



**THE LOST**

**ART OF**

**NATURAL LINKING**

**DEJAN**

**SMX**  
SEARCH MARKETING EXPO.  
**2015**



Nudge  
↓

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# LINK EARNING CREATIVE CONTENT LINK BUILDING HACKS

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# SEO INDUSTRY?



# Guest Posts

# Link Buying

# Networks



Authority building is still a part of everyone's strategy.

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So?

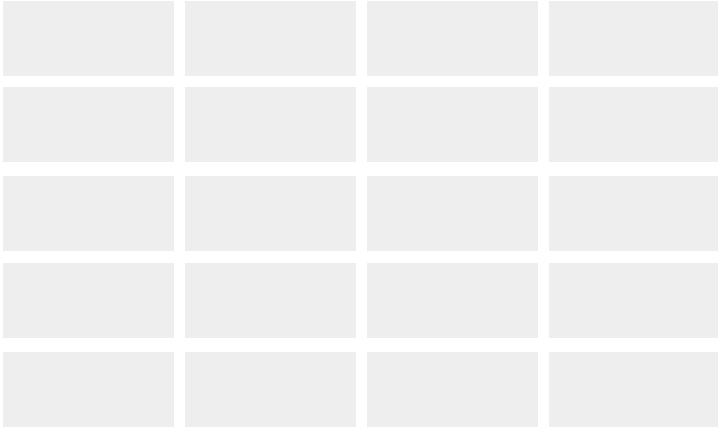
This time it doesn't matter how you get links.  
I'm about to show you how to make them  
**indistinguishable** from true organic links.

DEJAN

Welcome to my talk.

**DEJAN**





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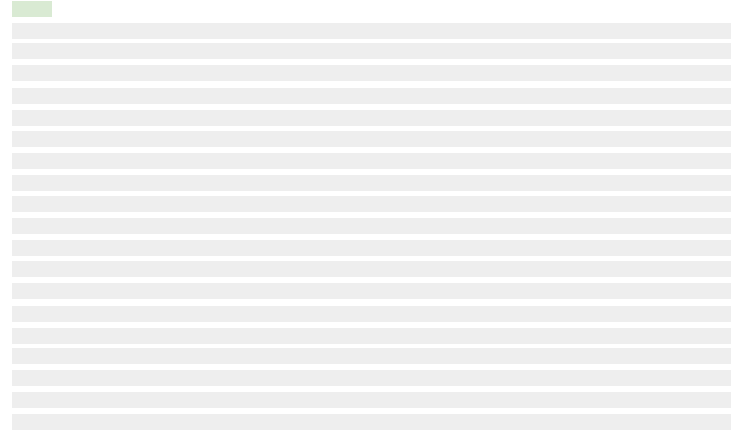


DESIRE FOR A LINK

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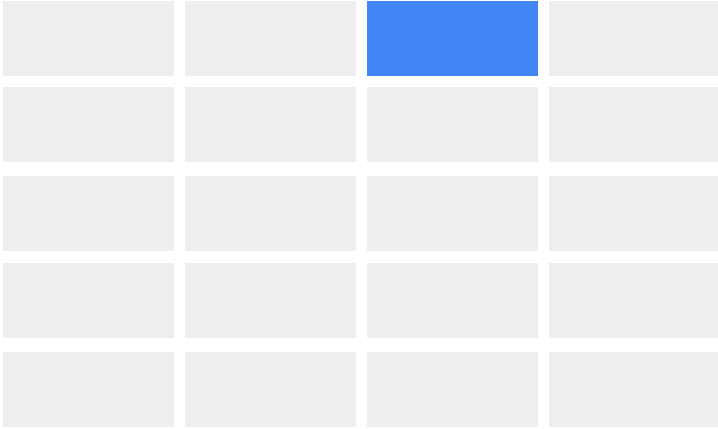


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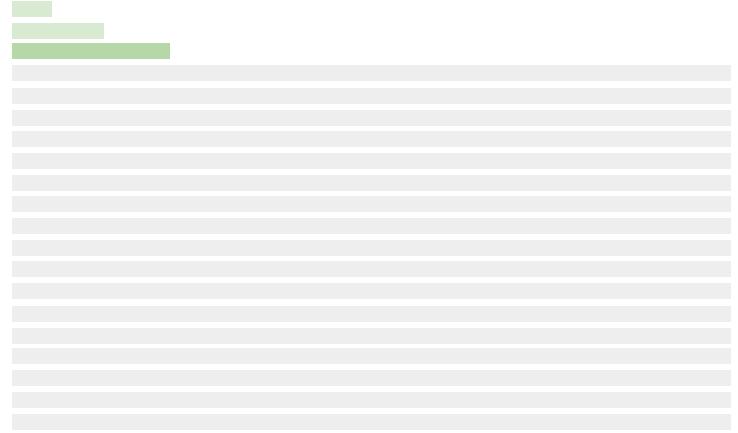


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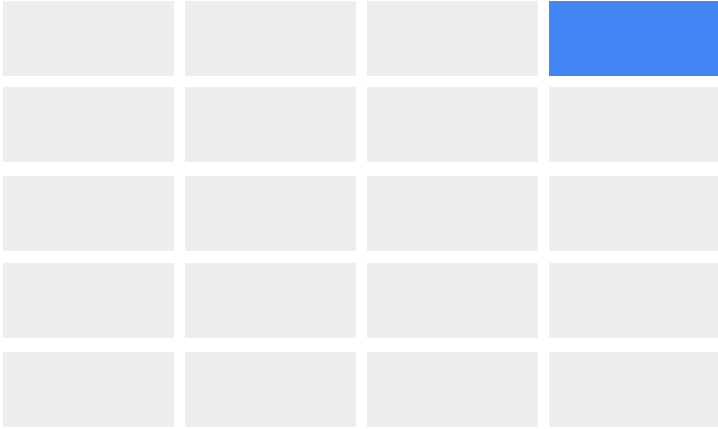


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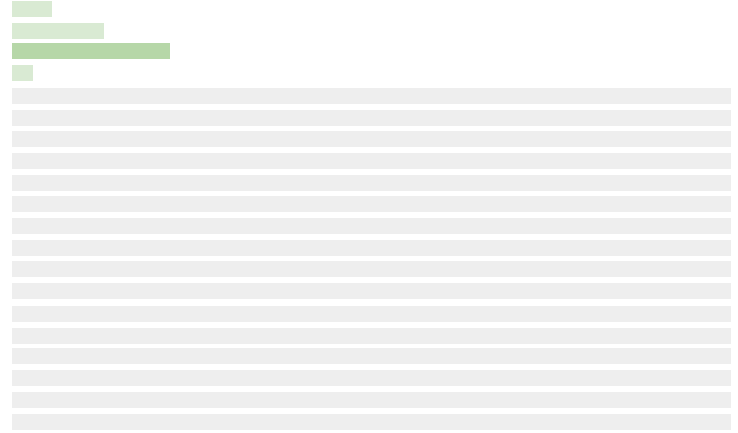


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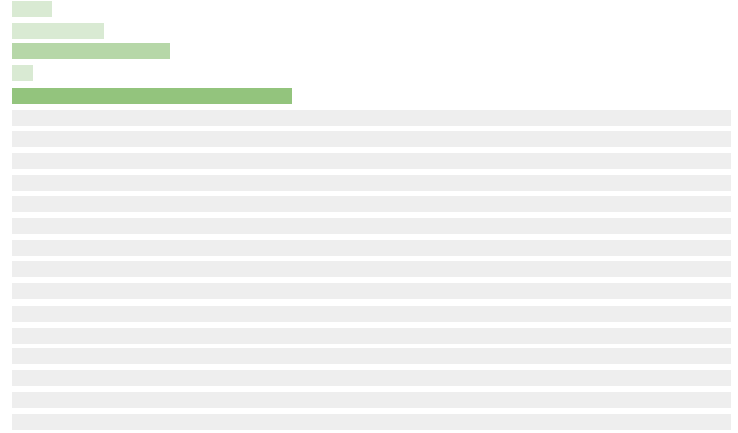


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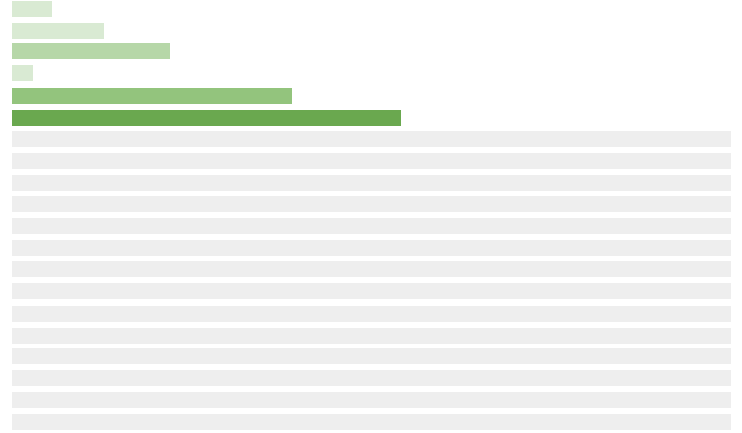
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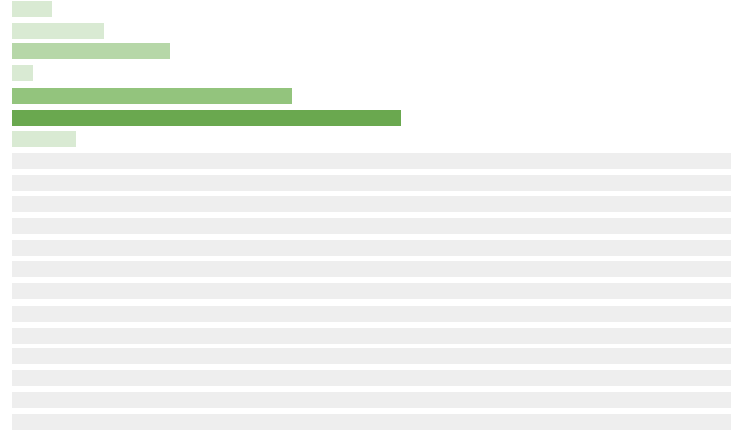
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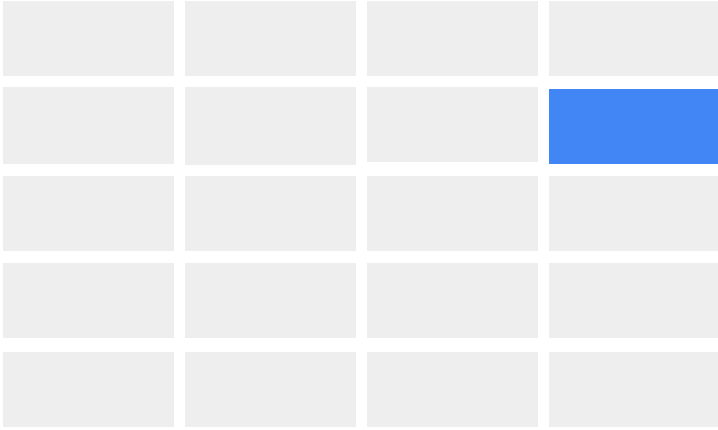
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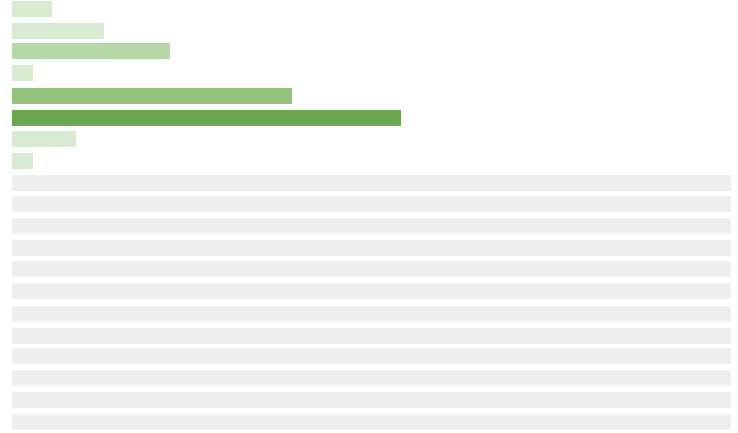
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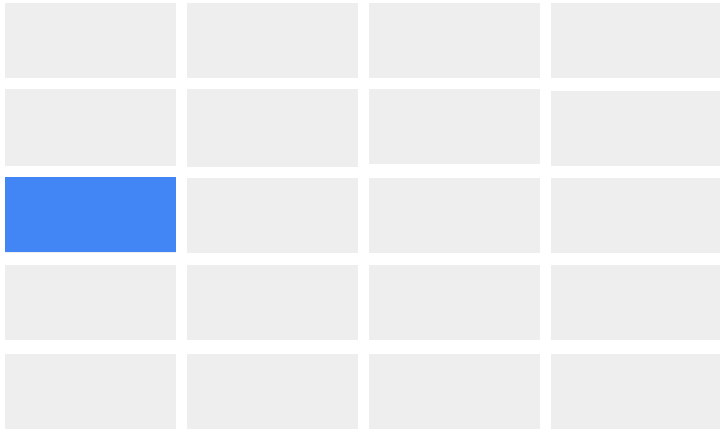


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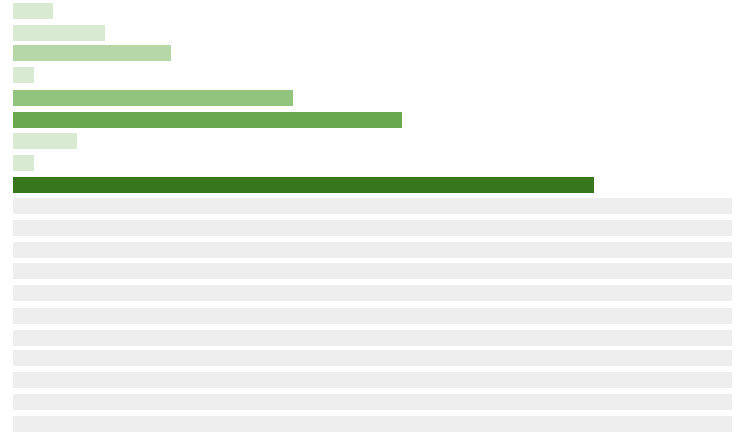


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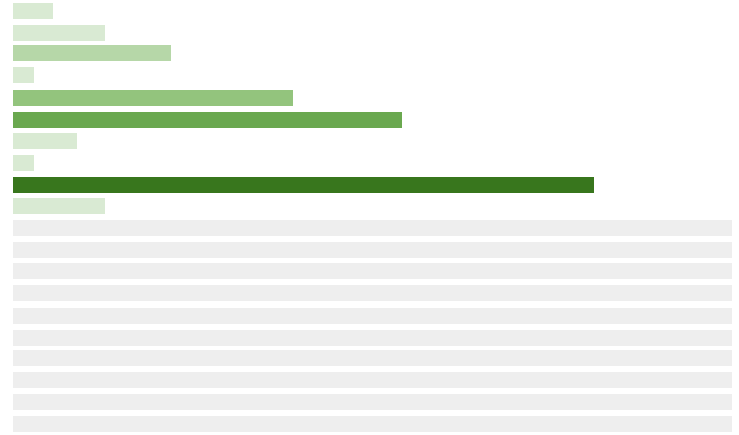
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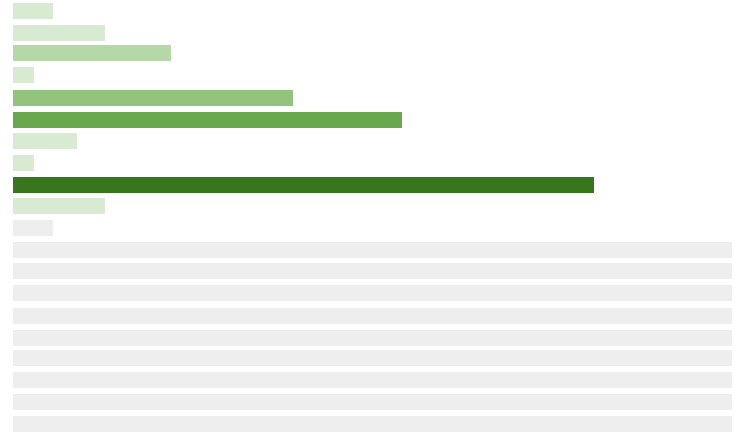
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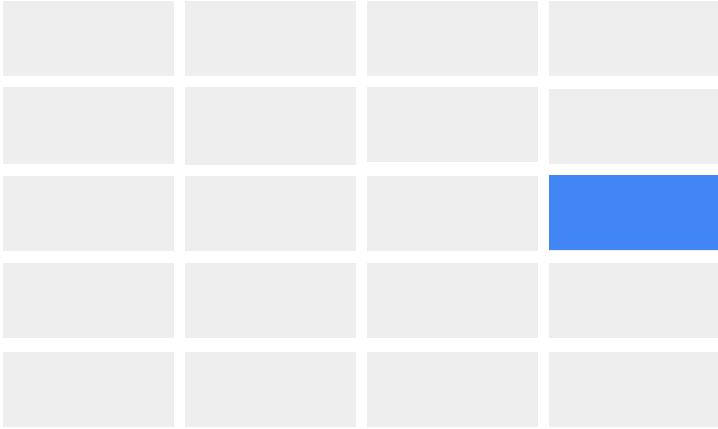


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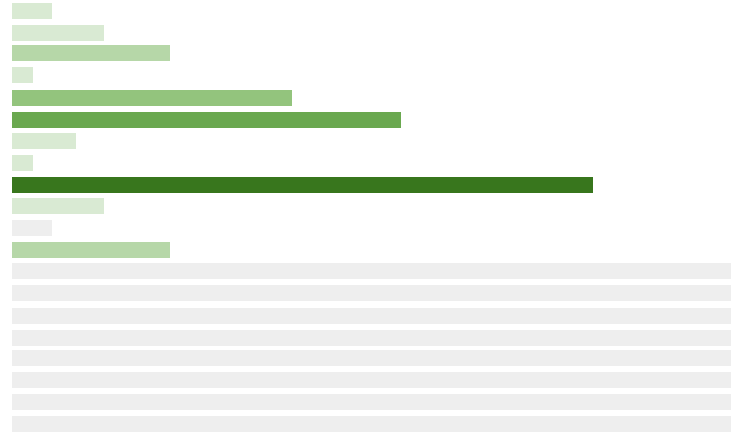


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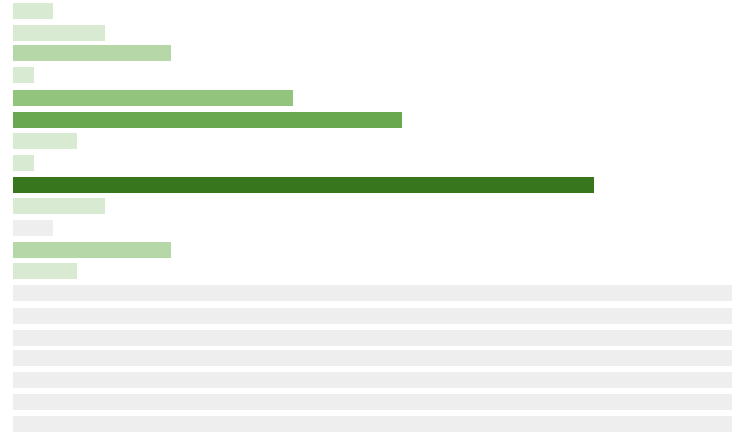


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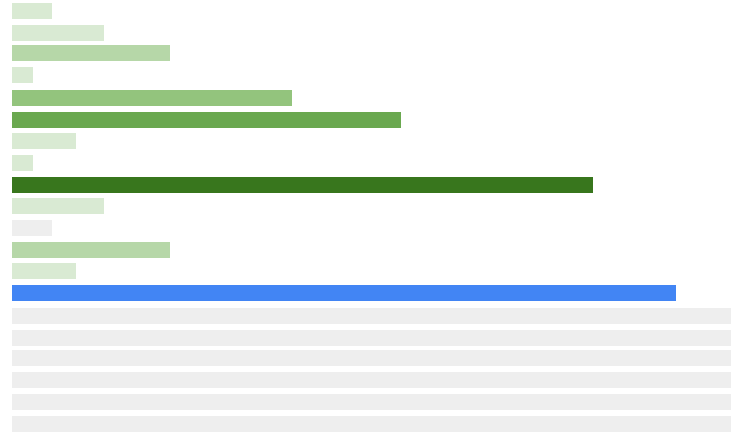
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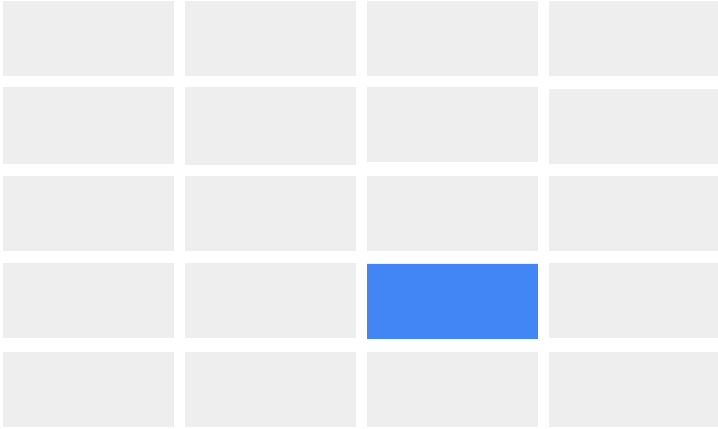
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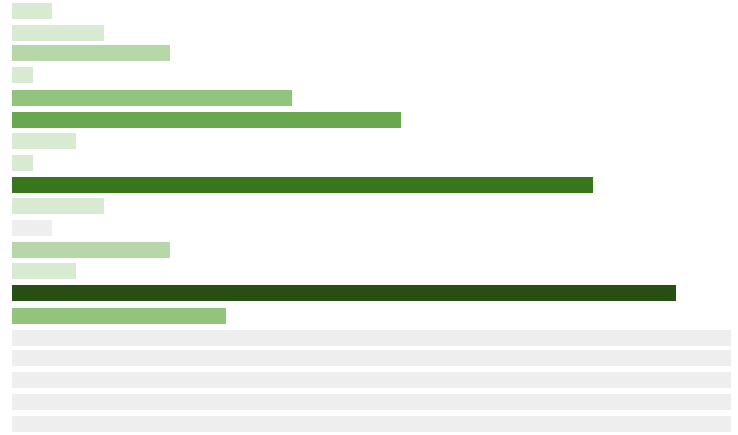
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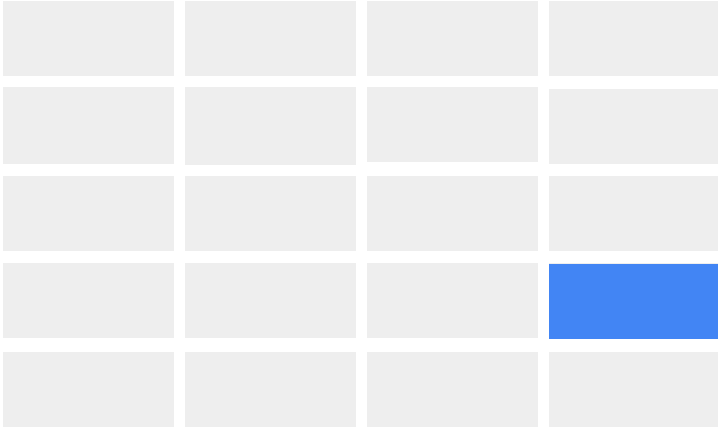


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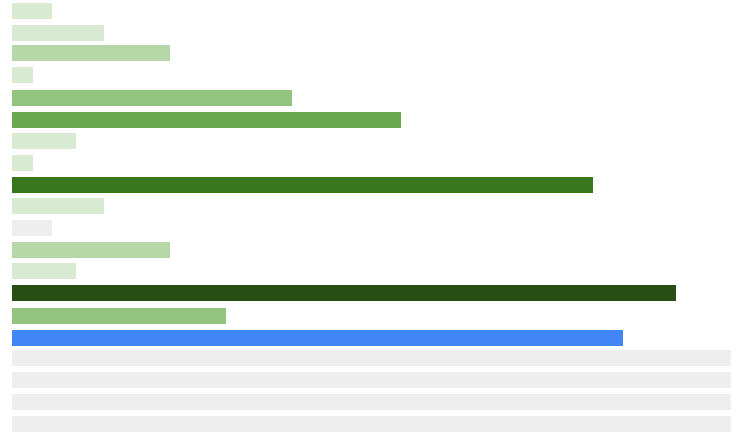


