

Fighting to Build Links



Barry Adams

Polemic Digital



Donald J. Trump ✓

@realDonaldTrump

Follow



Google search results for "Trump News" shows only the viewing/reporting of Fake News Media. In other words, they have it RIGGED, for me & others, so that almost all stories & news is BAD. Fake CNN is prominent. Republican/Conservative & Fair Media is shut out. Illegal? 96% of....

8:02 am - 28 Aug 2018

25,962 Retweets 91,549 Likes



33K



26K



92K



Donald J. Trump ✓ @realDonaldTrump · 28 Aug 2018



....results on "Trump News" are from National Left-Wing Media, very dangerous. Google & others are suppressing voices of Conservatives and hiding information and news that is good. They are controlling what we can & cannot see. This is a very serious situation-will be addressed!



26K



19K



71K

BBC NEWS

Technology

Trump warns Google, Facebook and Twitter in row over bias

The Washington Post
Democracy Dies in Darkness

The Intersect • Analysis

A short investigation into Trump's claims of 'RIGGED' Google results against him

NEWS

TECH NEWS

Trump accuses Google of 'rigged' search results for news

The president alleged a liberal bias by citing statistics from a conservative blog post covered by the Fox Business Network.

THE Sun

NEWS | FABULOUS | MONEY | MOTORS | TRAVEL | TECH

BRENDAN O'NEILL President Trump right — Google search is biased to liberal Left

Donald has a point when he claims that anyone searching Google for current affairs is likely to be served commentary from the 'Left-Wing Media' because 'Google and others are suppressing voices of Conservatives'

My account

The Guardian

News Opinion Sport Culture Lifestyle

World ► Europe US Americas Asia More

Donald Trump

Trump accuses Google of promoting Obama's speech over his

FINANCIAL TIMES myFT

fastFT US politics & policy + Add to myFT

Trump vows to address Google's 'leftwing media bias'

Accusation made amid conservative and alt-right attacks against social media groups



Google News vs Donald Trump: Bias in Google's Algorithms?

28 Aug 2018

Is Google News biased? This simple question has a complicated answer.

This morning US president Donald Trump sent out a few tweets about Google News. Since [optimising news publishers for Google News](#) is one of my key specialities as a provider of SEO services, this piqued my interest more than a little.

In his tweets, [Trump accuses Google News](#) of having a liberal anti-Trump bias:

"96% of results on "Trump News" are from National Left-Wing Media, very dangerous. Google & others are suppressing voices of Conservatives and hiding information and news that is good. They are controlling what we can & cannot see. This is a very serious situation-will be addressed!"

The source of Trump's information regarding Google News's perceived bias is the right-wing blog PJ Media, who [published a story](#) about the sites that Google News lists when searching for 'Trump' in Google and selecting the 'News' tab in search results. According to PJ Media,

"Not a single right-leaning site appeared on the first page of search results."

Google News vs Donald Trump: Bias in Google's Algorithms?

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"90% of results on 'Trump News' are from National Left-Wing Media, very dangerous. Google & others are suppressing voices of Conservatives and hiding information and news that is good. They are controlling what we can & cannot see. This is a very serious situation - will be addressed!"

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"Not a single right-leaning site appeared on the first page of search results."

This is the chart that PJ Media used to determine if a listed news site is right-wing or left-wing:



Putting aside the questionable accuracy of this chart and the tiny sample size of PJ Media's research, there is a valid underlying question: can algorithms be truly neutral?

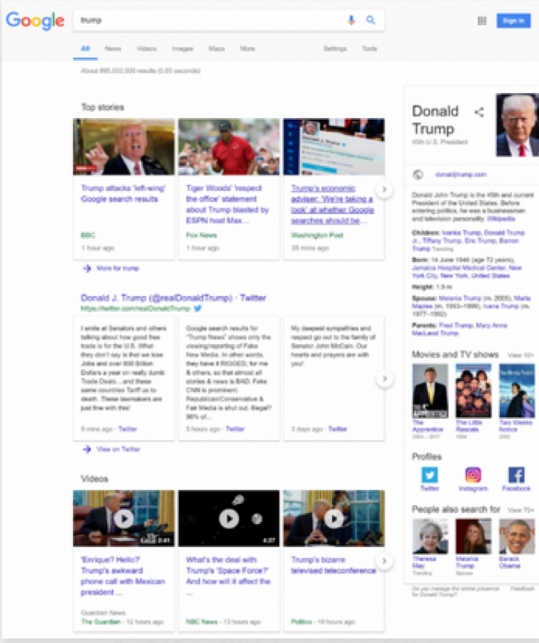
Google News vs Regular Google Search

First of all we need to be clear about what we mean when we say "Google News". Google's search ecosystem is vast, complex, and intricately linked.

