

WELCOME TO MOZCON 2015!



Rand Fishkin

Moz

@randfish

“The internet is not a friendly place. Things that don't stay relevant don't even get the luxury of leaving ruins. They disappear.”

**- Facebook's Little Red Book**

If we don't create the thing that kills Facebook, someone else will.

"Embracing change" isn't enough. It has to be so hardwired into who we are that even talking about it seems redundant. The internet is not a friendly place. Things that don't stay relevant don't even get the luxury of leaving ruins. They disappear.

Facebook's Little Red Book

Via [Backchannel](#)

# Creating a Culture of Innovation

## Eight ideas that work at Google

*“The story of innovation has not changed. It has always been a small team of people who have a new idea, typically not understood by people around them and their executives.”*

—Eric Schmidt, Chairman, Google

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True innovation happens when you try to improve something by 10 times rather than by 10%.

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### 1. Think 10x

The notion of “10x thinking” is at the heart of how we innovate at Google. To put the idea simply: true innovation happens when you try to improve something by 10 times rather than by 10%.

Astro Teller’s job title is Captain of Moonshots at Google X—the division of Google that focuses on producing major technological advances, like self-driving cars. Teller describes 10x thinking this way: “If you want cars to run at 50 mpg, fine, you can retool your car a little bit. But if I tell you a car has to run on a gallon of gas for 500 miles, you have to start over.”

In other words, a 10x goal forces you to rethink an idea entirely. It pushes you beyond existing models and forces you to totally reimagine how to approach it.

## The basics



Choose a monthly contribution.



Visit participating sites.



Support the people who make the web.

## How it works

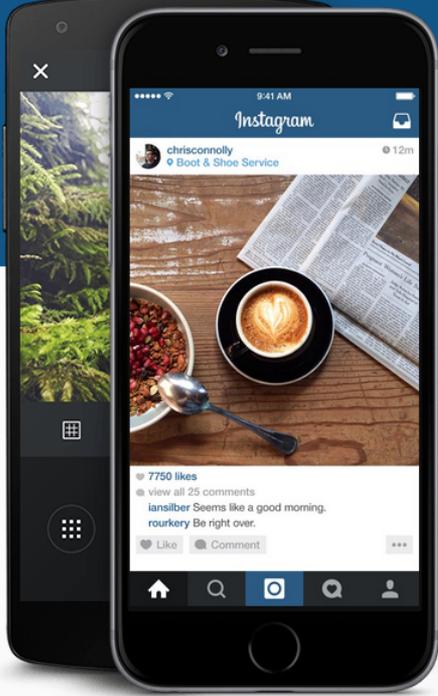


per month

Choose a monthly contribution.

From \$2-10, you set your monthly amount. The more you contribute, the more you support the websites you visit.

**Google is willing to kill display ads to build a new way of funding web content**



**Instagram**

LOG IN

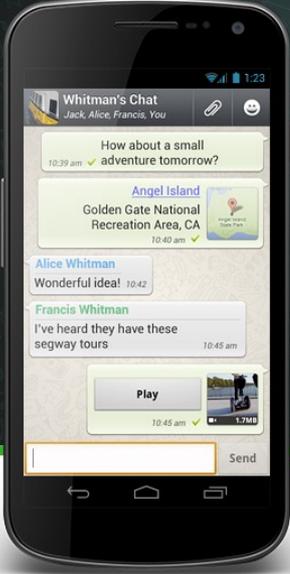
**Capture and Share the World's Moments**

Instagram is a free and simple way to share your life and keep up with other people.

Take a picture or video, then customize it with filters and creative tools. Post it on Instagram and share instantly on Facebook, Twitter, Tumblr and more—or send it directly as a private message. Find people to follow based on things you're into, and be part of an inspirational community.

Download on the App Store

GET IT ON Google play



**WhatsApp**

Home Download WhatsApp

Simple. Personal.  
Real Time Messaging.

Download WhatsApp

Group Chats

Send photos & v

Available for Android

iPhone

BlackBerry

Nokia S40

**Facebook is willing to admit defeat on its own products and pay billions to acquire other social players**

home repair

- home repair
- home repair loans
- Home Repair - Maintaining and Repairin  
[homerepair.about.com](http://homerepair.about.com)
- home repair grants

repairs repair repaired

q w e r t y u i o p

car insurance

- car insurance
- car insurance quotes
- car insurance companies
- Car Insurance: Auto Insurance & Insuran  
[progressive.com](http://progressive.com)

for Quote company

q w e r t y u i o p

credit cards

- credit cards
- Bank of America – Banking, Credit Card  
[bofa.com](http://bofa.com)
- credit cards for bad credit
- Credit Cards - Compare Credit Card Offe  
[creditcards.com](http://creditcards.com)

card cards card statement

q w e r t y u i o p

Google's willing to sacrifice huge amounts of revenue to provide a better, more addictive user experience.

# Even Microsoft, long a bastion of protectionist thinking, is willing to hurt core products in order to innovate:

The Economist

World politics

Business & finance

Economics

Science & technology

Culture

Microsoft at middle age

## Opening Windows

A once-dominant software giant is determined to prove that life begins again at 40

Apr 4th 2015 | REDMOND AND SAN FRANCISCO | From the print edition



2.3k



1,367



Microsoft/Polaris/Eyewire

“WHAT are you on? The ‘fuck Windows’ strategy?” Back in the late 1990s, when Bill Gates was still Microsoft’s boss, any employee who had the temerity to suggest something that could possibly weaken the firm’s flagship operating system was sure to earn his wrath. Even after Steve Ballmer took over from Mr Gates in 2000, that remained the incontestable law at the company’s headquarters in Redmond, in Washington state. Everything Microsoft did had to strengthen Windows, to make it ever more crushingly dominant. Many of the company’s best innovations were killed because of this “strategy tax”, as it was known internally.

Today the rules are different in Redmond. The new boss who took over last year, Satya Nadella (pictured, centre, with Mr Gates to the left and Mr Ballmer on the right), recoils when he hears the term “strategy tax” and says he now tells his staff simply to “build stuff that people like”. Some of the things he has done would surely have been seen by his two predecessors as “fuck Windows” strategies. Office, the company’s popular suite of word-

Via [The Economist](#)

**What About Us  
Web Marketers?**

**Historically, we've lagged the industry:**

Google,  
Facebook,  
Web Users

Marketers





**Our innovation is usually restricted to the areas we're **allowed** to control and influence.**

**It's not certain what SEO will be as our  
industry grows up...**



**Would we risk our current value propositions**

**In order to innovate and grow?**



The background features a dark teal gradient with numerous small, bright teal particles scattered throughout. Several glowing teal lines, composed of small dots, curve across the frame from left to right, creating a sense of motion and digital connectivity.

**Will mobile, apps, brand, & content become allies**

**Or will they be the trends that disrupt us?**

# **A Changing Industry**

**Social Media Marketing: 2,251,589**  
**INCREASE SINCE 2013 139.8%**

**Blogging: 1,028,278**  
**117.67% INCREASE**

**SEO: 634,075**  
**74.14% INCREASE**

**Content Strategy**  
220,313  
**194.38% INCREASE**

**Web Analytics**  
207,363  
**89.35% INCREASE**

**Content Marketing:**  
82,131  
**172.45% INCREASE**

**Inbound Marketing:**  
31,345  
**111.05% INCREASE**



Via [Twitter](#) & [Optimal Targeting](#)

