

# SEO Workshop

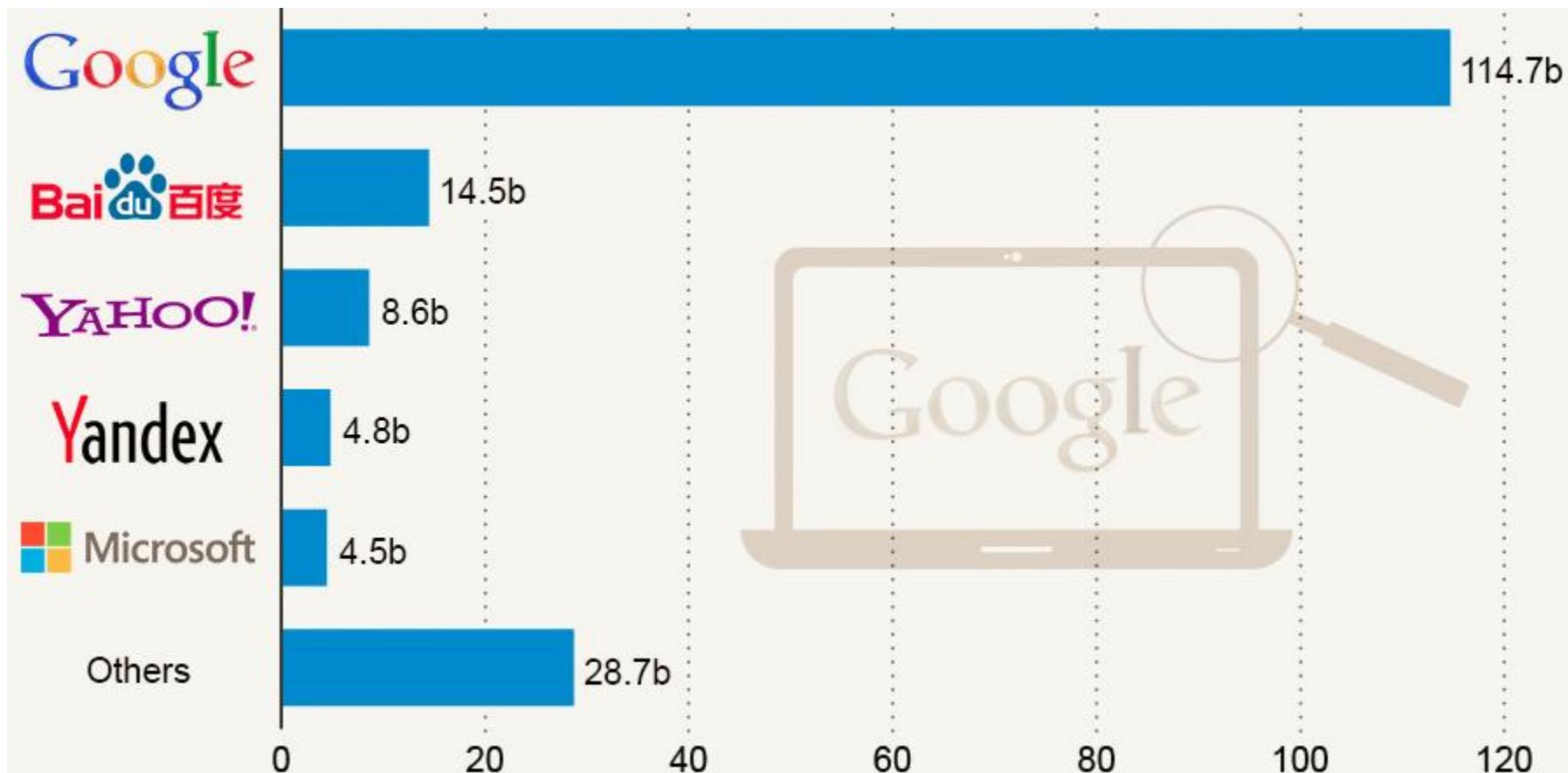
Evan Fishkin  
Principal Program Manager, MSN

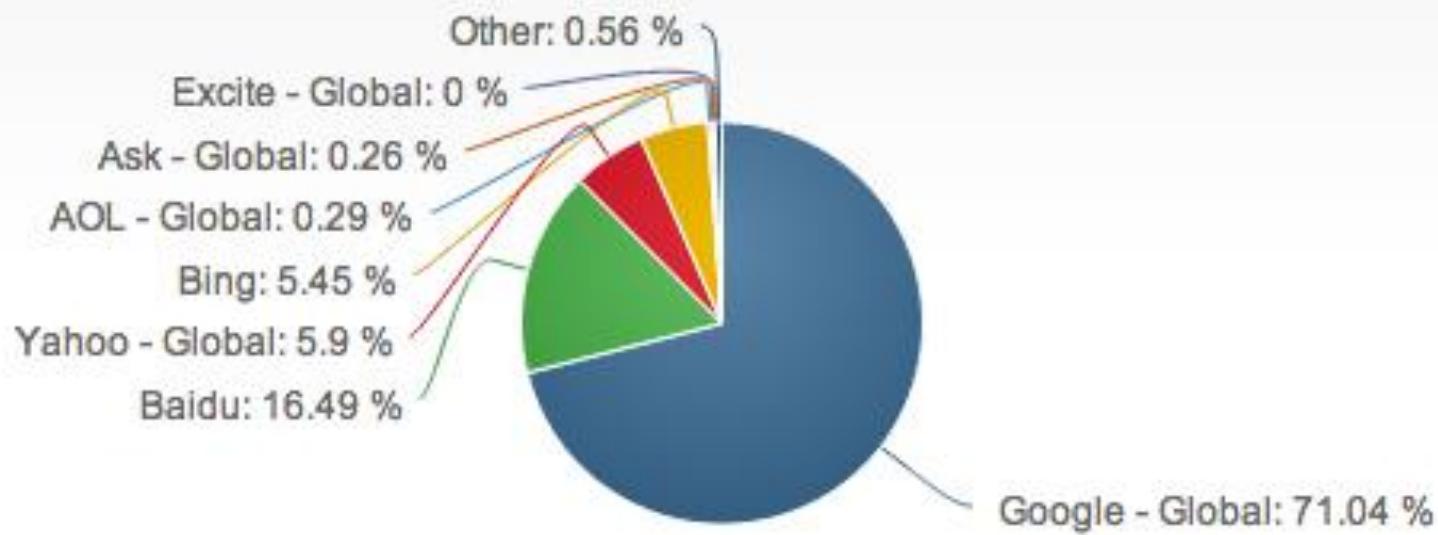
EFISHKIN@GMAIL.COM

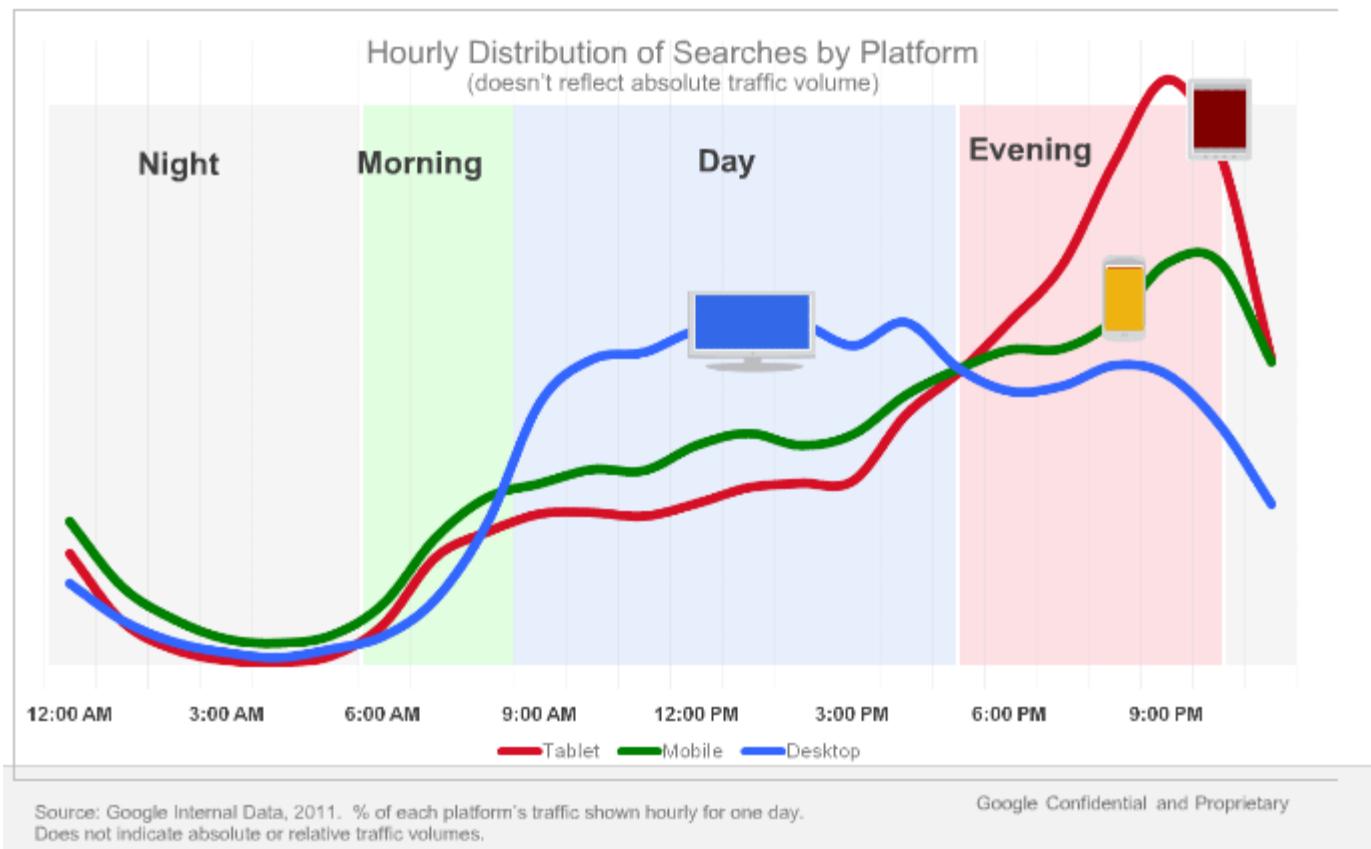




# **THE SEARCH LANDSCAPE**







---

**IT'S NOT JUST LISTINGS**



# Local Results

Does not perform like traditional #1 results

Different ranking algorithm than standard search

Google  Microphone Search

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](http://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 - Shiki Sushi - Kisaku - Fuji Sushi

**Mashiko Seattle Sushi Bar and Japanese Restaurant**  
[www.sushiwhore.com/](http://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.bluesushi.com/](http://www.bluesushi.com/) ▾  
Where Japanese tradition and technique intersect with American inventiveness and genuine hospitality.  
You visited this page.

**Mashiko**  
[www.sushiwhore.com](http://www.sushiwhore.com)  
4.2 ★★★★★ 62 Google reviews

**Blue C Sushi**  
[www.bluesushi.com](http://www.bluesushi.com)  
3.8 ★★★★★ 65 Google reviews

**Shiro's Sushi Restaurant**  
[www.shiros.com](http://www.shiros.com)  
4.3 ★★★★★ 157 Google reviews

**Japonessa Sushi Cocina**  
[www.japonessa.com](http://www.japonessa.com)  
4.3 ★★★★★ 90 Google reviews · Google+ page

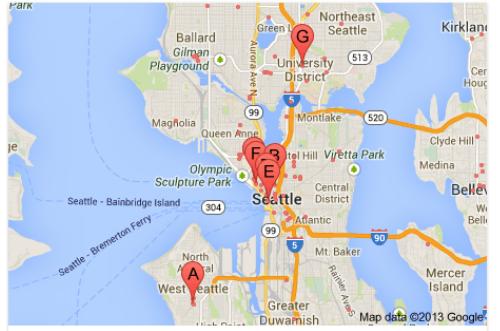
A 4725 California Ave SW  
Seattle  
(206) 935-4339

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

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

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

Map for **sushi in seattle, wa**





Google

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 - Emile 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, Gaffron 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](#)





Google

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 - Emile 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, Gaffron 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 Adele Danaë Klimt





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](#)





# Shopping Results

nokia lumia 1020 + Search +Evan grid

Web Images Maps **Shopping** More ▾

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

	<a href="#">Nokia Lumia 1020 Smartphone (3G 850mhz AT&amp;T) Black Unlocked Import</a> 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 <a href="#">Save to Shortlist</a>	<b>\$649</b> from 2 stores <a href="#">Compare prices</a>
	<a href="#">"Nokia Lumia 1020 4G LTE"</a> Buy the Nokia Lumia 1020, unlocked and with 12 months warranty. The newly launched Nokia Lumia 1020 is an extremely amazing fun filled smartphone ... <a href="#">Save to Shortlist</a>	<b>\$659.99</b> \$669.98 with est. tax & shipping MobiCity USA  3,448 reviews
	<a href="#">Nokia Lumia 1020 - Matte Yellow (with contract)</a> 41 megapixels. Amazing detail. Brilliant zoom. The Nokia Lumia 1020 combines the image quality of a	<b>\$199.99</b> Free shipping AT&T <a href="#">2 reviews</a>



ICMA  
Making classified media work better!  
International Classified Media Association



**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/](http://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 the answer to life the universe and everything

Web Images Maps Shopping Videos More ▾ Search tools

About 43,600,000 results (0.55 seconds)

The answer to life the universe and everything =

42

Rad	grid	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



Web Images Maps Shopping News More ▾ Search tools

About 2,710,000 results (0.35 seconds)

## New Maserati Ghibli Official Website

[www.ghibli.maserati.com/](http://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](http://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 ...

## Images for maserati ghibli - Report images



## Maserati Ghibli - Wikipedia, the free encyclopedia

[en.wikipedia.org/wiki/Maserati\\_Ghibli](http://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](http://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 ...

## 2014 Maserati Ghibli S Q4 | First Drive Review Video - Consumer ...

[www.consumerreports.org](http://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](http://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 ...

## News Results

## Image Results

## Author Result

## Video Result



# HOW SEARCH ENGINES WORK



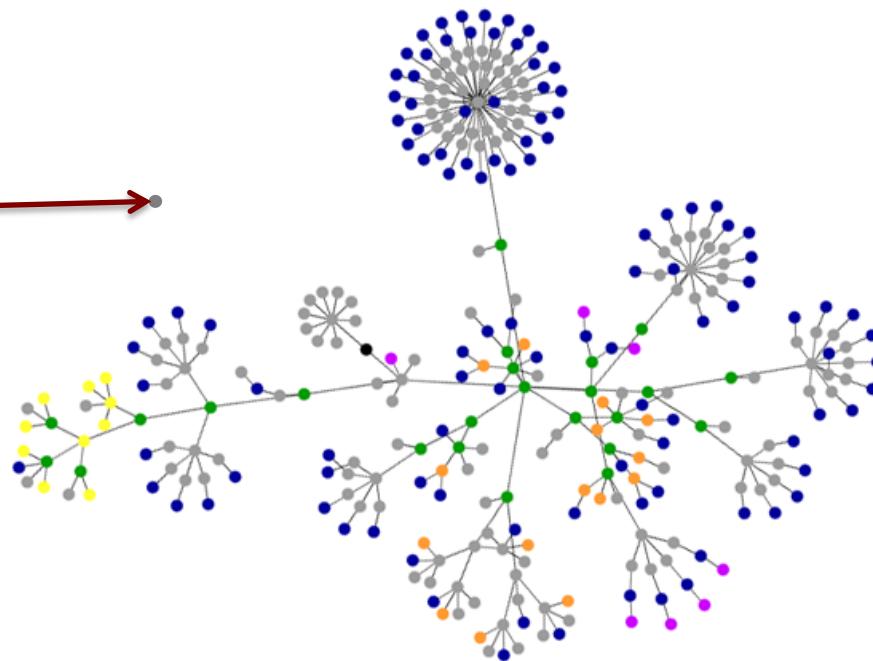
# Crawling



ICMA  
Making classified media work better!  
International Classified Media Association

