

Search Off the Record - 65th episode

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[00:00:10] **Martin Splitt:** [00:00:10] Hello, and welcome to another episode of Search Off the Record, a podcast coming to you from the Google Search team, discussing all things Search and having some fun along the way. My name is Martin, and I'm joined today by Gary and John from the Search Relations team, of which I'm also part of. Hi, Gary. Hi, John.

[00:00:27] **John Mueller:** [00:00:27] Hi, Martin.

[00:00:28] **Gary Illyes:** [00:00:28] Hello! Woo!

[00:00:30] **Martin Splitt:** [00:00:30] Yay! You know what we haven't been discussing for a while? Steve. We should probably talk about Steve, because Steve has grown up a bit, hasn't it?

[00:00:39] **Gary Illyes:** [00:00:39] Wait, wait, wait. Can you remind me what's a Steve?

[00:00:43] **Martin Splitt:** [00:00:43] Oh, God. Steve is our search engine. We built that throughout... I think we started three years ago at this point or something.

[00:00:49] **Gary Illyes:** [00:00:49] Oh, no, we are old.

[00:00:51] **Martin Splitt:** [00:00:51] Yeah, it's three years old. We should do something with that. It's graduating, it's getting better at doing things. It has so many features now.

[00:01:01] **John Mueller:** [00:01:01] Vintage.

[00:01:02] **Martin Splitt:** [00:01:02] No. What? What do you mean, vintage?

[00:01:06] **Gary Illyes:** [00:01:06] So when you say that it has so many features, you mean it can make you a sandwich, or?

[00:01:13] **Martin Splitt:** [00:01:13] No, no, no, no. You know, Steve tries to get people the answers they're looking for. And to do so, we started off with just having a list of links with the title and the snippet. And then we figured, "Oh, but if you want to go somewhere, then maybe we add some maps. And if we want to do something, then we can have information to how to do that thing right in the search results, so that people don't have to do more work." So we have all this cool stuff now that people use, I hope. I don't know.

[00:01:43] **Gary Illyes:** [00:01:43] I mean, you probably have metrics about it, right? That people are using them or not?

[00:01:47] **Martin Splitt:** [00:01:47] Yeah, yeah.

[00:01:48] **John Mueller:** [00:01:48] Do we have FAQs?

[00:01:50] **Martin Splitt:** [00:01:50] I think so, yeah. Videos, shopping, all these kind of cool things. We do have metrics about it.

[00:01:57] **Gary Illyes:** [00:01:57] And I imagine that in those three years, we had so many brilliant engineers and product managers that we probably launched dozens, if not hundreds, of different features for it.

[00:02:12] **Martin Splitt:** [00:02:12] Yeah, but that's a good thing though.

[00:02:13] **Gary Illyes:** [00:02:13] The search result. Well, there's probably a limit to it, right?

[00:02:18] **Martin Splitt:** [00:02:18] What do you mean?

[00:02:19] **Gary Illyes:** [00:02:19] Like how many things you can put on a search result page before overcrowding it, I suppose.

[00:02:24] **Martin Splitt:** [00:02:24] True.

[00:02:24] **John Mueller:** [00:02:24] You could just scroll.

[00:02:26] **Gary Illyes:** [00:02:26] Scroll?

[00:02:27] **John Mueller:** [00:02:27] Mm-hmm.

[00:02:28] **Gary Illyes:** [00:02:28] But it just...

[00:02:29] **John Mueller:** [00:02:29] Just keep scrolling. We could do 2D search results, like you scroll to the side and to the bottom.

[00:02:38] **Martin Splitt:** [00:02:38] Oh, God. That sounds awful. No, I think I'm with Gary on that one. We need some amount of cleanliness, I guess. Hygiene, if you want to call it that. I don't know.

[00:02:48] **Gary Illyes:** [00:02:48] Also, just a sidebar. This is why we don't let John decide for UX questions.

