

LIVE  
ON AIR

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.

Don't Panic! A Hitchhiker's... SEO Challenge  
Tue, Sep 4  
Thu, Aug 30

Prelude to Foundation (Foundation, #1) by Isaac Asimov - Reviews ...  
www.goodreads.com/book/show/30013.Prelude\_to\_Foundation  
★★★★★ Rating: 3.9 - 13307 votes  
22 Aug 1994 - Prelude to Foundation has 13307 ratings and 310 reviews. Stephen said: In the realm of science fiction, Isaac Asimov's stories have always ...

How Big Is Your Social Echo?  
www.blindfiveyearold.com/social-echo  
by AJ Kohn - in 26,653 Google+ circles  
AJ Kohn // May 01st 2012 // SEO + Social Media. How many Tweets does it take to impact rank? How important are +1s? Should I care about LinkedIn shares?

Millenium Hilton (New York City, NY) - Hotel Reviews - TripAdvisor  
www.tripadvisor.com > ... > New York City > New York City Hotels  
★★★★★ 1487 reviews - Price range: \$\$\$  
Millenium Hilton, New York City: See 1487 traveler reviews, 721 candid photos, and great deals for Millenium Hilton, ranked #171 of 431 hotels in New York City ...

description = A quiz for webmasters and ...



# 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, Discussio...](#)

[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/](#)

★★★★★ 1279 reviews 393 cal

A Greek favorite that makes everyone think you are a master chef and is sooo easy to make!! I taught a Greek friend how to make apple pie and she taught me ...

[Baklava Recipe - Taste.com.au](#)

[www.taste.com.au/recipes/27532/baklava](#)

★★★★★ Rating: 4.5 - 5 reviews 1 hr 10 mins

**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/.../effdkahkjdmllholdbalhcdpgfi...>

★★★★★ 9 votes Free

SERP Preview Tool by DejanSEO.


[Hilton Sydney: See 1,120 Hotel Reviews and 377 Photos - TripAdvisor](#)

[www.tripadvisor.com.au](#) > ... > 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

Google   Tim Capper 0 + Share 

Search About 803,000 results (0.28 seconds)

- Web
- Images
- Maps
- Videos
- News
- Shopping
- More

Search near...

- The web
- Pages from the UK
  - More search tools

Ads related to **Luxury Villa La Soledad** [Why these ads?](#)

[Stunning Luxury Villas | akvillas.com](#)  
[www.akvillas.com/](http://www.akvillas.com/)  
**Luxury Villas** in France, Portugal, Italy, Spain & Greece. Since 1962.  
Special Offers - Late Availability - Request Villa - Luxury Villas

[Luxury Villa Holidays\\* | simpsontravel.com](#)  
[www.simpsontravel.com/Luxury](http://www.simpsontravel.com/Luxury) - ★★★★★ 44 seller reviews  
Pure,Ultimate **Luxury Villa** Holiday. 5 Star Mediterranean Specialists.  
The White Lodge - Turkey fr £4000pw - Talisker - Crete fr £5000pw

[Luxury Villa La Soledad - Luxury Villas Clifton, Cape Town ...](#)  
[luxuryhoteltravel.co.uk/.../luxury-villa-la-soledad-luxury-villa...](http://luxuryhoteltravel.co.uk/.../luxury-villa-la-soledad-luxury-villa...)  
★★★★★ Rating: 5 - Review by Tim Capper  
6 days ago – **Luxury Villa La Soledad** – Luxury Villas Clifton, Cape Town. Posted on September 5, ... La Soledad Luxury Villa Cape Town. Icon Villas T: 0861 ...  
 by Tim Capper - in 447 Google+ circles

[Villa Soledad Beach Resort](#)  
[villasoledad.multiply.com/](http://villasoledad.multiply.com/)  
13 Mar 2009 – VILA SOLEDAD BEACH RESORT is a place where you can relax and enjoy your vacation. By day traffic VSBR, located in Brgy. Estanza ...

