

Actionable & Optimal

Michael King

Managing Director, iPullRank

@iPullRank



FRIENDS OF SEARCH

BY  +  NEDERLAND



iPULLRANK

Word to @ajkohn

BLIND FIVE YEAR OLD

HOME ABOUT CLIENTS CONTACT US DESKTOP SEARCH VOLUME TREND SUBSCRIBE



WHAT I LEARNED IN 2017

// AJ KOHN // JANUARY 18TH 2018 // CAREER + LIFE + SEO

SUBSCRIBE

// BY RSS OR EMAIL

(this is)

2017

which

and m

No

Industry Content Is Lacking

I struggle to find good content to read these days. We lost our best investigative journalist last year along with another passionate and smart editor. Danny Sullivan and Matt McGee are *sorely* missed.

I used to take great pride in curating the industry and Tweeting out the best I could find each day. It was a steady stream of 2 or 3 Tweets a day. Now ... it's maybe twice a week. Maybe I'm just over-the-hill and not finding the new voices? Maybe I'm not dedicating enough time to combing Feedly?

Last year I was finally comfortable calling Blind Five Year Old a success. I'd made it. But that came with a lot of strange baggage that I wasn't entirely sure how to handle.

It was uncomfortable to write about how success can be difficult when you know that others are struggling. But I can only write about my own experience and acknowledge that some would take my words the wrong way.

- 5 eCommerce (5)
- 5 Career (8)
- 5 Analytics (30)
- 5 Advertising (23)

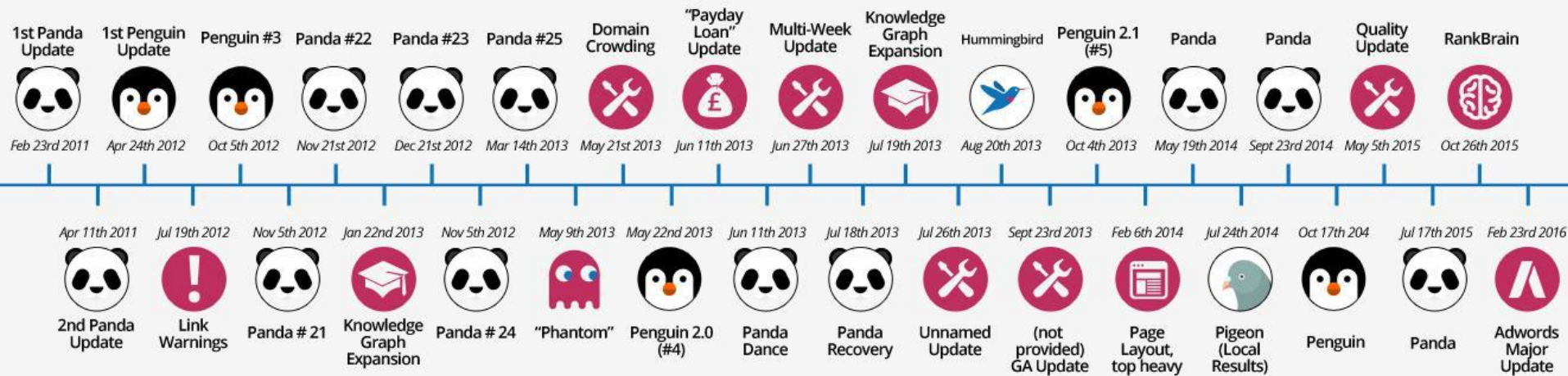
SEARCH THE SITE

// AND FIND WHAT YOU ARE LOOKING FOR

 Search

When I started speaking things were exciting

Google Algorithm Timeline





Social is getting the SEO Treatment

*There has far been more **disruptive algorithmic shifts** in Social Media in the past two years than there has been SEO.*

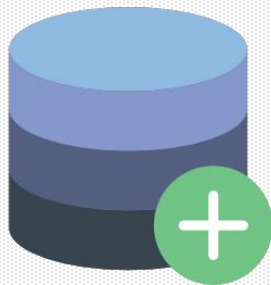
There's Really Only Six Things You Need to Get Right



Make Hyper-targeted content



Be mobile-first



Use structured data



Integrate the Search channels



Build a fast website



Build authority (links)



The Secret is...

You're probably **not going to hear any secrets today**. Everything will be some form of one of those six things.

SEO Tools Still Need Help

ahrefs Dashboard Alerts Site explorer Content explorer Keywords explorer Rank tracker Site audit ^{NEW} More

http + https x zillow.com ".domain/" Settings

DR turbulence ahead: We have fully rolled out the new DR calculation, but we're now tweaking it based on your feedback and use cases. ETA: 48-72 hours.

Overview
Backlink profile ▾
Backlinks
• New
• Lost
• Broken

Zillow: Real Estate, Apartments, Mortgages & Home Values
zillow.com ▾

| | | | | | | | |
|-------------|----|----|-----------|-------------------|------------------|-----------------|---------------|
| Ahrefs Rank | UR | DR | Backlinks | Referring domains | Organic keywords | Organic traffic | Traffic value |
| 751 | 82 | 91 | 87.4M | 116K +359 | 13.7M -44K | 41.1M +179K | \$35.8M |

Exported files Remove all

- zillow.com-top-pages-by-traffic-subdomains-...
Export failed, 2 days ago
- zillow.com-top-pages-by-traffic-subdomains-...
Export failed, 3 days ago
- zillow.com-top-pages-by-traffic-subdomains-...
Export failed, 4 Feb '18

zillow.com-top-pages-by-traffic-subdomains-...
Export failed, 22 hours ago

zillow.com-top-pages-by-traffic-subdomains-...
Export failed, 3 days ago

zillow.com-top-pages-by-traffic-subdomains-...
Export failed, 4 Feb '18

Referring pages: LIVE LINKS 21,414,845

Export ▾
CSV
PDF
English

Report bug



Matt Cutts ✓

@mattcutts

Following



Replying to @steveplunkett @jzawodn @ValueActiveGmbH

At my funeral, I expect a fight to break out over subdomains vs. folders. I'll be a little disappointed if it doesn't.

12:38 AM - 3 Aug 2017

50 Retweets 185 Likes



16



50



185



Tweet your reply



Rand Fishkin ✓ @randfish · 3 Aug 2017



Replying to @mattcutts @Marie_Haynes and 3 others

For convenience of the brawl's participants, we should probably schedule same-day deaths



1



29



1 more reply

We're Still Having Arguments That Don't Need to Be Had

For. 🖐️ fuck's. 🖐️ sake.



SEARCH ENGINE ROUNDTABLE

 **SMX⁺
ADVANCED**
SEATTLE
JUNE 22-23, 2016

SOLD
OUT
SINCE
2007!



SMX Advanced is Back!
The one and only search
conference designed by and
for advanced search pros!

REGISTER
NOW!

[Google](#)

[Bing](#)

[Yahoo](#)

[SEO](#)

[Other Search Topics](#)

[More...](#)

Google™ Custom Search


[SEARCH >](#)


[Home](#) > [Google News](#) > [Google SEO](#) > [Google: 302 Redirects Pass PageRank](#)






Google: 302 Redirects Pass PageRank

[< PREV STORY](#) [NEXT STORY >](#)

[Tweet](#)

Feb 3, 2016 • 7:51 am |  (11)

by [Barry Schwartz](#)  | Filed Under [Google Search Engine Optimization](#)

 [SHARE](#)    



This is probably obvious to most of you but I don't think I covered a Google saying that 302 redirects to indeed pass PageRank, aka link juice.

John Mueller of Google said this in the comments area of a [Google+](#) thread:

THE PULSE OF THE SEARCH COMMUNITY

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Data-Driven SEM Advice | 

Google Shares
SEM Best Practices

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Google

SEARCH BUZZ VIDEO

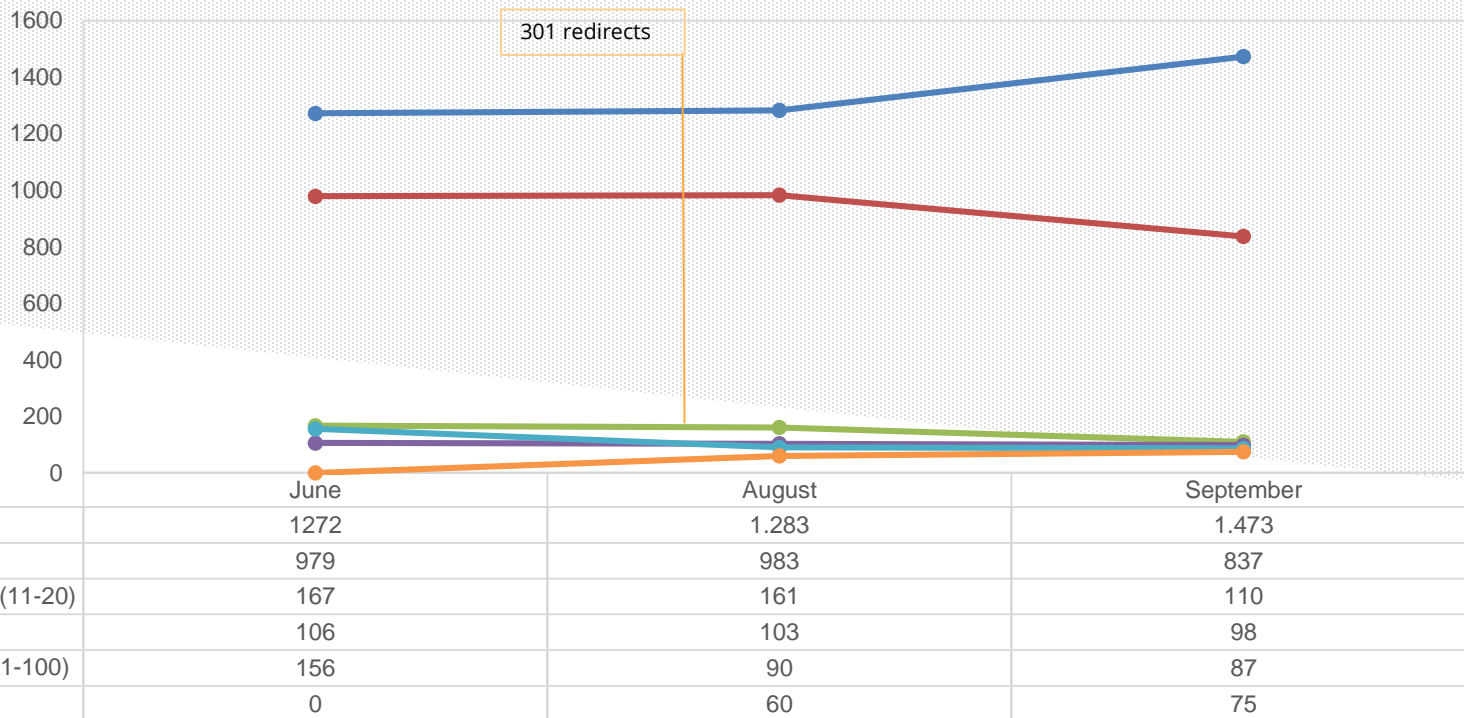


Subscribe

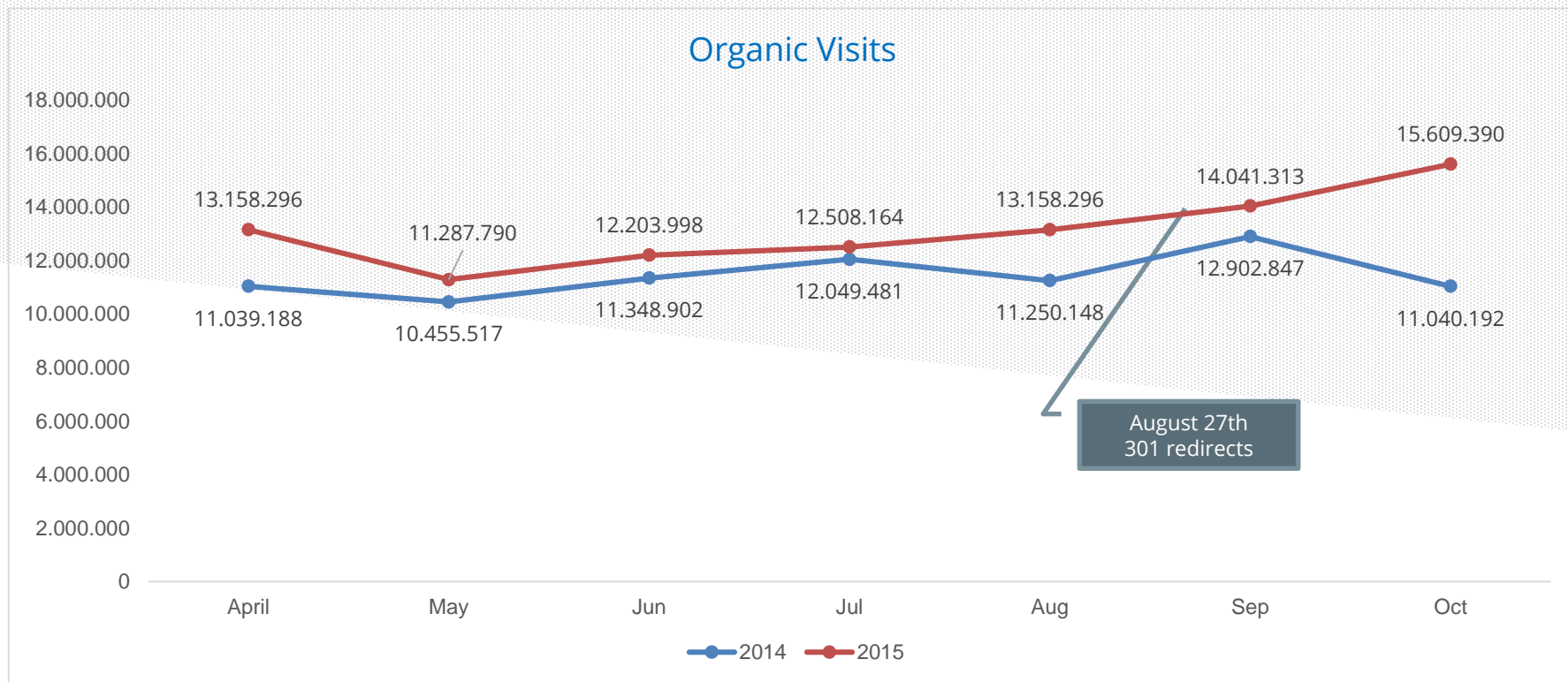
03/06/2016 10:00 am

Why do y'all even entertain this bullshit?

These Rankings Say He's Wrong



This Traffic Improvement Says He's Wrong



Don't Believe Everything You Read

Yuji Tomita @ Department NYC



Shopify Behind an Nginx Reverse Proxy

For SEO Purposes and a general move away from the Shopify platform, we at Grove have finally implemented a reverse proxy via Nginx.

Previously, our DNS records for `http://www.grovmade.com` pointed directly at `grove.myshopify.com`, while `team.grovmade.com` pointed to our `linode.com` VPS. The problem with this approach is SEO – search engines rank subdomains as separate entities. `team.grovmade.com` is competing with `http://www.grovmade.com`.

Let's face it – at the end of the day, Shopify is an amazingly useful platform. It does as well as a general solution can. We used the best of both worlds: Shopify would serve the e-commerce pages, and Linode would serve our custom django project.

The solution to our problem? Enter the proxy server.

Set the DNS records to point all traffic to `grovmade.com` to our nginx server at `linode`, and have the nginx server proxy specific URLs to Shopify and the rest to our `linode` servers.

That means when you access `http://www.grovmade.com/collections/foobar`, nginx proxies the request to `grove.myshopify.com` and returns the data to your browser seamlessly.

When you access `http://www.grovmade.com/foobar/`, nginx proxies the request to a local apache server hosting our django project.



Waiting for x.bidsatch.net...

But I thought Subdomains are Just As Good?

Channels

SAVE EXPORT SHARE EDIT INTELLIGENCE

ALL » DEFAULT CHANNEL GROUPING: Organic Search ▾

Jan 1, 2017 - Feb 7, 2018 ▾

All Users
66.00% Users

+ Add Segment

Pushed store to subdomain here

Still hasn't recovered

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Users ▾ vs. Select a metric

● Users



Primary Dimension: Keyword Source Landing Page Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾

advanced

Why👏 do👏 y'all👏 e👏 ven👏 en👏 ter👏 tain👏 this👏 bull👏 shit?



Is SEO Scared of New Tech?

Just a question that I've had



Natural Language Generation

Natural Language Generation is here
whether we like it or not.

NLG is already used by Reputable Brands

Investing

EPS Estimates Down for J.M. Smucker In Past Month



Narrative Science,
FULL BIO

Options expressed by Forbes Contributors are their own.

Over the past three months, the consensus estimate has sagged from \$1.25. For the fiscal year, analysts are expecting earnings of \$5.75 per share. A year after being \$1.37 billion, analysts expect revenue to fall 1% year-over-year to \$1.35 billion for the quarter. For the year, revenue is expected to come in at \$5.93 billion.

A year-over-year drop in revenue in the fourth quarter broke a three-quarter streak of revenue increases.


The company has been profitable for the last eight quarters, and for the last four, profit has risen year-over-year by an average of 16%. The biggest boost for the company came in the third quarter, when profit jumped by 32%.

Earnings estimates provided by Zacks.

Narrative Science, through its proprietary artificial intelligence platform, transforms data into stories and insights.

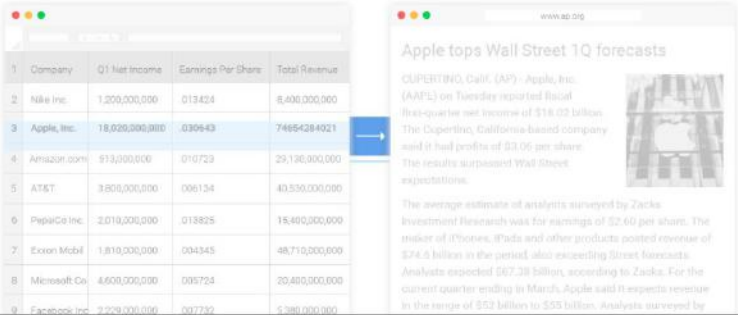
Add Electronic Signature
in your applications!

Automated Insights

Solutions ▾Resources ▾[Request Demo](#)[Log In](#)

From data to clear, insightful content

Wordsmith automatically generates narratives on a massive scale that sound like a person crafted each one.



| | Company | Q1 Net Income | Earnings Per Share | Total Revenue |
|---|---------------|----------------|--------------------|----------------|
| 1 | Nike Inc. | 1,200,000,000 | 013424 | 8,400,000,000 |
| 2 | Apple, Inc. | 18,628,000,000 | 030643 | 74654284921 |
| 3 | Amazon.com | 913,000,000 | 010729 | 29,130,000,000 |
| 4 | AT&T | 3,800,000,000 | 006134 | 40,530,000,000 |
| 5 | PepsiCo Inc. | 2,018,000,000 | 018825 | 18,890,000,000 |
| 6 | Exxon Mobil | 1,810,000,000 | 004345 | 48,710,000,000 |
| 7 | Microsoft Co. | 4,600,000,000 | 005723 | 20,400,000,000 |
| 8 | Fanucui Inc. | 8,000,000,000 | 007739 | 5,380,000,000 |


Apple tops Wall Street 1Q forecasts


CUPERTINO, Calif. (AP) - Apple, Inc. (AAPL) on Tuesday reported fiscal first-quarter net income of \$18.63 billion. The Cupertino, California-based company said it had profits of \$3.06 per share. The results surpassed Wall Street expectations.


The average estimate of analysts surveyed by Zacks Investment Research was for earnings of \$2.60 per share. The maker of iPhones, iPads and other products posted revenue of \$74.6 billion in the period, also exceeding Street forecasts. Analysts expected \$67.38 billion, according to Zacks. For the current quarter ending in March, Apple said it expects revenue in the range of \$73 billion to \$80 billion. Analysts surveyed by

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YAHOO!



"Wordsmith's NLG-powered narratives within Spotfire provide

AP

ZACKS

Narrative Science

narrative science

[Intelligent Narratives >](#)

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[REQUEST A DEMO](#)



What is an Intelligent Narrative?

Select a **highlighted** phrase below



An Intelligent Narrative is

EXAMPLE NARRATIVE

Margins Soar, Driven by an Increase in Unit Sales

Total margin in the United States is way up through June of 2016, climbing to \$306M, **an 80.71% increase** over 2015. **The increase was driven by an additional 10,022 in unit sales.** Turnover jumped by 38.75% to \$1B, due to **a significantly higher average sale price**; the average unit sold was \$18,604 in 2016, up from \$16,007 last year. The average margin percentage on each sale also increased substantially, as the **turnover per unit dwarfed the additional COGS and VME.**

Featured
Overview

Featured
Blog Post

Featured
Webinar

Automated Text Creation, Control and Optimization

An end-to-end solution for your entire text-based content



Customized Content, at Scale

Our innovative AI technology creates engaging and effective content for each and every product



Increased User Engagement

By measuring customer reactions, we improve product copy to boost your KPI's



Comprehensive Product Data

We give your customers all the information they need to make the purchase

Lots of E-commerce Sites Use It

Men's Wristwatches

Experience style and comfort when you wear a men's watch. These watches have a smooth and luxurious style and a design that will last for years to come.

What color bands do these men's watches have?

- Brown Bands
- Gold Bands
- Rose Gold Bands
- Silver Bands
- White Bands

What are the benefits of brown watches?

- Add instant style to any ensemble
- Designed with a traditional band color to give them an effortlessly simple appearance

What benefits do gold watches offer?

- Chic timepieces
- Designed with a traditional band color to make for a sharp accessory that will never get old

What are the benefits of rose gold watches?

- Add a hint of elegance to any look
- Sure to instantly add to any outfit

Which popular brands are men's wristwatches typically made by?

- Bulova
- Casio
- Citizen
- Fossil
- Invicta

Bulova watches are elegant timepieces that combine style and function, while Movado watches are the ideal blend of style and function. With established brands such as OMEGA, you can add a classic showpiece to your wardrobe.

What popular movement types do these men's watches have?

- Automatic Movements
- Mechanical Hand-Wound Movements
- Quartz Battery Movements
- Quartz Solar-Powered Movements

What benefits do automatic watches offer?

- Timeless and traditional
- Great, low-maintenance accessories

What benefits do mechanical hand-wound watches offer?

- Add a traditional touch to your watch collection
- Sleek and contemporary

What are the benefits of quartz battery watches?

