

# MOZCON

2014

## WELCOME!

### Local Lessons From Small Town USA

**Mike Ramsey • Nifty Marketing**

**@MikeRamsey • [mike@niftymarketing.com](mailto:mike@niftymarketing.com)**



#MozCon



# Happy Island







ZADIG & VOLTAIRE  
ROCKS UPTOWN  
992 MADISON AVENUE

FLASHDRY  
MOVING IN MOTION

PARAGON SPORTS  
10TH STREET & BROADWAY

Kameco  
BUILDING MATERIALS  
212-736-7200

Madison  
TRUCK LEASE & RENTAL  
212-255-0900

Edison  
PARK  
FAST

MORANS

ARTF



**This**



**These**



# There



Grandview Ln

Pleasant View Ln

E 20th St

Hilltop Ct

Hilltop Ct

Willow Ct

S 150 E

Hillcrest Dr

Burley Courts

Aspen Crest



**There**



**Mordor**



**NEVER GUNNA HAPPEN**



nifty

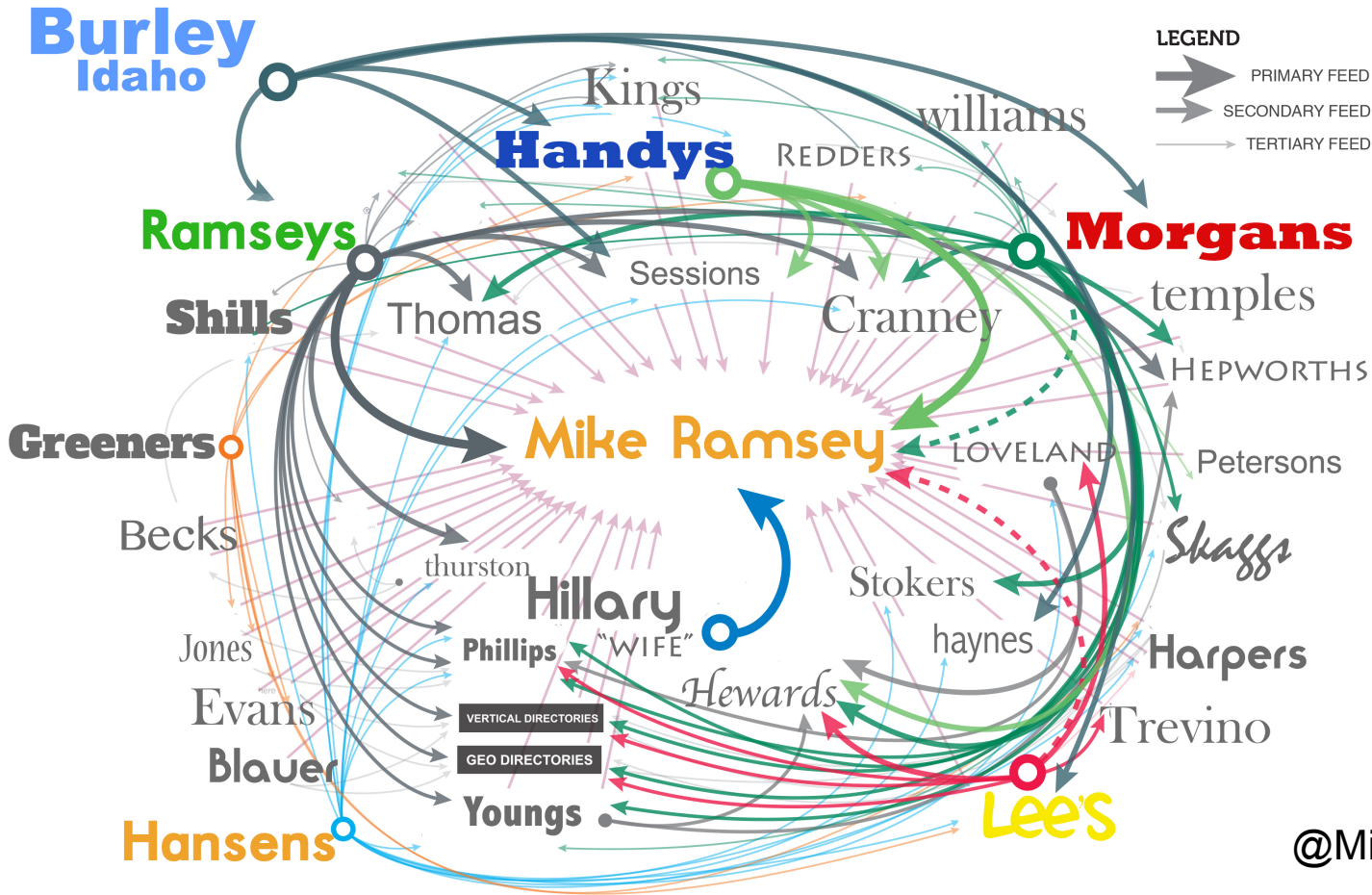


