Actionable & Optimal

FRIENDS OF SEARCH

BY DMA + iab NEDERLAND

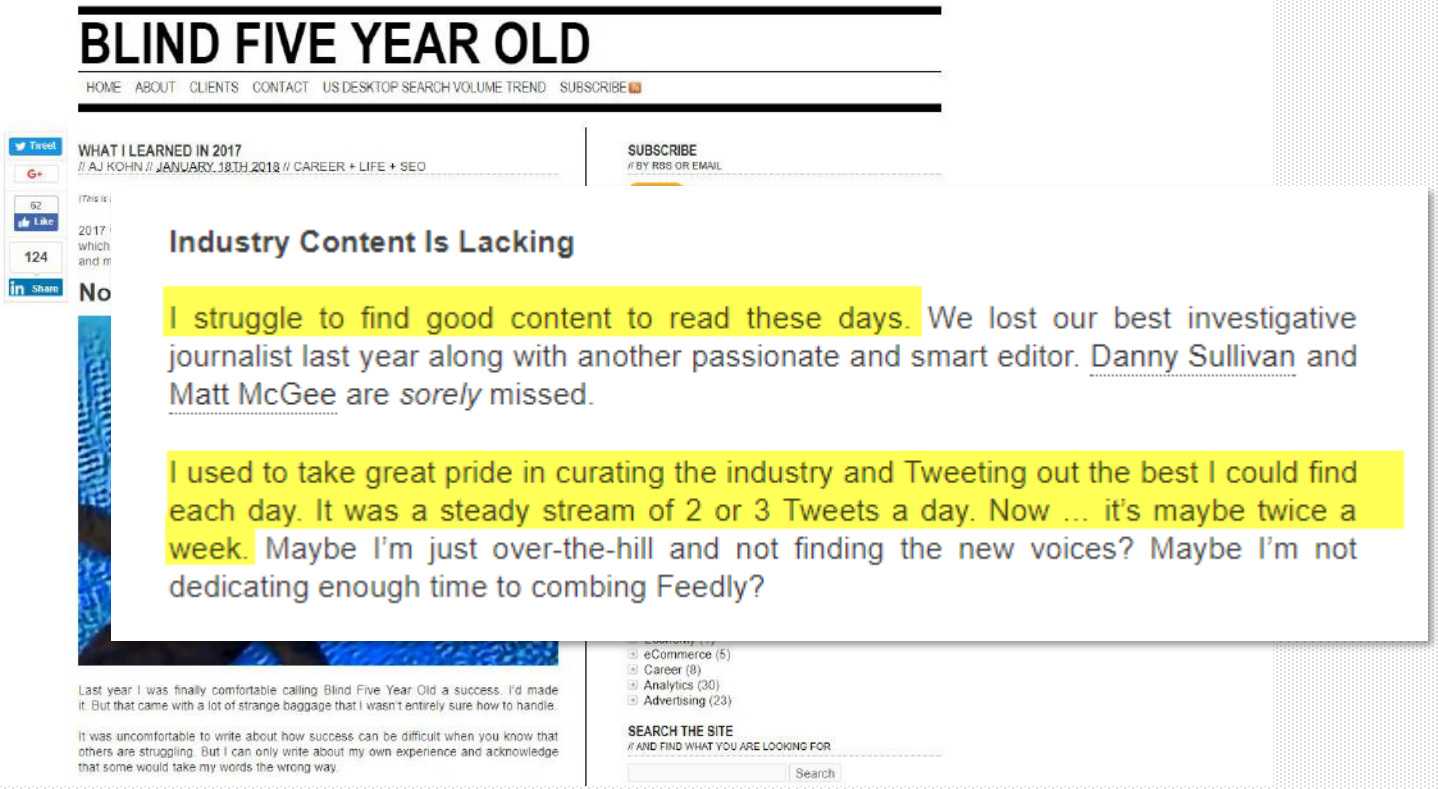
Michael King

Managing Director, iPullRank

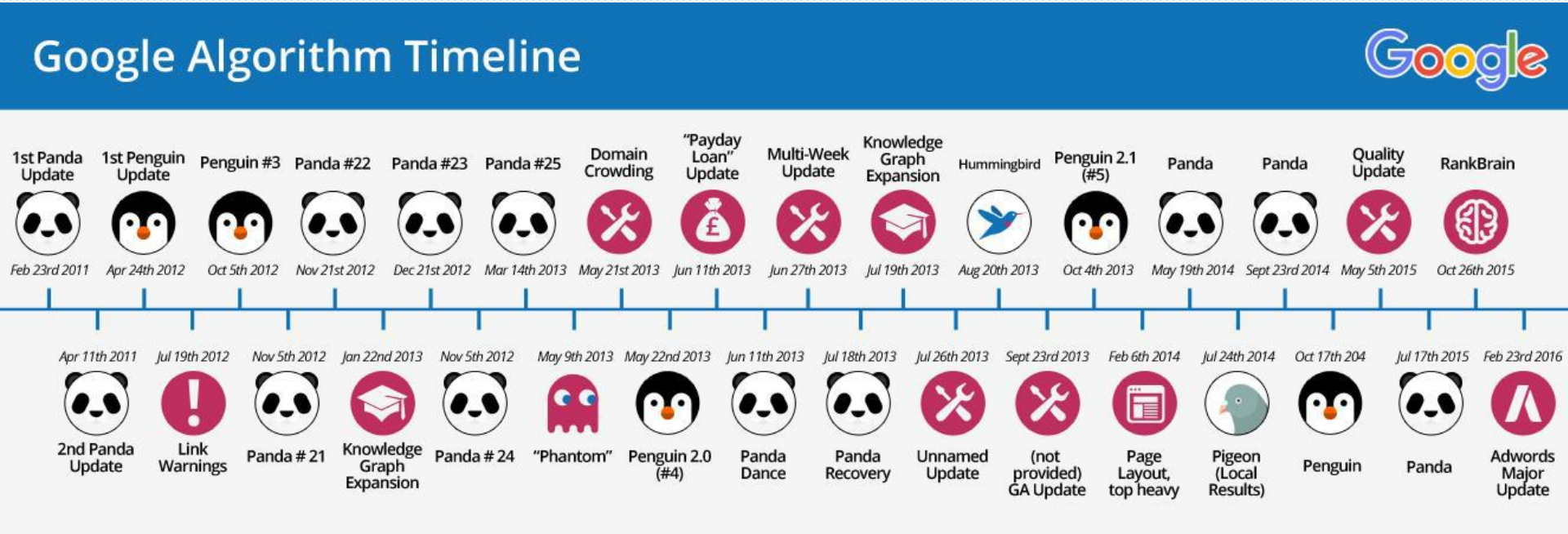
@iPullRank

iPULLRANK

Word to @ajkohn



When I started speaking things were exciting



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

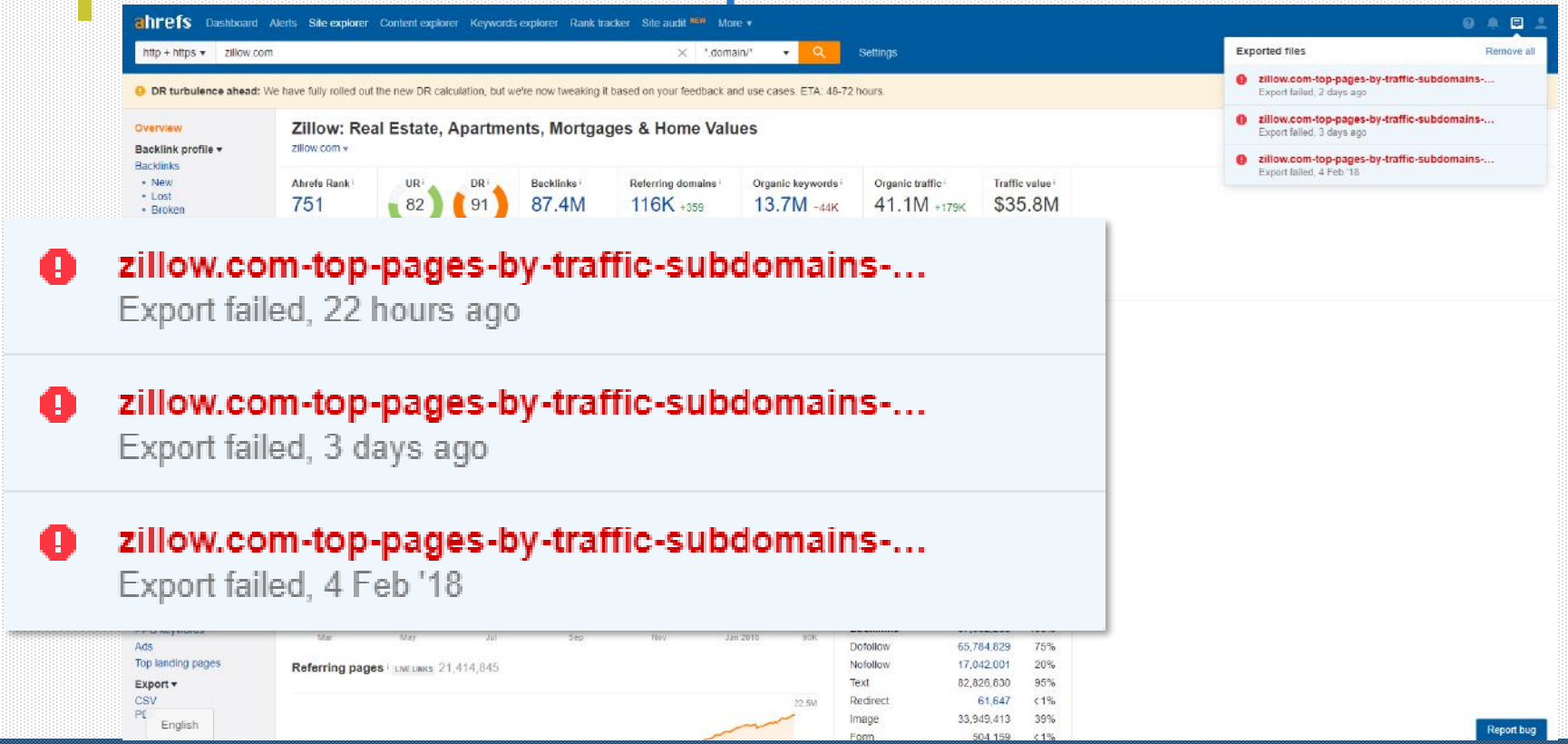
Build a fast website

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



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

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.

Danny Sullivan @dannysullivan · Jan 23
It's a brand new video from @JohnMu & @googlewmc expressly designed to clear things up. You want the official take? That's it.

1 8

Rand Fishkin @randfish · Jan 23
C'mon man. All respect but a year ago, you would have said "well, that's not clear at all, nor does it even address the real question."

3 42

Danny Sullivan @dannysullivan · Jan 23
The real question was literally which is better for SEO, from Google's perspective. And @JohnMu gave the real answer: either is fine. That's super clear. "Use the setup that works best for you."

2 10

Rand Fishkin @randfish · Jan 23
That's not the real answer. And it doesn't address the core of the question. If that's because it's info you/Google don't feel comfortable sharing, just say so! 99% of SEOs would prefer "sorry, that answer would reveal workings of our systems I'm not authorized to share" to this.

7 1 46

Danny Sullivan @dannysullivan · Jan 23
As best I can tell, you seem to think the "core" of the answer should be which ranks you best -- and you believe subfolders. Maybe in some cases; maybe not in others. And a lot depends on what makes sense for your own site and your own

SEARCH ENGINE ROUNDTABLE

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Google: 302 Redirects Pass PageRank

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Feb 3, 2016 • 7:51 am | (11)
by Barry Schwartz | Filed Under Google Search Engine Optimization

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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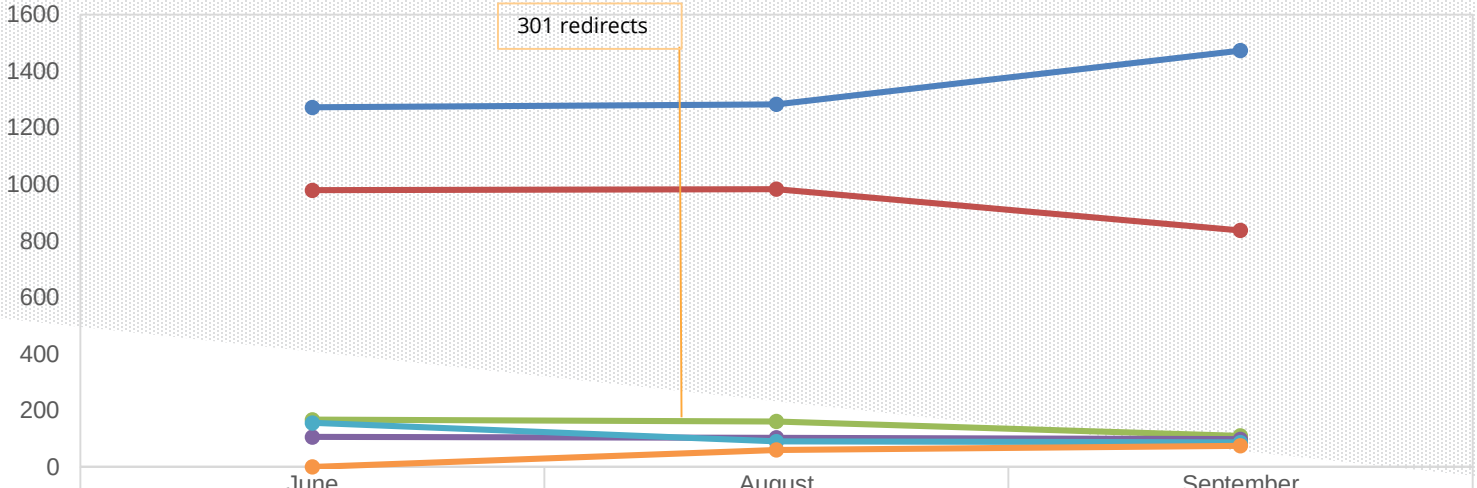
Google

SEARCH BUZZ VIDEO Subscribe

03/06/2016 10:00 am

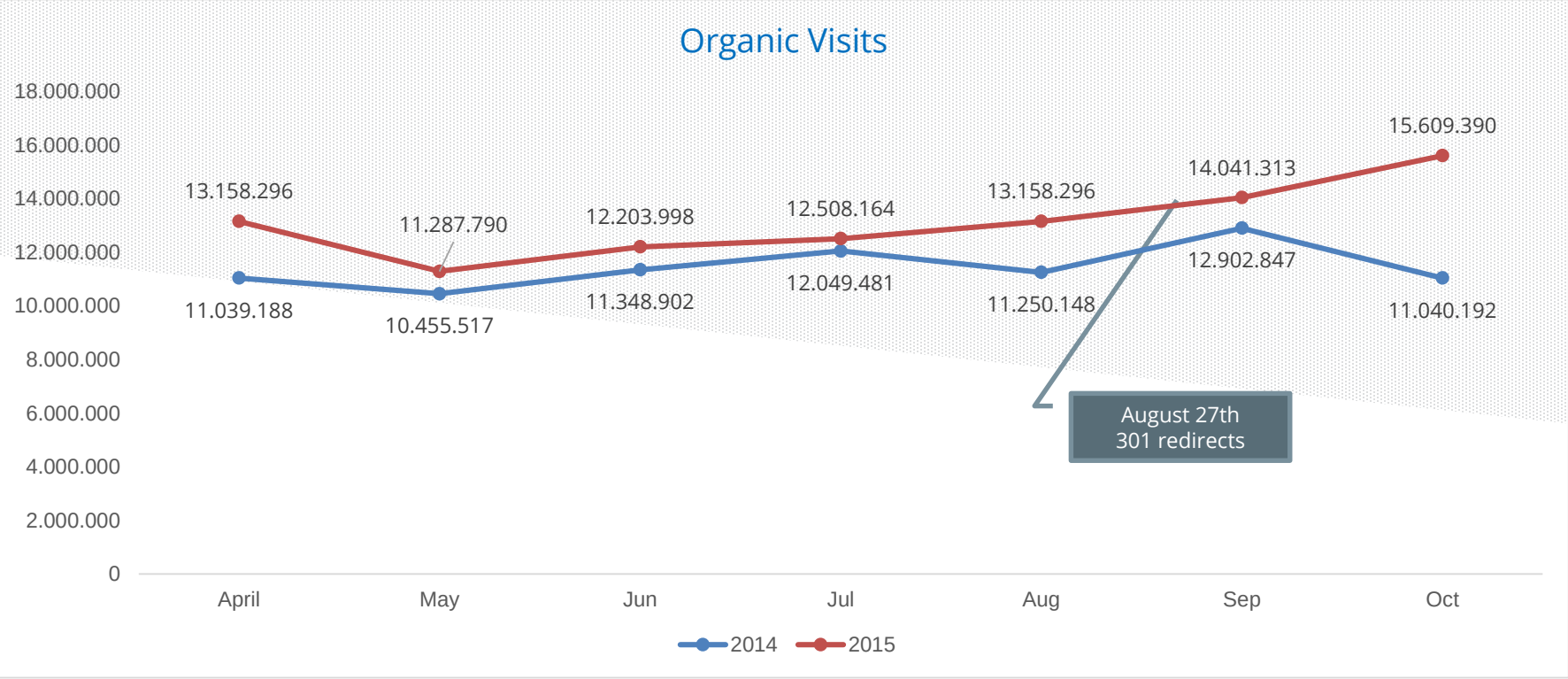
Why do y’all even entertain this bullshit?

These Rankings Say He's Wrong



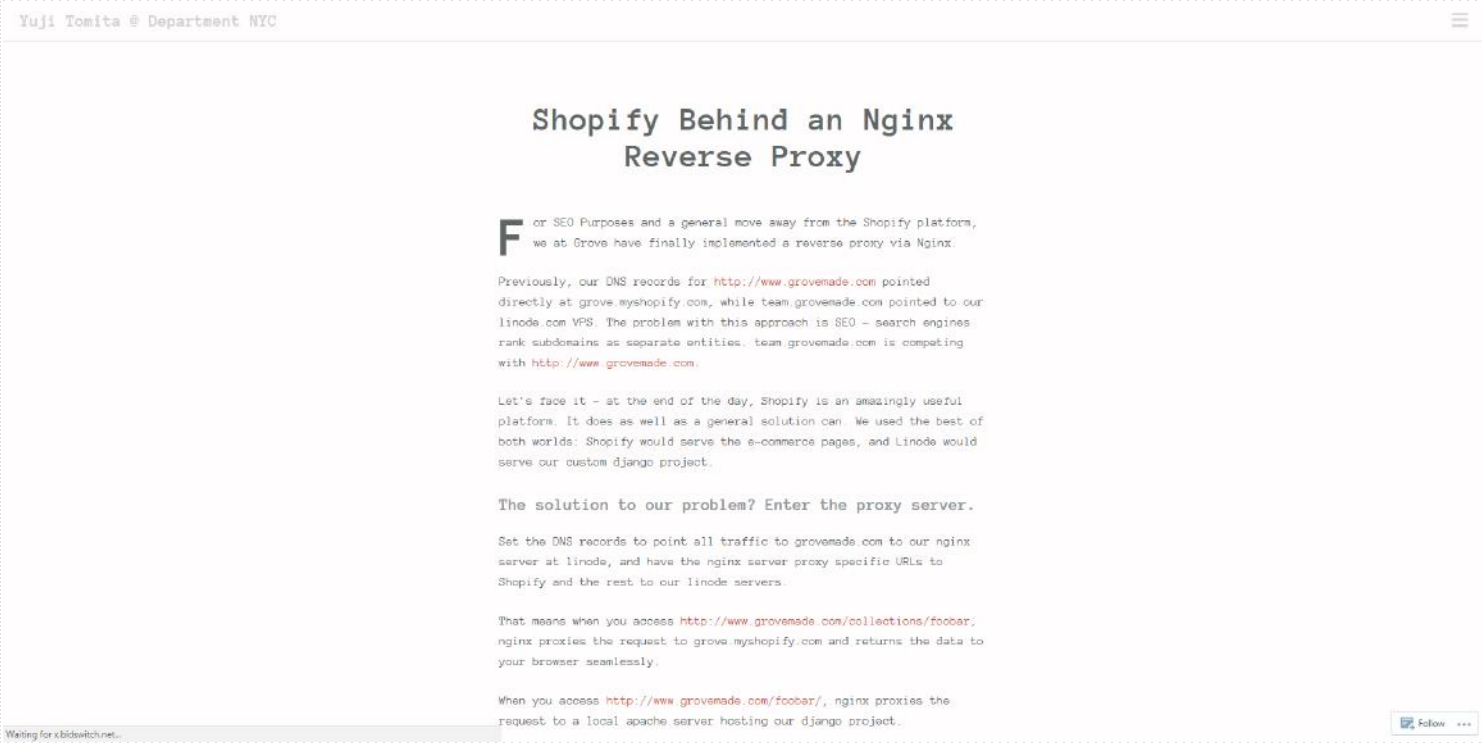
	June	August	September
HyperTraffic (1-3)	1272	1.283	1.473
Traffic (4-10)	979	983	837
Striking Distance (11-20)	167	161	110
Emerging (21-40)	106	103	98
Developmental (41-100)	156	90	87
Unranked	0	60	75

This Traffic Improvement Says He's Wrong



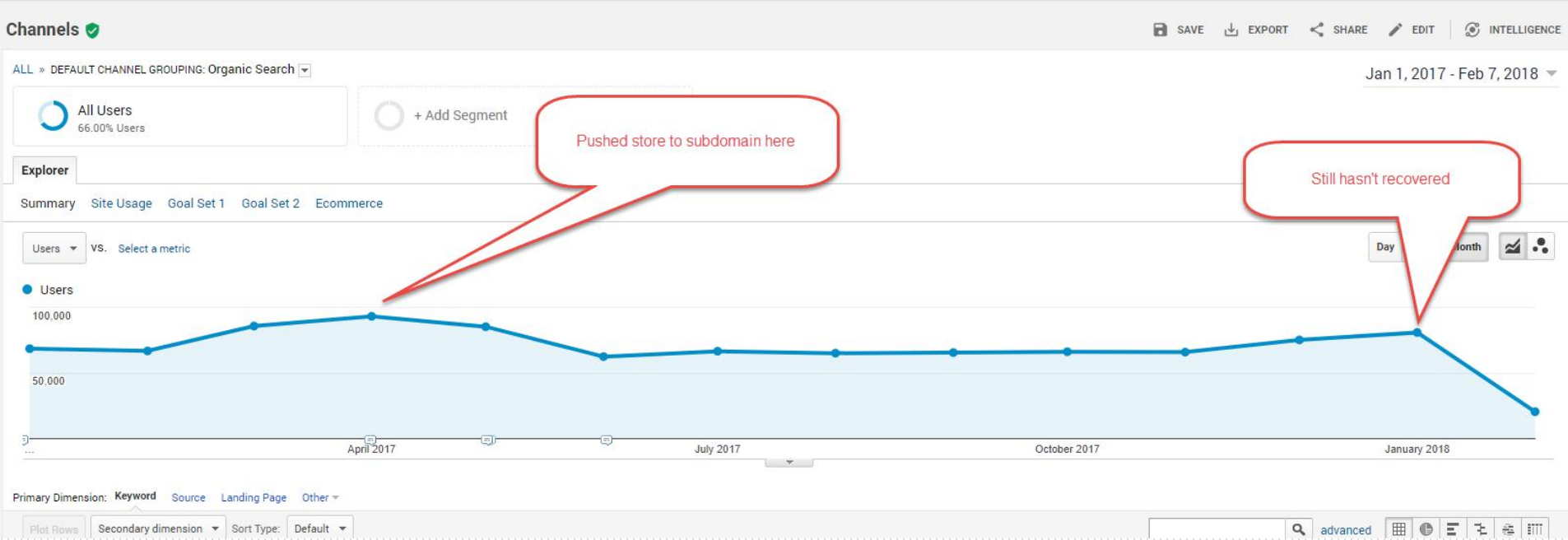
Traffic went up pretty dramatically despite seasonality.

Don’t Believe Everything You Read



My original strategy was to move the UGHH site to WordPress so we could get more content cooking and put Shopify behind a reverse proxy, but Shopify shuts down the reverse proxy because they throttle based on IP.

But I thought Subdomains are Just As Good?



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

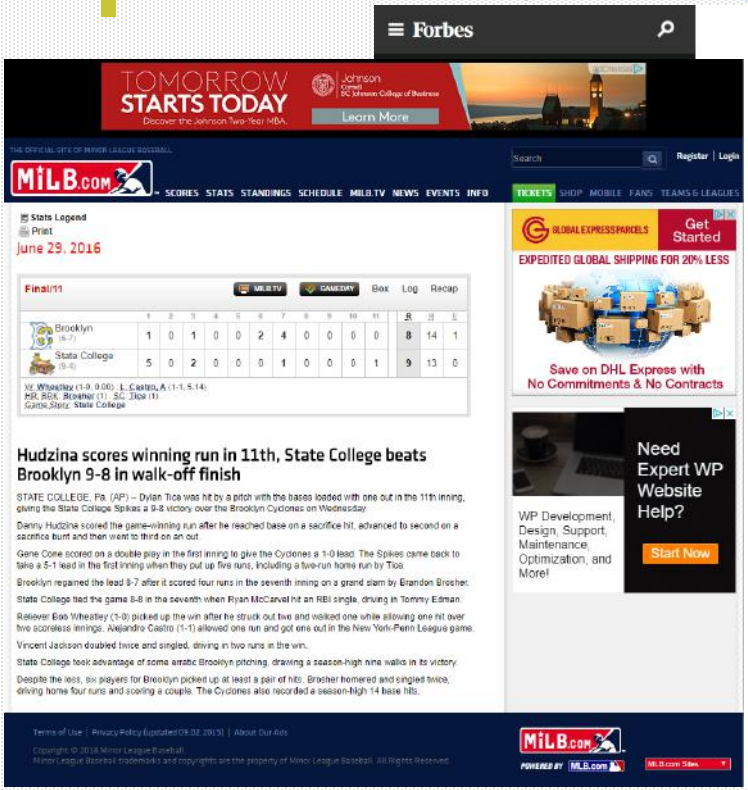
iPULLRANK

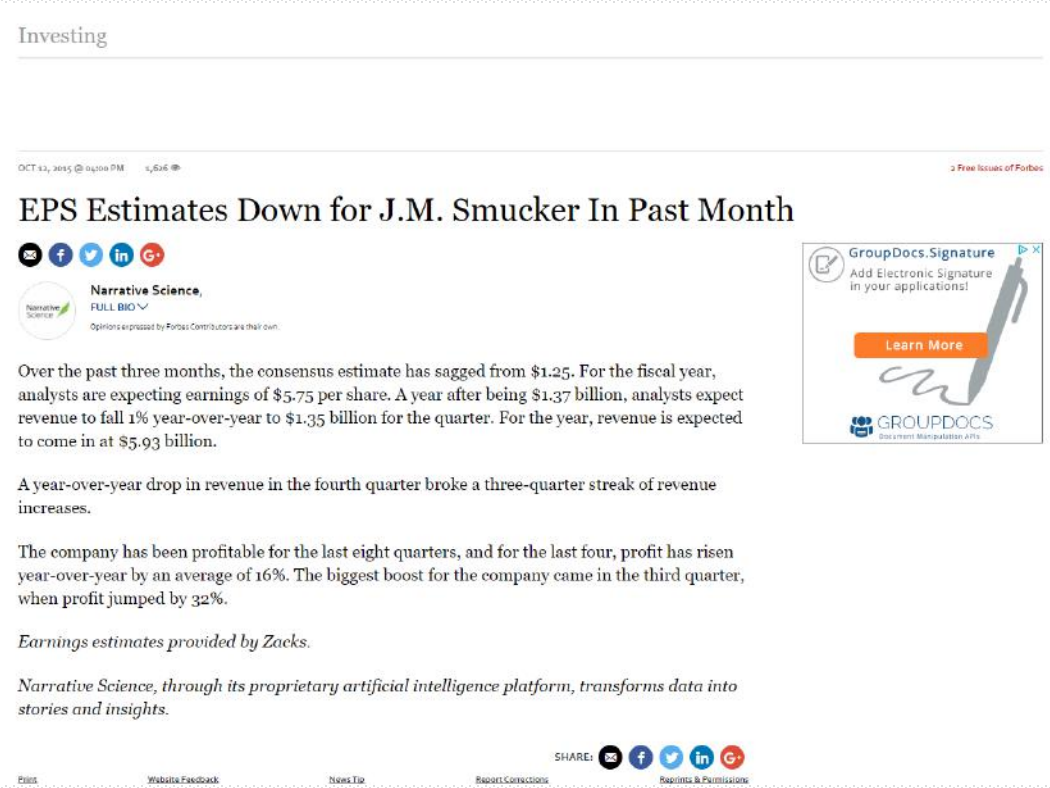
Is SEO Scared of New Tech?

