Search Off the Record - 32nd episode

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[00:00:11] **Gary Illyes:** [00:00:11] Hello and welcome to another episode of <i>Search Off The Record</i>, a podcast coming to you from the Google Search team, discussing all things search and having some fun along the way. My name is Gary and I'm joined today by John Mueller from the Search Relations team, of which I'm also part of.

[00:00:28] **John Mueller:** [00:00:28] Hi, I'm John. I love cheese.

[00:00:30] **Gary Illyes:** [00:00:30] Yeah, you do. For a while now, we've been thinking about bringing in more guests whose work inspires us. The list is very long, so it's highly unlikely that we'll be able to cover everyone, I guess. But I thought most would agree that we should absolutely start with Aleyda Solis. Hi, Aleyda.

[00:00:48] **Aleyda Solis:** [00:00:48] Hello, Gary. Hello, John. It's a pleasure to be here today, thank you very much for having me.

[00:00:53] **Gary Illyes:** [00:00:53] It's super nice to have you. We've known each other for a very long time and it's always exciting to chat with you about random things, but especially about internet and search things.

[00:01:03] **Aleyda Solis:** [00:01:03] Yes, indeed. I'm very looking forward for our conversation today.

[00:01:07] **Gary Illyes:** [00:01:07] Are you nervous about our conversation?

[00:01:09] **Aleyda Solis:** [00:01:09] A little bit, I have to say. Yes, indeed, I do a lot of podcasts, webinars, etcetera. But yes, in this case, it's going to be a little bit of a different experience for me. And of course, you and John always make me nervous, don't ask me why, alright.

[00:01:24] **Gary Illyes:** [00:01:24] Aw, but I'm only trying a little to make people nervous.

[00:01:28] **Aleyda Solis:** [00:01:28] Oh, well.

[00:01:29] **John Mueller:** [00:01:29] I don't know, Gary. I don't know. Maybe it's that bright light that she has in her face.

[00:01:35] **Gary Illyes:** [00:01:35] That could be, yes. It's very bright in your studio and I don't know how I feel about it. So I just project this darkness from my corner of the world.

[00:01:47] **Aleyda Solis:** [00:01:47] That sounds very Sauron-like, Gary.

[00:01:50] **Gary Illyes:** [00:01:50] Thanks. That's very nice of you to say. So as I said, we've known each other for a very long time and when I first encountered you on the internet, you were already relatively well-known. This was like, I don't know, like two centuries ago even. So I was very curious about your background and how you came to be the **Aleyda Solis:** that everyone knows today.

[00:02:15] So this whole podcast is, I was thinking to focus it around you and how you became the person you are today, the internet persona that you are today and how can others become, basically, the new Aleyda, for example, or a new Aleyda. And without further ado, let's start with a few questions.

[00:02:36] **John Mueller:** [00:02:36] Okay, so I have a question. When did you first encounter a computer?

[00:02:40] **Aleyda Solis:** [00:02:40] So I remember, and it's likely, I believe at least the first time that I remember to have interacted or have seen a computer - in fact it was a laptop - it was my dad when I was around potentially 8 years old or 9 years old.

[00:02:56] And he was-- he brought a laptop from work and it was a huge laptop. But for me, it was a mindblowing machine, right. And it had a blue screen and he was working in it and I had no idea what he was doing. But I was like-- yeah. Very impressed.

[00:03:16] I actually asked my neighbor over just to take a look at it. Because we were like typical friends, right. And shockingly or not - because this, we need to remember, it was in Nicaragua in the 80s - he came over and because he was literally in my dad's room at the time, like watching him typing in the laptop, he left his bike a little bit too in the outdoor of my home, and it got stolen.

[00:03:44] So yes, it's not necessarily a nice story. But it's probably the reason why I remember it, indeed.

[00:03:52] **Gary Illyes:** [00:03:52] Was it one of those really old computers where you had the only two colors on the screen?

[00:03:56] **Aleyda Solis:** [00:03:56] Yes. Yes.

[00:03:58] **Gary Illyes:** [00:03:58] I remember playing very, very old games on those monitors and it was still exciting. Those games back then were very entertaining, you know. Very different way than today.

[00:04:09] **Aleyda Solis:** [00:04:09] One hundred percent, I have to say that later afterwards, potentially years after, but you know, like in children time, that you never know, that I remember then my dad taking me to his work. And then me getting bored, so he pretty much put me in an empty computer, not laptop at that time. And me playing *Prince of Persia* already.

