AUTHORSHIP & RICH SNIPPETS IN SEARCH

Rich Snippets, Authorship & Author Rank
Hosted by: Martin Reed & Dan Petrovic
Expert Panel: AJ Kohn, Mark Traphagen & Bill Slawski
Rich Snippet Examples

Asimov's "Foundation" trilogy [Archive] - MobileRead Forums
www.mobileread.com › ... › Reading Recommendations
17 posts - 11 authors 7 Sep 2010
Thought I would pick up Asimov's "Foundation" trilogy for my Kindle, but Amazon is not terribly clear, to me at least, if there is the three books in ...

Foundation (Foundation, #1) by Isaac Asimov - Reviews, Discussion
www.goodreads.com/book/show/29579_Foundation
Rating: 3.9 - 114920 votes
1 Jun 2004 – Foundation has 114920 ratings and 1968 reviews. Elijah said: Somewhere in the fifty years just past is where the historians of the future will ...

Baklava Recipe - Allrecipes.com
allrecipes.com/recipe/baklava/
Rating: 4.5 - 5 reviews 1 hr 10 mins
A Greek favorite that makes everyone think you are a master chef and is soo easy to make!! I taught a Greek friend how to make apple pie and she taught me ...

Baklava Recipe - Taste.com.au
Baklava recipe - To make syrup, combine the sugar, honey, lemon juice and zest, cloves and 180ml (3/4 cup) water in a saucepan. Bring to the boil over high ...

Chrome Web Store - SERP Preview Tool
https://chrome.google.com/webstore/.../effdkahkJdmIholdbaldcpfii...
9 votes Free
SERP Preview Tool by DejanSEO.

Hilton Sydney: See 1,120 Hotel Reviews and 377 Photos - TripAdvisor
www.tripadvisor.com › ... › Sydney › Sydney Accommodation: Hotels
1120 reviews Price range: 225 AUD - 597 AUD
Hilton Sydney, Sydney: See 1120 traveller reviews, 377 photos, and cheap rates for Hilton Sydney, ranked #20 of 189 hotels in Sydney and rated 4 of 5 at...
User Submitted Screenshot
Mark Up Your Data

- Microdata
- Microformats
- RDFa
What Can You Mark Up?

- Reviews
- People
- Products
- Businesses and organizations
- Recipes
- Events
- Music

- Post Office
- Dentist
- Bowling Alley

schema.org
Example: Events

SEO Events | DEJAN SEO
dejanseo.com.au/seo-events/ - Cached
The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.

Authorship Hangout
Thu, Sep 13

Don't Panic! A Hitchhiker's...
Tue, Sep 4

SEO Challenge
Thu, Aug 30

```html
<div itemscope itemtype="http://schema.org/Event">
    <h3 itemprop='name'>SEO Challenge</h3>
  </a>
  <span itemprop="startDate" content="2012-08-30T19:00:00">
    7pm August 30th, 2012
  </span>
  <br />
  <span itemprop="description">
    A quiz for webmasters and SEOs of all levels.
  </span>
</div>
```
### Top Sites: The 500 Most Important Websites on the Internet

**www.seomoz.org/top500**

500+ items – SEOMoz’s list of the top 500 domains & pages on the Web

<table>
<thead>
<tr>
<th>Rank</th>
<th>Root Domain</th>
<th>Linking Root Domains</th>
<th>External Links</th>
<th>Domain mozRank</th>
<th>Domain mozTrust</th>
<th>PageRank</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Facebook.com</td>
<td>8,506,163</td>
<td>1,702,821,936</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Google.com</td>
<td>6,236,906</td>
<td>905,403,647</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

[http://www.seomoz.org/top500](http://www.seomoz.org/top500)

