

Facing the Future: 5 Simple Tactics for 5 Scary Changes



Dr. Pete Meyers

Marketing Scientist, Moz

@dr_pete





5 Simple Tactics for 5 Scary Changes

Dr. Pete Meyers • Marketing Scientist • Moz



doctor salary



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Physician / Median pay (annual)

187,200 USD

2015



People also search for



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115,820 USD
(2015)



[Dentist](#)

158,310 USD
(2015)



[Pharmacist](#)

121,500 USD
(2015)

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People also ask

What is the average starting salary for a doctor? ▾

How many hours a day do doctors work? ▾

How much does an orthopedic doctor make a year? ▾

Do you get paid for a fellowship? ▾

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[Doctor Salaries by education, experience, location and more - Salary ...](#)

www1.salary.com/Doctor-Salary.html ▾

Doctor salaries, Doctor benefits packages, Doctor bonuses, Doctor job descriptions, Doctor statistics and Doctor job openings. Please select a specific Doctor ...

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[Physician Salaries - Average Physician Salary | PayScale](#)

www.payscale.com/research/US/People_with_Jobs_as_Physicians...Doctors/Salary ▾

Physician Salaries - What is a doctor's average salary? Research average physician salaries by city or

Physician



Occupation

A physician, medical practitioner, medical doctor, or simply doctor is a professional who practises medicine, which is concerned with promoting, maintaining, or restoring health through the study, ... [Wikipedia](#)

Median pay (annual): 187,200 USD (2015)

Median pay (hourly): 90 USD (2015)

Entry level education: Doctoral or professional degree

Projected 10-year growth: 14% (2014)

Number of jobs: 708,300 (2014)

Similar professions: [Dentist](#), [Veterinary physician](#), [Chiropractor](#), [More](#)

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doctor salary



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(2015)



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121,500 USD
(2015)

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Physician

Occupation



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Number of jobs: 708,300 (2014)

Similar professions: [Dentist](#), [Veterinary physician](#), [Chiropractor](#), [More](#)

[Feedback](#)

People also ask

What is the average starting salary for a doctor? ^

According to Medscape, right now the average pediatrician makes \$173,000, the average neurologist makes \$217,000, general surgeon \$279,000, radiologist \$349,000, and, at the highest end, the average orthopedic surgeon makes **\$405,000**. So doctors are earning very solid salaries, once they are done with their training. Aug 6, 2014

[A Junior Doctor's Salary - The Atlantic](#)

<https://www.theatlantic.com/health/archive/2014/08/a-junior-doctors-salary/375642/>

Search for: [What is the average starting salary for a doctor?](#)

How many hours a day do doctors work? v

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Do you get paid for a fellowship? v

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seo jobs in seattle





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About 584,000 results (0.73 seconds)

Jobs
Near Seattle, WA

[Seo manager](#) [Past 3 days](#) [Full-time](#) [Manager](#) [Marketing specialist](#) [Strategist](#) [>](#)

**Sr. Software Development Engineer/Tech Lead - SEO**
Amazon
Seattle, WA
via CareerBuilder
1 day ago Full-time

**SEO Manager**
Amazon
Seattle, WA
via CareerBuilder
4 days ago Full-time

**Senior SEO Manager**
Amazon Web Services, Inc.
Seattle, WA
via Amazon.jobs
Full-time

[→ 63 more jobs](#)

Disclaimer

SEO Jobs, Employment in Seattle, WA | Indeed.com

www.indeed.com/q-SEO-l-Seattle,-WA-jobs.html

Jobs 1 - 10 of 290 - 290 **SEO Jobs** available in **Seattle**, WA on Indeed.com. one search. all **jobs**.

SEO Specialist Jobs, Employment in Seattle, WA | Indeed.com

www.indeed.com/q-SEO-Specialist-l-Seattle,-WA-jobs.html

Jobs 1 - 10 of 30 - 30 **SEO Specialist Jobs** available in **Seattle**, WA on Indeed.com. one search. all **jobs**.

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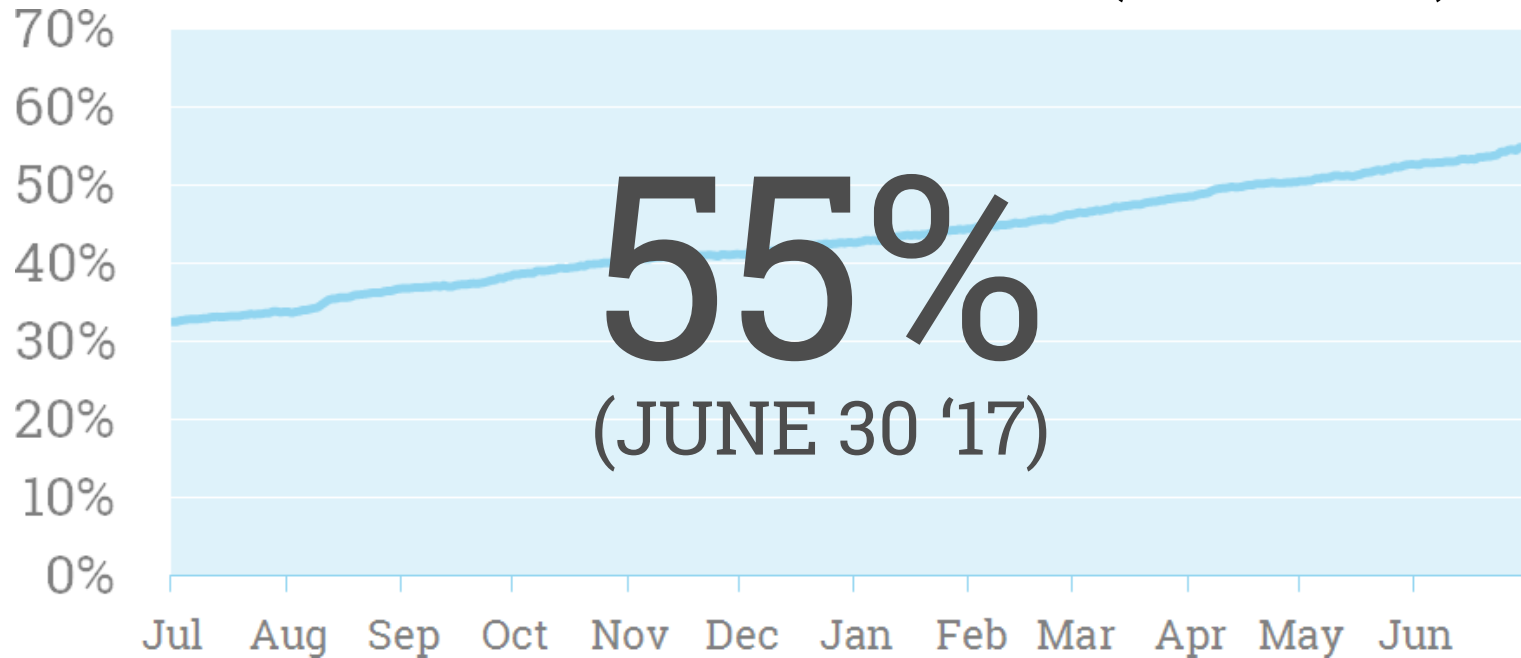
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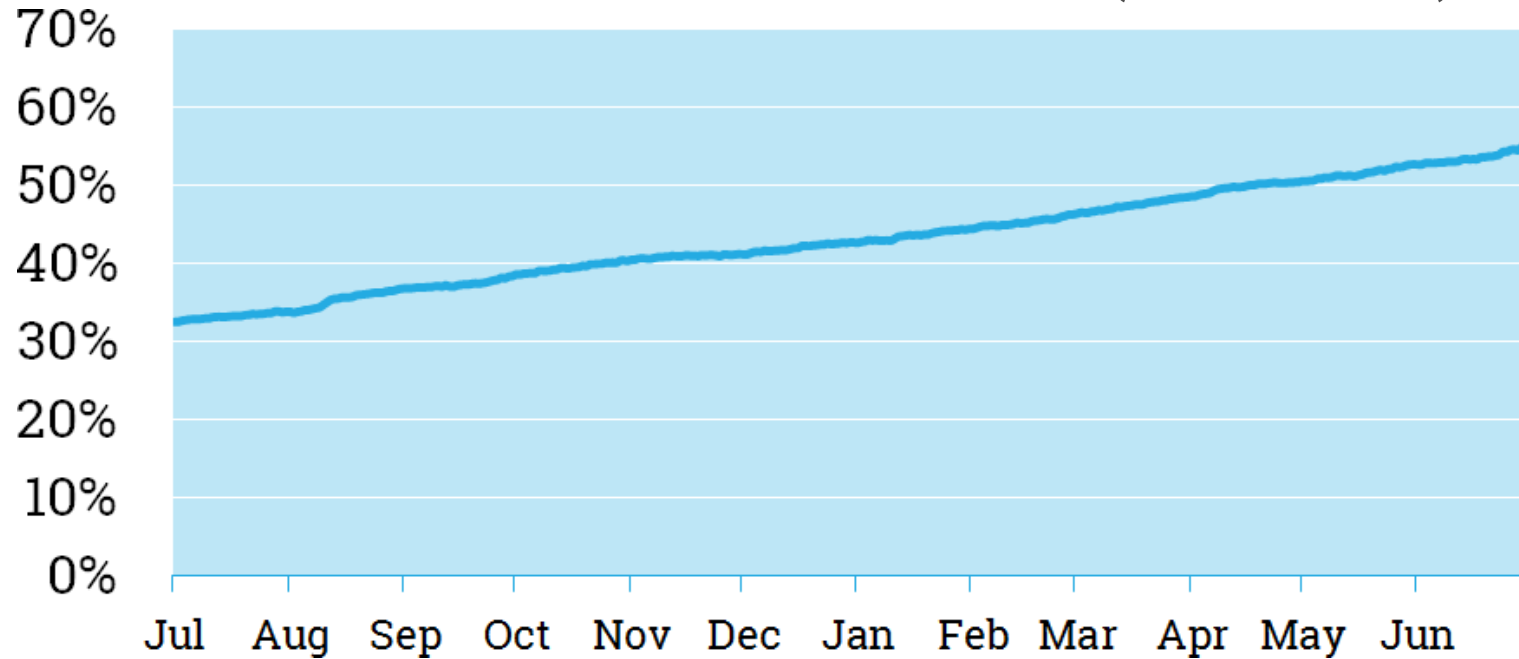
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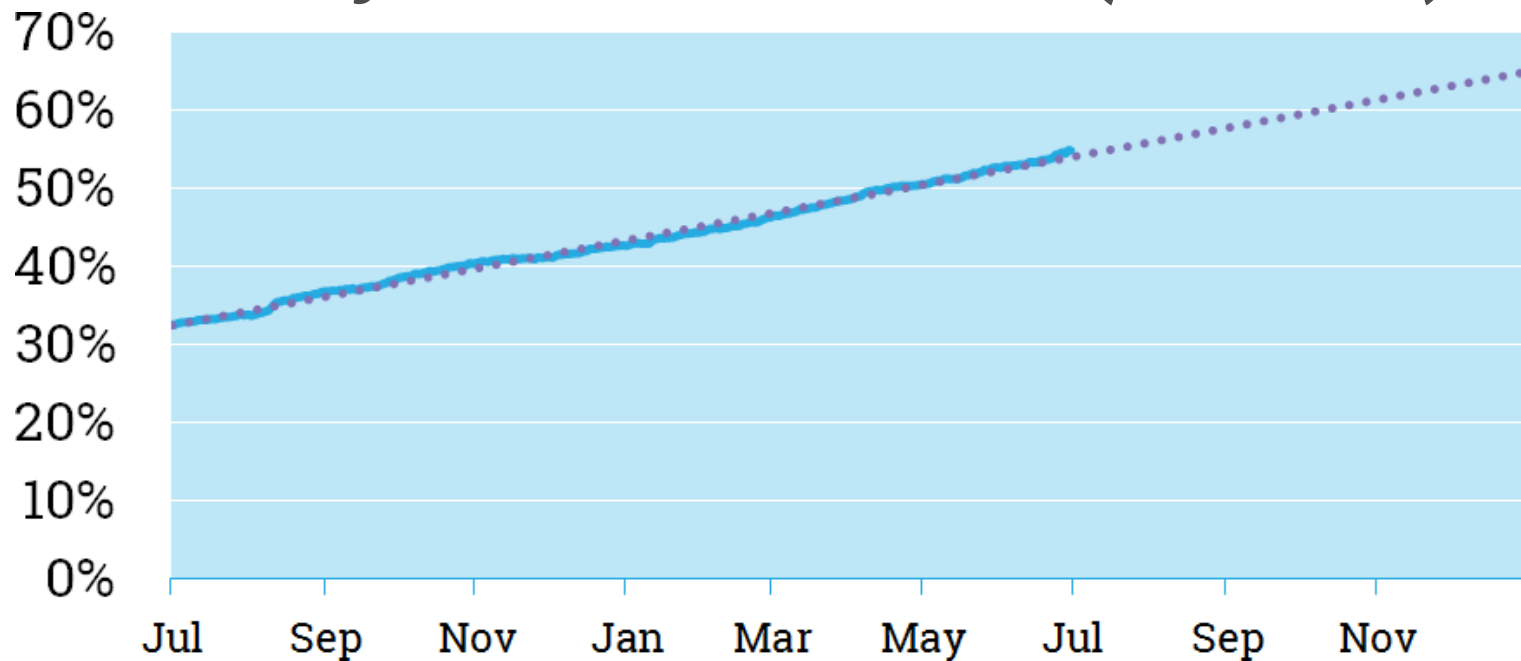
% of HTTPS Results (12 mos)



