

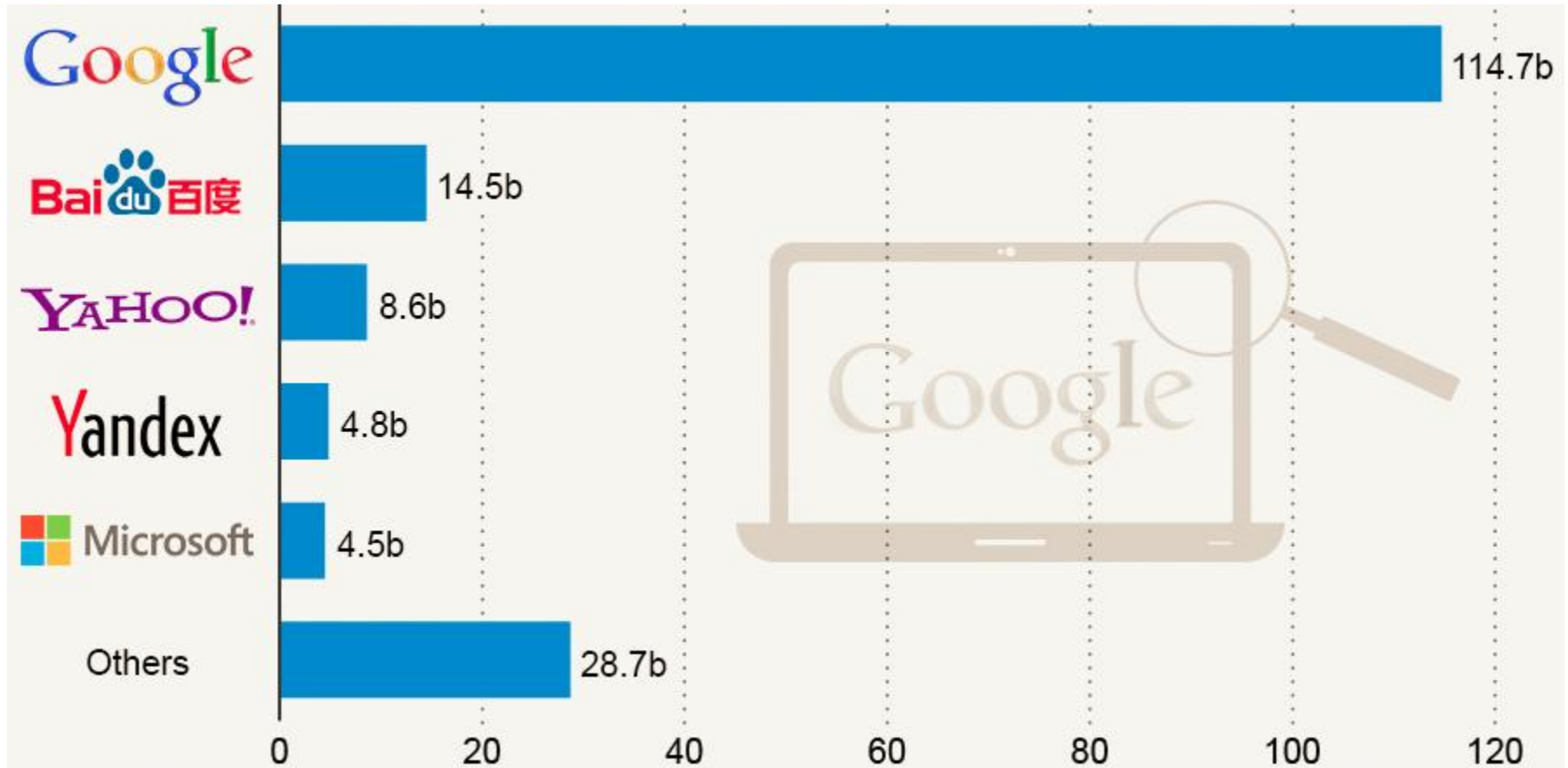
SEO Workshop

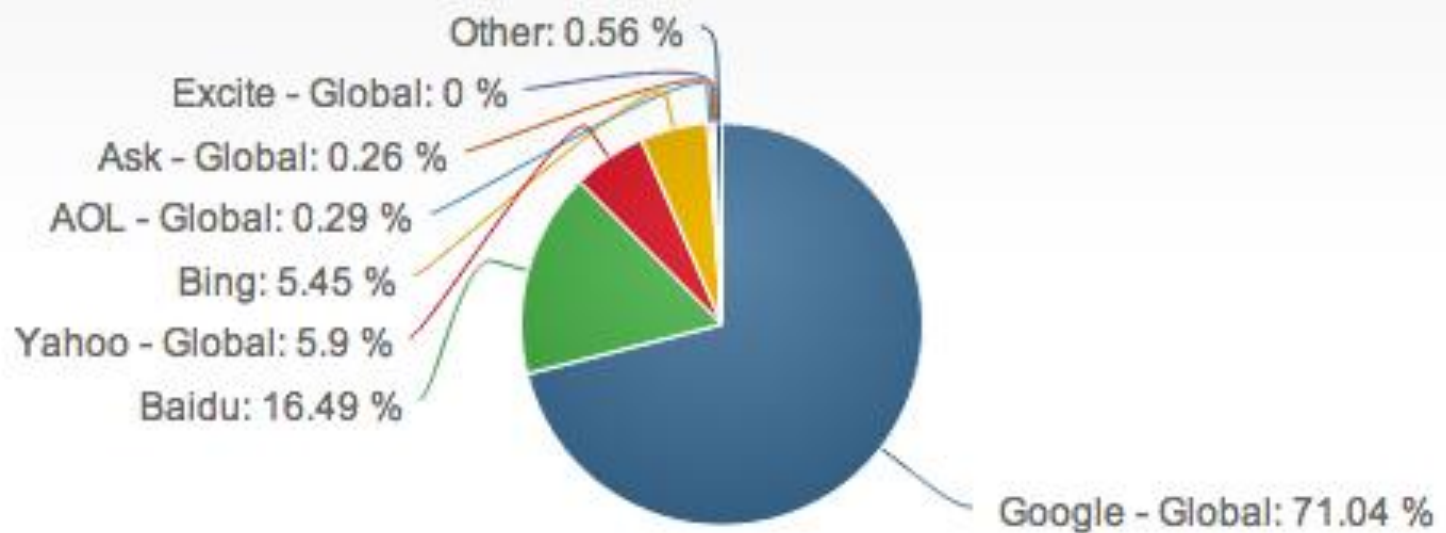
Evan Fishkin
Principal Program Manager, MSN

EFISHKIN@GMAIL.COM

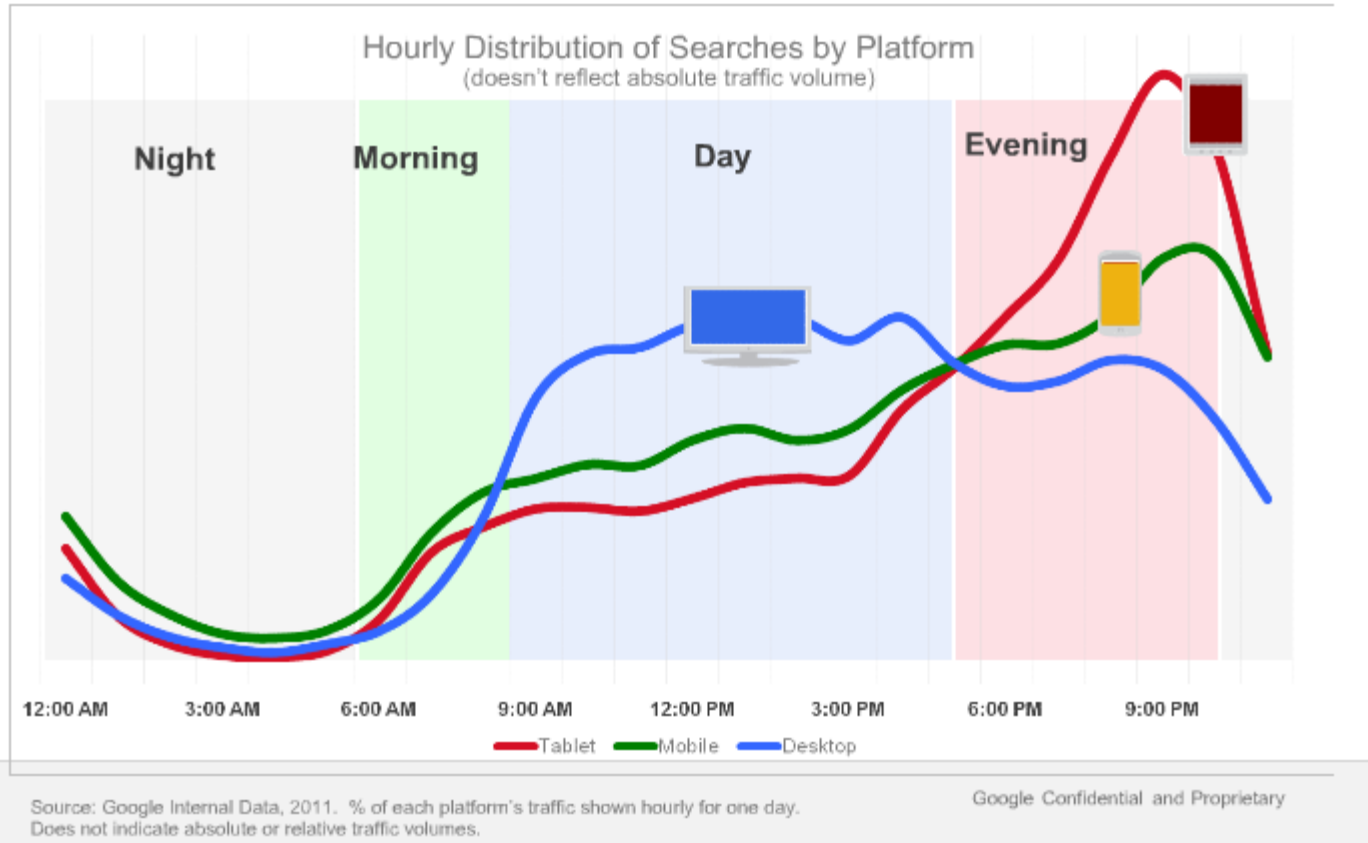


THE SEARCH LANDSCAPE





Searchers Are Constantly Connected



IT'S NOT JUST LISTINGS

Does not perform like traditional #1 results

Different ranking algorithm than standard search

Google sushi in seattle, wa

Web Images Maps Shopping More Search tools

About 4,500,000 results (0.47 seconds)

Seattle » Restaurants » Sushi Bars - Yelp
www.yelp.com/c/seattle/sushi
 The Best Sushi Bars in Seattle on Yelp. Read about places like: Shiro's, Nishino, Umi Sake House, Mashiko Japanese Restaurant & Sushi Bar, Musashi's, ...
 Shiro's - Shiku Sushi - Kisaku - Fuji Sushi

Mashiko Seattle Sushi Bar and Japanese Restaurant
www.sushiwhore.com/
 Copyright © Mashiko Japanese Restaurant. All Rights Reserved. 4725 California SW Seattle WA 98116 • 206.935.4339 • email us (sorry, we cannot accept ...
 You visited this page.

Blue C Sushi
www.bluecsushi.com/
 Where Japanese tradition and technique intersect with American inventiveness and genuine hospitality.
 You visited this page.

Mashiko
www.sushiwhore.com
 4.2 ★★★★★ 62 Google reviews

Blue C Sushi
www.bluecsushi.com
 3.8 ★★★★★ 65 Google reviews

Shiro's Sushi Restaurant
www.shiros.com
 4.3 ★★★★★ 157 Google reviews

Japonessa Sushi Cocina
www.japonessa.com
 4.3 ★★★★★ 90 Google reviews · Google+ page

Map for sushi in seattle, wa

A 4725 California Ave SW
Seattle
(206) 935-4339

B 1510 7th Ave
Seattle
(206) 467-4022

C 2401 2nd Ave
Seattle
(206) 443-9844

D 1400 1st Ave
Seattle
(206) 971-7979



Microsoft

Knowledge Results

[Web](#)
[Images](#)
[Maps](#)
[Shopping](#)
[More ▾](#)
[Search tools](#)

About 6,120,000 results (0.40 seconds)

[Gustav Klimt - Wikipedia, the free encyclopedia](#)
en.wikipedia.org/wiki/Gustav_Klimt ▾
 Gustav Klimt (July 14, 1862 – February 6, 1918) was an Austrian symbolist painter and one of the most prominent members of the Vienna Secession movement.
 The Kiss - Vienna Secession - Emilie Louise Flöge - Danaë

[Gustav Klimt Museum - Gustav Klimt Paintings, Gustav Klimt ...](#)
www.klimt.com/ ▾
 Gustav Klimt Museum is a virtual museum of artist Klimt paintings displaying Gustav Klimt paintings, Gustav Klimt drawings including Beethoven Frieze, Stoclet ...
 Biography Klimt Shop Klimt Museum LAKS GmbH ... Stoclet Frieze

[The Klimt Collection](#)
www.gustavklimtcollection.com/ ▾
 Klimt Family-Authorized, Limited Edition Gustav Klimt Reproductions of the Highest Quality.

[| Gustav Klimt | The works, and the man](#)
expo-klimt.com/ ▾
 Gustav Klimt was a controversial figure in his time. His work was constantly criticized for being too sensual and erotic, and his symbolism too deviant. Today, they ...

[Klimt \(2006\) IMDb](#)
www.imdb.com/title/tt0417871/ ▾
 Directed by Raoul Ruiz. With John Malkovich, Veronica Ferres, Stephen Dillane, Saffron Burrows. A portrait of Austrian artist Gustav Klimt (Malkovich) whose ...

[Gustav Klimt Posters at AllPosters.com](#)
www.allposters.com/-st/Gustav-Klimt-Posters_c25781_.htm ▾
 30+ items - Gustav Klimt Posters at AllPosters.com. Choose from over ...
 Tannenwald (Pine Forest), c.1902. Art Print - 24 x 24 in. 24 x 24 in. \$19.99
 The Kiss, c.1907 (detail). Art Print - 36 x 24 in. 36 x 24 in. \$37.99.

[More images](#)

Gustav Klimt

Painter

Gustav Klimt was an Austrian symbolist painter and one of the most prominent members of the Vienna Secession movement. Klimt is noted for his paintings, murals, sketches, and other objets d'art. [Wikipedia](#)

Born: July 14, 1862, Baumgarten, Vienna, Austria
Died: February 6, 1918, Vienna, Austria
Education: University of Applied Arts Vienna (1879–1883)
Periods: Symbolism, Vienna Secession, Art Nouveau
Children: Gustav Ucicky, Gustav Zimmermann, Otto Zimmermann

Artwork

[The Kiss](#)
[Beethoven](#)
[Portrait of](#)
[Danaë](#)
[Klimt](#)



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About 6,120,000 results (0.40 seconds)

[Gustav Klimt - Wikipedia, the free encyclopedia](#)
en.wikipedia.org/wiki/Gustav_Klimt ▾
 Gustav Klimt (July 14, 1862 – February 6, 1918) was an Austrian symbolist painter and one of the most prominent members of the Vienna Secession movement.
 The Kiss - Vienna Secession - Emilie Louise Flöge - Danaë



[Gustav Klimt Museum - Gustav Klimt Paintings, Gustav Klimt ...](#)
www.klimt.com/ ▾
 Gustav Klimt Museum is a virtual museum of artist Klimt paintings displaying Gustav Klimt paintings, Gustav Klimt drawings including Beethoven Frieze, Stoclet ...
 Biography Klimt Shop Klimt Museum LAKS GmbH ... Stoclet Frieze

[The Klimt Collection](#)
www.gustavklimtcollection.com/ ▾
 Klimt Family-Authorized, Limited Edition Gustav Klimt Reproductions of the Highest Quality.

[| Gustav Klimt | The works, and the man](#)
expo-klimt.com/ ▾
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[Gustav Klimt Posters at AllPosters.com](#)
www.allposters.com/-st/Gustav-Klimt-Posters_c25781_.htm ▾
 30+ items - Gustav Klimt Posters at AllPosters.com. Choose from over ...
 Tannenwald (Pine Forest), c.1902. Art Print - 24 x 24 in. 24 x 24 in. \$19.99
 The Kiss, c.1907 (detail). Art Print - 36 x 24 in. 36 x 24 in. \$37.99.

[More images](#)






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Artwork

The Kiss

Beethoven

Portrait of

Danaë

Klimt





Microsoft


News & Blog Results

Google philippines typhoon

Web Images Maps Shopping News More Search tools

About 1,390,000,000 results (0.52 seconds)

[News for philippines typhoon](#)

 [Philippines typhoon: President lowers death toll estimate](#)
BBC News - 2 hours ago
Philippine President Benigno Aquino revises down the estimated death toll from **Typhoon** Haiyan, saying about 2500 may have died.

[Philippines typhoon survivors desperate for food as debris slows flow of aid](#)
Fox News - 50 minutes ago

[Philippines typhoon aid operations pick up pace](#)
CBC.ca - 5 hours ago



philippines typhoon

15,100,000 RESULTS

[News about Philippines Typhoon](#)

[bing.com/news](#)



[Queen 'deeply saddened' by Philippines typhoon](#)

Yahoo! News - 7 hours ago

London (AFP) - Britain's Queen Elizabeth II on Tuesday sent her "heartfelt condolences" to the victims of **Typhoon** Haiyan, which swept through the **Philippines**...

[General asks for U.S. warships in typhoon relief](#)

CNN - 15 hours ago

[The latest information on deaths and damage from Typhoon Haiyan in the Philippines](#)

Washington Post - 7 hours ago



See also: [More stories](#) - [Top stories](#)






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Microsoft Shopping Results

 +Evan 


Web Images Maps **Shopping** More ▾  


Sort: Default ▾ View: List ▾  My Shopping List [Why these products?](#)




[Nokia Lumia 1020 Smartphone \(3G 850mhz AT&T\) Black Unlocked Import](#)
Nokia Lumia 1020 Black GSM unlocked mobile phone quad-band GSM850 / GSM900 / GSM1800 / GSM1900 - 3G HSDPA 850 / 900 / 1900 / 2100 LTE 800 / 900 ...
#4 in Windows Phone Unlocked Mobile Phones
 [Save to Shortlist](#)

\$649
from 2 stores
[Compare prices](#)



["Nokia Lumia 1020 4G LTE"](#)
"Buy the **Nokia Lumia 1020**, unlocked and with 12 months warranty. The newly launched **Nokia Lumia 1020** is an extremely amazing fun filled smartphone ...
 [Save to Shortlist](#)

\$659.99
\$669.98 with est. tax & shipping
MobiCity USA
★★★★★ [3,448 reviews](#)



[Nokia Lumia 1020 - Matte Yellow \(with contract\)](#)
41 megapixels. Amazing detail. Brilliant zoom. The **Nokia Lumia 1020** combines the image quality of a ...

\$199.99
Free shipping
AT&T
[2 reviews](#)





Seattle Seahawks

9-1, 1st in NFC Western Division

Sunday, November 10, 1:00 PM (ET)
Georgia Dome, Atlanta, Georgia

 Seattle Seahawks (9-1)	33 - 10 Final	Atlanta Falcons (2-7) 
--	-------------------------	---

	1	2	3	4	Total
Seahawks	3	20	3	7	33
Falcons	0	3	7	0	10

[Recap](#)

Sun, Nov 17 vs.  Vikings 4:25 PM (ET)

News for [seattle seahawks](#)



Power Rankings: No. 3 [Seattle Seahawks](#)

ESPN (blog) - 14 hours ago

A weekly examination of the [Seahawks](#)' ESPN.com Power Ranking: Preseason: 1 | Last Week: 4 | ESPN.com Power Ranking since 2002 ...

