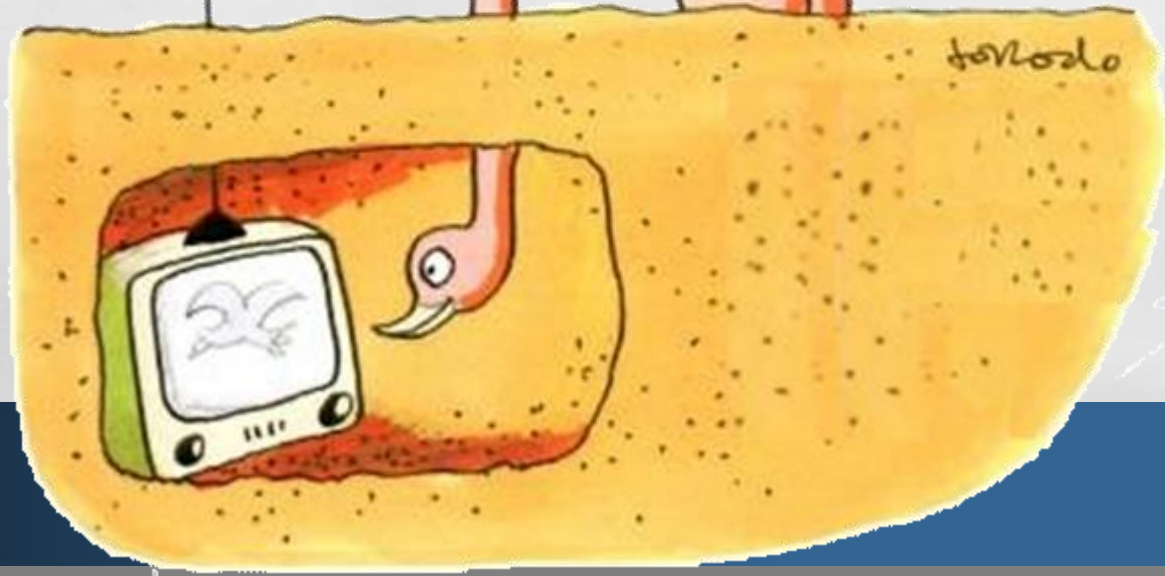
**Sometimes
they run
like
crazy...**



MobileMoxie.com
@Suzzicks



**Sometimes
they
hide...**



**Or Maybe
they Hide
Like this...**



MobileMoxie.com
@Suzzicks



MobileMoxie.com
@Suzzicks

But what if Your Analytics Are Not Giving You the Full Story?



MobileMoxie.com

@Suzzicks

Performance



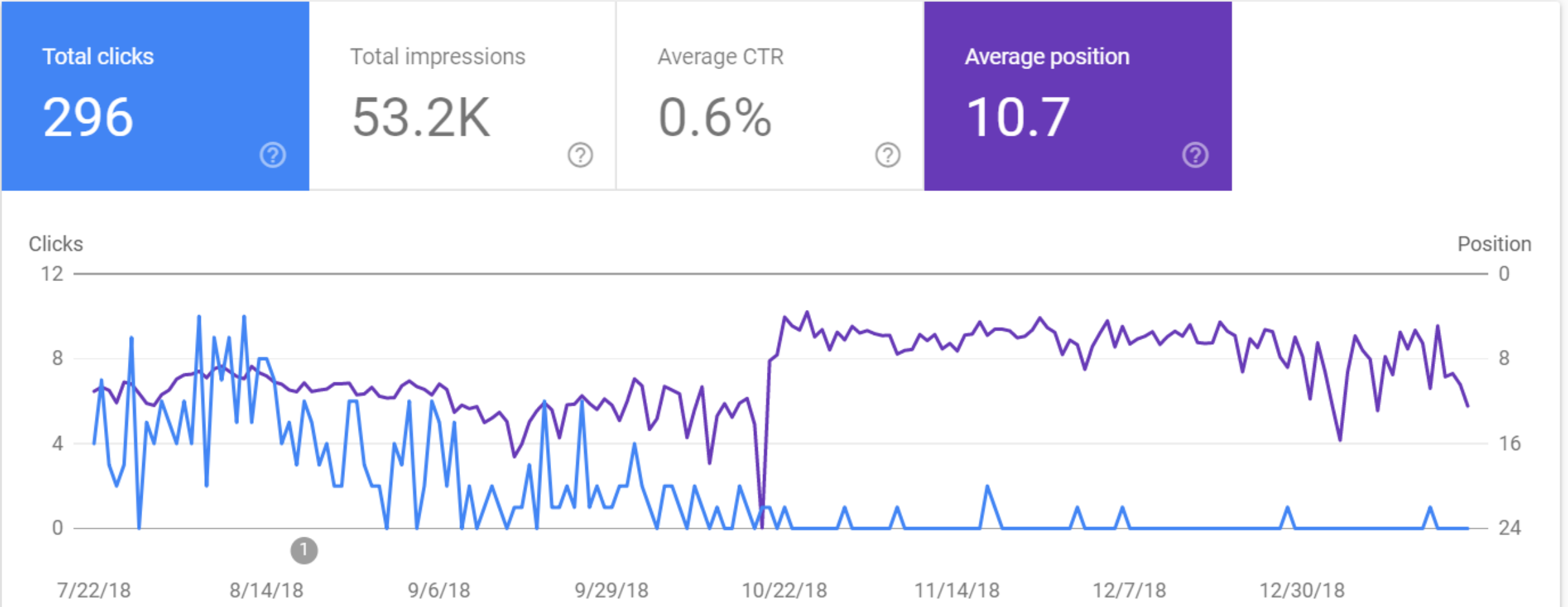
Search type: Web

Date: Last 6 months

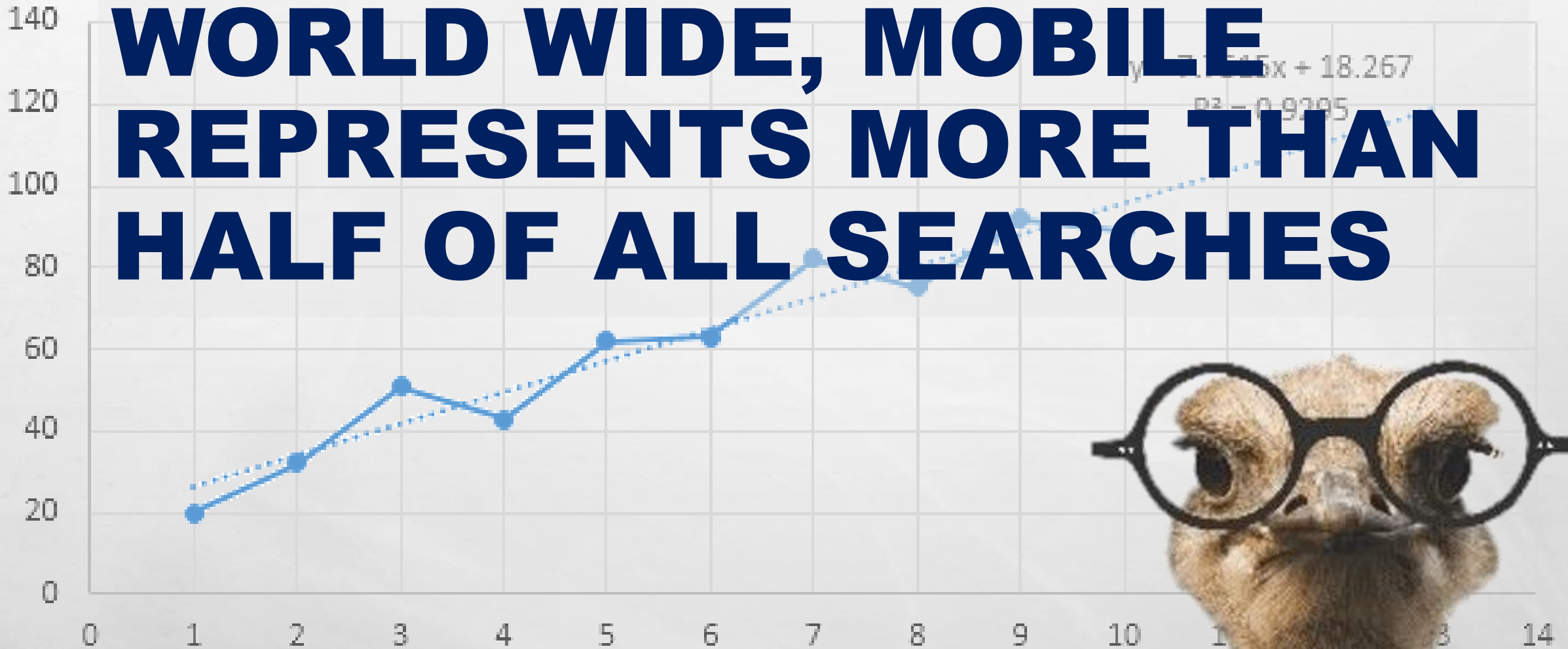
Query: [redacted]

+ NEW

Last updated: 1/21/19



WORLD WIDE, MOBILE REPRESENTS MORE THAN HALF OF ALL SEARCHES



MobileMoxie.com
@Suzzicks

WORLD WIDE, MOBILE REPRESENTS MORE THAN HALF OF ALL SEARCHES

...But SEO's & SEO Tools are Still Heavily Focused on Desktop



MobileMoxie.com
@Suzzicks

THAT CAUSES PROBLEMS!

31%

Desktop search
results are not
visible in the
mobile SERP



THAT CAUSES PROBLEMS!



31%

Desktop search
results are not
visible in the
mobile SERP

Only

11%

(10.68%)

URLs keep their
positions in
both SERPs

THAT CAUSES PROBLEMS!



31%

Desktop search results are not visible in the mobile SERP

Only
11%

(10.68%)

URLs keep their positions in both SERPs

Only
13%

(12.86%)

Domains keep their positions in both SERPs

**“Hey – this
wasn’t in the
SERP last
week was it?
When did this
thing show
up?”**



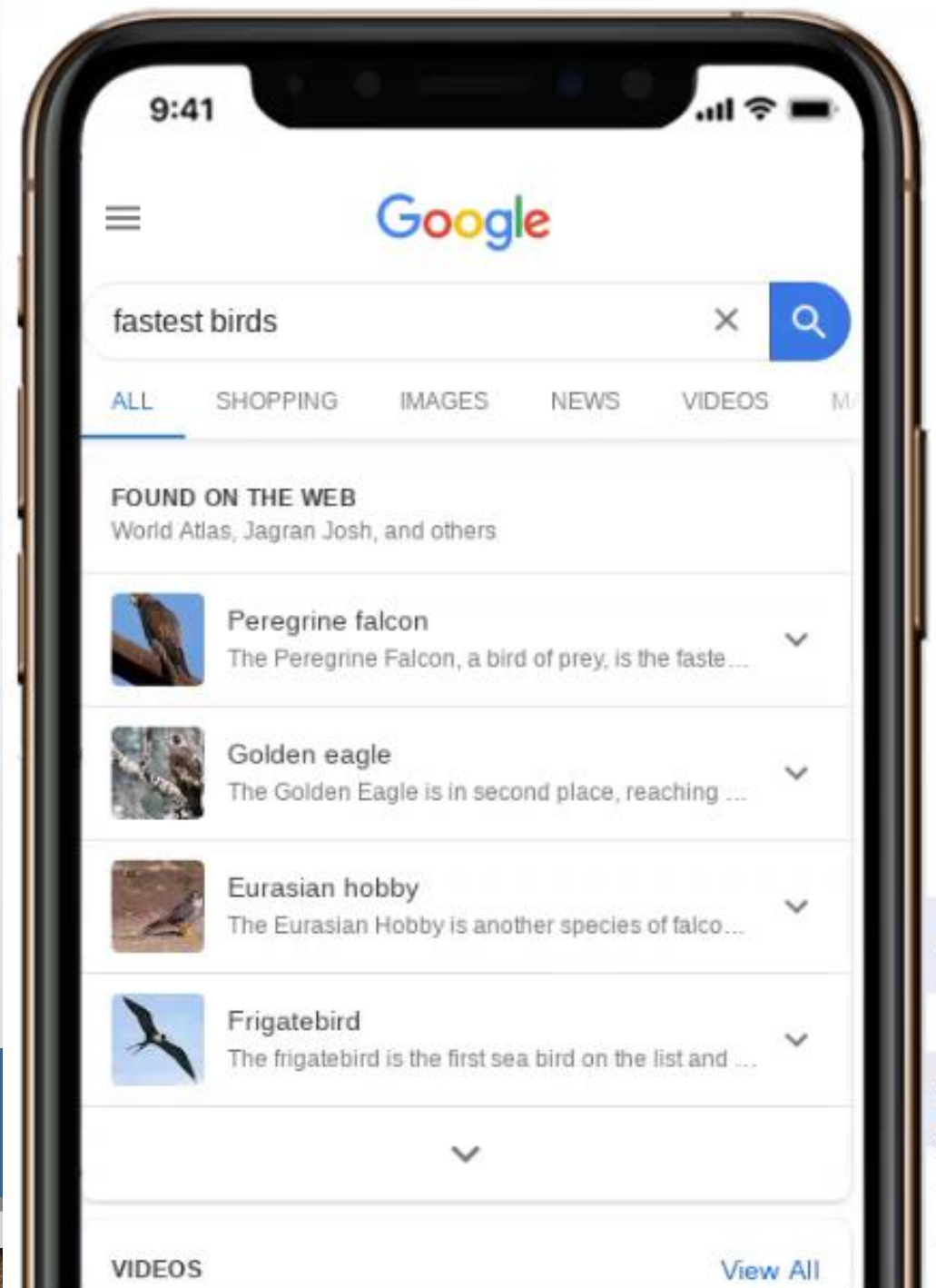


This Happens a Lot in Mobile SEO



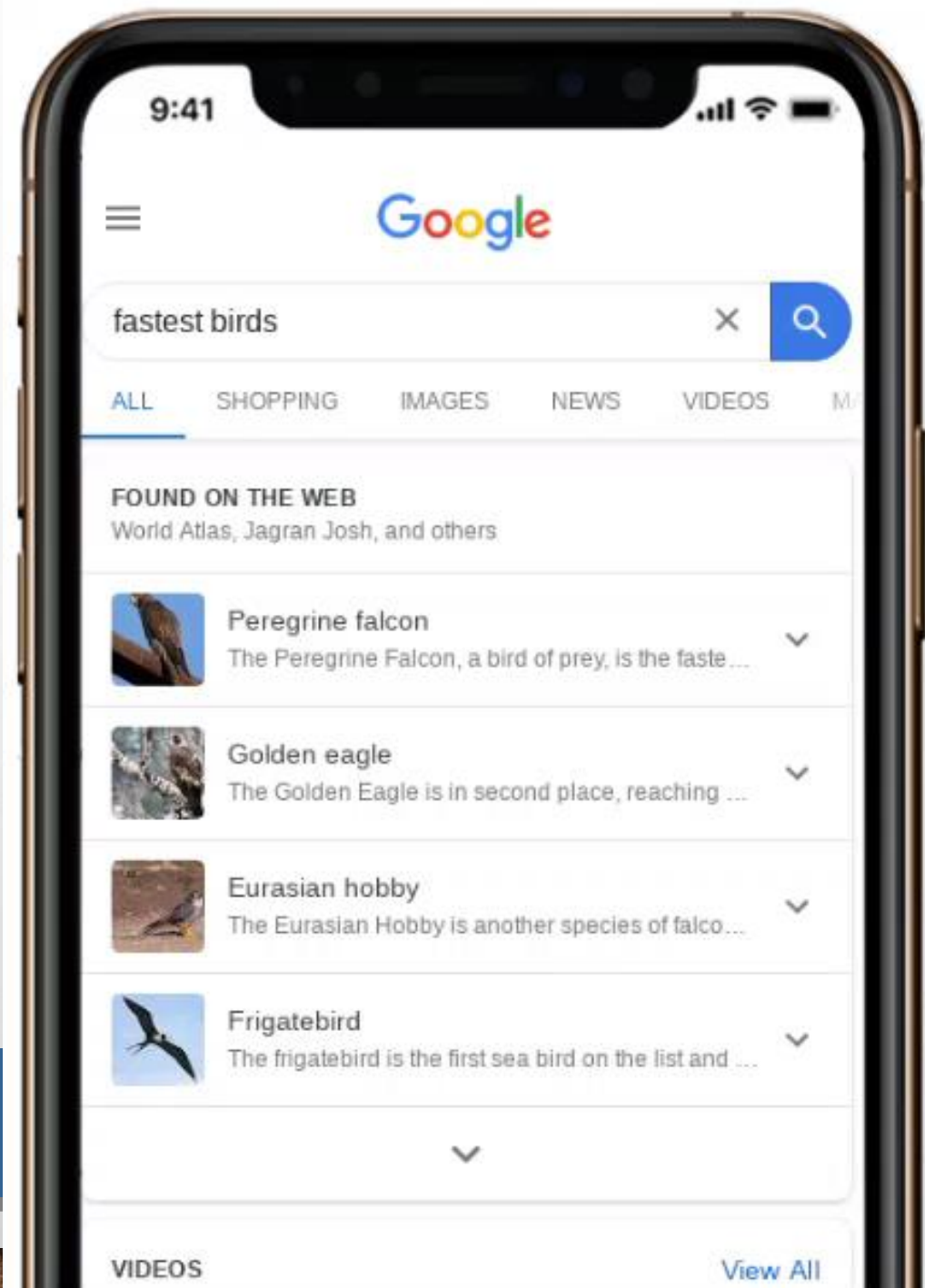
MobileMoxie.com
@Suzzicks

Mobile Results are Changing Drastically!



Mobile Results are Changing Drastically!

... I want you **NOT** to be
one of the **SEO's** Just
Pretending this stuff Isn't
Happening!



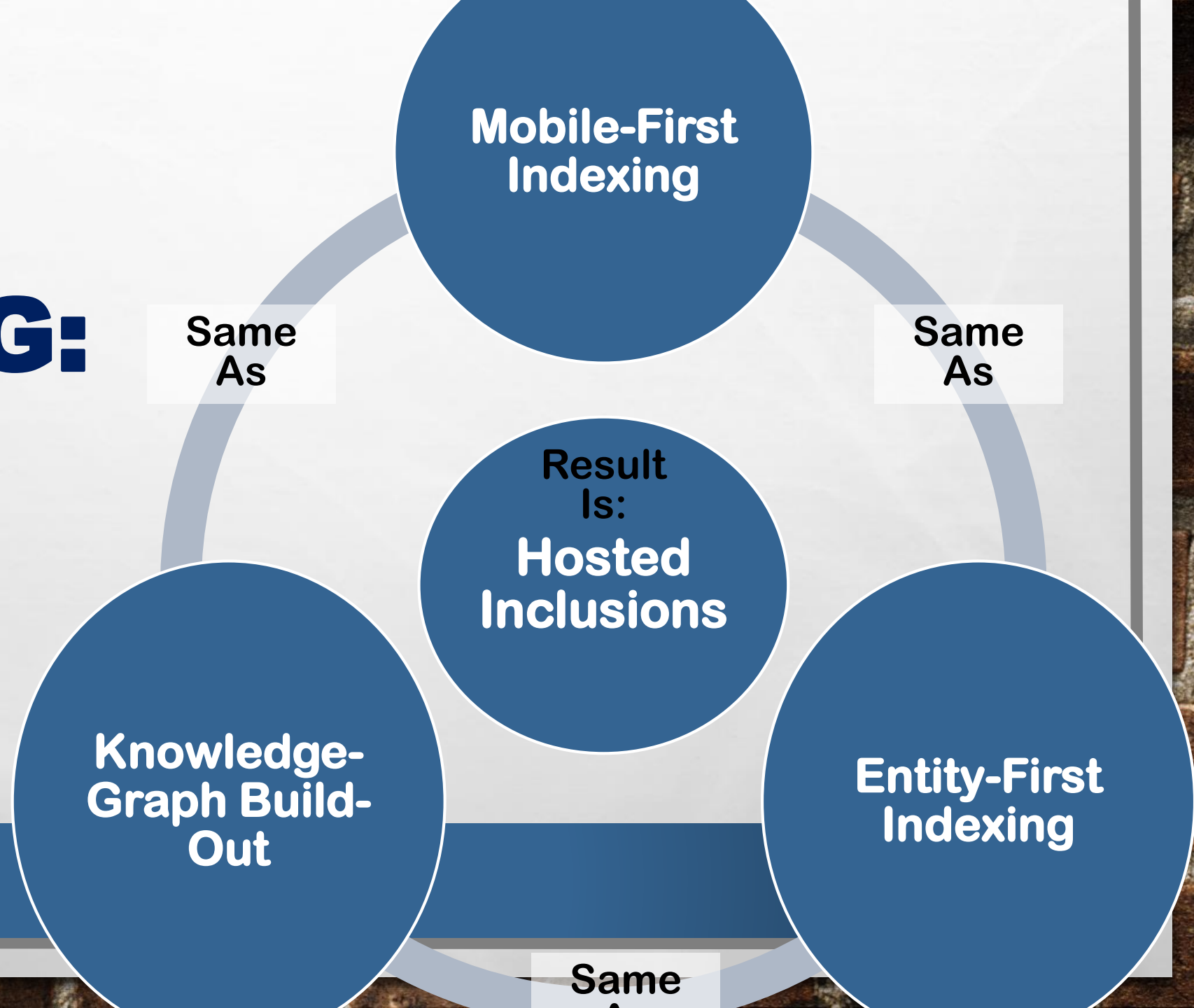


I Believe in You!



