



THE LOST

ART OF

NATURAL LINKING

DEJAN

SMX
SEARCH MARKETING EXPO.
2015



Nudge.

dejanmarketing.com/smx/



LINK EARNING CREATIVE CONTENT LINK BUILDING HACKS

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SEO INDUSTRY?



Guest Posts

Link Buying

Networks



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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.

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Welcome to my talk.

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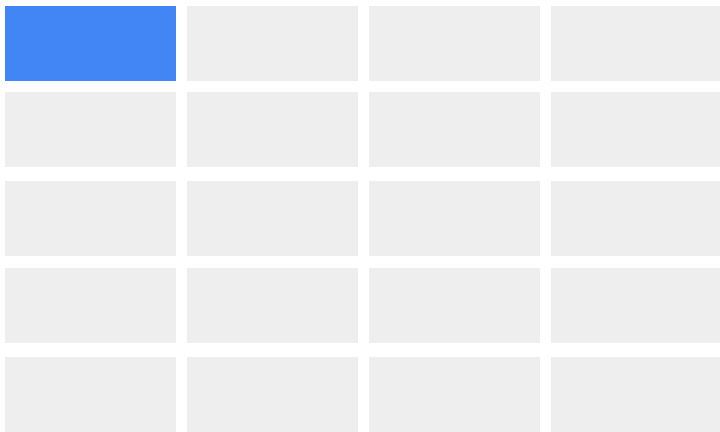


CONTENT PROGRESS



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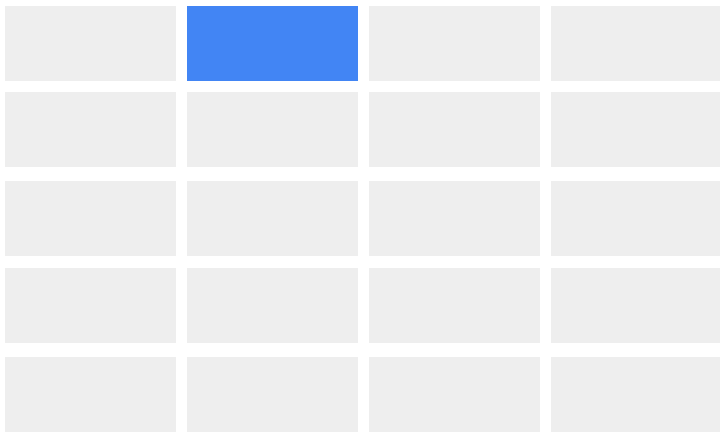


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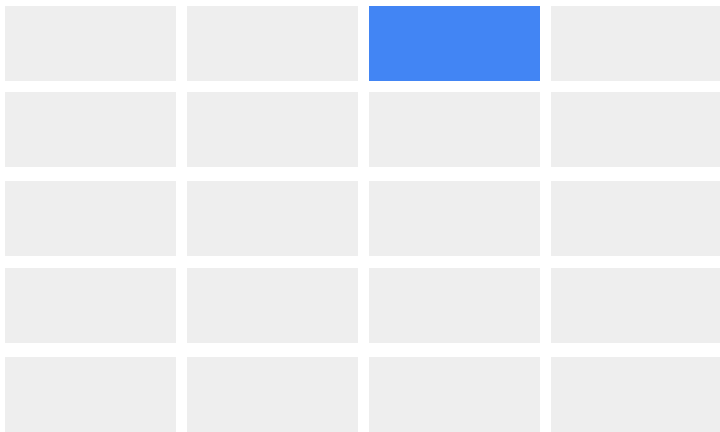


