



not your typical marketing conference.

2014

Mad Science Experiments in SEO & Social Media



Rand Fishkin, **Wizard of Moz**

rand@moz.com | @randfish

Caveat #1

I am **not** a scientist.

Caveat #2

Search engines & social platforms **change**. These results probably will, too.

Caveat #3

Please forgive me if I seem
overexcited at these results. I'm
just a huge **dork** for this stuff!



Let's Start

with some fun, less
rigorous, one-off tests.

Has Google Really “**Stuck a Fork**”
in All Forms of Guest Blogging?

Matt Cutts: Gadgets, Google, and SEO

The decay and fall of guest blogging for SEO

Posted January 20, 2014 in Google/SEO

Okay, I'm calling it: if you're using guest blogging as a way to gain links in 2014, you should probably stop. Why? Because over time it's become a more and more spammy practice, and if you're doing a lot of guest blogging then you're hanging out with really bad company.

Back in the day, guest blogging used to be a respectable thing, much like getting a coveted, respected author to write the introduction of your book. It's not that way any more. Here's an example unsolicited, spam email that I recently received:

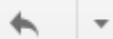




Darren Rowse <darrenrowse@gmail.com>

to me ▾

May 22 ☆



Hey Rand - how's things?

Can't wait to see you in August!

Got a quick question for you.

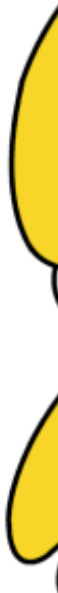
We're running a theme week on ProBlogger on the week of 4-11th June on the topic of 'what to do after you've finished writing your post'. The week is going to look at a number of topics including socialising it, community engagement, repurposing content etc but we also want to have a post early in the week on optimising it for SEO.

We were wondering if you, or one of your team, might have time to write a guest post on that topic?

We're not looking for a mega-long post (unless you have time) but rather something fairly easy to digest for beginner/intermediate bloggers. Is this something that you or someone at Moz would be interested in writing?

btw - met your Jennifer at the Authority Intensive in Denver last week - she's fantastic! Could we please clone her please? I could definitely use two of her!

Darren Rowse



Written on 6/3/2014 at 3:44 am by [Guest Blogger](#)

Theme Week: Publish Your Blog Post Without SEO, and 1000s of Visits Will Be Forever Lost

Filed Under: [General](#) [56 Comments](#)

[Tweet](#) 731

[f Like](#) 493 people like this. Be the first of your friends.

We welcome [Rand Fishkin](#) to the ProBlogger Theme Week today to talk us through all things SEO. While this week we're exploring all the things [you can do with a post after you hit "publish"](#), Rand is reminding is to take a second before we do and have a look at the things you can do to optimize your post before it even gets into the hands of your readers.

For days, you've been agonizing over this post. The hours of guilt for not starting it sooner, the toil of finding the right topic, the relentless editing and re-editing, and now, at long last, the publish button is there, tempting



Rand Fishkin ✓

@randfish

I guest posted on @probblogger this week:
bit.ly/1000sOfLostVis... should ask
@mattcutts if I'm at risk given all those
links I shoved in :-)

↩ Reply 🗑 Delete ★ Favorite Pocket ⋮ More

RETWEETS

23

FAVORITES

37



10:30 PM - 2 Jun 2014



My Takeaway:

There's a kind of guest post Google wants to count and a kind they don't. If you can't tell the difference, do as Matt says and stick a fork in it 😊

Did Google's Removal of Author
Pics Directly Affect **AdWords CTR**?



Rand Fishkin ✓

@randfish

IMO, most compelling explanation for Google removing profile pics from search is that it distracted from ads, and cost advertisers clicks

↩ Reply 🗑 Delete ★ Favorite ⋮ More

RETWEETS

105

FAVORITES

61



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About 61,100,000 results (0.20 seconds)

Find Negative Keywords - wordstream.com**Ad** www.wordstream.com/Negative-Keywords ▾ (857) 362-8161Get **Negative Keyword** Suggestions. See What's Draining Your Budget!

WordStream has 4,210 followers on Google+

Talk To A PPC Expert - Keyword Research - Why Clients Love Us

📍 177 Huntington Avenue, 16th Floor, Boston, MA

**Negative keywords - AdWords Help - Google Help**<https://support.google.com/adwords/answer/105671?hl=en> ▾ Google ▾For example, when you add "free" as a **negative keyword** to your campaign or ad group, you tell AdWords not to show your ad for any search containing the term ...**Add negative keywords to your campaign - AdWords Help**<https://support.google.com/adwords/answer/2453972?hl=en> ▾ Google ▾**Negative keywords** can help you reach the most interested customers, reduce your costs, and increase your return on investment (ROI). When you add terms as.**Negative Keywords - WordStream**www.wordstream.com/negative-keywords ▾by Larry Kim - **Negative Keywords** - How Being Negative Can Have a Positive PPC Effect**AdWords Negative Keywords - WordStream**www.wordstream.com/adwords-negative-keywords ▾by Larry Kim - AdWords **Negative keyword** tools help create effective **negative keyword lists** in AdWords. Find out how to leverage AdWords **Negative Keywords** in this FREE ...**Negative keyword - Wikipedia, the free encyclopedia**en.wikipedia.org/wiki/Negative_keyword ▾ Wikipedia ▾In pay per click advertising (PPC), **negative keywords** prevent your advertisements from displaying for particular keyword phrases. The process of adding in ...**75 Negative Keywords That Every AdWords Campaign ...**www.techwyse.com/75-negative-keywords-that-every-adwords-campa... ▾by Darian Schouten - Jun 10, 2013 - These Essential **Negative Keyword** Lists Will Save You Money In Adwords If you are using AdWords to promote a small to medium business, ...

Via Wordstream's Blog:

<http://www.wordstream.com/blog/ws/2014/07/10/removal-google-photos-impacts-ad-ctr>

Ad CTR Before & After Removal of Google Authorship Photos



“...it’s clear to us that based on this data, it’s not realistic to say the deletion of Google authorship photos has no impact on the CTR of other elements on the SERP.”

- Larry Kim, Wordstream

Reproducing Some of Wordstream's Results



Inbox x



Rand Fishkin <rand@moz.com>

Jul 11 (2 days ago) ☆



to Kyle, Andy, Cyrus ▾

Not sure if y'all read <http://www.wordstream.com/blog/ws/2014/07/10/removal-google-photos-impacts-ad-ctr> but I'm wondering if we have 5-10 search results where we buy ads and have seen increased CTR on our ads since Google removed profile pictures?

If so, it would be great to collect that info in a blog post - there's a ton of curiosity, speculation, and doubt about this, and if we had some data (even a smallish portion), it could be a nice contribution.

...



Kyle Larson

Jul 11 (2 days ago) ☆

Looking into this now, my gut says we wont have enough terms we bid on and ra...

Keyphrase bid
on by Moz

Avg CTR change
2wks prior vs 2 wks
after removal

Appearance
of authorship
in top 10

SEO Tools

-5%

#3, #4, #9, #10

SEO

+19%

#3, #9

Backlinks

+8%

#2, #6, #10

KW Research Tool

-1%

#3, #5, #7, #8, #9

Keyword Search

-13%

#3, #5, #7, #8

Mozrank

+23%

#5, #7, #8, #9

My Takeaway:

Larger sample sets are critical to understand whether authorship pics removal positively affected AdWords CTR. I wouldn't categorize us as having a "smoking gun" at this point.

**Do Photo Tweetstorms Cost
Followers or Grow Them?**

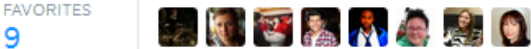


Rand Fishkin

@randfish

For no particular reason, her favorite photos from 2014 so far are @everywhereist w my grand Philly

Reply Delete Favorite Pocket More



5:24 PM - 7 Jun 2014



Rand Fishkin

@randfish

4) What is it about Scotch magically delicious?

Reply Delete Favorite Pocket More



FAVORITES
10



Rand Fishkin

@randfish

8) The love of my life at the Munich airport Biergarten

Reply Delete Favorite Pocket More

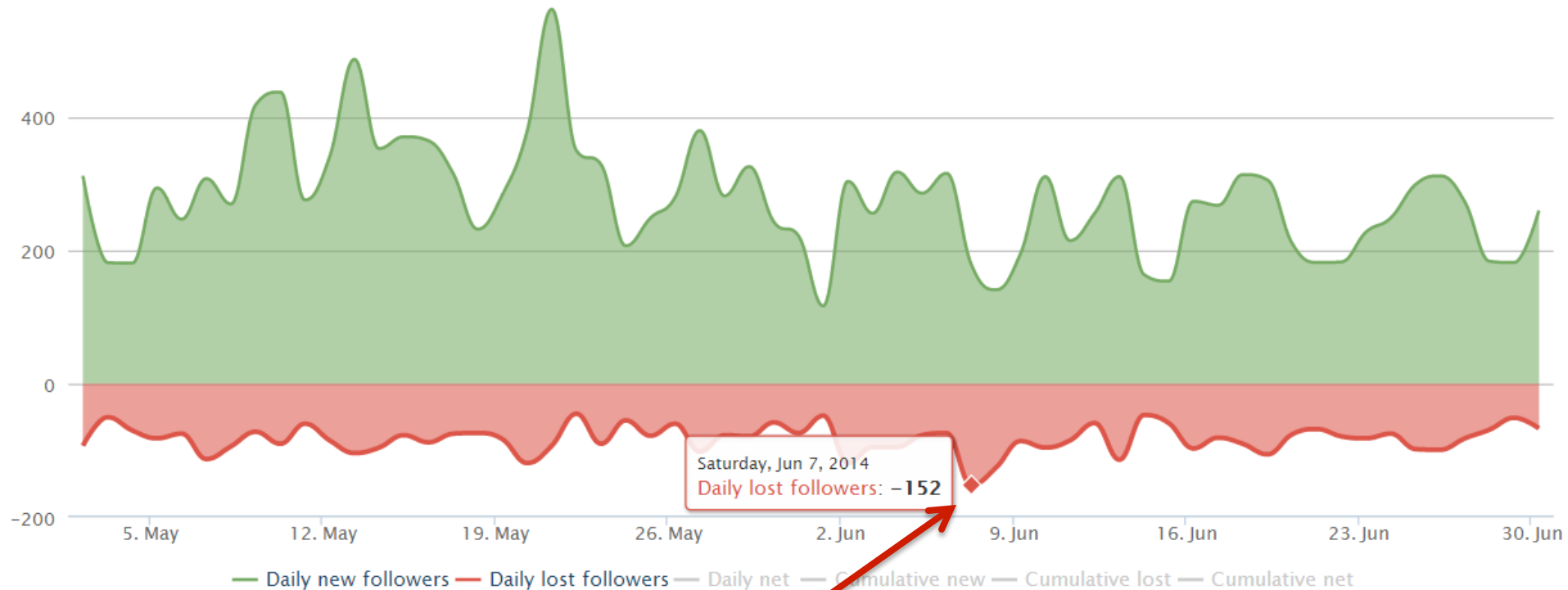


FAVORITES
17

5:35 PM - 7 Jun 2014

Flag

5/2/2014 12:00:00 AM – 7/1/2014 12:00:00 AM



Saturday, Jun 7, 2014
Daily lost followers: -152

The most followers
I've ever lost in a day



simon swan

@Swanny_s



+ Follow

@randfish interesting study, if it had been 20 photos re: SEO/digital marketing themed would it have still been the case?

↩ Reply ↻ Retweet ★ Favorite ⋮ More

11:43 AM - 8 Jun 2014

Reply to @Swanny_s



Rand Fishkin @randfish · Jun 8

@Swanny_s Hard to say, but certainly worthy of a test :-) Next weekend I'll have to try it!