[Dominant win pushes \[Seahawks\]\(#\) up in NFL power rankings](#)
[Seattle Post Intelligencer](#) (blog) - by Nick Eaton - 6 hours ago

[Seattle Seahawks take care of business vs. \[Falcons\]\(#\)](#)
[NFL.com](#) - by Dan Hanzus - 2 days ago

[Seattle Seahawks](#): [Seahawks.com](#)

[www.seahawks.com/](#)

Seahawks.com - the official site of the National Football League's Seattle Seahawks.
Schedule - Seattle Seahawks Apparel - Team - Videos and Photos

[Seattle Seahawks news, rumors and more | Bleacher Report](#)



Seattle Seahawks

[Follow](#)

171,959 followers on Google+

The Seattle Seahawks are an American Football team in the National Football League based in Seattle, Washington. They are currently members of the Western Division of the National Football Conference.
[Wikipedia](#)

Founded: 1976

Arena/Stadium: CenturyLink Field

Head coach: Pete Carroll

Location: Seattle

Division: NFC West

Mascot: Seattle Seahawks Blitz

Recent posts





If you were not among the thousands of 12s who traveled the 3000 miles to Atlanta, this is what it looked like from the sidelines courtesy of Rod Mar's ... 10 hours ago

Roster

Player	Num	Position
Russell Wilson	3	Quarterback






Google  

Web Images Maps Shopping Videos More ▾ Search tools

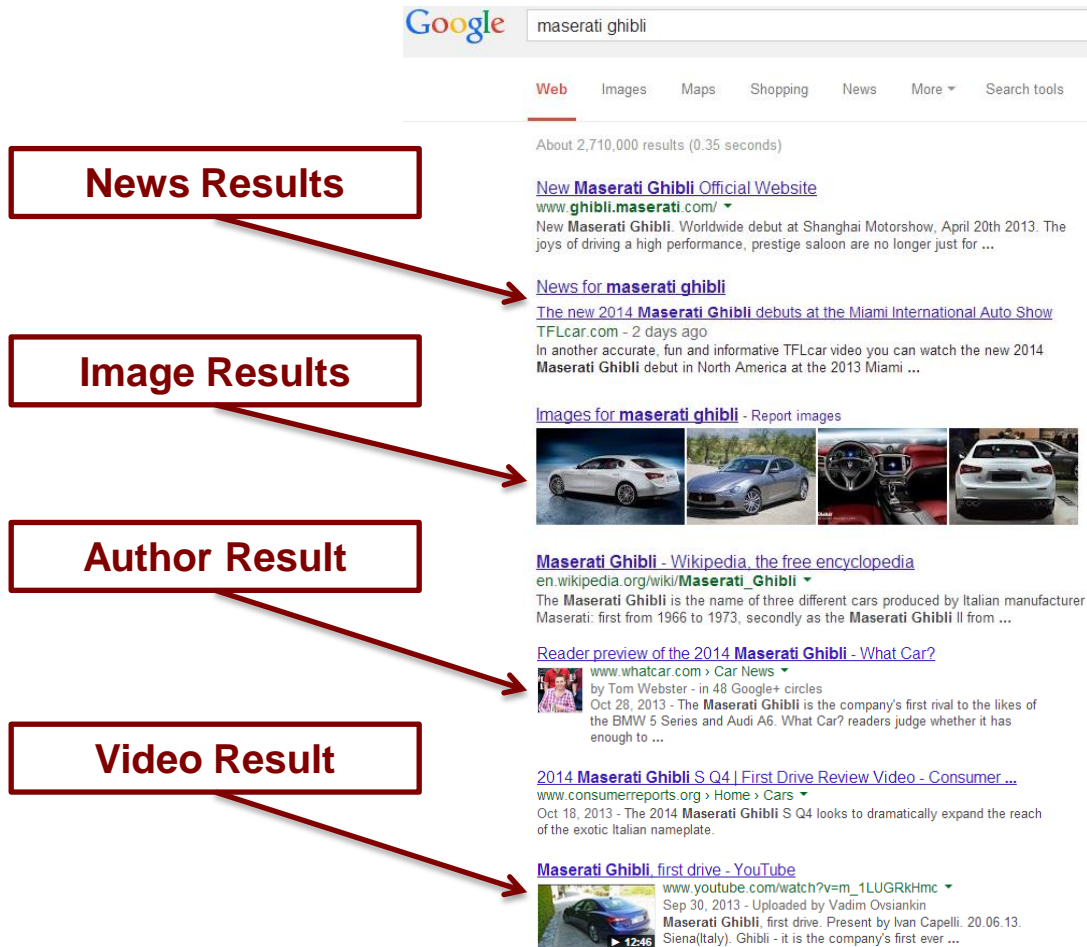
About 43,600,000 results (0.55 seconds)

The answer to life the universe and everything =

Rad		x!	()	%	AC
Inv	sin	ln	7	8	9	÷
π	cos	log	4	5	6	×
e	tan	√	1	2	3	-
Ans	EXP	x ^y	0	.	=	+



The All Powerful Universal Results



The image shows a Google search for "maserati ghibli" with various result types highlighted by red boxes and arrows. The search results include:

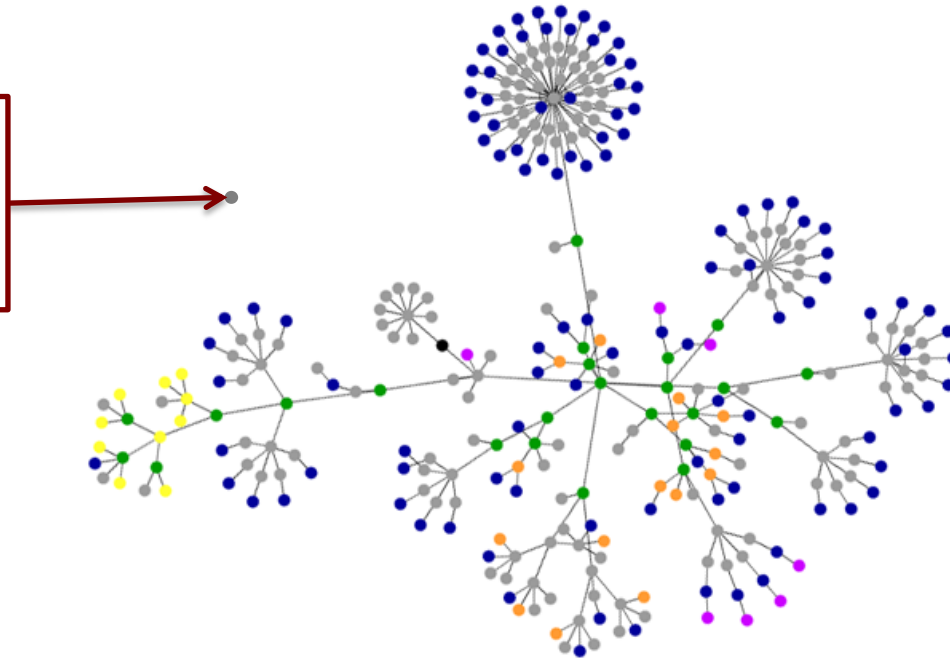
- News Results:**
 - [New Maserati Ghibli Official Website](#) - [www.ghibli.maserati.com/](#) - New Maserati Ghibli. Worldwide debut at Shanghai Motorshow, April 20th 2013. The joys of driving a high performance, prestige saloon are no longer just for ...
 - [News for maserati ghibli](#) - [The new 2014 Maserati Ghibli debuts at the Miami International Auto Show](#) - TFLcar.com - 2 days ago - In another accurate, fun and informative TFLcar video you can watch the new 2014 Maserati Ghibli debut in North America at the 2013 Miami ...
- Image Results:**
 - [Images for maserati ghibli](#) - Report images
- Author Result:**
 - [Maserati Ghibli - Wikipedia, the free encyclopedia](#) - en.wikipedia.org/wiki/Maserati_Ghibli - The Maserati Ghibli is the name of three different cars produced by Italian manufacturer Maserati: first from 1966 to 1973, secondly as the Maserati Ghibli II from ...
 - [Reader preview of the 2014 Maserati Ghibli - What Car?](#) - [www.whatcar.com](#) > Car News - by Tom Webster - in 48 Google+ circles - Oct 28, 2013 - The Maserati Ghibli is the company's first rival to the likes of the BMW 5 Series and Audi A6. What Car? readers judge whether it has enough to ...
- Video Result:**
 - [2014 Maserati Ghibli S Q4 | First Drive Review Video - Consumer ...](#) - [www.consumerreports.org](#) > Home > Cars - Oct 18, 2013 - The 2014 Maserati Ghibli S Q4 looks to dramatically expand the reach of the exotic Italian nameplate.
 - [Maserati Ghibli, first drive - YouTube](#) - [www.youtube.com/watch?v=m_1LUGRkHmc](#) - Sep 30, 2013 - Uploaded by Vadim Ovsiankin - Maserati Ghibli, first drive. Present by Ivan Capelli. 20.06.13. Siena(Italy). Ghibli - it is the company's first ever ...

HOW SEARCH ENGINES WORK





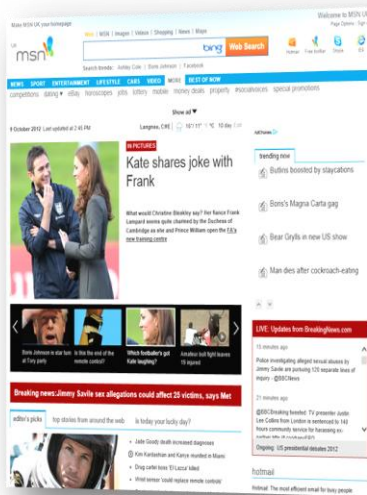
**Without links,
the engines
might never
find this page**





Microsoft

Crawl – Only Understands the Source Code

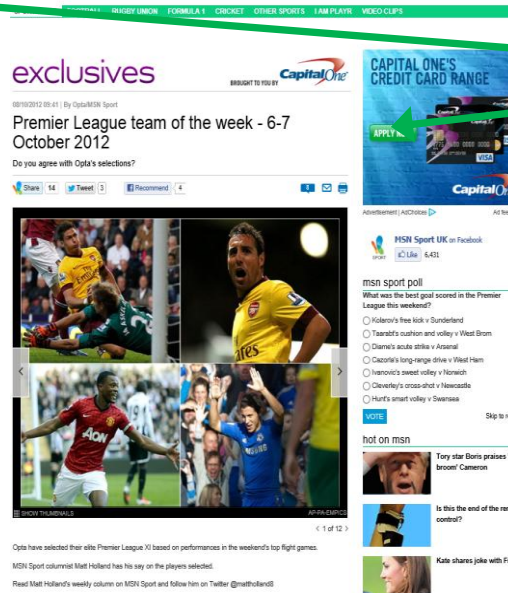
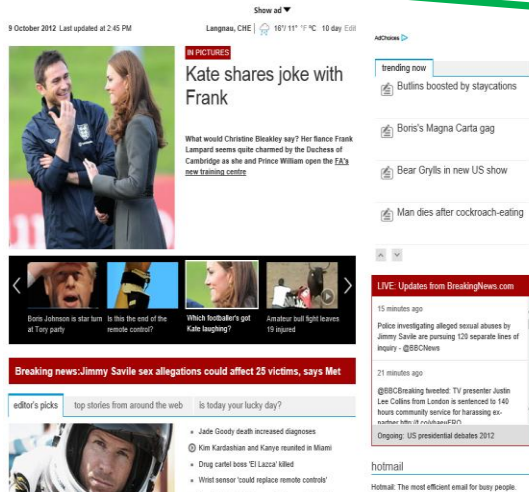


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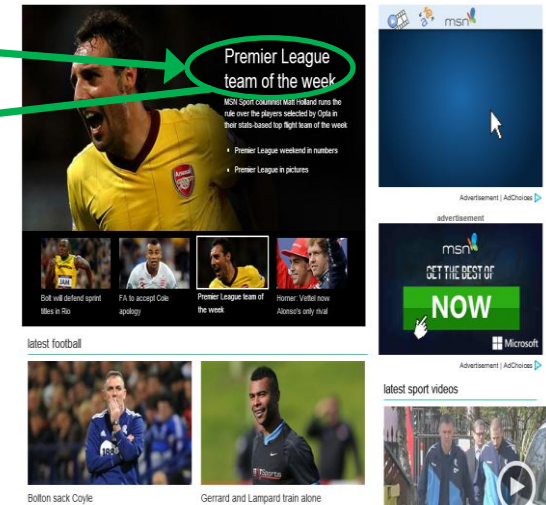


Microsoft

Crawl – Navigates like a User

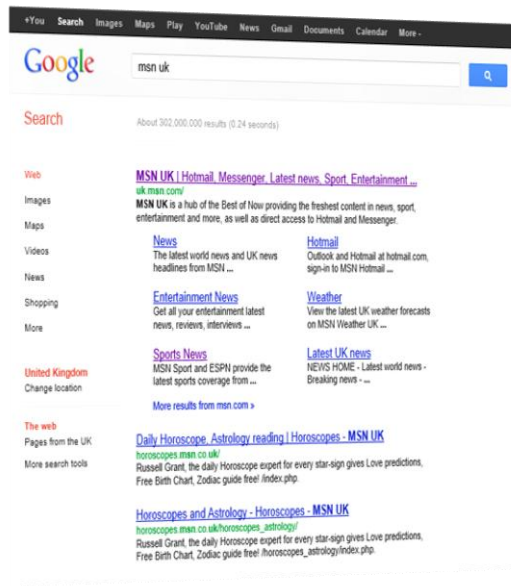


Latest sports news on MSN Sport



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Microsoft Cache – Stores a Code-Only Version

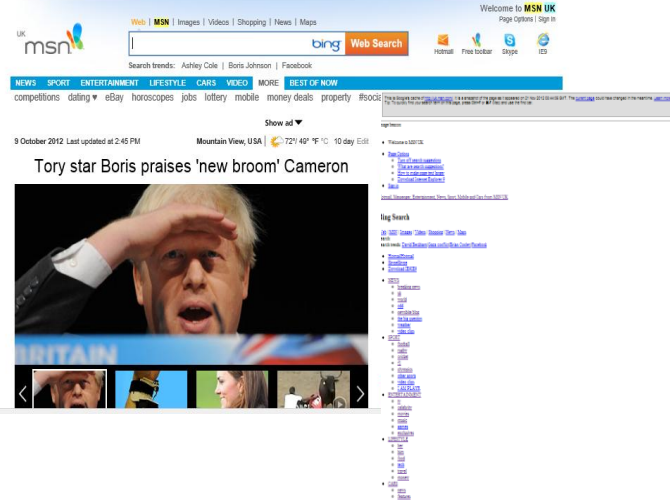


It's cache of <http://uk.msn.com/>. It is a snapshot of the page as it appeared on 9 Oct 2012 14:04:23 GMT. The [current page](#) could have changed in the meantime. [Learn more](#)

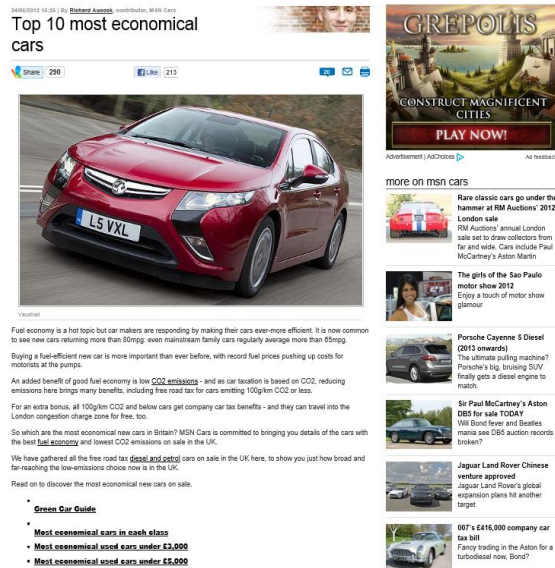
If you find your search term on this page, press Ctrl+F or ⌘F (Mac) and use the find bar.

Terms are highlighted: **msn uk**

[Test-only version](#)



- 1. Search engine spiders crawl sites just like users and can't index "orphaned" pages**
- 2. Search engines read source code left to right, top to bottom**
- 3. The cache is a literal, source only copy of a page**
- 4. Using the "cache" link in a SERP, you can find the latest cached version of a page**

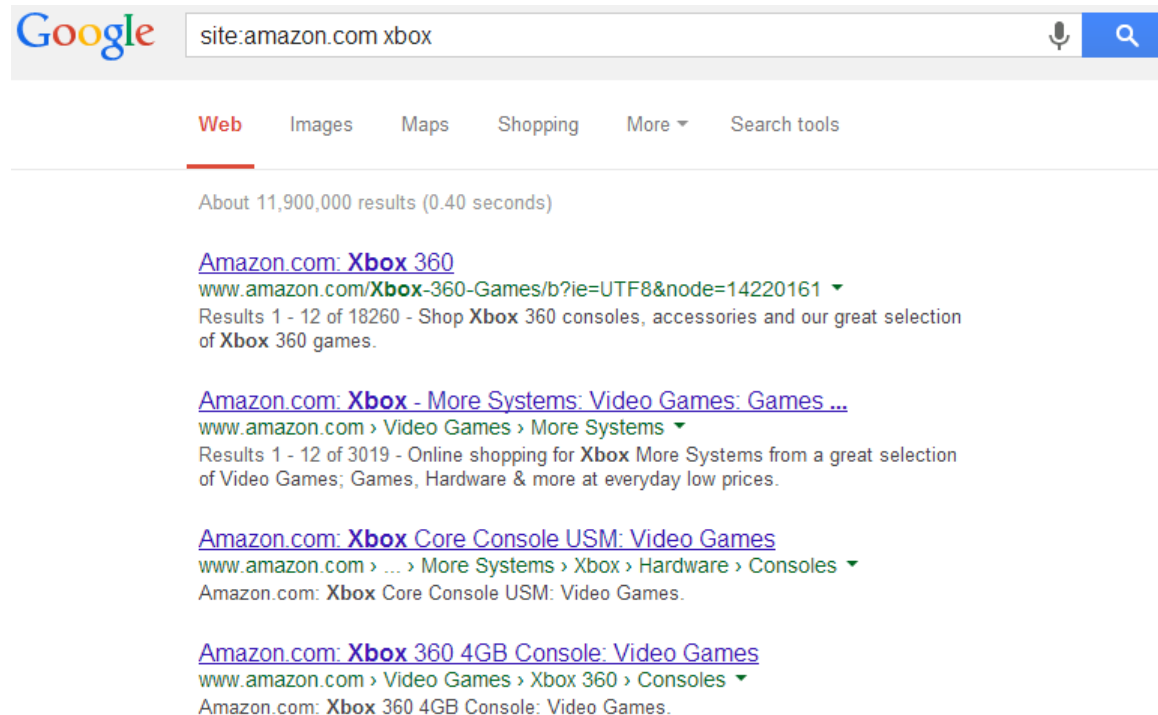


Keyword: Economical cars	Instances:
Title	1
Meta Description	1
h1	1
Text	3

URL	http://cars.uk.msn.com/features/green-motoring/top-10-most-economical-cars
Title	Top 10 most economical cars - Green motoring - MSN Cars - MSN UK
Meta Description	Latest green car news; reviews; most economical cars; and fuel-saving tips.
Heading 1	Top 10 most economical cars
Text	Fuel economy is a hot topic but car makers are responding by making their cars ever-more efficient. It is now common to see new cars returning more than 80mpg; even mainstream family cars regularly average more than 65mpg...
Heading 2	Bing search Latest cars videos More on msn cars MSN cars sitemap



a	available	how	downward s	hereafter	thereafter	particular	wherein	without
able	away	howbeit	during	hereby	thereby	particularl y	where's	wonder
about	awfully	however	e	herein	there'd	past	whereupo n	won't
above	b	hundred	each	here's	therefore	per	wherever	would
abroad	back	i	edu	hereupon	therein	perhaps	whether	wouldn't
accordin g	backward	i'd	eg	hers	there'll	placed	which	x
accordin gly	backwards	ie	eight	herself	there're	please	whichever	y
across	be	if	eighty	he's	theres	plus	while	yes
actually	became	ignored	either	hi	there's	possible	whilst	yet
adj	because	i'll	else	him	thereupon	presumabl y	whither	you
after	become	i'm	elsewhere	himself	there've	probably	who	you'd
afterward s	becomes	immediate	end	his	these	provided	who'd	you'll
again	becoming	in	ending	hither	they	provides	whoever	your
against	been	inasmuch	enough	hopefully	they'd	q	whole	you're
ago	before	inc	entirely	how	they'll	que	who'll	yours
ahead	beforehan d	inc.	especially	howbeit	they're	quite	whom	yourself
ain't	begin	indeed	et	however	they've	qv	whomever	yourselves
all	behind	indicate	etc	hundred	thing	r	who's	you've
allow	being	indicated	even	i	things	rather	whose	z
allows	believe	indicates	ever	i'd	think	rd	why	zero



Google site:amazon.com xbox

Web Images Maps Shopping More Search tools

About 11,900,000 results (0.40 seconds)

[Amazon.com: Xbox 360](#)
www.amazon.com/Xbox-360-Games/b?ie=UTF8&node=14220161
Results 1 - 12 of 18260 - Shop Xbox 360 consoles, accessories and our great selection of Xbox 360 games.

[Amazon.com: Xbox - More Systems: Video Games: Games ...](#)
www.amazon.com > Video Games > More Systems
Results 1 - 12 of 3019 - Online shopping for Xbox More Systems from a great selection of Video Games; Games, Hardware & more at everyday low prices.

[Amazon.com: Xbox Core Console USM: Video Games](#)
www.amazon.com > ... > More Systems > Xbox > Hardware > Consoles
Amazon.com: Xbox Core Console USM: Video Games.