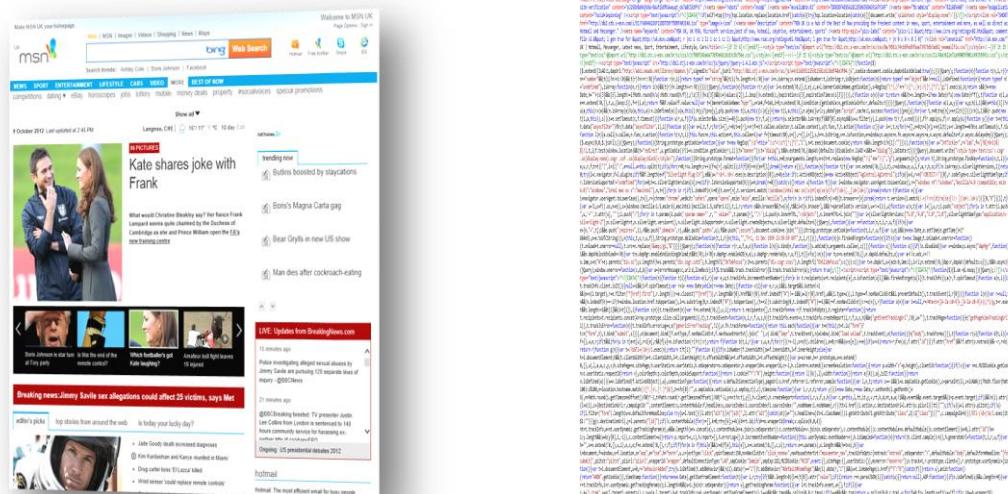


**Without links,  
the engines  
might never  
find this page**



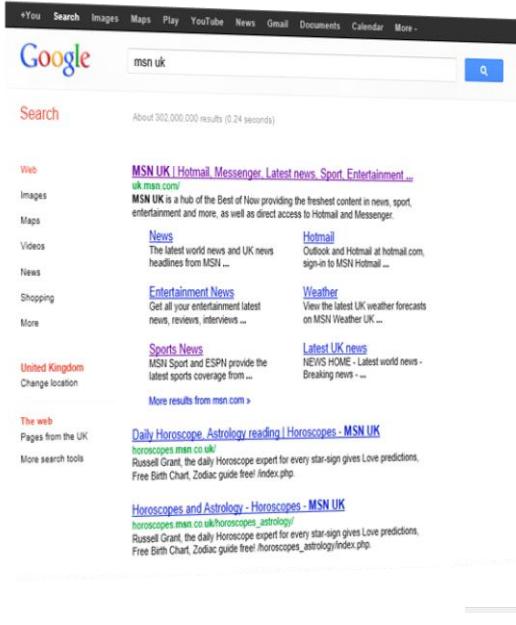


# Microsoft | Crawl – Only Understands the Source Code





The image is a screenshot of the MSN Sport homepage. At the top, there's a search bar with 'Search site | Web' and a 'Search' button. Below the search bar are links for 'Web', 'bing', and 'Search'. The MSN logo is in the top left, and the word 'SPORT' is in the top right. A 'Page Options | Site' link is in the top right corner. The main navigation bar includes 'SPORT HOME', 'FOOTBALL', 'RUGBY UNION', 'FORMULA 1', 'CRICKET', 'OTHER SPORTS', 'I AM PLAYER', 'VIDEO CLIPS', and 'SOCIAL VOICES'. Below the navigation, there's a 'Latest sports news on MSN Sport' section with a large image of a football player in a yellow Arsenal kit. A green arrow points from an 'Advertisement | AdChoices' link on the left to this image. To the right of the player is an oval containing the text 'Premier League team of the week'. Below the image are links for 'Premier League weekend in numbers' and 'Premier League in pictures'. Further down the page are sections for 'latest football' (with images of Tony Adams, Bolton's郭耶, and Gerrard/Lampard) and 'latest sport videos' (with a play button icon). On the left, there are sections for 'capital one's credit card range', 'HSN Sport UK on Facebook', 'msn sport poll', 'hot on msn' (with images of Tony Adams, a Bolton fan, and Kate), and 'skip to result'. On the right, there's an 'Advertisement | AdChoices' section with a dark blue background and a 'NOW' button.

msn uk

About 302,000,000 results (0.24 seconds)

**Web**

- [MSN UK | Hotmail, Messenger, Latest news, Sport, Entertainment ...](#)
- [uk.msn.com/](#)
- MSN UK is a hub of the Best of Now providing the freshest content in news, sport, entertainment and more, as well as direct access to Hotmail and Messenger.
- [News](#)
- [Hotmail](#)
- The latest world news and UK news headlines from Msn ...
- [Entertainment News](#)
- [Weather](#)
- Get all your entertainment latest news, reviews, interviews ...
- [View the latest UK weather forecasts on Msn Weather UK ...](#)
- [Sports News](#)
- [Latest UK news](#)
- MSN Sport and ESPN provide the latest sports coverage from ...
- [NEWS HOME - Latest world news - Breaking news -](#)
- [More results from msn.com >](#)

**The web**

- [Daily Horoscope, Astrology reading | Horoscopes - MSN UK](#)
- [horoscopes.msn.co.uk/](#)
- Russell Grant, the daily Horoscope expert for every star-sign gives Love predictions, Free Birth Chart, Zodiac guide free! index.php
- [Horoscopes and Astrology - Horoscopes - MSN UK](#)
- [horoscopes.msn.co.uk/horoscopes\\_astrology/](#)
- Russell Grant, the daily Horoscope expert for every star-sign gives Love predictions, Free Birth Chart, Zodiac guide free! horoscopes\_astrology/index.php

msn's cache of <http://uk.msn.com/> 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](#)

Items are highlighted: [msn uk](#)

**msn**

Welcome to **MSN UK**

Page Options | Sign in

Web | Msn | Images | Videos | Shopping | News | Maps

Search trends: Ashley Cole | Boris Johnson | Facebook

9 October 2012 Last updated at 2:45 PM

Mountain View, USA | 72° 49° 16° 10 day Edit

Tory star Boris praises 'new broom' Cameron






# Knowledge

- 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**



Making classified media work better!  
International Classified Media Association



## Top 10 most economical cars



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.

Buying a fuel-efficient new car is more important than ever before, with record fuel prices pushing up costs for motorists at the pumps.

An added benefit of good fuel economy is a low [CO2 emissions](#) - and car taxation is based on CO2, reducing emissions here brings many benefits, including free road tax for cars emitting 100g/km CO2 or less.

For an extra bonus, at 100g/km CO2 and below cars get company car tax benefits - and they can travel into the London congestion charge zone for free, too.

So which are the most economical new cars in Britain? MSN Cars is committed to bringing you details of the cars with the best [fuel economy](#) and lowest CO2 emissions on sale in the UK.

We have gathered all the latest [tax](#), [deals](#) and [prices](#) on sale in the UK here, to show you just how broad and far-reaching the low-emissions choices now are in the UK.

Read on to discover the most economical new cars on sale.

### Green Car Guide

- [Most economical cars in each class](#)
- [Most economical used cars under £3,000](#)
- [Most economical used cars under £5,000](#)



### more on msn cars



Rare classic cars go under the hammer at RM Auctions' 2012 London sale. Paul Merson's annual London sale sets to draw collectors from far and wide. Cars include Paul McCartney's Aston Martin.



The girls of the São Paulo motor show 2012. Enjoy a touch of motor show glamour.



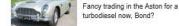
Porsche Cayenne 5 Diesel (2013 onwards)

Porsche's big, brawling SUV finally gets a diesel engine to match.



Sir Paul McCartney's Aston DBS for sale T0841

Will Bond fever and Beatles mania see DBS auction records broken?



Jaguar Land Rover Chinese venture approved

Jaguar Land Rover's global expansion plans hit another target.



60's £415,000 company car tax bill

Fancy trading in the Aston for a turbodiesel now, Bond?

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



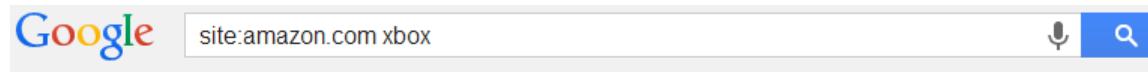
URL	<a href="http://cars.uk.msn.com/features/green-motoring/top-10-most-economical-cars">http://cars.uk.msn.com/features/green-motoring/top-10-most-economical-cars</a>
Title	Top 10 most economical cars - Green motoring - MSN Cars - MSN UK
Meta Description	Latest green car news; reviews; most economical 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	<p><b>Bing search</b>          Latest cars videos          More on msn cars          MSN cars sitemap</p>



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



# Index – Review Indexed Pages



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](http://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](http://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](http://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](http://www.amazon.com/Video-Games/Xbox-360/Consoles) ▾

Amazon.com: Xbox 360 4GB Console: Video Games.



ICMA  
Making classified media work better!  
International Classified Media Association

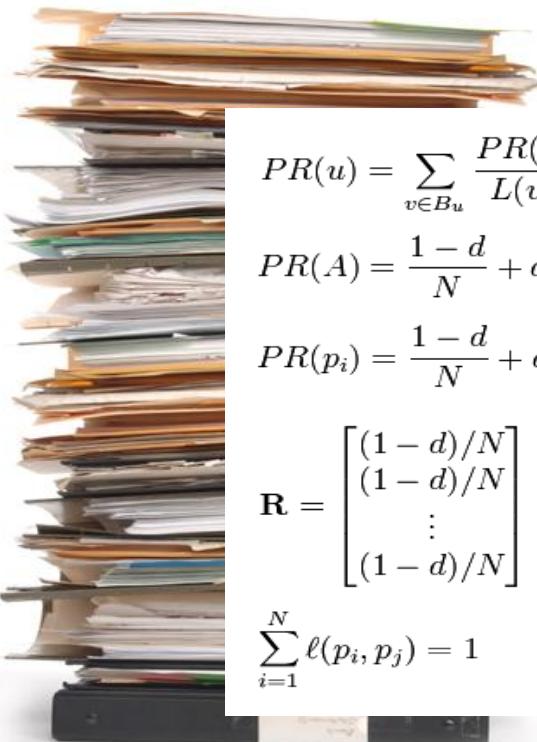
- 1. Search engines create an index of page content and strip out irrelevant words**
- 2. Stopwords are many and varied, be careful how you write in high value factors like title tags**
- 3. You can get an approximation of how many pages any site has indexed using the *site:* command**
- 4. You can find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







Rank



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

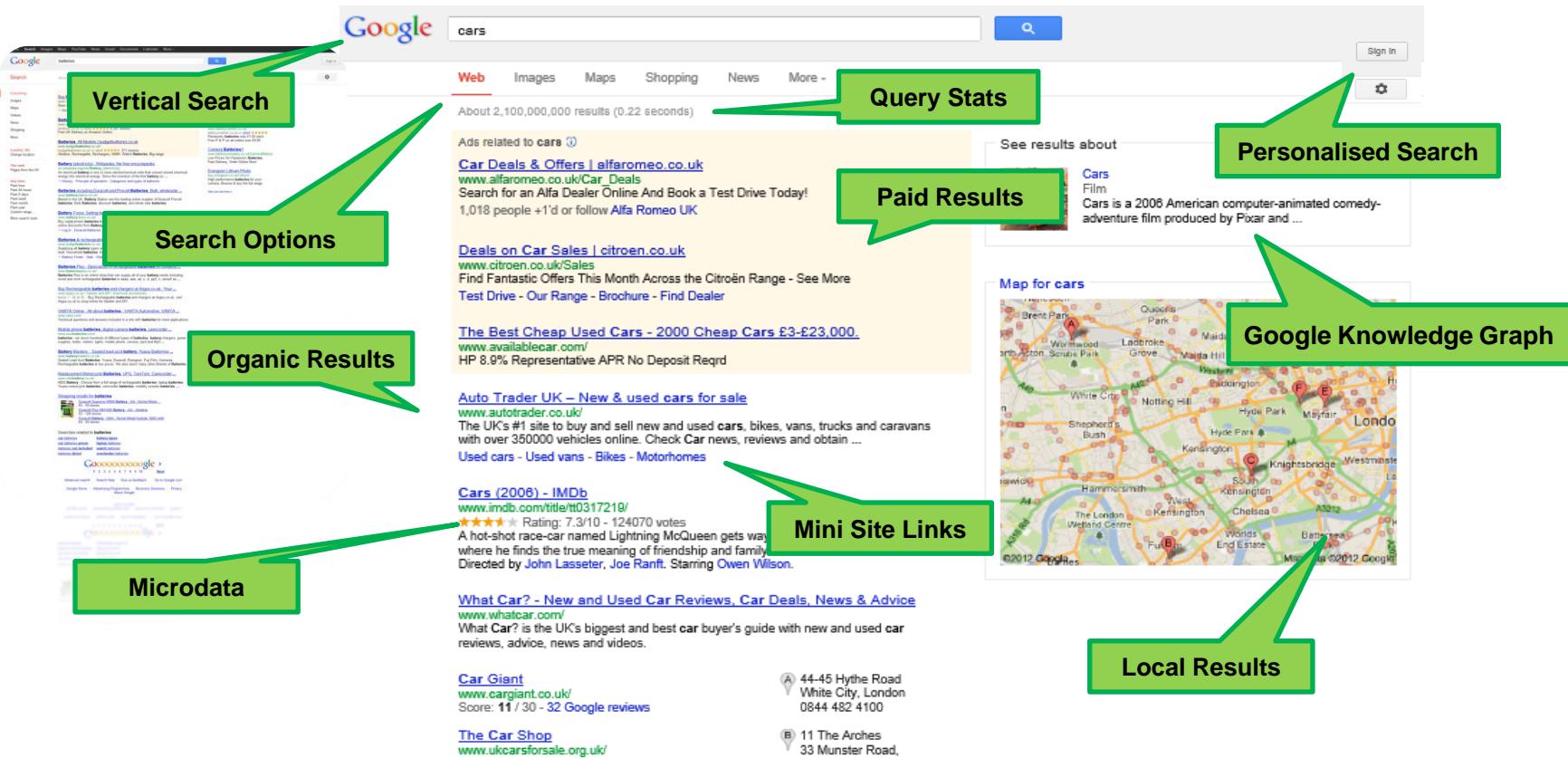
$$PR(A) = \frac{1-d}{N} + d \left( \frac{PR(B)}{L(B)} + \frac{PR(C)}{L(C)} + \frac{PR(D)}{L(D)} + \dots \right)$$

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

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

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





- 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**

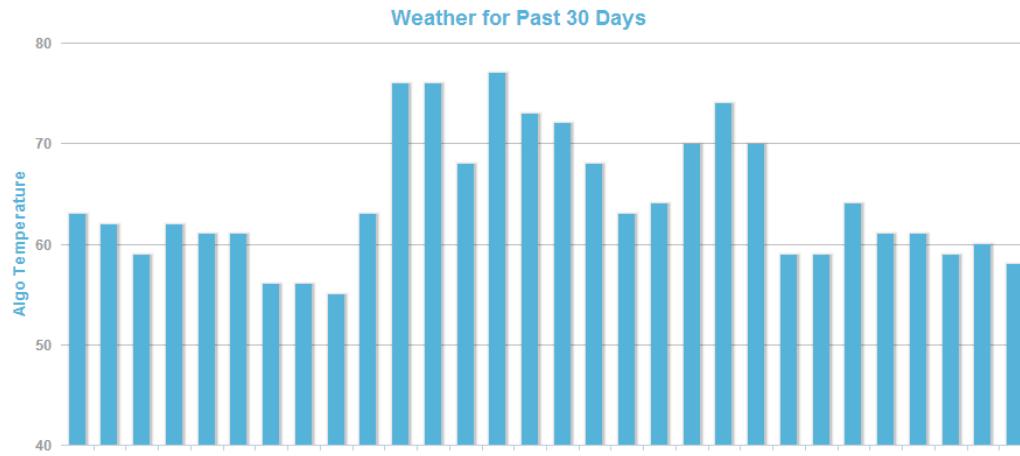


***"We tend to roll out 350-400 [updates] per year"***

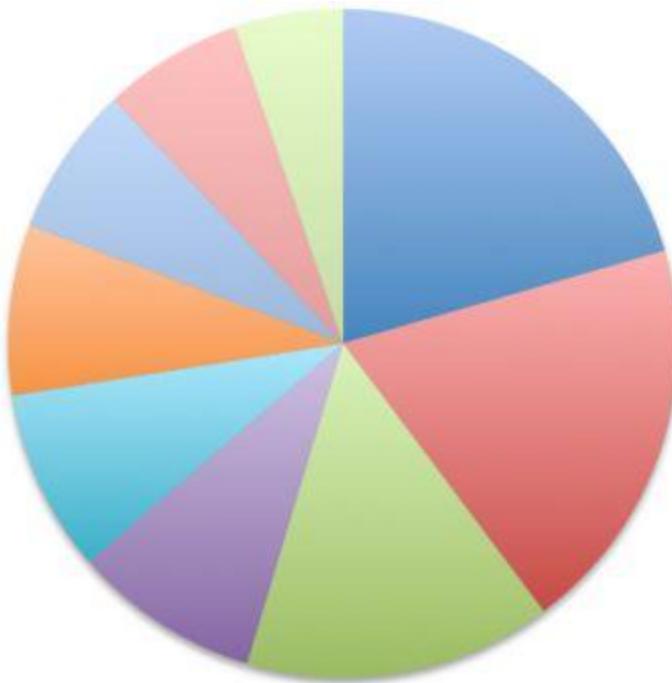
*Matt Cutts, Head of Google Webspam Team*



