Galope Approach: How to Achieve almost Zero Bounce, Boost Average Session Duration and Attain Higher Page per Session ratios … in a single stroke

By Martin Balestie

Abstract: decentralized searching, a flagship concept developed while completing Capstone/graduation requirements for University of California Davis SEO specialization pursuant to achieve almost zero bounce, increase average session duration/interaction/engagement and attain higher page per session ratios in a single stroke.

Keywords: Galope decentralized searching instances

GALOPE APPROACH (or Run for the Roses!)

Zero bounce. 6-12 minute average session duration. 23 pages per session views…

Sounds like a really nice value proposition!

The following approach may be a possible way to do it.

To begin with …

Galope stands for **G**ive **A**way **LO**calized **P**ocket **E**ngines

The term means gallop in both Spanish and Portuguese. The canter and gallop are (thanks Wikipedia!) variations on the fastest gait that can be performed by a horse or other equine. The canter is a controlled, three-beat gait, while the gallop is a faster, four-beat variation of the same gait. It is a natural gait possessed by all horses, faster than most horses' trot, or ambling gaits.

Go Galope, Go!

The basic idea behind Galope is to fuel decentralized searching by essentially bringing to the forefront the typically, probably ubiquitous yet almost 100% underprized search box already available in most all websites.

One would think it's just a minor, center element move gimmick. It's far more than that! **It's a different playbook!**

We're essentially repurposing to full exploit/extent a hardly highlighted, _already existing_ asset.

Here's a random archive webpage featuring an under-employed search element – even though it's from some our very own webpages (albeit dated) it's pretty boring. Great CGI script back then (SillySearch)

Where's the catch?

The catch is that by somehow implementing a Galope approach in your web publications you TOTALLY change your **visitor's frame of mind**. The change is in their minds, not your website!

When your visitor browses your website say s/he will essentially go meandering here and there, at times stopping by to review stuff or navigate somewhere else.

When your visitor is presented with a deliberately emphasized page role of that of a search engine like screen, and possibly via a separate albeit somewhat related domain, s/he looks forward to as deliberately as well spend time perusing at length or at leisure your hard earned content. Let me show you some Galope examples (look and feel still beta!!!) for a very same underlying platform.

www.engineeringfundamentals.net/PocketBaidu/search_form.html

www.*EngineeringFundamentals*.com

Proudly Presents

www.PocketBaidu.com

James C. Young Environmental - Balestie & Balestie Ingenieros CTI 50 Year Anniversary Edition

Sample keywords: hydrogen sulfide EGSB tannery (no commas!)

Match ALL words ▼ [   ] [Search]

4:24 PM

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www.engineeringfundamentals.net/PocketYandex/search_form.html

www.*EngineeringFundamentals*.com

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James C. Young Environmental - Balestie & Balestie Ingenieros CTI 50 Year Anniversary Edition
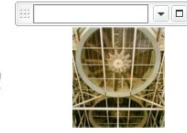
Sample keywords: hydrogen sulfide EGSB tannery (no commas!)

Match ALL words ▼ [   ] [Search]

4:27 PM

www.EngineeringFundamentals.com

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No Better Way to Search our Pages!

www.PocketArchie.com

James C. Young Environmental - Balestie & Balestie Ingenieros CTI 50 Year Anniversary Edition

Sample keywords: hydrogen sulfide EGSB tannery (no commas!)

Match ALL words ▼ | Search

Wastewater Engineering

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www.engineeringfundamentals.net/PocketNaver/search_form.html

www.EngineeringFundamentals.com

Proudly Presents

www.PocketNaver.com

James C. Young Environmental - Balestie & Balestie Ingenieros CTI 50 Year Anniversary Edition

Sample keywords: hydrogen sulfide EGSB tannery (no commas!)

