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# Click Coffee Break



## Happy Wednesday!

NordicClick is starting a monthly newsletter exclusively for our clients that aims to showcase what's new in the digital marketing industry as well as what's new around our office! So whether an Americano fuels your fire or latte art is more your style, grab a refill and take five.

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# Click Cram Session

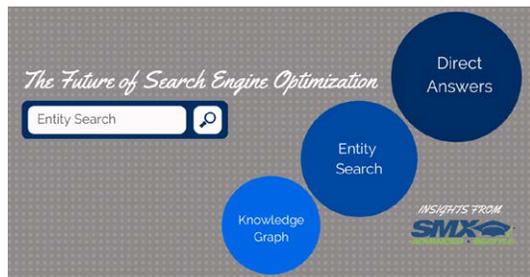
This month's industry cram session zeroes in on the latest changes at Google. Recently, digital marketers have been buzzing with new terms like **Semantics**, **Entity Search**, and **RankBrain**. Collectively, these terms speak to the fact that Google has upped the ante for what it takes to rank on its search results page. Rank is no longer decided just by looking at keywords on the webpage. Now, contextual relevance, search history, geolocation, links, etc. are factored in as well to determine the most relevant search results to show for any given query.

What does this mean for you? For starters, the content on your site needs to work harder. Writing solely to rank for a key phrase is no longer enough. Your content needs to answer a question. Featuring both product-related and educational content on your site is the new standard.



## How To Dominate The Google Search Results Page in 2015

[Read it now >](#)



### Entity Search: The Future of SEO

[Read it now >](#)



### FAQ: Content to Improve Rank

[Read it now >](#)



### FAQ: On-page SEO Factors

[Read it now >](#)



### Where Technical SEO is at in 2015

[Read it now >](#)



# nordicClick Currently



## Inc. 5000 for 2nd Consecutive Year

We were excited to be included in the Inc. 5000 again this year! The NordicClick partners share what they've learned this past year.



## SMX East Takeaways

Several members of our staff traveled to New York City this Fall for SMX East. Check out their favorite digital marketing tips!

## nordicClick Chat

We Asked NordicClick Employees...

You've Been Given Access to a Time Machine. Where and When Would You Travel To?

**Adam:** "I'd travel back to the 1980's. I'm a big fan of classic rock music and hockey, so I'd make sure to attend Lake Placid's Miracle on Ice and as many concerts as possible!"

**Taylor:** " I would go to Paris in the 1920's! I've always loved the music and clothes from that era."

**Mackenzie:** "As a Minnesota Twins fan, I would choose to travel back in time to watch the Twins win the 1987 World Series!"