



**NEW SEO**  
**TECHNIQUES**  
That Can Be  
Learned From  
Google Patent

# Introduction

**When it comes to determine out what the best SEO techniques are for your inbound marketing campaign, the most basic strategies aren't that tough to figure out.**

If you've been blogging or marketing online for even a short period of time, then you're aware of the importance of keyword optimization, link earning, writing high quality content, engaging on social media and more.

These tactics are pretty much common knowledge among the veteran online marketing community and are tactics that even Google has revealed are effective at ranking your webpages and attracting more web traffic.

## **But what about some of the lesser known SEO techniques?**

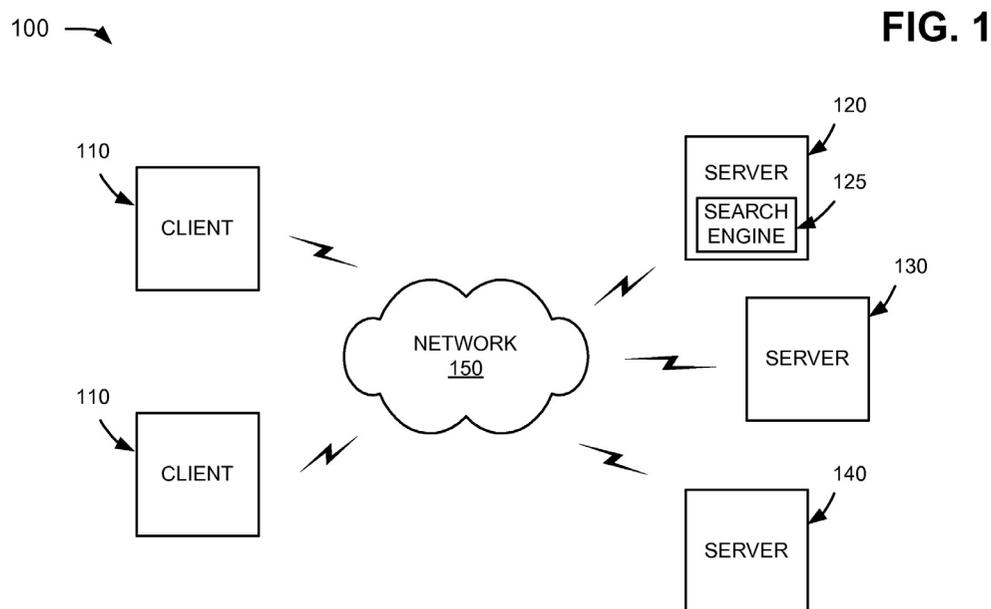
In order to uncover more specific strategies that aren't as well known, you'll need to comb through Google's many SEO-related patents.

A Google patent can tell you a lot of different things, from what factors they look at in order to rank a page to how they will punish or reward a page based on those factors. This kind of information can be vital in helping you adjust your SEO strategy in a way that is beneficial to your search result rankings.

***The following are a few relevant Google patents that we have combed through in order to better understand how Google ranks webpages and how you can learn new SEO techniques in order to take advantage of their algorithm.***

# Scoring Freshness Based on Dwell Time Comparison

*Google Patent: Document ranking based on document classification (July 17, 2012)*



**This Google patent explains how Google's algorithm factors in the different dwell times of a website compared over a period of time to help determine a freshness score of that website.**