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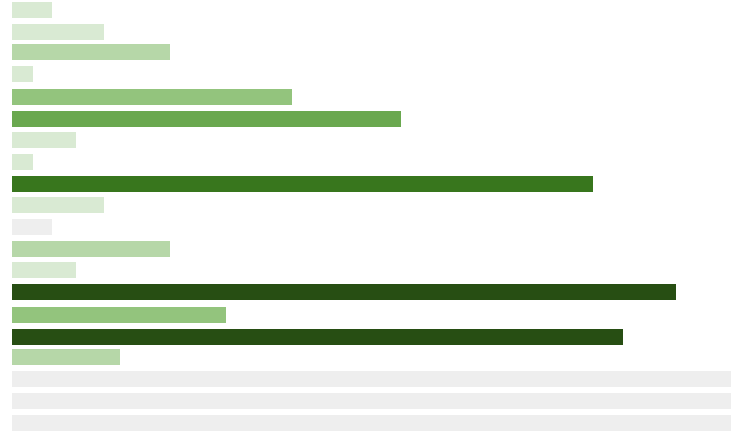
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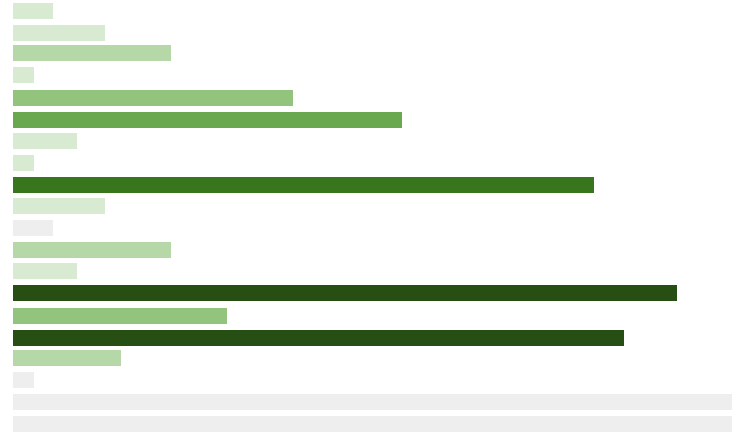
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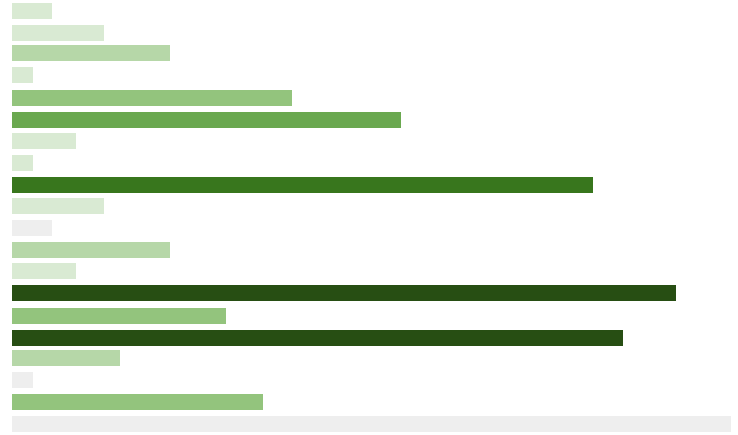
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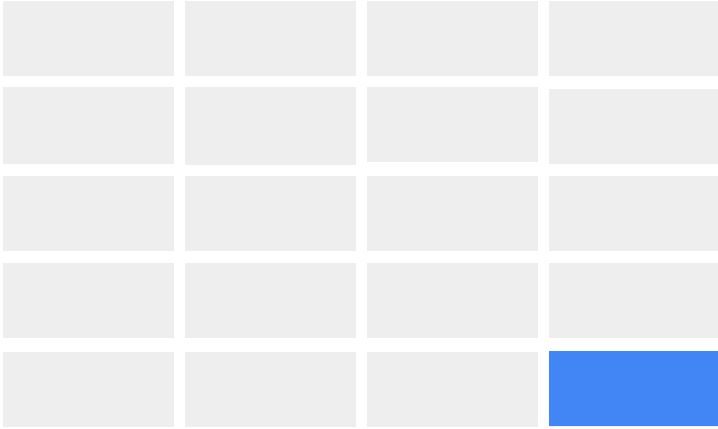
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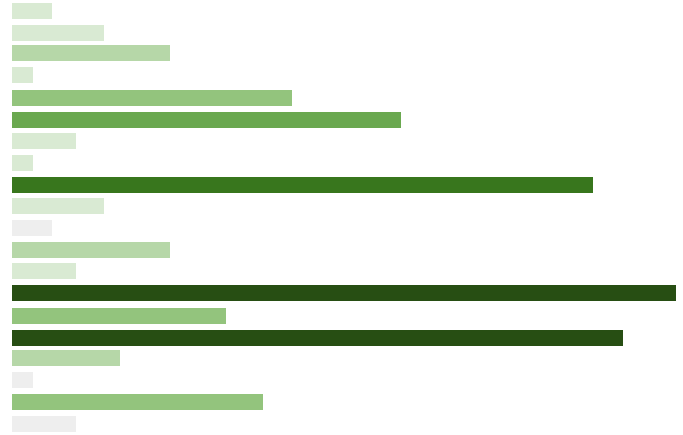
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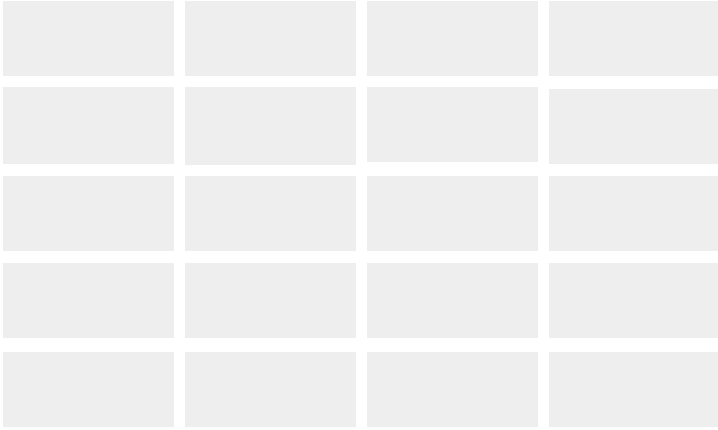
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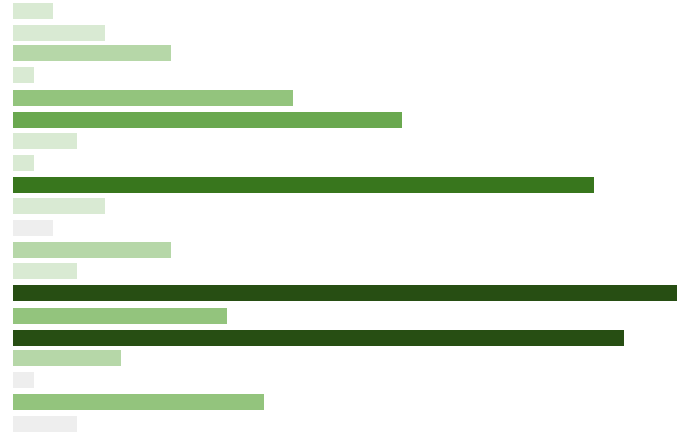
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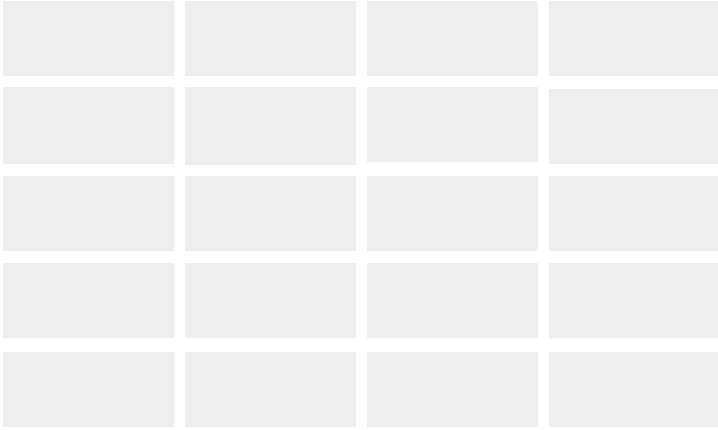
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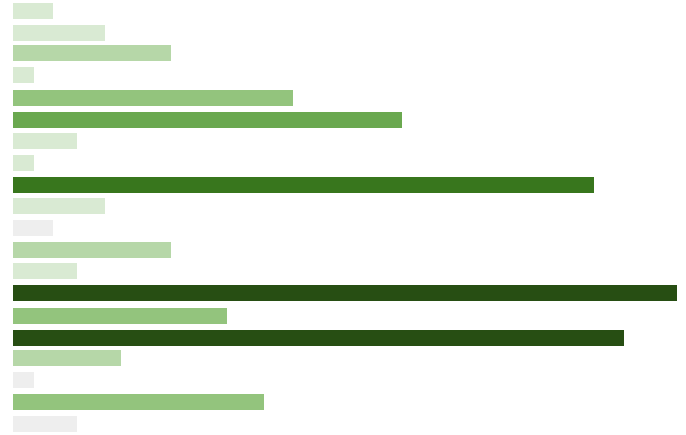
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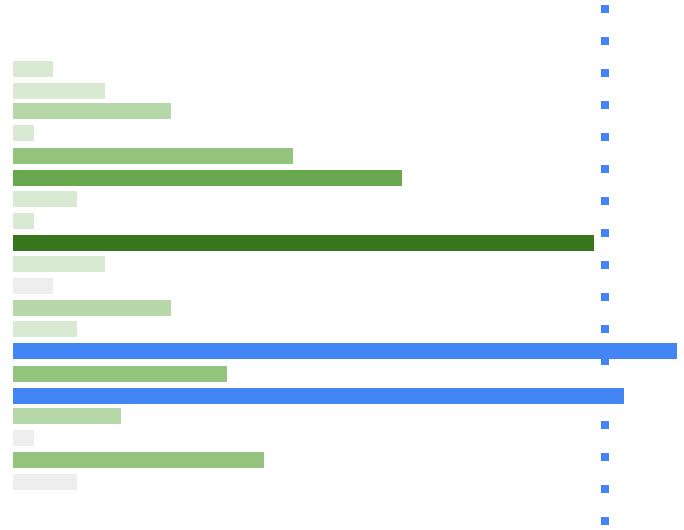
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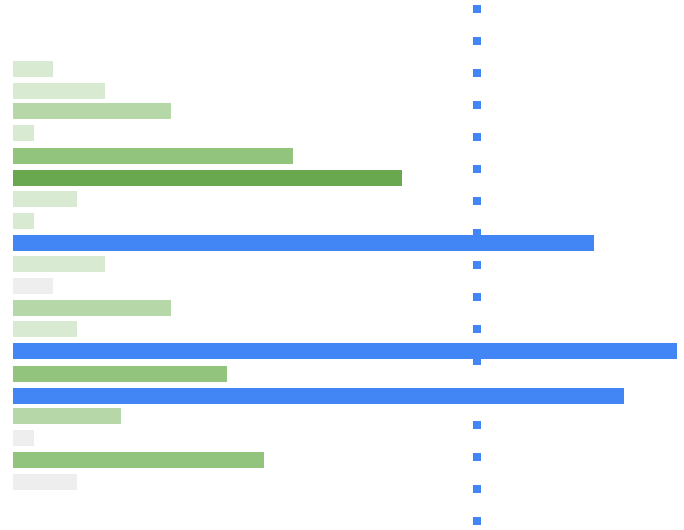
# ABSOLUTE ESSENTIALS

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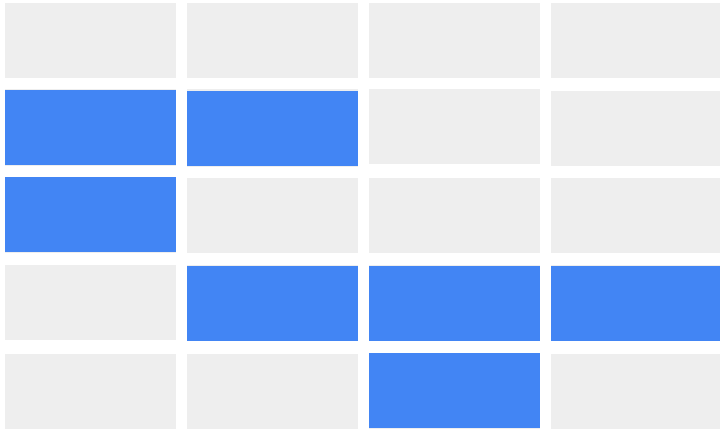
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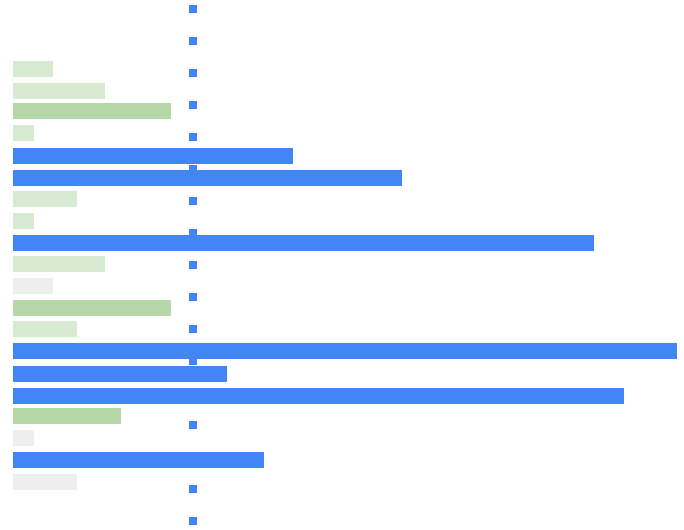
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Experience and intuition.

# Balancing Utility & Positive UX



And what do we do?

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A photograph of two men in a dimly lit office environment. They are both looking intently at a large computer monitor on the right side of the frame. The man in the foreground is wearing glasses and a dark shirt, while the man behind him is wearing a light blue shirt. The office is illuminated by desk lamps, creating a focused and professional atmosphere. The background is slightly blurred, showing other office equipment and lights.

**1+2**

**One link for the client and two authority links to make it look natural.**

A photograph of two men in a dimly lit office environment. They are both looking intently at a large computer monitor on the right side of the frame. The man in the foreground is wearing glasses and a dark shirt, while the man behind him is wearing a light blue shirt. The office is illuminated by warm desk lamps, creating a focused and professional atmosphere. The background is slightly blurred, showing other office equipment and lights.

**1+2**

**Like, Wikipedia. Or some university. Maybe a government site. Yeah!**





## Find Like-minded people.

Seek out people who have a similar interest as you. Making a connection feels easier if the next person can relate to you. To do this you can join various online or offline clubs or groups related to your hobby. If making bets piques your curiosity, Try some of the best [Betting apps](#) like BetMGM Sportsbook, DraftKings Sportsbook, Caesar's Sportsbook, BetRiver's Sportsbook, etc., with people while [earning money](#). It is one of the best ways to socialize while staying comfy. Once you get yourself company, try to avoid distractions and remain attentive. We can't make a person comfortable in our presence if our phones keep buzzing and we listen to them half-heartedly.

## Take the initiative

For introverts, the most challenging part lies in reaching out to people. But know that life is not paved of roses, and connections don't fall on you themselves. It would be best to initiate a conversation with people you want to connect with and devise an activity you can do together, such as getting a coffee or walking. Don't get intimidated; take a deep breath, make yourself comfortable, and go all out.

## Use Technology to Connect

[Social media](#) and other Online apps or platforms are heaven for introverts to socialize while staying homely. Not having to face people face to face relieves the pressure on introverts, and they are more likely to mingle better in society. Another handy way to socialize people into betting is through Casino mobile, where anyone, either introvert or extrovert, can socialize and play gambling games with other people.

## Be Selective of social events.

Introverts must set boundaries on how much [social interaction](#) they can handle. Don't hesitate to stick to your comfort and excuse yourself from a group if necessary. Going to loud and discomforting events can break your resolve to join any other gathering that can prove to be comfortable. You can skip the events you are not so fond of and opt for the ones where you can have healthy conversations with a smaller group of people.

## Play to your Strength

Naturally, introverts have some unique traits. Making use of these strengths helps them [make a better connection with others](#). Introverts tend to be good listeners; this may be because they usually sit back without participating much in conversations. Secondly, Introverts are good at observing people and situations around them. And the cherry on top is, They are highly intuitive due to the above characteristics. They have a

Money Link

Internal Link

Token Links

Auto Entertainment Sports Food

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Wow! Thanks.



Oh no wait. It gets worse...

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We sold this garbage to bloggers.

And they bought it!

It's become, like a **thing** now.

DEJAN

And it just...

**DEJAN**

WON'T

DEJAN

GO

DEJAN

AWAY

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Alex Miles

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Karen Simmons



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Annie Morton

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### Get Off Here: The Best Things to Do in Beacon

Holly Rosen Fink



### Photo Essay: Landscapes at Night

Josh Laskin



### Top Things to Do in Rosendale, New York

Sarah Knapp



### The Best Indie Cinemas in New York City

Holly Rosen Fink



### Wave Hill: A Verdant Jewel in the Bronx

Lucy Mason



### A Self Guided Brooklyn Graffiti Tour

sarah





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### A Self Guided Brooklyn Graffiti Tour

sarah



## Sarah Knapp

Brooklyn, New York, USA

### About Sarah

I'm the founder of [Mappy Hour](#), a community platform that connects urban dwellers to outdoor recreation in cities. We create events, inspire travel, and support outdoorsy-ness in over 10 cities across the country. Before that, I was the Editor-in-Chief at offMetro, an award winning green travel publication.

I love travel of all kinds but am particularly passionate about outdoor adventure. I've skied in Patagonia, climbed Mt. Kilimanjaro and, someday, aim to ski in Antarctica.

### Connect with Sarah



### Recent stories from Sarah



[Slow travel and long distance hikes: how to embrace the new outdoor travel trends](#)

8 min read • Jul 14, 2022



[A new hiking trail near Santa Barbara opens just in time for summer](#)

3 min read • Jun 8, 2022





Sarah Knapp

Founder, OutdoorFest / Mappy Hour

⚡ Pro Member

+ Follow



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572 posts

1,259 followers

1,992 following

Sarah Knapp she/her

🏔️ Mountain Junkie + New Yorker + Fribling

📱 founder of @outdoorfest + @mappy\_hour, fmr publisher at offMetro  
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Nofollow
DR
Linked domains
Linked pages
Links from target

Anchor
+ More filters

#### External links Internal links

12,191 anchors First seen

Export

Anchor text	Linked domains	Linked pages	Links from target	Dofollow	First seen
here	56 0.4%	95	97	97 0.1%	4 Apr 2017
through this link	25 0.2%	35	35	0 <0.1%	2 Jun 2020
Empty anchor	20 0.2%	52	50.6K	50,577 59.3%	5 Mar 2017
website	17 0.1%	27	27	27 <0.1%	6 Apr 2017
schedule	11 <0.1%	13	13	13 <0.1%	20 Apr 2018
online	10 <0.1%	18	18	18 <0.1%	20 Apr 2018
Learn More	10 <0.1%	17	17	17 <0.1%	23 Apr 2018
volunteer	10 <0.1%	20	20	20 <0.1%	20 Apr 2018
site	7 <0.1%	9	9	9 <0.1%	12 Mar 2017
Donate	7 <0.1%	11	11	11 <0.1%	23 Apr 2018
ferry	7 <0.1%	11	12	12 <0.1%	8 Apr 2017
map	6 <0.1%	11	11	11 <0.1%	19 Apr 2018
Ticket	5 <0.1%	9	9	9 <0.1%	30 Mar 2017
	5 <0.1%	7	7	7 <0.1%	24 Apr 2018
	5 <0.1%	24	27	27 <0.1%	4 Apr 2017
	4 <0.1%	6	6	6 <0.1%	8 Apr 2017



Overview Anchors How to use

Overview 2.0
Site structure
Calendar

Backlink profile

Backlinks
Broken backlinks
Referring domains
Anchors
Internal backlinks
Referring IPs
Link intersect

Organic search

Organic keywords
Top pages
Top subfolders
Top subdomains
Organic competitors
Content gap

Paid search

Paid keywords
Ads
Paid pages

Pages

Best by links
Top content

Outgoing links

Linked domains
Anchors
Outgoing links
Broken links

Filters: All, Dofollow, Nofollow, DR, Linked domains, Linked pages, Links from target, Word or phrase, Anchor, More filters

External links Internal links

12,191 anchors First seen Export

Table with columns: Anchor text, Linked domains, Linked pages, Links from target, Dofollow, First seen. Rows include 'here', 'through this link', 'Empty anchor', 'website', 'schedule', 'online', 'volunteer', 'site', 'Donate', 'ferry', 'map', 'Tickets', 'Lake Placid Olympic Museum', 'taxi', 'calendar of events'.

Consistent with natural link practices 👍



and yet...

DEJAN

## Offering quality sites for link building and Content writing.



From Vihaan Rathod

To [enquiries@dejanmarketing.com](mailto:enquiries@dejanmarketing.com)

Date Today 05:22

 Summary  Headers  Plain text



To protect your privacy remote resources have been blocked.

Allow

Hello,

Are you looking for a "paid guest post"? We have researched thousands of Blog websites for our clients. We can help you to post your content on the best platform that has a large number of visitors. We have high-authority Blog websites of all categories that are accepting guest posts.

Here are some samples:

<https://www.hiboox.com> DA 78 DR 53 Traffic 2453

<https://www.mybeautygym.com> DA 74 DR 26 Traffic 1044

<https://www.justwebworld.com> DA 65 DR 53 Traffic 38884

<https://offmetro.com/> DA 73 DR 53 Traffic 17749

<https://blacksportsonline.com> DA 72 DR 60 Traffic 214101

Kindly reply so that we can discuss this further.

-

Thank you!

**Vihaan**

**DEJAN**

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Here are some samples:

<https://www.hiboox.com> DA 78 DR 53 Traffic 1044  
<https://www.mybeautygy.com> DA 78 DR 53 Traffic 1044  
<https://www.justwebwo.com> DA 78 DR 53 Traffic 38884  
<https://offmetro.com/> DA 78 DR 53 Traffic 17749  
<https://blacksportsonline.com/> DA 72 DR 60 Traffic 214101

 HOW???

Kindly reply so that we can discuss this further.

-

Thank you!

**Vihaan**

**DEJAN**

# Do you know Vihaan Rathod?

External



Inbox x



**Dan Petrovic** <dan.petrovic@dejan.com.au>

to hello ▾

Thu, 2 Mar, 17:57 (22 hours ago)



Hey Sarah, I just got an email from Vihaan Rathod offering a guest post on [offmetro.com](https://offmetro.com) (screenshot attached) and I'm just checking in to see what the deal is since he doesn't seem to be a part of your team.

**Dan Petrovic**

Director

Phone: 1300 123 738

<https://dejanmarketing.com/>

One attachment • Scanned by Gmail ⓘ



# DEJAN





Shay, offMetro.com

to me ▾

2 Mar 2023, 20:43 (20 hours ago)



Hi Dan,

Thanks for your email. We'd love to work with you.

Vihaan Rathod is not part of our team.

If you'd like to publish a sponsored Guest Posts on **offMetro.com** - **we suggest transacting directly with us.**

Articles must be about **Travel**, 100% unique, exciting and informative.

#### **There's a BIG PR value when publishing on offMetro.com:**

- **The Article will also get Published on NewsBreak.com:** offMetro.com is a Publisher on [News Break](#) - one of the most popular Local News Aggregator apps in the country with more than **25 Million monthly active users**. If your article is high-quality and about any location in the U.S - then we will also publish it on the News Break App and desktop publication for Maximum exposure \*. (Publication on NewsBreak depends on the approval of the article by the Editorial Team at NewsBreak)
- **Newsletter Blast:** We will also post the article on our bi-weekly Newsletter blast to our +55,000 NYC-based subscribers.

**Our Editorial Fee is \$150.**

#### **Post Requirements:**

- Only one commercial link is allowed. It should look natural and not spammy. No adult and gambling sites!
- Include 1-3 Authority links to well-ranked news, government or similar sites.
- Include a link to a post on [offmetro.com](#) to help with internal SEO.
- Content must be high quality with well-phrased English, written by native English writers. Length of 1,000+ words

For more about **offMetro NY Publication** - you can visit our Press page at [offmetro.com/ny/press](#)

Please let me know if you have any questions.

Thanks and I look forward to working with you!

Regards,

Shay Yellin

Editor in Chief

[offMetro.com](#) - Featured on: [Forbes](#) | [HuffPost](#) | [NYTimes](#) | [NBC](#)

"offMetro is one of the top 11 most reliable websites in responsible travel." —Lonely Planet



DEJAN



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DEJAN



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DEJAN

- Only one commercial link is allowed. It should look natural and not spammy. No adult and gambling sites!
- Include 1-3 Authority links to well-ranked news, government or similar sites.

1+2 again...

DEJAN

# Why?



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1. Makes it look **less natural**.
2. Aids **algorithmic detection**.
3. Provides a **pattern** for manual actions.
4. Creates **negative user experience**.
5. Encourages **poor link integration**.



How do I know this?

DEJAN

# 1,500,000

Content-based outgoing links.

DEJAN



111,107











Unique anchor texts variants.

DEJAN

# 10

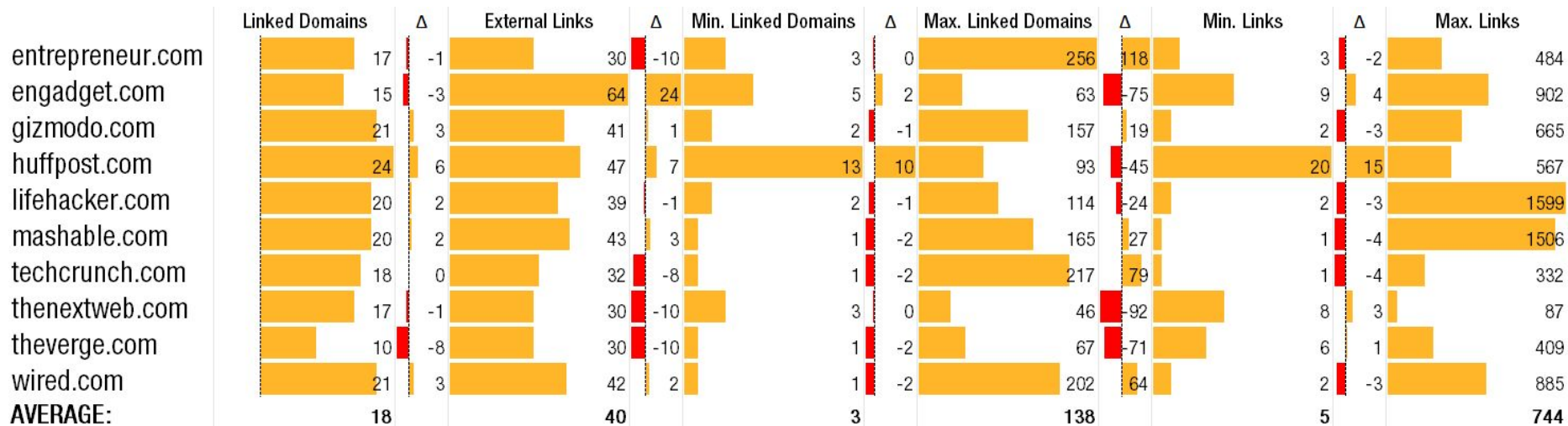
Major blogs.

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 engadget.com-outgoing-anchors-external-subd_2023-03-04_11-18-34.csv	4/03/2023 11:18 AM	CSV File	18,495 KB
 entrepreneur.com-outgoing-anchors-external-_2023-02-07_09-40-47.csv	7/02/2023 9:40 AM	CSV File	19,337 KB
 gizmodo.com-outgoing-anchors-external-subdo_2023-02-07_09-40-51.csv	7/02/2023 9:41 AM	CSV File	21,071 KB
 huffpost.com-outgoing-anchors-external-subd_2023-02-07_09-40-10.csv	7/02/2023 9:40 AM	CSV File	18,407 KB
 lifehacker.com-outgoing-anchors-external-su_2023-02-07_09-40-23.csv	7/02/2023 9:40 AM	CSV File	22,387 KB
 mashable.com-outgoing-anchors-external-subd_2023-02-07_09-40-59.csv	7/02/2023 9:41 AM	CSV File	24,865 KB
 techcrunch.com-outgoing-anchors-external-su_2023-02-07_09-40-18.csv	7/02/2023 9:40 AM	CSV File	18,162 KB
 thenextweb.com-outgoing-anchors-external-su_2023-02-07_09-40-28.csv	7/02/2023 9:40 AM	CSV File	302 KB
 theverge.com-outgoing-anchors-external-subd_2023-02-07_09-40-37.csv	7/02/2023 9:40 AM	CSV File	20,075 KB
 wired.com-outgoing-anchors-external-subdoma_2023-02-07_09-40-55.csv	7/02/2023 9:41 AM	CSV File	18,845 KB

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# Meta-Analysis of Per-Page Linking Patterns of Ten Major Blogs



# Meta-Analysis of Per-Page Linking Patterns of Ten Major Blogs



	Linked Domains	Δ	External Links	Δ	Min. Linked Domains	Δ	Max. Linked Domains	Δ	Min. Links	Δ	Max. Links
entrepreneur.com	17	-1	30	-10	3	0	256	18	3	-2	484
engadget.com	15	-3	64	24	5	2	63	-75	9	4	902
gizmodo.com	21	3	41	1	2	-1	157	19	2	-3	665
huffpost.com	24	6	47	7	13	10	93	-45	20	15	567
lifehacker.com	20	2	39	-1	2	-1	114	-24	2	-3	1599
mashable.com	20	2	43	3	1	-2	165	27	1	-4	1506
techcrunch.com	18	0	32	-8	1	-2	217	79	1	-4	332
thenextweb.com	17	-1	30	-10	3	0	46	-92	8	3	87
theverge.com	10	-8	30	-10	1	-2	67	-71	6	1	409
wired.com	21	3	42	2	1	-2	202	64	2	-3	885
<b>AVERAGE:</b>	<b>18</b>		<b>40</b>		<b>3</b>		<b>138</b>		<b>5</b>		<b>744</b>

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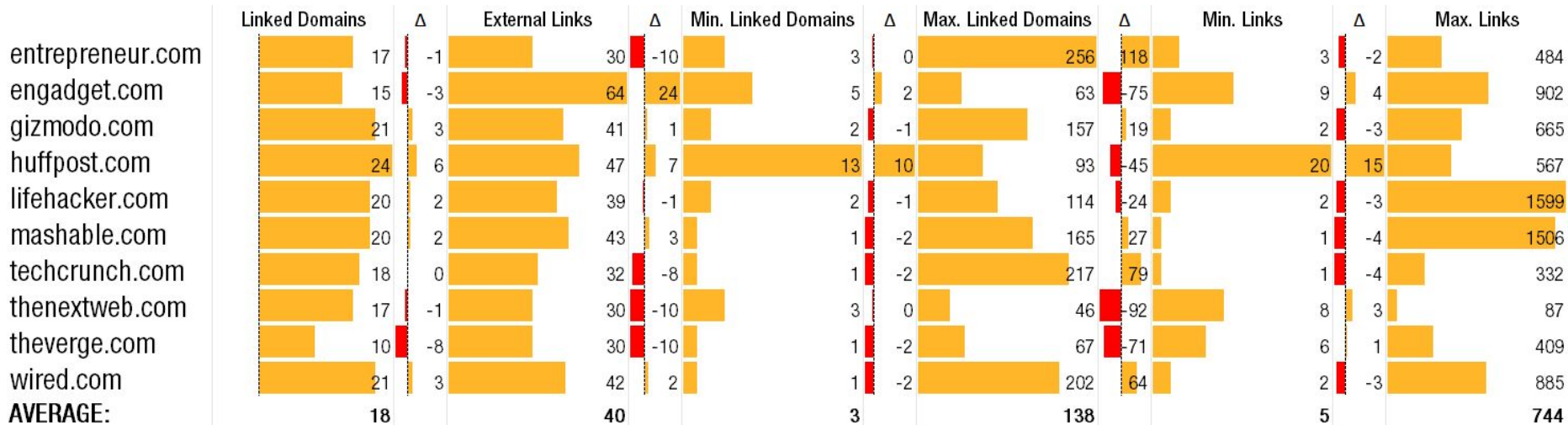
# Meta-Analysis of Per-Page Linking Patterns of Ten Major Blogs



