

Search Off the Record - 40th episode

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[00:00:11] **Martin Splitt:** [00:00:11] 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 Martin, and I'm joined today by Lizzi and Gary from the Search Relations team, of which I'm also part of. Hi, Lizzi!

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

[00:00:31] **Martin Splitt:** [00:00:31] Hi Gary.

[00:00:32] **Gary Illyes:** [00:00:32] Guete Morge.

[00:00:33] **Martin Splitt:** [00:00:33] Ooh, Swiss-German, very nice.

[00:00:37] Oh man. I don't know if you know this, but we have this thing called Core Web Vitals and it's a thing in Search.

[00:00:45] And recently, when I was at the first in-person event, after the weird time, I got asked a question about Core Web Vitals that fundamentally was like, "But what if all my users are on slow devices or slow networks? And isn't that unfair for ranking if I get ranked on that?"

[00:01:03] And I thought, "Isn't it unfair to your users when your website is super, super slow on the devices and connections they're using?" And it got me thinking like, "Shouldn't it matter to you as a business and the website owner how your users are experiencing your website?" And then that got me thinking how important is user experience for someone who makes the website.

[00:01:31] And I mean, for instance, our documentation at developers.google.com/search. We want our users to succeed when they use our docs, but how do we actually know if they do? How do we do that? How do we know how our users are experiencing our website?

[00:01:50] **Lizzi Sassman:** [00:01:50] You know, this is like a huge topic, because it does seem like there are two different things. There's page experience and user experience, and are these two different things? Is page experience part of user experience?

[00:02:02] **Martin Splitt:** [00:02:02] I think so, yeah, yeah.

[00:02:05] **Lizzi Sassman:** [00:02:05] Is it a subset?

[00:02:06] **Martin Splitt:** [00:02:06] I think it's a subset.

[00:02:07] **Lizzi Sassman:** [00:02:07] And when we say page experience, what do we mean?

[00:02:09] **Martin Splitt:** [00:02:09] So I would say things like interstitials, like misleading or "disrupted interstitials" I think we call it... core web vitals, mobile-friendliness, so it's the website working well on mobile. HTTPS is a thing. That's all very technical bits and pieces.

[00:02:28] **Lizzi Sassman:** [00:02:28] Yeah, I mean, I think that I did go into our documentation to see what we say about user experience to prep for this episode for UX and SEO. And we don't actually have anything about that term "UX" or user experience, but we do have page experience. And I think it's just just because we branded that like from a marketing perspective to label these set of signals to be like a thing in Search, but it doesn't necessarily include all the things, probably, for user experience.

[00:02:56] **Martin Splitt:** [00:02:56] True, true. But Lizzi, you are fundamentally the site owner of our documentation. How do you think about user experience?

[00:03:06] **Lizzi Sassman:** [00:03:06] That is a loaded question, where would we start?

[00:03:09] **Martin Splitt:** [00:03:09] Oh, no, OK, I opened Pandora's Box, huh?

[00:03:12] **Lizzi Sassman:** [00:03:12] Yes.

[00:03:13] **Martin Splitt:** [00:03:13] Right, So, OK, rephrasing: if I were making a website, where would I start in our documentation to figure out what to do, like, how to make it a good site?

[00:03:26] **Lizzi Sassman:** [00:03:26] Well, I think we would probably point you to the webmaster guidelines. And it's interesting, because there we don't actually say user experience or UX, but we do say to think about the user and make the website work for the people who are coming to your website. Like, what do you do when you're designing your website, should it work for users first and then machines? But is that the same thing?

[00:03:52] **Martin Splitt:** [00:03:52] I think so to a degree. I think that at least encapsulates that the technology side of things is just an aspect of it, I guess. But I mean there's so much other things going into user experience as you said. For instance, working with you, I realize how [bip] I am at writing.

[00:04:10] **Lizzi Sassman:** [00:04:10] Oh, I hope I didn't make you feel that way.