[00:02:54] **John Mueller:** [00:02:54] But... I know, we could do something like you hover over it, and it changes the different search results.

[00:03:01] **Martin Splitt:** [00:03:01] Where would you do the cutoff? What features do you think we should keep?

[00:03:05] **John Mueller:** [00:03:05] The flashier ones, the animated ones.

[00:03:08] **Martin Splitt:** [00:03:08] No. The ones that we spend most time developing.

[00:03:11] **Gary Illyes:** [00:03:11] There are lots of aspects to it. And usage metrics are not necessarily just the ones that we have to look at.

[00:03:17] **Martin Splitt:** [00:03:17] Mm-hmm.

[00:03:18] **Gary Illyes:** [00:03:18] The time it took to develop stuff, that's also not something that we need to look at in isolation, at least.

[00:03:25] **Martin Splitt:** [00:03:25] Yeah.

[00:03:25] **Gary Ilyes:** [00:03:25] I imagine that we need to look at many, many things and decide then, because especially the features that can end up above the fold, they typically tend to get lots of clicks and interactions. And for example, if you have an FAQ result up there, then it's likely that people are going to interact with it in some way.

[00:03:51] **Martin Splitt:** [00:03:51] Mm-hmm.

[00:03:51] **Gary Ilyes:** [00:03:51] Which means that if you look at just interaction rates in isolation, then based on those metrics, you probably don't want to unlaunch it.

[00:04:00] **John Mueller:** [00:04:00] Okay, so we should remove the footer links.

[00:04:04] **Gary Ilyes:** [00:04:04] What?

[00:04:04] **John Mueller:** [00:04:04] The footer links, because nobody clicks on them, you said, right?

[00:04:07] **Martin Splitt:** [00:04:07] [laughs]

[00:04:08] **Gary Ilyes:** [00:04:08] That's literally what... I'm saying the opposite. We don't look at metrics in isolation.

[00:04:14] **Martin Splitt:** [00:04:14] I get that, because I think you're right. Things that are above the fold that people are having more prominently in the search results is probably what gets a lot of usage. But that doesn't mean that the ones that are not in there and maybe further down are not as useful, because they might get less usage, but they might be immensely useful to the users who are working with them, no?

[00:04:36] **Gary Ilyes:** [00:04:36] Right. Like, for example, if you have a preferences link, it probably won't get that many interactions. But people somehow have to end up on the preference pages.

[00:04:44] **Martin Splitt:** [00:04:44] Mm-hmm.

[00:04:45] **Gary Ilyes:** [00:04:45] Or page.

[00:04:45] **Martin Splitt:** [00:04:45] Yeah, it's true. Yeah, okay, fair enough.

[00:04:48] **Gary Ilyes:** [00:04:48] But then, how do we decide what to unlaunch? What to ablate?

[00:04:52] **Martin Splitt:** [00:04:52] Ablate?

[00:04:53] **John Mueller:** [00:04:53] Ablate, what does that even mean?

[00:04:56] **Gary Ilyes:** [00:04:56] Well, if only we had a search engine we could use to look it up.

[00:05:00] **Martin Splitt:** [00:05:00] [laughs]

[00:05:02] **Gary Ilyes:** [00:05:02] The term comes from, I think, medicine.

[00:05:04] **John Mueller:** [00:05:04] From the Roman Empire.

[00:05:06] **Gary Ilyes:** [00:05:06] Not from the-- Oh, my God.

[00:05:08] **John Mueller:** [00:05:08] "Ablater."

[00:05:09] **Gary Illyes:** [00:05:09] Why? Or according to this search engine that I just used that relies on Oxford Dictionary for the English language. It says that it... or one of the meanings is gradually remove material from by melting or evaporation, frictional action, et cetera, or erode material in this way.

[00:05:28] And that is roughly what we are doing, because we are basically taking a feature and probably slowly removing it, because we are also not removing it overnight, I suppose. We run some experiments to see if people get confused if we remove something.

