

**DISCOVERABILITY
AND MARKETING 2012**

A DIGITAL BOOK WORLD EVENT

Authorship and SEO

Search, Social and Tools to Promote You and Your Authors

Marshall Simmonds
Define Media Group, Inc.
Marshall@DefineMG.com
 mdsimmonds


Google Growth

- “Google says it has found more than 30 trillion unique URLs on the Web, crawls 20 billion sites a day and processes 100 billion searches every month”
- “The Google search team made 530 improvements this year already, to get it closer to “the future.”



SEO is not a project



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Rel=author
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Keyword Density
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Universal / Blended / Mixed

[rel="author" and rel="me" in WP and other platforms - yoast.com](#) › SEO - Cached
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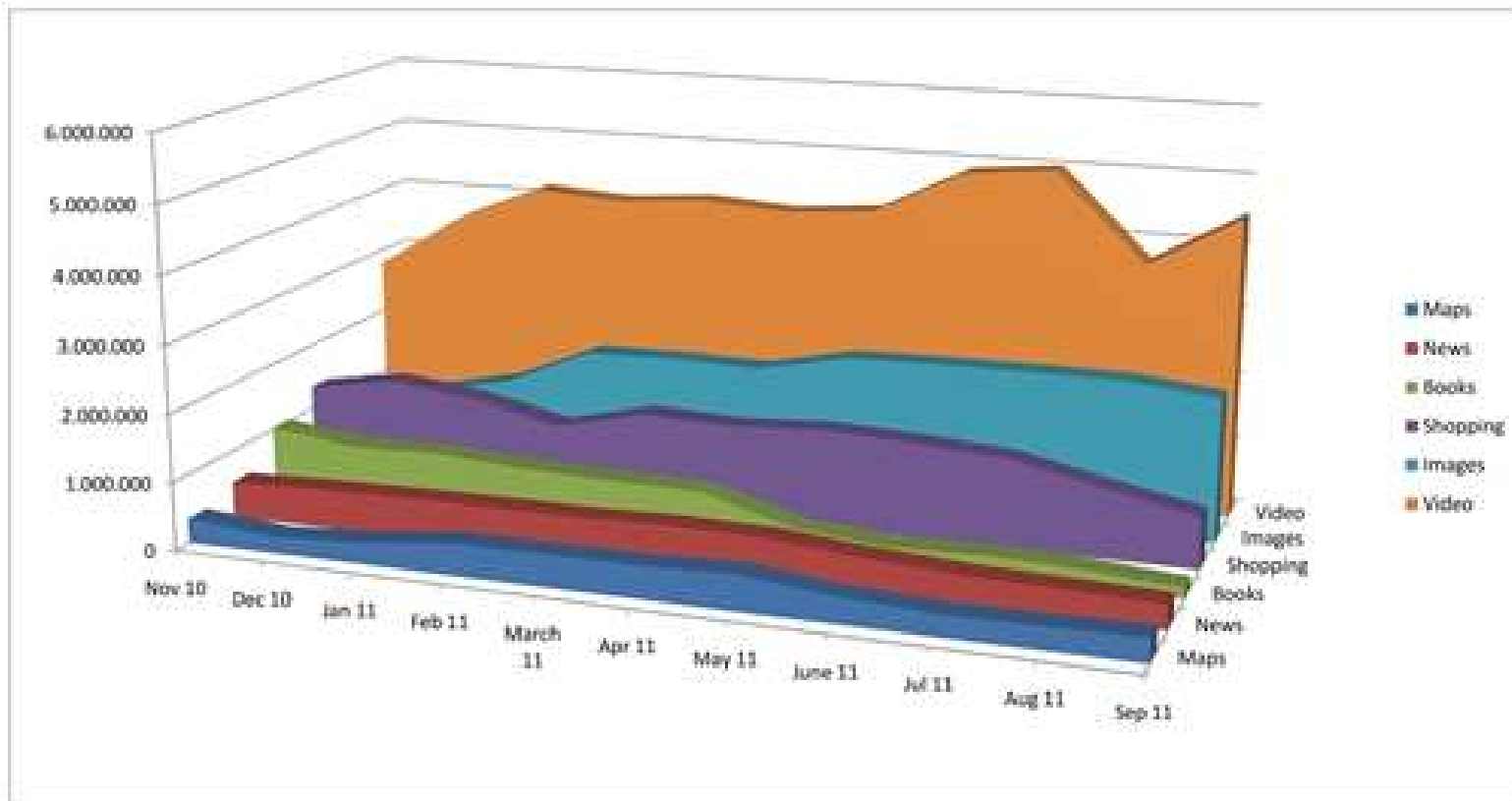


Illustration 1: Development of the shares of Universal Search Integrations in total Nov 2010 – Sept 2011 (US)



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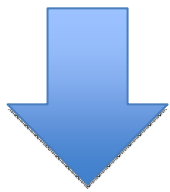
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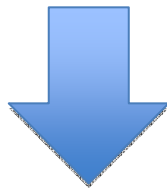
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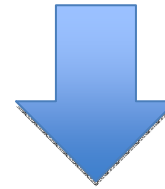
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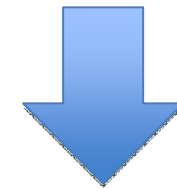
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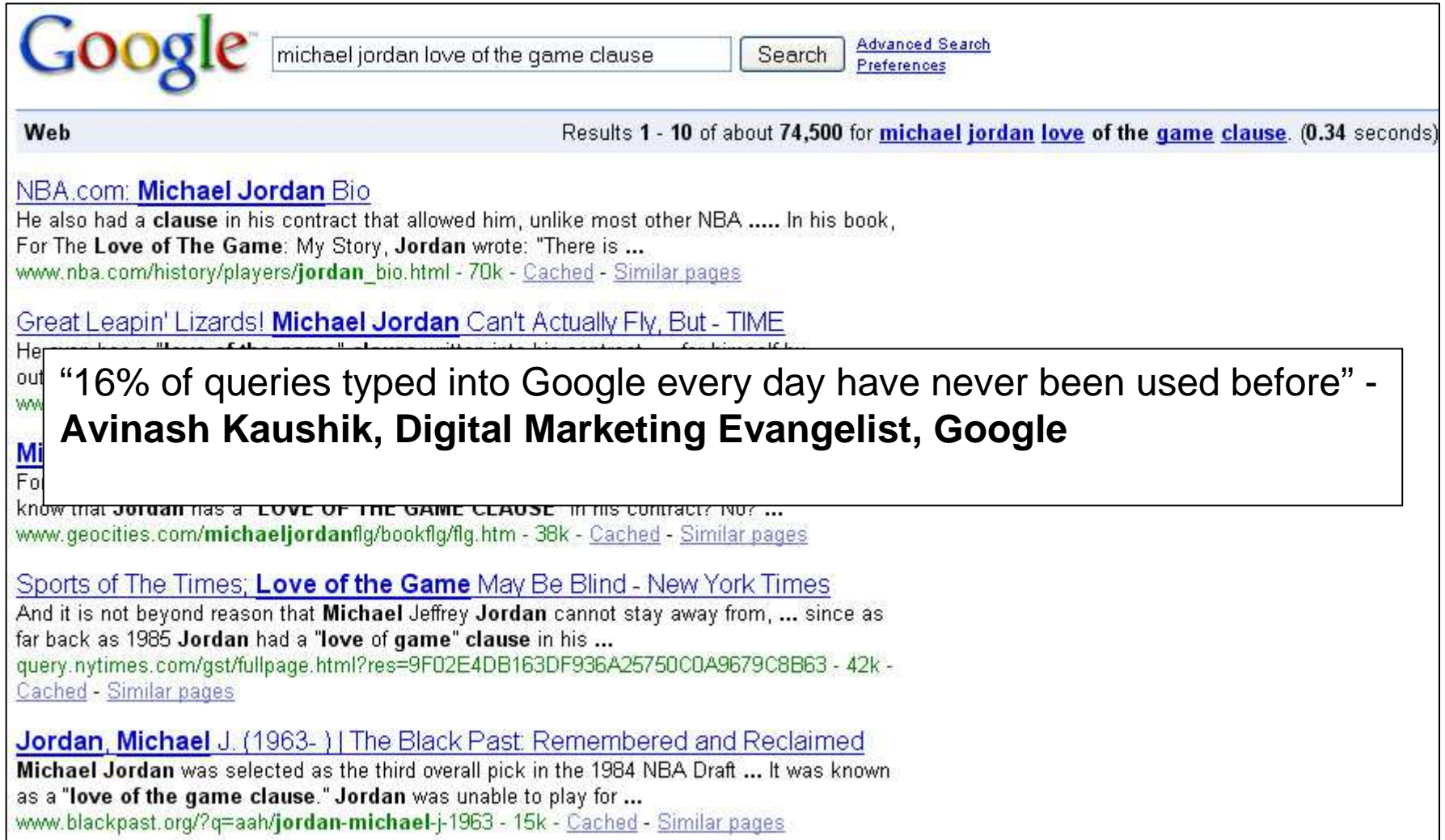
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Unique Queries



The image shows a Google search interface. The search bar contains the text "michael jordan love of the game clause". To the right of the search bar are buttons for "Search", "Advanced Search", and "Preferences". Below the search bar, the results are displayed under the heading "Web". The first result is from NBA.com, titled "Michael Jordan Bio", with a snippet: "He also had a **clause** in his contract that allowed him, unlike most other NBA In his book, For The **Love of The Game**: My Story, **Jordan** wrote: 'There is ...'". The second result is from TIME, titled "Great Leapin' Lizards! **Michael Jordan** Can't Actually Fly, But - TIME", with a snippet: "He ...". The third result is from geocities.com, titled "LOVE OF THE GAME CLAUSE in his contract? NO? ...", with a snippet: "know that **Jordan** has a **LOVE OF THE GAME CLAUSE** in his contract? NO? ...". The fourth result is from New York Times, titled "Sports of The Times; **Love of the Game** May Be Blind - New York Times", with a snippet: "And it is not beyond reason that **Michael Jeffrey Jordan** cannot stay away from, ... since as far back as 1985 **Jordan** had a '**love of game**' **clause** in his ...". The fifth result is from The Black Past, titled "Jordan, **Michael** J. (1963-) | The Black Past: Remembered and Reclaimed", with a snippet: "**Michael Jordan** was selected as the third overall pick in the 1984 NBA Draft ... It was known as a '**love of the game clause**.' **Jordan** was unable to play for ...".