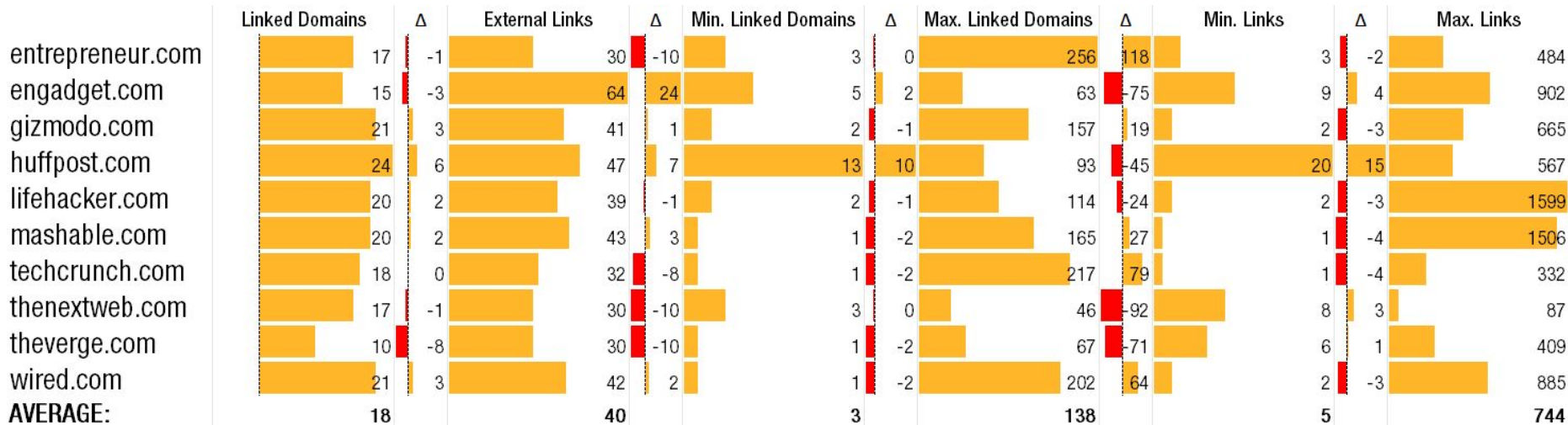
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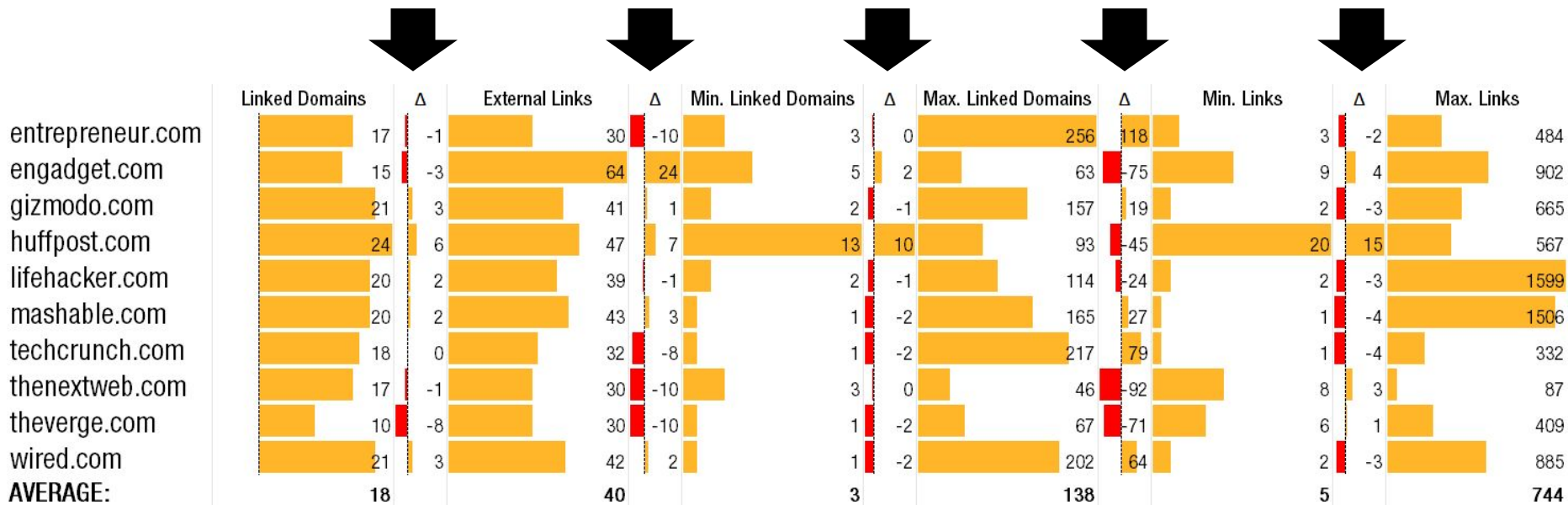
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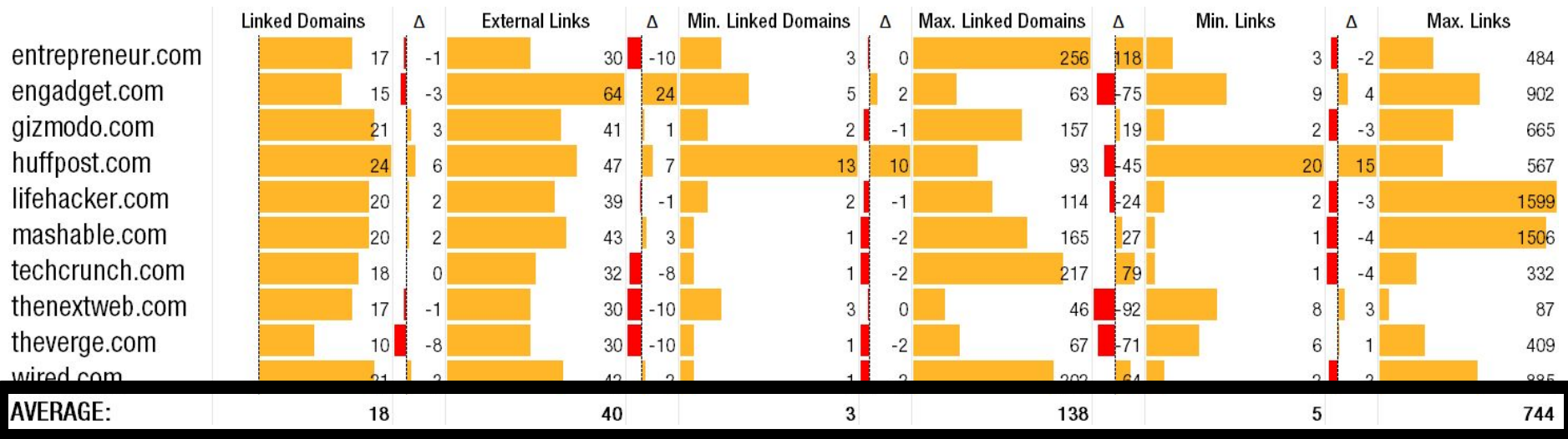
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# Meta-Analysis of Per-Page Linking Patterns of Ten Major Blogs



# Meta-Analysis of Per-Page Linking Patterns of Ten Major Blogs



18

Average number of external domain links on **organic** posts.

5

Average number of external domain links on **inorganic** posts.



## Major Tip

When writing for the web, link out to to as many pages as will be useful to your audience.

# Blogger Education

If confronted by a protective blogger, editor or website administrator quoting the “1+2” rule to avoid link spam, tell them this is an exceptionally bad idea and why\*.

To help you: [dejanmarketing.com/smx/](https://dejanmarketing.com/smx/)



# Blogger Education

If they don't budge. Move on. You don't need that risk.

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PURPOSE

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Every link must have a strong **purpose**.

Attribution  
Reference  
Definition  
Expansion  
Identification  
Example  
Action  
Relationship  
Proof  
Promotion

# **Attribution**

Reference

Definition

Expansion

Identification

Example

Action

Relationship

Proof

Promotion

Attribution

**Reference**

Definition

Expansion

Identification

Example

Action

Relationship

Proof

Promotion

DEJAN

Attribution  
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**Definition**  
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Identification  
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**Expansion**

Identification

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Promotion



Attribution

Reference

Definition

Expansion

**Identification**

Example

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Proof

Promotion

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Expansion  
Identification  
Example  
Action  
Relationship  
Proof  
**Promotion**

PRIMACY

DEJAN

A link must lead to the **strongest possible page**.



**strongest**

**DEJAN**

**strongest** in the context of

DEJAN

**strongest** logic

DEJAN

**strongest** situation

DEJAN

**strongest** narrative

DEJAN

**strongest** utility

DEJAN

**strongest** relevance

DEJAN

LIBERAL LINKING

DEJAN



LIBERAL LINKING + PURPOSE

DEJAN

LIBERAL LINKING + PURPOSE + PRIMACY

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**EQUALS MAGIC**

**DEJAN**

Let me illustrate.

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NEWS

## After Zillow's Collapse, Is iBuying a Catastrophe in the Making?

Zillow recently announced it would shut down its 'iBuying' unit. What is iBuying, anyway? And what does it mean for the housing market?

By **Lucas Ropek** | Published November 11, 2021 | Comments (51)





Photo: SAUL LOEB / AFP (Getty Images)



The real estate industry was thrust into the spotlight last week, when [Zillow](#), the property listing company, [announced that](#) it would be shuttering its “iBuyer” division. In a dire earnings report, the company announced that it would lose hundreds of millions of dollars as a result of the division’s losses and would be forced to lay off a quarter of its total workforce (A majority of the layoffs will be related to Offers, according to the company). It was an unceremonious end to what had been a powerful force in the housing industry over the past few years. Prior to its downfall, Zillow was the 2nd largest “iBuyer” on the market and had been on a voracious buying binge for months.

Unsurprisingly, the average person with marginal knowledge of the real estate industry was probably left wondering: just what is iBuying and why is it worth hundreds of millions of dollars?

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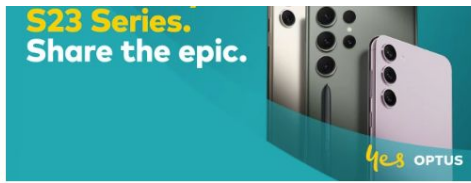


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## What is iBuying?

The basic idea behind iBuying is pretty simple: Companies deploy algorithms and other automated technology to swiftly assess and procure houses and then flip them for a profit. The benefit for house sellers is, [according to iBuyer PR](#), a simplified, expedited selling process. The benefit for the iBuyer, meanwhile, is hopefully a shitload of money.

Companies like Zillow use something called an AVM, short for “automated valuation models.” Just as they sound, these are algorithms used to help market analysts decide whether a property is worth buying and at what price it should be purchased. iBuying isn’t just a matter of algorithms, though. Companies have entire divisions—like Zillow Offers—where teams of people work on forecasting and procurement strategy. In Zillow’s case, the Offers division was tasked with collecting a whole assortment of data points to help it decide which properties it wanted to buy. According to the company, this included stuff like macroeconomic data, Bureau of Labor statistics, and real estate and transaction data at the local and regional levels.



Gizmodo

The Hunger Games | The Last of Us Episode 8 Review

Yesterday





### The Top Antitrust Cop Says Big Tech Looks a Lot Like Standard Oil

Mike DelPrete, a real estate [tech strategist](#) and scholar-in-residence at the University of Colorado Boulder, told Gizmodo that iBuyers try to “smartly combine people and technology,” though—as you can see with Zillow—that doesn’t always work out so well.

“They’re spending tens of millions of dollars a year on technology. Big data science team. Lots of data, lots of smart people, machine learning, artificial technology,” said DelPrete, of the biggest iBuyer on the market, Opendoor. All of this data and analysis is devoted to understanding house pricing in the near and long term: “It’s not just ‘what is a home worth today?’ it’s what do we need to offer to get this home today, what’s it going to be worth.”

### How Zillow fucked up

But too much faith in algorithms is a recipe for disaster. In Zillow’s case, such models ran into trouble when they met with the fluctuations of the volatile, often unpredictable housing market.

“The challenge we faced in Zillow Offers was the ability to accurately forecast the future price of inventory three to six months out, in a market where there were larger and more rapid changes in home values than ever before,” said a Zillow spokesperson, in a statement provided to Gizmodo.

In other words, Zillow’s algorithms weren’t all they were cracked up to be. A big part of the problem is that, for much of its iBuying career, Zillow was operating from a position of less than five million and millions of dollars but having to



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2/15/2023, 2:46 am





were larger and more rapid changes in home values than ever before,” said a Zillow spokesperson, in a statement provided to Gizmodo.

In other words, Zillow’s algorithms weren’t all they were cracked up to be. A big part of the problem is that, for much of its iBuying career, Zillow was operating from a position of loss—losing millions and millions of dollars but hoping to eventually make the money back and then some. However, it didn’t work out that way. Essentially, the company overpaid for the houses they were buying while also over-projecting the price at which they would be able to sell them in several months’ time.

“Zillow really effed it up in a way that other iBuyers haven’t,” said DelPrete, adding that the company had put “too much of a reliance on an algorithm.”

### Exponential Growth

Historically speaking, real estate isn’t a business that changes much and that’s what makes iBuying—which has brought with it a lot of swift, industry-wide transformations—such an odd phenomenon, says DelPrete.

“iBuying has grown really fast,” he said, explaining that the industry’s market share has doubled pretty much every year since it began around 2017. The exception to that growth was 2020 when the onset of Covid-19 across the country understandably hobbled home-buying trends. However, now that the pandemic is subsiding, iBuying is rocketing back into action and breaking its previous records. In Q3 of this year, they now make up approximately 1.75 percent of the overall housing market nationwide, up from 1 percent last quarter, DelPrete says.

While that might not sound like a lot, the reality of iBuying’s growth is more readily apparent in specific communities, where their share of the market may hover around 5 to 6 percent of total transactions. Most companies are fairly transparent about their procurements, publishing regular reports on how many houses they have been buying, at what price and where. And the numbers are accelerating at an even faster rate for some communities. The new “high water mark” is in Phoenix, Arizona, where, as of August, iBuyers accounted for 10 percent of the total market, said DelPrete.

### A White Hot Market



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## A White Hot Market

Understandably, a lot of people are concerned about what kind of effect iBuyers might be having on the housing market and, if you listen to the stories told by average home-buyers and real estate agents, it doesn't sound particularly good.

The housing market has been totally fucking nuts this year—with words like “crazy,” “surging,” and “bubble” thrown around to capture the out-of-control way that home prices are soaring and properties are being scarfed up left, right, and center. The National Association of Realtors published numbers in April that showed the average price of a single-family home had climbed to an all-time high. Apparently “bidding wars” between potential buyers have routinely caused houses to sell for thousands of dollars over their initial asking price. On Reddit forums, you can find anxious screeds comparing the current climate to the one that existed prior to the 2007 crash.

Amidst all this madness, would-be home-buyers are also being pitted against iBuyers and other institutional investors—like banks and investment firms—which are buying properties not out of necessity but for profit. In particular, it is in large metro areas—where iBuyers have most frequently congregated—that has seen some of the most explosive growth in home prices. Stories from real estate agents show how average home-seekers are being edged out of a deal after deal, as large companies swoop in with all the money to buy up properties.

iBuyers are even turning around and selling such properties not to new families but to Wall Street firms, who then convert them into rental properties from which they can collect more than a couple monthly rent checks.

“They can and do sell them directly to institutional investors—single-family rental companies like Invitation Homes and American Homes for Rent,” said DelPrete. “So, the iBuyers are hoovering up all these houses and selling them directly to Wall Street to rent them back out to Americans—not giving everyday Americans the chance to buy these houses on the open market.”

## iBuyers: the Real Estate Apex Predator

While iBuyers may make up a very small part of the overall market that doesn't



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## iBuyers: the Real Estate Apex Predator

While iBuyers may make up a very small part of the overall market, that doesn't stop them from being a formidable competitor for the average family who just wants to buy a single-family house but doesn't have, say, \$600,000 in cash lying around to outbid the local investment firm.

“I do think iBuyers impact the bigger market,” said DelPrete. “They'll say, ‘Oh, we're so small. We're just 1 percent of the total market.’ Bullshit,” he said. “They have to impact the market. They're buying and selling hundreds of houses in any one market at any period of time. They could be re-listing those houses for sale at any price they want,” he said, adding that such firms don't have to operate within the same constraints that normal buyers do.

“A pure housing market is buyers and sellers connecting directly to each other. What we have with iBuying is a corporate, for-profit middleman, getting right in the middle of that transaction,” he went on.

All of it inspires a lot of questions. “What are they doing to pricing? What are they doing to the supply side, [and] inventory? All of those questions are still valid, even if they're [a] small [part of the overall market],” DelPrete said.

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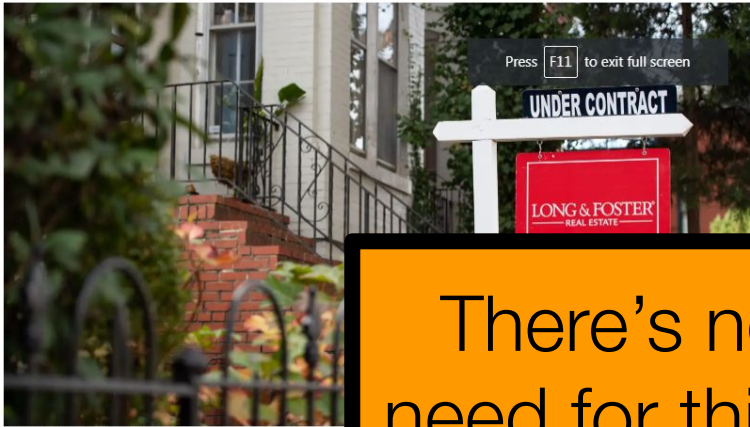


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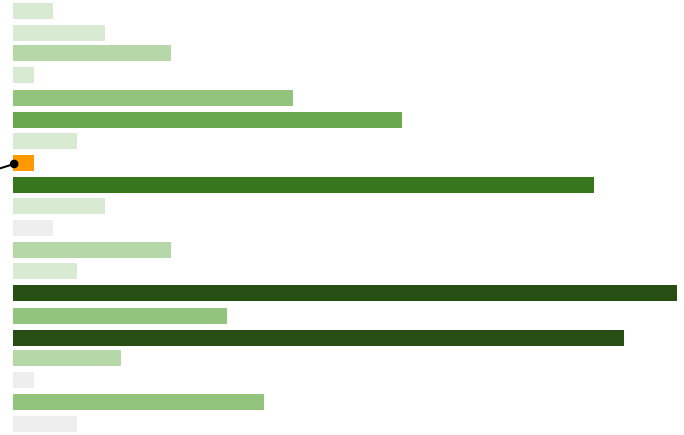
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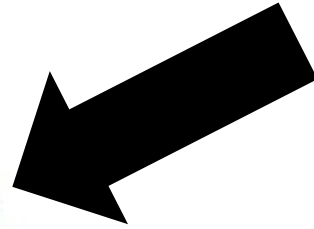
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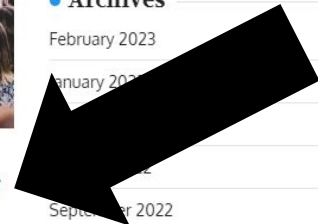
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## The Secret Fundamentals of a Motivational Speech

By Alexander IT 2023



Vital motivational speaking is becoming no myth in the past, in fact, what makes for a great motivational speech is, first and foremost, a great motivational speaker. That is something you need to hire a coach to do.

So one thing, creating the speech is only half the battle. It also needs to be effectively delivered, and that is something that requires real on-the-job training. Visible and possible to have an audience walk away from a motivational speech feeling motivated, the speaker needs to be top-notch.

### The Value of Motivational Speakers

This is one the reasons why motivational speakers are in such high demand. For many companies, hiring a top motivational speaker to be featured as part of some corporate event is one of the best ways to create a sense of purpose and cohesion among employees.

It also boosts morale significantly, which is all down to employees feeling that their own professional futures are intertwined with that of the company, and that the company's success is their success. And, in some ways, personal professional motivation and inspiration to make the company a success become one and the same.

And it isn't just corporate events either. Consider Pinterest, a company specializing in [Travel and Hospitality in Germany](#) with designs aimed at the American Latino community. They also produce an inspirational podcast for their clients.

In this case, it is the major customers of the company who are targeted, and the issues discussed (and how the type of motivation inspired) are all measured on the customer base.

### What Are the Fundamentals?

So being a motivational speaker isn't really a talent, it's a skill. A certain number of traits that companies will often say "hire me for." However, it might come as some surprise that what makes for a genuinely great motivational speaker is remarkably simple and comes down to three – not very well-known – fundamentals. These are not easy to recall, but certainly simple to understand.

Here follows the three most fundamental elements of successful motivational speaking:

#### Trust

A motivational speaker is the one who you just hire to do something that changes your life. To show your utmost respect, regardless of whether you do it for your professional or personal life. That's the need of a responsibility, and it is therefore about how creating a sense of trust among the audience is absolutely essential.

So, trust the audience needs to trust the motivational speaker. This might present some problems if they are part of a corporate event that needs to build trust in the company more than the employees. They may trust the speaker, they need to believe that they are speaking in the interests of the audience.

The way trust is engendered is firstly, by being clearly knowledgeable about the subject and by including lots of personal anecdotes about how they, or someone they know, have recommended has helped other people. A welcoming tone, a positive facial expression, and body language are also essential.

#### Appraisal

A motivational speaker will set out a path that they believe will lead to "the audience then needs to actively decide what goal – that is where the motivation comes from. For that the speaker is offering is genuinely desirable, then it is more likely the speech will be a success.

#### Clarity

The second fundamental is all about how the talk is delivered. In the context of motivational speaking, clarity means a clear, concise message around which the whole talk revolves. This should be simple and powerful, and should be remembered long after the talk is finished.

So, these are the essential elements of a good motivational speaker. If you are hiring one, make sure you check them.

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## The Secret Fundamentals of a Motivational Speech

By [Alexander ITT](#) 2023



Vital motivational speaking is lacking no value in the past, in fact, what makes for a great motivational speaker is, first and foremost, a great motivational speaker. That is something you need to have a secret secret.

So one thing, creating the speech is only half the battle. It also needs to be effectively delivered, and this is something that requires real skill or lots of practice. Visible and possible to have an audience walk away from a motivational speaker feeling motivated, the speaker needs to be top-notch.

### The Value of Motivational Speakers

This is one the reasons why motivational speakers are in such high demand. For many companies, hiring a top motivational speaker to be featured as part of some corporate event is one of the best ways to create a sense of purpose and direction for employees.

It also boosts morale significantly, which is all down to employees feeling that their own professional futures are intrinsically tied to the company, and that the company's success is their success. And, in some cases, personal professional motivation and involvement to make the company a success become one and the same.

And it's not just corporate events either. Consider Patagonia, a company specializing in [hiking and backpacking in Oregon](#) who are aimed at the American leisure community. They also produce an inspirational podcast for their customers.

In this case, it is the major customers of the company who are targeted, and the issues discussed (and how the type of motivation involved) are all relevant to the customer base.

### What Are the Fundamentals?

So being a motivational speaker certainly takes a certain amount of talent, one that companies will often pay handsomely for. However, it might come as some surprise that what makes for a genuinely great motivational speaker is remarkably simple and comes down to three – not very well known – fundamentals. These are not easy to recall, but remarkably simple to understand.

Here follows the three most fundamental elements of successful motivational speaking:

#### Trust

A motivational speaker is the one who you just like to do nothing other than change your life, to show your inner potential, regardless of whether you do it for professional or personal life. That is the need of a responsibility, and it is therefore about how creating a sense of trust among the audience is absolutely essential.

So trust, the audience needs to trust the motivational speaker. This might present some problems if they are part of a corporate event and have doubts about the company, or even more than the employees. If you want to trust the speaker, they need to believe that they are speaking in the interests of the audience.

The way trust is engendered is firstly, by being clearly knowledgeable about the subject and by including lots of personal anecdotes about how they, or someone they have talked to, have achieved their goals. A welcoming tone, a positive face, a warm smile, and lots of eye contact are also essential.

#### Appraisal

A motivational speaker will set out a goal that they will lead to. The audience then needs to actively desire what goal – that is where the motivation comes from. For that the speaker is offering is generally desirable, then it is more likely the speech will be a success.

#### Clarity

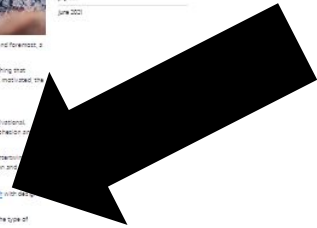
The second fundamental is all about how the goal is delivered. In the context of motivational speaking, clarity means a clear, concise message around which the whole talk revolves. This should be simple and powerful, and should be remembered long after the talk is finished.

So these are the essential elements of a good motivational speaker: if you are hiring one, make sure you check them.

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## The Value of Motivational Speakers

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It also boosts morale significantly, which is all down to employees realizing that their own professional futures are intertwined with that of the company, and that the company's success is their success. This kind of personal professional motivation and motivation to make the company a success become one and the same.

And it isn't just corporate events either. Consider Plurawl, a company specializing in [T-shirts and hoodies in Spanish](#) with designs aimed at the American Latino community. They also produce an inspirational podcast for their listeners.

In this case, it is the regular customers of the company who are targeted, and the issues discussed (and therefore the type of motivation imparted) are all relevant to that customer base.

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It also boosts morale significantly, which is all down to the fact that the futures of the company and its employees are intertwined with that of the company, and that the company's success is dependent on the individual motivation and performance of its employees.

And it isn't just corporate events that motivational speakers are aimed at. Many motivational speakers are also aimed at the general public, and there are many motivational speakers available in Spanish with designs aimed at the American market.

In this case, it is the regular motivational speakers who are used (and therefore the type of motivation imparted) are the most important.

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So, being a motivational speaker is not a natural talent, one that companies will often pay handsomely for. However, it might come as somewhat of a surprise that what makes for a genuinely great motivational speaker is remarkably simple and comes down to three – not very well known – fundamentals. These are not easy to realize, but remarkably simple to understand.

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Have you ever thought, "How can I sell my house quickly?" We have listed a number of tips that experts including [estate agents in Manchester](#) vouch for when it comes to selling your home faster.

## Use an estate agent to quicken the sale

When you work with an estate agent, they want to sell your house so that you don't have to. Whether there is a buyer out there always determines whether they are successful. Making your property as appealing as you can is crucial. If you have your property in Manchester then it is a good idea to go for experts offering [property valuation in Manchester](#) to understand the actual worth of your property. Giving your property some love and a makeover will almost always increase its profile, which will probably spark more attention and increase its value. There are various ways you can enhance the appearance of your home, whether you're decorating, modernising the interiors, or carrying out extensive renovations.

## Clear the clutter

How much of this do you genuinely need, look around you, and be sincere. The more space your property appears to have, the easier it will be for potential buyers to picture their stuff in it. You can even [book a property valuation](#) to determine the exact value of your house which will be helpful when it comes to getting a fair price during the sale. Having a clear-out will help your property look roomier. Sort the objects in your clutter into two piles: those you'll need in your new home (and can store if necessary), and those you most surely don't. You'll save yourself a job once you've relocated by taking care of this now!

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**SAME DOMAIN  
LINKS**

## Clear the clutter

How much of this do you have? Be honest with yourself, and be sincere. The more space your property appears to have, the easier it will be for potential buyers to see their stuff in it. You can even [book a property valuation](#) to determine the exact value of your house which will be helpful when it comes to getting a fair price during the sale. Having a clear-out will help your property look roomier. Sort the objects in your clutter into two piles: those you'll need in your new home (and can store if necessary), and those you most surely don't. You'll save yourself a job once you've relocated by taking care of this now!

### **Don't forget about the garden and outdoor area**

While we're not advocating a complete renovation, a disorganised garden can hinder home showings. To keep your garden looking as neat as the inside of your home, make sure the lawn is maintained, trim back any overhanging trees and bushes, and make sure the trash cans are hidden. Maintaining the front of your home is crucial because it will be the first thing potential buyers notice. Make sure your home number is prominent so that visitors can locate you more easily, and take some time to make sure your windows are spotless.

### **Restore the original purpose of the rooms.**

It's possible that using your spare room as a walk-in closet or a home gym is putting off potential viewers. When feasible, turn all of your rooms back into bedrooms before viewings if your home is listed as having three bedrooms. If you don't, potential buyers might find it difficult to imagine beds, wardrobes, drawers, and other furniture in these spaces. Home offices would be the sole exception under these circumstances, as most individuals require one!