[00:04:30] **Gary Illyes:** [00:04:30] Oh, yeah.

[00:04:30] **Aleyda Solis:** [00:04:30] So that was a little bit more advanced and I enjoyed it so much and found it super-- Yes, I could spend there for hours and me not wanting to go back home because I wanted to keep playing *Prince of Persia*, indeed. Yeah.

[00:04:44] **Gary Illyes:** [00:04:44] Yeah, that was a very exciting game. And then I remember a little later, maybe a few years later after *Prince of Persia* was big, we started seeing more of the internet around. When was the first time you encountered the internet? Because for me, it was relatively soon after my first encounter with *Prince of Persia*.

[00:05:03] **Aleyda Solis:** [00:05:03] Interesting, yes. So in my case, maybe it's because I-- well, I didn't have a computer at home yet at that point, but it was from my neighbors. I actually watched a lot of series and we were very engaged with *The X-Files* at that point.

[00:05:21] So I remember them getting an internet connection and then they telling me, "Oh, you know that in the internet, we can try to look more about *The X-Files* and watch what happens in the series and what is true?!" Because we thought that it was like a documentary, I guess at that point, rather than fiction, right.

[00:05:43] So we actually made use of AltaVista, I remember, to look for X-Files-related information at that point, indeed.

[00:05:52] **Gary Illyes:** [00:05:52] Wait, so AltaVista was your favorite search engine?

[00:05:55] **Aleyda Solis:** [00:05:52] Well, not favorite. It was what was available, I guess, at the time. And of course, it was the one that was pretty fine in the computer. And of course, I had zero idea and zero knowledge, pretty much at that point, how to look for more, is there more, and it was not even my computer, right. I wouldn't have dared to do anything on it.

[00:06:14] **Gary Illyes:** [00:06:14] It's interesting that you mentioned AltaVista because that was also the first search engine that I used.

[00:06:20] **Aleyda Solis:** [00:06:20] Oh, interesting.

[00:06:21] **John Mueller:** [00:06:21] I remember, like my early days of the internet, I would go to Yahoo. Like not AltaVista but on Yahoo, they had this page with new websites. And you could spend like an hour or two and look at all the new websites that came out.

[00:06:40] And thinking back, now it's like, "Well, let me look at all the new websites that happened since last week." It's like you have no chance. So much stuff happening all the time. But back then, it was-- there were like ten new websites that came out and you can look at them.

[00:06:55] **Aleyda Solis:** [00:06:55] Amazing. I actually still remember, though also, when I realized that there was something better than AltaVista. And I remember that it was MetaCrawler or something like that and someone mentioned to me, "Okay yeah, Alta Vista is nice but have you seen this other search engine that is much better, better results, etcetera?"

[00:07:16] And I went and took a look at it and it was much cleaner too than AltaVista, MetaCrawler. But then after, I think it was a few years after, it was, of course, Google that was literally game-changing. And I believe that I was already in university, first year or so, second year or so. Yes, and finding Google and that was actually mindblowing, indeed.

[00:07:40] **John Mueller:** [00:07:40] I don't actually remember like when I ran into Google, it's so weird. Like thinking back now, it's like you should have remembered like when you first encountered Google kind of thing where it's like, "Oh, everything was better."

[00:07:52] But to me, in my mind, it just subtly happened over time. It was never like, "Oh, this is so much better than everything else before."

[00:08:03] **Gary Illyes:** [00:08:03] For me, it was actually very memorable. Because I was extremely against Google in '98, '99 because it was way too simple. It was way too different from the other search engines. Basically, like if you think of AltaVista, for example, they had very weird adverts sort of things on the search result page that were very often very annoying.

[00:08:29] And I thought that that's how the internet should be. Even if you went to Yahoo, for example, to the directory, you saw these banners and whatnot that were super annoying. But for me, that was the internet. And then you went to Google, and it was this very simple interface which is four blue links and some snippets and whatever. And that was very strange to me, very alien, to go back to <i>The X-Files</i> reference.

[00:09:00] **John Mueller:** [00:09:00] So how did you make your first website? When did you decide like, "You need to be on the internet now"?

[00:09:07] **Aleyda Solis:** [00:09:07] So this is interesting and let's have a little bit of serendipity type of thing. I was already in my first year of university, so that was in 1999. They were giving this free HTML course to all the students in the first year. And then, so how at this time that they were given this course, I had another class.