Results 1 - 10 of about 74,500 for **michael jordan love of the game clause**. (0.34 seconds)

NBA.com: [Michael Jordan Bio](#)
He also had a **clause** in his contract that allowed him, unlike most other NBA In his book, For The **Love of The Game**: My Story, **Jordan** wrote: "There is ..."
[www.nba.com/history/players/jordan_bio.html](#) - 70k - [Cached](#) - [Similar pages](#)

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- Uber Suggest - derivatives
- Google Adwords - popularity
- SEMRush - competitive research
- SEOMoz KW Difficulty Tool - reality check
- SocialMention.com - real time, breaking news



Optimizing the Title Tag

Endeavour Begins Trip to California Museum - WSJ.com - Mozilla Firefox

The screenshot shows a search engine results page for the query "mitt romney video". The top result is a YouTube video titled "Mitt Romney on Obama Voters - YouTube" with a duration of 1:07. Below it is another video result from "The Colbert Report" titled "Mitt Romney's Secret Video - The Colbert Report". Further down are several text-based search results from Mother Jones and Huffington Post, all related to Mitt Romney's video and fundraising activities. The browser's address bar shows the URL "Endeavour Begins Trip to California Museum - WSJ.com - Mozilla Firefox".

- 65 characters or less
- Main KW phrase at the beginning
- Custom on every page
- Branding at the end



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1. [US Airways Plane Crashes In Hudson River \(PHOTOS, VIDEO\)](#)

Jan 15, 2009 ... NYC Plane Crash: US Airways Jet Crashes in Hudson River ... Flickr:
Hudson River Crash Pics - Plane Crashes into Hudson River ...
www.huffingtonpost.com/.../usair-plane-crashed-in-hu_n_158263.html - [Cached](#) - [Similar](#)

2. [Helicopter, Plane Crash Over Hudson River, Killing 9 \(VIDEO\)](#)

Aug 8, 2009 ... UPDATE: Fox news talks with three eyewitness and shows the first images of
the crash.
www.huffingtonpost.com/.../helicopter-small-plane-co_n_254625.html - [Cached](#) - [Similar](#)

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3. [Miracle on the Hudson River - 1/16/09 - New York News and Tri ...](#)

Jan 16, 2009 ... He then went off the radar and put the plane down on the river. ... "It's a bad
day to have this happen. much like the DC crash in the ...
abclocal.go.com/wabc/story?section=...&id=6606410 - [Cached](#) - [Similar](#)

4. [Airplane crash-lands into Hudson River; all aboard reported safe ...](#)

A US Airways plane with 155 people on board ditched into a chilly Hudson River on
Thursday, apparently after striking at least one bird upon takeoff from ...
www.cnn.com/2009/US/01/15/new...plane.crash/index.html - [Cached](#) - [Similar](#)

5. ['Miracle on the Hudson': All safe in jet crash - Life- msnbc.com](#)

Jan 15, 2009 ... The Hudson crash took place almost exactly 27 years after an Air Florida
plane bound for Tampa crashed into the Potomac River just after ...
www.msnbc.msn.com/id/28678669/ - [Cached](#) - [Similar](#)

6. [US Airways airplane crashes in Hudson River - Hero pilot Chesley ...](#)

A former fighter pilot was hailed as the hero of the Hudson after he crash-landed a stricken
US Airways jet in the river Thursday - and got everybody out ...
www.nydailynews.com/.../2009-01-15_us_airways_airplane_crashes_in_hudson_river.html -
[Cached](#) - [Similar](#)

7. [Pilot Lands Jet on Hudson River - WSJ.com](#)

Jan 16, 2009 ... US Airways pilots made an emergency landing on the Hudson River near
Manhattan, ... Plane Crashes in Hudson. Follow the plane's path. ...
online.wsj.com/article/SB123205240502786899.html - [Cached](#) - [Similar](#)

8. [Updates From Jet Rescue in Hudson River - City Room Blog - NYTimes.com](#)

Jan 15, 2009 ... The moment by moment blog account of a rescue in the Hudson River, after
a pilot ditched a USAirways plane with 155 people aboard.
cityroom.blogs.nytimes.com/.../plane-crashes-into-hudson-river/ - [Cached](#) - [Similar](#)

9. [Helicopter and Plane Crash Over Hudson River: Twitter Tells the Story](#)

Aug 8, 2009 ... A helicopter and plane have crashed into each other over New York's Hudson
River today, with early reports of at least one casualty.
mashable.com/2009/08/.../helicopter-plane-crash-hudson-river/ - [Cached](#) - [Similar](#)

10. [U.S. Airways Flight 1549 Crashes into Hudson River - Gothamist](#)

U.S. Airways Flight 1549 Crashes into Hudson River. (Edouard H. R. Gluck/AP). NEXT ».
Reports are coming in that a plane has crashed in the Hudson River, ...
gothamist.com/2009/01/15/plane_crash_in_hudson.php - [Cached](#) - [Similar](#)

18. [Plane Crashes Into Hudson River - The New York Times > U.S. ...](#)

A US Airways plane that took off from La Guardia Airport landed in the Hudson River, but all
the passengers and crew appeared to be safe.
www.nytimes.com/.../2009/.../20090115-PLANE_CRASH_index.html - [Similar](#)

19. [U.S. Airways Crash Rescue Picture: Citizen Journalism, Twitter At Work](#)

Flight 1549's Hudson River Splashdown: Bigger Than Anna Nicole Smith! USAirways
commuter plane crash in Hudson River... <http://tweetip.us/lkuiu> ...
www.businessinsider.com/.../us-airways-crash-rescue-picture-citizen-journalism-twitter-at-work
- [Cached](#) - [Similar](#)

20. [US Airways Plane Crashes Into Hudson River; Everyone On Board ...](#)

Jan 16, 2009 ... A US Airways airplane crashed into the Hudson River on Thursday
afternoon after geese apparently entered the engine causing it to ...
wcbstv.com/.../us.airways.crash.2.909535.html - [Cached](#) - [Similar](#)



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- Strive for clear and literal
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- Reinforce title tag - does not have to match
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 www.epicurious.com/articlesguides/blogs/editor/2012/02/salmon-tacos-from-alaska.html

 Get the Look: Katy Perry at Elton John's Oscar Party: Beauty: teenvogue.com

 www.teenvogue.com/beauty/celebrity-beauty-look/2012/02/katy-perry-oscars#intro



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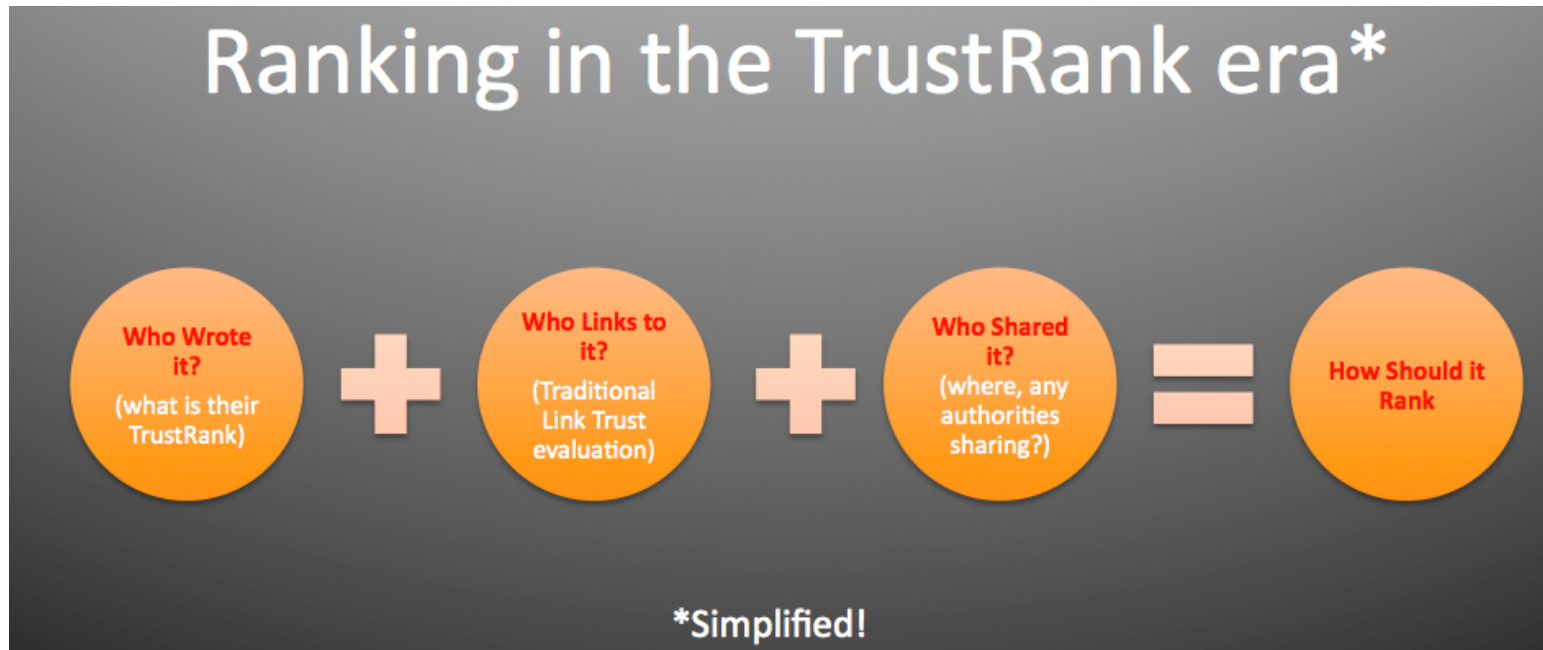
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★★★★★ Rating: 4.3 - 749276 votes
About George R.R. Martin: George R. R. Martin was born September 20, 1948, in Bayonne, New Jersey. His father was Raymond Collins Martin, ...

