

# Google news!

di Paolo Franzese

## Google+ & Rel=Author:

Un altro argomento trattato nella ricerca fatta da HubSpot, è stato quello dell'attributo Google+ e Rel=Author, infatti, se facciamo attenzione quando facciamo una ricerca con Google, è possibile vedere direttamente chi è l'autore dell'articolo e i seguaci di Google+. L'attributo Rel Author è stato introdotto per dare una maggiore credibilità e visibilità agli autori rispetto a quelli anonimi, infatti, il Rel=Author offre un buon contributo per aumentare i click.

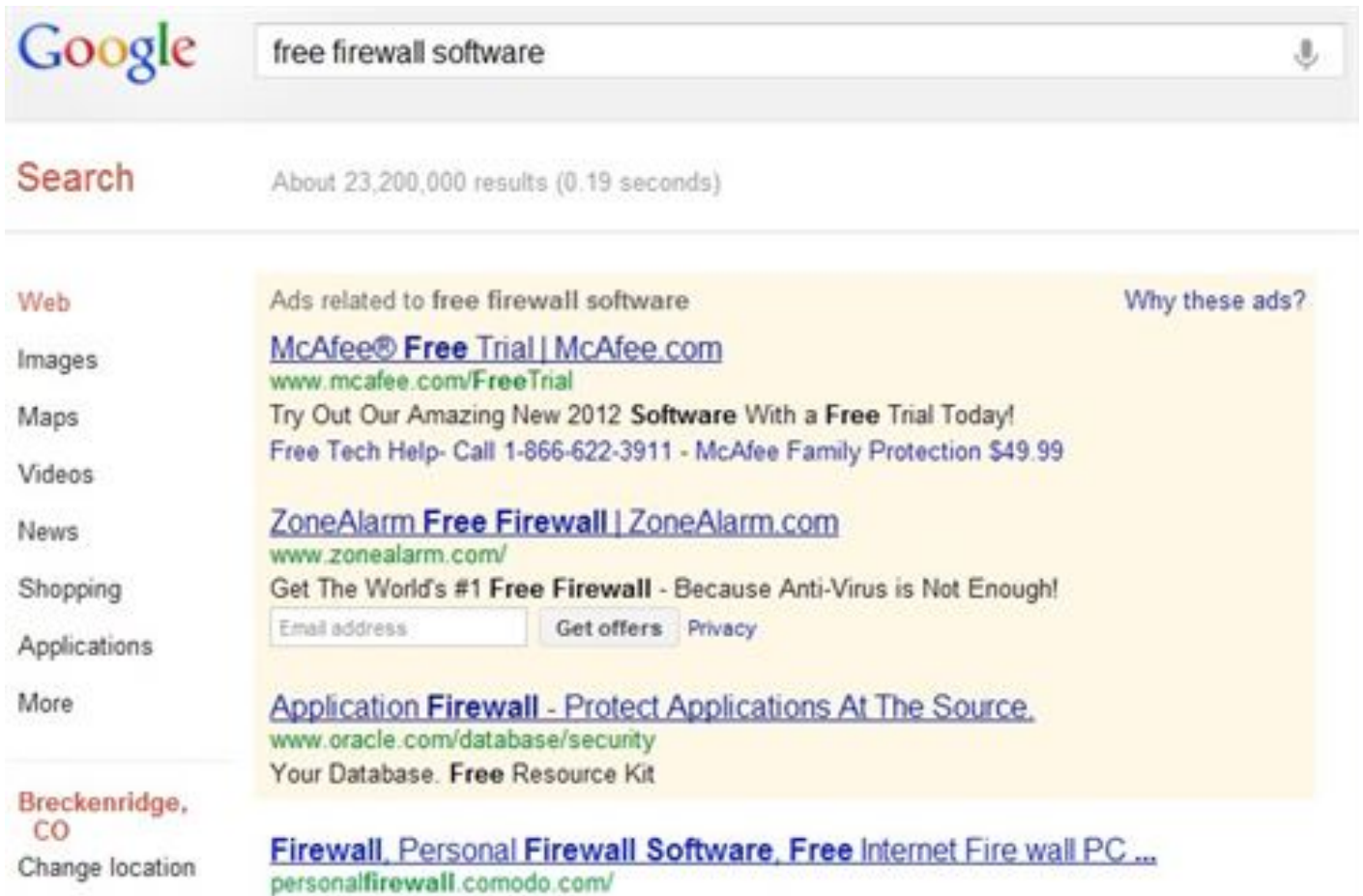


The screenshot shows a Google search interface. The search bar contains the text "paid paid vacation". Below the search bar, it indicates "About 174,000,000 results (0.17 seconds)". On the left side, there are navigation tabs for "Web", "Images", "Maps", "Videos", "News", "Shopping", and "More". The "Web" tab is selected, showing two search results. The first result is titled "Paid Vacation? - FullContact" with a URL "www.fullcontact.com/2012/07/10/paid-paid-vacation/". It features a profile picture of Bart Lorang and text indicating he is in 69 Google+ circles and that the article is from July 10, 2012. The second result is titled "Paid Vacation Days Policy" with a URL "humanresources.about.com/od/glossary/.../paid\_vacation.h...". It features a profile picture of Susan Heathfield and text indicating she is in 1,109 Google+ circles. Both results include a small profile picture and text about the author's Google+ presence.

[HubSpot]

## La pubblicità di Google diventa ancora più aggressiva:

Visto che i click sugli annunci Adwords continuano a calare in modo vertiginoso, Google potrebbe non solo aumentare il numero di pubblicità, ma addirittura renderla più invadente, ad esempio introducendo la possibilità di inserire l'indirizzo e-mail all'interno del risultato della ricerca, per ricevere maggiori informazioni dal sito.