MOZCAST



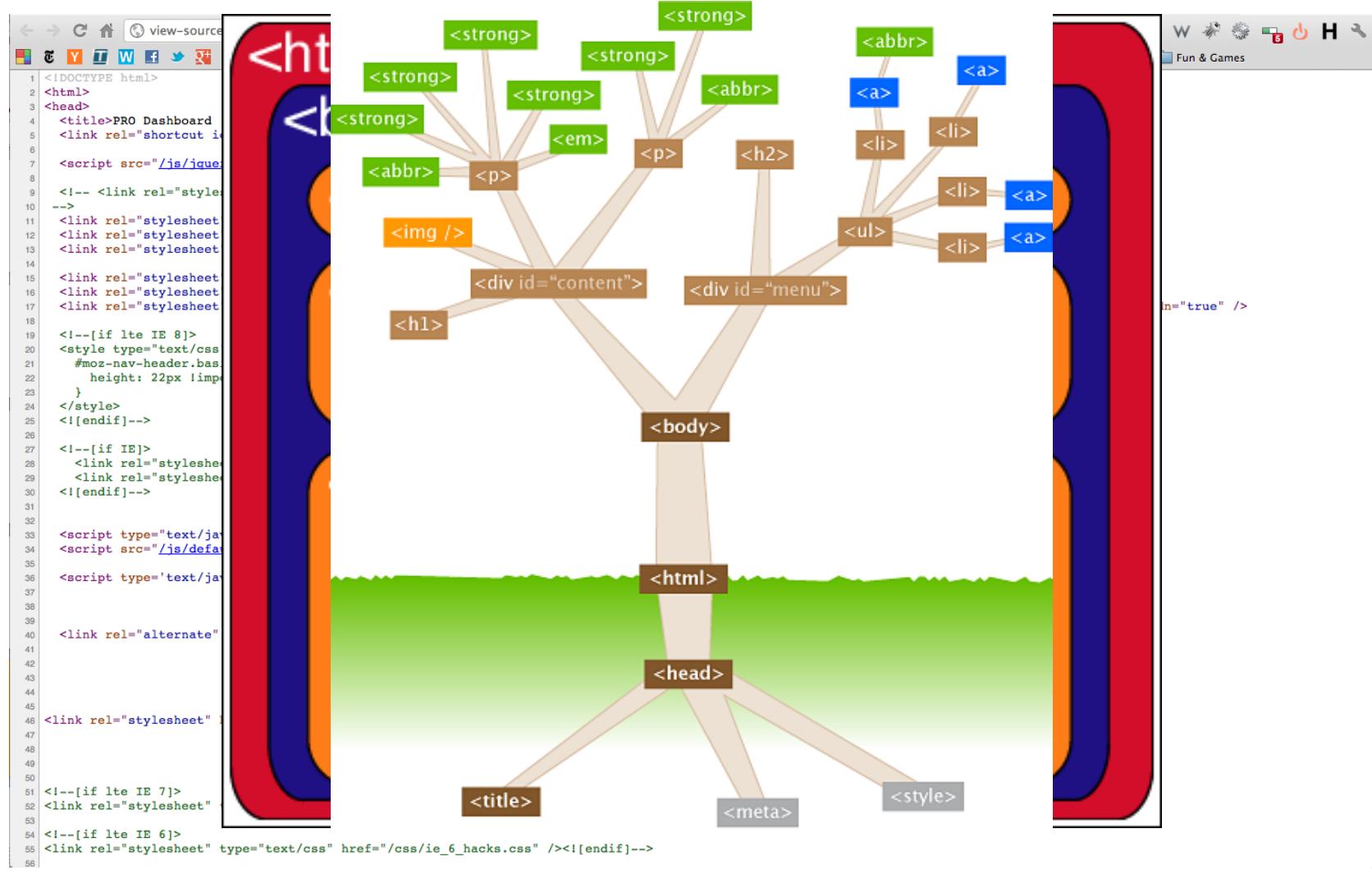
# RANKING FACTORS



- Domain level authority link metrics (20.56)
- Page-Level Link Metrics (19.31)
- Page-Level Keyword & Content-Based (14.87)
- Page-Level, Keyword-Agnostic Features (9.07)
- Domain Level Brand Metrics (8.83)
- User Usage & Traffic/Query Data (8.28)
- Page-Level Social Metrics (7.28)
- Domain Level Keyword Usage (6.74)
- Domain-Level, Keyword-Agnostic Features (5.26)

---

# HOW GOOGLE LOOKS AT A WEBSITE





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





# Meta tags

```
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">
```



# Description

```
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" >
```



ICMA  
Making classified media work better!  
International Classified Media Association



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

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





# Link Tags

```
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/commons/2/2e/Apple-touch-icon-precomposed.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" />
```

```
16 <link rel="shortcut icon" href="//en.wikipedia.org/favicon.ico" />
17 <link rel="apple-touch-icon" href="//upload.wikimedia.org/wikipedia/commons/2/2e/Apple-touch-icon-precomposed.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" />
```

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





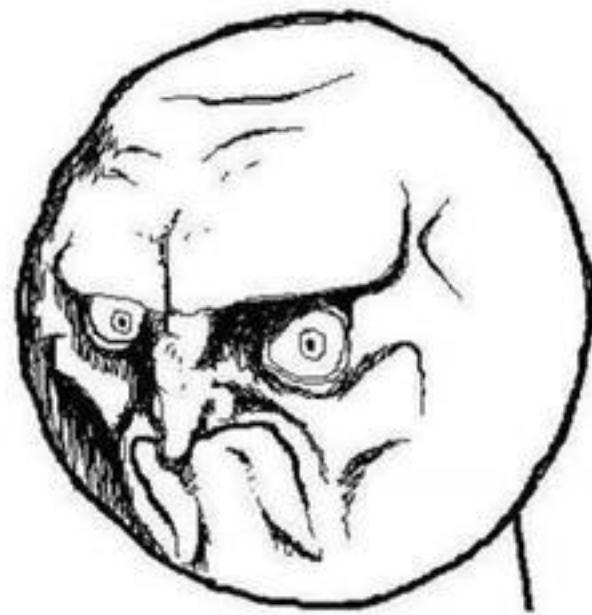
139 | <li>Gary Marshall, <a rel="nofollow" class="external text" href="http://pespmc1.vub.ac.be/Conf/MemePap/Marshall.html">The Internet and Memetics</a>

## External links

---

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





**NO.**



[The Internet and Memetics](http://pespmcl.vub.ac.be/Conf/MemePap/Marshall.html)

## External links

---

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



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

[en.wikipedia.org/wiki/Internet\\_meme](https://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



ICMA

Making classified media work better!

International Classified Media Association

<title>

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

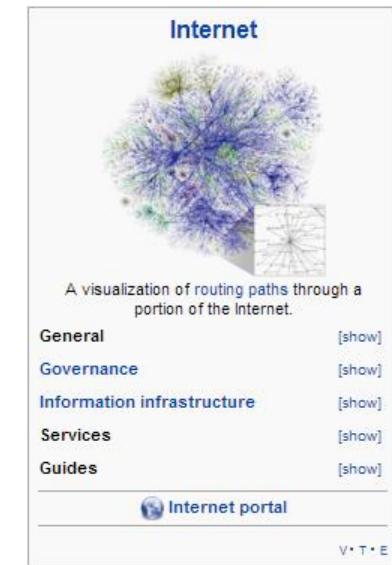
URL

[en.wikipedia.org/wiki/Internet\\_meme](https://en.wikipedia.org/wiki/Internet_meme) ▾

<meta name="description">

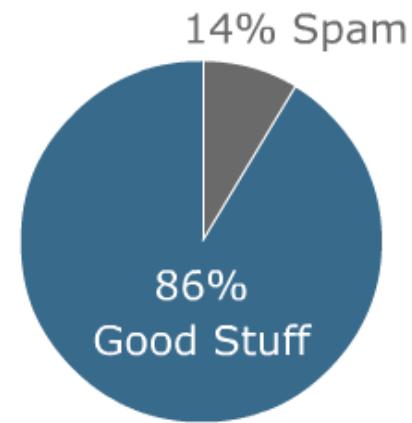
An **Internet meme** is an idea, style or action which spreads, often as mimicry, from person to person via the Internet, as with imitating the concept. Some notable ...

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



data:image/s3,anthropic-data-us-east-2/u/marker_images/0000/1111/1111/01001001/sfishman-chandramapper-0227085035/152b555f62f760edfdc7dd0f322b2b46.jpg</antml:image>

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.



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**

**QDF**

[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. ...

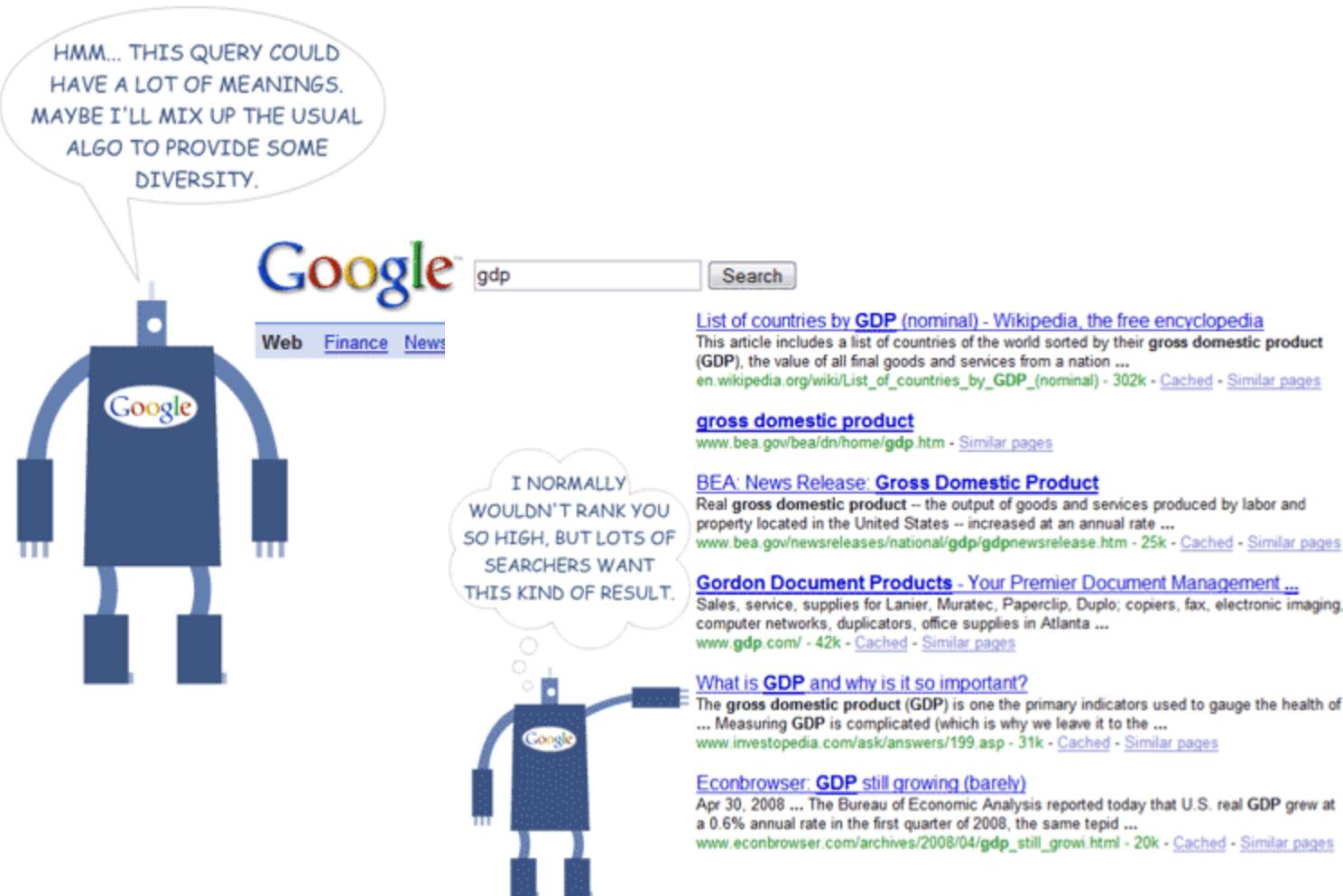
[www.google.com/mac/](http://www.google.com/mac/) - [Cached](#) - [Similar](#)

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

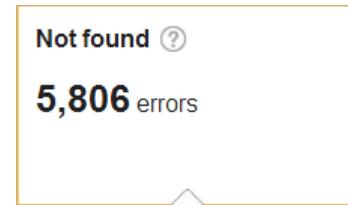








# ARCHITECTURE



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](http://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](http://tech.uk.msn.com/microsoft/xbox) ▾

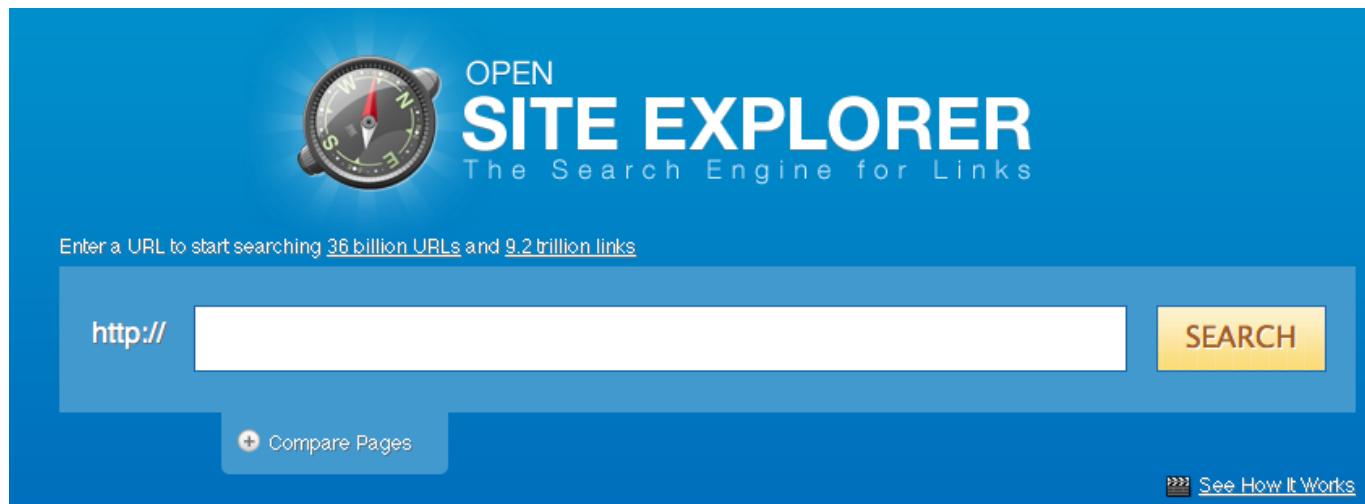
Microsoft Xbox, Xbox 360 console, Xbox Kinect, Kinect. **Xbox** news and guides on MSN UK

#### Use the following best practices when crafting a URL:

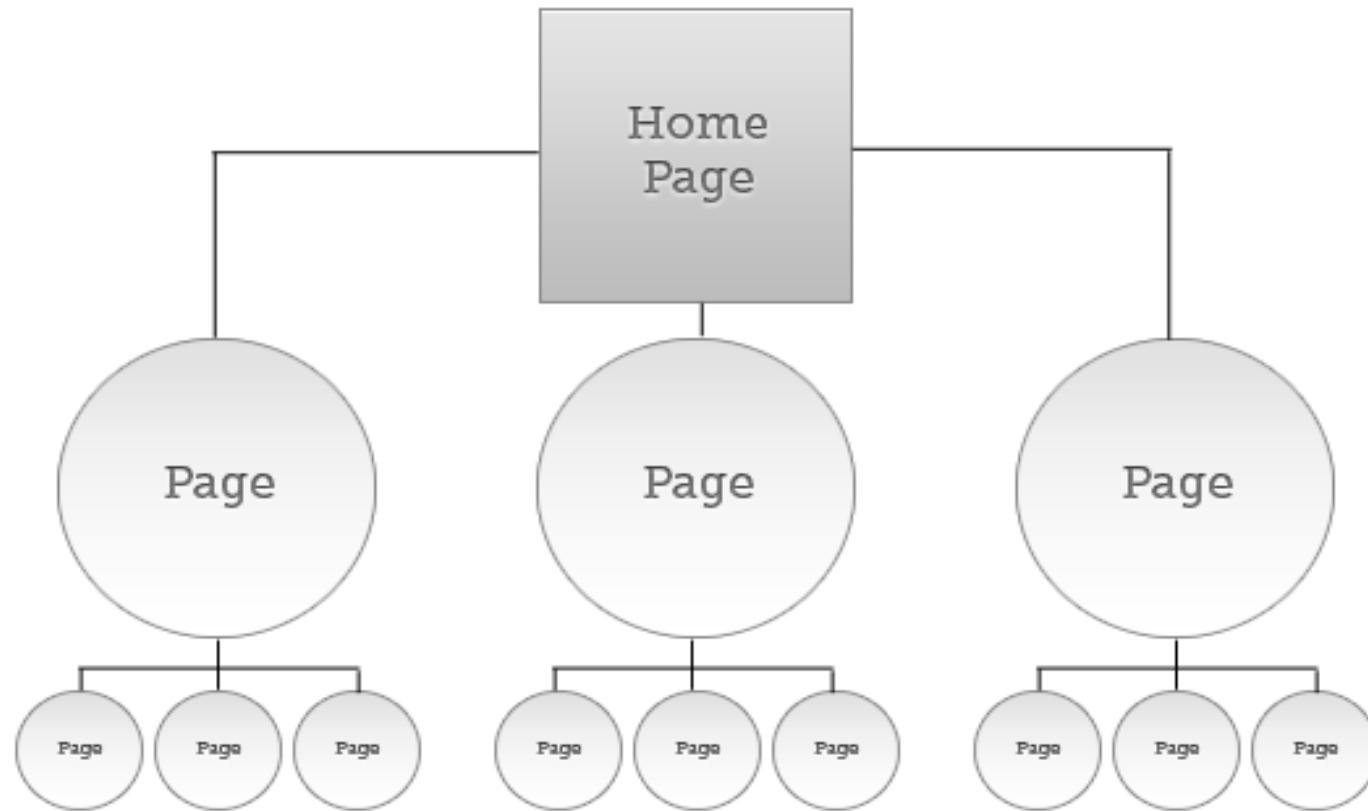
- **Never go more than 5 sub-folders deep**
- **It's best to only use letters, numbers & hyphens,**
- **Only include keywords, remove unnecessary characters & file extensions**