% of HTTPS Results (12 mos)



Projected % HTTPS (18 mos)





WIKIPEDIA
The Free Encyclopedia

amazon



You Tube



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SECURITY

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438

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EMAIL

ZACK TOLLMAN SECURITY 05.12.16 3:19 PM

WE SAID WE'D BE TRANSPARENT ... WIRED'S FIRST BIG HTTPS SNAG

JUNIPER
NETWORKS

A secure
network
now lives
here.

BUILD MORE THAN



Dr. Pete Meyers @dr_pete · 4h

@methode With HTTPS results topping 50% (by our data), does Google have any current plans to boost the algorithmic reward for secure sites?



1



1



5



Gary Illyes Δ(◁)▷ ✓

@methode

Following

Replying to @dr_pete

No. We revisited the idea a few months back but we decided against it.

RETWEETS

3

LIKES

15



9:54 AM - 21 Apr 2017



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**“There was no trick.
We just did it.”**



veterans benefits



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About 169,000,000 results (0.88 seconds)

What are benefits for veterans?

Explore Benefits that Help Veterans Thrive

- Disability Compensation. VA provides monthly benefits to eligible surviving spouses, parents, and dependent children. ...
- Education and Training. ...
- Employment Services. ...
- Health Care. ...
- Home Loans and Housing-Related Assistance. ...
- Life Insurance. ...
- Memorial Benefits. ...
- Pension.

More items...

Explore VA: Benefits for Veterans & Their Families

<https://explore.va.gov/>

Search for: **What are benefits for veterans?**

[About this result](#) [Feedback](#)

Veterans Benefits Administration Home

www.benefits.va.gov/

Benefits. General **Benefits** Information. Disability Compensation. Pension. GI Bill © eBenefits Employment Center. Dependents' Educational Assistance.
[Compensation](#) · [Applying for Benefits](#) · [GI Bill](#) · [Benefits A-Z](#)

Veterans Benefits (@VAVetBenefits) · Twitter

<https://twitter.com/VAVetBenefits>

Keep your personal info secure. Remember to change your password on VA sites frequently and log off on public computers/devices!

73 years ago today, President Roosevelt signed into law The Servicemen's Readjustment Act of 1944:
www.benefits.va.gov/gib...
twitter.com/VAVetBenefits

Want to receive more info and updates on #WomenVets issues? Visit VA's Center for Women Veterans:
www.va.gov/womenvet/

Veterans Benefits Administration



The Veterans Benefits Administration is "an organizational element of the U.S. Department of Veterans Affairs". [Wikipedia](#)

Founded: July 21, 1930

Number of employees: 27,000 (Est)

Jurisdiction: Federal government of the United States

Profiles



Twitter



Facebook

People also search for



United States Department...



Disabled American Veterans



Navy Federal Credit Un...

[Feedback](#)

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hurricanes



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About 68,000,000 results (0.83 seconds)

Top stories



Tropical Depression
Cindy Made Landfall
Along the Gulf Coast
Early Thursday Morning;

The Weather Channel · 1 hou...



Advisories Were Issued
For Potential Tropical
Cyclones This Week;
Here's What That

The Weather Channel · 22 ho...



Tropical Storm Cindy
makes landfall in
Louisiana

CNN.com · 14 mins ago

→ More for hurricanes

hurricanes on Twitter

<https://twitter.com/search/hurricanes>

Carolina Hurricanes
(@NHLCanes)

Thanks, Bicks. For everything.
#BickellBrave

14 hours ago · Twitter

NBC News
(@NBCNews)

In photos: Tropical Storm
Cindy slams the Gulf Coast
nbcnews.to/2rVPvVc
pic.twitter.com/BwBawdo...