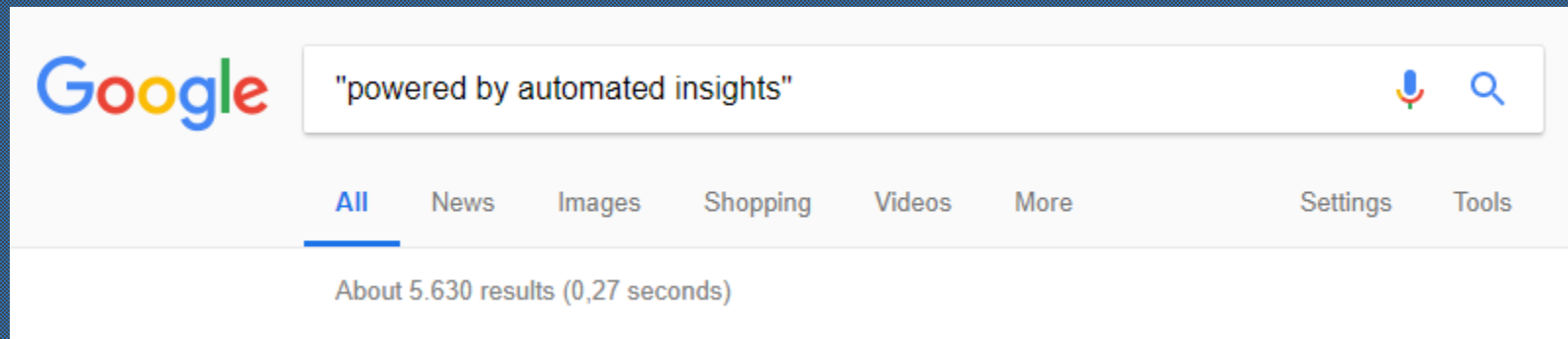
- Easy to maintain
- Low-maintenance design makes them ideal if you have a busy lifestyle
- Accurate and dependable

What are some best selling men's wristwatches to choose from on ebay?



More Importantly

You're reading articles created this way
everyday **without even knowing it.**

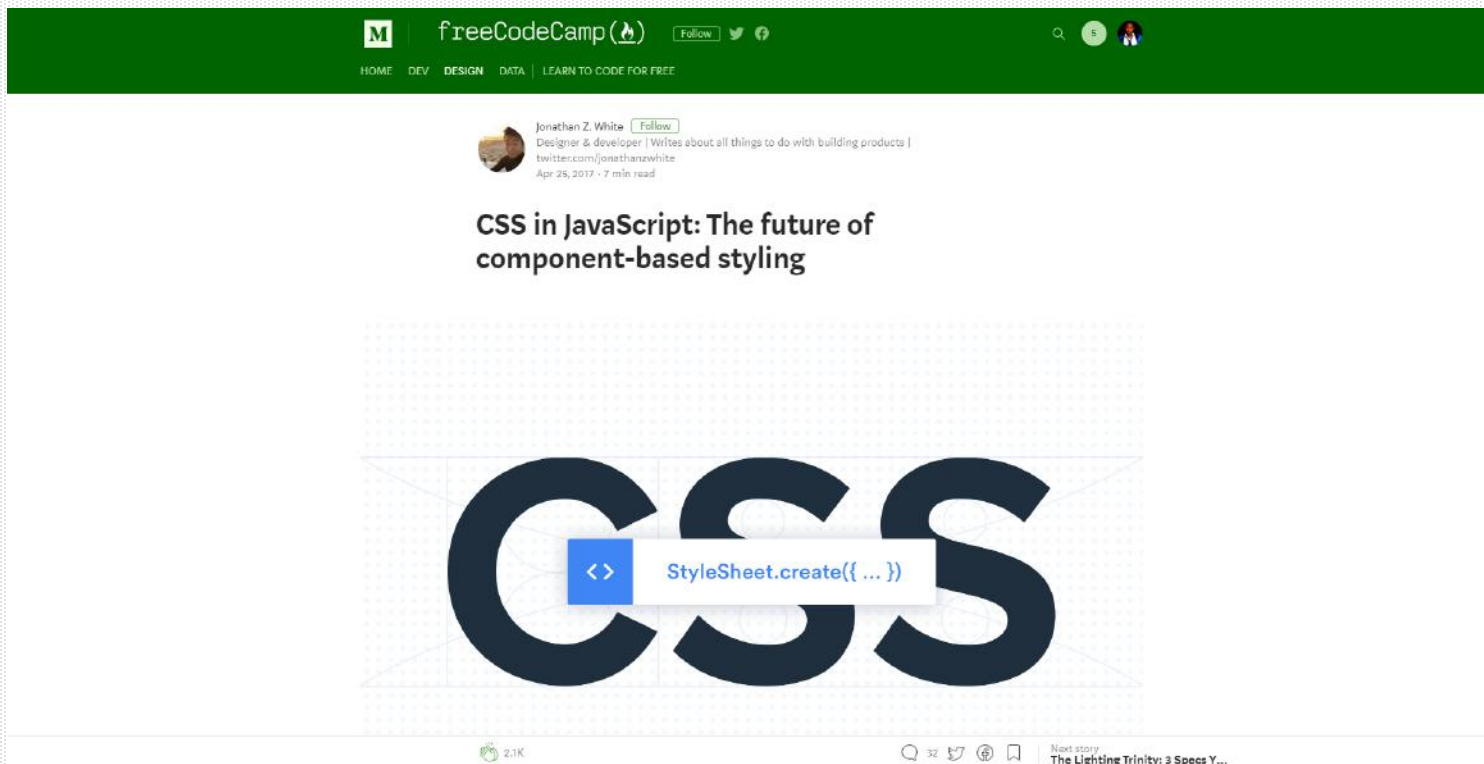




|

We need to keep up with **front end development trends.**

CSS in JS?



Read up on JSS



JSS

EDIT THIS PAGE

v9.7.0

github join chat build passing codecov unknown bitlbound 53 backers 5 sponsors 6

JSS is a more **powerful abstraction** over CSS. It uses JavaScript as a language to describe styles in a declarative and maintainable way. It is a **high-performance JS** to CSS compiler which works at runtime and server-side. This core library is low level and framework agnostic. It is about 6KB (minified and gzipped) and is extensible via [plugins API](#).

Feel free to ask any JSS related questions on twitter by using hashtag [#cssinjs](#) and mentioning [@oleg008](#) [watch my latest talk](#) about "Unique Value Proposition of CSSinJS" and try it on a [playground](#).

Integrations

- [React-JSS](#) - HOC interface for React with theming, try it on [playground](#).
- [Styled-JSS](#) - styled components interface for React, try it on [playground](#).
- [Aphrodite-JSS](#) - aphrodite like API.

TOC

1. [Live examples](#)
2. [Benefits](#)
3. [Setup](#)
4. [JSS API \(JSS Syntax\)](#)
5. [JavaScript API](#)
6. [Server-side rendering](#)
7. [Performance](#)
8. [Plugins API](#)
9. [Official plugins](#)
10. [All related projects](#)
11. [CLI Converter](#)
12. [Contributing](#)

Example

Try it out on [playground](#). You need to [setup plugins](#) before. You can use a [preset](#) for a quick setup with default plugins.

OPEN CHAT

There are Other CMS Besides WordPress



Not a developer ▾

Features

Pricing

Docs & Help ▾

About us ▾

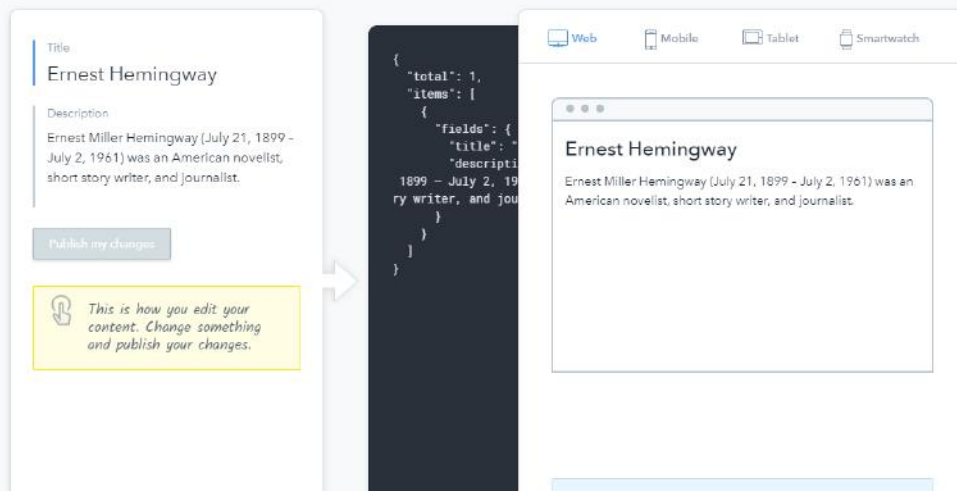
Contact

Log in

Try for free

Editors get a CMS.
Developers don't have to deal with one.

Contentful is the essential content management infrastructure for projects of any size,
with its flexible APIs and global CDN.



Static Site Generators

The screenshot shows the StaticGen website, which lists top open-source static site generators. The header features the StaticGen logo and the text "Top Open-Source Static Site Generators". Below the header, there is a "SHARE" button and a navigation bar with links for "About StaticGen", "The Rules", and "Need a Static CMS?". The main content area displays a grid of generator cards, each with a title, website URL, GitHub stars, forks, and issues, a brief description, supported languages and templates, license, and a "Deploy to netlify" button. A sidebar on the right titled "Get started with 1 click" provides instructions on how to use the "Deploy to Netlify" button.

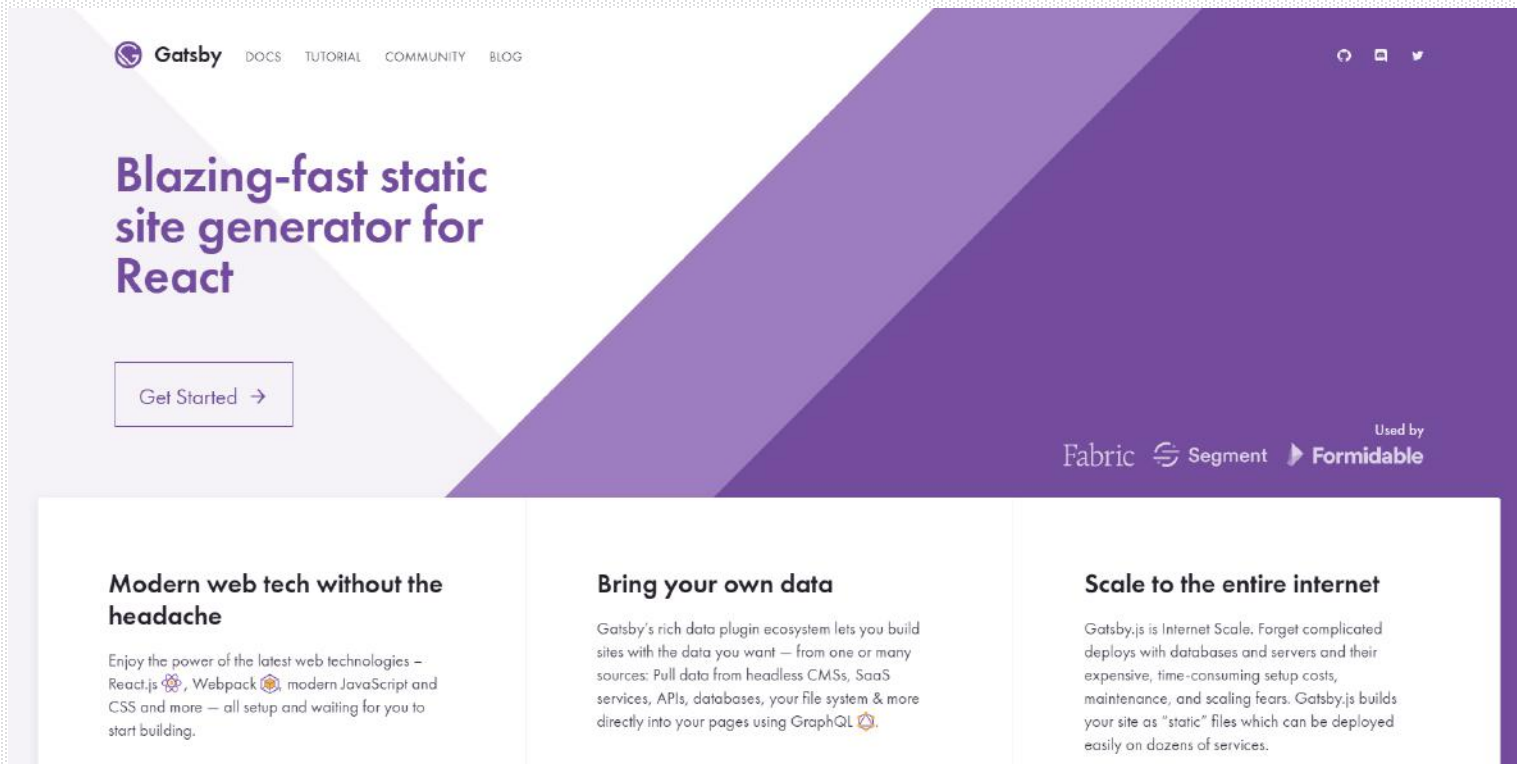
| Generator | Website | Stars | Forks | Issues | Description | Language | Template | License | Deploy to Netlify |
|-----------|----------------------|-------|-------|--------|---|------------|--------------|---------|-------------------|
| Jekyll | jekyllrb.com | 33116 | 7308 | 140 | A simple, blog aware, static site generator. | Ruby | Liquid | MIT | Yes |
| Hugo | gohugo.io/ | 23164 | 2940 | 190 | A Fast and Flexible Static Site Generator. | Go | Go Templates | APL 2.0 | Yes |
| Hexo | hexo.io/ | 20587 | 2961 | 212 | Hexo is a fast, simple and powerful blog framework. | JavaScript | EJS, Pug | MIT | Yes |
| Gatsby | gatsbyjs.org | | | | | | | | |
| GitBook | www.gitbook.com/ | | | | | | | | |
| Nuxt | nuxtjs.org/ | | | | | | | | |
| Pelican | blog.getpelican.com/ | | | | | | | | |

Get started with 1 click

Introducing the "Deploy to Netlify" button on select generators to help you deploy new sites from generator-specific templates with a single click. Get a site up in minutes, with custom domain, HTTPS and continuous delivery completely free of charge.

Want your own Deploy to Netlify button? [Learn more here](#)

GatsbyJS



The screenshot shows the GatsbyJS website homepage. The header features the Gatsby logo and navigation links for Docs, Tutorial, Community, and Blog. The main hero section has a large heading 'Blazing-fast static site generator for React' and a 'Get Started' button. Below this, three columns highlight key features: 'Modern web tech without the headache', 'Bring your own data', and 'Scale to the entire internet'. The footer includes logos for companies using GatsbyJS: Fabric, Segment, and Formidable.

Gatsby [DOCS](#) [TUTORIAL](#) [COMMUNITY](#) [BLOG](#)

Blazing-fast static site generator for React

Get Started →

Used by
Fabric Segment Formidable

Modern web tech without the headache

Enjoy the power of the latest web technologies – React.js, Webpack, modern JavaScript and CSS and more — all setup and waiting for you to start building.

Bring your own data

Gatsby's rich data plugin ecosystem lets you build sites with the data you want — from one or many sources: Pull data from headless CMSs, SaaS services, APIs, databases, your file system & more directly into your pages using GraphQL.

Scale to the entire internet

Gatsby.js is Internet Scale. Forget complicated deploys with databases and servers and their expensive, time-consuming setup costs, maintenance, and scaling fears. Gatsby.js builds your site as "static" files which can be deployed easily on dozens of services.



It's not the same world

Many modern front end developers
**understand the need for server side
rendering** (SSR) these days.

NextJS

NEXT.js

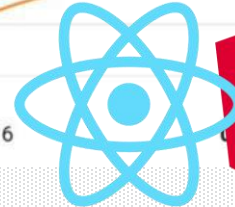
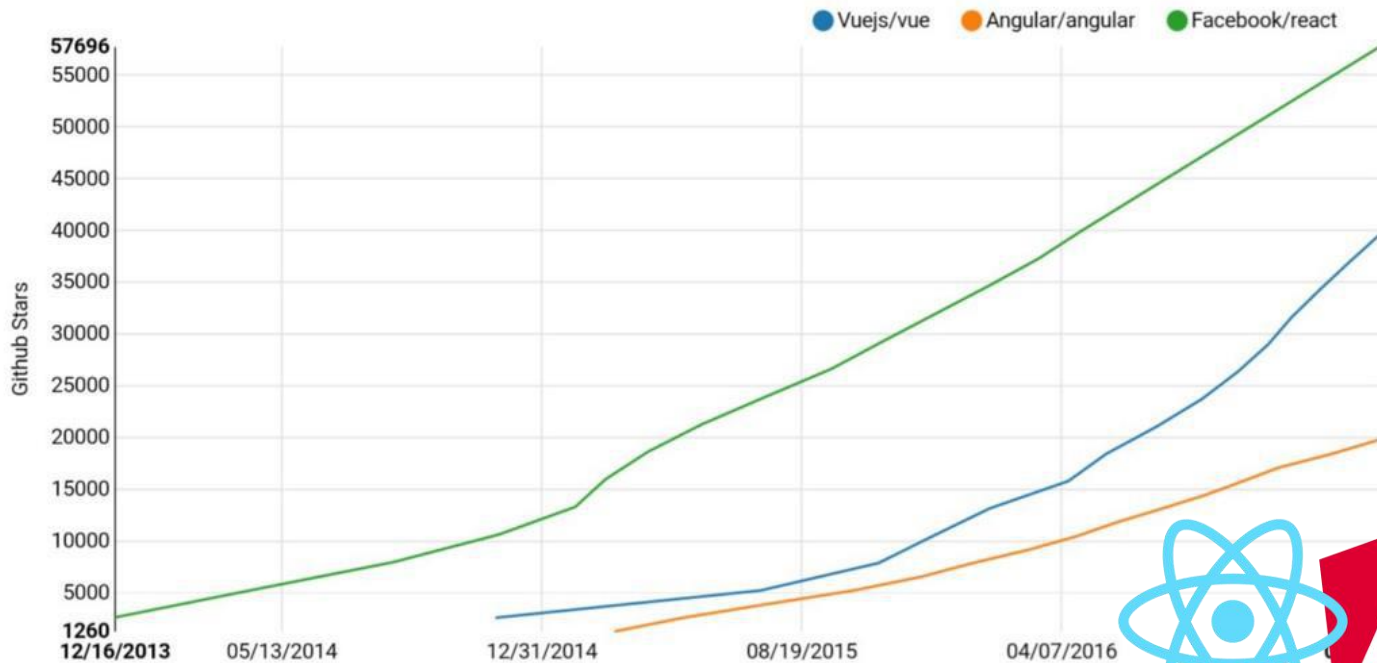
npm | v8.0.0 | build | passers | build | passers | coverage | 73% | docs | 7/1/94%

Next.js is a minimalistic framework for server-rendered React applications.

Visit learnnextjs.com to get started with Next.js.

- How to use
 - Setup
 - Automatic code splitting
 - CSS
 - Built-in CSS support
 - CSS-in-JS
 - Static file serving (e.g. images)
 - Populating `<head>`
 - Fetching data and component lifecycle
 - Routing
 - With `<Link>`
 - Imperatively
 - Router Events
 - Shallow Routing
 - Using a Higher Order Component
 - Prefetching Pages
 - With `<Link>`
 - Imperatively
 - Custom server and routing
 - Dynamic Import
 - Custom `<Document>`
 - Custom error handling
 - Custom configuration
 - Customizing webpack config
 - Customizing babel config
 - CDN support with Asset Prefix
- Production deployment
- Static HTML export
- Multi Zones
- Recipes

React won the Battle





Keep those things on your radar.



