Search Off the Record - 36th episode

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[00:00:12] **Gary Illyes:** [00:00:12] Hello and welcome to another episode of Search Off the Record. 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 Lizzi Sassman from the Search Relations team, of which I'm also part of. Say hi, Lizzi.

[00:00:29] **Lizzi Sassman:** [00:00:29] Hi, Lizzi.

[00:00:31] **Gary Illyes:** [00:00:31] That's not, no. What?

[00:00:34] **Lizzi Sassman:** [00:00:34] I'm just following orders.

[00:00:36] **Gary Illyes:** [00:00:36] Anyway, that was Lizzi. So continuing with our In the Spotlight series, in which we present folks from the larger search marketing committee who inspire us. Today, we have Suzuki Kenichi from Japan. Hi, Kenichi!

[00:00:50] **Suzuki Kenichi:** [00:00:50] Hi, Gary and Lizzi, and hi everyone. Thank you for inviting me to Search Off the Record. I'm glad to talk to you for the first time, since I wasn't able to travel overseas. I hope our listeners will enjoy our talk.

[00:01:05] **Gary Illyes:** [00:01:05] Cool! It's super nice to have you. I'm a big fan of you and your blog. And when I was on Twitter, you were one of my favorite people to follow because you were giving a perspective both from Japan and from the English search marketing region, I guess. And I just really enjoy chatting with you. I remember last time I was in Tokyo, then I had a very nice tsukemen with you. And I kind of feel like I need to ask you, when was the last time you had tsukemen?

[00:01:41] **Suzuki Kenichi:** [00:01:41] Last time? I don't remember. I think it was three or four years ago.

[00:01:49] **Gary Illyes:** [00:01:49] What? Oh.

[00:01:52] **Suzuki Kenichi:** [00:01:52] I'm sorry.

[00:01:53] **Gary Illyes:** [00:01:53] No!

[00:01:54] **Suzuki Kenichi:** [00:01:54] I'm sorry. To be honest, I don't like tsukemen very much.

[00:01:58] **Gary Illyes:** [00:01:58] What?

[00:01:59] **Suzuki Kenichi:** [00:01:59] I'm sorry, really.

[00:02:01] **Gary Illyes:** [00:02:01] I was chatting with Takeyaki san-- someone we worked with for a very long time. He was in the Search team for a long time. And he was so sad that he didn't have tsukemen for three, four years. It makes me very sad. I wish I could go to Japan, and then have tsukemen with all of you. That would be fantastic.

[00:02:24] But, maybe we should focus on something more search marketingy topics, rather than tsukemen, because maybe some people don't even know what tsukemen is.

[00:02:35] **Lizzi Sassman:** [00:02:35] What is tsukemen, actually? Is it something I can eat? Is it Lizzi's food or not?

[00:02:41] **Gary Illyes:** [00:02:41] It's not Lizzi's food. It's not vegetarian at all.

[00:02:43] **Lizzi Sassman:** [00:02:43] Oh, no.

[00:02:44] **Gary Illyes:** [00:02:44] The literal translation is "dipping noodle". So you take the "men" and then you dip it in like, tsuken, the soup. And the soup is usually bone soup. But it turns out this is not a cooking show...

[00:02:57] **Lizzi Sassman:** [00:02:57] It's not?

[00:02:58] **Gary Illyes:** [00:02:58] So maybe we should focus on search marketing topics. Or even better, on Kenichi.

[00:03:06] **Suzuki Kenichi:** [00:03:06] Yes.

[00:03:07] **Gary Illyes:** [00:03:07] So I'm fascinated with the history of the internet, and the people who work on the internet, or with the internet. And how they encountered computers and the internet itself. So my first two questions are usually related to that. And I would want to ask you about when was the first time you encountered a computer?

