

WELCOME!



You are so Much More Than an SEO

Wil Reynolds • SEER Interactive

@wilreynolds • wilr@seerinteractive.com









Rimping Village

















What do I mean?



Links, Rankings, Traffic

Matter



But so does #SUX





"I want conversions from links" Rankings are secondary



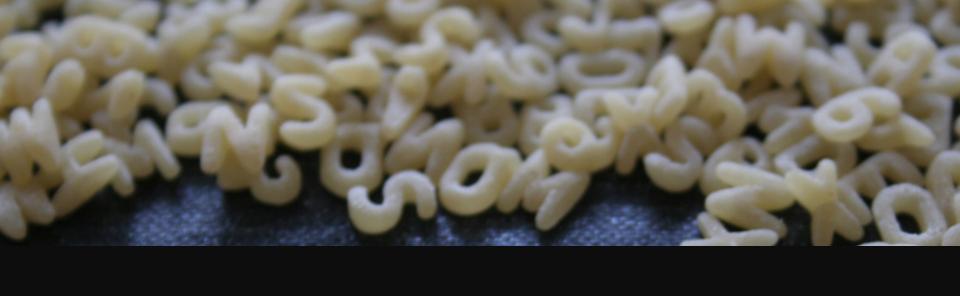
You know what matters more than links?



#RCS



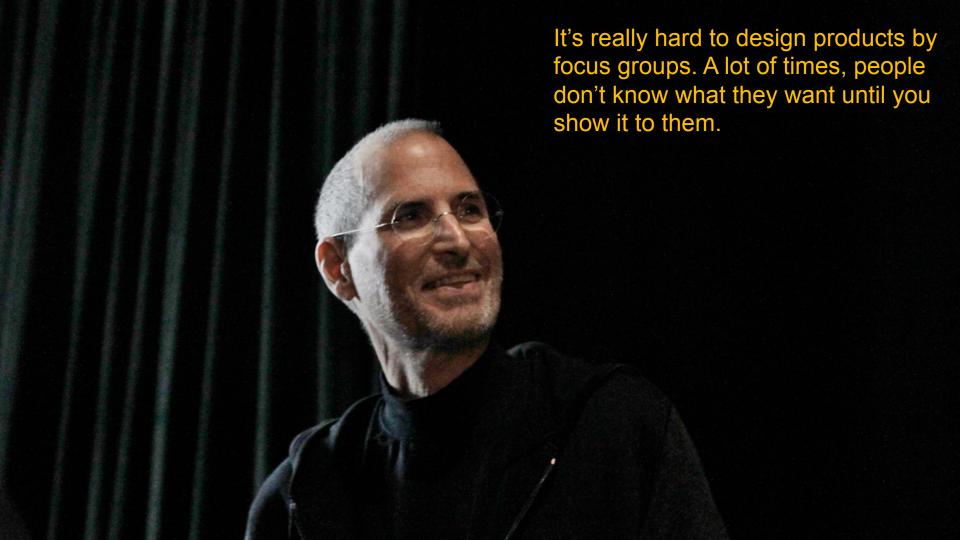




When our clients are happy











As if the finger was dead









We need 10 blog posts a month Because content is king Because I hear that Google rewards a lot of fresh content I need to give Google what they want So I can get customers! To grow my business!!!!!



Your Response...

What if I could grow your business without 10 blog posts a month, is that a fail?







Build content > Promote > Links > Rankings > Traffic > Conversions = Money





.@bruce_arthur We found your hot water & it has new friends: a heated towel rack & a cozy apartment ow.ly/toDCz #SochiProblems

11:03 AM - 7 Feb 2014



Airbnb @Airbnb

卜口★

5 RETWEETS 16 FAVORITES

Follow the money...



Dan Wetzel 🕢 @DanWetzel

04 Feb

To anyone in Sochi: I am now in possession of three light bulbs. Will trade for a door handle. This offer is real: pic.twitter.com/7AeesqDi8Y





Hey @DanWetzel – trade you 3 spare lightbulbs for a spare bedroom. We'll even throw in a door handle ow.ly/tonA7 #SochiProblems

9:06 AM - 7 Feb 2014



Follow the money...

Tweet > Money





Win hearts or wallets or BOTH

Airbnb Just Might Solve All of Journalists' Sochi ... - Mashable

mashable.com/2014/02/07/airbnb-sochi-problems/ ▼ Mashable ▼ by Todd War gman - Feb 7, 2014 - As many sports journalists complain about their subpar accommodations in **Sochi**, **Airbnb** is coming to the rescue.

AirBnB Helps Olympics Reporters With #SochiProblems digiday.com/brands/airbnb-olympics/

by Brian Mousey - Feb 7, 2014 - **Airbnb** in spent today tweeting reporters complaining of in rendous accommodations at the Winter Olympics in **Sochi**, Russia, offering to help ...

Airbnb #SochiProblems - YouTube



www.youtube.com/watch?v=7N4UEBBg4eA ▼
Apr 26, 2014 - Uploaded by Pereira O'Dell
When journalists began tweeting about the harsh accommodations
in **Sochi** using the hashtag #SochiProblems ...

Airbnb Tries To Fix Sochi's Problems - Business Insider www.businessinsider.com/airbnb-tries-to-fix-sochis-prob... Business Insider by Karyne Levy - Page 2014 - Staving at an Airbnb might not be a bad alternative.

How Molson, Airbnb, and American Apparel Scored Social ...

www.convinceandconvert.com/.../how-molson-airbnb-and-amer... ▼ Jay Baer ▼ badge image of the week 15 50 How Molson, Airbnb, and American Apparel Scored Social With Sochi being touted the Wiral Games," it's no surprise that ...

Sochi Olympics: Airbnb offers to solve #SochiProblems ...

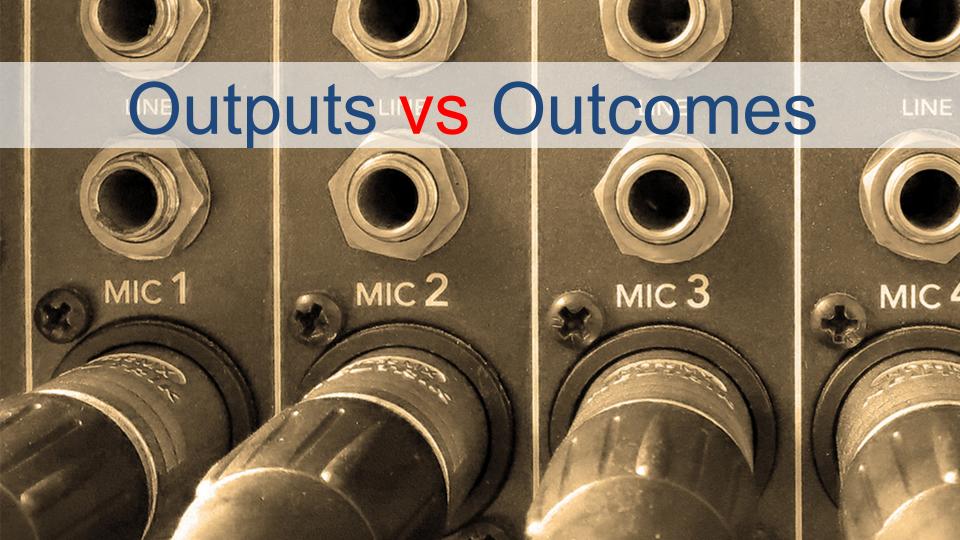
blog.sfgate.com/.../airbnb-offers-to-fix-sochipro... ▼ San Francisco Chronicle ▼ by Carolyn Said - Francisco Chronicle ▼ 500+ Airbnb listings in #Soc... are ready to welcome guests http://t.co/YHlvMS4jVU.

AIRBNB SOLVING #SOCHIPROBLEMS on Vimeo



Tweet > Money > Links





Getting 30 links is an OutPUT

Growing a business is an

outCOME

Make Clients happy





Make Clients' Customers happy







You follow drugs you get drug addicts and drug dealers. But you start to follow the money....



And you don't know where the FUCK it's going to take you --Lester Freamon



Ever get a check from these guys?