14 mins ago · Twitter

Katie Sampson
(@KatieWGME)

#TropicalStormCindy has
weakened to a tropical
depression. @LexieWGME is
tracking it at noon @wgme
#WeatherAuthority

21 secs ago · Twitter

National Hurricane Center

www.nhc.noaa.gov/

... NOAA Climate Prediction Center Outlook for the 2017 Hurricane Season · Update on National
Hurricane Center Products and Services for 2017 (PDF) ...
[Eastern Pacific](#) · [Tropical Weather Outlook](#) · [Satellite Imagery](#) · [Active Storms](#)

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california king bed



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About 13,800,000 results (0.70 seconds)

Shop for california king bed on Google

Sponsored ⓘ



Greatime
California King ...
\$1,017.44
Overstock.com
Free shipping



it™ Bed
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\$1,399.00
Sleep Number



Luxury King
Platform Bed ...
\$1,399.00
Saatva Luxury...



Natural California
King Bed For ...
\$2,499.00
Zenhaven



Darby Home Co
Avalon ...
\$729.99
Wayfair
Free shipping



Rihanna - California King Bed - YouTube
<https://www.youtube.com/watch?v=nhBorPm6JQ>

Lyrics: In this California king bed / We're ten thousand miles apart / I'll be California wishing on these stars / For you're heart on me... [Full lyrics on Google Play Music](#)

Artist: Rihanna

Album: Loud

Released: 2010

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87%

*excludes ads & shopping



beyblade battles



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About 405,000 results (0.49 seconds)

Beyblade Battle Series Battle 3 Beyblade Legends Burn Fireblaze Vs ...



<https://www.youtube.com/watch?v=CrEM01VzrYA> ▼

Jul 16, 2014 - Uploaded by zankye

Beyblade Battle Series Battle 3 Beyblade Legends Burn Fireblaze Vs Lighting L-drago Battle My name is ...

BEYBLADE BATTLE: Cosmic Pegasus W105R2F VS Fang Leone ...



<https://www.youtube.com/watch?v=O8l49ajfzQ> ▼

Aug 3, 2012 - Uploaded by BeybladeGeeks [GeekDosage]

Here's a **BEYBLADE** battle between the the rival beys in their hasbro versions! ... my cosmic Pegasus ...

beyblade battle royal - YouTube



<https://www.youtube.com/watch?v=s4CLSRZ54Tw> ▼

May 22, 2011 - Uploaded by SapphireProductions

lots of **beyblade** in one **battle** We now make scooter vids, CLICK HERE!!! <http://bit.do/ScooterYTplaylist>.

Metal Fight Beyblade Battles: Flame Libra VS Lightning LDrago ...



https://www.youtube.com/watch?v=q_tLLtIGqBs ▼

Oct 30, 2010 - Uploaded by Tak

Metal Fight **Beyblade** Battles: Flame Libra VS Lightning LDrago made for riyi11.

The Official BEYBLADE BLURST Website

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Dashboard

Rankings ▾

Analyze a Keyword

Add & Manage Keywords

SERP Features

Landing Pages

Page Optimization

Site Crawl ^{NEW}

Links

Traffic from Search

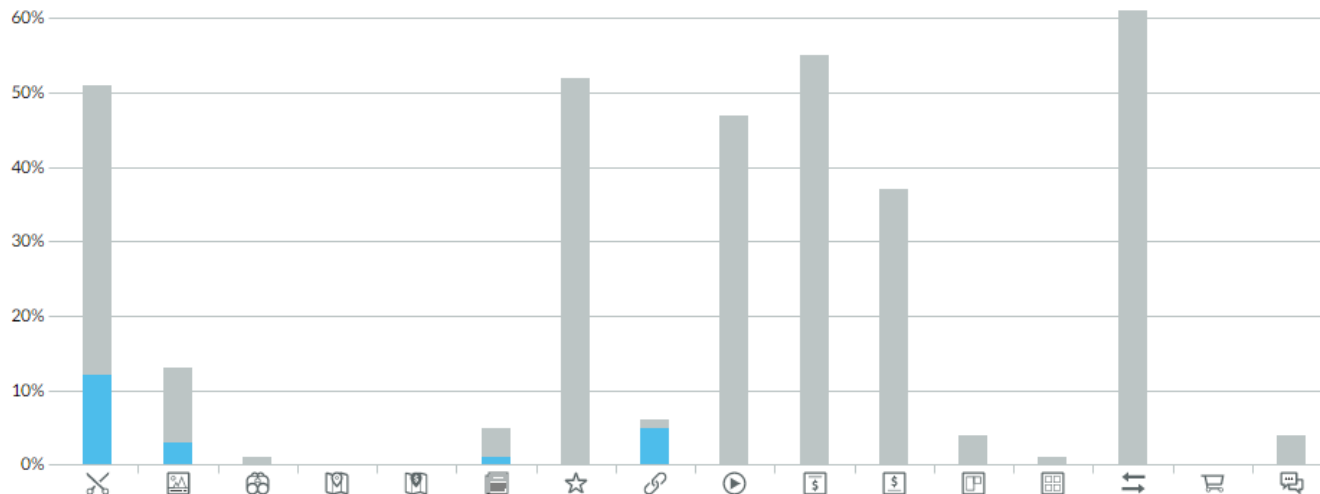
SERP Features

Google en-US ▾

Apr 04, 2017 ▾

Jun 20, 2017 ▾

≡



SERP Features You Appear In

Total SERP Features



Type 2 diabetes



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About 88,300,000 results (1.05 seconds)

Type 2 Diabetes: Causes, Symptoms, Prevention, and More - WebMD

www.webmd.com/diabetes/type-2-diabetes-guide/type-2-diabetes ▼

Jun 22, 2015 - Most people with **diabetes** have **type 2**. What causes this life-long illness? Can you prevent it? How do you know you have it? What can you do ...

[Symptoms & Causes](#) · [Prediabetes](#) · [Acanthosis Nigricans](#) · [Type 2 Diabetes Guide](#)

Type 2 diabetes Overview - Mayo Clinic

www.mayoclinic.org/diseases-conditions/type-2-diabetes/home/ovc-20169860 ▼

Jan 13, 2016 - **Type 2 diabetes**, once known as adult-onset or noninsulin-dependent diabetes, is a chronic condition that affects the way your body ...

[Caffeine: Does it affect blood ...](#) · [Medications for type 2 diabetes](#)

Type 2 Diabetes: Symptoms, Treatment, Diet, and More - Healthline

www.healthline.com/health/type-2-diabetes ▼

Mar 31, 2016 - The things you've wanted to know about **type 2 diabetes** are all in one place. Learn more about the symptoms, foods to avoid, and lifestyle ...

Top stories



Type 2 diabetes

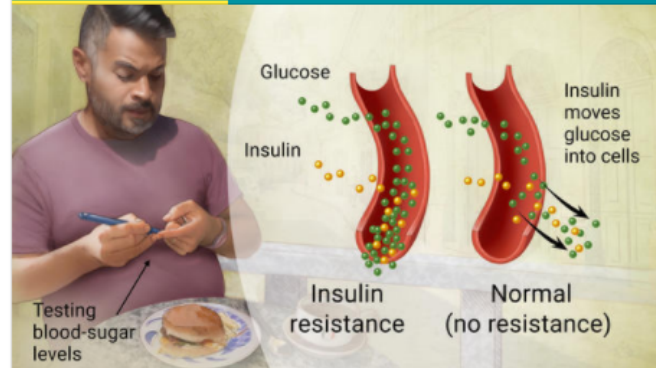
Also called: adult onset diabetes



ABOUT

SYMPTOMS

TREATMENTS



A chronic condition that affects the way the body processes blood sugar (glucose).

Very common

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mortgage calculator



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About 113,000,000 results (0.55 seconds)

2017 Free Mortgage Calculator - Estimate Your Monthly Payment

www.lendingtree.com/Mortgage/Calculator

Calculate Your **Mortgage** Savings. Get A Loan Estimate From Top Lenders Today!

[Mortgage Calculator](#)

[Savings Checkup Tool](#)

[Refinance Calculator](#)

[Get Quotes](#)

Mortgage calculator

Monthly cost

Maximum loan

Mortgage amount

\$ 100,000

Interest rate (%)

3.92

Mortgage period (years)

30

Total cost of mortgage

\$170,213

Monthly payments

\$473

[Feedback](#)

Mortgage Calculator

www.mortgagecalculator.org/

Use this free **mortgage calculator** to save money on your home loan today. Our calculator includes

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when is squirrel appreciation day



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About 1,280,000 results (0.79 seconds)

Jan 21

Squirrel Appreciation Day Observances

Fun Holiday: Squirrel Appreciation Day Observances

Year	Weekday	Date
2017	Sat	Jan 21
2018	Sun	Jan 21
2019	Mon	Jan 21

7 more rows

Fun Holiday – Squirrel Appreciation Day - Time and Date

<https://www.timeanddate.com/holidays/fun/squirrel-appreciation-day>



More about January 21

About this result Feedback

People also ask

Is it national Squirrel Day?

samsung tv



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About 94,200,000 results (0.73 seconds)

samsung.com - Samsung QLED TV - Perfection of Light and Color

www.samsung.com/

Experience the Next Innovation in **TV** with the **Samsung QLED TV**. Learn More Now!

