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Communication Today, 2016, Vol. 7, No. 1

SEARCH ENGINE OPTIMISATION AND GOOGLE ANSWER BOX

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ABSTRACT:
Changing behaviour of users searching online is reflected by search engines that strive to provide best search results to retain the loyalty of their users and increase their market share. Google as the global market leader innovates its services constantly and works on improving the usability of its search results. Introducing Google Answer Boxes has changed the way Google presents information on the one side and the way how users search for the information on the other. For website owners it is vital being included in search results and even more being excerpted in the Google Answer Box. Here, the user can see much more content from the website and thus, the owner can build brand awareness and gain extra conversions as well. In this article, the authors aim at analysing the benefits and dislikes of Google Answer Boxes for three different groups: Users, Google and website owners. The authors analyse one of the Google Answer Box's form deeper by using a case study. Results of primary research are further presented in the form of pointing out at strengths and weaknesses of this technology in application for different entities/audiences. The main objective of the text is to analyse differences in the frequency of the occurrence of Google Answer Boxes when searching for different phrases beginning with "How to", "I want to buy" and "I want to do". The empirical study includes 30 different search phrases in 4 languages, thus analysing 120 search results in total. The authors analyse the status quo regarding the appearance of Google Answer Box in any of its different forms for these types of search queries and identify differences in the frequency of Google Answer Box appearance in the Australian, German, Czech and Slovak version of Google.

KEY WORDS:
Google Answer Box, search engine marketing, search engine optimisation, search query

Introduction

Google as the world number one in online full-text search constantly strives improving its search algorithm to provide the best results on the one side and the way of results' presentation on the other. It is crucial for Google to introduce innovations continually to defend its position and do not allow Bing or Yahoo gaining more market share. Users tend to stick with the search engine that provides more relevant and useful results

in the most convenient way. Google Answer Box is one of the recent innovations that have changed the way of presenting results to users. In this box, Google tries to show a complete answer to a question, either in the form of text, graphics or video. Website owners/operators have to learn how to handle this phenomenon to get into this type of search result. They need to know, what type of questions usually lead to displaying a Google Answer Box and what measures need to be done on their website to get excerpted. Also, there is a discussion about Google Answer Boxes' appearance when searching in different languages than English. As we have stated above, the main objective of this study is to analyse differences in the frequency of the occurrence of Google Answer Boxes when searching for different phrases beginning with "How to", "I want to buy" and "I want to do" in four languages. Moreover, the authors analyse one of the Google Answer Box's form deeper and point out at strengths and weaknesses of this technology in application for different entities/audiences.

Theoretical Background: Google Answer Box as a Way of Presenting Search Results to Users

Google Answer Box (further as "GAB") is one of the recent changes Google has introduced over the last years. It is trying to offer the answer to user's question directly in the first place of search results, instead of redirecting him/her to an own or third-party website. Google Answer Boxes are powered by Google Knowledge Graph, a system that was launched in 2012 and it is designed to understand facts about people, places and things in common relationships. With Google providing more content from its own resources compared to the past, there is a question of relevancy or popularity of these results. A research of Luca et al. shows that users tend to prefer search results containing different third-party results.[1] However, it may be anticipated that the popularity will be in direct proportion to the quality of these results which will be enhanced by improving the quantity and quality of the content. Despite the fact that in 2015 this semantic search engine was still rather simple and did not understand more complex terms and relationships,[2] it is a powerful tool that is being rapidly developed and enhanced over the time. The objective of Google Knowledge Graph (and Google Answer Box) is to provide a complete or at least partial answer without the need for user clicking to one of the links provided. If the answer is not sufficient or cannot be displayed as a whole, the user still has the option to continue to the website and read the whole answer there. Introducing GAB comes hand in hand with the change of the way how users use keywords to search for a solution to their problem or answer to their question. Several years ago, people just used to enter simple keywords like "restaurant Bratislava" or "buy bike London". The algorithm of search engines was not built to handle more complex questions that people ask in the real life. Improving the algorithm means that the search engine is now being able to cope with more complex and natural-sounding questions, such as "how to make traditional lamingtons" or "how to fix a toilet sink leak".

