

The State of SEO & How to Survive Google's Trojan Horsing of the Web

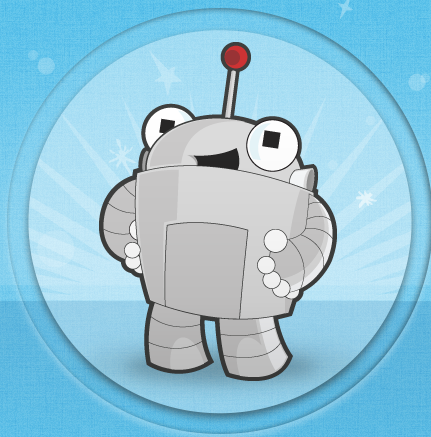


Rand Fishkin

Wizard of Moz, Moz

@randfish





How to Survive Google's Trojan Horsing of the Web

Rand Fishkin, Wizard of [Moz](#) | [@randfish](#) | [rand@moz.com](#)

This is Celebrity Net Worth's Story...

A photograph of three celebrities sitting at a restaurant table. On the left is a man wearing a black baseball cap and a colorful patterned shirt. In the center is a man with dark hair wearing a black shirt. On the right is a woman with long dark hair wearing a white and gold patterned off-the-shoulder top. They are all looking towards the camera. The table in front of them has plates, a silver teapot, and a pink napkin. The background is a dark wood-paneled wall.

How Google eats a business whole

Google's Featured Snippets are not only often wrong, they're also damaging to small businesses that depend on search traffic.

Here is an excerpt from the email:

"We get a good amount of search queries about net worth of celebrities and important people. I am tasked with finding an authoritative source, and Currently am exploring sources for Net Worth of Celebrities datasets. The ultimate goal is to enhance user experience at Google Search [...] I was reviewing your website, and your collection looks comprehensive... if you can share a small sample dataset in a spreadsheet, perhaps 10 celebrities with metadata, that will help me/team evaluate and see how it fits within our schema."

“I didn’t understand the benefit to us,” he said. “It’s a big ask. Like, ‘hey, let us tap into the most valuable thing that you have, that has taken years to create and we’ve spent literally millions of dollars, and just give it to us for free so we can display it.’ At the end of it, we just said ‘look, we’re not comfortable with this.’”

“But then they went ahead and took the data anyway.”



In February 2016, Google started displaying a Featured Snippet for each of the 25,000 celebrities in the CelebrityNetWorth database, Warner said. He knew this because he added a few fake listings for friends who were not celebrities to see if they would pop up as featured answers, and they did.

“Our traffic immediately crumbled,” Warner said. “Comparing January 2016 (a full month where they had not yet scraped our content) to January 2017, our traffic is down 65 percent.” Warner said he had to lay off half his staff. (Google

floyd mayweather net worth



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About 566,000 results (0.39 seconds)

Floyd "Money" Mayweather has the net worth to back up his nickname. Mayweather's net worth is **\$400 million**, according to Celebrity Net Worth. The boxer made \$250 million from his fight with Manny Pacquiao in 2015. Mayweather's career earnings total around \$700 million.

[Floyd Mayweather Net Worth - Bankrate.com](#)

www.bankrate.com/.../floyd-mayweathers-net-worth-they-dont-call-him-money-for-not...



About this result



Feedback

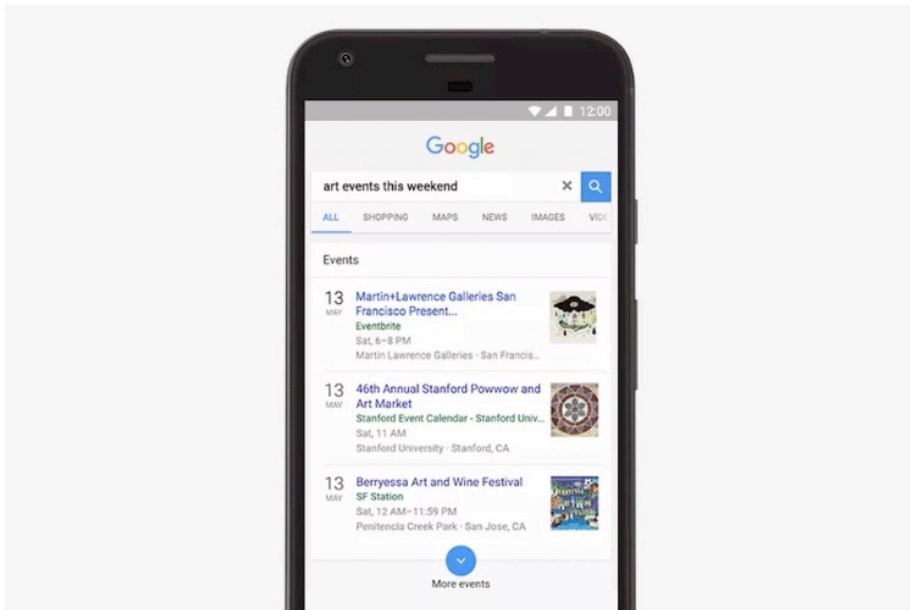
DICK MOVE!

Here's Google
Trojan Horsing...

Google adds local events to search results

by Chaim Gartenberg | @cgartenberg | May 10, 2017, 1:41pm EDT

f SHARE t TWEET in LINKEDIN



Eventbrite and Meetup... Huh.

Google is adding a new feature to search results on the Google app and mobile site: [local events](#), which will now show up in a special "events" box when searching queries for events.

As seen in the example, searching for things like "art events this weekend" will now show a simple, organized list of nearby matches. Google also allows for more specific searches, so you'll be able to search for things like "jazz concerts in Austin next week" and get similarly filtered results. The events will be pulled from sites like Eventbrite and Meetup, and Google

Via [TheVerge](#)

health care jobs



All News Images Videos Books More

Settings Tools

About 175,000,000 results (0.83 seconds)

Jobs

Near Seattle, WA

Healthcare Past 3 days Full-time Management Social Services & Non Profit Sales & >

H

Customer Service Representative - Healthcare
Healthcare Support
Seattle, WA
via ZipRecruiter

3 days ago Full-time



Healthcare Sales Professional / Clinical Liaison - Kindred...
Kindred Healthcare
Seattle, WA
via ZipRecruiter

2 days ago Full-time



CSR - Customer Service Representative (Healthcare/Medical)
Lincare
Seattle, WA
via CareerBuilder

4 days ago Full-time

→ 100+ more jobs

Health Care Jobs in Seattle, WA | Indeed.com

www.indeed.com/q-Health-Care-l-Seattle-WA-jobs.html

Job Listings

Something tells me this will not go well for them...



The company said that Google for Jobs will initially partner with LinkedIn, Facebook, Careerbuilder Monster, Glassdoor, and other services.

The search engine will have a number of tools that will help you find the right jobs for you. For example, you'll be able to filter jobs by location, title, category or type, date posted or whether it's full or part-time, among other things.

The service will also show applicants things like commute time, to help them figure out if the job is too far away to consider.

Via Techcrunch

weather seattle, wa



All Maps News Shopping Books More Settings Tools

About 16,200,000 results (0.65 seconds)

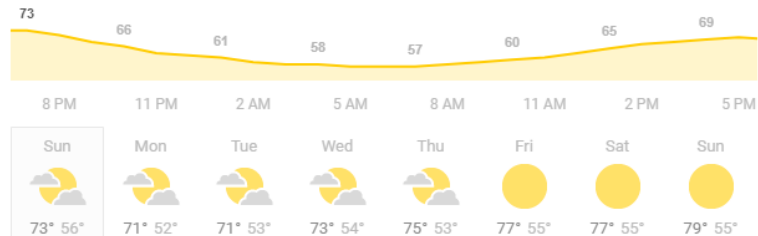
Seattle, WA

Sunday 7:00 PM
Sunny

 73 °F | °C

Precipitation: 0%
Humidity: 55%
Wind: 8 mph

Temperature Precipitation Wind



More on weather.com

Feedback

Seattle, WA 10-Day Weather Forecast - The Weather Channel ...

<https://weather.com/weather/tenday/l/USWA0395:1:US> ▼

Be prepared with the most accurate 10-day forecast for **Seattle, WA** with highs, lows, chance of precipitation from The **Weather Channel** and **Weather.com**.

[Seattle, WA Monthly Weather ...](#) · [Maps](#) · [Allergy Tracker for Seattle, WA](#)

Seattle, WA Weather Forecast and Conditions - The Weather Channel ...

<https://weather.com/weather/today/l/USWA0395:1:US> ▼

Today's and tonight's **Seattle, WA** weather forecast, **weather** conditions and Doppler radar from The **Weather Channel** and **Weather.com**.

Weather

Seattle, WA



First Hill | Report | Change Station ▼

Forecast History Calendar Rain / Snow Health

Elev 330 ft 47.61 °N, 122.32 °W | Updated 6 min ago



74.9 °F



Clear

Feels Like 77 °F

Wind from NW

Tomorrow is forecast to be **MUCH COOLER** than today.

Today

High 80 | Low 57 °F

20% Chance of Precip.

Yesterday

High 80.7 | Low 57.5 °F

Precip. 0 in



[Allergy Alert](#)



Sign up for your Daily Forecast Email

10-Day Weather Forecast

Graph

Table

Descriptive

Sun 07/09	Mon 07/10	Tue 07/11	Wed 07/12	Thu 07/13
80° 57°	72° 53°	72° 54°	74° 55°	76°
Partly Cloudy	Partly Cloudy	Partly Cloudy	Partly Cloudy	Partly Cloudy
0 in	0 in	0 in	0 in	0 in

mariners game



[All](#) [News](#) [Videos](#) [Shopping](#) [Images](#) [More](#)

[Settings](#) [Tools](#)

About 32,000,000 results (0.57 seconds)

Seattle Mariners- Safeco Field - Get Your Tickets Online Now

[Ad](#) tickets.expert/ ▼

Seattle **Mariners** at Safeco Field tickets are on sale now - Seattle, WA

Amenities: Interactive Maps, Instant Download, 100% Guarantee, Wide Selection, Secure Checkout

4.5/5 Overall Satisfaction Rating – Shopper Approved

Seattle Mariners

43-47, 4th in American League West

MLB Regular Season

Final - Sunday, July 9, 1:10 PM

Safeco Field, Seattle, Washington



Oakland
Athletics (39-50)

0



Seattle
Mariners (43-47)

4

[Box Score](#)



Scores & schedule

Wed, Jun 28 vs Phillies

L 5 - 4 Final

[Video Recap](#)



Fri, Jun 30 @ Angels

W 10 - 0 Final

[Video Recap](#)



Sat, Jul 1 @ Angels

L 0 - 4 Final

[Video Recap](#)



Sports

Seems like a fair deal...



The Model's Pretty Consistent


Google: “Do a great job
answering the searcher’s
query & we’ll rank you
high*”

*Unless we have our own results;
then we get to be first.

gluten free dining boise


All Maps Shopping News Images More Settings Tools

About 351,000 results (0.66 seconds)




Rating Cuisine Price Hours


Luciano's Italian Restaurant
4.6 ★★★★★ (281) · Italian
Casual option for pasta, pizza & wine
Boise, ID
Closing soon: 9:00 PM



Gluten Free Galaxy
5.0 ★★★★★ (5) · Gluten-Free Restaurant
Boise, ID
Closed now



Jake's Gluten Free Market
4.2 ★★★★★ (39) · Health Food Store
Boise, ID
Closed today



[More places](#)

Top gluten-free restaurant choices in Boise area | Idaho Statesman

www.idahostatesman.com/entertainment/restaurants/article75846162.html

May 5, 2016 - More Videos. **Sofra** Bosnian Grill. 0:17. Evolution of a Paddles Up **Poke** bowl. 0:52. **Pizzeria Sazio** continues pizza tradition on **Vista** Avenue. 0:54. Richard's opens at Inn at 500 Capitol. 1:22. Meraki serves street-style **gyros** in BoDo. 1:03. **Eureka!** 1:26. Owyhee **Tavern** shows promise in historic Boise building. 1:10.

Best Gluten free restaurants in Boise, ID - Yelp

https://www.yelp.com/search?find_desc=Gluten+Free+Restaurants...loc=Boise%2C...
Reviews on **Gluten free** restaurants in Boise, ID - **Gluten Free Galaxy**, **Waffle Me Up**, **ALA VITA**, **BBQ4LIFE**, **Fork**, **Bleubird**, **Cucina Di Paolo**, **Bardenay Restaurant** ...

Google: “Structure data like this & we’ll make your listings more visible!”

Events



Overview

Mark up your organized events so that users can discover events through Google Search results and other google products like Google Maps.

You can add all types of events through markup — from performances by famous artists, to a neighborhood salsa class. Adding markup to your events makes it easier for users to discover and attend your event.

If you only have a few events on your website, you can use the [Data Highlighter](#). [🔗](#)

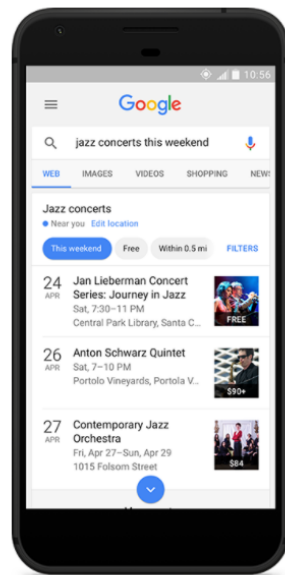
Example

The image on the right shows event search results for "jazz concerts this weekend". See JSON-LD code for this example in the Structured Data Testing Tool. You can also use Microdata or RDFa syntax.

[SEE MARKUP](#)

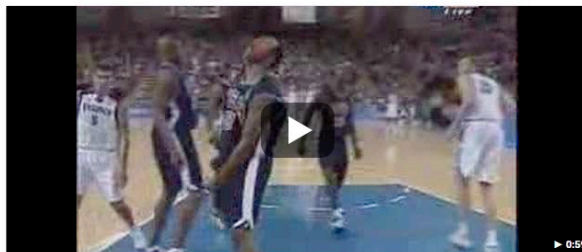
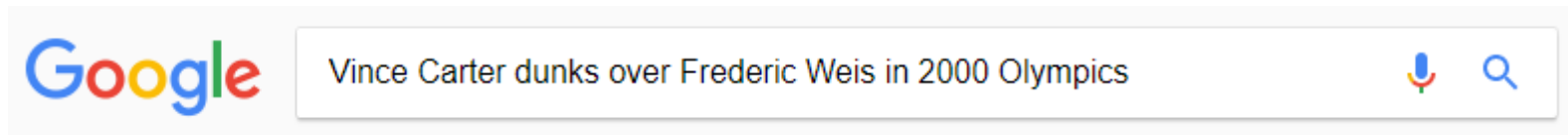
Guidelines

You must follow the [general structured data quality guidelines](#) and [technical guidelines](#) for your event to be eligible to be shown in Search results. In addition, the following guidelines apply to event structured data.



Via Google

Google: “These results are best for our users. (They fell for it again!)”



Vince Carter Dunk over Weis (best copy) - YouTube
<https://www.youtube.com/watch?v=XMtPjI-927Q>

Vince Carter Olympic Dunk over Frederic Weis - YouTube
https://www.youtube.com/watch?v=0-ruz_EPuXE
Mar 10, 2013 - Uploaded by denniedollreborn
Vince Carter jumps over Weis in the 2000 Olympic Games.

Vince Carter remembers dunk on Frederic Weis from ... - NBC Olympics
www.nbcolympics.com/news/vince-carter-remembers-greatest-olympic-dunk-ever
Jul 12, 2016 - Vince Carter recounts what many consider the greatest dunk in ... Vince Carter dunks over Frederic Weis in 2000 Olympics Credit: Getty Images.