Match ALL words ▼ | Search

Wastewater Engineering

4:27 PM

Essentially ALL of them are lightly customized, cookie cutter façades forwarding to associated almost identical cornerstone/evergreen content. True, it would be better to make more room to showcase the search feature! All of these are half-baked betas for tinkering, sort of.

Rather than having cold or inbound traffic stray away after serving your content you want to retain them, O.K. rather than altogether leave please search.

Along with digital prospection (presented elsewhere; www.DigitalProspection.com) Galope approaches attempt to alleviate the **failure of content marketing**, i.e. work your neck putting out great content for free, expect Google to rank it high and amass huge amounts of leads/conversion (versus simply cold traffic). This latter approach may work for some trades but not for all.

Perhaps another way to view it is a proposition to move toward DECENTRALIZED, self-run search engines, a move that will certainly detract from big ticket engines. The world over is moving to decentralized designs, be it HVAC, industrial/ammonia refrigeration, microturbines, to name palpable trends.

Question: So what happens to webspace if what Victor Hugo said comes true?

"Il n'est rien au monde d'aussi puissant qu'une idée dont l'heure est venue"

Answer: Disruption big time!!

Parbleu!! Think Galope .. disrupt the disrupters!!

There is nothing in the world so powerful as an idea whose time has come.

I would say that with a good enough Galope tweak you will find your visitor in this rather frame of mind: "I'm not going to go over this huge content website all day navigating this way or the other browsing essentially back and forth. I'm going to save myself time & energy and put this proffered, for free built-in search engine to work *ANY TIME I want* and help me quickly find all I want to know about this company and or related items made available."

One immediately apparent gain is augmented website stay or average session duration (sort of "I'm gonna sit here and check this stuff in [more] depth/for good") plus "a helper any time I want". I'm not sure chat agents or fake chat agents would cut it – at times people want privacy.

Another not so immediately apparent gain is (analytics data) measured almost *zero bounce* at least in the redirector (forwarding) domain approach. Upon typing the associated domain character string, we can perhaps say folks are determined to land there for some purpose, otherwise they wouldn't type say www.PocketBaidu.com. They're looking to search for something!

 Essentially what we're doing is taking away from traditional SE the control of the actual search process, at least for some time!

Namasté!

Search within. Think Galope!
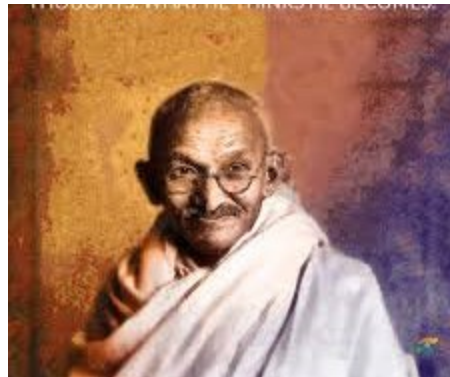
Our tens of deliberately independent, premium domain, engineering themed miniwebsites would be orphans without a Galope gluer like those shown above, id est www.PocketGoogle.com et al. By the way 20 years ago we called them mnemonic or yellow page domains! To this day we think it's probably one of the best ways to organize data, id est say all things anaerobic filters to go to same named domain subset and so on.

HTML5, CSS simply make it easier for traditional SE to get away with free raw materials supported by others.

It's about time to claim your piece of the cake!!

Why should you be forced to fork over content (and html5 format it to boot!) for some third party to profit instead.

So I would say, share it, but at least get to share in some of the SE spoils, id est zero bounce, considerably increase stay time (for other exposure), to name some basics!

Significant website content without a strong Galope component is simply a great library in disarray.

 OK. But what about your Pocket notion you'll ask?

When one uses a regular search engine what they essentially produce is about thousands of results, a mere result of raw available power. Who's going to go over the hundreds of entries? No one unless you're using a robot of some purpose/sort. So right from the beginning, traditional SEs are dumb enough to pile up results because it's easy to do it. Basic engineering would rather right size, say required/calculated brake horsepower is 24.6 HP, OK let's pick a 30 HP motor not a 3,000 HP (not even a 300 HP!)