[00:09:33] So I was one of those few people who had this other extra class. And I couldn't attend and I felt bad and I felt actually a little bit mad, right. I was like, "No, I cannot get behind." So I literally went and looked for the person who was teaching it and asked for the manual HTML, right.

[00:09:52] And then I-- the teacher, by the way, was a second year student. So pretty much I was like, "Oh, I really want to learn this whatever," and he was like, "Oh, can you at this time? Come around, it's very simple whatever I will try to give you tips of what I'm telling the others, whatever." And I went and pretty much it was block notes. And learning HTML text. It was all so very logical for me at that point. And I did that.

[00:010:19] And then, there's the funny thing, right, the first website that I did was a website about marine turtles. They are quite a big thing in Nicaragua and there's a lot of efforts protecting them because people kill them, people eat their eggs, which is crazy, yeah.

[00:010:37] When they say, "Okay, as a final project for the course, you need to do a website about something," and I literally had no idea about what to do. So I decided, "Oh, about marine turtles and why we need to protect them. Resources, whatever, about them, facts about them."

[00:010:53] And I ended up doing my first website about marine turtles. And very likely, not because of the quality of my code or how beautiful the website was, it ended up winning the first prize. Because there was a competition. But it's very likely because of the topic, right, that a lot of people really liked.

[00:011:12] And yes. So I don't even remember what they gave to me. So I just remembered that I won. And because I won, I actually got, thanks to Dad, my first job proposal ever. Because it was Nicaragua, remember, this was like a small country. It was like a family of another student who saw my website about marine turtles and he was the owner of a small ISP provider in Nicaragua.

[00:011:44] And they had a web design department. And they were needing new people. And he thought my website was good enough to try to hire me for their web design department. So I started to work part-time in my second year of university as a web designer there because of that.

[00:012:00] So yeah, it was all very serendipitous. That is how I started. It started it all pretty much, yeah.

[00:012:07] **John Mueller:** [00:012:07] So basically, your first website was number one ranking from the start. It's like you never started anywhere else. It's like number one ranking.

[00:012:14] **Aleyda Solis:** [00:012:14] And thanks for the content, not even the quality of the code, I would say, yeah. That says a lot, indeed. Content quality.

[00:012:20] **Gary Illyes:** [00:012:20] It's also interesting because it feels like you're one of the few SEOs I know who actually has formal training in publishing on the internet. Like most of the SEOs I know, they are self-taught from the very beginning. Like they self-teach their HTML skills and whatnot. But you actually learned that in university.

[00:012:44] **Aleyda Solis:** [00:012:40] They taught it to me. I'm unfortunately not a self-learner. So smart to do that, I'm afraid. I needed to be taught to start.

[00:012:53] **Gary Illyes:** [00:012:53] So then you were working in an office at that point?

[00:012:56] **Aleyda Solis:** [00:012:56] Yes, I was shockingly working in an office for quite a while, in fact. My work life until at an agency and then also in-house.

[00:13:06] And then it was until 2012 that I got my first job offer as an in-house SEO and actually one of the things that really took my attention at the time is like, "Oh, you're going to be based in Madrid but you are going to be able to work remotely from home," because all the team members were spread across Europe, right.

[00:013:28] And for me, that was exciting but also at the same time, I was scared. I was very scared because, you know, I was very used to the office at that point and having a boss so they could see that I was working and doing my work. Then I realized that all what I believed and this cultural factor or context, which I had been developed myself so far, was broken, right.

[00:013:57] And I could very well work from anywhere I wanted, I'd like. And I started and I never went back, even when I changed jobs, etcetera, became independent, my one criteria was like, "I want to continue to be able to work remotely." Yeah.

[00:014:13] **John Mueller:** [00:014:13] When you became independent, did you have an office for yourself or did you also work from home and remotely?

[00:014:21] **Aleyda Solis:** [00:014:21] You know what, at some point, I also went to a coworking place but it was pretty much to socialize and interact with other people. Those days when I needed a little bit more, yeah, socialization. But actually, when I actually wanted to make things happen and do in that work, and audit, analysis, etcetera, I needed to stay at home. Because I needed to be in a quiet space. Yeah.

[00:014:44] **Gary Illyes:** [00:014:44] I find it very humorous that you were working in an office because you are one of the biggest proponents for remote working.

[00:014:54] And you also have this site, *remoters.net* where you can search for remote jobs. It's actually a beautiful site, if you don't the site, you should check it out, even just for the looks of the site, if nothing else. So yeah, I find it very humorous that you were working in an office in some really weird way.

