

HubSpot & DEJAN Marketing Present:

ADVANCED SEO MASTERCLASS

Thursday, Dec. 3 @ 2 pm AEDT / 11am SGT



Welcome!

Presenters:



Dan Petrovic

Managing Director, DEJAN
@DEJANseo



Niti Shah

Senior Marketing Manager, HubSpot
@nitifromboston

#SEOmasterclass

Part 1: Targeting

- Dashboard
- Messages (11)
- Search Appearance ⓘ
- Search Traffic
 - Search Analytics
 - Links to Your Site
 - Internal Links
 - Manual Actions
 - International Targeting
 - Mobile Usability
- Google Index
- Crawl
- Security Issues
- Other Resources

Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

☒ Clicks

☒ Impressions

☒ CTR

☒ Position

☒ Queries

No filter ▾

☐ Pages

No filter ▾

☐ Countries

No filter ▾

☐ Devices

No filter ▾

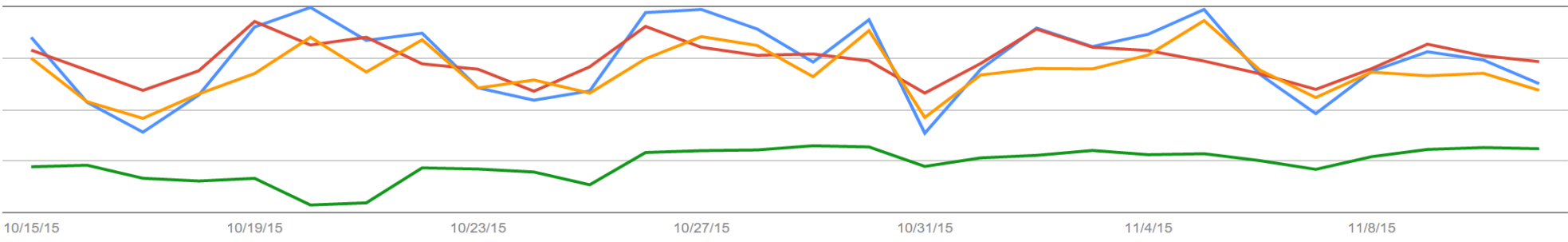
☐ Search Type

Web ▾

☐ Dates

Oct 15 - Nov 11 ▾

Total clicks	Total impressions	Avg. CTR	Avg. position
4,161	499,837	0.83%	30.5



	Queries	Clicks ▾	Impressions	CTR	Position	
1	dejan seo ↗	226	506	44.66%	1.0	»»
2	seo ↗	151	45,220	0.33%	31.2	»»
3	dejan ↗	100	4,900	2.04%	5.9	»»

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☒ Clicks ☒ Impressions ☒ CTR ☒ Position

☒ Queries
No filter

☐ Pages
No filter

☐ Countries
No filter

☐ Devices
No filter

☐ Search Type
Web

☐ Dates
Oct 15 - Nov 11

Total clicks
4,161

Total impressions
499,837

Avg. CTR
0.83%

Avg. position
30.5

Last 7 days

Last 28 days

Last 90 days

Custom ...

Set date range

Compare date ranges

Reset (Last 28 days)

	Queries	Clicks ▼	Impressions	CTR	Position	
1	dejan seo	226	506	44.66%	1.0	»
2	seo	151	45,220	0.33%	31.2	»
3	dejan	100	4,900	2.04%	5.9	»

- Dashboard
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☒ Clicks ☒ Impressions ☒ CTR ☒ Position

☒ Queries
No filter

☐ Pages
No filter

☐ Countries
No filter

☐ Devices
No filter

☐ Search Type
Web

☐ Dates
Aug 14 - Nov 11

Total clicks
12,547

Total impressions
1,494,384

Avg. CTR
0.84%

Filter countries

Compare countries...

Reset (Worldwide)

United States

Australia

Unknown Region

India

United Kingdom

Brazil

Germany

Romania

Turkey

Netherlands

Canada

Japan

Philippines

Russia

Italy

France

Singapore

Poland

Queries
1 dejan seo
2 seo
3 google is skynet












Position
36% 1.0 >>
7% 30.6 >>
3% 4.6 >>

	Queries	Clicks ▼	Impressions	CTR	Position
1	dejan seo ↗	313	620	50.48%	1.0
2	seo ↗	283	27,949	1.01%	6.9
3	seo sydney ↗	166	6,329	2.62%	4.3
4	dejan ↗	163	599	27.21%	1.1
5	google is skynet ↗	99	356	27.81%	1.1
6	best australian muscle cars ↗	75	115	65.22%	1.1
7	skynet ↗	73	7,696	0.95%	9.2
8	seo melbourne ↗	70	6,690	1.05%	8.4
9	dejanseo ↗	68	153	44.44%	1.0
10	seo brisbane ↗	64	4,405	1.45%	7.0
11	seo australia ↗	43	2,076	2.07%	4.5
12	dejan marketing ↗	37	88	42.05%	1.0
13	seo packages ↗	32	1,186	2.7%	9.0

	Queries	Clicks	Impressions ▼	CTR	Position
1	seo ↗	283	27,949	1.01%	6.9
2	skynet ↗	73	7,696	0.95%	9.2
3	seo melbourne ↗	70	6,690	1.05%	8.4
4	seo sydney ↗	166	6,329	2.62%	4.3
5	seo brisbane ↗	64	4,405	1.45%	7.0
6	seo company ↗	9	2,698	0.33%	6.0
7	seo australia ↗	43	2,076	2.07%	4.5
8	seo services ↗	3	1,805	0.17%	12.3
9	call to action ↗	16	1,767	0.91%	9.3
10	sydney seo ↗	12	1,506	0.8%	6.9
11	cosmos clinic ↗	1	1,328	0.08%	7.1
12	search engine optimisation ↗	2	1,290	0.16%	17.8
13	seo perth ↗	4	1,234	0.32%	23.7

	Queries	Clicks	Impressions	CTR▼	Position
1	dejan blog ↗	4	4	100%	1.0
2	free survey results ↗	2	2	100%	1.0
3	dejanseo.com.au ↗	2	2	100%	1.0
4	fun travel questions ↗	2	2	100%	1.0
5	canonical hreflang ↗	1	1	100%	5.0
6	google plus promoted posts ↗	1	1	100%	1.0
7	seo services faq ↗	1	1	100%	1.0
8	webmaster checklist ↗	1	1	100%	7.0
9	automating seo ↗	1	1	100%	12.0
10	digital divide australia ↗	1	1	100%	49.0
11	how to get high pagerank ↗	1	1	100%	3.0
12	ppc management solutions ↗	1	1	100%	3.0
13	seo multilingual ↗	1	1	100%	2.0

	Queries	Clicks	Impressions	CTR	Position ▲
1	dejanseo ↗	68	153	44.44%	1.0
2	dejan marketing ↗	37	88	42.05%	1.0
3	dan petrovic ↗	22	98	22.45%	1.0
4	top 10 australian muscle cars ↗	22	53	41.51%	1.0
5	seo dejan ↗	5	8	62.5%	1.0
6	dejan blog ↗	4	4	100%	1.0
7	google=skynet ↗	2	4	50%	1.0
8	free survey results ↗	2	2	100%	1.0
9	google sky net ↗	2	6	33.33%	1.0
10	dejanseo.com.au ↗	2	2	100%	1.0
11	fun travel questions ↗	2	2	100%	1.0
12	is google skynet? ↗	2	5	40%	1.0
13	google plus promoted posts ↗	1	1	100%	1.0

40	digital marketing activities 	0	1	0%	1.0	>>
41	overlap pics 	0	1	0%	1.0	>>
42	funny travel photos 	0	40	0%	1.0	>>
43	find the url of an image 	0	1	0%	1.0	>>
44	funny travel pictures 	0	47	0%	1.0	>>
45	url of images 	0	1	0%	1.0	>>
46	blackmailing with pictures 	0	1	0%	1.0	>>
47	beakers test tubes 	0	1	0%	1.0	>>
48	dejan seo 	313	620	50.48%	1.0	>>
49	best aussie muscle cars 	30	69	43.48%	1.1	>>
50	is google skynet 	29	86	33.72%	1.1	>>

×

Select Download Format

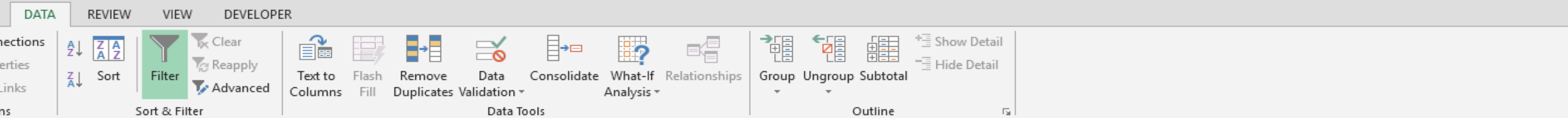
☒ CSV

☐ Google Docs

OK

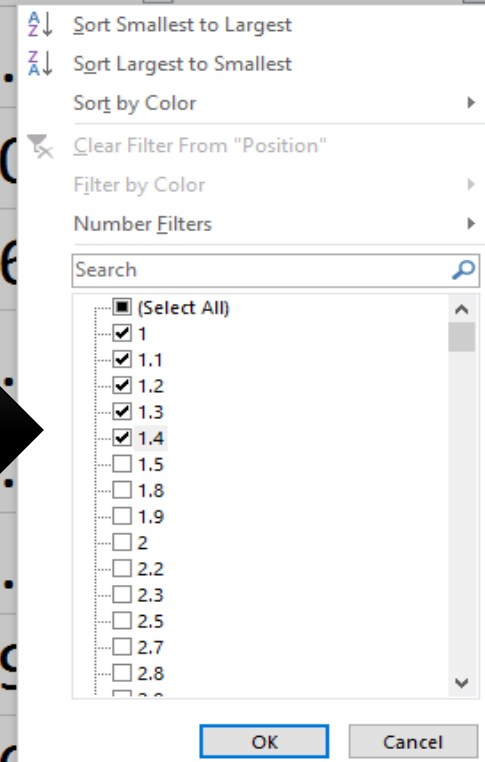
Cancel

	A	B	C	D	E	F
1	Queries	Clicks	Impressions	CTR	Position	
2	dejan seo	313	620	50.48%	1	
3	seo	283	27949	1.01%	6.9	
4	seo sydney	166	6329	2.62%	4.3	
5	dejan	163	599	27.21%	1.1	
6	google is skynet	99	356	27.81%	1.1	
7	best australian muscle cars	75	115	65.22%	1.1	
8	skynet	73	7696	0.95%	9.2	
9	seo melbourne	70	6690	1.05%	8.4	
10	dejanseo	68	153	44.44%	1	
11	seo brisbane	64	4405	1.45%	7	
12	seo australia	43	2076	2.07%	4.5	
13	dejan marketing	37	88	42.05%	1	
14	seo packages	32	1186	2.70%	9	
15	best aussie muscle cars	30	69	43.48%	1.1	
16	is google skynet	29	86	33.72%	1.1	
17	link building	25	698	3.58%	7.3	
18	dan petrovic	22	98	22.45%	1	



A	B	C	D	E
	Clicks	Impressions	CTR	Position
	313	620	50.0	
	283	27949	1.0	
	166	6329	2.6	
			7.0	
			65.0	
muscle cars	75	115	0.9	
	73	7696	1.0	
	70	6690	1.0	

FILTER BY POSITION ~1



	A	B	C	D	E
1	Queries	Clicks	Impressions	CTR	Position
2	dejan seo	313	620	50.48%	1
5	dejan	163	599	27.21%	1.1
6	google is skynet	99	356	27.81%	1.1
7	best australian muscle cars	75	115	65.22%	1.1
10	dejanseo	68	153	44.44%	1
13	dejan marketing	37	88	42.05%	1
15	best aussie muscle cars	30	69	43.48%	1.1
16	is google skynet	29	86	33.72%	1.1
18	dan petrovic	22	98	22.45%	1
19	top 10 australian muscle cars	22	53	41.51%	1
20	google skynet	20	73	27.40%	1.2
36	seo dejan	5	8	62.50%	1
40	dejan blog	4	4	100%	1
57	google = skynet	3	6	50%	1.2
71	google=skynet	2	4	50%	1

Excel spreadsheet with column A containing search queries. A 'Custom AutoFilter' dialog box is open, showing the filter criteria 'does not contain' and 'dejan'. A large black arrow with the text 'REMOVE BRAND' points to the 'dejan' filter. In the background, a 'Filter by Color' dialog box is also visible, showing a list of search results with checkboxes.

	A
1	Queries
2	dejan seo
5	dejan
6	google
7	best au
10	dejans
13	dejan
15	best aussie cars
16	is google

Custom AutoFilter

Show rows where:

Queries

does not contain

☒ And ☐ Or

Use ? to represent any character
Use * to represent any characters

OK Cancel

Filter by Color

dejan

- ☒ (Select All Search Results)
- ☐ Add current selection to filter
- ☒ dejan
- ☒ dejan blog
- ☒ dejan marketing
- ☒ dejan seo
- ☒ dejanseo
- ☒ dejanseo.com.au
- ☒ seo dejan

OK Cancel

Position ~1

1 - 1.4

No Brand

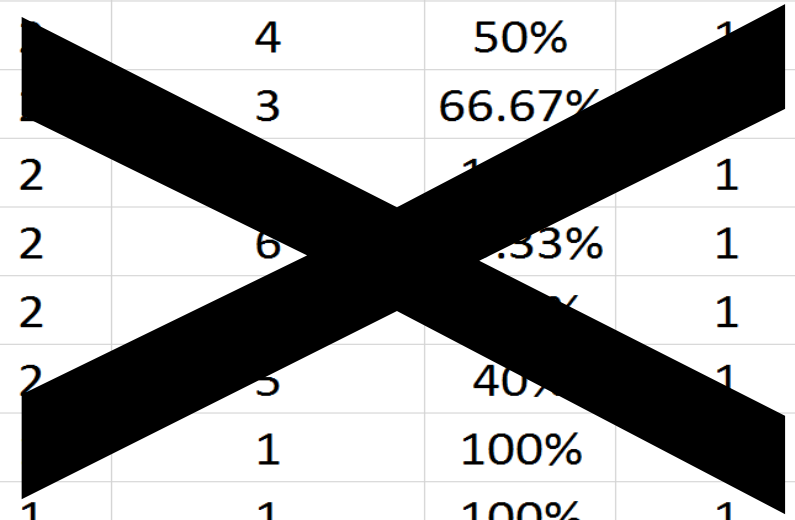
59% CTR

HIGH CONFIDENCE

MEDIUM CONFIDENCE

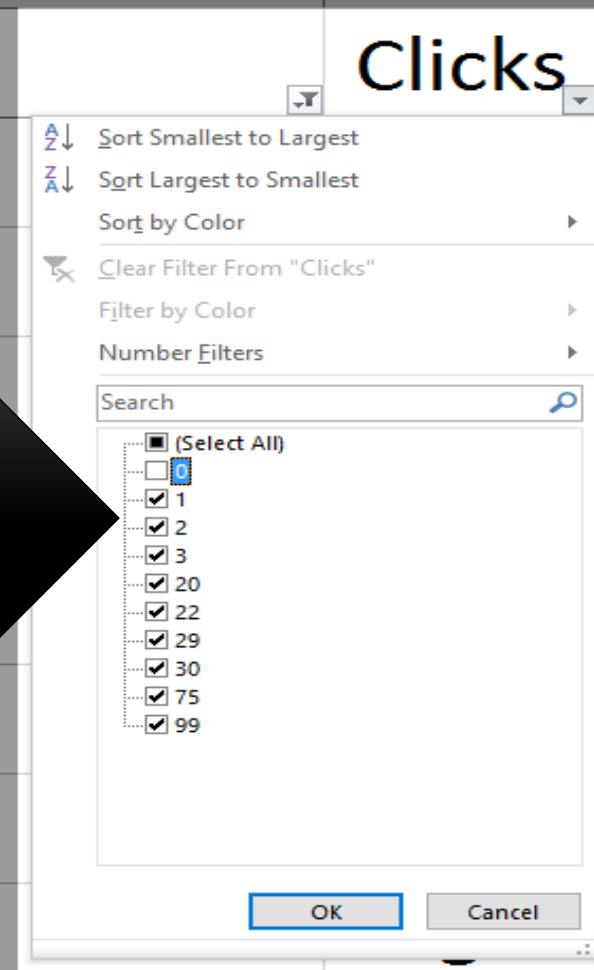
LOW CONFIDENCE

	A	B	C	D	E	F
		Clicks	Impressions	CTR	Position	
1	Queries					
6	google is skynet	99	356	27.81%	1.1	
7	best australian muscle cars	75	115	65.22%	1.1	
15	best australian muscle cars	30	69	43.48%	1.1	
16	is google skynet	29	86	33.72%	1.1	
18	dan petrovic	22	98	22.45%	1	
19	top 10 australian muscle cars	22	53	41.51%	1	
20	google skynet	20	73	27.40%	1.2	
57	google = skynet	3	6	50%	1.2	
71	google=skynet		4	50%	1	
83	conversation with google		3	66.67%	1	
84	free survival suits	2			1	
84	google sky net	2	6	33.33%	1	
101	fun travel questions	2			1	
105	is google skynet?	2	5	40%	1	
122	google plus promoted posts		1	100%		
124	seo service faq	1	1	100%	1	
198	google and skynet	1	1	100%	1	



	A	B
1	Queries	Clicks
6	google is skynet	
7	best australian muscle cars	
15	best aussie muscle cars	
16	is google	
18	dan petrovic	
19	top 10 australian muscle cars	
20	google skynet	
57	google = skynet	
71	google=skynet	2
73	conversation with google	2

REMOVE ZERO (or low) CLICKS



37% CTR

	A	B	C	D
1	Phrase	CTR	Norm	Deviation
2	google is skynet	28	37	▼ -9
3	best australian muscle cars	65	37	▲ 28
4	best aussie muscle cars	43	37	▲ 6
5	is google skynet	34	37	▼ -3
6	dan petrovic	22	37	▼ -15
7	top 10 australian muscle cars	42	37	▲ 5
8	google skynet	27	37	▼ -10
9				
10	Average	37		

	A	B	C	D
1	Phrase	CTR	Norm	Deviation
2	google is skynet	28	37	▼ -9
3	best australian muscle cars	65	37	▲ 28
4	best aussie muscle cars	43	37	▲ 6
5	is google skynet	34	37	▼ -3
6	dan petrovic	22	37	▼ -15
7	top 10 australian muscle cars	42	37	▲ 5
8	google skynet	27	37	▼ -10
9				
10	Average	37		

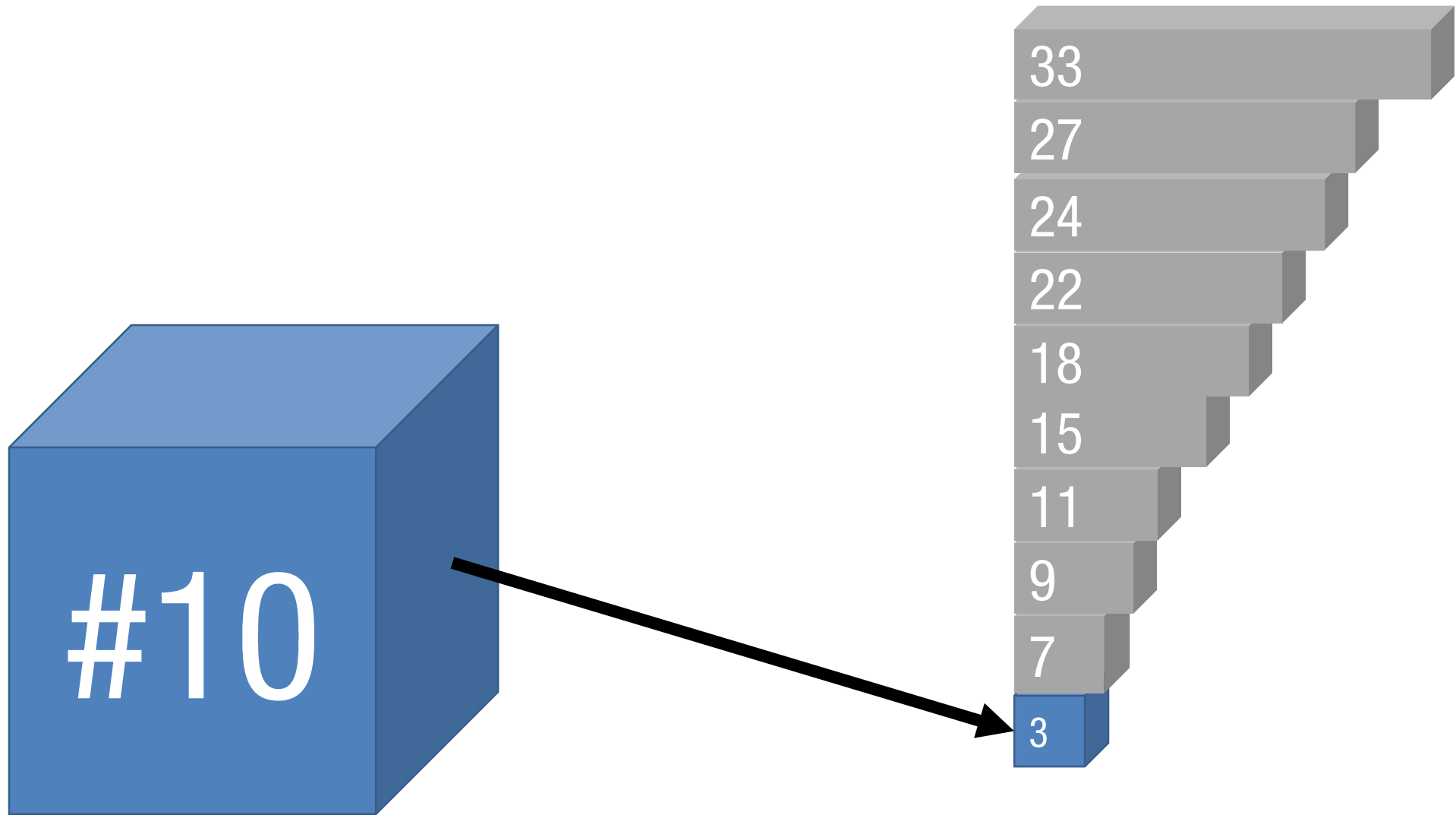
Why?