[00:03:30] **Suzuki Kenichi:** [00:03:30] Oh, it depends on how you define a computer. If you include say, handy simple video game, I also used to play with it as a child. But I began to use modern computers in my early 20s. That was over 20 years ago. And I wasn't just a regular end-user, but a trainer, who educated system engineers about how to configure internet servers, such as web servers, and the mail servers, or DNS servers. I taught them how to set up and manage and troubleshoot those kinds of servers.

[00:04:12] **Gary Illyes:** [00:04:12] So you were also a server manager? Like you were managing networks?

[00:04:15] **Suzuki Kenichi:** [00:04:15] I was not a network engineer or server manager. I taught them how to manage them.

[00:04:22] **Gary Illyes:** [00:04:22] Okay. But you weren't working as a network manager or a network administrator or anything like that?

[00:04:30] **Suzuki Kenichi:** [00:04:30] Yes.

[00:04:31] **Gary Illyes:** [00:04:31] Interesting.

[00:04:32] **Lizzi Sassman:** [00:04:32] How do you get from playing video games, to then instructing people about how to manage networks?

[00:04:38] **Suzuki Kenichi:** [00:04:38] So actually I... was interested in computers, but it was just my hobby. But at one time, I was assigned as an administrator who used a computer at a company I worked for the first time, after graduating my university. I found computers excellent, wonderful, amazing. So I had decided to learn them. And while learning computers, I thought I should become a teacher, not an engineer, because I like learning and teaching.

[00:05:27] **Gary Illyes:** [00:05:27] That's fascinating because many people I know who work in computer science have the same philosophy. Like some will decide to become engineers, and actually do code and whatnot. But others decide to go back and teach what they learned at university, without actually going to... without actually working with the things that they were taught.

[00:05:55] I always find this fascinating that... like how people are different, and how they choose different paths. And then, the internet you encountered a bit later, I assume. Do you remember what was the first thing that you actually looked up on the internet, or what you did on the internet for the first time?

[00:06:17] **Suzuki Kenichi:** [00:06:17] Yes, yeah. So I don't remember the exact time when I started using internet. But I think it was in the 1990s. I used to browse websites or send emails to my friends.

[00:06:37] **Lizzi Sassman:** [00:06:37] Like email forwarding?

[00:06:39] **Suzuki Kenichi:** [00:06:39] No, just like chatting. So I wrote something daily. Something about my daily life. Not serious, not business. Just to communicate with my friends.

[00:06:54] **Gary Illyes:** [00:06:54] Oh, interesting. And then you sent that as an email? It was like just chatting over email with your friends?

[00:07:01] **Suzuki Kenichi:** [00:07:01] Yes.

[00:07:03] **Gary Illyes:** [00:07:03] Oh, that's like pen pals.

[00:07:04] **Suzuki Kenichi:** [00:07:04] Yes, it's like... it was like that, yes.

[00:07:07] **Gary Illyes:** [00:07:07] That's amazing. We were just mentioning that the other day with Lizzi, and how wonderful that is, like the whole idea of pen palling.

[00:07:15] **Lizzi Sassman:** [00:07:15] Did you have like long form pen pals before? And then when the internet came out, you switched to emailing? Or was the emailing the start of this type of communication with your friends?

[00:07:26] **Suzuki Kenichi:** [00:07:26] So I didn't write actual letters not so often. But thanks to the internet, I got in contact with my friends more frequently.

[00:07:44] **Gary Illyes:** [00:07:44] Interesting.

[00:07:45] **Suzuki Kenichi:** [00:07:45] Because sending emails doesn't need stamps or whatever else, right? All I need was just a computer and the internet.

[00:07:57] **Gary Illyes:** [00:07:57] Interesting. I never thought of that. But do you feel that emails might have been less personal than actually sending the letter? Like a physical letter?

[00:08:13] **Suzuki Kenichi:** [00:08:13] Yes, in my opinion, email is more casual than a letter.

[00:08:19] **Gary Illyes:** [00:08:19] Interesting. Do you remember anything that annoyed you about the internet when you first encountered it?

