

Google Adds Verbatim Search Results

Submitted by: Query Click Ltd

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Following Google's controversial decision to remove the popular "+" operator from its search tools that allow the user to search more productively, because it narrowed down a users search results, or SERPS, and helped provide them with the most relevant results for their query. However, this month, following a number of complaints by users, Google has introduced a new "verbatim" option to SERPS, to help users have better control over the way that the search.

Christopher Liversidge, QueryClick's Managing Director comments: "The "+" tool was one of the older tools in Google, and it was retired because it was believed that there was a better way to find an exact match in a search result. However, Google have obviously been quite taken aback by the number of complaints they had from their users when the "+" tool was removed, and so they have created the new "verbatim" tool which allows users to have more control over their results."

The verbatim tool, as the name suggests, takes what the user types into Google literally, which means that it won't make automatic spelling corrections, it won't personalise results based on what the user has searched for in the past, and it won't search for similar words to the one that the user has entered, such as "running" when the user has typed the word "run". According to SEO company (<http://uk.queryclick.com/>) QueryClick, this will give users great power over their own results, and will give them the results most tailored to their original search query.

Christopher continues: "The verbatim tool needs to be activated by the user before they use it, so it won't be available unless the user specifically requests it by clicking on the more search tools links on the left side of a Google SERPS page, and then clicking on the Verbatim link. While this is still a relatively new tool, it will give a user more control over what they search for, and could give them the most literal and therefore the correct search result, which is the point of a search engine in the first place."

About QueryClick

QueryClick is one of the UK's leading providers of Search Engine Marketing (SEM) solutions for companies ranging from FTSE 100 listed brands to ambitious small businesses looking to grow aggressively.

QueryClick specialise in Search Engine Optimisation (<http://uk.queryclick.com/en/search-engine-optimisation-seo/>) (SEO), Pay Per Click (<http://uk.queryclick.com/en/pay-per-click-ppc/>) (PPC) and Conversion Rate Optimisation (<http://uk.queryclick.com/en/conversion-rate-optimisation-cro/>) (CRO) to deliver the best return on investment in the industry with proven results for businesses of any size.

It's this level of success that has seen QueryClick experience recession-defying growth as a company but also manage to create record return on investment for their clients, the list of which includes a variety of companies from globally renowned FTSE 100 firms to local start-up businesses.

Pioneers in innovation with their finger firmly on the industry pulse, QueryClick continue to put

Scotland, and the UK, on the world map in terms of those leading the charge in innovative, results-led search marketing solutions.

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