**We've seen massive growth in the number of web marketing professionals (greatest in content marketing & strategy)**

**Social Media Marketing**

Website Category

**Content marketing**

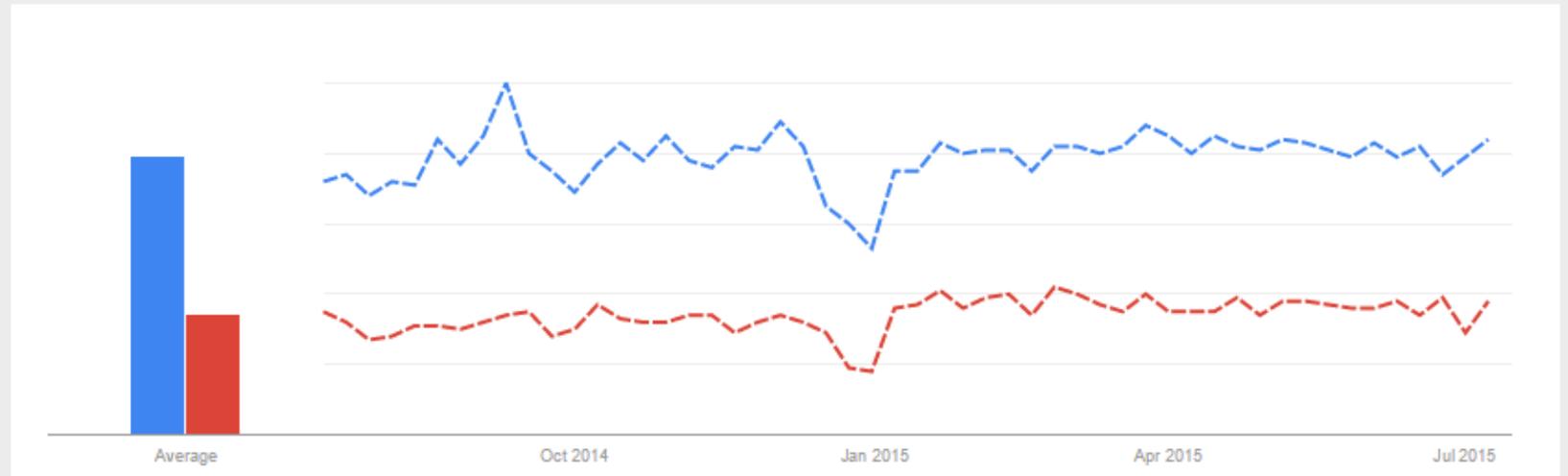
Field of study

+ Add term

Beta: Measuring search interest in *topics* is a beta feature which quickly provides accurate measurements of overall search interest. To measure search interest for a specific *query*, select the "search term" option. (?)

Interest over time (?)

News headlines (?) Forecast (?)



**After substantial growth from 2010-2014, interest in social media and content marketing seem to be flattening.**

Search E...

List

Content ...

Field of study

Inbound ...

Industry

Social M...

Website Category

Direct ma...

Industry

Beta: Measuring search interest in *topics* is a beta feature which quickly provides accurate measurements of overall search interest. To measure search interest for a specific *query*, select the "search term" option. ?

Interest over time ?

News headlines ?  Forecast ?



**"SEO" remains the dominant term in our field.**

# What an SEO does is in constant flux (2013 vs. 2015):

	I don't know	None (0%)	A little (1-25%)	Some (26-50%)	A lot (51-75%)	Most of my time	Total		I don't know	0% (None)	1-25% (A Little)	26-50% (Some)	51-75%	76-100%	Total
Brand strategy	0.86%	21.62%	42.79%	20.52%	16.61%	1.43%	2,715	Keyword Research	0.59%	10.37%	41.25%	25.34%	16.21%	5.88%	3,410
Content creation (writing and blogging)	0.87%	20.52%	38.41%	22.99%	12.70%	4.51%	2,749	Brand Strategy	0.65%	17.28%	37.38%	24.50%	14.85%	5.34%	3,408
Content curation	2.44%	24.06%	38.41%	22.99%	12.70%	4.51%	2,749	Content	2.19%	20.46%	37.96%	22.68%	14.19%	5.80%	3,397
CRO (conversion rate optimization)	2.02%	27.66%	38.41%	22.99%	12.70%	4.51%	2,668	Link Building	0.82%	22.67%	38.80%	19.68%	14.99%	6.25%	3,408
Email marketing	1.77%	38.05%	38.41%	22.99%	12.70%	4.51%	2,668	Rate Optimization	1.12%	38.62%	36.67%	14.64%	18.20%	8.45%	3,407
Graphic design	1.97%	52.47%	38.41%	22.99%	12.70%	4.51%	2,691	Public Relations	1.12%	38.62%	36.67%	14.64%	13.11%	4.93%	3,410
Keyword research	0.61%	11.07%	38.41%	22.99%	12.70%	4.51%	2,691	Management	1.44%	46.40%	37.91%	10.11%	13.57%	7.46%	3,405
Link building	1.10%	28.54%	38.41%	22.99%	12.70%	4.51%	2,679	Video	1.44%	46.40%	37.91%	10.11%	10.63%	3.20%	3,376
Link removal	2.91%	53.45%	38.41%	22.99%	12.70%	4.51%	2,679	Web or software development	2.28%	49.35%	37.91%	10.11%	10.94%	3.89%	3,391
Local search	1.97%	38.38%	38.41%	22.99%	12.70%	4.51%	2,679	Removal	1.73%	1.02%	1.05%	2.77%	10.94%	3.89%	3,391
Managing people	1.25%	30.87%	38.41%	22.99%	12.70%	4.51%	2,679	Removal	1.73%	1.02%	1.05%	2.77%	10.94%	3.89%	3,391
Public relations	1.73%	49.27%	38.41%	22.99%	12.70%	4.51%	2,679	Removal	1.73%	1.02%	1.05%	2.77%	10.94%	3.89%	3,391
PPC (paid search)	1.85%	38.54%	38.41%	22.99%	12.70%	4.51%	2,679	Removal	1.73%	1.02%	1.05%	2.77%	10.94%	3.89%	3,391
Reputation management	2.12%	43.56%	38.41%	22.99%	12.70%	4.51%	2,679	Removal	1.73%	1.02%	1.05%	2.77%	10.94%	3.89%	3,391
Site audits	1.25%	17.22%	38.41%	22.99%	12.70%	4.51%	2,679	Removal	1.73%	1.02%	1.05%	2.77%	10.94%	3.89%	3,391
Social media marketing	0.87%	21.34%	38.41%	22.99%	12.70%	4.51%	2,679	Removal	1.73%	1.02%	1.05%	2.77%	10.94%	3.89%	3,391
Usability analysis	2.65%	31.40%	38.41%	22.99%	12.70%	4.51%	2,678	Removal	1.73%	1.02%	1.05%	2.77%	10.94%	3.89%	3,391
Video	2.45%	51.36%	38.41%	22.99%	12.70%	4.51%	2,678	Removal	1.73%	1.02%	1.05%	2.77%	10.94%	3.89%	3,391
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More time on brand strategy

More time on content curation

More time managing people

More time on press & PR

More time on social media

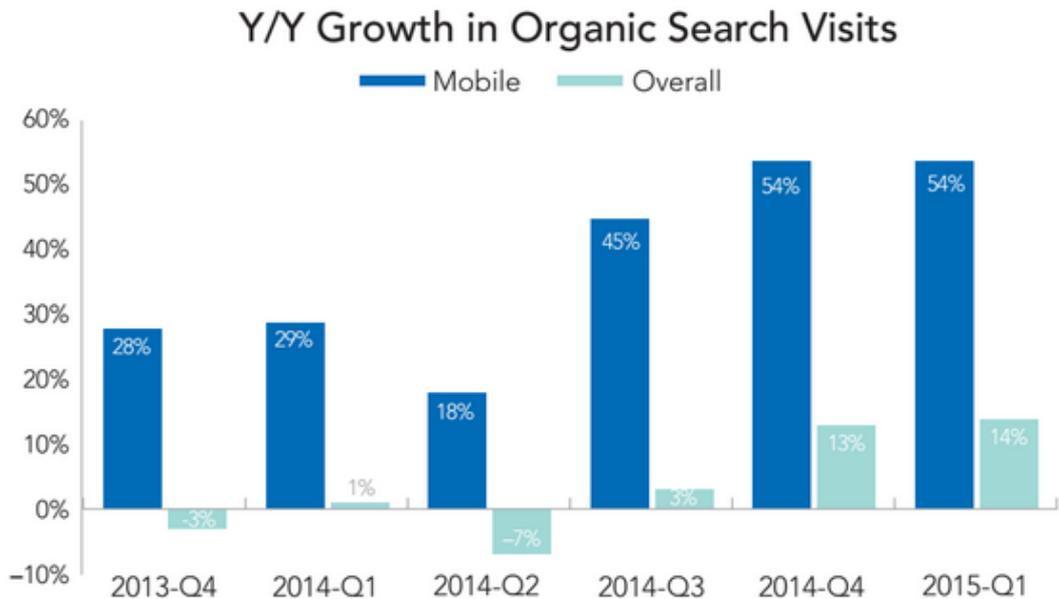
More time on reputation mgmt

Less time on link building

**We Face an  
Increasingly Complex  
Landscape**

# Organic Search Visits Continue to Grow Year-Over-Year

Organic search visits grew 14% year-over-year in Q1, following a Q4 that saw 13% growth. While mobile has spurred much of the organic search volume increases with 54% year-over-year growth the past two quarters, changes to Google's SERP beginning in Q3 of 2014 that resulted in declining desktop ad impressions have likely also played a role in the resurgence of organic traffic.



