



Neuroscience of Search

Giulia Panozzo
Neuroscientist



@SequinsNsearch



slideshare.net/GiuliaPanozzo1

My Journey



- **BSc** in Psychobiology
- **MSc** in Cognitive Neuroscience & Clinical Neuropsychology
- Research on **attentional, social and motor processes**

...and ended up in SEO

Today we'll talk about...



Capturing the **attention**



Cognitive **Biases**



Heuristics in Decision Making



Social Proof



The role of **emotions**



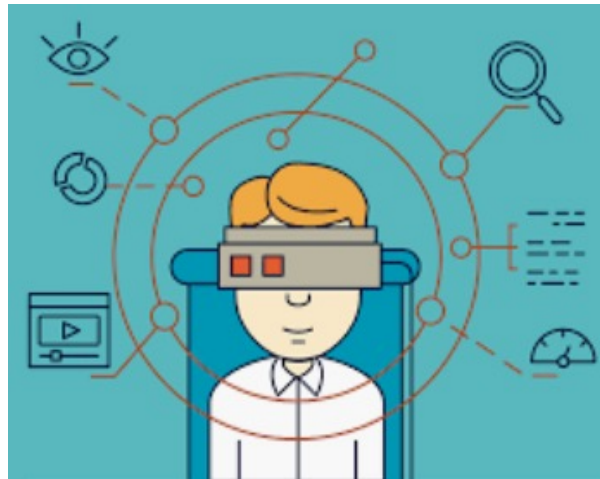
WHAT IS NEUROSCIENCE?

The study of the **brain** and the **nervous system**

Cognitive
neuroscience



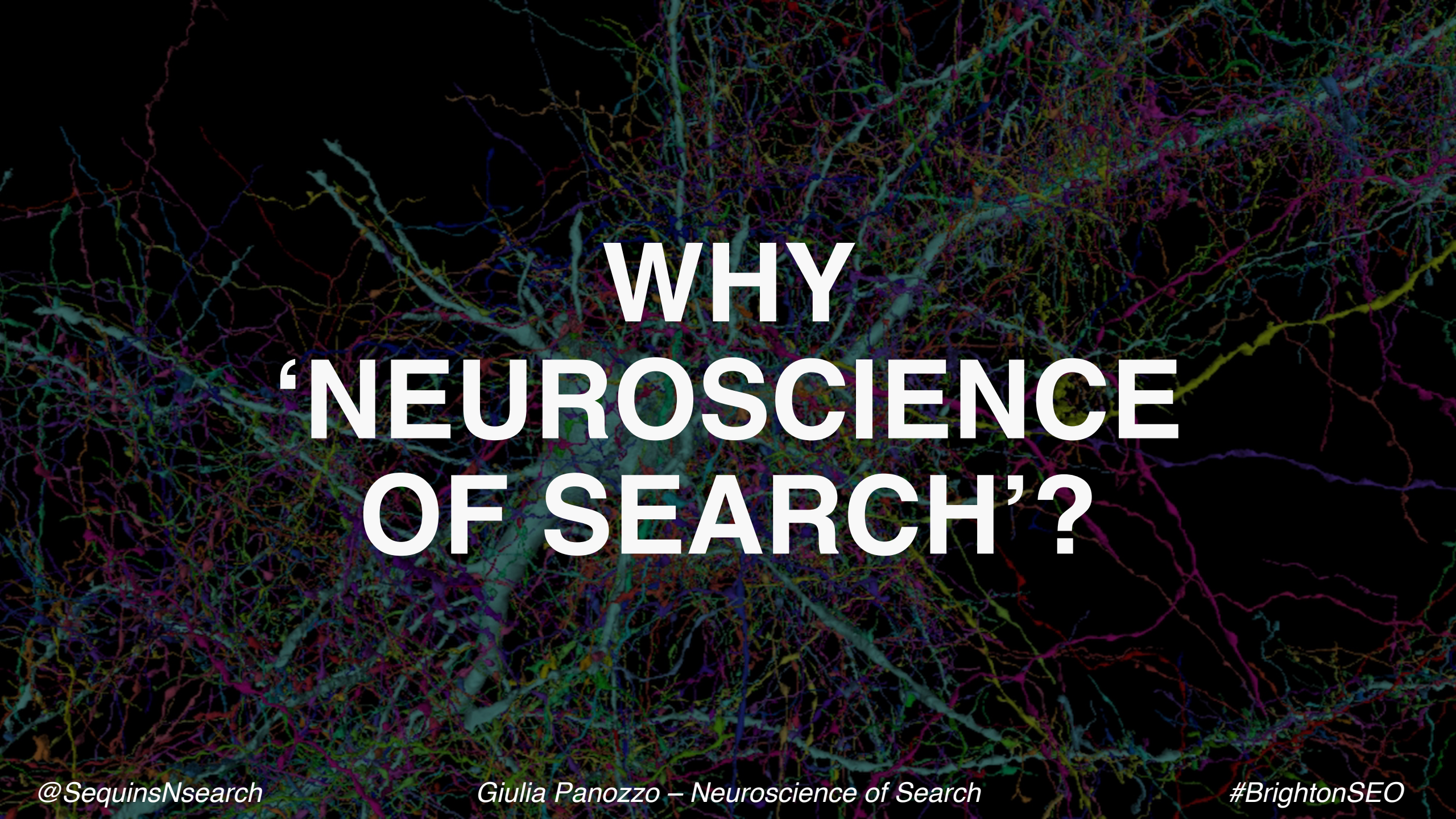
Behavioral
neuroscience



Neuro**physiology**



And many more...



WHY 'NEUROSCIENCE OF SEARCH'?

1. To put the **user** back in focus

Optimizing 'for Google' VS Optimizing for the user



Google SearchLiaison ✓

@searchliaison



Replying to [@blairmacgregor](#) and [@JohnMu](#)

As said before when asked about AI, content created primarily for search engine rankings, however it is done, is against our guidance. If content is helpful & created for people first, that's not an issue.

1. To put the **user** back in focus

Optimizing 'for Google' VS Optimizing for the user



Google SearchLiaison ✓

@searchliaison

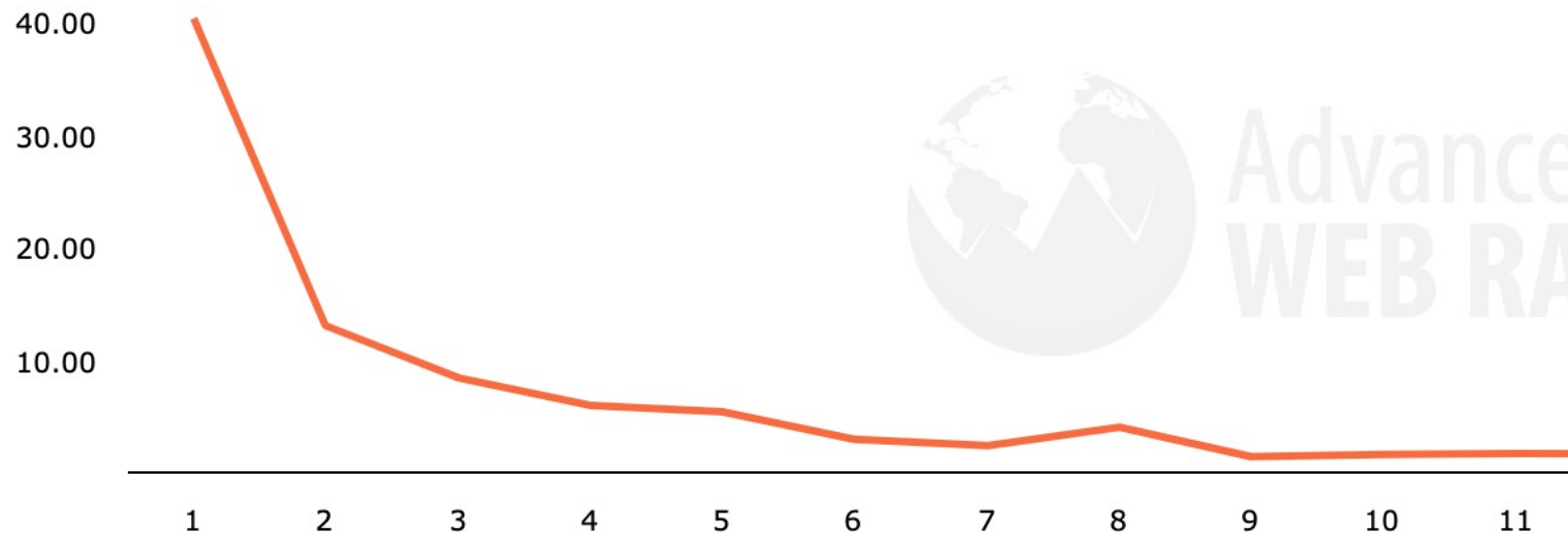


Replying to [@blairmacgregor](#) and [@JohnMu](#)

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2. To win the user's **attention** over rankings

Ranking better than our competitors \neq more traffic or conversions



<https://www.ambitiouskitchen.com> › Blog

The Best Cinnamon Rolls You'll Ever Eat | Ambitious Kitchen

1 Dec 2022 — Ingredients · For the dough: · ¾ cup warm milk (whole milk or 2% preferred) (110 degrees F) · 2 ¼ teaspoons quick rise or active yeast (1/4-ounce ...

★★★★★ Rating: 4.9 · 1,805 votes · 2 hrs 20 mins

[The Best Pumpkin Cinnamon...](#) · [Yeast Bread Recipes](#) · [Pumpkin Cinnamon Rolls](#)



<https://www.bbcgoodfood.com> › Recipes

Cinnamon rolls recipe | BBC Good Food

Ingredients · 500g strong white bread flour, plus extra for dusting · 7g sachet fast-dried yeast · 1 tsp ground cinnamon · 50g golden caster sugar · 200ml ...

★★★★★ Rating: 5 · 21 reviews · 1 hr 20 mins

Especially when
all results look
similar

<https://sallysbakingaddiction.com> › Recipes › Breakfast

Easy Cinnamon Rolls (Only 1 Rise)

27 Oct 2022 — These easy **cinnamon rolls** from scratch are perfect for yeast beginners because they only require 1 rise, but still bake up extra soft.