[00:05:47] **Martin Splitt:** [00:05:47] Mm-hmm. I guess so, yeah. As far as I'm aware, that's how we do launches. So I would be surprised if we don't do ablations the same way.

[00:05:56] **John Mueller:** [00:05:56] So we would just remove all of the features individually and see where people get unhappy.

[00:06:02] **Martin Splitt:** [00:06:02] Ultimately, our goal is to make people happy with the search results.

[00:06:06] **John Mueller:** [00:06:06] Mm-hmm.

[00:06:07] **Martin Splitt:** [00:06:07] Well, loosely defined happy, as in they find what they were looking for. They find grandma's recipe, or they find that ancient text about aliens, right?

[00:06:18] **John Mueller:** [00:06:18] Mm-hmm.

[00:06:19] **Martin Splitt:** [00:06:19] So when you're unlaunching things, then you still want to maintain that "happiness".

[00:06:26] **John Mueller:** [00:06:26] Mm-hmm. Oh!

[00:06:28] **Martin Splitt:** [00:06:28] Satisfaction, that's the better word.

[00:06:29] **John Mueller:** [00:06:29] Okay, so we would just add more kitten photos, make everyone happy.

[00:06:35] **Gary Illyes:** [00:06:35] Well, but if you are looking for information about ancient aliens, then... or potato peelers, even worse, then showing kitten pictures is not necessarily what will give people satisfaction.

[00:06:47] **Martin Splitt:** [00:06:47] True.

[00:06:47] **John Mueller:** [00:06:47] OK, So who would decide what we would start with? Would we just guess? Or how would you kind of figure out where the satisfaction kind of disappears?

[00:06:59] **Martin Splitt:** [00:06:59] Hmm... I think for most of the features, there is some goal, whatever that is. If we are showing word definitions, then we must have at some point went, "Huh, I guess people sometimes are looking up the meaning of words. And if we can give them proper definitions from a dictionary, that is a good thing."

[00:07:19] I don't know how you would measure that, but I guess with the intention of someone trying to find out the meaning of a word, if that person does not have to refine searches to actually find the meaning or have to do things over and over again until they actually find something that satisfies their

goal, then we could measure that somehow and then say, "Okay, so apparently, this feature has answered the query sufficiently well that this user seems to have reached their goal."

[00:07:49] And then we could turn that around and say, "Oh, so we are seeing people searching for something and we offer them a feature, I don't know, like a map or a video or detailed instructions on how to prepare a meal or something like that right in the search results." And yet they come back with similar intents in the near time frame, like minutes, seconds later, they still are searching for things around this, then we can conclude that maybe that hasn't had the effect we wanted? I guess. I don't know.

[00:08:19] **Gary Ilyes:** [00:08:19] I mean, but that's still just one metric in isolation.

[00:08:23] **Martin Splitt:** [00:08:23] That's true.

[00:08:24] **Gary Ilyes:** [00:08:24] The way I would approach it is take a list of all the features that we have, and you probably can make a cut, or fairly easily make a cut about what you want to actually evaluate, like which features. Because if a feature is barely triggering at all, then it's like, leave it alone. It's like, give it some time, or maybe ramp it up a bit more or something.

[00:08:43] But then, if you have result features that are triggering a lot, then those are the ones that you probably want to take a look at so your search result page doesn't look like a Christmas tree.

[00:08:54] **Martin Splitt:** [00:08:54] Hmm.

[00:08:55] **John Mueller:** [00:08:55] OK, so it's almost like you would take the features that people are implementing quite a lot. So if Steve creates a new kind of structured data that adds blinking red dots, and all the SEOs go, "Oh, I will add blinking red dots to all my results." Then Steve might say, well, this is a little bit too much.

[00:09:19] **Martin Splitt:** [00:09:19] Hmm. Yeah. It might be...