[00:015:17] **Aleyda Solis:** [00:015:17] Yeah, I can't even imagine myself right now about that. But I worked in very big offices.

[00:015:22] So for example, Nicaragua, before coming to Spain to study here, I used to be a web designer/front end web developer for the biggest newspaper there. So it was like a huge office full of

journalists, etcetera and yes, I was in a very small room with the other web team, etcetera. But yes, it was surrounded by people like that.

[00:015:44] And I have to say that sometimes I miss that interaction, to be able to be surrounded by people, especially now in our situation, right. But I have to say, right, it also allowed me to understand when I started to work remotely, it blew my mind that how game-changing that was for me already at that point.

[00:016:03] Even I was based in Madrid but that opened up the opportunity for me to start working for many brands from all over the world. From the US, from all over Europe, from UK, Germany, etcetera.

[00:016:15] And then it also made me realize how game-changing it could have been for me ten years before, right. Maybe I wouldn't have needed to leave Nicaragua to develop myself professionally, if I had had the opportunity.

[00:016:28] So I-- we started *remoters* with Elisa Martinez, who's an SEO here from Spain, by the way, a friend of mine, in 2015 because of that. Because a lot of people were asking us about, "Oh, how do you work remotely?" Even for Spanish people at that point, it was mindblowing already. So I realized, "Okay, we need to make this happen to allow other people to do it in case they want or in case they need."

[00:016:54] As someone from a developing country, myself, I understand that there are people who are very skilled, very knowledgeable who, unfortunately, are not able to have access to jobs that they could, otherwise, very easily have access to if they were born in another country, right. So with *remoters*, that is one my goals, right. To facilitate the access for people all over the world to these type of jobs.

[00:017:24] And SEO, in particular, I believe that is one of those areas that where it's a very-- and web development too and copywriters. So there are certain areas that can-- You don't need formal training, for example, that they shouldn't ask you for a certificate, something like that.

[00:017:41] So anybody, anywhere in the world with the right type of knowledge and experience should be able to have access to amazing jobs and have a fulfilling career independently of their location.

[00:017:56] **Gary Illyes:** [00:017:56] I imagine that being remote also allows the person to develop themselves into a more visible person on Twitter or social or the internet, in general. Do you think that being remote helps you in any sense to become so visible? Because I can't think of a single SEO who doesn't know your name or who you are. You are insanely visible.

[00:018:21] **Aleyda Solis:** [00:018:21] I do think so, Gary, because actually that-- one of the reasons why I went so much to conferences before and events etcetera, it was to fulfil that socialization need that I didn't have. Because I would have been otherwise stuck at home working all the time, right.

[00:018:38] So and since I have flexibility to working while travelling, which can be tricky, by the way. You need a lot of self-discipline but once you master it, it is amazing. It can be an amazing mix. I decided to go all in, right.

[00:018:53] And that definitely allowed me the opportunity to start meeting people from all over the world. And network with people. Sometimes it was people that I first met online over Twitter, for example, that is a platform that I use a lot.

[00:019:05] But in other cases, it was the other way around, right. It's people that I initially had met at a conference somewhere and I started following and saw that they had an amazing community around them, etcetera, etcetera.

[00:019:15] So yes, I do believe that this has a big, let's say-- it's one of the big reasons for it, for sure.

[00:019:24] **John Mueller:** [00:019:24] What kind of things would you recommend for other people who are looking to becoming a little bit more active in their area of SEO?

[00:019:31] **Aleyda Solis:** [00:019:31] Amazing, that is a really good question, John, and literally, I-- I don't know, I received dozens of emails every month, asking me about this.

[00:019:41] And that is why I decided to create *learningseo.io*. That is a free website featuring a roadmap of the different areas of SEOs, where you can go and you're starting in SEO or just want to, let's say, advance or see the options for you to continue developing yourself as an SEO, go on and take a look at the different areas.

[00:020:06] And then resources are reliable, that are free, also to access and tools that are free. And start using them to focus your knowledge much more or decide to, let's say, expand your knowledge in all the areas too.

[00:020:22] This is the thing, right. When I started an SEO, there wasn't many resouces at that time. It was difficult, right. I remember going to SEOmoz, WebmasterWorld, etcetera, etcetera. Now it's the other way around.

[00:020:34] There are so much content. And it's difficult to know where to start. It's also difficult to know what is reliable and what is not. And where you should focus, right.