Originally, Google News was a separate search vertical that allowed people to search for news stories. It was soft-launched in beta in 2002 and officially launched in 2006.

Then, in 2007, came [Universal Search](#). Google started combining results from different verticals – Images, videos, news, shopping – with its regular web search results. This was the start of Google's SERPs as we know them today: rich results pages where pages from the web are combined with relevant news stories, images, and knowledge graph information.

This is still the norm today. Take, for example, Google's regular web search result for 'trump':



Top half of Google's SERP for 'trump' – click for the full SERP

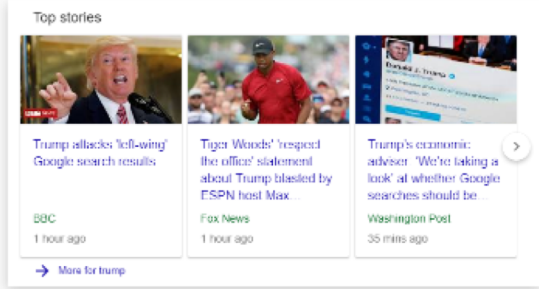
In just this one search results we have a knowledge panel on the right with information on Trump, related movies & TV shows, Trump's official social media profiles, and a 'People also search for' box.

In the main results area we have a Top Stories carousel followed by recent tweets from Donald Trump, relevant videos, a 'People also ask' box of related searches, a box with other US presidents, another box with political leaders, and a box with people relevant to Trump's wife Kana.

And amidst all this there are nine 'regular' web search results. While Trump's official website is listed, it's not the first regular result and the page is dominated by results from publishers: The Guardian, BBC, The Independent, Washington Post, The Atlantic, Vanity Fair, and NY Magazine.

There's a reason publishers tend to dominate such search results – I [gave a talk](#) about that topic in Paris last year – but believe it or not, that's not where news websites get the majority of their Google traffic from. Nor is the [news.google.com](#) vertical a particularly large source of traffic: it only accounts for approximately 2% of traffic to news sites. So where does publishers' search traffic come from?

Well, news publishers depend almost entirely on the Top Stories carousel for their search traffic:

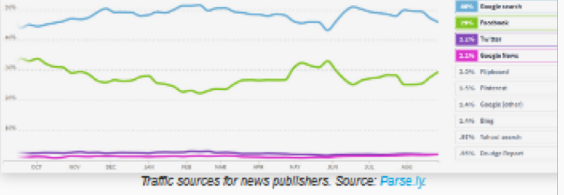


Especially on mobile devices (which is where the [majority](#) of Google searches happen) the Top Stories carousel is a very dominant feature of the results page:

According to [research from Search Engine](#), this top stories box appears in approximately 11.5% of all Google searches which amounts to billions of search results pages every single day.

This is why news publishers work so very hard to appear in that Top Stories carousel, even when it means implementing technologies like [AMP](#) which are contrary to most news organisation's core principles but is a requirement for appearing in Top Stories on mobile.

Of course, search is not the only source of traffic for news publishers, but it is by far the largest:



News publishers don't really have much of a choice: they either play by Google's rules to try and claim visibility in Google News, or try and survive on the scraps that fall from Google's table.

For me the interesting question is not 'Is Google News biased?' but 'how does Google select Top Stories?'

The answer to that question has three main elements: technology, relevancy, and authority.

The Technology of Google News & Top Stories

The technical aspects of ranking in the Top Stories carousel are fairly straightforward, but by no means simple.

First of all, the news site has to be included in the Google News Index. This is not optional – [according to NewsDashboard](#), over 99% of articles shown in Top Stories are from websites that are included in the Google News Index.

Because this news index is [manually maintained](#), there is an immediate opportunity for accusations of bias. The people responsible for curating the Google News index make decisions about which websites are in and which aren't, and this cannot be a 'neutral' and 'objective' process because people aren't neutral and objective. Every news site that is accepted or rejected is done so on the basis of a human decision.

After your inclusion request has been submitted, 'Inclusion request submitted' is displayed and [your site is reviewed by the Google News team](#) within the next 1–3 weeks. Website owners can check the Publisher Centre for updates on their inclusion requests.

As all human decisions are subject to bias – especially unconscious bias – this makes the initial approval process already a subjective one.

Secondly, the news site needs to have certain technical elements in place to allow Google News to quickly crawl and index new articles. This includes structured data markup for your content, and a means of letting Google know you have new news articles (usually through a news-specific XML sitemap).

Both of these technologies are heavily influenced by Google: schema.org is a joint project from Google, Bing and Yahoo, and the sitemaps protocol is entirely dependent on search engines like Google for its existence.

