

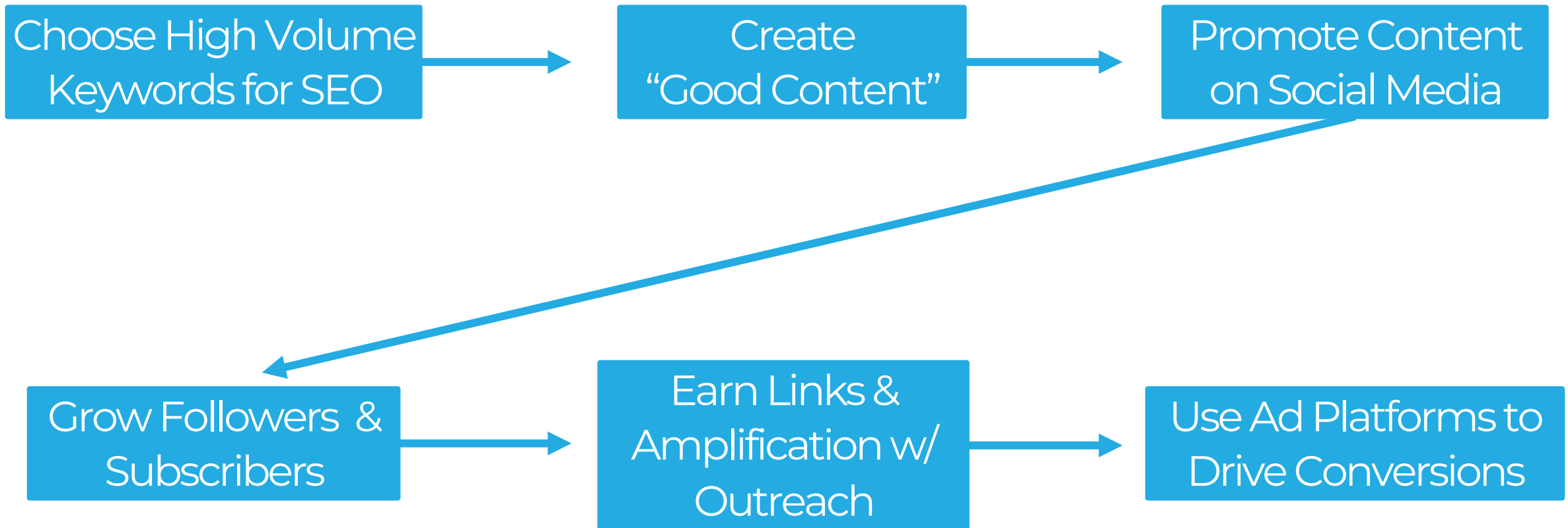
The Four Horsemen of the Web Marketing Apocalypse

Rand Fishkin | Founder & CEO



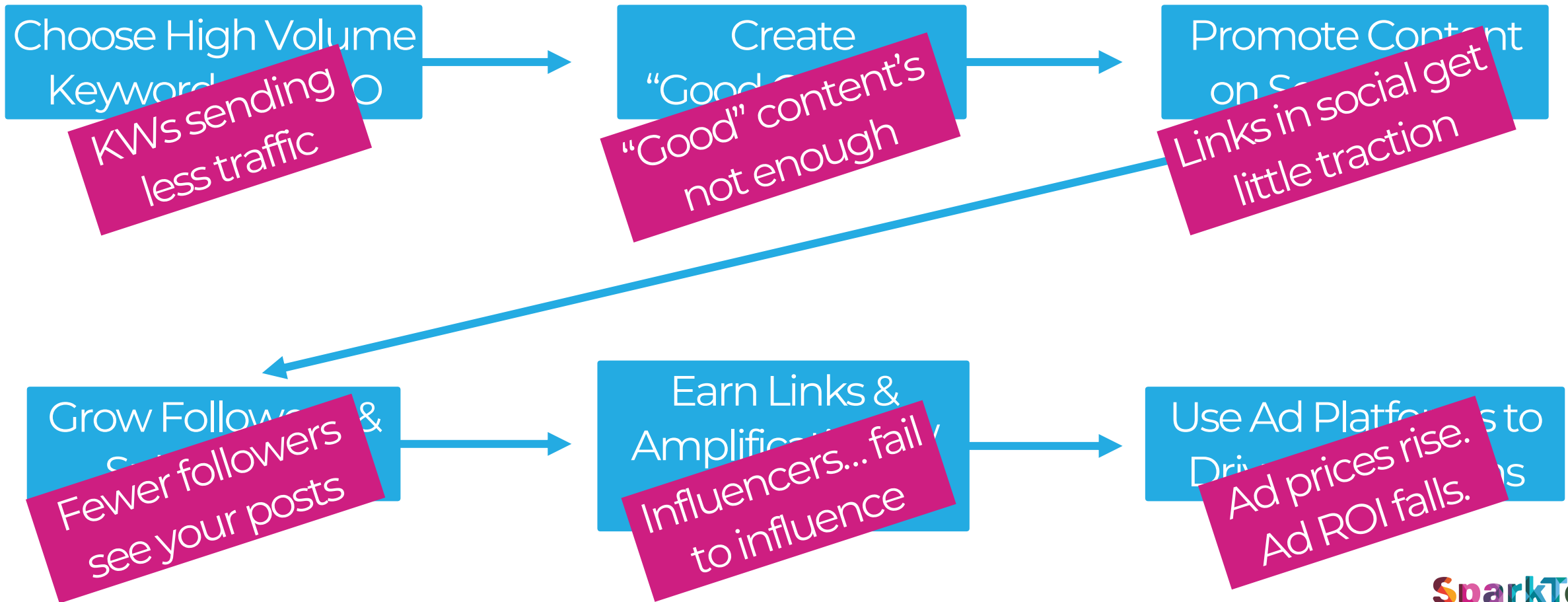
2009 - 2016

The **SEO+Content** Playbook



2009 - 2016

The **SEO+Content** Playbook

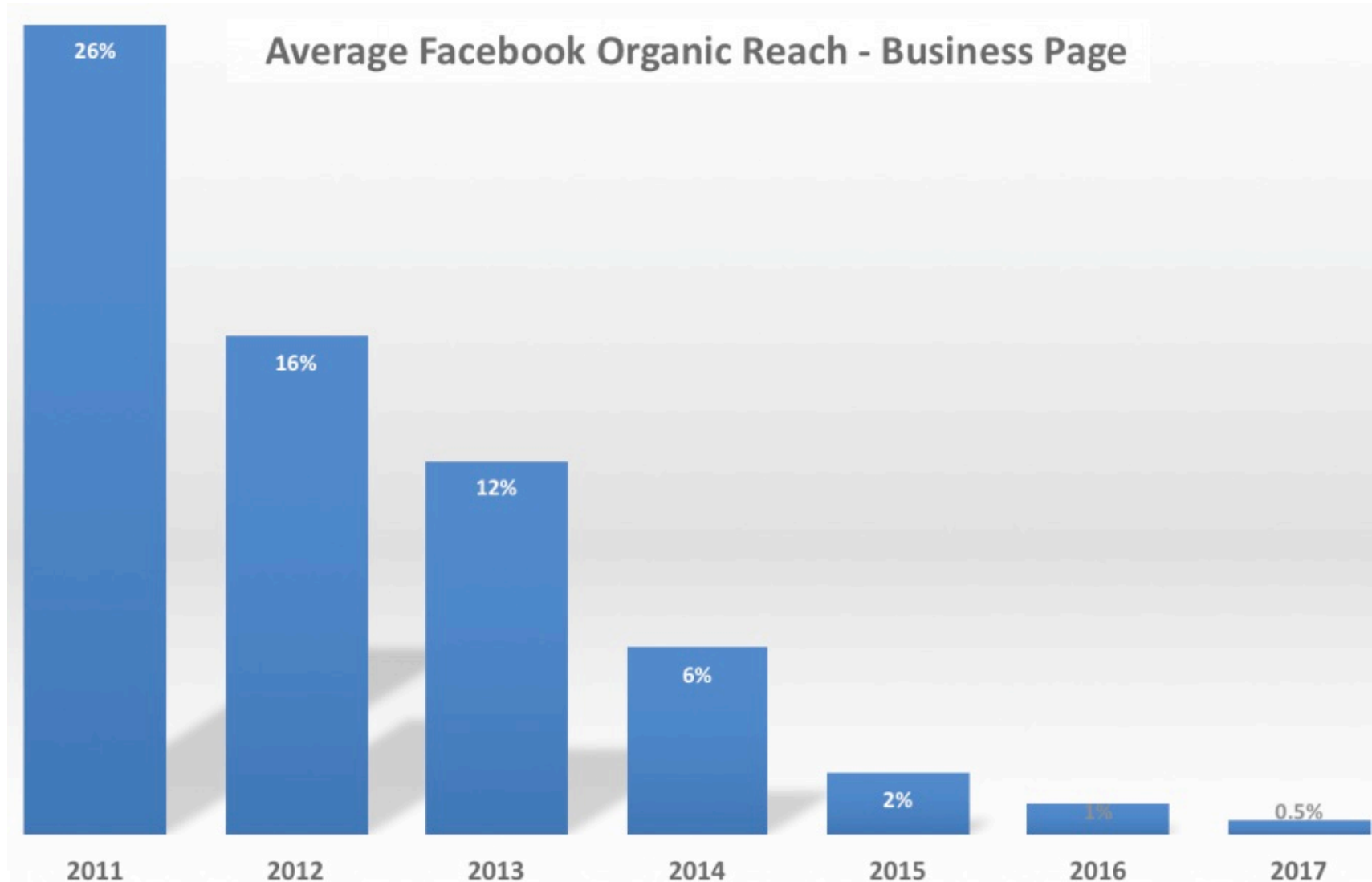


What Happened?!

#1

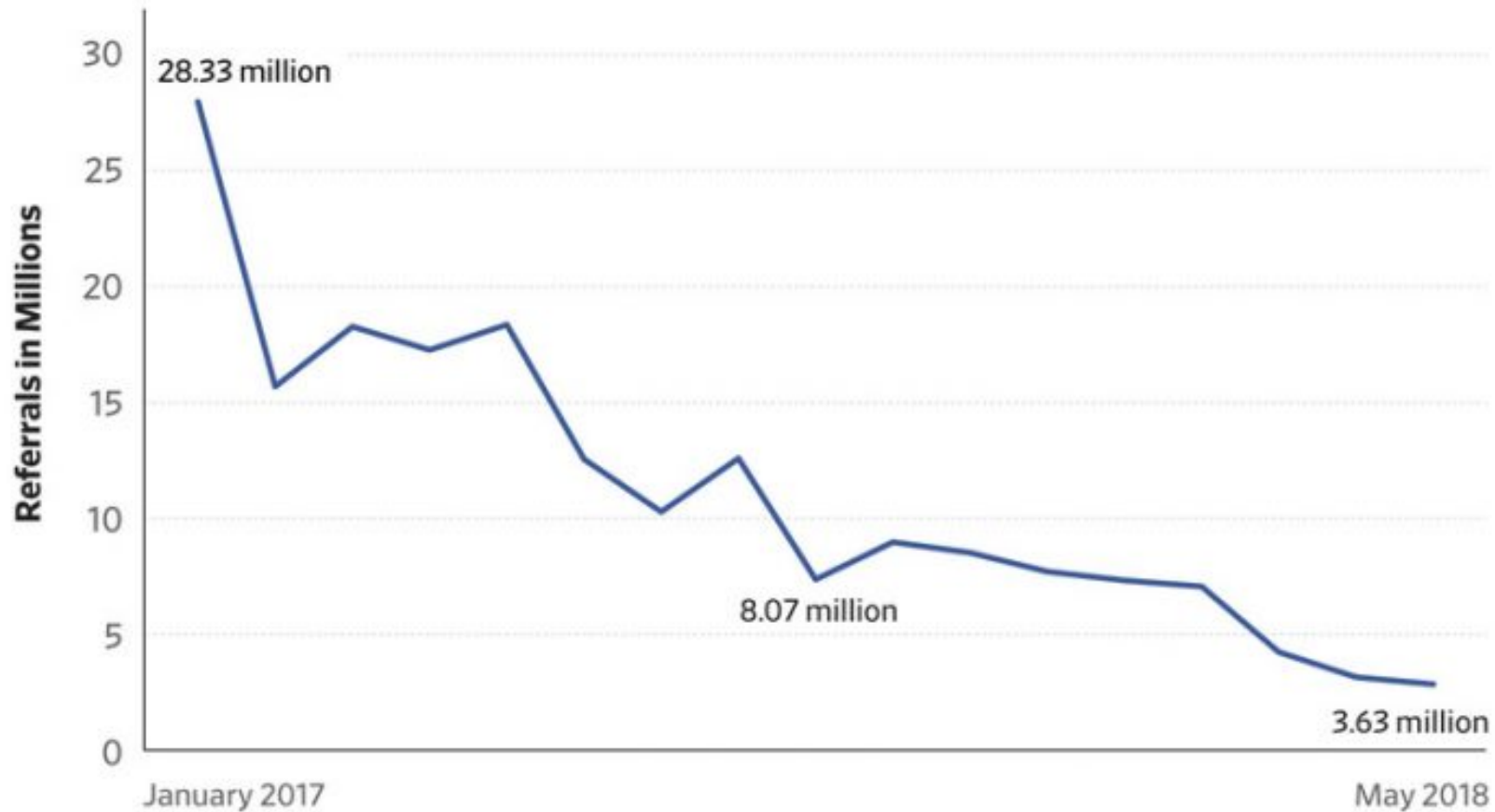
The Social Platforms Massively Diminished Outlinking Traffic

Facebook Killed Organic Reach



They Sent Outbound, Referral Traffic to Near-Zero

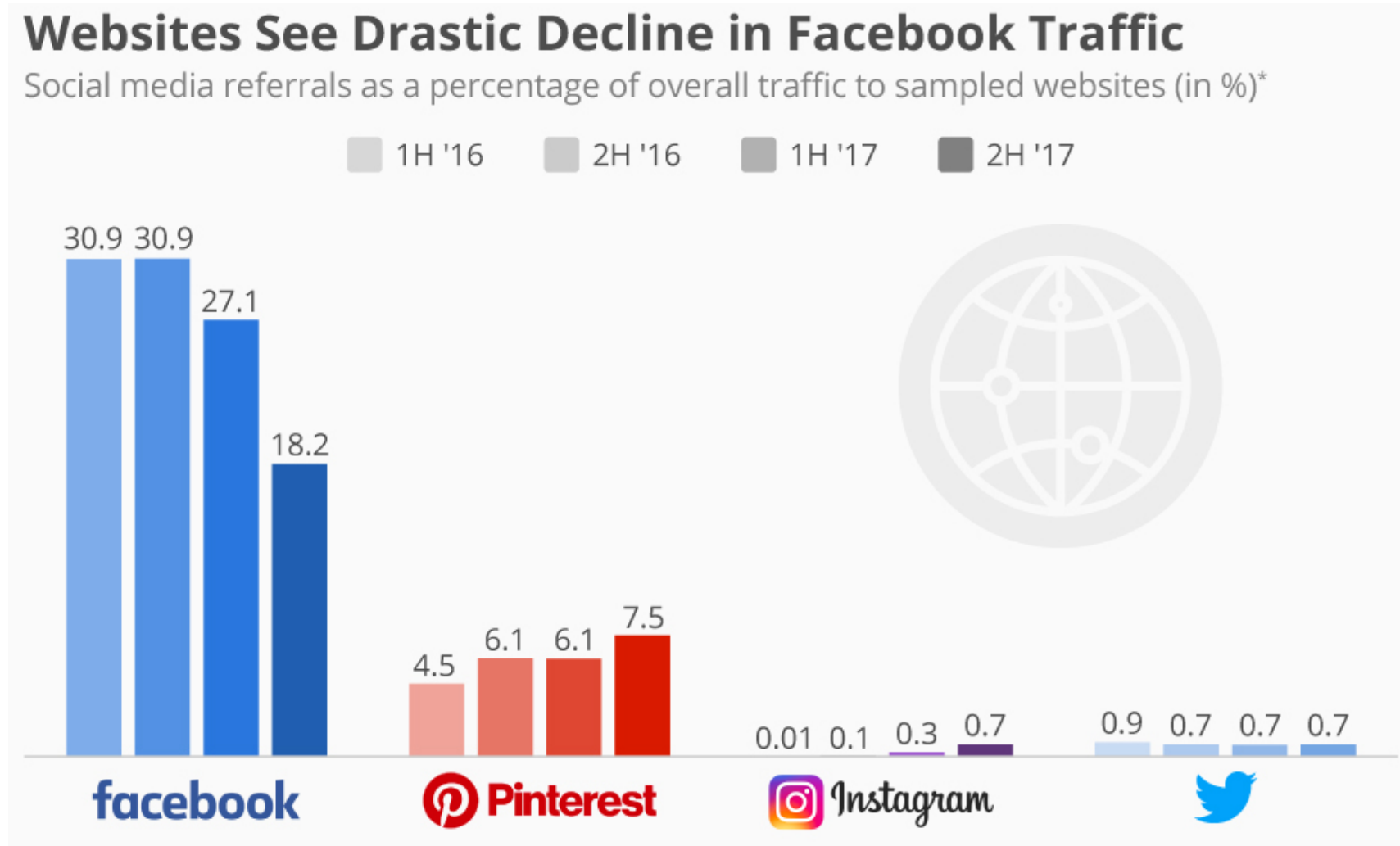
Facebook Referrals to Slate



SLATE

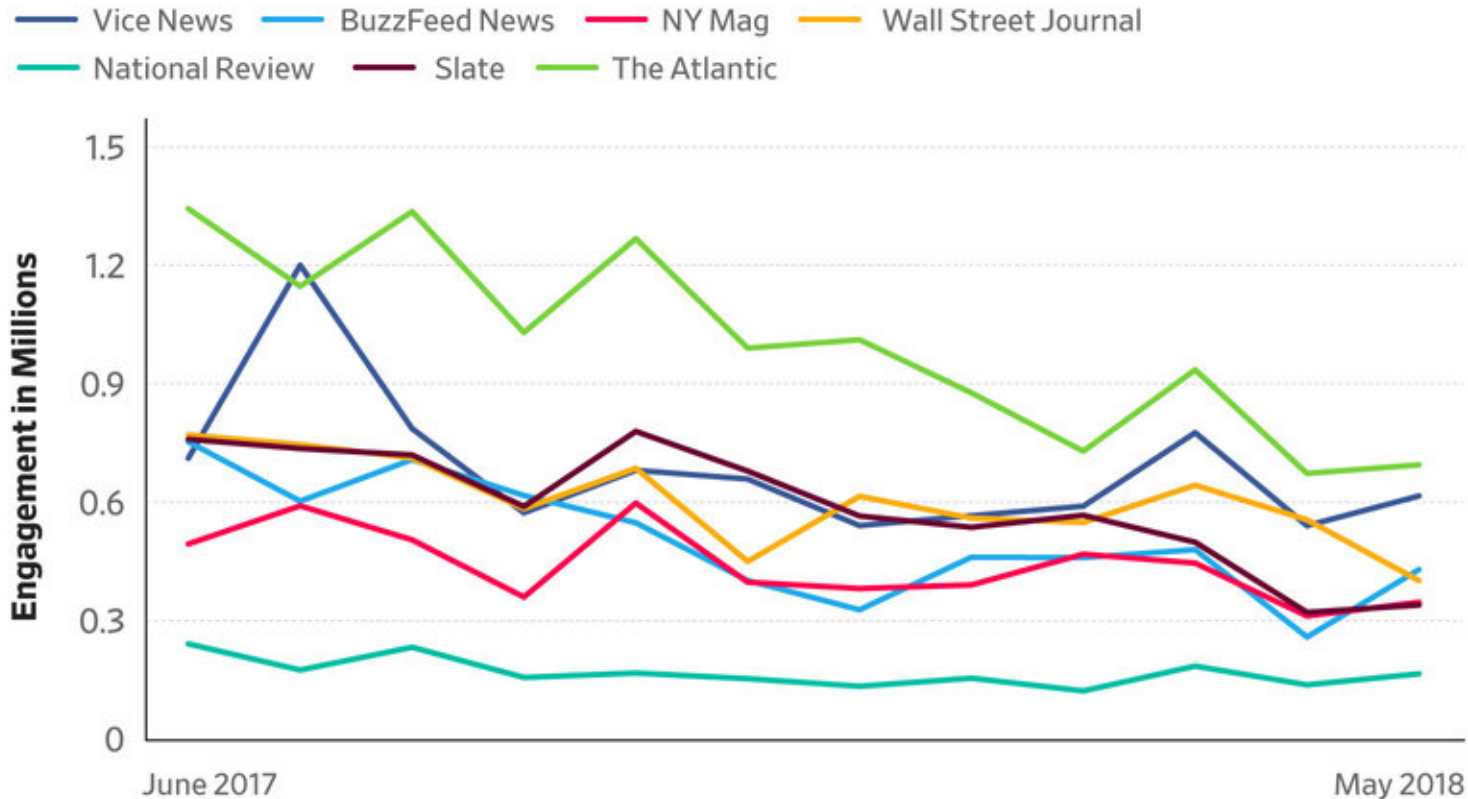
Source: Parsely

Declines in FB Referrals Have Hit Every Vertical



Even Publishers Who Focused on FB Clickbait

Facebook Engagement for Midsize Publications








SLATE

Source: CrowdTangle

Instagram Has Always Limited Outlinking



Twitter & LinkedIn Now Bias to On-Site Content

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Rand Fishkin @randfish · Aug 12 Make \$10mm. Crickets. Raise \$10mm. Everyone writes about you. You get invited to all the hot events. Your network goes crazy with congratulations. This is how we get a culture that trains founders to raise \$\$ > make \$\$. View Tweet activity	1,160,888	24,563	2.1%	Promote	
	Rand Fishkin @randfish · Aug 16 Too many people talk about "crushing it!" "killing it!" "hustling so hard!" "winning!"... I hate most of that stuff. Conversely, I really appreciated this honest take from @christina_p detailing her failed journey into freelancing & the lessons learned: christina-pashialis.com/blog/freelance... View Tweet activity	194,158	1,849	1.0%	Promote	
	Rand Fishkin @randfish · Aug 13 "Will sharing this bring value to my company?" 🙄that's marketing "Will sharing this bring value to others, even if it doesn't benefit me/my company?" 🙄that's transparency I don't particularly care for the former. I'm all in on the latter. View Tweet activity	187,375	685	0.4%	Promote	
	Rand Fishkin @randfish · Aug 16 In 2012 influencer marketing meant: "discover all the sources that influence your audience and do marketing (of all kinds) in those places." 👍 In 2018 influencer marketing has come to mean: "pay half naked people on Instagram \$500 to pose with your product" 👍👍👍 View Tweet activity	161,923	2,406	1.5%	Promote	
	Rand Fishkin @randfish · Jul 30 It is so much easier & more valuable to be: - great at one thing - known for one thing - amplified for one thing - constantly improving one thing - the "best" at one thing Focus, in my experience, beats hustle, beats genius, beats better funded competition. It's a cheat code. View Tweet activity	158,547	2,819	1.8%	Promote	