MobileMoxie.com
@Suzzicks

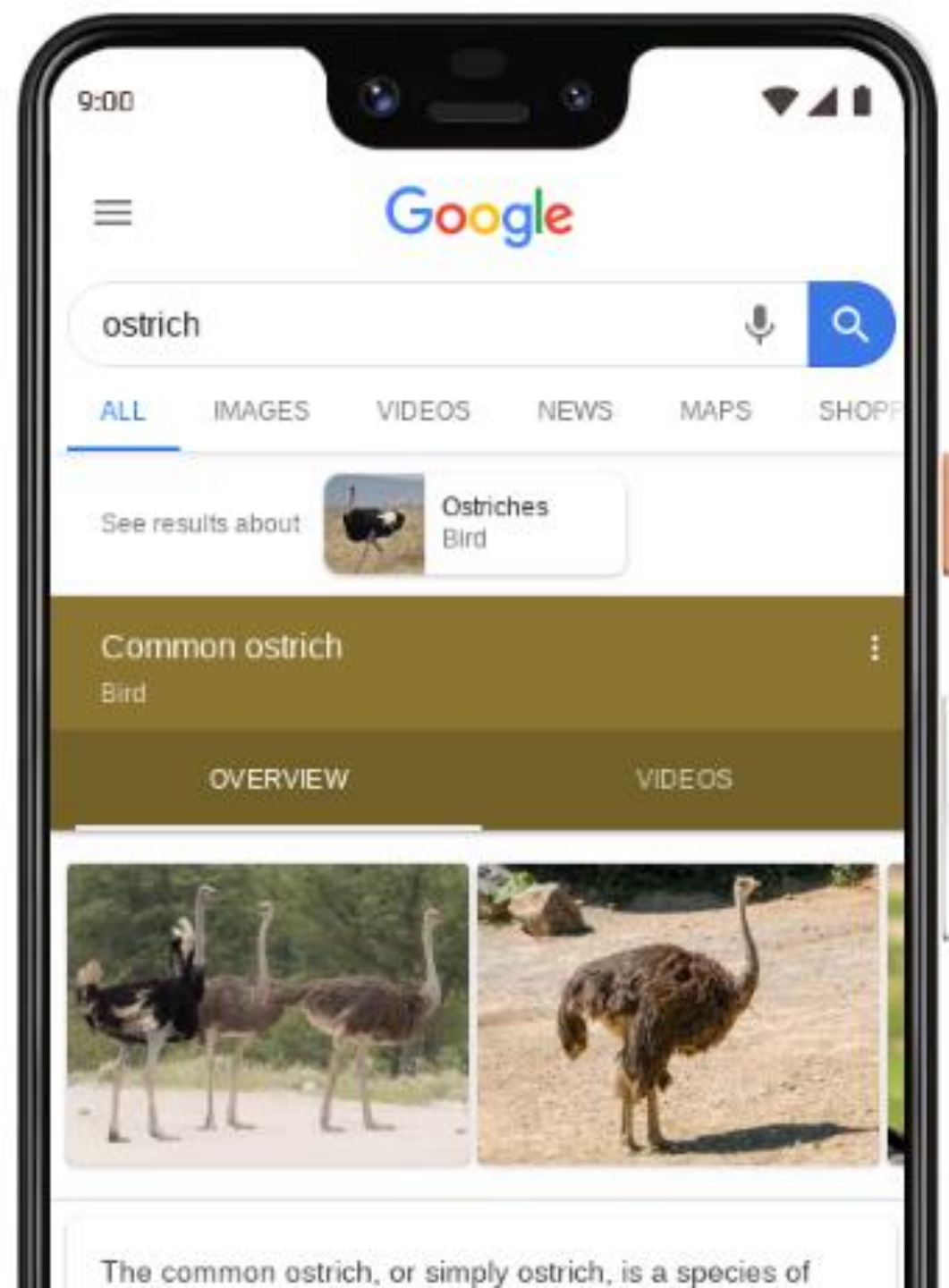
ENTITY- FIRST INDEXING:



Two Kinds of Results:

**-Hosted Inclusions
(From Knowledge Graph)**

-Organic Blue Links





Featured Snippets are The Hosted Inclusion with the Most Rapid Growth



MobileMoxie.com
@Suzzicks

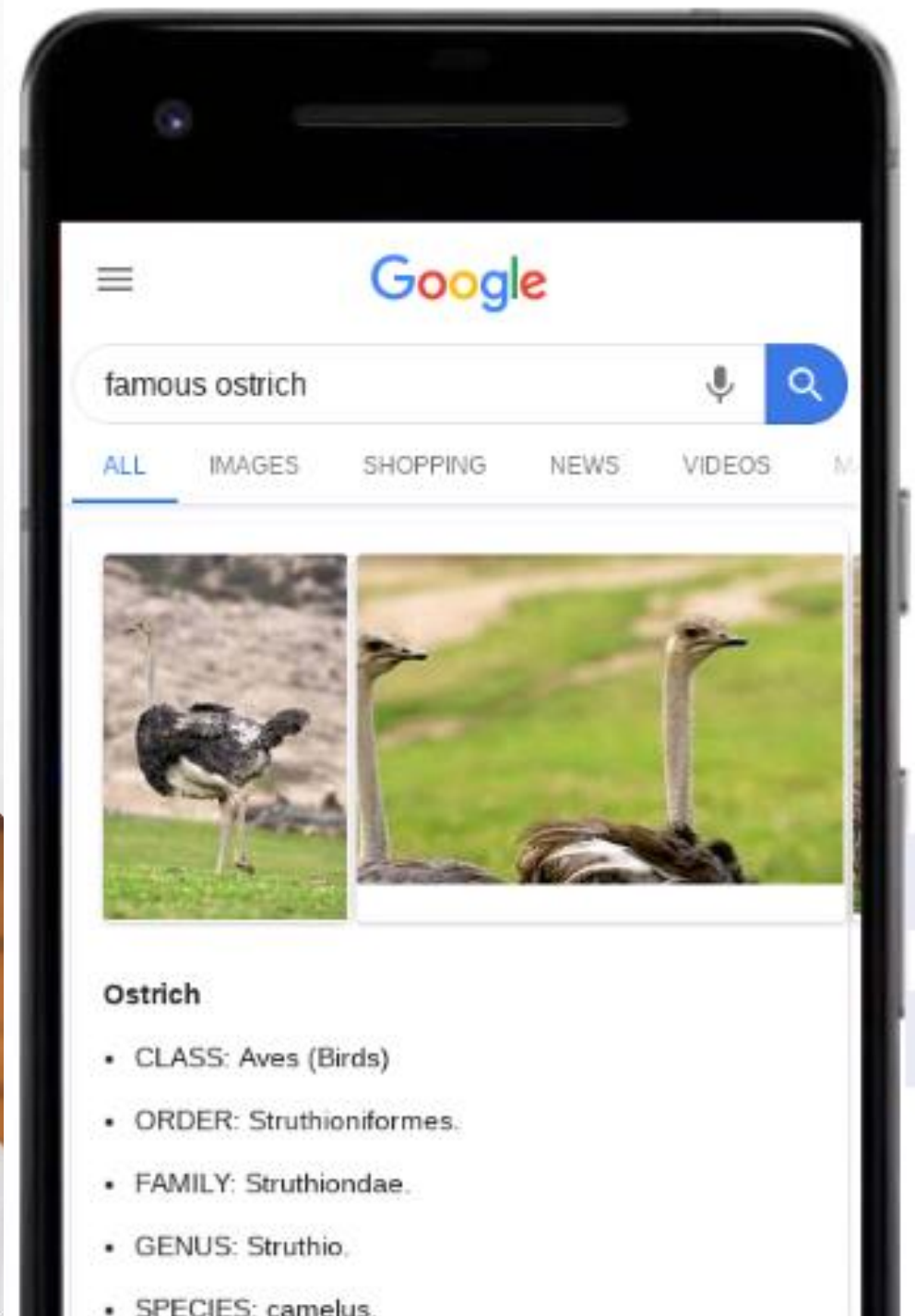
April 2018 – August 2018

The Number of Featured Snippets on a SERP grew

6x



MobileMoxie.com
@Suzzicks

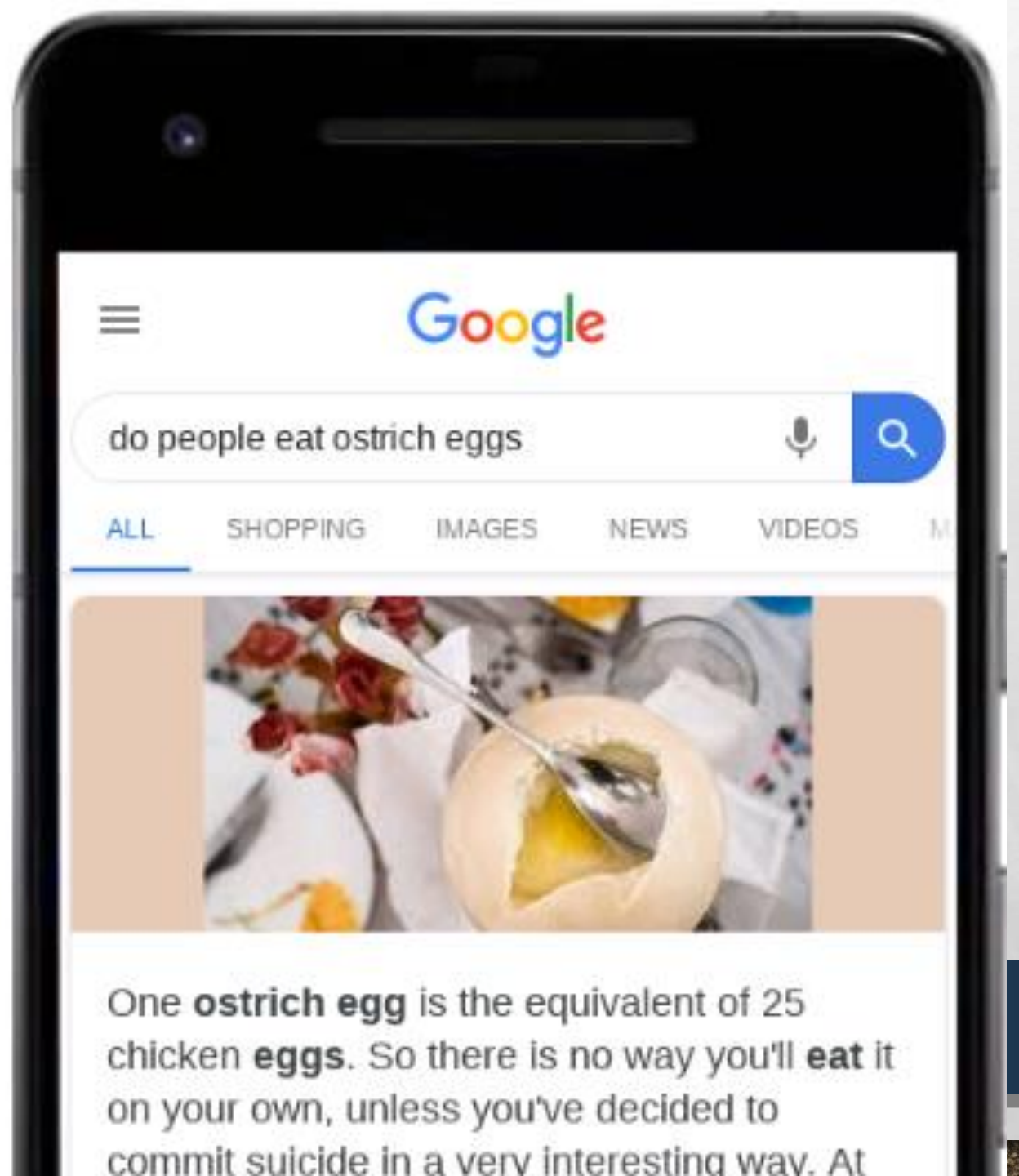


Featured Snippets

& Hybrid Featured Snippets



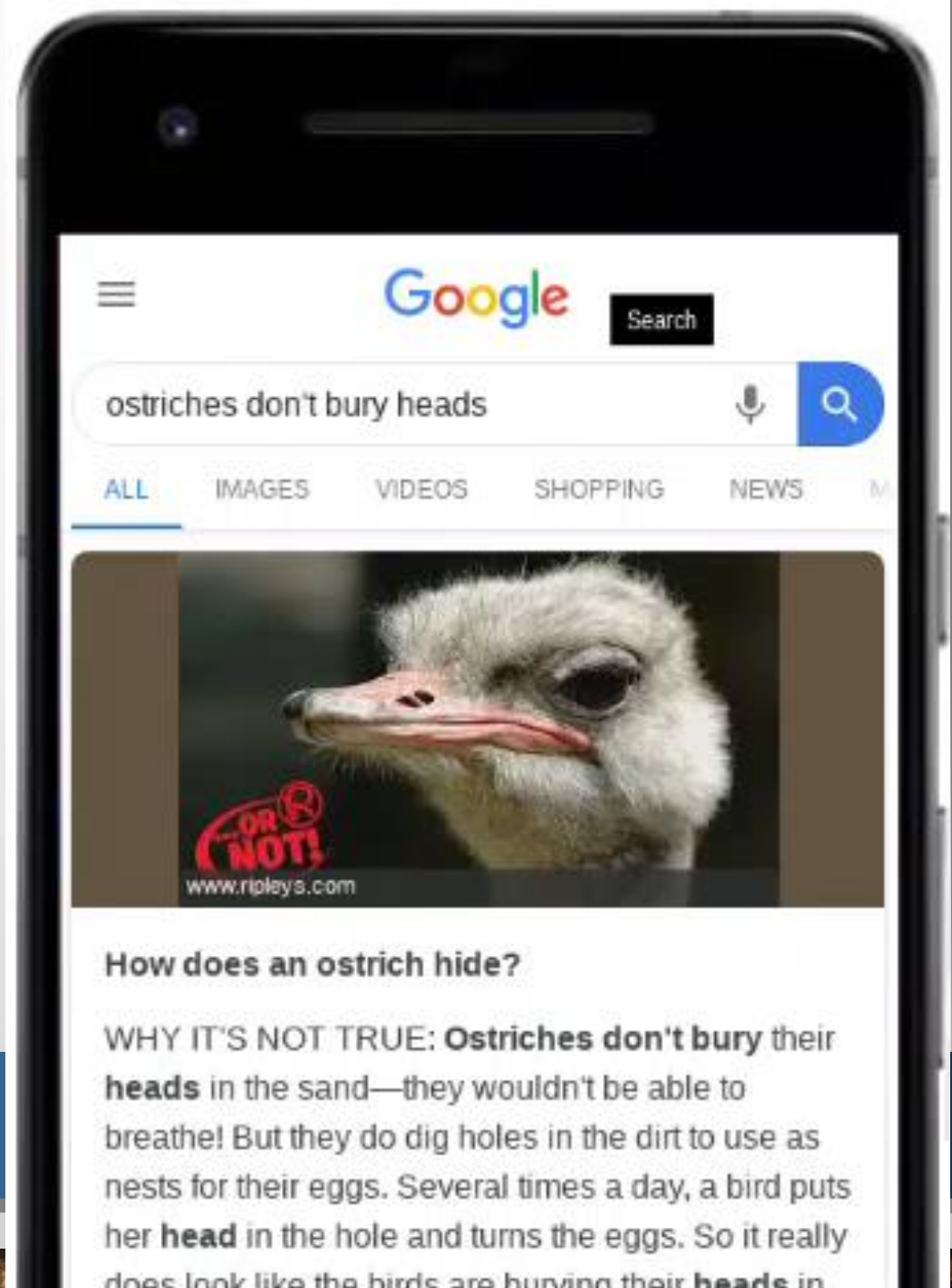
MobileMoxie.com
@Suzzicks



And Double- Featured Snippets



MobileMoxie.com
@Suzzicks





Other Hosted Inclusions are Part of the Knowledge Graph Too

MobileMoxie.com
@Suzzicks

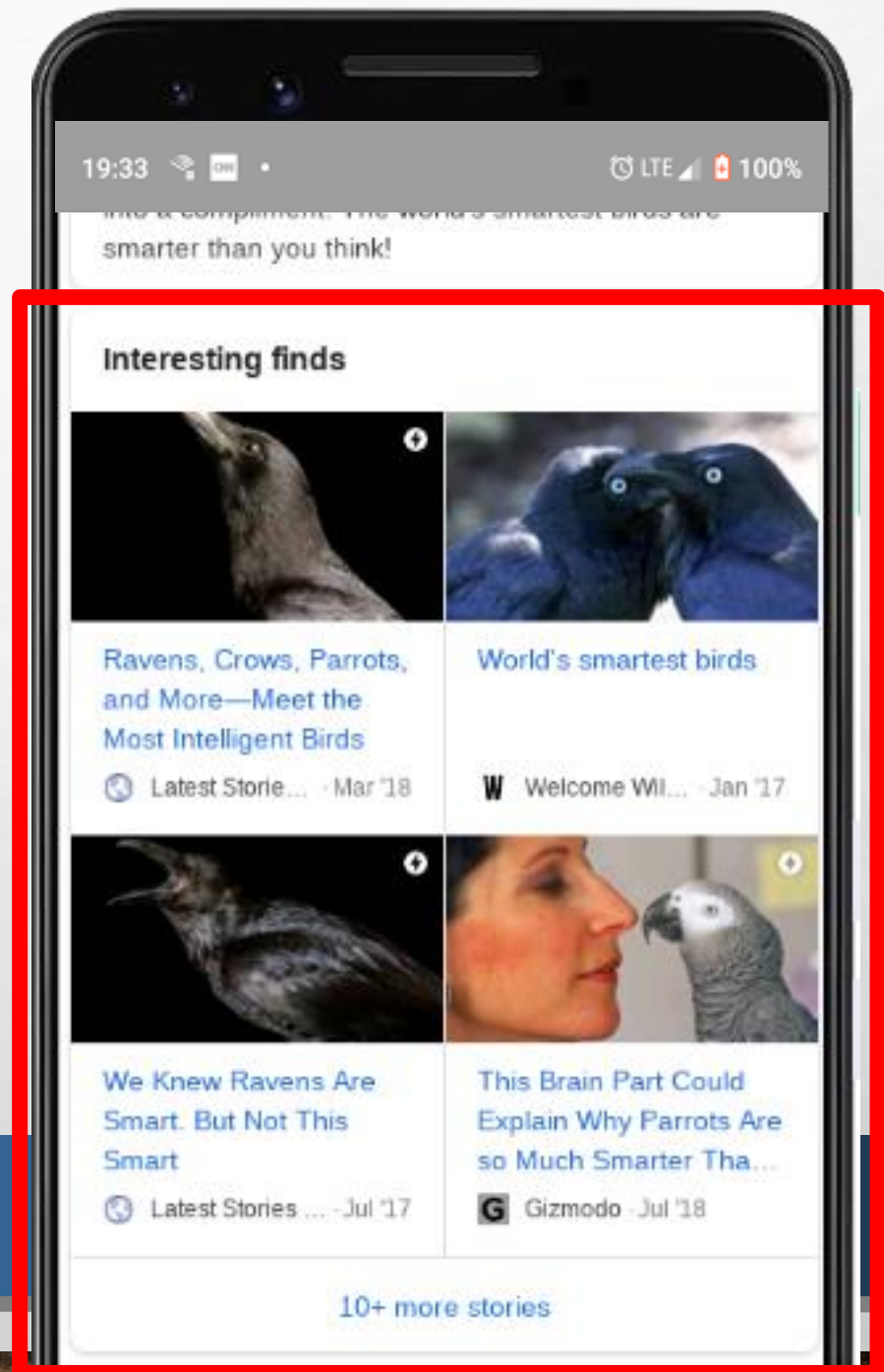


Hosted Inclusions:

Growing in
Frequency, Variety
& Functionality

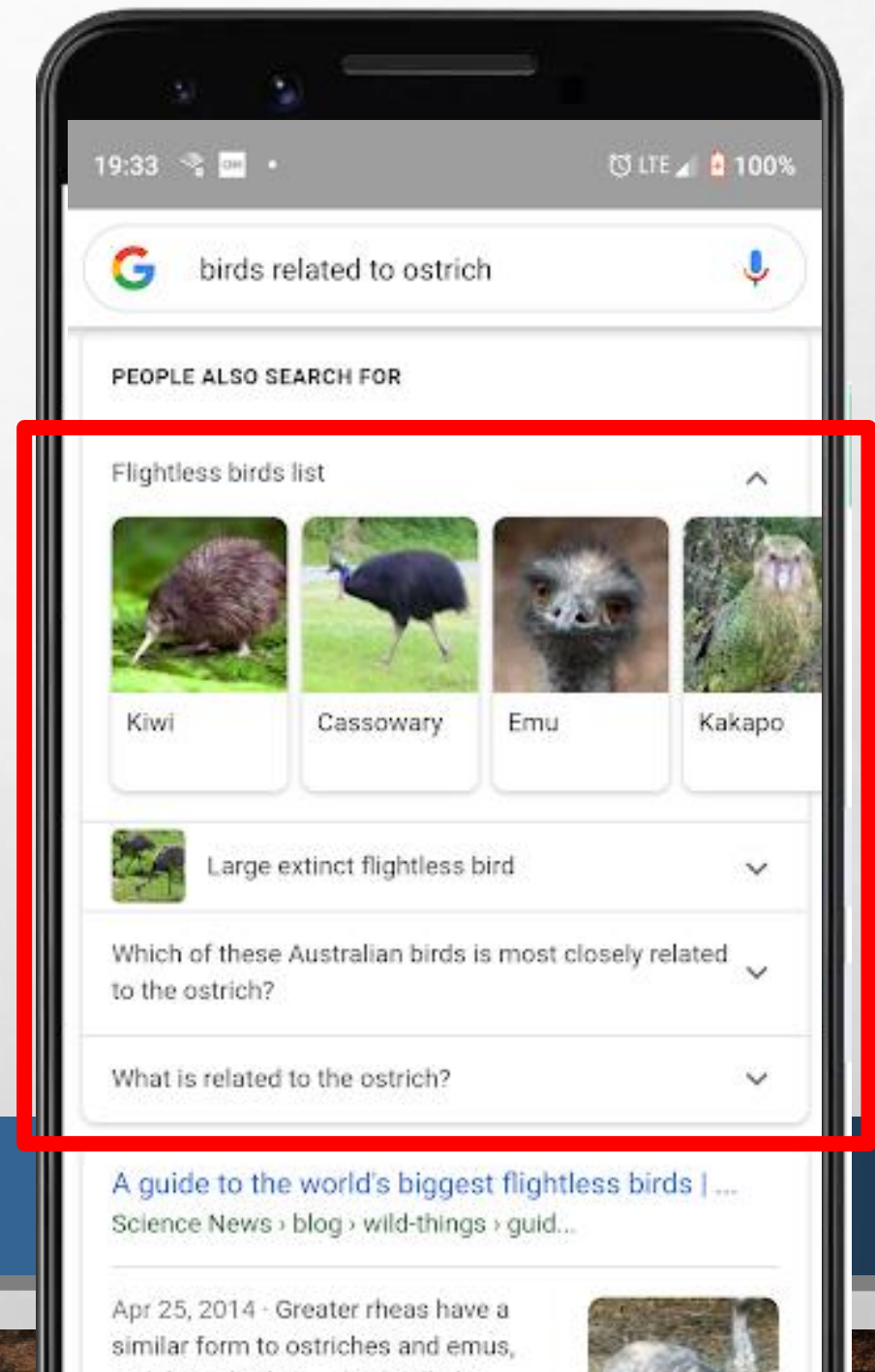


MobileMoxie.com
@Suzzicks



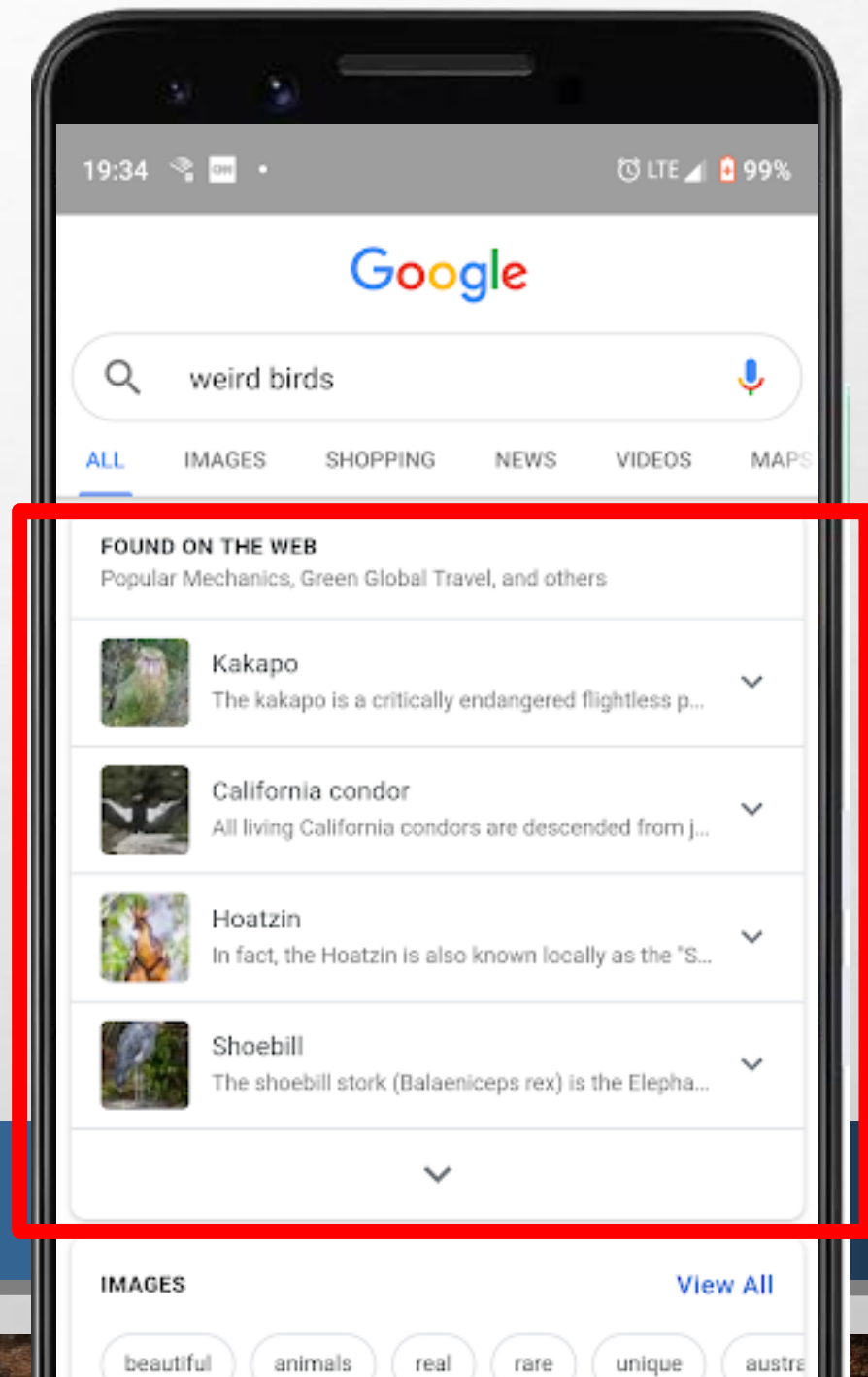
Hosted Inclusions:

Growing in
Frequency, Variety
& Functionality



Hosted Inclusions:

Growing in
Frequency, Variety
& Functionality

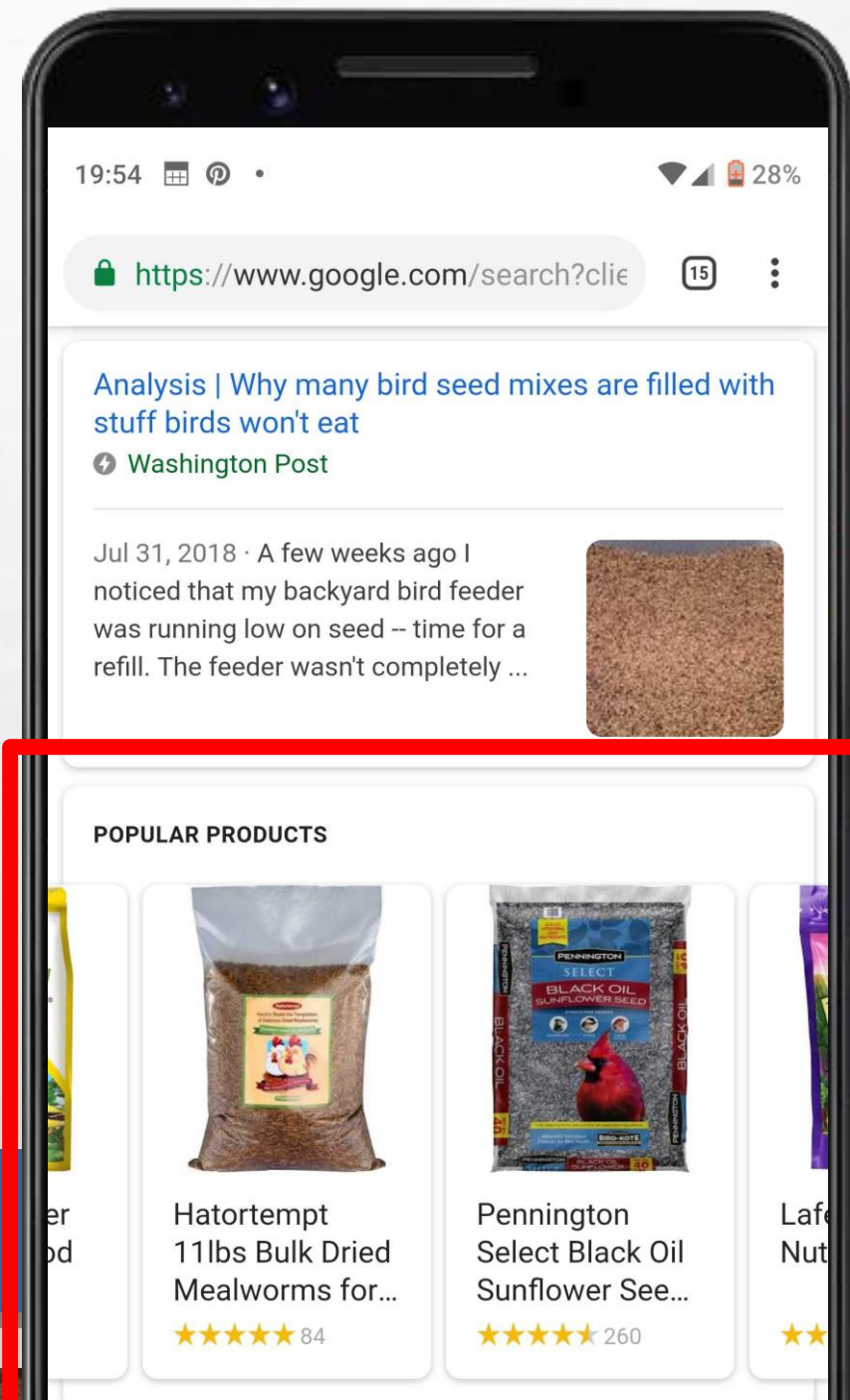


Hosted Inclusions:

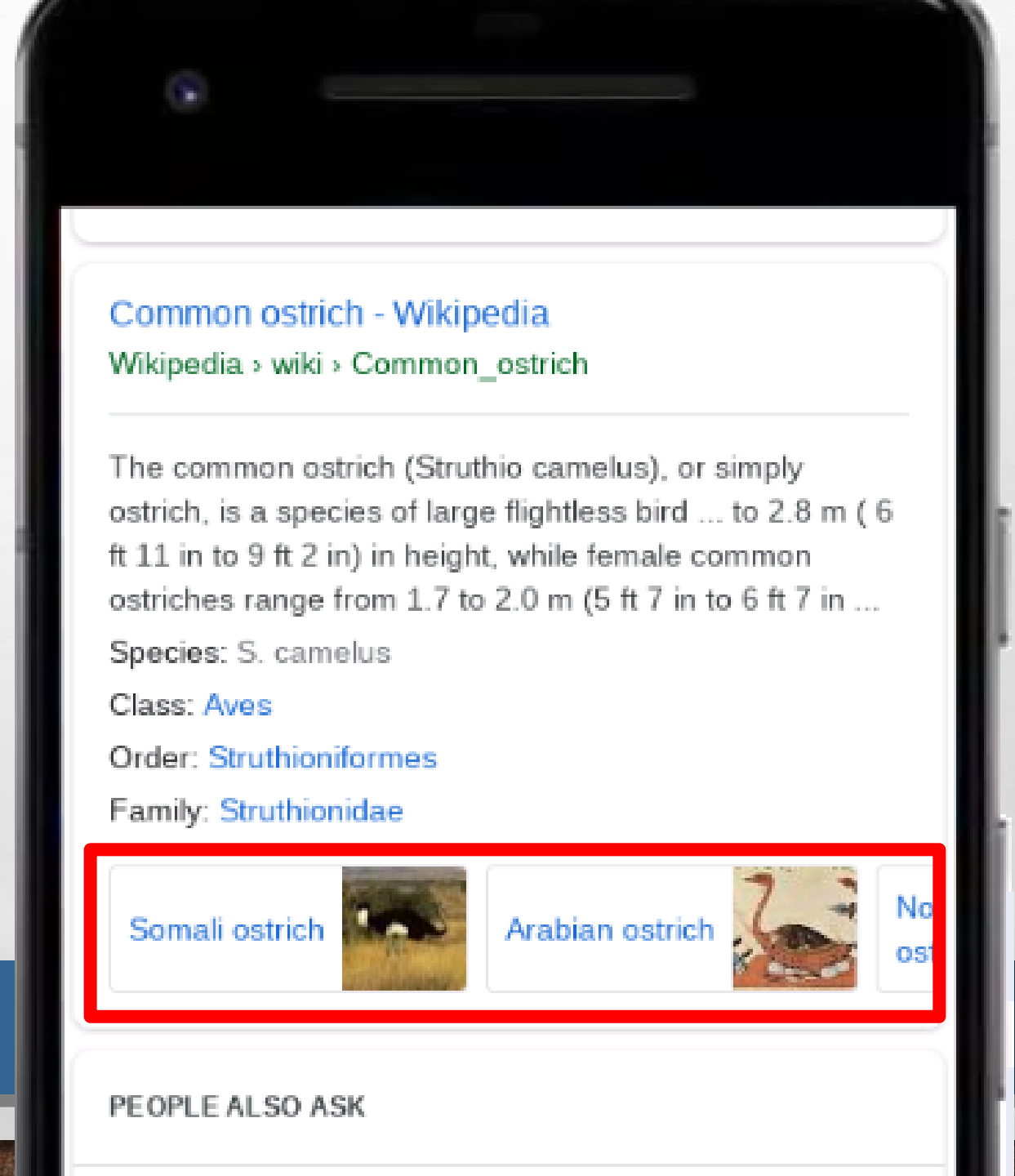
Growing in Frequency, Variety & Functionality



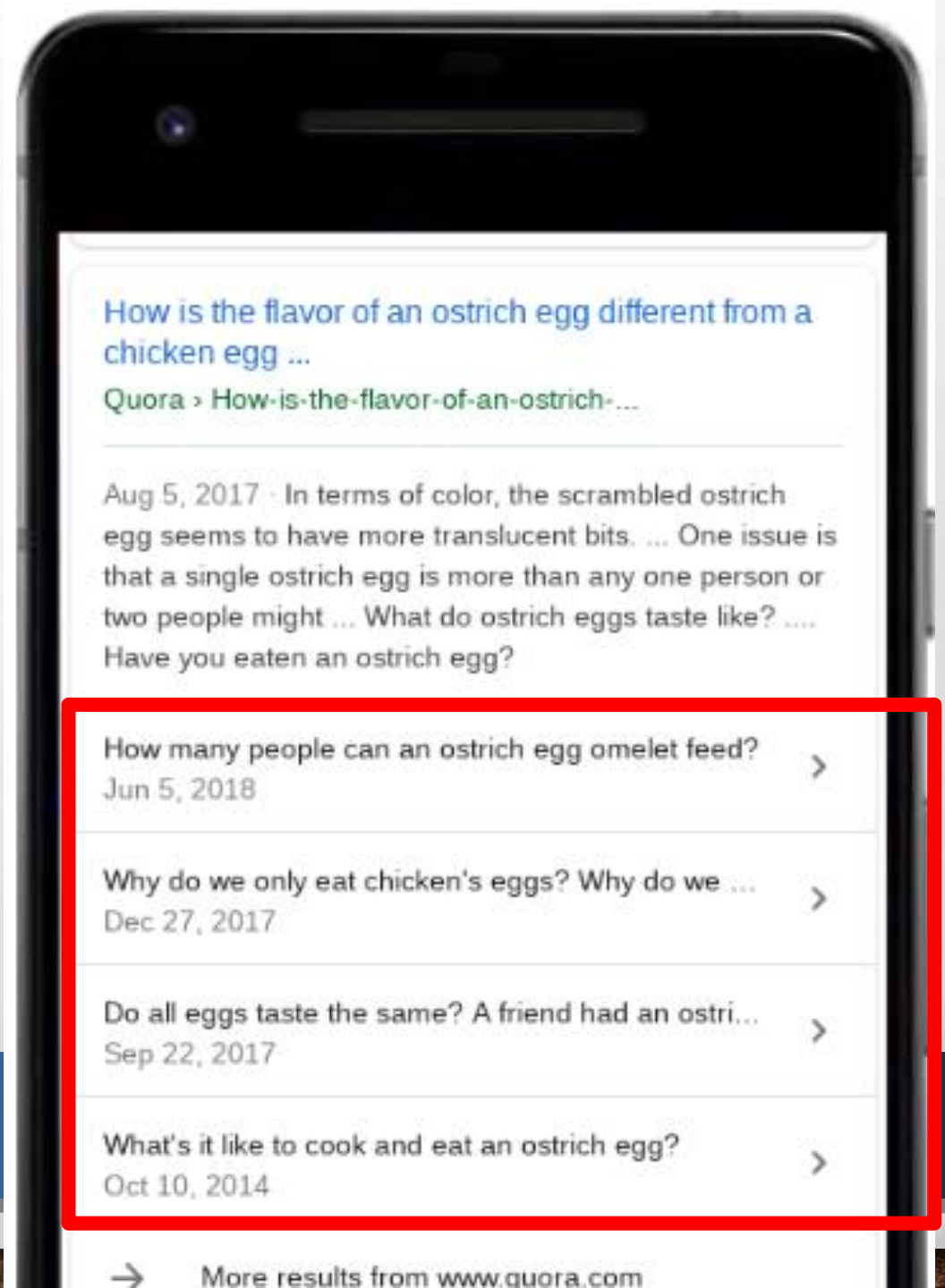
MobileMoxie.com
@Suzzicks



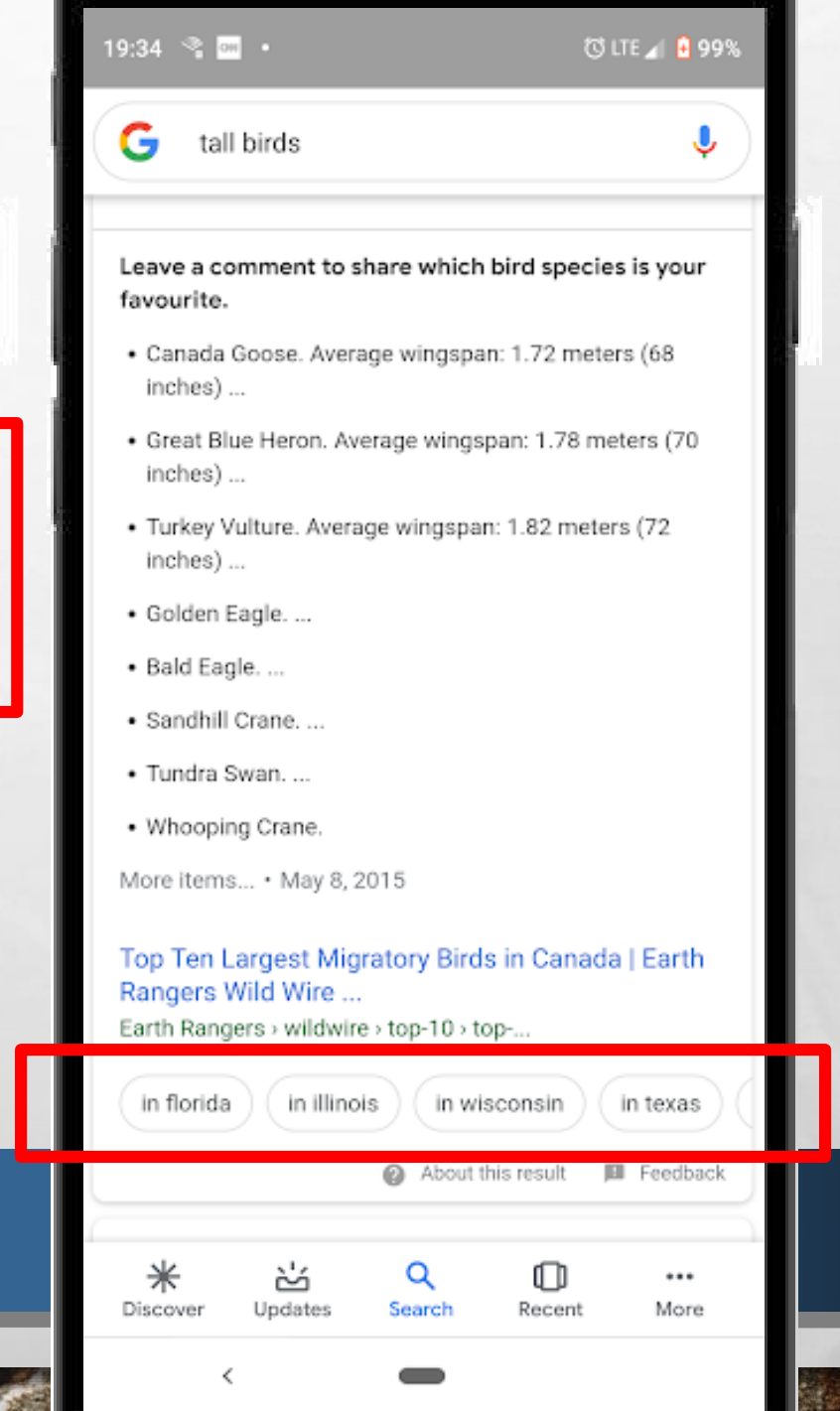
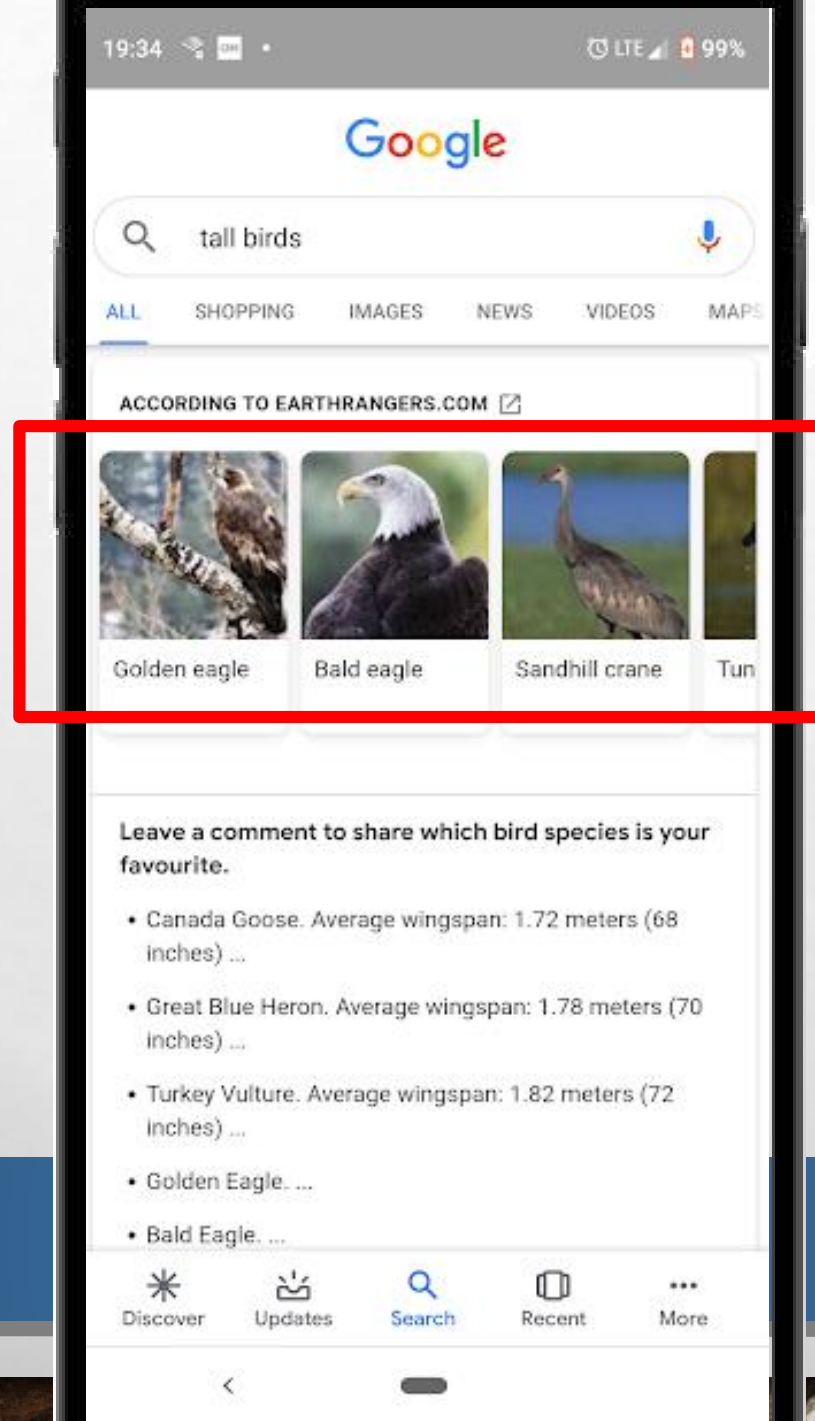
There are Now Way More Links in One SERP



There are Now Way More Links in One SERP



Answer Carousels



What Does Position 1 Even Mean Now?