Features: QLED With Quantum Dot, No Gap Wall Mount, Invisible Connection, OneRemote...

...easily the most impressive LED TV we've reviewed to date... - HDTVtest

Samsung Smart TVs

Explore All Samsung Smart TVs
And Find The Perfect One For You!

Samsung TV Deals

Explore All The TVs Samsung Has To
Offer & Find The Best Deal Today!

Quantum Dot QLED TVs

Experience Perfect Color w/ QLED TV
Exclusive Quantum Dot Technology.

Samsung Home Theater

Find The Ultimate Home Theater
Bundle & Our Best Deals Today!

Samsung TVs: Smart LED Televisions & QLED Technology | Samsung ...

www.samsung.com/us/televisions-home-theater/tvs/

¹ Refers to the single optical cable connected to the One Connect Box and excludes the **TV** power and external device cables. ² Compatible devices only.

[Samsung All TVs](#) · [QLED TVs](#) · [4K SUHD TVs](#) · [Full HD TVs](#)

Samsung Televisions (@SamsungTV) · Twitter

<https://twitter.com/SamsungTV>

"The new star on the block is QLED, a TV technology that gives you unrivalled picture quality..."

@GizmodoAU bit.ly/GizmodoTVYouNeed #QLEDTV pic.twitter.com/2D2i7uV...

Jun 14, 2017 · [Twitter](#)

Shop for Samsung... on Google

Sponsored



Samsung 55" Frame UHD 4K ...

\$1,998.00

Abt Electronics...

Free shipping



Samsung 55 inch Class - 4K Ultra ...

\$697.99

Walmart

★★★★★ (3k+)



Samsung 75" Class Q8C ...

\$6,799.99

Samsung

★★★★★ (16)



Samsung - 55" Class (54.6" ...

\$549.99

Best Buy

In store



Samsung 50" Black LED ...

\$498.00

Abt Electronics...

★★★★★ (9k+)



Samsung 65" Class Q7F ...

\$3,299.99

Samsung

★★★★★ (38)

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title tag



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About 7,600,000 results (0.64 seconds)

A **title tag** is an HTML element that specifies the **title** of a web page.

Title tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result, and are important for usability, SEO, and social sharing.

Title Tag | Moz
https://moz.com/learn/seo/title-tag

People also ask

What is the meta title?



What is title in HTML?



What are meta tags in SEO?



What is a meta title and meta description?



Feedback

Start with organic SEO's two cousins



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title tag



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About 7,600,000 results (0.64 seconds)

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Title Tag | Moz

<https://moz.com/learn/seo/title-tag>

? About this result

Feedback

People also ask

What is the meta title?



What is title in HTML?



What are meta tags in SEO?



What is a meta title and meta description?



Feedback

Title Tag | Moz



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“RankBrain is one of the ‘hundreds’ of signals that go into [the] algorithm... In the few months it has been deployed, RankBrain has become the **third-most** important signal contributing to the result of a search query.”

Query

[car parts for sale]

Document 1

... car parking available for a small fee.
... parts of our floor model inventory for sale.

Document 2

Selling all kinds of automobile and pickup truck parts, engines, and transmissions.

RANKING

Udacity deep learning

Web

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Search tools

About 46,700 results (0.64 seconds)

Machine Learning: Supervised Learning - Udacity

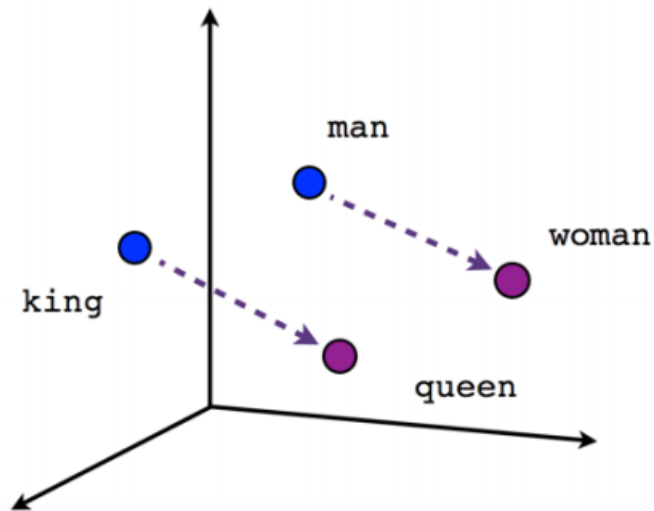
<https://www.udacity.com/wiki/ud675> ▾ Udacity ▾

Oct 3, 2014 - Ethem Alpaydin, Introduction to Machine Learning. Second Edition. ...

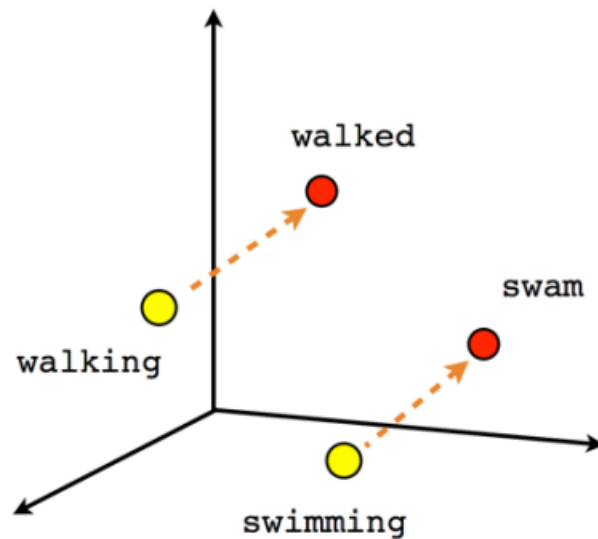
CLASSIFIER

RELEVANT!

Use a classifier that takes the pair (query, web page) as an input, and classifies the pair as relevant / not relevant



Male-Female



Verb tense



About 1,530,000 results (0.53 seconds)

Cheap Flights, Discount Airfare Tickets | CheapOair

<https://www.cheapoair.com/flights/> ▼

Grab cheap **flights** on CheapOair! Use PROMO CODE: JUN20! and save an extra \$20 on flight **tickets**.

Book now and Save big on **airfares**.

[Round Trip Flights](#) · [International Flights](#) · [Check Flight Status](#) · [One Way Flights](#)

Fly.com: CHEAP FLIGHTS | Find Airline Tickets & Discount Airfares

www.fly.com/ ▼

Find the **cheapest flights** by comparing hundreds of airlines and travel sites in just one search. Compare now and save at Fly.com!

Airfarewatchdog: Cheap Flights, Airline Tickets & Deals

www.airfarewatchdog.com/ ▼

Airfare deals, cheap **flights**, & money-saving tips from our experts. Track prices with our fare watcher alerts!

Cheap Flights: Find One-Way Airline Tickets & Airfare Deals | Expedia

<https://www.expedia.com/Flights> ▼

Cheap flights are always available on Expedia - Get the best selection of cheap flight tickets and **discount flights** to destinations around the world.

Today's Hot Flight Deals & Discount Airfare | Travelocity

<https://www.travelocity.com/g/u/flightdealsgen> ▼

Discover Today's Best **Airfare Deals** At Travelocity. Great Prices Guaranteed on **Flights** to Destinations Worldwide. Go & Snell the Prices Today!

- ✓ discount
- ✓ cheap(est)
- ✓ deals

- ✓ airfare(s)
- ✓ flights
- ✓ tickets



December 6th, 2016

Keyword Research | Advanced SEO

Overview

Keyword Suggestions

SERP Analysis

Keyword Lists 3

wedding rings

Display keyword suggestions that

include a mix of sources

Group Keywords

no





Monthly Volume ⁱ

any

1,000 Keywords

Export CSV 

Add selected to

Keyword	Relevancy ⁱ ↓↑	Monthly Volume ⁱ ↓↑	Search
<input type="checkbox"/> wedding rings	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	30.3k-70.8k	
<input type="checkbox"/> wedding rings for men	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	1.7k-2.9k	
<input type="checkbox"/> wedding rings for women	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	2.9k-4.3k	
<input type="checkbox"/> wedding rings cheap	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	101-200	
<input type="checkbox"/> wedding rings sets	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	1.7k-2.9k	

Overview

Keyword Suggestions

SERP Analysis

Keyword Lists 3

wedding rings

Display keyword suggestions that

include a mix of sources

Group Keywords

yes with low lexical similarity












Monthly Volume ⁱ

any

1,000 Keywords in 52 Groups

Export CSV 

Add selected to

Keyword	Relevancy ⁱ 	Monthly Volume ⁱ 	Search
<input type="checkbox"/> wedding rings Show all 250 grouped keywords		30.3k-70.8k	
<input type="checkbox"/> wedding bands Show all 120 grouped keywords		11.5k-30.3k	
<input type="checkbox"/> wedding rings walmart Show all 6 grouped keywords		101-200	
<input type="checkbox"/> wedding bands women white gold Show all 120 grouped keywords		0-10	
<input type="checkbox"/> wedding sets for women unique Show all 4 grouped keywords		no data ⁱ	