[00:08:27] **Suzuki Kenichi:** [00:08:27] Ah, yes. It was definitely slow page speed. Yeah, I used to connect to the internet through phone line by modem. You know modem?

[00:08:39] [modem handshaking]

[00:08:44] **Gary Illyes:** [00:08:44] Yes, I remember modems. And actually, that was also my first way to connect to the internet. I remember I had a very slow... like 14400 kilobaud modem, and it was doing those sounds.

[00:09:03] **Suzuki Kenichi:** [00:09:03] 14,000? 14,000, no. To me, the maximum speed was 128 kilobps. Yeah, I had to wait more than 30 minutes until I completed downloading three megabyte files. The present internet has become super faster compared to the past.

[00:09:20] **Gary Illyes:** [00:09:20] Yeah. Like thinking back, and if you were to show your child, for example, how slow it was back then... I'm not even sure they would believe it, that the internet could have been that slow. Because as you say that when you were downloading an image, like a higher resolution image, of a cat, for example, then it took, sometimes, tens of minutes to download the image. And it was loading the image in big pixels first.

[00:09:55] **Suzuki Kenichi:** [00:09:55] Yes, yes.

[00:09:57] **Gary Illyes:** [00:09:57] And then, it was refining the pixels and loading more parts of the pixel. It was fascinating.

[00:10:03] **Lizzi Sassman:** [00:10:03] The incredible amount of patience just to wait for that to finish.

[00:10:07] **Gary Illyes:** [00:10:07] Yeah, yeah. So speed was one thing. Anything else that you can think of? For me, one thing was the... I think I keep saying this in every episode, but the advertisements that... there was on the internet back then. All the flashy blinking things. Those were very annoying, too, to me for example. There was lots of spam.

[00:10:29] **Lizzi Sassman:** [00:10:29] I think we still have that kind of a problem, though. Like pop-up things, like when you open a webpage and... we still haven't seem to have gotten rid of that. Maybe it's just developed into different ways. Less, but still an issue today.

[00:10:41] **Gary Illyes:** [00:10:41] I mean, we have the interstitials, and the newsletter notifications and those...

[00:10:46] **Lizzi Sassman:** [00:10:46] It's like cookies, except cookies and allow all these things to happen.

And still that similar experience where you're trying to access content, and things are popping up and flashy and getting in the way.

[00:10:56] **Gary Illyes:** [00:10:56] Maybe it evolved into more refined annoyment. Do you remember when was the first time you launched a website?

[00:11:04] **Suzuki Kenichi:** [00:11:04] Yes. I built my first website back in 2006. It was a small... It was a very small site. It consisted of four or five pages, I remember. It was about rice.

[00:11:21] **Gary Illyes:** [00:11:21] Oh, really?

[00:11:22] **Suzuki Kenichi:** [00:11:22] I'd share rice recipes because my parents were rice farmers.

[00:11:26] **Gary Illyes:** [00:11:26] Okay.

[00:11:27] **Suzuki Kenichi:** [00:11:27] So I created my website about how to grow rice and how to cook rice, something like that.

[00:11:37] **Lizzi Sassman:** [00:11:37] You keep saying this is not a cooking podcast, but I feel like it's always going to return back to food.

[00:11:43] **Gary Illyes:** [00:11:43] Now, I feel like asking how to cook rice properly.

[00:11:47] **Lizzi Sassman:** [00:11:47] Yes, we just want to focus in on the actual content about the food.

[00:11:51] **Gary Illyes:** [00:11:51] Maybe I'm hungry. That's actually really fascinating. So you went back to teaching again with your website, and teaching people how to farm rice, and how to prepare rice, I guess.

[00:12:08] **Suzuki Kenichi:** [00:12:08] Yes. I like teaching.

[00:12:11] **Gary Illyes:** [00:12:11] And then later, you became this internet persona, still teaching people about things that is happening all over the search marketing ecosystem in English, in other languages. How did that happen?

