

SEO

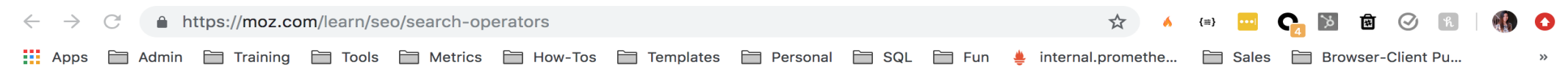
 **LiftIgniter vs. RichRelevance vs. Certona**



Guess

**A RichRelevance SEO Case Study:
Are RichRelevance recommendations crawler-
compatible / SEO-friendly?**

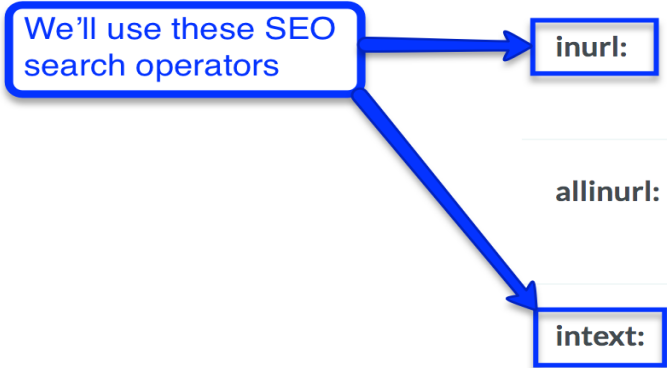
We'll use SEO search operators to answer our question



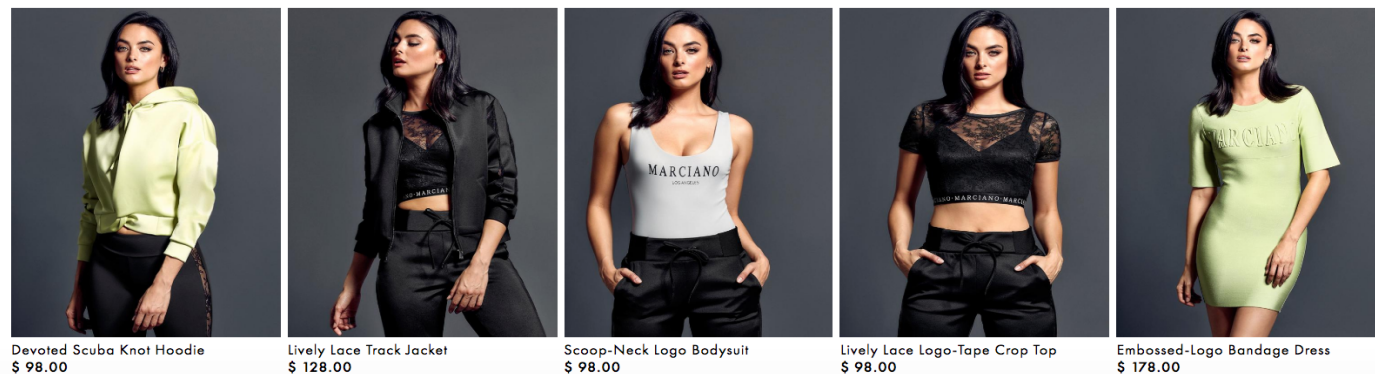
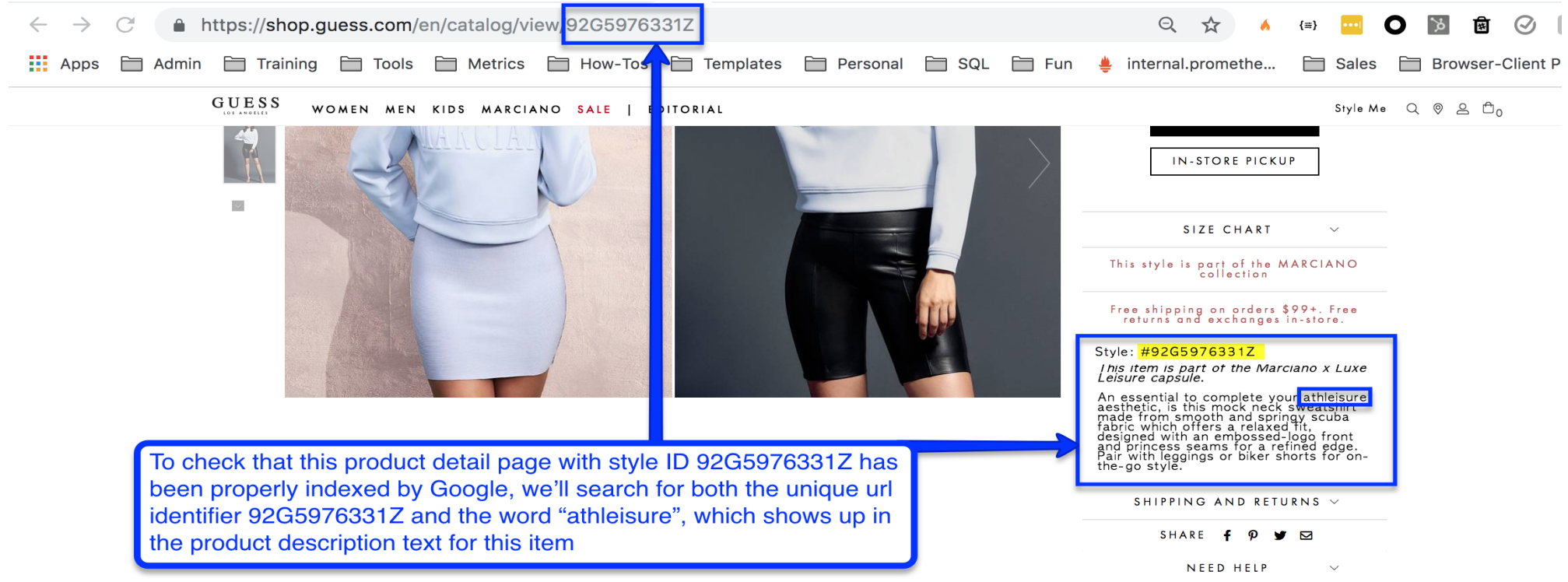
Advanced search operators are special commands that modify searches and may require additional parameters (such as a domain name). Advanced operators are typically used to narrow searches and drill deeper into results.

