



Webinar

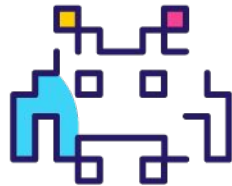
How Search Engines use Machine Learning (and what that means to SEO)

GAMEPLAY & RULES

- Earn points by signing up, attending, and participating
 - Unlock new levels, earn badges and check our leaderboard
- Use **#SuperSEOGame** to continue the conversation
 - Have fun!



SINGLE PLAYER of the day



Jason Barnard



The Brand SERP **Guy**



Jason Barnard

The Brand SERP Guy



➔ The Brand SERP Guy

Google

Search results for "jason barnard":

About 11,800,000 results (0.41 seconds)

<https://jasonbarnard.com>

Jason Barnard (the Brand SERP Guy) : I'm a digital marketing ...
2021 I specialize in optimizing Brand SERPs and managing knowledge panels. I am also CEO and founder of Kalicube, and have built Kalicube Pro - an Online ...
Digital Marketer Podcast Musician Bowes & Kwake

Podcasts

- With Jason Barnard... 2 weeks ago
How the Image and Video Algorithm Works at Bing
- With Jason Barnard... 2 weeks ago
How the Q&A / Featured Snippet Algorithm Works
- With Jason Barnard... 4 days ago
The Convergence of SEO and Content with Eric Engle

<https://twitter.com/jasonmbarnard>

Jason Barnard (@jasonmbarnard) · Twitter

Fastest Tweet in the West (or east, for that matter.)

Unusual @jasonbarnard has a brand new #Knowledgepanel... The #KnowledgePanel API returns nothing. From my data that appears to be only 2% of the time. As this is a new knowledge panel, that may just be the API needs some time to catch up. And yes, Jason is my top poster. D

Twitter · 16 days ago

[View on Twitter](#)

www.searchenginejournal.com · author · jason-barnard ·

Jason Barnard, Author at Search Engine Journal
About Jason Barnard is an international digital marketing consultant who specializes in Brand SERPs, he also teaches Brand SERP optimization to students at ...

www.semrush.com · Jason Barnard ·

Jason Barnard – SEMrush profile
Jason Barnard teaches Brand SERP optimization to students at Kalicube.pro. He also hosts a marketing podcast, speaks at digital marketing conferences ... and ...

kalicube.pro · brand-sep-courses ·

Brand SERP Courses - Jason Barnard / Kalicube
Leveraging Brand SERPs for a significant competitive advantage in simplicity itself. This series of courses shows you how, step by step... with or without ...

Videos

- Smartest People in SEO with SE Ranking | First Guest - Jason ...
YouTube · SE Ranking
Jan 30, 2020
- Kalicube Tuesdays with Rand Fishkin and Jason Barnard: The Knowledge Graph without Wikipedia
YouTube · Kalicube
Aug 3, 2020
- Vineet Academy webinar: Structured data with Jason Barnard!
YouTube · Vineet
Sep 5, 2019

[View all](#)

www.linkedin.com/jasonbarnard

Jason Barnard - Author, speaker and consultant - Brand ...
Jason Barnard - Author, speaker and consultant on all things digital marketing. Specialist subject: Brand SERPs (what appears when someone googles your name) ...
Paris, Île-de-France, France · Kalicube

Searches related to jason barnard

- jason barnard linkedin
- jason barnard podcast
- vineetguy jason barnard

www.linkedin.com/jasonbarnard

Jason Barnard
British-French musician

Available on

- YouTube
- Deezer

Birth: 5 June 1965 (age 54 years), Leeds, District

Parents: Kate Westbrook

Children: Léonor-Ja Barnard

Albums: Une nuit tranquille chez les Barkings Dogs

TV shows: Bowes and Kwake

Songs

- Bowes & Kwake
12 chansons (pop-rock... (plusique pour enfants).
- Tes heures et te le sells
12 Chansons (pop-rock... 1999
- Manger, manger, manger
12 Chansons (pop-rock... 1999

[View 25+ more](#)

Profiles

- Twitter
- LinkedIn
- YouTube

People also search for

- Rand Fishkin
- Bill Swanki
- Cindy Hunt
- Harriet Davis

Feedback

Go

1 2 3 4 5 6 7 8 9 10

Next



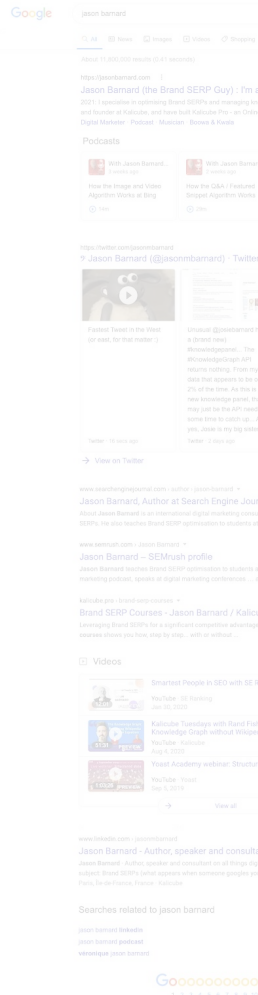
Kalicube.pro - it's all about your Brand SERP



@jasonmbarnard



Jason Barnard
The Brand SERP Guy



Jason Barnard

British-French musician

Jason Barnard is an international digital marketing consultant who specialises in Brand SERPs. He also teaches Brand SERP optimisation to students at Kalicube.pro.

www.searchenginejournal.com › author › [jason-barnard](#)
Jason Barnard, Author at Search Engine Journal

jasonbarnard.com

Available on

YouTube

Deezer

Born: 5 June 1966 (age 54 years), Leeds District

Parents: Kate Westbrook

Children: Léonor-Jo Barnard

Albums: *Une nuit tranquille chez les Barking Dogs*

TV shows: Boowa and Kwala

Songs

Boowa et Kwala
12 chansons joyeuses... (musique pour enfants)...

Tes heureux et tu le sais
12 Chansons Joyeuses · 1999

Manger, manger, manger
12 Chansons Joyeuses · 1999

View 25+ more

Profiles

Twitter

LinkedIn

YouTube

People also search for

Rand Fishkin

Bill Slawski

Cindy Krum

Hamlet Batista

Feedback

→ The Brand SERP Guy
(The Knowledge Panel Guy)



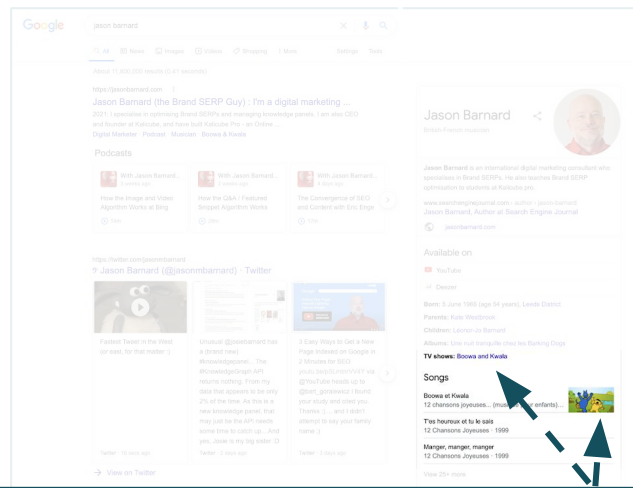
Kalicube.pro - it's all about your Brand SERP



@jasonmbarnard

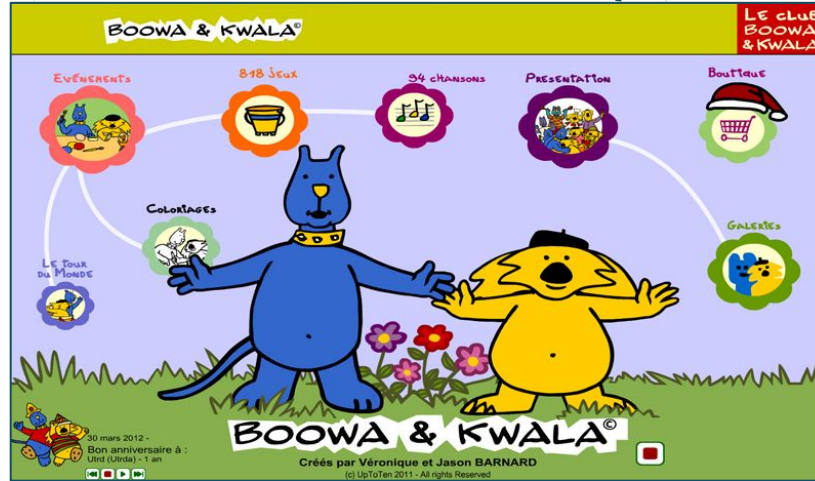


Jason Barnard
The Brand SERP Guy



→ The Brand SERP Guy

→ **2 decades in digital**
(previous job: blue dog)



