

090 - The Knowledge Panel and Brand SERPs in Google with Jason Barnard

Jason Barnard 0:00

Getting people on relevant, authoritative sites and I say relevant, which is incredibly important, to write or publish information about you, so you can write for them, they could write about you both are great. But it is the idea that if somebody's on a third party site that you have no control over is confirming what you were saying, that's an incredible reassurance for Google. And if we use the child analogy, again, obviously, the history teacher will be incredibly authoritative and incredibly relevant for history topics. But they wouldn't be a great reference for how to bake a cake. Whereas the baker would be a great reference for how to bake the cake. So you would want to, if you're talking about baking cakes, you would want the baker to explain to the child and not the history teacher.

Podcast Intro 0:55

Welcome to the SEO Leverage Podcast, where we talk about search, marketing, and conversion.

Gert Mellak 1:02

Hello, my name is Gert Mellak from Seoleverage.com. This is episode 90 and I have to say very often people asked me about the 80, 20 of SEO. So when it comes to search, marketing, SEO, what should they really be focusing on, and I have a handful of things for them, but one of the things I always mentioned is pay attention to how your brain comes up in search, because this is going to be the baseline, really the foundation for a lot of decisions your potential users are making. And I'm really happy to welcome today a very special guests, probably the person who knows the most about how brand SERPS can be optimized and your brand image on Google, Jason Barnard. Thank you very much, Jason, for taking the time.

Jason Barnard 1:51

Absolutely. Delightful. Thank you for having me on. I'm happy to be here to talk about my favorite topic. And what I do realize more and more is what you just said, is that this is the baseline. And we forget it a lot of the time. The brand SERPs Google's understanding of you how it presents you to its audience, its users, who are your, your audience, is the baseline of everything you're doing online.

Gert Mellak 2:16

Absolutely. So we certainly know you're an expert on this, you have written the book Fundamentals of Brand SERPs for Business, I have it here and it's really interesting, really recommend it, because it just shows that search or how your brain comes up in search is much more than only optimizing a few codes here and there. And that definitely encourage everybody

to give this a read, I will try my best, to give extract a little, a few knowledge bombs out of you in this conversation. Our audiences is mostly comprised from course creators, coaches, memberships, Shopify sites. So we have a little bit of everything. But really courses and coaches I think is probably our main client base. And obviously, when you sell a course, when you want to be selling a coaching offer, reputation is extremely important. So people are going to go through your name, they are going to see what have you written, what have you done, I cannot trust you, have other people trusted you, as well. So we got introduced by Katrina McKinnon, a former guest of the show as well. She was talking about the helpful content update and how content should be, should be done. And I really appreciate the intro. I've been following you for a while. But I would appreciate if you can give our readers a little bit of a background of where does this focus on knowledge panels and, and Google SERPs come from?

Jason Barnard 3:33

Right? Well, in fact, interestingly enough, my initial introduction to this came from the fact that I was a blue dog in a cartoon in the, in 2007. And obviously, Google had a great understanding of that, because it was an IMDB, there was a Wikipedia, Wikipedia page. There's lots and lots of information that Google could collect. There's MusicBrainz, as well, because I wrote the songs. And so Google had this very firm opinion in its mind that it should present me as a cartoon Blue Dog, because that's what it had understood. And in 2013, I was pitching for clients in SEO, and they would Google my name. And it would say, Jason Barnard, is the character in blue dog right at the top of the SERP. And obviously, from my perspective, that was really not helpful in terms of actually converting the clients. So what I then did was say, right, why is Google presenting me that way? And what can I do to get it to present me the way I want it for my current audience, which is businesses who are looking for somebody to help them with their SEO. And that was where it all started. And so what I then did was set about what I now call educate in Google. But, who I currently am, what I currently offer, and who my current audience actually is.