**Especially if Position 1 is
Halfway Down the Page!**



MobileMoxie.com

@Suzzicks





CASE STUDY

PANIC ROOM SUPPLIES



MobileMoxie.com
@Suzzicks



1:50

LTE



panic room



ALL

VIDEOS

IMAGES

SHOPPING

NEWS

Panic Room

[R] 2002 · Drama/Thriller · 1h 53m

OVERVIEW

CAST

WATCH MOVIE

REVIEWS

QUOTES



Trailer · 2:27



6.8/10

IMDb

75%

Rotten Tomatoes

4.2/5

Vudu

90% liked this movie

Google users



Trapped in their New York brownstone's panic room, a hidden chamber built as a sanctuary in the event of break-ins, newly divorced Meg Altman (Jodie Foster) and

MobileMoxie.com

@Suzzicks



1:50

LTE



panic room



ALL

VIDEOS

IMAGES

SHOPPING

NEWS

Panic Room

[R] 2002 · Drama/Thriller · 1h 53m

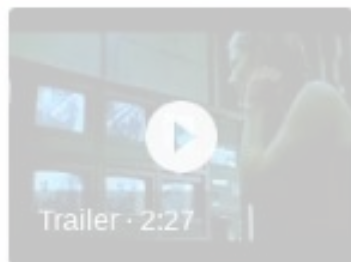
OVERVIEW

CAST

WATCH MOVIE

REVIEWS

QUOTE



Trailer · 2:27



6.8/10

IMDb

75%

Rotten Tomatoes

4.2/5

Vudu

90% liked this movie

Google users



Trapped in their New York brownstone's panic room, a hidden chamber built as a sanctuary in the event of break-ins, newly divorced Meg Altman (Jodie Foster) and

1:50

LTE



panic room supplies anchorage



ALL

SHOPPING

IMAGES

NEWS

VIDEOS

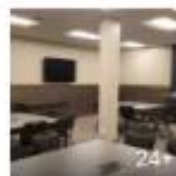
M

Avalanche Escape Rooms LLC

4.8 ★★★★★ (60)

Escape room center in Anchorage, Alaska

Open



OVERVIEW

REVIEWS

PHOTOS

ABOUT



CALL



DIRECTIONS



SAVE



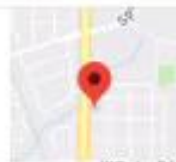
WEBSITE



4111 Minnesota Dr, Anchorage,

AK 99503

2.5 mi



Open · Closes 10PM



QUESTIONS & ANSWERS

Ask the community

MobileMoxie.com

@Suzzicks



1:50

LTE



panic room



ALL

VIDEOS

IMAGES

SHOPPING

NEWS

Panic Room

[R] 2002 · Drama/Thriller · 1h 53m

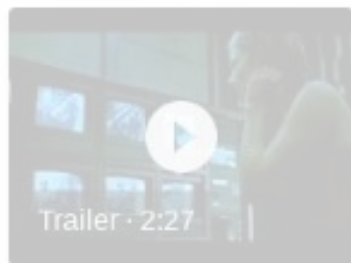
OVERVIEW

CAST

WATCH MOVIE

REVIEWS

QUOTE



Trailer · 2:27



6.8/10

IMDb

75%

Rotten Tomatoes

4.2/5

Vudu

90% liked this movie

Google users



Trapped in their New York brownstone's panic room, a hidden chamber built as a sanctuary in the event of break-ins, newly divorced Meg Altman (Jodie Foster) and

1:50

LTE



panic room supplies anchorage



ALL

SHOPPING

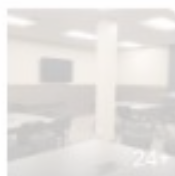
IMAGES

NEWS

VIDEOS

Avalanche Escape Rooms LLC

4.8 ★★★★★ (60)

Escape room center in Anchorage, Alaska
Open

OVERVIEW

REVIEWS

PHOTOS

ABOUT



CALL



DIRECTIONS



SAVE



WEBSITE

4111 Minnesota Dr, Anchorage,
AK 99503

2.5 mi



Open · Closes 10PM

QUESTIONS & ANSWERS

Ask the community

1:50

LTE



panic room supplies



ALL

SHOPPING

IMAGES

VIDEOS

NEWS

M

See panic room supplies

Sponsored

Atlas Safe Rooms -
Alternate Series - ...

\$9,395.00

GunSafes.com

Free shipping

View more

Snapsafe Vault
Room Door - 36-I...

\$1,148.00

Lowe's

★★★★★ (19)

View more

Mr. Heat
Buddy H

\$89.00

REI

★★★★★

View more



For a basic panic room, the U.S. Department of



"Emergency Food" search results for your locations

Table View

Click map marker and to view

3 8040 Prospect Rd, Bozeman, MT, 59715, United States

4 8878 Summit St, Richmond, VA, 23223, United States

5 7004 Magnolia Road, Fitchburg, MA, 1420, United States

6 8284 Beechwood Ave, Highland Park, IL, 60035, United States

7 50 Longbranch St, Lake Charles, LA, 70605, United States

8 3 Wrangler Road, Old Bridge, NJ, 8857, United States



"Emergency Food" results for 8040 Prospect Rd, Bozeman, MT, 59715, United States

☒ Viewed



Google Pixel 2



5 Key

6 C

Paq
Ter
Var

5 Key

6 C

Pa
Ter
Var

5 Key

6 C

Pa
Ter
Var

[illegible]

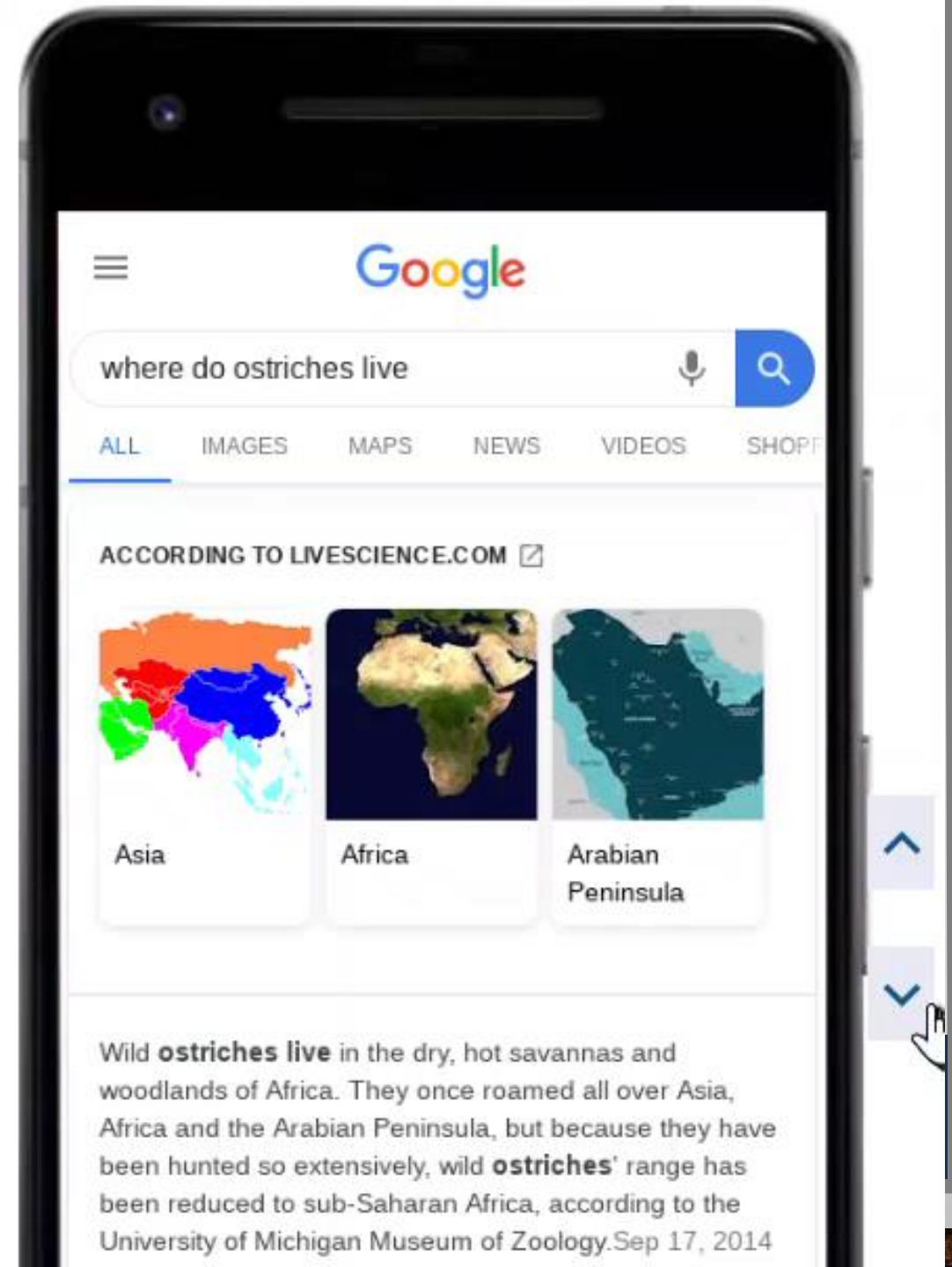
**iOS & Android Results
for Each Keyword**

**Maps, Apps, KG & Ads
for Each Keyword**

Location Search	Top 5 Rankings	Panic Room Supplies		Survival Provisions		
		iOS	Android	iOS	Android	
Helena, MO	ads	Y	Y	Y	Y	Y
	KG/FS	N	N	N	N	N
	map pack	Y	Y	Y	Y	Y
	1	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024
	2	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024
	3	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024
	4	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024
	5	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024
New Orleans, LA	ads	Y	Y	Y	Y	Y
	KG/FS	N	N	N	N	N
	map pack	Y	Y	Y	Y	Y
	1	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024
	2	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024	THE PANIC ROOM SUPPLIES 2024, 2024

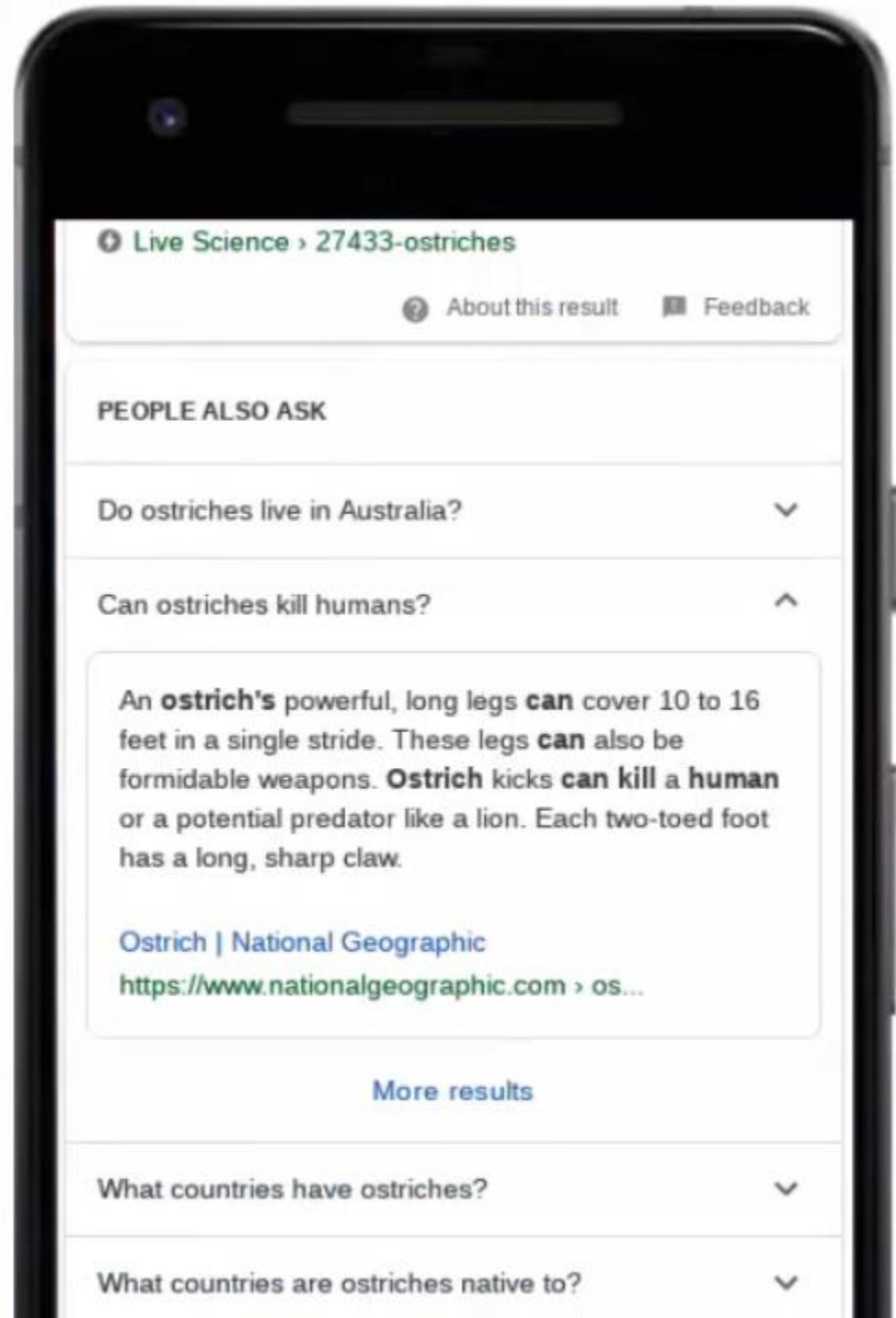
Google is an Answer Engine

– Not just a Search Engine





MobileMoxie.com
@Suzzicks



Live Science > 27433-ostriches

About this result Feedback

PEOPLE ALSO ASK

Do ostriches live in Australia?



Can ostriches kill humans?



An **ostrich's** powerful, long legs **can** cover 10 to 16 feet in a single stride. These legs **can** also be formidable weapons. **Ostrich** kicks **can kill a human** or a potential predator like a lion. Each two-toed foot has a long, sharp claw.

[Ostrich | National Geographic](#)

<https://www.nationalgeographic.com> > os...

[More results](#)

What countries have ostriches?



What countries are ostriches native to?