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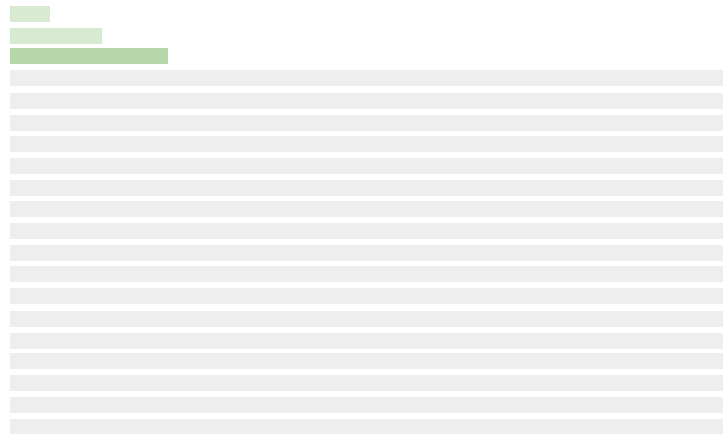


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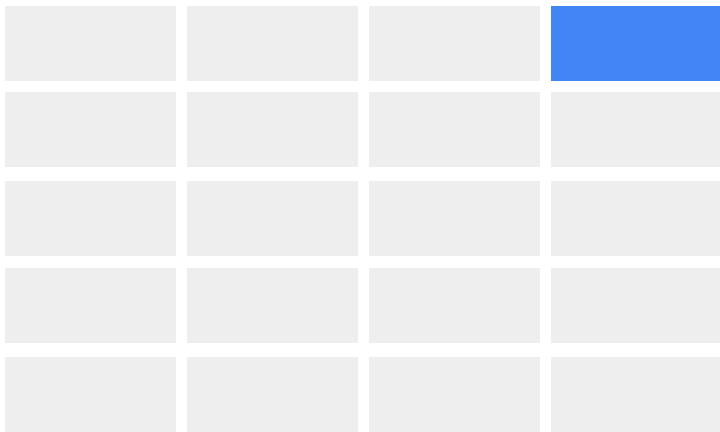


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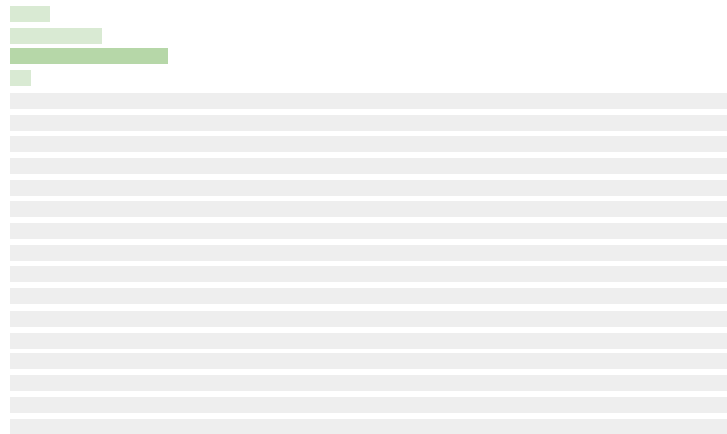


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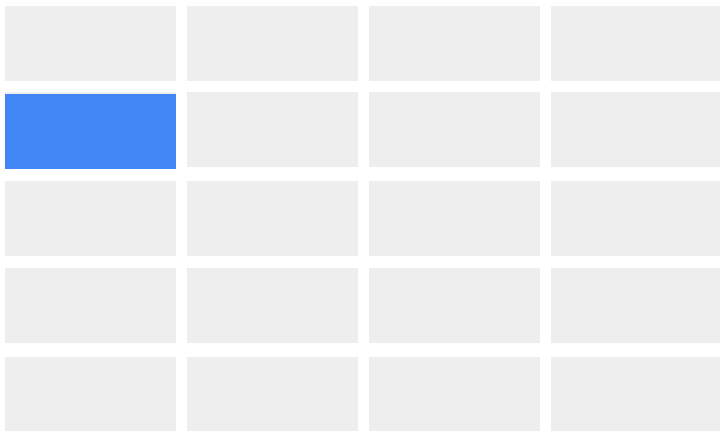