★★★★★ Rating: 4.8 · 369 reviews · 2 hrs 5 mins



<https://www.bbc.co.uk> › food › cinnamon_buns_10634

Cinnamon buns recipe - BBC Food

For the **cinnamon bun** dough · 100g/3½oz unsalted butter · 200ml/7fl oz milk · 1 tsp salt · 250g/9oz plain or wholemeal plain flour, plus extra for dusting · 250g/9oz ...

★★★★★ Rating: 4.4 · 188 votes · 2 hrs 30 mins



<https://www.waitrose.com> › ... › All recipes

Martha's Cinnamon Rolls Recipe | Waitrose & Partners

For the dough · 75g butter · 100ml semi skimmed milk · 250g plain flour · 250g strong plain flour · 7g easy bake/quick yeast · 25g caster sugar · 2 British Blacktail ...

★★★★★ Rating: 4 · 1 review · 45 mins



3. To increase **engagement** and build **brand equity**

Our job doesn't end when the user lands on the site: we need to keep them there to continue the journey.



I've said it before, and I'll say it again:

#SEO now is about the entire website.



Adriana Stein
@adrianakstein

Changing meta data alone is not SEO.

Optimizing an H1 alone is not SEO.

Writing random blog articles alone is not SEO.

1:00 PM · Dec 21, 2022

♥ John Mueller is mostly not here 🐭 liked



Adriana Stein
@adrianakstein

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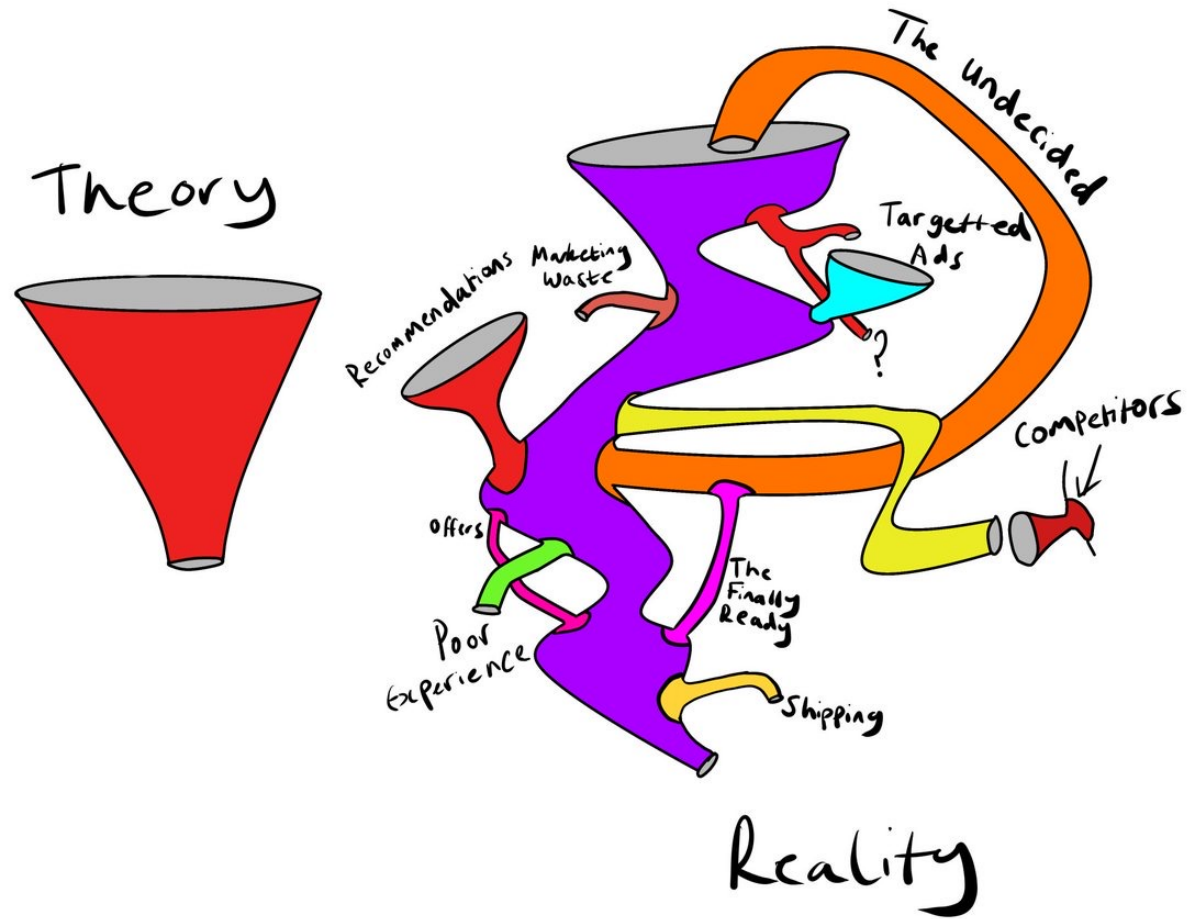
Optimizing an H1 alone is not SEO.

Writing random blog articles alone is not SEO.


1:00 PM · Dec 21, 2022

Image by Bhav Patel,
[@dodonerd](#)

The Marketing funnel




@Dodonerd


A glowing purple brain is the background of the image. Overlaid on the brain is a funnel diagram consisting of four horizontal bars of decreasing width from top to bottom. The top bar is the widest and contains the word 'VISIT'. The other three bars are narrower and are empty.

#1 - CAPTURING THE ATTENTION

VISIT



🕒 how do you capture someone's attention| 

🕒 how do you capture someone's attention - Google Search 

10 Ways Great Speakers Capture People's Attention

1. Start with the unexpected. Start with a bang, not a whimper. ...
2. Make it about them. ...
3. Keep it concrete at the start. ...
4. Keep it moving. ...
5. Get to the point. ...
6. Arouse emotion. ...
7. Keep it interactive. ...
8. Write clear headlines.

[More items...](#) • 5 Mar 2014

<https://www.inc.com> › [sims-wyeth](#) › [how-to-capture-and-...](#) ⋮

[10 Ways Great Speakers Capture People's Attention | Inc.com](#)

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<https://www.inc.com> › [sims-wyeth](#) › |

10 Ways Great Speakers

<https://www.weforum.org> › [agenda](#) › [2015/03](#) › [7-scienc...](#) ⋮

7 scientifically proven ways to capture someone's attention

19 Mar 2015 — Automaticity: Activate the senses. · Framing: Contextualize your argument to appeal to your audience. · Disruption: Break expectations. · Reward: ...

<https://hbr.org> › [2015/03](#) › [7-ways-to-capture-someone...](#) ⋮

7 Ways to Capture Someone's Attention

3 Mar 2015 — But think about more subtle ways to play on people's instincts to **capture attention**. For example, try giving a star prospect or client a hot cup ...

<https://www.powerofpositivity.com> › [capture-someones...](#) ⋮

10 Ways To Capture Someone's Attention (In 30 Seconds Or ...

2 Apr 2020 — Here are ten ways to **capture someone's attention** in 30 seconds or less. ; 1. Leave Some Mystery ; 2. Get A "Yes" Response First ; 3. Use Body ...

<https://magneticspeaking.com> › [Blog](#) ⋮

How to Be More Attractive and Get Someone's Attention

1 – · 2 – Be interested in your audience. · 3 – Become a good storyteller. · 4 – Have a unique point of view. · 5 – Become "Brain Candy." · 6 – Develop your voice.

10 Ways Great Speakers Capture People's Attention

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<https://www.weforum.org/agenda/2015/03/7-scientific-proven-ways-to-capture-attention>
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<https://www.romper.com/7-weird-but-genius-ways-to-get-someone-to-pay-attention> ›

7 Weird, But Genius Ways To Get Someone To Pay Attention ...

29 Jul 2018 — 1 · Stand In Silence · 2 · Consider Your Scent · 3 · Use Their Name · 4 · Treat Your Outfit As A Way To Start Conversation.

<https://www.linkedin.com/pulse/how-capture-someone-s-attention-over-the-phone-in-10-seconds> ›

How to capture someone's attention over the phone in 10 ...

12 Dec 2017 — Founder and Managing Director at Blue... · Be original. One of the best ways to **capture someone's attention** quickly over the phone is to be ...

<https://www.transformationmarketing.com/capture-audience-attention> ›

How to Capture an Audience's Attention

12 Aug 2020 — Research has shown that you have about eight seconds to **capture** people's **attention**. That's the length of the average **attention** span, ...

<https://www.artofmanliness.com/articles/7-techniques-for-capturing-people-s-attention> › Articles

7 Techniques for Capturing People's Attention

20 Jun 2019 — The person who can **capture** and hold **attention** is the person who can effectively influence human behavior. What, we may ask, is a failure in life ...





Selective attention



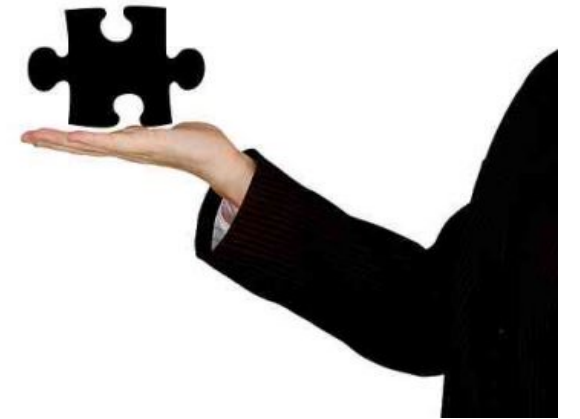
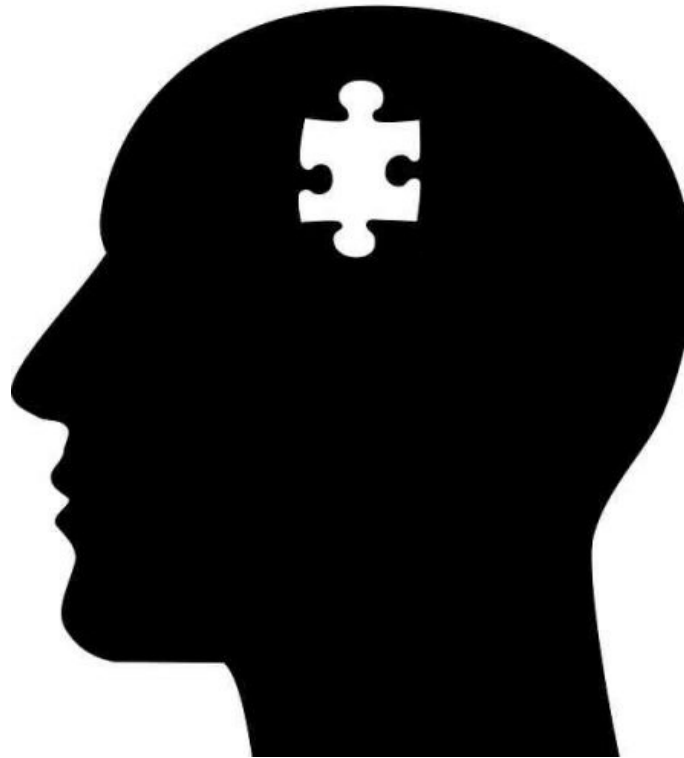
Selective attention