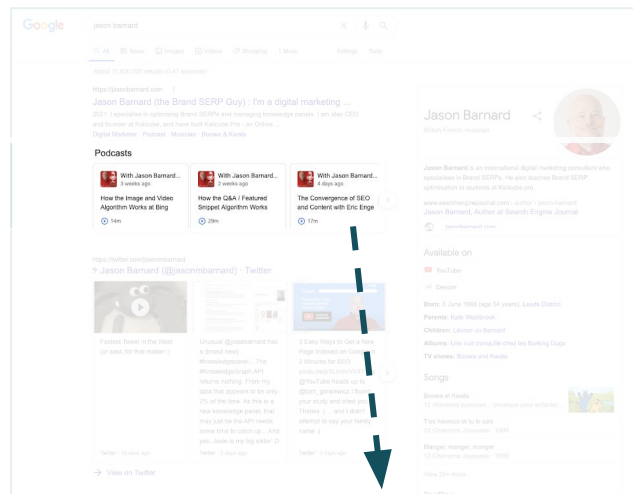
Kalicube.pro - it's all about your Brand SERP



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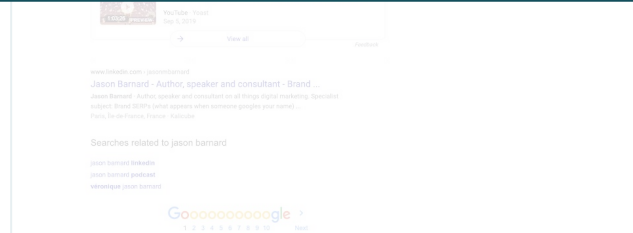
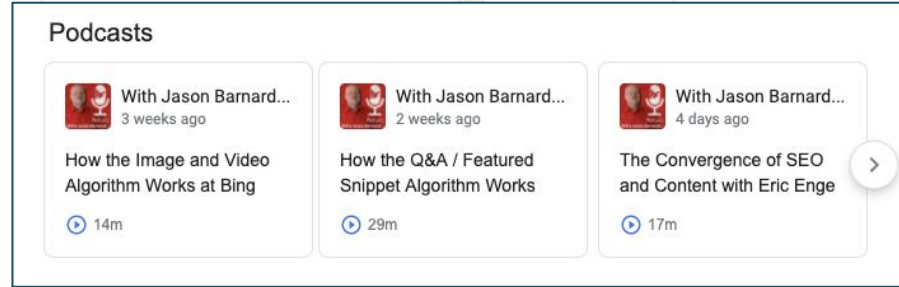
Jason Barnard
The Brand SERP Guy



→ The Brand SERP Guy

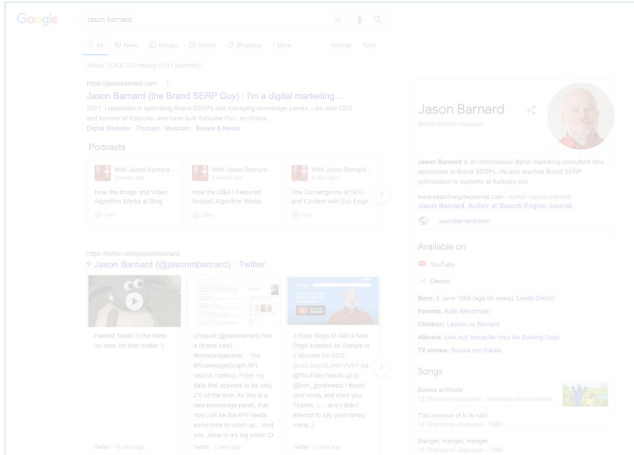
→ 2 decades in digital

→ **Groovy podcast**
(intelligent interesting and fun)





Jason Barnard
The Brand SERP Guy

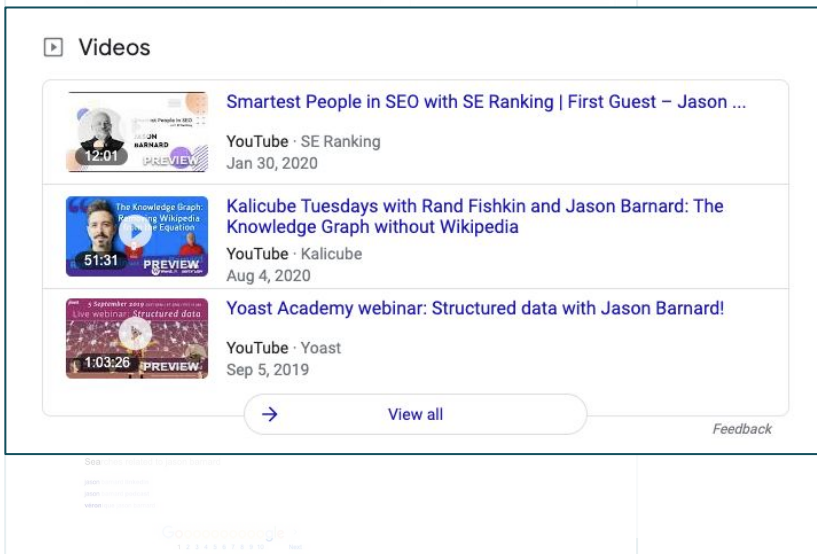


→ The Brand SERP Guy

→ 2 decades in digital

→ Groovy podcast

➔ **Speaker & Host**



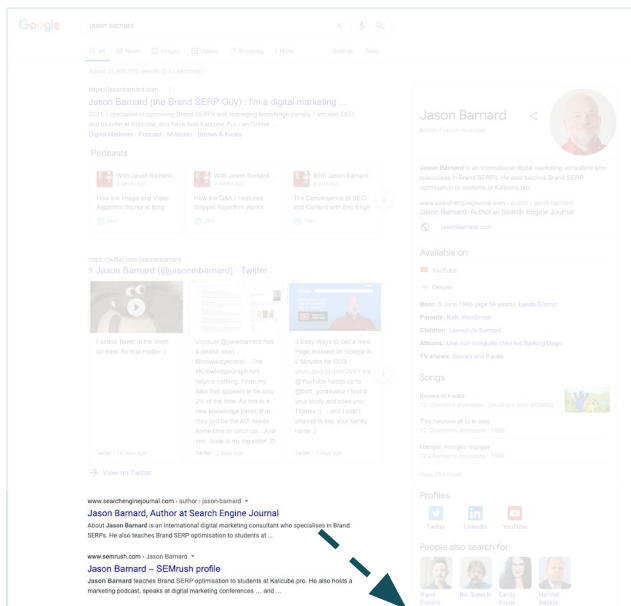
Kalicube.pro - it's all about your Brand SERP



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Jason Barnard
The Brand SERP Guy



- The Brand SERP Guy
- 2 decades in digital
- Groovy podcast
- Speaker & Host

➔ **Author**

[www.searchenginejournal.com › author › jason-barnard](https://www.searchenginejournal.com/author/jason-barnard)

Jason Barnard, Author at Search Engine Journal

About **Jason Barnard** is an international digital marketing consultant who specialises in Brand SERPs. He also teaches Brand SERP optimisation to students at ...

