Google Explains Why Singular and Plurals Rank Differently by @martinibuster

Google’s John Mueller discussed why Google showed different results for the singular and plural versions of the same keyword phrase. Many SEOs recommend adding synonyms to content, including the plural and singular versions of the targeted search phrase. John Mueller explains why it may be better to choose singular or plural then focus on that. Question About Singular and Plural Keyword Phrases In a recent Google Hangout someone asked the following question: What are reasons for completely different positions for keywords in singular and plural? We have some examples where the plural ranks in top five and the singular isn’t […]

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