Just a question that I've had

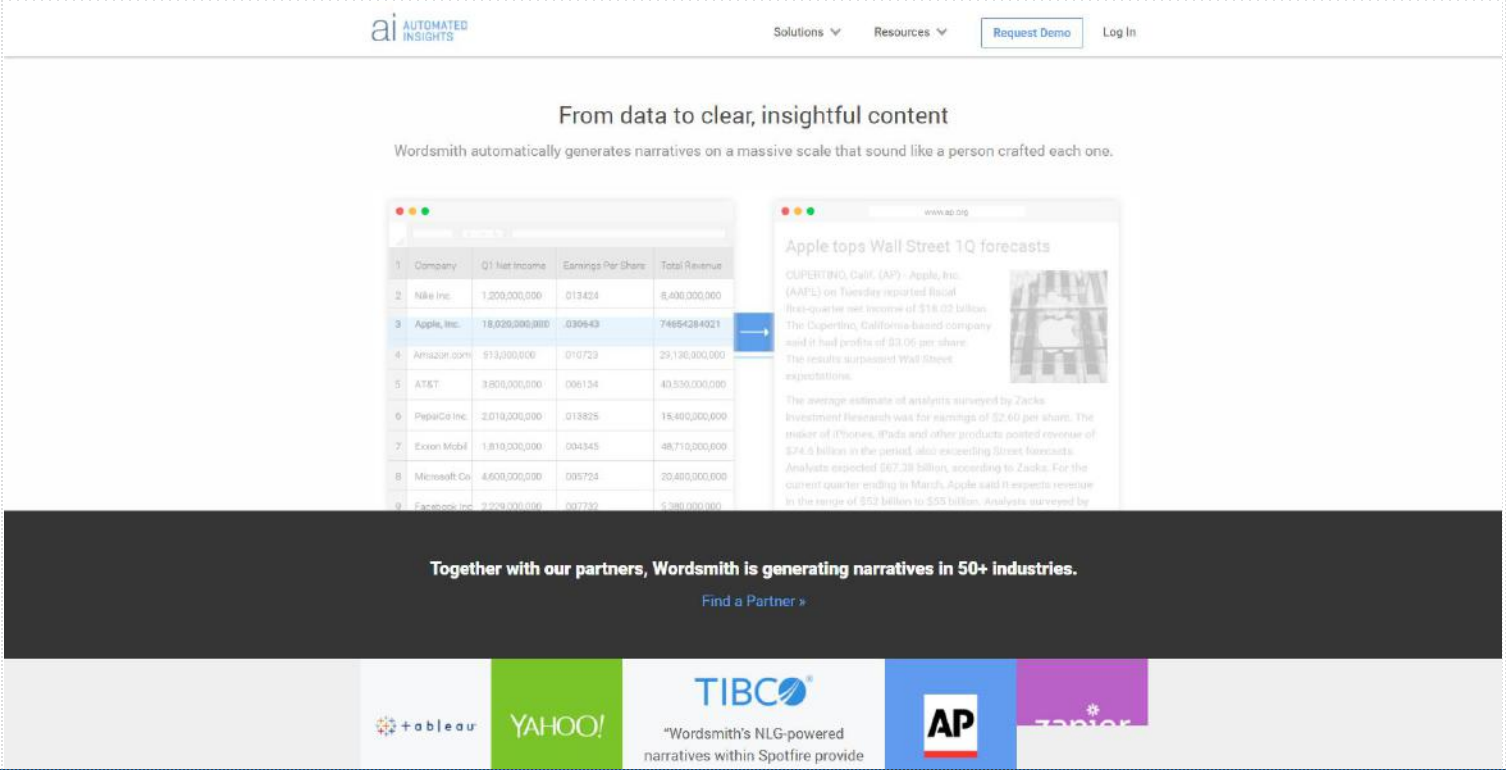
Natural Language Generation is here whether we like it or not.

NLG is already used by Reputable Brands

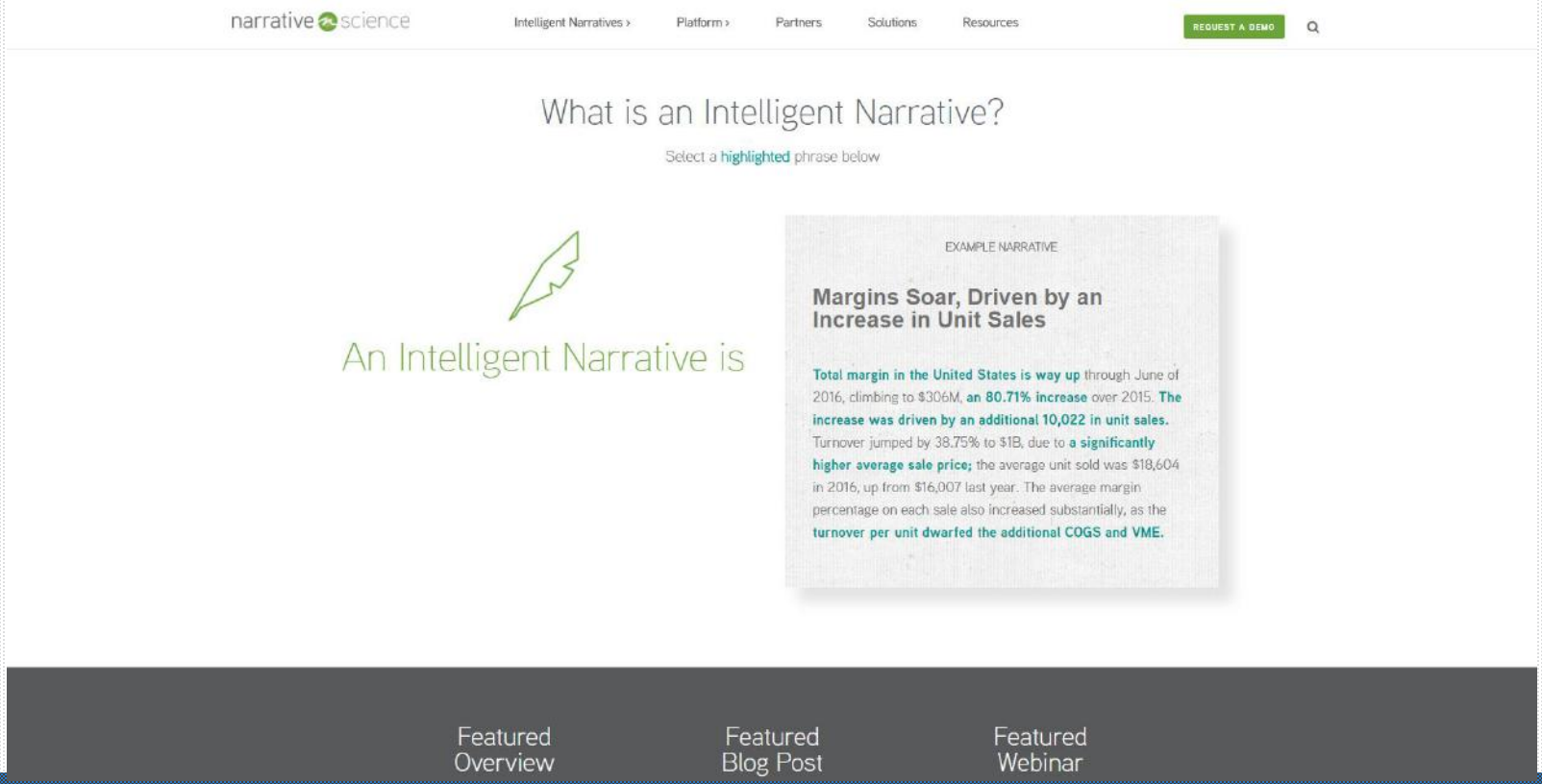




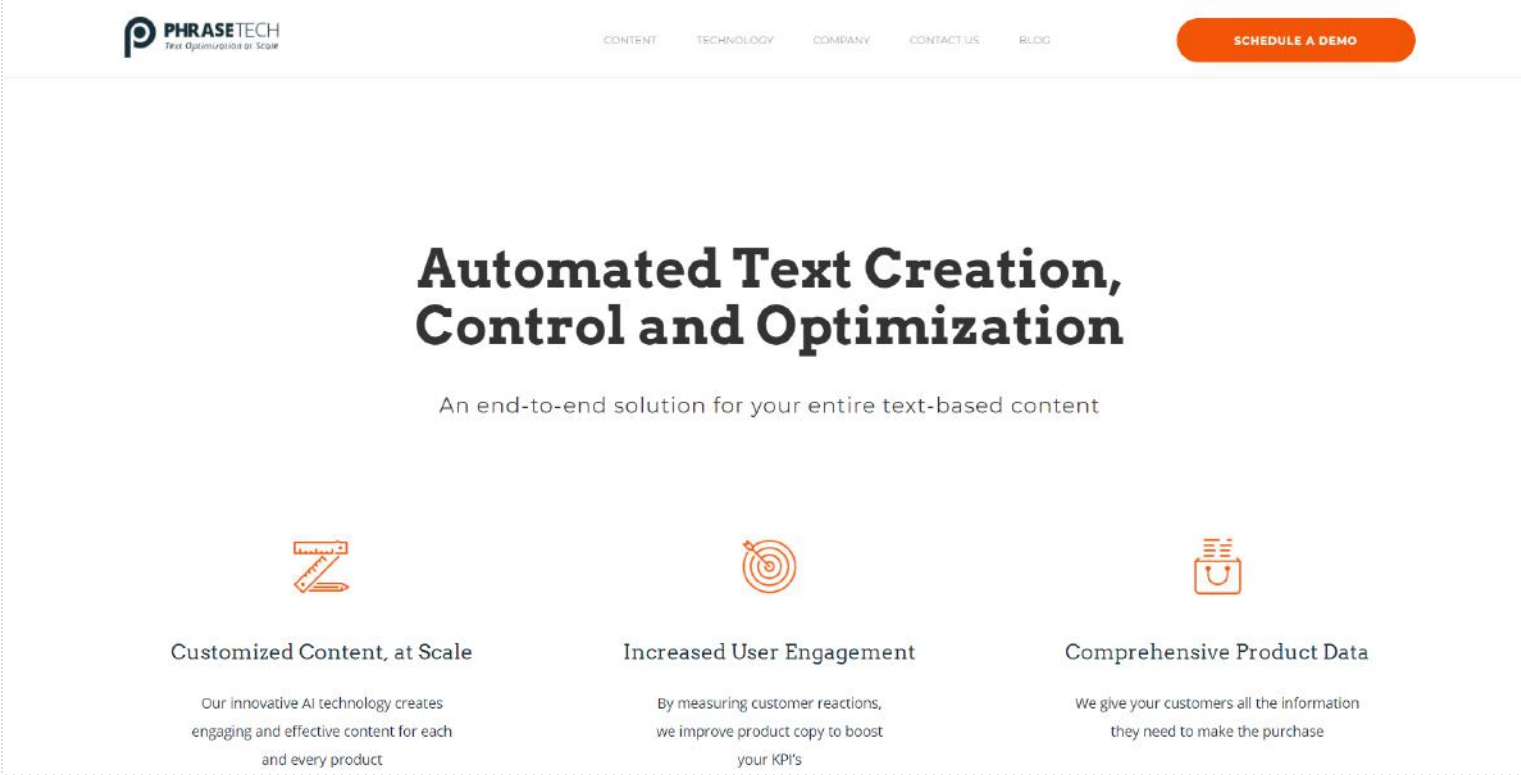
Automated Insights



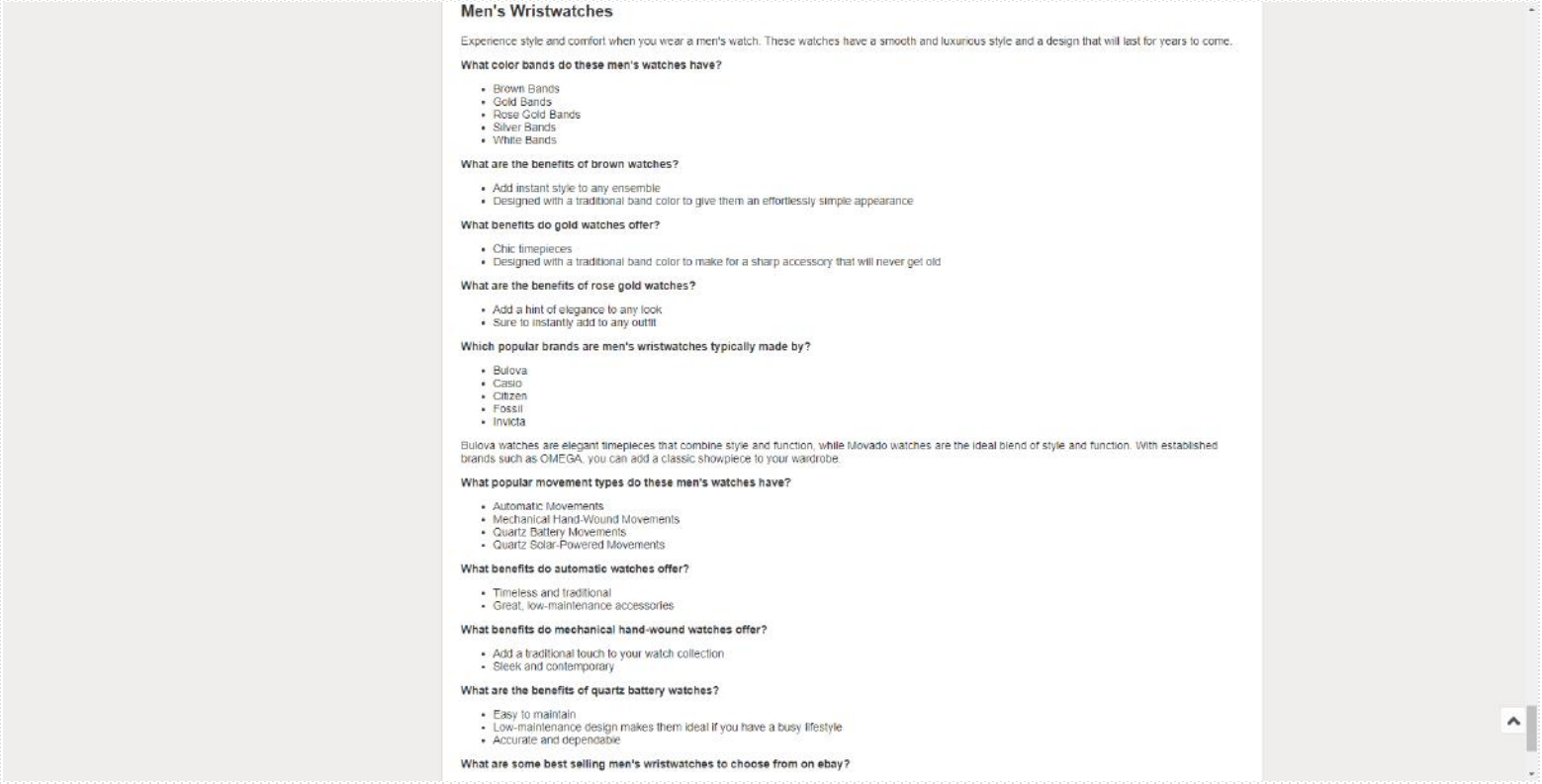
Narrative Science



PhraseTech


PHRASETECH
Text Optimization at Scale
CONTENT
TECHNOLOGY
COMPANY
CONTACT US
BLOG
SCHEDULE A DEMO
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

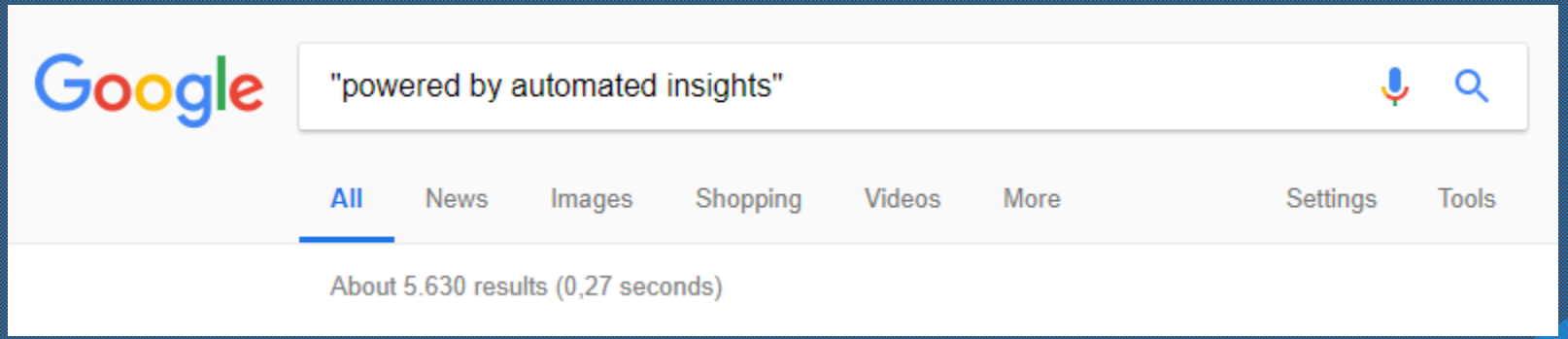
What are the benefits of quartz battery watches?

- 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?

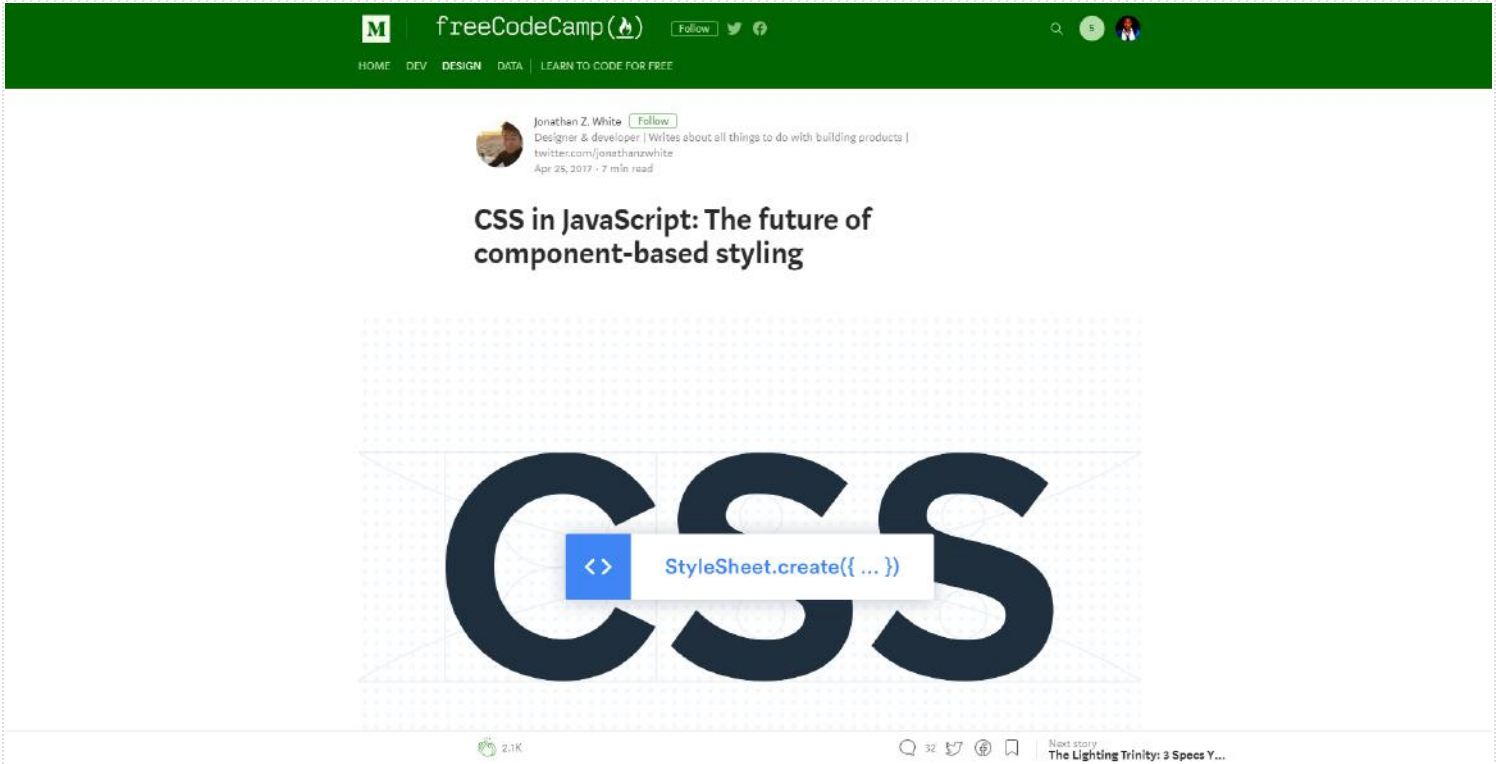
More Importantly

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



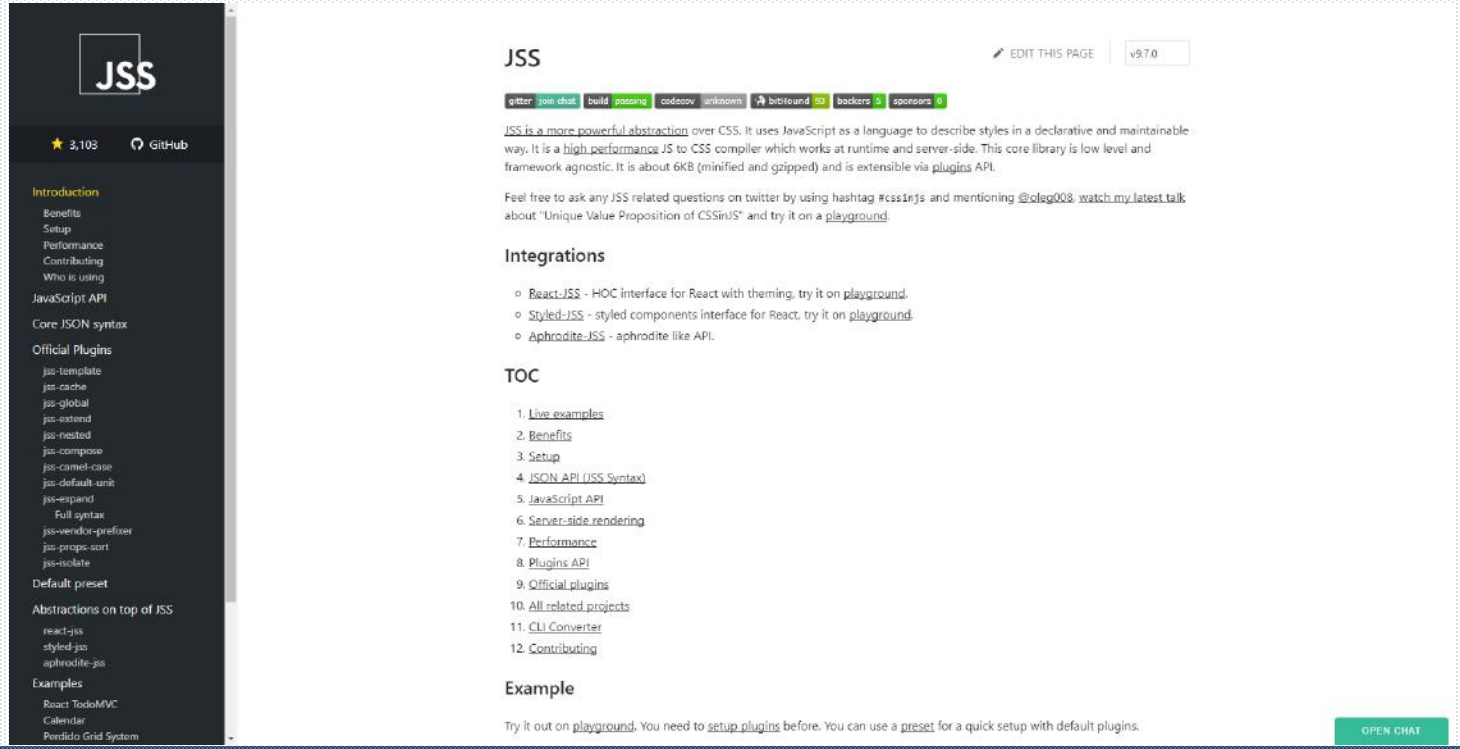
We need to keep up with front end development trends.

CSS in JS?

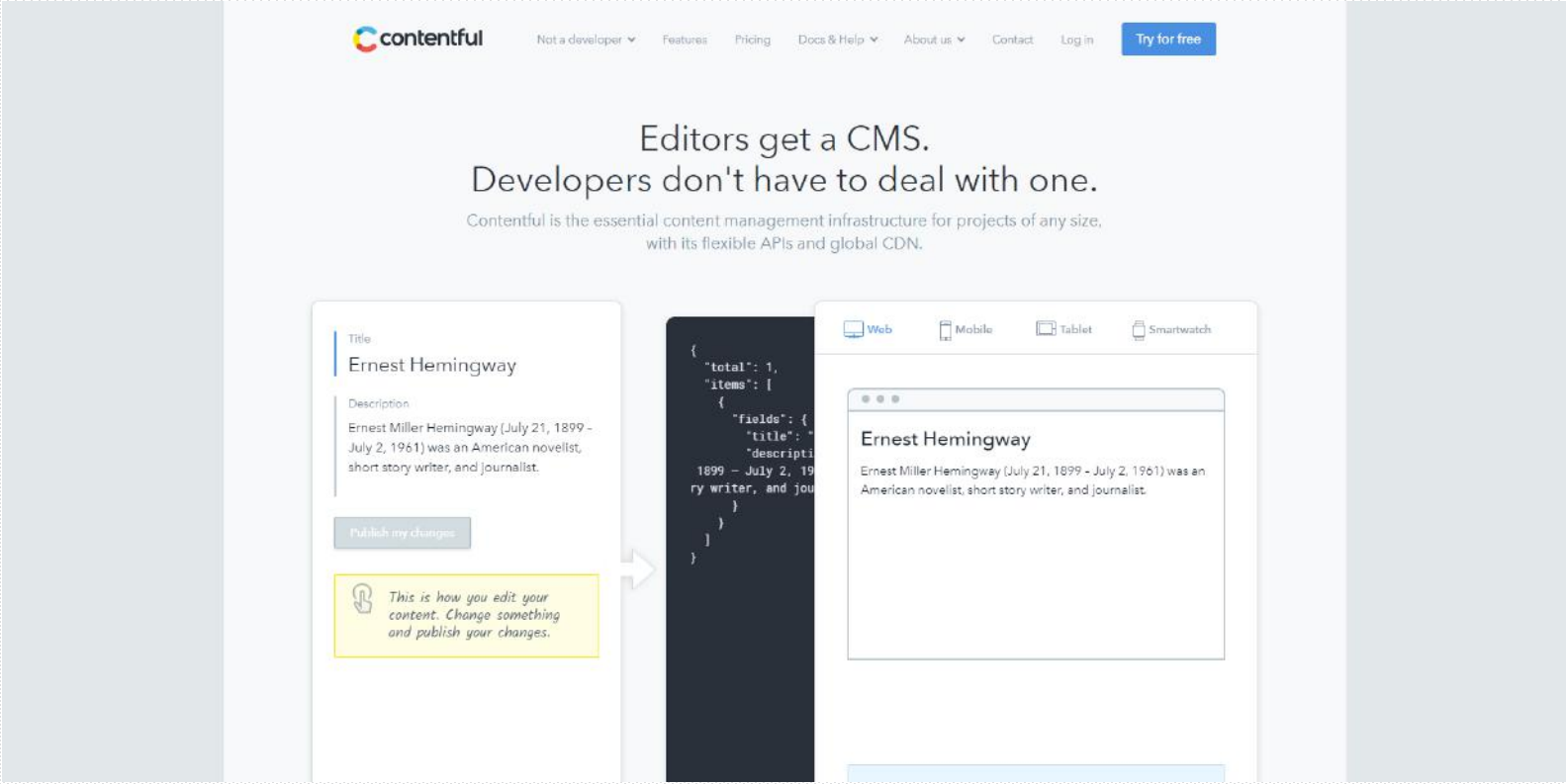


What are you going to do with CSS baked into JavaScript becomes commonplace?

