

You Don't Know SEO



Michael King | iPullRank

 @iPullRank



***YOU DON'T
KNOW SEO!***

MICHAEL KING
FOUNDER/MANAGING DIRECTOR
IPULLRANK

Download!



<http://bit.ly/ydkseo>

inspired by @getify...

This talk is inspired by a series of books called *“You Don’t Know JavaScript”* by Kyle Simpson





We open to our hero pondering the ramifications of search.



The Industry is so often wrong about how search works.

David Sottimano
@dsottimano

Following

Replying to @aleyda

When you have a second, check [Nielsen.com](https://www.nielsen.com) and their hreflang "EU" tag. It actually seems to be working from what I can tell. Looking for more examples to see if Google started supporting regions quietly



What People Watch, Listen To and Buy | Nielsen
Nielsen, a leading global information & measurement company, provides market research, insights & data about what people watch, listen to & buy.
[nielsen.com](https://www.nielsen.com)

6:25 PM - 5 Jul 2018

John ☆.o(≧▽≦)o.☆
@JohnMu

Follow

Replying to @dsottimano @aleyda

"EU" is not a country - we don't use those hreflang codes.

6:55 AM - 6 Jul 2018

1 Retweet 4 Likes

1 1 4

John ☆.o(≧▽≦)o.☆
@JohnMu

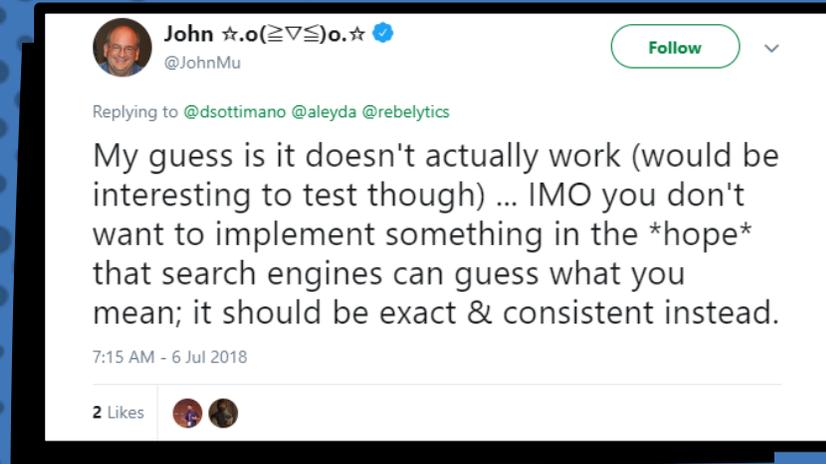
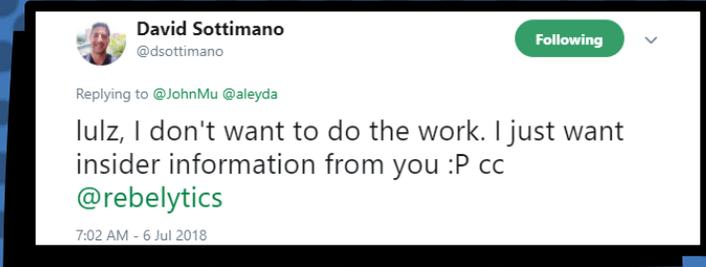
Follow

Replying to @JohnMu @dsottimano @aleyda

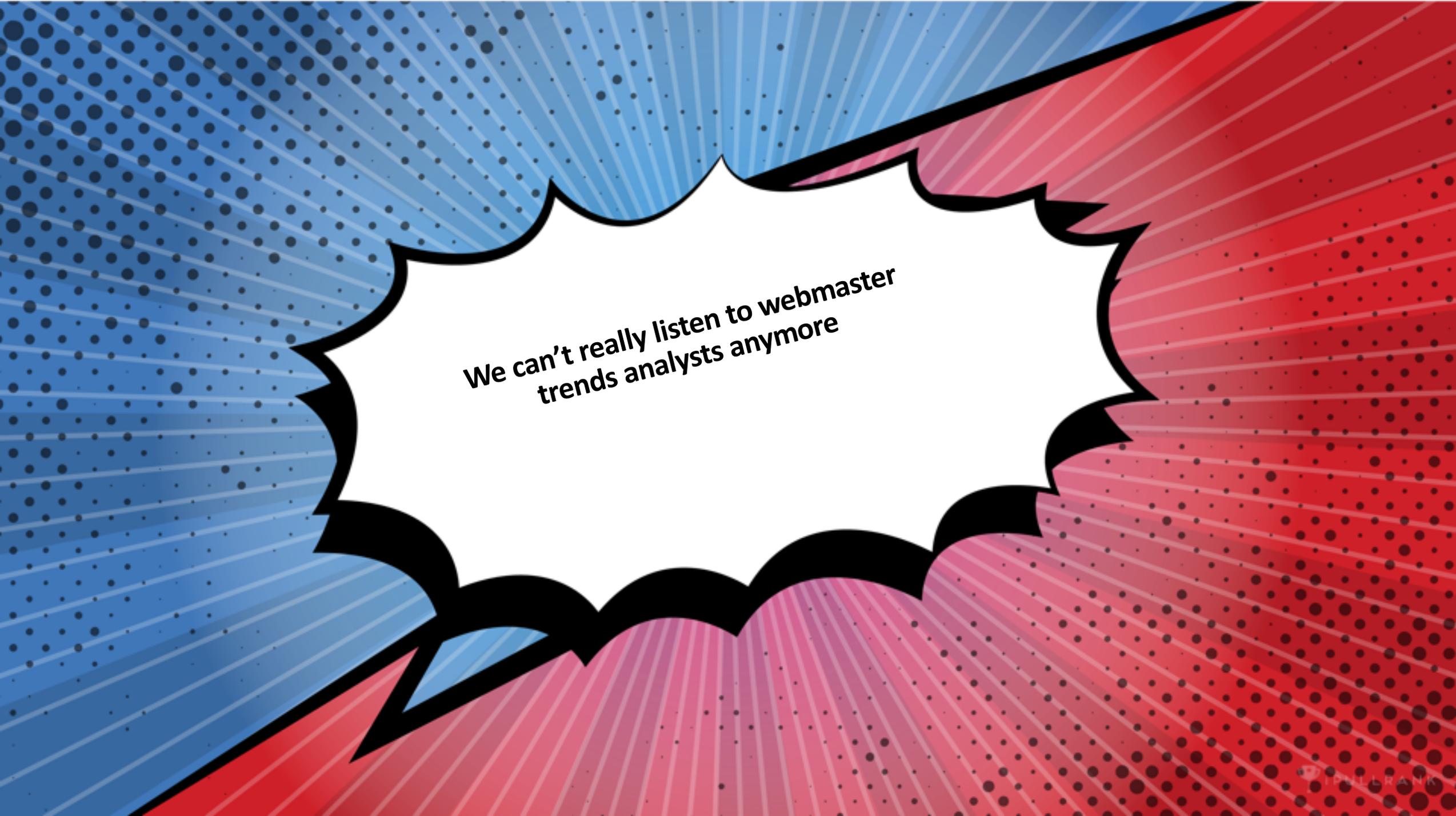
... on second look, we do seem to be reading it, which is kinda weird. They have a ton of countries covered anyway, so I wouldn't read too much into that either way. Who'll set up a clean test? :-)

6:59 AM - 6 Jul 2018

**THIS DOESN'T SOUND LIKE
SOMEONE WITH INSIDER INFO**



**THIS DOESN'T SOUND LIKE
SOMEONE WITH INSIDER INFO**



**We can't really listen to webmaster
trends analysts anymore**

SEARCH TERMS ⓘ ×

+ *Synonym*

SEARCH FIELDS

📅 Date · Priority ▾

YYYY-MM-DD — YYYY-MM-DD

👤 Matthew D. Cutts × or + *Inventor*

🏢 + *Assignee*

🏢 Patent Office ▾ Language ▾

🏢 Status ▾ Type ▾

About 5 results

⬇️ Download 📊 Side-by-side

Sort by · Relevance ▾ Grouped by · None ▾ Results / page · 10 ▾

Framework for evaluating web search scoring functions



[Grant US8060497B1](#) · Misha Zatsman · Google Inc.

Priority 2009-07-23 · Filing 2009-07-23 · Grant 2011-11-15 · Publication 2011-11-15

Methods, systems, and apparatus, including computer program products, for testing web search scoring functions. A query is received. A first and a second scoring function are selected by receiving search results responsive to the query; applying candidate scoring functions to the search results to ...

Identifying inadequate search content



[Grant US7668823B2](#) · Jeffrey David Oldham · Google Inc.

Priority 2007-04-03 · Filing 2007-04-03 · Grant 2010-02-23 · Publication 2010-02-23

Systems and methods for identifying inadequate search content are provided. Inadequate search content, for example, can be identified based on statistics associated with the search queries related to the content.

System and method for managing multiple domain names for a website in a website ...

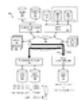


[Grant US7930400B1](#) · Vanessa Fox · Google Inc.

Priority 2006-08-04 · Filing 2006-12-27 · Grant 2011-04-19 · Publication 2011-04-19

When a website has a number of equivalent domain names including a preferred domain name, the URL for a document in the website can be rewritten using the preferred domain name before indexing the document, according to certain embodiments. According to certain embodiments, a user interface is ...

Activity signatures and activity replay detection

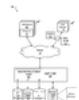


[Grant US8990935B1](#) · Matthew D. Cutts · Google Inc.

Priority 2012-10-17 · Filing 2012-10-17 · Grant 2015-03-24 · Publication 2015-03-24

Methods, systems, and apparatus, including computer programs encoded on a computer storage medium, for generating activity signatures and detecting activity replays. In one aspect, a method includes accessing activity data first and second activity sequences; generating a first activity sequence ...

Personally identifiable informati



[Grant US8561185B1](#) · Muthup

Priority 2011-05-17 · Filing 201

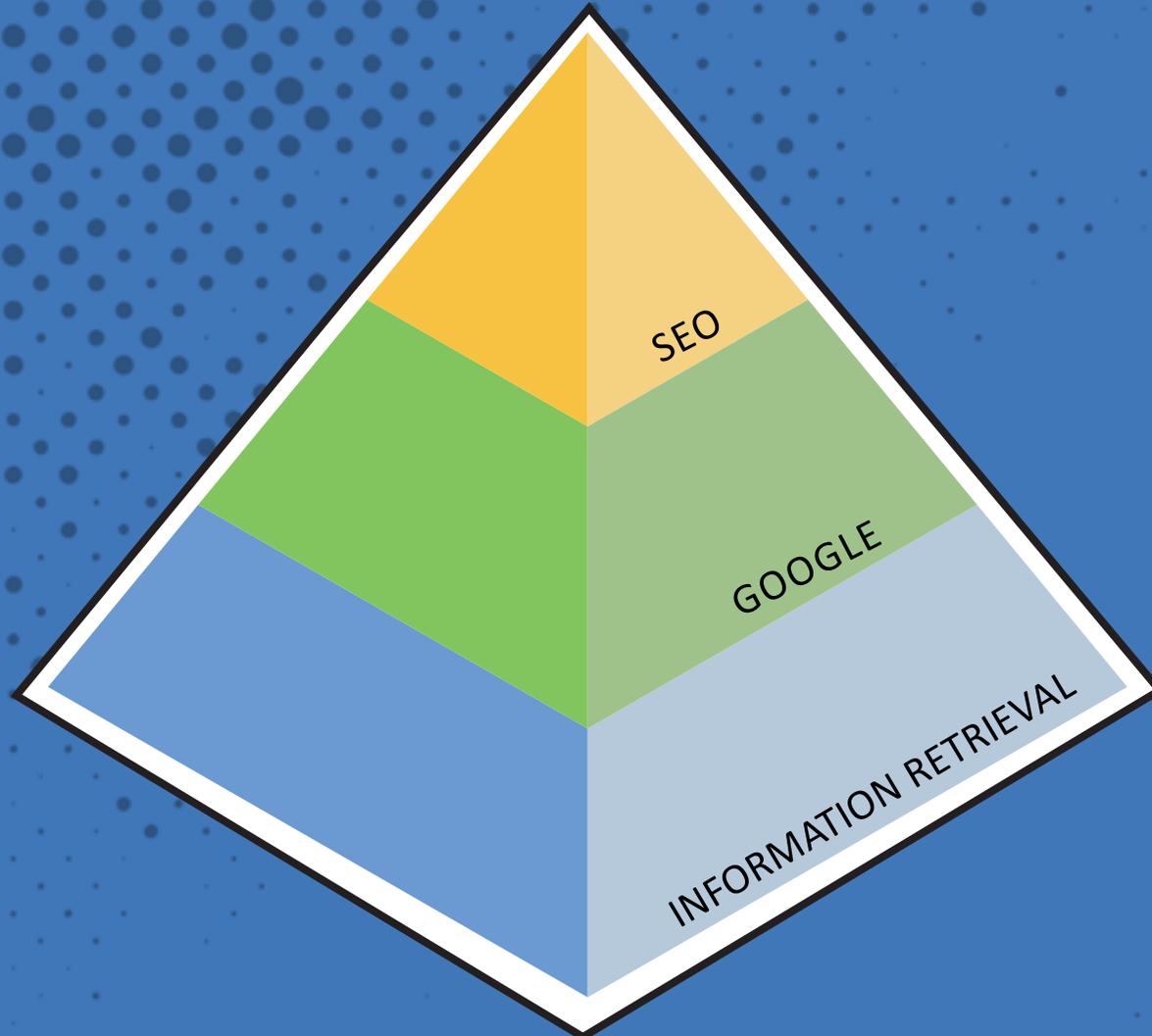
Methods, systems, and apparatus for privacy protection. In one aspect, type definitions that character

About 5 results



At this moment Our hero began to miss matt cutts.

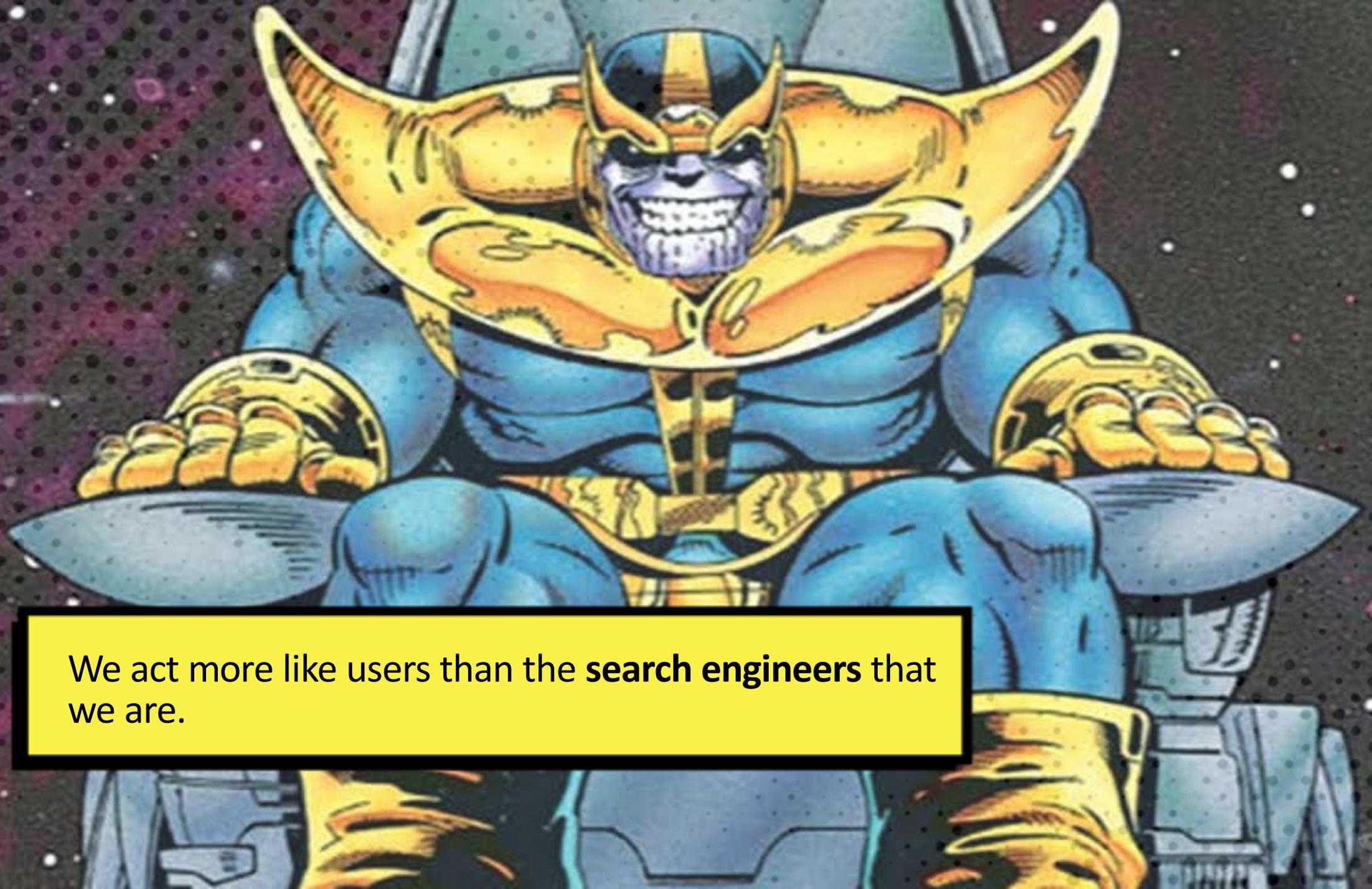
THE HIERARCHY OF SEARCH



We Spend most of our time on this level of abstraction

WHO LIVES WHERE?





We act more like users than the **search engineers** that we are.

VOCABULARY IS A KEY DISCONNECT

Scoring
Functions

Document
Statistics

Relevance feedback

Query processing

Click logs

Retrieval Models

Evaluation

Ranking adjustment

Query understanding

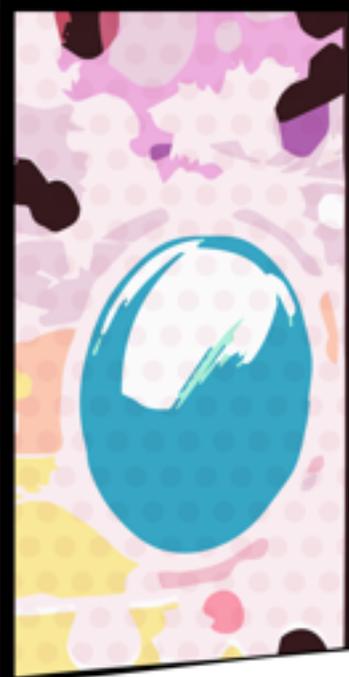
Sometimes Google is quite explicit, just in terminology that we don't know or understand.

BEING EFFECTIVE AT MODERN SEO IS ABOUT SIX THINGS



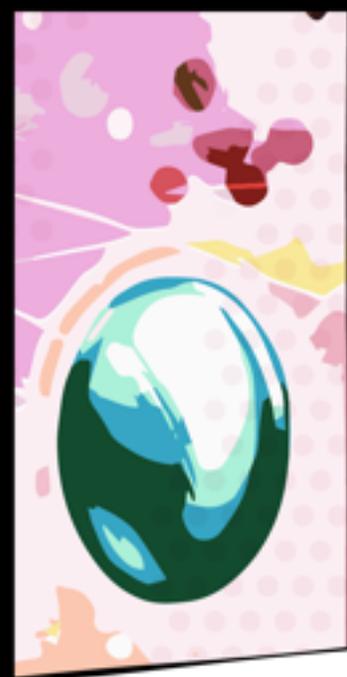
Mobile-first

Accessibility driven by the mobile user experience



STRUCTURED DATA

Positioning content to be extracted easily



SPEED

Making sure the experience is fast as possible



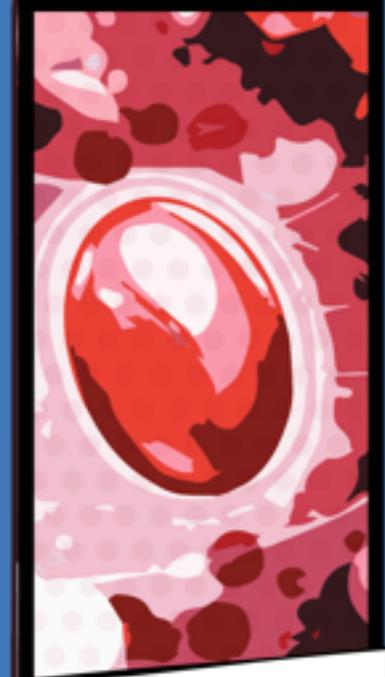
CONTENT

Hyper-targeted and optimized for specific user contexts



authority

Building credibility to your content

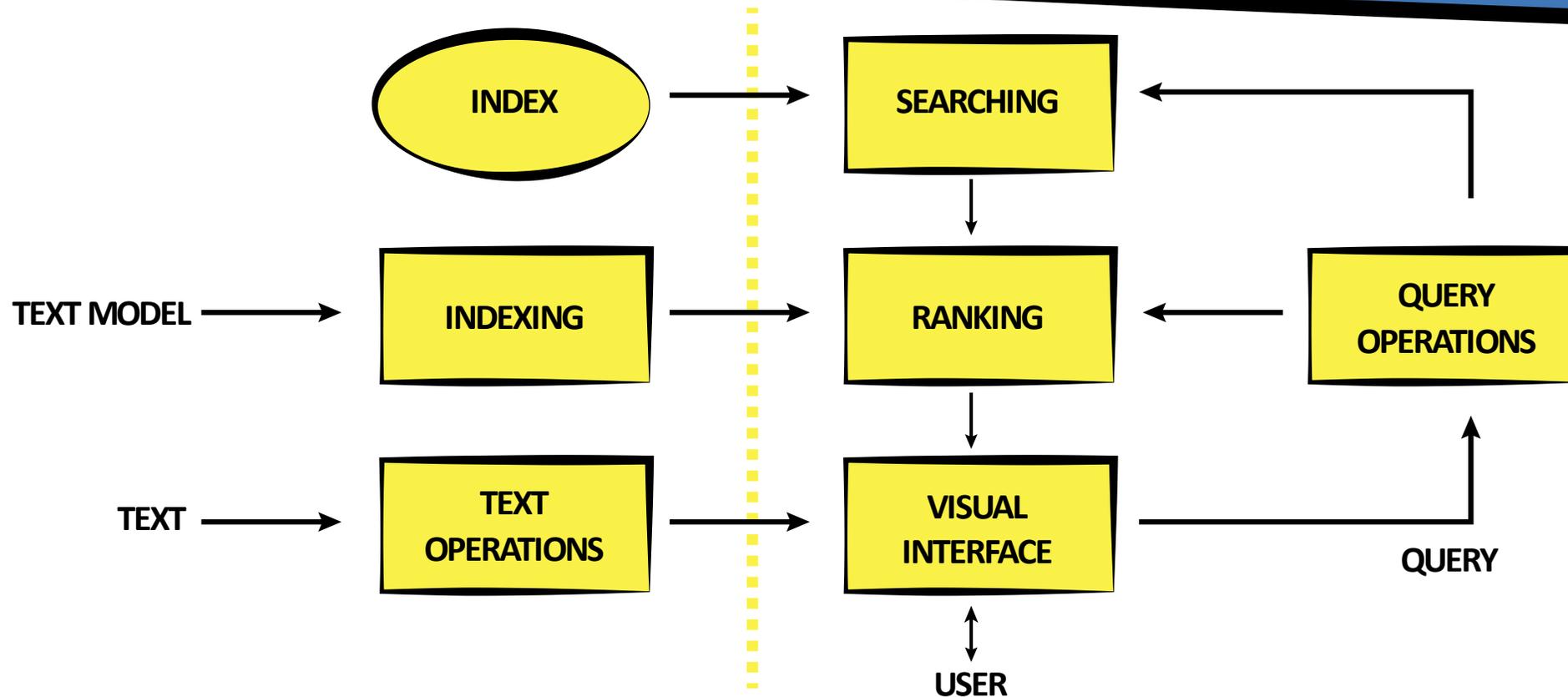


INTEGRATED SEARCH

Making sure the different parts of the SERP work together

You don't know
information retrieval

THE BASIC FORM OF INFORMATION RETRIEVAL SYSTEM



Crawling & Indexing

HTTP Status Codes

This page is created from HTTP status code information found at ietf.org and Wikipedia. Click on the **category heading** or the **status code** link to read more.

1xx Informational

100 Continue

101 Switching Protocols

102 Processing (WebDAV)

2xx Success

★ 200 OK

203 Non-Authoritative Information

206 Partial Content

226 IM Used

★ 201 Created

★ 204 No Content

207 Multi-Status (WebDAV)

202 Accepted

205 Reset Content

208 Already Reported (WebDAV)

3xx Redirection

300 Multiple Choices

303 See Other

306 (Unused)

301 Moved Permanently

★ 304 Not Modified

307 Temporary Redirect

302 Found

305 Use Proxy

308 Permanent Redirect (experimental)

4xx Client Error

★ 400 Bad Request

★ 403 Forbidden

406 Not Acceptable

★ 409 Conflict

412 Precondition Failed

415 Unsupported Media Type

418 I'm a teapot (RFC 2324)

423 Locked (WebDAV)

426 Upgrade Required

431 Request Header Fields Too Large

450 Blocked by Windows Parental Controls (Microsoft)

★ 401 Unauthorized

★ 404 Not Found

407 Proxy Authentication Required

410 Gone

413 Request Entity Too Large

416 Requested Range Not Satisfiable

420 Enhance Your Calm (Twitter)

424 Failed Dependency (WebDAV)

428 Precondition Required

444 No Response (Nginx)

451 Unavailable For Legal Reasons

402 Payment Required

405 Method Not Allowed

408 Request Timeout

411 Length Required

414 Request-URI Too Long

417 Expectation Failed

422 Unprocessable Entity (WebDAV)

425 Reserved for WebDAV

429 Too Many Requests

449 Retry With (Microsoft)

499 Client Closed Request (Nginx)

5xx Server Error

★ 500 Internal Server Error

503 Service Unavailable

506 Variant Also Negotiates (Experimental)

509 Bandwidth Limit Exceeded (Apache)

598 Network read timeout error

501

504

507

510

599 Network connect timeout error

Google adheres very closely to the response codes.

Shows

Tools

Web Fundamentals

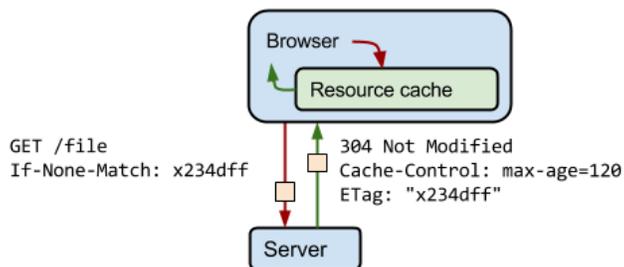
[Getting started](#)[Design and UI](#)[Discovery and monetization](#)[Security and identity](#)[Performance](#)**Optimizing content efficiency**[Critical rendering path](#)[Rendering performance](#)[Performance codelab](#)[Engage and retain users](#)[Native hardware access](#)[API primers](#)

Showcase

Updates

[View Source](#)[Submit Feedback](#)

That's the problem that validation tokens, as specified in the ETag header, are designed to solve: the server generates and returns an arbitrary token which is typically a hash or some other fingerprint of the contents of the file. The client does not need to know how the fingerprint is generated, it only needs to send it to the server on the next request: if the fingerprint is still the same then the resource has not changed and we can skip the download.



In above example the client automatically provides the ETag token within the "If-None-Match" HTTP request header, the server checks the token against the current resource, and if it has not changed returns a "304 Not Modified" response which tells the browser that the response it has in cache has not changed and can be renewed for another 120 seconds. Note that we do not have to download the response once more - this saves time and bandwidth.

As a web developer, how do you take advantage of efficient revalidation? The browser does all the work on our behalf. It will automatically detect if a validation token has been previously specified, it will append it to an outgoing request, and it will update the cache timestamps as necessary based on received response from the server. **The only thing that's left for us to do is to ensure that the server is, in fact, providing the necessary ETag tokens: check your server documentation for necessary configuration flags.**

Remember

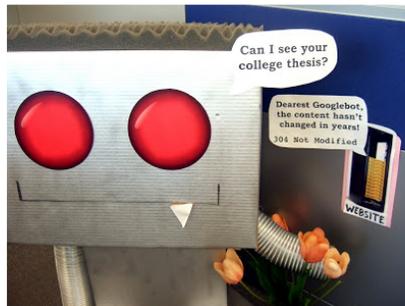
Tip: HTML5 Boilerplate project contains [sample configuration files](#) for all the most

Do you know about the 304 response code?

Date with Googlebot, Part II: HTTP status codes and If-Modified-Since

Thursday, November 27, 2008

Our [date with Googlebot](#) was so wonderful, but it's hard to tell if we, the websites, said the right thing. We returned 301 permanent redirect, but should we have responded with 302 temporary redirect (so he knows we're playing hard to get)? If we sent a few new 404s, will he ever call our site again? Should we support the header "If-Modified-Since?" These questions can be confusing, just like young love. So without further ado, let's ask the expert, Googlebot, and find out how he judged our response (code).



Supporting the "If-Modified-Since" header and returning a 304 can save bandwidth.

Dear Googlebot,

I know you must like me—you even ask me for unmodified files, like my college thesis that hasn't changed in 10 years. It's starting to be a real hassle! Is there anything I can do to prevent your taking up my lovely bandwidth?

Janet Crinklenose

Janet, Janet, Janet,

It sounds like you might want to learn a new phrase—"304 Not Modified". If I've seen a URL before, I insert an 'If-Modified-Since' in my request's header. This line also includes an HTTP-formatted date string. **If you don't want to send me yet another copy of that file, stand up for yourself and send back a normal HTTP header with the status '304 Not Modified'!** I like information, and this qualifies too. When you do that, there's no need to send me a copy of the file—which means you don't waste your bandwidth, and I don't feel like you're palming me off with the same old stuff.

You'll probably notice that a lot of browsers and proxies will say 'If-Modified-Since' in their headers, too. You can be well on your way to curbing that pesky bandwidth bill.

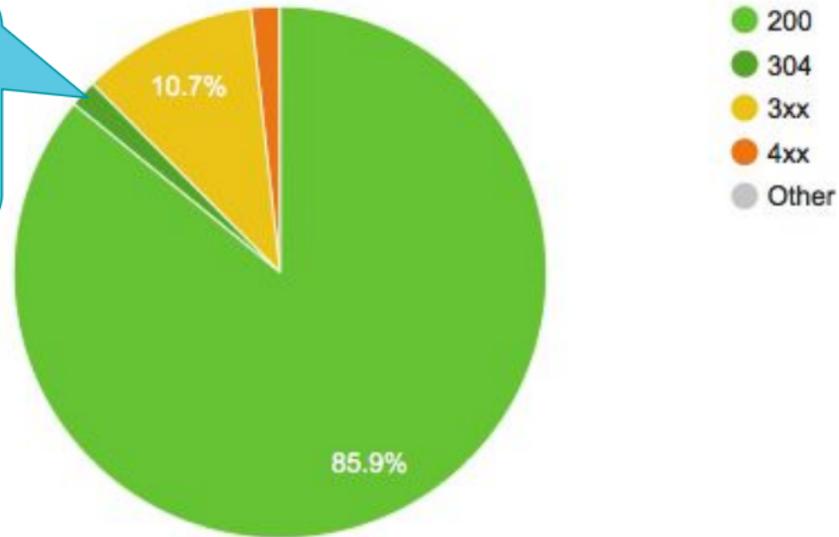
Now go out there and save some bandwidth!



Use the 304 response code to manage your crawl allocation.

HTTP CODES DISTRIBUTION

304 is not commonly used by SEOs



From our past *Experience*

- From our experience, we see many problems related to bad HTTP codes:
 - Temporary redirect, redirect chains, redirect loops
 - Client errors, server errors...

From the analysis of the *Dataset*

New Learnings!

- The overall situation is quite good (code 200).
- The code 304 is truly under used.

According to botify's recent study, you're not using 304s

[Dashboard](#)[Messages \(2\)](#)[Search Appearance](#) ⓘ[Search Traffic](#)[Google Index](#)[Crawl](#)[Security Issues](#)[Web Tools](#)

Report a problem with how Googlebot crawls your site.

You can report problems only for domain-level properties (for example, "www.example.com/").

The rate at which Google crawls your page depends on many factors:

- The URLs we already know about
- Links from other web pages (within your site and on other sites)
- URLs listed in your Sitemap.

For most sites, Googlebot shouldn't access your site more than once every few seconds on average. However, due to network delays, it's possible that the rate will appear to be slightly higher over short periods.

From what IP addresses are you seeing Googlebot activity?

For which user-agent are you seeing Googlebot activity?

How many times a day does Googlebot access your site?

Additional details (Please also include a portion of the weblog that shows Google accesses so we can track down the problem quickly):

Little known fact: you can request a crawl increase here after big changes

Quick Notes on JavaScript and SEO.



CSS Initial Letter | CSS Device Adaptation | #rrggbb hex color notation | CSS position:sticky | CSS font-rendering controls | CSS @apply rule
CSS3 attr() function for all properties | :focus-within CSS pseudo-class | :dir() CSS pseudo-class | selector list argument of :not() | :has() CSS relational pseudo-class
CSS hanging-punctuation | Explicit descendant combinator >> | CSS display: contents | CSS font-stretch | CSS Exclusions Level 1 | CSS font-size-adjust
CSS text-orientation | CSS text-justify | CSS Conical Gradients | selector list argument of :nth-child and :nth-last-child CSS pseudo-classes | CSS caret-color
:placeholder-shown CSS pseudo-class | CSS Grid Layout | CSS revert value | CSS overscroll-behavior | system-ui value for font-family | Variable fonts
CSS Scroll snap points | :focus-visible CSS pseudo-class | CSSOM Scroll-behavior | prefers-reduced-motion media query | CSS Motion Path | CSS Containment
Case-insensitive CSS attribute selectors | CSS Variables (Custom Properties) | CSS element() function | CSS Hyphenation | CSS ::marker pseudo-element | CSS Regions
CSS Counter Styles | CSS overflow-anchor (Scroll Anchoring) | text-decoration styling | CSS3 image-orientation | CSS text-size-adjust | CSS font-variant-alternates
CSS3 text-align-last | display: flow-root | display: run-in | CSS filter() function | CSS Backdrop Filter | Scoped CSS | CSS Paint API | WebGL 2.0
document.scrollingElement | Shadow DOM v1 | Resource Hints: preconnect | Client Hints: DPR, Width, Viewport-Width | Resource Hints: Lazyload
"once" event listener option | KeyboardEvent.code | Resource Hints: preload | Passive event listeners | KeyboardEvent.key | DOM manipulation convenience methods
Custom Elements v1 | inputmode attribute | relList (DOMTokenList) | rel=noopener | Auxclick | IntersectionObserver | Resize Observer | Pointer events
Media Capture from DOM Elements API | Network Information API | MediaRecorder API | theme-color Meta Tag | Video Tracks | Context menu item (menuitem element)
HTML Media Capture | OffscreenCanvas | seamless attribute for iframes | Audio Tracks | Printing Events | SVG favicons | Subresource Integrity | Object.values method
Array.prototype.includes | Arrow functions | String.prototype.padStart(), String.prototype.padEnd() | JavaScript modules via script tag | ES6 classes | Async functions
Proxy object | Rest parameters | BroadcastChannel | WebUSB | Push API | requestIdleCallback | WebVR API | Input Method Editor API | Orientation Sensor
Web Share API | Payment Request API | IndexedDB 2.0 | Gyroscope | Object RTC (ORTC) API for WebRTC | Streams | Magnetometer | Web Bluetooth | Accelerometer
Web MIDI API | Background Sync API | Ambient Light Sensor
Feature Policy | Permissions API | Credential Management API
Dynamic Adaptive Streaming over HTTP (MPEG-DASH) | XHTML
Brotli Accept-Encoding/Content-Encoding | HEVC/H.265 video
AV1 video format | Animated PNG (APNG) | SVG fonts | TLS 1.3 | SameSite cookie attribute | Upgrade Insecure Requests | Web Authentication API

THE WEB RENDERING SERVICE uses Chrome 41. it doesn't support everything the latest chrome does.



Brandon Morelli [Follow](#)

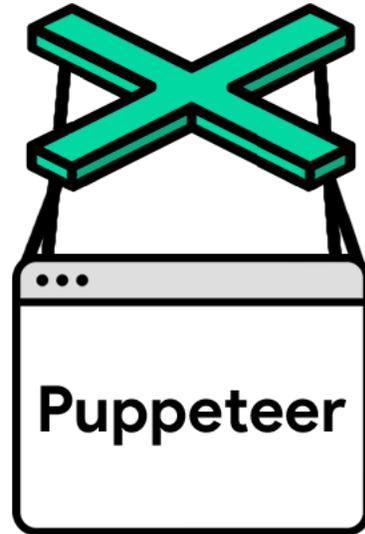
Creator of @codeburstio— Frequently posting web development tutorials & articles. Follow me on

Twitter too: @BrandonMorelli

Oct 25 · 10 min read

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

Learn to Automate and Scrape the web with Headless Chrome



What Will You

In this tutorial, you will learn how to use JavaScript.

