How to Be Ahead of the (CTR) Curve

IZZI SMITH
Technical SEO Analyst, Ryte

@izzionfire
Good morning, MozCon! <3
We’ve all been through a lot.
Me celebrating the little successes

@izzionfire

#MozCon
Our work focuses have shifted.
Impression losers in UK between mid-Feb and mid-April

- Hobbies & Leisure/Photo & Video: -58.9%
- Travel & Tourism/Tourist Attractions & Destinations: -52.3%
- Health/Health Care Services: -46.4%
- Vehicles/Motor Vehicles: -34.2%
- Travel & Tourism: -27.6%
- Travel & Tourism/Accommodations: -22.6%
- Travel & Tourism/Transportation & Excursions: -18.8%
- Apparel/Footwear: -18.0%
- Arts & Entertainment/Music & Audio: -17.5%
- Business & Industrial/Office: -16.1%

Study based on all impressions of >5000 GSC accounts

@izzionfire
#MozCon
Our time spent on SEO tasks is becoming even more precious.
amirite?
Me delivering top experiences for my website visitors

- Top quality content
- Great functionality
- Speed
- Technical Success
- No crappy ads
- Authority
Maybe we lose sight sometimes of one of the most valuable KPIs
That’s indicative of everything we strive for in SEO
The humble click
The engaged click
The long click
“On the most basic level, Google could see how satisfied users were. To paraphrase Tolstoy, happy users were all the same. The best sign of their happiness was the "Long Click" — This occurred when someone went to a search result, ideally the top one, and did not return. That meant Google has successfully fulfilled the query.”
Modifying search result ranking based on implicit user feedback

Abstract

The present disclosure includes systems and techniques relating to ranking search results of a search query. In general, the subject matter described in this specification can be embodied in a computer-implemented method that includes determining a measure of relevance for a document result within a context of a search query for which the document result is returned, the determining being based on a first number in relation to a second number, the first number corresponding to longer views of the document result, and the second number corresponding to at least shorter views of the document result; and outputting the measure of relevance to a ranking engine for ranking of search results, including the document result, for a new search corresponding to the search query. The subject matter described in this specification can also be embodied in various corresponding computer program products, apparatus and systems.

Inventors: Kim, Hyung-Jin (Sunnyvale, CA), Tong, Simon (Mountain View, CA), Shazeer, Noam M. (Palo Alto, CA), Diligenti, Michelangelo (Zurich, CH)
Applicant: Google LLC (Mountain View, CA)
Assignee: Google LLC (Mountain View, CA)
Family ID: 50115160
Appl. No.: 15/793,773
Filed: October 25, 2017

Modifying search result ranking based on implicit user feedback:
http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO1&Sect2=HITOFF&d=PALL&p=1&u=%2Fnetacgi%2FParserPrint.htm&r=1&f=G&i=50&s1=10,229,166.PN.&OS=PN/10,229,166&RS=PN/10,229,166

Bill Slawski’s Analysis:
https://gofishdigital.com/user-click-through-rates-and-search-result-rankings-at-google/
“user reactions to particular search results or search result lists may be gauged, so that results on which users often click will receive a higher ranking. The general assumption under such an approach is that searching users are often the best judges of relevance, so that if they select a particular search result, it is likely to be relevant, or at least more relevant than the presented alternatives.”
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“For example, a short click can be considered indicative of a poor page and thus given a low weight (e.g., -0.1 per click), a medium click can be considered indicative of a potentially good page and thus given a slightly higher weight (e.g., 0.5 per click), a long click can be considered indicative of a good page and thus given a much higher weight (e.g., 1.0 per click), and a last click (where the user doesn’t return to the main page) can be considered as likely indicative of a good page and thus given a fairly high weight (e.g., 0.9). Note that the click weighting can also be adjusted based on previous click information.”
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Of course, it depends.
Queries that would result in a “positive short click” will simply all be satisfied by Google anyway.
Where do we start with analyzing and improving the quality and quantity of our engaged clicks?
For that, we need the best tool in our inventory:
ME

POWERFUL
GSC DATA
Search Success

Evaluate and improve your search performance

Don’t get lost in the depths of the internet. Search Success provides an easy way to understand your audience, search opportunities, and indefinite storage of your GSC data, Search Success will help you optimize your search performance to ensure top spots in Google.
(We have the greatest job in the SEO world)
33 TB of GSC Search Performance Data
>5000 connected accounts

*WOW*
Which makes me think I am a data scientist.
But I’m not... maybe you aren’t either!
That’s ok!