II. Advanced Search Operators

intitle:	intitle:"tesla vs edison" Search only in the page's title for a word or phrase. Use exact-match (quotes) for phrases.
allintitle:	allintitle: tesla vs edison Search the page title for every individual term following "allintitle:". Same as multiple intitle:'s.
inurl:	tesla announcements inurl:2016 Look for a word or phrase (in quotes) in the document URL. Can combine with other terms.
allinurl:	allinurl: amazon field-keywords nikon Search the URL for every individual term following "allinurl:". Same as multiple inurl:'s.
intext:	intext:"orbi vs eero vs google wifi" Search for a word or phrase (in quotes), but only in the body/document text.
allintext:	allintext: orbi eero google wifi Search the body text for every individual term following "allintext:". Same as multiple intexts:'s.



Demonstrating discoverability of properly-indexed results



inurl: and intext: search operators successfully find indexed items

← → ↻ <https://www.google.com/search?ei=0mT1XKCFMam80PEPkt6nqAw&q=inurl%3A92G5976331Z+intext%3Aa...> ☆

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Google

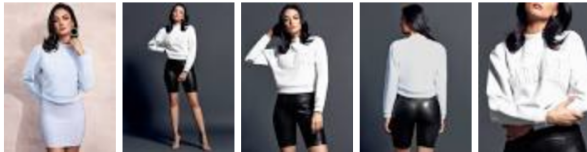
inurl:92G5976331Z intext:athleisure

All Images Shopping News Videos More Settings Tools

About 2 results (0.32 seconds)

Embossed-Logo Scuba Sweatshirt | GUESS by Marciano
<https://guessbymarciano.guess.com/en/catalog/view/women/view.../92g5976331z> ▼
This item is part of the Marciano x Luxe Leisure capsule. An essential to complete your athleisure aesthetic, is this mock neck sweatshirt made from smooth and ...

