

# MOZCON

2014

## WELCOME!

### Keep the Focus on the Doughnuts



Marshall Simmonds • Define Media Group, Inc.  
@mdsimmonds • marshall@definemg.com

#MozCon

See what our clients and colleagues have to say about us

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The New York Times

HEARST  
digital media

CONDÉ NAST



Time Inc.

AARP



“ Define understands big media and particularly how large networks operate. They're able to assess, train and execute on complex strategies.  
**Jim Lanzone**  
 President at CBS Interactive

Define Media Group Inc. is an audience development consulting firm, specializing in enterprise Search Engine Optimization (SEO), Investment Advisory Services and Social Media consulting.

Define is a boutique consulting firm, focused on bringing our proven strategy to online enterprises. With clients like The New York Times Company, Hearst Corporation, Conde Nast Publications, Time Inc., and others, the strength of Define lies in leveraging our **experience** to design targeted audience development campaigns that can effectively scale across large organizations. By harnessing the power of **Search Engine Optimization** and **Social Media Marketing** through all the stakeholders of an organization, we help our clients increase traffic, grow revenue and strengthen brand awareness and visibility online.

Define's SEO approach is to educate and train clients on the process of bringing search engine optimization in-house and into the daily workflow, instilling SEO best-practices across all departments within the organization. Working closely with the editorial, technical, design and marketing teams, we implement search engine optimization strategy that results in an uptick in qualified, targeted traffic, increases revenue and eventually brings SEO and audience development expertise in-house.

Define has worked with a **wealth of companies**, from members of the Fortune 100 to large content networks, publishers and e-commerce sites. We understand (all too well) the inherent challenges involved with deploying internal resources to make search engine optimization and social media a manageable part of your online strategy. The principals of Define specialize in adapting search and social best practices to fit your unique business objectives.

“ Define are truly experts on how to drive online traffic across consumer, retail and B2B sites. For any diligence or portfolio efforts where online traffic is a critical issue, we'd recommend giving Marshall and Define a call.  
**Scott Wagner**  
 Co-head, KKR's N. America portfolio team

#### Recent Posts

- “No, SEO is Never Dead...It's Just Trying to Be” - SMX Advanced Presentation
- Hey BuzzFeed, Search Traffic is Doing Just Fine
- Three Really Big Traffic Problems You May Not Know You Have - Video Presentation



**A little bit about me.**

ME

















# Three Things While Hiking...









JUL 2013

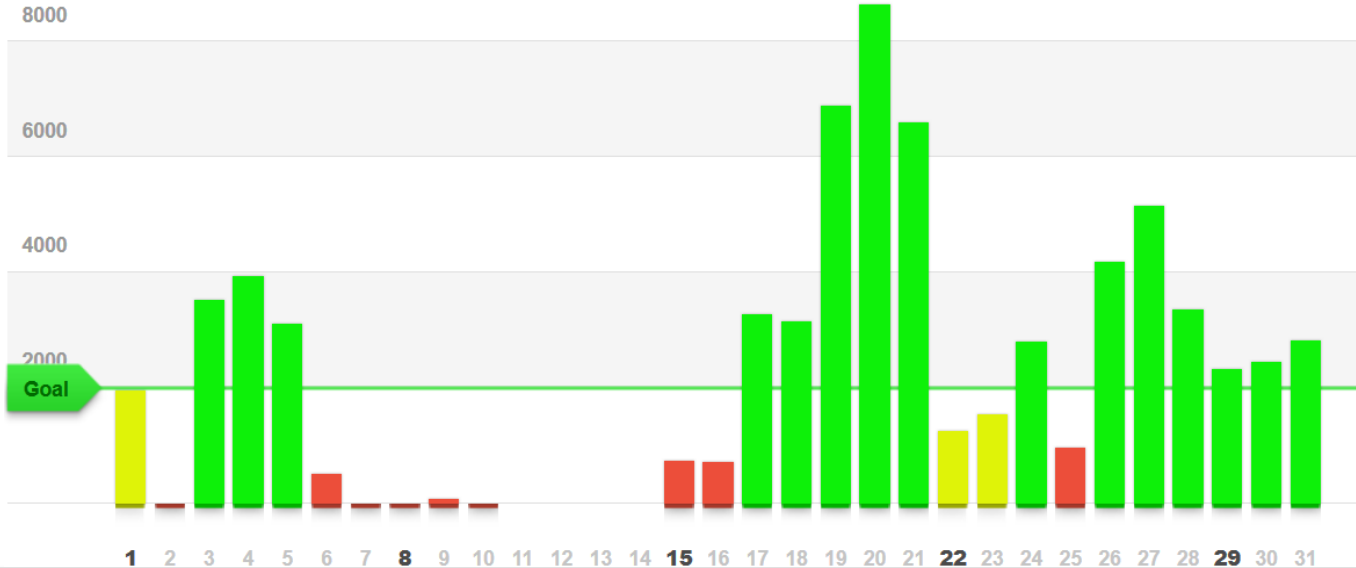
WEEK MONTH YEAR

# EARNED

Your monthly

**JUL 20**

<b>+ 8647</b> NIKEFUEL	<b>3,223</b> CALORIES	<b>43,630</b> STEPS
---------------------------	--------------------------	------------------------



## Summary

Distance: 11.17 mi  
Time: 1:22:18  
Avg Speed: 8.1 mph  
Elevation Gain: 2,575 ft  
Calories: 1,423 C

## Details

### Timing

Pace

Speed

Time: 1:22:18  
Moving Time: 1:20:34  
Elapsed Time: 2:50:47  
Avg Speed: 8.1 mph  
Avg Moving Speed: 8.3 mph  
Max Speed: 43.2 mph

### Elevation

Elevation Gain: 2,575 ft  
Elevation Loss: 1,240 ft  
Min Elevation: 4,716 ft  
Max Elevation: 6,728 ft

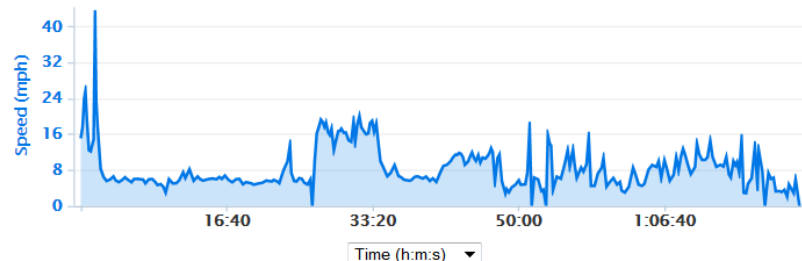
	Activity Name	Activity Type	Time	Distance	Elevation Gain	Avg Speed(Avg Pace)	Max Speed(Best Pace)	Calories
	★ Table Rock	Running	42:58	4.03	710	10:39	7:13	541
	★ Table Rock	Running	46:41	4.13	779	11:18	7:01	536
	★ Canyon Ridge Out and Back	Running	44:12	4.76	652	9:18	2:16	675

	★ Speed Repeats	Runn
	★ Canyon Ridge Trail Loop	Runn
	★ Canyon Ridge Trail Loop	Runn
	★ Canal Run	Runn
	★ Single Dip Neighborhood Run	Runn
	★ Bogus Skate	Skate
	★ Bogus Skate	Skate
	★ Bogus Skate	Skate
	★ Bogus Skate	Skate
	★ Bogus Skate	Skate
	★ Meissner Skate - Cinder Pit etc	Skate
	★ Meissner Ski	Skate
	★ Neighborhood Loop	Runn
	★ Main Street Mile (with kids)	Runn
	★ Main Street Mile	Runn
	★ Central Ridge	Runn
	★ Central Ridge	Runn

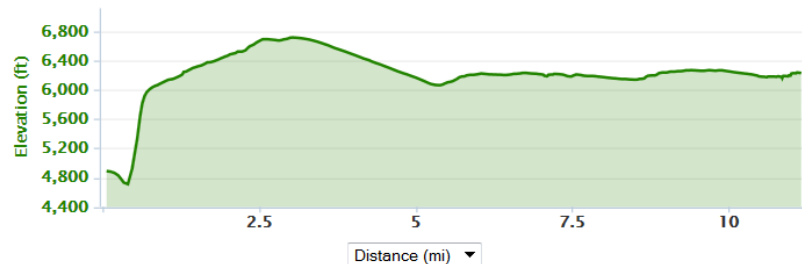
## Charts

☐ Average

### Timing



### Elevation



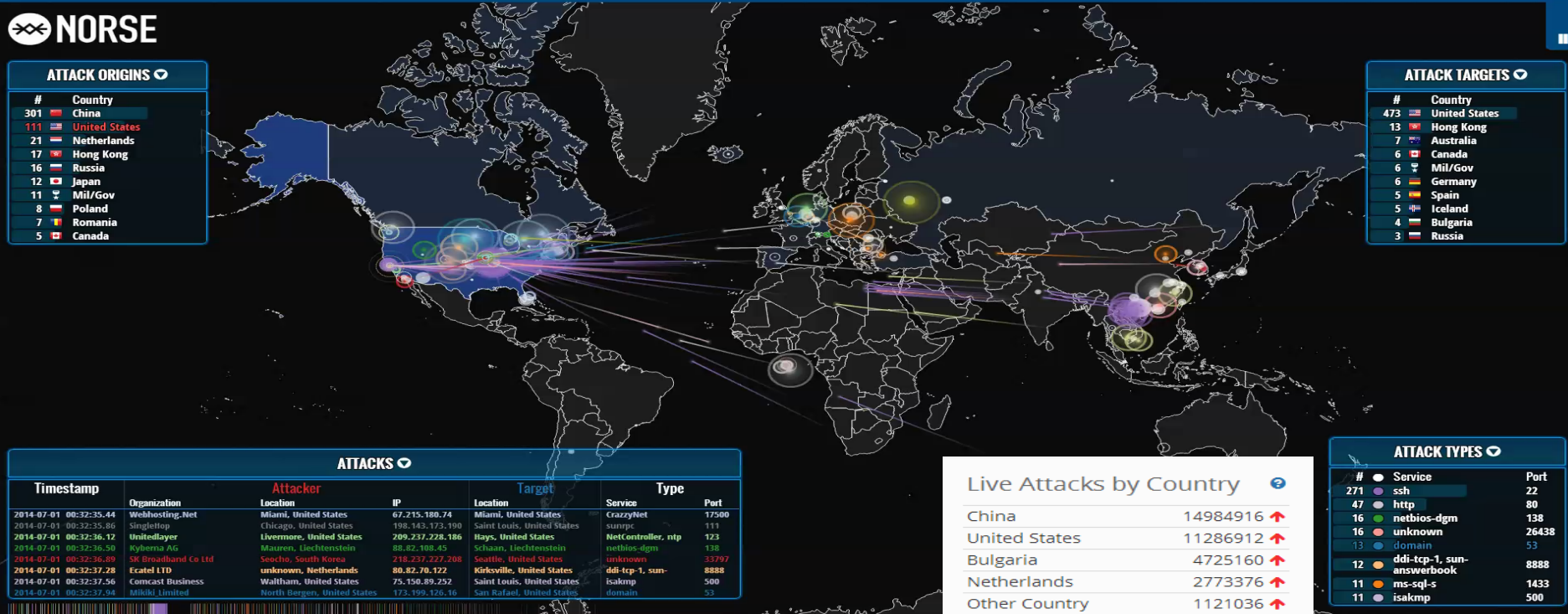


# Big Sexy Data

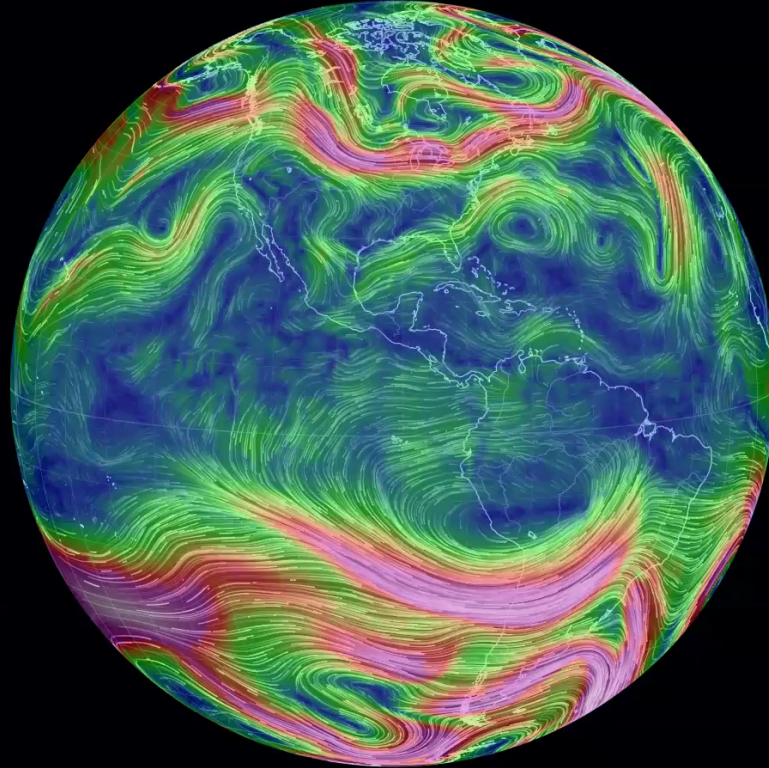
Fascinating. Are you a data model?

Because I hypothesize that  
I'm the index that's been optimized for you.