Vince Carter dunks over Frederic Weis in 2000 Olympics | NBC Olympics
www.nbcolympics.com/video/vince-carter-dunks-over-frederic-weis-2000-olympics
Jul 12, 2016 - During the group phase of the men's basketball tournament at the 2000 Olympics, Vince Carter dunks over 7-foot-2 French center Frederic ...

NBC has, BTW, put the proper video markup on their pages.



Site Operators Face a Prisoner's Dilemma

Give Google Your Content...

Vince Carter dunks over Frederic Weis in 2000 Olympics | NBC Olympic



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About 3,420 results (0.21 seconds)

Vince Carter Dunk over Weis (best copy) - YouTube



<https://www.youtube.com/watch?v=XMrPjl-927Q> ▼

May 13, 2007 - Uploaded by supra2k8

The famous **Vince Carter dunk**, with 6 different camera angles and the ... US being limited in the amount of ...

Vince Carter dunks over Frederic Weis in 2000 Olympics | NBC Olympics



www.nbcolympics.com/.../vince-carter-dunks-over-frederic-weis-2...

Jul 12, 2016

During the group phase of the men's basketball tournament at the **2000 Olympics**, **Vince Carter dunks over** ...

Vince Carter Dunks Over Weis (7ft) In The Olympics - YouTube

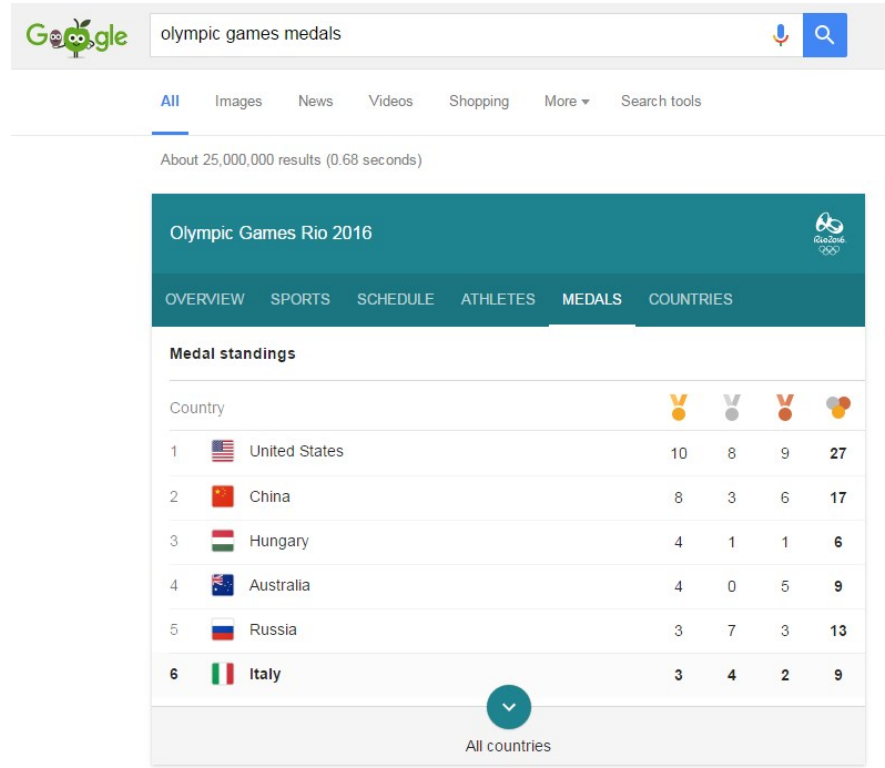


https://www.youtube.com/watch?v=f_bajV09SYQ

Dec 18, 2011 - Uploaded by DrIshaq98

All for you - Willie Will is the name of the song, sorry i lost all my data and forget to post the video from way back ...

...and risk Google using **your data** to build a feature that kills your traffic

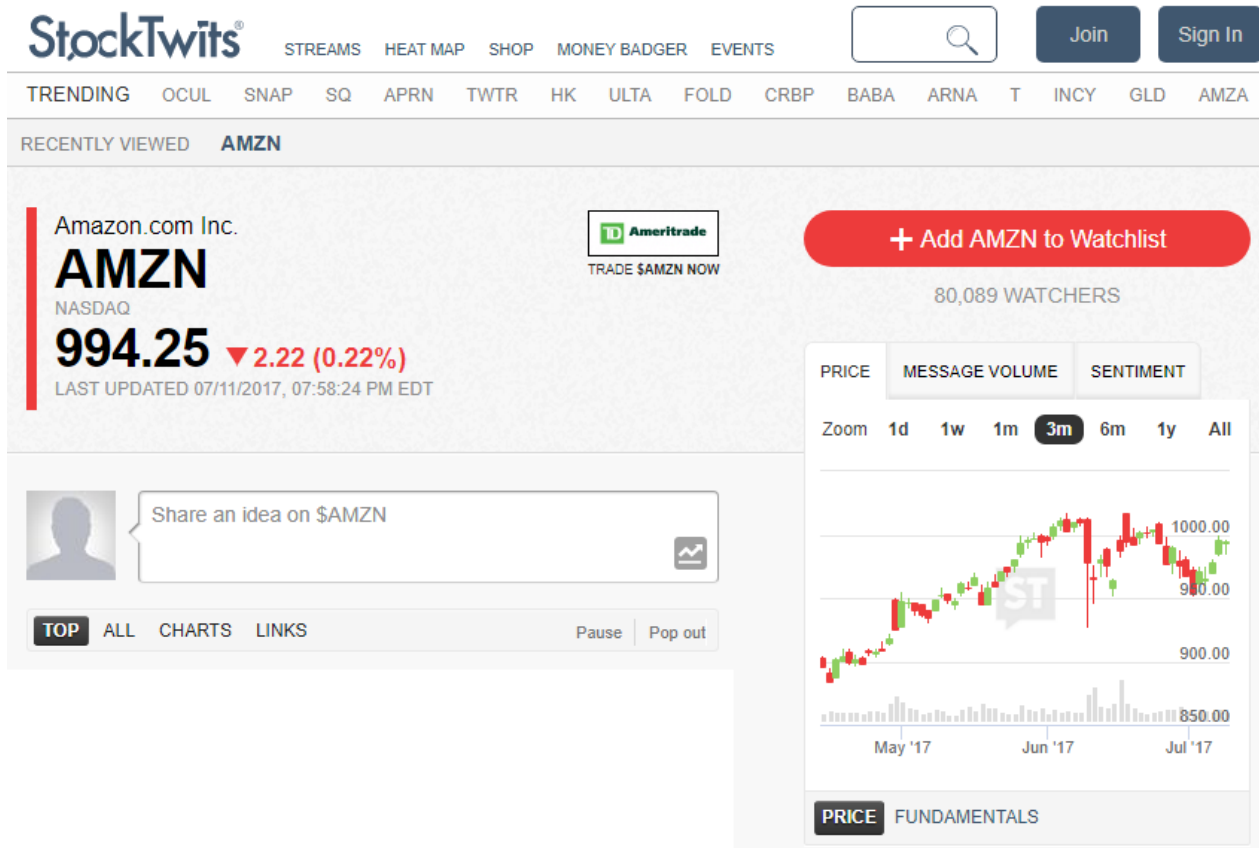


The image shows a Google search interface with the query "olympic games medals". Below the search bar, there are tabs for "All", "Images", "News", "Videos", "Shopping", "More", and "Search tools". The search results show "About 25,000,000 results (0.68 seconds)". The first result is "Olympic Games Rio 2016", which is a link to the official Olympic website. The website shows the "Medal standings" for the Rio 2016 Olympics. The table lists the top 6 countries by total medals: United States (10 gold, 8 silver, 9 bronze, 27 total), China (8 gold, 3 silver, 6 bronze, 17 total), Hungary (4 gold, 1 silver, 1 bronze, 6 total), Australia (4 gold, 0 silver, 5 bronze, 9 total), Russia (3 gold, 7 silver, 3 bronze, 13 total), and Italy (3 gold, 4 silver, 2 bronze, 9 total). The table also includes a "Country" column with flags and a "Medal" column with gold, silver, bronze, and total medal icons.

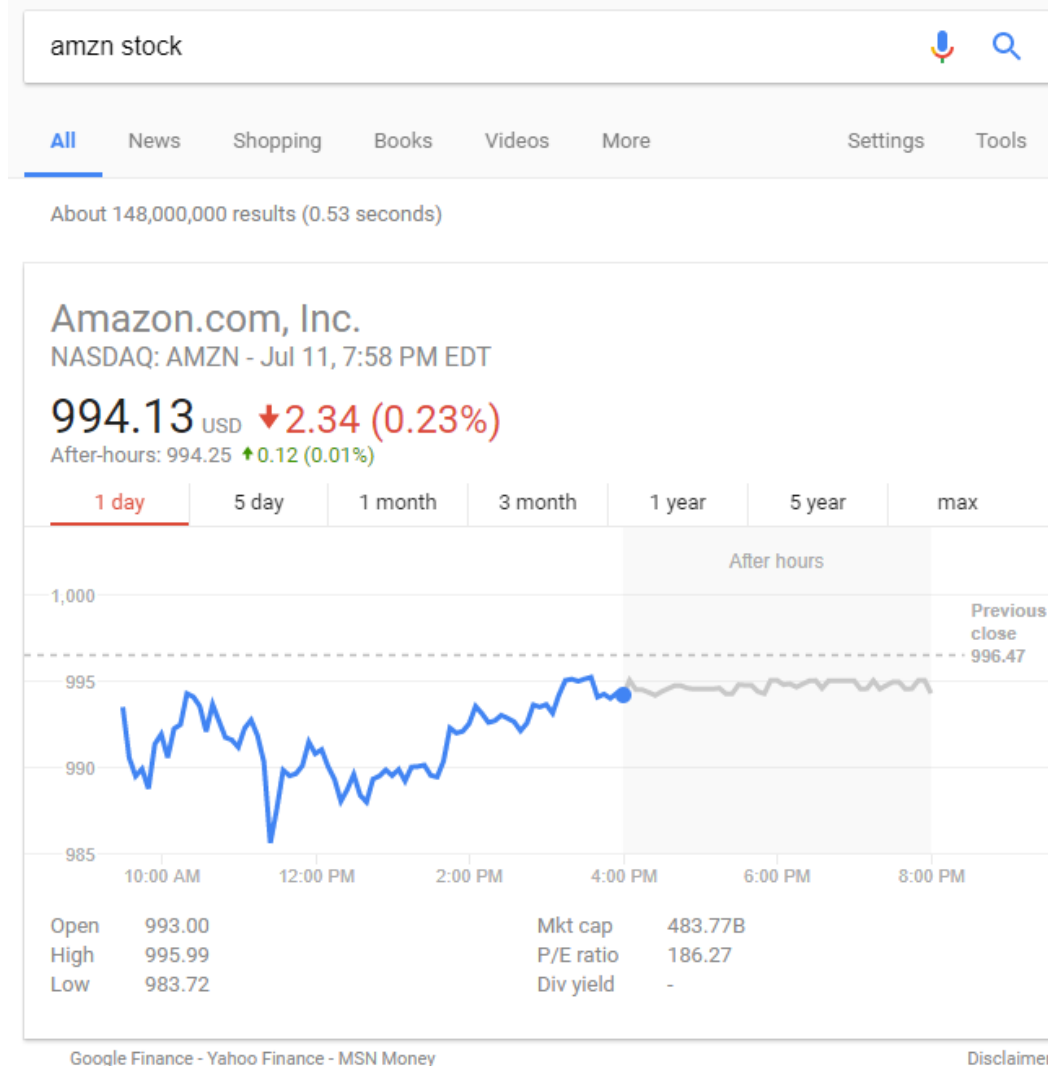
Country	Gold	Silver	Bronze	Total
1 United States	10	8	9	27
2 China	8	3	6	17
3 Hungary	4	1	1	6
4 Australia	4	0	5	9
5 Russia	3	7	3	13
6 Italy	3	4	2	9

All countries

Or, Hold back your unique value...



...And risk a
competitor
benefiting from
Google's
opportunities instead



Fear Isn't the Only Thing
Stopping Publishers

Some Queries Deserve More than a Simple Answer (even if that's what searchers want)



All

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About 273,000 results (0.81 seconds)

When little **boys** and girls reach a certain age, they start accusing each other of having "**cooties**." They regard each other as yucky and dirty because they **have cooties**, and avoid any contact with them for fear of contracting **cooties** themselves. Apr 21, 2008



Why boys have cooties (but brothers don't) | Psychology Today
<https://www.psychologytoday.com/blog/the.../why-boys-have-cooties-brothers-don-t>



About this result



Feedback

e.g. Climate change searches

THE DENIAL IS REAL

“Why climate change is fake”—What Americans google about global warming and why it matters



why climate change is **f**ake



why climate change is **f**ake

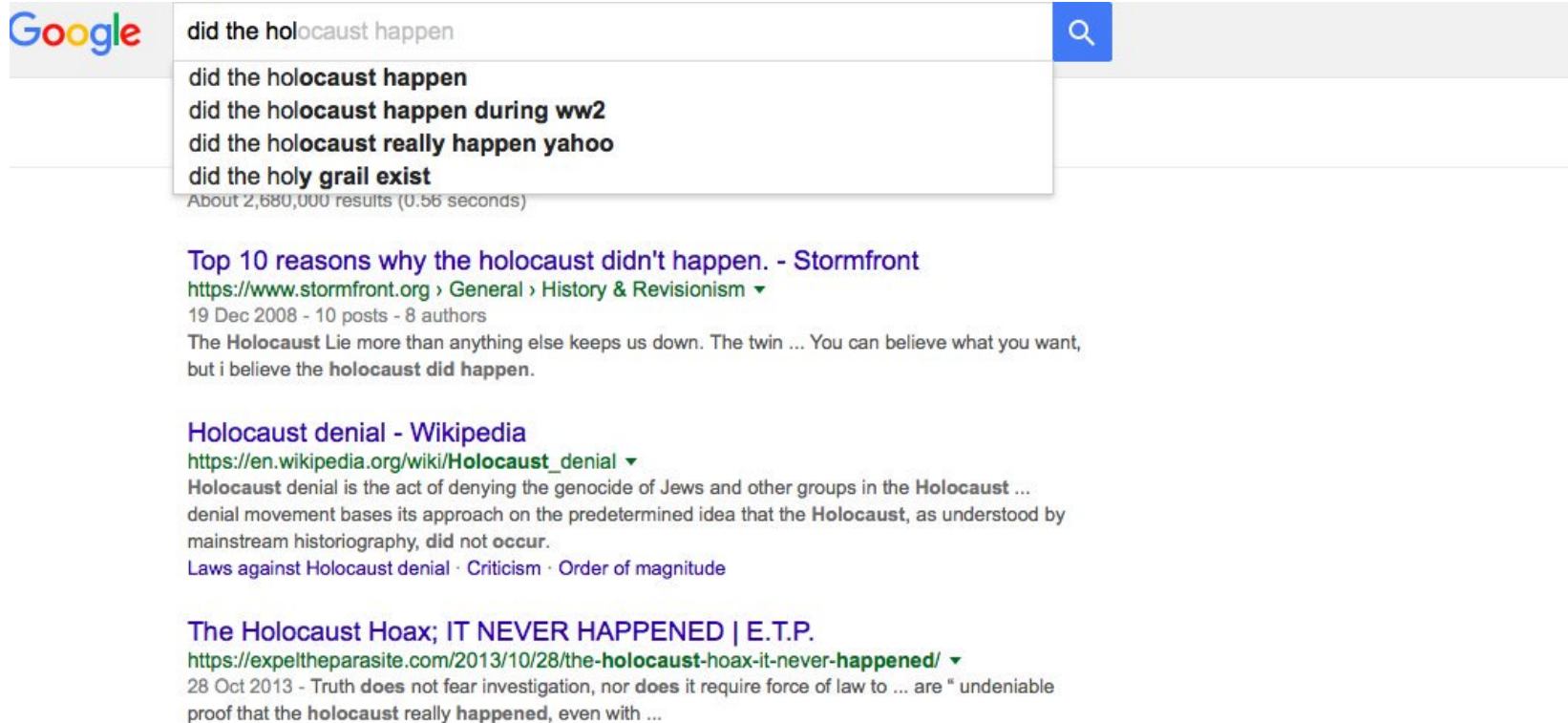
why climate change is **r**eal

why climate change is **n**ot real

why climate change is **a** hoax

Show me your search history and I'll tell you who you are.

e.g. Politically-charged content



Google

did the holocaust happen

did the holocaust happen
did the holocaust happen during ww2
did the holocaust really happen yahoo
did the holy grail exist

About 2,680,000 results (0.56 seconds)

Top 10 reasons why the holocaust didn't happen. - Stormfront
<https://www.stormfront.org> › General › History & Revisionism ▼
19 Dec 2008 - 10 posts - 8 authors
The **Holocaust** Lie more than anything else keeps us down. The twin ... You can believe what you want, but i believe the **holocaust** did happen.