[00:09:19] **Gary Ilyes:** [00:09:19] Perhaps.

[00:09:22] **John Mueller:** [00:09:22] OK. But would Steve or would you, when you're running Steve, use raters to kind of look at the search results, evaluate different search results?

[00:09:35] **Gary Ilyes:** [00:09:35] Yes, most likely. Although, because I'm not very human, I trust more automatic evaluations.

[00:09:45] **Martin Splitt:** [00:09:45] Cold hard data.

[00:09:47] **Gary Ilyes:** [00:09:47] Cold hard data, yes. And in this case, like with features, it's probably easier to just look at live experiments or the output of live experiments, because then, you don't have the human element. It's like, "But I like red blinking dogs..."

[00:10:05] **Martin Splitt:** [00:10:05] [laughs]

[00:10:06] **Gary Ilyes:** [00:10:06] What? Dots on my search result page because I'm a cat. And then the raters will come back to you with, "No, you should not unlaunch the red blinking dot feature, because we like it. It's not as objective as which result is better according to these set of questions.

[00:10:28] **Martin Splitt:** [00:10:28] Yeah. The other question is, what do you win when you remove something? Because yes, sure, you get space on the website, you have less clutter. But also, if it's a

really, really small piece of code that provides a really small, visually small feature, and a bunch of people seem to use it based on data, then yeah.

[00:10:52] But if you have a feature that even if it does provide a certain amount of value, the question is how much does it cost us in terms of how fast can we generate search results if this feature is involved? How much data do we need to store to enable this feature working? And also, how much code do we have to maintain and keep working with the rest of the system and remove bugs from to maintain this? So yeah.

[00:11:14] **John Mueller:** [00:11:14] I think we should also take into account more than just this side, because people generally have to implement something on their website to make these kind of features work. And we also need to make sure that we're not overburdening the people who are making websites. Because if we tell them to do all of these millions of things and just keep adding work, then they're going to get upset. At some point, they're going to say, "Oh, I don't care."

[00:11:44] **Gary Illyes:** [00:11:44] But we are taking away features. They have to do less. Isn't that the whole point?

[00:11:47] **John Mueller:** [00:11:47] Exactly.

[00:11:48] **Martin Splitt:** [00:11:48] It's a nice thing.

[00:11:49] **Gary Illyes:** [00:11:49] We should unlaunch everything.

[00:11:52] **Martin Splitt:** [00:11:52] Hmm.

[00:11:52] **John Mueller:** [00:11:52] Unlaunch everything, make it really easy.

[00:11:53] **Martin Splitt:** [00:11:53] [laughs]

[00:11:54] **John Mueller:** [00:11:54] Okay.

[00:11:55] **Martin Splitt:** [00:11:55] But hold on, that's also a problem for people who are running sites, because they have put in all the work, and now we're taking away the benefits.

[00:12:02] **Gary Illyes:** [00:12:02] Oh, look at Martin the empath.

[00:12:04] **Martin Splitt:** [00:12:04] I'm just a tiny, sad web developer who has spent a lot of time implementing all this stuff for Steve, and now Steve doesn't care anymore.

[00:12:14] **Gary Illyes:** [00:12:14] Okay...

[00:12:15] **John Mueller:** [00:12:15] So maybe we shouldn't deprecate everything.

[00:12:17] **Gary Illyes:** [00:12:17] But I want to.

[00:12:18] **Martin Splitt:** [00:12:18] Yeah.

[00:12:19] **John Mueller:** [00:12:19] Okay, so just individual things where we can tell that it's not adding a lot of value to the search results for users, so we don't have a lot more people jumping to websites because of those features. It makes it a bit easier for sites to maintain their website.

[00:12:39] **Martin Splitt:** [00:12:39] Yeah. And it makes the search results simpler for users to navigate, I guess.

[00:12:44] **John Mueller:** [00:12:44] We can remove titles, too. Titles are just like... it's so hard. You work on a web page, and then afterwards, someone comes and says, give me a title for this page. And it's like, "I already spent so much time on this page, and you want me to do even more."