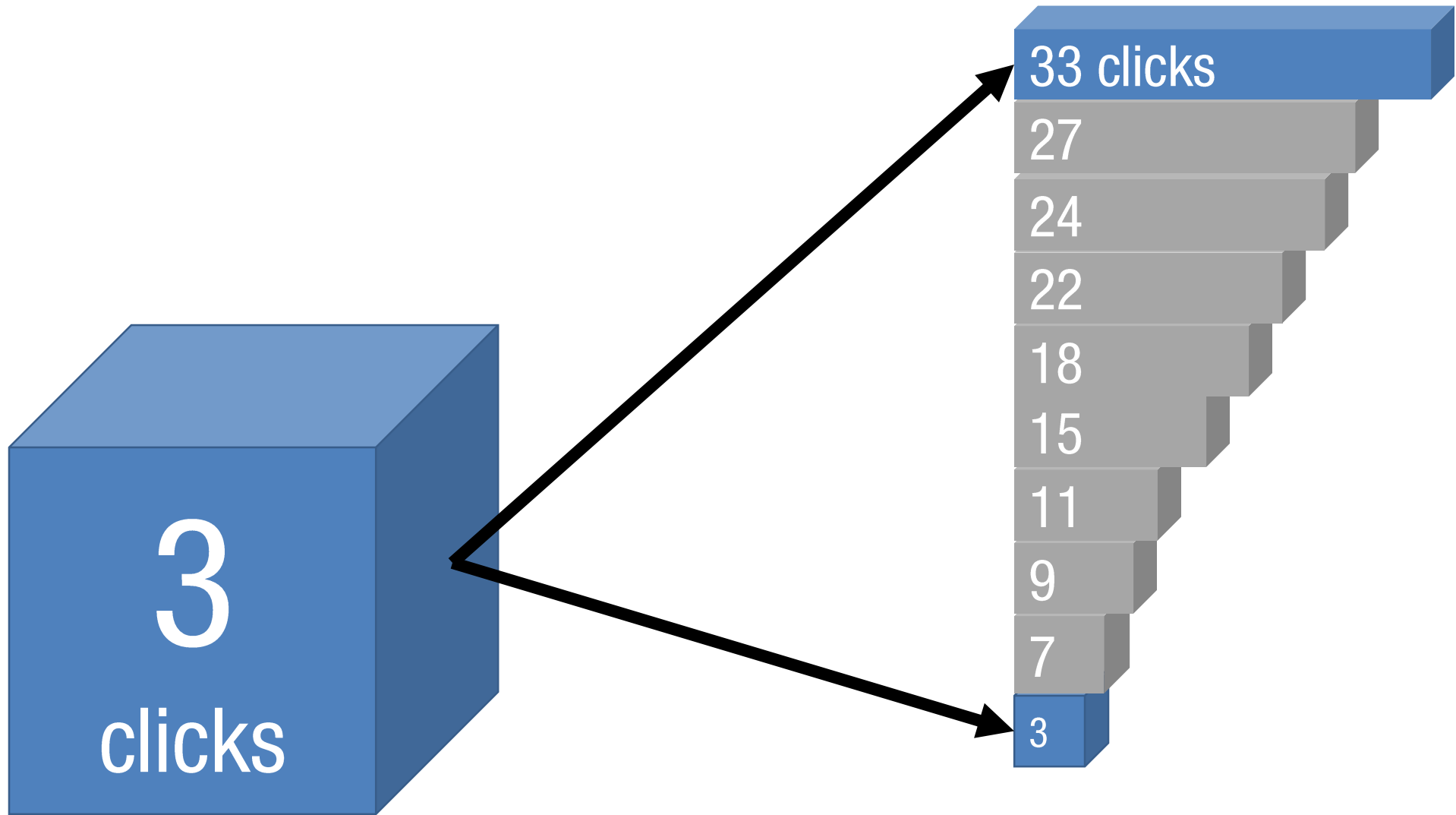
Snippet optimisation opportunity.

Calculating Traffic Potential

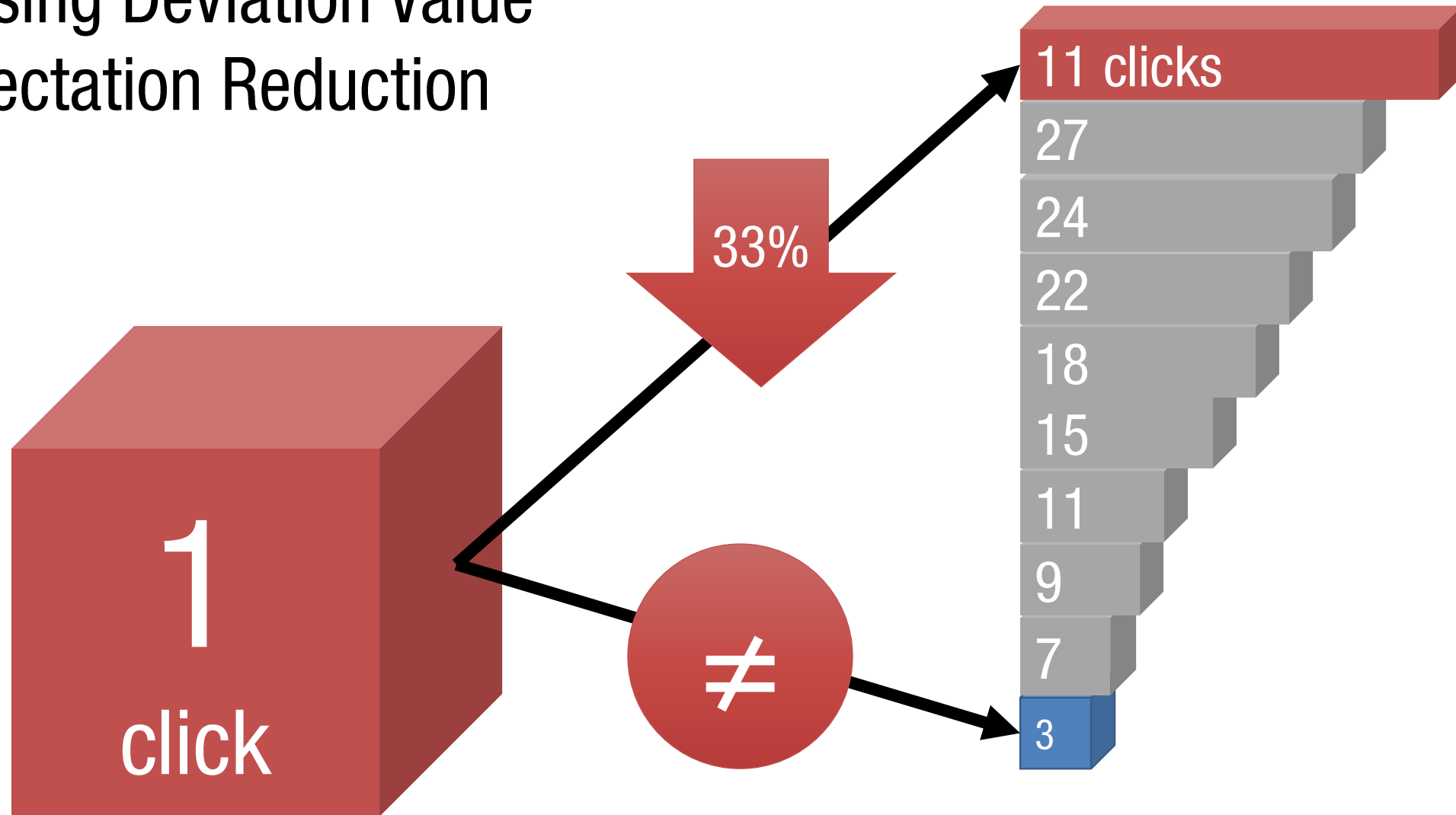
Remove first position phrases

(they have zero growth potential)

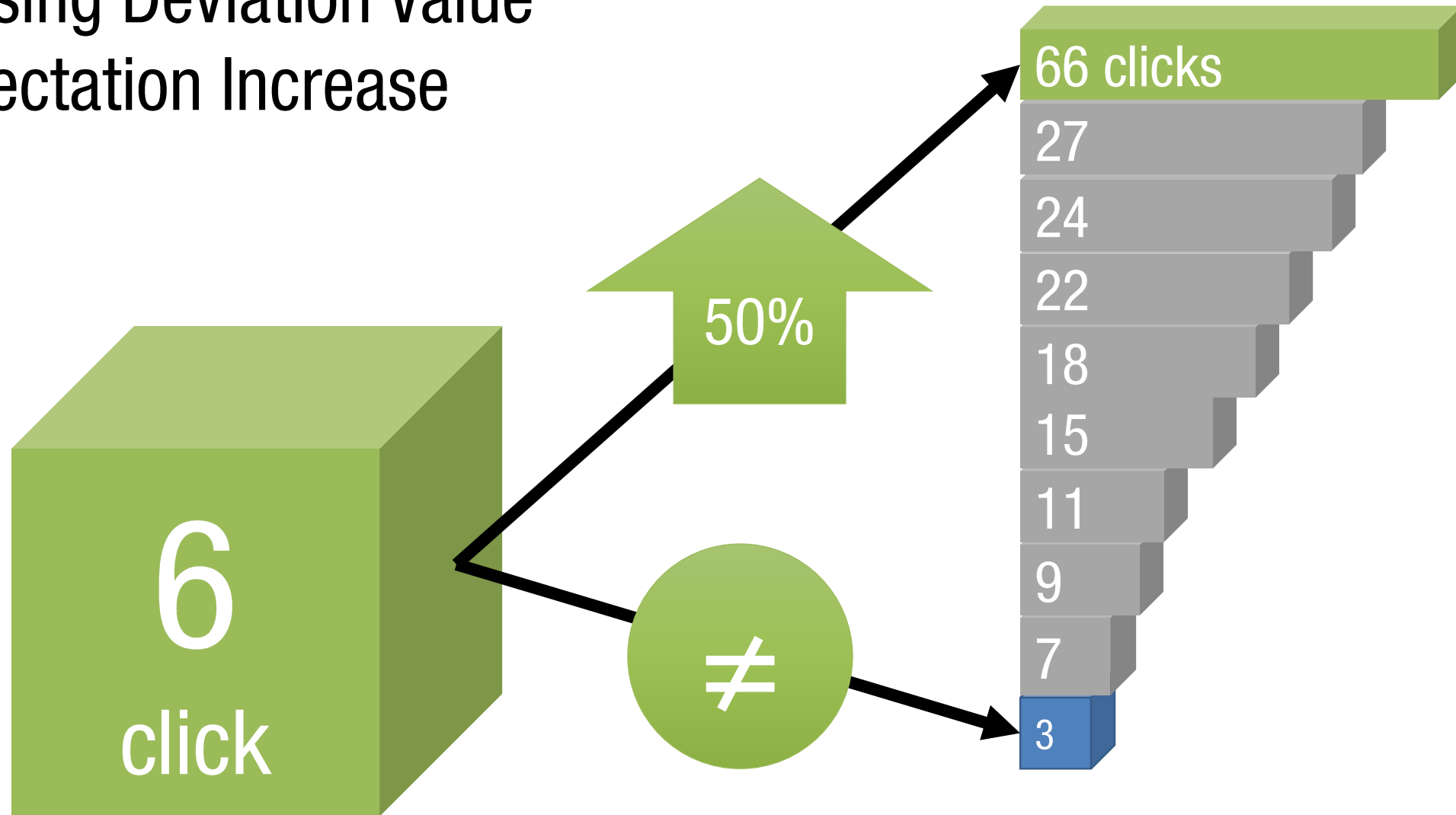




Utilising Deviation Value Expectation Reduction

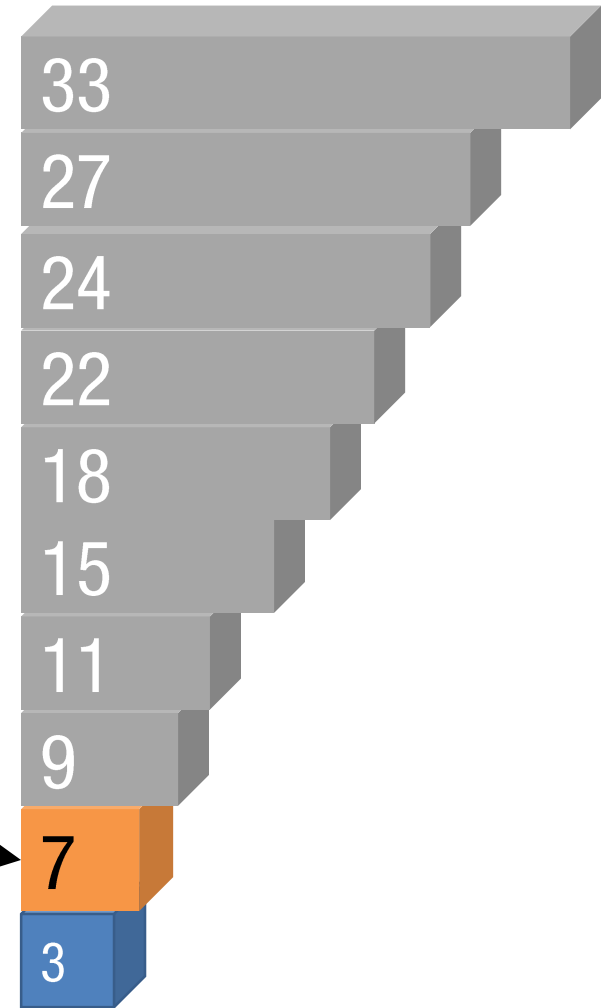
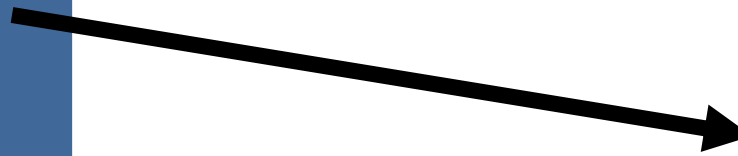
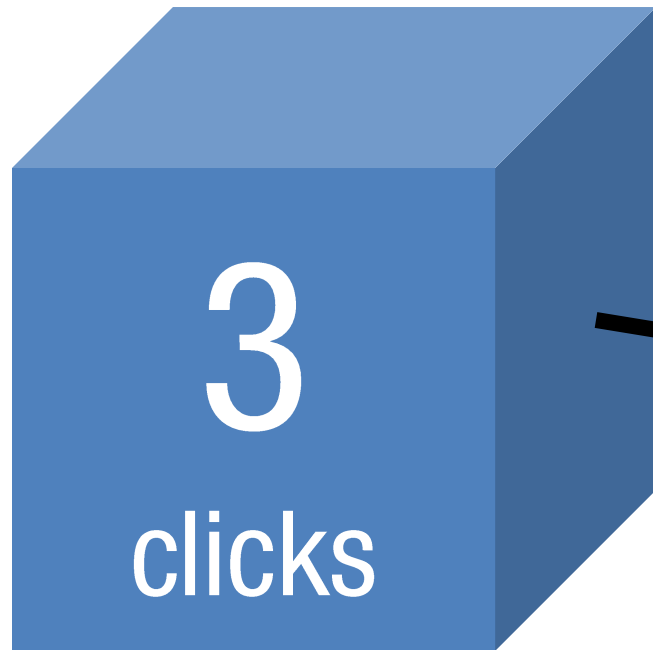