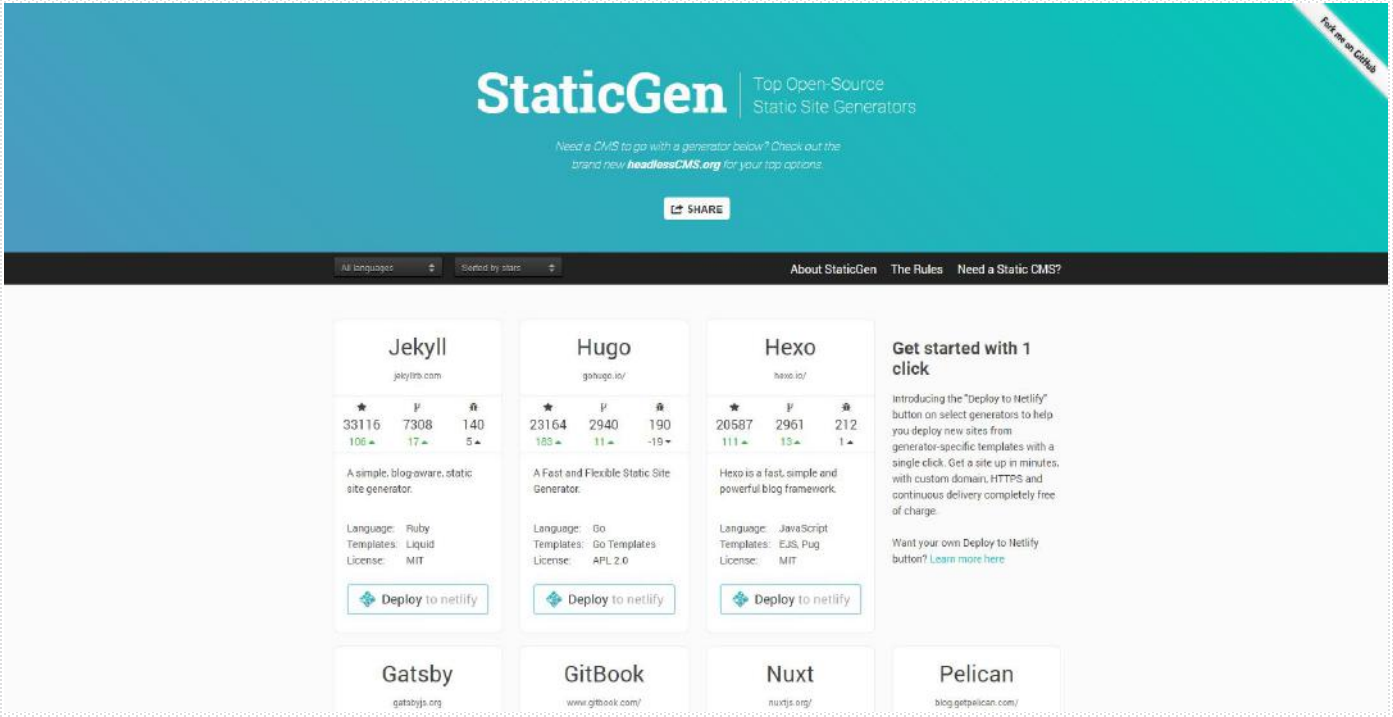
Read up on JSS



There are Other CMS Besides WordPress

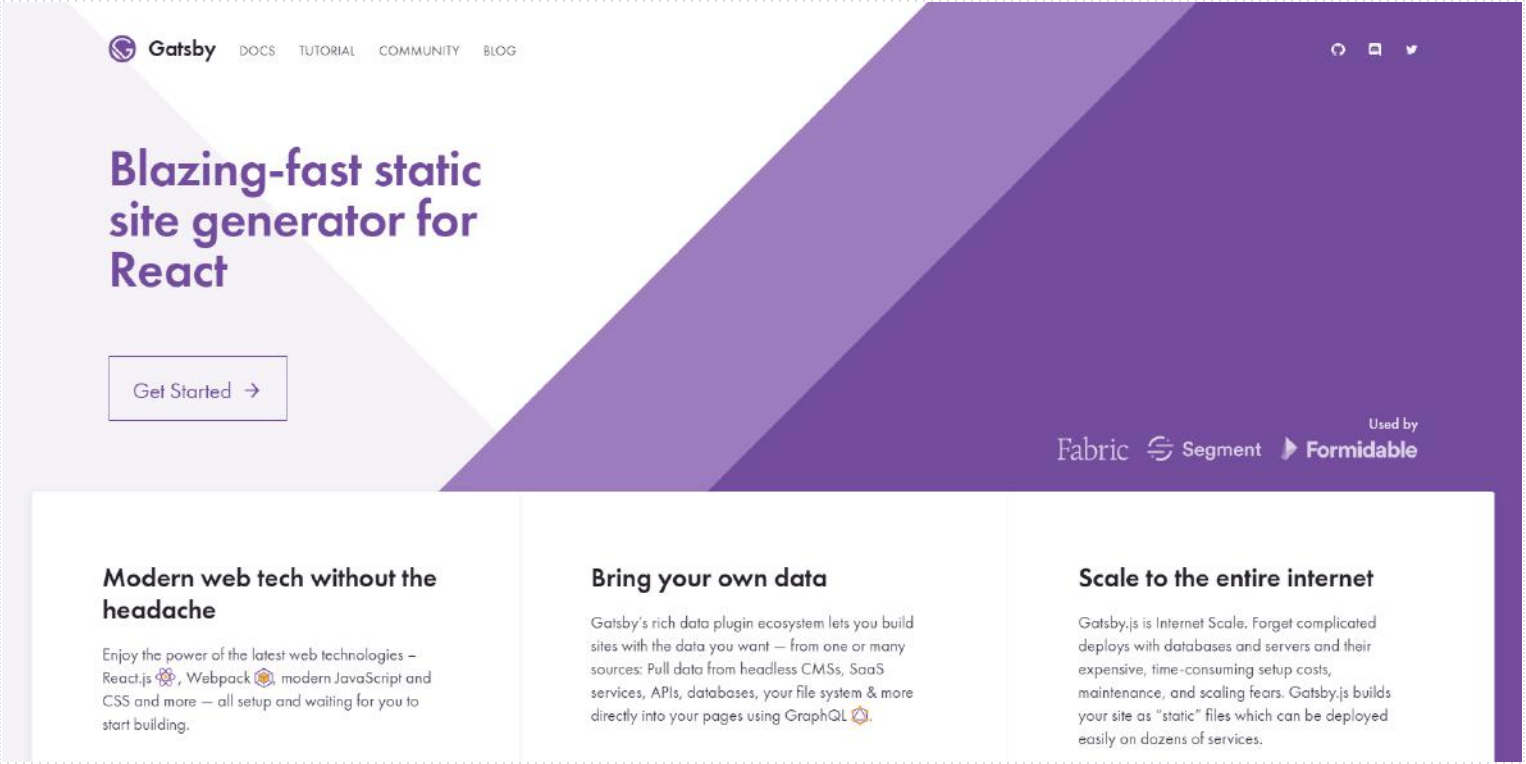


Static Site Generators



Static Site Generators allows you to use a CMS and other tech to generate flat files for your site. https://www.staticgen.com/

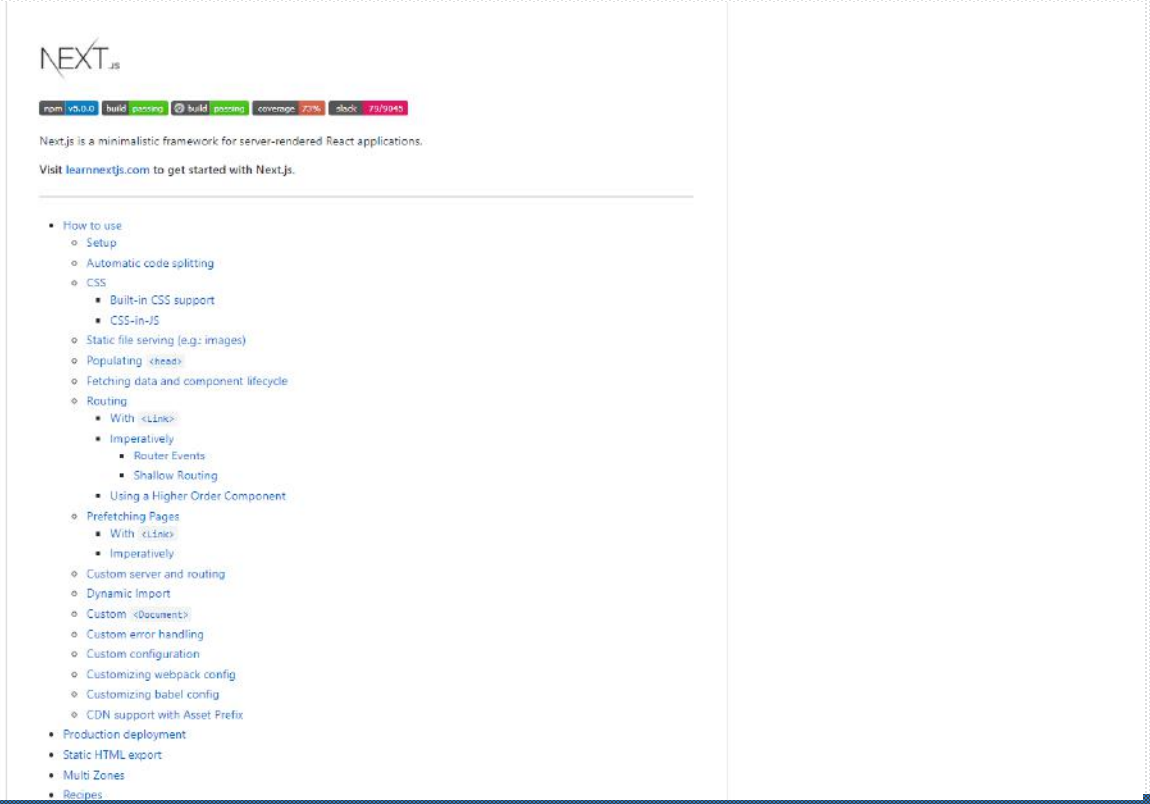
GatsbyJS


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 v5.0.0 | build passing | build passing | coverage 70% | slack 73/9045

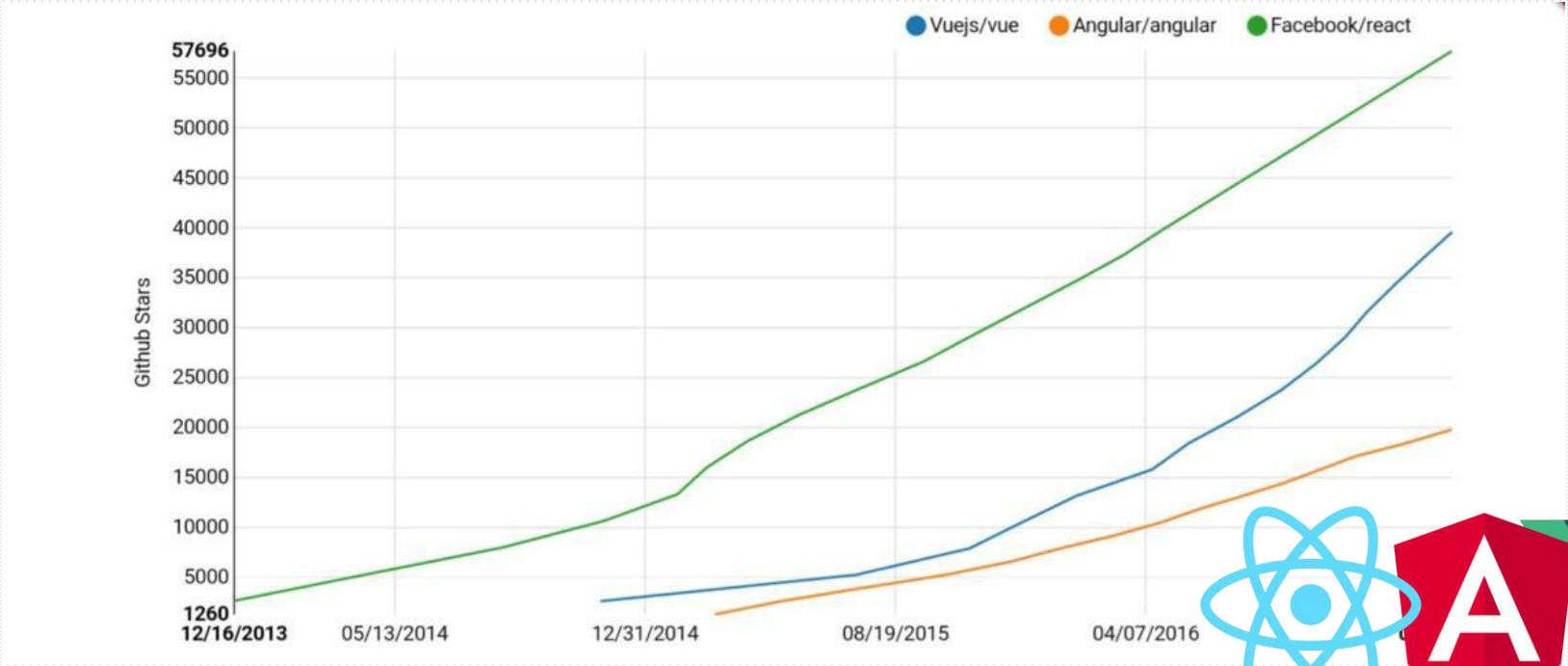
Next.js is a minimalistic framework for server-rendered React applications.

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

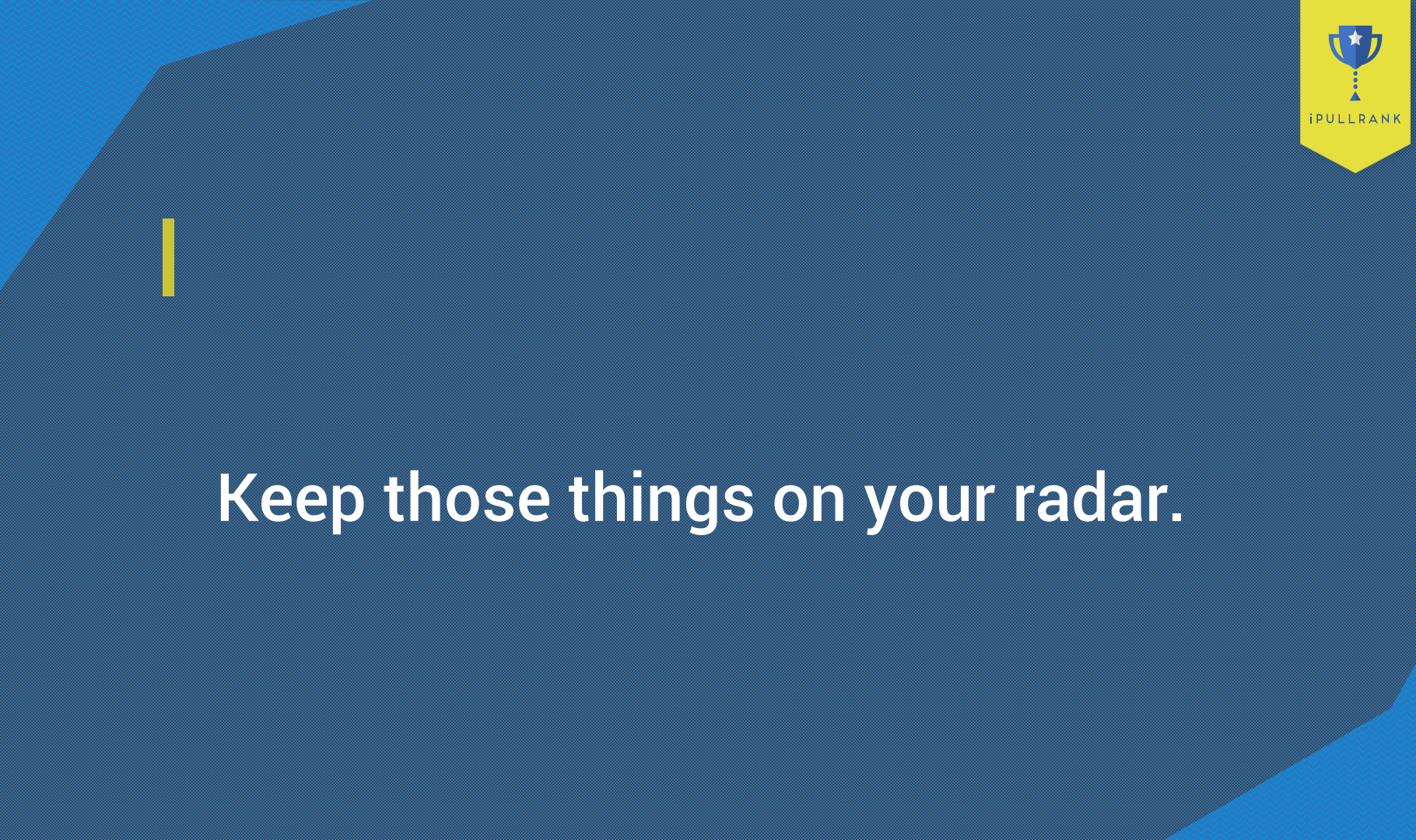
- How to use
  - Setup
  - Automatic code splitting
  - CSS
    - Built-in CSS support
    - CSS-in-JS
  - Static file serving (e.g.: images)
  - Populating `<head>`
  - Fetching data and component lifecycle
  - Routing
    - With `<Link>`
    - Imperatively
      - Router Events
      - Shallow Routing
    - 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

Middleware like NextJS is commonplace is most front end dev workflows at this point. https://github.com/zeit/next.js/

React won the Battle



Across the web, people are abandoning Angular and focusing more on React with Vue gaining a lot of ground in the past couple years.

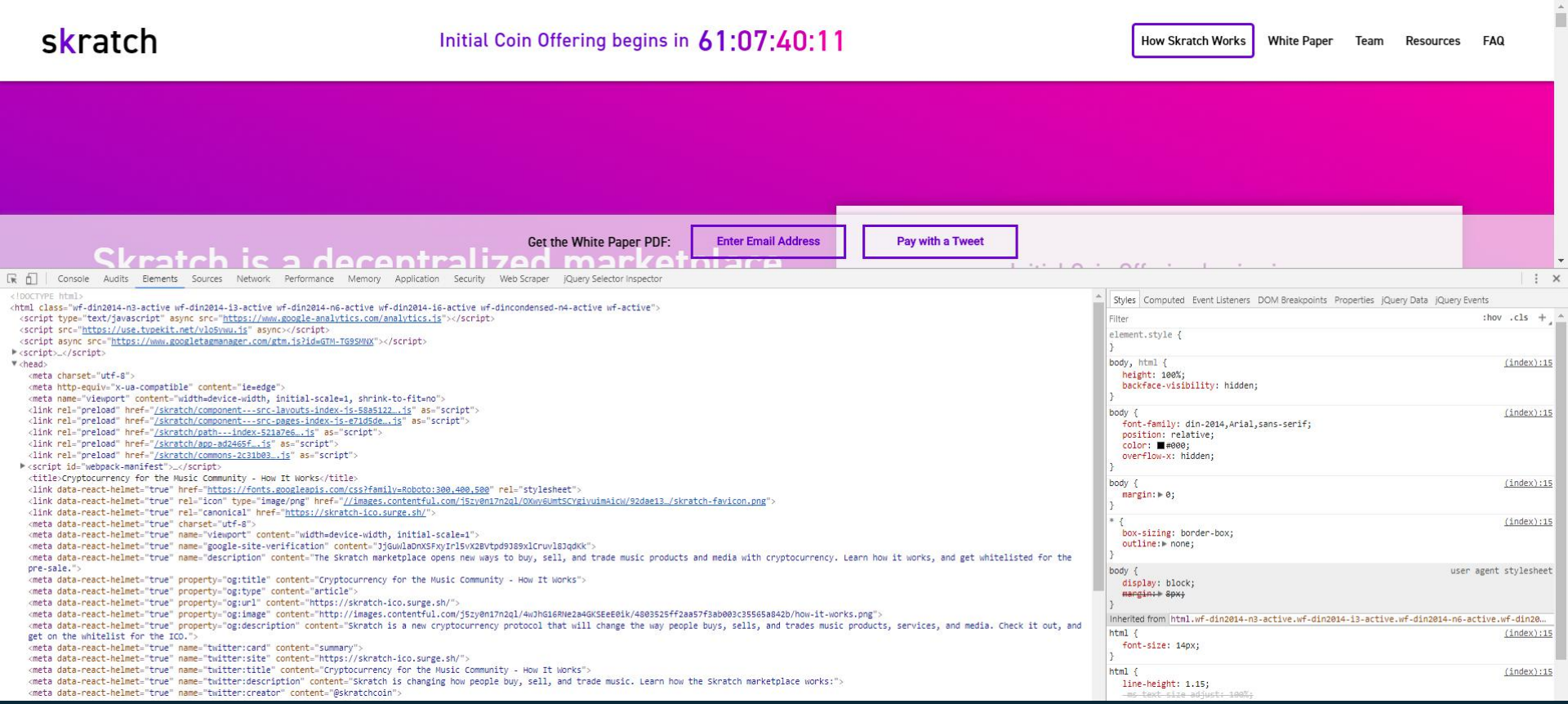


Keep those things on your radar.

Auditing JavaScript Websites

While we're on the subject

View Source is Dead – Hi @BadAms



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.

Internal | External | Protocol | Response Codes | URI | Page Titles | Meta Description | Meta Keywords | H1 | H2 | Images | Directives | Hreflang | AJAX | Custom | Analytics | Search Console

Filter: All | Export | View: List | Search

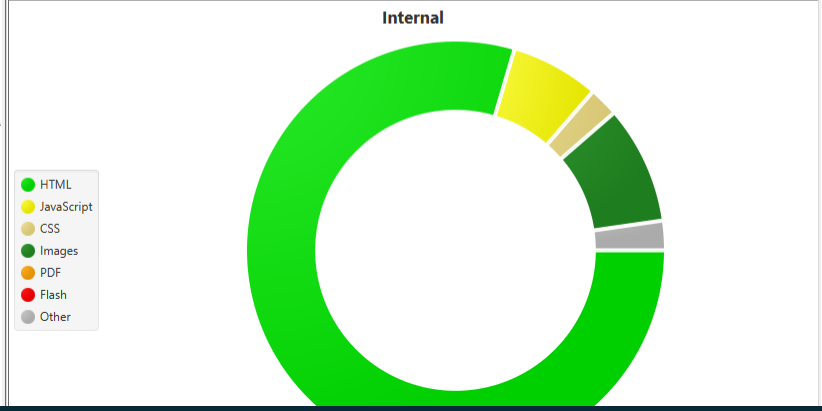
	ord Count	Text Ratio	Level	Inlinks	Outlinks	External Outlinks	Hash	Response Time	Last Modified
1	317	2.26	5	4	85	3	ffe6b7c801067fc4e71bbac1a3928061	0.28	
2	278	1.01	5	8	89	3	fda077979be58850403a5e11453f4fdc	0.45	
3	812	3.49	6	1	11	14	f9508e4e5811d34ae498260bf8bede3	0.47	Tue, 31 Oct 2017 21:26:33 GMT
4	317	2.23	4	11	81	3	f6a161fe98cb4a2277bcfb771618fe09	1.02	
5	761	3.52	6	1	11	5	ef3502d258d80102f24629edb90f974f	0.83	Tue, 31 Oct 2017 21:26:33 GMT
6	169	8.26	5	1	20	1	ef0e5ad94f4078af5c2dbec8a1458e99	0.95	
7	1679	6.22	2	16	11	4	e404b13aa829729d55231d1ebc78f5d2	0.37	Tue, 31 Oct 2017 21:26:33 GMT
8	477	4.19	3	34	106	3	cc0230767d40af10a2bf0d8b00df8bfe	1.34	
9	280	1.01	5	8	90	3	c598ca3d9fef4890db981b1e1033ad45	0.45	
10	288	14.08	5	1	19	1	c1a735159d3fdc716d8fcaa87fb02b91	0.17	
11	1831	31.17	5	1	36	1	be27c3b3ca9df643ef8289ef199dd814	0.22	
12	47	11.79	6	1	1	0	a8307369549ee4e712ff04f4cd965cc0	0.20	
13	1338	1.92	4	30	207	3	9f5927357ec9511067ec11bc6506bdd	1.43	
14	444	12.53	5	1	34	1	864f549442d39703648 7be441b466fd5	0.20	
15	32	39.63	6	1	0	0	6e943d990d8fda3f4148313fdd729b59	0.16	
16	16280	31.03	3	1	6	9	62b8e3f28f36ed37aeb02bb627e8ffb2	0.29	Tue, 31 Oct 2017 21:26:33 GMT
17	102	9.91	5	1	9	0	5fdaf2925a58a03bf4060ee01014f895	0.26	
18	110	9.67	6	9	8	0	5d06b3bddac7baee424c53c1dc262d02	0.20	
19	783	3.34	4	4	11	2	5afb9d65c2e2a954790b372cf2c56d39	0.31	Tue, 31 Oct 2017 21:26:33 GMT
20	897	13.37	4	1	78	0	5a87e1d3e14bbb6999ed144f1c6bad9b	0.85	
21	404	1.77	4	14	97	3	4549927e912919f181929 1236aef2e03	1.24	
22	258	12.21	5	1	19	1	309b1ec3677906f4ad3b860adcad2e75	0.22	
23	299	11.07	5	1	25	1	22b56aaccc6f51d9f1b444aa3887dce0	0.21	
24	293	11.68	5	1	23	1	18d230ddb442291c600fa52bfc5cdb9d	0.18	
25	577	12.20	4	1	54	0	137437710a207987235cdf01d3172b2c	0.29	

Filter Total: 44

Name | Value

Overview | Site Structure | Response Times

- 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

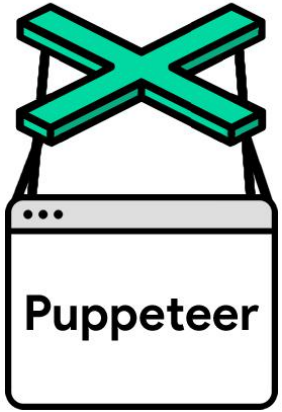


Use Screaming Frog – Crawl in text mode and in JavaScript mode then compare the hash columns. Those that are different have rendering disparities.

