Google Converts PDFs, DOCs, XLS etc into HTML for Indexing

A discussion came up on twitter about different content types and how Google determines what type of files they are. The discussion then moved to PDFs in the Google search results and how Google handles them. John Mueller commented that Google automatically converts PDFs and similar document types into HTML format for indexing and ranking […]

The post Google Converts PDFs, DOCs, XLS etc into HTML for Indexing appeared first on The SEM Post.

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