Gert Mellak 4:53

It's really interesting. I very often talked with my clients about, about those children's game. I have my two kids, they're young and they like to play this game where you connect one dot to the next one dot A to B to C to D and then suddenly there's a cat, right? So I tell my clients look, you need to think about it, like connecting the dots for Google. Google has no freaking idea that this is a cat, unless you connect the different dots for them. And really try to connect as many dots as possible on all kinds of different properties Google might be taking into account. We talked about later a little bit about about which properties these might be. But really interesting is because very often in SEO, we're very focused on, on non branded searches. Okay, so we have we have a tool here SEO leverage, we have a section where we split out branded from non branded searches and say, Look, if you want to raise your brand awareness at some point, you need to cover non branded searches, get more people exposed to your brand. But there's obviously a second point to it. And it's where already know this person or this brand, I know SEO leverage, I'm going to type in SEO leverage into, into the search and see what comes up and get like inspiration. Is this good? Or is this bad? We want to obviously avoid the bad, we don't want to make a mistake and and hire the wrong agency or the wrong person, the wrong

coach get the wrong course. So how does, how do you see the relation between branded and non branded searches? When, when should people start worrying about your brand?

Jason Barnard 6:26

How about you start worrying about their brand before they even create the company to be honest, but the idea that branded search isn't important is kind of ingrained into SEO. SEOs does tend to think as you said about expanding reach. And I think the most important thing is you sit down, you identify who am I? Who am I? What do I do? And to whom do I offer it? And then you said about basically communicating that to your team. And then you communicate it to Google. And what we've done at Kalicube is what we've called building digital strategy from the brand SERP outwards. So what we do is we look at what appears when somebody searches Kalicube, we say, what do we see, what did we expect to see and what do we want to see? And then we work from what do we see, to what we wanted to see, so that what we see is what we expect to see. So initially what we thought was right, we don't have a Twitter account, but it's worthy of the name. So we worked on Twitter, we got the Twitter boxes, that indicates that Google sees that our audience is engaging with us on Twitter. Twitter is an important aspect of our marketing funnel that Google needs to present to our audience when they search our brand name. And then we move forward through that. And recently, we got to what I would call the tipping point whereby everything we say, is almost immediately reflected on Google when we want it to be. And all of the different aspects of our business are being presented, our brand message, our social voice, our product, why you can connect with us. And all of that is very, very solid. And that cube, Kalicube Academy, which is where we teach people about brand SERPs and knowledge panels, the Kalicube website itself, my own website, my podcast website, Kalicube Tuesdays, which is the event we have in Kalicube Pro, which is the SAS platform. You can hop from one SERP to the next and understand everything about every aspect of our company in detail, without ever leaving Google. I don't need to visit our website, although obviously, they ended up doing so if they're interested.

Gert Mellak 8:44

Absolutely, it makes it makes a lot of sense. So just really repeating. So who am I? What do To whom do I offer it really important questions for every business, obviously, when starting out, ideally. But you raised a really interesting point a lot of people are under estimating. It's just how much information we can actually get out of Google itself. So we always trying to look for fancy fancy tools. And if you have like, if you're paying, not paying \$2,000 a month for tools, you're probably missing the point. But ultimately, it's really Google is showing us what they, what they want to see, which is an interesting point right? So there's what Google wants to see, there's what we have or want to show and we need to close this gap somehow and appreciate you manage Kalicube, I forgot this in Grainger, obviously your, your empire around Kalicube with courses and and Academy and, and your software. Obviously we need to come come back to this as well. One of the important points here in, in search very often that's mentioned are rich snippets, right rich snippets. Many people first thing that comes to mind with rich snippets very often is that Google might show the price of a product or match or review stars on the search snippet. How important are these things to take into account for a course or or a coaching program?

Jason Barnard 10:01

Right, I think they're very important because they're immediate gains that you can get from using schema markup. And what Google are doing is they're not doing it for any reason, except they're giving you a carrot. And saying, If you insert this schema markup in your page, we will give you this snippet. And that's the carrot. But the aim of Google is to get you to start using schema markup, because schema markup is Google's native language. So once you start getting those snippets, you start adding other things. And the more structured data, which is what schema markup is, the more structured data Google gets, the happier it is, the more confident it is in its understanding of what's in your webpage and the better it can match your solutions to the relevant audience when they search. So, what Google's doing is giving you a sweetie, if we go back to the child analogy, a bit of a family, if you are dragging the markup, you're the child, you say, Oh, I'll take that candy. But in fact, if you take that further, you can swip switch that over on Google, you can flip on it, you become the parent and it becomes the child. And you can use schema markup and presentation on your site and clear copywriting, clear branding, and a really well focused marketing funnel. And use that to educate Google once again, as you said, Who, who you are, what you have to offer its users, and who are the subset of its users who are truly your audience.

