

MOZCON

2014

WELCOME!

HOW TO NEVER RUN OUT OF GREAT IDEAS



Dr. Pete Meyers • Moz • @dr_pete • peter@moz.com

#MozCon

HOW **YOU** SEE YOUR CONTENT



MOZ

HOW **THEY** SEE YOUR CONTENT



MOZ

ROUGHLY 7.3M POSTS PER DAY

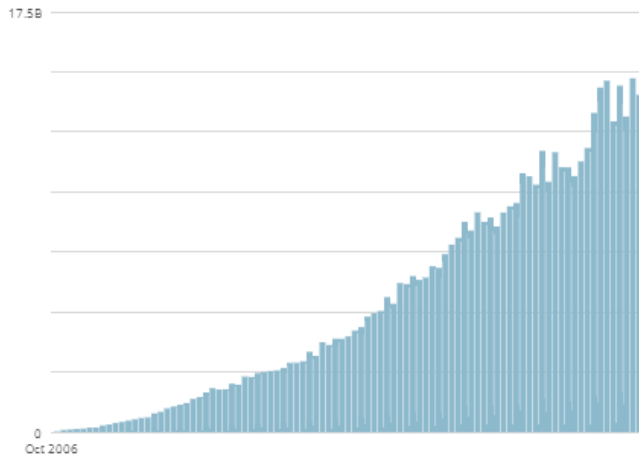


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How many people are reading blogs?

Over 409 million people view more than 14.0 billion pages each month.

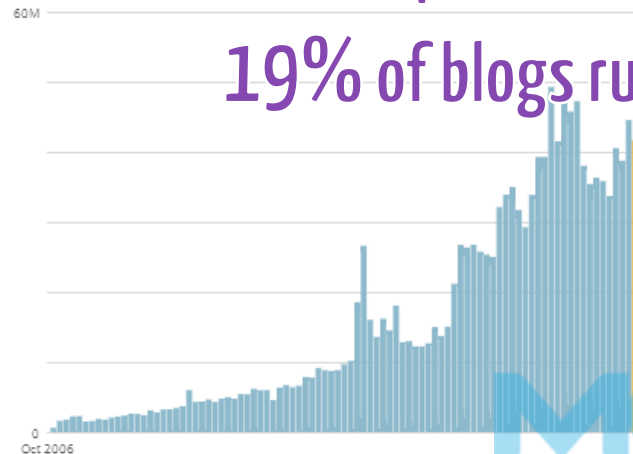
[View monthly pageview stats.](#)



How many posts are being published?

Users produce about 41.6 million new posts and 54.1 million new comments each month.

[View more posting stats.](#)



41.6M posts/month

19% of blogs run WP



YOU = 1 DROP IN 237 BUCKETS



CONTENT IS A PARODY OF ITSELF



ARTICLES

VIDEOS

QUIZZES

BLOGS

FEATURES



 the **ONION**

A.V. CLUB

VIDEO

This Stick Of Butter Is Left Out At Room Temperature; You Won't Believe What Happens Next