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



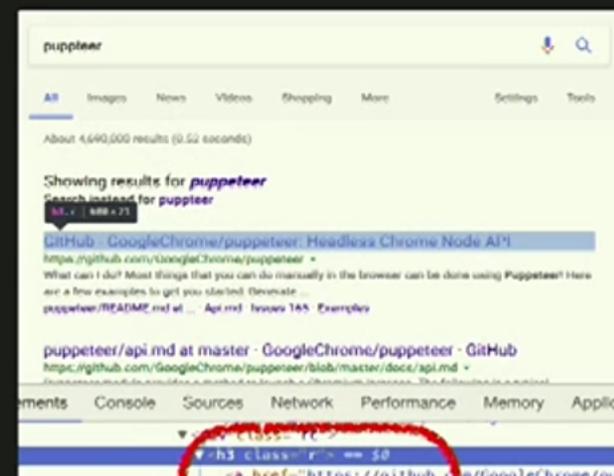
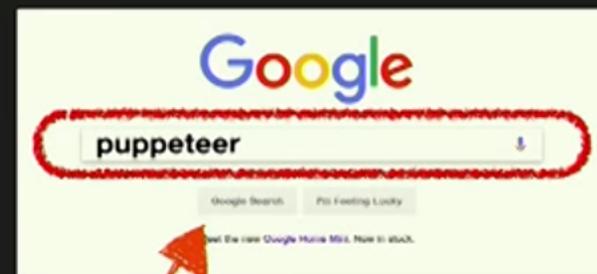
Keyboard input

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

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

// Wait for the results.
await page.waitForSelector('h3 a');

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



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

Technical SEO

Auditing JavaScript for SEO

JUSTIN ON OCTOBER 12, 2016

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

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

Steps for Auditing JavaScript

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

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

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

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

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

Type here to search

Categories

App Store Optimization

Content

Link Building

Mobile

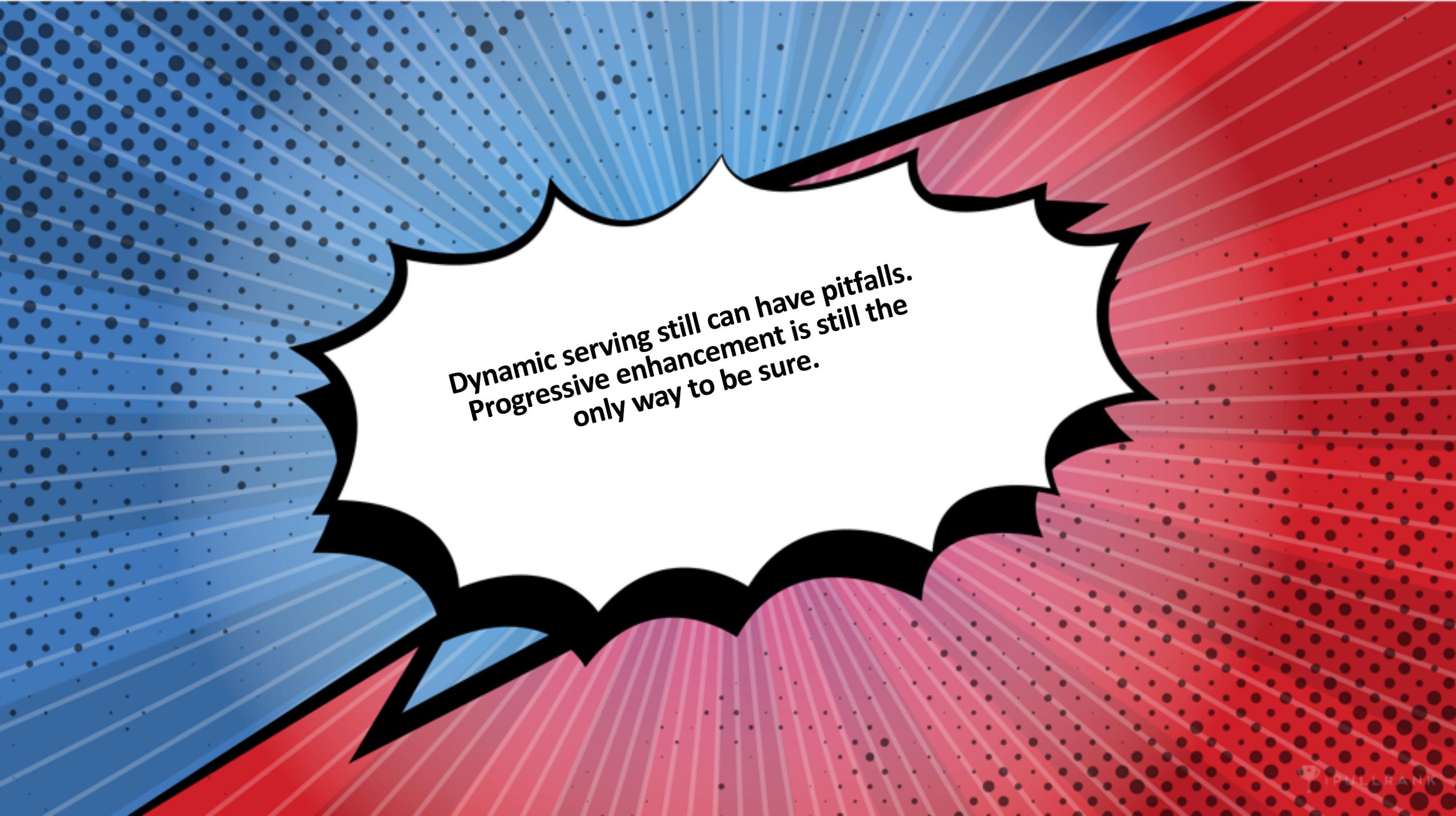
Search Technology

SEO Development

Technical SEO

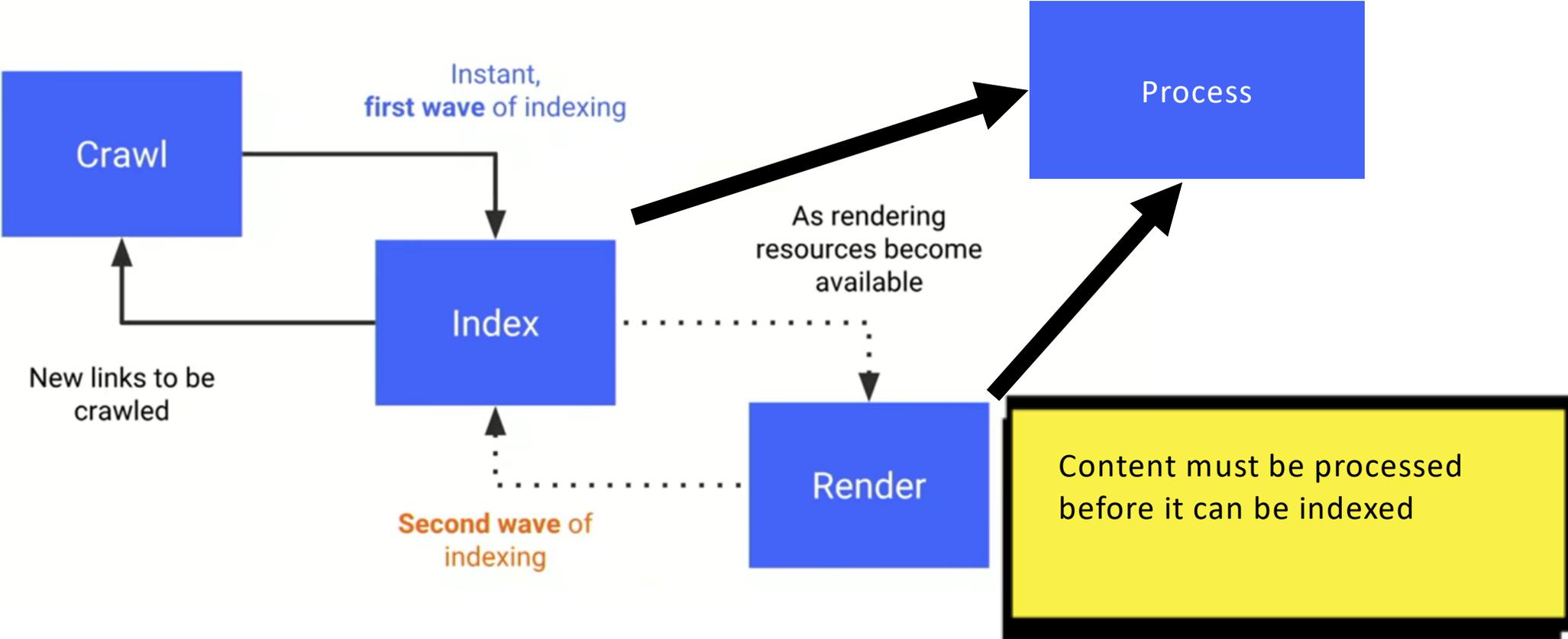
Video Marketing

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

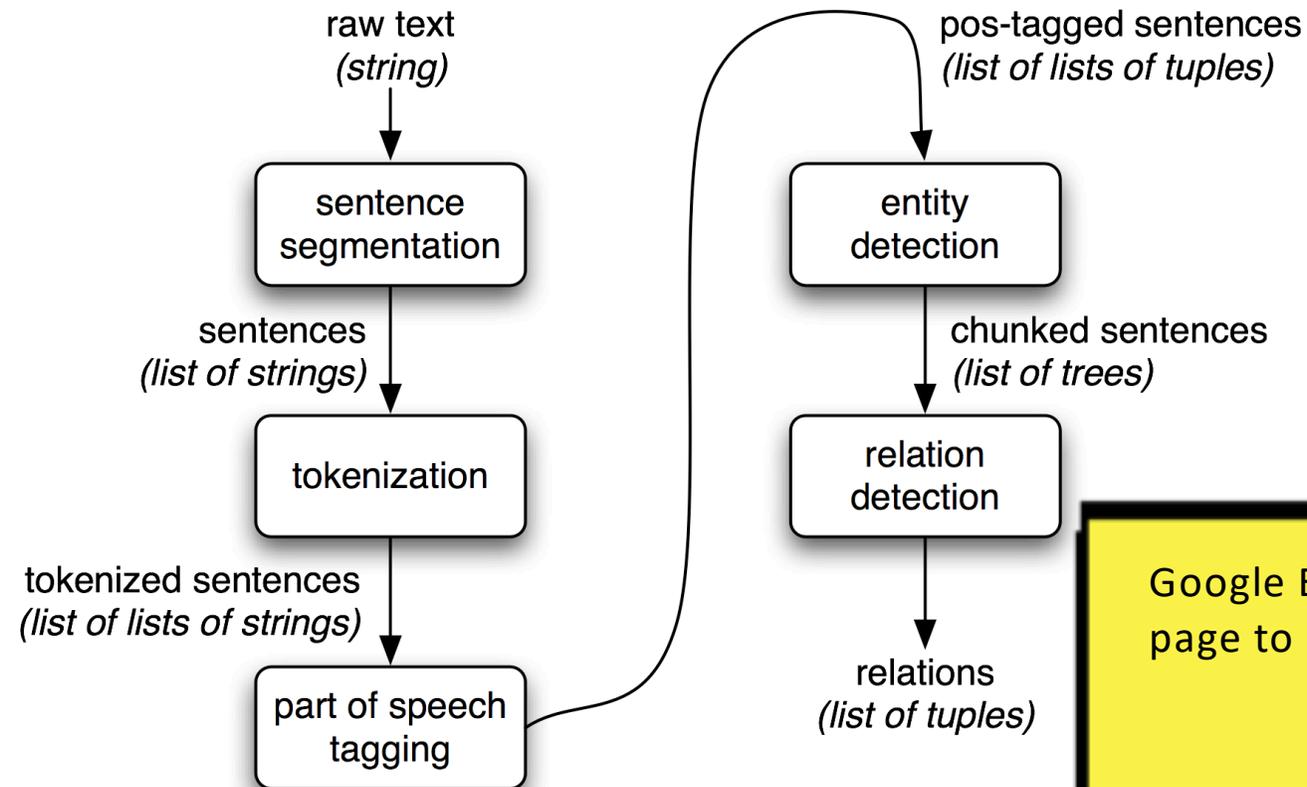
A stylized comic book speech bubble with a blue and red background and a white center containing text. The blue side features a halftone dot pattern, while the red side features a vertical line pattern. The speech bubble has a thick black outline and a white interior.

**Dynamic serving still can have pitfalls.
Progressive enhancement is still the
only way to be sure.**

The missing piece



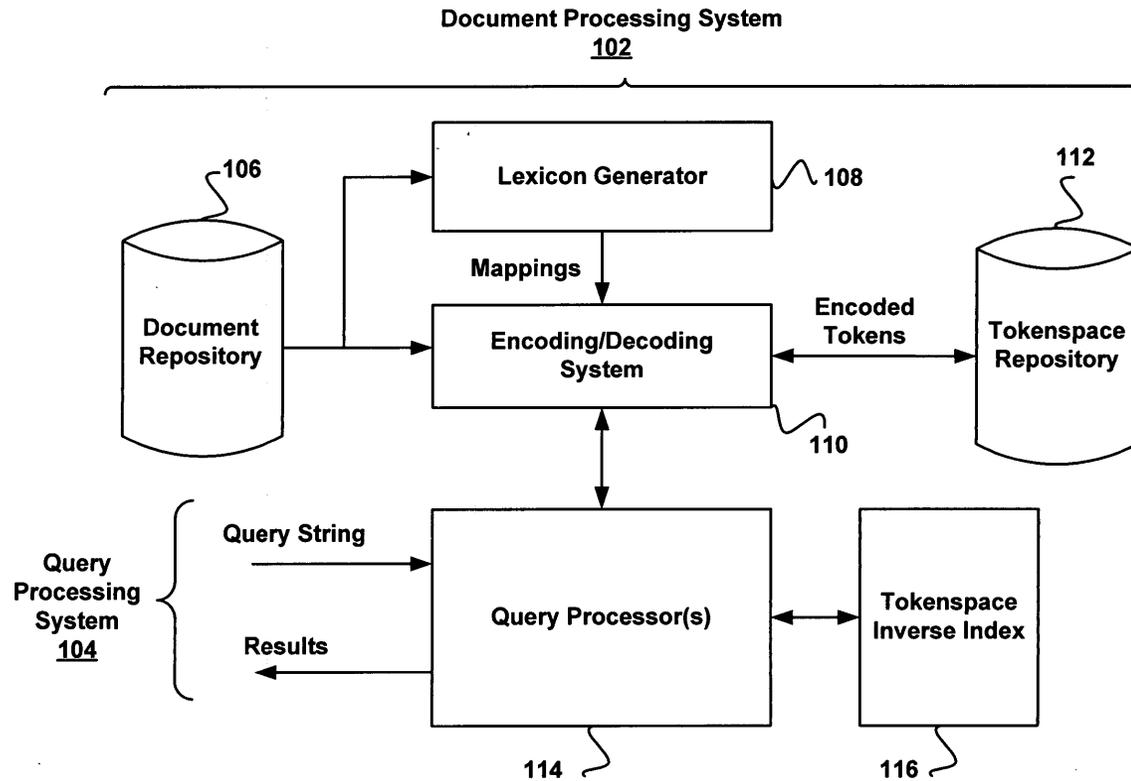
Feature Extraction



Google Extracts features of the page to inform indexing.

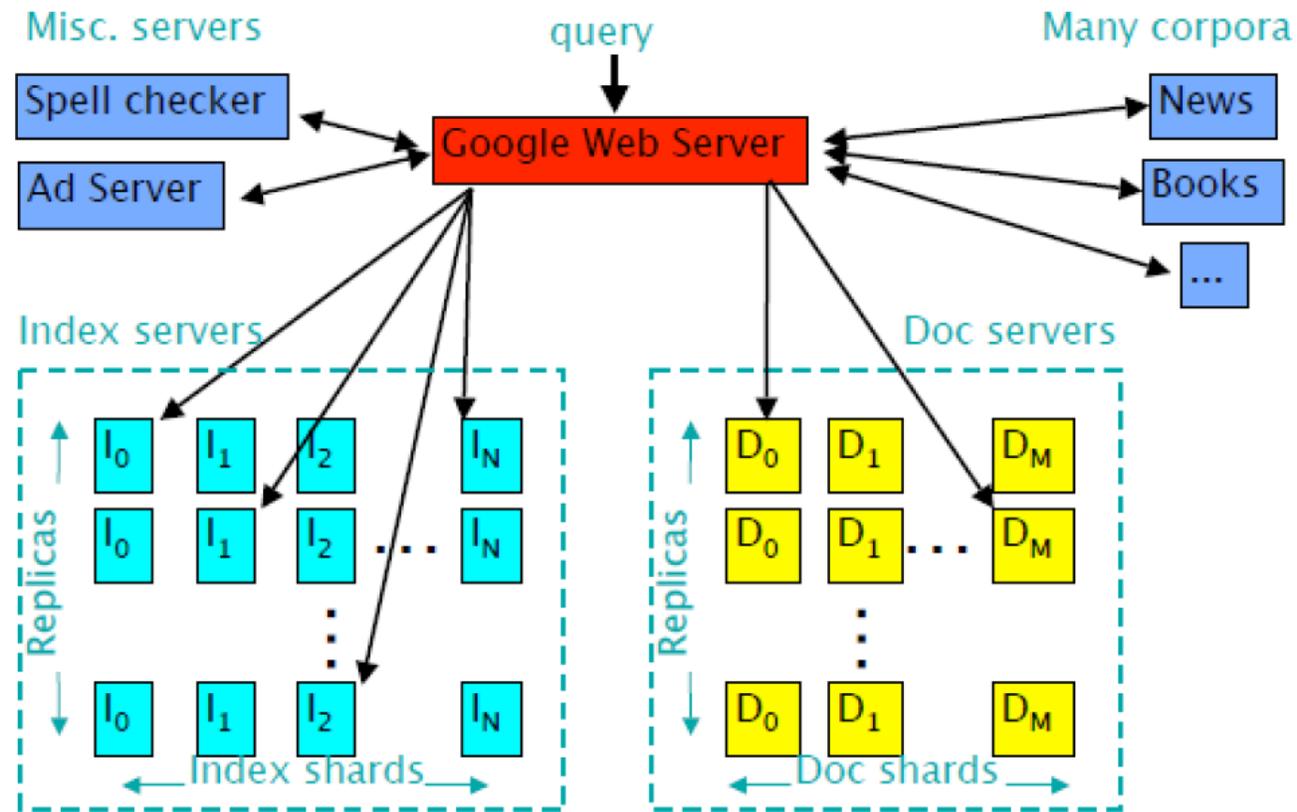
Google's Version

Information Retrieval System
100



Source: Multi-stage query processing system and method for use with tokenspace repository

THE INDEX IS NOT ONE THING



INVERTED INDEX

Documents



Words
Split

Normalize

Cleanup
(StopWords)

Inverted Index

Term	Document:Locations
voided	{'doc1': [221]}
coach	{'doc3': [12]}
house	{'doc2': [248]}
singletary	{'doc1': [23, 206, 342]}
mandate	{'doc3': [143]}
innovations	{'doc2': [78]}
edition	{'doc2': [10]}
niners	{'doc1': [0]}
week	{'doc2': [148], 'doc1': [178, 186]}
buildings	{'doc3': [384]}
energy	{'doc2': [410]}
football	{'doc1': [326]}
coast	{'doc2': [26]}
job	{'doc1': [256]}
one	{'doc3': [234], 'doc1': [366]}
green	{'doc2': [32, 65]}
team	{'doc1': [335]}
singletary	{'doc1': [23, 206, 342]}
topics	{'doc2': [307]}
smath	{'doc3': [48, 153, 401]}

The "Index" is really just a list of keywords, document ids and their scores...



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[Blog](#)

[About](#)



[Learn SEO](#)

[Moz Pro](#)

[Moz Local](#)

[Free SEO Tools](#)

[Log in](#)

5 billion searches are performed every day. Be found.

Drive customers to
your website

With the all-in-one SEO tracking and research toolset
built by industry experts.

[Get started with Moz Pro](#)

Draw customers to
your front door

With listing and review management made easy in the
complete local search solution.

[Get my free listing score](#)

Learn SEO from the industry experts



The cache is the latest version of the page from the **doc server.**

This is how the “Document Scoring based on document content update” capability can work

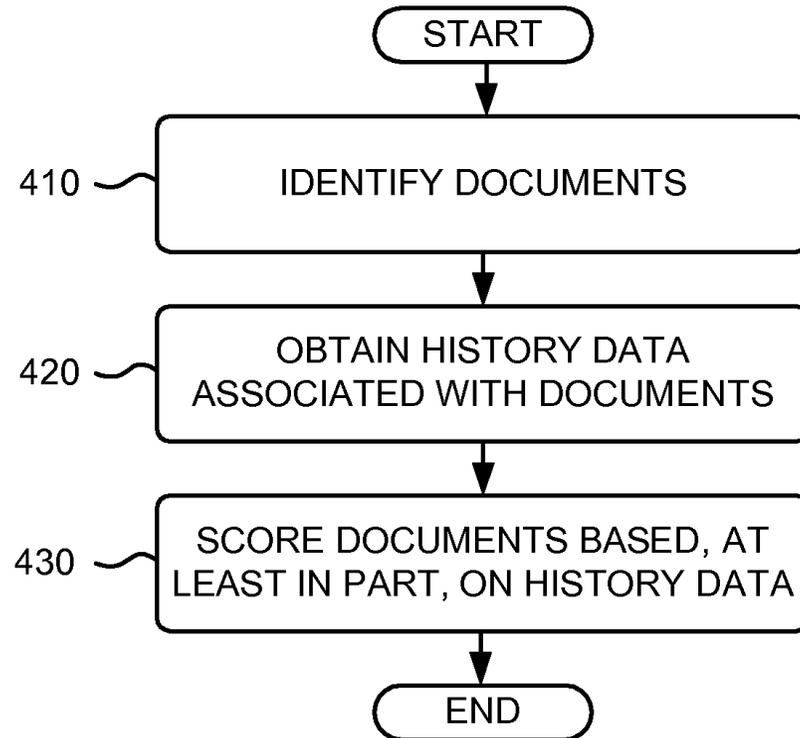


FIG. 4

THE INDEX IS NOT TWO THINGS

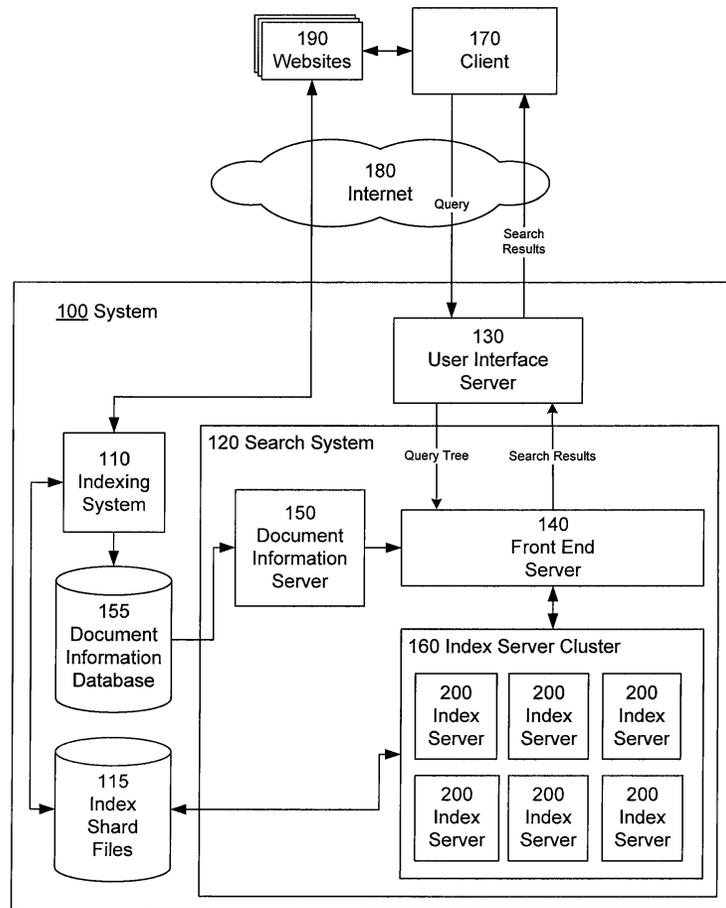


FIG. 2

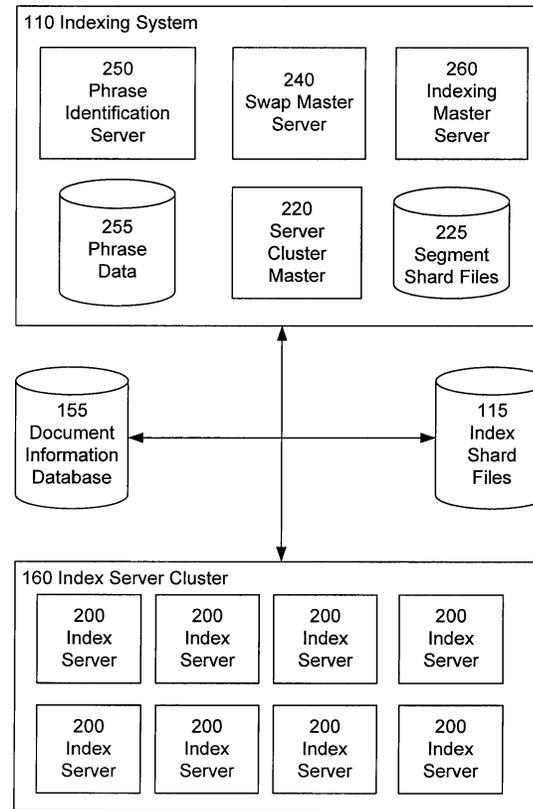
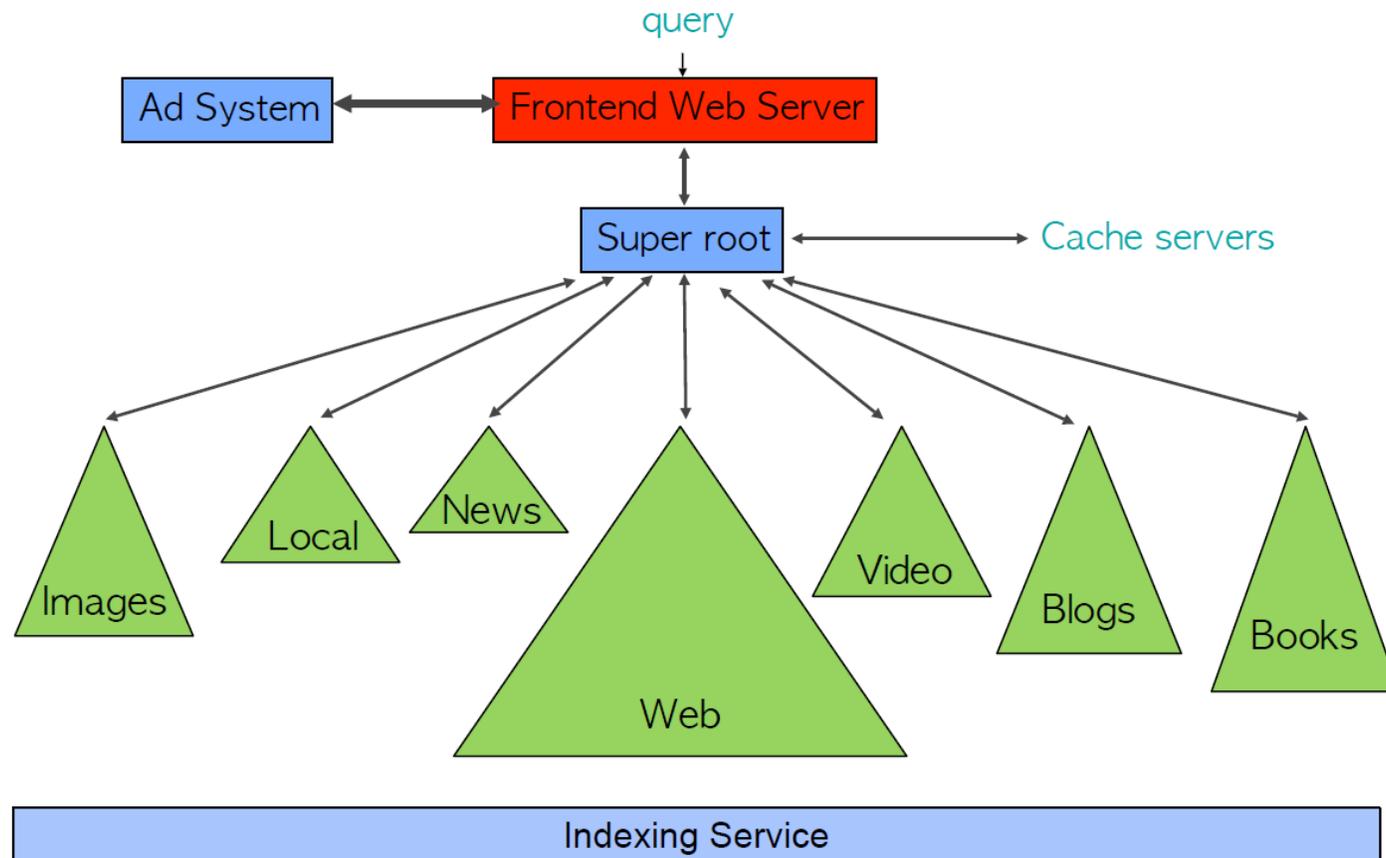
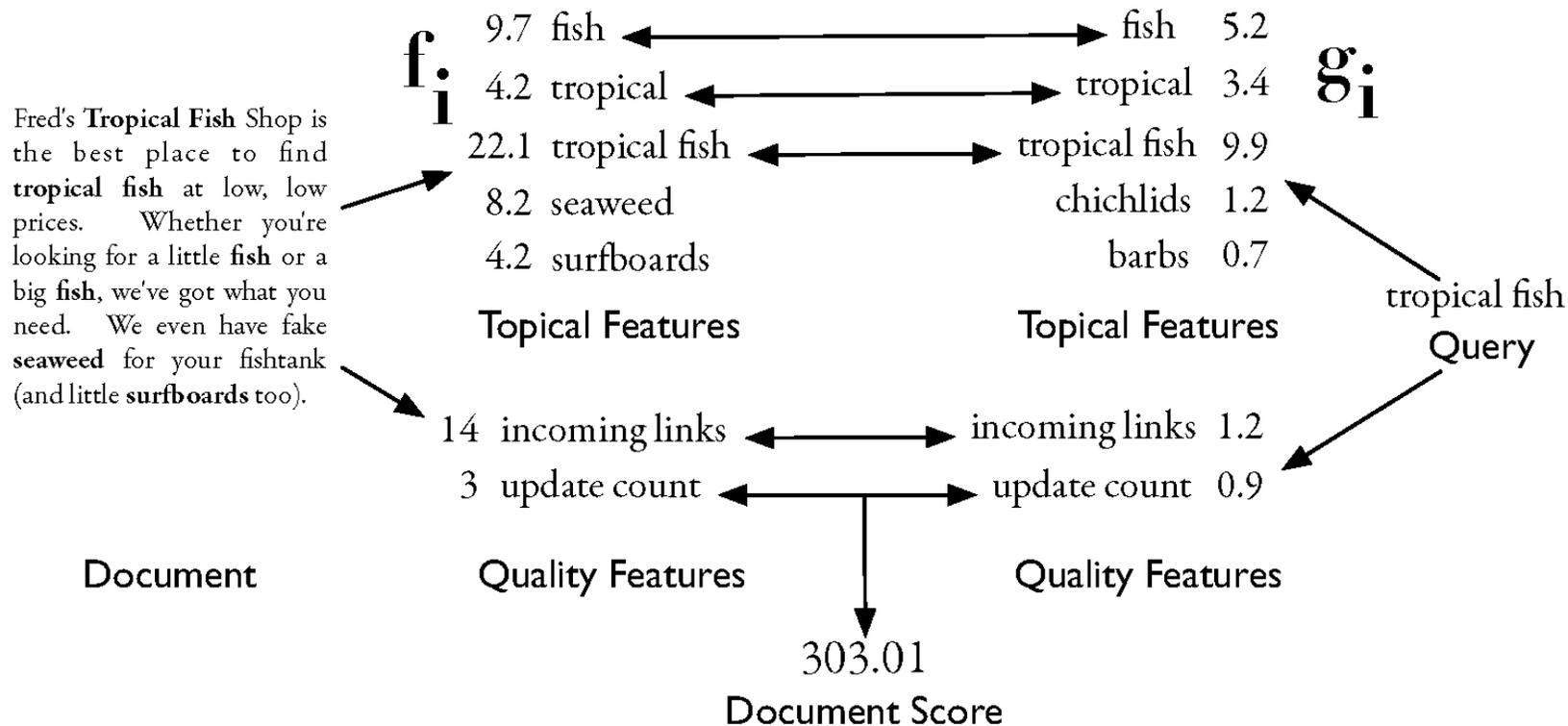


FIG. 7

Search is Powered by 200+ microservices



How ranking *basically* works





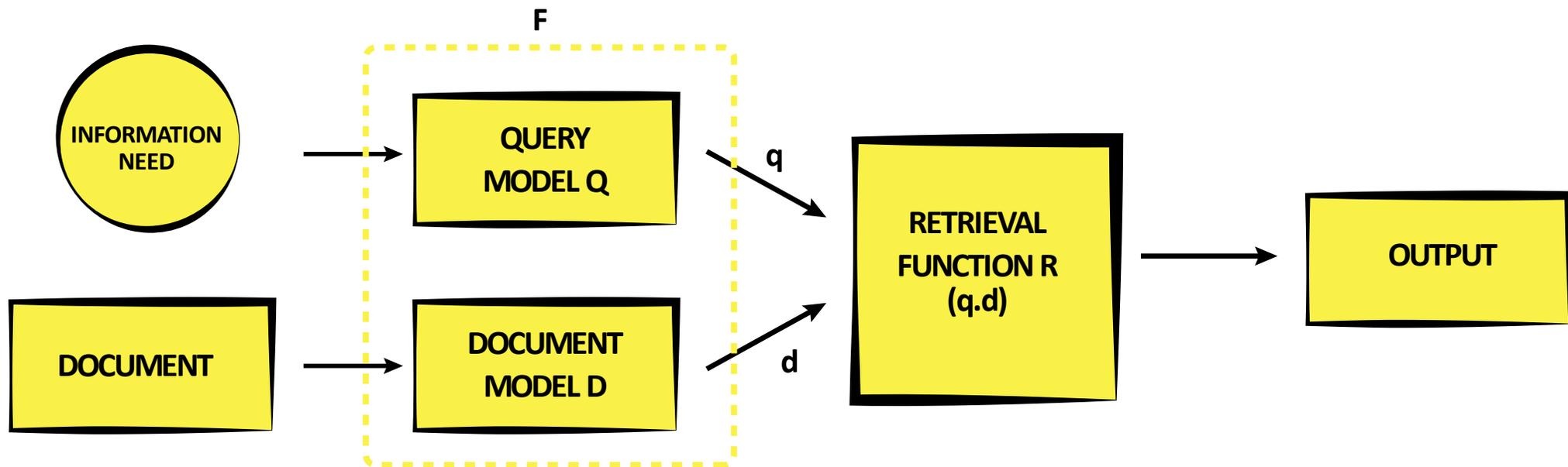
Retrieval and Scoring

- Send the query to all the shards
- Each shard
 - Finds matching pages
 - Computes a score for query+page
 - Sends back the top N pages by score
- Combine all the top pages
- Sort by score

Google

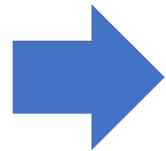


RETRIEVAL MODELS AKA RANKING ALGOS



Basic Rank Scoring

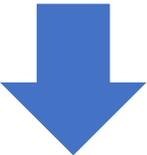
Summation of all terms



$$\sum_i q_i \cdot d_i$$

Basic Rank Scoring

Weight of query term


$$\sum_i q_i \cdot d_i$$

Basic Rank Scoring

Document Term Weight

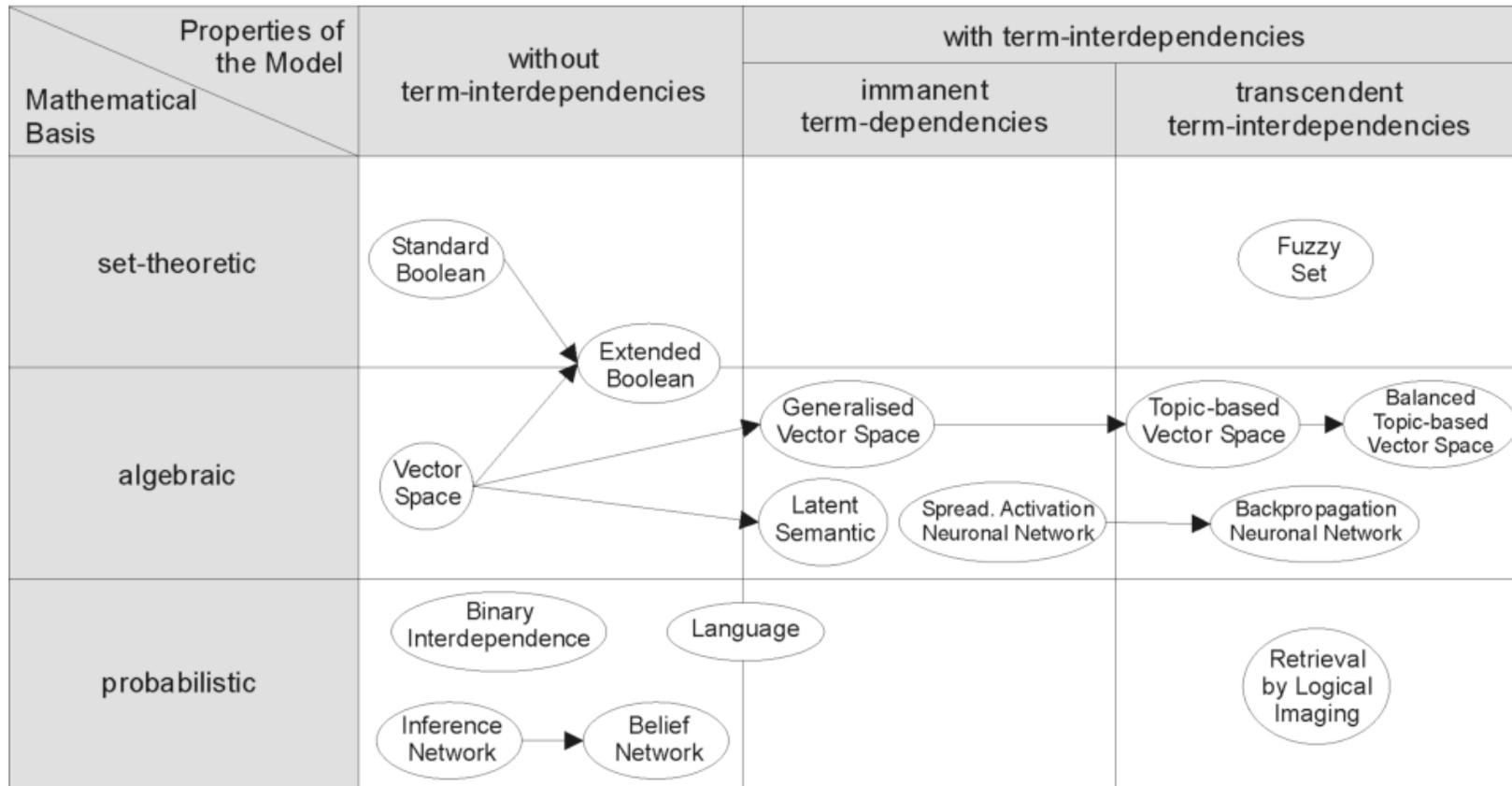
$$\sum_i q_i \cdot d_i$$


Ranking Models

$$R(Q, D) = \sum_i g_i(Q) f_i(D)$$

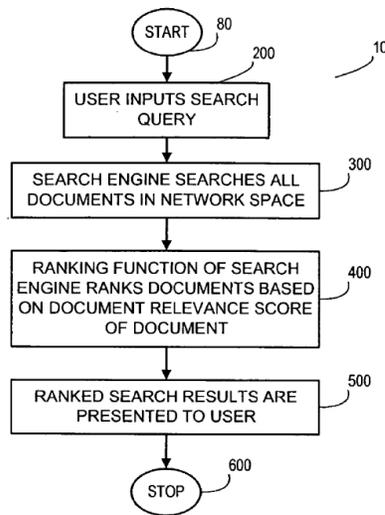
f_i is a document feature function
 g_i is a query feature function

There are many Ranking Models



Bing's rank scoring Model

$$QD(doc, query) = \sum \frac{wtf (k_1 + 1)}{k_1 + wtf} \times \log\left(\frac{N}{n}\right)$$



Just in case anyone cares...