A pocketized version of a search engine simply means the retrievals served to customers so to speak are scale to human. Instead of issuing wasted listings for muscle boast, readers get a handy serving and as per the publisher's priorities/interests. I got the pocketized buzzword tweak from a University of Maryland mooc.

Please take note that give away pocket engines can be useful both for cold traffic but also for one's own consumption. You're basically organizing your own content as per your own standards for your own use/profit and letting folks peek at some of it. Sort of it should help align your employees on a common ground as well rather than chasing an ill advised ranking craze goal.

SAMPLE PILOT SCALE (our own data)

This is a now badly dated analytics screenshot before the whole thing was ruined by website spammers.

As humble as those figures were (we lost most all prime data) the value proposition is essentially confirmed, boosted engagement metrics and more, as small as the sample data is.

In the Capstone presentation we simply put together a show and tell arrangement using an old, completely free CGI little gem we definitely couldn't afford when it was launched (I guess about a mere $ 150).

WRAP UP

The basic idea behind Galope Approach, originally presented as my central "thesis" content marketing/value proposition for the UC Davis Capstone, is that because of the changing or changed commercial/likely biased nature of Google, every company should have its own give away search engine both for own use and provide others access to whatever information they would like see posted/available by Google and have readers compare. Thus things like www.PocketNike.com , www.PocketSiemens.com, so people would know that typing a Pocket prefixed same domain would show each company's design of what and how some of their properties/assets should displayed. A kind of global/world fad to suggest or impose less preferrably using subdomains where it's not a 100% independent domain but what they call "subdomains" prefixes tied to the original domain - notation would then be www.Pocket.Nike.com, www.Pocket.Siemens.com, et al.

Warning: those domains may not exist – included just for illustration of the concept.

The Galope approach needs not to necessarily be a separate, redirector domain or some other awkward trickery. The key is simply to leave/surrender the center stage to the search feature box as "ugly" or "pasted" as it may look on the webpage. The Appendix features assessments for a couple of cases.

Just about any means or stratagem employed so as to induce search within the site behavior rather than just briefly browse or visit the site thus likely reinforcing session duration can perhaps be happily labeled a Galope approach. We went all the way to give away localized pocket search engines but can be done by way of simpler variants or tweaks. However, in a nutshell all we want is add up any approach that shifts the search nuggets out and away from the major SEs (search engines) and onto your own site, perhaps callable onsite searching (versus the former classic).

This turn-the-SE-tables-around, simple approach/mischief very likely can facilitate handling large content volume organization and display on mobile formats/dimensions, or at least some alternate way perhaps much better than classic option menu.

Most companies are simply using websites as expensive basic brochure extensions. The ones daring to beef up the site with content, simply end up cluttering the whole thing. There's a reason why cars have only one steering wheel. The same applies to websites and content. You can only put a limited amount of handles (roles) on it and still get away with it!

Why decentralized searching like Galope approach is relatively bad news for big ticket SEs? Because unfortunately this is not a win-win situation but rather a zero sum game: time spent searching within will detract from time searching without. And you get that time back to put it to use in whatever way you feel it's best for your customers and you, id est side ads, other. It can nevertheless be good news to big ticket SEs as the associated analytics may be much more meaningful/actionable as per within behaviors.   So in the end we can certainly expect some sort of win win wrap up: rising tide lifts all ships.

Zero bounce. 6-12 minute average session duration. 23 pages per session views…

Remember Donald Knuth. It's all about sorting and searching. It was true back in '68 and it's true today as well! ***Go Galope, Go!***

AN INCIPIENT GALOPE

Right from the beginning folks at Total Wine & More (see below) throw the search bait by placing the search box upfront. This website shows that the Galope approach needs not to necessarily be a separate, redirector domain or some other awkward trickery. The key is simply to leave/surrender the center stage to the search feature box as "ugly" or "pasted" as it may look on the webpage. It doesn't ruin the look and feel as the search bar is cleverly manicured.