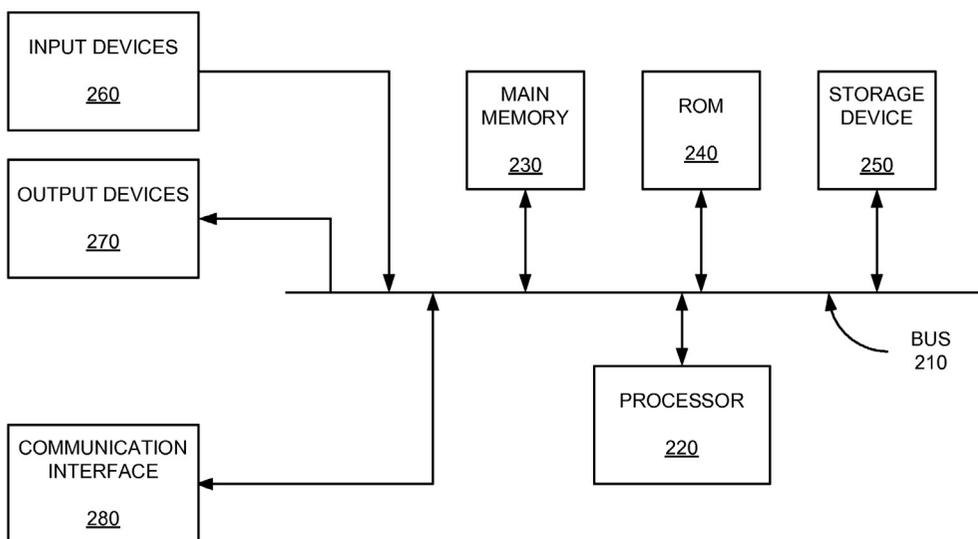
Basically, the algorithm will keep track of how long visitors are "dwelling" on your website over time. If a visitor spends more time on your website the first time they visit than when they visit a second time, Google will assume your content is growing stale, which will hurt your freshness score.

However, if the dwell time increases over time, then your content will be considered fresh.

Now you're probably wondering, what exactly is "dwell time?" It's a term that Google uses in order to measure the engagement that visitors have with your website.

# Scoring Freshness Based on Dwell Time Comparison

110-140 →



It takes into account a few different metrics that have to do with how much time visitors are spending on your website. These include the session duration, which is the amount of time that a visitor spends on your site, and the bounce rate, which is the rate at which visitors leave your website after only having a single interaction with your website, such as only visiting one page.

The bounce rate is something that many bloggers and marketers don't quite understand. Many think that the bounce rate is determined by visitors who only visit one page of your website before leaving. However, this is an inaccurate definition.

**If that visitor engages in several actions on that one page (such as posting a comment or filling out an on-page form), then this will not affect your bounce rate since they are engaging with your site in multiple ways.**

# Scoring Freshness Based on Dwell Time Comparison

So how can you avoid having your freshness score demoted because of a dwindling dwell time?

Let's go over a few new SEO techniques that will help you establish a favorable dwell time comparison:

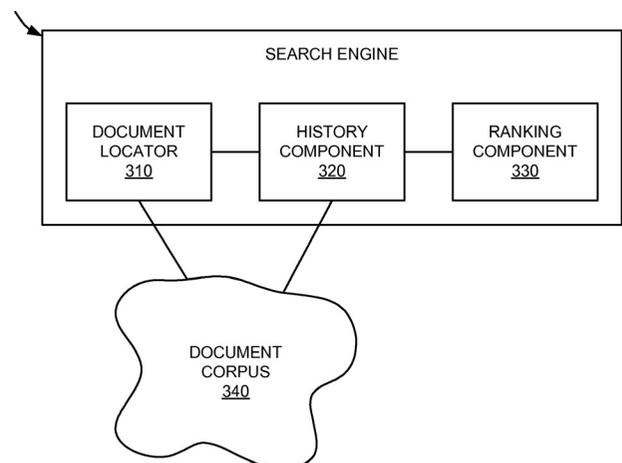
## Ensure your site is user friendly

Your dwell time is going to take a major hit if your website is difficult to navigate. This means that you need to make sure that your pages load quickly, that your links work properly, that it's easy to navigate from one page to another and find what visitors are looking, that your layout isn't overly cluttered and that your text is legible and error-free.

## Give visitors a reason to return

Easier said than done, right? One of the most basic ways to incentivize visitors to come back to your site is by writing good content. High quality content written to inform and help your target audience will put you on their radar.