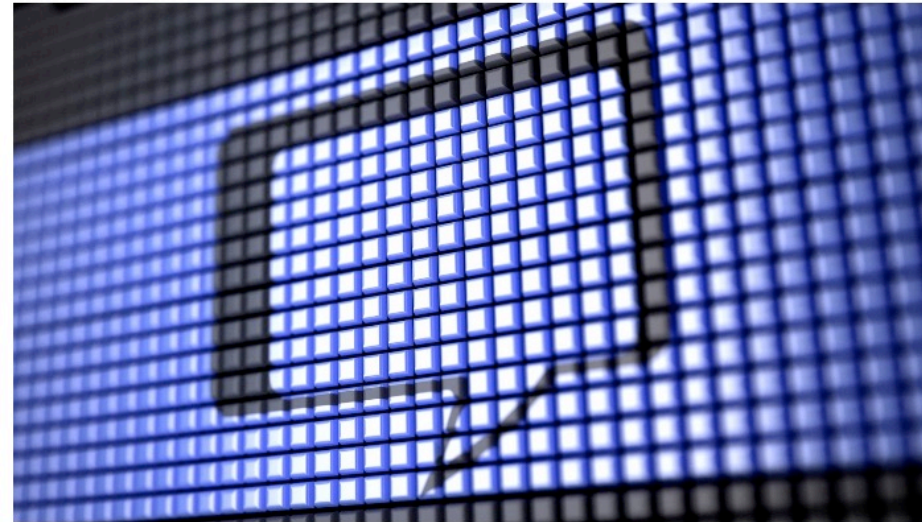


Steve Brownlie

[Follow](#)

We build natural outreach-based links, handle influencer and PR campaigns for Agencies and Online Entrepreneurs at <https://www.reachcreator.com>
Aug 13, 2017 · 2 min read

'The Link Is In The First Comment'— Oh What A Mess LinkedIn



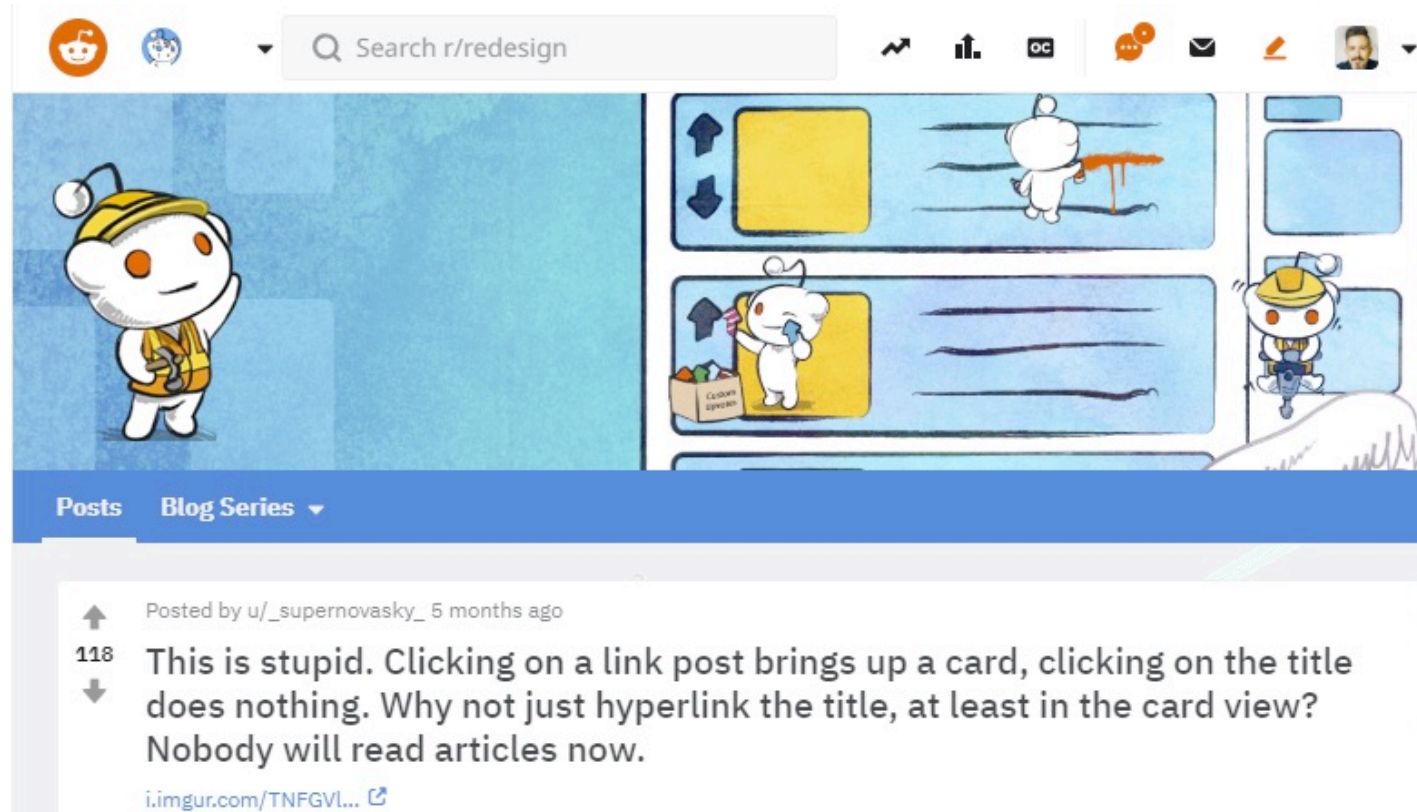
Being a marketer, I naturally follow a lot of marketers on Social Media. A new trend has developed on LinkedIn that borders on an insane solution to a problem they have created with their new algorithm.

Almost everyone has noticed that simply sharing your content from other platforms, and even full-length articles on LinkedIn's own publishing platform doesn't get the reach it once achieved.

Via
[MarginallyCoherent](#)

SparkToro

Reddit Works to Keep You on Reddit



↑ [alphex](#) 58 points · 4 months ago

↓ It's all about maximizing your eyeball time on site. If you leave the site. You stop seeing ads in the feed.

This is nothing but anti patterns to maximize advertising revenue.

Reply Share Report Save Give gold

YouTube Cuts Off Descriptions to Avoid Making Links Visible in the Default View



#2 ON TRENDING

Marvel Studios' Captain Marvel - Official Trailer

24,324,345 views

798K 47K SHARE



Marvel Entertainment
Published on Sep 18, 2018

SUBSCRIBE 8.4M

Higher. Further. Faster. Watch the trailer for Marvel Studios' Captain Marvel, in theaters March 8, 2019.

So...

Who Still Does Send Web Traffic?

Top Traffic Referrers	Oct 2016	Feb 2018	Gained/Lost
Google.com	59.2%	57.8%	-1.4%
Facebook.com	6.5%	5.2%	-1.3%
Yahoo.com	6.0%	4.3%	-1.7%
Reddit.com	5.4%	3.4%	-2.0%
YouTube.com	4.5%	4.8%	+0.3%
Imgur.com	2.2%	1.0%	-1.2%
Bing.com	2.2%	3.7%	+1.5%
Wikipedia.org	1.4%	1.3%	-0.1%
Amazon.com	1.3%	1.4%	+0.1%

#2

**Google (for the first time)
Sends Less Organic Traffic**

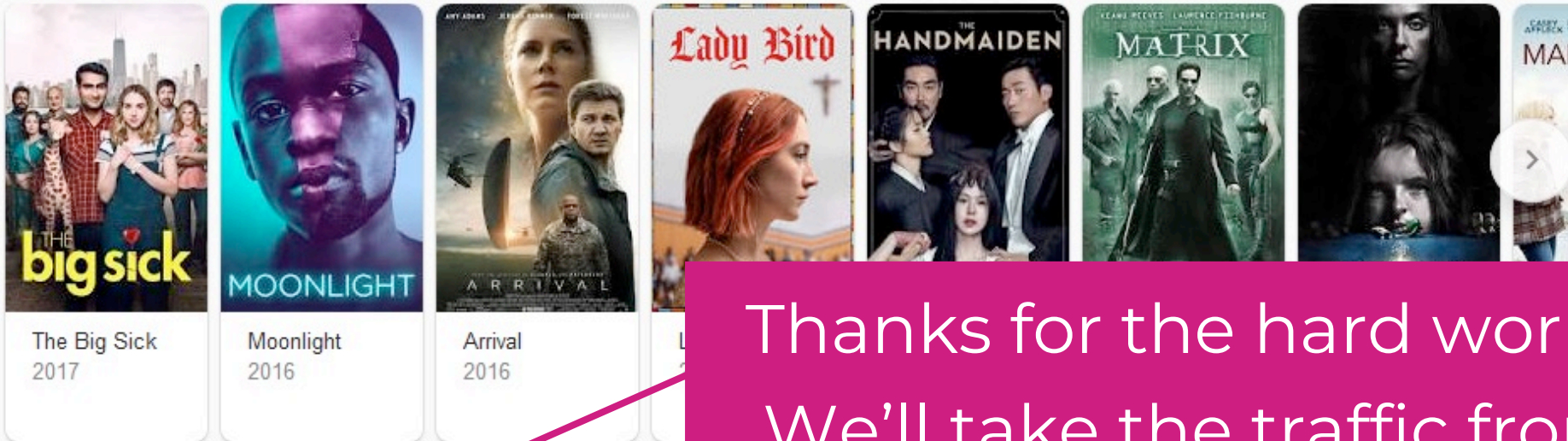
Google Solves More & More Queries Without Clicks



best movies on amazon prime

All News Videos Shopping Books More

Movies > Prime Video



Google creates these by scraping and aggregating the top results.

Thanks for the hard work suckers!
We'll take the traffic from here 😊

The Best Movies on Amazon Prime Video Right Now - The New York ...

<https://www.nytimes.com/interactive/2019/arts/.../best-movies-on-amazon-prime.html>

Mar 20, 2019 - We've plucked out 100 of the absolute best movies included with a ... Amazon Prime Video is picking up the slack, adding new movies for its ...

Google's Desktop CTRs

October 2018 (EU):

Paid: 6.4%

Organic: 63.6%

No Click Searches:
30%

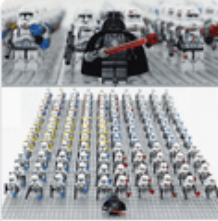

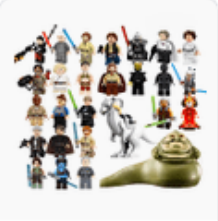

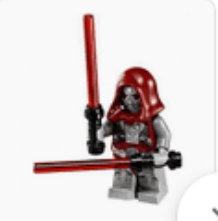
lego star wars figuren

Alle Bilder Shopping Videos Maps Mehr Einstellungen Tools

Ungefähr 16.400.000 Ergebnisse (0,56 Sekunden)








lego star wars figuren ansehen

Anzeigen ⓘ

				
13pcs/lot STAR WARS Custom	LEGO Bulk Minifigure Lot of	LEGOINGLY Star Wars ...	14pc Star Wars Minifigures Set ...	LEGO Star Wars Minifigure Darth
9,00 \$	28,99 \$	2,73 \$	4,00 \$	28,99 \$
AliExpress.com	Etsy	AliExpress.com	Etsy	Amazon.com
Versand gratis	Versand gratis	Versand gratis		Versand gratis

»

Bilder zu lego star wars figuren



→ Weitere Bilder zu lego star wars figuren

Unangemessene Bilder melden

LEGO® Star Wars™ - Figuren - LEGO.com DE

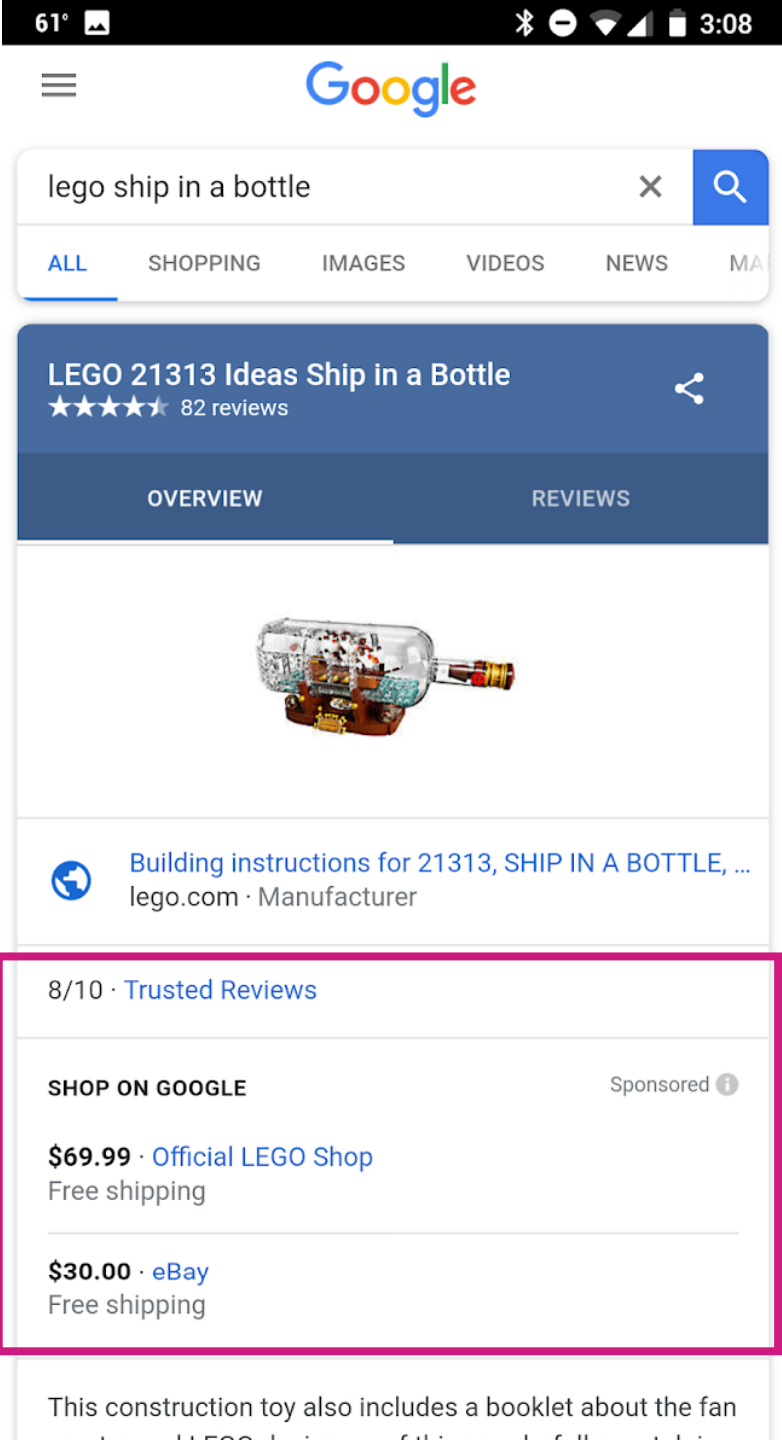
<https://www.lego.com/de-de/themes/star-wars/characters>

Piloten, Schmuggler, Rebellen, Jedi™-Ritter und Sith™ Lords – es gibt viele Möglichkeiten, um eine Legende zu werden. Triff einige der größten Legenden.

Google's Mobile CTRs

October 2018 (EU):

Paid: 8.8%



Google's Mobile CTRs

October 2018 (EU):

Paid: 8.8%

Organic: 36.7%

No Click Searches:
54.4%

Full review on Trusted Reviews

Full review on Gizmo

More about LEGO 21313 Ideas Ship in a Bottle

Ship in a Bottle | The Official LEGO® Shop ⓘ
(Ad) shop.lego.com/

Wide Range Of Brand New LEGO® Sets Now Available! Free Shipping Over \$35. LEGO® shop exclusives. Earn VIP rewards. Frustration free returns. Free shipping every day. Order missing pieces.

Rating for lego.com
5.0 ★★★★★ (2,183)

[LEGO® Ship in A Bottle](#) [Shop The New 2018 Sets](#) [LEGO](#)

Ship in a Bottle - 21313 | Ideas | LEGO Shop
<https://shop.lego.com> > en-US > Ship-in-...

Continue a nautical tradition when you build the LEGO® Ideas Ship in a Bottle, featuring a highly detailed ship with the captain's quarters, cannons, masts, crow's nest and printed sail elements. Fan creator, Jake ...

VIDEOS

YouTube · LEGO

YouTube · JANGBRICKS

The **Scary** Part:

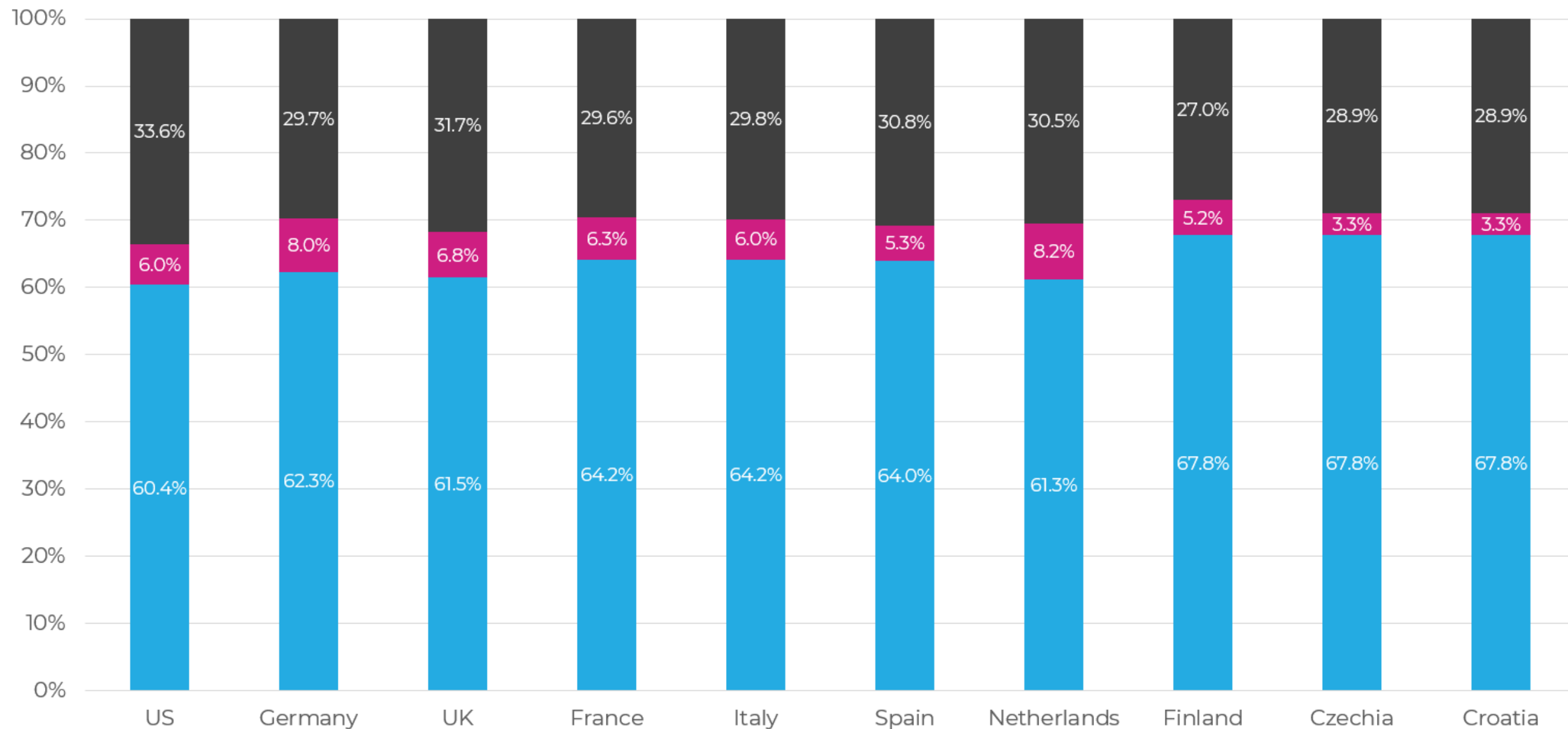
	2016 (EU+UK)				2018 (EU+UK)		
	Organic	Paid	No Clicks		Organic	Paid	No Clicks
Desktop	66.9%	4.5%	28.5%		63.6%	6.4%	30.0%
Mobile	51.0%	4.0%	45.0%		36.7%	8.8%	54.4%

30% drop in organic, 20% increase in
“no click” searches, 2X paid CTR.

Google Desktop Click-Through Rates (2018, Selected Countries)

Data Via Jumpshot's Panel of ~80 Billion Searches

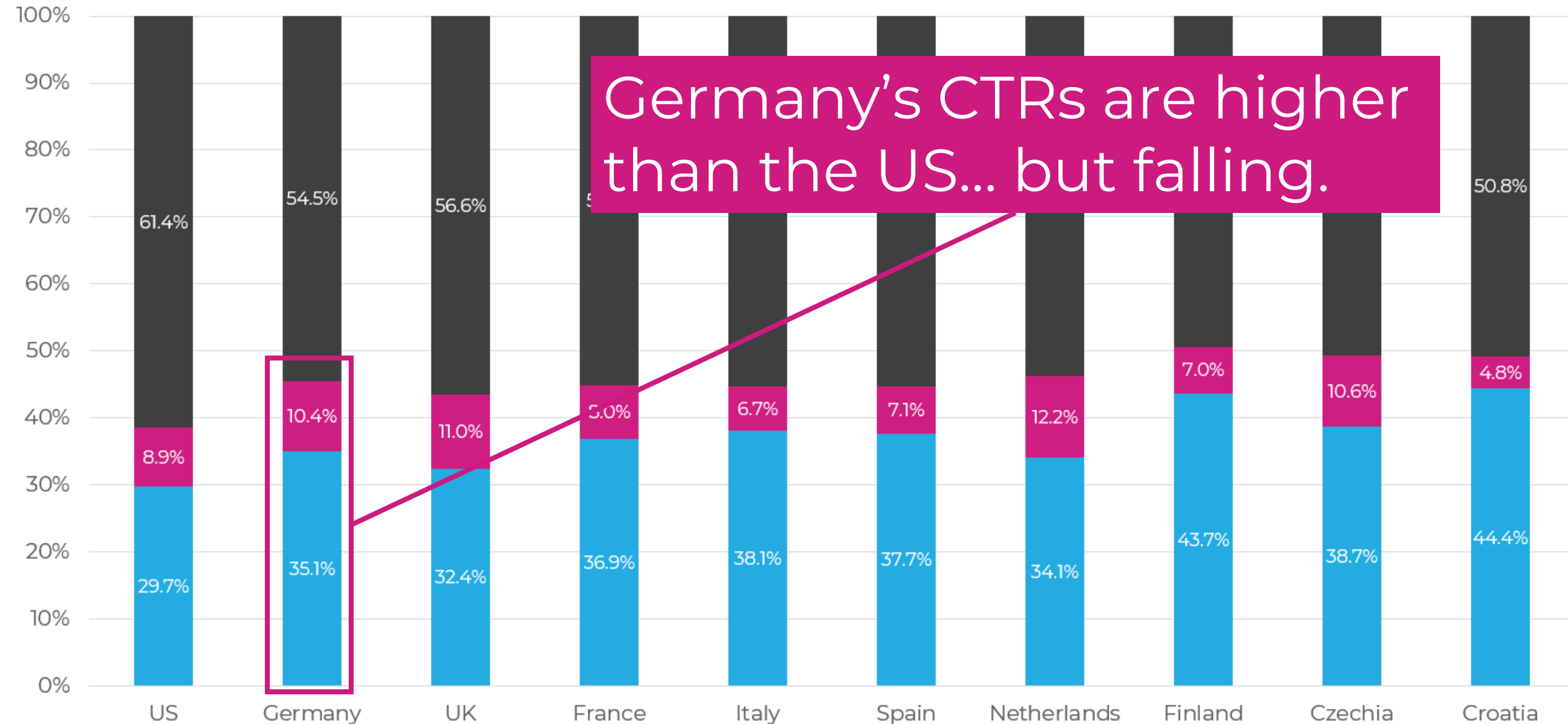
■ Organic CTR ■ Paid CTR ■ No-Click-Searches



Google Mobile Click-Through Rates (2018, Selected Countries)