There are several types of GABs. The most frequent one is sometimes referred to as a website extraction. However, there are also other forms that include web definition (definition of a term from a third-party website), video widget (matching video result with video 'looking like playable directly on Google' but directing to YouTube), Google widget (e.g. currency conversion calculator with user inputs) and Google Dictionary definition (an abstract from Google's dictionary). The following diagram shows the frequency of these six GAB's form when searching for more than 10,000 keywords. Many people and also several SEO experts consider GAB as a synonym for web extraction as it has the share almost 70 % amongst the search results. In the following part of this study, the authors will deal with this form of GAB. There are also other forms that may fit into this classification. One of them is Google Map which can be possibly categorised under the Google Widget in this case; however, many experts deal with it as a separate category.

1 LUCA, M. et al.: *Does Google Content Degrade Google Search? Experimental Evidence.* Boston : Harvard Business School, 2015. [online]. [2015-12-15]. Available at: <http://dx.doi.org/10.2139/ssrn.2667143>.
2 UYAR, A., ALIYU, F. M.: Evaluating Search Features of Google Knowledge Graph and Bing Satori. In *Online Information Review*, 2015, Vol. 39, No. 2, p. 197-213.

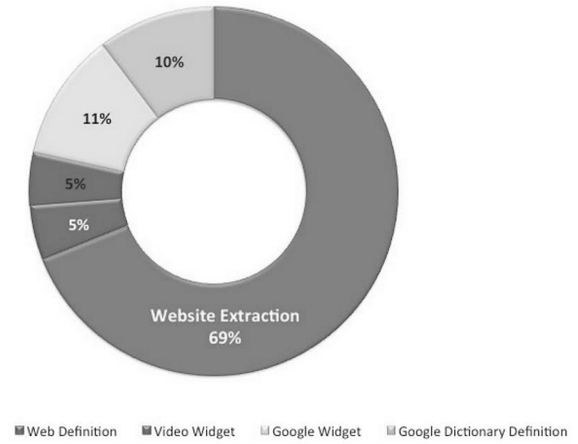
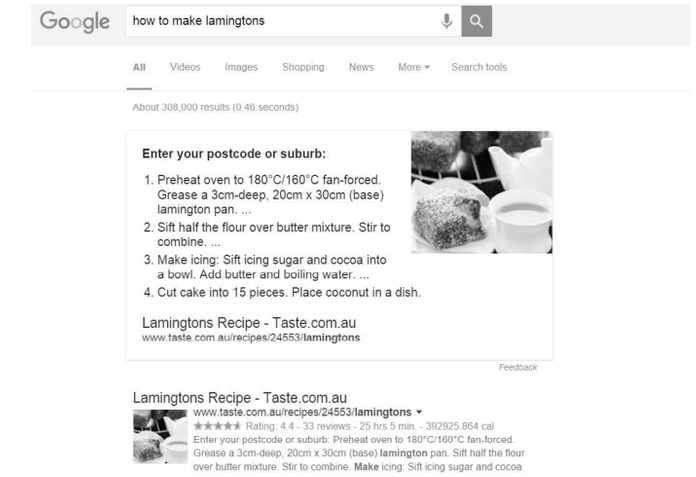


Diagram 1: Google Answer Box Types Frequency
Source: GAVRILAS, R.: Decoding the Google Answer Box Algorithm – a SERP Research on 10,353 Keywords. [online]. [2015-12-15]. Available at: <http://cognitiveseo.com/blog/ 6266/decoding-google-answer-box-algorithm-serp-research-10-353-keywords/>.