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<code>
<table id="top-500">
<thead>
<tr>
<th>Rank</th>
<th>Root Domain</th>
<th>Linking Root Domains</th>
<th>External Links</th>
<th>Domain mozRank</th>
<th>Domain mozTrust</th>
<th>PageRank</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td class="rank">1</td>
<td class="url">
  &lt;a href="http://facebook.com" target="_blank">
    Facebook.com
  &lt;/a&gt;
</td>
<td class="number">8,506,163</td>
<td class="number">1,702,821,936</td>
<td>
  &lt;span class="score">9.70&lt;/span&gt;
  &lt;div class="rank-bar">
    &lt;div style="width:97%"&gt;&lt;/div&gt;
  &lt;/div&gt;
</td>
</tr>
<tr>
<td class="rank">2</td>
<td class="url">
  &lt;a href="http://google.com" target="_blank">
    Google.com
  &lt;/a&gt;
</td>
<td class="number">6,236,906</td>
<td class="number">905,403,647</td>
<td>
  &lt;span class="score">9.49&lt;/span&gt;
  &lt;div class="trust-bar">
    &lt;div style="width:94.9%"&gt;&lt;/div&gt;
  &lt;/div&gt;
</td>
</tr>
</tbody>
</table>
</code>
Rich Snippets Testing Tool
http://www.google.com/webmasters/tools/richsnippets

Enter a web page URL to see how it may appear in search results:

OR enter HTML here (Note: authors/publishers are not currently supported):

Examples:
- Applications
- Authors
- Events
- Music
- People
- Products
- Products with many offers
- Recipes
- Reviews

Google search preview

SEO Events | DEJAN SEO
dejanseo.com.au/seo-events/ - Cached
The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.

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Note that there is no guarantee that a Rich Snippet will be shown for this page on actual search results. For more details, see the FAQ.
Structured Data: Google Webmaster Tools

Structured Data

All structured data
- 12 Items
- 12 Pages

Structured data types
- 4 Types
- on 12 pages

<table>
<thead>
<tr>
<th>Type</th>
<th>Schema</th>
<th>Items</th>
<th># Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>ImageObject</td>
<td>schema.org</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>LocalBusiness</td>
<td>schema.org</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Person</td>
<td>schema.org</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Organization</td>
<td>schema.org</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
Structured Data: Google Webmaster Tools

Structured Data - http://schema.org/imageObject

<table>
<thead>
<tr>
<th>Source URL</th>
<th>Items</th>
<th>Last Detected</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://dejanseo.com.au/media/infographics/how-much-water-do-we-have/">http://dejanseo.com.au/media/infographics/how-much-water-do-we-have/</a></td>
<td>1</td>
<td>8/19/12</td>
</tr>
<tr>
<td><a href="http://dejanseo.com.au/media/infographics/demographics/">http://dejanseo.com.au/media/infographics/demographics/</a></td>
<td>1</td>
<td>8/12/12</td>
</tr>
</tbody>
</table>
Review Spam

Basic Pattern of Fake Reviews

Search engines can now apply GSRank model to discover fake reviews and normalise their aggregate ratings for products, places and various other features.

1. Same product reviewed by the common group.
2. High rating by group members.
3. Narrow time window within all rated products.
4. Group reviewed the same set of products.
5. Quick to rate. Usually first or among first to review.
Authorship Snippets

**AuthorRank could be bigger than all Panda updates combined**

www.blindfiveyearold.com/author-rank

by AJ Kohn - in 26,704 Google+ circles

30 Mar 2012 - **AuthorRank** combines the web of people with the web of links to create a more savvy view of trust and authority that will be used to rank search ...

**AuthorRank**

www.extrak.jpg

by Dzvd Ashfan - in 3,290 circles

9 Mar 2012 - With AuthorRank, find the work of specific writers, artists...

How Authorship (and Google+) Will Change Linkbuilding

www.searchengineland.com/blog/authorship-google-plus-link-building

16 Apr 2012 - Furthermore it allows them to change the weighting of links according to the AuthorRank of the author who placed the link. The latter point is ...

What Are Google Author Rank and Authorship?

www.writes.org/what-is-the-difference-between-google...

by Mark Traphagen - 30 Aug 2012 - A simple explanation of Authorship & Author Rank and how the two relate.