[00:04:13] **Martin Splitt:** [00:04:13] No, no, no. You made everything always a lot better, so that made me feel supported. And that was great. But it also meant that probably whenever I wrote things like website copy, I was probably not doing the best job. So when writing things or when putting the content together, is that UX? Would you say?

[00:03:26] **Lizzi Sassman:** [00:03:26] I mean, definitely. It's what people are seeing when they're reading a web page, so it's the words on the page. But in our guidelines, we're kind of hand-wavy about that, maybe for good reason, I don't know, to say sort of like, "Make sure that you write for your users," is super general. What does it mean to write well for your users? We don't necessarily spell that out. Should we?

[00:05:01] **Gary Illyes:** [00:05:01] I mean, in many cases, we are abstracting away from things, because, for example, they are hard to define. That's not the only reason. But when something is hard to define, then we might be abstracting away from it. And in this case of UX, I think the reason why we are abstracting away is that it's very hard to define it, because what you mentioned is the website copy.

[00:05:31] That's already one thing, so basically, "write for your users" is an abstraction from "write for your users' reading level," perhaps. Then other things like headings and how to structure headings, how to structure navigation. Those are all part of what the users would experience on the page. So we are abstracting away from that, because you can't define exactly what kind of headings people should use, where they should put their navigation and how the navigation should be structured. So, with some things, we probably can go into detail like with reading level. But then with other things, it's probably not that easy, like with navigation.

[00:06:19] **Martin Splitt:** [00:06:19] Okay, no dumb questions time. What is reading level? What does that mean?

[00:06:23] **Lizzi Sassman:** [00:06:23] So, it'll be like, write for eighth grade reading level or something like that. And they have these tools that can measure how complex your sentences are. So if it's over a certain number of words in a sentence, then maybe it's more complex; or like the words that you use, are they longer, more complicated words? Or are you picking simpler words that are easier to understand?

[00:06:45] And typically, for our docs, we do try to target-- I mean, it's hard, because our docs are writing about technical things, so you have terms that are like, "Well, this is like jargon" or like "This is a technical term," but we want to write about the things in a way that is as clear as possible so that people understand and then also for translation. So, making sure that the sentence structure is set up in a way that is like, okay, I can see where the sentence is going and there's not too many ideas in one sentence, like you should be able to say the sentence in one breath.

[00:07:20] Sometimes we do that when we're reviewing something that's just become a paragraph long, and this is, like, try to read this out loud. Okay. I ran out of breath. Maybe this is not the best way to communicate whatever this thing is. Not just for native English speakers, but then when it goes to translation, it could become even more. Like, what are we even trying to say?

[00:07:44] **Gary Illyes:** [00:07:44] Yes, sometimes I just put the verb miles away from the subject for whatever reason and then put multiple sub sentences in between them just because I can. And then when we get to review, then Lizzi is like, "Yeah, no!"

[00:08:04] **Lizzi Sassman:** [00:08:04] Well, usually, it's like, we want to add this one clarification or this one edge case thing. So maybe we just say it like, "as an aside" and then we shove it into this existing sentence, but then when you read it back, you're like, "Oh, this sentence has run away with us and maybe we should have multiple sentences now." Or like, "If we read this in the context of the whole page." But I mean, this is becoming super granular, so you can see how this is complicated with even just the writing or the words on the page, just within the context of, like, we're looking at a paragraph on a page, and then there are headings, and then there are the words you get to other pages on your site. And if people land on a page, do they know where they are?

[00:08:52] **Martin Splitt:** [00:08:52] OK, so it's also like navigation and structure. Does it make sense to go from one thing to the other? And is it a flowing or a jarring experience? I guess.

[00:09:01] **Lizzi Sassman:** [00:09:01] Correct. So within a page even. Because I'm guessing you could probably land in the middle of a page, maybe from search results. I think that they jump to the section or something, like we do that sometimes. So that sort of thinking about the user journey, like how are they coming to our page and from search, from some experience. And search could be one path. And do they land in the middle of this document? And they should sort of know where they are in the context of whatever this larger page is about. And then also in the context of our site. So if they're looking for documentation about sitemaps or something, maybe they were searching for some specific thing, they should be able to see in the site navigation other related documents that are related to sitemaps in case maybe this was not the thing that they're looking for, and actually they want to know something that's more high-level, like what is a sitemap.

