

SEARCH SIGNALS

Demystify your search experience by considering these qualities that search engines — and people — use to make recommendations.

FAMILIARITY



PEOPLE ASK:
Have you seen/
used and liked the
content before?

SEARCH ASKS:
Have you visited
this website
before? How
often? For
how long?

SIMILARITY



PEOPLE ASK:
Have you seen/
used and liked
something similar?

SEARCH ASKS:
Does it have
connections to or
look like other
sites you've
spent time on?

POPULARITY



PEOPLE ASK:
Have lots of people
you know seen/used
and liked it?

SEARCH ASKS:
Have lots of
people visited
this site? Do
they spend
time on it?

APPROVAL



PEOPLE ASK:
Have people you
respect seen/used
and liked it?

SEARCH ASKS:
Have well-known
publications or
personalities
linked to this
site?

APPEARANCE



PEOPLE ASK:
Are there visual or
textual cues that
you like?

SEARCH ASKS:
Do the URL,
page name and
content connect
to search
terms?