[Amazon.com: Xbox 360 4GB Console: Video Games](#)
www.amazon.com > Video Games > Xbox 360 > Consoles
Amazon.com: Xbox 360 4GB Console: Video Games.

- 1. Search engines create an index of page content and strip out irrelevant words**
- 2. Stopwords are many and varied, be careful how you write in high value factors like title tags**
- 3. You can get an approximation of how many pages any site has indexed using the *site:* command**
- 4. You can find those pages most relevant on a site to a search by appending it to a *site:* command**



Google
UK



cars

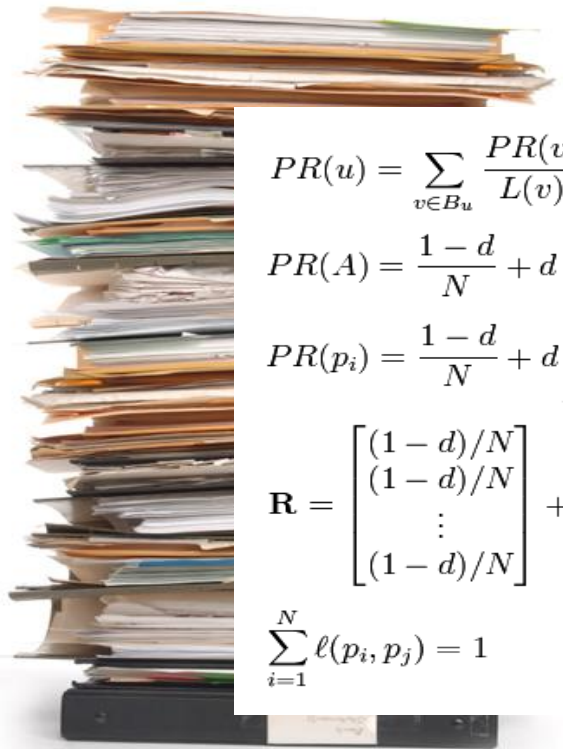
Google Search

I'm Feeling Lucky





Rank



$$PR(u) = \sum_{v \in B_u} \frac{PR(v)}{L(v)}$$

$$PR(A) = \frac{1-d}{N} + d \left(\frac{PR(B)}{L(B)} + \frac{PR(C)}{L(C)} + \frac{PR(D)}{L(D)} + \dots \right)$$

$$PR(p_i) = \frac{1-d}{N} + d \sum_{p_j \in M(p_i)} \frac{PR(p_j)}{L(p_j)}$$

$$\mathbf{R} = \begin{bmatrix} (1-d)/N \\ (1-d)/N \\ \vdots \\ (1-d)/N \end{bmatrix} + d \begin{bmatrix} \ell(p_1, p_1) & \ell(p_1, p_2) & \dots & \ell(p_1, p_N) \\ \ell(p_2, p_1) & \ddots & & \vdots \\ \vdots & & \ell(p_i, p_j) & \\ \ell(p_N, p_1) & \dots & & \ell(p_N, p_N) \end{bmatrix} \mathbf{R}$$

$$\sum_{i=1}^N \ell(p_i, p_j) = 1$$



Microsoft Search Engine Results Page



Vertical Search

Search Options

Organic Results

Microdata

Query Stats

Paid Results

Mini Site Links

Personalised Search

Google Knowledge Graph

Local Results

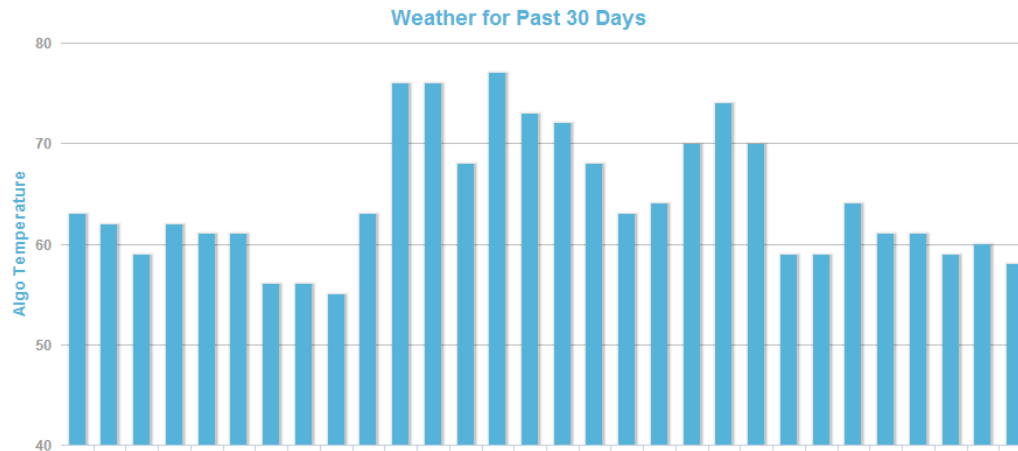


- 1. Page rank algorithm is only one of the many factors**
- 2. Personalized results are influenced also when I am logged out**
- 3. Google Knowledge graph is the basic of the future semantic web**
- 4. Google+ is highly valuable**

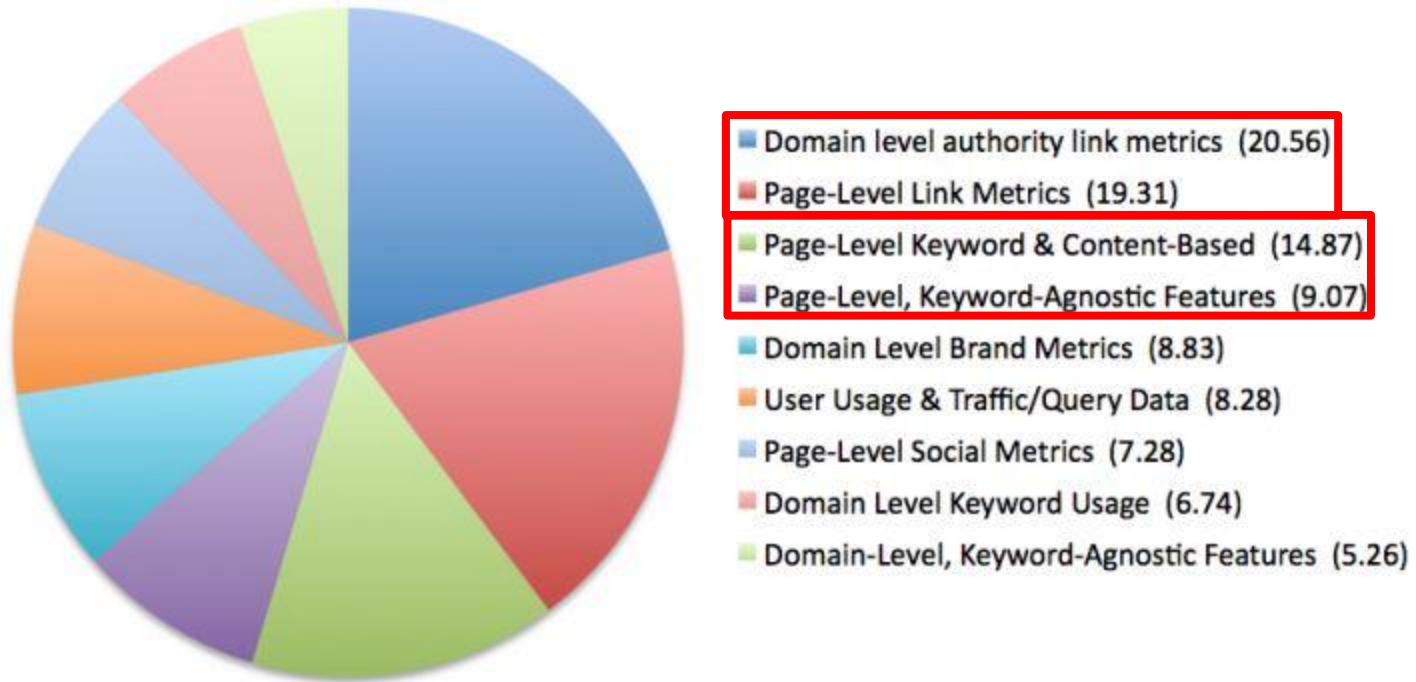


“We tend to roll out 350-400 [updates] per year”

Matt Cutts, Head of Google Webspam Team



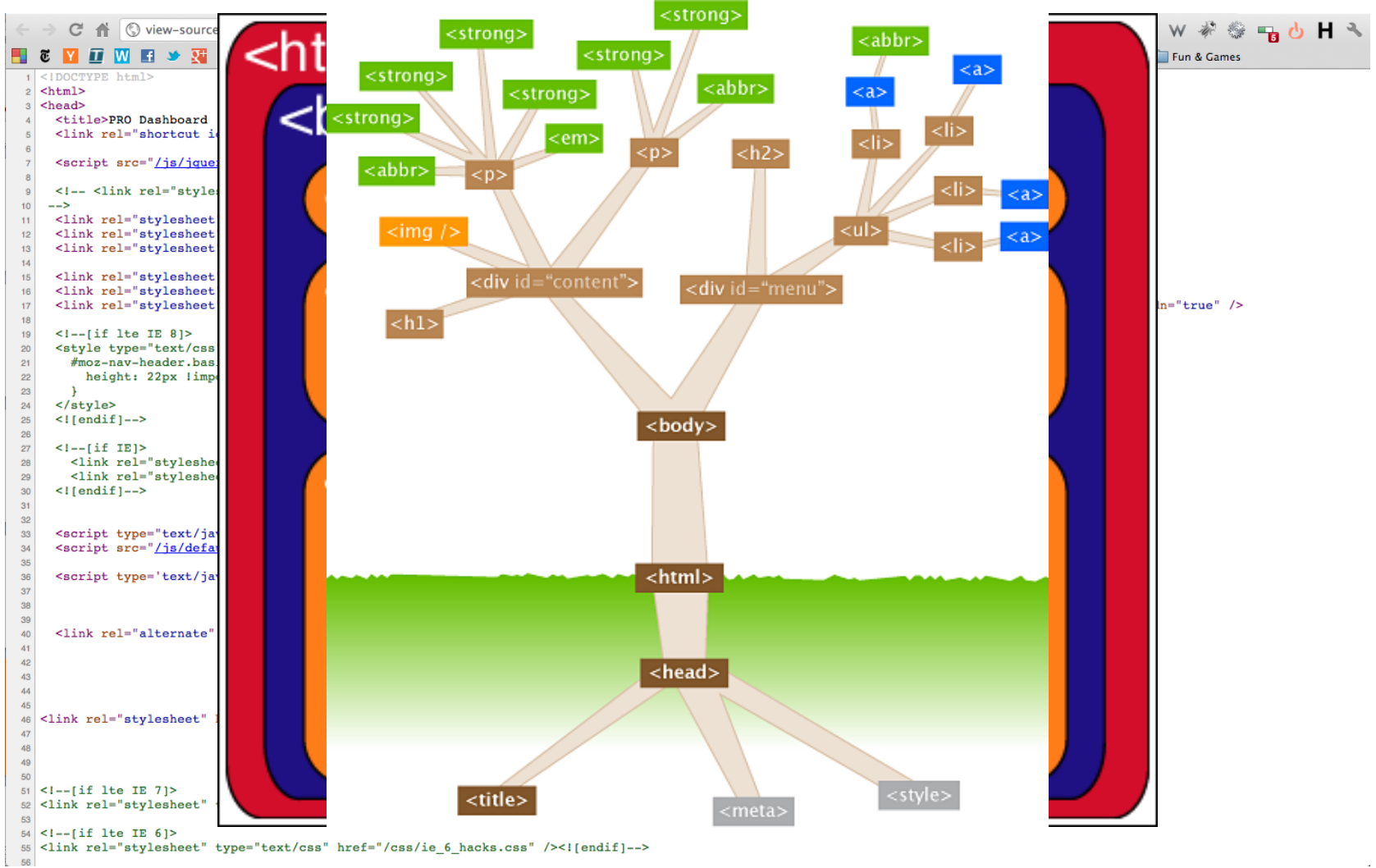
RANKING FACTORS



HOW GOOGLE LOOKS AT A WEBSITE



HTML Elements





4 | `<title>Internet meme - Wikipedia, the free encyclopedia</title>`





```
1 <!DOCTYPE html>
2 <!-- Sysops: Please do not edit the main template directly; update /temp and synchronise. -->
3
4 <html lang="mul" dir="ltr">
5 <head>
6 <meta charset="utf-8" />
7 <title>Wikipedia</title>
8 <meta name="title" content="Wikipedia" />
9 <meta name="description" content="Wikipedia, the free encyclopedia that anyone can edit." />
10 <meta name="author" content="Wikimedia Foundation" />
11 <meta name="copyright" content="Creative Commons Attribution-Share Alike 3.0 and GNU Free Do
12 <meta name="publisher" content="Wikimedia Foundation" />
13 <meta name="language" content="Many" />
14 <meta name="robots" content="index, follow" />
15 <meta name="MSSmartTagsPreventParsing" content="true" />
16 <link rel="shortcut icon" href="//en.wikipedia.org/favicon.ico" />
17 <link rel="apple-touch-icon" href="//upload.wikimedia.org/wikipedia/commons/f/f1/Wikipedia-m
18 <link rel="copyright" href="//creativecommons.org/licenses/by-sa/3.0/" />
19 <link rel="copyright" href="//www.gnu.org/copyleft/fdl.html" />
20 <link rel="license" href="//creativecommons.org/licenses/by-sa/3.0/" />
21 <link rel="license" href="//www.gnu.org/copyleft/fdl.html" />
22 <link rel="stylesheet" href="//bits.wikimedia.org/skins-1.18/monobook/main.css?303-4" type="
```

14 `<meta name="robots" content="index, follow" />`

```
<META NAME="ROBOTS" CONTENT="NOINDEX, FOLLOW">
<META NAME="ROBOTS" CONTENT="INDEX, NOFOLLOW">
<META NAME="ROBOTS" CONTENT="NOINDEX, NOFOLLOW">
```



9 `<meta name="description" content="Wikipedia, the free encyclopedia that anyone can edit." />`

```
<meta name="description" content="A blurb to describe the content of the page appears here" >
```



53 `<meta name="keywords" content="Evan Fishkin, Evan, Fishkin, SEO, Gaming" />`

`<meta name="keywords" content="wikipedia,encyclopedia" >`



```
16 <link rel="shortcut icon" href="//en.wikipedia.org/favicon.ico" />
17 <link rel="apple-touch-icon" href="//upload.wikimedia.org/wikipedia/commons/f/f1/Wikipedia-mobile-icon.png" />
18 <link rel="copyright" href="//creativecommons.org/licenses/by-sa/3.0/" />
19 <link rel="copyright" href="//www.gnu.org/copyleft/fdl.html" />
20 <link rel="license" href="//creativecommons.org/licenses/by-sa/3.0/" />
21 <link rel="license" href="//www.gnu.org/copyleft/fdl.html" />
22 <link rel="stylesheet" href="//bits.wikimedia.org/skins-1.18/monobook/main.css?303-4" type="text/css" media="screen, projection" />
```





```
16 <link rel="shortcut icon" href="//en.wikipedia.org/favicon.ico" />
17 <link rel="apple-touch-icon" href="//upload.wikimedia.org/wikipedia/commo
18 <link rel="copyright" href="//creativecommons.org/licenses/by-sa/3.0/" />
19 <link rel="copyright" href="//www.gnu.org/copyleft/fdl.html" />
20 <link rel="license" href="//creativecommons.org/licenses/by-sa/3.0/" />
21 <link rel="license" href="//www.gnu.org/copyleft/fdl.html" />
22 <link rel="stylesheet" href="//bits.wikimedia.org/skins-1.18/monobook/mai
```





```
16 <link rel="shortcut icon" href="//en.wikipedia.org/favicon.ico" />
17 <link rel="apple-touch-icon" href="//upload.wikimedia.org/wikipedia/commo
18 <link rel="copyright" href="//creativecommons.org/licenses/by-sa/3.0/" />
19 <link rel="copyright" href="//www.gnu.org/copyleft/fdl.html" />
20 <link rel="license" href="//creativecommons.org/licenses/by-sa/3.0/" />
21 <link rel="license" href="//www.gnu.org/copyleft/fdl.html" />
22 <link rel="stylesheet" href="//bits.wikimedia.org/skins-1.18/monobook/mai
```

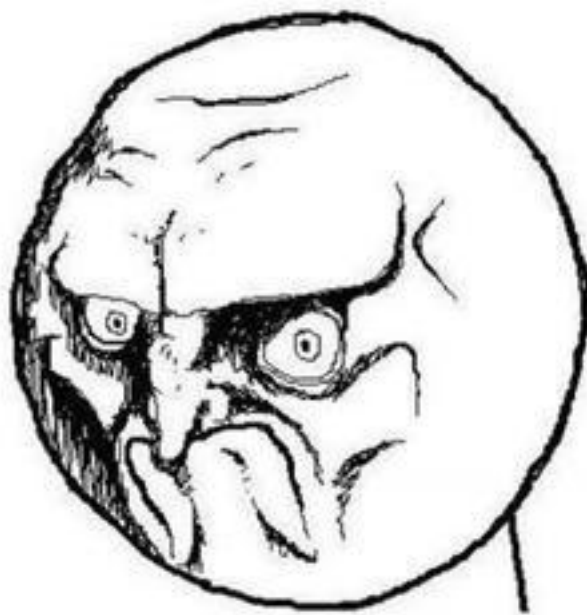


```
54 <link rel="canonical" href="http://efishkin.com/" />
```

139 Gary Marshall, The Internet and Memetics

External links

- Gary Marshall, [The Internet and Memetics](http://pespmc1.vub.ac.be/Conf/MemePap/Marshall.html)  - academic article about Internet and memes.
- [Interactive timeline of Internet memes](#) 



NO.



```
<a rel="nofollow" class="external text" href="http://pespmc1.vub.ac.be/Conf/MemePap/Marshall.html">The Internet and Memetics</a>
```

External links

- Gary Marshall, [The Internet and Memetics](#) - academic article about Internet and memes.
- [Interactive timeline of Internet memes](#)



[Internet meme - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/Internet_meme ▼

An **Internet meme** is an idea, style or action which spreads, often as mimicry, from person to person via the Internet, as with imitating the concept. Some notable ...

[Cliché](#) - [Dumb Ways to Die](#) - [Chuck Testa](#) - [Category:Internet memes](#)



<title>

Internet meme - Wikipedia, the free encyclopedia

URL

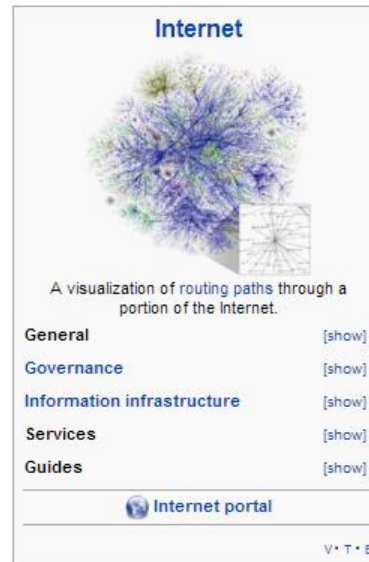
en.wikipedia.org/wiki/Internet_meme ▼

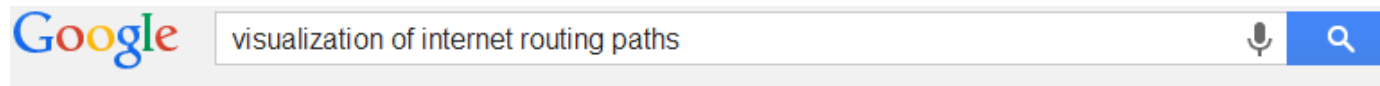
<meta name="description">

An **Internet meme** is an idea, style or action which spreads, often as mimicry, from person to person via the Internet, as with imitating the concept. Some notable ...

Cliché - Dumb Ways to Die - Chuck Testa - Category:Internet memes







Web Images Maps Shopping More ▾ Search tools

About 162,000 results (0.48 seconds)

[PDF] [Visualizing Internet Routing Changes - UCLA Computer Science](#)
www.cs.ucla.edu/~lixia/papers/06LR_TVCG.pdf ▾

Sep 8, 2006 - **visualize routing** changes in the global **Internet**. Not only can a picture ... and a given destination to trace the **routing path** or the **path** changes.

[BGPlay – graphical visualisation of BGP updates - Route Views ...](#)
bgplay.routeviews.org/ ▾

BGPlay is a Java application which displays animated graphs of the **routing** activity of a certain prefix within a specified time interval. Its graphical nature makes it ...