# <http://map.ipviking.com/>



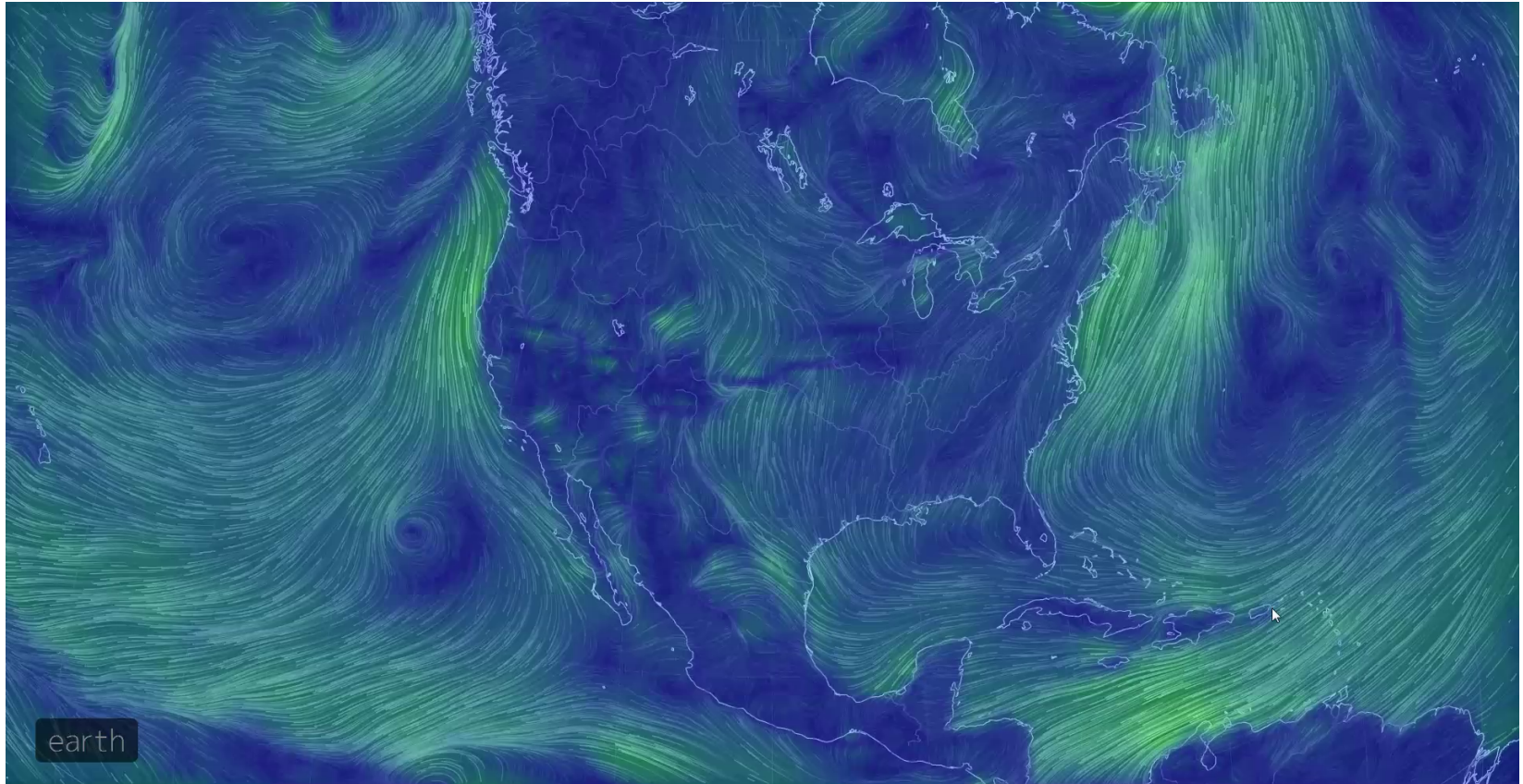
<http://earth.nullschool.net/>



earth



<http://earth.nullschool.net/>

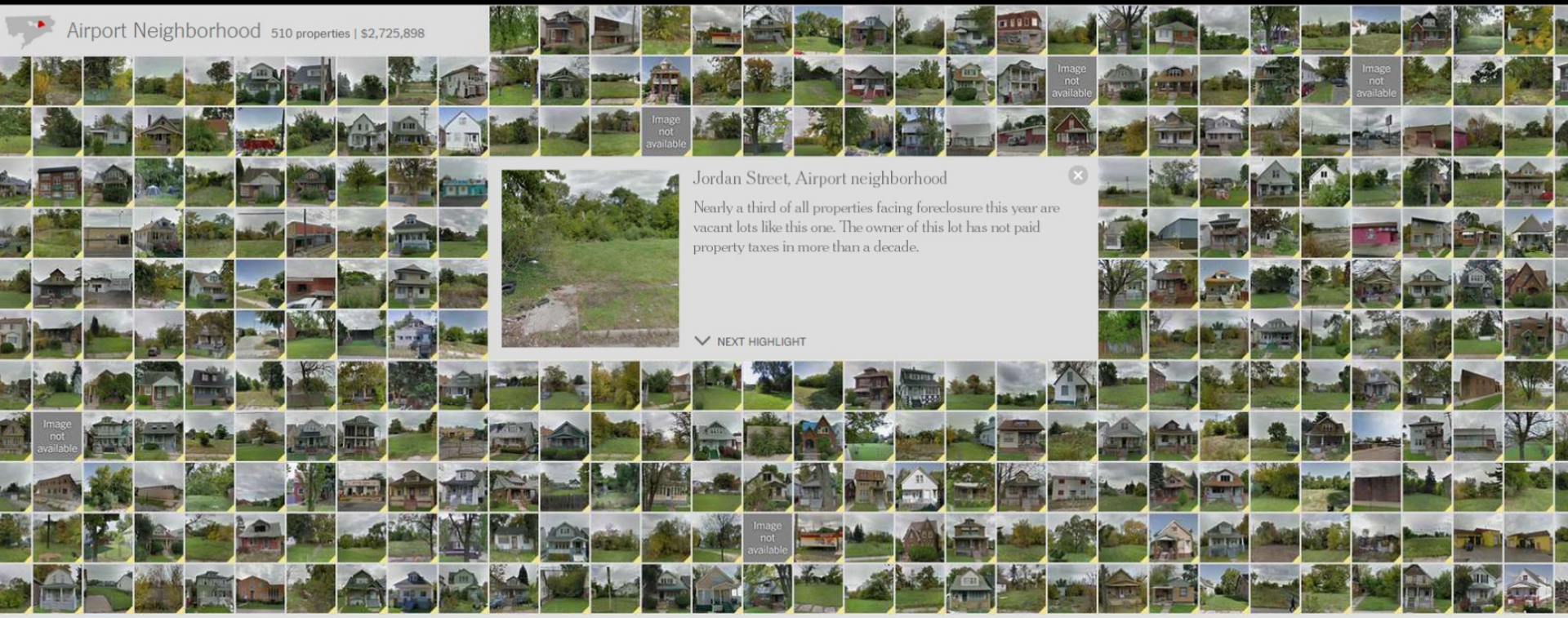




# Here Are the 43,634 Properties in Detroit That Were on the Brink of Foreclosure This Year

This mosaic, created with images from Google Maps Street View, shows one of the many enormous challenges facing Detroit as it tries to climb out of debt. As of January, the owners of these properties collectively owed the county more than \$328 million in unpaid taxes and fees. Since then, some have paid their debts, entered in payment plans or qualified for assistance. But 26,038 properties, shown with a ▲, remain in jeopardy, and many are headed for public auction.

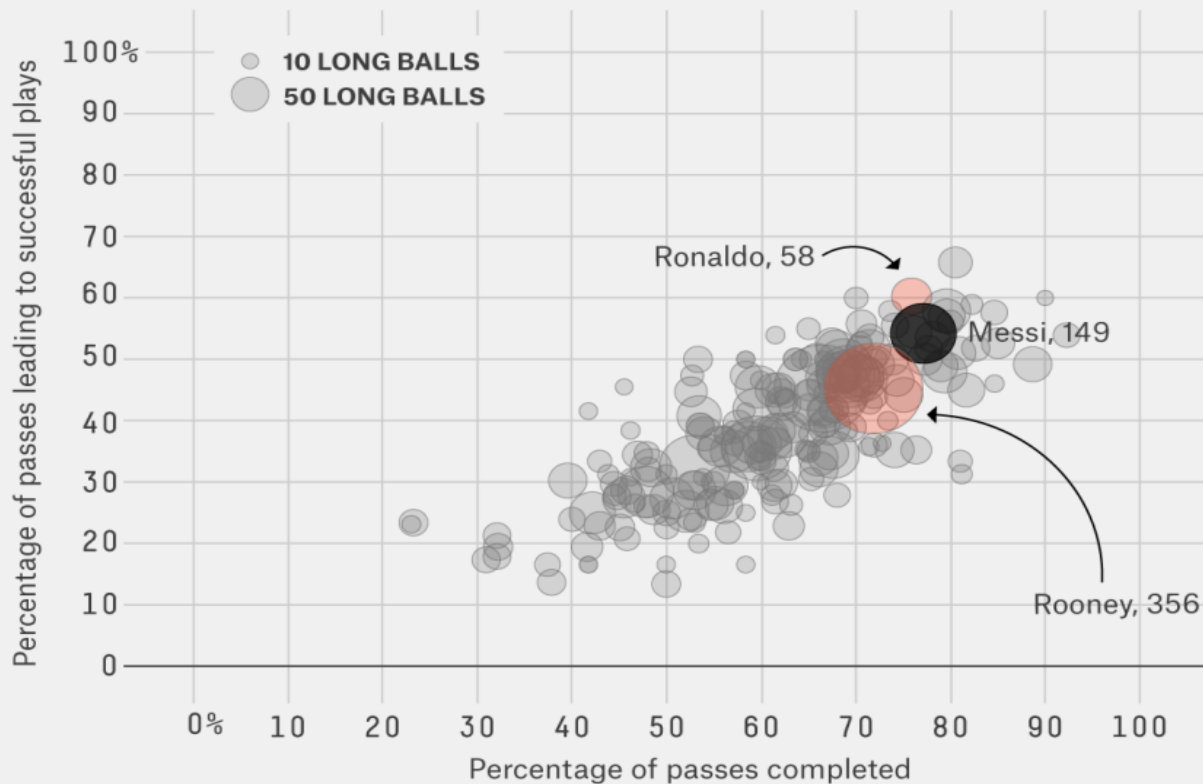
By MATTHEW BLOCH and HAEYOUN PARK JUNE 26, 2014





# Number of Long Balls Played From Midfield

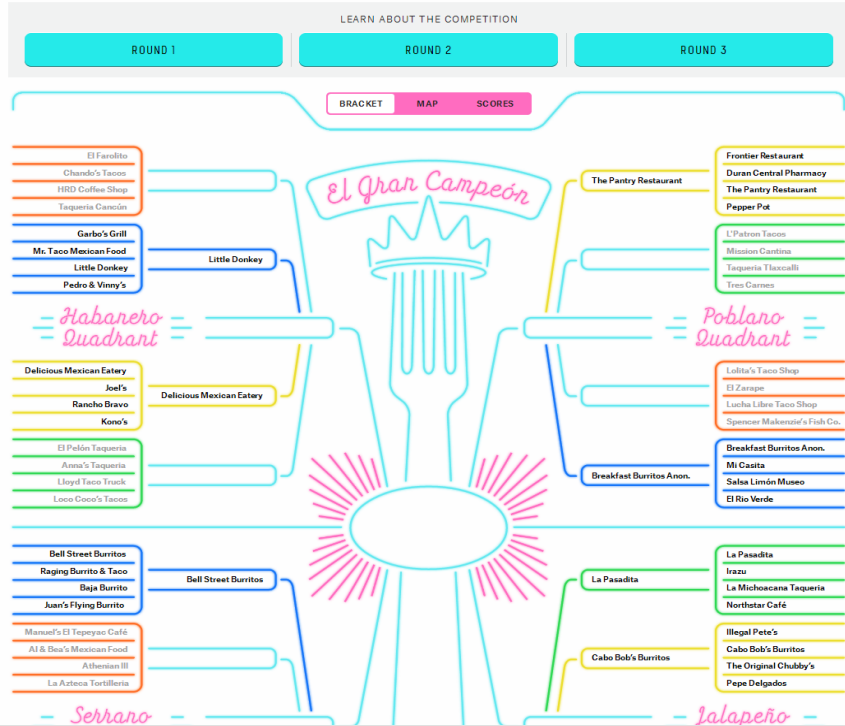
Forwards with 50+ games and 10+ long ball attempts



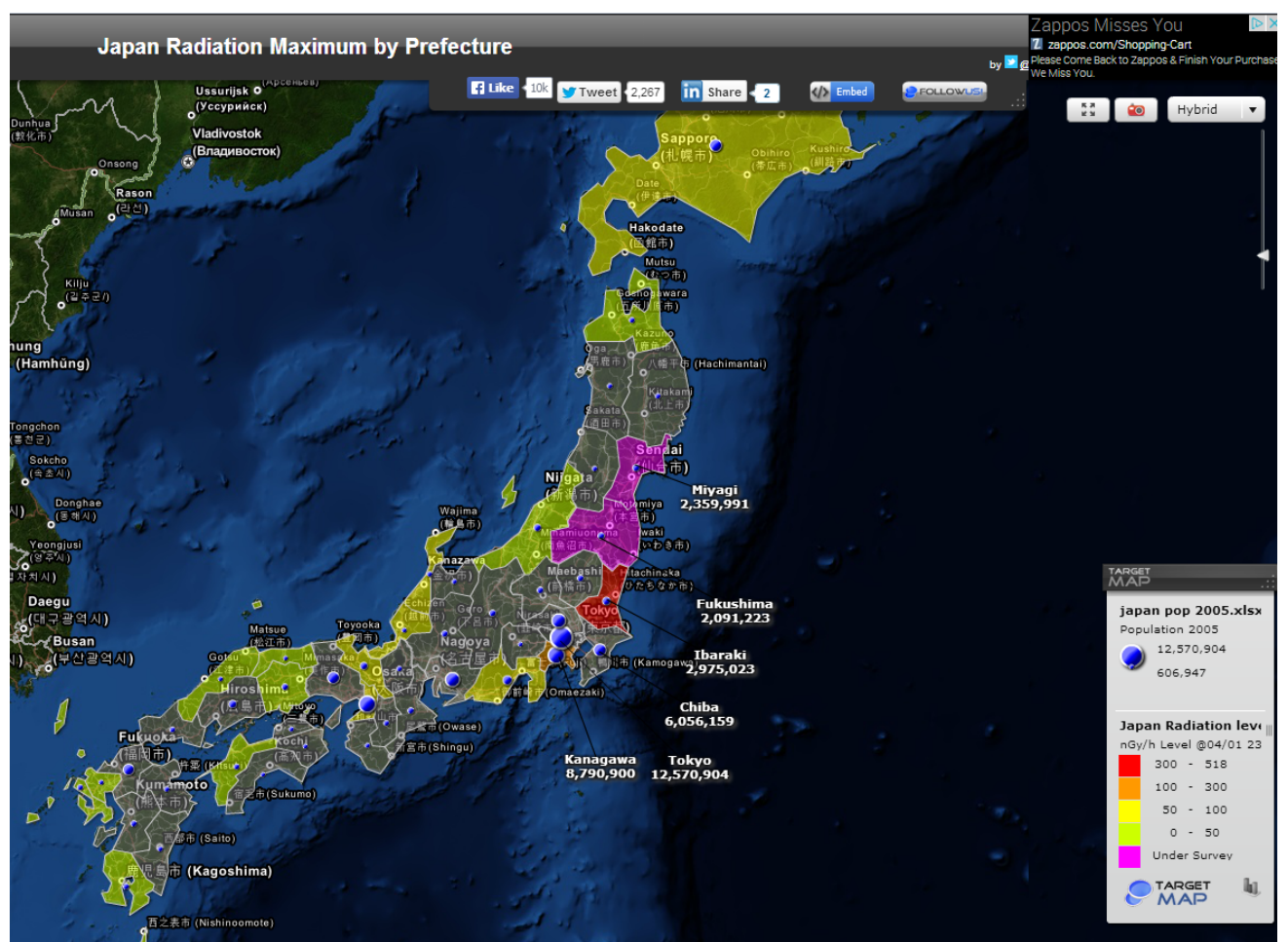
# SEARCHING FOR AMERICA'S BEST BURRITO

We analyzed data on 67,391 restaurants to find the 64 top burritos in America. Then we went on the road to taste them all. Want to know which one is best? [Follow us](#), or read the [latest review](#).

