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The Truth About Google Supplemental Results

You desperately type in your site's URL in Google's online search engine and your site appears in Google's supplemental results. What exactly are Google supplemental results and why do you not want your internet site to appear in them? According to Google's FAQ page, supplemental results are part of Google's auxiliary index and webpages, which appear on the supplemental listing, have "fewer restrictions" compared to those that appear on the main results page. Searches for video marketing or social media marketing links are the most frequent ones. They additionally say that the inclusion of sites on the primary or supplemental index is solely automated and does not affect page rank at all.

In truth however, pages that appear on the main index will more often than not show up first in a search. Supplemental search engine results will still only show up if there are very few or no results at all in the main index. Plenty of older websites also tend to populate the supplemental results page. Needless to say the supplemental results page is not the place you want your website to end up. Surprisingly a number of individuals have emailed Google asking that their sites be contained in the supplemental index.

Just like in the title and description labels, using duplicate content text in several different webpages will most likely result in inclusion in the supplemental index. Webpages with little or no text content articles are another candidate for the supplemental index; image tags, prices and small descriptive text do not normally count as Google generally considers these as commercial web page contents, destined for...you guessed it: the supplemental index. Long URL's or URL's with plenty of dashes are also generally regarded as spam by Google which is the reason why many webpages hosted by free sites end up in the supplemental list.

The first thing you should do is to write some good content. A few lines of text won't be enough. Make certain it is relevant to your subject and that potential people to visit your website will enjoy reading it. That goes for all of the pages in your internet site, try not to have less than 50 words on any page on your site. And if you have any wording content that you "borrowed" from another site, now would be a good time to alter them. Reword your title and description labels to be as illustrative and relevant to your website as possible, but try not to make them too lengthy or contain repetitive keywords.

These are just the more common things to consider if you want to avoid being relegated to the Google supplemental index results. As you can see, rectifying these problems after you're internet site has already been placed in the supplemental index does not guarantee relocation to the main index; remember it is easier to avoid being put into the supplemental index than it is to be removed. Social media marketing internet sites are now cautious with what they say because of this. So do it right the very first time and design your website accordingly, and hopefully you can enjoy the benefits of main index listing and the high result ranking that you desire.

[Video Marketing](#) is really a structure which allows people to pass along advertising videos about services and products accessible. This could be performed by utilizing [Social Media Marketing](#), a approach that provides hyperlinks, interest and massive numbers of views by marketing your website through social media channels.

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