[Images for visualization of internet routing paths](#) - Report images



- 1. The recommended character limit for a title tag is 60**
- 2. Word order matters, and target keywords should always come first**
- 3. A targeted title and meta description can greatly increase CTR**
- 4. The recommended character limit for a meta description is 155-160 characters**
 - If you exceed this limit, your description will be cut and may not create a positive user experience in the SERP**
 - However, curiosity did kill the...**
- 5. Search engines do always use the provided meta description, they may use body content from your page**
- 6. There should only ever be ONE H1 tag for any given page, all other headers should be used within reason**

QUESTIONS?





Nasa.gov



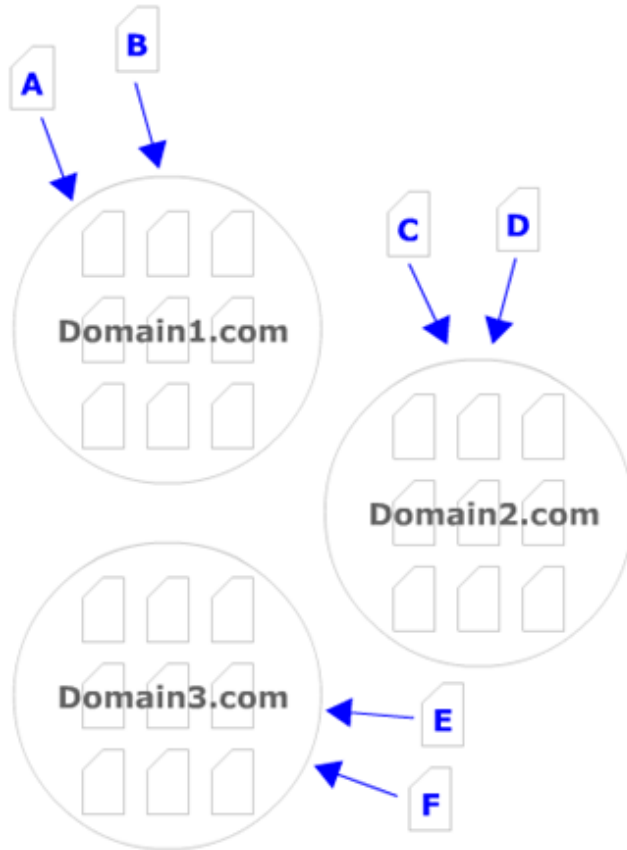
Gamble-mortgage-win-viagra.info



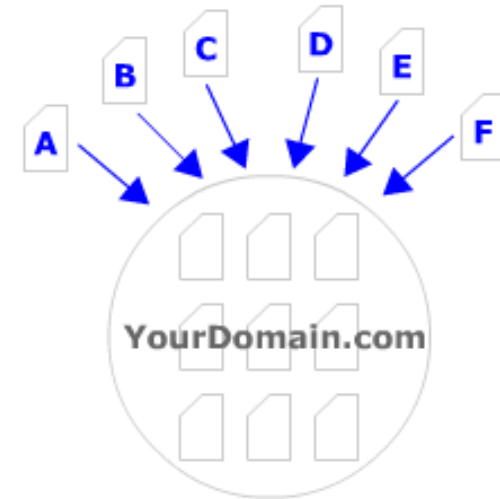


Microsoft

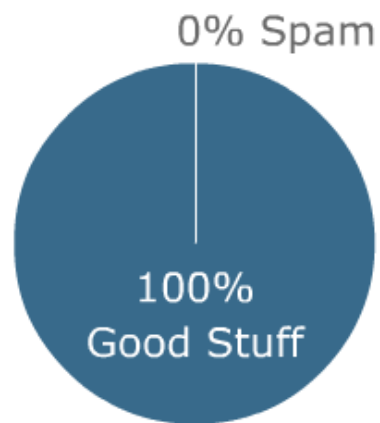
Many Domains vs. One Domain



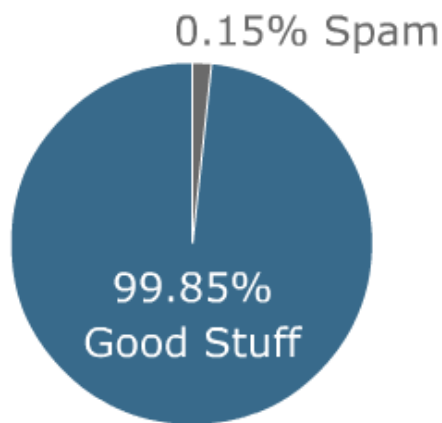
VS.



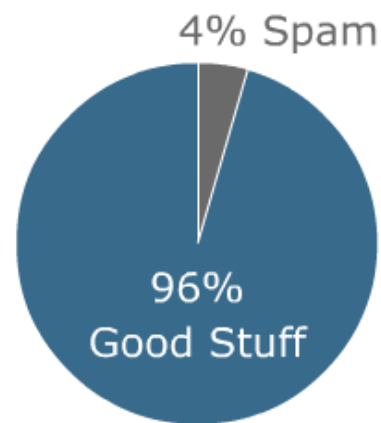
ICMA
Making classified media work better!
International Classified Media Association



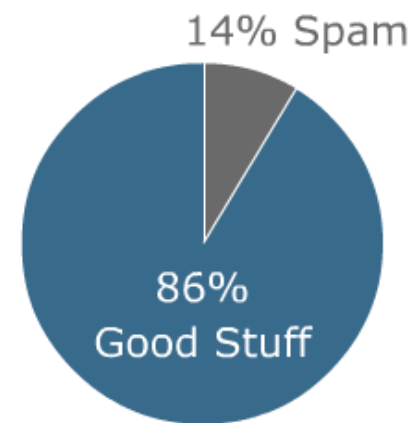
Trusted Seed Set



1 Link "Hop" Away



2 Link "Hops" Away



3 Link "Hops" Away

Search researchers found that the further a site/page's distance from a trusted seed set, the more likely they were to contain spam results.





Microsoft

Query Deserves Freshness

Google

google apple

Search

QDF

Web [+ Show options...](#)

News results for **google apple**



[The War Between Apple and Google Has Just Begun](#) - 3 days ago

As **Google** and **Apple** enter new realms, the two companies are competing in more arenas than we can count. In mobile hardware and software, **Apple** has the ...

[New York Times \(blog\)](#) - [873 related articles »](#)

[A Big-Picture Look at Google, Microsoft, Apple And Yahoo](#) -

[New York Times \(blog\)](#) - [199 related articles »](#)

[Eric Schmidt: Apple & Google Relationship 'Stable'](#) -

[Softpedia](#) - [5879 related articles »](#)

Normal Results

Google Software Downloads for the Mac

Google Pack requires Windows XP or Vista. Here is some **Google** software for your Mac. ...

Create 3D models and place your models in **Google** Earth. ...

[www.google.com/mac/](#) - [Cached](#) - [Similar](#)

QDF

Google Is Now **Apple's** Greatest Enemy: Here's Why

Jan 20, 2010 ... While Microsoft and **Apple** are still bitter rivals, several recent events have brought them closer together in order to fight their common ...

[mashable.com/2010/01/20/apple-microsoft-v-google/](#) - [Cached](#)



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Microsoft

Query Deserves Diversity

HMM... THIS QUERY COULD HAVE A LOT OF MEANINGS. MAYBE I'LL MIX UP THE USUAL ALGO TO PROVIDE SOME DIVERSITY.



Google

Web Finance News

gdp

Search

I NORMALLY WOULDN'T RANK YOU SO HIGH, BUT LOTS OF SEARCHERS WANT THIS KIND OF RESULT.



[List of countries by GDP \(nominal\) - Wikipedia, the free encyclopedia](#)

This article includes a list of countries of the world sorted by their **gross domestic product** (GDP), the value of all final goods and services from a nation ...
[en.wikipedia.org/wiki/List_of_countries_by_GDP_\(nominal\)](#) - 302k - [Cached](#) - [Similar pages](#)

[gross domestic product](#)

[www.bea.gov/bea/dn/home/gdp.htm](#) - [Similar pages](#)

[BEA: News Release: Gross Domestic Product](#)

Real **gross domestic product** -- the output of goods and services produced by labor and property located in the United States -- increased at an annual rate ...
[www.bea.gov/newsreleases/national/gdp/gdpnewsrelease.htm](#) - 25k - [Cached](#) - [Similar pages](#)

[Gordon Document Products - Your Premier Document Management ...](#)

Sales, service, supplies for Lanier, Muratec, Paperclip, Duplo; copiers, fax, electronic imaging, computer networks, duplicators, office supplies in Atlanta ...
[www.gdp.com/](#) - 42k - [Cached](#) - [Similar pages](#)

[What is GDP and why is it so important?](#)

The **gross domestic product** (GDP) is one the primary indicators used to gauge the health of ... Measuring GDP is complicated (which is why we leave it to the ...
[www.investopedia.com/ask/answers/199.asp](#) - 31k - [Cached](#) - [Similar pages](#)

[Econbrowser: GDP still growing \(barely\)](#)

Apr 30, 2008 ... The Bureau of Economic Analysis reported today that U.S. real **GDP** grew at a 0.6% annual rate in the first quarter of 2008, the same tepid ...
[www.econbrowser.com/archives/2008/04/gdp_still_growi.html](#) - 20k - [Cached](#) - [Similar pages](#)



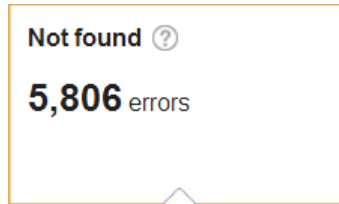
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ARCHITECTURE



The industry generalization for dilution of PageRank through page-level 301 is



The industry generalization for dilution of PageRank through page-up/low-relevance 301 is





[Oscars 2012 | MSN UK Movies](#)

[movies.uk.msn.com/movie-awards/oscars-2012/default.aspx](#) ▼

Live coverage of the 2012 Oscars ... What has been the biggest snub so far of this year's Oscars?



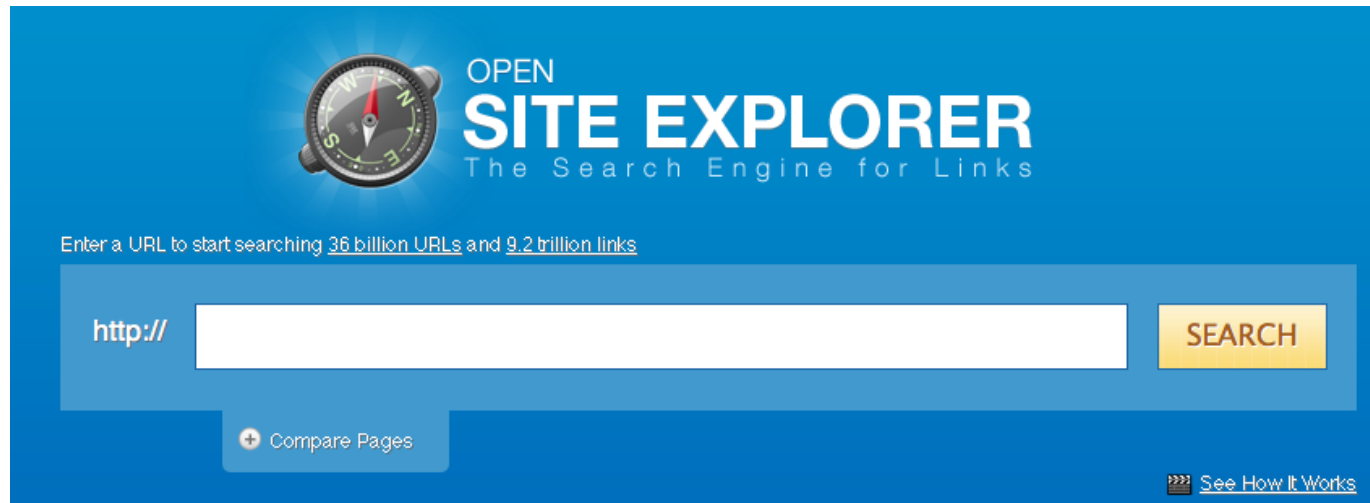
[Xbox, Xbox 360, Microsoft Xbox, Xbox Kinect, Kinect, Xbox ...](#)

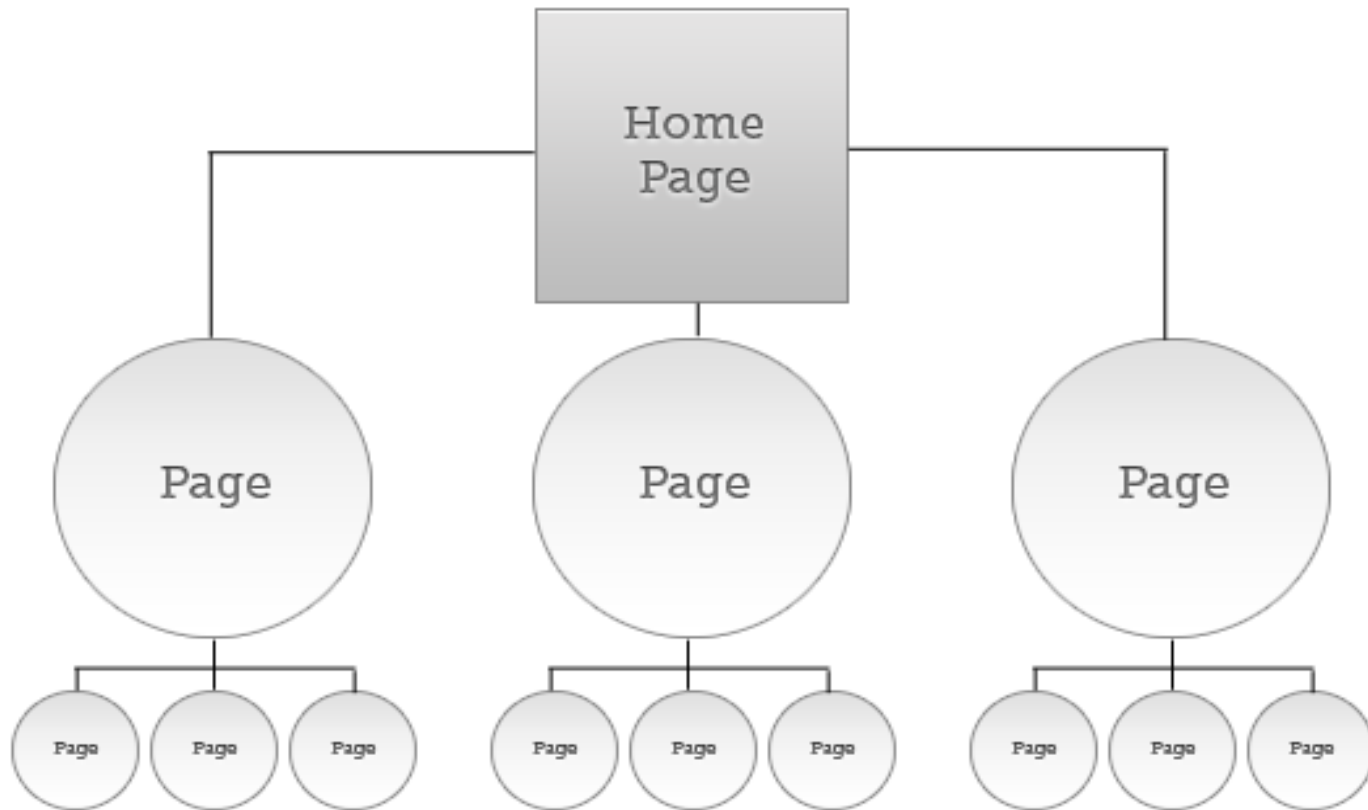
[tech.uk.msn.com/microsoft/xbox](#) ▼

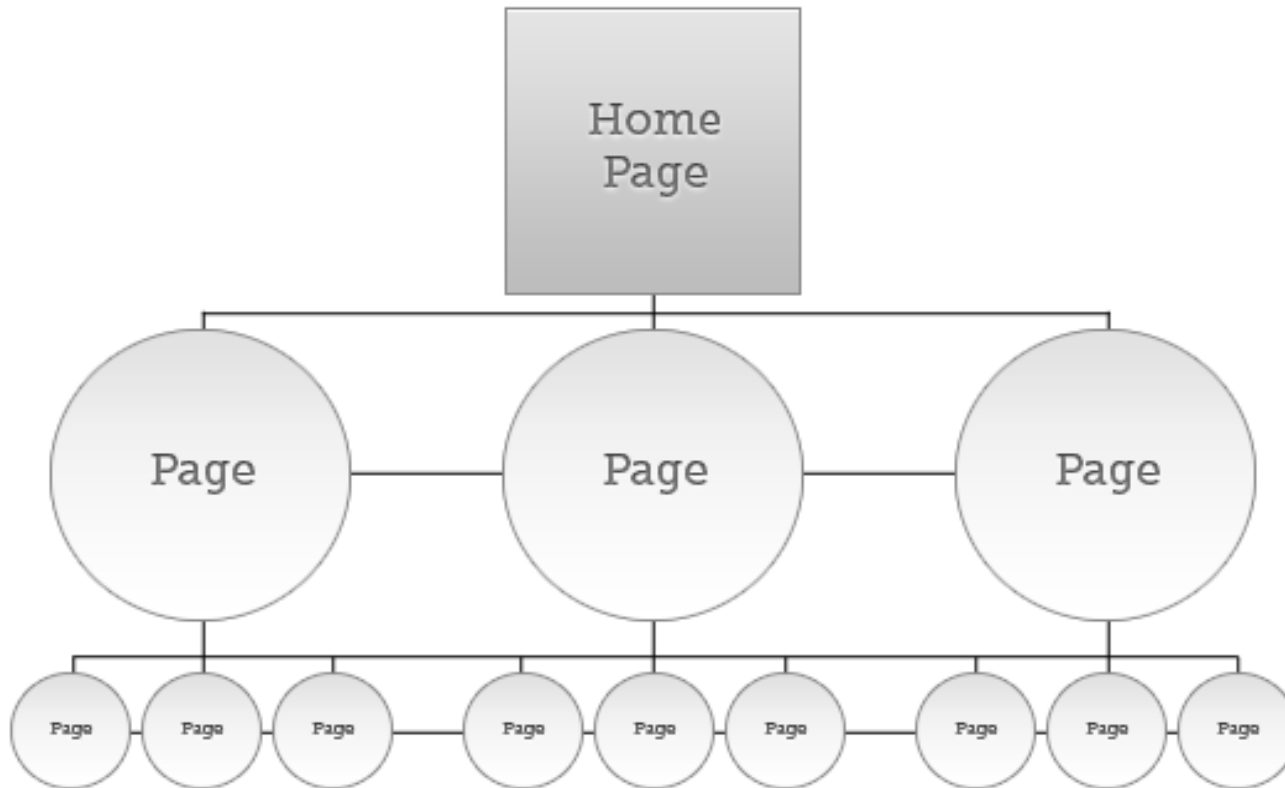
Microsoft Xbox, Xbox 360 console, Xbox Kinect, Kinect. Xbox news and guides on MSN UK

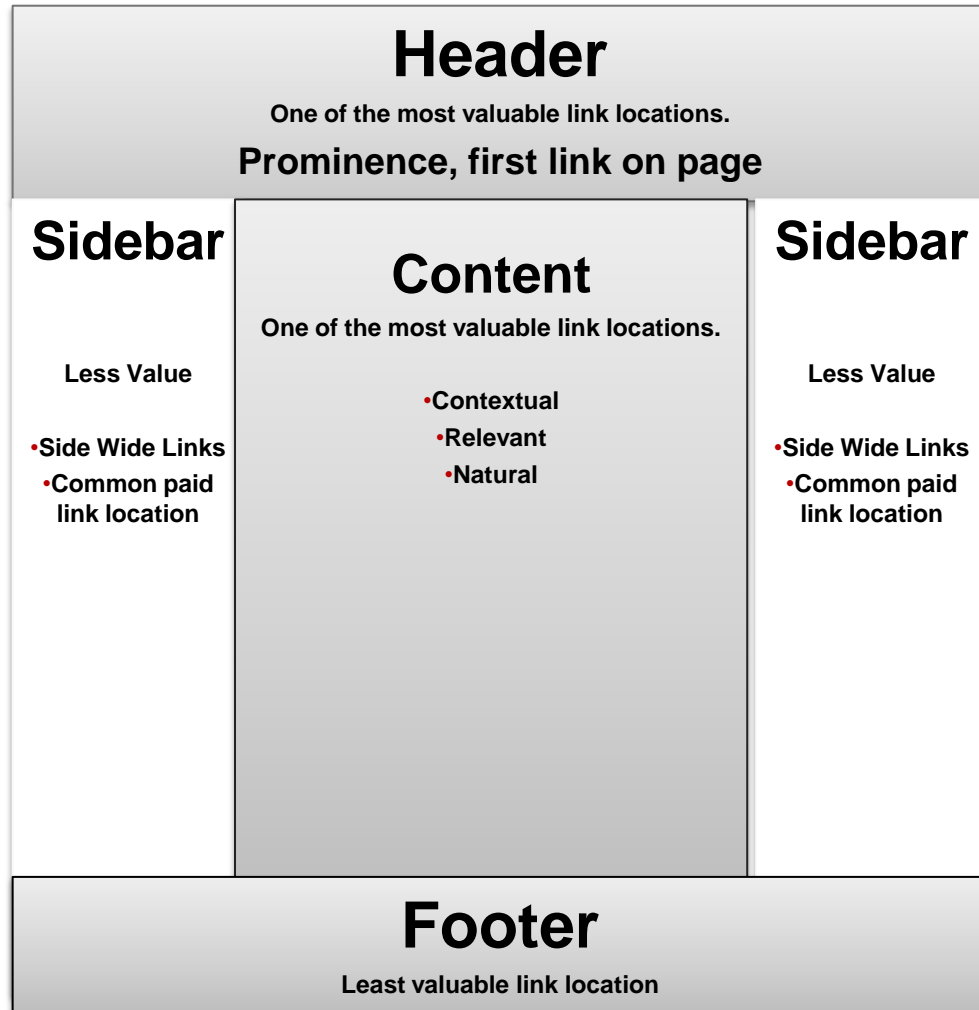
Use the following best practices when crafting a URL:

- Never go more than 5 sub-folders deep
- It's best to only use letters, numbers & hyphens,
- Only include keywords, remove unnecessary characters & file extensions









PAGE RANK



PageRank

$$PR(A) = (1 - d) + d * \text{SUM} ((PR(I \rightarrow A) / C(I)))$$

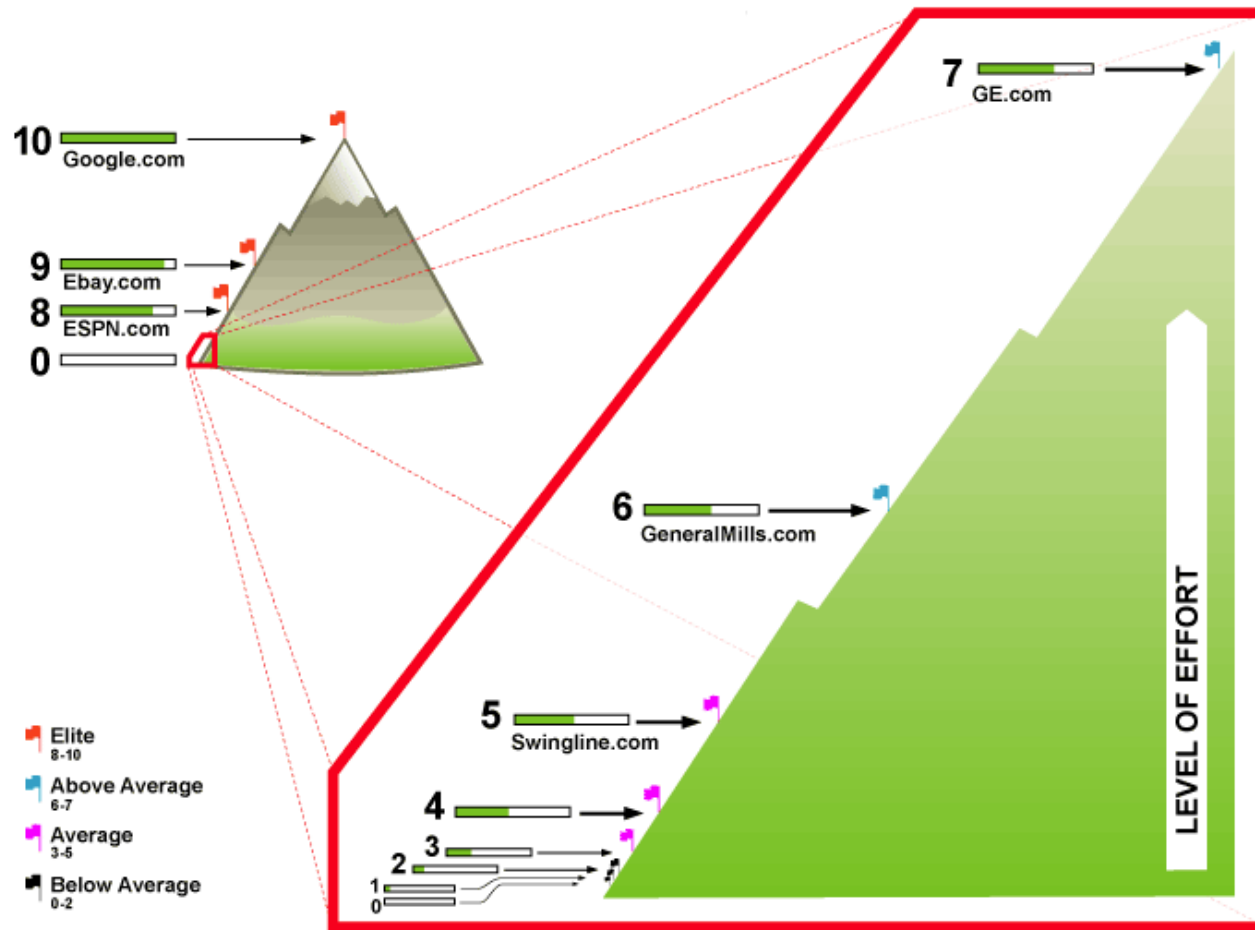
Toolbar PageRank



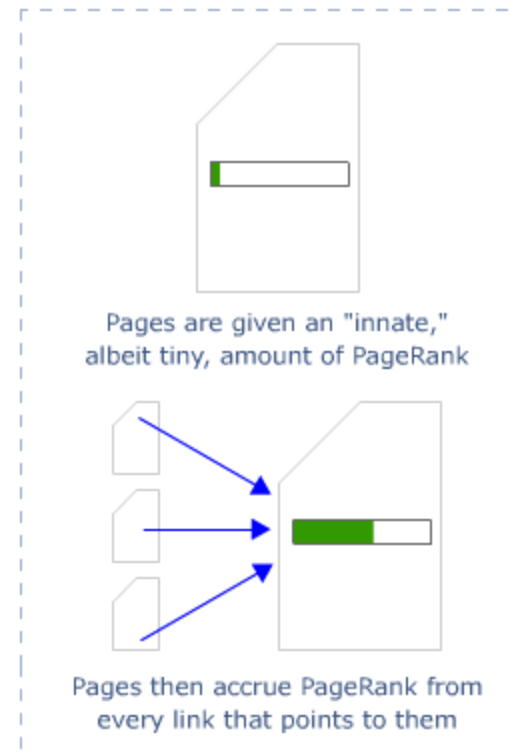
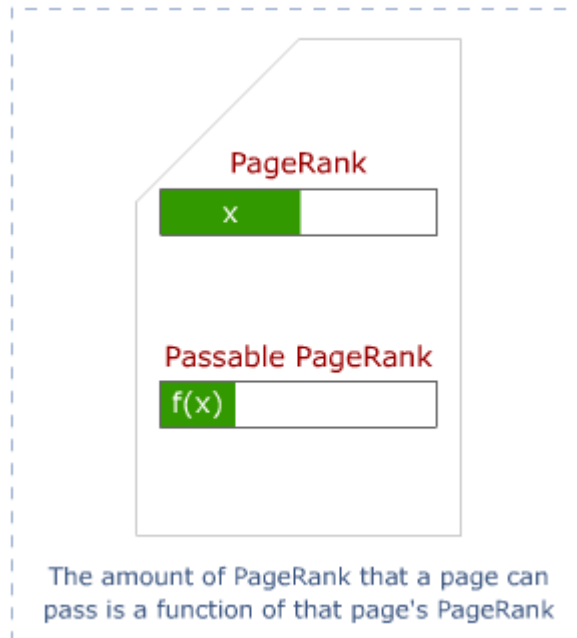


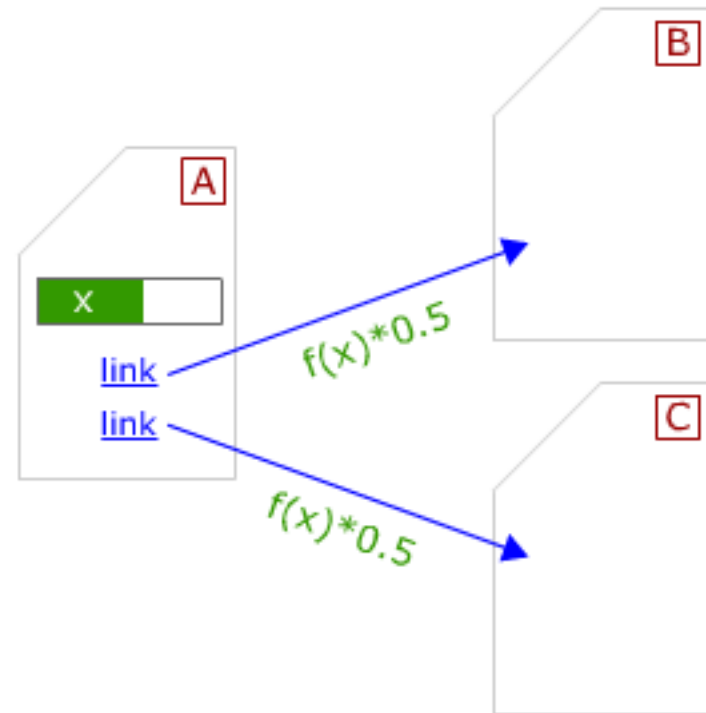
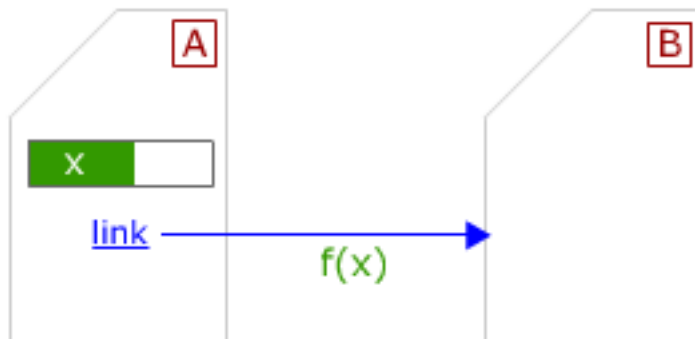
Microsoft

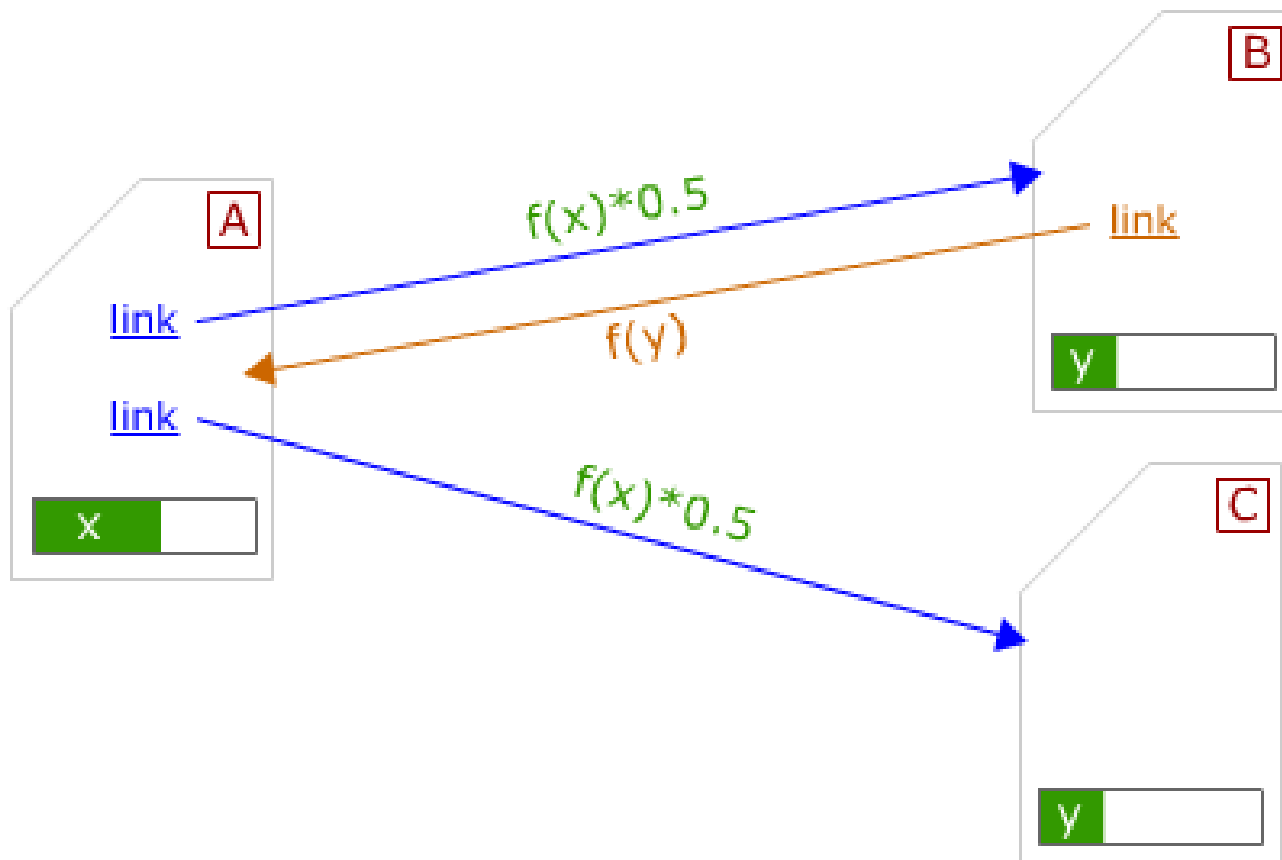
Climbing Mt. PageRank

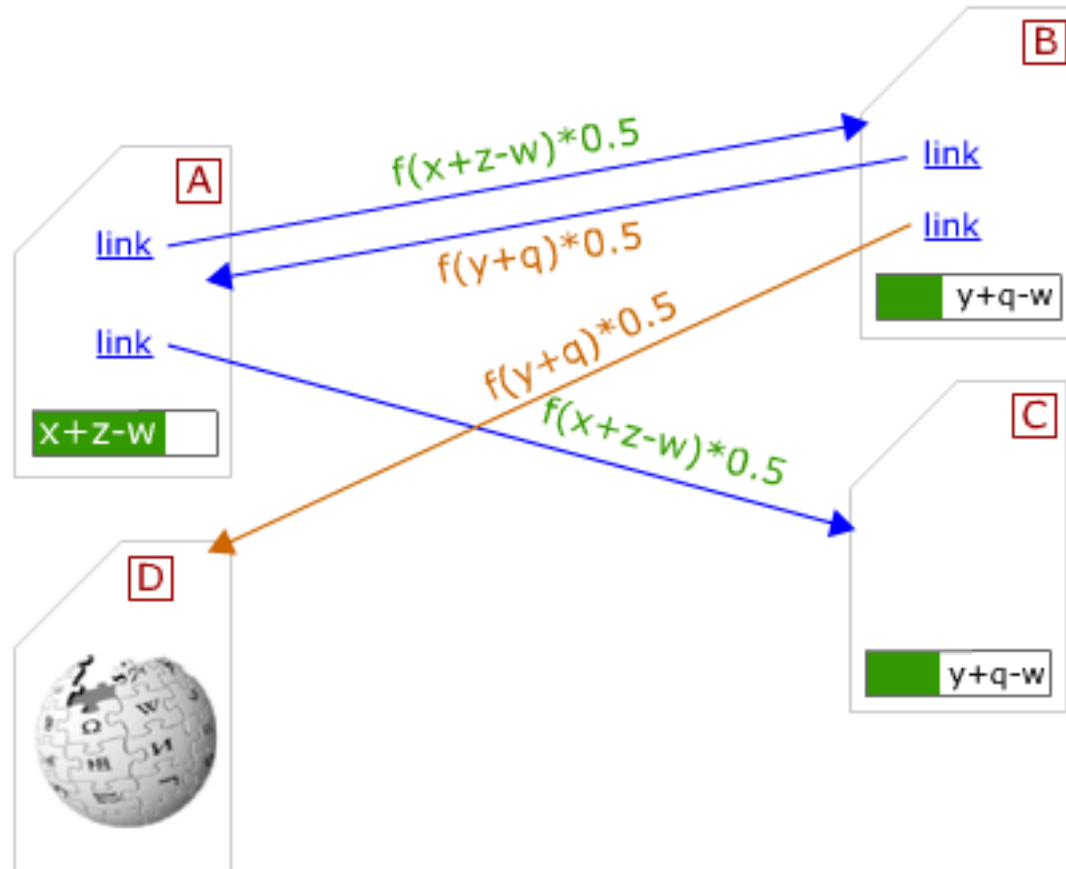


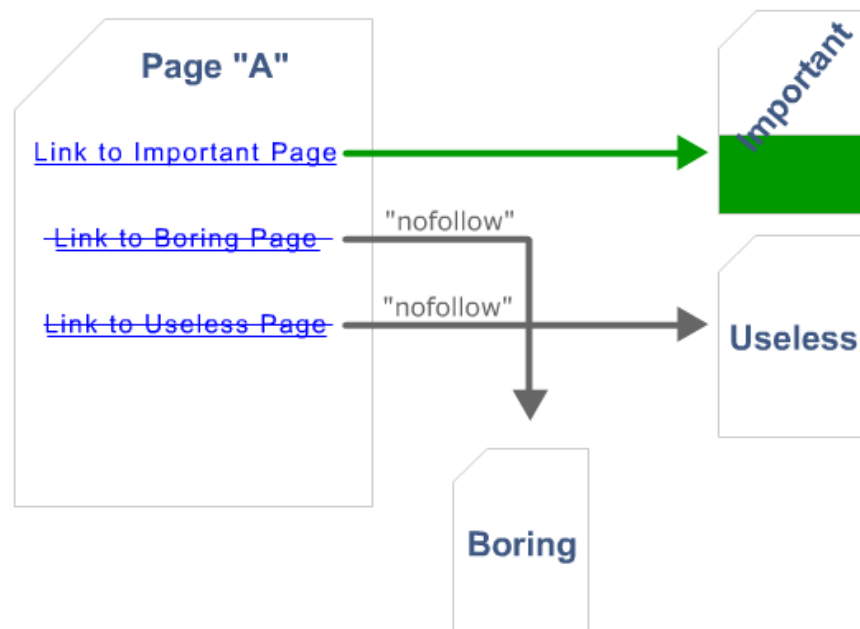
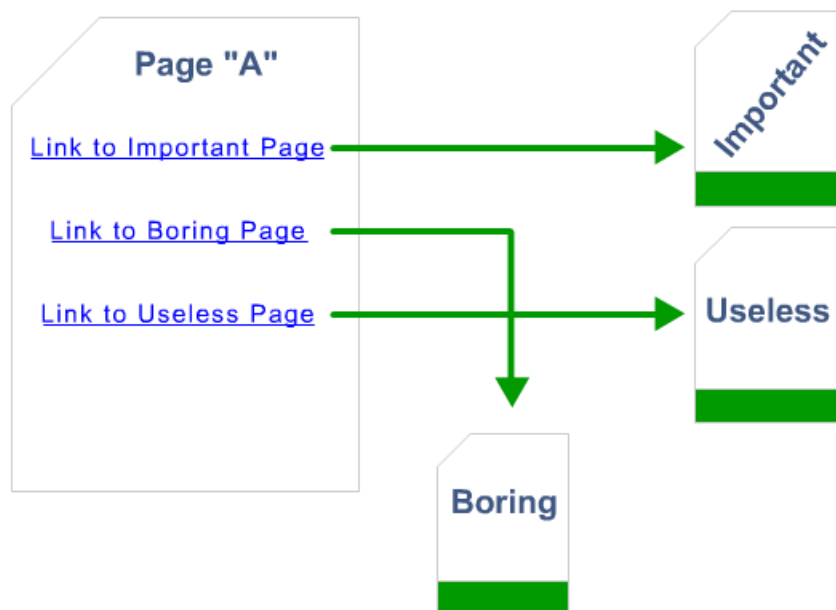
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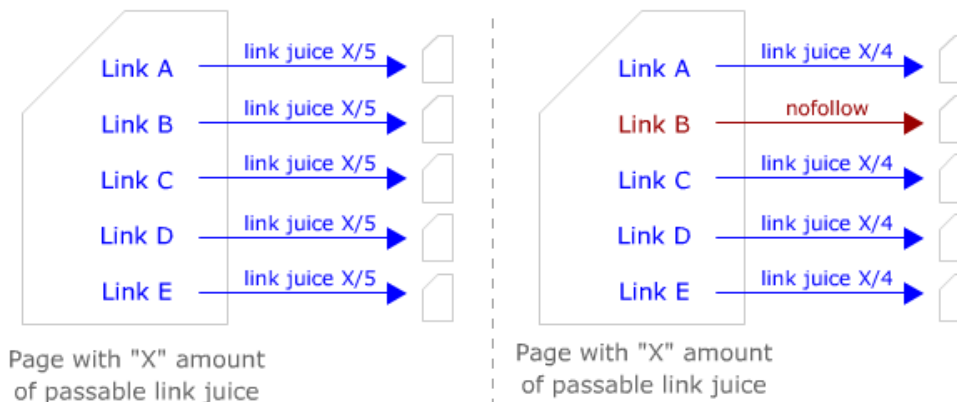




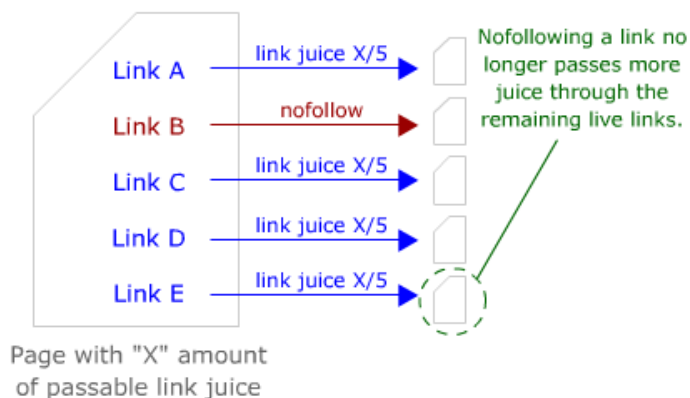




Old PageRank Algorithm & Effect of Nofollow Sculpting



New PageRank Algorithm & Effect of Nofollow Sculpting





How does Google crawl?