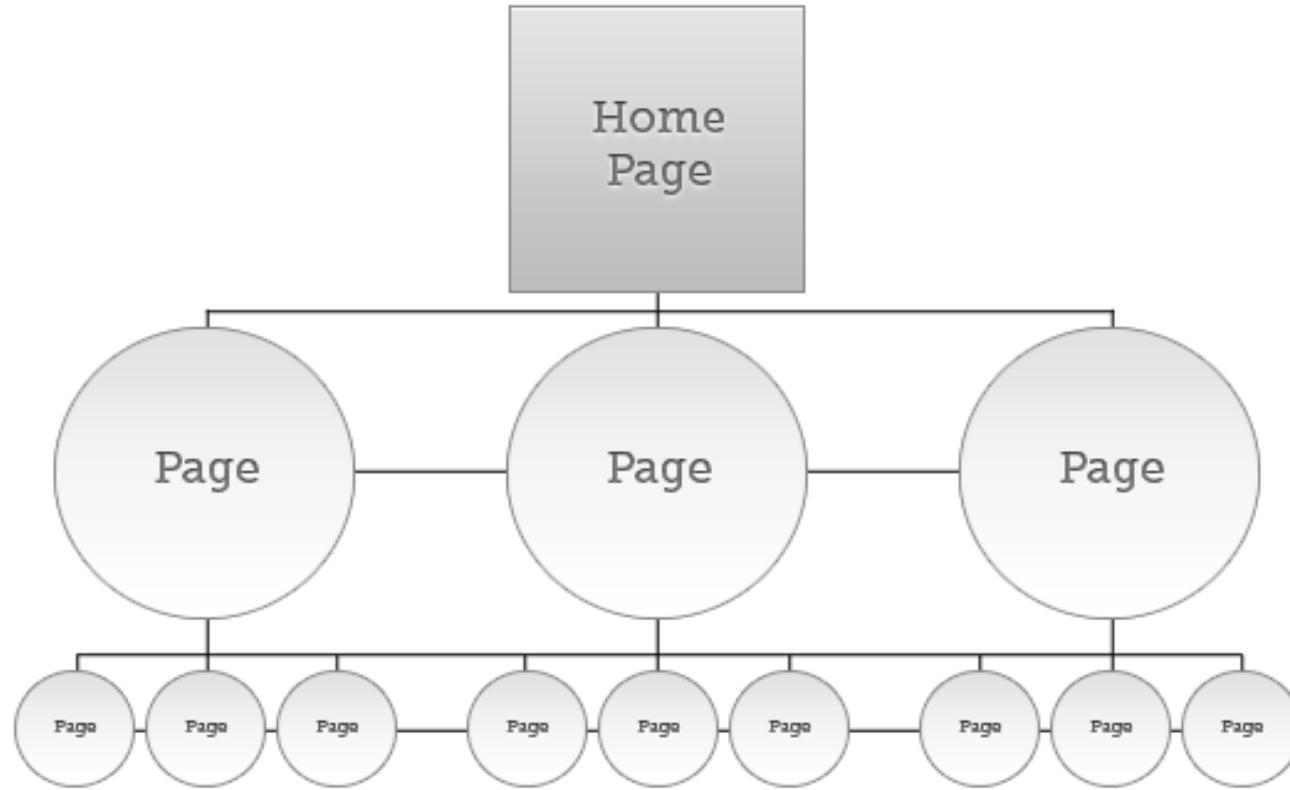


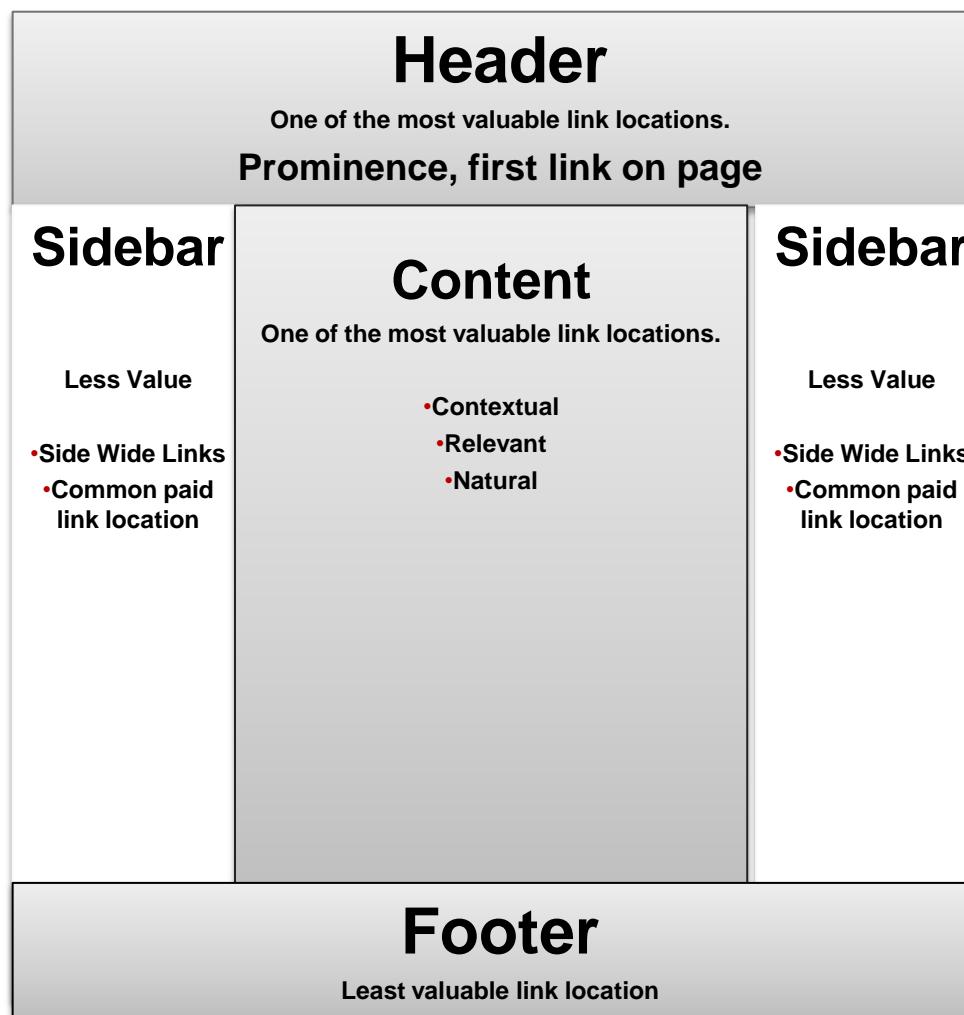
## Use Tools to Manage Internal Links

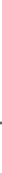


ICMA  
Making classified media work better!  
International Classified Media Association









# PAGE RANK

## PageRank

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

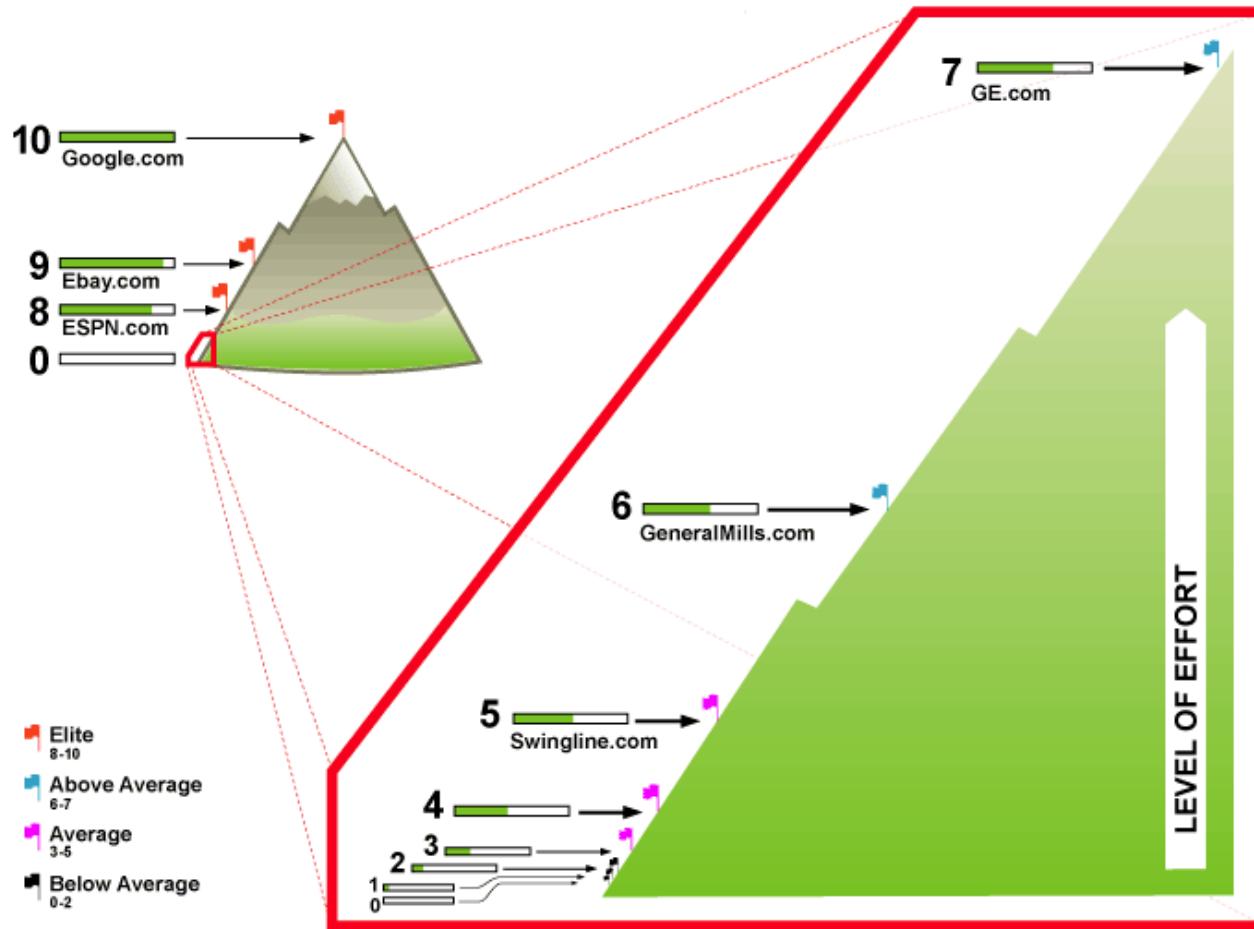
## Toolbar PageRank



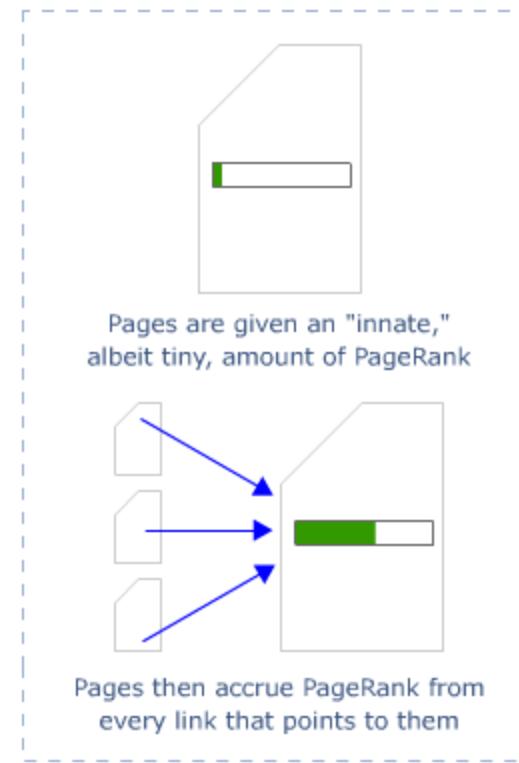
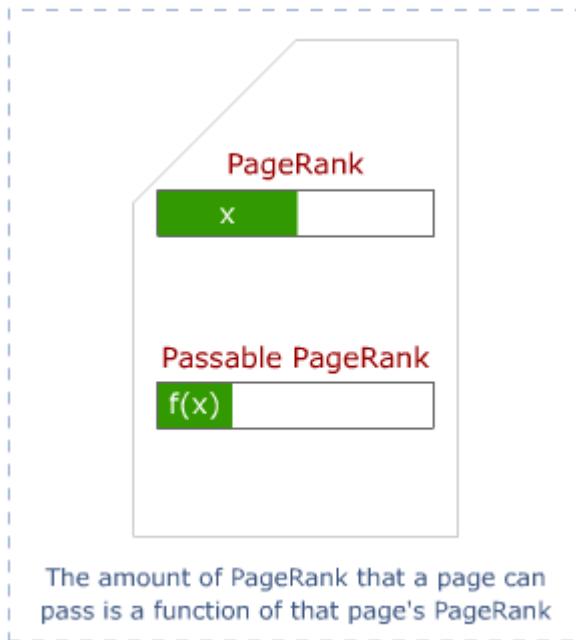


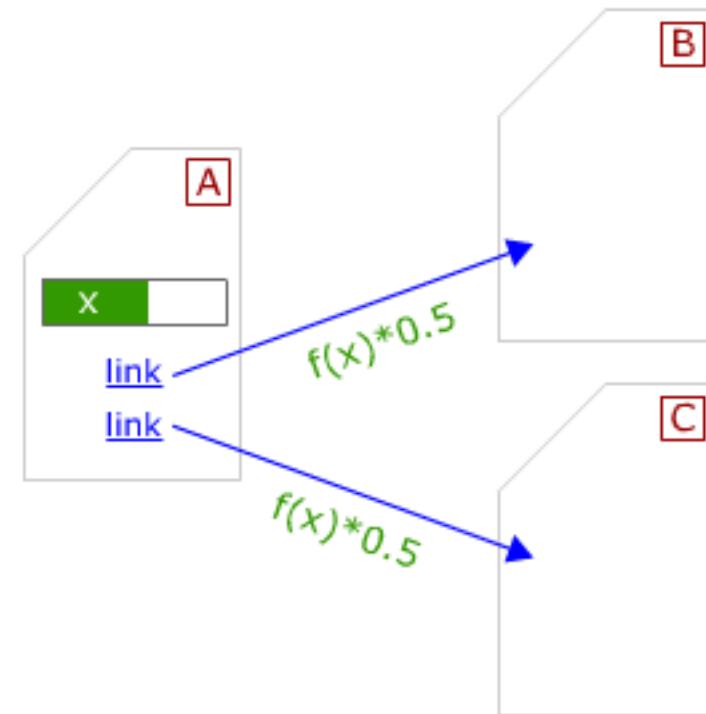
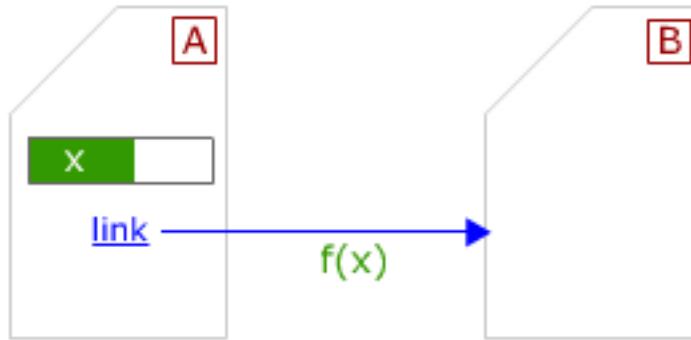
# Microsoft