Auditing JavaScript Websites

While we're on the subject

```
<!DOCTYPE html>
<html><head><meta charset="utf-8"/><meta http-equiv="x-ua-compatible" content="ie=edge"/><meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no"/><link rel="preload" href="/sketch/component---src-layouts-index-js-58a512245ebb9f52107f.js" as="script"/><link rel="preload" href="/sketch/component---src-pages-index-js-e71d5dee829aa0568b2d.js" as="script"/><link rel="preload" href="/sketch/path---index-521a7e6027f0bd253619.js" as="script"/><link rel="preload" href="/sketch/app-ad2465fb31caeaf3170a.js" as="script"/><link rel="preload" href="/sketch/component-2c31b0372265a538f44a.js" as="script"/><script id="webpack-manifest">
</script></head></html>
</!><CDATA>
window.webpackManifest = {"231608221292675":"app-ad2465fb31caeaf3170a.js","162898551421021":"component---src-pages-404-js-fea15633468c34b75ba1.js","29780607651584":"component---src-pages-blockchain-js-0f2d6a0cb7c3daceae129.js","128119302227041":"component---src-pages-cryptocurrency-js-5cd56aa257f6b1325c6f.js","87192162464282":"component---src-pages-faq-js-259b776ad673c205068.js","35783957827783":"component---src-pages-index-js-e71d5dee829aa0568b2d.js","2518983030256409":"component---src-pages-investor-redirect-js-9b09f07e629c21c1fcfd.js","79718873386587":"component---src-pages-resources-2513bc390a.js","9260683999926":"component---src-pages-sign-js-7756de17be73134404.js","137408089365125":"component---src-pages-team-js-6c588a6a9d6f9753f.js","58145516067212":"component---src-pages-wallet-js-82524f10d62ae2401ac.js","269946223663348":"component---src-pages-white-paper-js-4676e4908f0727488b.js","60335399758886":"path---4a98bc7ec1b9902e089a.js","254022195166212":"path---404-1db04e5021b40904aca6.js","13354441749480":"path---blockchain-804dc966384374818ab9.js","93876336902618":"path---cryptocurrency-366cf3f31dbcd994297.js","84887730282209":"path---faq-547d83080b85a150c405.js","1426294280675168":"path---index-521a7e6027f0bd253619.js","26588841438971":"path---investor-redirect-1db04e5021b40904aca6.js","17662042532719":"path---resources-699516e8aaaa8fe8b6.js","87721965859012":"path---sign-1db04e5021b40904aca6.js","196979586499782":"path---team-1db04e5021b40904aca6.js","258784330098233":"path---wallet-e913c598db960123277.js","121154878432966":"path---white-paper-a73f871d520428593b68.js","178698757827068":"path---404-html-1db04e5021b40904aca6.js","114276838955818":"component---src-layouts-index-js-58a512245ebb9f52107f.js"}
</!>
</script><title data-react-helmet="true">Cryptocurrency for the Music Community - How It Works</title><link data-react-helmet="true" href="https://fonts.googleapis.com/css?family=Roboto:300,400,500" rel="stylesheet"/><link data-react-helmet="true" icon="type:image/png" href="/images/contentful.com/5zy0n17n2ql/0XyWUmt5CvYiyuM4iCh/92ade13c75e37476956b3f12c80386f7/sketch-favi.con.png"/><link data-react-helmet="true" rel="canonical" href="https://sketch-ico.surge.sh"/><meta data-react-helmet="true" charset="utf-8"/><meta data-react-helmet="true" name="viewport" content="width=device-width, initial-scale=1"/><meta data-react-helmet="true" name="google-site-verification" content="J3GuLbAdNXSFyYr15vX28Vtpd9J89u18JvQdKk"/><meta data-react-helmet="true" name="description" content="The Sketch marketplace opens new ways to buy, sell, and trade music products and media with cryptocurrency. Learn how it works, and get whitelisted for the pre-sale."/><meta data-react-helmet="true" property="og:title" content="Cryptocurrency for the Music Community - How It Works"/><meta data-react-helmet="true" property="og:type" content="article"/><meta data-react-helmet="true" property="og:url" content="https://sketch-ico.surge.sh"/><meta data-react-helmet="true" property="og:image" content="http://images.contentful.com/5zy0n17n2ql/4WJhG16RNe2a4GK5SEt0k1/4803525f2a57f3ab003c35565a842b/how-it-works.png"/><meta data-react-helmet="true" property="og:description" content="Sketch is a new cryptocurrency protocol that will change the way people buys, sells, and trades music products, services, and media. Check it out, and get on the whitelist for the ICO."/><meta data-react-helmet="true" name="twitter:card" content="summary"/><meta data-react-helmet="true" name="twitter:site" content="https://sketch-ico.surge.sh"/><meta data-react-helmet="true" name="twitter:title" content="Cryptocurrency for the Music Community - How It Works"/><meta data-react-helmet="true" name="twitter:description" content="Sketch is changing how people buy, sell, and trade music. Learn how the Sketch marketplace works"/><meta data-react-helmet="true" name="twitter:creator" content="@sketchcoin"/><meta data-react-helmet="true" name="twitter:image" content="http://images.contentful.com/5zy0n17n2ql/4WJhG16RNe2a4GK5SEt0k1/4803525f2a57f3ab003c35565a842b/how-it-works.png"/><script data-react-helmet="true" type="text/javascript"><!-- Google Tag Manager -->
(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
  new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
  j=new Image().src='https://www.googletagmanager.com/gtm.js?id='+i+dl';j.async=true;j.src=
  'https://www.googletagmanager.com/gtm.js?id='+i+dl';j.parentNode.insertBefore(f,j);
})(window,document,script,'dataLayer','GT-M-TG95W0X');</-- End Google Tag Manager --></script>
</script><script>
  if(function(e,t,r){function n(e){for([d,f]&&loaded==>[d,f]){<cd,shift(),e[0]in i.parentNode.insertBefore(e[i],i)}for(var s,a,c,d=[],i,e,e.scripts[0],o="onreadystatechange",f="readyState";s=r.shift();)a=e.createElement(t),a.async=i?
    (a.async=!1,e.head.appendChild(a)):i[f](d.push(a),a)[n];e.write("<"+t+" src="+s+" defer="+o+">"+s);a.srccs=document.srccs;["
    /sketch/component-2c31b0372265a538f44a.js","/sketch/app-ad2465fb31caeaf3170a.js","/sketch/path---index-521a7e6027f0bd253619.js","/sketch/component---src-pages-index-js-e71d5dee829aa0568b2d.js","/sketch/component---src-layouts-index-js-58a512245ebb9f52107f.js"]
  })
  </script><style id="gatsby-inlined-css">.resources a{color:#f300a4;transition:color .1s}.resources a:hover{color:#6d03cc;text-decoration:underline}.resources .section .resources-page{padding:20px 15% 100px;}@media screen and (max-width:1100px){.resources .section .resources-page{padding:20px 70px 60px;}@media screen and (max-width:900px){.resources .section .resources-page{padding:20px 50px 50px;}@media screen and (max-width:800px){.resources .section .resources-page{padding:20px 35px 40px;}@media screen and (max-width:600px){.resources .section .resources-page{padding:20px 25px 30px;}.resources .resources_tabs{width:85%;font-size:1.5rem;color:#b3b3b3;text-align:left;font-weight:300;text-transform:uppercase;display:flex;flex-flow:row wrap;justify-content:space-around;align-items:center;transition:all .3s;margin:60px auto;position:relative}.resources .resources_tabs li a{color:inherit;padding-top:9px;display:block;width:100%;height:100%;.resources .resources_tabs li a:hover{color:inherit;text-decoration:none}@media screen and (max-width:900px){.resources .resources_tabs{display:flex;flex-flow:column wrap;justify-content:space-around;align-items:center;width:100%;}@media screen and (max-width:700px){.resources .resources_tabs{font-size:1.6rem;}.resources .resources_tabs{margin:20px;height:40px;text-align:center;cursor:pointer;transition:all .2s;border-top:3px solid transparent;}.resources .resources_tabs .tab-selected{color:#6d03cc;border-top:3px solid #f300a4;}.resources .resources_tabs .tab-selected:after{content:"current";display:block;height:3px;width:0;margin:0 auto;background:transparent;transition:width .3s ease,background-color .3s ease;position:relative;right:0;top:5px;border-radius:2%;}.resources .resources_tabs .spinner{width:50px;height:50px;position:absolute;left:50%;transform:translate(-50%);border-top:50%;border-bottom:50%;background:transparent;transition:width .3s ease,background-color .3s ease,background-color .3s ease;position:relative;min-height:800px;}.resources .resources_carousel-panel{width:100%;}.resources .resources_banner{padding:80px 90px;background:linear-gradient(to right top,#6d03cc,#f300a4);display:flex;flex-flow:row nowrap;justify-content:center;align-items:center}@media screen and (max-width:650px){.resources .resources_banner{display:flex;flex-flow:column nowrap;justify-content:center;align-items:center;}.resources .resources_banner .section_header{color:#fff;margin-bottom:0;text-align:center;font-size:3.5rem}@media screen and (max-width:1200px){.resources .resources_banner .section_header{font-size:3rem}@media screen and (max-width:600px){.resources .resources_banner .section_header{font-size:2.1rem;}.resources .section .resources-page_panel-div{margin:100px auto 0}@media screen and (max-width:1100px){.resources .section .resources-page_panel-div{margin-top:80px;}@media screen and (max-width:900px){.resources .section .resources-page_panel-div{margin-top:50px;}@media screen and (max-width:800px){.resources .section .resources-page_panel-div{margin-top:25px;}@media screen and (max-width:700px){.resources .section .resources-page_subheader{font-size:2.5rem}@media screen and (max-width:800px){.resources .section .resources-page_subheader{font-size:2rem;}.resources .section .resources-page_big-text{font-size:2.4rem;font-weight:600;color:#6d03cc;margin-bottom:20px;margin-top:60px}@media screen and (max-width:1100px){.resources .section .resources-page_big-text{font-size:2.16rem;margin-top:50px;}@media screen and (max-width:900px){.resources .section .resources-page_big-text{margin-top:30px;margin-bottom:10px;}@media screen and (max-width:800px){.resources .section .resources-page_big-text{font-size:1.92rem;}.resources .section .resources-page_text{line-height:1.7;font-size:1.7rem;margin-bottom:10px;}@media screen and (max-width:1100px){.resources .section .resources-page_text{font-size:1.53rem;}@media screen and (max-width:900px){.resources .section .resources-page_text{font-size:1.36rem;line-height:1.5;}@media screen and (max-width:700px){.resources .section .resources-page_text{font-size:1.19rem;}.resources .cryptocurrency-lingo_list,.resources .economics-of-cryptocurrency_list,.resources .participants_list{padding:left:0;}.resources .cryptocurrency-lingo_list li,.resources .economics-of-cryptocurrency_list li,.resources .participants_list li{line-height:1.7;font-size:1.7rem;margin-bottom:30px;}@media screen and (max-width:1100px){.resources .cryptocurrency-lingo_list li,.resources .economics-of-cryptocurrency_list li,.resources .participants_list li{font-size:1.53rem;}@media screen and (max-width:900px){.resources .cryptocurrency-lingo_list li,.resources .economics-of-cryptocurrency_list li,.resources .participants_list li{font-size:1.36rem;line-height:1.5;}@media screen and (max-width:700px){.resources .cryptocurrency-lingo_list li,.resources .economics-of-cryptocurrency_list li,.resources .participants_list li{font-size:1.19rem;}.resources .cryptocurrency-lingo_list span,.resources .economics-of-cryptocurrency_list span,.resources .participants_list span{color:#6d03cc;text-weight:600;}.resources .why-
```

View Source is Dead - Hi @BadAms

Skratch is a decentralized marketplace

Get the White Paper PDF:

Enter Email Address

Pay with a Tweet

Console Audits Elements Sources Network Performance Memory Application Security Web Scraper JQuery Selector Inspector

```
<!DOCTYPE html>
<html class="wf-din2014-n3-active wf-din2014-n6-active wf-din2014-i6-active wf-dincondensed-n4-active wf-active">
<script type="text/javascript" async src="https://www.google-analytics.com/analytics.js"></script>
<script src="https://use.typekit.net/vlo5nuu.js" async></script>
<script async src="https://www.googletagmanager.com/gtm.js?id=GTM-TG95WUK"></script>
</script></script>
<!--head-->
<meta charset="utf-8">
<meta http-equiv="x-ua-compatible" content="ie=edge">
<meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no">
<link rel="preload" href="/skcratch/component---src-layouts-index-is-58a5122...js" as="script">
<link rel="preload" href="/skcratch/component---src-pages-index-is-e71d5de...js" as="script">
<link rel="preload" href="/skcratch/path---index-521a7e6...js" as="script">
<link rel="preload" href="/skcratch/app-ad2465f...js" as="script">
<link rel="preload" href="/skcratch/commons-2c31b03...js" as="script">
<script id="webpack-manifest"></script>
<title>Cryptocurrency for the Music Community - How It Works</title>
<link data-react-helmet="true" href="https://fonts.googleapis.com/css?family=Roboto:300,400,500" rel="stylesheet">
<link data-react-helmet="true" rel="icon" type="image/png" href="//images.contentful.com/5zyeni7n2q1/0Xwv6umtScvsiyuim1icw/92dae13/skratch-favicon.png">
<link data-react-helmet="true" rel="canonical" href="https://skcratch-ico.surge.sh/">
<meta data-react-helmet="true" charset="utf-8">
<meta data-react-helmet="true" name="viewport" content="width=device-width, initial-scale=1">
<meta data-react-helmet="true" name="google-site-verification" content="3j5uwlA0NXFxyIr15vX28Vtpd9J89xlcruw183qdkk">
<meta data-react-helmet="true" name="description" content="The Skcratch marketplace opens new ways to buy, sell, and trade music products and media with cryptocurrency. Learn how it works, and get whitelisted for the pre-sale.">
<meta data-react-helmet="true" property="og:title" content="Cryptocurrency for the Music Community - How It Works">
<meta data-react-helmet="true" property="og:type" content="article">
<meta data-react-helmet="true" property="og:url" content="https://skcratch-ico.surge.sh/">
<meta data-react-helmet="true" property="og:image" content="http://images.contentful.com/5zyeni7n2q1/4w3Hg16RwE2a4KSEe0ik/4803525ff2aa57f3ab003c35565a842b/how-it-works.png">
<meta data-react-helmet="true" property="og:description" content="Skratch is a new cryptocurrency protocol that will change the way people buys, sells, and trades music products, services, and media. Check it out, and get on the whitelist for the ICO.">
<meta data-react-helmet="true" name="twitter:card" content="summary">
<meta data-react-helmet="true" name="twitter:site" content="https://skcratch-ico.surge.sh/">
<meta data-react-helmet="true" name="twitter:title" content="Cryptocurrency for the Music Community - How It Works">
<meta data-react-helmet="true" name="twitter:description" content="Skratch is changing how people buy, sell, and trade music. Learn how the Skcratch marketplace works:">
<meta data-react-helmet="true" name="twitter:creator" content="@skcratchcoin">
```

Styles Computed Event Listeners DOM Breakpoints Properties JQuery Data JQuery Events

Filter :hov .cls +

element.style {

body, html {

height: 100%;

background-visibility: hidden;

}

body {

font-family: din-2014,Arial,sans-serif;

position: relative;

color: #000;

overflow-x: hidden;

}

body {

margin: 0;

}

* {

box-sizing: border-box;

outline: none;

}

body {

display: block;

margin: 0px;

}

Inherited from html.wf-din2014-n3-active.wf-din2014-i3-active.wf-din2014-n6-active.wf-din20...

html {

font-size: 14px;

}

html {

line-height: 1.15;

ms-text-size-adjust: 100%;



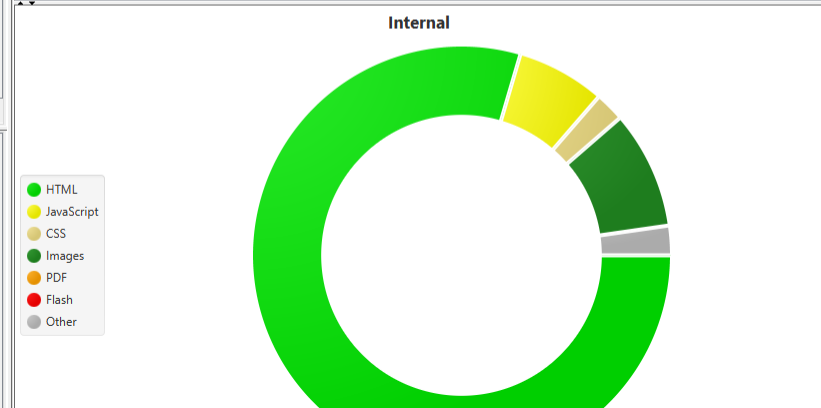
Inspect Element is the computed DOM



You need to compute the **diff** between the view source and the inspect element versions of the page to understand what Google may or may not see.

| Filter: All <input type="button" value="Export"/> | | | | | | | | | | View: List <input type="button" value="Search"/> | |
|---|-------|------------|-------|---------|----------|-------------------|-----------------------------------|---------------|-------------------------------|--|--|
| ord | Count | Text Ratio | Level | Inlinks | Outlinks | External Outlinks | Hash | Response Time | Last Modified | | |
| 1 | 317 | 2.26 | 5 | 4 | 85 | | ffe6b7c801067fc4e71bbac1a3928061 | 0.28 | | | |
| 2 | 278 | 1.01 | 5 | 8 | 89 | | fda077979be58850403a5e11453f4fdc | 0.45 | | | |
| 3 | 812 | 3.49 | 6 | 1 | 11 | | f9508e4e5811d34ae498260bf8bede3 | 0.47 | Tue, 31 Oct 2017 21:26:33 GMT | | |
| 4 | 317 | 2.23 | 4 | 11 | 81 | | f6a161fe98cb4a2277bcbf771618fe09 | 1.02 | | | |
| 5 | 761 | 3.52 | 6 | 1 | 11 | | ef3502d258d80102f24629edb90f974f | 0.83 | Tue, 31 Oct 2017 21:26:33 GMT | | |
| 6 | 169 | 8.26 | 5 | 1 | 20 | | ef0e5ad94f4078af5c2dbec8a1458e99 | 0.95 | | | |
| 7 | 1679 | 6.22 | 2 | 16 | 11 | | e404b13aa829729d55231d1ebc78f5d2 | 0.37 | Tue, 31 Oct 2017 21:26:33 GMT | | |
| 8 | 477 | 4.19 | 3 | 34 | 106 | | cc0230767d40af10a2bf0d8b00df8bfe | 1.34 | | | |
| 9 | 280 | 1.01 | 5 | 8 | 90 | | c598ca3d9fef4890db981b1e1033ad45 | 0.45 | | | |
| 10 | 288 | 14.08 | 5 | 1 | 19 | | c1a735159d3fdc716d8fcaa87fb02b91 | 0.17 | | | |
| 11 | 1831 | 31.17 | 5 | 1 | 36 | | be27c3b3ca9df643ef8289ef199dd814 | 0.22 | | | |
| 12 | 47 | 11.79 | 6 | 1 | 1 | | a8307369549ee4e712ff04f4cd965cc0 | 0.20 | | | |
| 13 | 1338 | 1.92 | 4 | 30 | 207 | | 9f5927357ec9511067ec11bc6506bdd | 1.43 | | | |
| 14 | 444 | 12.53 | 5 | 1 | 34 | | 1864f549442d397036487be441b466fd5 | 0.20 | | | |
| 15 | 32 | 39.63 | 6 | 1 | 0 | | 6e943d990d8fda3f4148313fdd729b59 | 0.16 | | | |
| 16 | 16280 | 31.03 | 3 | 1 | 6 | | 62b8e3f28f36ed37aeb02bb627e8ffb2 | 0.29 | Tue, 31 Oct 2017 21:26:33 GMT | | |
| 17 | 102 | 9.91 | 5 | 1 | 9 | | 5fda72925a58a03bf4060ee01014f895 | 0.26 | | | |
| 18 | 110 | 9.67 | 6 | 9 | 8 | | 5d06b3bddac7baee424c53c1dc262d02 | 0.20 | | | |
| 19 | 783 | 3.34 | 4 | 4 | 11 | | 5afb9d65c2e2a954790b372cf2c56d39 | 0.31 | Tue, 31 Oct 2017 21:26:33 GMT | | |
| 20 | 897 | 13.37 | 4 | 1 | 78 | | 5a87e1d3e14bb6699ed144f1c6bad9b | 0.85 | | | |
| 21 | 404 | 1.77 | 4 | 14 | 97 | | 4549927e912919f1819291235a6af2e03 | 1.24 | | | |
| 22 | 258 | 12.21 | 5 | 1 | 19 | | 309b1ec3677906f4ad3b860adcad2e75 | 0.22 | | | |
| 23 | 299 | 11.07 | 5 | 1 | 25 | | 22b56aaccbf51d9f1b444aa3887dce0 | 0.21 | | | |
| 24 | 293 | 11.68 | 5 | 1 | 23 | | 18d230ddb442291c600fa52bfc5cd9d | 0.18 | | | |
| 25 | 577 | 12.20 | 4 | 1 | 54 | | 137437710a207987235cdf01d3172b2c | 0.29 | | | |

| Summary | |
|---------------------------------------|----|
| Total URI Encountered: | 89 |
| Total Internal Blocked by robots.txt: | 1 |
| Total External Blocked by robots.txt: | 0 |
| Total URI Crawled: | 88 |
| Total Internal URI: | 44 |
| Total External URI: | 45 |
| SEO Elements | |
| Internal | |
| All (44) (100.00%) | |
| HTML (35) (79.55%) | |
| JavaScript (3) (6.82%) | |
| CSS (1) (2.27%) | |
| Images (4) (9.09%) | |
| PDF (0) (0.00%) | |
| Flash (0) (0.00%) | |
| Other (1) (2.27%) | |
| External | |
| All (45) (100.00%) | |
| HTML (10) (22.22%) | |
| JavaScript (3) (6.67%) | |
| CSS (2) (4.44%) | |
| Images (30) (66.67%) | |
| PDF (0) (0.00%) | |
| Flash (0) (0.00%) | |
| Other (0) (0.00%) | |
| Protocol | |



Use Screaming Frog – Crawl in text mode and in JavaScript mode then compare the hash columns. Those that are different have rendering disparities.



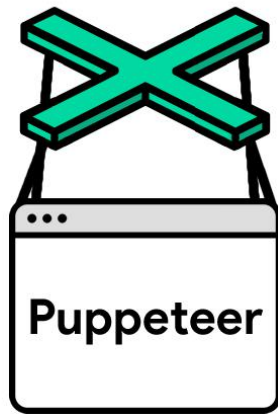
Brandon Morelli [Follow](#)

Creator of @codeburstio—Frequently posting web development tutorials & articles. Follow me on Twitter too: @BrandonMorelli

Oct 25 · 10 min read

A Guide to Automating & Scraping the Web with JavaScript (Chrome + Puppeteer + Node JS)

Learn to Automate and Scrape the web with Headless Chrome



What Will We Learn?



If you want to get fancy, crawl how Google crawls.
<https://codeburst.io/a-guide-to-automating-scraping-the-web-with-javascript-chrome-puppeteer-node-js-b18efb9e9921>



Keyboard input

```
await page.goto('https://google.com');
```

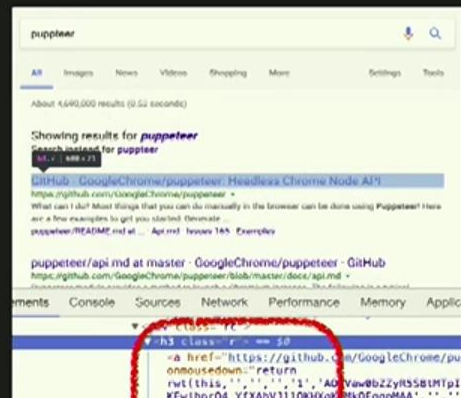
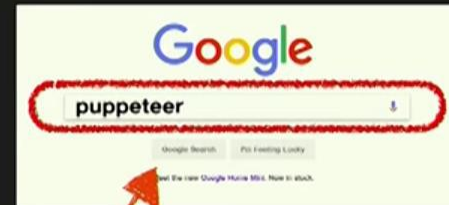
```
await page.type('input[name=q]', 'puppeteer');
```

```
await page.click('input[type="submit"]');
```

```
// Wait for the results.
```

```
await page.waitForSelector('h3 a');
```

```
const links = await page.$$eval('h3 a', anchors => {  
  return anchors.map(a => a.textContent);  
});
```



You can even watch a Googler teach you to scrape Google with it.



Nothing that requires a user action to be displayed **will ever be considered for ranking.**

Technical SEO

Auditing JavaScript for SEO

JUSTIN ON OCTOBER 12, 2016

To understand more about how JavaScript works, read this post on the [Core Principles of SEO for JavaScript](#).

Auditing a page that uses JavaScript to render content is a more manual process than traditional auditing due to a lack of JavaScript support in SEO tools. In this post, I'm going to walk-through how to perform a simple audit of a page that depends on JavaScript.

Steps for Auditing JavaScript

- 1 Visually Audit the Page
- 2 Audit HTML Source for Missing Content
- 3 Audit JS-Rendered HTML for Missing Content
- 4 Compare the HTML Source and JS-Rendered Source for Contradictions
- 5 Identify Content Dependent on User Events

For this audit, I'll be using Chrome, the built in [developer tools](#), and the [web developer extension](#).