[La Villa de Soledad B&B \(La Ceiba, Honduras\) - B&B Reviews ...](#)  
[www.tripadvisor.com](http://www.tripadvisor.com) > ... > La Ceiba > La Ceiba Bed and Breakfasts  
★★★★★ 10 reviews - Price range: \$  
**La Villa de Soledad B&B, La Ceiba:** See 10 traveler reviews, 12 candid ... and even fancied staying at **Las Cascadas** for a little bit of **luxury** on our honeymoon, ...

Ads - Why these ads?

[Luxury Villa Holidays](#)  
[www.jamesvillas.co.uk/Luxury](http://www.jamesvillas.co.uk/Luxury)  
★★★★★ 110 seller reviews  
Breathtaking locations, handpicked for exceptional standards of **luxury**

[LuxuriousWaterfront Villa](#)  
[www.vistadelaluz.com/](http://www.vistadelaluz.com/)  
Unique Isla Mujeres Property  
Sleeps 12-14 Guests Luxuriously

[Luxury Villas](#)  
[www.luxuryretreats.com/](http://www.luxuryretreats.com/)  
Rent a **Luxury Villa** €800+/night.  
Plan your **luxury** holidays now.

[Villa Plus Official Site](#)  
[www.villaplus.com/](http://www.villaplus.com/)  
**Luxury Villas** at Great Prices!  
Low Deposits & Price Match Offered.  
  [Privacy](#)

[Villas Worldwide To Rent](#)  
[www.ownersdirect.co.uk/villa](http://www.ownersdirect.co.uk/villa)  
1000's of Holiday **Villas** to Rent  
Direct From The Owner, So You Save!

[Antigua Luxury Villa](#)  
[www.limehill.com/](http://www.limehill.com/)

# 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.

<a href="#">Authorship Hangout</a>	Thu, Sep 13
<a href="#">Don't Panic! A Hitchhiker's ...</a>	Tue, Sep 4
<a href="#">SEO Challenge</a>	Thu, Aug 30

```
<div itemscope itemtype="http://schema.org/Event">
  <a href="http://dejanseo.com.au/seo-challenge/" itemprop="url">
    <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>
```

# Example: Table

## [Top Sites: The 500 Most Important Websites on the Internet](http://www.seomoz.org/top500)

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

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

Rank	Root Domain	Linking Root Domains	External Links
1	Facebook.com	8,506,163	1,702,821,936
2	Google.com	6,236,906	905,403,647

<http://www.seomoz.org/top500>

```
<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">
<a href="http://facebook.com" target="_blank">
Facebook.com </a>
</td>
<td class="number">8,506,163</td>
<td class="number">1,702,821,936</td>
<td>
<span class="score">9.70</span>
<div class="rank-bar">
<div style="width:97%"></div>
</div>
</td>
<td>
<span class="score">9.49</span>
<div class="trust-bar">
<div style="width:94.9%"></div>
</div>
</td>
</tr>
</tbody>
</table>
```