Gert Mellak 11:32

It's so funny how we, and I don't want to go too far off this. But how we very often see that Google gives us a reward in order to make the machine better, in order to probably take something away from us in the future. Right? We see this, for example, right now, there's a big trend has been for the last two years, probably, that we see that if you have a very specific article answering exactly the question, you rank better than if you have a long article answering it somewhere, which ultimately makes sense. Google wants to make users happy. So all agencies, what are we doing, we don't have a choice, we need to provide specific answers. Ultimately, it seems like we train Google to at some point have exactly the answer they need for all the questions. And then they're probably taken a few years down the track, they're going to take this away, right? So, so they give it like this candy, this carrot, this, this reward right now, if you want to have the visibility and enhanced visibility, you're going to play with it. Ultimately, you feed Google the information they need for their long term goal of dominating the planet or what it might be. But it's interesting how, how Google really really place this? Really interesting. So, so really, for for a course creator right now, not using schema code would mean leaving out potential higher click through rate from, from search or leaving potential out that can can bring more engaged users? Would you say this is correct?

Jason Barnard 12:56

Yeah, I mean, there are multiple wins. And I think you've got to take a step back, as you say, you kind of think, oh, eventually Google is going to take this away from me. But at the end of the day, what will happen is that people will visit your website when they're actually truly interested. So if you play the game, right, Google's going to do this anyway. And if they don't send the person in five years time to you, they'll send it to your competitor. So you have no real choice. But to play the game if you're going to use Google as your platform for traffic and for acquisition.

So you need to think, well, in five years time, I will have other strategies in place. I can build different marketing channels. So I don't just rely on Google. So you use Google while you can you take advantage of it as much as it will be taking advantage of view. So don't look at it as Google stealing my stuff. It's let's make use of Google get some branding on Google, get some traffic from Google. And in the meantime, think about how can I market better. And one thing I like to talk about is say, look at, create the content that really answers a question or solve the problem for your audience. Put that content on the platform where they naturally hang out, which could be medium, it could be Facebook, it could be LinkedIn, it could also be your own site, then package that content so that Google can make the best use of it. And at that point, you're getting the benefit for your company from the content on the initial platform. And Google simply becomes a bonus. So then you're playing Google, the nice trick, from your perspective, using Google as a bonus. And from the schema markup perspective, for courses, you can have carousels in Google. If you add the schema markup for a course and then an item list on the collection page, before on the, on the on the category page. What that then means is Google will be more likely to show you, so it's going to a more likely show you on relevant searches and be more likely to show you as a carousel, which is a huge chunk of real estate on Google. So from your perspective, using schema markup, playing the Google game is hugely beneficial in the short term. And if you play the Google game from Google as a bonus perspective, it's going to make your business last for years and years and years and years and years.

Gert Mellak 15:12

Absolutely, I think yeah, leveraging whatever, whatever Google gives us right now, in order to get more brand awareness from the right audience, ultimately going to build out the brand, make the brand stronger. And it seems like far out on the horizon is really branding words. What's going to survive, whatever, whatever the metaverse or wherever we are going to live and, and and do the things we usually do are going to be absolutely agree. We have one one of the

Jason Barnard 15:39

I had an interesting experience this, this morning, coming back to the blue dog that my daughter sent me a screenshot of Tik Tok. Now Boowa, the other blue dog was on an online character and a TV star from 2002 to, or 1998 to 2008. And what happened during that time was we built an immense presence on Google and made, we had a million visits a month from Google alone to this website for kids. And I never would have dreamed that today on Tik Tok, there are 45 million tags of Boowa & Kwala on Tik Tok 20 years later, when the characters no longer exist in any meaningful manner. And so that's just a really good lesson and Google was so important in 2000s and those people are now on Tik Tok and Tik Tok has now started this kind of buzz around these characters 20 years later.