[www.semrush.com › Jason Barnard](https://www.semrush.com/author/jason-barnard)

Jason Barnard – SEMrush profile

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Kalicube.pro - it's all about your Brand SERP

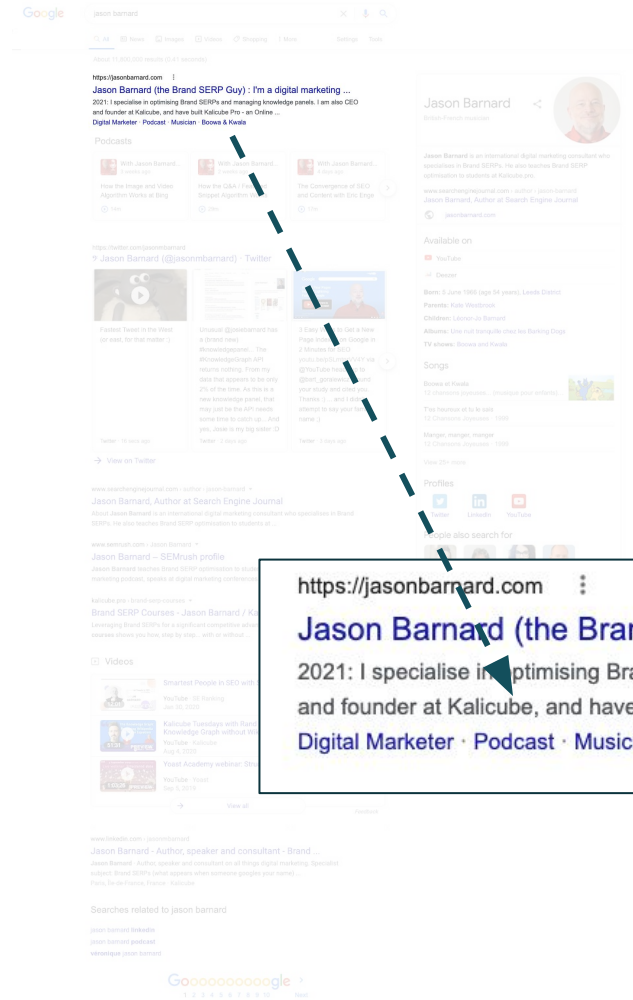


@jasonmbarnard



Jason Barnard

The Brand SERP Guy



→ The Brand SERP Guy

→ 2 decades in digital

→ Groovy podcast

→ Speaker & Host

→ Author

➔ SaaS Builder

<https://jasonbarnard.com>

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Digital Marketer · Podcast · Musician · Boowa & Kwala



Kalicube.pro - it's all about your Brand SERP



@jasonmbarnard

1. What is Machine Learning?

1. What is Machine Learning?
2. How does it work (in search)?

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2. How does it work (in search)?
3. 5 Ways it is used in the Engines
(and what can you do from a practical perspective)

1. What is Machine Learning?
2. How does it work (in search)?
3. 5 Ways it is used in the Engines
(and what can you do from a practical perspective)
4. What's next?

What is Machine Learning?

AI

(emulate human intelligence / behaviour)

vs

ML

(accomplish a defined task in place of a
human - hopefully with better results)

What is Machine Learning?

Machine Learning

Data



Ingredients

Maths

$$\begin{array}{ll} N(\mu, \sigma^2) & \alpha x \\ \nabla & \Sigma \\ P(A|B) & f(x) \\ HG(N, K, n) & D \times 2y \end{array}$$

Pots and Pans

Intuition




Human skill

 Kalicube.pro


How does ML work in Search Engines?

How Bing ranking works



Frédéric Dubut

THE Bing SERIES #1



1. The human tells the machine which are the factors (he calls them features 😊) that they think are important, and gives them the rules as to what is considered success and failure.
2. The machine is then fed with a **vast** number of different human-labeled examples of good and bad results for a range of different search queries.
3. The machine then figures out the different weights for the features that will provide quality results in any circumstance, whatever the input (ie even for new examples the machine has never seen before).

Quick Aside

<https://kalicube.pro/grs>



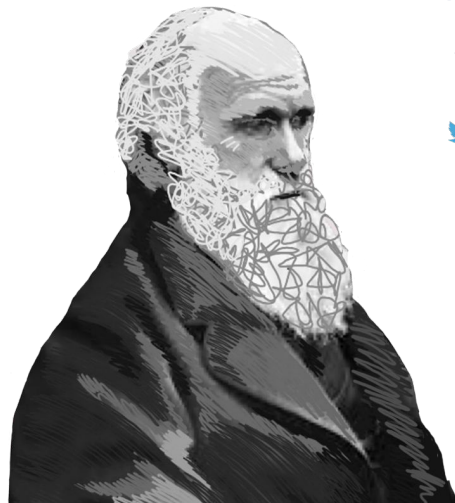
How Google Search Ranking Works – Darwinism in Search

Here's what Gary Illyes tells search engineers when they start at Google, and learn a stunning insight into how Google search ranking works.



Jason Barnard / May 19, 2019 / 10 min read

2.1K 30K
SHARES READS



Where is it used in the algos?

Warning

Google announcement does not mean the ML is extensively used.

Not because they CAN that they DO.

ML can be costly - used according to cost.

ML is moving FAST (see BERT vs MUM).

Where is it used in the algorithms?

common, common, common, common, common, common,
community, common, common, common, community, common,
common, common, community, common, common, common,
community, common, common, common, community, common,
common, common, community, common, common, common,
community, common, common, common, community, common,
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community, common, common, common, community, common,
common, common, community, common, common, common,
community, common, common, common, community, common,
common, common, community, common, common, common...

How is it implemented?

(is the machine running wild in the wild?)

In the Wild

Build ML algorithm offline -> Release & Collect Data -> Humans judge results (**metrics**)



In the Wild

It runs within a **controlled** environment with human imposed **boundaries**



In the Wild

Every time it runs it learns and changes...



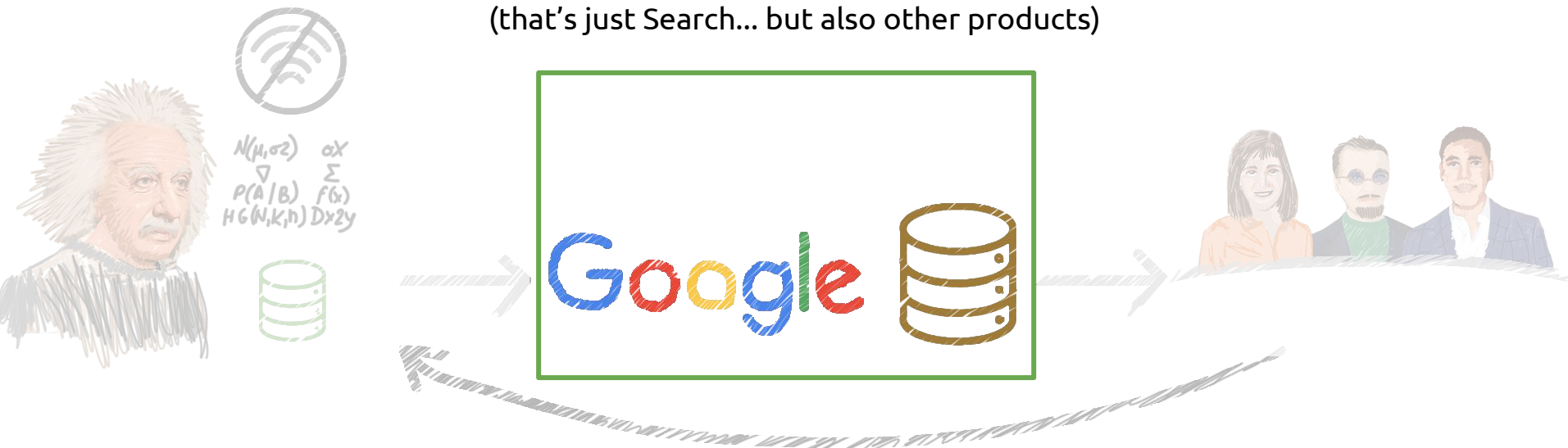
In the Wild

Every time it runs it learns and changes...
Next time it will run very slightly differently...