Overview

Keyword Suggestions

SERP Analysis

Keyword Lists 3

wedding rings

Display keyword suggestions that

include a mix of sources

Group Keywords

yes with low lexical similarity












Monthly Volume ⁱ

any

1,000 Keywords in 52 Groups

Export CSV 

Add selected to

Keyword	Relevancy ⁱ 	Monthly Volume ⁱ 	Search
<input type="checkbox"/> wedding rings Show all 250 grouped keywords		30.3k-70.8k	
<input type="checkbox"/> wedding bands Show all 120 grouped keywords		11.5k-30.3k	
<input type="checkbox"/> wedding rings walmart Show all 6 grouped keywords		101-200	
<input type="checkbox"/> wedding bands women white gold Show all 120 grouped keywords		0-10	
<input type="checkbox"/> wedding sets for women unique Show all 4 grouped keywords		no data ⁱ	

Wedding bands women white gold

“White gold wedding bands for women”

**Pick keyword groups
and write naturally**

Wedding sets for women unique

“Unique wedding sets for unique women”

Wedding bands women white gold

“White gold wedding bands for women”

Wedding rings Walmart

“Great wedding rings at Walmart prices”

Wedding sets for women unique

“Unique wedding sets for unique women”

Overview

Keyword Suggestions

SERP Analysis

Keyword Lists 3

wedding rings

Display keyword suggestions that

exclude your query terms to get broader ideas

Group Keywords

no

Monthly Volume ⁱ

11 selected

76 Keywords

Export CSV

Add selected to

Keyword	Relevancy ⁱ ↓↑	Monthly Volume ⁱ ↓↑	Search
<input type="checkbox"/> men diamond band	● ● ● ● ● ●	201-500	🔍
<input type="checkbox"/> diamond bands gold	● ● ● ● ○ ○	201-500	🔍
<input type="checkbox"/> simple diamond band	● ● ● ● ○ ○	201-500	🔍
<input type="checkbox"/> ladies diamond bands	● ● ● ● ○ ○	201-500	🔍
<input type="checkbox"/> band with diamonds	● ● ● ● ○ ○	201-500	🔍



credit score



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About 51,100,000 results (0.77 seconds)

Get your FICO® Credit Score - Plus Experian® Credit Report

Ad www.experian.com/Credit-Score

FICO® Scores are Used by 90% Of Top Lenders. Only \$1 to Get Started!

Services: FICO® Score, Experian Credit Report, Fraud Resolution Agents, Credit Notifications, Track you...

Ratings: Advice 9.5/10 - Website 9.5/10 - Service 9/10 - Selection 9/10 - Prices 8.5/10

Equifax® Official Site - Equifax 3 Bureau Credit Report - equifax.com

Ad www.equifax.com/Official-Site/Credit-Report

Start Your 7-Day \$1 Trial. Sign Up Now With Trusted Credit Bureau Since 1899!

FICO® Score Watch - \$14.95 - Monthly Subscription · More

Other popular **credit score** range formulas exist, such as the VantageScore, which is what TransUnion, our **credit score** provider uses. It too ranges from 300 to 850. Checking your **credit score** with Credit Sesame is easy and can be done every month to see how your **credit** is performing.



Get Your Free Credit Score - No Credit Card Required - Credit Sesame

<https://www.creditsesame.com/free-credit-score/>

About this result

Feedback



credit score



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Get your FICO® Credit Score - Plus Experian® Credit Report

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FICO® Scores are used by 90% Of Top Lenders. Only \$1 to Get Started!

Services: FICO® Score, Experian Credit Report, Fraud Resolution Agents, Credit Notifications, Track you...

Ratings: Advice 9.5/10 - Website 9.5/10 - Service 9/10 - Selection 9/10 - Prices 8.5/10

Equifax® Official Site - Equifax 3 Bureau Credit Report - equifax.com

www.equifax.com/Official-Site/Credit-Report

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Get Your Free Credit Score - No Credit Card Required - Credit Sesame

<https://www.creditsesame.com/free-credit-score/>



About this result



Feedback

People also ask

How do you find out your credit score for free?



What is a FICO score and how is it determined?



Is a credit score and a FICO score the same thing?



What are the three different credit scores?



Feedback

Credit Karma: Free Credit Score & Free Credit Reports With Monitoring

<https://www.creditkarma.com/>

Credit Karma offers free **credit scores**, reports and insights. Get the info you need to take control of your credit.

Learn More About Credit Karma - Sign up for free. No hidden fees. Credit Karma

#0

MOZ

@dr_pete #MozCon



what birthstone is july



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About 550,000 results (0.66 seconds)

July / Birthstone

Ruby



Rubies, the birthstone of July, are considered the king of gems and represent love, health and wisdom. It was believed wearing a fine **red Ruby** bestowed good fortune on its owner. A **Ruby** is the most valuable gemstone and its value increases based on its color and quality.

[Birthstones Guide by Month | Learn gemstone colors for birthdays](http://www.wixonjewelers.com/education/gemstones/birthstones/)
www.wixonjewelers.com/education/gemstones/birthstones/