Gert Mellak 16:38

It's it's impressive I think with Hello Kitty effort, the same thing happened where this was bred in in a drawer somewhere and then somebody grabbed it and and made a campaign out of it or something like that. So definitely brand, brands are there to survive. One of the one of the interesting things when you, when you type in a brand name, very often that you see apart from

all the different components count. There is on the site, something comes up which is very often called a knowledge panel. Sometimes we see a so called Google My Business listing come up. For our listeners, can you differentiate, we know we have been doing a lot of work on knowledge panels. Kalicube is really focusing on knowledge panel, you mentioned initially before we started recording, you're focusing on creating a course there on knowledge panel specifically, what's the difference between the Google My Business and the knowledge panel in the second question, can everybody get a knowledge panel?

Jason Barnard 17:30

Right, the question of what is the difference between Google My Business panel and a knowledge panel is actually quite subtle. The Google My Business is part of Google Maps. And the Google My Business is an entity, a thing, but it's a physical location of a company. Whereas what's in the Knowledge Graph, which is the knowledge panel is the company itself, the concept of the company. So Kalicube will have for example it's Google My Business in the south of France. So it will have its Google My Business panel. But we also have a knowledge panel, which represents Kalicube, the business as opposed to as opposed to Kalicube's office. So you need to bear in mind that you have those two that exist together in parallel? And the answer to the second question is, yes, everybody can have a knowledge panel. When you think about something like Wikipedia, or Wikidata, you need to be notable. And the point about that, is that it's an encyclopedia for humans. So they only want to have information that would be of interest to a human being to read. Whereas Google is saying, Well, I want to understand the entire world. So it doesn't have the concept of notability. It just has the concept of understanding and confidence in that understanding. And if you look at scale, Wikipedia has 50 million articles. The knowledge graph contains 100 and well, sorry, 1,500 billion facts. Google has to use machines to build its understanding. Whereas Wikipedia is using human beings to curate the data, to add the data little by little, page by page. Google at scale cannot do that. So from that perspective, you are in a situation where you're not going to be able to ask a human being at Google to add you to the Knowledge Graph, you're going to have to educate the algorithms, educate the child. And that just symphony and it's really, really simple. And at Kalicube Pro, what we do is exactly this. It's what we call the Kalicube Process, educate the child. It's only three steps, anybody can do it, it's good marketing. And the Kalicube Process platform simply takes this very simple process and makes it efficient, effective, and incredibly easy.

Gert Mellak 19:53

Interesting, so so we have essentially Google My Business, yeah, obviously there It makes sense to connection with Google Maps, Google My Business. Although we we honestly, because knowledge, knowledge panel very often seems to be a little bit tricky. Even, even people who have like a really recognized authority in this space, if they don't have a book, which seems to be a really strong trigger for a knowledge panel, sometimes have a hard time getting in. So very often Google My Business like an intermediate step, to get something on the site on Google, where you just have you even if you have an online business, you can hide the address. Google enables this, you can get your reviews, etc, get something there. Ultimately, the Knowledge Panel obviously, is not, not just to be visible there on the site of Google, but it also means that Google has a really, really good understanding about your brand, knows what

you're doing, what you stand for, how you, how they can relate you to your brand to certain searches. So it definitely seems to be worth engaging in and pursuing getting this knowledge panel because it's just a confirmation that Google has a good grasp on, on what you're actually doing. So how would, how would somebody with a course or a coach go about educating Google? So obviously, with Kalicube Pro, we have stated this, is there anything people can start doing today? To say, kay, let's connect one of those dots for Google and educate them about what I'm about to stand for.

