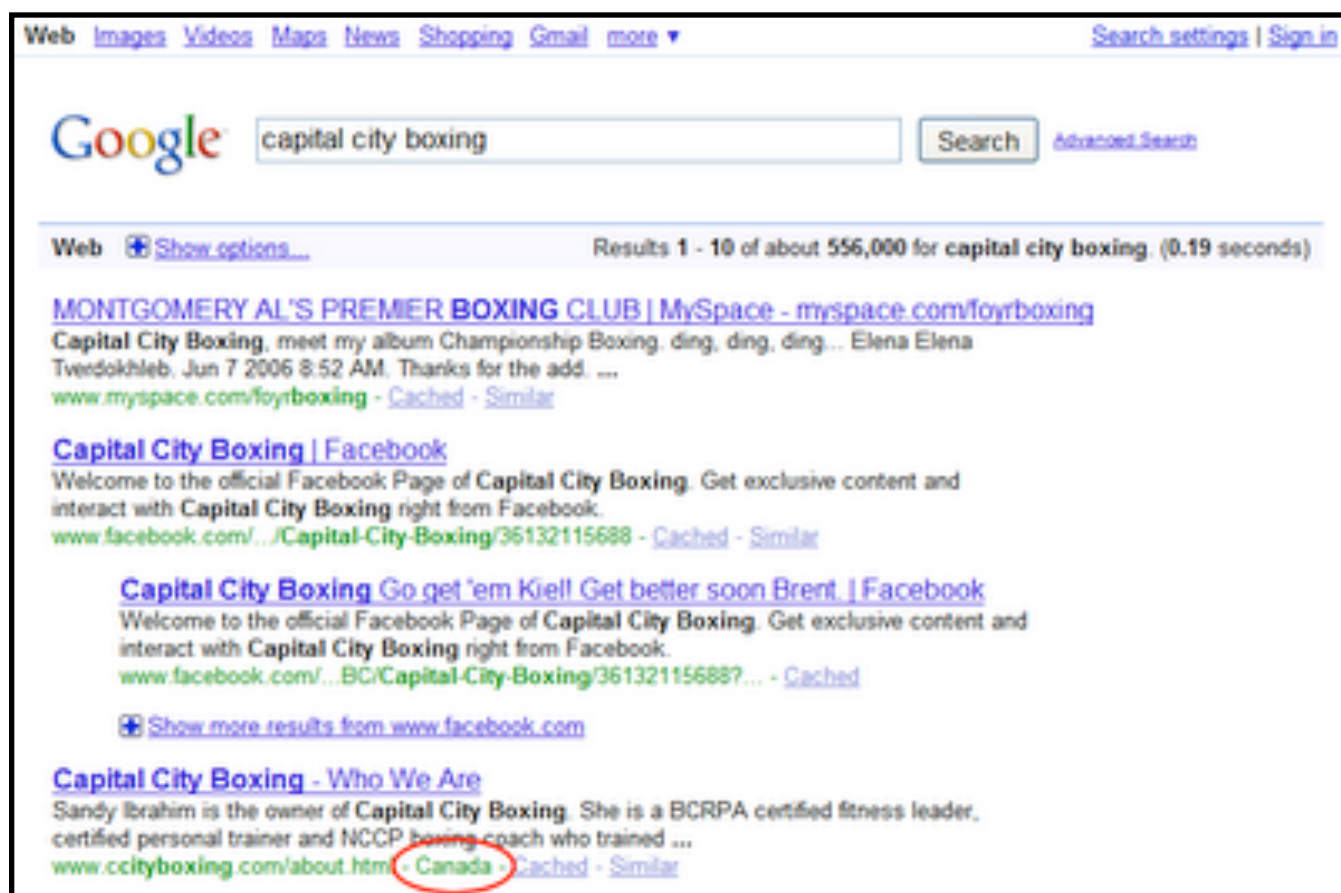


Location Tags in Google Search Results November 2009

Google are now including "locations" in the URL section of their results pages to assist users identify the location of the website and avoid confusion for users when they are searching for terms with a geographical keyword.

As the screen capture below shows, the term "Capital City Boxing." when searched on in Canada will return results that are from Canada. Google assumes you meant nearby or boxing clubs within Canada.



The screenshot shows a Google search for "capital city boxing". The search bar contains the text "capital city boxing" and the search button is labeled "Search". Below the search bar, the results are displayed. The first result is "MONTGOMERY AL'S PREMIER BOXING CLUB | MySpace - myspace.com/foyrboxing". The second result is "Capital City Boxing | Facebook". The third result is "Capital City Boxing Go get 'em Kiell Get better soon Brent. | Facebook". The fourth result is "Capital City Boxing - Who We Are" with a URL that includes "- Canada" circled in red. The search results are for "Results 1 - 10 of about 556,000 for capital city boxing. (0.19 seconds)".

As a webmaster, you can control how this feature works by adjusting your Geographic Targeting settings. Log in to Google Webmaster Tools and choose Site configuration > Settings > Geographic Target. From here you can associate a particular country/region with your site. These settings will determine the name that appears as a region tag.

Region tags improve search results by providing valuable information about website location right in the green URL line.

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