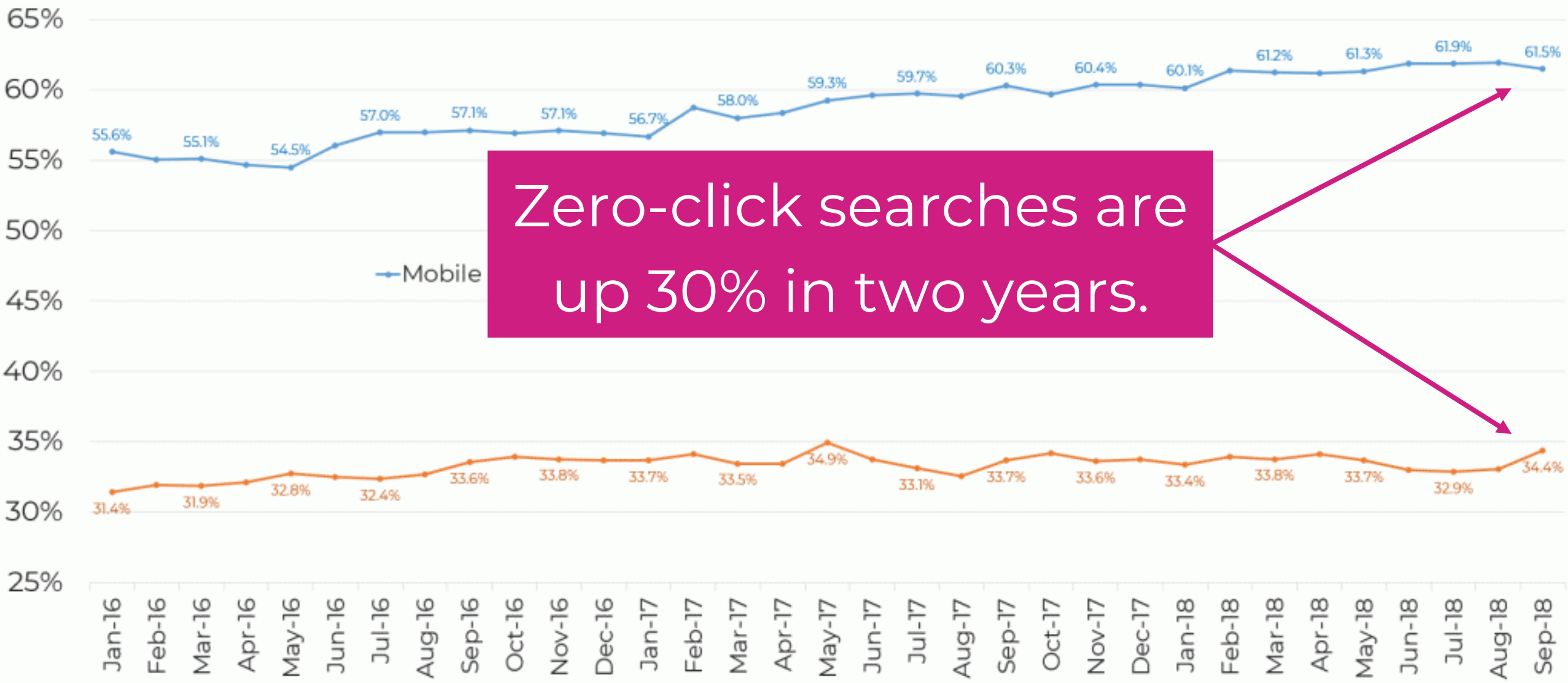
Data Via Jumpshot's Panel of ~80 Billion Searches

■ Organic CTR ■ Paid CTR ■ No-Click Searches



Google Searches Resulting in ZERO Clicks

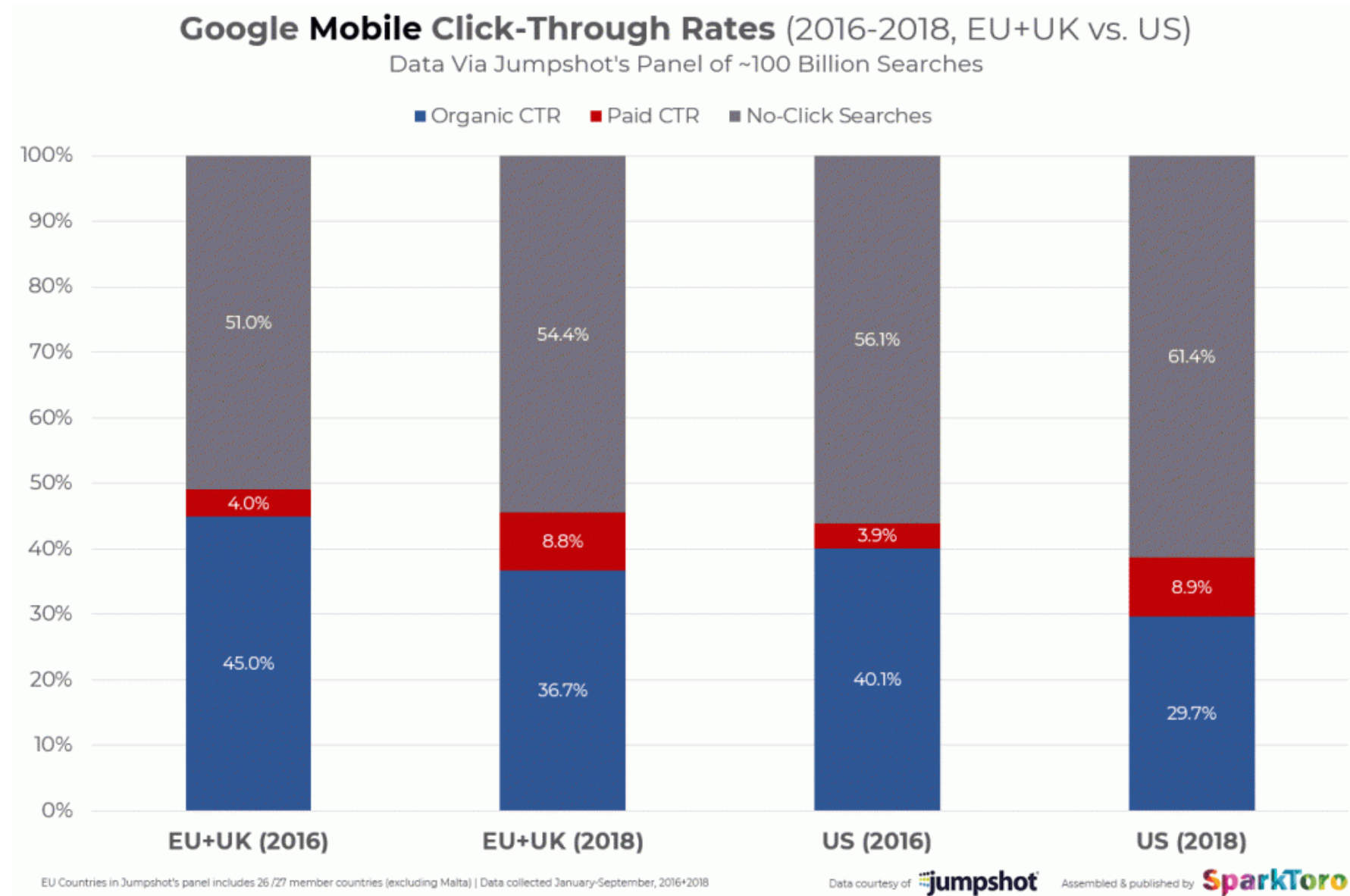
Jan. 2016 - Sep. 2018



Clickstream data via **jumpshot**

Assembled by Rand Fishkin from **SparkToro**

Cannibalization of Clicks is a Worldwide Phenomenon



Google Maps/Local

redwood city restaurants

All Maps News Shopping Images More Settings Tools

About 50,200,000 results (0.72 seconds)



Rating Cuisine Price Hours

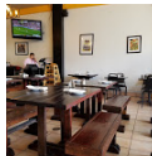
La Viga Seafood & Cocina Mexicana

4.4 ★★★★★ (534) · \$\$ · Mexican

1772 Broadway

Closed · Opens 11AM

Varied seafood dishes with a Latin twist



Vesta

4.6 ★★★★★ (721) · \$\$ · Pizza

2022 Broadway

Closed · Opens 11AM

Elevated thin-crust pizza & small plates



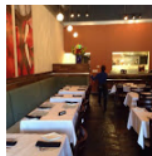
LV MAR

4.4 ★★★★★ (435) · Tapas

2042 Broadway

Opens soon · 10:30AM

Latin cuisine in a modern space



Rating Cuisine Price Hours

Terún
4.4 ★★★★★ (1,083) · \$\$ · Italian rest...
448 S California Avenue
Closed · Opens 11:30AM



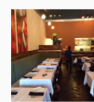
La Viga Seafood & Cocina Mexicana
4.4 ★★★★★ (534) · \$\$ · Mexican
1772 Broadway
Closed · Opens 11AM
Cozy Latin eatery features classic seafood dishes & comfort eats in a warm space with a casual vibe.



Vesta
4.6 ★★★★★ (721) · \$\$ · Pizza
2022 Broadway
Closed · Opens 11AM
Buzzy indoor-outdoor venue draws crowds with creative, wood-fired pizza, small plates, wine & beer.



LV MAR
4.4 ★★★★★ (435) · Tapas
2042 Broadway
Opens soon · 10:30AM
Elevated Latin tapas, platters & cocktails served in a modern, comfortably upscale dining room.



Donato Enoteca
4.3 ★★★★★ (431) · \$\$\$ · Italian
1041 Middlefield Rd
Closed · Opens 11:30AM
Contemporary Italian plates & wine food



LV MAR

Website Directions Save

4.4 ★★★★★ 435 Google reviews
Tapas restaurant

TABLES TOMORROW

RESERVE A TABLE

Elevated Latin tapas, platters & cocktails served in a modern, comfortably upscale dining room.

Address: 2042 Broadway, Redwood City, CA 94063

Hours: Opens soon · 10:30AM · See more hours

Menu: lvmar.com

Reservations: lvmar.com, opentable.com

Order: trycaviar.com, doordash.com

Phone: (650) 241-3111

Suggest an edit

Know this place? Answer quick questions

Questions & answers

Q: Do you have access for a woman in a wheel chair

Ask a question

A: I think their space is completely ADA accessible. Both inside and outside.

See all questions (2)



Popular times

Saturdays



Clicks on local results go to Google... not your website

Jobs





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About 204,000,000 results (0.52 seconds)


Jobs


Near Seattle, WA



[Seo specialist](#) [Past 3 days](#) [Full-time](#) [Manager](#) [Marketing specialist](#) [Marketing manager](#) 





SEO Strategist
Creative Circle
Seattle, WA
via Glassdoor
 20 hours ago  Full-time








SEO Analyst
CDK
Seattle, WA
via Recruit.net
 6 days ago  Full-time





SEO Specialist
The Creative Group
Seattle, WA
via CareerBuilder
 20 days ago  Full-time



[→ 100+ more jobs](#)

Film & Television

12:35 64°


luke cage

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Luke Cage

American web television series

OVERVIEW CAST EPISODES WATCH SHOW TRAILERS



8/10 IMDb	88% Rotten Tomatoes	7.9/10 TV.com
--------------	------------------------	------------------

93% liked this TV show
Google users

This gritty, action-packed drama follows the evolution of Luke Cage (Mike Colter), a man with super strength and unbreakable skin caused by a sabotaged experiment. After a failed relationship with fellow superhero Jessica Jones, Cage tries to rebuild a quiet life in Harlem, New York --until he is pu... [MORE](#)

Sports

storm vs mercury



All

Videos

News

Images

Shopping

More

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Tools

About 48,500,000 results (0.52 seconds)

Storm vs Mercury

 Storm	102	Final 7/31
 Mercury	91	

Conference Finals · Game 1 (SEA leads 1 - 0)

 Mercury	87	Final 8/26
 Storm	91	

Conference Finals · Game 2 (SEA leads 2 - 0)

 Mercury	87	Final/OT 8/28
 Storm	91	

Conference Finals · Game 3 (SEA leads 2 - 1)

 Storm	66	Final 8/31
 Mercury	86	

Conference Finals · Game 4 (Series tied 2 - 2)

 Storm	84	Final 9/2
 Mercury	86	

Conference Finals · SEA wins 3 - 2

 Mercury	84	Final Tue, 9/4
 Storm	94	

Feedback

pga tour results



All

News

Shopping

Videos

Maps

More

Settings

Tools

About 20,200,000 results (0.50 seconds)



PGA TOUR

DELL TECHNOLOGIES CHAMPIONSHIP

BMW CHAMPIONSHIP






TOUR CHAMPIONSHIP

Date: Sep 6–10, 2018

Course: [Aronimink Golf Club](#)

Purse: \$9,000,000

Leaderboard

		Final	
Pos	Player	Total	Playoff
1	 K. Bradley	-20	4
2	 J. Rose	-20	5
T3	 B. Horschel	-19	
T3	 X. Schauffele	-19	
5	 R. McIlroy	-18	

All times are in Pacific Time

Hotels

Google

piedmont italy hotels

Check in

Check out

Guests

Max price/night

User rating

Type & class

<

Fri, Nov 9

Wed, Nov 14

1234

\$0

\$300+

★★★★★

4-star, 5-star


MORE

Sort by Highest rating

31 hotels

Residenza San Vito

4.9★★★★★ (38) · 4-star hotel




Langhe Country House Neive (CN)

4.9★★★★★ (27) · 4-star hotel

Free Wi-Fi

Free breakfast


"We liked the honey with truffle so much we rushed to town to buy a few jar home."



Villa Fontana Relais & Wellness Spa

4.8★★★★★ (72) · 4-star hotel


Elegant all-suite spa hotel offering free Wi-Fi & breakfast, plus an outdoor pool, gardens & dining.



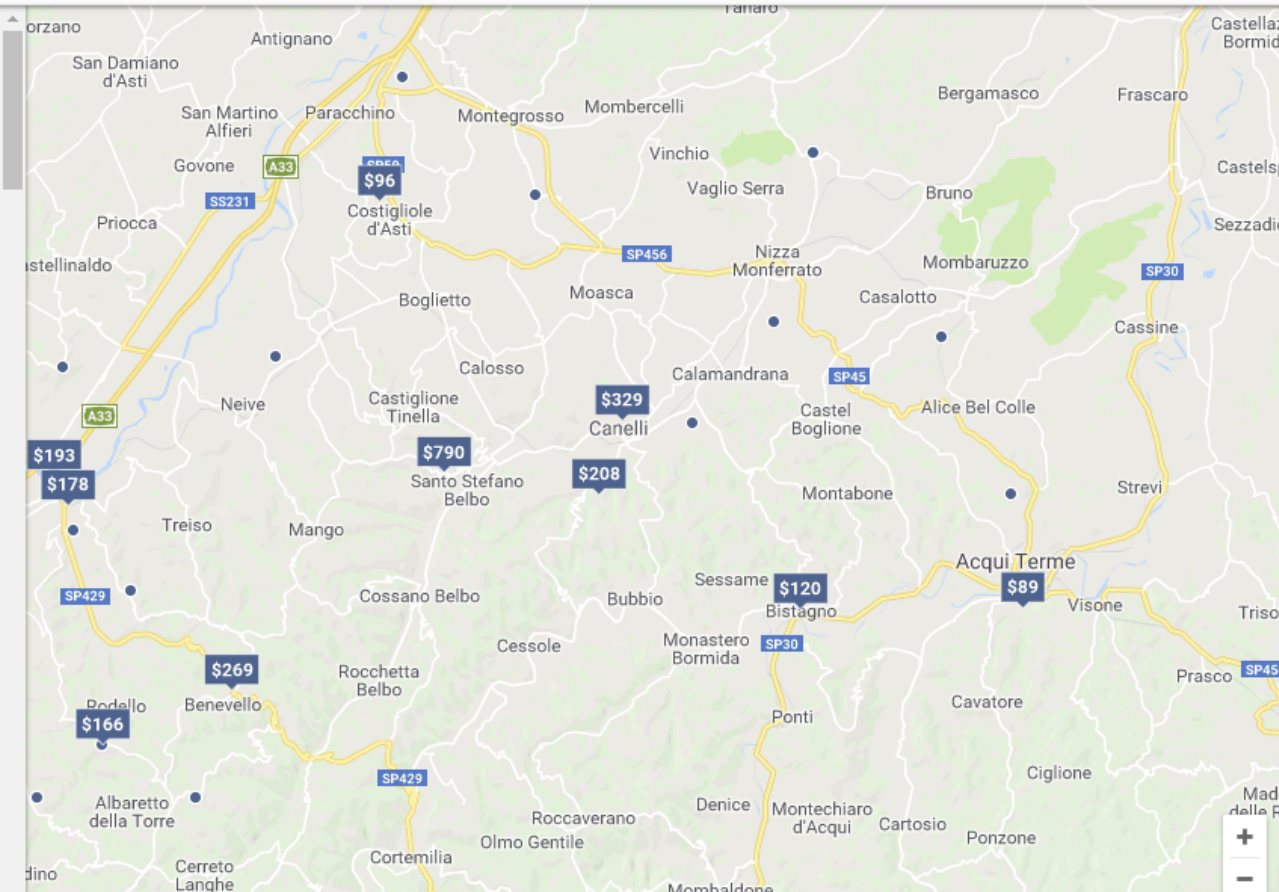
Relais Villa d'Amelia

4.7★★★★★ (106) · 4-star hotel



Chic rooms & suites, plus an acclaimed restaurant, an outdoor pool, a spa, gardens & free breakfast.



\$269



Flights





[All](#) [Flights](#) [Maps](#) [Images](#) [News](#) [More](#) [Settings](#) [Tools](#)


About 12,800,000 results (0.42 seconds)


Flights from Seattle, WA (SEA) to Kyoto (all airports)






www.google.com/flights


 Seattle, WA (SEA)

 Kyoto (all airports)

 Mon, October 1

 Mon, October 15

 Multiple airlines	13h 0m+	Connecting	from \$980
 ANA	13h 0m+	Connecting	from \$982
 United	13h 0m+	Connecting	from \$1,044
 American	21h 55m+	Connecting	from \$1,060
 Other airlines	15h 55m+	Connecting	from \$1,533

 [Search flights](#)

Cheap Flights from Seattle, WA to Kyoto, Japan - Find Tickets & Airfare ...

<https://www.cheapflights.com> › Asia › Japan ▼

Find airfare and ticket deals for cheap flights from **Seattle**, WA to **Kyoto**, Japan. Search flight deals from various travel partners with one click at Cheapflights.com.



Marcus Andrews

@Marcus_Andrews

Follow



Replying to [@randfish](#)

soon ~~Solves for the user though doesn't it? That'll~~
~~always be Google's~~ *only* ~~first~~ customer.

2:37 PM - 19 Sep 2018

1 Like



1





best vacuum

The best vacuum cleaners to bust the dust

- Dyson Cyclone V10 Absolute.
- Shark IF250UK.
- Dyson V8 Absolute.
- Gtech AirRam MK2.
- Dyson Light Ball Multi Floor.
- Dyson 360 Eye robot vacuum cleaner.
- iRobot Roomba 980 robot vacuum cleaner.
- Eufy RoboVac 11.



www.thespruce.com

Once Google owns all the traffic...
there's no more incentive for
publishers to create content

2019: 11 best vacuums from cordless Dyson to ...
[/best-vacuum-cleaners](#)

9
e Elite Pet Friendly 31150. ...
Navigator Powered Lift-Away NV586 (Target) ...

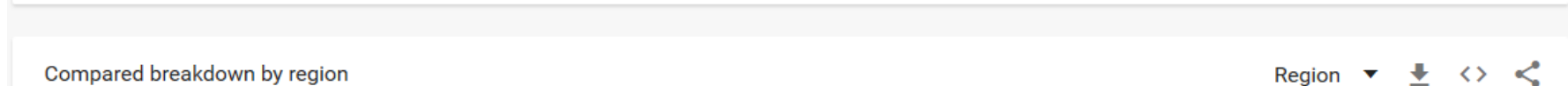
- Bagged Canister. Miele Complete C3 Marin. ...
- Bagless Canister. Miele Blizzard CX1 Cat & Dog. ...
- Stick Vacuum. Shark Rocket Complete with DuoClean HV380 (Walmart) ...
- Robotic Vacuum. Samsung POWERbot R7065 VR2AM7065WS/AA.

Feb 6, 2019

Best Vacuums of 2019 - Consumer Reports

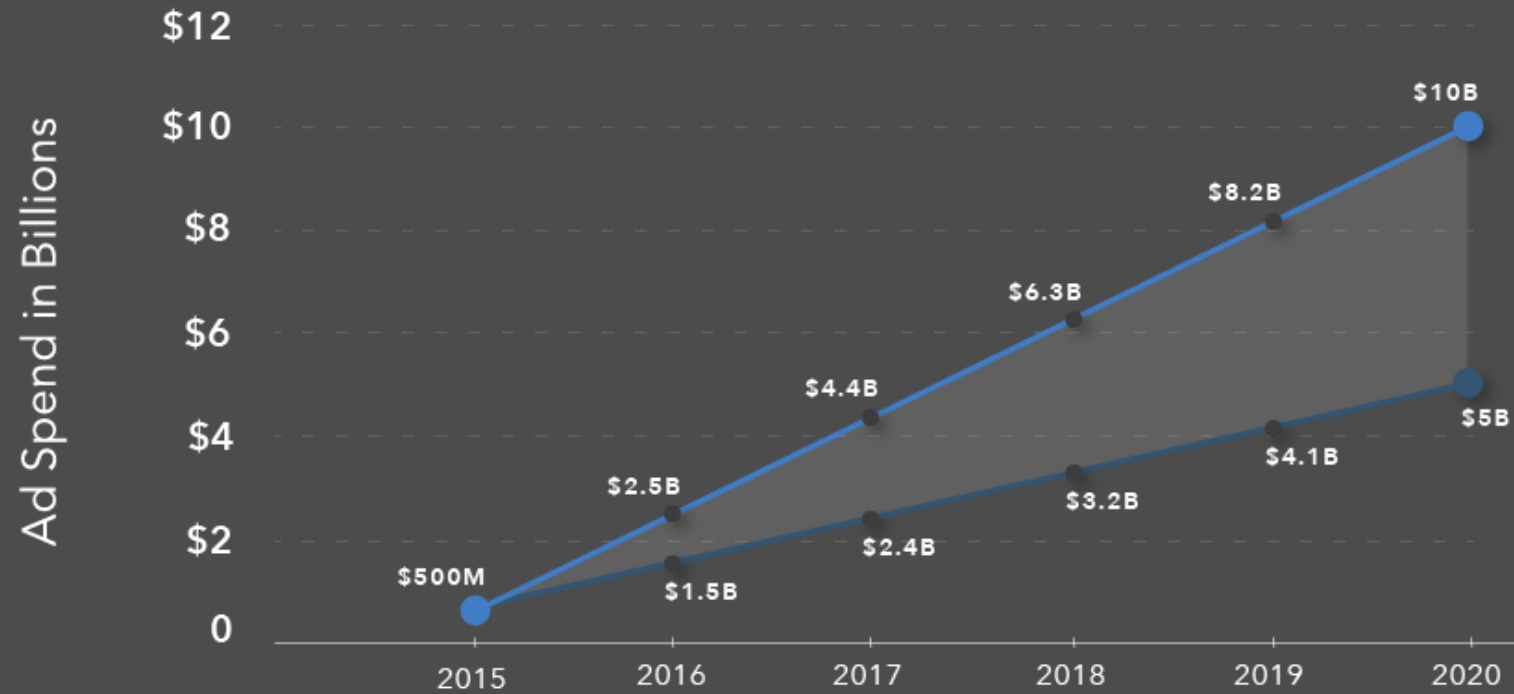
<https://www.consumerreports.org/vacuum-cleaners/best-vacuums-of-the-year/>

#3 “Influencers” Failing to Deliver Influence...