# Lesson One

**Everyone**

**Is Related**

# The Burley Idaho Ecosystem



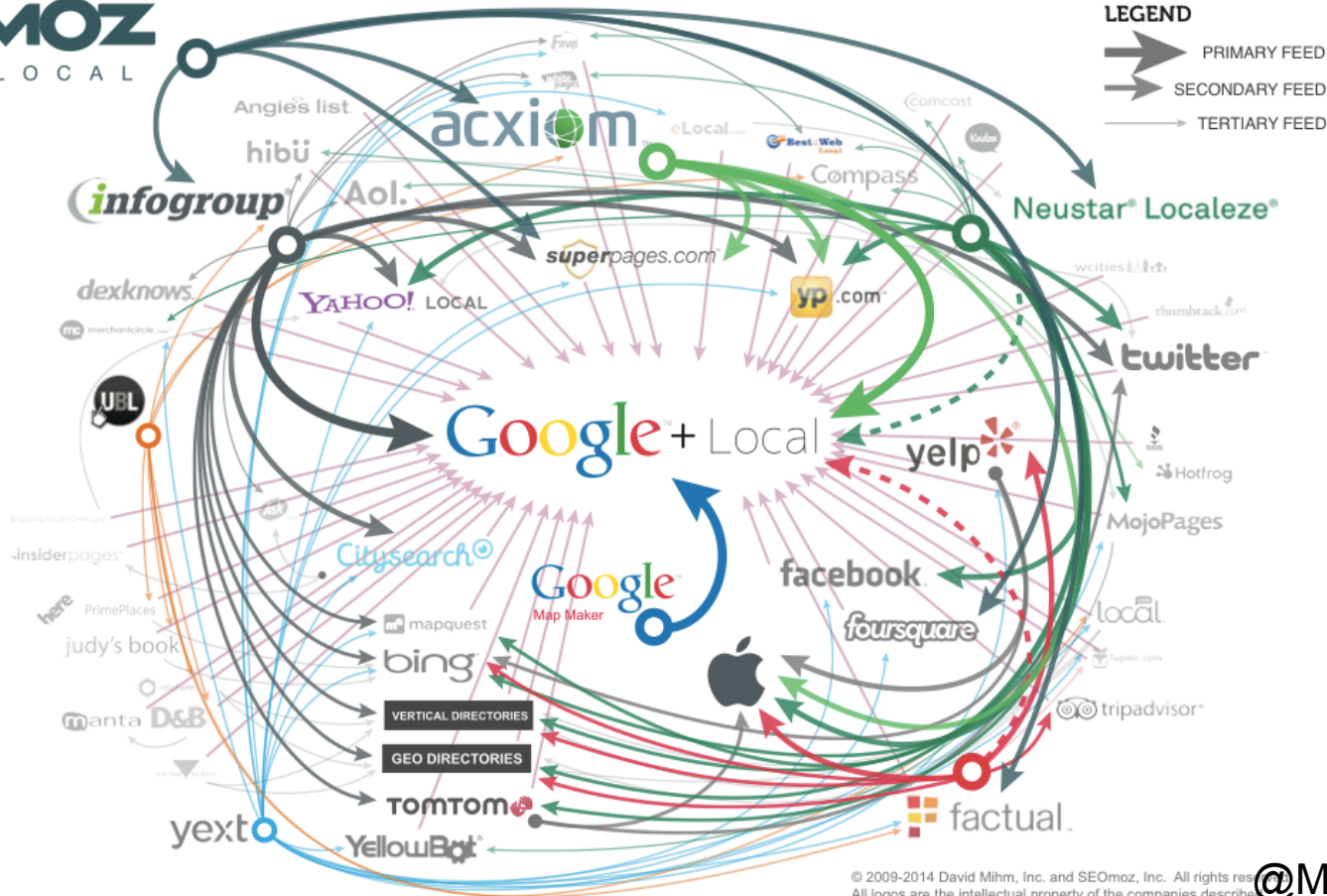
@MikeRamsey

# The Local Search Ecosystem (United States)

**MOZ**  
LOCAL

## LEGEND

- ➔ PRIMARY FEED
- ➞ SECONDARY FEED
- TERTIARY FEED



**David,**

**You'll be hearing from  
my lawyers.**

# Name

# Address

# Phone Number

ABK Co.  
123 Road #117  
Salt Lake City, Utah  
(801) 567-5678

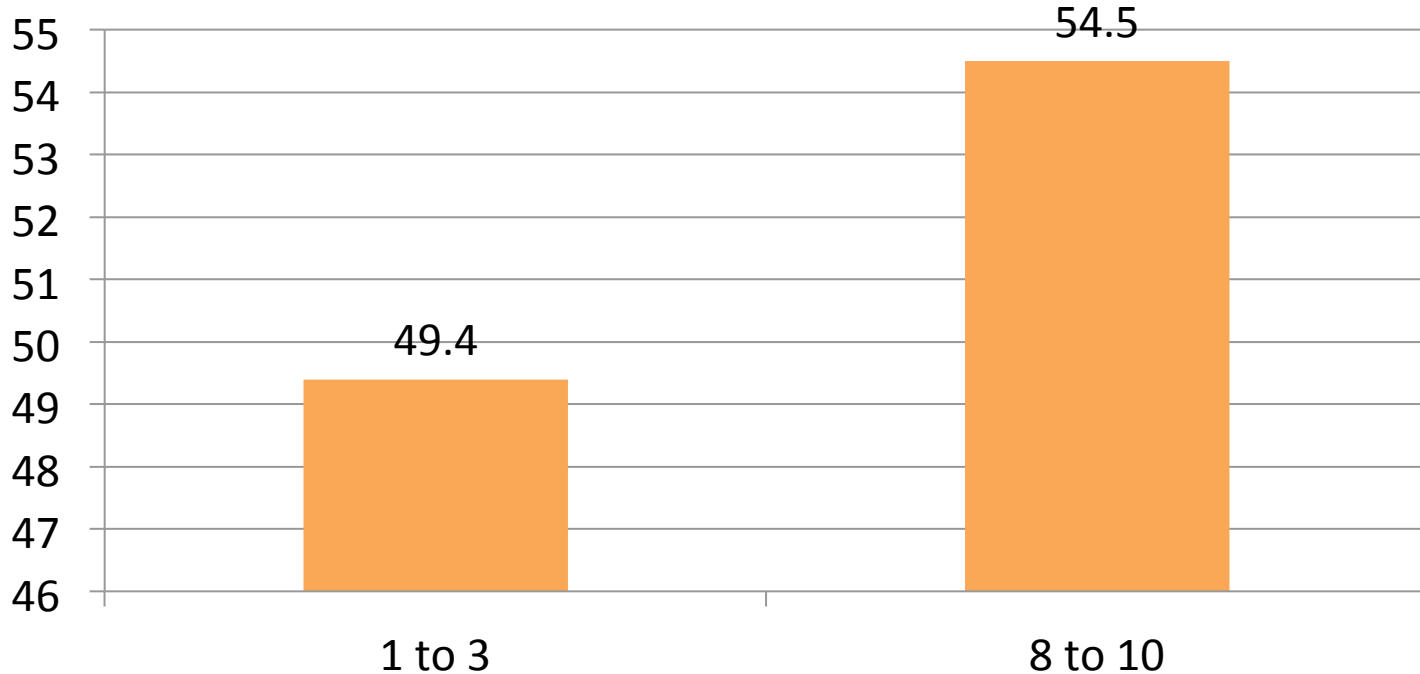
Alfa Beta Kappa Co.  
123 Rd Ste 117  
SLC, Utah  
(801) 334-3456

Alfa Beta Kappa  
#117 123 Road  
Salt Lake City, Utah  
(800) 123-1234



# Top Ranking PI Lawyers had 9% less

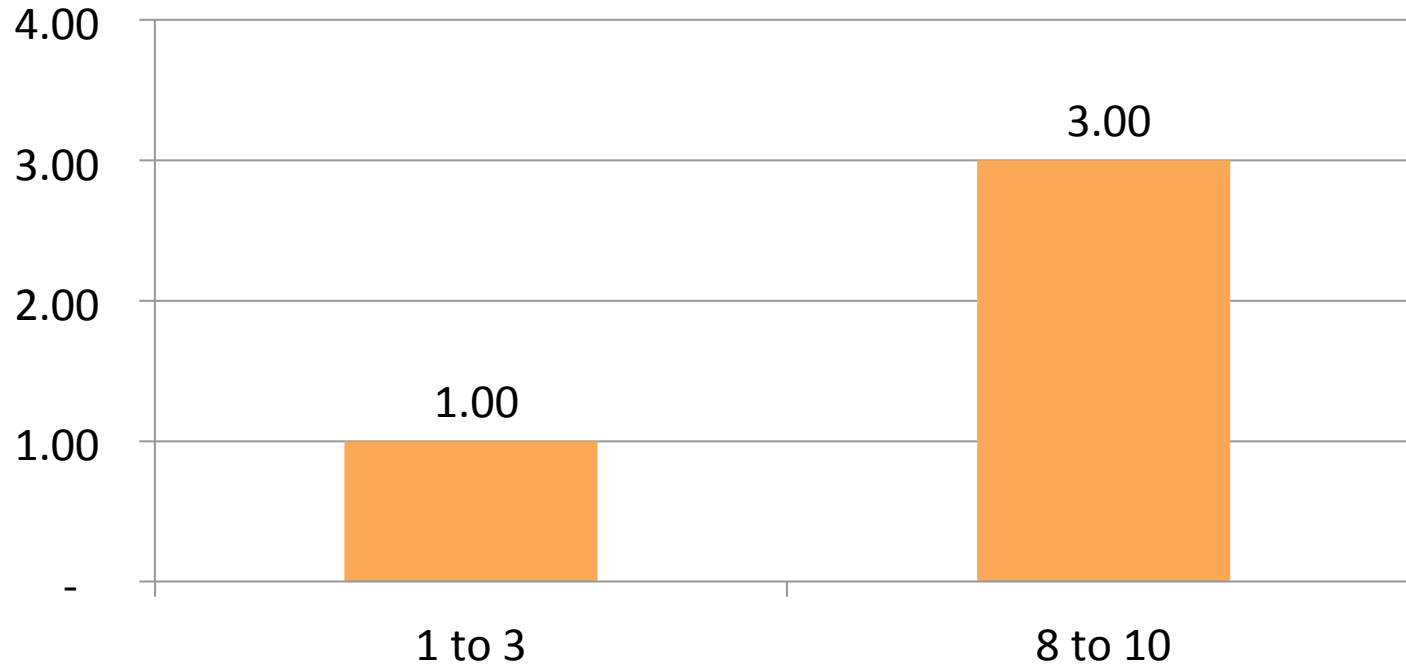
Total Citations (or local listings)