Thirdly, you need to have valid [AMP](#) versions of your articles. Some may see this as an optional aspect, but really, without AMP a news site will not appear in Top Stories on mobile search results. This presents such a catastrophic loss of potential search traffic that it's economically unfeasible for news websites to forego AMP.

While AMP is presented as an open source project, in reality the vast majority of its code is written by Google engineers. At last count, over 90% of the AMP code comes from Googlers. So let's be honest, AMP is a Google project.

This gives Google full technical control over Google News and Top Stories – in Google's own crawling indexing, and ranking systems, as well as the technologies that news publishers need to adopt to be considered for Google News. Publishers don't have all that much freedom in designing their tech stack if they want to have any hopes of getting traffic from Google.

Ranking in Top Stories

The other aspects of ranking in Google News and Top Stories are about the news site's editorial choices. While historically the Top Stories algorithm has been quite simplistic and easy to manipulate, that's less the case nowadays.

Since the powerful backlash against holocaust denial stories appearing in Google News, the search engine has started putting more resources in its News division, with a [newly launched Google News vertical](#) as the result.

The algorithms that decide which stories show up in any given Top Stories carousel take a number of aspects in to consideration:

- Is the article relevant for this query?
- Is it a recently published or updated article?
- Is it original content?
- Is the publisher known to write about this topic?
- Is the publisher trustworthy and reliable?

In Google News there is also a certain amount of personalisation, where Google's users will see more stories from publishers that they prefer or are seen as geographically relevant (for example because it's a newspaper local to the story's focus).

And of course, a lot of the rankings of any given news article depend on how well the article has been optimised for search. A classic example is Angelina Jolie's column for the New York Times about her double mastectomy – if you search for 'angelina jolie mastectomy' her column doesn't rank at all, and at the time it didn't appear in any Top Stories carousel. What you see are loads of other articles written about her mastectomy, but the actual column that kicked off the story is nowhere to be found.

One look at [the article in question](#) should tell you why: it's entirely unoptimised for the most relevant searches that people might type in to Google.

Opinion | OP-ED CONTRIBUTOR

My Medical Choice

By ANGELINA JOLIE MAY 14, 2013

LOS ANGELES

MY MOTHER fought cancer for almost a decade and died at 56. She held out long enough to meet the first of her grandchildren and to hold them in her arms. But my other children will never have the chance to know her and experience how loving and gracious she was.

We often speak of "Mommy's mommy," and I find myself trying to explain the illness that took her away from us. They have asked if the same could happen to me. I have always told them not to worry, but the truth is I carry a "faulty" gene, BRCA1, which sharply increases my risk of developing breast cancer and ovarian cancer.

Some journalism purists might argue that tweaking an article's headline and content for maximum visibility in Google News is a pollution of their craft. Yet journalists seem to have no qualms about optimising headlines for maximum visibility at news stands. News publishers have always tried to grab people's attention with headlines and introduction text, and doing this for Google News is simply an extension of that practice.

Yet even with the best optimised content, news publishers are entirely dependent on Google's interpretations of their writing. It's Google's algorithms that decide if and where an article appears in the Top Stories carousel.

Algorithms Are Never Neutral

According to Google, the new version of Google News uses artificial intelligence:

"The reimagined Google News uses a new set of AI techniques to take a constant flow of information as it hits the web, analyze it in real time and organize it into storylines."

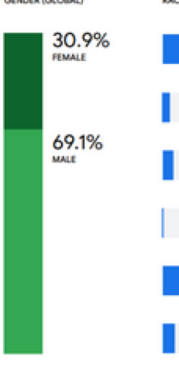
This seems like an attempt at claiming neutrality by virtue of machines making the decisions, not humans. But this doesn't stand up to scrutiny.

All algorithmic evaluations are the result of human decisions. Algorithms are coded by people, and that means they will carry some measure of those people's own unconscious biases and perceptions. No matter how hard Google tries to make algorithms 'neutral', it's impossible to achieve real neutrality in any algorithm.

When Google's algorithm decides that the story from Site A should appear first in the Top Stories carousel, and a similar story from Site B should be way down at the end of the carousel (or not in there at all), that is the result of countless human decisions – some large, some small – about what constitutes relevancy and trustworthiness.

Even with a diverse base of employees from all different backgrounds and walks of life, creating neutral algorithms is immensely challenging. Senior engineers' decisions will almost always outweigh junior staff's decisions, and some people's biases will be represented in those editorial decisions that are made about how an algorithm ranks content.

And here Google can be very rightfully accused. It has an incredibly [homogenous employee base](#).