INFLUENCER MARKETING GLOBAL SPEND

Higher Spend Forecast
Lower Spend Forecast



mediakix



hespokestyle
Zürich, Switzerland

[FOLLOW](#)

788 likes

4w

hespokestyle Who's excited? This guy! Landed in Zurich, picked up the car and now ready for an amazing European road trip. [#BMW](#) [#7series](#) [#drivingluxury](#) [#sponsored](#)

gentlebox_ 👍

cataleya_ra_ Jajajaja mola mucho

mkat5 So excited for you guys!

friedlousoph Welcome to Europe, have fun and enjoy 😊

beauhayhoe Safe travels! Very cool!

bloggers_boyfriend lovely

n.gisler Enjoy the trip! If you'd like to have a look at some of the best swiss watches drop by the Chronometrie Beyer.

justifyles [@hespokestyle](#) where did you rent the car? Driving Zurich -> Bern -> Geneva in March and would love some



Add a comment...

...

The long read

Fake it till you make it: meet the wolves of Instagram

Their hero is Jordan Belfort, their social media feeds display super-rich lifestyles. But what are these self-styled traders really selling? By [Symeon Brown](#)

The original Wolf of Wall Street, Jordan Belfort, was a rogue trader convicted of fraudulently selling worthless penny stocks to naive investors. His biopic, starring Leonardo DiCaprio as the ostentatious, money-obsessed huckster, was a box-office hit in 2013. Although it may have been intended as a cautionary tale, to thousands of young millennials from humble backgrounds, Belfort's story became a blueprint for how to escape an unremarkable life on low pay.

The view from an influencer: 'brands rarely ask for results'



theeverydayman

Follow



...

1,807 posts

22.6k followers

850 following

John | The Everyday Man An online magazine blog for men offering a well curated mix of all things fashion, fitness + lifestyle

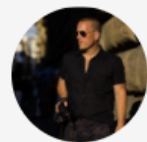
theeverydayman.co.uk

John Robertson is founder of men's lifestyle blog The Everyday Man. He has recently worked with brands including House of Fraser, Lacoste, and Vauxhall.

"The Everyday Man is started as a hobby and I've now been doing it for six years. I've not felt pressure to buy fake followers, I've had time to grow a decent organic following. But for people who start now, it's harder to get organic followers and if they want to be a "blogger" or "influencer" then buying is something they might feel like they have to do.

“I do campaigns for brands on a weekly basis and less than half ever come back for metrics; less than 50% ever want to know what’s happened. That makes me think it’s PRs playing a numbers game and once a campaign has gone no one is really interested.”

Fake Followers Audit for @Sartorialist



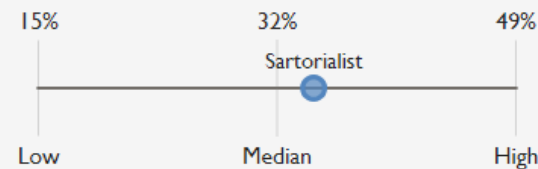
Scott Schuman

@Sartorialist

176,023 Followers

34.6% (60,904) Fake Followers

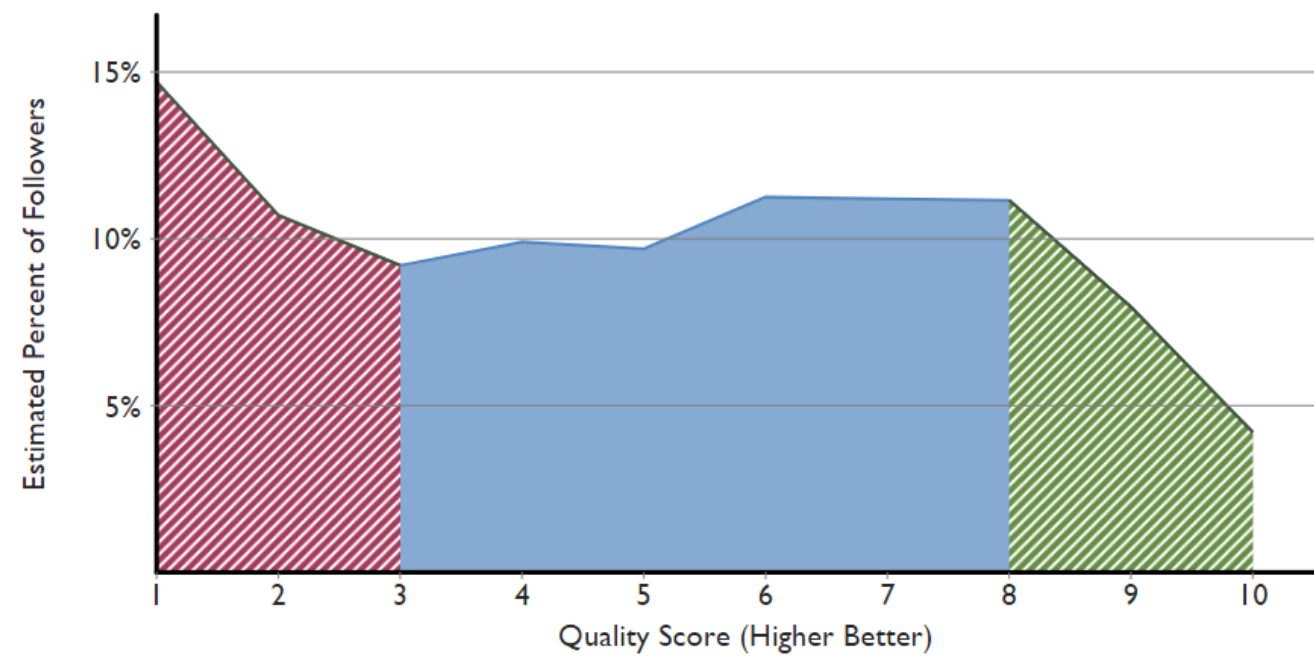
This tool defines "fake followers" as accounts that are unreachable and will not see the account's tweets (either because they're spam, bots, propaganda, etc. or because they're no longer active on Twitter).



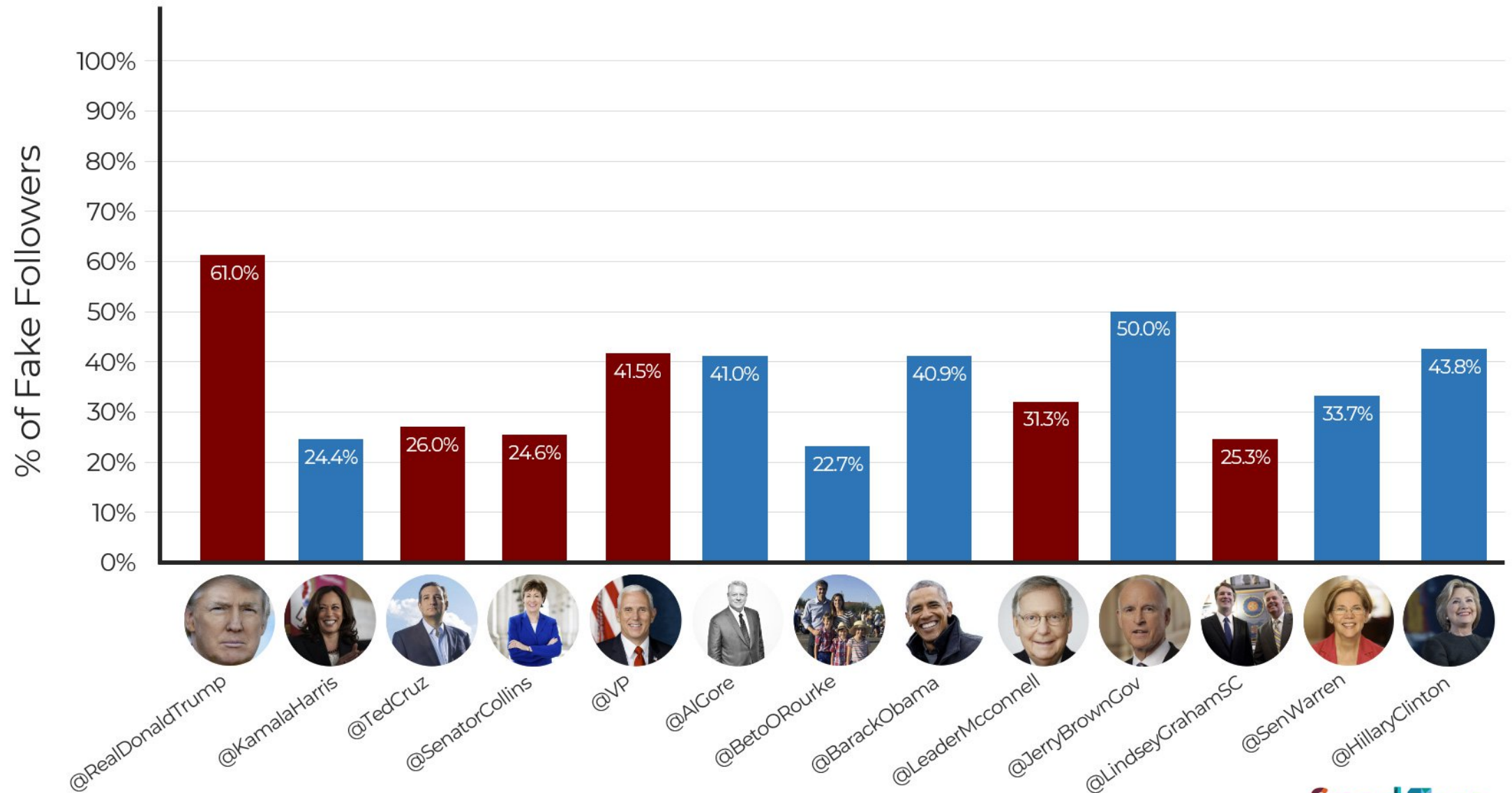
Accounts with a similar sized following to @Sartorialist have a median of 32% fake followers. **This account has more fake followers than most.**

Follower Quality Distribution

Low Quality Average Quality High Quality



Spam, Bot, Propaganda, & Inactive Accounts Following Major American Politicians on Twitter



Influencer Marketing Definitions:

2012: Discover **all the sources** that influence your audience. Do marketing (of all kinds) in those places.

2018: Pay half naked people on Instagram \$500 to snap photos with your product.

Potential Sources of Influence:

Podcasts

Web Searches

Events

Email Newsletters

Mainstream Media

Trade Journals

Whitepapers

Consumer Review Pubs

Blogs

Radio

Facebook Groups

Television

Twitter

Guerilla Marketing

YouTube Channels

Branded Publications

Industry Reports

Instagram

Where “Influencer Marketing” is Done:

Podcasts

Web Searches

Events

Email Newsletters

Mainstream Media

Trade Journals

Whitepapers

Consumer Review Pubs

Blogs

Radio

Facebook Groups

Television

Twitter

Guerilla Marketing

YouTube Channels

Branded Publications

Industry Reports

Instagram

The Backlash is Here...

Influencer marketing damages public's perception of brands, survey finds

Nearly three quarters of the public incorrectly believe there are no rules or regulations surrounding influencer marketing and almost half think it is damaging for society, according to a new survey.

It's time to address the elephant in the room: Influencers don't really influence anything or anyone!

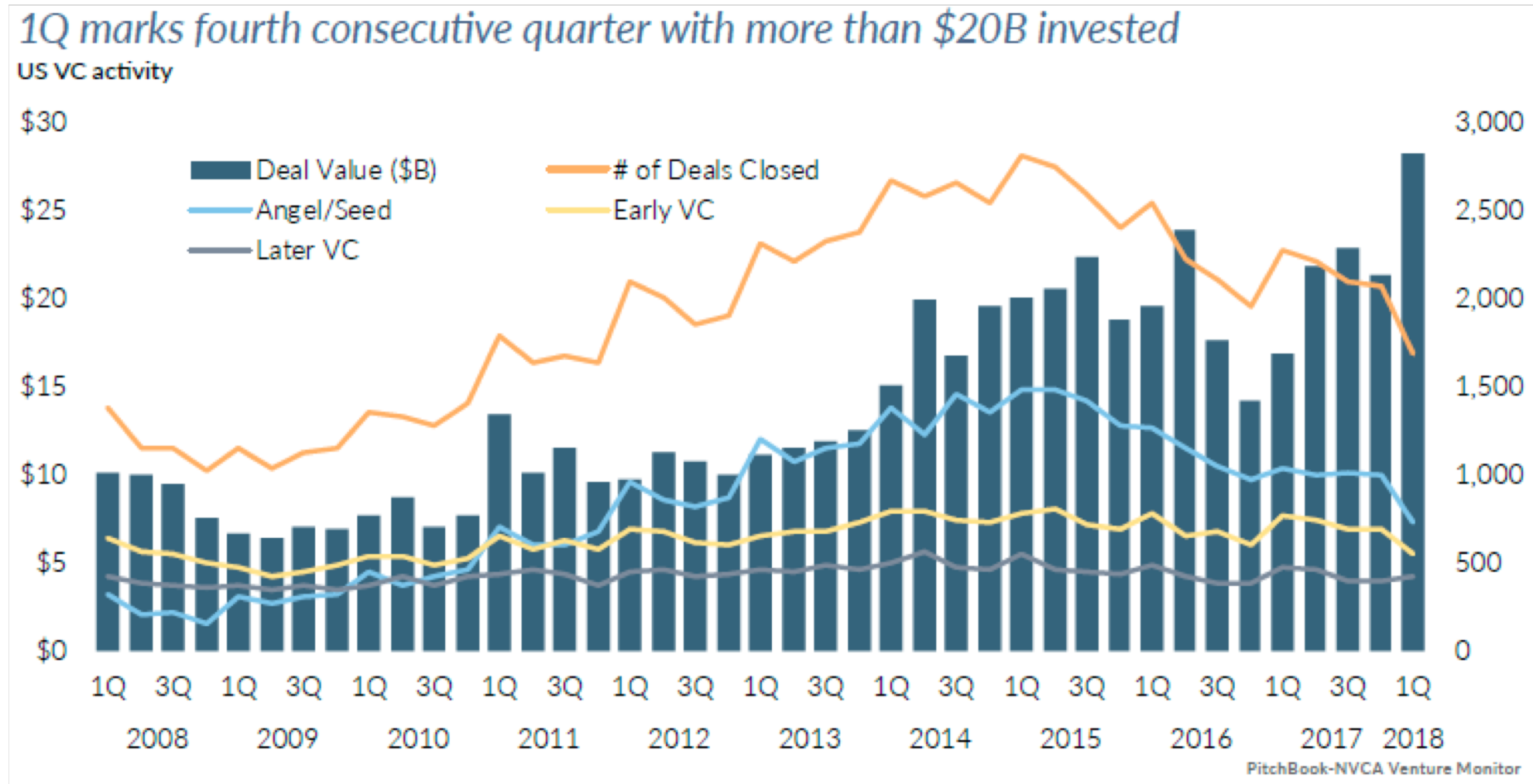
Influencer marketing fraud – how big a problem is it?

Unilever used the global pull of Cannes Lions to draw attention to the problem of fraud in influencer marketing. The advertiser duly made headlines, leading others to reveal that not only it is on the agenda but that they have been quietly working on their own solutions. So, just how big a problem is it?

Via [The Drum](#),
[Campaign](#), &
[Medium](#)

#4 **Web Advertising ROI (in many fields) Is Trending to Zero**

Venture Dollars Flood the Ad Markets

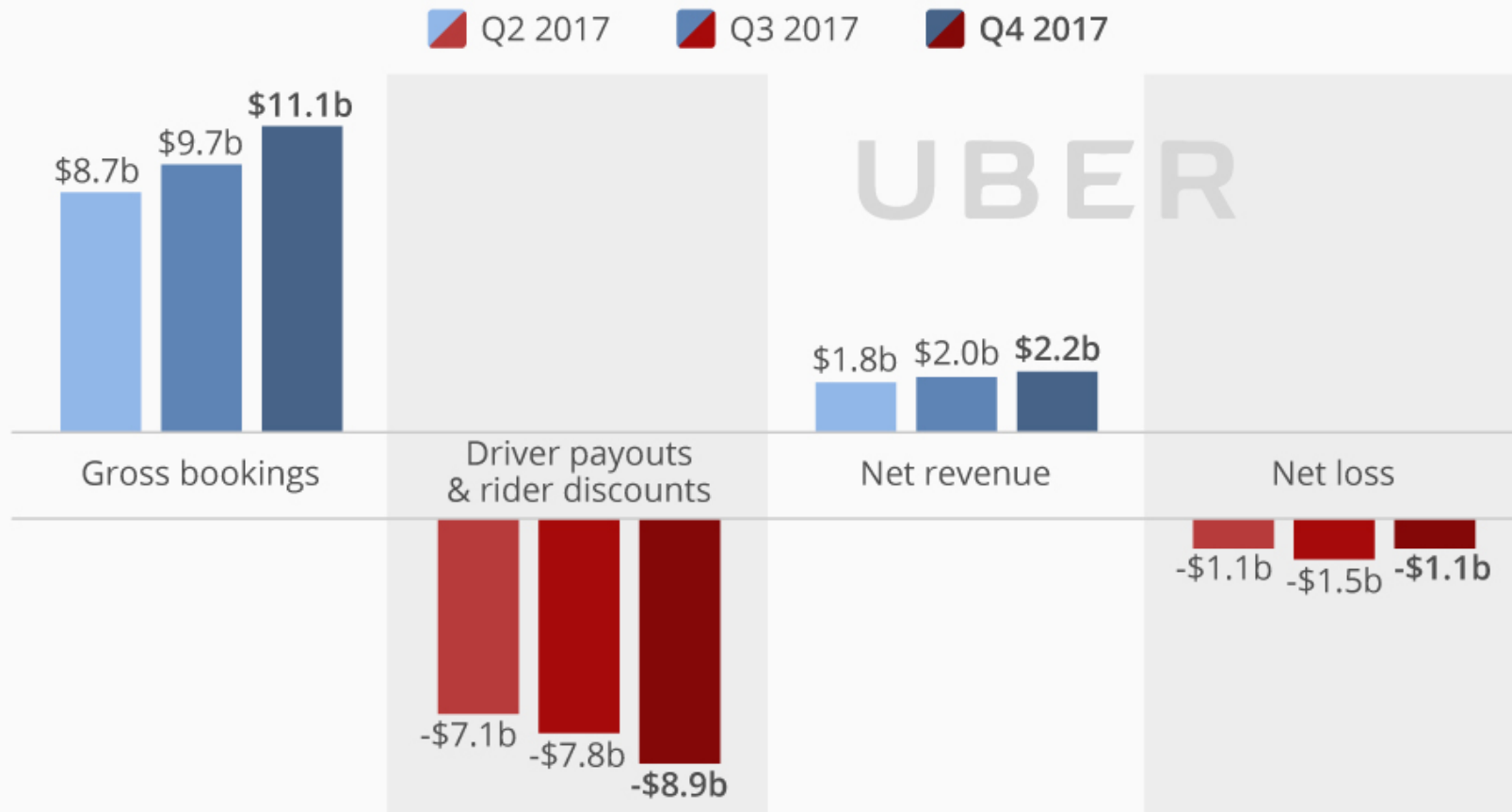


Investment Dollars Aren't Seeking Profits...


Just Growth

Uber's Loss-Making Ride-Hailing Business

Uber's financial performance in the last three quarters of 2017



Ad Bids in Many Sectors Go Far Above What's Profitable



[All](#) [Shopping](#) [News](#) [Images](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

About 362,000,000 results (0.44 seconds)

Casper® Mattress Online | Skip The Showroom | casper.com
Ad www.casper.com/ ▼
★★★★★ Rating for casper.com: 4.8 - 866 reviews
Free Delivery & Free Returns. Outrageous Comfort Delivered To You. Free Shipping & Returns. 100 Night Trial. Award-Winning Comfort. 10 Year Warranty. 0% APR Financing.
Deal: 10% off All Mattress Orders · Code FALL10 · Valid Oct 6 - Oct 8



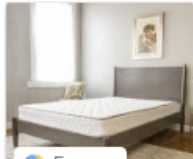



The Best Reviewed Mattress | Free White Glove Delivery
Ad www.saativamattress.com/ ▼
America's Best Selling **Online** Innerspring. Starting at \$999. In-Home Setup. 120 Day Trial! Eco-Friendly Materials. Try Our Adjustable Base. Proudly Made in America.

Seattle's Most Loved Mattress | Visit Our Belltown Store Today
Ad www.tuftandneedle.com/Best_Mattress ▼
★★★★★ Rating for tuftandneedle.com: 4.9 - 2,637 reviews
T&N **Mattress** is One Of The Highest Rated & It's Lower Priced Too. Starts @ \$350.
📍 2030 1st Ave Suite 100, Seattle, WA - Open today · 11:00 AM – 6:00 PM ▼

Nectar Mattress - Save \$125 | 2 Free Pillows & Free Delivery
Ad www.nectarsleep.com/ ▼
★★★★★ Rating for nectarsleep.com: 4.8 - 973 reviews
Let your Sleep Decide. **Buy** The Best Hybrid **Mattress** with a Forever Warranty. Pair with an...