Utilising Deviation Value Expectation Increase



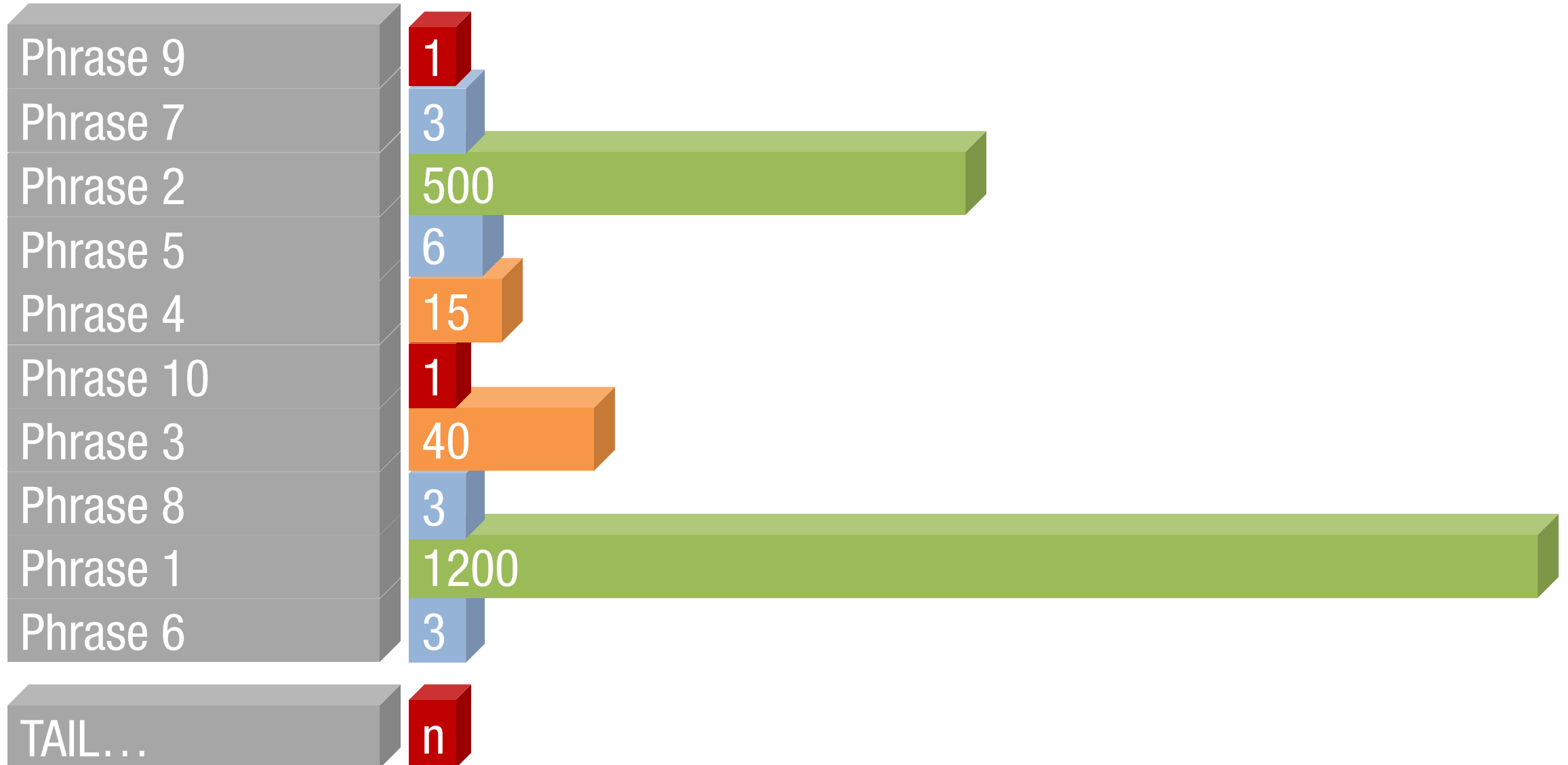
ONE UP SCENARIO

A Good Starting Point



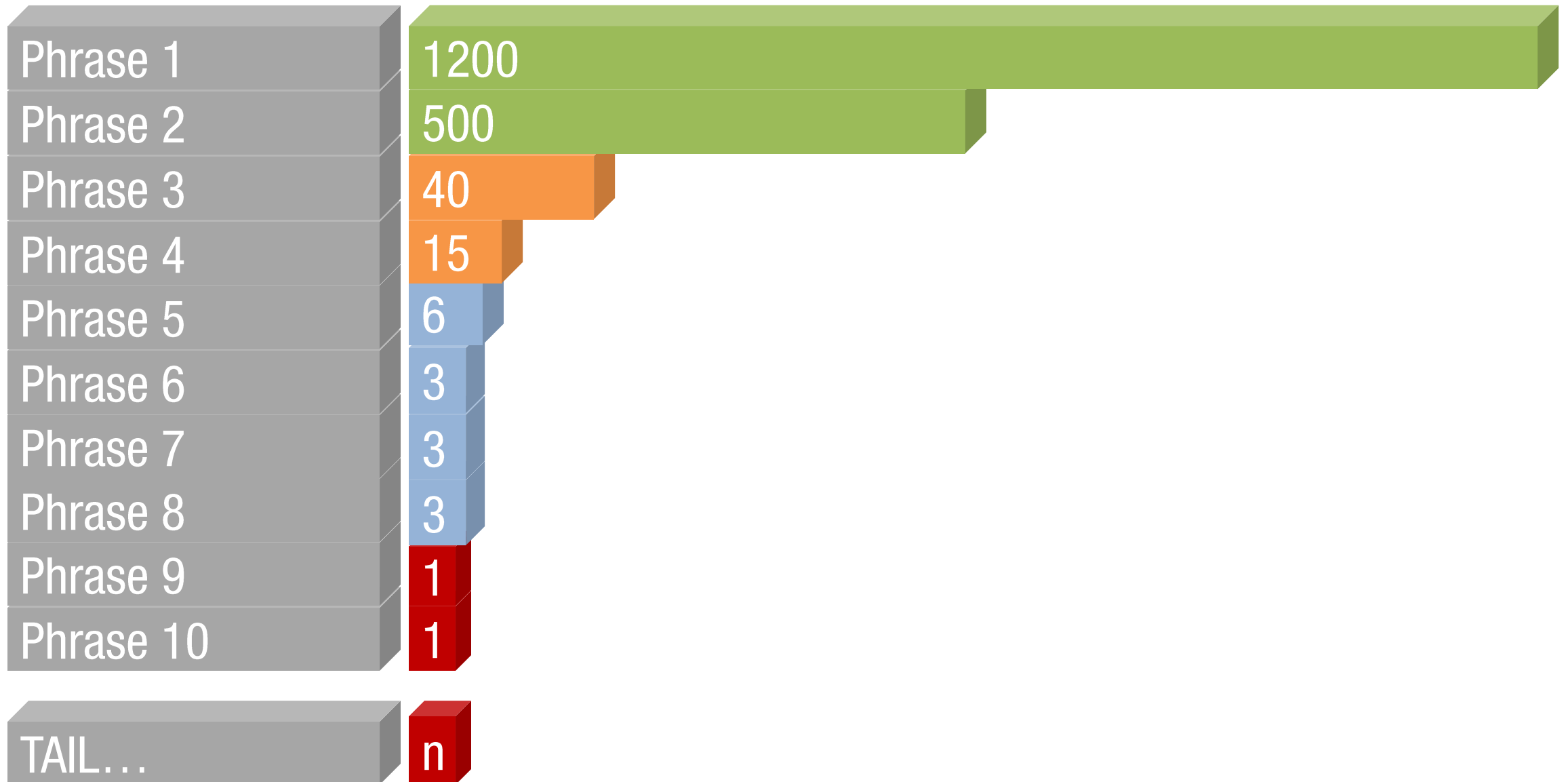
Phrase

Traffic Potential



Phrase

Sorted by Traffic Potential

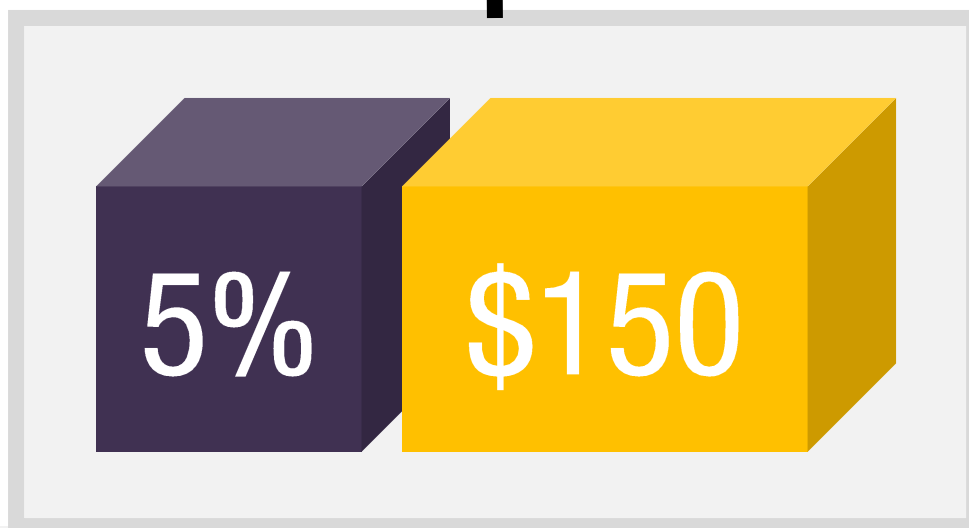


Potential Traffic

1200





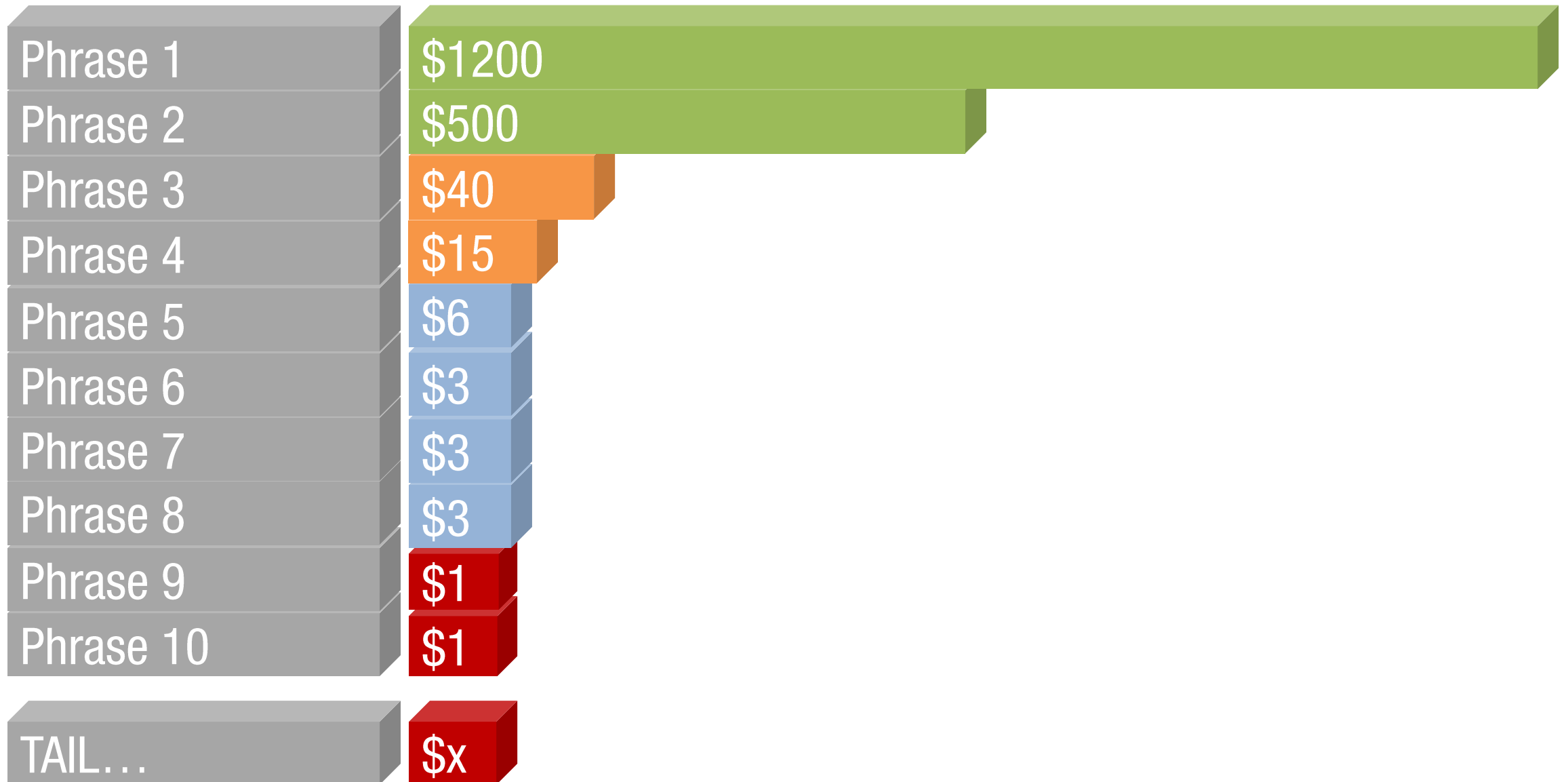






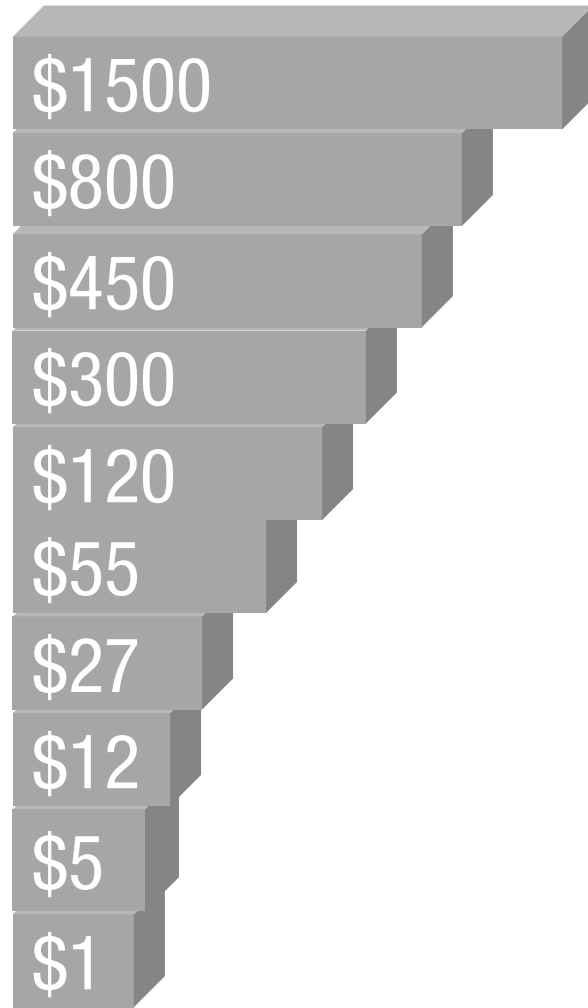
Phrase

Sorted by Potential Revenue

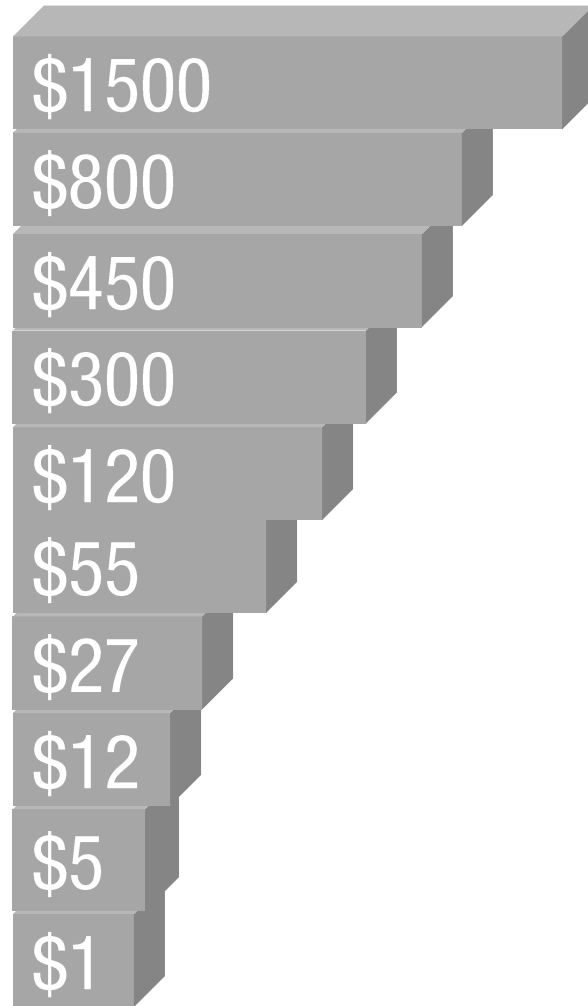


What's missing?