We crawl roughly in decreasing order of PageRank



QUESTIONS?

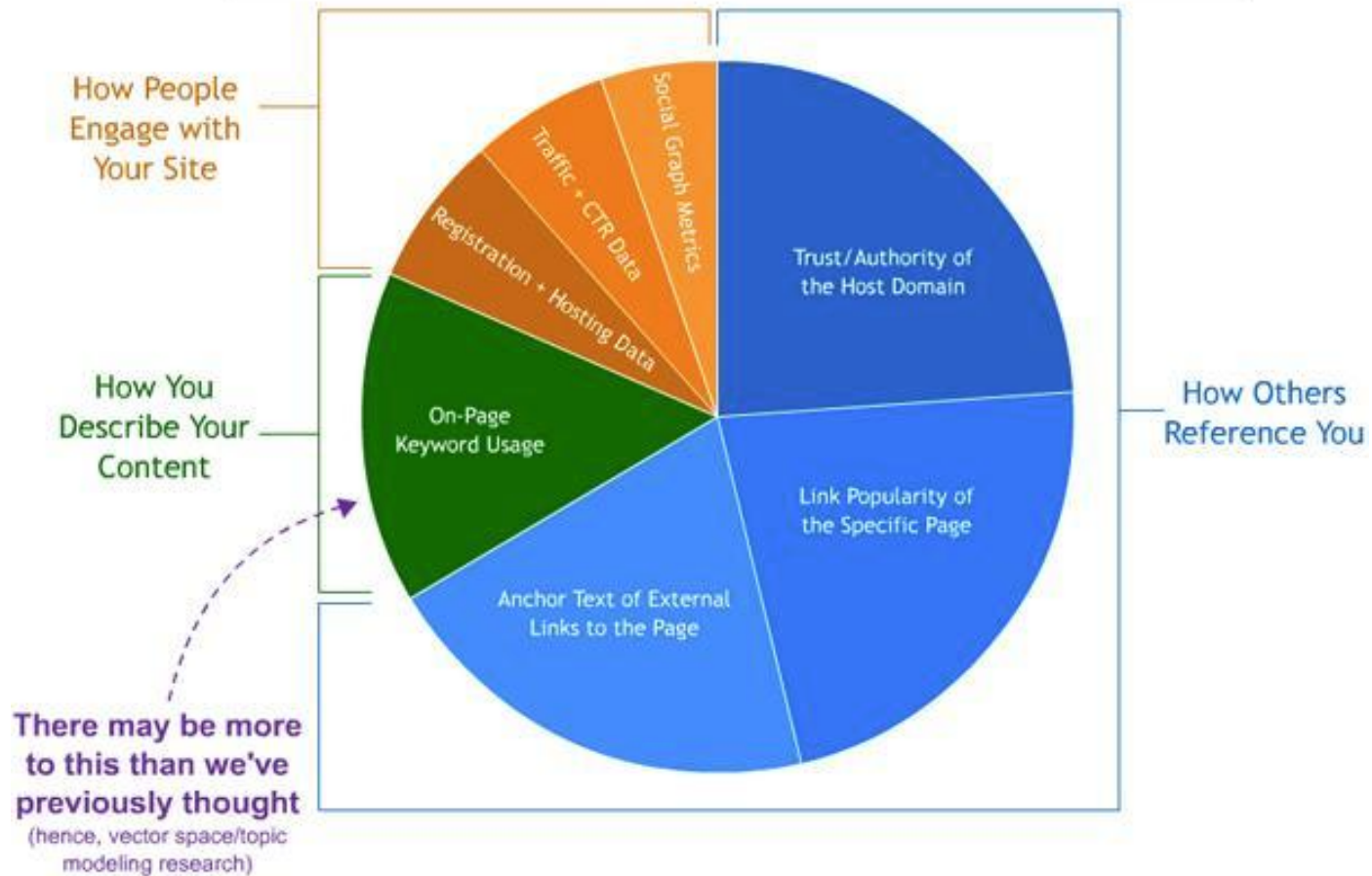


WHAT TO WRITE & HOW TO WRITE IT



Microsoft

More Than Meets the Eye



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Search Query: **Batman**

The Batman, a masked hero in the tradition of Zorro and The Scarlet Pimpernel, first appeared in Detective Comics #27, dated May, 1939

Content A

Banished from their primitive village, they set off on an epic journey through the ancient world

Content B

Solution: **Keyword Usage**

Since **Content A** contains the word "**Batman**" and **Content B** does not, the engine can easily choose which one to rank.



Search Query: Chief Wiggum

Clumsily scraping up the remains of the dried Squishee from the floor, Wiggum hastily shoved them into his mouth.

Content A

If you chose to do that, first let him know that you have spoken to the chief.

Content B

Solution: TF*IDF

The search engine can use TF*IDF (Term Frequency x Inverse Document Frequency) to determine that "Wiggum" is a much less common word than "chief" and thus, Content A is more relevant to the query than Content B.

NOTE: This example also does a good job of showing the inherent weakness of a metric like keyword density.

Search Query: Superman

"The strength of a Superman would be required," noted the foreman. Work is ongoing to determine a solution.

Content A

Ducking into a Daily Planet bathroom, Clark Kent, mild-mannered reporter, transforms into Superman .

Content B

Solution: Co-Occurrence

Using co-occurrence, the engine can determine that phrases like "Daily Planet," and "Clark Kent," frequently appear with "Superman" and thus, Content B is more relevant than Content A.





Search Query: Pianist

Dropping his meeting notes at the door, he jiggled the keys into the lock but found it wouldn't budge.

Content A

Her hands mercilessly pounded the keys, notes cascading into the surrounding stairway.

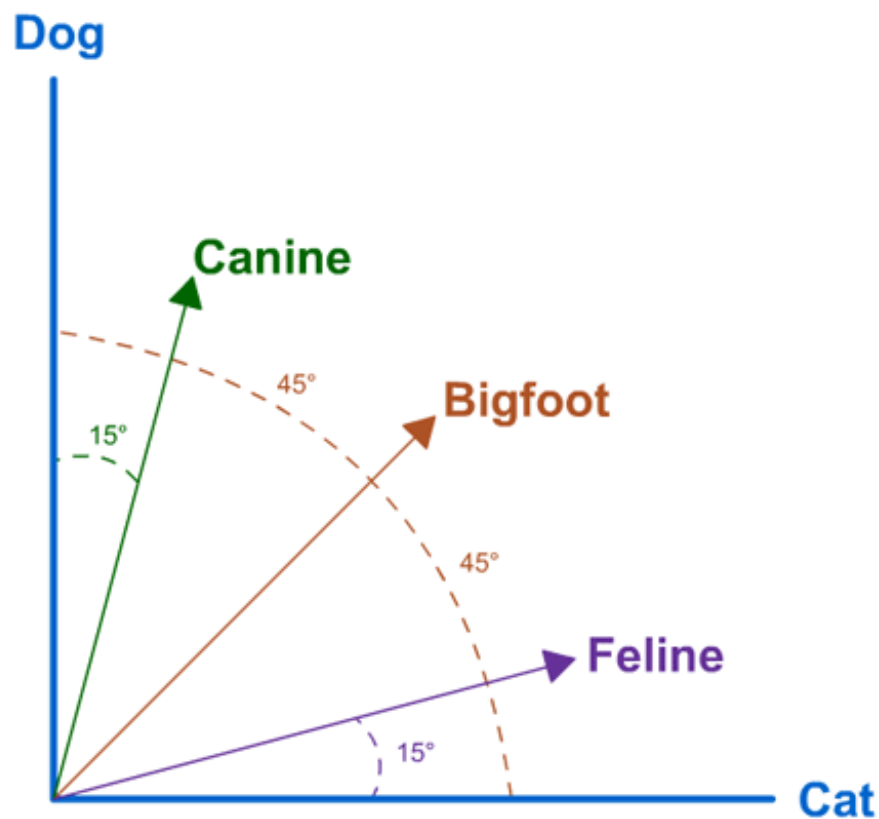
Content B

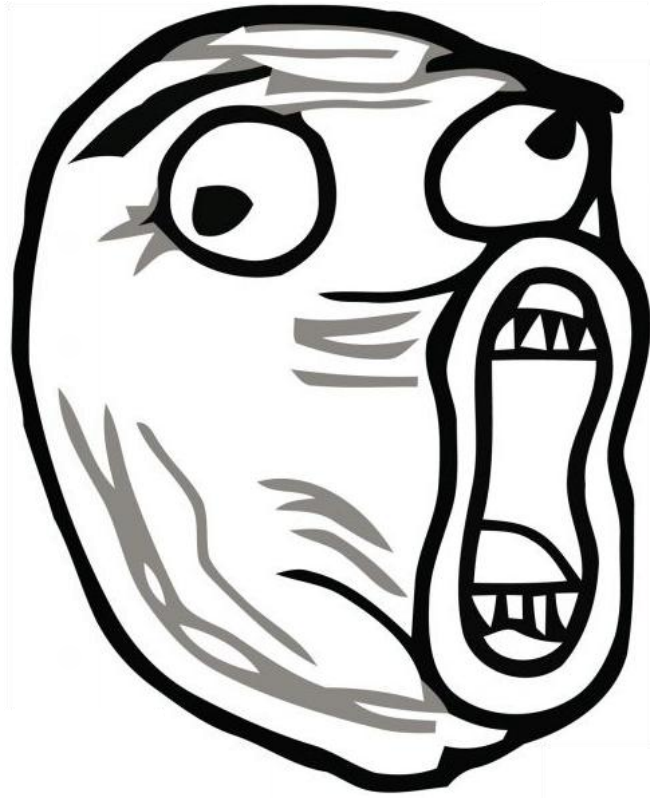
Solution: Topic Modeling





(only two topics exist - "dog" and "cat" - and all words are measured by their relationship to these two words)

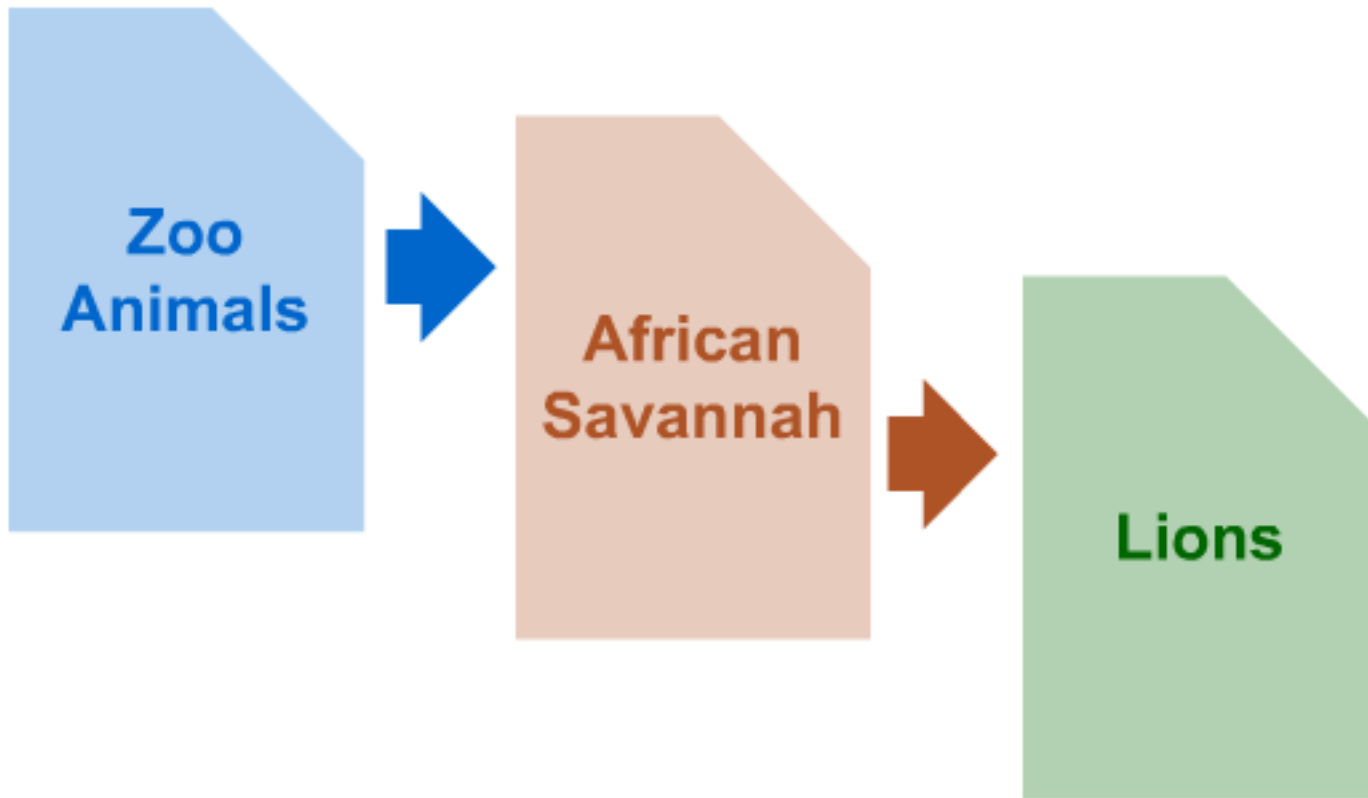




QUESTIONS?



HOW TO NAME IT

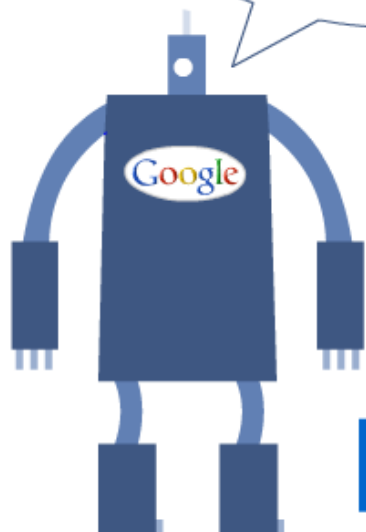




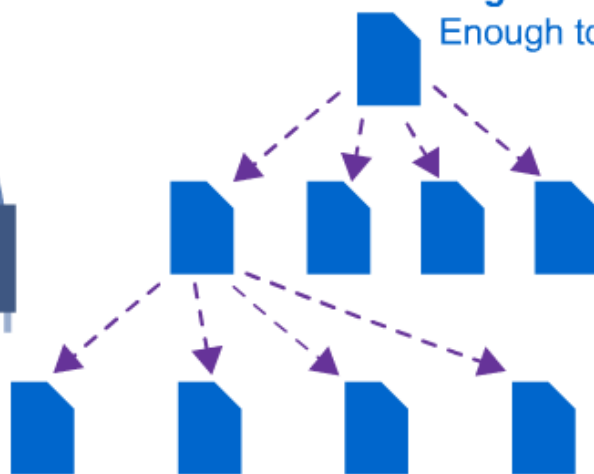
Microsoft

Minimize Click Depth

PAGERANK IS A BIG PART
OF HOW I DECIDE WHAT
TO CRAWL AND INDEX.



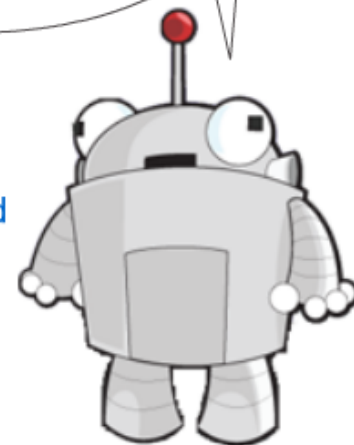
PageRank X
Enough to get indexed



PR $(X \cdot 0.85)/4$
barely enough to get indexed

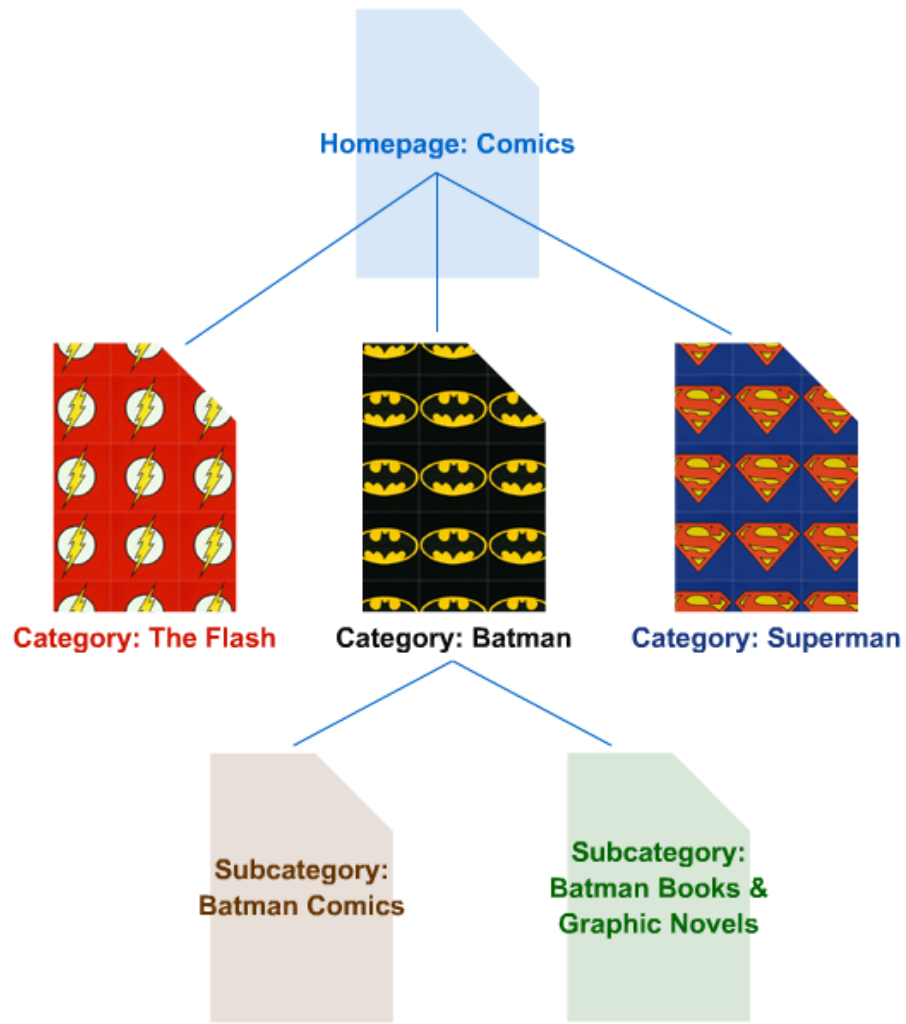
PR $((X \cdot 0.85)/4) \cdot 0.85/4$
too little to get indexed

SOUNDS LIKE
CHOOSING WHAT TO
LINK TO AND WHERE IS
REALLY IMPORTANT.