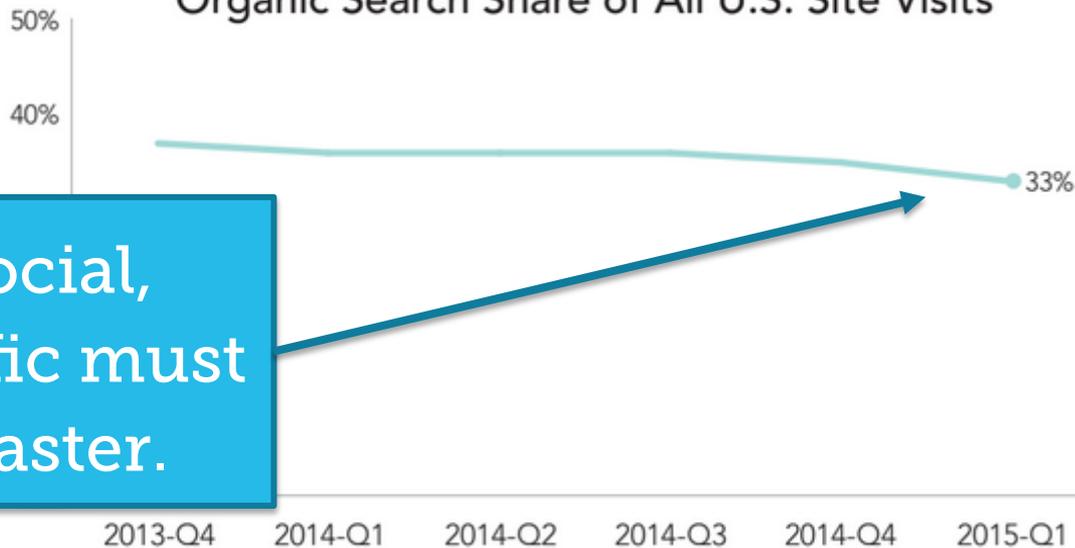
**More Searches, Searchers,  
& Searches / Searcher Than Ever Before:**

Via [RKG's Quarterly Digital Marketing Report](#)

# Organic Search Share of Site Visits Down from Q4

Organic search visits accounted for just under 33% of all site traffic in Q1, down from nearly 35% in Q4 of last year. Users increasingly turned to direct navigation in Q1 following the

Organic Search Share of All U.S. Site Visits



Some combo of social, direct, & referral traffic must be growing even faster.

direct navigation may be from other sources which failed to pass a referrer.

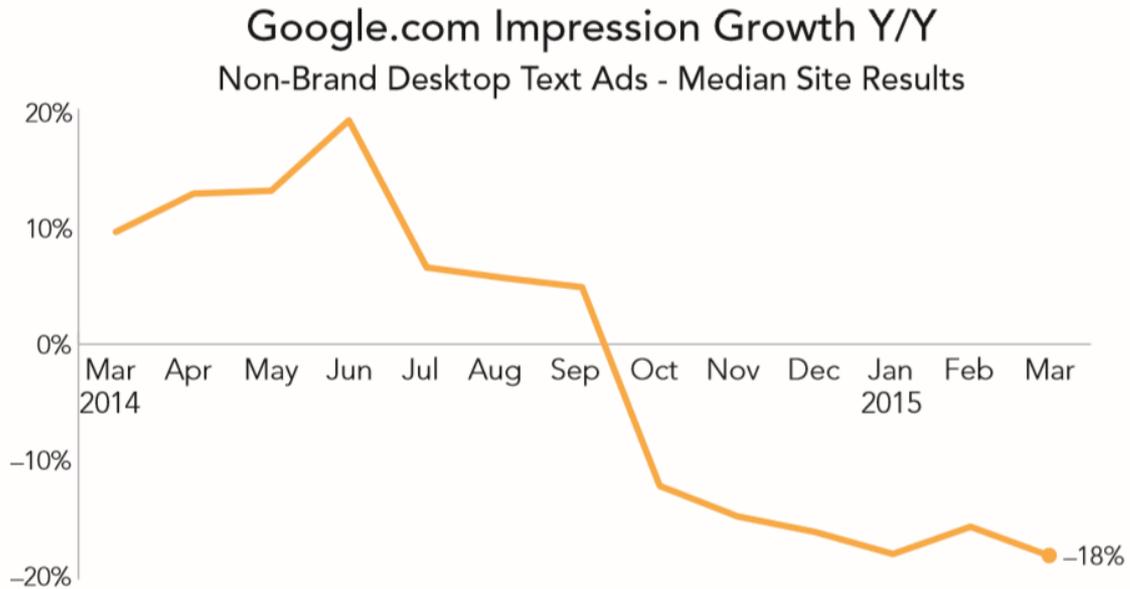
**But even with that growth, Google's overall share of referral traffic is shrinking**

# AD IMPRESSION GROWTH SLOWS, FOLLOWED BY Y/Y DECLINES

In June 2014, Google.com non-brand text ad impression growth was 19% Y/Y for the median AdWords program. The next month, growth fell sharply to 7%, and by October 2014, impressions were declining by 12% Y/Y. By the end of Q1 2015, impressions were declining by 18% Y/Y.

We highlight Google.com results here to take search partners out of the equation. Notably, eBay moved its mobile search ads from Google to Bing in mid-2014 and this had an appreciable impact on overall AdWords impressions, but the impact to clicks was minor.

We also present desktop

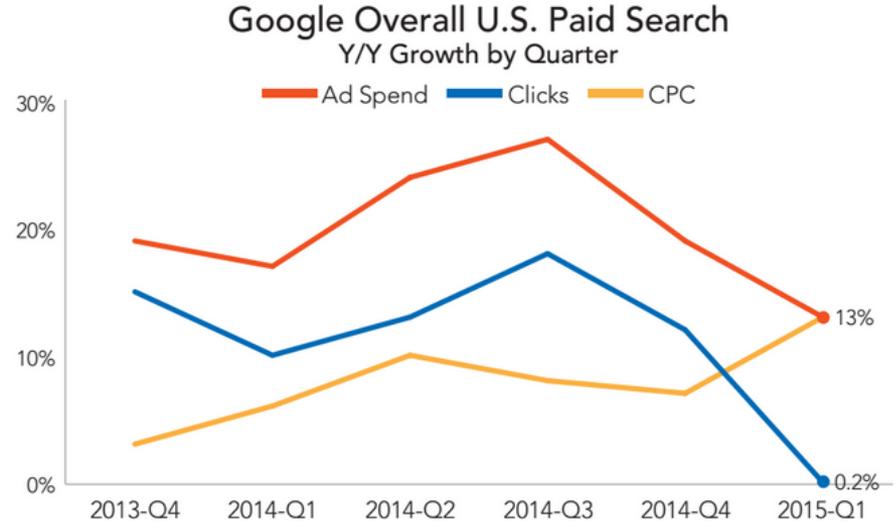


**Google's showing fewer ads on average. Whoa!**

# But, they're charging more, on average, per ad:

## Google Click Growth Stalls as CPCs Increase 13%

Google Y/Y spending growth decelerated from 19% in Q4 to a little over 13% in Q1 as rising CPCs constrained click growth. Google's click growth was also negatively impacted by the loss of its default search provider status on Firefox browsers, slowing PLA growth, weakening tablet click growth, and declines in ad impressions. The Firefox deal alone shifted 2% of U.S. search share from Google to Yahoo.