Holocaust denial - Wikipedia
https://en.wikipedia.org/wiki/Holocaust_denial ▼
Holocaust denial is the act of denying the genocide of Jews and other groups in the **Holocaust** ... denial movement bases its approach on the predetermined idea that the **Holocaust**, as understood by mainstream historiography, did not occur.
Laws against Holocaust denial · Criticism · Order of magnitude

The Holocaust Hoax; IT NEVER HAPPENED | E.T.P.
<https://expeltheparasite.com/2013/10/28/the-holocaust-hoax-it-never-happened/> ▼
28 Oct 2013 - Truth **does** not fear investigation, nor **does** it require force of law to ... are "undeniable proof that the **holocaust** really happened, even with ...

Why did the Holocaust happen? - CBBC Newsround

e.g. Dangerously incomplete answers

how to check for rabies



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About 719,000 results (0.47 seconds)

The same **test** used on animals can be done to **check for rabies** in humans. The **test** uses a piece of skin from the neck. The provider may also look for the **rabies** virus in your saliva or spinal fluid, although these tests are not as sensitive and may need to be repeated. Jul 31, 2016

[Rabies: MedlinePlus Medical Encyclopedia](https://medlineplus.gov/ency/article/001334.htm)

<https://medlineplus.gov/ency/article/001334.htm>



About this result



Feedback

What's the Solution?

The 5-Part Path:

- 1 An SEO strategy that segments searcher intent
- 2 Content strategy that prioritizes complex tasks
- 3 A traffic strategy that diversifies sources
- 4 Business goals that synch w/ your SEO+content
- 5 Incorporation of Google's future into your plans

Examples in Action:

How some sites avoid the dangerous dance with Google's devilish proposition

Index.co

INDEX BY **THEW**

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Pricing

🔍 Search companies, locations & markets

👤 SIGN UP OR SIGN IN



Marketing

🏢 5000+ Companies

❤️ FOLLOW | 50

Upgrade your account to
download a CSV export of all
the companies on this list

★ UPGRADE ACCOUNT

PARENT MARKETS

Marketing is a top level market

SUBMARKETS

Brand Marketing SEO
Social Media Marketing Coupons
Marketing Automation Internet Marketing
CRM App Marketing
Business Intelligence Reputation
Lead Management Email Marketing
Direct Marketing Search Marketing
Sponsorship Healthcare Marketing
Conversion Optimization Digital Marketing
Inbound Marketing Content Marketing

📰 News 💰 Funding rounds ➤ Acquisitions 🏢 Companies 🧑‍💻 Investors

12 Jul
2017



Clearhead

Acquired by ➤ Accenture



Accenture Acquires Austin Data Analytics
Company Clearhead

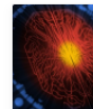
Xconomy

12 Jul
2017



Halli Labs

Acquired by 🌐 Google



Google acquires India's Halli Labs,
which was building AI tools to fix
'old problems'

TechCrunch

+2

11 Jul
2017



TheaterMania

Acquired by 🏢 AudienceView



Rubicon-backed AudienceView acquires
TheaterMania

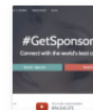
PE Hub

10 Jul
2017



SocMetrics

Acquired by 🏢 Grapevine Logic



Techstars Alum Grapevine
Acquires GV-Backed Influencer
Platform SocMetrics

BostInno

+1

Segmenting Searcher Intent

INDEX BY TDW

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Pricing

🔍 Search companies, locations & markets

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☰ TRACK 27

📄 Overview

💰 Funding 5

➤ Acquisitions 13

📱 Apps 5

👤 People

+ ADD INFO

Hootsuite ✓

Social media news and tips from the world's most widely used social relationship platform. Sign up for free on our site Support: @Hootsuite_Help

☰ EDIT PROFILE

🌐 hootsuite.com

📱 Internet > Social Media

📱 Internet > Consumer Internet > Messaging

📊 Big Data > Big Data Analytics

📈 Marketing > Brand Marketing

🏢 B2b

📅 Founded in 2008

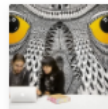
💰 Raised \$249.9M

21 Mar
2017



Naritiv

Acquired by 🏢 Hootsuite



Hootsuite Acquires Naritiv's Snapchat Analytics Solution
Techvibes

23 Feb
2017



LiftMetrix

Acquired by 🏢 Hootsuite



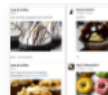
Hootsuite Acquires Analytics Company LiftMetrix to Measure Social ROI
Techvibes

07 Feb
2017



AdEspresso


Acquired by 🏢 Hootsuite



Hootsuite buys Facebook ad manager AdEspresso
ZDNet

+5

Prioritizing Complex Tasks







Foundry Group
Foundry Group is a venture capital firm focused on investing in early-stage information technology companies.

[EDIT PROFILE](#)

[foundrygroup.com](#)

- Consumer Electronics
- Finance
- Internet
- Software
- Businesses > Startups
- B2c
- Founded in 2006

ELSEWHERE












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- Deis
- Revolv
- Brad Feld

Work at Foundry Group? [Add yourself to this profile](#)

[TRACK](#) 3841

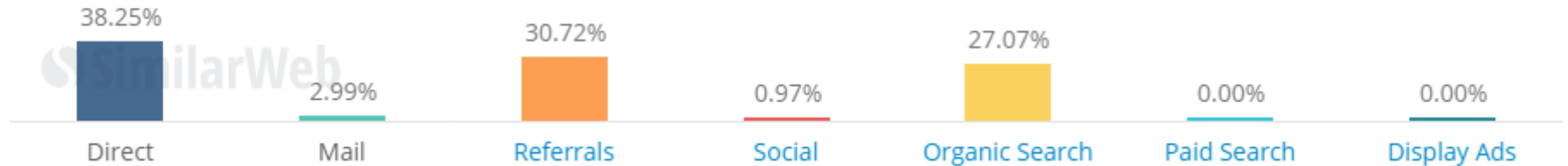
[Overview](#) [Investments 203](#) [+ ADD INFO](#)

13 Jul 2017	 Rover.com \$65,000,000 VENTURE CAPITAL (SERIES F) Spark Capital , Menlo Ventures , Foundry Group , +5	 Rover.com raises \$65 mln PE Hub
20 Jun 2017	 Misty Robotics \$11,500,000 VENTURE CAPITAL (SERIES A) Foundry Group , Venrock	 Misty Robotics gathers \$11.5 mln Series A PE Hub
12 Jun 2017	 HelloSign \$16,000,000 VENTURE CAPITAL (SERIES B) Foundry Group , Greylock Partners , Webb Investment Network , +6	 HelloSign raises \$16 million so you can stop signing paper documents TechCrunch +2
06 Jun 2017	 Chewse \$7,300,000 VENTURE CAPITAL (SERIES B) Foundry Group , Galvanize Ventures , rocketship.vc , +1	 HelloSign raises \$16 million for its e-signature business VentureBeat
		 HelloSign Announces \$16 Million Series B Investment to Fuel Enterprise Growth PRWeb

Diversifying Traffic Sources

Channels Overview ⓘ

Apr 2017 - Jun 2017, 🌐 WorldWide 🖥️ Desktop Only



Synching Business Goals w/ SEO + Content


The startup intelligence tool

Plans for you and your team


FREE	\$49/MO PER USER, BILLED ANNUALLY	\$59/MO PER USER, BILLED ANNUALLY
Enthusiast	Pro	Expert
Free tracking for everyone	For power users & small teams	Best value for companies and data hungry teams
✓ Track companies Up to 50	✓ Track companies Unlimited	✓ Track companies Unlimited
✓ Custom lists Up to 2	✓ Custom lists Up to 5	✓ Custom lists Unlimited
✓ Weekly digest	✓ Weekly digest	✓ Weekly digest
✗ Import data	✓ Import data	✓ Import data
✗ Share Lists	✓ Share Lists	✓ Share Lists
✗ Advanced Search	✓ Advanced Search	✓ Advanced Search
✗ Dynamic Lists	✗ Dynamic Lists	✓ Dynamic Lists
✗ CSV exports	✗ CSV exports	✓ CSV exports
✗ Daily investment newsletter	✗ Daily investment newsletter	✓ Daily investment newsletter
SIGN UP - FREE	UPGRADE TO PRO	FREE 1 MONTH EXPERT TRIAL

Incorporating Google's Future In Your Plans

SIGN UP FOR INDEX



"Thinking that Index is kind of what I'd always wanted
Crunchbase to become"

 [Chris Messina](#) - inventor of the hashtag

SIGN UP FOR FREE

TRENDS

Why All-Day Dining Is the Breakout Trend of 2017

by [Monica Burton](#)

Chef Alon Shaya's New Book Is as Much a Memoir as It Is a Cookbook

by [Daniela Galarza](#)

FROM EATER LONDON | [MAP](#)

London's Most Iconic Dishes

by [Adam Coghlan](#), [Zeren Wilson](#), and 2 others

Segmenting Searcher Intent



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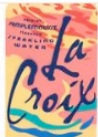


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FROM EATER SF

These LaCroix Paintings Are Warhol's Campbell's Soup Cans for Millennials

by Caleb Pershan | July 12



Why Cleveland Takes Brown Mustard So Very Seriously

by Missy Frederick | July 7

Prioritizing Complex Tasks

EATER 38

The 38 Essential Seattle Restaurants, Summer 2017

HEATMAP

The Hottest Restaurants in Seattle, July 2017

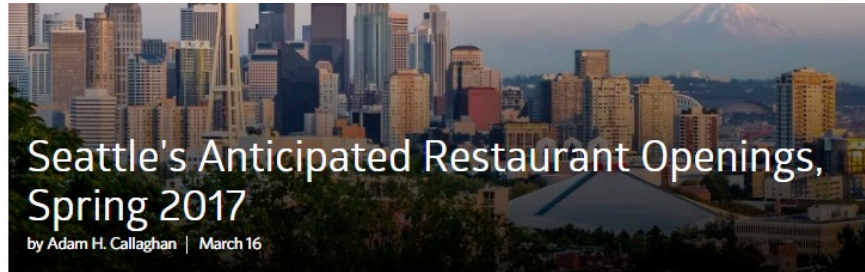
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MAP

Vital Breakfast Spots to Know in Seattle, Spring 2017

by Megan Hill | May 15



Josh Henderson's Great State Burger Opens in the International District Next Week


by Megan Hill | June 30

Diversifying Traffic Sources

Channel Analysis ⓘ

 Traffic Share

 Avg. Visit Duration

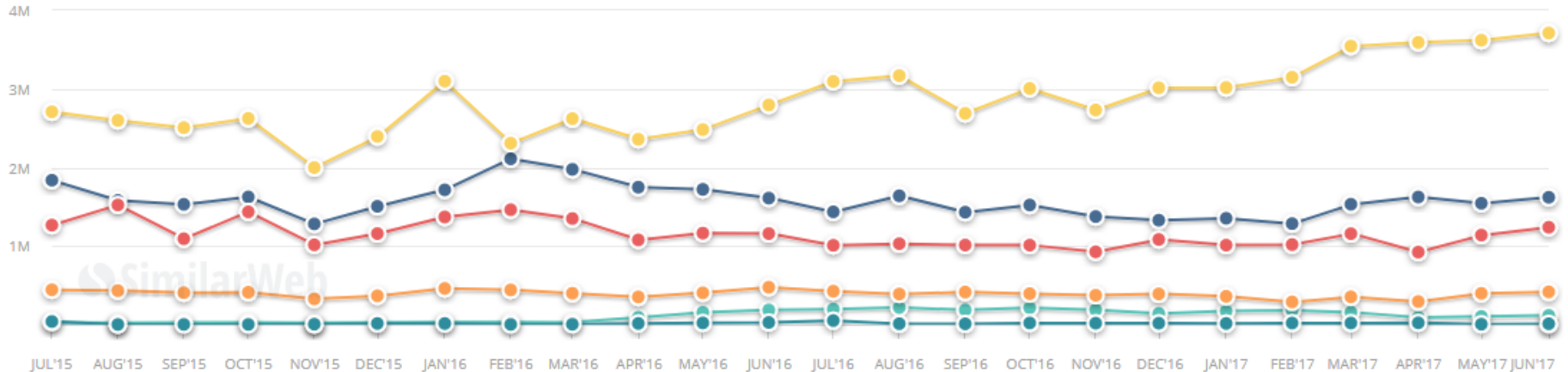
 Pages / Visit

 Bounce Rate

37.93M 2.652M 9.412M 27.63M 🏆 68.84M < 5,000 366,461

● Direct ● Mail ● Referrals ● Social ● Organic Search ● Paid Search ● Display Ads

% # | ⬇️ +



Synching Business Goals w/ SEO + Content

Watch: How Michelin-Starred Tempura Comes Together

Chef Kiyoshi Chikano has spent 27 years perfecting this craft

by [Erin DeJesus](#) | Jul 13, 2017, 9:32am EDT

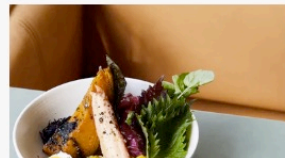
Presented By **MEIOMI**
Central Valley Wine



What does it take to be **considered a tempura master**? For chef Kiyoshi Chikano, who's behind the perfect fry technique at New York City's Michelin-starred Tempura Matsui, it's meant 27 years of dedication to the craft.