The process of bringing
perceived stimuli further into
processing

➤ **Internal factors**
(e.g. motivation)



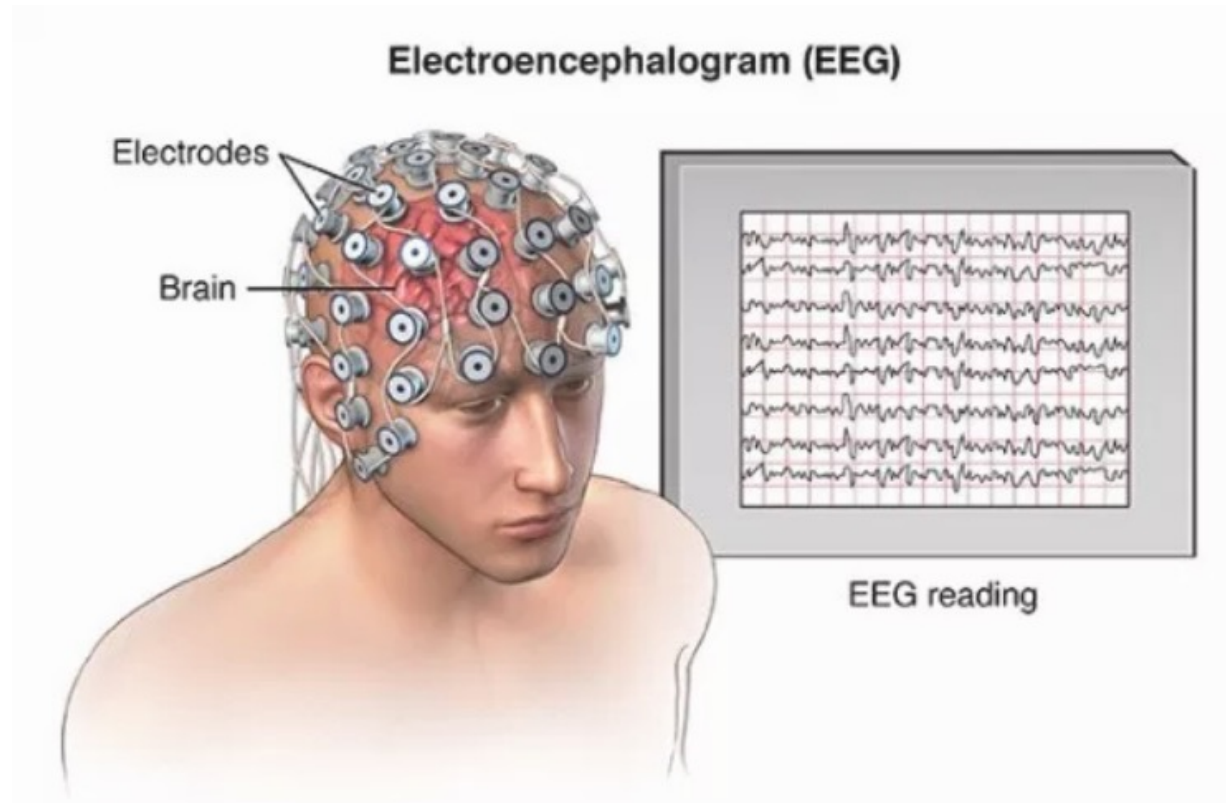
➤ Cognitive biases



➤ **External factors**
(e.g. 'cocktail party effect')



Event Related Potentials (ERPs)

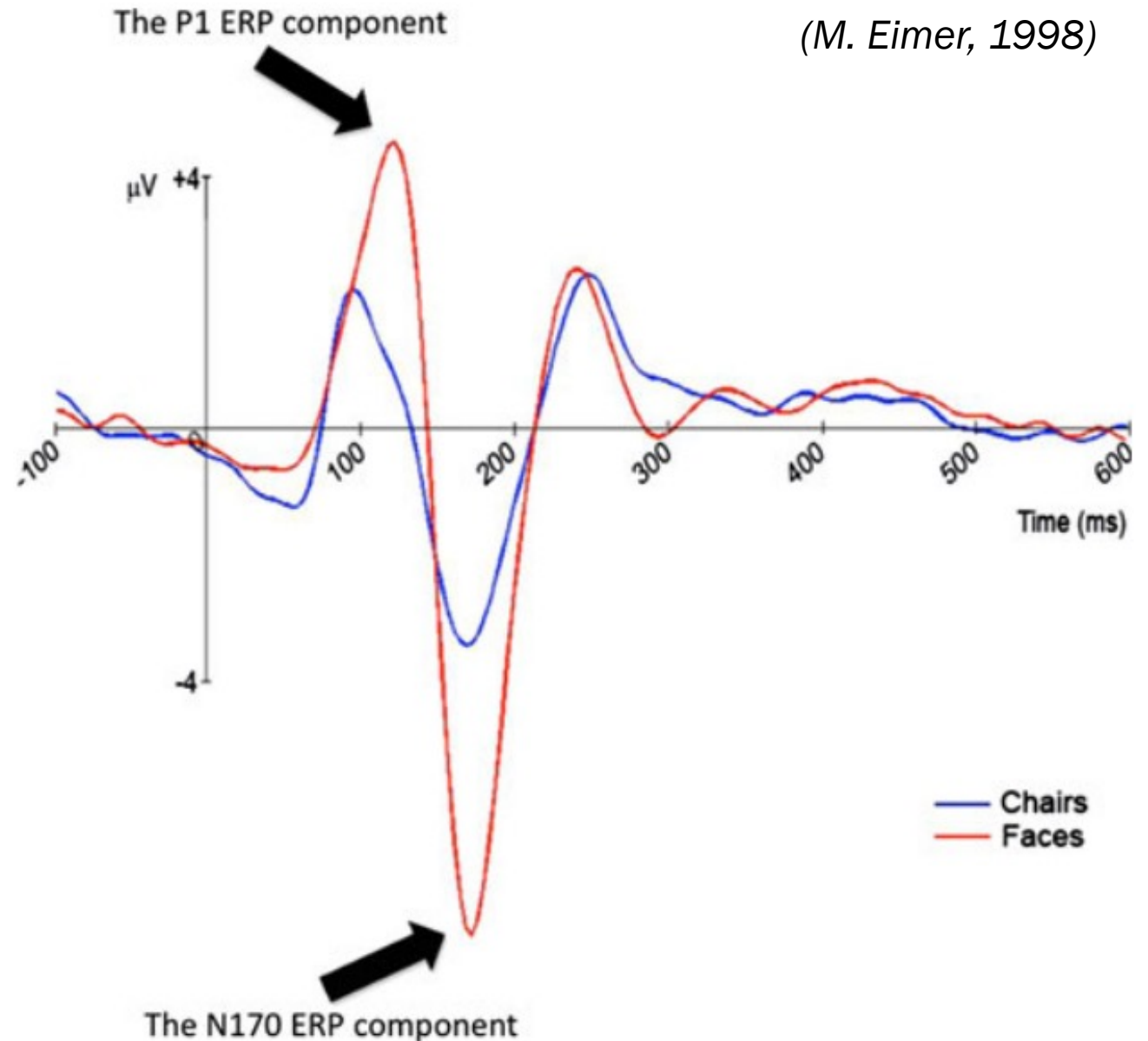


Event Related Potentials (ERPs)

Common **brain activation patterns**
observed in relation to **certain**
stimuli

N170

Selective to
face
configurations



N170

...But responds even to **face-like** objects!



N170



N170



N170



Google brings emoji back to the SERPs 🤩 🙌 🏆 - Search Engine Watch

N170

*‘**Emojis** evoked **more negative N170** and N2 brain potentials **compared to human faces** both during a mere presentation and as feedback stimuli.’*

(M. Weiß, P. Mussel & J. Hewig, 2020)

N170

where to celebrate my birthday



<https://www.londonxlondon.com> › birthday-in-london

Celebrating a Birthday in London? Here's How To Do It Right...

1 Mar 2022 — Celebrating a birthday in London? From gin clubs to spa days, don't miss this guide packed with ideas for a special occasion in the capital.

<https://candaceabroad.com> › london-birthday-ideas

🥰 101+ London Birthday Ideas: How to Celebrate Your Big Day

4 Jul 2022 — How to Celebrate Your Birthday in London ; Go to the Shard ; Or book a night at the Shangri-La Hotel ; Head to Groupon ; Have an afternoon tea on ...
How to Celebrate Your... · – If you liked this post be sure...

<https://www.tagvenue.com> › ... › Private Events

Our Top 19 Best Ideas for Your Birthday in London - Tagvenue

5 Jan 2023 — Our Top 19 Best Ideas for Your Birthday in London ; 1. Let's get down. Bermondsley Social Club ; 2. Put the party on wheels.

<https://www.getyourguide.com> › travel-guides › things-...

Things To Do in London: 13 Fun Birthday Ideas 🥰 - GetYourGuide

24 Aug 2022 — The Classics. See the city from a river cruise. Celebrating birthday over a lunch cruise · Fancy things to do in London on your birthday Take a ...

<https://thenudge.com> › features › the-best-birthday-idea...

The Best Birthday Ideas In London - The Nudge

The only thing that all birthday celebrations have in common is that you get at ... It's a guaranteed way to get your whole party boozed...whilst soaking up a ...