As an example, I'll be looking at this product page:

<http://www.kipling-usa.com/angie-printed-handbag/HB6961.html>

On this page, there are 3 major pieces of content that depend on JavaScript:

Type here to search

Search

Categories

[App Store Optimization](#)[Content](#)[Link Building](#)[Mobile](#)[Search Technology](#)[SEO Development](#)[Technical SEO](#)[Video Marketing](#)

@justinrbriggs has a good step by step on how to do this. <https://www.briggsby.com/auditing-javascript-for-seo/>



Some Things That Are Exciting to Me

Not everything in SEO is boring

TA's Googlebot Trapping



Tom

Published

January 10, 2018

In All Posts, SEO/SEM, Web

Googlebot's Javascript random() function is deterministic

I was conducting some experiments on how Googlebot parses and renders Javascript, and I came across a couple of interesting things about the way it does so. The first is that Googlebot's `Math.random()` function produces an entirely deterministic series. I created a small script which uses this to identify Google in an obfuscated fashion:

http://www.tomanthony.co.uk/fun/googlebot_puzzle.html

Googlebot type: Desktop (render requested)

Complete on Wednesday, January 10, 2018 at 12:35:06 PM PST

Fetching

Rendering

This is how Googlebot saw the page:

I think you are Googlebot!

The eval javascript output seen below (look at the source) will always identify Googlebot, and has a less than 1 in 10,000 chance of a false positive. If you don't believe me, update it to your server and try to Google Search Console with the Public & Monitor tool.

Can you work out why?

Blog post link will have already explained this. If you haven't worked that out by then!

Answers are a postcard to @tomanthony@G2

```
function superRandom(niterations, depth) {
  if (n < 1 || n > 1000000000) {
    return Math.random() * 1000000000;
  }

  if (depth > 10) {
    return superRandom(n, depth - 1);
  } else {
    return null;
  }
}

num = superRandom(1, 204800);

if (num < 1) {
  document.write("I think you are Googlebot!");
}
```

Paul Shapiro's (@fighto) work



Paul Shapiro

Paul Shapiro is a professional search marketer that loves to take both a technical and creative approach to SEO.

[Read more...](#)



Published

May 11, 2016

Updated

July 18, 2017

[Technical SEO Blog](#)

[About Paul Shapiro](#)

[Paul's Speaking, Writing, and Press](#)

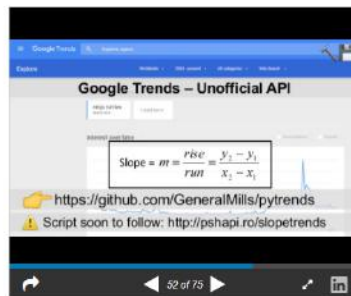
[Free SEO Tools & Scripts](#)

[Contact Me](#)

In Programming, Search Engine Optimization

Calculate Keyword Growth Using Google Trends, Python, and the Slope Formula

During a presentation I gave at Distilled's [SearchLove Boston](#) conference in early May, I advocated that people use the slope formula and Google Trends data to determine if interest keywords have grown over time or if they are slipping away into searcher oblivion.



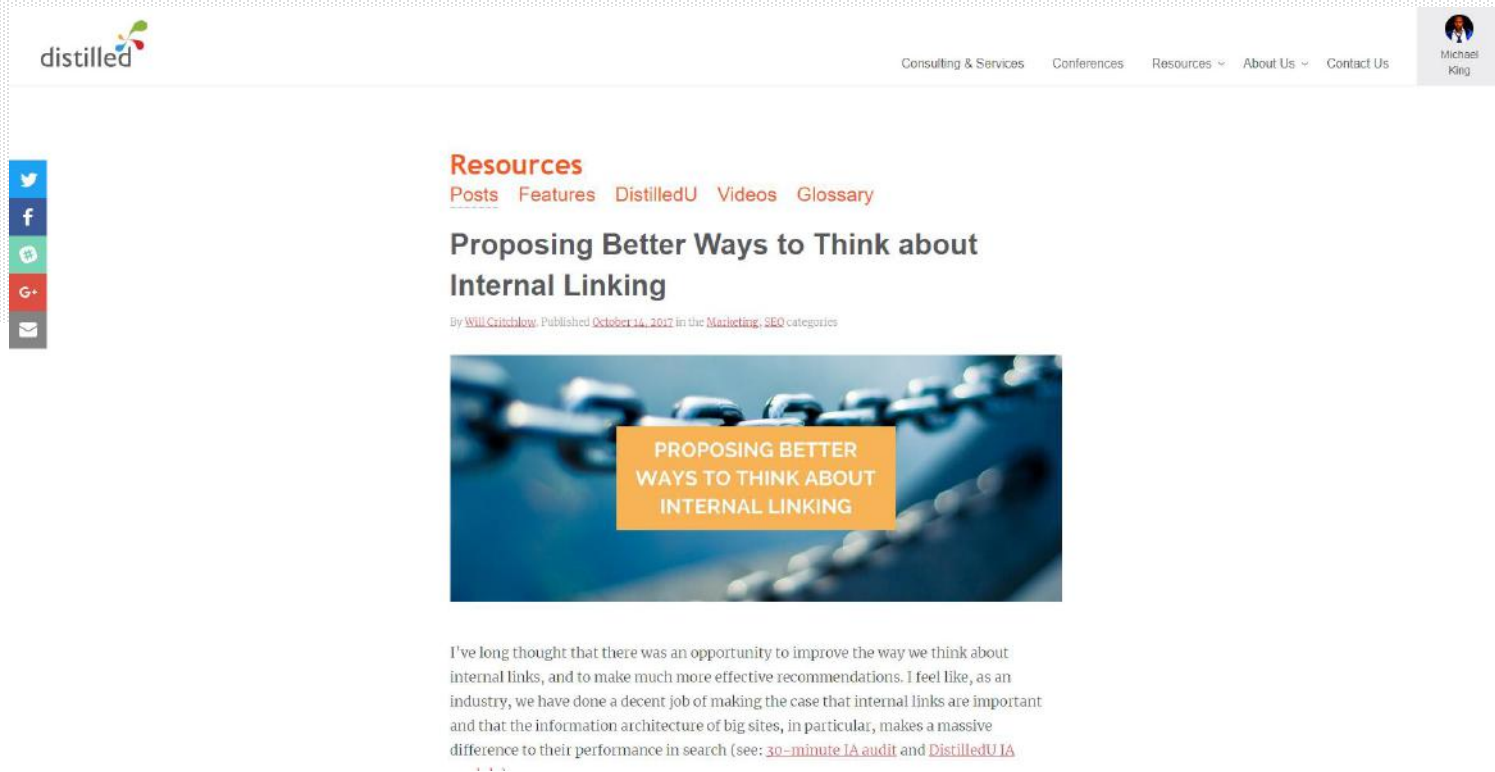
The only problem with this, is that unfortunately Google doesn't provide an official API for Google Trends, so we need some Python wizardry to do this in bulk.

Make sure you have the [pandas Python library](#) installed. If you're running Windows, using a Python Distribution like [Anaconda](#) will make this whole lot easier.

364 Shares



@WillCritchlow's examination of internal links





I

Damn. That list was short.



Are You Actionable and Optimal?

The real reason I'm here

Think Like @RichardBaxter



Richard Baxter

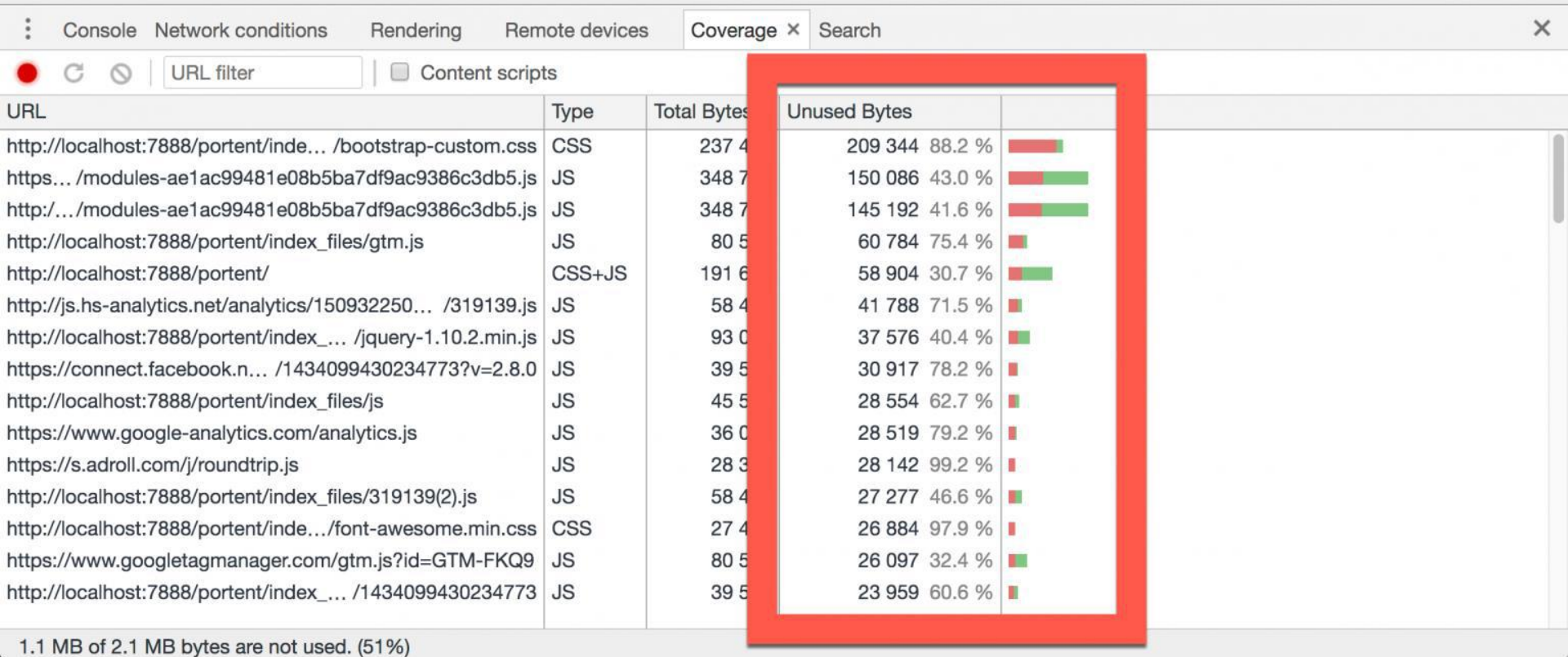
@richardbaxter

Following



I don't think a lot of SEO's realise how much expensive DB queries can affect page load time. If you're running heaps of queries to build a page (faceted navigation / filters / attributes on a product category page) then the most effective thing you could do is optimise there.

11:51 AM - 30 Jan 2018



Check out the Code Coverage report to see what code isn't be used and delete it from your pages. <https://www.portent.com/blog/user-experience/code-coverage-page-speed.htm> (h/t @portentint)



...is this your recommendation?

“Remove unused JavaScript and CSS from all pages to enhance the page speed”

That's not optimal or actionable

Why?

Many of those scripts are hosted libraries such as Facebook Connect, Google Analytics or jQuery. Hosting those libraries locally and removing items will take forever and won't support forward compatibility.

Try This Instead

Consider removing or otherwise refactoring lines 49-56 in the `suchandsuch.js` because they are not currently being used and no functionality or other code is dependent upon it.

Try This Instead

Use critical to generate a CSS file of what is actually used and send it to the client for implementation on their staging environment.

⚡ HTTP/2 Test

Verify HTTP/2.0 Support

Online **HTTP/2 test** - Verify if your server or CDN supports HTTP/2.

URL

☐ Public

HTTP/2 Test Result [www.netflix.com](#)

Negative! [www.netflix.com](#) does not support HTTP/2.0.

ALPN is **not** supported.

#PERFMATTERS



[FREE TEST ACCOUNT](#)

Supercharge your Website with KeyCDN

HTTP/2 - Free SSL - RESTful API - 25 POPs - Instant Purge

HTTP/2 Test FAQs

What is HTTP/2?

HTTP/2 is the first major HTTP protocol update since 1997 when HTTP/1.1 was first published by the IETF. The new HTTP protocol is needed to keep up with the exponential growth of the web. The successor of HTTP/1.1 brings significant improvement in efficiency, speed and security and is supported by most modern web browsers. A list of [browsers that support HTTP/2](#) can be found on caniuse.com.

- [HTTP/2](#) is binary, instead of textual.



HTTP/2



...is this your recommendation?

“Implement HTTP/2 for faster site performance”

That's not actionable



Why?

Depending on the server version and environment, the client may not currently support HTTP/2. If their server does support it, they may not know where to start?

Do This Instead

Based on your site's HTTP headers, you're running NGINX vX.XX. We recommend adjusting your HTTPS server configuration in your .conf file to include the following.



...is this your recommendation?

“You have broken pages throughout the site; we recommend updating those URLs to return 301 redirects and we have prepared a list of 1:1 relationships for redirection in your .htaccess file.”

That's not actionable or optimal



Why? (Reason 1)

I see a lot of recommendations that automatically assume Apache servers. (break down of server tech on the right)

NGINX and IIS don't have .htaccess files.



Why?

1:1 rules are suboptimal. Always create RegEx-driven rules for redirects to minimize TTFB of every page throughout the site.



Do This Instead

Based on your site's HTTP headers, you're running NGINX vX.XX. We recommend adjusting your HTTPS server configuration in your .conf file to include the following code.



...is this your recommendation?

“You have links to redirects throughout the site; we recommend updating those links to the final destination URLs. Here is a list of URLs with links to redirects”

That's not actionable or optimal



Why? (Reason 1)

What are they going to do? Find and replace their site?



Do This Instead

Crawl the site and keep track of all of the final destination URLs. Prepare a spreadsheet or database table and instruct the client to update these links on the database level. Alternatively, spec out a simple crawler they can run on a daily basis to crawl their site and update their links.



...is this your recommendation?

“Google has recently increased the meta description from 155-160 characters to ~320. You rewrite your meta descriptions to take more advantage of the space.”

That's not actionable or optimal



Why?

What are they going to write? Which pages will they do it on?
How are they going to populate the meta description? How
can they capitalize on all the space? How will they scale?

Do This Instead

We recommend using structured data from each page template to generate keyword-relevant meta descriptions that are click-worthy.

The following are schemas to implement per page type.

We recommend prioritizing the following 5,000 URLs for implementation because they have higher crawl frequency.

We will measure the impact of this recommendation using CTR and clicks from Google Search Console as well as traffic and conversion performance from Google Analytics.

The Anatomy of a Strong SEO Recommendation

Context

Prioritization

Replicable issues
with screenshots
and code snippets

Recommendations
with detailed
Instructions that
reference a
secondary dataset



Actionability?

Can the team you're working with
implement your recommendation
without additional discovery?



Optimal?

Is this the **best solution** for the **situation**? Or is it just *a* solution?



|

We need to get comfortable
with *medium* data.

MySQL





R





Unfortunately, most SEO tools are frontends to datasets that they will **never fully give you.**



Outreach Hacks

Using machine learning to speed up your link building outreach

Video Outreach with BombBomb

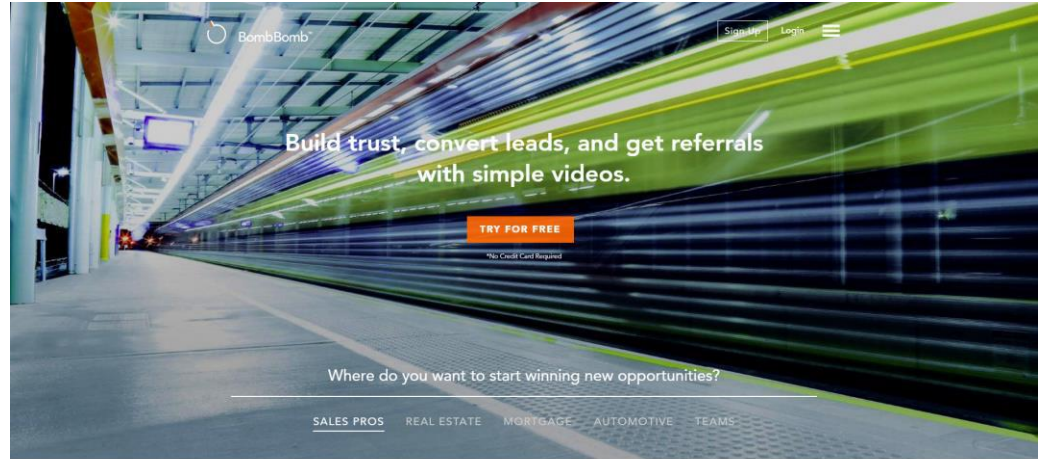


Video Outreach

The hardest problem with outreach is that it's so impersonal and generally unbelievable by the prospect. Link builders also don't know if the prospect has ever seen the message or not. Making short videos solves all of these problems.

Leverage short one minute videos using a free service called Vsnap to make compelling outreach emails, prove you are a real person and determine whether or not the prospect has seen the message by checking the view count.

Check out this #12DaysofLinkmas tip from @ipullrank at: <http://iacq.co/WFQy0k>



BombBomb

Sign Up Login

Build trust, convert leads, and get referrals with simple videos.

TRY FOR FREE
No Credit Card Required

Where do you want to start winning new opportunities?

[SALES PROS](#) [REAL ESTATE](#) [MORTGAGE](#) [AUTOMOTIVE](#) [TEAMS](#)

Need to Talk?

Tactic – Reach Out About Most Popular Content

Buzzsumo Find

Top Content | Influencers | Content Alerts | Reports | **★ Get Started (4/6)**

API | Resources | Email Us | Account

Filter by Type: **false**

- ☒ Article
- ☒ Infographics
- ☒ Guest Posts
- ☒ Giveaways
- ☒ Interviews
- ☒ Videos
- ☐ Uncheck All

Filter by Date:

- ☐ 24 Hours
- ☐ Past Week
- ☐ Past Month
- ☐ Past 6 Months
- ☐ Past Year
- ☐ Specific Range

Filter

Reset Filters

Search: **Search!** **Export**

Enter a topic or domain: big data, cnn.com. [Advanced Search Options](#) [Save Search](#)

Sort by: **Total Shares** Page 1 of 2

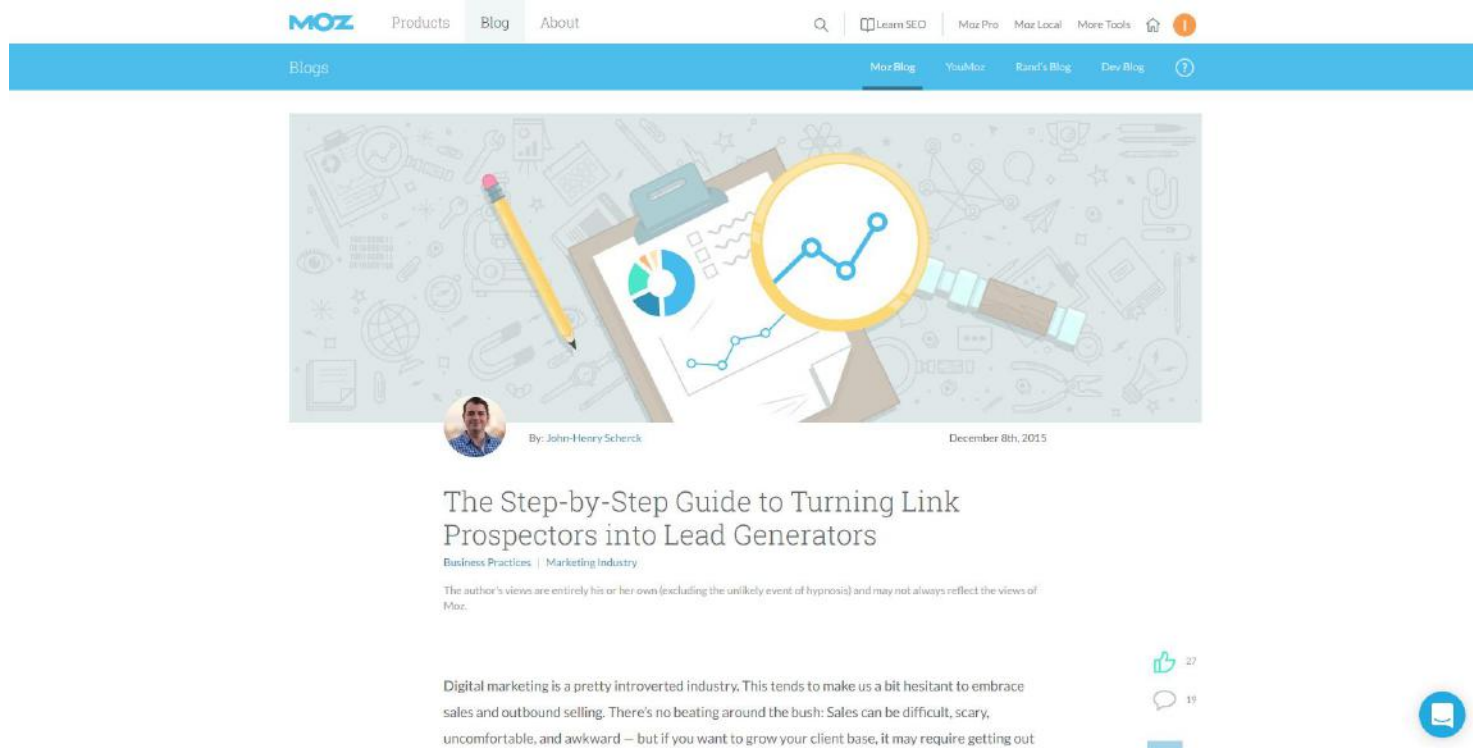
| | FACEBOOK SHARES | LINKEDIN SHARES | TWITTER SHARES | PINTEREST SHARES | GOOGLE+ SHARES | TOTAL SHARES |
|--|-----------------|-----------------|----------------|------------------|----------------|--------------|
| The Definitive Guide To Campaign Tagging in Google Analytics by @AnnieCushing annielytics.com Article | 185 | 307 | 726 | 6 | 261 | 1,485 |
| Why Google Analytics' User Metrics Are BS [For Most Sites] annielytics.com By Annie Cushing Article | 67 | 55 | 211 | 0 | 52 | 385 |
| Annielytics Dashboard Course Is Live! annielytics.com By Annie Cushing Article | 47 | 35 | 185 | 0 | 34 | 301 |
| How To Clean Up Google Analytics' Content Reports annielytics.com By Annie Cushing Article | 42 | 69 | 124 | 0 | 47 | 282 |
| Annielytics Dashboard Seminars annielytics.com Article | 0 | 27 | 170 | 0 | 4 | 201 |
| 17 Real-World Examples Of Concatenating Marketing Data In Excel #functionfriday annielytics.com By Annie Cushing Article | 18 | 40 | 92 | 1 | 14 | 165 |

Talk to Annie about this in my outreach



Outreach and link building are
exactly like sales though.