Images for inurl:92G5976331Z intext:athleisure

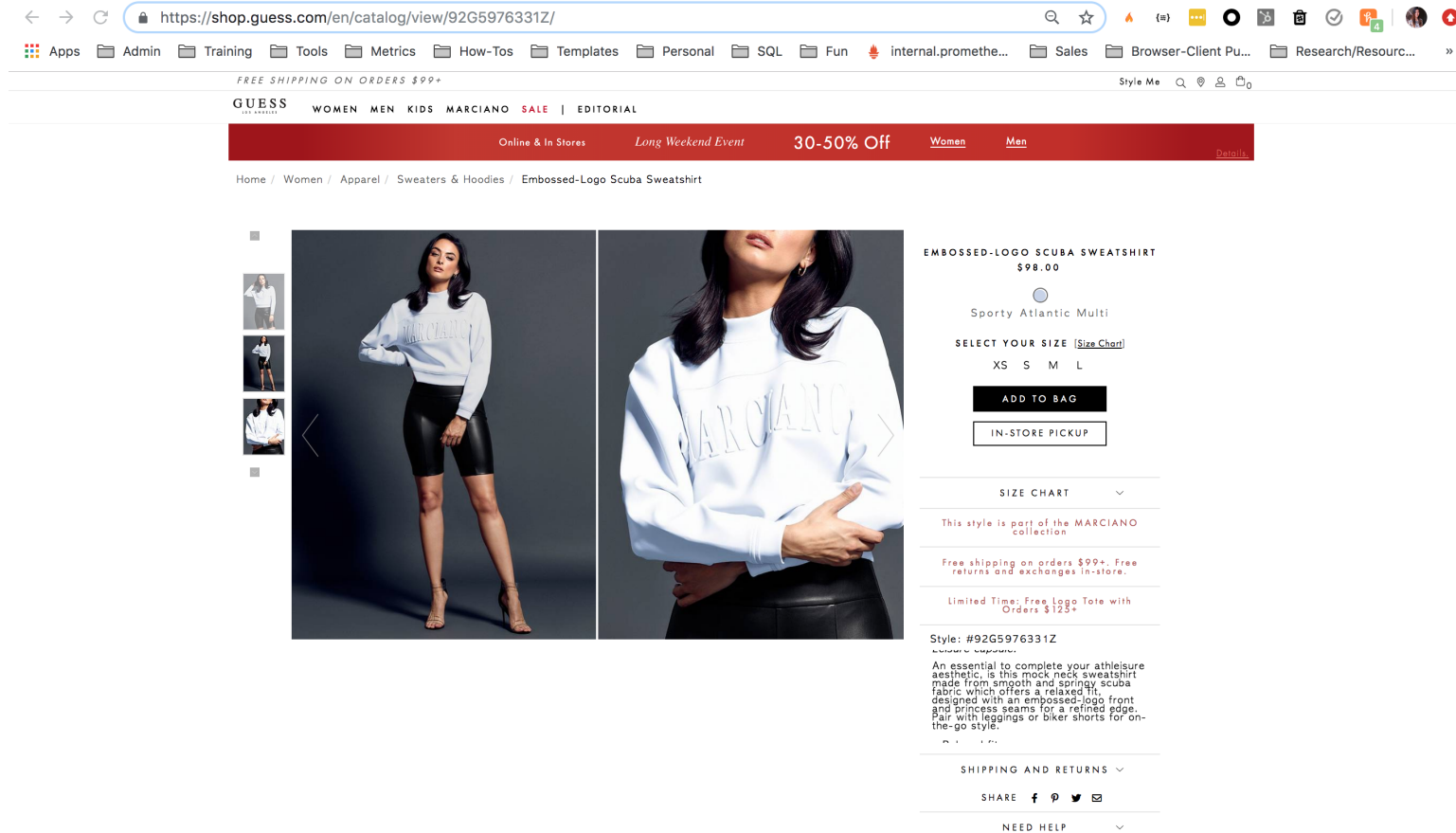


→ More images for inurl:92G5976331Z intext:athleisure Report images

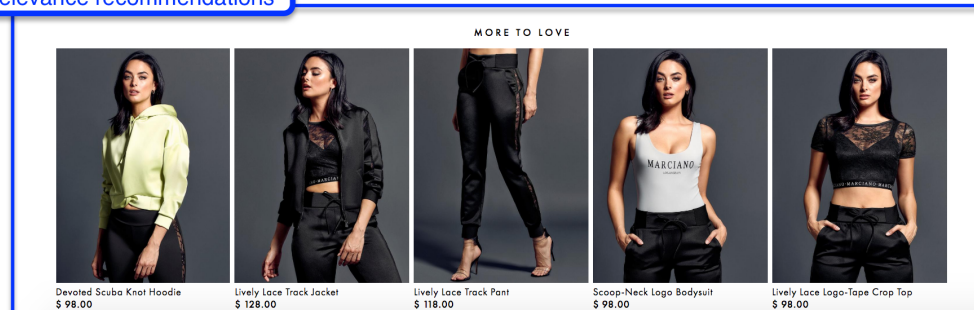
Embossed-Logo Scuba Sweatshirt | GUESS.com
<https://shop.guess.com/en/catalog/view/92g5976331z/> ▼
This item is part of the Marciano x Luxe Leisure capsule. An essential to complete your athleisure aesthetic, is this mock neck sweatshirt made from smooth and ...