N170

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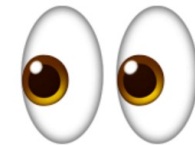
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Mismatch Negativity

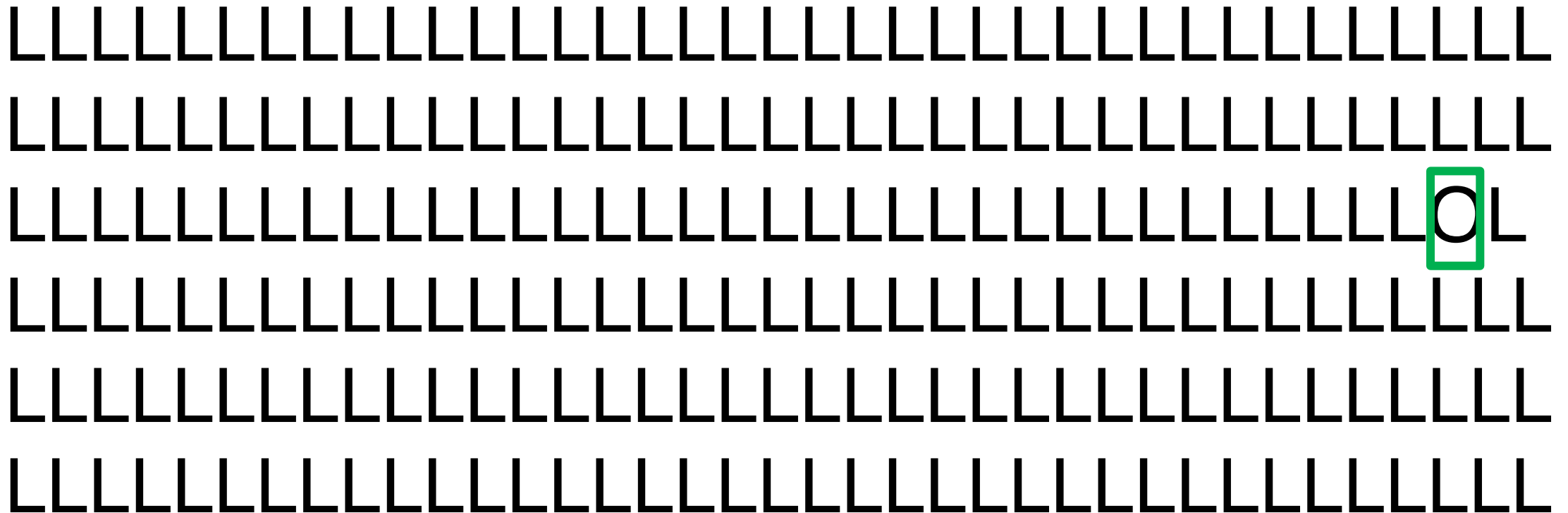
- ❑ aMMN (150-250ms):
auditory
- ❑ vMMN (120-350ms):
visual



Mismatch Negativity

LL
LL
LLOL
LL
LL
LL

Mismatch Negativity

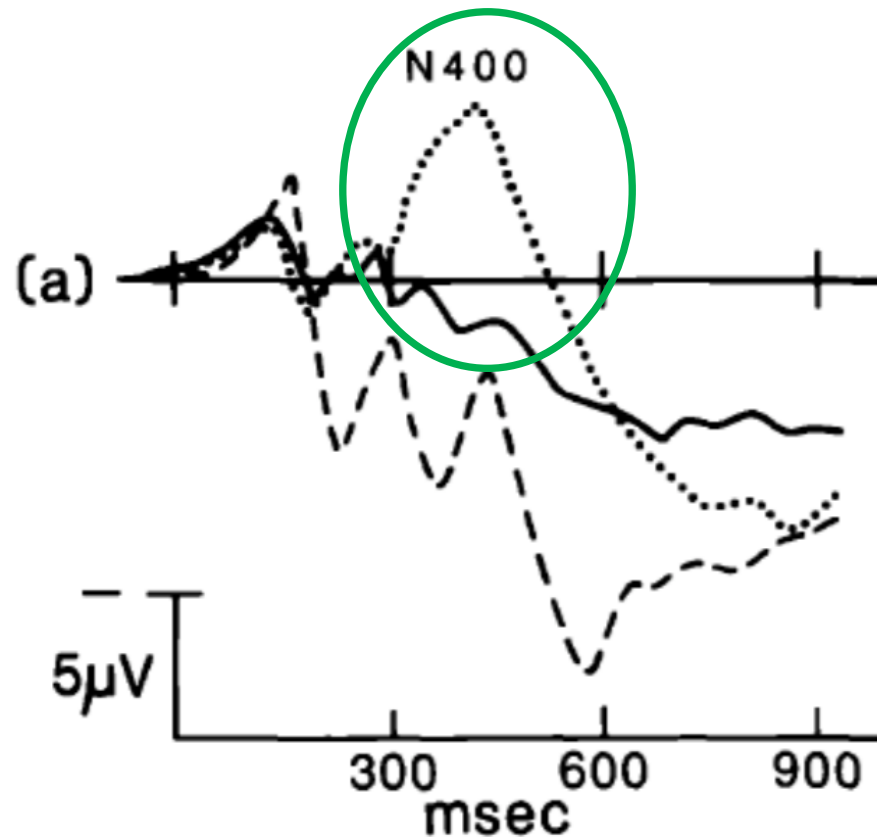


Mismatch Negativity

- ❑ aMMN (150-250ms):
auditory
- ❑ vMMN (120-350ms):
visual
- ❑ **N400: semantic**



Mismatch Negativity



Kutas, M., & Hillyard, S. A. (1980)

- He spread the warm bread with butter.
- - - He spread the warm bread with BUTTER.
- He spread the warm bread with socks.



Search Engine Roundtable

<https://www.seroundtable.com> › [google-bold-seo-32418](#) ⋮

Google Confirms Again, **Bolding Words** Does Help With SEO

15 Nov 2021 — **Google's** John Mueller **confirmed** again that **bolding** words and "important points on a paragraph" does help with SEO and rankings.



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Best Recipes UK

<https://bestrecipesuk.com> › [Recipes](#) ⋮

Chocolate Cake with Caramel & Marmite Buttercream

Marmite; love it or hate it, you will adore this **cake**! This **cake** is wonderfully light with a salted caramel buttercream. Will your friends & family guess ...





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A glowing purple brain is the background of the slide. Overlaid on the brain is a funnel diagram consisting of four horizontal bars of decreasing width from top to bottom. The second bar from the top contains the word 'RESEARCH' in white capital letters.

#2 – COGNITIVE BIASES

RESEARCH

Cognitive Biases

Systematic errors



Processing and interpreting information



Judgement and Decision making

Serial Position Effect

Pencil

Considerable

Drum

Bread

Book

Eggs

Heath

Cinema

Periodical

Imagination

Computer

Mouse

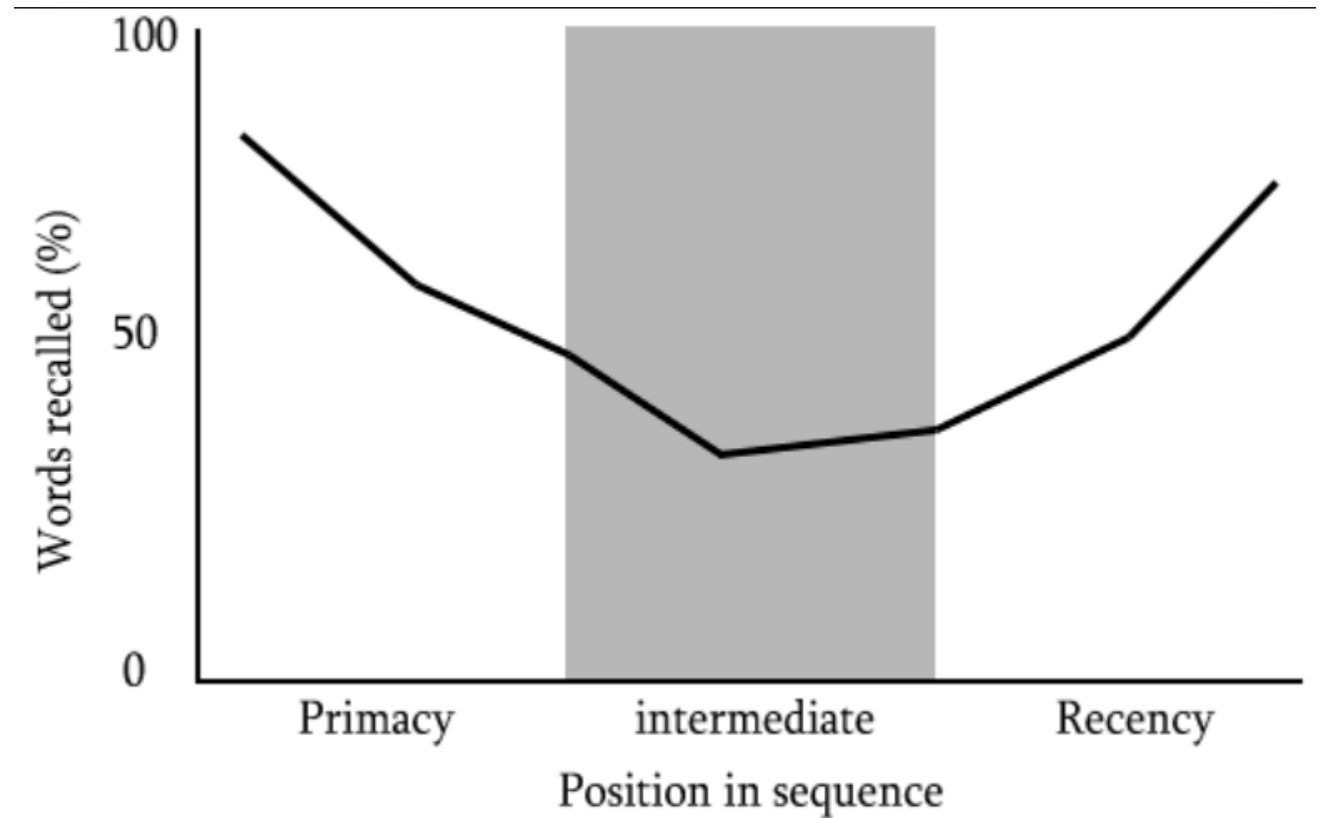
Sum

Autonomous

Anniversary

Serial Position Effect

- Primacy
- Recency



Serial Position Effect

It's easier to recall items that are placed at the **beginning** or at the **end** of a list

Anchoring Effect



This item Tristar FR-6980BS Air Fryer, 2 L, 1000 W, Compact Design, Adjustable Thermostat, Timer, Black

Add to Basket

★★★★★ (1108)

£68.06



Chefman TurboFry 2 Litre Air Fryer, Personal & Compact, Adjustable Temperature Control, 30-minute Timer and Dishwasher-safe Basket, Black

Add to Basket

★★★★★ (30282)