There are now many phrases that display a GAB in the first position of search results. In general, the experts forecast that GAB is shown in 10 % to 15 % of all searches. Gavrilas even states it could be 17 %.[3] For example, the phrase "how to make lamingtons" displays a recipe or the instructions in four steps (see Picture 1). Google has done a lot of work to improve the functionality and design of GAB over the past few years. One of its recent functions is offering action links or action buttons. As Yu notes, these can include links like "Show me more" or "More steps".[4]



Picture 1: Google Answer Box Showcase
Source: Search Results for Keyword "How To Make Lamingtons". [online]. [2016-01-02]. Available at: <https://www.google.com.au/webhp?sourceid=chrome-instant&rlz=1C1IRFH_enSK590SK591&ion=1&espv=2&ie=UTF-8#q=how%20to%20make%20lamingtons>.

3 GAVRILAS, R.: *Decoding the Google Answer Box Algorithm – a SERP Research on 10,353 Keywords*. [online]. [2015-12-15]. Available at: <http://cognitiveseo.com/blog/6266/decoding-google-answer-box-algorithm-serp-research-10-353-keywords/>.
4 YU, J.: *Optimizing for the Google Quick Answers Box*. [online]. [2015-12-22]. Available at: <http://searchengineland.com/optimizing-google-quick-answers-box-215037>.

Search Engine Marketing's Perspective on Google Answer Box

The aim of Search Engine Marketing (further as "SEM") is to increase the visibility of a website in search results, generally for as many keywords as possible. Search Engine Optimisation (further as "SEO"), as the tool of SEM aiming to push the website higher in search engine results pages, has to deal with the new GAB phenomenon. Inclusion of emerging technologies within SEM can be considered as an important part of continuous innovation in the advertising environment, as defined by Mendelová and Zaušková.[5] Website owners/operators should be striving to get Google including their website into one or more GABs. There are several benefits for them (which are elaborated in the case study later), but the most important one is not letting their competitors to be in front of them. Because if they let a competitor appear in the GAB, their website will be – most probably – not visible on the first page on many devices/displays without the need to scroll, despite being one of the top results. However, there are also opinions that refer to GAB as being negative for the website traffic. The main problem here is the lower Click Through Rate from this form of content. Sometimes, it can be even zero.[6]

There are several studies that have presented the way of increasing chances of being included in GAB. One of the most important things is the proper structuring of content. But before this point, the even more crucial thing is having some kind of proper content at all. For example, if a website is selling food, it may just try to include some recipes that contain also ingredients being sold at this website. By including this type of content, the website rapidly increases its chances of being included in GAB for phrases like "how to prepare...", "how to make...", "how to bake..." or "what is included in...". Moreover, the content has to be unique,[7] thus it is recommended not to 'copy-paste' it from other resources. Once the website publishes its own recipes, it needs to structure the content well to be included and well presented in the GAB. Perrott indicates that the best approach based on several studies and decoding Google's Hummingbird algorithm is providing answers to common questions, such as "how-to", "i-want-to-do", "i-want-to-buy", and "i-want-to-know".[8] However, other authors do not consider those questions as fundamental for GAB inclusion. They rather suggest (except of how-to) concentrating on "Why" and "What" in addition to "How". Moreover, Slawski shows the benefits of using "Where" as well for being included in GABs with a Google Map.[9] The study of Meyers published by Moz indicates that there are many date-related or number-related search queries that end up with showing a GAB, e.g. "when", "birthday of..." or "how tall is...".[10] All of those variations shall be considered when preparing content for an existing or a new website. It can be assumed that with more Google algorithm updates including the latest major RankBrain update from the end of October 2015 Google will try to further increase the intelligence of applying data relationships and their presentation.

To increase the chance of inclusion into a GAB it is also important that the heading is properly marked as "H" in the HTML code (e.g. H2), that no HTML errors are included especially in the part that is targeted to appear in the GAB and the website is 100 % mobile friendly. SEO experts also advise using numbered lists or unnumbered lists to show steps of the respective process. In general, one rule is valid: The better placement in organic search results the website reaches, the higher chances are that it will be included in a GAB type Website Extraction. However, if the content of the page is tailored to the above described GAB's requirements, the chances of being included increase rapidly. There are many cases where a site that is not placed in TOP10 within search engines results page founds itself extracted in the GAB.

