

Google Search 101

How Search works



Tina Xiao

Global Programs
Google News Initiative



Organize the world's [information](#)



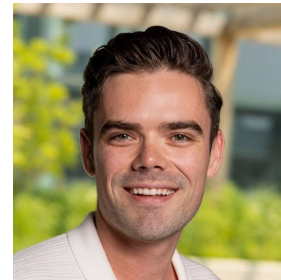
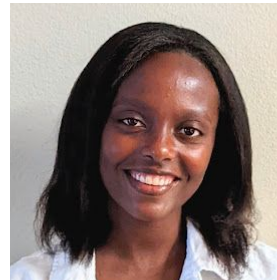
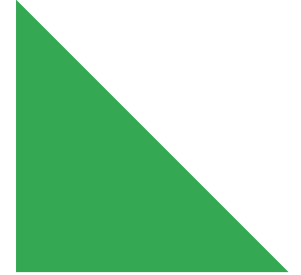
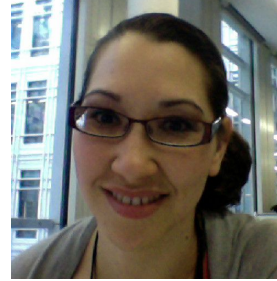
Organize the world's information
and make it **universally accessible** and **useful**



Tina
Global Programs

Google News Initiative
works with publishers and
journalists to build a
stronger news ecosystem.

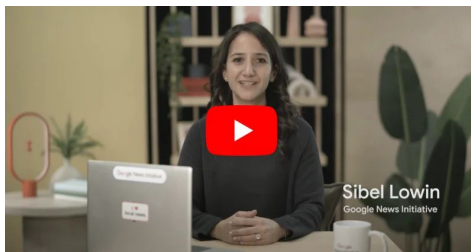
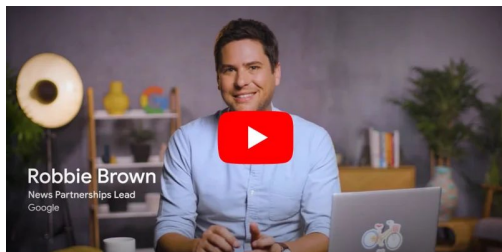
Resources from your partner managers



Resources for Reference Publishers

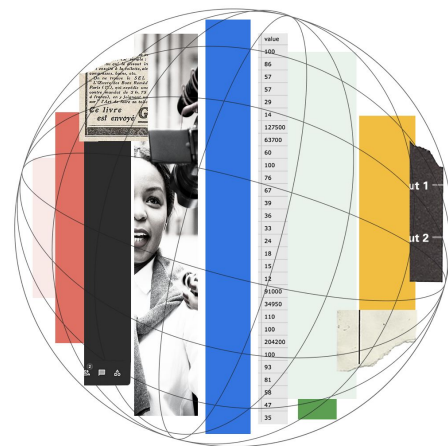


g.co/newsinitiative/reference



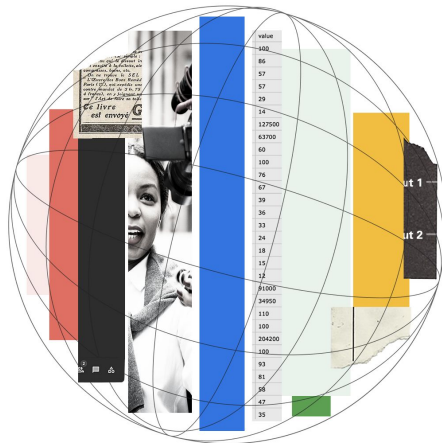
Google Search 101

How Search works
News on Google
Best practices



Google Search 101

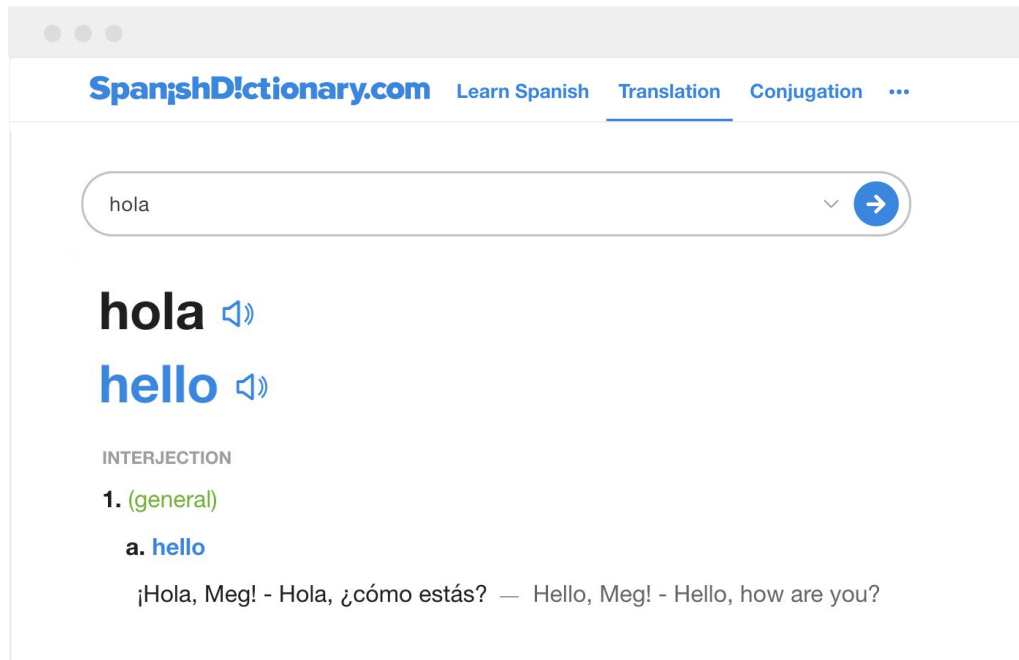
How Search works
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How Google Search works

How Search works

1. **Google finds** and downloads pages on the Internet



How Search works

1. **Google** finds and downloads pages on the Internet
2. **Google** analyzes the text, images, and videos in an index

SpanishDictionary.com Learn Spanish Translation Conjugation ...

hola

hola 

hello 

INTERJECTION

1. (general)

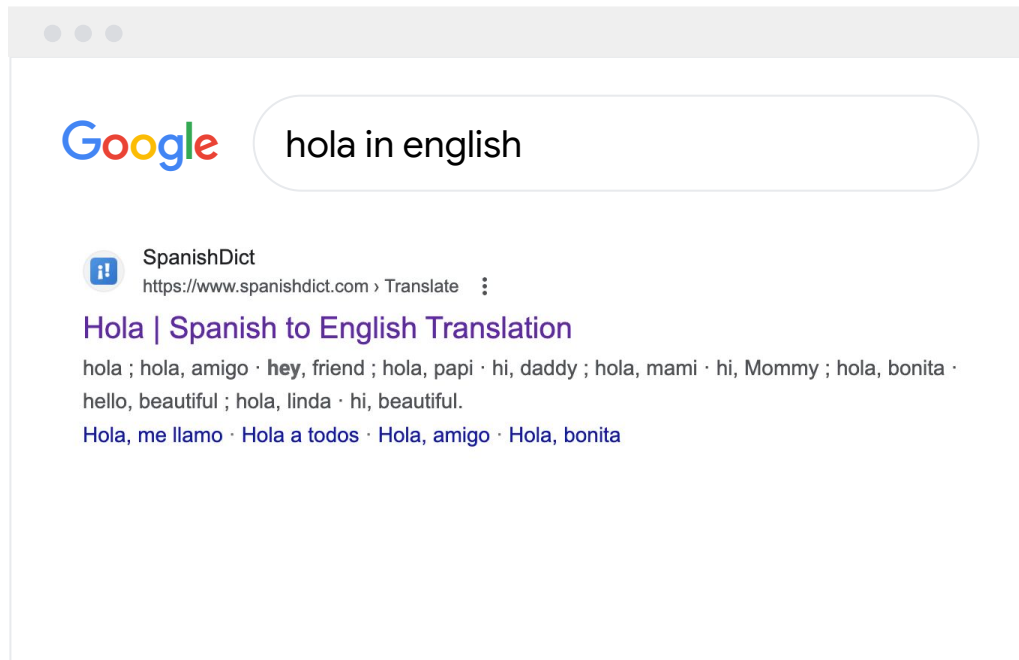
a. **hello**

¡Hola, Meg! - Hola, ¿cómo estás? — Hello, Meg! - Hello, how are you?