In the Wild

Every time it runs it learns and changes...
Next time it will run very slightly differently...
This can happen billions of times per second
(that's just Search... but also other products)

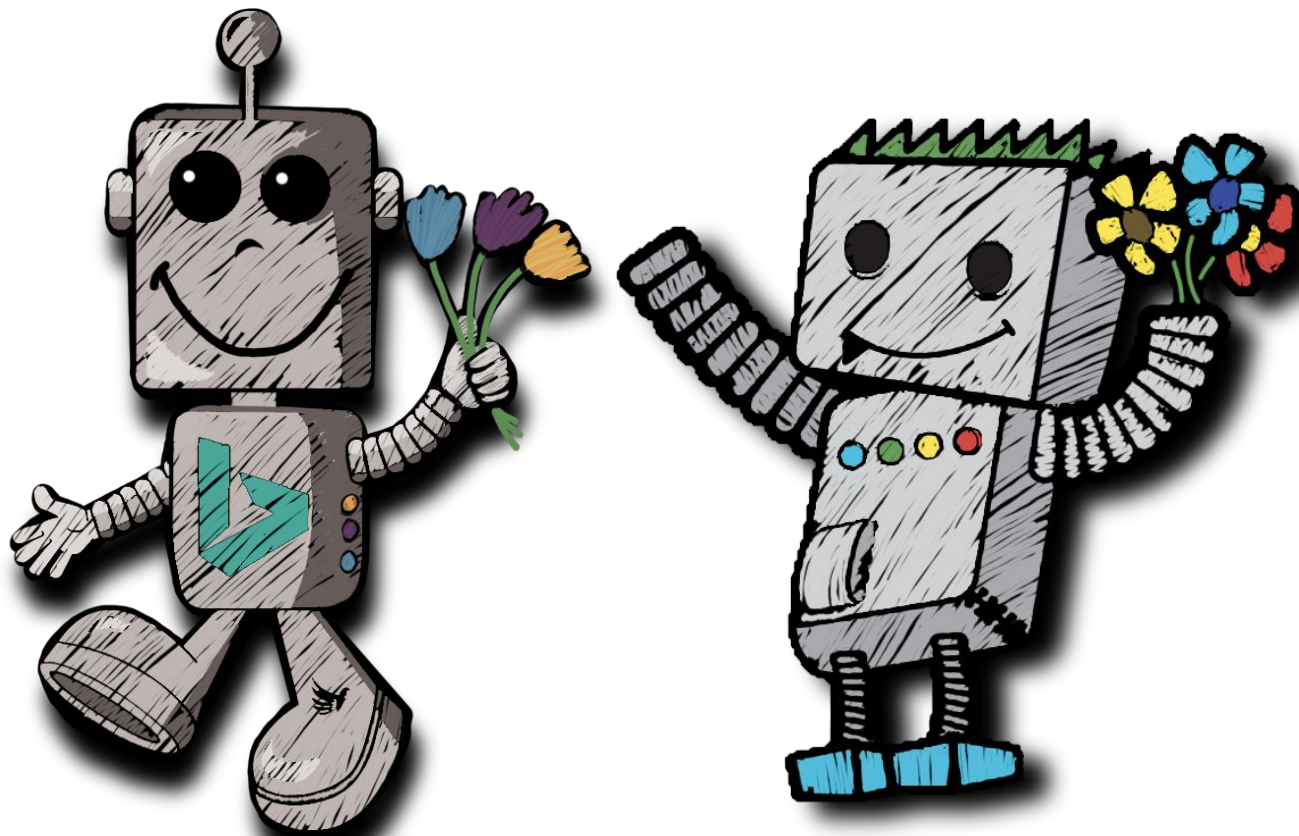


5 Examples

(and what you can do)