John-Henry Said it Best



MOZ Products Blog About

Learn SEO Moz Pro Moz Local More Tools

Blogs Moz Blog YouMoz Rand's Blog Dev Blog

By: John-Henry Scherck December 8th, 2015

The Step-by-Step Guide to Turning Link Prospectors into Lead Generators

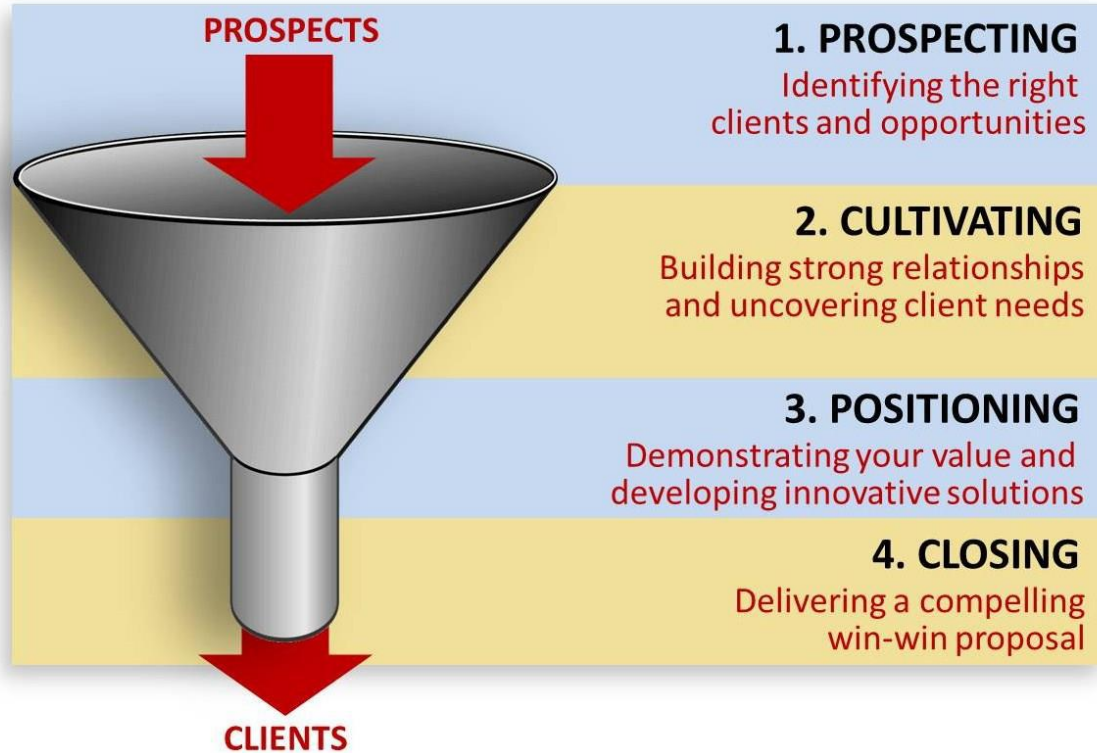
Business Practices | Marketing Industry

The author's views are entirely his or her own (excluding the unlikely event of hyposis) and may not always reflect the views of Moz.

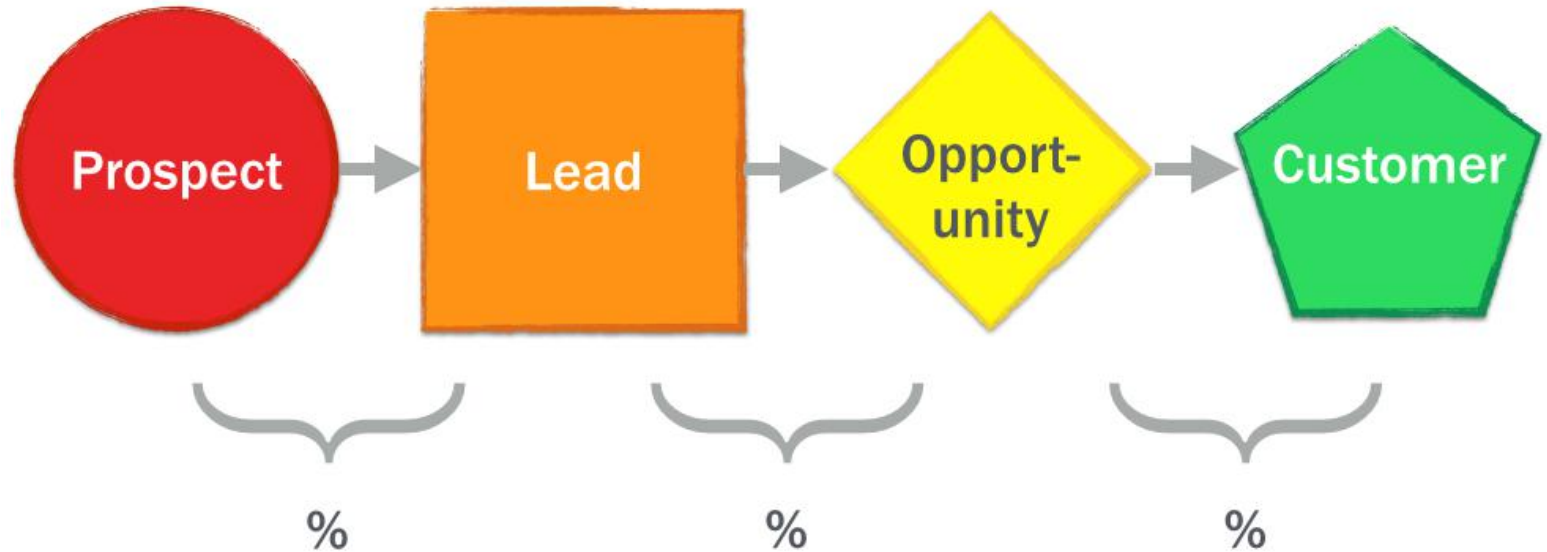
Digital marketing is a pretty introverted industry. This tends to make us a bit hesitant to embrace sales and outbound selling. There's no beating around the bush: Sales can be difficult, scary, uncomfortable, and awkward — but if you want to grow your client base, it may require getting out

27 19

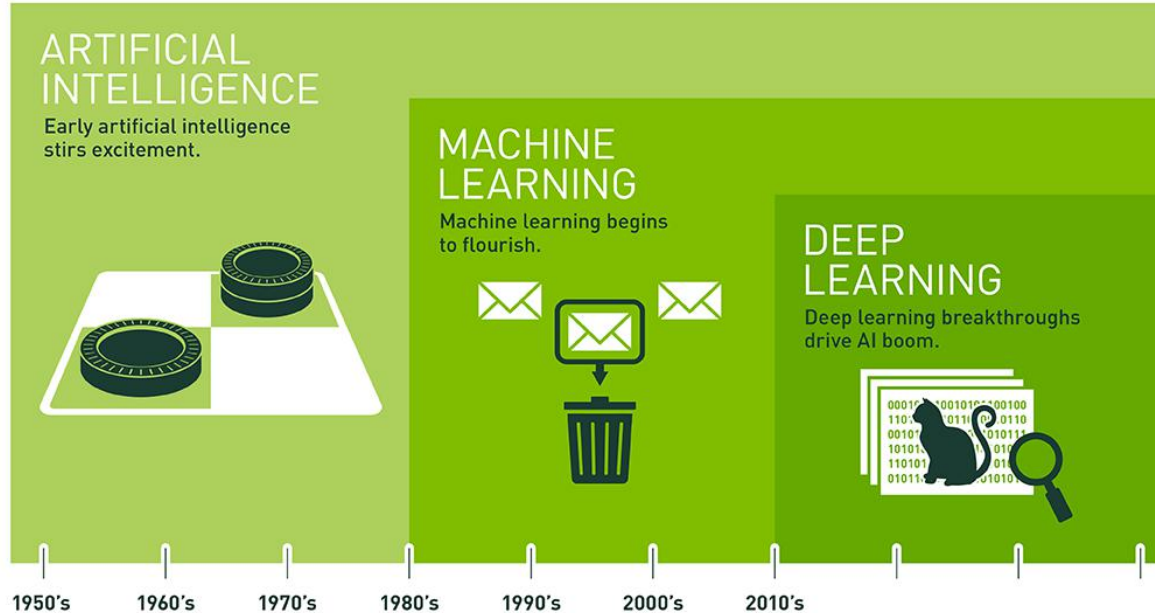
We Build a Funnel



We Optimize the Funnel



But, Let's Talk about Machine Learning



Since an early flush of optimism in the 1950s, smaller subsets of artificial intelligence – first machine learning, then deep learning, a subset of machine learning – have created ever larger disruptions.



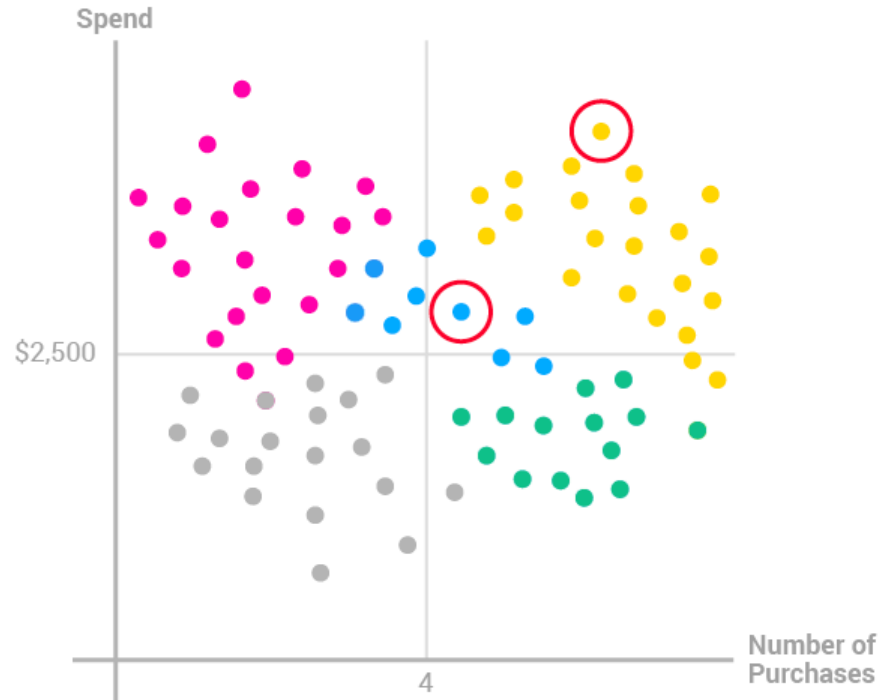
Ok. So, What Is Machine Learning?

“Machine learning is a **type of artificial intelligence** that provides computers with the ability to **learn without being explicitly programmed.**”

It's Really Just Using Math to Guess and Check



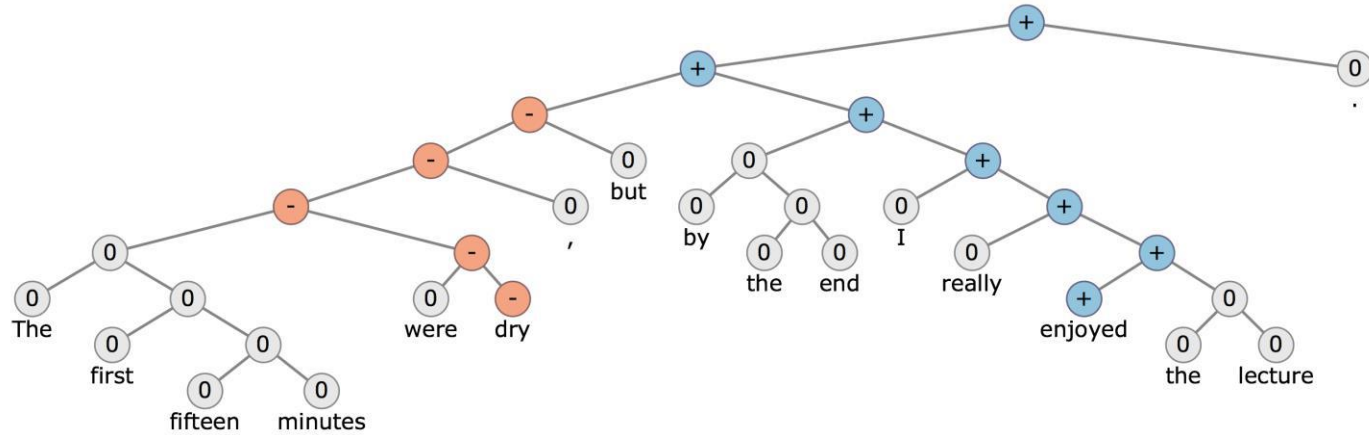
Supervised or Unsupervised Segmentation



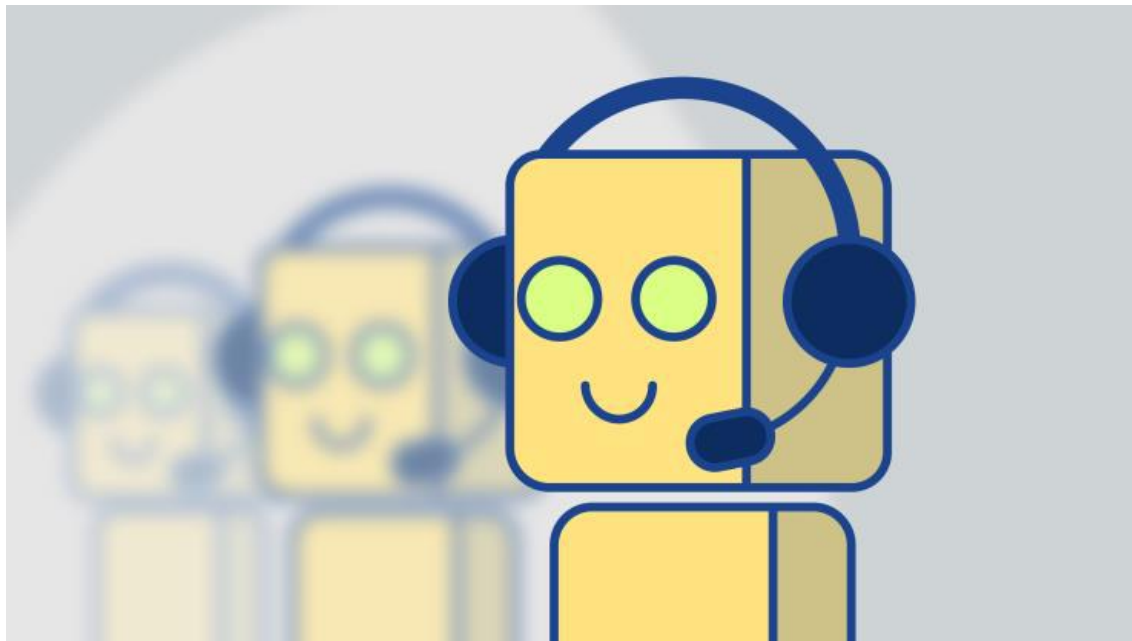
Predictive Modeling



Natural Language Processing

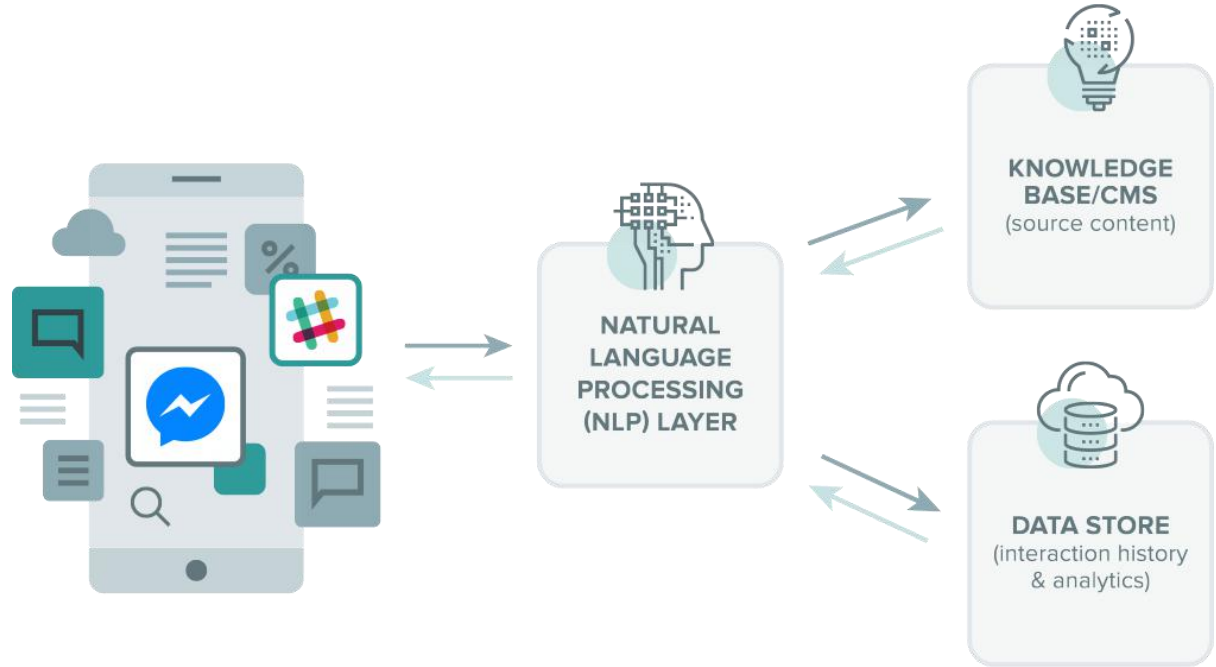


Chatbots




Training Chatbots

Training chatbots is similar to training ML classifiers in that you take a knowledge base and run it through NLP then tune it with regard to conversations.



Sales Software Has Solved Many of Outreach's Scale Issues



TOPICS ▾

FEATURES ▾

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Sales Gets a Machine-Learning Makeover

Frontiers • Blog • May 12, 2016 • Reading Time: 6 min
H. James Wilson, Narendra Mulani, Allan Alter

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How human vigor and algorithmic rigor are joining forces in the sales function.


We live in a data-saturated world where a great many of our interactions with other humans happen online. It makes sense then that one of the most human of business activities — sales — is currently undergoing a digital renaissance. While the sales function has historically relied on metrics, today there is far more sales-centric data, and far richer data, than ever. It comes from social media, from website interactions, and from A/B tests, just to name a few.

To help make sense of all the available data and to improve sales effectiveness and efficiency, organizations are turning to machine learning. Smart machines are becoming trusted sidekicks in sales departments as they make opaque processes more transparent, provide analysis to inform decision making, and offload low-value tasks.


In our survey of executives at 168 large companies with at least \$500 million in annual revenue, 76% of respondents said they are targeting higher sales growth with machine learning, the kind of artificial intelligence software that continuously learns from big data and optimizes recommendations in real time to sales staff. Moreover, more than two out of five companies have already implemented machine learning in sales and marketing.

Our research shows large companies are applying machine learning to sales processes along

advertisement



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Executive Education
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MIT SMR FRONTIERS

Lead Qualification / Scoring

The screenshot displays the Infer AI website with a dark blue background. The navigation bar at the top includes the Infer logo, links for 'How It Works', 'Customers', 'Products', 'Resources', and 'Blog', a 'Login' link, and a yellow 'REQUEST DEMO' button. The main content area features the heading 'Industry Leading AI' and a subtext: 'Infer brings innovation and expertise from consumer search giants to help scale your business to new heights.' Below this, four key features are listed with icons: 'Thousands of external signals from proprietary web crawlers' (gears icon), '3x average conversion rate across customers' (funnel icon), '300M+ predictions and thousands of models' (atom icon), and 'Scores records in under one minute' (clock icon). To the right, a vertical DNA helix graphic is composed of colored spheres (green, blue, yellow, red, orange, pink, purple) connected by horizontal bars. To the right of the helix, the logos for Google, Microsoft, and YAHOO! are displayed. At the bottom, the text 'Real Customers, Real Success' is centered, with a small disclaimer below it: '*Thousands of sales and marketing vendors promise the world, but Infer actually delivers.*' A small upward arrow icon is located in the bottom right corner of the website screenshot.

infer

How It Works Customers Products Resources Blog

Login REQUEST DEMO

Industry Leading AI

Infer brings innovation and expertise from consumer search giants to help scale your business to new heights.

- Thousands of external signals from proprietary web crawlers
- 3x average conversion rate across customers
- 300M+ predictions and thousands of models
- Scores records in under one minute

Google

Microsoft

YAHOO!

Real Customers, Real Success

Thousands of sales and marketing vendors promise the world, but Infer actually delivers.

Close Prediction

INSIDESALES.COM

PRODUCTS SOLUTIONS RESOURCES PRICING MORE

Blog Community Login Trust

0203 868 5133

NeuralView Work Smarter, Close Faster

NeuralView allows your sales team to work smarter and close faster. It automatically and intelligently identifies your most promising leads, opportunities and accounts. Together with the InsideSales Sales Acceleration Platform, NeuralView's predictive lead scoring prescribes who is likely to convert and when to contact them. NeuralView runs on Neuralytics – the self-learning, predictive and prescriptive analytics engine by InsideSales.

SEE A DEMO



Watch how NeuralView can add prioritization to
your sales workflow

Prospecting



[How It Works](#) [Customers](#) [Products](#) [Resources](#) [Blog](#)

[Login](#)

[REQUEST DEMO](#)

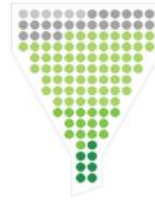
Predictive Lead Generation

Fuel account-based marketing and outbound efforts by feeding high-potential lists of Accounts and Contacts into the top of your funnel.

[Request Demo](#)



Before



After



PROFILING



FIT
MODELING



BEHAVIOR
MODELING



ACCOUNT-BASED
MARKETING



PREDICTIVE
LEAD GEN



INTEGRATIONS

Open Architecture for Scoring Lists



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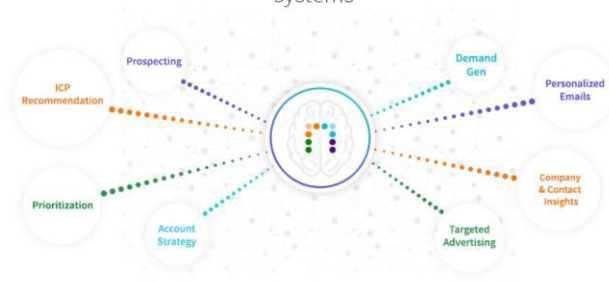
Lead Intelligence



CAREERS BLOG

LEARN MORE

Node **acts as the brain** powering prospect intelligence across sales and marketing action systems



Some of the **innovators** behind Node:

YouTube LinkedIn IBM facebook Google Twitter Microsoft salesforce quantcast



|

If outreach is like sales and many sales tools have solved this, **how can we apply the same to outreach?**



3 Things Machine Learning Can Help Scale in Outreach



Prospecting



Initial
Outreach
Research



Overcoming
Objections

Orange Canvas is a Visual Machine Learning Tool



[Features](#) [Screenshots](#) [Download](#) [Docs](#) [Blog](#)

Data Mining Fruitful and Fun

Open source machine learning and data visualization for novice and expert. Interactive data analysis workflows with a large toolbox.