# 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/](http://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

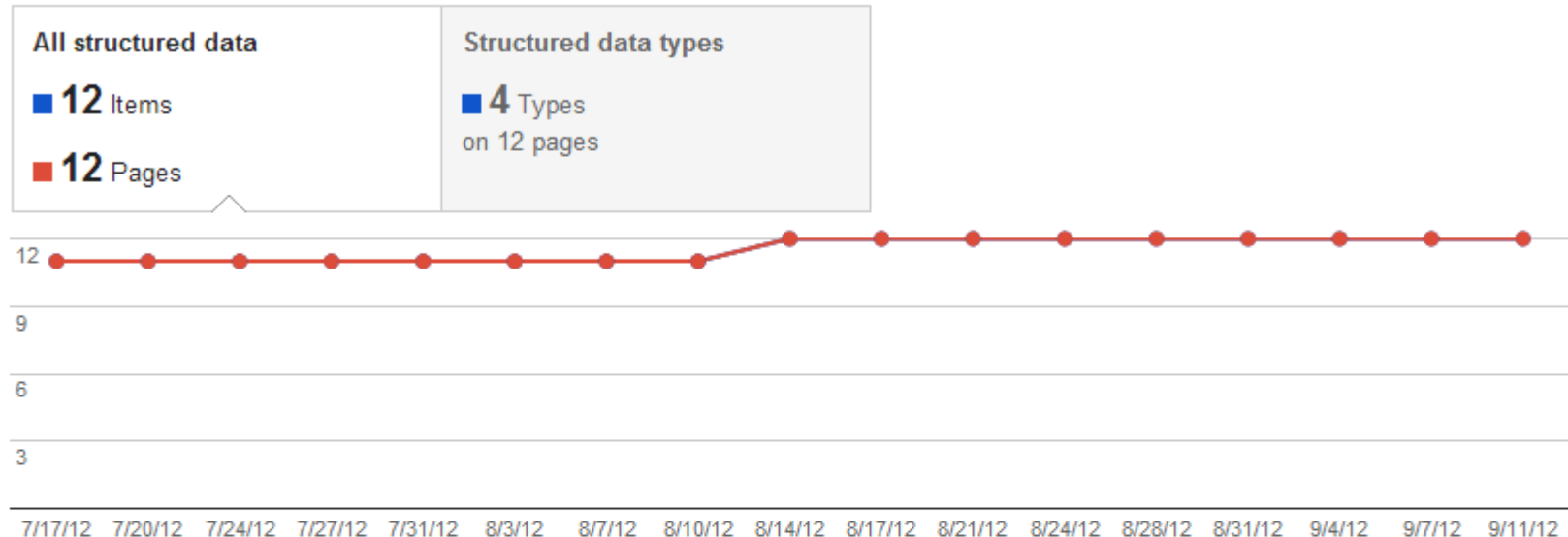


Note that there is no guarantee that a Rich Snippet will be shown for this page on actual search results. For more details, see the [FAQ](#).



# Structured Data: Google Webmaster Tools

## Structured Data



Download   Show  1-4 of 4

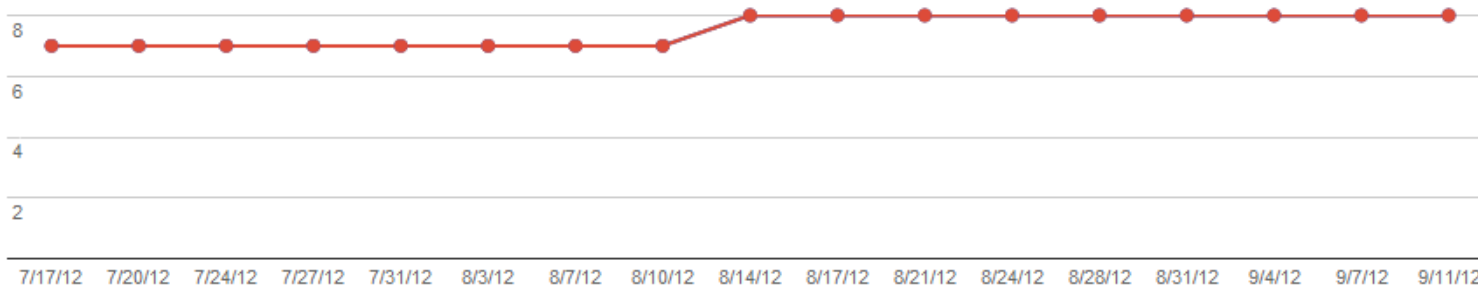
Type	Schema	Items	# Pages
<a href="#">ImageObject</a>	schema.org	8	8
<a href="#">LocalBusiness</a>	schema.org	2	2
<a href="#">Person</a>	schema.org	1	1
<a href="#">Organization</a>	schema.org	1	1