Details

↩ Reply 🗑 Delete ★ Favorite ⋮ More



Rand Fishkin ✓

@randfish

10 pictures of my current favorite/most-used web marketing tools in 10 tweets, ready and...

↩ Reply 🗑 Delete ★ Favorite ⋮ More

RETWEETS

4

FAVORITES

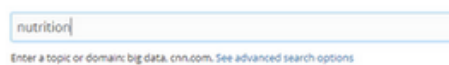
16



5:02 PM - 22 Jun 2014



(1) buzzsumo.com at discovering what content is being shared, and where



Get content inspiration, discover what's being shared, where, and

Michelle Obama Neatly Summarizes the Entire Progressive Agenda During a **Nutrition** Interview
[ijreview.com](#) - More from this domain
 By Michael Hausam

Finally! A list of "posthouse fruits and vegetables," ranked by how much **nutrition** they contain
[washingtonpost.com](#) - More from this domain
 By Lenny Bernstein

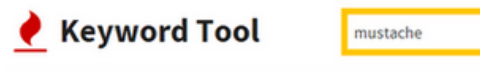
19 Vegetarian Ways To Eat More Protein For Breakfast
huffingtonpost.com • More from this domain
By Kate Bratskeir

Dr. Oz dietary supplements under investigation
cnn.com - More from this domain
By Jen Christensen and Jacque Wilson, CNN
Article

RETWEETS
33




(6) keywordtool.io Adw
KWs that search sugges
favorite tool to find 'em



Search for keyword "mustache" fo

Simple keyword research tool to get aggregate



mustache

- mustache
- mustache wax
- mustache ride
- mustache march
- mustache styles
- mustache jokes
- mustache template
- mustache pacifier
- mustache puns
- mustache clip art

mustache a
mustache agency
mustache and goatee
mustache app
mustache accessories
mustache alley
mustache and beard sty
mustache and beard
mustache and soul patc
mustache array
mustache and lips party

RETWEETS 41
FAVORITES 133



























(7) followerwonk.com sorting followers in Wonk (& exporting to Excel) enables tons of outreach opportunity:



of 175,902 results

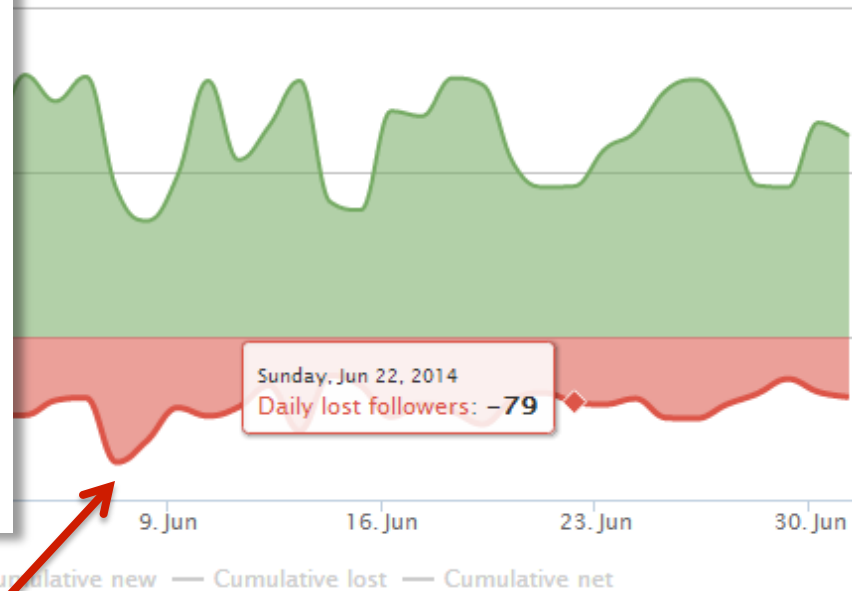
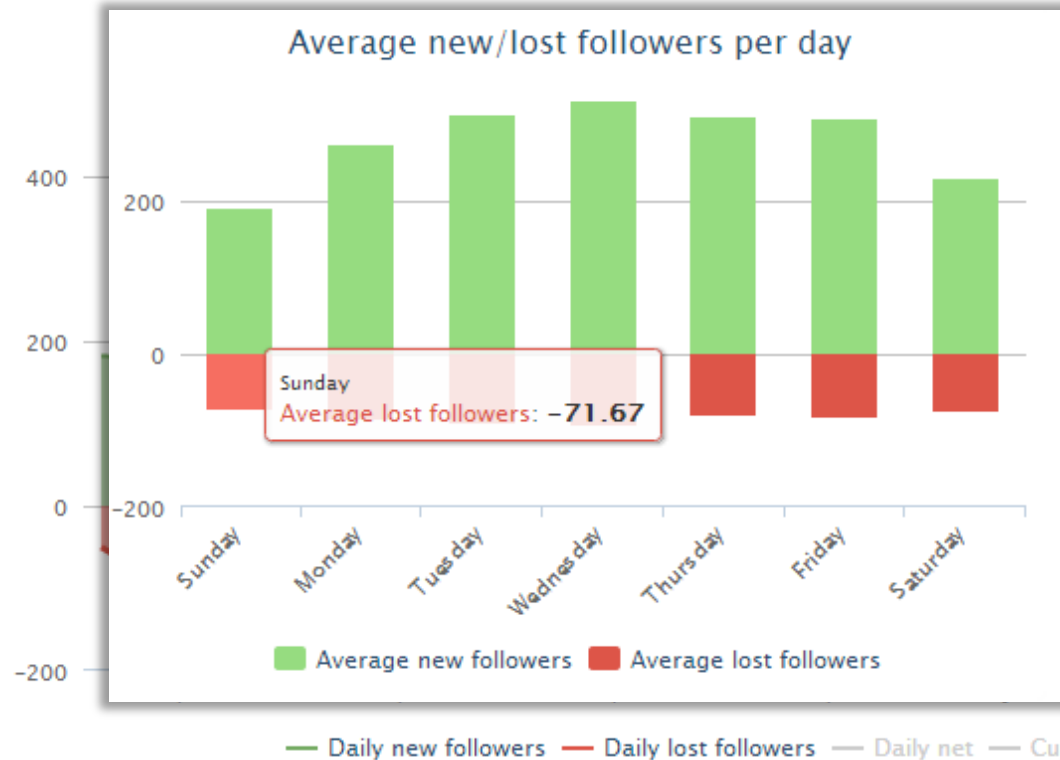
Follower sorting in Followerwonk lets me find & prioritize targets for outreach and engagement targets (even shows their likelihood to reply!)

tweets following followers days old Social Auth

Follow		Dan Arkin @danarind JobScore Founder Startups http://t.co/8DPqvQDN	San Francisco, CA	121	225	2,468	2,963	51
								
Follow		ethan @ethan						
								
Follow		Mike Champion @graysky Hacker with more interests than time. Working on Social Inbox at @HubSpot.	Cambridge, MA	18,611	814	3,266	2,920	52
								
Follow		DocRob @DocRob Your Concierge for Better Living. #Natural #Health #Doctor, Educator, Chef, Author... #LOHAS	Chicago, Florida, NYC...	4,278	5,847	6,088	2,901	28
								
Follow		Wayne Sutton @waynesutton General Partner at @BUILDUPvc a global impact firm designed to connect, mentor and educate technology entrepreneurs. Follow me on https://t.co/upsj1Vq50B	San Francisco, CA	51,109	46,526	46,310	2,900	62
								
Follow		Aaron Bailey @aaronbailey Web geek @601am, entrepreneur, world traveler, 875th user on Twitter, chairman of @youthbizinc	Denver, CO	11,448	1,244	2,030	2,900	44
								
Follow		derek dukes @ddukes product @twitter, lover of technology, politics, food, photography and travel. tweets are my own.	94107	1,659	1,343	3,570	2,899	38
								
Follow		Dave McClure @davemccclure Geeks, Entrepreneurs, Startups – The Internet Revolution. Founding Partner & Part-Time Sith Lord, @500Startups.	Silicon Valley, CA	50,062	12,898	221,297	2,898	74
								

RETWEETS
9





How does that compare
to an average Sunday?

My Takeaway:

Photo tweetstorms are probably too interruptive (even when “on topic”) to be a valuable tool for me on a regular basis.

Can **Internal Links** Move the
Needle By Themselves?

How Can a CEO Lead Social Media Efforts for Their Company?

Date / nov 4, 2013 / Category / [Marketing, Startups](#)

One of the best parts about [Foundry's investment in Moz](#) last Spring was the incredible access to other CEOs, founders, and companies in their portfolio. I've had at least a half dozen phone conversations, more than a dozen in-person chats, and a few invaluable get-togethers with my Foundry cousins and learned a tremendous amount every time. It's something I hope every VC & investor is doing, because these connections are emotionally and professionally fulfilling in ways I never could have imagined before I got to join in.

social media for ceos

[Web](#)
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[Videos](#)
[Maps](#)
[More ▾](#)
[Search tools](#)

Page 3 of about 6,120,000 results (0.21 seconds)

[Five characteristics of the top 30 charity CEOs on social media](#)
[www.theguardian.com](#) › [Professional](#) › [Voluntary Sector Network](#) ▾

Nov 22, 2013 - Being approachable and talking to stakeholders are among the things that help charity chief executives engage when using social media.

[How Can a CEO Lead Social Media Efforts for Their ... - Moz](#)
[moz.com/.../how-can-a-ceo-lead-social-media-efforts-for-their-company/](#) ▾

Nov 4, 2013 - Time as a CEO is precious and rare, but it's not quite as bad as we ...
Granted, that's using social media in what I'd call "maintenance mode" ...

Ugh. Page Three? I can do better than that.

social media ceo site:moz.com

Web News Images Videos Shopping More ▾ Search tools

About 5,830 results (0.56 seconds)

How Can a CEO Lead Social Media Efforts for Their ... - Moz

[moz.com/.../how-can-a-ceo-lead-social-media-efforts-for-their-com...](#) ▾ Moz ▾

Nov 4, 2013 - Time as a CEO is precious and rare, but it's not quite as bad as we ...
Granted, that's using **social media** in what I'd call "maintenance mode" ...

Rand's Blog - CEO & Founder of Moz, TAGFEE Evangelist ...

[moz.com/rand/](#) ▾ Moz ▾

Jun 22, 2014 - It helps websites and companies earn traffic, earn amplification through **social media**, build trust with an audience, all at a cost far lower than ...

My Final Post as CEO: Sarah Bird Has the Conn - Moz



[moz.com/.../final-post-as-ceo-sarah-bird-has-th...](#) ▾ Moz ▾

Jan 15, 2014

I'm Rand Fishkin, the CEO her at Moz, and I'm joined by my
(note, some advice from Rand on **Social Media** for CEOs), through
video. I'm not

Announcing the Brand New Beginner's Guide to Social Media

[moz.com/blog/announcing-beginners-guide-to-social-media](#) ▾ Moz ▾

by Trevor Klein - Jan 16, 2014 - The prevalence and importance of **social media** to web marketing can't be overstated ... We've even got some advice on **social media** for CEOs.

I'm Swapping CEO Roles with Wil Reynolds of SEER ... - Moz

[moz.com/rand/im-swapping-ceo-roles-with-wil-reynolds-of-seer/](#) ▾ Moz ▾

by Wil Reynolds - Jun 27, 2013 - For the last 6.5 years, I've had a fairly singular role as CEO of a ... for the SEER folks (or some advice like my **Social Media** for CEOs), I'll make ...

Swapping Drivers on this Long Road Trip Together - Rand's ...