LAST UPDATED TUESDAY, JULY 8 AT 1:09PM



# Target Map

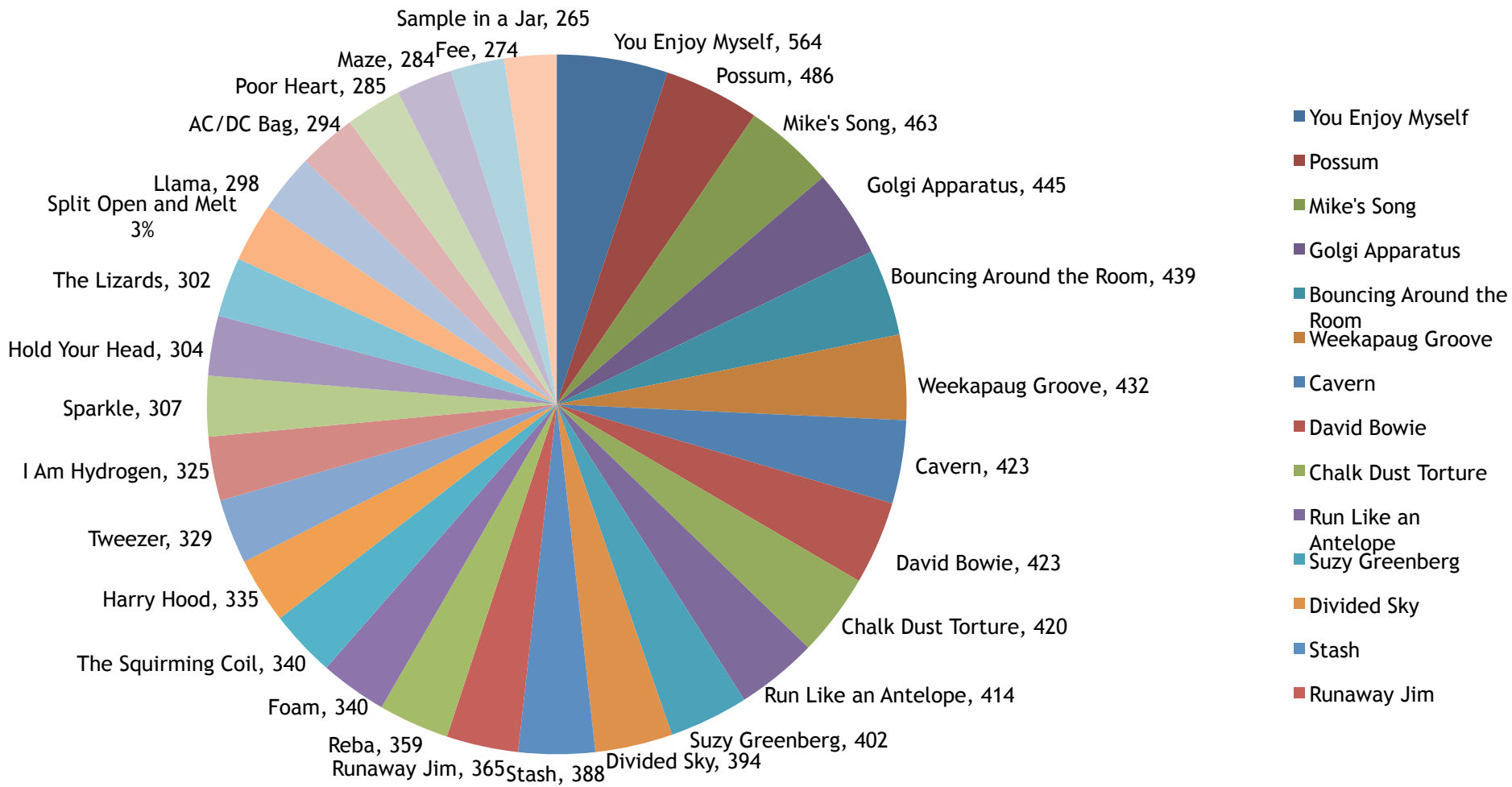




# Chart

	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	00	02	03	04	09	10	TOTAL				
1999	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
46 Days	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	4	7	11	6	7	9	3	53
50 Ways to Leav	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	
555	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	3	5	
5:15	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
99 Problems	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	
A Apolitical Bl	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	
A Day in the Li	0	0	0	0	0	0	0	0	0	0	0	0	23	15	5	1	0	1	0	0	0	6	4	4	2	2	0	63
A Song I Heard	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	2	1	1	1	4	1	13	
AC/DC Bag	0	0	0	5	10	26	52	35	19	1	11	13	21	17	8	7	8	5	0	7	5	12	10	7	7	8	0	294
Access Me	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	0	0	5	
Acoustic Army	0	0	0	0	0	0	0	0	0	0	0	0	27	0	0	0	0	0	0	0	0	0	0	0	0	0	27	
After Midnight	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	2	1	0	1	5	
Ain't Love Funn	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	3	
Alaska	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	8	7	6	2	0	32
	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	00	02	03	04	09	10	TOTAL				
Albuquerque	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	1	3	0	0	0	1	1	1	0	0	0	16
All Along the W	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	2	
All Blues	0	0	0	1	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
All Down the Li	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	
All That You Dr	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	
All Things Reco	0	0	0	0	0	0	0	0	1	42	26	5	2	4	1	0	0	0	0	0	0	0	0	0	0	0	0	81
All of These Dr	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	2	1	1	0	0	0	0	9	
All the Pain Th	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	
Also Sprach Zar	0	0	0	0	0	0	0	0	0	0	21	29	16	16	15	12	14	8	0	8	5	11	11	10	9	9	0	194
Alumni Blues	0	0	6	5	12	27	25	13	7	0	0	1	0	0	0	0	1	0	0	0	0	0	2	1	2	1	0	103
Alumni Blues Ja	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
Amazing Grace	0	0	0	0	0	0	0	0	0	0	54	31	16	6	0	1	0	0	0	0	0	0	0	0	0	0	0	108
Amazing Grace J	0	0	0	0	0	0	0	0	0	0	1	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	3	
Ambient Jam	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	
American Woman	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	00	02	03	04	09	10	TOTAL				
Amidst the Peal	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	
Amoreena	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	
Anarchy	0	0	5	2	2	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11	
Andy's Chest	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
Any Colour You	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	
Anything But Me	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	2	1	0	1	0	0	0	12	
Arc	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	
Architect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	4	
Army of One	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	1	3	2	1	1	5	0	15	

# Most Played Phish Songs Since 1983.



**I've got some bad news...**



**SEO IS  
NOT SEXY.**



Filter by Type:

- ☒ Article
- ☒ Infographics
- ☒ Guest Posts
- ☒ Giveaways
- ☒ Interviews
- ☒ Videos

Uncheck All

Filter by Date:

- ☐ Past 24 hrs
- ☐ Past Week
- ☒ Past Month
- ☐ Past 6 Months

Filter

Reset Filters

BuzzSumo Pro is coming!  
Learn more about our plans here.

world cup |

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

Some People Call This 'The Best **World Cup** Ad Ever'. After Watching It, I Might Have to Agree.

mobileia.com - More from this domain  
By Cam Lincoln

Article

John Oliver Explains The **World Cup** And FIFA To Americans (VIDEO)

huffingtonpost.co.uk - More from this domain  
By The Huffington Post UK

Video

**World Cup** Philosophy: Germany vs France

existentialcomics.com - More from this domain

Article

Best goalkeeper of the **World Cup**? Vote for Ochoa, Enyeama, M'Bolhi, Howard, Courtois or Neue

mirror.co.uk - More from this domain  
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Article

49 Reasons The Spanish **World Cup** Team Is Definitively The Hottest **World Cup** Team

buzzfeed.com - More from this domain  
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Article

The 30 Hottest Bearded Men Of The **World Cup**

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Article

SOCIAL SEARCH

SOCIAL ANALYTICS

SOCIAL TRENDS

TOPSY

world cup



Sort by relevance ▼



Latest Results

Past 1 Hour 22K

Past 1 Day 1M

Past 7 Days 3.9M

Past 30 Days 25M

All Time

Specific Range

Everything

Links

Tweets

Photos

Videos

Influencers

All Languages

English

中文

日本語

한국어

Русский

Deutsch

Español

Français

Português

Türkçe

Past 1 Hour

22,605 TWEETS

Topsy Sentiment Score: 52

Tweets Over Past 30 Days



View trends on Topsy Analytics

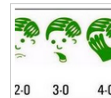
**Brazil-Germany World Cup Game Is Most-Tweeted Sports Event**

thenextweb.com/twitter/2014/07/09/brazils-crushing-defeat-to-germany-at-the-world-cup-is-now-the-most-tweeted-sports-game-ever

Klout @klout

Brazil's crushing defeat to Germany at the World Cup is now the most-tweeted sports game ever [thw.co/1f1IKU9c](#)

5 minutes ago Reply Retweet Favorite 205 more



kaveri @ikaveri

RT @BestProHumor: World Cup logo, explained [pic.twitter.com/7ifrfQVCBL](#)

an hour ago Reply Retweet Favorite 1.3K more



Dennis Crowley @dens

Gives a whole new meaning to the World Cup logo #Fifa World Cup 2014 [pic.twitter.com/xA7p7U9XU](#)

8 hours ago Reply Retweet Favorite 70 more

**World Cup 2014: 'Dutch Messi' Arjen Robben ready for Argentina**

lbnlive.in.com/news/world-cup-2014-dutch-messi-arjen-robben-ready-for-argentina/484694-5-21.html

Srinjoy Sen @srinjoy

World Cup 2014: 'Dutch Messi' Arjen Robben ready for Argentina: Former Netherlands coach Bert van Marwijk is b... [bit.ly/1ozUJ8H](#)

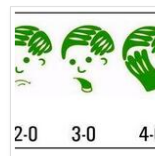
an hour ago Reply Retweet Favorite 41 more



Mr. 314 @sheen300

What happened in Israel today is another warning from God... Yet all these people focused on is "mixtapes" : "the world cup" ☹

43 minutes ago Reply Retweet Favorite 49 more



an hour ago 1.3K



an hour ago 80



an hour ago 144



35 minutes ago 3.7K



# The Year Facebook Blew Past Google

February 2, 2014, 6:42 AM PST

By Peter Kafka



ETHICS

BIO

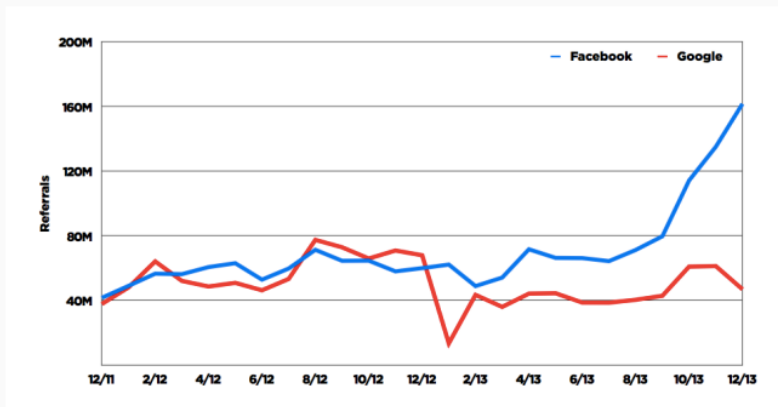
ARTICLES



For the past few years, Web publishers like BuzzFeed have insisted that Facebook was going to be more important to their future than Google.

It looks like the future arrived last year.

Here's a chart from BuzzFeed that shows referral traffic from Google and Facebook to the site, as well as a couple hundred other sites that participate in the BuzzFeed Network, its ad/content network. The data spans the last two years, and it's striking:



## comScore Explicit Core Search Share Report\*

May 2014 vs. April 2014

Total U.S. – Home & Work Locations

Source: comScore qSearch

Core Search Entity	Explicit Core Search Share (%)		
	Apr-14	May-14	Point Change
Total Explicit Core Search	100.0%	100.0%	N/A
Google Sites	67.6%	67.6%	0.0
Microsoft Sites	18.7%	18.8%	0.1
Yahoo Sites	10.0%	10.0%	0.0
Ask Network	2.4%	2.3%	-0.1
AOL, Inc.	1.3%	1.3%	0.0

*\*\*Explicit Core Search" excludes contextually driven searches that do not reflect specific user intent to interact with the search results.*

**SEO IS  
NOT SEXY.**



**BUT,  
WE HAVE  
BIG DATA.**





# Go\_To\_School



## About Annie



My name is Annie Cushing, and I love everything to do with making data sexy. Let's face it: Every business has limited resources and wants to apply those resources as wisely as possible. But we're also busy and have a bajillion to do items nipping at our heels on a daily basis.

That's why I started this blog. I've played just about every role one can play when it comes to creating and promoting content online. I've written it, edited it, marketed it, optimized it, acquired links for it, emailed about it, pimped it on social media, you name it. And all those things are just fabulous. BUT if you don't measure it, how will you know what you did right, what you could have done better, and what each of your audience segments wants more of? And if your data is ugly, you run the risk of not motivating others to take the actions you want them to take based on your data.

Right — you don't. Are you picking up what I'm putting down here?

I will give you practical strategies to help you put your data in stilettos and make it work the pole. I'll show you how to use tools like the ubiquitous Google Analytics, as well as various tools that help you analyze social media success and even competitive intelligence. (That's when you'll have to buckle your seat belt and return your tray to its upright position. :)

### CONNECT WITH ME



### ANNIE WHUH?



Because I love all things data visualization and analytics and my name is Annie, someone once dubbed me Annielytics. And it kinda stuck.

[\[Read More ...\]](#)

### SUBSCRIBE VIA EMAIL

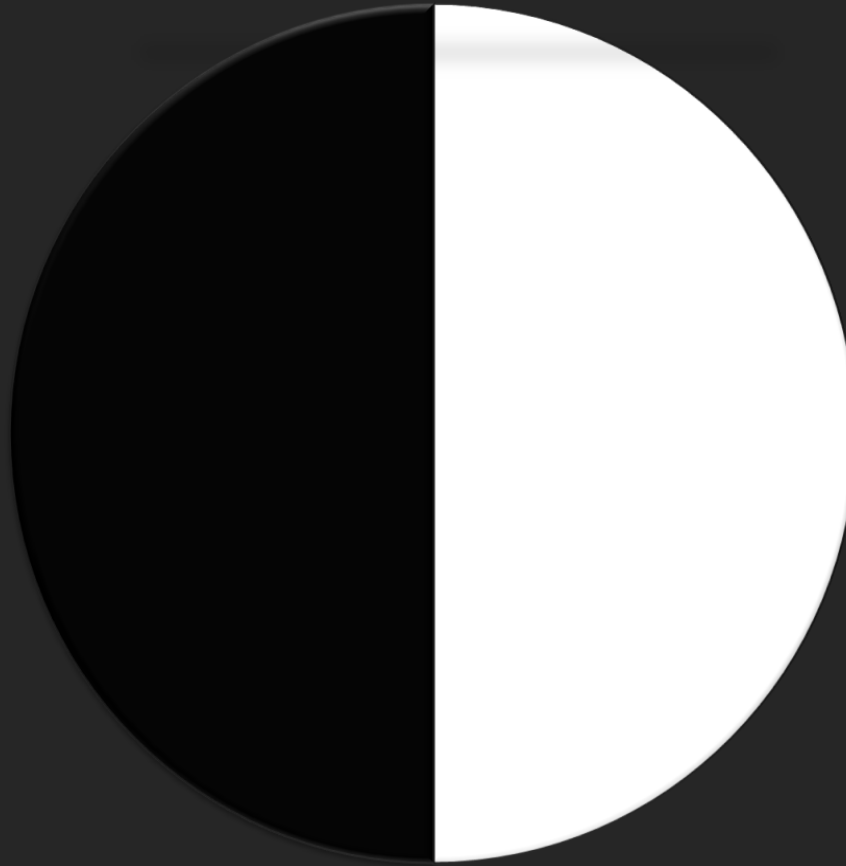
Enter your email address:

SUBSCRIBE

# **SEO Is Not A Project.**



## Your Options According to Yoda.



■ Do.

■ Do not.

■ Try.

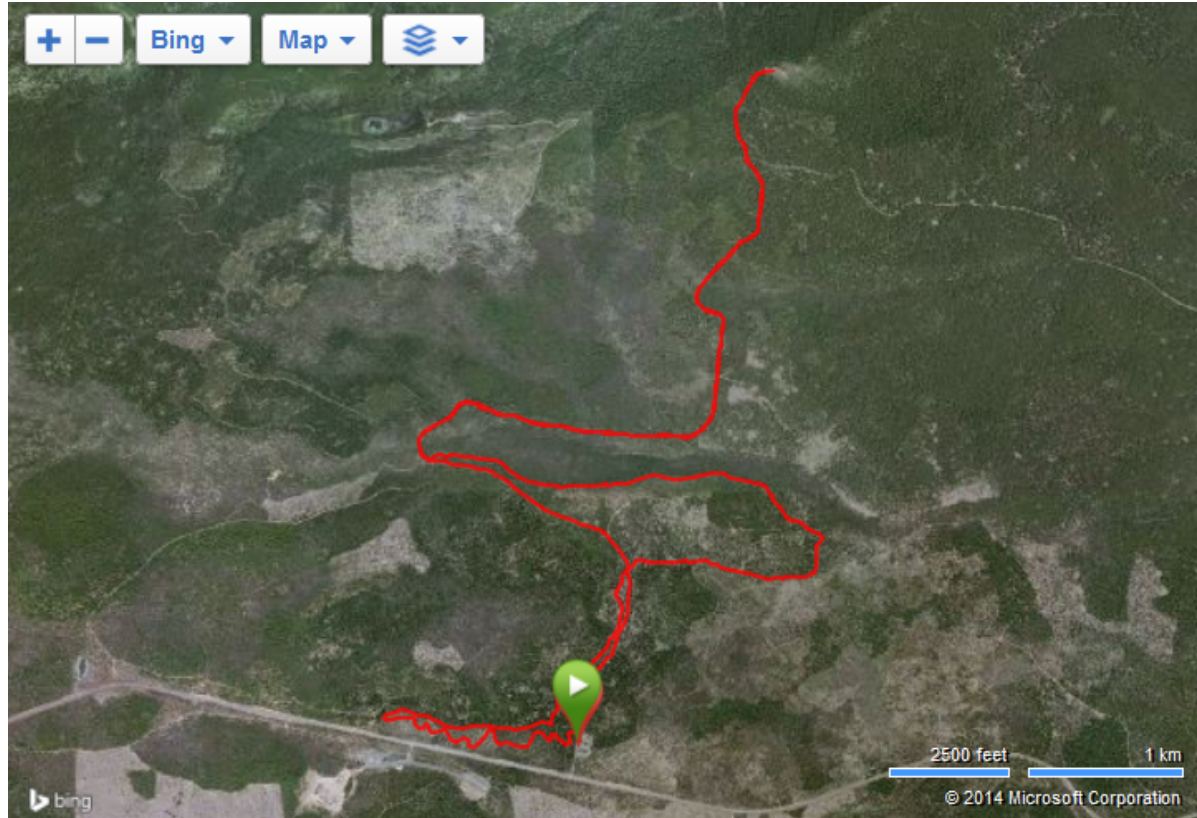
## Reports

[Single Date Range](#)[Multiple Date Ranges](#)[Saved Searches](#)[Sites](#)[Categories](#)

☐ Food ☐ Automotive ☐ Video ☐ Entertainment ☐ Travel  
☐ Medical Health ☐ Business ☐ Women ☐ Pregnancy  
☐ Music ☐ Politics ☐ News ☐ Breaking News  
☐ Celebrity News ☐ Local ☐ Beauty ☐ Fashion / Style  
☐ Bridal ☐ Sports ☐ Recipes ☐ Technology ☐ Real Estate  
☐ Television ☐ Home and Garden ☐ Teens ☐ Reviews  
☐ Love / Relationships ☐ Holidays ☐ Diet and Health ☐ Fitness  
☐ Espanol ☐ Men ☐ Money / Finances ☐ Parenting ☐ Family  
☐ Games ☐ Shopping ☐ Movies ☐ Restaurants  
☐ International ☐ Omniture ☐ Pets ☐ Books ☐ Horoscopes  
☐ Google Analytics Vs Omniture ☐ Omniture Vs Google Analytics  
☐ Informational ☐ Education