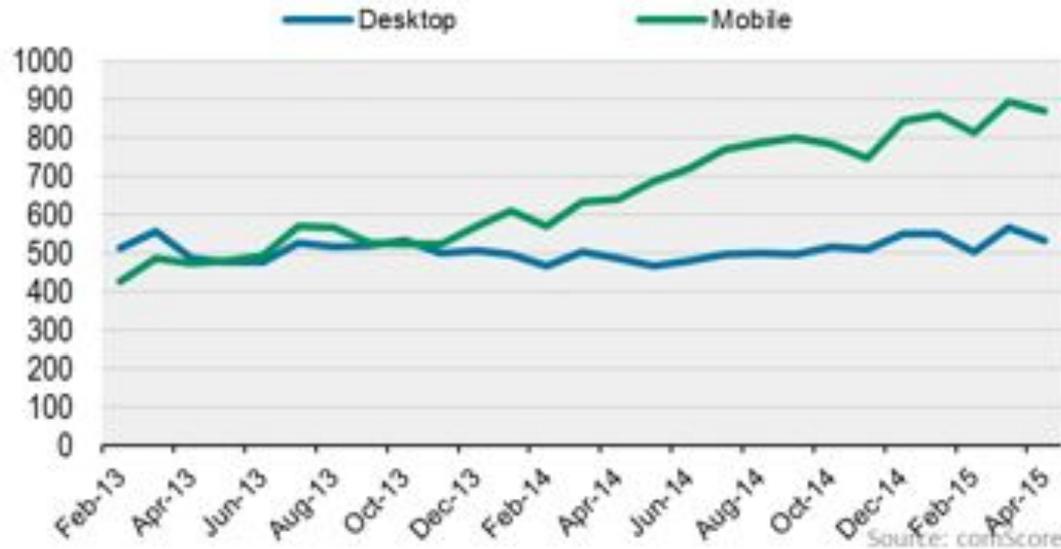


**Perhaps Google's sacrificing number of ads to boost quality and/or searcher happiness...**

# Mobile has become huge and keeps growing, but, weirdly hasn't cannibalized desktop:

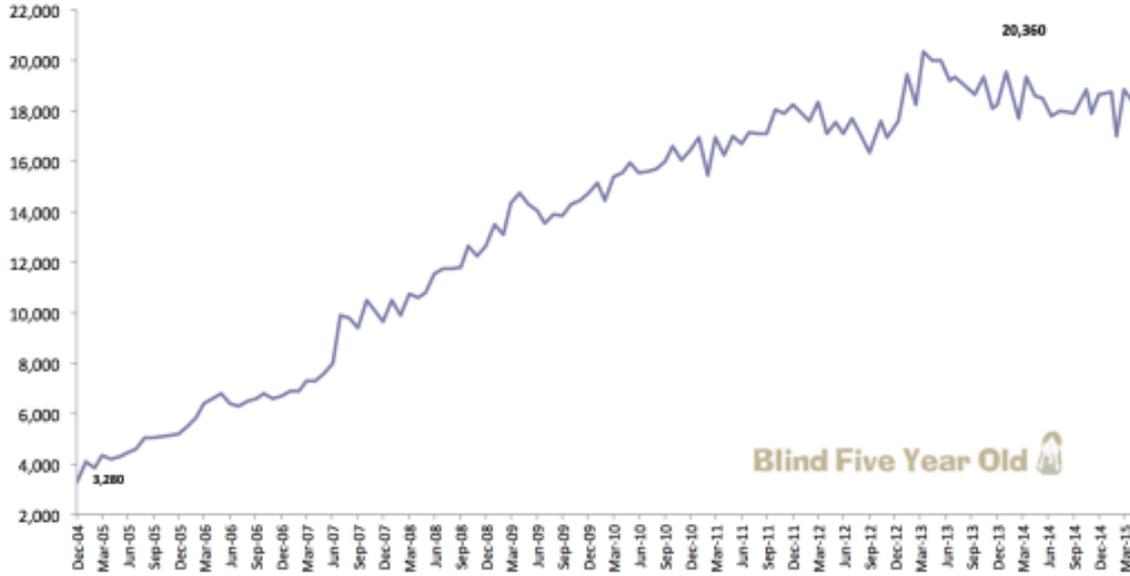
## Mobile Internet isn't killing the desktop

Total minutes spent online on desktop computers and mobile devices (billions)



## Monthly US Desktop Searches

(in Millions)

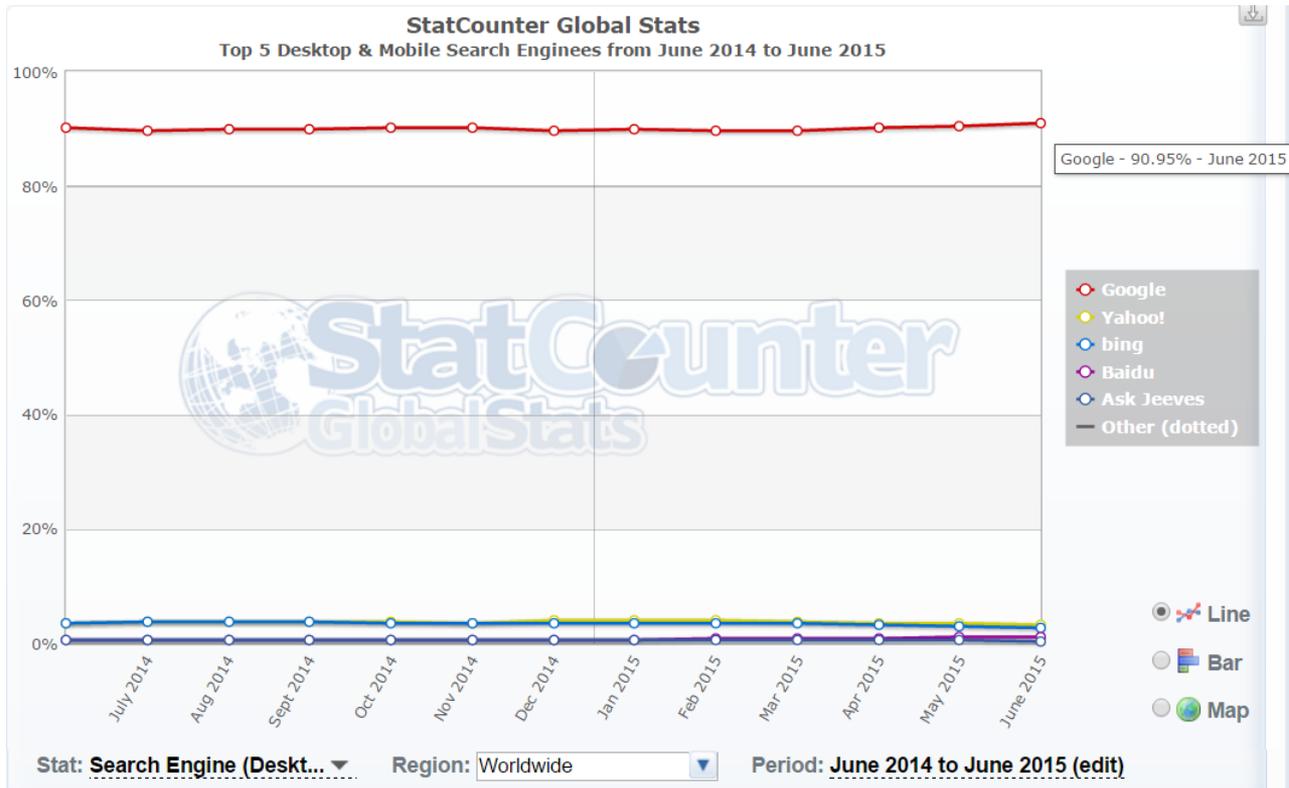


Blind Five Year Old 

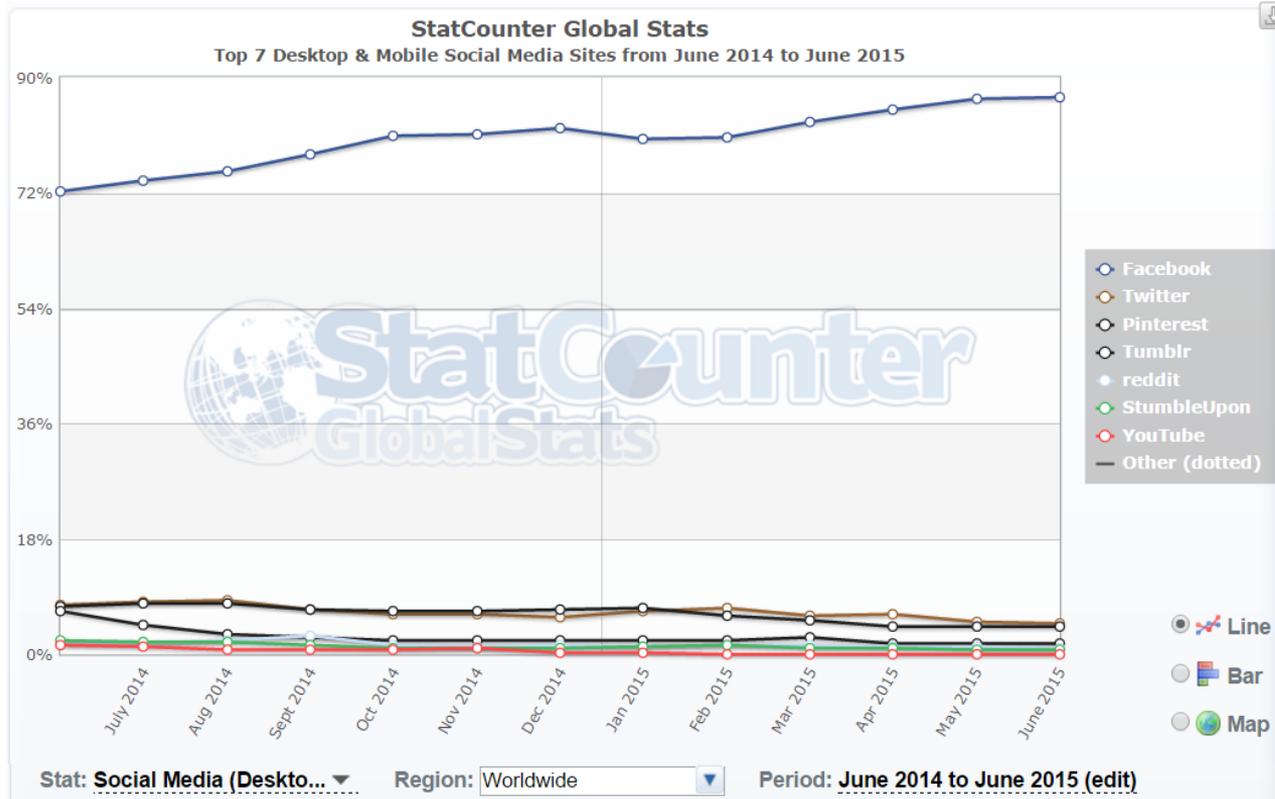
Source: Compiled from comScore eSearch and Nielsen/NetRatings MegaView Search reports.