[00:12:29] **Suzuki Kenichi:** [00:12:29] So first, I tried to... I'm involved in affiliate marketing to earn money. But to become a good affiliate marketer, SEO was necessary, crucial. So I learned SEO. And while learning SEO, I had a more interest, and I learned SEO again and again. And at one time, someone advised me to share my knowledge with others. Say on blogs or by newsletter. So I began to publish articles on my blog.

[00:13:10] **Gary Illyes:** [00:13:10] So at this point, you already had new site on a new domain. It was not...

[00:13:16] **Suzuki Kenichi:** [00:13:16] Ah, yes, yes, yes.

[00:13:17] **Gary Illyes:** [00:13:17] It was not the rice site.

[00:13:18] **Suzuki Kenichi:** [00:13:18] Not that. I had already shut it down.

[00:13:22] **Lizzi Sassman:** [00:13:22] Oh. But why did you shut it down?

[00:13:25] **Suzuki Kenichi:** [00:13:25] Because no one came to the site.

[00:13:28] **Gary Illyes:** [00:13:28] Maybe that was an SEO problem?

[00:13:31] **Suzuki Kenichi:** [00:13:31] Yeah, but it cost money to hold the domain.

[00:13:35] **Gary Illyes:** [00:13:35] Oh, that's fair. It makes sense, I guess.

[00:13:38] **Lizzi Sassman:** [00:13:38] Was this... and when you had the rice site, this was before you learned SEO? Or...

[00:13:44] **Suzuki Kenichi:** [00:13:44] No. A long time ago.

[00:13:45] **Lizzi Sassman:** [00:13:45] And so if you had known some things about SEO, do you think that the

rice site would have been more successful?

[00:13:50] **Suzuki Kenichi:** [00:13:50] Yeah.

[00:13:51] **Lizzi Sassman:** [00:13:51] Would you have done things differently? Like, looking back on that website?

[00:13:54] **Suzuki Kenichi:** [00:13:54] Yeah.

[00:13:55] **Gary Illyes:** [00:13:55] Like what would you do differently, now that you learned about SEO, on the rice site?

[00:14:01] **Suzuki Kenichi:** [00:14:01] So I found I had to provide something useful. And something helpful to users. So as for the rice website, I just wrote what I wanted to tell. I didn't think what users needed, what users wanted. I created it for me, not for users.

[00:14:32] **Gary Illyes:** [00:14:32] And this is, again, something that we talked about the other day, Lizzi. That there was a time when people were just publishing whatever was on their mind, versus researching topics and making something structured.

[00:14:46] **Lizzi Sassman:** [00:14:46] Well, and it's interesting because in the early days, it's like, how would you know what people are looking for? It's like a chicken and an egg thing. Like the stuff has to be out there in order to know if people were looking for that, and what, like, why wouldn't they want to know about rice? Like it sounds like it's a good topic to write about. Like if I'm interested in it, why wouldn't other people be interested in it?

[00:15:06] **Gary Illyes:** [00:15:06] I imagine that the culture is different, because in most Asian countries, for example, you eat lots of rice from the very beginning of your life. So you probably also learned how to cook it properly. So the topic itself is not that interesting. If you want to cook ramen at home, that is something that people might be interested in, because it's not a common thing to do. But cooking rice, that's just like a staple food. Like you do it everyday. So maybe that's not that interesting a topic.

[00:15:37] **Lizzi Sassman:** [00:15:37] So you're saying like the user intent, or like the interest from users. Nobody would be searching for how to make rice.

[00:15:43] **Gary Illyes:** [00:15:43] Yeah. Like if I were there, then maybe I would search for it as a foreigner. But locals, I would imagine that they learn it from the very beginning of their life, how to actually make it. Cultural differences. Can you think of things that are different in Japanese SEO versus English SEO? Because you have a very good overview of both languages, and what's published in both languages. So there might be something that is different?