Bing's rank scoring Model

$$QD(doc, query) = \sum \frac{wtf(k_1 + 1)}{k_1 + wtf} \times \log\left(\frac{N}{n}\right)$$

wherein:

wtf represents a weighted term frequency,

N represents a number of documents on the network,

n represents a number of documents containing a query term,

w_{cd} represents a weight of a query-independent component,

b_{cd} represents a weight of a click distance,

b_{ud} represents a weight of a URL depth,

CD represents a computed click distance or assigned biased click distance for a document,

k_{ew} represents a tuning constant related to edge weights,

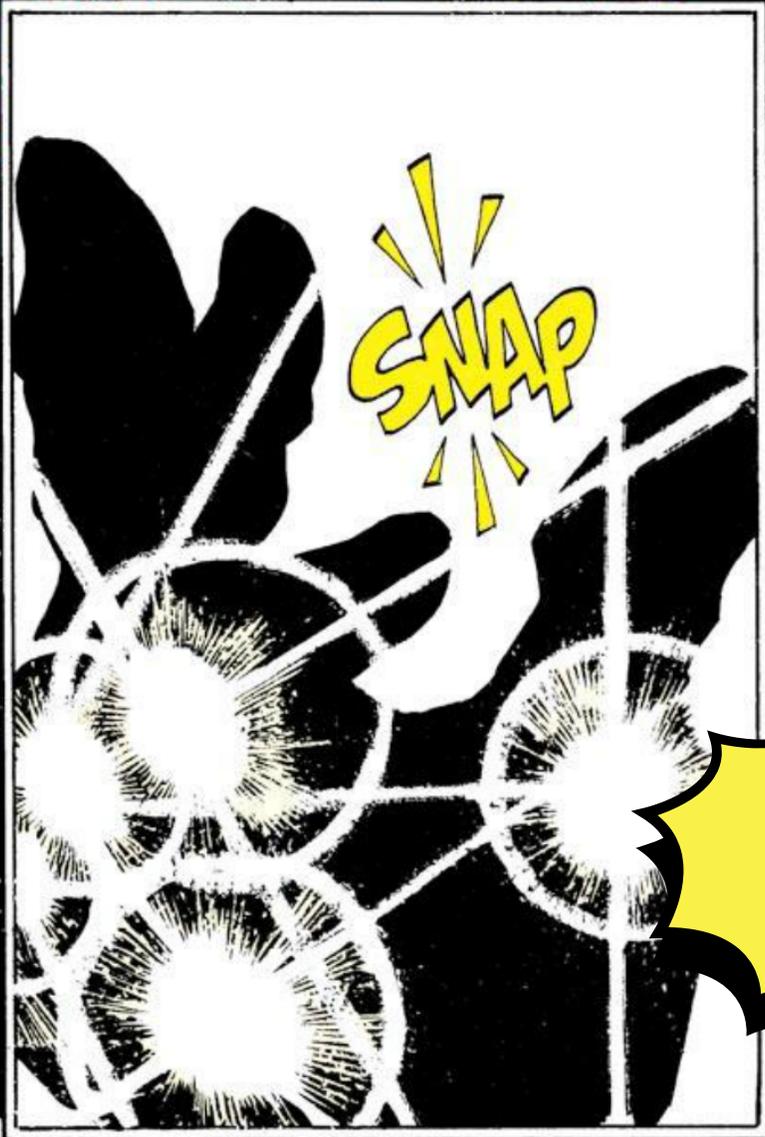
UD represents a URL depth,

U represents an actual usage value or a default usage

w_u and k_u represent tuning parameters for the usage value, and

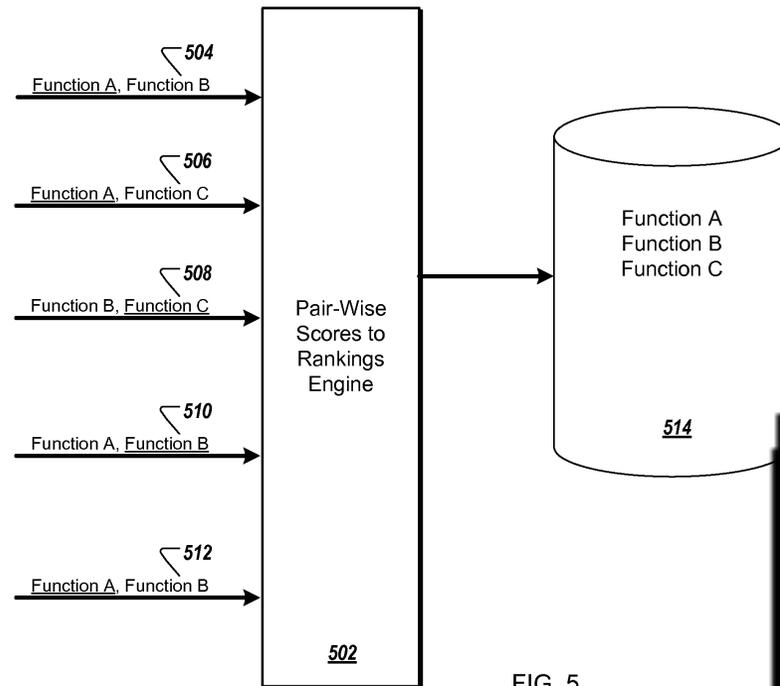
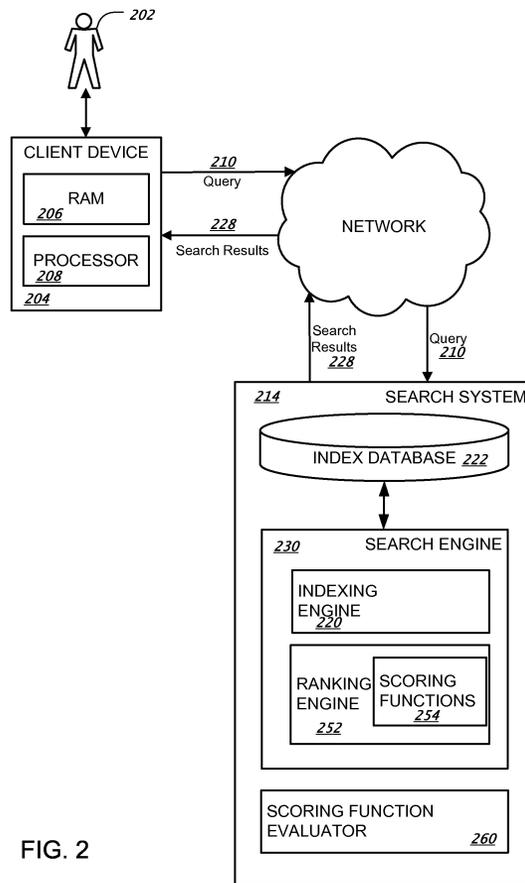
k_{cd} and k_1 are constants.

As in Why The F**K are people using bing!



OH SNAP!

Google's Scoring Functions



Google Attempts multiple different "scoring functions"

Source: Framework for evaluating web search scoring functions

Post-retrieval Adjustment

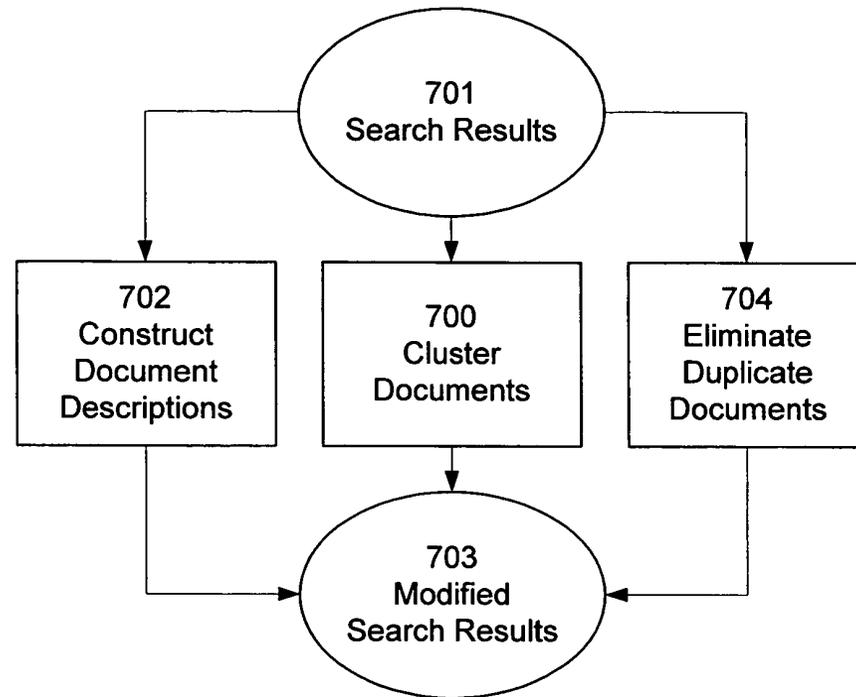
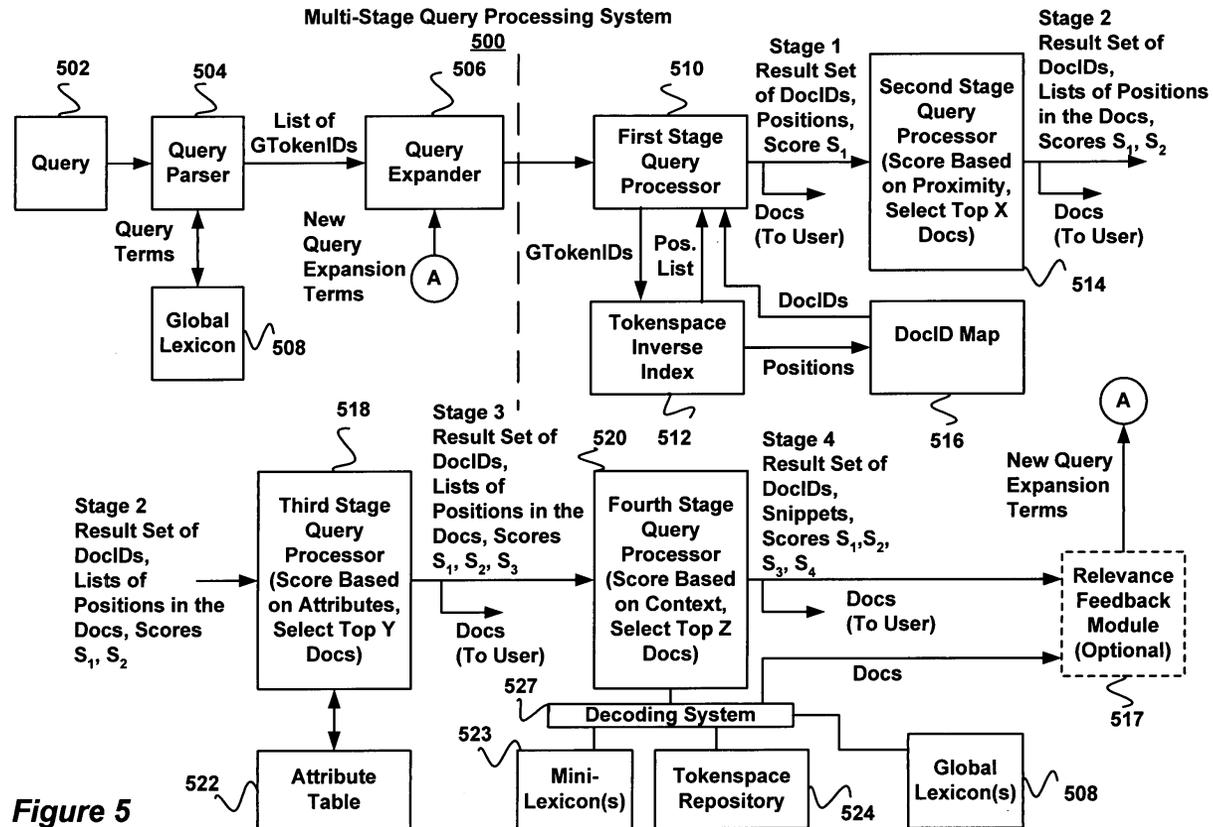


FIG. 7

Google often adjusts rankings before presenting them

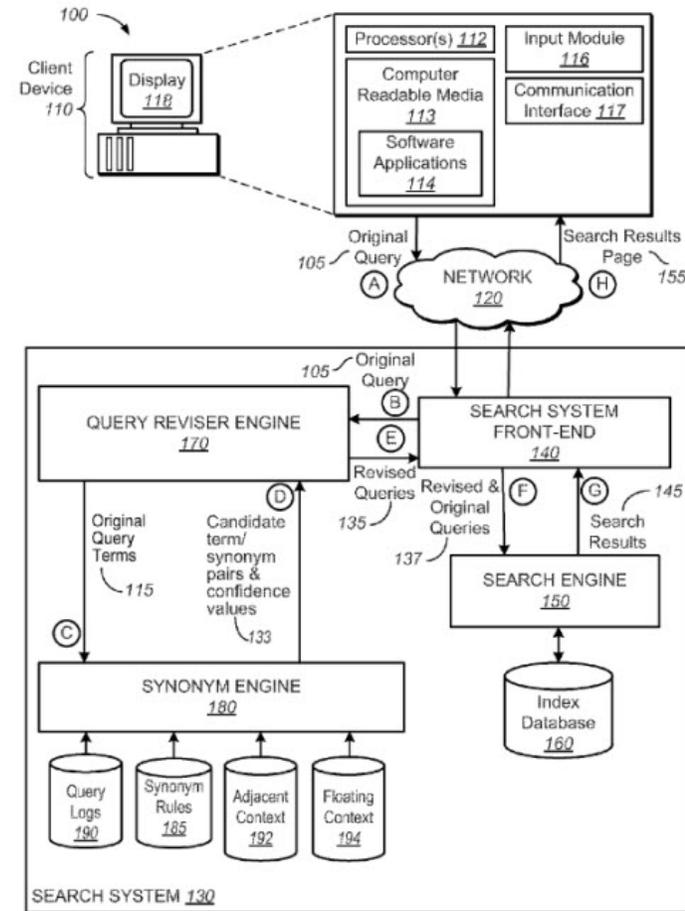
Source: Phrase-based indexing in an information retrieval system

Query processing



Source: Multi-stage query processing system and method for use with tokenspace repository

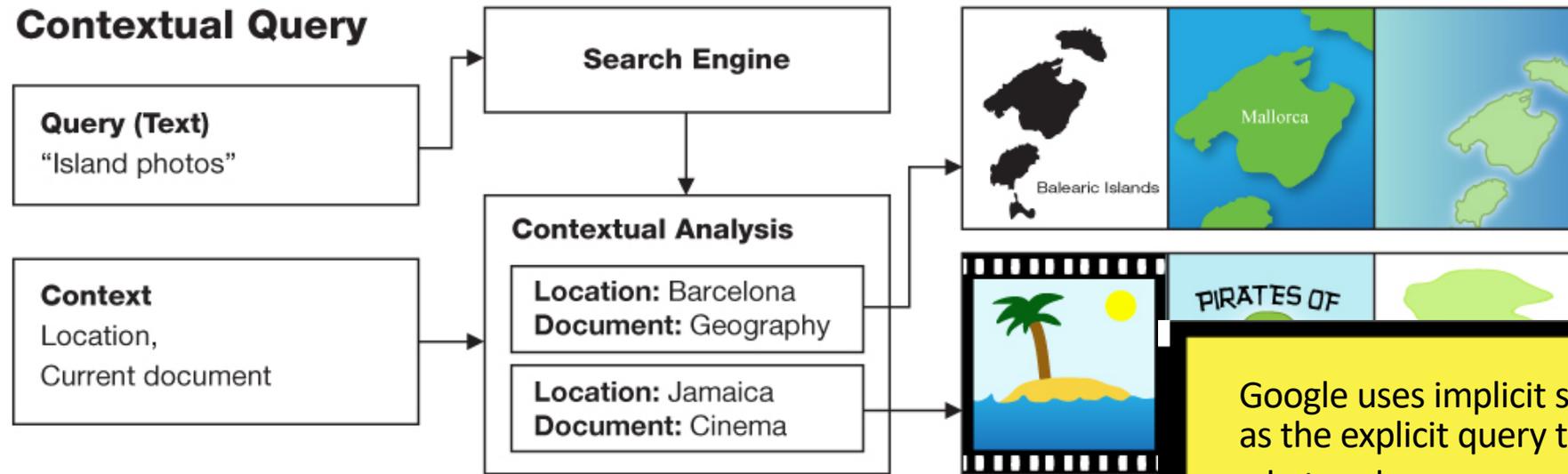
Query Adjustment – hummingbird?



Google may also revise your query internally to serve better results

Source: Framework for evaluating web search scoring functions

Multi-modal search



Google uses implicit signals as well as the explicit query to show you what ranks.

User Modeling

User Modeling for a Personal Assistant

Ramanathan Guha* Vineet Gupta Vivek Raghunathan Ramakrishnan Srikant

Google
Mountain View, CA, USA
{guha,vineet,vraghunathan,srikant}@google.com

ABSTRACT

We present a user modeling system that serves as the foundation of a personal assistant. The system ingests web search history for signed-in users, and identifies coherent contexts that correspond to tasks, interests, and habits. Unlike past work which focused on either in-session tasks or tasks over a few days, we look at several months of history in order to identify not just short-term tasks, but also long-term interests and habits. The features we use for identifying coherent contexts yield substantially higher precision

thing new, or miss interesting fresh content with high probability.

- Search engines are on tions with search engine movie “50 First Dates appears to have forgotten

The last three years have category of mobile personal [1] and Cortana [2]. These a

Google builds models of you based on your search history.

A User Search History Record 200 in the Search History Database 127

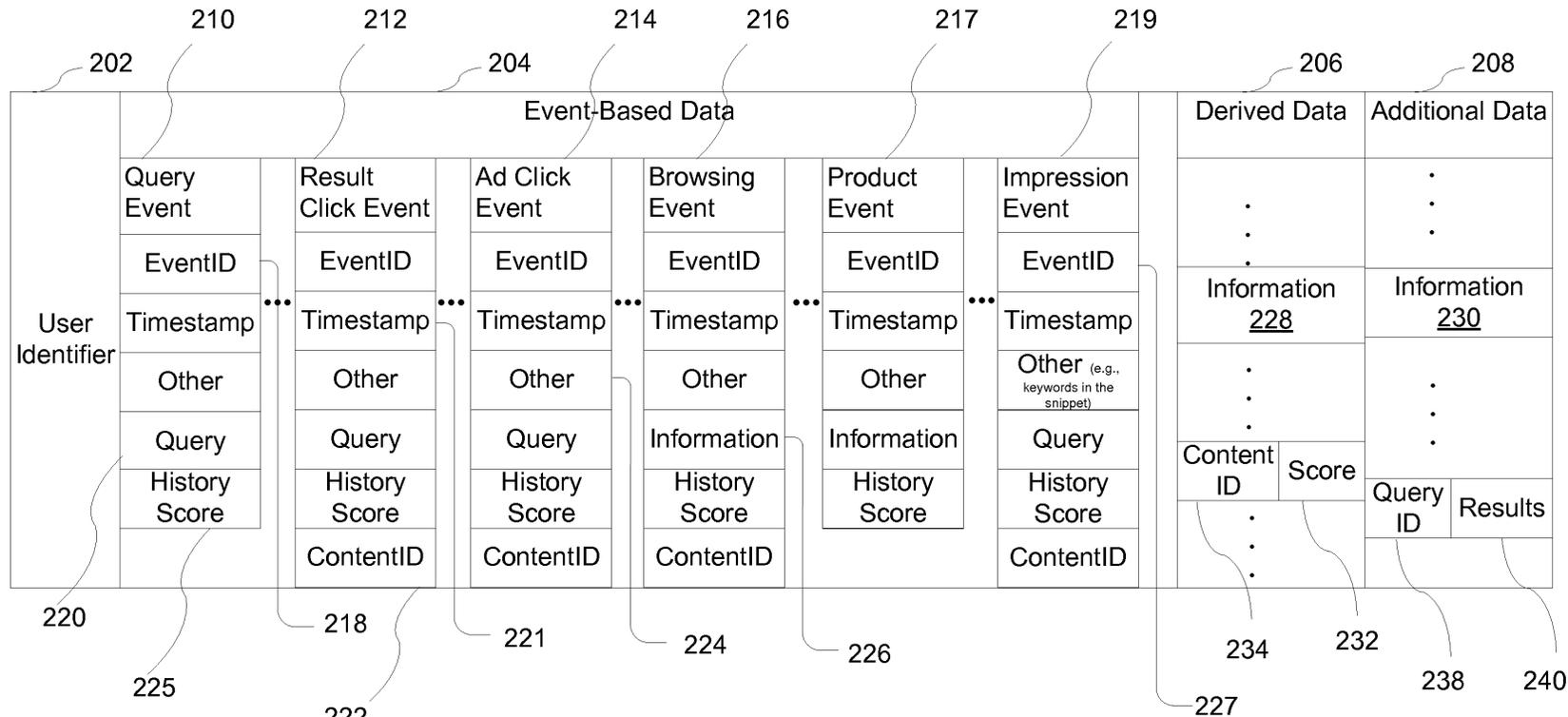
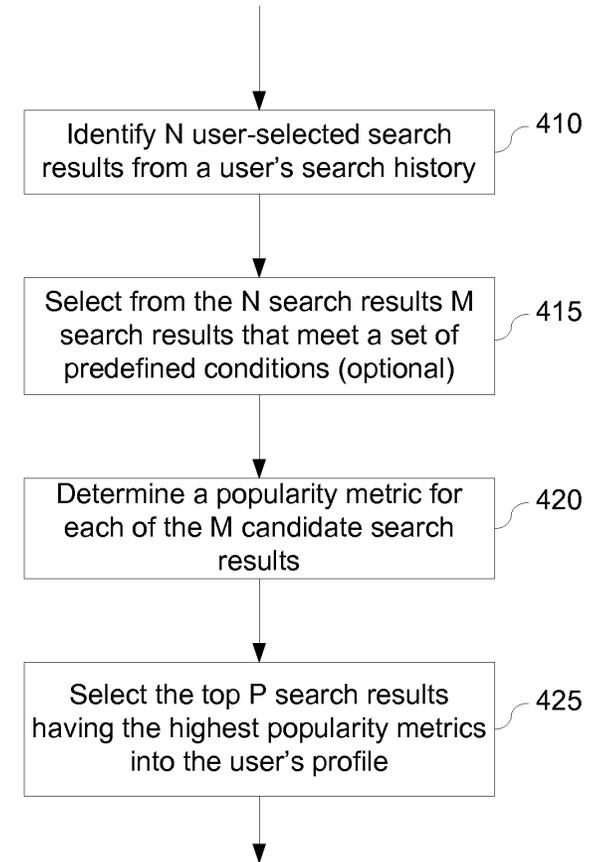


Figure 2A

User Profile Generation



Your search history is stored next to additional data that google derives

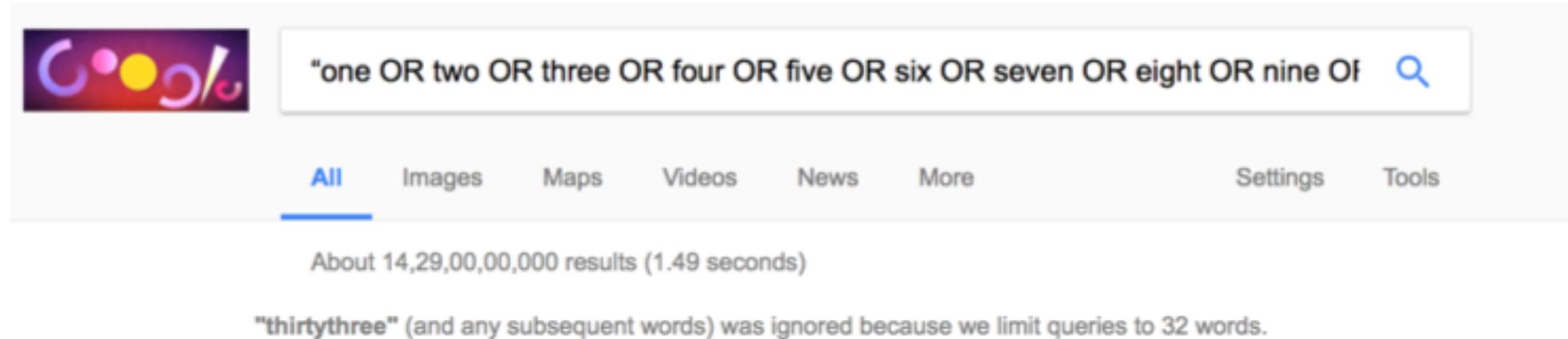
Queries become Entities



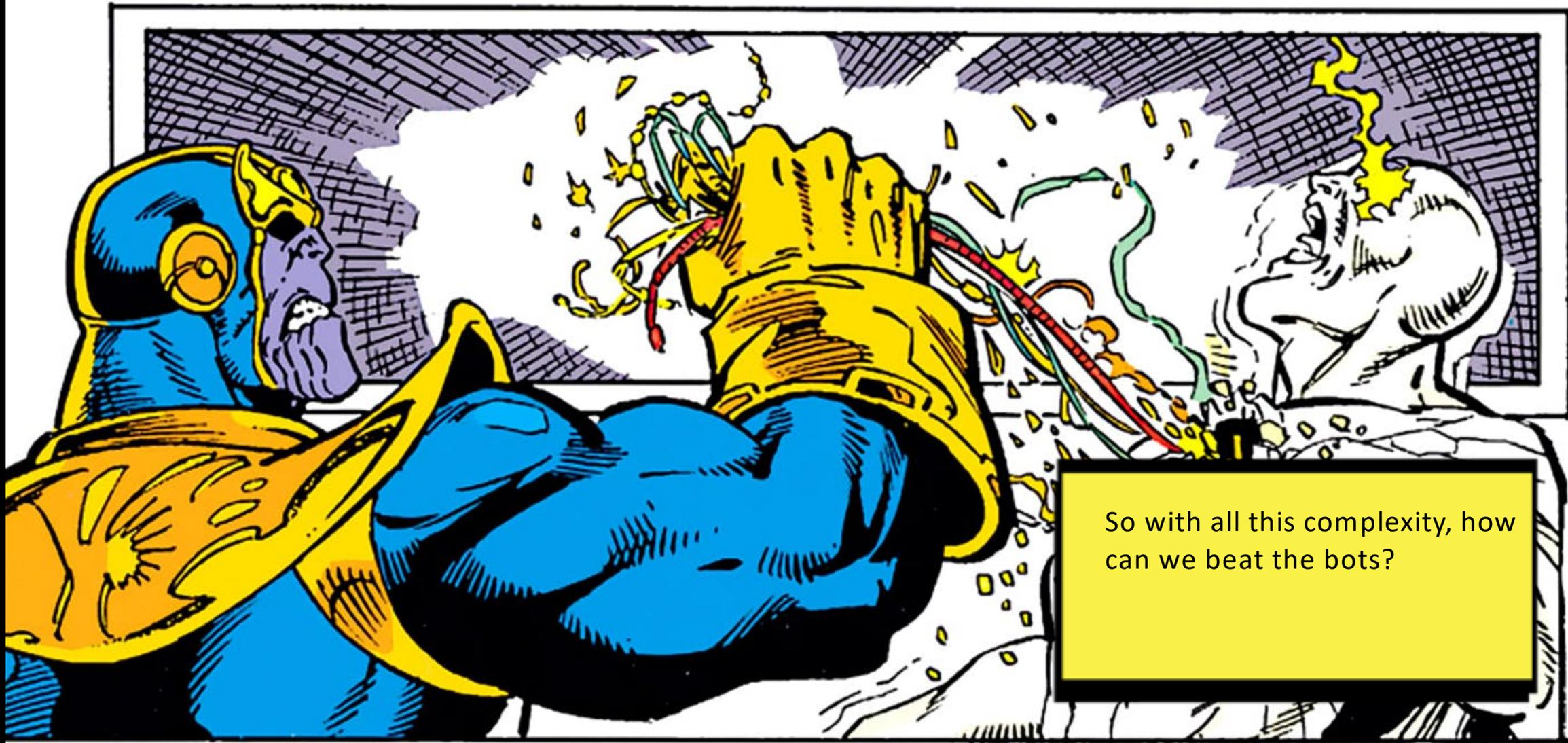
Google breaks your queries down into entities first before determining what the result set is.

This allows them to use the context of these entities to show more relevant results

32 Word Query Limit



This indicates that the inverted index does not store results for higher than a 32-gram.



So with all this complexity, how can we beat the bots?

Hyper-targeted and
optimized content



By: Cyrus Shepard

October 21st, 2014

More than Keywords: 7 Concepts of Advanced On-Page SEO

[On-page SEO](#) | [Advanced SEO](#)

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

255

"What is this page a

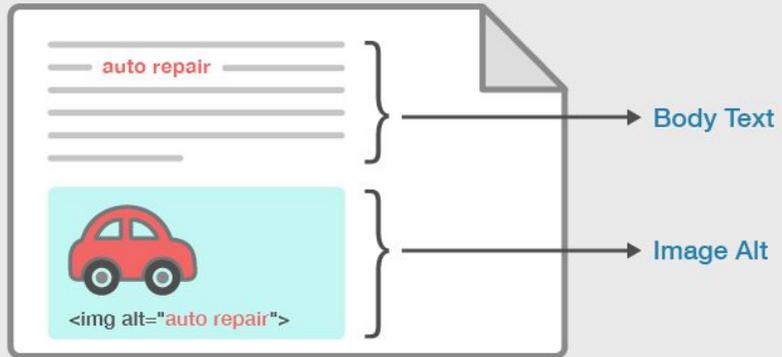
As marketers, hel
Search engines ca
our content means

By far one of the greatest blog posts ever written on seo.

Keyword Usage

Keyword Phrase: "Auto Repair"

"Tom's Auto Repair" → Title Element
<http://tomscars.com/auto-repair/> → URL



Keyword Usage

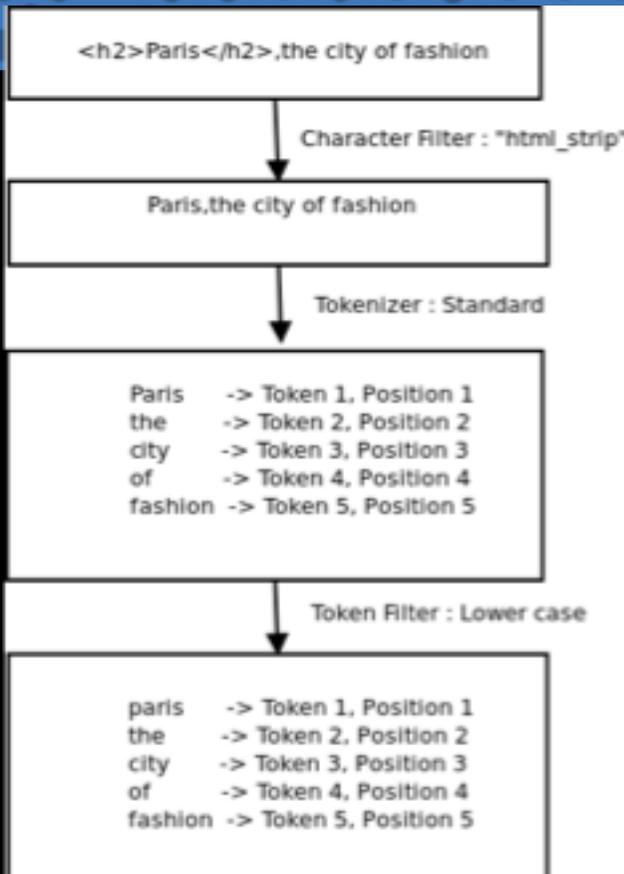
Keywords used in text and strategically within certain elements may provide clues as to the context of the page. Overusing this technique is known as keyword stuffing and is considered spam.

MOZ

As You might imagine, leveraging Text Statistics to inform rankings indicates that you might want to use the keywords on the page.

This is where having the opportunity to rank begins.

Tokenization



Search Engines break paragraphs into sentences and sentences into "tokens" or individual words.

This better positions content for statistical analysis

N-Grams

Full sentence	It does not, however, control whether an exaction is within Congress's power to tax.
Unigrams	"It"; "does"; "not,"; "however,"; "control"; "whether"; "an"; "exaction"; "is"; "within"; "Congress's"; "power"; "to"; "tax."
Bigrams	"It does"; "does not,"; "not, however,"; "however, control"; "control whether"; "whether an"; "an exaction"; "exaction is"; "is within"; "within Congress's"; "Congress's power"; "power to"; "to tax."
Trigrams	"It does not"; "does not, however"; "not, however, control"; "however, control whether"; "control whether an"; "whether an exaction"; "an exaction is"; "exaction is within"; "is within Congress's"; "within Congress's power"; "Congress's power to"

N-grams are phrases of n length

All Our N-gram are Belong to You

Thursday, August 3, 2006

Posted by Alex Franz and Thorsten Brants, Google Machine Translation Team

Here at Google Research we have been using word [n-gram models](#) for a variety of R&D projects, such as [statistical machine translation](#), speech recognition, [spelling correction](#), entity detection, information extraction, and others. While such models have usually been estimated from training corpora containing at most a few billion words, we have been harnessing the vast power of Google's datacenters and distributed processing [infrastructure](#) to process larger and larger training corpora. We found that there's no data like more data, and scaled up the size of our data by one order of magnitude, and then another, and then one more - resulting in a training corpus of *one trillion words* from public Web pages.

We believe that the entire research community can benefit from access to such massive amounts of data. It will advance the state of the art, it will focus research in the promising direction of large-scale, data-driven approaches, and it will allow all research groups, no matter how large or small their computing resources, to play together. That's why we decided to share this enormous dataset with everyone. We processed 1,024,908,267,229 words of running text and are publishing the counts for all 1,176,470,663 five-word sequences that appear at least 40 times. There are 13,588,391 unique words, after discarding words that appear less than 200 times.

Watch for an announcement at the Linguistics Data Consortium ([LDC](#)), who will be distributing it soon, and then order your set of 6 DVDs. And [let us hear from you](#) - we're excited to hear what you will do with the data, and we're always interested in feedback about this dataset, or other potential datasets that might be useful for the research community.

Update (22 Sept. 2006): The LDC now has the [data available](#) in their catalog. The counts are as follows:

```
File sizes: approx. 24 GB compressed  
Number of tokens: 1,024,908,267,229  
Number of sentences: 95,111,111  
Number of unigrams:
```

Google made their entire n-gram dataset available in 2006

Labels 

Archive 

Feed 

Google on 

 Follow @googleai

Give us feedback in our [Product Forums](#).

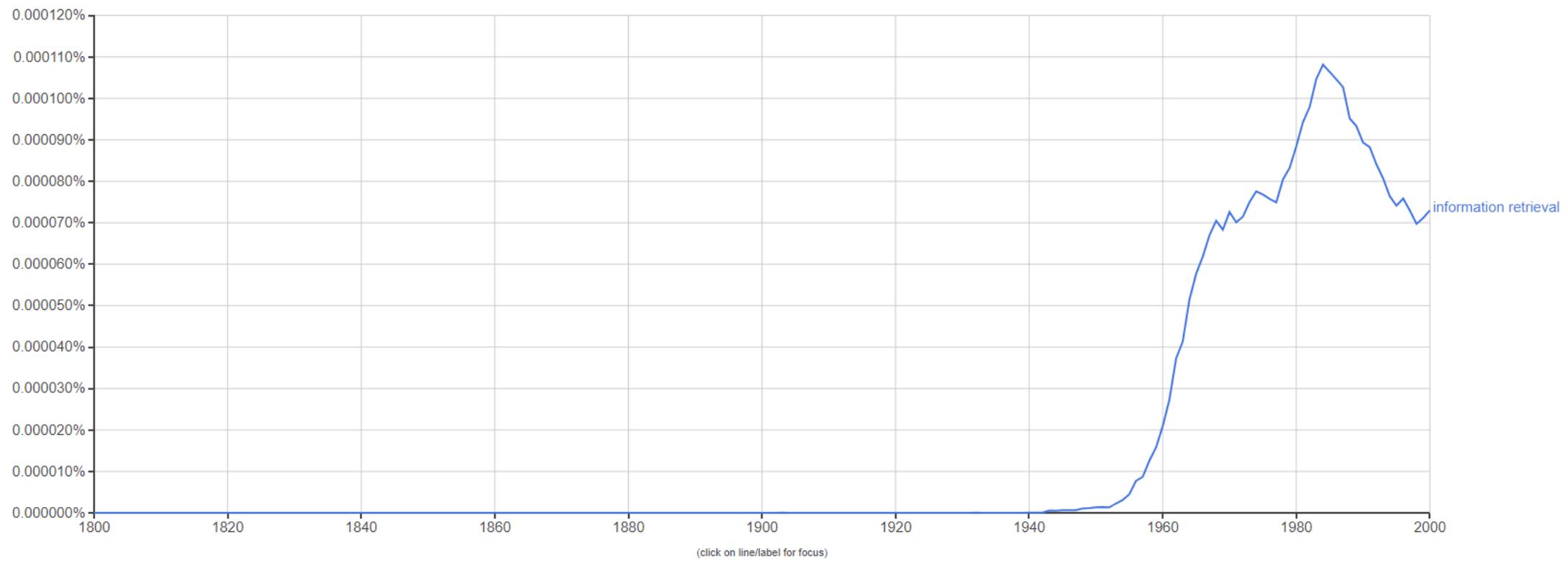
Graph these comma-separated phrases: case-insensitive

between and from the corpus with smoothing of [Search lots of books](#)

[G+ Share](#)

[Tweet](#)

[Embed Chart](#)



Search in Google Books:

- [1800 - 1965](#)
- [1966 - 1985](#)
- [1986 - 1988](#)
- [1989 - 1996](#)
- [1997 - 2000](#)
- [info](#)

The n-gram viewer is this concept used on books

Synonyms & Close Variants

Strict Keywords



Natural Variants



Synonyms and Close Variants

Search engines possess vast corpuses of synonyms and close variants for billions of phrases, which allows you to enrich your content with natural text to provide greater meaning.