`<meta name="description" content="Translate Hello. See 6 authoritative translations of Hello in Spanish with example sentences, phrases and audio pronunciations.">`

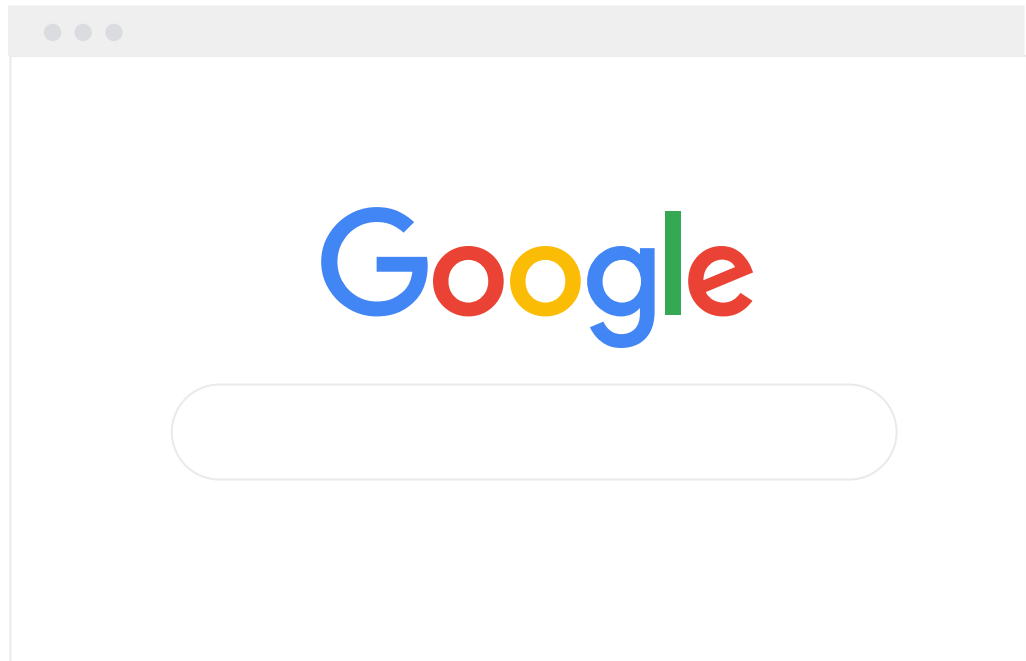
How Search works

1. **Google finds** and downloads pages on the Internet
2. **Google analyzes** the text, images, and videos in an index
3. **Google returns** info from the index when you search



★ Best practice

Think about what words people might search to find your content

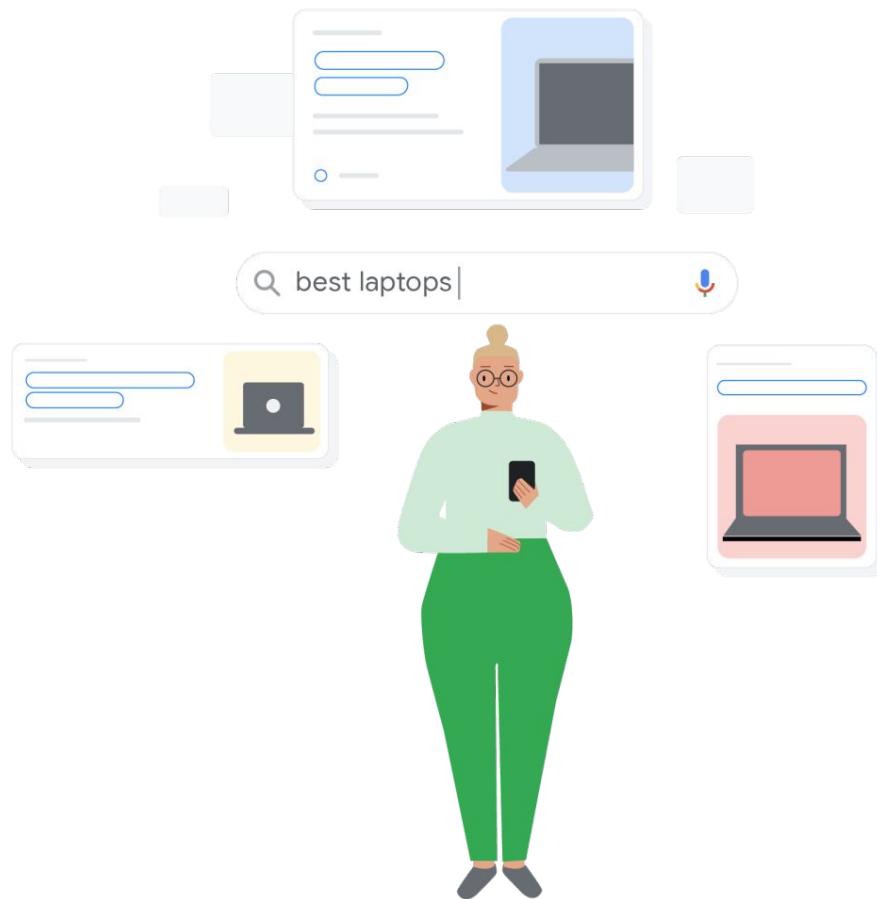


How can we make our content more stackable, personal, and human?



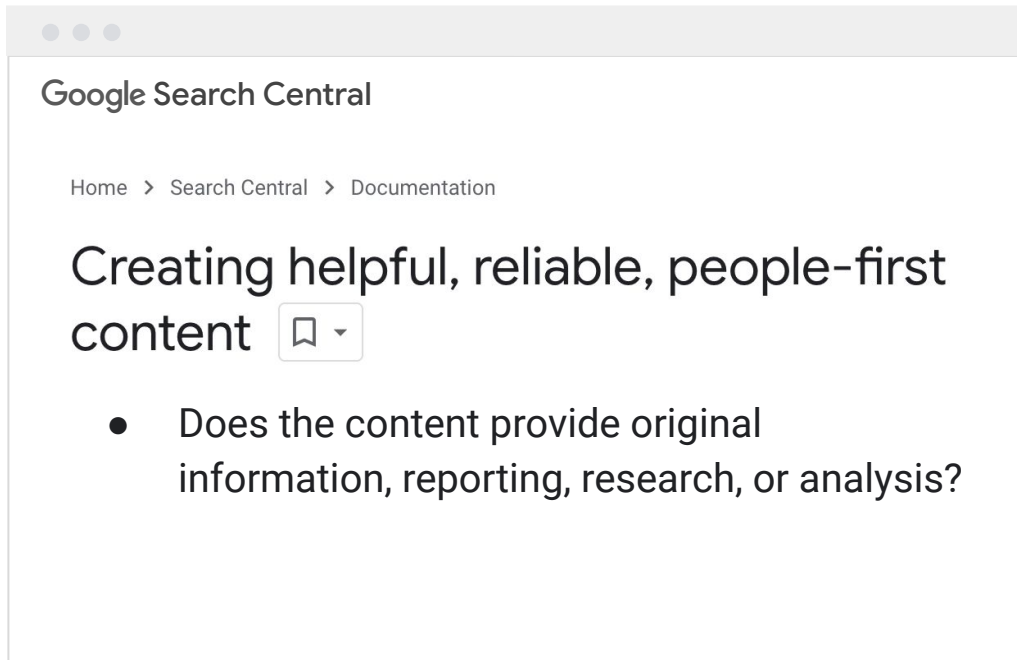
★ Best practice

Create helpful, reliable,
people-first content



★ Best practice

Self-assess your content
with Search Central's 30
questions



Google prioritizes
Search results
based on

Experience

Expertise

Authoritativeness

Trustworthiness

Google prioritizes
Search results
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Should we emulate the silliness of
recipe pages that rank so well?

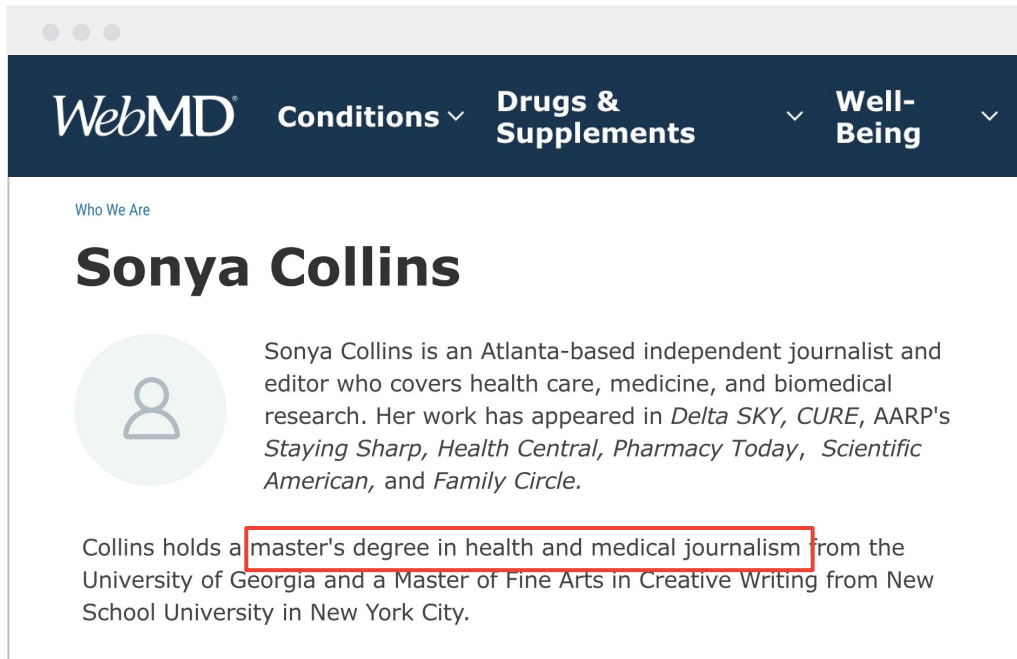


Does old news become
“low quality” over time?