@izzionfire

#MozCon
null
# Search Console Explorer Sheet [Free Google Sheet]

Published by HanR on February 7, 2020

Explore your Google Search Console data with this free Google Sheet.
**What is this?**

This Dashboard helps you to explore your Google Search Console data with no setup required.

With interactions across device, location and query, plus custom filters and regex search, you can easily explore and isolate your data.

The Explore Opportunities page (://%) also highlights the most impressed queries split by avg SERP and isolates questions for you too.

Since this uses the Google Search Console API, you’re able to export significantly more data than the web interface which is usually limited to ~1k rows. To do this, select the website, hover above the top right corner of the main table you want to download and select export format.

**Click any Icon to Jump Straight In!**

Search Success

Evaluate and improve your search performance

Don’t get lost in the depths of the internet. Search Success provides you with tools to help you stay relevant to your target audience, track your performance, and optimize your search performance to ensure top spots in Google's search results.
Use it however you like, just use it.
Your data!
Free data!
Reliable data!
Use it
(wisely)
Know what to look for.
Crucial patterns to look out for in your Search Performance data
Using real-life GSC data.
So that you can strive to be ahead of the CTR Curve
C-T-R You Ready?!
1. Performance-based Core Update impacts
Google's May 2020 Core Update: Winners, Winnerers, Winlosers, and Why It's All Probably Crap

Search Engines

https://moz.com/blog/googles-may-2020-core-update-winners
Why was I hit by a Core Update?

Relevancy

Google has found your domain to be ranking for irrelevant queries that you are unable to satisfy, and thus you lost rankings.

This is not always a bad thing (even if your traffic is lost) but a slight adjustment.
Why was I hit by a Core Update?

Relevancy

Google has found your domain to be ranking for irrelevant queries that you are unable to satisfy, and thus you lost rankings.

This is not always a bad thing (even if your traffic is lost) but a slight adjustment.

E-A-T

You have been seen as having a low Expertise, Authoritativenss and Trustworthiness within your industry.

Google has demoted your website to improve the quality and reliability of their results.
Why was I hit by a Core Update?

<table>
<thead>
<tr>
<th>Relevancy</th>
<th>E-A-T</th>
<th>Underperformance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google has found your domain to be <strong>ranking for irrelevant queries</strong> that you are unable to satisfy, and thus you lost rankings. This is not always a bad thing (even if your traffic is lost) but a slight adjustment.</td>
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<td>Google has tested your pages for keywords that <strong>did not perform as expected</strong>. This could be a sign that your results are irrelevant, low-quality, or in need of SERP-snippet sprucing.</td>
</tr>
</tbody>
</table>
## Why was I hit by a Core Update?

<table>
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</tr>
</tbody>
</table>
E.g. this health magazine saw
A YoY drop of -60% clicks
1 month before the update; nB CTR was performing incredibly well

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Clicks</th>
<th>Impressions</th>
<th>CTR</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7,812</td>
<td>16,192</td>
<td>48.2%</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>5,775</td>
<td>12,411</td>
<td>46.5%</td>
<td>1.1</td>
</tr>
<tr>
<td></td>
<td>4,062</td>
<td>5,799</td>
<td>70%</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>3,389</td>
<td>9,229</td>
<td>36.7%</td>
<td>2.3</td>
</tr>
<tr>
<td></td>
<td>2,995</td>
<td>6,558</td>
<td>45.7%</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>2,644</td>
<td>6,699</td>
<td>39.5%</td>
<td>2.2</td>
</tr>
<tr>
<td></td>
<td>2,599</td>
<td>72,778</td>
<td>3.6%</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>2,476</td>
<td>9,622</td>
<td>25.7%</td>
<td>2.5</td>
</tr>
<tr>
<td></td>
<td>2,465</td>
<td>10,321</td>
<td>23.9%</td>
<td>1.5</td>
</tr>
<tr>
<td></td>
<td>2,325</td>
<td>3,757</td>
<td>61.9%</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>2,277</td>
<td>54,436</td>
<td>4.2%</td>
<td>5.2</td>
</tr>
<tr>
<td></td>
<td>2,160</td>
<td>4,215</td>
<td>51.2%</td>
<td>1.1</td>
</tr>
<tr>
<td></td>
<td>2,145</td>
<td>8,162</td>
<td>26.3%</td>
<td>1</td>
</tr>
</tbody>
</table>
The Core Update recognized low E-A-T for such high YMYL and kicked them down.
Save the template:
<table>
<thead>
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<th>E-A-T</th>
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</tbody>
</table>
Performance-based Core Update impacts
A significant decline for this website
Clicks decline similarly around Christmas, yet KW amount remained the same.
Let's dig into a few of their focus keywords individually...