If a visitor reads your blog and gets something out of it, they'll be much more likely to return to read updated blog posts. Get them to opt-in to an email newsletter list by offering free downloads, such as eBooks or whitepapers. If they got something out of the content posted on your blog, there's a good chance

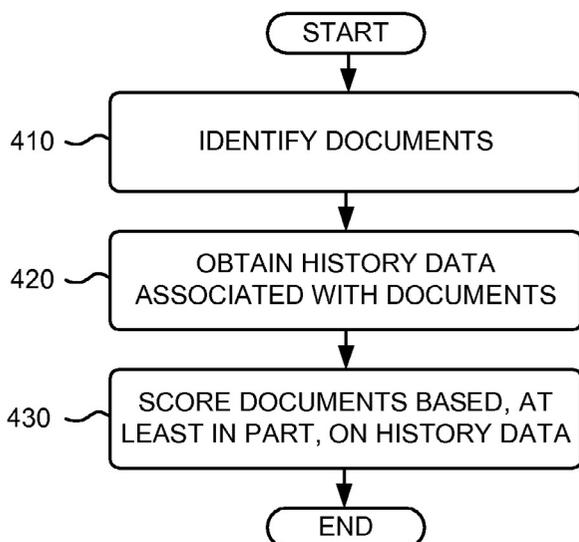


they'll be interested in more in-depth content such as an eBook. If they opt-in and read through their free downloaded content, they'll be more engaged with your brand and will be more likely to return. You can also keep them posted about new content through your email newsletter by providing links to relevant pages in the content of your emails. If you don't have an email newsletter, you can ask visitors to follow you on social media, where you can post links back to your site.

While these are all effective ways to get visitors back to your site, you should also consider rewarding returning visitors as well.

For example, offering special promotional deals to visitors who opt-in or follow you on social media. You can offer special discount coupons to followers on social media or to those that have opted in to your email mailing list to get them to return to your website.

# Scoring Freshness Based on Dwell Time Comparison



## [Engage your visitors](#)

In addition to providing compelling content on your website, you should also try to extend visitors' dwell time by engaging them further.

For example, encourage visitors to explore your public forum if you have one. You can also simply ask visitors to share their thoughts and opinions at the end of your blog posts by providing a comment section. This is a great way to incite a discussion among your visitors and help extend your page's dwell time even more.

## [Create big content that is updated over time](#)

Visitors will revisit the same page if the page contains content that is updated over time. This helps keep the page fresh since your dwell time should remain somewhat constant.

Take for example [Moz's Google Algorithm Change](#) page. Google changes its search engine algorithm roughly 500 to 600 times a year (many of these are smaller changes). Moz's page keeps track of all the major updates that are made, listing them in order of date released and explaining what they are.

***Bloggers and marketers return to this page over and over, not only to read through the past algorithm changes in the hopes of possibly catching on to a lesser known SEO technique, but also to keep up with any new major updates that Google has made.***

# Scoring Freshness Based on a Rate a Website Receives Backlinks Over Time

*Google Patent: [Document scoring based on link-based criteria](#)  
(August 27, 2013)*

**As you no doubt know at this point, earning links is an important part of your SEO strategy. When Google sees that other authority websites are linking to your pages, they assume that your pages must be of high quality.**

However, it's not as simple as just counting your backlinks. Google details in their patent how it judges the backlinks that a page has earned in order to determine the freshness of that page, which in turn affects its search engine ranking.

Basically, what Google's algorithm does is measure how many backlinks a website has received over time, from its inception to the present. Say a piece of content was released one week ago. If that content has begun receiving more backlinks over the last few days than it did when it was first published, Google will judge that content to be fresh. This is because the rate of backlink earning has increased over time, which means that the content is beginning to experience more activity.

However, if the reverse occurs - the content received more backlinks when it was first published a week ago than it is now, then Google may consider the content stale since activity is dropping off.

**So what new SEO technique can you use in order to prevent an unfavorable rate of backlink earning over time?**

Be patient about your backlink earning strategy. If you are too eager, you'll end up earning too many backlinks towards the beginning of the date your content was published. If this happens, you're going to have a difficult time continuing to earn backlinks at a similar rate.