MOZ

Statistical relevance is computed using both synonyms and close variants of words.

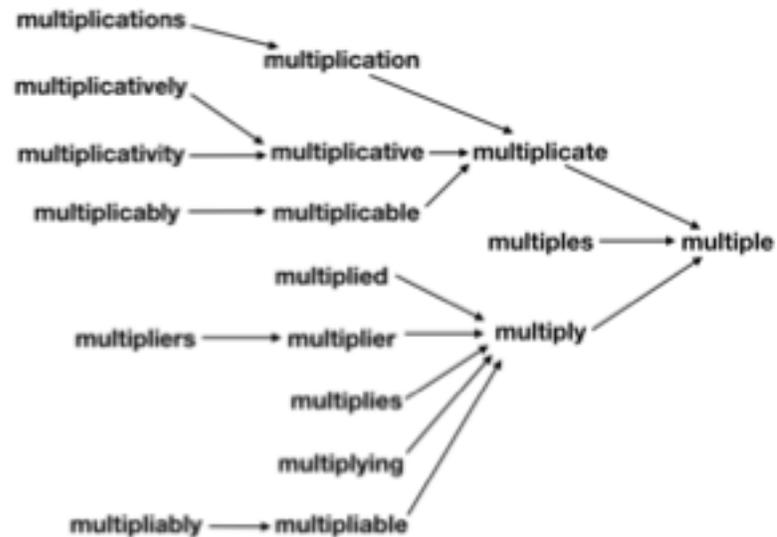
Stemming

```
text <- "love loving lovingly loved lover lovely love"  
text_tokens(text, stemmer = "en") # english stemmer
```

```
[[1]]  
[1] "love" "love" "love" "love" "lover" "love" "love"
```

Search Engines break words into their stems to better determine relationships and relevance

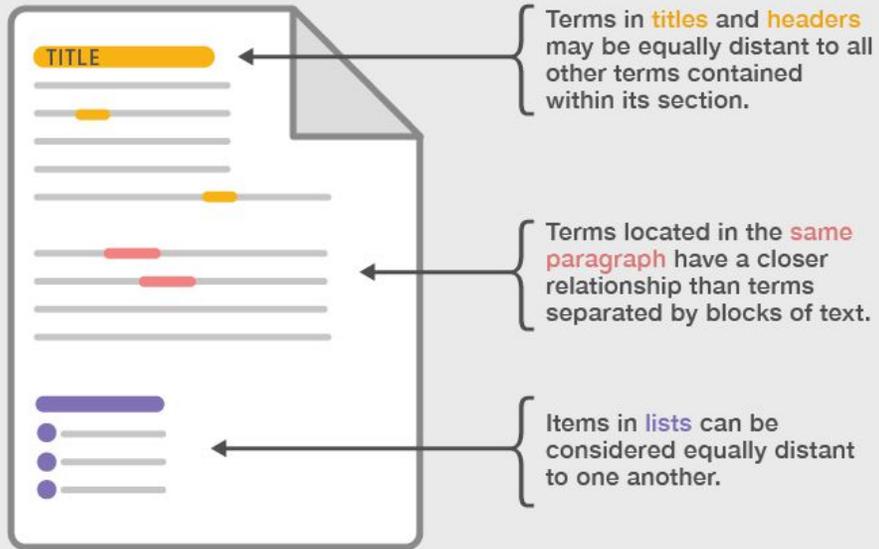
Lemmatization



Similar to stemming, Lemmatization is the grouping of inflected forms of the same word or idea.

For example, "better" and "good" have the same lemma.

Semantic Distance & Term Relationships



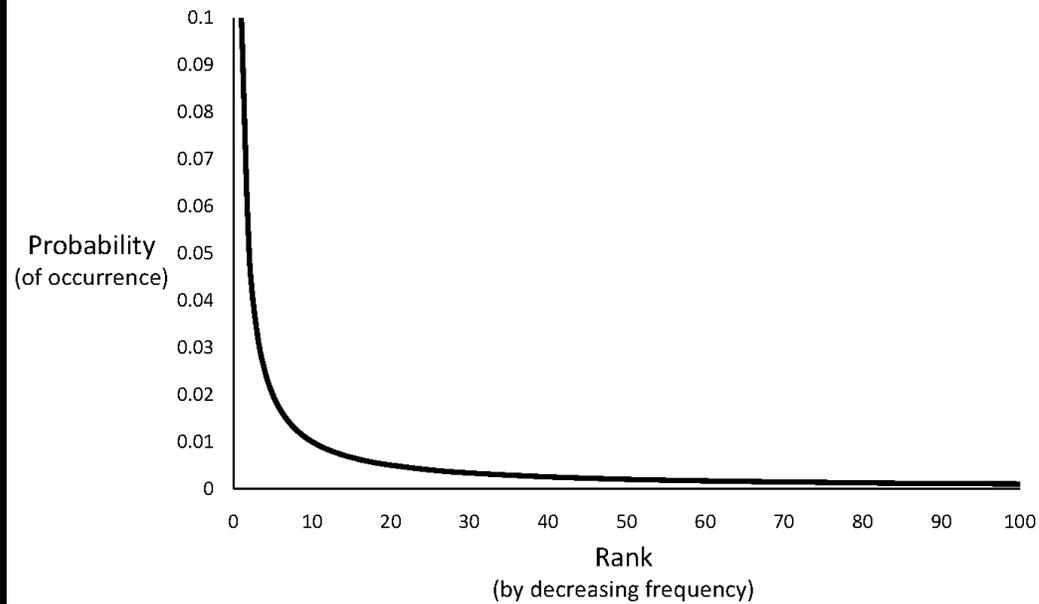
Semantic Distance and Term Relationships

Search engines can determine the connections between words and phrases by their relationships within the content. The closer the semantic relationships, the greater the chances the words and phrase are related to each other.

MOZ

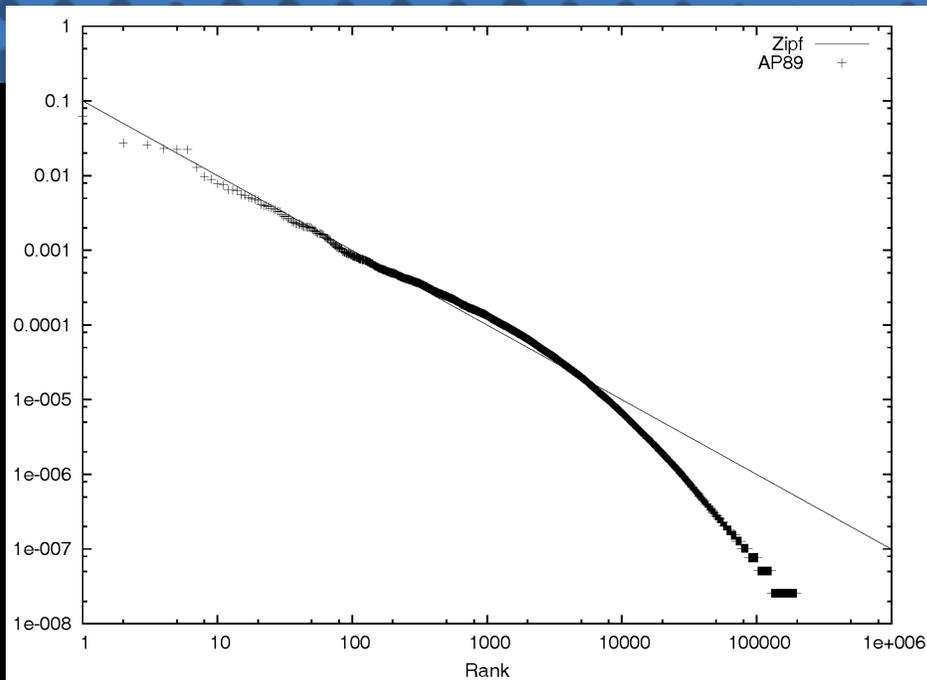
Search engines look for how physically close words are together to better determine their relationship in statistical models.

Zipf's Law



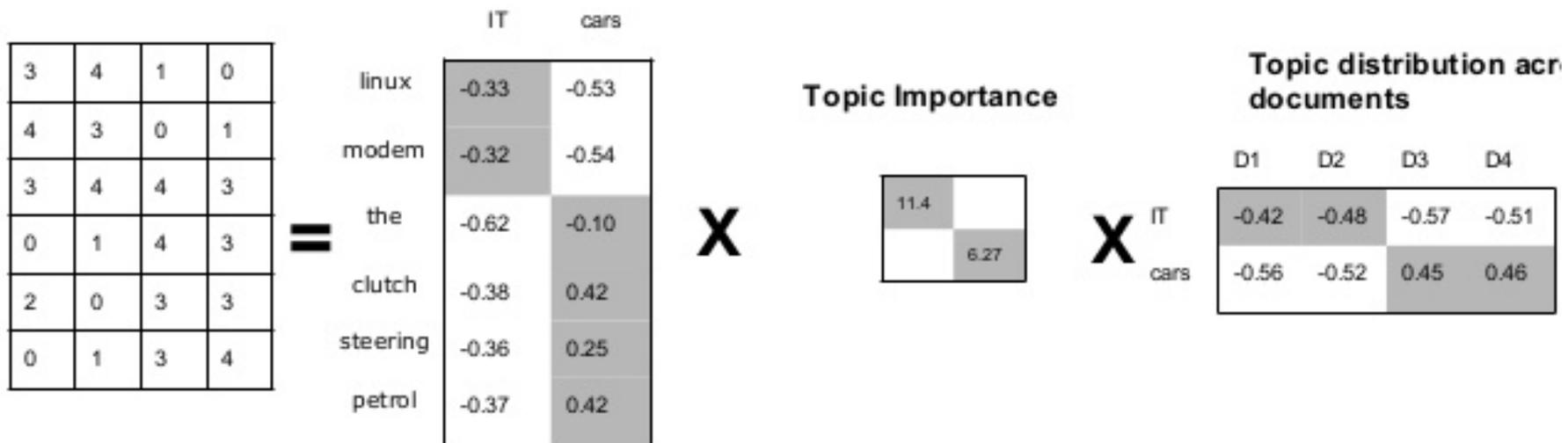
Zipf's law is a theory that words will be similarly distributed across documents in the same corpus (or document set).

Zipf's Law applied



When run on an actual dataset, zipf's law tends to hold up in high rankings.

Latent Semantic Analysis



Latent Semantic analysis represents content as a matrix to determine relationships

Tf-Idf

Frequency of term in a large set of documents



Common stop words.
Low TF-IDF

Less frequent terms
earn higher TF-IDF
with increased usage

Terms with the
highest TF-IDF may
indicate importance

Frequency of term on a single page



TF-IDF

Term frequency-inverse document frequency (TF-IDF) measures the importance of a keyword phrase by comparing it to the frequency of the term in a large set of documents. Many advanced textual analysis techniques use a version of TF-IDF as a base.

MOZ

Term frequency, inverse document frequency (TF-IDF) identifies the importance of keywords with respect to other keywords in documents in a corpus.



Algorithmical Inspirations for Better Writing

or why Text Optimization with TF*IDF is the key to success.

Try it for free

Search Engine Optimization has been around for many years. So far, however, our focus has been primarily on rankings and backlinks.

We have monitored and exchanged links, bought links and built links

by our

trying to

good a

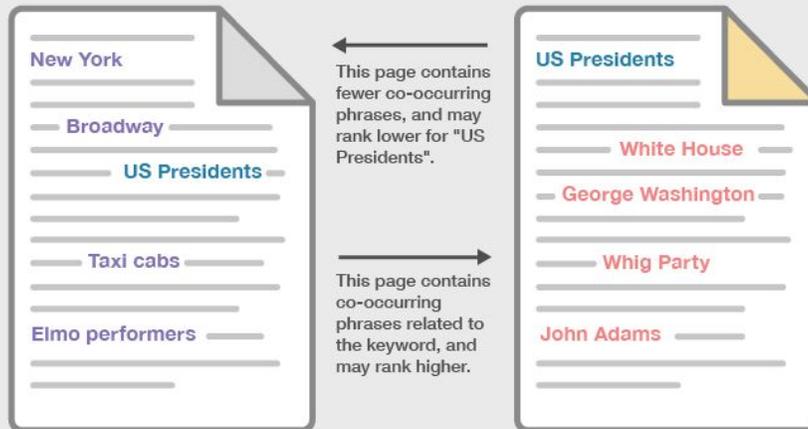
And so

Ryte has a great guide on tf*IDF

<https://en.ryte.com/lp/tf-idf/>

PHRASE-BASED INDEXING & CO-OCCURENCE

Keyword Phrase: "US Presidents"



Phrase-Based Indexing and Co-occurrence

Using the concept of co-occurrence, search engines know that certain phrases tend to predict other phrases. Presence of these co-occurring phrases can strengthen topic focus. Links from pages with co-occurring phrases can also help.

MOZ

Google Specifically looks for keywords that co-occur with a target keyword in a document set.

Usage of those keywords is an indication of relevance for subsequent documents.

Phrase-based indexing

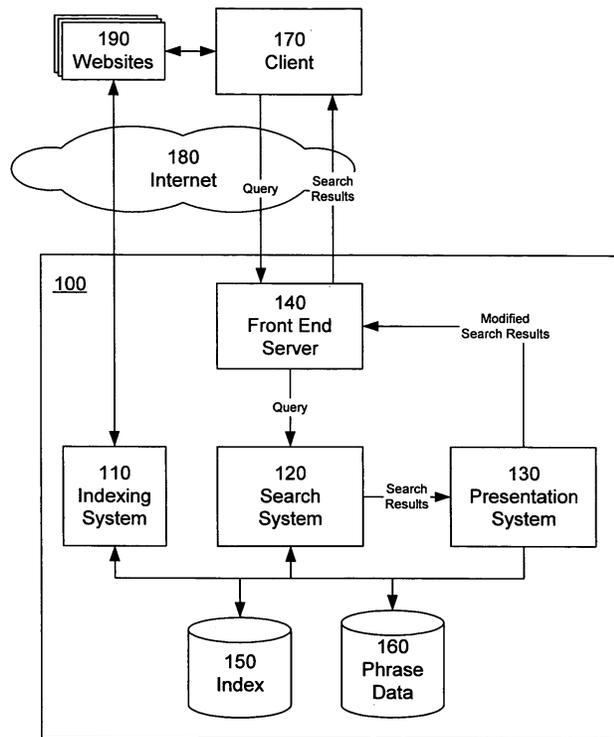


FIG. 1

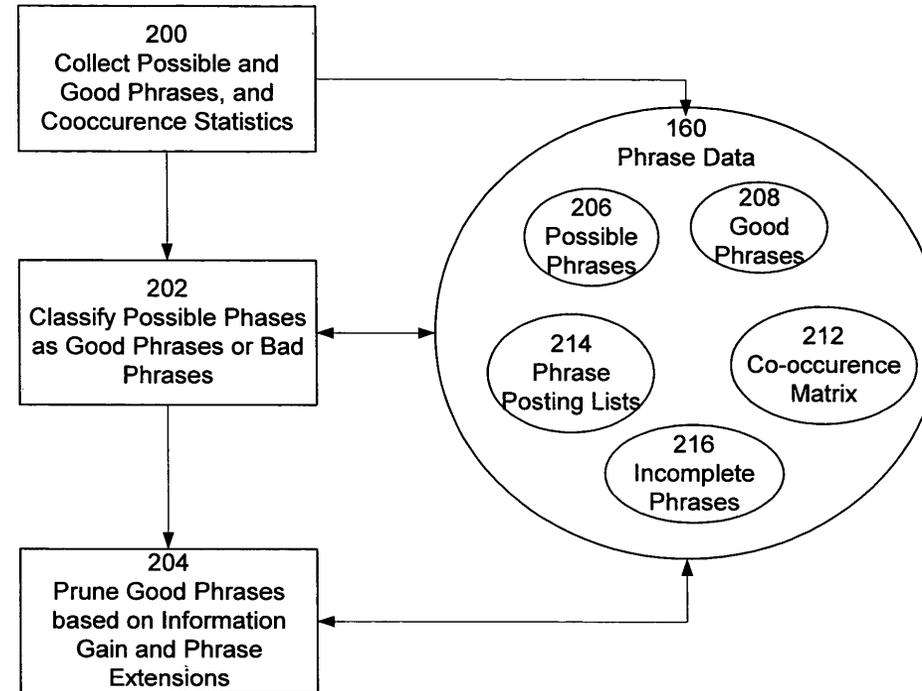
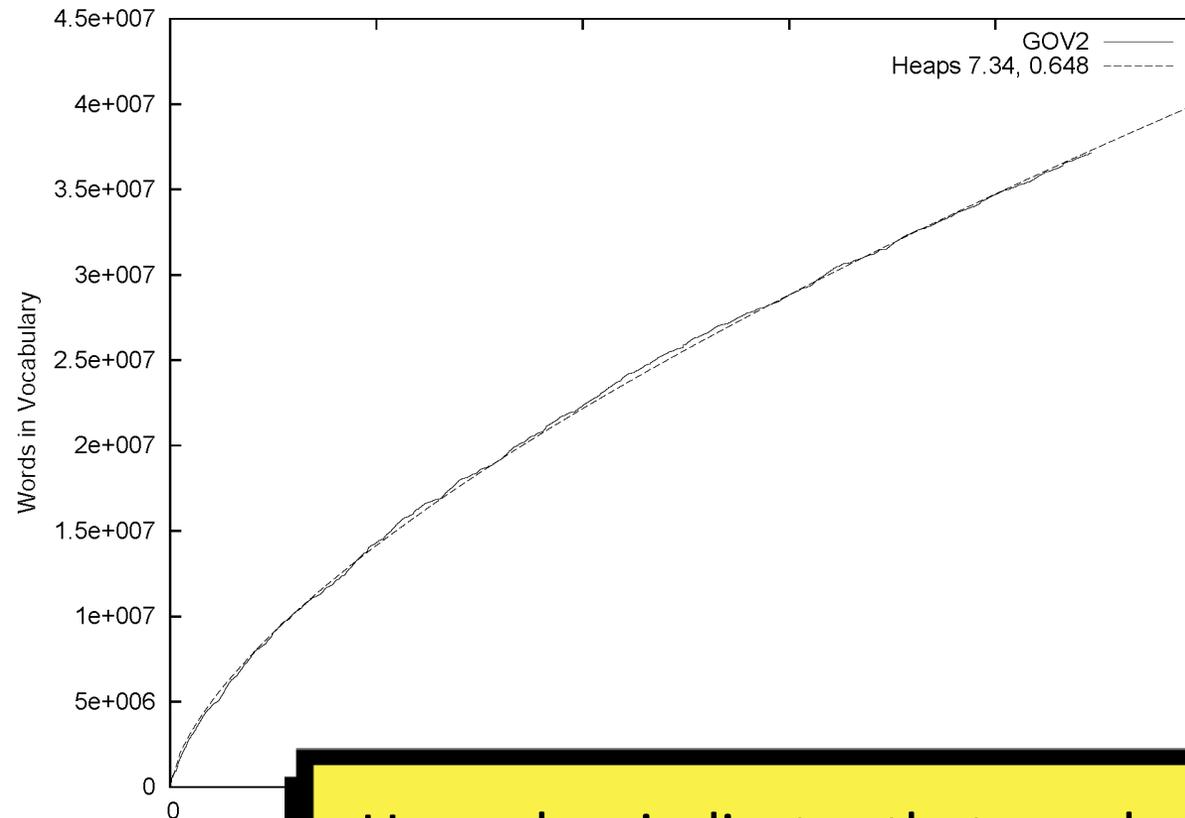


FIG. 2

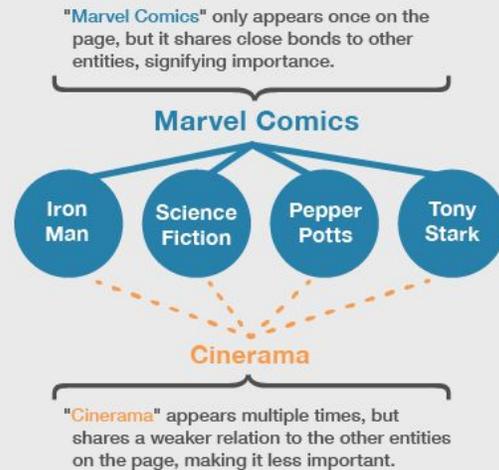
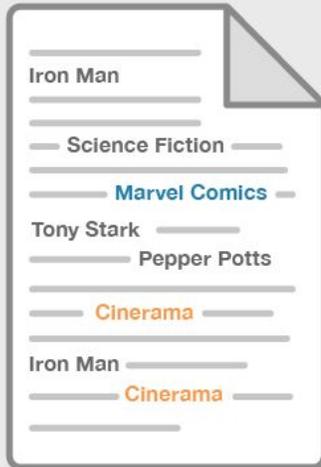
Heaps Law on Vocab Growth



Heaps law indicates that vocabulary within a corpus grows at a predictable rate

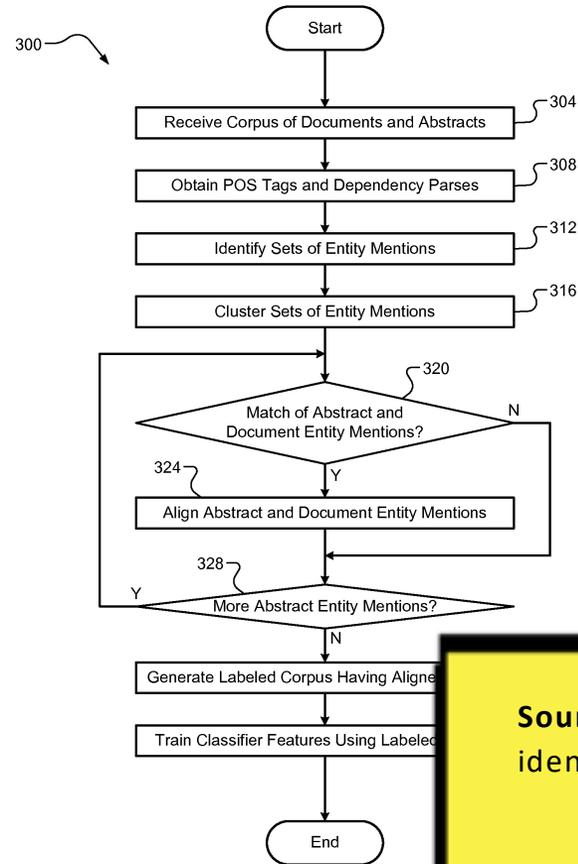
Entity Salience

"Marvel Comics" vs. "Cinerama"



Entity Salience

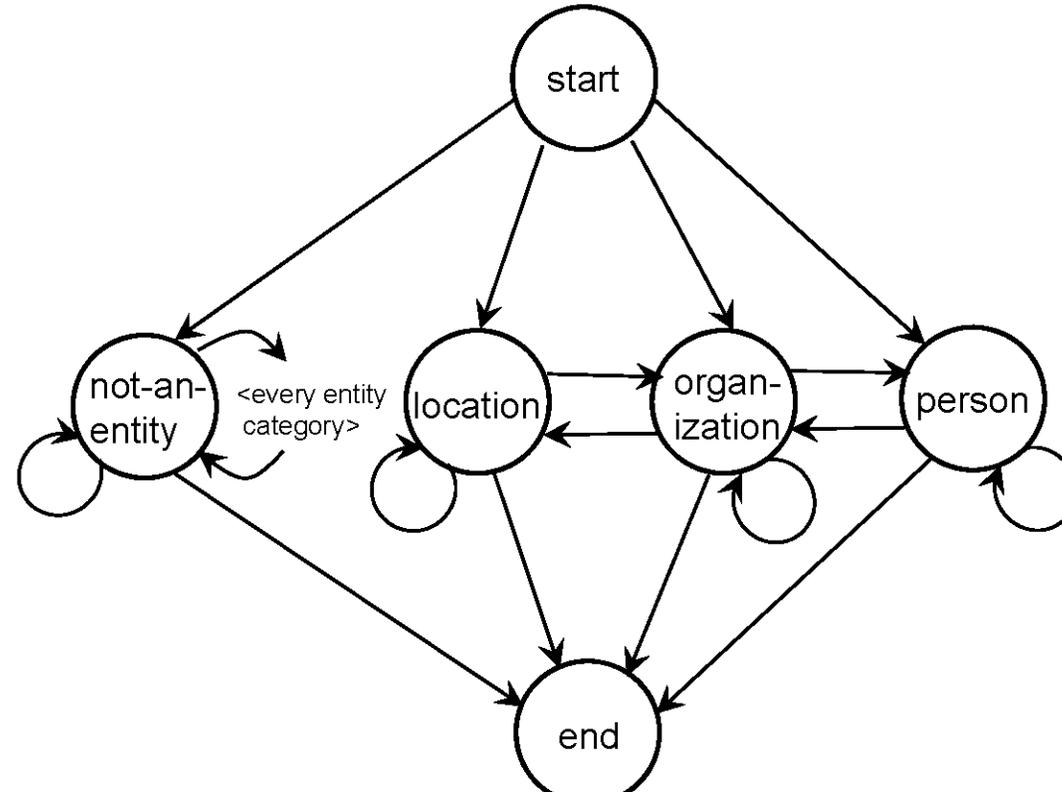
Entity salience goes beyond traditional keyword techniques, like TF-IDF, for finding relevant terms in a document by leveraging known relationships between entities. An entity is anything in the document that is distinct and well defined.



Source: Techniques for automatically identifying salient entities in documents

FIG. 3

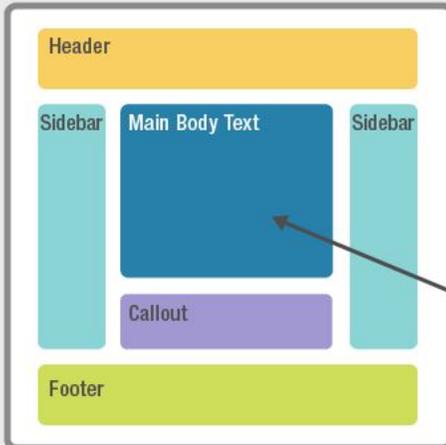
Hidden markov Model



Hidden Markov Models allow search engines to extract implicit entities

PAGE SEGMENTATION

Desktop



Mobile



Keywords and phrases in important, primary content sections may carry more weight than text in less important areas.

Modern Search engines determine both prominence of content and review the visual hierarchy to determine how valuable the content is to the page.

Page Segmentation

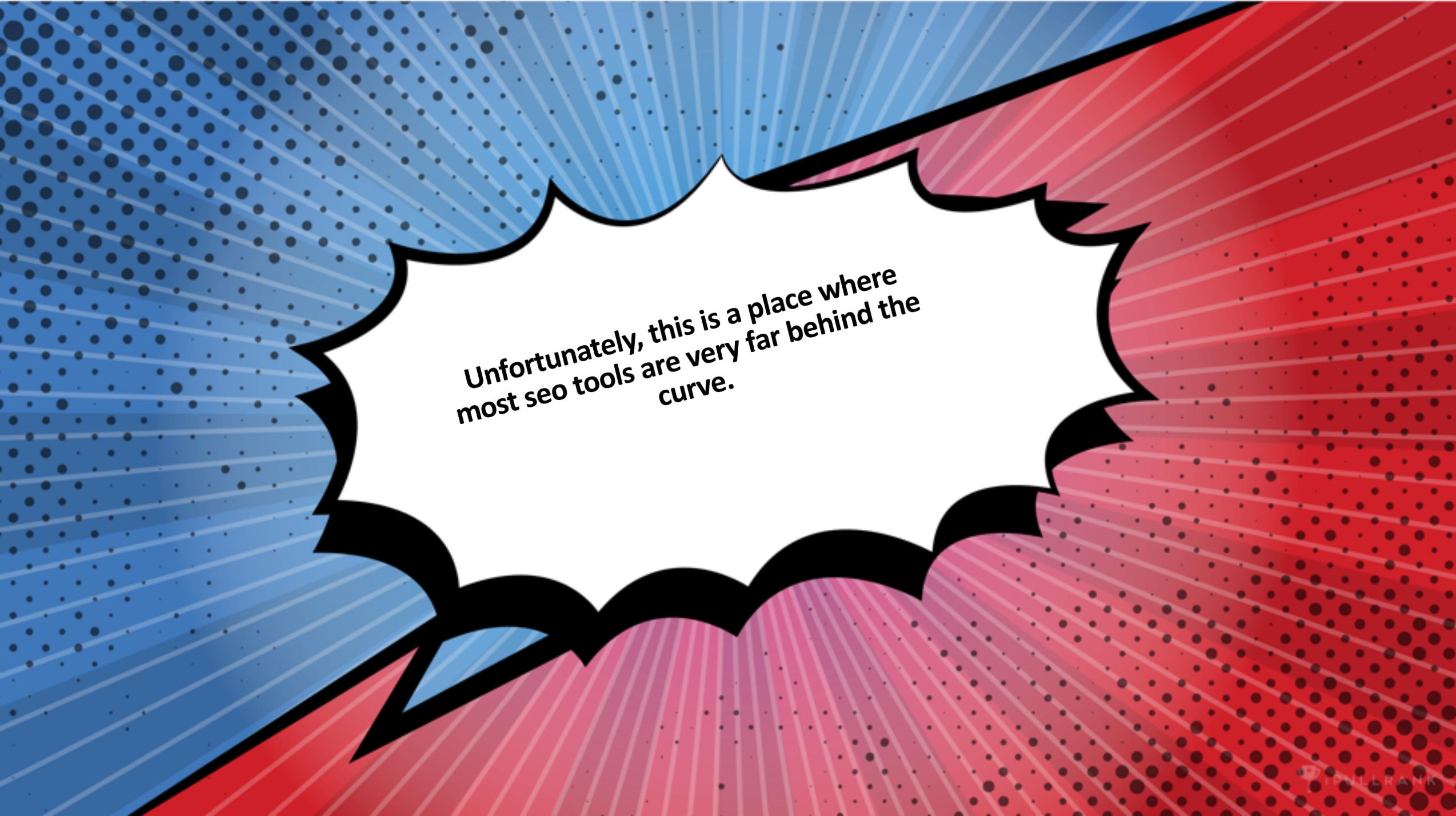
Content located in the main body text likely holds more importance than text placed in sidebars or alternative positions. Repeating text placed in boilerplate locations, or chrome, runs the risk of being discounted even more.

MOZ

A black and white illustration featuring a clenched fist on the left and a hand with several rings on the right, set against a dark background with white speckles resembling stars. The fist is rendered with detailed line work showing the knuckles and fingers. The hand on the right is also detailed, showing the fingers and the various rings worn on them. The overall style is reminiscent of a comic book or graphic novel illustration.

This All Boils down to fulfilling the expectations of users and search engines

how do you use these?



**Unfortunately, this is a place where
most seo tools are very far behind the
curve.**

/ Forum

/ KNIME Labs ▾

- Installation
- Indexing and Searching
- Neighborgrams
- Network Mining
- Pipeline Pilot Connector
- Perl Scripting Node
- Python Scripting
- SAS7BDAT Node
- Text Processing**
- Documentation
- Examples
- Forum
- TIBCO Spotfire
- Web Analytics
- Web Service Client
- File Handling
- Optimization
- Active Learning
- DeepLearning4J
- Deep Learning

/ Community Contributions

/ Trusted Contributions

/ Cheminformatics

/ Bioinformatics and NGS

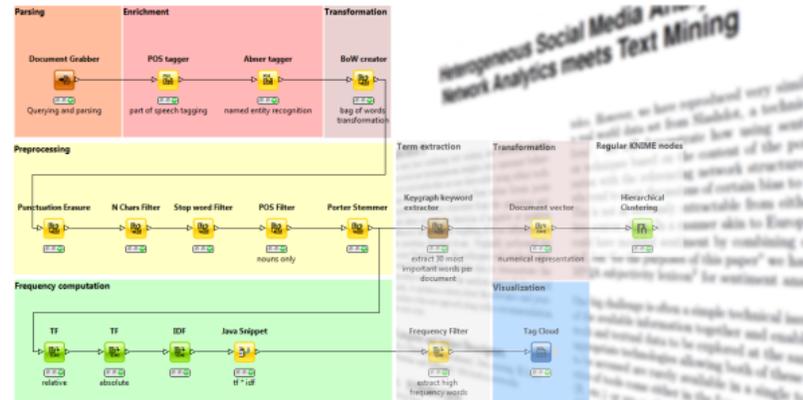
/ KNIME Image Processing

/ Misc Projects

KNIME Text Processing

The KNIME Textprocessing feature enables to read, process, mine and visualize textual data in a convenient way. It provides functionality from

- natural language processing (NLP)
- text mining
- information retrieval.



See the [documentation section](#) for more information about the philosophy and structure of the Text Processing feature.

Co

KN

You can use Knime to really dig into text analytics

<https://www.knime.com/software>



Workflow description:

This workflow starts with a list of genes, queries PubMed with each single gene name and downloads the resulting documents containing each gene name via a loop. The Document Grabber node requires an existing and empty directory for each query, to save the documents to. These directories are created and emptied beforehand by Java Snippet nodes (- change path in the dialog of the Create Temp Dir node). The query containing each gene name, one at a time, is passed to the Document Grabber node via a flow variable. The Document Grabber queries PubMed, downloads and parses the documents, which are then represented in KNIME as DocumentCell s, additionally this node assigns the query to the resulting documents as document category. This information can be extracted afterwards in order to find out which document has been found by which query gene.

The Dictionary Tagger node is used afterwards to recognize important terms, which are interesting. The tagger assigns a specified tag (in this case "LOCATION") to the recognized terms. To filter named entities the Standard Named Entity Filter node is used, in this case terms with a "LOCATION" tag assigned. Terms are then converted to lower case and a bag of words is created.

In a further step the Category to class node extracts the category of each single document and assigns it as a string in an additional column. Since for each document the Document Grabber node assigned the corresponding query by which the document was found as document category, this category represents the name of a gene occurring in the document (otherwise it would not be in the PubMed result list). Now the data can simply be grouped over the extracted category and the remaining important terms (all other terms have been filtered), in order to compute the number of documents in which a certain gene (query term) and an important term co-occur. The grouping is done by the usage of the GroupBy node. Afterwards column filtering has been applied, as well as a renaming of the remaining columns, missing values have been replaced by 0, and the co-occurrence frequencies have been normalized. Then the R View (Local) node is used to create a heat map based on these frequencies.

They have great examples of how to use knime's Text processing plugin <https://www.knime.com/term-cooccurrence-heatmap-example>

All Tools

Organic Research moz.com Search Projects

Country selection: US (222.9K), UK (41.0K), DE (10.0K), FR (8.7K), SG (1.1K), Other Countries (130 more...)