#SUX requires SOCIAL





@CARiD_com these only come in 19' you got anything close to this in an 18? - saviniwheels.com/black-di-forza...

```
◆ Reply 

Delete 

Favorite Buffer 

Pocket
```

1:25 PM - 2 May 2014

Reply to @CARiD_com



CARiD Auto Parts @CARiD_com · May 2

@wilreynolds Savini Wheels at @CARiD don't feature this specific wheel, but feel free to check out other cool designs carid.com/savini-wheels/

@wilreynolds













BS1

The Black di Forz aluminum center aluminum Inner/0 cosmetic appeara performance/har

Available Sizes: 1



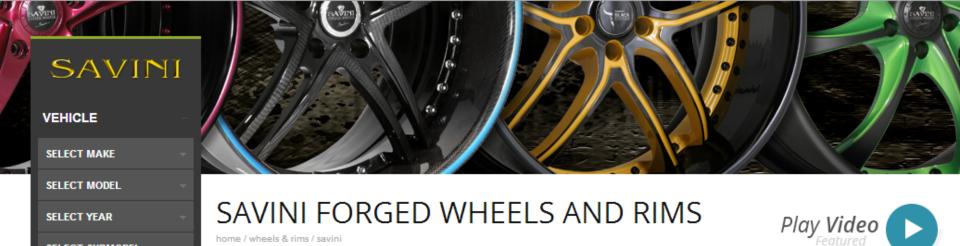












SIZE – 19" 20" 21" 22" 24" 26"

30"

SELECT SUBMODEL

nome / wheels & rims / savini

The look of a car greatly depends on the wheels it rolls on. Knowing that, Savini crafted a vast variety of creative and unique designs that will capture your imagination and take your breath away. Savini wheels are not only one of the most innovative wheels on the market but also the most coveted ones. Custom rims by Savini are admired all over the globe, and our clients have joined the army of devoted fans too. Multiple reviews prove that these custom wheels are deeply appreciated for their flawless performance and exceptional styling.











256 Rims

will capture your imagination and take your breath away. Savini wheels are not only one of the most innovative wheels on the market but also the most coveted ones. Custom rims by Savini are admired all over the globe, and our clients have joined the army of devoted fans too. Multiple reviews prove that these custom wheels are deeply appreciated for their flawless performance and exceptional styling.



SELECT YEAR

19"

20"

21"

22"

24"

26"

28"

30"



















Good SEO?

Sav Forged Wheels & Rims from an Authorized Dealer



www.carid.com > wheels & rims ▼

★★★★ Rating: 4.5 - 12 votes

Gorgeous yet super aggressive, **Savini wheels** are tailored to fit the most luxurious sedans, coupes and SUVs ...



savini wheels



Web Shopping Images Videos Maps More ▼ Search tools

About 925,000 results (0.26 seconds)

Good PPC?

At NO Gustoni, The One Stop Shop For All Four Vehicular Necus Online

Savini ® Wheels - CARiD.com

Ad www.carid.com/Savini ▼

4.2 ★★★★ rating for carid.com

Custom Wheels & Rims by Savini ® Direct from an Authorized Dealer





SEO PPC UX BIZ



We ALL

LOST



Is that loss going to show up in your <u>ranking</u> report?







@tire_rack these only come in 19' you got anything close to this in an 18? saviniwheels.com/black-di-forza...

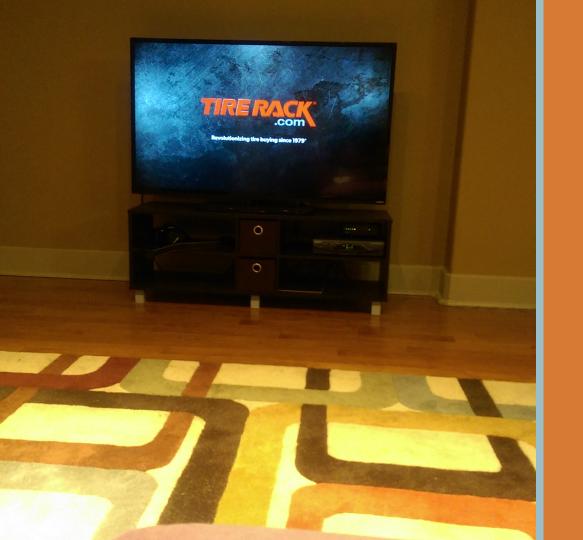
◆ Reply 🕏 Delete ★ Favorite Buffer 🤝 Pocket

1:24 PM - 2 May 2014

Reply to @tire_rack

© 2014 Twitter About Help Ads info





But they are dropping \$\$ on TV!



I asked for help

So I guess I didn't buy them right?







CarID & Tirerack were robbed



Lost me as a customer









Change your focus





How much time do you invest in **building** cliques?





I disrespected the UX of SEO





SEM #SUX



FACEBOOK ADS

2500% ROI Facebook Custom Audiences





Blog

Looking for something?

>>



Improving Retention With Facebook Custom Audiences



Written by Nicholas Viggiano on 06.06.14 📮 2 Comments

< back to blog home

f Like

i 15

A SEER client was recently interested in trying to increase retention within their inactive member base. With that in mind, we put together a string of recommendations which including re-engaging those members through Facebook Custom Audiences.

9

g+1

What are Custom Audiences?

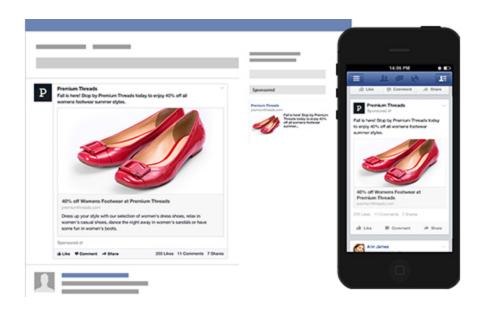
59

in Share

If you're not familiar with Facebook Custom Audiences, they're a great self-service way to create audience groups for targeting in campaigns, which can then be layered with traditional Facebook targeting options such as users not connected to your page already. Advertisers can create audiences using lists of Facebook User IDs, email addresses, phone numbers, or mobile advertiser IDs. Faebook also allows advertisers to place a remarketing pixel on their site to create audiences out of users that have visited the site, or only specific sections of the site. When creating a campaign, just select the custom audience to target once uploaded.



@wilreynolds



Targeting Journalists

Built 30 links by doing PPC

@wilreynolds

bit.ly/10k-test



Using analytics to find socially charged content Pitched as SEM/Media (A/B testing, remove low performers, etc) SEO gets links Social gets engagement

@wilreynolds



PR #SUX

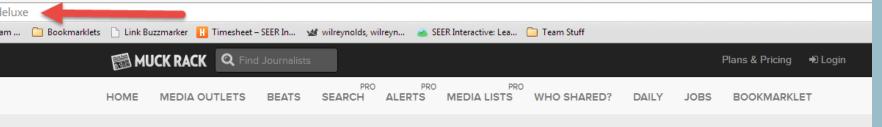
The absolute best way to get in front of reporters I know



Allmytweets

















Send a Pitch



Are You a Journalist?

Make a Portfolio

Create a free Muck Rack account to customize your profile and upload a portfolio of your best work.

Email

For instructions on how to pitch Jenna Wortham, email



View all your tweets on one page.



jennydeluxe loaded 3200 tweets

- ☐ Hide Replies Hide Retweets Change User
 - RT @Mikelsaac: collective sigh Jul 01, 2014 №
 - Either way, Tim deserves to get \$3 mil stuffed into a puma bag TONITE Jul 01, 2014 ₽
 - @jwherrman lets kill all the brands with this cleaver made of waffles on a piece of ..leather https://t.co/8WpSOQiBOt Jul 01, 2014 №
 - @jwherrman UGH Jul 01, 2014 ₺

 - @anildash @Choire dang sick burn Jul 01, 2014 №
 - @pkafka @Choire haha cold Jul 01, 2014 丞
 - @Choire or buy a music streaming company and no one would care Jul 01, 2014 №

 - Tim Howard deserves a raise Jul 01, 2014 №
 - @lindseyweber @bobbyfinger whoa who is the one that *isnt* Colin Jul 01, 2014 №
 - "Complaints like the one lobbied against Tinder are all too common and indicative of a deeper, troubled culture." http://t.co/ANyiJdgumX Jul 01, 2014 &
 - @samfbiddle but everything IS terrible yr right about that Jul 01, 2014 №
 - @samfbiddle omg what a buzzkill Jul 01, 2014 №
 - !!! "23-year-olds are now the single largest age group in the U.S." !!! http://t.co/m8SmiEj9p2 Jul 01, 2014 🗗
 - Slick & rich interactive on New York's shadow transit system, the 'dollar van' http://t.co/hHDt5hyMmQ Jul 01, 2014 &
 - @luoser :)))) Jul 01, 2014 ₺
 - @felixsalmon @socarolinesays MEEEEEEKS Jul 01, 2014 №
 - @pomeranian99 and give up the glitter gif... □ Jul 01, 2014 ☑

S are warm today. perfect. Jun 17, 2014 & amfbiddle eh better my phone number than literally every other piece of my personal info Jun 17, 2014 & amfbiddle eh better my phone number than literally every other piece of my personal info Jun 17, 2014 & aux FB has it already Jun 17, 2014 & axis FB has

neral, there's a kneejerk reaction to ~anything~ that is critical of the tech industry these days so its not surprising Jun 17, 2014 🗗

Rats now outnumber people in New York by 2 to 1. http://t.co/9DJHR6vF6V Jun 17, 2014 🗗