In the research results part of this study, the authors provide an analysis of a particular GAB, introduce their analysis of benefits and possible disadvantages of Google Answer Boxes for different types of entities and present results of an empirical investigation aiming at determining the differences between the frequencies of GABs for search queries in four languages.

Research Methodology

The authors have conducted secondary and primary research to gather relevant information and present innovative results on the discussed topic. In the first part of the article, various secondary resources have been studied, analysed, compared and synthesized. The authors have introduced the fundamentals of Google Answer Box, its importance for various groups/users and its position in the toolset of SEO (and SEM). Following this, a case study was composed analysing main components of a particular search engine results page containing a specific Google Answer Box. Then, the benefits and dislikes of Google Answer Box's were analysed and results were presented in the form of matrix oriented at each different target group. The primary research has continued with performing an empirical study. The process of acquiring the data and their analysis fully respects the requirements on innovative research methods in the digital era, as described by Žák.[11] It has aimed at determining, how Google handles different types of search queries with respect to Google Answer Boxes and how the language used influences their frequency in search results.

The empirical study has been performed in these steps:

1. Determining three different types of search queries included in the research. The most popular type "How to" was selected as well with other two types that were not considered major by many experts "I want to buy" and "I want to (do)".
2. Four languages have been selected to be used: English as the main language used globally, German as an international language with significant share, however less used worldwide, and two local languages Slovak and Czech. Czech language has been chosen to see if there are any differences in the frequency of GABs especially between Slovak and Czech languages, which have common historical roots.
3. Search phrases for the three types of queries were prepared in all four languages (120 search phrases in total).
4. The following two research questions have been formulated:
   • Q1: Will there be more search results containing Google Answer Boxes in English language compared to those in German/Czech/Slovak?
   • Q2: Will there be any differences in the overall number of GABs for three specific groups of search phrases used ("How to", "I want to buy", "I want to do")?
5. Search phrases were entered into Google, using Google.com.au for English, Google.de for German, Google.cz for Czech and Google.sk for the Slovak language. The search engine was set to display results in both the local language and in English. Three measurements were performed within a period of one month with identical results: On 28th December 2015, 14th January 2016 and 28th January 2016.
6. Results were captured into a table/matrix containing all phrases and languages. The appearance of Google Answer Box in any of its forms was captured as "yes", otherwise "no" was used in the particular field.
7. The frequency of positive search results was counted, differences between groups were analysed, results have been drafted, research questions have been answered and conclusions have been formulated.

5 MENDELOVÁ, D., ZAUŠKOVÁ, A.: Innovation in the Slovak Advertising Environment. In *Communication Today*, 2015, Vol. 6, No. 1, p. 38-56.
6 TRAPHAGEN, M.: *Can a Google Answer Box Drive Significant Site Traffic?* [online]. [2016-01-05]. Available at: <https://www.stonetemple.com/can-a-google-answer-box-drive-significant-site-traffic/>.
7 FIASCONE, A.: *Quality Content Is Important in the Battle For Search Rank*. [online]. [2016-01-05]. Available at: <http://franchisingworld.com/quality-content-is-important-in-the-battle-for-search-rank/>.
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10 MEYERS, P. J.: *101 Google Answer Boxes: A Journey into the Knowledge Graph*. [online]. [2015-10-11]. Available at: <https://moz.com/blog/101-google-answer-boxes-a-journey-into-the-knowledge-graph>.
11 ŽÁK, S.: The Identification of Innovative Research Methods and Techniques Utilized in Marketing Research in the Digital Era. In *Studia Commercialia Bratislavensia*, 2015, Vol. 8, No. 29, p. 139-152.