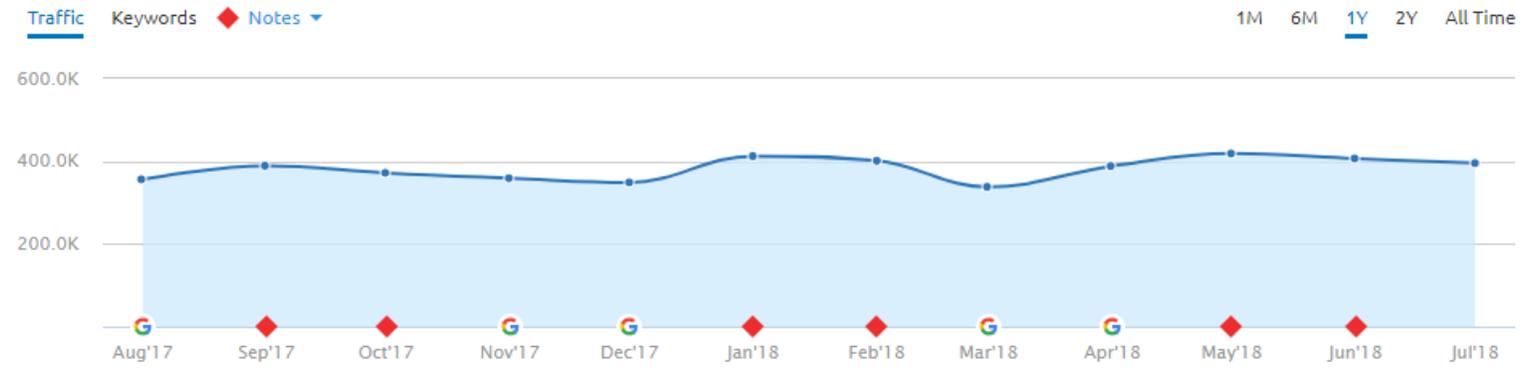
moz.com Desktop Mobile

Organic Search Positions for google.com database

223K KEYWORDS

395K TRAFFIC

\$2.3M TRAFFIC COST



ORGANIC SEARCH POSITIONS 1 - 100 (222,921)

Add to Export Manager Filter by keyword Advanced filters

Keyword	Pos.
linkedin	25
google images	80 (92)
google sheets	52 (64)
google analytics	26 (34)

1. Put your domain into semrush

- Dashboard
- SEO Dashboard BETA
- Domain Analytics
 - Overview
 - Organic Research
 - Positions
 - Position Changes
 - Competitors
 - Pages
 - Subdomains
 - URL
- Backlinks
- Advertising Research
- Advertising Research ALPHA
- PLA Research
- PLA Research ALPHA
- Display Advertising
- Traffic Analytics
- Ranks
- Domain vs. Domain
- Charts
- Keyword Analytics
- Projects
- Gap Analysis

- SERP Features
- Linking to domain
- Site links
- Featured snippet
- Not linking to domain
- Knowledge panel
- Instant answer
- Local pack
- Top stories
- Other

<input type="checkbox"/>	Keyword	Pos.	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.	Results	Trend	SERP	Last Update
<input type="checkbox"/>	seo consultant	6 (7)	4,400	62.49	19.02	moz.com/community/recommended	0.05	0.18	0.39	63,900,000			21 hr ago
<input type="checkbox"/>	seo agency	3 (3)	4,400	49.41	25.90	moz.com/community/recommended	0.10	0.44	0.47	125,000,000			22 hr ago
<input type="checkbox"/>	seo optimization	2 (2)	3,600	75.95	14.44	moz.com/beginners-guide-to-seo	0.11	0.29	0.52	89,700,000			19 hr ago
<input type="checkbox"/>	seo expert	10 (10)	3,600	55.07	20.33	moz.com/seo-expert-quiz	0.02	0.09	0.35	87,300,000			21 hr ago
<input type="checkbox"/>	local seo	1 (1)	3,600	65.30	12.26	moz.com/blog/cat...al-seo	0.42	0.90	0.41	129,000,000			19 hr ago
<input type="checkbox"/>	seo website	13 (13)	2,900	75.56	10.96	moz.com/learn/se...actors	< 0.01	0.01	0.51	381,000,000			13 hr ago
<input type="checkbox"/>	seo website	12 (12)	2,900	75.56	10.96	moz.com/beginners-guide-to-seo	< 0.01	0.01	0.51	381,000,000			13 hr ago
<input type="checkbox"/>	seo website	14 (14)	2,900	75.56	10.96	moz.com/learn/seo/off-site-seo	< 0.01	0.00	0.51	381,000,000			13 hr ago
<input type="checkbox"/>	seo website	10 (10)	2,900	75.56	10.96	moz.com/learn/seo/on-site	0.02	0.04	0.51	381,000,000			13 hr ago
<input type="checkbox"/>	what does seo stand for	86 (88)	2,900	48.21	6.28	moz.com/beginner...essary	< 0.01	0.00	0.03	4,290,000			1 day ago
<input type="checkbox"/>	majestic seo	45	2,900	61.37	11.04	moz.com/communit...ic-seo	< 0.01	0.00	0.09	5,950,000			10 hr ago
<input type="checkbox"/>	seo analyzer	13 (13)	2,900	49.11	9.74	moz.com/free-seo-tools	< 0.01	0.01	0.56	9,770,000			20 hr ago
<input type="checkbox"/>	best seo company	10 (10)	2,900	55.51	28.59	moz.com/blog/how...friday	0.02	0.10	0.43	191,000,000			1 day ago
<input type="checkbox"/>	best seo company	12 (13)	2,900	55.51	28.59	moz.com/community/recommended	< 0.01	0.04	0.43	191,000,000			1 day ago
<input type="checkbox"/>	wordpress seo	14 (14)	2,900	71.31	7.35	moz.com/blog/usi...dpress	< 0.01	0.00	0.30	216,000,000			1 day ago
<input type="checkbox"/>	wordpress seo	13 (13)	2,900	71.31	7.35	moz.com/blog/opt...-posts	< 0.01	0.00	0.30	216,000,000			1 day ago
<input type="checkbox"/>	squarespace seo	11 (11)	2,400	47.04	7.48	moz.com/communit...option	0.02	0.03	0.39	2,070,000			Jun 2018
<input type="checkbox"/>	seo specialist	28 (24)	2,400	73.25									
<input type="checkbox"/>	seo ranking	1 (1)	2,400	66.45									
<input type="checkbox"/>	seo ranking	2 (2)	2,400	66.45									
<input type="checkbox"/>	seo services company	8 (11)	2,400	55.98									
<input type="checkbox"/>	local seo services	21 (18)	1,900	49.37									

2. See what you don't rank well for In organic research

<input type="checkbox"/>	Keyword	Pos.	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.	Results	Trend	SERP	Last Update
<input type="checkbox"/>	seo consultant	6 (7)	4,400	62.49	19.02	moz.com/community/recommended	0.05	0.18	0.39	63,900,000			21 hr ago
<input type="checkbox"/>	seo agency	3 (3)	4,400	49.41	25.90	moz.com/community/recommended	0.10	0.44	0.47	125,000,000			22 hr ago
<input type="checkbox"/>	seo optimization	2 (2)	3,600	75.95	14.44	moz.com/beginners-guide-to-seo	0.11	0.29	0.52	89,700,000			19 hr ago
<input type="checkbox"/>	seo expert	10 (10)	3,600	55.07	20.33	moz.com/seo-expert-quiz	0.02	0.09	0.35	87,300,000			21 hr ago
<input type="checkbox"/>	local seo	1 (1)	3,600	65.30	12.26	moz.com/blog/cat...al-seo	0.42	0.90	0.41	129,000,000			19 hr ago
<input type="checkbox"/>	seo website	13 (13)	2,900	75.56	10.96	moz.com/learn/se...actors	< 0.01	0.01	0.51	381,000,000			13 hr ago
<input type="checkbox"/>	seo website	12 (12)	2,900	75.56	10.96	moz.com/beginners-guide-to-seo	< 0.01	0.01	0.51	381,000,000			13 hr ago
<input type="checkbox"/>	seo website	14 (14)	2,900	75.56	10.96	moz.com/learn/seo/off-site-seo	< 0.01	0.00	0.51	381,000,000			13 hr ago

[what does seo stand for](#) 86 (98) 2,900 48.21 6.28 [moz.com/beginner...essary](#)

<input type="checkbox"/>	seo analyzer	13 (13)	2,900	49.11	9.74	moz.com/free-seo-tools	< 0.01	0.01	0.56	9,770,000			20 hr ago
<input type="checkbox"/>	best seo company	10 (10)	2,900	55.51	28.59	moz.com/blog/how...friday	0.02	0.10	0.43	191,000,000			1 day ago
<input type="checkbox"/>	best seo company	12 (13)	2,900	55.51	28.59	moz.com/community/recommended	< 0.01	0.04	0.43	191,000,000			1 day ago
<input type="checkbox"/>	wordpress seo	14 (14)	2,900	71.31	7.35	moz.com/blog/usi...dpress	< 0.01	0.00	0.30	216,000,000			1 day ago
<input type="checkbox"/>	wordpress seo	13 (13)	2,900	71.31	7.35	moz.com/blog/opt...-posts	< 0.01	0.00	0.30	216,000,000			1 day ago
<input type="checkbox"/>	squarespace seo	11 (11)	2,400	47.04	7.48	moz.com/communit...option	0.02	0.03	0.39	2,070,000			Jun 2018
<input type="checkbox"/>	seo specialist	28 (24)	2,400	73.25									
<input type="checkbox"/>	seo ranking	1 (1)	2,400	66.45									
<input type="checkbox"/>	seo ranking	2 (2)	2,400	66.45									
<input type="checkbox"/>	seo services company	8 (11)	2,400	55.98									
<input type="checkbox"/>	local seo services	21 (19)	1,900	49.37									

3. Pick a keyword



About 52,200,000 results (0.58 seconds)

Dictionary



SEO

noun **COMPUTING**short for [search engine optimization](#).

"digital is now the company's main marketing channel with the majority of investment going on SEO"

Translations, word origin, and more definitions

[Feedback](#)[What Does SEO Mean? Discover What You Really Need to Know!](#)<https://alpinewebmedia.com/what-does-seo-stand-for/>

May 18, 2016 - SEO stands for "search engine optimization". Oddly enough, everyone seems to have heard about and uses the term "SEO" but many do not ...

[6 Uncomplicated Social SEO Tips for Small Businesses | Constant ...](#)<https://blogs.constantcontact.com/social-seo-tips/>

SEO stands for Search Engine Optimization. And the phrase improve your SEO strategy encompasses the actions taken to ensure your website can be found in a search engine's results page (SERP) when searching for words or phrases relevant to the content on your website.

[What Does SEO Stand For? | SEO for Beginners | StatCounter Insights](#)<https://statcounter.com/insights/seo/what-does-seo-stand-for/>

As you may know, SEO stands for Search Engine Optimization. But what does that mean? And what does search engine optimization entail? In short, SEO is ...

[What Does SEO Mean? Here's Everything You Need to Know](#)<https://www.lyfemarketing.com/blog/what-does-seo-mean/>

Nov 22, 2017 - SERP stands for Search Engine Results Page. Your company's SERP ranking is how it ranks on the search engines. Improving your search engine optimization can help you boost your ranking, and improve your visibility online.

Videos

4. Look at the serp

May 18, 2016 By [William Alexander](#) 2 Comments

What does SEO stand for?

What does SEO mean, and what do I REALLY need to know about it?



I think you'll agree

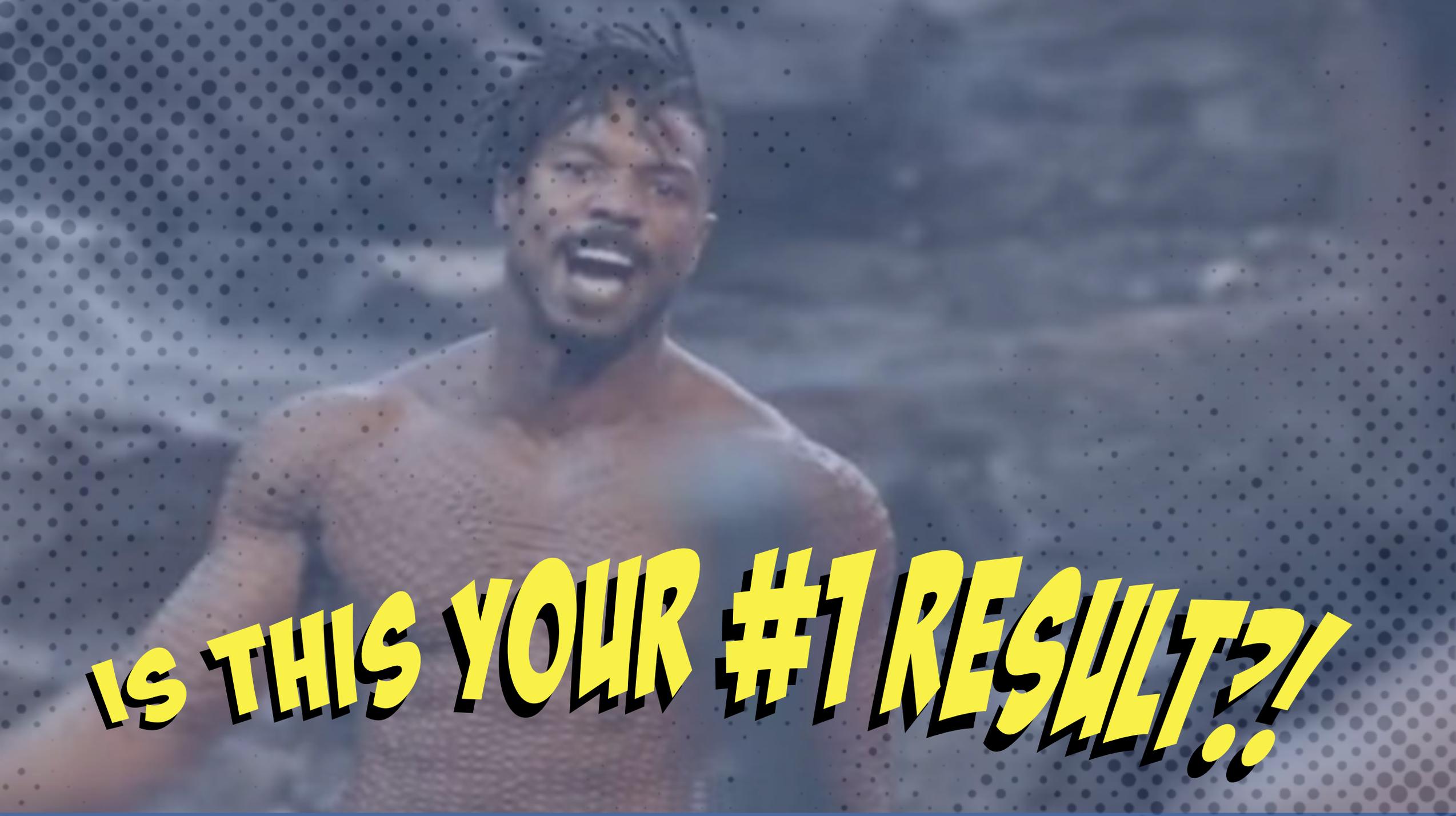
It's REALLY hard

Or is it?

Really Google?

3 Shares





IS THIS YOUR #1 RESULT?!

CHAPTERS ▾

(CLICK TO ACCESS)

8.7K
Tweet Like Share

CHAPTER THREE

WHY SEARCH ENGINE MARKETING IS NECESSARY

An important aspect of SEO is making your website easy for both users and search engine robots to understand. Although search engines have become increasingly sophisticated, they still can't see and understand a web page the same way a human can. SEO helps the engines figure out what each page is about, and how it may be useful for users.

A Common Argument Against SEO

We frequently hear statements like this:

"No smart engineer would ever build a search engine that requires websites to follow certain rules or principles in order to be ranked or indexed. Anyone with half a brain would want a system that can crawl through any architecture, parse any amount of complex or imperfect code, and still find a way to return the most relevant results, not the ones that have been 'optimized' by unlicensed search n

But Wait ...

Imagine you posted online a picture of a medium-sized dog, looks like a Labrador. A search engine in the world would search for a dog of sophistication. How do you make sure the search engine allows webmasters to provide



This is the page that ranks #86?!



About 3,700 results (0.45 seconds)

Dictionary



SEO

noun **COMPUTING**short for [search engine optimization](#).

"digital is now the company's main marketing channel with the majority of investment going on SEO"

[Translations, word origin, and more definitions](#)[Feedback](#)[Why SEO is Important - The Beginners Guide to SEO - Moz](#)<https://moz.com/beginners-guide-to-seo/why-search-engine-marketing-is-necessary>

An important aspect of SEO is making your website easy for both users and ... "No smart engineer would ever build a search engine that requires websites to ...

Missing: stand

[Moz - URLs - SEO Best Practices](#)<https://moz.com> > [SEO Learning Center](#)

Moz - URLs - SEO Best Practices ... The web standard is http:// or https:// (the "s" stands for "secure"), but it may also include ... Why do URLs matter for SEO?

[Is SEO a Service? - YouMoz - Moz](#)<https://moz.com/ugc/is-seo-a-service>

Sep 30, 2008 - How Do You Set Smart SEO Goals for Your Team/Agency/Project? however on your points about making sure you stand by something that ...

[Rewriting the Beginner's Guide to SEO, Chapter 1: SEO 101 - Moz](#)<https://moz.com/blog/beginners-guide-to-seo-chapter-1>

Feb 8, 2018 - For everyone else, this chapter will help build your foundational SEO knowledge and confidence ... SEO stands for "search engine optimization."

[Why I Stopped Selling SEO Services and You Should, Too - Moz](#)<https://moz.com/blog/why-i-stopped-selling-seo-services-and-you-should-too>

Oct 7, 2015 - Is a lot of people believe that because these platforms are "black box" that

5. See What else could rank for our site.

[Website Success](#) | [Content Success](#) | [Search Success](#)

Content Success

Plan and write better content

Forget endless keyword research and hours of writing drafts upon drafts. Content Success cuts that work in half by assisting you at each stage of the content creation process. It monitors your content's performance, presents new topic ideas and helps you write new content for your target audience. Guarantee content your users will love with Content Success.



Monitor

See what's resonating with users...and what's not

- ✓ See how each piece of content performed
- ✓ Understand how your optimization efforts have impacted
- ✓ Identify opportunities to create new content

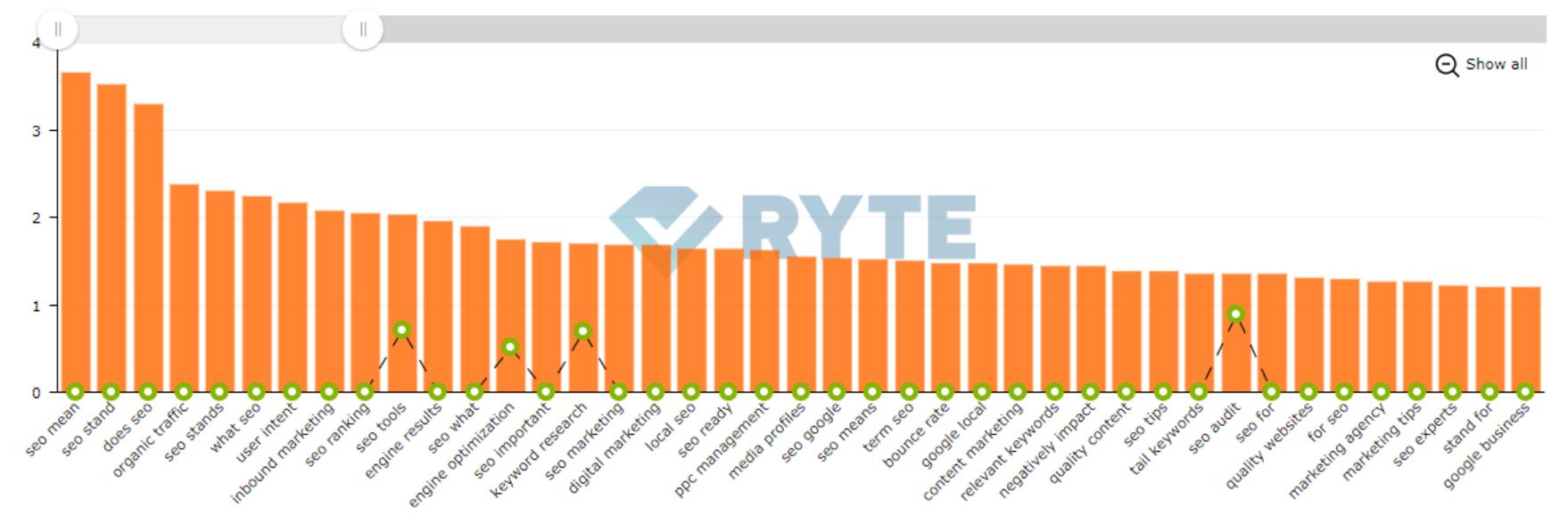
Enter ryte's content success

Content Report for your keyword: what does seo stand for

United States (English) | In comparison to: <https://moz.com/beginners-guide-to-seo/why-search-engine-marketing-is-necessary> (07/10/2018 01:40 pm - Refresh)

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

Proof Keyword Filter:



Top Two-Word Combinations

Term	Score
seo mean	4
seo stand	6
does seo	8
organic traffic	2
seo stands	7 (78%)

6. Put in the keyword and compare tf-idf to ranking pages

reply cancel	2 (22%)	2	0.31	0.07	0.32	-	-
looking for	4 (44%)	8	0.25	0.11	0.32	1	0.18
exactly what	2 (22%)	2	0.30	0.07	0.31	-	-
facebook twitter	3 (33%)	3	0.26	0.09	0.29	-	-
cancel reply	2 (22%)	2	0.26	0.06	0.27	-	-
look for	2 (22%)	2	0.26	0.06	0.27	-	-
recent posts	2 (22%)	2	0.25	0.06	0.27	-	-
privacy policy	2 (22%)	2	0.13	0.03	0.15	-	-

Analysed Pages

Document	Terms	Unique terms
https://alpinewebmedia.com/what-does-seo-stand-for/	1412	497
https://statcounter.com/insights/seo/what-does-seo-stand-for	1719	534
https://blogs.constantcontact.com/social-seo-tips/	1564	528
https://www.lyfemarketing.com/blog/what-does-seo-mean/	2771	577
http://www.madebymarket.com/help/ads/what-does-seo-mean.html	1080	369
https://www.youcouldtravel.com/travel-blog/what-does-seo-stand-for-and-why-do-you-need-it	6057	1278
https://www.webpagefx.com/internet-marketing/what-does-seo-stand-for.html	1476	516
https://www.marwickmarketing.com/what-does-seo-stand-for/	1255	466
https://www.orangepegs.com/blog/what-does-seo-stand-for		

You can see the corpus they pulled for review



We're currently working on a much better content data corpus, which will go live within the next 4 weeks. In the meantime, there might be some subpar results. If you encounter a bad result, please let us know!

The more people use our new tool the faster the Content Quality AI will improve. We're investing heavily in machine learning to provide you with even better results. We're sure you will love the new Content Success experience!

[Switch to Content Success 3.0](#)

Content Optimizer for keyword "what does seo stand for"

1230 words, 488 unique words, 7431 characters

Beginner's Guide To SEO
Community Q&A
Workshops & Training
Recommended SEO Companies
Get the Moz Top 10
The 10 most valuable pieces of content we can find for SEOs. Every 2 weeks.

 **Analyse** or [Delete Text](#)

Helper-Mode Detailed-Mode

 Terms or topics you should add:

[serp](#) [inbound](#)

 Terms you could use more often:

[seo](#) [keyword](#) [ranking](#) [optimization](#) [engine](#) [2018](#) [marketing](#) [keywords](#) [rank](#) [robots](#) [rankings](#) [traffic](#) [bing](#) [relevant](#) [visibility](#) [websites](#) [meta](#)
[factors](#) [improve](#) [google](#) [social](#) [businesses](#) [user](#) [linking](#) [link](#) [media](#) [business](#) [higher](#) [means](#) [quality](#) [important](#)

 Terms you use too much:

[engines](#) [tactics](#) [results](#)

We try to evaluate the best keywords for you, in order to keep in mind this doesn't replace good writing :)

7. Put the copy in. see what co-occurring keywords are missing and make edits.

How to grow an Avocado Tree

Keywords ? /

B *I*

Searchmetrics content optimization
<https://www.searchmetrics.com/content/optimization/>

<input checked="" type="checkbox"/>	tree	15/23
<input checked="" type="checkbox"/>	trees	10/12
<input checked="" type="checkbox"/>	avocados	9/9
<input checked="" type="checkbox"/>	growing	6/6
<input checked="" type="checkbox"/>	fruit	10/15
<input type="checkbox"/>	grow	0/8
<input checked="" type="checkbox"/>	plant	9/9
<input type="checkbox"/>	water	0/8
<input type="checkbox"/>	seed	0/7

Additional Keywords ?

<input checked="" type="checkbox"/>	bear	1/1
-------------------------------------	------	-----

...er for guacamole and a few margaritas, you
...re, taking easy steps to grow your own tree
...s you have sitting around.

...t popular and easy-to-grow plants on the earth,
...n called nutritional superfood. Though it's a
...fruit grows vey slowly, the rewards are plentiful.
...aturated fat, which helps boost your good HDL
...time lower bad LDL cholesterol. One piece also
...contains high levels of vitamin C, fiber and protein.



As any kid who's had a home science project can tell you, it's pretty easy to grow an avocado tree from seed. Simply wash the pit thoroughly, being careful not to remove the brown skin cover. You'll need to place the bottom, or root end, of the seed in water. Before immersing the pit, make sure to inset three or four toothpicks at oblique angles to prevent it from falling completely into the water.

After the stem reaches at least six inches tall, it's time to plant your avocado tree into soil. To encourage growing, trim back the stem a couple of inches after you do. Keep the soil moist and place the plant in a place where it gets plenty of sun. Avocado trees should also be clustered near each other in your garden or in the ground to encourage cross pollination. Another tip to encourage full, healthy growth is to occasionally trim the top leaves a couple of inches.

One thing to remember, don't expect your new avocado tree to deliver delicious California hass fruit every year. At their 15 year mark.

65% In Content Editor

Target: 75%

Text Length ?

57% (661 words) In Content Editor

50% (580 words) On URL

Target: 1,160 words

Readability ?

7

Difficult Easy

Competitors: 8

Ranking Opportunities / 2 Topics

Topic Explorer / 3 Topics

Topics	Search Volume
avocado	139,291
avocado nutrition info	720
benefits of avocado	8,158

Inspiration / Questions: 0

Analytics / Off

Searchmetrics' tool also accounts for entities and readability.

Integrated Search

Does Google Use Dwell Time?



Gary "鯨理" Illyes 

@methode

Follow



Replying to @dnespo

@dnespo we don't use analytics/bounce rate in search ranking

3:33 AM - 13 May 2015

3 Retweets 5 Likes



Information retrieval Evaluation Measures

Online metrics [\[edit \]](#)

Online metrics are generally created from data mined from search logs. The metrics are often used to determine the success of an A/B test.

Session abandonment rate [\[edit \]](#)

Session abandonment rate is a ratio of search session which do not result in a click.

Click-through rate [\[edit \]](#)

Click-through rate (CTR) is the ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement. It is commonly used to measure the success of an [online advertising](#) campaign for a particular website as well as the effectiveness of email campaigns.^[1]

Session success rate [\[edit \]](#)

Session success rate measures the ratio of user sessions that lead to a success. Defining "success" is often dependent on context, but for search a successful result is often measured using [dwell time](#) as a primary factor along with secondary user interaction, for instance, the user copying the result URL is considered a successful result, as is copy/pasting from the snippet.

Zero result rate [\[edit \]](#)

Zero result rate (ZRR) is the ratio of SERPs which returned with zero results. The metric either indicates a [recall](#) issue, or that the information being searched for is not in the index.

CTR and Session Success Rate are best practices for “evaluating” the performance rank scoring models.

Google isn't lying, just being specific.

Does Google Use CTR?

DS: Last month, we had the Quality Update. How is Google assessing the quality? How do clicks factor in?

GI: We use clicks in different ways. The main things that we use clicks for evaluation and experimentation. There are many, many people who are trying to induce noise in clicks. Rand Fishkin, for example is experimenting with clicks. Using clicks directly in ranking would be a mistake. In personalized results, if you search for apple, we would most likely serve you a disambiguation box. We have to figure out if you mean the company or the food. Then, we'd look at the click you made.

QUERY & Click LOGS

Query Logs Alone are not Enough

Carrie Grimes

Diane Tang

Daniel M. Russell

Google

1600 Amphitheatre Pkwy
Mountain View, CA 94043

{cgrimes, diane, drussell}@google.com

ABSTRACT

The practice of guiding a search engine based on query logs observed from the engine's user population provides large volumes of data but potentially also sacrifices the privacy of the user. In this paper, we ask the following question: Is it possible, given rich instrumented data from a panel and usability study data, to observe complete information without routinely analyzing query logs? What unique benefits to the user could hypothetically be derived from analyzing query logs? We demonstrate that three different modes of collecting data, the field study, the instrumented user panel, and the raw query log, provide complementary sources of data. The query log is the least rich source of data for individual events, but has irreplaceable information for understanding the scope of resources that a search engine needs to provide for the user.

only examining query logs in aggregate, i.e., how many times a given query occurs, geographic distribution of queries, etc. There also exist other sources of data about the user experience that could potentially provide richer insight into user preferences while providing data only with the explicit consent of the user. The question that remains is: Are query logs critical to the success of a search engine in satisfying its goals?

In this paper, we review three sources of data in the search engine context. The first source is field studies or supervised lab studies where the user is directly observed and interacted with during the course of a search task. The second source of data is a panel of users with instrumentation or other passive observation technology installed on their computer. The third source is aggregated query logs created by user transactions with a search engine. We demonstrate that, although there is significant and

Event	Load Title
Navigate	Soul Asylum - Google Search
Navigate	SoulAsylum.net (http://www.soulasylum.net/)
Back	Soul Asylum - Google Search
Navigate	Soul Asylum: News (http://www.soulasylum.com/...)
URL Entry	(http://www.soulasylum.com/)
Navigate	SonyMusicStore: Soul Asylum (http://www.sonymusicstore.com/...)
Back	Soul Asylum: News (http://www.soulasylum.com/...)
Back	Soul Asylum - Google Search
Forward	Soul Asylum: News (http://www.soulasylum.com/...)
Back	Soul Asylum - Google Search
Navigate	Soul Asylum - Google Search
Navigate	Soul Asylum's Pimer waiting for word on home - Katrina hits entertainment (http://www.MSNBC.com/...)

Table 2: Browser side logs record for [soul asylum] searcher in Keynote study.

What's in a Query Log

Query Log

Query1, ts1, IP adr1, lang1, cookie1/userid1
Query2, ts2, IP adr2, lang2, cookie2/userid2
...
QueryN, tsN, IP adrN, langN, cookieN/useridN

Session Record

Temporal Values (e.g., Day, Week, Month, and Year)

Geographical Values (e.g., City, Region, and Country)

Language Value (e.g., English)

<q>Query String A</q>

<q>Query String B</q>

⋮

<q>Query String Z</q>

Session Record

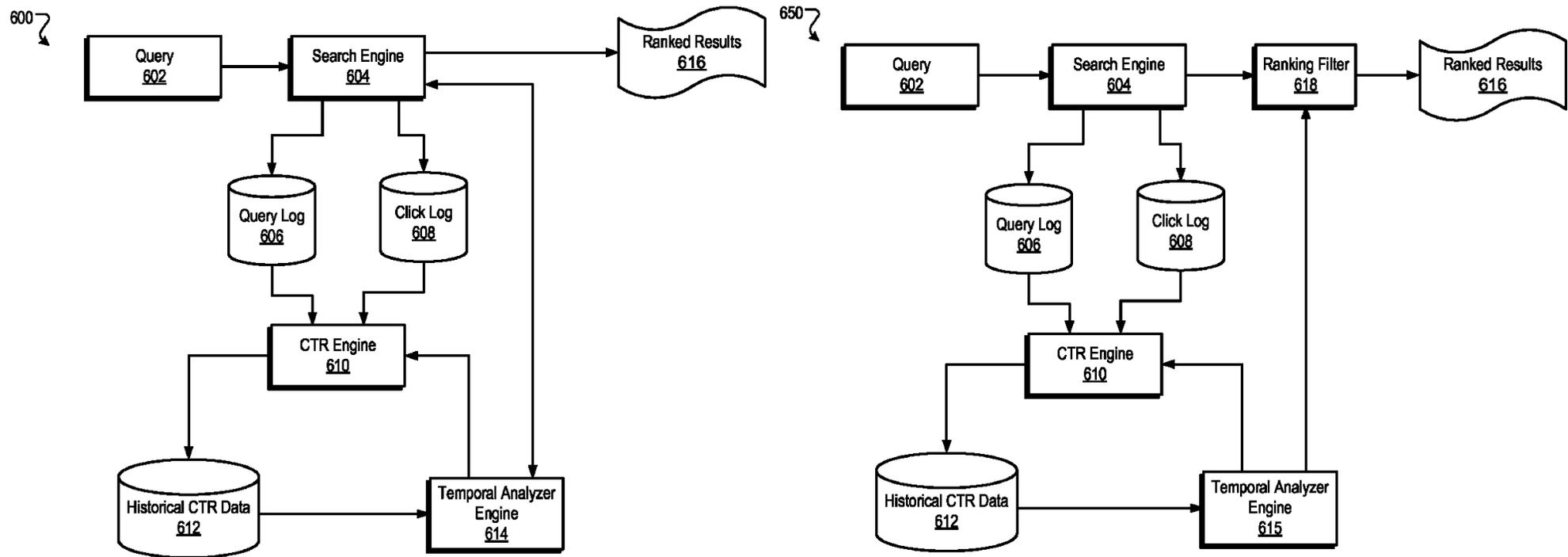
Cookie/userid, IP adr, lang
QueryA, tsA
QueryB, tsB
...
QueryZ, tsZ

Source: Systems and methods for generating statistics from search engine query logs

QUERY LOGS *ARE* NOISY

Fourth, query logs are noisy, since they include everything, including robots, spam, data outages, recording errors, etc. Using intelligent filters can reduce that noise, but filters are often based on a set of heuristics, with varying degrees of accuracy and stringency (it is often a question of over-filtering vs. under-filtering).

Time Based Ranking Patent Says they do



Machine Learning Response Variable

Is Dwell Time a Google Ranking Factor?

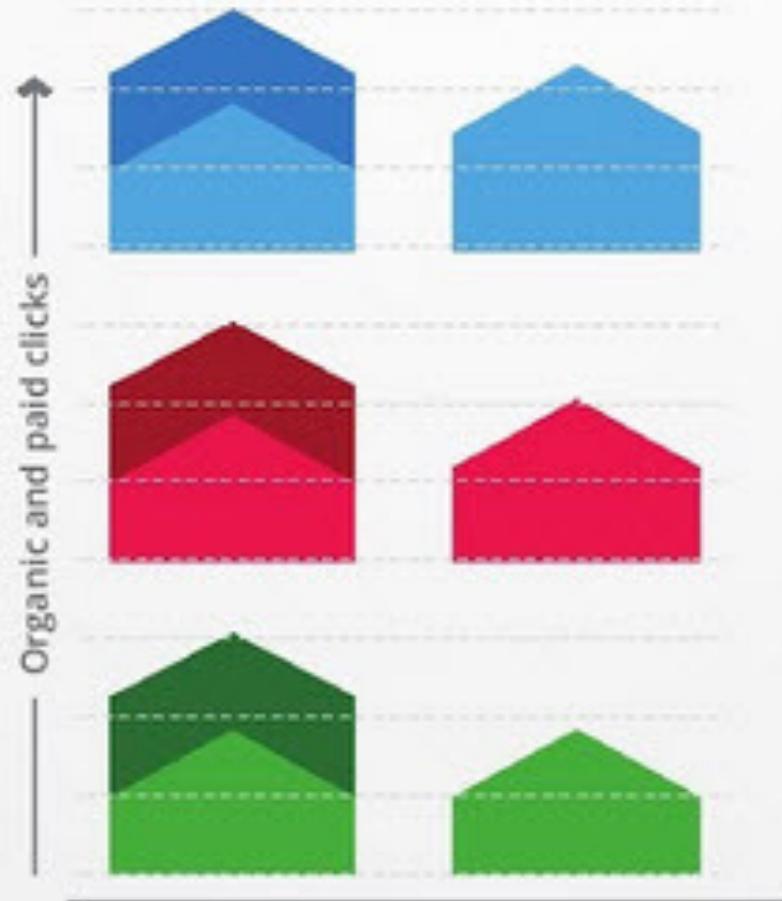
Right now, there's no official statement from Google on whether dwell time is, or isn't, a ranking factor.

But, in late-2017, the head of [Google Brain](#), Nick Frost, said [this](#) at a conference:

“Google is now integrating machine learning into [the process of figuring out what the relationship between a search and the best page for that search is]. So then training models on when someone clicks on a page and stays on that page, when they go back or when they and trying to figure out exactly on that relationship.

Nick Frost, Head of Google Brain

2 How does the incrementality of the ad clicks vary with the rank of advertiser's organic results?



50%

For associated search results in top rank, the study shows that 50% of the ad clicks are incremental.

Organic Clicks | Paid Clicks

82%

For associated search results in rankings 2-4, 82% of the ad clicks are incremental.

Organic Clicks | Paid Clicks

96%

For associated search results with rankings 5 and higher, 96% of the ad clicks are incremental.

Organic Clicks | Paid Clicks

Integrated Search is the way to influence this

The incrementality numbers we reported are based on their own accounts

Old Spice | Body Wash, Deodorant and Other Man Fresheners

<https://oldspice.com/en>

Discover legendary products for men: deodorants, antiperspirants and fragrances. Old Spice - improve your mansmells.

Aqua Reef Red Zone Deodorant - Old Spice

<https://oldspice.com/en/content/aqua> ▼

★★★★★ Rating: 4.1 - 77 reviews

Discover Aqua Reef Deodorant by Old Spice which destroys all odor. Take your masculinity to the next level.