@GrossmaryK @ibogost @Interdome @objectsobjects @zoesalditch □ Jun 17, 2014 ₺

e01@SlyckDotCom thanks - sending a note now Jun 17, 2014 🗗

@tldr @onthemedia Very neat. This assessment bothers me though. Diversity matters in communication, tremendously. Jun 17, 2014 🗗

@doingitwrong @ibogost @Interdome @objectsobjects @zoesalditch praisehands to everyone on this thread, y'all rule Jun 17, 2014 @ @AmandaMarie01 Hi there! Trying to get in touch for a story. Is there an email I can drop you a note at? Thanks! - Jenna / NYT Jun 17, 20 @samfbiddle @dcurtis @joshm also ... this sounds a lot like color ... Jun 17, 2014 @ @samfbiddle @dcurtis @joshm it works but its clunky Jun 17, 2014 @

yBrown @samfbiddle @dcurtis i do appreciate the p2p'ness of it all. and the attempt to evolve past hashtags for info organization Jun 17, 2

es me Uncle Terry vibes Jun 17, 2014 ଜି ın @silviakillings @blam @msg get it shank! Jun 17, 2014 ଜି

Dblam @msg I'm nervous Jun 17, 2014 &

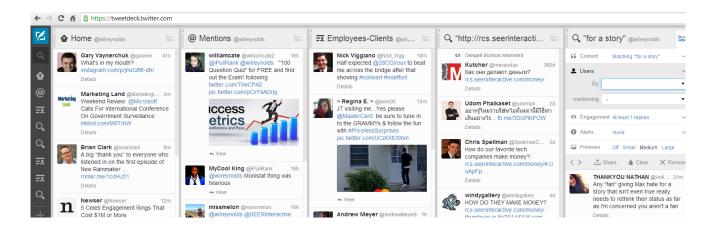
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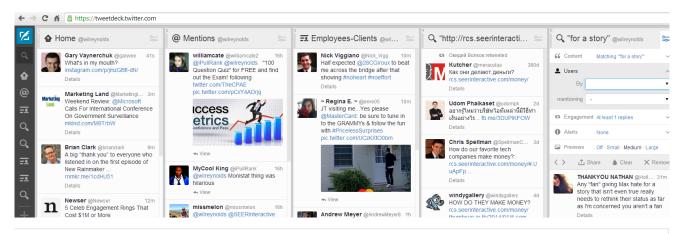
DREADS DOWN #usa #usa Jun 16, 2014 @

eltzer' emoji Jun 17, 2014 🗗

ast ep! You? Jun 17, 2014 🗗

@artypapers !!! Jun 17, 2014 &

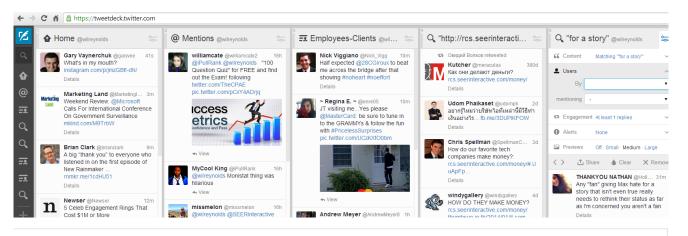




Journalists 🗎

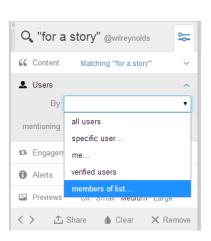
2 members

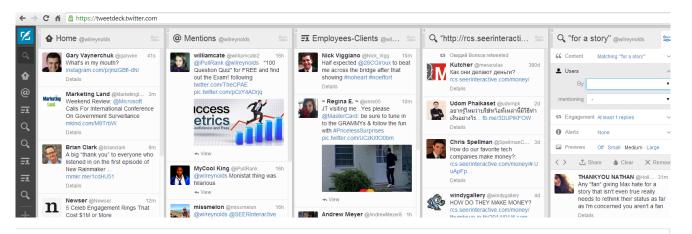




Journalists 🗎

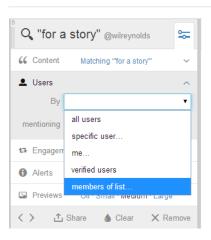
2 members

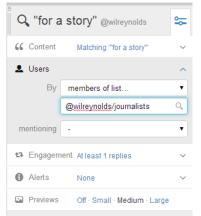




Journalists 🗎

2 members





Clear

X Remove

ı¹ Share

Facebook Graph Search Social + SEO





Facebook Graph Search Social + SEO



My wife's single friends





Ben Egan

Chief Operating Officer at Red Mac Fertilizer Co.

Cousin of Nora Pillard Reynolds · You are married to Nora

Single · Male · Interested in females

Studied Film at School of Visual Arts '00

29 mutual friends including Jessie Morrissey and Nora Pillard Reynol...



■ Message





Vivek Chaudhuri

Director, Emerging Markets at Indegene Lifesystems Pvt. Ltd.

Friends with Nora Pillard Reynolds since December 2008 · You are m... Single · Male · Interested in females

Studied INTERNATIONAL MARKETING at Saint Joseph's University '04 27 mutual friends including Aaron McLean and Nora Pillard Reynolds

✓ Friends

Message

•••

@mattlanger @CourtneyReimer;) Dec 15, 2013 & RT @joncaramanica: "Drake is all the emoji: prayer hands, dancing girls, diamond ring, blown kiss, laughing through tears." http://t.co/Cvm... Dec 13, 2013 & @Thessaly @joncaramanica oh it's happening Dec 13, 2013 № @khariparson @Ms Kianga http://t.co/848oVsoVxP :) Dec 13, 2013 & 'Invisible Child': Behind the Scenes, Before and After http://t.co/SLGqUqJYqn Dec 13, 2013 & @kfloodwarning yes! will email you! Dec 13, 2013 & RT @desusnice: YOU CAN STOP RIGHT THERE MA'AM RT @brokeymcpoverty in non-beyonce news Dec 13, 2013 & @frmbriyawthxoxo;) Dec 13, 2013 @ @pauldebenedetto @chodger it should have been so many other good things: / Dec 13, 2013 & @cwarzel i want to die Dec 13, 2013 @ @joshuatopolsky its literally the was thing Dec 13, 2013 & this is the most liked instagram of 2013 http://t.co/G6P72Vr6b8 Dec 13, 2013 & RT @butterteam: balls a mix i recorded live at the #emojiartshow last nite - had a blast! http://t.co/2TzqVHII5I Dec 13, 2013 & @aminatou watch tonight in a google hangout Dec 13, 2013 & #newrules http://t.co/Ly9NCkSDKo Dec 13, 2013 @ RT @eonline: WELL PLAYED, BEYONCE. https://t.co/bVkLDpjpVR Dec 13, 2013 & BLAME @frucci Dec 13, 2013 @ @AdamSerwer @shani o ha! Dec 13, 2013 & @AdamSerwer @shani o different Adam :) Dec 13, 2013 @ @sdpowell1 lol girl no Dec 13, 2013 & @shani o shani qet Adam!!!! Dec 13, 2013 & @Pimp Sausage you have no idea Dec 13, 2013 & ADAM Dec 13, 2013 ₽ @frucci LIES Dec 13, 2013 & @minimaxir @jordanrcrook LOL Dec 12, 2013 & @jpcordial @kolsvein that's a parody Sex and the City account, btw Dec 12, 2013 & All credit probably goes to Kris Jenner for being the first (?) brand to figure out how to use Instagram Direct http://t.co/loKZG3Vi3S Dec 12, 2013 & @sebbean yea from @LesHorn Dec 12, 2013 & @philiprenich so confusing! but i'm not sure we need a 'word' for it Dec 12, 2013 & RT @SATC3quel: MIRANDA: I got Spotify CARRIE: And *I'm* trying to hot-ify! I got a facial for my *Big* date. MIRANDA: I listen to Sara Bare... Dec 12, 2013 & @nitashatiku @jordanrcrook @WillOremus we're all in this together Dec 12, 2013 & Its pretty rad that all the IG Directs I've been getting are just straight up selfies Dec 12, 2013 & @jordanrcrook People already say IG Me, I think they'll just use that. Dec 12, 2013 &

Monitor Journalists on Quora

WHAT IT MEANS: Find opportunities with journalists by monitoring questions they ask on Quora.

HOW TO DO IT:

 Find the Quora profile of the reporter that you want to monitor for inquiries and set up an RSS feed on their page using <u>Page2RSS</u>. (e.g. Rip Empson from TechCrunch: http://page2rss.com/rss/2f13cff4aa2a31533cda9766c63a8d0c)

CREATE A RECIPE ON IFTTT:

THIS Channel: Feed and 'New Feed Item'

THAT Channel: Gmail or Email

Now you can find opportunities instantly with email notifications when a reporter of interest updates their Quora profile.