*In order to show you the most relevant results, we have omitted some entries very similar to the 7 already displayed.
If you like, you can [repeat the search with the omitted results included](#).*

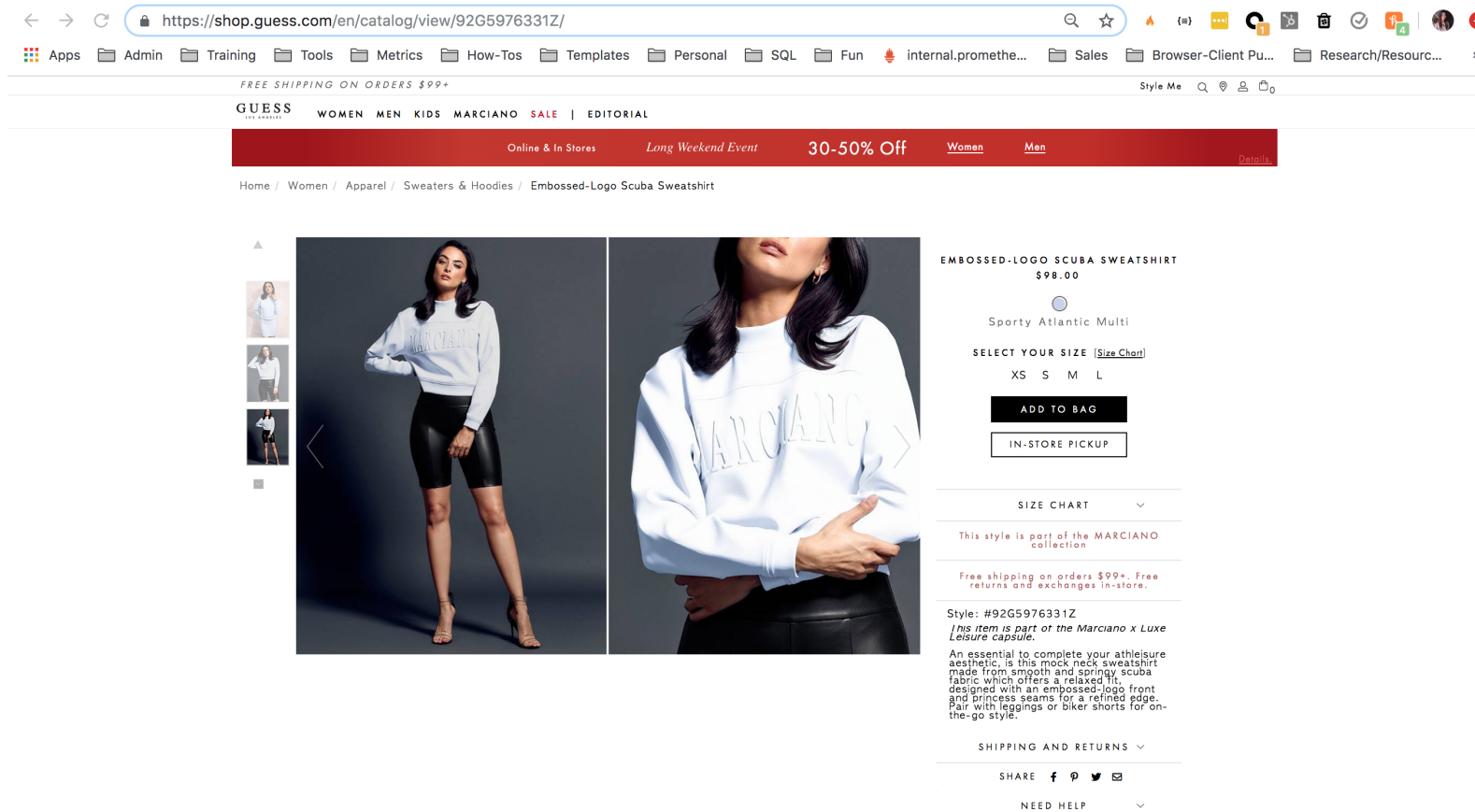
Let's see where RichRelevance recommendations sit on the page



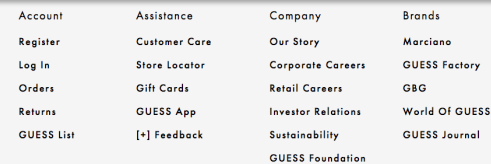
RichRelevance recommendations



Verifying the placement of RichRelevance recommendations



Notice no recommendations load when the domain recs.richrelevance.com is disabled



GET ON THE LIST

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+ enjoy free shipping on your first order and even more perks.

Email Address

☐ By joining, you agree to GUESS List [Terms & Conditions](#).

Are these recommendations crawler-compatible / SEO-friendly?

<https://shop.guess.com/en/catalog/view/92G5976331Z>

GUESS
LOS ANGELES

WOMEN MEN KIDS MARCIANO SALE EDITORIAL

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for on-the-go style.