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All One

The 38 Essential Seattle Restaurants, Summer 2017

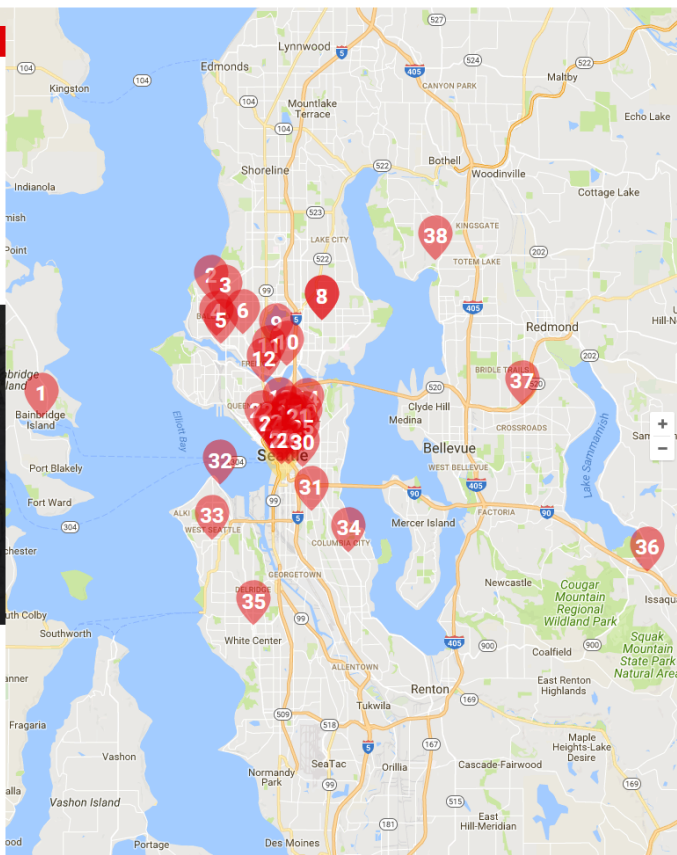
Your guide to Seattle's greatest restaurants for any occasion

by Eater Staff | Jul 11, 2017, 9:00am PDT

EATER
38

Welcome to the **Eater 38**, the answer to any question that begins, "Can you recommend a restaurant?" Not to be confused with the **Eater Heatmap's** collection of the hottest and newest, this elite group covers the entire city, spans a myriad of cuisines, and collectively satisfies all of your restaurant needs.

Every quarter, we add pertinent restaurants that were omitted, have newly become eligible (restaurants must have



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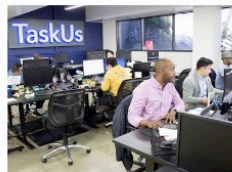
Career Coaching



Large Size

U.S. BMW Group
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Large Size

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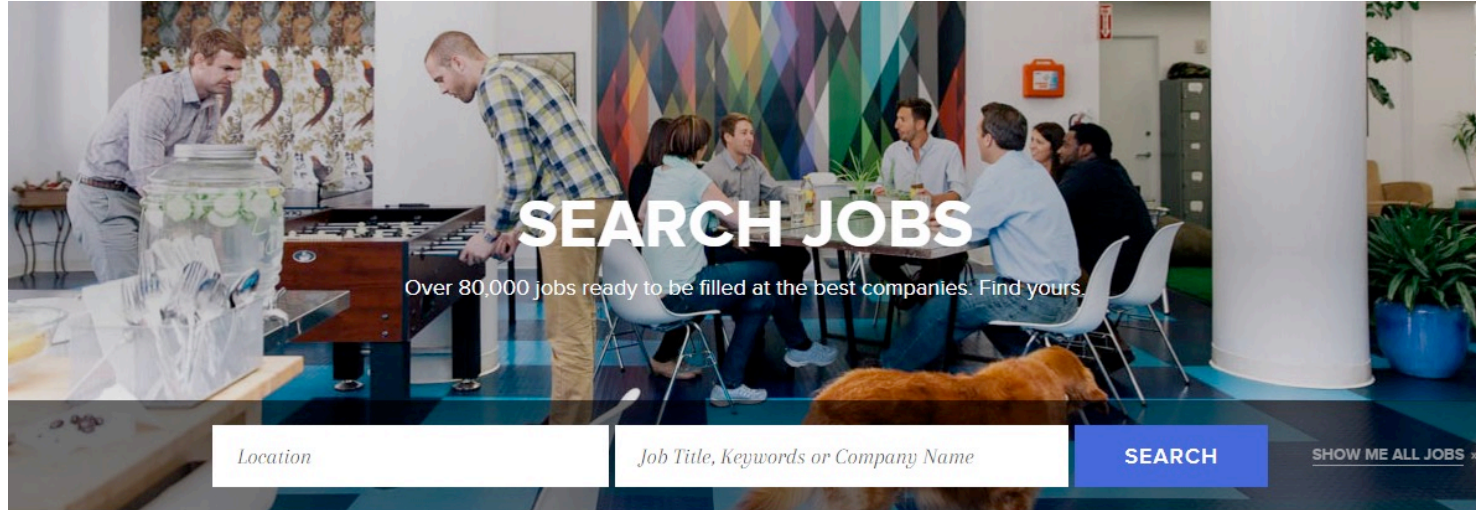


Medium Size

Duo Security

Tech

Segmenting Searcher Intent



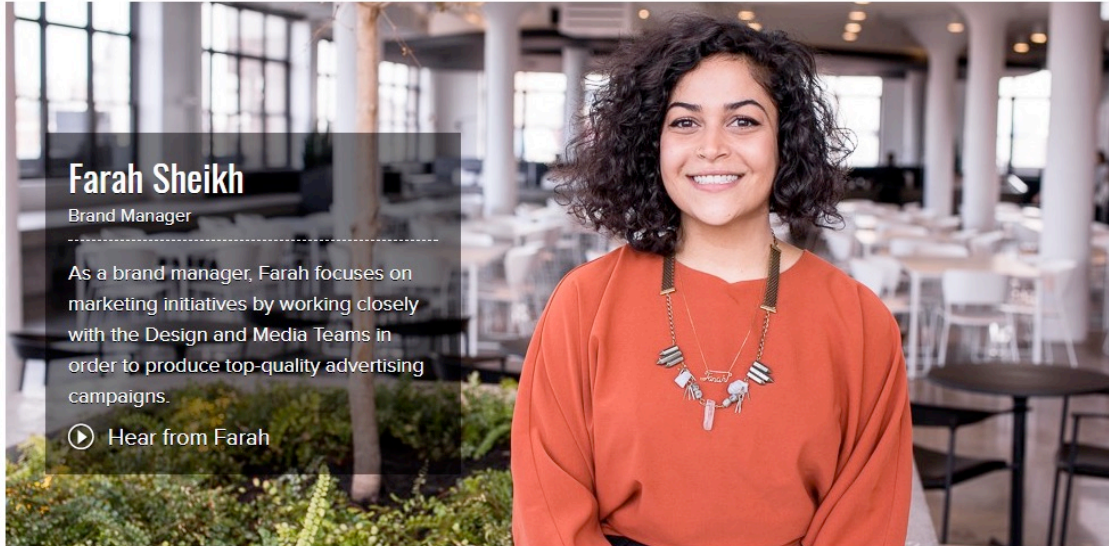
Prioritizing Complex Tasks

Meet Squarespace's **FARAH SHEIKH**



Next Person

🏠 Tech 📌 Marketing & PR



Farah Sheikh

Brand Manager

As a brand manager, Farah focuses on marketing initiatives by working closely with the Design and Media Teams in order to produce top-quality advertising campaigns.

▶ Hear from Farah

Diversifying Traffic Sources

Channel Analysis ?



Traffic Share



Avg. Visit Duration



Pages / Visit



Bounce Rate

27.04M

Direct

1.929M

Mail

10.15M

Referrals

11.11M

Social

71.60M

Organic Search

< 5,000

Paid Search

69,425

Display Ads

%

#




6M

4M


2M


JUL'15 AUG'15 SEP'15 OCT'15 NOV'15 DEC'15 JAN'16 FEB'16 MAR'16 APR'16 MAY'16 JUN'16 JUL'16 AUG'16 SEP'16 OCT'16 NOV'16 DEC'16 JAN'17 FEB'17 MAR'17 APR'17 MAY'17 JUN'17

Synching Business Goals w/ SEO + Content




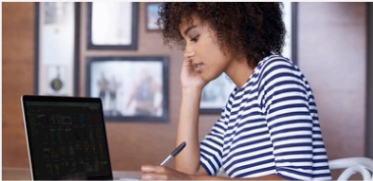
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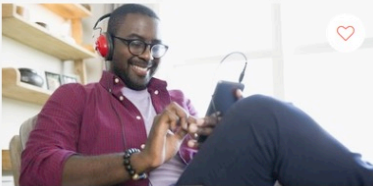
A Simple Formula for Answering "Tell Me About Yourself"

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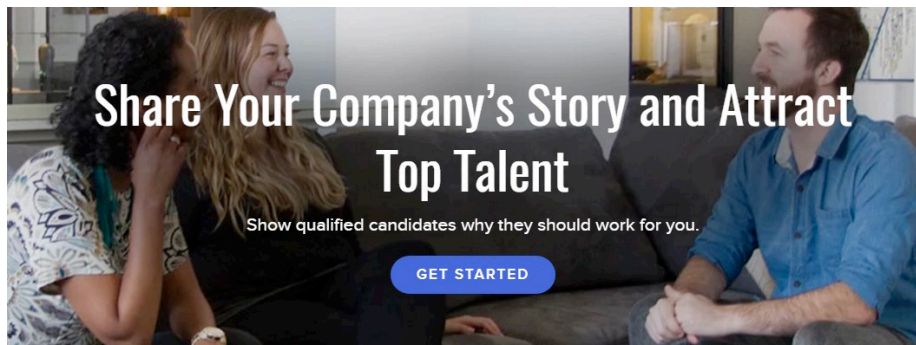
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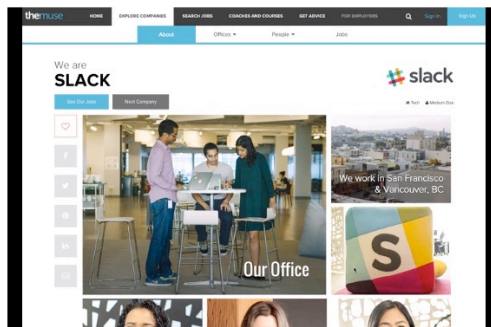
Incorporating Google's Future In Your Plans



Getting top candidates in the door requires more than just posting a job. Applicants engage with a company's site, social channels, and employer brand. So, how does your company stand out?

That's where we come in.

HOW IT WORKS



We Create a Profile for You

Your profile on The Muse is a place to tell your story right alongside your job postings. We come to your office and capture exactly what makes your company unique, helping you bring your employer brand to life.

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857.073.3346

Listed by Redfin Agent
Nancy Gretz

Segmenting Searcher Intent

Real Estate News & Analysis



Home Prices and Buyer Competition Hit New Highs in June as Inventory Drought Dragged into 21st Consecutive Month

July 13, 2017

One in Three Recent Homebuyers Made an Offer Sight-Unseen—Up from Nearly One in...

June 28, 2017

Redfin Housing Demand Index Hit a New High in May

June 26, 2017

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Prioritizing Complex Tasks

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OPEN **1709 E Marion St**
Seattle, WA 98122
Status: Active

\$1,075,000
Price

\$5,409
Refund

4
Beds

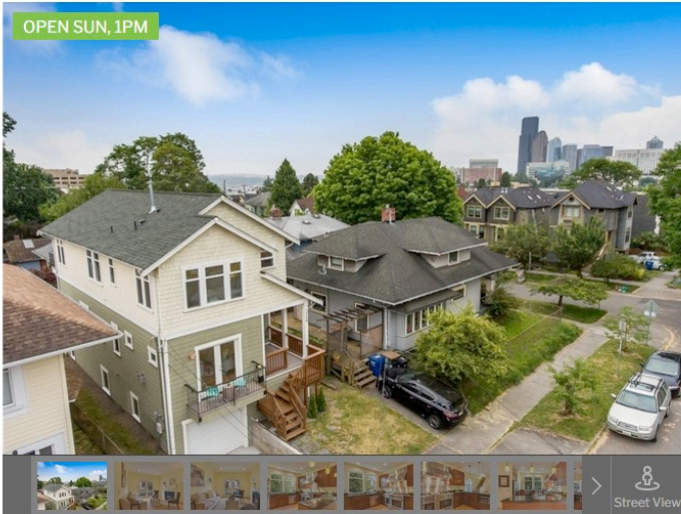
3.5
Baths

2,697 Sq. Ft.
\$399 / Sq. Ft.

Redfin Estimate: \$1,066,030 On Redfin: 15 days

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OverviewProperty DetailsTour InsightsRedfin EstimateProperty HistoryPublic FactsSchoolsNeighborhoodSimilar Homes



Listing provided courtesy of Windermere Real Estate Midtown.

This 2005 Craftsman is a modern reflection of a classic neighborhood design. Full of natural light, the open floorplan is spacious and welcoming, with hardwood floors on the main plus 3 gas fireplaces throughout the home. Three bedrooms, including master suite with private deck, are all upstairs while a fourth bedroom downstairs makes an ideal guest suite with MIL potential. Attached garage, fenced yard, and located blocks from Seattle University plus Capitol Hill shops, restaurants & nightlife.

Go Tour This Home

THURSDAY
13
JUL

FRIDAY
14
JUL

SATURDAY
15
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Schedule Tour

It's free, with no obligation — cancel anytime

Ask a Question(206) 429-4527

Redfin Refund: \$5,409

Savings when you buy with a Redfin Agent

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Property History for 1709 East Marion St

Date	Event & Source	Price	Appreciation
Jun 28, 2017	Listed (Active) NWMLS #1151505	\$1,075,000	—
Dec 31, 1991	Sold (Public Records) Public Records	\$32,000	—

For completeness, Redfin often displays two records for one sale: the MLS record and the public record. [Learn More.](#)

Public Facts for 1709 East Marion St

Taxable Value

Land	\$226,000	Taxes (2017)
Additions	\$479,000	\$6,763
Total	\$705,000	

Home Facts

Beds	4	Lot Size	2,480 Sq. Ft.
Baths	3.5	Style	Single Family Residential
Finished Sq. Ft.	2,610	Year Built	2005
Unfinished Sq. Ft.	240	Year Renovated	—
Total Sq. Ft.	2,850	County	King County
Floors	2	APN	2254502105

Home facts updated by county records on May 21, 2017.