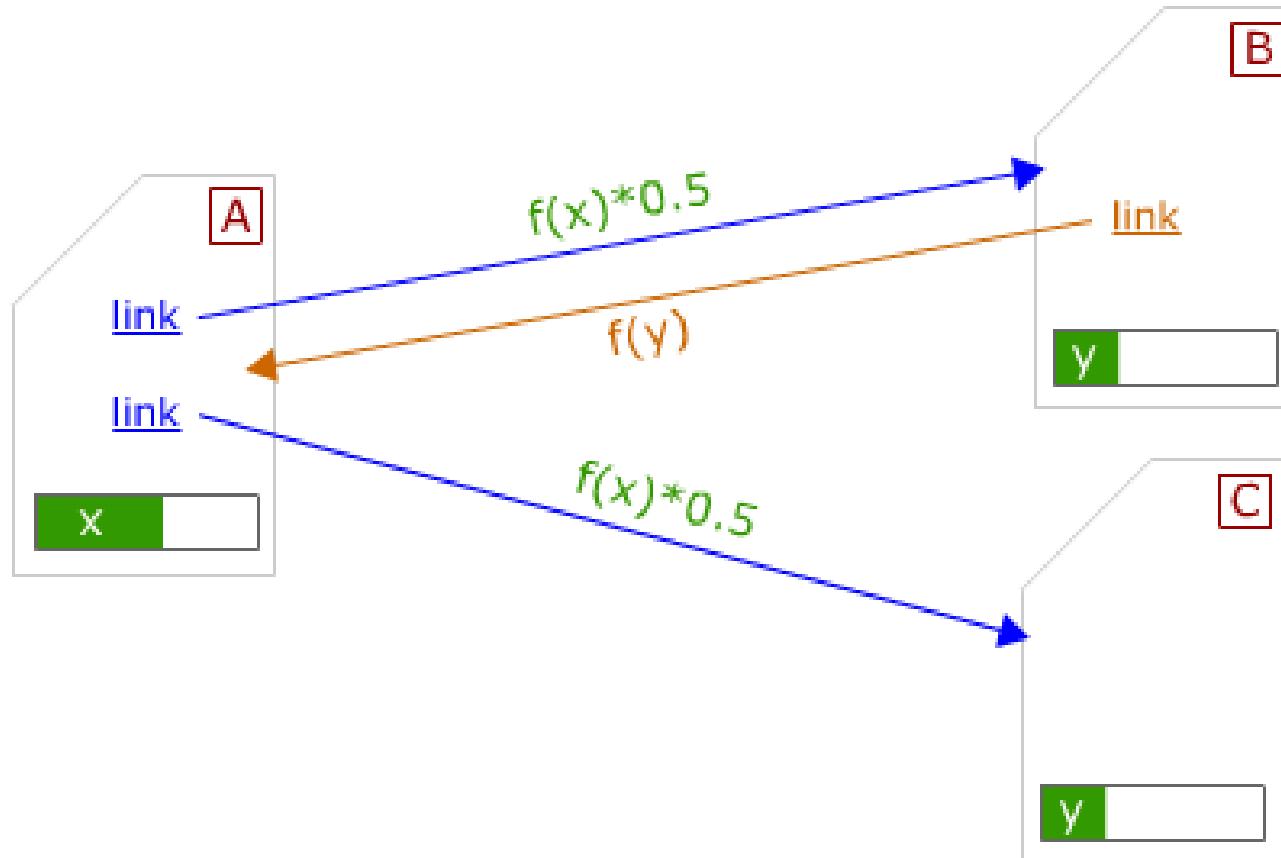
## Climbing Mt. PageRank

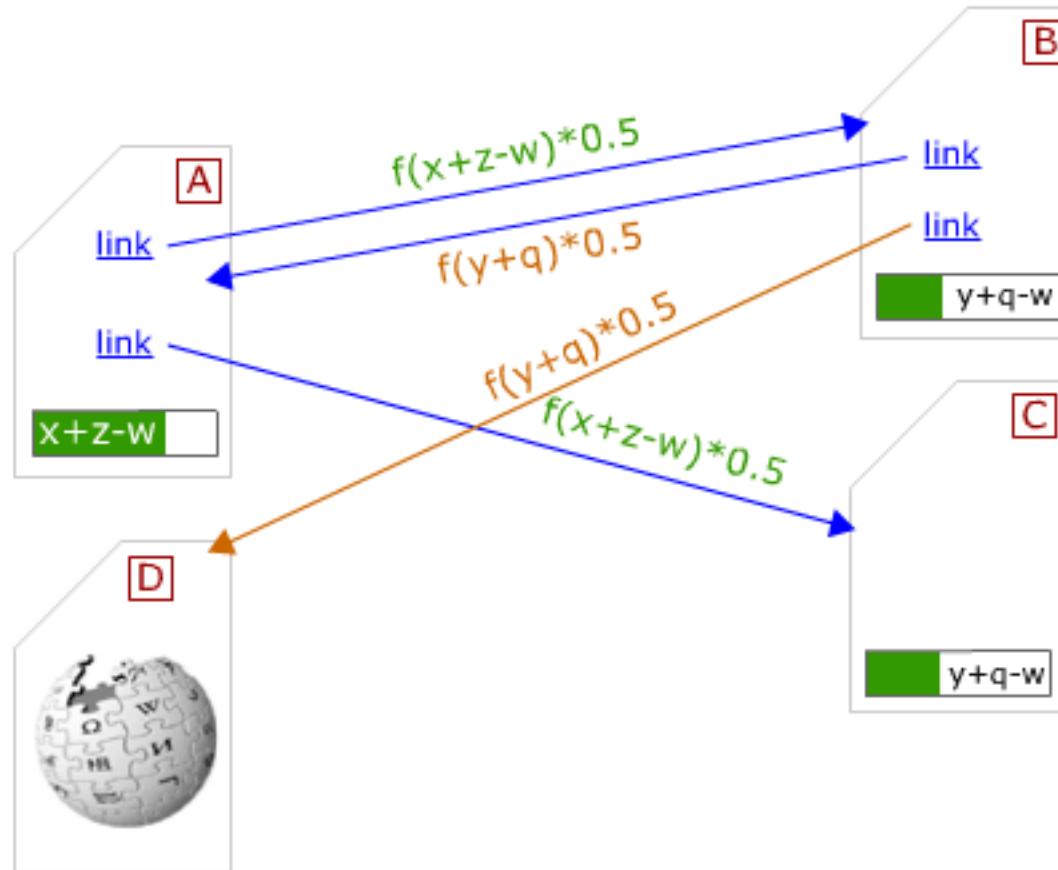


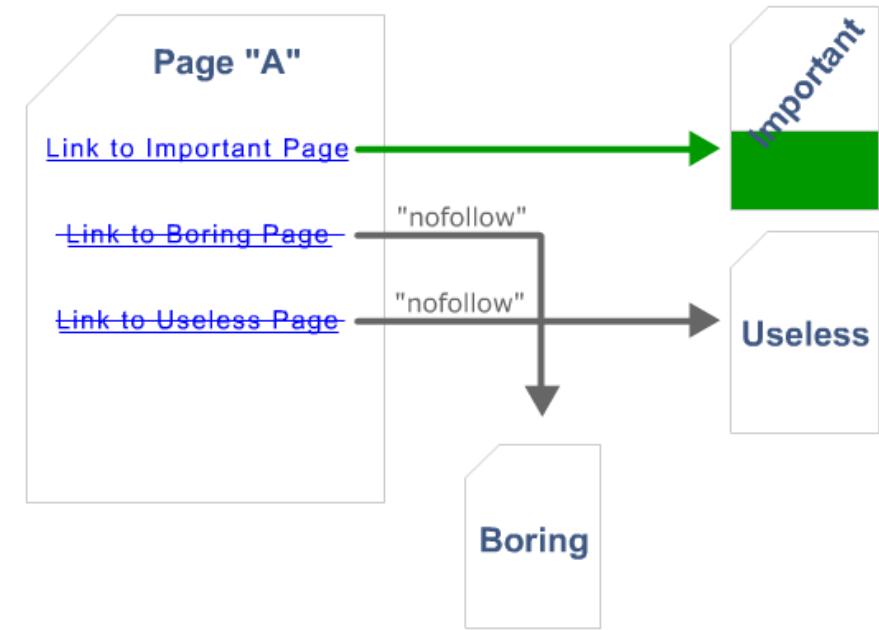
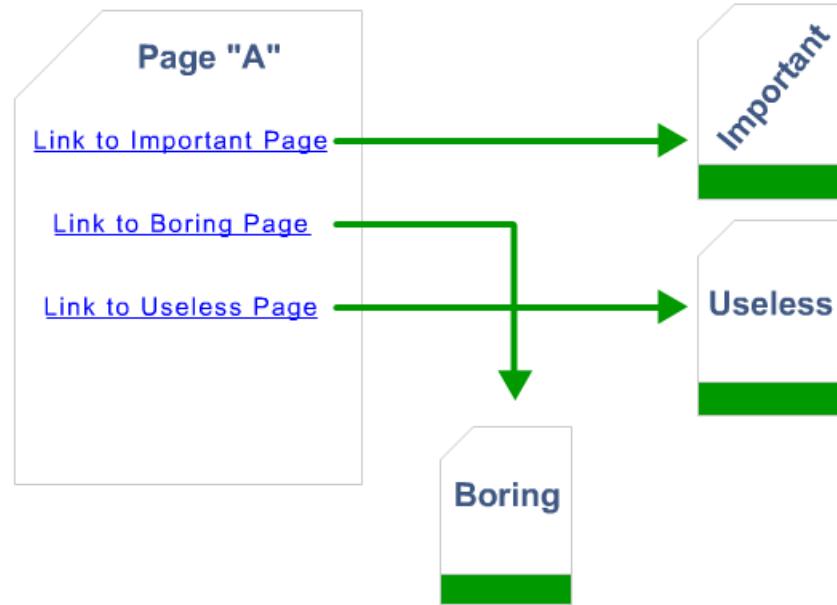
ICMA  
Making classified media work better!  
International Classified Media Association



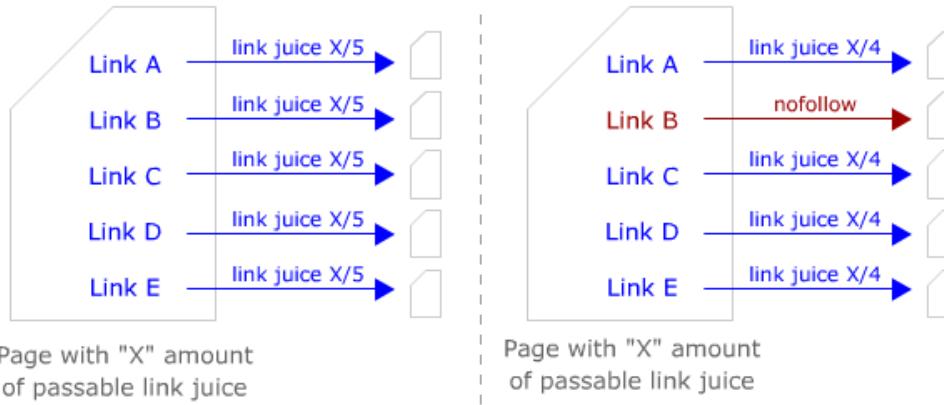




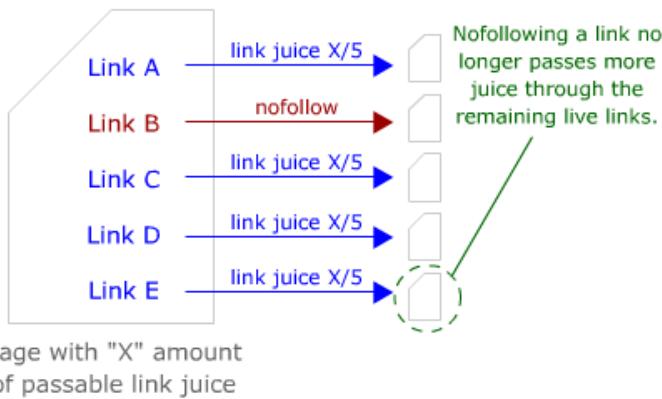




## Old PageRank Algorithm & Effect of Nofollow Sculpting

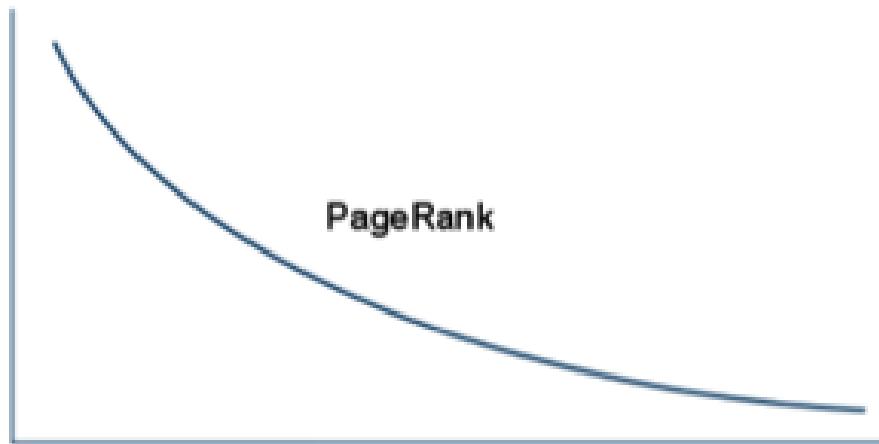


## New PageRank Algorithm & Effect of Nofollow Sculpting



## How does Google crawl?

We crawl roughly in decreasing order of PageRank





Microsoft Questions?

---

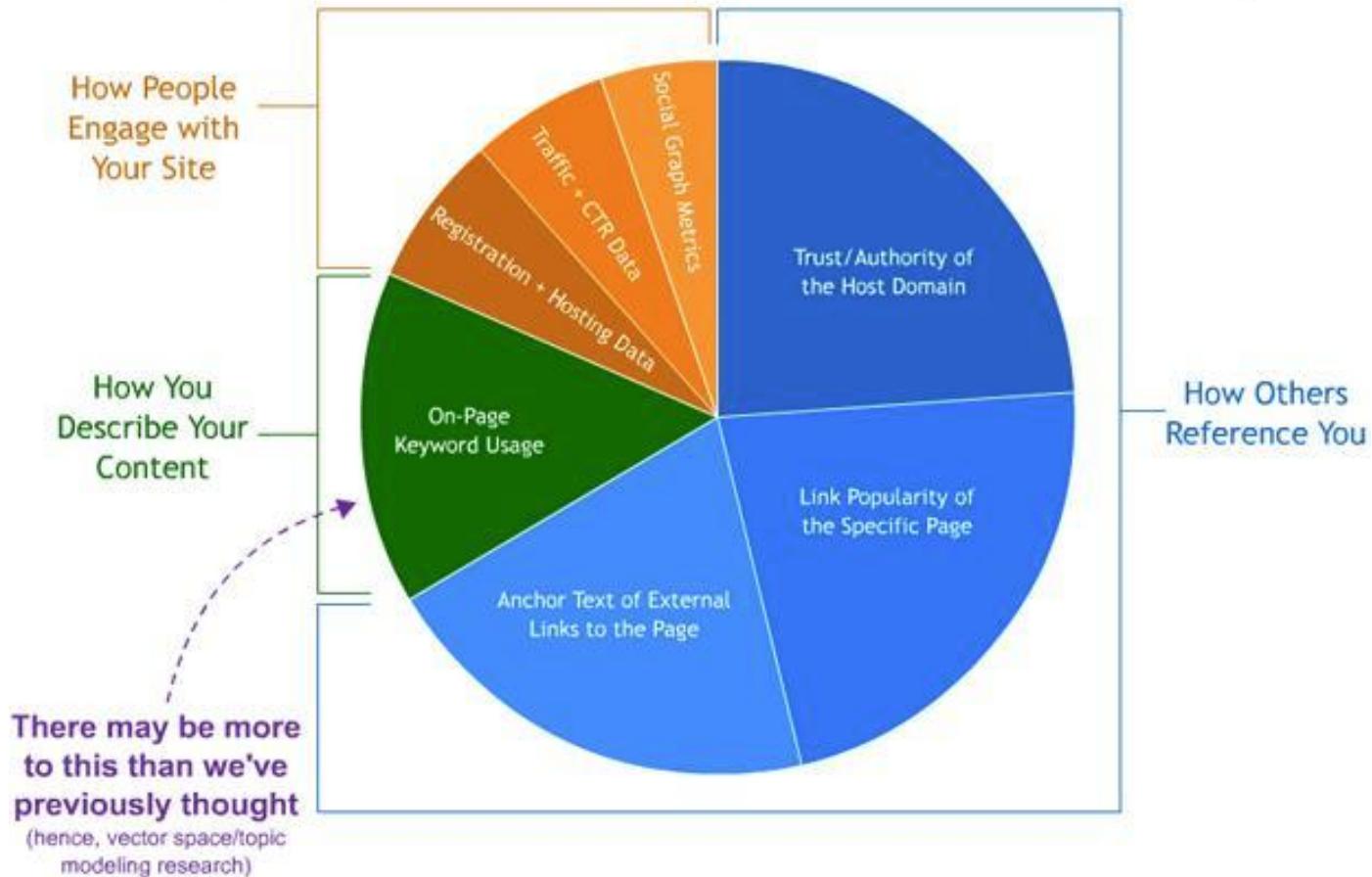
# QUESTIONS?



ICMA  
Making classified media work better!  
International Classified Media Association



# **WHAT TO WRITE & HOW TO WRITE IT**



## 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.

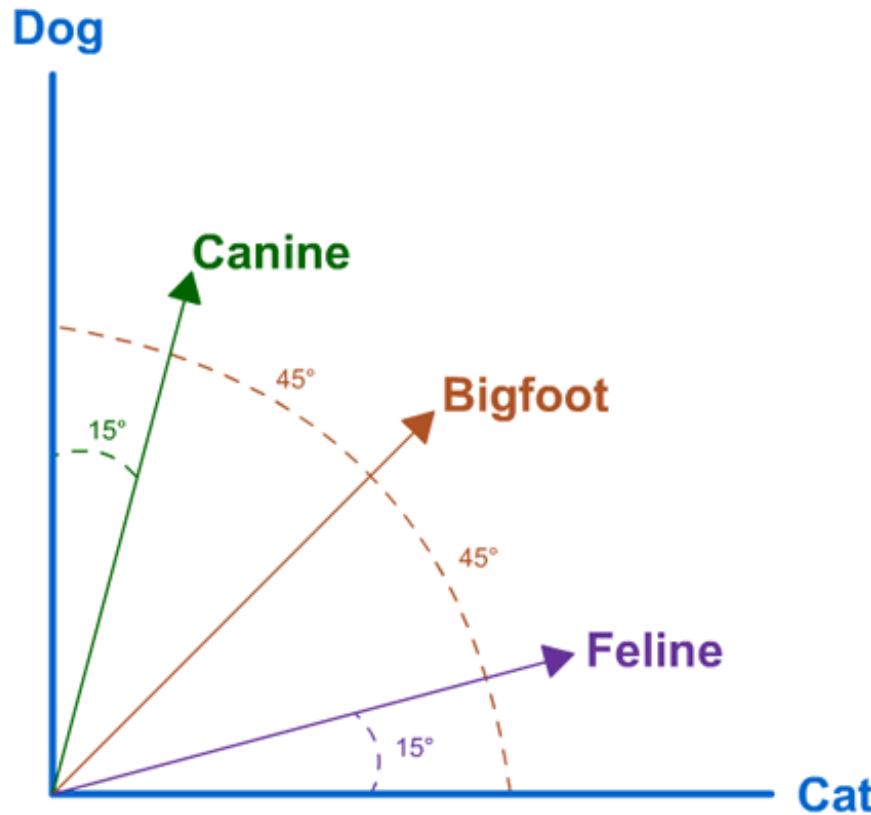
**Content A**

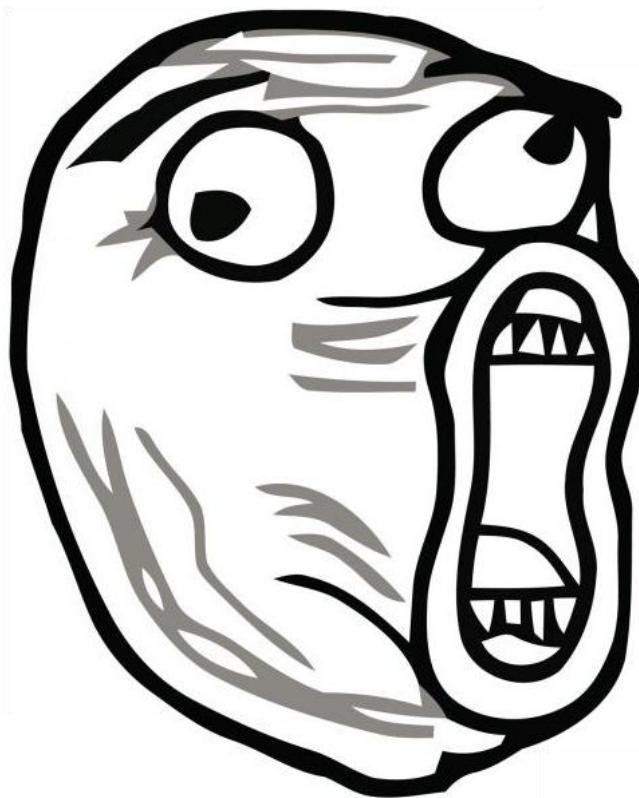
Her hands mercilessly pounded the keys, notes cascading into the surrounding stairway.