[Download Orange](#)



23 Feb

My First Orange Widget

How I designed and built my first Orange widget. A simple, straightforward widget programming. [Readmore>](#)



03 Feb

For When You Want to Transpose a Data Table...

Transpose widget flips your data table around - columns become rows and rows become columns. This is very useful in all sorts of different situations... [Readmore>](#)

A screenshot of the Orange Transpose widget interface. It shows a data table with columns labeled "Species", "Sepal.Length", "Petal.Length", "Sepal.Width", "Petal.Width", "Species", and "Sepal.Length". The table contains several rows of data, with the first row highlighted in green.

23 Jan

Preparing Scraped Data

How to get the data and put it in the right format? We show how to easily get the data from the web and transfer it to a file Orange can read. [Readmore>](#)

A screenshot of a code editor showing R code. The code includes comments in Chinese and R commands for scraping data from a website using the rvest package. The code is as follows:

```
# 1. 从网页上抓取数据
library(rvest)
url = "http://www.biolab.si/orange/"
page = read_html(url)
# 2. 提取数据
table = page %>%
  html_table(header = TRUE, as.is = TRUE)
# 3. 将数据写入文件
write.csv(table, "orange_data.csv", as.is = TRUE)
```

It Allows You to Drag & Drop and Perform Analyses

The screenshot displays the Orange3 data mining software interface. The main workspace shows a workflow with two 'File' widgets connected to a 'Concatenate' widget, which is then connected to a 'Data Table' widget. The 'Data Table' widget is selected, and its 'Info' and 'Variables' panels are visible. The 'Info' panel shows 1389 instances, 13 features, and no target variable. The 'Variables' panel shows options for showing variable labels, visualizing continuous values, and coloring by instance classes. The 'Data Table' widget also displays a table of data with columns: Zurich_class, largest_spot_size, largest_spot_distr, activity, and evolution. The table contains 107 rows of data.

Data Table Info:

- 1389 instances (no missing values)
- 13 features (no missing values)
- No target variable.
- No meta attributes

Variables:

- ☒ Show variable labels (if present)
- ☐ Visualize continuous values
- ☒ Color by instance classes

Selection:

- ☒ Select full rows

Data Table Table:

| | Zurich_class | largest_spot_size | largest_spot_distr | activity | evolution |
|-----|--------------|-------------------|--------------------|----------|-----------|
| 94 | H | S | X | 1 | 3 |
| 95 | C | S | O | 1 | 2 |
| 96 | C | K | O | 1 | 2 |
| 97 | C | S | O | 1 | 1 |
| 98 | C | S | O | 1 | 1 |
| 99 | C | K | I | 1 | 3 |
| 100 | E | A | C | 1 | 3 |
| 101 | H | R | X | 1 | 2 |
| 102 | H | S | X | 1 | 2 |
| 103 | H | R | X | 1 | 2 |
| 104 | H | S | X | 2 | 2 |
| 105 | B | X | O | 1 | 3 |
| 106 | C | S | I | 1 | 2 |
| 107 | H | S | X | 1 | 1 |

Collect, Clean and Setup Whatever Data You Have

| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V |
|----|------------|---------|---------|----------|----------|----------|----------|---------|----------|------------|------------|-----------|----------|----------|----------|---------|----------|----------|-----------|-----------|-----------|--------|
| 1 | url | moz_pda | moz_upa | moz_fmrf | moz_umrf | moz_uedf | moz_uid | moz_fid | moz_fspc | majestic_c | majestic_g | google_pr | temper_t | temper_p | temper_p | twitter | facebook | linkedin | googleplu | alexa_ran | alexa_pag | status |
| 2 | https://w | 100 | 98 | 8.8 | 8.97 | 1.22E+08 | 1.28E+08 | 1546189 | 3 | 95 | 97 | 9 | -1 | -1 | 10 | 0 | 69721 | 1694 | 130755 | 254 | 68814986 | 0 |
| 3 | https://tw | 100 | 97 | 9.95 | 8.5 | 54797790 | 83408771 | 7726047 | 3 | 100 | 99 | 10 | -1 | -1 | 20 | 0 | 3234936 | 1995 | 70515 | 15 | 1.06E+09 | 1 |
| 4 | https://tw | 100 | 97 | 9.95 | 8.5 | 54797790 | 83408771 | 7726047 | 3 | 100 | 99 | 10 | -1 | -1 | 20 | 0 | 3234936 | 1995 | 70515 | 15 | 1.06E+09 | 1 |
| 5 | https://tw | 100 | 97 | 9.95 | 8.5 | 54797790 | 83408771 | 7726047 | 3 | 100 | 99 | 10 | -1 | -1 | 20 | 0 | 3234936 | 1995 | 70515 | 15 | 1.06E+09 | 1 |
| 6 | http://ww | 89 | 91 | 7.8 | 7.69 | 46381997 | 46830221 | 27436 | 1 | 79 | 65 | 0 | -1 | -1 | 12 | 0 | 536624 | 14053 | 359494 | 170 | 1.04E+08 | 0 |
| 7 | http://ww | 89 | 91 | 7.8 | 7.69 | 46381997 | 46830221 | 27436 | 1 | 79 | 65 | 0 | -1 | -1 | 12 | 0 | 536624 | 14053 | 359494 | 170 | 1.04E+08 | 0 |
| 8 | https://di | 96 | 96 | 7.72 | 8.1 | 18247324 | 19183612 | 110952 | 1 | 76 | 83 | 9 | -1 | -1 | 3 | 0 | 22016 | 0 | 1334 | 675 | 33182208 | 0 |
| 9 | https://di | 96 | 96 | 7.72 | 8.1 | 18247324 | 19183612 | 110952 | 1 | 76 | 83 | 9 | -1 | -1 | 3 | 0 | 22016 | 0 | 1334 | 675 | 33182208 | 0 |
| 10 | https://di | 96 | 96 | 7.72 | 8.1 | 18247324 | 19183612 | 110952 | 1 | 76 | 83 | 9 | -1 | -1 | 3 | 0 | 22016 | 0 | 1334 | 675 | 33182208 | 0 |
| 11 | https://di | 96 | 96 | 7.72 | 8.1 | 18247324 | 19183612 | 110952 | 1 | 76 | 83 | 9 | -1 | -1 | 3 | 0 | 22016 | 0 | 1334 | 675 | 33182208 | 0 |
| 12 | https://di | 96 | 96 | 7.72 | 8.1 | 18247324 | 19183612 | 110952 | 1 | 76 | 83 | 9 | -1 | -1 | 3 | 0 | 22016 | 0 | 1334 | 675 | 33182208 | 0 |
| 13 | https://di | 96 | 96 | 7.72 | 8.1 | 18247324 | 19183612 | 110952 | 1 | 76 | 83 | 9 | -1 | -1 | 3 | 0 | 22016 | 0 | 1334 | 675 | 33182208 | 0 |
| 14 | https://di | 96 | 96 | 7.72 | 8.1 | 18247324 | 19183612 | 110952 | 1 | 76 | 83 | 9 | -1 | -1 | 3 | 0 | 22016 | 0 | 1334 | 675 | 33182208 | 0 |
| 15 | https://di | 96 | 96 | 7.72 | 8.1 | 18247324 | 19183612 | 110952 | 1 | 76 | 83 | 9 | -1 | -1 | 3 | 0 | 22016 | 0 | 1334 | 675 | 33182208 | 0 |
| 16 | https://di | 96 | 96 | 7.72 | 8.1 | 18247324 | 19183612 | 110952 | 1 | 76 | 83 | 9 | -1 | -1 | 3 | 0 | 22016 | 0 | 1334 | 675 | 33182208 | 1 |
| 17 | https://pl | 100 | 97 | 8.96 | 8.09 | 11268199 | 12441783 | 2734640 | 3 | 96 | 96 | 0 | -1 | -1 | 0 | 0 | 81237 | 3012 | 110742 | 1 | 2.15E+09 | 0 |
| 18 | https://pl | 100 | 97 | 8.96 | 8.09 | 11268199 | 12441783 | 2734640 | 3 | 96 | 96 | 0 | -1 | -1 | 0 | 0 | 81237 | 3012 | 110742 | 1 | 2.15E+09 | 0 |
| 19 | https://pl | 100 | 97 | 8.96 | 8.09 | 11268199 | 12441783 | 2734640 | 3 | 96 | 96 | 0 | -1 | -1 | 0 | 0 | 81237 | 3012 | 110742 | 1 | 2.15E+09 | 0 |
| 20 | https://pl | 100 | 97 | 8.96 | 8.09 | 11268199 | 12441783 | 2734640 | 3 | 96 | 96 | 0 | -1 | -1 | 0 | 0 | 81237 | 3012 | 110742 | 1 | 2.15E+09 | 0 |
| 21 | https://pl | 100 | 97 | 8.96 | 8.09 | 11268199 | 12441783 | 2734640 | 3 | 96 | 96 | 0 | -1 | -1 | 0 | 0 | 81237 | 3012 | 110742 | 1 | 2.15E+09 | 1 |
| 22 | https://pl | 100 | 97 | 8.96 | 8.09 | 11268199 | 12441783 | 2734640 | 3 | 96 | 96 | 0 | -1 | -1 | 0 | 0 | 81237 | 3012 | 110742 | 1 | 2.15E+09 | 1 |
| 23 | https://pl | 100 | 97 | 8.96 | 8.09 | 11268199 | 12441783 | 2734640 | 3 | 96 | 96 | 0 | -1 | -1 | 0 | 0 | 81237 | 3012 | 110742 | 1 | 2.15E+09 | 1 |
| 24 | https://pl | 100 | 97 | 8.96 | 8.09 | 11268199 | 12441783 | 2734640 | 3 | 96 | 96 | 0 | -1 | -1 | 0 | 0 | 81237 | 3012 | 110742 | 1 | 2.15E+09 | 1 |
| 25 | https://pl | 100 | 97 | 8.96 | 8.09 | 11268199 | 12441783 | 2734640 | 3 | 96 | 96 | 0 | -1 | -1 | 0 | 0 | 81237 | 3012 | 110742 | 1 | 2.15E+09 | 1 |
| 26 | https://pl | 100 | 97 | 8.96 | 8.09 | 11268199 | 12441783 | 2734640 | 3 | 96 | 96 | 0 | -1 | -1 | 0 | 0 | 81237 | 3012 | 110742 | 1 | 2.15E+09 | 1 |
| 27 | https://pl | 100 | 97 | 8.96 | 8.09 | 11268199 | 12441783 | 2734640 | 3 | 96 | 96 | 0 | -1 | -1 | 0 | 0 | 81237 | 3012 | 110742 | 1 | 2.15E+09 | 1 |
| 28 | https://pl | 100 | 97 | 8.96 | 8.09 | 11268199 | 12441783 | 2734640 | 3 | 96 | 96 | 0 | -1 | -1 | 0 | 0 | 81237 | 3012 | 110742 | 1 | 2.15E+09 | 1 |
| 29 | https://pl | 100 | 97 | 8.96 | 8.09 | 11268199 | 12441783 | 2734640 | 3 | 96 | 96 | 0 | -1 | -1 | 0 | 0 | 81237 | 3012 | 110742 | 1 | 2.15E+09 | 1 |
| 30 | https://w | 95 | 96 | 7.76 | 7.7 | 9822463 | 10243885 | 21402 | 1 | 91 | 73 | 10 | -1 | -1 | 30 | 0 | 47355 | 6715 | 173242 | 9176 | 3373068 | 0 |
| 31 | https://w | 95 | 96 | 7.76 | 7.7 | 9822463 | 10243885 | 21402 | 1 | 91 | 73 | 10 | -1 | -1 | 30 | 0 | 47355 | 6715 | 173242 | 9176 | 3373068 | 0 |
| 32 | https://w | 95 | 96 | 7.76 | 7.7 | 9822463 | 10243885 | 21402 | 1 | 91 | 73 | 10 | -1 | -1 | 30 | 0 | 47355 | 6715 | 173242 | 9176 | 3373068 | 0 |



|

We're going to perform supervised machine learning to **predict which sites are worthwhile prospects** based on our previous research.

File

File: prospects_5k_v2.csv

URL:

Info

9979 instance(s), 21 feature(s), 1 meta attribute(s)
Data has no target variable.

Columns (Double click to edit)

| | | | |
|----|-----------------|---------|-------------|
| 1 | moz_pda | numeric | feature |
| 2 | moz_upa | numeric | feature |
| 3 | moz_fmrp | numeric | feature |
| 4 | moz_umrp | numeric | feature |
| 5 | moz_ueid | numeric | feature |
| 6 | moz_uid | numeric | feature |
| 7 | moz_fid | numeric | feature |
| 8 | moz_fspsc | numeric | feature |
| 9 | majestic_tru... | numeric | feature |
| 10 | majestic_cit... | numeric | feature |
| 11 | google_pr | numeric | feature |
| 12 | cemper_trust | numeric | feature |
| 13 | cemper_po... | numeric | feature |
| 14 | cemper_po... | numeric | feature |
| 15 | twitter | numeric | feature |
| 16 | facebook | numeric | feature |
| 17 | linkedin | numeric | feature |
| 18 | googleplus | numeric | feature |
| 19 | alexa_rank | numeric | feature |
| 20 | alexa_pagev... | numeric | feature |
| 21 | status | nominal | target 0, 1 |
| 22 | url | string | skip |

Browse documentation data sets

Report

Apply

Import Your Data

Specify the column where you have marked a site/page as approved as your target attribute. Skip any text-based attributes.

Data

Visualize

Classify

Majority
Chi2 Rule L...
Nearest Neigh...
Classif... Tree

Random Forest...
SVM
Logistic Regre...
Naive Bayes

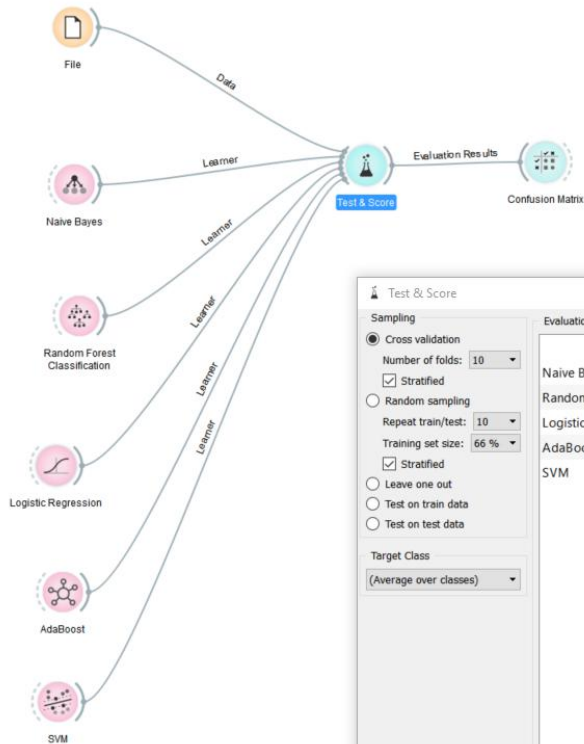
AdaBo...
Save Classif...
Load Classif...

Regression

Evaluate

Unsupervised

Text Mining



Test & Score

Sampling

☒ Cross validation
Number of folds: 10
☒ Stratified

☐ Random sampling
Repeat train/test: 10
Training set size: 66 %
☒ Stratified

☐ Leave one out
☐ Test on train data
☐ Test on test data

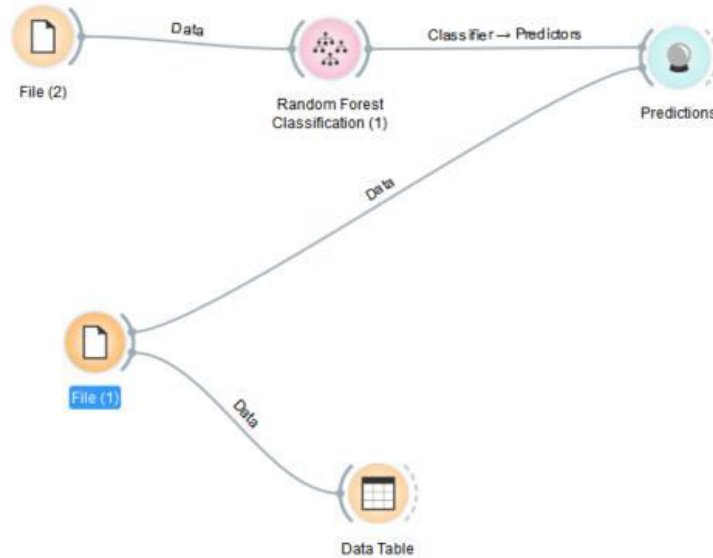
Target Class
(Average over classes)

Evaluation Results

| Method | AUC | CA | F1 | Precision | Recall |
|------------------------------|-------|-------|-------|-----------|--------|
| Naive Bayes | 0.670 | 0.620 | 0.623 | 0.620 | 0.620 |
| Random Forest Classification | 0.786 | 0.705 | 0.704 | 0.705 | 0.705 |
| Logistic Regression | 0.512 | 0.485 | 0.217 | 0.471 | 0.485 |
| AdaBoost | 0.770 | 0.694 | 0.698 | 0.694 | 0.694 |
| SVM | 0.479 | 0.520 | 0.670 | 0.621 | 0.520 |

Report

Use the Model that Performed Best to Predict



The Output is a Segmented Prospect List

| Predictions | | | | | | | |
|--|-----------------|---------|---------|----------|----------|------------|------------|
| Info | | | | | | | |
| Data: 204 instances. | | | | | | | |
| Predictors: 1 | | | | | | | |
| Task: Classification | | | | | | | |
| Restore Original Order | | | | | | | |
| Options (classification) | | | | | | | |
| <input checked="" type="checkbox"/> Show predicted class | | | | | | | |
| <input checked="" type="checkbox"/> Show predicted probabilities | | | | | | | |
| 0 | | | | | | | |
| 1 | | | | | | | |
| <input checked="" type="checkbox"/> Draw distribution bars | | | | | | | |
| Data View | | | | | | | |
| <input checked="" type="checkbox"/> Show full data set | | | | | | | |
| Output | | | | | | | |
| <input checked="" type="checkbox"/> Original data | | | | | | | |
| <input checked="" type="checkbox"/> Predictions | | | | | | | |
| <input checked="" type="checkbox"/> Probabilities | | | | | | | |
| Report | | | | | | | |
| Random Forest Classification | | | | | | | |
| 1 | 0.64 : 0.36 → 0 | moz_pda | moz_upa | moz_fmrp | moz_umrp | moz_ueid | moz_uid |
| 2 | 0.10 : 0.90 → 1 | 57.000 | 58.000 | 6.070 | 6.410 | 3000.000 | 35006.000 |
| 3 | 1.00 : 0.00 → 0 | 46.000 | 55.000 | 6.380 | 5.710 | 2621.000 | 11014.000 |
| 4 | 0.44 : 0.56 → 1 | 19.000 | 31.000 | 3.650 | 4.120 | 32.000 | 65.000 |
| 5 | 0.13 : 0.87 → 1 | 54.000 | 61.000 | 5.830 | 6.090 | 1322.000 | 3390.000 |
| 6 | 0.73 : 0.27 → 0 | 71.000 | 76.000 | 6.000 | 7.250 | 172496.000 | 226606.000 |
| 7 | 0.82 : 0.17 → 0 | 74.000 | 79.000 | 6.350 | 6.860 | 195468.000 | 199069.000 |
| 8 | 0.47 : 0.53 → 1 | 50.000 | 57.000 | 6.190 | 5.790 | 908.000 | 3523.000 |
| 9 | 0.20 : 0.80 → 1 | 53.000 | 61.000 | 6.650 | 5.980 | 4972.000 | 57194.000 |
| 10 | 0.44 : 0.56 → 1 | 73.000 | 78.000 | 6.530 | 6.450 | 34097.000 | 35581.000 |
| 11 | 1.00 : 0.00 → 0 | 36.000 | 37.000 | 4.820 | 6.060 | 4.000 | 21838.000 |
| 12 | 0.20 : 0.80 → 1 | 31.000 | 30.000 | 5.020 | 5.350 | 0.000 | 3285.000 |
| 13 | 0.33 : 0.67 → 1 | 60.000 | 66.000 | 6.030 | 6.000 | 9857.000 | 15767.000 |
| 14 | 0.58 : 0.42 → 0 | 61.000 | 44.000 | 5.510 | 5.790 | 3.000 | 43.000 |
| 15 | 0.77 : 0.23 → 0 | 81.000 | 64.000 | 6.250 | 6.730 | 415.000 | 139842.000 |
| 16 | 0.20 : 0.80 → 1 | 38.000 | 49.000 | 4.990 | 5.800 | 1103.000 | 1260.000 |
| 17 | 0.33 : 0.67 → 1 | 60.000 | 66.000 | 5.750 | 6.260 | 191.000 | 284.000 |
| 18 | 0.25 : 0.75 → 1 | 44.000 | 52.000 | 5.900 | 5.990 | 113.000 | 1916.000 |
| 19 | 0.21 : 0.79 → 1 | 73.000 | 63.000 | 5.940 | 5.450 | 978.000 | 1752.000 |
| 20 | 0.53 : 0.47 → 0 | 50.000 | 59.000 | 5.800 | 5.850 | 2217.000 | 3262.000 |
| 21 | 0.66 : 0.34 → 0 | 52.000 | 59.000 | 6.140 | 5.500 | 5119.000 | 5132.000 |
| 22 | 0.46 : 0.54 → 1 | 61.000 | 66.000 | 7.100 | 5.940 | 14279.000 | 26472.000 |
| 23 | 0.54 : 0.46 → 0 | 41.000 | 51.000 | 6.620 | 5.340 | 83.000 | 2000.000 |
| 24 | 0.67 : 0.33 → 0 | 43.000 | 48.000 | 5.410 | 5.280 | 52.000 | 3788.000 |
| 25 | 0.45 : 0.55 → 1 | 76.000 | 80.000 | 6.660 | 7.380 | 213004.000 | 213915.000 |
| 26 | 0.71 : 0.29 → 0 | 42.000 | 45.000 | 5.200 | 5.650 | 85.000 | 145.000 |
| 27 | 0.17 : 0.83 → 1 | 33.000 | 43.000 | 4.770 | 5.880 | 204.000 | 2176.000 |
| 28 | 0.80 : 0.20 → 0 | 54.000 | 62.000 | 6.620 | 5.930 | 1278.000 | 11410.000 |
| 29 | 0.40 : 0.60 → 1 | 79.000 | 82.000 | 6.730 | 6.100 | 14726.000 | 16994.000 |
| 30 | 0.20 : 0.80 → 1 | 34.000 | 37.000 | 4.940 | 4.200 | 18.000 | 44.000 |
| 31 | 0.58 : 0.42 → 0 | 75.000 | 78.000 | 6.500 | 6.670 | 36568.000 | 44478.000 |
| 32 | 0.16 : 0.84 → 1 | 14.000 | 26.000 | 3.490 | 4.350 | 3.000 | 30.000 |
| 33 | 0.30 : 0.70 → 1 | 60.000 | 65.000 | 5.740 | 6.280 | 5489.000 | 5758.000 |
| 34 | 0.30 : 0.70 → 1 | 62.000 | 67.000 | 6.080 | 6.350 | 2457.000 | 3296.000 |

Research – CrystalKnows



Personality API Log In Sign Up

See anyone's personality

Do: use expressive language
Don't: use lengthy, formal language

Do: speak clearly and directly



Search Apps **Free** My Contacts My Reports My Teams Michael



Michael King

Add to a group...
[Share](#)

COMPETITIVE **STRATEGIC** **SELF-RELIANT**

Michael is a quick-thinking doer: Enthusiastic about ideas and resentful of formal structures but serious, analytical, and decisive in execution.