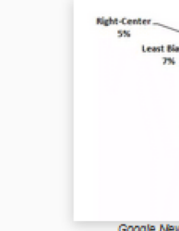


Ironically, while Google [reports](#) on its leanings – which is what sparked the first point of really knowing if Google's engineers

This leaves Google wide open to criticism

Is Google News Biased?

To return to the question of bias in Google News, the controversy is deeply rooted in point towards a left-leaning bias in Google News.



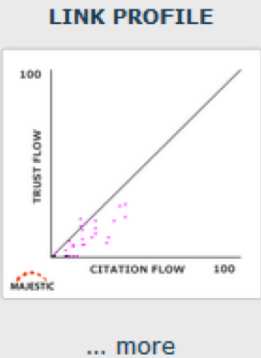
Yet simply looking at Google News search results is a poor approach, because it fails to look at the first place: the technological demands that optimise their articles for Google News news agenda.

And we can't leave out the fact that Google News is not a neutral platform. Yes, actual people choosing stories to document on curation:

How it works: Topics

Based on empirical signals such as user activity, identify topics and subjects that are germane to an event, the latest development. For these topics, the curation team provides a show, sub-topics may include more content. These topics are the sole instance of human curation in Google News for related terms.

The choice of language is very interesting. Google News is known to create bias in its ranking algorithms. In fact, it is itself very susceptible to accusations of bias.



Google News vs Donald Trump: Bias in Google's Algorithms? | Polemic Digital

EXTERNAL BACKLINKS

FRESH
50

REFERRING DOMAINS

FRESH
17

REFERRING IPS

FRESH
17

REFERRING SUBNETS

FRESH
17

Reported page navigation issue on your AMP pages

To owner of site https://[redacted]

An evaluation of your site has revealed issues with [redacted] that may affect your appearance on search, but with just a few changes, you could improve the user experience on these pages. You can see a list of affected pages at the end of this message.

Fix your pages

- 1 Understand the issue**
The AMP page is missing all navigational features such as a table of contents and/or hamburger menu.
- 2 Fix your implementation**
Fixing your implementation can improve the user experience across your whole site. [Read the documentation to learn how to fix your issue.](#)
- 3 Validate your fix**
Open all affected pages in mobile view and confirm that the reported issue has been fixed.

Reported missing non-critical content issue on your AMP pages

To owner of site http://[redacted]

An evaluation of your site has revealed issues with [redacted] that may affect your appearance on search, but with just a few changes, you could improve the user experience on these pages. You can see a list of affected pages at the end of this message.

Fix your pages

- 1 Understand the issue**
The canonical page allows users to view and interact with content that is not. This is often considered missing content.
- 2 Fix your implementation**
Fixing your implementation can improve the user experience across your whole site. [Read the documentation to learn how to fix your issue.](#)
- 3 Validate your fix**
Open all affected pages in mobile view and confirm that the reported issue has been fixed.

Reported media issue on your AMP pages

To owner of site https://[redacted]

An evaluation of your site has revealed issues with some of your AMP pages. This issue will not affect your appearance on search, but with just a few changes, you could improve the user experience on these pages. You can see a list of affected pages at the end of this message.

Fix your pages

- 1 Understand the issue**
The canonical page contains a media carousel that is missing or broken in the AMP version of the page.
- 2 Fix your implementation**
Fixing your implementation can improve the user experience across your whole site. [Read the documentation to learn how to fix your issue.](#)
- 3 Validate your fix**
Open all affected pages in mobile view and confirm that the reported issue has been fixed.



Google AMP Can Go To Hell

5 Sep 2018

Google wants websites to adopt AMP as the default approach to building webpages. Tell them no.

Let's talk about [Accelerated Mobile Pages](#), or AMP for short. AMP is a Google pet project that purports to be *"an open-source initiative aiming to make the web better for all"*. While there is a lot of emphasis on the official AMP site about its open source nature, the fact is that over 90% of contributions to this project come from Google employees, and it was initiated by Google. So let's be real: **AMP is a Google project**.

Google is also the reason AMP sees any kind of adoption at all. Basically, Google has forced websites – specifically news publishers – to create AMP versions of their articles. For publishers, AMP is not optional; without AMP, a publisher's articles will be [extremely unlikely](#) to appear in the Top Stories carousel on mobile search in Google.

And due to the popularity of mobile search compared to desktop search, visibility in Google's mobile search results is a must for publishers that want to survive in this era of diminishing revenue and fierce online competition for eyeballs.

If publishers had a choice, they'd ignore AMP entirely. It already takes a lot of resources to keep a news site running smoothly and performing well. AMP adds the extra burden of creating separate AMP versions of articles, and keeping these articles compliant with the ever-evolving standard.

So AMP is being kept alive artificially. AMP survives not because of its merits as a project, but because Google **forces websites** to either adopt AMP or forego large amounts of potential traffic.