**Content B**

## Solution: Topic Modeling

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







Microsoft Questions?

---

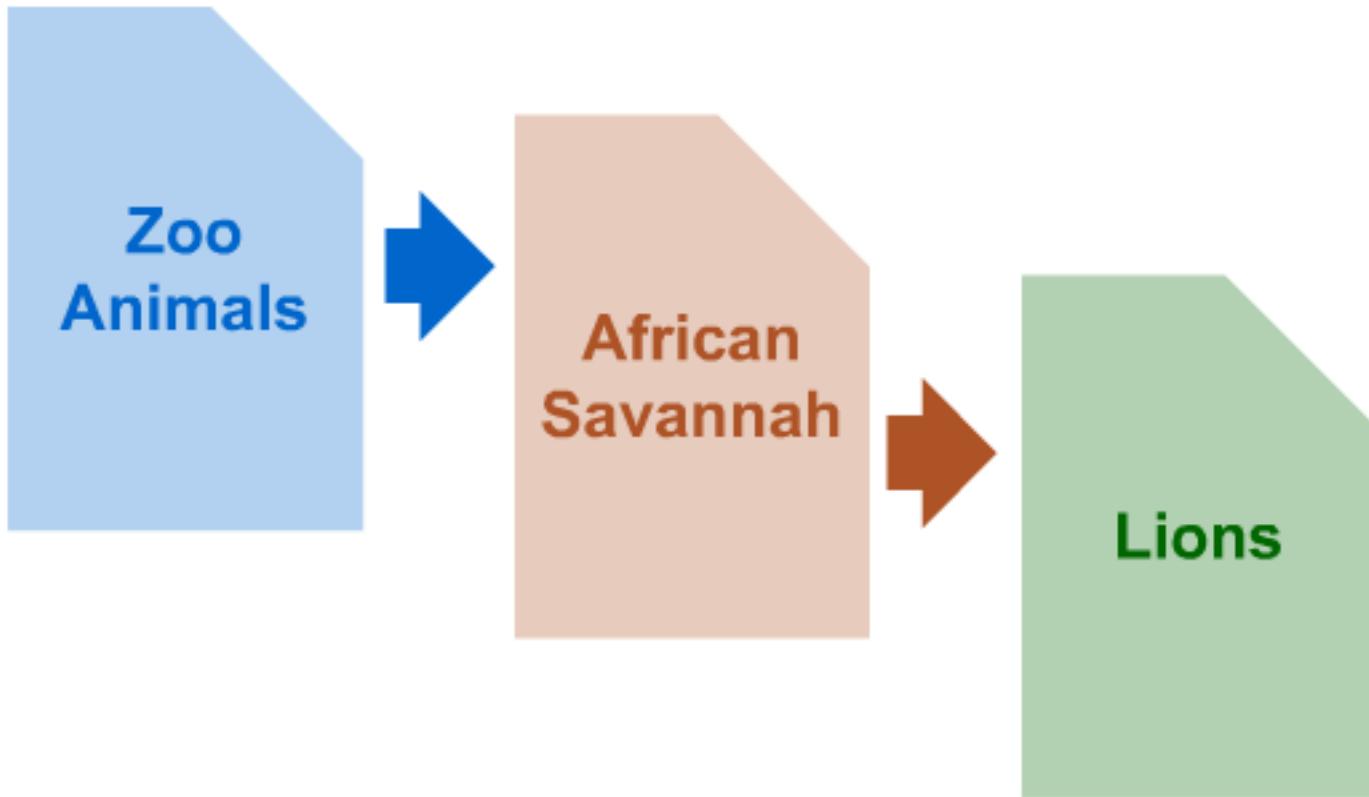
# QUESTIONS?

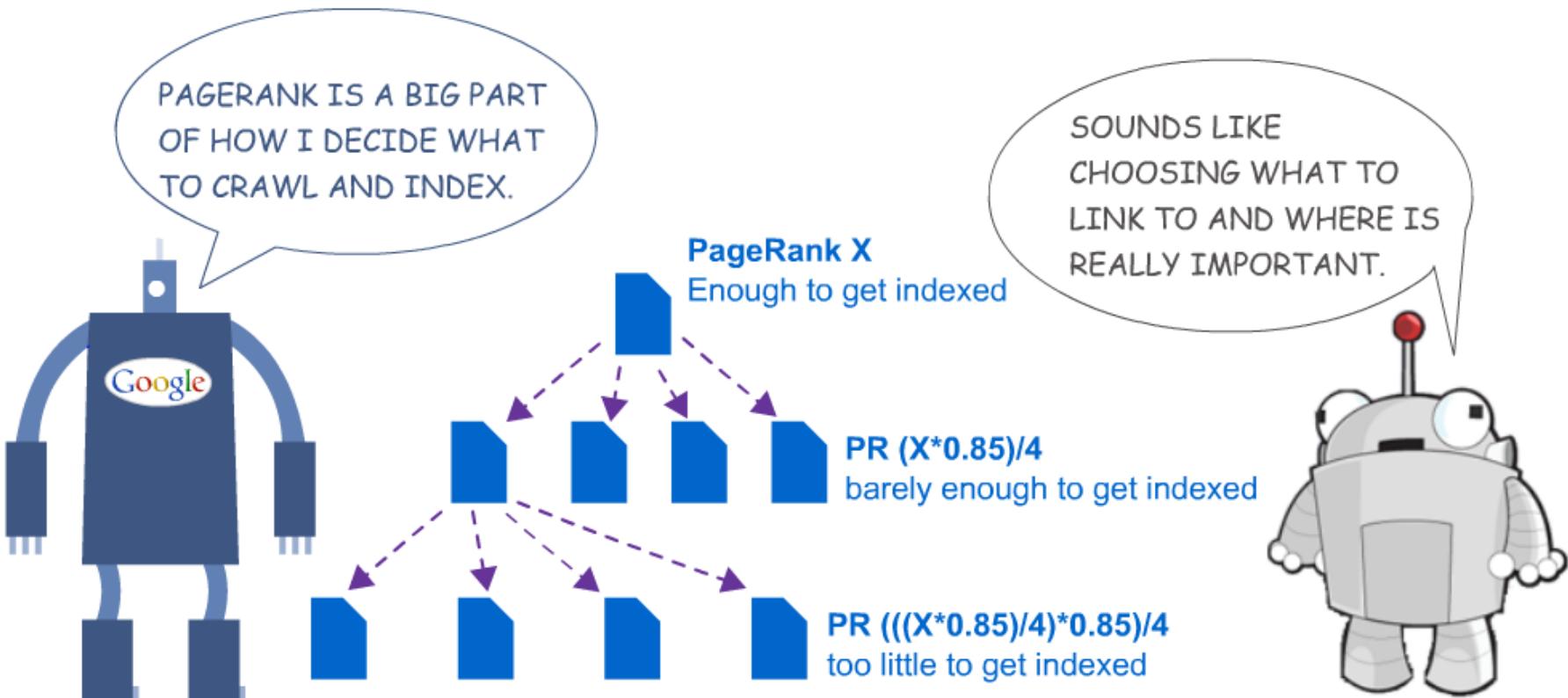


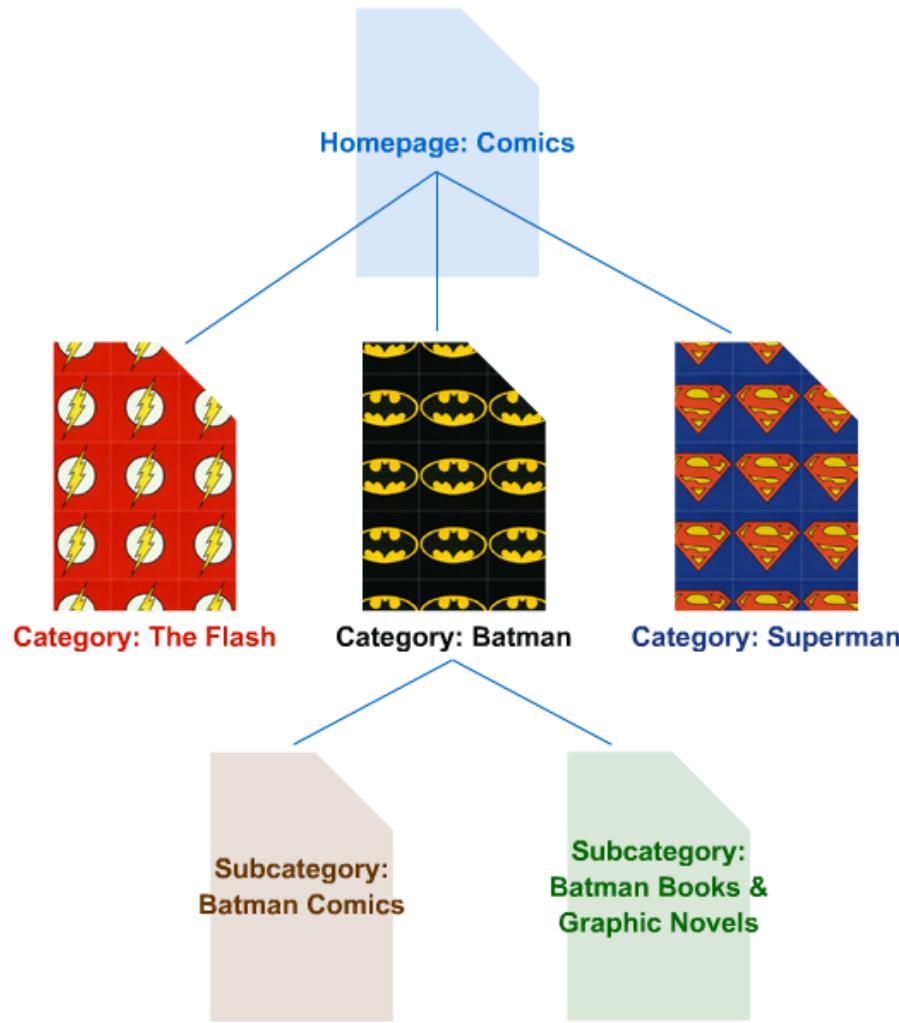
ICMA  
Making classified media work better!  
International Classified Media Association



# **HOW TO NAME IT**









# Microsoft Validate Architecture w/ Non-SEO



ICMA  
Making classified media work better!  
International Classified Media Association



Microsoft Questions?

---

# QUESTIONS?

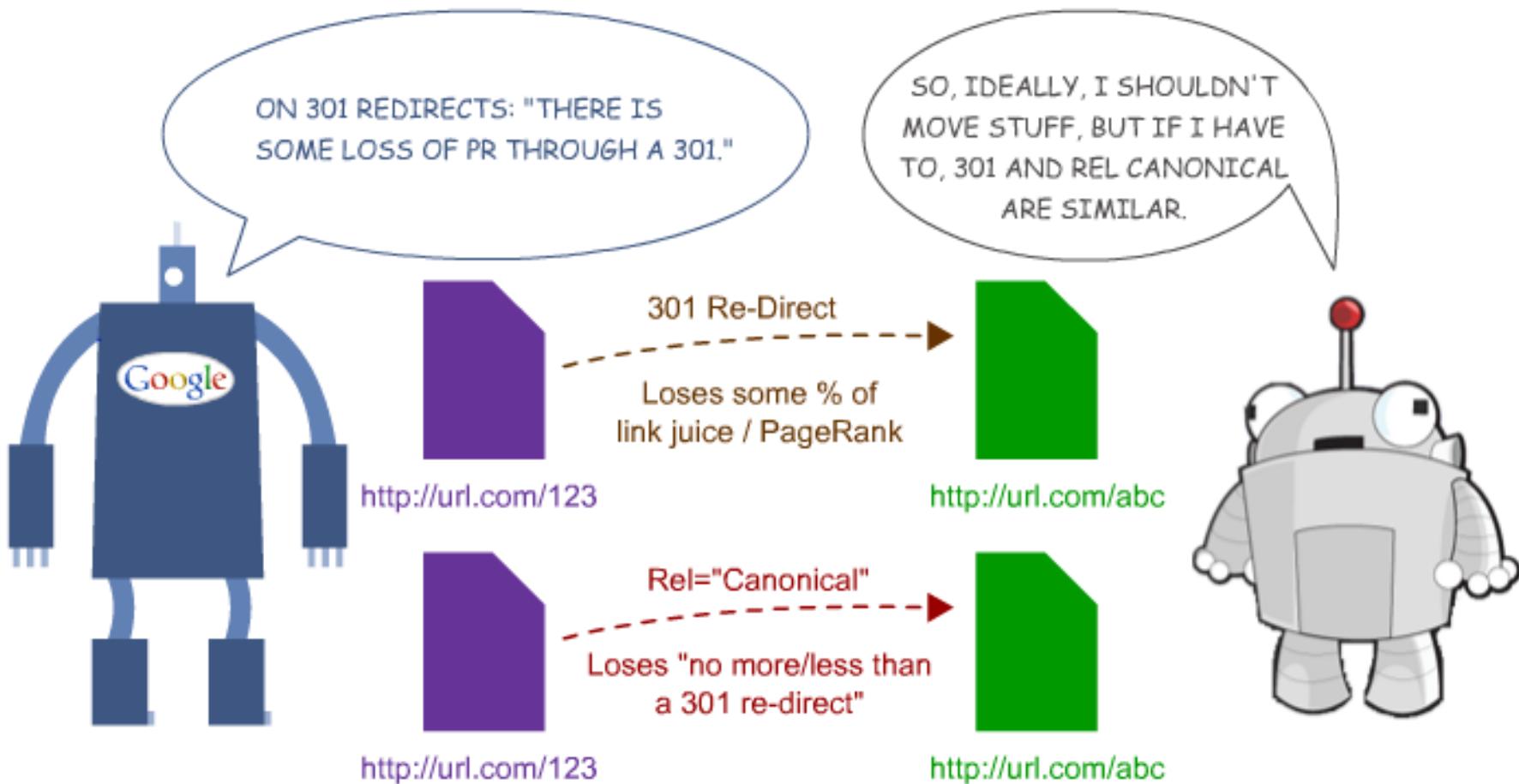
XX



ICMA  
Making classified media work better!  
International Classified Media Association



# **DUPLICATE CONTENT**



## 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:  
[Contact us](#)

## HTML suggestions

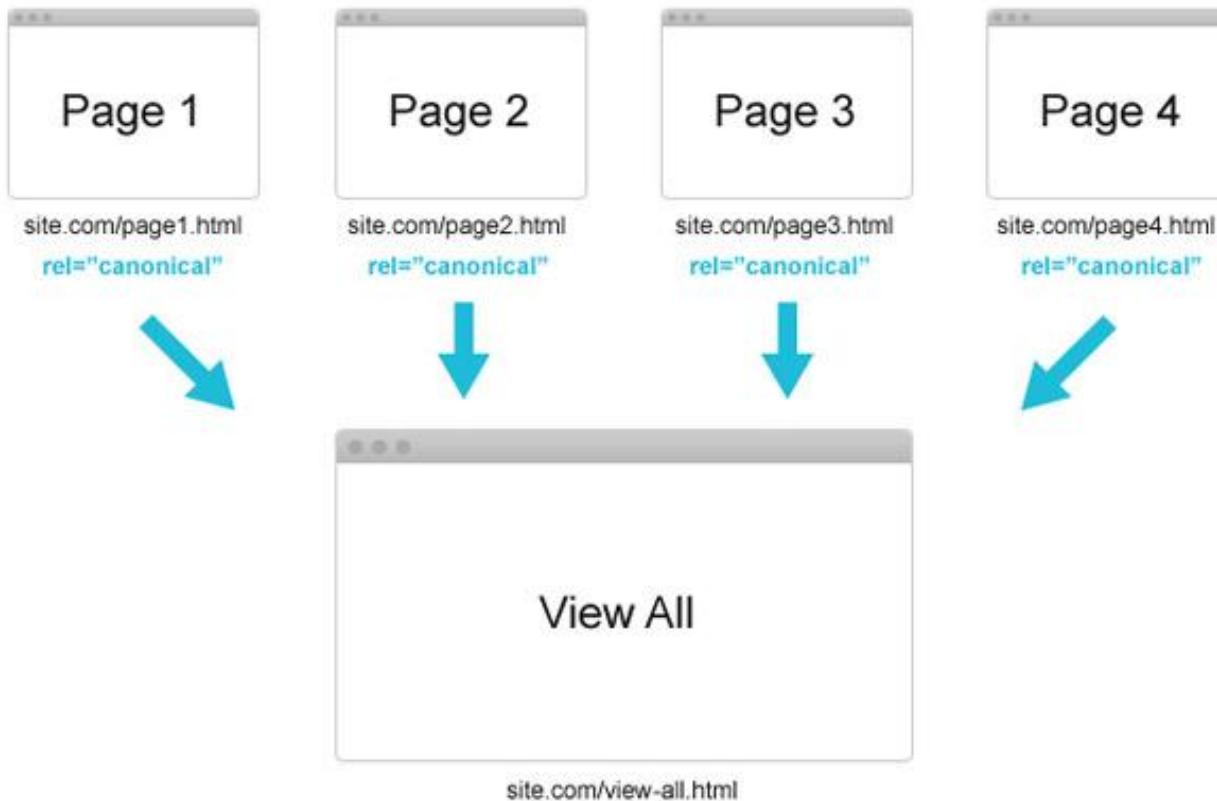
When Googlebot crawled your site, it found some issues with your content. These issues won't prevent your site from appearing in Google search results, but addressing them may help your site's user experience and performance.

