

State of the Index

PubCon
Matt Cutts
November 2009

What has Google done
for users lately?

New things for users this year

- Chrome
- Android
- *Wave*

All of these have large open-source components

Music OneBox

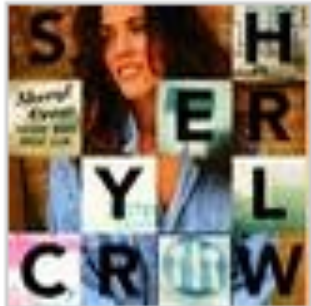


sheryl crow leaving las vegas

Web [+ Show options...](#)

Results **1 - 10** of a

Leaving Las Vegas by Sheryl Crow



[Play song from Lala.com](#)

Tuesday Night Music Club - 1993 - 5:09

Listen on: [Lala](#) - [iLike](#) - [Rhapsody](#) - [Pandora](#) - [imeem](#)

Music OneBox



Lady luck please let the dice stay hot

Web [+ Show options...](#)

Results **1 - 10** of about **40**

Viva Las Vegas by Elvis Presley



[Play song from Lala.com](#)






Can't Help Falling In Love - The Hollywood Hits - 1972 - 2:21

Listen on: [Lala](#) - [iLike](#) - [Rhapsody](#) - [Pandora](#)

Google Squared








las vegas shows

	Item Name <input type="button" value="v"/>	Image <input type="button" value="x"/>	Description <input type="button" value="x"/>	Genre <input type="button" value="v"/> <input type="button" value="x"/>
<input type="button" value="x"/>	Bette Midler		It looks like you don't have Flash installed or have a older version of Flash! Get Adobe Flash player. You can also get Bette Midler news via her RSS feed.	Vocal
<input type="button" value="x"/>	Criss Angel		" Criss Angel BeLIEve is the most imaginative spectacle in Las Vegas! I want him to design elements for the next KISS Tour...." -Gene Simmons of KISS	Reality TV
<input type="button" value="x"/>	Rita Rudner		She has recorded several award-winning comedy specials, most notably Rita Rudner : Born to Be Mild and Rita Rudner : Married Without Children for HBO and Rita	Comedy
<input type="button" value="x"/>	Carrot Top		Blue Man Group, Top Shows , Buy Tickets · Carrot Top , Comedy, Buy Tickets · Chippendales, Adult, Buy Tickets · Comedy Pet Theater, Comedy, Buy Tickets	Comedy
<input type="button" value="x"/>	Blue Man Group		Blue Man Group at the Venetian is unlike any other show on the Las Vegas Strip. There are no elaborate costumes, no death-defying acrobatics and no	Experimental rock, performance art

Google Squared



social networking sites				
	Item Name <input type="button" value="v"/>	Image <input type="button" value="x"/>	Description <input type="button" value="x"/>	Type <input type="button" value="x"/>
<input type="button" value="x"/>	MyYearbook		5, myYearbook , 1.05, 1.16, 1.76, -40. Source: Experian Hitwise ... 4, Twitter, 15:52, 36:27, -56. 5, myYearbook , 18:07, 26:12, -31. Source: Experian Hitwise	social service
<input type="button" value="x"/>	Skyrock		Although Skyrock , a social network aimed at people under 25, supports other languages than French, that's where its roots are and its main popularity are in	Social service
<input type="button" value="x"/>	Netlog		Netlog . Welcome to Netlog.com . Please choose your language: English - continue · Deutsch - weiter · Français - continue · Nederlands - ga verder ...	Social service
<input type="button" value="x"/>	MEETin		I started using MeetIn.org two months ago, having found myself a social butterfly with ... Then a friend told me about MeetIn.org , an online social network	Social
<input type="button" value="x"/>	Essembly		essembly is a fiercely non-partisan social network that allows politically interested individuals to connect with one another, engage in constructive ...	Social service

Google Social Search

Results from people in your social circle for **pubcon**

WebmasterWorld **PubCon** # 7 Las Vegas Conference Recap



[Barry Schwartz](#) - connected via [friendfeed.com](#)

WebmasterWorld **PubCon** # 7 Las Vegas Conference Recap, Search engine optimization articles, Search engine optimization resources, Search engine optimization ...

www.rustybrick.com/seo_articles_11.php

[More results from Barry Schwartz »](#)

How **Pubcon** is Like Star Wars



[Michael Gray](#) - connected via [twitter.com](#)