**Ranking Performance: Focus Keyword A**

- **Clicks:** 273
- **Impressions:** 125,398
- **CTR:** 0.2%
- **Position:** 17.4
- **Pages:** 18

---

Core Update

**@izzionfire**

#MozCon
<table>
<thead>
<tr>
<th>Clicks</th>
<th>Impressions</th>
<th>CTR</th>
<th>Position</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
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<td>125,398</td>
<td>0.2%</td>
<td>17.4</td>
<td>18</td>
</tr>
</tbody>
</table>

**Ranking Performance: Focus Keyword A**

**2020-04-27 (Mo)**
- Impressions: 1.270
  - +1.241 seit 2019-11-07
- CTR: 0.2%
  - +0.2% seit 2019-11-07
- Position: 10
  - +111.5 seit 2019-11-07

---

The chart shows the ranking performance of Focus Keyword A over time, with a focus on the performance metrics like clicks, impressions, CTR, position, and pages. The graph indicates fluctuations in impressions and position post a Core Update.
Same behavior again -

### Ranking Performance: Focus Keyword B

<table>
<thead>
<tr>
<th>Klicks</th>
<th>Impressionen</th>
<th>CTR</th>
<th>Position</th>
<th>Seiten</th>
</tr>
</thead>
<tbody>
<tr>
<td>41</td>
<td>69.478</td>
<td>0,1%</td>
<td>9,6</td>
<td>1</td>
</tr>
</tbody>
</table>

![Graph showing impression and position trends over time with a vertical line indicating a core update.](chart.png)
Ranking Performance: **Focus Keyword C**

<table>
<thead>
<tr>
<th>Metrics</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clicks</td>
<td>538</td>
</tr>
<tr>
<td>Impressions</td>
<td>529,811</td>
</tr>
<tr>
<td>CTR</td>
<td>0.1%</td>
</tr>
<tr>
<td>Position</td>
<td>10.2</td>
</tr>
<tr>
<td>Pages</td>
<td>6</td>
</tr>
</tbody>
</table>

Core Update
2. Know when you’ve lost, and your effort is best spent elsewhere
i.e. Identifying Irrelevant Rankings & Inhospitable SERPs
Some examples from our own domain:
That's a heck ton of impressions 😱
But of course, very few wish to click through to our informational wiki article.

**Ranking-Performance: "bing"**

- **Klicks**: 131
- **Impressionen**: 2,4M
- **CTR**: 0%
- **Position**: 8,1
- **Seiten**: 11

![Diagram](image-url)
Another high volume yet pure-answer intent query
We got qualified to move up to page 2 via classic “ranking factors”
And Google chose to test us in the top 10
But still, no clicks to our domain :(

<table>
<thead>
<tr>
<th>Klicks</th>
<th>Impressionen</th>
<th>CTR</th>
<th>Position</th>
<th>Seiten</th>
</tr>
</thead>
<tbody>
<tr>
<td>91</td>
<td>75.861</td>
<td>0,1%</td>
<td>19,1</td>
<td>7</td>
</tr>
</tbody>
</table>
Bye bye page 1 & 2 👋😢

Ranking-Performance: "serp"

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Graph showing impressions and position over time.
What did we do about it?
nothing.
One of my inhospitable SERP KW Segments
E.g. KW is a pure named Entity, navigational or answer intent

0.9% of all clicks
53% of all Impressions!