**Mobile search is growing rapidly,  
while desktop search growth has flattened.**

Via [AJ Kohn & Comscore](#)

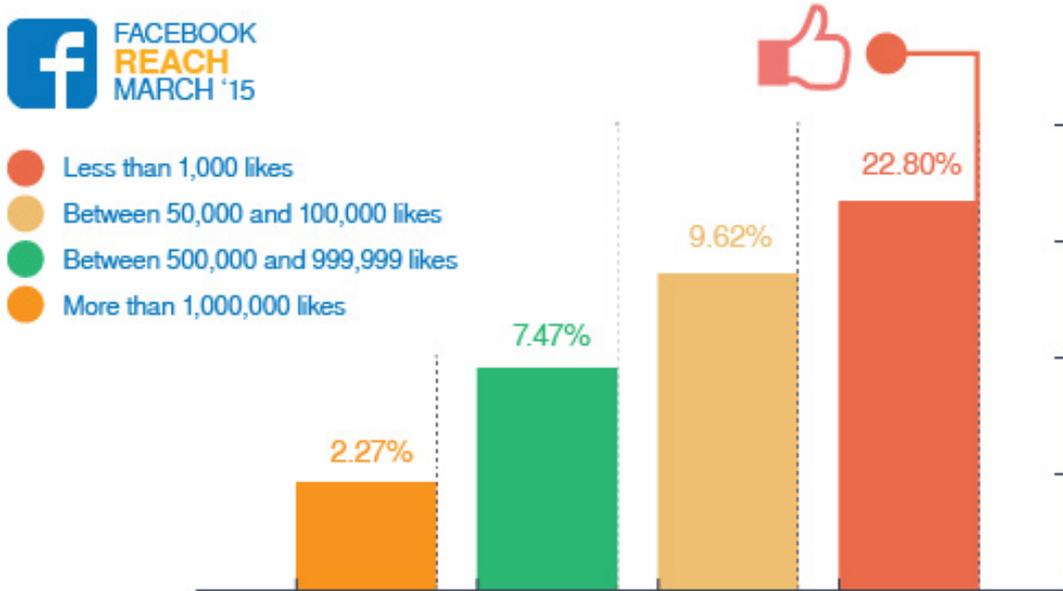


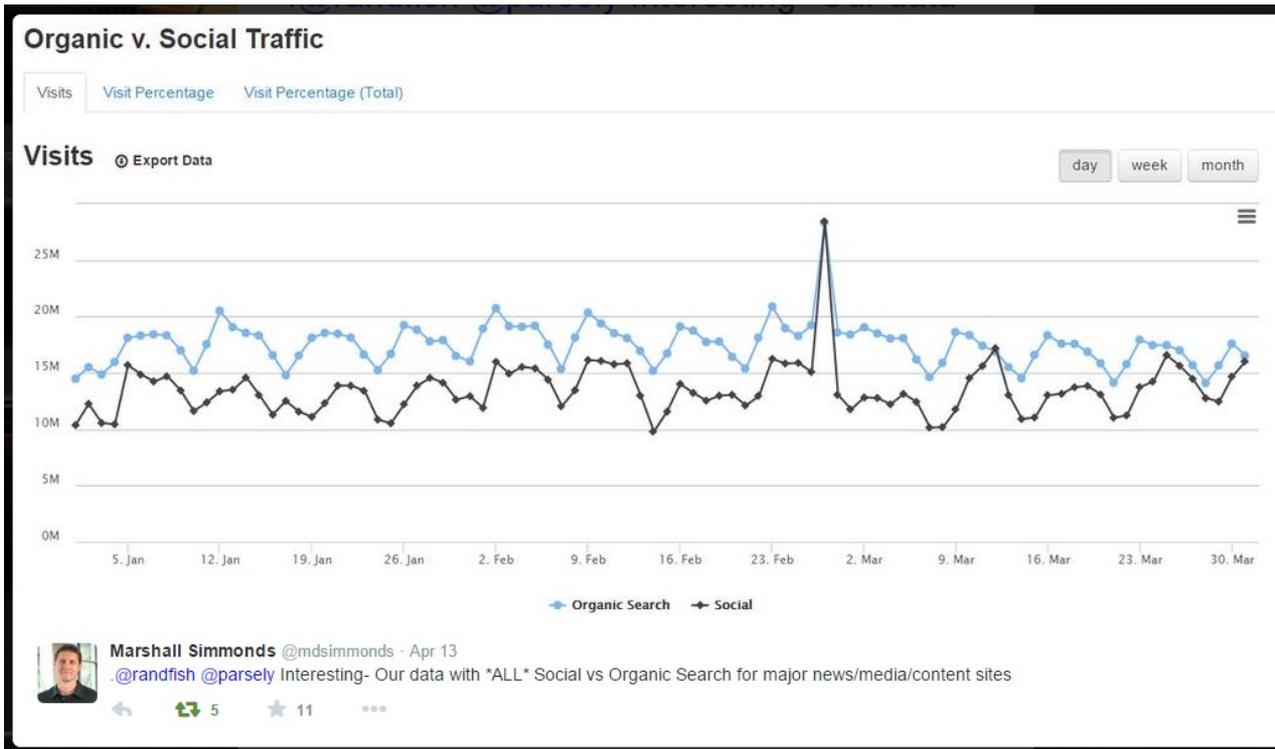
**Some things stay the same: Google's still ~90% of global search and ~80% of US search**



**Facebook, similarly, sends about 90% of all social media referrals.**

# This, despite the fact that Facebook organic reach is incredibly low (though better for small brands & pages):

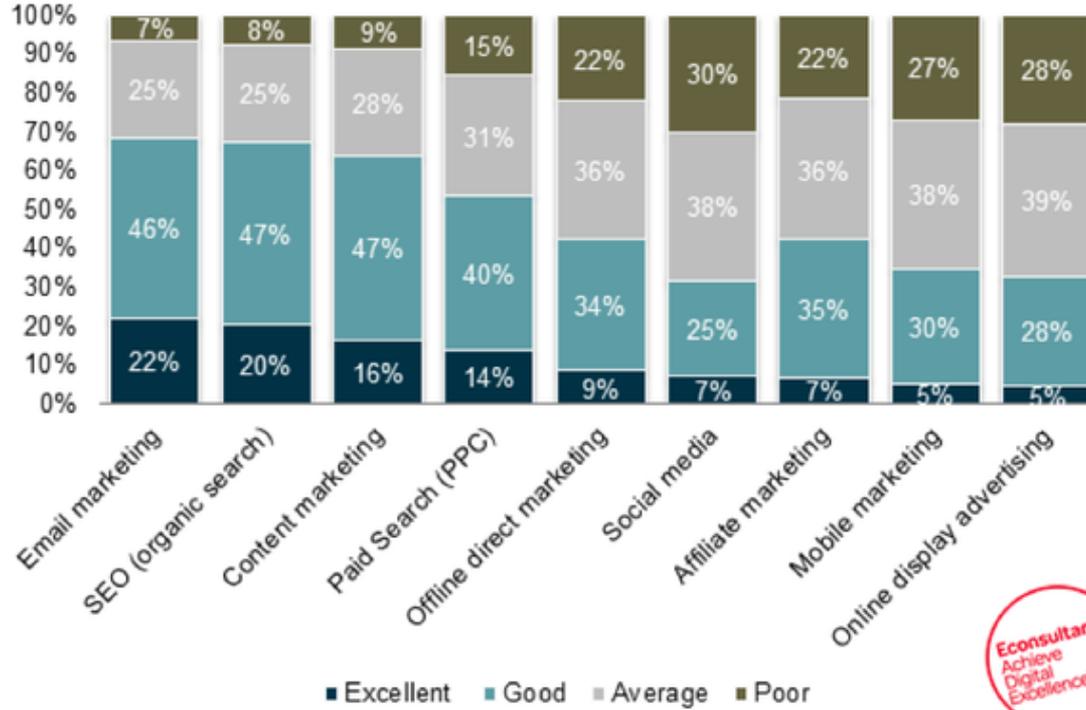




Via [Twitter](#)