Jason Barnard 21:19

Right? Well, what's delightful here is I can go from the most expensive to the cheapest. So the most expensive Kalicube Pro is actually an agency level tool. So we get agencies on board, and then help their clients with the knowledge panel and the brands SERP. Just underneath that we have, we do a done for you service whereby our team at Kalicube uses Kalicube Pro to educate the child for you. But you can actually do it for free. So you can go into kalicube.com, we've got massive of resources, we've got hundreds of hours of videos literally. And hundreds of 1000s of words that I've written. My team has contributed to as well, where we explain all the ins and outs of this very simple three step process. And the three step process is build an entity home and the entity home is the place on your website that Google trusts as being the source of information about you, from you. John Mueller, talks about reconciliation. So we could call it the point of reconciliation. It's the point on the internet, the page on the internet where Google can reconcile all the fragmented information it's found a backdoor on the web into one neat, completed puzzle you were talking about children earlier on. It's trying to put a plate puzzle together with fragmented pieces all around the web and on your entity home, you simply present it with the completed plate puzzle, so that it can say I completed the puzzle granted, of course the entity has shown me that that is the case. And the second one is to make sure that all the pieces of the plate puzzle around the web corroborate what it is you're saying on the entity home. So you basically correct every piece of information around you, about your brand around the web, then from the entity home, you point out to this corroboration using schema markup or if you don't like geeky schema markup, use hyperlinks, just linked to them in the page, it's fine. You link to them and they link back to the entity home. And then Google goes on an eternal cycle of self corroboration, whereby it goes out it finds the same information, it comes back sees the information, again goes, out sees the information comes back on first, second and third party sites. So on your own own websites, first party, on second party website, social media channels that you don't own, but you control at least partially, third party where you have no control. And if Google gets into this eternal cycle, after a while it will trigger a knowledge panel for absolutely anybody. If that cycle is truly consistent, truly collaborative, and the sources that you're pointing to are trustworthy, accurate, and relevant.

Gert Mellak 24:08

Interesting. Interesting. How long does it take? After they figure this out to actually trigger a knowledge pen? Do you have any experience points there?

Jason Barnard 24:18

Yeah, if you do a great job, I call it the spring clean and you go out to every single source and you correct them all at the same time. And you add all these hyperlinks or schema markup depending on how you're doing it, if you're picky or not, not geeky. And you write an incredibly clear description on your entity home about who you are, what you do and who your audience is, then it will take about three months. But obviously, there are caveats. If it was a telco mask before, it can take longer. If you've had a Wikipedia page or a wiki, the wiki data page deleted, it can take a year because in that particular example, Wikipedia, wiki data basically sources that engineers at Google have told the child Google's algorithm, as it were the child. You can trust this. So it's gone to school Wikipedia, wiki data, the school teacher said, this is true. It's gone. Okay, brilliant, triggered and acknowledged panel, it's absolutely happy. And then suddenly, the teacher takes the information were set up, and maybe it isn't. And the child is very confused, is incredibly trusted and authoritative sources told it, this is true, then told it, it's not true. It removes the knowledge panel. So convincing it that what the teacher initially said was true was in fact, true, is a phenomenally difficult job. And the child is now going to be very, very, very nervous about it. And we did this at Kalicube, I had a wiki data page, deleted for Kalicube. I create the page myself, the knowledge panel triggered, it was a beautiful thing. And then somebody at Kalicube, oh sorry, wiki data deleted the page, the knowledge panel disappeared. And it's taken me one year to build the knowledge panel back, but I didn't use Wikipedia, I didn't use wiki data. The entity home is recognized as the about page on my own website and it's pulled the description from my website, and it recognizes me as the founder. And that's the point as well is, I gave control to wiki data and Wikipedia. And what I should have done is kept control for myself, get control, then I had the wiki data as supporting evidence. And the other thing is, with wiki data, what they need is the references from third party authoritative sources. And when you go through this process of cleaning up all of the sources, you will find some and you can use them as references on wiki data, whereby the editors will be much less likely to delete it. And then if you've built your knowledge panel without wiki data, or Wikipedia, of course, even if they do delete it, you don't care. The knowledge panel stick.

Gert Mellak 26:56

Absolutely reminds me of, reminds me of Pluto, if you put it back in the solar system, people are going to go crazy, right? So we all learned Pluto is part of the solar system. No, it's not and you put it back, it's going to take more than a year to convince everybody that this is now the new truth, I guess. It was interesting and interesting how you, how you you break this down. So you heard the entity home like you said, this is usually the about page giving all the information who you are, what you stand for, what who you work with, who can help. You have the information, essentially backing this up being the extra supporting information. Yes, you do the same thing. This could be I understand this could be on Twitter, this could be on media, like you said some other platforms, other sites essentially talking about you in a certain context. Would you say like advocates on other blogs, talking about how you are focusing on the knowledge pen would support you as well? Or should this be recognized authorities like, like the social media platforms?