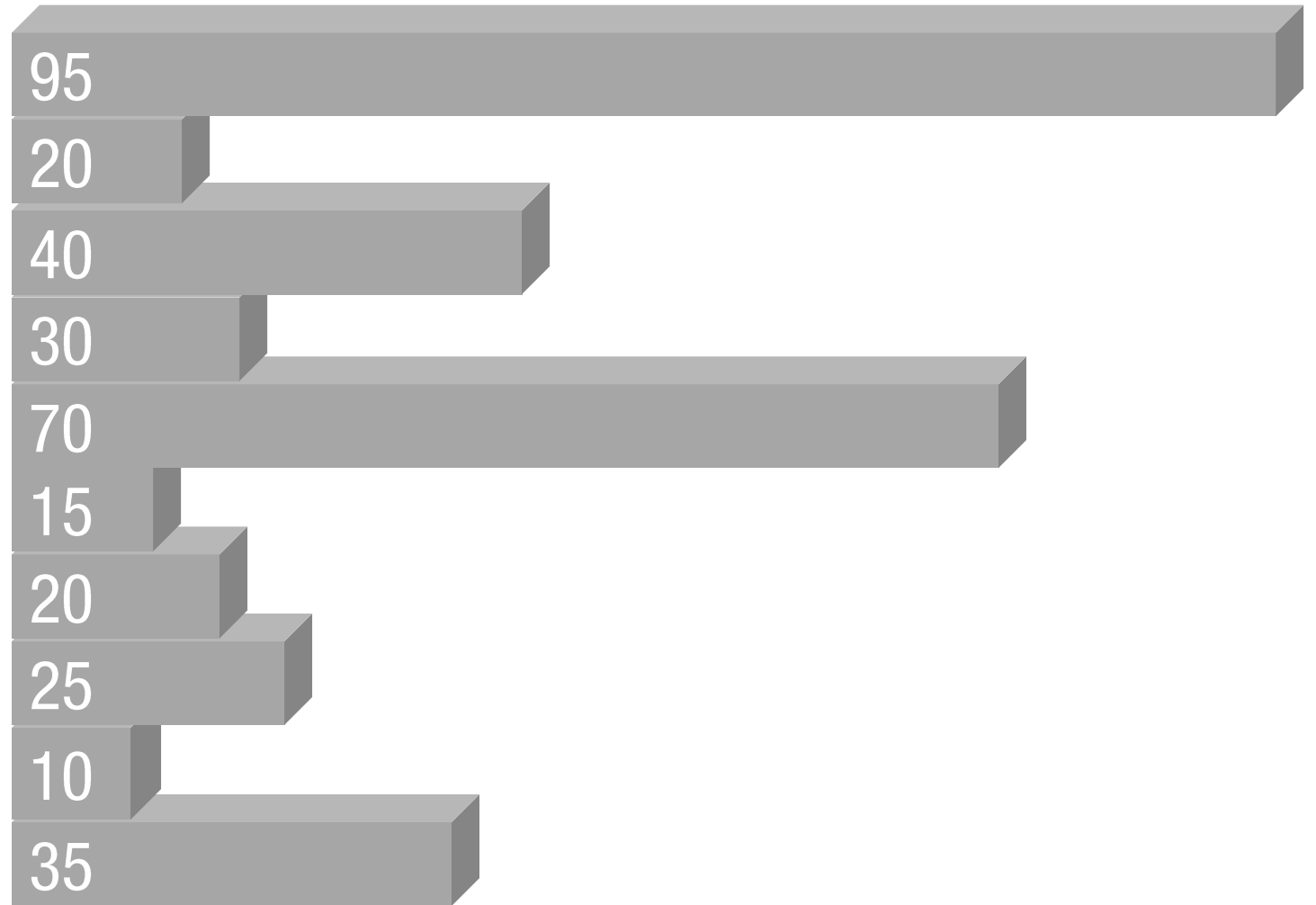
Reward



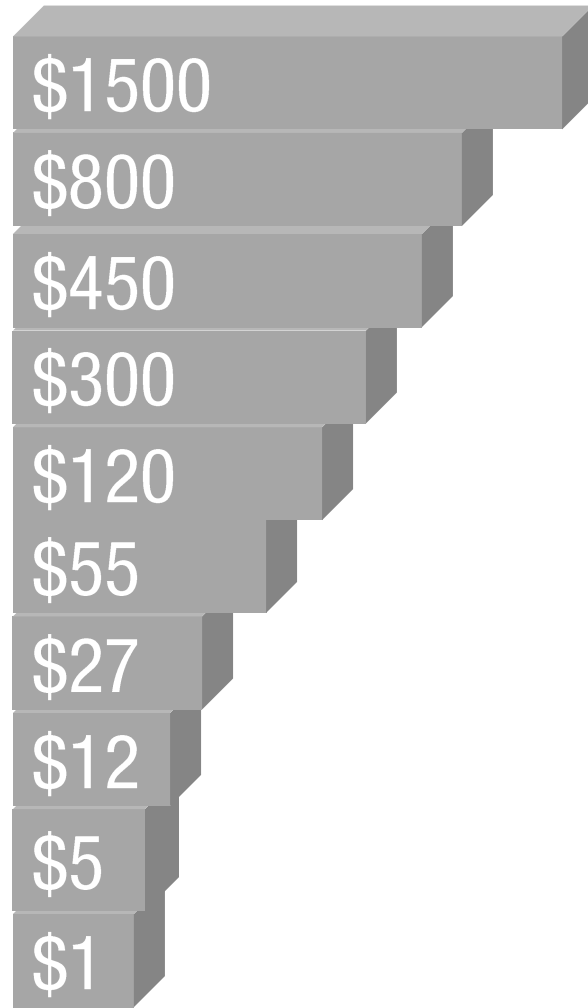
Reward



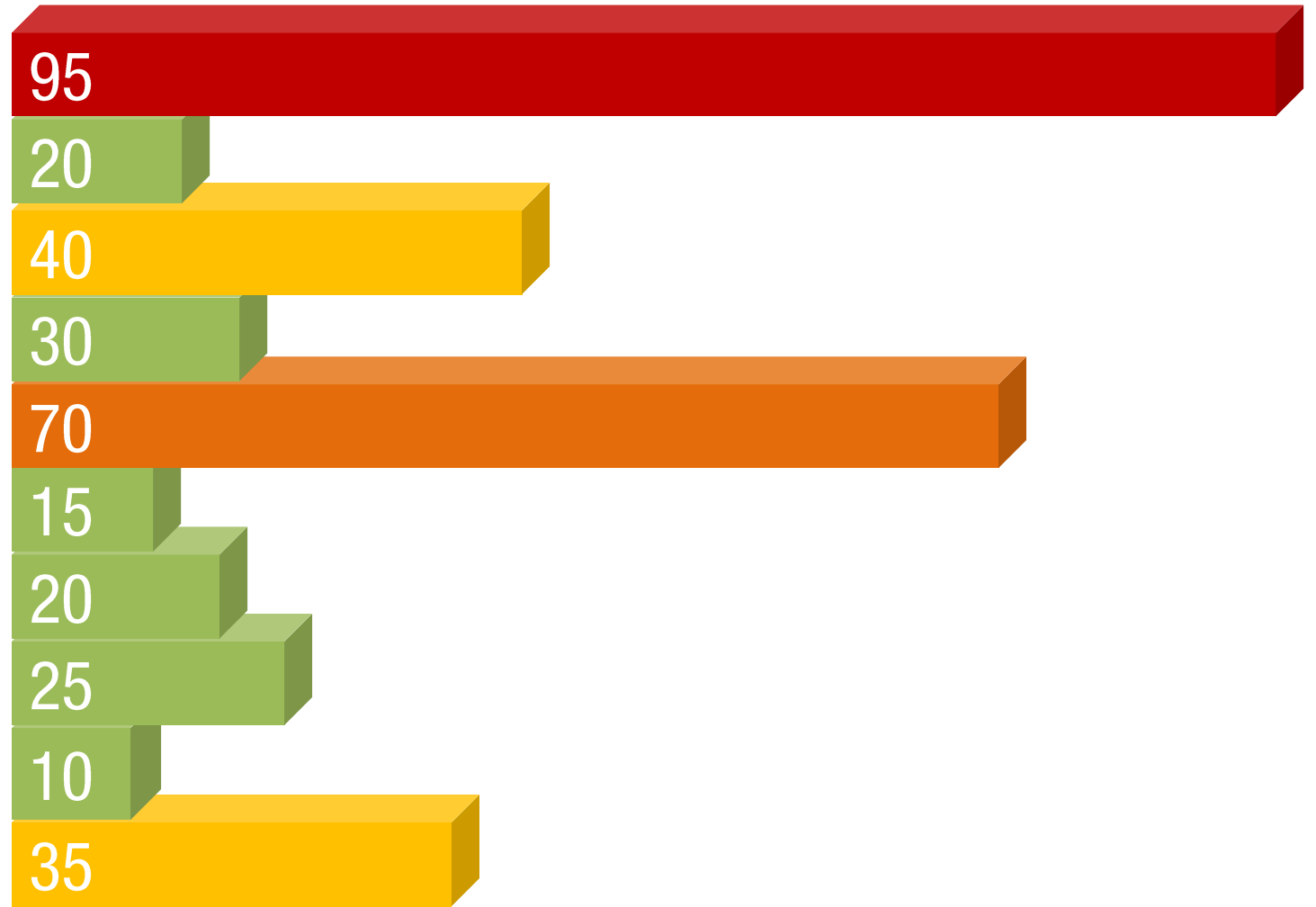
Difficulty



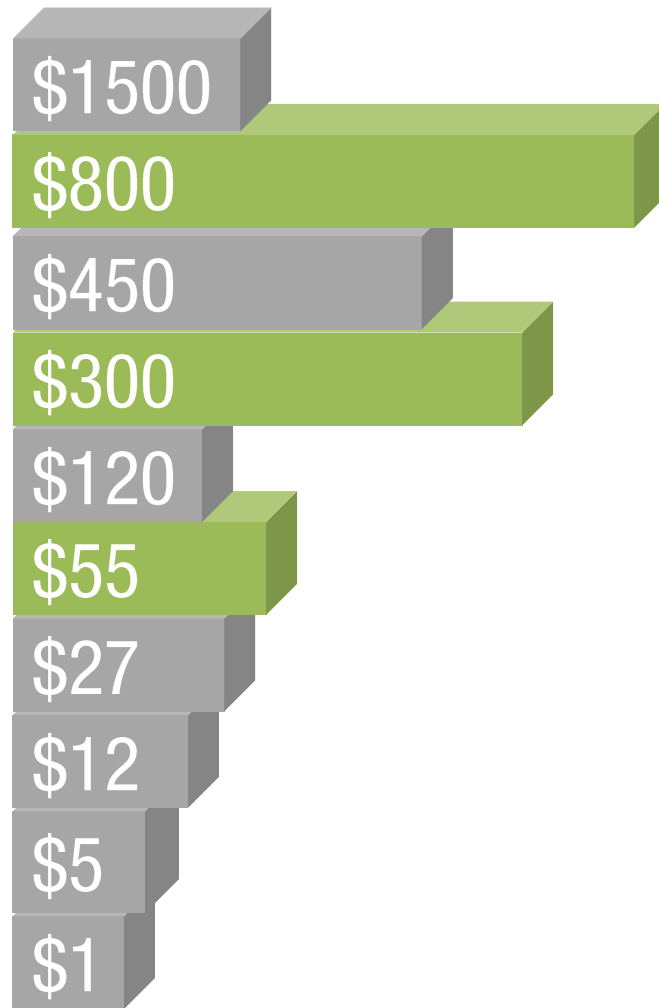
Reward



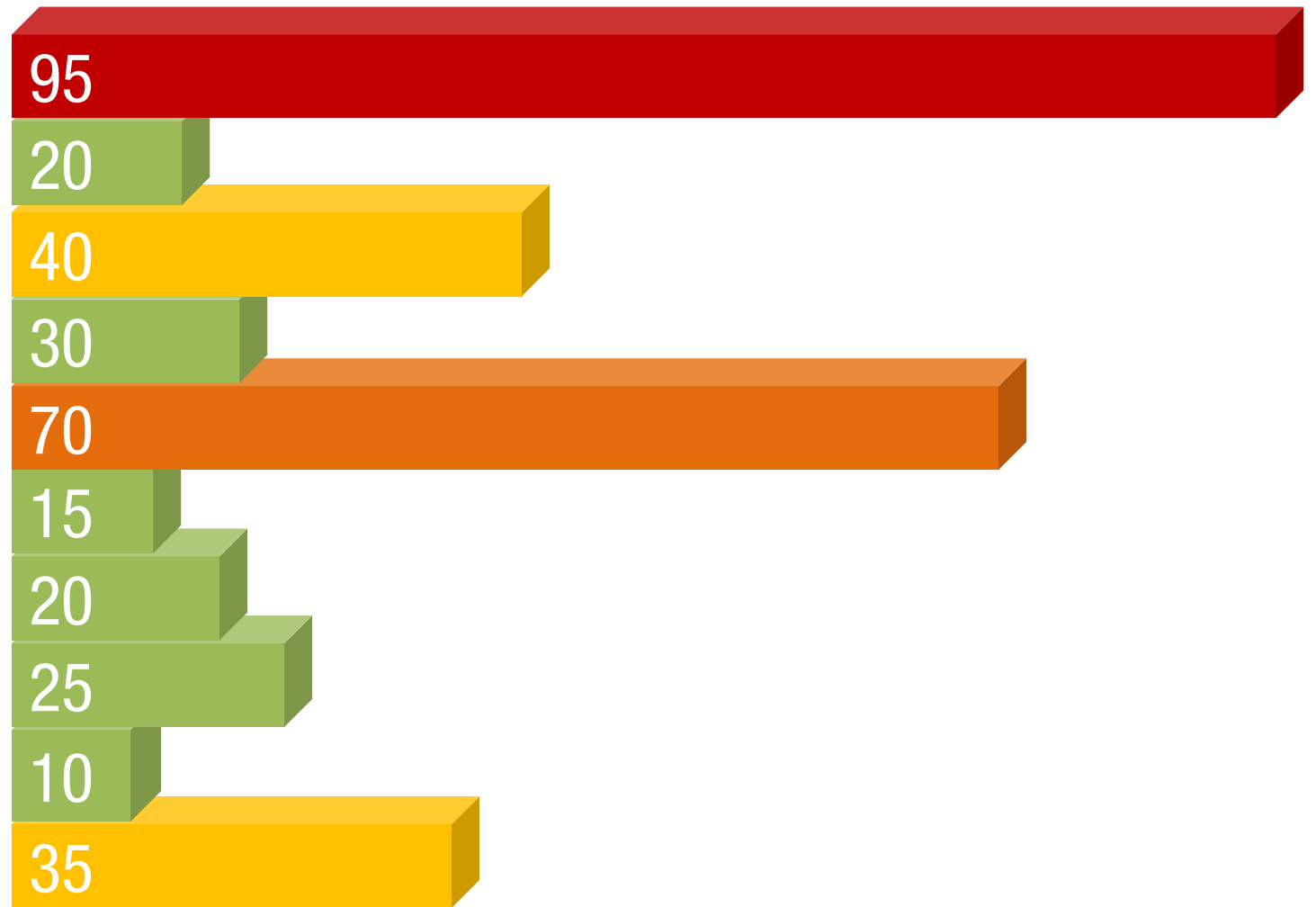
Difficulty



Reward



Difficulty



Priority One

Priority Two

Priority Three

Priority One

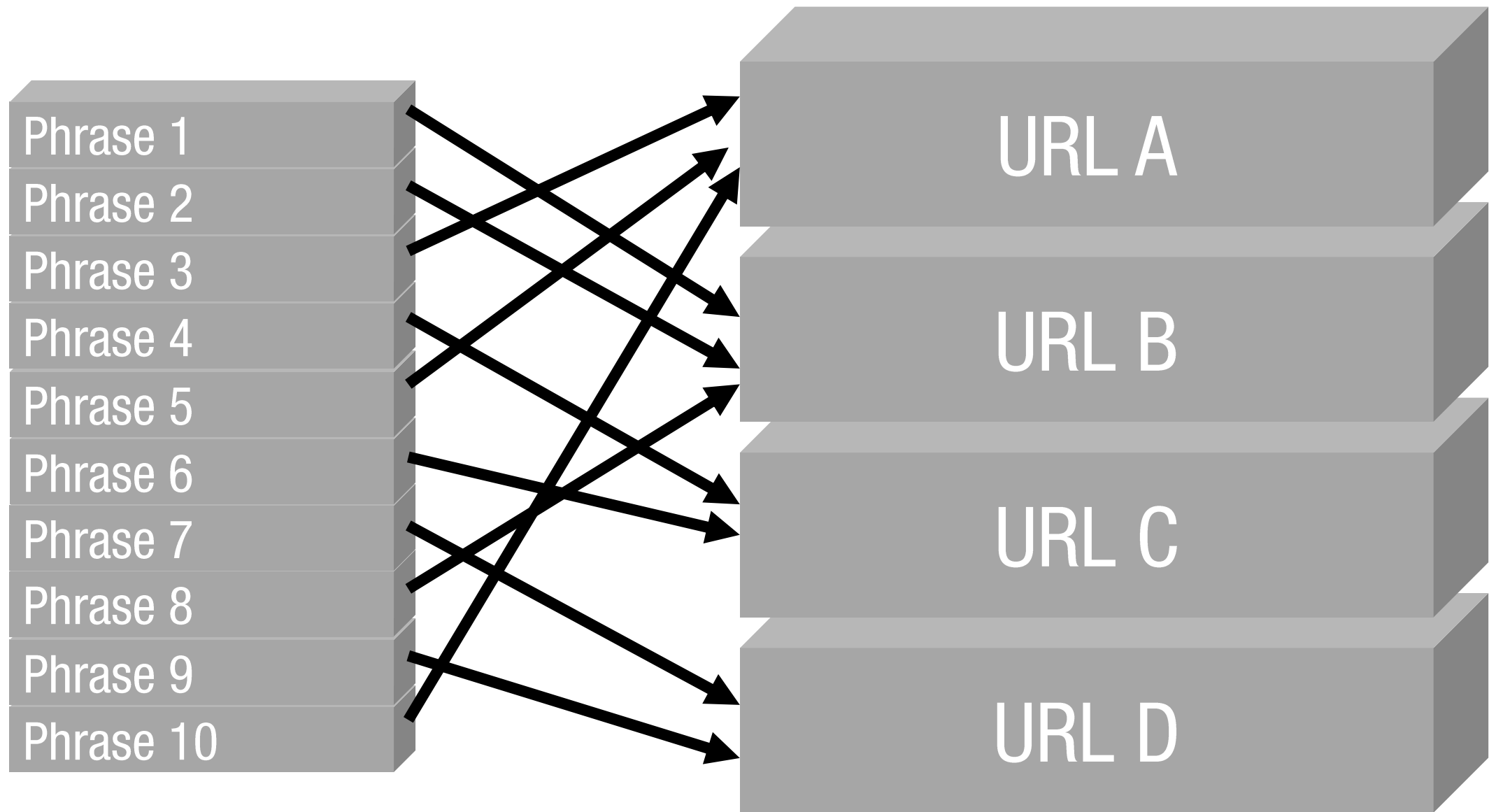
Priority Two

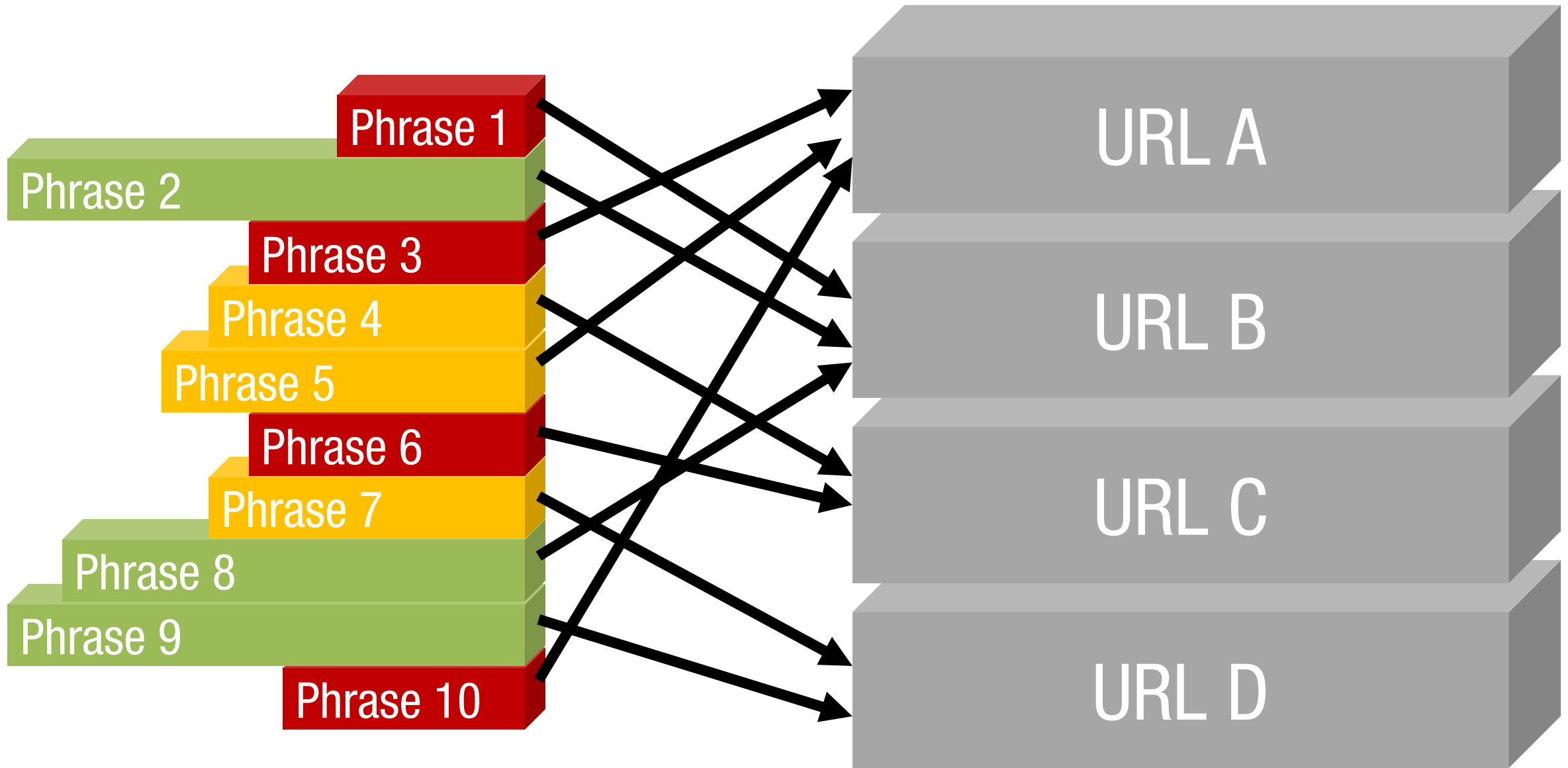
Priority Three

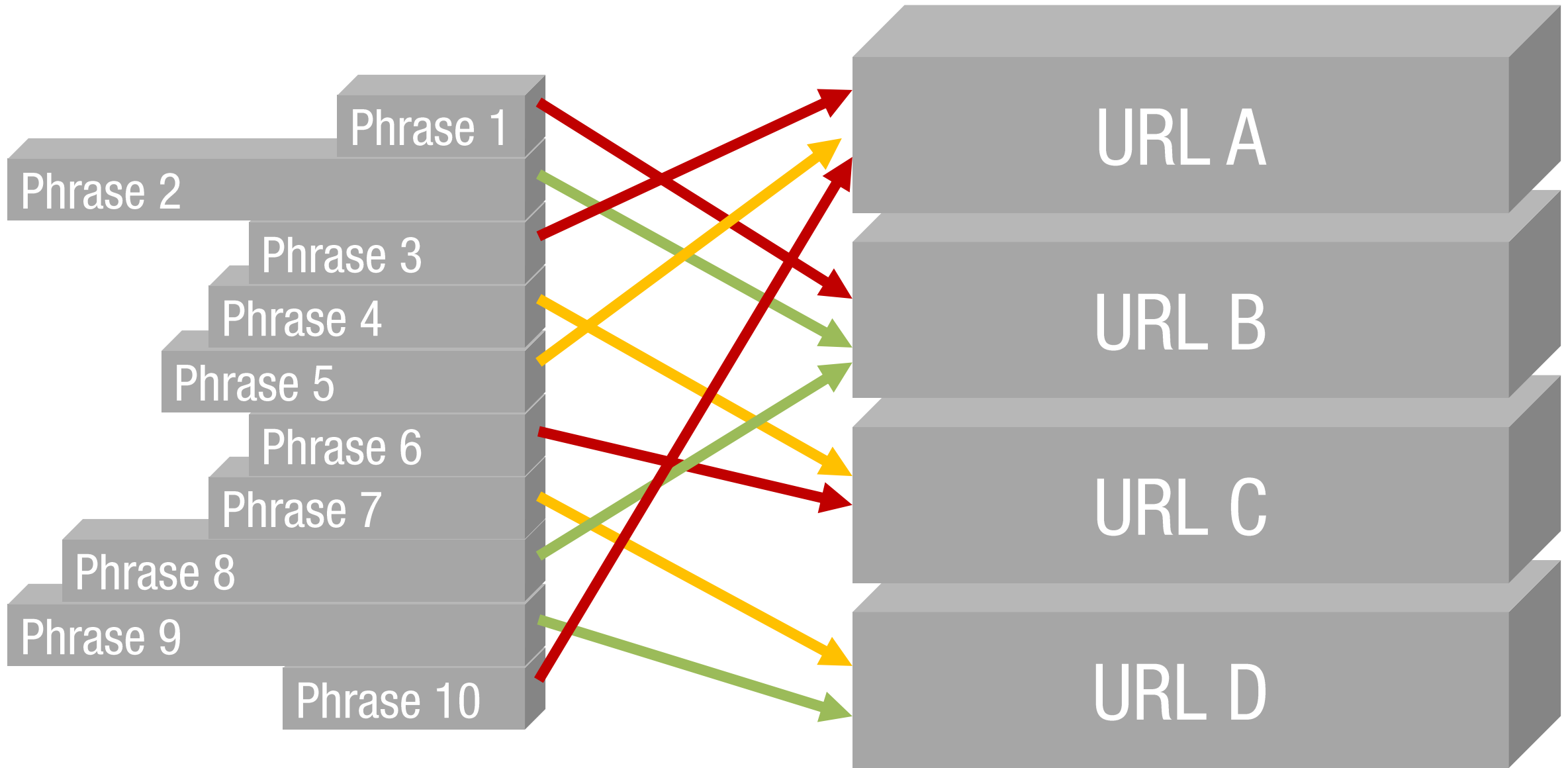
FOCUS

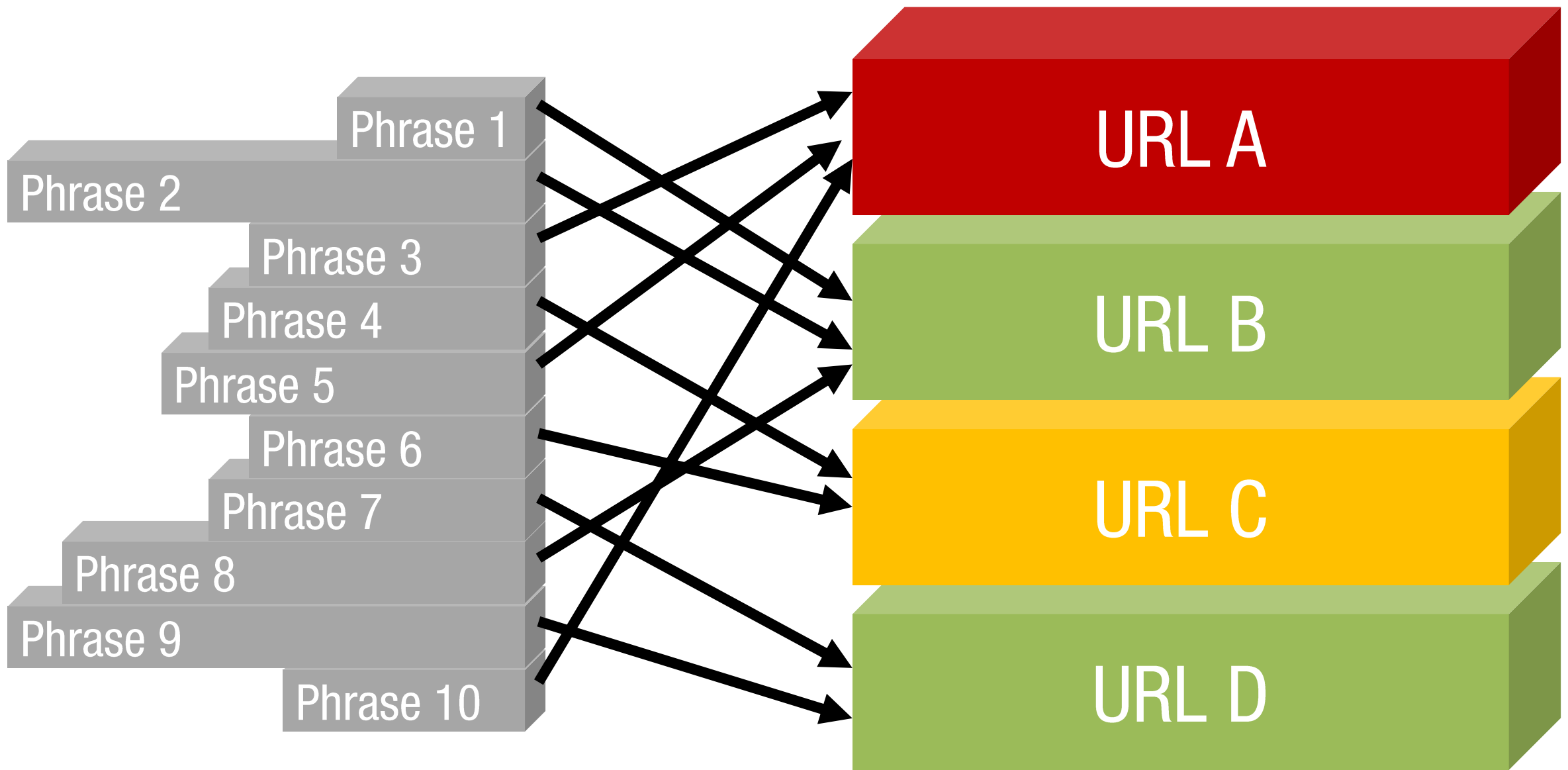
Current Status				Scenarios				Financial Impact					Metrics	
Keyphrase	Impressions	Rank	Current Clicks	Clicks if #1	Clicks if #2	Clicks if #3	Clicks if Up 1 Pos**	\$ Current	\$ if #1	\$ if #2	\$ if #3	\$ if Up 1 Pos**	Difficulty	Potential Score ▾
✗ seo brisbane	3,500	16	49	257	190	141	49	4,900	25,700	19,000	14,100	4,900	3	287
✗ google keyword tool	2,000	16	28	147	109	81	28	2,800	14,700	10,900	8,100	2,800	28	153
✗ sem	1,250	13	29	152	112	83	29	2,900	15,200	11,200	8,300	2,900	37	152
✗ seo jobs	400	3	92	168	124	92	124	9,200	16,800	12,400	9,200	12,400	13	105
✗ seo agency	200	10	16	84	62	46	18	1,600	8,400	6,200	4,600	1,800	21	90
✗ search engine optimization serv...	176	9	16	75	55	41	18	1,600	7,500	5,500	4,100	1,800	29	76
✗ seo consultants	175	8	18	76	56	41	20	1,800	7,600	5,600	4,100	2,000	26	76