Posted Today



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MOZ

**SAVE THE BEST
FOR FIRST**

DELAYING KILLS PASSION

BLOG POST IDEAS

Jul – Top 10 Ways {Something}

Aug – You Won't Believe {Some Crap}

Sep – This One Weird Trick {Insert BS}

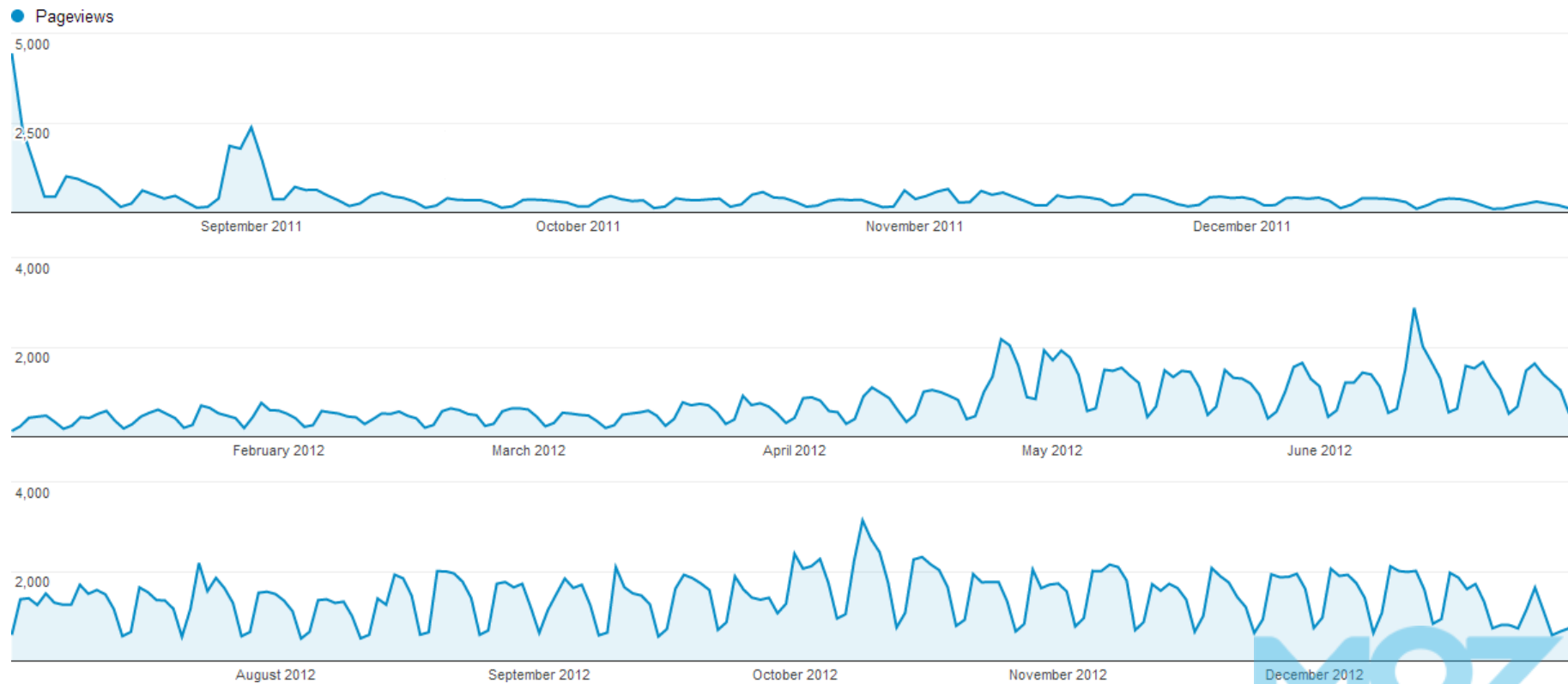
Oct – The Ultimate Guide to {Kill Me Now}

Nov – *MY BIG IDEA!*

I'm afraid the price for doing professional work is a good deal higher than you are prepared to pay ... You've got to sell your heart, your strongest reactions, not ... the little experiences that you might tell at dinner. This is especially true when you begin to write, when you have not yet developed the tricks of interesting people on paper ... When, in short, you have only your emotions to sell.



INVEST EARLY & EARN INTEREST



SHATTER ILLUSIONS OF GENIUS

THINGS TO REMEMBER!

- (1) Something Matt Cutts said
- (2) Inspiring presentation tidbit!
- (3) Oil = dinosaurs
- (4) Meat ice cream
- (5) CHEESE LOG CASTLES

HOW WE **THINK** IDEAS WORK



MOZ

WHAT WE **FEAR** WILL HAPPEN



MOZ

MOZ

**BUILD A
MUSE**

THIS IS CONTENT MARKETING



MOZCAST

[HOME](#)[ABOUT](#)[METRICS](#)[FEATURES](#)[EVENTS](#)

Weather for Tuesday, May 27

MozCast is a weather report showing turbulence in the Google algorithm over the previous day (or see the 5-day history on the left). The hotter and stormier the weather, the more Google's rankings changed.

**42°**TUESDAY
May 27**40°**MONDAY
May 26**41°**SUNDAY
May 25**43°**SATURDAY
May 24**44°**FRIDAY
May 23**42°****MOZ**[Weather for Past 30 Days](#)

New Title Tag Guidelines & Preview Tool 70 1 1

March 20th, 2014 - Posted by Dr. Peter J. Meyers to Search Engines

65K

Google's recent [SERP redesign](#) may not seem like a big deal to the casual observer, but it's a big deal to SEOs. This post will explore the impact of the redesign on title tags, and how a new, Google-driven length limit, but first, a new tool...

Title tag preview tool (2014 edition)

Pardon the reverse order of this post, but we wanted to put the tool first for repeat visitors. Just enter your title and the search query keywords (for highlighting) below to preview your result in the redesign:

Enter Your Full Title Text:

Enter Search Query Keywords:

**BEYOND 10 BLUE LINKS:
THE FUTURE OF RANKING**

DR. PETE MEYERS • MARKETING SCIENTIST • MOZ

88K

Mega-SERP: A Visual Guide to Google 70 1 1

October 10th, 2013 - Posted by Dr. Peter J. Meyers to Search Engines

47K

The days of 10 blue links are over, and Google's search result pages seem to be a chaotic mess. I've seen new SERP features in isolation, so I had an idea—what if I put all of them (or, at least, all of the big ones) into one mega-SERP? The following is a visual guide to the state of Google in 2013.

A few disclaimers

This is not a real Google SERP, although it is constructed from real results. Many of these features do not occur together in the wild. For example, you can have top-side or top+bottom AdWords blocks, but not all three. Statistics (after the image) were taken from 10,000 queries over the week of September 22, 2013 (daily average, as measured by the MozCast Project). These queries represent a variety of lengths and volumes, but do tend to skew commercial. This post is not an endorsement of any faco-related product or service, but I do love me some facos. Without further ado, I give you Mega-SERP (click on the image for a full-sized version):



**HOW TO NEVER RUN OUT
OF GREAT IDEAS**

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??K

Google's EMD Algo Update - Early Data 70 1 1

September 29th, 2012 - Posted by Dr. Peter J. Meyers to Moz News

46K

Recently, I wrote about changes we've been tracking in [how Google treats Exact-Match domains](#). On Friday, 9/28, Matt Cutts tweeted the following message:



Matt Cutts @matcutts

Minor weather report: small upcoming Google algo change will reduce low-quality "exact-match" domains in search results.