The Challenges Facing **AuthorRank**. Sell It To Us Google!

www.kozai.com/the-challenges-facing-authorrank-sell...

by Genna Raffa - 5 Jul 2012 - A look at what is needed from Author Rank. Ultimately a force for good in SEO if we can leverage it in the right way.

Why **AuthorRank** Matters & How To Leverage It [Infographic]

www.staccato.com/blog/matt-ia-authorrank-infographic/

by Loren Baker - 16 Feb 2012 - With the maze of content and myriad of authors on the Internet, how do you stand out from the rest? If you publish content, you’ll want to learn ...

**AuthorRank** - Google+ - What is Author Rank?

https://plus.google.com/..posts/6uytIWS5LVI

by anzam.mansor - 26 Aug 2012 - **AuthorRank** combines the web of people with the web of links to create a more savvy view of trust and authority that will be used to rank search ...

Boosting Content and Fighting Spam Using Google Author Rank

www.comeonandconnect.com/..boosting-co...-united-states

by Sean McGinnis - 16 Jun 2012 - **AuthorRank** is a new way the engine is fighting spam and integrating search, social media, and content marketing. Sean McGinnis ...

Why I Believe In (And Welcome) **Author Rank** - Bill Sebold

c overrun.com/...-tutorial-believe-in-and-welcome-author...

by Bill Sebold - in 666 Google+ circles

6 Aug 2012 - I buy into authorship/author rank as a ranking signal. I can envision the Googlers drawing a web on the white board with the outline to making ...

Preparing for **AuthorRank**

blog.rankpay.com/preparing-for-authorrank/

6 Jun 2012 - The principal ranking component and success of any website is its content. Without content you have nothing - no user engagement, ...

Dejan SEO, 2012
Authorship Verification Process

1. Create your Google+ Profile

2. Verify Authorship
   a. Link to Profile
   b. Email

3. Create Some Content!
Verification: Link to Profile
Verification: Email

Link your Google+ profile to the content you create

Make your content feel personal

You can link content you publish on a specific domain (such as www.wired.com) to your Google+ profile.

1. Make sure you have a profile photo with a recognizable headshot.

2. Make sure a byline containing your name appears on each page of your content (for example, “By Steven Levy”).

3. Make sure your byline name matches the name on your Google+ profile.

4. Verify you have an email address (such as stevenlevy@wired.com) on the same domain as your content. (Don’t have an email address on the same domain? Use this method to link your content to your Google+ profile)

For example: name@domain.com

Submit this form will add your email address to the Work section of your profile, which by default is viewable only by your circles. You can keep your email private if you wish. It will also add a public link to the domain of the email address to the Contributor to section of your profile.

Signup for Authorship
<table>
<thead>
<tr>
<th>URL</th>
<th>Frequency</th>
<th>Type</th>
<th>Score</th>
</tr>
</thead>
</table>
Tip: Get Traffic Data Unavailable in Log Files
Author Stats: Google Webmaster Tools
https://www.google.com/webmasters/tools/labs-author-stats-1

Dejan SEO, 2012
Authorship: Traffic Impact

Compared to Previous Period Unique Visitors: +29.48%

- Affected Blog Content
- Other Campaigns Skewing Data
- GWT Data Expired

SEO Gadget: 5%
https://seogadget.co.uk/review-snippet-over-saturation-in-google-search-results/

CTR Modelling Problems: Keyword Potential Calculator (No Metrics & Rich Snippet Data)
Question For Audience
What happened to SEOMoz authorship?

How To: Advanced rel="canonical" HTTP Headers - YouMoz | SEOMoz
www.seomoz.org/ugc/how-to-advanced-rel-canonical-http-headers
4 days ago - Use of rel=canonical in an HTTP header is underutilized, and I believe that, now more than ever, SEOs should start leveraging and considering the power of this ...

10 - SEOMoz
www.seomoz.org/ugc/category/22?show=10
6 days ago - Over the years the team at Three Deep has built our SEO and PPC practice from scratch, working with a variety of clients along the way. While always striving to ...

