

Google Giving Brands Better Search Results

Fri, Oct 23, 2009 | Posted by [Chris Suarez](#)

Since [Google](#) has been rolling out more frequent updates to their search engine, with the brand (Vince) update being the most recent, we have seen a number of changes to Google's search results.

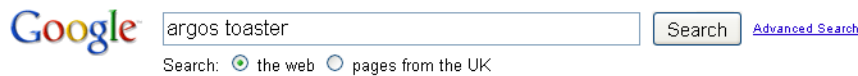
- Site links on indented results
- Extended versions of result snippets
- The more details option which includes the 'wonder wheel' option

Now?

Double indents for branded searches

Here are some examples of branded search queries with the extra indented result

Argos toaster



Web [+ Show options...](#) Results 1 - 10

[Buy Toasters at Argos.co.uk - Your Online Shop for Toasters. - \(74 ...](#)
Buy **Toasters** at **Argos.co.uk**, visit **Argos.co.uk** to shop online for **Toasters**.
[www.argos.co.uk/...14418476%7CToasters%7C14418671/.../3%7Ccat_14418671%7CToasters%7C14418674.htm](#) - [Cached](#) - [Similar](#) - [🔗](#) [🔗](#) [🔗](#)

[Buy Toasters at Argos.co.uk - Your Online Kitchen and laundry Shop.](#)
Buy **Toasters** at **Argos.co.uk**, visit **Argos.co.uk** to shop online for Kitchen ...
[www.argos.co.uk/.../2%7Ccat_14418476%7CToasters%7C14418671.htm](#)

[Buy Sandwich toasters at Argos.co.uk - Your Online Shop for ...](#)
Buy **Sandwich toasters** at **Argos.co.uk**, visit **Argos.co.uk** to shop online for ...
[www.argos.co.uk/...14418476%7CToasters%7C14418671/.../3%7Ccat_...](#)

[More results from argos.co.uk >](#)

Double indented result for Argos toaster

Halfords Car Seats

Google [Advanced Search](#)
Search: the web pages from the UK

Web [+ Show options...](#) Results 1 - 9 of about 14,600

Child Car Seats Sponsored Link
www.halfords.com/CarSeats Save Up To 50% On Child Seats Plus Reserve Online and Collect Instore
[+ Show map of 126-127 QUEENS ROAD, BRIGHTON, SUSSEX, BN1 3WB](#)

[Baby & Child, Children's Car Seats, Pushchairs, Prams ...](#)
Buy Online at **Halfords.com** for a wide range of Baby & Child products.
www.halfords.com/.../categorydisplay_storeid_10001_catalogid_10151_categoryid_165560_langid_-1 - [Cached](#) - [Similar](#) - [🔍](#) [🗺](#) [🗕](#)

[Satellite navigation, bikes, car stereos, child seats, car ...](#)
Buy online at **Halfords.com** for a wide range of bikes, sat nav, car audio, ...
www.halfords.com/

[Children's Car Seats, Infant Carriers, Child Car Seats, Booster ...](#)
Buy Online at **Halfords.com** for a wide range of Children's Car Seats ...
www.halfords.com/.../categorydisplay_storeid_10001_catalogid_10151_...

[More results from halfords.com >](#)

Double indented result for Halfords car seats

Cheap Flights have benefitted from this greatly as they have now increased their search real estate on cheap flight related searches

Google [Advanced Search](#)
Search: the web pages from the UK

Web [+ Show options...](#) Results 1 - 10 of about 14,600,00

Cheap Flights to New York Sponsored Links
flightcentre.co.uk/New-York-flights Cheapest Flights to NewYork fr £216 Awesome New York Price incl. taxes

[New York Flights - £361](http://www.britishairways.com/new_york)
www.britishairways.com/new_york Direct flights to New York fr £361 rtn inc tax. Book online at ba.com!

[Cheap Flights To New York](http://www.AerLingus.com)
www.AerLingus.com Fly via Dublin with Aer Lingus from £189 each way including taxes!

[Cheap Flights to New York City - Compare New York City flights](#)
Search and compare prices on **cheap flights to New York City** and get the latest **flight** deals from all major airlines and travel agents.
www.cheapflights.co.uk/flights/New-York/ - [Cached](#) - [Similar](#)

[Cheap flights from Heathrow to New York City \(NY\) \(Flights to New ...](#)
Heathrow to **New York City flights**. Search and compare **cheap flights** from ...
www.cheapflights.co.uk/flights/New-York/Heathrow/

[Cheap Flights - Compare prices on cheap flights, airlines & last ...](#)
from £27.60 per person Transfers to **New York** with HolidayTaxis.com ...
www.cheapflights.co.uk/

[More results from cheapflights.co.uk >](#)

Double indented result for cheap flights to New York

We knew Google started to favour ?brands? with their latest update by giving sites which displayed certain trust signals, however this is a different type of favouritism all together. You may say that Google knows when a brand search is being conducted because the brand usually appears in the domain name, however I have found a couple of examples where this is just not true.

Here is an example of where a double indend does not happen for a branded search



stokke high chairs

Search

[Advanced Search](#)

Search: the web pages from the UK

Web [+ Show options...](#)

Results 1 - 10 of about

[TRIPP TRAPP® highchair - Stokke® United States](#)

More than a highchair, TRIPP TRAPP® is the award-winning children's **chair** from STOKKE®, available in 11 colors and with a wide range of optional accessories ...

www.stokke-highchair.com/en-us/tripp-trapp-highchair.aspx - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [🗕](#)

[Highchair - Stokke® United States](#)

Tripp Trapp®, Modern Eco-Friendly Wooden **High Chair** ... in September/October issue 2008, STOKKE® and Tripp Trapp® **high chair** get some special attention. ...

www.stokke-highchair.com/ - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [🗕](#)

[+ Show more results from www.stokke-highchair.com](#)

Double indented result for Stokke highchairs

I what other surprises Google has up their sleeves?

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