# Structured Data: Google Webmaster Tools

Structured Data - <http://schema.org/ImageObject>



**ImageObject**  
■ 8 Items  
■ 8 Pages



Download


Show 25 rows 1-8 of 8

Source URL	Items	Last Detected
<a href="http://dejanseo.com.au/fun/top-ten-australian-muscle-cars/">http://dejanseo.com.au/fun/top-ten-australian-muscle-cars/</a>	1	8/24/12
<a href="http://dejanseo.com.au/fun/google-skynet/">http://dejanseo.com.au/fun/google-skynet/</a>	1	8/24/12
<a href="http://dejanseo.com.au/fun/facebook/">http://dejanseo.com.au/fun/facebook/</a>	1	8/23/12
<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>	1	8/19/12
<a href="http://dejanseo.com.au/media/infographics/demographics/">http://dejanseo.com.au/media/infographics/demographics/</a>	1	8/12/12
<a href="http://dejanseo.com.au/fun/most-expensive-classic-cars/">http://dejanseo.com.au/fun/most-expensive-classic-cars/</a>	1	8/11/12
<a href="http://dejanseo.com.au/fun/10-funny-travel-questions/">http://dejanseo.com.au/fun/10-funny-travel-questions/</a>	1	8/10/12
<a href="http://dejanseo.com.au/fun/adding-insult-to-injury/">http://dejanseo.com.au/fun/adding-insult-to-injury/</a>	1	8/3/12

# 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.

$$\lim_{t \rightarrow \infty} \sum_{i=2}^k \left( \frac{\lambda_i}{\lambda_1} \right)^t \alpha_i v_i = 0$$



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](http://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](http://raventools.com/...)

 by Dave Ashworth  
9 Mar 2012 – With **AuthorRank** find the work of specific writers, and


## [How Authorship \(and Google+\) Will Change Linkbuilding](http://www.seomoz.org/blog/authorship-google-plus-link-building)

 by Seomoz  
15 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?](http://www.virante.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!](http://www.koozai.com/.../the-challenges-facing-authorrank-sell-it-...)

 by Graeme Genge  
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 \[Infographic\]](http://www.blueglass.com/blog/what-is-authorrank-infographic/)

 by Loren Baker - in 2,919 Google+ circles  
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 ...


## [azrizam mansor - Google+ - What is Author Rank?](https://plus.google.com/.../posts/6uYTW3LV11)

 by azrizam 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](http://www.convinceandconvert.com/.../boosting-co-... - United States)

 by Sean McGinnis  
15 Jun 2012 – Google **Author Rank** 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 Sebald](http://greenlaneseo.com/.../why-i-believe-in-and-welcome-author-...)

 by Bill Sebald - in 506 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 of making ...

## [Preparing for AuthorRank](http://blog.rankpay.com/preparing-for-authorrank/)

 by Rankpay  
5 Jun 2012 – The principal ranking component and success of any website is its' content. Without content you have nothing – no user engagement, ...

## [AuthorRank could be bigger than all Panda updates combined](http://www.blindfiveyearold.com/author-rank)

[www.blindfiveyearold.com/author-rank](http://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 ...

# 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

[Inside Google+ — How the Search Giant Plans to Go S](#)

[www.wired.com/epicenter/2011/06/inside-google-plus.../1](http://www.wired.com/epicenter/2011/06/inside-google-plus.../1)



by [Steven Levy](#) · in 838,229 Google+ circles · [More by S](#)  
Jun 28, 2011 – Follow [@stevenlevy](#). **Google**, the world's company, is formally making its pitch to become a major networking.

You can link content you publish on a specific domain (such as [www.wired.com](http://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](mailto: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](#))

Understand how your content appears in search



For example:

Submitting 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](#)

[\[PDF\] PRACTICAL SEO TIPS - Dejan SEO](#)

[cdn.dejanseo.com.au/.../Dejan-SEO-Practical-SEO-Ti...](http://cdn.dejanseo.com.au/.../Dejan-SEO-Practical-SEO-Ti...)



File Format: PDF/Adobe Acrobat - [Quick View](#)

by Dan Petrovic - in 3,528 Google+ circles

PRACTICAL SEO TIPS. By **Dan Petrovic**. Author: **Dan Petrovic**, Dejan SEO, 2011 - <http://dejanseo.com.au>. Approved for academic use. Link attribution required.

<http://dejanseo.com.au/2012-08-13T07:08:51+00:00-daily-1.0-http-...>

[dejanseo.com.au/sitemap.xml](http://dejanseo.com.au/sitemap.xml)



by Dan Petrovic - in 3,528 Google+ circles

<http://dejanseo.com.au/2012-08-13T07:08:51+00:00-daily-1.0-http://dejanseo.com.au/youtube-wants-your-real-name/> 2012-08-31T12:26:52+00:00 monthly 0.2 ...