£54.99



Dihl 2L Air Fryer Black Gold Rapid Healthy Cooker Oven Low Fat Free Food Frying

Add to Basket

★★★★★ (417)

£49.99

Compromise Effect



This item Tristar FR-6980BS Air Fryer, 2 L, 1000 W, Compact Design, Adjustable Thermostat, Timer, Black

Add to Basket

★★★★☆ (1108)

£68.06



Chefman TurboFry 2 Litre Air Fryer, Personal & Compact, Adjustable Temperature Control, 30-minute Timer and Dishwasher-safe Basket, Black

Add to Basket

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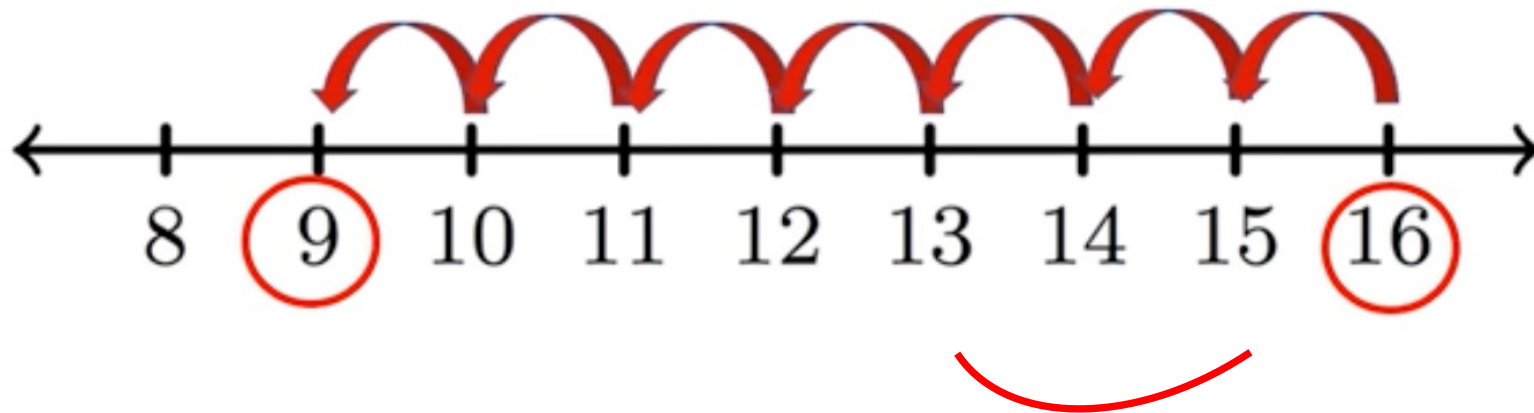
★★★★☆ (417)

£49.99

Numerical Biases

□ Distance effect

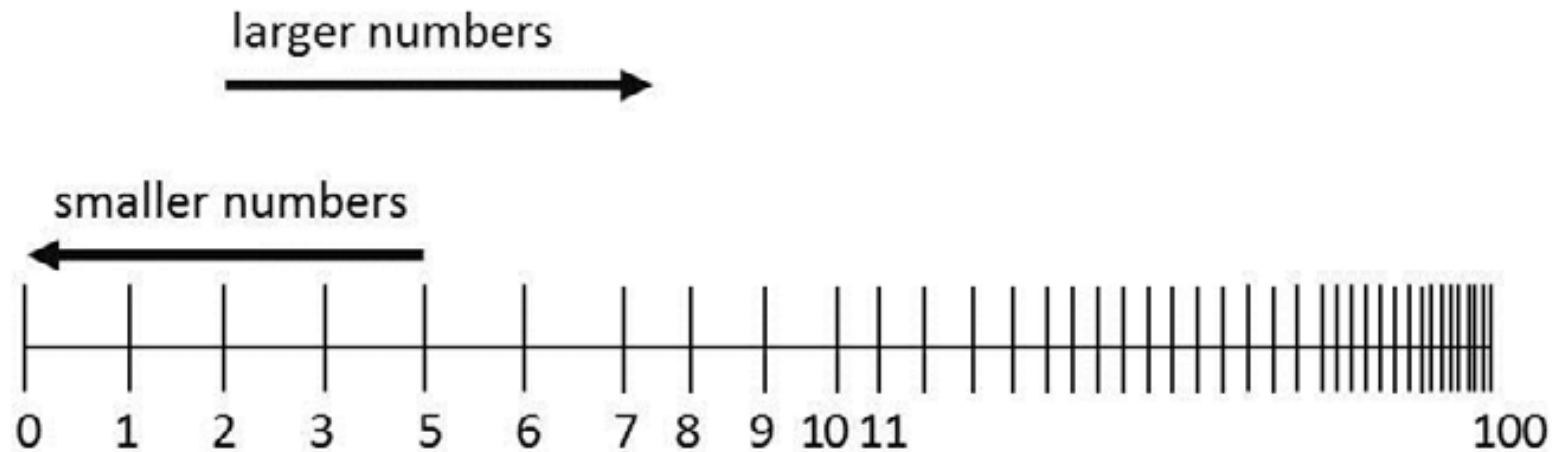
→ 9 vs 16 easier than 13 vs 16



Numerical Biases

□ Size effect

→ 15 vs 23 easier than 237 vs 245



Numerical Biases

In both cases, judging differences becomes **harder as magnitude increases**



Regular
Price:
£1700

‘Save 34% on your sofa’

Faster

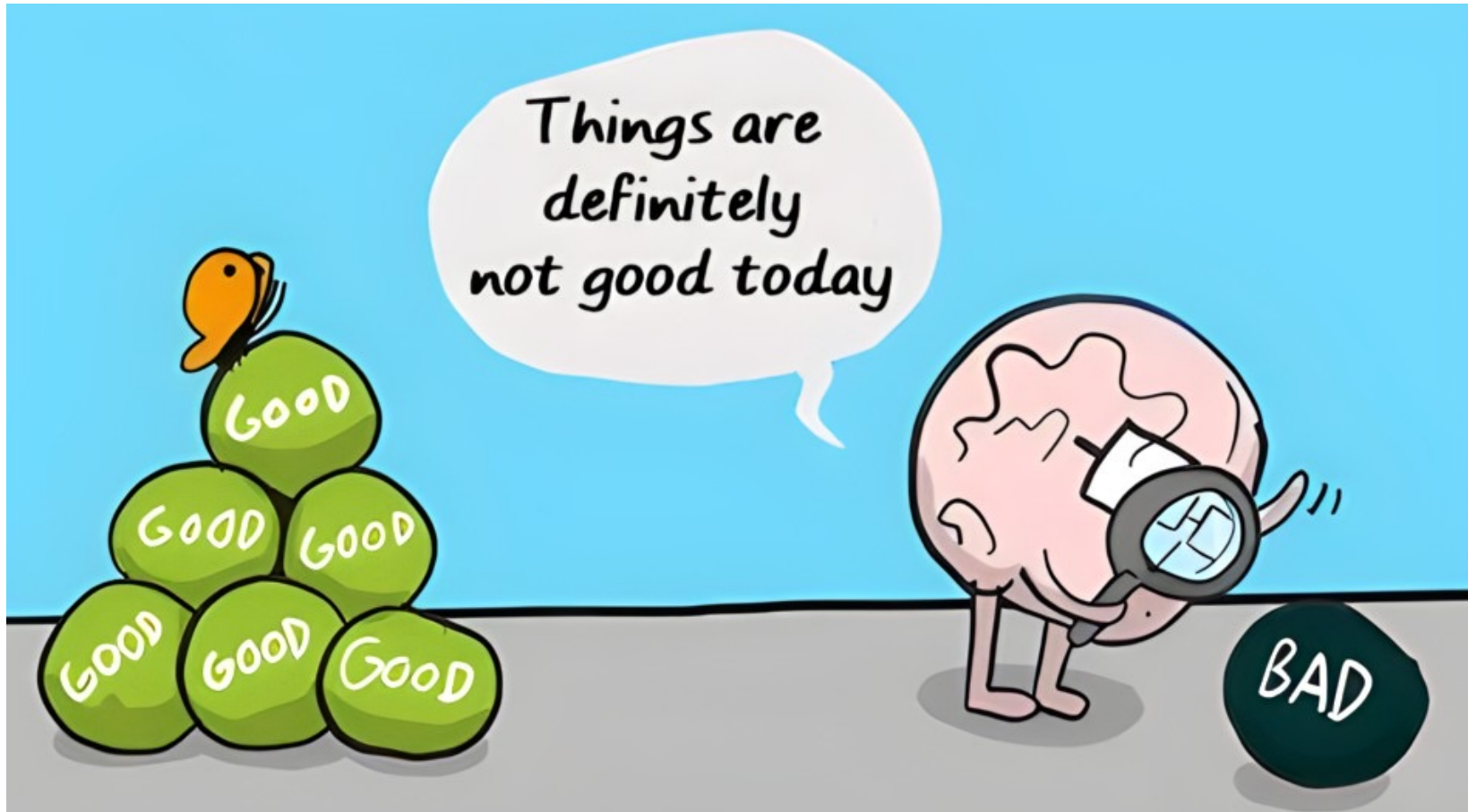


Regular
Price:
£1700

‘Save £581 on your sofa’