WebMD®

★ Best practice

Update your experts'
About pages



WebMD® Conditions ▾ Drugs & Supplements ▾ Well-Being ▾

Who We Are

Sonya Collins

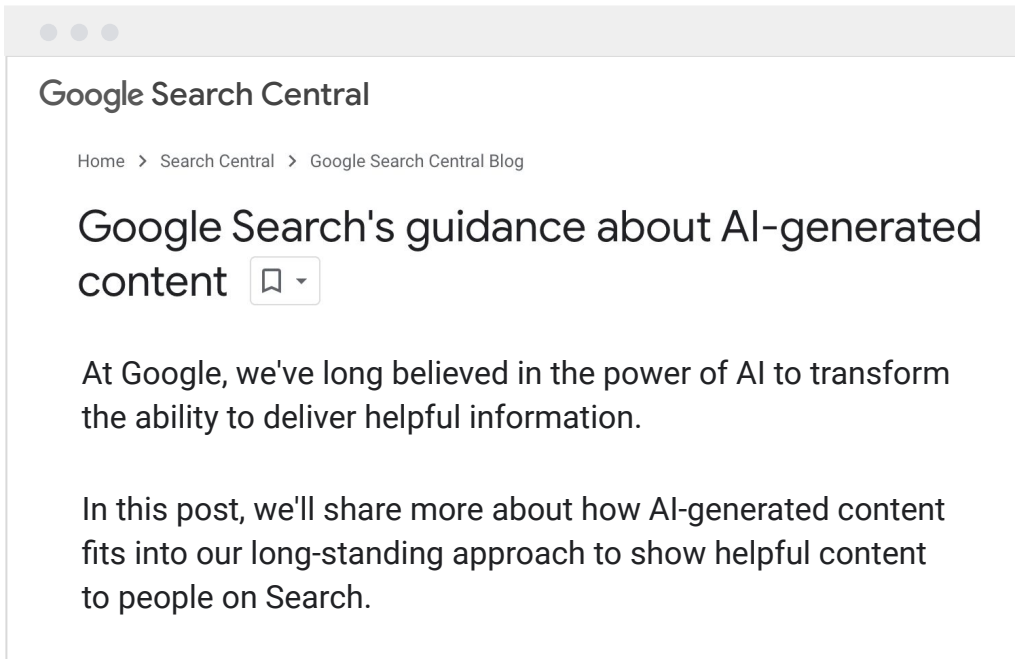
Sonya Collins is an Atlanta-based independent journalist and editor who covers health care, medicine, and biomedical research. Her work has appeared in *Delta SKY*, *CURE*, AARP's *Staying Sharp*, *Health Central*, *Pharmacy Today*, *Scientific American*, and *Family Circle*.

Collins holds a master's degree in health and medical journalism from the University of Georgia and a Master of Fine Arts in Creative Writing from New School University in New York City.

How does Google approach AI-generated content?

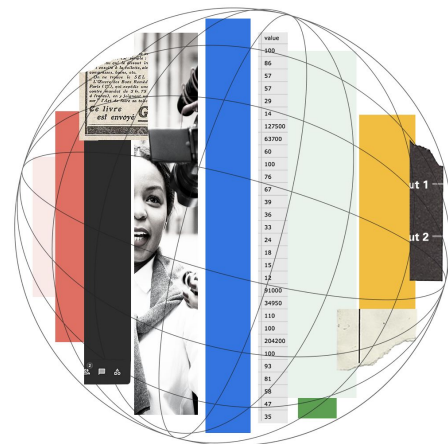
★ Best practice

Review Google Search's guidance about AI-generated content



Google Search 101

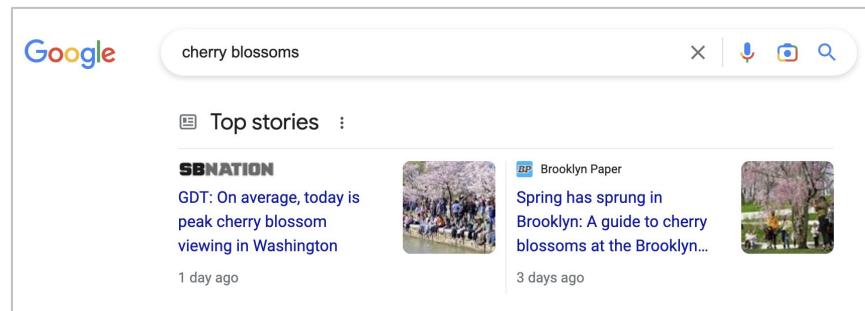
How Search works
News on Google
Best practices



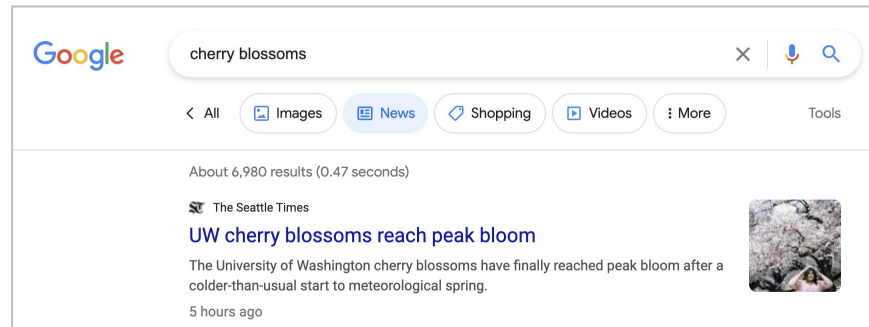
Where does news appear on Google?