3:43 PM - 28 Sep 12 - Embed this Tweet

It was initially unclear what "upcoming" meant and whether the change was in progress or would roll out later in the weekend. Matt went on to say that the change "affects 0.6% of English US queries to a noticeable degree," but didn't

MOZCON 2012

A Secret Algo Project Launch...

Dr. Peter J. Meyers
Rogue Scientist
SEOMoz
@dr_pete

14K

Penguin 2.0/4 - Were You Jarred and/or Jolted? 70 1 1

May 24th, 2013 - Posted by Dr. Peter J. Meyers to Search Engines

32K

The long-awaited [Penguin 2.0](#) (also called "Penguin 4") rolled out on Wednesday, May 22nd. While the next Penguin update [would be big](#), and include significant changes, Matt Cutts has suggested more than once that major changes are [in the works](#). We wanted to give the dust a day to settle, but this post will review data from our MozCast Google weather stations to see if Penguin 2.0 really lives up to the hype.

Short-Term MozCast Data

First things first - the recorded temperature (algorithm "flux") for May 22nd was 80.7°F. For reference, MozCast is tuned to an average temperature of about 70°, but the reality is that that average has slipped into the high 60s over the past few months. Here's a 7-day history, along with a couple of significant events (including Penguin 1.0):

MozCast Temperatures

SERP Crowding & Shrinkage: It's Not Your Imagination 70 1 1

August 20th, 2012 - Posted by Dr. Peter J. Meyers to Search Engines

25K

Back in June, I wrote about what I called the ["Bigfoot" Update](#), a major Google rank change tied to SERP crowding. Put simply, fewer domains were getting more real estate in the Top 10. In June, this trend only seems to be continuing. This is a graph of domain diversity from April 4, 2012 through last Thursday (August 16):

DOMAIN DIVERSITY (4/4 - 8/16)



THERE IS DATA EVERYWHERE

Pornhub INSIGHTS

STATS

EVENTS

NEWS

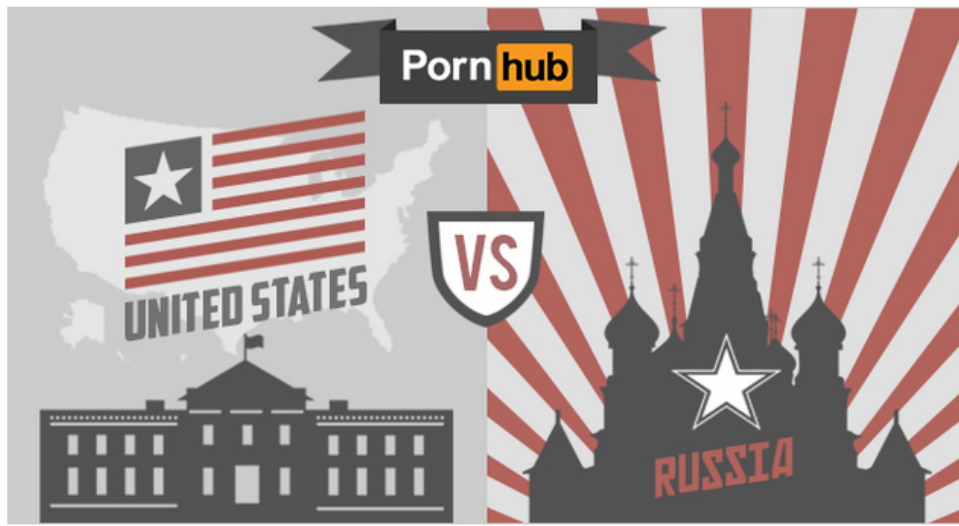
POLLS

United States vs Russia

MAY 14, 2014 0 COMMENTS

Tweet 191

+1 4



Pornhub Insights is research and analysis directly from the Pornhub team. We've compiled data from billions of hits, all to explore the intricacies of online porn viewership. [Pornhub.com](https://www.pornhub.com) is the world's biggest porn site. Follow Insights for stats, events, and Pornhub related announcements.

Links (NSFW)

[Pornhub.com](https://www.pornhub.com)
[Pornhub Blog](#)
[Social](#)

MOZ

NO, REALLY... EVERYWHERE

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INTERACTIVE API TESTER

The panel below displays documentation all endpoints, parameters and error messages available to the Marvel API. For a more detailed explanation of API structure, please read the full [documentation](#).

If you have an API key, you can also test API calls directly from this panel. Just log-in to your Marvel account and your key will be pre-filled. (If you don't have a key, [get one now](#).)