[Add All](#) [Remove All](#)[Generate Report](#)

# Validation.





# Methodology.

## System Wide Overview

# of Sites 127

# of Categories 59

Total Page Views 119.15 billion

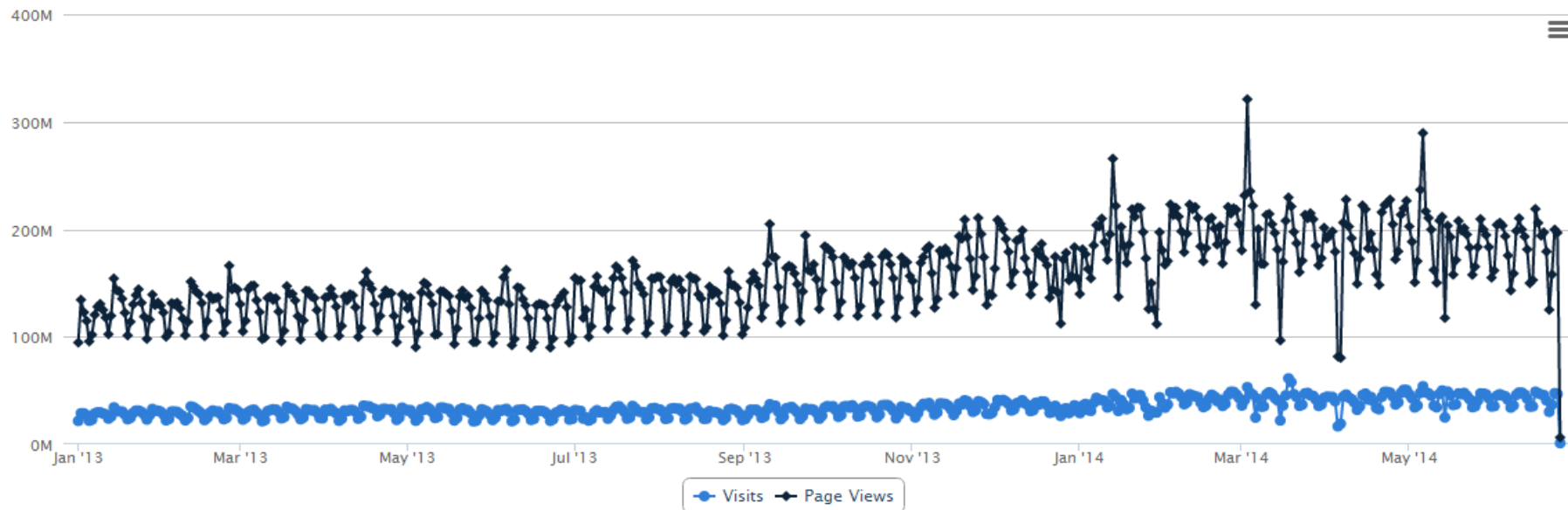
Total Visits 28.11 billion

Total Search Visits 15.37 billion

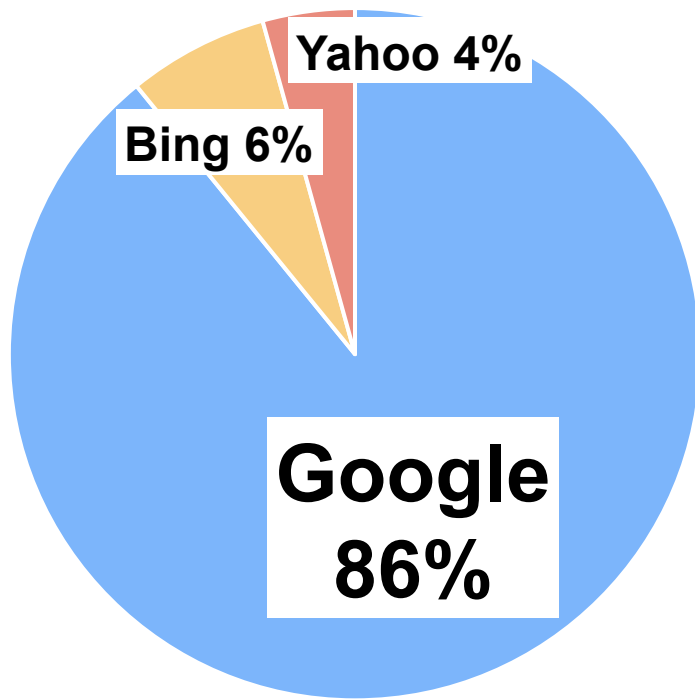
**Timeline: January 1, 2013 – July 1, 2014**

# Methodology.

## Overall Visits & Pageviews [Export Data](#)



# DMG Analysis: Search Engine Market Share

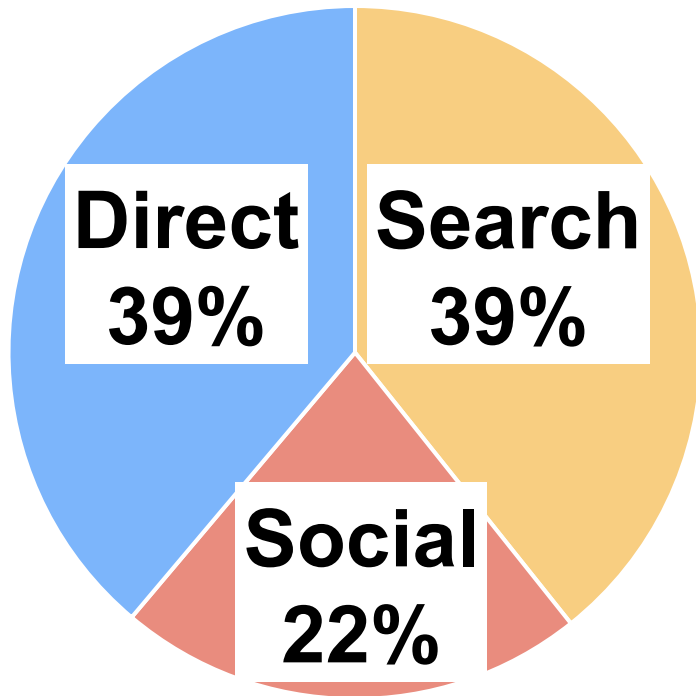


**127 sites  
analyzed**

**1,387,198,786  
search referrals**

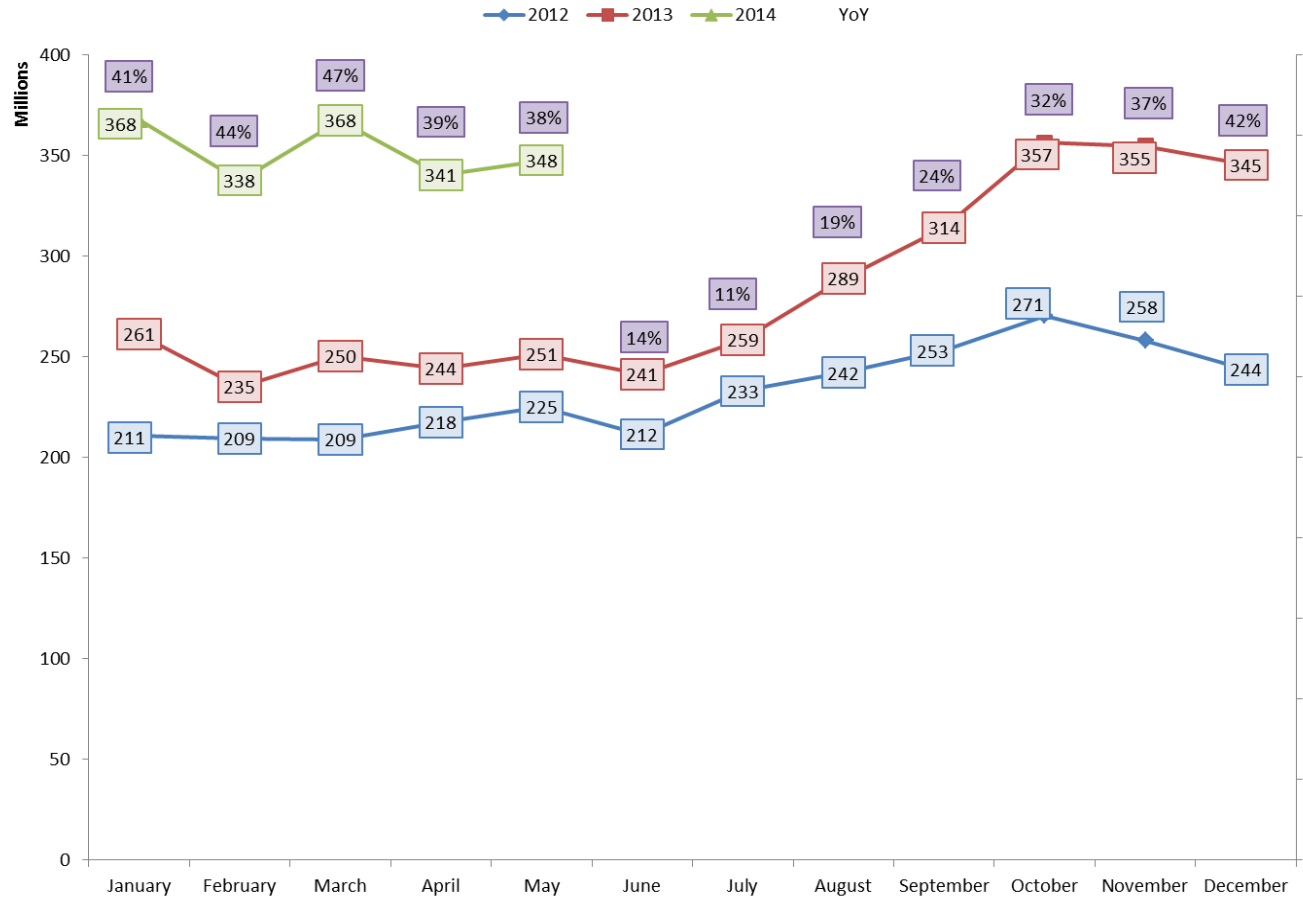


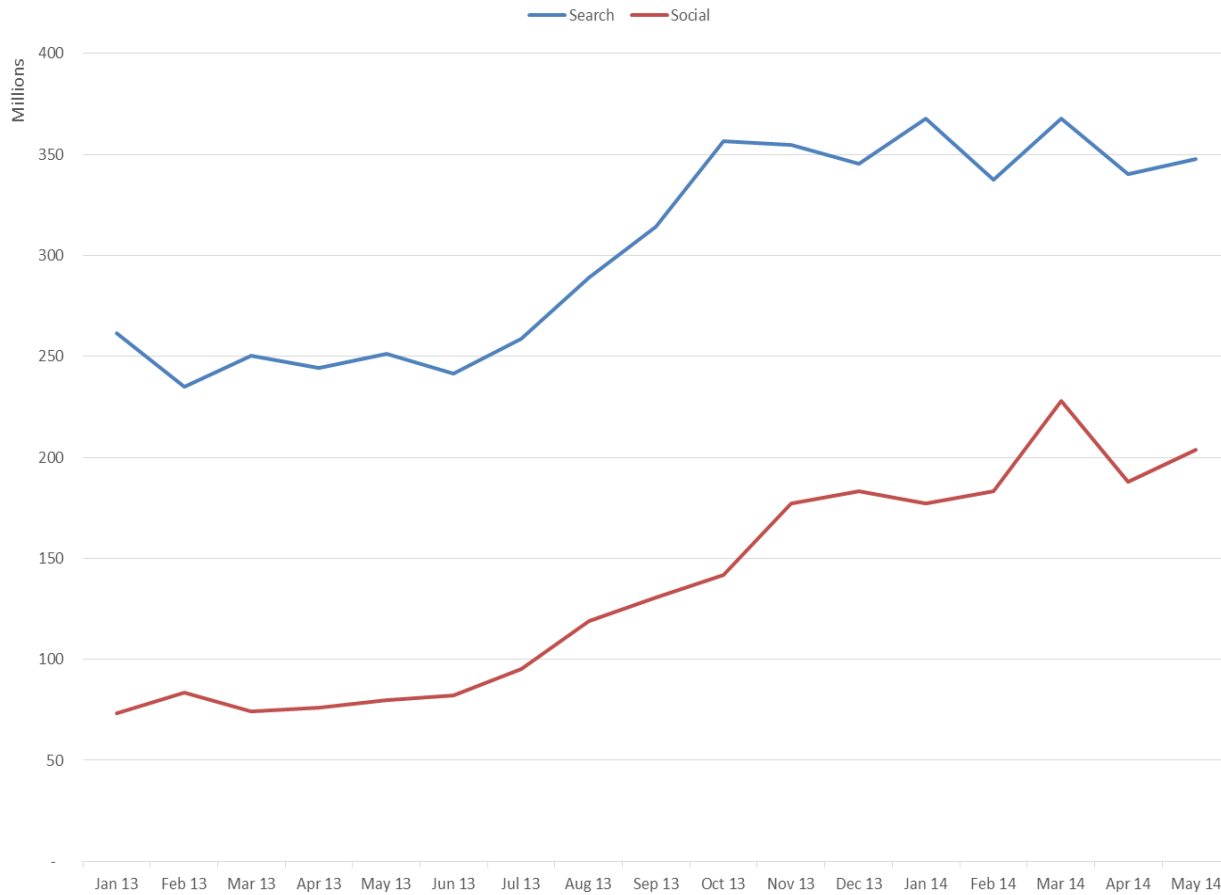
# Search, Social and Direct as % of Referrals



**Total 2014:**  
**4,483,186,547**  
**search referrals**

# Organic Search Traffic: All Sites





## DMG Analysis: Search v. Social Trend Chart





**Panda Is  
Your Greatest Ally.**

# Panda Is Your Greatest Ally.

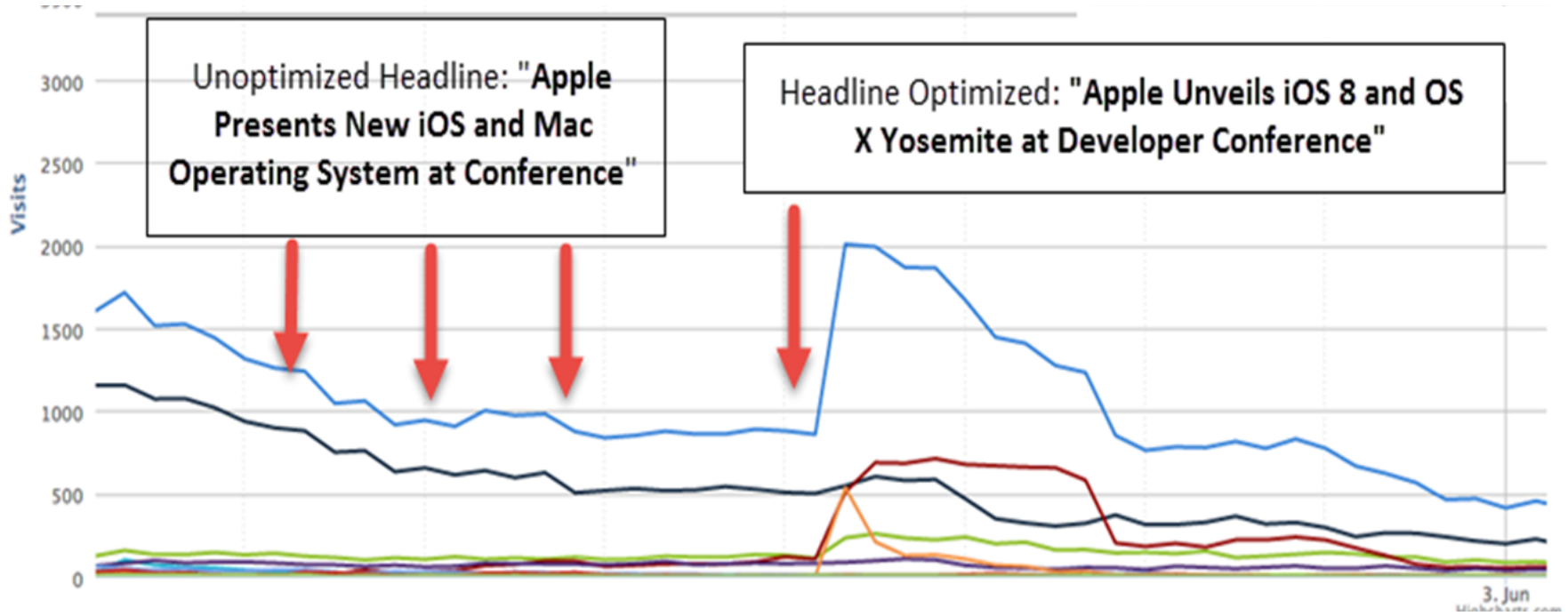
domain	percent
ask.com	> - 50%
ebay.com	> - 33%
biography.com	> - 33%
retailmenot.com	> - 33%
starpulse.com	> - 50%
history.com	> - 33%
isitdownrightnow.com	> - 50%
aceshowbiz.com	> - 75%
examiner.com	> - 50%
yellowpages.com	> - 20%
yourtango.com	> - 75%
dealcatcher.com	> - 50%
livescience.com	> - 50%
webopedia.com	> - 50%
xmarks.com	> - 50%
simplyrecipes.com	> - 33%
siteslike.com	> - 50%
digitaltrends.com	> - 50%
health.com	> - 50%

spoonful.com	> - 75%
songkick.com	> - 75%
realsimple.com	> - 33%
appbrain.com	> - 33%
thehollywoodgossip.com	> - 50%
dealspl.us	> - 33%
techtargget.com	> - 33%
gossipcop.com	> - 50%
rd.com	> - 75%
chow.com	> - 33%
doxo.com	> - 50%
heavy.com	> - 50%
csmonitor.com	> - 33%
toptenreviews.com	> - 20%
parenting.com	> - 50%
globalpost.com	> - 75%
espnfc.com	> - 50%
serviceguidance.com	> - 50%
mnn.com	> - 75%
mystore411.com	> - 50%
urlm.co	> - 33%
delish.com	> - 50%