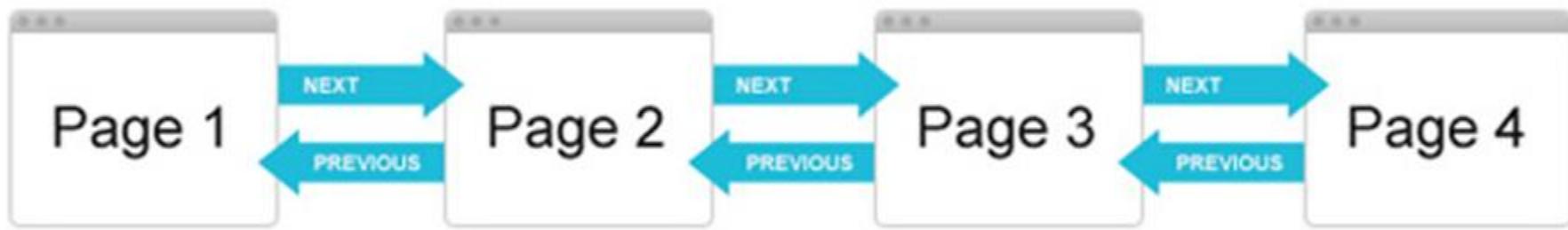
Meta description	Pages
<a href="#">Duplicate meta descriptions</a>	1,828
Long meta descriptions	0
<a href="#">Short meta descriptions</a>	1,113
Title tag	Pages
Missing title tags	0
<a href="#">Duplicate title tags</a>	1,825





# Pagination





```
<link rel="next" href="http://example.com/widget/page=3">  
<link rel="prev" href="http://example.com/widget/page=2">
```



# **SCRAPING & PUBLISHING**



**Absolute: < a href="http://www.seomoz.org/blog" > anchor </a>**

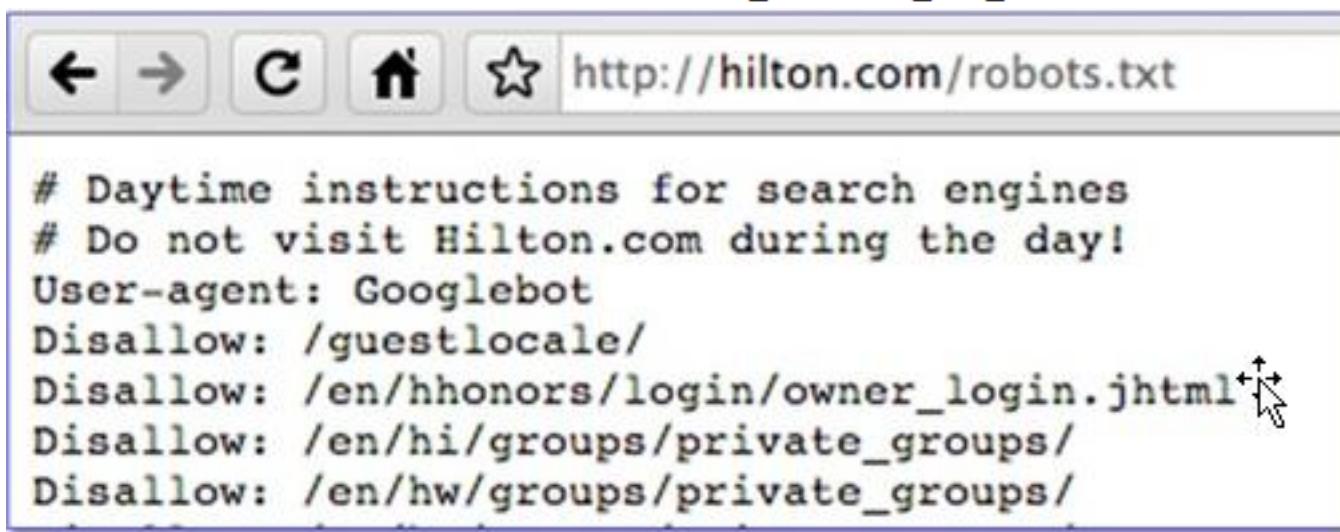
**Relative: < a href="../blog" > anchor </a>**





## Don't Block The Bot

```
# 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
```



```
# Daytime instructions for search engines
# Do not visit Hilton.com during the day!
User-agent: Googlebot
Disallow: /guestlocale/
Disallow: /en/hhonors/login/owner_login.jhtml
Disallow: /en/hi/groups/private_groups/
Disallow: /en/hw/groups/private_groups/
```

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





Microsoft Questions?

---

# QUESTIONS?



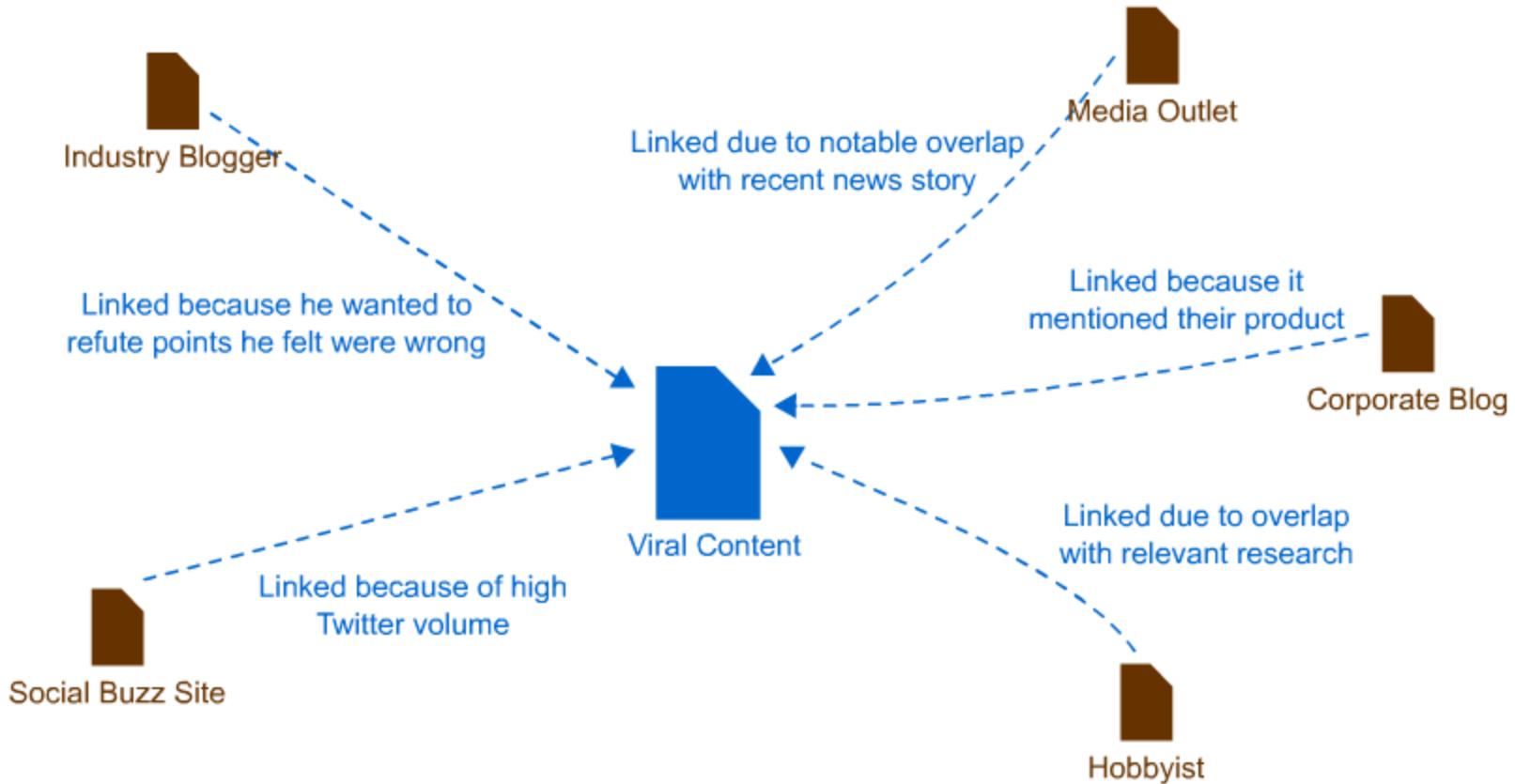
ICMA  
Making classified media work better!  
International Classified Media Association



# **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**





## 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).

## Scalability:

1/5 (Very Low) █ □ □ □ □

Requesting links is a lengthy, tedious process

## Example(s):

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

## Link Quality:

5/5 (Very High) █ █ █ █ █

If carefully chosen, source quality can be exceptional

## Description:



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.

## Scalability:

2/5 (Low)  

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

## Example(s):

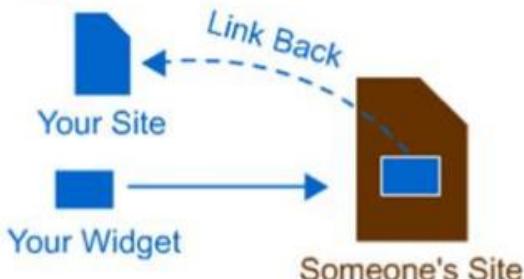
- Using Yahoo! Linkdomain, you identify a sample of top link sources to a competitor's site from directories and work to get your own site included.
- Using Linkscape's Link Intersect Tool, you ID a number of links from popular blogs that link to multiple competitors and invite their writers to an even to cover your product/company.

## 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.

## Scalability:

5/5 (Very High) 

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

## Example(s):

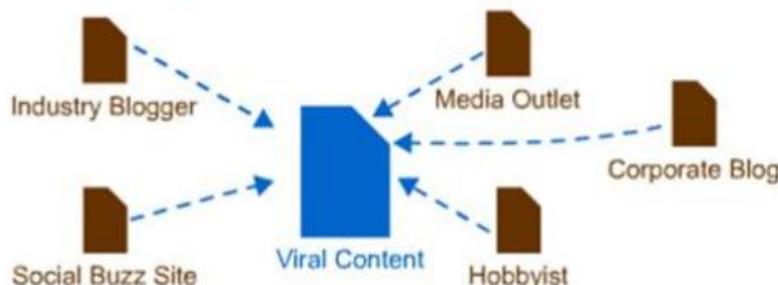
- Scribd.com offers the ability to upload Powerpoint presentations and then embed a graphical view onto any webpage. Each time a user does this, Scribd earns a link.
- Twitter has badges that let you link to your Twitter profile and conversation stream by adding the HTML code to any page. With this strategy, they've become one of the most linked-to sites on the web.

## 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/ psychographic 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:

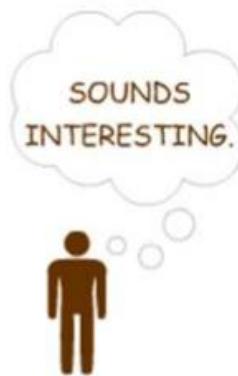
4/5 (High)  

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.



<p><b>Description:</b></p>  <p>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 &amp; target you choose.</p>	<p><b>Example(s):</b></p> <ul style="list-style-type: none"><li>→ 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.</li><li>→ 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.</li></ul>
<p><b>Scalability:</b></p> <p>5/5 (Very High) </p> <p>Creating the licensed content/API is the most difficult part - once it exists, scalability is limited only by adoption</p>	<p><b>Link Quality:</b></p> <p>4/5 (High) </p> <p>The anchor text and link targets can be chosen and enforced by the publisher, though the quality of those linking varies.</p>

## 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.

## Scalability:

3/5 (Moderate) 

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

## 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.

## 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:



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.

## Scalability:

4/5 (High) 

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

## Example(s):

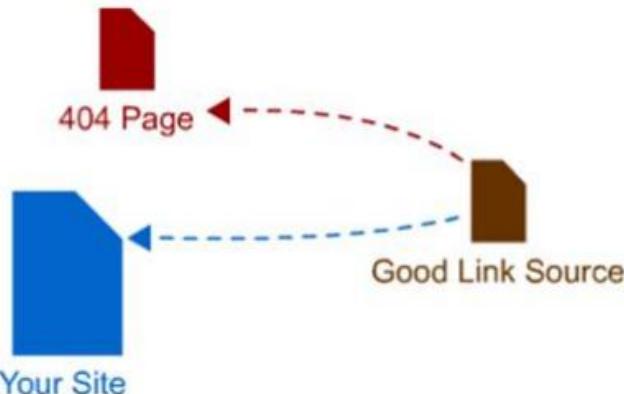
- Buying links from a text link broker who places your link on many sites around the web that re-sell the link space through the broker.
- Direct link purchases from websites who've found that selling links is more profitable or preferable to selling advertising space.

## 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.

## Scalability:

2/5 (Low)  

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

## 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.

## 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.



# Give Your Users Ownership

[Edit Profile](#)[View Profile](#)**S Evan Fishkin** [Edit](#)

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

[Edit](#)**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](#)[Share profile](#)[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 \(+5%\)](#)**Ads by LinkedIn Members****Online MBA for Engineers**

Top-Ranked, Online MBA Program for Working Engineers. Learn More.

**MS in Internet Marketing**

Get a Master's in Internet Marketing, w/ classes in SEO. Learn more now!

**Find A Great Job Now**

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

**Who's Viewed My Profile?**

ICMA  
Making classified media work better!  
International Classified Media Association



# Give Them an Ego Boost

## 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	 <b>Mark</b>  <a href="#">See all 539 reviews</a>	539	13,519	95%	23
#2	 <b>Beth Cholette</b>  <a href="#">See all 1,387 reviews</a>	1,387	15,714	92%	220
#3	 <b>Joanna Daneman</b>  <a href="#">See all 2,592 reviews</a>	2,592	43,825	91%	509



## Badges

Ask questions  
badges up to  
one so far:

- Auto
- Beta
- Citizen
- Civic
- Clean
- Comm
- Critical
- Disc
- Edit
- Enli
- Wo

will bestow  
the earned each





Microsoft Questions?