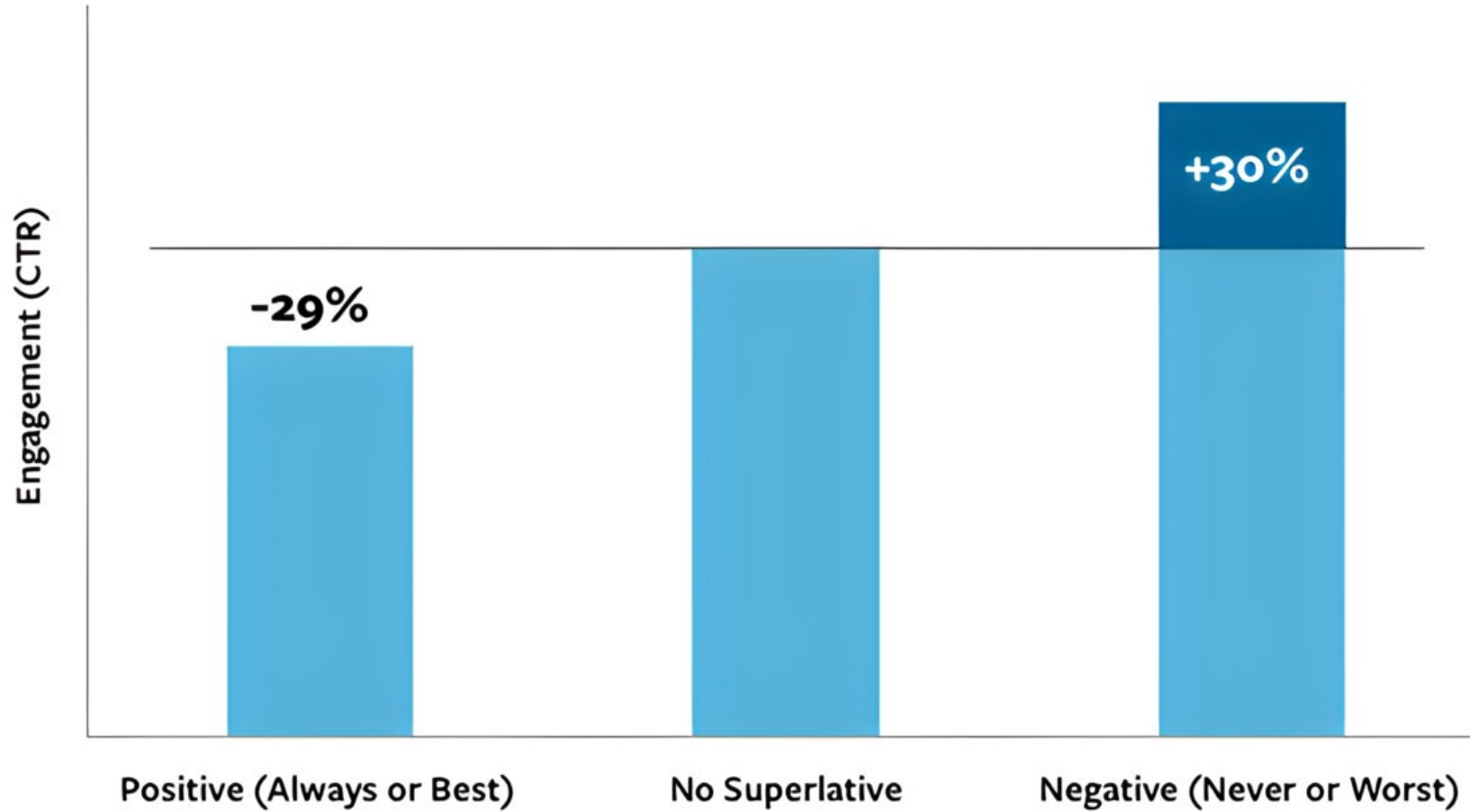
Slower

Negativity Bias



Source: seoClarity

Positive vs. Negative Superlatives in Titles



Negativity Bias





Slow or overwhelming flow



Unclear or contradicting information



404 pages



Page not found

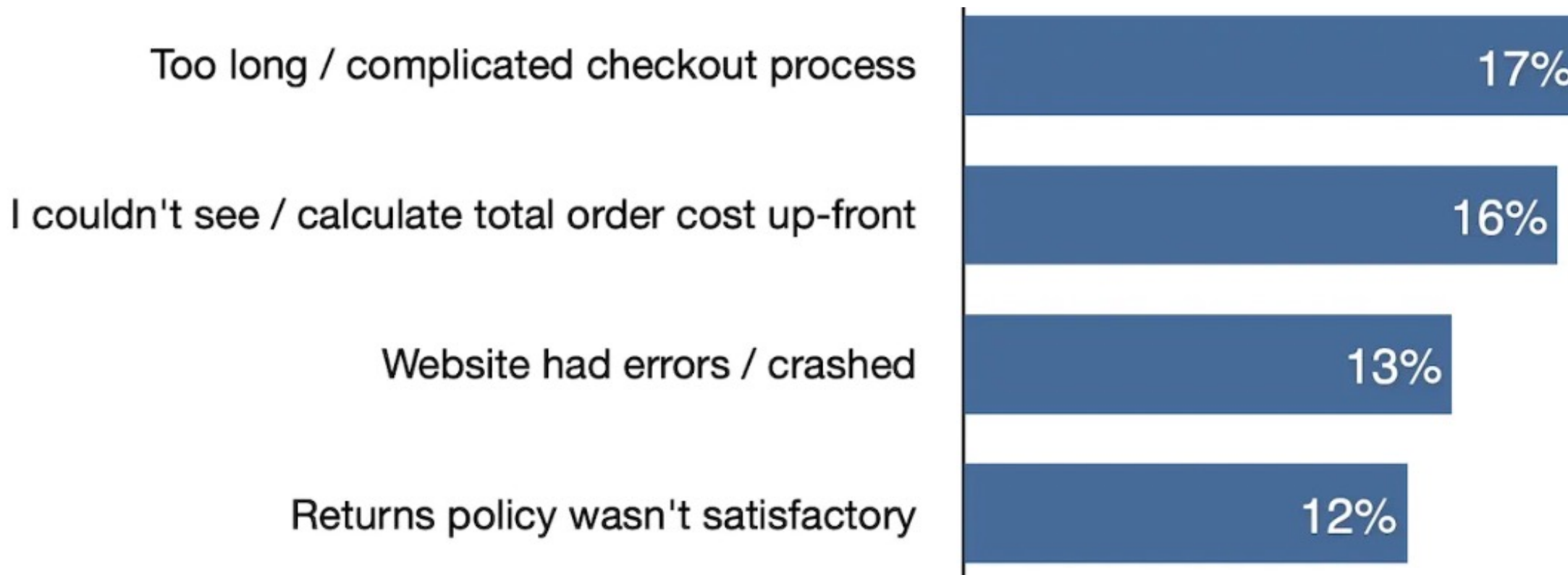
We apologise, but we cannot find the page you're looking for.
Please start your search from [Expedia's homepage](#).

Reasons for Abandonments During Checkout

4,384 responses · US adults · 2022 · © baymard.com/research

"Have you abandoned any online purchases during the checkout process in the past 3 months? If so, for what reasons?"


Answers normalized without the 'I was just browsing' option



Confirmation Bias



Example: Travelling post-pandemic

Keyword ↑	Avg. monthly searches	Three month change	YoY change
is expedia legit	1,900 	+81%	+190%



<https://championtraveler.com> › news › is-expedia-reliab... ⋮

Is Expedia reliable? Can you book safely through their website?

As mentioned above, **Expedia** offers great consumer protection across all of your purchases, especially hotels. **Expedia** is also one of the most reputable names in ...



<https://championtraveler.com> › news › is-expedia-reliab... ⋮

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<https://uk.trustpilot.com> › ... › Travel deals ⋮

Read Customer Service Reviews of www.expedia.co.uk

I wouldn't recommend booking via **Expedia** or via any other flight search engines for that matter.

Simply find your best flights and book via the airline.



If your brand doesn't rank for queries of this kind, potential customers will have to **rely on other websites' info.**

The existing beliefs they come to the search with will determine **what content they'll trust the most**
(confirmation bias).

<i>Cluster</i>	<i>Top queries</i>	SUM of Search Volume
+ Reliability Total		44800
+ Shipping/Delivery Total		32840
+ [brand] Basics Total		21060
+ Selling Total		10080
+ Buying Total		7830
+ Sizing Total		5180
+ Payment Total		1910
+ Returns Total		1750
+ Misc Total		1600
+ Customer Service Total		1320
+ Black Friday Total		640
+ Fit Total		190
Grand Total		129200



#3 – HEURISTICS IN DECISION MAKING



DECISION



Our **cognitive resources** are **limited** and cannot process all of the information available to analyse **all of the possible outcomes** of a choice



‘A heuristic is a **mental shortcut** that allows people to **solve problems and make judgments quickly and efficiently**’

Availability Heuristic




Scarcity Heuristic




-Scarcity creates demand.
-Mmm.

Scarcity Heuristic



Last booked for your dates 7 hours ago

Getaway Deal

Economy Double Room – 

Only 1 room left on our site!



4.1/5
Very good!
([253 reviews](#))

We have 4 left at

~~£359~~ **£245**

Risk Aversion Heuristic

Pay **£32.33** in 3 monthly instalments with **Klarna.** [More Info](#)

Pay **£24.25** in 4 instalments bi-weekly with **clearpay** [More Info](#)

Pay in 3 interest-free payments on eligible purchases with **PayPal** [More Info](#)

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46,046 people protected their tickets in the last 7 days.



Travel insurance for only £0.90



Comprehensive cover, including:

- ✓ A **full refund** if you have to cancel for emergencies
- ✓ Disruptions to your journey covered up to **£250**
- ✓ Personal possessions insured up to **£500**

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Comprehensive cover, including:

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- ✓ Disruptions to your journey covered up to **£250**
- ✓ Personal possessions insured up to **£500**

FREE Returns ▾

Familiarity Heuristic



£1,90



£2,00

Familiarity Heuristic



£1,90



£2,00

Familiarity Heuristic



£1,90



£2,00



Elaboration Likelihood Model

High VS Low personal investment
determines if persuasion is going to
*be off the **quality** or **quantity** of*
arguments

A glowing purple brain is the background of the slide. Overlaid on the brain is a funnel diagram consisting of four horizontal bars of decreasing width from top to bottom. The word 'ORDER' is written in white capital letters on the narrowest bar at the bottom of the funnel.