Source: Search Metrics



# Trainings: More Wins + More Attention = Secures More Budget...



# HOW DO WE FEEL ABOUT SHATNER?

## Data Feedback Loop.

---



# Two Tools That Will Change Your Life.



Supermetrics Data Grabber

OMNITURE®



Report Builder

# **Dashboards** **Are Cool!**



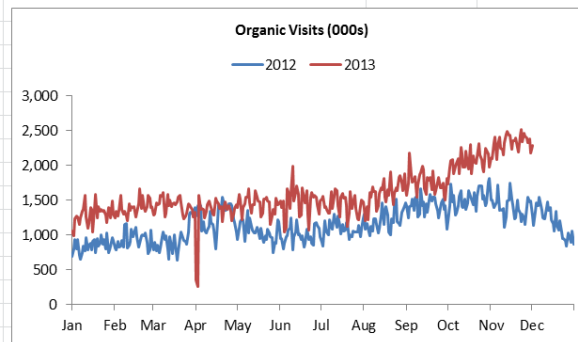
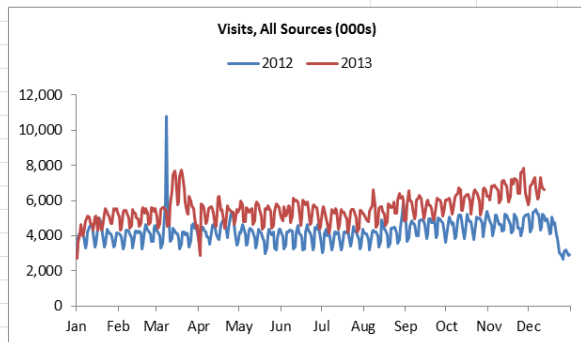


# Dashboards Are Cool!

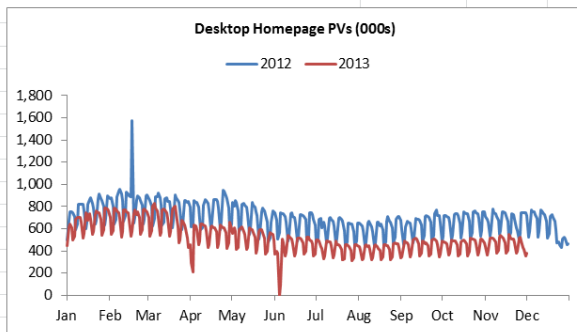
VISITS, ALL SOURCES	Total Visits	Visits WoW	Visits YoY
Visits, All Sources, Week Ending 06/28/2014	1,000,000	5.3%	100.0%
Visits, All Sources, Week Ending 06/21/2014	950,000		
Visits, All Sources, Week Ending 06/29/2013	500,000		

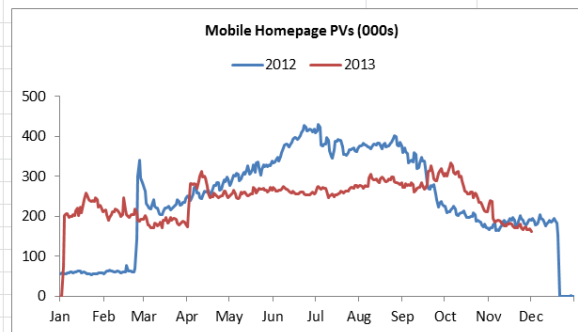
ORGANIC VISITS	Organic Visits	Organic Visits WoW	Organic Visits YoY	Organic as % of Total Traffic
Organic Visits, Week Ending 06/28/2014	1,000,000	5.3%	100.0%	100.0%
Organic Visits, Week Ending 06/21/2014	950,000			100.0%
Organic Visits, Week Ending 06/29/2013	500,000			100.0%



DESKTOP HOMEPAGE PVs	Pageviews	PVs WoW	PVs YoY
Desktop HP PVs, Week Ending 06/28/2014	1,000,000	5.3%	100.0%
Desktop HP PVs, Week Ending 06/21/2014	950,000		
Desktop HP PVs, Week Ending 06/29/2013	500,000		

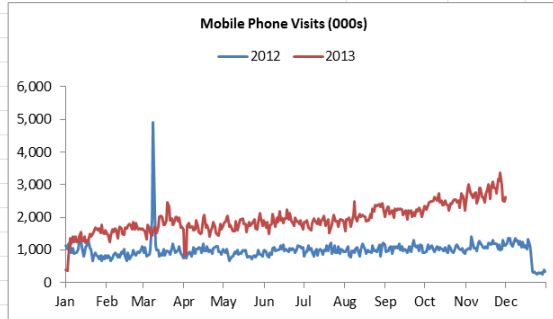


MOBILE HOMEPAGE PVs	Pageviews	PVs WoW	PVs YoY
Mobile HP PVs, Week Ending 06/28/2014	1,000,000	5.3%	100.0%
Mobile HP PVs, Week Ending 06/21/2014	950,000		
Mobile HP PVs, Week Ending 06/29/2013	500,000		

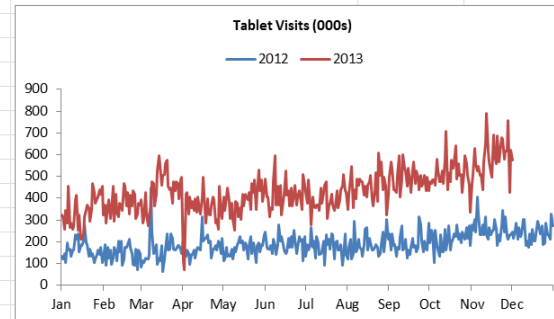


# Dashboards Are Cool!

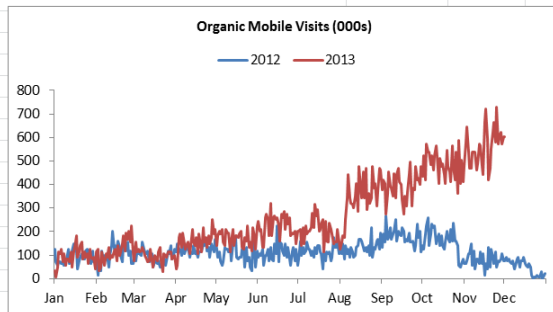
MOBILE PHONE VISITS	Visits	Visits WoW	Visits YoY
Mobile Phone Visits, Week Ending 06/28/2014	1,000,000	5.3%	100.0%
Mobile Phone Visits, Week Ending 06/21/2014	950,000		
Mobile Phone Visits, Week Ending 06/29/2013	500,000		



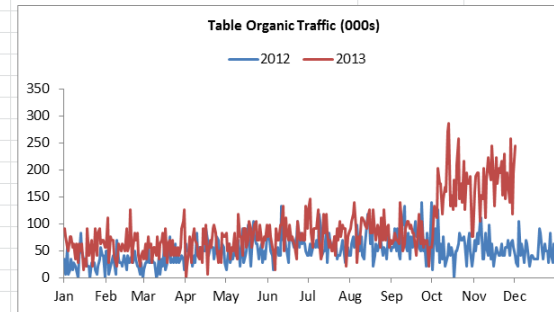
TABLET VISITS	Visits	Visits WoW	Visits YoY
Tablet Visits, Week Ending 06/28/2014	1,000,000	5.3%	100.0%
Tablet Visits, Week Ending 06/21/2014	950,000		
Tablet Visits, Week Ending 06/29/2013	500,000		



MOBILE ORGANIC VISITS	Visits	Visits WoW	Visits YoY
Mobile Organic Visits, Week Ending 06/28/2014	1,000,000	5.3%	100.0%
Mobile Organic Visits, Week Ending 06/21/2014	950,000		
Mobile Organic Visits, Week Ending 06/29/2013	500,000		



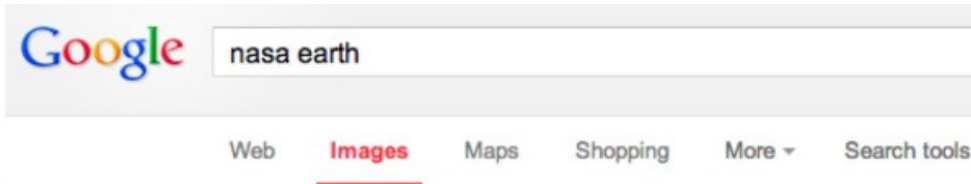
TABLET ORGANIC VISITS	Visits	Visits WoW	Visits YoY
Tablet Organic Visits, Week Ending 06/28/2014	1,000,000	5.3%	100.0%
Tablet Organic Visits, Week Ending 06/21/2014	950,000		
Tablet Organic Visits, Week Ending 06/29/2013	500,000		



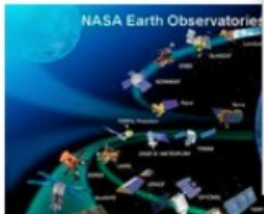
# **This Dashboard Is Yours!**

[DefineMG.com/dashboard](https://DefineMG.com/dashboard)

# Google Image Search 2012.

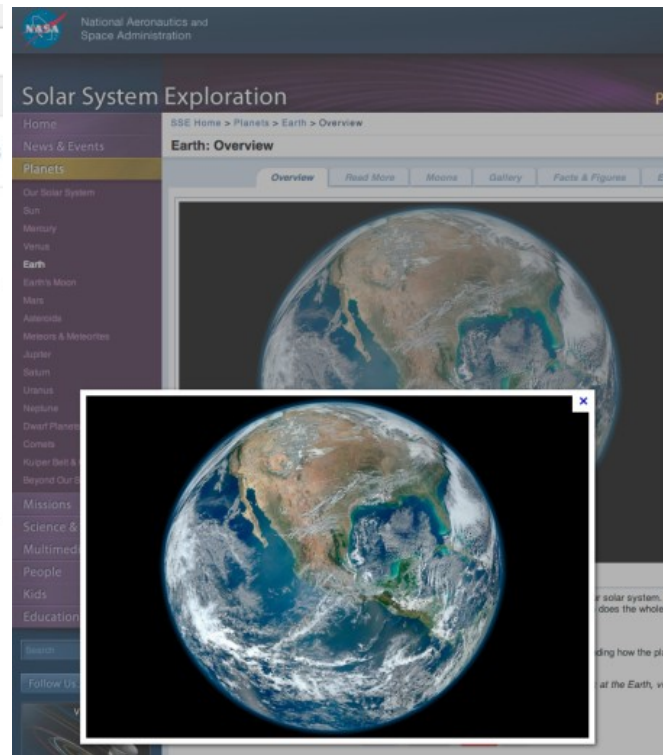


Related searches: [nasa](#)



[VIIRS\\_4Jan2012\\_708x432.jpg](#)  
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# Google Image Search 2013.



George Clooney backs return of Parthenon Marbles to Gr...

www.theguardian.com - 460 x 276 - Search by image

George Clooney says returning the Parthenon Marbles to Greece would be the "right thing to do".  
Photograph: Imago/Barcroft Media

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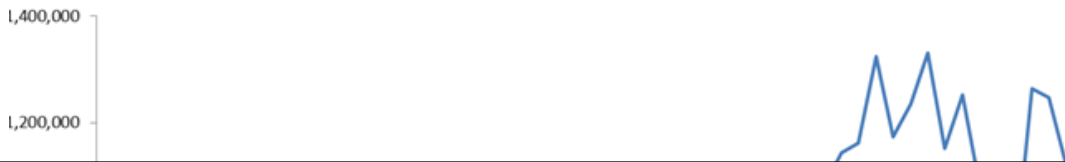


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# DefineMG.com/blog

Weekly Image Search Traffic, WE Jan 8, 2012 - WE Apr 7, 2013

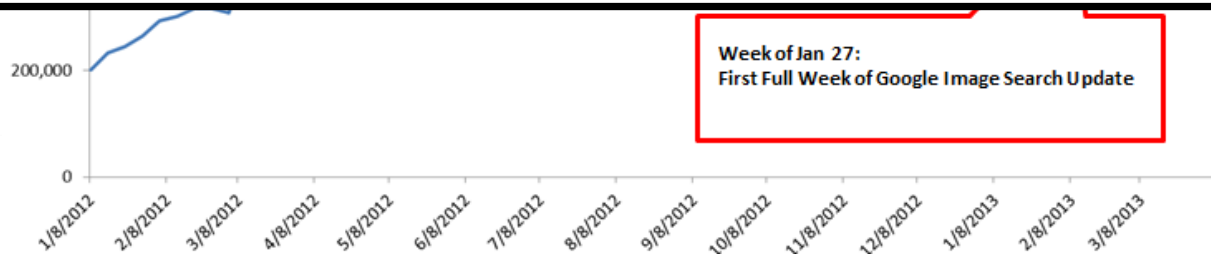


“That [phantom visits] was causing problems for some webmasters, and so we thought we can do away with that. That’s gone now. This, along with new options to reach publisher sites, is “a net win for webmasters.”

Pierre Far, a webmaster trends analyst with Google.