<a href="http://dejanseo.com.au/three-ways-to-estimate-the-size-of-on-line-social-networks/">http://dejanseo.com.au/three-ways-to-estimate-the-size-of-on-line-social-networks/</a>	20%	Monthly	2
<a href="http://dejanseo.com.au/soc1-microsofts-social-network/">http://dejanseo.com.au/soc1-microsofts-social-network/</a>	20%	Monthly	2
<a href="http://dejanseo.com.au/english-wikipedia-to-go-offline-to-protest-against-sopa/">http://dejanseo.com.au/english-wikipedia-to-go-offline-to-protest-against-sopa/</a>	20%	Monthly	2
<a href="http://dejanseo.com.au/talking-panda-with-dan-petrovic/">http://dejanseo.com.au/talking-panda-with-dan-petrovic/</a>	20%	Monthly	2
<a href="http://dejanseo.com.au/heres-how-to-penalise-your-competitors-in-google/">http://dejanseo.com.au/heres-how-to-penalise-your-competitors-in-google/</a>	20%	Monthly	2
<a href="http://dejanseo.com.au/what-is-the-first-thing-you-do-when-you-sit-down-at-the-computer/">http://dejanseo.com.au/what-is-the-first-thing-you-do-when-you-sit-down-at-the-computer/</a>	20%	Monthly	2
<a href="http://dejanseo.com.au/yugoslav-space-program-sold-to-usa/">http://dejanseo.com.au/yugoslav-space-program-sold-to-usa/</a>	20%	Monthly	2
<a href="http://dejanseo.com.au/seo-link-building/">http://dejanseo.com.au/seo-link-building/</a>	20%	Monthly	2
<a href="http://dejanseo.com.au/everything-you-wanted-to-know-about-pagerank-but-were-afraid-to-ask/">http://dejanseo.com.au/everything-you-wanted-to-know-about-pagerank-but-were-afraid-to-ask/</a>	20%	Monthly	2
<a href="http://dejanseo.com.au/correlation-between-latent-dirichlet-allocation-lda-and-google-rankings/">http://dejanseo.com.au/correlation-between-latent-dirichlet-allocation-lda-and-google-rankings/</a>	20%	Monthly	2
<a href="http://dejanseo.com.au/advanced-pagerank-analysis-by-dan-petrovic/">http://dejanseo.com.au/advanced-pagerank-analysis-by-dan-petrovic/</a>	20%	Monthly	2
<a href="http://dejanseo.com.au/serps/">http://dejanseo.com.au/serps/</a>	20%	Monthly	2
<a href="http://dejanseo.com.au/online-strategy/">http://dejanseo.com.au/online-strategy/</a>	60%	Weekly	2
<a href="http://dejanseo.com.au/smartphone-pie/">http://dejanseo.com.au/smartphone-pie/</a>	20%	Monthly	2
<a href="http://dejanseo.com.au/url-update/">http://dejanseo.com.au/url-update/</a>	20%	Monthly	2