Please also note that the company name takes a second row seat as regards prominence.
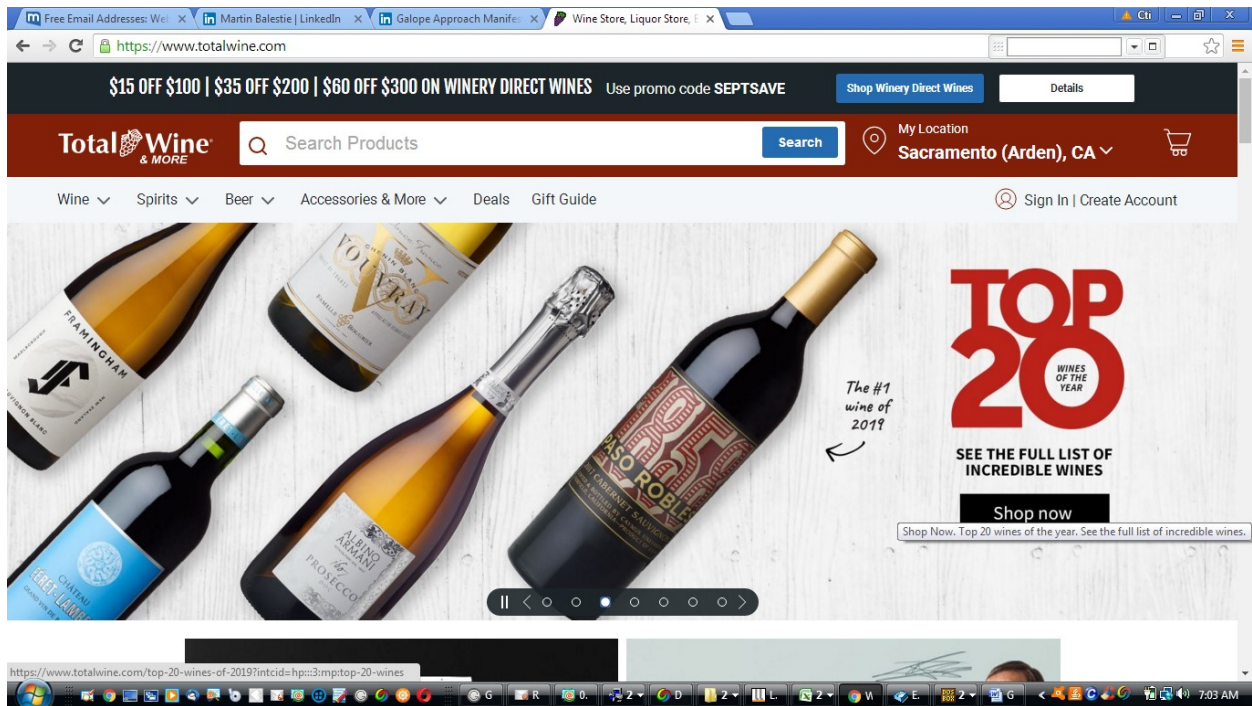
Let's take a look at rough website engagement stats as per Semrush (will do any other site evaluator)
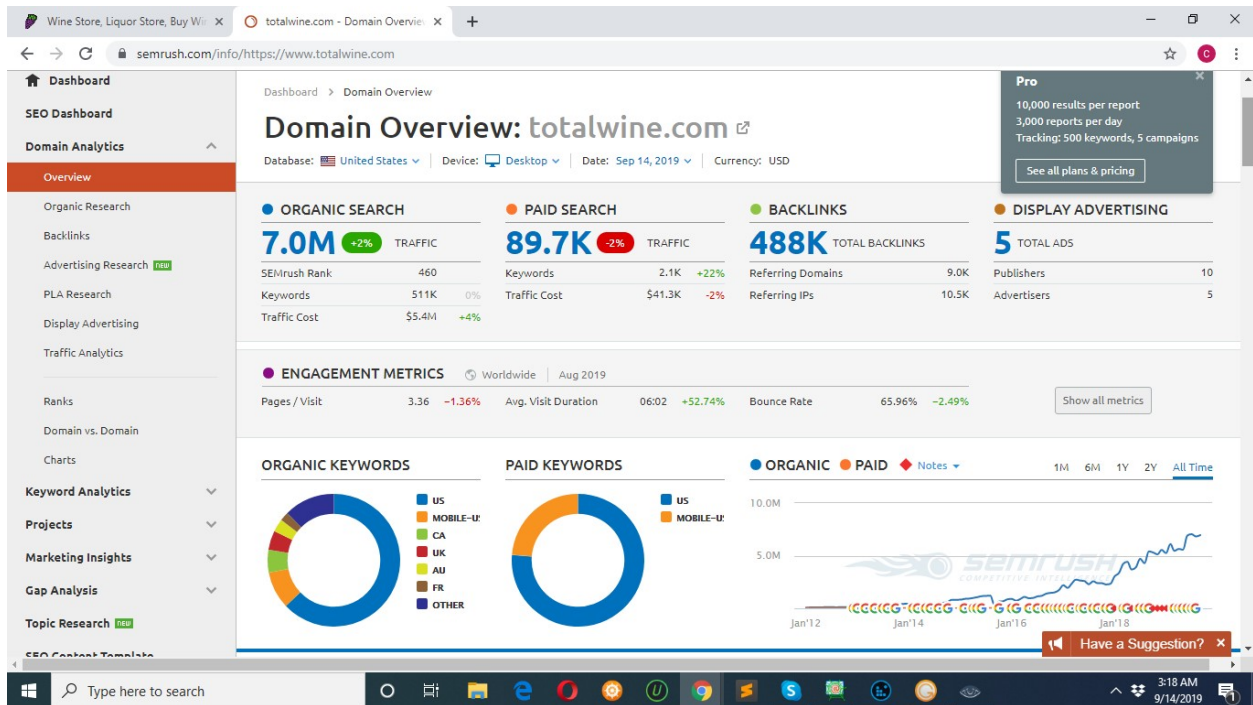
It can be argued that average duration values may be skewed by order processing time or some other chore. It's OK, but then it's *four five (4-5) times the average session duration of the next case* to discuss and fantastic exposure timeframe for background persuasion, pitches, promo campaigns, you name it.