SHIPPING AND RETURNS ▾


SHARE f p t e

NEED HELP ▾

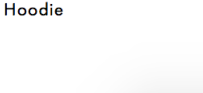
MORE TO LOVE



Devoted Scuba Knot Hoodie
\$ 98.00



Lively Lace Track Jacket
\$ 128.00

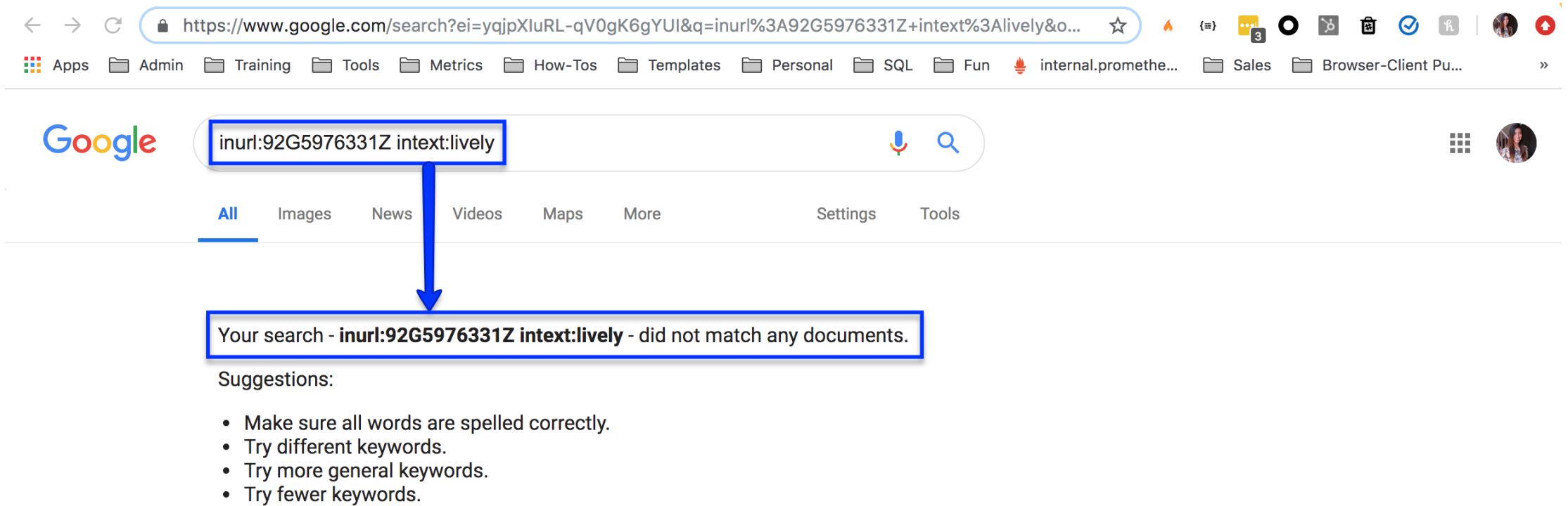


Scoop-Neck Logo Bodysuit
\$ 98.00

Lively Lace Logo-Tape Crop Top
\$ 98.00

Embossed-Logo Bandage Dress
\$ 178.00

RichRelevance recommendations are not SEO-friendly



The screenshot shows a Google search interface. The address bar at the top contains the URL: `https://www.google.com/search?ei=yqjpXluRL-qV0gK6gYUI&q=inurl%3A92G5976331Z+intext%3Alively&o...`. Below the address bar is a navigation bar with various icons and a search bar. The search bar contains the text `inurl:92G5976331Z intext:lively`. A blue arrow points from the search bar to a message box that says: "Your search - **inurl:92G5976331Z intext:lively** - did not match any documents." Below this message is a section titled "Suggestions:" followed by a list of four suggestions:

- Make sure all words are spelled correctly.
- Try different keywords.
- Try more general keywords.
- Try fewer keywords.



A Certona “Resonance” SEO Case Study

Demonstrating discoverability of properly-indexed results

← → ↺

https://patrickjames.com/SKU/13356Patrick-James-Linen-Look-Knit-Coat.aspx?ParentPageID=62&CategoryID=43#.XO...

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CREATE ACCOUNT / SIGN IN


CART (0 ITEMS)

SHOP BY BRAND




Search by Keyword or Item #

NEW ARRIVALS SHIRTS PANTS & SHORTS SPORT COATS SWEATERS OUTERWEAR ACTIVE FOOTWEAR ACCESSORIES SALE

Suits & Sportcoats > Sport Coats & Blazers > Patrick James Linen-Look Knit Coat




Q. Click to view large image



Patrick James Linen-Look Knit Coat


Item # 13356

\$395.00



[VIEW SIZE GUIDE](#)

CHOOSE COLOR



CHOOSE CHEST SIZE

40" | 42" | 44" | 46" | 48" | 50"

CHOOSE LENGTH

REG | LONG

AVAILABILITY: (SELECT OPTIONS TO VIEW)


QUANTITY:

ADD TO SHOPPING CART


Lightweight, Italian jersey and soft construction for outstanding comfort and ease. Two buttons, side vents, patch pockets, unlined. 51% cotton/45% linen/4% polyester. Dry clean. Imported.