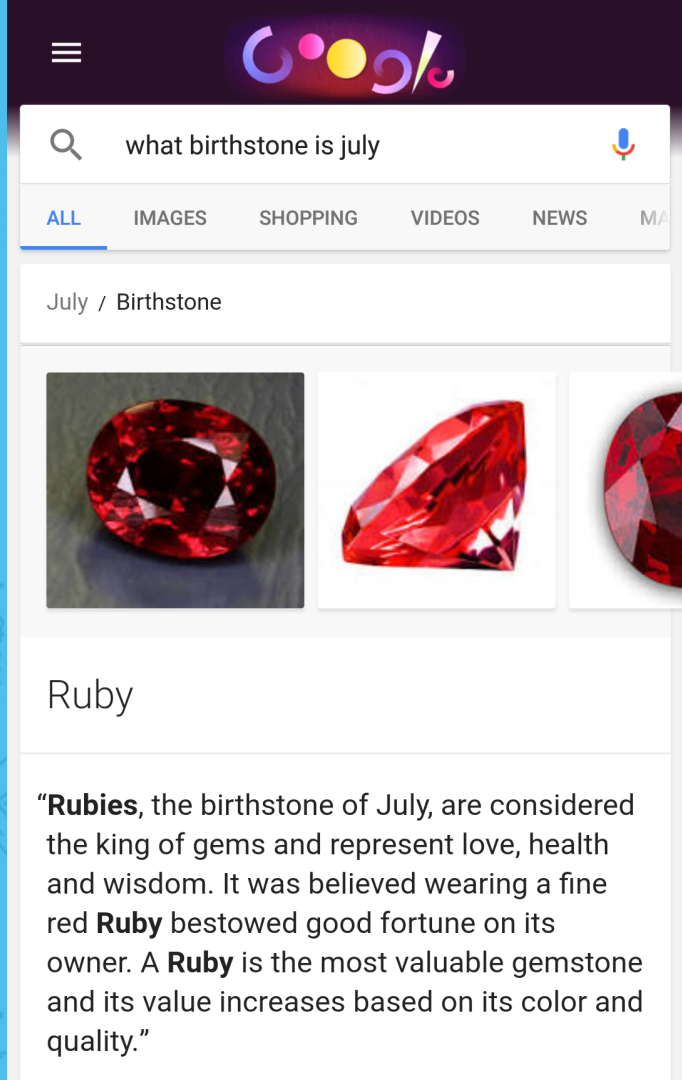


More about Ruby

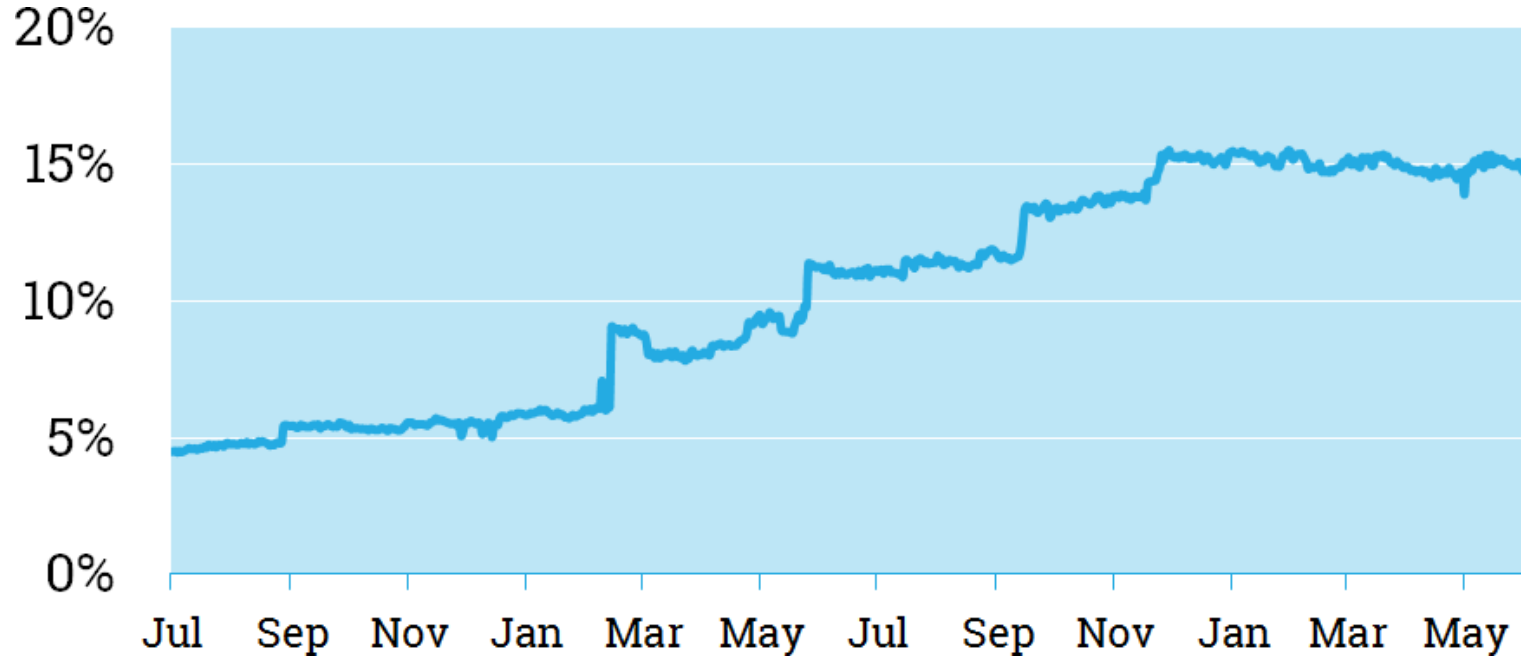
Feedback

Featured Snippets dominate mobile screens in 2017.

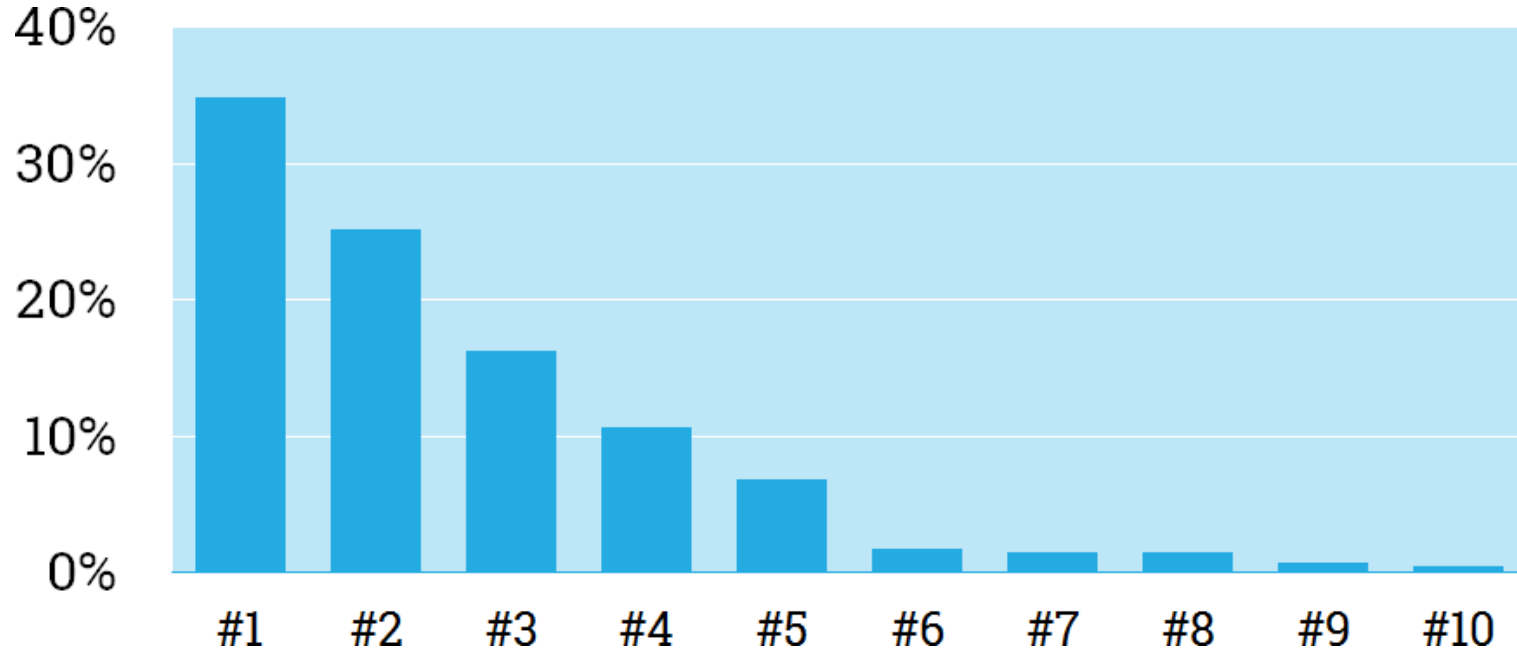
MOZ



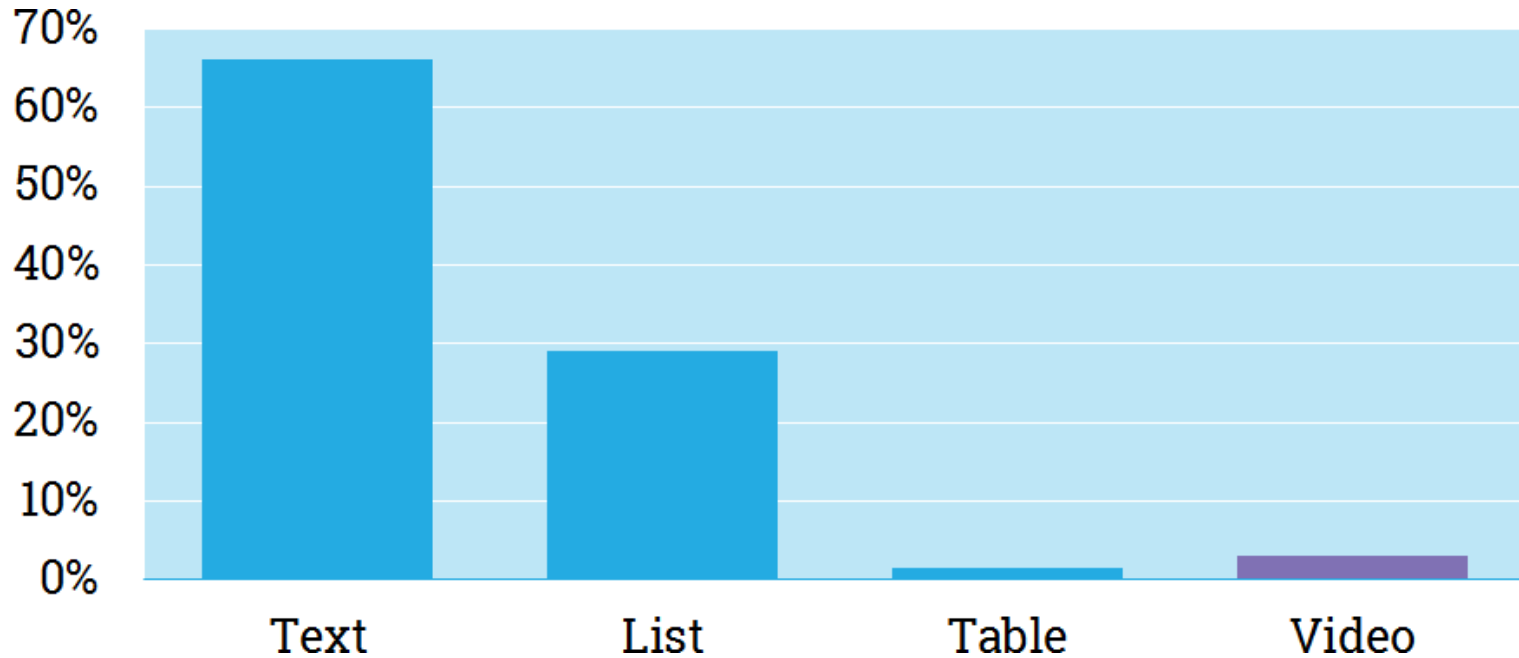
Featured Snippet Growth (2 yrs)



Featured Snippets by Ranking



Featured Snippets by Type





by The STAT Team
31 Mar 2016



[← Back](#)

WHITEPAPER: HOW TO GET MORE FEATURED SNIPPETS

Share



How common are featured snippets on commercial SERPs? We analyzed a mountain of high-CPC SERP data to help you earn more snippets for your site.