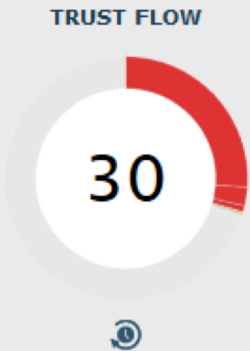
https://www.polemicdigital.com/google-amp-go-to-hell/ 

URL 



 Use Fresh Index ☐

 Use Historic Index ☐



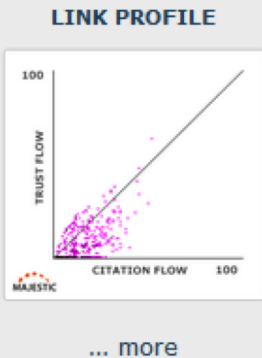
- TOPICAL TRUST FLOW
- 30

Computers / Programming / Personal Pages
- 24

Computers / Programming / Languages
- 22

Computers / Internet / Web Design and Development
- 20

Business
- more ...



Google AMP Can Go To Hell | Polemic Digital

EXTERNAL BACKLINKS	REFERRING DOMAINS	REFERRING IPS	REFERRING SUBNETS
FRESH 3,031	FRESH 253	FRESH 239	FRESH 237

ORY
THE
WORLD
—
WADSWORTH

STORY
OF THE
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WADSWORTH

HISTORY
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WADSWORTH

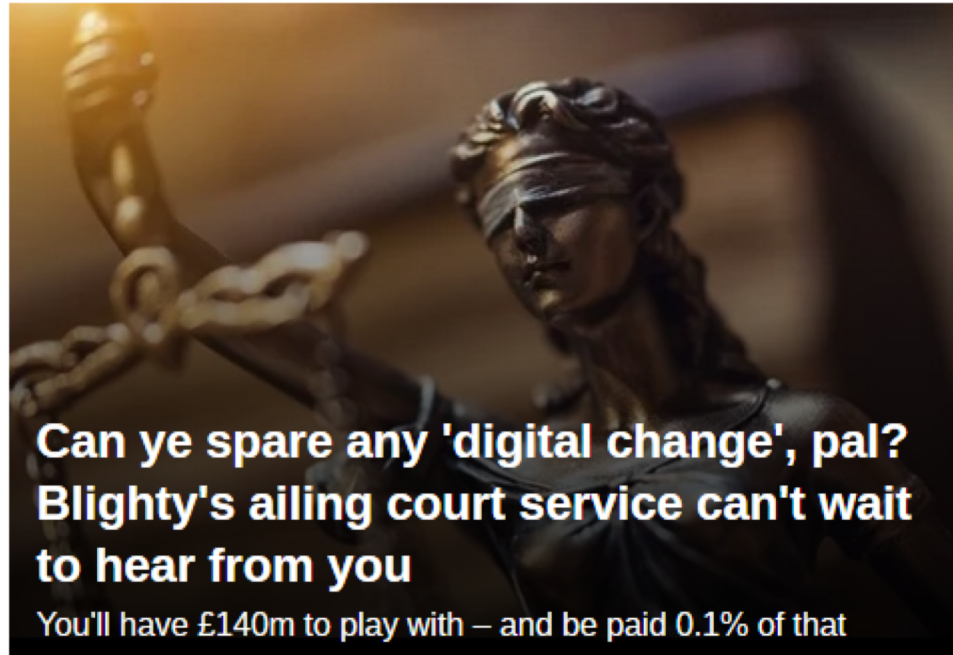


1	<div>12 Computers / Internet / Web Design and Development</div> <div>Expert SEO Consultancy Polemic Digital</div> <div>http://www.barryadams.co.uk/</div> <div>HTTP 301 Permanent Redirect</div> <div>↳ https://www.polemicdigital.com/</div>	464	58	13	28	0 1 1 1	18 Mar 2019
2	<div>15 Computers / Internet / Web Design and Development</div> <div>http://www.barryadams.co.uk/2013/09/shafted-by-darryl-collins-banja...</div> <div>HTTP 301 Permanent Redirect</div> <div>↳ https://www.polemicdigital.com/2013/09/sha...</div>	21	6	15	11	0 1 1 1	13 Dec 2018
3	<div>http://www.barryadams.co.uk/2013/05/google-anti-seo-propaganda/</div> <div>HTTP 301 Permanent Redirect</div> <div>↳ https://www.polemicdigital.com/2013/05/qoo...</div>	10	6	0	18	0 1 1 1	12 Mar 2019
4	<div>10 Society / People</div> <div>http://www.barryadams.co.uk/2013/07/social-media-is-dead-long-live-...</div> <div>HTTP 301 Permanent Redirect</div> <div>↳ https://www.polemicdigital.com/2013/07/soc...</div>	21	5	10	20	0 1 1 1	10 Mar 2019
5	<div>http://www.barryadams.co.uk/2012/01/the-2012-google-clusterfuck-cou...</div> <div>HTTP 301 Permanent Redirect</div> <div>↳ https://www.polemicdigital.com/2012/01/the...</div>	37	4	0	19	0 1 1 1	06 Mar 2019
6	<div>2 Health / Mental Health</div> <div>http://www.barryadams.co.uk/2012/08/the-adversarial-relationship-be...</div> <div>HTTP 301 Permanent Redirect</div> <div>↳ https://www.polemicdigital.com/2012/08/the...</div>	10	4	2	18	0 1 1 1	22 Feb 2019