You do not have an API key. You can view the documentation here but will not be able to test API calls. [Get a key now.](#)

public :

[Show/Hide](#) | [List Operations](#) | [Expand Operations](#) | [Raw](#)

GET

/v1/public/characters

Fetches lists of characters.

GET

/v1/public/characters/{characterId}

Fetches a single character by id.

GET

/v1/public/characters/{characterId}/comics

Fetches lists of comics filtered by a character id.



CREATE A NEW PERSPECTIVE

[SECTIONS](#)[HOME](#)[SEARCH](#)[The New York Times](#)[SUBSCRIBE NOW](#)[LOG IN](#)[Capital One 360](#)**FiveThirtyEight**

Nate Silver's Political Calculus

FiveThirtyEight's 2012 Forecast

FiveThirtyEight Forecast

Updated 10:10 AM ET on Nov. 6

President
Nov. 6 ForecastPresident
Now-castSenate
Nov. 6 Forecast

Barack Obama

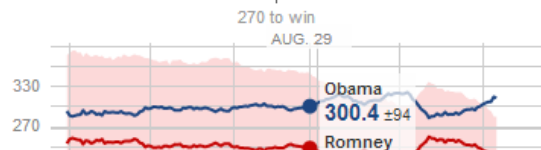
Mitt Romney

313.0

+14.0 since Oct. 30

Electoral
vote**225.0**

-14.0 since Oct. 30



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Mendoza College of Business

ABOUT

This is an archive of posts from FiveThirtyEight, a blog founded by Nate Silver in 2008 and devoted to rigorous, data-driven analysis of politics, polling, public affairs, sports, economics, science and culture, from August 2010 through July 2013.

Current FiveThirtyEight content can be found at

DON'T WAIT FOR INSPIRATION

11340. _nb vk_gy_zZ - [flyers](#) [OFF] | [Google](#)
11339. _qc_jf - [nikon d5100](#) [OFF] | [Google](#)
11338. _qc_Ae - [nikon d5100](#) [OFF] | [Google](#)
11337. _lf_Uf - [nikon d5100](#) [OFF] | [Google](#)
11336. _V0 - [nikon d5100](#) [OFF] | [Google](#)
11335. _Oi_nh - [nikon d5100](#) [OFF] | [Google](#)
11334. _Le vk_rhsc - [nikon d5100](#) [OFF] | [Google](#)
11333. _rj tb_xpnd - [mls listings](#) [OFF] | [Google](#)
11332. lxhdrbox_Zh - [gift baskets](#) [OFF] | [Google](#)
11331. hdtbg_iY notl - [nyc hotels](#) [OFF] | [Google](#)
11330. _DV - [jekyll island](#) [OFF] | [Google](#)
11329. _iY notl - [the big bang theory episodes](#) [OFF] | [Google](#)
11328. _Fk rl_arrow_previous - [the big bang theory episodes](#) [OFF] | [Google](#)
11327. _Fk rl_arrow_next - [the big bang theory episodes](#) [OFF] | [Google](#)
11326. _js_oF - [home goods stores](#) [OFF] | [Google](#)
11325. _js_bx - [home goods stores](#) [OFF] | [Google](#)
11324. _wu vk_gy - [flyers](#) [OFF] | [Google](#)
11323. _sj vk_gy lr_vkc_np - [flyers](#) [OFF] | [Google](#)
11322. _s lr_etc_Bb - [mls listings](#) [OFF] | [Google](#)
11321. _fN - [hawks](#) [OFF] | [Google](#)
11320. _U_Ib - [nhl schedule](#) [OFF] | [Google](#)
11319. _TM_Cn vk_bk - [nationals schedule](#) [OFF] | [Google](#)
11318. _RM - [cheap auto insurance](#) [OFF] | [Google](#)
11317. _QM - [flyers](#) [OFF] | [Google](#)
11316. _LM tb_xpnd - [nationals schedule](#) [OFF] | [Google](#)



MOZ

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EXPERT**

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ROUNDTABLE

SMX
ADVANCED • SEATTLE
WORKSHOP JUNE 10 Trade best practices & tactics with

In House SEO Exchange

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Home > Other Search Topics > SEO Tools > SEOmoz Tries To Automate Google Update Notifications With MozCast

SEOmoz Tries To Automate Google Update Notifications With MozCast

Aug 1, 2012 • 8:03 am | (7)

by [Barry Schwartz](#) | Filed Under [Search Engine Optimization Tools](#)

Dr. Pete at SEOmoz [announced](#) they introduced a new tool to try to track the daily fluctuations at Google in weather report style. This is meant to try to help the SEO community figure out if their site dropped or climbed and no one else's did or if they are in good company.

This is what I do here, by tracking the forums and looking for noise when I report on [Google updates](#) mostly before Google confirms them. It is important because rankings are



“I always took a human approach to watching the forums, seeing the complaints and then using my own judgment to determine if it was a large algorithmic change...”