Target the #'s influencers use most



Explore the World Cup

Hide



Every Day ti.me/1mDlUFp via @TIMEIdeas









Ben Wynkoop @BenWynkoop1 4

10 Takeaways from Wil Reynolds of
SEER Interactive at SEM San Diego,
speaking on the growing role of PR in
SEO ow.ly/ypGn9 #SEMSD





Promoted by Ben Wynkoop





12m



Harvard Biz Review @HarvardBiz
When to Schedule Your Most
Important Work s.hbr.org/1iCzwkL

▲ 10 **▲** 0



Target the #'s influencers use most

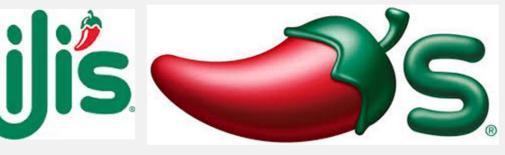
Got my M%\$#@(&%in'

ATTENTION

@benwynkoop1



Brand #SUX

























Ecommerce client, 1000% increase in a holiday traffic, YOY



March 2013 – 51 PA | 37 Links March 2014 – 50 PA | 51 Links





10% improvement in page 1 rankings that week across all tracked keywords





YouTube #SUX

Turning Views to Revenues (Tutorials)





OUR SERVICES

INSIDE SEER

Looking for something?

BLOG

CONTAC

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How Long Should a YouTube Video Ad Be? Actual Data & Regression Analysis



Written by Harris Neifield on 06.16.14 \$\opin\$ 8 Comments

< back to blog

Our Hypothesis

Shorter YouTube video ads have higher view rates and cost less per view.

and... custom audiences





Content #SUX

bit.ly/hotcontentbymonth



peaked 10 / 10 times during that month.

Category	Keyword	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	breast cancer										10		
	breast cancer symptoms										7	1	
	breast cancer treatment										5		
Breast cancer	breast lump										8	1	
Diedat Camper	breast pain										5	2	
	inflammatory breast cancer											1	
	pain in breast												
	symptoms breast cancer	- 2									3		
	cancer cervical	3											
	cervical cancer										- 3	2	
Control conserva	cervical cancer		_								7		
Cervical cancer	cervical cancer		- 3										
	cervical cancer symptoms												
	cervix cancer symptoms cervical cancer												
	lung cancer			_			- 4				- 4		
	lung cancer prognosis												
	lung cancer stages				- 1								
Lung cancer	lung cancer symptoms			-									
cong concer	lung cancer treatment												
	lung pain				1								
	symptoms lung cancer				1								
	ovarian cancer												
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	ovarian cyst symptoms												
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hara are cortain months where we do not have accomplify. Does that mean we do not publish in cortain months? Absolutely not

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DemographicsPro, understand the overlaps in your brand



bit.ly/demopro1



Analysis of:	reporting #	PROFILE	BASICS	ETHNICITY LOCATION OCCUPATIONS IN	TERESTS BRANDS TOPICS	FOLLO	VING	TSTATS
Category	Criteria	Size		Followers of	Twitter distribution	T avg.	from	to
Occupations	Sales/marketing	1,186	15.6%	0	•	5.4%	0.0%	29.9%
Occupations	Journalists	683	9.0%	2	•	5.0%	0.0%	29.9%
Occupations	Senior managers	576	7.6%		•	6.5%	0.1%	18.4%
Occupations	Graphic design	564	7.4%	0	•	1.1%	0.0%	27.3%
Occupations	Students	521	6.9%		•	10.3%	1.2%	51.3%
Occupations	Artists	425	5.6%	2	•	2.4%	0.0%	12.9%
Occupations	Authors/writers	379	5.0%			4.1%	0.0%	31.7%
Occupations	Entrepreneurs	354	4.7%	③	•	3.1%	0.0%	12.1%
Occupations	Designers	344	4.5%	0	•	1.2%	0.0%	9.6%
Occupations	Consultants	260	3.4%		•	2.6%	0.0%	11.9%
Occupations	Musicians	255	3.4%		•	7.4%	0.0%	49.4%
Occupations	Web developers	202	2.7%		•	2.6%	0.0%	13.6%
Occupations	Teachers	195	2.6%		•	2.8%	0.0%	13.0%
Occupations	Photographers	192	2.5%	0		1.3%	0.0%	7.8%
Occupations	Event planners	174	2.3%	0	•	0.8%	0.0%	5.1%
Occupations	Health workers	121	1.6%		•	1.5%	0.0%	9.5%
Occupations	Media production	99	1.3%		•	1.7%	0.0%	10.9%
Occupations	Realtors	83	1.1%	②	•	0.2%	0.0%	5.5%
Occupations	Engineers	68	0.9%		•	1.7%	0.0%	16.1%
Occupations	Actors	63	0.8%			1.7%	0.0%	16.0%
Occupations	TV/radio hosts	61	0.8%	3	•	0.4%	0.0%	3.0%
Occupations	Lawyers	61	0.8%		•	1.2%	0.0%	15.4%
Occupations	Programmers	58	0.8%		•	0.7%	0.0%	6.4%
Occupations	Nurses	46	0.6%	②		0.2%	0.0%	3.5%

Likes & interests	Coffee	1,299	17.1%	0				2.9%	0.1%
Likes & interests	Science	434	5.7%	0				1.3%	0.0%
Likes & interests	Arts & crafts	831	11.0%	0			•	1.1%	0.0%
Likes & interests	Cooking	1.554	20.5%	0			•	4.0%	0.1%
Likes & interests	Charity	1,337	17.6%	0			•	5.0%	0.5%
Likes & interests	Health issues	1,244	16.4%	0			•	3.8%	0.3%
Likes & interests	Wining & dining	1,798	23.7%	0			•	5.7%	0.5%
Likes & interests	Family life	1,102	14.5%	0			•	3.2%	0.2%
Likes & interests	Fashion	2,453	32.4%	0			•	12.3%	1.6%
Likes & interests	History	352	4.6%	0			•	1.0%	0.0%
Likes & interests	Shopping	77	1.0%	①			•	0.2%	0.0%
Likes & interests	Business	1,370	18.1%	0			•	5.0%	0.5%
Likes & interests	TV/film	1,809	23.9%	0			•	11.3%	3.7%
Likes & interests	Technology	2,469	32.6%	0			•	14.9%	2.1%
Likes & interests	Pets/animals	333	4.4%	0			•	1.6%	0.0%
Likes & interests	Cycling	575	7.6%	0			•	2.5%	0.0%
Likes & interests	Art/culture	1,100	14.5%	0			•	6.3%	0.7%
Likes & interests	Home improvement	32	0.4%	0		•		0.1%	0.0%
Likes & interests	Gaming	664	8.8%	0		•		4.6%	0.7%
Likes & interests	Hockey	145	1.9%	①		•		0.6%	0.0%
Likes & interests	News	3,541	46.7%	•			•	30.0%	7.1%
Likes & interests	Comedy	1,934	25.5%	0			•	14.8%	1.2%
Likes & interests	Dating/romance	832	11.0%	0			•	5.5%	0.1%
Likes & interests	Collecting things	16	0.2%	2		•		0.1%	0.0%
<u>'</u>	· ·								
							_		
13 of 31 pages of an	alysis < >			Download this	s Ana	lysis:	PDF report	≅ 5	Spreadshee

Category filter	Criteria	Size		Followers of	Twitter distribution	T avg.
Brands: Stores & shops	Crate and Barrel	464	6.1%	0		0.1%
Brands: Fast food	Mrs. Fields					0.1%
Brands: Casual dining	Bonefish Grill			Content Opp		0.1%
Brands: Cafes	Peet's Coffee					0.1%
Brands: Stores & shops	Ann Taylor Loft	499	6.6%	0		0.1%
Brands: Magazines	Real Simple	1,129	14.9%	•		0.2%
Brands: Beauty	Schick	303	4.0%	0		0.1%
Brands: Online services	Metromix	271	3.6%	0		0.1%
Brands: Healthcare	Pampers					0.1%
Brands: Travel booking	Orbitz			Partnership Opp		0.1%
Brands: Blogs	Make Use Of					0.1%
Brands: Stores & shops	Pier 1 Imports	818	10.8%	0		0.1%
Brands: eCommerce	Piperlime	339	4.5%	0		0.1%
Brands: Hotels	Best Western	598	7.9%	0		0.1%
Brands: Travel booking	Hotels.Com	672	8.9%	0		0.1%
Brands: Cons electronic	Epson	564	7.4%	0		0.1%
Brands: Supermarkets	Kroger	531	7.0%	0		0.1%
Brands: Magazines	Good Housekeeping	369	4.9%	0		0.1%
Brands: Healthcare	Huggies	459	6.1%	0		0.1%
Brands: Cons electronic	Belkin	288	3.8%	0		0.1%
Brands: Stores & shops	Hobby Lobby	227	3.0%	0		0.1%
Brands: Home applianc	Bosch	461	6.1%	0		0.1%
Brands: Supermarkets	Meijer	573	7.6%	0		0.1%
Brands: Food	Hellmanns	339	4.5%	0		0.1%