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Maximize Usability of Navigation



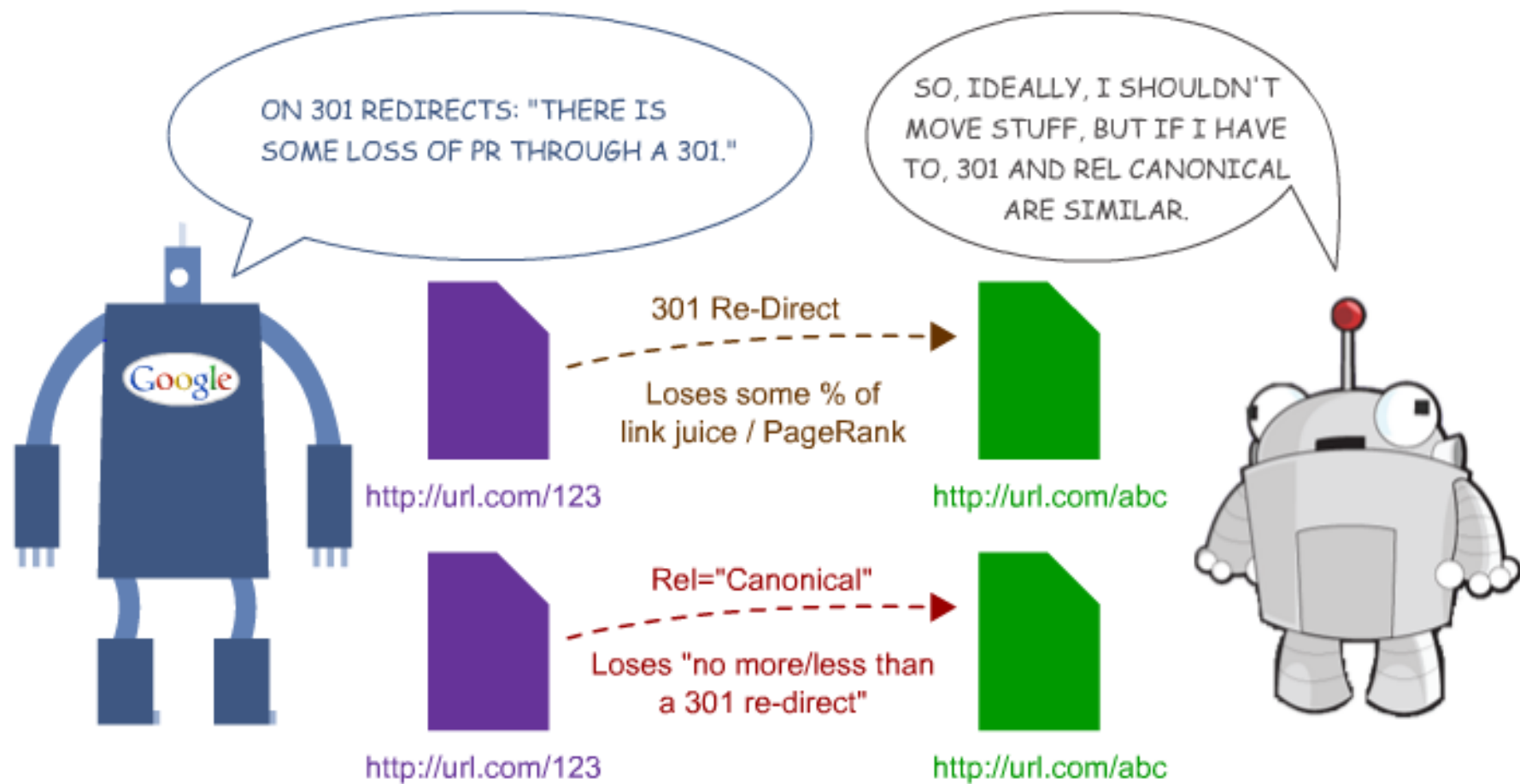


QUESTIONS?

DUPLICATE CONTENT



Microsoft Rel=Canonical





Google webmaster tools

[www.opensiteexplorer.org](#)

[« Back to Home](#) | [1](#)

[Dashboard](#)

[+ Site configuration](#)

[+ Your site on the web](#)

[- Diagnostics](#)

[Malware](#)

[Crawl errors](#)

[Crawl stats](#)

HTML suggestions

[+ Labs](#)

Help with:

HTML suggestions

When Googlebot crawled your site, it found some issues with your content. These issues won't prevent your site from appearing in Google search results, but addressing them may help your site's user experience and performance.

Meta description

Pages

[Duplicate meta descriptions](#)

1,828

Long meta descriptions

0

[Short meta descriptions](#)

1,113

Title tag

Pages

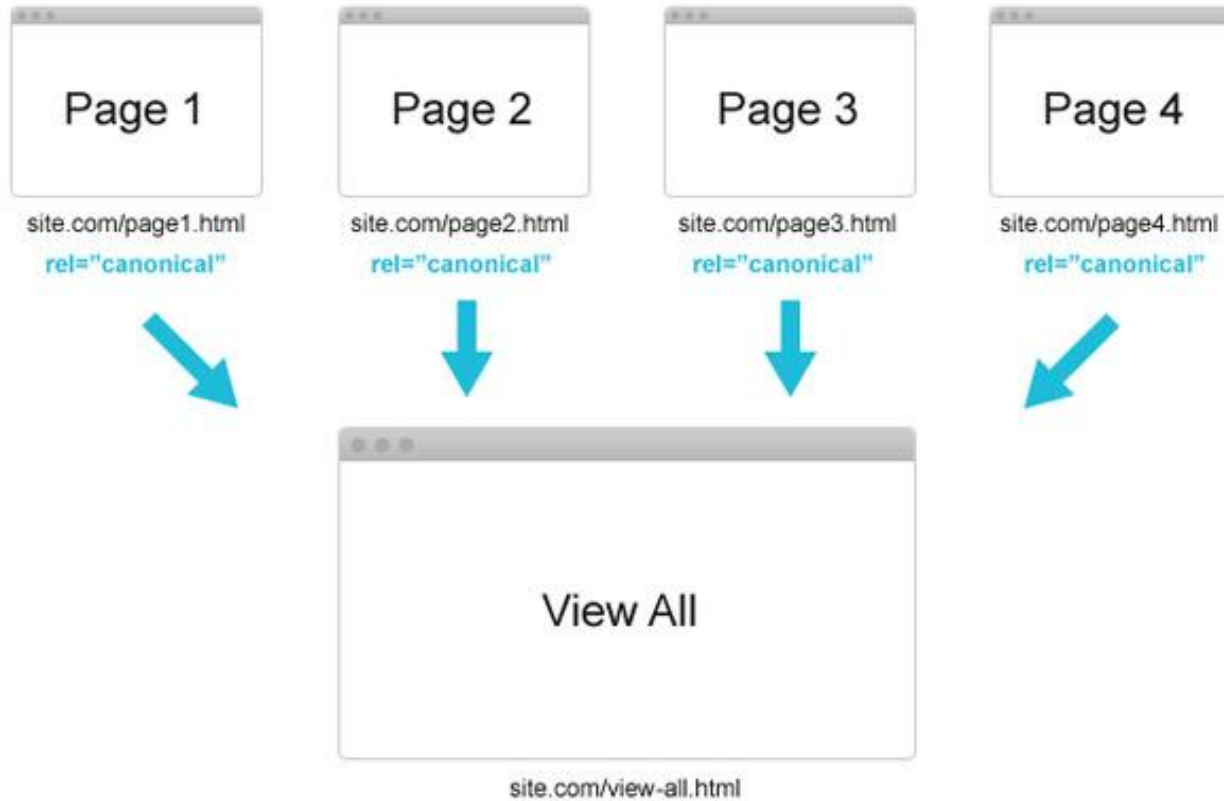
Missing title tags

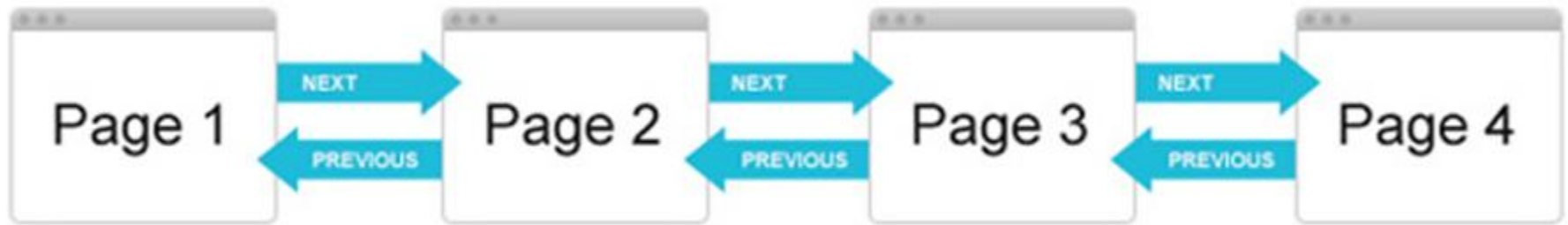
0

[Duplicate title tags](#)

1,825







`<link rel="next" href="http://example.com/widget/page=3">`

`<link rel="prev" href="http://example.com/widget/page=2">`

SCRAPING & PUBLISHING



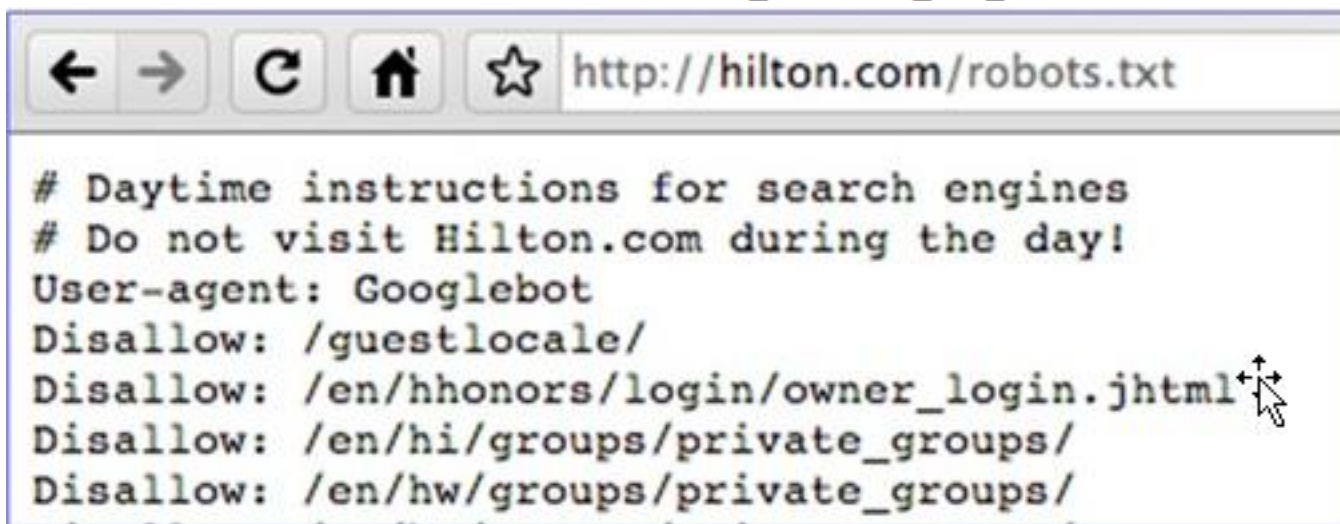
Absolute: ` anchor `

Relative: ` anchor `





```
# Notice: if you would like to crawl Facebook you can
# contact us here: http://www.facebook.com/apps/site_scraping_tos.php
# to apply for white listing. Our general terms are available
# at http://www.facebook.com/apps/site_scraping_tos_terms.php
```



```
User-agent: Googlebot
Disallow: /ac.php
Disallow: /ae.php
Disallow: /album.php
Disallow: /ap.php
Disallow: /feeds/
```

QUESTIONS?



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LINKING STRATEGIES

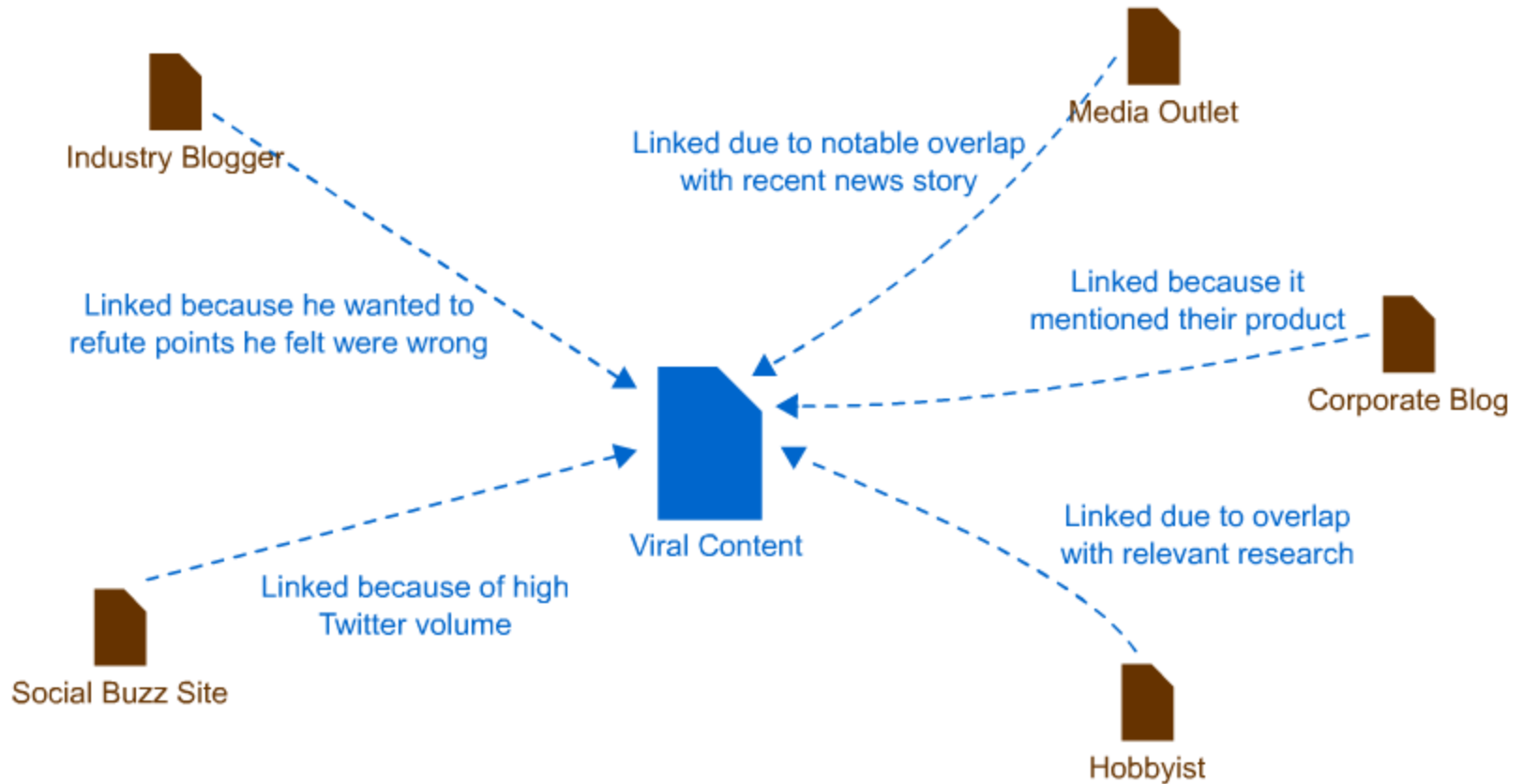
- **Real-time links (Twitter & Facebook)**
- **Social news links (Digg, Reddit, Delicious)**
- **Manipulative tactics engines may devalue**
- **New/emerging sites that may falter/disappear**

- **Links on trustworthy web pages that stick around**
- **Blogs, forums, news & content sites**
- **Established partners, customers, personal sites**
- **Content licensers & re-publishers**



Microsoft

Why People Link to Content



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Description:



Link builders / marketers go directly to relevant sites and pages, find a contact person and get in touch to request a link (using non-financial methods of persuasion).

Example(s):

→ Searching for your targeted terms, identifying the top 30 non-competitive websites, finding email addresses and sending an email link request.

Scalability:

1/5 (Very Low)

Requesting links is a lengthy, tedious process

Link Quality:

5/5 (Very High)

If carefully chosen, source quality can be exceptional



Description:



TIM'S SITE RANKS
GREAT. I NEED
LINKS LIKE HIS!



MY LINKS
ROCK.

Link builders / marketers use tools and queries to find how top-ranking competitors have earned their links, then attempt to emulate their strategies and get links from those sources.

Example(s):



Using Yahoo! Linkdomain, you identify a sample of top link sources to a competitor's site from directories and work to get your own site included.



Using Linkscape's Link Intersect Tool, you ID a number of links from popular blogs that link to multiple competitors and invite their writers to an even to cover your product/company.

Scalability:

2/5 (Low) ■ ■ □ □ □

Researching & mimicing another's link profile is tedious (depending on the strategies employed)

Link Quality:

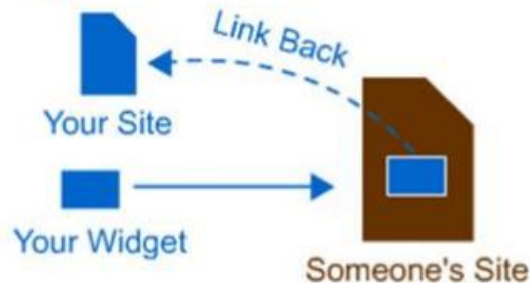
3/5 (Moderate) ■ ■ ■ □ □

There's no reliable way to know which links are worth chasing vs. not passing value





Description:



By offering widgets, badges and embeddable forms of content, your site earns links back to the page of your choice when other websites employ your work in blog posts, articles or pages.

Example(s):

→ Scribd.com offers the ability to upload Powerpoint presentations and then embed a graphical view onto any webpage. Each time a user does this, Scribd earns a link.

→ Twitter has badges that let you link to your Twitter profile and conversation stream by adding the HTML code to any page. With this strategy, they've become one of the most linked-to sites on the web.

Scalability:

5/5 (Very High) ■■■■■

The only limiting factor is the number of users you can entice to adopt your embeddable content

Link Quality:

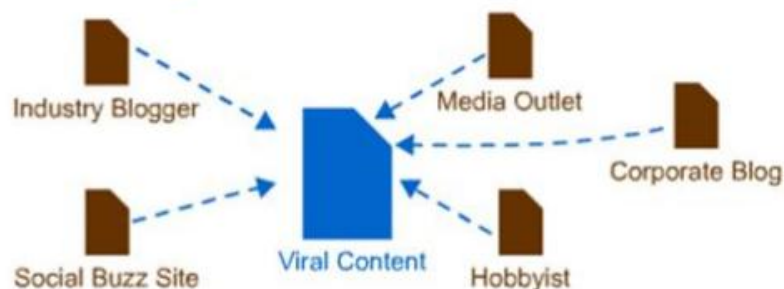
4/5 (High) ■■■■□

You control the link target and the anchor text, though the quality of links may vary dramatically





Description:



Viral content naturally attracts links from other sites wishing to reference the piece. Content that appeals to demographics/ psychographics likely to link has the best chance for success.

Example(s):

→ OKCupid wrote blog posts illustrating dating advice based on the successes+failures of their members. These posts attracted 1000s of links over the course of several weeks.

→ Astuteo created a calculator for pricing web design/development projects. In addition to its clean functionality and sharp graphics, the page targeted a highly link-likely audience - other web designers/developers.

Scalability:

2/5 (Low) ■ ■ □ □ □

Viral content is difficult to craft and to market, but successful once it achieves widespread popularity.

Link Quality:

4/5 (High) ■ ■ ■ ■ □

Although the anchor text isn't always controllable and the link target is usually the same URL, the sites providing the links are usually very high quality.





Description:



When you syndicate out content or data and require attribution via links, other sites that license your work will provide links back. This creates a diverse link profile with the anchor text & target you choose.

Example(s):

- Readwriteweb licenses their blog posts to a number of news media sites, including the NYTimes.com. These sites all then link back to the homepage and the blog post.
- SEOMoz licenses its Linkscape API for free across the web. When sites like Grader.com use mozRank and other metrics in their tools, they link back to SEOMoz's reports for those URLs and the Linkscape tool.

Scalability:

5/5 (Very High) ■■■■■

Creating the licensed content/API is the most difficult part - once it exists, scalability is limited only by adoption

Link Quality:

4/5 (High) ■■■■□

The anchor text and link targets can be chosen and enforced by the publisher, though the quality of those linking varies.



Description:



Trades can involve reciprocal links, discounts, invitations to events or other perks that aren't directly financial (no money changes hands). These can range from the very white hat to the dark gray hat in the search engines' eyes.