102

Tweet

21

+1

8

Like

0

Pint

SHARE

PREV STORY



CAN'T CODE? TRY READING

SEO by the Sea

Getting Information about
Search and SEO Directly from
the Search Engines

*We can make your
web site easier to find,
and easier to use.*

CATEGORIES

Acquisitions
Analytics
Blogging
Change
Culture
Design and Development
Environmental
Events
Fact Extraction and
Knowledge Graphs
Gadgets
Google Glass
Government SEO

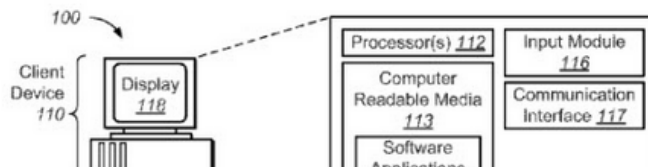
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SEARCH ENGINE OPTIMIZATION (SEO), SEARCH QUERIES

THE GOOGLE HUMMINGBIRD PATENT?

🕒 09/27/2013 👤 BILL SLAWSKI 💬 90 COMMENTS

Google introduced a new algorithm by the name of Hummingbird to the world today at the garage where Google started as a business, during a celebration of [Google's 15th Birthday](#). Google doesn't appear to have replaced previous signals such as PageRank or many of the other signals that they use to rank pages. The announcement of the new algorithm told us that Google actually started using Hummingbird a number of weeks ago, and that it potentially impacts around 90% of all searches.



CHANGE TEXT SIZE

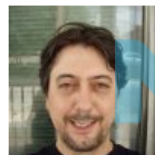


CHANGE LANGUAGE

Select Language ▼

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SEO by the Sea



MOZ

PICK A NICHE AND EXCEL

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ANNIELYTICS

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How To Create And Customize Pivot Tables In Excel [VIDEO]

December 23, 2012 by Annie Cushing · 28 Comments

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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.

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GIVE OUT YOUR **EXPERTISE**...



MOZ

...AND **DATA** WILL COME TO YOU



MOZ

Dear citizen,

everything

is

fine,

relax.

from

your

government

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**HARNESS A
SYSTEM**

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iPhone 5s



Other Videos



Carny Cuisine

Don't Try This At Home

Want to experience all the tastes of the carnival at once? Then try Carny Cuisine! After you eat it you'll feel just...



Silly Putty

Don't Try This At Home

Tom gets silly with his Blendtec blender.



...AND EACH ONE UNIQUE



Upload



pmeyers7@gmail.com



Will It Blend - Chuck Norris



Manolakis2 · 8 videos

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100

65,162 views

220

80



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HootSuite Social Media

AD by HootSuite

18,060 views



Missing in Action 2

by Malika Riyasat

7,400 views



Missing in Action III (Chuck Norris Movie)

by kerry logar

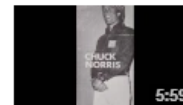
83,877 views



Chuck Norris (Silent Rage) full movie

by Greg Green

27,177 views



Chuck Norris Explains What Really Killed Bruce Lee At The 1975 San

by tellshiar

1,521,541 views



Chuck Norris: Bruce Lee & I would have done well in MMA

by MMANationDotCom

108,504 views



Furia Silenciosa Chuck Norris



379 WHITEBOARD FRIDAYS



365 DAYS, 536 RECIPES

THE JULIE/JULIA PROJECT

Nobody here but us servantless American cooks...

 Sunday, August 25, 2002

The Book:

"**Mastering the Art of French Cooking**". First edition, 1961. Louisette Berthole. Simone Beck. And, of course, Julia Child. The book that launched a thousand celebrity chefs. Julia Child **taught America to cook**, and to eat. It's forty years later. Today we think we live in the world **Alice Waters** made, but beneath it all is Julia, 90 if she's a day, and no one can touch her.

The Contender:

Government drone by day, renegade foodie by night. Too old for theatre, too young for children, and too bitter for anything else, Julie Powell was looking for a challenge. And in the Julie/Julia project she found it. Risking her marriage, her job, and her cats' well-being, she has signed on for a deranged assignment.

365 days. 536 recipes. One girl and a crappy outer borough kitchen.

How far will it go? We can only wait. And wait. And wait....

The Julie/Julia Project. Coming soon to a computer terminal near you.

9:39:20 PM # [comment \[\]](#)

August 2002

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
		Jul	Sep			

NAVIGATION

[Home](#)