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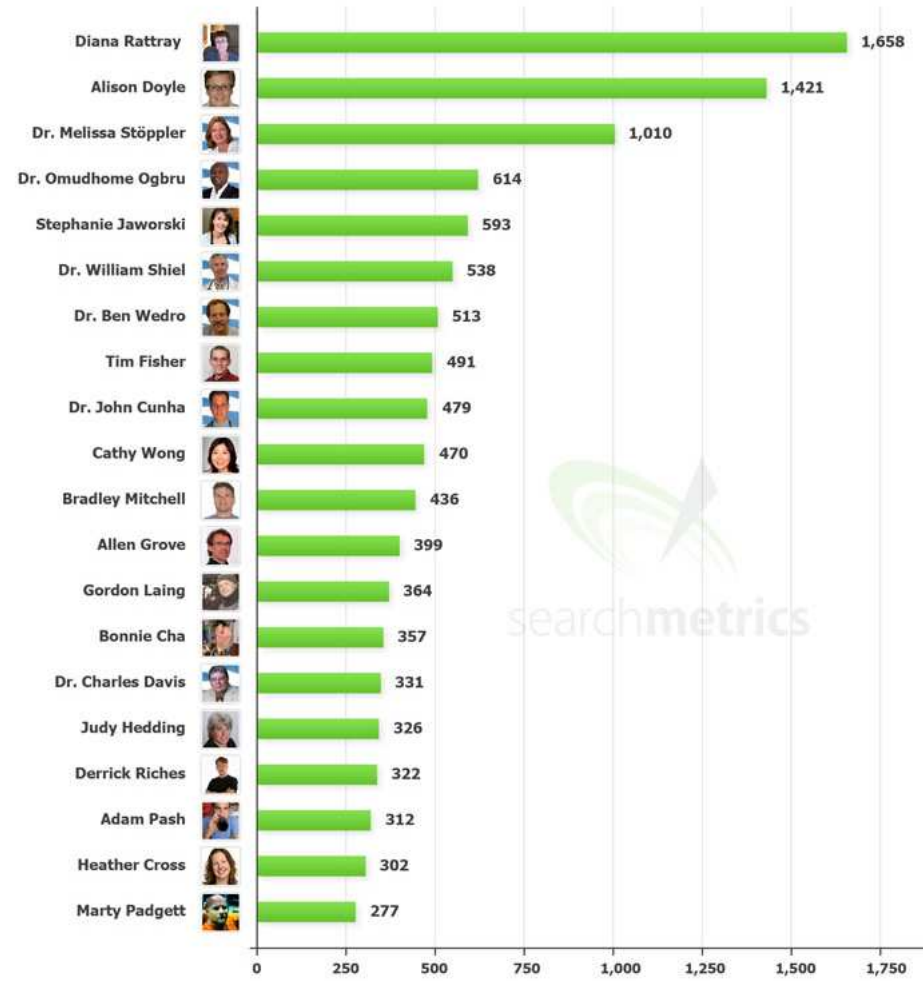
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[topics.nytimes.com/top/reference/.../david_pogue/index.html](#)

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[The iPhone 5: My First Impressions - NYTimes.com](#)

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by David Pogue - More by David Pogue

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Peter DaSilva for The **New York Times** The iPhone 5, right, and the iPhone 4S.



mdsimmonds

[www.DefineMG.com](#)

define
media group

Rel=author

[Danny Sullivan - Search Engine Land Author](#)

searchengineland.com/author/danny-sullivan +1

Author profile and article archive for **Danny Sullivan** at Search Engine Land.



Danny Sullivan shared this

[Search Engine Land. Must Read News About Search Marketing ...](#)

searchengineland.com/

2 hours ago – Search Engine Land is a must read hub for news and information about search engine marketing, optimization and how search engines such ...



Danny Sullivan shared this

30 - 400% increase in click thru traffic



Three Link Monte

BLIND FIVE YEAR OLD
HOME ABOUT CLIENTS CONTACT SUBSCRIBE

518 HOW TO IMPLEMENT REL=AUTHOR
// AJ KOHN // JULY 01ST 2011 // SEO

Overshadowed by the Google+ launch was the implementation of the rel=

```
<span style="display:inline" class="vcard">  
<a class="url fn author" rel="author" href="http://www.blindfiveyearold.com/about">AJ  
</span>
```

BLIND FIVE YEAR OLD
HOME ABOUT CLIENTS CONTACT SUBSCRIBE

ABOUT
WELCOME TO THE ABOUT PAGE

Blind Five Year Old is an online marketing firm specializing in search. Based in the Bay Area, Blind Five Year Old is owned by A.J. Kohn, an experienced marketing executive with a successful track record spanning nearly 20 years.

Blind Five Year Old is an online marketing firm specializing in search. Based in the Bay Area, Blind Five Year Old is owned by A.J. Kohn, an experienced marketing executive with a successful track record spanning nearly 20 years.

AJ Kohn
SEO Marketing Product Strategist

Introduction: SEO (and proud of it)

Owner: Blind Five Year Old, Marketing Search Ranking Panelist.

20 years of marketing experience, with a passion for managing marketing programs - both in-house and for clients.

Product strategist with a passion for iterative product development, fusing design and user experience with quantitative analysis.

Author of the Ultimate Guide to Google+ SEO.

Employment: Blind Five Year Old
Owner, 2007 - present

Education: George Washington University
Marketing, 1988 - 1993

<http://bit.ly/setuprelauthor>

Blind Five Year Old | @ajkohn




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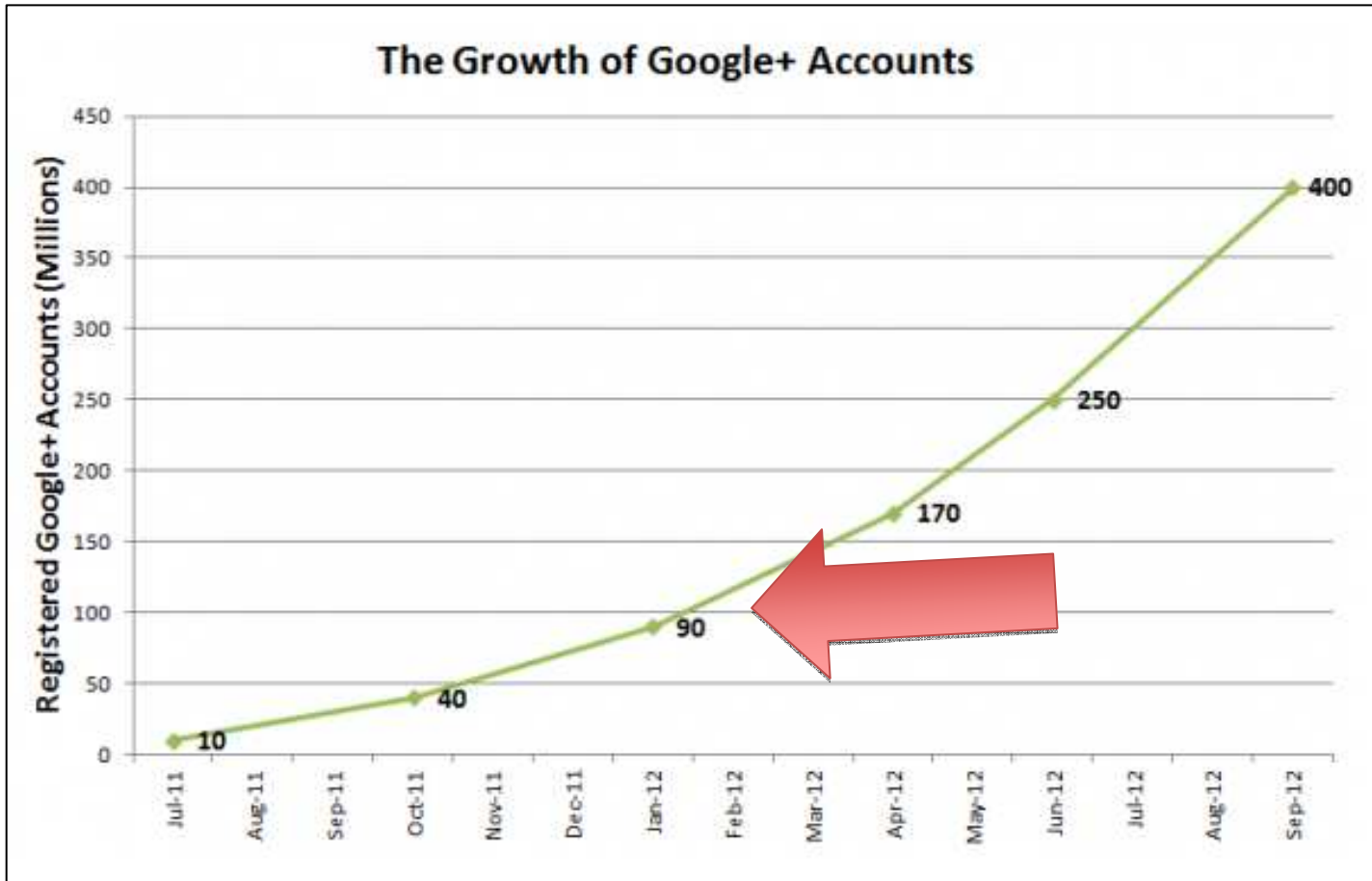
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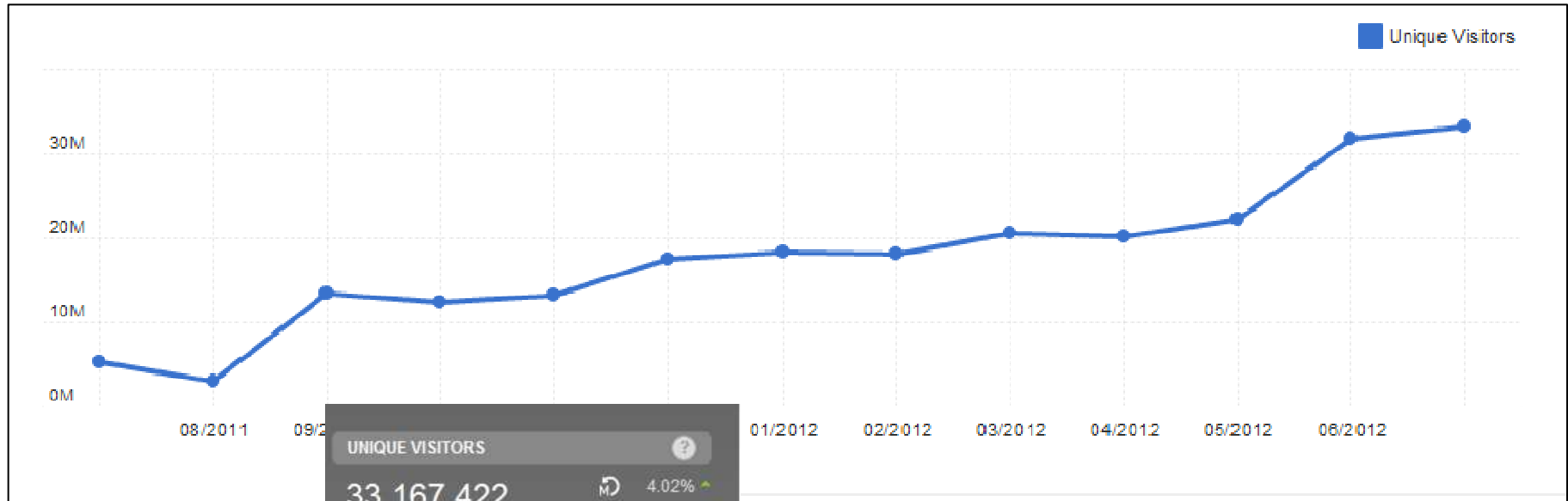
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Search Engine Land