See a mattress online

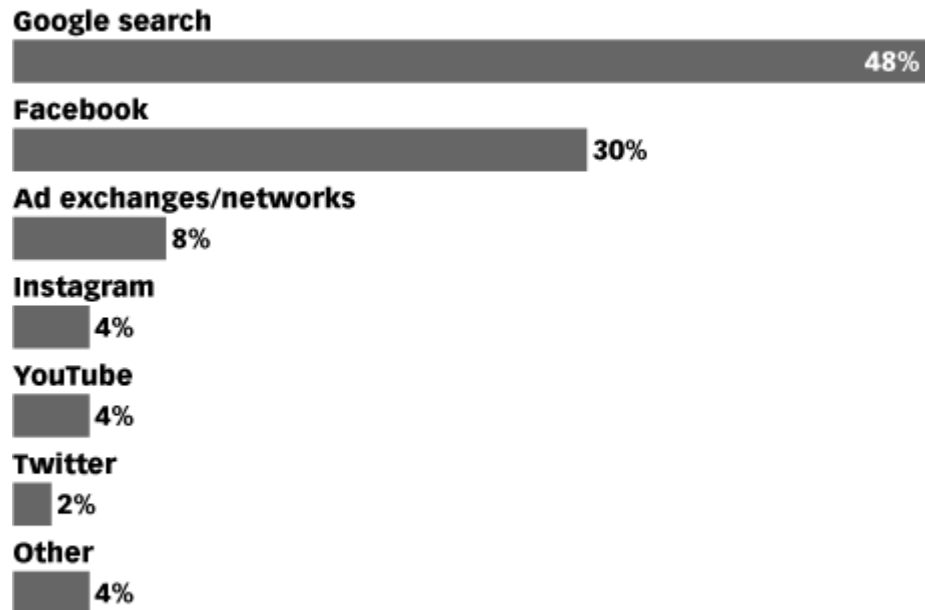
Sponsored ⓘ

 Fall Mattress Sale - Nectar... \$799.00 Nectar Sleep 👉 Special offer	 LUCID Comfort Collection 10-in... \$272.49 Overstock.com	 PostureLoft Queen-size... \$178.99 Overstock.com
 5in Queen Size Dual Layered... \$129.99 Best Choice Pro...	 Ashley Furniture Signature Desig... \$160.99 Amazon.com Free shipping	 Firm Supportive Mattress -... \$3,299.00 Tempur Pedic ★★★★★ (381)

Many Marketers Aren't Accountable to Metrics

Platform that Offers the Highest Digital Ad Spending ROI According to US Senior Ad Buyers, Dec 2017

% of respondents



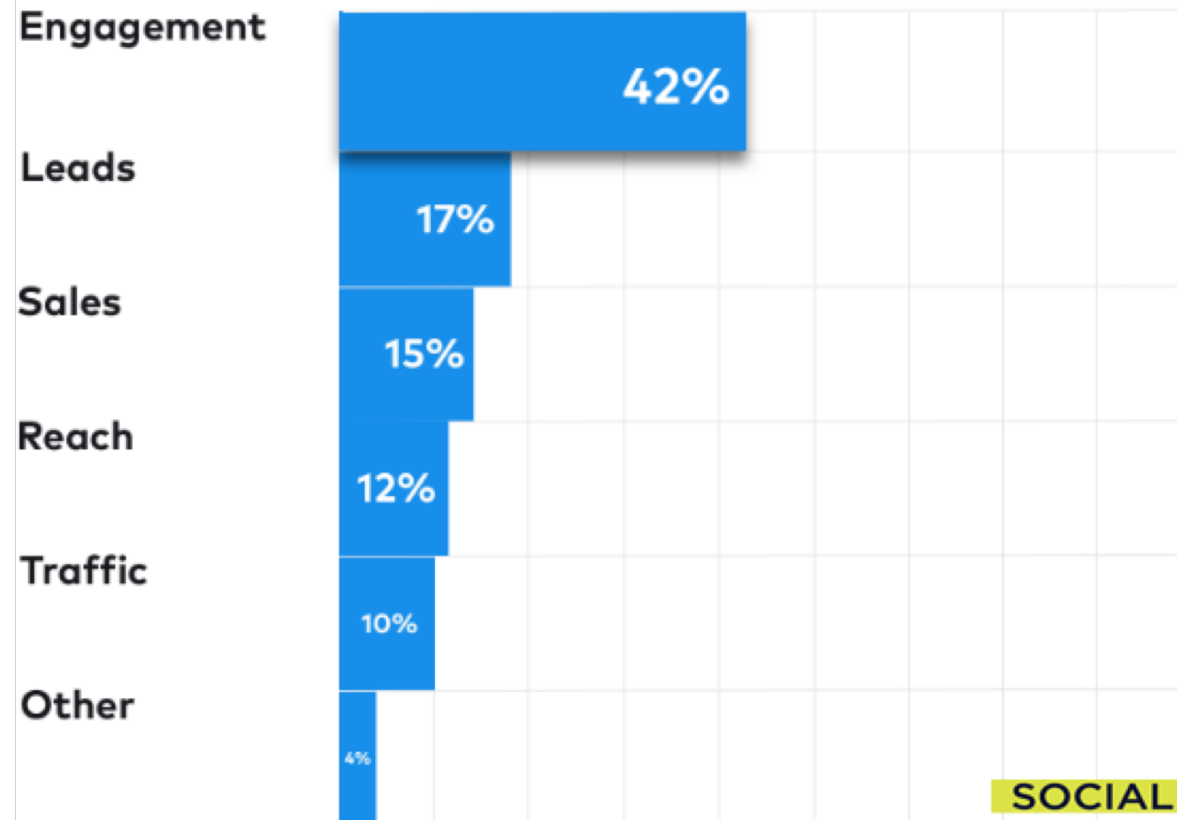
Source: Cowen and Company, "Ad Buyer Survey VI: Look for Digital Advertising to Grow Its Lead Over TV/Offline Advertising in 2018," Jan 4, 2018

235122

www.eMarketer.com

Via [Buffer](#)

How do you tend to measure the ROI of your social media advertising?



 buffer

SOCIAL
MEDIA
WEEK

SparkToro

Display, Search, & Social All Operate This Way

Age ⓘ

18 ▼ - 65+ ▼

Locations ⓘ

United States

📍 United States

Add locations

Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

Public relations

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or [Narrow Audience](#)

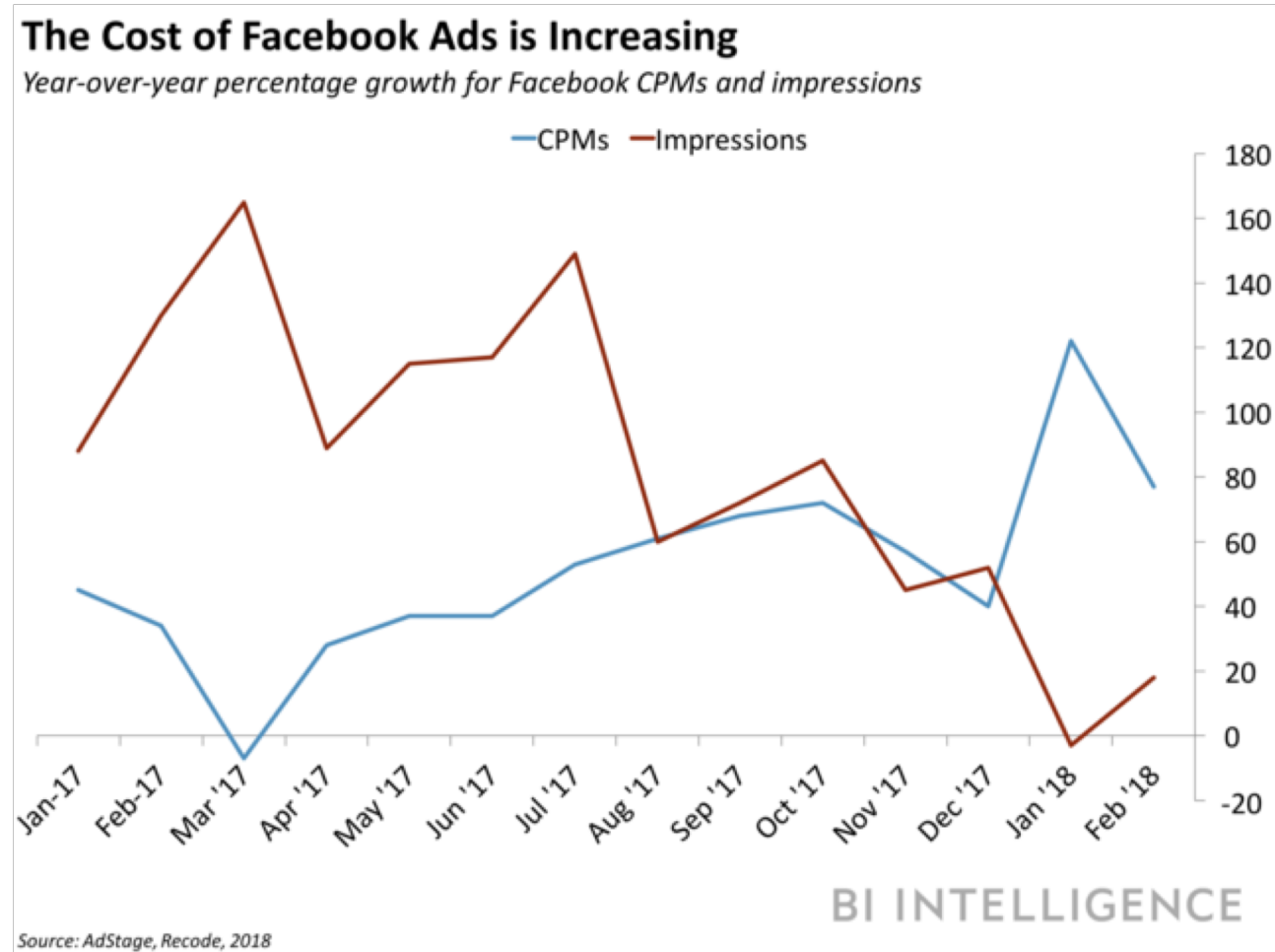


Your audience size is **defined**. Good job!

Potential Reach:: 2,700,000 people



Ad Costs Have Gone Up, While ROI Trends Down

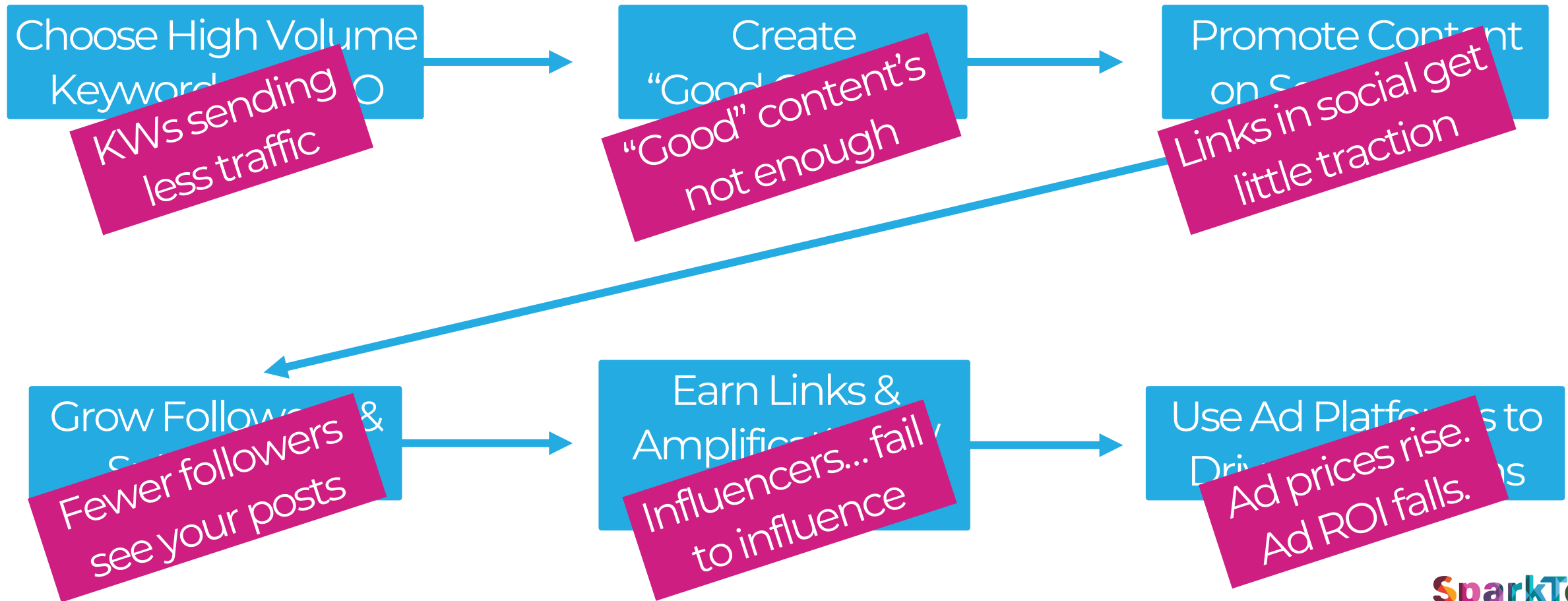


So... What Do We Do?

The Smart Marketer's Battle Plan

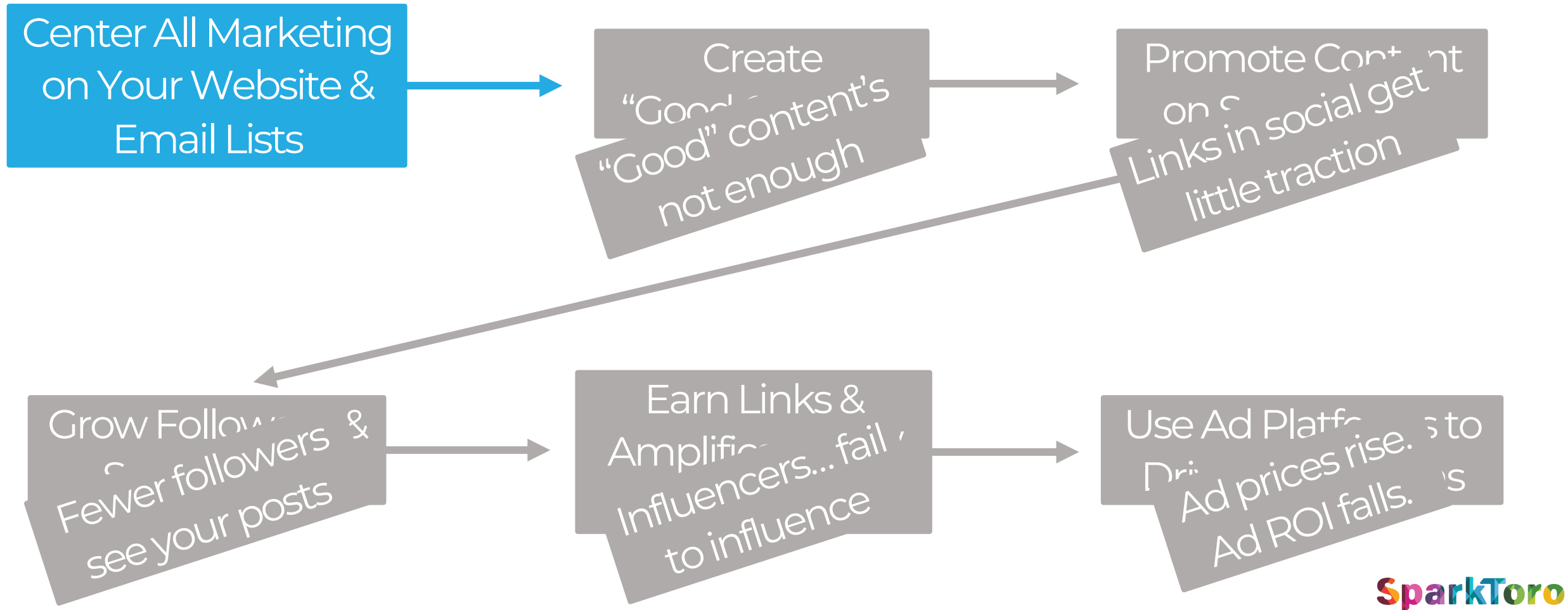
2009 - 2016

The “Inbound Marketing” Playbook

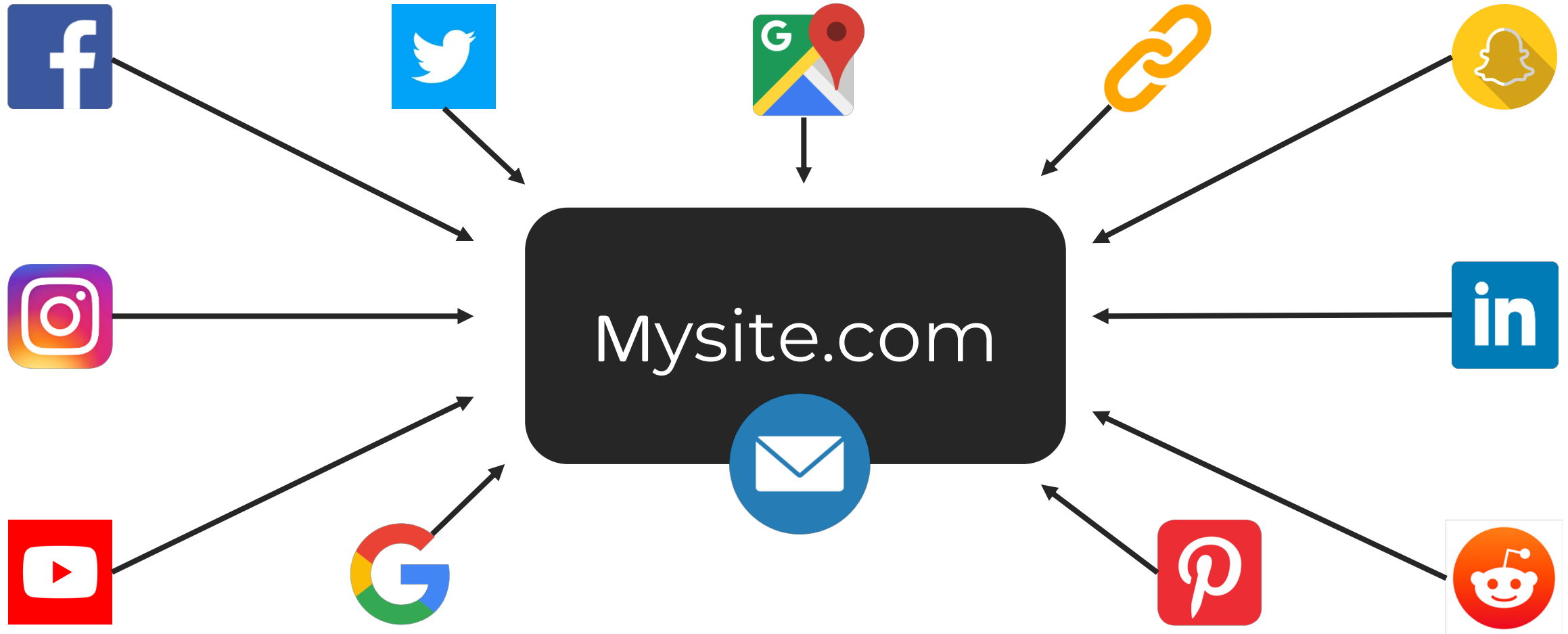


2019

What Needs to Change



Make Your Website (and email list) the Center of Your Digital Campaigns



Old School Cool

Two German brothers that were separated by the Berlin Wall reunite in December 1963 so they can celebrate Christmas together due to the Border Pass Agreement. Photograph taken in East Berlin.



Your Email List

Your Website

10 New Emails > 10,000 New Followers



100 Website Visitors > 10,000 New Followers



100 True Fans Beats 100,000 Visits.



Aim to Increase Passion > Traffic.

Sort by		Facebook Engagements	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score	Total Engagements ↓
Total Engagements ▼								
SparkScore from SparkToro								
Jun 29, 2018 sparktoro.com								
<a>Save <a>View Backlinks <a>View Sharers <a>Share		229	987	2	0	21	3	1.2K
A New, Free Tool to Determine the True Influence of a Twitter Account SparkToro								
By Rand Fishkin — Jul 11, 2018 sparktoro.com								
<a>Save <a>View Backlinks <a>View Sharers <a>Share		232	387	3	0	5	3	622

Change Your Approach to SEO:

Click Volume > Search Volume

steaks



All

Maps

Images

Shopping

Videos

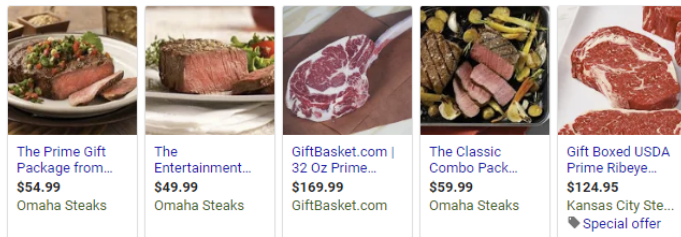
More

Settings

Tools

About 309,000,000 results (0.77 seconds)

See steaks

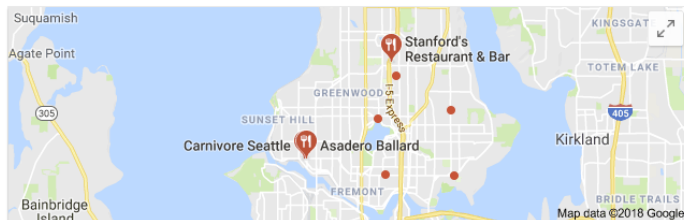


Buy Premium Steaks Online from | The Kansas City Steaks Company

[Ad] www.kansascitysteaks.com/Premium-Steaks/Since-1932 ▼
★★★★★ Rating for kansascitysteaks.com: 4.5 - 2,689 reviews
The best juicy & tender **steaks** delivered straight to your door. Order now! 10% Off + \$5 S/H on Meals.
Prime Rib Roast · Get Free Garlic Butter · 5% Off + \$5 Shipping Now · Offer on All Steak Orders

Order Omaha Steaks Online | Premium Steaks & More | Official Site

[Ad] www.omahasteaks.com/Order/Steak ▼ (800) 289-8205
Irresistible Favorites. Irresistible Prices. Shop our Site & Save! Give the Gift of **Steak**. Tenderness...



Asadero Ballard

4.6 ★★★★★ (525) · \$\$ · Steak
Vast, stylish Mexican steakhouse
5405 Leary Ave NW
Closed · Opens 11AM Wed



Steak

Meat

A steak is a meat generally sliced across the muscle fibers, potentially including a bone. Exceptions, in which the meat is sliced parallel to the fibers, include the skirt steak cut from the plate, ... [Wikipedia](#)

Nutrition Facts



Steak ▼

Amount Per 1 steak (251 g) ▼

Calories 679

			% Daily Value*
Total Fat 48 g			73%
Saturated fat 21 g			104%
Polyunsaturated fat 2.2 g			
Monounsaturated fat 23 g			
Cholesterol 196 mg			65%
Sodium 146 mg			6%
Potassium 700 mg			20%
Total Carbohydrate 0 g			0%
Dietary fiber 0 g			0%
Sugar 0 g			
Protein 62 g			124%
Vitamin A	1%	Vitamin C	0%
Calcium	3%	Iron	33%
Vitamin D	3%	Vitamin B-6	65%
Vitamin B-12	91%	Magnesium	14%

buy steak online



All

Shopping

Images

News

Videos

More

Settings

Tools

About 109,000,000 results (0.29 seconds)

Buy Premium Steaks Online | Free Shipping on Select Combos

[Ad] www.omahasteaks.com/ ▼
Tenderness, Flavor & Quality. Order Your Premium **Steaks Online** Today & Save! Types: Filet Mignon, Top Sirloins, T-Bones, Prime Rib, Gourmet Burgers, Lobster, Salmon, Ribeyes.
Deal: 80% off Burgers & Franks

Buy 8 Steaks - Get 8 Free

Buy 8 Filet Mignons, Get 8 Sirloins
Free. Choose 4, 5, or 6 oz. sizes.

Slow Cooker Meals

Complete hearty meals for 4, right
from your freezer to slow cooker.

Caviar - Company Food Delivery | Order from the Top Restaurants

[Ad] www.trycaviar.com/ ▼
Satisfy all picky eaters, and we can easily accomodate any food restrictions! Free 1st Delivery Fee. Over 2000 Restaurants. Bring Date Night Home. Farm to Your Table. Easy Ordering Process. Types: Pizza, Chinese, Thai, Indian, Sushi, Mexican, Italian, Burgers, American.

online steak | Order Now or Subscribe Today | straussdirect.com

[Ad] www.straussdirect.com/shop/shop ▼
Place Single Order or Subscribe for Monthly Delivery of Exceptional Meat Cuts. Directly To Your Door.

Best Buy steaks online Here | Buy Wagyu Beef Steaks & Meats

[Ad] www.double8cattle.com/ ▼
100% Wagyu **Beef Steaks**, Burgers, Briskets, Ribs, Sausages. Shop **Online** Now! Shipping Specials.

Omaha Steaks: Buy Steaks, Gourmet Food Gifts, Wine, and Lobster ...

<https://www.omahasteaks.com/shop/> ▼
Omaha **Steaks** is the original premier provider of quality hand-cut **steaks**, food gifts, seafood, wine and great side dishes. **Buy the best steaks online** with a 100% ...
[Steak Cooking Chart](#) · [My Account](#) · [Gifts](#) · [My Cart](#)

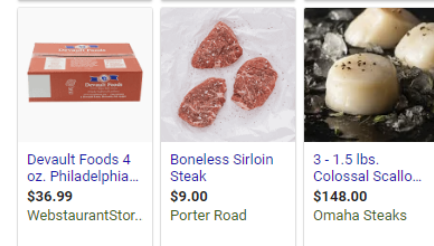
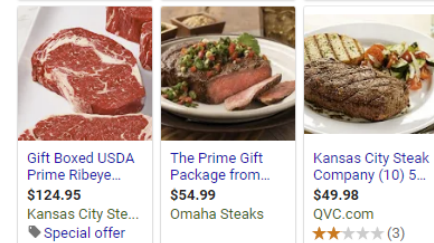
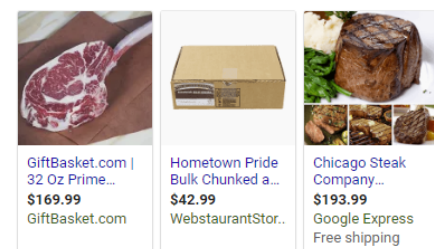
Allen Brothers: Steaks Online, Prime Beef, and Gourmet Meats

<https://www.allenbrothers.com/> ▼
Buy hand-cut USDA Prime **steaks** & gourmet meats **online** from Allen Brothers. Dry aged **steak**, Kobe beef and more. The best mail order **steak** is from Allen ...
[Contact Us](#) · [Strip Steak](#) · [Steak Burgers](#) · [Steak Burgers & Dogs](#)

Chicago Steak Company: Buy Steaks Online | Dry Aged Beef | Prime ...