[moz.com/rand/swapping-drivers-on-this-long-road-trip-together/](#) ▾ Moz ▾

Dec 11, 2013 - (taken at Wil Reynold's house during our CEO swap) lot of CEO-type things today (maybe not as much **social media** CEO-ing, but that's OK).

Your Guide to Social Signals for SEO - Moz

[moz.com/blog/your-guide-to-social-signals-for-seo](#) ▾ Moz ▾

by Jayson DeMers - Nov 6, 2012 - Participating in **social media** (which even CEOs can do) channels brings brands closer to customers and potential customers. A brand's

I went to ~15 of the most relevant pages on Moz, and added a link to the post from inside the content (not footers/sidebars/nav).

Page 3 of about 5,730,000 results (0.19 seconds)

The Leading CEO Network - ChiefExecutiveNetwork.com ⓘ

Ad www.chiefexecutivenetwork.com/ ▾

Get ideas, best practices & advice from peer CEOs in your industry

Is Social Media Now Part of the CEO's Job? | Alice Korngold

www.huffingtonpost.com/.../is-social-media-now-pa... ▾ The Huffington Post ▾

Apr 2, 2014 - **Social media** provides CEOs with a platform to build trust and goodwill by shaping the story and values of the company and making personal ...

Social Media For CEOs - SlideShare

www.slideshare.net/LuckyBeach/socialmediaforceos ▾

May 30, 2009 - **Social Media** Pioneer challenges CEOs to transform their company's marketing culture by listening to prospects online and moving beyond ...

[PDF] The Social CEO - KRC Research

www.krcresearch.com/pdfs/Social_CEO-Infographic.pdf ▾

Weber Shandwick compared the exceptionally active social CEOs (those whose ... in **social media** at least once a week) to overall social CEOs to develop a ...

How Can a CEO Lead Social Media Efforts for Their ... - Moz

moz.com/.../how-can-a-ceo-lead-social-media-efforts-for-their-com... ▾ Moz ▾

Nov 4, 2013 - Time as a CEO is precious and rare, but it's not quite as bad as we ... Granted, that's using **social media** in what I'd call "maintenance mode" ...

3 weeks after these
pages were re-indexed
with the new link, the
page dropped 2
ranking positions ☹️

Old School SEO Tests In Action (A 2014 Experiment)

Jan 14th 2014 - 12:47 pm, in Actionable, Experiences, SEO, by Bill Sebald



Author : Bill Sebald

Articles from [Bill Sebald](#)

Follow me on [Google+](#) or [Twitter \(@billsebald\)](#)

Like this post? Why not tweet it!

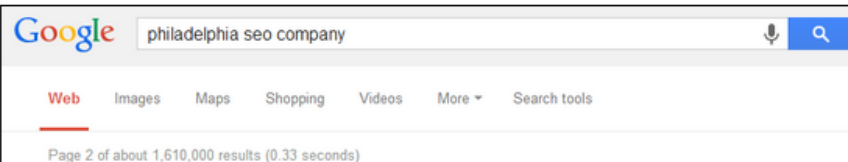


Exact Match Internal Anchor Text Optimization

Test 1

Situation: On November 17 2013, using Chrome Incognito, my site ranks #11 for a geo-targeted keyword (see graphic below – in this case I don't want to muddy this test by adding the keyword anywhere on this website except in the testing page).

Click images for larger view



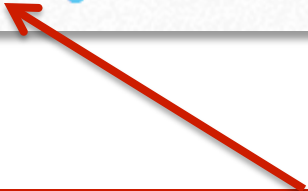
Bill Sebald ran a very similar test¹ and found similar results (inconsistent, minor movement)

My Takeaway:

I'm in the process of repeating this test a few more times, but I suspect internal anchor text and links are still playing a relatively minor role (especially when it's older pages being updated)

Can **Anchor Text** Influence
Search Suggest?

Professional/Event Bio: Rand Fishkin uses the ludicrous title, Wizard of [Moz](#). He's the founder and former CEO of [Moz](#), co-author of a [pair of books on SEO](#), and co-founder of [Inbound.org](#). Rand's an addict of all things content, search, & social on the web, from his [multiple blogs](#) to [Twitter](#), [Google+](#), [Facebook](#), [LinkedIn](#), and [FourSquare](#). In his minuscule spare time, Rand enjoys the company of his amazing wife, Geraldine, whose [serendipitous travel blog](#) chronicles their journeys.



A few years back, I started using this anchor text to link to Geraldine's blog in my official bio (which goes on a lot of event sites when I speak)





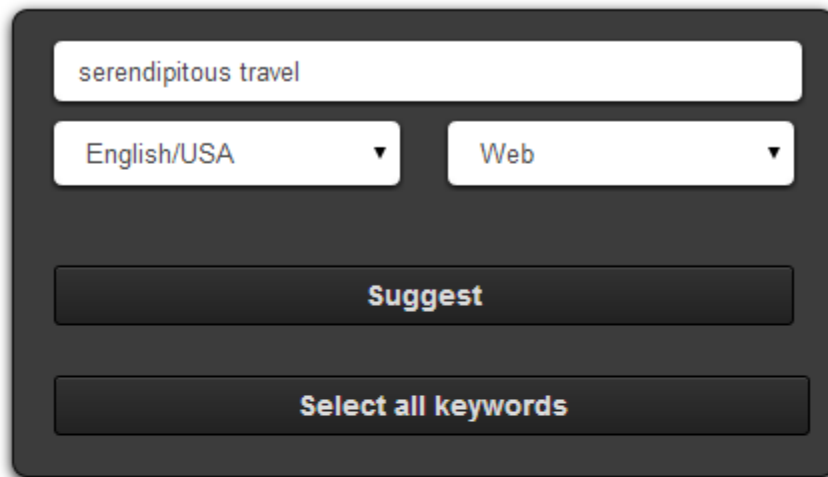
serendipitous trav|

serendipitous travels
serendipitous travel **blog**
serendipity travel
serendipity travel and tours
serendipity travel agency
serendipity travel durban
serendipity travel agents
serendipity travel costa rica
serendipity travel agency south africa
serendipity travels india

Google Search I'm Feeling Lucky

Hmm... That's
interesting.

Übersuggest - Suggest on steroids



serendipitous travel

English/USA ▼ Web ▼

Suggest

Select all keywords

↑ serendipitous travel

- + serendipitous travels
- + serendipitous travel blog
- + serendipitous my travels throughout time
- + kll smth serendipitous travels
- + kll smth serendipitous travels download

Not a personalized thing.

ludicrous title



ludicrous **job** titles

ludacris **song** titles

Google Search

I'm Feeling Lucky

rand's an add



rand add

rand **address**

rand_add **example**

rand **address** **santa monica**

rand_add **entropy**

Google Search

I'm Feeling Lucky

Other non-anchor
phrases in the bio
don't appear to be
impacting suggest



Research paper SERPs
may be another good
example of this

at the int
at the **intersection**
at the **interface** / **probing the boundaries**
at the **interview**
at the **interface**
at the **internet**
at the **intersection of diversification volatility and correlation**
at the **international level**
at the **intersection in thomasville**
at the **intersection of east and west**
at the **intersection of histories technology and the environment**

Google Search

I'm Feeling Lucky

"at the intersection of diversification volatility and correlation"

Web News Videos Images Shopping More ▾ Search tools

Page 2 of 18 results (0.16 seconds)

S&P Low Beta Europe Index - S&P Dow Jones Indices

us.spindices.com/indices/strategy/sp-low-beta-europe-index-us-dollar ▾

Practical Considerations for Factor-Based Asset Allocation · **At the Intersection of Diversification, Volatility and Correlation** · The S&P Europe 350® and Related ...

S&P Dow Jones Indices

us.spindices.com/?index=BMI&ffFix=yes&ffFix=yes&ffFix=... ▾

... Lookout Report: The U.S. Consumer Shrugs Off Old Man Winter And Comes Back Strong · **At the Intersection of Diversification, Volatility and Correlation** ...

Only 18 results for this phrase, but all are linking with the exact anchor text to this PDF document

www.spindices.com/docu x
www.spindices.com/documents/research/research-at-the-intersection-of-diversification-volatility-and-correlation.pdf



AT THE INTERSECTION OF DIVERSIFICATION, VOLATILITY AND CORRELATION

APRIL 2014

CONTRIBUTORS

Tim Edwards, PhD
Director
Index Investment Strategy
jtimothy.edwards@spdj.com

What is the "benefit" of diversification? It is certainly not an improvement in returns: if you think that the average stock will return 10% this year, you probably wouldn't expect a return much better (or worse) than 10% from a diversified portfolio of stocks. If you "know" that a particular stock will outperform, you may believe that you would be better off concentrating your position: diversification is a distraction from the main event.

But for an investor without an opinion as to which of two similar securities might perform better, the option of holding both may appear appealing: the average return, with less risk than either. **The benefit of diversification is ultimately a question of risk reduction.** Such "free lunch" aspects of diversified portfolios are so well known that they are often overlooked. Yet their rapid reduction in the highly correlated

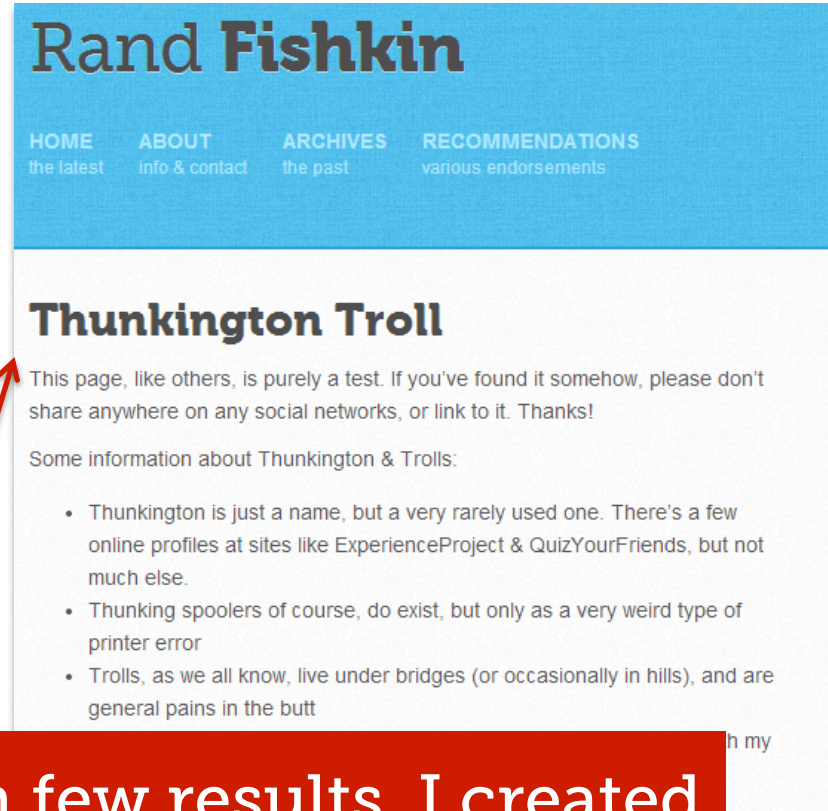
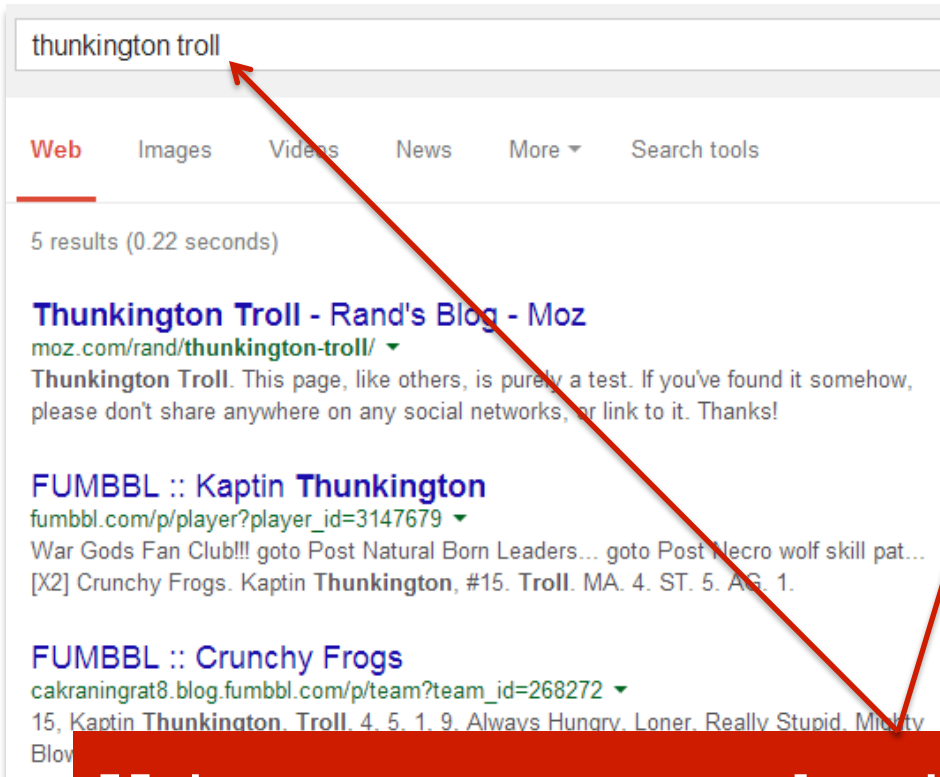
My Takeaway:

More testing is needed, but it seems likely that anchor text influences search suggest more so than other kinds of in-document, text-based phrase use.

Phase 2

More rigorous, controlled,
repeatable experiments

Does Google Index URLs Shared
on Social Media **Faster**?



Using nonsense words with few results, I created a variety of test pages w/ no links to them.



Rand Fishkin ✓

@randfish

Running a test moz.com/rand/cyberbloc...
Please don't link to this URL or share
anywhere but Twitter. Thanks!

↩ Reply 🗑 Delete ★ Favorite 📁 Pocket ... More

RETWEETS

47

FAVORITES

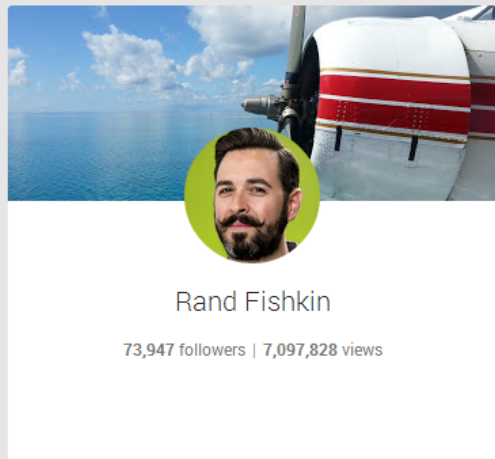
8



CLICK
NOW!
MARKETING



Others were
shared on
Google+



Rand Fishkin

73,947 followers | 7,097,828 views



Rand Fishkin

Shared publicly · Apr 11, 2014

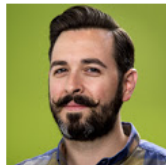
Running another test. If you'd like to help out, that's great, but you can also feel free to ignore this :-)

UPDATE: Test is now complete. Google first visited and cached the page at 6:47GMT, 11:47pm PST, 11 hours and 15 minutes after the post first went up here on Google+. Thanks all!

Caveat: **+Andy Beard** pointed out below that the URL did also appear in the XML Sitemap generated by WP SEO, which may have thrown the test off. I'm going to be looking into purely using that XML Sitemap to see if it will get a URL indexed next.

<http://moz.com/rand/enchiridion-hoypoloi/> - I'm trying to test indexing speed and whether a Google+ share can get something indexed all by itself (and how long that takes). Yesterday I tested on Twitter and the URL took a little over 12 hours to get indexed (and I can't be sure it came directly through Twitter). Will be interesting to see what happens with G+.

Please DONT share this URL anywhere but on G+ - no URL shorteners, no other social media, no links, etc. Thank you!



Enchiridion Hoypoloi - Rand's Blog

♂ Moz

+63

73



Shared on
Google+

Shared on
Twitter

In XML
Sitemap Only

~12 hours

~12 hours

~3 days

~10 hours

~11 hours

3-4 days

~11 hours

*each test was performed on a unique URL and keyword combination with no overlap and no conflating factors I could find (e.g. links, non-network sharing, etc)

My Takeaway:

The effect may be related to scrapers or something else (and not directly tied to social networks), but regardless, social sharing looks to be a consistently faster indexing method.

Can Google+ Shares or +1s Impact
Non-Personalized Search?



Rand Fishkin

Shared publicly - Yesterday 10:54 AM

#Tardigrade

Need Your Help Testing Google+'s Impact on Search

It's been a long time since a test was run to see if Google+ activity could impact search. <http://www.fromquarkstoquasars.com/introducing-the-tardigrade/> <-----
Would love your help with this URL

UPDATE: Despite a tremendous amount of G+ activity, the target URL only moved up 3 positions, then fell back down and is currently sitting at #24 (as of 12:55am Pacific).

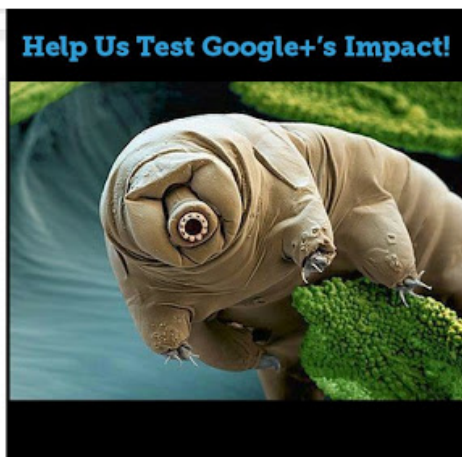
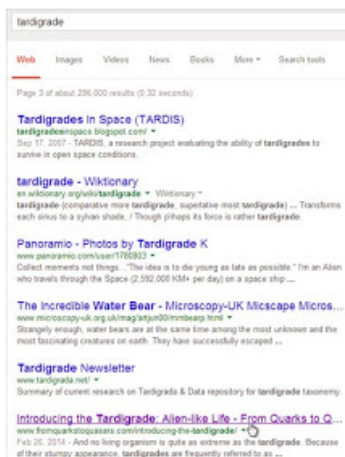
It's a random page I found while searching after hearing about the #Tardigrade on Cosmos. Currently, the page ranks #26 in Google US non-personalized results.

Help needed:

- 1) Please don't link to this page from anywhere except Google+
- 2) Please do click the link from Google+ and take a gander.
- 3) Please do share the link itself in your own Google+ account, and +1 others' shares of the link. Feel free to use photos, too :-)
- 4) Please don't share the post link directly on other social networks

Thanks so much!

p.s. I'm aware G folks might see this and take manual action, but I'm hoping that won't be the case.



+194

99



66 comments

tardigrade

Web

Images

Videos

News

Books

More ▾

Search tools

Page 3 of about 296,000 results (0.32 seconds)

Tardigrades In Space (TARDIS)

tardigradesinspace.blogspot.com/ ▾

Sep 17, 2007 - TARDIS, a research project evaluating the ability of **tardigrades** to survive in open space conditions.

tardigrade - Wiktionary

en.wiktionary.org/wiki/tardigrade ▾ Wiktionary ▾

tardigrade (comparative more **tardigrade**, superlative most **tardigrade**)
each sinus to a sylvan shade, / Though p'rhaps its force is rare

Panoramio - Photos by Tardigrade K

www.panoramio.com/user/1780803 ▾

Collect moments not things..."The idea is to die young as late as possible, who travels through the Space (2,592,000 KM+ per day) on a

The Incredible Water Bear - Microscopy-UK

www.microscopy-uk.org.uk/mag/jun00/mmbearp.html ▾

Strangely enough, water bears are at the same time among the most fascinating creatures on earth. They have successfully escaped ...

Tardigrade Newsletter

www.tardigrada.net/ ▾

Summary of current research on Tardigrada & Data repository for **tardigrade** taxonomy.

Introducing the Tardigrade: Alien-like Life - From Quarks to Q...

www.fromquarkstoquasars.com/introducing-the-tardigrade/ ▾

Feb 26, 2014 - And no living organism is quite as extreme as the **tardigrade**. Because of their stumpy appearance, **tardigrades** are frequently referred to as ...

At 10:50am, the test URL ranked
#26 in logged-out, non-
personalized, non-geo-biased,
Google US results.

#21

#22

#23

#24

#25

#26

tardigrade

Web

Images

Videos

News

Books

More ▾

Search tools

Page 3 of about 296,000 results (0.17 seconds)

#21

tardigrade - Wiktionary

en.wiktionary.org/wiki/tardigrade ▾

tardigrade (comparative more **tardigrade**, superlative most **tardigrade**) ... Transforms each sinus to a sylvan shade, / Though p'rhaps its force is rather **tardigrade**.

#22

Panoramio - Photos by Tardigrade K

www.panoramio.com/user/1780803 ▾

Collect moments not things..."The idea is to die young as late as possible." I'm an Alien who travels through the Space (2,592,000 KM+ per day) on a space ship ...

#23

Introducing the Tardigrade: Alien-like Life - From Quarks to Q...

www.fromquarkstoquasars.com/introducing-the-tardigrade/ ▾

Feb 26, 2014 - Because of their stumpy appearance, **tardigrades** are frequently referred to as "water bears." Under a microscope, they resemble a plump, ...

#24

The Incredible Water Bear - Microscopy-UK Micscape Micros...

www.microscopy-uk.org.uk/mag/artjun00/mmbearp.html ▾

Strangely enough, water bears are at the same time among the most unknown and the most fascinating creatures on earth. They have successfully escaped ...

#25

Tardigrade Newsletter

www.tardigrada.net/ ▾

Summary of current research on Tardigrada & Data repository for **tardigrade** taxonomy.

#26

Water Bear (Tardigrade), Living | Carolina.com

www.carolina.com/Animals/Invertebrates/Tardigrades ▾

★ ★ ★ ★ ☆ Rating: 3 - 2 votes - \$11.75 - In stock

Water Bear (Tardigrade), Living. Item # 133960. **Tardigrades** are supplied in an active form, and are sometimes known as water bears. Includes a living culture ...

42 minutes later, after ~30 shares, 40 +1s, and several other G+ accounts posting the link, the target moved up to position #23

Page 3 of about 295,000 results (0.13 seconds)

#21

Panoramio - Photos by Tardigrade Kwww.panoramio.com/user/1780803 ▾

Collect moments not things..."The idea is to die young as late as possible who travels through the Space (2,592,000 KM+ per day) on a spa

#22

Tardigrade Newsletterwww.tardigrada.net/ ▾

Summary of current research on Tardigrada & Data repository for

#23

The Incredible Water Bear - Microscopy-UK Magazinewww.microscopy-uk.org.uk/mag/artjun00/mmbearp.html ▾

Strangely enough, water bears are at the same time among the most fascinating creatures on earth. They have successfully esca

#24

'Water bears' are first animal to survive space voyagewww.newscientist.com/.../dn14690-water-bears-are-first-animal-to-survive ▾

Sep 8, 2008 - News article reporting that **tardigrades** exposed to the harsh combination of low pressure and intense radiation found in space, have survived ...