January 23, 2013

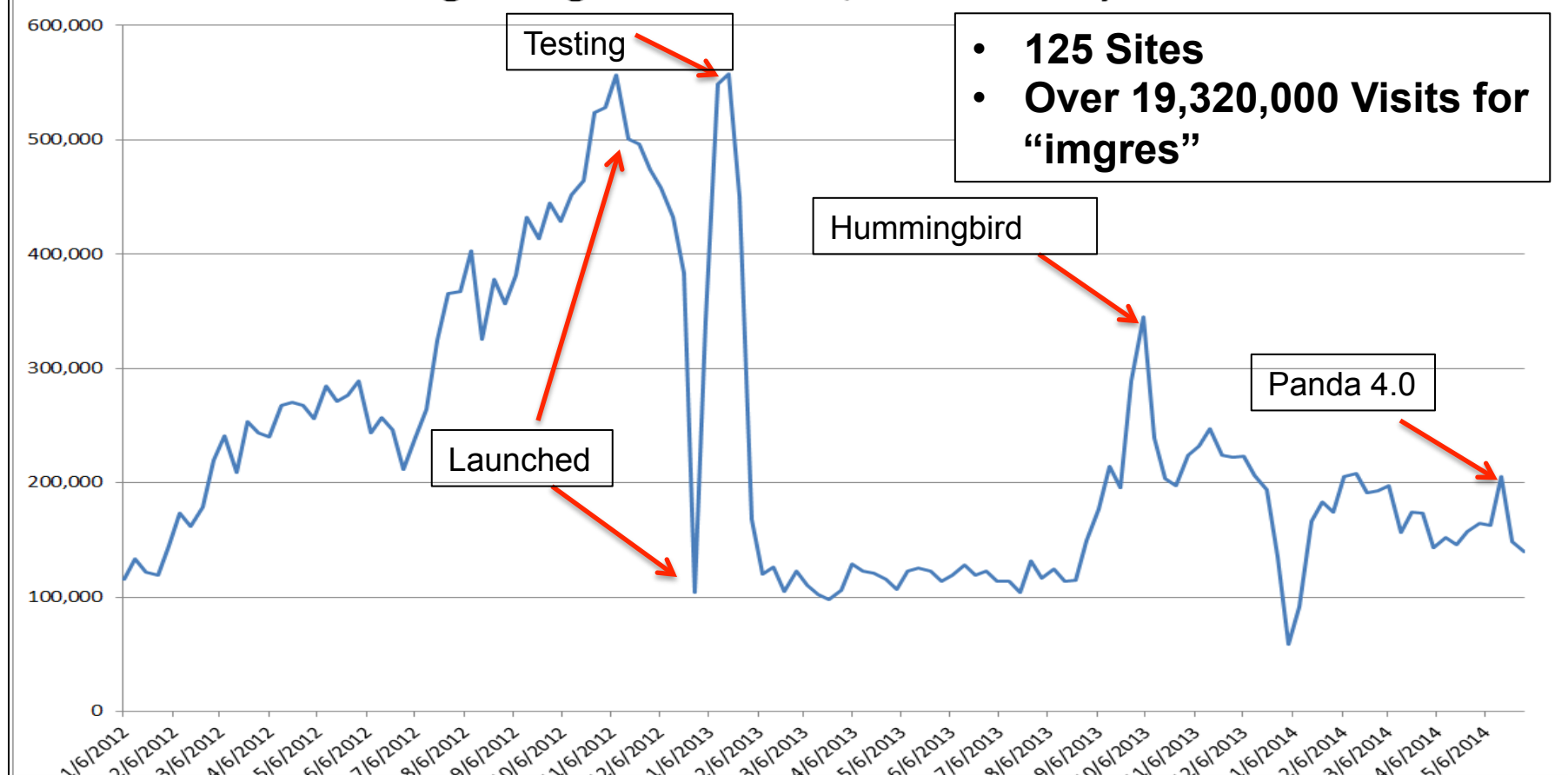
<http://searchengineland.com/google-launches-streamlined-image-search-146238>



# “a net win for webmasters”

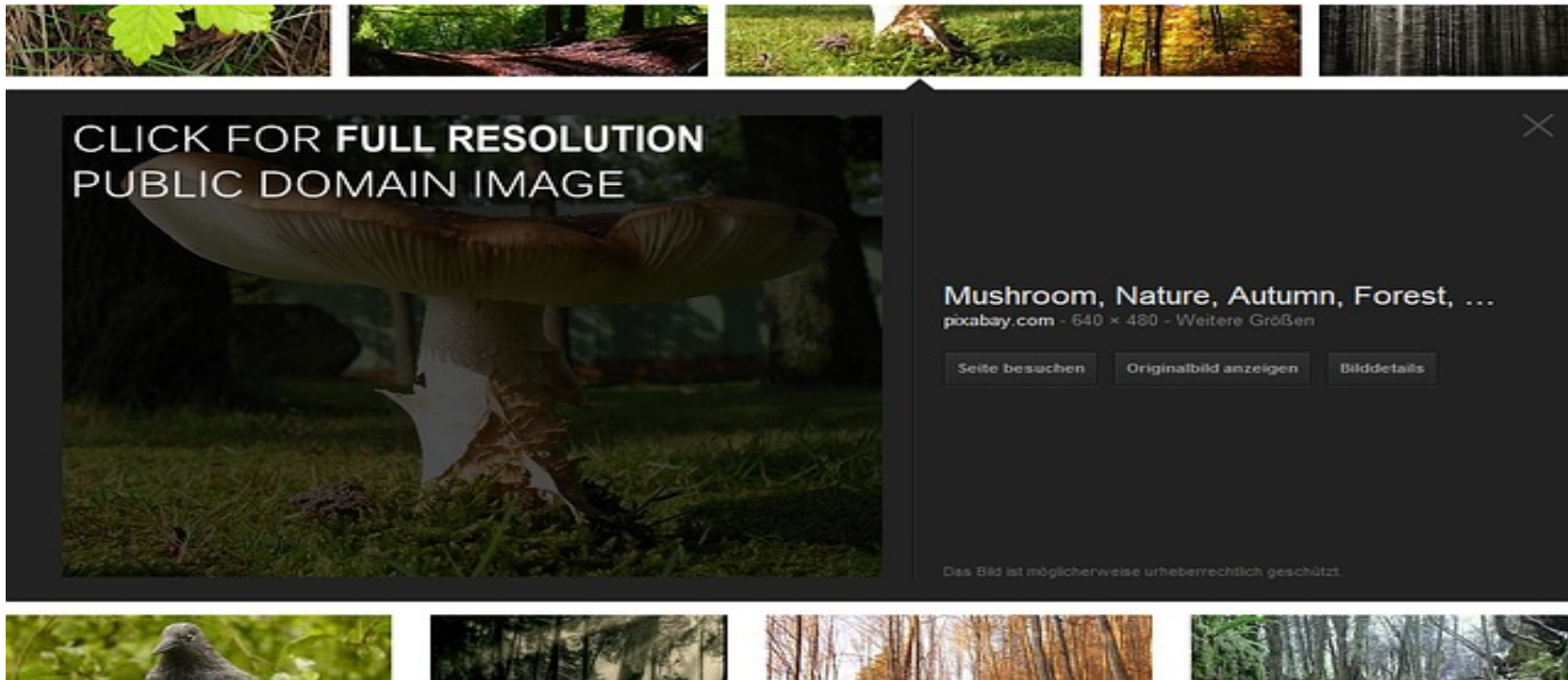
Vertical	Image Search Traffic, % Decrease
Fashion & Lifestyle Site	-78%
Entertainment Site	-78%
Fashion & Lifestyle Site	-78%
Fashion & Lifestyle Site	-77%
Entertainment Site	-77%
Entertainment Site	-76%
Fashion & Lifestyle Site	-76%
Photo Site	-74%
News Site	-74%

## Google Image Search Traffic, Jan 2012 - May 2014





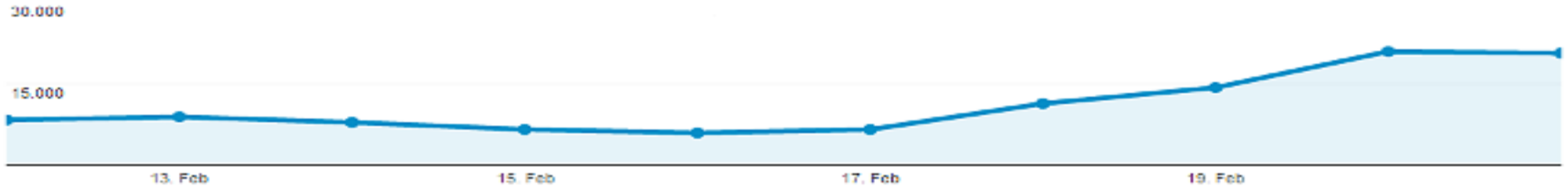
# Pixabay.



<http://pixabay.com/en/blog/>

# Pixabay.

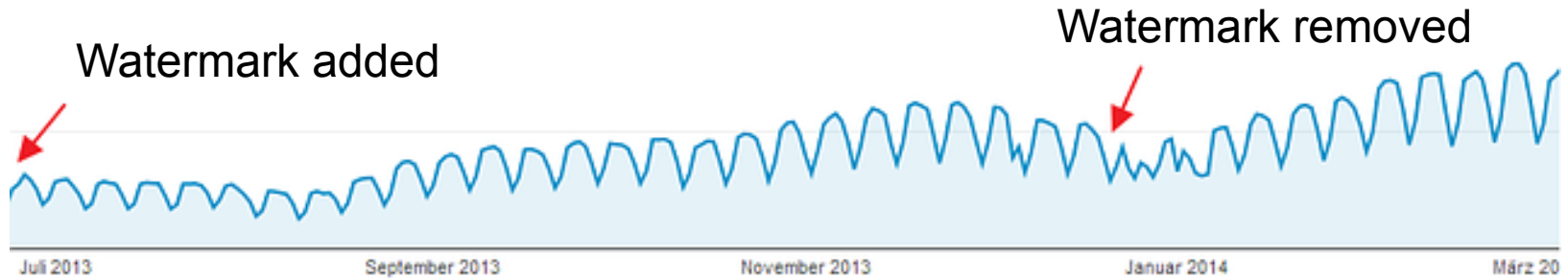
We've only been running Pixabay for a few days with this protection enabled and here are our preliminary results:



*Google Images hotlinking protection results for Pixabay*

Source: Pixabay Blog

# Pixabay.



Source: Pixabay Blog

# WordPress Plugin: WP-PICShield

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HOTLINK PROTECTION ACTIVATED - NOTE: Empty or Blank Referrals are not Allowed



ByREV WP-PICShield

( wp-picshield.com )

Protected by: ByREV WP-PICShield - HOTLINK Defence



Images Hotlink Protection for Your WordPress Websites; Anti-Hotlinking images/photos - Extensive Plugin for Watermark Pictures and images links redire

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# Slideshows.

## From Pong to Oculus Rift: The Evolution of the Game Controller

Some of the greatest game controllers—like the NES two-button controller or plastic axe of *Guitar Hero*—are just as iconic as the greatest games you use them to play.

RELATED: [100 Greatest Video Games of All Time](#)



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1 of 12



1972: Magnavox Odyssey

# Slideshows.



1972: Magnavox  
Odyssey



1974: Pong



1977: Atari 2600



1983: NES



1988: Sega  
Genesis



1989: Power  
Glove



1996:  
N64/PlayStation



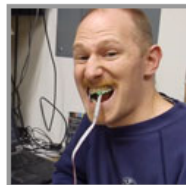
2005: Guitar Hero



2006: Wii



2010: Kinect



2013: Hands-Free



The Near Future:  
Oculus Rift

# Top 25 Resorts & Safari Camps in Africa

## Readers' Choice Awards

Browse photos of the best resorts and safari camps in Africa, or [view as a list](#).

NOVEMBER 2013  
ISSUE

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Africa &  
the Middle  
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2013  
Readers'  
Choice  
Awards

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1. Bushmans Kloof Wilderness Reserve, South Africa



25 / 26



1.

**BUSHMANS KLOOF WILDERNESS RESERVE,  
SOUTH AFRICA**

Readers' Choice Rating: 98.9

# **Slideshows:** **Rel=prev/next vs Canonical**

**Ecomm is different so go read  
Audette's blog: <http://bit.ly/audette>**

# Indexation.

## Sitemaps

By me (0)

All (1)

### Sitemaps content (last 30 days shown)

All content types

Submitted

Indexed

Web pages

■ 107,730,362 Submitted

■ 514 Indexed

120,000,000

90,000,000

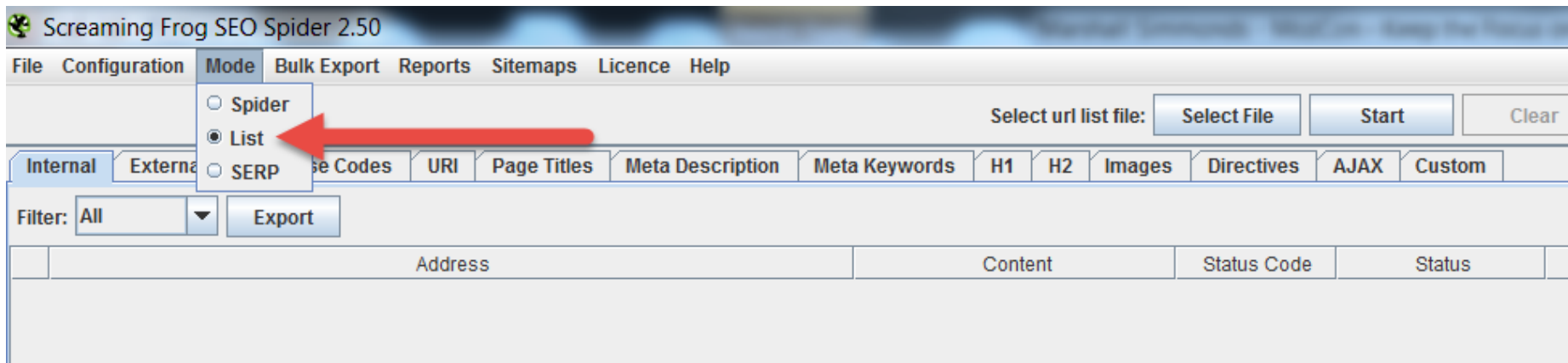
60,000,000

30,000,000



# Sitemap Health?

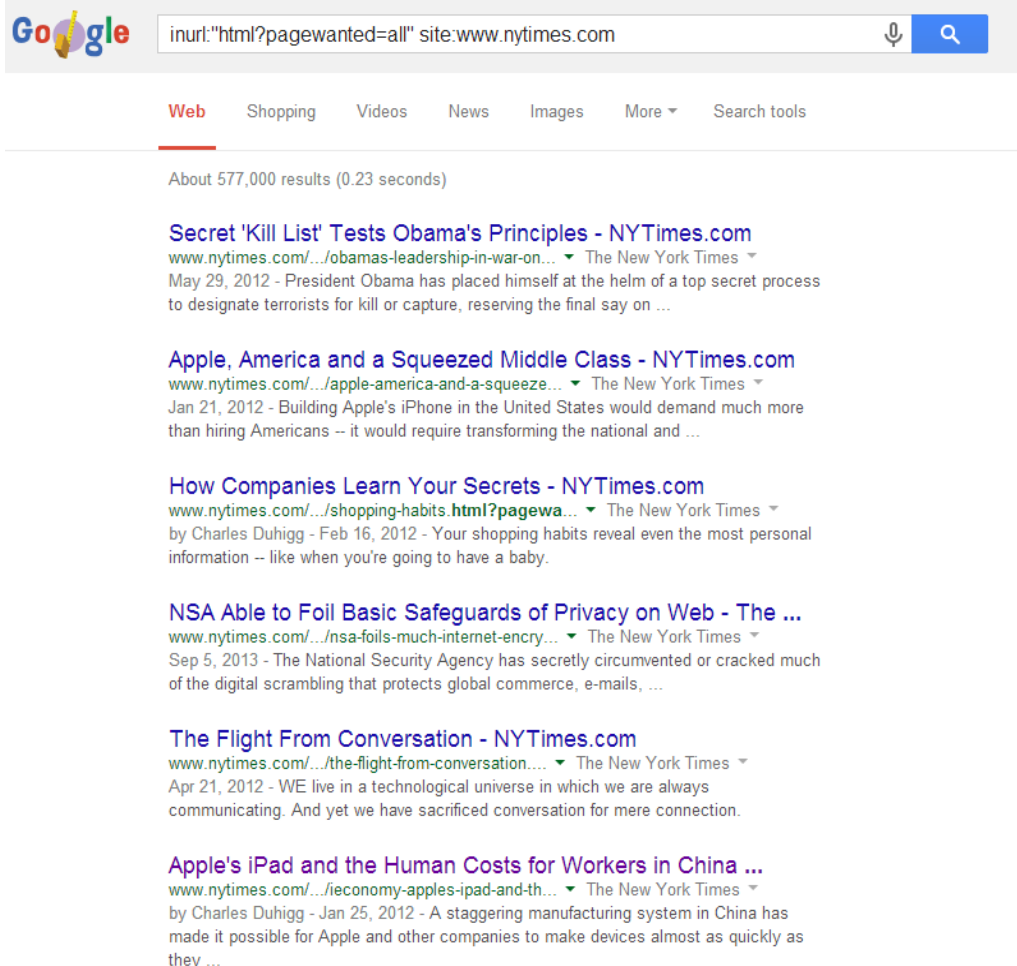
## Don't Rely on GWT



# The Most Powerful Query.



# Rel=Canonical



Google

inurl:"html?pagewanted=all" site:www.nytimes.com

Web Shopping Videos News Images More Search tools

About 577,000 results (0.23 seconds)

**Secret 'Kill List' Tests Obama's Principles - NYTimes.com**  
www.nytimes.com/.../obamas-leadership-in-war-on... ▼ The New York Times ▼  
May 29, 2012 - President Obama has placed himself at the helm of a top secret process to designate terrorists for kill or capture, reserving the final say on ...

**Apple, America and a Squeezed Middle Class - NYTimes.com**  
www.nytimes.com/.../apple-america-and-a-squeeze... ▼ The New York Times ▼  
Jan 21, 2012 - Building Apple's iPhone in the United States would demand much more than hiring Americans -- it would require transforming the national and ...