On Search, news appears in Top Stories and the News tab

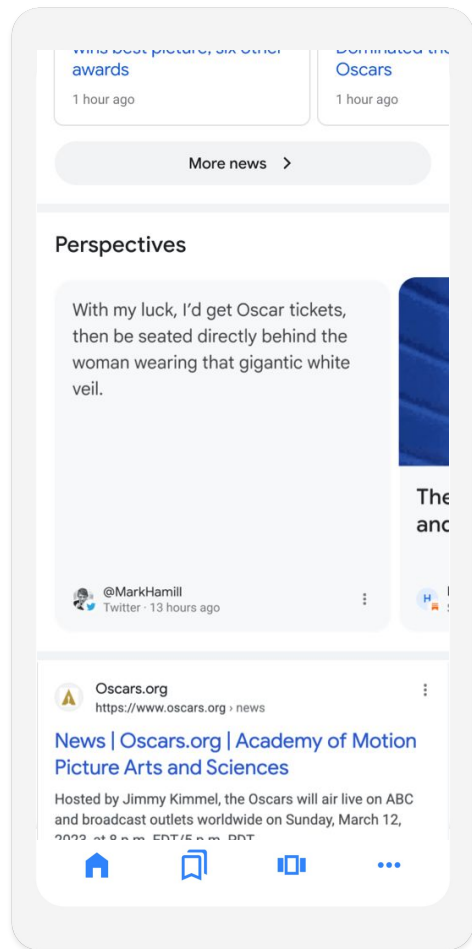
Top Stories



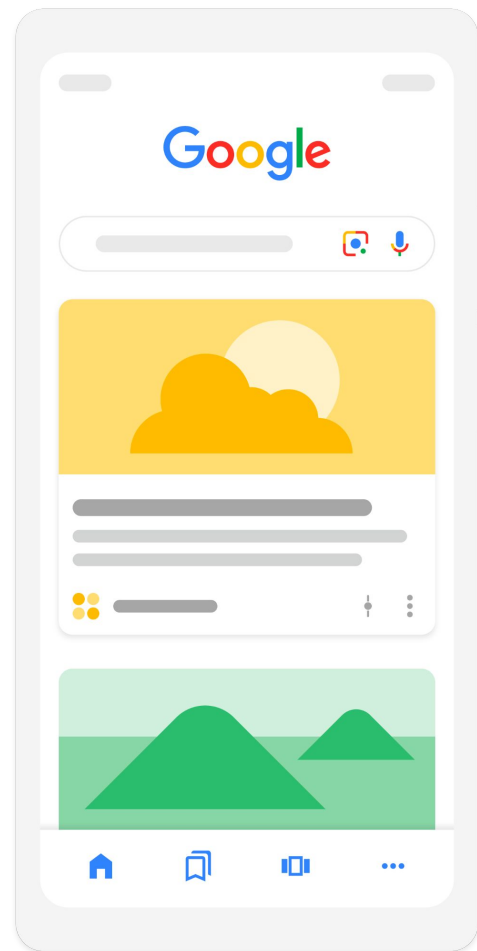
News Tab



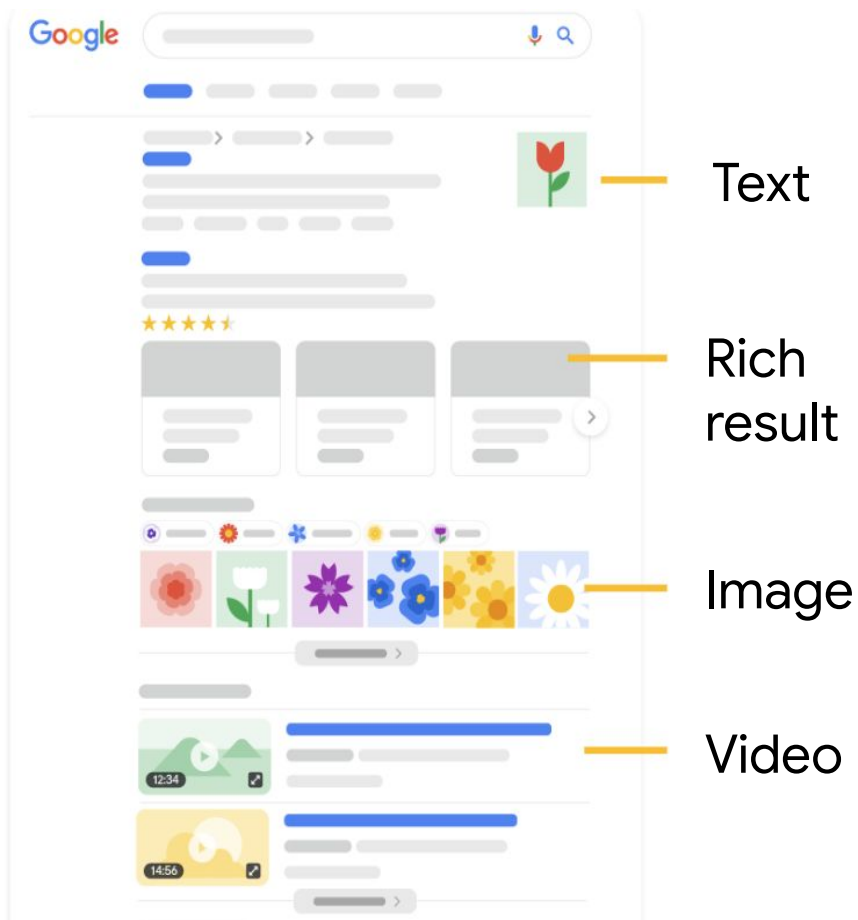
Perspectives will
share insights
from journalists,
experts, and more



News can
also appear in
Discover

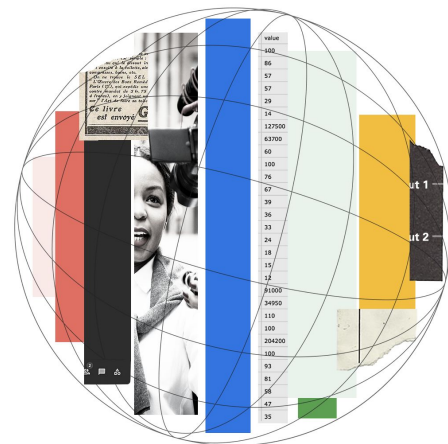


On Search,
news appears as



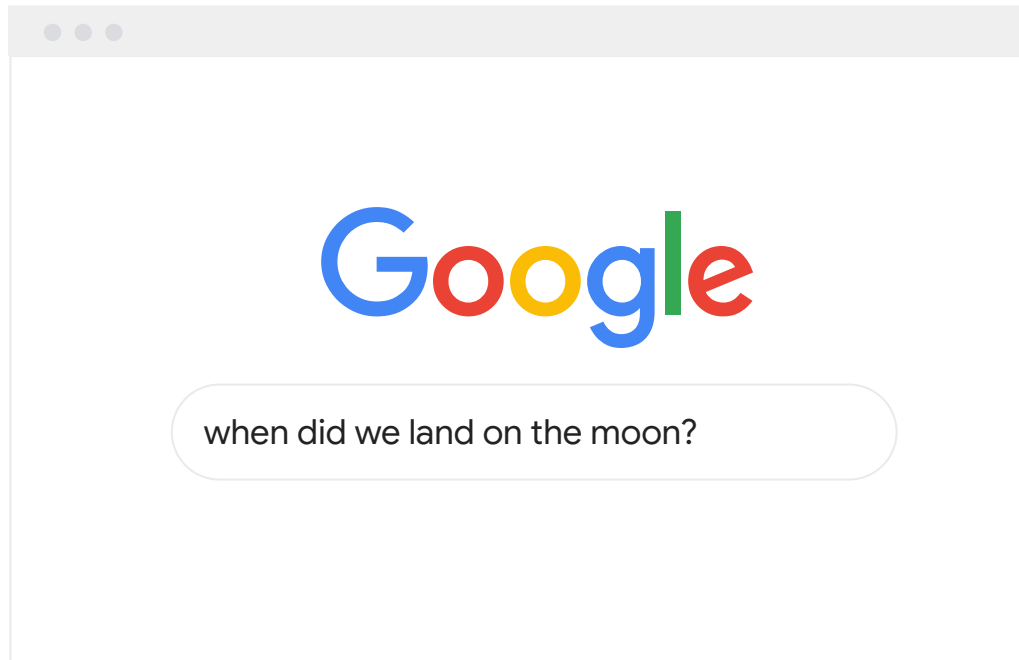
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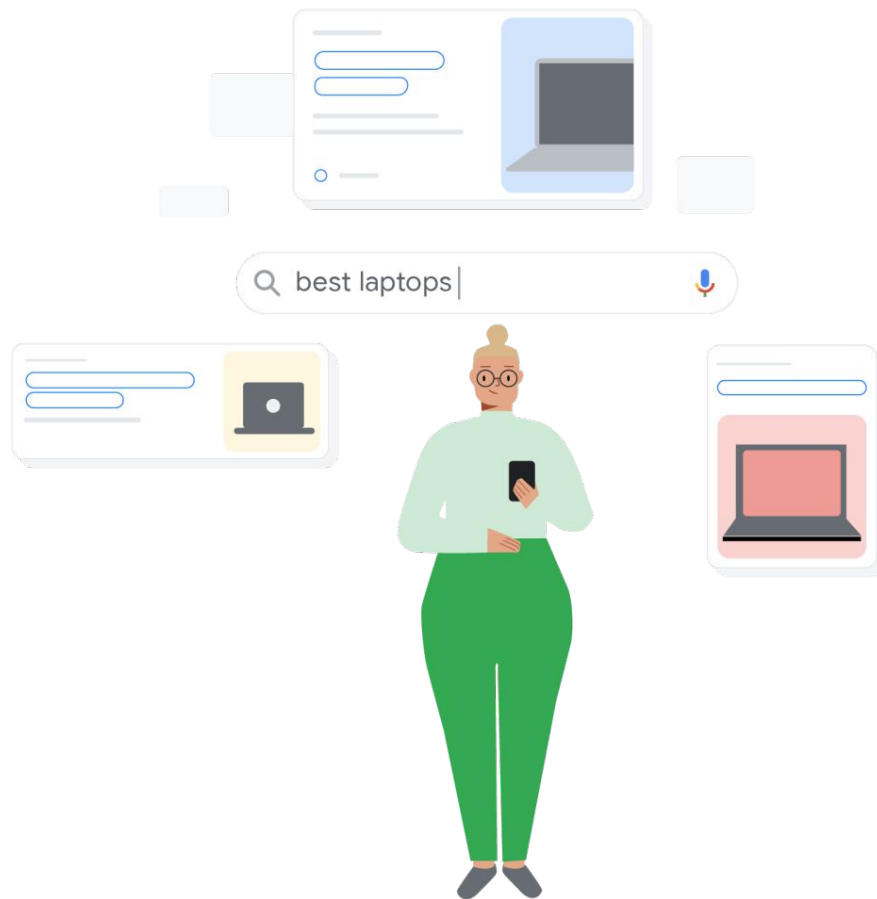
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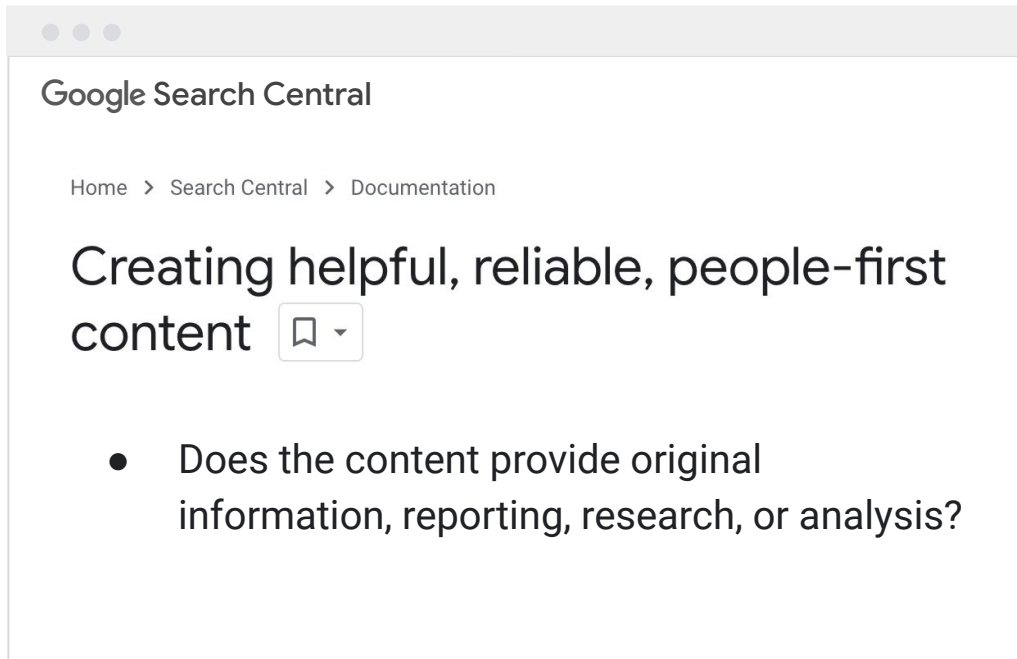
★ Best practice