Example(s):

- Affiliate programs like Amazon's provide an indirectly financial incentive for websites to link to their products. These links aren't marked with nofollow and do pass juice.
- Many small real estate websites engage in reciprocal link building, creating small, one-page directories of the websites that link to them and exchanging links between diverse geographies in the real estate world.

Scalability:

3/5 (Moderate) ■ ■ ■ □ □

Depending on the focus, the ability to incent more linkers using the same tactics can be reasonably simple.

Link Quality:

3/5 (Moderate) ■ ■ ■ □ □

The quality of the links is highly variable depending on the tactic (reciprocal links tend to be easy to spot and discount) and the effort employed by the link builders.



Description:



\$100/MONTH IF YOU
LINK TO MY SITE IN
YOUR SIDEBAR.

THAT'S WAY
MORE THAN I
MAKE W/ ADS



Paid linking involves direct exchange of money for links. These can be white hat (in the case of legitimate directories like Yahoo! or BBB), but are often through brokers or sellers w/ the intent to manipulate rankings.

Example(s):



Buying links from a text link broker who places your link on many sites around the web that re-sell the link space through the broker.



Direct link purchases from websites who've found that selling links is more profitable or preferable to selling advertising space.

Scalability:

4/5 (High) ■ ■ ■ ■ □

Link buying is highly scalable, limited only by the available funds and costs

Link Quality:

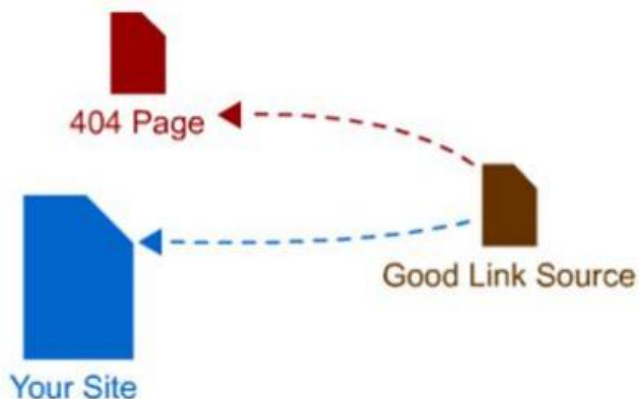
1/5 (Very Low) ■ □ □ □ □

Quality can be high, but even in these cases, it's often temporary and many paid link sources are devalued or even penalize/harm the sites they link to





Description:



Find links to broken or out-of-date resources (on your own site or others) and re-point them to active, valuable pages.

Example(s):

- Using the "Top Pages" tool in SEOmoz Labs, you can identify pages on competitors' sites that are 404/50x, contact the sites that link to them and suggest your pages instead.
- Using Google Webmaster Tools, you can see pages on your site that are issuing errors and the list of links that point to them. Re-build or 301 the page to reclaim the link value.

Scalability:

2/5 (Low) ☒ ☒ ☐ ☐ ☐

Link reclamation is a time-consuming, manual process that requires a variety of tactics to succeed.

Link Quality:

4/5 (High) ☒ ☒ ☒ ☒ ☐

The link quality depends on the pages you're targeting, but those that are worthwhile typically have good links from valuable sources.





Microsoft

Give Your Users Ownership

[Edit Profile](#)
[View Profile](#)

[Edit](#)

S Evan Fishkin [Edit](#)

Head of Research & Development at Slingshot SEO
Greater Seattle Area | Marketing and Advertising

S Evan Fishkin



Google Shopping: God is in the Details

searchenginejournal.com

The Google Shopping vertical and me have a distinctly love hate relationship. In fact, I'd go so far as to say it rivals my relationship with Cold...

5 days ago • Like • Comment • Share • See all activity • Post an update

Current

- **Head of Research & Development at Slingshot SEO** [Edit](#)
+ [Add a current position](#)

Past

- SEO Specialist at Portent Interactive
- Analyst at BlitzLocal
- Content Editor, Personal Assistant to the President at SEOmoz

[see all...](#)

Education

- Bellevue College

Recommendations

1 recommendation [Edit](#)

Connections

165 connections

Websites

- [Company Website](#) [Edit](#)
- [Personal Website](#) [Edit](#)

Twitter

[efishkin](#) [Edit](#)

Public Profile

<http://www.linkedin.com/in/efishkin> [Edit](#)

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[Ask for recommendations](#)

[Create your profile in another language](#)

90% profile completeness

Complete your profile quickly



Import your résumé to build a complete profile in minutes.

Profile Completion Tips [\(Why do this?\)](#)

[+ Ask for another recommendation](#) (+5%)

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Find \$100K+ Manager and Director Engineering jobs on TheLadders

Who's Viewed My Profile?



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Amazon's Top Customer Reviewers

The top reviewers have helped millions of their fellow customers make informed purchase decisions on Amazon.com with their consistently helpful, high-quality reviews. Take a minute to explore the reviews written by these customers. They will amaze you.

New Reviewer Rank		Classic Reviewer Rank				
10,000 customer reviewers		« Previous 1 2 ... 1000 Next »		Sorted by rank (high to low)		
Rank	Customer Reviewer	Total Reviews	Helpful Votes	Percent Helpful	Fan Voters	
#1	 Mark  See all 539 reviews	539	13,519	95%	23	
#2	 Beth Cholette  See all 1,387 reviews	1,387	15,714	92%	220	
#3	 Joanna Daneman  See all 2,592 reviews	2,592	43,825	91%	509	

Badges

Ask question
badges upon
one so far:

- Auto
- Beta
- Citiz
- Civic
- Clea
- Com
- Criti
- Disc
- Edit
- Enli
- W

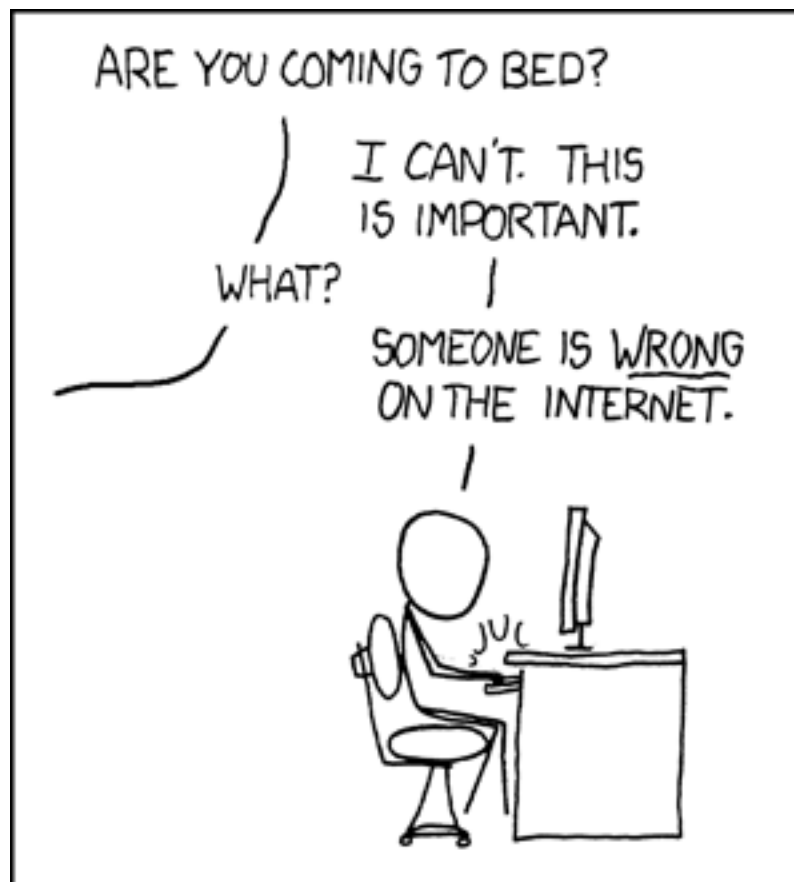


will bestow
e earned each

QUESTIONS?



CONTENT CREATION





Rascall Morrison

Honestly, I didn't expect that Google will be as so powerful like we have right now, Google is one of the highlights of internet technology. We can find almost everything there. And the new algorithm's effectiveness is obviously a successful one.

[astrological predictions](#) and [astrology birth charts](#)

3 weeks ago in reply to ThaiMealBox

Like Reply





/ MAGAZINE

FEATURES 17.12

Exclusive: How Google's Algorithm Rules the Web

By Steven Levy  February 22, 2010 | 12:00 pm | [Wired March 2010](#)

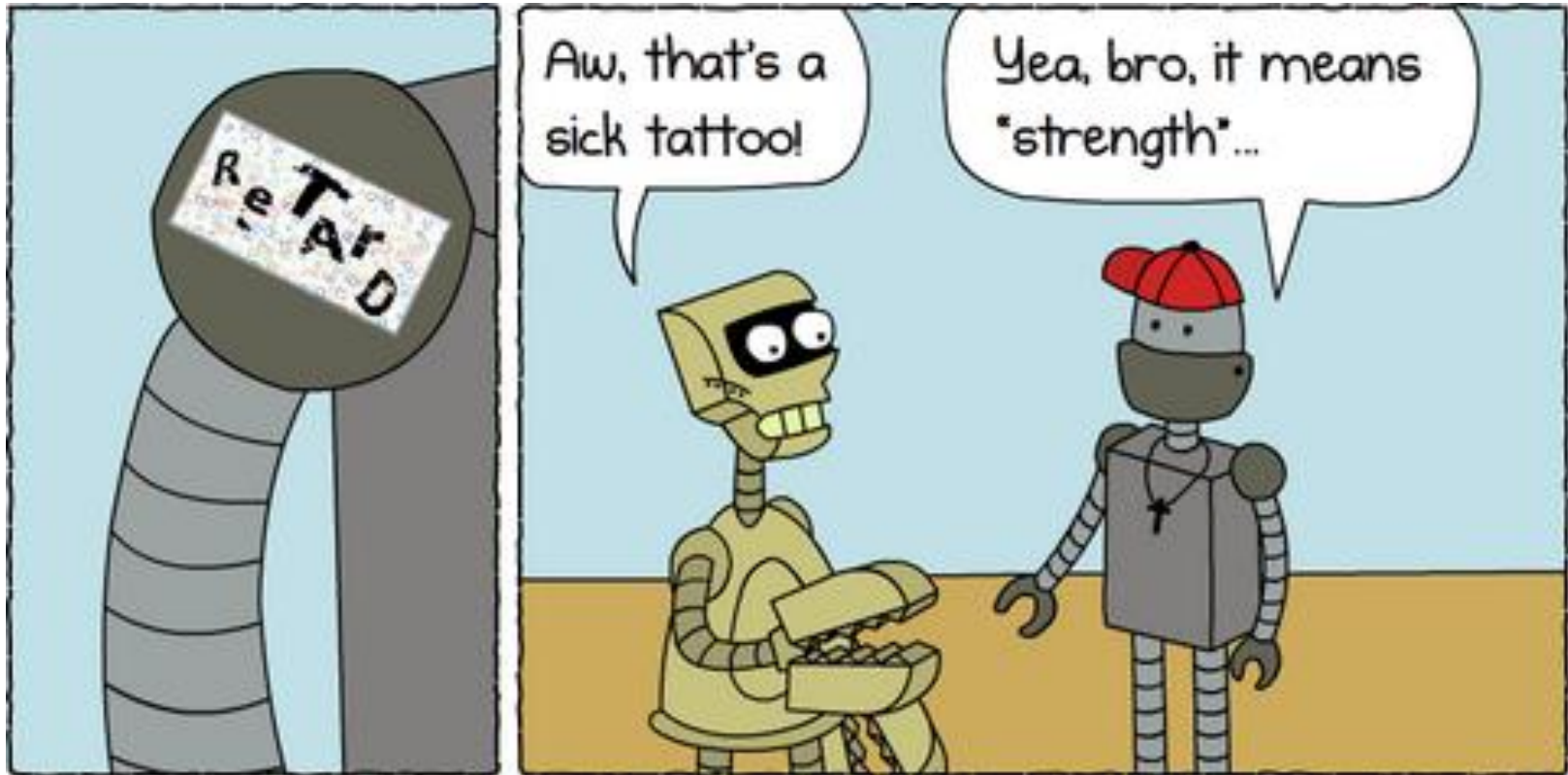


Want to know how Google is about to change your life? Stop by the Ouagadougou conference room on a Thursday morning. It is here, at the Mountain View, California, [headquarters](#) of the



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Microsoft Social Engagement



2575
tweets

retweet

1K

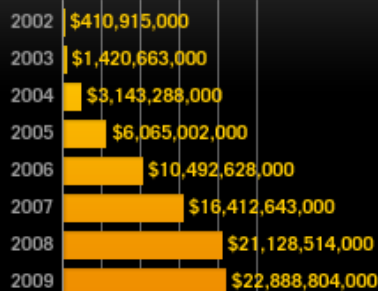
Like

+1,085 links from
356 root domains

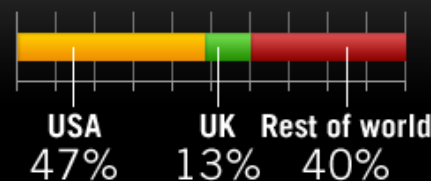
Percent of revenue from advertising

97%

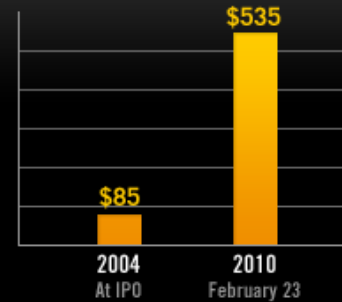
Advertising revenue



Revenue by geography



Stock price



Selected acquisitions

Date	Company	Type
Feb, 2003	Pyra Labs	Weblog software
Mar, 2005	Urchin	Web analytics
Aug 17, 2005	Android	Mobile software
Oct 9, 2006	YouTube	Video sharing
Apr 13, 2007	DoubleClick	Online advertising
July 9, 2007	Postini	Email security
Nov 9, 2009	AdMob	Mobile advertising

Assets (Dec 31, 2009)

\$40.5 billion

<http://royal.pingdom.com/2010/02/24/google-facts-and-figures-massive-infographic/>







Microsoft Directory Submission



open directory project

In partnership with
Aol Search.

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4,870,098 sites - 90,561 editors - over 1,006,595 categories



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{Greeting} {Name},

{Opening/ Introduction}

*{Explanation of why your website is relevant to the one
you're contacting}*

{Include WIIFM for the person you're emailing}

{Close},

{Your Name}





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Traditional Advertising

WIRED



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Apple Crushes Earnings Again, Profits Jump 95 Percent

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IMAGE GALLERY

SECURITY



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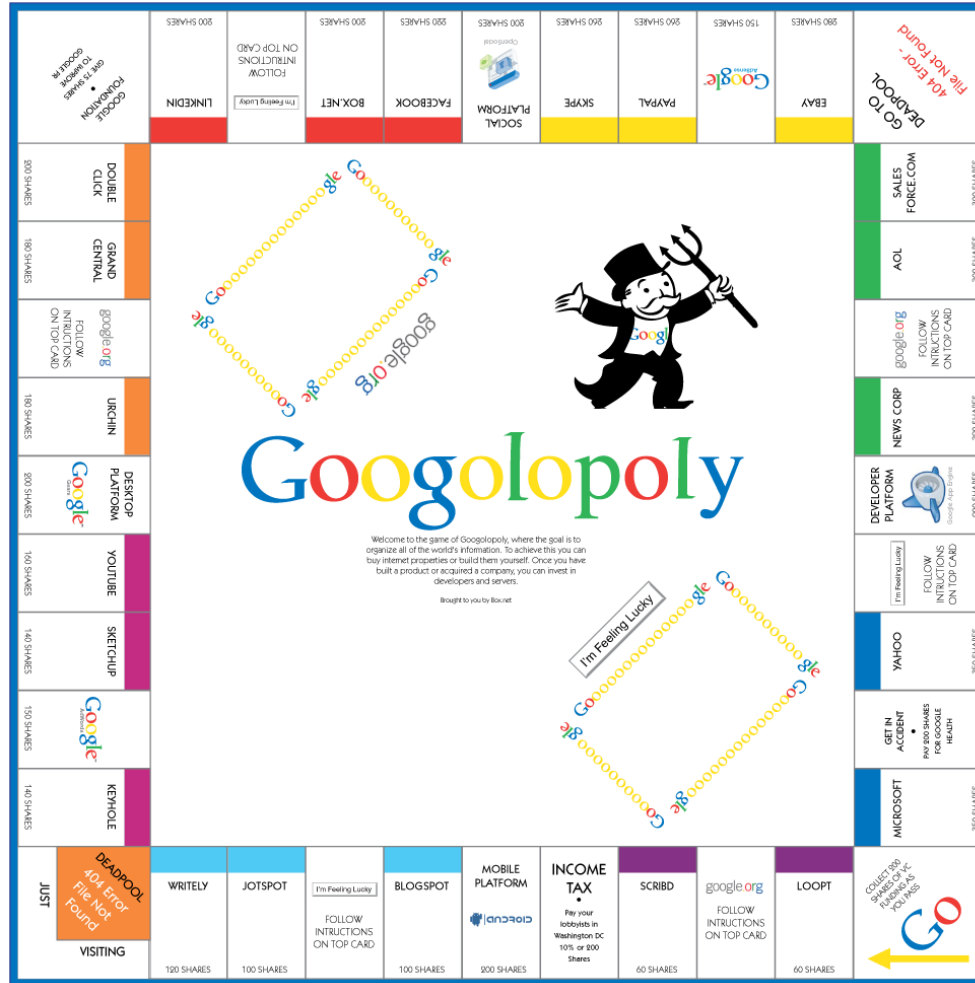



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Property Acquisition



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QUESTIONS?



INTERNAL LINKING



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Amazon Cloud Drive

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Kindle

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Get Word Shaker for free today

Digital Games & Software

Audible Audiobooks

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Movies, Music & Games

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Toys, Kids & Baby

Clothing, Shoes & Jewelry

Sports & Outdoors

Automotive & Industrial

› Full Store Directory



Virgin Galactic already have the backing of several private companies. Launch customers will include Skybox Imaging, GeoOptics Inc, Spaceflight Inc and the recently announced [asteroid-mining venture Planetary Resources Inc](#).



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Wikipedia, The Master



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Barack Obama

From Wikipedia, the free encyclopedia

"Barack" and "Obama" redirect here. For other uses, see [Barak \(disambiguation\)](#) and [Obama \(disambiguation\)](#).

For the Kenyan economist, Obama's father, see [Barack Obama, Sr.](#)

Barack Hussein Obama II (ⁱˈbərɑːk huːˈseɪn oʊˈbɑːmə; born August 4, 1961) is the **44th** and current **President of the United States**. He is the **first African American** to hold the office. Obama previously served as a **United States Senator** from **Illinois**, from January 2005 until he resigned following his victory in the 2008 presidential election.

Born in **Honolulu, Hawaii**, Obama is a graduate of **Columbia University** and **Harvard Law School**, where he was the president of the *Harvard Law Review*. He was a **community organizer** in Chicago before earning his **law degree**. He worked as a **civil rights** attorney in Chicago and taught **constitutional law** at the **University of Chicago Law School** from 1992 to 2004. He **served three terms** representing the 13th district in the **Illinois Senate** from 1997 to 2004.

Following an unsuccessful bid against the Democratic incumbent for a seat in the **United States House of Representatives** in 2000, Obama ran for **United States Senate** in 2004. Several events brought him to national attention during the campaign, including his victory in the March 2004 **Democratic primary** and his **keynote address** at the **Democratic National Convention** in July 2004. He won **election to the U.S. Senate in Illinois** in November 2004. His presidential campaign began in February 2007, and after a **close campaign** in the **2008 Democratic Party presidential primaries** against **Hillary Rodham Clinton**, he won his party's nomination. In the **2008 presidential election**, he defeated **Republican** nominee **John McCain**, and was **inaugurated as president** on January 20, 2009. In October 2009, Obama was named the **2009 Nobel Peace Prize laureate**.

As president, Obama signed **economic stimulus** legislation in the form of the **American Recovery and Reinvestment Act** in February 2009 and the **Tax Relief, Unemployment Insurance Reauthorization, and Job Creation Act** in December 2010. Other domestic policy initiatives include the **Patient Protection and Affordable Care Act**, the **Dodd–Frank Wall Street Reform and Consumer Protection Act** and the *Don't Ask, Don't Tell Repeal Act*. In foreign policy, he gradually withdrew combat troops from **Iraq**, increased troop levels in **Afghanistan**, signed the **New START** arms control treaty with **Russia**, ordered **enforcement of the United Nations-sanctioned no-fly zone** over **Libya**, and issued a direct order to a small group of American military forces to **kill al-Qaeda leader Osama bin Laden** in Pakistan. In April 2011, Obama declared his intention to seek **re-election** in the **2012 presidential election**.^[4]



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That's All Folks!



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