Category filter	Criteria	Size		Followers of	Т	T avg.	
Follow: Fortune 500	US Airways	401	5.3%	0		•	0.3%
Follow: Fortune 500	Whole Foods	1,741	23.0%	0		•	1.8%
Follow: Actors/directors	Soleil Moon Frye	465	6.1%	0		•	0.4%
Follow: Art/fashion	StyleWatch	504	6.6%	0		•	0.4%
Follow: Presenters	Suze Orman	551	7.3%	0		•	0.4%
Follow: Humor	Joy Behar	559	7.4%	0		•	0.3%
Follow: Celebs/hosts	Brooke Burke	632	8.3%	0		•	0.7%
Follow: Entertainment	E! News	869	11.5%	0		•	1.6%
Follow: Music	Neil Diamond	258	3.4%	0		•	0.3%
Follow: News/media	CNN E! News	1,955	25.8%	0		•	4.8%
Follow: Music	Kenny Chesney	468	6.2%	0		•	0.5%
Follow: News/media	NBC News	806	10.6%	0		•	0.9%
Follow: Charities/orgs	Do Something	374	4.9%	0		•	0.4%
Follow: Lifestyle/travel	Bethenny Frankel	724	9.6%	0		•	0.4%
Follow: Charities/orgs	TwitCause	212	2.8%	0		•	0.2%
Follow: Tech brands	Wefollow	857	11.3%	0		•	0.7%
Follow: Journalists	Dooce	553	7.3%	0		•	0.4%
Follow: News/media	MSNBC	647	8.5%	0		•	0.4%
Follow: News/media	CNN News	2,284	30.1%	0		•	6.2%
Follow: Charities/orgs	CDC Emergency	523	210	0		•	0.4%
Follow: Tech brands	Twitter	20	28.6%	0		•	12.4%
Follow: Leaders/execs	Oprah Winfrey	2,476	32.7%	0		•	9.6%
Follow: Music	Sara Bareilles	535	7.1%	0		•	1.2%
Follow: Leaders/execs	Ivanka Trump	624	8.2%	0			0.8%

- www.oprah.com
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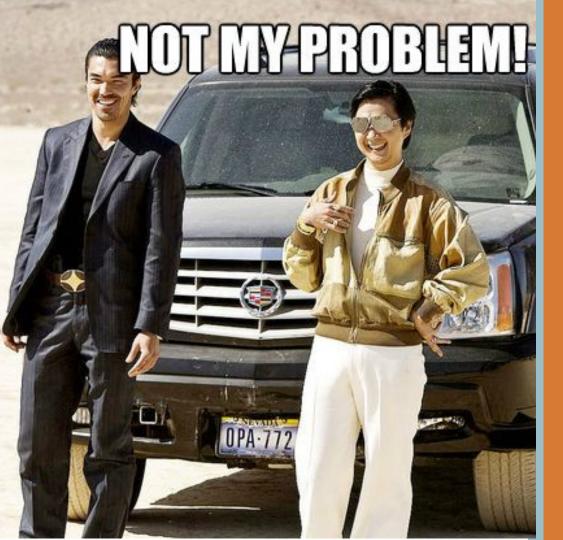


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O, The Oprah Magazine	+		
own oprah winfrey network	+		
Oprah's Lifeclass	+		
Oprah's Book Club	+		



Product #SUX

SEO as product

- "Why can't [client]""Why doesn't [client]"
- "Like [client] but" gives a small tweak, they really like the concept but would change something...works well for Etsy but maybe not others
- "When will [client]"
- "Can't [client] just"
- "I want [client] to"
- "If [client] would add"
- "If only [client]"
- "[client] should add"
- "[client] should have"
- "Does [client] allow"



why why why can't etsy - Discussions - Etsy Teams

www.etsy.com > Community > Teams > Forums > Discussions ▼ Etsy ▼ Sep 28, 2009 - Just make an invoicing button?? I have people contact me a lot for custom blends and sometimes its a lot of conversing back and forth before ...

If Zibbit Can Do It, Why Can't Etsy?! - Discussions ...

www.etsy.com > ... > Teams > Forums > Questions > Discussions ▼ Etsy ▼ Dec 1, 2013 - I've asked Etsy in the past to please consider making it possible for individual shop sections to have the same order as our entire shops after ...

Why Can't Direct Checkout go to Paypal - Discussions ... - Etsy www.etsy.com > ... > Teams > Forums > Questions > Discussions ▼ Etsy ▼

Oct 8, 2012 - That's not counting the 10-14 days we have to wait for our money because we make to order. **Why can't etsy** have a choice of depositing our ...

Direct Checkout Security Information - Etsy Help

https://www.etsy.com/help/article/5225 ▼ Etsy ▼

Why can't Etsy verify my identity? What do I do from here? From time to time, Etsy can't immediately verify a member's billing information. If this happens, you'll ...

Why can't Etsy use Holiday as a listing choice? - Discussions

www.etsy.com > ... → Teams → Forums → Questions → Discussions ▼ Etsy ▼ Sep 7, 2013 - Surely they make millions when it comes to holiday listings. As a buyer I would love to not sift through 100,00 items and as a seller I would love ...

Dog O COdd. Twice now the been cought off ground by a big betch of my items evolving to

Why can't Etsy notify you when your listings expire ...

www.etsy.com > ... → Teams → Forums → Questions → Discussions ▼ Etsy ▼

Why Can't **Etsy**

Jogle

does fedex



does fedex deliver saturday does fedex deliver on sunday does fedex deliver to po boxes does fedex ship on sunday does fedex sell boxes does fedex ship on weekends does fedex work on sunday does fedex run on saturday does fedex notarize does fedex deliver on memorial day



does fedex ship p



does fedex ship pets

does fedex ship puppies

does fedex ship perfume

does fedex ship perishables

does fedex ship passports

does fedex ship packages on sunday

does fedex ship packages on saturday

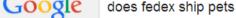
does fedex ship pallets

does fedex ship presidents day

does fedex ship paintings

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Shipping Terms - FedEx Package Tracking - Government ...

www.fedex.com/us/government/international/terms.html ▼ FedEx ▼ Jump to Live Animals - FedEx does not accept live animal shipments as part of its regularly scheduled service. Live animals will be accepted when the ...

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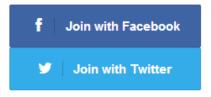
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Introduction	Rates				
	Storage Charges Loss or Damage				
Inspection of Shipments	Allowed Shipments and Restrictions				
Packaging and Marking Package Tracking/Tracing Dimensional Weight (Volumetric Weight) Post Office Box Addresses Pickup and Delivery Package Consolidation GBL Acceptance Proof of Performance/Verbal Proof of Performance/Written Refusal or Rejection of Shipments Routing and Rerouting Redelivery Service Attempted Delivery Accounting and Billing Accessorial Billing Services Invoicing Invalid or No Account Number	Alcoholic Beverages Carriage Under Warsaw Convention Customs Clearance Dangerous Goods Duties and Taxes Export Control Laws Live Animals Pharmaceuticals Restrictions Undeliverable Shipments Guarantees and Warranties Liabilities Not Assumed Money Back Guarantee Policy				
	Shipping Adjusted Weight Inspection of Shipments Packaging and Marking Package Tracking/Tracing Dimensional Weight (Volumetric Weight) Post Office Box Addresses Pickup and Delivery Package Consolidation GBL Acceptance Proof of Performance/Verbal Proof of Performance/Written Refusal or Rejection of Shipments Routing and Rerouting Redelivery Service Attempted Delivery Accounting and Billing Accessorial Billing Services Invoicing				



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Wouldn't it be better if...





Arthur Reinaltt added to Washington Wizards · Mar 26

Wouldn't it be better if the Wizards gave out different color t-shirts for the different seating levels, to make a Red, white and blue stadium! 100 level with blue tshirts, 200 with white and 400 with red? it screams DC!







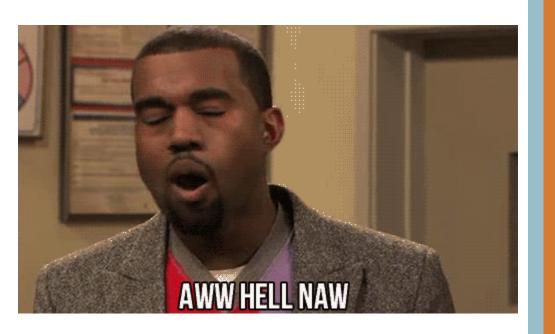
Washington Wizards Stats 026 110

5 Comments · Topics · Idea Page

Too often we don't want to give the customer the content they want...