***Focus on earning your backlinks at a more steady rate that is sustainable over a longer period of time. A steady rate of backlinks will help you keep a fresh score.***

# Scoring Based on Advertisement Link

**Google Patent: Document scoring based on traffic associated with a document (May 16, 2013)**

**Google will also judge your website based on the advertisements that it contains. According to its patent, Google will take into account a number of factors in regards to how you are using advertising when determining your website's freshness score.**

For example, it's algorithm will identify whether or not you are using advertisements in your content, whether they are updated within your content, whether the advertiser itself is of high quality or not, whether the advertisements being displayed in your content are actually relevant to your content or not and, last but not least, whether your advertisements are generating traffic.

Taking all of these factors into account, you can safely come to the conclusion that your use of advertisements can definitely hurt your freshness score if you're not careful. Google wants to make sure that if you are using advertisements that they are for the benefit of the user, which is why it's so strict in how it measures their use.

**So what special new SEO technique can you use in order to take advantage of this information?**

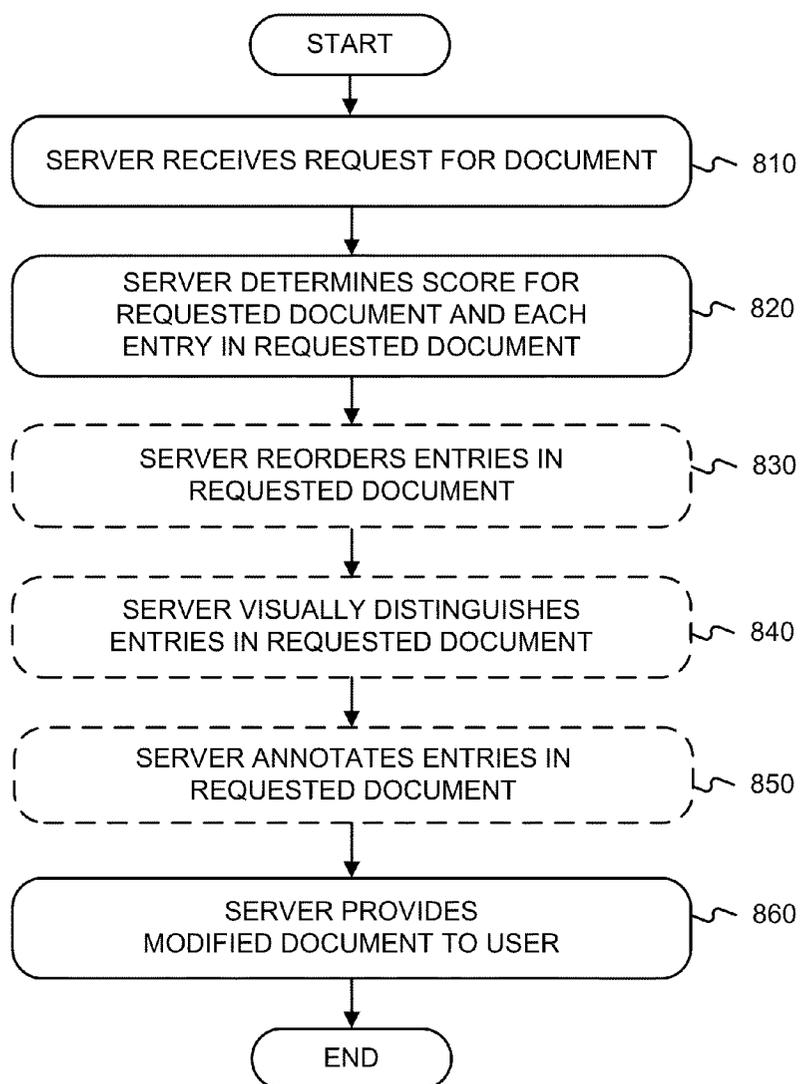
To be honest, it's kind of common sense.