#25

Introducing the Tardigrade: Alien-like Life - From Quarks to Q...www.fromquarkstoquasars.com/introducing-the-tardigrade/ ▾

Feb 26, 2014 - Because of their stumpy appearance, **tardigrades** are frequently referred to as "water bears." Under a microscope, they resemble a plump, ...

#26

tardigrade.org Home Pagewww.tardigrade.org/ ▾

tardigrade.org Home Page. At this site: Gardening with Pacific Northwest Native Plants. Some other sites: University of Washington Home Page · Department of ...

48 hours later, after 100 shares of the post, 95 +1s, and tons of additional posts, the result was back down to #25

Page 3 of about 275,000 results (0.29 seconds)

#21

[Tardigrade Newsletter](#)

www.tardigrada.net/ ▾

Summary of current research on Tardigrada & Data repository for **tardigrade** taxonomy.

#22

[Introducing the Tardigrade: Alien-like Life](#)

www.fromquarkstoquasars.com/introducing-the-tardigrade/ ▾

Feb 26, 2014 - Because of their stumpy appearance, **tardigrades** are frequently referred to as "water bears." Under a microscope, they resemble a plump, ...

#23

[tardigradebarcoding.org - Tardigrade Barcoding Project](#)

tardigradebarcoding.org/ ▾

In spite of their overall abundance, **tardigrades** have received relatively little attention over the last 200 years. The Tardigrade Barcoding Project (TBP) is a global ...

#24

[Water Bear \(Tardigrade\), Living | Carolina.com](#)

[www.carolina.com/tardigrades/wate...](http://www.carolina.com/tardigrades/water-bear-living) ▾ Carolina Biological Supply Company

★★★★★ Rating: 3 - 2 votes - \$11.75 - In stock

Water Bear (Tardigrade), Living. Item # 133960. **Tardigrades** are supplied in a ... form, and are sometimes known as water bears. Includes a living culture ...

#25

[tardigrade appreciation headquarters - Q7.com](#)

www.q7.com/~ww/tardigrade/ ▾

microinvertebrate enthusiasts, webwanderers, and curiosity seekers -- welcome to the international headquarters of the **tardigrade** appreciation club. perhaps ...

#26

[Tardigrades » American Scientist](#)

www.americanscientist.org/issues/feature/tardigrades/1 ▾ American Scientist ▾

by WR Miller - [Related articles](#)

Tardigrades, I reply, are microscopic, aquatic animals found just about everywhere on Earth. Terrestrial species live in the interior dampness of moss, lichen, leaf ...

It bounced around a little,
settled in at #22, then
recently fell again to #29

About 295,000 results (0.31 seconds)

#1

Tardigrade - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Tardigrade ▾ Wikipedia ▾

Tardigrades (also known as waterbears or moss piglets) are water-dwelling, segmented micro-animals, with eight legs. They were first described by the German ...

[Extremophile](#) - [Micro-animal](#) - [List of microorganisms tested ...](#) - [Eutely](#)

#2

Tardigrades - SERC

serc.carleton.edu/microbelife/topics/tardigrade/ ▾ Carleton College ▾

Dec 13, 2013 - **Tardigrades** (Tardigrada), also known as water bears or moss piglets, are a phylum of small invertebrates. They were first described by the ...

#3

First Animal to Survive in Space - YouTube



www.youtube.com/watch?v... ▾ YouTube ▾

Sep 4, 2012 - Uploaded by VICE

Tardigrades or "Water Bears" are the only creatures that can survive the extreme conditions in the vacuum of ...

#4

The Tardigrade Can Survive almost anything. <http://www...>



<https://plus.google.com/.../posts/jMg1G6HtoJY> ▾

Cyrus Shepard

1 day ago - The **Tardigrade** Can Survive almost anything.

<http://www.fromquarkstoquasars.com/introducing-the-tardigrade/> This is a test introduced by +Rand Fishkin to see if ...

#5

This is an SEO test: <http://www.fromquarkstoquasars.com> ...



<https://plus.google.com/.../posts/Y1G2MhogVPa> ▾


Aleyda Solis

18 hours ago - This is an SEO test:

<http://www.fromquarkstoquasars.com/introducing-the-tardigrade/>

Many G+ users
personalized results,
however, were
clearly affected.

Eric Enge and the Stone Temple crew ran a much more in-depth analysis² with consistent, similar results.



STONE TEMPLE CONSULTING

- Home
- Digital Marketing Services
- Case Studies
- Media
- Blog
- Live Broadcasts
- STC Background

[Home](#) / [Google](#) / Direct Measurement of Google Plus Impact on Search Rankings

Direct Measurement of Google Plus Impact on Search Rankings

9/17/2013 by [Eric Enge](#) [44 Comments](#)

[f](#) Like 62 [g+](#) 294 [t](#) Tweet 230 [in](#) Share 39 [+](#) 1

And **here is the shocking result in a nutshell**. In our study, and in my opinion, Google Plus Shares did not drive any material rankings changes (of non-personalized results) that we could detect. To be fair, our study had some limitations – read on so you can judge for yourself if this test changes the way you think about Google Plus and

My Takeaway:

Activity on Google+ does not appear to directly influence non-personalized rankings. But for personalized/logged-in rankings, they can still be powerful.

Has Anchor Text **Lost** Its Once
Mighty Impact on Rankings?

Test Conditions:

- 1) Three word, informational keyword phrase with relatively light competition and stable rankings
- 2) We selected two results ("A" and "B"), ranking #13 ("A") and #20 ("B") in logged-out, non-personalized results
- 3) We pointed links from 20 pages on 20 unique, high-DA, high-trust, off-topic sites at both "A" and "B"

#11

[Lucene Query Syntax - Lucene Tutorial.com](#)[www.lucene-tutorial.com/lucene-query-syntax.html](#)

Here are some **query examples** demonstrating the **query syntax**. ... Search for phrase "too bar" in the title field AND the phrase "quick fox" in the body field.

#12

[Query String Query - Elasticsearch](#)[www.elasticsearch.org/guide/en/_query-dsl-query-string-query.html](#)

A **query** that uses a **query parser** in order to parse its content. ... When compared to the above **example query**, the phrase "quick fox" would be considered more ...

#13

[Composing cts.query Expressions \(Search Developer's Guide ...](#)[https://docs.marklogic.com/guide/search-dev/cts_query](#)

Searches in MarkLogic Server use expressions that have a **cts.query** type. ... XML Serializations of **cts.query** Constructors - **Example**: Creating a **cts.query** Parser ... The contents of the **cts.query expression** determines the conditions in which a ...

#14

[The default query language — Whoosh 2.5.6 documentation](#)[https://pypithonhosted.org/Whoosh/querylang.html](#)

There are two types of terms: single terms and phrases. ... For example, the following **query** will match documents containing terms in the lexical range from ...

#15

[ArcGIS Help 10.2 - Building a query expression](#)[resources.arcgis.com/en/help/main/10.2/_00s500000020000000.htm](#)

Query expressions use the general form that follows a Select * From <Layer or dataset> Where **clause** (for example, the part of the SQL **expression** that comes ...

#16

[Positional indexes - The Stanford NLP](#)[nlp.stanford.edu/IR-book/html/htmledition/positional-indexes-1.html](#)

Worked **example**. Satisfying **phrase queries**. **phrasequery** Suppose the postings lists for to and be are as in Figure 2.11, and the **query** is "to be or not to be".

#17

[Advanced search - Gmail Help - Google Help](#)[https://support.google.com/mail/answer/7190?hl=en](#)

Advanced search operators are **query** words or symbols that perform special actions in ... subject: Search for words in the subject line, **Example**: subject:dinner ... Meaning: Messages containing the **phrase** "dinner and a movie" in the subject.

#18

[Using Lucene Search Text Queries - ArcGIS Resources](#)[webhelp.esri.com/geoportal_extension/9.3.1/srch_lucene.htm](#)

11 Oct 2009 - A **Phrase** is a group of words surrounded by double quotes such as "air". For **example** to search for items that contain the scale hit 1:250,000 ...

#19

[\[PDF\] Fast Phrase Querying With Combined Indexes - Departme...](#)[www.cs.mu.oz.au/~jz/fulltext/acmt015/](#)

by HE WILLIAMS - 2004 - **Cited by 13** - **Related articles**

search engines until recently—the Google search engine, for example, neglected common words in **phrase queries** until 2002—but this approach means that a.

#20

[Query Construction API - Zend_Search_Lucene - Zend Framew...](#)[framework.zend.com/manual/1.12/en/zend_search_lucene_query-api.html](#)

Phrase Queries are very flexible and allow the user or developer to search for exact ... For example, a term can be duplicated to increase the term its weight, ...

A) We pointed 20 links from 20 domains at this result with anchor text exactly matching the query phrase

B) We pointed 20 links from the same 20 pages as "A" to this URL with anchor text that did not contain any words in the query

About 17,0

#1

java - Ex
stackoverflow
3 Apr 2011
doesn't se

#2

How do
www.avaj
Sets the n
example, t

#3

Examp
www.goss
11 Mar 20
search in s

#4

Phras
lucene ap
A Phrase
switch the

#5

CodeBit
affy.blog
by David
22 Apr 2003 - The following code has examples how to call each of the various
Lucene **PhrasePrefixQuery** ppq = new **PhrasePrefixQuery**(); ppq.add(new ...

#6

Build **Queries** with **QueryExpression** - MSDN - Microsoft
msdn.microsoft.com/en-us/library/gg328300.aspx
A **query expression** is used for single-object searches. For example, you can create
a search to return all accounts that match certain search criteria.

#7

Using Apache Lucene to search text - IBM
www.ibm.com/developerworks/library/os-apache-lucene-search/
18 Aug 2009 - Supports many powerful query types, such as **PhraseQuery**, ...
PhraseQuery example: Search maps that have phrase 'job opening j2ee' in the ...

#8

Understanding **Query** Expressions - Oracle Documentation
docs.oracle.com/javase/6/docs/api/org/apache/lucene/search/PhraseQuery.html
For example, a **query** for documents containing the **phrase** peanut butter and jelly
returns different results than a **query** for documents containing the terms ...

#9

QueryParser Rules | Java.net
today.java.net/pub/a/today/2003/11/07/QueryParserRules.html
6 Nov 2003 - When an illegal **expression** is encountered, **QueryParser** throws a ...
The relevant subclasses, their purpose, and some **example** expressions ...

#10

Match **Query** - Elasticsearch
www.elasticsearch.org/guide/en/...current/query-dsl-match-query.html
Here is an **example** when providing additional parameters (note the slight ... The
match_phrase **query** analyzes the text and creates a **phrase** **query** out of the ...

After 20 days, all of the links had been indexed by Google. "A" and "B" both moved up 4 positions. None of the other results moved more than 2 positions.

Page 2 of about 17,000,000 results (0.15 seconds)

#11

Lucene **Query** Syntax - Lucene Tutorial.com
www.lucene-tutorial.com/lucene-query-syntax.html
Here are some **query examples** demonstrating the **query** syntax. ... Search for
phrase "too bar" in the title field AND the **phrase** "quick fox" in the body field.

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https://docs.marklogic.com/guide/search-dev/cts_query
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Serializations of **cts:query** Constructors - **Example**: Creating a **cts:query** Parser ...
The contents of the **cts:query expression** determines the conditions in which a ...

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https://pythontesting.org/Whoosh/querylang.html
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following **query** will match documents containing terms in the lexical range from ...