[00:13:01] **Gary Illyes:** [00:13:01] What?

[00:13:02] **Martin Splitt:** [00:13:02] [laughs]

[00:13:03] **Gary Illyes:** [00:13:03] This is so confusing.

[00:13:04] **Martin Splitt:** [00:13:04] Oh, my.

[00:13:05] **Gary Illyes:** [00:13:05] How about modifying features, like making them blend in more?

[00:13:09] **Martin Splitt:** [00:13:09] How...

[00:13:10] **Gary Illyes:** [00:13:10] For example, let's say that Steve has this feature where it groups results together, right, that are from the same, let's say, domain, right? Or even the same organization, let's say. And then according to our metrics, it looks a little cluttery.

[00:13:28] **Martin Splitt:** [00:13:28] Okay.

[00:13:29] **John Mueller:** [00:13:29] Oh, because it's indented?

[00:13:31] **Gary Illyes:** [00:13:31] For example, yeah.

[00:13:32] **Martin Splitt:** [00:13:32] Ah, yeah, like the result, yeah.

[00:13:33] **John Mueller:** [00:13:33] Yeah, I like it when things line up.

[00:13:36] **Gary Illyes:** [00:13:36] But then there's no visual difference between those new results--Well, they are not new results, they are just presented differently. So it might decrease the clutter, but then it might show more results from the same site, for example, or same organization. Is that a problem?

[00:13:55] **Martin Splitt:** [00:13:55] I think that might...

[00:13:56] **John Mueller:** [00:13:56] We could just add a rule to Steve and say maximum one result per domain. No?

[00:14:01] **Martin Splitt:** [00:14:01] No, if I search for a specific thing on a domain, I want to be able to get that. And with that rule, we would preclude this, right?

[00:14:11] **John Mueller:** [00:14:11] But we can find more blog posts then.

[00:14:13] **Martin Splitt:** [00:14:13] [sighs]

[00:14:14] **Gary Illyes:** [00:14:14] Well, but imagine that you know that the best potato peelers are from potatopeelers.com, and then you look for, I don't know, "loser inox potato peeler", and then instead

of showing all the "loser inox potato peelers" on potatopeelers.com, you get just this one sad result that might not even fit your needs, because it only has one blade instead of two. So...

[00:14:39] **Martin Splitt:** [00:14:39] Hmm.

[00:14:40] **John Mueller:** [00:14:40] But my kids have heard about potato peeler, and they wrote a blog post. Shouldn't that also show up?

[00:14:46] **Gary Illyes:** [00:14:46] I mean, sure. If...

[00:14:49] **John Mueller:** [00:14:49] If?

[00:14:49] **Gary Illyes:** [00:14:49] The blog... [laughs] If the... I'm trying to be nice with your kids. If the blog post is of high quality and it has the right content for the keywords that people are looking for, and all the signals and stars match up, then sure, they should rank. But I think that when I'm buying a potato peeler, which is a massive investment, then I would want more than just one result from a site. Basically, I want to have some options within a site, I think at least. But that's just me.

[00:15:19] **Martin Splitt:** [00:15:19] No, I'm with you on that. I don't trust your kids.

[00:15:23] **John Mueller:** [00:15:23] Okay. So two, two per domain.

[00:15:24] **Martin Splitt:** [00:15:24] No! Oh, man! Okay, so I think what we've worked out here is that both launching a new feature and removing a feature in Steve is actually pretty tricky, and we need to look at a lot of things and we need to figure out a little more detail to what our fuzzy definition of "makes the user happy" means in the context of a feature that we are considering to remove from the website.

[00:15:51] That sounds really hard. How are we dealing with that? Do we communicate it, or do we just silently remove things from Steve?

[00:15:58] **John Mueller:** [00:15:58] My perspective, if we want to get cold hard data, then we have to test it without calling that out.