✗ search engine optimisation serv...	175	9	16	75	55	41	18	1,600	7,500	5,500	4,100	1,800	29	76
✗ smx.sydney	200	6	28	84	62	46	30	2,800	8,400	6,200	4,600	3,000	24	75
✗ google.au/search	170	5	26	73	54	40	35	2,600	7,300	5,400	4,000	3,500	13	65
✗ seo services company	250	11	11	58	43	32	11	1,100	5,800	4,300	3,200	1,100	24	61
✗ small business seo	480	13	11	58	43	32	11	1,100	5,800	4,300	3,200	1,100	38	56

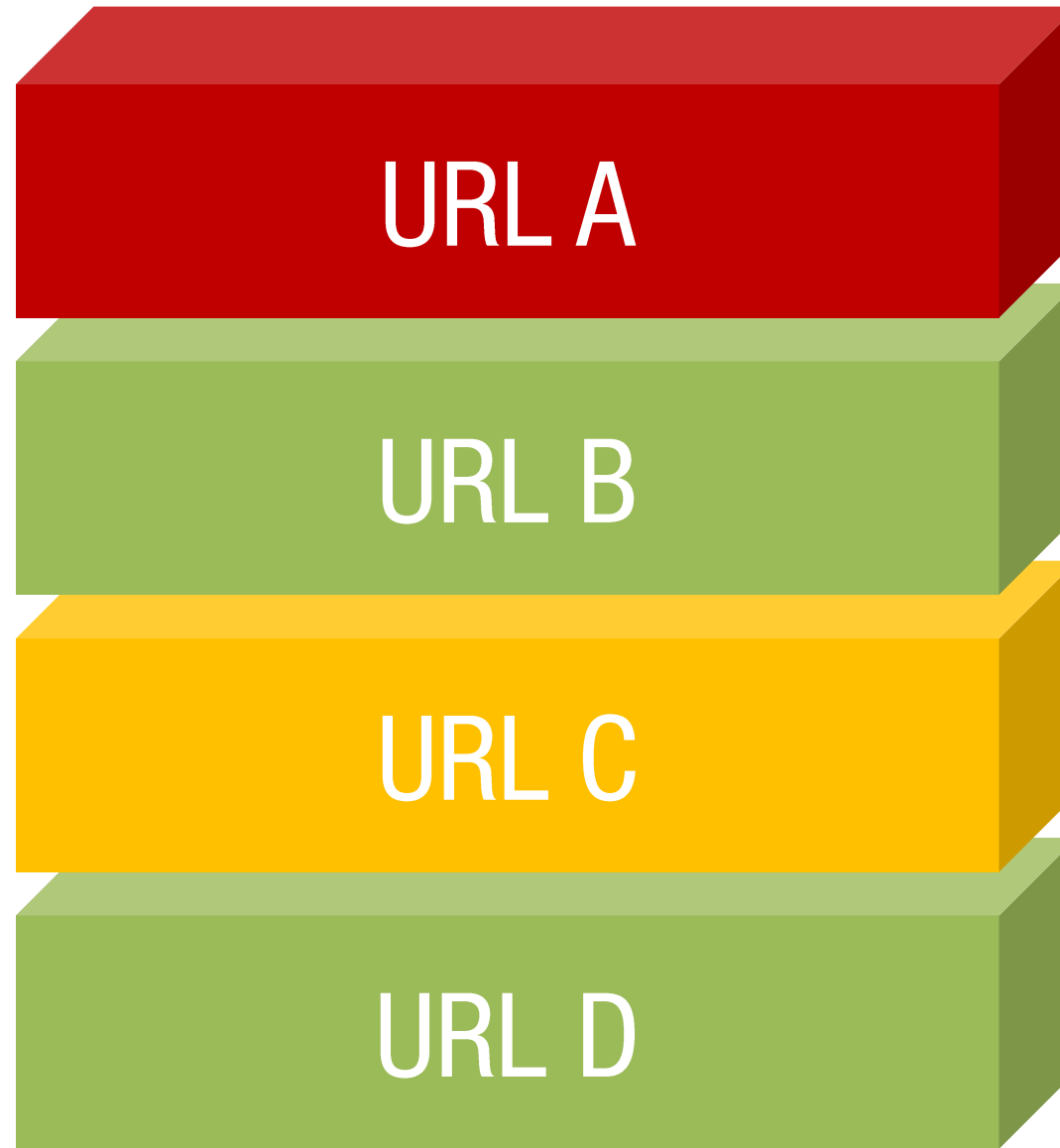
What's (still) missing?

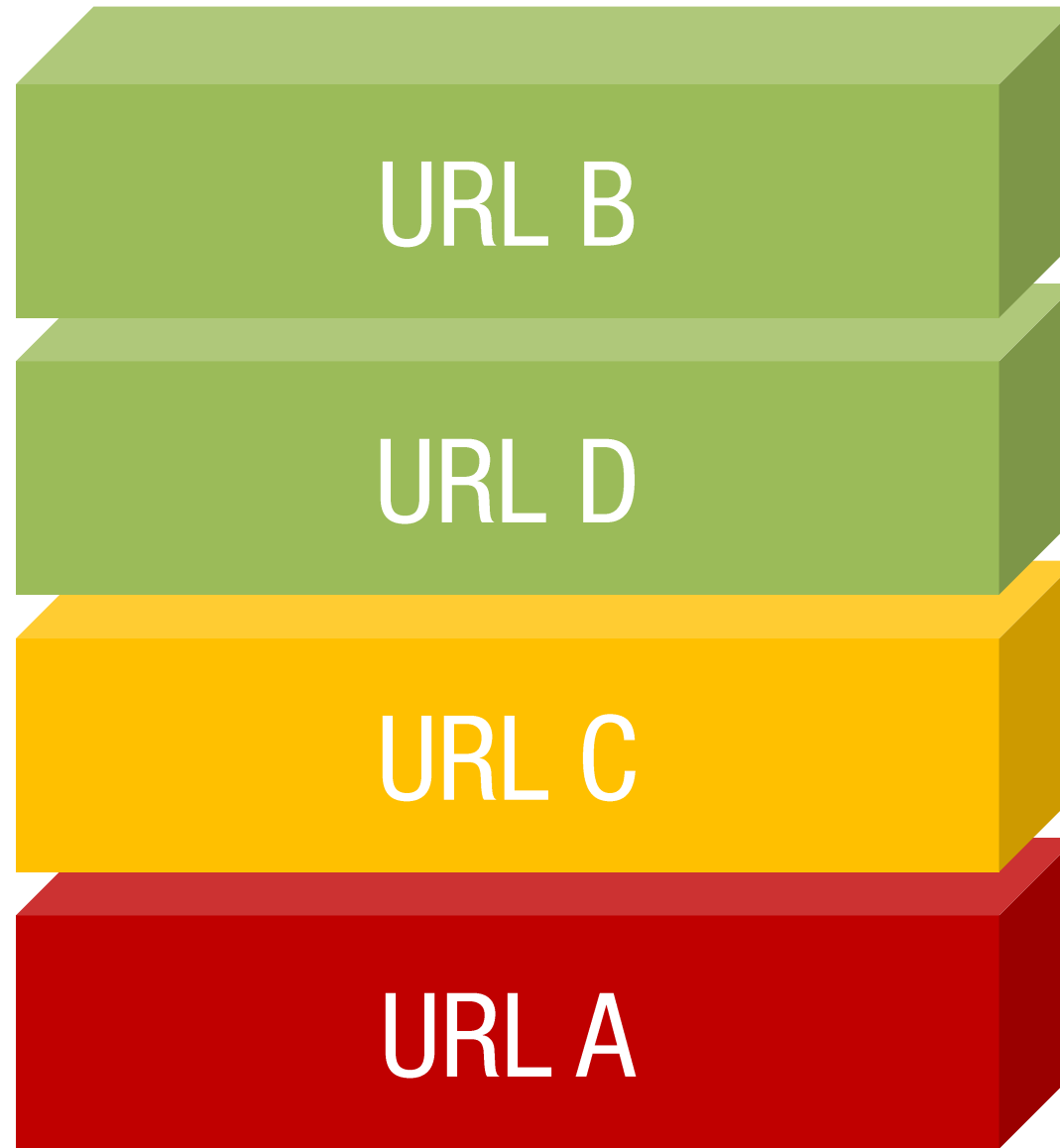














Priority Phrases

Priority One

Priority Two

Priority Three

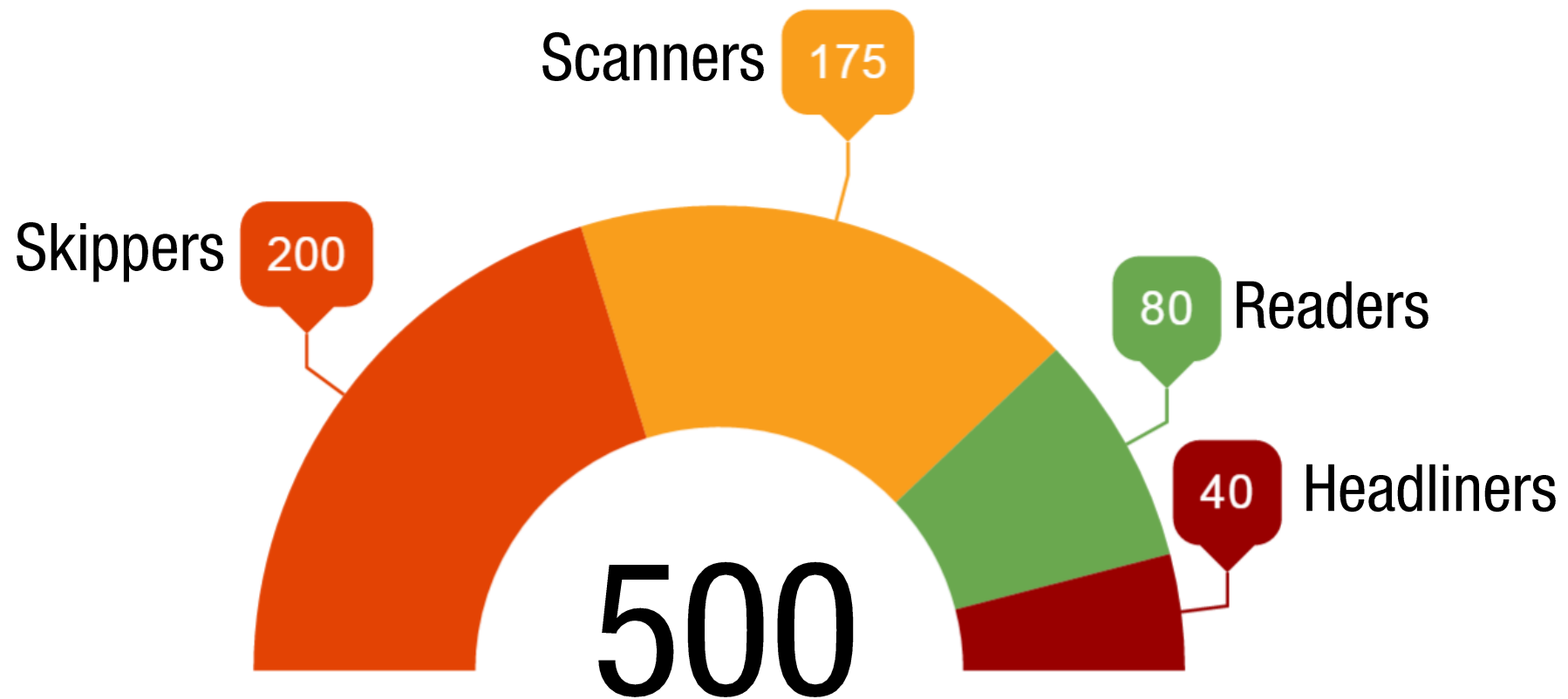
Priority Pages

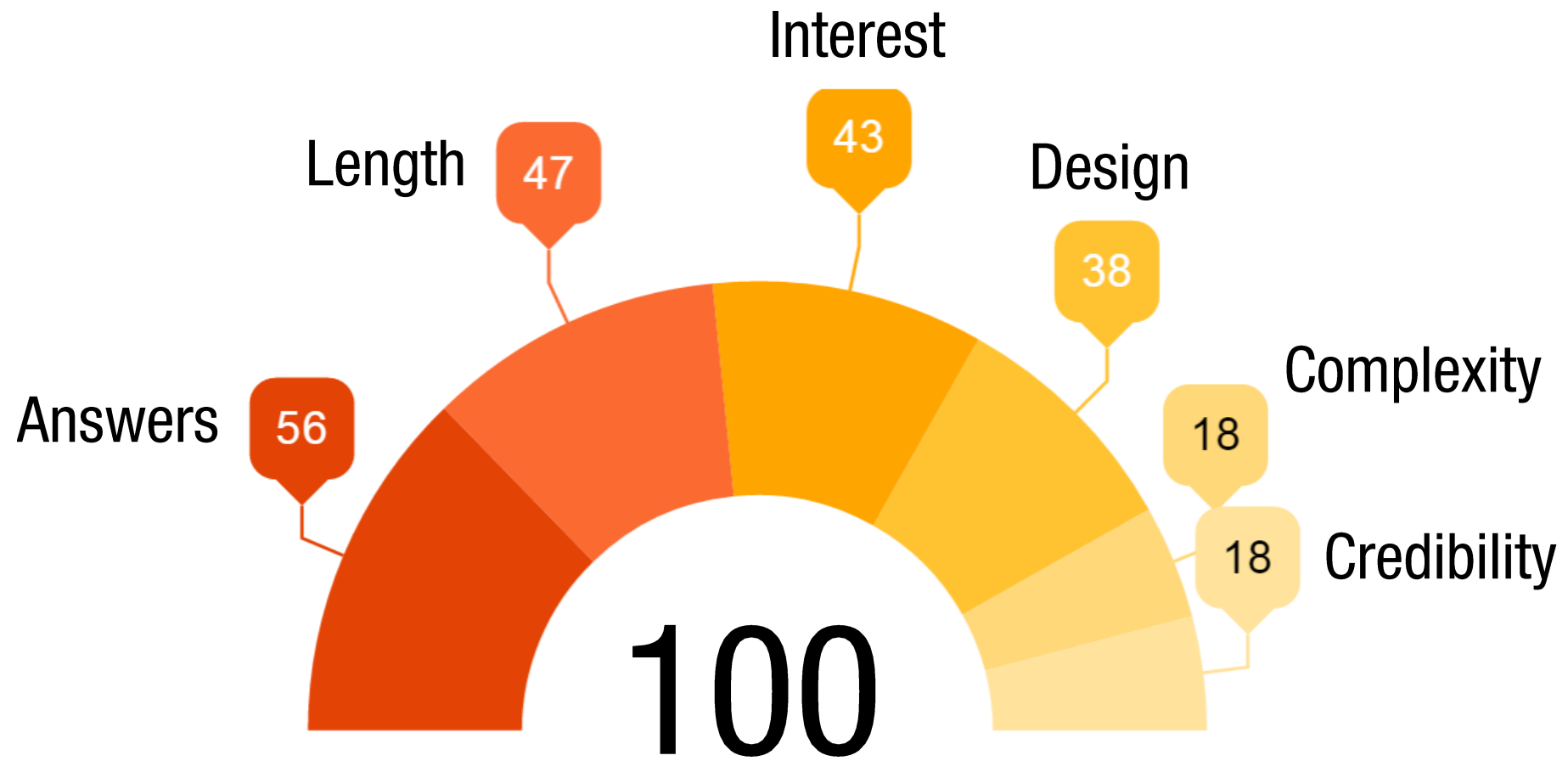
URL B

URL D

PhraseResearch.com

Part 2: Content







SEO Myth

Fresh content means good rankings.

Write frequently, write a lot.

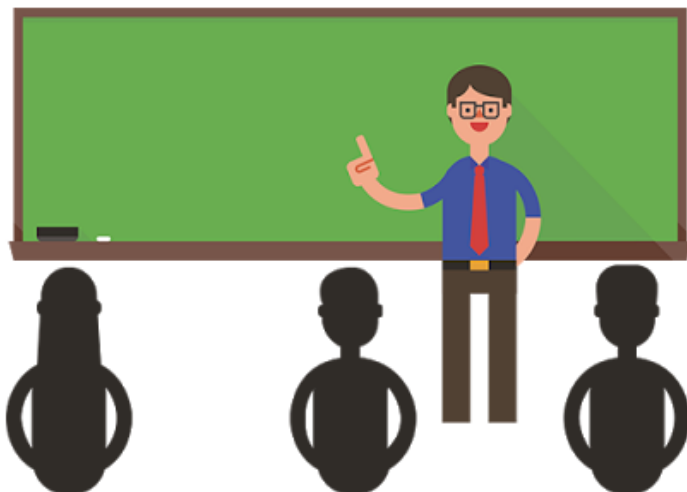
Search Console Help

[Take the course](#) > [Module 1: Make a great site](#)[Take the course](#)

1.4 Create valuable content

[NEXT: 1.5 ORGANIZE YOUR SITE STRUCTURE](#) >

The key to creating a great website is to create the best possible experience for your audience with original and high quality content. If people find your site useful and unique, they may come back again or link to your content on their own websites. This can help attract more people to your site over time.