Create helpful, reliable,
people-first content



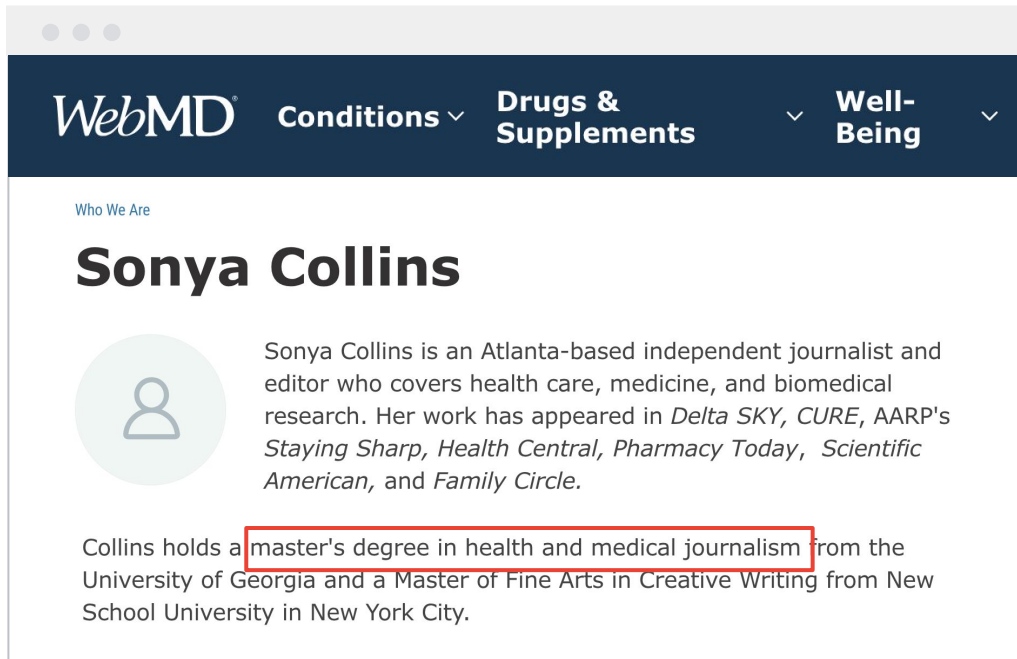
★ Best practice

Self-assess your content
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★ Best practice

Update your experts'
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WebMD® Conditions ▾ Drugs & Supplements ▾ Well-Being ▾

Who We Are

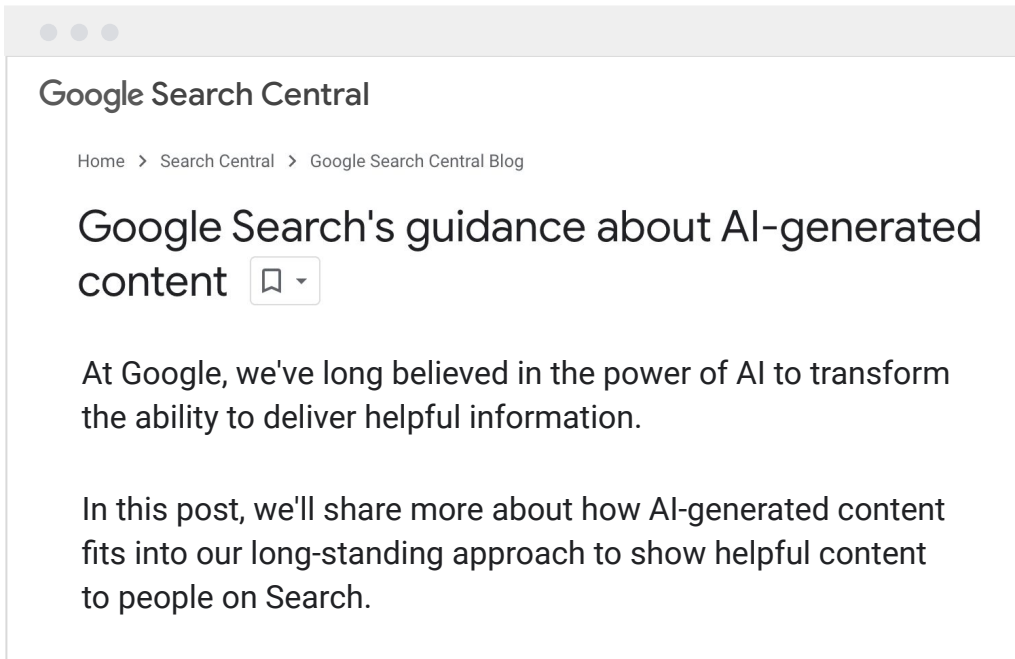
Sonya Collins

Sonya Collins is an Atlanta-based independent journalist and editor who covers health care, medicine, and biomedical research. Her work has appeared in *Delta SKY*, *CURE*, AARP's *Staying Sharp*, *Health Central*, *Pharmacy Today*, *Scientific American*, and *Family Circle*.

Collins holds a master's degree in health and medical journalism from the University of Georgia and a Master of Fine Arts in Creative Writing from New School University in New York City.

★ Best practice

Review Google Search's guidance about AI-generated content



The screenshot shows a web browser window with a light gray header bar containing three small circles. The main content area has a white background. At the top, the text 'Google Search Central' is displayed in a bold, dark gray font. Below this, a breadcrumb trail reads 'Home > Search Central > Google Search Central Blog'. The main heading of the post is 'Google Search's guidance about AI-generated content', followed by a small icon of a document with a dropdown arrow. The body of the post begins with the text: 'At Google, we've long believed in the power of AI to transform the ability to deliver helpful information.' This is followed by a paragraph: 'In this post, we'll share more about how AI-generated content fits into our long-standing approach to show helpful content to people on Search.'

Google Search Central

Home > Search Central > Google Search Central Blog

Google Search's guidance about AI-generated content

At Google, we've long believed in the power of AI to transform the ability to deliver helpful information.

In this post, we'll share more about how AI-generated content fits into our long-standing approach to show helpful content to people on Search.