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

Lighthouse, Headless Chrome, and Puppeteer (GDD India '17)

Google Developer Days

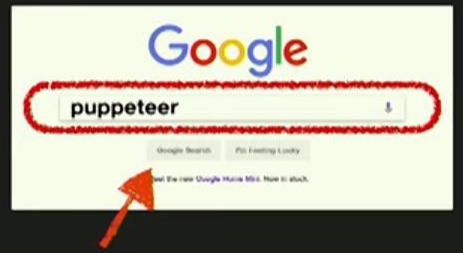
Keyboard input

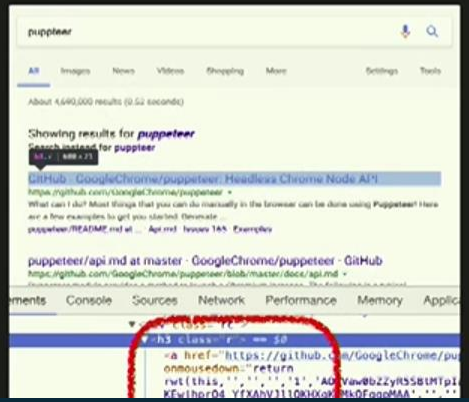
```
await page.goto('https://google.com');

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:

@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

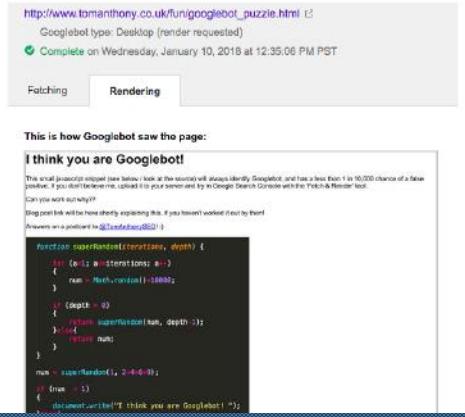
Tom

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 identify Google in an obfuscated fashion:



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 28, 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.

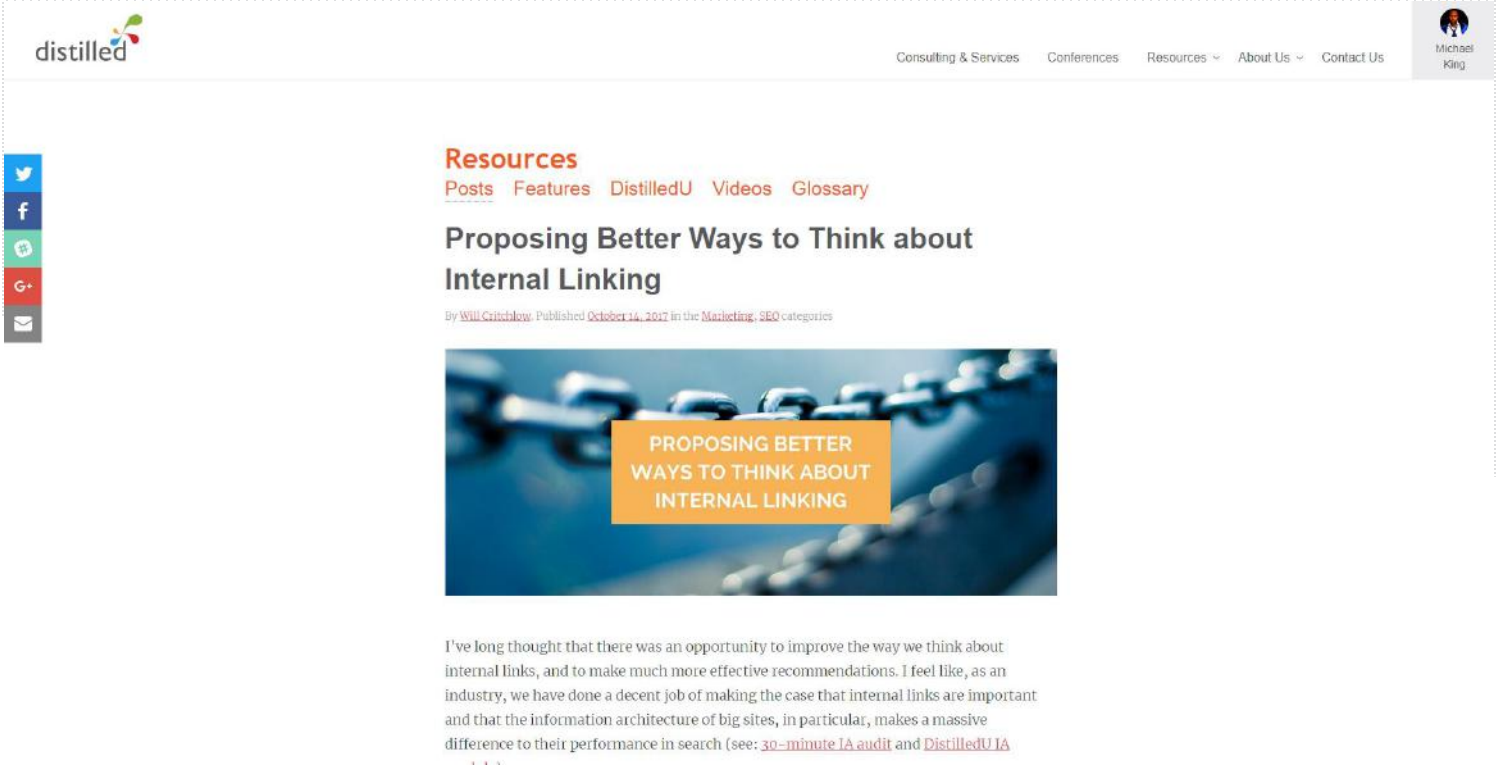
The only problem with this, is that unfortunately Google doesn't provide an official API for Google Trends, so we need some Python wizardry to do this in bulk.

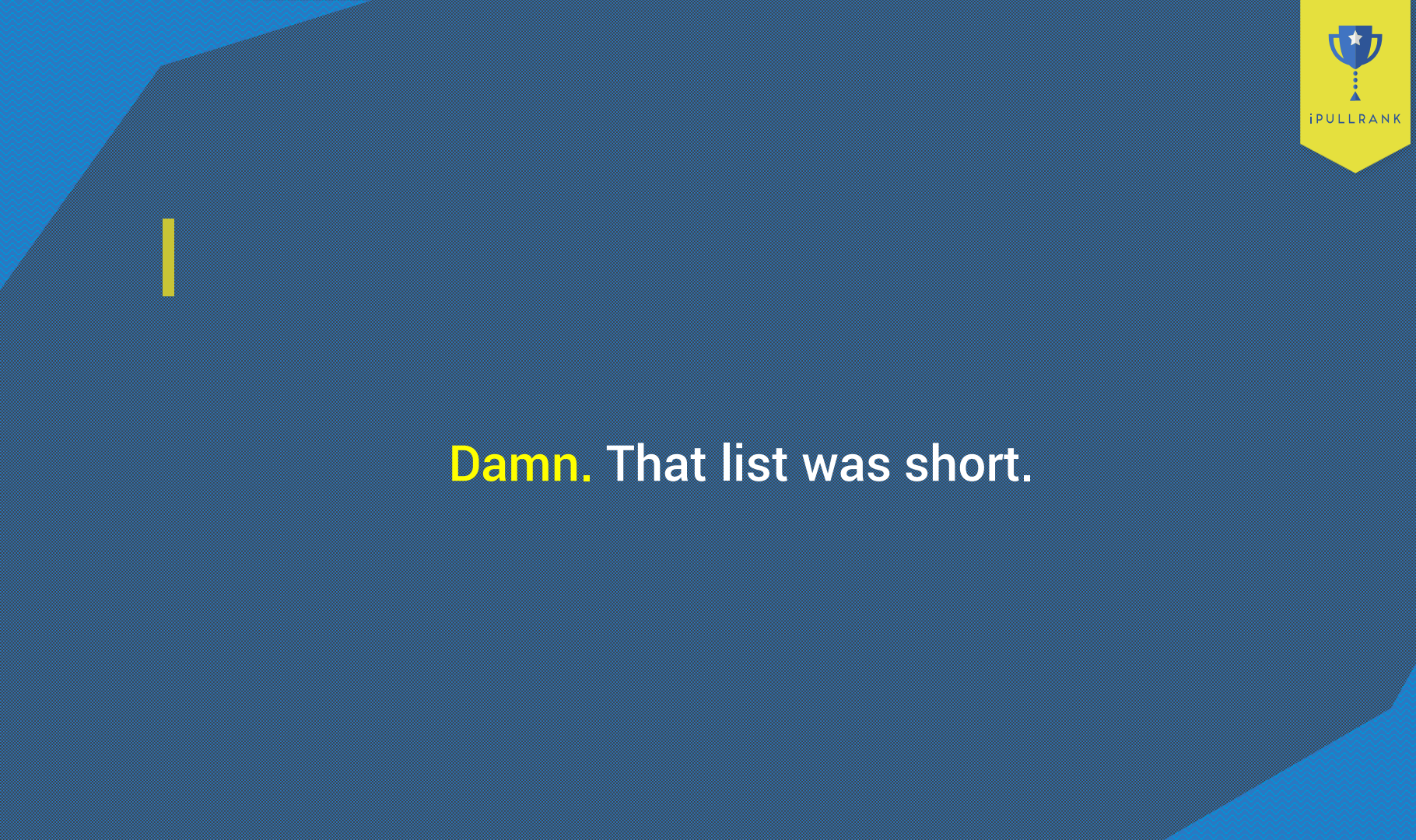
Make sure you have the *pandas* Python library installed. If you're running Windows, using a Python Distribution like Anaconda will make this whole lot easier.

364 Shares
15
15
5
329

All of Paul's stuff is interesting

@WillCritchlow's examination of internal links



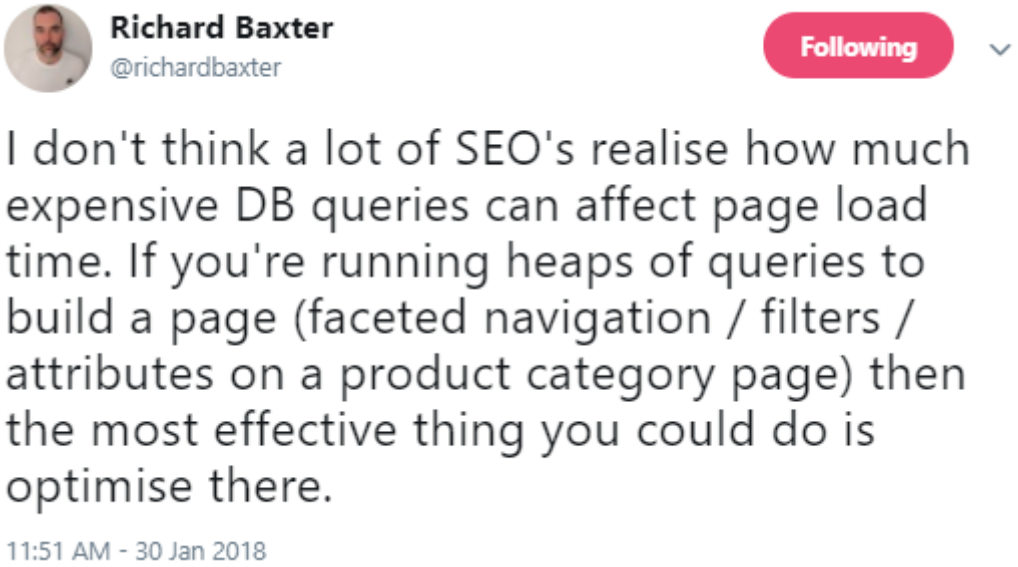


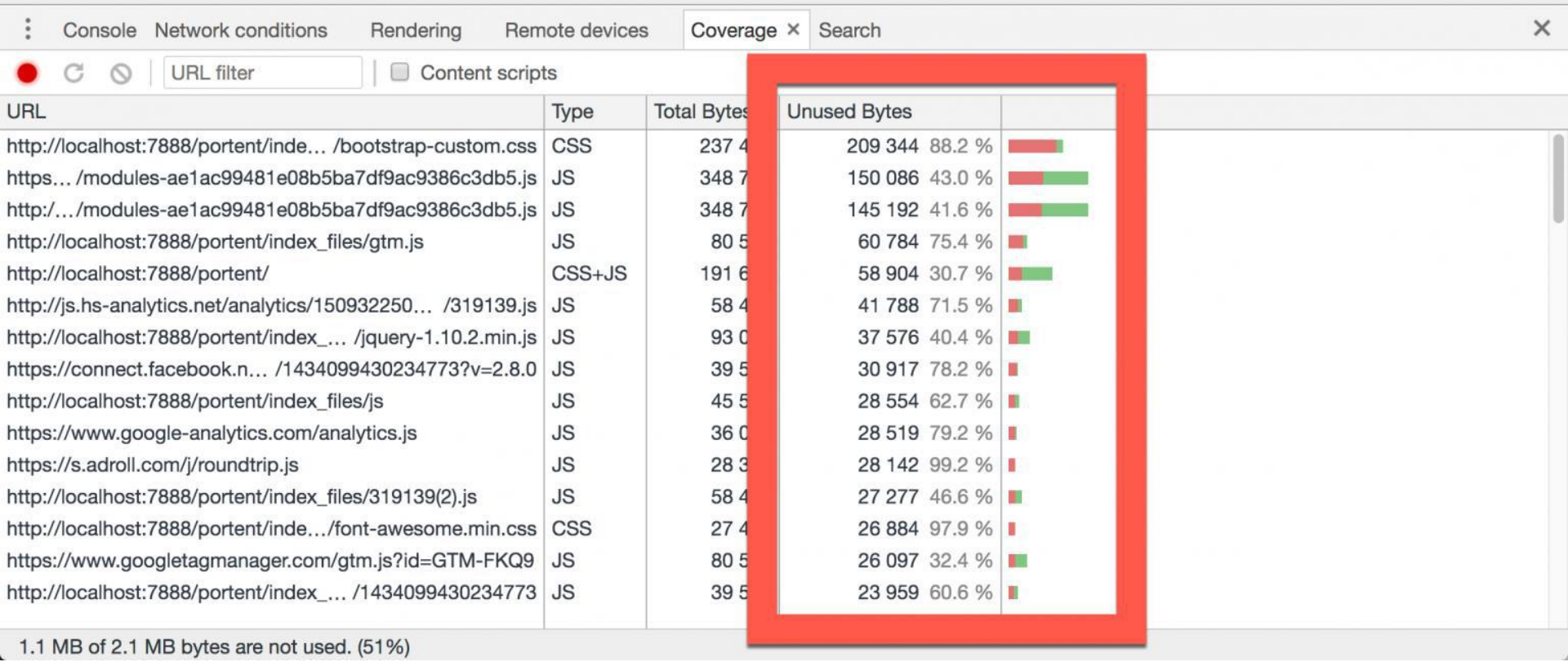
Damn. That list was short.

Are You Actionable and Optimal?

The real reason I'm here

Think Like @RichardBaxter





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.

Feedback

HTTP/2 Test Verify HTTP/2.0 Support

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

URL https://www.netflix.com Public Test

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.

iPULLRANK

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

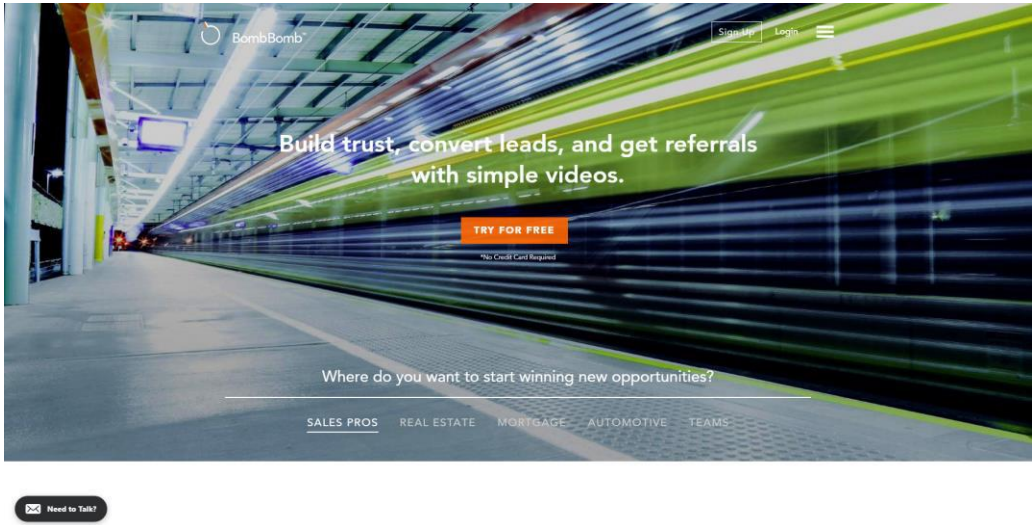
R

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

Outreach Hacks

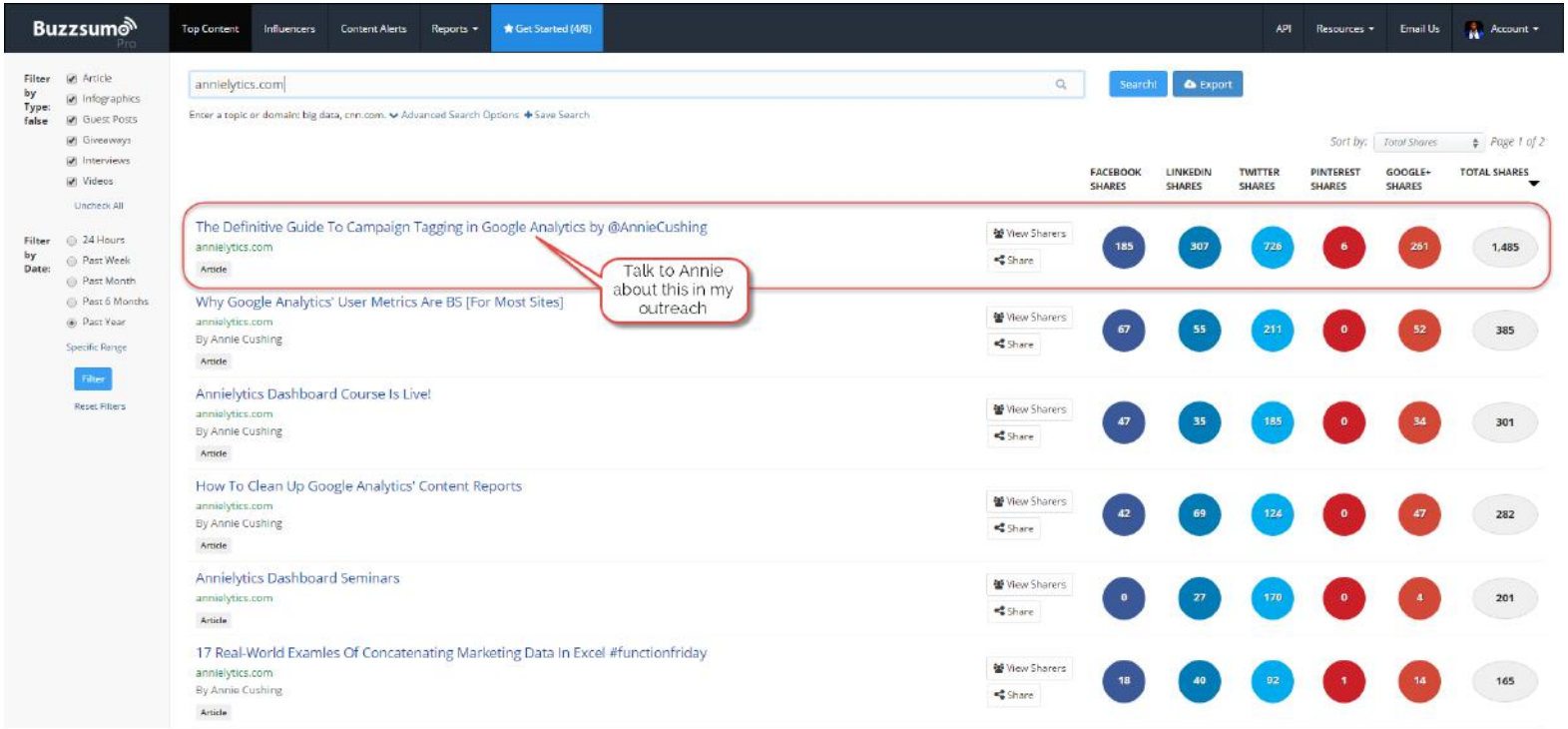
Using machine learning to speed up your link building outreach

Video Outreach with BombBomb



Perform video outreach to which has inherent proof that you are an actual person rather than just a spammer. Use Bomb Bomb https://bombbomb.com/

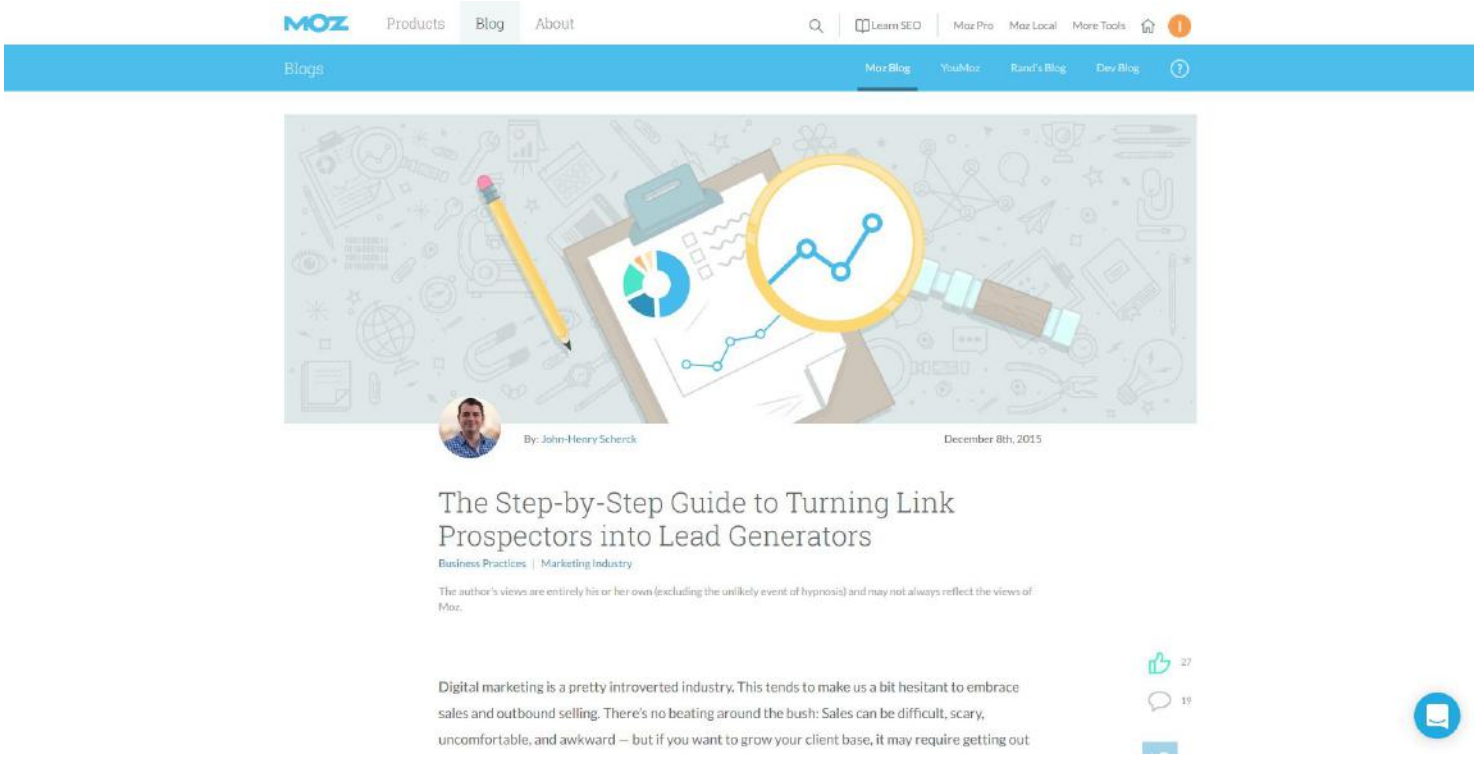
Tactic – Reach Out About Most Popular Content



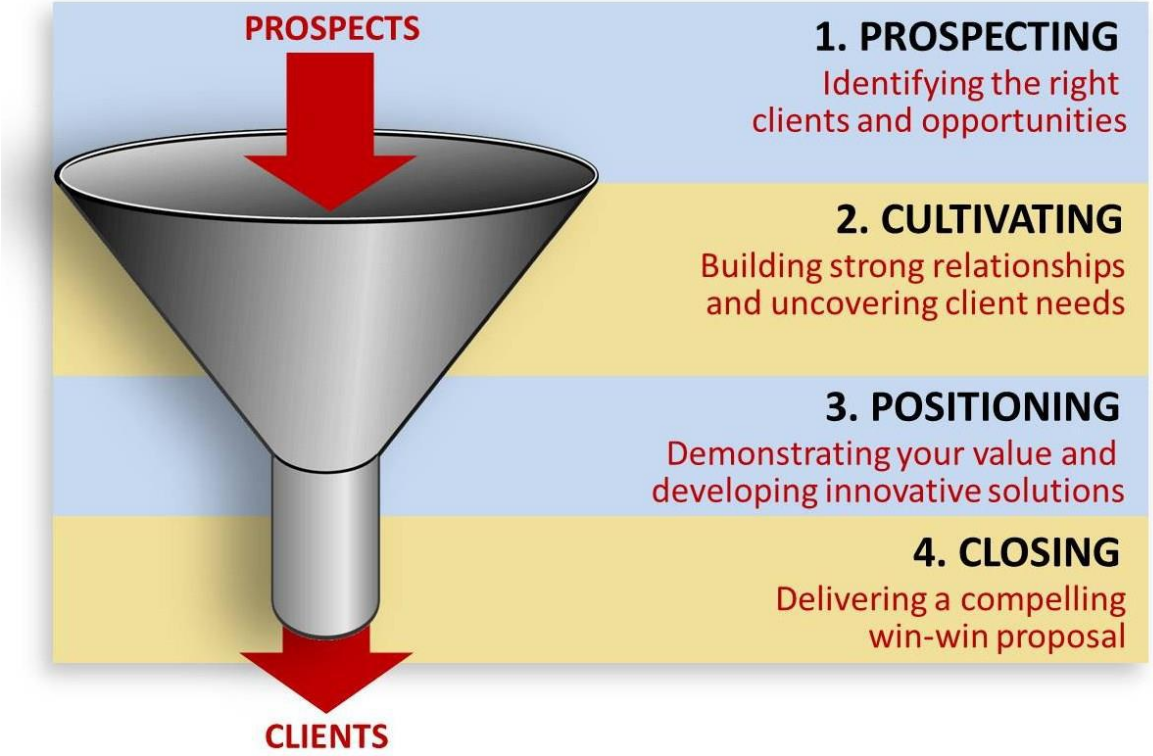
Use Buzzsumo to identify the most popular post on a domain and use that in your email because it's natural that someone would reach out to talk about something people are already sharing. http://www.buzzsumo.com

Outreach and link building are **exactly like sales though.**

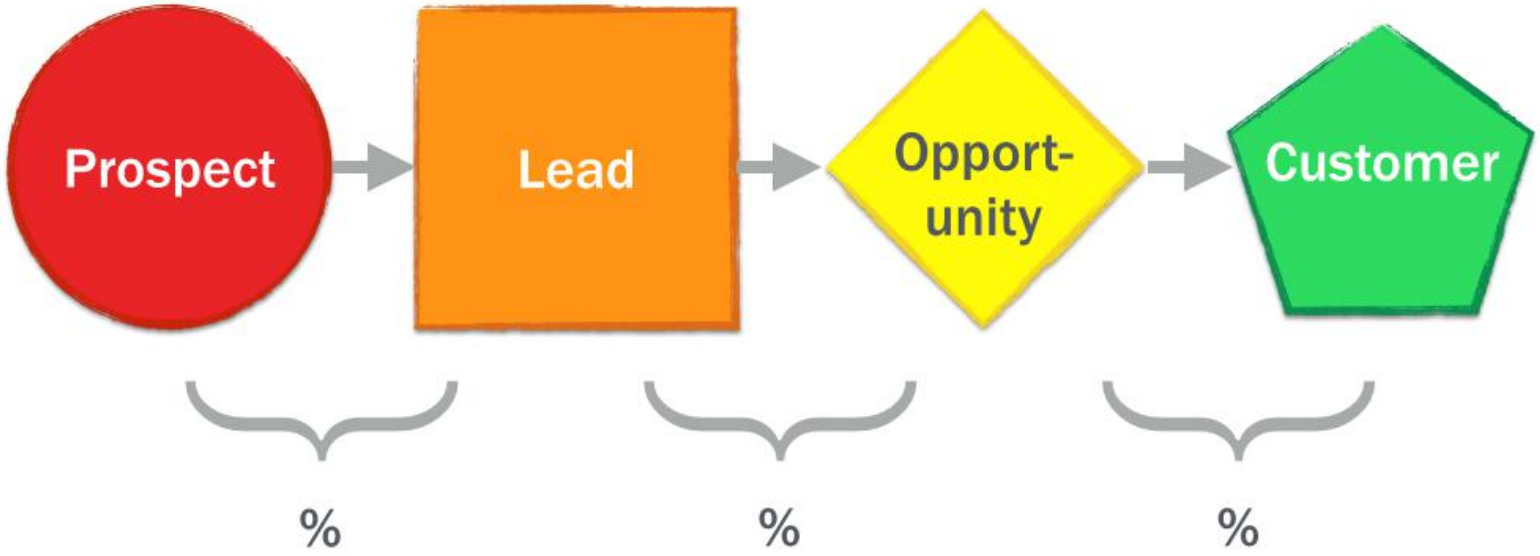
John-Henry Said it Best