# Author Stats. Various Web Properties

<http://dejanseo.com.au/email-marketing-10-tips-to-succe:>



<http://www.youtube.com/watch?v=2ZphGYv8l10>

<http://briodaily.com.au/>



<http://briodaily.com.au/>

<https://plus.google.com/111588754935244257268...>



<https://plus.google.com/111588754935244257268/posts/ECTyA5WupSN>

<http://cdn.dejanseo.com.au/wp-content/uploads...>

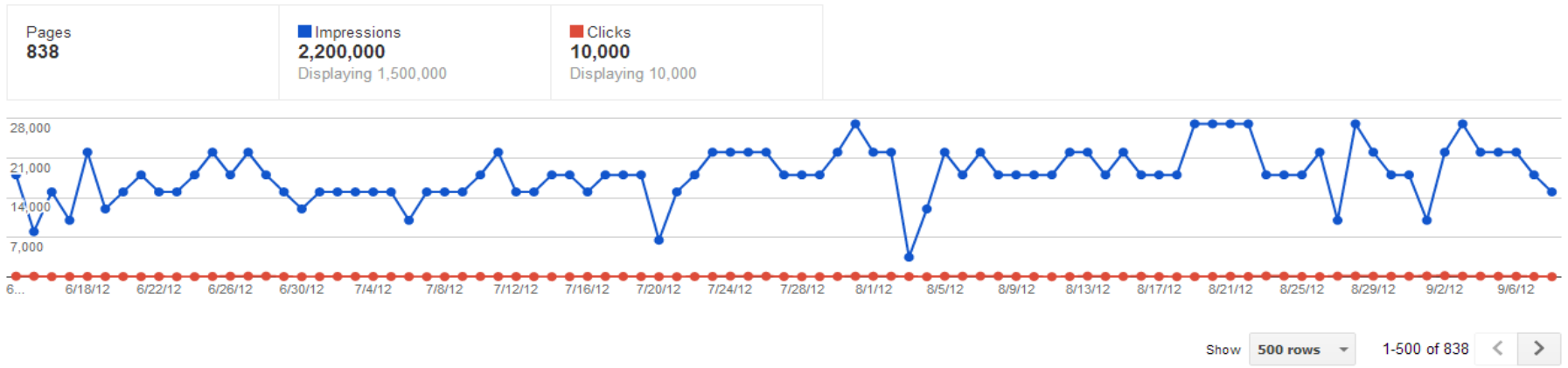


<http://cdn.dejanseo.com.au/wp-content/uploads/2011/04/Dejan-SEO-Practical-SEO-Tips.pdf>

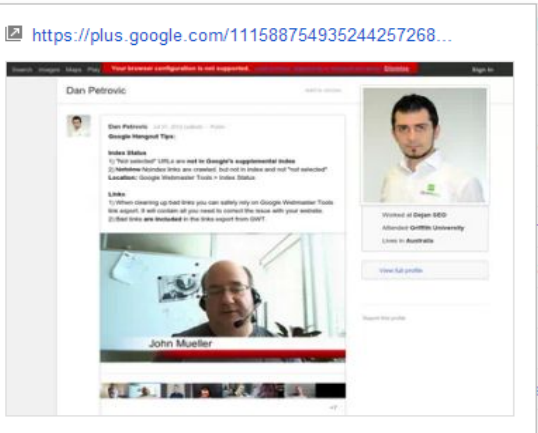
**Tip: Get Traffic Data Unavailable in Log Files**

# Author Stats: Google Webmaster Tools

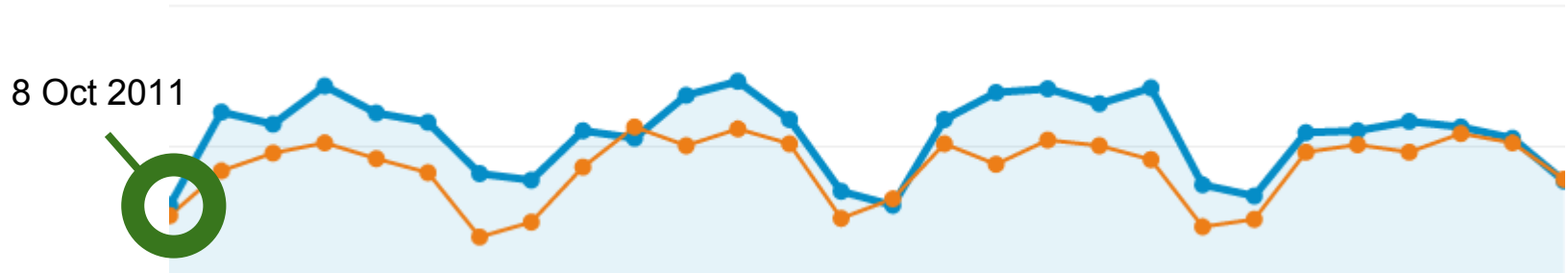
<https://www.google.com/webmasters/tools/labs-author-stats-1>