TOP STORIES



Can ye spare any 'digital change', pal? Blighty's ailing court service can't wait to hear from you

You'll have £140m to play with – and be paid 0.1% of that

CLOUDERA gets all SHOUTY about rebrand: SMASHES capslock, but easy on the elephants

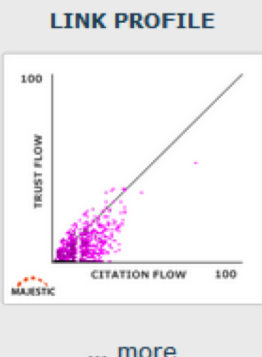
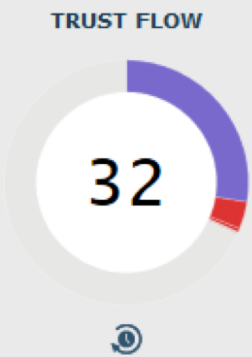
[LOGOWATCH](#) Merger so fresh, gabfest freebies had old logo

My AWS Lambda Custom Runtimes bring all the .NET Core to the yard, and they're like... where is this headline going?

Good news for all – whoa, not so fast, Visual Studioers

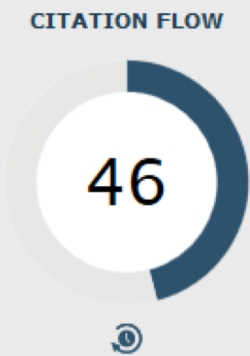
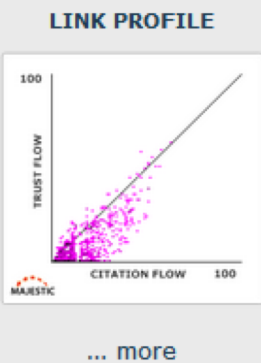
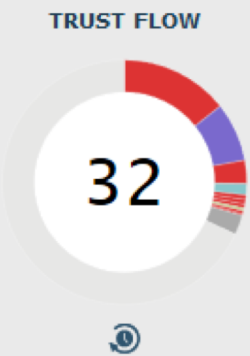
Android clampdown on calls and texts access trashes bunch of apps

Users unchuffed, devs pulling bricked wares off Google Play



Ballmer: 'Linux is a cancer' • The Register

EXTERNAL BACKLINKS	REFERRING DOMAINS	REFERRING IPS	REFERRING SUBNETS
FRESH 4,538	FRESH 938	FRESH 841	FRESH 760



Wow, fancy that. Web ad giant Google to block ad-blockers in Chrome. For safety, appare...

EXTERNAL BACKLINKS

FRESH
16,033

REFERRING DOMAINS

FRESH
658

REFERRING IPS

FRESH
602

REFERRING SUBNETS

FRESH
558

PADDYPOWER.

#	Page		External backlinks	Referring domains	URL Flow Metrics		Outbound		Last Seen
					Trust Flow	Citation Flow	Internal	External	
							Total Outlinks		
							Ext Domains		
1	<div>13 Society / People</div> <div>Betting Tips, Odds & News on Football, Horse Racing ...</div> <div>https://news.paddypower.com/</div> <div>EN English, 99% confidence</div>	2,003	334	14	42	60 16 76 6	24 Dec 2018		
2	<div>12 Sports / Soccer</div> <div>Betting Tips, Odds & News on Football, Horse Racing ...</div> <div>http://news.paddypower.com/</div> <div>HTTP 301 Permanent Redirect</div> <div>↳ https://news.paddypower.com/</div>	509	146	12	29	1 0 1 0	24 Dec 2018		
3	<div>12 Business / Marketing and Advertising</div> <div>Why we're donating 10k to LGBT+ charities for every ...</div> <div>https://news.paddypower.com/world-cup-2018/2018/06/12/russia-10k-ga...</div> <div>EN English, 99% confidence</div>	622	101	13	28	36 17 53 6	29 Nov 2018		
4	<div>1 Sports / Tennis</div> <div>Ince: Mo Salah should stay at Liverpool and win the ...</div> <div>https://news.paddypower.com/football/2018/03/23/ince-mo-salah-makin...</div> <div>EN English, 99% confidence</div>	97	53	1	11	36 10 46 3	28 Oct 2018		

PADDYPOWER.