[00:16:13] **Suzuki Kenichi:** [00:16:13] Yes. Back to the time when I got involved in SEO, that was nearly 20 years ago. At that time, Google US was very different from Google Japan, because, say, many of the algorithm update weren't rolled out in Japan, such as the Panda update.

[00:16:35] **Gary Illyes:** [00:16:35] That was 2011, 2010.

[00:16:39] **Suzuki Kenichi:** [00:16:39] Yes. Eventually, Panda update was rolled out in Japan, but it took nearly two years.

[00:16:47] **Gary Illyes:** [00:16:47] Yeah, something like that.

[00:16:48] **Suzuki Kenichi:** [00:16:48] And there were other algorithm changes that had happened in Japan at the same time at the US. Actually, I was frustrated about it because I wrote those algorithm updates on my blog, but actually they had nothing to do with Japanese webmasters.

[00:17:12] **Lizzi Sassman:** [00:17:12] The algorithm updates, or the post that you were writing?

[00:17:15] **Suzuki Kenichi:** [00:17:15] Algorithm updates. And also, say, looking at the search results in the Google US, there were so... various kinds of features, such as people also ask with stories. But compared with it, Japanese search results in Japan lacks of features. It's so simple.

[00:17:39] **Gary Illyes:** [00:17:39] Yes, it's true. This is something that we've been struggling for a very long

time. And feature teams sometimes opt for launching for a smaller audience, like for example, EN US, because it's easier to launch, and they don't have to localize certain things. But most of the time, they are working very hard to eventually launch it in other countries as well.

[00:18:02] And I know for certain that Japan, for example, is a high priority country for most of Google Search. So perhaps that's going to get better, and you're going to see more features coming to Google Search in Japan. Of course, it's not a promise, but it might happen.

[00:18:17] **Lizzi Sassman:** [00:18:17] Are there any other challenges that are specific to the search results or SEO approach in Japan compared to the US?

[00:18:26] **Suzuki Kenichi:** [00:18:26] I said many features are different. But nowadays, the gap between the US and Japan, getting closer and closer. And basically, SEO in the US and in Japan was almost the same.

[00:18:42] **Lizzi Sassman:** [00:18:42] So you think like the recommendations will be the same. You wouldn't have a different strategy for if the site is mainly in Japanese content versus in English?

[00:18:50] **Suzuki Kenichi:** [00:18:50] No, no. There are still some differences. But fundamentally, we Japanese, most of us, can follow guidelines that are based on the US, thanks to you.

[00:19:04] **Lizzi Sassman:** [00:19:04] Oh.

[00:19:05] **Gary Illyes:** [00:19:05] Yeah, Lizzi, it's all your fault.

[00:19:06] **Lizzi Sassman:** [00:19:06] Oh, yes.

[00:19:07] **Suzuki Kenichi:** [00:19:07] Ah, yes. One thing I want to improve.

[00:19:13] **Lizzi Sassman:** [00:19:13] Oh, I would love to hear it. Tell me more.

[00:19:15] **Suzuki Kenichi:** [00:19:15] Yes, translation...

[00:19:17] **Lizzi Sassman:** [00:19:17] Yes.

[00:19:18] **Suzuki Kenichi:** [00:19:18] ...is slow.

[00:19:19] **Lizzi Sassman:** [00:19:19] Yes.

[00:19:20] **Suzuki Kenichi:** [00:19:20] It usually, it takes two or three weeks...

[00:19:24] **Lizzi Sassman:** [00:19:24] It's horrible. It's one of my top annoyances.

[00:19:27] **Suzuki Kenichi:** [00:19:27] ...until Japanese documents are published.

[00:19:31] **Lizzi Sassman:** [00:19:31] I don't like it either. But I'm also not translating the content. But we are working on a project to improve the turnaround time, to hopefully not be weeks, and instead more like four or five days. We're running that right now to make sure that the quality hasn't dropped. But that is definitely something that we're trying to improve. Yes, I don't like it. In an ideal world, everything would be pushed at the same time, especially time-sensitive announcements like blog posts, when we put something out in English, and then it has to be translated from that.