Check out our [Shipping Information](#)


you may also like



Patrick James Celery Windowpane Sport Coat \$550.00



Patrick James Chambray Soft Coat \$425.00



Patrick James Salt Broken Stripe Short Sleeve Tee \$58.00

To check that this product detail page with style name “Patrick-James-Linen-Look-Knit-Coat” has been properly indexed by Google, we’ll search for both the in-url name and the word “buttons”, which shows up in the product description text for this item

We also recommend



Reserve Summertime Sport Coat
\$795.00



Patrick James Wool Soft Sport Coat
\$585.00 \$409.50



Robert Barakett Carl Hoodie
\$99.50

inurl: and intext: search operators successfully find indexed items

← → ↻ <https://www.google.com/search?ei=SoT1XKfwBpfj-gTA0ln4DA&q=inurl%3APatrick-James-Linen-Look-Knit-Coat+intext%3Ab...> ☆

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Google

inurl:Patrick-James-Linen-Look-Knit-Coat intext:buttons

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About 1 results (0.26 seconds)

Images for inurl:Patrick-James-Linen-Look-Knit-Coat ...



→ More images for inurl:Patrick-James-Linen-Look-Knit-Coat intext:buttons Report images

Patrick James Linen-Look Knit Coat

<https://patrickjames.com/SKU/13356/Patrick-James-Linen-Look-Knit-Coat.aspx>

Lightweight, Italian jersey and soft construction for outstanding comfort and ease. Two buttons side vents, patch pockets, unlined. 51% cotton/45% linen/4% ...

Linen Clothing | Premium Quality & Workmanship

(Ad) www.vividlinen.com/

Shop Women's Linen Clothing at Here. Free Shipping On All Orders \$100+ 100% Natural Linen.

Categories: Tops & Blouses, Tunics, Shirts, Jackets, Pants.

[Linen Dresses](#) · [Plus Apparel](#) · [Missy Apparel](#)

Let's see where Certona recommendations sit on the page

←

→

↺

https://patrickjames.com/SKU/13356/Patrick-James-Linen-Look-Knit-Coat.aspx?ParentPageID=62&CategoryID=43#.XO...

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CART (0 ITEMS)

SHOP BY BRAND

Search by Keyword or Item #

NEW ARRIVALS

SHIRTS

PANTS & SHORTS

SPORT COATS

SWEATERS

OUTERWEAR

ACTIVE

FOOTWEAR

ACCESSORIES

SALE

Suits & Sportcoats > [Sport Coats & Blazers](#) > [Patrick James Linen-Look Knit Coat](#)



Q. Click to view large image



Patrick James Linen-Look Knit Coat

Item # 13356

\$395.00



[VIEW SIZE GUIDE](#)

CHOOSE COLOR



CHOOSE CHEST SIZE

40" | 42" | 44" | 46" | 48" | 50"

CHOOSE LENGTH

REG | LONG

AVAILABILITY: (SELECT OPTIONS TO VIEW)

QUANTITY:

[ADD TO SHOPPING CART](#)

Lightweight, Italian jersey and soft construction for outstanding comfort and ease. Two buttons, side vents, patch pockets, unlined. 51% cotton/45% linen/4% polyester. Dry clean. Imported.

Check out our [Shipping Information](#)

you may also like



Patrick James Celery Windowpane Sport Coat
\$550.00



Patrick James Chambray Soft Coat
\$425.00



Patrick James Salt Broken Stripe Short Sleeve Tee
\$58.00

Certona recommendations

We also recommend



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\$795.00



Patrick James Wool Soft Sport Coat
~~\$585.00~~ \$409.50



Robert Barakett Carl Hoodie
\$99.50

Certona recommendations are not SEO-friendly

We also recommend



Reserve Summertime Sport Coat
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\$585.00 \$409.50



Robert Barakett Card Hoodie
\$99.50

https://www.google.com/search?ei=Z5v1XM-7GMLq-gSI2lugBw&q=inurl%3APatrick-James-Linen-Look

Google

inurl:Patrick-James-Linen-Look-Knit-Coat intext:Hoodie

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Your search - **inurl:Patrick-James-Linen-Look-Knit-Coat intext:Hoodie** - did not match any documents.

Suggestions:

- Make sure all words are spelled correctly.
- Try different keywords.
- Try more general keywords.
- Try fewer keywords.

https://www.google.com/search?source=hp&ei=R5r1XPT3NozN-gS1jZTIAG&q=inurl%3APatrick-James-

Google

inurl:Patrick-James-Linen-Look-Knit-Coat intext:Summertime

All Shopping Images News Videos More Settings Tools

Your search - **inurl:Patrick-James-Linen-Look-Knit-Coat intext:Summertime** - did not match any documents.

