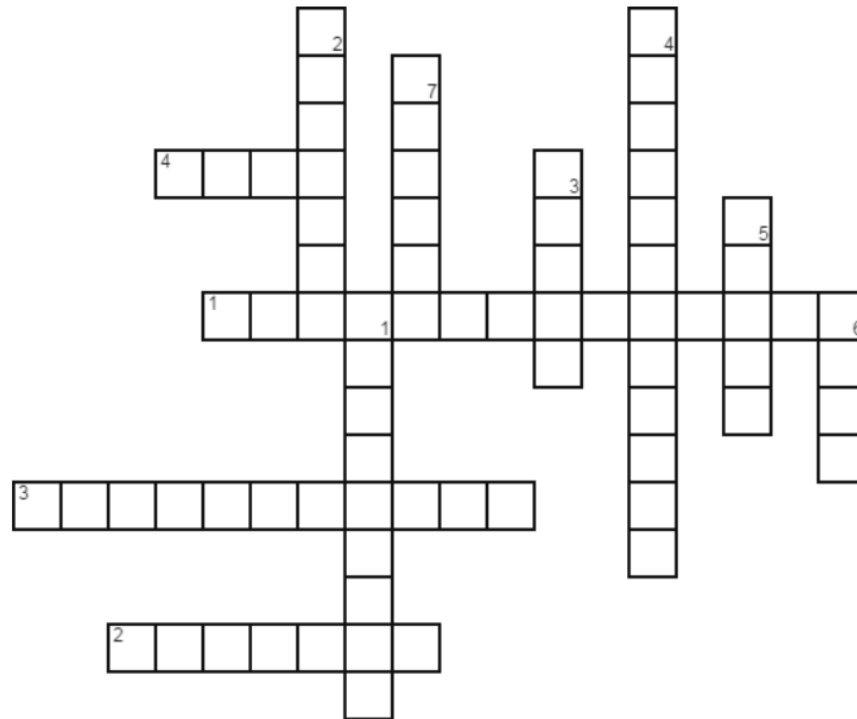


# Do You Know Google?

Try out our crossword puzzle to find out how much you really know about Google, and what you don't.

## Google and Your Website in 2017



### Across

1. The overall experience and interaction of a person using a website (2 words)
2. Google algorithm update meant to demote sites that are spamming search results with backlink schemes
3. Name of Google's algorithm that focuses on semantic search, and a colorful small bird
4. According to Google's "10 things we know to be true," "\_\_\_\_\_ is better than slow"

### Down

1. The name of Google's AI program used to help process search queries
2. This website is considered a social media site and is the 2<sup>nd</sup> largest search engine processing 3 billion searches per month
3. According to surveys done by Akamai and Gomez.com, users tend to abandon a site that isn't loaded within \_\_\_\_\_ seconds
4. Similar to bounce rate, this term is used to describe users who click on a search result, don't like what they see, bounce back to search results, and click on a new result that better answers their query (2 words)
5. Google algorithm update meant to demote sites with poor quality content from ranking in search results
6. According to Google's "10 things we know to be true," "you can make money without doing \_\_\_\_\_"
7. In 2015 Google announced \_\_\_\_\_ searches overtook desktop searches for the first time

*Harder than you thought?* Get the answers at **FWMcrossword.com**

Find out what else your website and online marketing are missing by going to **FWMAnalysis.com**, or call **888-886-0939**. Take control of your marketing in 2017.