

[www.westsidewebdesign.com/google2024](http://www.westsidewebdesign.com/google2024)



# WESTSIDE WEB EXCLUSIVE:

**GOOGLE INTERNAL  
DOCUMENTS LEAK:**

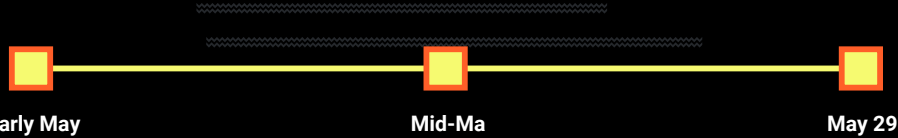
**IMPORTANT FOR ALL  
LOCAL BUSINESSES**

What they **DON'T** want you to know



# Timeline of events

The leaked documentation highlights that Google's ranking algorithm comprises of 2,596 modules with 14,014 attributes. While there was no confirmation of the weighting of each of the ranking factors, this information is invaluable for SEOs and has several implications for our strategies moving forward.



Some sources online contact well known reseracher Rand Fishkin regarding leaked Google documents.

Rand Fishkin, with the help of Mike "Entertainment" King, begins analyzing and vetting theTravel documents to ensure legitimacy.

Upon confirmation of its authethicity, the documents are published and shedlights on google algorithmic changes.

# Sample Documents

### GoogleApi.ContentWarehouse.V1.Model.QualityNavbo

#### ostCrapsCrapsClickSignals

Click / impression signals for craps. The tag numbers are the same as they were in the original CrapsData (below). This is deliberate.

**Attributes**

- absoluteImpressions (type: float(), default: nil) - Thus far this field is only used for host level unsquashed impressions. When compressed (e.g., in perdocdata.proto, CompressedQualitySignals), this value is represented individually and thus is generally incompatible with the other values which are compressed as click-ratios.
- badClicks (type: float(), default: nil) -
- clicks (type: float(), default: nil) -
- goodClicks (type: float(), default: nil) -
- impressions (type: float(), default: nil) -
- lastLongestClicks (type: float(), default: nil) -
- unicornClicks (type: float(), default: nil) - The subset of clicks that are associated with an event from a Unicorn user.
- unsquashedClicks (type: float(), default: nil) - This is not being populated for the current format - instead two instances of CrapsClickSignals (squashed/unsquashed) are used. We are migrating to the new format where this field will be populated.

### GoogleApi.ContentWarehouse.V1.Model.Anchors

**Attributes**

- anchor (type: list(GoogleApi.ContentWarehouse.V1.Model.AnchorAnchor.t), default: nil) -
- homepageAnchorsDropped (type: String.t, default: nil) - The total # of local homepage anchors dropped in AnchorAccumulator.
- indexTier (type: integer(), default: nil) - The index tier from which the anchors were extracted. Note that this is only valid in the anchor record written by linkextractor. The value can be one of the enum values defined in segindexer/types.h.
- localAnchorsDropped (type: String.t, default: nil) - The total # of local non-homepage anchors dropped in AnchorAccumulator.
- nonLocalAnchorsDropped (type: String.t, default: nil) - The total # of non-local anchors dropped in AnchorAccumulator.
- redundantAnchorDropped (type: String.t, default: nil) - The \*\_anchors\_dropped fields below are not populated by Alexandria, which uses adoc.anchor\_stats instead. The total # of redundant anchors dropped in linkextractor.
- redundantAnchorInfo (type: list(GoogleApi.ContentWarehouse.V1.Model.AnchorRedundantAnchorInfo.t), default: nil) -
- supplementalAnchorsDropped (type: String.t, default: nil) - The total # of supplemental anchors dropped in AnchorAccumulator. ## DEPRECATED.
- targetDocs (type: String.t, default: nil) - may be implicit.



# Validating our Recommendations

Westside Web continues to lead the pack in local SEO ranking expertise as our approaches are confirmed in these reports and summarized below:

LEAK	ACTION
Chrome user data is used in rankings.	Optimize for user experience on your website to improve user engagement and behavior.
Click data influence rankings.	Create high-quality content that engages users, and monitor metrics like click-through rates and time on page.
PageRank and link diversity remain important ranking factors.	Earn diverse, high-quality backlinks from fresh content, and adapt to changes in Google's ranking signals.
Google can identify authors and treats them as entities in the system.	Leverage content creators with strong online profiles and showcase who's writing your website content.
YMYL sites have unique ranking factors.	Tailor your SEO strategies for credibility, accuracy, and user trust if your site impacts important life aspects.
Freshness factors affect rankings, with newer links being more valuable.	Regularly update your content to show Google and users that your site is current and authoritative.
Google uses page and site embeddings to determine topical relevancy.	Build topical authority for your core focus areas with strategic content planning, demonstrating E-EAT.