**Tagged** estate agents in Manchester



**admin**

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**SINGLE &  
NAMELESS  
AUTHOR**

## TOP WORDS

Word	Frequency
mortgage	11
marketing	6
cbd	5
property	5
payment	4
business	4
services	4
loans	4
savings	3
wholesale	3
program	3
use	3
sydney	3
online	3
valuation	3
setting	3
personal	3
private	3
financial	3
utah	3

## BIGRAMS

bigram <sup>Ⓜ</sup>	Frequency
cbd wholesale	3
personal loans	3
in utah	3
wholesale program	2
program like	2
like this	2
this one	2
one in	2
make a	2
a down	2
down payment	2
mortgage rates	2
vigilant global	2
global trade	2
trade services	2
with a	2
impair your	2
your reaction	2
reaction time	2
assignment help	2

## TRIGRAMS

trigram <sup>Ⓜ</sup>	Frequency
cbd wholesale program	2
wholesale program like	2
program like this	2
like this one	2
this one in	2
make a down	2
a down payment	2
vigilant global trade	2
global trade services	2
impair your reaction	2
your reaction time	2
your savings account	2
your water bill	2
water bill is	2
bill is suddenly	2
is suddenly higher	2
suddenly higher than	2
higher than normal	2
battery box with	2
box with dcdc	2

TOP WORDS ⌵

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wholesale program like	2
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this one	2
in	2
own	2
ment	2
trade	2
real trade services	2
impair your reaction	2
your reaction time	2
your savings account	2
your water bill	2
water bill is	2
bill is suddenly	2
is suddenly higher	2
suddenly higher than	2
higher than normal	2
battery box with	2
box with dcdc	2

**SEMANTIC  
CACOPHONY**



Things like regular website updates, as well as having your site hosted on a secure server, can help ensure your customers and their data are safe. This is especially important if you take payments online, and have access to customer's most personal and private information because of it.

Keeping everything safe and secure on the cloud is another way you can better protect both your business and your customers. And because [cloud services are scalable](#), even the smallest of businesses can make it work within their budget.

### 3. Establishing Credibility With Users

To look like a credible source online, your brand has to stand out positively. One thing that online users are going to look for is a website that is safe and secure.

Again, if you're selling goods online, you're going to limit how many sales you can get if your site doesn't look legit. For example, users buying goods like [Alpha Strips](#) from Alpha Male Plus can trust the site because it's secure and looks professional.

### 4. Improving Your Social Media Presence

If your company has a large online presence, odds are social media marketing is a huge part of your plan to maintain and grow that presence. And while it might not seem as important as your company's website, you need to make sure you protect yourself on those social media websites, too.

Things like strong passwords, and routine password changes, will help ensure that your brand is safe on social media. Daily logins to your accounts, to ensure that everything is normal, is a good idea, too.

Following those simple tips will keep you from having an issue that can harm your branding efforts or diminish your credibility with your target audience.

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# Lighter & Brighter: How To Maximise Your Home's Interior Space

Are you guilty of holding on to furniture or belongings that may not have a place in your current life? The truth is that so many of us own items that we don't use on a daily basis, let alone even once a year. An easy suggestion is to simply give your unused items away or to donate them, but we know that this is something much easier said than done. So, what can you do if you don't want to get rid of that oversized armchair that your parents passed down to you? It's simple – consider putting unused and unnecessary items in a self-storage locker or [container hire in Melbourne](#). By storing your unused items in a safe and secure location, you will be able to open some much needed space up in your home. This, in turn, will allow you to navigate through your space much easier, on top of allowing you the creative freedom to decorate your interiors without having to deal with excess clutter in the way.

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you and your family's unique needs. Renovation projects also boast the potential to increase the overall value and appeal of your property. From swapping out outdated fixtures for more energy-efficient lighting and appliances, to investing in modern hardwood flooring, updated features throughout a home can easily bump up its market worth in the long term.

Whether you're planning a few simple updates or some major renovations like additional rooms, any scale of transformation is an investment, and should thus be organised with the utmost care and attention. If you're feeling a little lost about where to begin with this seemingly mammoth task, then you'll be happy to hear that we've put together a little guide, designed to help you navigate through these unfamiliar waters.

Read on to help you develop a realistic timeline, manage your budget, and ensure your renovation project.

## ORGANISE YOUR STORAGE IN ADVANCE

It goes without saying that **container hire** is an essential component in the process of preparing your home for renovations. Not only do transportable containers provide a great solution for safely storing build materials or tools for the renovation project itself, but they can also be used to store furniture and other items that need to be removed in order to clear space in work zones throughout your home.

Simply put, hiring a container or two gives you peace of mind that all of your possessions are being kept safe, and that there are no hazardous materials or even clutter on work sites that could cause potential damage or injury at any point in time during your renovation.

Plus, thanks to container delivery and pick-up services, you can ensure adequate, flexible storage is available to you and your family during the renovation process without even needing to set aside any time to procure these storage options themselves. Talk about convenience!

## TAKE MEASUREMENTS AND DETERMINE WHAT MATERIALS YOU NEED

If you're working with a contractor for your renovation, they will likely come into your home well before construction is scheduled to commence in order to take comprehensive measurements so that they are aware of the scope of your project, and perhaps even what quantity of materials are needed. Taking measurements is a crucial component of any renovation project, as it provides the foundation for your project timeline.

If you're handling your home renovation independently, however, we still urge that you set some





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In its simplest form, minimalism is about striving to only use things that serve a purpose. It's about living a simple life and having only what you need to go about your daily routine.

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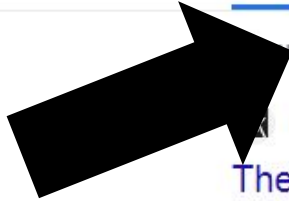
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## The Aussie tourist's guide to travelling across Asia

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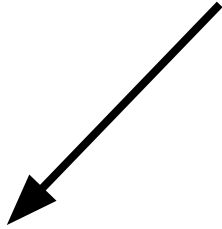
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Having a domain name offers numerous benefits for your brand and is part of establishing your brand awareness for your target market.

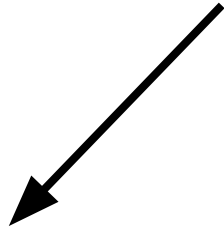
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So are we good now?



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Internal Link:

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Token Link:

[forbes.com/five-ways-to-increase-brand-recognition/](https://forbes.com/five-ways-to-increase-brand-recognition/)

Lonely Link:

<https://ventraip.com.au/>

Nowadays, every modern business understands how crucial it is to launch a business website. Whether you're offering products or services, having one is imperative to reaching out to your target audience and making yourself visible to your customers at all times.

One of the essential elements of crafting a website is to get a good domain name. A domain name refers to the website address that allows users to search for your business online. They can be registered through domain name providers, as you can learn about [and try here.](#)

Having a domain name offers numerous benefits for your brand and is part of establishing your brand awareness for your target market. Here are the reasons why getting a strong one is so important for your business:

#### 1. Better control of your brand

To the continuing detriment of online users, there are a lot of cybercriminals who not only steal your information but also mimic your brand or, worse, mislead customers into making transactions that put their data in danger. Simply put, you run the risk of losing control of your brand if you don't secure your preferred business domain name. Always invest in a proper domain name to safeguard your brand and discourage copycats. This ensures nobody else can take advantage of your name or, worse, pretend they're you and scam other people.

#### 2. Higher SEO rankings

The virtual world is filled with competitive brands from all over the globe. You probably have to share tons of advertising space with names in your area already. So, if you want to succeed in your niche, you should use the right search engine optimisation strategies. Having a strong domain name helps with just that. The better your domain name fits current algorithm standards, such as keyword traffic and uniqueness, the more likely you are to rank well on search engines. This results in more customers finding your website earlier in the search process. Search engines will also let you keep your rank when they see how many clicks and visits you get from your target audience. To make full use of such a strategy, you should research SEO solutions [scaling businesses](#) should outsource.

#### 3. Improves brand recognition

One of the most important benefits of a good domain name is that it helps build brand recognition. Your business must be recognisable on the spot when it pops up on your target market's search results, after all.

In line with this, you must ensure your domain name stays consistent with your logo and web design. This should also be reflected on all channels you use, especially on social media.

The key is to establish [brand recognition](#) right from the get-go. Your domain name should cue viewers in on what you are as a business, what you offer, and what sets you apart. Make it something people will recognise once they hear it. Simple yet catchy ones are usually the most effective, of course.

#### 4. Lets you stay ahead of the competition

As mentioned above, you can use your domain name to stand out from the competition. Having your own domain name gives you a better chance of competing with big and established companies, even if you're just a startup. It evens out the playing field, giving you opportunities to get more clicks and visits from consumers worldwide.

#### 5. Makes your brand easy to remember

The best domain names stick in the minds of people. This is one key aspect of making them work for your brand. You can maximise their efficacy as they can easily be integrated with your other strategies. Again, keeping it short and simple offers better results. Such domain names have the perk of leaving little room for misspellings, mispronunciations, or confusion among your prospective clients. As long as it leaves a mark on them, it works. So, go through all possible configurations of your future domain name and see which ones have more immediacy and power behind them.

#### 6. Cost-effective

Another reason to invest in a good domain name is because of its low cost. This is an affordable way to grow your brand awareness. In both purchasing and renewal, keeping a domain name is relatively easy on the budget. Plus, there are many domain name providers out there that offer price packages fit for small enterprises. Make sure to compare rates and keep your name unique to make the purchase worthwhile.

#### Create the right domain name

Your domain name is an essential component of your online branding. Whether you're expanding your online presence, solidifying your place in the e-commerce world, or increasing brand recognition, you should put some more thought into the domain you use.

Apply these tips to get started on turning your domain name into an asset for your business.

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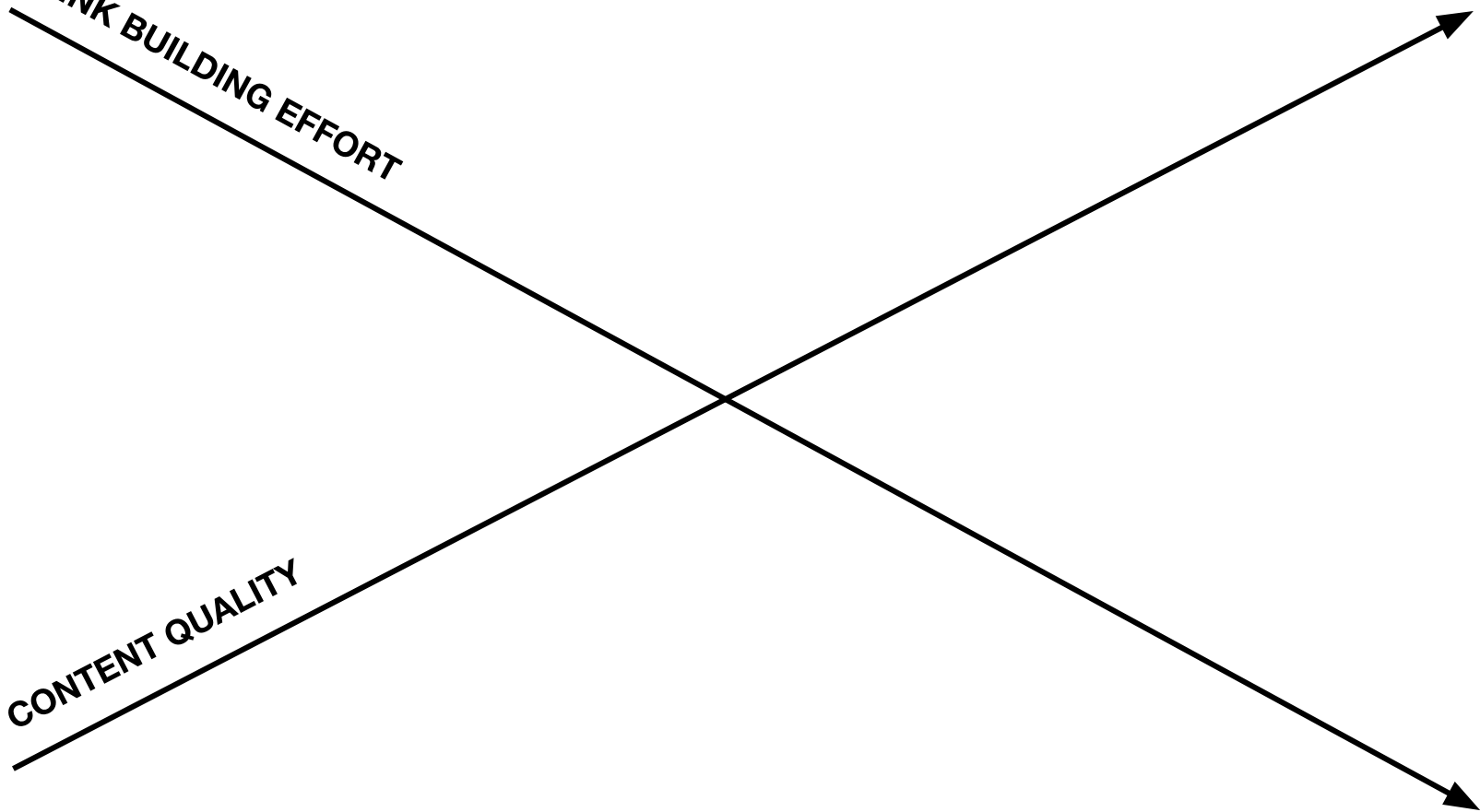
Link is created in **support of content.**

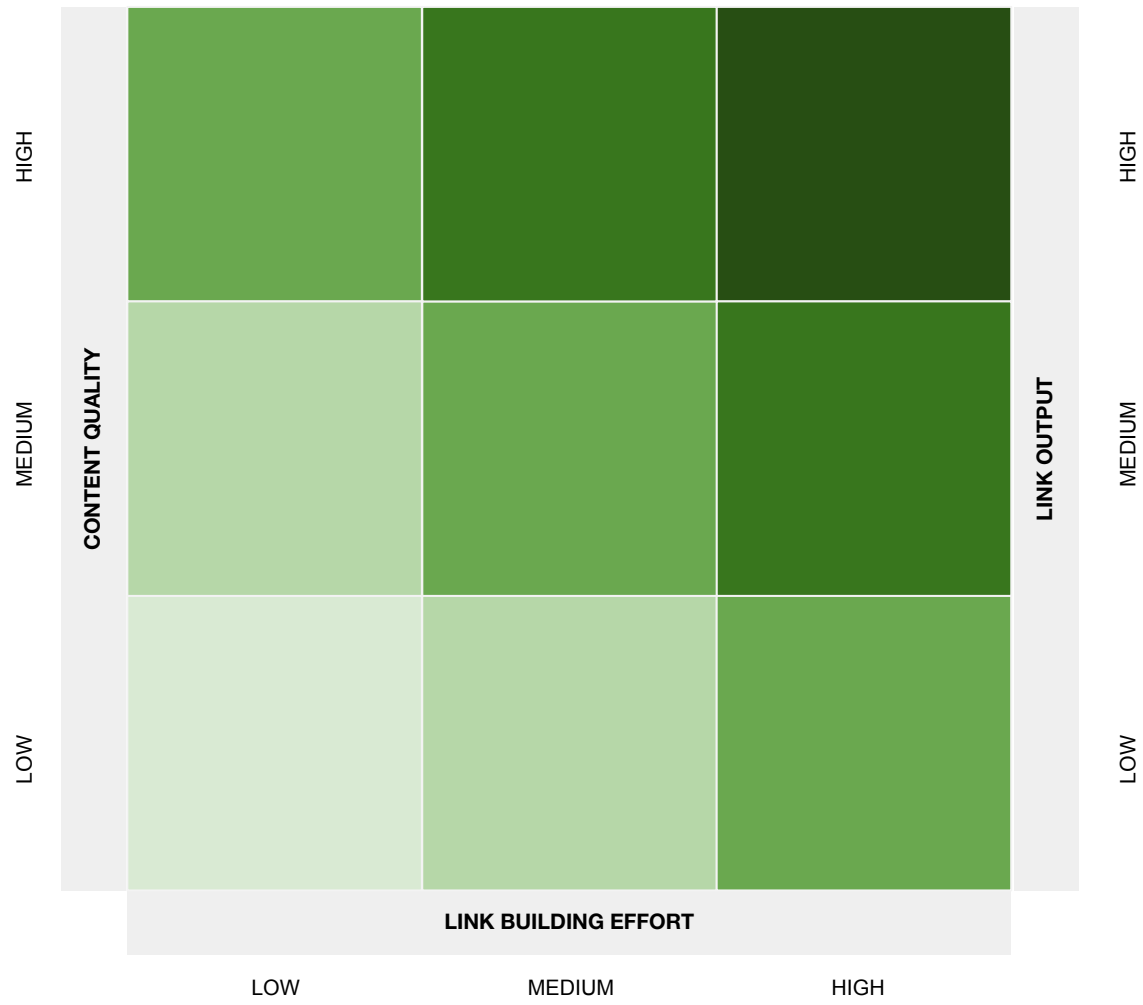
Content is **not** created in support of links.

**LINK BUILDING EFFORT**

**CONTENT QUALITY**

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1. As a starting point, focus on content.



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2. Consider all that is of value and where it lives.

1. As a starting point, focus on content.
2. Consider all that is of **value and where it lives**.
3. Write and link out generously to best pages.

If this is missing, we go to **step 0**.

1. As a starting point, focus on content.
2. Consider all that is of value and where it lives.
3. Write and link out generously to best pages.

## 0. Create value.

1. As a starting point, focus on content.
2. Consider all that is of value and where it lives.
3. Write and link out generously to best pages.

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1. As a starting point, focus on content.
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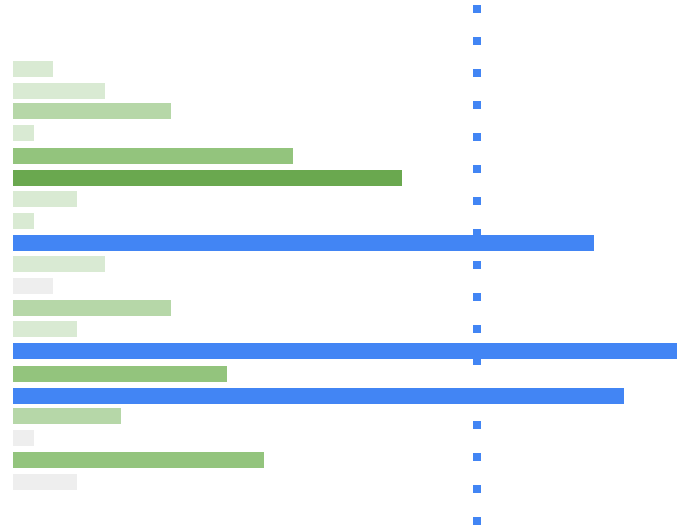
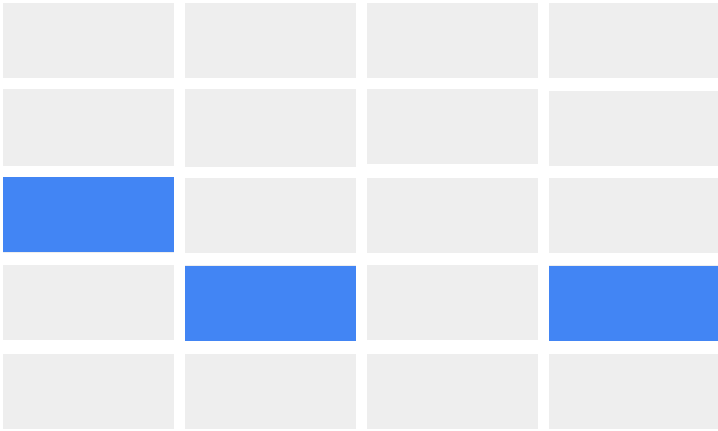
all relevant domains, not just your own

1. As a starting point, focus on content.
2. Consider all that is of value and where it lives.
3. Write and link out generously to best pages.



and in tune with your readers expectations

1. As a starting point focus on content.
2. Consider all that is of value and where it lives.
3. Write and link out generously to best pages.



this stuff, remember?

Natural Anchor Text

## Topics

[Agile](#)

[Design Process](#)

[Ecommerce](#)

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[Psychology and UX](#)

[Research Methods](#)

[Study Guides](#)

[User Testing](#)

[Web Usability](#)

[Writing for the Web](#)

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## Popular Articles

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[Empathy Mapping: The First Step in Design Thinking](#)

## Writing Hyperlinks: Salient, Descriptive, Start with Keyword

**Summary:** To help users quickly find what they need, anchor text should stand out from the body content and accurately describe the page that it refers to.

By Marieke McCloskey on March 9, 2014

Topics: [Navigation](#), [Writing for the Web](#)

### Eyes Are Drawn to Links

[Users scan web pages](#) looking for clues as to what the page is about and where to go next. [They use sign posts](#), such as headings and bolded keywords, as shortcuts to information. Hyperlinks also attract users' attention and need to stand out, both visually and contextually. [Underlined blue text is still the most obvious visual indicator of a link](#). Easy-to-understand links make the page more scannable because they provide both information about what is on the page and an idea of where to go next.

The following example from one of our eyetracking studies is typical of how people read on the web. The participant was asked a broad task: Find out about Genentech and what it does. In the first few moments on the Genentech Oncology page, the user scanned the first two paragraphs following an [F-pattern](#), but then switched to looking primarily at the links. The links made it easy for the user to navigate to additional information about a topic, but also acted as headings for each paragraph, informing the user what each section is about.

<https://www.nngroup.com/articles/writing-links/>

### Share this article:

 [Twitter](#)

 [LinkedIn](#)

 [Email](#)

### About the Author

Marieke McCloskey is a former User Experience Specialist with Nielsen Norman Group. She now leads UX Research at Humu. While at NN/g, Marieke researched human behavior by conducting desktop, mobile, and tablet usability research studies, including eyetracking user research, in the United States, Europe, and Asia.

## Write good anchor text ⇄

Good anchor text is descriptive, reasonably concise, and relevant to the page that it's on and to the page it links to. It provides context for the link, and sets the expectation for your readers. The better your anchor text, the easier it is for people to navigate your site and for Google to understand what the page you're linking to is about.

### 🚫 Bad (too generic):

```
<a href="https://example.com">Click here</a> to learn more.
```

```
<a href="https://example.com">Read more</a>.
```

```
Learn more about our cheese on our <a href="https://example.com">website</a>.
```

```
We have an <a href="https://example.com">article</a> that provides more background on how the cheese is made.
```

💡 **Tip:** Try reading only the anchor text (out of context) and check if it's specific enough to make sense by itself. If you don't know what the page could be about, you need more descriptive anchor text.

### ✅ Better (more descriptive):

```
For a full list of cheese available for purchase, see the <a href="https://example.com">list of cheese types</a>.
```

But here's the thing...

DEJAN

# 1,500,000

Content-based outgoing links.

DEJAN

# 111,107

Unique anchor texts variants.











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# 10

Major blogs.

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 engadget.com-outgoing-anchors-external-subd_2023-03-04_11-18-34.csv	4/03/2023 11:18 AM	CSV File	18,495 KB
 entrepreneur.com-outgoing-anchors-external-_2023-02-07_09-40-47.csv	7/02/2023 9:40 AM	CSV File	19,337 KB
 gizmodo.com-outgoing-anchors-external-subdo_2023-02-07_09-40-51.csv	7/02/2023 9:41 AM	CSV File	21,071 KB
 huffpost.com-outgoing-anchors-external-subd_2023-02-07_09-40-10.csv	7/02/2023 9:40 AM	CSV File	18,407 KB
 lifehacker.com-outgoing-anchors-external-su_2023-02-07_09-40-23.csv	7/02/2023 9:40 AM	CSV File	22,387 KB
 mashable.com-outgoing-anchors-external-subd_2023-02-07_09-40-59.csv	7/02/2023 9:41 AM	CSV File	24,865 KB
 techcrunch.com-outgoing-anchors-external-su_2023-02-07_09-40-18.csv	7/02/2023 9:40 AM	CSV File	18,162 KB
 thenextweb.com-outgoing-anchors-external-su_2023-02-07_09-40-28.csv	7/02/2023 9:40 AM	CSV File	302 KB
 theverge.com-outgoing-anchors-external-subd_2023-02-07_09-40-37.csv	7/02/2023 9:40 AM	CSV File	20,075 KB
 wired.com-outgoing-anchors-external-subdoma_2023-02-07_09-40-55.csv	7/02/2023 9:41 AM	CSV File	18,845 KB

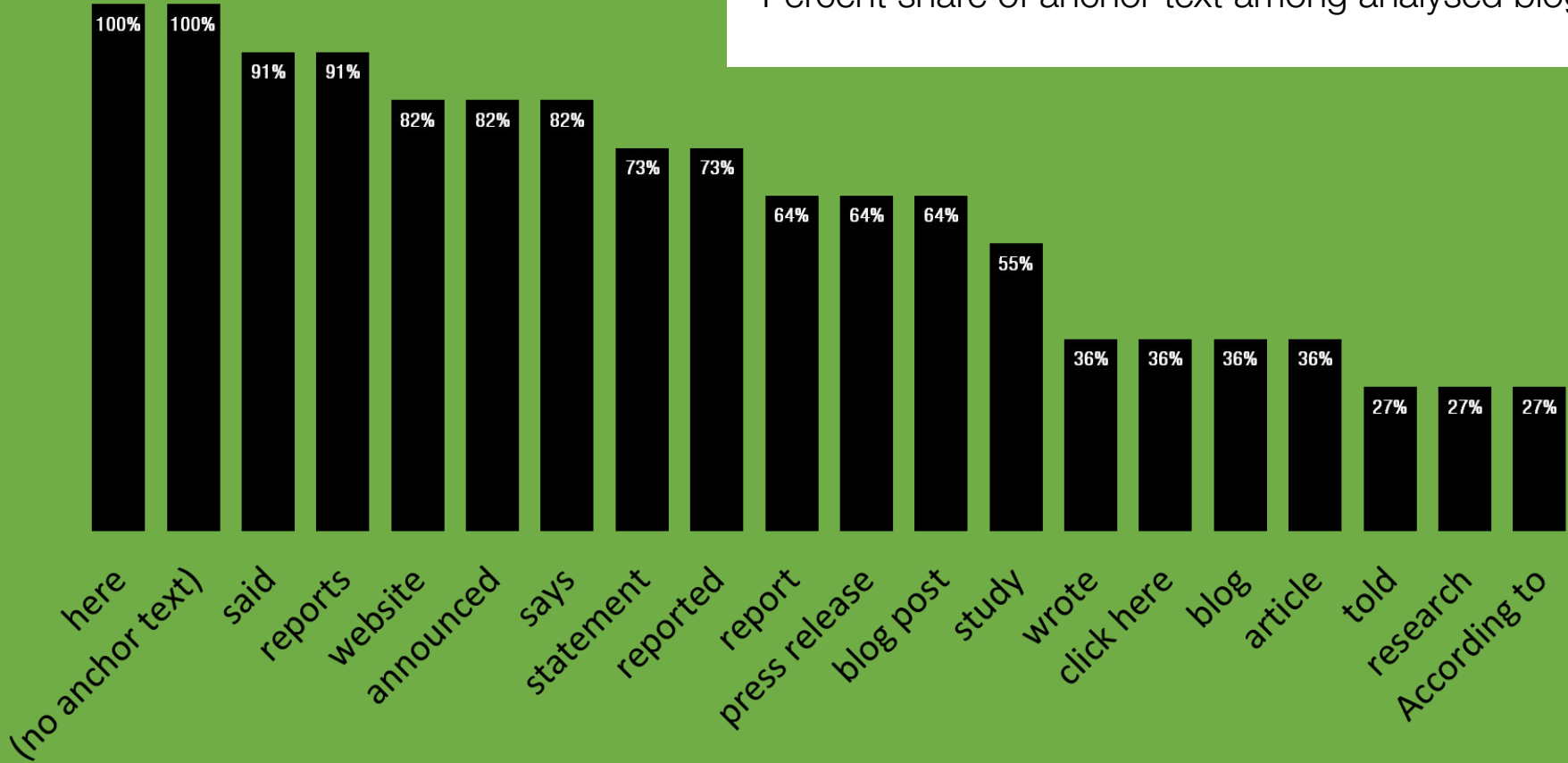
DEJAN

here	20,791
(no anchor text)	16,077
website	11,137
announced	5,589
said	4,652
report	4,491
statement	3,896
reported	3,504
reports	3,403
study	2,953
press release	2,782
Product page	2,599
blog post	2,225
wrote	1,946
Read	1,784
article	1,783
says	1,772
said in a statement	1,529
click here	1,486
blog	1,484
told	1,229
research	1,228
book	638
launched	611
survey	581
According to	558
via	513
According	416
revealed	394
Read Full Review	375

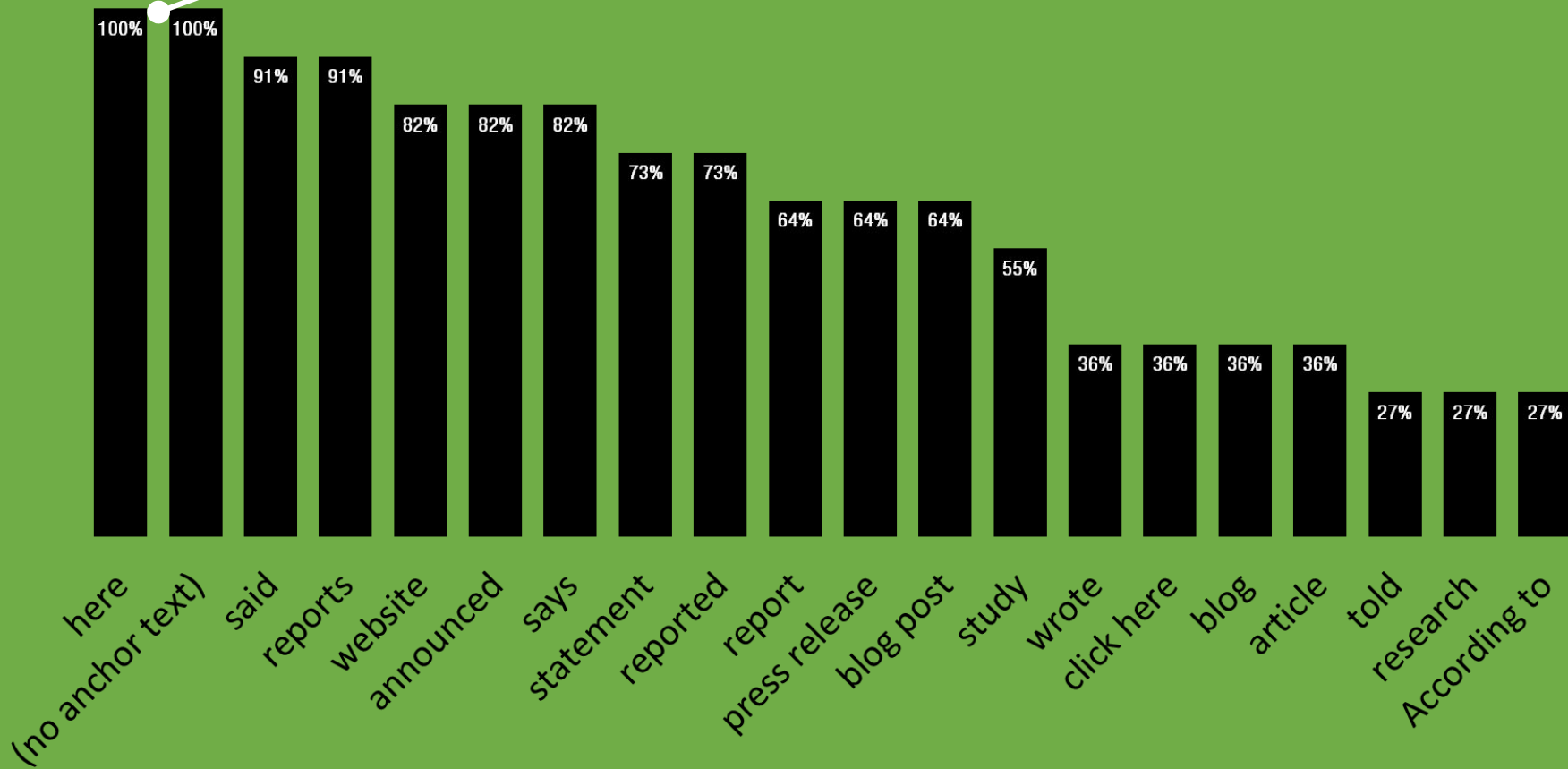
Actual natural anchor text.