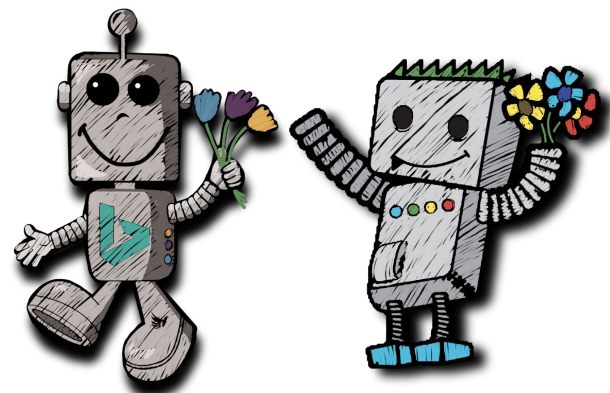
1

Bots



Bots

1. Discovery



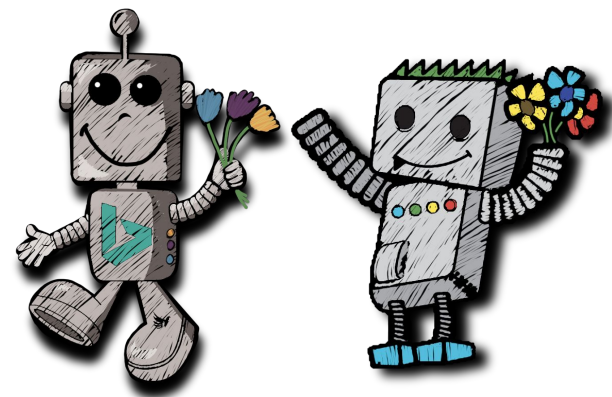
70 billion
40 billion



1

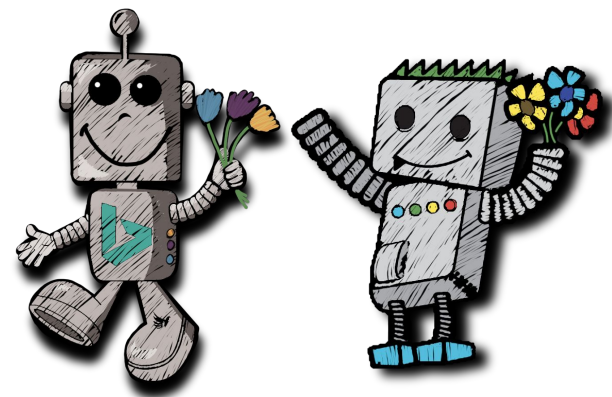
Bots

1. Discovery
2. Crawling



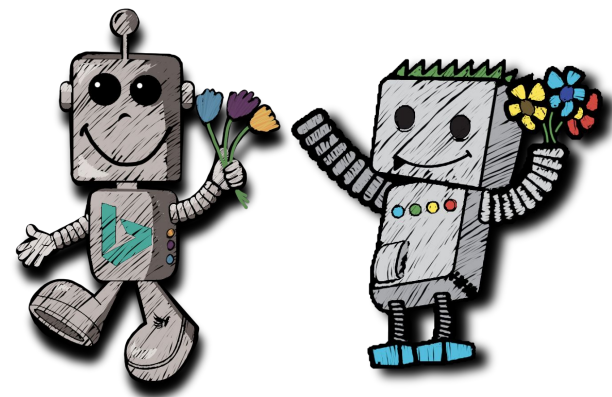
Bots

1. Discovery
2. Crawling
3. Extracting



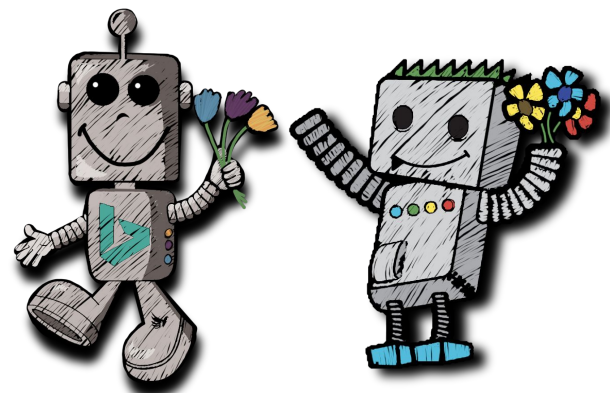
Bots

1. Discovery
2. Crawling
3. Extracting
4. Indexing

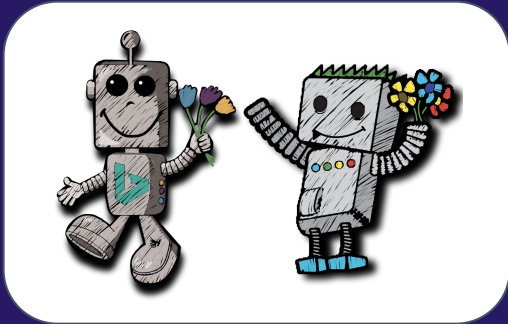


Bots

1. Discovery
2. Crawling
3. Extracting
4. Indexing
- 5. Annotation**



How you can Help the Bots

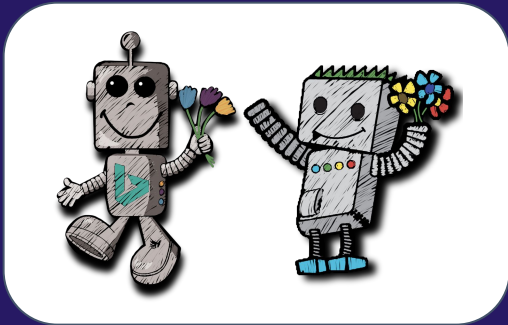


Wot the Bot Likes

1. Patterns

1

How you can Help the Bots

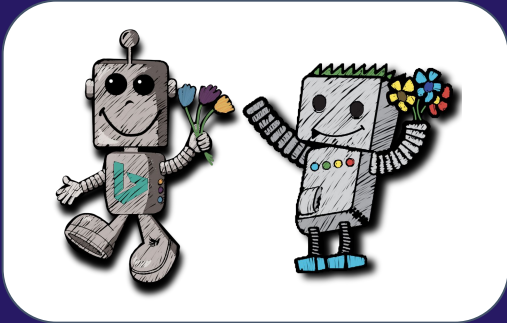


Wot the Bot Likes

1. Patterns
2. Structure

1

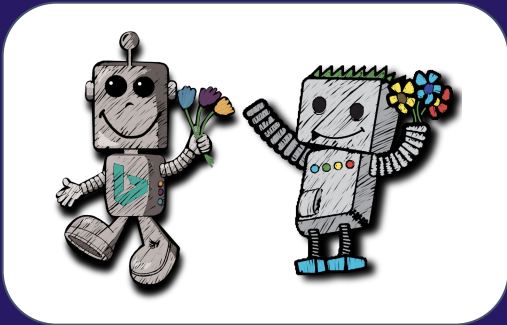
How you can Help the Bots



Wot the Bot Likes

- 1. Patterns
- 2. Structure
- 3. Ontologies

How you can Help the Bots

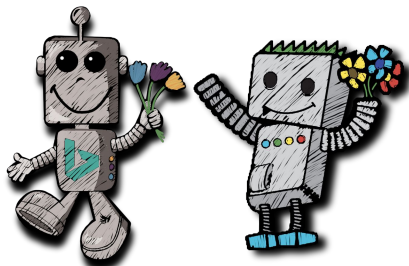


Wot the Bot Likes

1. Patterns
2. Structure
3. Ontologies
4. Known platforms

1

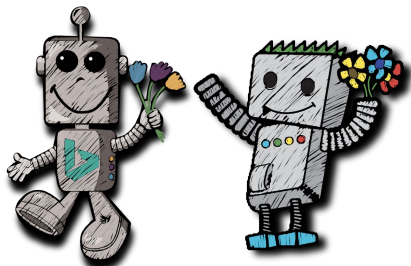
How you can Help the Bots



Wot the Bot Likes

1. Patterns
2. Structure
3. Ontologies
4. Known platforms
5. HTML5

How you can Help the Bots

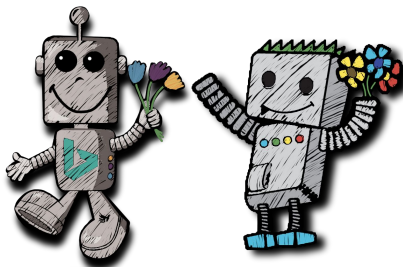


Wot the Bot Likes

1. Patterns
2. Structure
3. Ontologies
4. Known platforms
5. HTML5
6. **Structured Data**
Schema markup

Sidenote

Indexing... the crux for ALL the verticals



How the algorithms work



BingBot

Featured Snippet

Whole Page

Video/Images

Blue Links



They All Use End-To-End Machine Learning
... & Because the machines are “Learning to Learn”
Improvements are Exponential (scary?)

Machine Learning

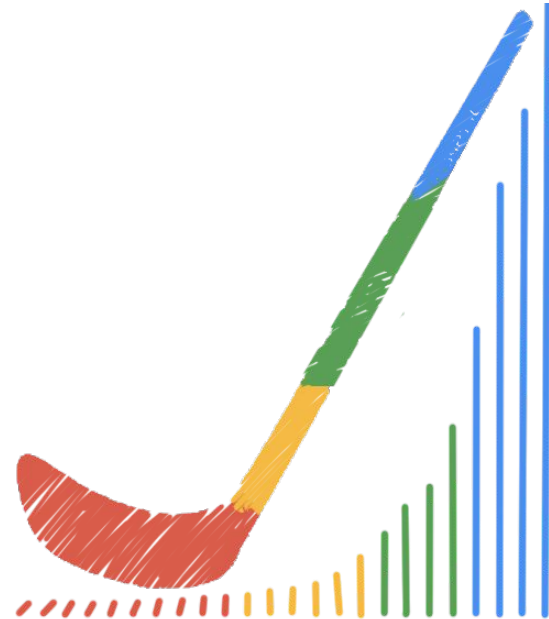
Data



Maths

$$\begin{array}{ll} N(\mu, \sigma^2) & \alpha x \\ \nabla & \Sigma \\ P(A/B) & f(x) \\ HG(N, K, n) & D \times 2y \end{array}$$

Intuition



Intent Rank Brain



Understanding search queries and inferring user search intent.

Resolve polysemy and ambiguous formulations, common typing errors, exact understanding of the user expectations regarding the search results.

- What is missing from the query?
- What is implicit?

2

Intent Rank Brain



What is missing from the query?
What is implicit?

Google has these helpful things you don't:

1. Search History

2

Intent Rank Brain



What is missing from the query?
What is implicit?

Google has these helpful things you don't:

1. Search History
2. Vast Query pool

Intent Rank Brain



What is missing from the query?
What is implicit?

Google has these helpful things you don't:

1. Search History
2. Vast Query pool
3. Spell / Typo Checking

Intent Rank Brain



What is missing from the query?
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Google has these helpful things you don't:

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4. Language settings

Intent Rank Brain



What is missing from the query?
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Google has these helpful things you don't:

1. Search History
2. Vast Query pool
3. Spell / Typo Checking
4. Language settings
5. Geo-location

Intent Rank Brain



What is missing from the query?
What is implicit?

Google has these helpful things you don't:

1. Search History
2. Vast Query pool
3. Spell / Typo Checking
4. Language settings
5. Geo-location
6. Device, OS, Browser
7. ...

2

How you can **Nail** search intent



Create great content
that is truly valuable and
helpful to...

2

How you can **Nail** search intent



Create great content
that is truly valuable and
helpful to...
**the subset of Google's users
who are your audience**

Natural Language Processing



BERT, ByT5, XLNet, RoBERTa, GPT-3, T5, Turing, T-NLG... this list is endless

Many approaches, models and datasets.
Which is used depends on circumstances.



Blue links, Featured Snippets, videos, images, indexing, annotation...

Everywhere :)

3


How to leverage NLP




Use NLP API to see how the machine thinks...
Don't take it all too literally


Kalicube.pro Account Home Manage Entity Tasks Tracking Insights Contact Us

Kalicube With Jason Barnard... Jason (jason@jasonbarnard.com)




Subtitle * 

Digital Marketing Podcast

Short Description / Executive Summary * 

The "With Jason Barnard..." podcast features many of the world's leading marketers and covers a multitude of digital marketing topics. It is produced by Kalicube and (as the name suggests) hosted by the Brand SERP Guy, Jason Barnard.

Description Extension (this extends the above - be sure to read the instructions) * 

About:
The podcast slogan: the smartest people in marketing talk to Jason Barnard about topics they know inside out. The conversations are always intelligent, always interesting and always fun!

The Guests:
Over the first three seasons, the podcast has featured over 160 amazing guests including Cindy Krum, Barry Schwartz, Rand Fishkin, Eric Enge, Joost de Valk, Aleyda Solis, Hannah Thorpe and Bill Slawski.

The Topics:
Jason and his guests discuss a wide variety of marketing and digital marketing topics that may seem disparate at first glance, but actually fit together in the context of this podcast series. From technical SEO to copywriting, from knowledge panels to influencer marketing, from Machine Learning to social media, from branding to conversion rate optimisation, from user experience to Google's Knowledge Graph, from databases to design and on and on and on!

The Host:
As the name of the podcast (With Jason Barnard...) suggests Jason Barnard hosts the series, but he is also the director! Jason (the Brand SERP Guy) has worked in digital marketing for over 20 years. Read more here <https://jasonbarnard.com>

Backstory:
The podcast was originally called #SEOisAEO, but the name changed to With Jason Barnard... in 2020 when Jason decided to broaden the range the topics covered on the podcast. For the first year and a half, the episodes were recorded face to face at major digital marketing conferences around the world including SMX London, YoastCon, CopyCon and Digital Olympus. However in June 2021, the recordings moved online as an offshoot of the Kalicube Tuesdays livestream event series (<https://kalicubetuesdays.com>).