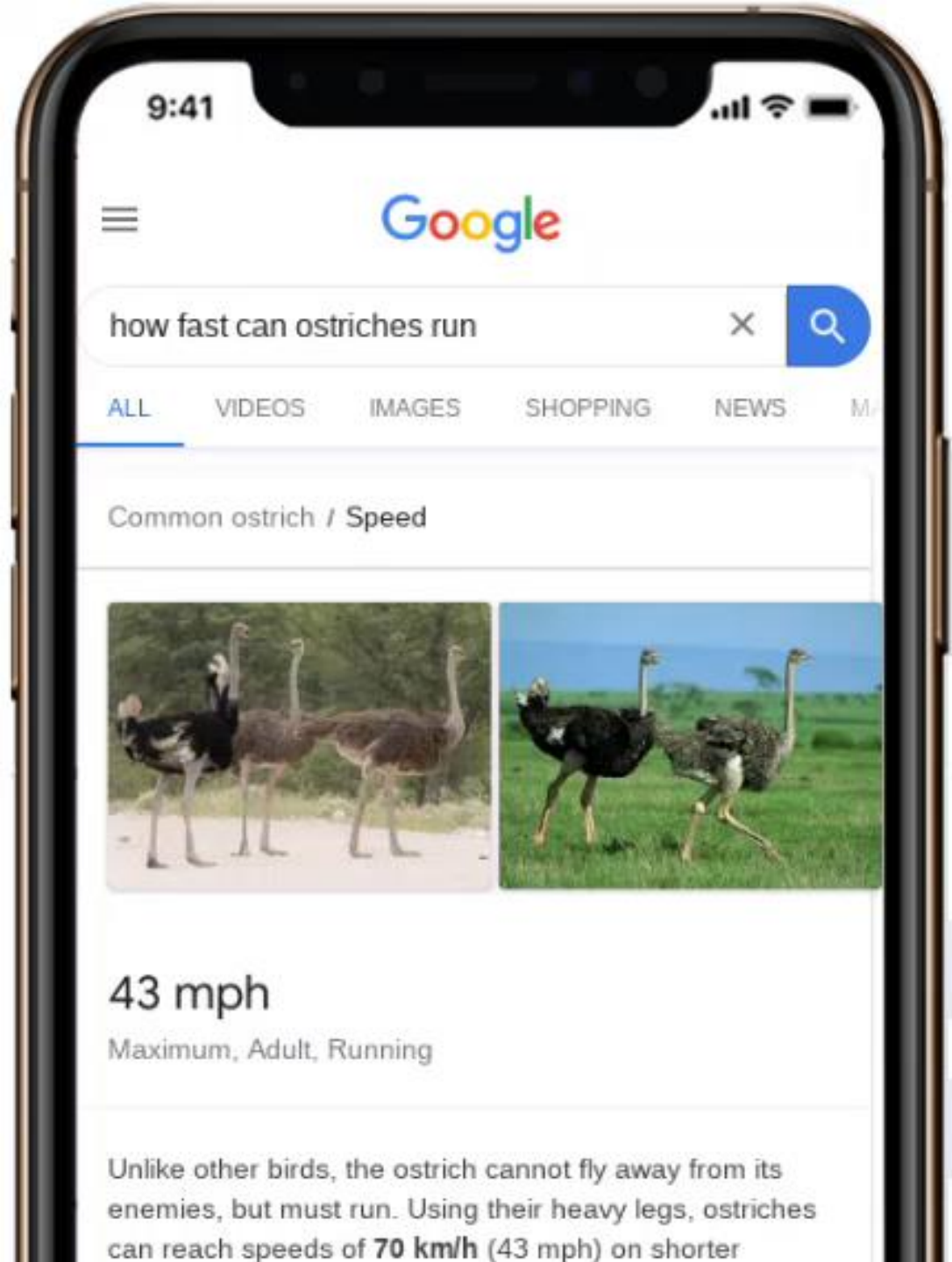


**This is a Really
Big Deal!!!**



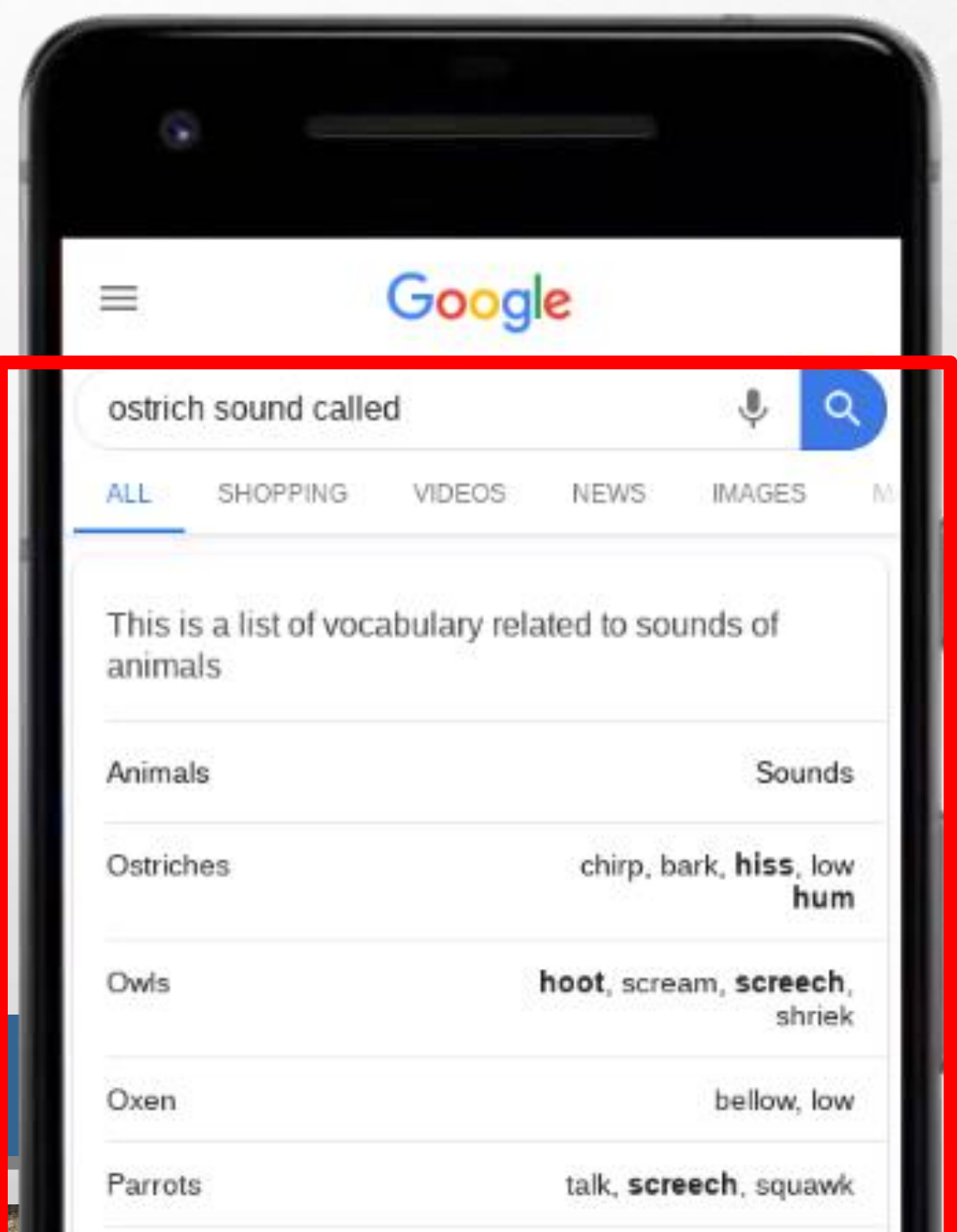
Google is an Answer Engine

– Not just a Search Engine



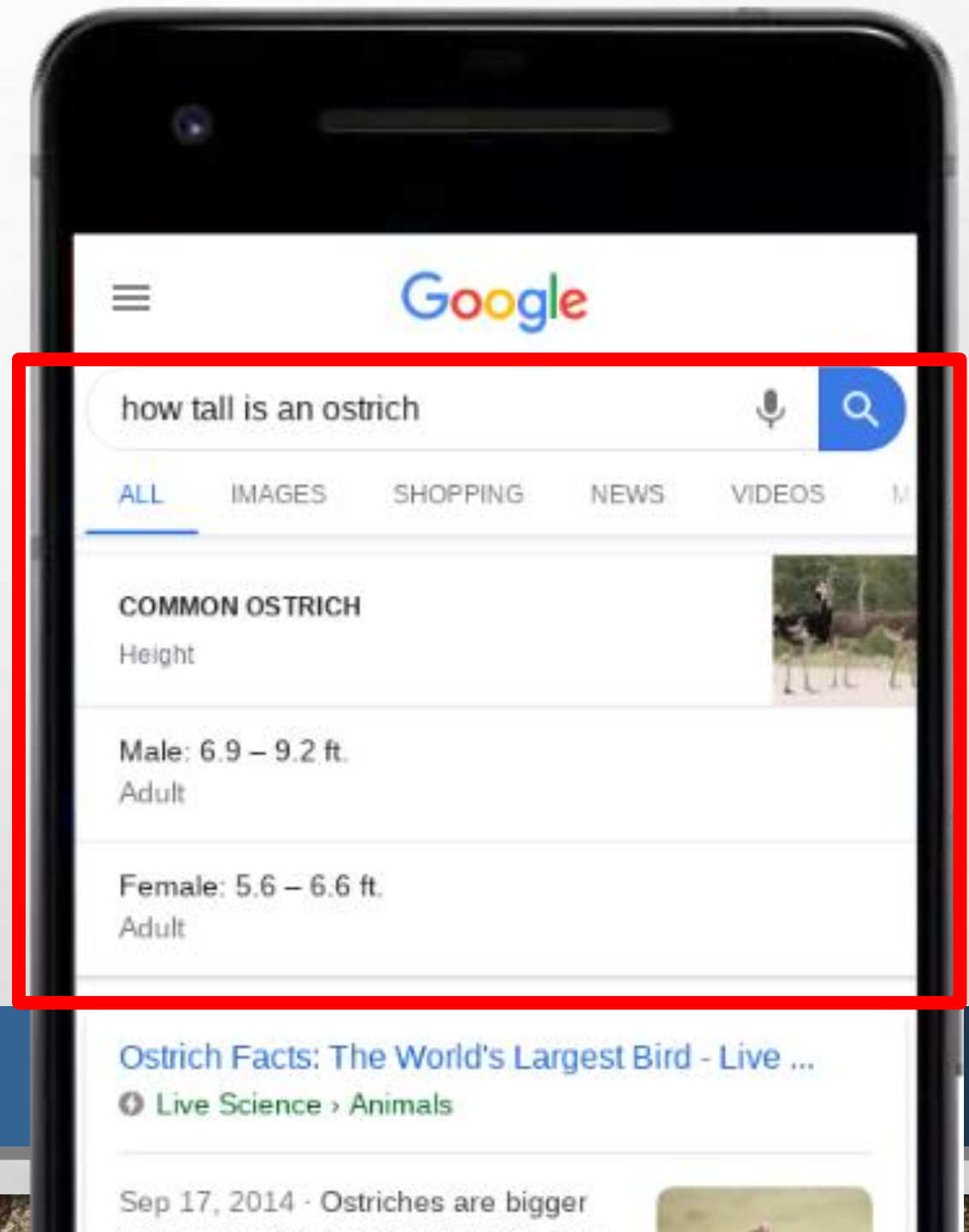
Google is an Answer Engine

– Not just a Search Engine



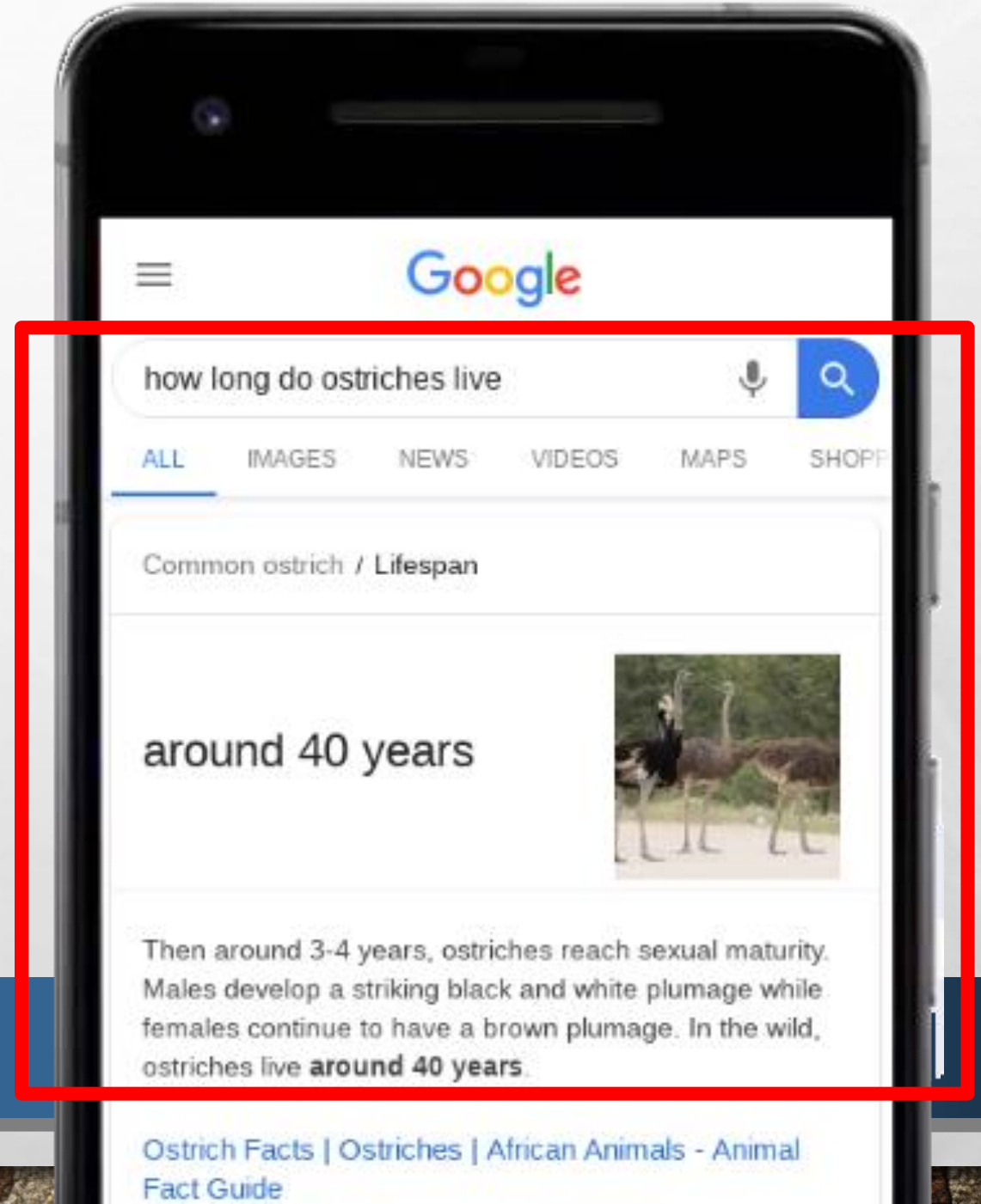
Google is an Answer Engine

– Not just a Search Engine



Google is an Answer Engine

– Not just a Search Engine



Answers in the SERP:

- Top: Featured Snippets
- Middle: People Also Ask
- Bottom: Related Searches



MobileMoxie.com
@Suzzicks

RELATED SEARCHES



where do ostriches live



ostrich habitat



ostrich adaptations



ostrich laying eggs



ostrich reproduction



ostrich food chain



ostrich food



ostrich weight

● 92333, California - Reported by this phone - Update

[Learn more](#)

[Sign in](#)

[Settings](#)

[Help](#)

[Feedback](#)

**And this makes
sense because
of Voice. They
Need Answers –
Not lists of
Websites**



MobileMoxie.com
@Suzzicks



**AN IMPORTANT PART OF
ENTITY-FIRST
INDEXING:**

FRAGGLES



MobileMoxie.com
@Suzzicks

FRAGMENT + HANDLE =

FRAGGLES



FRAGGLES

In Action



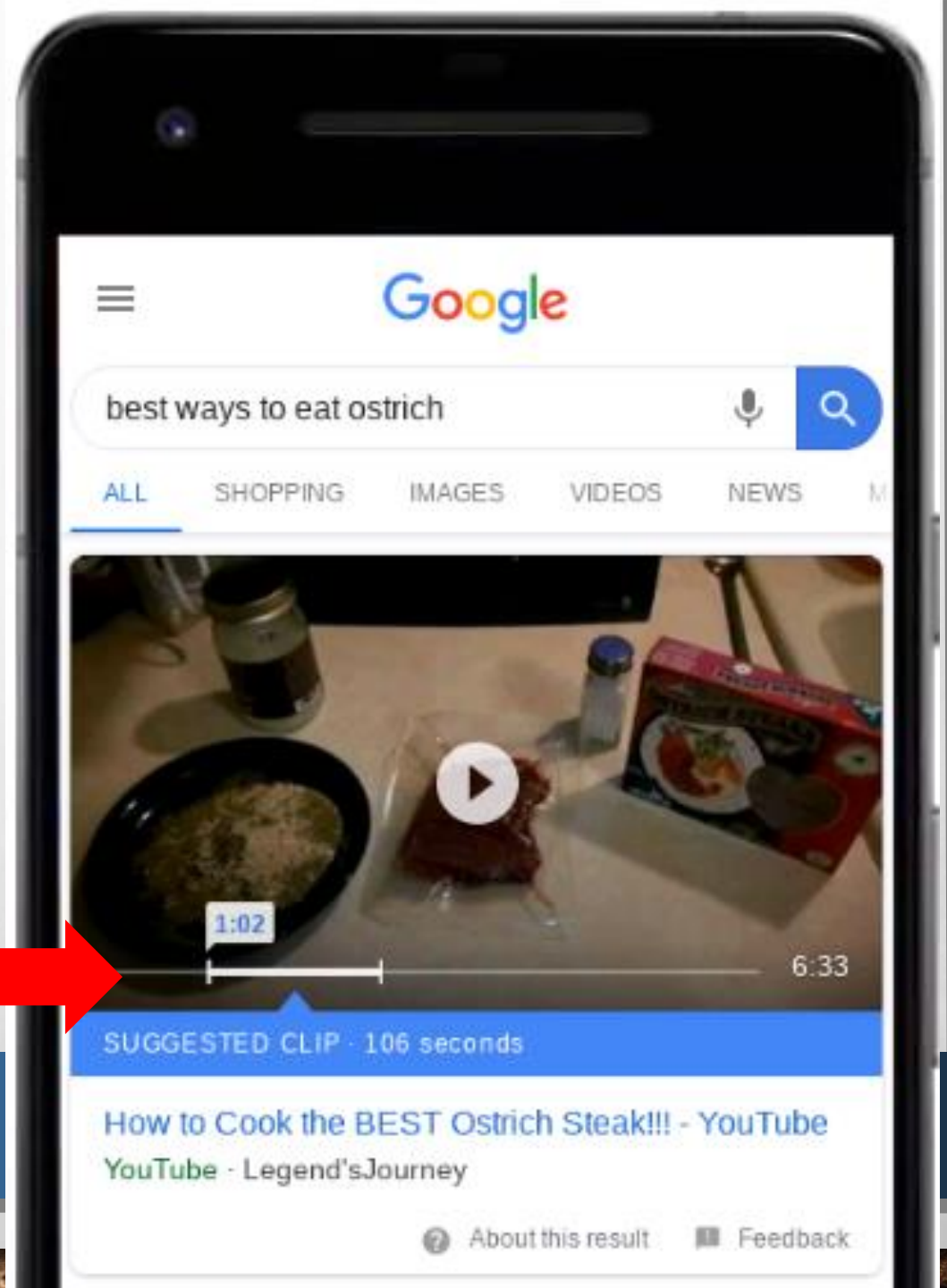
MobileMoxie.com
@Suzzicks



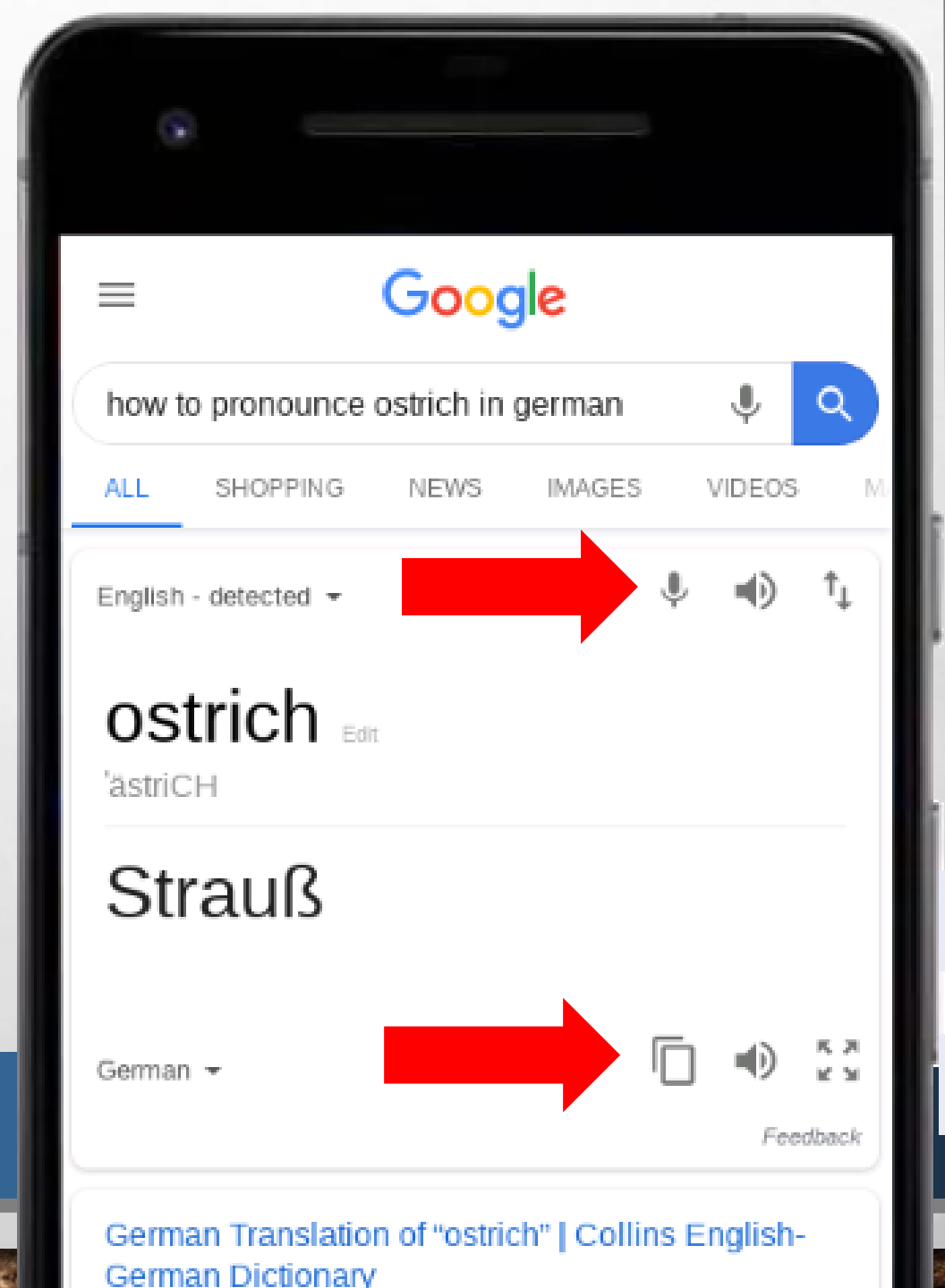
Video FRAGGLES



MobileMoxie.com
@Suzzicks



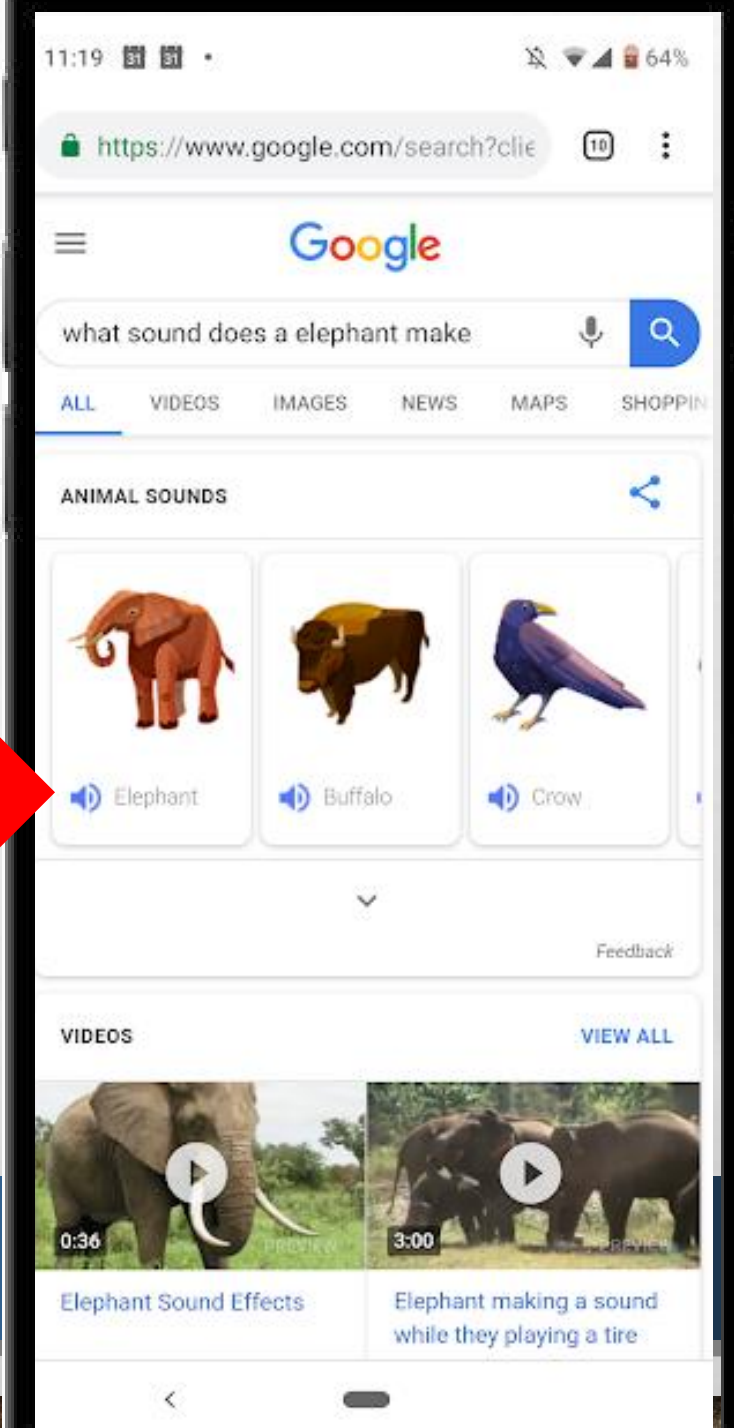
Audio FRAGGLES



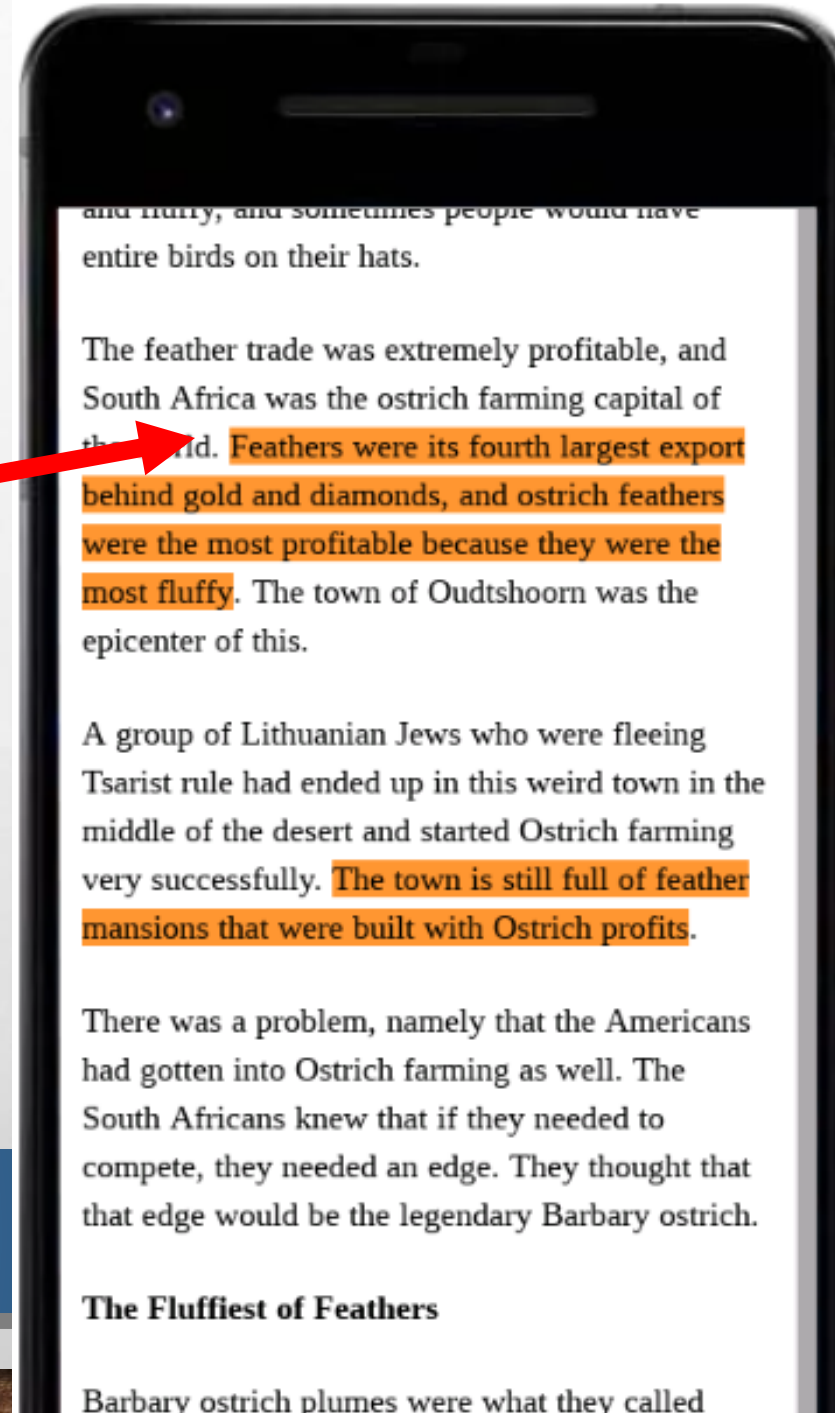
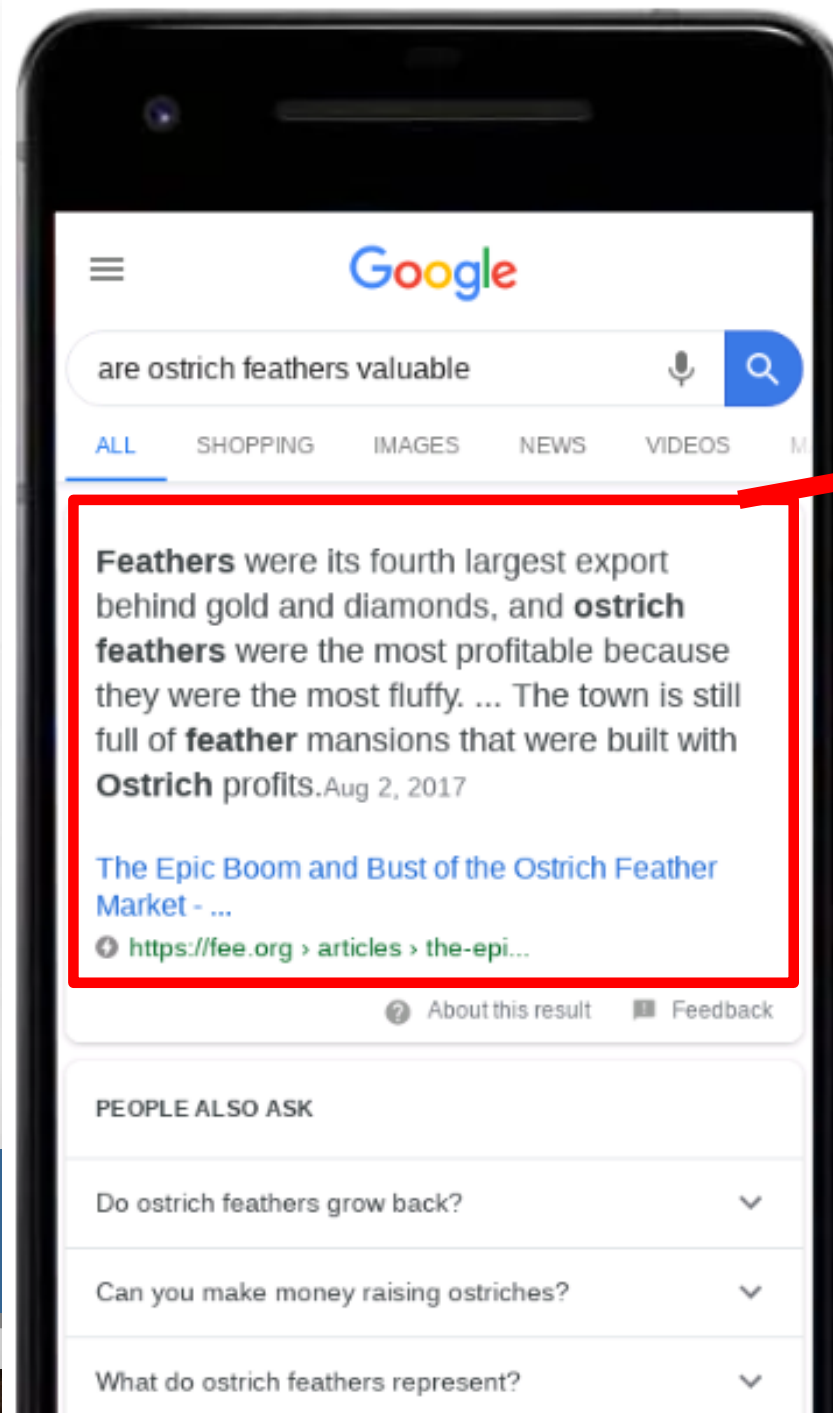
Audio FRAGGLES




MobileMoxie.com
@Suzzicks



AMP Highlighting for Featured Snippets



 **MUST READ:** Microsoft to start nagging users in April about the January 2020 Windows 7 end-of-support deadline



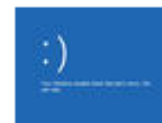
Google Chrome users: You'll soon be able to share links to specific words on websites

Users could soon be able to share a link that scrolls directly to selected text.