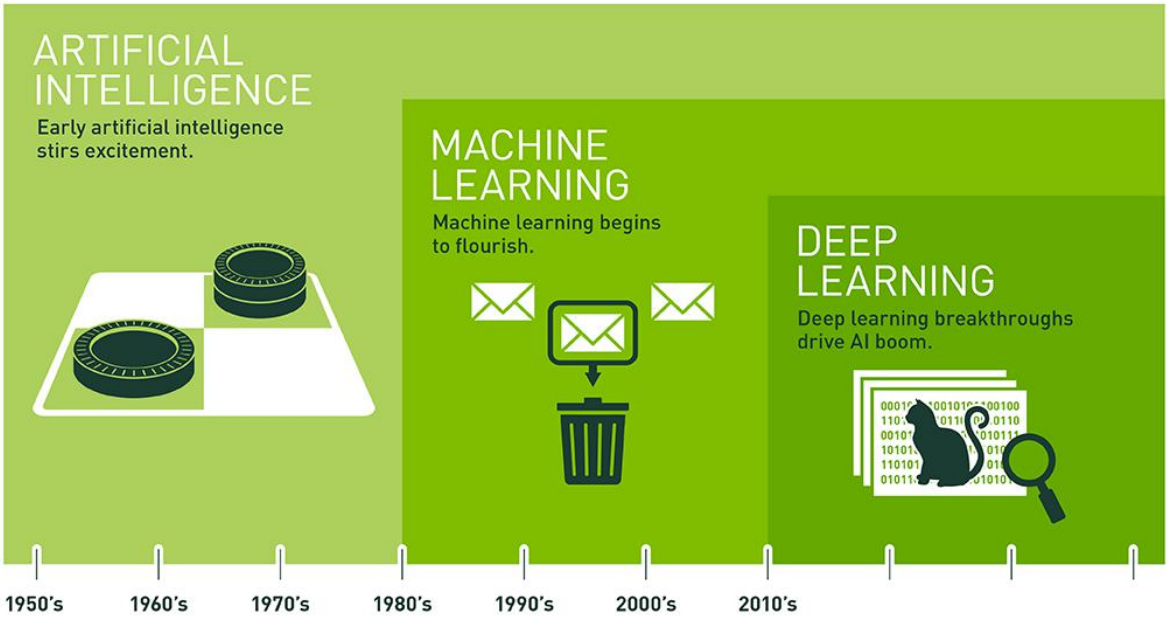
We Build a Funnel



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.

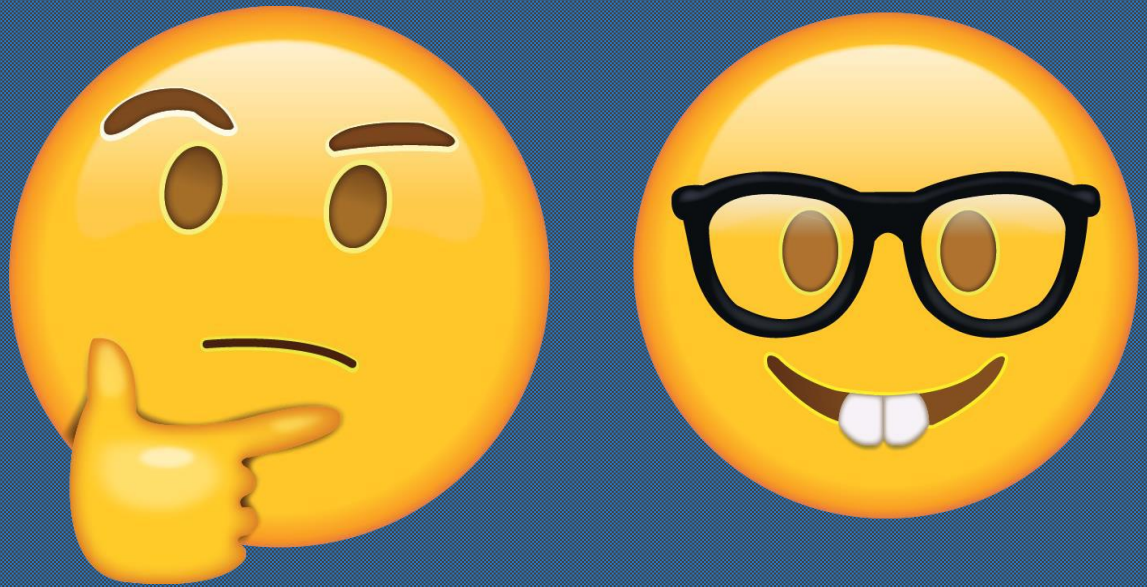
iPULLRANK

Ok. So, What Is Machine Learning?

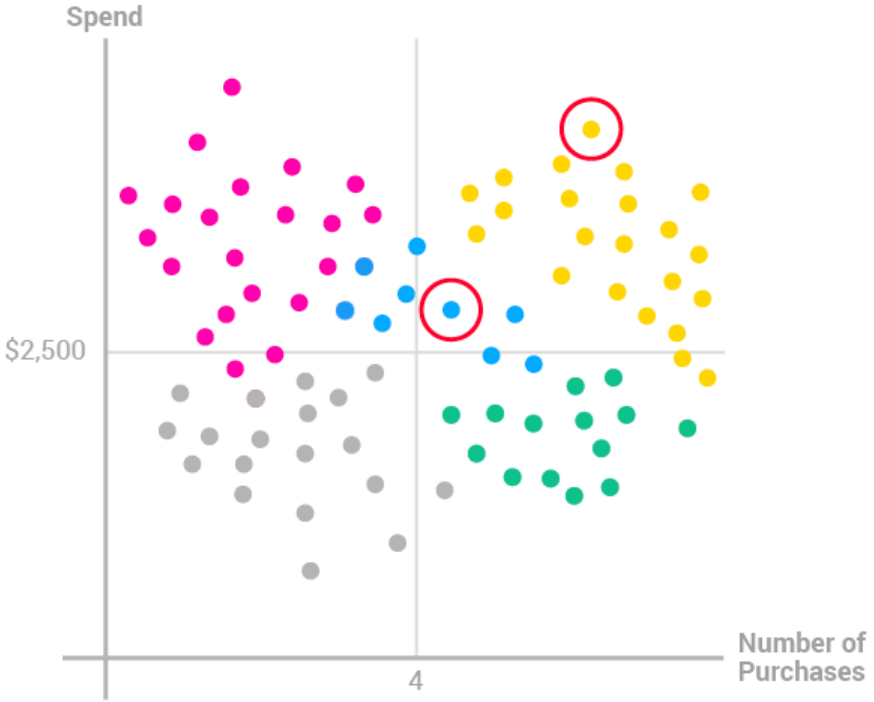
"Machine learning is a **type of artificial intelligence** that provides computers with the ability to **learn without being explicitly programmed**."

iPULLRANK

It’s Really Just Using Math to Guess and Check

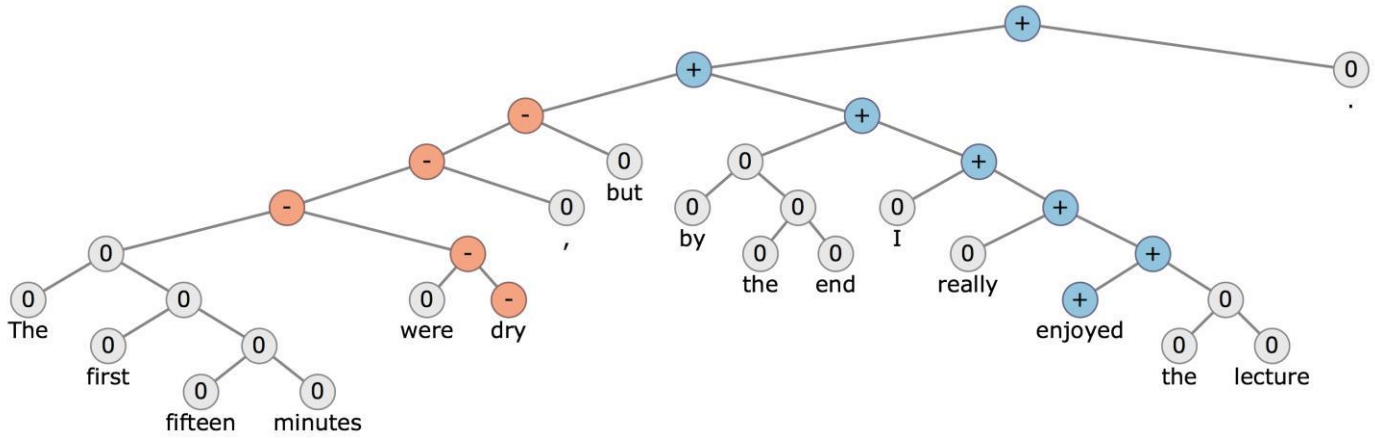


Supervised or Unsupervised Segmentation

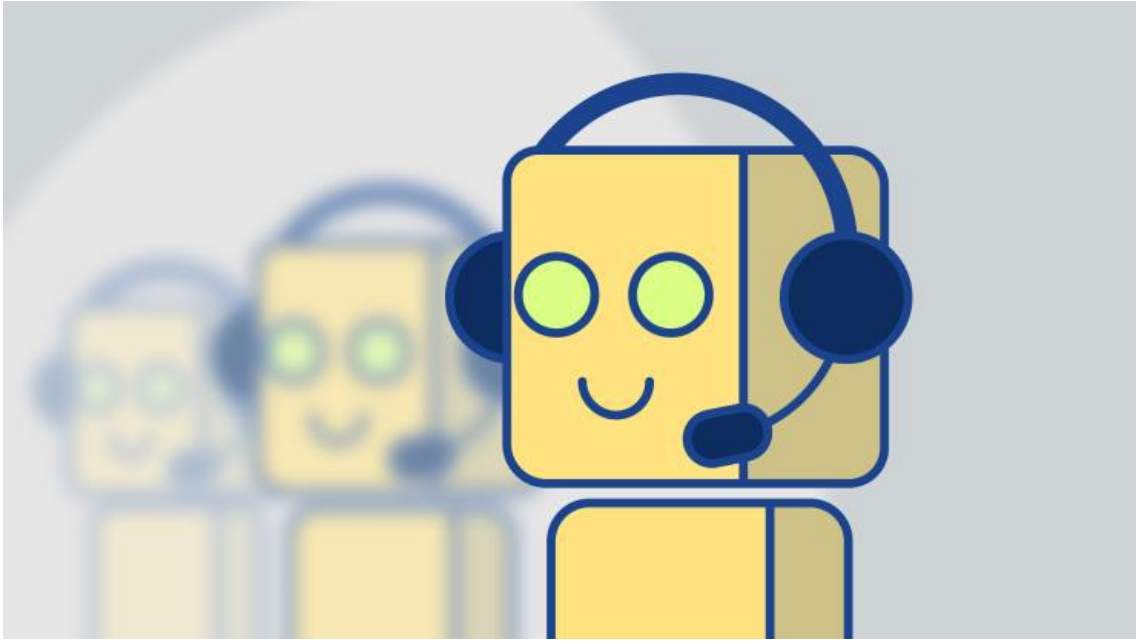


Predictive Modeling

Natural Language Processing

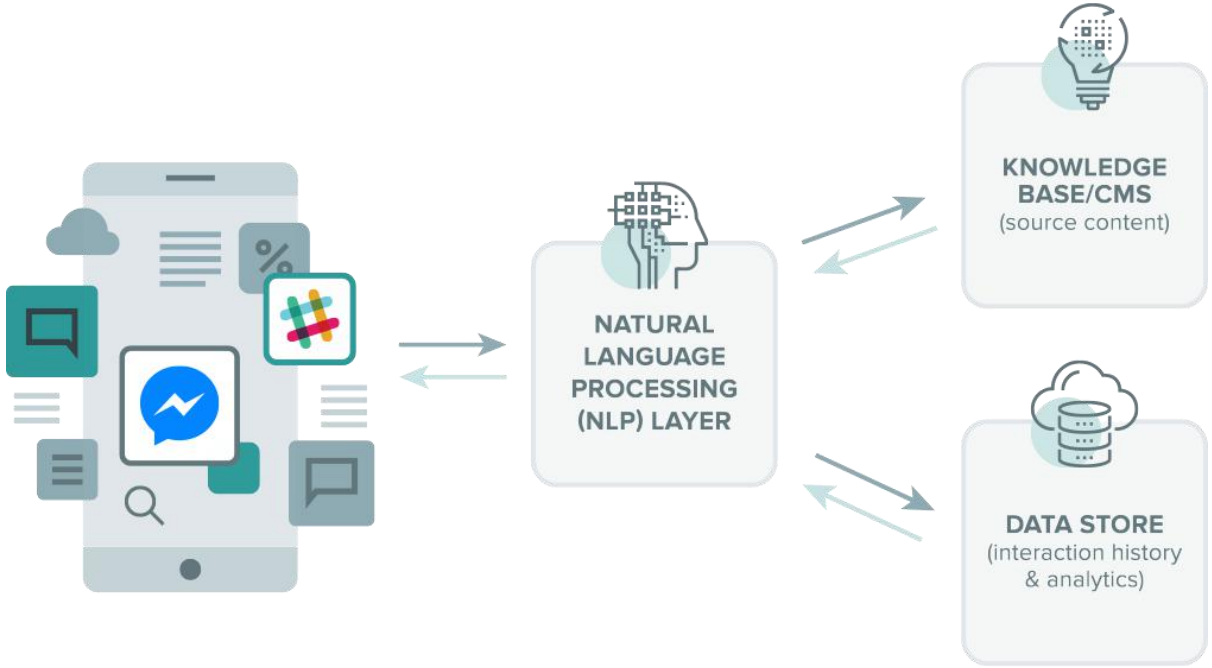


Chatbots

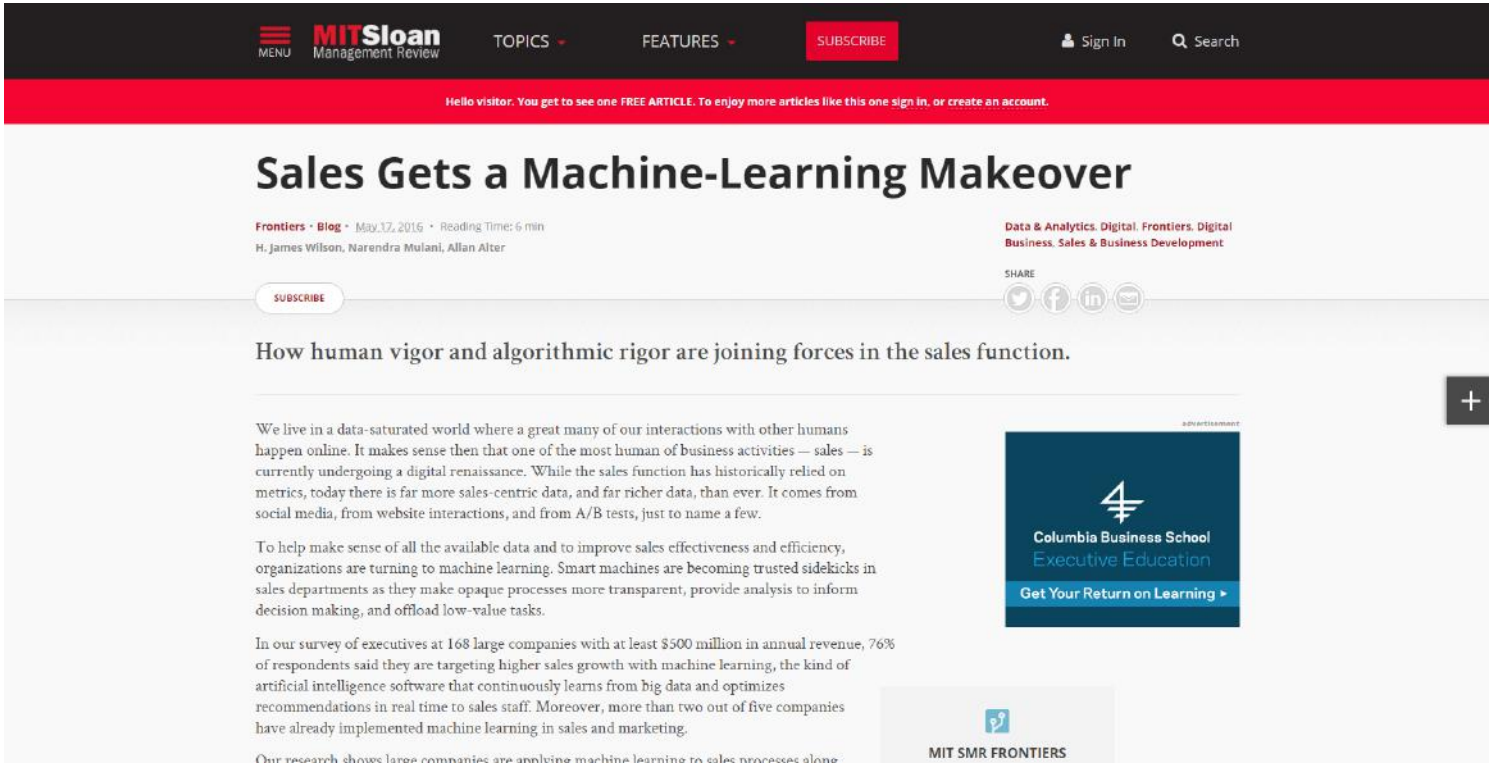


Training Chatbots

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



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Sales Gets a Machine-Learning Makeover

Frontiers • Blog • May 17, 2016 • Reading Time: 6 min

H. James Wilson, Narendra Mulani, Allan Alter

Data & Analytics, Digital, Frontiers, Digital Business, Sales & Business Development

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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

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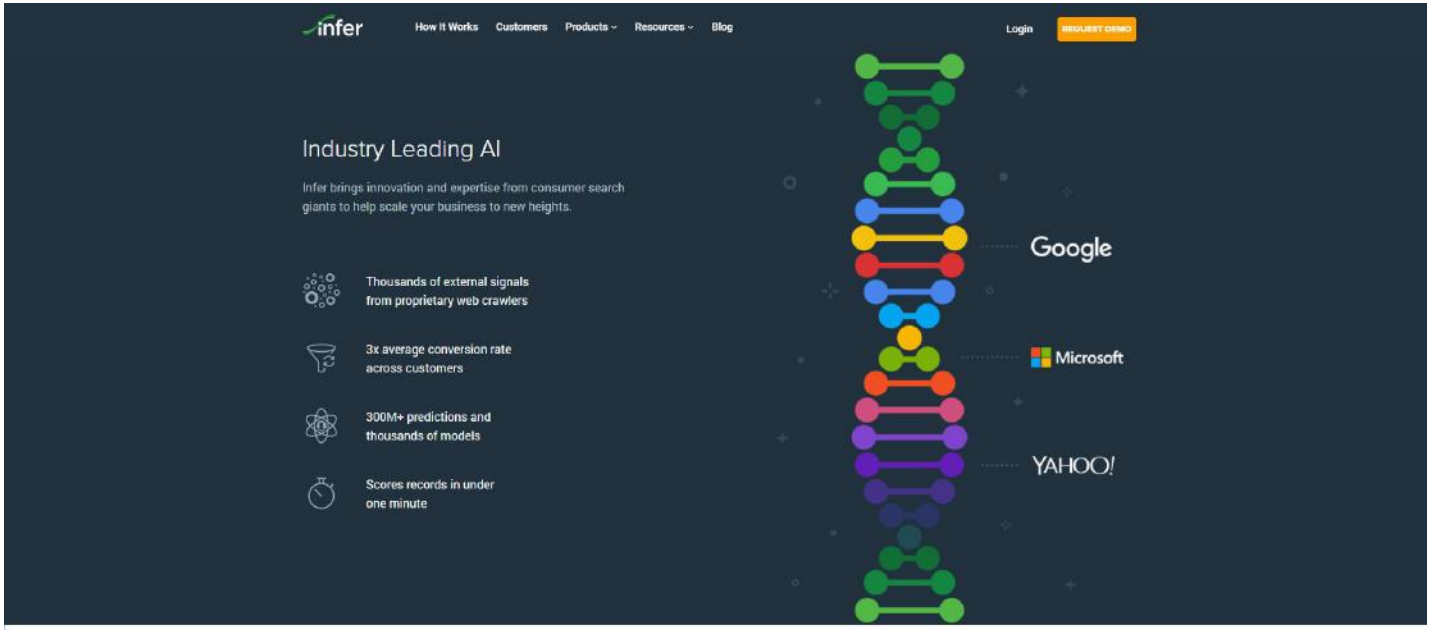
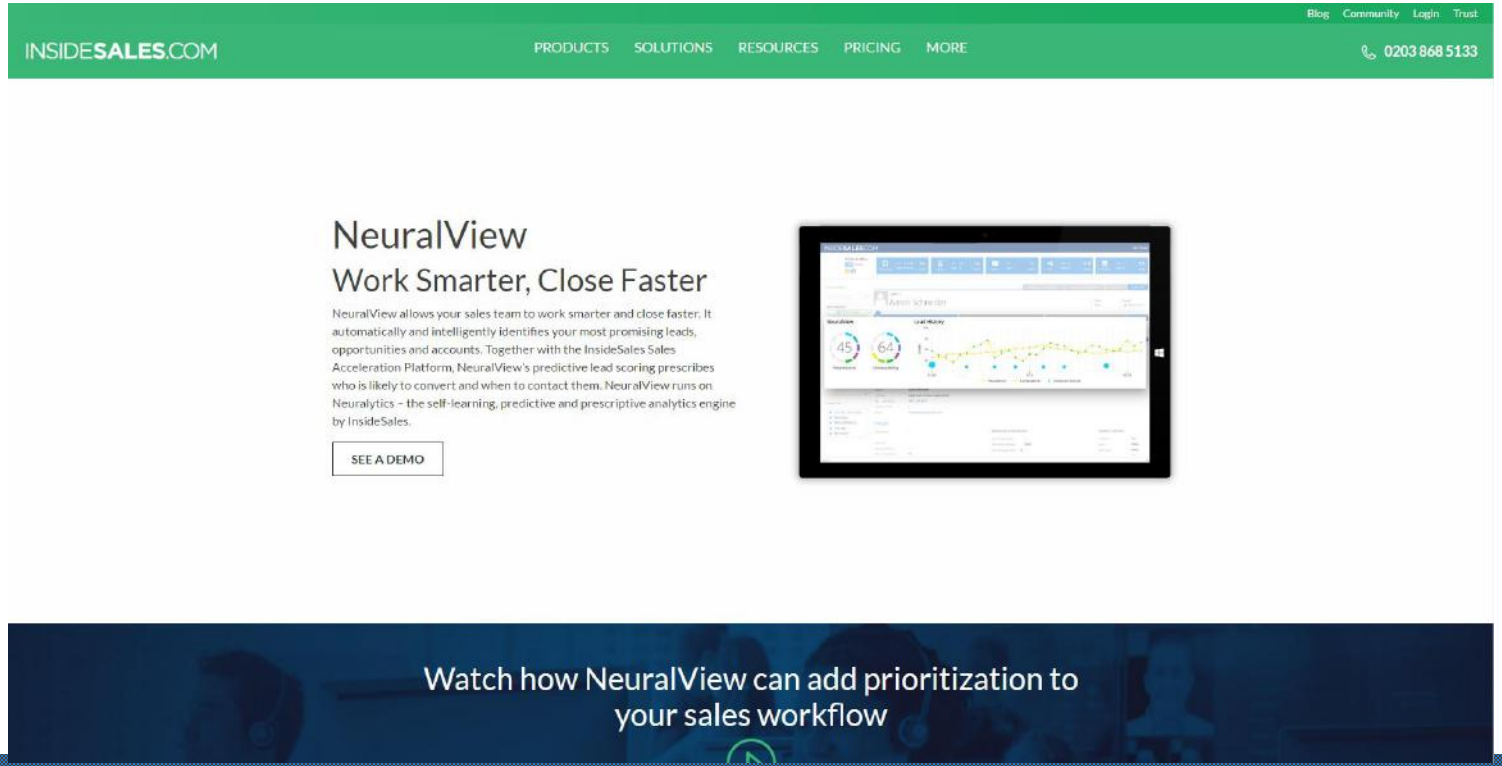
MIT SMR FRONTIERS

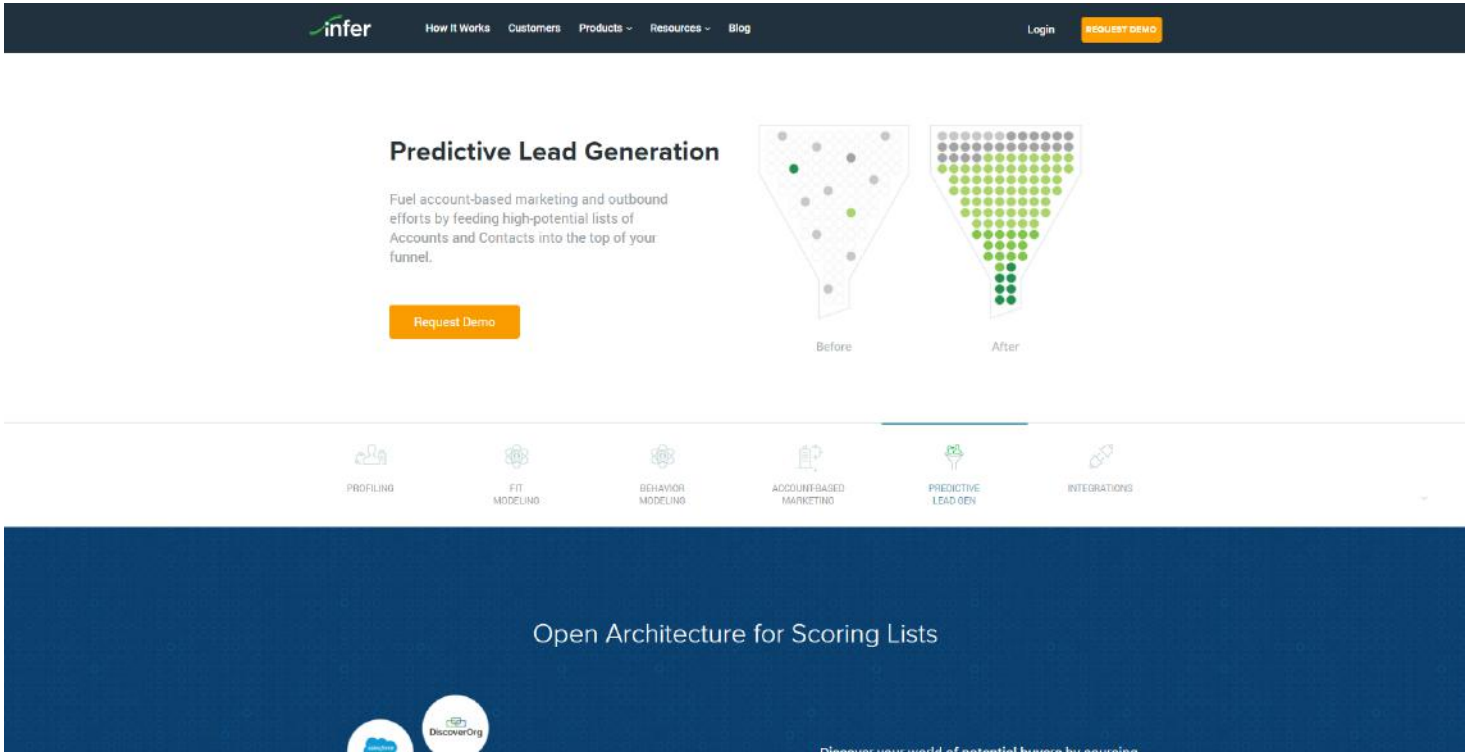
Lead Qualification / Scoring



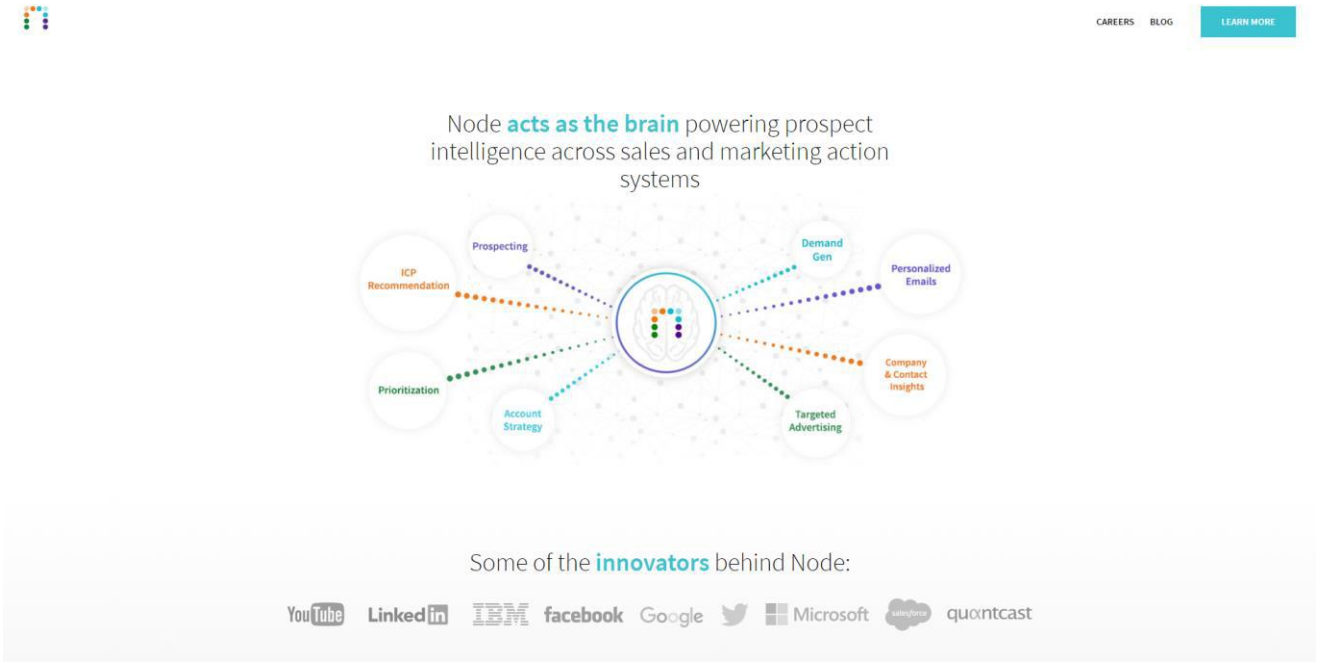
Close Prediction



Prospecting



Lead Intelligence



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

Most machine learning is done in R or Python, but those are programming languages, but you're marketers so let's figure out some things you can use without too much coding.

3 Things Machine Learning Can Help Scale in Outreach

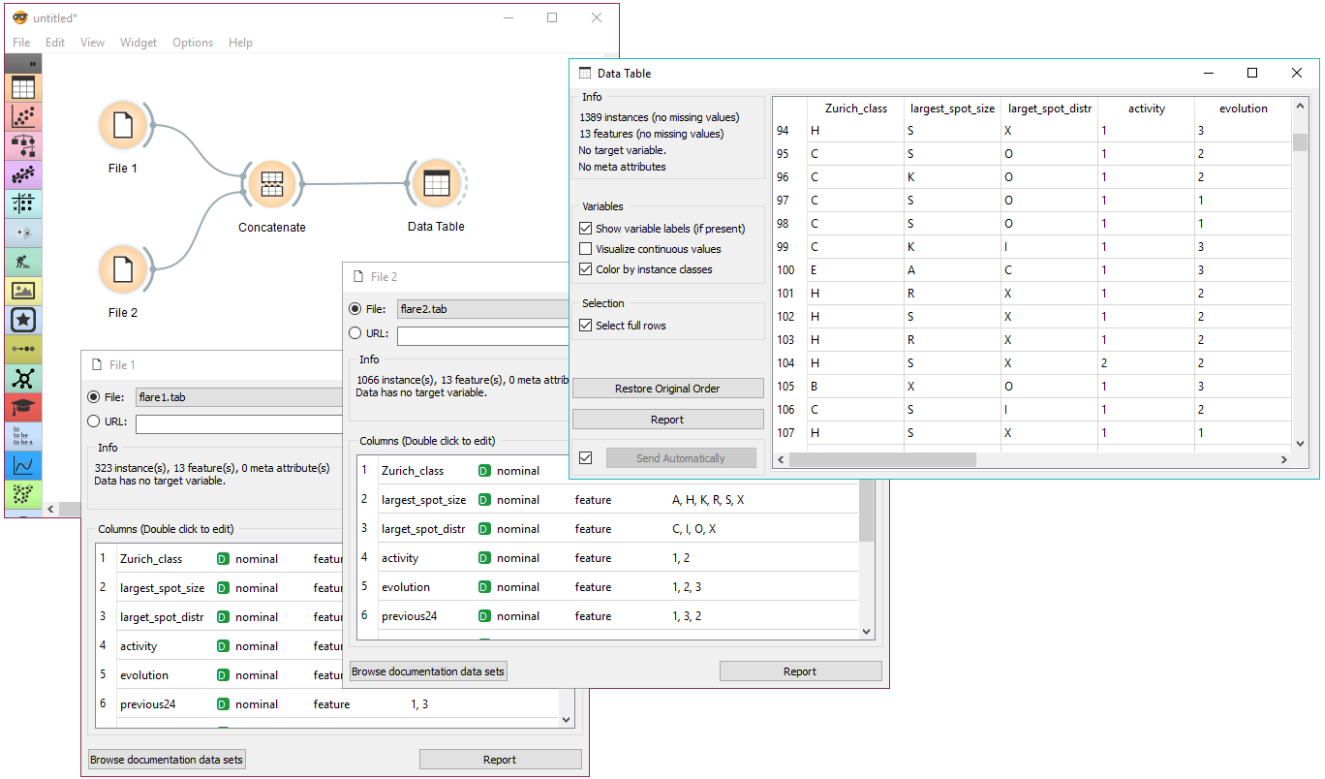
Prospecting

Initial Outreach Research

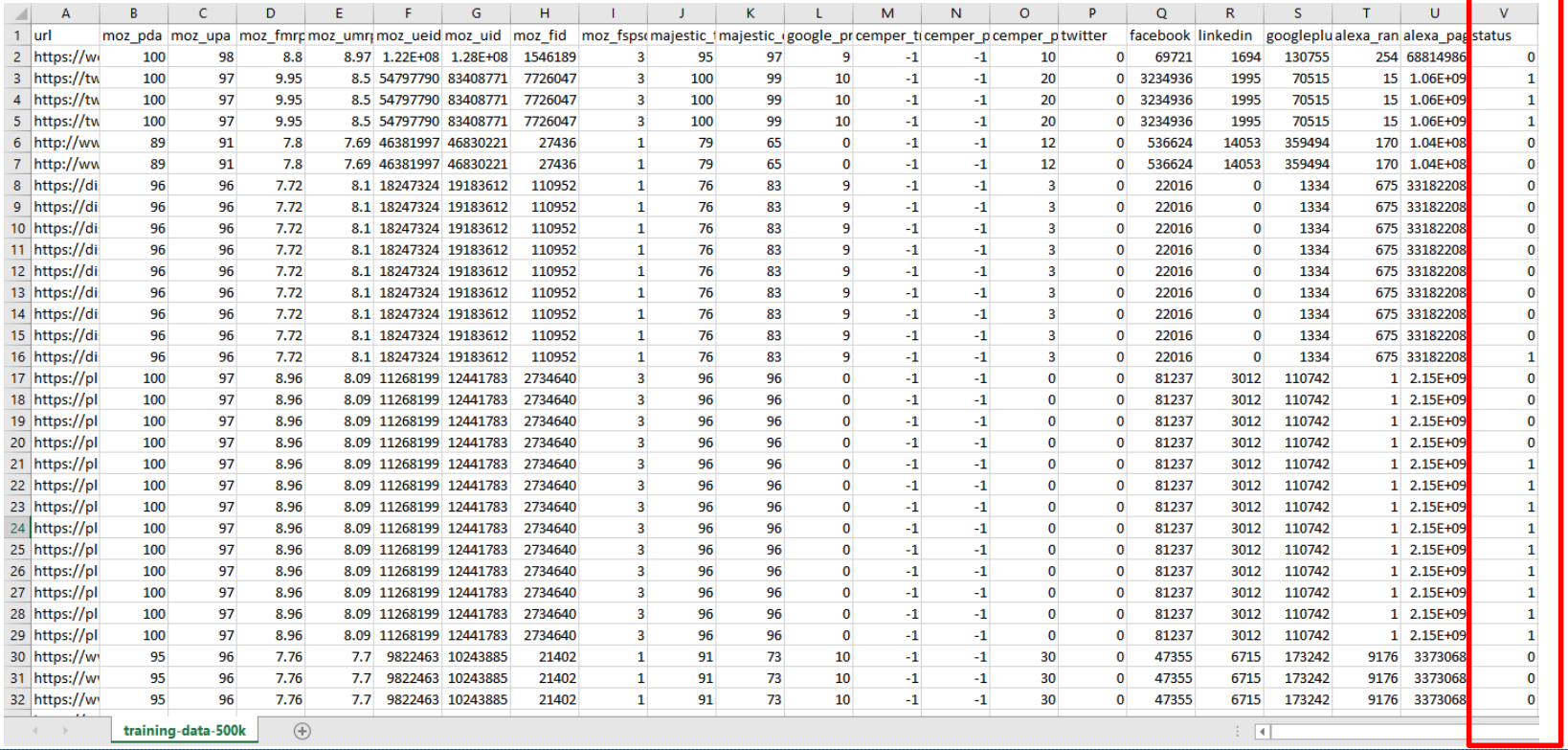
Overcoming Objections

Orange Canvas is a Visual Machine Learning Tool

It Allows You to Drag & Drop and Perform Analyses



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_fmrp	moz_umrp	moz_ueid	moz_uid	moz_fid	moz_fsps	majestic_t	majestic_r	google_pr	cemper_ti	cemper_p	cemper_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
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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
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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
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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