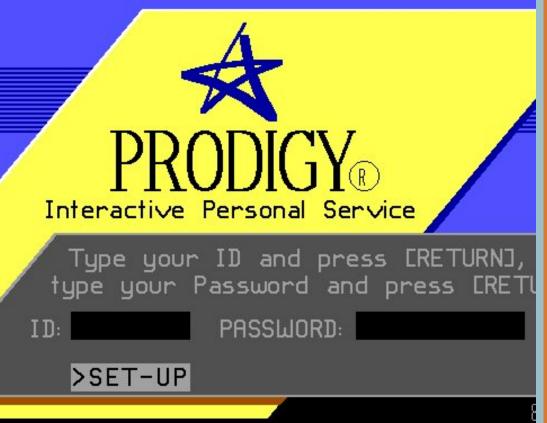


Community Mgr #SUX





That's how desperate we were to connect w/ a community



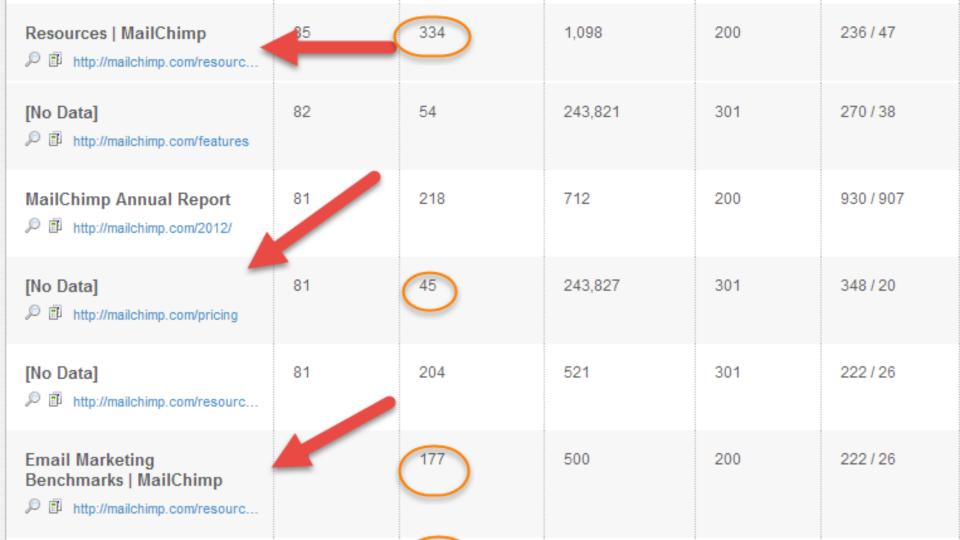
How many of us started HERE??

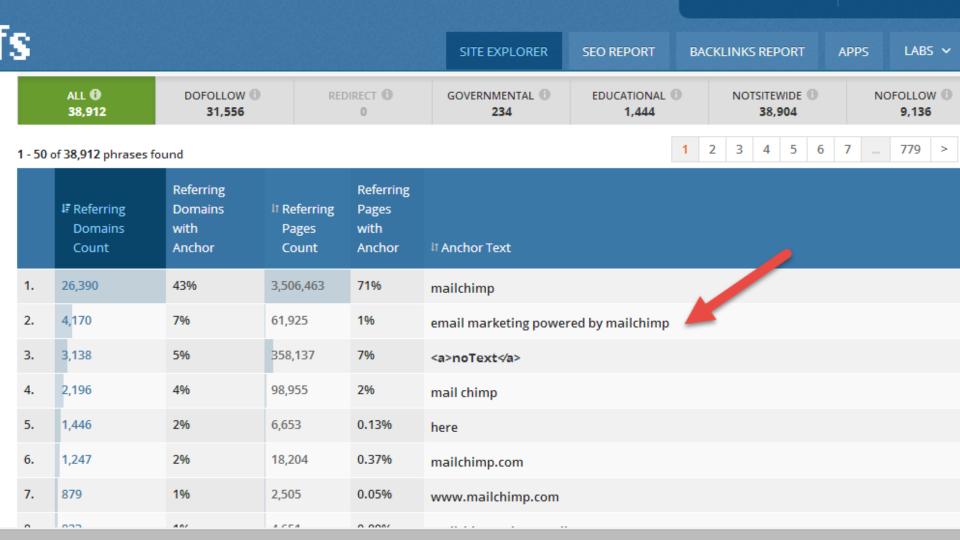
R) service & software(c) 1988-1990 Prodigy Servions(c) Microstar Software Ltd. 1985-1990. All (c) 1988-1990 respective advertisers. All Rights Re Back in the day who owned keywords? Us & really no one else.





Filter by	Uncheck All Past 24 hrs Past Week			ACEBOOK HARES	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES
Learn	Past Month Past 6 Months Filter Reset Filters mo Pro is coming! more about our plans here.	Introducing Merge by MailChimp blog.mailchimp.com By MailChimp If Article		199	188	827	6	252	1,472
		Gmail's New Unsubscribe Link and Feedback Loop blog.mailchimp.com		111	182	789	2	50	1,134
		A/B Testing in MailChimp: 7 Years of Successful Expering blog, mailchimp.com		175	180	555	1	26	937
		DoSomething's Charity Teamwork blog.mailchimp.com		42	8	484	1	5	540
		What the Canadian Anti-Spam Legislation Means for Yoblog.mailchimp.com		132	70	254	•	12	468
		A Look at Mobile Usage in MailChimp blog.mailchimp.com		40	13	360	3	6	422
		Announcing Twitter Tailored Audiences blog.mailchimp.com Article	5	66	59	257	5	32	419





SEO was the last STEP

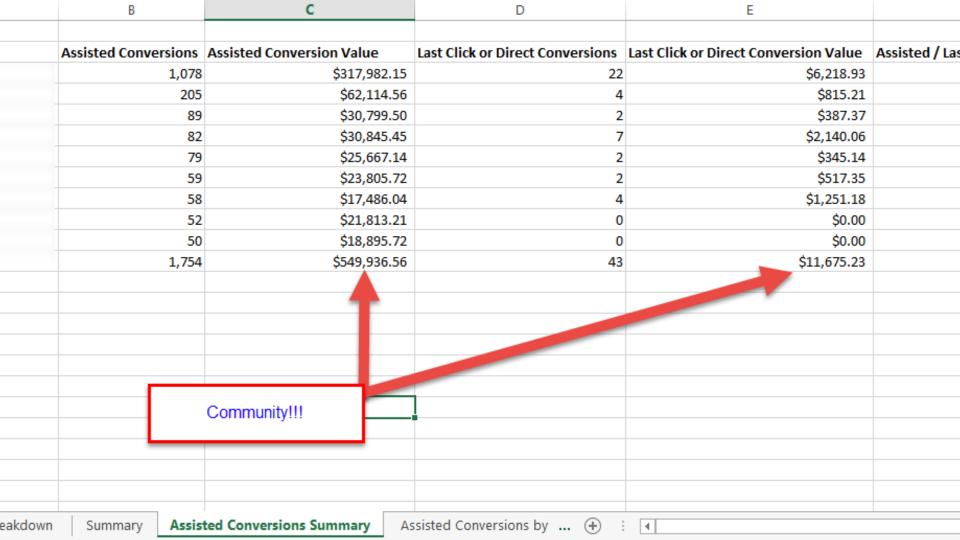


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WHAT'S GOING ON?



Currently Active Users

There are currently 553 users online. 49 members and 504 guests

Most users ever online was 2,850, 06-13-2013 at 06:00 PM.

BenDee, billpa, bobvila, Brian616, BrianL, Drjsixers, Earl J, Garret, gtown123, Jayayess1190, merdelle, Moonraker, NCtransplant, PASnow, PaulM, PhillyTex, R. Daneel, randomswathe, ra Signalman, switchgear, thetalkingmule, Thierry, torts, WhizWit, xerotope, yassie

Today's Birthdays

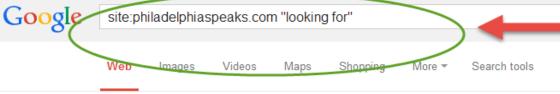
el-gato (66), nathanielian (64), BanFhiosaiche (53), Ruf (48), Longshanks (41), billsundaysrtb (-Bekirk302 (35), missy (34), Hadley (34), priyaahelen, T.logan (32), wallst (32), linksidingtx (32) Piccolo (30), Logan (29), Hunte (29), Hunteee (29), eastpunker (27), tradersmarket (27), hyer Annschutz (25), EmilyJack2 (24), Lapsters (24)

Philadelphia Speaks Forum - Neighborhoods, Sports, Restaurants and more Statistics

Threads: 37,457 Posts: 620,517 Members: 13,974

Welcome to our newest member, silvercruel





About 4,000 results (0.38 seconds)

looking for an east falls regular babysitter... - Philadelphia ...

www.philadelphiaspeaks.com > ... > Manayunk / Roxborough / East Falls ▼ Dec 31, 2013 - 1 post - 1 author

I'm looking for a babysitter with a car and some experience who would be willing to pick up my two young daughters (3 & 7) from their schools ...