Recovery From Google Penguin - Tips From The Trenches - YouMoz ...
www.seomoz.org/.../recovery-from-google-penguin-tips-from-the-tr...
1 day ago - After spending weeks analyzing our link profile, determining spam vs. quality links, and looking at on-page factors, I’ve decided to share how I am recovering ...

25 - SEOMoz
www.seomoz.org/ugc/category/2?show=26
4 days ago - Do NOT underestimate the value of good content, on-page optimization, and strong theme building! As people involved in the SEO industry, we come across ...

How to Use Contests to Grow Your Brand - YouMoz | SEOMoz
www.seomoz.org/ugc/how-to-use-contests-to-grow-your-brand
5 days ago - In this post mortem, I'll share what I learned from this experience, elaborate on the things I did right, those I did wrong and sketch a nine-step guide for contests.

On-Page / Site Optimization | SEOMoz YouMoz
www.seomoz.org/ugc/category/2?show=50
4 days ago - Do NOT underestimate the value of good content, on-page optimization, and strong theme building! As people involved in the SEO industry, we come across ...

Four Tools and Four Steps to Smart Twitter Automation - YouMoz ...
www.seomoz.org/ugc/4-tools-and-4-steps-to-smart-twitter-automation
21 hours ago - We can consult our clients all day on the importance of being active on Twitter and other social platforms but unless we can innovate and streamline this process ...

Dejan SEO 2012
Discussion
AuthorRank.
Discussion

AuthorRank.

- What is AuthorRank?
  - Authorship ≠ AuthorRank*

- AuthorRank + PageRank
  - Query dependent or not?

- Niche Topic Authority

- Social Connection?
  - Implicit / Explicit Author Connection
  - Topical Relevance

- How does it fit in Google's search quality algorithm?
  - Social Integration
  - Search (Classic Algorithm, Panda)
  - News Also?
  - Connection to Knowledge Graph

*www.virante.org/blog/2012/08/30/what-is-the-difference-between-google-authorship-and-author-rank/

Dejan SEO, 2012
Discussion

AuthorRank.
Discussion
AuthorRank.

Are we there yet? *When?*
Discussion

AuthorRank.

Research Papers Referencing Author Rank

PageRank for ranking authors in co-citation networks
This paper studies how varied damping factors in the PageRank algorithm influence the ranking of authors and proposes weighted PageRank algorithms.
http://faculty.cse.tamu.edu/caverlee/pubs/ding09pagerank.pdf

AuthorRank: Ranking Improvement for the Web
Preliminary results of ranking experiments carried out on a dataset that contains metadata descriptions of more than 600,000 publications.

Discovering author impact: A PageRank perspective
An alternative perspective for measuring author impact by applying PageRank algorithm to a coauthorship network.
Patents Referencing Author Rank

Method and apparatus for rating user generated content in search results
http://www.google.com/patents/US20110196860
http://www.google.com/patents?id=96frAQAAEBAJ&printsec=abstract&zoom=4#v=onepage&q&f=false

Text search quality by exploiting organizational information
http://www.google.com/patents/US20060129538
http://www.google.com/patents?id=zcecAAAABJ&printsec=abstract&zoom=4#v=onepage&q&f=false

Computer method and system for publishing content on a global computer network
http://www.google.com/patents/US20070118802
http://www.google.com/patents?id=IneiAAAABJ&printsec=abstract&zoom=4#v=onepage&q&f=false

Methods, systems and computer program products for data gathering in a Digital and Hard Copy Document Environment
http://www.google.com/patents/US7437023
http://www.google.com/patents?id=5UWvAAAABJ&printsec=abstract&zoom=4#v=onepage&q&f=false

Bill Slawski

3. http://www.seobythesea.com/2012/05/microsoft-on-ranking-authors/
7. http://www.seobythesea.com/2012/05/social-circles-content-sharing-visibility-google-plus/

Dejan SEO, 2012
Next week's hangout:
Your pick the topic!

Read: www.blindfiveyearold.com/author-rank

google.com/+DejanSEO