# Anchor Text Presence

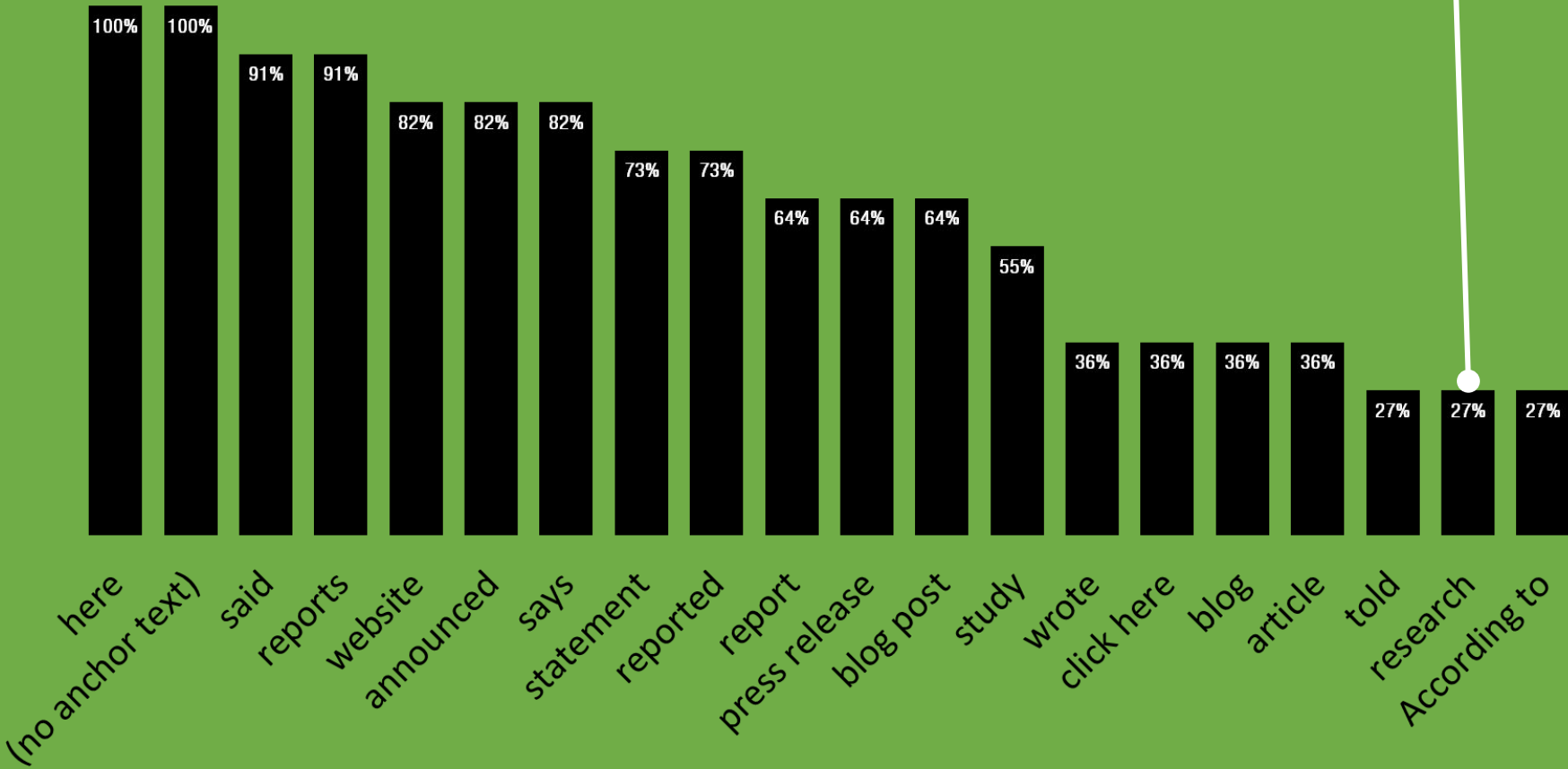
Percent share of anchor text among analysed blogs.



In top 20 for all.



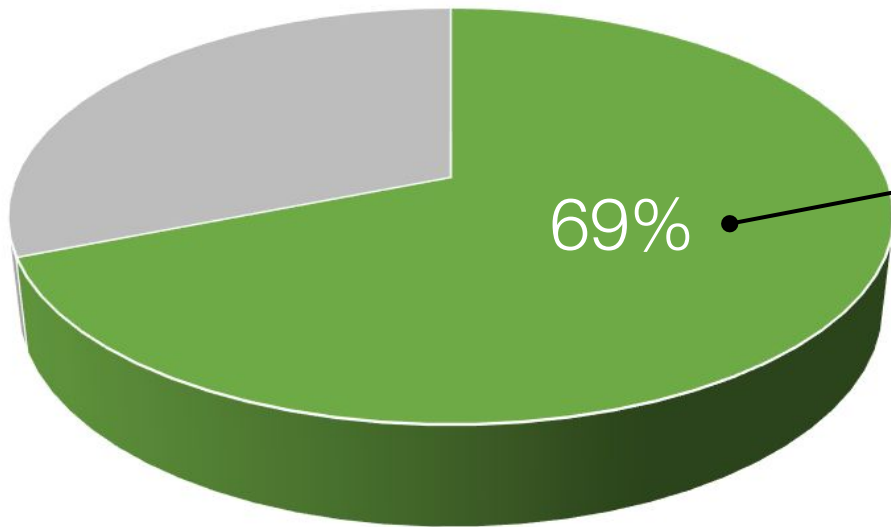
In top 20 for at least 3 blogs.



10

Most used anchor texts account for majority of all anchor text by use frequency.





1. here
2. (no anchor text)
3. website
4. announced
5. said
6. report
7. statement
8. reported
9. reports
10. study

# 100,000

Of all anchor text analysed are almost exclusively single use instances. It's a **very** long tail.

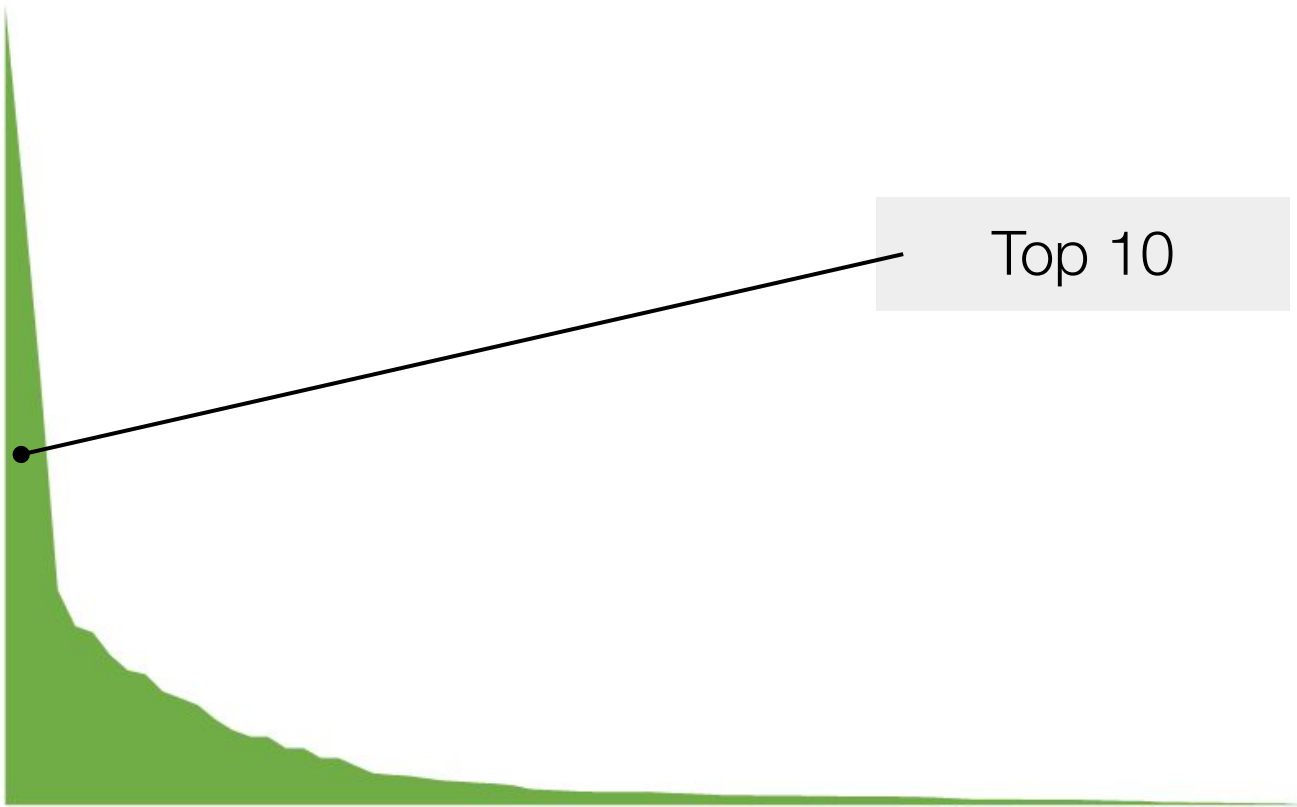
20000

15000

10000

5000

0



Top 10

DEJAN

20000

15000

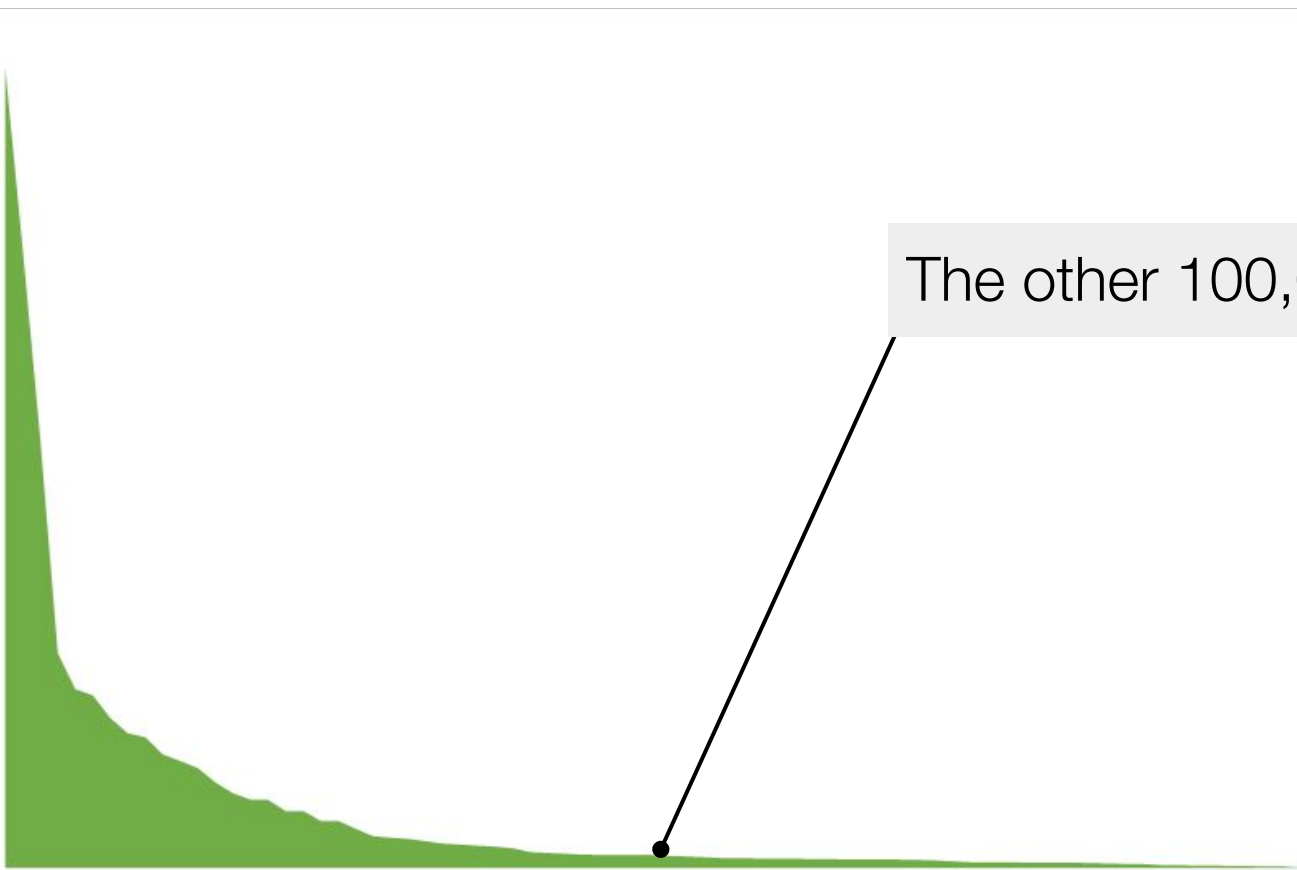
10000

5000

0

The other 100,000

DEJAN



Syntax

DEJAN

here  
website  
announced  
said  
report  
statement  
reported  
reports  
study  
press release  
Product page  
blog post  
wrote  
Read  
article  
says  
said in a statement  
click here  
blog  
told  
research  
book  
launched  
survey  
According to  
via  
According  
revealed  
Read Full Review

- adverb
- noun
- adposition
- determiner
- interjection
- particle
- punctuation
- verb
- unknown
- numbers
- conjunction
- adjective

here  
website  
announced  
said  
report  
statement  
reported  
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press release  
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website  
announced  
said  
report  
statement  
reported  
reports  
study  
press release  
Product page  
blog post  
wrote  
Read  
article  
says  
said in a statement  
click here  
blog  
told  
research  
book  
launched  
survey  
According to  
via  
According  
revealed  
Read Full Review

- adverb
- noun
- adposition
- determiner
- interjection
- particle
- punctuation
- verb
- unknown
- numbers
- conjunction
- adjective

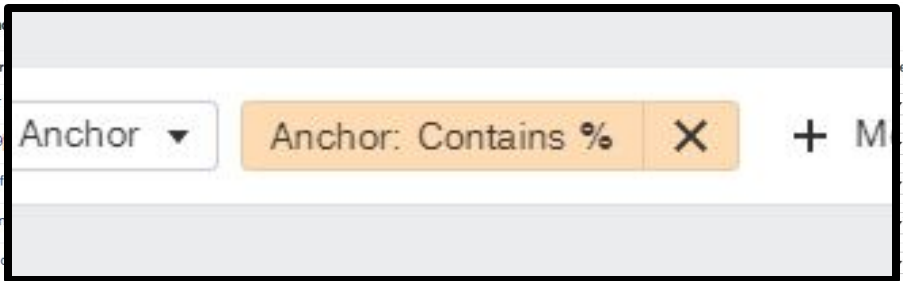
<b>DAT</b> ( <i>determiner, article</i> )	1 / 1
<b>IN</b> ( <i>preposition/subord. conj.</i> )	2 / 2
<b>NN</b> ( <i>noun, singular or mass</i> )	16 / 14
<b>NNS</b> ( <i>noun plural</i> )	1 / 1
<b>NP</b> ( <i>proper noun, singular</i> )	4 / 3
<b>RB</b> ( <i>adverb</i> )	2 / 1
<b>TO</b> ( <i>to</i> )	1 / 1
<b>VV</b> ( <i>verb, base form</i> )	1 / 1
<b>VVD</b> ( <i>verb, past tense</i> )	5 / 5
<b>VVG</b> ( <i>verb, gerund/participle</i> )	2 / 1
<b>VVN</b> ( <i>verb, past participle</i> )	3 / 3
<b>VVZ</b> ( <i>verb, present 3d p. sing.</i> )	1 / 1

- Overview
- Overview 2.0
- Site structure
- Calendar
- Backlink profile
  - Backlinks
  - Broken backlinks
  - Referring domains
  - Anchor
  - Internal backlinks
  - Referring IPs
  - Link intersect
- Organic search
  - Organic keywords
  - Top pages
  - Top subfolders
  - Top subdomains
  - Organic competitors
  - Content gap
- Paid search
  - Paid keywords
  - Ads
  - Paid pages
- Pages
  - Best by links
  - Top content
- Outgoing links
  - Linked domains New
  - Anchor New
  - Outgoing links New
  - Broken links

### ⌵ Anchors How to use

All Dofollow Nofollow DR Linked domains Linked pages Links from target  Anchor Anchor: Contains % X + More filters

Anchor	DR	DA	Score	Count	DR	DA	Score	First seen
1% for								26 Jun 2019
The 99								12 Jul 2019
50% of				5	1.3%			2 Jun 2019
Wome								18 Jul 2019
World								5 Jul 2019
about 80% of the variation in risk being due to genetic factors	<span>2</span>	0.5%		3	<span>3</span>	0.8%		26 Jun 2019
40% Discount at We Craft Box For New Customers	<span>2</span>	0.5%		2	<span>2</span>	<0.1%		29 May 2022
Verizon Grabs 4.5% of iPhone Traffic	<span>2</span>	0.5%		2	<span>2</span>	<0.1%		17 Jun 2022
PopCap Retail Sales Up 85%	<span>2</span>	0.5%		3	<span>3</span>	<0.1%		21 Oct 2019
67% of NPR's audience	<span>2</span>	0.5%		4	<span>4</span>	<0.1%		21 Jun 2019
Hands-On With Motorola's @\$#ing Atrix Superphone	<span>2</span>	0.5%		3	<span>3</span>	<0.1%		31 May 2019
only 14% had yield increases with honey bees	<span>2</span>	0.5%		3	<span>3</span>	0.8%		2 Jun 2019
for the war was running at 46%	<span>2</span>	0.5%		3	<span>3</span>	0.8%		14 Jun 2020
last two batches have been 35%-45% women	<span>2</span>	0.5%		2	<span>2</span>	<0.1%		13 Oct 2021
44% of teenagers admitted to lying about their age	<span>2</span>	0.5%		3	<span>3</span>	<0.1%		13 Jun 2022
Any given hectare contains about 60% of the species found in the whole forest	<span>2</span>	0.5%		4	<span>4</span>	1.1%		16 Jun 2022
GD 61 has "shredded" a rocky asteroid that was 26% to 28% water	<span>2</span>	0.5%		4	<span>4</span>	1.1%		18 Jul 2019



- Overview
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  - Top content
- Outgoing links
  - Linked domains New
  - Anchor New
  - Outgoing links New
  - Broken links

### ⌵ Anchors How to use

#### External links Internal links

Anchor	Dofollow	First seen
1% for	0 <0.1%	26 Jun 2019
The 99	0 <0.1%	12 Jul 2019
50% of	5 1.3%	2 Jun 2019
Wome		18 Jul 2019
World		5 Jul 2019
about 80% of the variation in risk being due to		26 Jun 2019
40% Discount at We Craft Box For New Custo		29 May 2022
Verizon Grabs 4.5% of iPhone Traffic		17 Jun 2022
PopCap Retail Sales Up 85%		21 Oct 2019
67% of NPR's audience		21 Jun 2019
Hands-On With Motorola's @\$#ing Atrix Sur		31 May 2019
only 14% had yield increases with honey bees	2 0.5%	3 3 0.8%
for the war was running at 46%	2 0.5%	3 3 0.8%
last two batches have been 35%-45% women	2 0.5%	2 2 0 <0.1%
44% of teenagers admitted to lying about their age	2 0.5%	3 3 0 <0.1%
Any given hectare contains about 60% of the species found in the whole forest	2 0.5%	4 4 1.1%
GD 61 has "shredded" a rocky asteroid that was 26% to 28% water	2 0.5%	4 4 1.1%

Anchor



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  - Linked domains New
  - Anchor New
  - Outgoing links New
  - Broken links

### ⌵ Anchors How to use

All
Dofollow
Nofollow
DR
Linked domains
Linked pages
Links from target

Anchor
Anchor: Contains %
+ More filters

External links	Internal links	Anchor	Dofollow	First seen
362 anchors		<span>Export</span>		
1% for		Anchor	0 <0.1%	26 Jun 2019
The 99		Anchor: Contains %	0 <0.1%	12 Jul 2019
50% of			5 1.3%	2 Jun 2019
Women				18 Jul 2019
World				5 Jul 2019
about 80% of the variation in risk being due to				26 Jun 2019
40% Discount at We Craft Box For New Custom				29 May 2022
Verizon Grabs 4.5% of iPhone Traffic				17 Jun 2022
PopCap Retail Sales Up 85%				21 Oct 2019
67% of NPR's audience				21 Jun 2019
Hands-On With Motorola's @\$#ing Atrix Sur				31 May 2019
only 14% had yield increases with honey bees				2 Jun 2019
for the war was running at 46%				14 Jun 2020
last two batches have been 35%-45% women				13 Oct 2021
44% of teenagers admitted to lying about their age				13 Jun 2022
Any given hectare contains about 60% of the species found in the whole forest				16 Jun 2022
GD 61 has "shredded" a rocky asteroid that was 26% to 28% water			0.5% 4 4 1.1%	18 Jul 2019

Anchor

Anchor: Contains %

Anchor: Contains \$

Anchor: Contains (



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### ⌵ Anchors How to use

All Dofollow Nofollow DR Linked domains Linked pages Links from target

Anchor
Anchor: Contains %
+ More filters

External links	Internal links	Anchor	Dofollow	First seen
362 anchors		<span>Export</span>		
Anchor: Contains %				
1% for		Anchor	0 < 0.1%	26 Jun 2019
The 99		Anchor: Contains %	0 < 0.1%	12 Jul 2019
50% of		Anchor: Contains %	5 1.3%	2 Jun 2019
Women				18 Jul 2019
World				5 Jul 2019
about 80% of the variation in risk being due to				26 Jun 2019
40% Discount at We Craft Box For New Custom				29 May 2022
Verizon Grabs 4.5% of iPhone Traffic				17 Jun 2022
PopCap Retail Sales Up 85%				21 Oct 2019
67% of NPR's audience				21 Jun 2019
Hands-On With Motorola's @\$#ing Atrix Sur				31 May 2019
only 14% had yield increases with honey bees				2 Jun 2019
for the war was running at 46%				14 Jun 2020
last two batches have been 35%-45% women	2			13 Oct 2021
44% of teenagers admitted to lying about their age	2			13 Jun 2022
Any given hectare contains about 60% of the species found in the whole forest	2			16 Jun 2022
GD 61 has "shredded" a rocky asteroid that was 26% to 28% water	2	0.5%	4	18 Jul 2019

Anchor: Contains %

Anchor: Contains %

Anchor: Contains "

Anchor: Contains %



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### ⌵ Anchors How to use

External links	Internal links	Anchor	DR	Dofollow	First seen
<a href="#">Export</a>					
362 anchors					
1%		Anchor		0 <0.1%	26 Jun 2019
The 99%		Anchor		0 <0.1%	12 Jul 2019
50% of		Anchor		5 1.3%	2 Jun 2019
Women		Anchor			18 Jul 2019
World		Anchor			5 Jul 2019
about 80% of the variation in risk b		Anchor			26 Jun 2019
40% Discount at We Craft Box For		Anchor			29 May 2022
Verizon Grabs 4.5% of iPhone Traffic		Anchor			17 Jun 2022
PopCap Retail Sales Up 85%		Anchor			21 Oct 2019
67% of NPR's audience		Anchor			21 Jun 2019
Hands-On With Motorola's @\$#ing Atrix Sur		Anchor			31 May 2019
only 14% had yield increases with honey bees		Anchor			2 Jun 2019
for the war was running at 46%		Anchor			14 Jun 2020
last two batches have been 35%-45% women	2	Anchor			13 Oct 2021
44% of teenagers admitted to lying about their age	2	Anchor			13 Jun 2022
Any given hectare contains about 60% of the species found in the whole forest	2	Anchor			16 Jun 2022
GD 61 has "shredded" a rocky asteroid that was 26% to 28% water	2	Anchor	0.5%	4	18 Jul 2019

Anchor: Contains \* X

Anchor: Contains " X

Anchor: Contains % X



If your anchor text fits the natural pattern of existing anchor text on that site your link will be near impossible to devalue or penalise.