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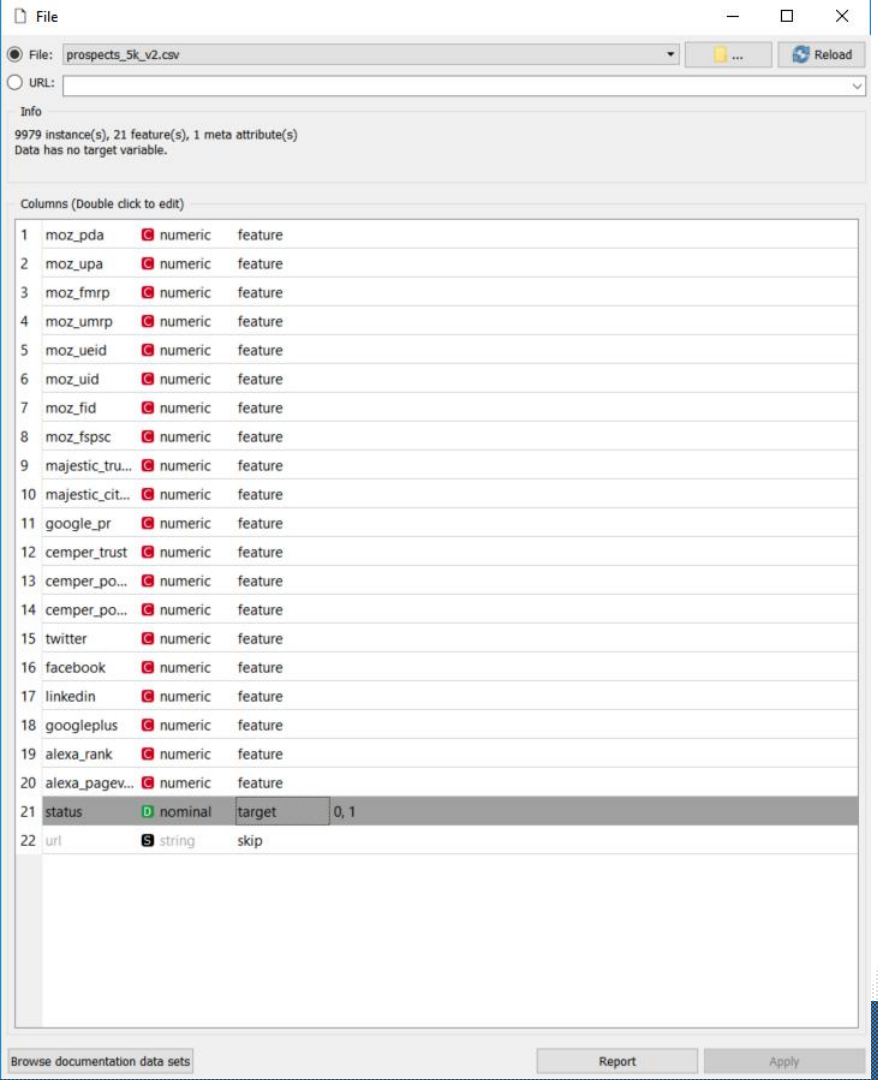
21	https://pl	100	97	8.96	8.09	11268199	12441783	2734640	3	96	96	0	-1	-1	0	0	81237	3012	110742	1	2.15E+09	1
22	https://pl	100	97	8.96	8.09	11268199	12441783	2734640	3	96	96	0	-1	-1	0	0	81237	3012	110742	1	2.15E+09	1
23	https://pl	100	97	8.96	8.09	11268199	12441783	2734640	3	96	96	0	-1	-1	0	0	81237	3012	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

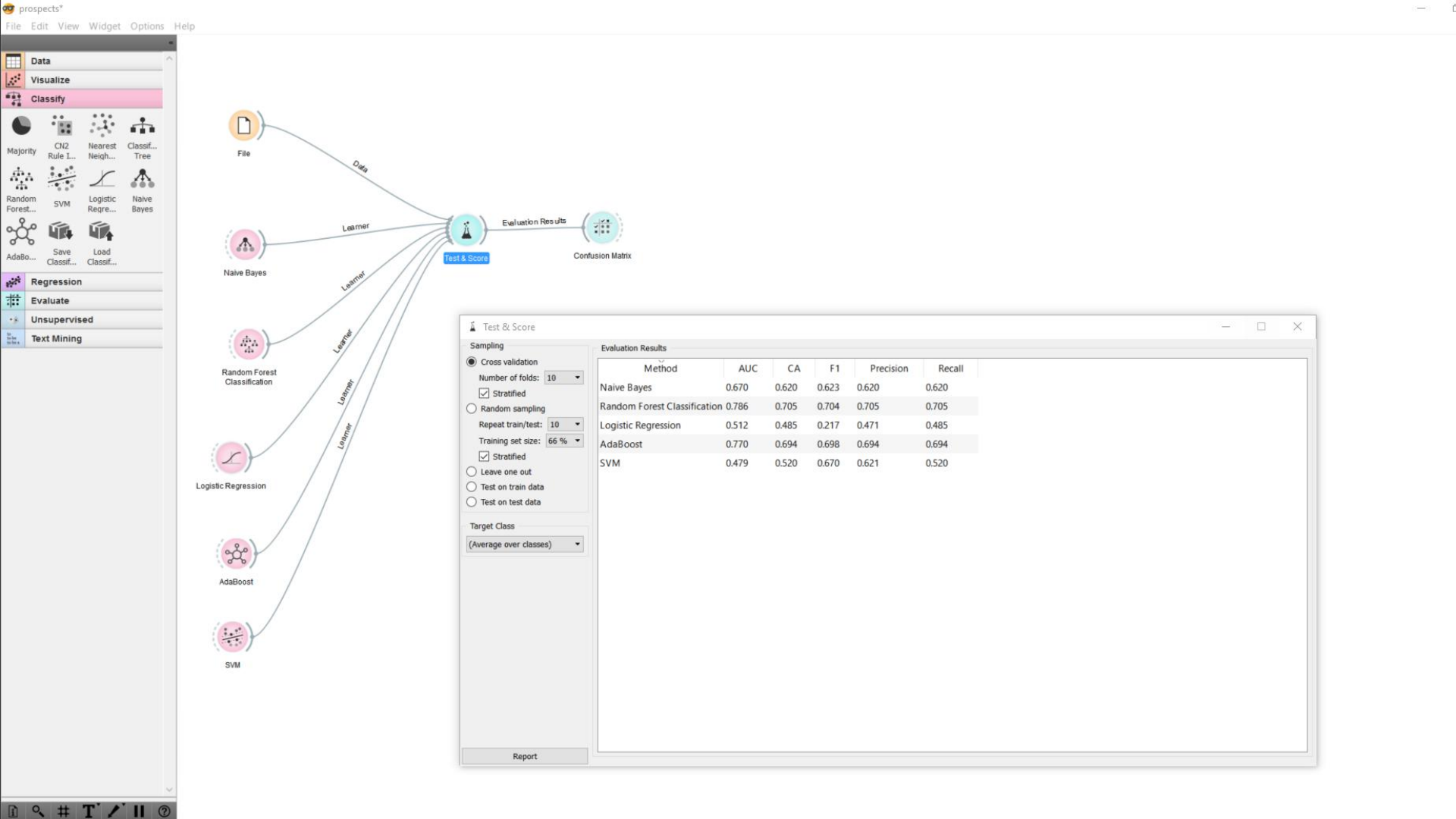
training-data-500k

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

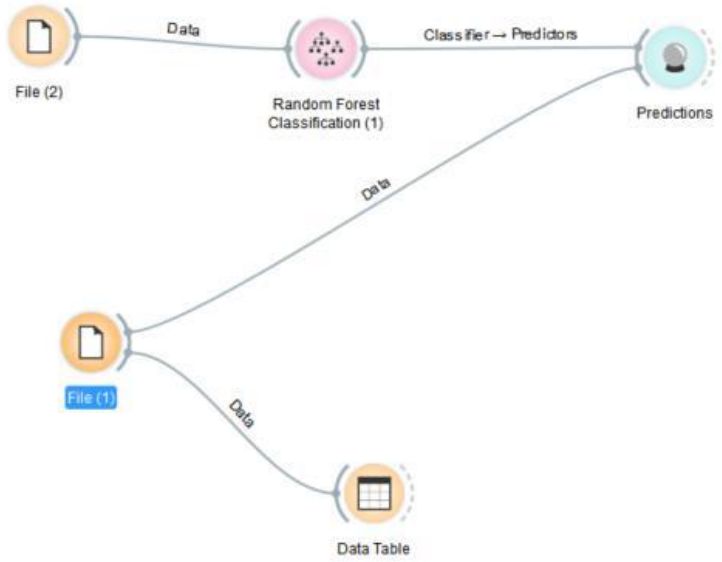


Import Your Data

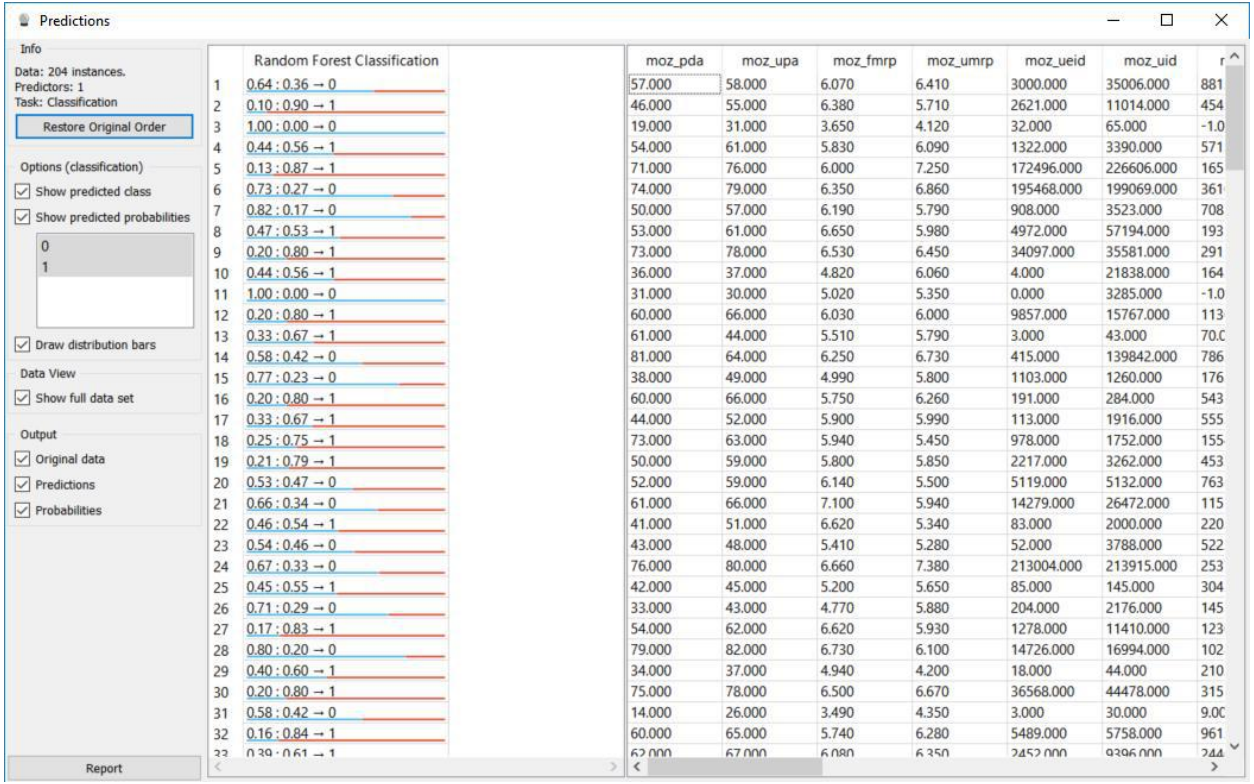
Specify the column where you have marked a site/page as approved as your target attribute. Skip any text-based attributes.


prospects*
File Edit View Widget Options Help
Data
Visualize
Classify
Majority
CN2 Rule I...
Nearest Neigh...
Classif... Tree
Random Forest...
SVM
Logistic Regre...
Naive Bayes
AdaBo...
Save Classif...
Load Classif...
Regression
Evaluate
Unsupervised
Text Mining
File
Data
Learner
Naive Bayes
Learner
Random Forest Classification
Learner
Logistic Regression
Learner
AdaBoost
Learner
SVM
Test & Score
Evaluation Results
Confusion Matrix
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)
Report
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

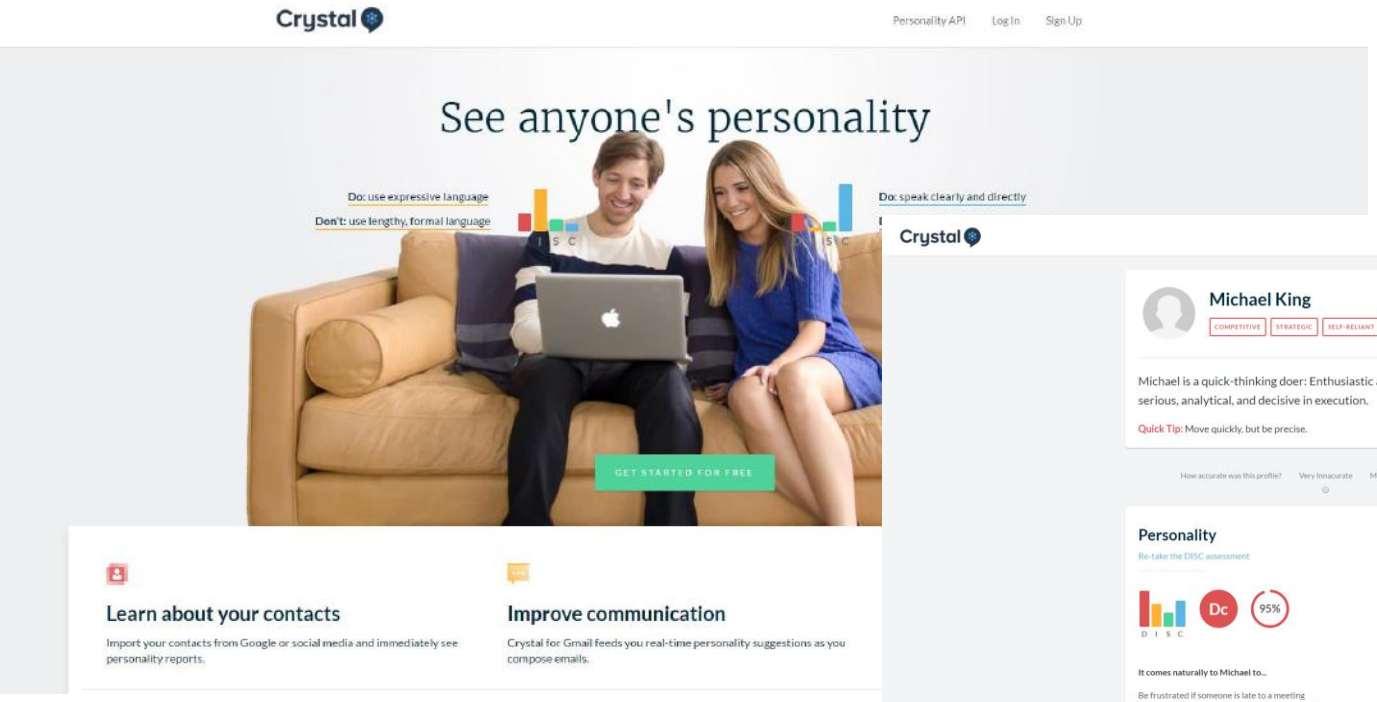
Use the Model that Performed Best to Predict

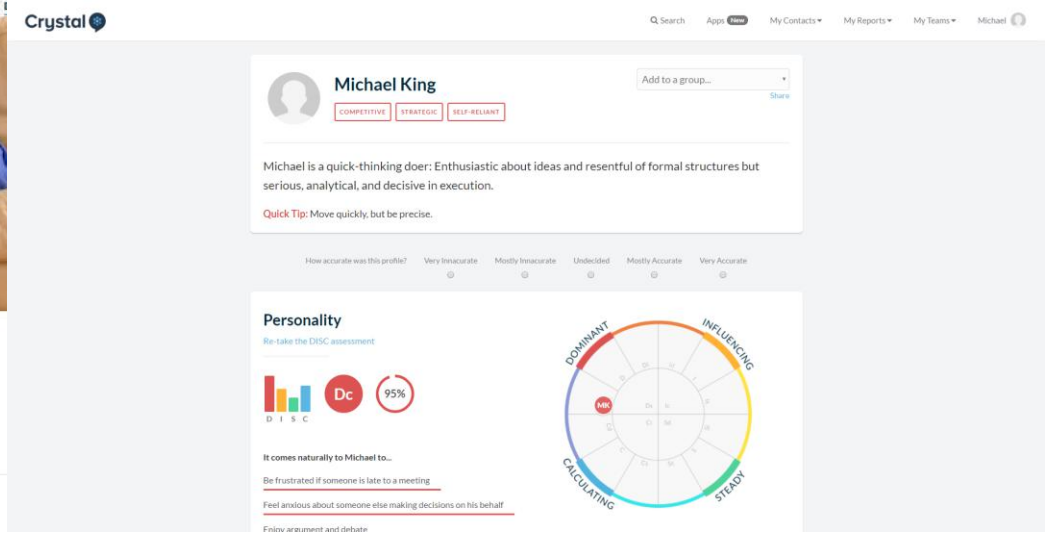


The Output is a Segmented Prospect List



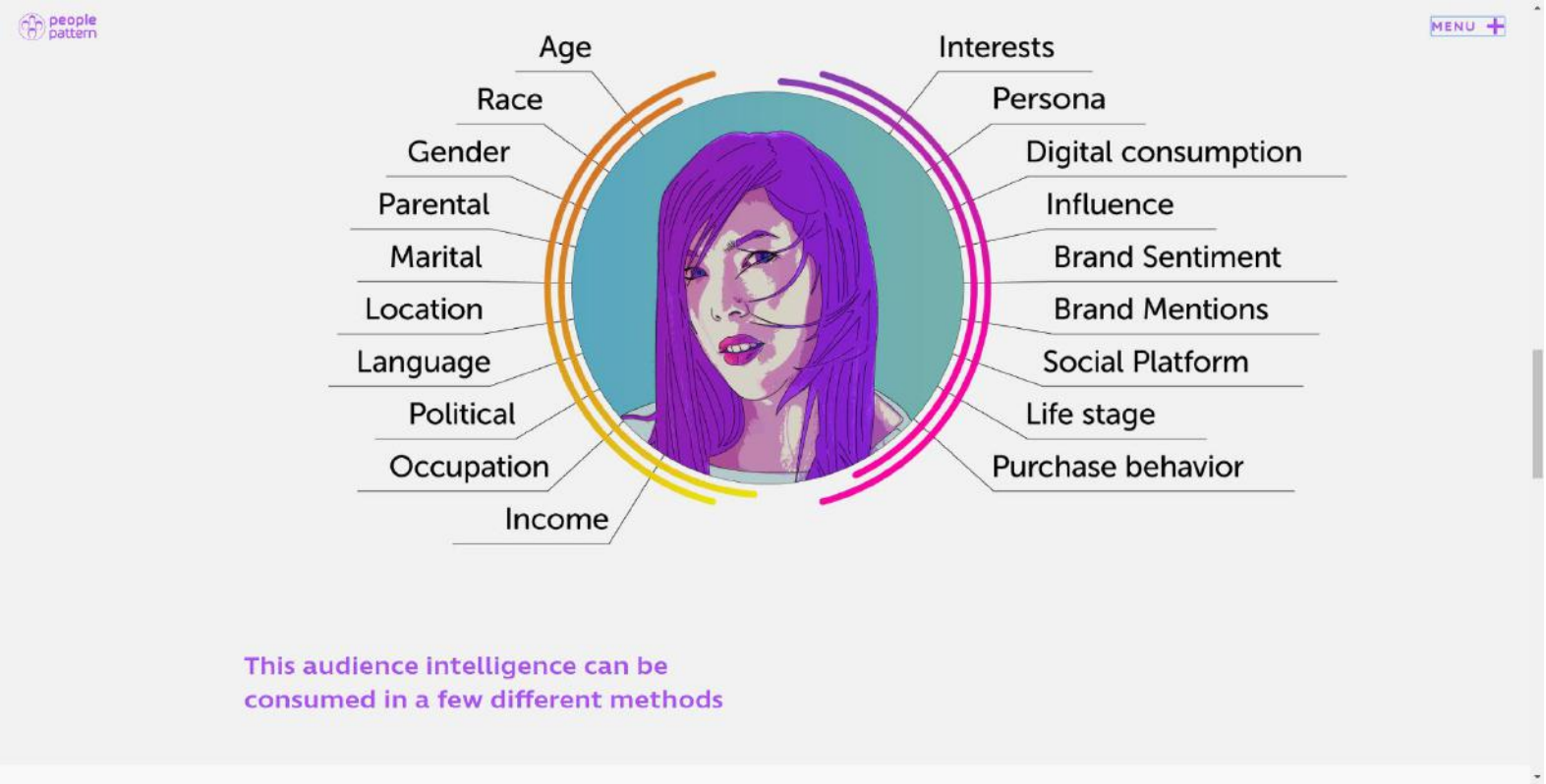
Research – CrystalKnows





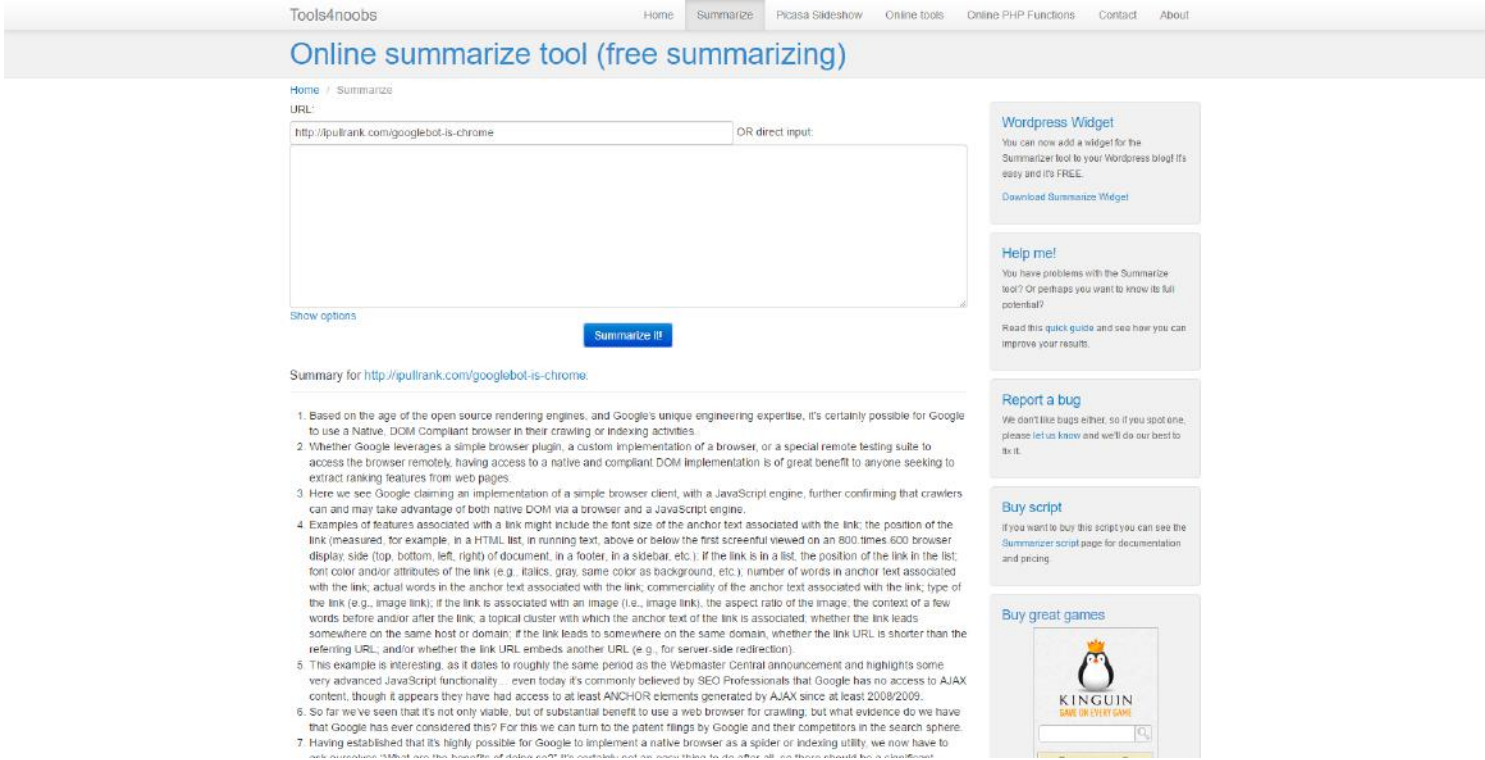
This tool is an example of user segmentation based on social media data http://www.crystalknows.com

Research – PeoplePattern

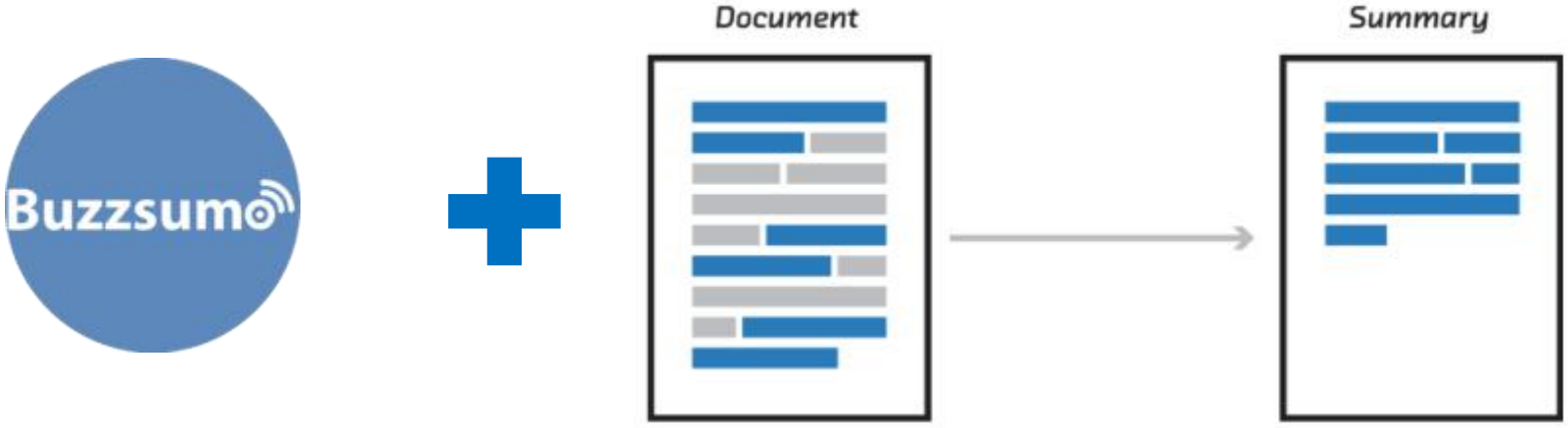


People Pattern is an enterprise tool that accomplishes similar goals, but could allow you to segment outreach targets https://www.peoplepattern.com/

Research – Text Summarization Tool



Improve My BuzzSumo Tactic



Scale the tactic of reading the prospect's most popular post using text summarization.

Automate Overcoming Objections with an Email Chatbot

How Chatbots and AI Create Email Auto-Replies with Intelligent Answers

Anastasia · 23. August 2016 · No Comments

After emailing a service request to a company, there's nothing better than receiving a quick reply. Often times though, quick replies are automated and say something like, "Thank you for your email. A representative will be in touch to help shortly." While you may initially feel happy that your email request was acknowledged, wouldn't it be even better to receive a quick reply that includes helpful information?