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ArcGIS Help 10.2 - Building a **query expression**
resources.arcgis.com/en/help/main/10.2/...00s50000002000000.html
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Positional indexes - The Stanford NLP
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Query example: Satisfying **phrase queries** **phrasequery** Suppose the postings
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Advanced search - Gmail Help - Google Help
https://support.google.com/mail/answer/7190?hl=en
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actions in ... subject: Search for words in the subject line. **Example**: subject: dinner ...
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Using Lucene Search Text **Queries** - ArcGIS Resources
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www.cs.mu.oz.au/~jz/fulltext/acmtois04.pdf
by HE WILLIAMS - 2004 - Cited by 73 - **Related articles**
search engines until recently—the Google search engine, for example, neglected
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Repeat the Experiment!

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A) We pointed 20 links from the same pages/domains at this result with anchor text exactly matching the query phrase

Anchor Text Test #2

- 1) Three word, informational keyword phrase with relatively light competition and stable rankings
- 2) We selected two results ("A" and "B"), ranking #20 ("A") and #14 ("B") in logged-out, non-personalized results
- 3) We pointed links from 20 pages on 20 unique, high-DA, high-trust, off-topic sites at both "A" and "B"

#1

java - Exact **Phrase** search using Lucene? - Stack Overflow
stackoverflow.com/questions/5527868/exact-phrase-search-using-lucene-
3 Apr 2011 - I am using SpanTerm **Query** for searching exact **phrase** in lucene. But it
doesn't seem ... Here's a full working **example** of searching for a **phrase**:

#2

How do I **query** for words near each other with a **phrase query** ...
www.avajava.com/~how-do-i-**query**-for-words-near-each-other-with-a-...
Sets the number of other words permitted between words in **query phrase**. ... For
example, to switch the order of two words requires two moves (the first move ...

#3

Example phrase query with lucene version 4 | Lucene | Java-U...
www.gossamer-threads.com/~Mailing Lists/Archive/Lucene/Java-User/
11 Mar 2013 - Hello, could someone give me an **example** of how to conduct a
search in an already built index with Lucene 4 mode **phrase query** using a ...

#4

PhraseQuery (Lucene 3.5.0 API) - Apache Lucene
lucene.apache.org/core/3_5_0/api/all/org/apache/lucene/PhraseQuery.html
A **PhraseQuery** is built by **QueryParser** for input like "new york". ... For **example**, to
switch the order of two words requires two moves (the first move places the ...

#5

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Phrase Queries are very flexible and allow the user or developer to search for exact
... For **example**, a term can be duplicated to increase the term its weight, ...

After 16 days, all of the links had been indexed by Google. "A" moved up 19 positions to #1! B moved up 5 positions to #9. None of the other results moved more than 2 positions.



Repeat the Experiment!

Anchor Text Test #3

- 1) Three word, hobby-related keyword phrase with very light competition and stable rankings
- 2) We selected two results ("A" and "B"), ranking #31 ("A") and #11 ("B") in logged-out, non-personalized results
- 3) We pointed links from the same 20 pages on 20 unique, high-DA, high-trust, off-topic sites at both "A" and "B"

About 17,000,000 results (0.48 seconds)

#1

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Page 2 of about 17,000,000 results (0.15 seconds)

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Phrase Queries are very flexible and allow the user or developer to search for exact
... For **example**, a term can be duplicated to increase the term its weight, ...

After 8 days, not quite all of the links had been indexed by Google. "A" moved up 30 positions to #1! B moved up 1 position to #10. None of the other results moved more than 2 positions.

My Takeaway:

Links with exact match anchor text are still considerably more powerful than non-anchor match links (and surprisingly powerful overall).

Do **Nofollowed** Links Have Any
Direct Impact on Rankings?

Nofollow Link Tests

- 1) Low search volume queries with very stable results (first test was on a competitive result, second was on a very low difficulty query)
- 2) All links were nofollowed (confirmed by asking IMEC participants to submit their URLs in web form)
- 3) Links were placed in page content, never comments, footers, headers, nav, or sidebars

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[Query String Query - Elasticsearch](#)[www.elasticsearch.org/guide/en/_query-dsl-query-string-query.html](#)

A **query** that uses a **query** parser in order to parse its content. ... When compared to the above **example query**, the **phrase** "quick fox" would be considered more ...

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[Composing cts.query Expressions \(Search Developer's Guide ...](#)[https://docs.marklogic.com/guide/search-dev/cts_query](#)

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There are two types of terms: single terms and **phrases**. ... For **example**, the following **query** will match documents containing terms in the lexical range from ...

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[ArcGIS Help 10.2 - Building a query expression](#)[resources.arcgis.com/en/help/main/10.2/_J005F5500002000000.htm](#)

Query expressions use the general format that follows a Select * From <layer or dataset> Where **clause** (for **example**, the part of the SQL **expression** that comes ...

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[Positional Indexes - The Stanford NLP](#)[stanford.edu/IR-book/html/htmledition/positional-indexes-1.html](#)

Worked example. Satisfying **phrase queries**. **phrasequery** Suppose the postings lists for to and be are as in Figure 2.11, and the **query** is "to be or not to be".

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[Advanced search - Gmail Help - Google Help](#)[https://support.google.com/mail/answer/7190?hl=en](#)

Advanced search operators are **query** words or symbols that perform special actions in ... subject: Search for words in the subject line. **Example**: subject: dinner ... Meaning: Messages containing the **phrase** "dinner and a movie" in the subject.

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[Using Lucene Search Text Queries - ArcGIS Resources](#)[webhelp.esri.com/geoportal_extension/9.3.1/srch_lucene.htm](#)

11 Oct 2009 - A **Phrase** is a group of words surrounded by double quotes such as "air ... For **example** to search for items that contain the scale hit 1:250k use ...

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Phrase Queries are very flexible and allow the user or developer to search for exact ... For **example**, a term can be duplicated to increase the term its weight, ...

Test #1: We pointed nofollow links from pages on 55 unique domains at the page ranking #16

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Phrase Queries are very flexible and allow the user or developer to search for exact ... For **example**, a term can be duplicated to increase the term its weight, ...

Test #1: After indexation of all the links, the page only moved up a single result.

About 17,000,000 results (0.48 seconds)

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java - Exact **Phrase** search using Lucene? - Stack Overflow
stackoverflow.com/questions/5527868/exact-**phrase**-search-using-lucene
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Here is an **example** when providing additional parameters (note the slight ... The **match_phrase query** analyzes the text and creates a **phrase query** out of the ...

Test #1: We asked participants to remove the nofollows, and the page moved up rapidly to #6



Repeat the Experiment!

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About 17,000,000 results (0.48 seconds)

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Test #2: After indexing all the nofollow links, the page rose to position #6 and stayed there.

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22 Apr 2003 - The following code has **examples** how to call each of the various Lucene **PhrasePrefixQuery** ppq = new **PhrasePrefixQuery**(); ppq.add(new ...

#6

Build **Queries** with **QueryExpression** - MSDN - Microsoft
msdn.microsoft.com/en-us/library/gg328300.aspx
A **query expression** is used for single-object searches. For **example**, you can create a search to return all accounts that match certain search criteria.

#7

Using Apache Lucene to search text - IBM
www.ibm.com/developerworks/library/os-apache-lucenearch/
18 Aug 2009 - Supports many powerful query types, such as **PhraseQuery**,
PhraseQuery example: Search mails that have phrase 'job opening j2ee' in the ...

#8

Understanding **Query** Expressions - Oracle Documentation
docs.oracle.com/cd/A57673_01/DOC/ser/doc/CO20APP/ch03.htm
For **example**, a **query** for documents containing the **phrase** peanut butter and jelly returns different results than a **query** for documents containing the terms ...

#9

QueryParser Rules | Java.net
today.java.net/pub/a/today/2003/11/07/**QueryParser**Rules.html
6 Nov 2003 - When an illegal **expression** is encountered, **QueryParser** throws a ...
The relevant subclasses, their purpose, and some **example** expressions ...

#10

Match **Query** - Elasticsearch
www.elasticsearch.org/guide/en/...current/**query-dsl-match-query**.html
Here is an **example** when providing additional parameters (note the slight ... The **match_phrase query** analyzes the text and creates a **phrase query** out of the ...

Test #2: We asked participants to remove the nofollows. Upon indexation, the page rose to position #5 where it remains (75% of links re-indexed 8 days later)

My Takeaway:

The experiment needs to be repeated 2-3 more times at least, but early data suggests there may be a relationship between ranking increases and in-content, nofollowed links

A Fascinating Side-Effect
Presented Itself in All of Our
Link-Based Experiments

About 17,000,000 results (0.48 seconds)

#1

java - Exact **Phrase** search using Lucene? - Stack Overflow
stackoverflow.com/questions/5527868/exact-phrase-search-using-lucene-**query-syntax** ...
3 Apr 2011 - I am using SpanTerm **Query** for searching exact **phrase** in lucene. But it doesn't seem ... Here's a full working **example** of searching for a **phrase**:

#2

How do I **query** for words near each other with a **phrase query** ...
www.avajava.com/~how-do-i-**query**-for-words-near-each-other-with-a-...
Sets the number of other words permitted between words in **query phrase**. ... For **example**, to switch the order of two words requires two moves (the first move ...

#3

Example phrase query with lucene version 4 | Lucene | Java-U...
www.gossamer-threads.com/~Mailing Lists/Archive/Lucene/Java-User
11 Mar 2013 - Hello, could someone give me an **example** of how to conduct a search in an already built index with Lucene 4 mode **phrase query** using a ...

#4

PhraseQuery (Lucene 3.5.0 API) - Apache Lucene
lucene.apache.org/core/3_5_0/api/all/org/apache/.../**PhraseQuery**.html ...
A **PhraseQuery** is built by **QueryParser** for input like "new york" ... For **example**, to switch the order of two words requires two moves (the first move places the ...

#5

CodeBit: **Examples** for All of Lucene's **Query** Classes. - CodeBits
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Here is an **example** when providing additional parameters (note the slight ... The **match_phrase** **query** analyzes the text and creates a **phrase query** out of the ...

Page 2 of about 17,000,000 results (0.15 seconds)

#11

Lucene Query Syntax - Lucene Tutorial.com
www.lucene-tutorial.com/lucene-**query-syntax**.html ...
Here are some **query examples** demonstrating the **query syntax**. ... Search for **phrase** "too bar" in the title field AND the **phrase** "quick fox" in the body field.

#12

Query String Query - Elasticsearch
www.elasticsearch.org/guide/en/.../**query-dsl-query-string-query**.html ...
A **query** that uses a **query parser** in order to parse its content. ... When compared to the above **example query**, the **phrase** "quick fox" would be considered more ...

Months after the links had been removed, every page we linked to continued to rank considerably higher than their initial position

#18

Using Lucene Search Text **Queries** - ArcGIS Resources
webhelp.esri.com/geoportal_extension/9.3.1/srch_lucene.htm ...
11 Oct 2009 - A **Phrase** is a group of words surrounded by double quotes such as "air" ... For **example** to search for items that contain the scale hit 1:250k use ...

#19

[PDF] Fast **Phrase Querying** With Combined Indexes - Departme...
www.cs.mu.oz.au/~jz/fulltext/acmt01s04.pdf ...
by HE WILLIAMS - 2004 - Cited by 73 - **Related articles**
search engines until recently—the Google search engine, for **example**, neglected common words in **phrase queries** until 2002—but this approach means that a.

#20

Query Construction API - Zend_Search_Lucene - Zend Framework...
framework.zend.com/manual/1.12/en/zend.search.lucene-**query-api**.html ...
Phrase Queries are very flexible and allow the user or developer to search for exact ... For **example**, a term can be duplicated to increase the term its weight, ...