**Using BrightLocal CitationTracker**

@MikeRamsey

## NAP Issues/Errors – (Infogroup)



**Using MozLocal**

@MikeRamsey

## Choose the most accurate listing

### Bisnar Chase Personal Injury Attorneys

1301 Dove St, #120, Newport Beach, CA, 92660  
(949) 203-3814

### Corporate Realty Advisors

445 S Figueroa St, Los Angeles, CA, 90071  
(213) 489-6855

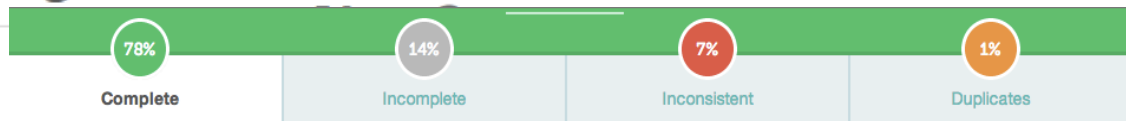
### Bisnar & Chase

1301 Dove St, Newport Beach, CA, 92660  
(310) 536-0301

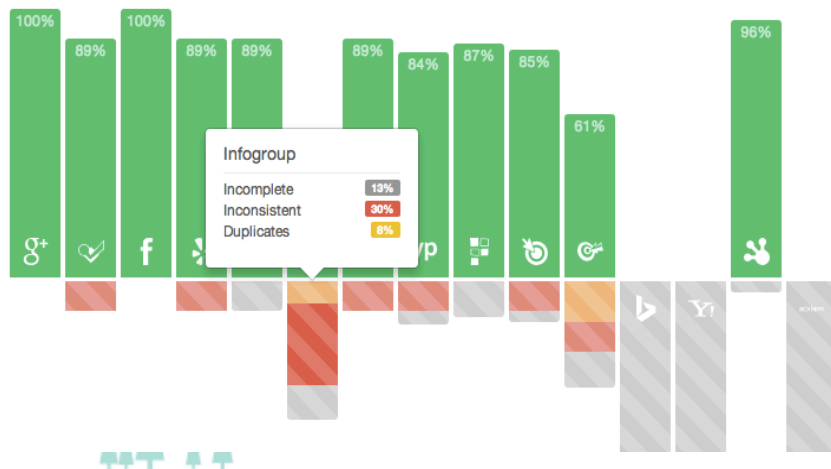
### Bisnar Chase LLP

1301 Dove St, # 120, Newport Beach, CA, 92660  
(949) 900-0320

### Bisnar , John P. - Bisnar Chase Consume



See how complete your listing is on each search engine.  
Explore the graph below for more information about a specific engine



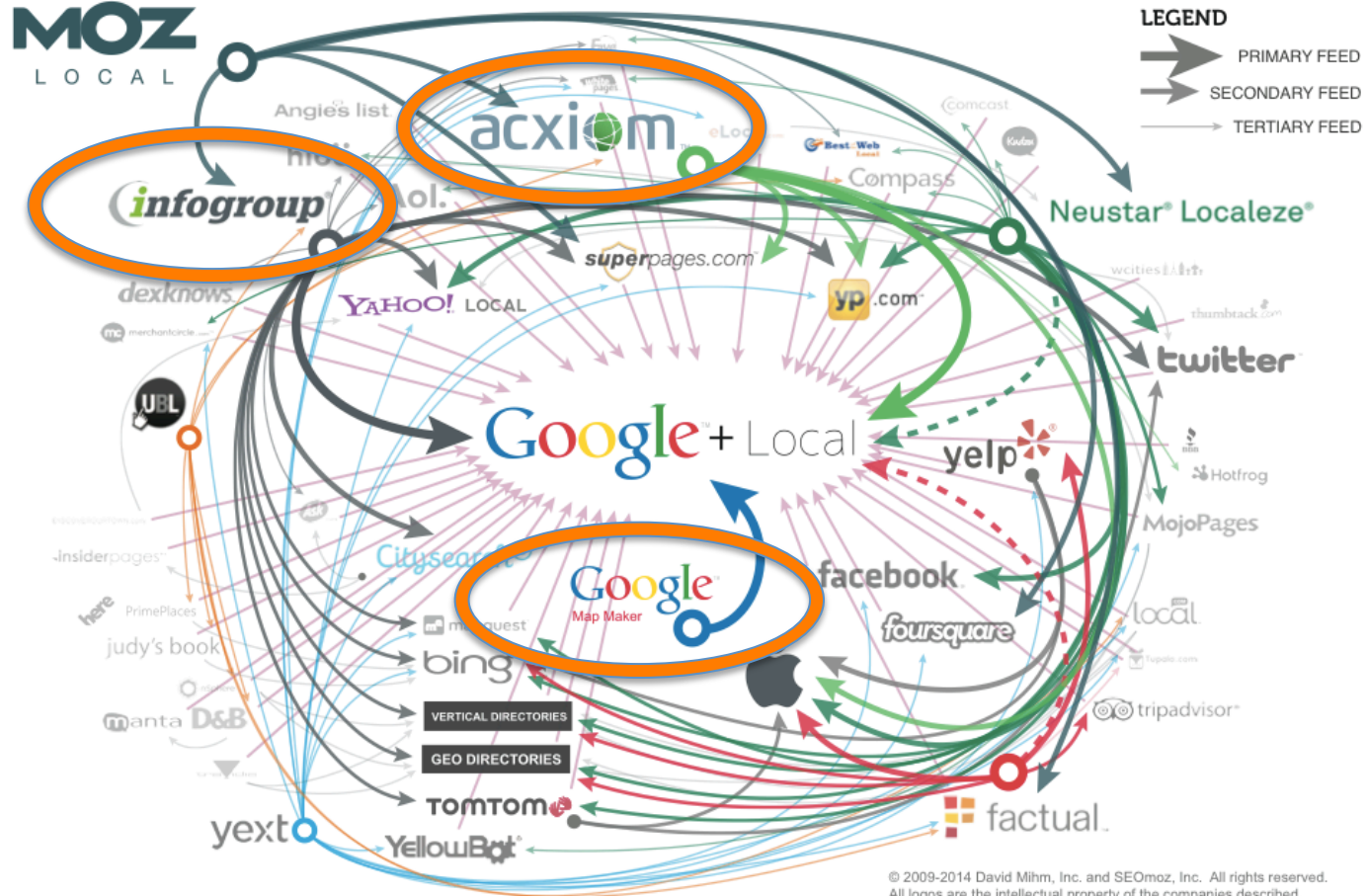
**Fix**

**Big**

**Relationships**

**First**

# The Local Search Ecosystem (United States)



## First, let's find your business:



Submitting more than 10 listings? Try [Bulk Update](#)

Here's what we found. Please identify your business in the list below.

### [SEO Moz Inc](#)

217 Pine St #1100, Seattle, WA 98101

CLAIM NOW

### [SEO Moz Inc](#)

1100 2nd Ave #500, Seattle, WA 98101  
(206) 632-3171

CLAIM NOW

To see more results, add more information in the search box.

Don't see your business? [Add it now.](#)



moz|



Map Maker

Showing Search Results



ADD NEW

Edit

Browse

Results 1 - 10 of about 318 for moz



Moz

1100 2nd Avenue #500, Seattle, Washington 98101, United States

Category: Internet Marketing Service

[Details](#) | [Edit](#)

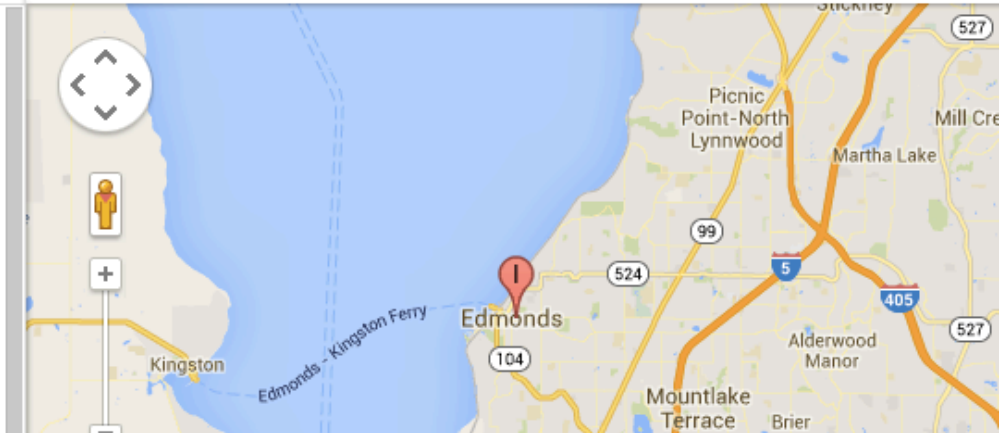


Moz

1100 2nd Avenue #500, Seattle, Washington 98101, United States

Category: Software Company

[Details](#) | [Edit](#)



# LESSON TWO

# Reputation

**Is built over a lifetime  
and broke in an instant.**



**W** *Weekly*  
**MAILER**  
*every mailbox. every week.*

# 88%

# of consumers trust online reviews as much as personal recommendations.



95%

**Share bad  
customer experiences.**

**Make reviews**  
**part of your**  
**customer**  
**experience.**



We really appreciate your honest feedback.  
Please fill out this very brief form.