Streamlining service is a top priority for many businesses. As the multichannel nature of service continues to grow, companies are looking for new ways to communicate with customers, fast. Enter the auto-responder; a technology that responds automatically to service emails or is triggered by a certain event (such as a purchase). Many companies in various industries use autoresponders to lighten service representatives' loads. Chatbots — another emerging service technology — have a lot in common with auto-responders, however they use AI (artificial intelligence) to "read" and respond to service queries on apps such as Facebook Messenger.

Deutsch

English

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1 month ago

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Field Service Management For Small ...
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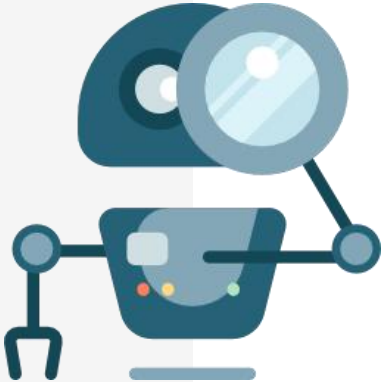
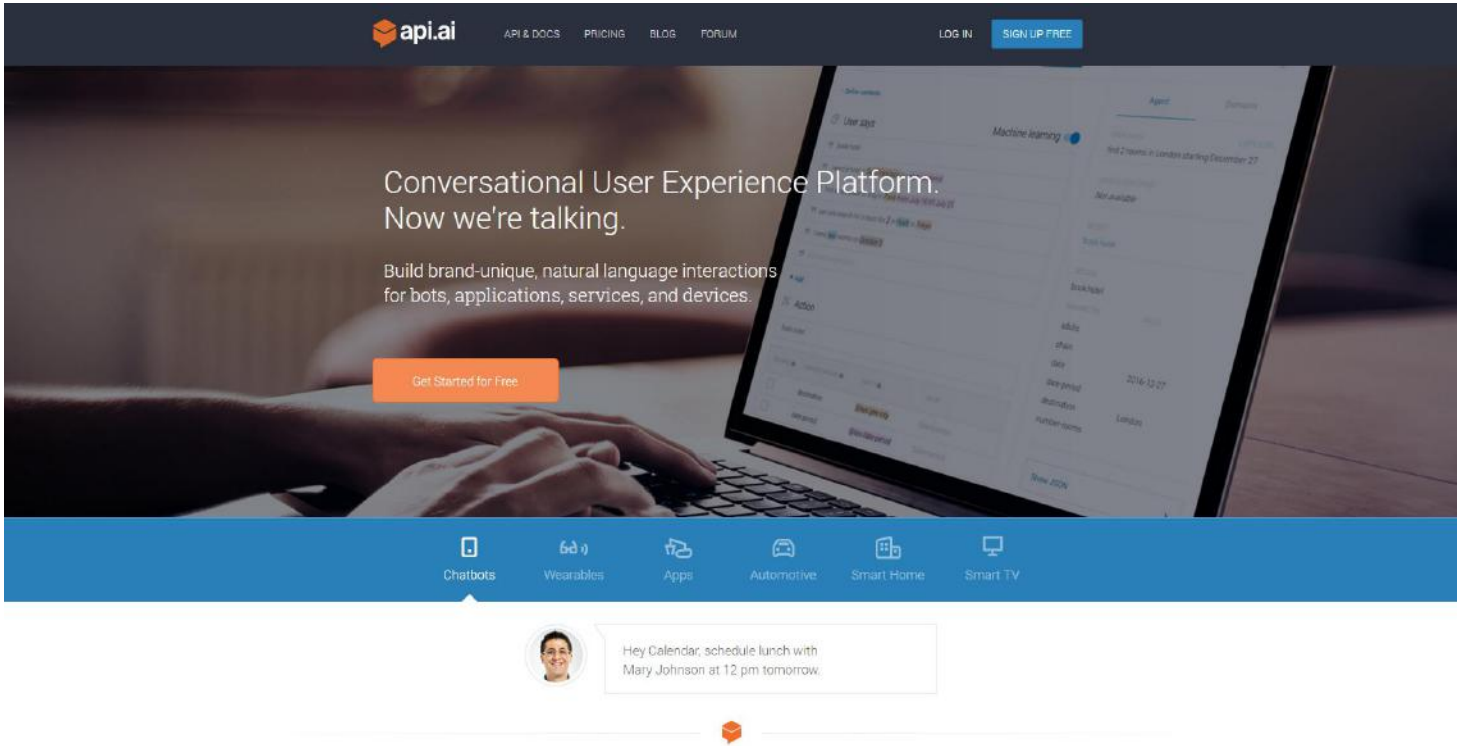
Tags

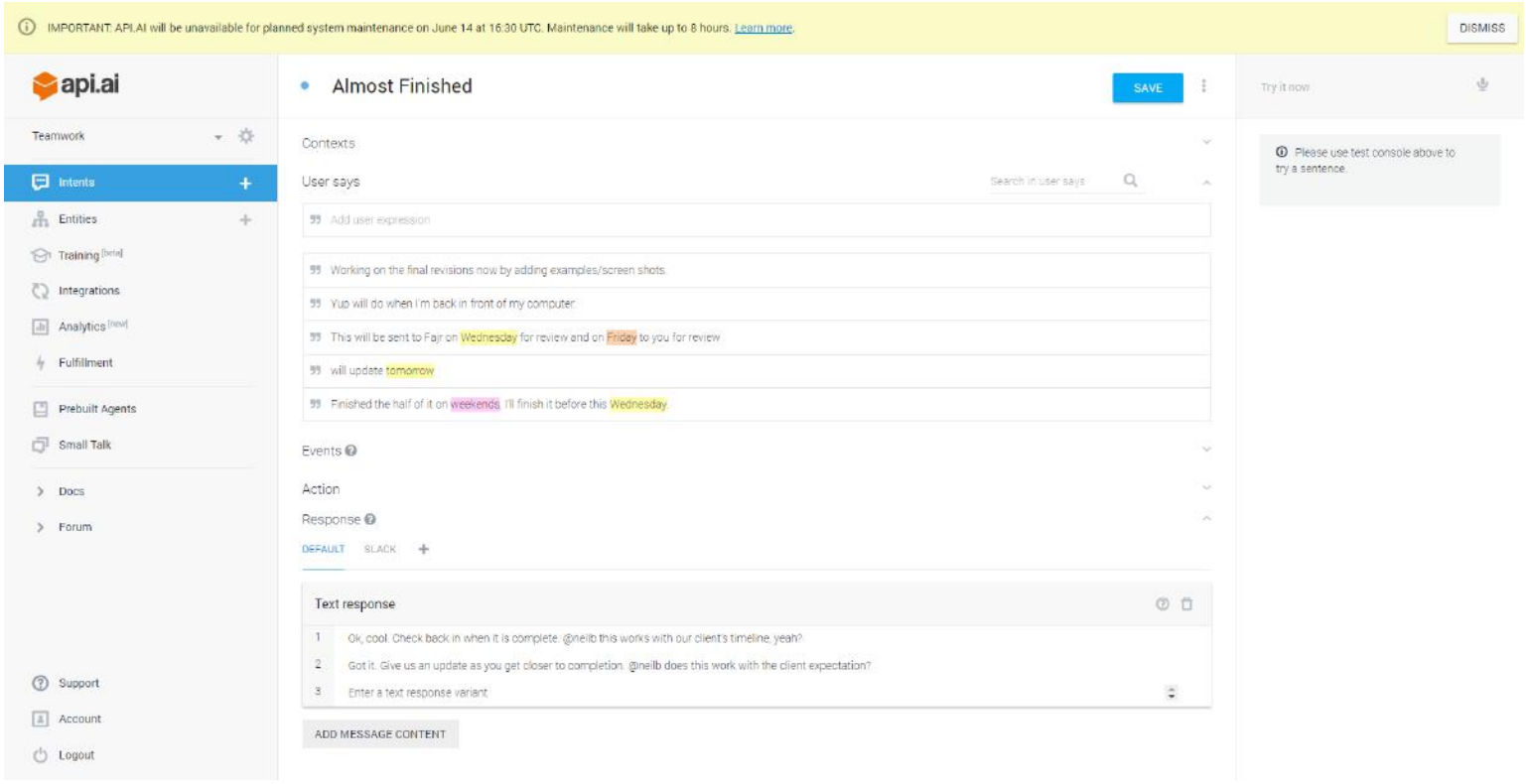
AI Airbnb Collaborative Consumption collaborative economy Crowd crowd customer service Crowd Kundenservice crowd service Crowdsourcing Customer Experience



Generate your Chatbot with API.AI

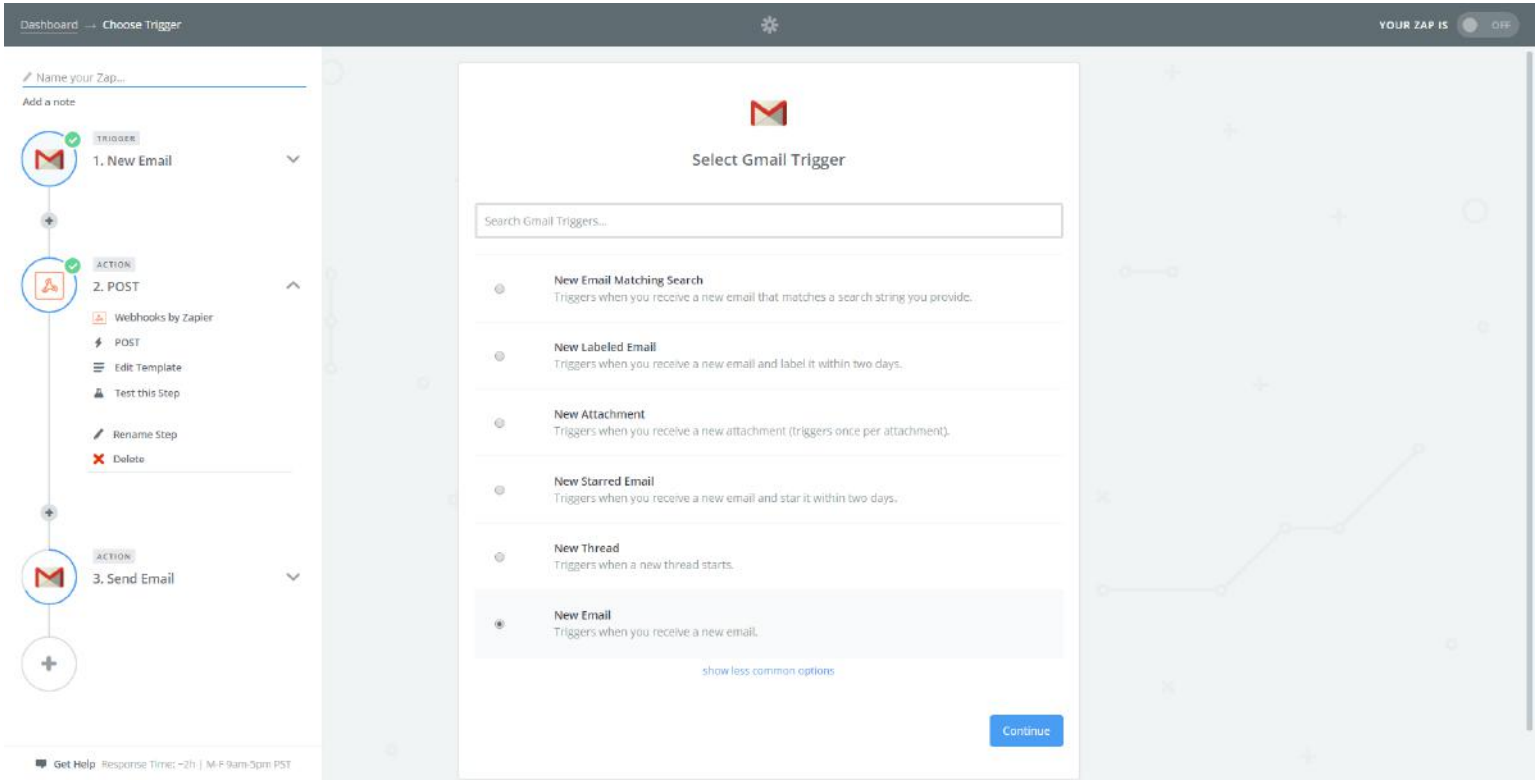


Setup your Responses with Key Variables



Based on what the user might say in their response to you, set up your own responses and use variables so those responses are contextual and logical. The bot will continue to learn based on the emails it gets.

Connect Your Bot to Email Using Zapier



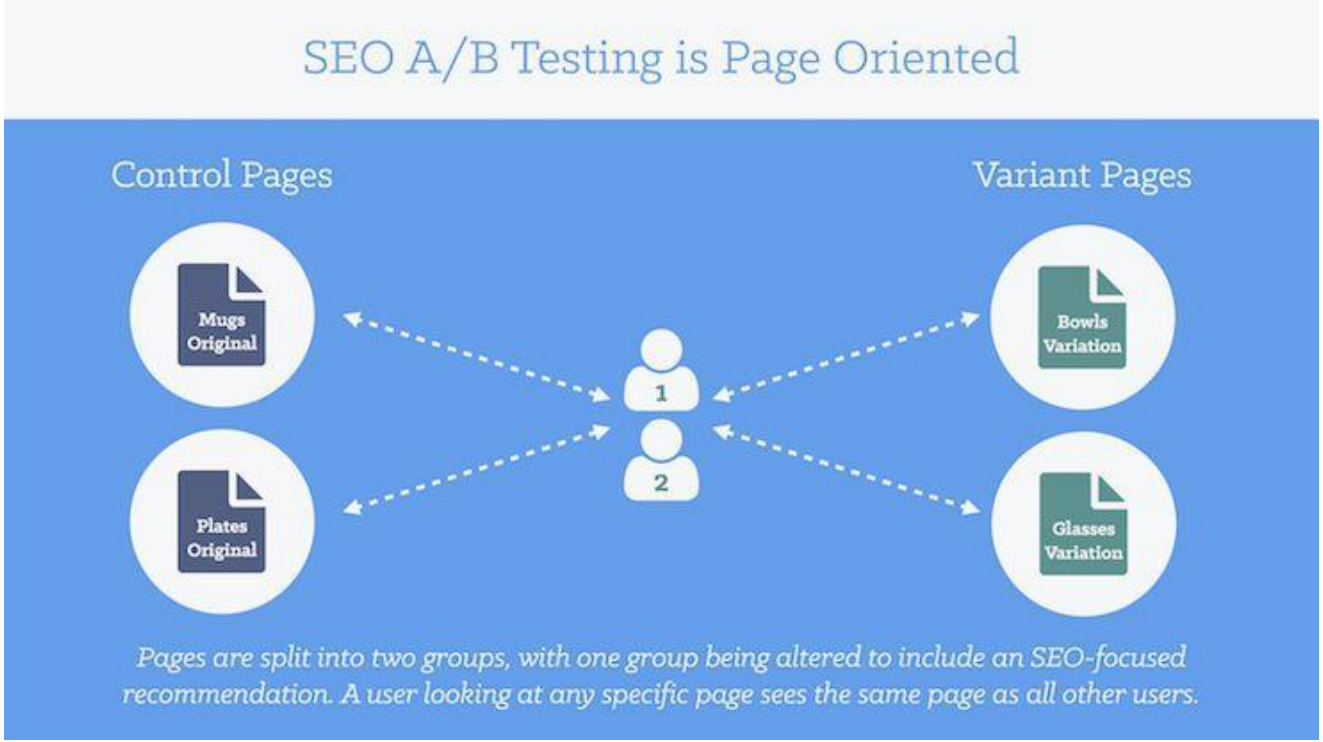
You can avoid the coding element by setting up a trigger in Gmail for new email, connecting to the API with the POST action and sending an email once theresponse is returned

iPULLRANK

Split Testing

Who am I and where am I from?

Distilled is Right About Split Testing



“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

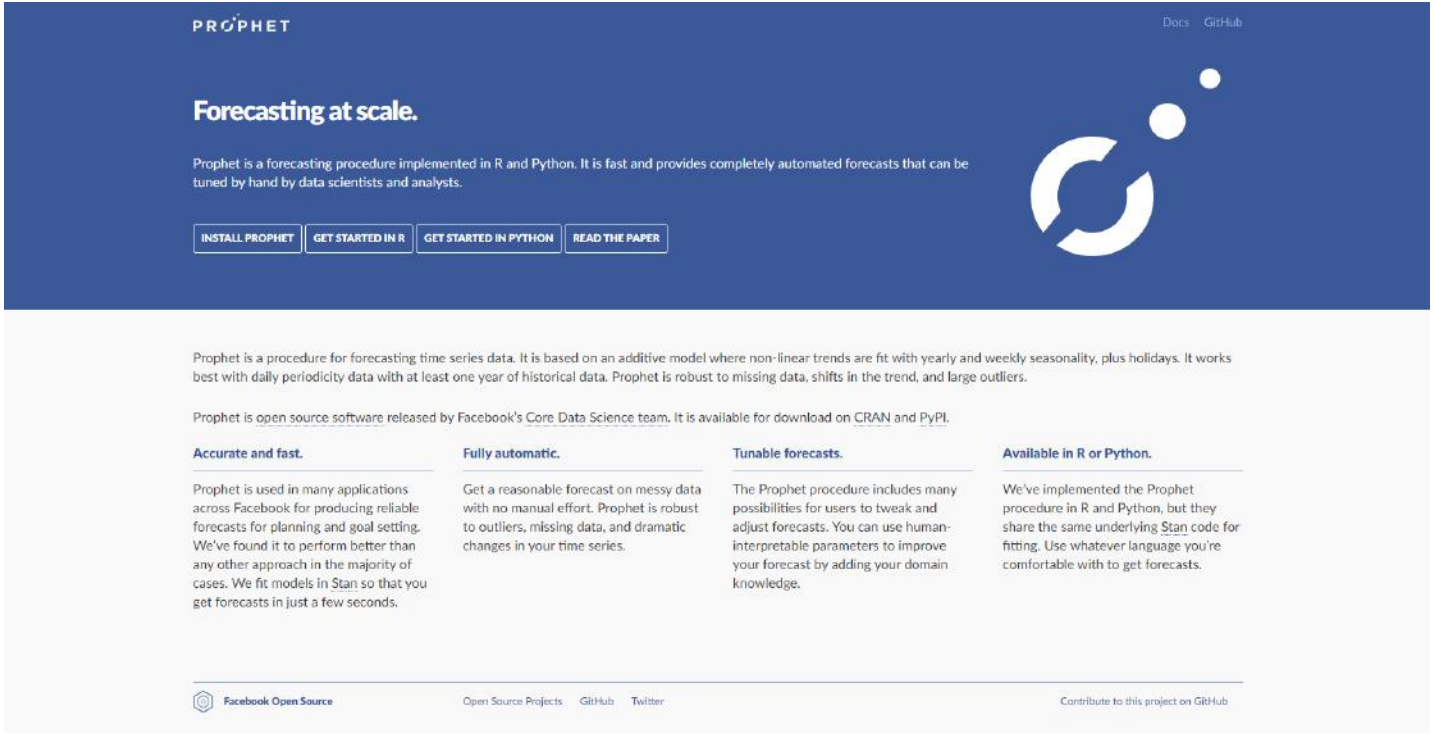
Implement Experiment

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.

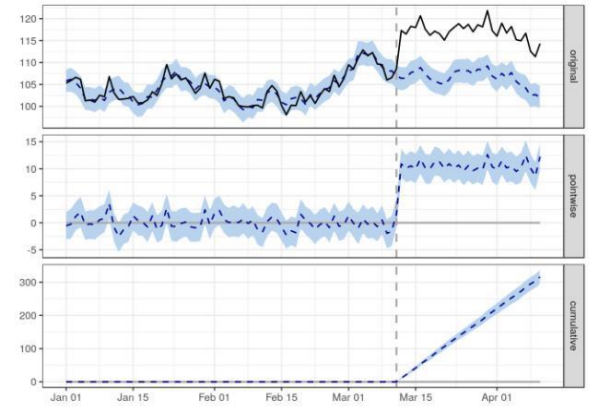
Prophet by Facebook



Facebook's Prophet can be used to Forecast impact of changes https://facebook.github.io/prophet/

CausalImpact Package

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



CausalImpact

- 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 CausalImpact, 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).