---

# QUESTIONS?



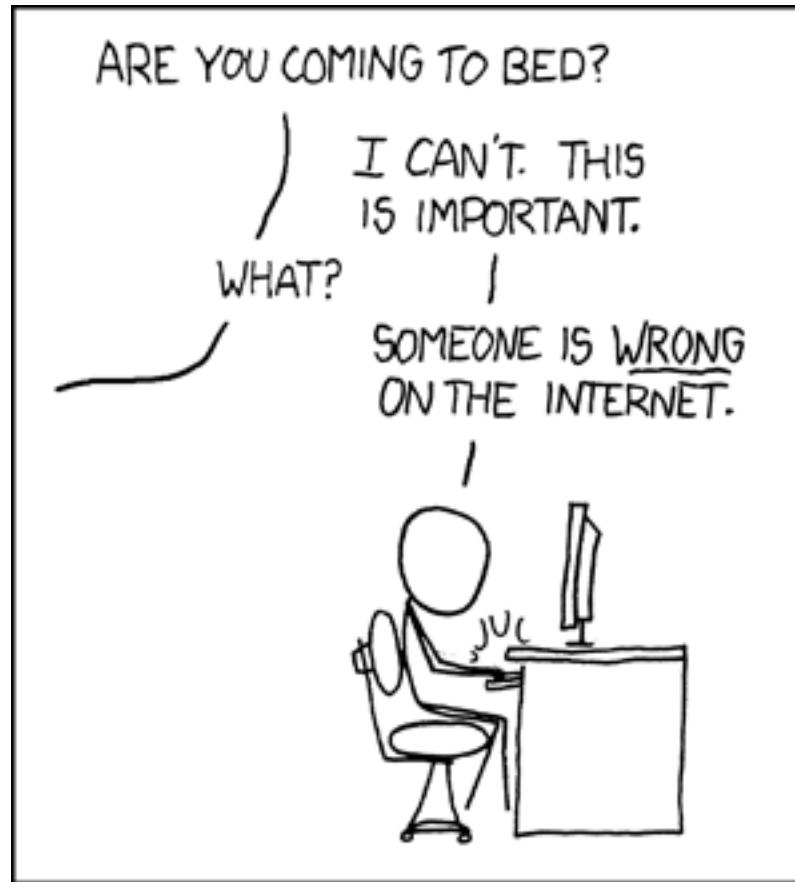
ICMA  
Making classified media work better!  
International Classified Media Association



# CONTENT CREATION



# Comment Marketing



ICMA  
Making classified media work better!  
International Classified Media Association



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



ICMA  
Making classified media work better!  
International Classified Media Association

# MAGAZINE

FEATURES 17.12

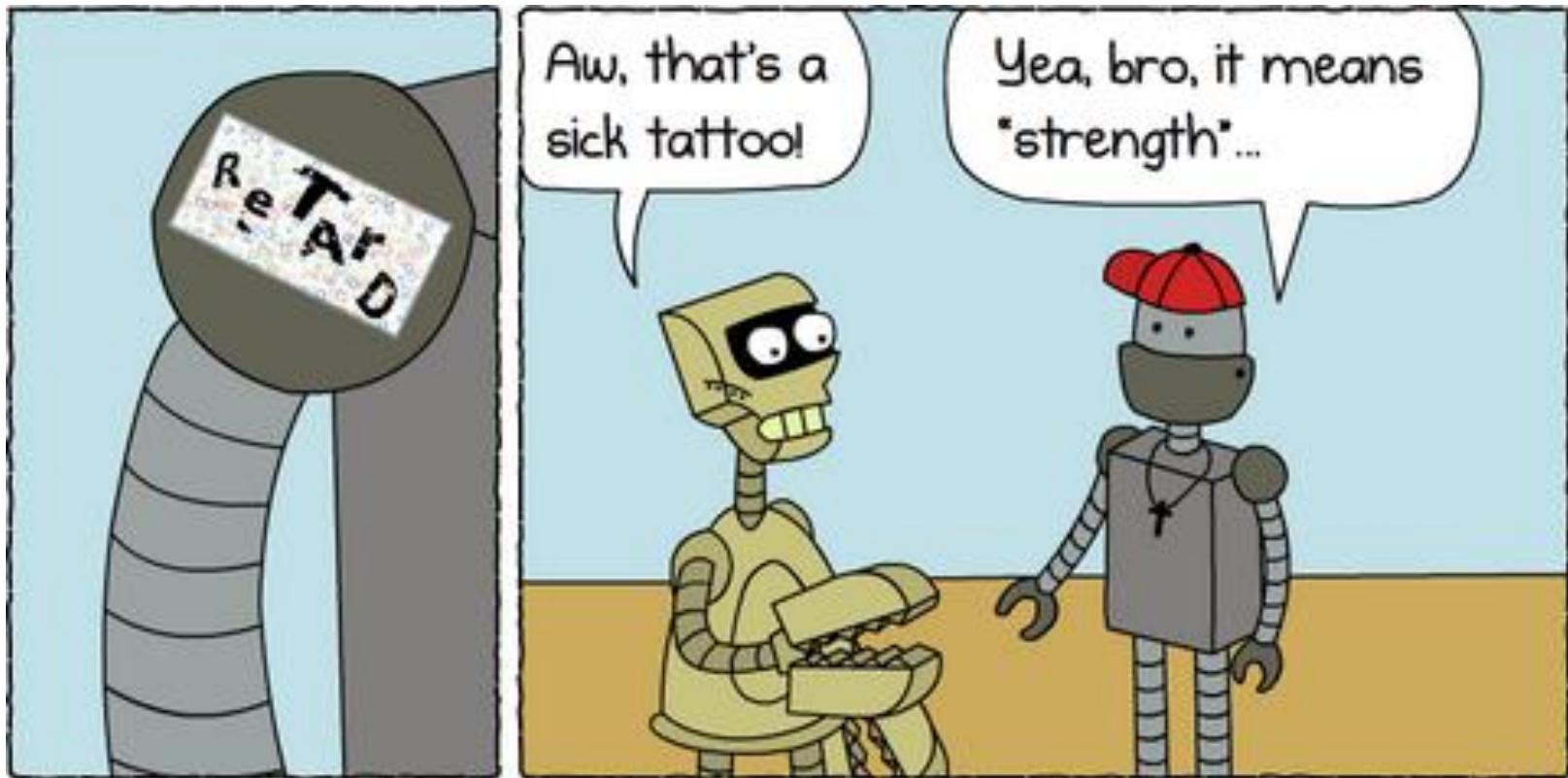
## Exclusive: How Google's Algorithm Rules the Web

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**



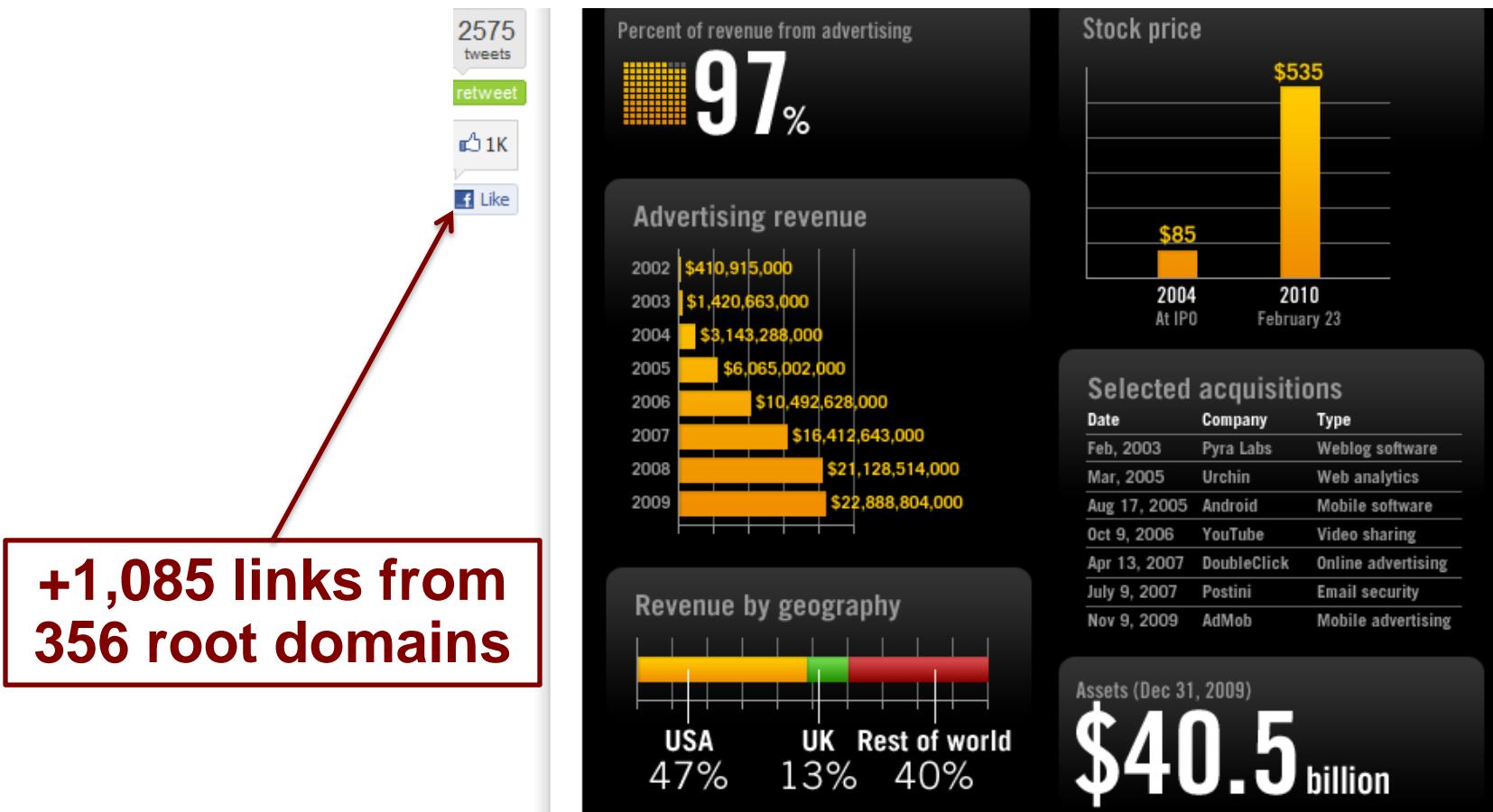
ICMA  
Making classified media work better!  
International Classified Media Association





# Social Engagement





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





# Directory Submission

**dmoz** open directory project

In partnership with  
**Aol Search.**

[about dmoz](#) | [dmoz blog](#) | [suggest URL](#) | [help](#) | [link](#) | [editor login](#)

  [advanced](#)

## Arts

[Movies](#), [Television](#), [Music](#)...

## Games

[Video Games](#), [RPGs](#), [Gambling](#)...

## Kids and Teens

[Arts](#), [School Time](#), [Teen Life](#)...

## Reference

[Maps](#), [Education](#), [Libraries](#)...

## Shopping

[Clothing](#), [Food](#), [Gifts](#)...

## World

[Català](#), [Dansk](#), [Deutsch](#), [Español](#), [Français](#), [Italiano](#), [日本語](#), [Nederlands](#), [Polski](#), [Русский](#), [Svenska](#)...

## Business

[Jobs](#), [Real Estate](#), [Investing](#)...

## Health

[Fitness](#), [Medicine](#), [Alternative](#)...

## News

[Media](#), [Newspapers](#), [Weather](#)...

## Regional

[US](#), [Canada](#), [UK](#), [Europe](#)...

## Society

[People](#), [Religion](#), [Issues](#)...

## Computers

[Internet](#), [Software](#), [Hardware](#)...

## Home

[Family](#), [Consumers](#), [Cooking](#)...

## Recreation

[Travel](#), [Food](#), [Outdoors](#), [Humor](#)...

## Science

[Biology](#), [Psychology](#), [Physics](#)...

## Sports

[Baseball](#), [Soccer](#), [Basketball](#)...

[Become an Editor](#) Help build the largest human-edited directory of the web



Copyright © 2011 Netscape

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



ICMA  
Making classified media work better!  
International Classified Media Association



{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}





# Traditional Advertising

# WIRED

**THE RICH GET RICHER**  
**Apple Crushes Earnings Again, Profits Jump 95 Percent**  
9 hours ago

**NOT QUITE A PRIUS**  
**Porsche Rolls Out World's First Hybrid**  
10 hours ago

**CHIP WARS**  
**Intel Aiming for Android Tablets This Year**  
8 hours ago

**BEAUTY BEYOND THE STARS**  
**Rose-Shaped Galaxy Pic for Hubble's 21st Birthday**  
13 hours ago

**SCIENCE**  
**Gut-Bacteria Mapping Finds Three Global Varieties**  
9 hours ago

[SUBSCRIBE >](#) [SECTIONS >](#) [BLOGS >](#) [REVIEWS >](#) [VIDEO >](#) [HOW-TOS >](#) [MAGAZINE >](#) [WIRED ON THE IPAD >](#)

[Sign In](#) | [RSS Feeds](#) [All Wired](#) [GO](#)

**SILICON VALLEY GETS PRESIDENTIAL**  
**Obama's Facebook Town Hall Meeting: Softball Questions, Familiar Themes**  
22 hours ago

**CULTURE**  
**Pendulum-Driven Machine Creates Giant Spirograph Art**  
13 hours ago

**IMAGE GALLERY**

**BIG BUSINESS**  
**Newark Mayor Lures Panasonic With \$100M Tax Break**  
11 hours ago

**GADGETS**  
**iPhone Tracks Your Every Move, and There's a Map for That**  
13 hours ago

**SECURITY**

**See how Windows Server® is changing the conversation.**  
[Let's talk private cloud >](#)

**Cloud Power**

**See how Windows Server® is changing the conversation.**  
[Let's talk private cloud >](#)

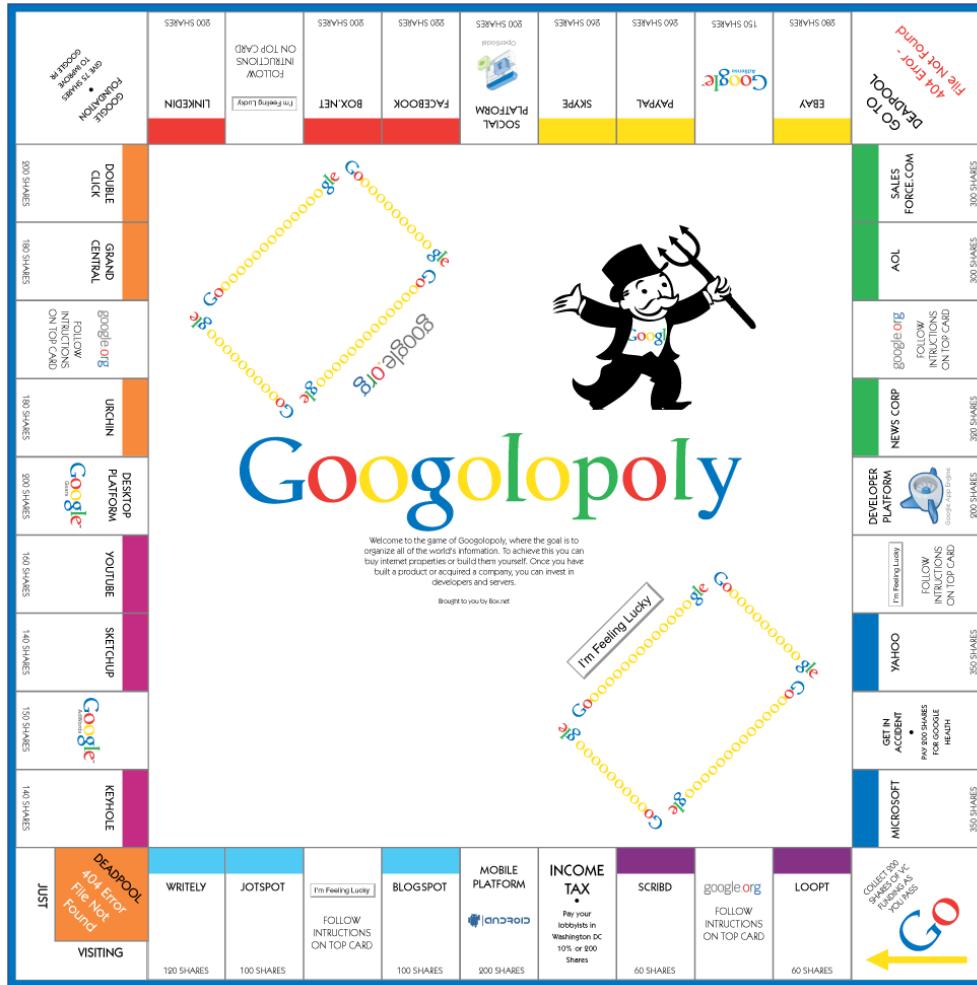
**Cloud Power**



ICMA  
Making classified media work better!  
International Classified Media Association



# Property Acquisition



ICMA  
Making classified media work better!  
International Classified Media Association



Microsoft Questions?

---

# QUESTIONS?



ICMA  
Making classified media work better!  
International Classified Media Association



# **INTERNAL LINKING**



# Navigation

## Shop by Department ▾

Unlimited Instant Videos

MP3s & Cloud Player

20 million songs, play anywhere

Amazon Cloud Drive

5 GB of free storage

Kindle

Appstore for Android

Get Word Shaker for free today

Digital Games & Software

Audible Audiobooks

---

Books

Movies, Music & Games

Electronics & Computers

Home, Garden & Tools

Grocery, Health & Beauty

Toys, Kids & Baby

Clothing, Shoes & Jewelry

Sports & Outdoors

Automotive & Industrial

---

› Full Store Directory



ICMA  
Making classified media work better!  
International Classified Media Association



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.](#)





### **About Your Order**

[Track My Order](#)

[Safe Shopping Guarantee](#)

### **Make Money on Zazzle**

[Sell Your Designs](#)

[Become an Associate](#)

### **About Us**

[Learn About Zazzle](#)

[Technology](#)

[Products](#)

[People](#)

[Press Room](#)

[Contact Us](#)

### **Quick Links**

[Community](#)

[Forum](#)

[Blog](#)

[Tags](#)

[Sell](#)

[Help](#)





Main page  
Contents  
Featured content  
Current events  
Random article  
Donate to Wikipedia

Interaction  
Help  
About Wikipedia  
Community portal  
Recent changes  
Contact Wikipedia

Toolbox  
Print/export

Languages  
Afrikaans  
Alemannisch  
አማርኛ  
Ænglisc  
አማርኛ

Article Discussion

Read View source View history

## 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** (/*bə'ræk hu'sein əʊ'bə:ma:/; 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.<sup>[4]</sup>



Microsoft Questions?

---

# QUESTIONS?



ICMA  
Making classified media work better!  
International Classified Media Association



Microsoft | That's All Folks!



ICMA  
Making classified media work better!  
International Classified Media Association