★ Resources

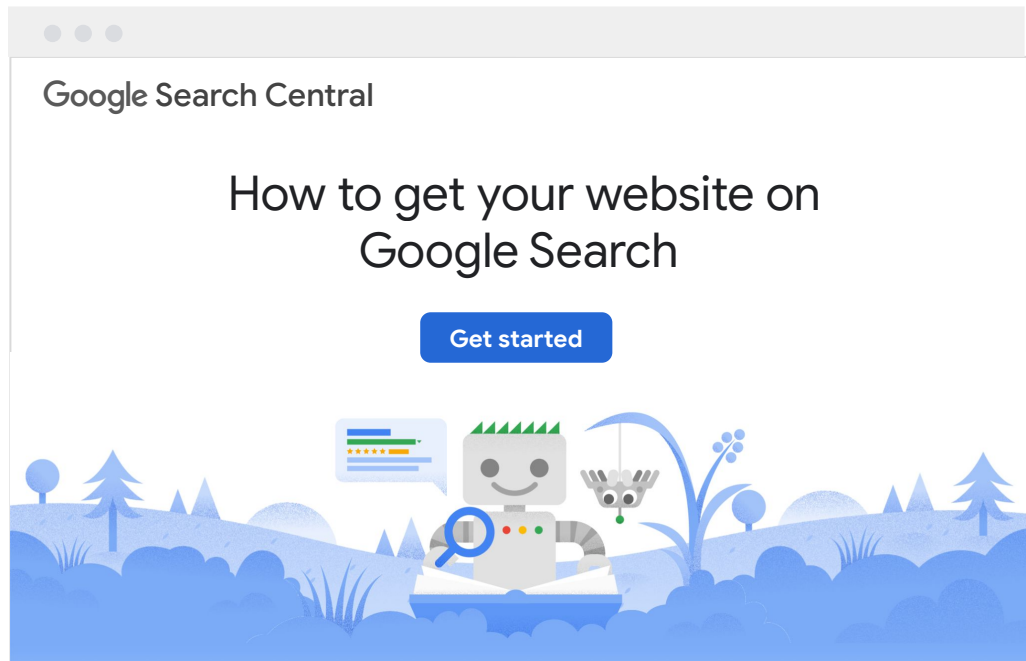
 Search Central

 Search Console

 Trends

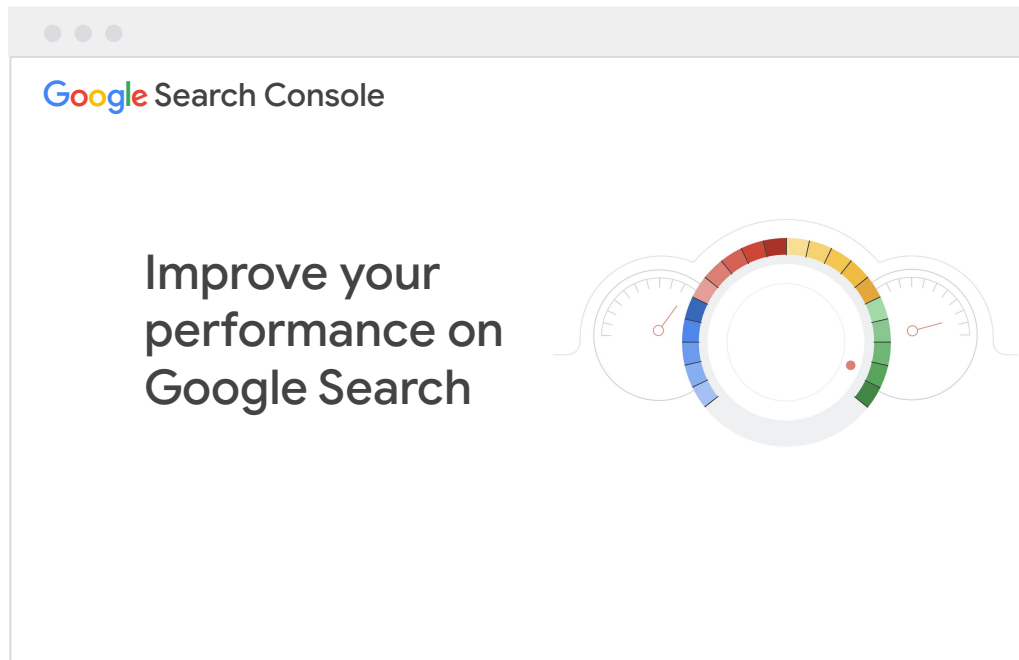
★ Best practice

Keep up-to-date with
Google Search Central



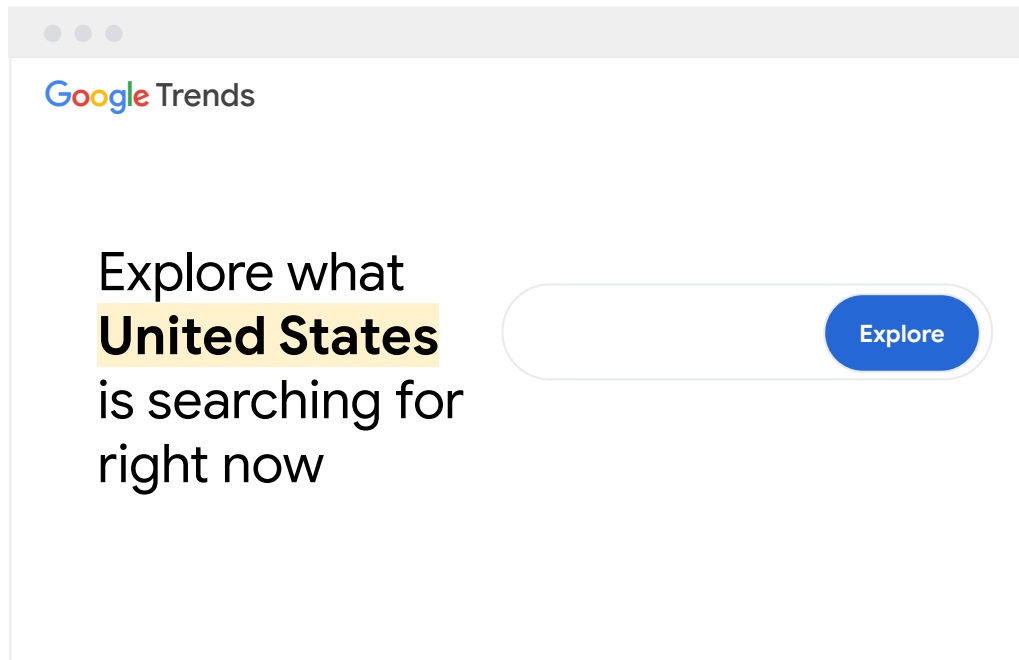
★ Best practice

See what performs best
with Search Console



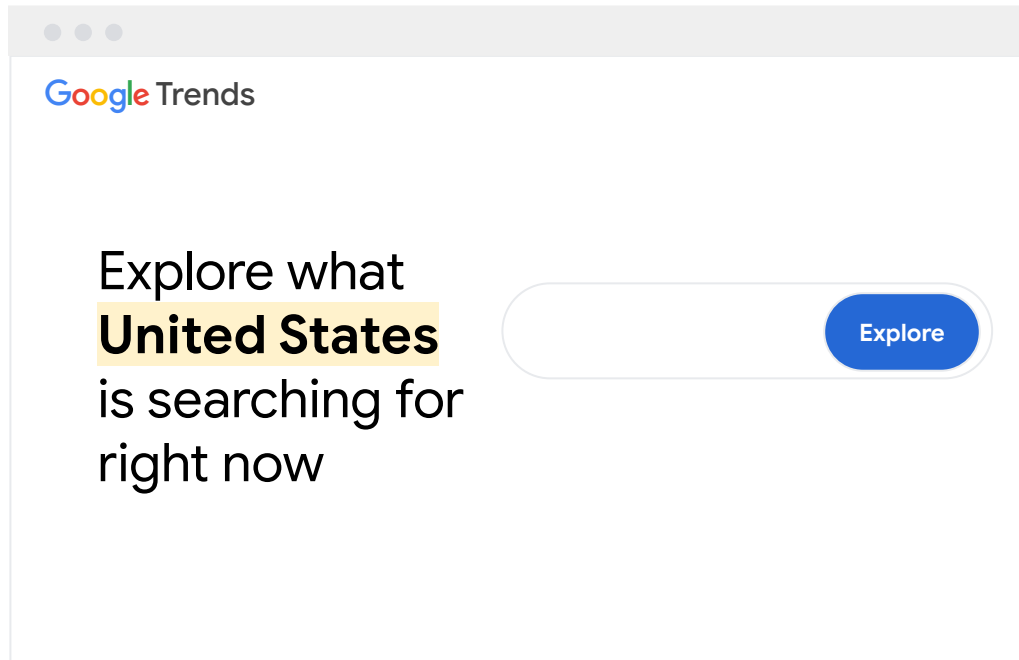
★ Best practice

See what people Search
using Google Trends



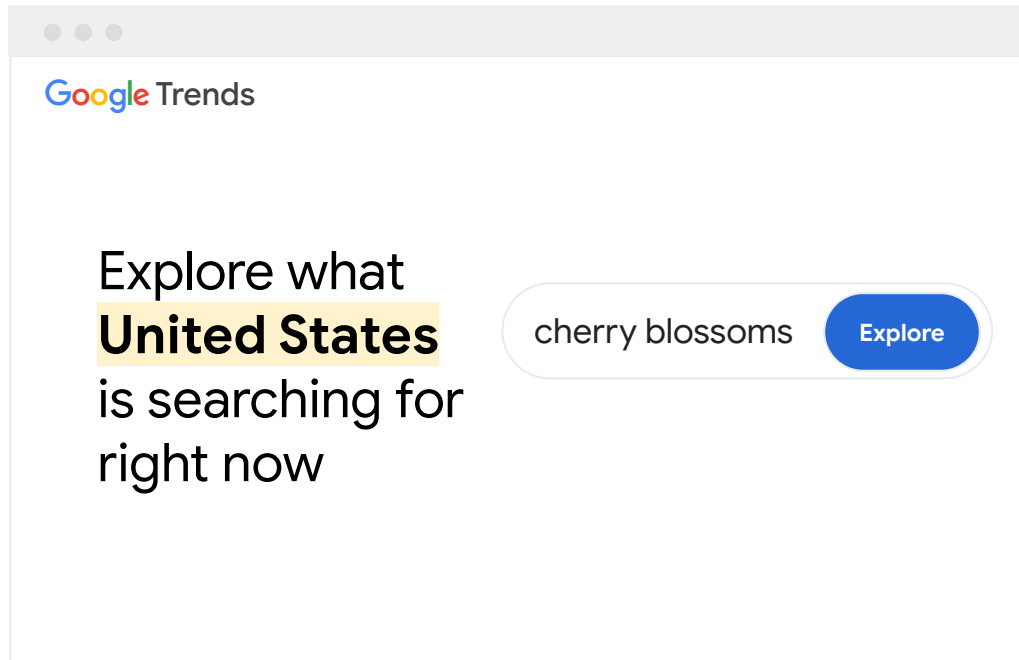
Get started with Google Trends

1. Go to google.com/trends



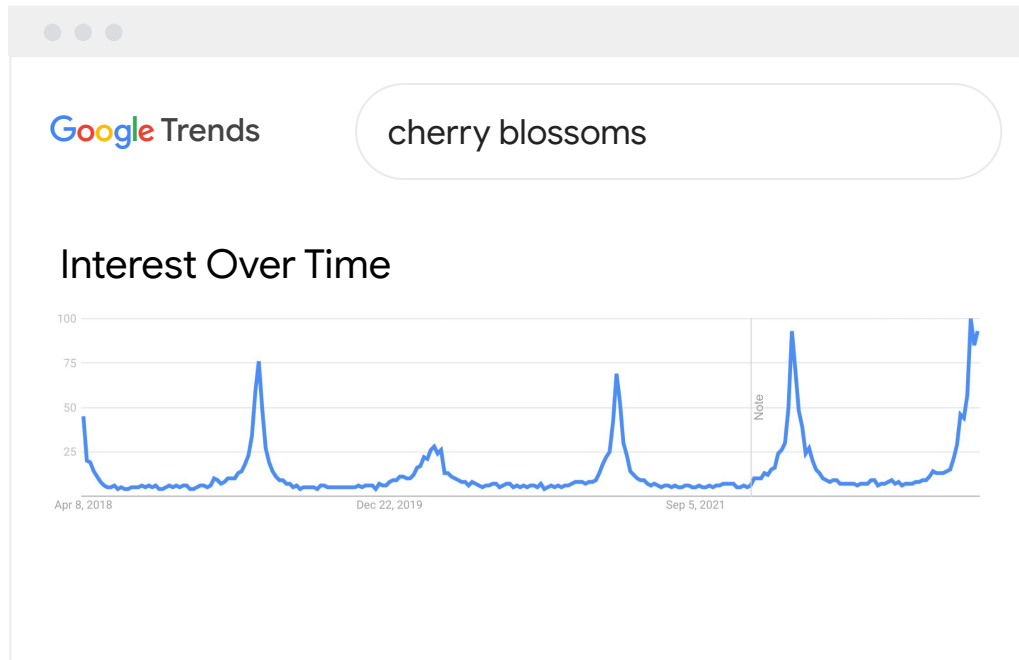
Get started with Google Trends

1. Go to google.com/trends
2. Enter a **keyword**



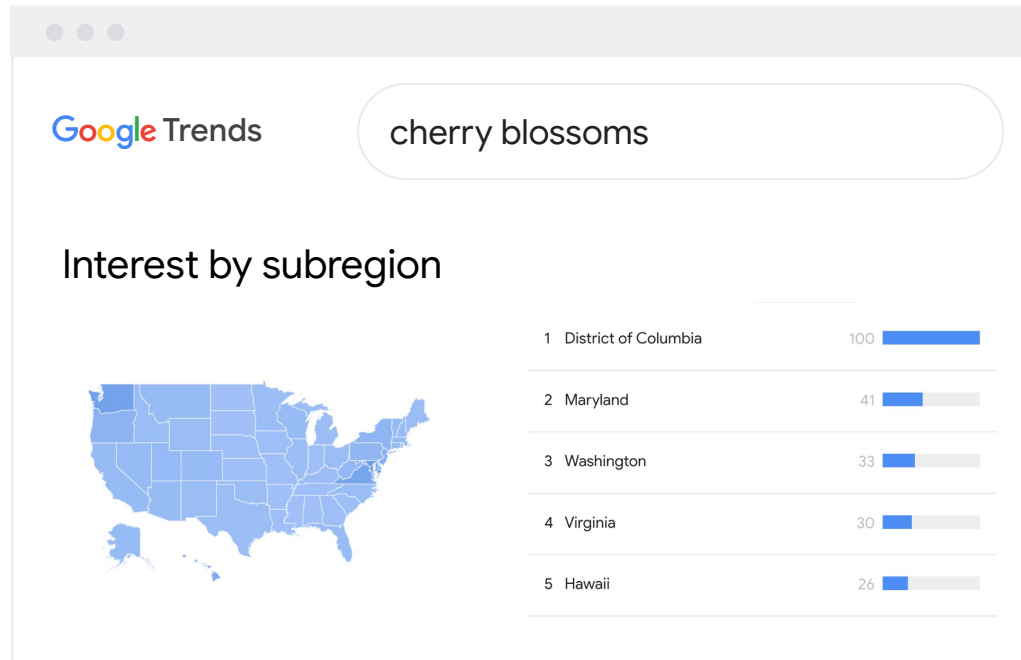
Get started with Google Trends

1. Go to google.com/trends
2. Enter a **keyword**
3. Adjust the time frame and see **Interest Over Time**



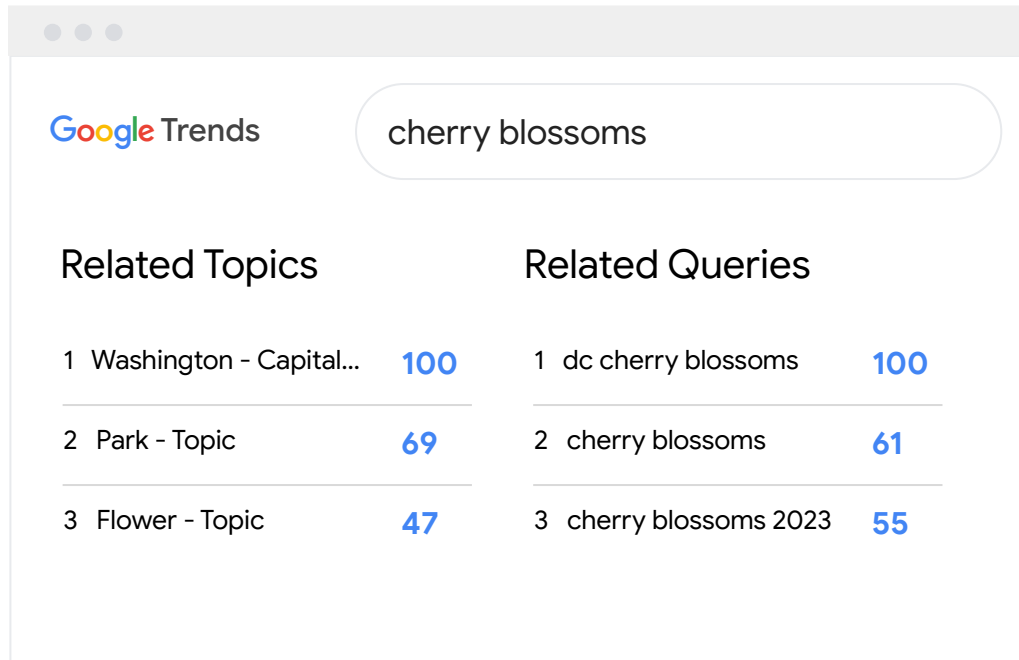
Get started with Google Trends

1. Go to google.com/trends
2. Enter a **keyword**
3. Adjust the time frame and
see **Interest Over Time**
