

# Google stops displaying content authors in search results

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On the official website, Google declared: " *Copyright markup is not supported in web search activity* ", meaning that the search results on the web will not display the author's name related to the content of the post. write presentation.

## Keep It Real With Authorship Stop chasing the Author Rank ...



<https://plus.google.com/.../posts/GDHJVXrK71s>

AJ Kohn

Jun 28, 2014 - Stop chasing the Author Rank ghost and keep it real by leveraging authorship in a credible manner. Rel="author" markup makes the connection; "Real Author ...

## Is Chasing AuthorRank A Waste Of Time For SEOs?...

[www.scoop.it/.../is-chasing-authorrank-a-waste-of-time-for-seos](http://www.scoop.it/.../is-chasing-authorrank-a-waste-of-time-for-seos)

Mar 3, 2014 - The industrv took to referring to this conceot as AuthorRank. ... Buy:

First launched in 2011, this feature is expected by Google to allow writers to assert their content copyright by displaying author information in search results. However, after three years of testing, the web search giant said that this feature was worthless to readers as they hoped, and according to *Google Webmaster* trend analyst *John Mueller* , sometimes It also distracts users.

Muller added that Google has received a lot of useful feedback from all webmasters and users, thereby making adjustments as well as updating the ability to recognize and display author information. After much research, the company decided to stop showing the author in search results.



However, Muller added that this change will not affect Google+ posts from friends when they relate to user queries.

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