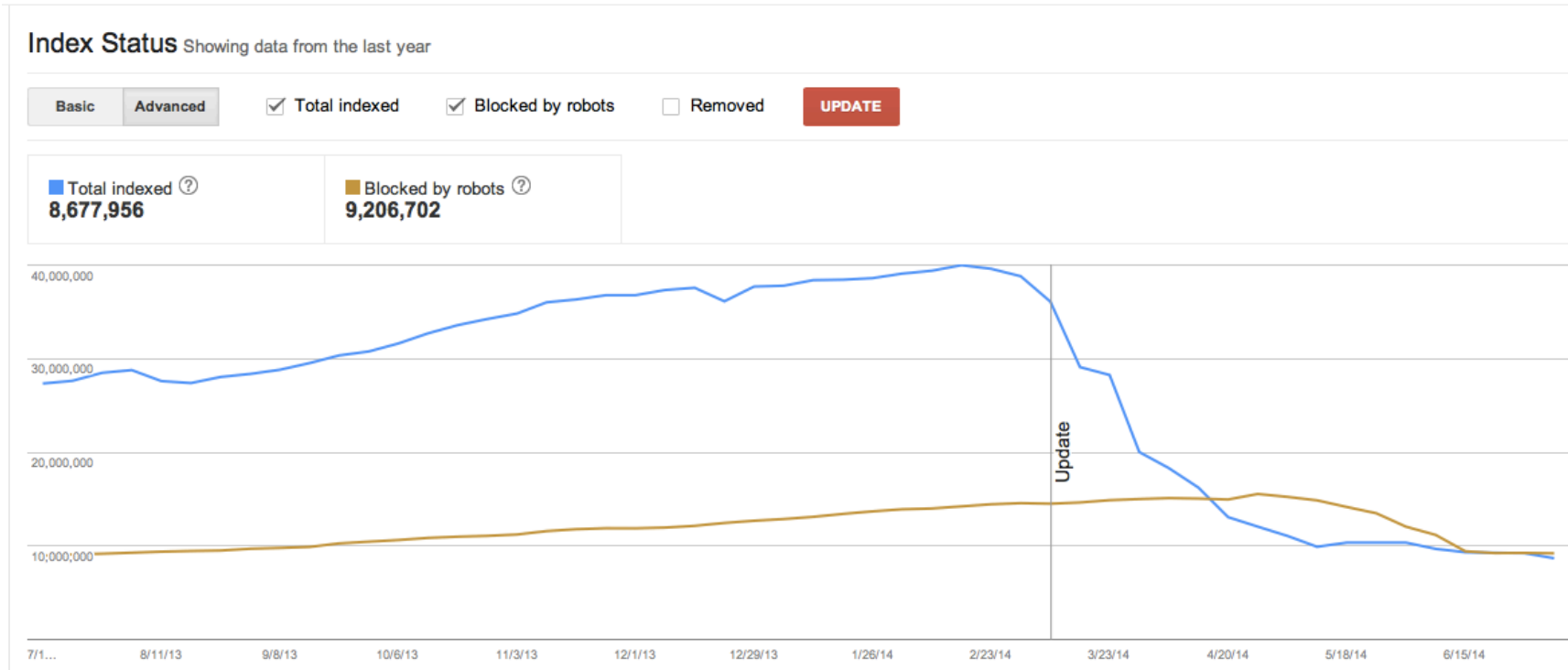
**How Companies Learn Your Secrets - NYTimes.com**  
www.nytimes.com/.../shopping-habits.html?pagewa... ▼ The New York Times ▼  
by Charles Duigg - Feb 16, 2012 - Your shopping habits reveal even the most personal information -- like when you're going to have a baby.

**NSA Able to Foil Basic Safeguards of Privacy on Web - The ...**  
www.nytimes.com/.../nsa-foils-much-internet-ency... ▼ The New York Times ▼  
Sep 5, 2013 - The National Security Agency has secretly circumvented or cracked much of the digital scrambling that protects global commerce, e-mails, ...

**The Flight From Conversation - NYTimes.com**  
www.nytimes.com/.../the-flight-from-conversation.... ▼ The New York Times ▼  
Apr 21, 2012 - WE live in a technological universe in which we are always communicating. And yet we have sacrificed conversation for mere connection.

**Apple's iPad and the Human Costs for Workers in China ...**  
www.nytimes.com/.../ieconomy-apples-ipad-and-th... ▼ The New York Times ▼  
by Charles Duigg - Jan 25, 2012 - A staggering manufacturing system in China has made it possible for Apple and other companies to make devices almost as quickly as they ...

# System Checks... “one, two what is this?”



# Google News.



## News

U.S. edition

Modern

### Top Stories

FIFA World Cup  
Ukraine  
LeBron James  
Israel  
Cannabis  
Donald Sterling  
Abdullah Abdullah  
Boko Haram  
J. K. Rowling  
Pope Francis

Boise, Idaho

World

U.S.

Business

Technology

Entertainment

Sports

Science

Health

Spotlight

### Top Stories



Dallas Morning News

See realtime coverage

#### Israel ramps up air assault on Gaza Strip

Dallas Morning News - 1 hour ago



An Israeli missile exploded on impact in Rafah, in the southern Gaza Strip, on Tuesday. 1, of 2, Next Image. The Dallas Morning News.

Israel, Hamas face off in new Gaza conflict The Daily Star

NL MPs Yvonne Jones and Gerry Byrne among Canadians taking cover in ... CBC.ca

From Israel: IAF targets 160 Gazan terror sites overnight Jerusalem Post

Trending on Google+: Israel and Hamas Trade Attacks as Tension Rises New York Times

Opinion: Israeli warplanes pound Gaza The Australian

Wikipedia: Gaza-Israel conflict

Related

Israel »  
Gaza Strip »  
Hamas »



The Globe and Mail  
4 hours ago - Google+

Canadian Senators, MPs in Israel go to bomb shelter amid air raid sirens: trip organizer: The four MPs and three senators were dining in a restaurant when the sirens went off, indicating rocket attacks from Hamas militants based in the Gaza Strip, said Shimon Fogel, CEO of the Centre for Israel...

Canadian Senators, MPs in Israel go to bomb shelter amid air raid sirens:...



Reuters



Wall Street Journal



CNN



NBC News



The Times



Dallas Mor...

#### Dallas: We did all we could to win GOP convention bid

Dallas Morning News - 38 minutes ago

Former Sen. Kay Bailey Hutchison, leaving Tuesday's news conference with Phillip Jones (left) of the Dallas Convention & Visitors Bureau, said the city would 'learn from the experience of putting our best foot forward.



Irish Independent

See realtime coverage

#### Brazil fans stunned by lopsided World Cup defeat; some turn sarcastic

Los Angeles Times - 33 minutes ago



Brazil fans in Rio de Janeiro watch the semifinal match in which Germany defeated Brazil, 7-1. Brazil fans in Rio de Janeiro watch the semifinal match in which Germany defeated Brazil, 7-1.

World Cup 2014: Brazil in shock after 7-1 humiliation against Germany in semi ... ABC Online

Germany Destroys Brazil's Dream Of Winning A World Cup At Home, 7-1 Fox News Latino

Trending on Google+: Goal, Goal, Goal, Goal, Goal, Goal, and Brazil's Day Goes Dark New York Times - by Sam Borden

Opinion: Column: In World Cup disaster, Brazilians get a scar as deep as that for their ... Fox News

In Depth: Brazil leader slams 'campaign' against World Cup Hindustan Times

Wikipedia: Brazil v Germany

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FIFA World Cup »  
Brazil »  
Brazil national football team »





# Google News.

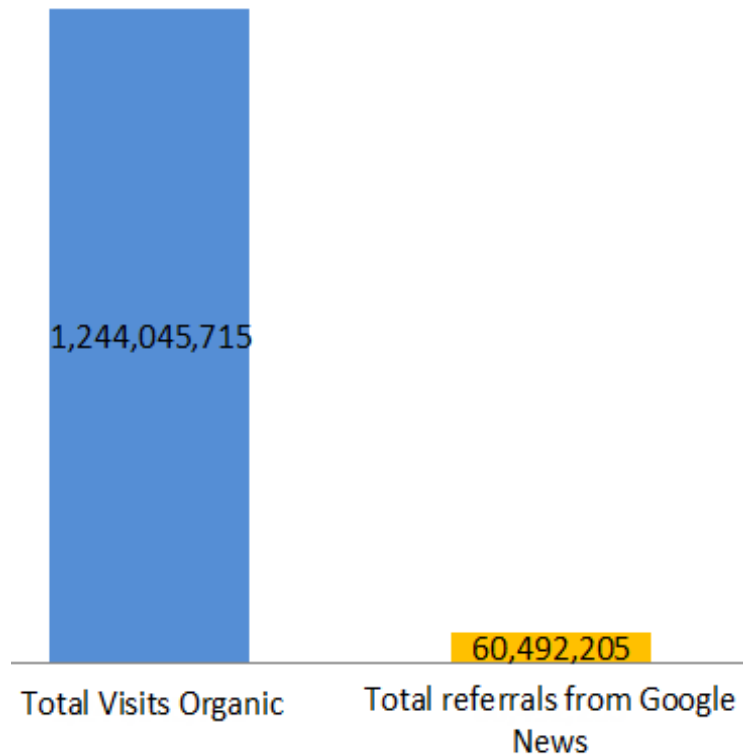
## Methodology:

Sample of 11 sites that submit content to Google News

Timeline: Jan. 1, 2013 - May 31, 2014

Total visits from organic: 1,244,045,715

Total referrals from news.google.com: 60,492,205



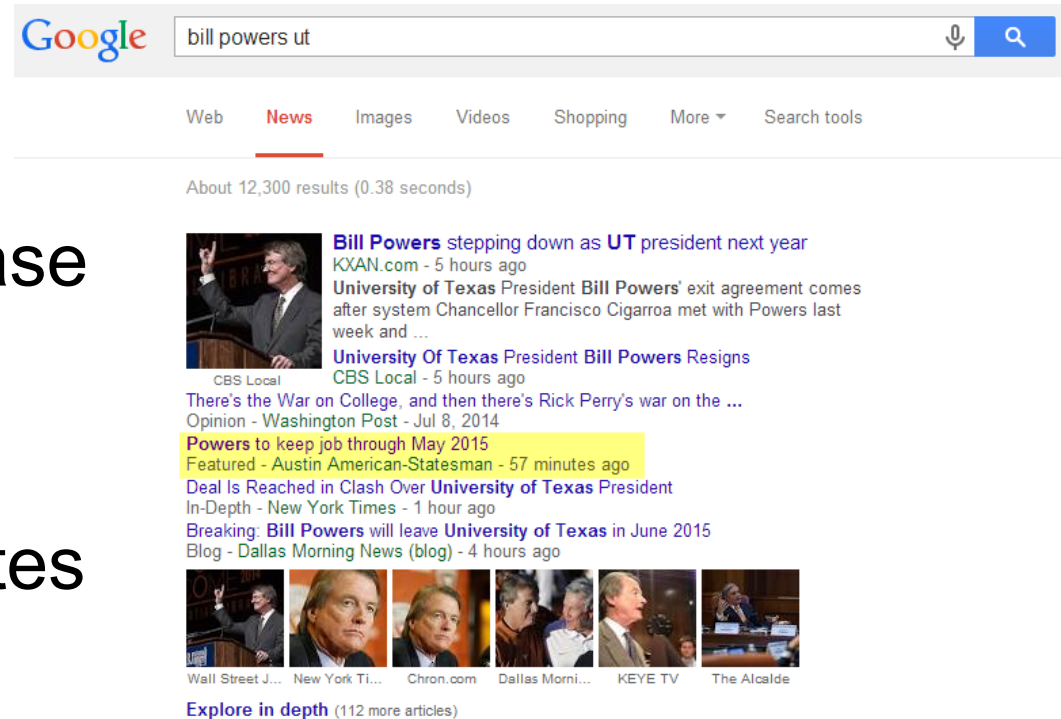
# Google News: Keyword Tag

```
<meta name="keywords" content="Idiopathic Pulmonary Fibrosis, Drugs (Pharmaceuticals), InterMune Inc, Boehr  
<meta name="news_keywords" content="Idiopathic pulmonary fibrosis; Pharmaceuticals" />  
<meta property="article:modified" itemprop="dateModified" content="2014-05-19" />
```

- Minimal traffic impact
- Easy to implement
- Supplement to good headline writing

# Google News: Standout Tag

- Minimal Traffic Increase
- Workflow issues
- Excellent for sister sites



# Google News: Editor's Picks

- No Traffic Impact
- Easy Implementation
- Maximize signal for  
5-10 stories

## Editors' Picks

*the Atlantic*



Mississippi Republicans Can't Decide  
Molly Ball

When Global Warming Kills Your God  
Adam Weymouth

Make the Narcissist in Your Life a Little  
Nicer  
Olga Khazan

The Impossibility of Reparations  
David Frum

The Last of the Naive Republicans  
Molly Ball

# Mind the Bump!

Ads can throw errors  
in Google News

## Dave Chappelle: Returning to the Stage Has Been a 'Healing Experience'

By JANINE RAYFORD RUBENSTEIN

07/08/2014 at 05:00 PM EDT



1

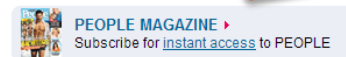


And now, returning to the stage...

Comedian [Dave Chappelle](#) walked away from his wildly successful *Chappelle's Show* in 2005, but now that he's back in the spotlight, after nine sold out Radio City Music Hall performances last month, he says he's back where he belongs.

"It's been wonderful," Chappelle, 40, told PEOPLE exclusively while backstage at the [20th Annual Essence Festival](#) in New Orleans on Sunday. "Being back, what I've found this year is that everywhere I've gone, people have been overwhelmingly supportive."

Chappelle, who impulsively gave up his [\\$50 million dollar contract](#) with Comedy Central to go [explore Africa](#), says it was a move he felt he had to make. "I never stopped being on stage. What I did was step off of the main stage," he explains, "Because those lights were hot, and I was trying to do other things with my life."



Keep up with your favorite celebs in the pages of PEOPLE Magazine [by subscribing now.](#)

"That kind of attention wouldn't have been conducive to raising a family," says the husband and father of three who lives in Yellow Springs, Ohio. Though he's consistently done [small impromptu shows](#) around the country "to stay on the radar," he spent much of his off time "with my family and friends."





## PEOPLE POWERED NEWS

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### LOCATION

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### TOPIC

[Home](#)[News](#)Spreading fastest in: [U.S.](#)

### Busted: Emails Recovered on IRS Official Who Plead 5th & 'Lost' Hard Drive Prove She's Hiding Info

Do innocent people who follow the law send emails like this?

[ireview.com](#) 4 hrs ago

### Robert Downey Jr. and Wife Susan Expecting Their Second Child Together—and It's a Girl!

Now this is how to confirm that a baby is on the way. Yo. Susan. Me. Baby. Girl. November. Scorp...

[eonline.com](#) 7 hrs ago

### Murder rate drops as concealed carry permits rise, study claims

A dramatic spike in the number of Americans with permits to carry concealed weapons coincides with an equally stark drop in violent crime, according to a new study, which Second Amendment advocates say makes the case that more guns can mean safer streets.

[foxnews.com](#) 10 hrs ago

### Would you eat here? Posters show moms breast-feeding in the bathroom

The striking images would make anyone think twice: Women breast-feeding their babies while sitting in a public toilet stall. Nursing...

[nbc.com](#) 7 hrs agocompact ☐ OFF

2,338

last 3 hrs

12178

134

2,315

last 3 hrs

20723

108

Related Stories (2)

1,932

last 3 hrs

14974

1177

Related Stories (1)

1,917

last 3 hrs

12977

33

2,338

### What's this?

NewsWhip ranks the world's most engaging stories by using Social Velocity- how fast every story is picking up new shares, tweets and other social engagements.

Click into any topic or country and you'll see the stories being shared and engaged with the most, right now. It's like news 100% powered by a billion people on Facebook and Twitter.



Join the world's most advanced newsrooms and be first to viral news.

THE HUFFINGTON POST

Daily Mail

DigitasLBi

RESOURCE

NBC NEWS

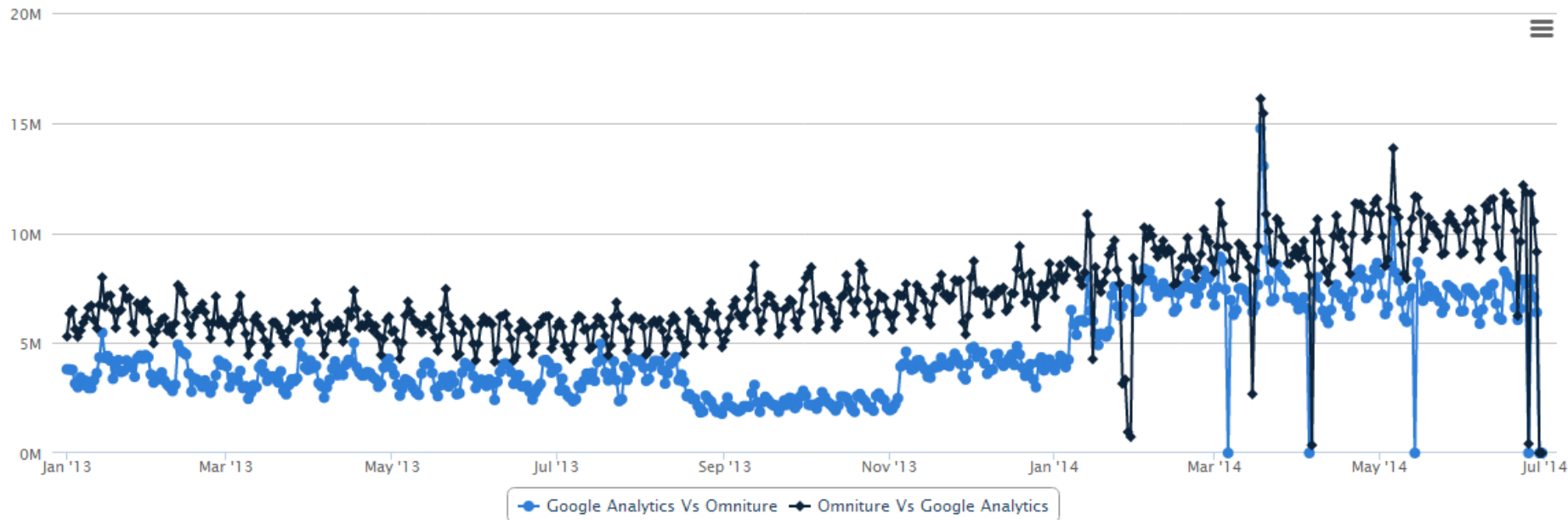
UPWORTHY



# Google Analytics Vs Omniture.

## Visits - Category Breakdown [Export Data](#)

Click a category's graph line to jump to an individual report for that category and the current date range.