Compelling meta descriptions

AdWords

Search Console

SEMRush

Keyword Portfolio Analytics

Business Rules

Keyword	Search Volume	Clicks	Impressions	CTR	CPC	Avg Position	Conversion	CPA	Conv%	Landing Page	Clicks	Impressions	CTR	Avg Position	Keyword Difficulty	Persona	Need State	Keyword Set	Landing Page	LP Conv %	LP STATUS	PPC Status	SEO Status
southwest credit card	90500	5125	16913	30.30%	2.12	4.8	4.8	\$1,225.36	3.75%	4 https://creditca	26245	89233	29.41%	76	5 All	Awareness Action	Branded Search	https://creditca	22.50%	IMPROVE	INCREASE	DEFER	
southwest	5000000	414584	953543	43.48%	0.22	4.8	4.8	\$183.48	22.50%	8 https://creditca	1400000	4760000	29.41%	74	1 All	Awareness Action	Branded Search	https://creditca	7.50%	IMPROVE	INCREASE	DEFER	
southwest airlines	6120000	408192	938842	43.48%	0.53	3.2	833	\$259.70	7.50%	3 https://creditca	1407600	7178760	19.61%	81	8 Talented Theresa	Desire	Travel Credit	https://creditca	22.50%	OK	INCREASE	DEFER	
ucard	74000	13112	56382	23.26%	0.6	3.2	13	\$589.20	3.75%	10 https://ucard.c	9620	49062	19.61%	74	3 Talented Theresa	Desire	Cash Back Cr	https://ucard.c	7.50%	OK	INCREASE	DEFER	
chae	40500	11568	26606	43.48%	0.73	1.6	12	\$693.50	15.00%	7 https://www.ch	4860	16524	29.41%	87	3 Talented Theresa	Desire	Cash Back Cr	https://www.ch	7.50%	IMPROVE	OK	DEFER	
auto loan calculator	4500000	76115	403410	18.87%	1.52	4.8	84	\$1,374.08	22.50%	5 https://www.ch	31500	107100	29.41%	81	5 All	Action	Branded Search	https://www.ch	15.00%	IMPROVE	INCREASE	DEFER	
cahse	22200	6005	13812	43.48%	0.65	1.6	12	\$320.45	7.50%	2 https://www.ch	1554	5283.6	29.41%	85	2 All	Action	Branded Search	https://www.ch	22.50%	IMPROVE	OK	DEFER	
chse	22200	989	4253	23.26%	0.58	1.6	1	\$486.04	2.50%	10 https://www.ch	1554	5283.6	29.41%	90	1 All	Action	Branded Search	https://www.ch	5.00%	OK	OK	DEFER	
credit cards	246000	32814	108286	30.30%	7.96	4.8	37	\$7,100.32	5.00%	9 https://creditca	14760	50184	29.41%	78	4 All	Awareness	Branded Search	https://creditca	22.50%	OK	INCREASE	DEFER	
home equity line of credit	33100	8742	37591	23.26%	17.94	4.8	19	\$8,090.94	5.00%	3 https://www.ch	1986	6752.4	29.41%	83	4 All	Awareness	Branded Search	https://www.ch	7.50%	IMPROVE	INCREASE	DEFER	
amazon visa	18100	5796	19127	30.30%	0.5	4.8	7	\$425.50	2.50%	10 https://www.ch	905	3077	29.41%	92	2 Talented Theresa	Desire	Travel Credit	https://www.ch	7.50%	IMPROVE	INCREASE	DEFER	
southwest airlines credit card	18100	617	2653	23.26%	1.74	1.6	1	\$1,212.78	15.00%	9 https://creditca	905	3077	29.41%	78	2 Talented Theresa	Desire	Travel Credit	https://creditca	7.50%	OK	OK	DEFER	
amazon credit card	201000	24593	105750	23.26%	0.76	3.2	50	\$372.40	7.50%	9 https://www.ch	10050	51255	19.61%	87	8 Talented Theresa	Desire	Travel Credit	https://www.ch	7.50%	IMPROVE	INCREASE	DEFER	
southwest visa	14800	838	3603	23.26%	1.14	4.8	1	\$906.30	5.00%	3 https://creditca	592	3019.2	19.61%	75	1 Talented Theresa	Desire	Cash Back Cr	https://creditca	2.50%	OK	INCREASE	DEFER	
marriott	1220000	81889	434012	18.87%	0.79	4.8	152	\$425.02	11.25%	7 https://creditca	48800	165920	29.41%	7	1 Talented Theresa	Desire	Cash Back Cr	https://creditca	7.50%	IMPROVE	INCREASE	PURSUE	
car loan calculator	368000	80709	185631	43.48%	1.44	3.2	696	\$167.04	7.50%	5 https://www.ch	14720	75072	19.61%	81	3 Talented Theresa	Desire	Travel Credit	https://www.ch	7.50%	OK	INCREASE	DEFER	
mazda capital services	12100	3825	8798	43.48%	6.77	4.8	13	\$2,058.08	5.00%	4 https://www.ch	363	1851.3	19.61%	69	8 All	Awareness Action	Branded Search	https://www.ch	7.50%	OK	INCREASE	DEFER	
home value estimator	18100	3732	12316	30.30%	2.05	3.2	9	\$875.35	15.00%	1 https://www.ch	543	2769.3	19.61%	82	3 Talented Theresa	Desire	Travel Credit	https://www.ch	3.75%	IMPROVE	INCREASE	DEFER	
credit card	90500	4854	25726	18.87%	7.96	3.2	6	\$6,909.28	7.50%	3 https://creditca	2715	9231	29.41%	85	5 Talented Theresa	Desire	Travel Credit	https://creditca	15.00%	IMPROVE	INCREASE	DEFER	
amazon rewards card	9900	3232	10666	30.30%	2.02	1.6	4	\$1,527.12	11.25%	3 https://www.ch	297	1514.7	19.61%	90	2 Techy Timmy	Desire	Branded Search	https://www.ch	7.50%	IMPROVE	OK	DEFER	
chaswe	9900	286	944	30.30%	0.9	1.6	1	\$369.00	7.50%	4 https://www.ch	297	1514.7	19.61%	88	3 All	Action	Branded Search	https://www.ch	22.50%	IMPROVE	OK	DEFER	
chasr	9900	2295	7574	30.30%	1.24	4.8	3	\$980.84	7.50%	2 https://www.ch	297	1514.7	19.61%	88	1 All	Awareness Action	Branded Search	https://www.ch	7.50%	OK	INCREASE	DEFER	
marriott credit card	14800	1151	4949	23.26%	0.48	4.8	1	\$414.72	15.00%	9 https://creditca	296	1509.6	19.61%	83	3 Talented Theresa	Desire	Branded Search	https://creditca	7.50%	IMPROVE	INCREASE	DEFER	
jp morgan	135000	16909	38891	43.48%	1.96	1.6	95	\$348.88	15.00%	1 https://jpmorga	2700	9180	29.41%	8	1 Talented Theresa	Interest	Credit Card C	https://jpmorga	5.00%	OK	OK	DEFER	
subaru motors finance	8100	1301	5594	23.26%	2.72	3.2	3	\$1,379.04	11.25%	1 https://www.ch	162	826.2	19.61%	69	2 All	Action	Branded Search	https://www.ch	7.50%	OK	INCREASE	DEFER	
mortgage affordability calculator	12100	2067	10955	18.87%	1.2	4.8	2	\$1,058.40	22.50%	6 https://www.ch	242	1234.2	19.61%	81	1 Talented Theresa	Desire	Branded Search	https://www.ch	11.25%	IMPROVE	INCREASE	DEFER	
vbase	6600	1691	3889	43.48%	1.14	1.6	4	\$476.52	7.50%	6 https://www.ch	132	448.8	29.41%	90	1 Talented Theresa	Desire	Mastercard C	https://www.ch	7.50%	IMPROVE	OK	DEFER	
hyatt credit card	9900	1369	7256	18.87%	1.09	3.2	2	\$786.98	15.00%	10 https://creditca	99	504.9	19.61%	80	4 Talented Theresa	Desire	Travel Credit	https://creditca	22.50%	OK	INCREASE	DEFER	
u card	9900	1331	4392	30.30%	3.16	3.2	3	\$1,248.20	22.50%	9 https://ucard.c	99	504.9	19.61%	74	6 Talented Theresa	Action	Cash Back Cr	https://ucard.c	7.50%	IMPROVE	INCREASE	DEFER	
mazda finance	9900	2480	10664	23.26%	3.46	4.8	7	\$1,221.38	3.75%	9 https://www.ch	99	504.9	19.61%	61	8 Talented Theresa	Action	Cash Back Cr	https://www.ch	11.25%	IMPROVE	INCREASE	DEFER	
quickpay	9900	2142	4927	43.48%	3.84	3.2	20	\$410.88	7.50%	10 https://www.ch	99	504.9	19.61%	65	7 Talented Theresa	Desire	Branded Search	https://www.ch	22.50%	IMPROVE	INCREASE	DEFER	
terms of use	9900	2342	12413	18.87%	1.31	3.2	6	\$499.11	3.75%	5 https://www.ch	99	504.9	19.61%	85	7 All	Action	Branded Search	https://www.ch	5.00%	OK	INCREASE	DEFER	
routing number	90500	25110	133083	18.87%	2.63	3.2	67	\$988.88	15.00%	7 https://www.ch	905	4615.5	19.61%	76	8 All	Awareness	Branded Search	https://www.ch	22.50%	OK	INCREASE	PURSUE	
amazon credit card login	49500	11094	36610	30.30%	0.96	4.8	30	\$360.00	7.50%	10 https://www.ch	495	1683	29.41%	80	5 All	Awareness	Branded Search	https://www.ch	7.50%	IMPROVE	INCREASE	DEFER	
chasw	5400	1557	8252	18.87%	0.67	1.6	7	\$147.40	15.00%	1 https://www.ch	54	275.4	19.61%	88	5 All	Awareness	Branded Search	https://www.ch	2.50%	OK	OK	DEFER	
chaes	5400	585	1346	43.48%	0.78	3.2	1	\$316.68	3.75%	7 https://www.ch	54	275.4	19.61%	88	3 All	Action	Branded Search	https://www.ch	7.50%	OK	INCREASE	DEFER	
subaru finance	5400	877	2894	30.30%	2.23	1.6	5	\$421.47	7.50%	1 https://www.ch	54	275.4	19.61%	64	3 All	Action	Branded Search	https://www.ch	5.00%	OK	OK	DEFER	
how much house can i afford	135000	33079	142240	23.26%	0.4	3.2	105	\$126.00	11.25%	6 https://www.ch	1350	6885	19.61%	85	3 All	Action	Branded Search	https://www.ch	7.50%	OK	INCREASE	DEFER	
direct deposit form	8100	2561	13573	18.87%	1.69	4.8	4	\$986.96	7.50%	7 https://www.ch	81	413.1	19.61%	7	9 All	Action	Branded Search	https://www.ch	5.00%	OK	INCREASE	DEFER	
amazon com rewards visa card	8100	1890	6237	30.30%	3.04	4.8	4	\$1,516.96	11.25%	4 https://www.ch	81	275.4	29.41%	91	2 Talented Theresa	Desire	Travel Credit	https://www.ch	7.50%	IMPROVE	INCREASE	DEFER	
ihg credit card	8100	2187	11591	18.87%	0.46	3.2	5	\$218.50	5.00%	4 https://creditca	81	275.4	29.41%	83	1 Talented Theresa	Desire	Branded Search	https://creditca	7.50%	IMPROVE	INCREASE	DEFER	
ultimate rewards	8100	2455	10557	23.26%	0.99	1.6	4	\$631.62	2.50%	9 https://www.ch	81	275.4	29.41%	80	1 Talented Theresa	Action	Cash Back Cr	https://www.ch	7.50%	OK	OK	DEFER	
ihg card	8100	80	184	43.48%	0.47	3.2	1	\$48.88	5.00%	9 https://creditca	81	413.1	19.61%	80	6 Talented Theresa	Desire	Cash Back Cr	https://creditca	3.75%	IMPROVE	INCREASE	DEFER	

Integrated Search is all about combining data from both channels...

TIE TOGETHER ANYTHING RELEVANT ON THE KEYWORD LEVEL

KEYWORD
PORTFOLIO DATA

SEARCH CONSOLE DATA

SEARCHMETRICS DATA

SEMRUSH
DATA

CRM DATA

LANDING PAGE
ANALYTICS DATA

ADWORDS DATA

DEVELOP A SERIES OF BUSINESS RULES

if (Organic Impressions + Paid Impressions) < .3(Search Volume) and LP Conv% > Avg LP Conv% then Increase Bids.

If (LP Conv% > Baseline Conversion Rate) & Keyword Difficulty < 50 then Increase SEO Effort

If (LP Conv% < Baseline Conversion Rate) and QS < Avg QS then Improve Landing Page

If Organic Ranking > 10 and Paid Ranking < 1 and LP Conv% > Baseline Conversion Rate then Increase SEO Effort

If Organic Landing Page != Paid Landing Page and Paid Landing Page has a high QS then optimize your internal linking structure

IF Need State = Action and LP Conv% < Avg LP Conv% then Improve Landing Page

Structured Data

**Cross-Google Experience**

Google Now

Gmail Actions

Answers in Search

Tutorials

Embed Schemas in Emails

Send Test Emails Using Apps Script

Trigger Google Now Cards by Email

Schema Formatting[JSON-LD](#)

Microdata

DateTime Formatting

Schema.org Proposals

Test Your Schemas

Overview

Markup Helper

Markup Tester

JSON-LD



[JSON-LD](#) is an easy-to-use JSON-based linked data format that defines the concept of `context` to specify the vocabulary for types and properties. Gmail supports [JSON-LD data embedded in HTML documents](#) with the `@context` of `schema.org`, as in the following example:

```
<script type="application/ld+json" >
{
  "@context": "http://schema.org",
  "@type": "Person",
  "name": "John Doe",
  "jobTitle": "Graduate research assistant",
  "affiliation": "University of Dreams",
  "additionalName": "Johnny",
  "url": "http://www.example.com",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "1234 Peach Drive",
    "addressLocality": "Wonderland",
    "addressRegion": "Georgia"
  }
}
</script>
```



Note: the
http://

The full specifica
[Schema Validato](#)

Structured Data is not just this.



skratch whitepaper



All

Shopping

Images

News

Videos

More

Settings

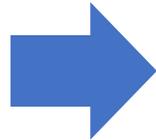
Tools

About 16,600 results (0.52 seconds)

Cryptocurrency for Music and Media | Skratch Whitepaper

<https://www.undergroundhiphop.com/skratch/white-paper> ▼

The **Skratch** marketplace, run on the Ethereum blockchain, allows anyone to buy, sell, and trade music products securely. Learn how the protocol works.



Target Token Sale Amount: \$39,000,000

Max number of Tokens created (Cap): 8,000,0...

Max number of sold Tokens (Cap): 4,000,000

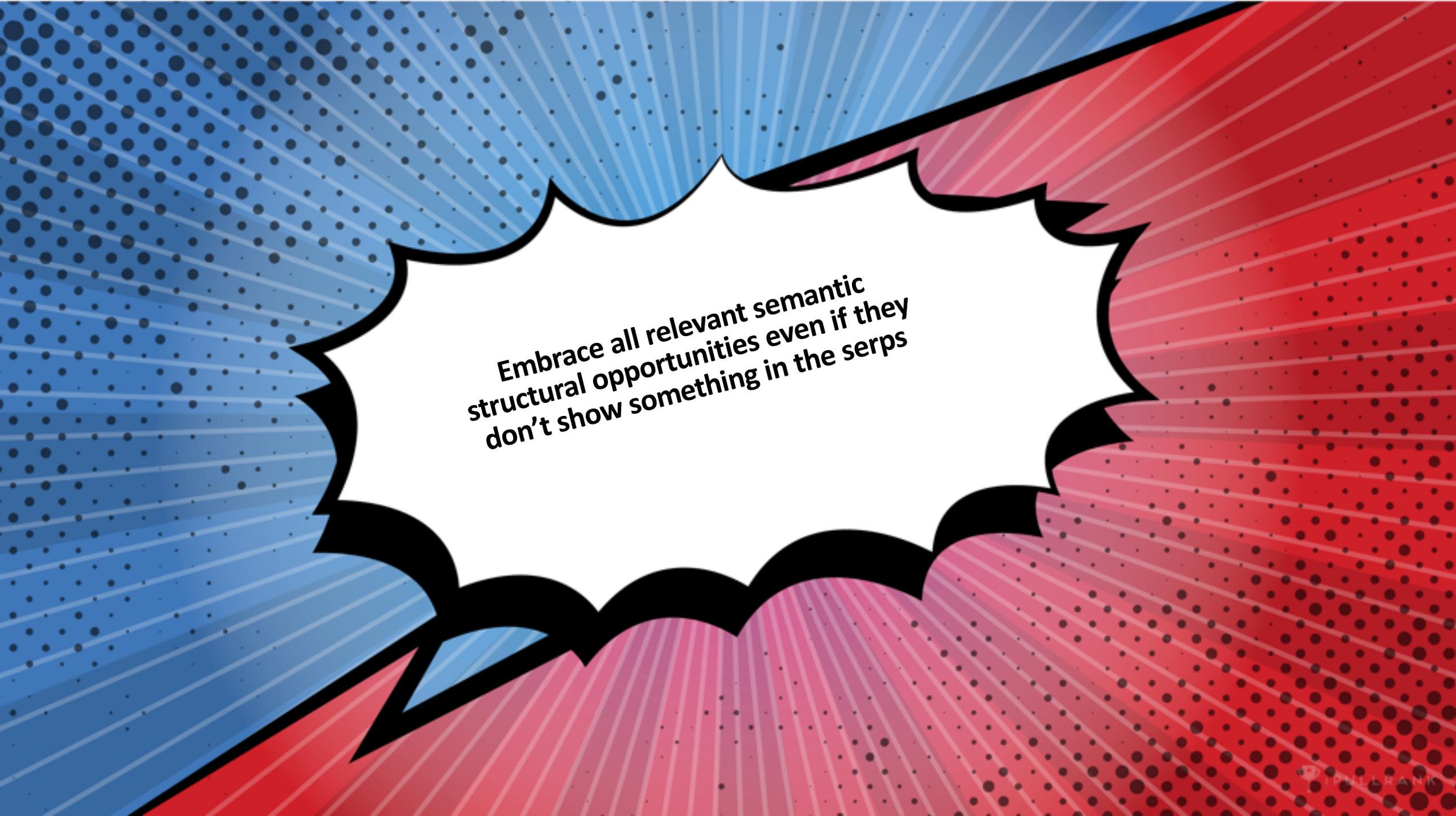
Maximum available Tokens at presale: No cap

What kinda serp feature is that?

Token Sale Overview

Target Token Sale Amount	\$39,000,000
Max number of sold Tokens (Cap):	4,000,000
Max number of Tokens created (Cap):	8,000,000
Sales geography	Skratch Tokens are not being offered or distributed to, as well as cannot be resold in a country or territory where transactions with digital Tokens are prohibited or in any manner restricted by applicable laws or regulations.
Token price at Pre-Sale	0.0333 ETH (Subject to change based on fluctuations of the price of ETH)
Token Distribution	4,000,000 (50%) Tokens will be created for sale, 3,200,000 (40%) Tokens will be created and retained for the community and 800,000 (10%) will be retained for Skratch's team.
Website	ughh.com/skratch
Payment methods	Ethereum (ETH), Bitcoin (BTC) and United States Dollars (USD)
Pre-sale Details	We are running a pre-sale from 12/30/2017 through 3/1/2018 and if Tokens remain we'll run an Initial Coin Offering March 1st, 2018 to March 28th, 2018.
Presale start date	December 30th, 2017 12:00PM EST
Presale end date	March 1st, 2018 11:59PM EST
Minimum purchase volume during presale	500 Skratch Tokens
Maximum available Tokens at presale	No cap
Sale start date	March 1st, 2018 12:00PM EST
Sale end date	March 30th, 2018 11:59PM EST (or sooner if the cap is reached)
Token price at Initial Coin Offering	To Be Determined, but at a premium to the pre-sale Token price
Minimum purchase volume per sale	10
Maximum purchase volume per sale	256,000 Skratch Tokens
Initial Token Distribution Date	Tokens will be distributed on April 20th, 2018 at 12:00PM EST just prior to Record Store Day

That's just a table, but The relationships are clear.



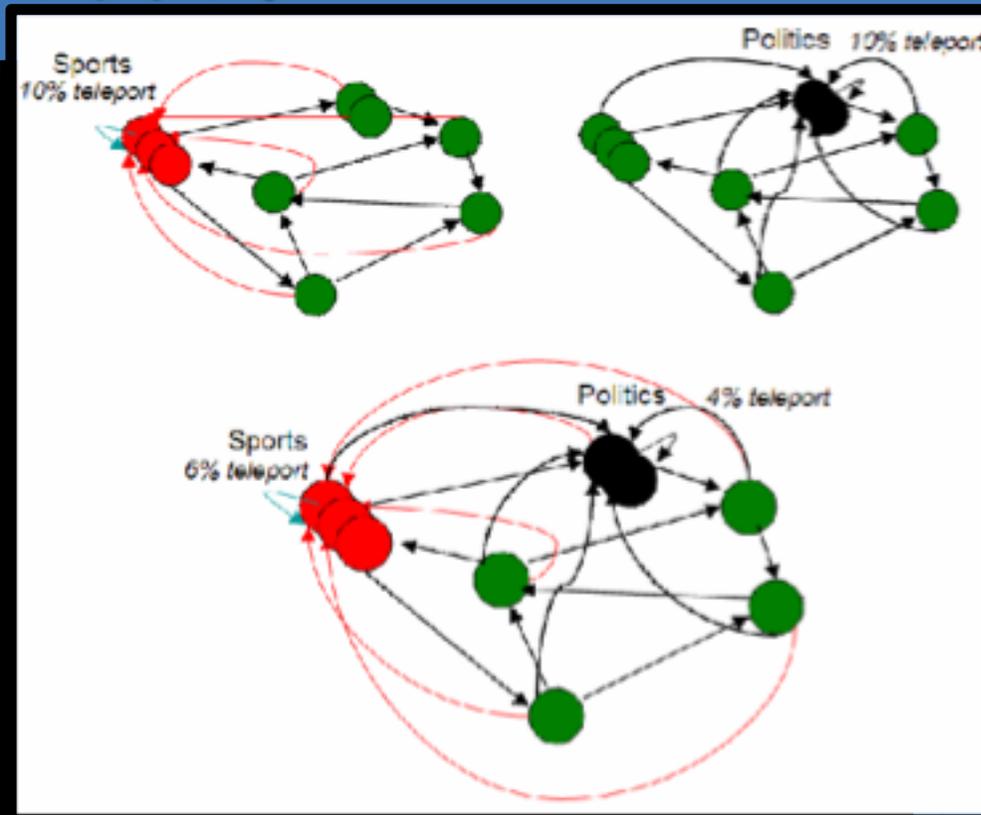
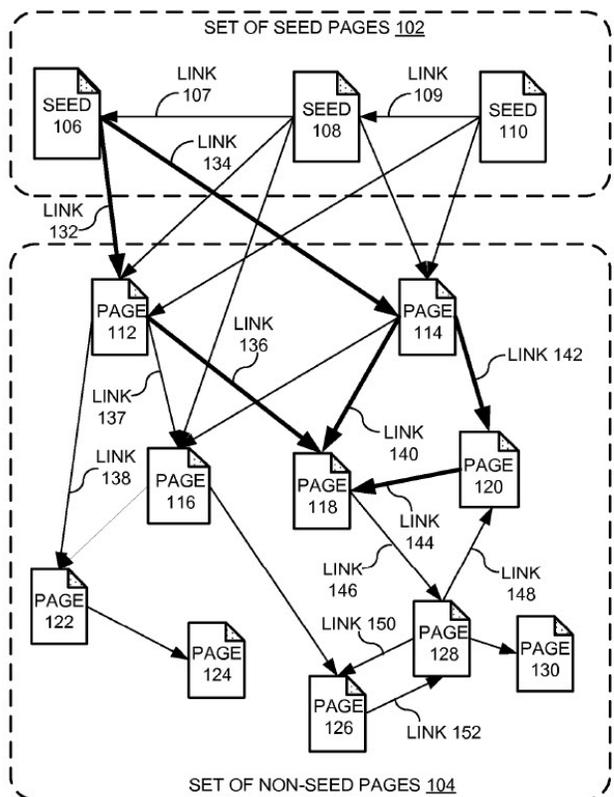
**Embrace all relevant semantic
structural opportunities even if they
don't show something in the serps**



Authority

Pagerank is still the measure, but I wonder if we ever truly understood it.

A LINK-GRAPH STRUCTURE OF WEB PAGES 100



Ranking search results based on anchors

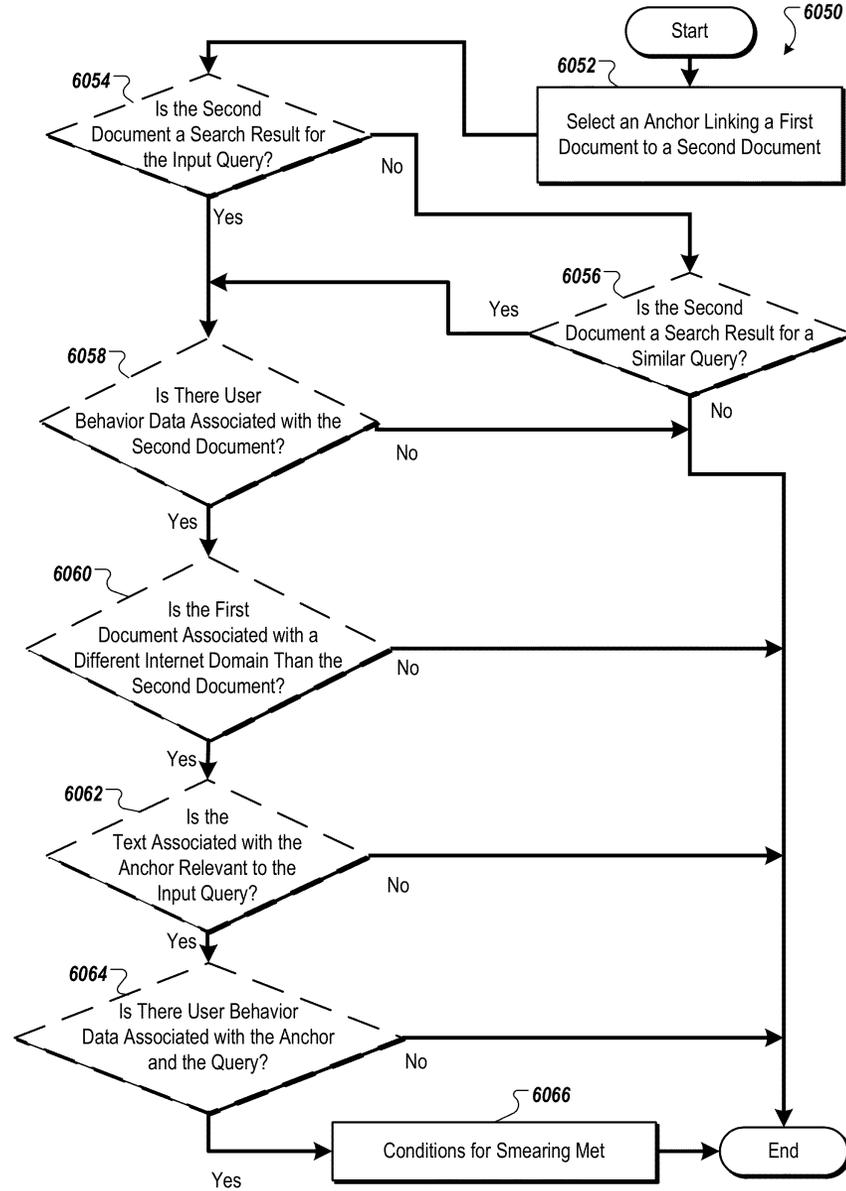


FIG. 6B

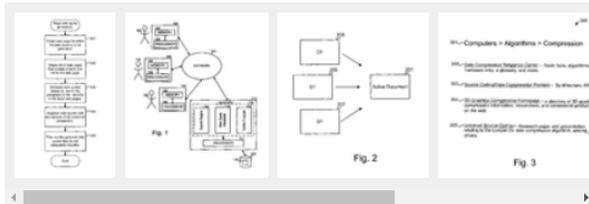
Google generates quotes from the linking page indicating that they want parity on both sides.

Using text surrounding hypertext links when indexing and generating page summaries

Abstract

Web quotes are gathered from web pages that link to a web page of interest. The web quote may include text from the paragraphs that contain the hypertext links to the page of interest as well as text from other portions of the linked web page, such as text from a nearby header. The obtained web quotes may be ranked based on quality or relevance and may then be incorporated into a search engine's document index or into summary information returned to users in response to a search query.

Images (6)



Classifications

[G06F17/30864](#) Retrieval from the Internet, e.g. browsers by querying, e.g. search engines or meta-search engines, crawling techniques, push systems

US8495483B1

US Grant

[Download PDF](#) [Find Prior Art](#)
[Similar](#)

Inventor: Jeffrey A. Dean, Martin Farach-Colton, Sanjay Ghemawat, Benedict Gomes, Georges R. Hank

Current Assignee : Google LLC

Original Assignee: Google LLC

Priority date : 2002-03-13

Family: US (1)

Date	App/Pub Number	Status
2003-03-12	US10386110	Active
2013-07-23	US8495483B1	Grant

Info: [Patent citations \(18\)](#), [Non-patent citations \(11\)](#), [Cited by \(1\)](#), [Legal events](#), [Similar documents](#), [Priority and Related Applications](#)

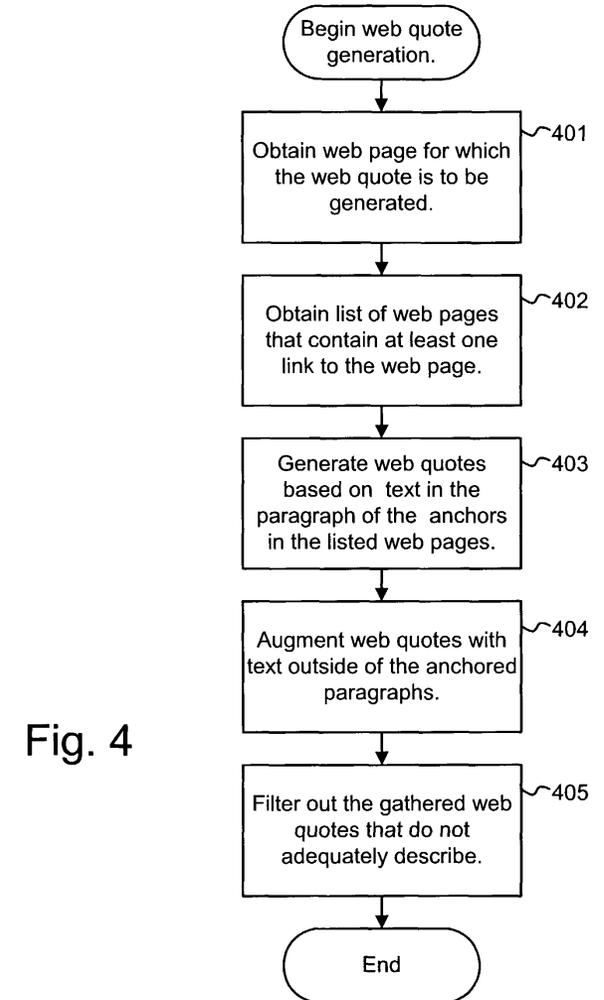
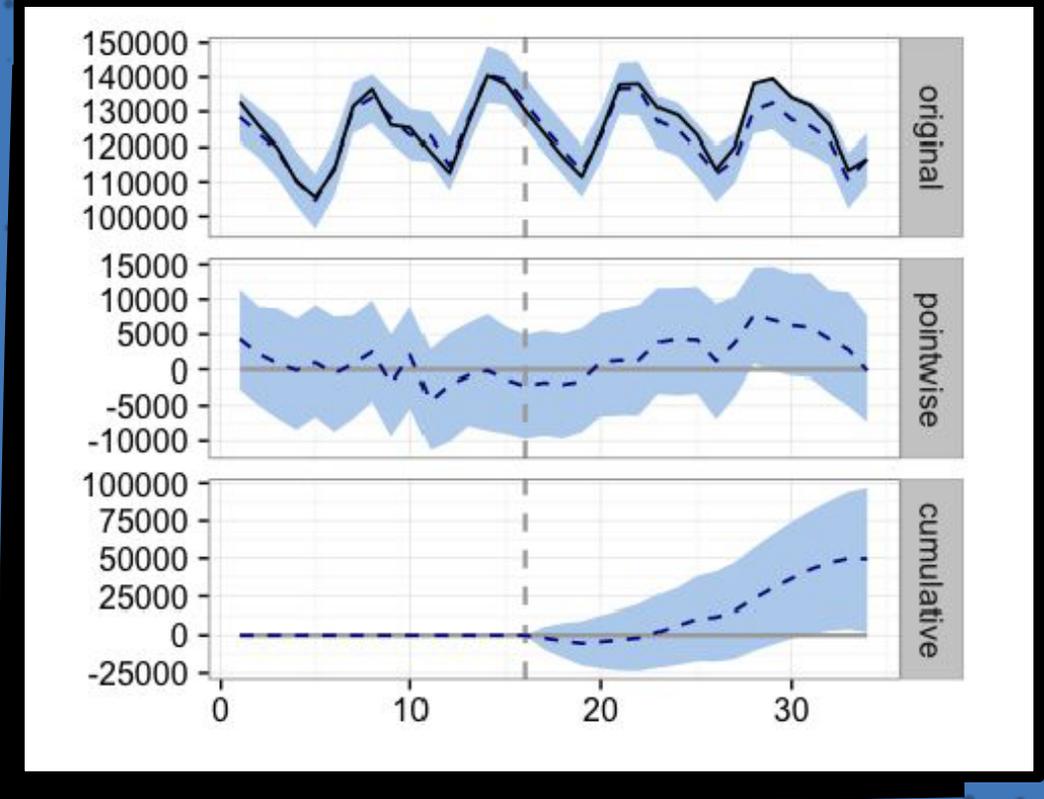
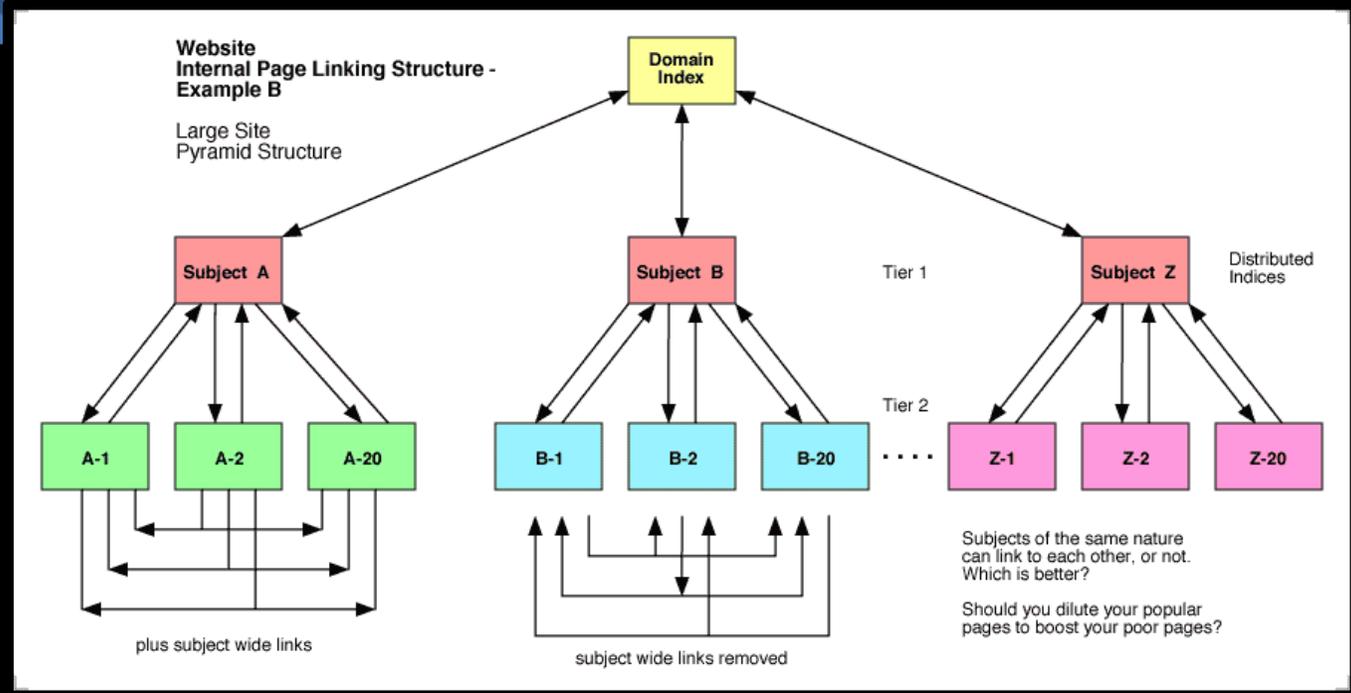
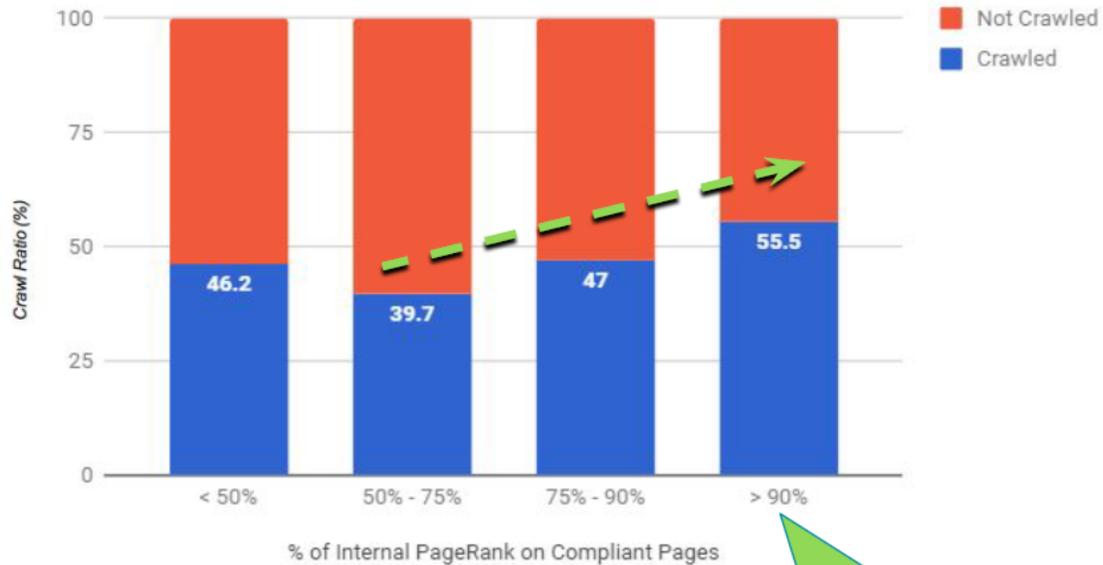


Fig. 4

Internal link building is one of the most valuable things you can do. Especially on large sites.



CRAWL RATIO VS. % OF INTERNAL PAGERANK SPREAD ACROSS COMPLIANT PAGES



better crawl ratio
=
rework your links!

From our past *Experience*

- If compliant pages get more PageRank, their crawl ratio should improve.

From the analysis of the *Dataset*

Confirmation

Pro Tips:

- Don't waste PR with nofollow and noindex tags.
- Crawl ratio ↔ opportunity to improve your links.

More internal links leads to more crawl activity too

Compute Your Internal pagerank in R

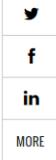
Search Engine Land SEO SEM MOBILE LOCAL RETAIL GOOGLE BING SOCIAL MORE

SUBSCRIBE FOLLOW US

Improve internal linking for SEO: Calculate Internal PageRank

Columnist Paul Shapiro shares his method for how your site might be seen as authoritative by search engines through "internal PageRank."

Paul Shapiro on April 22, 2016 at 11:21 am



Your site architecture — the way you structure your section of your website from your main page — is what search engines are able to navigate your site.

Modern search engines use links to crawl your site. On each link that appears on a page — and on each subsequent page, and so on. The search engine ranks them in their indices.