4. See **Interest by subregion**



Get started with Google Trends

1. Go to google.com/trends
2. Enter a **keyword**
3. Adjust the time frame and see **Interest Over Time**
4. See **Interest by subregion**
5. See **Related Topics & Queries**

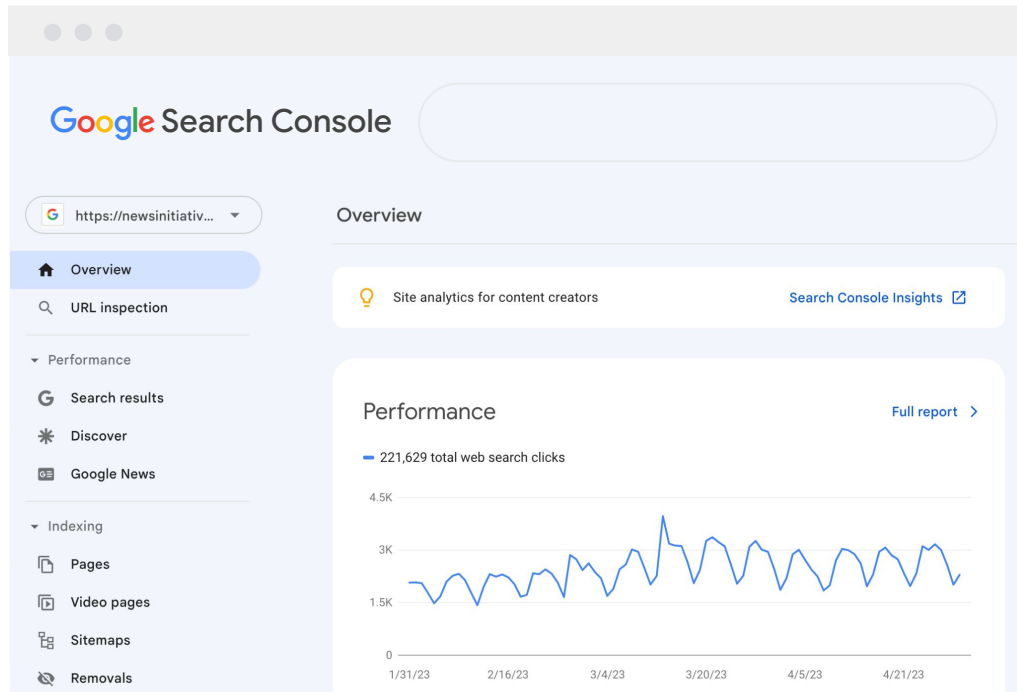


The screenshot displays the Google Trends web interface. At the top, the Google Trends logo is on the left, and a search bar on the right contains the text "cherry blossoms". Below the search bar, there are two columns of results. The left column is titled "Related Topics" and lists three items: "1 Washington - Capital..." with a value of 100, "2 Park - Topic" with a value of 69, and "3 Flower - Topic" with a value of 47. The right column is titled "Related Queries" and lists three items: "1 dc cherry blossoms" with a value of 100, "2 cherry blossoms" with a value of 61, and "3 cherry blossoms 2023" with a value of 55. Each item in both columns is separated by a horizontal line.