Research Results

Case study: Analysis of GAB for a Sample Search Phrase

In this case study the authors aim at revealing more details regarding the GAB, its presentation, contents and position within the search results page. The search phrase and results presented at the Picture 1 will be used for the analysis. The following main points can be identified when looking at these search results:

1. The GAB is quite big and by one of the standard notebook's screen resolution 1600x900 px, only the GAB and one additional result can be seen without scrolling. Thus, Google believes that this is the way users want to see the search results and it is the future of presenting search results in a more convenient way.
2. The structure of these search results and their display is evolving and still not optimal. One of the problems is that the heading contains information regarding the postcode which is not useful at all and has no relationship to either the search phrase or the presented results.
3. The second search result is just another way of presenting the same information. It comes from the same website, contains image as well and includes additional information from the recipe that were not included in the GAB. Here it can be observed how Google is evolving from the search results with image and basic facts, called also rich results, to GAB.
4. Google is interested in user feedback to improve the quality of GAB (not the search results with image and basic facts).

As the next step in the research, the authors have created three different SW (Strengths-Weaknesses) analysis of GAB, first one from the point of view of a user, second one from the perspective of Google and the last one from the side of the website owner/operator. They are presented in Tables 1 to 3.

Table 1: SW Analysis of Google Answer Box from the User´s Point of View

Strengths	Weaknesses
Instant information that can be processed without the need for deeper investigation	No possibility to easily print or share the answer, only via print screen or printing the whole page
Saves time	Duplication of content – sometimes two search results with the same content, just presented in a different way
More convenient	Not always complete information and thus, the user may still need to go to the website

Source: own processing

Table 2: SW Analysis of Google Answer Box from Google´s Point of View

Strengths	Weaknesses
Interesting for users and thus improving the relevancy of search results	The dilemma of choosing the optimal way of presenting additional information contained in search results with picture-rich results
	Duplication of content
	Displaying irrelevant information
	Time consuming: The filtrating and formatting algorithm still needs to be tuned up and the manual work of editors shall be replaced in the future

Source: own processing

Table 3: SW Analysis of Google Answer Box from the Website Owner´s Point of View

Strengths	Weaknesses
Getting more space within search results	Possibly lower click through rate compared to a standard No. 1 position within the search results page
Acquiring traffic that would otherwise go to other websites	Need for optimisation of the structure of their content to be included in GAB and well presented
Building brand awareness – the website title and URL are better visible for the user as there is more space separating them from the other content (in the Website Extraction type of GAB)	

Source: own processing

Comparison of GAB Frequency in Various Languages

It can be generally expected that the development of Google Answer Boxes is much quicker by internationally used languages and less intense in local languages that have rather limited use. These assumptions can be based on the following foundations:

- Google is investing more effort and money to optimise search results for those languages that are widely used to deliver the best results to most users.
- There are many more high quality content resources in English compared to e.g. Slovak language, because the number of websites in English is many times exceeding those written in Slovak (or other languages in the comparative study).

Moreover, most SEO experts agree that the typical questions for Google to include GAB in the results shall begin with "What", "Why" and "How". However, as the authors have stated in the previous part of the article, there are also opinions that Google offers GABs also for phrases such as "I want to buy" or "I want to do". Because of this, the authors have decided to include these two phrases into the empirical investigation to determine, how Google handles those search queries.

To find answers to research questions presented in the Methodology part of this article, the authors have performed an empirical study that would compare the frequency of occurrence of GABs for various search phrases over the four languages: English, German, Slovak and Czech. Table 4 lists the questions/search queries that were used to examine the search results in Google.