By [Liam Tung](#) | February 15, 2019 -- 14:22 GMT (06:22 PST) | Topic: [Mobility](#)

Chrome developers are preparing a new feature for the desktop and mobile browser that will let users share a link that takes the recipient to the exact word the sender has selected.



Enterprise Software
Microsoft: Windows 10 can now automatically uninstall buggy updates

The incoming feature was spotted by

FEATURED

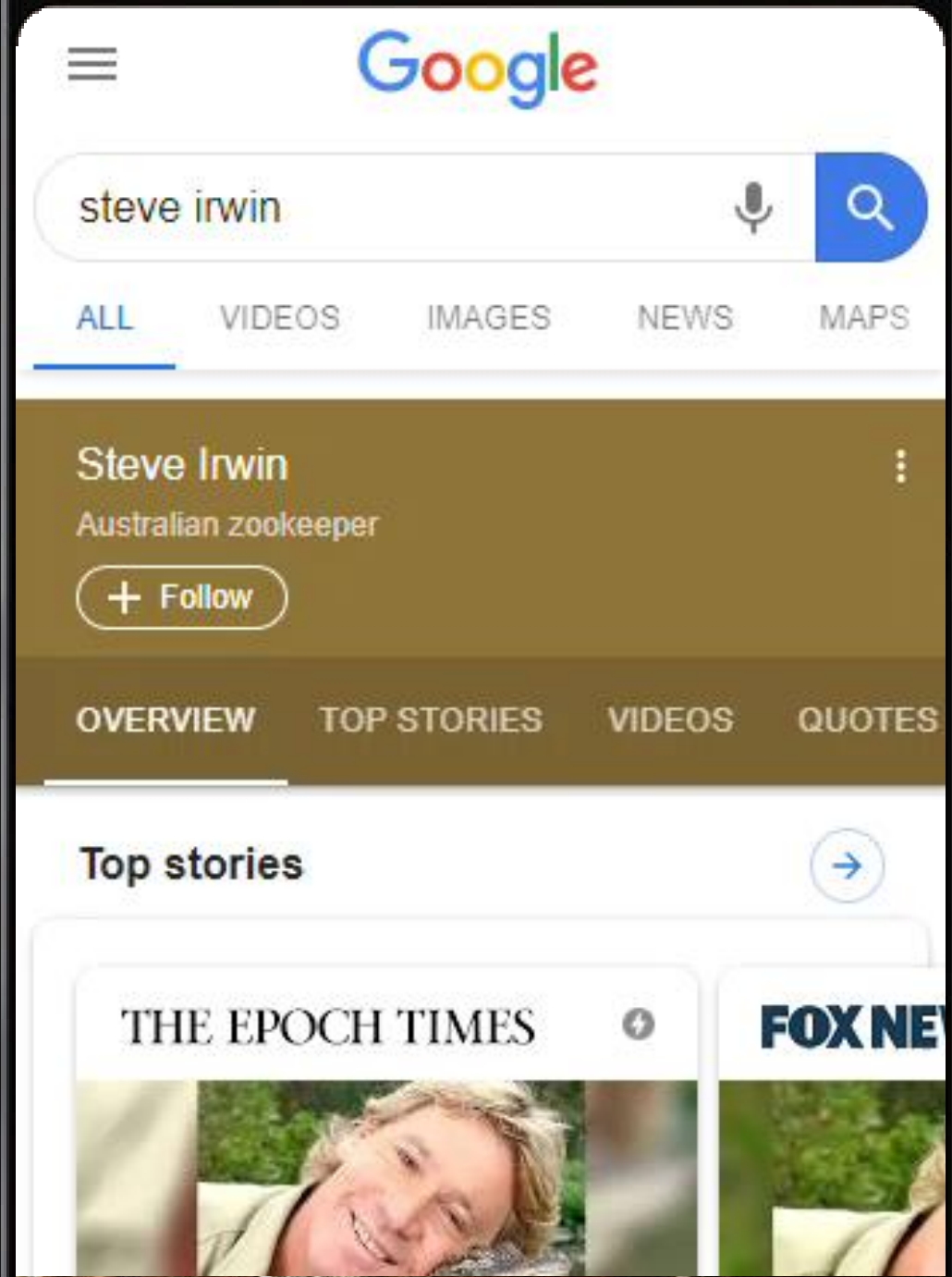


MobileMoxie.com
@Suzzicks

They Can Re-Mix Content they Host in AMP Stories & Knowledge Graph Sometimes Persists...



MobileMoxie.com
@Suzzicks



**These are all
Examples of
Entity-First
Indexing**

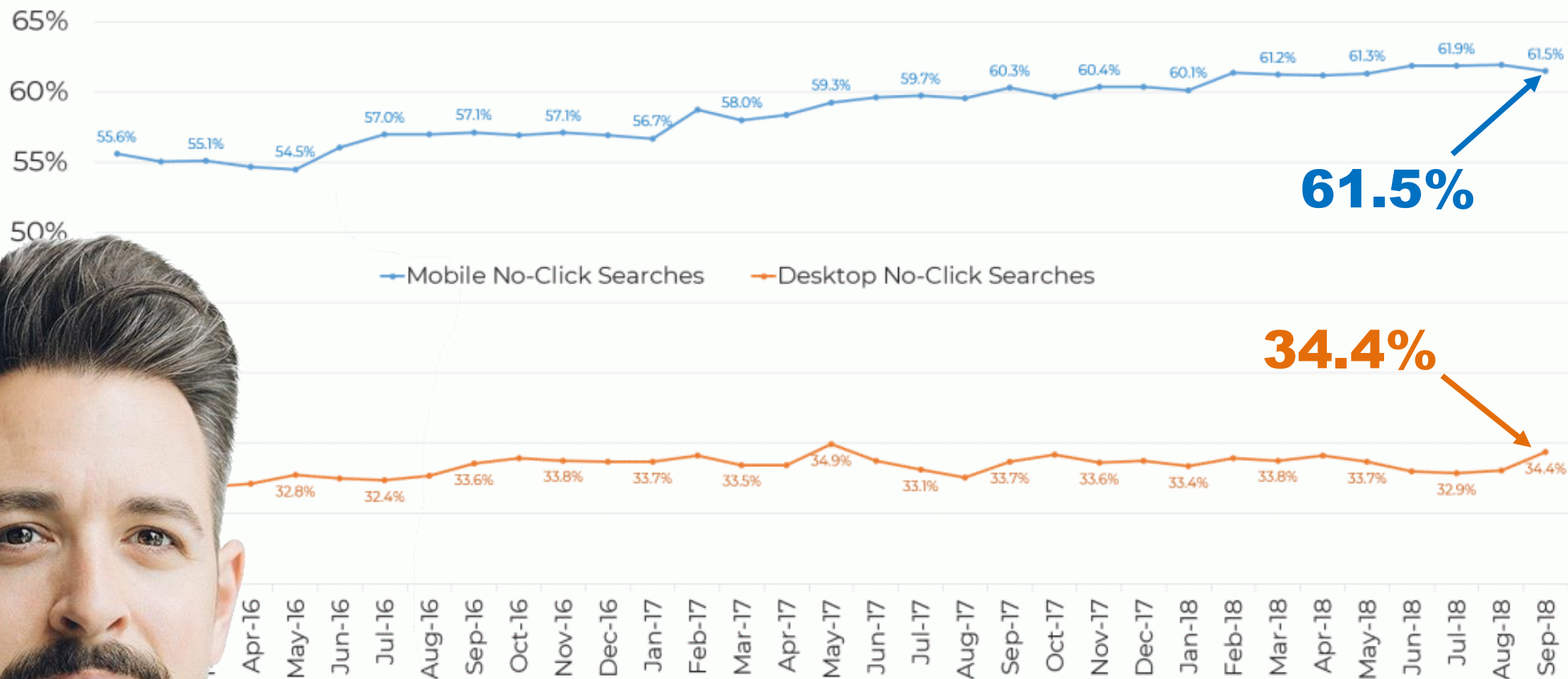




**And They Are
generally
NOT Represented
in Your Analytics**

Google Searches Resulting in ZERO Clicks

Jan. 2016 - Sep. 2018



61.5%

34.4%

Clickstream data via **jumpshot**

Assembled by Rand Fishkin from **SparkToro**

MobileMoxie.com

@Suzzicks



**61.5% of the
Mobile Search Data
IS NOT Represented
in Your Analytics**

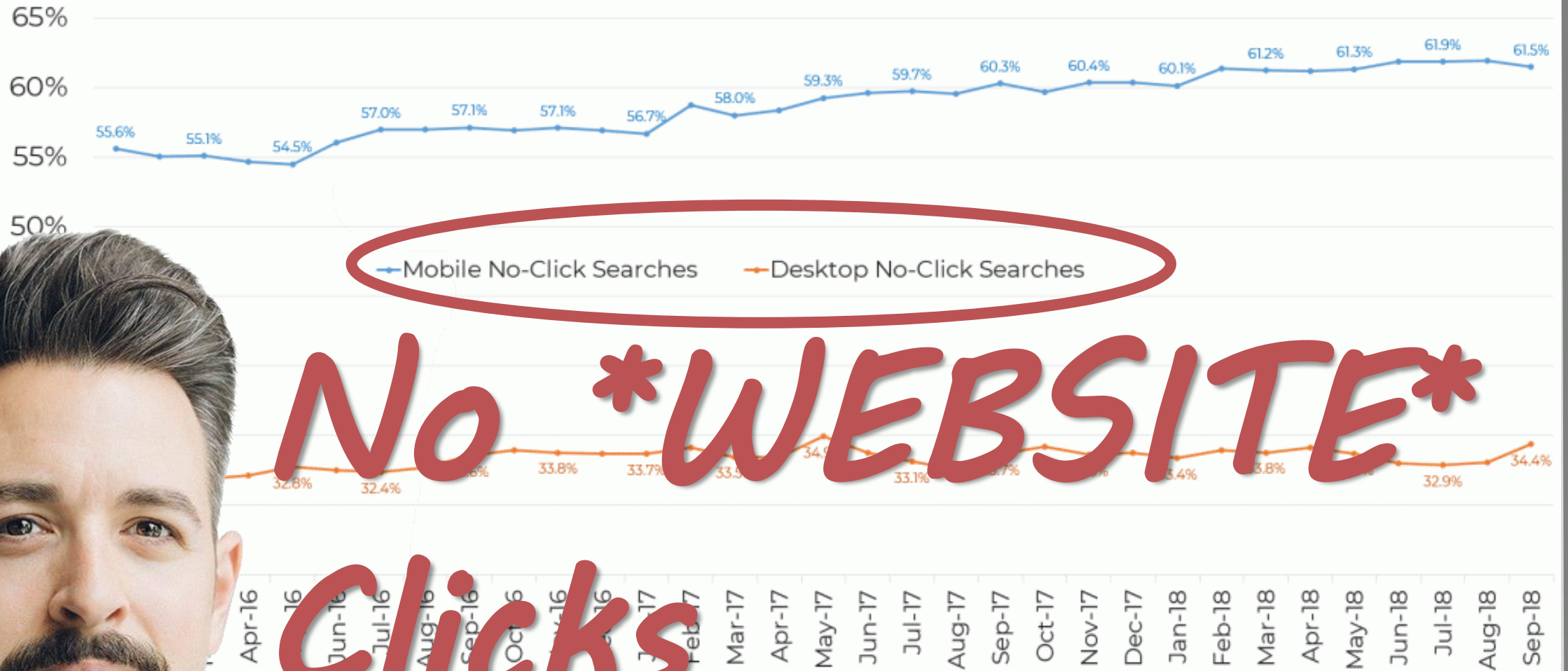




**So Mobile SEO
decisions are
based on only
38.5% of the
Data**

Google Searches Resulting in ZERO Clicks

Jan. 2016 - Sep. 2018



No *WEBSITE* Clicks

Clickstream data via **jumpshot**

Assembled by Rand Fishkin from **SparkToro**

MobileMoxie.com
@Suzzicks



**Google & Their
Users LOVES
Hosted
Inclusions!**

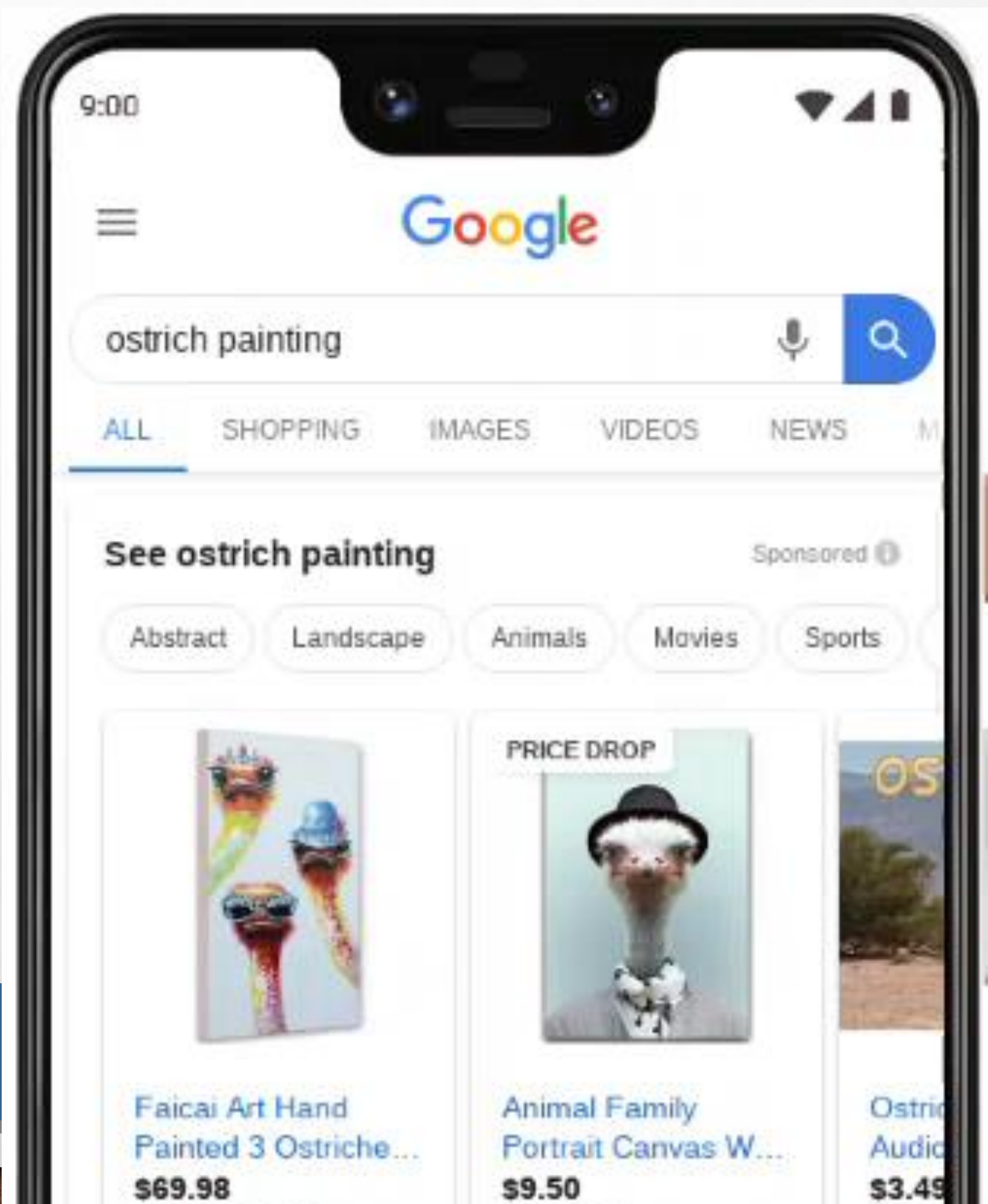


Hosted Inclusions Are...

MORE INTERESTING THAN BLUE LINKS!!!



MobileMoxie.com
@Suzzicks





MobileMoxie.com
@Suzzicks



latest news



All

News

Videos

Shopping

Images

More

Settings

Tools

About 16,320,000,000 results (0.75 seconds)

Top stories

Liverpool Echo

4 hours ago

The Telegraph

9 hours ago

Daily Star

54 mins ago

[→ More for latest news](#)

<https://www.dailystar.co.uk> › News ▾

MobileMoxie.com

@Suzzicks





latest news



All

News

Videos

Shopping

Images

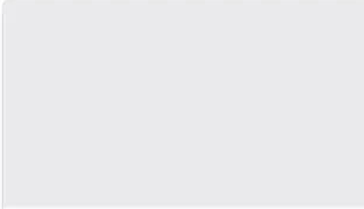
More

Settings

Tools

About 16,320,000,000 results (0.75 seconds)

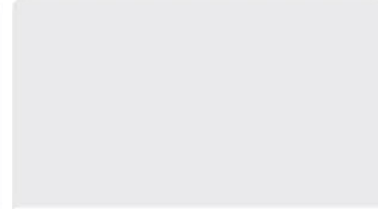
Top stories



Liverpool Echo
4 hours ago



The Telegraph
9 hours ago



Daily Star
54 mins ago



→ [More for latest news](#)

<https://www.dailystar.co.uk> › News ▾





Google

latest news

All

News

Videos

Shopping

Images

More

Settings

Tools

About 16,320,000,000 results (0.75 seconds)

Top stories

Liverpool Echo

4 hours ago

The Telegraph

9 hours ago

Daily Star

54 mins ago

→ [More for latest news](#)


<https://www.dailystar.co.uk> › News ▾

MobileMoxie.com

@Suzzicks



Traffic



45%

Google

latest news



All

News

Videos

Shopping

Images

More

Settings

Tools

About 16,320,000,000 results (0.75 seconds)

Top stories

Liverpool Echo

4 hours ago

The Telegraph

9 hours ago

Daily Star

54 mins ago

→ [More for latest news](#)