Quick Tip: Move quickly, but be precise.

How accurate was this profile? Very Inaccurate Mostly Inaccurate Undecided Mostly Accurate Very Accurate

Personality

Re-take the DISC assessment



It comes naturally to Michael to...

Be frustrated if someone is late to a meeting

Feel anxious about someone else making decisions on his behalf

Finish argument and debate



Learn about your contacts

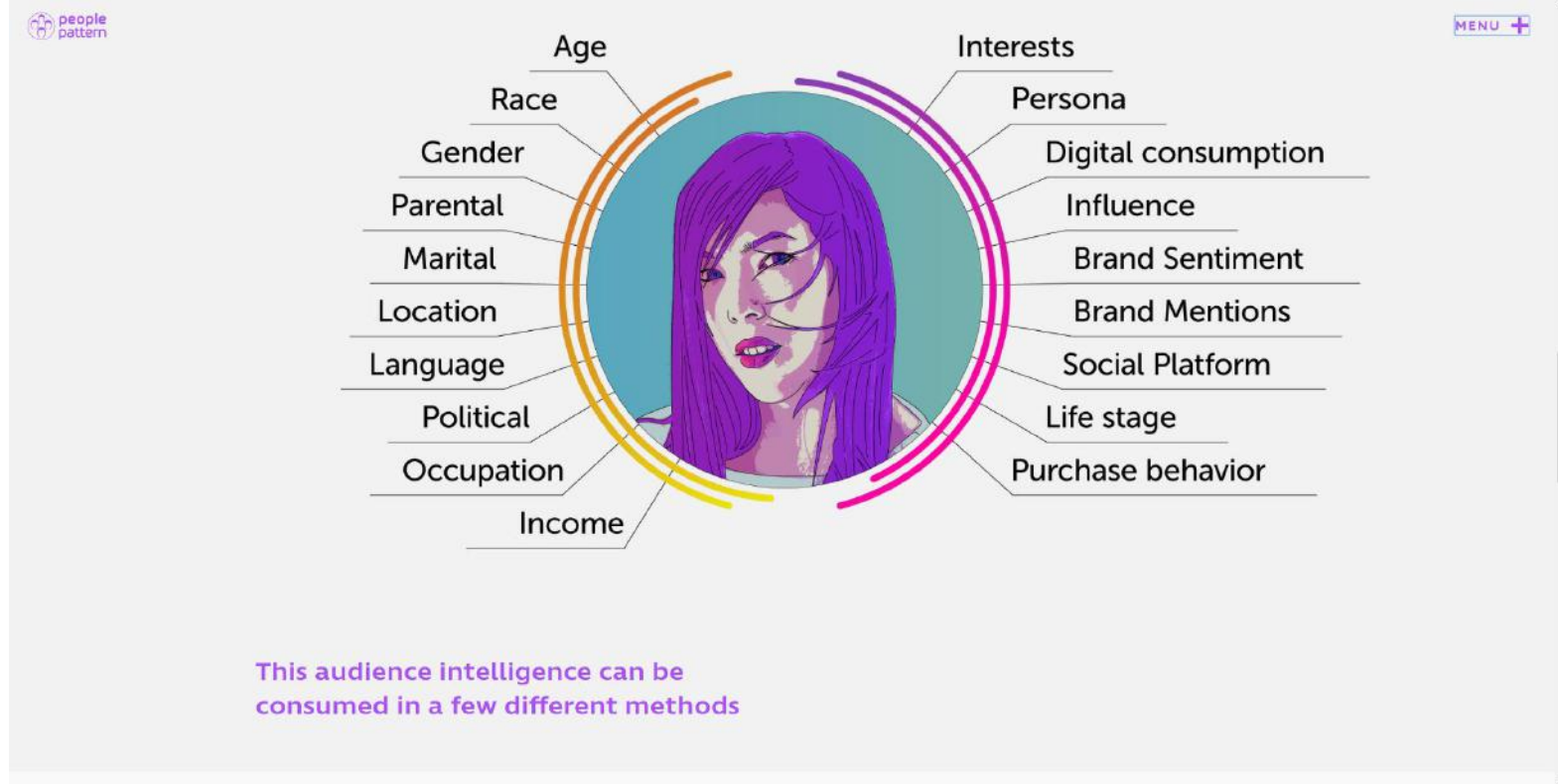
Import your contacts from Google or social media and immediately see personality reports.



Improve communication

Crystal for Gmail feeds you real-time personality suggestions as you compose emails.

Research – PeoplePattern



Research – Text Summarization Tool

Tools4noobs

HomeSummarizePicasa SlideshowOnline toolsOnline PHP FunctionsContactAbout

Online summarize tool (free summarizing)

Home / Summarize

URL:
 OR direct input:

Show options

Summarize It

Summary for <http://pullrank.com/googlebot-is-chrome>:

- Based on the age of the open source rendering engines, and Google's unique engineering expertise, it's certainly possible for Google to use a Native, DOM Compliant browser in their crawling or indexing activities.
- Whether Google leverages a simple browser plugin, a custom implementation of a browser, or a special remote testing suite to access the browser remotely, having access to a native and compliant DOM implementation is of great benefit to anyone seeking to extract ranking features from web pages.
- Here we see Google claiming an implementation of a simple browser client, with a JavaScript engine, further confirming that crawlers can and may take advantage of both native DOM via a browser and a JavaScript engine.
- Examples of features associated with a link might include the font size of the anchor text associated with the link; the position of the link (measured, for example, in a HTML list, in running text, above or below the first screenful viewed on an 800.times.600 browser display side (top, bottom, left, right) of document, in a footer, in a sidebar, etc.). If the link is in a list, the position of the link in the list; font color and/or attributes of the link (e.g., italics, gray, same color as background, etc.); number of words in anchor text associated with the link; actual words in the anchor text associated with the link; commerciality of the anchor text associated with the link; type of the link (e.g., image link); if the link is associated with an image (i.e., image link), the aspect ratio of the image, the context of a few words before and/or after the link; a topical cluster with which the anchor text of the link is associated; whether the link leads somewhere on the same host or domain; if the link leads to somewhere on the same domain, whether the link URL is shorter than the referring URL; and/or whether the link URL embeds another URL (e.g., for server-side redirection).
- This example is interesting, as it dates to roughly the same period as the Webmaster Central announcement and highlights some very advanced JavaScript functionality... even today it's commonly believed by SEO Professionals that Google has no access to AJAX content, though it appears they have had access to at least ANCHOR elements generated by AJAX since at least 2008/2009.
- So far we've seen that it's not only viable, but of substantial benefit to use a web browser for crawling, but what evidence do we have that Google has ever considered this? For this we can turn to the patent filings by Google and their competitors in the search sphere.
- Having established that it's highly possible for Google to implement a native browser as a spider or indexing utility, we now have to ask ourselves "What are the benefits of doing so?" The benefits are not as obvious as they once were, but there should be a clear benefit.

Wordpress Widget

You can now add a widget for the Summarizer tool to your Wordpress blog! It's easy and it's FREE.

[Download Summarize Widget](#)

Help me!

You have problems with the Summarize tool? Or perhaps you want to know its full potential?

[Read this quick guide](#) and see how you can improve your results.


Report a bug

We can't take bugs either, so if you spotted one, please let us know and we'll do our best to fix it.

Buy script

If you want to buy this script you can see the [Summarizer script page](#) for documentation and pricing.

Buy great games



IPULLRANK.COM

<https://www.tools4noobs.com/summarize/>

@ IPULLRANK

Improve My BuzzSumo Tactic



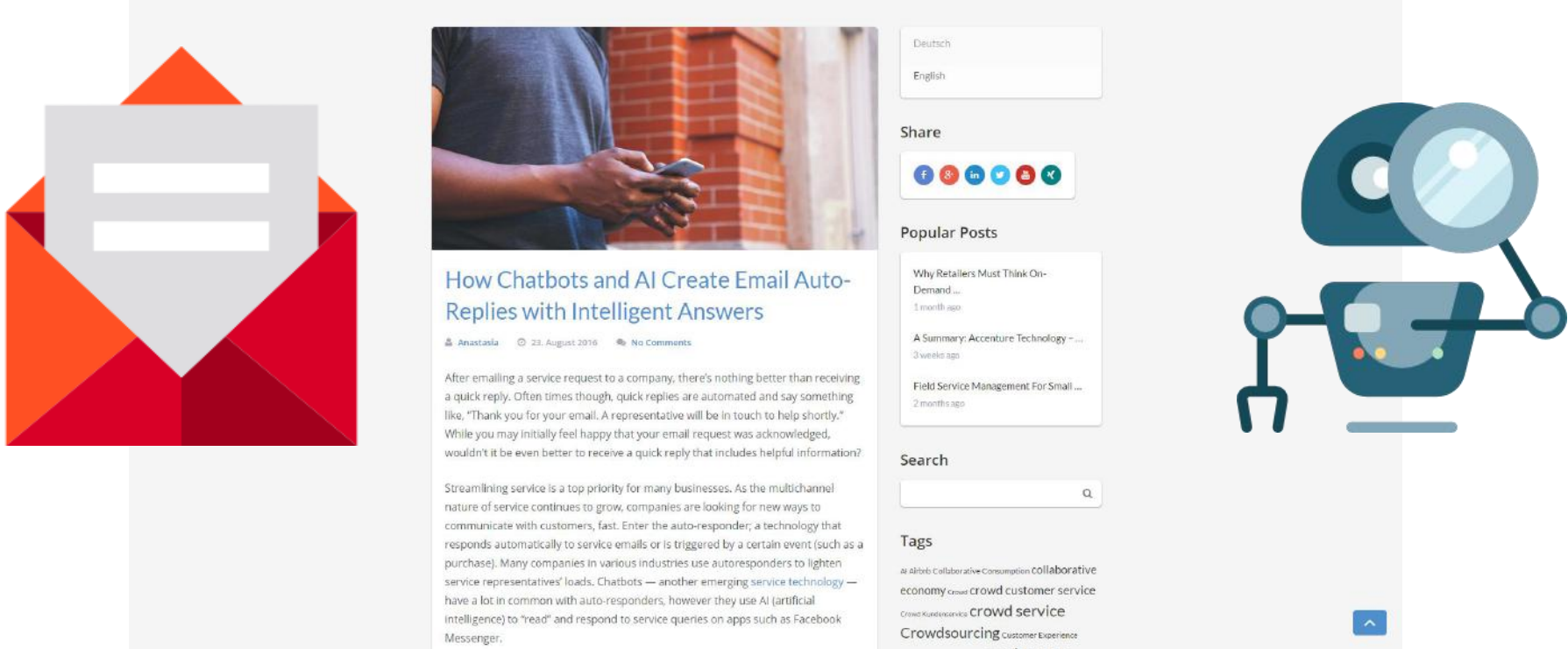
Document



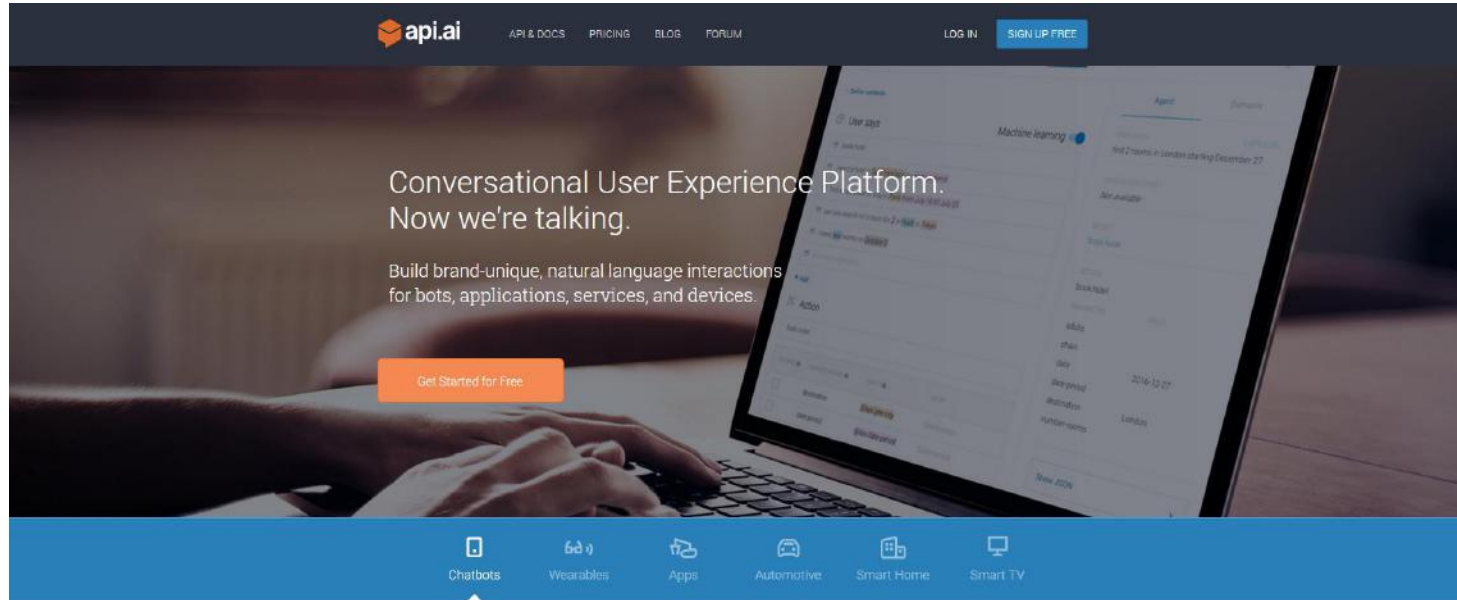
Summary



Automate Overcoming Objections with an Email Chatbot



Generate your Chatbot with API.AI



Setup your Responses with Key Variables

IMPORTANT: API.AI will be unavailable for planned system maintenance on June 14 at 16:30 UTC. Maintenance will take up to 8 hours. [Learn more.](#)

DISMISS

Teamwork

Inkents

Entities

Training

Integrations

Analytics

Fulfillment

Prebuilt Agents

Small Talk

Docs

Forum

Support

Account

Logout

Almost Finished

SAVE

Try it now

Contexts

User says

Search in user says

99 Add user expression

99 Working on the final revisions now by adding examples/screen shots.

99 Yuo will do when I'm back in front of my computer

99 This will be sent to Fajr on Wednesday for review and on Friday to you for review

99 will update tomorrow

99 Finished the half of it on weekends. I'll finish it before this Wednesday

Events

Action

Response

DEFAULT SLACK

Text response

1 Ok, cool. Check back in when it is complete. @neilb this works with our client's timeline, yeah?

2 Got it. Give us an update as you get closer to completion. @neilb does this work with the client expectation?

3 Enter a text response variant

ADD MESSAGE CONTENT

Please use test console above to try a sentence.

Connect Your Bot to Email Using Zapier

The screenshot displays the Zapier 'Choose Trigger' screen. On the left, a vertical workflow is shown with three steps: 1. New Email (Trigger), 2. POST (Action), and 3. Send Email (Action). The 'POST' action is expanded, showing options for 'Webhooks by Zapier', 'POST', 'Edit Template', 'Test this Step', 'Rename Step', and 'Delete'. The 'Send Email' action is also expanded, showing options for 'Send Email' and 'Test this Step'. The main panel on the right is titled 'Select Gmail Trigger' and features a search bar labeled 'Search Gmail Triggers...'. Below the search bar, a list of triggers is displayed: 'New Email Matching Search' (Triggers when you receive a new email that matches a search string you provide.), 'New Labeled Email' (Triggers when you receive a new email and label it within two days.), 'New Attachment' (Triggers when you receive a new attachment (triggers once per attachment).), 'New Starred Email' (Triggers when you receive a new email and star it within two days.), 'New Thread' (Triggers when a new thread starts.), and 'New Email' (Triggers when you receive a new email.). A link 'show less common options' is visible below the list. A 'Continue' button is located at the bottom right of the main panel. The top of the interface shows 'Dashboard' and 'Choose Trigger' tabs, a gear icon, and a 'YOUR ZAP IS OFF' toggle switch.



Split Testing

Who am I and where am I from?

Distilled is Right About Split Testing

SEO A/B Testing is Page Oriented


Control Pages



Variant Pages



Pages are split into two groups, with one group being altered to include an SEO-focused recommendation. A user looking at any specific page sees the same page as all other users.

A man with dark hair, wearing a light blue button-down shirt and a small lapel microphone, is shown from the chest up. He is looking upwards and to the right, gesturing with his hands. The background is a blue stage with out-of-focus lights. A red banner with white text is partially visible on the left. A large black text box with white and yellow text is overlaid on the center of the image.

*"It's becoming such a complex system, we often **can't really know** how a change will affect our own site until we roll it out."*

@WillCritchlow

I'M SURE ODN IS GREAT...

...but you don't need their platform to perform
effective split-testing.





Hypothesis Generation

“If we build **X internal links** from pages with 10 or more external links to **Y pages** that we want to improve visibility, we will see an increase in rankings and traffic.”



Bucketing Pages

Generate three buckets of pages. **Two** controls and **one** variant. Make sure to choose pages that **regularly get crawled** and **regularly get traffic**.



Benchmark Current Performance

Determine how your page buckets are currently performing so you can compare against later.



Validate Page Buckets

Check that there isn't any wild variance between page buckets



Implement Experiment

Test your hypothesis by actually implementing those changes on the variant bucket.



Analyze Performance

Perform statistical analysis to ensure that there was an impact beyond expected growth or loss.

Prophet by Facebook


PROPHET

Docs GitHub

Forecasting at scale.

Prophet is a forecasting procedure implemented in R and Python. It is fast and provides completely automated forecasts that can be tuned by hand by data scientists and analysts.

[INSTALL PROPHET](#)[GET STARTED IN R](#)[GET STARTED IN PYTHON](#)[READ THE PAPER](#)



Prophet is a procedure for forecasting time series data. It is based on an additive model where non-linear trends are fit with yearly and weekly seasonality, plus holidays. It works best with daily periodicity data with at least one year of historical data. Prophet is robust to missing data, shifts in the trend, and large outliers.

Prophet is [open source software](#) released by Facebook's [Core Data Science team](#). It is available for download on [CRAN](#) and [PyPI](#).

Accurate and fast.

Prophet is used in many applications across Facebook for producing reliable forecasts for planning and goal setting. We've found it to perform better than any other approach in the majority of cases. We fit models in Stan so that you get forecasts in just a few seconds.

Fully automatic.


Get a reasonable forecast on messy data with no manual effort. Prophet is robust to outliers, missing data, and dramatic changes in your time series.

Tunable forecasts.

The Prophet procedure includes many possibilities for users to tweak and adjust forecasts. You can use human-interpretable parameters to improve your forecast by adding your domain knowledge.

Available in R or Python.

We've implemented the Prophet procedure in R and Python, but they share the same underlying Stan code for fitting. Use whatever language you're comfortable with to get forecasts.

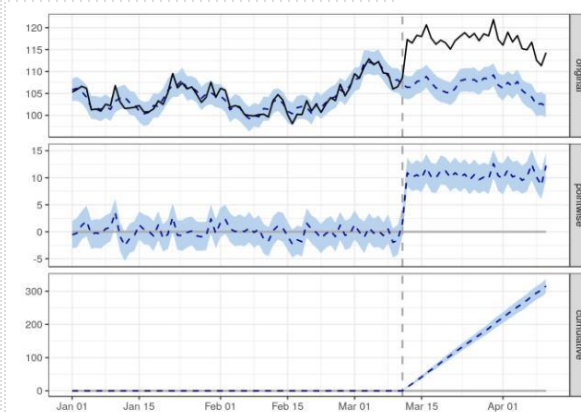
 Facebook Open Source

[Open Source Projects](#) [GitHub](#) [Twitter](#)

[Contribute to this project on GitHub](#)

CausallImpact Package

Google's CausallImpact package is one can be used to determine impact of experiments.



CausallImpact

- 1. Installing the package
- 2. Creating an example dataset
- 3. Running an analysis
- 4. Plotting the results
- 5. Working with dates and times
- 6. Printing a summary table
- 7. Adjusting the model
- 8. Using a custom model
- 9. FAQ
- 10. Further resources

An R package for causal inference using Bayesian structural time-series models

What does the package do?

This R package implements an approach to estimating the causal effect of a designed intervention on a time series. For example, how many additional daily clicks were generated by an advertising campaign? Answering a question like this can be difficult when a randomized experiment is not available.

How does it work?

Given a response time series (e.g., clicks) and a set of control time series (e.g., clicks in non-affected markets or clicks on other sites), the package constructs a Bayesian structural time-series model. This model is then used to try and predict the counterfactual, i.e., how the response metric would have evolved after the intervention if the intervention had never occurred. For a quick overview, watch the [tutorial video](#). For details, see: [Brodersen et al., Annals of Applied Statistics \(2015\)](#).

What assumptions does the model make?

As with all non-experimental approaches to causal inference, valid conclusions require strong assumptions. In the case of CausallImpact, we assume that there is a set control time series that *were themselves not affected by the intervention*. If they were, we might falsely under- or overestimate the true effect. Or we might falsely conclude that there was an effect even though in reality there wasn't. The model also assumes that the relationship between covariates and treated time series, as established during the pre-period, remains stable throughout the post-period (see `model.args.dynamic.regression` for a way of relaxing this assumption). Finally, it's important to be aware of the *priors* that are part of the model (see `model.args$prior.level.sd` in particular).

How is the package structured?

The package is designed to make counterfactual inference as easy as fitting a regression model, but much more powerful, provided the assumptions above are met. The package has a single entry point, the function `CausallImpact()`. Given a response time series and a set of control time series, the function constructs a time-series model and performs posterior inference on the counterfactual, and returns a `CausallImpact` object.