I maldam for Halamananii - Dhiladalahia Canalaa Farri

Recently, the Ukrainian League of Philadelphia held a successfull softball & baseball equipment collection program. An Angel arrived one ...

Looking for garage space to rent - Philadelphia Speaks Forum

www.philadelphiaspeaks.com/.../36886-looking-garage-space-rent.html ▼ May 28, 2013 - 4 posts - 3 authors

Needs to accommodate 2 motorcycles and some tools. The garage I've been renting for the past decade has been sold, and I need to relocate.

Looking for contractor for roof and wall repair

www.philadelphiaspeaks.com/.../37429-looking-contractor-roof-wall-rep... ▼ Jul 5, 2013 - 9 posts - 6 authors

Hey folks. We have a circa 1850 home in BV and have a persistent leak that is causing some damage to one of the walls. Likely need a new ...

Looking for a ceramic supply store - Philadelphia Speaks Forum

www.philadelphiaspeaks.com > ... > South Philadelphia ▼ May 7, 2013 - 4 posts - 4 authors

I need follow of nottony plactor for a project. Done anyone know of a good coramic

Baby Sitter

Parking

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Philadelphia Apartment Rental - StayAKA.com

Ad www.stayaka.com/ *

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The Franklin Residences - KormanCommunities.com

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philadelphia apts/housing for rent classifieds - craigslist

https://philadelphia.craigslist.org/apa/ Craigslist Inc. philadelphia apts/housing for rent classifieds - craigslist. ... ss appliances, central air. park views \$1850 / 1br - (704-706 S Washington Square Apartments) pic.

222 Apartments for Rent in Philadelphia, PA - Apartments.com

www.apartments.com/Pennsylvania/Philadelphia *

Finding Apartments for Rent in Philadelphia, PA. Philadelphia, PA is a great place to find an apartment. Whether you want a studio, one-bedroom or larger ... Center City - Belmont - Bustleton - Olde City

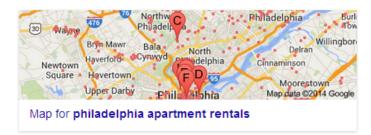
Philadelphia PA Apartments for Rent - 2725 Rentals - Zillow

www.zillow.com/philadelphia-pa/rent/ * Zillow *

Zillow has 2725 **apartment rental** listings in **Philadelphia**. Use our detailed filters to find the perfect place, then get in touch with the property manager.

Philadelphia Houses For Rent - Chastnut Hill - Anartments in Fast Falls - Fox Chase





Ads (i)

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■ 07-09-2014, 06:19 PM

HomeInspectorBC o

Looking for studio apartment.

A friend of mine is looking for a studio apartment in the South Philly area in the \$650 a month range, if you know of someone renting please let me know.

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5/02/2014 @ 11:24AM 4,103 views

A New Survey Of CMOs Spells Bad **News For Marketing Teams**

+ Comment Now + Follow Comments

Digital continues to impact the role of the CMO, but is there a danger that, by placing so much emphasis on analytical skills, marketing leaders may be overlooking other vital skills? Recruiting firm Spencer Stuart surveyed more than 160 senior marketing leaders and found that while the majority, 70%, of those surveyed believe that creativity is just as important as analytical ability, far fewer respondents, 19%, feel their teams strike the right balance.



RENCES AND MORE

160 CMOs

70% believe that creativity is just as important as analytical ability

19% feel their teams strike the right balance

@wilreynolds

"Finding talent with a proper blend of the **creative** and **analytical** is a **challenge**, say the CMOs, especially amid fierce competition for the scarce experts with both skills."

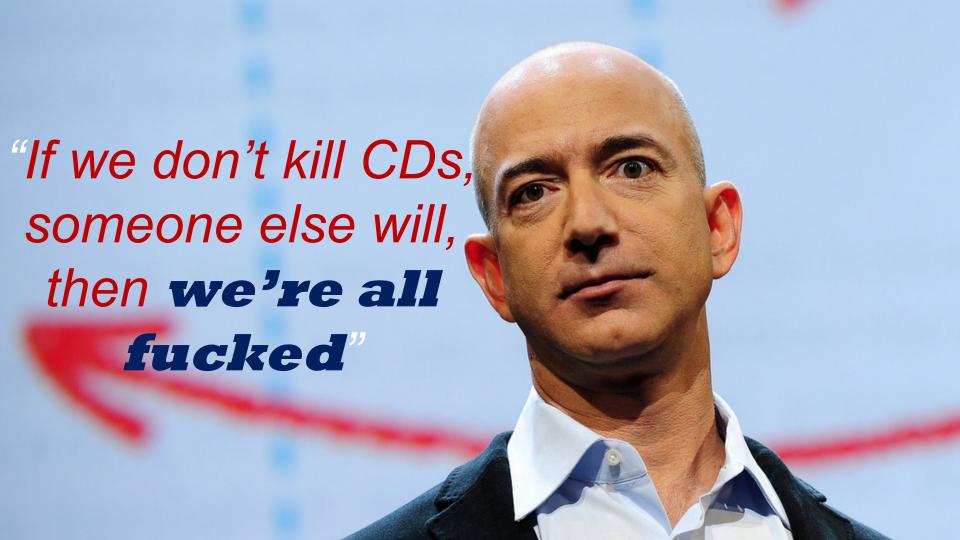
"The key is to use analytics to enable and enhance creativity."

Tony Palmer president global brands & innovation Kimberly-Clark Corporation











It's a celebration PITCHES







Build an app



Trapped at Work?

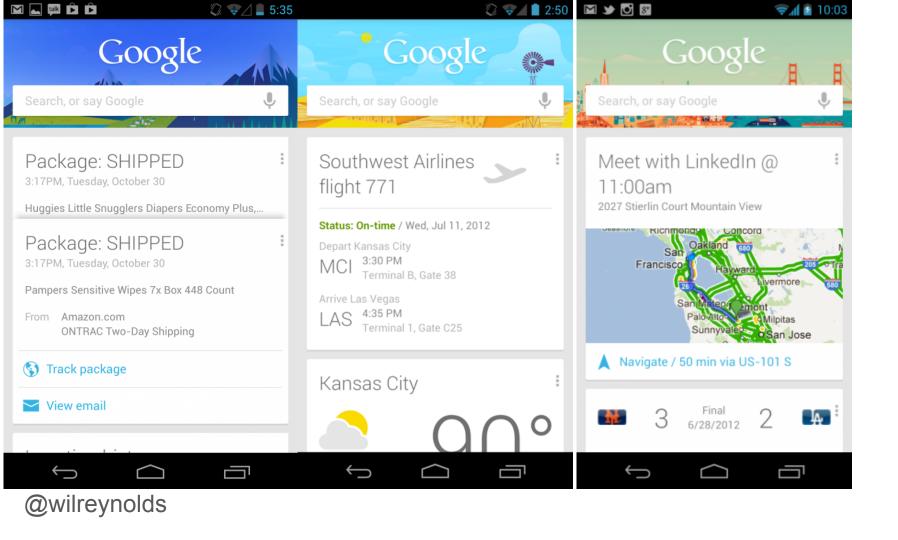


Know when they are starting to get unhappy before the query.



Sound Familiar?





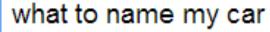
Push notify BEFORE you searched for a job





Pitch #2

This is an opportunity to engage users at an emotional level by bringing memories of their beloved named cars to the forefront, which can lead to driving social engagement...





what to name my car what to name my car quiz what to name my car generator what to name my car funny what to name my cartoon what to name my black car what to name my white car what to name my red car what to name my blue car what to name my silver car

@wilreynolds





My high school ride 76 buick Electra 225 baby, stra pimpin

marktraphagen, iveyleaguedesign, the_chiragpatel an 10 others like this.

Big Red Chuck Auntie O Greta the Jetta





"Love the idea, but how many clicks will we get in each position?"







Keep TRYING!



bit.ly/CTRisbroken



Launch your own stuff!



HOW DO THEY MAKE MONEY?

FILTER







































Destinationlayover.com















WHERE YOU AT?

Start typing your location

Going Out

Our list of guides for venturing outside the airport on a layover

Staying In

Our list of guides for finding adventure within the airport

About Us

Who are we? Who died and made us king of layovers? Well, for starters, we're SEER Interactive and Edgimo Design.











WELCOME TO SAN FRANCISCO (SFO)!

Whether you're going out of the airport or staying in, make every layover an adventure. Not here? Change your location.