Compete.com



UNIQUE VISITORS ⓘ

33,167,422 ↻ 4.02% ↑
↻ 523.87% ↑

RANK (BY UVS)

N/A ↻ N/A
↻ N/A

COMPETITIVE RANK (UVS)

1. **twitter.com** 45.46M

2. **plus.google.com** 33.17M





FIND A STATION

home news arts & life music programs

Arts & Life > Movies > Movie Reviews

Twitter (10) Facebook (24) Google+ Share Recommend (4)

In Soviet Russia, Communism Can't Stop The Beat

by ELLA TAYLOR



Leisure Time Features

Dryn (Konstantin Balakirev, left), Fred (Maksim Matveev), and Bob (Igor Voynarovskiy) rebel against the cultural norms in the Soviet Union of the '50s, adopting colorful clothing, hairstyles and a mode of living that earned them the derogatory moniker *stilyagi*, or "stylish people."

February 23, 2012

text size A A A

Hipsters

- Director: Valery Todorovsky
- Genre: Drama, Musical
- Running Time: 115 minutes
- Not rated

With: Anton Shagin, Oksana Akinshina, Evgeniya Khirivskaya

In Russian with subtitles

(Recommended)

In the late 1990s, while covering the Moscow Film Festival, I was shown around MosFilm, the government-run studio where the vast majority of Russian films were made during the Soviet era. With the collapse of state film financing after perestroika, the humongous lot had become a forlorn ghost town whose output had shrunk from 400 films per year to four. Local filmmakers, unaccustomed to the arduous hunt-and-peck of soliciting private funding, glumly presided over the death of Russian cinema.

In fact, the country's post-Soviet rush to capitalism has ushered in a modest film boom (some of it, according to rumor, financed by the military). There's lively innovation in every genre imaginable. Except, that is, the musical, a form dedicated to joy and silliness that never meshed with the dour socialist realism that hung like a pall over Soviet cinema for most of the 20th century.

Stalin, of all people, had a soft spot for American musicals and even championed an indigenous project with the unlikely title of *Jolly Fellows*. But had the comrade in

NBA	Full Scoreboard >	All Scores >>	Regular Season: Mar														
Final	POR 110	Final	TOR 86	F/OT	IND 91	Final	UTAH 97	Final	NO 95	Final	HOU 112	Final	CHA 95	Final	MEM 91	Final	DAL 87
<	WSH 99	>	DET 103	>	MIA 93	>	CHI 111	>	MIN 89	>	NO 106	>	OKC 122	>	PHX 98	>	GS 111

my ESPN NFL MLB NBA NHL NCAA FB NCAA BB NASCAR SOCCER MORE SPORTS WATCH FANTASY & GAMES ESPN & PAGE

NBA Home Scores Schedule Standings Rankings Teams Draft Players Stats Heat Index TrueHoop Dime Rumors Odds

TOP STORIES TOP VIDEOS HEADLINES MY HEADLINES



Rubio's Season Over

Ricky Rubio's season is over after the Wolves rookie suffered a torn ACL in a loss to the Lakers. 5-on-5: Should Minny make a move? Support around league Stats & Info Doolittle

- Rubio Done
- Trade Chatter
- Sunday on ABC
- Heat Reaction
- Magic Presses On

- Rubio tears ACL, out for year
- Wade lifts Heat past Pacers in OT
- Source: Lakers told to curtail 'externa
- NBA fines Knicks' Smith \$25K for Twitt
- Harden's 33 key as Thunder bounce b
- Short-handed Bulls rebound vs. Jazz
- Curry injured again as Warriors blow
- Rockets stop slide vs. D. Williams-less
- Calderon injures ankle | In Raptors' lc
- Celtics' Wilcox out indefinitely with card
- Ford: Stars most likely to be traded

BlackBerry. Be Bold.

Meet the Bold visionaries who turn ideas into action.

Watch their stories

MORE NEWS Headlines Calendar Wire Photos

- ESPN.COM PARTNER: NBA.COM
- Top Plays of the Week
 - Smitty's Top Plays Under the Rim
 - Hang Time: Making sense of Trade Deadline
 - Race to the MVP Ladder: Love makes his move

TrueHoop by Henry Abbott

Check out TrueHoop, our daily NBA blog

- Does Rubio's injury doom the Wolves?
- Five for Friday
- From diamond to hardwood: lessons in
- Bucks' Bogut no longer untouchable

Blogs: TrueHoop Network Roster

FOLLOW US ON TWITTER

ESPNChrisPalmer chris palmer Gerald Green with the dunk of the year. My goodness.

WallaceHeatNBA Michael Wallace LeBron James breaks down Heat OT victory (hear it for yourselves) - Heat Index Video Blog - ESPN http://t.co/BVWh2Viv 27 minutes ago

RicBucher Ric Bucher We report Steph Curry has mild ankle sprain. Should be part of his bio sheet from here on out: Curry,

FOLLOW NBA PLAYERS ON TWITTER

Jordanchill43 Jordan Craig Hill Wat y'all know about Sir Charles Jones? #Oldschooljams about a minute ago

FOLLOW US ON GOOGLE+

NBA on ESPN on Google+ Follow

+1 18388

FOLLOW US ON FACEBOOK

NBA on ESPN on Facebook Like

638,499 people like NBA on ESPN.

Shannon 小群 Gladys Stoney Jakl Alex

NBA VIDEO CHANNEL



search engine optimization best practices



Search

150 personal results. 4,170,000 other results.

Web

Images

Maps

Videos

News

Shopping

More

Boise, ID

Change location

Show search tools

6 Best Practices for Modern SEO

mashable.com/2011/11/08/seo-best-practices/



by Erin Everhart - in 171 Google+ circles - More by Erin Everhart
Nov 8, 2011 – Erin Everhart is the director of web and social media **marketing** at the digital **marketing** and web design company, 352 Media Group. Connect

...

[PDF] Search Engine Optimization Starter Guide - Google

www.google.com/.../search-engine-optimization-starter-guide...

File Format: PDF/Adobe Acrobat - Quick View

following the **best practices** outlined below will make it easier for search engines to crawl, index and understand your content. **Search engine optimization** is ...

Matt Cutts shared this on Blogger

Official Google Webmaster Central Blog: Google's SEO Starter Guide

googlewebmastercentral.blogspot.com/.../googles-seo-starter-g...

Nov 12, 2008 – So, the next time we get the question, "I'm new to **SEO**, how do I improve my site?", we can say, "Well, here's a list of **best practices** that we use ...

Matt Cutts shared this

SEO Checklist Part 2: Best Practices

searchengineland.com/seo-checklist-part-2-best-practices-44075

Jul 8, 2010 – Continued from Part 1: 29 Worst Practices & Most Common **SEO** Failures.

Best Practices Implementing the 14 **best practices** below (or at least ...

Search Engine Land shared this

Beginner's Guide to SEO: Best Practices – Part 1/3

www.hongkiat.com/.../beginners-guide-to-seo-best-practices-p...

Search engine optimization is a complex subject, especially when you consider all the information and misinformation readily available online. Unfortunately it's ...





Home



Profile



Explore



Events



Photos



Circles



Local



Games



Hangouts



More

Marshall Simmonds

Add to circles



Posts

About

Tagline Define Media Group, Inc.

Introduction When not outside playing most my time is spent consulting on enterprise level audience development, institutionalizing search engine optimization (SEO), investment advisory services, and tactical application of search and social marketing strategies across large organizations.

Occupation Audience Development, Digital Strategy, SEO, Web Marketing, Runner

Employment
Define Media Group
Founder, 2005 - present
The New York Times
Chief Search Strategist, 2005 - 2010
About.com
Chief Search Strategist in charge of SEO, 1999 - 2010

Education Portland State University
Psychology

Places lived
Bend, Oregon
Boise, Idaho



Works at Define Media Group

Attended Portland State University

Lived in Bend, Oregon

62 IN COMMON WITH YOU



1,862 HAVE HIM IN CIRCLES



Community Building



Where is Your Target Group on the Web Today?



Search Twitter bios

Compare users

Analyze followers

Track followers

Sort followers

Compare your social graph to competitors, friends, or industry leaders.

Want to search Twitter bios?