**Social traffic is creeping up on organic search in total referral volume for some verticals (like news/media)**

# How do you rate the following channels in terms of return on investment?



Via [Econsultancy](#)

**But businesses that invest in multiple channels still see email & SEO as ROI leaders (social trails far behind)**

# Europe Challenges Google, Seeing Violations of Its Antitrust Law

By JAMES KANTER and MARK SCOTT APRIL 15, 2015



**After years of facing off, the EU finally filed formal charges against Google for abusing their monopoly in shopping results.**

Margrethe Vestager, the European Union's competition commissioner, accused Google of distorting Internet search results and began an antitrust investigation into its Android mobile operating system. By Reuters on April 15, 2015. Photo by John Thys/Agence France-Presse — Getty Images. [Watch in Times Video »](#)

 Email

 Share

BRUSSELS — The [European Union](#)'s antitrust chief on Wednesday formally accused [Google](#) of abusing its dominance in web searches, bringing charges that could limit the giant American tech company's moneymaking prowess.

Via [NYTimes](#)

# Google lobbying spending reached new high in early 2015

WASHINGTON | BY DIANE BARTZ



People are silhouetted as they pose with laptops in front of a screen projected with a Google logo, in this picture illustration taken in Zenica October 29, 2014.  
REUTERS/DADO RUVIC

Google Inc (GOOGL.O), already one of Washington's biggest spenders, set a company record for its lobbying activity in the first quarter of 2015 when it spent \$5.5 million, according to a government database.

Google ranked ninth in terms of total lobbying spending in 2014 at \$16.8 million, behind the U.S. Chamber of Commerce (\$124 million) and the National Association of Realtors (\$55 million), according to the Center for Responsive Politics.

**But, in the US, Google's lobbying expenditures will probably keep American politicians from pursuing the company.**

Via Reuters

## Finding Evidence of Wrongdoing

While the FTC staff recommended not filing an antitrust case against Google for its search engine business, it uncovered evidence that Google promoted its own search results and demoted those of its rivals. Google **"adopted a strategy of demoting or refusing to display, links to certain vertical websites in highly commercial categories."**

[Read original](#) ▾ page 28

## A Harmful Monopoly

FTC staff concluded that Google's conduct harmed consumers and competitors. **"Staff concludes that Google's conduct has resulted - and will result - in real harm to consumers and to innovation..."**

[Read original](#) ▾ page 116

## Pushing Down Competitors

In a footnote to its report, the FTC staff detailed precisely how Google promoted its own search results over rivals. **"Although Google originally sought to demote all comparison shopping websites, after Google raters provided negative feedback to such a widespread demotion, Google implemented the current iteration of its so-called 'diversity' algorithm."**

[Read original](#) ▾ page 132, footnote 154

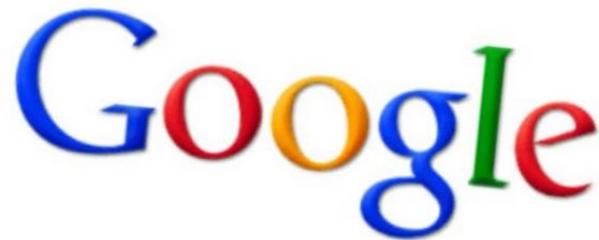
## The Benefits of Low Numbers

In this footnote, the FTC staff quotes Google's top economist, Hal Varian, saying that its market share was being underestimated. He added that the artificially low market share estimate could help Google steer clear of antitrust regulators. **"From an antitrust perspective, I'm happy to see them underestimate our share."**

TECH

# How Google Skewed Search Results

FTC staff report details how Google favored its own shopping, travel services over rivals



**This, despite the FTC believing Google was guilty of some serious violations.**

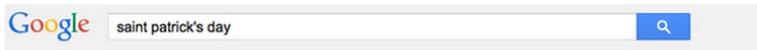
Via [WSJ](#)



Cyrus Shepard

@CyrusShepard

# Google in the year 2017



Web News Videos Images Books More Search tools

About 28,000,000 results (0.24 seconds)

Saint Patrick's Day - Wikipedia, the free encyclopedia

Create account Log in

Article Talk Read View source View history Search

## Saint Patrick's Day

From Wikipedia, the free encyclopedia

**Saint Patrick's Day**, or the **Feast of Saint Patrick** (Irish: *Lá Fhéile Pádraig*, "the Day of the Festival of Patrick"), is a cultural and religious celebration held on 17 March, the traditional death date of Saint Patrick (c. AD 385–461), the foremost patron saint of Ireland.

Saint Patrick's Day was made an official Christian feast day in the early 17th century and is observed by the Catholic Church, the Anglican Communion (especially the Church of Ireland),<sup>[4]</sup> the Eastern Orthodox Church, and Lutheran Church. The day commemorates Saint Patrick and the arrival of Christianity in Ireland,<sup>[5]</sup> and celebrates the heritage and culture of the Irish in general.<sup>[5]</sup>

Celebrations generally involve public parades and festivals, céilíthe, and the wearing of green attire or shamrocks.<sup>[6]</sup> Christians also attend church services<sup>[5][7]</sup> and the Lenten restrictions on eating and drinking alcohol are lifted for the day, which has encouraged and propagated the holiday's tradition of alcohol consumption.<sup>[5][6][8][9]</sup>

**Saint Patrick's Day**



Saint Patrick depicted in a stained glass window at Saint Benin's Church, Ireland