WINGING IT SINCE 1988.

FOOTBALL ▼

HORSE RACING

GOLF

FAN DENIAL

REWARDS CLUB

MORE ▼



EVERY TIME RUSSIA SCORE WE'RE DONATING £10K TO LGBT+ CHARITIES

From Russia with Equal Love: Why we're making accidental allies of the World Cup home nation

 Use Fresh Index ☐ Use Historic Index ☒

Summary

Ref Domains

Backlinks

New

Lost

Anchor Text

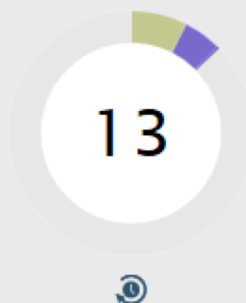
Map

Pages

Topics



TRUST FLOW

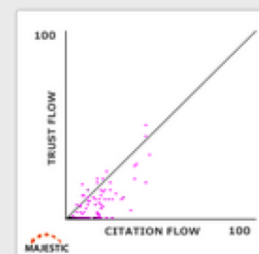


TOPICAL TRUST FLOW

- 12 Business / Marketing and Advertising
- 12 Society / People
- 8 Health / Medicine
- 7 Computers / Internet / On the Web

[more ...](#)

LINK PROFILE

[... more](#)

CITATION FLOW



Why we're donating 10k to LGBT+ charities for every Russian goal at the World Cup

EXTERNAL BACKLINKS

HISTORIC

622

REFERRING DOMAINS

HISTORIC

101

REFERRING IPS

HISTORIC

92

REFERRING SUBNETS

HISTORIC

87



BLOG

Diageo Screw BrewDog

09.05.2012



The 2012 BII Scotland Annual Awards: Celebrating success in the license trade in Scotland. BII are an organisation (www.bii.org) whose mission is to raise standards in licensed retail. The awards on Sunday 6th May were a huge glitzy affair held at the Grand Central Hotel in Glasgow.



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Blog

Discover the latest news from BrewDog and take a sneaky peek at what's going on in the brewery...





Categories


Beer and Food (29)
Beer Rocks (29)
Beer Tasting (12)
Bracken's Blogs (11)
BrewDog Bars (65)
BrewDog News (340)
Business for Punks (37)
Caption Competitions (24)
Our Beers (61)
Sales Team Updates (13)
Video Blog (28)

Archive

2012 (75)