[00:020:45] And that's the beauty of SEO. Like if you want to focus only on content, you can. If you're more technical and want to be a technical SEO, you can. If you like the promotional marketing side of things, you can become a link builder, why not. And if you want to do it all and you want to be a strategist, you can. The industry is already mature enough in order to do that.

[00:021:05] There's a wealth of information. Hopefully, with that resource, I helped at least partially to solve that need of new people trying to get access to information. In many cases also, we see a lot of courses, etcetera, that are paid, that are also have an important price for many people, especially those that don't live in Europe or the US, for example. More developed countries.

[00:021:31] So at the end of the day, hopefully with this resource, it will allow people that have less of an income and resources at the start to empower their careers. To start establishing themselves that type of knowledge that is needed. To decide whether they want to be an SEO and how to focus their career, what area is the best for them, etcetera.

[00:021:56] **John Mueller:** [00:021:56] So do you think it's critical for people to have their own website when they start? Like if you're thinking about SEOs, should you be practicing everything on your own website before you become professional or is there a path? Kind of like, I don't know, if you want to be a doctor, it's not that you go off and practice on people randomly.

[00:022:15] It's like, first you have your education, then you do your work. How do you see that happening with regards to SEO?

[00:022:21] **Aleyda Solis:** [00:022:21] I would highly recommend if it is doable and I believe that now that so many different platforms that provide that option for free, to go ahead and create your own website, right, to test things around. To validate what you read, what you learned. To check what is actually true in your context and to also identify how hard things are realistically.

[00:022:46] Because in theory, many things sound very easy sometimes and in practice, it's not. So yes, I would highly, highly, highly recommend for anybody learning SEO to go--

[00:022:46] And even if, for example, they don't want to be a technical SEO necessarily, you can go even start a Wordpress website that is completely free, they don't need to go necessarily to the code. That is something that is not attractive for them at that point, etcetera. Just to focus on the content optimization type of things.

[00:023:13] So yeah, there are so many ways that you can do this and leverage it. And the point here is to validate, to test for yourselves, to build for yourself in order to have a better understanding. And there's no better way to learn than doing it, right. Indeed.

[00:023:26] **John Mueller:** [00:023:26] Cool. Yeah, I think it's always one of those things where you run across people who are interested in SEO but they don't really know where to start. And at least pushing them off and telling them, "Oh, just try it out," I think that's always a little bit encouraging.

[00:023:43] Also in the sense of, well, you can't break anything if you're just playing around with your own website. Like in the worst case, you start over and you pick a new domain name if you really messed up. But essentially, it's like really low cost and low effort to try things out. And then, you can go through the resources that you have and try different things out.

[00:024:10] And yeah, I don't know, look at things like internal linking and how to put content together. And then read the documentation, read the blog posts, the guides that are out there, watch some of the videos.

[00:024:22] **Aleyda Solis:** [00:024:22] One hundred percent, how to structure your own site, etcetera. Hopefully, they don't do something as bad that you need to change your domain name, in case the domain name is the one at your name. Then you will need to change your own name. No, I'm kidding. But yes, I hear you. Yeah, I completely agree.

[00:024:36] **John Mueller:** [00:024:36] I feel-- I don't know if it's still the case, but at least the older school SEOs, they've all gone through the phase of setting up weird sites that in the end, you're like, "Mmm, maybe I shouldn't leave this online."

[00:024:48] I don't know, I used to have these people that joined my office hours from time to time as well, where I can tell they're doing sneaky stuff and they're trying things out. But you can also tell that they're getting started in this world of SEO.

[00:025:02] And from my point of view, if you're trying weird things out for yourself, you're learning something. And all of the sneaky stuff that you learned from doing weird things with regards to SEO, all of that maps to parts of SEO, to technical SEO.

[00:025:19] And once you settle down and work at a "real company", you can still use all of those techniques. You understand which parts are sneaky and which parts are problematic. But the techniques

are essentially the same. And you can go in there and say, "Well, I have practiced with this. I have seen how hard it is to rank for competitive queries." But you at least have a bit more understanding. I think that's super useful.

[00:025:46] **Aleyda Solis:** [00:025:46] One hundred percent, I completely agree. In fact, I have to say that especially if you're starting, right, and applying for jobs as a Junior type of specialist, showing that you have been proactive and have tested for yourself, even if you've just started learning, that can definitely give you like an additional point for the position that you're applying, for sure.

[00:026:09] And then of course, try everything out, right. What is important here is, let's say, the ethics side of things, right. If you test many things that are, maybe, against Google guidelines. But if it is in your website just to verify how powerful it can be, and you assume the consequences, then no problem at all.