Suggestions:

- Make sure all words are spelled correctly.
- Try different keywords.
- Try more general keywords.
- Try fewer keywords.

https://www.google.com/search?source=hp&ei=R5r1XPT3NozN-gS1jZTIAG&q=inurl%3APatrick-James-Lin

Google

inurl:Patrick-James-Linen-Look-Knit-Coat intext:Wool

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Your search - **inurl:Patrick-James-Linen-Look-Knit-Coat intext:Wool** - did not match any documents.

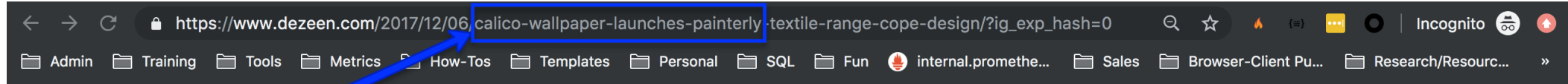
Suggestions:

- Make sure all words are spelled correctly.
- Try different keywords.
- Try more general keywords.
- Try fewer keywords.

de zeen

A  **Liftniter SEO Case Study**

Are LiftIgniter recommendations crawler-compatible / SEO-friendly?



To check if Google's index for this page (with “calico-wallpaper-launches-painterly” in its url) includes these recommendations, we’ll search for both that in-url text and the in-text words “canteen”, “pastel”, “Foster”, “Boelen”, “Swine”, and “Madrid” which show up in six of the recommendations below this article

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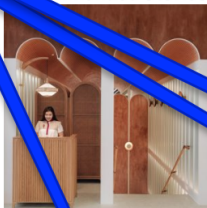
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1 comment

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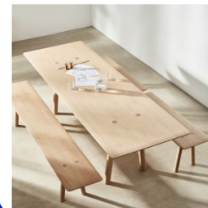
Recommended stories



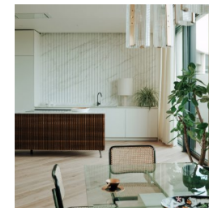
Dim sum restaurant by Linehouse Studio is a “British” small turned Chinese canteen



HAO Design uses pastel hues for pitched-roof apartment in Beijing | Dezeen



Foster Partners launches range of solid wood furniture



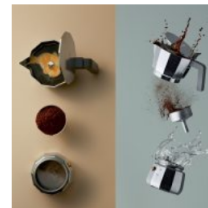
Tactility, imperfection and a pale flush of colour: interior design trends for 2019



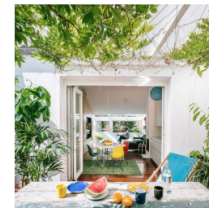
The rising use of recycled plastic in design “bullshit” says Jan Boelen



Watch our talk with Studio Swine live from Brooklyn



De'Longhi Superfield redesigns the classic espresso maker for Alessi

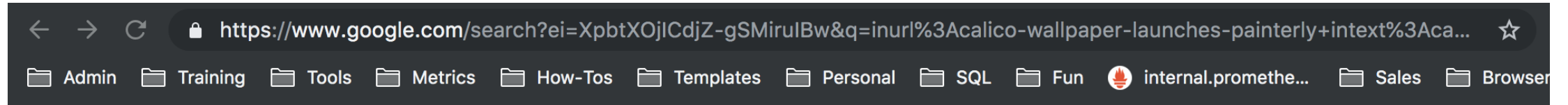


Secret rooms are accessed through a bath tub in this Madrid apartment by Gon Architects

Dezeen Awards



Liftniter recommendations are SEO-friendly



inurl:calico-wallpaper-launches-painterly intext:canteen



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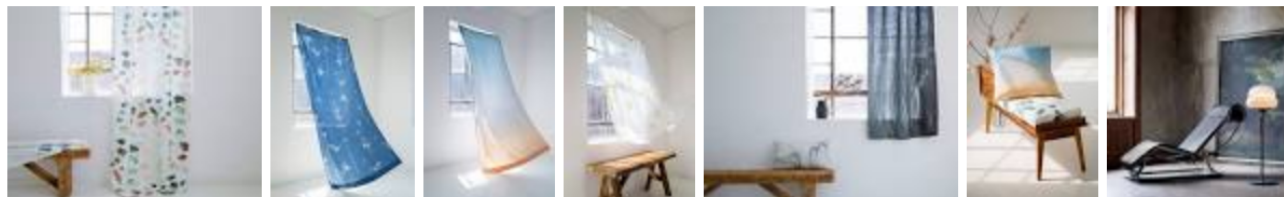
About 1 results (0.32 seconds)

Calico Wallpaper launches range of painterly textiles - Dezeen

<https://www.dezeen.com/.../calico-wallpaper-launches-painterly-textile-range-cope-de>

Dec 6, 2017 - Dim sum restaurant by Linehouse Studio is a "British tea hall turned Chinese canteen". Watch our talk with Studio Swine live from Brooklyn.

