

Crossed Out Keywords In Google's "Similar Searches"

Dec 12, 2012 - 9:18 am  13 — by Barry Schwartz

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Steven Weldler posted a possible new Google web search feature on [Google+](#). If you search for a long tail keyword and Google can't find too many matches, Google will show you "results for similar searches." Now that isn't new.

What appears to be new, is that it shows "more results for X" and crosses off keywords that it didn't match on.

For example, a search for [[long island man jump stan](#)] returns a result from the New York Times and under it shows "More results for long island man ~~jump~~ stan."

Here is a screen shot:

Results for similar searches

[Doctor Linked to Long Island Drugstore Killer Is Charged With ...](#)

[www.nytimes.com/.../doctor-linked-to-long-island-drugstore-k...](#)

Nov 21, 2011 – Dr. **Stan** XuHui Li, who pleaded not guilty, is also suspected of ... to a **man** who murdered four people in a **Long Island** pharmacy pleaded not ...

[More results for long island man ~~jump~~ stan](#)

[Jump Parties Long Island New York Indoor Birthday Party Center ...](#)

[www.jumpparties.com/](#)

Jump Parties of **Long Island** New York has 2 huge Birthday Party **Jump** rooms, inflatables, Bounce. Inflatables range from Giant Slides, Bounces, Obstacles ...

[More results for long island man ~~jump~~ stan](#)

I don't believe I've seen this before.

In any event, this can be useful in terms of a keyword research tool for SEOs and marketers.

Forum discussion at [Google+](#).

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V

Vladimír Vladimírovič

8 years ago

I absolutely hate this crappy practice of omitting important keywords. It really sucks. Once I enter a keyword, I mean it. I'm not retarded to search for words that I don't need. Google search sucks. The authors probably expect the users to be idiots who don't really mean what they are asking for.

0 0 Reply 



FunkyMagurk

8 years ago

Its stupid...I don't know why they do this. Its like, the reason I searched for the damn thing is because I wanted THAT word. It's a moronic part of Google Search and it needs to be eliminated.

0 0 Reply 

V

Vladimír Vladimírovič

→ FunkyMagurk

8 years ago

Exactly!

0 0 Reply 



Reinhold

9 years ago

Every time I search on google it omits words I asked for and adds words I didn't. Walmart does this too. Disappointed.

100. PISSES me off.

1 0 Reply 

A

acepilot112

13 years ago

I hate this so much! I wouldn't write something if it wasn't relevant in google so it really annoys me that it decides to remove 'irrelevant terms'

like earlier I searched 'I am getting wound up with homework and having nothing recreational to do' to see what would come up and it decided to strike through 'wound'

so I got a load of useless results about going to bed with homework still to do!

if it could have struck out anything, it should have been 'and having nothing recreational to do' because at least I would have had some semi-relevant results! god I hate google sometimes!!

3 0 Reply 

S

Sneaky

13 years ago

GIVE ME THE OPTION of allowing the strike out keywords. Don't just take it upon yourself "google" to do as you please. Because your "Google" and have SEO's begging.

3 0 Reply 

A

asdlk

13 years ago

This is useless. It forces you to search for popular keywords with many results. When you want to find anything not completely mainstream, you are out of luck. Good bye Google. See you again when Bing copies your horrible feature.

9 0 Reply 



veezy

13 years ago

For what it's worth, I saw/mentioned this on October 2nd, so they've been showing this for at least a couple months now - <https://twitter.com/veezy/s...>

1 0 Reply 



Thos003

13 years ago

To side with Google on this, the results clearly state "RELATED SEARCHES"

However, I find this interesting. I have seen more and more how google is devaluing pages with "Over Optimization" by filtering results with the exact phrases "over optimized" into their pages. To me, this search tool is google suggesting that the long tail phrase you searched isn't really what you wanted. "Let us show you the results that cover most of your query that we feel are trusted and not over optimized."

Most of us recall a time when people purposely optimized for misspellings. Google filtered that out. I can agree with that. Clearly site owners were feeding on misplaced queries. But I am finding it hard to swallow that as a site owner I shouldn't be creating pages to answer long tail queries. Or better put, as a SEO I will have to devise a plan to include most of the terms but not the exact match query.

If I search for: < long island man jump stan > there is no misspelling in there, and each word was relevant in my mind to what I was looking for. Stop suggesting and influencing the searcher. Although this example does not lend itself to a lot of research as only 5 sites include the phrase "long island man jump stan".

What we can see is that the phrase is not grammatically correct as it sits. As a side note "long island man jumps stan" shows results with the words in bold, but no crossed out terms.

0 0 Reply 



8DX

→ Thos003

— 

9 years ago

No, they don't state "related searches". They just display as the next search result. And often following results don't have the crossed-out words.

Just commenting here for posterity.
=8)-DX

0 0 Reply 



Josef Holm

→ Thos003

— 

13 years ago

It's a good way for Google to redirect people to SERPs with higher paying ads on them than for the keyword that the user originally searched for.

1 0 Reply 

PK

Pramod Kumar

— 

13 years ago

Yes, I saw this today, while looking one of my client's Website Keywords Analysis.

0 0 Reply 



Brittany Highland

— 

13 years ago

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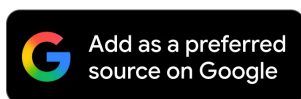
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