MittRomney

NancyPelosi

iamdiddy

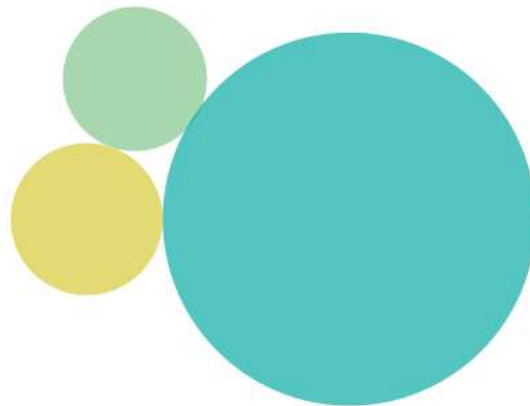
Compare users they follow

Do it

Or, see examples comparing celebrities, politicians, and soft drinks.

Comparison of whom MittRomney & NancyPelosi & iamdiddy follow

Saved report created at 27 Jul 2012, 12:49 MDT



- 247 users followed by MittRomney
- 222 users followed by NancyPelosi
- 1,486 users followed by iamdiddy

followed only by MittRomney »	247	12.6%
followed only by NancyPelosi »	221	11.3%
followed only by iamdiddy »	1,485	76.0%
followed only by MittRomney & NancyPelosi	0	0%
followed only by MittRomney & iamdiddy	0	0%
followed only by NancyPelosi & iamdiddy »	1	0.1%
followed by all three	0	0%
<i>combined total followed</i>	<i>1954</i>	

Mitt Romney

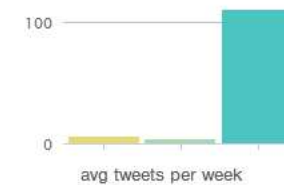
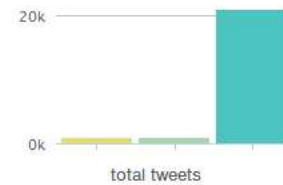
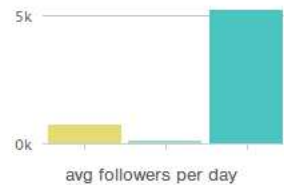
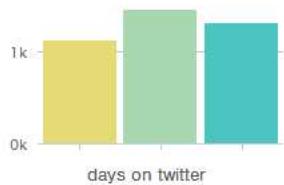
Influence: 82.51
Following: 247
Followers: 830,008
Days on: 1,130
Tweets: 1,022

Nancy Pelosi

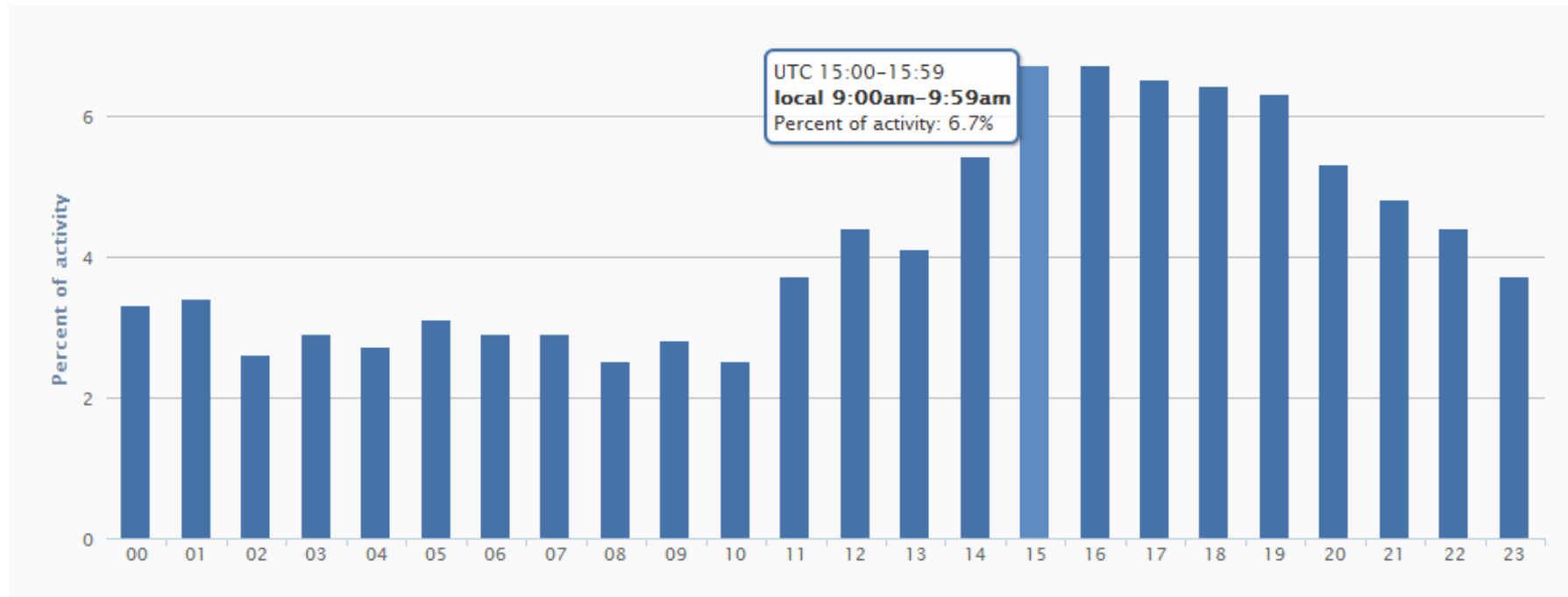
Influence: 80.35
Following: 222
Followers: 205,648
Days on: 1,450
Tweets: 980

iamdiddy

Influence: 83.57
Following: 1,486
Followers: 6,860,328
Days on: 1,317
Tweets: 20,849



Most Active Hours for mdsimmonds's Followers



FollowerWonk.com

1348028640.csv - Microsoft Excel

File Home Insert Page Layout Formulas Data Review View

Clipboard Font Alignment Number Styles Cells

Calibri 11

Normal Bad Good Neutral Calculation Check Cell

AutoSum Fill Clear

G1034 BSc/MA/MBA, Exec Producer, Editor, TV reporter, Strategist, Non-Exec Director, Specialist in New Media, global media markets & future of broadcasting/publishing

	A	B	C	D	E	F
1018	ybestproctor	Yvonne Best-Proctor	Waterford, PA	272	199	236 Administrator, PA CFF Coach, Business Ed. Teacher, STAR Discovery Educator, Ed. Tech., Keystones Technology Integra
1019	eughenes	Eugenio Vacca	Torino, Italy	284	485	1341 Business Development Manager at PTC, Apple addict since 1982, PLM & Enterprise collaboration technologies SME
1020	_JulianoRossi	Juliano R Oliveira	SÃfÃo Carlos	440	364	37043 Graduando em Engenharia AeronÃutica, apaixonado por tecnologia, apple-almost-fanboy, e claro, tagarela.
1021	HammondCast	Jon Hammond	New York, NY USA			
1022	sbernardez	Steve Bernardez	ÃfÃeT: 37.42317,-1			
1023	SilverMarc	SilverMarc	iPhone: 40.776028,			
1024	rafapellon	Rafael Pellon	ÃfÃeT: -23.593092			
1025	Tiffany_G	Tiffany_G	NYC, Brooklyn			
1026	jetblue_shawnta	JetBlue_ Shawnta				
1027	tomarnogueira	MiguelTomarNogueira	iPhone: 38.720047,-			
1028	ESPartee	Sanders Partee				
1029	lisachristopher	lisachristopher	Beautiful So Cal			
1030	Elephant_Tango	Elephant Tango	Cambridge, MA			
1031	krystil01	Krystil		67	262	19
1032	karlscholz	karlscholz	Austin, Texas	234	340	291 Principal at Virtual PR Director
1033	wiznord	Wiz Nordberg	Northpoint, Second Life	164	102	205 How can one summarize a life in a line, asks the dot.
1034	anneleer	Anne Leer	Earth	317	484	223 BSc/MA/MBA, Exec Producer, Editor, TV reporter, Strategist, Non-Exec Director, Specialist in New Media, global media
1035	chrisesch	Chris Eschweiler	The Twin Cities	107	137	6451 Tech guy. Sense of humor available upon request.
1036	erwinpantel	Erwin C. Pantel	New Jersey	80	319	3123 Live in Central NJ, Work in transportation, Controller, Accounting, Basketball Coach,
1037	hb2020	Harshal Bhave	Irving, Texas	123	407	25 Techie, Common Man
1038	KikiSteglich	Kirsten Steglich	New York, NY	149	300	71 NYC Publicist
1039	VickiStearn	Vicki Stearn	Bethesda, MD	300	358	1401 A communications expert, I am carving a role for myself improving the doctor/patient dialog thru new apps & technol
1040	dburley	Diane Burley	NY	446	351	361 Mother, Digital Content Expert, Entrepreneur, Writer, Business Development Expert
1041	joycecohen	Joyce Cohen	New York	240	269	83 Hunt columnist for the NYTimes real estate section
1042	stevezeee	Steve Zampana	Philadelphia, PA	73	318	153 Our history, Conservative, gun rights, small government, lower taxes
1043	CRealDivorce	Catherine W. Real	Florida	128	229	27 I am a Florida attorney (31 years of experience) exclusively practicing high asset/high income divorce law.
1044	DonMoeMU	Don Moeller	ÃfÃeT: 39.385769,-84.478	26	167	353
1045	clarkr	Clark Gregor	iPhone: 44.956043,-93.366	188	190	515 Higher-ed and business in the Twin Cities
1046	UmransHsn	UmransHsn		76	392	361 Comms at Waggenger Edstrom :)
1047	Tartan_Commando	Corin	Shanghai	63	259	78 Guitar player, digital media strategist and old China hand. Not always in that order.
1048	joshuaosen	joshua rosen	San Francisco	806	119	197 CoFounder Freshr.com
1049	wdraso	William D. Razo	San Francisco, CA	131	286	549
1050	salesvpi	Jim Burns	ÃfÃeT: 42.366993,-71.356	746	389	527 Founder, Avitage, PrivateSalesCoach; Interested in marketing, sales, communications enablement; http://salesvpi.type
1051	LMDavisJr	Lonnie M. Davis Jr.	Overland Park. KS	113	492	107 Retired. Disabled