Please enter your name \*

How would you describe your experience with NiftyLaw? \*

- Very Poor
- Poor
- Ok
- Good
- Great

Submit

# Please let us know what we could do better.

Insert your ideas and Comments in the Box Below. Thank You. \*

Submit

If you would like to discuss this with our President, Mike Ramsey then you can reach him at **208-312-7480** or  
[mike@niftymarketing.com](mailto:mike@niftymarketing.com)

@MikeRamsey

# Thanks for the great feedback!

We love it when our awesome clients review us online. It helps us continue to bring about quality work in the name of Nifty. Please make time to review us on



or enjoy reading our reviews on



@MikeRamsey

# get *Five stars*

start encouraging online reviews

1. Find Business

2. Claim Business

3. Get Reviews



## Collect Feedback and Reviews

Our private feedback system helps you collect feedback, identify issues, and share positive reviews and testimonials



## Monitor Online Reviews

Monitor online reviews and customer satisfaction just like big companies do



## Share Testimonials and Reviews

Add testimonials to your website, share reviews on Google+, Yelp, CitySearch, and more



## Designed for Mobile and Tablet

Designed for mobile and tablet devices so you can access your feedback from anywhere



## Rainbow Pest Experts

[www.rainbowpestexperts.com](http://www.rainbowpestexperts.com)

[Google+ page](#)

## Rove Pest Control

[www.rovepestcontrol.com](http://www.rovepestcontrol.com)

4.6 ★★★★★ 17 Google reviews · [Google+ page](#)

## Laughlin's Pest Control and Critter C...

[www.pestandcrittercontrol.com](http://www.pestandcrittercontrol.com)

[Google+ page](#)

## VIP Pest Control, Inc.

[www.vippestcontrolinc.com](http://www.vippestcontrolinc.com)

[Google+ page](#)

## Enviro Care Pest Solutions

[www.envirocarepest.org](http://www.envirocarepest.org)

4 Google reviews · [Google+ page](#)

## Accurate Pest Control

[www.accuratepest.com](http://www.accuratepest.com)

1 Google review · [Google+ page](#)

## Twin City Tree Service

[tctreecareinc.com](http://tctreecareinc.com)

1 Google review · [Google+ page](#)

## Map results for st paul pest control

A 3065 Spruce St  
Little Canada, MN  
(651) 789-0685

B 1043 Grand Ave  
St Paul, MN  
(651) 735-3101

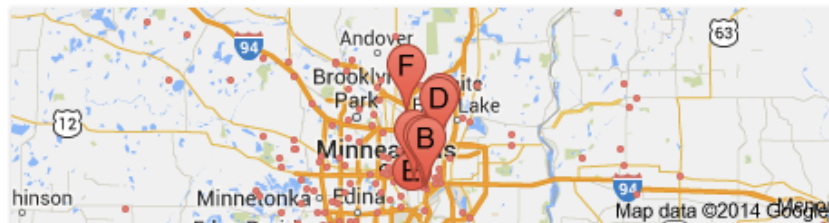
C 1908 University Ave W  
St Paul, MN  
(651) 646-6131

D 2876 Middle St  
Little Canada, MN  
(651) 426-1714

E St Paul, MN  
(651) 775-1286

F 2447 Ridge Ln  
Mounds View, MN  
(763) 785-6070

G 1216 Hague Ave  
St Paul, MN  
(651) 645-2933



## Map for st paul pest control

4.9 ★★★★★ rating for homeadvisor.com

Get 5-Star **Pest Control** Pros Now.

Free Quotes & 24/7 Project Support!

## Saint Paul Pest Control

[www.superpages.com/](http://www.superpages.com/) ▼

Superpages Reviews Help Find the

Right **Pest** Pro This Fall.

## Pest Control St Paul

[www.local.com/Pest+Control+St+Paul](http://www.local.com/Pest+Control+St+Paul) ▼

Check Out Local.com To Find

**Pest Control** Experts In Your Area!

[See your ad here »](#)

# Rove Pest Control

1043 Grand Ave, St Paul, MN

 Write a review

4.6  17 reviews

Sort by: Most helpful ▾



**Donna Nightingale**

a month ago

★★★★★ Voles decided they wanted to take up residence in my garden making everyone leery of working in it. I contacted Rove and they had the tools necessary to make it a rodent free area again. We also had them treat an ant problem. We remain ant free ... [More](#)

**Response from the owner** a month ago

It is always a pleasure to help keep the ants and the voles out of the way. If they start offering to pay rent, we may have to reconsider our strategy, but until then we will keep them under control. Let us know if any new pests start to show up ... [More](#)



**Michelle Steffen**

4 weeks ago

★★★★★ Rove Pest Control is wonderful, friendly staff very easy to work with. The staff is very knowledgeable and trustworthy. I would recommend Rove Pest Control to anyone looking for great service. I had no issues with bugs or rodents after my ... [More](#)

**Response from the owner** 3 weeks ago

Thanks for taking the time to let us know how we are doing with the battle against the mice and the

@MikeRamsey

Owner  
Response



Not  
Visible



## Rove Pest Control

1043 Grand Ave, St Paul, MN

 Write a review


4.6  17 reviews


Sort by: Most helpful ▾



**Carl Pelon**

a month ago

 Don't trust them!


**Response from the owner** a month ago - 

Though very brief, we would like to thank you for your response. We would also like to apologize again for the customer service representative's misunderstanding of the prepay discount and how it showed up on the account. I am glad that after ... [More](#)



**Breanna Laine**

3 weeks ago

 We recently had Rove Pest Control at my mothers house, The tech that came to do the first service was excellent. We no longer see any ants, We are so Happy with the service we would recommend ROVE PEST CONTROL to anyone they ROCK!!!!

**Response from the owner** 3 weeks ago

It was a pleasure working with your mother to evict the ants from her residence. We made sure they packed all their belongings as they moved out of there, so they should not have reason to come back in side for anything. If ants or any other pest ... [More](#)

@MikeRamsey

# Lesson Three

**To Have Fun...**

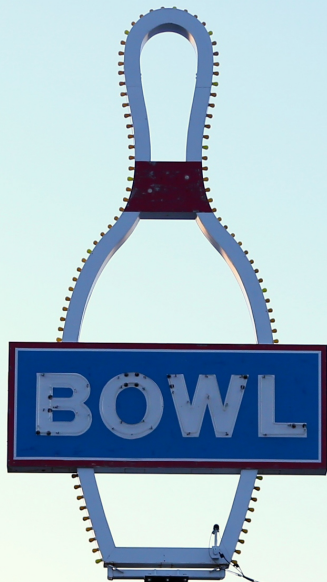
**You have to get creative.**

BURLEY THEATRE

BURLEY  
THEATER

ALL SEATS \$2      ALL DIGITAL  
LEGENDS OF OZ PG  
730 915      FRI THRU TUE





**BOWL**

**You can't wait**

**For others to figure out  
what to do.**

# Review

# Test



May 29<sup>th</sup> 2014



burley idaho restaurants



+Mike



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Images

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## Restaurants near Burley, ID

3.9 ★★★★★ 11 reviews	3.3 ★★★★★ 13 reviews	2 reviews	3.5 ★★★★★ 6 reviews	3 reviews	4.5 ★★★★★ 7 reviews	3.4 ★★★★★ 22 reviews	2 reviews	4 reviews	3.8 ★★★★★ 6 reviews
<b>Papa Kelsey's Pizza &amp; Subs</b> \$\$ · Italian	<b>Morey's Steakhouse</b> Steak	<b>Chadwick Sports Grille</b> \$\$	<b>A C Drive-In</b>	<b>Burgers Etc</b>	<b>Canton Buffet</b> Chinese	<b>Guadalajara Mexican Resta...</b> \$ · Mexican	<b>Subway</b> \$ · Sandwich	<b>Ediths Cafe</b>	<b>China First</b> \$\$ · Chinese

### Burley, ID Restaurants: See 34 restaurants with 160 reviews...

[www.tripadvisor.com](http://www.tripadvisor.com) › United States › Idaho (ID) › Burley › TripAdvisor

Dining in Burley, Idaho: See 160 TripAdvisor traveler reviews of 34 Burley restaurants and search by cuisine, price, location, and more.