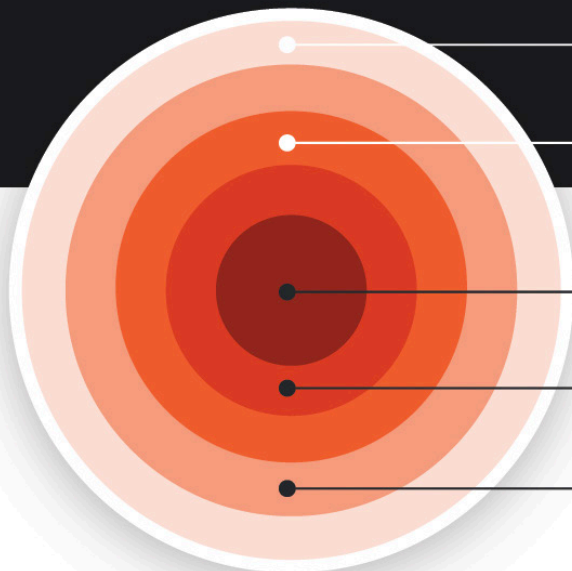
## GOOGLE RESPONSE

Google has responded to the leak, acknowledging that while some of the information is accurate, inferring conclusions based on potentially outdated or incomplete documentation is risky. They caution against overreacting to these findings and emphasize the importance of focusing on proven SEO practices.

### Original Source Post

→ [Rand's original post](#), [Mike King's post](#), [Search Engine Land Summary](#), [The Verge](#)

## Creating topical authority



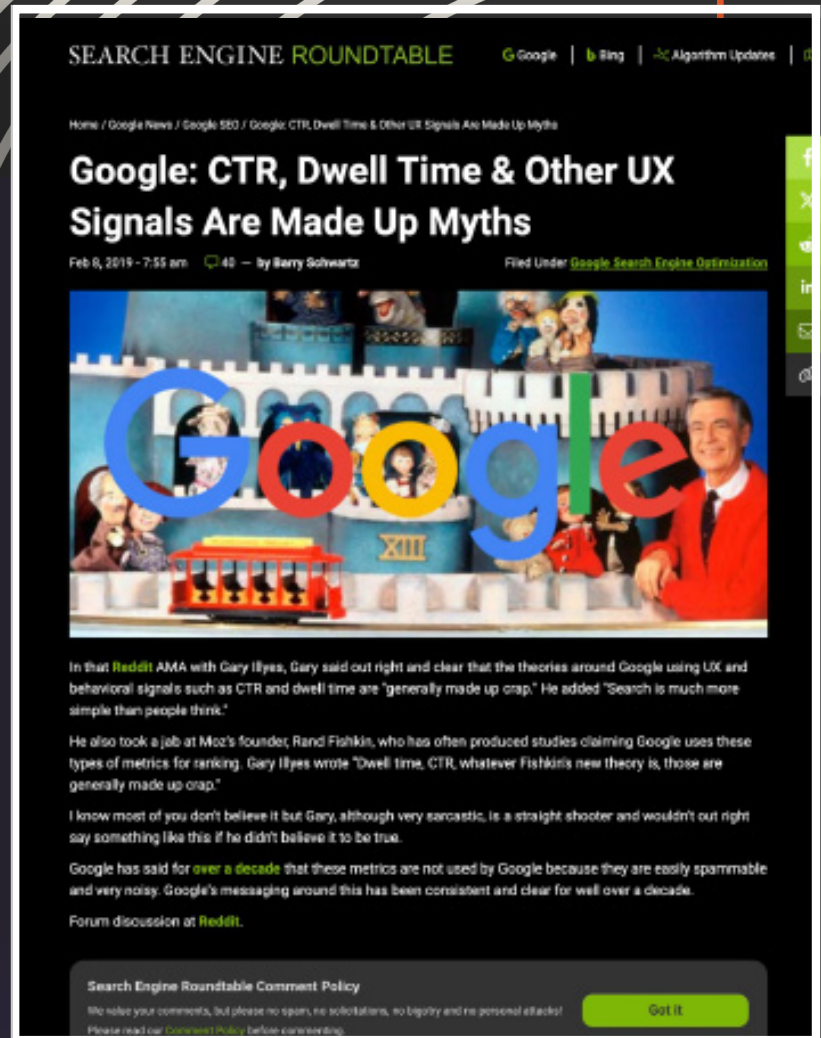
**EDGE OF ABOUTNESS**  
*In the world of*

**CORE SUPPLEMENTARY**  
*Specific information*

**CORE TOPIC**  
*Primary "core" keyword*

**CORE INFORMATIONAL**  
*Topic cluster*

**RELEVANT SUPPLEMENTARY**  
*Niche information*



**“CTR and dwell time are generally made up crap, search is much more simple than people think.”**

WESTSIDEWEB EXCLUSIVE;  
WHAT GOOGLE DOES NOT WANT YOU TO KNOW

# WESTSIDEWEB



Schedule a free consultation



# Your Insightful & Effective Digital Growth Partner

## STICKING WITH THE EXPERTS

This leak offers a cool sneak peek into Google's ranking game, highlighting the SEO practices we at Westside Web Design already ride the wave on.

But remember, Google's response is a reminder not to get too caught up in possibly outdated or incomplete info. Instead of stressing over what Google says or what leaked docs hint at, just keep testing, tweaking, and focusing on your users.

Want to boost your local SEO ranking? Catch the wave with our solutions consultants and let's make your site shine.

Reach out to us today!