



Jason Barnard

How Google's Ranking Functions. Darwinism in Search



@jasonmbarnard



jasonbarnard



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<https://jasonbarnard.com/> ▼
 Jason M. Barnard is a Search engine marketing consultant, musician, cartoon-maker, and voice actor. A consultant, he also plays double bass with Barcoustic.

↗ **Jason Barnard (@jasonbarnard) · Twitter**
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#raggles Featured Snippet from back in February. Now we know MUCH more about how that happened! #SEOisAEO

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Hello to everyone at #SMXLondon Excited to be here!

5 minutes ago

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 21 May 2018 - This talk was originally delivered by Jason Barnard during a BrightonSEO Conference. Almost 2 decades of experience: Jason started ...

Jason Barnard
 Search engine marketing

[jasonbarnard.com](https://www.youtube.com/channel/UCjasonbarnard)

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Born: 5 June 1966 (age 52 years), Leeds
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Education: Liverpool John Moores University
Movies: Boowa & Kwela
Siblings: Clo Barnard

Songs

Boowa et Kwela
 12 chansons joyeuses... (musique pour enfants) · 1...

Boowa & Kwela sont là
 12 chansons joyeuses... (musique pour enfants) · 1...

The Cleaning Up Song
 53 Bright Songs From the TV Series · 2007

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Kate Westbrook
 Mother

Clo Barnard
 Bass

Xavier Picard

Feedback

How Google calculates rankings



Ranking factors with scores

Page A scores for Search Query X								
Topicality	Quality	Speed	Entities	RankBrain	Struct. Data	Freshness	A.N.Other 1	A.N.Other 2
2	4	1	8	5	3	2	2	3

Multiplication

Page A scores for Search Query X



Topicality	Quality	Speed	Entities	RankBrain	Struct. Data	Freshness	A.N.Other 1	A.N.Other 2	Bid
2	4	1	8	5	3	2	2	3	11520

One Sub 1 Score Tanks a Bid

Page A scores for Search Query X									
Topicality	Quality	Speed	Entities	RankBrain	Struct. Data	Freshness	A.N.Other 1	A.N.Other 2	Bid
2	4	1	8	5	3	2	2	3	11520
2	4	1	8	0.9	3	2	2	3	2074

< 1

Page A scores for Search Query X



Topicality	Quality	Speed	Entities	RankBrain	Struct. Data	Freshness	A.N.Other 1	A.N.Other 2	Bid
2	4	1	8	5	3	2	2	3	11520
2	4	1	8	0.9	3	2	2	3	2074
2	4	1	8	5	0.5	2	2	3	1920
2	4	1	8	5	3	0.1	2	3	576

Web

(ten blue links)

Ranking example Google



Result	Bid
1	7425
2	6578
3	5432
4	5233
5	4567
6	3555
7	3554
8	3222
9	2998
10	2978
11	2666
12	2456

Refine & Filter

Ranking refinement example Google



Result	Original Bid	Final Bid	Final Result
1	7425	3713	4
2	6578	7236	1
3	5432	0	REMOVED
4	5233	5495	3
5	4567	5709	2
6	3555	3555	6
7	3554	3199	7
8	3222	3576	5
9	2998	2998	9
10	2978	3008	8

Final Ranking

(ten blue links)

Ranking example Google 	
Result	Bid
1	7425
2	6578
3	5432
4	5233
5	4567
6	3555
7	3554
8	3222
9	2998
10	2978
11	2666
12	2456

How That Works with Rich Elements

Web**News****Images****Video****Featured Snippet**

Result	Web	News	Images	Video	Featured Snippet
1	7236	3783	7345	8694	9577
2	5709	3545	6001	7665	9345
3	5495	2223	5034	6454	9111
4	3713	2177	4102	5648	4561
5	3576	2000	3000	5000	4343
6	3555	1987	2345	4987	4123
7	3199	1900	2222	4634	3876
8	3008	1567	2123	4234	3333

Rich Element Candidates Bids Example Google

Rank	Web	News	Images	Video	Feat. Snippet
1	7232	3783	7345	8694	9577
2	5709	3545	6001	7665	9345
3	5495	2223	5034	6454	9111
4	3713	2177	4102	5648	4561
5	3576	2000	3000	5000	4343
6	3555	1987	2345	4987	4123
7	3199	1900	2222	4634	3876
8	3008	1567	2123	4234	3333
9	2998	1555	2100	4145	3312

Ranking Rich Results Example Google



0	Featured Snippet
1	Web 1
2	Web 2
3	Web 3
4	Images 1 , 2, 3, 4, 5
5	Video 1
6	Web 4
7	Web 5
8	Video 2
9	Web 6

Shaping the anatomy of the SERP

Google search results for "jason barnard".

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Xavier Picard



Read the article

<https://kalicube.pro/grs>

Taking this further

Each 'Candidate Set' uses...

Different Combinations

(Individual constituent elements)

Different Weightings

(Individual constituent elements)

Freshness
RankBrain
StructuredData
Quality
Speed Entities
Topicality

Whatever the factors and weightings are...

Google effectively has just Three Considerations

Three considerations

1. Understanding

Three considerations

1. Understanding
2. **Credibility**

Three considerations

1. Understanding
2. Credibility
3. **Deliverability**

3. Deliverability

Device, Time, Location, Format...

2. Credibility

E-A-T



Marie Haynes
@Marie_Haynes



Lily Ray
@lilyraynyc

1. Understanding

Entities and The Knowledge Graph

The semantic web



Jason Barnard

Featured Snippets,
Trust-Based Knowledge
and Structured Data



@jasonmbarnard



jasonbarnard



kalicube.pro

Thank you !