...AND ONE MOVIE DEAL

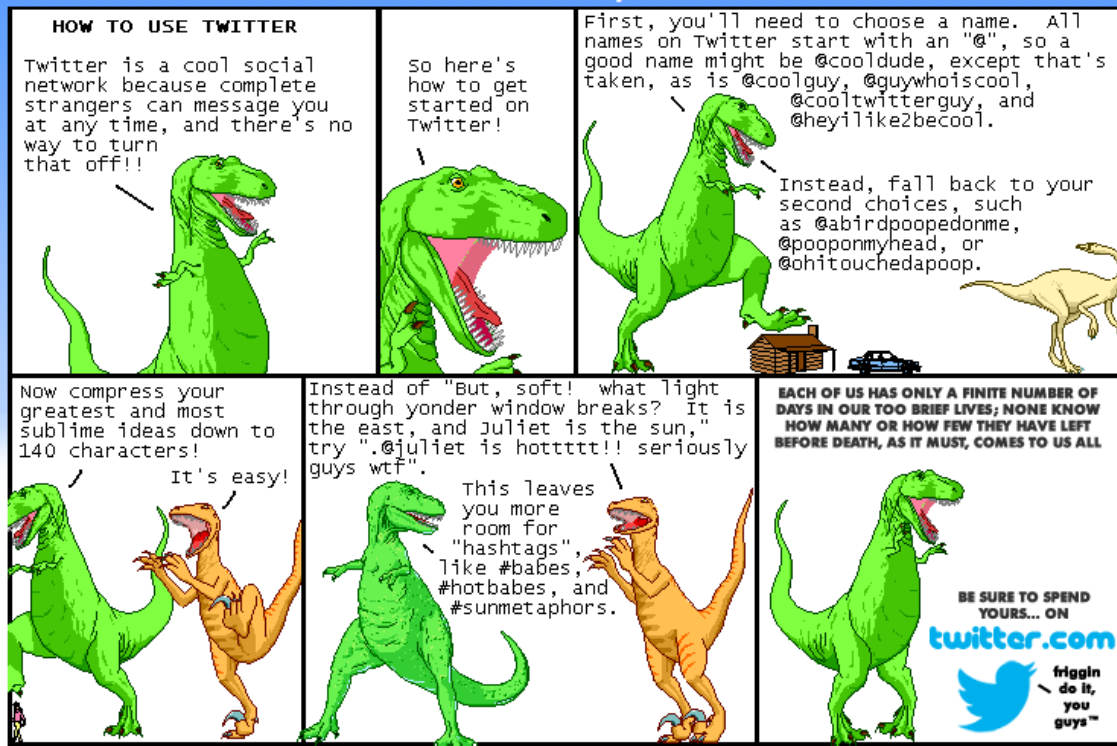


2,636 DINOSAUR COMICS

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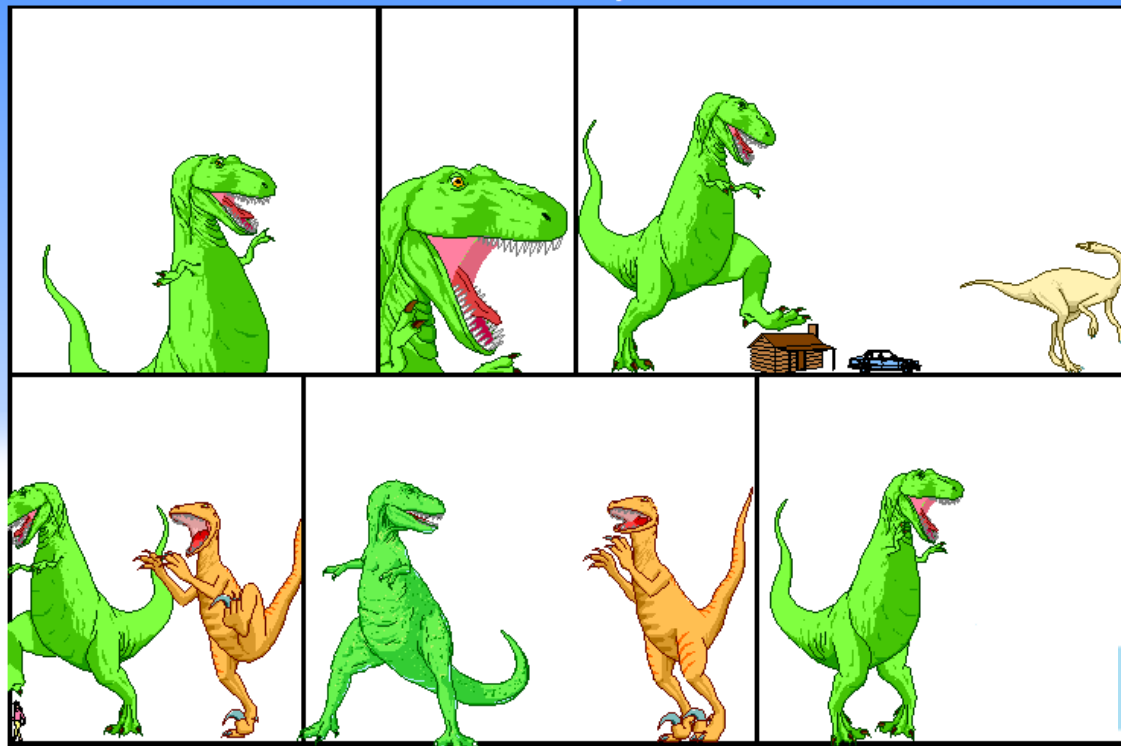


...AND JUST ONE TEMPLATE

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124 “VISUAL WORKOUTS”

neila rey

workouts / programs / challenges / running / fitness tips / motivation / nutrition / meal plans / recipes