## Desktop Traffic

[+ ADD COMPETITORS](#)

## SimilarWeb Rank

200

475

Global Rank

69

143

In United States

3

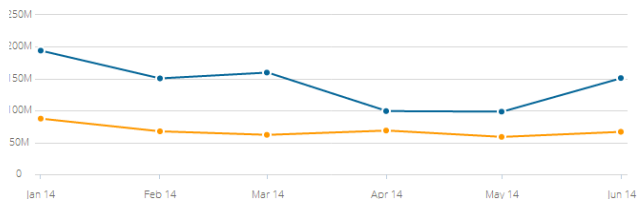
N/A

News and Media &gt; New...

[edit category](#)

## Monthly Visits

in last 6 months



## Traffic Sources

in last 3 months



## Engagement

in June, 2014

## nytimes.com

Estimated Visits 151M

Time On Site 00:12:19

Page Views 3.17

Bounce Rate 63.32%

## usatoday.com

Estimated Visits 66.6M

Time On Site 00:09:20

Page Views 2.73

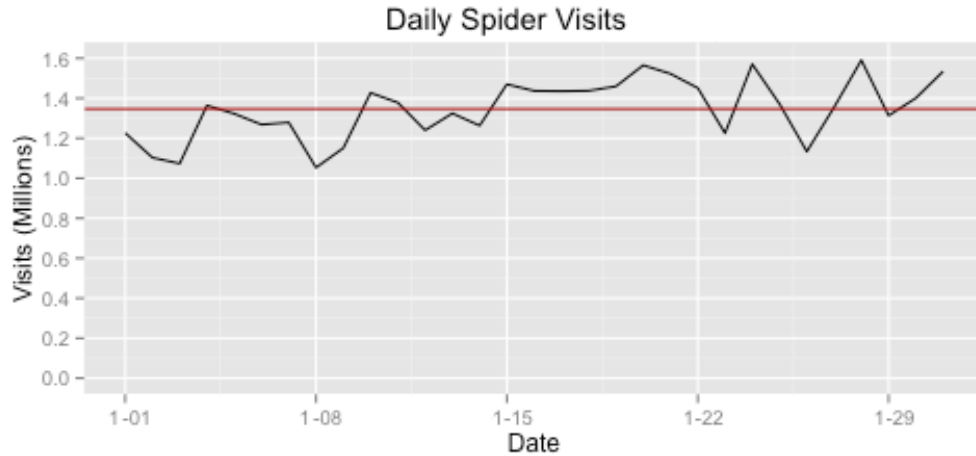
Bounce Rate 66.62%

# SimilarWeb.com

# Log File Analysis.

```
2010-02-10 00:01:07 W3SVC1446 WEB100 216.167.204.29 GET /tips-tricks/fix-your-current-security-settings-do-not-allow-t
downloaded-error-in-ie/ - 80 - 12.178.189.252 HTTP/1.1 Mozilla/5.0+(Macintosh;+U;+Intel+Mac+OS+X+10_6_2;+en-us)+Applewe
(KHTML,+like+Gecko)+version/4.0.3+Safari/531.9 - http://www.google.com/search?hl=en&client=safari&ls=en&q=itunes%
BA+your+current+security+settings+do+not+allow+this+program+to+be+downloaded&aq=f&aq1=&oq= blog.caneja.com 200 0 0 853
2010-02-10 00:01:08 W3SVC1446 WEB100 216.167.204.29 GET /wp-content/plugins/contact-form-7/stylesheets.css ver=2.0.7 80
HTTP/1.1 Mozilla/5.0+(Macintosh;+U;+Intel+Mac+OS+X+10_6_2;+en-us)+AppleWebKit/531.9+(KHTML,+like+Gecko)+version/4.0.3+
http://blog.caneja.com/tips-tricks/fix-your-current-security-settings-do-not-allow-this-file-to-be-downloaded-error-in
200 0 0 811 475 93
2010-02-10 00:01:08 W3SVC1446 WEB100 216.167.204.29 GET /wp-includes/js/wp-ajax-response.js ver=2.9.1 80 - 12.178.189.
Mozilla/5.0+(Macintosh;+U;+Intel+Mac+OS+X+10_6_2;+en-us)+AppleWebKit/531.9+(KHTML,+like+Gecko)+version/4.0.3+Safari/53
http://blog.caneja.com/tips-tricks/fix-your-current-security-settings-do-not-allow-this-file-to-be-downloaded-error-in
200 0 0 1537 446 124
2010-02-10 00:01:08 W3SVC1446 WEB100 216.167.204.29 GET /wp-content/plugins/wp-ajax-edit-comments/js/wp-ajax-edit-comm
12.178.189.252 HTTP/1.1 Mozilla/5.0+(Macintosh;+U;+Intel+Mac+OS+X+10_6_2;+en-us)+AppleWebKit/531.9+(KHTML,+like+Gecko)
+version/4.0.3+Safari/531.9 - http://blog.caneja.com/tips-tricks/fix-your-current-security-settings-do-not-allow-this-
error-in-ie/ blog.caneja.com 200 0 0 5941 478 93
2010-02-10 00:01:08 W3SVC1446 WEB100 216.167.204.29 GET /wp-content/plugins/lightbox-plus/css/elegant/colorbox.css - 8
HTTP/1.1 Mozilla/5.0+(Macintosh;+U;+Intel+Mac+OS+X+10_6_2;+en-us)+AppleWebKit/531.9+(KHTML,+like+Gecko)+version/4.0.3+
http://blog.caneja.com/tips-tricks/fix-your-current-security-settings-do-not-allow-this-file-to-be-downloaded-error-in
200 0 0 1365 474 93
2010-02-10 00:01:08 W3SVC1446 WEB100 216.167.204.29 GET /wp-content/plugins/wp-ajax-edit-comments/css/themes/circular/
- 12.178.189.252 HTTP/1.1 Mozilla/5.0+(Macintosh;+U;+Intel+Mac+OS+X+10_6_2;+en-us)+AppleWebKit/531.9+(KHTML,+like+Geck
+version/4.0.3+Safari/531.9 - http://blog.caneja.com/tips-tricks/fix-your-current-security-settings-do-not-allow-this-
error-in-ie/ blog.caneja.com 200 0 0 1414 495 109
2010-02-10 00:01:08 W3SVC1446 WEB100 216.167.204.29 GET /wp-content/plugins/wp-ajax-edit-comments/css/colorbox/colorbo
12.178.189.252 HTTP/1.1 Mozilla/5.0+(Macintosh;+U;+Intel+Mac+OS+X+10_6_2;+en-us)+AppleWebKit/531.9+(KHTML,+like+Gecko)
+version/4.0.3+Safari/531.9 - http://blog.caneja.com/tips-tricks/fix-your-current-security-settings-do-not-allow-this-
error-in-ie/ blog.caneja.com 200 0 0 1443 483 109
2010-02-10 00:01:08 W3SVC1446 WEB100 216.167.204.29 GET /wp-content/plugins/lightbox-plus/js/jquery.colorbox-min.js ve
12.178.189.252 HTTP/1.1 Mozilla/5.0+(Macintosh;+U;+Intel+Mac+OS+X+10_6_2;+en-us)+AppleWebKit/531.9+(KHTML,+like+Gecko)
+version/4.0.3+Safari/531.9 - http://blog.caneja.com/tips-tricks/fix-your-current-security-settings-do-not-allow-this-
error-in-ie/ blog.caneja.com 200 0 0 4490 470 296
2010-02-10 00:01:08 W3SVC1446 WEB100 216.167.204.29 GET /wp-content/plugins/wp-ajax-edit-comments/js/jquery.colorbox-m
```

# Daily Time Trend.



**Average daily spider visits:**  
**~1.3million**

## Crawl Stats

Googlebot activity in the last 90 days  
Pages crawled per day





# Search

All time ▾



## How to Search

If you aren't familiar with searching in Splunk, or want to learn more, checkout one of the following resources.

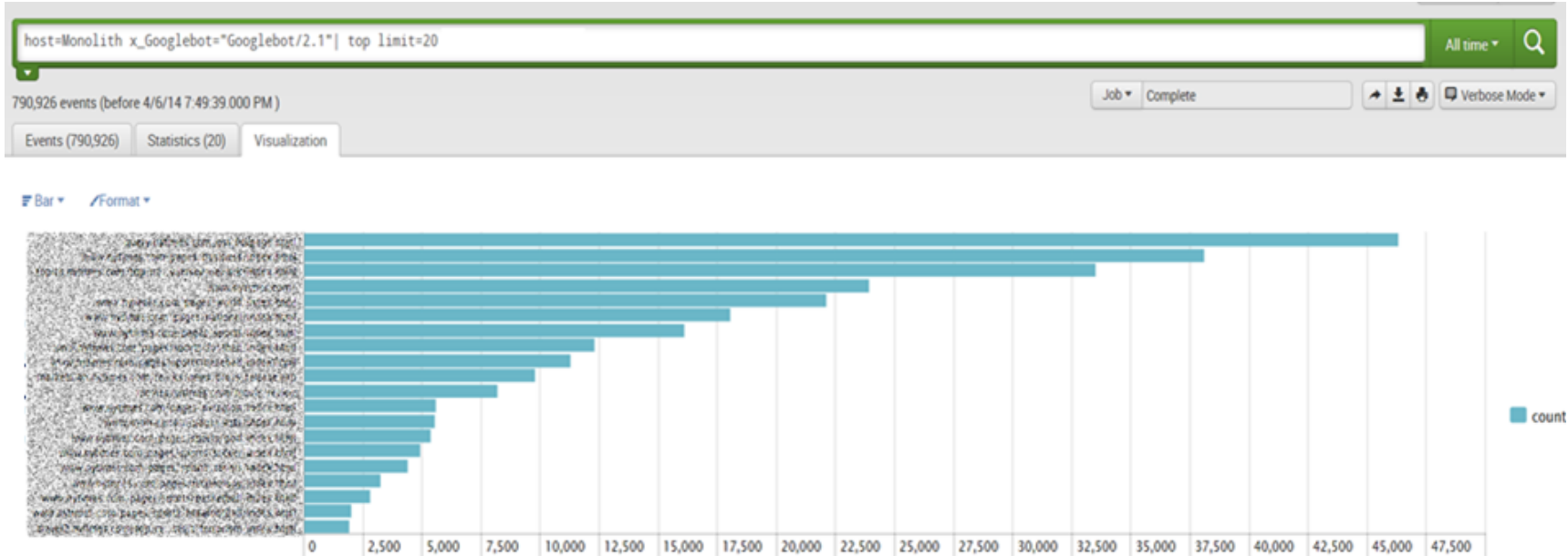
[Documentation](#) [Tutorial](#)

## What to Search

846,113 Events  
INDEXED

[Data Summary](#)

# Splunk!



>100 Values, 97.47% of events

Selected

Yes

No

## Reports

Top values

Top values by time

Rare values

Events with this field

### Top 10 Values

	Count	%
Search Pages	46,326	6.009%
Section Front	38,092	4.941%
City Page	33,491	4.344%
Home Page	23,914	3.102%
International Page	22,118	2.869%
	18,061	2.343%
	16,095	2.088%
	12,292	1.594%
	11,279	1.463%
	9,786	1.269%

# Want to Know How to Cascade PageRank? Section Fronts

>100 Values, 99.993% of events

Selected

Yes

No

## Reports











Top values

Top values by time

Rare values

Events with this field

### Top 10 Values

	Count	%	
Business	137,429	17.828%	
Sports	100,637	13.055%	
Movies	90,815	11.781%	
Style	83,944	10.89%	
	55,081	7.145%	
	34,804	4.515%	
	26,027	3.376%	
	23,975	3.11%	
	22,226	2.883%	
	20,552	2.666%	

## Reports

Top values

Top values by time

Rare values

Events with this field

### Top 10 Values

	Count	%
The	37,523	5.01%
Most	32,709	4.368%
Crawled	22,428	2.995%
Pages	21,753	2.905%
On	19,509	2.605%
Your	17,764	2.372%
Site	15,677	2.093%
	12,677	1.693%
	12,149	1.622%
	11,887	1.587%

# Tools.

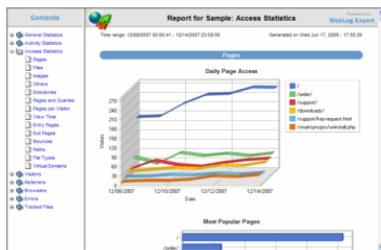


WebLog Expert

- home
- features
- sample report
- lite version
- comparison
- download
- purchase
- community
- support

## Information

WebLog Expert is a fast and powerful access log analyzer. It will give you information about your site's visitors: activity statistics, accessed files, paths through the site, information about referring pages, search engines, browsers, operating systems, and more. The program produces easy-to-read reports that include both text information (tables) and charts. View the WebLog Expert [sample report](#) to get the general idea of the variety of information about your site's usage it can provide.



The log analyzer can create reports in [HTML](#), [PDF](#) and [CSV](#) formats. It also includes a web server that supports [dynamic HTML reports](#).

## WebLogExpert.com

David Sottimano <http://bit.ly/mozlogfiles>

## ExactTrend.com

EXACTTREND.COM

HOME DOWNLOADS ORDER SUPPORT FEEDBACK

### WHAT'S NEW

**10 March 2014**  
Web Log Suite 7.0  
WMS Log Storage 4.2  
Proxy Log Storage 3.2  
**26 February 2014**  
Web Log Explorer 7.0  
WMS Log Analyzer 4.2  
Proxy Log Explorer 3.2  
**21 February 2014**  
WMS Log Storage 4.1  
Web Log Suite 6.5  
**13 February 2014**  
WMS Log Analyzer 4.1  
**07 February 2014**  
Web Log Explorer 6.51  
**01 February 2014**  
Proxy Log Explorer 3.1  
Web Log Explorer 6.5  
**28 January 2014**  
Web Log Explorer 6.5  
**27 December 2013**  
Web Log Explorer 6.44  
Web Log Suite 6.43  
**17 November 2013**  
Web Log Explorer 6.43  
**8 November 2013**  
Web Log Explorer 6.42  
Web Log Suite 6.42  
WMS Log Analyzer 4.02

### Web Log Explorer

The Web Log Explorer is web log analyser the fastest and most powerful generates interactive reports and graphs of any kind and displays them. The system of filters provides the ability to carry out deep analysis of visitor activity. It gives you activity statistics, file access statistics, and information about referring pages, search engines, errors, visitor countries, referring sites, you will get complete information about search words and phrases and more.

[More info](#) | [Download](#) | [Screenshots](#) | [Purchase](#)

### Web Log Suite

The Web Log Suite is a GUI/command line powerful web log analyzer. It produces highly detailed, easily configurable usage reports in HTML format, for viewing with a standard web browser. It will give you information about your site's visitors, activity statistics, file access statistics, information about referring pages, search engines, errors, visitor country, referring sites, you will get complete information about search words and phrases and more.

[More info](#) | [Download](#) | [Screenshots](#) | [Purchase](#)



# Roadmap.

**Training**

**Create Dashboards  
using Supermetrics  
Data Grabber**

**Watermark  
your Images**

**Slideshows –  
play with rel=can  
vs Prev/Next,  
View All**

**Don't rely  
on GWT**

# Roadmap.

**Google News  
is great**

**Always run GA  
under Omniture**

**System Checks  
– less is more!**

**Log File  
Analysis**









# MOZCON

2014

## THANK YOU!

### SESSION Q&A



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#MozCon