3. Leverage SERP Features to your advantage
A keyword that we actually acted upon, seeing as the research intent was there.
We were tested by Google in the Top 10
But our CTR failed to meet those expectations, and we fell to page 3 🙃😢
We clawed our way back via on-page tweaks (as one does for their focus KWs)

Ranking-Performance: "meta keywords"

<table>
<thead>
<tr>
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<th>CTR</th>
<th>Position</th>
<th>Seiten</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.099</td>
<td>68.427</td>
<td>1,6%</td>
<td>12,2</td>
<td>4</td>
</tr>
</tbody>
</table>

@izzionfire #MozCon
While optimizing for Featured Snippets around the question KWs

Ranking-Performance: "meta keywords"

- Klicks: 1,099
- Impressionen: 68,427
- CTR: 1,6%
- Position: 12,2
- Seiten: 4

optimized snippet and direct answer
### Ranking-Performance: "meta keywords"

<table>
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<td>1,6%</td>
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</table>

![Graph showing Klicks, Impressionen, and CTR over time](image)

---

**Meta Keywords: What They Are and How They Work**

Meta Keywords are a specific type of meta tag that appears in the HTML code of a webpage and helps tell search engines...

**Meta keywords**

Meta keywords are types of meta tags in the HTML source code of a webpage. They describe the content of a website shortly and concisely, and are therefore important indicators of a website’s content to search engines. The **keywords** are generally written in lower case, and separated with a comma.

- Ryte • wiki • Meta Keyword
- Meta keywords: what are they and when are they relevant? - Ryte

---

@izzionfire

#MozCon
I can’t stress enough how much building a collective resource assists with your large-scale Featured Snippet earning.
I’ve spoken frequently about Featured Snippets...

Become a well-structured, engaging, and satisfying resource with relevant authority and high accessibility.
But 2020 was a bad year for Featured Snippets
But 2020 was a bad year for Featured Snippets (and for a lot of things)
If a web page listing is elevated into the featured snippet position, we no longer repeat the listing in the search results. This declutters the results & helps users locate relevant information more easily. Featured snippets count as one of the ten web page listings we show.
Hold up...

Danny Sullivan 🔄
@dannysullivan

Replying to @dr_pete

If a web page listing is elevated into the featured snippet position, we no longer repeat the listing in the search results. This declutters the results & helps users locate relevant information more easily. Featured snippets count as one of the ten web page listings we show.

10:28 PM · Jan 22, 2020 · Twitter Web App

196 Retweets 288 Likes
Anyway.
From “Position 0” to Position 1

Dec 2019

When the **GET request** method is used, if a client uses the HTTP protocol on a web server to **request** a certain resource, the client sends the server certain **GET parameters** through the requested URL. These **parameters** are pairs of names and their corresponding values, so-called name-value pairs.

URL Get Parameter - Ryte
https://en.ryte.com › wiki › GET_Parameter

Jan 2020

When the **GET request** method is used, if a client uses the HTTP protocol on a web server to **request** a certain resource, the client sends the server certain **GET parameters** through the requested URL. These **parameters** are pairs of names and their corresponding values, so-called name-value pairs.

URL Get Parameter - Ryte
https://en.ryte.com › wiki › GET_Parameter

**Query string - Wikipedia**
On the World Wide Web, a query string is the part of a uniform resource locator (URL) which assigns values to specified parameters. ... this control was sent to the server as a query string addition to a GET request for the base URL or another ...
Google: *deduplicates Featured Snippets*

SEOs:
Turns out: our high position CTR for Featured Snippets is on average *slightly lower* than the Standard Results

<table>
<thead>
<tr>
<th>Position</th>
<th>FS CTR</th>
<th>Non-FS CTR</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>35.2%</td>
<td>37%</td>
<td>-5%</td>
</tr>
<tr>
<td>1-2</td>
<td>22.4%</td>
<td>24%</td>
<td>-7%</td>
</tr>
<tr>
<td>2-3</td>
<td>19.1%</td>
<td>19.4%</td>
<td>-2%</td>
</tr>
</tbody>
</table>

(Data taken from top 300 non-Branded keywords 22.01.2020 - 29.01.2020)
But: many of our Featured Snippets are for high informational intent and most of them had no images.
Alternatively, a client’s website with **transactional** intent queries had a better CTR compared to without.