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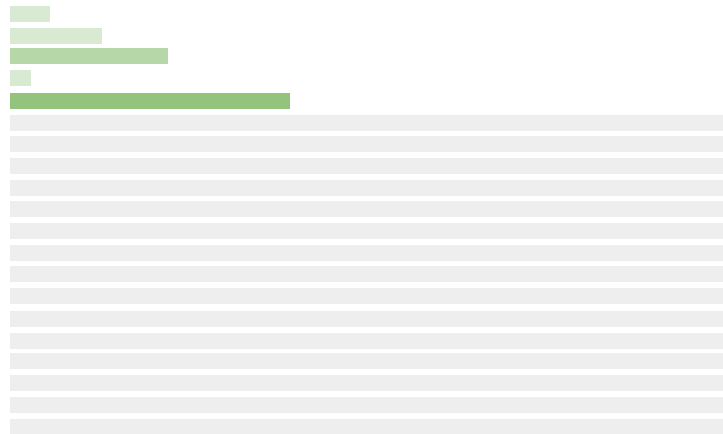


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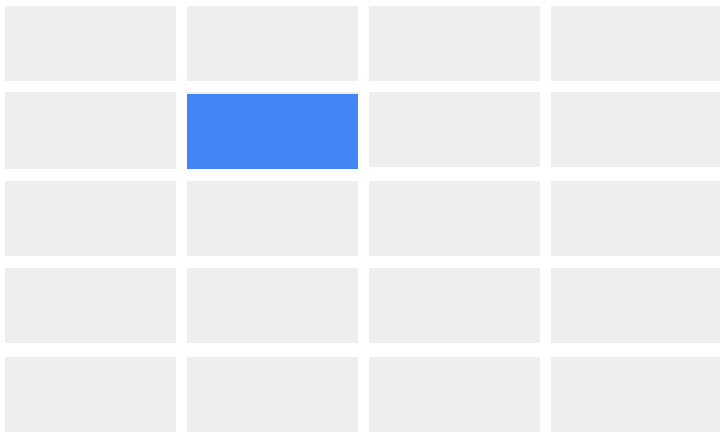


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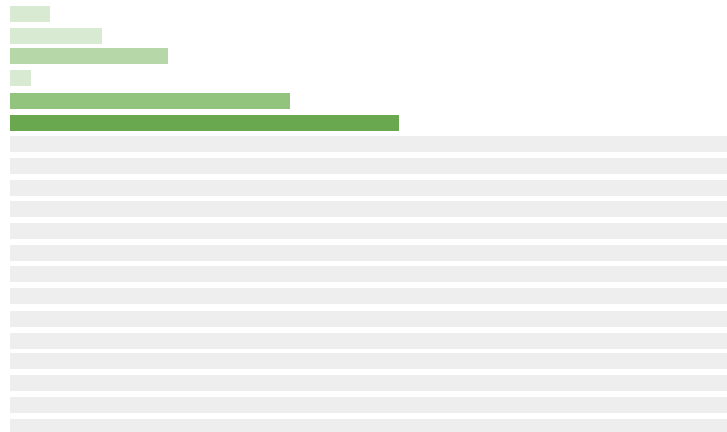


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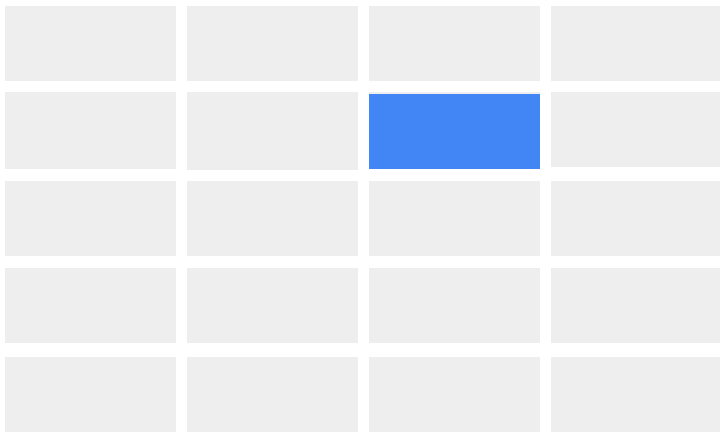