***If you're going to advertise, make sure you advertise ads that are related to your content and that can help your visitors. If they aren't relevant to your visitors, there's a good chance that they will hurt your freshness score, not to mention that they won't be very effective in their ability to generate traffic.***

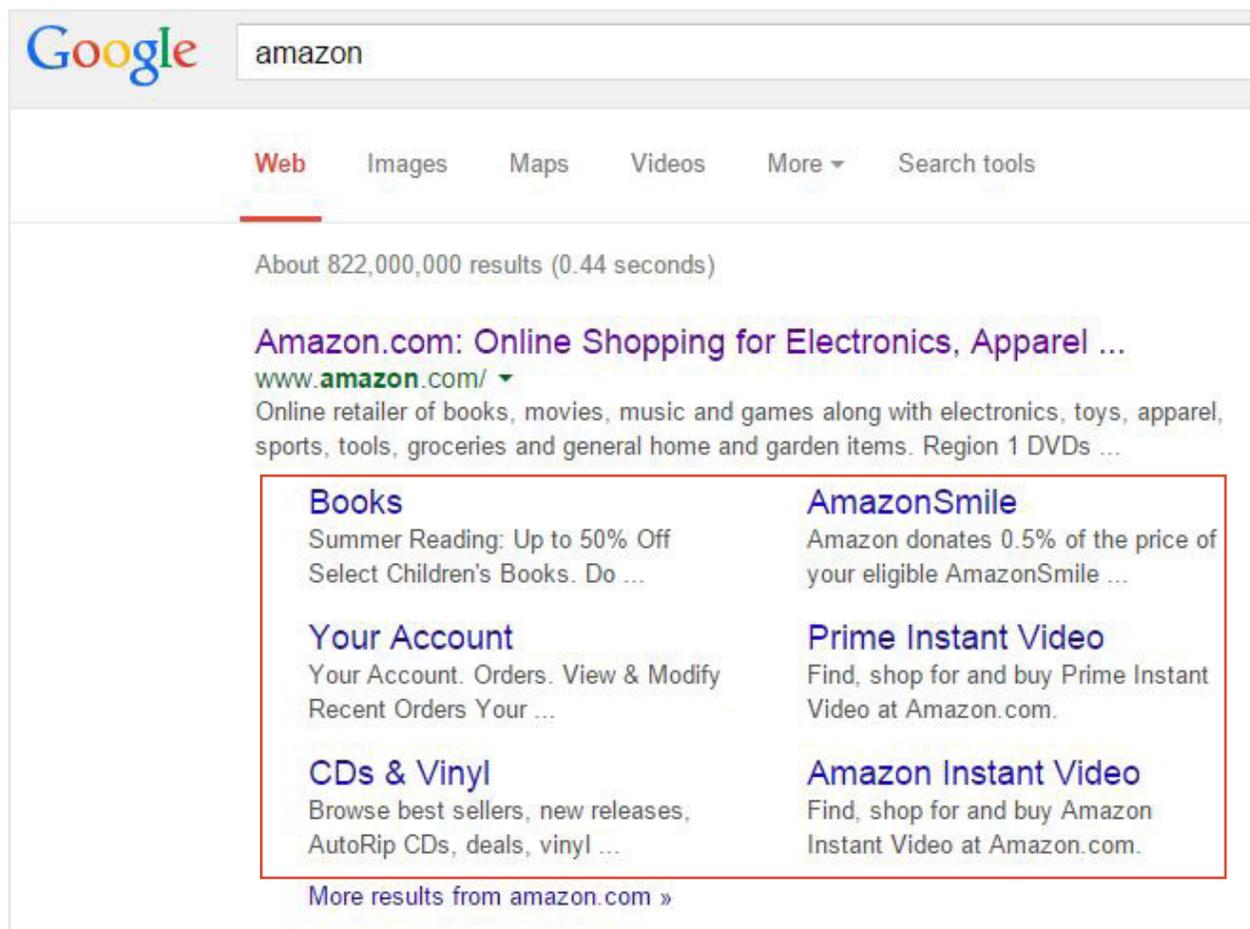
# How Sitelinks are Determined

*Google Patent: Systems and methods for modifying the order of links presented in a document (August 27, 2013)*

Sitelinks are an important part of your website's search engine results page. To understand how Google's algorithm determines what your sitelinks are, you need to first understand what they are.