<table>
<thead>
<tr>
<th>Featured Snippet CTR</th>
<th>Non-FS CTR</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>44.4%</td>
<td>35.3%</td>
<td>+20.5%</td>
</tr>
</tbody>
</table>

(Data taken from top 100 Featured Snippet keywords 22.01.2020 - 29.01.2020)
Is it still worth it?
Yes
# Featured Snippet benefits and things to 🐻-in-mind

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Outrank competitors</td>
<td>Outrank competitors by being in the top organic position.</td>
</tr>
<tr>
<td>✓ Brand &amp; trust value</td>
<td>Be valued for potential conversions or future searches.</td>
</tr>
<tr>
<td>✓ Conversational search</td>
<td>Featured Snippets are more likely to be taken for voice queries.</td>
</tr>
<tr>
<td>▶ On-SERP satisfaction</td>
<td>Risk losing clicks from certain queries when intent is met.</td>
</tr>
<tr>
<td>▶ Misinterpretation</td>
<td>Google taking wrong data for a query or structuring poorly.</td>
</tr>
<tr>
<td>▶ SERP confusion</td>
<td>Some FS risk looking like ads, and therefore can lose CTR.</td>
</tr>
</tbody>
</table>
As well as Featured Snippets, there are tons of SERP Features we can take advantage of.

What are some of the most popular SERP features?

The table below shows 16 SERP Features that commonly appear in Google SERPs. The icon shows how we identify them in Moz Pro. For examples of even more SERP Features, see the Mega-SERP: A Visual Guide to Google blog post.

https://moz.com/learn/seo/serp-features
And some that may not drive clicks, but definitely assist with brand awareness and Entity result presence

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<table>
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<th>Feature</th>
<th>Icon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adwords (Bottom)</td>
<td>🎯</td>
</tr>
<tr>
<td>Adwords (Top)</td>
<td>🎯</td>
</tr>
<tr>
<td>In-Depth Article</td>
<td>📝</td>
</tr>
<tr>
<td>Local Teaser Pack</td>
<td>📣</td>
</tr>
<tr>
<td>Shopping Results</td>
<td>🛒</td>
</tr>
<tr>
<td>News Box</td>
<td>📝</td>
</tr>
<tr>
<td>Site Links</td>
<td>🚀</td>
</tr>
<tr>
<td>Tweet</td>
<td>🕹️</td>
</tr>
<tr>
<td>Featured Snippet</td>
<td>🔍</td>
</tr>
<tr>
<td>Related Questions</td>
<td>🔴</td>
</tr>
<tr>
<td>Image Pack</td>
<td>📸</td>
</tr>
<tr>
<td>Local Pack</td>
<td>📡</td>
</tr>
<tr>
<td>Reviews</td>
<td>🌟</td>
</tr>
<tr>
<td>Video</td>
<td>🎥</td>
</tr>
</tbody>
</table>

[https://moz.com/learn/seo/serp-features](https://moz.com/learn/seo/serp-features)
What are the risks of using Structured Data to enrich more entities?
But remember, Structured-Data-powered SERP Features can assist with:

- Representation > Exclusion
- Be in control of facts > Misinformation
- On-SERP satisfaction > Quick website visits
- Faster conversions via Google integrations
4. Know when Google is testing you in the Top 10, and exceed expectations!
A query we identified via topic analysis and started to work on
We were bumped up to Top 10
Next to position 8-4 😊

Ranking-Performance: "web architecture"

<table>
<thead>
<tr>
<th>Klicks</th>
<th>Impressionen</th>
<th>CTR</th>
<th>Position</th>
<th>Seiten</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.091</td>
<td>56.842</td>
<td>17.8%</td>
<td>2.4</td>
<td>6</td>
</tr>
</tbody>
</table>

![Graph showing ranking performance and trend over time with a red circle highlighting a specific data point.](image-url)
Top 5 😲

Ranking-Performance: "web architecture"

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</thead>
<tbody>
<tr>
<td>10.091</td>
<td>56.842</td>
<td>17,8%</td>
<td>2,4</td>
<td>6</td>
</tr>
</tbody>
</table>

![Chart showing ranking performance with a circled area from Oct 2018 to Apr 2019.](chart.png)
The CTR for this research intent query continued to grow, 
So after a whole 3 months...
Web architecture is the conceptual structure of the World Wide Web. The WWW or internet is a constantly changing medium that enables communication between different users and the technical interaction (interoperability) between different systems and subsystems.