The reason we label this case incipient Galope is that the search feature is limited to online selling (price, availability).

This very same company has about 200 megastores so they have no problem with inventory hopefully. They also have a great printed wine guide to educate customers. But let's consider the following scenario.

Suppose you were planning to do dinner for 30. You would like to find wine & food recommendations. Also there's some guest from Tuscany and you want to give them a surprise. You try the search box but nothing or nothing much is found. You would probably google yourself out, browse whatever's available, read some reviews and/or hopefully return to purchase. SEs (search engines) glad to accept your session duration naive donation!

Well you could do ALL that within the site. It's said that supermarkets almost give away bread as regards pricing to avoid customers go across the street and buy it at the bakery. The reason behind this is not so much that they care about bread but that they would rather have him/her going the rounds on their premises for more (Oops I forgot I had to buy that … wait!).

In the case of this company, all they need to do is to port the great content they already have in the printed guide and exploit augmented session duration with all sorts of subtle purchase enticements. Right now they're missing tons of missed anchor opportunities to landing sales pages. There are about 60 pages full of valuable/convertible content, ready-made, ranging from recommendations (glasses, wines, food matching) to vinification or wine making concepts (malolactic fermentation, chaptalization) to major grape varietals and regions to aging and cellaring.

So what you want is sort of *__prod or nod the visitor to search within (augmented on premise stay for possible adds to cart)__*

This is all in one stop source. Search engines would have no clue how to handle the subtleties.

Reader homework note: I'm not sure in this case chat agents or fake chat agents would cut it instead of Galope tweaks – at times people want privacy. Also real or fake chat agents are a pain and very often less familiar with subjects.


ALMOST NO GALOPE PUNCH AT ALL

Let's now take a look at an equipment manufacturer's website. Great company, great portfolio, great people, probably one of the finest companies in the world (we know them since about 1989) but Alas! the built-in search engine is placed on the upper right corner, in what seems to be almost an afterthought. Yes you guessed it, almost 100% unsalient. The iceberg tip is there but wholly uninviting.
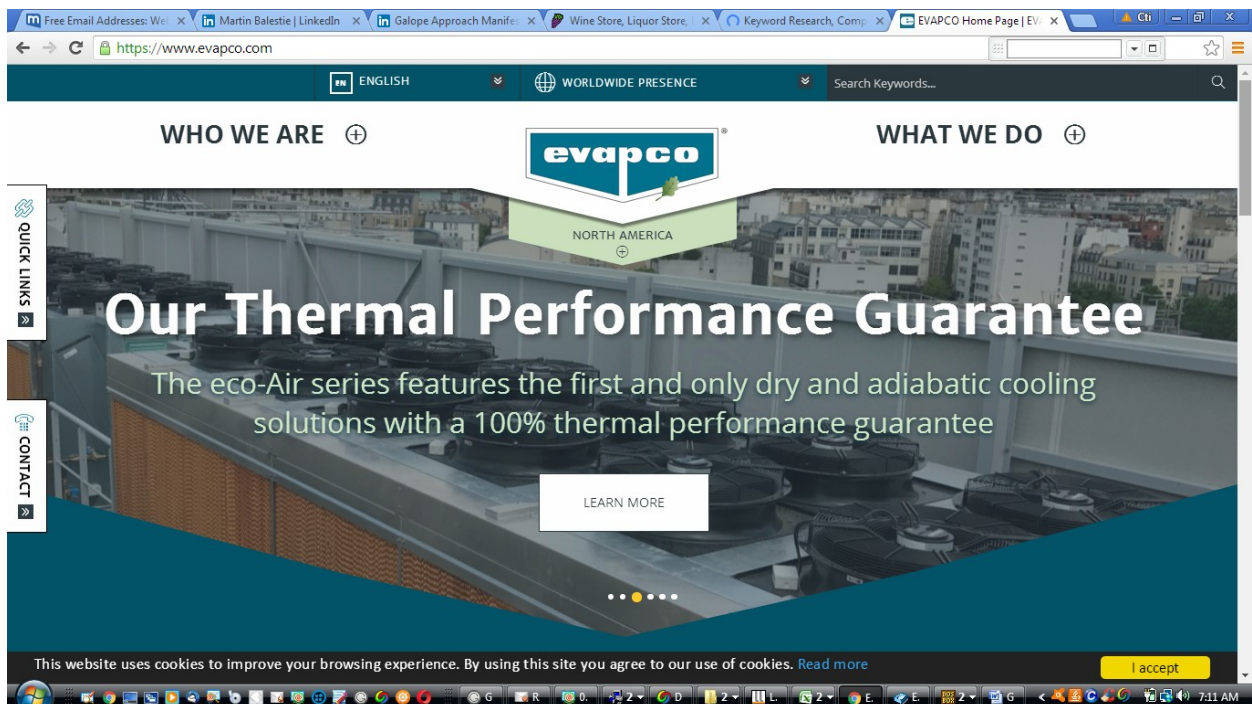
In this website, company brand takes the center piece which is arguably OK.