Find and Replace

Find Replace


Find what: reporter

Options >>


Find All Find Next Close



Open Site Explorer.org



OPEN SITE EXPLORER



OPEN SITE EXPLORER

PRO Dashboard | Hello, Marshall Simmonds | Recent CSV Reports | Log Out

http:// Search

compare up to 5 sites

Domain Metrics:

Domain Authority	Page Authority	Linking Root Domains	Total Links
71/100	73/100	682	7,351

Page Metrics:

Domain Authority	Page Authority	Linking Root Domains	Total Links	Facebook Shares	Facebook Likes	Tweets	Google +1
71/100	73/100	682	7,351	2,582	990	245	296

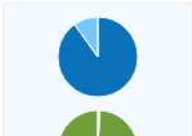
Last index update: 9/12/12

Inbound Links | **Top Pages** | **Linking Domains**


Page Specific Metrics: See which metrics are affecting the pages on your site

	georgermartin.com/	http://www.terrybnet/
Page Authority:	73	65
Page MozRank:	✓ 5.6	5.19
Page MozTrust:	✓ 6.4	5.61
Internal Followed Links:	56	✓ 2,778
External Followed Links:	6,908	✓ 12,226
Total Internal Links:	56	✓ 2,778
Total External Links:	7,295	✓ 12,293
Total Links:	7,351	✓ 15,071
Followed Linking Root Domains:	✓ 645	395
Total Linking Root Domains:	✓ 682	412
Linking C Blocks:	✓ 478	315

Followed Links vs Nofollowed Links




Internal Links



Inbound Links | **Top Pages** | **Linking Domains** | **Anchor Text** | **Compare Link Metrics** | **Advanced Reports**

TLD Distribution Chart - Showing the distribution of the TLDs your Linking Root Domains have (based off of the top 300 domains). Embed Graph



Show domains with links to Filter

1 - 50 of 682 linking root domains Download CSV

Linking Root Domain	Domain Authority	Linking Root Domains
*.bbc.co.uk/	100	634,179
*.yahoo.com/	100	2,312,155
*.nytimes.com/	100	664,358
*.wordpress.com/	100	2,123,302
*.reddit.com/	100	710,232
*.guardian.co.uk/	100	354,883
*.pinterest.com/	99	439,390

OpenSiteExplorer.org

OPEN SITE EXPLORER | PRO Dashboard | Hello, Marshall Simmonds | Recent CSV Reports | Log Out

http://

compare up to 5 sites

Domain Metrics: Domain Authority: 100/100

Page Metrics: Page Authority: 84/100 | Linking Root Domains: 435 | Total Links: 6,637 | Facebook Shares: 211 | Facebook Likes: 112 | Tweets: 40 | Google +1: 3

Last index update: 9/12/12

Inbound Links | Top Pages | Linking Domains | Anchor Text | Compare Link Metrics | Advanced Reports

1 - 50 of the top pages on movies.nytimes.com/ | First | 1 2 3 4 5 6 | Download CSV

Rank	Page Title	DA	FA	GA
1	Movie Reviews, Showtimes and Trailers - Movies - New York Times - The New York Times	200	493	76
2	Movie Reviews, Showtimes and Trailers - Movies - New York Times - The New York Times	200	466	80
3	Drew S. Levin - About This Person - Movies & TV - NYTimes.com	200	217	52
4	Movie Reviews - Movies - New York Times	200	129	64
5	Movie Reviews - Movies - New York Times	200	106	57
6	Error - New York Times	200	62	52
7	Movie Review - Avatar (Fox) - A New Eden, Both Cosmic and Cinematic - NYTimes.com	200	61	56
8	Movie Review - WALL-E - In a World Left Silent, One Heart Beeps - NYTimes.com	200	61	54



Facebook Traffic

The screenshot shows a Facebook 'Share this Link' interface. The main content area displays a post titled 'With YouTube Video, Obama Looks to Expand Social Media Reach' with a thumbnail image of Obama and a woman. A debugger overlay is positioned over the post, showing the following Open Graph meta tags:

```
<meta name="msapplication-starturl" content="http://www.nytimes.com/">
<link rel="canonical" href="http://www.nytimes.com/2012/03/15/us/politics/with-youtube-vic
<meta property="og:url" content="http://www.nytimes.com/2012/03/15/us/politics/with-youtu
<meta property="og:type" content="article"/>
<meta property="og:title" content="With YouTube Video, Obama Looks to Expand Social Media
<meta property="og:image" content="http://graphics8.nytimes.com/images/2012/03/15/us/ADS/2
```

Below the debugger, a search bar contains the text 'wordpress open graph plugin'. The search results show two plugins:

- WordPress > WP Facebook Open Graph protocol < WordPress Plu.**
wordpress.org/extend/plugins/wp-facebook-open-graph-protocol/
Block all wordpress.org results
★★★★★ Rating: 4.8 - 34 votes - Free
6 days ago – This plugin adds well executed and accurate Facebook Open Graph Meta tag information to your site. The idea is to keep minimal settings and ...
Screenshots Installation Changelog FAQ
- WordPress > Open Graph < WordPress Plugins**
wordpress.org/extend/plugins/opengraph/
★★★★★ Rating: 3.8 - 11 votes - Free
Aug 25, 2012 – The Open Graph protocol enables any web page to become a rich object in a social graph. Most notably, this allows for these pages to be used ...

The debugger also includes a 'Debugger' section with a 'Home > Tools' link, an 'Input URL or Access Token' field, and a note: 'Enter a URL to see some helpful feedback about your page markup. Enter an access token to see its expiry and use'. Examples listed are: opengraphprotocol.org, imdb.com, developers.facebook.com, rottentomatoes.com, and Error.

<http://developers.facebook.com/docs/opengraph/>


<http://developers.facebook.com/tools/debug>


Press Plugins

is for **wordpress**. Add like button and FB connect, yo ...



Knowledge Graph

george rr martin  marshall@definimg.com


About 5,580,000 results (0.14 seconds) SafeSearch off 

George R. R. Martin's Official Website
georgerrmartin.com/
George R. R. Martin, author of the NYT Bestselling fantasy series, A SONG OF ICE AND FIRE. Buy the author's books (personal inscriptions included!), view a ...
Update - A Song of Ice and Fire GRRM - Wild Cards Sample Bibliography

George R. R. Martin - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/George_R._R._Martin
George Raymond Richard Martin (born September 20, 1948), sometimes referred to as GRRM, is an American screenwriter and author of fantasy, horror, and ...
Biography Themes Relationship with fans Personal Life

Not A Blog
grm.livejournal.com/
3 days ago - RED PLANET BLUES (Introduction) by **George R.R. Martin** MARTIAN BLOOD, by Allen M. Steele THE UGLY DUCKLING, by Matthew Hughes ...

Images for george rr martin - Report images




George R.R. Martin Needs To Write Faster For Game Of Thrones ...
www.themarysue.com/george-rr-martin-writing/
Jun 15, 2012 - This week's DUH! moment comes to us courtesy of A Song of Ice and Fire author **George R.R. Martin**. Fans of his work know he's notoriously ...

George R.R. Martin (Author of A Game of Thrones)
www.goodreads.com/author/show/346732.George_R_R_Martin
★★★★★ Rating: 4.3 - 751458 votes
About **George R.R. Martin**: **George R. R. Martin** was born September 20, 1948, in Bayonne, New Jersey. His father was Raymond Collins Martin, ...

Amazon.com: George R.R. Martin: Books, Biography, Blog ...
www.amazon.com/George-R-R-Martin/s/B000APICHA

George R. R. Martin



George Raymond Richard Martin, sometimes referred to as GRRM, is an American screenwriter and author of fantasy, horror, and science fiction.
Wikipedia

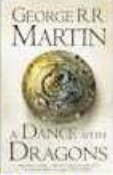
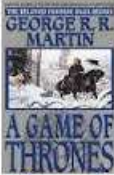
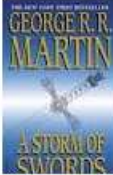
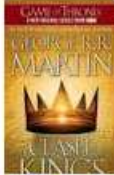
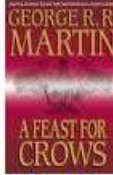
Born: September 20, 1948 (age 64), Bayonne

Education: Northwestern University






Awards: Nebula Award for Best Novelette, World Fantasy Award for Best Novella, [More](#)

Nominations: Hugo Award for Best Novel, Nebula Award for Best Novelette, [More](#)

Books

 A Dance with Dragons 2011	 A Game of Thrones 1998	 A Storm of Swords 2000	 A Clash of Kings 1998	 A Feast for Crows 2005
--	---	---	--	---