From your description, Google attributes these categories to this entity

-> Business & Industrial -> Business Services

Relevancy:    

-> Arts & Entertainment

Relevancy:    

Google has identified these entities

With Jason Barnard -> person	known entity with 10 mentions found and saliency 39%
podcast -> work of art	guessed entity with 5 mentions found and saliency 10%
marketing -> other	guessed entity with 5 mentions found and saliency 6%
Kalicube -> other	known entity with 2 mentions found and saliency 2%
guests -> person	guessed entity with 2 mentions found and saliency 2%
Eric Enge -> person	known entity with 1 mentions found and saliency 1%
Barry Schwartz -> person	known entity with 1 mentions found and saliency 1%
Rand Fishkin -> person	known entity with 1 mentions found and saliency 1%
Bill Slawski -> person	known entity with 1 mentions found and saliency 1%
Hannah Thorpe -> person	known entity with 1 mentions found and saliency 1%
Aleyda Solis -> person	known entity with 1 mentions found and saliency 1%
Joost de Valk -> location	known entity with 1 mentions found and saliency 1%
Machine Learning -> other	known entity with 1 mentions found and saliency 1%
Google -> organization	known entity with 1 mentions found and saliency 1%
Cindy Krum -> person	known entity with 1 mentions found and saliency 1%



3

How to **leverage** NLP



General Rules

1. Context cloud

How to leverage NLP



General Rules

1. Context cloud
2. Capitalisation (Proper Nouns)

How to leverage NLP



General Rules

1. Context cloud
2. Capitalisation (Proper Nouns)
3. Logical structure (sentences, paragraphs and sections)

How to leverage NLP



General Rules

1. Context cloud
2. Capitalisation (Proper Nouns)
3. Logical structure (sentences, paragraphs and sections)
4. Helpful headings

How to leverage NLP



General Rules

1. Context cloud
2. Capitalisation (Proper Nouns)
3. Logical structure (sentences, paragraphs and sections)
4. Helpful headings
5. Logical order

How to leverage NLP



General Rules

1. Context cloud
2. Capitalisation (Proper Nouns)
3. Logical structure (sentences, paragraphs and sections)
4. Helpful headings
5. Logical order
6. Cite recognised entities

How to leverage NLP



General Rules

1. Context cloud
2. Capitalisation (Proper Nouns)
3. Logical structure (sentences, paragraphs and sections)
4. Helpful headings
5. Logical order
6. Cite recognised entities
7. Express relationships

How to leverage NLP



General Rules

1. Context cloud
2. Capitalisation (Proper Nouns)
3. Logical structure (sentences, paragraphs and sections)
4. Helpful headings
5. Logical order
6. Cite recognised entities
7. Express relationships
8. **Emphasise semantic triples**

Whole Page

The SERP is their Product



Whole Page

The SERP

is their Product

For a given search query (intent)
The Algorithm designs the product!!!!



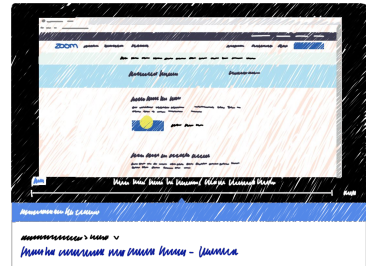
Whole Page

The SERP
is their
Product

Think in terms of "SERP Anatomy"

Based on perceived intent + available resources that..

Handwritten notes in various colors (purple, green, black) above the SERP examples.



Whole Page

The SERP

is their Product

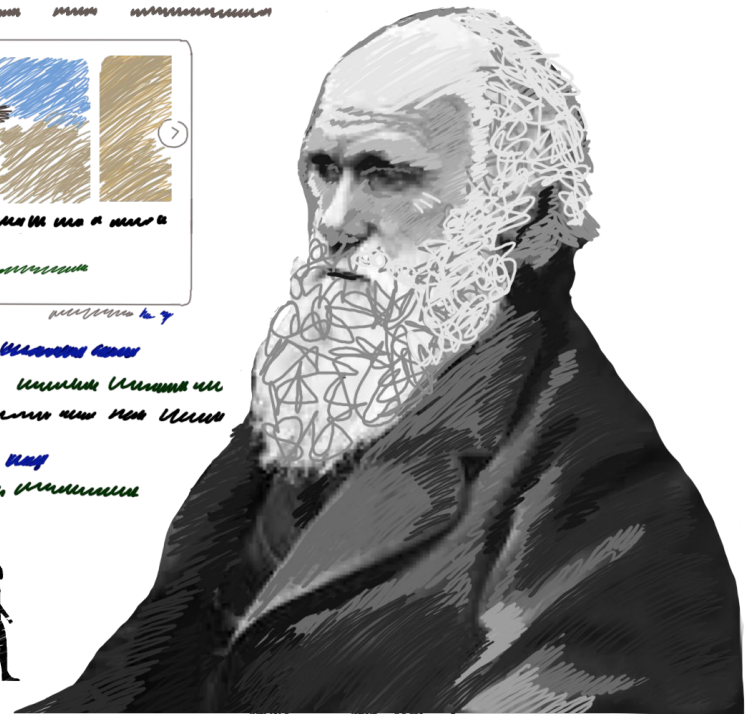
Think:
Is my content
(form, format and platform)
a good fit for Google's Product
(user, intent, situation)



Whole Page

The SERP
is their
Product

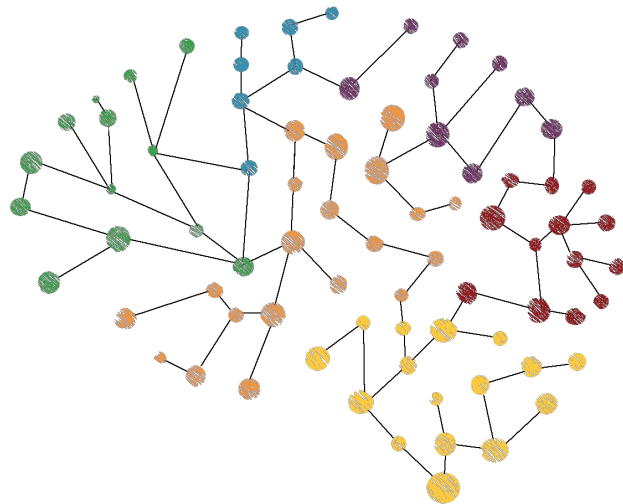
Survival of the fittest (that best fit the needs of the Google / Bing product)



Knowledge Graph

Trained on

1. Freebase
2. Wikidata
3. Wikipedia
4. CIA Factbook



...other sources

May 2020, this had grown to 500 billion facts on 5 billion entities

With ML, it is getting adventurous...



Knowledge Graph

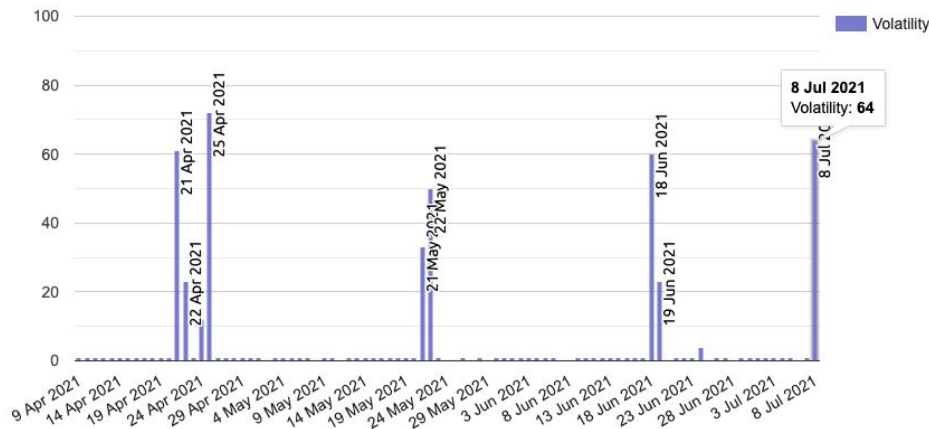


The Knowledge Graph has also updates

The Kalicube KG sensor tells you when

- Wednesday 21 April 2021
- Thursday 22 April 2021
- Sunday 25 April 2021
- Friday 21 May 2021
- Saturday 22 May 2021
- Friday 18 June 2021
- Saturday 19 June 2021
- Thursday 8 July 2021