All of that should be accessible.

[00:10:00] **Martin Splitt:** [00:10:00] Mhm, oh, that's interesting. Speaking of accessible, I think that's a whole different rabbit hole that we should probably have an episode on the entire accessibility conversation.

[00:10:12] **Lizzi Sassman:** [00:10:12] 100%. And that's also mentioned in the webmaster guidelines section about make sure that your site works for users. There's a bullet there that says "make sure it's accessible," because that is part of, I guess, the users experience on your website, is making sure that there's alt text for images and things like that.

[00:10:36] **Martin Splitt:** [00:10:36] Yeah. And I think that stuff is probably all tricky to get a reading on, so to speak. So I guess that's why page experience is only looking at a very technical subset. I mean, there's these metrics that were defined. I actually don't know, have we discussed it in the episode? So we have an episode on Core Web Vitals that we will link in the description for those of you who want to listen to that as well, but I'm not 100% sure. Gary, do you remember if we talked about how these metrics came about? When we talked about Core Web Vitals?

[00:11:07] **Gary Ilyes:** [00:11:07] I mean, You talked about-- I wasn't in that episode, but you talked about how hard it was to define those metrics, and how there's no one metric that can fit the whole bill.

[00:11:24] **Martin Splitt:** [00:11:24] Yeah, and I think that's not just limited to the technical side of things. I mean, Core Web Vitals are a limited view into how a user experiences the page. But then when I hear about the headings and the structure and navigation...

[00:11:38] **Lizzi Sassman:** [00:11:38] Right. In our SEO starter guide or like webmaster guidelines we say, "write high-quality descriptive headings." Can you measure if it's high quality or descriptive? Is there something that you could programmatically look at all of the headings I've written on Onesie, our website, to see which ones are providing a good user experience?

[00:12:04] **Martin Splitt:** [00:12:04] Yeah, it's a tricky one. I remember we had a similar thing with Lighthouse where there's an SEO test for descriptive link text. That's similar, right? Like, "Oh yeah, I have descriptive link text, and how do you detect if it is not?" And we're like "Well, if it says 'click here' or 'click' or 'here'." It's very rudimentary to figure out if it's descriptive or not. I actually don't know, I have no answer for that.

[00:12:32] **Gary Ilyes:** [00:12:32] So what did you come up with?

[00:12:34] **Martin Splitt:** [00:12:34] Oh we just have a bunch of phrases that we catch, which is great because if your website isn't German, then we don't catch. If it says "here" or "click here", because we're just looking for the English phrases. It's not great.

[00:12:52] **Lizzi Sassman:** [00:12:52] Is this like a pattern across other language sites to do this, like here,

link text thing or just specific to English web design?

[00:13:01] **Gary Ilyes:** [00:13:01] It's in every language, because we are humans and we try to do things simply and having something just like "download here" or just "download" or "here". That's very simple and very quick to write, and you don't have to think about anything else basically, excluding those people who use a screen reader. And I don't know if we have a good answer for that or if we could ever have a good answer for it. Unless we have some magical NLP...

[00:13:39] **Martin Splitt:** [00:13:39] What, My Little Pony?

[00:13:41] **Gary Ilyes:** [00:13:41] Yes.

[00:13:42] **Lizzi Sassman:** [00:13:42] A Metal Pony, that will get us all the answers?

[00:13:45] **Gary Ilyes:** [00:13:45] No, My Little Pony.

[00:13:46] **Lizzi Sassman:** [00:13:46] My Little Pony, you probably have one.

[00:13:49] **Gary Ilyes:** [00:13:49] Why would you have a metal pony?

[00:13:51] **Lizzi Sassman:** [00:13:51] [laughter] I don't know.

[00:13:52] **Martin Splitt:** [00:13:52] Why wouldn't you?

[00:13:53] **Lizzi Sassman:** [00:13:53] Maybe this is like a new term, I don't know.