<https://www.dailystar.co.uk> › News ▾



MobileMoxie.com
@Suzzicks



**As SEO's we need to
start to think like
Google, to Predict
what Google will do**



**Google Indexing API
lets you get pages in
or out of their Index
in**


24 hours



**Google Indexing API
lets you get pages in
or out of their Index
in**

24 hours

**@dsottimano &
@richardbaxter**



**Start to think XML &
Schema as API's for
Google.**



MobileMoxie.com
@Suzzicks

**Now start to ALSO
think of GMB, AMP &
Google News APIs to
Google.**

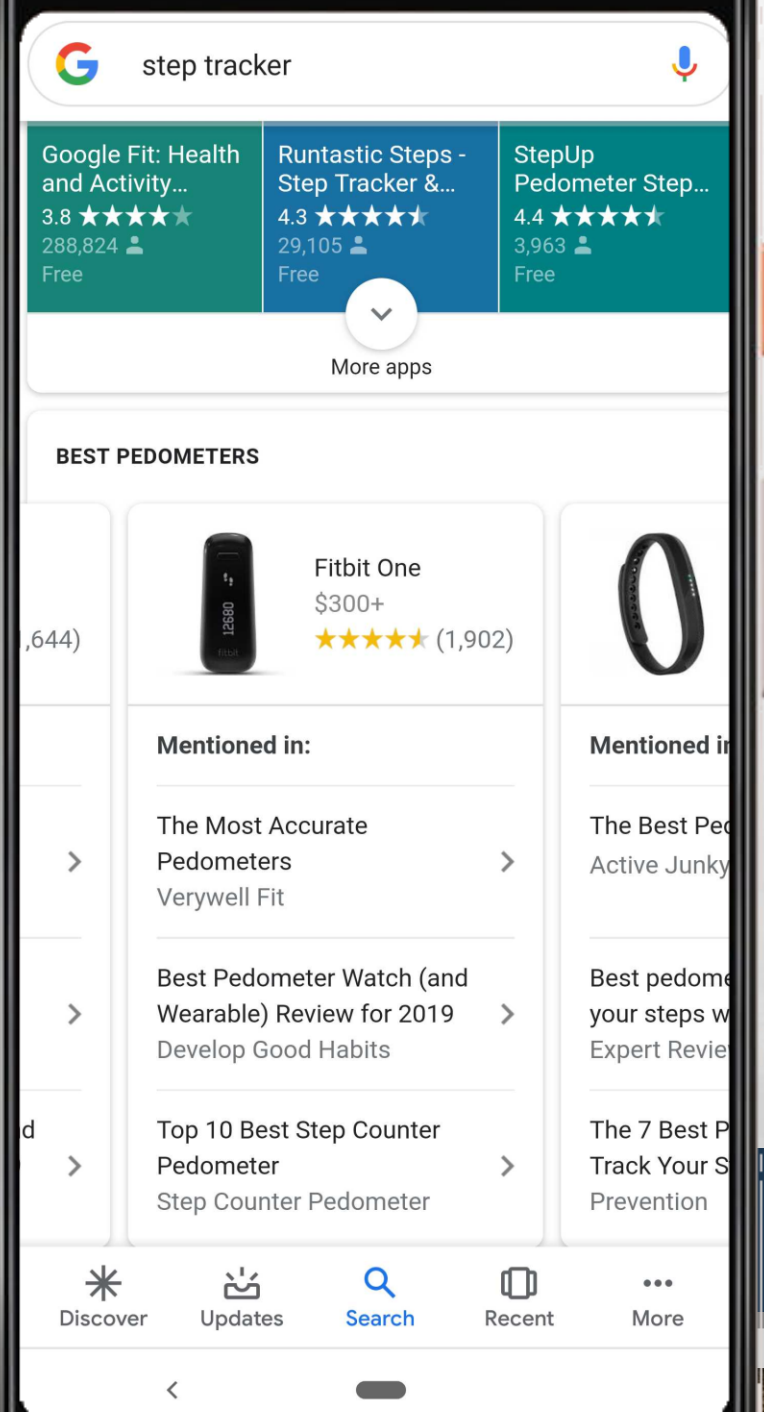


Free PLA's from Google Merchant Center –

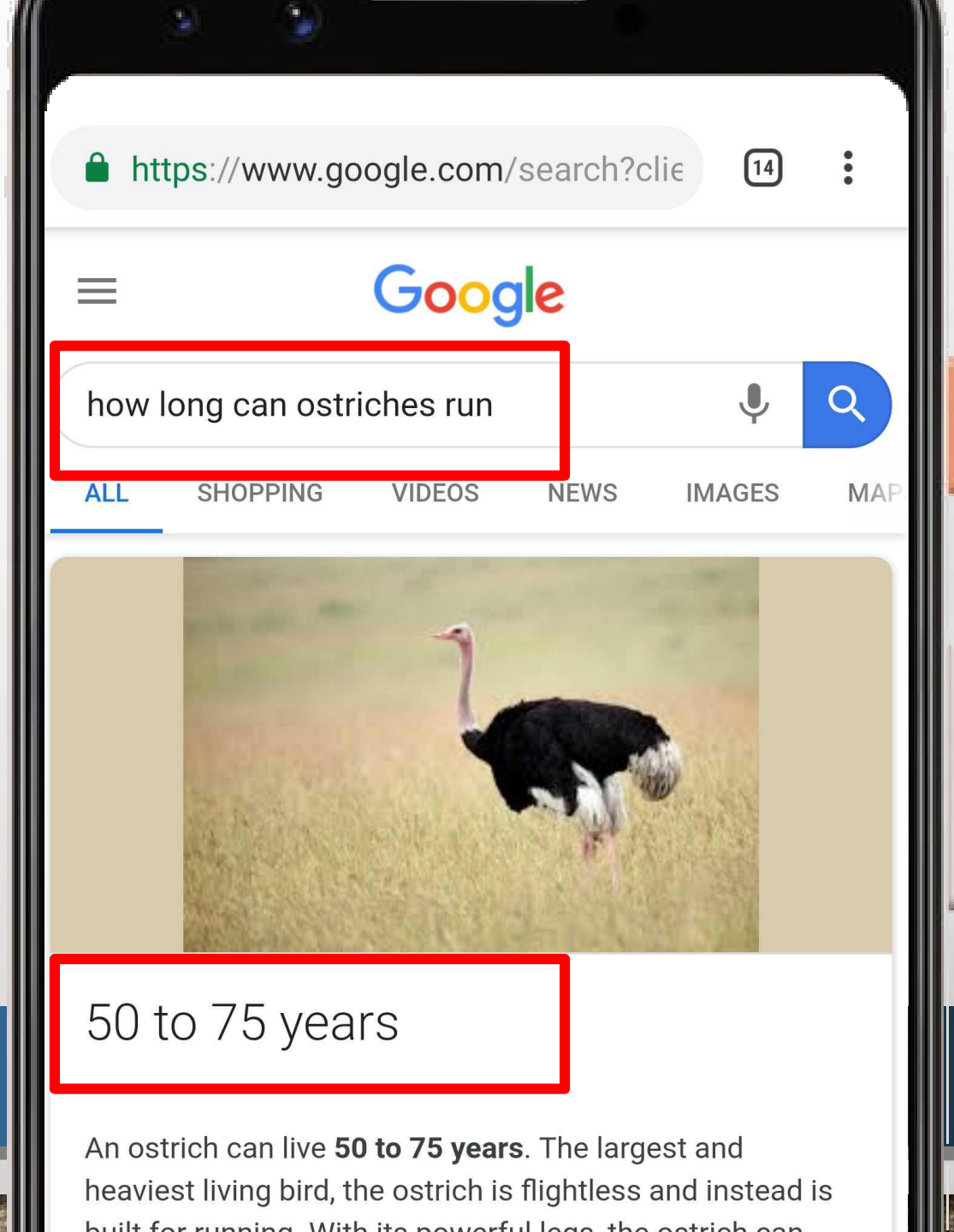
All from an XML File!



MobileMoxie.com
@Suzzicks



Bad Answers & Knowledge Graph



**Anything Google
Hosts or Ingest as a
Feed Seems to Have
An Advantage**



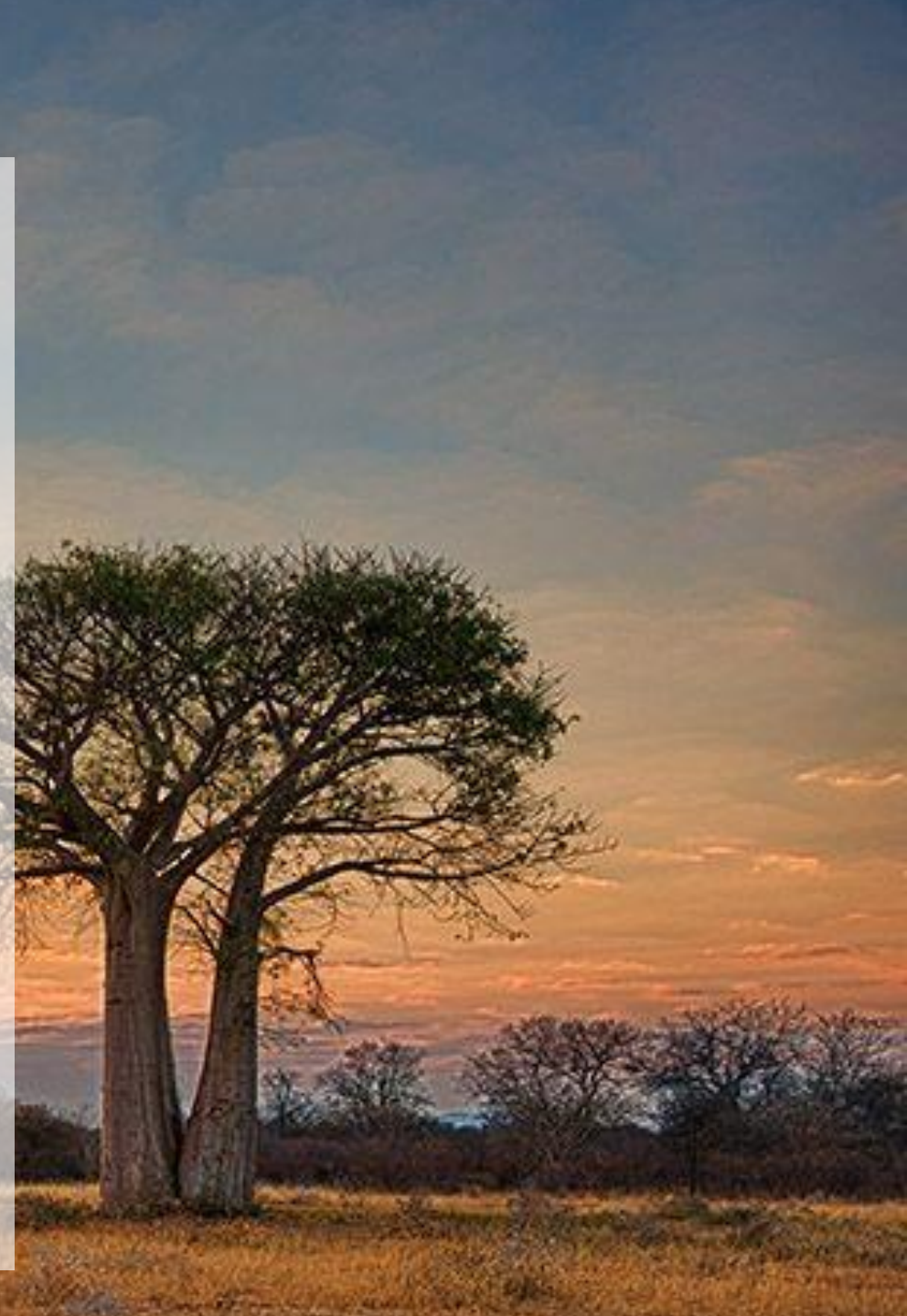
**They Can
Speak Them
on a Google
Home, or with
Google
Assistant**



MobileMoxie.com
@Suzzicks

**Entity ID's from the
Knowledge Graph
are Numeric.**

Language Agnostic



MOBILE SERP TEST

TEST IN MULTIPLE LOCATIONS

SAVED TESTS

API

i

Country *	State *	City *	Zip/Post Code	Street Address
<input type="text" value="United States"/>	<input type="text" value="Alaska"/>	<input type="text" value="Anchorage"/>	<input type="text" value="99507"/>	<input type="text" value="2421 E Tudor Rd Suite 8"/>
Search Term *			Engine	Language
<input type="text" value="ostrich"/>			<input type="text" value="Google"/>	<input type="text" value="Hindi"/>
Select up to two devices *				
<input type="text" value="iPhone XS Max"/>			<input type="text" value="Google Pixel 2XL"/>	
<input type="button" value="RUN TEST"/>				

Note About CAPTCHAs: As you explore our APIs, you may encounter a CAPTCHA in your searches. Please click through the CAPTCHA, as this will help Google recognize that our users are indeed humans and not robots. Thanks!

iPhone XS Max

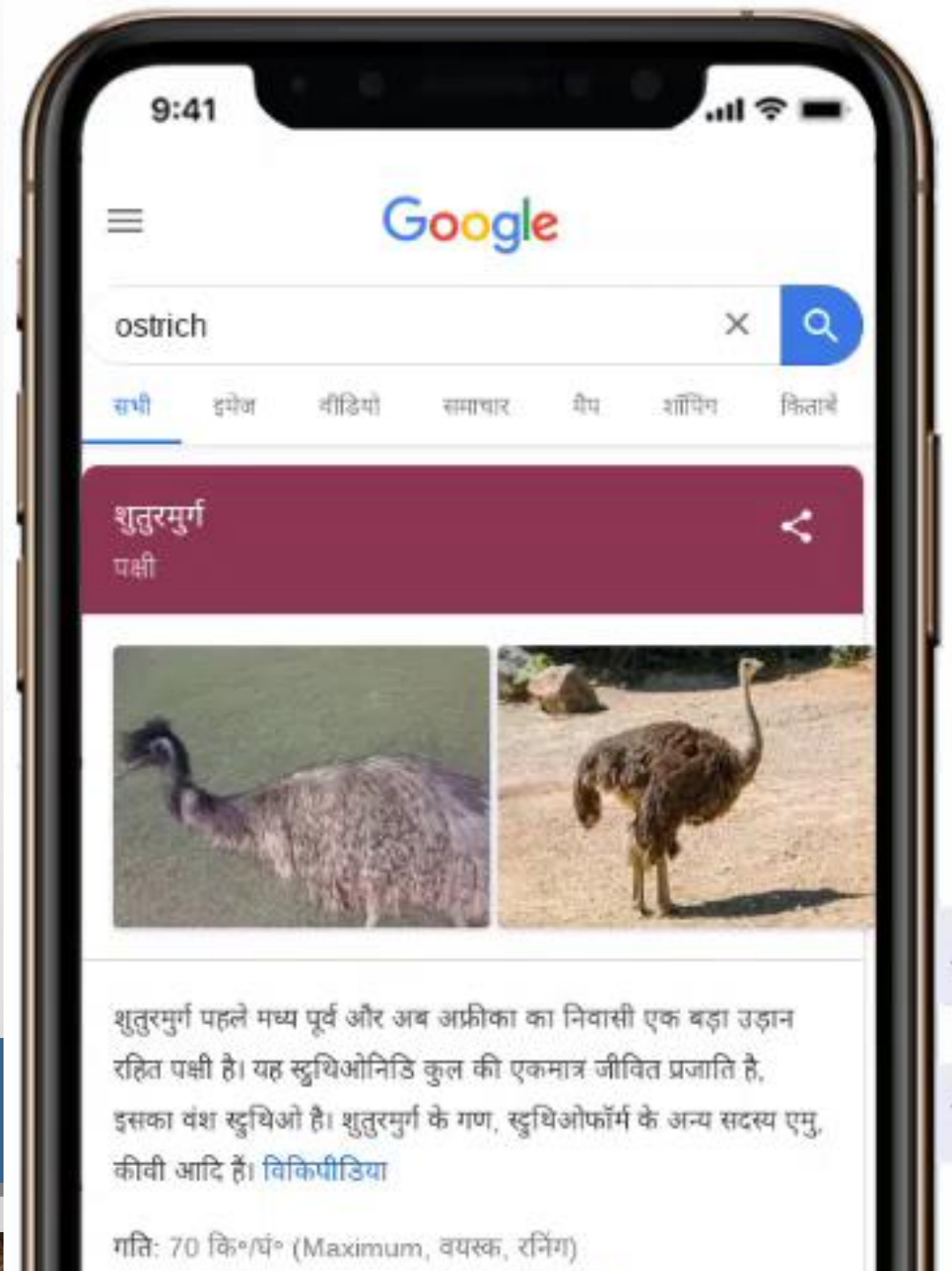
Google Pixel 2XL



THEY CAN EVEN TRANSLATE IT



MobileMoxie.com
@Suzzicks



Powerful text analysis

Google Cloud Natural Language reveals the structure and meaning of text both through powerful pretrained machine learning models in an easy to use REST API and through custom models that are easy to build with AutoML Natural Language^{BETA}. Learn more about Cloud AutoML.

You can use Cloud Natural Language to extract information about people, places, events, and much more mentioned in text documents, news articles, or blog posts. You can use it to understand sentiment about your product on social media or parse intent from customer conversations happening in a call center or a messaging app. You can analyze text uploaded in your request or integrate with your document storage on Google Cloud Storage.



Try the API





CASE STUDY

RUNNING SHOES



MobileMoxie.com
@Suzzicks



MOBILE SERP TEST

TEST IN MULTIPLE LOCATIONS

SAVED TESTS

API



Country *

United States

State *

Iowa

City *

Alton

Zip/Post Code

51003

Street Address

1109 3rd Ave

Search Term *

Best running shoes

Engine

Google

Language

English

Select up to two devices *

iPhone XS Max

Google Pixel 3

RUN TEST

Note About CAPTCHAs: As you explore our APIs, you may encounter a CAPTCHA in your searches. Please click through the CAPTCHA, as this will help Google recognize that our users are indeed humans and not robots. Thanks!

iPhone XS Max

< Back



Forward >



Google Pixel 3

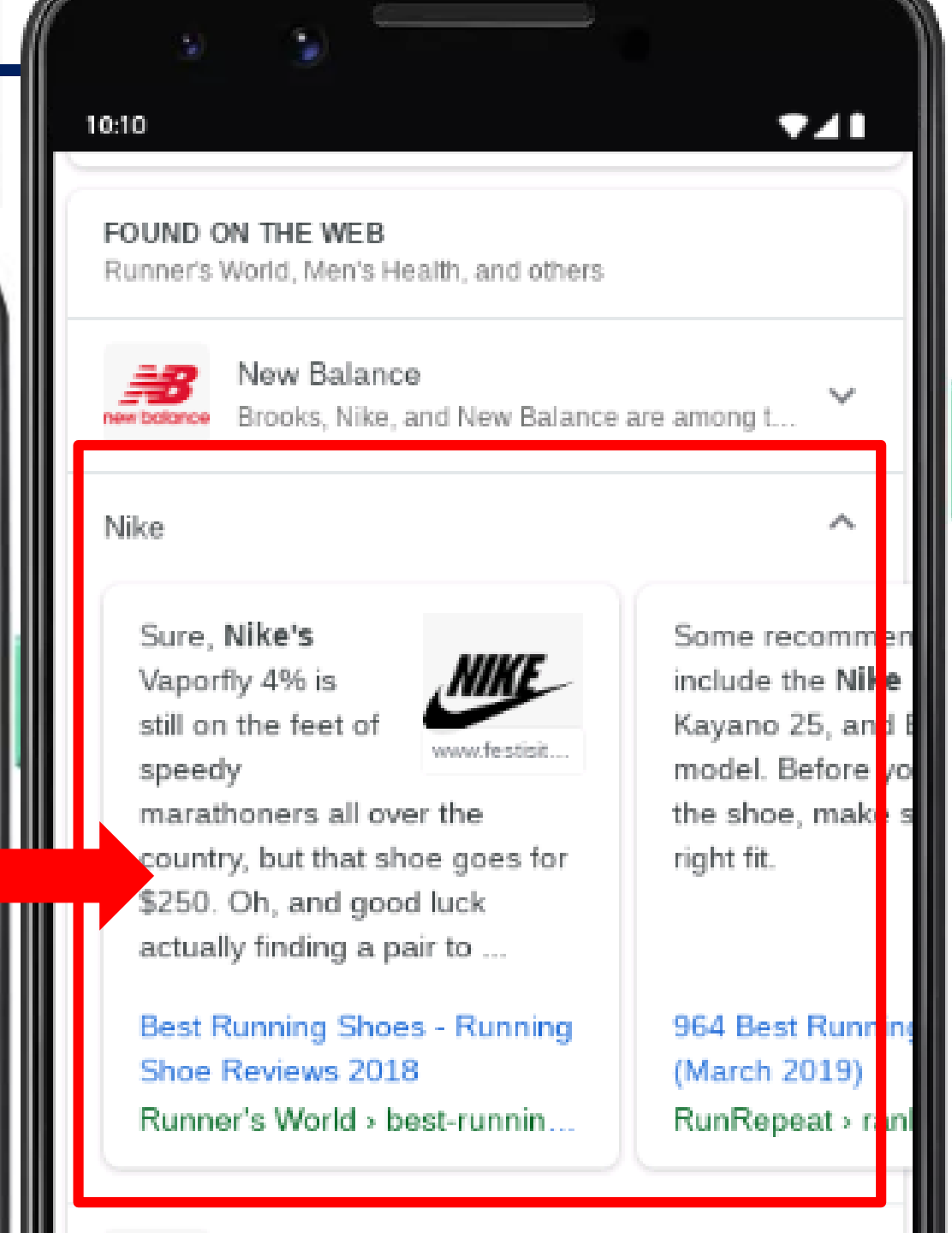
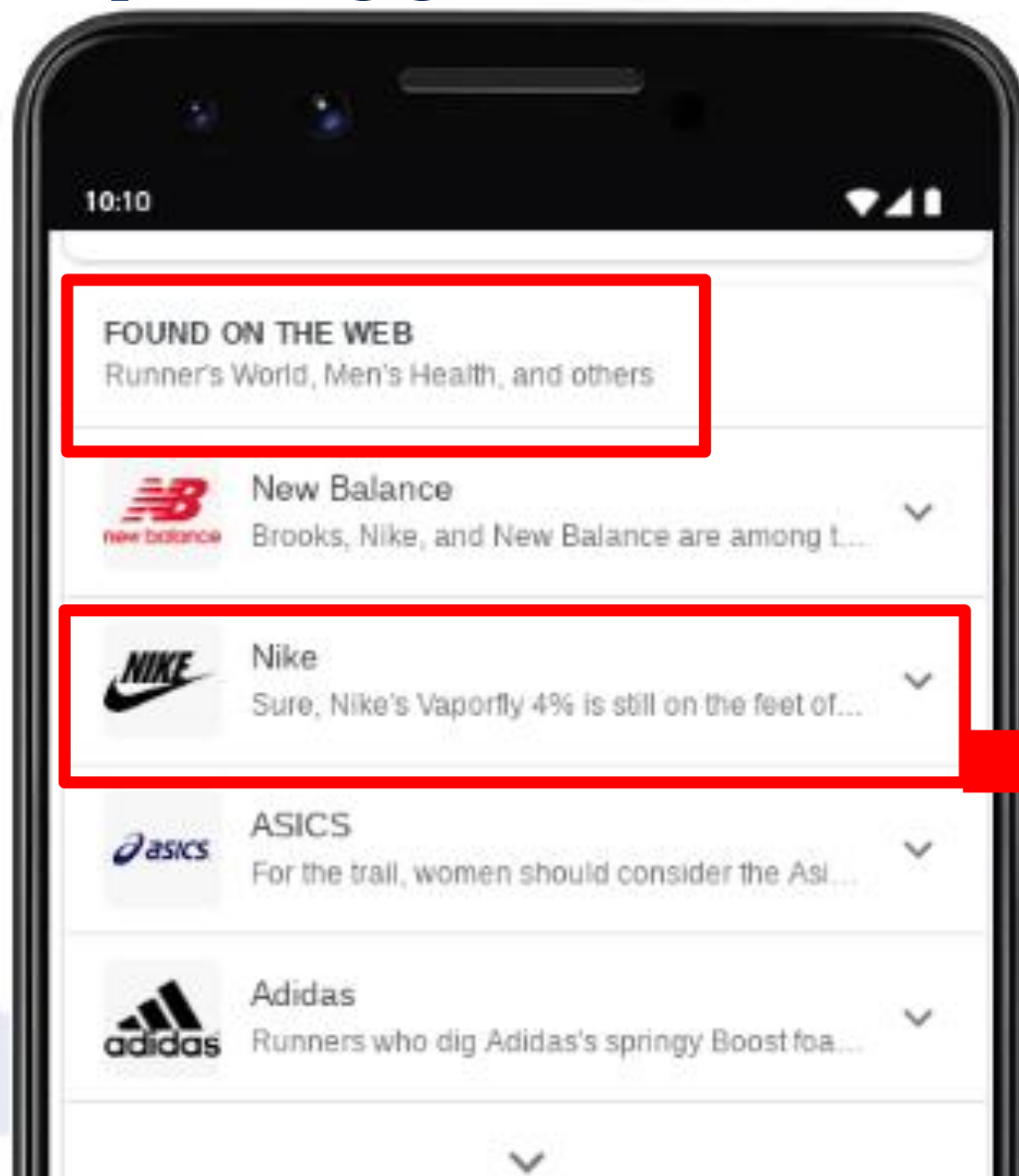
< Back