Related Topics		Related Queries	
1	Washington - Capital...	1	dc cherry blossoms
	100		100
2	Park - Topic	2	cherry blossoms
	69		61
3	Flower - Topic	3	cherry blossoms 2023
	47		55

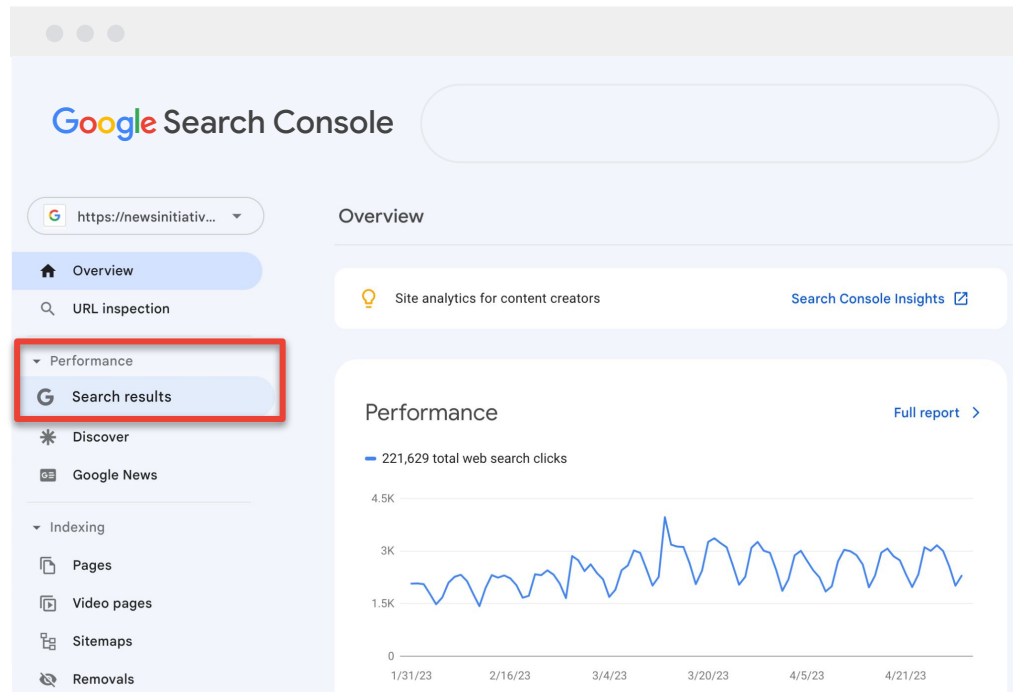
Get started with Google Search Console

1. Go to **search.google.com/**
search-console



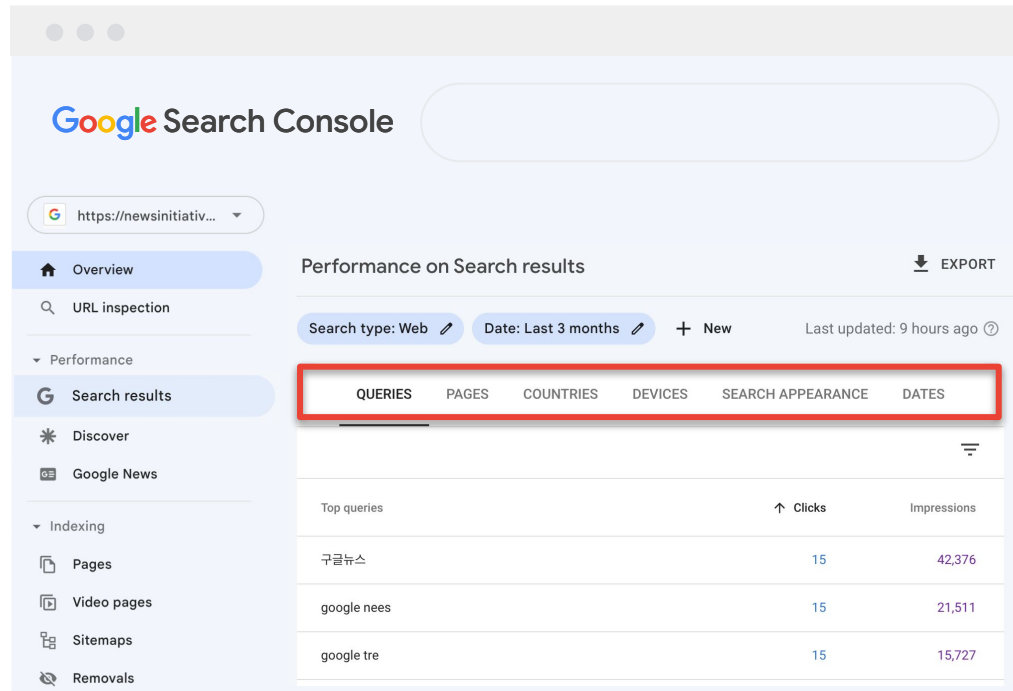
Get started with Google Search Console

1. Go to `search.google.com/search-console`
2. Select **Search results**



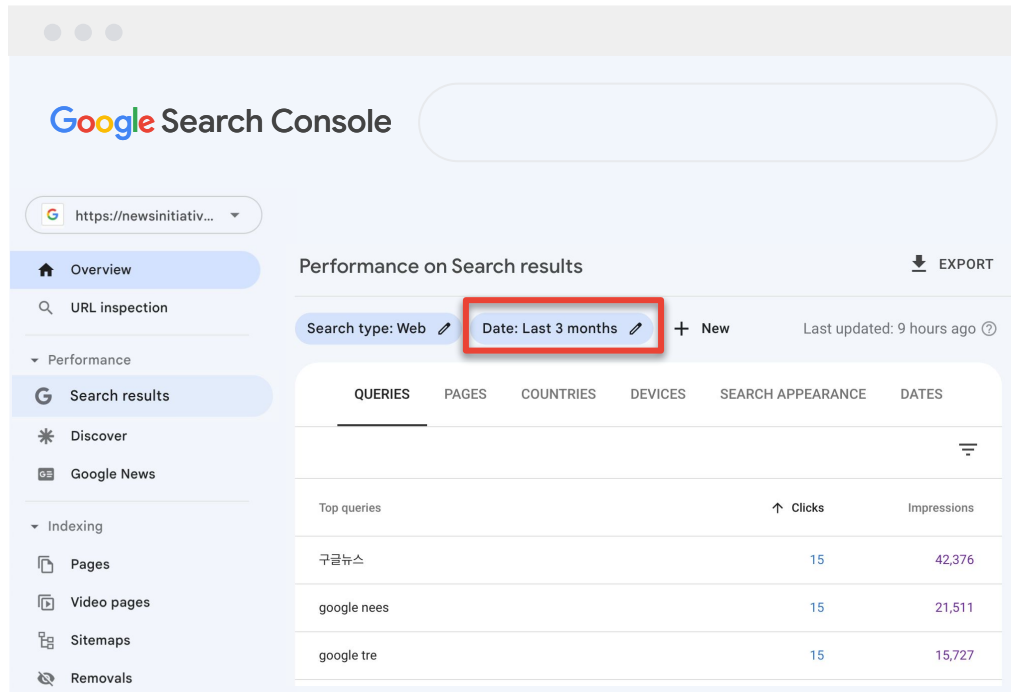
Get started with Google Search Console

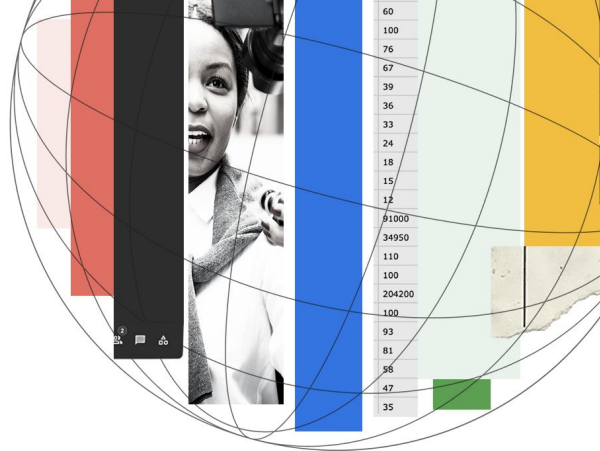
1. Go to search.google.com/search-console
2. Select **Search results**
3. Scroll to see performance by query, device, & content type



Get started with Google Search Console

1. Go to search.google.com/search-console
2. Select **Search results**
3. Scroll to see performance by query, device, & content type
4. Get different insights based on date ranges





Thank you! Questions?



Tina Xiao

Global Programs
Google News Initiative