Star Wars is pretty much a classic in the mind every science fiction fan. However did you know that you are very likely to hear some Star Wars inspired ...

www.wolf-howl.com/seo/how-pubcon-is-like-star-wars/

[More results from Michael Gray »](#)

Google Social Search



meta tags

Search

[Advanced Search](#)

[Web](#) > **Social** [Hide options](#)

Results **1 - 10** of abo

[All results](#)

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> **Social**

> **All people**

[johnon.com](#)

[Gradiva Couzin](#)

[Jennifer Slegg](#)

[Sebastian](#)

[Michael Gray](#)

[Eric Goldman](#)

[Gina Trapani](#)

[Vanessa Fox](#)

[Barry Schwartz](#)

[pearsonified](#)

[dave naylor](#)

[John Mueller](#)

[John Mueller](#)

» [Meta Tags and SEO for Google - John Andrews - johnon.com](#)



[johnon.com](#) - connected via [twitter.com](#)

With the recent proclamation by Google that “**meta tags** don't matter”, there is a need for some constraint. **Meta tags** do matter, folks. ...

[www.johnon.com/700/metatags-google.html](#)

» [SEO - John Andrews - johnon.com](#)

With the recent proclamation by Google that “**meta tags** don't matter ...

[www.johnon.com/category/seo/page/2/](#)

[More results from johnon.com](#) »

[Your SEO Plan: How to Use the Robots **Meta Tag**](#)



[Gradiva Couzin](#) - connected via [twitter.com](#)

SEO Experts Jennifer Grappone and Gradiva Couzin explain how to use the robots **meta tag** to exclude a page from indexing or to improve search engine ...

[www.yourseoplan.com/meta-tags.html](#)

[Your SEO Plan: Yes, Google Does Index Flash \(So What's New?\)](#)

Can content within the Flash file be optimized, with **meta tags**? We ...

[www.yourseoplan.com/google-flash.html](#)

[More results from Gradiva Couzin](#) »

» [Do you really need **meta tags**? You bet](#) » [Jennifer Slegg - Search ...](#)



[Jennifer Slegg](#) - connected via [friendfeed.com](#)

Google Social Search

1. Make a Google Profile
2. Add links to
 - Twitter
 - FriendFeed
 - your blog
 - ...
3. Opt-in to the Social Search experiment at google.com/experimental/
4. Search while signed in

Show Options

[Advanced Search](#)

[Web](#) > **Past hour** [Hide options](#)

Results **1**

> **All results**

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[Social](#)

[Any time](#)

[Recent results](#)

> **Past hour**

[Past 24 hours](#)

[Past week](#)

[Past year](#)

[Specific date range](#)

> **Sorted by**

relevance

[Sorted by date](#)

[Pubcon 2009 Day 2 on Flickr - Photo Sharing!](#)

28 minutes ago - (cc) pictures courtesy Social media team at www.networksolutions.com and growsmartbusiness.com. Please credit as above if you use these pictures Add your ...

www.flickr.com/photos/drbeachvacation/4097779392/ - [Similar](#)

[Pubcon Day 2 on Flickr - Photo Sharing!](#)

55 minutes ago - (cc) Shashi Bellamkonda www.shashi.name Please feel free to use this picture in your blog ,website or presentation and credit as shown. Thanks.

www.flickr.com/photos/drbeachvacation/4097764096/ - [Similar](#)

[Show more results from www.flickr.com](#)

[#pubcon hello world - do you wish you were here on Flickr - Photo ...](#)

11 minutes ago - Flickr Pic : **#pubcon** hello world - do you wish you were here <http://cli.gs/r1DzP>.