The screenshot shows the RStudio interface. The top pane displays a data table with two columns: 'url' and 'pr'. The bottom pane shows the R console with the following code:

```
> view(values)
> library("igraph")
> # Swap out path to your screaming Frog All outlink CSV. For windows, remember to change backslashes to forward slashes.
> links <- read.csv("c:/users/mike/documents/ipr-all_outlinks.csv", skip = 1) # CSV path
> # This line of code is optional. It filters out javascript, CSS, and Images. Technically you should keep them in there.
> links <- subset(links, type!="HREF") # optional line. Filter.
> links <- subset(links, Follow=="true")
> links <- subset(links, select=c(Source, Destination))
> g <- graph.data.frame(links)
> pr <- page.rank(g, algo = "prpack", vids = V(g), directed = TRUE, damping = 0.85)
> values <- data.frame(pr=vector)
> values$names <- rownames(values)
> row.names(values) <- NULL
> values <- values[(2,1)]
> names(values)[1] <- "url"
> names(values)[2] <- "pr"
> # Swap out 'domain' and 'com' to represent your website address.
> values <- values[grepl("https?://\\/(\\.\\.\\.)*ipullrank\\.com.*", values$url)] # Domain filter.
> # Replace with your desired filename for the output file.
> write.csv(values, file = "c:/users/mike/documents/ipr-output-pagerank.csv") # output file.
>
```

BOTIFY

10,000,000 URLs found

Select Columns

Export as CSV



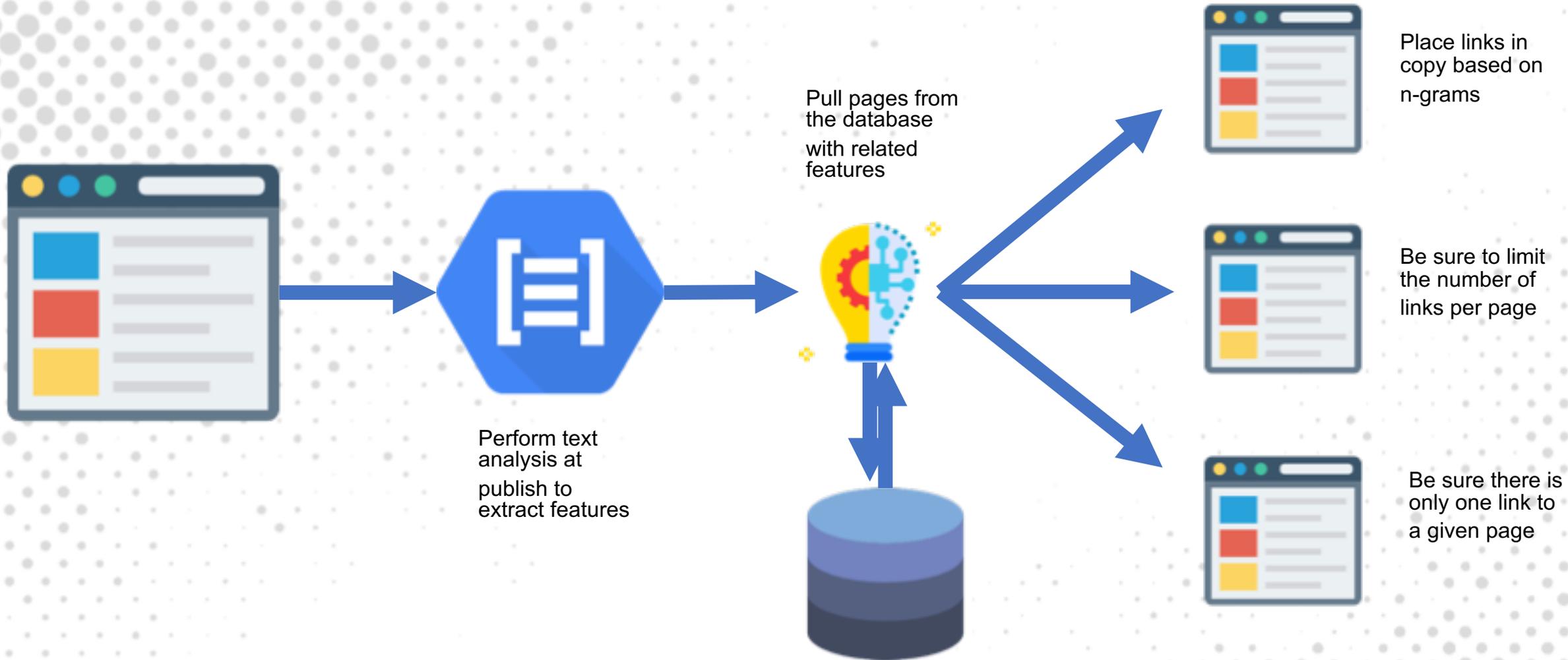
Showing 1 to 50 of 10,000,000 entries

Previous

Next

URL Card	Internal Pagerank	Internal Pagerank Position	Raw Internal Pagerank	No. of Internal Inlinks (From Distinct URLs)
	9.7	16	0.003420019335	9,797,401
	9.5	33	0.001961163946	9,795,836
	9.5	32	0.001962590444	9,880,723
	5.9	20,709	0.000000563729	9,271,248
	9.5	235	0.001858205871	9,795,866

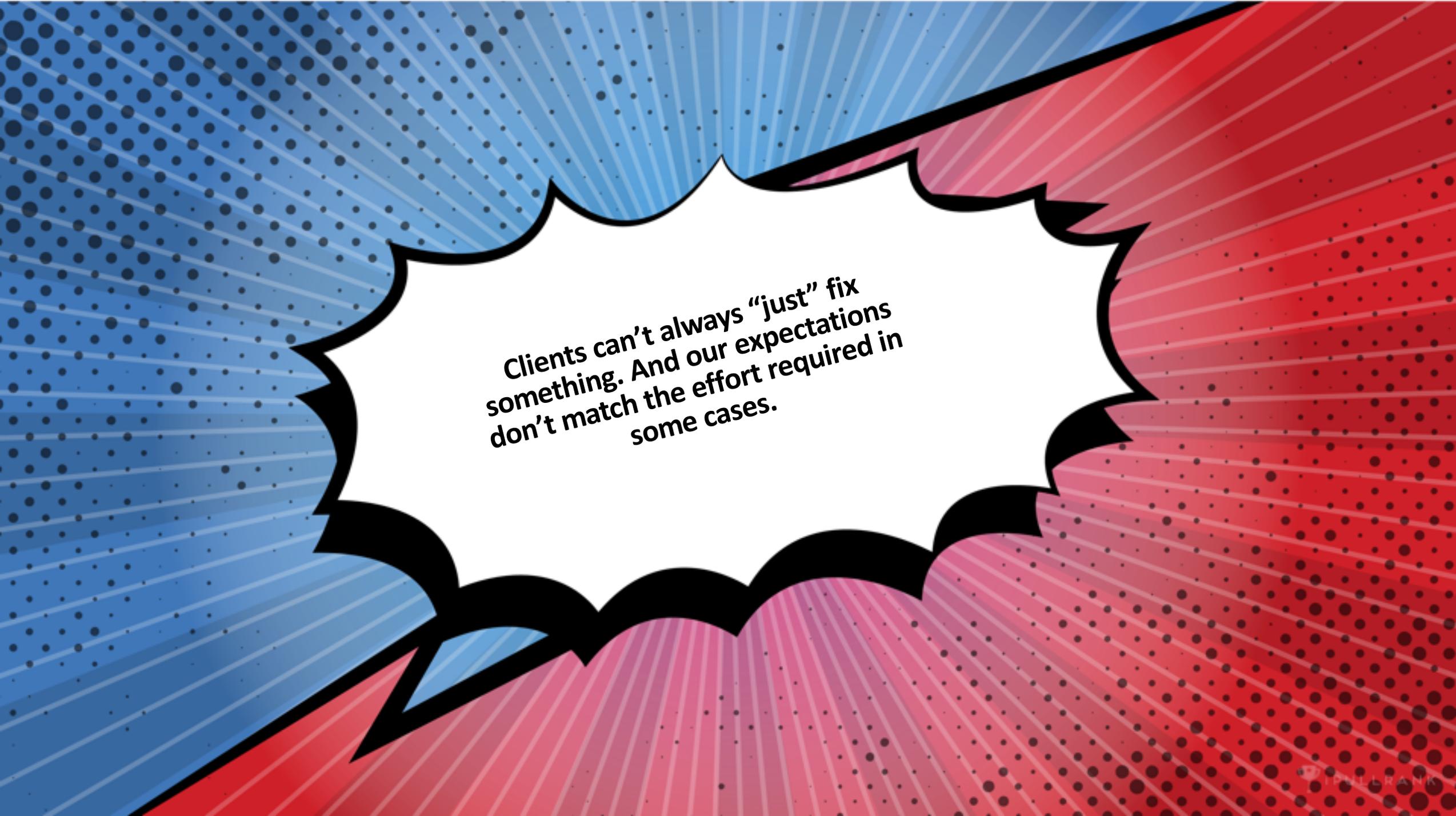
Or get you an SEO tool that can do it.



Here's An algorithmic Approach to Generating the best internal linking Structure

You Don't know Seo implementation

You don't know how implementation happens



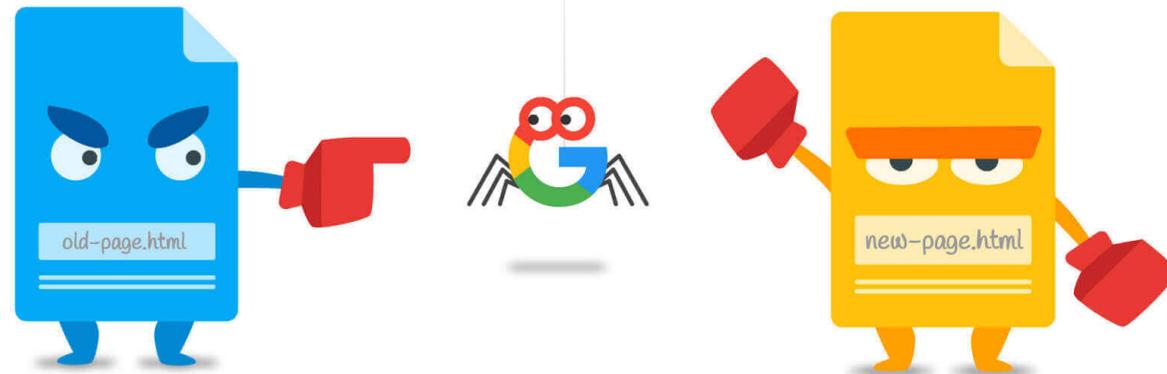
Clients can't always "just" fix something. And our expectations don't match the effort required in some cases.

Http Header Changes

```
× Headers Preview Response Cookies Timing
Request URL: http://localhost/drupal-7/user
Request Method: GET
Status Code: 200 OK
▶ Request Headers (10)
▼ Response Headers view source
Cache-Control: no-cache, must-revalidate, post-check=0, pre-check=0
Connection: Keep-Alive
Content-Language: en
Content-Type: text/html; charset=utf-8
Date: Thu, 17 Oct 2013 10:43:04 GMT
ETag: "1382006584"
Expires: Thu, 17 Oct 2013 10:53:04 +0000
Keep-Alive: timeout=5, max=100
Last-Modified: Thu, 17 Oct 2013 10:43:04 +0000
Server: Apache/2.2.23 (Unix) mod_ssl/2.2.23 OpenSSL/0.9.8y DAV/2 PHP/5.4.10
Transfer-Encoding: chunked
X-Frame-Options: SAMEORIGIN
X-Generator: Drupal 7
X-Powered-By: PHP/5.4.10
```

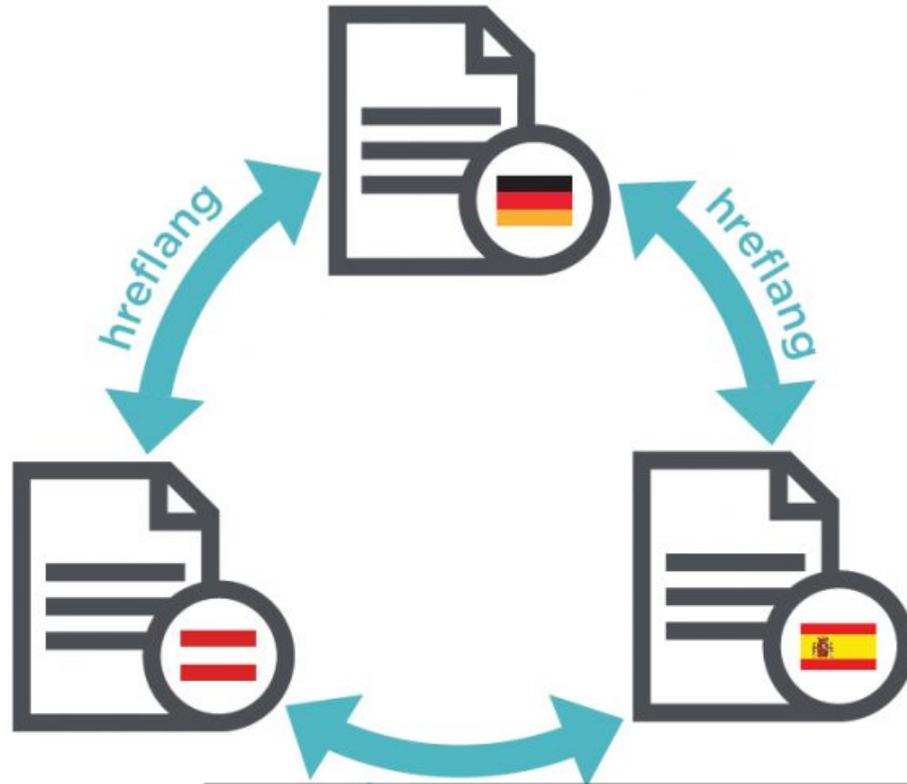
http headers can be governed by the server or the application

Redirects



redirects can be governed by the server or the application

Hreflang



Managing hreflang requires a data structure of url relationships

Internal Linking Structure

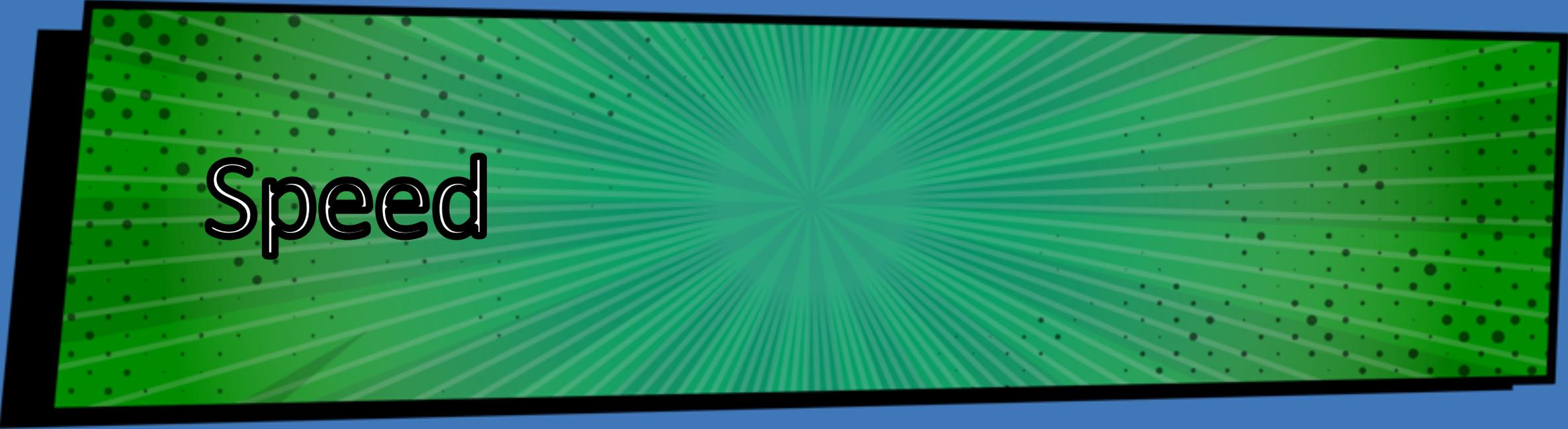


Often Requires sitewide adjustments

Xml Sitemaps



Generating sitemaps requires a data structure of urls and their features.



Speed

Speed your Site up!

Google has aggressive speed expectations

Of course, google uses speed in its scoring function

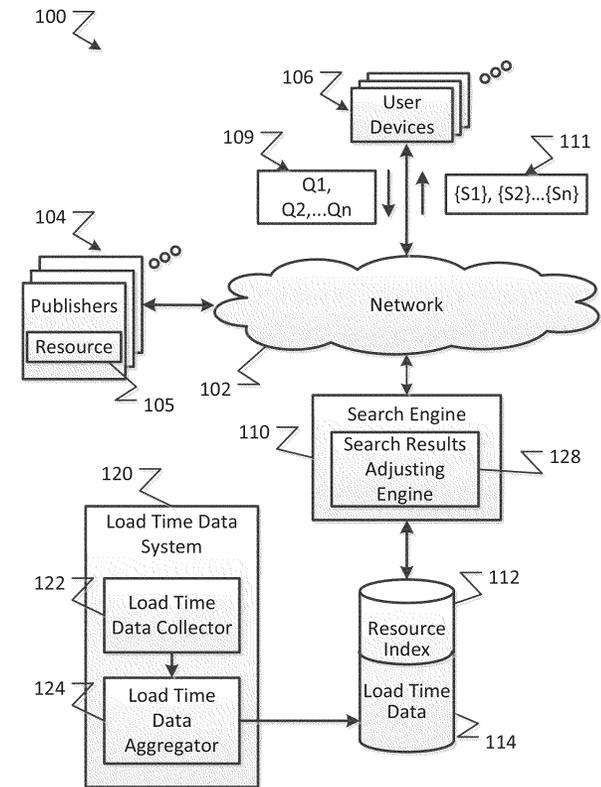
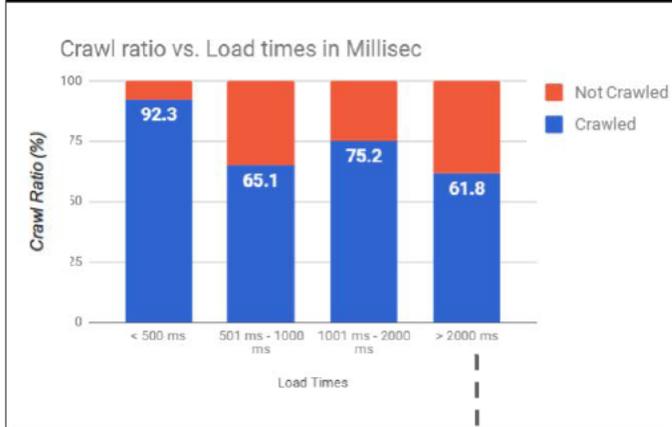


FIG. 1

LESS THAN 10K PAGES



Limited
impact

MORE THAN 10K PAGES



Dramatic
impact

From our past *Experience*

- With higher average load time, crawl ratio should decrease.

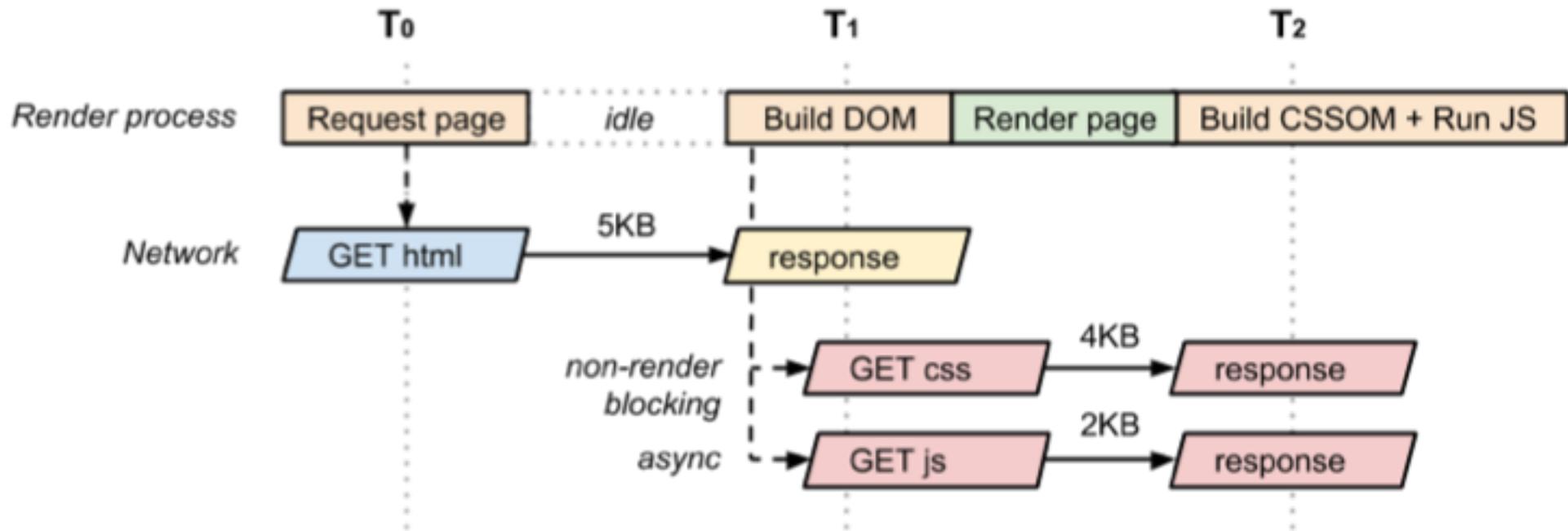
From the analysis of the *Dataset*

New learnings!

- Small websites ↔ Low impact of load times
- Big websites ↔ Huge impact of load times

Botify's findings indicate big sites get crawled more when they are fast

Critical rendering Path



We look to enforce it via the critical rendering path

Optimization Suggestions

Eliminate render-blocking JavaScript and CSS in above-the-fold content

Your page has 2 blocking script resources and 2 blocking CSS resources. This causes a delay in rendering your page.

None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.

[Remove render-blocking JavaScript:](#)

<https://moz.com/svc/forged/api.js>

<https://assets.adobedtm.com/...7bd86922f7d6176087448ae61214793df0fe2.js>

[Optimize CSS Delivery](#) of the following:

<https://d2eeiprcrdle6.cloudfront.net/assets/dist/styles/moz-7dd6d099.min.css>

<https://moz.com/...globalnav/1.4.1/styles/globalnav.min.css>

[Hide details](#)

Leverage browser caching

[Show how to fix](#)

Enable compression

[Show how to fix](#)

Minify JavaScript

[Show how to fix](#)

Optimizations Already Present

[Show details](#)

Download optimized [image](#), [JavaScript](#), and [CSS resources](#) for

The speed data is updated on a daily basis, and the optimizations are running the test.

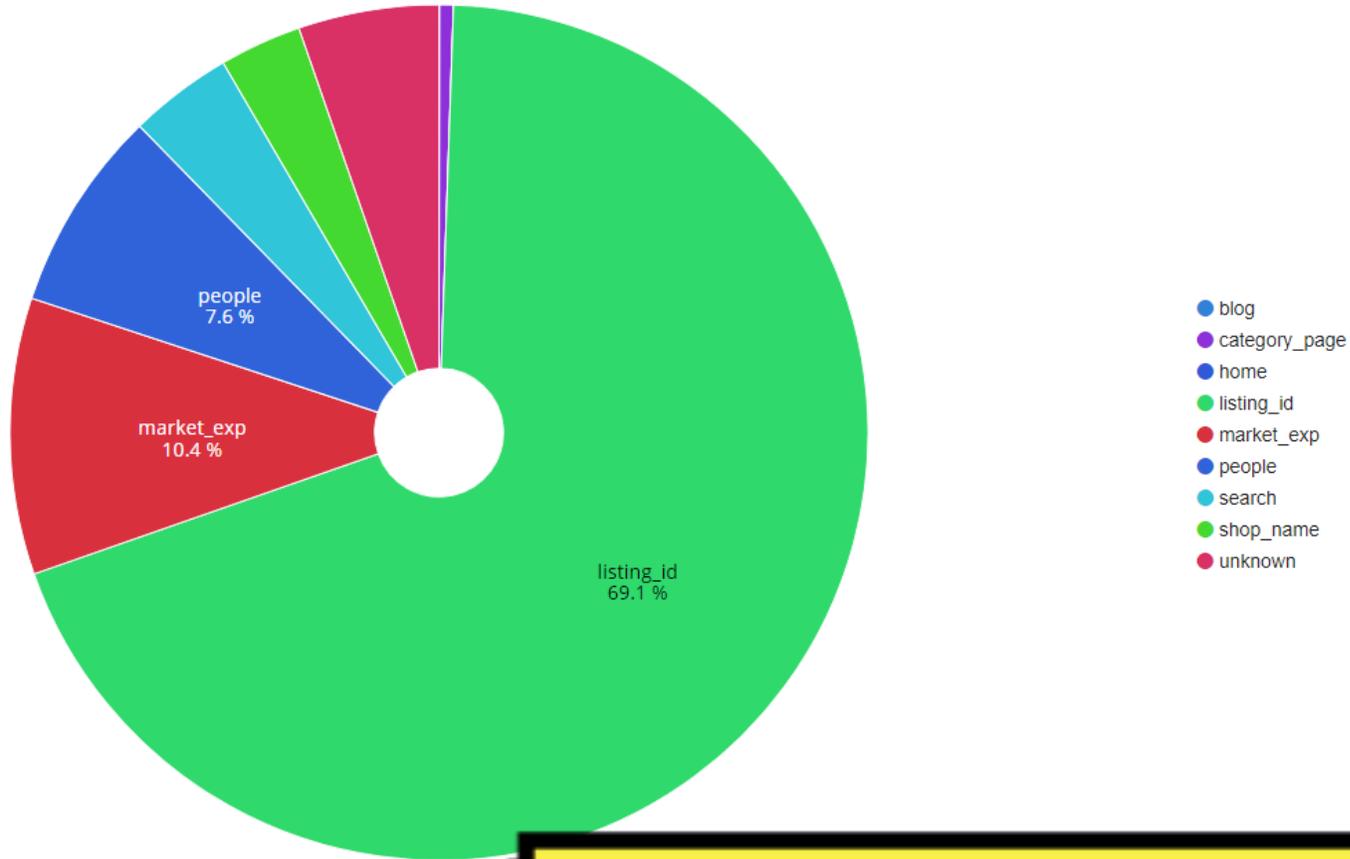


These Recommendations at face value will break sites.

Actionable & optimal

You don't know how to be actionable and optimal

Keys to Actionability



1. Segment your crawl – different page types are governed by mechanisms.

Quick Insights — Jul 8 ?

All tags - edited

Latest vs. 30-day average

Columns

Tag Actions Export Table

Tag Name	Avg. Rank 30-Day Trend	Avg. Rank	Avg. Rank Cha...	KW in Top 10	Top 10 Change	Tracked KW	Tracked KW Ga...	SERP Feature ...	Organic SoV
locations		15	✓ -0.5	389	↑ 1.2%	740	0%	80,438,687	71,164,716
tx		14.8	✓ -0.5	75	↑ 0.6%	140	0%	15,242,648	13,413,084
fl		15.4	✗ 0.6	34	↓ -1.4%	60	0%	6,567,194	5,817,325
tn		13.3	✗ 0.4	27	↑ 5.7%	40	0%	4,328,534	3,860,802
co		9.6	✗ 0.5	26	↑ 0.8%	40	0%	4,290,304	3,883,815
oh		15.5	0	22	↑ 5.2%	40	0%	4,363,860	3,830,188
az		14.9	✓ -0.5	21	↓ -1.5%	40	0%	4,332,631	3,861,593
ca		18	✓ -3.2	20	↑ 0.7%	60	0%	6,512,530	5,767,951
pa		18.3	✗ 1.8	19	↓ -1.4%	40	0%	4,214,366	3,971,066
new orleans		3.7	✓ -1	17	↑ 3.3%	20	0%	2,179,131	1,913,335
la		3.7	✓ -1	17	↑ 3.3%	20	0%	2,179,131	1,913,335
portland									
in									

2. Segment your Rankings. Focus in on key opportunities.



**THE UNIVERSE
BELONGS TO ME!**

3. Be painfully Specific.

scenarios



Richard Baxter

@richardbaxter

Following



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

11:51 AM - 30 Jan 2018

Be like @Richardbaxter

URL	Type	Total Bytes	Unused Bytes	
http://localhost:7888/portent/inde... /bootstrap-custom.css	CSS	237 4	209 344 88.2 %	
https... /modules-ae1ac99481e08b5ba7df9ac9386c3db5.js	JS	348 7	150 086 43.0 %	
http://.../modules-ae1ac99481e08b5ba7df9ac9386c3db5.js	JS	348 7	145 192 41.6 %	
http://localhost:7888/portent/index_files/gtm.js	JS	80 5	60 784 75.4 %	
http://localhost:7888/portent/	CSS+JS	191 6	58 904 30.7 %	
http://js.hs-analytics.net/analytics/150932250... /319139.js	JS	58 4	41 788 71.5 %	
http://localhost:7888/portent/index_... /jquery-1.10.2.min.js	JS	93 0	37 576 40.4 %	
https://connect.facebook.n... /1434099430234773?v=2.8.0	JS	39 5	30 917 78.2 %	
http://localhost:7888/portent/index_files/js	JS	45 5	28 554 62.7 %	
https://www.google-analytics.com/analytics.js	JS	36 0	28 519 79.2 %	
https://s.adroll.com/j/roundtrip.js	JS	28 3	28 142 99.2 %	
http://localhost:7888/portent/index_files/319139(2).js	JS	58 4	27 277 46.6 %	
http://localhost:7888/portent/inde.../font-awesome.min.css	CSS	27 4	26 884 97.9 %	
https://www.googletagmanager.com/gtm.js?id=GTM-FKQ9	JS	80 5	26 097 32.4 %	
http://localhost:7888/portent/index_... /1434099430234773	JS	39 5	23 959 60.6 %	

1.1 MB of 2.1 MB bytes are not used. (51%)

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

Is This Your Recommendation?

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

That's not actionable or
OPTimal



Why?

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

Try this instead

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

Is This Your Recommendation?

**“Implement HTTP/2 for faster site
performance”**

That's not actionable or
OPTimal



Why?

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

Try this instead

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

Is This Your Recommendation?

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

for evaluating web search scoring functions

That's not actionable or
OPTimal



Why? #1

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

NGINX and IIS don't have .htaccess files.

Why? #2

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

Try this instead

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

Is This Your Recommendation?

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

That's not actionable or
OPTimal



Why?

What are they going to do? Run Find and Replace on their entire site?

Try this instead

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

Is This Your Recommendation?

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

Why?

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

That's not actionable or
OPTimal



Try this instead

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

The following are schemas to implement per page type.

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

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

Actionability?

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

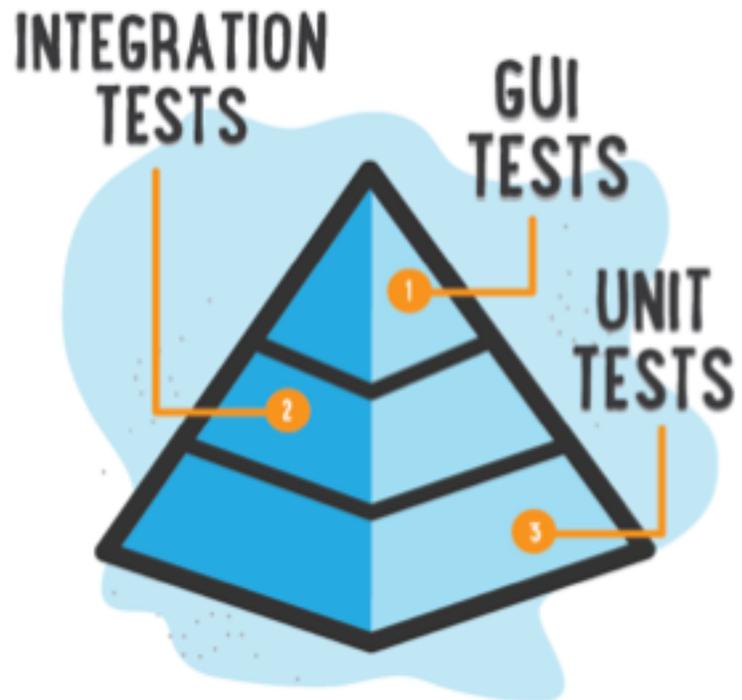
Optimal?

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

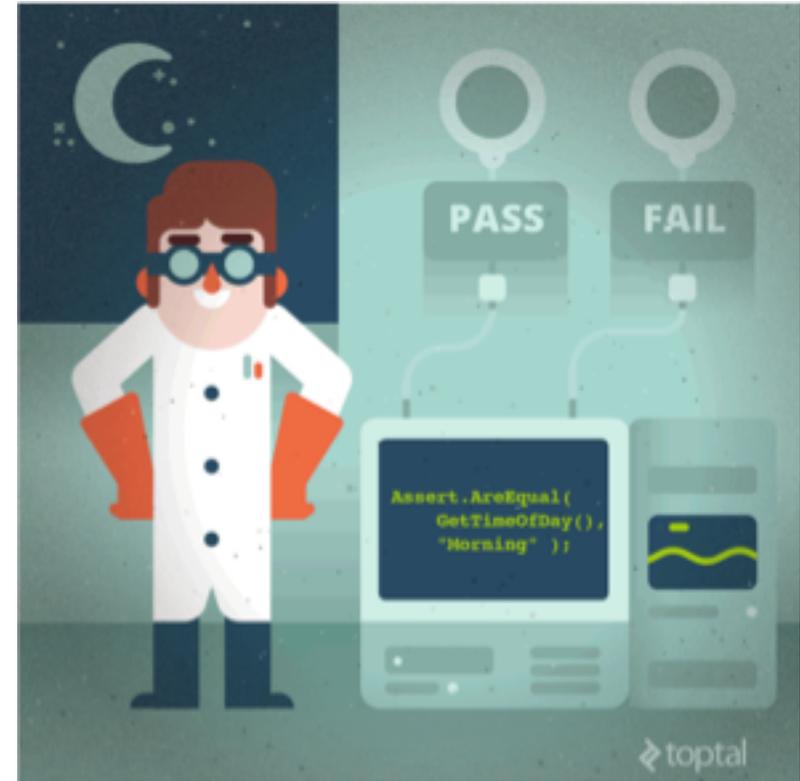
software testing

you don't know the software testing use case for seo

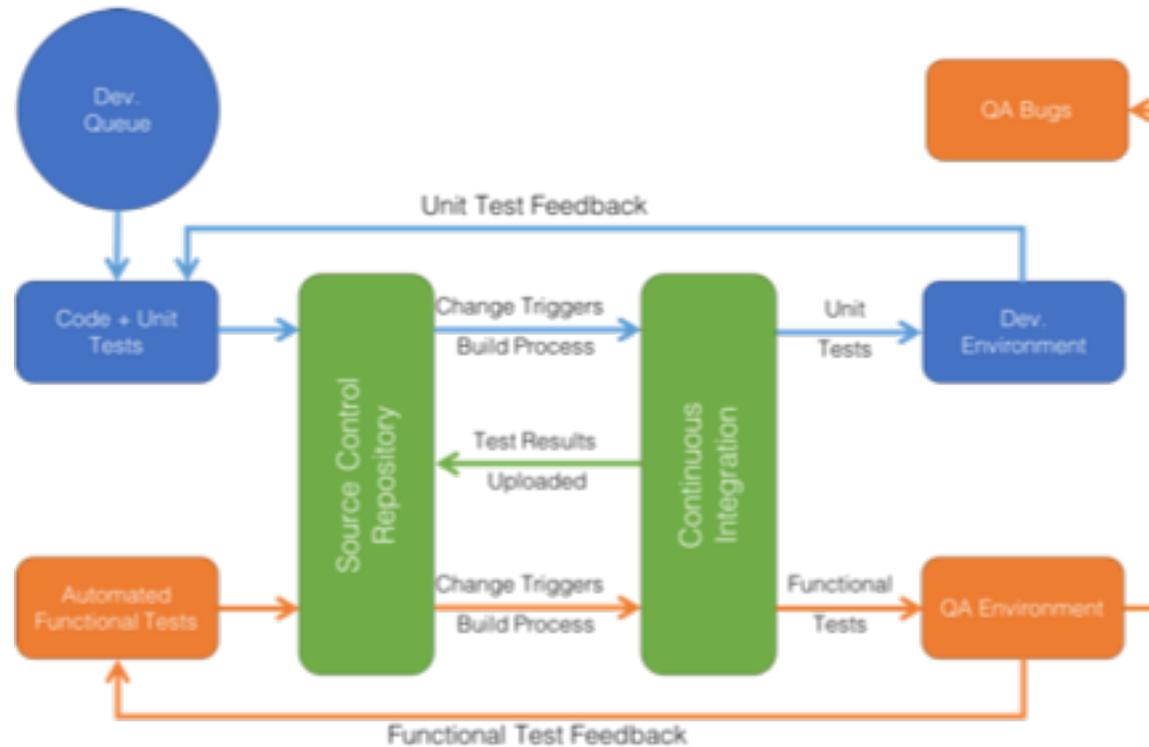
Software Testing Types



ILLUSTRATED BY SEGUE TECHNOLOGIES



Automated Testing Happens when Devs Push Code



Software Testing process



Test Case ID	Test Scenario	Test Type	Test Steps	Test Data	Expected Results	Actual Results	Pass/Fail
SEO01	Presence of Meta Descriptions	Unit Test	Check for presence of meta description tag in HTML	Page template code	All URLs should have meta description	Product Detail Page is missing meta description	PASS
SEO02	Viable Internal Links	Functional Test	<ol style="list-style-type: none"> 1. Render pages 2. Open all internal links 3. Review response codes 	Crawled URL data	All links return 200 response code	Many links to redirects and 404s	FAIL
SEO03	Average Page Speed Less than 2 Seconds	Functional/Integration Test	<ol style="list-style-type: none"> 1. Render pages 2. Capture page speed 3. Determine average page speed per page type 	Render all page types from URL list	All page types should return an average of 2 seconds load time	Homepage takes 5 seconds to load	FAIL

HERE ARE SOME EXAMPLES TO GET YOU STARTED

You may need an internal crawler



Consider a serverless crawler with a seed set of pages that can be worked into the push queue.