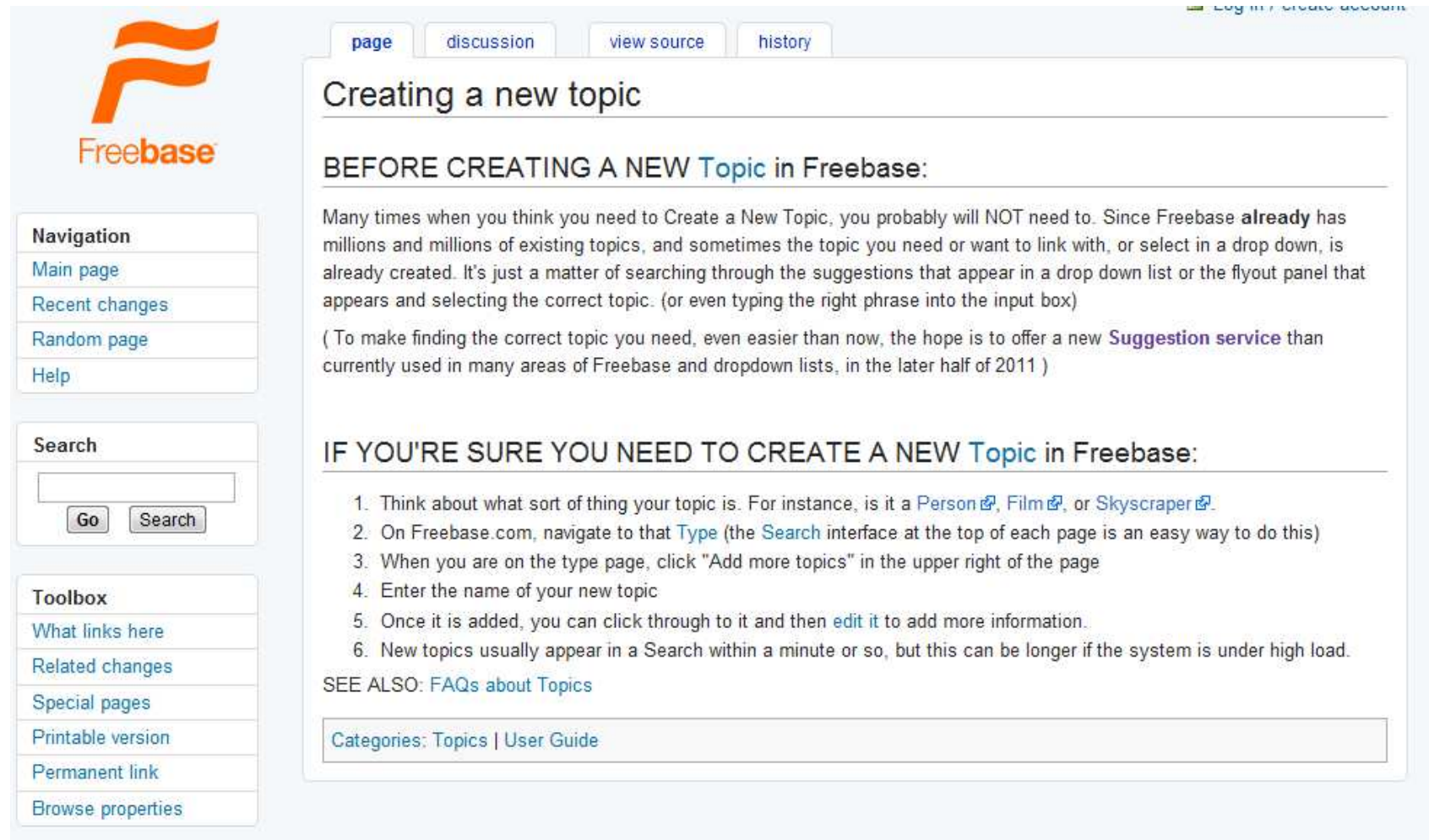
People also search for

 Patrick Rothfuss	 Peter Dinklage	 Robert Jordan	 J. R. R. Tolkien	 Sean Bean
---	---	--	---	--

[Feedback](#)



Freebase



The screenshot shows the Freebase website interface. At the top left is the Freebase logo, an orange stylized 'F' with the word 'Freebase' below it. To the right of the logo are navigation tabs: 'page', 'discussion', 'view source', and 'history'. In the top right corner, there are links for 'Log in / create account'. Below the logo is a 'Navigation' sidebar with links for 'Main page', 'Recent changes', 'Random page', and 'Help'. Below that is a 'Search' box with a text input field, 'Go', and 'Search' buttons. At the bottom of the sidebar is a 'Toolbox' with links for 'What links here', 'Related changes', 'Special pages', 'Printable version', 'Permanent link', and 'Browse properties'. The main content area is titled 'Creating a new topic' and contains the following text:

BEFORE CREATING A NEW Topic in Freebase:

Many times when you think you need to Create a New Topic, you probably will NOT need to. Since Freebase **already** has millions and millions of existing topics, and sometimes the topic you need or want to link with, or select in a drop down, is already created. It's just a matter of searching through the suggestions that appear in a drop down list or the flyout panel that appears and selecting the correct topic. (or even typing the right phrase into the input box)

(To make finding the correct topic you need, even easier than now, the hope is to offer a new **Suggestion service** than currently used in many areas of Freebase and dropdown lists, in the later half of 2011)

IF YOU'RE SURE YOU NEED TO CREATE A NEW Topic in Freebase:

1. Think about what sort of thing your topic is. For instance, is it a [Person](#), [Film](#), or [Skyscraper](#).
2. On Freebase.com, navigate to that [Type](#) (the [Search](#) interface at the top of each page is an easy way to do this)
3. When you are on the type page, click "Add more topics" in the upper right of the page
4. Enter the name of your new topic
5. Once it is added, you can click through to it and then [edit it](#) to add more information.
6. New topics usually appear in a Search within a minute or so, but this can be longer if the system is under high load.

SEE ALSO: [FAQs about Topics](#)

Categories: [Topics](#) | [User Guide](#)



Search Engines are Distracted and Even Confused



■ Sitemaps: Do them.

The image shows a Google search for "sitemap generator". The search bar contains the text "sitemap generator" and a magnifying glass icon. Below the search bar, it says "About 31,100,000 results (0.08 seconds) #". To the right of the search bar is a blue button with a magnifying glass icon and the text "Advanced search".

The search results are as follows:

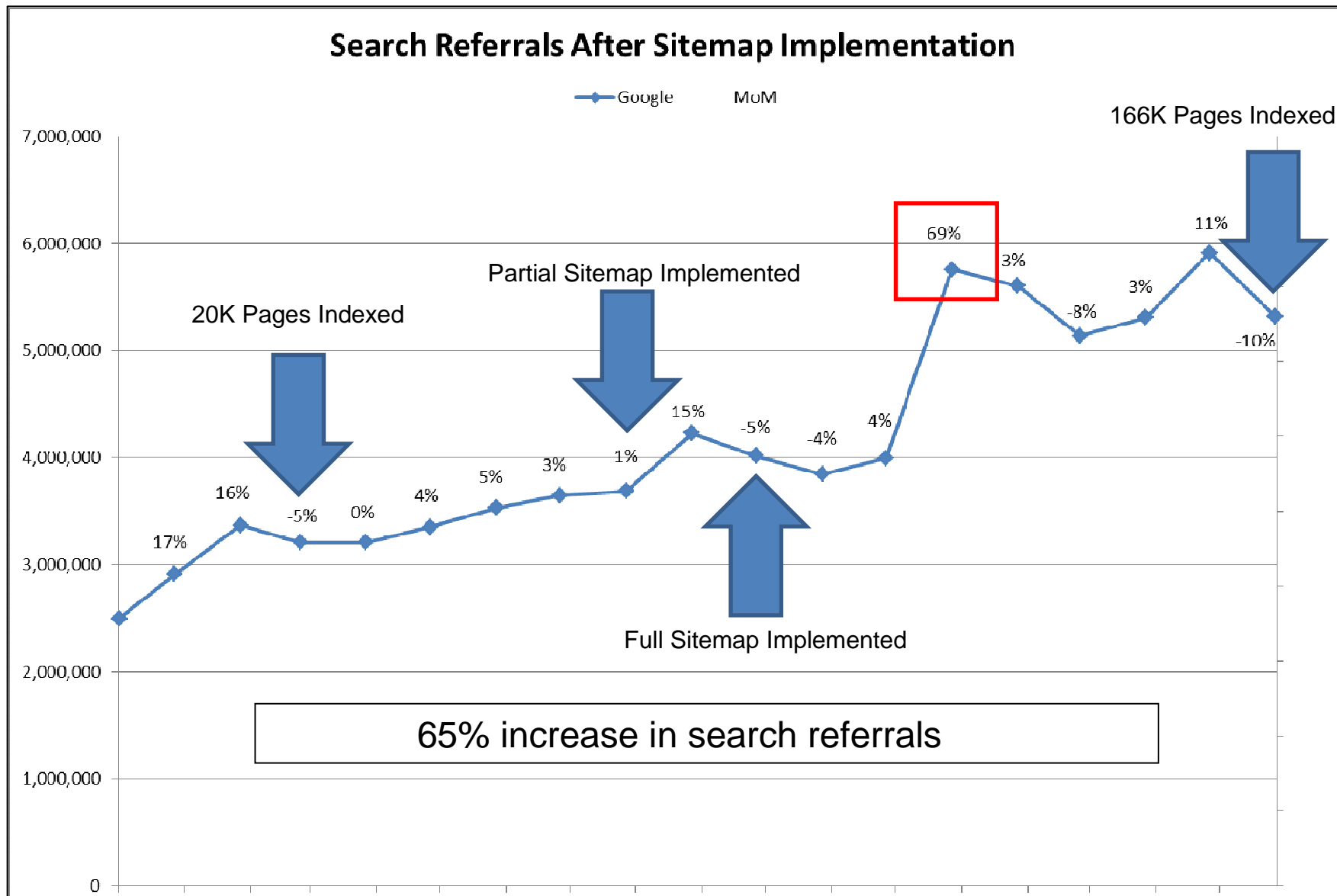
- Create your Google Sitemap Online - XML Sitemaps Generator**
www.xml-sitemaps.com/ - Cached
Offers a **Sitemap generator** that creates XML and HTML variants. Free up to a maximum of 500 pages or purchase a script for unlimited use.
2,415 people +1'd this
- XML Sitemap Generator, Editor + Keyword Analyzer - XML Sitemaps ...**
www.sitemapdoc.com/ - Cached
Generate and Edit XML Sitemaps, Html and Text Sitemaps Free Online.
- Sitemap Generator - Google**
<https://www.google.com/webmasters/tools/.../sitemap-generator.html> - Cached
Improve your site's visibility in Google search results. It's free. Google Webmaster Tools provides you with detailed reports about your pages' visibility on Google. ...
- Sitemap Generator**
wonderwebware.com/sitemap-generator/ - Cached
Sitemap Generator is freeware program that will help you to automatically generate site maps for google or yahoo in their respective file format. The program will ...
- Free Sitemap Generator**
www.freesitemapgenerator.com/ - Cached
Generate free Google **Sitemap** of up to 5000 pages.
- XML Sitemap Generator: Webmaster Tools**
rapid.searchmetrics.com › Home › SEO Tools › Sitemap Generator - Cached
Jul 13, 2011 – The **Sitemap Generator** creates a XML sitemap with all internal links on a web page for Google, Yahoo! and MSN.

