

Fair Ranking

Regarding fair ranking, I would like to see all websites treated equally, rather than those that provide the best for Google. Although you mentioned in the papers that Reddit received a boost after a deal, one website that seems to have avoided attention is Wikipedia. Wikipedia is the top source for nearly everything, even when they have just one sentence on the subject. Just look up “Delta Aurigids”, for example. I can’t see how they can view that as being the best.

They said Reddit saw a boost because people were adding it to search queries, but they have not provided any proof.

In Feb 2013, they changed how they did image search; instead of sending people to sites, they pulled images from sites and showed them. No one was permitted to do this, and it significantly affected site traffic. As Google is too powerful, nothing happened.

The Helpful Content Update decimated many sites; they probably gave unnatural boosts to certain sites they thought were trustworthy (Wikipedia) and downvoted many lesser sites.

One thing that I’m noticing is that Google is now boosting a lot of social media sites. Just look up “Stephen 2-18”; you’ll see a lot of YouTube, Facebook, and Reddit. None of which could be considered to have EEAT.

There was a video a few years ago where the presenter showed that Google couldn’t find organic results for what you wanted, but the sponsored links were perfect. Google seems to want to push people to use Ads or AI, which is why they are dumbing down organic results.

I want Google to stop listing YouTube videos in the “WEB” results tab as blue links. Thought the whole purpose of that was that it was blue links and not to trick visitors. The “Web” results tab should be more visible to people. This may not be part of the consultation but I had wanted it noted.

AI / Publisher Choice

I want the facility to be found in search, but not in AI. At the moment, you can step out of Vertex with Google-Extended, but we should not be required to use it for training.

BING + OTHERS

Whilst we have been talking about Google, all this should also apply to BING. Just because they aren’t as big as Google doesn’t mean they should be able to get away with what we hate about Google on a smaller scale.

When we block other AI engines from harvesting our information through robots.txt and other methods, they should not bypass robots.txt or use proxies that don’t identify themselves as such and that don’t obey robots.txt rules.