

**Brief:** 300-400 words to provide a valuable insight on Google's Hummingbird to tie back to Content Marketing Services

---

## **Should Google Hummingbird change your Content Marketing Strategy?**

The short answer is no. If you're doing it right then keep up the good work and Hummingbird will reward you with higher rankings in search results.

Hummingbird was a complete rewrite of Google's search algorithm back in September 2013. Called Hummingbird because it is 'fast and precise', it changed how Google interprets a query.

### **It's a conversation, not just a search**

Instead of looking at the 'keywords', it responds in a more human way by understanding what you are trying to find out. Not just *what* you ask, but also *how* you ask it, the entire phrase. If you're mobile, it knows where you are, and can provide local information. It also remembers what you've asked before and even what others went on to find interesting.

### **So are SEO rules dead?**

Page rank and sensible keyword density are still important to Hummingbird. But now Google actively seeks out content which provides real value to real people. No more trying to beat the system, you just need to think like Hummingbird (which is simply thinking like your audience). You need a Content Marketing Strategy that educates, entertains and builds relationships with your customers.

### **Content Marketing is the new SEO**

Figure out the type of content and information most likely to engage your audience. Review your website content and include as much visual media as possible e.g. video, photos, infographics. Think about the 'long tail' keywords which Hummingbird seeks to decipher. Your developers can also add some machine readable tags in a structured semantic system to improve your visibility.

Put some strategy into your social media presence to create real brand advocates. Claim authorship (particularly in Google+) of your content and demonstrate your expertise.

Create a system to keep up with your efforts – a simple calendar to make sure you regularly stay top of mind and then monitor how it is impacting your business. Is there more traffic? Are you able to close more leads?

### **How to find out more about Content Marketing and SEO**

Take a look at our most recent Content Marketing and SEO posts. Or contact xxxxxxxxx for an honest evaluation on how to improve your search rankings. Even small changes can make a big difference so please do get in touch. We'd like to help.