What is web architecture? - Ryte

Build
Salary
Core standards
App

PEOPLE ALSO ASK

What is the role of Web architecture?
& brings engaged clicks
The long click
The last click
Answers <> Pages
Google is tweaking keyword rankings continuously

Ranking-Performance: "https://iphone-tricks.de/anleitung/67266-iphone-x-batterieladung-prozent"

<table>
<thead>
<tr>
<th>Klicks</th>
<th>Impressionen</th>
<th>CTR</th>
<th>Position</th>
<th>Keywords</th>
</tr>
</thead>
<tbody>
<tr>
<td>108.027</td>
<td>792.470</td>
<td>13.6%</td>
<td>3</td>
<td>1.548</td>
</tr>
</tbody>
</table>

1,548 Keyword-Rankings für "https://iphone-tricks.de/anleitung/67266-iphone-x-batterieladung-prozent"
Impact always varies keyword to keyword!

Ranking-Performance: "https://iphone-tricks.de/anleitung/67266-iphone-x-batterieladung-prozent"

<table>
<thead>
<tr>
<th>Klicks</th>
<th>Impressionen</th>
<th>CTR</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>86.053</td>
<td>534.059</td>
<td>16.1%</td>
<td>3</td>
</tr>
</tbody>
</table>

### Impact of Keywords

- **Iphone 11 battery percent**
  - 2020-02-16 (So)
    - Position für alle Seiten 2.8
    - iphone 11 batterie prozent 3
    - iphone x akku in prozent 1
  - 2020-05-24 (So)
    - Position für alle Seiten 4.7
    - iphone 11 batterie prozent 1
    - iphone x akku in prozent 8

- **Iphone x charging**
  - 3.199
  - 9.352
  - 34.2%
  - 2.2
  - --
  - 37
  - 775
  - 4.8%
  - 3
  - --

Entferne alle verglichenen Keywords
5. Don’t attempt to cheat the system (it won’t work)
SERP click-through rate (CTR) has become a major SEO ranking factor for Google. Now you can boost organic CTR using real, crowd-sourced traffic.

Create “Click Orders” for our human clickers to complete

Each Order your create contains a **Keyword Phrase** and a **URL**. Our human clickers will:
- Search for your Keyword Phrase on Google
- Find the listing for your URL
- Click on that listing and go to your URL

This increases the **click-through rate (CTR)** for your listing, which Google considers to be a positive ranking signal.
Based on Rand’s experiment back in 2014

@randfish

Care to help with a Google theory/test? Could you search for "IMEC Lab" in Google & click the link from my blog? I have a hunch.

5:07 PM - 30 Apr 2014

13 Retweets 12 Favorites
For which a high volume of clicks boosted the ranking from #7 -> #1

https://sparktoro.com/blog/queries-clicks-influence-googles-results/
Modifying search result ranking based on implicit user feedback:

http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO1&Sect2=HITOFF&d=PALL&p=1&u=%2Fnetahtml%2FPTO
%2Fsrchnum.htm&r=1&f=G&l=50&s1=10,229,166.PN.&OS=PN/10,229,166&RS=PN/10,229,166

Bill Slawski’s Analysis:
https://gofishdigital.com/user-click-through-rates-and-search-result-rankings-at-google/
“safeguards against spammers (users who generate fraudulent clicks in an attempt to boost certain search results) can be taken to help ensure that the user selection data is meaningful, even when very little data is available for a given (rare) query. These safeguards can include employing a user model that describes how a user should behave over time, and if a user doesn't conform to this model, their click data can be disregarded. The safeguards can be designed to accomplish two main objectives: (1) ensure democracy in the votes (e.g., one single vote per cookie and/or IP for a given query-URL pair), and (2) entirely remove the information coming from cookies or IP addresses that do not look natural in their browsing behavior (e.g., abnormal distribution of click positions, click durations, clicks_per_minute/hour/day, etc.). Suspicious clicks can be removed, and the click signals for queries that appear to be spammed need not be used (e.g., queries for which the clicks feature a distribution of user agents, cookie ages, etc. that do not look normal).”
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Why not test it?

### Ranking-Performance: "stellenanzeigen"

<table>
<thead>
<tr>
<th>Klicks</th>
<th>Impressionen</th>
<th>CTR</th>
<th>Position</th>
<th>Seiten</th>
</tr>
</thead>
<tbody>
<tr>
<td>18.590</td>
<td>142.581</td>
<td>13%</td>
<td>9.9</td>
<td>1</td>
</tr>
</tbody>
</table>

![Graph showing search performance over time](chart.png)

@izzionfire  #MozCon
Let’s wrap up!
For crucial Search Performance analysis, use GSC data.
But use it wisely.
Cluster your keywords on common intent modifiers with Segments or filters in Google Sheets / Data Studio

Tip: Use " " after the keyword to exclude false positives
Filter down to find your underperforming KWs

Real Google visibility
Find out how often your search results were clicked or seen.