### Best Burley Restaurants - Idaho - Urbanspoon

[www.urbanspoon.com](http://www.urbanspoon.com) › Restaurants › Idaho › Urbanspoon

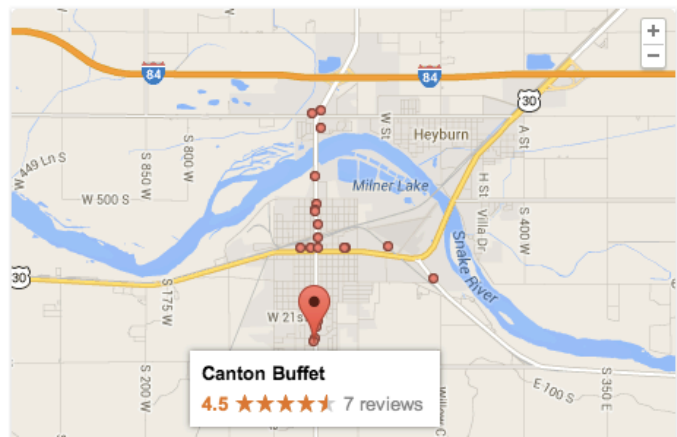
Results 1 - 50 of 75 - **Burley Restaurants**. Reviews from critics, food blogs and ...

Stevo's 105 votes - 10 reviews. Burley - American, Burgers  
Guadalajara Mexican ... 33 votes - 5 reviews. Burley - Mexican

### Restaurants in Burley, Idaho with Reviews & Ratings - YP.c...

[www.yellowpages.com](http://www.yellowpages.com) › Burley, ID › Restaurants › Yellowpages.com


Results 1 - 30 of 96 - 96 listings of **Restaurants** in Burley on YP.com. Find reviews, directions & phone numbers for the best **restaurants** in **Burley, ID**.



We  
Added  
7 reviews  
Over a  
Month

# Ediths Cafe

144 Idaho 81, Burley, ID

 Edit your review


4.1  12 reviews

Sort by: Most helpful ▾



**Mike Ramsey**


3 weeks ago - [Edit](#)

 This is one of my favorite hamburger restaurants in Burley. You can get frys and a burger or burger and frys. The new building is really nice and the burger sauce is great. The only problem is the limited hours. You have to catch them when they ... [More](#)



**Dax Greener**


2 weeks ago

 One of the best burger joints in Burley. Great traditional food. Simple menu, simply great. Just remember that they do have weird hours for a restaurant so make sure you call before to see if they are open. If you want some good food and a chill ... [More](#)



**Jami Heward**

a week ago

 One of the best hamburgers in Burley! It's a clean restaurant with friendly staff. It's also great to be able to find good food that is made when you order rather than sitting in a warmer waiting to be ordered. If you haven't tried their burgers ... [More](#)

@MikeRamsey

June 24<sup>th</sup> 2014



burley idaho restaurants



+Mike



4

S

Web

Maps

Shopping

News

Images

More

Search tools



## Restaurants near Burley, ID



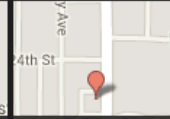
3.9 ★★★★★  
11 reviews

Papa Kelsey's  
Pizza & Subs  
\$\$ • Italian



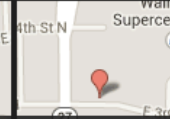
3 reviews

JB'S Restaurant  
American



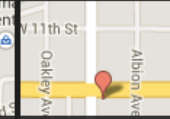
4.5 ★★★★★  
7 reviews

Canton Buffet  
Chinese



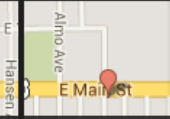
3.2 ★★★★★  
14 reviews

Morey's  
Steakhouse  
Steak



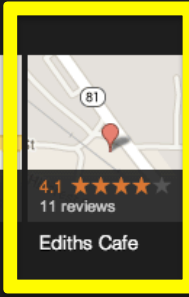
4.4 ★★★★★  
9 reviews

Shon Hing  
Chinese



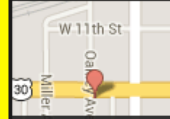
3.5 ★★★★★  
6 reviews

A C Drive-In



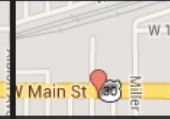
4.1 ★★★★★  
11 reviews

Ediths Cafe



2 reviews

Chadwick  
Sports Grille  
\$\$



3 reviews

Main Street  
Burger  
Hamburger



3 reviews

Burgers Etc

### Burley, ID Restaurants: See 34 restaurants with 172 reviews...

[www.tripadvisor.com](http://www.tripadvisor.com) › United States › Idaho (ID) › Burley

Dining in Burley, Idaho: See 172 TripAdvisor traveler reviews of 34 Burley restaurants and search by cuisine, price, location, and more.

### Best Burley Restaurants - Idaho - Urbanspoon

[www.urbanspoon.com](http://www.urbanspoon.com) › Restaurants › Idaho

Burley Restaurants. Reviews from critics, food blogs and fellow diners.

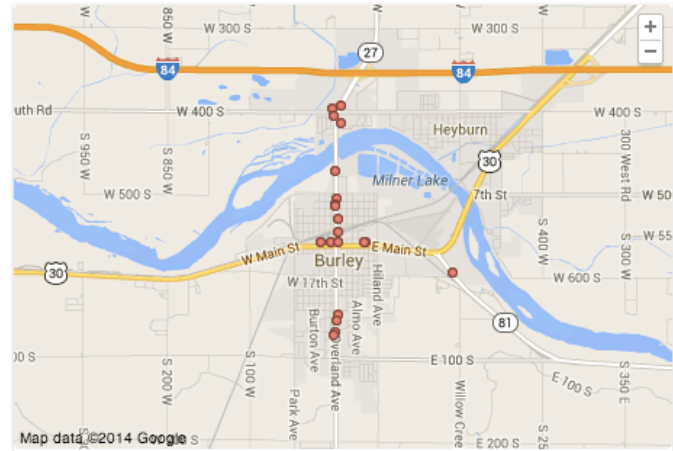
### Restaurants in Burley, Idaho with Reviews & Ratings - YP.c...

[www.yellowpages.com/burley-id/restaurants](http://www.yellowpages.com/burley-id/restaurants)

Results 1 - 30 of 99 - Find 99 listings related to Restaurants in Burley on YP.com. See reviews, photos, directions, phone numbers and more for the best ...

### Restaurants Burley, ID - Yelp

[www.yelp.com/search?cflt=restaurants&find...Burley%2C+ID](http://www.yelp.com/search?cflt=restaurants&find...Burley%2C+ID)



# Driving Direction Test

**Liberty Tax Service**

[www.libertytax.com](http://www.libertytax.com)

[Google+ page](#)

**A** 126 E 13th St  
Burley, ID  
(208) 678-2336

**Garald Price & Associates PA**

[plus.google.com](http://plus.google.com)

[Google+ page](#)

**B** 2058 Overland Ave  
Burley, ID  
(208) 878-9000

**H&R Block**

[www.hrblock.com](http://www.hrblock.com)

[Google+ page](#)

**C** 2175 Overland Ave  
Burley, ID  
(208) 678-9691

**Continental Loans**

[plus.google.com](http://plus.google.com)

1 [Google review](#)

**D** 1426 Overland Ave  
Burley, ID  
(208) 678-1761

**Westfall & Westfall CPA's**

[westfallcpa.com](http://westfallcpa.com)

[Google+ page](#)

**E** 1329 Albion Ave  
Burley, ID  
(208) 878-0466

**King Pope Phillips Oakes & Co**

[plus.google.com](http://plus.google.com)

[Google+ page](#)

**F** 1710 Overland Ave  
Burley, ID  
(208) 878-7000

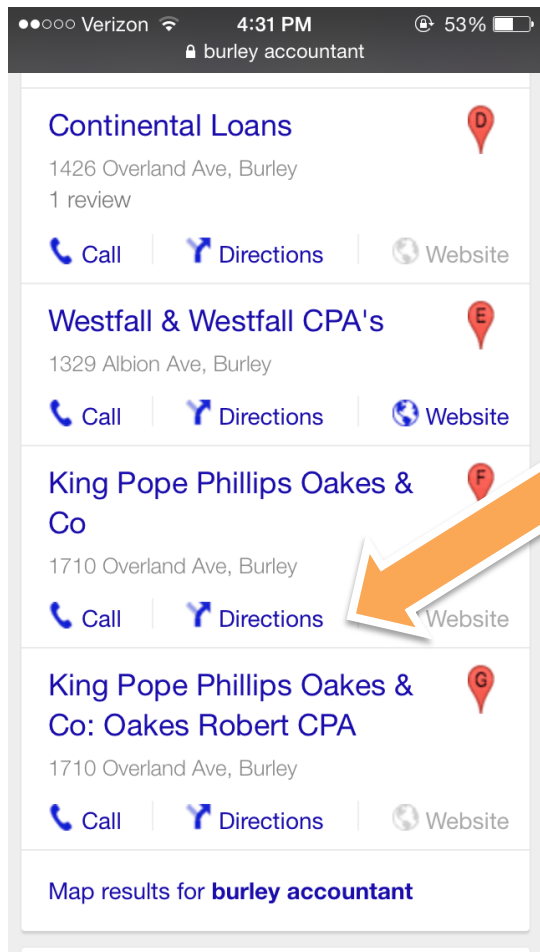
**Garald Price & Associates PA: Merrig...**