About 17,000,000 results (0.48 seconds)

#1

[java - Exact Phrase search using Lucene? - Stack Overflow](#)[stackoverflow.com/questions/5527868/exact-phrase-search-using-lucene](#) ▾

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[Example **phrase query** with lucene version 4 | Lucene | Java-U...](#)[www.gossamer-threads.com](#) ; [Mailing List Archive](#) ; [Lucene](#) ; [Java-User](#) ▾

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[PhraseQuery \(Lucene 3.5.0 API\) - Apache Lucene](#)[lucene.apache.org/core/3_5_0/api/all/org/apache/.../PhraseQuery.html](#) ▾

A **PhraseQuery** is built by **QueryParser** for input like "new york" For **example**, to switch the order of two words requires two moves (the first move places the ...

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[Match **Query** - Elasticsearch](#)[www.elasticsearch.org/guide/en/...current/**query**-dsl-match-**query**.html](#) ▾

Here is an **example** when providing additional parameters (note the slight ... The **match_phrase query** analyzes the text and creates a **phrase query** out of the ...

This phenomenon has consistently held true for our more recent link tests, though those links have only been down weeks rather than months.



Martin Panayotov

3 years ago | Edit | Delete

Hey Justin,

This is a great post. Thanks for sharing this information. Here are some additional info in addition to your tactics I would like to share with you guys:

- **Tactic 11 - Link Ghosts** - If a certain amount of links with a similar (or the same) anchor text that point to a number of pages disappear in a short period of time. This usually happens if you purchase links through an agency. After you stop paying for the links, usually they magically disappear and the search engines can detect the removal of many links from different domains at the same time. This could raise a red flag. I think this has as much weight as acquiring many links in a short period of time.
- **Tactic 12 - Link Page Divercifying** - If there are a small number of links to the internal pages and yet a lot of links to the home page. This profile doesn't look natural. The smaller websites (with less internal pages).

I think Google combines all the link spam techniques and there is a braking point when 2/3 or more of these spam tactics are used to take you out of the index. In all the other cases it just sends you a warning (which may be just a little bit) and it is hard to detect.

Martin Panayotov edited 3 years ago

Reply | 👍 2 | 🗑️ 0

Respect to Martin Panayotov and Mike King. They called it 3 years ago in the Moz blog comments.



iPullRank

3 years ago | Edit | Delete

New

Hey Martin,

Your Link Ghosts are the very same idea I've been trying to sell to SEOs for the past 2 weeks!

My Takeaway:

Link ghosts appear to be a real phenomenon with powerful and lasting effects. Studying this more could lead to some fascinating insights & tactics.

Can Query & Click Volume
Directly Impact Rankings?



Rand Fishkin ✓

@randfish

Care to help with a Google theory/test?
Could you search for "IMEC Lab" in Google
& click the link from my blog? I have a
hunch.

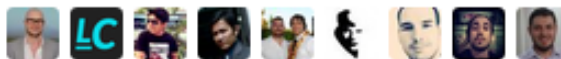
↩ Reply 🗑 Delete ★ Favorite ⋮ More

RETWEETS

14

FAVORITES

15



6:07 PM - 30 Apr 2014

At the time I sent this tweet, the page had been
live and indexed for just under 9 days

Google imec lab

Web Images News Maps Shopping More Search tools

About 322,000 results (0.67 seconds)

6:03pm

Exascience Life Lab -imec
www2.imec.be » Home » Research » Life sciences ▾ IMEC ▾
Opened in 2013 by Intel, Janssen Pharmaceutica, imec and five Flemish universities: UA, UGhent, KU Leuven, UHasselt and VUB. ExaScience Life Lab is an ...

Infrastructure-imec
www2.imec.be/be_en/about-imec/infrastructure.html ▾ IMEC ▾
Imec campus = 24,400m² of office space, laboratories, training facilities, and technical support rooms. 2 state-of-the-art cleanrooms: Semi-industrial; 24/7 ...

Exascience Life Lab -imec
www2.imec.be » ... » Research » Life sciences » Exascience Life Lab ▾ IMEC ▾
Exascience Life Lab. The contents of this website are intended exclusively for the personal information of the reader, to the exclusion of every other interpretation ...

Google imec lab

Web Images News Maps More Search tools **9:01pm**

About 322,000 results (0.39 seconds)

#1

IMEC Lab: Help Test & Validate Web Marketing Hypotheses ...
moz.com/rand/imec-lab/ ▾
Apr 22, 2014 - Starting today, I'm launching a small, private test pilot of a program I'm tentatively calling IMEC Lab. IMEC stands for "Internet Marketing ...

Exascience Life Lab -imec
www2.imec.be » Home » Research » Life sciences ▾
Opened in 2013 by Intel, Janssen Pharmaceutica, imec and five Flemish universities: UA, UGhent, KU Leuven, UHasselt and VUB. ExaScience Life Lab is an ...

Exascience Life Lab -imec
www2.imec.be » Home » Research » Life sciences » Exascience Life Lab ▾
Exascience Life Lab. The contents of this website are intended exclusively for the personal information of the reader, to the exclusion of every other interpretation ...

3hrs + 228 clicks later

#7

Sample Testing and Analysis North West | IMEC Laboratory
www.imeclab.co.za/ ▾
Chromite and ferrochrome sample testing laboratory, as well as sample analysis and testing lab for the mining, metallurgical and ...

IMEC - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/IMEC ▾ Wikipedia ▾
Imec, formerly the Interuniversity Microelectronics Centre, is a micro- and ... The imec campus contains office space, laboratories, training facilities, and technical ...
History · Campus · Research domains · See also

Intel, imec and Five Flemish Universities Open Flanders ...
www.intel.com/pressroom/archive/.../20100608corp.htm... ▾ Intel Corporation ▾
Jun 8, 2010 - Intel, imec and Five Flemish Universities Open Flanders ExaScience Lab -- New Lab to Develop Solar Flare Prediction as Driver for Intel's ...

IMEC Lab: Help Test & Validate Web Marketing Hypotheses ...
moz.com/rand/imec-lab/ ▾ Moz ▾
Apr 22, 2014 - Starting today, I'm launching a small, private test pilot of a program I'm tentatively calling IMEC Lab. IMEC stands for "Internet Marketing ...

Imec, ExaScience Lab, Belgium - ITFoM
www.itfom.eu/partners/project.../18.../275-imec-exascience-lab-belgium ▾
Imec, ExaScience Lab, Belgium. Description of organization imec logo zwart 512.
Imec vzw was founded in 1984 by the Flemish Government and is ...

Infrastructure-imec
www2.imec.be/be_en/about-imec/infrastructure.html ▾
Imec campus = 24,400m² of office space, laboratories, training facilities, and technical support rooms. 2 state-of-the-art cleanrooms: Semi-industrial; 24/7 ...

Sample Testing and Analysis North West | IMEC Laboratory ...
www.imeclab.co.za/ ▾
Chromite and ferrochrome sample testing laboratory, as well as metals and mineral sample analysis and testing lab for the mining, metallurgical and tailing ...

IMEC - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/IMEC ▾
Imec, formerly the Interuniversity Microelectronics Centre, is a micro- and ... The imec campus contains office space, laboratories, training facilities, and technical ...

Nuzzel - IMEC Lab: Help Test & Validate Web Marketing ...
nuzzel.com/.../imec_lab_help_test_validate_web_marketing_hypotheses... ▾
Apr 21, 2014 - Kaven Murray RT @randfish: Announcing IMEC Lab: t.co/X8g8rgBSS9 a collective for running tests in search engines & social media. Please ...

Twitter / randfish: Announcing IMEC Lab: ...
https://twitter.com/randfish/status/458504399346601984 ▾
Apr 22, 2014 - @randfish concluding anything from some seo tests is dangerous as what helps today could hurt you in the future, anchor text in particular.

Intel, imec and Five Flemish Universities Open Flanders ...
www.intel.com/pressroom/archive/releases/2010/20100608corp.htm ▾
Jun 8, 2010 - Intel, imec and Five Flemish Universities Open Flanders ExaScience Lab -- New Lab to Develop Solar Flare Prediction as Driver for Intel's ...



Rand Fishkin ✓

@randfish

Wow. 3 hrs after my last tweet, the page is ranking #1 for that query:
google.ca/search?q=imec+... (no new links, just searches & clicks)

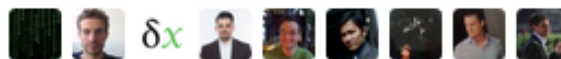
↩ Reply 🗑 Delete ★ Favorite 📁 Pocket ⋮ More

RETWEETS

18

FAVORITES

32



9:08 PM - 30 Apr 2014



Repeat the Experiment!

6 Unique Query & Click Tests

- 1) 4 of the 6 were totally private, known only to the IMEC testing group. 2 were publicly promoted on social.
- 2) Queries with very little to no search volume were chosen. Clicks confirmed through a web form & analytics.
- 3) We strived to make the queries and clicks happen in as short a period as possible, but this was quite hard w/ the private tests (public tests were done in 3-6 hour windows)

Private test:
164 clicks

Private test:
143 clicks

Private test:
148 clicks

+1 position

+1 position

+1 position

Each test was performed on relatively non-competitive SERPs with low search volume, old pages ranking, and nearly no movement or new results or new incoming links to ranking pages.

Public test:
581 clicks

Public test:
434 clicks

Disamb test:
148 clicks

+1 position

+1 position

-1 position



Howdy! I'm Rand

Queries & Clicks May Influence Google's Results More Directly Than Previously Suspected

Date / may 1, 2014 / **Category** / [Data, Marketing](#)

For a long time, folks in the search, technology, and marketing worlds have surmised that Google is using query and clickthrough data to bias search result rankings. I recently observed several examples of this via some industry colleagues (that, unfortunately, I cannot share publicly), and thought, "what the heck, let's give it a spin." On April 30th, at 6:03pm Pacific, I performed the following query:

Co-founder of [Moz](#) and [Inbound.org](#), startup junkie, frequent traveler, blogger, social media addict and evangelist of all things [TAGFEE](#).

I worried that by publishing a blog post on the experiment, we nudged Google to tighten their criteria around how clicks influence rankings (but it's impossible to test that hypothesis)

Just try it
one more
time...



#1

DistrACTION® Cards | Buzzybuzzy4shots.com/distraction-cards/

New research proves that the seemingly simple questions **distract** well enough to significantly reduce **pain** from medical procedures, so **DistrACTION** from ...

#2

Pain management resources for kids: shots ... - Buzzybuzzy4shots.com/children/pain-management/

This site has downloads and resources for **distraction**, topical anesthetic guidance, and even fashion for those on chemotherapy.

#3

Buzzy | Personal Pain Solutionsbuzzy4shots.com/

Buzzy® is a reusable breakthrough personal **pain** device that provides natural **pain** relief during shots and injections. Over 1200 hospitals and more than 36000 ...

#4

How to Use DistrACTION® Cards | Buzzybuzzy4shots.com/health-care/how-to-use-distraction-cards/

New research proves that the seemingly simple questions **distract** well enough to significantly reduce **pain** from medical procedures. For hints on how to use ...

#5

Testimonials about Buzzy pain relief from childrenbuzzy4shots.com/children/testimonial/

Pain? Unsolicited testimonials and feedback from parents and children. "My son, let him hold it, and we looked at the **distraction** cards only briefly ...

#6

Buzzy Research and Clinical Trials - data demonstratesbuzzy4shots.com/research/

Inal S, Kelleci M. **Distracting** children during blood draw: Looking through the cards is effective in **pain** relief of children during blood draw. International ...