[00:13:55] **Martin Splitt:** [00:13:55] No, I said "N" as in natal, Lima and what's a P, "P".

[00:14:01] **Lizzi Sassman:** [00:14:01] Peas?

[00:14:02] **Gary Ilyes:** [00:14:02] No, there's a code for it, anyway. So natural language processing library or something, or if we had the model for it. I don't know how we would come up with it, because descriptive might mean something completely different to me than to Martin.

[00:14:18] **Lizzi Sassman:** [00:14:18] Yes.

[00:14:19] **Gary Ilyes:** [00:14:19] And that could be a big problem, because with the technical things in Core Web Vitals, it's relatively easy to or easier, maybe, to come up with a metric because there you have numbers that you can measure, like how long it took for something to do X, while with something like descriptive...

[00:14:41] **Lizzi Sassman:** [00:14:41] I mean, you could come up with numbers like the number of characters, but that would not necessarily mean that it's good.

[00:14:48] **Gary Ilyes:** [00:14:48] Sure.

[00:14:50] So I think it's more subjective when it comes to some UX things.

[00:14:58] **Lizzi Sassman:** [00:14:58] Like for words on a page, because it depends on probably the type-- the context, the type of site, who the users are. What would be descriptive for whatever this thing and who is it for? Yeah.

[00:15:10] **Gary Ilyes:** [00:15:10] And what are you writing about? If you have to boil--How long do you have to boil an egg to have a hard-boiled egg? How many words do you need for that?

[00:15:20] **Lizzi Sassman:** [00:15:20] I don't know. To stand out against all the other hard-boiled egg recipe people. Is this triggering? [giggles]

[00:15:29] **Martin Splitt:** [00:15:29] Back when I was a child, my mother used to make... Oh god, no...

[00:15:31] **Lizzi Sassman:** [00:15:31] I don't know. There are actually so many ways that you could-- like what kind of hard-- how well-done is done. You could be like, "Oh, eight-minute, ten-minute egg." Like what

kind of egg.

[00:15:42] **Martin Splitt:** [00:15:42] See, this is why we are vague and hand-wavy in our documentation, because there's lots of detail that is tricky to cover I guess. Without blurring the actual concepts that you want to transport in the documentation, so that's a tricky one.

[00:15:56] **Lizzi Sassman:** [00:15:56] It's interesting because, yeah, I guess that's why we fixate-- not fixate, but we document the things that are specific to the machines, like what stuff-- like for our URL structure guidelines. We say stuff like, "Oh, put a hyphen, instead of an underscore; like make your URLs readable to humans." But what we really mean is for machines, I guess because are humans looking at the URL text? Is this something that a user would think of when they're using our site, I guess. Is this something that's just for machines?

[00:16:31] **Martin Splitt:** [00:16:31] I actually don't know about that one, but I think the core there is it should be consistent, because as a user, I don't want to have to remember in which places it's a hyphen and when it's an underscore. So choose one, pick one, stick with one or-- I don't know, maybe there is a technical difference that matters.

[00:16:50] **Lizzi Sassman:** [00:16:50] Do you mean as a developer implementing this on a website or a person using the web.

[00:16:56] **Martin Splitt:** [00:16:56] No, no, no. As someone who might potentially try to remember the URL.

[00:17:02] **Lizzi Sassman:** [00:17:02] Oh, so like manually type it in.

[00:17:05] **Martin Splitt:** [00:17:05] Yeah.

[00:17:06] **Martin Splitt:** [00:17:06] That's why brevity for me is important as well. Yes, sure, you can use a URL shortener, but then you get links, like, I don't know, something.something/8907d12. And I'm like, yeah, that's not easy to remember at all. But if it's like "mobile-friendly-test" and I can remember that. But if it's "mobile_friendly-test" or something like that. And it's like "ugh!" But Gary, you said there's a difference.

[00:17:34] **Gary Ilyes:** [00:17:34] There's a difference and that's in our segmenter. Basically we use some parts of the URL for understanding what the page is about. And the way it works is that we need to be careful about where we are segmenting because many things on the internet, things that people write about have an underscore in them, so we can't easily segment at underscore and that's why we are recommending dashes.