[Take the course](#)[Module 1: Make a great site](#)[1.1 Determine if you want a website](#)[1.2 Set up a new website](#)[1.3 Identify your audience](#)[1.4 Create valuable content](#)[1.5 Organize your site structure](#)[1.6 Quiz](#)[Module 2: Learn how Google understands your site](#)[Module 3: Use our resources](#)[Resources](#)

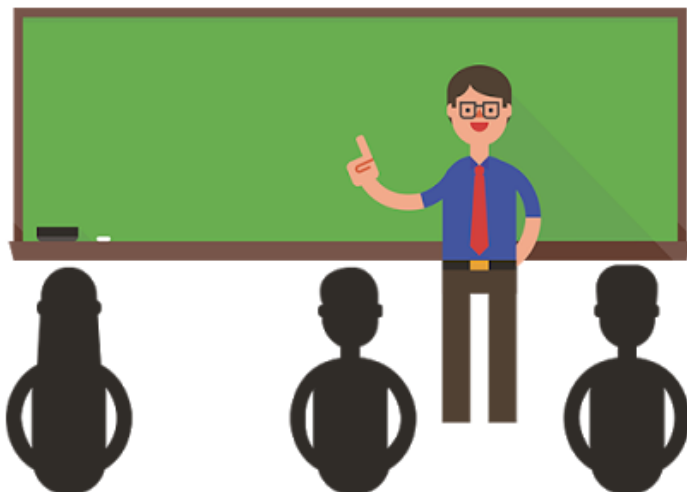
Search Console Help

[Take the course](#) > [Module 1: Make a great site](#)[Take the course](#)

1.4 Create valuable content

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Take the course

Module 1: Make a great site

[1.1 Determine if you want a website](#)[1.2 Set up a new website](#)[1.3 Identify your audience](#)[1.4 Create valuable content](#)[1.5 Organize your site structure](#)[1.6 Quiz](#)[Module 2: Learn how Google understands your site](#)[Module 3: Use our resources](#)[Resources](#)

Search Console Help

Take the course > Module 1: Make a great site

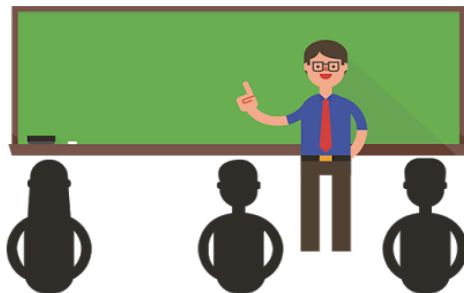
Take the course

1.4 Create valuable content



NEXT: 1.5 ORGANIZE YOUR SITE STRUCTURE >

The key to creating a great website is to create the best possible experience for your audience with original and high quality content. If people find your site useful and unique, they may come back again or link to your content on their own websites. This can help attract more people to your site over time.



As you begin creating content, make sure your website is:

- **Useful and informative:** If you're launching a site for a restaurant, you can include the location, hours of operation, contact information, menu and a blog to share upcoming events.
- **More valuable and useful than other sites:** If you write about how to train a dog, make sure your article provides more value or a different perspective than the numerous articles on the web on dog training.
- **Credible:** Show your site's credibility by using original research, citations, links, reviews and testimonials. An author biography or testimonials from real customers can help boost your site's trustworthiness and reputation.
- **High quality:** Your site's content should be unique, specific and high quality. It should not be mass-produced or outsourced on a large number of other sites. Keep in mind that your content should be created primarily to give visitors a good user experience, not to rank well in search engines.
- **Engaging:** Bring color and life to your site by adding images of your products, your team, or yourself. Make sure visitors are not distracted by spelling, stylistic, and factual errors. An excessive amount of ads can also be distracting for visitors. Engage visitors by interacting with them through regular updates, comment boxes, or social media widgets.

Be careful of things that can make visitors not trust your site or leave:

- Errors such as broken links or wrong information
- Grammar or spelling mistakes
- Excessive amount of ads
- Spam such as comment or forum spam

Take the course

Module 1: Make a great site

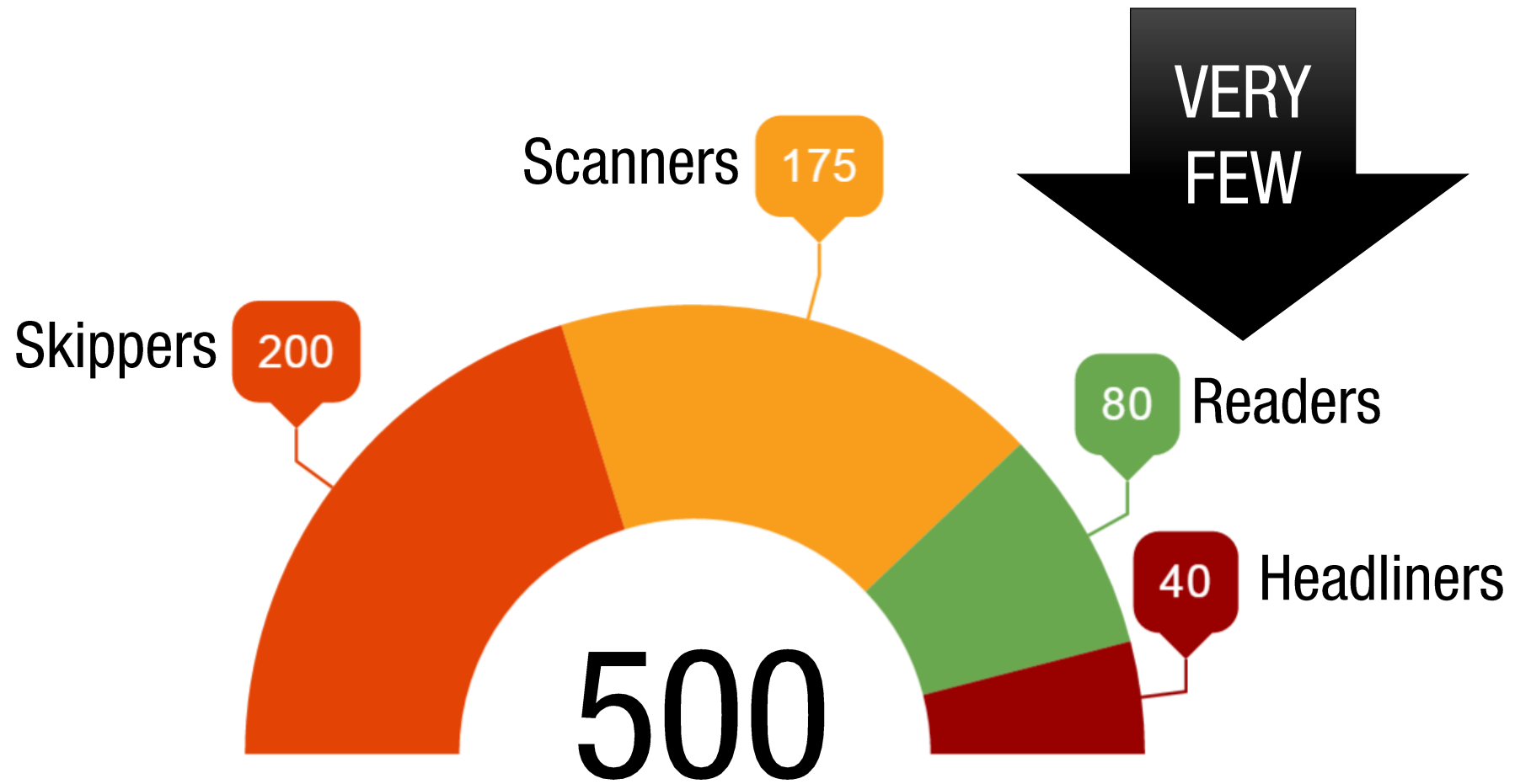
- 1.1 Determine if you want a website
- 1.2 Set up a new website
- 1.3 Identify your audience
- 1.4 Create valuable content**
- 1.5 Organize your site structure
- 1.6 Quiz

Module 2: Learn how Google understands your site

Module 3: Use our resources

Resources

Did anyone actually read this part?



Be Engaging.

Comprehensive study of user engagement signals:

moz.com/blog/user-behaviour-data-as-a-ranking-signal

Show your site's **credibility** by using original research, citations, links, reviews and testimonials.

Why people link on the web:

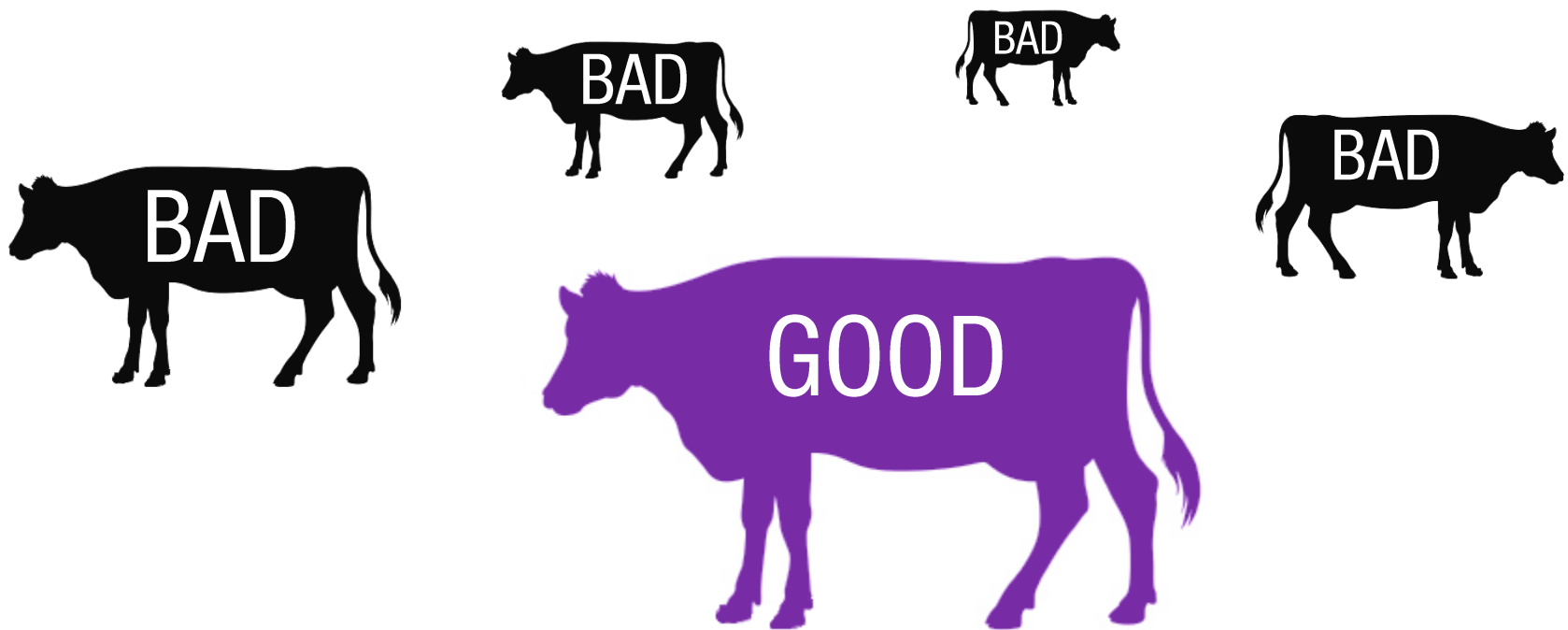
dejanseo.com.au/link-earning

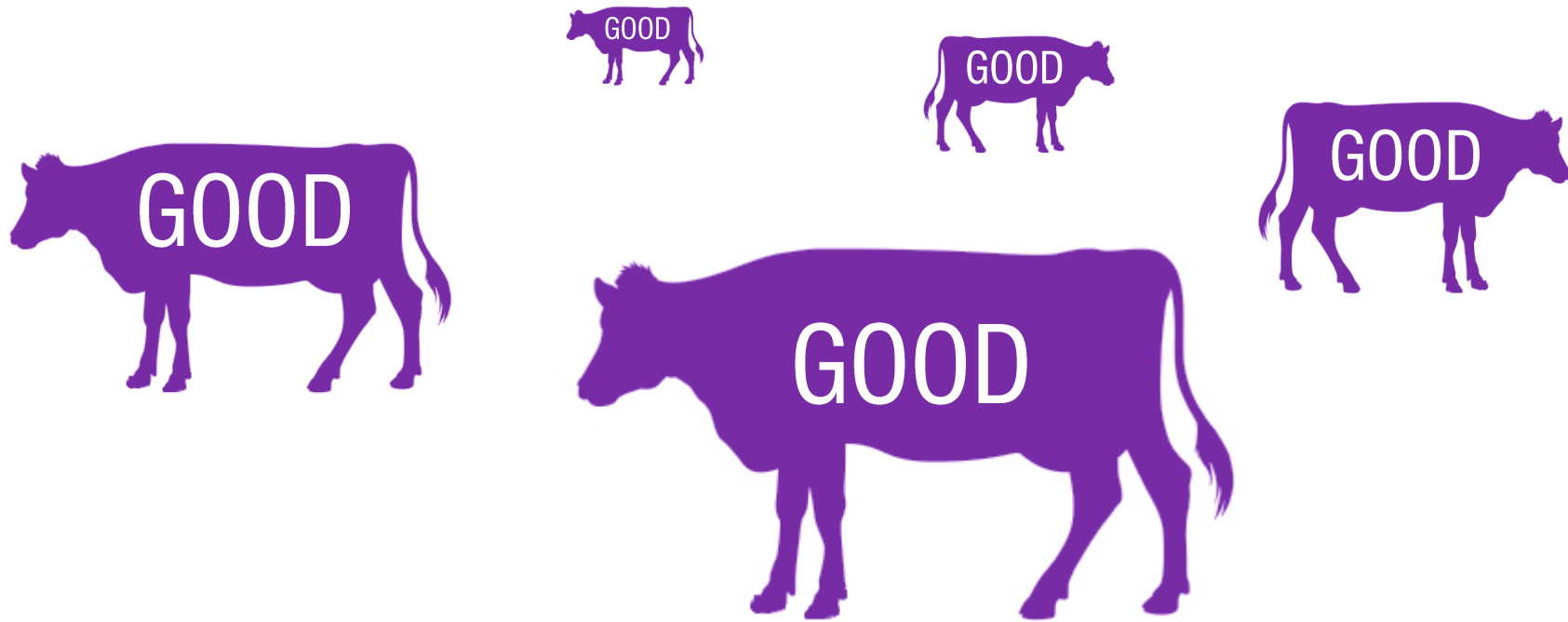
More valuable and useful than other sites.

(This is really hard)

Why Good Unique Content Needs to Die

moz.com/blog/why-good-unique-content-needs-to-die-whiteboard-friday

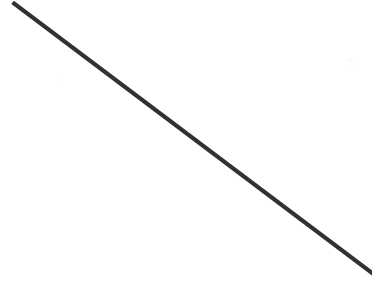


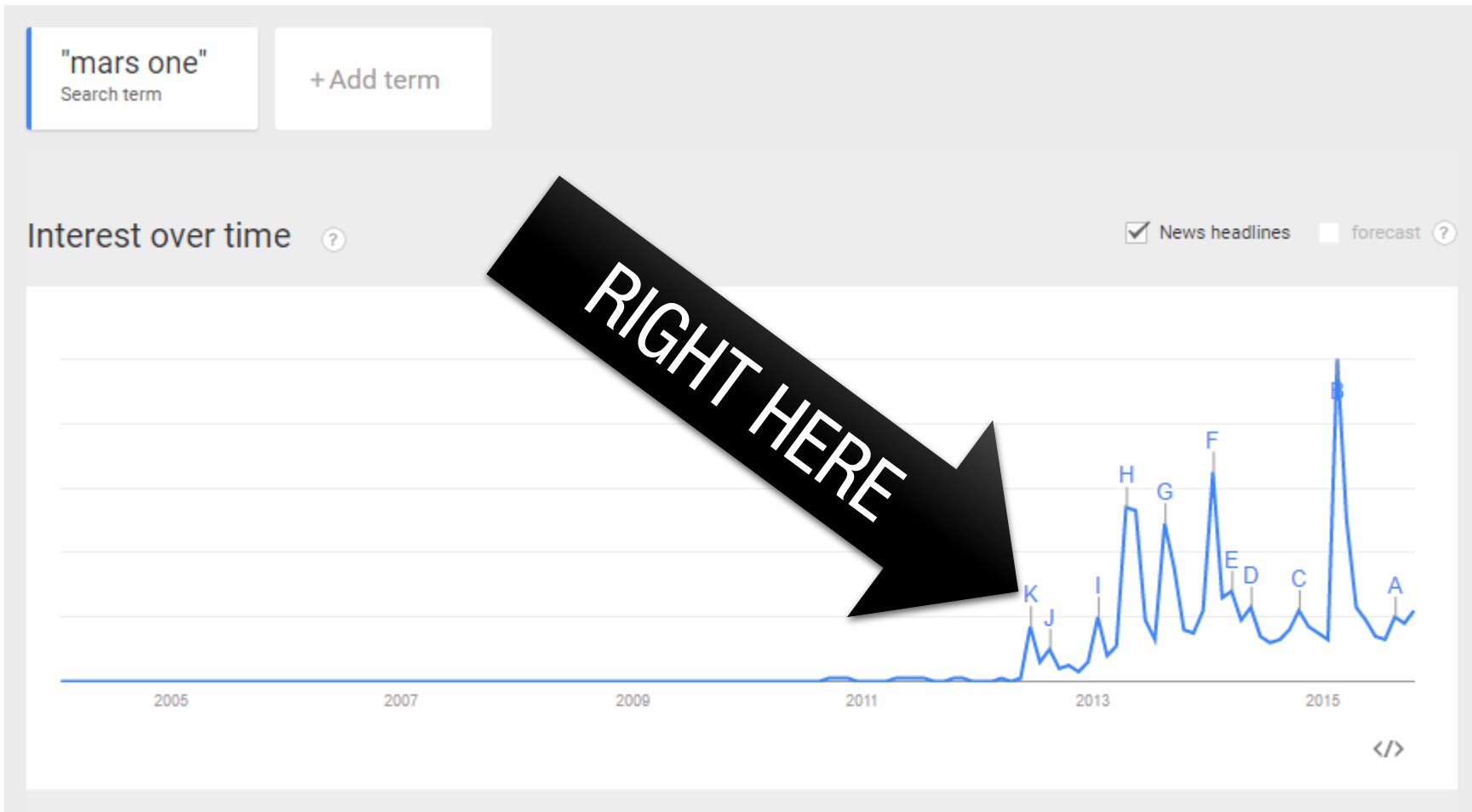


RULE #1

Catch it early or make the news yourself.

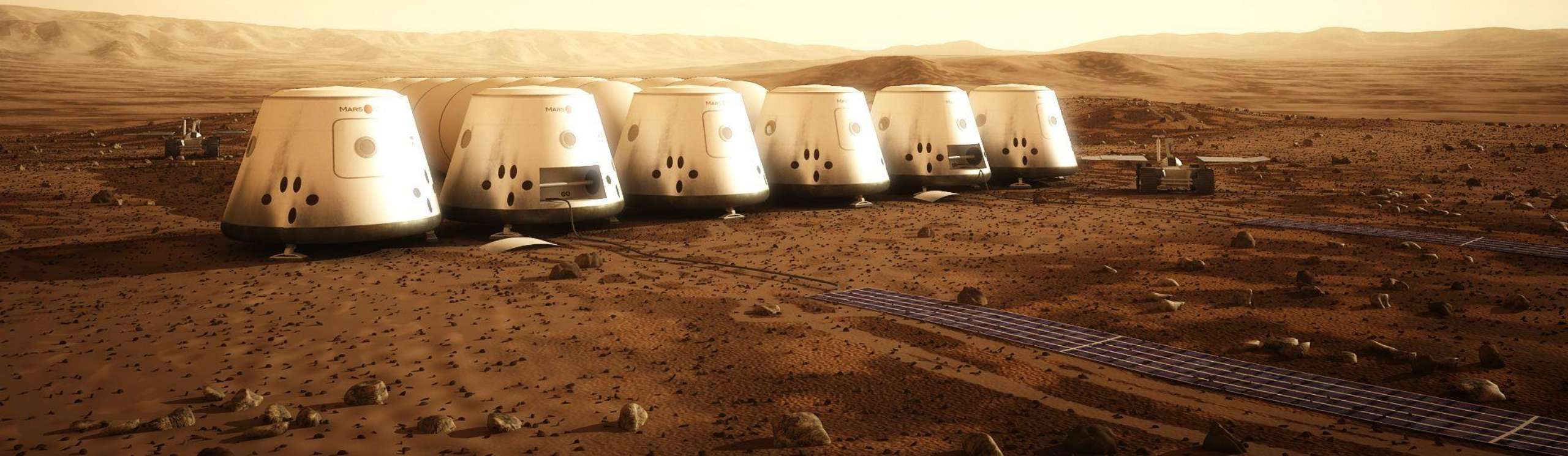
reddit.com/r/all/rising/
reddit.com/r/all/controversial/





Making News

The First Sponsors of the Mars One Mission



Buzzsumo

KLOUT

followerwonk

LITTLE BIRD

ppinions



twtrland.

KEYHOLE

CircleCount

wefollow

PeerIndex



ALL DRESSED UP FOR MARS AND NOWHERE TO GO

medium.com/matter/all-dressed-up-for-mars-and-nowhere-to-go-7e76df527ca0



Mars One is not a scam and we WILL go to
the red planet, CEO Bas Lansdorp insists

dailymail.co.uk/sciencetech/article-3004338/Mars-One-not-scam-red-planet-CEO-Bas-Lansdorp-insists.html

MOTHERBOARD



Aspiring Martian Defends Mars One on YouTube After a Very Bad Week

motherboard.vice.com/read/aspiring-martian-defends-mars-one-on-youtube-after-a-very-bad-week



Current Mars One Finalists refute Elmo
Keep's Mars One “conspiracy theory.”

reddit.com/r/Futurology/comments/2zwnjz/current_mars_one_finalists_refute_elmo_keeps_mars/

Media Coverage

news.com.au

dailytelegraph.com.au

abc.net.au

cbsnews.com

mashable.com

space.com

emerce.nl

sg.hu

b92.net

wired.it

nu.nl

huffingtonpost.com

huffingtonpost.co.uk

giantfreakinrobot.com

softpedia.com

digitaljournal.com



Mashable



THE
HUFFINGTON
POST

The Daily Telegraph



dejanseo.com.au/mars-one

RULE #2

Outreach starts before content is finished.