# **NATURAL ANCHOR TEXT**

LIBERAL LINKING

PURPOSE

PRIMACY

NATURAL ANCHOR TEXT

**LIBERAL LINKING**

PURPOSE

PRIMACY

DEJAN

NATURAL ANCHOR TEXT

LIBERAL LINKING

**PURPOSE**

PRIMACY

DEJAN

NATURAL ANCHOR TEXT

LIBERAL LINKING

PURPOSE

**PRIMACY**

DEJAN

**MAGIC**

**DEJAN**

Q&A or Bonus Data

DEJAN

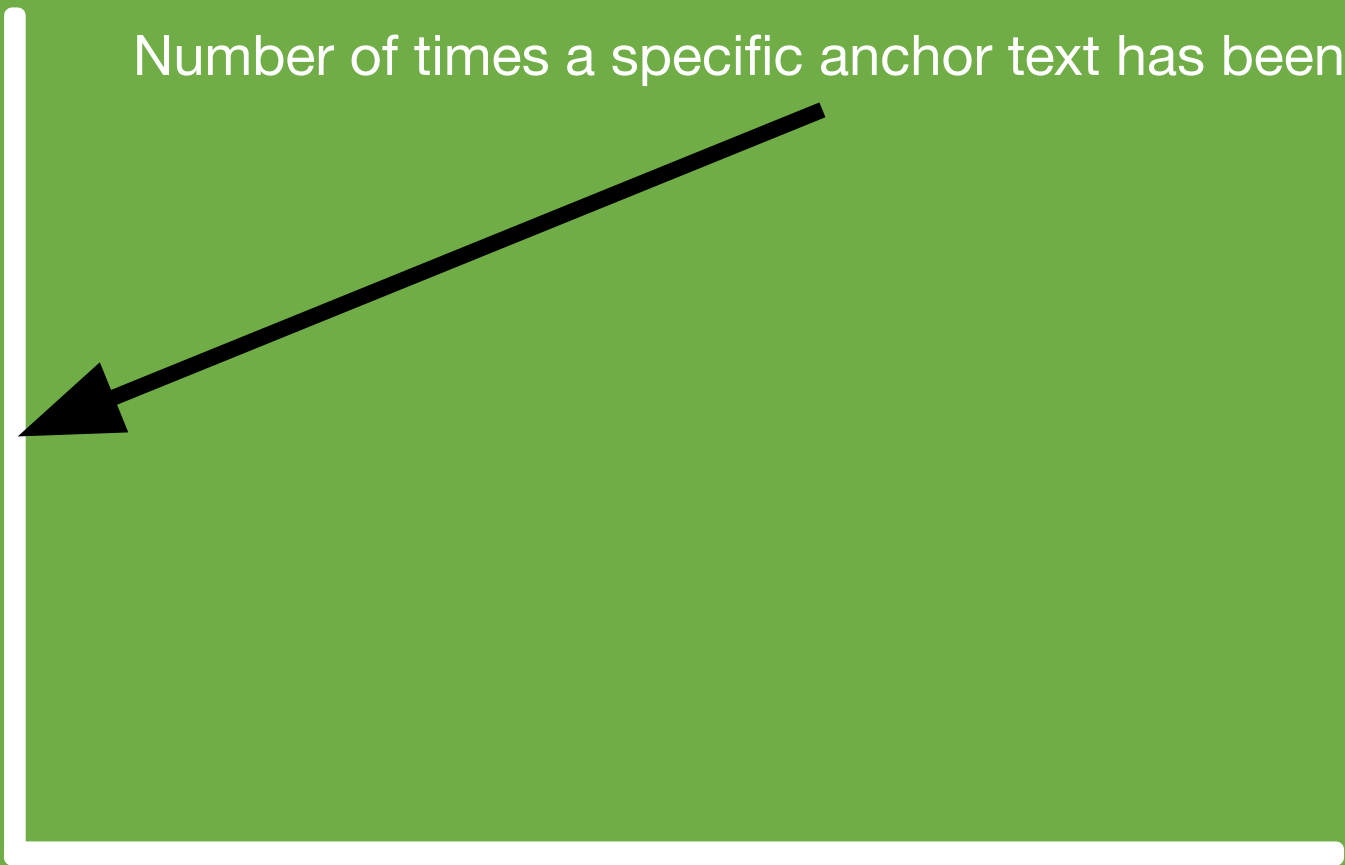
The next 70 slides are designed to build intuition.

Just relax and don't think too much it.

DEJAN



Number of times a specific anchor text has been used.

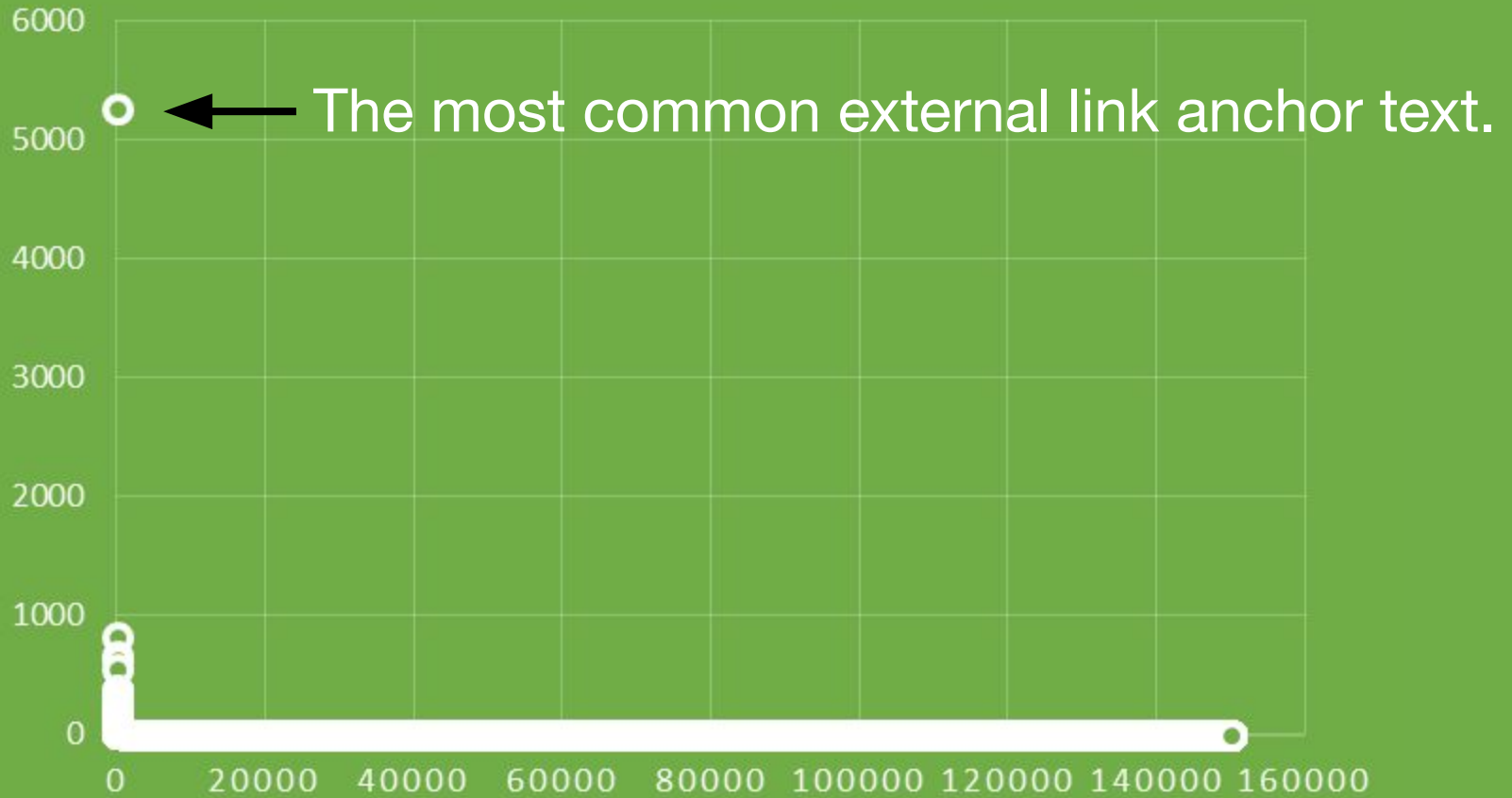


DEJAN

Unique anchor text variants sorted by use frequency.



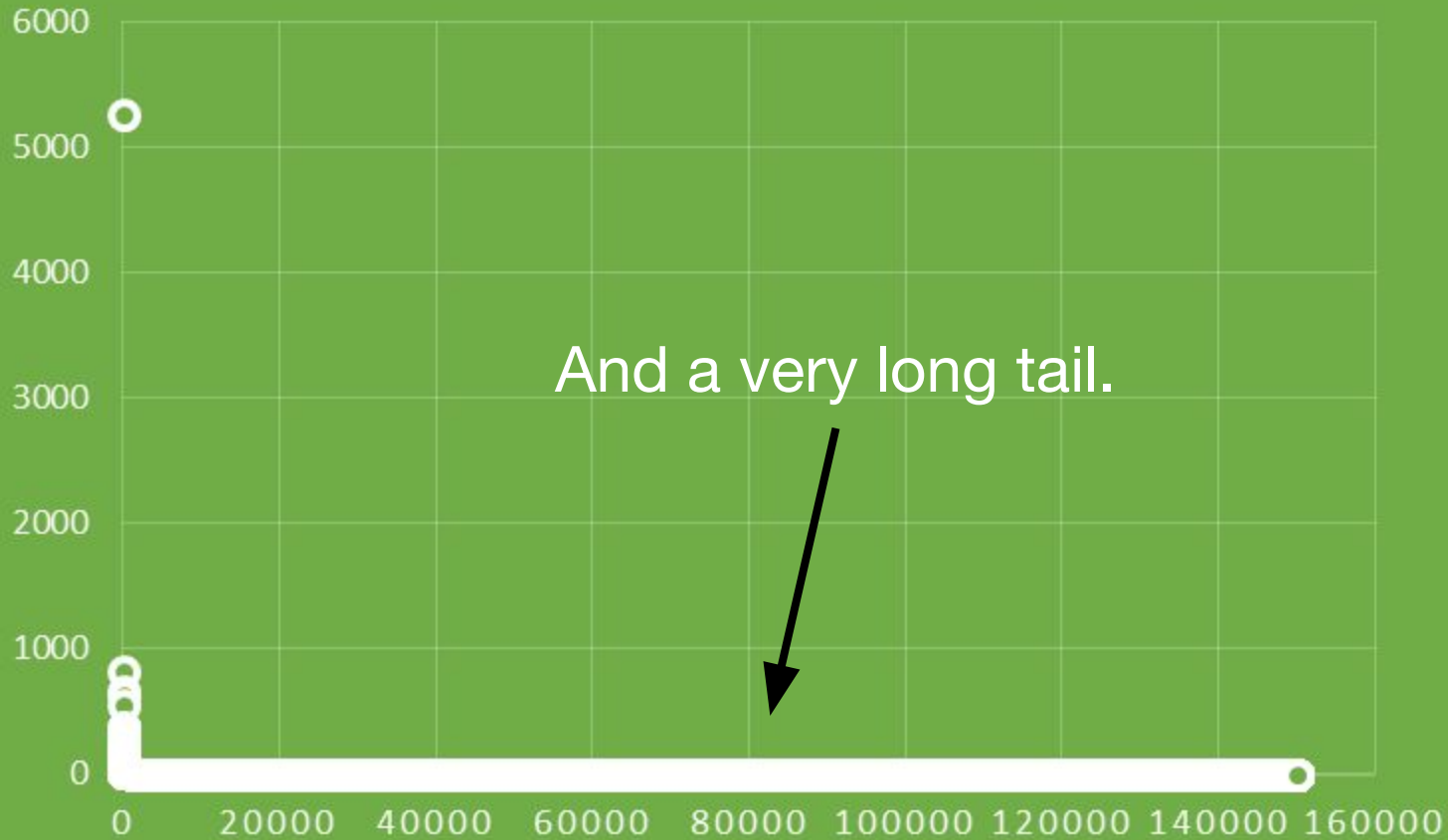
DEJAN





← Second most common anchor text.





And a very long tail.

# Most Common Anchor Text

entrepreneur.com

Anchor text	Linked Domains	Linked Pages	Links From Anchor Text	Dofollow
website	5263	7985	11126	10844
here	824	2523	10207	6986
<i>(no anchor text)</i>	670	20733	261721	260778
book	638	1770	3047	2967
study	556	1827	1994	593
report	384	834	869	209
research	379	1060	1120	283
survey	360	843	937	128
RSS	352	661	1319	1305
said	315	865	876	456
statement	265	605	620	345
announced	243	693	703	300
says	233	491	496	291
reported	200	621	625	219
reports	199	680	683	345
blog post	196	713	736	224
click here	196	1679	4543	3043
Studies	156	420	443	92
writes	144	338	361	157
wrote	141	329	330	159

# Most Recent Anchor Text

entrepreneur.com

## TOP WORDS

## BIGRAMS

## TRIGRAMS

Word	Frequency	bigram <sup>Ⓜ</sup>	Frequency	trigram <sup>Ⓜ</sup>	Frequency
com	295	barnes noble	85	co za https	30
business	211	co za	80	new york times	27
www	140	https www	75	barnes noble barnes	26
amazon	135	ebooks com	61	noble barnes noble	26
https	131	u s	50	wall street journal	23
study	100	according to	49	com barnes noble	21
co	99	in the	49	ebooks com barnes	20
new	95	new york	48	za https www	20
million	93	of the	40	the new york	19
university	91	university of	39	barnes noble ebooks	18
barnes	85	how to	38	noble ebooks com	18
noble	85	in a	34	ebooks com ebooks	17
za	82	your own	31	com ebooks com	17
percent	77	za https	31	the u s	17
000	70	http www	31	amazon ebooks com	15
de	70	wall street	29	start your own	15
company	66	more than	28	amazon barnes noble	14
people	65	the new	28	the wall street	14



# Anchor Text Context

entrepreneur.com

## TOP WORDS

Word	Frequency
like	579
business	440
also	417
company	417
according	396
one	371
de	366
amazon	286
people	280
new	262
website	257
entrepreneur	247
ceo	231
make	212
time	211
founder	211
use	210
best	209
first	208
get	207

## BIGRAMS

bigram <sup>®</sup>	Frequency
of the	548
in the	434
according to	390
you can	322
is a	272
to the	261
in a	219
on the	182
barnes noble	165
such as	157
is the	157
if you	152
for the	146
one of	144
to a	143
and the	135
the company	134
as a	132
of a	125
with the	124

## TRIGRAMS

trigram <sup>®</sup>	Frequency
one of the	105
according to the	96
amazon barnes noble	90
entrepreneur press and	78
website website website	76
according to a	73
founder and ceo	69
appeared first on	65
the u s	62
and ceo of	61
amazon ebooks com	48
buy it now	46
it now from	46
of the most	38
you can use	34
ebooks com barnes	33
com barnes noble	33
and cheryl kimball	32
is one of	31
some of the	30

# Average Number of In-Content OBLs

Linked Domains

External Links

17

30

# Linked Domains

Minimum

Maximum

3

256

# External Links

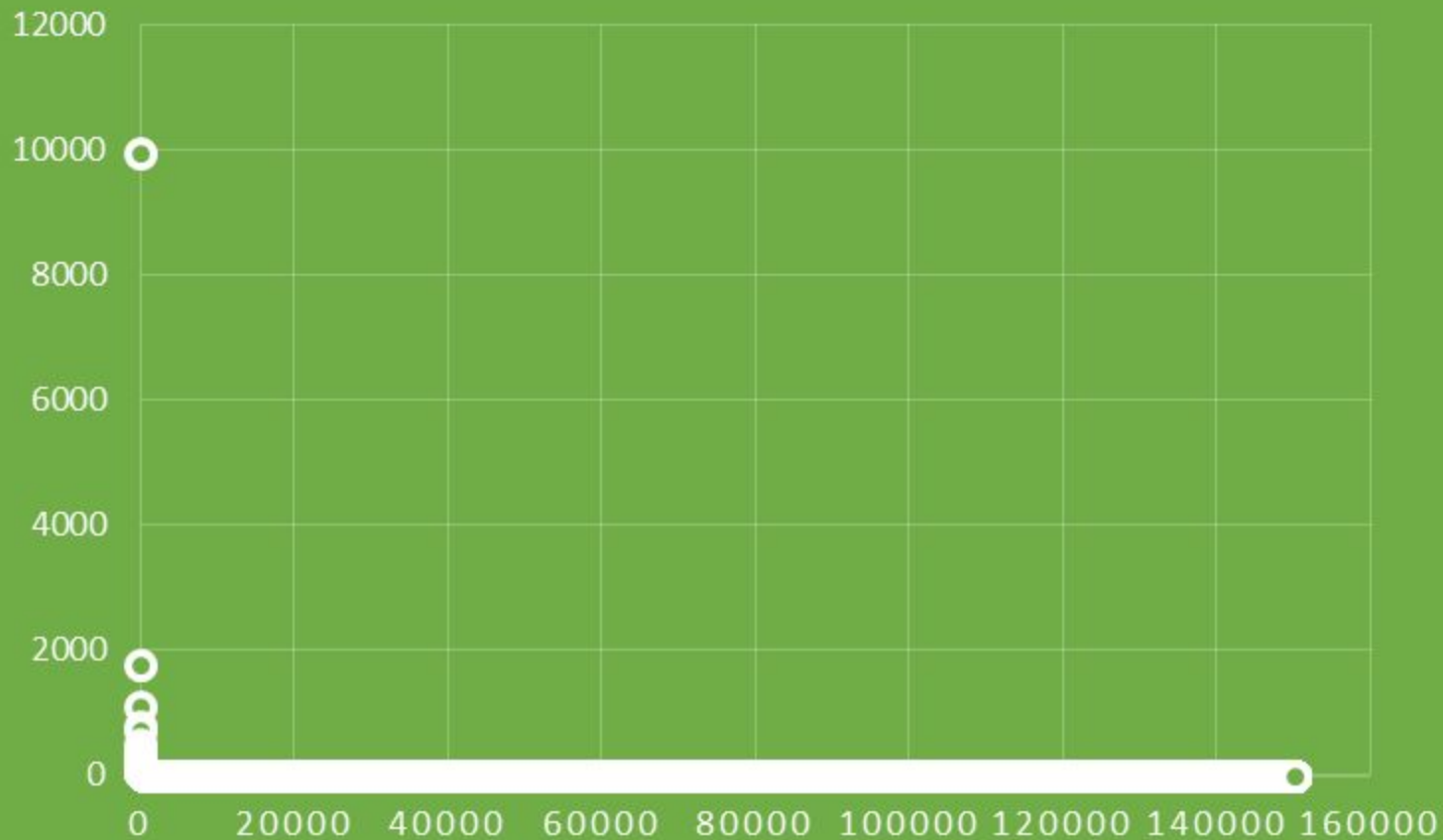
Minimum

Maximum

3

484

# engadget.com



DEJAN

# Most Common Anchor Text

engadget.com

Anchor text	Linked Domains	Linked Pages	Links From Anchor Text	Dofollow
<i>(no anchor text)</i>	10003	192512	3170839	3059535
Read	1784	10813	11328	567
here	1097	4246	4942	30
Leer	789	3952	4019	35
announced	735	3424	4073	31
website	518	956	1033	0
revealed	394	1636	2753	12
Read Full Review	375	28817	30009	30009
reports	320	1505	1597	40
statement	306	860	874	12
blog post	267	820	1640	0
confirmed	259	1054	1223	87
unveiled	253	700	992	7
released	249	828	993	3
said	247	811	1077	17
official site	234	469	1831	0
Press release	225	632	678	8
launched	225	627	657	3
right here	220	580	598	2
official website	213	449	481	0

# Most Recent Anchor Text

engadget.com

## TOP WORDS

Word	Frequency
buy	942
amazon	780
pro	226
2	193
1	141
apple	123
3	114
new	100
5	97
galaxy	97
announced	93
said	85
reports	83
tv	82
watch	80
samsung	78
post	77
echo	74
fire	72
100	71

## BIGRAMS

bigram <sup>®</sup>	Frequency
at amazon	719
of the	71
the verge	70
best buy	48
apple watch	45
blog post	45
pro at	41
in a	41
buy apple	38
echo show	38
amazon 100	37
starting at	33
subscribe to	33
at best	32
new york	32
2 at	31
buy echo	30
york times	30
the new	28
fire tv	27

## TRIGRAMS

trigram <sup>®</sup>	Frequency
at amazon 100	37
pro at amazon	33
at best buy	32
new york times	30
buy apple watch	25
the new york	25
wall street journal	25
2 at amazon	24
at amazon 150	24
1tb at amazon	23
at amazon 1	22
the wall street	22
at amazon 60	21
5 at amazon	20
at amazon 50	20
at b h	20
at amazon 70	20
fire tv stick	20
at amazon 80	19
a blog post	19

## TOP WORDS

## BIGRAMS

## TRIGRAMS

Word	Frequency	bigram <sup>Ⓢ</sup>	Frequency	trigram <sup>Ⓢ</sup>	Frequency
buy	590	of the	646	on sale for	101
amazon	543	to the	418	one of the	95
also	511	in the	376	on twitter and	95
like	479	for the	366	the is a	77
new	441	the company	350	to the engadget	75
company	432	at amazon	348	the engadget deals	75
one	429	on the	317	engadget deals newsletter	75
apple	352	is a	292	as well as	74
according	284	and the	288	according to the	70
1	273	you can	285	is down to	62
best	249	according to	273	engadgetdeals on twitter	57
price	234	the is	260	the company s	53
available	234	it s	248	is on sale	53
get	218	with the	229	according to a	51
twitter	218	in a	219	pre-order galaxy s22	51
game	212	from the	208	at best buy	50
first	209	with a	198	for the latest	48
deals	205	that the	180	the company has	47
year	197	if you	169	follow on twitter	46
sale	195	one of	168	and for the	45



# Average Number of In-Content OBLs

Linked Domains

External Links

15

64

# Linked Domains

Minimum

5

Maximum

63

# External Links

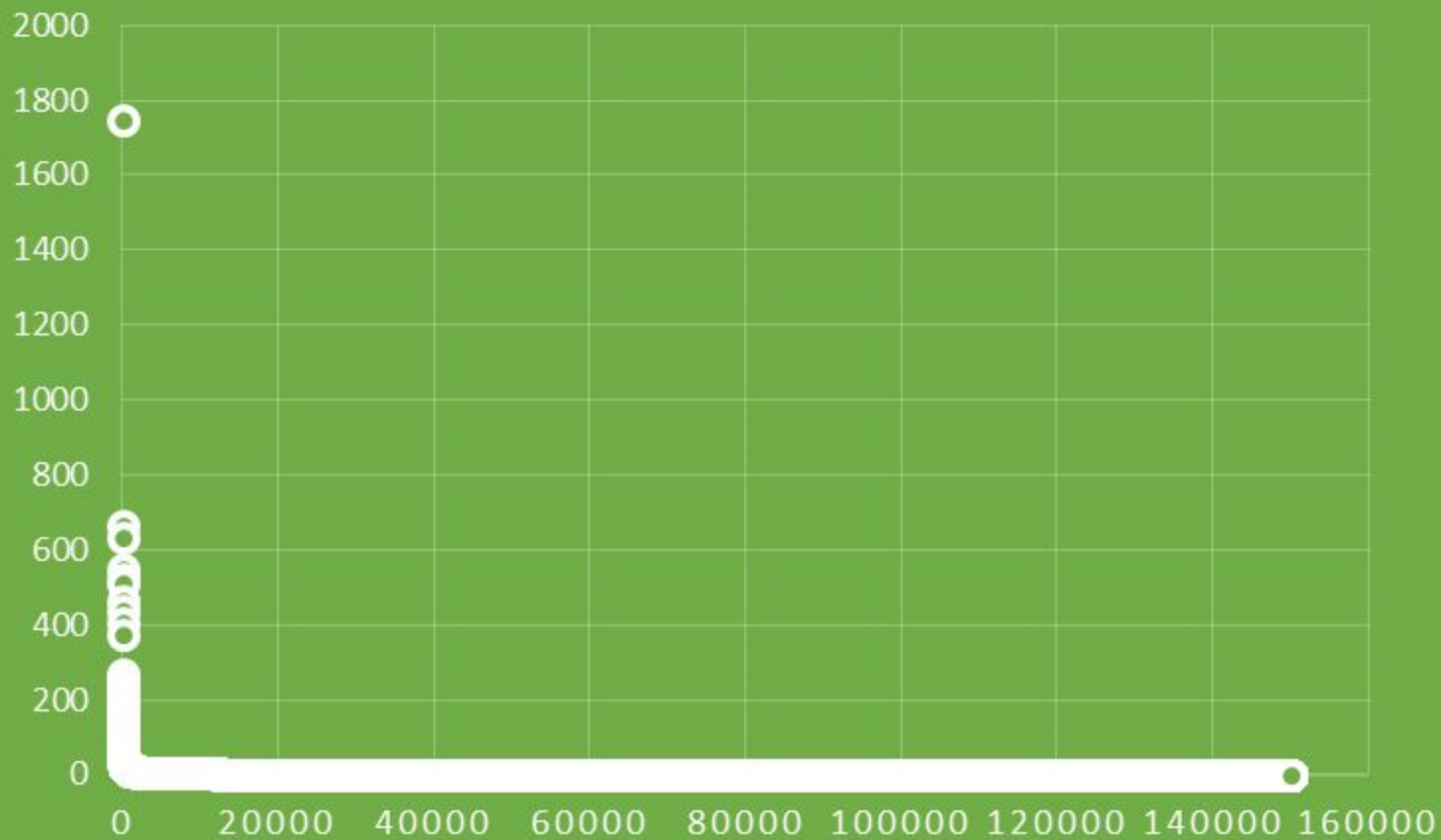
Minimum

9

Maximum

902

gizmodo.com



DEJAN

# Most Common Anchor Text

**gizmodo.com**

Anchor text	Linked Domains	Linked Pages	Links From Anchor Text	Dofollow
here	1746	6276	7056	6971
statement	665	2233	2282	2282
announced	634	2063	2148	2144
website	548	871	912	910
press release	521	1502	1516	1516
reported	512	2231	2288	2288
report	462	1106	1144	1144
via	439	829	862	861
reports	408	2018	2036	2036
said	374	1116	1134	1134
blog post	270	874	914	914
study	264	1995	2240	2239
published	250	2661	2916	2915
aquí	247	551	559	551
According to	239	706	738	738
<i>(no anchor text)</i>	238	21631	228555	228553
Other	236	964	992	991
told	223	733	744	744
2	223	804	847	834
according	223	638	656	656

# Most Recent Anchor Text

**gizmodo.com**

## TOP WORDS

## BIGRAMS

## TRIGRAMS

Word	Frequency	bigram <sup>Ⓜ</sup>	Frequency	trigram <sup>Ⓜ</sup>	Frequency
reported	149	of the	93	new york times	29
android	121	according to	87	according to the	24
report	115	to the	61	wall street journal	22
new	111	blog post	52	ios android android	18
post	108	press release	46	the hollywood reporter	17
bn	106	new york	46	bn mysterious galaxy	17
ios	103	in the	45	one of the	16
according	99	in a	40	earlier this year	16
twitter	92	mysterious galaxy	36	ios ios ios	16
published	86	ios android	35	android ios ios	14
study	78	android android	35	mysterious galaxy indiebound	14
one	77	ios ios	34	ios ios android	12
reports	74	bn bn	32	mysterious galaxy bn	12
de	72	to be	29	android android ios	11
amazon	71	york times	29	proceedings of the	11
indiebound	71	android ios	29	indiebound indiebound bn	10
blog	68	indiebound bn	26	bn indiebound bn	10
release	68	bn indiebound	25	the washington post	9
research	67	of a	24	the wall street	9
com	63	wall street	24	a study published	9

# Most Recent Anchor Text

[gizmodo.com](#)

## TOP WORDS

Word	Frequency
<a href="#">reported</a>	149
android	121
<a href="#">report</a>	115
new	111
post	108
bn	106
ios	103
<a href="#">according</a>	99
<a href="#">twitter</a>	92
<a href="#">published</a>	86
<a href="#">study</a>	78
one	77
reports	74
de	72
amazon	71
indiebound	71
blog	68
release	68
research	67
com	63

## BIGRAMS

bigram <sup>Ⓜ</sup>	Frequency
of the	93
<a href="#">according to</a>	87
to the	61
<a href="#">blog post</a>	52
<a href="#">press release</a>	46
<a href="#">new york</a>	46
in the	45
in a	40
mysterious galaxy	36
ios android	35
android android	35
ios ios	34
bn bn	32
to be	29
<a href="#">york times</a>	29
android ios	29
indiebound bn	26
bn indiebound	25
of a	24
wall street	24

## TRIGRAMS

trigram <sup>Ⓜ</sup>	Frequency
<a href="#">new york times</a>	29
<a href="#">according to the</a>	24
<a href="#">wall street journal</a>	22
ios android android	18
the hollywood reporter	17
bn mysterious galaxy	17
<a href="#">one of the</a>	16
<a href="#">earlier this year</a>	16
ios ios ios	16
android ios ios	14
mysterious galaxy indiebound	14
ios ios android	12
mysterious galaxy bn	12
android android ios	11
proceedings of the	11
indiebound indiebound bn	10
bn indiebound bn	10
<a href="#">the washington post</a>	9
the wall street	9
a study published	9

# Most Recent Anchor Text

**gizmodo.com**

## TOP WORDS

## BIGRAMS

## TRIGRAMS

Word	Frequency	bigram <sup>Ⓜ</sup>	Frequency	trigram <sup>Ⓜ</sup>	Frequency
reported	149	of the	93	new york times	29
android	121	according to	87	according to the	24
report	115	to the	61	wall street journal	22
new		blog post	52	ios android android	18
post		press release	46	the hollywood reporter	17
bn	106	new york	46	bn mysterious galaxy	17
ios	103	in the	45	one of the	16
according	99	in a	40	earlier this year	16
twitter	92	mysterious galaxy	36	ios ios ios	16
published	86	ios android	35	android ios ios	14
study	78	android android	35	mysterious galaxy indiebound	14
one	77	ios ios	34	ios ios android	12
reports	74	bn bn	32	mysterious galaxy bn	12
de	72	to be	29	android android ios	11
amazon	71	york times	29	proceedings of the	11
indiebound	71	android ios	29	indiebound indiebound bn	10
blog	68	indiebound bn	26	bn indiebound bn	10
release	68	bn indiebound	25	the washington post	9
research	67	of a	24	the wall street	9
com	63	wall street	24	a study published	9