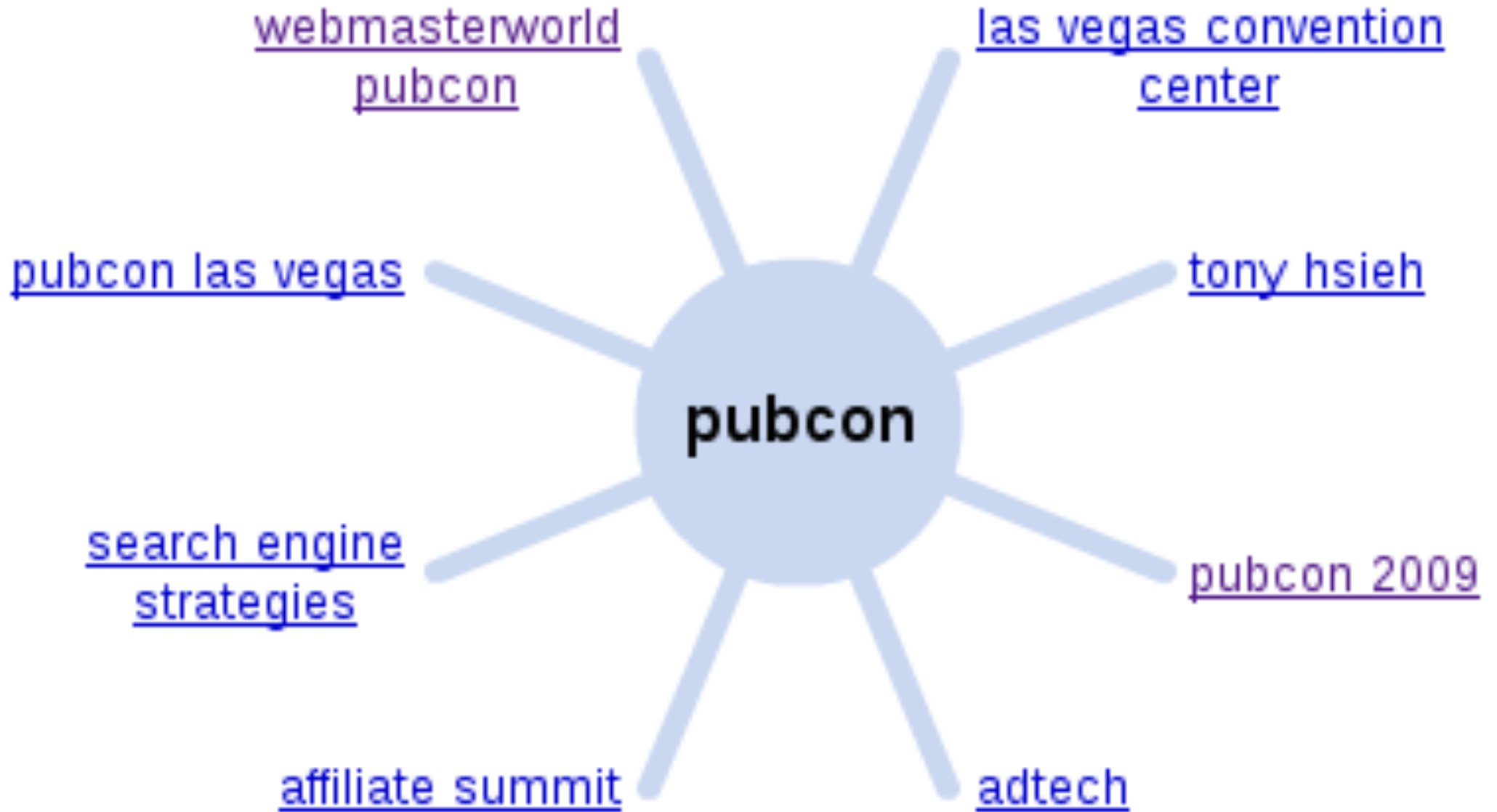
tweetmeme.com/.../pubcon-hello-world-do-you-wish-you-were-here-on-flickr-photo-sharing - [Similar](#)

[Tweeting it up #Pubcon](#)

52 minutes ago - **Pubcon** got off to a good start today at the Las Vegas

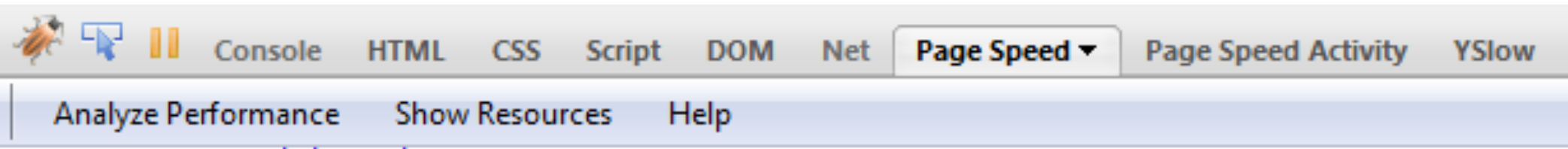
Convention Center. After a little confusion as to where the whereabouts of the

Wonder wheel



What has Google done
for web developers lately?