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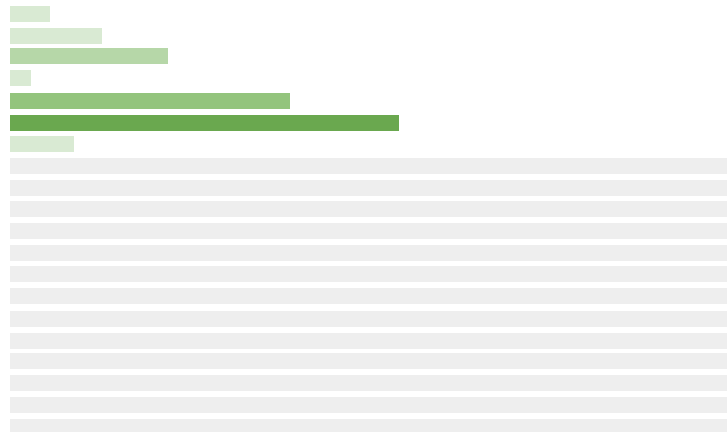


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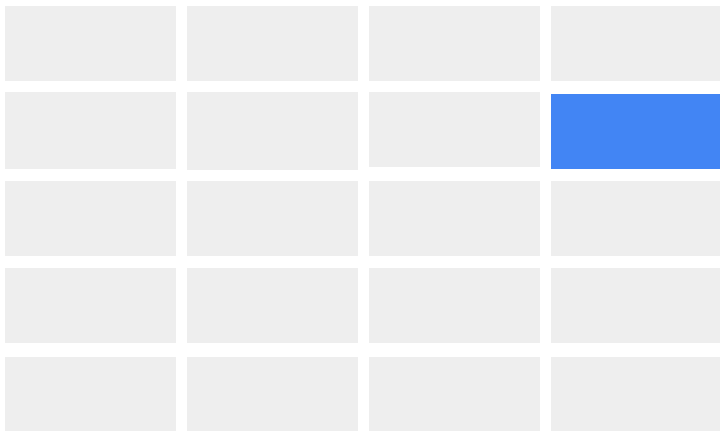


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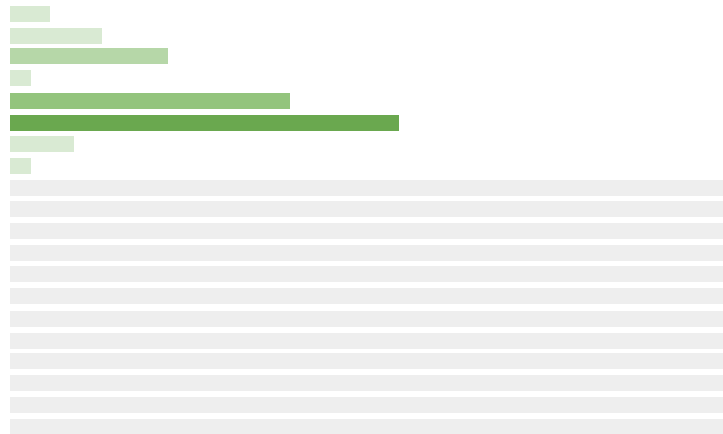


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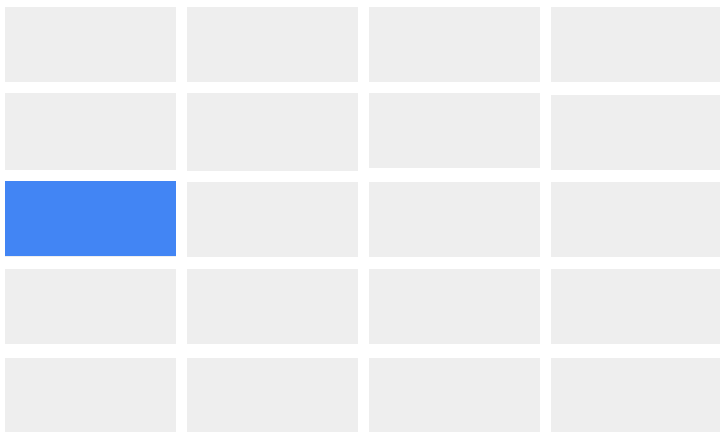