<https://www.mychicagosteak.com/> ▼
Order hand-cut Dry Aged Beef, Wagyu & USDA Prime **steaks online** from Chicago **Steak Company**. USDA Graded our mail order **steaks** as the top 2% of beef in ...

See steak online



➔ More on Google

Keyword Overview: steaks

9.3k-11.5k

Monthly Volume ⁱ [Learn more](#)



45

Difficulty ⁱ [Learn more](#)



36%

Organic CTR ⁱ [Learn more](#)



Keyword Overview: buy steak online

11-50

Monthly Volume ⁱ [Learn more](#)



40

Difficulty ⁱ [Learn more](#)



82%

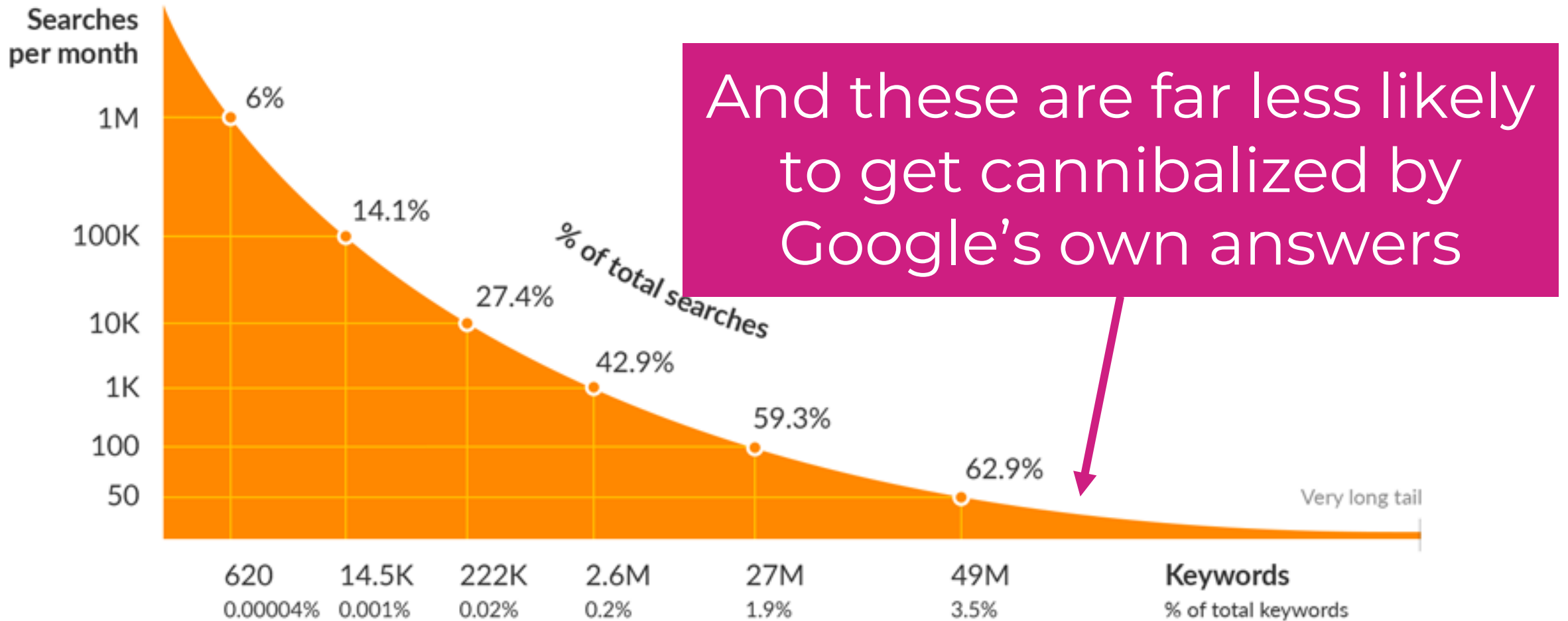
Organic CTR ⁱ [Learn more](#)



Let your competitors
chase these.

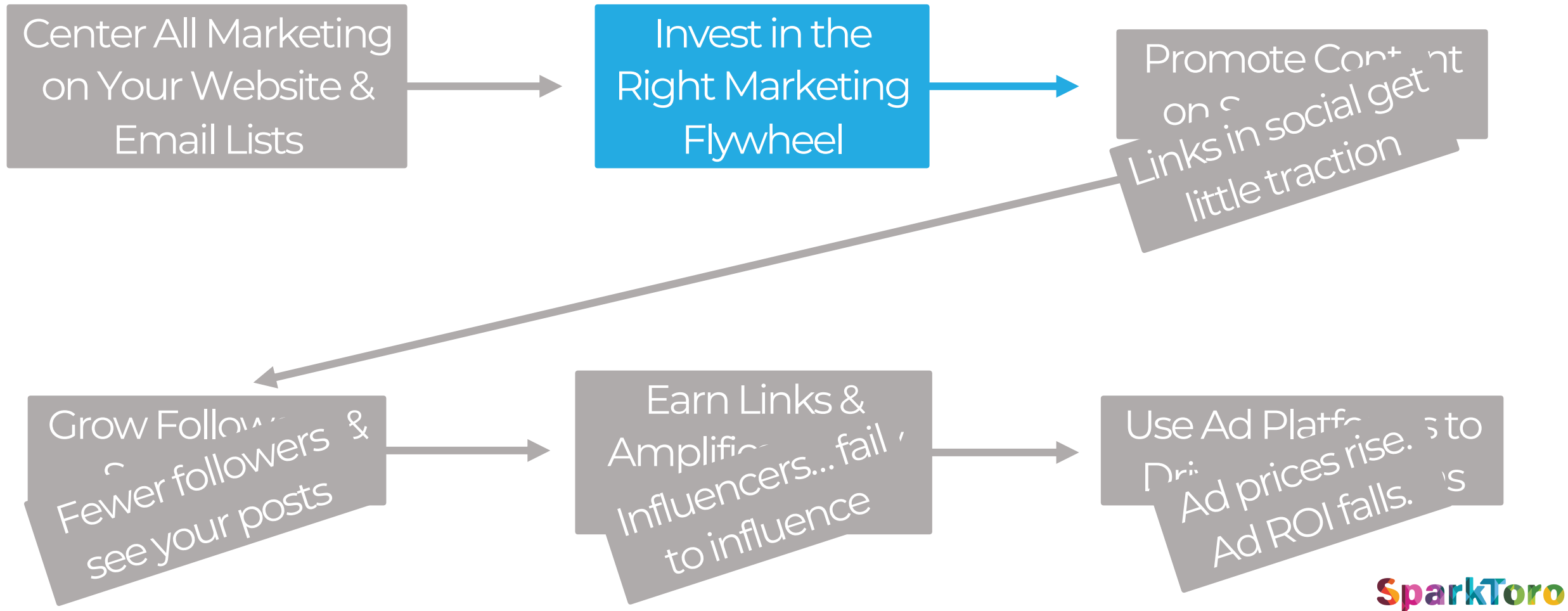
While you go after these

38% of Google's Query Terms Still Receive <50 Searches/Month



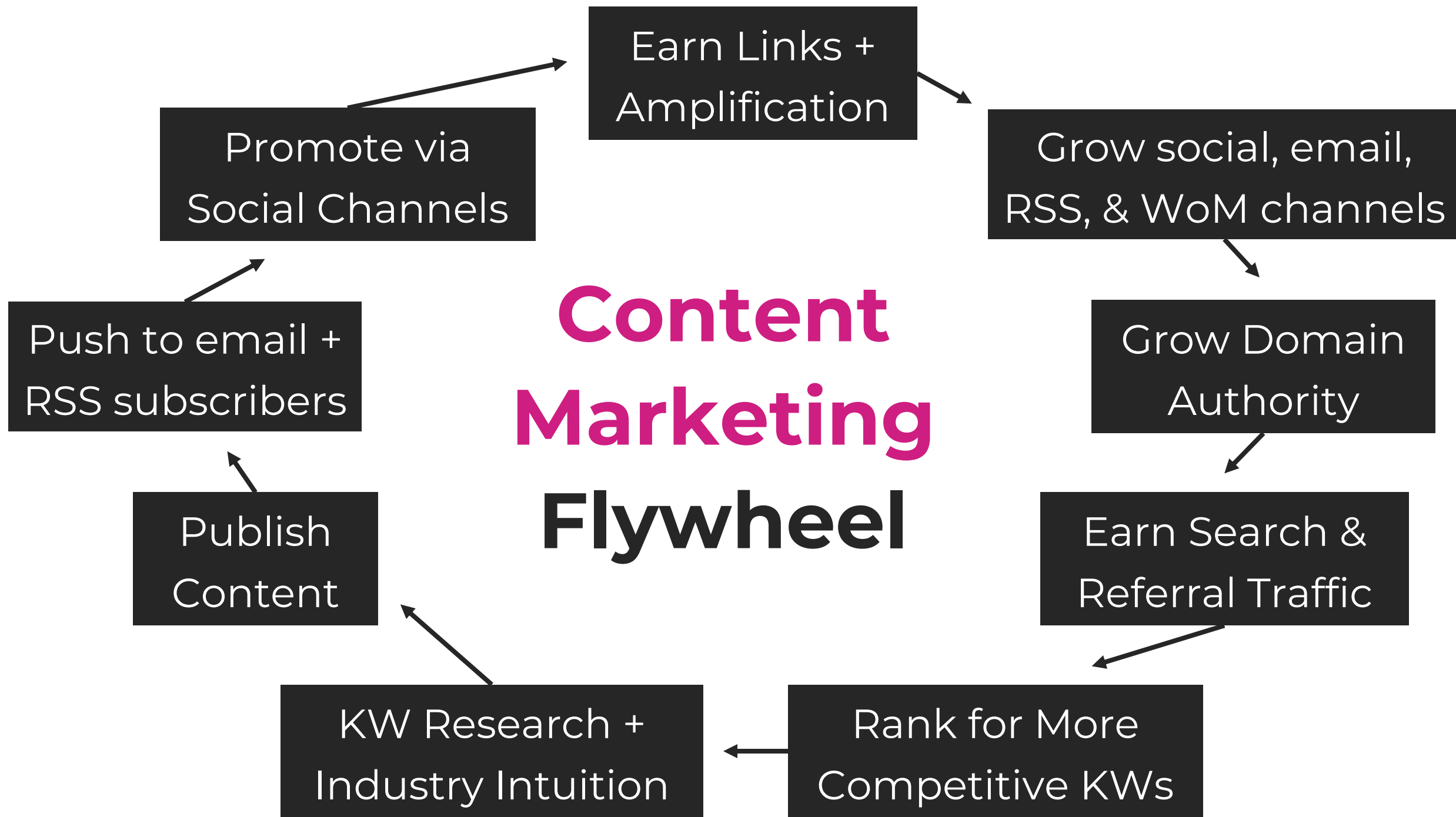
2019

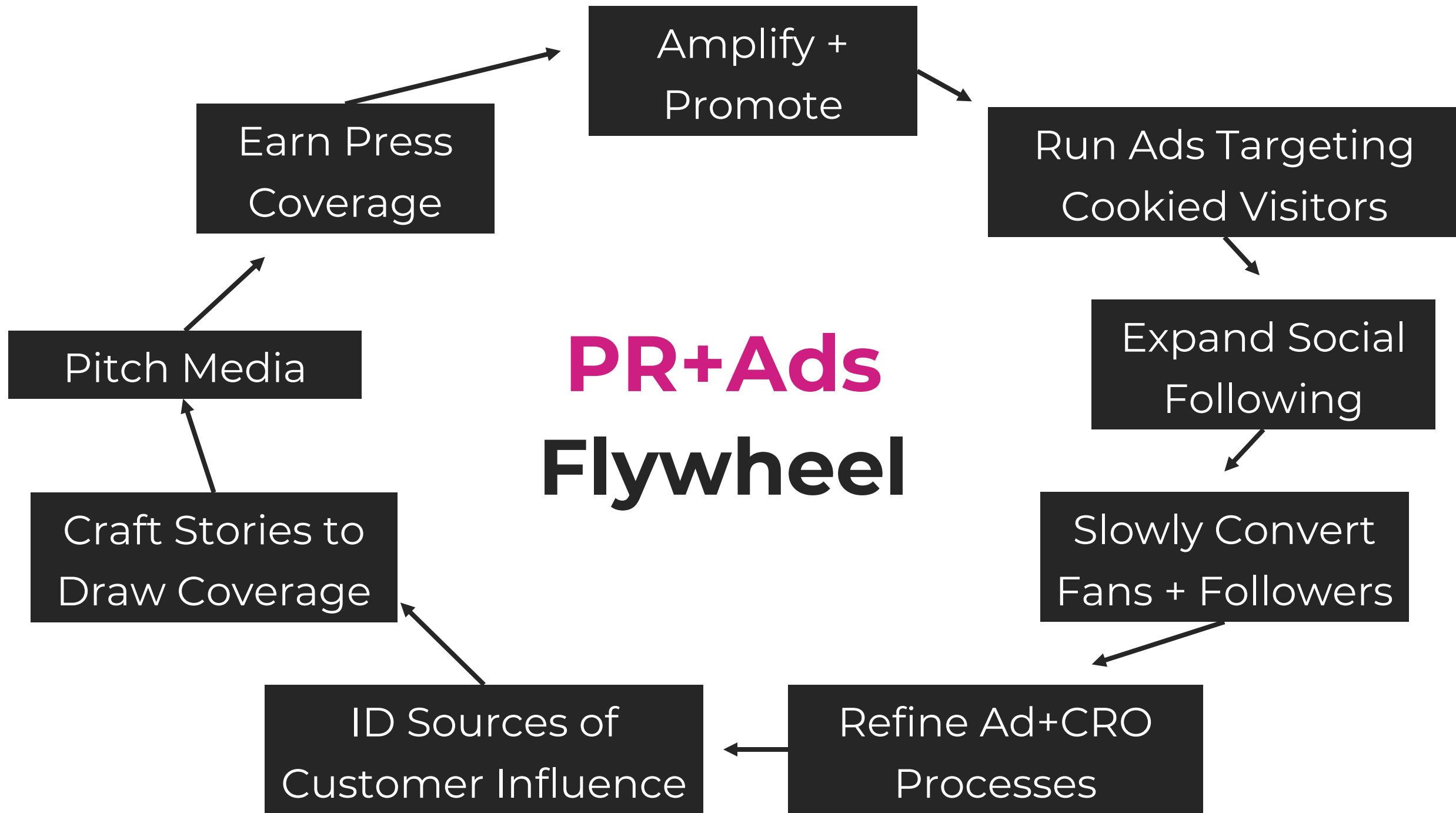
What Needs to Change

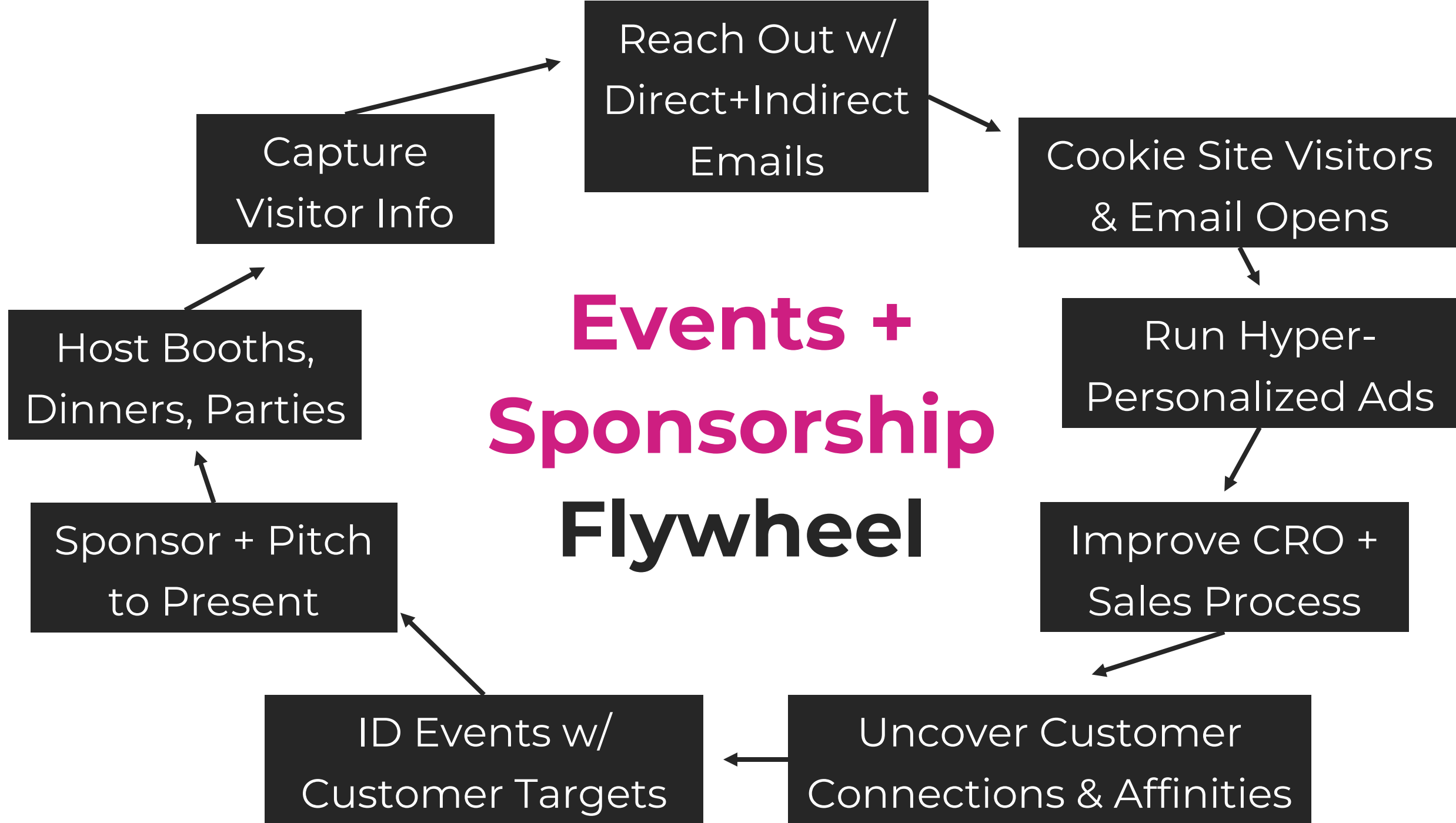


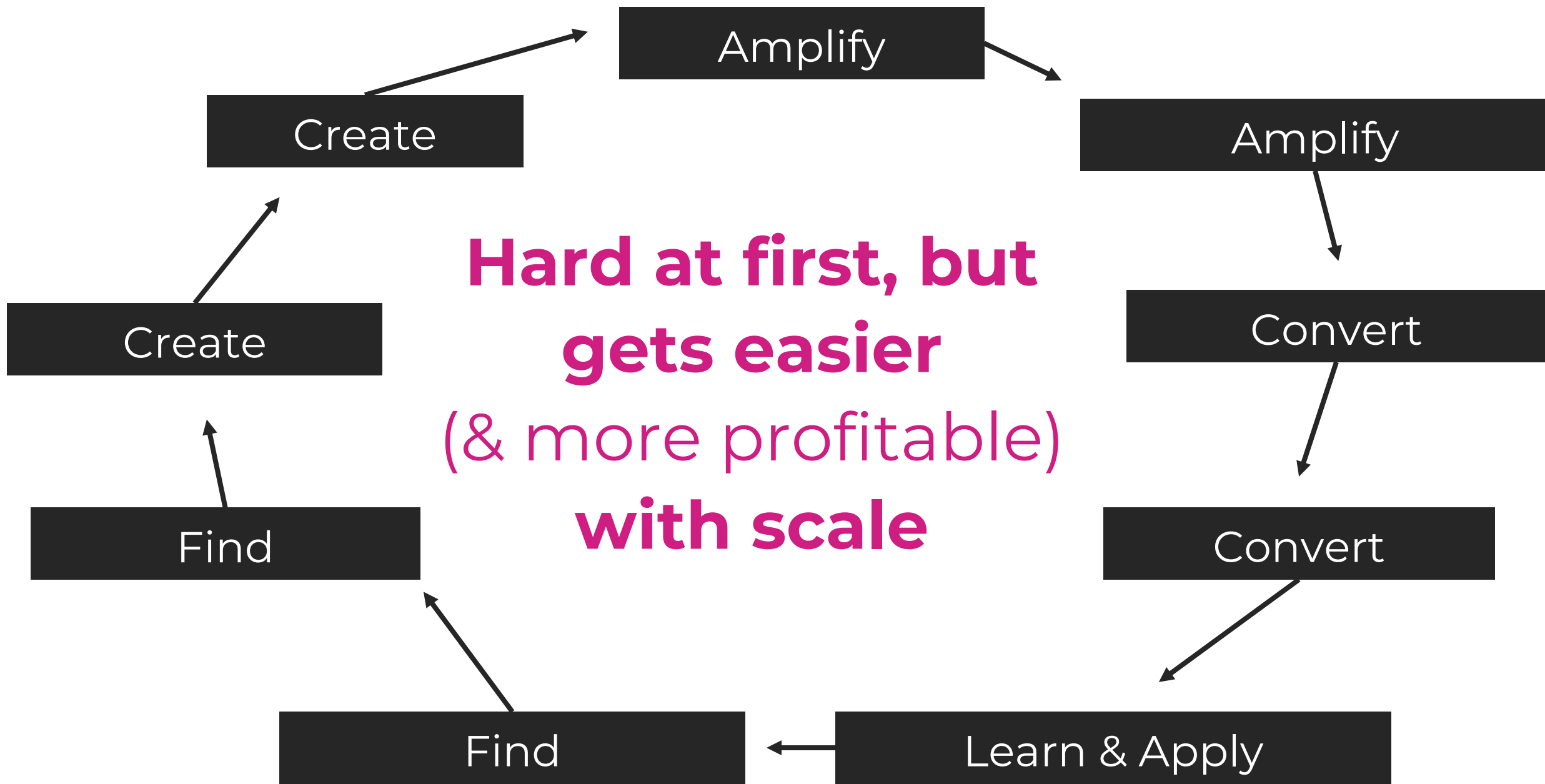
A Great Marketing Flywheel Scales with Decreasing Friction