[00:16:07] **Gary Illyes:** [00:16:07] Yeah, agreed.

[00:16:08] **Martin Splitt:** [00:16:08] Okay, yeah.

[00:16:10] **John Mueller:** [00:16:10] So basically, 1% of the users would see the change. We can compare and decide based on that, should we try with more users? And go from there.

[00:16:22] **Gary Illyes:** [00:16:22] Aggressively nodding here.

[00:16:24] **Martin Splitt:** [00:16:24] OK, yeah. No, that sounds like a plan. It's more or less like A/B testing, kind of.

[00:16:30] **John Mueller:** [00:16:30] Definitely. That's just like machine learning.

[00:16:33] **Martin Splitt:** [00:16:33] Oh! You said the bad word. Ooh!

[00:16:37] **Gary Illyes:** [00:16:37] Oh, no.

[00:16:38] **John Mueller:** [00:16:38] So we could use AI to just automatically change a searcher log.

[00:16:41] **Martin Splitt:** [00:16:41] Artificial intelligence has to be everywhere.

[00:16:43] **Gary Ilyes:** [00:16:43] So here's an unpopular opinion, or I'm assuming it's an unpopular opinion: I would not announce it at all. I would make the change to the search result page once I measured that I should make that change and decided based on the data that I should make that change. And I would not say anything.

[00:17:00] **John Mueller:** [00:17:00] But what if the sites have to implement something?

[00:17:03] **Gary Ilyes:** [00:17:03] When we are removing something, then whatever markup there is on the site, it will just not cause anything.

[00:17:09] **Martin Splitt:** [00:17:09] Yeah, but still, if we told people, "Hey, if you do this, then this might happen in the search results", and that's no longer true, then we should at least update our documentation to reflect that so people are not spending additional effort. Because yes, it's no op from our side, but it's work from them.

[00:17:25] **Gary Ilyes:** [00:17:25] Sure. You have to update your documentation so you don't get new usages or new implementations. But I would not write a blog post, for example.

[00:17:34] **Martin Splitt:** [00:17:34] OK. So just quietly phasing it out.

[00:17:36] **John Mueller:** [00:17:36] I think we should... I disagree. I disagree. I will start a rival search engine called Ralph.

[00:17:45] **Martin Splitt:** [00:17:45] [laughs]

[00:17:47] **Gary Ilyes:** [00:17:47] Called what?

[00:17:48] **John Mueller:** [00:17:48] Ralph. Ralph.

[00:17:50] **Gary Ilyes:** [00:17:50] Ralph?

[00:17:51] **John Mueller:** [00:17:51] Ralph is like before Steve alphabetically, so it's better.

[00:17:56] **Martin Splitt:** [00:17:56] Hmm... Okay.

[00:17:58] **John Mueller:** [00:17:58] And with my search engine, we will announce changes.

[00:18:00] **Gary Ilyes:** [00:18:00] Okay, all of them.

[00:18:02] **John Mueller:** [00:18:02] Well...

[00:18:04] **Gary Ilyes:** [00:18:04] [laughs]

[00:18:04] **Martin Splitt:** [00:18:04] Sounds fantastic. Okay, before this devolves into a weird competition of building alternative search engines to Steve, because we all know Steve is the one true search engine, we should probably wrap it up here.

[00:18:17] So we said that we look at data and slowly launch a feature to smaller groups of users to see how it affects them. And I think we can all agree that we want to do the same thing when we want to

remove something from the feature list, right? And to be honest, I came into this wondering why we want to remove anything to begin with, but now I see why we want to do that, because not only does it clutter the results, but also, it incurs a cost on our end, doesn't it? So we need to look at these costs as well as the potential benefits and weigh them, "OK, mm-hmm."