% of entities with a confidence score change



5

Knowledge Graph

Citations /
Descriptions



Kalicube Pro
Software as a Service

Trusted Sources Google Cites

Distinct domains (excluding Wikipedia): 365

Source	Number	Percentage
wikipedia.org	5574	55.36%
none	3254	32.32%
linkedin.com	354	3.52%
crunchbase.com	250	2.48%
bloomberg.com	140	1.39%
reuters.com	25	0.25%

<https://kalicube.pro/trusted-sources>



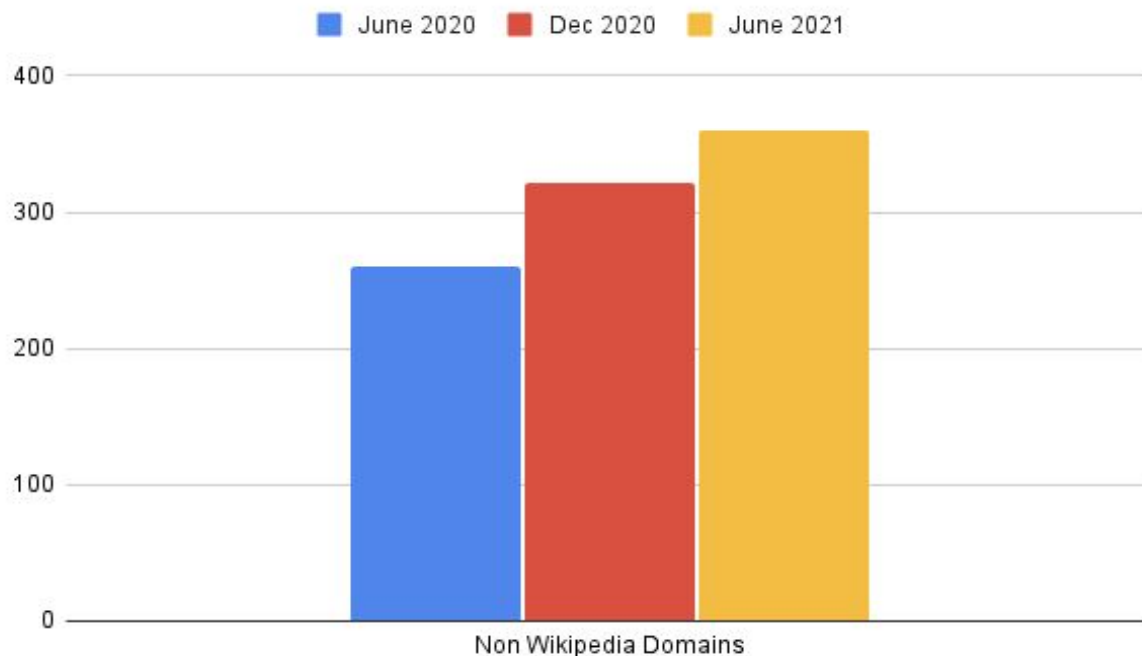
5

Knowledge Graph

Citations /
Descriptions



Trusted Sources Google Cites



<https://kalicube.pro/trusted-sources>



5

Knowledge Graph

WebFacts



seranking.com

Founded: 2013

Contact Email: pr@seranking.com [crunchbase.com](#)

Company Type: For Profit [crunchbase.com](#)

Founders: [Valery Kurilov](#) [crunchbase.com](#)

Profiles

LinkedIn
 Instagram
 Facebook
 Twitter

People also search for [View 10+ more](#)

Raven Tools, LLC
 SpyFu
 Serpstat
 Netpeak

Feedback

yoast.com

Yoast SEO is a search engine optimization plug-in for WordPress. The plugin has five million active installations and has been downloaded more than 310 million times. [Wikipedia](#)

CEO: [Marieke van de Rakt](#) (Jan 2019–)

Founder: [Joost de Valk](#)

Founded: 2010

Stable release: 16.5 / 15 June 2021; 7 days ago

Developer(s): [Yoast BV](#)

Premium cost: \$89/year [pathfinderseo.com](#)

5

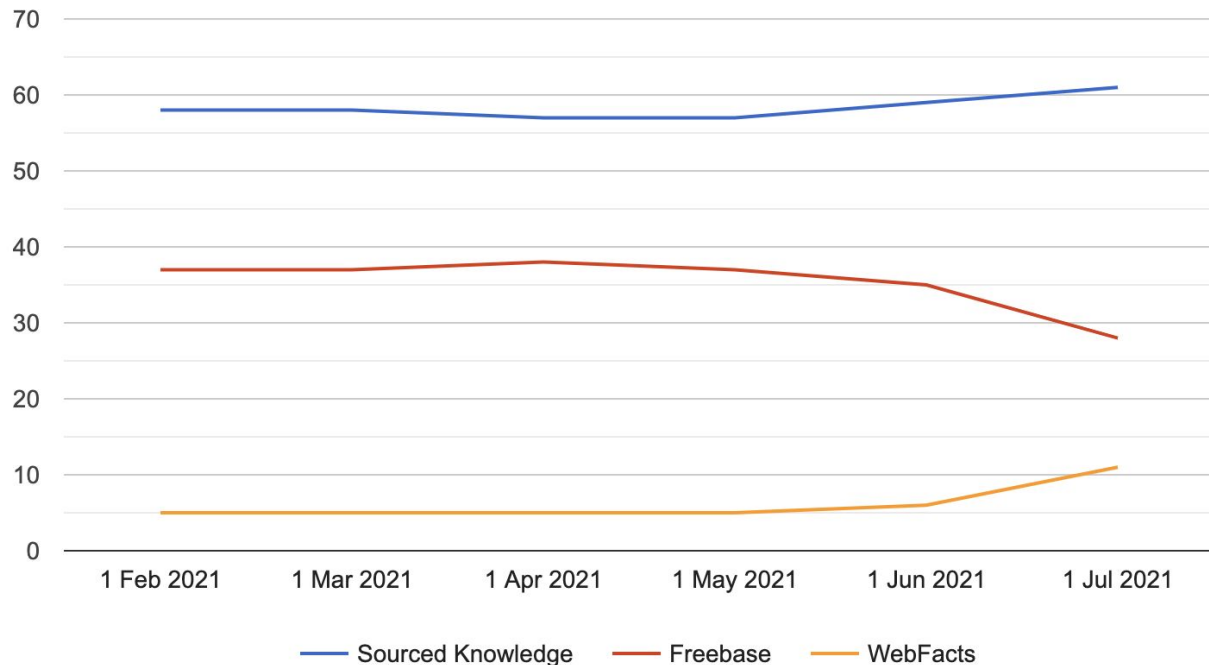
Knowledge Graph

WebFacts



Kalicube Pro
Software as a Service

The machine in the wild increasingly defines FACTS



5

Knowledge Graph

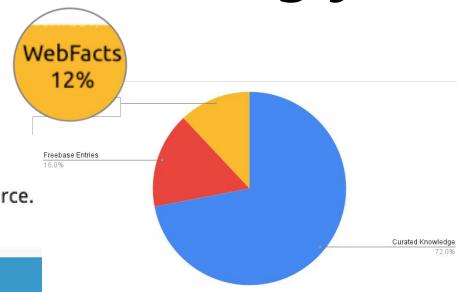
WebFacts



The machine in the wild increasingly defines FACTS

Distinct domains cited for WebFacts

Note: this is the percentage of calculated on just those that provide a link to the source.
Around 90% of WebFacts do not provide a source.



