+ Menu

Crossed Out Keywords In Google's "Similar Searches"

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

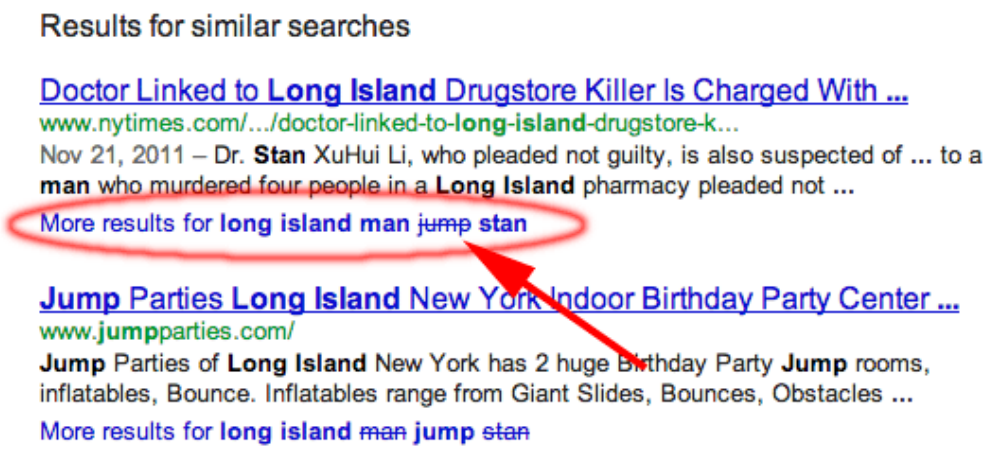
Filed Under Google

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:



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+.

AccuSearch Exhibit 2023
Google v. AccuSearch - IPR2026-00288

Search Engine Roundtable Comment Policy

We value your comments, but please no spam, no solicitations, no bigotry and no personal attacks!

Please read our Comment Policy before commenting.

Got it

13 Comments Login ▾

G Join the discussion…

LOG IN WITH OR SIGN UP WITH DISQUS ?

Name

Share Best Newest Oldest

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. Pisses me off.

AccuSearch Exhibit 2023
Google v. AccuSearch - IPR2026-00288

too. 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."

AccuSearch Exhibit 2023
Google v. AccuSearch - IPR2026-00288

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

PREVIOUS STORY: Google Updates AdSense Ad Policy: Only One 300x600 Per Page

NEXT STORY: Daily Search Forum Recap: December 12, 2012

AccuSearch Exhibit 2023
Google v. AccuSearch - IPR2026-00288

Popular Categories

- Google
- Bing
- Algorithm Updates
- Maps
- Ads

THE PULSE OF THE SEARCH COMMUNITY

FOLLOW

Enter email address Subscribe

Subscribe Options

Search Video Recaps

AccuSearch Exhibit 2023
Google v. AccuSearch - IPR2026-00288

Video Details

More Videos

Subscribe To Videos

Most Recent Articles

Search Forum Recap

Daily Search Forum Recap: May 26, 2026

May 26, 2026 - 10:00 am

0 - **by Barry Schwartz**

Google News

EU May Fine Google Triple Million Euros Over Favoring Itself In Search Results

May 26, 2026 - 7:51 am

AccuSearch Exhibit 2023
Google v. AccuSearch - IPR2026-00288

5 - **by Barry Schwartz**

Google Ads

Google Shopping Ads In AI Mode Tries New Styles?

May 26, 2026 - 7:41 am

0 - **by Barry Schwartz**

Google Ads

Google Tests Growing Expanding Shopping Ads

May 26, 2026 - 7:31 am

0 - **by Barry Schwartz**

Google Ads

Google Merchant Center Conversational Attributes For AI-Driven Surfaces

May 26, 2026 - 7:21 am

0 - **by Barry Schwartz**

Google Maps

Google Business Profiles Photos / Videos Add View Counts

May 26, 2026 - 7:11 am

1 - **by Barry Schwartz**

Add as a preferred source on Google

FOLLOW ON Google News

Submit a Thread

Forum Search

Awards

About Us

AccuSearch Exhibit 2023
Google v. AccuSearch - IPR2026-00288

Comments Policy

Advertise

Contact

The content at the Search Engine Roundtable are the sole opinion of the authors and in no way reflect views of RustyBrick ®, Inc

Copyright © 1994-2026 RustyBrick ®, Inc. Web Development All Rights Reserved.

This work by Search Engine Roundtable is licensed under a Creative Commons Attribution 3.0 United States License.

Creative Commons License and YouTube videos under YouTube's ToS.

AccuSearch Exhibit 2023
Google v. AccuSearch - IPR2026-00288