**frequent site topic**



**Gizmodo has already linked out to  
100+ domains with **android** as anchor text.**

**Another link with this anchor text fits the pattern.**

# Average Number of In-Content OBLs

Linked Domains

External Links

21

41

# Linked Domains

Minimum

2

Maximum

157

# External Links

Minimum

2

Maximum

665

huffpost.com



DEJAN

# Most Common Anchor Text

**huffpost.com**

Anchor text	Linked Domains	Linked Pages	Links From Anchor Text	Dofollow
here	8338	40758	49007	15855
<i>(no anchor text)</i>	2780	215788	5327435	5306089
website	2459	4774	6049	1662
said	1875	12108	12731	6941
report	1824	6524	6801	2472
study	1451	7700	8467	2089
reported	1364	9284	9746	5240
statement	1212	3785	3925	2779
click here	1211	3390	4933	2072
wrote	1204	5816	5980	2908
reports	1098	7360	7643	5213
announced	951	4079	4267	2122
blog	883	1661	1973	395
here.	853	2374	2536	1333
Research	845	3307	3585	804
told	790	4425	4546	2615
article	760	4478	4612	495
press release	703	1761	1803	1130
said in a statement	700	1951	1994	1965
says	602	1806	1841	424

# Most Recent Anchor Text

huffpost.com

## TOP WORDS

Word	Frequency
<u>jpg</u>	288
com	145
<u>told</u>	137
<u>new</u>	108
dr	86
one	84
<u>according</u>	76
<u>facebook</u>	73
sex	68
people	62
health	61
york	57
times	56
said	56
twitter	55
life	54
news	53
reported	53

## BIGRAMS

bigram <sup>Ⓢ</sup>	Frequency
in the	109
of the	109
<u>according to</u>	76
in a	64
<u>new york</u>	57
to the	49
on the	44
from the	42
told the	40
the new	35
of a	33
by the	32
to be	31
for the	30
york times	29
at the	29
s collection	28
with the	27

## TRIGRAMS

trigram <sup>Ⓢ</sup>	Frequency
<u>new york times</u>	29
the new york	28
<u>according to the</u>	22
<u>the washington post</u>	15
said in a	12
chicken noodle soup	12
told the new	10
suicide prevention lifeline	10
from amazon for	10
the hollywood reporter	9
in the journal	9
in the world	9
centers for disease	8
for disease control	8
disease control and	8
control and prevention	8
the daily beast	8
international association for	8



## TOP WORDS

Word	Frequency
<u>said</u>	537
<u>like</u>	399
<u>also</u>	362
one	326
<u>according</u>	260
people	259
<u>new</u>	219
<u>told</u>	212
even	195
time	175
many	167
huffpost	166
author	161
sex	158
first	141
<u>therapist</u>	138
--	133
make	131
women	130
years	128

## BIGRAMS

bigram <sup>o</sup>	Frequency
of the	615
in the	446
to the	274
on the	255
<u>according to</u>	253
and the	227
in a	224
for the	204
at the	189
<u>you can</u>	167
it s	149
is a	141
of a	133
as a	128
to be	126
author of	119
from the	114
with the	114
said a	113
with a	112

## TRIGRAMS

trigram <sup>o</sup>	Frequency
<u>according to the</u>	69
the u s	56
<u>one of the</u>	56
<u>and author of</u>	56
<u>marriage and family</u>	33
<u>and family therapist</u>	33
<u>originally appeared on</u>	32
<u>author of the</u>	27
according to a	27
<u>in new york</u>	27
the author of	27
in the u	26
as well as	25
and founder of	25
host of the	25
a number of	24
sex therapist and	23
if you re	23
where you can	22
it s a	21

# Average Number of In-Content OBLs

Linked Domains

24

External Links

47

# Linked Domains

Minimum

13

Maximum

93

## External Links

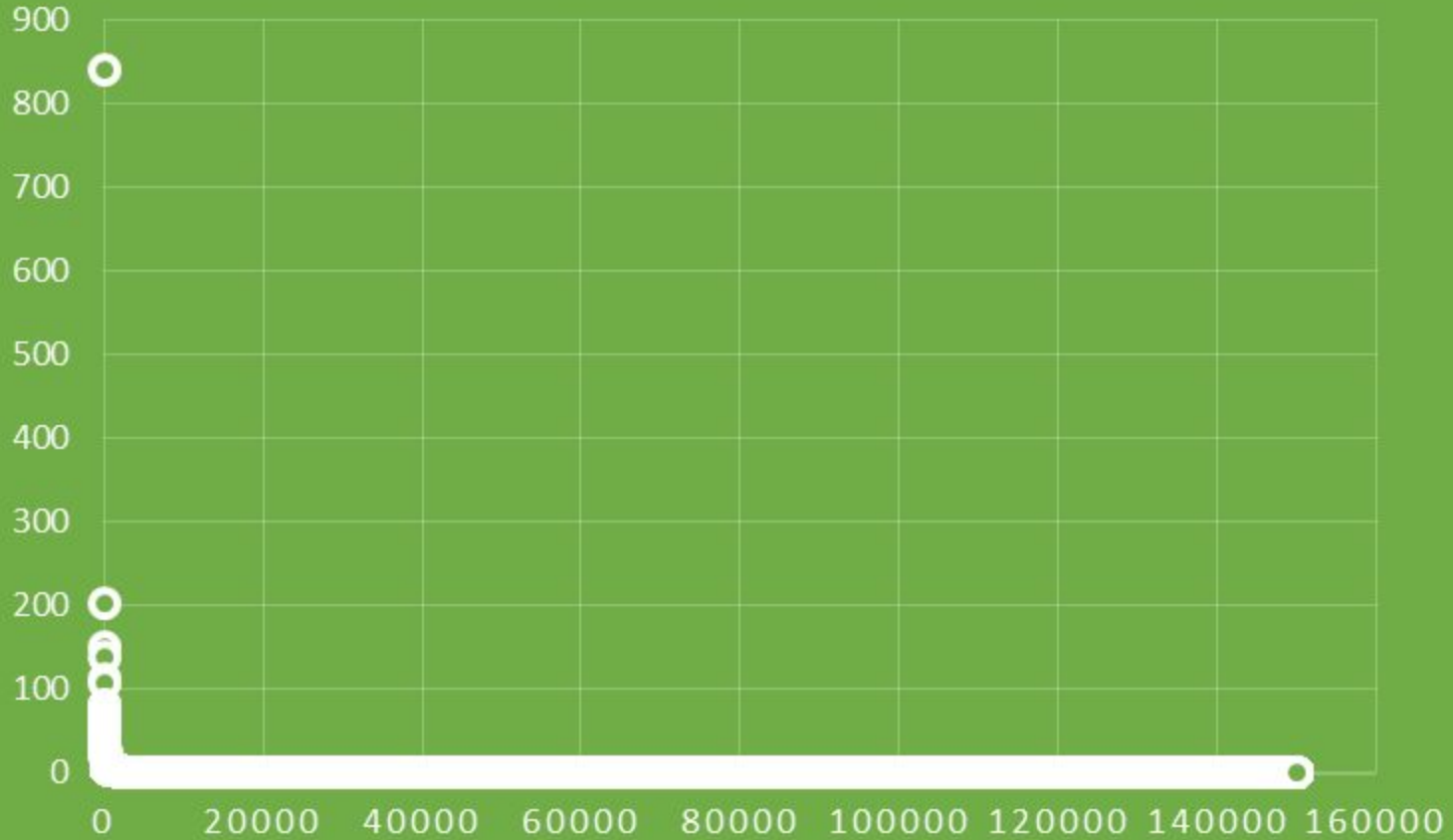
Minimum

20

Maximum

567

# lifehacker.com



DEJAN

# Most Common Anchor Text

lifehacker.com

Anchor text	Linked Domains	Linked Pages	Links From Anchor Text	Dofollow
here	841	2288	2423	2396
Download this wallpaper	203	805	881	881
download page	152	767	1299	1299
this one	139	372	385	330
website	114	182	188	185
download	110	298	322	322
announced	83	168	186	186
study	83	262	284	284
explains	78	156	156	156
<i>(no anchor text)</i>	76	10424	114987	114985
this	76	175	177	162
points out	75	173	173	173
via	74	304	307	307
reports	73	144	144	144
Fair Use	69	327	332	329
says	65	170	170	166
recommends	65	130	131	131
This article	59	111	111	111
this page	57	113	120	116
according to	56	100	102	102

# Most Recent Anchor Text

lifehacker.com

## TOP WORDS

Word	Frequency
com	160
one	147
<u>google</u>	135
page	103
<u>according</u>	102
<u>video</u>	85
<u>new</u>	83
<u>app</u>	72
like	64
post	63
<u>youtube</u>	62
free	59
<u>website</u>	57
<u>article</u>	57
<u>guide</u>	56
list	56
<u>study</u>	56
<u>explains</u>	55
online	52
use	51

## BIGRAMS

bigram <sup>Ⓜ</sup>	Frequency
<u>how to</u>	106
<u>according to</u>	101
of the	97
in the	81
to the	59
on the	55
from the	47
<u>you can</u>	42
<u>this one</u>	39
<u>don t</u>	31
with a	30
in a	27
new york	26
answered by	26
for the	25
<u>list of</u>	25
<u>points out</u>	25
youtube channel	24
has a	24
this video	23

## TRIGRAMS

trigram <sup>Ⓜ</sup>	Frequency
<u>according to the</u>	25
<u>new york times</u>	16
<u>image for article</u>	15
for article titled	15
<u>published in the</u>	12
<u>the journal of</u>	12
the new york	11
<u>this video from</u>	11
<u>this one from</u>	11
<u>one of the</u>	10
here s a	9
in the journal	9
the u s	9
how to make	8
they don t	8
<u>this reddit thread</u>	7
a lot of	7
check out this	6
as reported by	6
terms of service	6

# Average Number of In-Content OBLs

Linked Domains

20

External Links

39



# Linked Domains

Minimum

2

Maximum

114

# External Links

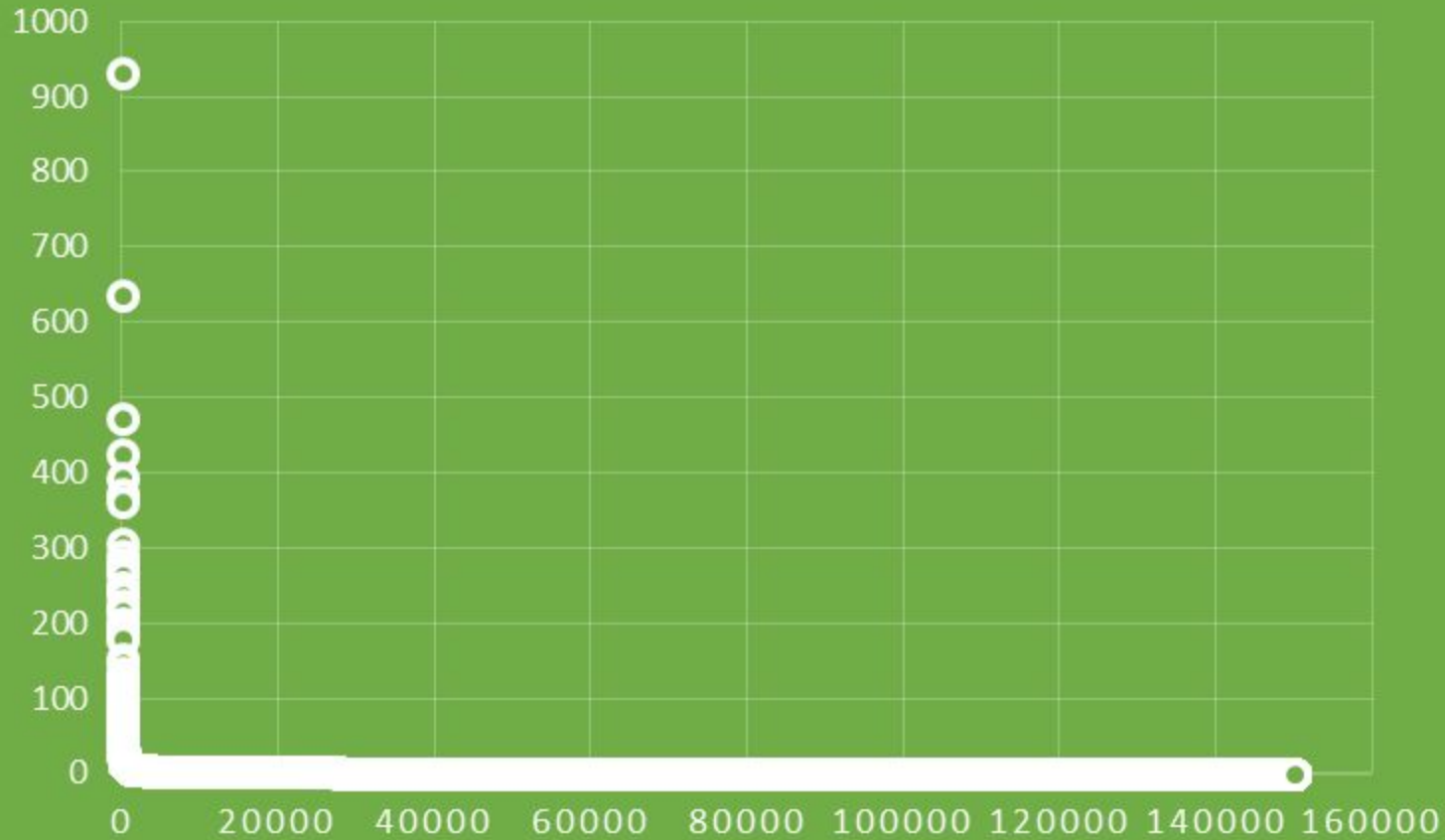
Minimum

2

Maximum

1599

mashable.com



DEJAN

# Most Common Anchor Text

mashable.com

Anchor text	Linked Domains	Linked Pages	Links From Anchor Text	Dofollow
here	1568	4116	7800	7800
said	743	2472	3041	3041
website	670	1035	2020	2020
statement	617	1817	2384	2384
announced	573	1859	2529	2529
report	538	1262	1627	1627
reported	503	1824	2269	2269
reports	485	2091	2431	2431
<i>(no anchor text)</i>	362	146951	3883332	3883332
press release	345	698	944	944
reportedly	301	1339	1501	1501
blog post	279	1061	1398	1398
According to	263	626	817	817
told	216	836	1055	1055
according	190	454	602	602
wrote	180	586	742	742
study	179	741	1235	1235
says	134	265	350	350
Continue to apply	128	58271	69626	69626
a statement	122	286	356	356

# Most Recent Anchor Text

mashable.com

## TOP WORDS

Word	Frequency
<a href="#">streaming</a>	433
<a href="#">netflix</a>	230
<a href="#">video</a>	214
<a href="#">prime</a>	161
<a href="#">amazon</a>	125
<a href="#">app</a>	105
<a href="#">apple</a>	90
<a href="#">store</a>	85
<a href="#">hbo</a>	82
<a href="#">ios</a>	79
<a href="#">max</a>	79
<a href="#">one</a>	77
<a href="#">new</a>	76
<a href="#">available</a>	75
<a href="#">disney</a>	71
<a href="#">99</a>	68
<a href="#">hulu</a>	66
<a href="#">google</a>	64
<a href="#">u</a>	63
<a href="#">free</a>	61

## BIGRAMS

bigram <sup>Ⓜ</sup>	Frequency
<a href="#">streaming on</a>	410
<a href="#">is now</a>	225
<a href="#">now streaming</a>	219
<a href="#">on netflix</a>	188
<a href="#">is streaming</a>	179
<a href="#">in the</a>	126
<a href="#">prime video</a>	110
<a href="#">of the</a>	106
<a href="#">hbo max</a>	73
<a href="#">amazon prime</a>	70
<a href="#">in a</a>	58
<a href="#">on the</a>	58
<a href="#">on hbo</a>	58
<a href="#">app store</a>	57
<a href="#">according to</a>	54
<a href="#">is available</a>	53
<a href="#">on amazon</a>	52
<a href="#">on hulu</a>	50
<a href="#">on disney</a>	50
<a href="#">on prime</a>	44

## TRIGRAMS

trigram <sup>Ⓜ</sup>	Frequency
<a href="#">now streaming on</a>	210
<a href="#">is now streaming</a>	207
<a href="#">is streaming on</a>	171
<a href="#">streaming on netflix</a>	160
<a href="#">on hbo max</a>	55
<a href="#">streaming on disney</a>	45
<a href="#">streaming on hbo</a>	45
<a href="#">on prime video</a>	44
<a href="#">apple app store</a>	42
<a href="#">the apple app</a>	37
<a href="#">streaming on hulu</a>	35
<a href="#">on amazon prime</a>	35
<a href="#">amazon prime video</a>	31
<a href="#">engineer josh wardle</a>	29
<a href="#">on netflix the</a>	29
<a href="#">is available on</a>	28
<a href="#">available on itunes</a>	26
<a href="#">the u s</a>	21
<a href="#">streaming on amazon</a>	21
<a href="#">by engineer josh</a>	20

## TOP WORDS

Word	Frequency
watch	1211
streaming	652
like	400
also	361
one	342
netflix	324
available	262
video	219
even	196
people	189
new	188
app	188
prime	177
according	173
amazon	166
get	146
sex	144
first	143
time	139
said	138

## BIGRAMS

bigram <sup>Ⓜ</sup>	Frequency
to watch	1172
how to	933
streaming on	568
watch is	540
<u>in the</u>	485
<u>of the</u>	472
now streaming	429
is now	409
on netflix	292
<u>to the</u>	269
you can	251
watch how	246
where to	238
<u>and the</u>	236
<u>on the</u>	227
<u>in a</u>	176
according to	171
is streaming	164
<u>with the</u>	159
is a	156

## TRIGRAMS

trigram <sup>Ⓜ</sup>	Frequency
how to watch	911
to watch is	539
now streaming on	387
is now streaming	369
watch is now	359
streaming on netflix	267
to watch how	246
watch how to	245
where to watch	234
is streaming on	161
watch is streaming	150
on netflix how	118
netflix how to	118
the u s	94
on hbo max	78
in the u	69
streaming on hbo	67
in the uk	64
prime video how	58
video how to	58

**in the** anchor text  
**of the** anchor text  
**to the** anchor text  
**and the** anchor text  
**or the** anchor text  
**with the** anchor text  
**in a** anchor text  
**is a** anchor text

# Average Number of In-Content OBLs

Linked Domains

20

External Links

43



# Linked Domains

Minimum

Maximum

1

165

# External Links

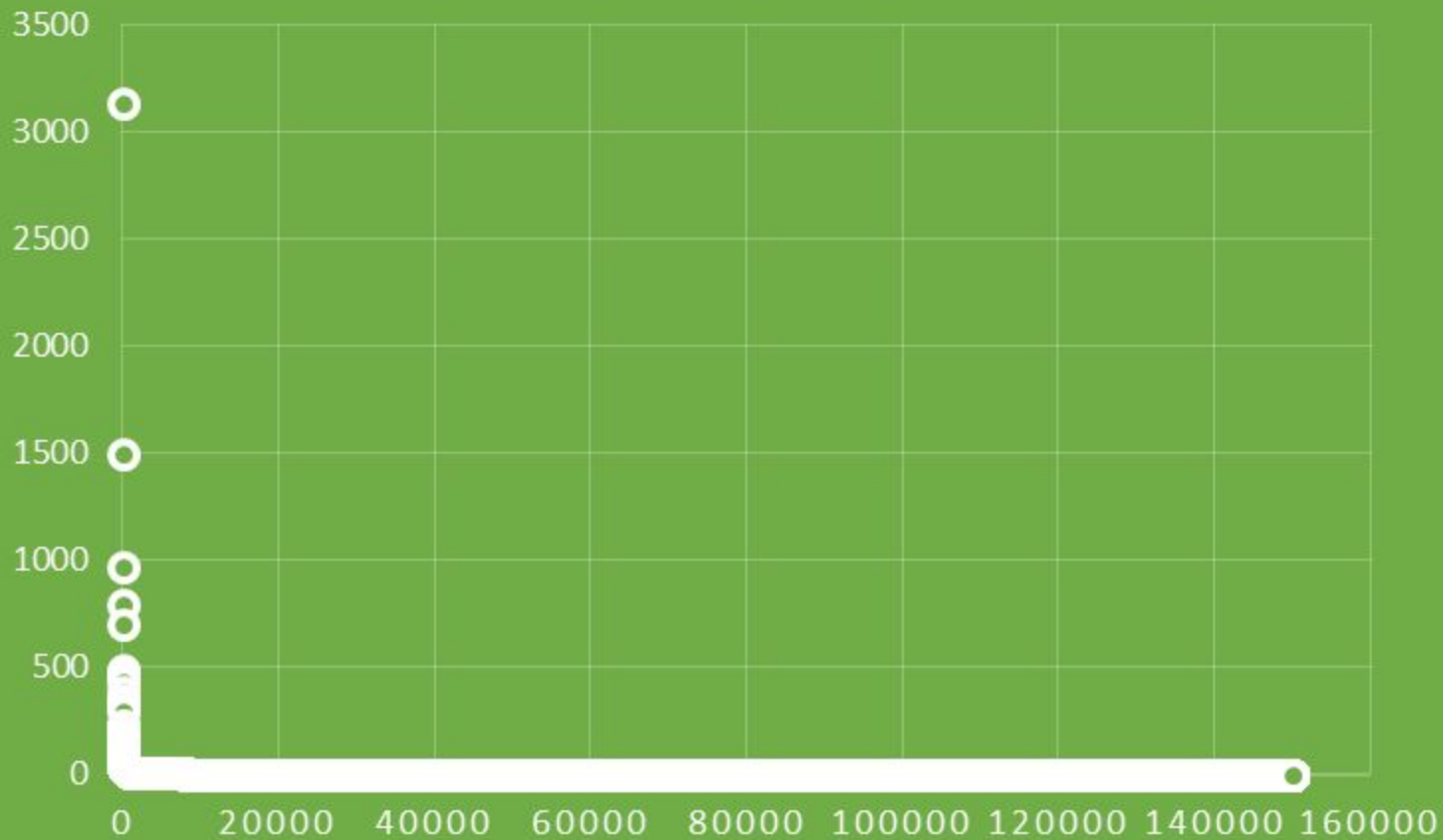
Minimum

Maximum

1

1506

# techcrunch.com



DEJAN

# Most Common Anchor Text

techcrunch.com

Anchor text	Linked Domains	Linked Pages	Links From Anchor Text	Dofollow
here	3128	9528	10811	10787
announced	1492	8703	9173	9171
Product Page	973	2774	2984	2984
<i>(no anchor text)</i>	794	180857	187595	187595
blog post	700	2193	2300	2300
website	489	794	822	822
report	480	1172	1229	1227
reported	452	1955	2025	2024
said	430	1278	1299	1297
launched	386	1279	1324	1324
press release	346	1321	1456	1456
acquired	345	1180	1277	1277
reports	338	1363	1453	1450
blog	327	621	658	656
says	324	884	888	888
statement	293	697	712	712
announcement	228	728	735	735
this	227	537	538	538
post	222	566	576	576
survey	221	398	649	642

# Most Recent Anchor Text

techcrunch.com

## TOP WORDS

Word	Frequency
million	273
announced	173
post	137
billion	135
reported	135
new	125
blog	114
said	105
report	99
data	96
company	73
series	70
app	69
capital	67
last	66
1	65
according	63
first	63
statement	63
ventures	62

## BIGRAMS

bigram <sup>®</sup>	Frequency
in a	137
blog post	95
a new	66
opens in	56
new window	56
of the	48
in the	48
a blog	43
according to	39
u s	37
million in	37
the company	36
million series	32
series a	29
last year	29
to the	27
a statement	27
the information	26
5 million	26
on the	26

## TRIGRAMS

trigram <sup>®</sup>	Frequency
in a new	57
opens in a	56
a new window	56
a blog post	43
in a blog	24
million series a	18
the u s	17
wall street journal	16
in a statement	12
wrote in a	12
the company s	11
in the u	9
in a tweet	9
said in a	9
the wall street	9
the u k	8
million in series	8
million series b	7
coalition against stalkerware	7
series a round	7

# Anchor Text Context

techcrunch.com

## TOP WORDS

Word	Frequency
company	1013
million	768
also	608
startup	592
new	551
app	523
today	482
like	425
platform	413
year	406
said	377
last	368
round	334
according	320
users	314
raised	311
one	307
series	304
announced	291
apple	276

## BIGRAMS

bigram <sup>Ⓜ</sup>	Frequency
the company	669
in the	593
of the	580
in a	314
according to	311
to the	280
that it	273
on the	271
it s	229
that the	209
u s	195
for the	189
it has	189
and the	181
a new	170
has been	165
as a	164
with the	161
from the	153
the u	150

## TRIGRAMS

trigram <sup>Ⓜ</sup>	Frequency
the u s	114
the company s	110
that it has	81
as well as	79
one of the	75
in the u	68
has raised a	63
according to a	60
announced that it	49
according to the	49
earlier this year	48
million series a	48
round led by	47
has built a	46
the company is	46
the company has	43
it has raised	43
a startup called	43
that the company	42
a startup that	41

# Average Number of In-Content OBLs

Linked Domains

External Links

18

32

# Linked Domains

Minimum

Maximum

1

217



# External Links

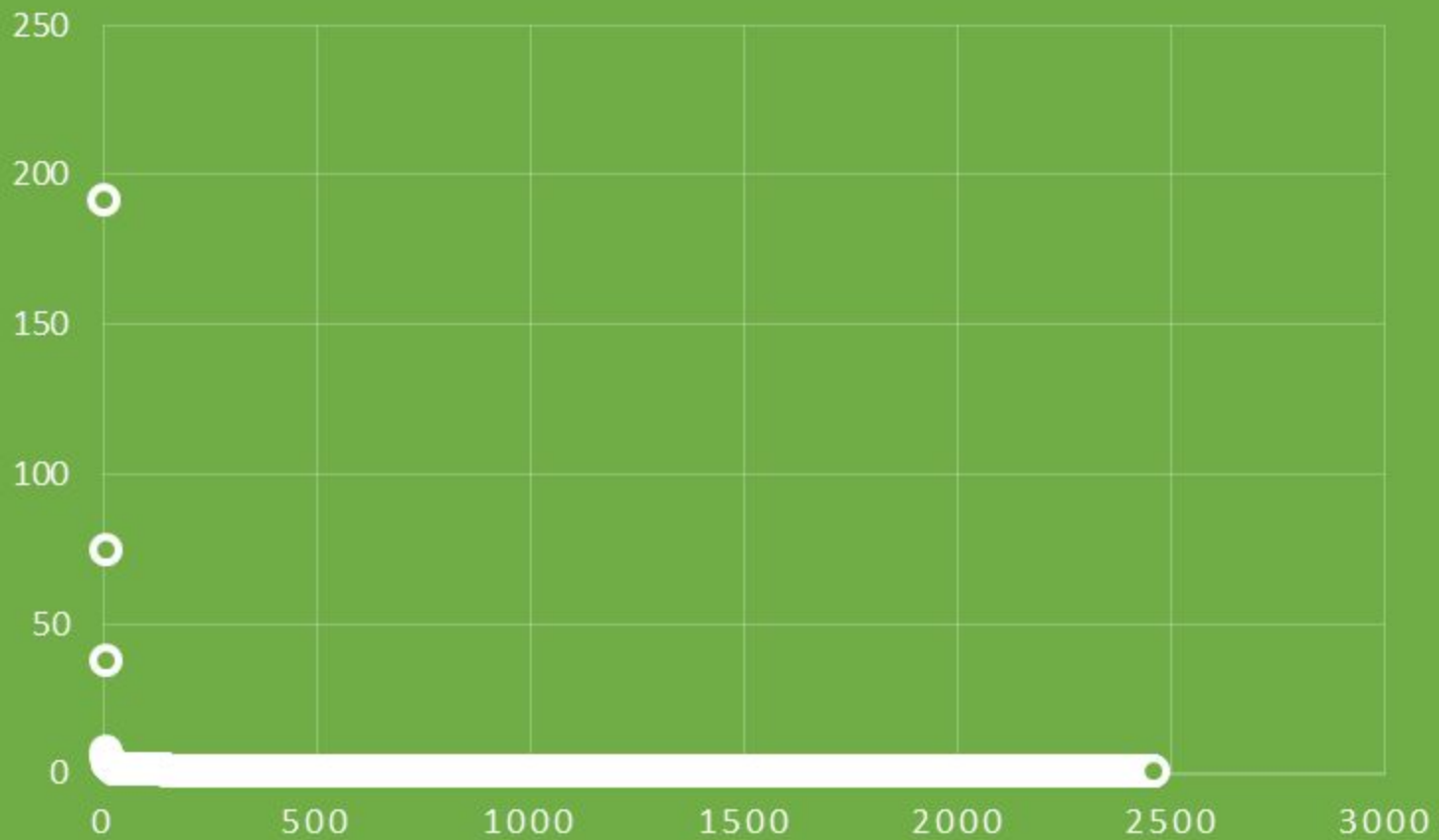
Minimum

Maximum

1

332

# thenextweb.com



DEJAN

# Most Common Anchor Text

thenextweb.com

Anchor text	Linked Domains	Linked Pages	Links From Anchor Text	Dofollow
here	192	309	3700	3673
click here	75	267	348	347
<i>(no anchor text)</i>	38	4065	21170	20570
reports	8	10	10	0
recalled	6	8	8	0
Privacy Policy	6	13	458	455
said	5	7	7	0
Google+	4	11	12	12
click here.	4	6	7	7
article	4	8	8	0
says	3	4	4	0
Google Cloud	3	5	14	11
EY	3	7	40	40
Terms of Service	3	5	283	281
Find out more	3	5	20	20
Buy now	3	3	3	3
reported	3	3	3	0
GlobalWebIndex	3	3	4	0
research paper	3	5	5	0
According	3	4	4	0