Wolverine Workout



Stormtrooper Workout



Thor Workout



MOZ

5 LOGOS, AND COUNTING



MINIMAL TALENT

Misadventures in Minimalism

ABOUT

MINIMALISM 101

DISCLAIMERS



BP: Blatant Parody

APRIL 7, 2014 BY DR. PETE — 9 COMMENTS (EDIT)

It's easy to poke fun at someone else's minimalist rebrand gone wrong, so I thought it would be a good time to go after a brand that hasn't made the leap yet. Today's subject is BP (formerly known as British Petroleum, but we'll get to that):



RECENT ARTICLES

[The Confidence Cycle](#)

[Guess What? Jeans, That's What!](#)

[JC Superstar: JCP Reimagined](#)

[BP: Blatant Parody](#)

[Mind The Cap: A Re-branding](#)





REPEATABLE

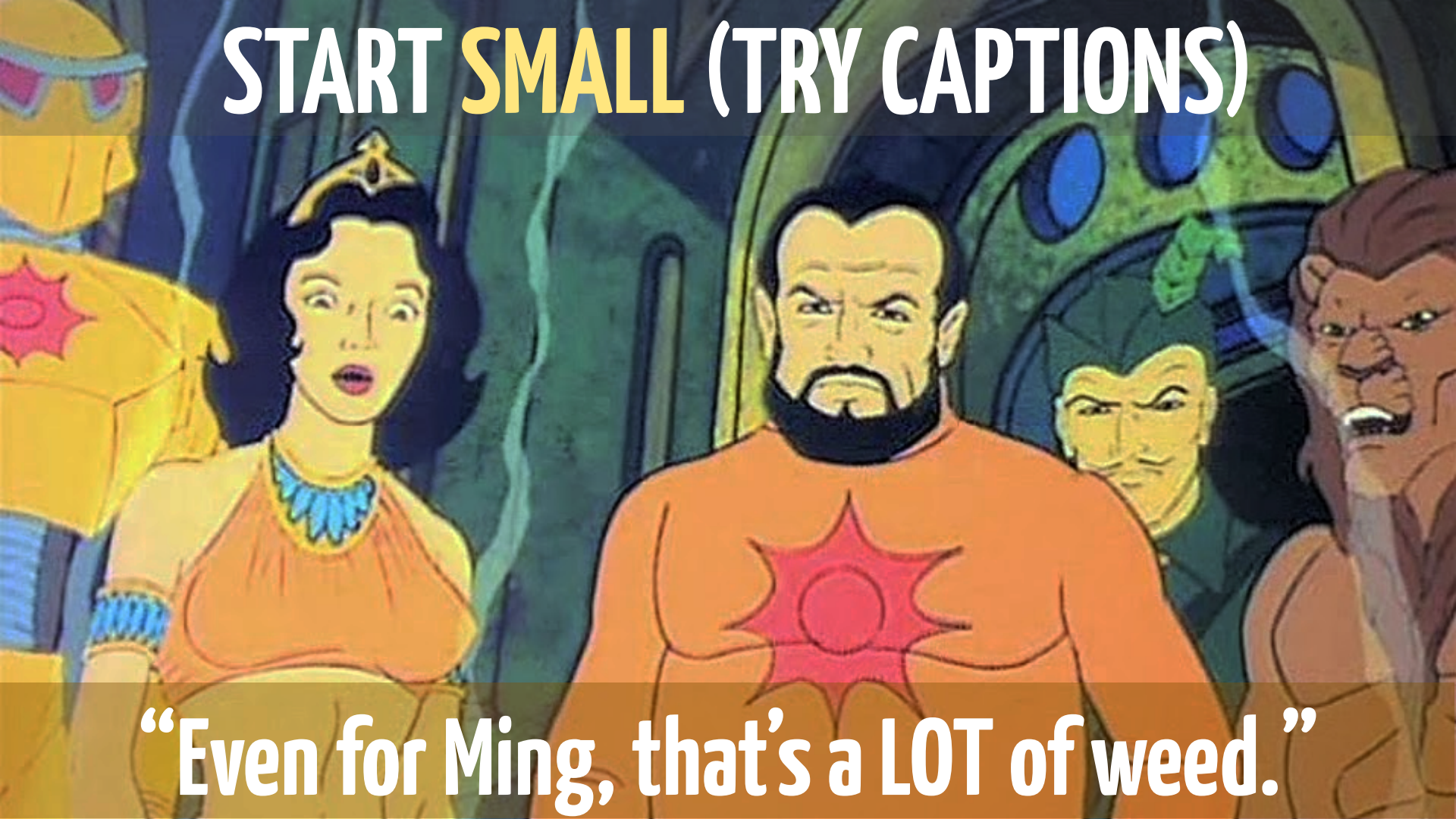


REPETITIVE

MOZ

**FLEX YOUR
BRAINS**

START **SMALL** (TRY CAPTIONS)



“Even for Ming, that’s a LOT of weed.”

MAKE A GAME OUT OF IT



A collection of white story cubes with various icons and an orange drawstring bag labeled 'Story Cubes'.