What is the largest star?

Web Images Videos News Shopping More Search tools

Page 2 of about 409,000,000 results (0.23 seconds)

What is the biggest star? - theconversation.com
www.theconversation.com/
An astrophysicist asks - how big is the biggest star we have found?

How Big is the Largest Star Known to Man? - Onislam.net
www.onislam.net/.../452268-how-big-is-the-largest-star-known-to-man.h...
If you want to fly around the star VY Canis Majoris and return to your starting point again, you'll need 1,100 years to do this. If you managed to make a scaled ...

Biggest Star Ever Found Is Ripping Apart (Photo) - Space.com
www.space.com/23227-biggest-star-universe-death-throes.html
Oct 16, 2013 - The largest star ever discovered may give scientists a better sense of how massive, dying stars seed the universe with the ingredients for rocky ...

What is the Biggest Star in the Universe - Planets For Kids
www.planetsforkids.org/news/what-is-the-biggest-star-in-the-universe/
Jan 18, 2013 - The largest star that we know of is called VY Canis Majoris it's a long way from Earth between 3,900 and 5,000 light years. It's so big it was the ...

What are the Largest Stars in the Universe? | Astronotes
www.armaghplanet.com/blog/the-largest-stars-in-the-universe.html
Mar 14, 2012 - How big is the largest known star? Compared to planets, stars will always be the overall group winners in terms of superior size. When you look ...

The Largest Star Known in the Universe -- A Red Supergiant ...
www.dailygalaxy.com/.../the-largest-star-known-in-the-universe-found-...
Oct 17, 2013 - Clouds of this type are rarely found around massive stars and are even rarer around red supergiant stars such as W26, the largest known star ...

1300 times bigger than Sun: Largest yellow 'hyper-giant' star ...
rt.com/news/sun-yellow-star-biggest-622/
Mar 14, 2014 - Astronomers have identified the largest 'yellow' star ever observed in our galaxy and one of the 10 largest ever discovered in total. The star is ...

What is the largest star? (Beginner) - Curious About ...
curious.astro.cornell.edu/.../stars_star.../349-what-is-the-largest-star-begi...
What is the largest star in the universe and how many of our suns would it take ... The best I can do is tell you what the largest known star is, but to do that I also ...

What is the largest known star? - Quora
www.quora.com › Outer Space › Astronomy
Traditionally, VY Canis Majoris was considered to be the largest observed star. It is a red hypergiant. However, the accuracy of its size is highly debated.

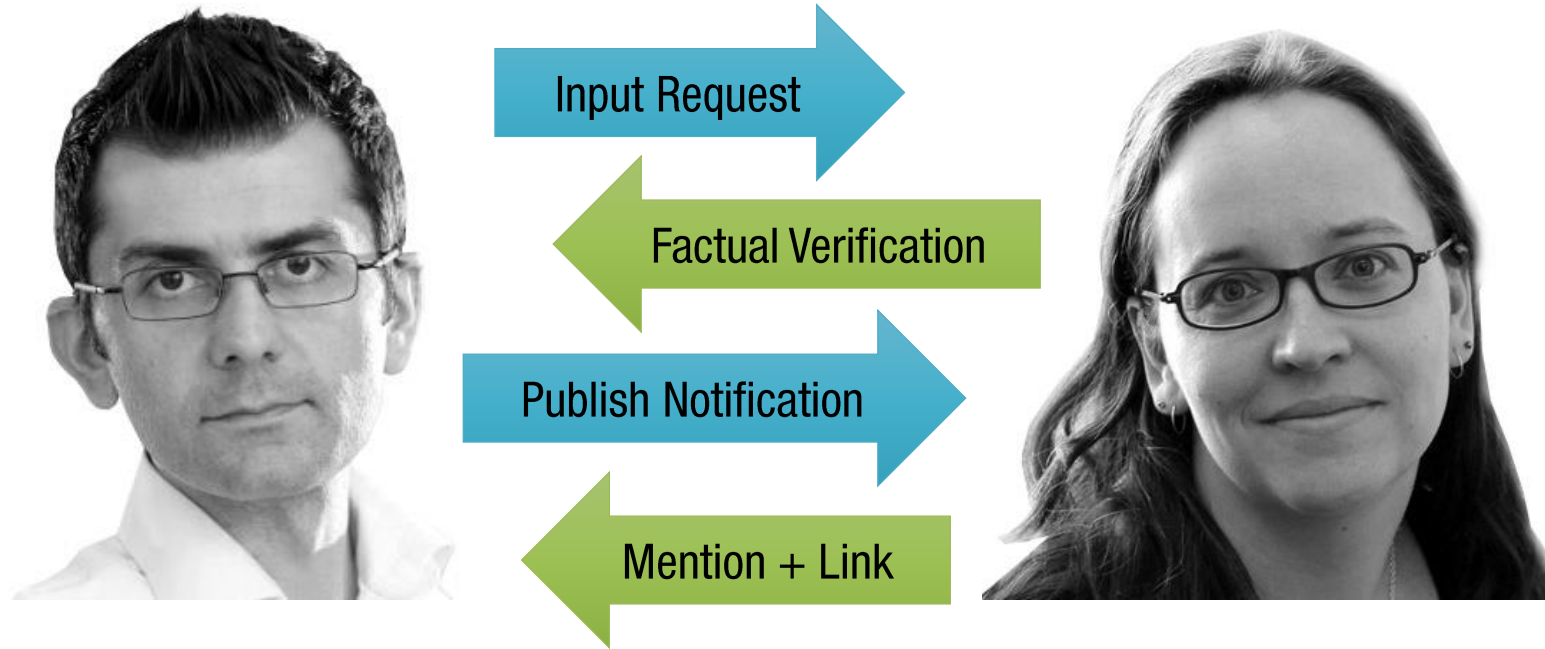
What Is The Largest Known Star In The Universe? | Curiosity ...
www.curiosityaroused.com/.../what-is-the-largest-known-star-in-the-univ...
So while solar radii would give us the "largest star in universe" by radius/circumference, it wouldn't give us the most massive star (solar mass), or the most ...

Largest fish trawler Geelong Star arrives in Australian waters
www.smh.com.au/.../largest-fish-trawler-geelong-star-arrives-in-australian-...
Apr 1, 2015 - Geelong Star would be the largest trawler to fish in Australian waters, after a bigger sister ship, the Margiris, was banned in the 2012 ...

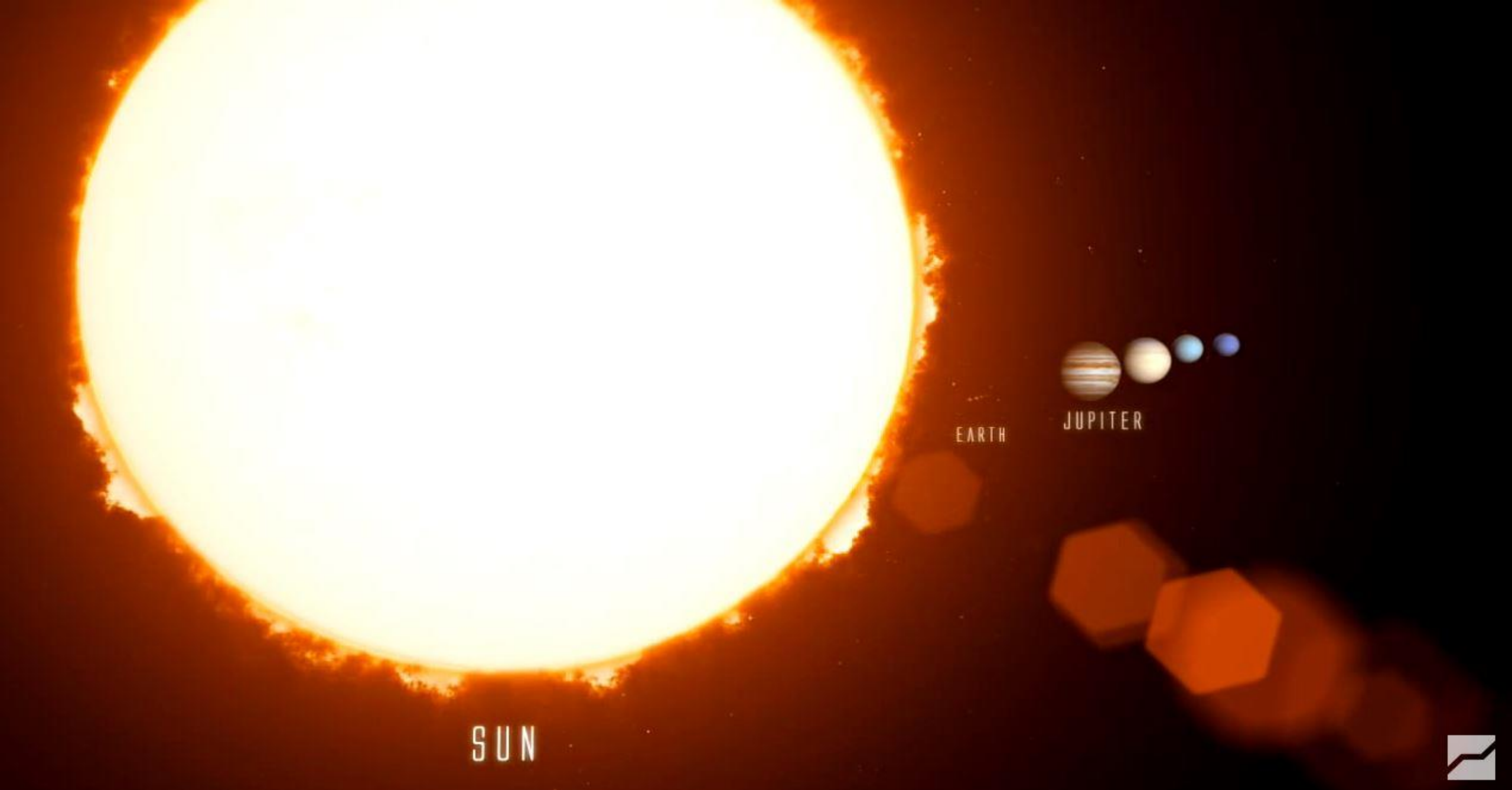
Searches related to What is the largest star?

largest star in the universe	largest star wars lego set
largest star wars collection	what is the largest star in the sky
largest star trek ship	what is the largest star in our solar system
largest star destroyer	what is the largest star called

What is the largest star? (Beginner) - Curious About ...
curious.astro.cornell.edu/.../stars_star.../349-what-is-the-largest-star-begi...
What is the largest star in the universe and how many of our suns would it take ... The best I can do is tell you what the largest known star is, but to do that I also ...

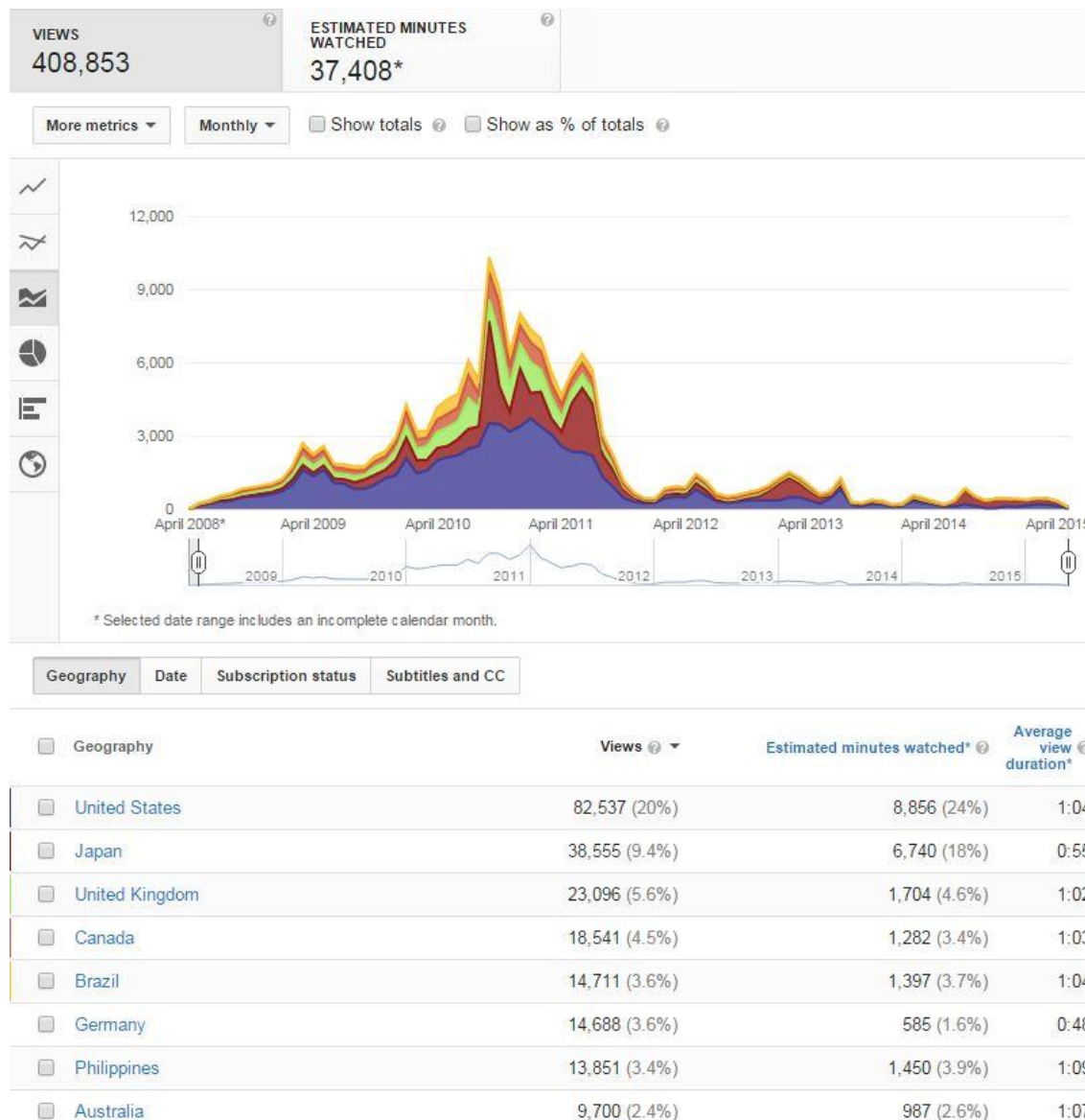


“ In order to know what the largest star in the universe is we would have had to look at all the stars. We haven't come close to that - we haven't even looked at all the stars in our galaxy. There are about 100 billion stars in our galaxy, and about as many galaxies in the observable universe so you might understand why.





cornell.edu



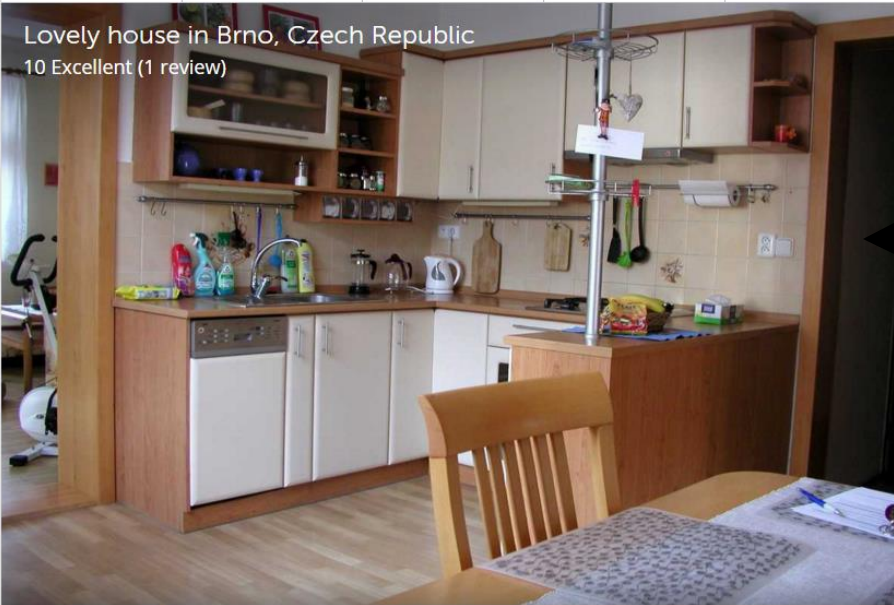
dejanseo.com.au/giant-stars








What about ordinary topics?

[Overview](#)[Amenities](#)[Map](#)[Conditions](#)[Reviews](#)

Lovely house in Brno, Czech Republic

10 Excellent (1 review)





Accommodates	Bedrooms	Bathrooms	Size	Floor No.
8	3	1	100 m ²	1

Internet/WiFi

TV

Kitchen

Parking available

Pets allowed

Towels

Washer/dryer

Dishwasher

[MORE AMENITIES ▾](#)

PROPERTY SUMMARY

Address

Ondrova, 63500 Brno, Czech Republic

Property type

House

Per night

\$ 91 AU

Check-in

11/17/2015

Check-out

11/30/2015

Guests

2 ▾

These dates are available

13 nights × \$ 107.04 AU

\$ 1392 AU

Special price


\$ -207 AU

Subtotal

\$ 1185 AU

BOOK NOW

It only takes 2 minutes!

 *Property listed by*
HANKA

CONTACT HANKA

ADD TO FAVORITES

Price

Photos

Owner

Features

Address

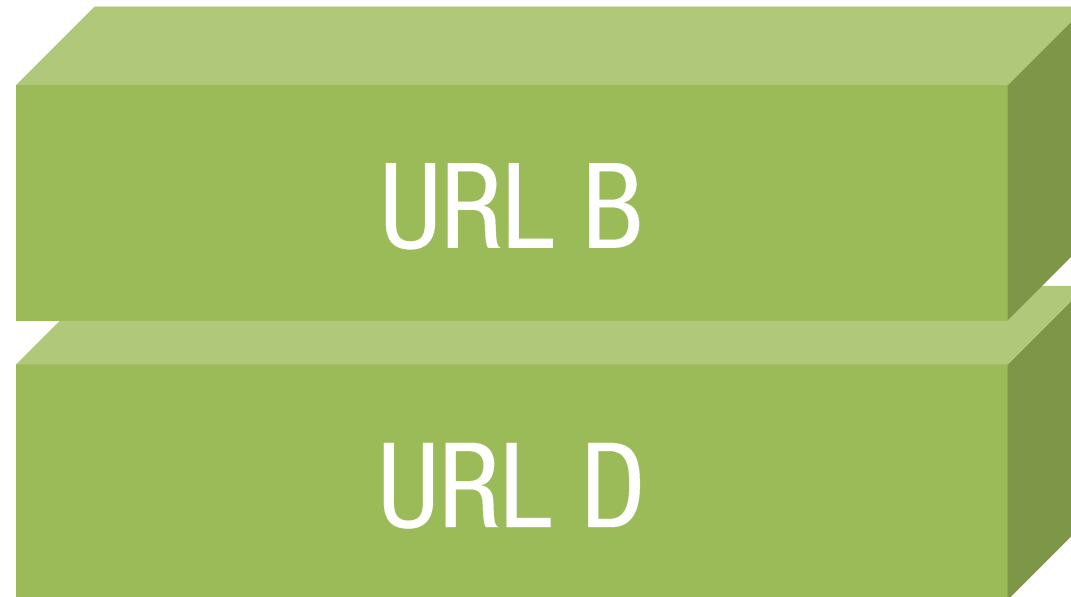
What do I like to do when I travel?





Remember This?

Priority Pages



Remember This?

Priority Pages



Sydney

New York

Sydney

What's the best place to eat in Sydney?

[Pick audience](#)

[Write questions](#)


[Confirm survey](#)

Survey name:


Eating in Sydney

Audience

☐ General population 

☒ Android smartphone users 

☐ Your website

☐ Audience panels 

United States

Canada

United Kingdom

Australia

Germany

Italy

Netherlands

Japan

Mexico

Pricing

10¢ to \$3.00 per complete.

Surveys with screening questions may cost more.