Activity for 1709 E Marion St

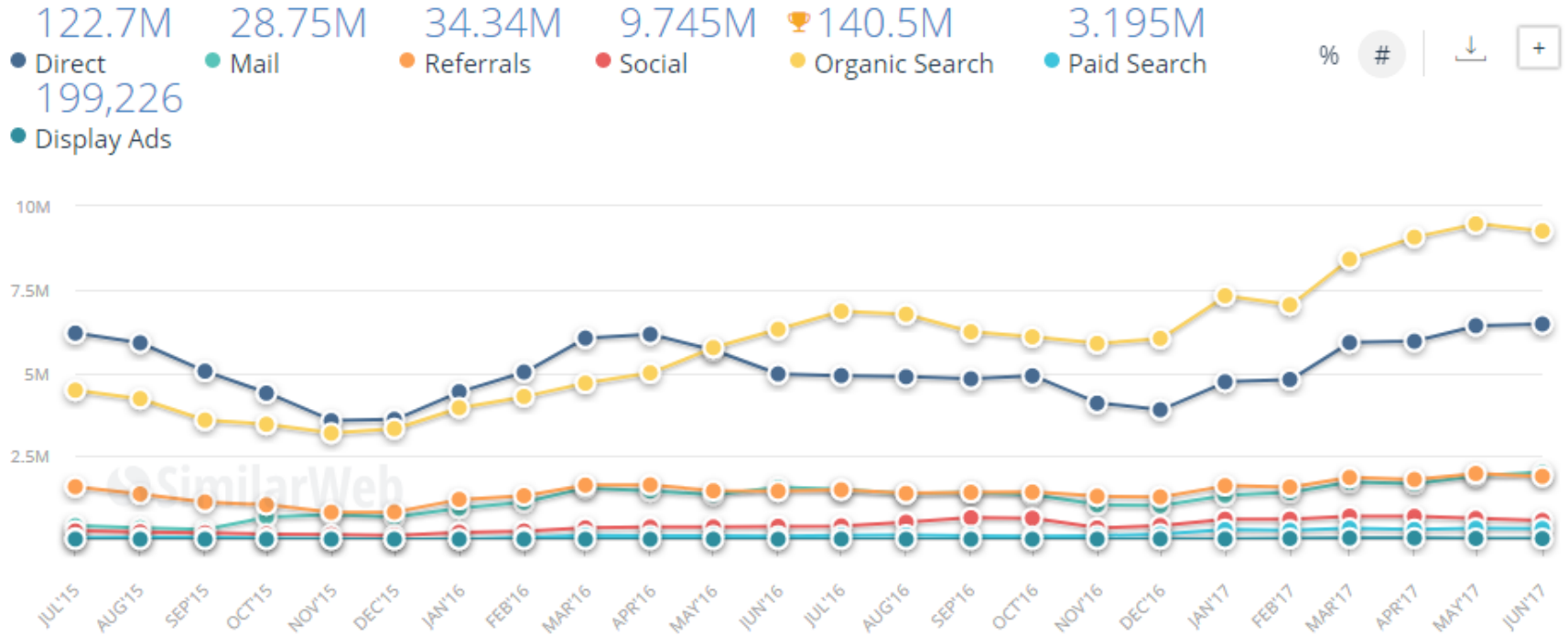
3961 Views

67 Favorites

25 X-Outs


1 Redfin Tour

Diversifying Traffic Sources





Synching Business Goals w/ SEO + Content

Ballard Real Estate Sales (Last 30 days)

	Median List Price	\$850,000	Avg. # Offers	5.3
	Median \$ / Sq. Ft.	\$455	Avg. Down Payment	37.5%
	Median Sale / List	106%	# Sold Homes	124

What It Takes to Win an Offer near Ballard

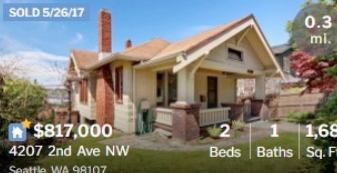
 ~\$800K Price	3 Beds	3 Baths	~1,500 Sq. Ft.	WINNING OFFER 100% Offer-to-list ratio 6 Days on market 1 Competing Offers — Down payment
<i>Well-designed new construction townhome WITH garage! It was well-priced and we competed with 1 additional offer and won by \$6k escalator!</i>				
 Christy Kim Redfin Agent				

 ~\$500K Price	1 Beds	1 Baths	~750 Sq. Ft.	OFFER NOT ACCEPTED 109% Offer-to-list ratio 8 Days on market 4 Competing Offers < 20% Down payment
<i>We presented our best offer but ultimately were beat out by a higher offer with no financing contingency.</i>				
 Beth Gentry Redfin Agent				

 ~\$900K Price	3 Beds	1.75 Baths	~2,000 Sq. Ft.	OFFER NOT ACCEPTED 121% Offer-to-list ratio 7 Days on market 13 Competing Offers — Down payment
<i>This little Ballard home got a ton of attention and there ended up being 13 offers (6 more than the listing agent was expecting!). My clients went over 20% above asking price and waived every contingency but only came in 4th. The winning offer went over 25% above asking price.</i>				
 Shoshana Godwin Redfin Agent				

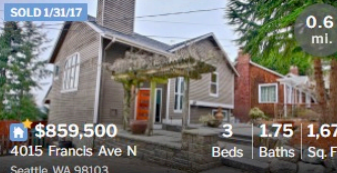
Nearby Sold Homes

SOLD 5/26/17 0.3 mi.



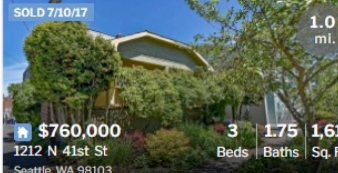
\$817,000 2 Beds 1 Bath 1,680 Sq. Ft.
4207 2nd Ave NW
Seattle, WA 98107

SOLD 1/31/17 0.6 mi.



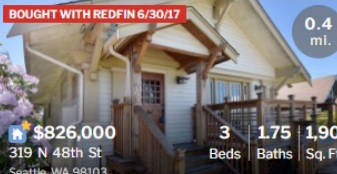
\$859,500 3 Beds 1.75 Bath 1,670 Sq. Ft.
4015 Francis Ave N
Seattle, WA 98103

SOLD 7/10/17 1.0 mi.



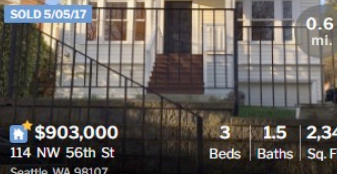
\$760,000 3 Beds 1.75 Bath 1,610 Sq. Ft.
1212 N 41st St
Seattle, WA 98103

BOUGHT WITH REDFIN 6/30/17 0.4 mi.



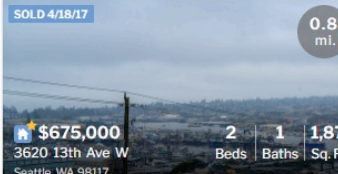
\$826,000 3 Beds 1.75 Bath 1,900 Sq. Ft.
319 N 48th St
Seattle, WA 98103

SOLD 5/05/17 0.6 mi.



\$903,000 3 Beds 1.5 Bath 2,340 Sq. Ft.
114 NW 56th St
Seattle, WA 98107

SOLD 4/18/17 0.8 mi.

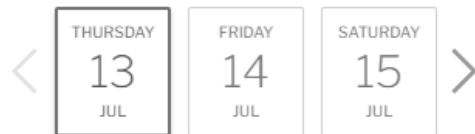


\$675,000 2 Beds 1 Bath 1,870 Sq. Ft.
3620 13th Ave W
Seattle, WA 98117

Nearby homes similar to 412 NW 45th St have recently sold between \$620K to \$947K at an average of \$425 per square foot.

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Redfin Refund: \$4,463 ⓘ

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Master the fundamentals of real estate at a free class with Redfin. Topics include strategies for buying and selling a home, mortgages, industry networking events, and more. Plus, we'll have free snacks and drinks!

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WEDNESDAY
19
JULY

Home Buying and Mortgage Class

in Seattle at Highland Park Improvement Club, 6:30 PM (2hrs)

Thinking about buying a home but don't know where to start? Local Redfin Agents will walk you through the home-buying process so you know what to expect.

With:



Dan Mullins
Redfin Broker



Leah Kennedy
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10 Tactical Tips to Thrive in Google's World

#1: Prioritize buckets of KWs w/ complex task completion requirements

These are easy to answer.
Google could do it with a
snippet or a voice answer.

<input type="checkbox"/>	Keyword	Rank	Monthly Volume	Difficulty	Opportunity	My Score	Priority
<input type="checkbox"/>	are zombies real United States - en-US	no URL	851-1.7k	50	100%	3 Neutral ▼	64
<input type="checkbox"/>	can zombies be real United States - en-US	no URL	51-100	48	100%	3 Neutral ▼	50
<input type="checkbox"/>	can zombies swim United States - en-US	no URL	101-200	53	64%	3 Neutral ▼	47
<input type="checkbox"/>	origin of zombies United States - en-US	no URL	101-200	64	64%	3 Neutral ▼	46
<input type="checkbox"/>	underwater zombies United States - en-US	no URL	11-50	28	64%	3 Neutral ▼	46
<input type="checkbox"/>	where did zombies come from United States - en-US	no URL	101-200	56	100%	3 Neutral ▼	51
<input type="checkbox"/>	zombies United States - en-US	no URL	30.3k-70.8k	71	41%	3 Neutral ▼	69

#1: Prioritize buckets of KWs w/ complex task completion requirements

But underwater zombies?
That's a query that
demands more attention.

<input type="checkbox"/>	Keyword	Rank	Monthly Volume	Difficulty	Opportunity	My Score	Priority
<input type="checkbox"/>	are zombies real United States - en-US	no URL	851-1.7k	50	100%	3 Neutral ▼	64
<input type="checkbox"/>	can zombies be real United States - en-US	no URL	51-100	48	100%	3 Neutral ▼	50
<input type="checkbox"/>	can zombies swim United States - en-US	no URL	101-200	53	64%	3 Neutral ▼	47
<input type="checkbox"/>	origin of zombies United States - en-US	no URL	101-200	64	64%	3 Neutral ▼	46
<input type="checkbox"/>	underwater zombies United States - en-US	no URL	11-50	28	64%	3 Neutral ▼	46
<input type="checkbox"/>	where did zombies come from United States - en-US	no URL	101-200	56	100%	3 Neutral ▼	51
<input type="checkbox"/>	zombies United States - en-US	no URL	30.3k-70.8k	71	41%	3 Neutral ▼	69

#2: Serve “instant answer” content while simultaneously enticing the click


types of zombies

All Images Videos Shopping News More Settings Tools

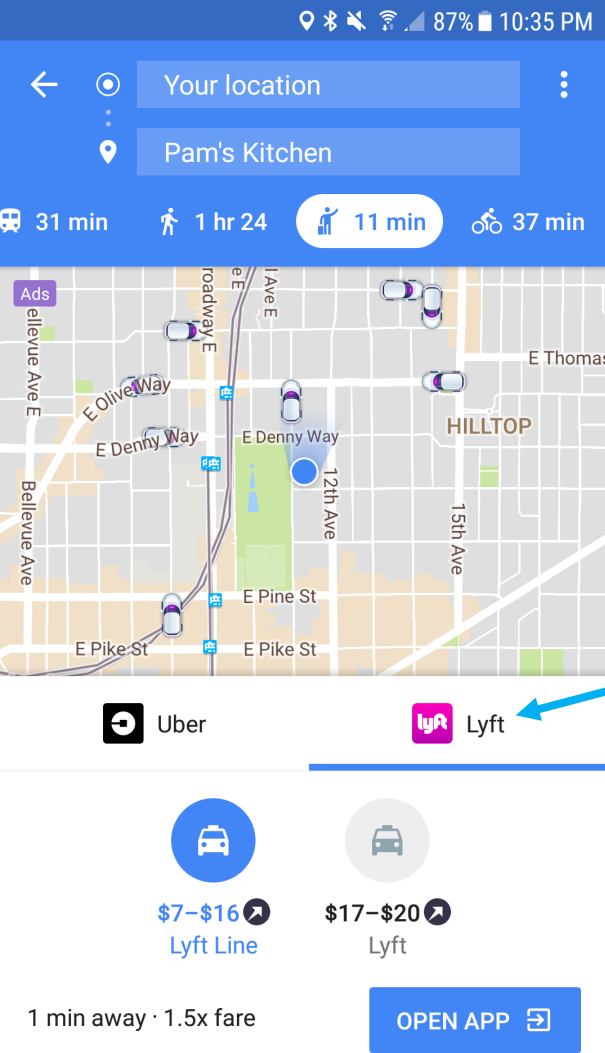
About 815,000 results (0.52 seconds)

Sure, you've got the classic, lumbering, flesh-eating corpses of **George A. Romero's** Night of the Living Dead series, but there's also the fast-moving, brain-eating zombies of Return of the Living Dead, the classic voodoo zombies of I Walked Like a Zombie, the rage-infected plague victims of 28 Days Later, and **heck, ...**

350 Kinds Of Zombies, Explained - Fast Co. Design
<https://www.fastcodesign.com/3024859/350-kinds-of-zombies-explained>



“and heck...” what? I must know!



#3: Invest in content Google either can't show in SERPs or that builds your brand when they do

Even if Google launches their own Lyft competitor, being included here builds Lyft's brands & customers in the meantime.



Simulation Duration

36 months

Duration

12 69 126 183 240

For how many months you want to run the simulation.



Users

How many users you have and the total market size of users who could adopt your product is.

200 users

</> Equation

Starting Users

0 10,000 100,000 1,000,000 10,000,000

The initial number of users of your product at the start of the simulation.

100,000 users

</> Equation

Total Market

100 100,000 1,000,010 10,000,010 100,000,000

The total number of users who could potentially use your product.

18 months

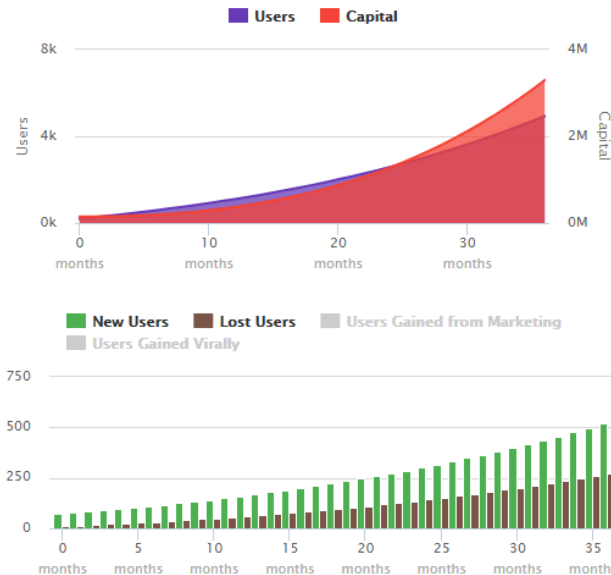
</> Equation

Average User Lifetime

1 2 24 240 2,400

On average how long users will use your product before discarding it. Once discarded, they may choose to adopt your product again.

At the end of the simulation, you will have **4,931 users** and **\$3,295,275** in the bank.



Rerun

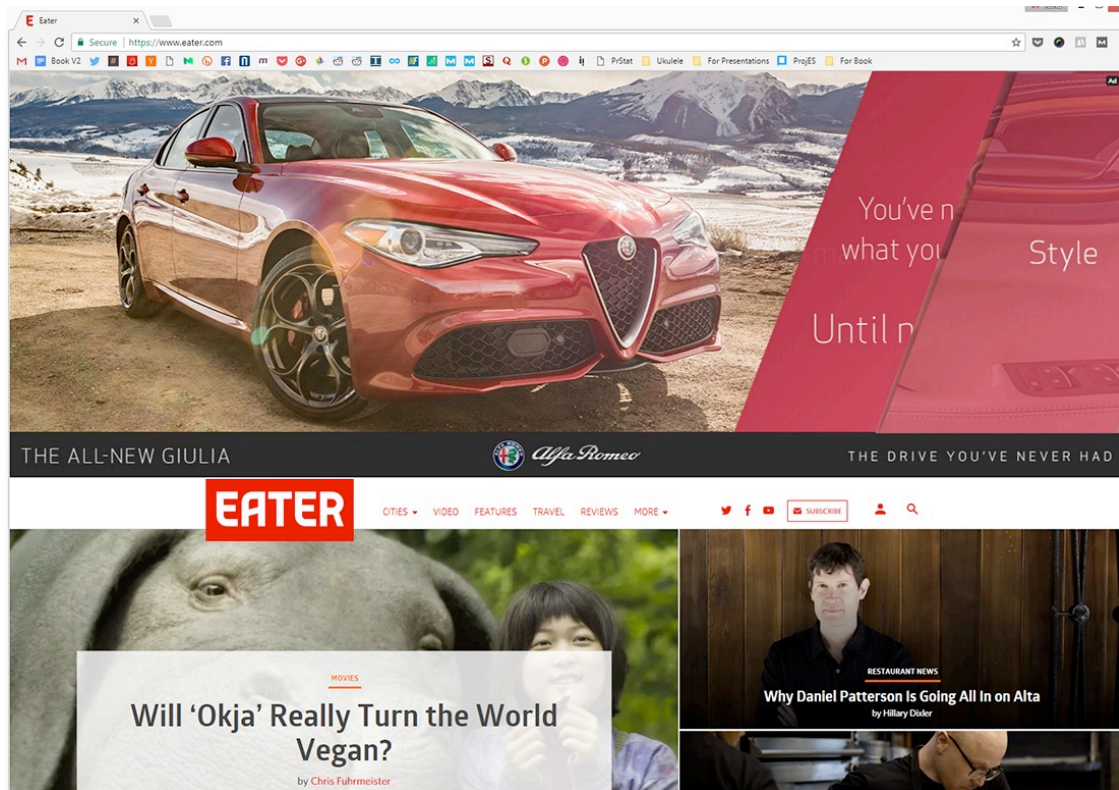
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Via [LetsCrunchIt](#)

Interactive content is deviously hard to steal in a SERP, & immensely valuable to those who are seeking to solve this problem.