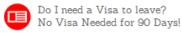


















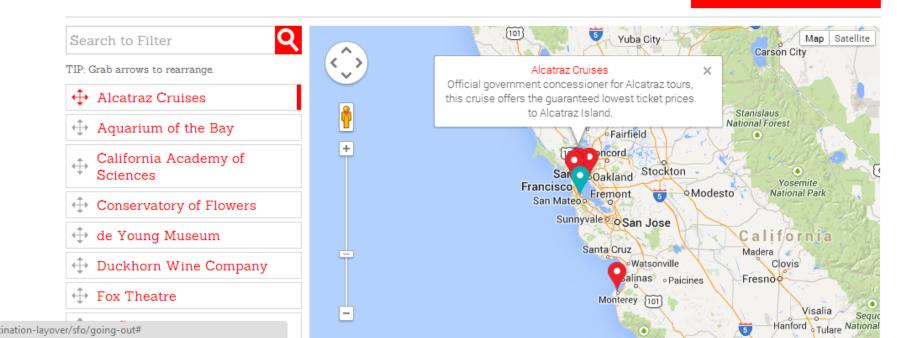






40 min base* + 45 min = 1 hr 25 min

LAUNCH GOOGLE MAPS

















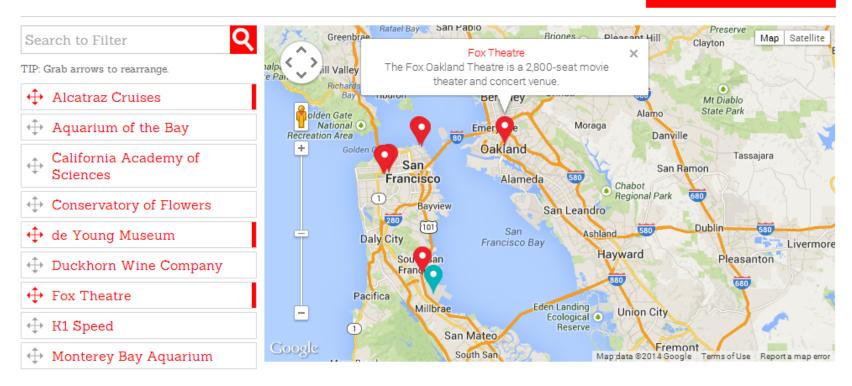


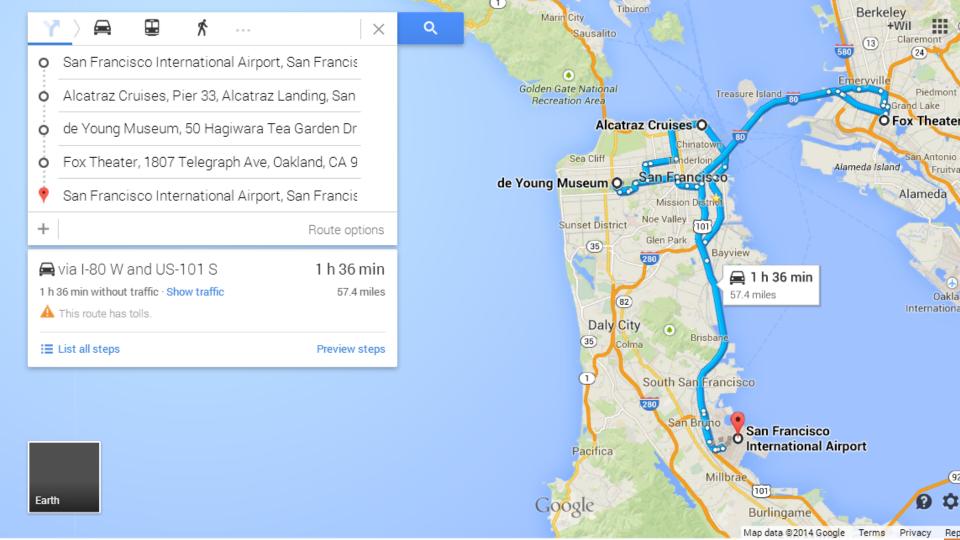




40 min base* + 1 hr 32 min = 2 hr 12 min

LAUNCH GOOGLE MAPS





Lesson, Social done wrong is why clicks don't turn into cliques

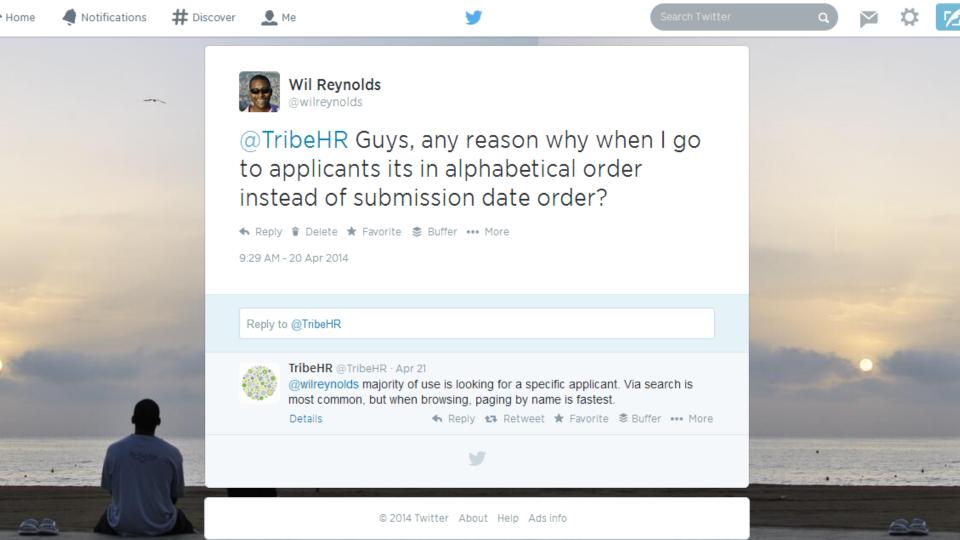


But social done right...



Makes every channel more profitable





Notifications







Wil Reynolds @wilreynolds

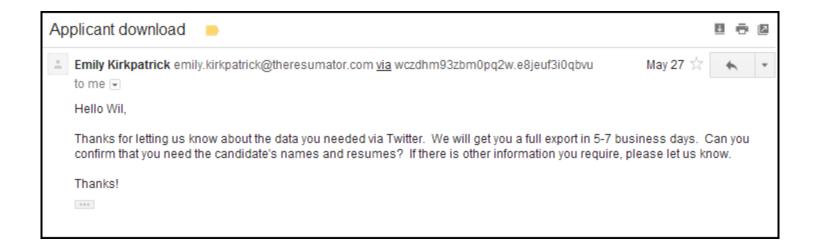
@TheResumator I d/l'ed a CSV of applicants 7 weeks ago (we ended the service) went to open it today, it only went through the letter D. :(

♠ Reply * Delete * Favorite * Buffer • More

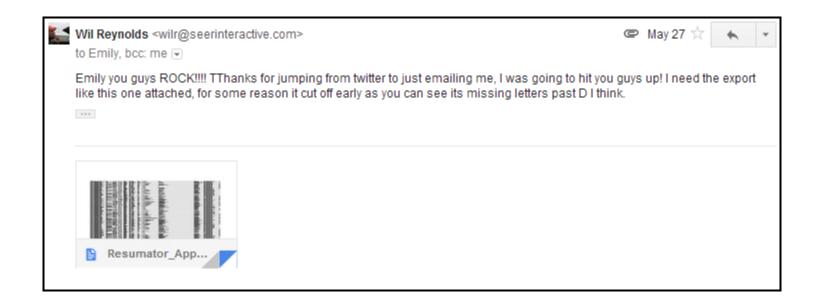
5:01 PM - 26 May 2014

Reply to @TheResumator

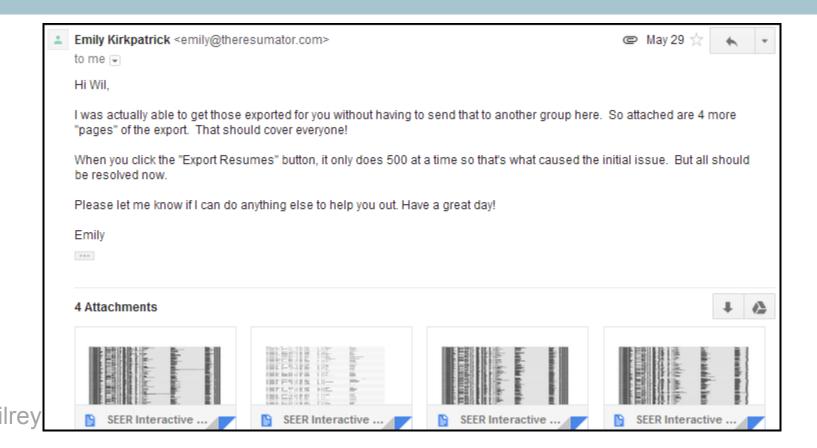




















Follow the Money!



Titles don't matter Customers Do!

@up_for_GRABS89 @chadgingrich @danaforman @Afreezee @teresa a lopez @alisa scharf @HarrisNeifield @Brian_A Jensen @AudreyBloemer @Nick Vigg @AndrewMeyer8 @ethanlyon @stephbeadell @mmstll @KellyMCallas @wilreynolds





THANK YOU! SESSION Q&A



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