[00:18:09] **Martin Splitt:** [00:18:09] Oh, OK, that makes sense.

[00:18:12] **Gary Ilyes:** [00:18:12] But also, it's easier to read it.

[00:18:13] **Martin Splitt:** [00:18:13] It's interesting how much of it is so logical and intangible. And at the same time, it's just so hand-wavy tricky. I like that kind of stuff.

[00:18:27] **Lizzi Sassman:** [00:18:27] You like confusion and chaos?

[00:18:32] **Gary Ilyes:** [00:18:32] Are you becoming me?

[00:18:33] **Martin Splitt:** [00:18:33] Yes, give me chaos. No, maybe, I don't know, it's classified. No, it's interesting like things such as site navigation, site structure. You can probably measure to a degree, if it's overly deep or if it's very, very shallow. On the other hand, if it's a small site with like four pages, then do you need it more nested?

[00:18:59] **Gary Ilyes:** [00:18:59] Ah it's a tricky one.

[00:19:00] **Lizzi Sassman:** [00:19:00] Yeah, I mean, the site structure thing seems, okay, we're putting things in directories and organizing them in a way that makes sense for the person who's maintaining the site, the people who are reading it, trying to find the URLs in a logical way and then the machines that are consuming it. But for the navigation stuff, there's like a whole design side of it. Like, does this look nice to users?

[00:19:23] And I actually have this thought like, I don't know if we're doing something bad on Onesie or not. Because in the guidelines, it says that you're not meant

to hide things. It should be immediately visible. Don't zip things up in the navigation, like in our table of contents that's on the side. We do have things like that are expandable and our guidelines say that Google can see what's in there but it's preferred that you don't zip them up like that. Is that an issue that we're doing that from an SEO perspective and then from users as well? Is it clear that you can expand stuff? Or at the top when you can hover over a menu for it to then drop down, are some of these things obvious or not obvious?

[00:20:08] **Gary Ilyes:** [00:20:08] Okay, that's interesting. We could take a look at that, because I don't see a reason why you shouldn't zip something up. So right or since probably 2014 or something, we can actually see what's under the zipped or it doesn't have any negative effects on the content itself, as it's represented in Search.

So I am not sure why we still have that.

[00:20:41] **Lizzi Sassman:** [00:20:41] It's phrased in a way that seems okay, but not preferred. So, yeah, maybe something for us to look at to see why... it's this just a user's consideration that it's not great to hide things?

[00:20:56] **Gary Ilyes:** [00:20:56] I mean, it feels kind of silly, because for example, if you go to galaxus.ch or amazon.com, their menus are massive. And when I say massive, it's like several dozens of levels deep and I don't know how it would be or how it would look like if it wasn't zipped up. That would render the whole site unusable or the pages unusable. So yeah, I'm not sure why we would prefer unusable sides.

[00:21:37] **Martin Splitt:** [00:21:37] Isn't it a matter of-- Are we looking at the render tree? And basically, think if something isn't visible on the page, it is a little less important than the things that are visible on the page.

[00:21:51] **Martin Splitt:** [00:21:51] We don't do that anymore.

[00:21:55] **Martin Splitt:** [00:21:55] Oh, you don't do that anymore?

[00:21:56] **Gary Ilyes:** [00:21:56] We used to, we don't.

[00:21:57] **Martin Splitt:** [00:21:57] Oh. That's fascinating. I did not know that.

[00:22:01] **Lizzi Sassman:** [00:22:01] When we say visible on the page. Is it immediately visible? Because if you clicked that, then it would be visible or if looking at the HTML, it would be visible. It's just sort of...

[00:22:10] **Martin Splitt:** [00:22:10] Fair enough.

[00:22:11] **Gary Ilyes:** [00:22:11] It just has to be in the HTML. So, basically, if you-- Or in the immediate JavaScript. For example, if JavaScript brings in some content from within the JavaScript that's on the page or linked from the page, basically not using a XHR to bring in content.