[www.gpricecpa.com](http://www.gpricecpa.com)

[Google+ page](#)

**G** 2058 Overland Ave  
Burley, ID  
(208) 878-9000

Map results for **burley accountant**



**Clicked this  
from multiple  
phones  
On LTE  
network**

June 25<sup>th</sup> 2014

# Child listing Shows up



## Liberty Tax Service

[www.libertytax.com](http://www.libertytax.com)

[Google+ page](#)

## Garald Price & Associates PA

[www.gpricecpa.com](http://www.gpricecpa.com)

[Google+ page](#)

## H&R Block

[www.hrblock.com](http://www.hrblock.com)

[Google+ page](#)

## Continental Loans

[plus.google.com](https://plus.google.com)

1 [Google review](#)

## Westfall & Westfall CPA's

[westfallcpa.com](http://westfallcpa.com)

[Google+ page](#)

## King Pope Phillips Oakes & Co

[plus.google.com](https://plus.google.com)

[Google+ page](#)

## King Pope Phillips Oakes & Co: Oak...

[plus.google.com](https://plus.google.com)

[Google+ page](#)

**A** 126 E 13th St  
Burley, ID  
(208) 678-2336

**B** 2058 Overland Ave  
Burley, ID  
(208) 878-9000

**C** 2175 Overland Ave  
Burley, ID  
(208) 678-9691

**D** 1426 Overland Ave  
Burley, ID  
(208) 678-1761

**E** 1329 Albion Ave  
Burley, ID  
(208) 878-0466

**F** 1710 Overland Ave  
Burley, ID  
(208) 878-7000

**G** 1710 Overland Ave  
Burley, ID  
(208) 878-7000

Map results for **burley accountant**

**Link**

**Test**



Google burley idaho used cars

Web Shopping Maps News Images More Search tools

About 19,800 results (0.46 seconds)

**Used Burley Cars - Auto.com**  
[www.auto.com/](#)  
 Find Used Burley Cars. See Local Listings, Prices, & Pics!  
 Salt Lake City Cars - Salt Lake City New Cars - Auto.com Official Site - BuTe Cars

**Cheapest Fords in Idaho - Ford and Lincoln Huge Discounts**  
[www.mhautoaranch.com/](#)  
 Mountain Home Auto Ranch  
 Used Inventory - Contact Us - New Inventory - Car Finder

**Used Toyota Cars - Find The Perfect Used Car Today**  
[www.willstoyota.com/](#)  
 Search Our Inventory & Get Prices.  
 Trade-In Value - Special Offers - Models & Pricing - Parts & Service

**Goode Motor Used Cars | Burley Idaho**  
[www.goodeoverland.com/](#)  
 Goode Motor Ford is a Ford Dealer and used car dealer located in Burley Idaho. This website contains our pre-owned car inventory. We carry a great selection of ...

**Goode Motor Overland**  
[www.goodeoverland.com](#)  
 2 Google reviews - Google+ page

**Keith's Klean Kars**  
[www.keithscarsandtrucks.com](#)  
 Google+ page

**E-Z Money Pawn & Auto Sales**  
[www.ezmoneyauto.com](#)  
 Google+ page

**Bonanza Motors Inc**  
[www.bonanzamotors.com](#)  
 4.8 ★★★★★ 27 Google reviews

**Kim Hansen Chevrolet**  
[www.kimhansen.com](#)

**Goode Motor Ford**  
[www.goodeford.com](#)  
 4.3 ★★★★★ 10 Google reviews - Google+ page

**B&K Auto**  
[plus.google.com](#)  
 Google+ page

Map results for burley idaho used cars

**Keith's Cars And Trucks :: Used Cars Burley ID,Pre-Owned ...**  
[www.keithscarsandtrucks.com/](#)  
 Used Cars Burley ID,Pre-Owned Autos Idaho,83318,Previously Owned Vehicles Cassia County,Used Car Dealer Rupert ID,Used Auto Dealership-Jerome ID ...

**Used Cars For Sale In Burley, Idaho Cassia County Used ...**  
[www.motortrend.com](#) - Used Cars | Idaho - Cassia - Motor Trend -  
 25+ items - Do you want to find a pre-owned or used in Burley for sale, then ...  
 Year Model Price Color  
 1999 Ford Explorer 1999 Ford Explorer Burley, Idaho. \$2,385 White  
 1995 Ford Explorer 1995 Ford Explorer XL Burley, Idaho. \$2,585 White

**Burley - Used Cars for Sale - Automobile Magazine**  
[usedcars.automobilemag.com](#) - Used Cars for Sale | Idaho -  
 Matches 1 - 15 of 135 - Locating used cars for sale in Burley does not have to be a difficult process. The Automobile Magazine used car classifieds allow you to quickly search for cars in Burley, ID and then narrow down your ... Idaho Falls

**E-Z Money Auto RV & Repair :: Used Cars Burley ID,Pre ...**  
[www.ezmoneyauto.com/](#)  
 Used Cars Burley ID,Pre-Owned Autos Cassia County ID,Previously Owned Vehicles Burley Idaho,Auto Dealer Pocatello ID,Car Dealership Pocatello ID ...

**Bonanza Motors Buick GMC | New Buick, GMC, Chrysler ...**  
[www.bonanzamotors.com/](#)

Dodge, Jeep, Ram vehicles in the greater Burley area.

**Kim Hansen Chevrolet | Burley, Twin Falls, Pocatello ...**  
[www.kimhansenchevrolet.com/](#)  
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# Map listing moved up 3 spots

# Organic moved up 5 spots

June 25<sup>th</sup> 2014

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Address	Serving customers within 30 miles of 1128 Oakwood Street Burley, ID 83318	
		
Contact info	Phone number (208) 312-7480 Website URL <a href="http://mikeramsey.me/">http://mikeramsey.me/</a> Email address mikusbenjamin@gmail.com	
Category	Personal Injury Attorney	 EDIT

Categories help customers find you on Google. Tell us what kind of business you are.