Forward >



Currently Page Links - Someday Fraggles



5 Keywords

4 Addresses

[illegible]

"Nike" search results for your locations

Click [map marker](#) and [👁](#) to view

[Table View](#)

1 280 Aldington Road, Kems Creek, New South Wales, 2178, Australia

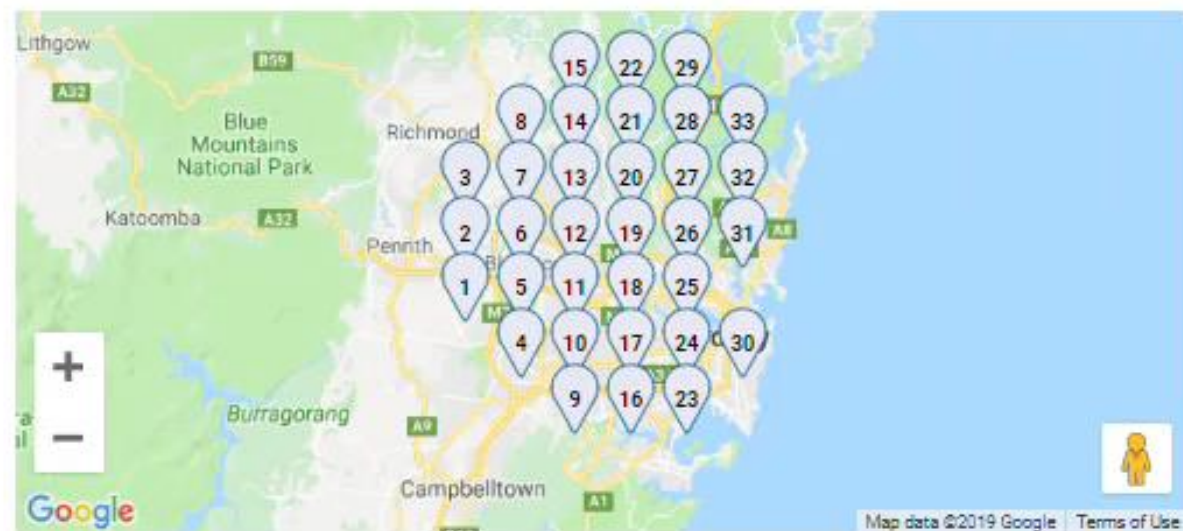
2 45 Hewitt Street, Colyton, New South Wales, 2760, Australia

3 Unnamed Road, Shanes Park, New South Wales, 2747, Australia

4 247 Hoxton Park Road, Cartwright, New South Wales, 2168, Australia

5 1 Wewak Place, Bossley Park, New South Wales, 2176, Australia

6 9 Aliberti Drive, Blacktown, New South Wales, 2148, Australia



P1



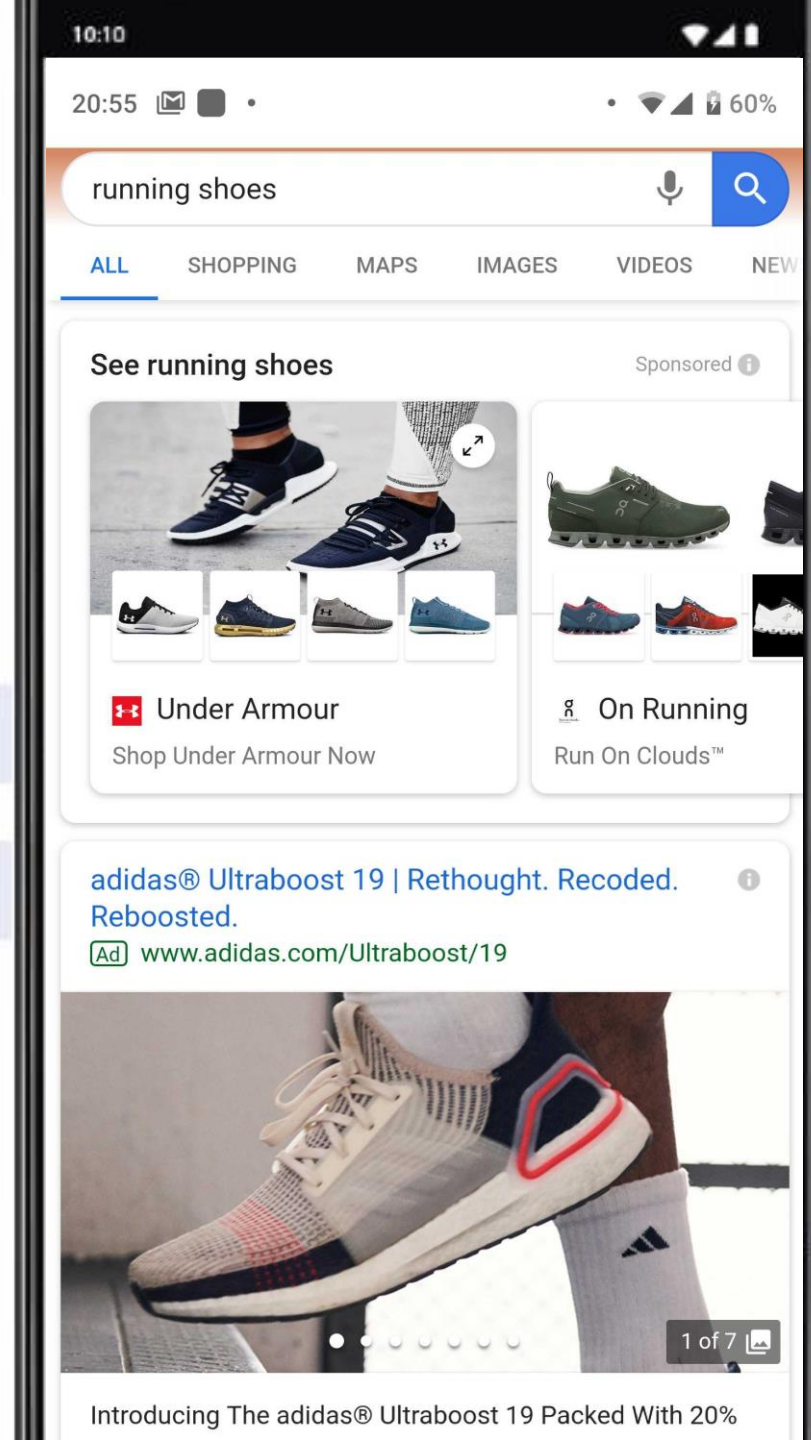
fx

	A	B	C	D	E	F	G	H	I	J	K	L	M
	Street #	Streetname	City	State	Post Code	Country	Primary Ranking: GMB/Map/Other	Map is Nike Only? (y/n)	GMB Correct NAP (y/n)	GMB Useful Image (y/n)	GMB 3.5+ Star Rating (y/n)	GMB Average Reviews	GMB Total # Reviews
1													
2	2/525	George St	Sydney	NSW	2000	AU	GMB		Yes	Yes	Yes	3.6	5
3	201	Elizabeth St	Sydney	NSW	2000	AU	Map	No	NA	Yes	No - 3.1 Stars	3.1	23
4	69/455	George St	Sydney	NSW	2000	AU	GMB		Yes	Yes	Yes	4.3	4
5	110-11	The Corso	Manly	NSW	2095	AU	GMB		Yes	Yes	Yes	3.6	7
6	Pad Sit	Carlisle Ave	Sydney	NSW	2770	AU	GMB		Yes	Yes	Yes	3	25
7	3181	Richardson Hwy	Sydney	NSW	2000	AU	GMB		Yes	Yes	Yes	3.7	17
8	180	West Four Feathers Lane	Sydney	NSW	2000	AU	Map	Yes	NA	Yes	Yes	4	3
9	5333	Highway 64	Sydney	NSW	2000	AU	GMB		Yes	Yes	Yes	3.5	8
10	1540	South Tomahawk Road	Sydney	NSW	2000	AU	GMB		Yes	Yes	Yes	3.9	11
11	801	E Highway 66	Sydney	NSW	2000	AU	GMB		Yes	Yes	No - 2.5 Stars	2.5	1
12	1000	Cross St	Hurstville	NSW	2220	AU	GMB		Yes	Yes	Yes	4	3
13	5803	North Highway 89	Sydney	NSW	2000	AU	GMB		Yes	Yes	Yes	4.3	7
14	159-17	Church St	Parramatta	NSW	2150	AU	Other - News		NA	NA	NA	3	12
15	18428	S. Picacho Hwy	Sydney	NSW	2000	AU	GMB		Yes	Yes	Yes	4.7	20
16	267,/1	Bunnerong Rd	Eastgardens	NSW	2036	AU	GMB		Update Phone #	Yes	Yes	4	16
17	800	S. Butterfield Trail	Sydney	NSW	2000	AU	GMB		Yes	Yes	No - 3.2 Stars	3.2	4
18	10/409	Anderson St	Chatswood	NSW	2067	AU	GMB		Yes	Yes	Yes	3.4	5
19	64812	Harcuvar Drive	Sydney	NSW	2000	AU	Map	No	NA	Yes	Yes	4.3	23
20	700	N Virginia Avenue	Sydney	NSW	2000	AU	GMB		Yes	Yes	Yes	4.6	4
21	37061	Hwy 19 N	Sydney	NSW	2000	AU	GMB		Yes	Yes	Yes	3.7	7
22	15991	NE 243rd Place Road	Sydney	NSW	2000	AU	Map	Yes	NA	Yes	Yes	4.3	25
23	5931	Polk Street	Sydney	NSW	2000	AU	GMB		Yes	Yes	Yes	3.9	17

Something Else....

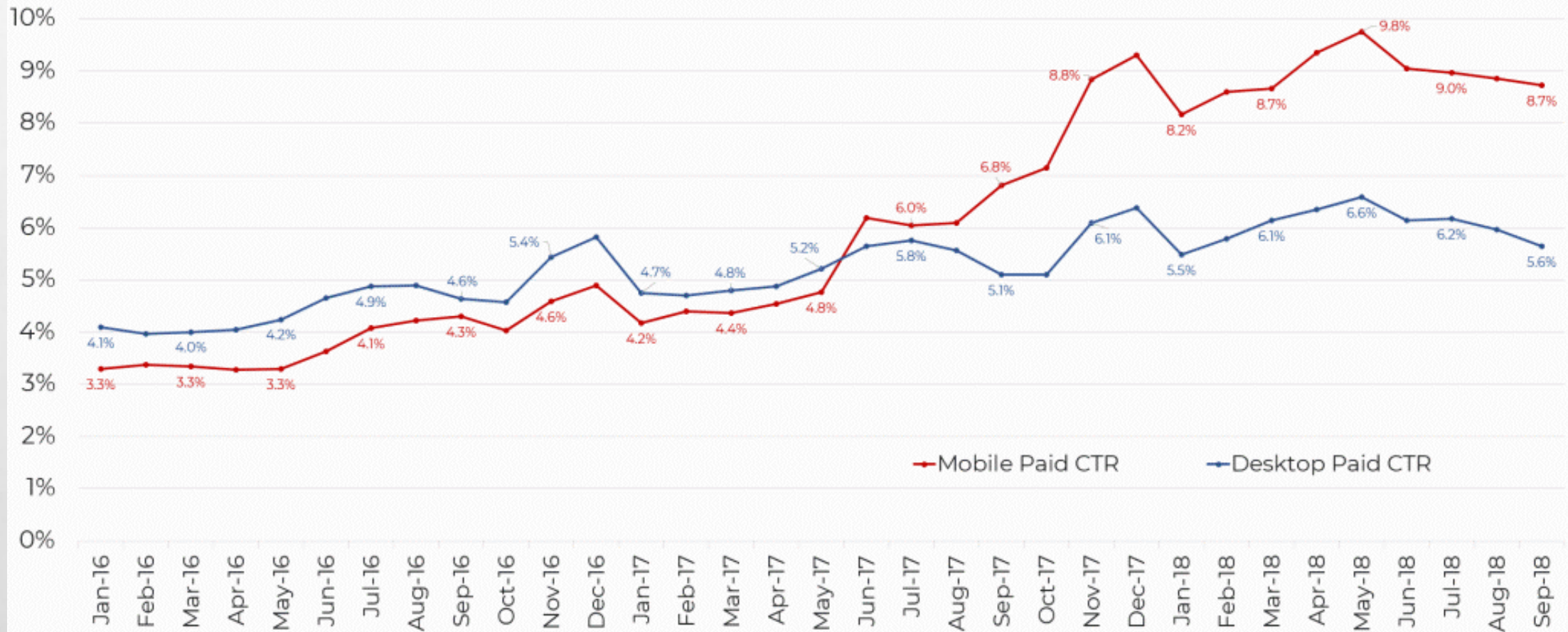


Paid is Getting More Compelling



Google Paid Ads Click-Through Rate (CTR) Desktop vs. Mobile

Jan. 2016 - Sep. 2018



Clickstream data via **jumpshot**

Assembled by Rand Fishkin from **SparkToro**



MobileMoxie.com
@Suzzicks

**So Keep
These
Numbers
in Mind –
They Also
Impact SEO**

Industry	Average CTR (Search)	Average CVR (Search)
Advocacy	4.41%	1.96%
Auto	4.00%	6.03%
B2B	2.41%	3.04%
Consumer Services	2.41%	6.64%
Dating & Personals	6.05%	9.64%
E-Commerce	2.69%	2.81%
Education	3.78%	3.39%
Employment Services	2.42%	5.13%
Finance & Insurance	2.91%	5.10%
Health & Medical	3.27%	3.36%
Home Goods	2.44%	2.70%
Industrial Services	2.61%	3.37%
Legal	2.93%	6.98%
Real Estate	3.71%	2.47%
Technology	2.09%	2.92%
Travel & Hospitality	4.68%	3.55%



WordStream
Online Advertising Made Easy



WHAT TO DO ABOUT IT

BRINGING IT ALL TOGETHER



MobileMoxie.com
@Suzzicks



A man in a dark suit and glasses is seated in a folding chair, viewed from the side. He is looking at a laptop on a desk. The desk is cluttered with stacks of papers and a laptop displaying a line graph with three peaks. A large, white speech bubble with a blue outline is positioned in the center, containing the text 'So What – We Still Need SEO Growth!'. The background is a plain, light-colored wall.

**So What –
We Still
Need SEO
Growth!**

SOMETIMES BOSSES STRUGGLE WITH REALITY



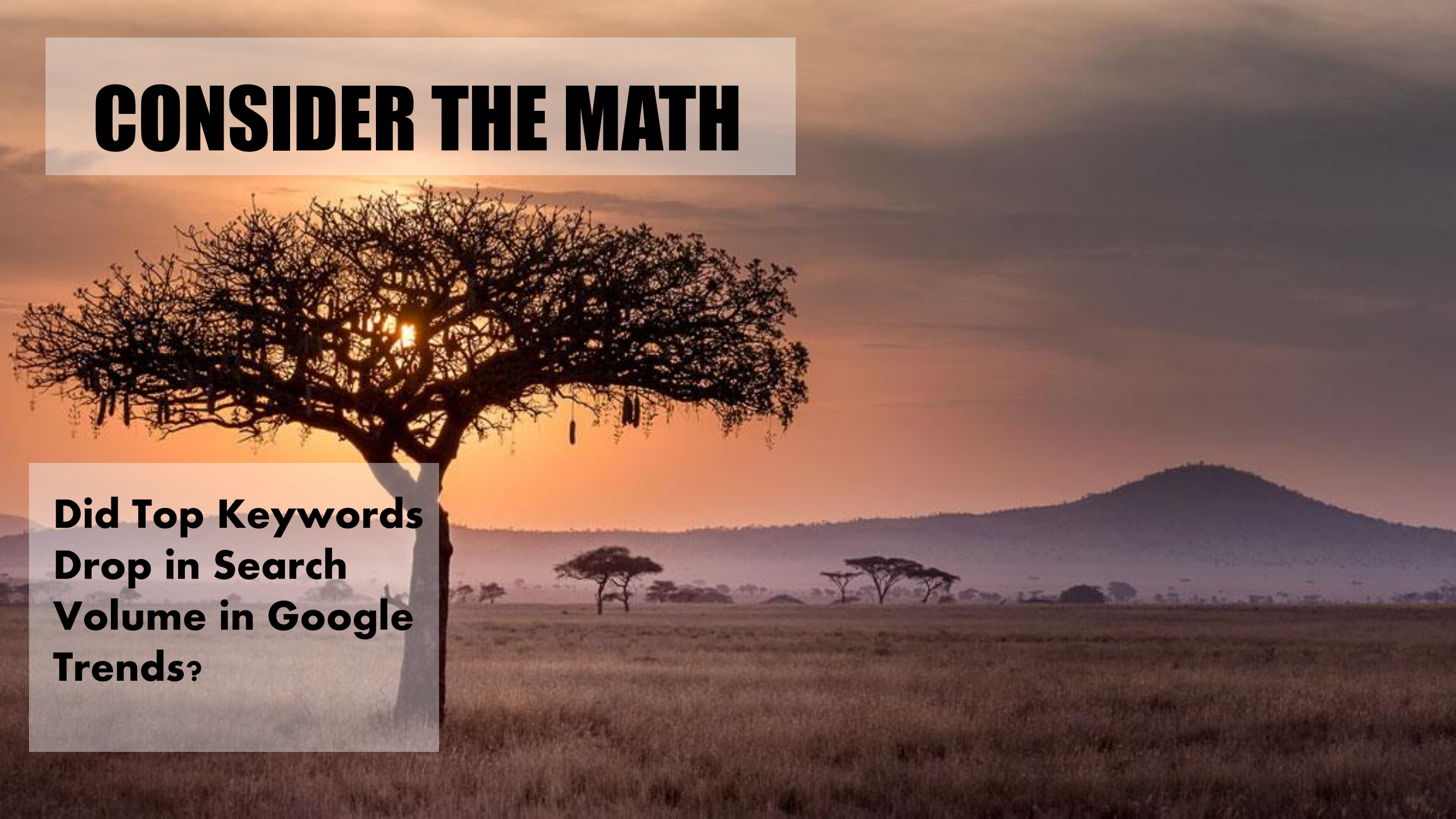
MobileMoxie.com
@Suzzicks



MobileMoxie.com
@Suzzicks

CONSIDER THE MATH

**Did Top Keywords
Drop in Search
Volume in Google
Trends?**



CONSIDER THE MATH

A sunset scene with a large acacia tree in the foreground and a savanna landscape in the background. The sun is low on the horizon, creating a warm orange glow. The tree is silhouetted against the bright sky. In the background, there are rolling hills and a few more trees under a cloudy sky.

**Did Top Keywords
Drop in Search
Volume in Google
Trends?**

**Is the Traffic Drop
Attributable to an
Decrease in Mobile
CTR or an Increase in
Paid CTR?**

CONSIDER THE MATH



**Did Top Keywords
Drop in Search
Volume in Google
Trends?**

**Is the Traffic Drop
Attributable to an
Decrease in Mobile
CTR or an Increase in
Paid CTR?**

**Did the Average
Number or size of
Featured Snippets
Increase?**

Get into the Knowledge Graph



Search the Google Knowledge Graph

The Knowledge Graph provides structured information about an entity.

Search term

Search

All types ▼

All languages ▼

Introduction to the Knowledge Graph API

The Google Knowledge Graph API can reveal a very small portion of an entity's information that is known by Google. Is such a limited amount of information useful? Well...maybe. Even in this limited form, the information can be useful - especially for SEO research.

[entities.search](#)[Usage Limits](#)

Query parameters

Parameter name	Type	Description
query	string	A literal string to search for in the Knowledge Graph.
ids	string	A list of entity IDs to search for in the Knowledge Graph. To specify multiple IDs in the HTTP request, repeat the parameter in the URL as in ...?ids=A&ids=B
languages	string	The list of language codes (defined in ISO 639) to run the query with, for instance 'en'.
types	string	Restricts returned entities to those of the specified types. For example, you can specify 'Person' (as defined in http://schema.org/Person) to restrict the results to entities representing people. If multiple types are specified, returned entities will contain one or more of these types.
indent	boolean	Enables indenting of JSON results.
prefix	boolean	Enables prefix (initial substring) match against names and aliases of entities. For example, a prefix 'Jung' will match entities and aliases such as 'Jung', 'Jungle', and 'Jung-ho Kang'.
limit	number	Limits the number of entities to be returned.

Try this API



Call this method on live data to see the API request and response. Need help with the API Explorer? Check the [support page](#).

Request parameters

ids

string



indent



languages

string



limit

integer

prefix



query

ostrich

types



Sell to the whole world

Take your business to new customers around the world.
Let us know a little about your business to get started.

 Website

 App

Enter your website



**We Need to
Reconsider what IS
& what IS NOT
SEO...**




--TRY OUR TOOLS-- 1 MONTH FREE


PROMO CODE: **WORDLIFT**

- Track Mobile Keyword Rankings from ANYWHERE IN THE WORLD
- -Specific Address
- -Service Area
- -City Centers
- -Address CSV Upload

- **PROMO CODE:**
WORDLIFT



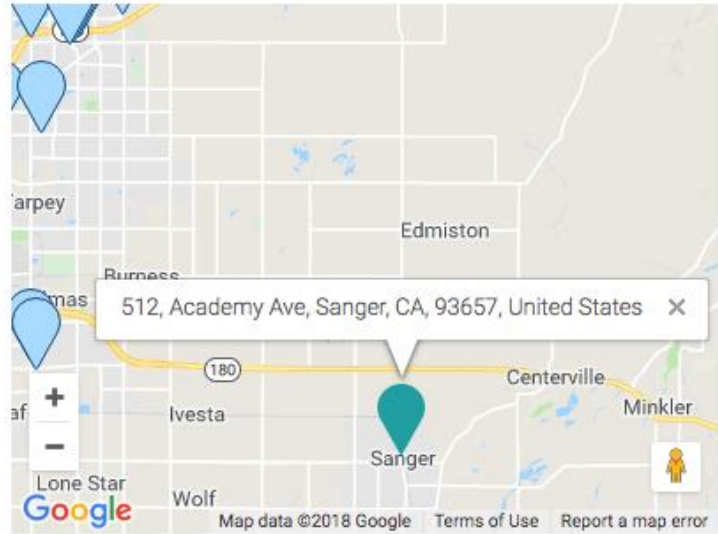
Click map marker and  to view

512, Academy Ave, Sanger, CA, 93657, United States 

5638, E Kings Canyon Rd, Fresno, CA, 93727, United States

570, S. Clovis Ave.101, Fresno, CA, 93727, United States


216, W. Merced Street, Fowler, CA, 93625, United States



512, Academy Ave, Sanger, CA, 93657, United States

Viewed ☒ Not Viewed

Apple iPhone 7



Google Pixel