The STAT Team
79 posts

When tracking millions of SERPs every day, we're pretty quick to spot

Fundamentals

- ▶ MozMetrics
- ▶ What is SEO?
- ▶ Link-Related Topics
- ▶ On-Site-Related Topics
- ▶ URL-Related Topics
- ▶ International SEO
- ▶ Keyword-Related Topics

Related Resources

The Moz Blog
Moz Academy
Whiteboard Friday
Mozinars
Q&A Forum
SERP Features
Search Operators
Beginner's Guide to SEO

Title Tag

What is a title tag?

Experiment with Inverted Pyramids

A title tag is an HTML element that specifies the title of a web page. Title tags are displayed on search engine results pages (SERPs) and are often read by search engines for usability, SEO, and social sharing. The title tag is a web page's most important on-page description of a page's content.

Enter your title below to see how it would appear in Google's search results.

Check

It Was The Best of Times, It Was The Worst of Times, It Was The Age ...

<https://example.com/your-url-goes-here>

Most snippets are limited to two lines, and we still generally recommend a 160-character limit for your Meta descriptions, but Google can allow exceptions in certain cases.

For the most accurate results, view on a desktop browser.

Fundamentals

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[SERP Features](#)
[Search Operators](#)
[Beginner's Guide to SEO](#)

Title Tag

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A title tag is an HTML element that specifies the title of a web page. Title tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result, and are important for usability, SEO, and social sharing. The title tag of a web page is meant to be an accurate and concise description of a page's content.

Enter your title below to see how it would appear in Google's search results.

Title Tag Preview Tool

It Was The Best of Times, It Was The Worst of Times, It Was The Age ...

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For the most accurate results, view on a desktop browser.

Code sample

```
<head>  
  <title>Example Title</title>  
</head>
```

Optimal format

Primary Keyword - Secondary Keyword | Brand Name
8-foot Green Widgets - Widgets & Tools | Widget World

Optimal title length

Google typically displays the first **50-60 characters** of a title tag. If you keep your titles under 60 characters, our research suggests that you can expect about 90% of your titles to display properly. There's no exact character limit, because characters can vary in width and Google's display titles max out (currently) at 600 pixels.

Why are title tags important?

Title tags are a major factor in helping search engines understand what your page is about, and they are the first



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A to Z Style Guide

Photo Release Form

Common Problems to Avoid

A Few More Points

NEWSWRITING STYLE

Organization (the inverted pyramid)

People have a tendency to tell stories chronologically. Newswriting style is not chronological. The inverted pyramid turns storytelling on its head. Picture an upside-down triangle: the broad base represents the most newsworthy information, and the narrow tip the least newsworthy—that's the inverted pyramid. It puts the most important or juiciest information at the top of the story; the rest of the information is given in order of descending importance. (In addition to presenting the most important information at the top, in newspaper composing rooms the inverted pyramid traditionally served the purpose of allowing stories that ran long to be cut from the bottom without losing essential information.)

Lead

The start of a news story should present the most compelling information. If it's a report about a meeting, for instance, look for the keynote speaker's main point, decisions taken, record-breaking attendance, or some other newsworthy information. To start by saying X society held its annual meeting on X date at X isn't news; that lead could have been written months before the meeting. What is lead material goes something like this: <something significant that happened> at the meeting of X society <when and where>. (And speaking of the when and where, when a newsletter is coming out months after a meeting, it's not necessary to give the date; just the month or even the season is adequate.)

Fact (not opinion) and attribution

Newswriting traditionally doesn't express opinion unless it's attributed to a source. Of course, we don't have to

OK, Google:
How much blood
do I have?



A Google Home smart speaker is positioned on a dark, reflective side table. To the left of the speaker is a grey upholstered sofa. To the right are several books stacked on the table, with a wire mesh globe resting on top of them. The background is a plain, light-colored wall.

According to Camp
Wonderopolis...

Scientists estimate
the volume of blood
in a human body to
be approximately 7
percent of body
weight...

About 21,900,000 results (0.60 seconds)

Scientists estimate the volume of **blood** in a human body to be approximately 7 percent of body weight. An average adult body with a weight of 150 to 180 pounds will contain approximately 4.7 to 5.5 liters (1.2 to 1.5 gallons) of **blood**.



[How Much Blood Is In Your Body? | Wonderopolis](https://wonderopolis.org/wonder/how-much-blood-is-in-your-body)
wonderopolis.org/wonder/how-much-blood-is-in-your-body

About this result Feedback

People also ask

How many pints of blood do we have?

How many quarts of blood is in the human body?

How many units of blood do you have in your body?

How much blood do you have to lose before you die?

Feedback

[How Much Blood Is in the Human Body? - Live Science](#)



how do I make tacos?



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About 50,000,000 results (0.70 seconds)

Steps

1. Cook beef in 10-inch skillet over medium heat 8 to 10 minutes, stirring occasionally, until brown; drain.
2. Stir salsa into beef. Heat to boiling, stirring constantly; reduce heat to medium-low. ...
3. Heat taco shells as directed on package. Serve taco shells with beef mixture, lettuce, tomato and cheese.

[Easy Beef Tacos Recipe - BettyCrocker.com](https://www.bettycrocker.com/recipes/...tacos/426c261d-b2eb-4e22-9cba-0066f333559...)

<https://www.bettycrocker.com/recipes/...tacos/426c261d-b2eb-4e22-9cba-0066f333559...>

About this result Feedback

People also ask

How do you make taco meat?

How do you make steak tacos?

How do you season taco meat?

How do you make taco shells?


[Feedback](#)

MOZ

@dr_pete #MozCon

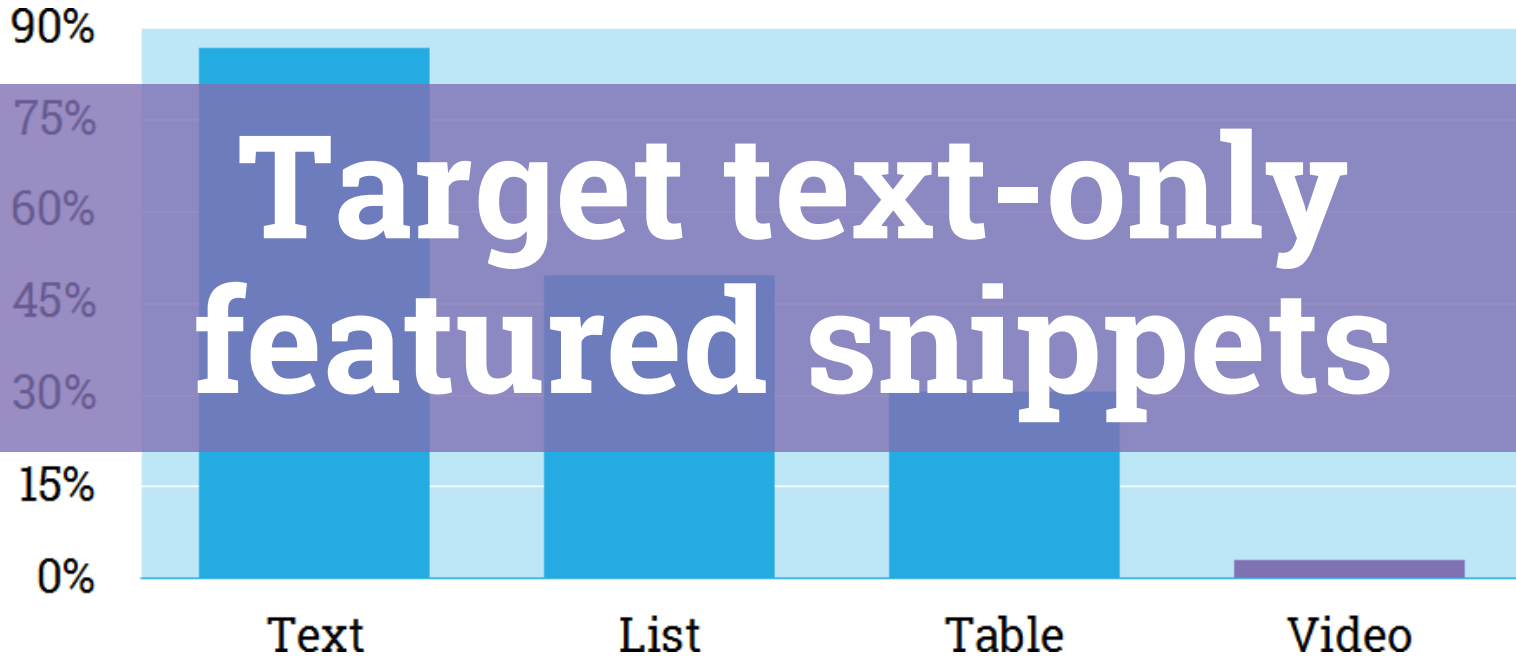
OK, Google:
How do I make
tacos?