Clicks | Impressions | CTR | Position | Keywords
--- | --- | --- | --- | ---
679 | 78,357 | 0.9% | 6.9 | 1,649

1,649 keywords

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Clicks</th>
<th>Impressions</th>
<th>CTR</th>
<th>Position</th>
<th>Avg. CPC</th>
<th>Max. CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>what is organic search</td>
<td>4</td>
<td>1,916</td>
<td>0.2%</td>
<td>9.7</td>
<td>0.01 €</td>
<td>- 0.04 €</td>
</tr>
<tr>
<td>what is host name</td>
<td>0</td>
<td>1,760</td>
<td>0%</td>
<td>9.7</td>
<td>0.79 €</td>
<td>- 1.37 €</td>
</tr>
<tr>
<td>what is aida</td>
<td>45</td>
<td>1,568</td>
<td>2.9%</td>
<td>4.6</td>
<td>0.13 €</td>
<td>- 4.13 €</td>
</tr>
<tr>
<td>what is roas</td>
<td>0</td>
<td>1,494</td>
<td>0%</td>
<td>9.2</td>
<td>1.70 €</td>
<td>- 15.20 €</td>
</tr>
</tbody>
</table>
Ranking Performance: "what is pagerank"

<table>
<thead>
<tr>
<th></th>
<th>Clicks</th>
<th>Impressions</th>
<th>CTR</th>
<th>Position</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>15</td>
<td>3,086</td>
<td>0.5%</td>
<td>25.9</td>
<td>6</td>
</tr>
</tbody>
</table>

Ranking pages for "what is pagerank": 6

<table>
<thead>
<tr>
<th>Pages</th>
<th>Clicks</th>
<th>Impressions</th>
<th>Avg. CTR</th>
<th>Position</th>
<th>Compare</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="https://en.ryte.com/wiki/Page_Rank">https://en.ryte.com/wiki/Page_Rank</a></td>
<td>15</td>
<td>2,311</td>
<td>0.6%</td>
<td>22.6</td>
<td></td>
</tr>
<tr>
<td><a href="https://en.ryte.com/wiki/Page_Rank#Alternative_Use">https://en.ryte.com/wiki/Page_Rank#Alternative_Use</a></td>
<td>0</td>
<td>6</td>
<td>0%</td>
<td>7.2</td>
<td></td>
</tr>
<tr>
<td><a href="https://en.ryte.com/wiki/Page_Rank#Calculation_of_PageRanks">https://en.ryte.com/wiki/Page_Rank#Calculation_of_PageRanks</a></td>
<td>0</td>
<td>15</td>
<td>0%</td>
<td>6.3</td>
<td></td>
</tr>
<tr>
<td><a href="https://en.ryte.com/wiki/Page_Rank#Critics">https://en.ryte.com/wiki/Page_Rank#Critics</a></td>
<td>0</td>
<td>15</td>
<td>0%</td>
<td>6.3</td>
<td></td>
</tr>
<tr>
<td><a href="https://en.ryte.com/wiki/Page_Rank#The_Algorithm">https://en.ryte.com/wiki/Page_Rank#The_Algorithm</a></td>
<td>0</td>
<td>15</td>
<td>0%</td>
<td>6.3</td>
<td></td>
</tr>
</tbody>
</table>
What Is Google PageRank? A Guide For Searchers...
Apr 26, 2007 - Google's Definition: PageRank is Google's system of counting link votes and determining which pages are most important based on them. These scores are then used along with many other things to determine if a page will rank well in a search.

What Is Google PageRank, How Is It Earned & Does It Still...
Jun 3, 2016 - PageRank (PR) is a calculation, famously invented by Google founders Larry Page and Sergey Brin, which evaluates the quality and quantity of...

What is Page Rank? - Ryte Wiki
PageRank describes a process that allows for the evaluation of web pages using an algorithm based on their incoming backlink links.
Be aware of when Google is testing you in the Top 10, and act accordingly.
Aim for those engaged Long Clicks
Strive for Positive Last Clicks
Keep proving your worth in the SERPs.
Stay Strong.
ty <3
Thank you

IZZI SMITH
Technical SEO Analyst, Ryte

@izzionfire

Get in touch!
izzi@ryte.com