

Another great article on how Google is changing how it does search - Time to change your SEO Strategy!

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Here is another great article by Jackie Jones on how Google is changing how it does search...and fundamentally how this will change SEO strategies in the future. Looks like it's time to retrain the staff.

Google to Refresh its Search Engine Function

21 Mar, 2012By: [Jackie Jones](#)

MOUNTAIN VIEW, Calif. – Search engine giant Google is revamping its search formula over the next few months, utilizing semantic technology to display more facts and direct answers to Internet users' queries, rather than just a list of multiple Web links.

The changes could affect websites that rely on Google's current page-ranking results, while giving the search engine more ways to appeal to different advertisers, according to industry experts.

“(Google will look more like) how humans understand the world,” Amit Singhal, a top Google search executive, told *The Wall Street Journal* in a recent interview, adding that while many current searches are a matter of “cross(ing) our fingers and hop(ing) there's a Web page out there with the answer,” Google's process will reflect the “next generation of search.”

Google will not be replacing its current keyword-search system, but instead incorporating the semantic technology into its existing system, aiming to better match users' searches with more thorough, all-encompassing lists of people, places and things relevant to queries. For example, current searches for the Grand Canyon result in its official government site and its Wikipedia page. Under the new semantic search, browsers who search for the Grand Canyon will see attributes Google knows about the search, including location, current temperatures, etc.

Google would not comment any further on the specific changes, but did tell C|NET that there is “not a specific timeline and the company's philosophy is to launch things when they're ready.”

The changes to Google – which holds the majority of the Internet search market with 66 percent market share and more than 75 percent of all search-ad revenue – could have major implications to marketers and advertisers. Brands that don't shift their search engine optimization strategies could lose out, according to Kenneth Wisniewski, founder and CEO of SEO firm WebiMax.

“This major change serves as a call-to-action for marketers to re-evaluate their onsite and brand message,” Wisnefski said. “Google admits this change will be implemented over the next few months, which gives webmasters time to adapt their copy and prevent major damage to their search rankings.”

If you notice here that this has not been implemented yet...but this foreshadowing gives us a heads-up and some time to start implementing this now so when it does happen...we have all of our content already optimized for this change. Heads up!