Page Speed: code.google.com/speed



- ▲ Leverage browser caching
- ▲ Minify JavaScript
- ▲ Combine external CSS
- ▲ Remove unused CSS

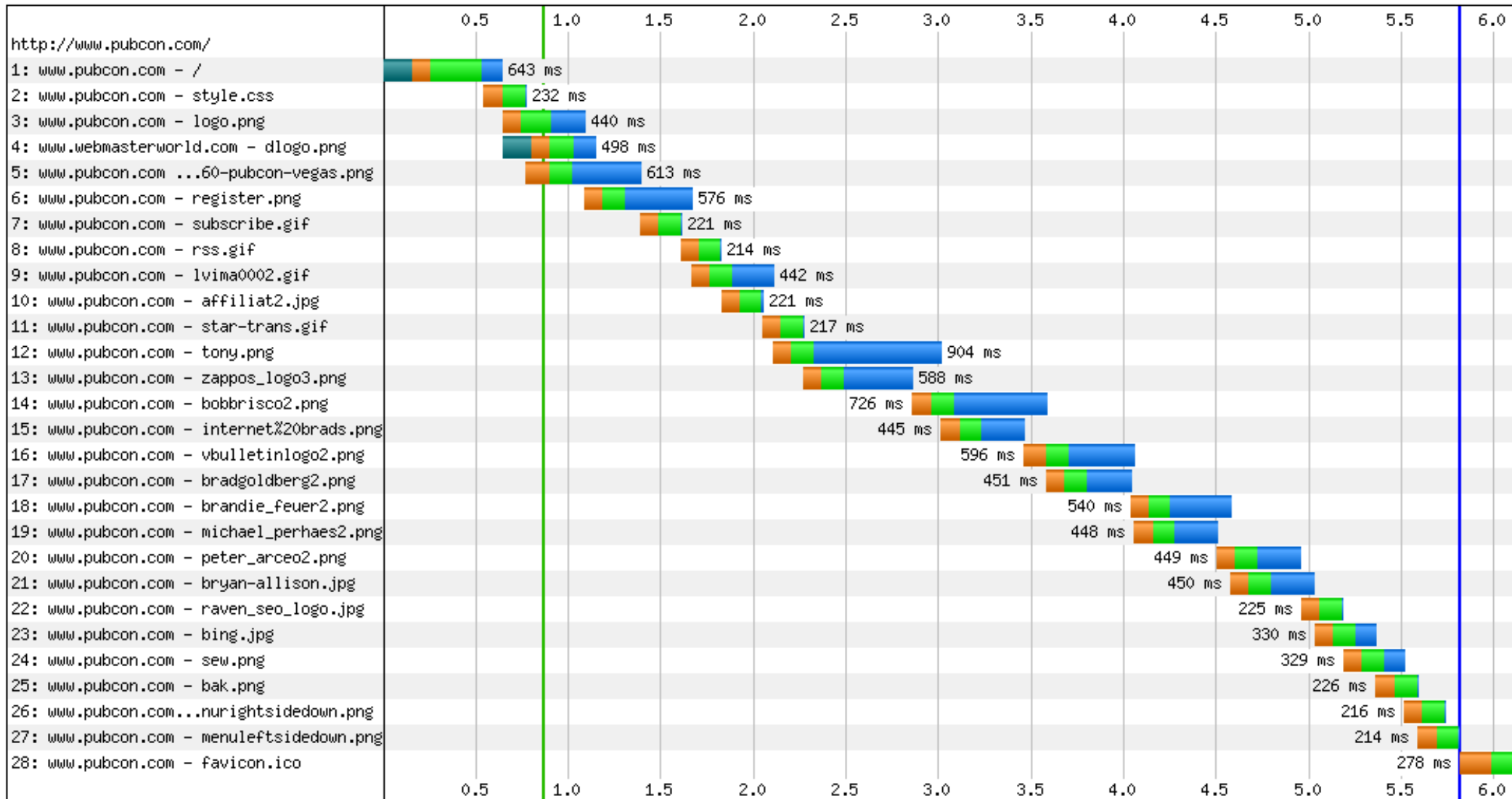
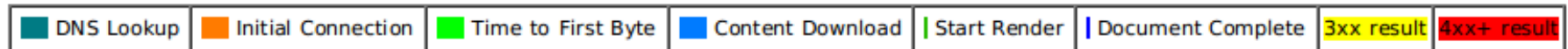
55.4% of CSS (estimated 48.5kB of 87.5kB) is not used by the current page.