Source	Percentage
crunchbase.com	88.42%
bloomberg.com	5.22%
naatp.org	1.52%
einforma.com	1.36%
sec.report	0.82%
zillow.com	0.76%
imdb.com	0.54%



5

Grasp
control of
those facts

3 Step
Process

1. Entity home

<https://mysite/about>

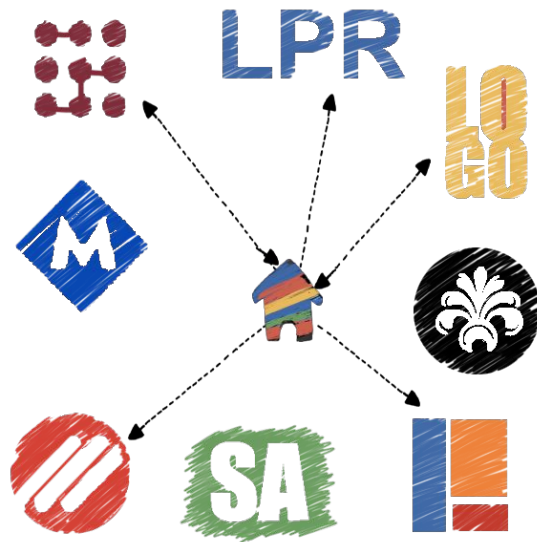


5

Grasp
control of
those facts

3 Step
Process

1. Entity home
2. Corroboration
(drives reconciliation)



5

Grasp
control of
those facts

3 Step
Process


1. Entity home
2. Corroboration
3. Relationships

Piggybacking

The screenshot shows a Google search for "chester santos". The search bar at the top contains the text "chester santos". Below the search bar, there are tabs for "All", "News", "Maps", "Images", "Videos", and "More". The search results show "About 11,800,000 results (0.48 seconds)". On the left, there is a knowledge panel for Chester Santos, a motivational speaker. It includes a large photo of him, a smaller photo of him in a hat, and a link to "More images". The text below the photos reads: "Chester Santos is a memory expert and motivational speaker best known for winning the USA Memory Championship. He has been profiled in numerous publications and media outlets such as The New York Times, The Wall Street Journal, The Washington Post, NBC, CBS, CNN, PBS, Business Week, USA Today, Yahoo! Wikipedia". On the right, there is a network graph with nodes of various colors (green, blue, orange, yellow, red, purple) connected by lines, representing relationships between entities.

Mad experiments




The Barking Dogs 

Musical group

The Barking Dogs (often called **Les Barking Dogs**) is an Anglo-French alternative rock band formed in Paris in 1988 and separated at the end of 1996. Over 8 years, there were more than 20 members and 40 different instruments.

<https://jasonbarnard.com/musician/the-barking-dogs/> [The Barking Dogs \(French Alternative Rock Band\) - Jason ...](#)

Available on

 Spotify

Active until: 1996





Origin: Paris, France (1989)


Record label: WTPL music


Albums: BARK!, LIVE!, Spasm

Members: Jason Barnard

People also search for View 1+ more

 **Boowa & Kwala**  **Jessie Evans**  **Tom Trago**  **Hard Ton**



Daddy Koala 

Fictional character



Daddy Koala is a fictional character who appears in the Boowa & Kwala television series and web series. In both the television series and web series, he is voiced by Jason Barnard.


<https://jasonbarnard.com/boowa-kwala/daddy-koala/> [Daddy Koala is a fictional character who appears in the ...](#)

Significant other: [Mummy Koala](#)

Fictional universe: [Boowa & Kwala](#)

People also search for

 **Grandpa Koala**  **Mummy Koala**



Kalicube Tuesdays with Barry Schwartz and Jason Barnard 

Tuesday, July 27, 2021

Date: Tuesday, July 27, 2021 [Source](#)





Status: no in-person attendance

People also search for: [Kalicube Tuesdays with Jeff Coyle and Jason Barnard, MORE](#)





Overview Videos Listen Songs


People also search for

 **Cindy Krum**  **Kevin Indig**  **Joost de Valk**  **Rand Fishki**

Articles

 **How to Trigger a Personal Knowledge Panel in Google**
How can you get a...
By Jason Barnard
How can you get a knowledge panel result for yourself, a client, or another person? Learn how to show...
1 week ago

 **The expansion Also Ask in the results**
By Jason Barnard
PAAs now appear brand knowledge. Here's how they why you need to
Dec 14, 2020



Teodora Petkova 

Event

Start date: July 13, 2021

Location: [Kalicube Source](#)





Mad experiments



Jason Barnard
British musician

Jason Barnard (the Brand SERP Guy) is a digital marketer who specialises in Brand SERP optimisation and knowledge panel management. I have also variously been a musician, a screenwriter, a songwriter and a cartoon blue dog.

<https://jasonbarnard.com>

Jason Barnard (the Brand SERP Guy) : I'm a digital marketing ...

[jasonbarnard.com](https://www.youtube.com/channel/UC...)

Available on

YouTube

Deezer

Born: June 5, 1966 (age 55 years), Leeds District, United Kingdom

Parents: Kate Westbrook

Partner: Véronique Barnard



Up and Coming

(to an Engine near you soon)

KELM

(Knowledge-Enhanced Language Model Pre-training)

TEKGEN

(Text from KG Generator)

Writing content from information contained in a / the Knowledge Graph... leads to

KELM (Knowledge-Enhanced Language Model Pre-training)

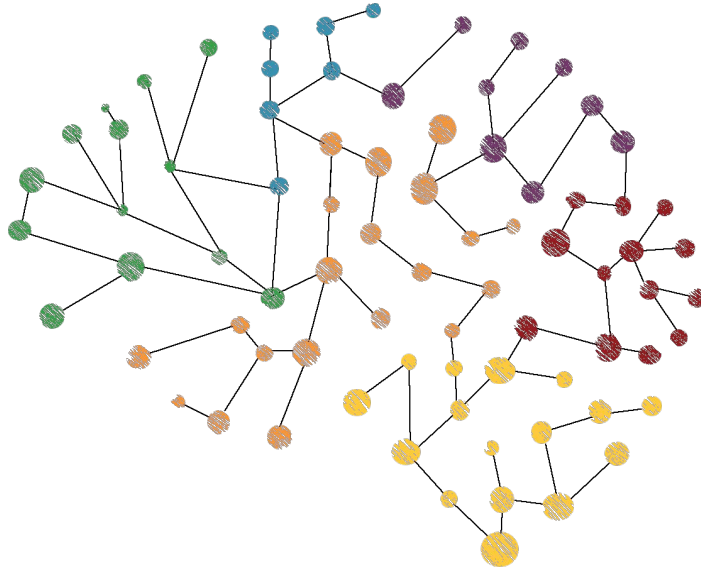
TEKGEN (Text from KG Generator)

Writing content from information contained in a / the Knowledge Graph... leads to

MUM (Multitask Unified Model)

Real World use of **Topic Layers**

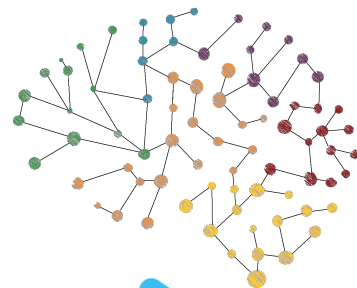
Search uses end->to->end ML



Search uses end->to->end ML

Focus on:

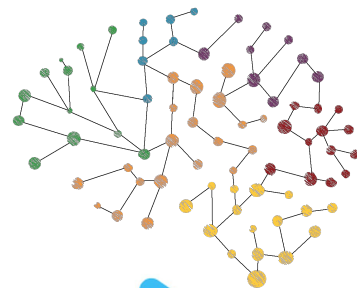
1. the framework the machine works in
(traditional SEO strategies fit here)



Search uses end->to->end ML

Focus on:

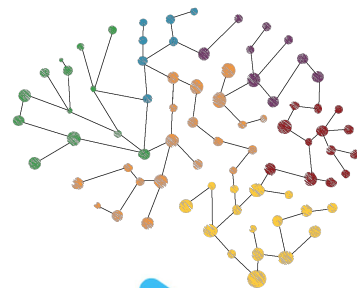
1. the framework the machine works in
(traditional SEO strategies fit here)
2. the goals humans have set the machine
(make the product better)



Search uses end->to->end ML

Focus on:

1. the framework the machine works in
(traditional SEO strategies fit here)
2. the goals humans have set the machine
(make the product better)
3. **the metrics used to measure success and failure**
(Quality Raters, Judges...)



Here's how I work now

Build from the Brand SERP outwards



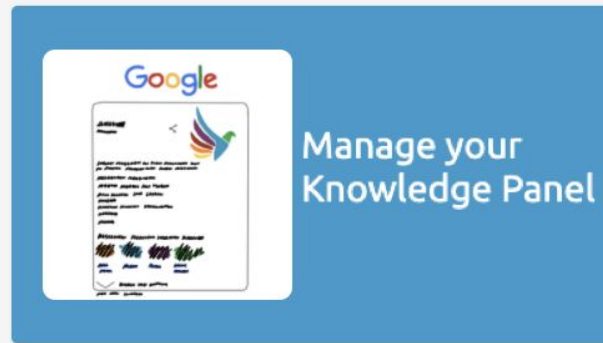
Look at your Brand SERP

- What do you see
- What did you expect to see
- What do you want to see

<https://kalicube.pro>



Optimise your Brand SERP and manage your knowledge panel





**Grab your controller,
it's time for Q&A!**