Table 4: Search Queries Included in the Empirical Study

How to	I want to buy	I want to (do)
bake a Christmas cake	a camcorder	go to cinema
cook an egg	a camera	go to a restaurant
unclog the toilet	a flight ticket	go to a theatre
invest money	a car	go for a cycling trip
get a credit card	a bike	rent a car
get a home loan	a sofa	go swimming
dance quickstep	leather shoes	play tennis
do yoga	a tennis racket	go to a library
write with ten fingers	a book	have a coffee

Source: own processing

Some of the results of this investigation were expected, whereas others were relatively surprising. It was expected that GAB will appear mostly when using English queries. However, the authors have not expected that there will be no search results containing a GAB in German, Czech and Slovak language at all. Searching

all 30 phrases in these three languages returned 0 results with a GAB. On the other hand, the overall number of GABs when searching in English was 11 out of 30. Thus, the first research question can be answered clearly: The difference between the occurrences of GABs in four languages is apparent. Moreover, the results in English can be compared to the previous researches performed by other experts that returned the typical frequency of GABs from 10 % to 17 %. In this case, the frequency was 36.67 % and the higher occurrence was caused by tailoring the search phrases to enhance the chance of displaying a GAB intentionally.

Diagram 2 shows the share of the GABs occurrence according to the question type (the share of each category on the overall number of 'GAB positive' search results). It can be seen from the visualisation that the frequencies of GABs where similar when looking for "How to" and "I want to do" type of question. However, there was no GAB displayed for any of the ten queries "I want to buy". Some of the search results contained sponsored results (Pay per Click), but none of them included an organic Google Answer Box. Thus, those authors who have claimed a Google Answer Box shall display for this type of search query (when trying to buy something) were proven being wrong.

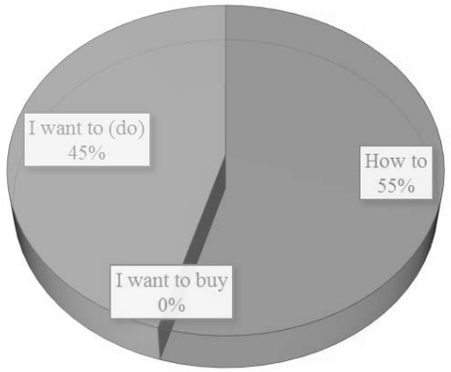

Diagram 2: Google Answer Box Frequencies for Different Search Phrases
Source: own processing

Based on these results it can be claimed that noticeable differences exist between the overall number of GABs for three specific groups of search phrases used ("How to", "I want to buy", "I want to do").

Conclusion

It is apparent that Google adapts its functionality to changing user behaviour. On the other side, users also tend to search differently after first experiencing a Google Answer Box. GAB is a tool that helps users find information much faster and enables them spending less time by searching for appropriate results. As it is proven in this article, Google Answer Boxes represent a challenge for website owners/operators offering them a great opportunity to be included in the topmost position of search results, beating websites with higher general relevance and better placement in organic results for different keywords. However, the GAB is still evolving and needs to improve in several ways, as it has been proven in the case study. Results of the empirical study have proven that there are noticeable differences in GABs frequency when searching for phrases containing different keywords. It looks like Google still prefers English language for including Google Answer Box into the search results and the integration of other languages will take some more time. If the situation e.g. in Slovak language is investigated deeper, there are some search queries that return a GAB at the moment; however, usually the GAB displayed is in English and it is not connected to a Slovak translation of "how to" or "who is" phrases. It is very similar in German and Czech language. For example, searching for "Who is Anton Bernolák" in Slovak does not return any GAB, however searching just "Anton Bernolák" does show a GAB from Google Knowledge Base in English (in case the user has set English as one of the preferred languages in search results, what is not a frequent case in Slovakia). Nevertheless, the experience from the English speaking queries can be used by local companies operating in Germany, Austria, Czech Republic or Slovakia to prepare now for Google Answer Boxes and be well ahead of their competitors when they will start displaying massively in local languages for query types that were analysed in this article.

Acknowledgement: This article originated as the result of working on a grant scheme 2015-PSD-PAV-01 Optimisation of websites for search engines as an integral component of marketing.

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