[00:20:00] Just the way that our website works, we have to check it in. And then it gets translated. And so, therefore, it's always going to be after, versus if we could do it before, and then publish all at the same time. But I'm with you.
 It's not good. Yes.

[00:20:17] **Suzuki Kenichi:** [00:20:17] Please, please, speed it up.

[00:20:18] **Lizzi Sassman:** [00:20:18] Yes, speed it up. Hearing you loud and clear.

[00:20:22] **Gary Illyes:** [00:20:22] Actually, you're one of the few people that I see leaving feedback for us relatively often. Not you, Lizzi. I'm talking to Kenichi, so.

[00:20:30] **Lizzi Sassman:** [00:20:30] Oh, I can see that. Yes.

[00:20:33] **Suzuki Kenichi:** [00:20:33] Yes, yes. I sometimes find something strange... some strange translation.

[00:20:40] **Lizzi Sassman:** [00:20:40] Yes, like words?

[00:20:42] **Suzuki Kenichi:** [00:20:42] Yeah, words. And like, expressions.

[00:20:46] **Gary Illyes:** [00:20:46] That is so useful.

[00:20:48] **Suzuki Kenichi:** [00:20:48] Whenever I find something strange, I send feedback to you.

[00:20:53] **Lizzi Sassman:** [00:20:53] Do you notice if it's like specific terms that are weird? Or is it a sentence construction thing? Is there a pattern that you're seeing? It's like it's usually this type of issue that you see with the translation quality?

[00:21:05] **Suzuki Kenichi:** [00:21:05] I can't remember off-hand, so...

[00:21:09] **Lizzi Sassman:** [00:21:09] That's okay.

[00:21:10] **Suzuki Kenichi:** [00:21:10] But I'll send feedback.

[00:21:11] **Lizzi Sassman:** [00:21:11] Yeah, if you think about it, you can write, and we're reading everything that comes into that queue. So if you write to us and say, "You know, this word here, we don't actually use this term. It's actually this one"-- that would be super helpful to us. Or other things where it's like maybe the sentence construction is confusing. We forward it to the translators so that they can then improve overall.

[00:21:34] Or use a different term in our glossary. They've got a term glossary, so that they know, "Okay, for this technical term, this is the word to use." But sometimes, that's not necessarily the right one. Or we talk to people in the community, and then learn that, "Oh, actually, it's this other thing. Maybe you should consider changing it." And then we have a discussion about it.

[00:21:53] **Suzuki Kenichi:** [00:21:53] Gary and Lizzi-- I wonder if you really read our feedback?

[00:22:01] **Gary Illyes:** [00:22:01] We do!

[00:20:02] **Lizzi Sassman:** [00:20:02] We do!

[00:22:03] **Suzuki Kenichi:** [00:22:03] Well, thank you.

[00:22:04] **Gary Illyes:** [00:22:04] So we got lots of feedback. And some of them are super low quality, and they are filtered out automatically, so we are not reading those. Like we are not wasting time with...

[00:22:15] **Lizzi Sassman:** [00:22:15] I mean, we are reading them.

[00:22:17] **Gary Illyes:** [00:22:17] Well, you, maybe.

[00:22:18] **Lizzi Sassman:** [00:22:18] Yes. But they're not actionable. Like most... well, I don't know about most, but there is a portion of them that are just like, "This is confusing," or they don't tell us what exactly is confusing about it. Or they're writing in to tell us they want this page indexed or something. They want us to take some action that we're unable to do.

[00:22:38] But we're still reading the post. It's just there might not be anything that we can do based off of that, or they're asking for specific help, but they didn't give us any details about what their situation is. But the best type of feedback is when there's... like when you are clearly saying what is confusing about the thing. Or like, "Hey, like this part is actually contradicting this other part." Then, we'll fix it the next day. On that day, when we read it. We read it everyday.