[00:026:29] The problem is that when you apply these sort of techniques in websites of your clients that are paying you for this to help them, and you do something that will end up being harmful at the end of the day. So that is what is actually bad about it. So as long as we are aware of all of this and behave accordingly, then no problem at all, for sure.

[00:026:53] **John Mueller:** [00:026:53] Yeah, you definitely have to know the line where you have to avoid crossing. My feeling is, if you're doing these sneaky things, you know what is sneaky and what is not, and then you should know to avoid doing that kind of stuff for legitimate companies. Because they can't just go off and change their name just because you messed up something on the website completely.

[00:027:15] **Gary Illyes:** [00:027:15] What I really like nowadays at least is that you can ask really-- even really basic questions on certain sites. Like I see on Reddit, for example, sometimes there are really basic questions and people jump in and without being sarcastic, they answer.

[00:027:35] So it's not me who's answering but someone else. On Twitter, for example, I see that, like for example, John or you, sometimes you are answering very basic questions.

[00:027:46] And that's-- I feel that's very nice, that people should feel free to ask even what they would consider like a "dumb question". Because, well, everyone has to start somewhere, right. And if you are worried that you might do something stupid and get your site banned or a client's site banned, better just go and ask. Especially if it's a simple thing that basically people don't have to invest loads of time in actually answering.

[00:028:24] **Aleyda Solis:** [00:028:24] One hundred percent I completely agree and that is why it's important that-- I think that more than before right now, there's this awareness at least about how important it is to be a little bit more inclusive with these types of questions. Also with newcomers, that-- no dumb questions, right.

[00:028:43] And unfortunately, SEO Twitter sometimes can be (sighs) harsh and difficult and dumb, there might be trolls, etcetera. So even myself sometimes double-think about saying something because of how it can be understood or the reactions. So I cannot-- definitely to understand how scary it might be, even if you're just starting, right.

[00:029:04] That is why I'm also very happy to see all of this type of efforts they make. So for example, Areej with the Women in Tech SEO group, providing, let's say, a safe space for women to ask around. Also more mentorship programs for people who are not so well represented in the industry too. So these are amazing efforts.

[00:029:29] But 100% I agree that the way to actually solve the root of it all is that, we should all be free and able to ask whatever with we might be thinking without necessarily like-- yeah, this sort of backlash, right. And of course, if you ever ask or need to know anything regarding SEO, please just tweet away, tag me and I'll be more than happy to refer you to the resource or answer you right away if it is something easy, doable to do at that point.

[00:029:59] **John Mueller:** [00:029:59] Cool. So Twitter is the best place for people to find you or is there somewhere else where people could go and if they wanted to hire you, to do something bigger?

[00:030:09] **Aleyda Solis:** [00:030:09] Yeah, I have my website, *aleydasolis.com* where they have forms to get in touch with me etcetera., if it is something more professionally related. And then of course, in Twitter, I am very active, I'm always sharing resources, news.

[00:030:22] I also have a newsletter that is called *#SEOFOMO*, in case you want to keep updated and what's happening in the SEO industry, updates from Google too. Although there are always updates, so yes, lots of news. And yes, I think that a good place to get in touch with me right away would be Twitter, indeed, *@aleyda*. I am there.

[00:030:44] **John Mueller:** [00:030:44] So cool Well, thank you for joining us here, Aleyda. It's good to have you and I think this was a really good start in having some more guests from outside of Google as well.

[00:030:55] **Aleyda Solis:** [00:030:55] Oh, thank you very much for the opportunity. It was such a fun conversation.

[00:030:58] **Gary Illyes:** [00:030:58] Indeed, it was really exciting. Always exciting to chat with you, Aleyda.

[00:031:01] **Aleyda Solis:** [00:031:01] Thank you, thank you very much for the chance to be able to have a fun time with you here. It's a nice change from my usual day-to-day, for sure.
[00:31:11] ♪ [music] ♪

[00:31:14] **Gary Illyes:** [00:31:14] We've been having fun with these podcast episodes. I hope you, the listener, have found them both entertaining and insightful too. Feel free to drop us a note on Twitter or chat with us at one of our next virtual events we go to if you have any thoughts. And of course, don't forget to like and subscribe. Thank you and goodbye.

[00:31:36] **John Mueller:**, **Aleyda Solis:** [00:31:36] Goodbye. Bye-bye.

[00:31:37] ♪ [music] ♪