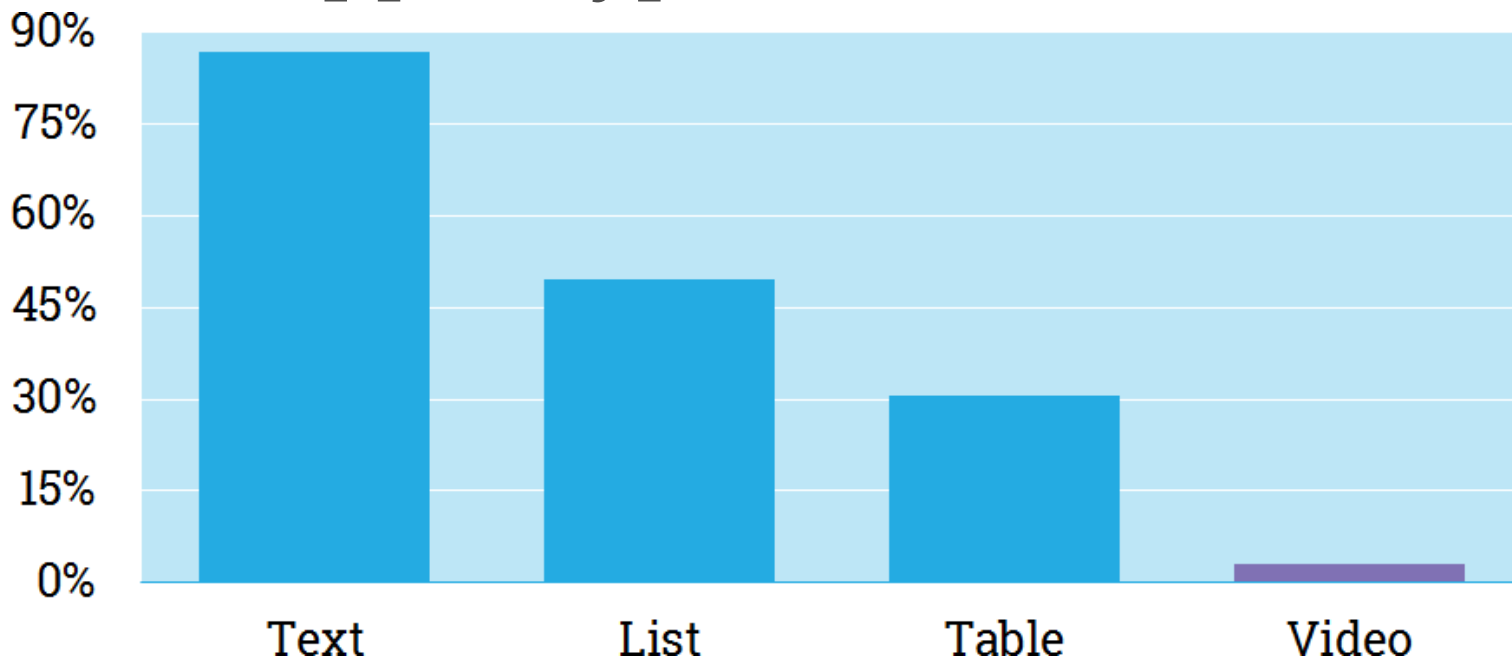
A Google Home smart speaker is positioned on a dark, reflective side table. To the left of the speaker is a grey upholstered sofa. To the right are several books stacked on the table. A speech bubble originates from the right side of the image, containing text. The background is a plain, light-colored wall.

I can help you make that! Would you like me to find you a recipe or would you like to choose your own?

Snippet Types w/ Voice Results



Snippet Types w/ Voice Results





**HTTPS is coming.
Just eat the bees.**



title tag



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About 7,600,000 results (0.64 seconds)

A **title tag** is an HTML element that specifies the **title** of a web page.

Title tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result, and are important for branding, SEO, and social sharing.

Features will evolve. Pick 1-2 & get going.

Title Tag | Moz
<http://www.moz.com/learn/seo/title-tag>

People also ask

What is the meta title?



What is title in HTML?



What are meta tags in SEO?



What is a meta title and meta description?



Feedback



@dr_pete #MozCon

Wedding bands women white gold

“White gold wedding bands for women”

Don't fixate on RB.

Write for humans.

Wedding sets for women unique

“Unique wedding sets for unique women”

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- SERP Features
- Search Operators
- Beginner's Guide to SEO

Title Tag

What is a title tag?

People ask questions.
Answer them wisely.

A title tag is an HTML element that specifies the title of a web page. Title tags are displayed on search engine results pages (SERPs) and are a key factor in determining a page's relevance to a search query. They are also used by social media and other websites to identify and link to your content. The title tag should be concise and accurately describe the content of the page.

Enter your title below to see how it would appear in Google's search results.

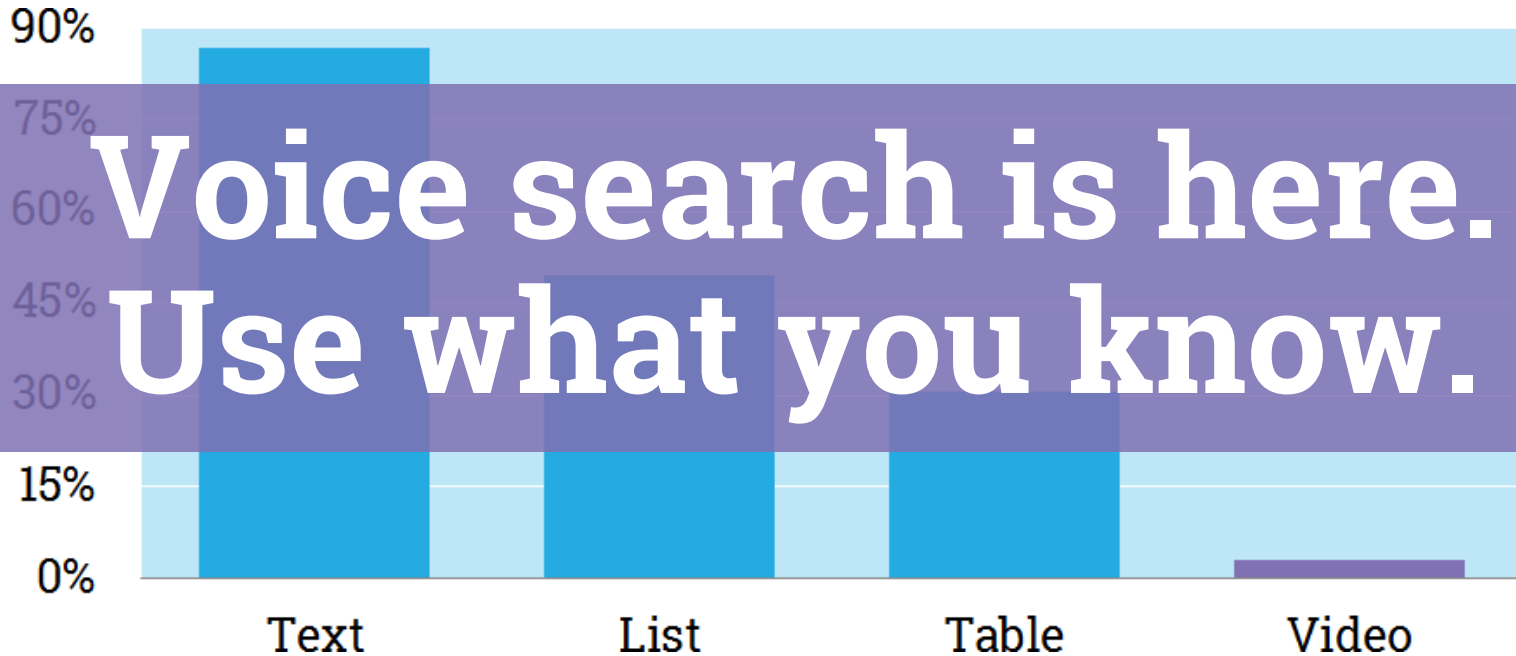
It Was The Best of Times, It Was The Worst of Times, It Was The Age ...

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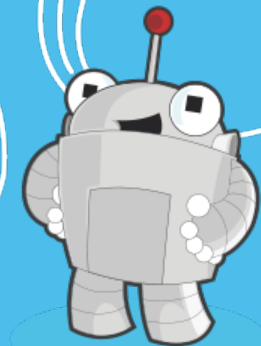
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Snippet Types w/ Voice Results



The End



Thank You

Dr. Pete Meyers

Marketing Scientist, Moz

@dr_pete