[00:23:05] **Gary Illyes:** [00:23:05] Well, most of them, we will fix the same day. But some of them require more discussion internally. Or we have to figure out actually how it works, because it might have changed since the doc was published or something like that. Like, for example, we are looking at some confusion

about Google News Site maps versus website maps.

And the news... I think the issue is that the Google News Site map doc says something like, "You can only have 1,000 URLs in the site map." And then, the website map says that you can actually have 50,000. So it's confusing.

[00:23:42] **Lizzi Sassman:** [00:23:42] Right. Like which one is actually the limit.

[00:23:45] **Gary Illyes:** [00:23:45] Yeah, and we are trying to figure out if the Google News Site map recommendation is good or not. Or we have to... if we have to change it at all. But yeah, we are reading every feedback that we receive. Like this morning, I read something that just said broken, and that's it. Like, I can't do anything with that, but still, I read it.

[00:24:05] **Lizzi Sassman:** [00:24:05] Even with those, sometimes, like if there's a snapshot, though-- because there's a way that you can take a screenshot of a specific element, or highlight something. So if someone's highlighted a link or something like that, and they just wrote the word broken-- I can tell that they mean that the link is broken. But that's a lot of steps to get to figure out what they're reporting, but we're trying.

[00:24:27] **Gary Illyes:** [00:24:27] So you are very prominent, Kenichi, on the internet. Especially, Japanese internet. If you wanted to give some tips to other people how to become so prominent, how to grow their persona on the internet-- what would you recommend them to do?

[00:24:45] **Suzuki Kenichi:** [00:24:45] Ah, yes. First, you need to be familiar with SEO. So my first recommendation is to follow Google in the Search Relations team. They are John, and Martin, and Daniel, and Lizzi, who often post tweets, right? And just following them is not enough. Ask them when you have any questions. They're always kind enough to help us.

[00:25:13] And second, attending conferences is a great opportunity to learn SEO. And just don't sit on a chair and quietly listen to a talk. Engage speakers, praise their presentation, and ask them questions. The more you engage with others, and especially, high-skilled SEOs, the more chances you can get to prominent, because you can publish, you can share your thoughts, you can share your knowledge, you can share your skills with others.

[00:25:53] **Lizzi Sassman:** [00:25:53] This is almost like instruction about how to be a better student to then become the teacher. Yes.

[00:25:59] **Suzuki Kenichi:** [00:25:59] Yeah.

[00:26:00] **Gary Illyes:** [00:26:00] So if people wanted to find you, if they wanted to chat with you, then...

[00:26:06] **Suzuki Kenichi:** [00:26:06] Yes, you can find me on Twitter. But unfortunately, almost all my tweets are posted in Japanese. My blog is also written in Japanese. But you can use Google Translate to my post, or if you are learning Japanese, like Gary, my post is suitable for you.

[00:26:34] **Gary Illyes:** [00:26:34] That is true. That is very true. You are using simple language, so it's very, very, very useful for that. Okay, so we can find you on Twitter. We will link to your handle in the podcast description. But to also say it out loud, @suzukik is the handle where you can find Kenichi. And with that, thank you very much for joining us. And I hope to see you this year in Tokyo for some good salad somewhere in Shinjuku.

[00:27:11] **Suzuki Kenichi:** [00:27:11] I look forward to seeing you in person sometime in the near future.

[00:27:16] **Lizzi Sassman:** [00:27:16] Same.

[00:27:17] **Gary Illyes:** [00:27:17] Same. Alright, thank you for joining us here, Kenichi.

[00:27:21] **Suzuki Kenichi:** [00:27:21] Yeah, thank you for inviting me.

[00:20:00] **Gary Illyes:** [00:20:00] Next time on Search Off the Record, we'll be getting an insight into sitemaps. And that's it for this episode. Thanks for joining us here, folks. 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, @googlesearchc or chat with us at one of the 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.

[00:27:55] ♪ [music] ♪