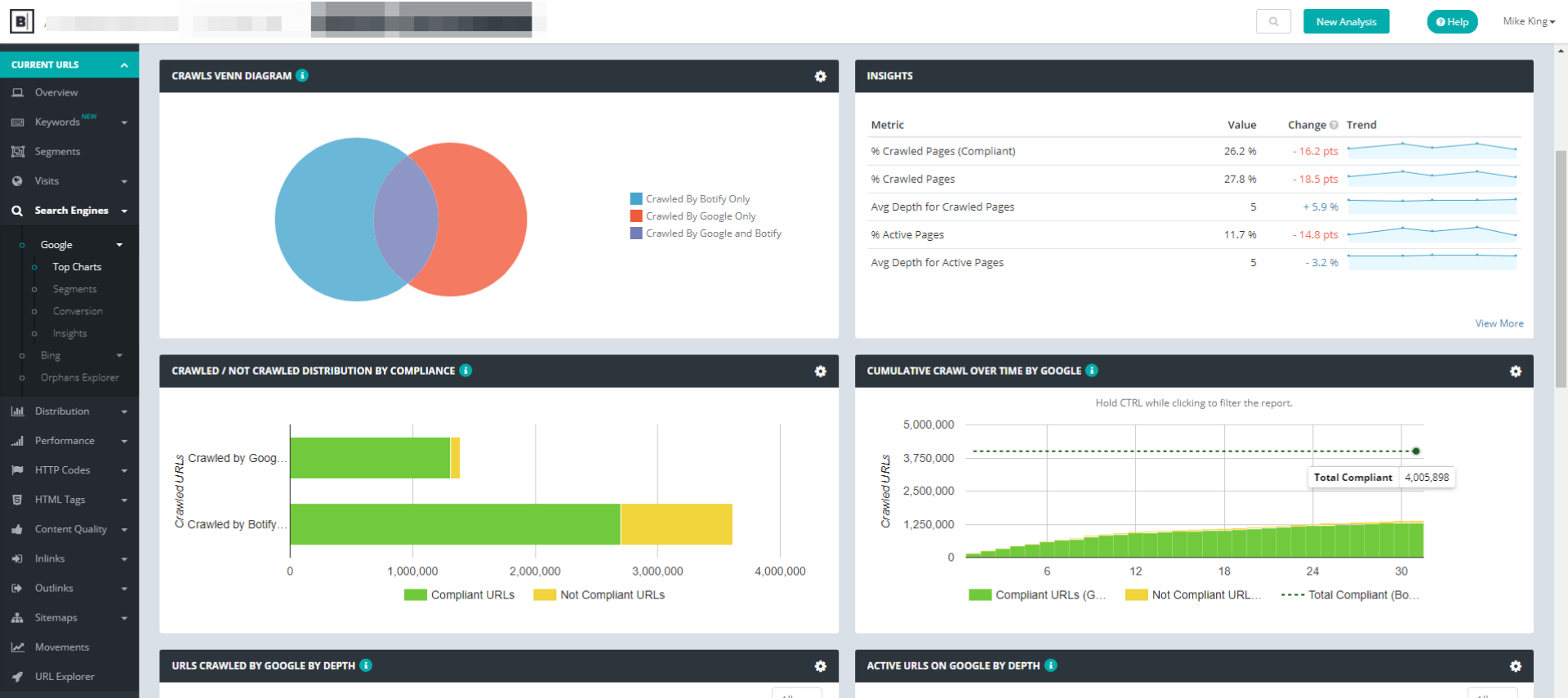
|

We need to get comfortable
with *medium* data.



My Current Toolkit

What I'm using these days



Botify for crawl and log file analysis

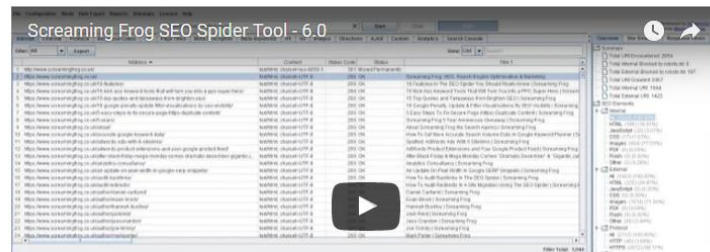
Screaming Frog SEO Spider Tool

The SEO Spider is a desktop program you can install locally on PC, Mac or Linux which crawls websites' links, images, CSS, script and apps to evaluate onsite SEO.

[Overview](#)[User Guide](#)[FAQ](#)[Support](#)[Terms & Conditions](#)[Download](#)[Pricing](#)[Buy & Renew](#)

SEO Spider Tool

The Screaming Frog SEO Spider is a website crawler, that allows you to crawl websites' URLs and fetch key onsite elements to analyse onsite SEO. Download for free, or purchase a licence for additional advanced features.



Screaming Frog SEO Spider – for ad hoc crawling

SEO Log File Analyser

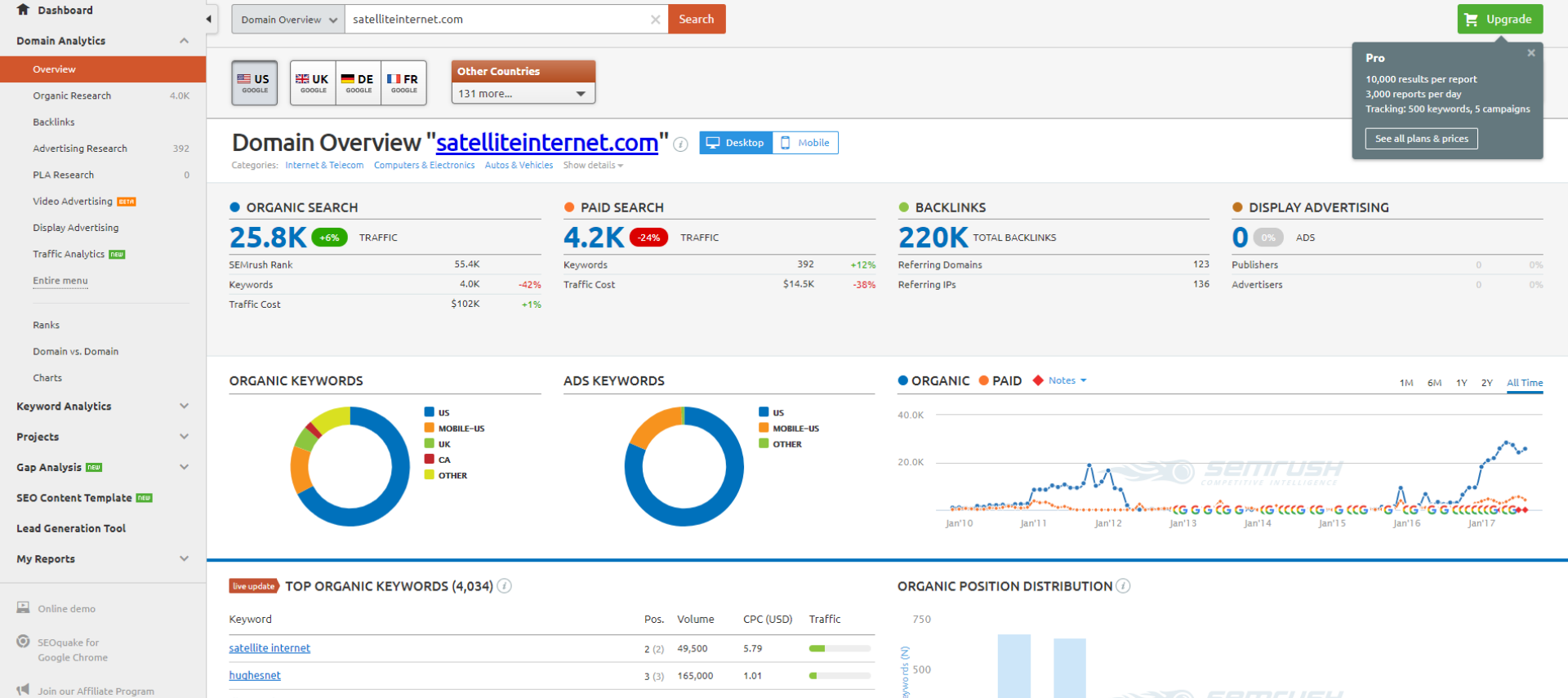
[Overview](#)[User Guide](#)[FAQ](#)[Support](#)[Terms & Conditions](#)[Download](#)[Pricing](#)[Buy & Renew](#)

Log File Analyser

The Screaming Frog SEO Log File Analyser allows you to upload your log files, identify crawled URLs and analyse search bot data and behaviour for invaluable SEO insight. Download for free, or purchase a licence for additional features.

[Compare Versions](#)[Download](#)

Screaming Frog Log File Analyser - for ad hoc log file analyses

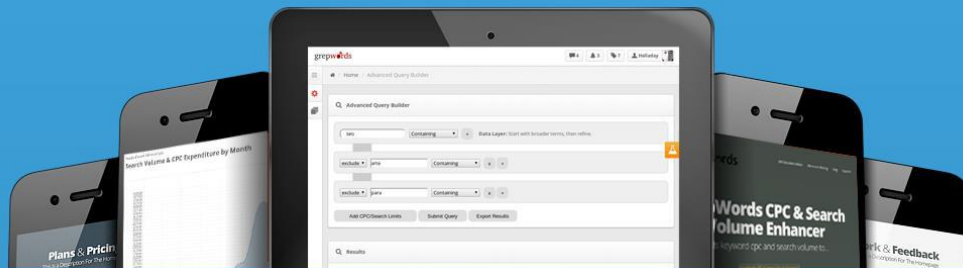


SEMRush – competitive analysis and keyword research



Huge International Update for GrepWords

I am excited to announce a huge new update for International GrepWords data. We added 4 more countries (Argentina, Australia, Denmark and France) and 40,000,000 keywords and placed it on the latest and greatest memSQL 4.0 platform. We now...



GrepWords – Keyword Research

ahrefs

Dashboard

Alerts

Site Explorer

Content Explorer

Keywords Explorer

Tools

satellite internet

United States

4,999 of 5,000 metric credits left

Overview

Keyword ideas

All

Phrase match

Having same terms

Also rank for

Search suggestions

Traffic share

By domains

By pages

MY LISTS

Overview: satellite internet

Keyword difficulty

59

You'll need backlinks from ~123 websites to rank in top 10 for this keyword

Search volume

71K

With clicks 67%

Without clicks 33%

Trend since Sep '15

Return rate

1.24

Clicks

79K

Paid 23%

Organic 77%

Trend since Sep '15

Clicks / search

1.12

Global volume

98K

Top countries by volume

| | | |
|----------------|--------|-----|
| United States | 71,000 | 73% |
| Australia | 5,800 | 6% |
| United Kingdom | 3,700 | 4% |
| Canada | 3,300 | 3% |
| South Africa | 2,200 | 2% |

Parent topic

satellite internet

Its volume

71,000

Traffic potential

45,000

Keyword ideas

Having same terms 10,003

| | Volume |
|------------------------------|--------|
| satellite internet | 71,000 |
| satellite internet providers | 7,500 |
| unlimited satellite internet | 5,600 |
| best satellite internet | 5,500 |
| satellite internet service | 3,700 |

View full report

Also rank for 14,220

| | Volume |
|--------------------|---------|
| hughesnet | 167,000 |
| internet providers | 107,000 |
| satellite internet | 71,000 |
| exede internet | 61,000 |
| hughes net | 54,000 |

View full report

Search suggestions 404

| | Volume |
|------------------------------|--------|
| satellite internet providers | 7,500 |
| satellite internet service | 3,700 |
| exede satellite internet | 3,400 |
| satellite internet reviews | 2,300 |
| satellite internet for rv | 1,800 |

View full report

Ahrefs – Link & Competitive Research

New Content Report

Load your previous content reports

Current content report ▾

Detailed Content Report

Content Optimizer

Competition Report

Content Report for your keyword: antivirus software

United States (English) | In comparison to: <https://www.webroot.com/us/en/home/resources/tips/pc-security/security-what-is-anti-virus-software> (22.08.2017 21:04 - Refresh)

Single Word Report 2-Word Combination Report + Compare with other URL

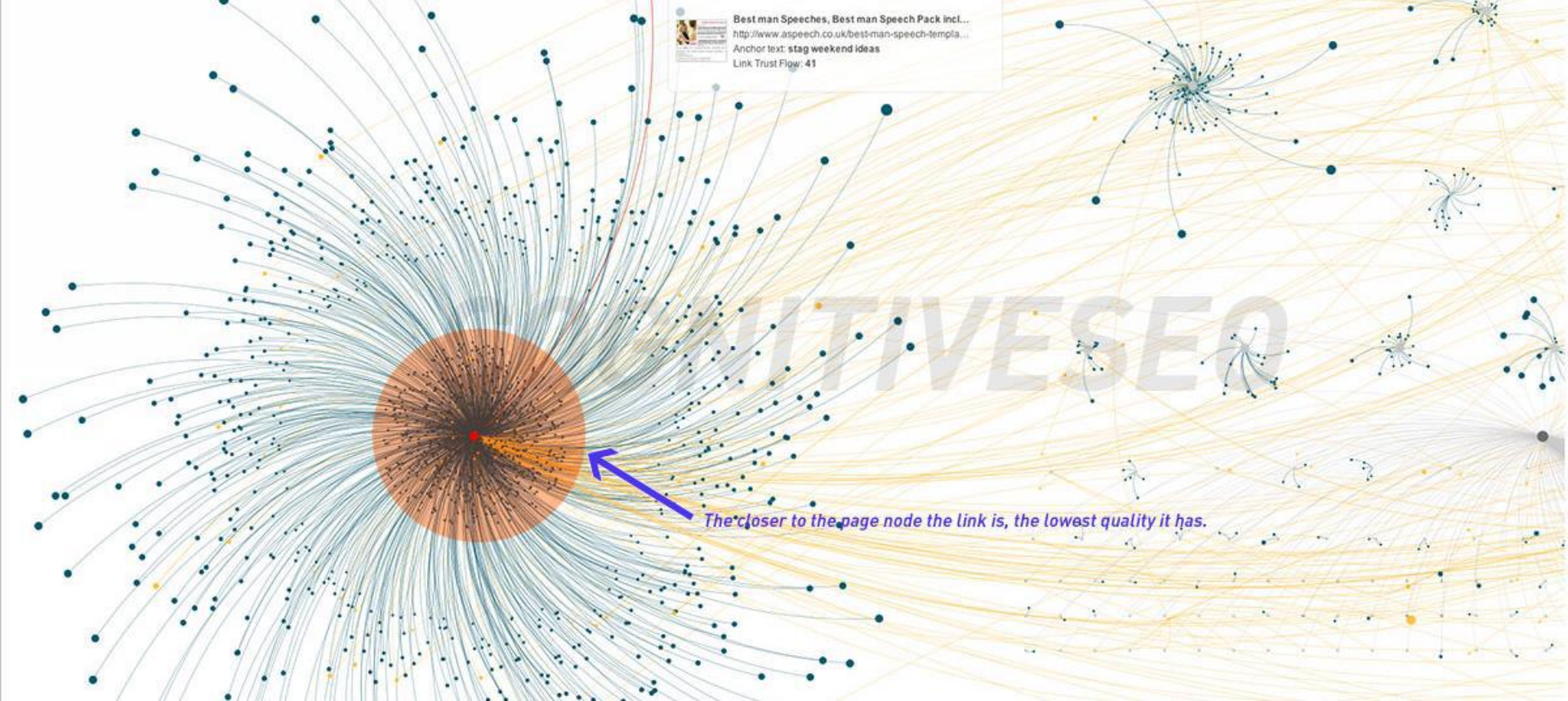
Proof Keyword Filter:


Top Two-Word Combinations

| Analysis Set: Top 10 Pages (Google) | | | | | | Compared URL | |
|-------------------------------------|-----------|-------------------------|------------------------------|-----------------------------|-----------------------|--------------|--------|
| Term | Documents | TF*IDF _{Total} | TF*IDF _{Avg} (Used) | TF*IDF _{Avg} (All) | TF*IDF _{Max} | TF | TF*IDF |
| antivirus basic | 3 (30%) | 9 | 1.98 | 0.59 | 3.30 | - | - |
| antivirus 2017 | 2 (20%) | 7 | 2.08 | 0.42 | 3.09 | - | - |
| pc antivirus | 2 (20%) | 13 | 2.62 | 0.52 | 3.07 | - | - |



Ryte's Content Success – Content optimization



CognitiveSEO – Link auditing

Content Performance

Holistic Topic Strategy On-Demand



[Searchmetrics Suite](#)
[Research Cloud](#)
[Content Performance](#)
[Mobile](#)
[Social](#)
[Global](#)
[Local](#)
[Links](#)
[Site Optimization](#)
[PPC](#)
[Keywords](#)

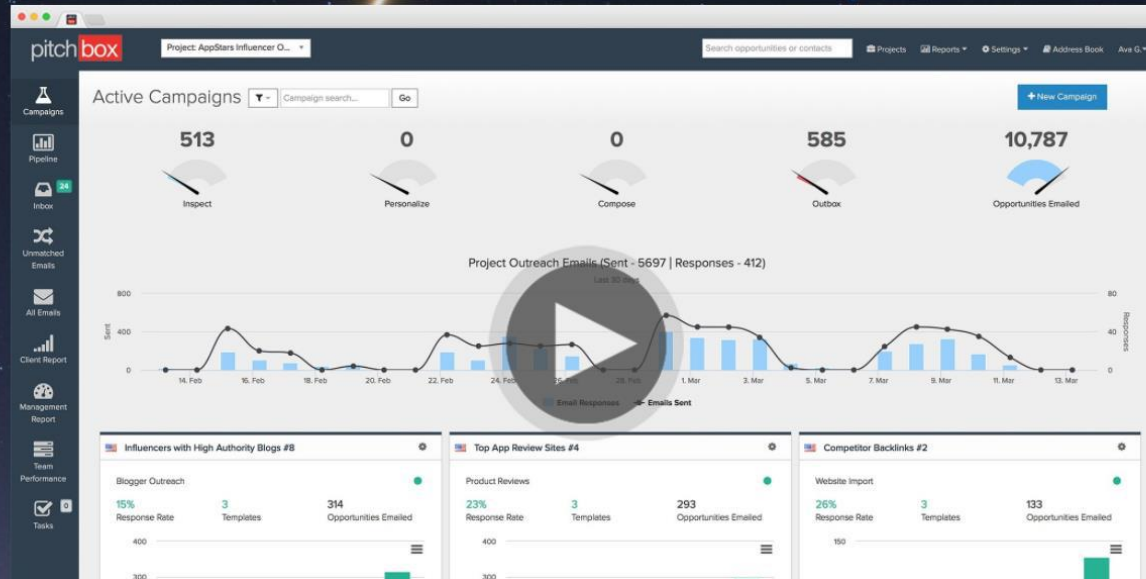
It should be pretty clear by now that Google has moved on from the keyword as a way to optimize search even if many SEO professionals haven't. A lot of search vendors talk about content relevance and content performance, but their products still focus on raw SERPs.

Searchmetrics has always been a thought leader when it comes to SEO and content marketing. We saw a long time ago that keywords were becoming obsolete. We anticipated the trend towards content performance and began incorporating innovations into the [Searchmetrics Suite](#) to exploit that trend.



Searchmetrics – Competitive Analysis

Influencer Outreach & Content Marketing Platform for SEO Agencies



Pitchbox – Link building outreach management



HeidiSQL – analysis beyond a million rows



R Studio – complex analysis



Data Studio – for data visualization and reporting

UNLIMITED SERP TRACKING:

MADE FOR FOLKS WHO REALLY KNOW SEO.

What's STAT? It's limitless rank tracking and SERP analytics. Built for experts.
Priced for scale. With dedicated service rolled right in.



STAT – rank tracking



Wrapping Up

Who am I and where am I from?

I'M #ZORASDAD

First and foremost.



MY NAME IS MIKE KING

Razorfish, Publicis Modem alum

Full Stack Developer

Full Stack Marketer

Moz Associate





IPULLRANK

We Do These Things



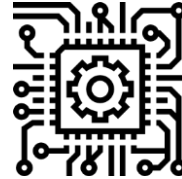
Content
Strategy



SEO



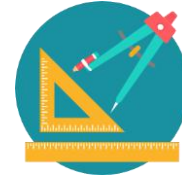
Paid Media



Machine
Learning



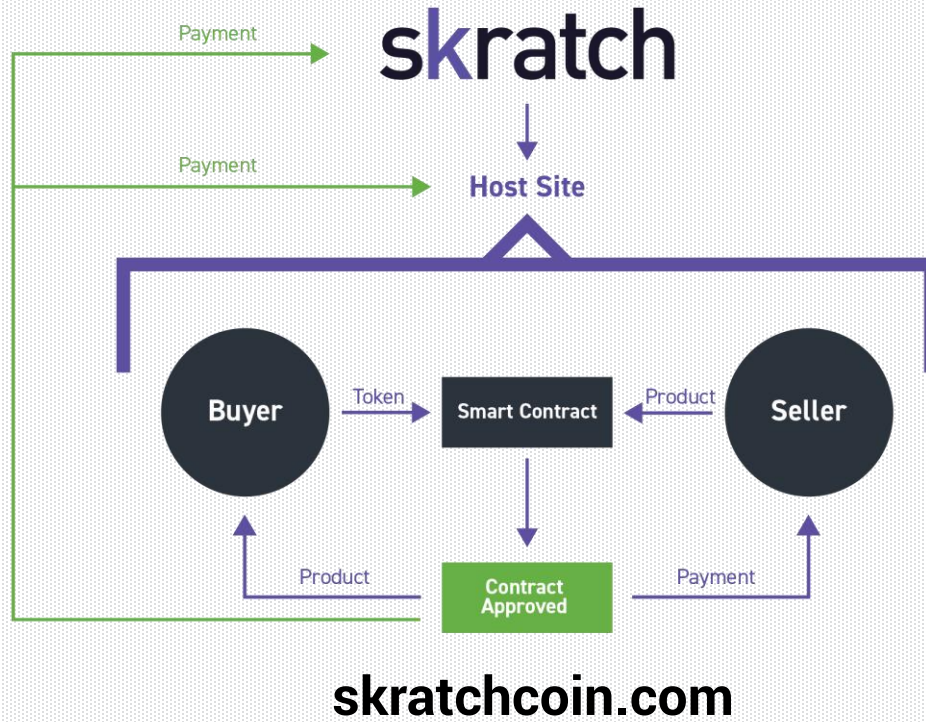
Marketing
Automation



Measurement
&
Optimization

Machine Learning for Marketers Guide







EAGLES

SUPER BOWL CHAMPIONS



Peace

dissociatedpress.com

THANK YOU / Q&A

MICHAEL KING

FOUNDER &

MANAGING DIRECTOR

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