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Wordpress Website Development + Managed Hosting

Google is Now Showing 'Missing' Keywords in SERPs

This looks like it just popped up today, but in Google's search results, there is now a line under what looks like the first two or three results that says 'missing:' and shows what search term you had that these sites didn't show.



features a bold mason style home page layout with ...

[WordPress > Surfarama « Free WordPress Themes](#)

wordpress.org/themes/surfarama ▾

★★★★★ Rating: 5 - 5 votes - Free

Nov 8, 2013 - **Surfarama** is a bold and fun theme which uses the popular mason style layout on the home page and category pages to highlight imagery and ...

Missing: ads



[Surfarama WordPress Theme](#)

surfarama.com/ ▾

This site is a demo of the new **Surfarama WordPress theme**. Have a look around and check out the various page styles and layouts. You can view a short video ...

Missing: ads

[Surfarama WordPress Theme - Wordpress Themes](#)

wptheme.org/surfarama-wordpress-theme/ ▾

Dec 16, 2013 - **Surfarama WordPress Theme** is a bold and fun theme which uses the

What's interesting about this, is that recently Google's been showing search results with the full keyword below and then having one or two terms crossed out that it didn't find on those pages. The idea is that Google wants to show you some results that may not have all the keywords you wanted, but still may be relevant. This new look suggests that it is going for a more streamlined approach to showing results, as per the Hummingbird update.

This is probably only one of the changes we'll see over the next year as the new algorithm slowly pushes into Google's search pages.

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