



## Mature Market Experts

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Google is quietly changing the way it presents search results using a new, smart and intuitive algorithm aptly called, "Hummingbird."

This is an evolutionary change, and it will change the way you are found (or lost) on the web. If you depend on web search results as part of your marketing strategy, you need to understand this change, and react.

***If your company doesn't show up on page one, you're done.***

Hummingbird focuses specifically on social media interaction and enhances how search history is used in a way that emphasizes branding over keywords. Searches and results are considered and presented in the context of a conversational mode. Hummingbird is designed to answer questions more intelligently, making voice searching more fluid and dynamic. This will place added emphasis on the use of long tail keywords and brand continuity across all social media platforms and websites.

Hummingbird looks for results that contribute to this dialogue, connecting the dots you and your company have sprinkled over the Internet. It will weave together "conversation" comprised of the language and information used on your website, your social media presence and what others are saying about you online. Hummingbird will be fast, accurate and purposeful and it will "answer" search queries with an intelligence that has yet to be seen. This is groundbreaking stuff.

I spent some time discussing this sea change with William McClain, MBA, Strategic Branding & Communications Specialist with Sage Age Strategies. He confirms that companies with online content that is informative, interesting and cohesive will benefit significantly from Hummingbird, and he's advising all of his clients to spend some time focusing on this now. He tells me, "Hummingbird will understand the story you are trying to tell online, and it will connect you with an audience in an exciting way. But, if your online content is disjointed, incomplete or shallow you'll drift further back in rankings."

From what I can see, I think he may be 100% correct. Unless you prioritize your online presence, your website is likely to gather as much dust as a forgotten book on a faraway shelf. Remember, 95% of Google searchers never look beyond the first page of results. What page do you show up on now?

If you want more information about this change, and to learn more about what you can do to better position yourself, contact William at Sage Age. He's willing to speak with you and tell you what he's doing for his clients, "This change represents an incredible opportunity for anyone willing to act. Creating and maintaining a cohesive online story by connecting your language and messaging across all sites will ensure you present a compelling narrative that allows you to become part of this new conversation."

**Are you ready? What are you doing to improve your search optimization?**

**How important do you perceive search optimization to be?**



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