# Most Recent Anchor Text

thenextweb.com

## TOP WORDS

Word	Frequency
click	62
com	48
google	29
twitter	22
https	20
reports	19
1	18
new	18
university	16
report	16
product	16
million	15
data	15
app	15
according	13
technology	12
people	12
article	12
post	11
ai	11

## BIGRAMS

bigram <sup>Ⓜ</sup>	Frequency
click here	61
here here	29
in the	18
on the	14
of the	14
the conversation	11
here a	10
according to	10
here click	10
https cdn0	9
cdn0 tnwcdn	9
tnwcdn com	9
com wp-content	9
wp-content blogs	9
blogs dir	9
dir 1	9
1 files	9
with a	8
product hunt	8
to the	7

## TRIGRAMS

trigram <sup>Ⓜ</sup>	Frequency
here click here	10
https cdn0 tnwcdn	9
cdn0 tnwcdn com	9
tnwcdn com wp-content	9
com wp-content blogs	9
wp-content blogs dir	9
blogs dir 1	9
dir 1 files	9
click here here	9
sweepstakes official rules	6
official rules on	6
rules on the	6
1 files 2019	5
files 2019 08	5
here here here	5
from someone who	4
someone who worked	4
who worked with	4
worked with a	4
with a fake	4

## TOP WORDS

## BIGRAMS

## TRIGRAMS

Word	Frequency	bigram <sup>Ⓜ</sup>	Frequency	trigram <sup>Ⓜ</sup>	Frequency
check	70	of the	100	course and instructor	36
like	63	in the	74	for more details	35
company	59	for more	56	more details on	35
google	58	you can	55	on this course	31
one	57	on the	48	this course and	29
course	57	it s	45	learn more about	28
article	54	is a	39	details on this	27
list	50	this course	39	under a creative	19
see	49	learn more	37	is republished from	19
new	48	course and	37	to learn more	19
ai	47	to the	36	a creative commons	18
also	46	details on	36	creative commons license	17
details	44	more details	36	one of the	17
learn	44	and instructor	36	for more information	15
app	43	more about	35	complete list of	15
read	41	and the	34	was originally published	15
use	40	list of	34	commons license read	13
data	39	on this	32	license read the	13
click	39	such as	31	read the original	13
first	38	by the	30	on how to	13

# Average Number of In-Content OBLs

Linked Domains

17

External Links

30

# Linked Domains

Minimum

3

Maximum

46

# External Links

Minimum

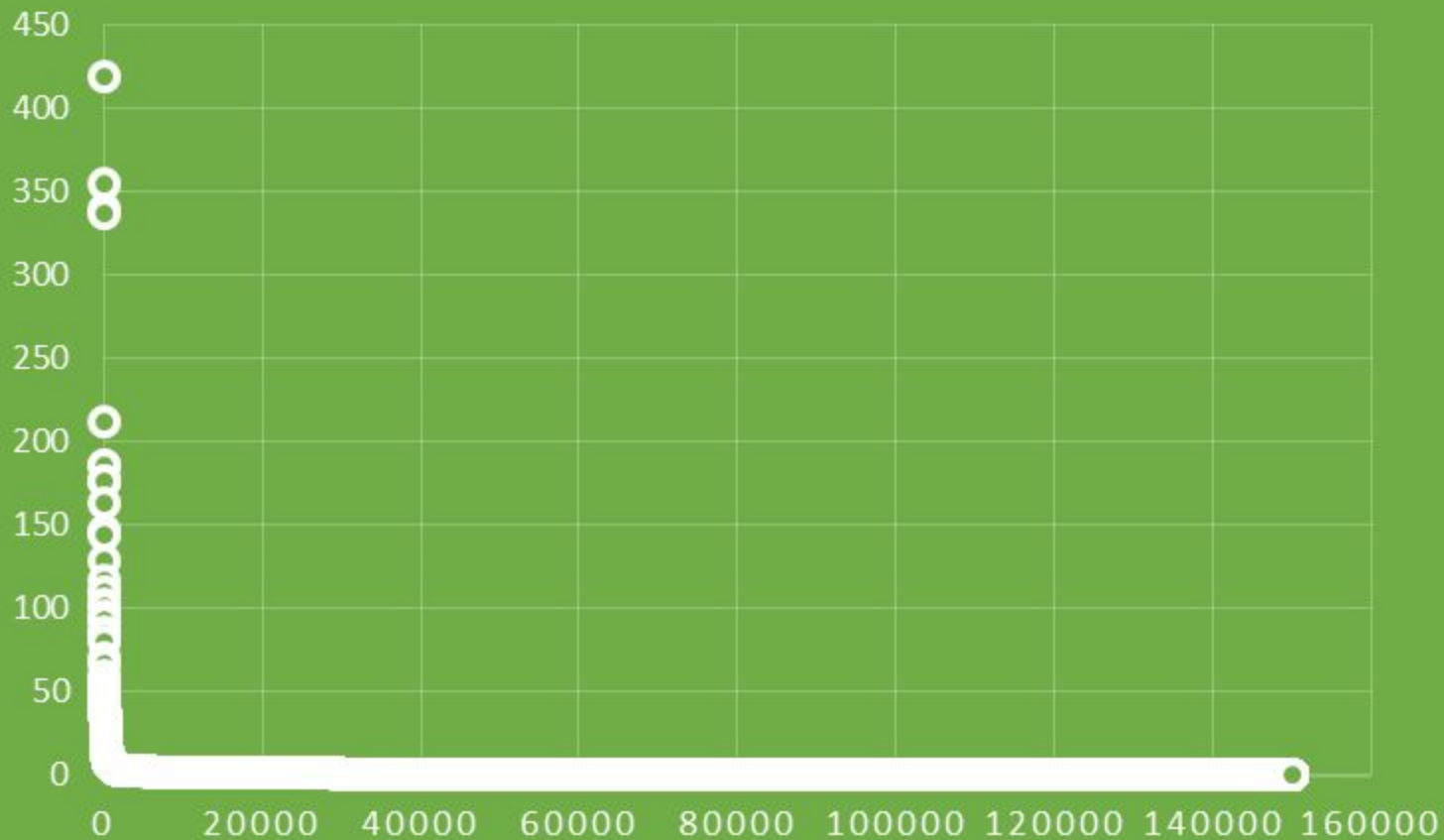
8

Maximum

87



theverge.com



DEJAN

# Most Common Anchor Text

theverge.com

Anchor text	Linked Domains	Linked Pages	Links From Anchor Text	Dofollow
here	419	1123	2395	2329
<i>(no anchor text)</i>	355	287540	323481	323439
announced	340	1003	1013	987
-2	337	923	924	924
statement	213	436	439	434
blog post	187	651	658	643
press release	186	424	427	417
said	177	542	554	548
announced today	177	467	472	457
report	177	346	365	361
website	164	291	296	275
in a blog post	147	406	410	401
in a statement	146	327	480	475
a blog post	145	425	447	439
said in a statement	129	274	279	275
right here	117	271	297	279
reported	110	304	305	302
says	110	235	241	234
Google	103	771	870	869
reports	102	309	309	307

# Most Recent Anchor Text

theverge.com

## TOP WORDS

Word	Frequency
according	217
new	206
post	197
reported	161
report	137
twitter	134
amazon	131
announced	121
video	119
blog	117
said	115
apple	113
99	110
reports	107
bloomberg	105
one	102
website	101
company	96
statement	91
google	88

## BIGRAMS

bigram <sup>Ⓢ</sup>	Frequency
according to	216
in a	145
of the	115
to the	96
blog post	93
in the	93
on the	67
best buy	66
privacy policy	65
the new	58
new york	58
a statement	53
the company	52
a new	52
on twitter	52
wall street	52
street journal	52
york times	49
terms of	49
the wall	48

## TRIGRAMS

trigram <sup>Ⓢ</sup>	Frequency
according to the	54
wall street journal	52
new york times	49
the wall street	45
the new york	42
a blog post	40
terms of service	34
in a statement	32
the washington post	23
said in a	23
in a blog	22
at best buy	21
terms and conditions	19
the company s	19
according to bloomberg	19
in a tweet	18
a report from	17
according to a	17
first reported by	16
a press release	15

## TOP WORDS

Word	Frequency
company	616
also	607
like	543
new	462
one	387
apple	367
according	354
said	329
app	323
first	274
amazon	273
year	257
people	245
users	235
says	231
last	231
twitter	218
could	214
get	207
available	203

## BIGRAMS

bigram <sup>Ⓜ</sup>	Frequency
of the	686
in the	521
it s	520
the company	467
to the	411
on the	350
you can	350
in a	331
according to	331
and the	309
that the	305
for the	257
to a	219
if you	215
with the	209
from the	196
that it	181
with a	174
that s	168
as a	165

## TRIGRAMS

trigram <sup>Ⓜ</sup>	Frequency
the company s	107
according to a	98
as well as	67
if you re	62
according to the	56
one of the	55
in the us	51
it s a	51
and it s	43
that it s	40
that the company	40
it s not	39
a number of	38
a lot of	38
you can also	37
said in a	37
the company has	34
as part of	30
but it s	29
some of the	29

# Average Number of In-Content OBLs

Linked Domains

External Links

10

30

# Linked Domains

Minimum

Maximum

1

67

# External Links

Minimum

Maximum

6

409

wired.com



DEJAN



# Most Common Anchor Text

wired.com

Anchor text	Linked Domains	Linked Pages	Links From Anchor Text	Dofollow
here	1761	4843	5581	1834
Product page	1626	3777	3953	87
website	912	1543	1680	213
<i>(no anchor text)</i>	739	243364	3301147	741130
report	626	1494	1566	624
announced	538	1668	1700	648
said	482	1419	1460	781
press release	456	1476	1589	399
wrote	421	1054	1073	408
study	420	1482	1606	918
reports	372	1301	1328	831
reported	360	1266	1308	893
Web site	342	598	620	58
blog post	326	928	995	105
statement	325	707	720	244
says	297	582	592	193
site	282	450	477	57
blog	270	434	466	46
article	253	747	788	463
the	227	1398	1404	1222

# Most Recent Anchor Text

wired.com

## TOP WORDS

Word	Frequency
10	173
sale	162
amazon	134
one	117
pro	112
also	112
1	98
new	86
version	73
2	72
apple	70
video	66
fire	66
google	65
50	64
case	62
android	61
app	59
30	59
percent	59

## BIGRAMS

bigram <sup>Ⓜ</sup>	Frequency
on sale	135
sale for	113
of the	81
also on	81
in the	46
is also	44
runners up	34
at amazon	33
case for	33
fire hd	30
according to	28
this one	28
to the	27
50 off	27
for 1	26
on the	26
more than	26
in a	22
new york	22
for the	22

## TRIGRAMS

trigram <sup>Ⓜ</sup>	Frequency
on sale for	111
also on sale	79
is also on	34
runners up the	20
new york times	15
10 1111 j	15
fire tv stick	14
off on sale	14
fire hd 10	14
fire hd 8	14
the new york	13
off also on	13
magsafe case for	12
is on sale	12
moto g stylus	10
off fire hd	10
hd 8 kids	10
weighted blanket for	10
animaldiversity ummz umich	10
ummz umich edu	10

## TOP WORDS

Word	Frequency
like	736
also	735
one	501
new	396
company	328
use	303
even	242
people	239
says	239
app	226
get	225
year	219
google	219
us	193
apple	188
need	185
10	182
first	180
last	180
two	177

## BIGRAMS

bigram <sup>Ⓜ</sup>	Frequency
of the	685
in the	483
you can	433
and the	320
if you	317
to the	316
on the	288
for the	285
in a	260
is a	246
the company	212
at the	207
with the	201
it s	197
with a	196
from the	177
that the	168
like the	162
for a	162
is the	154

## TRIGRAMS

trigram <sup>Ⓜ</sup>	Frequency
one of the	75
you can also	75
if you want	46
read more at	42
as well as	40
some of the	37
according to the	37
courtesy of nikon	34
of nikon small	34
nikon small world	34
you can get	33
the company s	32
you want to	31
10 wired recommends	30
you can find	30
if you re	30
a lot of	29
is one of	29
in the us	29
this is a	28

# Average Number of In-Content OBLs

Linked Domains

External Links

21

42

# Linked Domains

Minimum

Maximum

1

202

# External Links

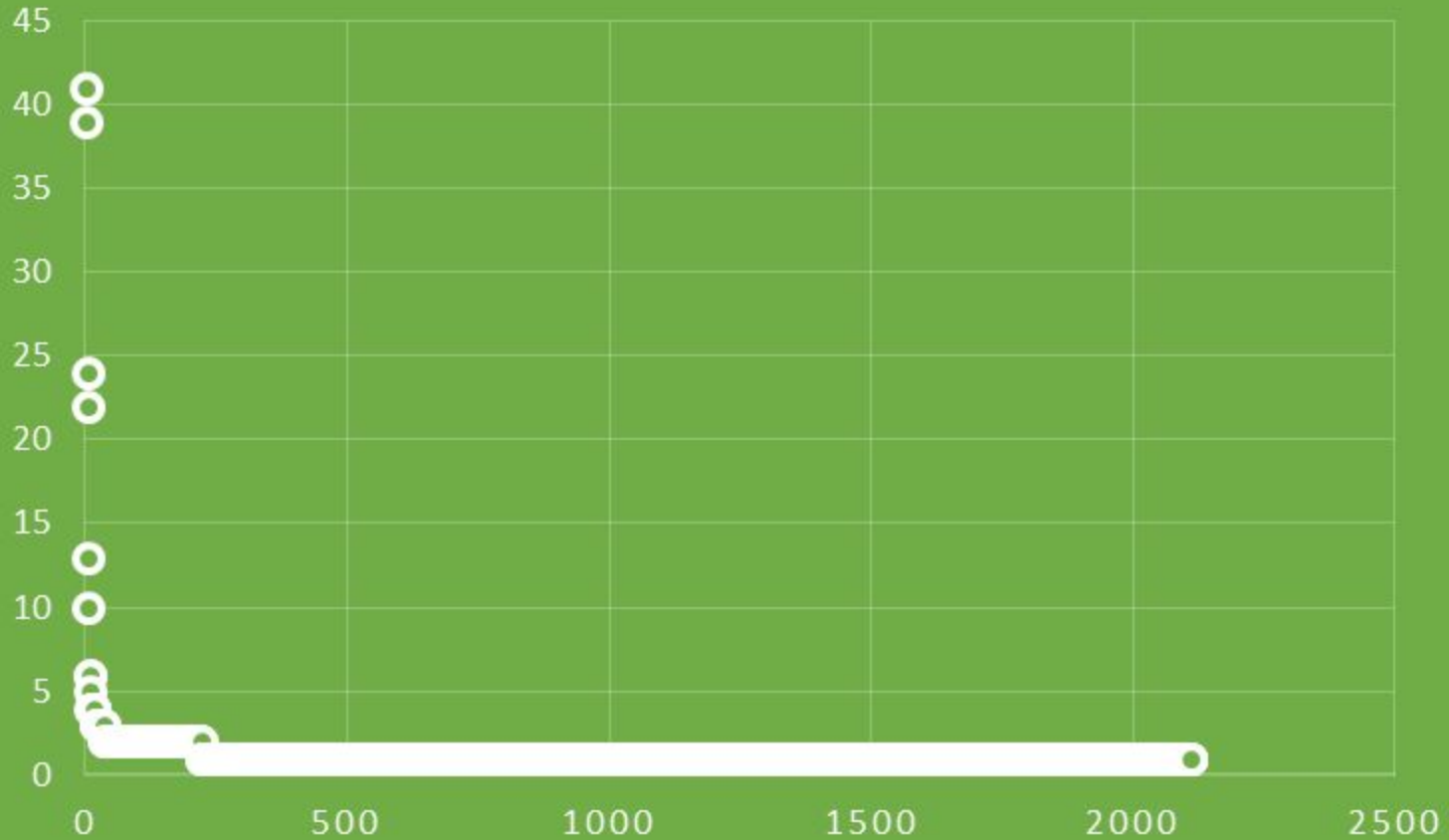
Minimum

2

Maximum

885

waitbutwhy.com



DEJAN

# Most Common Anchor Text

waitbutwhy.com

Anchor text	Linked Domains	Linked Pages	Links From Anchor Text	Dofollow
Image source	41	71	133	133
Source	39	76	76	76
here	24	37	260	260
<i>(no anchor text)</i>	22	1037	1283	1283
This	13	37	38	38
lots	10	13	13	13
another	6	12	12	12
article	6	11	13	13
this one	5	6	6	6
again	4	6	6	6
unveiled	4	5	5	5
research	4	5	6	6
On Liberty	4	4	5	5
this video	4	17	24	24
Wait But Why email list	4	4	44	44
says	4	7	7	7
blog	4	7	7	7
said	4	6	6	6
are	3	5	5	5
Revenge of the Electric Car	3	3	3	3



# Most Recent Anchor Text

waitbutwhy.com

## TOP WORDS

Word	Frequency
video	27
list	20
elon	20
musk	20
world	19
email	17
hybrid	17
future	14
tesla	14
1	13
one	13
buy	12
new	11
survey	11
pdf	11
page	11
http	11
000	10
artificial	10
electric	10

## BIGRAMS

bigram <sup>®</sup>	Frequency
elon musk	20
here s	18
email list	16
in the	13
of the	11
this video	10
buy it	8
it here	8
and the	8
the future	8
s a	8
stick figure	8
wait but	7
but why	7
artificial intelligence	7
our patreon	6
the world	6
on the	6
the pdf	6
why email	6

## TRIGRAMS

trigram <sup>®</sup>	Frequency
buy it here	8
wait but why	7
but why email	6
why email list	6
here s a	6
the future of	5
here s our	4
s our patreon	4
buy the pdf	4
the electric car	4
the quest for	4
circle parts of	4
parts of your	4
of your life	4
your life that	4
life that interest	4
artificial intelligence a	4
the book of	4
book of questions	4
on the future	3

# Anchor Text Context

waitbutwhy.com

## TOP WORDS

Word	Frequency
like	80
one	56
new	51
world	47
people	43
space	37
us	36
post	32
first	32
made	29
number	29
many	29
called	29
would	29
alcor	28
000	27
tesla	27
spacex	27
make	26
also	26

## BIGRAMS

bigram <sup>Ⓜ</sup>	Frequency
of the	90
in the	67
on the	49
here s	41
it s	39
about the	39
to be	37
the world	36
to the	36
and the	36
s a	34
for the	33
you can	30
if you	28
is a	24
in a	24
and this	24
of a	23
one of	22
number of	22

## TRIGRAMS

trigram <sup>Ⓜ</sup>	Frequency
here s a	24
wait but why	19
sign up for	19
up for the	18
the world s	15
a bunch of	13
in the world	13
a lot of	12
one of the	12
the dinner table	12
if you re	11
and here s	10
for the dinner	10
dinner table email	10
table email list	10
email list to	10
list to be	10
to be notified	10
be notified about	10
the number of	10

# Average Number of In-Content OBLs

Linked Domains

External Links

38

107

# Linked Domains

Minimum

5

Maximum

98

# External Links

Minimum

5

Maximum

255

DEJAN LABS

Organic Link Integration - OLI  
[dejanmarketing.com/smx/](https://dejanmarketing.com/smx/)

DEJAN

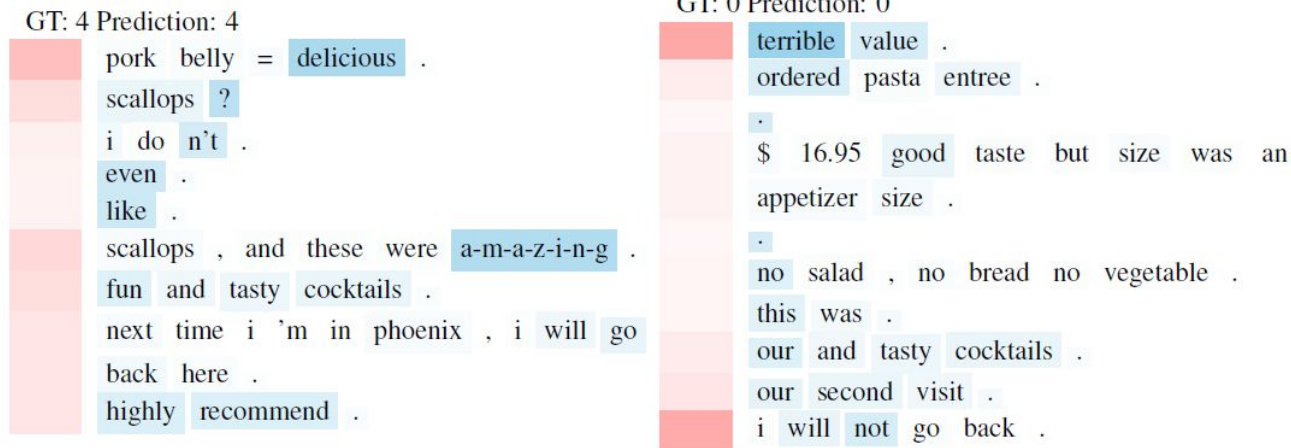


Figure 5: Documents from Yelp 2013. Label 4 means star 5, label 0 means star 1.

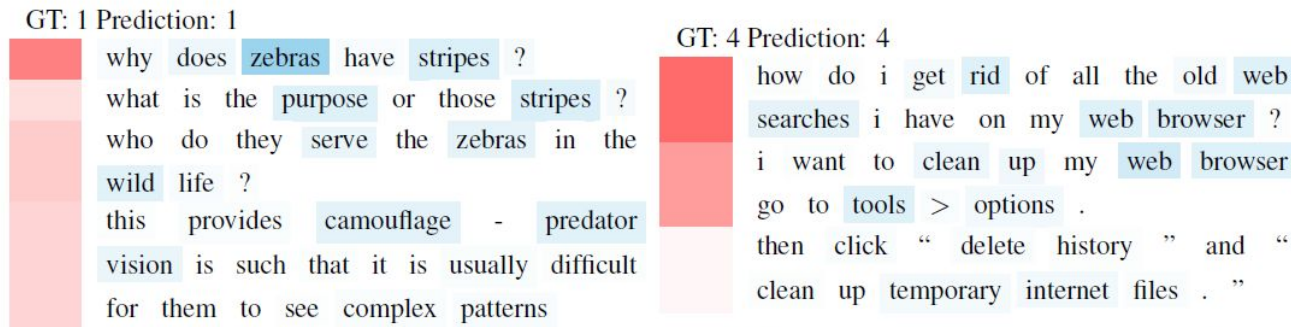


Figure 6: Documents from Yahoo Answers. Label 1 denotes Science and Mathematics and label 4 denotes Computers and Internet.



the USS Ronald Reagan - an aircraft carrier docked in Japan - during his tour of the region, vowing to "defeat any attack and meet any use of conventional or nuclear weapons with an overwhelming and effective American response". North Korea and the US have ratcheted up tensions in recent weeks and the movement of the strike group had raised the question of a pre-emptive strike by the US. On Wednesday, Mr Pence described the country as the "most dangerous and urgent threat to peace and security" in the Asia-Pacific.

TAHV: Text Attention Heatmap Visualization

- <https://github.com/jiesutd/Text-Attention-Heatmap-Visualization>

NCRF++: An Open-source Neural Sequence Labeling Toolkit

- <https://arxiv.org/pdf/1806.05626.pdf>
- <https://github.com/jiesutd/NCRFpp>

DEJAN

Lexical Category	Human	Machine(bi-RNN)	Corpus
Coordinating conjunction	0.0000	0.0098	0.0147
Cardinal number	0.0098	0.0077	0.0043
Determiner	0.0112	0.0168	0.0312
Existentialthere	0.0000	0.0000	0.0000
Foreign word	0.0000	0.0000	0.0000
Preposition or subordinating conjunction	0.0266	0.0084	0.0298
Adjective	0.2374	0.2269	0.0201
Adjective, comparative	0.0021	0.0014	0.0002
Adjective, superlative	0.0252	0.0287	0.0016
List item marker	0.0000	0.0000	0.0000
Modal	0.0035	0.0000	0.0030
Noun, singular or mass	0.3838	0.3711	0.0950
Noun, plural	0.0000	0.0000	0.0000
Proper noun, singular	0.0000	0.0000	0.0000
Proper noun, plural	0.0413	0.0665	0.0154
Predeterminer	0.0000	0.0000	0.0000
Possessive ending	0.0000	0.0000	0.0000
Personal pronoun	0.0056	0.0049	0.0141
Possessive pronoun	0.0035	0.0028	0.0067
Adverb	0.1296	0.0931	0.0277
Adverb, comparative	0.0070	0.0000	0.0014
Adverb, superlative	0.0000	0.0000	0.0000
Particle	0.0000	0.0000	0.0000
Symbol	0.0000	0.0000	0.0000
to	0.0035	0.0007	0.0077
Interjection	0.0000	0.0000	0.0000
Verb, base form	0.0196	0.0028	0.0098
Verb, past tense	0.0070	0.0609	0.0148
Verb, gerund or present participle	0.0357	0.0462	0.0053
Verb, past participle	0.0455	0.0455	0.0083
Verb, non-3rd person singular present	0.0000	0.0028	0.0023
Verb, 3rd person singular present	0.0007	0.0021	0.0065
Wh-determiner	0.0000	0.0000	0.0005
Wh-pronoun	0.0007	0.0000	0.0005
Possessive wh-pronoun	0.0000	0.0000	0.0000
Wh-adverb	0.0007	0.0007	0.0012

Table 5: Distribution over lexical categories for human-selected words, machine-selected words, and the entire corpus.

## Human Attention Maps for Text Classification: Do Humans and Neural Networks Focus on the Same Words?

[https://davis.wpi.edu/dsrg/PROJECTS/YELPHAT/2020\\_ACL\\_Human\\_vs\\_Machine-2.pdf](https://davis.wpi.edu/dsrg/PROJECTS/YELPHAT/2020_ACL_Human_vs_Machine-2.pdf)

Stopped by on a Sunday around 11am after a trip to Freedom Park and had a lovely experience here- such cool ambiance and the staff was friendly and helpful. Chicken salad was good. The homemade pita chips were ok...a little thick for me. Others in our group enjoyed their food.

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Figure 4: Visualizations of attention maps by human annotators and machine learning models. From top to bottom: first human annotator, second human annotator, RNN, bi-RNN, Rationales.

## Additional Mark - Background Color Intensity

Title: a meta analysis of birth origin effects on reproduction in diverse captive environments

Abstract: successfully establishing captive breeding programs is priority across diverse industries to address food security demand for ethical laboratory research animals and prevent extinction differences in reproductive success due to birth origin may threaten the long term sustainability of captive breeding our meta analysis examining effect sizes from species of invertebrates fish birds and mammals shows that overall captive born animals have decreased odds of reproductive success in captivity compared to their wild born counterparts the largest effects are seen in commercial aquaculture relative to conservation or laboratory settings and offspring survival and offspring quality were the most sensitive traits although somewhat weaker trend reproductive success in conservation and laboratory research breeding programs is also in negative direction for captive born animals our study provides the foundation for future investigation of non genetic and genetic drivers of change

Analyzing the Design Space for Visualizing Neural Attention in Text Classification

<https://observablehq.com/@clpuc/analyzing-the-design-space-for-visualizing-neural-attenti>



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