#4 – SOCIAL PROOF

ORDER





The KFC x Crocs Clogs Sold Out In Minutes — But You Can Still Buy Them



Fans fuming as KFC Crocs sell out in 30 minutes

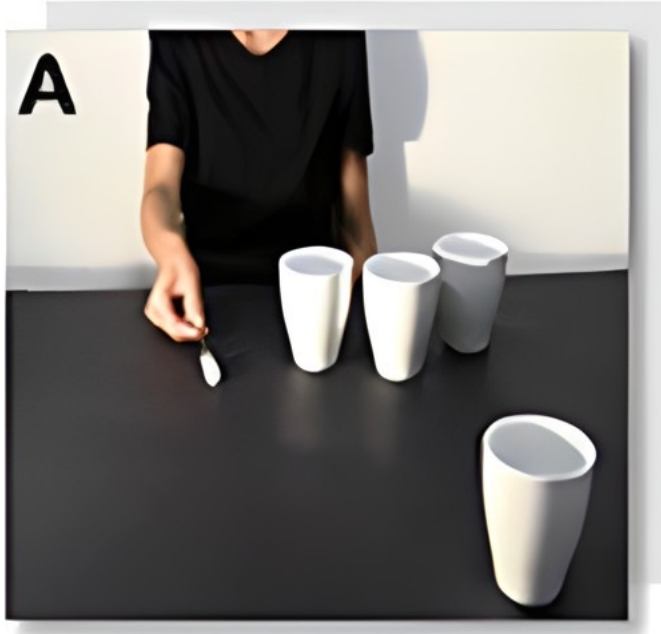
Social Proof

The brain is
‘socially wired’

Neuron mirrors and simulation theory



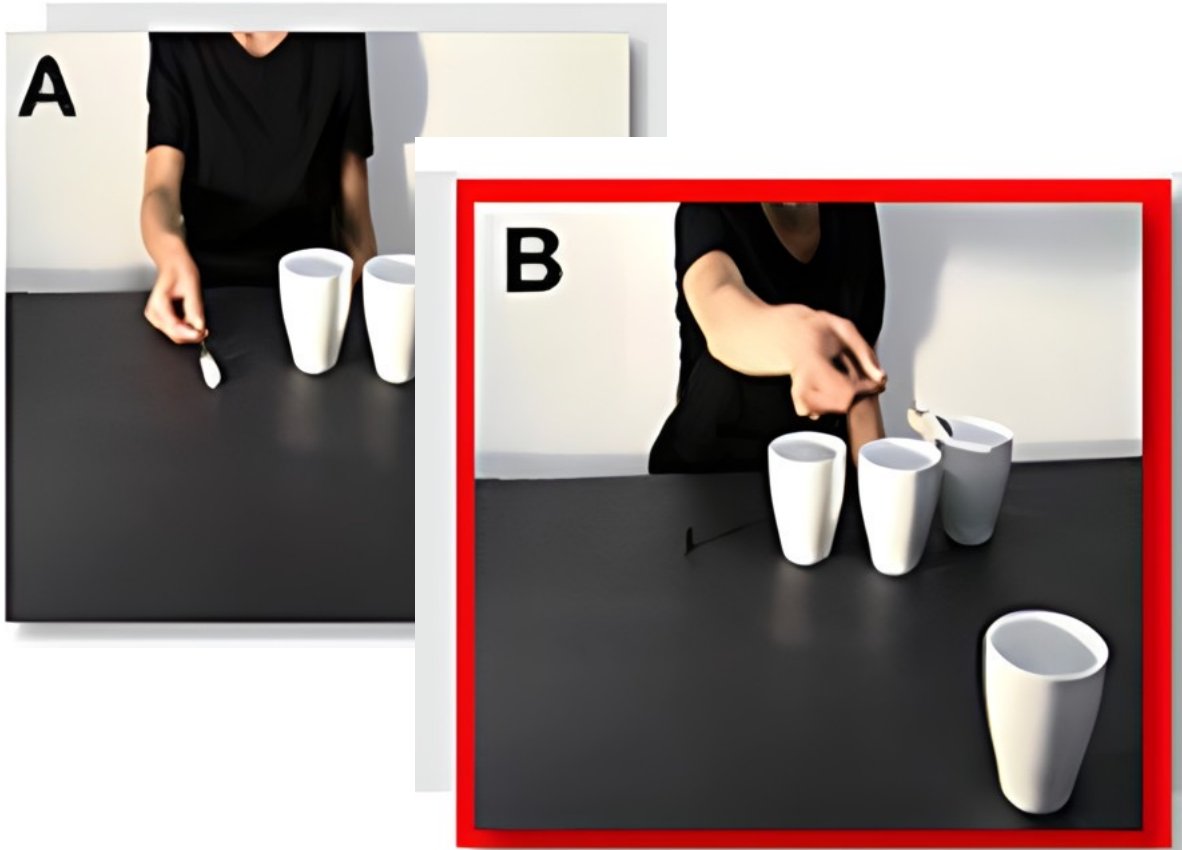
Interaction facilitation induced by social cues



Natural switch from an imitative to a **complementary social action** in CS activity

(Sartori et al., 2012)

Interaction facilitation induced by social cues



Natural switch from an imitative to a **complementary social action** in CS activity

(Sartori et al., 2012)

Media: Diapers-01.jpg
Time: 00:00:00.000 - 00:00:06.033
Participant filter: All



Extra gentle for the most sensitive skin.

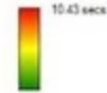
So gentle for sensitive skin, add the chemicals and moisture of a diaper and you have diaper rash.

Baby Wipes's unique high-absorbency natural-blend cotton provides cotton-soft, extra thick, gel-free protection for your baby's sensitive skin. The chlorine-free materials and absorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.



If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at www.baby.com

Participant filter: All



Extra gentle for the most sensitive skin.

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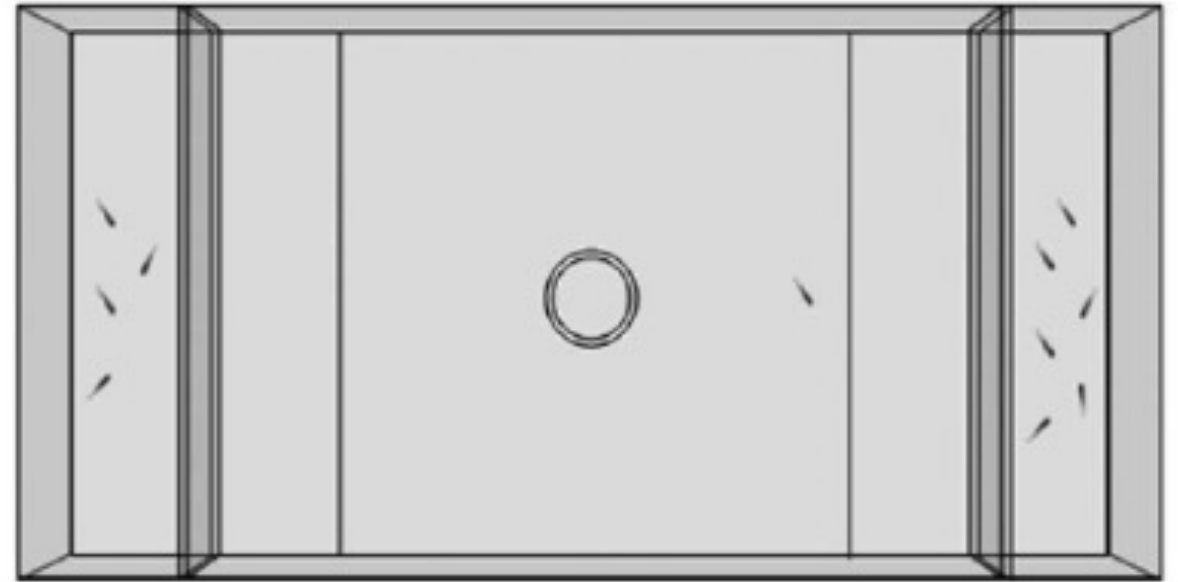


If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at www.baby.com

The Bandwagon effect

Agrillo et al., 2012

→ Conformity behaviour



...Even in fish!

MOXY London Heathrow Airport, a Marriott Hotel

Hounslow

8.4/10 Very good (1,041 reviews)

15% off

£99 **£84**

for 1 night
includes taxes & fees

London Chigwell Prince Regent Hotel, BW Signature Collection

Woodford Green

7.2/10 Good (469 reviews)

15% off

£99 **£84**

for 1 night
includes taxes & fees

Role of reviews

<https://www.tripadvisor.co.uk> › ... › Paris › Paris Hotels

Passy Eiffel Hotel Reviews, Paris - France - TripAdvisor

Looking for a place to stay in Paris? Then look no further than **Passy Eiffel Hotel**, a romantic **hotel** that brings the best of Paris to your doorstep.

★★★★★ Rating: 4.5 · 1,001 reviews · Price range: ££ (Based on Average Nightly Rates for a Standard Room from our Partners)



Air Jordan 1
Elevate Low
Women's Shoes
- White

£114.95

Nike Official



Jordan 1 Mid -
Men Shoes -
Red - Leather,
Synthetics - Si...

£119.99

Footlocker.co.uk

★★★★★ (80)



And of UGC

▲
27
votes
▼

Question:

[What is the difference between this and the Nutri Bullet?](#)

Answer:

I have this bullet & love it, motor is 600w. My friend has nutribullet, the motor is 1000w I think, & cups are bigger. Biggest difference is price. We both think nutribullet isn't worth it as there is so little difference. Hope this helps.

By Joycebaby on 08 May 2015

▼ [See more answers \(2\)](#)

▲
6
votes
▼

Question:

[Please advise the motor size \(600w or 1000w\) for the deluxe version?](#)

Answer:

This is 200 watts, nutri bullet standard is 600 watts, the pro is 1000 watts. I am hope this helps rather than then endless "don't know" answers!!

By Fred The Cat on 10 May 2021

▼ [See more answers \(4\)](#)

All

From visitors

By owner

Photos

360° view

Summary (202)





Google Search Central

Our latest update to the quality rater guidelines: E-A-T gets an extra E for Experience

A glowing purple brain is the background of the slide. Overlaid on the brain is a funnel-shaped diagram consisting of four horizontal bars of decreasing width from top to bottom. Each bar contains a white text label. The main title is centered in large white font.