# We created a “new” listing



**The Mike Firm** 🔍 ▾

Establishment / Point of Interest · 1128 Oakwood St, Burley, ID



Additional Categories added: Injury Lawyer

Additional Categories added: Car Accident Attorney

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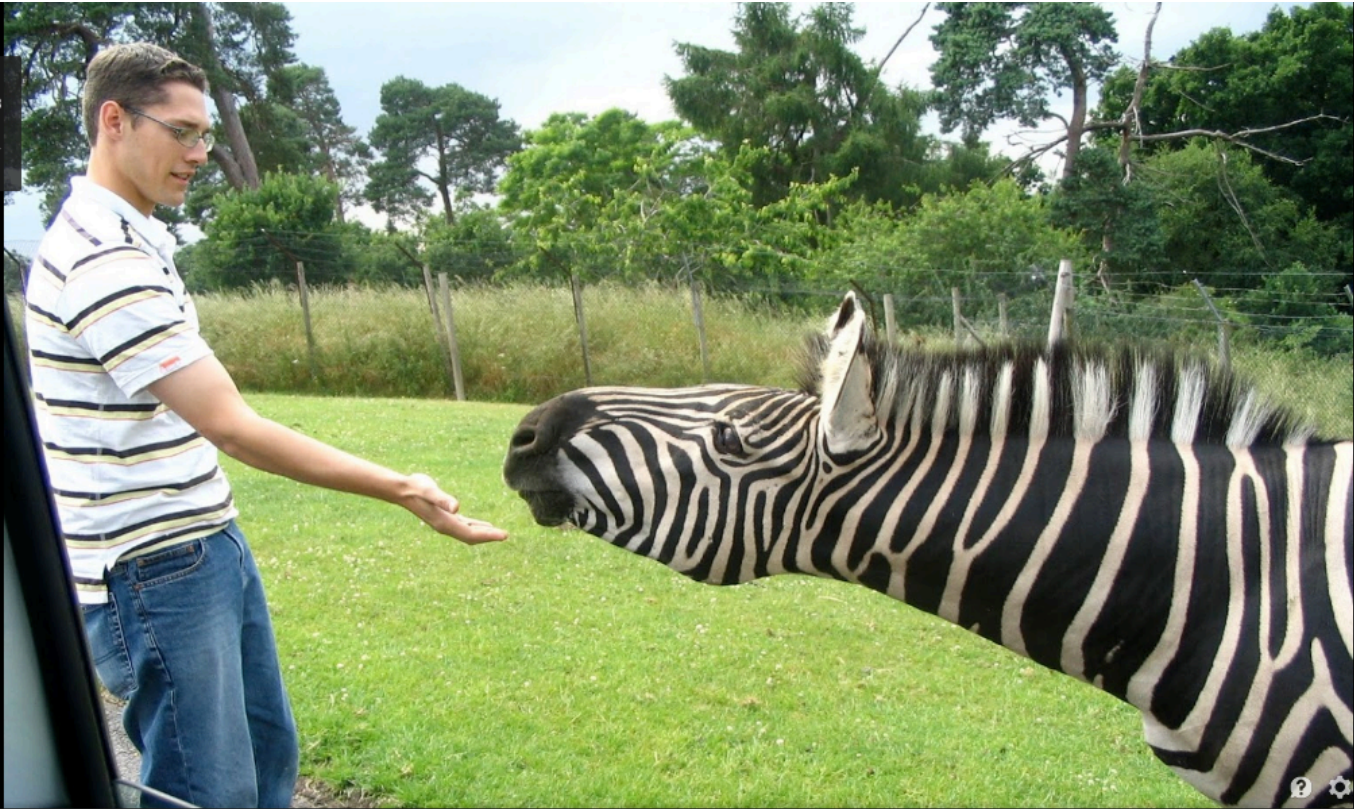
**We added “custom” categories**

**The Mike Firm**

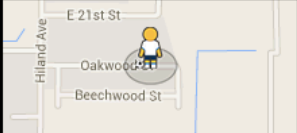
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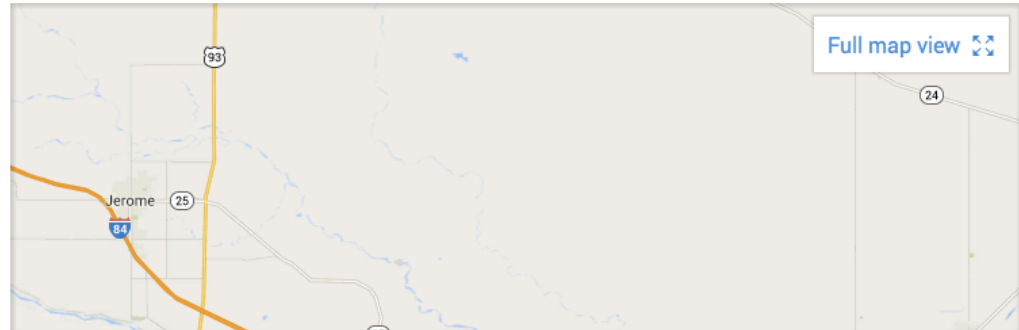
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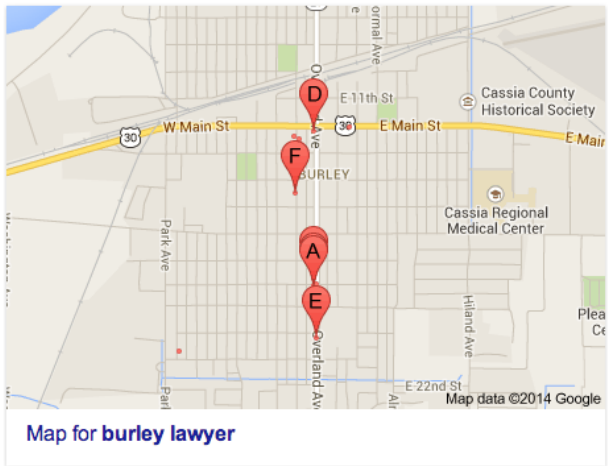
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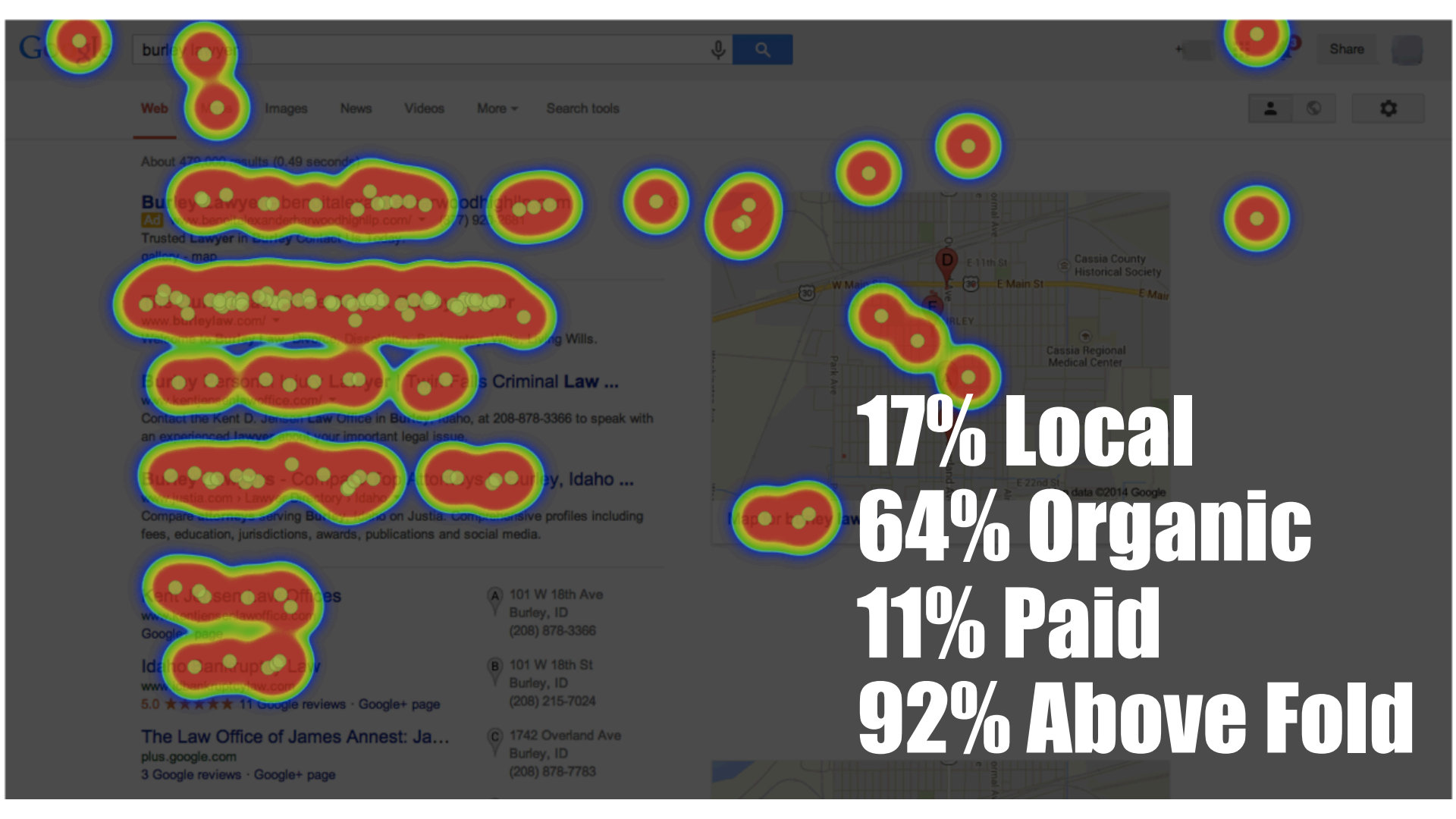
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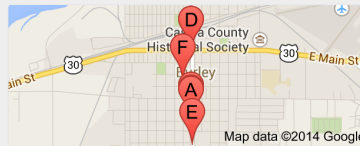
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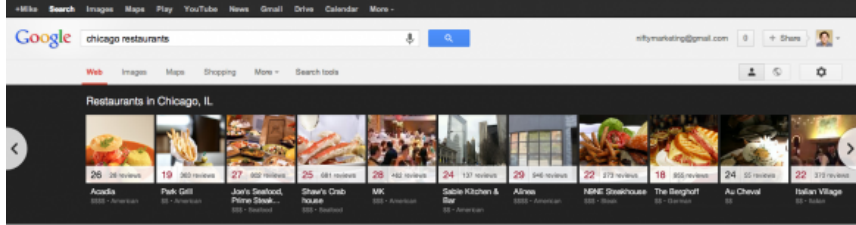
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**2013 Best New Restaurants - Chicago magazine - May 2013 ...**  
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May 15, 2013 - The past 12 months witnessed scores of Chicago-area restaurant openings—just these 15 are above the pack.