Page	Impressions	Clicks	CTR ▲	Avg. position
<a href="http://dejanseo.com.au/impact-of-update-frequency-on-search-engine-rankings/">http://dejanseo.com.au/impact-of-update-frequency-on-search-engine-rankings/</a>	35	30	83%	4.8
<a href="http://dejanseo.com.au/how-to-get-sitelinks-in-google-search-results/">http://dejanseo.com.au/how-to-get-sitelinks-in-google-search-results/</a>	16	12	78%	2.0
<a href="http://dejanseo.com.au/ux-tips-for-e-commerce/">http://dejanseo.com.au/ux-tips-for-e-commerce/</a>	22	16	76%	6.9
<a href="http://dejanseo.com.au/effect-of-tag-clouds-on-seo/">http://dejanseo.com.au/effect-of-tag-clouds-on-seo/</a>	30	16	52%	1.6
<a href="https://plus.google.com/111588754935244257268...">https://plus.google.com/111588754935244257268...</a>	30	12	50%	1.0
<a href="#">s/</a>	35	16	49%	1.2
<a href="#">oa</a>	110	60	48%	31
<a href="#">e-seo-scam/</a>	70	35	46%	7.8
<a href="#">ank/</a>	250	110	45%	8.2
<a href="#">ank/</a>	35	16	45%	9.4
<a href="#">ank/</a>	110	50	43%	18
<a href="#">ank/</a>	30	12	42%	1.0
<a href="#">ank/</a>	70	30	40%	1.0
<a href="#">results/</a>	170	70	39%	1.6
<a href="#">ank/</a>	35	16	39%	16
<a href="https://plus.google.com/111588754935244257268/posts/RQQtYRw5NHY">https://plus.google.com/111588754935244257268/posts/RQQtYRw5NHY</a>	500	170	39%	6.4



# 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-relcanonical-http-headers](http://www.seomoz.org/ugc/how-to-advanced-relcanonical-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](http://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...](http://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=25](http://www.seomoz.org/ugc/category/2?show=25)

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](http://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](http://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](http://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 ...

# Discussion

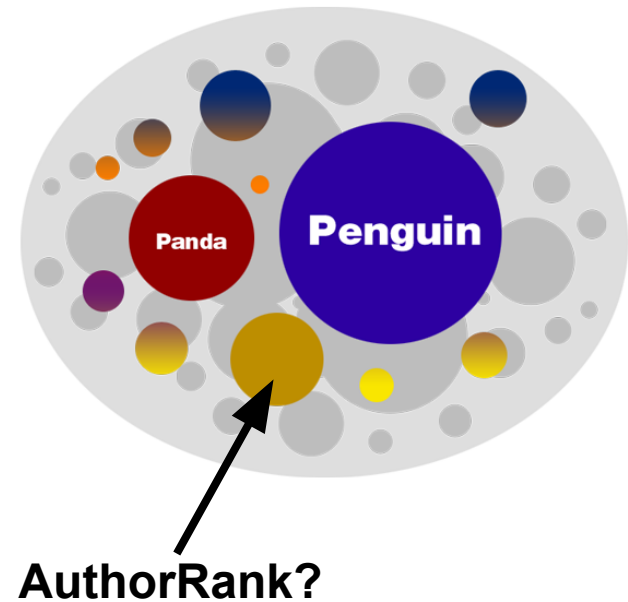
## AuthorRank.