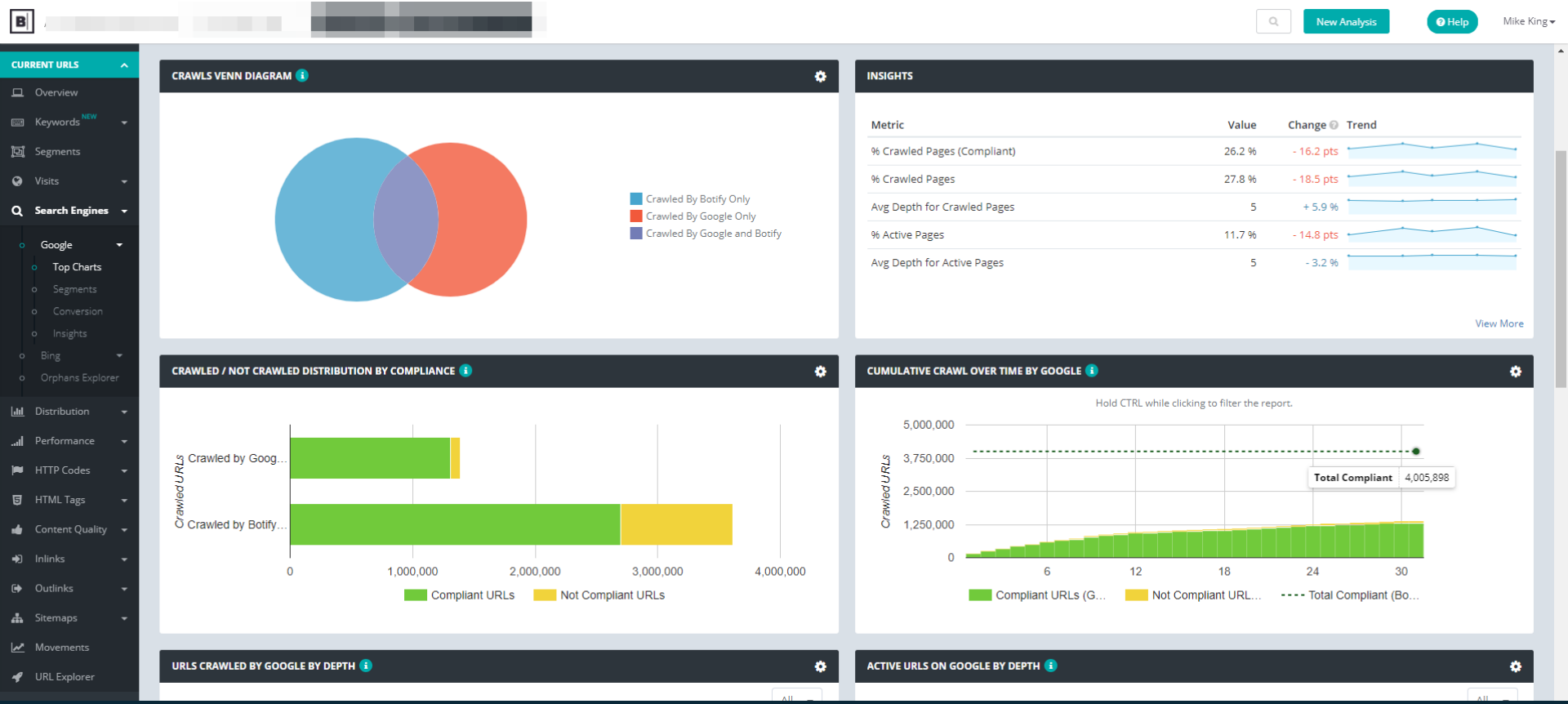
How is the package structured?

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 `CausalImpact()`. Given a response time series and a set of control time series, the function constructs a

We need to get comfortable with ***medium*** data.

My Current Toolkit

What I'm using these days



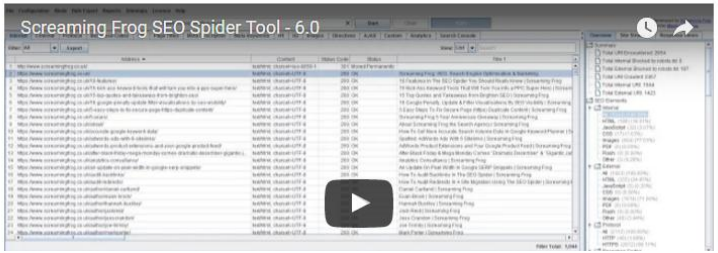
Botify for crawl and log file analysis

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.

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.



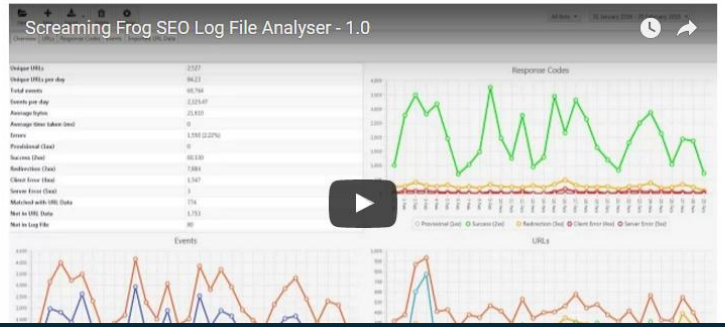
Screaming Frog SEO Spider – for ad hoc crawling

SEO Log File Analyser

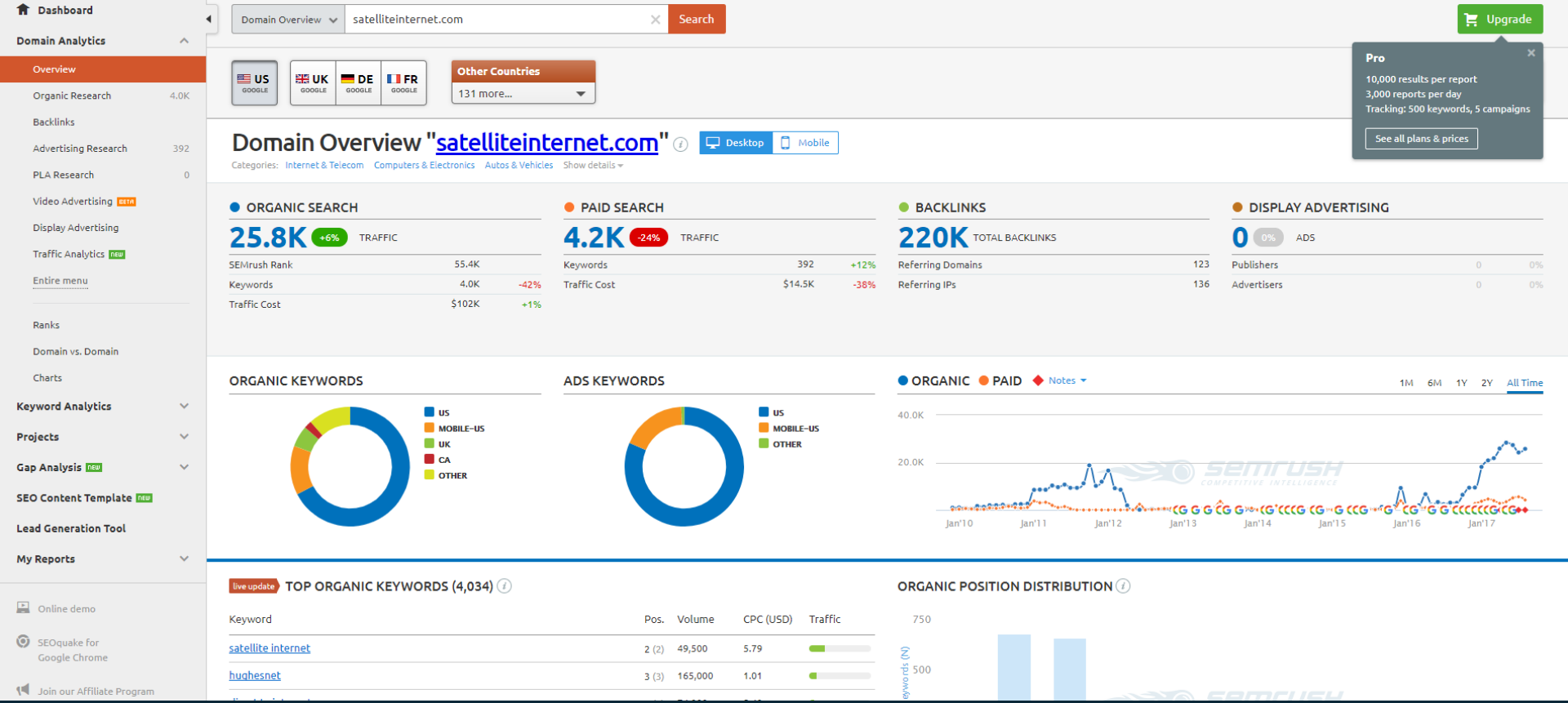
Log File Analyser

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

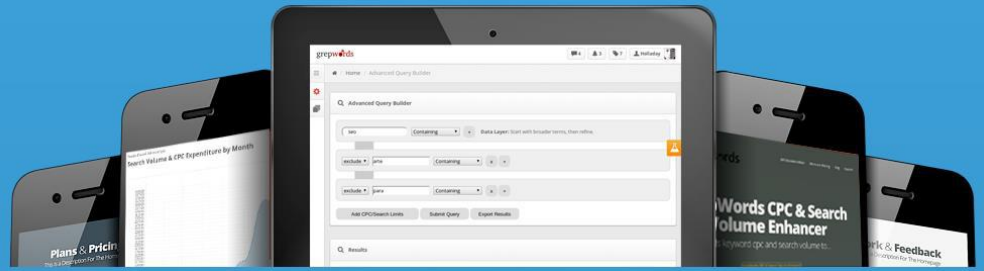
grepw(.*)rds

API Documentation Plans and Pricing Blog Support

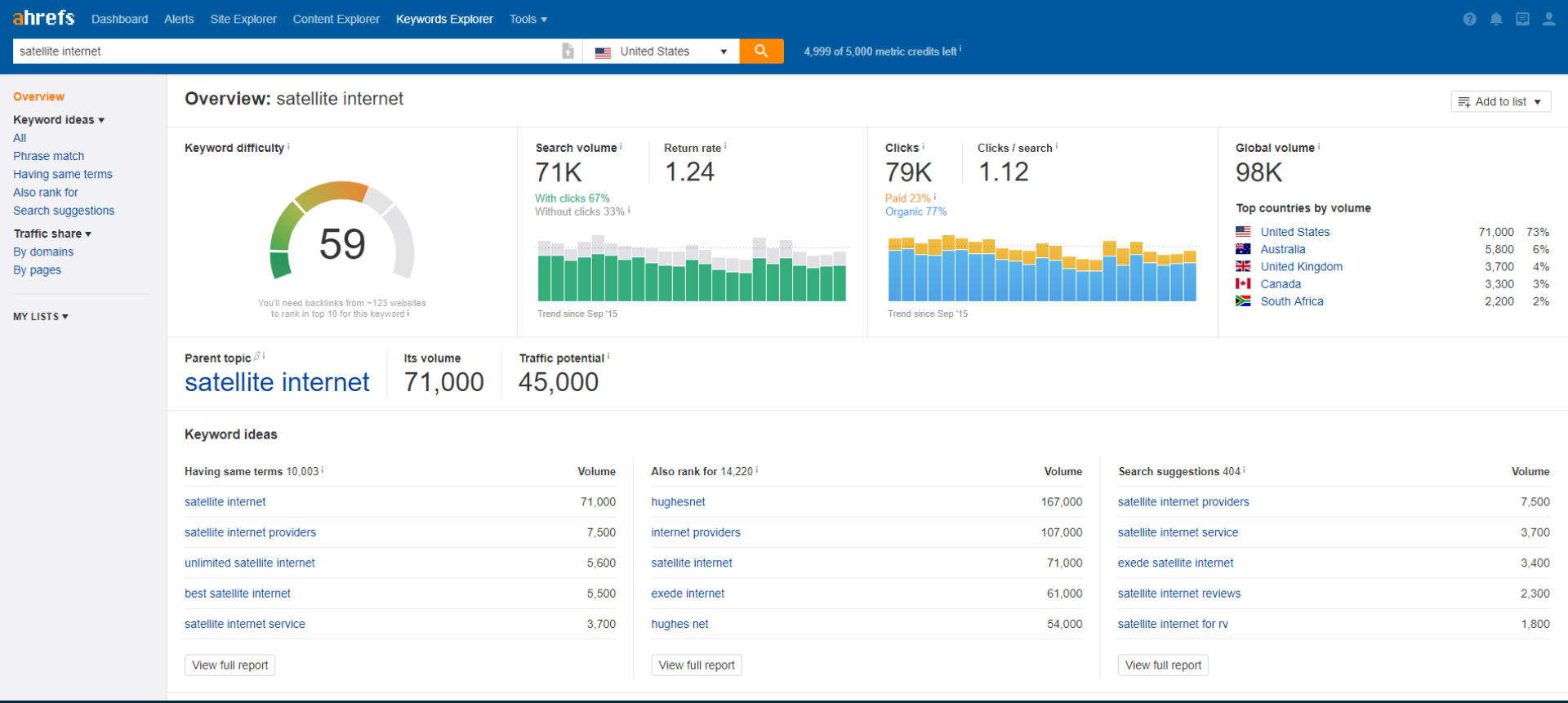
Support

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 – Link & Competitive Research

RYTE

ipullrank.com

New Content Report

Load your previous content reports

Current content report

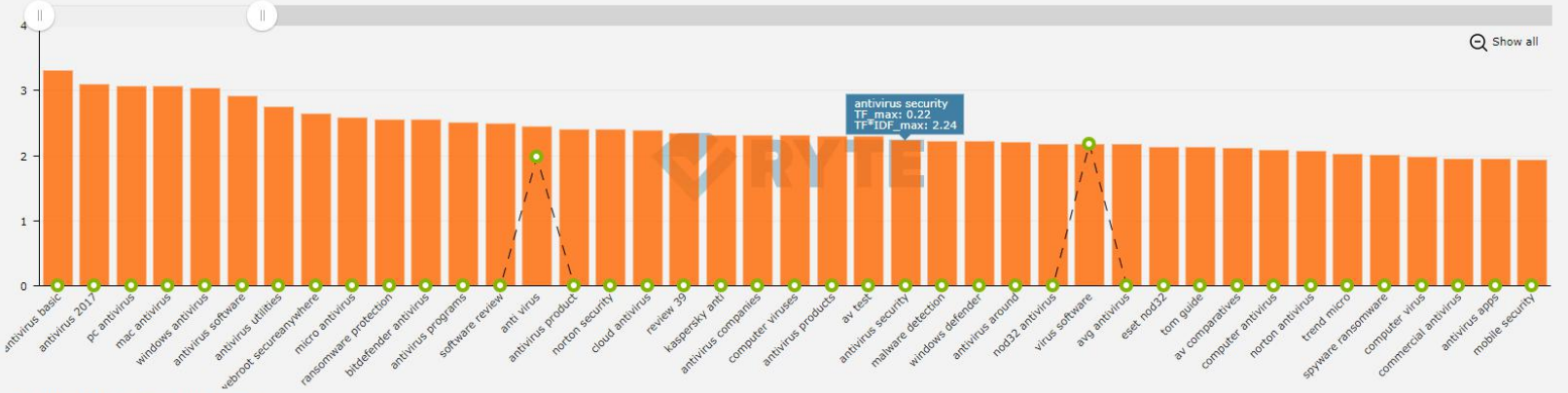
- Detailed Content Report
- Content Optimizer
- Competition Report

Content Report for your keyword: antivirus software

United States (English) | In comparsion 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

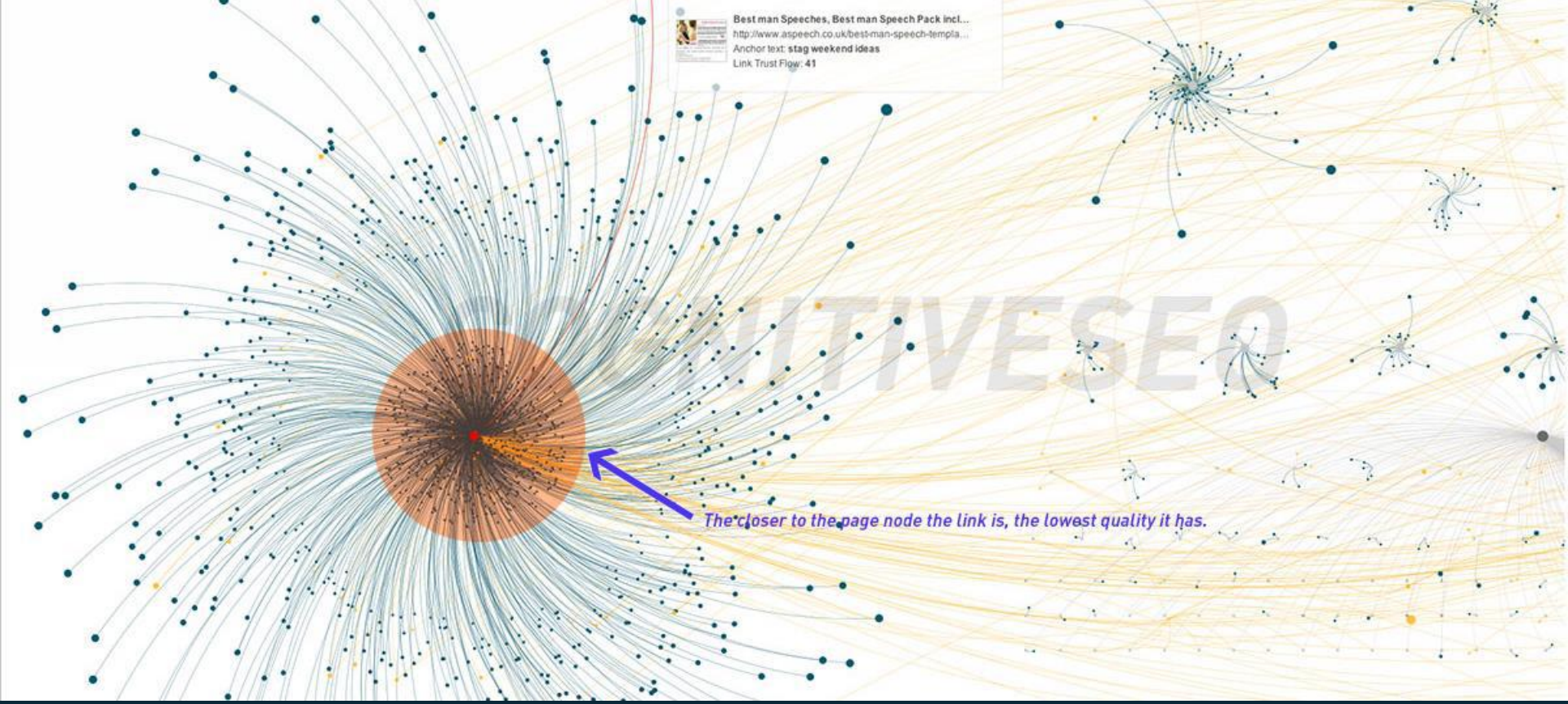
Proof Keyword Filter:



Top Two-Word Combinations

Analysis Set: Top 10 Pages (Google)						Compared URL	
Term	Documents	TFTotal	TF*IDFAvg (Used)	TF*IDFAvg (All)	TF*IDFMax	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

LOGIN | US +1 (866) 411 9494 | EN DE | Search

searchmetrics

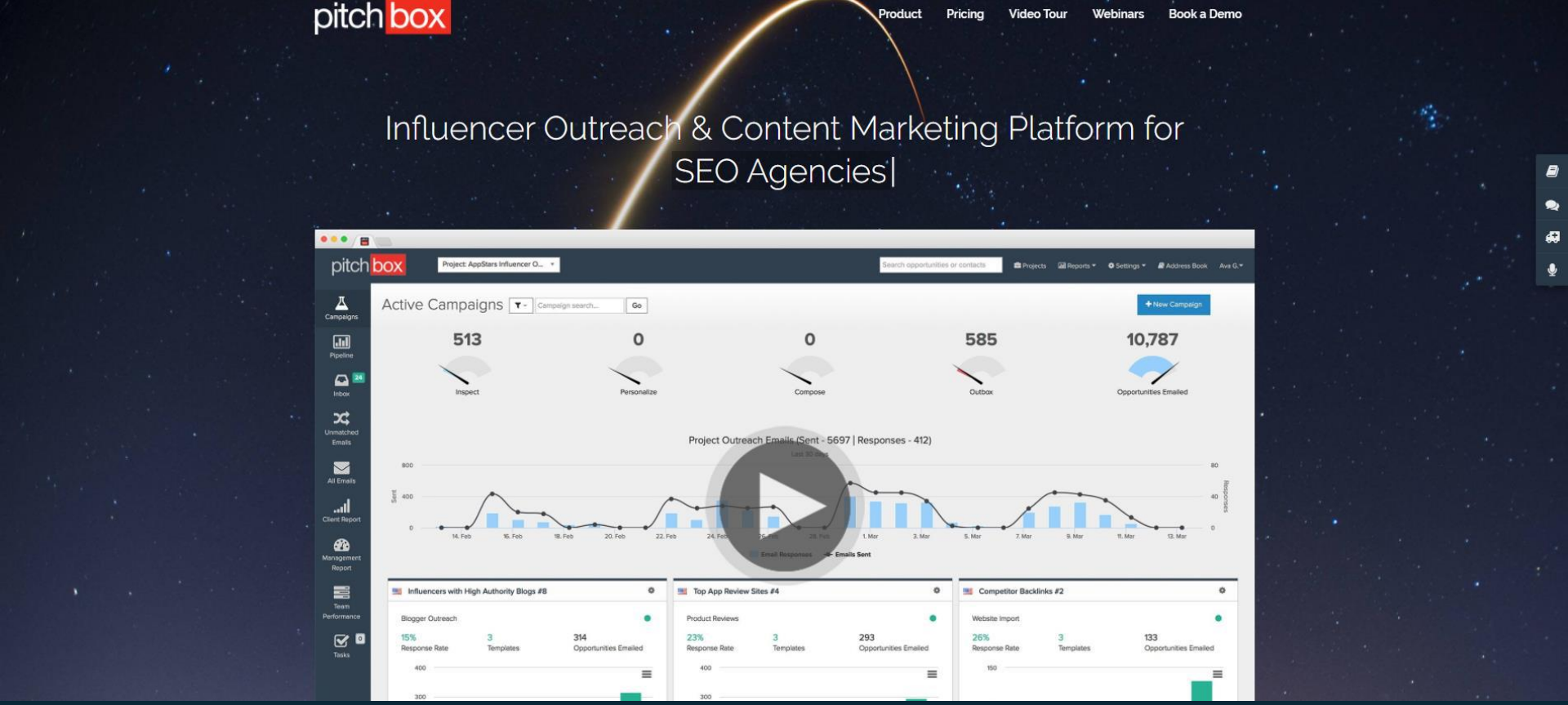
Products Customer Success Resources Company CONTACT US

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

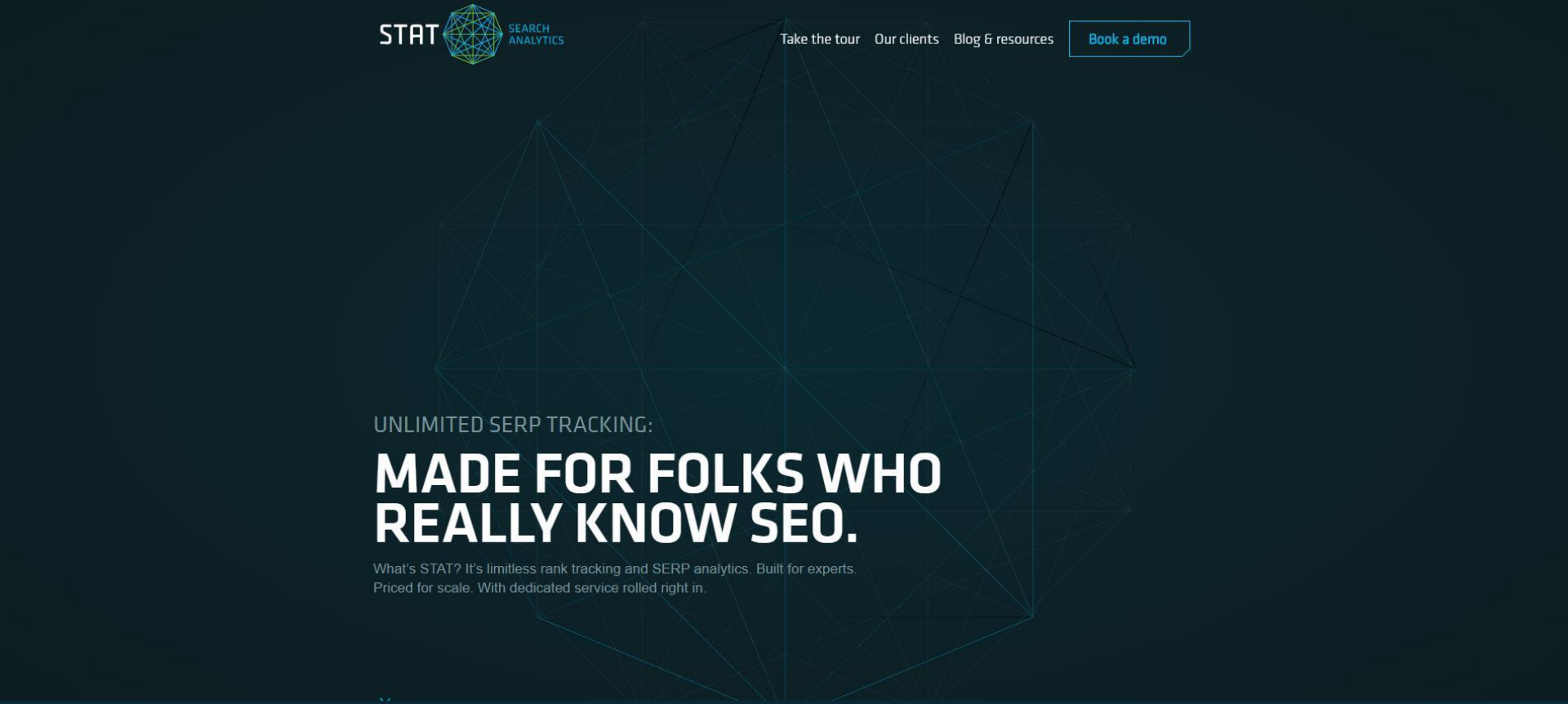


Pitchbox – Link building outreach management

HeidiSQL – analysis beyond a million rows

R Studio – complex analysis

Data Studio – for data visualization and reporting



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

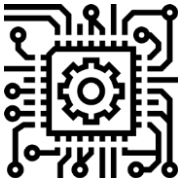
iPULLRANK

We Do These Things

Content Strategy

SEO

Paid Media

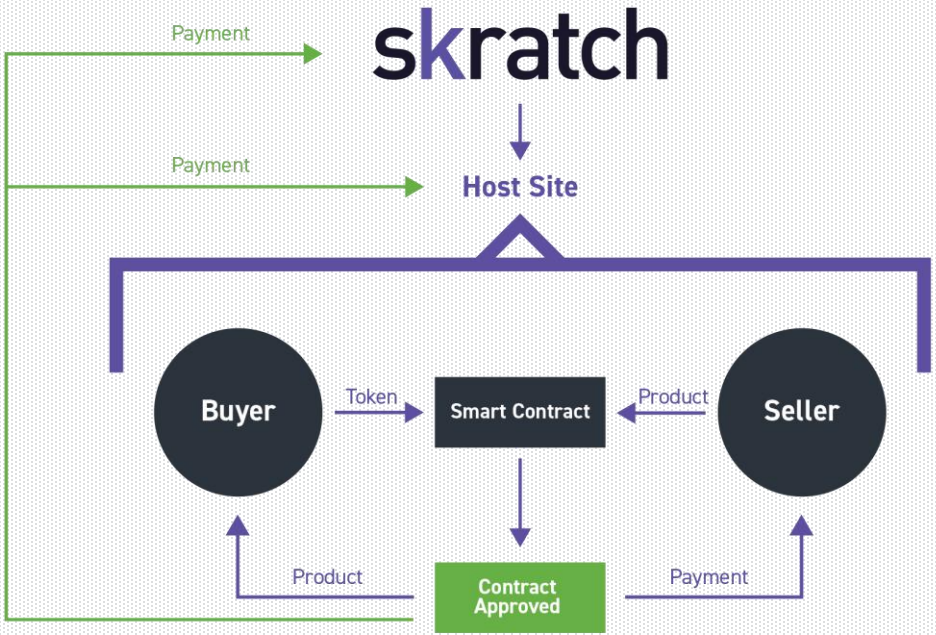


Machine Learning

Marketing Automation

Measurement & Optimization

Machine Learning for Marketers Guide



skratchcoin.com

EAGLES
SUPER BOWL CHAMPIONS

Peace
dissociatedpress.com

iPullRank

THANK YOU / Q&A

MICHAEL KING

FOUNDER &

MANAGING DIRECTOR

IPULLRANK

mike@ipullrank.com