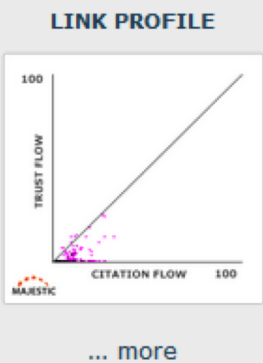






 Use Fresh Index ☐

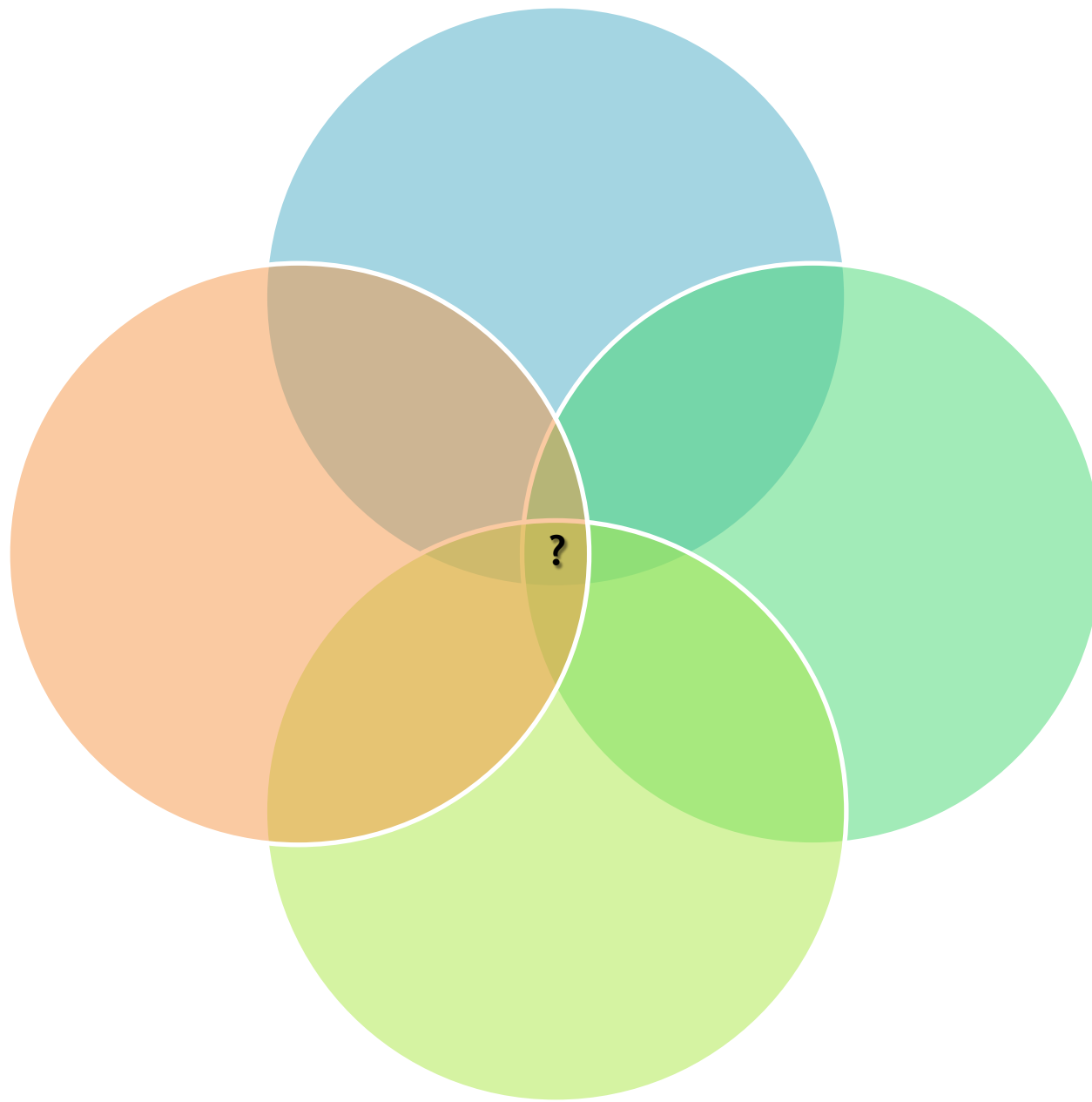
 Use Historic Index ☒




Diageo Screw BrewDog Part II - BrewDog

EXTERNAL BACKLINKS	REFERRING DOMAINS	REFERRING IPS	REFERRING SUBNETS
HISTORIC	HISTORIC	HISTORIC	HISTORIC
29,632	1,822	270	237









-EVIDENCE-

NAME _____







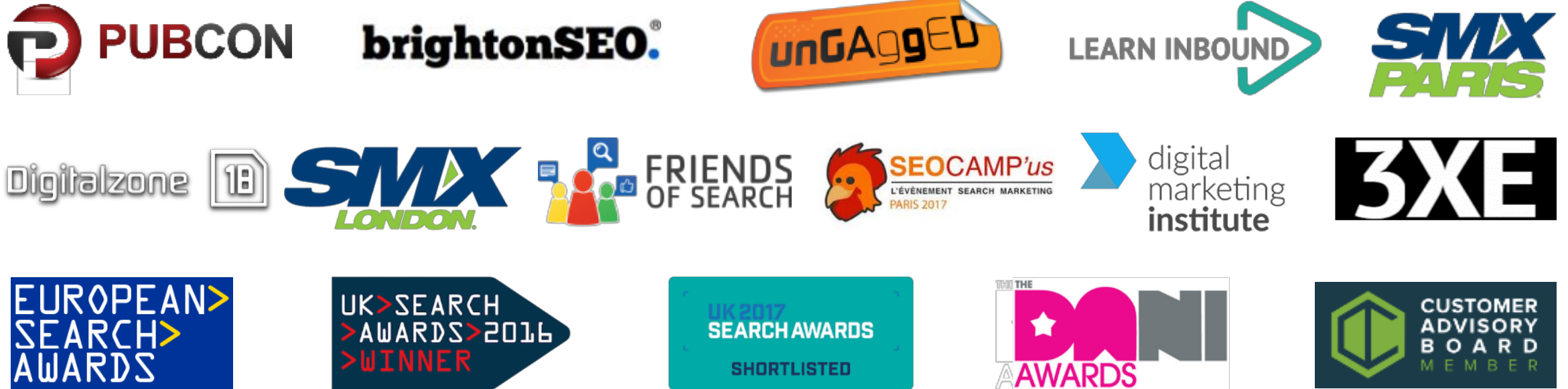
@badams
#SMX

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Thank You

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