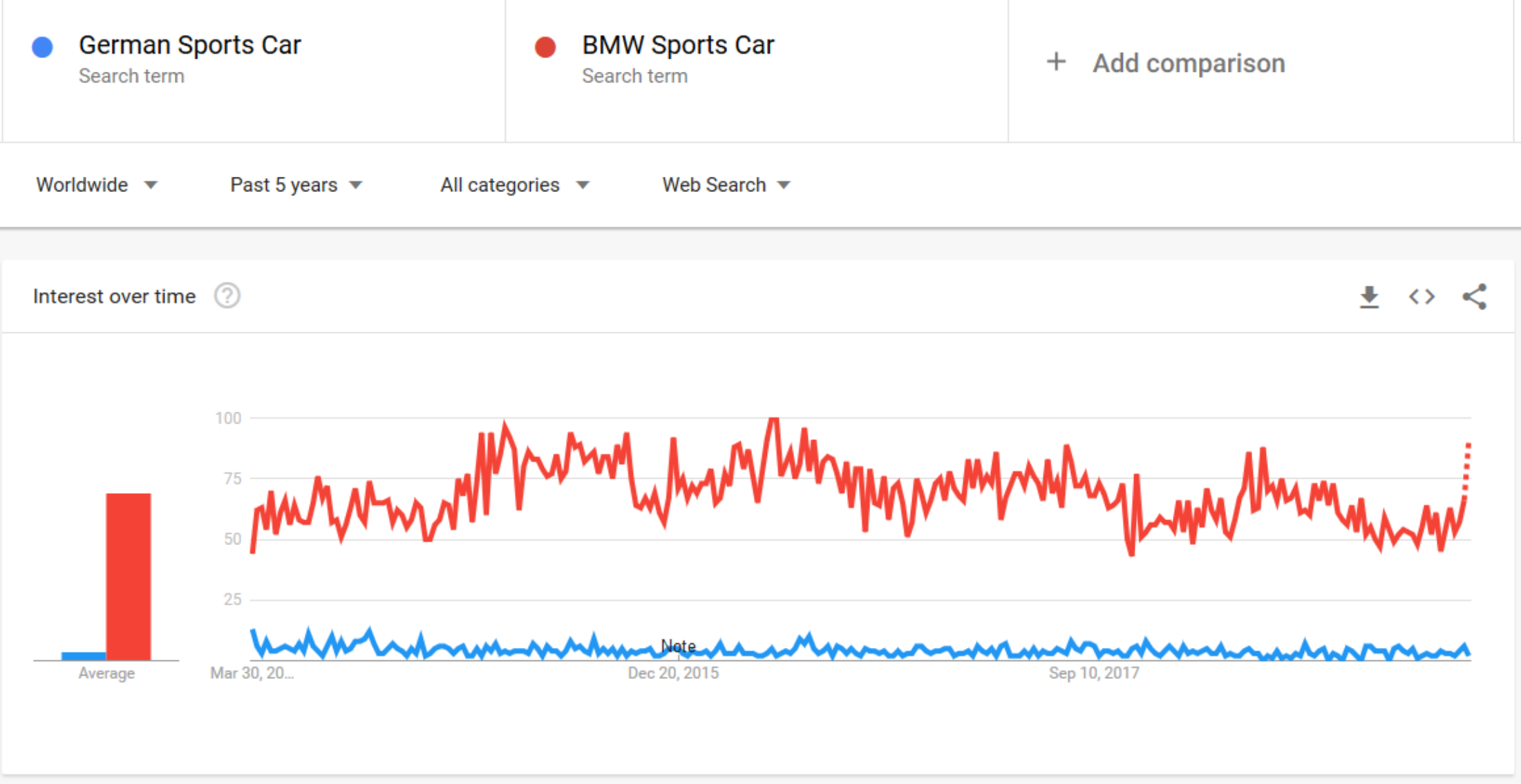








You Want a Flywheel That Sparks Demand



SparkToro

Growing Branded Searches >

Ranking #1 for Generic Searches

● buy beef online
Search term

● buy steaks online
Search term

● buy meat online
Search term

● crowd cow
Search term

+

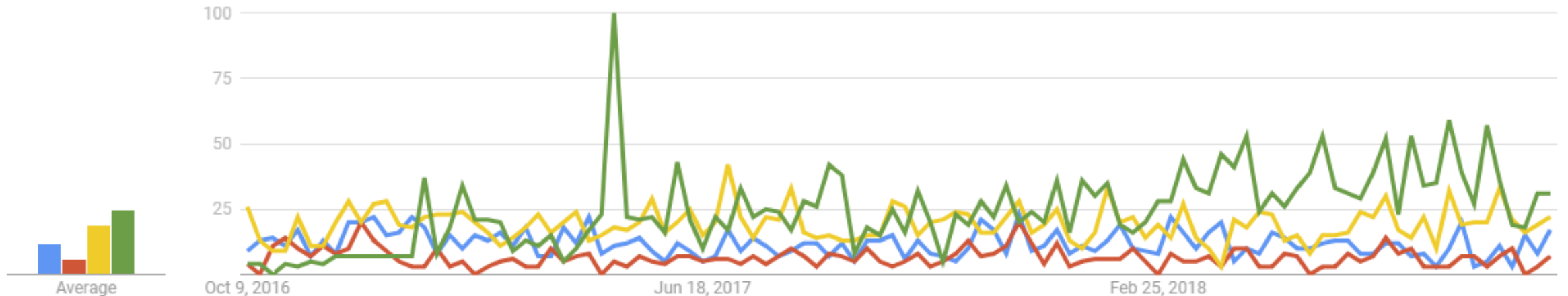
United States ▼

10/7/16 - 10/7/18 ▼

All categories ▼

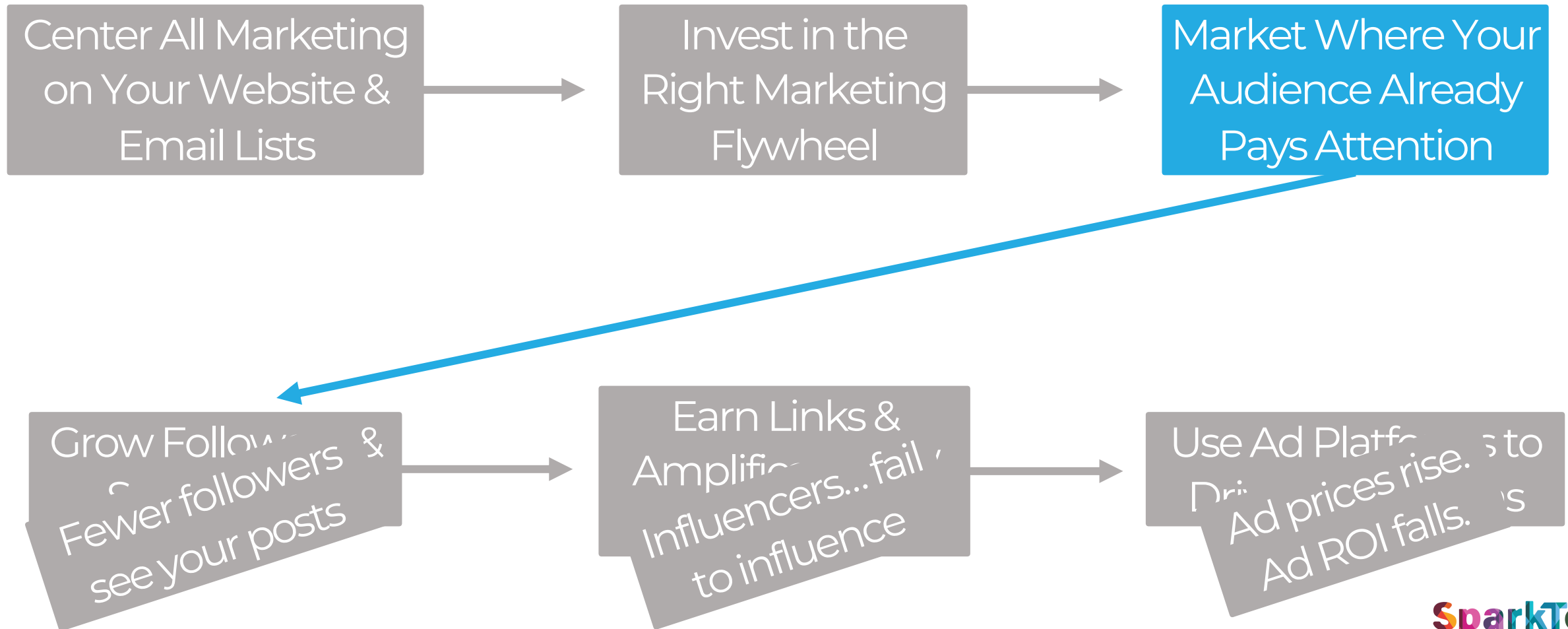
Web Search ▼

Interest over time ?



2019

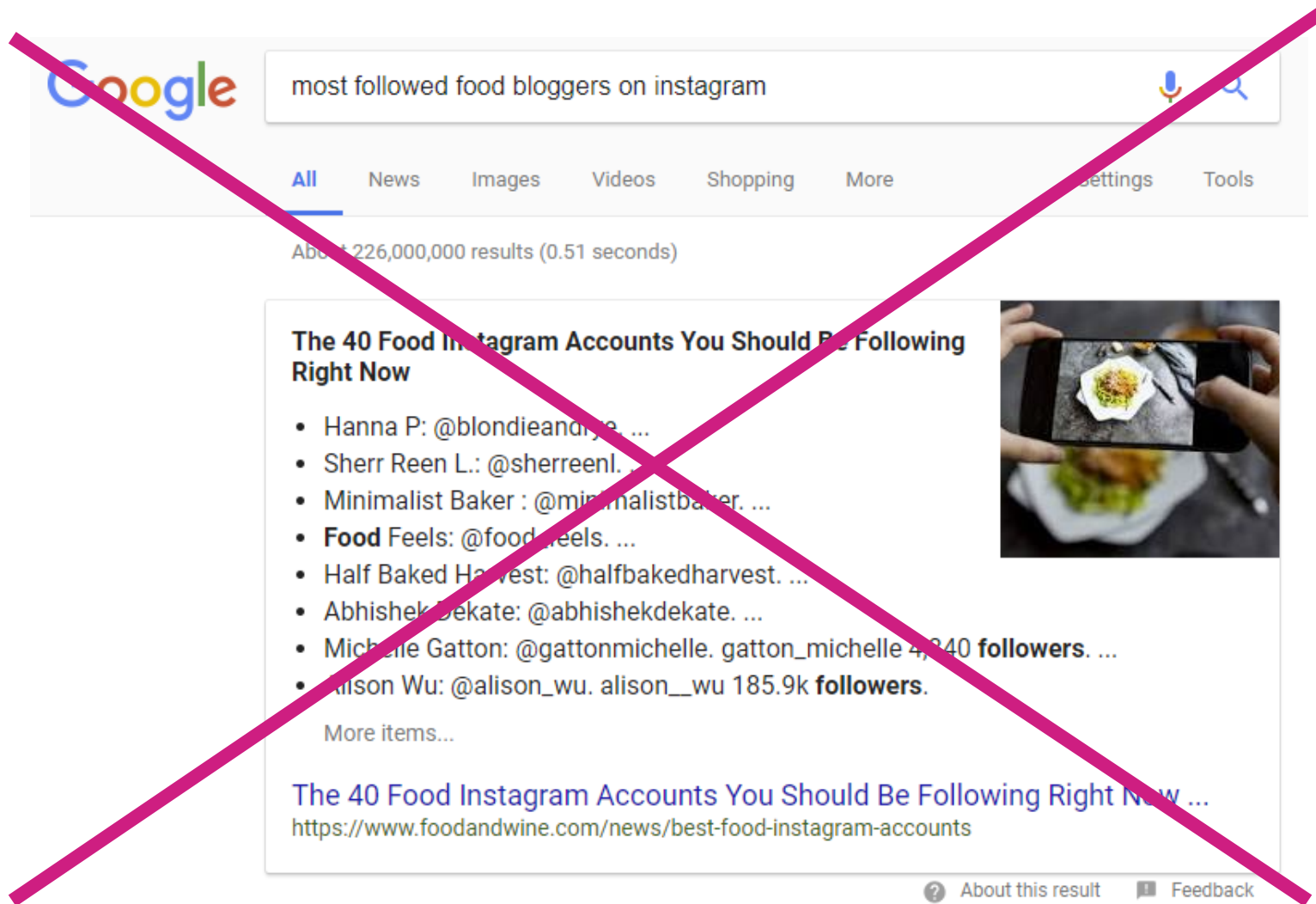
What Needs to Change



“Social” Isn’t Where Your Audience Is... That’s Just Saying “Our Audience is Online”



Discover Your Audience's True Sources of Influence – Market There



Not the Most Followed X... But the Sources of Influence Most Followed by Xs

1. Jamie Oliver – 6.2M followers



@jamieoliver

2. Ella Mills – 1.2M followers






























@deliciouslyella

3. Kevin, FitMenCook™ – 1.1M followers



vs.

Search

Account Name	Associated Accounts	Percent of Audience
 Food Network @FoodNetwork http://www.foodnetwork.com/ Check o	   	28%
 Bon App http://www.bonappetit.com/ Where f		27%
 Food & Wine @foodandwine http://foodandwine.com Upgrade your everyday. Our social media terms: https://t.co/bPOchvniA	   	27%
 Food52 @Food52 New York, NY http://food52.com Eat thoughtfully, live joyfully. https://t.co/fiQlvOe7Aj	    	23%
 epicurious @epicurious New York City http://www.epicurious.com Home cooking realness for real home cooks.	   	22%
 Foodista @foodista Seattle, WA http://www.foodista.com Food. Drink. Travel. News. Founders of the International Food Blogger Conference (@IFBC). @Food...	   	22%

22% of food bloggers follow Foodista

It's Hard to Get This Data, but Surveys & Interviews are a Good Start

✓ 7 Which of the following software tools have you used in the past for identifying channels, publications, & people that influence an audience?

1513 out of 672 people answered this question (with multiple choice)



Your Targets Should Include **ALL** of These:

Podcasts

Web Searches

Events

Email Newsletters

Mainstream Media

Trade Journals

Whitepapers

Consumer Review Pubs

Blogs

Radio

Facebook Groups

Television

Twitter

Guerilla Marketing

YouTube Channels

Branded Publications

Industry Reports

Instagram

Your Targets Should Include **ALL** of These:

Podcasts

Radio

Web Searches

Facebook Groups

Events

Email

Mainst

Trade Journals

Whitepapers

Consumer Review Pubs

Blogs

YouTube Channels

Branded Publications

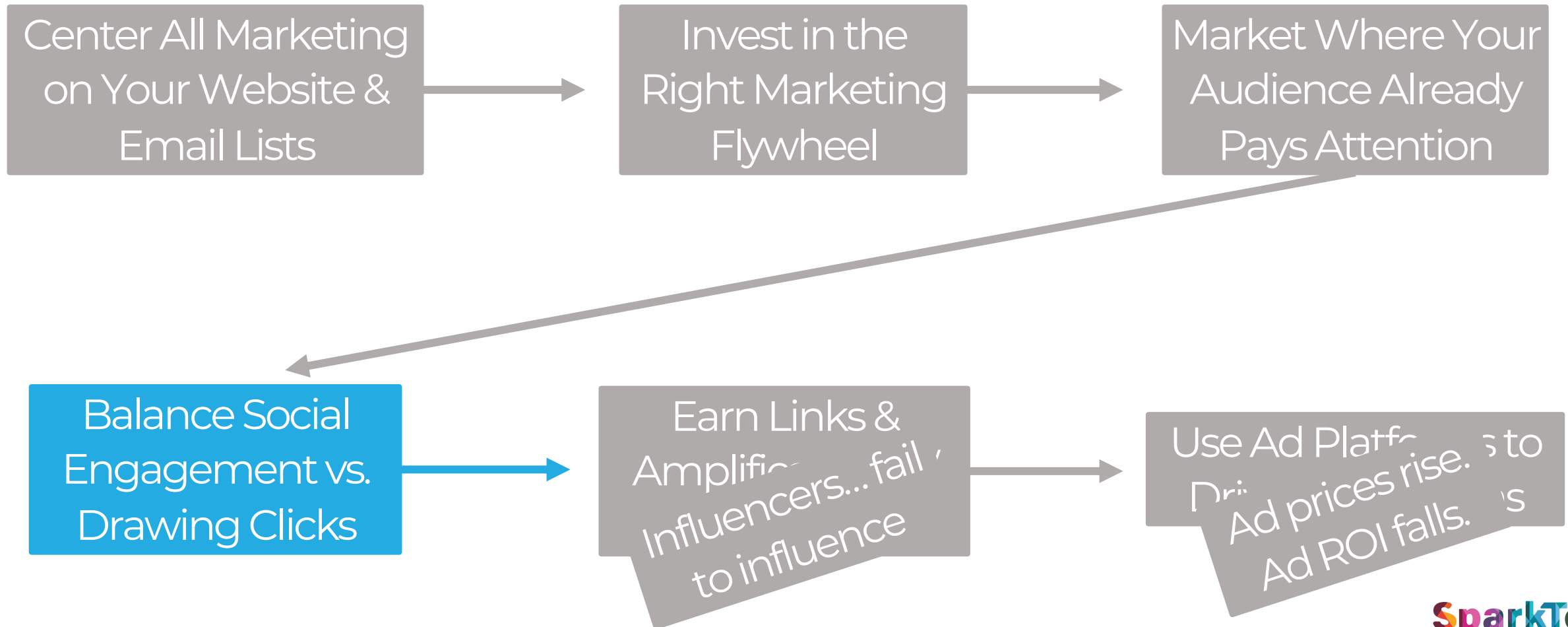
Industry Reports














































Instagram

Pro Tip: If your competition ignores a channel, you get higher content/ad engagement for less money 😊








































2019

What Needs to Change

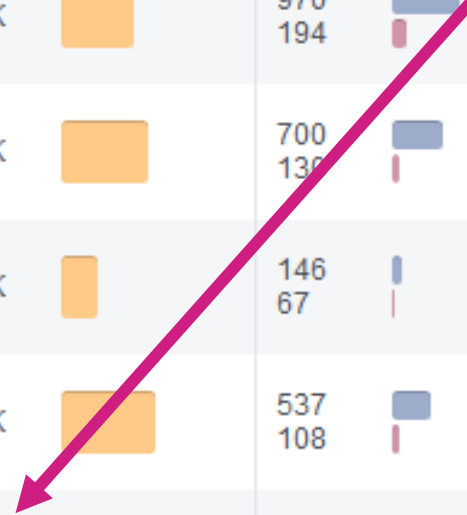








Published	Post	Type	Targeting	Reach	Engagement
01/23/2019 3:19 PM	 NEW blog post with Google search numbers and clickthrough rates in			5.6K 	496 139  
01/21/2019 12:30 PM	 Geraldine and I are putting a bunch of our savings into a totally new, scary,				
01/03/2019 11:21 AM	 NEW blog post: https://sparktoro.com/blog/the-tyranny-of-optimizing-for-				
12/13/2018 11:19 AM	 I was interviewed by Dan Martell at the Recur conference in Boston last				
10/28/2018 3:06 PM	 This Halloween, we decided it was time to fight some Nazis!			4.6K 	970 194  
10/09/2018 8:51 AM	 NEW blog post! We analyzed all 54 million of Donald Trump's Twitter			5.6K 	700 130  
10/01/2018 2:13 PM	 How many fake followers do you have on Twitter? Our new, FREE tool tells			2.4K 	146 67  
09/25/2018 2:24 PM	 My latest blog post: https://sparktoro.com/blog/the-			6.1K 	537 108  
08/01/2018 7:45 AM	 The future of SEO has never been clearer (nor more ignored). New blog			7.5K 	1.2K 262  
07/13/2018 10:12 AM	 Had a great talk about startup funding, building company culture,			1.7K 	198 47  

When I have a low engagement post, my next post has a harder time reaching a big audience.

Published	Post	Type	Targeting	Reach 	Engagement
01/23/2019 3:19 PM	 NEW blog post with Google search numbers and clickthrough rates in			5.6K 	496 139 
01/21/2019 12:30 PM	 Geraldine and I are putting a bunch of our savings into a totally new, scary,				
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10/09/2018 8:51 AM	 NEW blog post! We analyzed all 54 million of Donald Trump's Twitter			5.6K 	700 138 
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09/25/2018 2:24 PM	 My latest blog post: https://sparktoro.com/blog/the-			6.1K 	537 108 
08/01/2018 7:45 AM	 The future of SEO has never been clearer (nor more ignored). New blog			7.5K 	1.2K 262 
07/13/2018 10:12 AM	 Had a great talk about startup funding, building company culture,			1.7K 	198 47 

When a post gets high engagement, FB boosts the reach of my next post (unless it starts to show poor engagement)



Published	Post	Type	Targeting	Reach 		Engagement
01/23/2019 3:19 PM	 NEW blog post with Google search numbers and clickthrough rates in			5.6K		496 139 
01/21/2019 12:30 PM	 Geraldine a our savings					
01/03/2019 11:21 AM	 NEW blog p /blog/the-tyr					
12/13/2018 11:19 AM	 I was intervi the Recur c					
10/28/2018 3:06 PM	 This Halloween, we decided it was time to fight some Nazis!			4.6K		970 194 
10/09/2018 8:51 AM	 NEW blog post! We analyzed all 54 million of Donald Trump's Twitter			5.6K		700 130 
10/01/2018 2:13 PM	 How many fake followers do you have on Twitter? Our new, FREE tool tells			2.4K		146 67 
09/25/2018 2:24 PM	 My latest blog post: https://sparktoro.com/blog/the-			6.1K		537 108 
08/01/2018 7:45 AM	 The future of SEO has never been clearer (nor more ignored). New blog			7.5K		1.2K 262 
07/13/2018 10:12 AM	 Had a great talk about startup funding, building company culture,			1.7K		198 47 

In this way, Facebook (& Twitter, Instagram, LinkedIn, etc) reward high engagement **streaks** and makes accounts w/ low engagement invisible.

Social Algorithms Are Designed to:

Engage



Does this content attract users, generate likes/shares, & hold their attention?

Addict



Do users who see this content stay on our platform and keep engaging?

Retain



Do users who've consumed this content return to our platform again & again?