Image via ImmaterialPlane.com

MOZ

MAKE A GAME OUT OF IT



A collection of white story cubes with various icons and an orange drawstring bag labeled 'Story Cubes'.

Image via ImmaterialPlane.com

MOZ

MAKE A GAME OUT OF IT



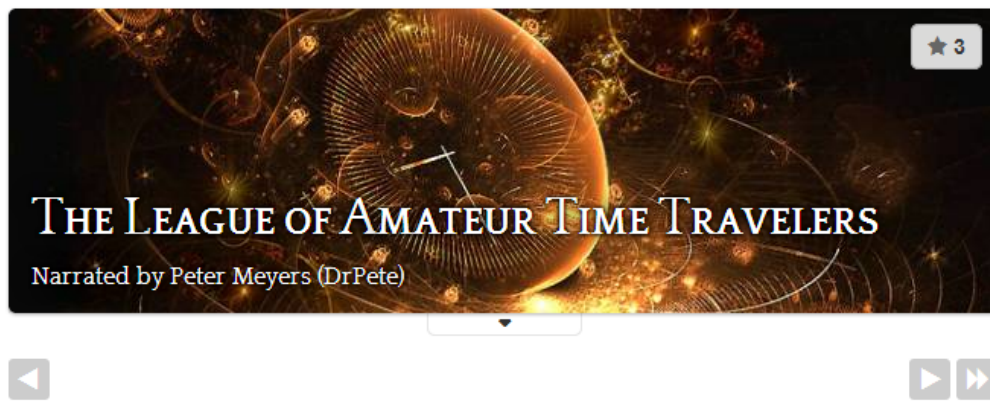
A collection of white story cubes with various icons and an orange drawstring bag labeled 'Story Cubes'.

Image via ImmaterialPlane.com

MOZ

LEARN TO TELL STORIES

CAST



Chapter 1, Scene 2 • May 13



CHALLENGES

 DISARM DOGS 

 STOP ANGUS 

COMMENTARY

drmagoo: Hey, wait – it was Angus what turned on the gas!
May 13

DrPete (narrator): Oh, crap. Hold on...
May 13

DrPete (narrator): Wow, I wrote "Reg" a whole lot of places.
May 13

danielswensen: Typical, I do all the work and Eric gets all the credit. :D
May 13

DrPete (narrator): I sweat it was an accident – I abhor giving Eric credit for anything.
May 13

DrPete (narrator): I "swear" it, also.
May 13

DrPete (narrator): Careful, team keep this up, and you might

NOZ

DABBLE IN FLASH FICTION

FLASH! FRIDAY



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May
23

Flash! Friday—Vol 2 – 24

Welcome to Friday! Many of you have expressed concern regarding the speed at which each Friday appears. Well, after hours of careful research and weeks of painstaking interviews, I'm thrilled to report I've found the culprit(s): little green men. Yes. You read that right. **Little green men**. It'll be up to you to tell me more about that, though. I am so thankful the FF community is bursting with a number of fine selenoarchaeologists. Who would've guessed that would come in so handy!

♦♦♦♦

Today's judge, **Alissa Leonard**, may or may not be on speaking terms with several little green men herself—she's not telling—but she *does*, quite unquestionably, know a great deal about worldbuilding. And she both loves characters and *is* a character. How perfect that her turn should fall today! Not to mention that on this day in 1965, the Life Sciences Committee recommended to NASA that astronauts returning from the moon should be subjected to a quarantine for the next 21 days.



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Enter your email address to follow Flash! Friday's blog and receive notifications of new posts by email.

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Your donation will be used to offset Flash! Friday's operational expenses and contribute toward the Flashversary prize pot. Also, Rebekah

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📖 Track your progress.

💻 Get pep talks and support.



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MOZ

**WRITERS
WRITE**

MOZ

~~**WRITERS
WRITE**~~

MOZ

CREATORS
CREATE

THEY'RE COMING FOR OUR LUNCH



MOZ

...AND THEY WON'T ORDER SALAD

f 422

557

g 63

John Gibb August 26, 2013 at 7:21 AM

hey Neil

I'm breathless...

You're making resource posts the standard of blogging... all these newcomers will find super hard to compete with you guys...

I wonder how blogging will look like in 2014... and what kind of content you're cooking up for the coming months...

It is a big surprise, is it? 😊

REPLY

Neil Patel August 26, 2013 at 7:23 AM

Just wait till 60 days. I have a whole section on video content that will blow people away. 😊

So far I spent around \$50,000 on it. By launch I will have spent \$75,000 to \$100,000.

Best part of all, I am giving it away for FREE.

"Neil increased TechCrunch's traffic by 30% within 2 months."



MICHAEL ARRINGTON
of TECHCRUNCH

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MOZ

IT'S TIME TO **RAISE** THE BAR

US



CASH/RESOURCES

ONLINE NETWORK

OFFLINE NETWORK

TECHNICAL SKILLS

CREATIVE TALENT

THEM



MOZCON

2014

THANK YOU!

SESSION Q&A



Dr. Pete Meyers • Moz
@dr_pete • peter@moz.com

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