# Discussion

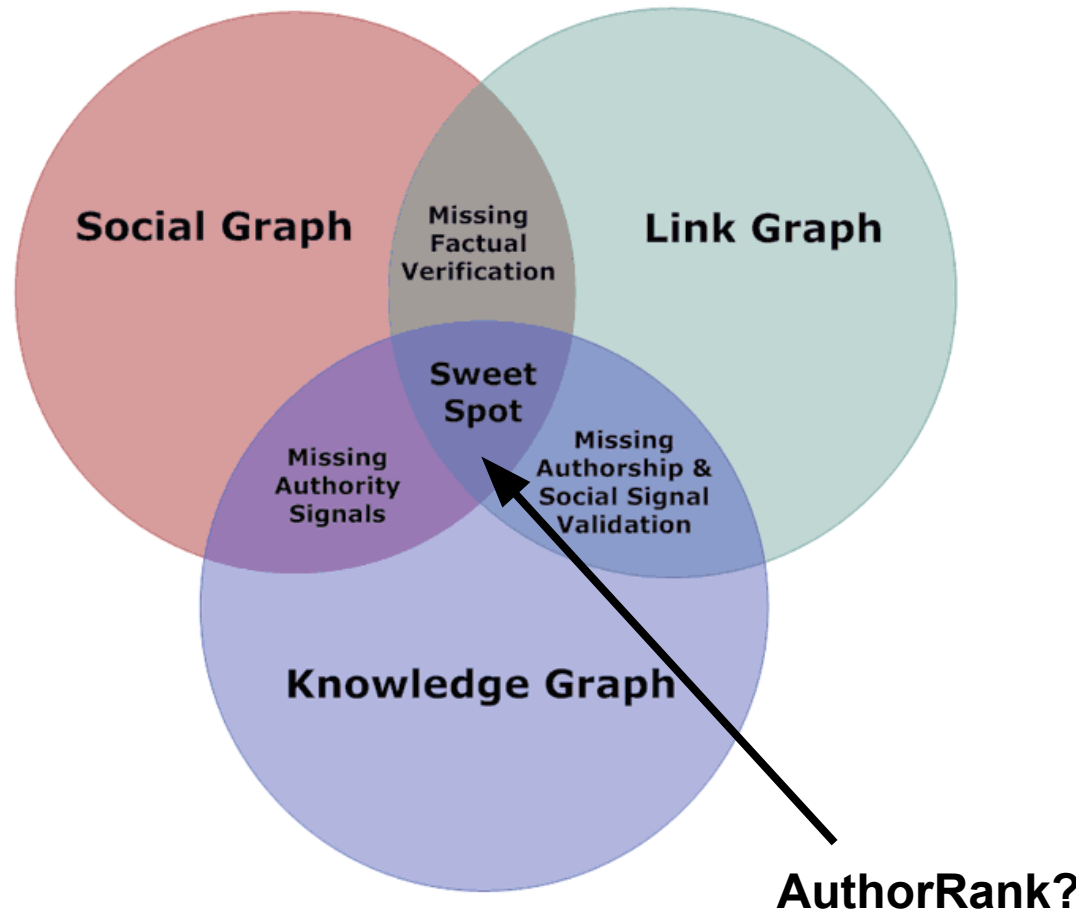
## AuthorRank.

- **What is AuthorRank?**
  - **Authorship  $\neq$  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**



# 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.

<http://sw.deri.org/2005/07/peoplerank/doc/ISWC-Socialnetwork.pdf>

#### Discovering author impact: A PageRank perspective

An alternative perspective for measuring author impact by applying PageRank algorithm to a coauthorship network.

<http://arxiv.org/ftp/arxiv/papers/1012/1012.4870.pdf>

*PageRank, PageRank and more PageRank...*

# 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=zcecAAAABAJ&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=ineiAAAABAJ&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=5UWvAAAABAJ&printsec=abstract&zoom=4#v=onepage&q&f=false>

## Bill Slawski

1. <http://www.seobythesea.com/2009/11/how-search-engines-may-rank-user-generated-content/>
2. <http://www.seobythesea.com/2011/08/after-authorship-markup-will-google-give-us-author-badges-too/>
3. <http://www.seobythesea.com/2012/05/microsoft-on-ranking-authors/>
4. <http://www.seobythesea.com/2011/11/trusted-by-google/>
5. <http://www.seobythesea.com/2011/11/agent-rank-or-google-plus-as-an-identity-service-or-digital-signature/>
6. <http://www.seobythesea.com/2012/04/googles-comment-patents-web-rankings-influenced-by-commentors-reputations/>
7. <http://www.seobythesea.com/2012/05/social-circles-content-sharing-visibility-google-plus/>
8. <http://www.seobythesea.com/2011/09/google-ibm-patents-august/>
9. <http://www.seobythesea.com/2011/07/how-google-might-rank-user-generated-web-content-in-google-and-other-social-networks/>
10. <https://plus.google.com/u/0/108421660453447189832/posts/W5csLBwyYsa>

Read: [www.blindfiveyearold.com/author-rank](http://www.blindfiveyearold.com/author-rank)

Next week's hangout:  
**Your pick the topic!**

 [google.com/+DejanSEO](https://google.com/+DejanSEO)  