Jason Barnard 27:55

Right? That's a great question. I mean, I mentioned only one first, second and third party websites. And what's interesting is a lot of people talk about first party websites, your own, and they talk about third party which is totally uncontrolled by you, completely independent, and very few people talk about second party. And second party for me are Twitter, LinkedIn. Google knows that you control partially the information. So on those websites, the information the repetition has de, oh sorry, the, the added value deteriorates relatively rapidly, on your own website repeating the same thing. The repetition deteriorates very rapidly on third party websites that are relevant and authoritative, there is no deterioration in the added value that they bring. So as you're bringing more and more supportive, supporting evidence, you want to say I get the first party, second party right? Then I need to focus on third party, which is basically digital PR. Getting people on relevant or authoritative sites, when I say relevant, which is incredibly important to write or publish information about you, so you can write for them, they could write about you. Both are great, but it is the idea that if somebody's on a third party sites that you have no control over is confirming what you were saying. That's an incredible reassurance for Google. And if we use the child analogy, again, obviously, the history teacher will be incredibly authoritative and incredibly relevant for history topics. But they wouldn't be a great reference for how to bake a cake. Whereas the baker would be a great reference for how to bake the cake. So you would want to, if you're talking about baking cakes, you would want the baker to explain to the child and not the history teacher.

Gert Mellak 29:46

Makes it makes a lot of sense makes a lot of sense. How, how, how much effort because this is definitely a question I get from my clients. So, so they say how I want now to do a knowledge panel, how, how much effort do I need to put into this to convince Google to educate Google enough to, to show my knowledge panel. Understand there's not going to be 20, 22.5 hours straight an answer, but how can, how should How should people go about the process of building this up, if they don't outsource this to you, so they can use your tool I understand this gives like, like a guideline steps, are step by step, but how could they quantify the effort?

Jason Barnard 30:24

Right? Well, if you if you look on Kalicube.com, we've got the process actually set out for people, for musicians, for companies, you can just go to Kalicube.com, you have a look at that and we set out the process, so you don't need Kalicube Pro at all. Somebody at Kalicube Pro, Elisa did this process manually. She went and found every reference to me manually and it took her 12 hours and she got so bored. And then we did it with Kalicube Pro, and it took 10 minutes. And the Kalicube Pro list, of course, is prioritized. So you go through it and you know that this article is important. This one last serve, this one less serve, this one less serve. So with Kalicube Pro, basically in a day, you can go through the whole process, and doing it manually. If you have the courage to spend 12 hours straight, going through your entire digital ecosystem manually, you could probably do it in a week. But most people get so bored. And they're so bored by the end of the day, they've made their lesson, they don't know which ones to focus on. They can't get their head straight about what they need to do next. And it isn't a question of we're not telling you what to do next, it's that human beings are very indecisive. You'll probably end up spreading this work over three months. And that will be a relatively generous

assessment. But one thing that we found to be very important is if you can do it all in one go, it has much more effect than if you do it gradually over time.

Jason Barnard 31:57

And the example I would give there is that Google had me as a musician, it said Jason Barnard musician, and I wanted to change that to author. So what I did was, I changed my description about myself from Jason Barnard is a musician very valuable to Jason Barnard is an author and a musician. So I put author at the start. So Jason Barnard is an author was the first thing a Google saw in my description. Then I took the listing Kalicube Pro, of 65 profiles, in different pages, that first party, second party and third party, I changed all of the ones that were first and second party in about two hours, three hours. And then I wrote to all the third parties and said, 'Can you change the description on this web page to Jason Barnard's an author, blah, blah, blah. And it took two weeks for it to switch from musician to author.

Gert Mellak 32:27

Interesting and interesting.