The screenshot shows a Google search interface. At the top left is the Google logo. The search bar contains the text "free firewall software" and a microphone icon on the right. Below the search bar, the word "Search" is displayed in red, followed by the text "About 23,200,000 results (0.19 seconds)". On the left side, there is a vertical menu with options: Web, Images, Maps, Videos, News, Shopping, Applications, and More. Below this menu, the location "Breckenridge, CO" is shown, along with a "Change location" link. The main search results area is highlighted in yellow and contains several advertisements. The first ad is for McAfee, with the headline "McAfee® Free Trial | McAfee.com" and the URL "www.mcafee.com/FreeTrial". The second ad is for ZoneAlarm, with the headline "ZoneAlarm Free Firewall | ZoneAlarm.com" and the URL "www.zonealarm.com/". The third ad is for Oracle, with the headline "Application Firewall - Protect Applications At The Source." and the URL "www.oracle.com/database/security". The fourth ad is for Comodo, with the headline "Firewall, Personal Firewall Software, Free Internet Fire wall PC ..." and the URL "personalfirewall.comodo.com/". There is also a "Why these ads?" link in the top right corner of the ad area.

[HubSpot]

## Google Instant Answer:

Oggi è possibile fare direttamente delle domande al motore di ricerca. Infatti, Google sarà in grado di fornirci delle risposte alle domande aperte che gli facciamo.


futurama first episode 

About 1,560,000 results (0.16 seconds)

---

**March 28, 1999**  
Futurama, First episode  
[Show details](#)

[Space Pilot 3000 - Wikipedia, the free encyclopedia](#)  
[en.wikipedia.org/wiki/Space\\_Pilot\\_3000](https://en.wikipedia.org/wiki/Space_Pilot_3000)  
"Space **Pilot 3000**" is the **pilot episode** of **Futurama**, which originally aired in North America on **March 28, 1999** on Fox. It is also the **first episode** to be set in the ...  
[Plot](#) - [Continuity](#) - [Production](#) - [Cultural references](#)

[Видео «Futurama Season 1 Episode 1 Space Pilot 3000 First...»](#)  
 [smotri.com/video/view/?id=v1700853b029](https://smotri.com/video/view/?id=v1700853b029)  
Mar 16, 2011 - 22 min  
A pizza delivery boy named Philip J. Fry accidentally stumbles into a cryogenic freezer on December 31, 1999 ...


[More videos for futurama first episode »](#)

[Futurama Episode 101 – Space Pilot 3000 | Watch cartoons online ...](#)  
[www.watchcartoononline.com/futurama-episode-101—space-pilot-3...](http://www.watchcartoononline.com/futurama-episode-101—space-pilot-3...)  
Jan 26, 2011 – You will watch **Futurama Episode 101 – Space Pilot 3000** online for free **episodes** with high quality. Online **episode** guide, **Futurama Episode ...**

["Futurama" Space Pilot 3000 \(TV episode 1999\) - IMDb](#)

---

**Futurama**

 Futurama is an American animated science fiction sitcom created by Matt Groening and developed by Groening and David X. Cohen for the Fox Broadcasting Company. [Wikipedia](#)

**Language:** English




**First episode:** March 28, 1999

**Writers:** Matt Groening, David X. Cohen, Kristin Gore, Ken Keeler, Bill Odenkirk, More

**Genres:** Science Fiction, Comedy, Cartoon series, Satire, Animated cartoon, Situation comedy, Animation, Comic science fiction

**Networks:** Fox Broadcasting Company, Comedy Central

**Cast**


 Billy West Zoidberg	 John DiMaggio Bender	 Katey Sagal Leela	 Lauren Tom Amy Wong	 Maunce LaMarche
---	--	---	---	--

[HubSpot]

## Diminuzione delle diversità di dominio:

Diminuirà la differenza di dominio nelle SERP, favorendo il posizionamento delle pagine dei siti con maggiore influenza.



Google  

**Search** About 468,000 results (0.13 seconds)

---

**Web** [98122 Weather Forecast and Conditions - weather.com](http://www.weather.com/98122)  
[www.weather.com/98122](http://www.weather.com/98122)

**Images** **98122 weather** forecast and **weather** conditions. Today's and tonight's **98122 weather** forecast plus Doppler radar from **weather.com**.

**Maps**

**Videos** [Hourly Weather Forecast for 98122 - weather.com](http://www.weather.com/98122)  
[www.weather.com/98122](http://www.weather.com/98122)

**News** Hourly Local **Weather** Forecast for **98122** including **weather** conditions, precipitation, dew point, humidity, wind.

**Shopping**

**More** [5 Day Weather Forecast for 98122 - weather.com](http://www.weather.com/98122)  
[www.weather.com/98122](http://www.weather.com/98122)  
5 day **weather** forecast for **98122**. Today's five day forecast for **98122** includes **weather** conditions, high and low temperatures and chance of precipitation.

---

**Breckenridge, CO**  
Change location

---

Show search tools

[98122 Weekend Weather Forecast - weather.com](http://www.weather.com/98122)  
[www.weather.com/98122](http://www.weather.com/98122)  
**98122** weekend **weather** forecast including high temperature, low temperature, precipitation and **weather** map.

[Pollen Count for Seattle, WA \(98122\) - weather.com](http://www.weather.com/98122)  
[www.weather.com/98122](http://www.weather.com/98122)  
Get the pollen count for Seattle, WA (**98122**) See tree, weed, grass levels and activity. The most trusted pollen forecast, plus relief tips.

[HubSpot]

---

Da un articolo scritto da Paolo Franzese il 6 Giugno 2013