To the right of the search results, there is a vertical list of code snippets, some of which are highlighted in yellow:

- map/0.9"
- s/sitemap-image/1.1"
- s/sitemap-
- ews/Roasted-
- menus/2011/2011_augu
- jpg</video:th
- >
- w Dumpling
- ough from



The Power of the Sitemap



Panda 2.1 - May 9, 2011

Initially dubbed "Panda 3.0", Google appeared to roll out yet another round of changes. These changes weren't discussed in detail by Google and seemed to be

Panda/Farmer - February 23, 2011

A major algorithm update hit sites hard, affecting up to 12% of search results (a number that came directly from Google). Panda seemed to crack down on thin content, content farms, sites with high ad-to-content ratios, and a number of other quality issues. Panda rolled out over at least a couple of months, hitting Europe in April 2011.

[The 'Panda' That Hates Farms: A Q&A With Google's Top Search Engineers](#) (Wired)

[Google's Farmer/Panda Update: Analysis of Winners vs. Losers](#) (SEOMoz)

Attribution Update - January 28, 2011

In response to high-profile spam cases, Google rolled out an update to help better sort out content attribution and stop scrapers. According to Matt Cutts, this affected about 2% of queries. It was a clear precursor to the Panda updates.

[Algorithm Change Launched](#) (Matt Cutts)

[Latest Google Algorithm change](#) (Search News Central)

Attribution Update - January 28, 2011

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[Algorithm Change Launched](#) (Matt Cutts)

[Latest Google Algorithm change](#) (Search News Central)

Overstock.com Penalty - January 2011

In a rare turn of events, a public outing of shady SEO practices by Overstock.com resulted in a very public Google penalty. JCPenney was hit with a penalty in February for similar bad behavior. Both situations represented a shift in Google's attitude and foreshadowed the Panda update.

[Algorithm Change Launched](#) (Matt Cutts)

[Latest Google Algorithm change](#) (Search News Central)

Overstock.com Penalty - January 2011

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REVIEW

- Title Tags - SEO
- ALT Text on Graphics - SEO
- KWs in URLs - SEO
- Yoast SEO Plugin - Tech
- Rel=author / G+ - Tech
- Authorship – Community / Tech
- FollowerWonk – Community
- OpenSiteExplorer – Community
- Freebase – Community
- Sitemaps - Tech




<http://www.thinkwithgoogle.com>

The screenshot displays the 'thinkinsights with Google' website. At the top, there are navigation tabs: 'LATEST INSIGHTS', 'RESEARCH LIBRARY', 'PLANNING TOOLS', 'FACTS & STATS', and 'THINKING AHEAD'. The 'RESEARCH LIBRARY' tab is active. On the left side, there is a sidebar with three main sections: 'EDITOR'S PICKS', 'INDUSTRY', 'MEDIA PLATFORM', and 'AUDIENCE'. The 'MEDIA PLATFORM' section is expanded, and 'Search' is highlighted with a blue bar. The main content area features a search bar with filters for 'Content: All', 'Region: All', and 'Year: All'. Below the search bar, the word 'Search' is prominently displayed. A paragraph explains that search is a reflection of consumers raising their own hands. Below this, there are three bullet points with plus signs, each followed by a research study title and a brief description. At the bottom of the main content area, there is a 'Studies' section with three blue book-like icons representing research studies: 'Kinecting the Click' (dated 8.2011), 'Search Ads Pause Study' (dated 7.2011), and 'The Impact of Internet Technologies: Search' (dated 7.2011).





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define
media group



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Marshall@DefineMG.com

[twitter](https://twitter.com/mdsimmonds) mdsimmonds

Rich Snippets

GRRM, is an American screenwriter and author of fantasy, horror, and ...
[Biography](#) [Themes](#) [Relationship with fans](#) [Personal Life](#)

Not A Blog

grm.livejournal.com/

3 days ago – RED PLANET BLUES (Introduction) by **George R.R. Martin** MARTIAN BLOOD, by Allen M. Steele THE UGLY DUCKLING, by Matthew Hughes ...

[Images for george rr martin](#) - Report images



George R.R. Martin Needs To Write Faster For Game Of Thrones ...

www.themarysue.com/george-rr-martin-writing/

Jun 15, 2012 – This week's DUH! moment comes to us courtesy of A Song of Ice and Fire author **George R.R. Martin**. Fans of his work know he's notoriously ...

George R.R. Martin (Author of A Game of Thrones)

www.goodreads.com/author/show/346732.George_R_R_Martin

★★★★★ Rating: 4.3 - 751458 votes

About **George R.R. Martin**: **George R. R. Martin** was born September 20, 1948, in Bayonne, New Jersey. His father was Raymond Collins Martin, ...

[Amazon.com: George R.R. Martin: Books, Biography, Blog...](#)

www.amazon.com/George-R.R.-Martin/e/B000APIGH4

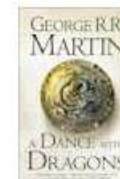


en.wikipedia.org

Awards: Nebula Award for Best Novelette, World Fantasy Award for Best Novella, [More](#)

Nominations: Hugo Award for Best Novel, Nebula Award for Best Novelette, [More](#)

Books



A Dance with Dragons
2011



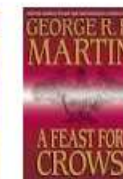
A Game of Thrones
1996



A Storm of Swords
2000



A Clash of Kings
1998



A Feast for Crows
2005

People also search for



Patrick Rothfuss



Peter Dinklage



Robert Jordan



J. R. R. Tolkien



Sean Bean

[Feedback](#)



Webmaster Tools



Webmaster Tools

Dashboard

Messages

▸ Configuration

▸ Health

▸ Traffic

▼ Optimization

Sitemaps

Remove URLs

HTML Improvements

Content Keywords

Structured Data

Other Resources

▸ Labs

Help with:

[Structured data](#)

[Help center](#)

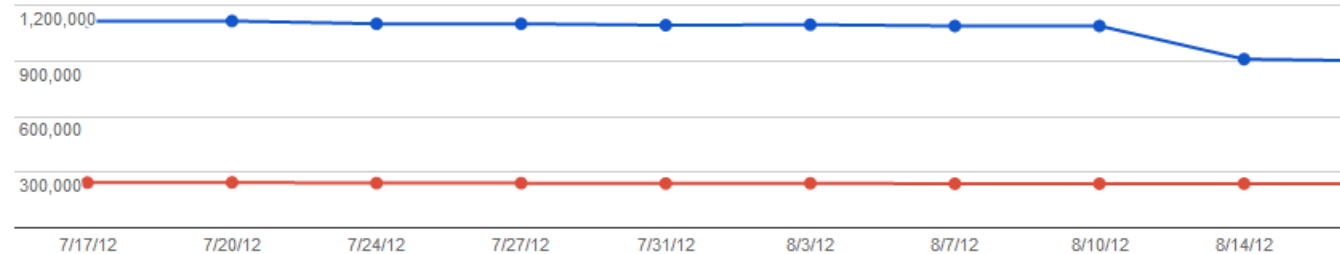
Search help

Go

Structured Data - <http://microformats.org/profile/hatom>

hatom

- 797,265 Items
- 243,014 Pages



Download Filter

Source URL

- http://www.p.../gallery/0,,1057075_866773,00.html
- <http://www.p.../article/0,,1171035,00.html>
- <http://www.p.../article/0,%20,%2020033534,%2000.html>
- <http://www.p.../article/0,%20,%202020613393,%2000.html>
- http://www.p.../article/0,,645373_733125,00.html
- <http://www.p.../archive/article/0,,20132426,00.html>
- <http://www.p.../archive/article/0,,20145453,00.html>
- <http://www.p.../archive/article/0,,20287227,00.html>



Webmaster Tools

Webmaster Tools

Dashboard

Messages

▸ Configuration

▸ Health

▸ Traffic

▾ Optimization

Sitemaps

Remove URLs

HTML Improvements

Content Keywords

Structured Data

Other Resources

▸ Labs

Help with:

[Structured data](#)

[Help center](#)

Search help

Go

Structured Data

All structured data

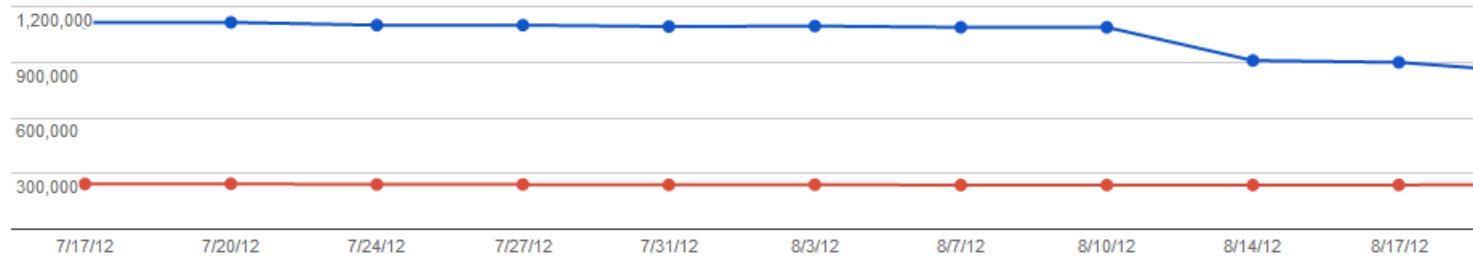
■ **797,266** Items

■ **243,015** Pages

Structured data types

■ **2** Types

on 243,015 pages



Download

Filter



Type	Schema	Items ▾
hatom	microformats.org	797,265
Event	schema.org	1



mdsimmonds

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media group

Rich Snippets

Google webmaster tools

Rich Snippets Testing Tool Beta

Check that Google can correctly parse your [structured data markup](#) and display it in search results.

Test your website

Enter a web page URL to see how it may appear in search results:

OR enter HTML here (Note: authors/publishers are not currently supported):

Examples:

- [Applications](#)
- [Authors](#)
- [Events](#)
- [Music](#)
- [People](#)
- [Products](#)
- [Products with many offers](#)
- [Recipes](#)
- [Reviews](#)