Jason Barnard 32:50

So there were two things there, is that number one, I changed it everywhere. And number one, I changed it everywhere within two days. Google had crawled it all again and it seemed that absolutely every move, where this was the fact and Google just went, 'Okay, everybody agrees.' My latest call says this, so therefore, he must be an author. And if it had seen that a little bit over time, over three months, I would guess it would have taken six months to eight months for it to actually switch because it would have been this child thing contradictory information all the time. And once again, this child, if it's seeing this contradictory information, won't be able to decide, and you're the adult in the room, you're the parent, you need to decide, you need to be clear and you need to educate this child by explaining it very clearly. And then pointing to all of the people, all of the sources authoritative, authoritative and relevant, who can confirm what you're saying, so the child understands, and is incredibly confident in that understanding.

Gert Mellak 33:52

Makes a lot of sense. So ultimately connecting as many dots as possible, as fast as possible. In order to just show them the end on it and not tell them look, this might be a dog, might be a cat, might be a giraffe. Keep connecting the dots and wait six months. Just stick with my analogy.

Jason Barnard 34:07

Yeah. Yeah. So your, your children doing the join the dots game is basically saying that the child needs to be superhuman and do it incredibly quickly. And they got it to cat and then doesn't allow it to dog.

Gert Mellak 34:20

Yeah, don't don't make them hesitate. Right. But it's interesting how then once they once they establish this network of connections they trust, they are checking this all the time. So when the information changes, Google is very happy to just switch. And like you said in your example, two

weeks, you tend to just very quickly, Google in two weeks is probably the time it takes them to crawl all those pages again, and very quickly to establish Okay, now my network of connected information says something different. Now Jason is an author and that's fine. And we just, just take it this way. So this makes makes a lot of sense. I think people are definitely going to be able to relate very, very much about is a really appreciate how you how you walk us through this. And I don't want to take too much time out of your schedule here. I was wondering if there's anything I should have really asked you that could be actionable for our course creators, our coaches, our clients in SEO, that didn't come up in this conversation?

Jason Barnard 35:19

Right. First of all, I'd like to say I really love the way you explain that. I really appreciate it when somebody who's interviewing me takes what I said and re summarizes it in such a neat manner. And that's definitely something that we'll do a transcript of this, Christine, if you're listening, that's a chunk of Gert's facts that we need to take out and highlight because it's a great explanation.

Gert Mellak 35:44

Thank you very much.

Jason Barnard 35:44

I think one thing I would like to say is people obsess about schema markup. And it does give you the little bells and whistles and little things. And it's the carrot, the sweet or whatever the Google's offering you to get you to use it. But in my mind, and in Kalicube's process, schema markup is only the fourth most important thing. Number one is the entity home, you have to decide what the entity home is and you need to convince Google that that is the entity home. And it's preferably your about page, but it could also be your home page. Number two is the entity description, you need to write the description that the machine can truly understand and our Kalicube Pro within the platform, we have an NLP, natural language processing analysis, whereby we analyze what Google understands from the text you've written, and you will be just, just so, how you will be surprised at how confused it can get and how small changes can clarify things for Google very, very quickly. So if you can get the description so that Google understands it, even without context. So we ping this into its algorithm, its NLP algorithm. And it sends us back when it's understood. And there is no context. So when you put it in the context of your website, or your LinkedIn profile, or Facebook, obviously the context adds to that understanding, adds to the confidence in that understanding. So the machine is incredibly comfortable with that understanding, especially when it's repeated, over and over and over again. The third most important thing is that all of the corroboration repeats it, the pieces of this puzzle that Google's trying to put together, fit together correctly. And then the fourth most important thing, as I said, is the schema markup because that simply supports the first three steps, identifies the entity home, repeats the description, points to the corroboration. So in fact, schema markup, it's incredibly powerful, it really is a huge help. But if you don't, if you don't feel comfortable, if you really don't feel comfortable, a there's a free tool on Kalicube Pro that you can use to create the basic schema markup. But we also have a client G. Scott Brown, he just didn't want to use schema markup. And he just use links in his page and he triggered a

knowledge panel in a month. So schema markup is not necessary, but it is very helpful. So what I would have said that is that the question you didn't ask was, how important is the entity description? And the answer is second most important.