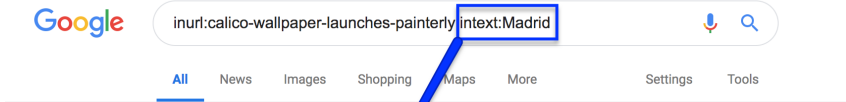
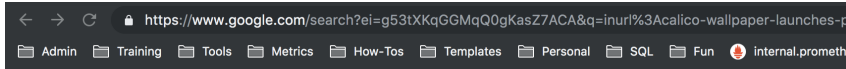
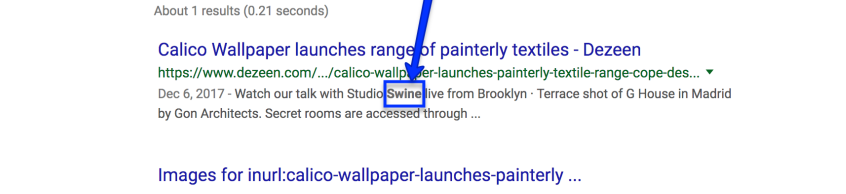
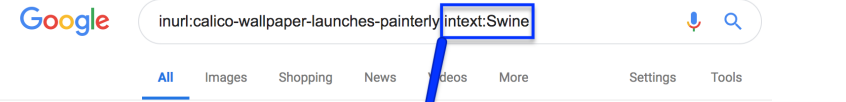
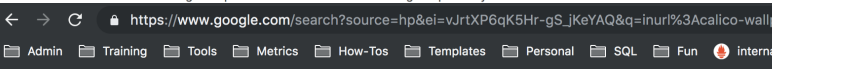
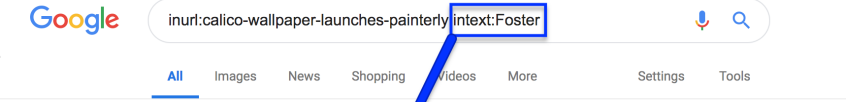
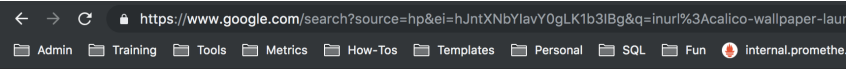
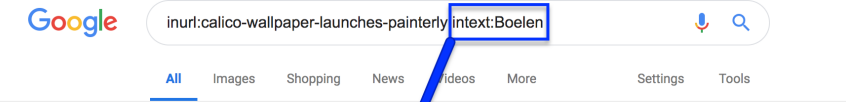
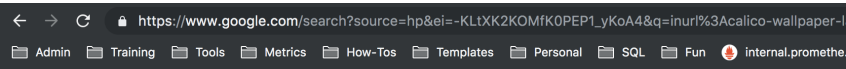
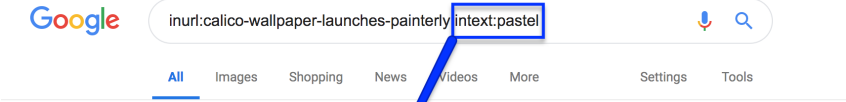
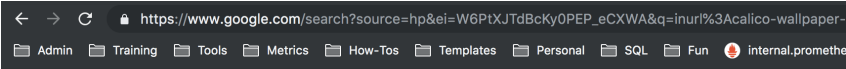
Images for inurl:calico-wallpaper-launches-painterly ...



➔ [More images for inurl:calico-wallpaper-launches-painterly intext:canteen](#)

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Liftniter recommendations get indexed by Google



In conclusion...

- **In some ways SEO is a black box, so we can't be certain of how Google is deciding which items to index or not, but we can perform some investigations to look at SEO from various angles to get some clues about it**
- **As long as items are being indexed, personalization can help Google learn about relationships between items, as well as surface longtail content, which enhances site SEO**
- **We can verify that LiftIgniter recommendations are getting indexed, as the titles of recommendation items are discoverable in the text of search results snippets**
- **RichRelevance stores recommendation urls externally from a given site, whereas LiftIgniter recommends based on native site urls; this could be a major factor in SEO**
- **It is unclear whether RichRelevance and Certona recommendations are getting indexed properly (or at all) by Google**
- **LiftIgniter customers have mentioned that our solution has improved their SEO for the better**