**To benefit from
this system, use a
formula like this:**

These earn brand
exposure & new
followers

High engagement,
non-promotional post

High engagement,
non-promotional post

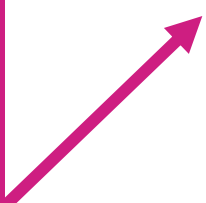
Promotion w/ Link

High engagement,
non-promotional post

High engagement,
non-promotional post

To benefit from this system, use a formula like this:

These capitalize on your algorithmic reputation for high engagement, & earn direct traffic



High engagement,
non-promotional post

High engagement,
non-promotional post

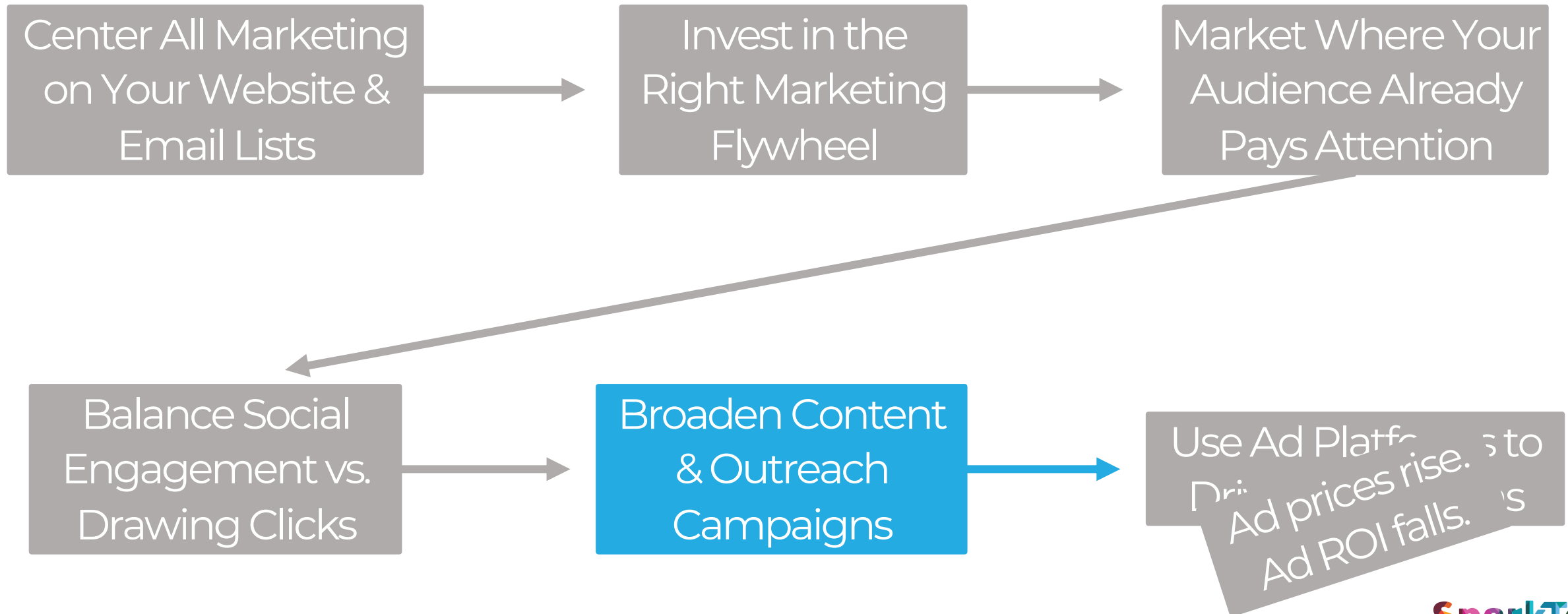
Promotion w/ Link

High engagement,
non-promotional post

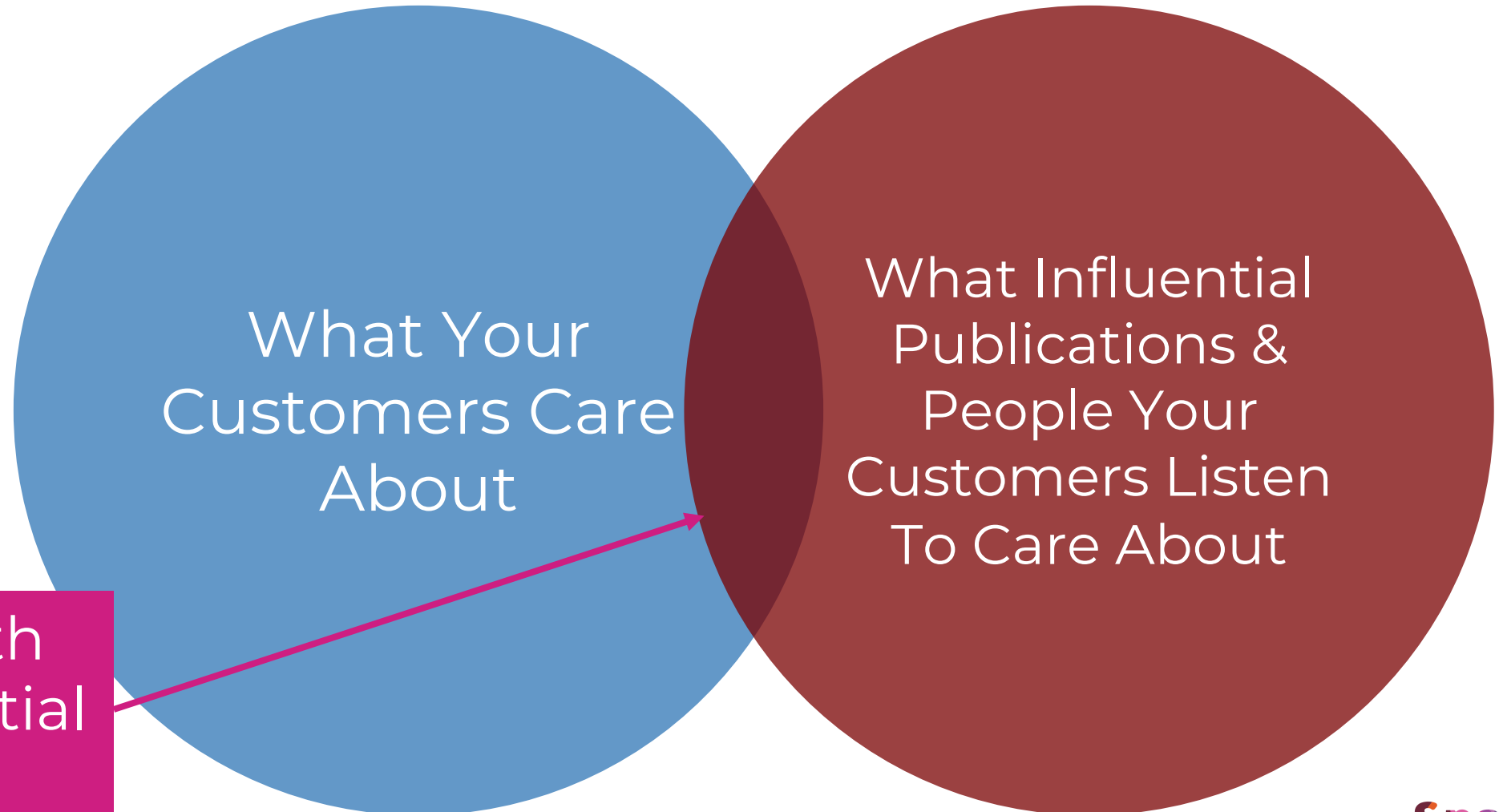
High engagement,
non-promotional post

2019

What Needs to Change




Successful Content Targets Topics that Resonate with **Amplifiers**, Not Just Customers



Topics with high potential reach

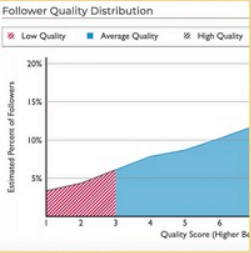
The More Difficult Content is to Create, the Easier it is to Stand Out



Free Tools From SparkToro

In 2019, we hope to launch our initial product -- a [search engine for sources of influence](#). In the meantime, check out these handy, entirely free tools. And please do share with friends :-)

Follower Quality Distribution




Low Quality Average Quality High Quality

Fake Followers Audit

Analyze the followers of any Twitter account. Fake Followers Audit looks at 25+ factors correlated with spam/bot/low quality accounts to return a percentage of followers that are thought to be fake.

[Learn More](#)

The Front Page of the Web Marketer



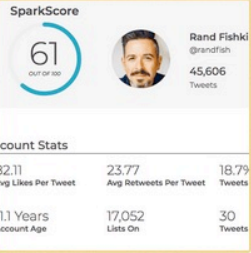
1. Official Google Webmaster Central Blog Using page speed in mobile se
2. Rank tracking for enterprise SEO
3. Does Your Website Have a Hidden Link?
4. What Brands Post on Social vs. What Consumers Want
5. Best Tools to Schedule Social Media Updates More Efficiently
6. Cloud Natural Language
7. Google Speed Update is now being released to all users
8. Get involved - WordPress
9. Technical SEO Roundup June 2018

Trending

See what web marketers are talking about and sharing on Twitter. Trending refreshes every 15 minutes based on the tweets of thousands of accounts in the marketing field. Connect your own Twitter profile to have your votes counted in the system.

[Get Caught Up](#)

SparkScore



61 OUT OF 100

Rand Fishki
@randfish
45,606 Tweets

count Stats

32.11 avg Likes Per Tweet 23.77 Avg Retweets Per Tweet 18.79 Tweets
7.1 Years account Age 17,052 Lists On 30 Tweets

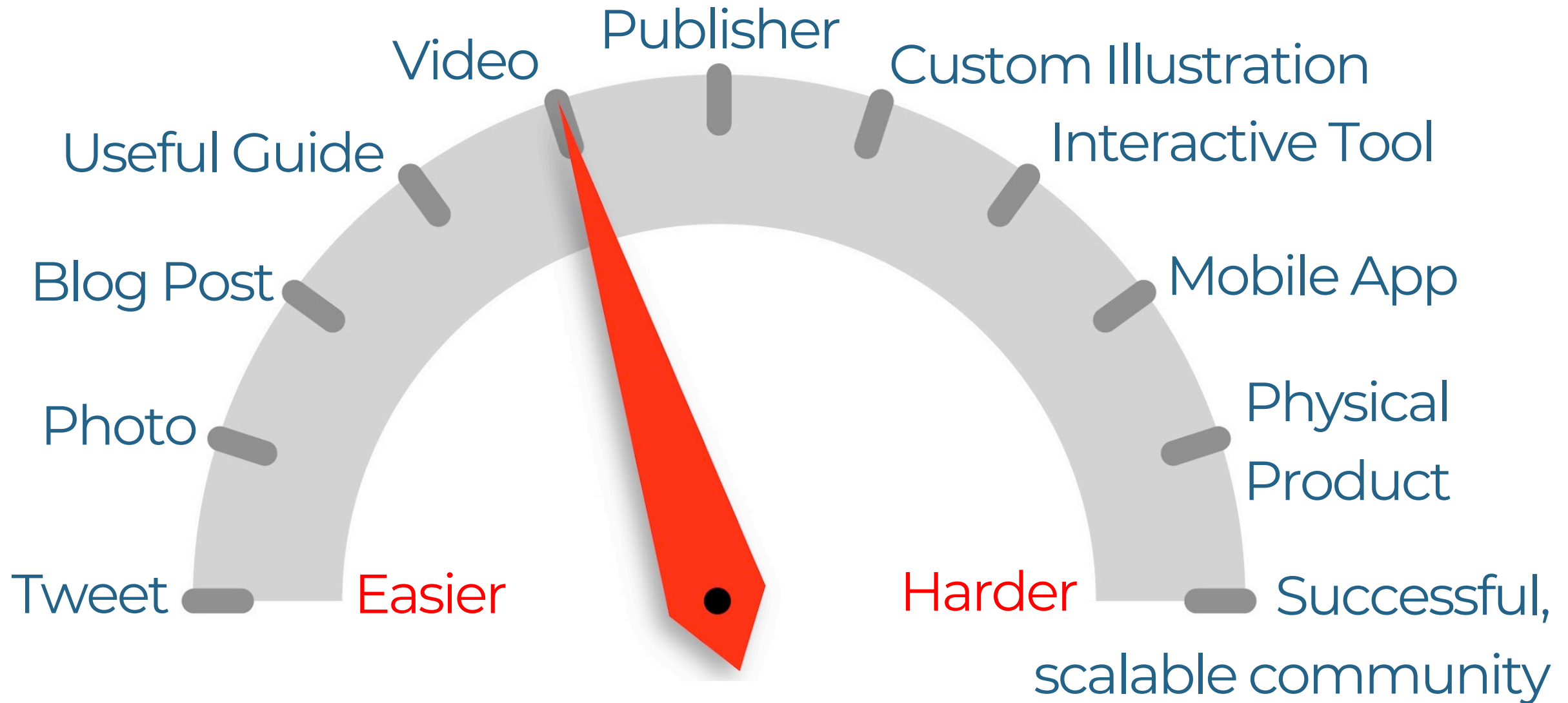
SparkScore

Determine the *true* level of influence for any Twitter profile on a scale from 0-100, and get detailed insights into how the score is calculated and the elements that support it.


[Learn More](#)

E.G. SparkToro's strategy is to create free, interactive tools, not just blog posts

Guest Contribution for a Notable



Spray+Pray Outreach Leads to Reputational Damage (for both brand & social/email/search algos)

 Paid Opportunity




Thu, Sep 6, 9:17 AM



to me ▾


Hi Rand,

We have a great opportunity to help promote . See summary below, and lmk if you want to confirm the spot and I can send over the full details. Happy to chat through any questions as well. Thanks!

WHOSAY Campaign Summary

Brand: 


Talent: Rand Fishkin

Social Ask: one (1) original self-produced unfiltered video to post on FB/TW/IG and one (1) share of a  video asset on FB/TW/IG

Whitelisting: Yes + brand rights to promote content on social channels.

Usage/Term: 45 days from the date of the first post

Talent Fee: \$7,500

- The content he'll be creating should be an extension of the original TV ad (the same link they'll be sharing) and show how he achieves his goals by using . See example of tv content, not final cut. [!\[\]\(2277423912c64094fa85b84c0d40e3dd_img.jpg\)](https://drive.google.com/file/)

Human, Targeted, Story & Values-Driven Outreach Wins

Advanced reader copy of our book, *Making Websites Win*



Ben Jesson

to me ▾

Hi Rand,

Finally, our book, *Making Websites Win*, goes live in August.

We'd love to send you the hardcover version when it's out. Could you let me know the best address to send it to?

In the meantime, here's a [link to download the PDF Advanced Reader Copy](#).

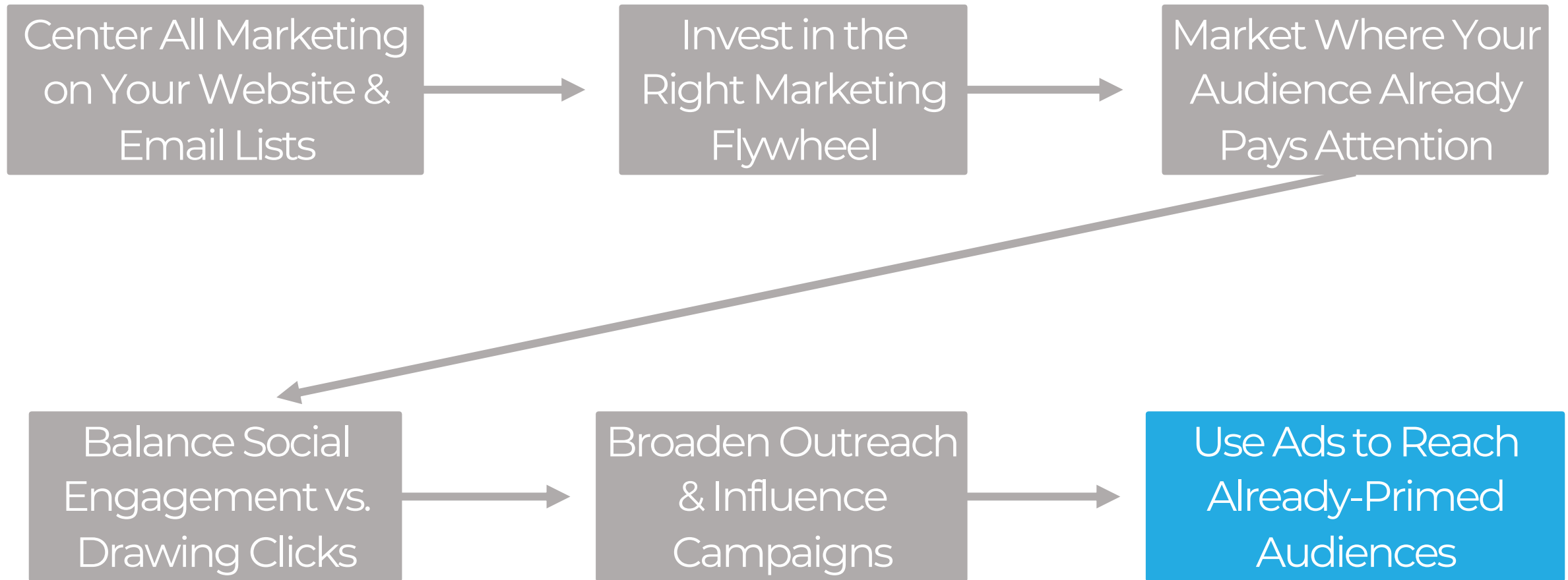
If you've got any feedback about it—or ideas for promoting it—we'd really appreciate it.

Cheers,

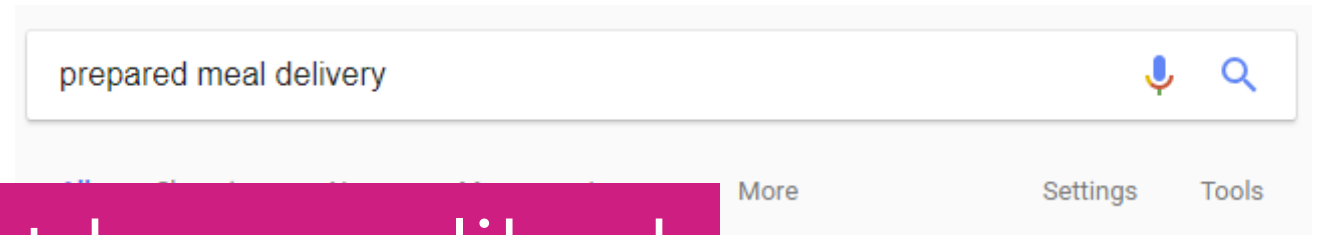
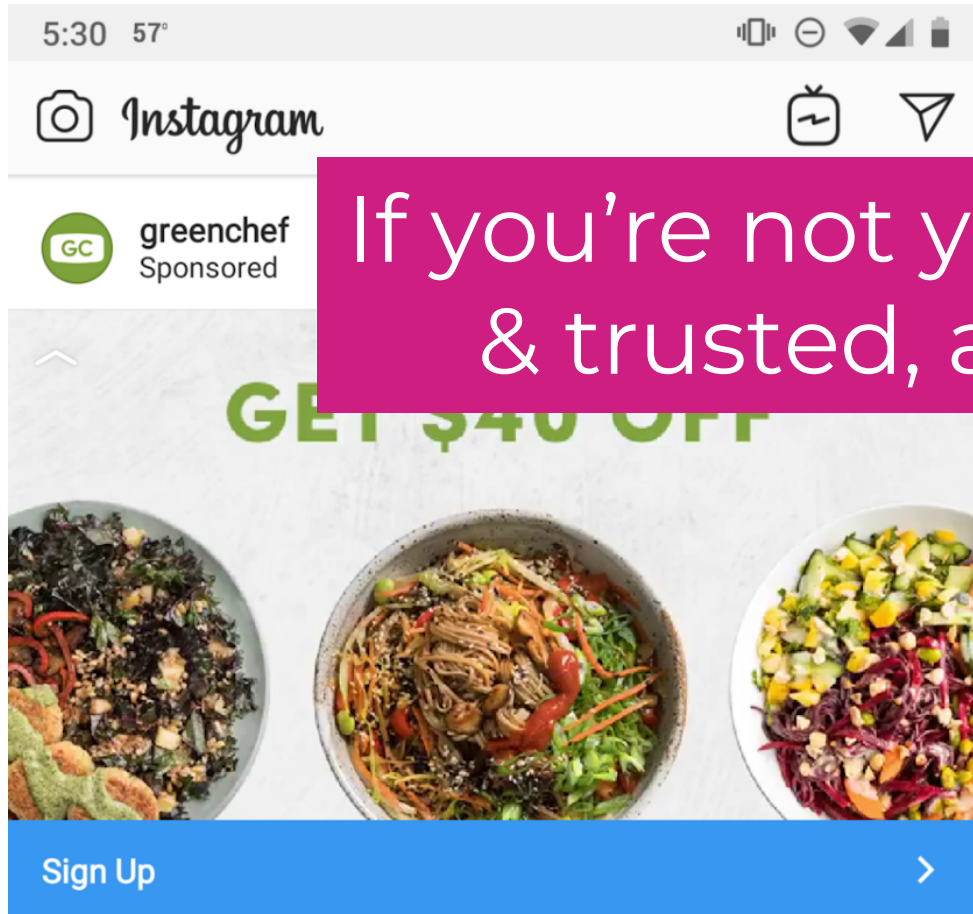
Ben

2019-Beyond

The **Smart Marketer's** Playbook



First: Organic + Brand; Then: Ads + CRO



If you're not yet known, liked, & trusted, ad ROI sucks.

Satisfy all picky eaters, and we can easily accommodate any food restrictions! Bring Date Night Home. Farm to Your Table. Free 1st **Delivery** Fee. Easy Ordering Process. Over 2000 Restaurants. Types: Pizza, Chinese, Thai, Indian, Sushi, Mexican, Italian, Burgers, American.

[Prepared Meals For Delivery | Balance by bistroMD | bistroMD.com](#)

[\(Ad\) balance.bistromd.com/](#)

★★★★★ Rating for bistromd.com: 4.3 - 308 reviews

Delicious **Meals** Made with Fresh Ingredients. No Cooking Required. No Minimums.

Deal: Up to 30% off Weekly Specials

[Prepared Meal Delivery | HelloFresh™: Get \\$60 Off](#)

[\(Ad\) www.hellofresh.com/](#)

Always Know What's For **Dinner**. Cook Delicious, Hassle-Free **Meals** in 30 minutes! Tasty Recipes ...

[\\$50 Off Your First Box | Gobble© Fresh Meal Delivery](#)

[\(Ad\) www.gobble.com/](#)

Say goodbye to **meal** planning & shopping! Weekly **meals**. **Dinner** in only 15 minutes. Choose your weekly **meals**. Cook **dinner** in 15 minutes. Flexible **delivery** options. Stay Less in The Kitchen.



122,552 views

greenchef Want to try quick meals with a variety of organic and sustainable ingredients? Get \$40 off when you si... more

Known & loved?
Welcome to Profitville.

THE AD RANK PERSON YOU / YOUR QUALITY SCORE + \$0.01

	Max Bid	Quality Score	Ad Rank	Actual CPC
Advertiser I	\$2.00	10	20	$16/10 + 0.01 = \$1.61$
Advertiser II	\$4.00	4	16	$12/4 + 0.01 = \$3.01$
Advertiser III	\$6.00	2	12	$8/2 + 0.01 = \$4.01$
Advertiser IV	\$8.00	1	8	Highest CPC

New to a market?
This happens.

How to Win at Digital Advertising

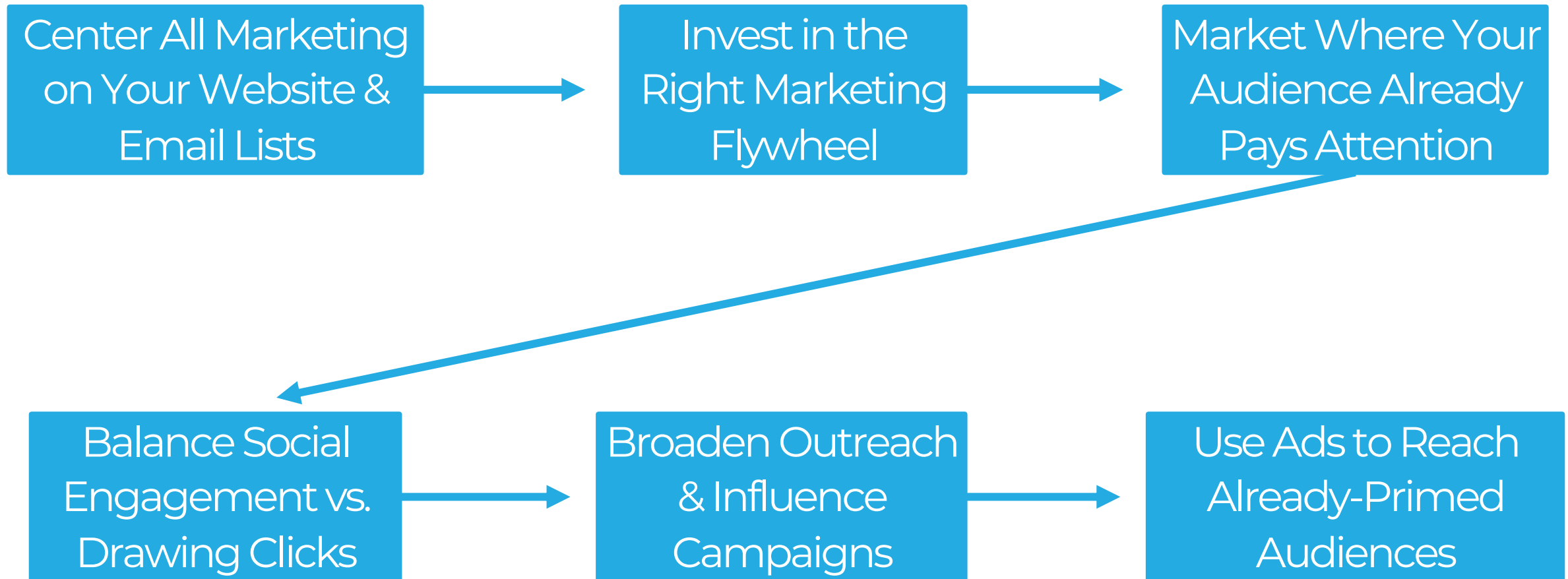
Step 1: Earn brand exposure w/ your target audience

Step 2: Get >1 organic visit (or social engagement)

Step 3: Advertise to those who already know+like you

2019-Beyond

The **Smart Marketer's** Playbook



Thank You!

Rand Fishkin | Founder & CEO