Gert Mellak 38:14

It's definitely matching also, what we, what we find in competitive research is very often when we see okay, somebody searches for a generic term, and there is a competitor coming up from our client, then we analyze what are they doing in order to be ahead of this client, for example, very often, the only thing we find is that there is like an a text from a really relevant site saying this person is such and such, right? This. David Garcia is an author, right? Janet uh Smith is health coach, right? Something like this, and then you type in health coach and Janet Smith comes up, right? Why? Because the only reference Google can find and this is a trusted website that talks about her is that she is a health coach. Right? So, so Google really seems to only be interested in connecting the dots whatever way. Obviously, Schema is like, like the next level makes a lot of sense but we definitely see on a low, in, in especially on low competition, areas, where people just get the wording right, and make it really, really easy to like you said for Google to understand what this is. And then there's just one last question is just thought of and then I'm going to let you go. How do you think Google takes into account this network this, this knowledge graph uhm when it comes to ranking non branded terms? Does this question makes sense?

Jason Barnard 39:39

Yes, it does. The answer is, before this summer, I would have said not very much. Ali Alvi from Bing, who is the Featured Snippet Algorithm boss at Bing, Microsoft said we don't use the knowledge graph. We use NLP to analyze, we try to guess what the question is, what question the content answers and that's how we do Featured Snippets, which is brilliant. Today, I would say I think Google and Bing have moved a big step forward, and that there is much more interaction between these different algorithms and the Knowledge Graph. And its understanding of your entity, company person's, product, book, whatever it might be. And the other thing is, even if it isn't incredibly important in the blue link algorithm, think about all the other algorithms that are contributing to the SERP, the carousels, the video boxes, the knowledge panel, the featured snippet that people also ask. All of these are going to be using at least partially this entity recognition of this understanding of who you are, what you do, and which audience you serve. And Google is aiming more and more to get people to research on Google in depth by offering people also asked by, offering carousels by offering all of these different interactive elements, videos on the SERP, for example. And we need to take advantage of those. Many of them are entity driven, especially carousels, people also ask. It's all to do with Google's understanding of the relationships between all of these different things going on, on the SERP when you search. And it's saying, 'How can we move you forward in your journey on Google'. But ultimately, in order to buy, in order to convert whatever it is you have to offer, the solution you have, the user will have to come to you. And that's where you need to focus. It's make sure that when the, whether the person research is on Google and Facebook or medium on whatever platform it might be, or multiple platforms, which is much more likely, the day they decide to buy, convert, purchase, subscribe, whatever it might be, that they come to you and not to somebody

else. And that's all about marketing and branding. And Google is simply the vehicle that helps bring them to you.

Gert Mellak 41:56

Makes perfect sense. Google just leveraging whatever information they have in a structured way and quote unquote, understand for whatever they put out across the different, different properties. Thank you so much, Jason, this was really, really genius, thank you so much for taking the time. I know you've got a few websites, where can people find out more about you, about Kalicube, about what you do and how you can get them there and knowledge panel?

Jason Barnard 42:23

Right, well, yes, I've got too many websites, too many offers, too many things going on. So search my name Jason Barnard, or my company, Kalicube. The beauty of what I call the Google business card, is that you get to choose how you interact with me, you can visit my personal site to find out more about the blue dog, or my punk folk group from the 90s. The next result is Calicube.com. If you want to do business with me, the next result is Twitter if you want to throw some funny tweets at me, the next one is the category of Academy if you want to join the category Academy and learn all about this stuff. The next one is the book if you want to buy The Fundamentals of Brand SERPs and then next one is LinkedIn if you want to kind of hang out in a professional manner on LinkedIn, without committing to doing business with me. So what's interesting there is that you search my name Jason Barnard, my company name Kalicube. And you get to choose how you want to interact with me now that you found out what I've done, and you're interested in what I'm offering or I can offer, my company can offer.

Gert Mellak 43:25

Awesome, thank you so much, Jason. We'll put this up on SEO leverage.com forward slash podcast. This is episode 90. Now everybody go and check this out Kalicube.com. And the other sites you can find within optimized brand SERP about Jason. And yeah, we're going to summarize the tips in a written version over at Seoleverage.com forward slash podcast. Thank you so much, Jason.

Jason Barnard 43:51

That's brilliant. Thank you so much. That was amazing. It was a great interview, great questions, delightful conversation, and I did see the dog running around in the background.

Gert Mellak 44:00

That's my brown dog.