#4: Make your internal search + nav as good or better than Google's path





austin eater 38



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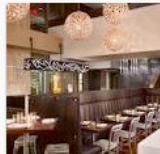
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Tools

Popular on the web



Lenoir



Second Bar +
Kitchen



Bouldin Creek
Cafe



Bufalina



Ramen Tatsuya



Franklin
Barbecue



Easy Tiger



Contigo



Pho Saigon
Noodle House

The 38 Essential Austin Restaurants, Summer 2017 - Eater Austin

<https://austin.eater.com/maps/best-austin-restaurants-38> ▼

Now it's time for the quarterly update of the **Eater 38**, the answer to any question that begins, "Can you recommend a restaurant...?" This highly-elite group ...

The 38 Essential Austin ... · Apis Restaurant & Apiary · Szechuan House

Eater 38 - Eater Austin

<https://austin.eater.com/eater-38> ▼

Eater 38 on Eater Austin.

This should scare the
\$#%^ out of Eater

TOP ITEMS:

 [NBC News](#):

[Former Soviet Counter Intelligence Officer at Meeting With Donald Trump Jr. and Russian Lawyer](#)

— WASHINGTON — The Russian lawyer who met with the Trump team after a promise of compromising material on Hillary Clinton was accompanied by a Russian-American lobbyist — a former Soviet counter ...

Discussion: [New York Times](#), [The Daily Caller](#), [Vox](#), [Mother Jones](#), [USA Today](#), [Washington Monthly](#), [Shareblue](#), [Talking Points Memo](#), [Little Green Footballs](#), [Axios](#), [ThinkProgress](#), [Associated Press](#), [Washington Post](#), [Breitbart](#), [IJR](#), [BuzzFeed](#), [Boomer Tribune](#), [Mediaite](#), [Just Security](#), [Daily Mail](#), [CNBC](#), [New York Magazine](#), [NPR](#), [TheBlaze](#), [Lawyers, Guns & Money](#), [Media Matters for America](#), [BillMoyers.com](#), [Business Insider](#), [Politico USA](#), [NBC News](#), [Shakesville](#), [Daily Kos](#), [Washington Free Beacon](#) and [RedState](#), [more at Mediagazer »](#)



RELATED:

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[Trump Tower Russia meeting: At least eight people in the room](#)

— CNN Special Report "The First Son: The Life of Donald Trump Jr." airs Friday at 9:30 p.m. ET/PT. — Washington (CNN)The June 2016 meeting at Trump Tower with Donald Trump Jr., Jared Kushner and Paul Manafort included at least eight people.

Discussion: [Vox](#), [The Daily Caller](#), [Washington Monthly](#), [Business Insider](#), [Daily Kos](#), [Washington Post](#), [Mediaite](#), [Joe My God](#), [Lawyers, Guns & Money](#), [IJR](#), [Talking Points Memo](#), [Mother Jones](#), [Daily Wire](#), [Politico](#) and [Washington Free Beacon](#)



 [The Daily Beast](#):

[Trump Team Met Russian Accused of International Hacking Conspiracy](#)

... The alleged former Soviet intelligence officer who attended the now-infamous meeting with Donald Trump Jr. and other top campaign officials last June was previously accused in federal and state courts of orchestrating an international hacking conspiracy.

Discussion: [Mediaite](#), [Raw Story](#), [Daily Kos](#), [The Guardian](#), [Shakesville](#), [Joe My God](#), [AOL](#), [Business Insider](#), [Just Security](#) and [IJR](#)



 [Sam Biddle / The Intercept](#):

[Just Six Days After Trump Jr.'s Meeting, Guccifer 2.0 Emailed Me — But There Was One Key Difference](#)

— After 39 years of operating without an apparent conceptual understanding of "consequences," this week Donald Trump Jr. tweeted out an email thread admitting to soliciting the help ...

Discussion: [Vox](#), [Talking Points Memo](#), [Mediaite](#) and [electionlawblog.org](#)



 [Rolf Mowatt-Larssen / Washington Post](#):

[Trump Jr.'s Russia meeting sure sounds like a Russian intelligence operation](#)

— Rolf Mowatt-Larssen is the director of the Intelligence and Defense Project at Harvard's Belfer Center. He served for three years as director of intelligence and counterintelligence at the Department of Energy ...

Discussion: [Talking Points Memo](#), [The Daily Caller](#), [Washington Monthly](#), [IJR](#), [Daily Kos](#) and [Joe My God](#)

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Greg Jaffe / Washington Post: [35 minutes ago](#)
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
Peter Beinart / The Atlantic: [35 minutes ago](#)
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Trump Jr.'s Russia meeting sure sounds like a Russian intelligence operation [Find](#)


[» Extend timeline](#)


WHO'S HIRING IN MEDIA?


 Newsdesk Journalist, CNNE, Atlanta — [CNN](#)


 Reporter - Intelligence Agencies, DC — [USA Today](#)


 Reporter, London — [Bloomberg](#)


 Sr. Newsletter Editor, NY — [WSJ](#)


 Director of Video Content, NY — [WSJ](#)


 Technology Reporter, SF — [WSJ](#)


 Future of Computing Editor, SF — [MIT Tech Review](#)


 National Security Correspondent, London — [BuzzFeed](#)


 Technology Reporter, SF — [BuzzFeed](#)


 Technology Reporter, SF — [Quartz](#)


 Video Editor — [Shareblue](#)


 Associate Editor, Food + Drink, NY — [Atlas Obscura](#)


 Deputy Managing Editor, SF — [Recode](#)

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Memeorandum offers a
navigational UX that
Google can't truly
compete against

Desks

Sort by: Relevancy

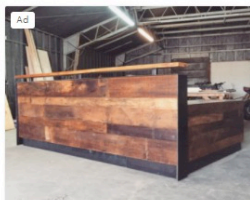
[All categories](#)
[Home & Living](#)
[Furniture](#)
[Office Furniture](#)
[Desks](#)

Color
☒ Brown
☐ Black
☐ Gray
☐ Green
☐ White
[+ Show more](#)

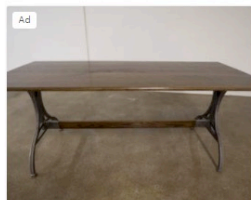
Style
☐ Mid-century
☐ Industrial & utility
☐ Rustic & primitive
☐ Country & farmhouse
☐ Contemporary
[+ Show more](#)

Recipient
☐ Kid
☒ Adult
☐ Teen

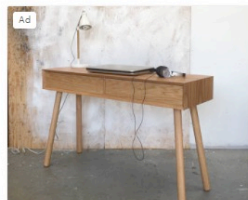
Brown x Adult x



Dseese Reclaimed Wood & Steel Rece...
RevivalSupplyCo
★★★★★ (33)
\$3,800.00



The MONROE - reclaimed white oak d...
FlatBarrel
★★★★★ (5)
\$1,390.00



Office Desk table | Mid Century Soand...
FactoryTwentyOne
★★★★★ (130)
\$649.70



reclaimed wood desk or table with tre...
UrbanUpcyclingDesign
★★★★★ (6)
\$189.00



Wood Desk, Large Office Desk, Rustic ...
OurTwistedCreations



SALE: Danish Modern Flip Top Teak De...
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Wide Selection to Fit Your Needs—Bring a Bold Look to Your Office!

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Images for unique wood desks for office



→ More images for unique wood desks for office

Report images

Unique Home Office Desks - Interior Design Ideas

[www.home-designing.com/2015/11/unique-home-office-desks](#)

Offers links to buy every single computer/office desk featured. ... It features a two-toned design with

wood-panel tops and drawers, centered by a polished work ...

ction of ideas to try ...

cabinetry-furniture/

d, live edge slabs, or natural solid

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Salvaged ...
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Hayneedle
Free shipping

Union Hill Double
\$1,599.00
Shop Factory D...
Free shipping



Kennedy Corner
Desk, Desks, ...
\$363.99
Houzz
Free shipping



Secretary Desk:
Black/Brown - ...
\$179.99
World Market
In store



Reclamation
Place Writing ...
\$568.99
Birch Lane
Free shipping



Sauder Barrier
Lane Corner & ...
\$393.99
Cymax
★★★★★ (13)



Arlington House
Oakhouse



Sauder Edge
Oakhouse

#5: Drive visitors to owned, subscription channels

moz

About 46,200,000 results (0.56 seconds)

Moz.com - Official Site - Power Your Online Visibility
www.moz.com/
Online Marketing is Complicated. Moz Software Makes It Easy. Check Out Our Tools
Link Profile Analysis · Research Tools · Local & Mobile Ranking · Instant Site Recrawl
Highlights: Drive Customers To Your Website, Draw Customers To Your Front Door...

Beginner's Guide To SEO
New To SEO? Check Out Our Free Guide To Help You Get Started!

Moz Pro - Try it Free
Try our SEO toolset to help boost rankings & search engine visibility

Moz Local
Help New Customers Find Your Business Online! Check Your Listing

SEO Resources & Guides
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Moz | SEO Software, Tools & Resources for Smarter Marketing
https://moz.com/
Backed by the largest community of SEOs on the planet, Moz builds tools that make SEO, inbound marketing, link building, and content marketing easy.

Results from moz.com

Moz Blog
The Moz inbound marketing and SEO blog provides tips, tricks ...

Open Site Explorer
Use Open Site Explorer to identify link building opportunities ...

SEO tools
Explore our suite of free and premium SEO Tools and online ...

Moz Analytics
We missed you, our brilliant SEO friend! Would you care for some ...

Top stories

SEO Best Practices for Canonical URLs + the Rel=Canonical Tag - Whiteboard Friday

Moz Transitions: Rand to Step Away from Operations and Into Advisory Role in Early

How "Message Match" Can Lift Conversion Rates by 212.74% [Case Study]

Moz
4.5 ★★★★★ 43 Google reviews
Software company in Seattle, Washington

Address: 1100 2nd Ave #500, Seattle, WA 98101
Phone: (206) 602-2005
Hours: Open today · 9AM–6PM

Suggest an edit

Moz on Google

Rand demonstrates proper use of the canonical tag to avoid confusing Google.
2 hours ago
[Learn more](#)

Business valuation on a dime when model changes
4 days ago
[Learn more](#)

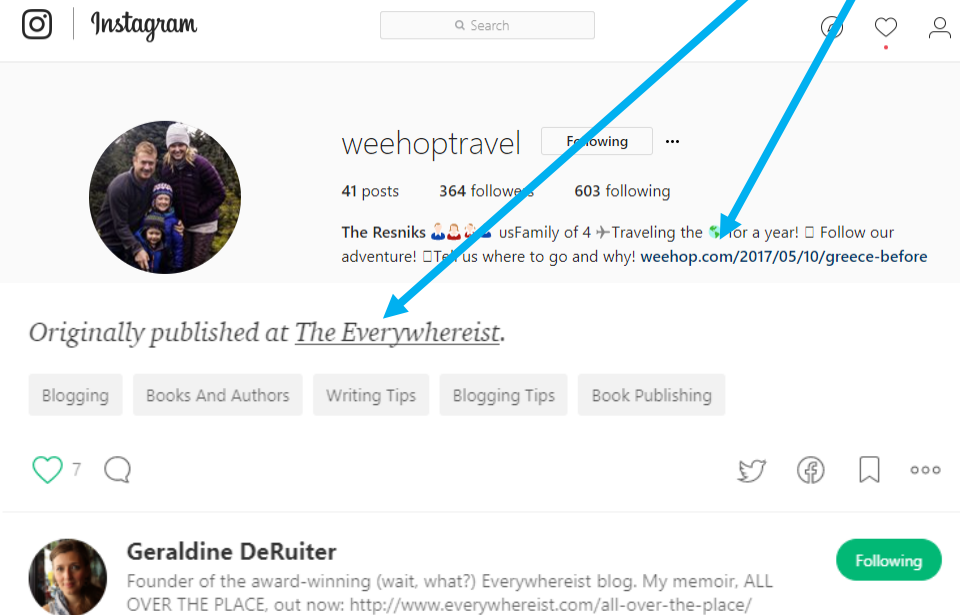
Reviews

Write a review Add a photo

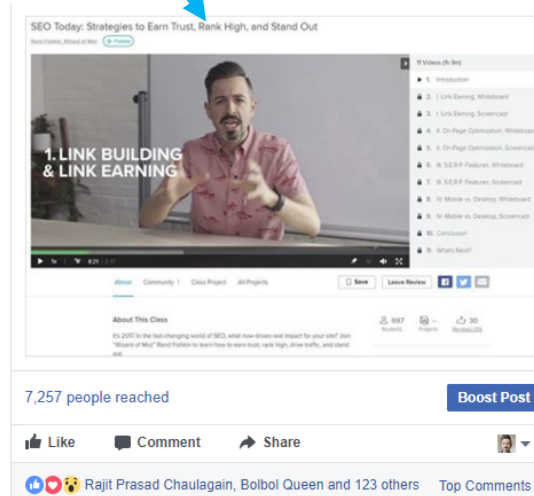
"Amazing service and prompt attention to the matter at hand!"

For as long as Google offers ways to drive traffic to your site (vs. host content with them), we'll take it!

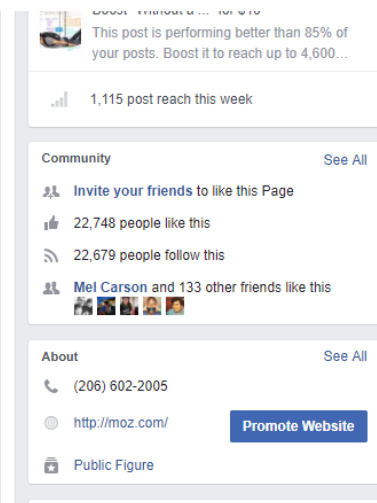
No matter what channel you use to broadcast or distribute, make sure the traffic always goes back to a domain & UX you own+control



Instagram profile of **weehoptravel**. The profile shows 41 posts, 364 followers, and 603 following. The bio reads: "The Resniks 🧑🏻‍🤝‍🧑🏻 usFamily of 4 🌍 Traveling the 🌍 for a year! 📺 Follow our adventure! 📺 Tell us where to go and why! weehop.com/2017/05/10/greece-before". The profile is categorized under "Blogging", "Books And Authors", "Writing Tips", "Blogging Tips", and "Book Publishing". The profile picture shows a family of four. The name "Originally published at The Everywhereist." is written below the bio. The profile is followed by Geraldine DeRuiter, Founder of the award-winning (wait, what?) Everywhereist blog. My memoir, ALL OVER THE PLACE, out now: <http://www.everywhereist.com/all-over-the-place/>.



Facebook post by **Rajit Prasad Chaulagain**. The post is titled "SEO Today: Strategies to Earn Trust, Rank High, and Stand Out" and features a video thumbnail with the text "1. LINK BUILDING & LINK EARNING". The post has 7,257 people reached and 1 Like. The post is categorized under "About This Class" and "SEO Today: Strategies to Earn Trust, Rank High, and Stand Out". The post is shared by Rajit Prasad Chaulagain, Bolbol Queen and 123 others. The post is promoted by Moz.com.



Facebook post by **Mel Carson**. The post is titled "This post is performing better than 85% of your posts. Boost it to reach up to 4,600..." and features a video thumbnail with the text "1,115 post reach this week". The post has 22,748 people like this and 22,679 people follow this. The post is categorized under "Community" and "See All". The post is promoted by Moz.com.

truck driving jobs

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90% Of Our Drivers Are Home Daily or Weekly! More Miles + Great Pay + Benefits.