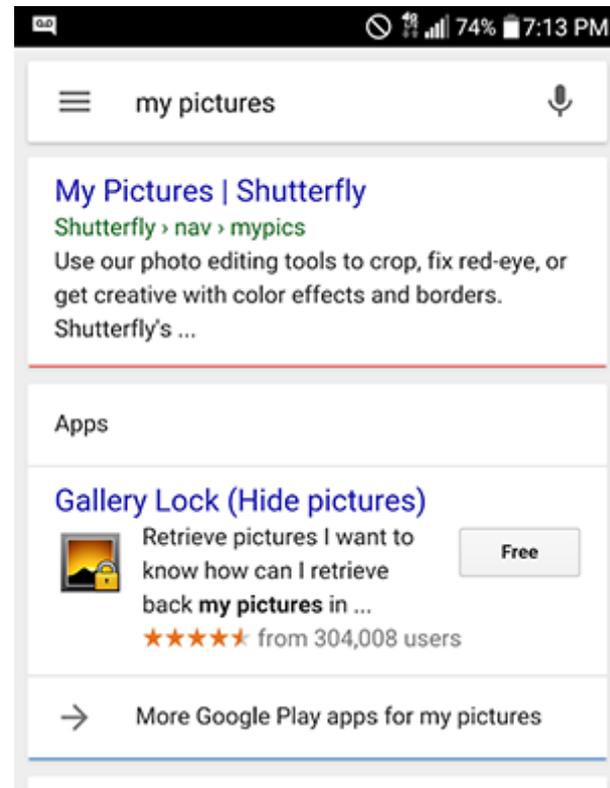
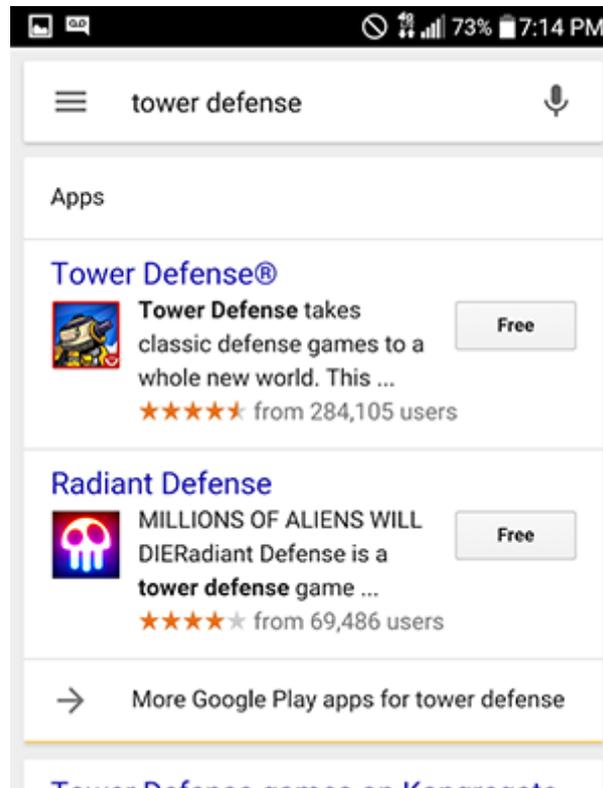
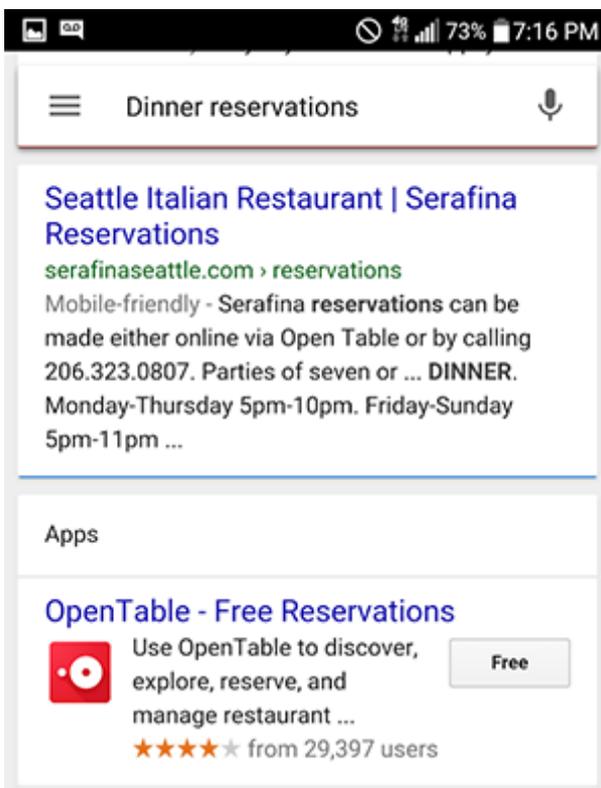
**Official name** Saint Patrick's Day

**Also called** Feast of Saint Patrick  
Patrick's Day  
Lá Fhéile Pádraig  
(St) Paddy's Day  
(St) Patty's Day<sup>[1][2]</sup>

**Observed by** Irish people and people of Irish descent.

# Search results continue to trend toward Larry Page's vision of delivering a complete answer.

Via Twitter



Apps in search results create an entirely new market of potential customers/employers for SEOs.

# Most of Us Don't Download Any Smartphone Apps at All

Denver Nicks @DenverNicks | Aug. 22, 2014



**And most people spend a huge chunk of time on just one app**

More and more of us might be using smartphones to meet our digital needs but, according to the latest [data](#) from analytics firm Comscore, we aren't downloading more apps on top of what comes with our phones.

Only about 35% of smartphone users download any apps at all in an average month, says Comscore's Mobile App Report—put another way, 65% of smartphone users don't download a single app in any given month.



Jonathan Nackstrand—AFP/Getty Images

**SEO for apps may help that medium reach the 65%+ of folks who don't download any new apps.**

Via [Time.com](http://Time.com)

# Sadly, we're losing our last source of keyword referral data as Bing, too, goes "not provided"



JUNE  
**15**  
2015

## Bing Moving to Encrypt Search Traffic by Default

At Microsoft, we're committed to helping users keep their data safe and secure.

That's why we support the industry's move to use of TLS protocols as part of our effort to expand encryption across our networks and services. Bing has already been offering users the option to encrypt search traffic for about a year and a half now. Beginning this summer, we will begin the process of encrypting search traffic by default. This means that traffic originating from Bing will increasingly come from <https://www.bing.com> as opposed to <http://www.bing.com>.

With the move to encrypted search by default we will continue to pass along a referrer string so that marketers and webmasters will be able to identify traffic as coming from Bing. However, to further protect our users' privacy, we will not include the used query terms. We will still provide some limited query term data available without compromising the security of customer data through our various webmaster and advertiser tools, which include:

1. Use [Search Query Terms Report](#). Available in the Bing Ads UI or through the API, the Search Query Terms Report lets you see what search queries triggered your ads and the associated performance metrics such as clicks, impressions and conversions.

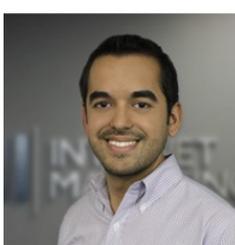
Via [Bing](#)

**All this Change Feels  
Overwhelming**

**MozCon 2015**  
**is Here to Help**



Adam Singer  
Google



Adrian Vender  
Internet Marketing Inc.



Cara Harshman  
Optimizely



Chris Dayley  
Dayley Conversion



Cindy Krum  
MobileMoxie LLC.



Courtney Seiter  
Buffer



Dana DiTomaso  
Kick Point



David Mihm  
Moz



Duane Brown  
Unbounce



Gianluca Fiorelli  
ILoveSEO.net



Kristina Halvorson  
Brain Traffic



Lexi Mills  
Dynamo PR



Marshall Simmonds  
Define Media Group, Inc.