[00:18:53] And then we unlaunch it gradually. And I think this is fair to say, if it requires work from the website owner's side, we want to make sure that no one then invests this work going forward when the feature has been removed. And we can probably tell people about this up front. But if it's something that is just not happening anymore, then I guess we don't have to have a blog post, if it doesn't require....

[00:19:18] **John Mueller:** [00:19:18] Yeah, I guess for example, the indented search results, if Steve were to remove that, it's like the site owner doesn't have to change anything. So it's like there's nothing really to announce.

[00:19:29] **Martin Splitt:** [00:19:29] True, true. That just changes. Okay. All right. Let's find the features we want to remove from Steve, huh?

[00:19:36] **John Mueller:** [00:19:36] FAQs.

[00:19:37] **Martin Splitt:** [00:19:37] Okay, and... Okay, mm-hmm.

[00:19:39] **John Mueller:** [00:19:39] I don't like them.

[00:19:40] **Gary Illyes:** [00:19:40] Indented results.

[00:19:41] **Martin Splitt:** [00:19:41] Okay, anything else for the list? We should probably just look at the data.

[00:19:44] **Gary Illyes:** [00:19:44] How to's. There are features that we hate, so we remove them.

[00:19:48] **Martin Splitt:** [00:19:48] Oh, hate, that's a strong one.

[00:19:50] **Gary Illyes:** [00:19:50] You asked for hard data, there.

[00:19:53] **Martin Splitt:** [00:19:53] You hating something is not hard data.

[00:19:55] **Gary Illyes:** [00:19:55] Well, that's just your opinion, man.

[00:19:57] **Martin Splitt:** [00:19:57] Correct, it is just your opinion, man!

[00:20:00] **John Mueller:** [00:20:00] [laughs] Titles, what about titles?

[00:20:02] **Gary Illyes:** [00:20:02] No, I like titles.

[00:20:04] **John Mueller:** [00:20:04] Okay, fine.

[00:20:05] **Martin Splitt:** [00:20:05] Snippets?

[00:20:05] **Gary Illyes:** [00:20:05] No, I don't like snippets. We should just have titles.

[00:20:08] **Martin Splitt:** [00:20:08] Wait, you just want titles? No snippets? Okay. That's a weird one.

[00:20:15] **Gary Illyes:** [00:20:15] I'm trying to think back when was the last time I read a snippet. I know that users do read Steve's snippets, or the snippets that Steve generates, but I don't. So we can't remove them.

[00:20:27] **Martin Splitt:** [00:20:27] Yeah, hard data. If Gary doesn't like it, then that's hard data. Okay. I don't know where we can take this any further. Let's rely on hard data.

[00:20:37] **Gary Illyes:** [00:20:37] Come on. Quick in and out. 20 minutes, tops.

[00:20:40] **Martin Splitt:** [00:20:40] I don't know, Gary. I don't know. Okay. So I do hope that we can all agree that launching features wasn't easy, but unlaunching them or removing them or ablating them isn't either. And I do hope that that is a bit useful for our listeners out there. And I don't know about them, but I had a bit of fun, and I learned a bunch of stuff today and I do hope that you all out there did so too. And I'd like to say thank you so much, John and Gary, for being with me here and let's make Steve better.

[00:21:09] **John Mueller:** [00:21:09] Let's make Steve better. Woo-hoo!

[00:21:11] **Gary Illyes:** [00:21:11] Goodbye.

[00:21:12] **Martin Splitt:** [00:21:12] In the next episode, we'll be talking about underrated things in SEO.
<i>Au revoir!</i>

[00:21:19] ♪ [music] ♪

[00:21:23] **Martin Splitt:** [00:21:23] We've been having fun with these podcast episodes and we hope that you, the listener, have found them both entertaining and insightful too. Feel free to drop us a note on Twitter, <i>@googlesearchc</i>, or chat with us at one of the next upcoming events that we go to if you have any thoughts. And of course, don't forget to like and subscribe. Thank you so much and goodbye.

[00:21:47] ♪ [music] ♪