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Types: CDL Driver Jobs, Regional CDL Driver Jobs, Local CDL Driver Jobs

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Class A CDL Truck Drivers Needed. Apply now, get hired today!

Highlights: Get Multiple Job Offers, Local Truck Driving Jobs, Class A CDL Truck Driving Jobs...

[Class A CDL Jobs](#) · [Owner Operator Jobs](#) · [Apply to Trucking Jobs](#) · [Student Driving Jobs](#)

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[Ad](#) [www.gohaney.net/](#) (509) 494-8535

Specialist In Hiring Truck Drivers. We Have 93+ Years Of Experience.



Dr. Pete Meyers

@dr_pete

Following

Wow, tough SERP to crack --- 7 ads for me (4 on top) *and* the new Google job listings pack -- [google.com/search?q=truck ...](#)

2:42 PM - 13 Jul 2017

2 Retweets 8 Likes



7



2



8



#6: Leverage RLSA to outrank Google for the searchers who matter most

Jobs

Near Seattle, WA

Truck driver

Past 3 days

Full-time

Cdl-a grad

Owner operator

Regional

Cdl drive



OTR Truck Driver

Catasys

Seattle, WA

via Glassdoor

25 days ago

Full-time



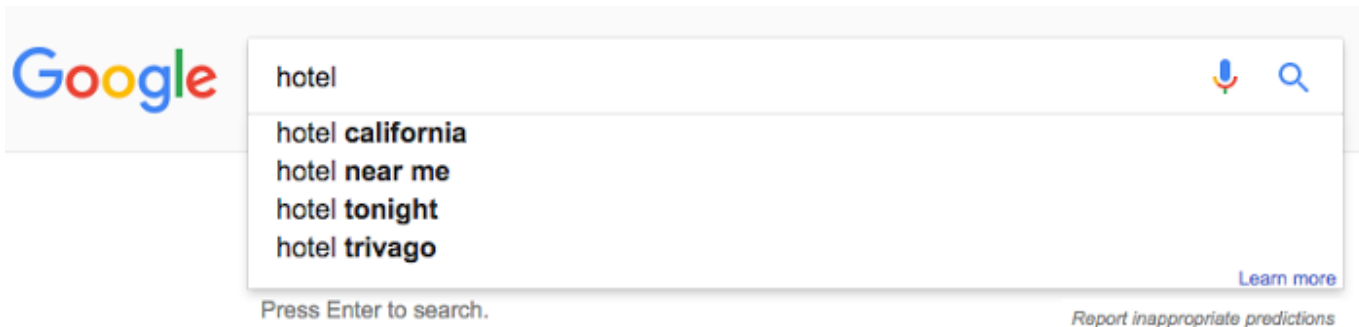
Intermodal Local Truck Driver

Tsys

Seattle, WA

#7: Bias search suggest in your favor through linguistic branding





Búsquedas relacionadas con hotel

hoteles buscador

hoteles ofertas

hoteles baratos valencia

hoteles baratos todo incluido

ofertas hoteles playa

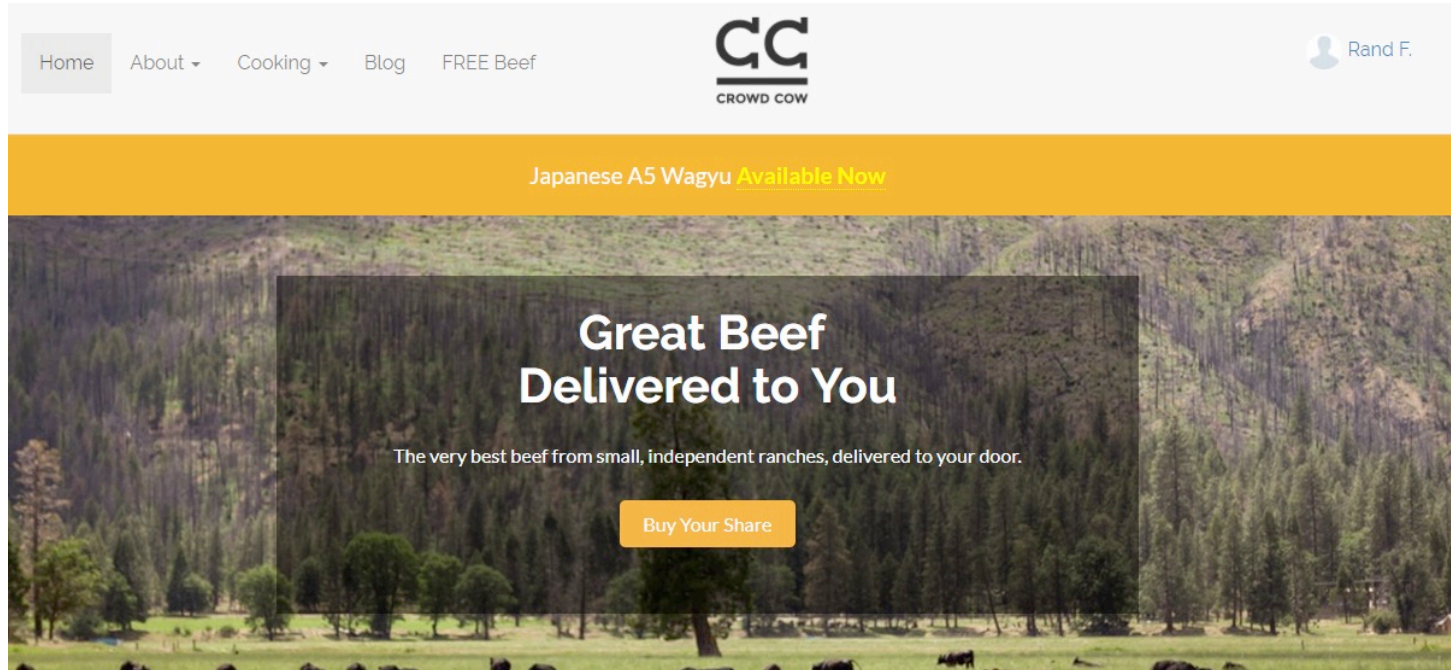
ofertas hoteles todo incluido

hoteles baratos barcelona

hotel trivago

Hat tip to Gianluca Fiorelli for spotting this campaign & its influence on search suggest + related

#8: Use influencer marketing to become the brand searchers recognize



Mainstream Foodies

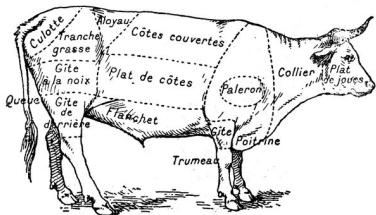
FOOD & WINE

RESTAURANTS OF THE YEAR RECIPES DRINKS TRAVEL HOLIDAYS

HOME • MEAT • POULTRY • BEEF • STEAK CUTS

Crowd Cow Sends Grass-Fed Beef Directly to Your Door

by Max Bonem FEBRUARY 28, 2017



© Getty Images

Where's the beef? On the internet, of course.

Over the past twenty years, how and where we buy our meat has become a political statement. Are you shopping at the local grocery store or a mega-sized wholesaler? Do you visit an actual butcher? What are the precise meanings

EAST END TASTE

HAMPTONS LIVING WITH A TASTE FOR LUXURY TRAVEL

JUNE 21, 2017

CROWD COW- "WHERE'S THE BEEF?"



Crowd Cow has created a very easy to navigate and thorough website that not only teaches us about cooking and preparing each cut of beef, but also reminds us of how important it is to support sustainable farming. It has never been any easier and more concrete than now. Crowd Cow, which has recently launched its nationwide customer reach, believes in enjoying incredible beef the right way, sustainably and humanely. For me personally, this is one of the beef food industry concepts I have learned of in many years. Founders Joe Helmsberg and Ethan Lowery wish to erase the worry and uncertainty of ordering beef at your typical grocery chain and have created a crowd funding style of purchasing ethical, and 'artisanal' beef.

Sous Vide Aficionados

SOUS VIDE GUY.



SOUS VIDE MACHINES

CONTAINERS

RECIPES

BLOG

CONTACT

Blog

Sous Vide

Crowd Cow Review: Quality and Convenience Outweighs Cost

March 24, 2017 Sous Vide Guy 0 Comment crowd cow, review, sous vide, steaks



Paleo Foodies

Ultimate Paleo Guide

ABOUT

THE BASICS

PALEO RECIPES

PALEO FOOD LIST

ON THE BLOG

PALEO ME

You are here: Home / Paleo Product Reviews / Crowd Cow Reviewed

Crowd Cow Reviewed

June 7, 2017 By Chelsea Brinegar — Leave a Comment



0

SHARES

One of our goals at Ultimate Paleo Guide is to ensure that our readers stay up to date about the Paleo-friendly companies putting amazing products out into the world. We recently learned about **Crowd Cow** – a company that we want to be on your radar.

Crowd Cow

Have you ever went to the grocery store and desired to know from where exactly the beef came? Or maybe you've desired to buy directly from a rancher, but the process is intimidating or not available where you live.

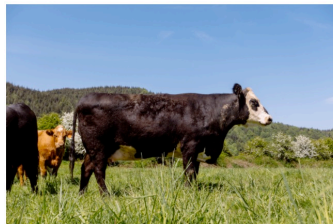
This is how Crowd Cow was born. Two friends, Josh and Ethan, had these same feelings. They decided to crowdFund a cow, so that 50 people could each buy a little piece of a cow from a local farm. They built a website, and their first cow sold within 24 hours.

Seattle Met

Crowd Cow: Changing How Seattle Buys Local Beef

It's like using Kickstarter to buy a whole cow with a bunch of strangers.

By Sophie Lippard • 10/10/2015 at 2:00pm



Future beef. Photo via Crowd Cow's blog.

Fancy-Pants Types

Relevant Locavores

crowd cow
Search term

buy beef online
Search term

buy steaks online
Search term

best online meat m...
Search term



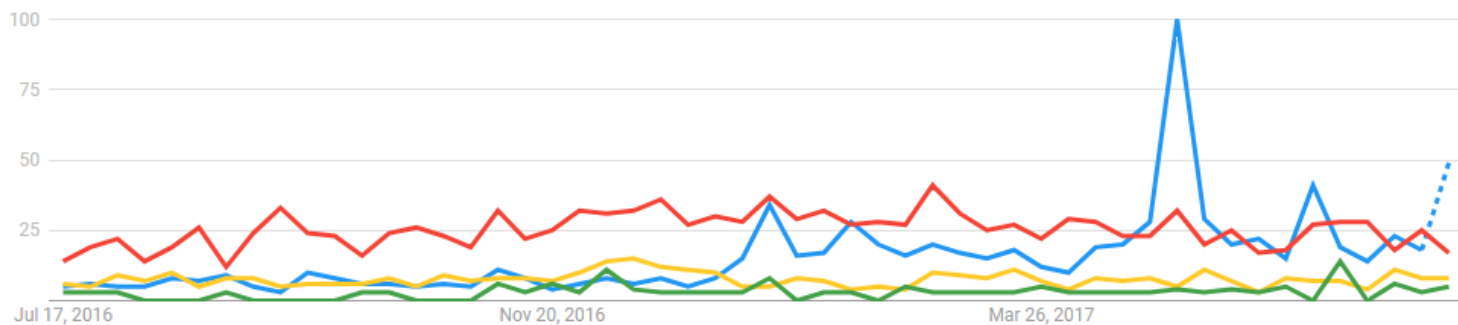
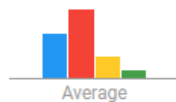
Worldwide ▼

Past 12 months ▼

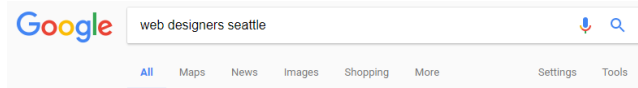
All categories ▼

Web Search ▼

Interest over time ?



#9: Innovate at the problem-level vs. the solution-level (b/c Google does the reverse)



Google solves this query at the
solution level

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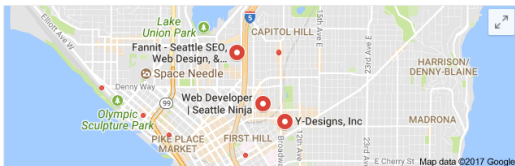
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5.0 ★★★★★ (11) - Internet Marketing Service

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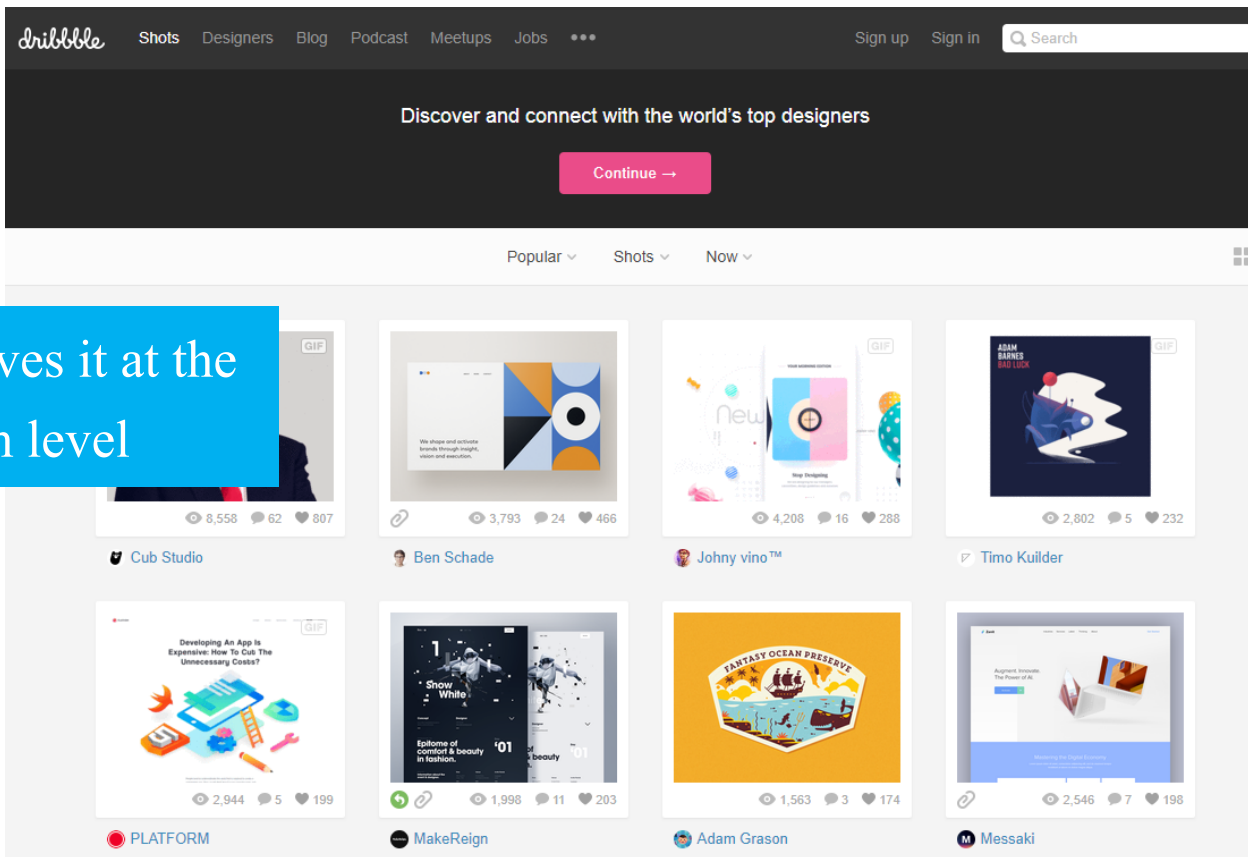
WEBSITE



DIRECTIONS

You want a high % of visitors to come away
from your experience thinking:

Why would I ever Google search query
when your site solves this problem
so completely and elegantly?