Marta Turek  
ROI-DNA



Marty Weintraub  
aimClear

**We have a unique  
speaker selection  
process to bring  
diverse ideas from  
across the industry,**

# A MozCon App for both Android & iPhone



MozCon 2015



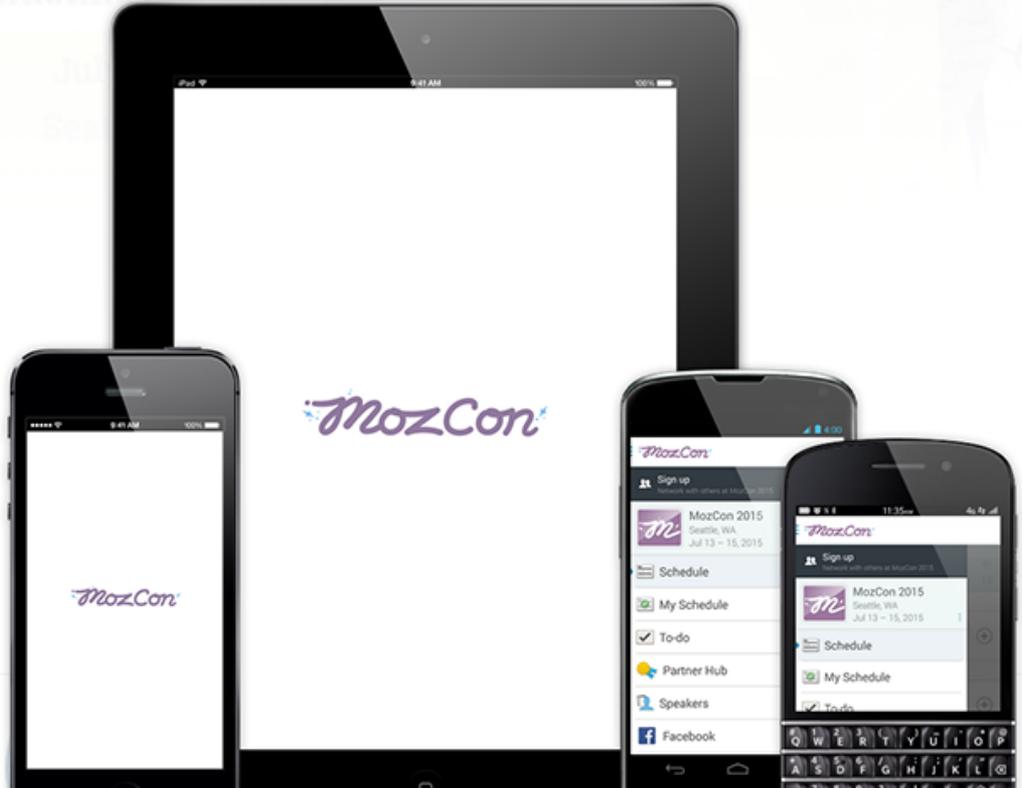
iPhone or iPad

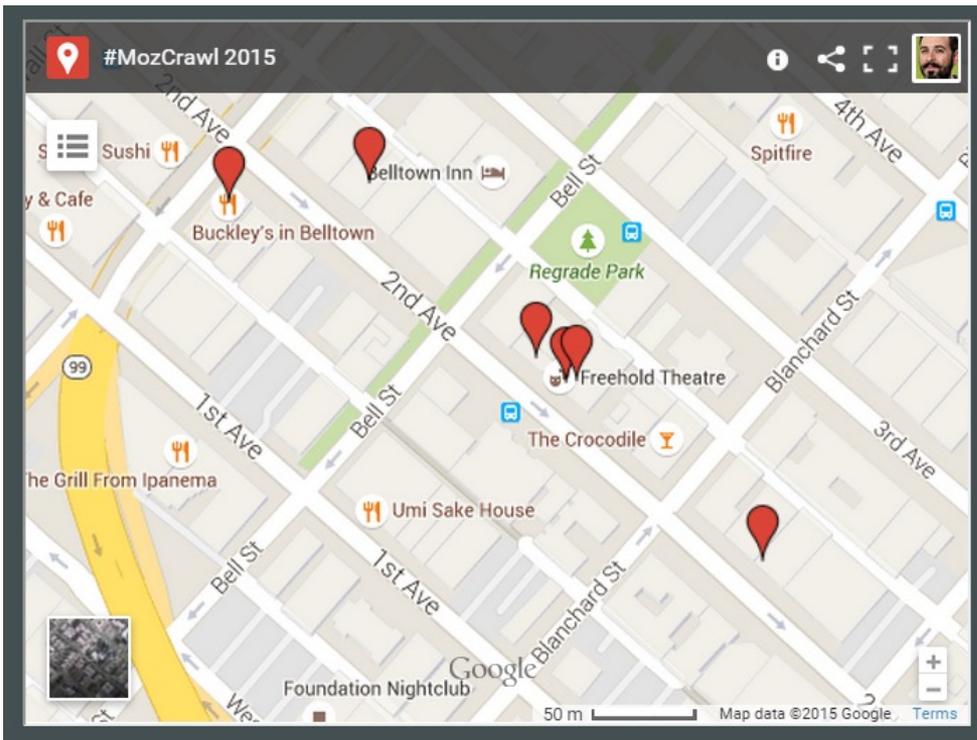


Android



Web





## Monday Night #MozCrawl

We're having a pub crawl on Monday. You'll be able to explore some of our favorite haunts and make some new friends. Go at your own pace, and visit the stops in any order. Spread across seven bars, each stop is sponsored by a trusted partner and one by us. You must bring your MozCon badge—for free drinks and light appetizers—and your US ID or passport. See you there!

- Buckley's, 2331 2nd Ave - Moz
- Wakefield Bar, 2137 2nd Ave - Moz
- Clever Bottle, 2222 2nd Ave, Suite 100 - Wordstream
- Rabbit Hole, 2222 2nd Ave - Unbounce
- Lava Lounge, 2226 2nd Ave - Whitespark
- The Whiskey Bar, 2122 2nd Ave - KISSmetrics

# The Monday night pub crawl across 6 bars in Belltown

**A special new event Tuesday night at Benaroya Hall -  
where Seattle's Symphony plays - MozCon Ignite!**



**Wednesday night, of course, our party at The Garage**





**A nifty selection of  
goodies to bring home**



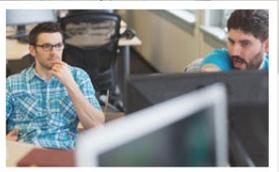
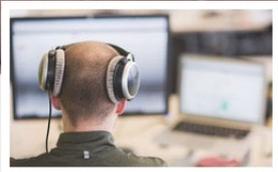


**The photobooth with Roger Mozbot**



**Handmade espresso courtesy of our friends  
from La Marzocco and Stumptown**

# Moz engineers and product managers at our booths who'd love to talk with you about what we should build next...



**Andreas Heim**  
Senior Software Engineer



**Andrew Lee**  
Unbreaker of Things



**Andrew McCollum**  
Devops Engineer



**Andrew Yang**  
Software Engineer



**Ankan Mukherjee**  
Engineering Manager



**Arunabha Ghosh**  
VP of Engineering



**Ben Kirzhner**  
Software Engineer



**Benjamin Feigin**  
Post Modern Cowboy



**Brandon Forehand**  
Principal Engineer



**Brandon Renfrow**  
Full Stack Developer



**Chris Whitten**  
Software Engineer



**Dan Lecocq**  
Senior Software Engineer

Several new  
Moz product  
launches...



SECURITY CLASSIFICATION

**TOP SECRET**

RE: EVENTS OF

06/15/12

CEHREC-061512-INVITATION

01 OF 05

Special Agent(s) \_\_\_\_\_ :

... been selected for a special assignment.  
... ticipate in the Hinman/  
... with a great

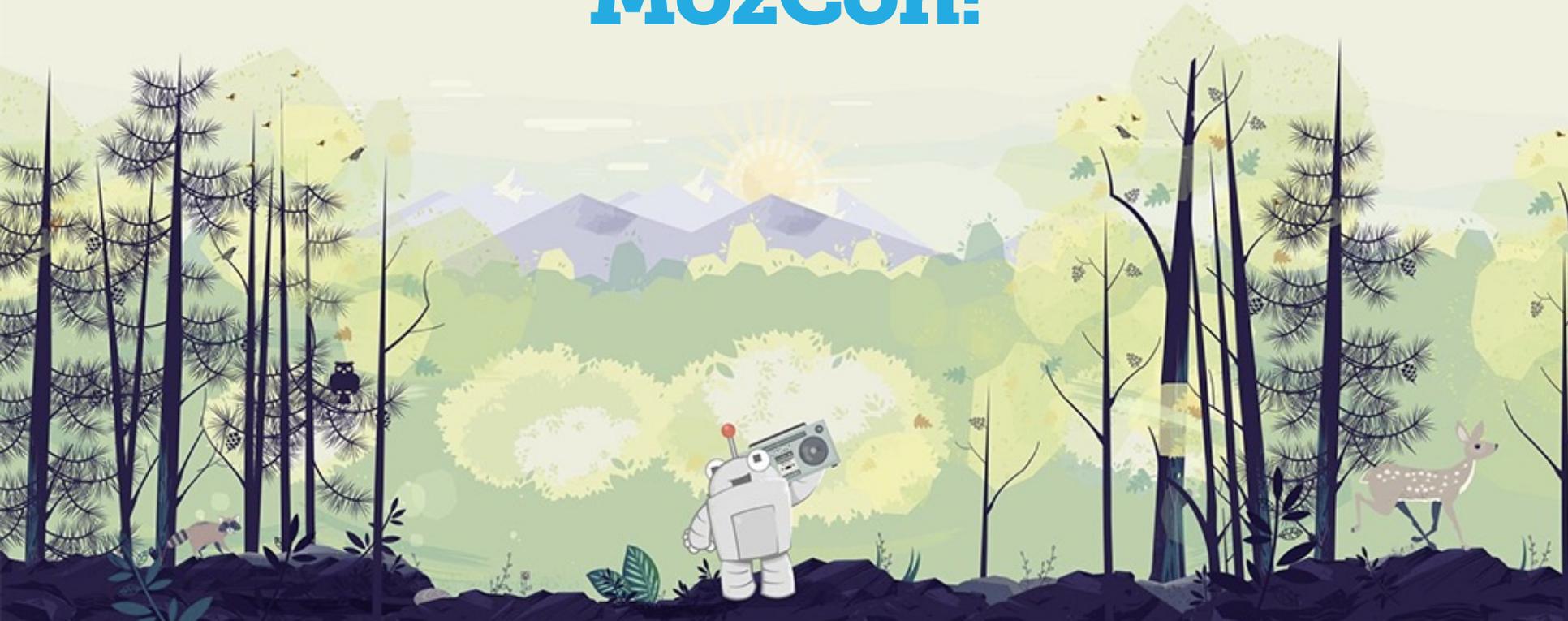


**A team of Mozzers who want to help make your experience  
here the best it can be.**



**I have just one request...**

# Get Ready for an Amazing MozCon!



THANK YOU



Rand Fishkin

Moz

@randfish