[00:22:29] **Martin Splitt:** [00:22:29] XHR is a network requested, is triggered by JavaScript by the way.

[00:22:32] **Lizzi Sassman:** [00:22:32] Oh, thank you. My eyes glazed over there for a second.

[00:22:36] **Gary Ilyes:** [00:22:36] Thank you for that. I forgot where I was going. You could have waited five more seconds?

[00:22:42] **Martin Splitt:** [00:22:42] I'm sorry, I'm sorry. I just thought I would forget it. So if it's in the immediate JavaScript, we see it. But if it's coming from a network request that was initiated by JavaScript, we usually also see it.

[00:22:54] **Gary Ilyes:** [00:22:54] But you have to click something. For example, if you have an accordion and then you click the accordion and then there's an XHR that brings in the content, we are not going to see that.

[00:23:04] **Martin Splitt:** [00:23:04] Yeah, that's correct, because the Google bot does not do any user interactions. As far as I'm aware. The rendering does not click on things. It used to, it doesn't.

[00:23:13] **Gary Ilyes:** [00:23:13] Yeah, we had some extension for it for some very limited things, but I'm not sure if that exists anymore.

[00:23:20] **Martin Splitt:** [00:23:20] As far as I'm aware, it exists but is disabled, because it is very costly to do that.

[00:23:26] **Gary Illyes:** [00:23:26] I don't think that hiding stuff is a big problem. Maybe if you hide big chunks of content, then users might not like it or they wouldn't find the content that you are hiding. If it's not obvious and then you are missing out, basically, they are not converting, perhaps.

[00:23:47] **Lizzi Sassman:** [00:23:47] Right. I guess it depends on how you're hiding it. And if that it's a design pattern that makes sense to people or that they're used to it. Okay, there's a little drop down arrow. I've seen this thing before, I know how to expand that. I think the one that we have on Onesie is a plus sign and we had somebody write in to say, "This doesn't look like something I've seen before." I don't know if this would be obvious that you could hover and click over it, just based off of the symbol, I just...

[00:24:13] **Gary Illyes:** [00:24:13] Fix it.

[00:24:14] **Lizzi Sassman:** [00:24:14] Fix it? I did fix it! I removed it. But...

[00:24:17] **Gary Illyes:** [00:24:17] Good job. Now it's not obvious at all.

[00:24:21] **Lizzi Sassman:** [00:24:21] It's-- no, I just got rid of it. That's a problem solved. But it did made me think, are there best practices for the design side of things? Like to design something that's usable? Or is this, again, one of these things that is up for interpretation based off of your audience and what they're used to seeing on the web or even maybe regional differences?

[00:24:42] Like, I'm used to interacting with the hamburger menu. So I know when I hover over it, something will pop out and show me more things. But if this was not something that you're used to, like maybe you don't even know that you can hover over it and that more options would appear. Is this something that's specific to your audience like the same way that we were talking about general writing guidelines versus something that we could measure?

[00:25:09] **Gary Illyes:** [00:25:09] That's probably also very regional, as you said. I'm trying to think of Japanese sites and, yes, some have the hamburger menu. But sometimes, I have to look at or look more closely to find the menu. And it's even worse on-- I do lots of Chinese cooking, for example. And for that I go to Chinese sites and very often, I just can't, for my life, find the menu.

[00:25:39] **Lizzi Sassman:** [00:25:39] And this is because they're using a different symbol, or the way that the menus are laid out or is just using a different design pattern than what we've seen before?

[00:25:48] **Gary Illyes:** [00:25:48] The thing or the site they're thinking of actually uses different things. For example, the search is different also. And like you start typing in something and then you get these little chips as refinements. It's probably also from the writing pattern that they are using, so it's easier. Like if you start typing in characters, like, I don't know, start typing in shui (水) for water and then it will give you suggestions about-- Okay, so this word that you started could go in these different ways ordered by popularity. So that's for example, different. The menu is different and it took me probably like three days to find it and I'm not ashamed to admit it. So, yeah, it's probably regional.