Dribbble solves it at the
problem level

Before your audience needs a solution,
they have a problem.

Beat Google to the punch.
Be there for the problem's discovery.

Solution Level

kitchen remodeling ideas



1



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www.housebeautiful.com/room-decorating/kitchens/.../beautiful-designer-kitchens/

May 4, 2017 - We've gathered all our best kitchens in one place - from country casual to sleek and ...

Take a look at some of our favorite kitchen design ideas.

20 Kitchen Remodeling Ideas, Designs & Photos - Lowe's

<https://www.lowes.com/creative-ideas/kitchen-and-.../kitchen-remodeling-ideas/article>

Our kitchen remodeling designs will add style and function to the heart of your home. View these kitchen remodel ideas to get inspired for your kitchen makeover!

Small-Budget Kitchen ... Kitchen Updates on a Modest ... Kitchen Planning Guide

22 Kitchen Makeover Before & Afters - Kitchen Remodeling Ideas

www.countryliving.com/remodeling-renovation/home.../g1233/kitchen-makeovers/

Jun 2, 2015 - You'll want to remodel your own kitchen once you see these ... Get inspired to remodel your own kitchen with our easy tips and clever ideas.

Kitchen Ideas & Design with Cabinets, Islands, Backsplashes | HGTV

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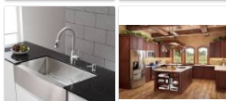
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Google Play

Kitchen Backsplash ...
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Free shipping



Ideas To Redo Kitchen
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RTA Shaker Antique White ...
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Kraus 36 Inch Farmhouse ...
\$449.95
Overstock.com
★★★★★ (479)

RTA Yukon Chocolate ...
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Problem Level



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STORIES & ADVICE

SALE

Room

All Rooms
Kitchen Photos

Style

Location

Seattle

Budget

☐ \$ (10)
☐ \$ \$ (17)
☐ \$\$\$ (52)
☐ \$\$\$\$ (4)

Size

☐ Compact (33)
☐ Medium (109)
☐ Large (25)
☐ Expansive (5)

Color



Layout

☐ L-shape (80)
☐ U-shape (65)
☐ Gallery (33)
☐ Single-wall (9)

772 Eclectic Seattle Kitchen Design Ideas

Popular Search Terms

appliances
breakfast nook
granite countertop
lighting
windows

backsplash
cabinetry
island
message center
subway tile

benquette
colorful kitchen
kitchen desk
open concept kitchen
table

bar
eat in kitchen
kitchen pass through
small kitchen
u-shaped kitchen

barstools
floors
kitchen peninsula
pantry
wainscoting

beadboard
galley kitchen
kitchen tile
sink
window seat

Less

Popular Today



9 - 16 of 772 photos



Kimberly Bryan
★★★★★ 11 Reviews

Musical Whimsy in Bellingham

73 Saves | 0 Questions

Photo: Kimberly Bryan © 2013 Houzz

Eclectic kitchen idea in Seattle — Houzz
Classic Hoosier cabinet — jfrolup
f t G+ Embed Email Question





Roschelli Design
★★★★★ 35 Reviews

20140609 Queen Anne bungalow remodel

35 Saves | 0 Questions

Eclectic kitchen idea in Seattle — Houzz

Solution Level



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Set Your **Small Business** Apart By Accepting More Types Of Customer **Payment**.
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Nochex is a UK credit card **processing** company that was established to help companies in the UK work with consumers and **businesses** around the world, accepting **payments** from all the major debit and credit card companies. It offers free PCI and anti-fraud tools along with low fees and transparent pricing. Jul 19, 2016



4 days ago

[25 Payment Tools for Small Businesses, Freelancers and Startups](#)
[https://www.entrepreneur.com/article/276818](#)

 About this result  Feedback

People also ask

How a small business can accept credit cards?

How can you accept credit card payments?

Problem Level

[Credit Cards](#)[Banking](#)[Investing](#)[Mortgages](#)[Loans](#)[Insurance](#)

POS Systems for Your Small Business

**TEDDY NYKIER**

December 2, 2014

[Small Business](#)

So you've started a business, and now you're ready to get paid. But with a slew of point-of-sale systems on the market, choosing one isn't as straightforward as it sounds.

Most of the POS systems are **EMV-compliant**, or will be by October 2015, when businesses will become liable for counterfeit fraud if they can't accept a customer's EMV credit card. Many of them also support NFC (near field communication) technology, which lets businesses accept contactless mobile wallets such as Apple Pay. Still, there's no one-size-fits-all solution for payment systems. We reviewed nine of your options and then compared them side by side.

Insider tip: [Sign up for our monthly small-business newsletter.](#)

Businesses that want versatility: Square

- Flat 2.75% processing fee per swipe
- Free mobile card reader at sign-up
- EMV-compliant

Square is one of the most versatile payment systems on the market. Businesses just starting out can accept card payments on the cheap. Square's mobile card reader is free at sign-up, or \$29 to buy additional readers. Larger businesses can buy the \$99 Square Stand, which becomes a cash register when you connect it with an iPad. You can connect additional hardware including a cash drawer, receipt printer and barcode scanner.

Starting

- [Your gu](#)
[business!](#)
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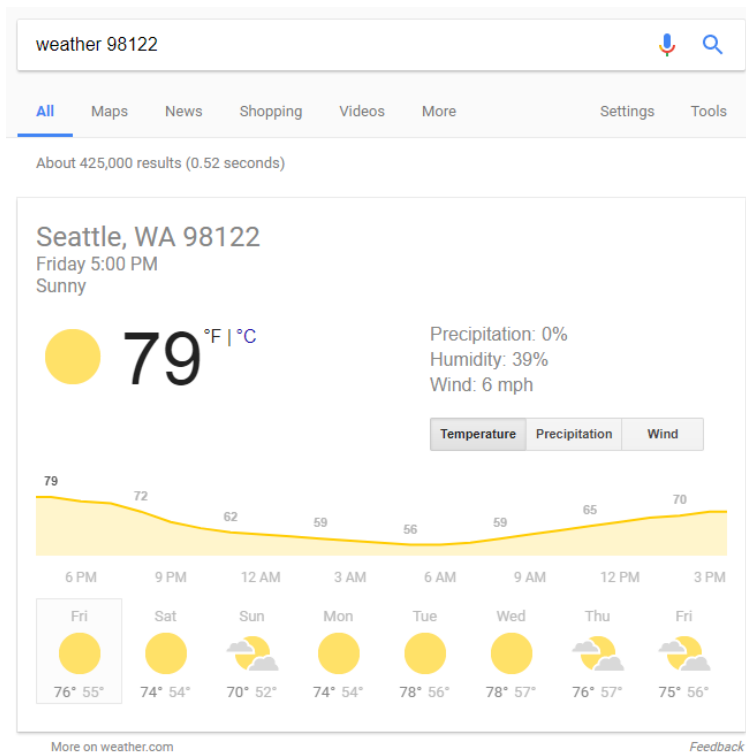
FIN
SMA

Instant
from on
the rig



Lender

#10: If Google's already in your space, find what they fail to deliver & double-down



Fine for a quick
answer, but lacks
depth...

What are all those deeper, next questions folks have AFTER they search for weather? Wunderground knows, and nails 'em.

WEATHER UNDERGROUND | [Maps & Radar](#) | [Severe Weather](#) | [News & Blogs](#) | [Photos & Video](#) | [Activities](#)

Popular Cities: **San Francisco, CA** 60.3 °F Partly Cloudy | **Chicago, IL** 70.3 °F Overcast | **Boston, MA** 65.1 °F Overcast | **Houston, TX** 67.9 °F Partly Cloudy |

Seattle, WA
(●) [Garfield Abbey](#) | [Report](#) | [Change Station](#) ▼

Forecast | [History](#) | [Calendar](#) | [Rain / Snow](#) | [Health](#)

Elev 317 ft 47.60 °N, 122.30 °W | Updated 3 min ago



Clear

76.3 °F

Feels Like **78 °F**



Wind Variable
Gusts **10.1 mph**

Tomorrow is forecast to be **COOLER** than today.

Today

High **79** | Low **55** °F

10% Chance of Precip.

Yesterday

High **72** | Low **58.8** °F

Precip. **0** in



[Allergy Alert](#)

Sign up for your Daily Forecast Email

[Pressure](#)

30.08 in

[Visibility](#)

10.0 miles

[Clouds](#)

Clear

[Heat Index](#)

78 °F

[Dew Point](#)

49 °F

[Humidity](#)

38%

[Rainfall](#)

0.00 in

[Snow Depth](#)

Not available.

Sun & Moon

5:26 am

9:03 pm

Waning Gibbous,
69% visible

METAR KBFI 142353Z VRB04KT 10SM CLR 27/11
A3008 RMK A02 SLP184 T02670106 10267 20194
56016

Seattle, WA

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© 5:31 PM PDT on July 14, 2017 (GMT -0700)

Forecast | [History](#) | [Calendar](#) | [Rain / Snow](#) | **Health**

AIR QUALITY INDEX

What is Air Quality Index (AQI)?



TODAY:
GOOD

Help keep air quality good by biking to work
and enjoying outdoor activities.

AQI:

16

DOMINANT POLLUTANT:

PM2.5

Tiny particles called PM2.5 irritate the eyes, nose, and respiratory system.
Long-term exposure aggravates heart and lung disease.

AQI Source: EPA AirNow - Puget Sound Clean Air Agency

AIR QUALITY FORECAST:

MAIN
POLLUTANT:

SATURDAY

Good air quality

OZONE

Good air quality

PM2.5

Good air quality

Good air quality

OZONE

PM2.5

Good air quality

Good air quality

Good air quality

OZONE

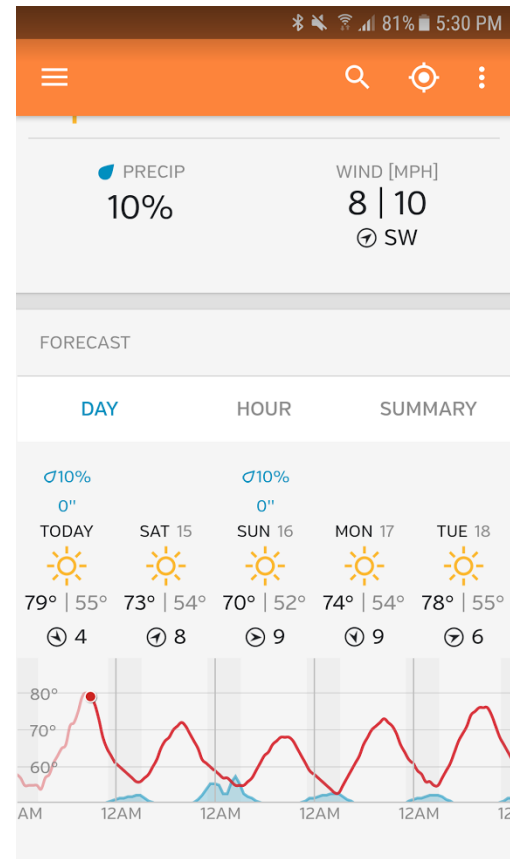
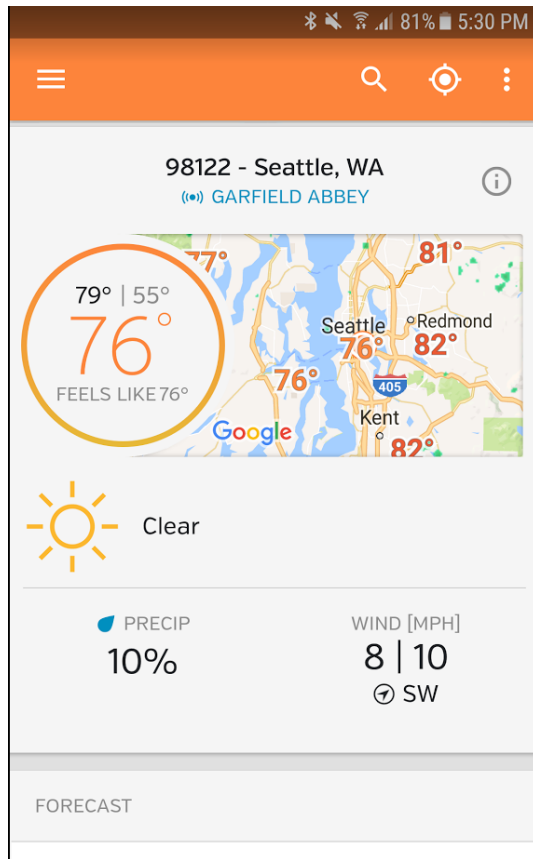
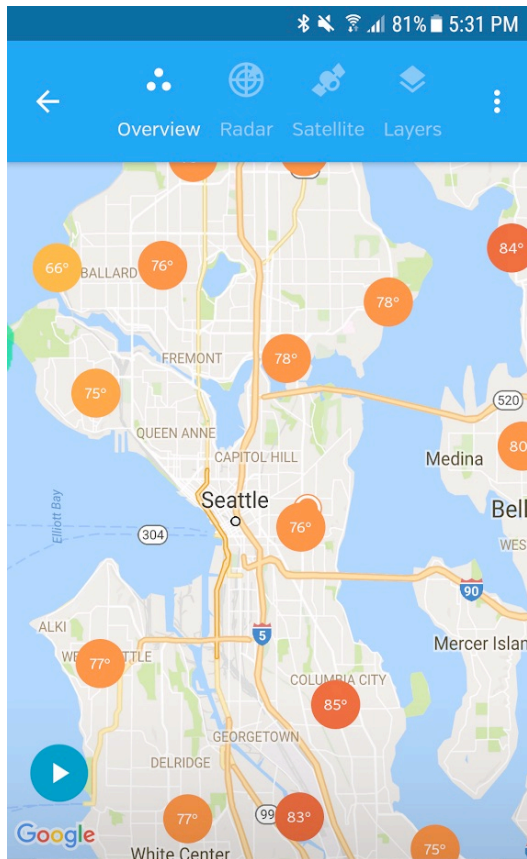
PM2.5

Good air quality

Good air quality

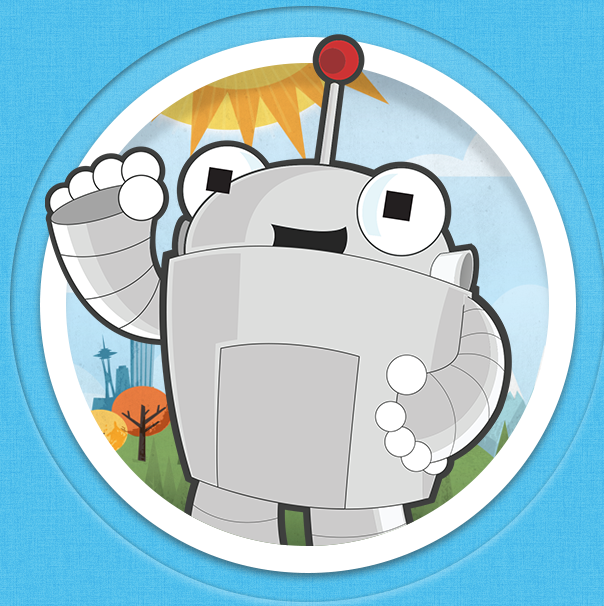
OZONE

PM2.5



Don't Just Fight Off the
Dragon...

Make it bring you to the
skies.



You Got This!

Rand Fishkin, Wizard of [Moz](#) | [@randfish](#) | [rand@moz.com](#)

Thank You

Rand Fishkin

Wizard of Moz, Moz

@randfish