#5 – THE ROLE OF EMOTIONS

VISIT

RESEARCH

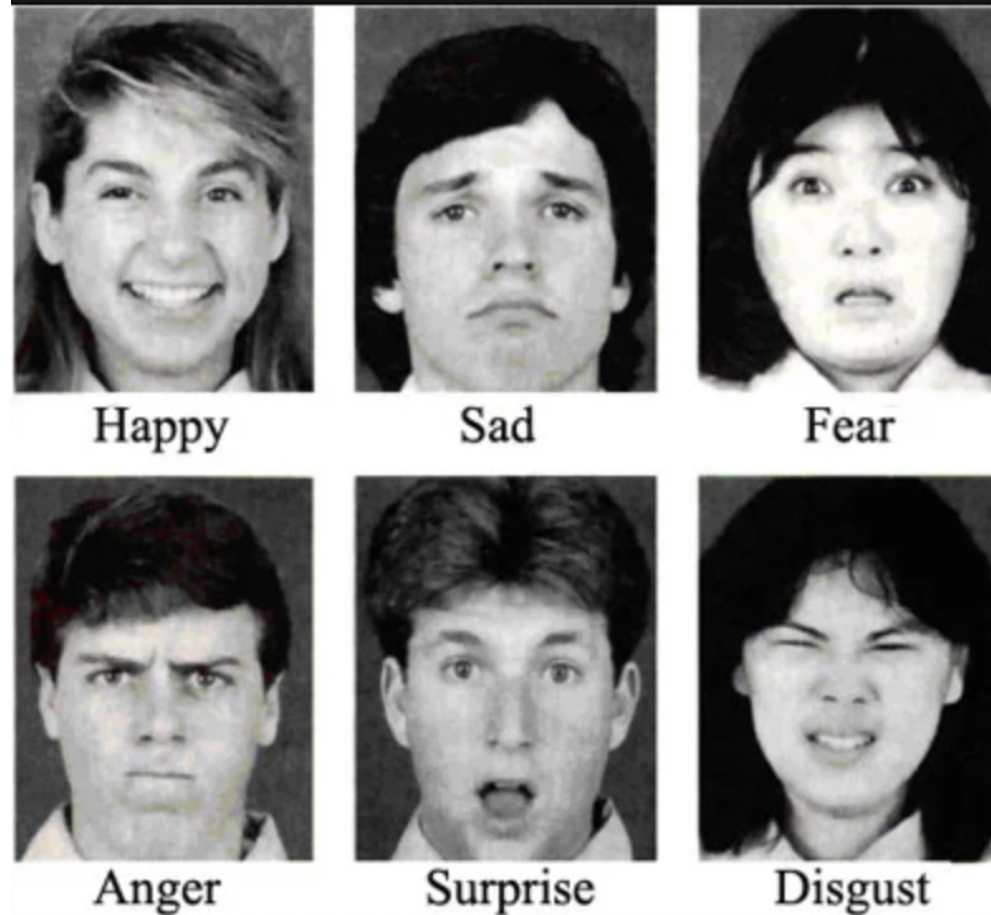
DECISION

ORDER

People make decisions
emotionally
and then they justify them
rationally

Six Basic Emotions

(Ekman, 1999)

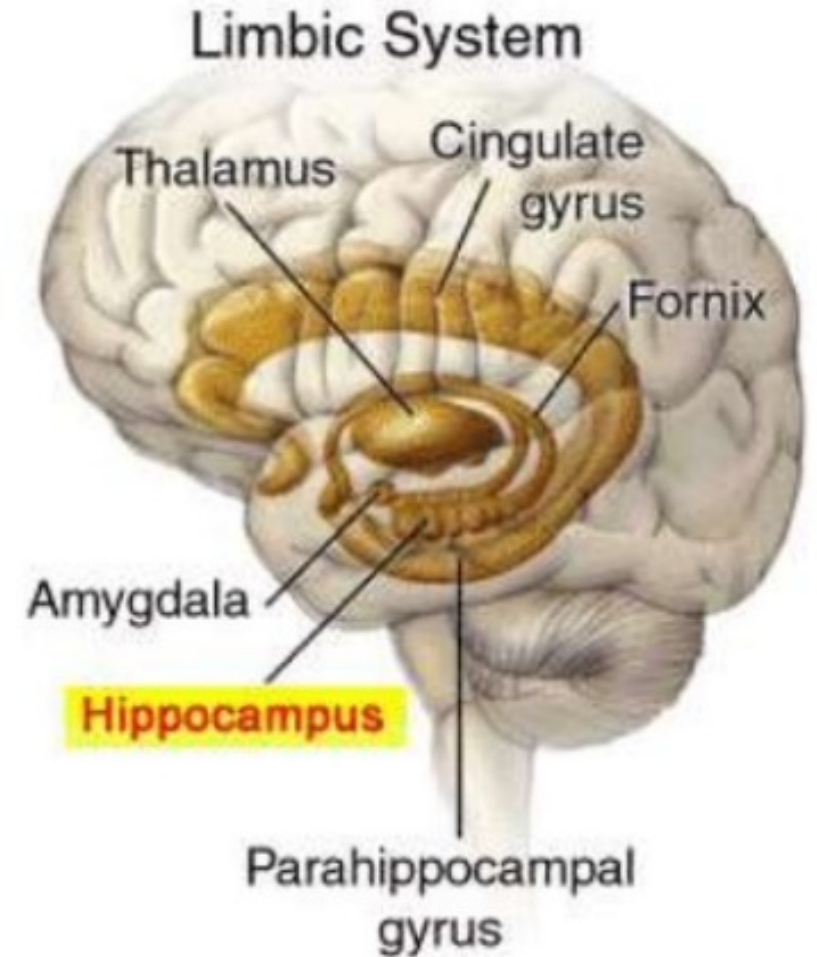


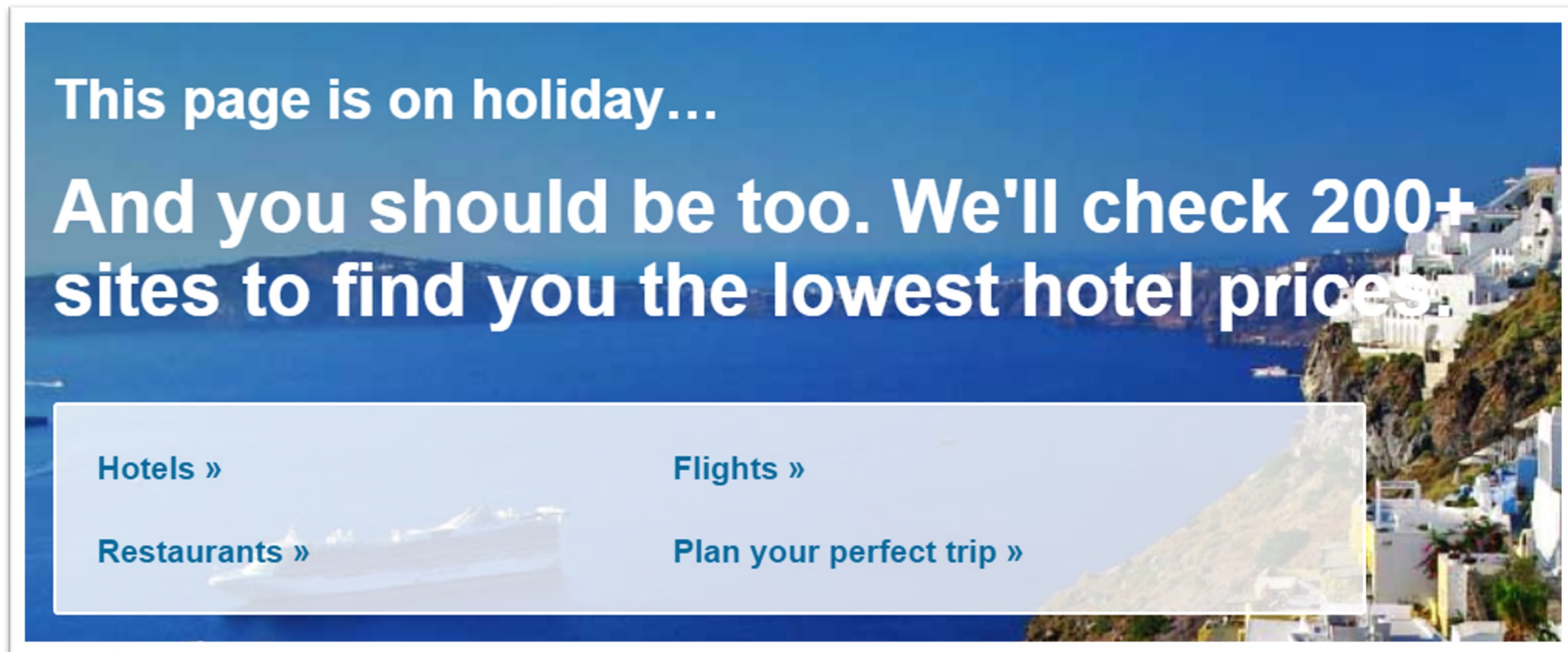
The Somatic Marker Hypothesis

That gut feeling...

**Emotional processes
guide decision making**

(Damasio, 1991)






Tripadvisor 404 page

Positive emotional experiences correlate with perceived

- ✓ Brand Authenticity
- ✓ Safety
- ✓ Trust

Effect of Emotion, Expectation, and Privacy on Purchase Intention in WeChat Health Product Consumption: The Mediating Role of Trust

Ming-Yan Wang ¹ , Peng-Zhu Zhang ^{2,*}, Cheng-Yang Zhou ¹ and Neng-Ye Lai ¹



Dr. Parik Patel, BA, CFA, ACCA E...  @ParikPatel... · Nov 6, 2022 ...

Fellas, don't be afraid to chase a girl if she has a boyfriend.

If she's single, you're competing with 20 other guys.

If she's dating someone, you're only competing with one.

Work smarter, not harder.



1,003



2,664



31.3K





@SequinsNsearch

Giulia Panozzo – Neuroscience of Search

#BrightonSEO





**SO, WHAT DO I
NEED TO
REMEMBER?**



Dare to stand out

**Ditch the silos:
make every
part of the
journey count**





**People want to
trust and feel
safe:
make that easy
for them**

Thank you!



@SequinsNsearch



/giulia-panozzo/



neuroscientific.com



APPENDIX: TEST IDEAS AND TAKEAWAYS

Top of the funnel

- ▼ Test **emojis** in your titles and descriptions to improve CTRs
- ▼ Invest in **SERP features** that your competitors are not using yet
- ▼ Include **something that stands out** in your title or copy: bold text, capitalization, unexpected wording

Middle of the funnel

- ▼ Place important information and value props **at the top and at the bottom** of your copy
- ▼ **Choose fractions or percentages** (e.g. '50% off', '1/2 price') over numbers when showing savings
- ▼ Test **negative headlines** (e.g. '10 holiday destinations not to miss' VS '10 best holiday destinations')

Bottom of the funnel

- ▼ Use messaging that conveys **scarcity** (but don't fool your users)
- ▼ Highlight messaging on **flexible payment/booking options** and returns
- ▼ Include **social proof** (UGC, reviews) and leverage schema mark-up to highlight it

At every stage

- ▼ Make every part of the journey count: focus on providing a **flawless experience** to avoid negativity bias
- ▼ Work on conveying trustworthiness and expertise by **proactively addressing your user's concerns**

At every stage

- ▼ Work on **increasing the availability of your brand** as a trusted source in your space (leverage external partners and digital PR)
- ▼ Optimize for the user, not the search engine: throughout the user journey, **connect on an emotional level**