[00:26:52] **Lizzi Sassman:** [00:26:52] Yeah, but this would be something-- I don't know if this is this an assumption or not, but would this be something that users have no problem in the local region, but maybe Google has a problem or no problem finding things across the site. Like when we say, make sure that your site navigation is easy to navigate, would there be things that these different navigational structures should be doing?

[00:27:13] **Gary Illyes:** [00:27:13] Right, So that's-- like, now it's more technical SEO versus UX. Because from a technical SEO perspective, we just don't care about that being navigation when we are talking about discovering parts of the site. So for us, those are just links, if they are using links as anchor elements properly, like Martin has the documentation on how to write proper anchor elements.

[00:27:46] And if they are using href attributes properly, then that's what we care about. We find the URL, and then from there, we start discovering things. If they're using something else like images, unlinked images or on click events or whatever else, they might come up with Flash, then we probably wouldn't be able to use that.

[00:28:12] **Lizzi Sassman:** [00:28:12] It feels like there's this Venn diagram of UX and SEO, and some things that overlap in the middle. But when we say site navigation, it could mean different things or the parts that we mean that are applicable to SEO are different than the parts that a UX designer or someone who's putting together the website would consider all these other things on top of that.

[00:28:33] **Gary Ilyes:** [00:28:33] I just had an epiphany. I actually had the epiphany: what if we make this a series, UX and SEO? Because we are at over our 30-minute mark, or roughly 30-minute mark, and we still have stuff to talk about.

[00:28:52] **Lizzi Sassman:** [00:28:52] I feel like we were barely scratching the surface.

[00:28:54] **Gary Ilyes:** [00:28:54] Yes.

[00:28:54] **Martin Splitt:** [00:28:54] We are. But even if we're just scratching the surface, we have uncovered a lot, so I think making it into a series. It's a really interesting idea.

[00:29:04] **Gary Ilyes:** [00:29:04] And I would like to subscribe to your comments. So yeah, let's make this a series and then come back to this. Probably we can just take things apart and just focus on one topic.

[00:29:14] **Martin Splitt:** [00:29:14] Well, as you said, I think it's time to give a wrap-up for this episode. I think the biggest conclusion is we need a series on UX and SEO, and there's a lot more than meets the eye, and there's definitely a lot more than is just captured in page experience. And a lot of this is also very, very hard to measure. But yeah, I think we learned a lot and there's a lot more to uncover and explore, so...

[00:29:41] **Gary Ilyes:** [00:29:41] I had another epiphany.

[00:29:42] **Martin Splitt:** [00:29:42] Yeah, what is it?

[00:29:46] **Gary Ilyes:** [00:29:46] We could approach one of the UX people from the Search console.

[00:29:50] **Martin Splitt:** [00:29:51] Let's do that. I'm sure Masha and others would be interested.

[00:29:54] **Lizzi Sassman:** [00:29:54] Oh, like UX researcher or UX designer?

[00:29:59] **Gary Ilyes:** [00:29:59] Designer probably.

[00:29:59] **Lizzi Sassman:** [00:29:59] Or various people who touch UX.

♪ [music] ♪

[00:30:05] **Martin Splitt:** [00:30:05] Anyway, I do think that's a good point to wrap up this lovely lovely episode. I do hope that all of you had as much fun uncovering the link between UX and SEO as we had. And the learnings we have so far are useful for you all out there as well.

[00:30:24] Next time on Search Off the Record, we will be looking into blocking. And by that, we mean blocking content from Search, which is also probably an interesting rabbit hole to fall into. But thanks a lot for listening. We've been having fun with these podcast episodes, and we do hope that you, the listener, have found them both entertaining and insightful too. And yeah, please feel free to drop us a note on Twitter @googlesearchc or chat with us at one of the upcoming events that we go to, if you have any thoughts. And of course, don't forget to like and subscribe. Thanks for joining us, everybody. Goodbye!

[00:31:02] **Lizzi Sassman:** [00:31:02] Bye.

[00:31:02] **Gary Ilyes:** [00:31:02] Bis Baldi!