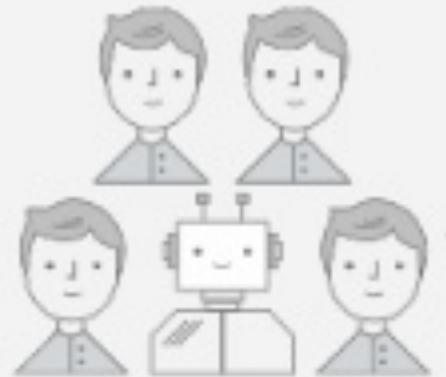
Split testing

You don't know how to split test for seo

SEO A/B TESTING IS PAGE ORIENTED



Pages 1, 2, 3:
Control Layout



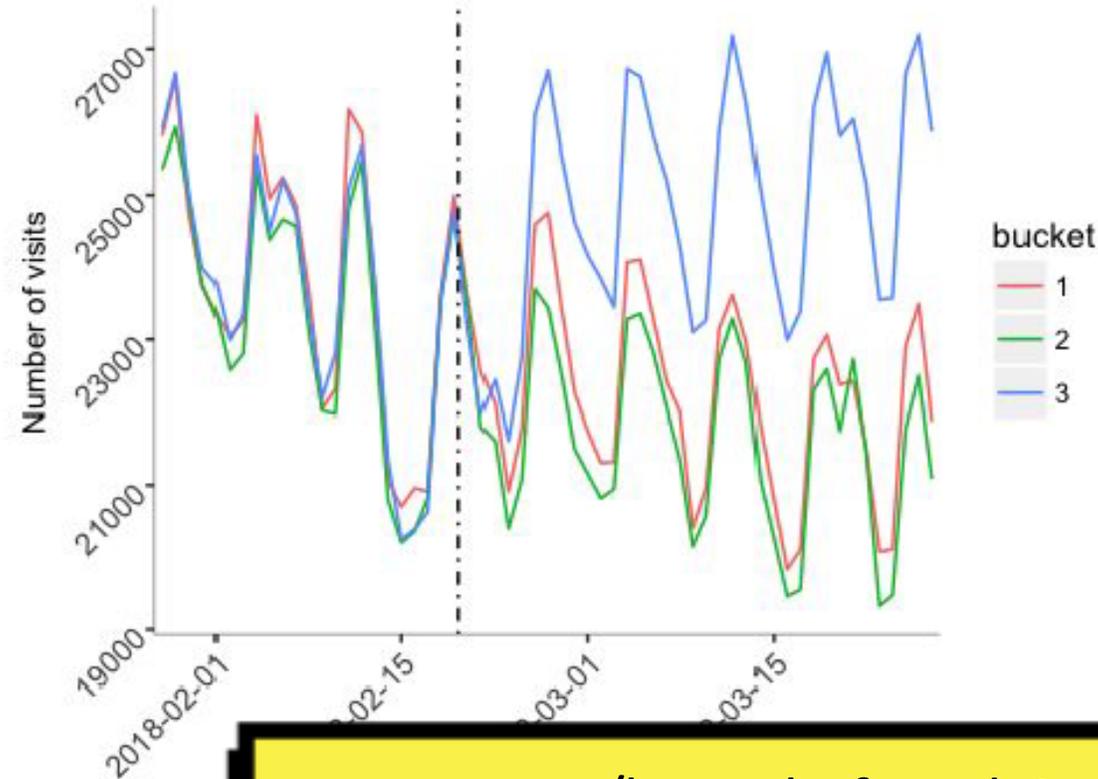
All users see the
same as each other



Pages 4, 5, 6:
Test Layout

@Distilled has been pioneering A/B Testing as a service for seo.

Mitigate the Risk



we ran an a/b test before doing a several million page duplicate content consolidation.

Develop a Hypothesis

By changing
increase traffic.

into _____ . I Can get more better or more rankings and

Bucket Pages



A



A



B

Create two a groups and one variant group of pages. Number of pages should be statistically significant.

15:45:09 +0200] "GET / HTTP/1.1" 200 4797 "-" "Pin
15:46:10 +0200] "GET / HTTP/1.1" 200 4797 "-" "Pin
15:47:09 +0200] "GET / HTTP/1.1" 200 4797 "-" "Pin
15:48:09 +0200] "GET / HTTP/1.1" 200 4797 "-" "Pin
15:49:09 +0200] "GET / HTTP/1.1" 200 4797 "-" "Pin
15:50:06 +0200] "POST /autodiscover/autodiscover.xml

15:50:09 +0200] "GET / HTTP/1.1" 200 4797 "-" "Pin

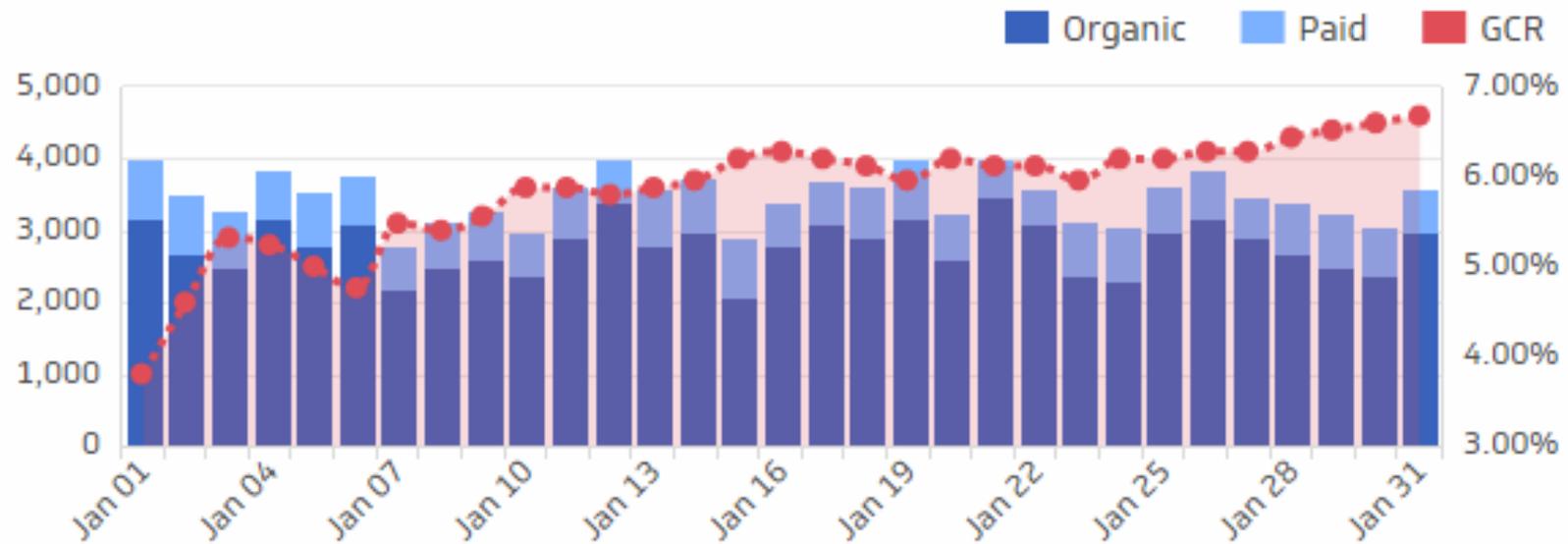
15:50:22 +0200] "P

Make sure the pages you run your experiment on have crawl activity

15:51:09 +0200] "GET / HTTP/1.1" 200 4797 "-" "Pin

Benchmark performance

Search Performance p30d

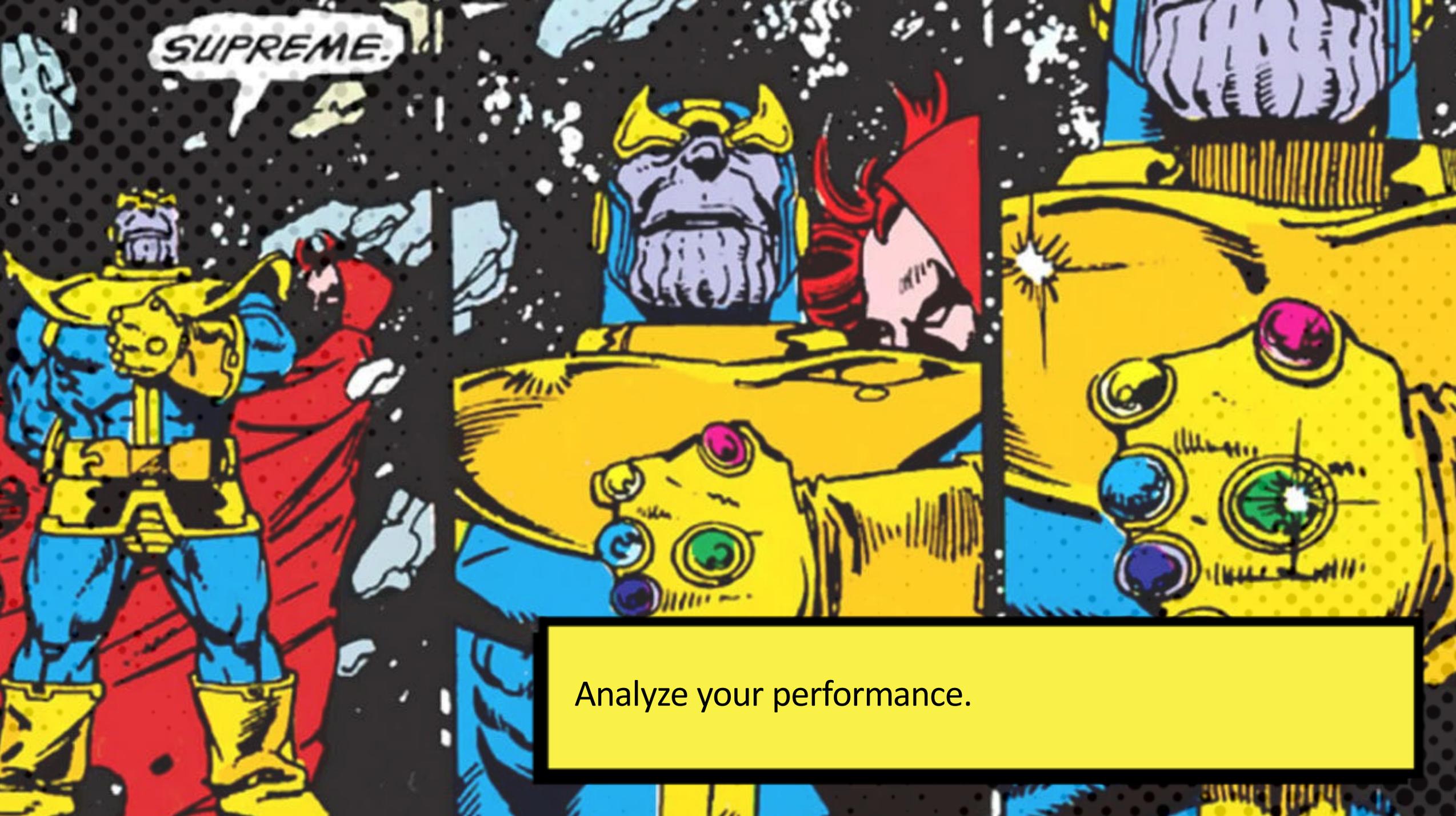


Benchmark Rankings, traffic, and conversions

Launch Experiment



Get it started. We let these run for 30 days or so.



SUPREME.

Analyze your performance.

An R package for causal inference in time series

58 commits 2 branches 0 releases 6 contributors Apache-2.0

Branch: master New pull request Create new file Upload files Find file Clone or download

alhauser	Improve robustness and readability of code. ...	Latest commit d039d9e on Feb 15
R	Improve robustness and readability of code.	3 months ago
inst	Made calls to compatible with future package versions.	a year ago
man	Introduced dependency from assertthat >= 0.2.0 in order to use the ne...	10 months ago
tests	Fix error on input time series with missing observations.	3 months ago
vignettes	Added explanation on inclusion probabilities in the coefficients plot.	6 months ago
.gitignore	Result columns now called response and cum.response. Argument y.post ...	4 years ago
DESCRIPTION	Added explanation on inclusion probabilities in the coefficients plot.	6 months ago
LICENSE	Initial commit of CausallImpact, an R package for estimating the causa...	4 years ago
NAMESPACE	Fixed package imports and covered them by a new test; renamed files a...	a year ago
README.md	Added more discussions forums and the Github issue tracker to the REA...	a year ago

README.md

CausallImpact

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

This R package implements... example, how many add... difficult when a random... time-series model to est... occurred.

CausallImpact
<https://google.github.io/CausallImpact/CausallImpact.html>

Forecasting at scale.

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

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

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

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

Accurate and fast.

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

Fully automatic.

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

Tunable forecasts.

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

Available in R or Python.

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



Prophet by Facebook for forecasting the impact of changes.
<https://facebook.github.io/prophet/>

Distilled Free Tool

Distilled Split Tester

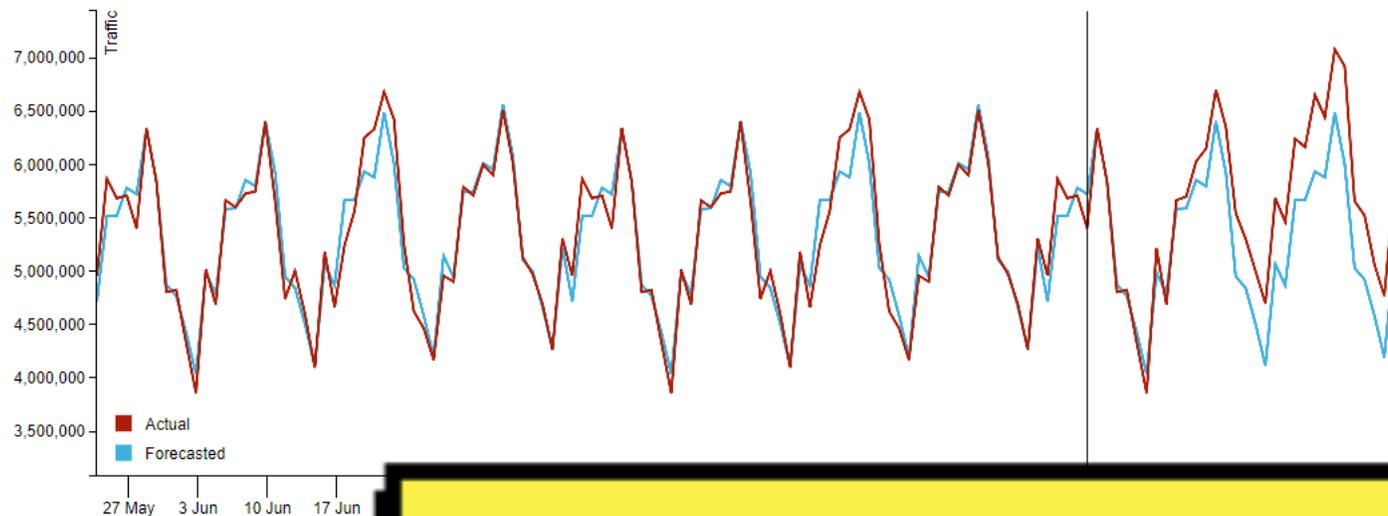
This is do it yourself SEO split testing tool, to help you measure the impact of your split tests - [how do you use this tool](#). We also have an enterprise level SEO split testing platform, [Distilled ODN](#).

Start date of data:
2018/07/09

Control Data:

Variant Data:

Forecast

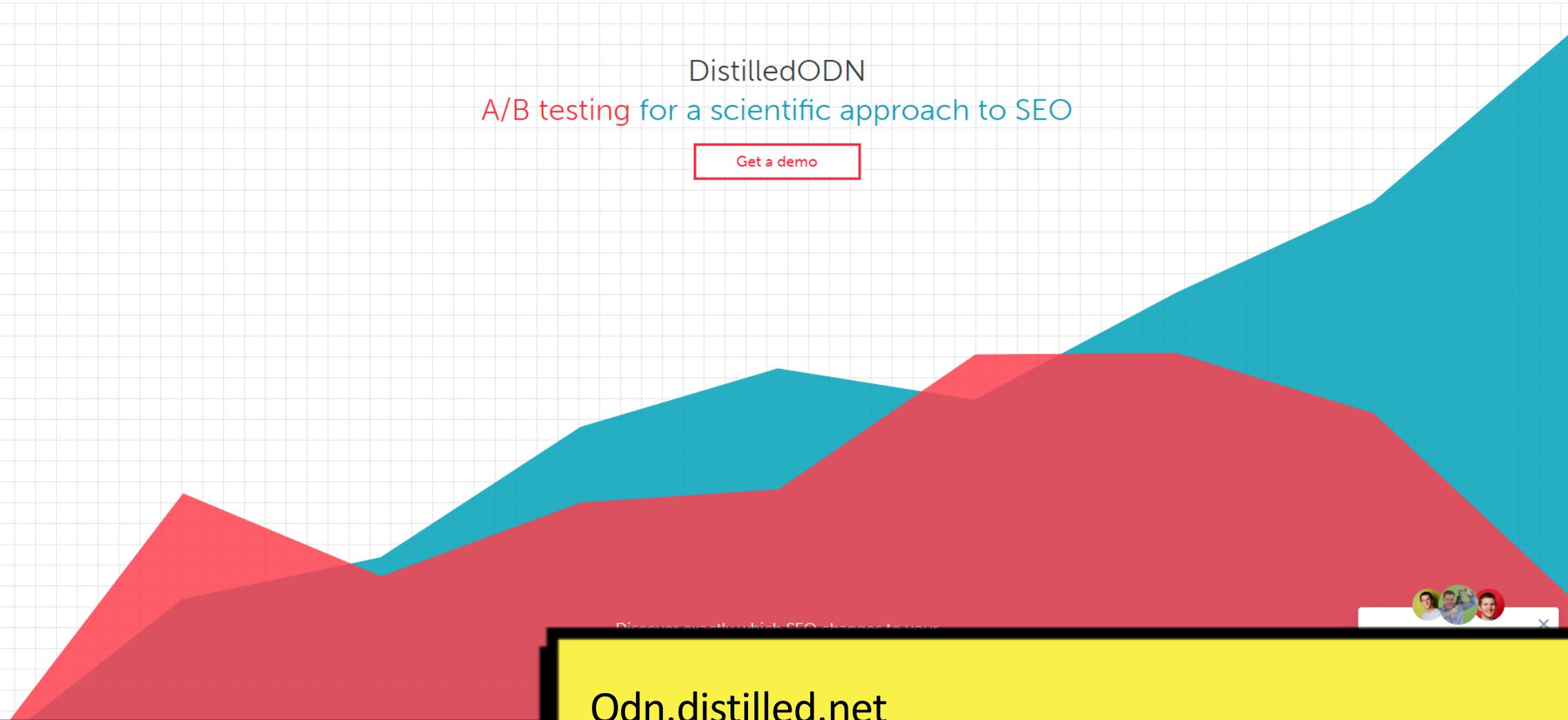


Run your own tests - <https://www.distilled.net/diy-splittester/>

DistilledODN

A/B testing for a scientific approach to SEO

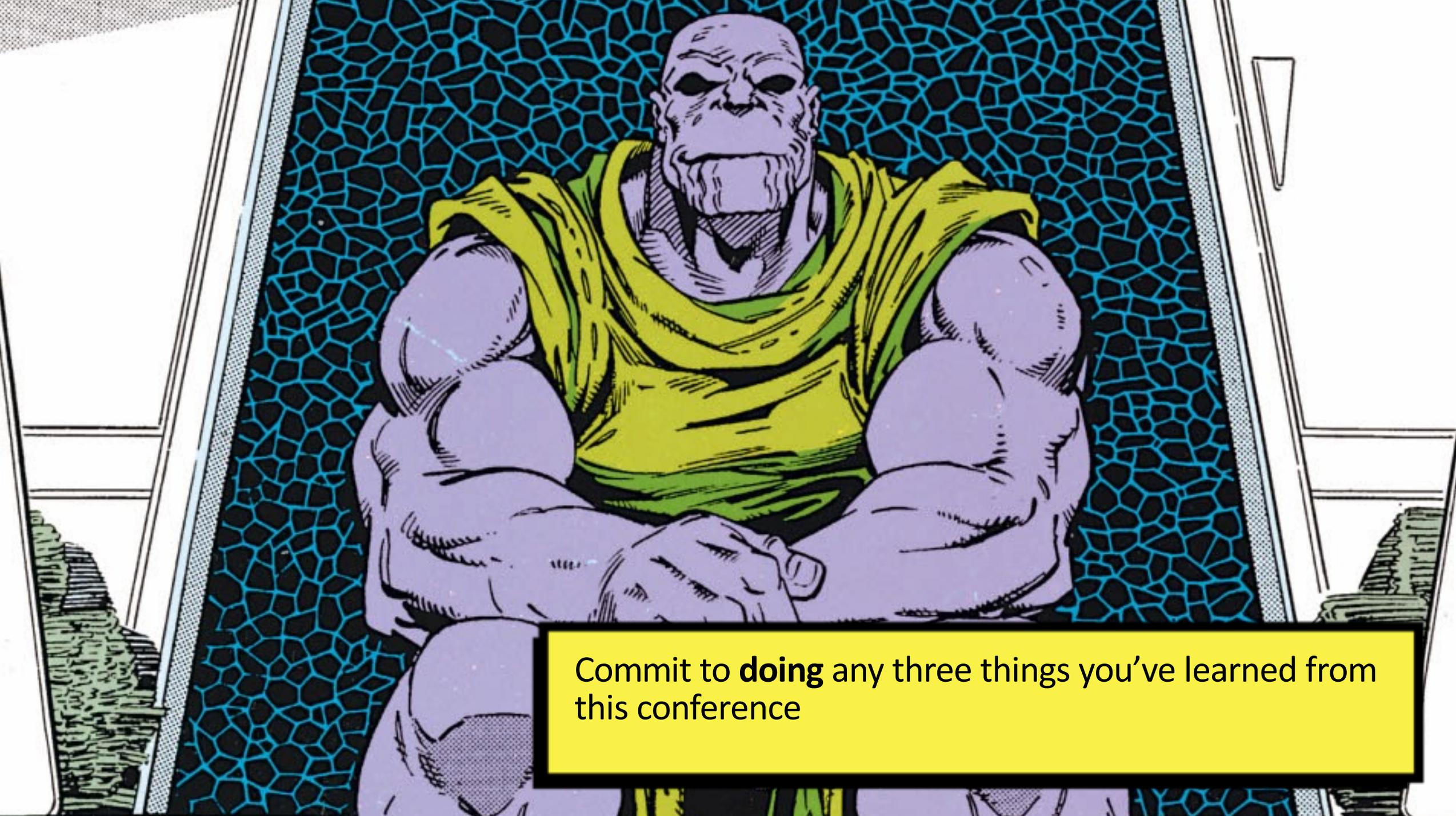
Get a demo



Odn.distilled.net

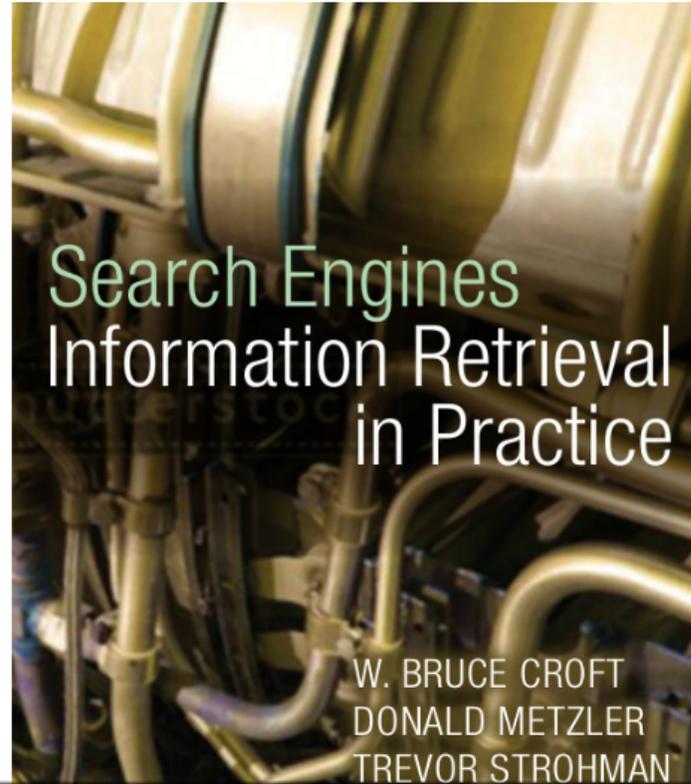
How to Become a Dramatically better seo

5 things you should do to be ready for what google throws your way



Commit to **doing** any three things you've learned from this conference

DOWNLOAD HERE



BOOK DESCRIPTION

This book provides an overview of the important issues in information retrieval, and how those issues affect the design and implementation of search engines. Not every topic is covered at the same level of detail. The focus is on some of the most important alternatives to implementing search engine components and the information retrieval models underlying them. The target audience for the book is advanced undergraduates in computer science, although it is also a useful introduction for graduate students.

This version of the book is being made available for free download. It has been edited to correct the minor errors noted in the 5 years since the book's publication. The

Learn more about information retrieval
<https://ciir.cs.umass.edu/irbook/>

Contents

Prerequisites

Step 1: Install Nginx

Step 2: Adjust the Firewall

Step 3: Check your Web Server

Step 4: Manage the Nginx Process

Step 5: Get Familiar with Important Nginx Files and Directories

Conclusion

 Mark as Complete

How To Install Nginx on Ubuntu 16.04

Posted April 21, 2016  766.9k NGINX UBUNTU UBUNTU 16.04



Justin Ellingwood

Not using **Ubuntu 16.04**? Choose a different version: 

Introduction

Nginx is one of the most popular web servers in the world and is responsible for hosting some of the largest and highest-traffic sites on the internet. It is more resource-friendly than Apache in most cases and can be used as a web server or a reverse proxy.

In this guide, we'll discuss how to get Nginx installed on your Ubuntu 16.04 server.

Prerequisites

Before you begin this guide, you should have a regular, non-root user with `sudo` privileges configured on your server. You can learn how to configure a regular user account by following our [initial server setup guide for Ubuntu 16.04](#).

When you have an account available, log in as your non-root user to begin.

Step 1: Install Nginx

Nginx is available

Since this is our first step, we'll use the package index search to find the `nginx`:

Set up a web server

Featured Products



Droplets
Scalable compute services.



Spaces
Simple object storage.



Kubernetes
Coming soon.



Tools & Integrations
Automate your infrastructure.

What You'll Learn in Build Front-End Apps from Scratch

This program will teach you the skills you need to build interactive web applications with JavaScript and ReactJS.

In just 8 weeks, you will understand and utilize the rich and powerful library that is revolutionizing front-end development by completing 3 real-world projects on your own.

Unit 1

JavaScript Part I

Learn the basics of using JavaScript on the web.

Project: Minesweeper Part I

● Easy

Unit 2

JavaScript Part II

Learn how to create working JavaScript programs.

Project: Minesweeper Part II

● Easy

Unit 3

JavaScript Part III

Learn best practices and show off your new skills.

Project: Minesweeper Part III

● Medium

Unit 4

Introduction to ReactJS

Dive in to React and explore its powerful component system.

Project: Yelp Part I

● Medium

Unit 5

React: Components & State

Learn how components interact in your React apps.

Project: Yelp Part II

● Medium

Unit 6

React: Using APIs

Learn how to make your app communicate with an API.

Project: Yelp Part III

● Medium

Unit 7

Capstone | React App

Put your skills to use by building a fully functional web app.

Project: Spotify Part I

● Challenging

Build a new website in html, css and javascript



Make it rank for 5 competitive keywords

The image features a title card with a blue background. A white rectangular box with a black border is centered on the page, containing the text "The Credits" in a black, sans-serif font. The background is decorated with a halftone pattern of small dots and a radial pattern of thin lines emanating from the center. The entire composition is set against a solid blue background.

The Credits



I'm #ZorasDad



iPULLRANK

We Do These Things



Content
Strategy



SEO



Paid Media



Machine
Learning



Marketing
Automation



Measurement
& Optimization

SENDING A LINK ISN'T SHARING A

MOMENT

Time for Skype
skype

#timeforskype

Shoutout to @Randfish



'Nuff said.

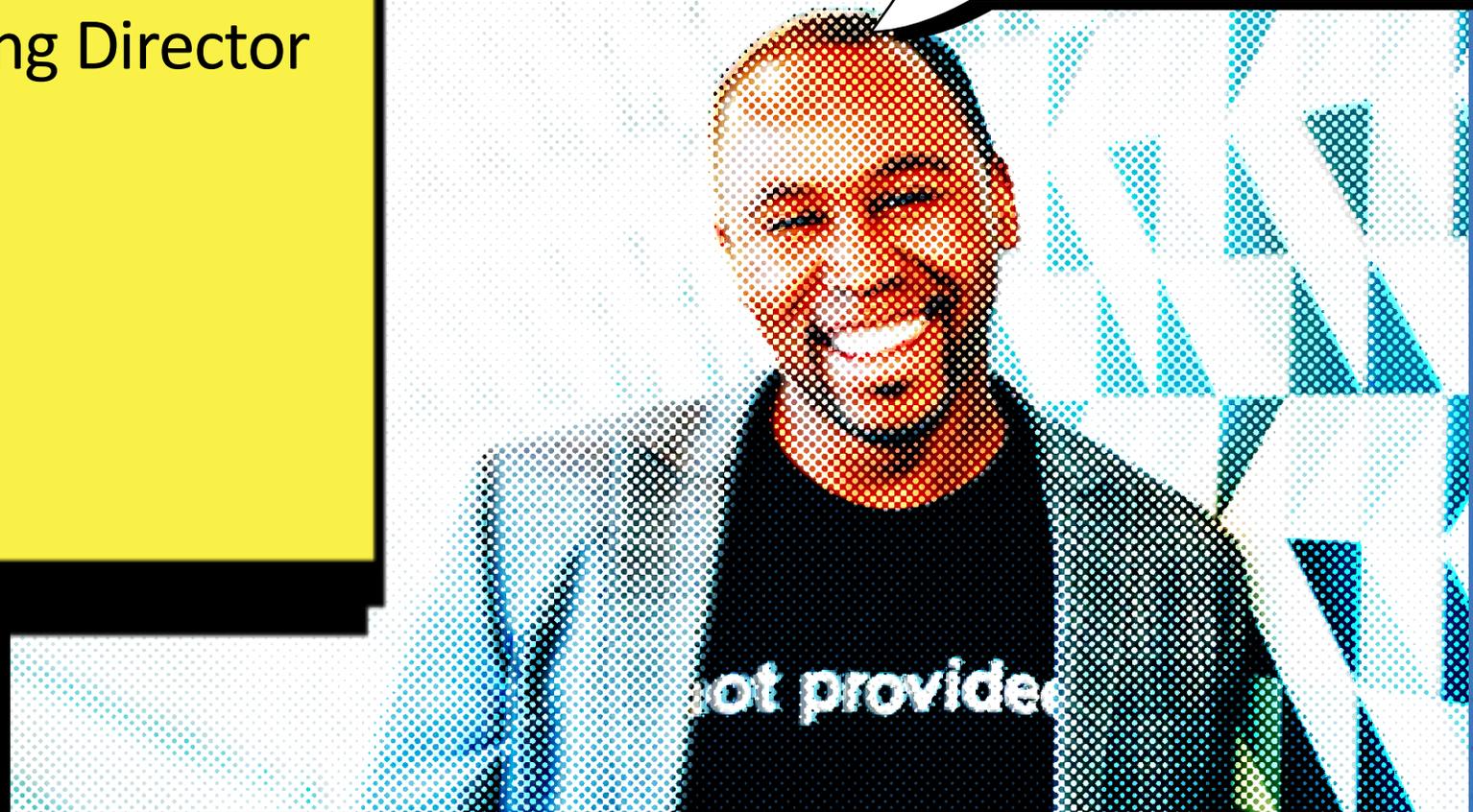
Mike King

Founder & Managing Director

@iPullRank

mike@ipullrank.com

<http://bit.ly/ydkseo>





Post-credits scene

Outreach Hacks



Document



Summary



- Filter by Type:** false
- Article
 - Infographics
 - Guest Posts
 - Giveaways
 - Interviews
 - Videos
- Uncheck All
- Filter by Date:**
- 24 Hours
 - Past Week
 - Past Month
 - Past 6 Months
 - Past Year
- Specific Range
- Filter**
- Reset Filters

annilytics.com

Search! Export

Enter a topic or domain: big data, cnn.com. Advanced Search Options Save Search

Sort by: Total Shares Page 1 of 2

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

Talk to Annie about this in my outreach

Use Buzzsumo to find the most popular content on a site and use it to inform your outreach email

Online summarize tool (free summarizing)

[Home](#) / [Summarize](#)

URL:

OR direct input:

[Show options](#)

Summarize it!

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

1. Based on the age of the open source rendering engines, and Google's unique engineering expertise, it's certainly possible for Google to use a Native, DOM Compliant browser in their crawling or indexing activities.
2. Whether Google leverages a simple browser plugin, a custom implementation of a browser, or a special remote testing suite to access the browser remotely, having access to a native and compliant DOM implementation is of great benefit to anyone seeking to extract ranking features from web pages.
3. Here we see Google claiming an implementation of a simple browser client, with a JavaScript engine, further confirming that crawlers can and may take advantage of both native DOM via a browser and a JavaScript engine.
4. Examples of features associated with a link might include the font size of the anchor text associated with the link; the position of the link (measured, for example, in a HTML list, in running text, above or below the first screenful viewed on an 800.times.600 browser display, side (top, bottom, left, right) of document, in a footer, in a sidebar, etc.); if the link is in a list, the position of the link in the list; font color and/or attributes of the link (e.g., italics, gray, same color as background, etc.); number of words in anchor text associated with the link; actual words in the anchor text associated with the link; commerciality of the anchor text associated with the link; type of the link (e.g., image link); if the link is associated with an image (i.e., image link), the aspect ratio of the image; the context of a few words before and/or after the link; a topical cluster with which the anchor text of the link is associated; whether the link leads somewhere on the same host or domain; if the link is associated with a referring URL; and/or whether the link URL embeds a referring URL.
5. This example is interesting, as it dates to roughly 2005, and it shows very advanced JavaScript functionality... even to the point of accessing content, though it appears they have had access to the DOM for some time.
6. So far we've seen that it's not only viable, but of course, it's possible that Google has ever considered this? For this we'll have to ask ourselves "What are the benefits of doing so?"
7. Having established that it's highly possible for Google to use a Native, DOM Compliant browser in their crawling or indexing activities, we can now ask ourselves "What are the benefits of doing so?"

Wordpress Widget

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

[Download Summarize Widget](#)

Help me!

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

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

Report a bug

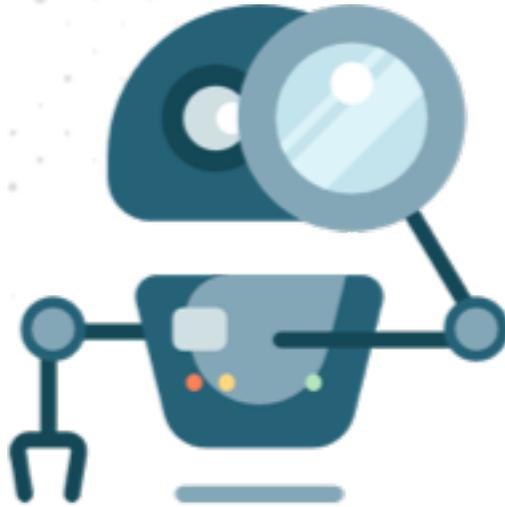
We don't like bugs either, so if you spot one, please [let us know](#) and we'll do our best to fix it.

Buy script

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

Buy great games

Use a text summarizer so you don't have to read the entire thing.
<https://www.tools4noobs.com/summarize/>



Use a chatbot to automatically overcome objections in your outreach process

Build natural and rich conversational experiences

Give users new ways to interact with your product by building engaging voice and text-based conversational interfaces, such as voice apps and chatbots, powered by AI. Connect with users on your website, mobile app, the Google Assistant, Amazon Alexa, Facebook Messenger, and other popular platforms and devices.

[SIGN UP FOR FREE](#)



Powered by Google's machine learning

Dialogflow incorporates Google's machine learning expertise and products such as Google Cloud Speech-to-Text.

Built on Google infrastructure

Dialogflow is backed by Google and runs on Google Cloud Platform, letting you scale to hundreds of millions of users.

Optimized for the Google Assistant

Dialogflow is the most widely used tool to build Actions for more than 400M+ Google Assistant devices.

Dialogflow is user-friendly, intuitive, and just makes sense. Its natural language processing (NLP) is the best we've tried.

Create a chatbot with DialogFlow (PKA API.AI)
<https://dialogflow.com/>



Teamwork ⌵

en +

Intents +

Entities +

Fulfillment

Integrations

Training

History

Analytics

Prebuilt Agents

Small Talk

> Docs

> Forum

Support

Account

Logout

Contexts ? ⌵

Events ? ⌵

Training phrases ?

Search training phrases

- ” Add user expression
- ” Working on the final revisions now by adding examples/screen shots.
- ” Yup will do when I'm back in front of my computer.
- ” This will be sent to Fajr on **Wednesday** for review and on **Friday** to you for review
- ” will update **tomorrow**
- ” Finished the half of it on **weekends**, I'll finish it before this **Wednesday**.

Action and parameters ? ⌵

Enter action name

REQUIRED ?	PARAMETER NAME ?	ENTITY ?	VALUE	IS LIST ?
<input type="checkbox"/>	date-period			
<input type="checkbox"/>	date			
<input type="checkbox"/>	date1			
<input type="checkbox"/>	Enter name			

Please use test console above to try a sentence.

[Set-up Google Assistant integration.](#)

Set up your responses based on key objections that people have

Name your Zap...

Add a note

TRIGGER

1. New Email

+

ACTION

2. POST

- Webhooks by Zapier
- POST
- Edit Template
- Test this Step
- Rename Step
- Delete

+

ACTION

3. Send Email

+

Select Gmail Trigger

- New Email Matching Search**
Triggers when you receive a new email that matches a search string you provide.
- New Labeled Email**
Triggers when you receive a new email and label it within two days.
- New Attachment**
Triggers when you receive a new attachment (triggers once per attachment).
- New Starred Email**
Triggers when you receive a new email and star it within two days.
- New Thread**
Triggers when a new thread starts.
- New Email**
Triggers when you receive a new email.

Connect your chatbot to your email via Zapier to automatically overcome objections



I spoke with Pitchbox and they are working through adding this feature to their tool.



YOU DON'T KNOW SEO

MICHAEL KING
FOUNDER/MANAGING DIRECTOR
IPULLRANK

Thank you!



Michael King | iPullRank

 @iPullRank