[Learn more](#)

[BACK](#)

[CONTINUE](#)

Report

Insights

Gender

Sum	Compare
Male	Female

Age

Sum	Compare
18-24	25-34
35-44	45-54
55-64	65+

Geography

All of Australia

Sum	Compare
-----	---------

Inferred Income

Sum	Compare
\$0-24K	\$25-49K
\$50-74K	\$75-99K
\$100-149K	\$150K+

Inferred Parental Status

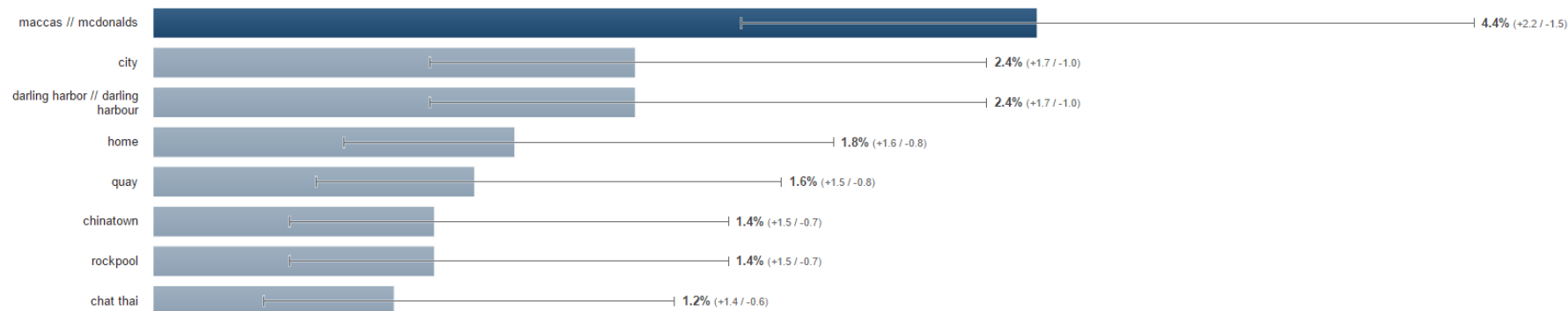
Sum	Compare
Parent	
Non-parent	

OPEN-ENDED TEXT

What's the best place to eat in Sydney?

Results for all respondents. Weighted data unavailable for this view. (501 responses)

Confidence too close to call.



A 2015 study by Wondr reveals that Sydney locals prefer to eat out at McDonald's

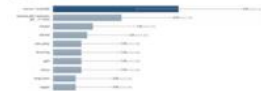
Key facts:

- Main finding: McDonald's is the top choice for eating out.
- Sample size: 600 respondents.
- Regions studied: Food and Convenience.
- Study period: July to October 2015.
- Location: Sydney and surrounding suburbs.

The study was designed and conducted by Wondr, the online platform for private apartment rentals, in order to reveal eating habits of Sydney locals and the brands' local or non-local origins. **Being well popular restaurant, it showed an increase in popularity** for near the Sydney area.

Coming in the wake of, and in stark contrast to, reports surfacing all over the world's media of **McDonald's** suffering a "slump depression", the study might be of some comfort to Sydney-based businesses after a difficult week for the brand.

In the first stage of the study respondents are asked just one question: "What's the best place to eat in Sydney?". Surprisingly the winning answer wasn't even a close call: the fast food restaurant won by a solid margin with only one serious competitor, Hungry Jack's.



During the second stage of the study, a follow-up survey targeted those who prefer eating out at McDonald's. The aim was to help us understand the main reasons behind the restaurant's popularity. "Good, tasty food" was the top answer. "Convenience" and "low price" also surfaced up as primary reasons for local's choices.

Sample of Responses:

- It's cheap and tasty and fast.
- Love the french fries.
- Because they have a good range of nice healthy food.
- Because we know the taste of McDonald's is same around the world no surprise.
- It keeps the kids happy.
- Maccas is love maccas in life.
- You can get a great variety of food whether it be healthy or naughty.
- History.

Since our initial study didn't suggest that the answer must be a specific restaurant, some respondents chose their favourite location to eat in Sydney. Top locations include City and Darling Harbour but the third top choice is eating at home.

Restaurants vs Locations

Brand

1. McDonald's
2. Hungry Jack's
3. Rockpool
4. Chat Thai
5. Cafe Sydney
6. Din Tai Fung
7. Grill'd
8. Mozzy's
9. Hungry Jack's
10. Maccas
11. Inlands
12. Pogo South
13. Moby's
14. Moby's
15. Moby's
16. Moby's
17. Moby's
18. Moby's
19. Moby's
20. Moby's
21. Moby's
22. Moby's
23. Moby's
24. Moby's
25. Moby's
26. Moby's
27. Moby's
28. Moby's
29. Moby's
30. Moby's

Location

1. City
2. Darling Harbour
3. Home
4. Quay
5. Chateau
6. Sunny Hills
7. Calamagor
8. Lakeside
9. The Rocks
10. Newtown
11. Lyster Vale
12. Full Market
13. Queen's Wharf
14. Central Park

The Best Places to Eat in Sydney



Why People Chose McDonald's



Word cloud showing the reasons people gave for choosing McDonald's.

“SOURCE OF NEWS” PAGE



Key Information

Important Details

Deep

1. Minimise interruption
2. Provide quick answers
3. Support easy scanning
4. Improve trust and credibility
5. Offer in-depth information retrieval

Detailed study and examples:

dejanseo.com.au/web-content

A 2015 study by Wimdu reveals that Sydney locals prefer to eat out at McDonald's

Key facts:

- Main finding: McDonald's is the top choice for eating out
- Sample size: 600 respondents
- Reasons stated: Taste and convenience
- Study period: July to October 2015
- Location: Sydney and surrounding suburbs.

The study was designed and conducted by Wimdu, the online platform for private apartment rentals, in order to reveal eating habits of Sydney locals and tie [Wimdu's local accommodation listings](#) with popular restaurants. It involved six hundred Australians living in or near the Sydney area.

MAIN IDEA

A 2015 study by Wimdu reveals that Sydney locals prefer to eat out at McDonald's

Key facts:

- Main finding: McDonald's is the top choice for eating out
- Sample size: 600 respondents
- Reasons stated: Taste and convenience
- Study period: July to October 2015
- Location: Sydney and surrounding suburbs.

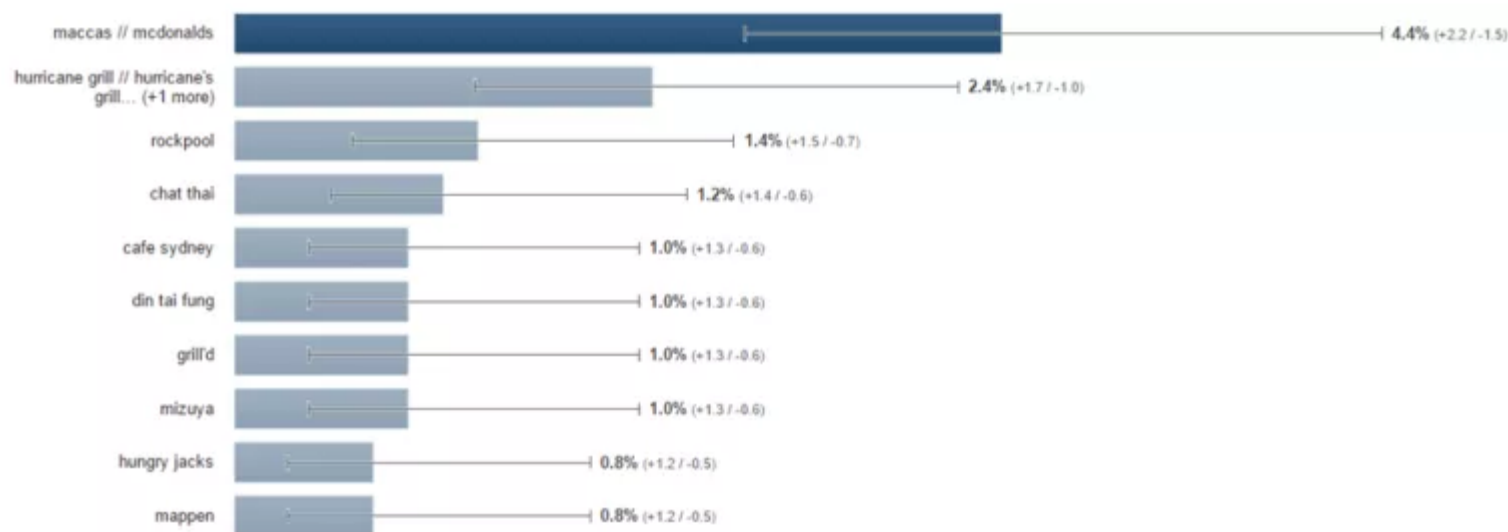
QUICK FACTS

THE PLUG

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Coming in the wake of, and in stark contrast to, reports surfacing all over the world's media of [McDonald's entering a "deep depression"](#), the study might be of some comfort to Sydney-based franchises after a difficult week for the brand.

In the first stage of the study respondents are asked just one question: "What's the best place to eat in Sydney?". Surprisingly the winning answer wasn't even a close call: the fast food restaurant won by a solid margin with only one serious competitor, Hurricane Grill.

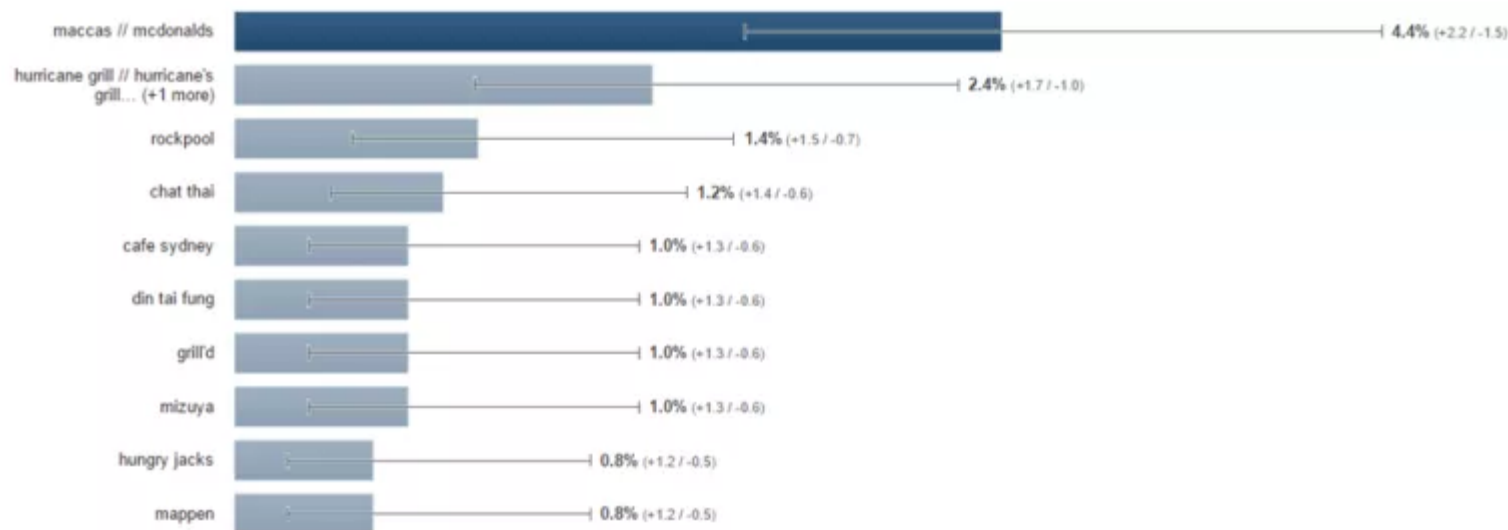


During the second stage of the study, a follow-up survey targeted those who prefer eating out at McDonald's. The aim was to help us understand the main reasons behind the restaurant's popularity. "Good, tasty food" was the top answer. "Convenience" and "low price" also surfaced up as primary reasons for local's choices.

CONTRADICTION

Coming in the wake of, and in stark contrast to, reports surfacing all over the world's media of [McDonald's entering a "deep depression"](#), the study might be of some comfort to Sydney-based franchises after a difficult week for the brand.

In the first stage of the study respondents are asked just one question: "What's the best place to eat in Sydney?". Surprisingly the winning answer wasn't even a close call: the fast food restaurant won by a solid margin with only one serious competitor, Hurricane Grill.



DEEPER STORY

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Sample of Responses:

- It's cheap and crunchy and fatty
- Love me them cheeseburgers
- Because they have a good range of nice healthy food
- Because we know the the taste of Mcdonald's is same around the world no surprises
- It keeps the kids happy
- Maccas is love maccas is life
- You can get a great variety of food whether it be healthy or naughty
- Yummy

Since our initial study didn't suggest that the answer must be a specific restaurant, some respondents chose their favourite location to eat in Sydney. Top locations include City and Darling Harbour but the third top choice is eating at home.

Restaurants vs Locations

Brand

1. McDonald's
2. Hurricane Grill
3. Rockpool
4. Chat Thai
5. Cafe Sydney
6. Din Tai Fung
7. Grill'd
8. Mizuya
9. Hungry Jacks

SAMPLES & DATA

Sample of Responses:

- It's cheap and crunchy and fatty
- Love me them cheeseburgers
- Because they have a good range of nice healthy food
- Because we know the the taste of Mcdonald's is same around the world no surprises
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5. Cafe Sydney
6. Din Tai Fung
7. Grill'd
8. Mizuya
9. Hungry Jacks

Why People Chose McDonald's



Wordcloud showing the reasons people gave for choosing McDonald's

Download the raw data zipfile [here](#).

Why People Chose McDonald's

VISUALISATION



Wordcloud showing the reasons people gave for choosing McDonald's

RAW DATA

Download the raw data zipfile [here](#).

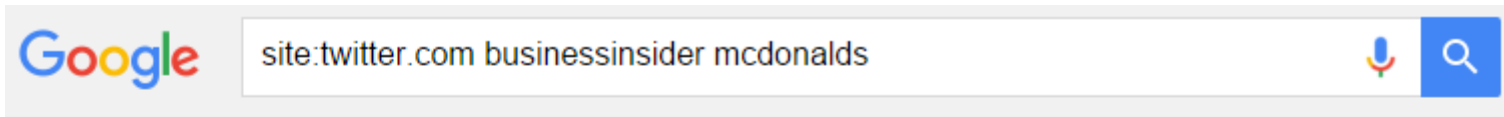
Part 3: Outreach

Is a journalist who has written about McDonald's and welcomes news tips.

site:twitter.com journalist mcdonalds tips
site:twitter.com businessinsider mcdonalds

Works at Business Insider

and has written about McDonald's.



[Web](#) [News](#) [Maps](#) [Images](#) [Videos](#) [More ▼](#) [Search tools](#)

[Any country ▼](#) [Past month ▼](#) [Sorted by relevance ▼](#) [All results ▼](#) [Clear](#)

[Business Insider on Twitter: "This new McDonald's burger ...](#)

<https://twitter.com/businessinsider/status/659382244038037504> ▼

Oct 28, 2015 - Business Insider Verified account @businessinsider Oct 28. This new McDonald's burger takes four hours to cook <http://read.bi/1GJ8Bzw> [pic.twitter.com/](#) ...

[Ashley Lutz \(@AshleyLutz\) | Twitter](#)

<https://twitter.com/ashleylutz> ▼

7 hours ago - Retail editor @businessinsider and @bi_retailnews. Tweeting about fast ... businessinsider.com McDonald's to sell mozzarella sticks nationwide next year.

[Hayley Peterson \(@hcpeterson\) | Twitter](#)

<https://twitter.com/hcpeterson> ▼

Nov 5, 2015 - Senior reporter covering retail for @businessinsider. Recovering ... McDonald's is installing digital menu boards that recommend food based on the weather ...





Hayley Peterson ✓
@hcpeterson

Senior reporter covering retail for @businessinsider. Recovering politics scribe. Dog enthusiast.
hcpeterson@businessinsider.com

🔗 read.bi/19M1AZI
🕒 Joined July 2009

📷 713 Photos and videos





TWEETS 3,999 FOLLOWING 1,984 FOLLOWERS 3,634 LIKES 623 LISTS 1

 **Follow**

Tweets Tweets & replies Photos & videos



Hayley Peterson @hcpeterson · 11h

Urban Outfitters is getting into the pizza business businessinsider.com/urban-outfitters-pizza






PREDICTED PERSONALITY PROFILE

Hayley Peterson



Location:

 Overview Communication Personality You & Hayley

Hayley is naturally stoic and methodical about decisions, but is willing to take a risk if it is backed up by enough logic. 

Reviewed by:

[Review Hayley's profile](#)

Accuracy confidence: 75%



We found limited data for Hayley, but enough to get a pretty accurate reading.

[Where does this come from?](#)

Related profiles:



Craig Giammona

Jordana Eisenstein
gringerMallory
Schlossberg

Hayley Peterson



Hayley Peterson



Hayley Peterson

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PREDICTED PERSONALITY PROFILE

Hayley Peterson



Location:

 Overview Communication Personality You & Hayley

Hayley is naturally stoic and methodical about decisions, but is willing to take a risk if it is backed up by enough logic. 

Reviewed by:

[Review Hayley's profile](#)

Accuracy confidence: 75%



We found limited data for Hayley, but enough to get a pretty accurate reading.

[Where does this come from?](#)

Related profiles:



Craig Giammona

Jordana Eisenstein
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Hayley Peterson



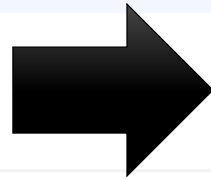
Hayley Peterson



Hayley Peterson

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✉ When emailing Hayley...



Use data to prove a point



Write 3 sentences or less





Provide lots of detailed information and instructions

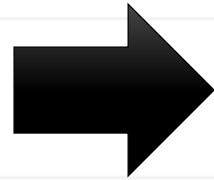




Ask them something that will require a long and thoughtful response







✉ When emailing Hayley...

Use data to prove a point  





Write 3 sentences or less  

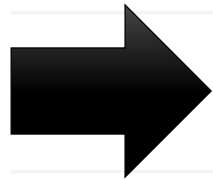
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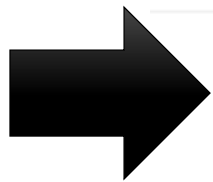
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Ask them something that will require a long and thoughtful response  

McDonald's Survey Data

Key facts:

- Coming in the wake of, and in stark contrast to, reports surfacing all over the world's media about the brand entering a "deep depression", the study might be of some comfort to Sydney-based franchisees. The study also found that the brand's sales were down for the week for the brand.

McDonald's Survey Data

hpeterson (businessinsider.com)

McDonald's Survey Data


Hi Hayley,

We've just completed a study for Wimdu Australia which focused on eating habits of Sydney locals and found McDonald's to be the top choice, by a solid margin.

Study results: <http://www.wimdu.com.au/blog/australians-prefer-eating-out-at-mcdonalds/>
Raw survey data: <http://www.wimdu.com/blog/wp-content/uploads/2015/10/survey-data.zip>

We've already made a reference to your article but it would be really interesting to hear your opinion whether McDonald's Australia is immune to whatever seems to be going on with the franchise.

Dan Petrovic
Director



[DEJAN - Elevated Thinking](#) (video)

dan.petrovic@dejan.com.au / 07 3188 9201
<http://dejanseo.com.au> / 1300 123 736 / [Google+](#)

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Send | **Good Job** | A | [Attachment Icon] | [Image Icon] | [Link Icon] | [Smiley Icon] | [Trash Icon] | [Dropdown Icon]

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Send Good Job A | | | | | | | | |

When emailing Hayley...

Use data to prove a point

Write 3 sentences or less

Provide lots of detailed information and instructions

Ask them something that will require a long and thoughtful response



BRIEFING

These photos show why McDonald's is Australia's favourite restaurant

HAYLEY PETERSON OCT 27, 2015, 3:15 AM



McDonald's Australia

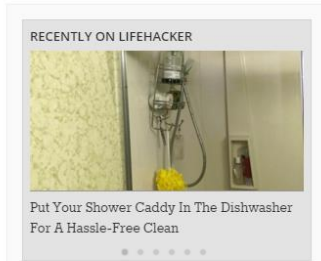
McDonald's is thriving in Australia.

McDonald's is thriving in Australia.

The fast-food chain just reported its fourth straight quarter of same-store sales growth in Australia, where McDonald's is fondly known as "Macca's."

It also recently ranked first among Australian's favourite restaurants, according to a survey by Wimdu, a site for apartment rentals.

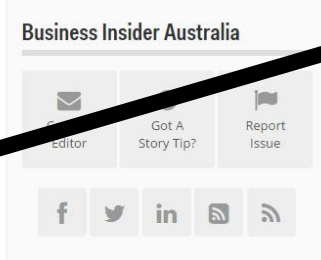
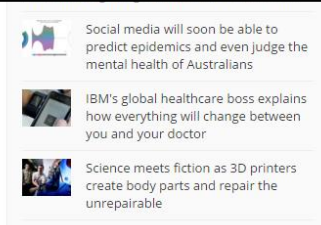
Customers cited "good, tasty food," "convenience," and "low prices" as their top reasons for eating there.



Smarter Health Series

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BUSINESS INSIDER

YAHOO! FINANCE

businessinsider.com.au/mcdonalds-in-australia-vs-america-2015-10

What about traditional link building?



Don't waste your time chasing butterflies. Mend your garden, and the butterflies will come.

Mario Quintana

Questions?

PS -- This webinar will be recorded and sent to you tomorrow!