#7

Focus Pain Relief | Buzzybuzzy4shots.com/focus-pain-relief/

Magic Tricks for Kids! Needle Sticks- how you can relieve shot **pain** naturally Download some Magic Tricks! **Pain Distraction** (or focus **distracting**) gives.

#8

Gate Control Theory for pain management. Buzzy uses this ...buzzy4shots.com/gate-theory/

The gate control theory is the basis for **Buzzy®**, a new device that provides natural injection **pain** relief by confusing your body's own nerves and **distracting** ...

#9

Buzzy for children - shots, arthritis, diabetes, pain relief | Buz...buzzy4shots.com/children/

While it may be a simple device, using **Buzzy** properly can make the difference between "Oh, this is just a **distracting**," to "Best. Decision. Ever." blocking **pain** ...

#10

The Buzzy: Revolutionary Acute Pain Management or Simple[www.sciencebasedmedicine.org/the-buzzy-revolutionary-acute-pain-man...](https://www.sciencebasedmedicine.org/the-buzzy-revolutionary-acute-pain-management/)

11.11.2014 - The Buzzy is designed to work by stimulating the sensory nerves of the skin ...

Google

the buzzy pain distraction



8 days after its publication, this
blog post ranked #10 for this query



Rand Fishkin ✓

@randfish

What should you do during that lull in the World Cup match? Help me run a test!
Takes <30 seconds: bit.ly/HelpRandTest3

↩ Reply 🗑 Delete ★ Favorite 📁 Pocket ... More

RETWEETS

10

FAVORITES

3



315 clicks and ~2
hours later...

It's ranking #5!

Google the buzzy pain distraction

Web Videos Images Shopping News More Search tools

About 35,600 results (0.18 seconds)

Scholarly articles for the buzzy pain distraction

... vapocoolant for adult venipuncture **pain**: pilot data on ... - **Baxter** - Cited by 17
... and cold relieves venipuncture **pain** in a pediatric ... - **Baxter** - Cited by 16

#1 **DistrACTION® Cards | Buzzy**
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buzzy4shots.com/health-care/how-to-use-distraction-cards/ ▼
New research proves that the seemingly simple questions **distract** well enough to significantly reduce **pain** from medical procedures. For hints on how to use ...

#5 **The Buzzy: Revolutionary Acute Pain Management or Simple**
www.sciencebasedmedicine.org/the-buzzy-revolutionary-acute-pain-man... ▼
Jul 4, 2014 - Invented by a pediatrician and **pain** researcher, **Buzzy** is a reusable ...
They state that **distracting** **pain** fibers as they travel to the brain from the ...

Web

Videos

Images

News

More ▾

Search tools

About 35,500 results (0.18 seconds)

Scholarly articles for the buzzy pain distraction

... vapocoolant for adult venipuncture **pain**: pilot data on ... - **Baxter** - Cited by 17... and cold relieves venipuncture **pain** in a pediatric ... - **Baxter** - Cited by 16

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DistrACTION® Cards | Buzzy

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Buzzy | Personal Pain Solutions

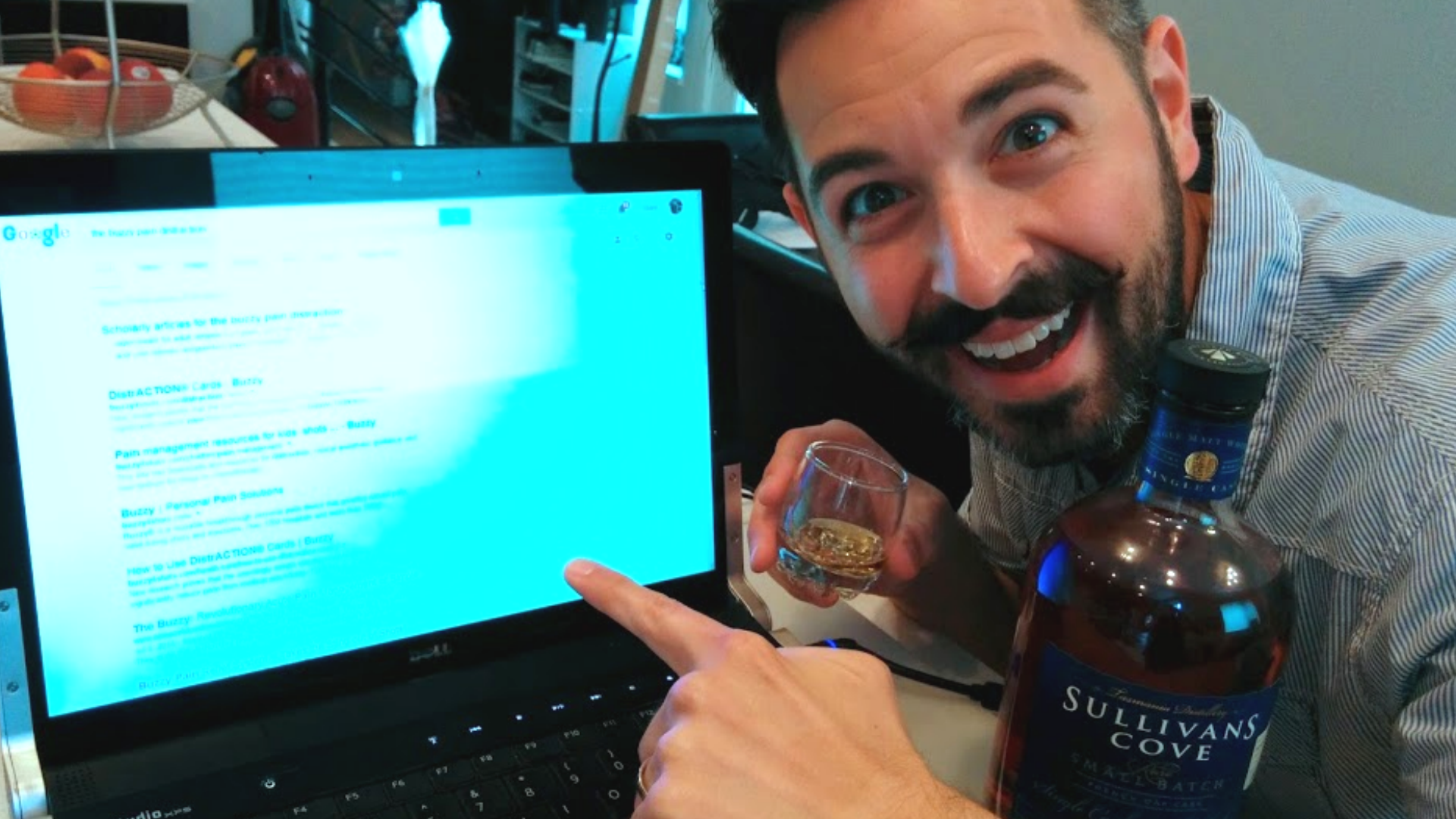
buzzy4shots.com/ ▾**Buzzy®** is a reusable breakthrough personal **pain** device that provides natural **pain** ...
relief during shots and injections. Over 1200 hospitals and more than 36000 ...

#5

How to Use DistrACTION® Cards | Buzzy

buzzy4shots.com/health-care/how-to-use-distraction-cards/ ▾

After another 30 minutes (3 hours total) and 60 clicks (~375 total), it's moved to #1



Google

The Butty Pain Organization

Search

Search Results for The Butty Pain Organization

Scholarly articles for the butty pain organization

Distractions Cards - Butty

Pain management resources for kids - Butty

Butty - Personal Pain Solutions

How to Use DISTRACTIONS CARDS (Butty)

The Butty: Revolutionizing Pain Management

Butty Pain Management

My Takeaway:

Queries and clicks can, at least in some circumstances, have an effect on rankings. Determining what triggers this effect is our next step.

Future Experiments

Does text **surrounding** a link influence the ranking of the linked-to page?

4. Don't just broadcast; interact. That means replying, reaching out, and, my favorite, helping others to spread their great ideas and content.
5. Test, track, analyze, and **optimize**. Social is a lot like SEO, but instead of algorithms, there are far more complex human beings mapping your success. Thankfully, unlike SEO, social isn't a zero sum game.


Why Should CEOs Be Social Leaders?

Actually, I don't think every CEO should be a social leader for their company. If you don't have the passion, aptitude, curiosity, or willingness to experiment, you're probably better off staying in your comfort zone. The CEO isn't the only one who can help their company.

Could these words near this link make that page rank better for queries that include (or are related) to them?

How many searches does it take to impact search suggest?



does he | 

- does he **love me**
- does he **like me**
- does he **fancy me**
- does he **know lyrics**
- does he **love me quiz**
- does he **still love me**
- does he **really love me**
- does he **just want sex**
- does he **miss me**
- does he **really like me**

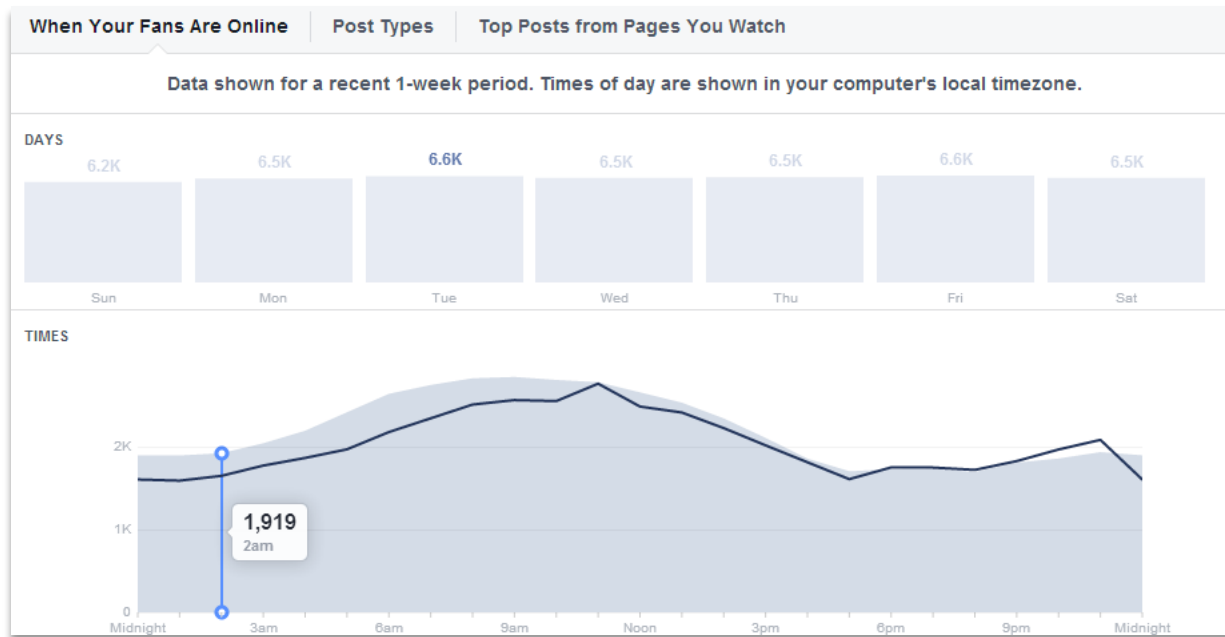
Do **On-Topic Links** Pass More Value than Off-Topic Links?



Will multiple links from a **high authority** site move rankings more than one link each from multiple, **low authority** sites?



Can we get **wider reach** for Facebook posts with a little upfront engagement?



Join the Quest!



Contribute to IMEC Lab experiments by
signing up at:

bit.ly/imeclab

MOZCON

2014

THANK YOU!

SESSION Q&A



Download:

bit.ly/mozmadscience