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**Updated: The 38 Essential Chicago Restaurants, April 13 - Eater 38 ...**  
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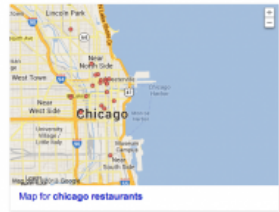
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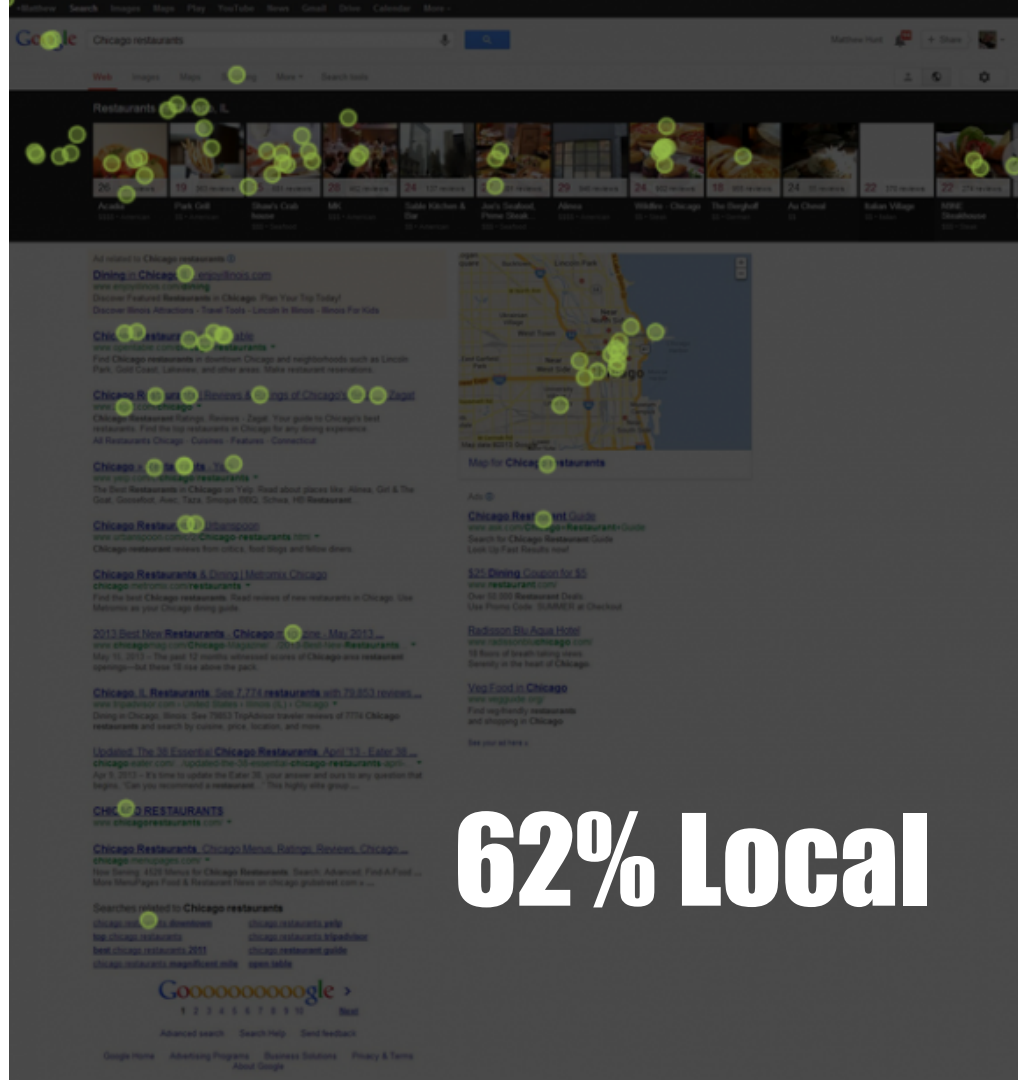
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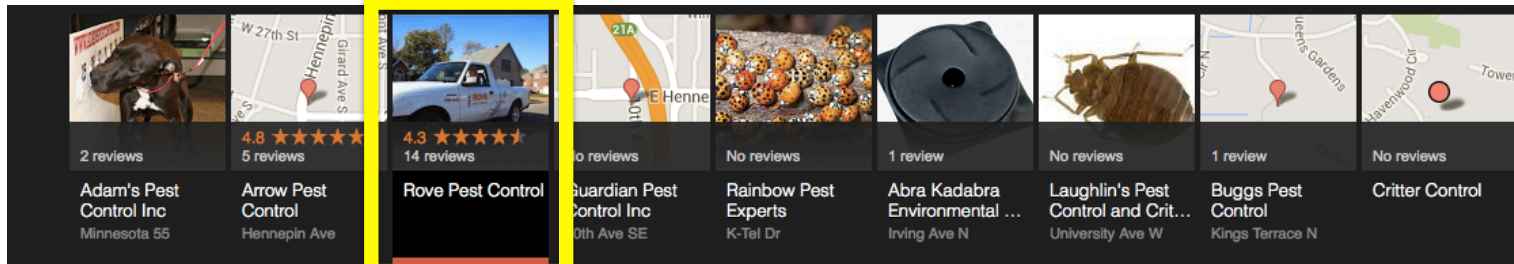
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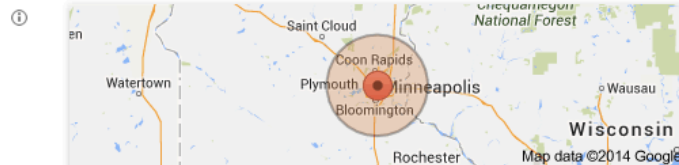
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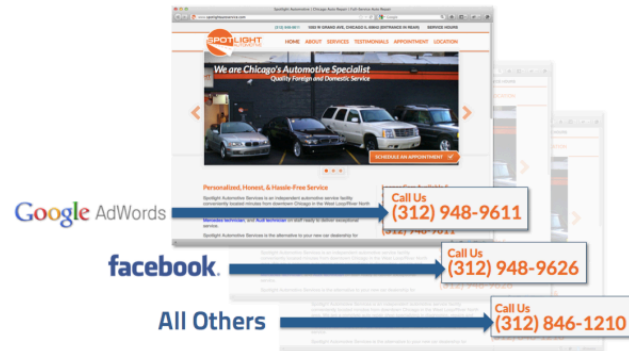




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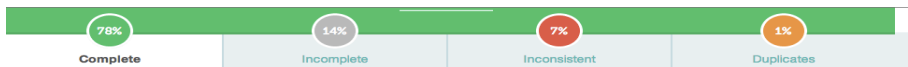
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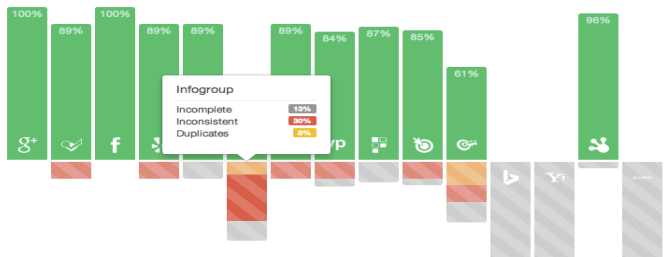
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