However, let's take a look at traffic analytics data by same source:
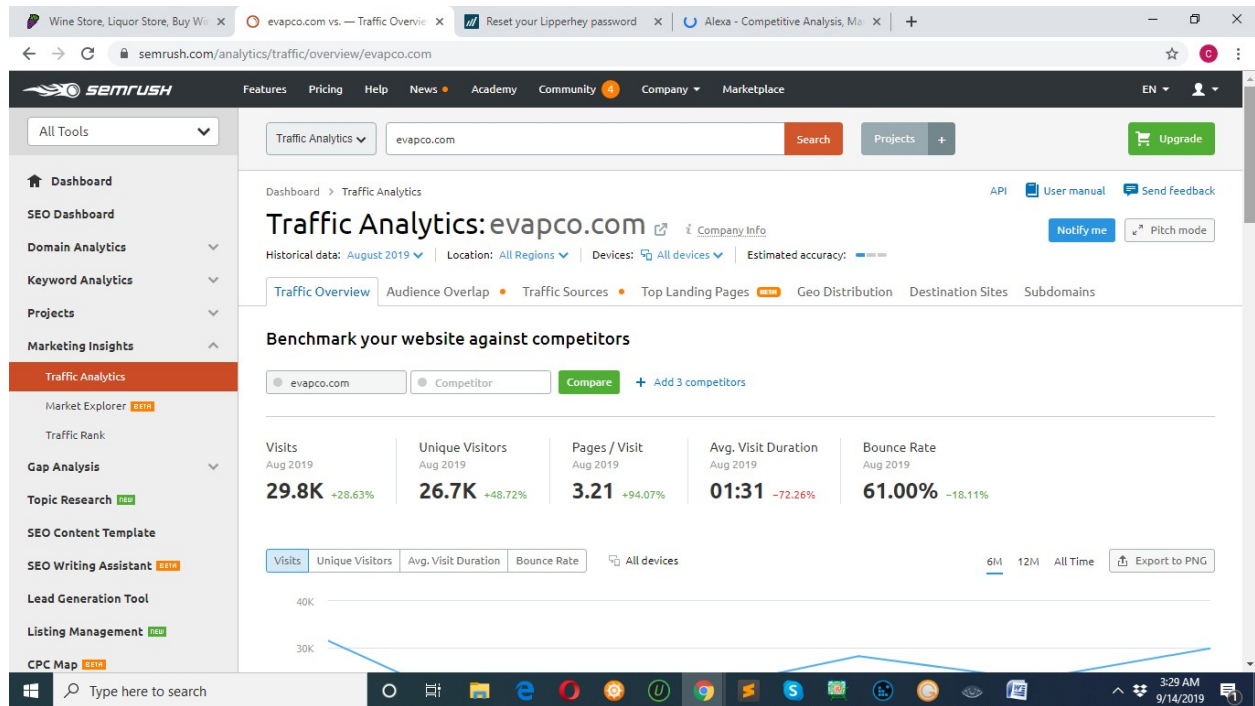
Pages per visit and bounce rate are about the same as Total Wine. However, average visit duration for the wine website is about 4-5 times!

Please be aware that because of the nature of the trade, id est industrial goods, average session duration could amount to "tons" of time spent on site. They do have classical downloads but could tweak the site a little bit in the Galope fashion. Make the search feature stand out and port tons of content to html format to exploit in a similar way to the wine website.

Again lure the *visitor to search the site rather than simply browse it briefly*. It's not that they lack stuff of all sorts. You just don't want to have a contemplation or display website, you want to have a website that facilitates or elicits engagement, interaction (time for ads? Pitches? Landing pages?)

Why decentralized searching like Galope approach is bad news for big ticket SEs? Because unfortunately this is *not a win-win situation but rather a zero sum game*: time spent searching within will detract from time searching without. And you get that time back to put it to use in whatever way you feel it's best for you and your customers.

Other Topics of Interest

The Journey Begins

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Coursera Mentor Community and Training Course
Advanced Search Engine Optimization Strategies
Introduction to HTML5