[/themes/default/style/css.axd?d=Common.css](#): 17.2kB of 29.5kB is not used by the current page.

- #CommonHeaderSearchContent
- #CommonSidebarLeft .CommonSidebar
- .CommonFeedArea
- .CommonPagingArea
- .CommonBreadCrumbArea
- .CommonFilterArea
- .CommonSearchResults
- .CommonSearchResultsArea
- .CommonTreeFormArea
- .CommonTreeFormTree
- .CommonTreeFormNode

WebPagetest: webpagetest.org

(Not from Google, but good to know.)



Closure

Google Reader's JavaScript:

- 2 megabytes normally
- 513 kilobytes after Closure
- 184 kilobytes with gzip

Other tools

- [Google Web Toolkit](#)
- [AJAX Libraries API](#)

What has Google done
for webmasters lately?

rel=canonical

Ignore url parameters

Parameter handling Googlebot has crawled your site and made a few parameter suggestions. [Adjust parameter settings »](#)

Parameter	Action	
s	Suggested: Don't ignore	Edit
<input type="text" value="PHPSESSID"/>	<input type="text" value="Ignore"/>	Delete

[+ Add parameter](#)

Found parameters: p id ref service
3wmk_com image source height width
TB_iframe darkseoteam/blog/
darkseoteam/blog/bacon-polenta msg
Yes_its_a_question_via_link_ : utm_source
PHPSESSID KeepThis BXCTX
darkseoteam/blog/dashes-vs-underscores
paged utm_medium
darkseoteam/blog/measuring-freshness
utm_campaign darkseoteam/blog/79-seo-
software utm_content dem_action

Fetch as Googlebot

Fetch as Googlebot

[« Go back](#)

This is how Googlebot fetched the page.

URL: http://www.mattcutts.com/

Date: Thu Nov 12 01:03:12 PST 2009

```
HTTP/1.1 200 OK
Date: Tue, 10 Nov 2009 02:32:14 GMT
Server: Apache/2.2
Last-Modified: Mon, 25 May 2009 04:26:46 GMT
ETag: "56e0122-6df-49f0d80"
Accept-Ranges: bytes
Content-Length: 1759
Keep-Alive: timeout=1, max=5
Connection: Keep-Alive
Content-Type: text/html
```

```
<html>
<head>
  <title>www.mattcutts.com</title>
```

Better Malware Warnings

Malware details

Google has not detected any malware on this site.



Webmaster Tools Labs is a testing ground for experimental features that aren't quite ready for primetime. They may change, break or disappear at any time.

Message Forwarding

Send email directly to you!

Keyword details

Keywords

[« Go back](#)

Keyword	Significance	Occurrences
seo		8387

Google found the keyword **seo** on these top pages:

Top URLs

- [blog/seo-advice-writing-useful-articles-that-readers-will-love/](#)
- [blog/which-direction-next/](#)
- [blog/selling-links-that-pass-pagerank/](#)
- [blog/anti-google-claims-to-reply-or-not/](#)
- [blog/how-to-report-paid-links/](#)
- [blog/pagerank-sculpting/](#)
- [blog/seo-mistakes-not-checking-your-site/](#)
- [blog/traffic-power-ceo-in-jail/](#)
- [blog/seo-advice-clean-house-before-press-releases/](#)
- [blog/seo-mistakes-crappy-doorway-pages/](#)

Better communication

[Google Webmaster Blog](#): 80 posts

[SEO Beginner's Guide](#)

[We don't use keywords meta tags](#)

[Webmaster console: 40 languages](#)

Webmaster videos

Google Webmaster Central Channel

Google Webmaster Central
GoogleWebmasterHelp's Channel

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titles. So Google tries to return the best snippet, the most relevant snippet that we

0:14 / 3:04

Uploads (165)

[see all](#)

Google Tips (1)

165 videos
>1 million views!

youtube.com/GoogleWebmasterHelp

Caffeine

What is Caffeine?

- Infrastructure change
- New indexing architecture
- More flexibility
- More documents
- Faster

What's the latest with Caffeine?

- We got great feedback--thanks!
- Next step: roll out Caffeine to one datacenter
- We won't do a full rollout until after the holidays

Future?

Hacking and malware

Continuing improvement

Better, more scalable communication

Takeaways

- Try [Social Search](#)
- [Speed up your site](#)
- Dig into [webmaster console](#)
- Subscribe to [official blog](#),
[video channel](#)