# How Sitelinks are Determined



When you do a search on Google's search engine for a specific website, that website will show up on the results page along with a number of links right below it directing users to individual pages within that website.

For example, if you do a search for "Amazon" on Google, you'll see that the very first result is Amazon's homepage.

However, right beneath it are six other links to **"Books"**, **"AmazonSmile"**, **"Your Account"**, **"Prime Instant Video"**, **"CDs and Vinyl"**, and **"Amazon Instant Video"**. These are Amazon's sitelinks.

# How Sitelinks are Determined

Google considers the sitelinks very important since they help visitors save time and find what they are looking for as quickly as possible. Sitelinks help you as well since they can help to increase trust when they are listed, cover more search engine page space, shorten your conversion funnel, establish the reputation of your brand and improve your internal pages' strength.

However, not every link on a website is displayed as sitelink. Google's patent explains how it determines what pages to use as sitelinks based on how it scores them.

## **So what new SEO technique can you use in order to control what pages are displayed as your sitelinks - or to even have sitelinks displayed at all?**

There isn't one, not really. You can't directly control what your sitelinks are, but you can influence them.

**The following are a few tips for influencing your sitelinks:**

### **1. Establish a clear website hierarchy and structure**

If your website has a clear hierarchy, then it will be easier for Google's algorithm to crawl. It will also be easier for visitors to navigate.

Both of these factors will help you get sitelinks displayed on your search engine results page. Simply make sure that you have a clear navigation bar on your website's homepage that displays and links to the most important sections of your site; for example, your homepage, your contact page, your company information page, your e-commerce page and your blog page.

# How Sitelinks are Determined

## 2. [Create a sitemap](#)

Built out a sitemap.xml to help make it easier for Google to crawl through your webpages. Doing so will also increase the chances of having more targeted sitelinks.

## 3. [Make sure your website is full of relevant content](#)

One of the biggest mistakes that websites make is that they think that content is only necessary on their blog. They'll put plenty of effort into creating rich content for their blog posts while ignoring the other pages on their website.

Every page needs to be rich in high quality content, from your homepage to your contact page. This will not only help improve your SEO in general, but will also help you obtain the right sitelinks.

## 4. [Create accurate page titles](#)

One of the most important things you can do to help get sitelinks is to provide page titles that are accurate and relevant to the content displayed on the page. Your page titles are what Google depends on in order to provide sitelink information.

## 5. [Use internal links](#)

Create links throughout your website that direct visitors to deep pages using natural anchor text. Google's algorithm tracks your internal linking in order to help it determine what pages to use as sitelinks.

Be sure to concentrate on text links instead of image links. There are a lot of websites that mistakenly use images as their navigation buttons.

# How Sitelinks are Determined

## 6. [Attract more traffic](#)

There are some suggestions out there that in order to obtain sitelinks in the first place, your website needs to have some exposure.

While this was never said outright, representatives of Google have mentioned that people need to find out about your website and that enough people need to know about it. We can hypothesize that based on these comments there may be a chance that Google awards websites with sitelinks on their search results pages based on the amount of web traffic they receive.

This means that you shouldn't lose focus on trying to gain more exposure for your brand - something you should be doing as part of your SEO strategy in the first place.

***As you can see, you can gain a ton of information about the way Google ranks webpages by scouring through their patents. This kind of information is invaluable to bloggers and online marketers since it can help you implement some new SEO techniques, such as the ones that we have gone over, to help strengthen your overall SEO strategy.***

### **Other SEOPressor Google Patents Resources:**

- [Deadliest SEO Mistakes Revealed By Google Patents](#)
- [Google Panda Secrets Revealed By Google Patents](#)
- [What We Can Learn About Link Scoring From Google Patents](#)
- [Guide To Freshness Ranking From Google Patent](#)
- [\*And more coming soon...\*](#)

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