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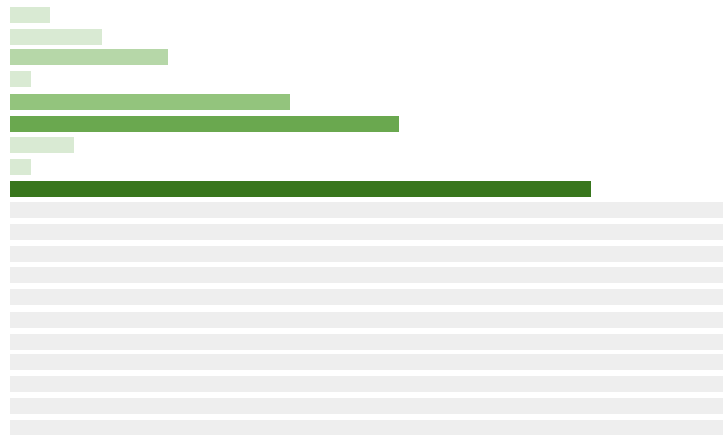


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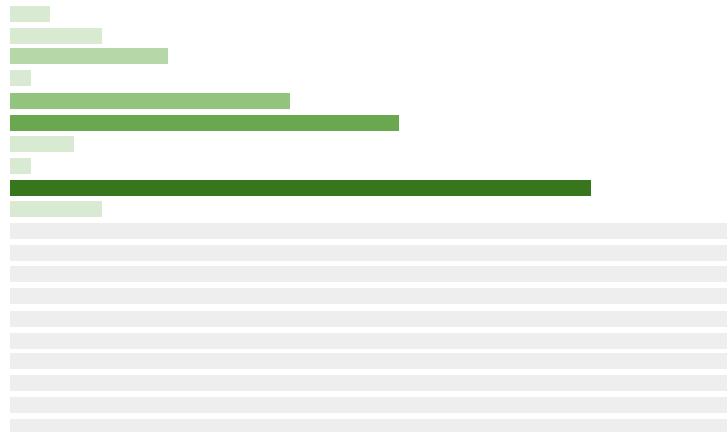


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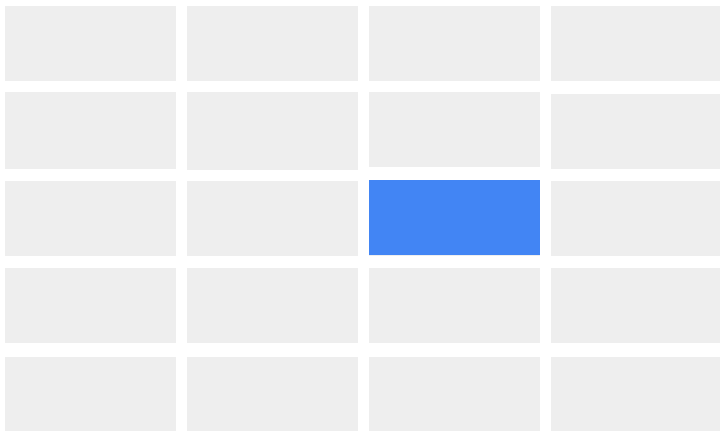


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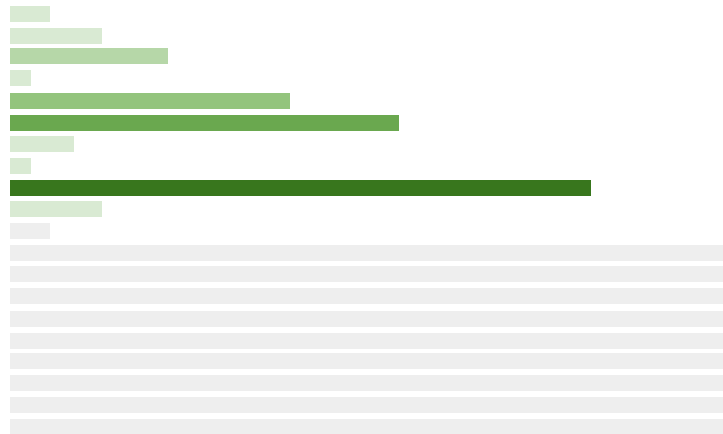


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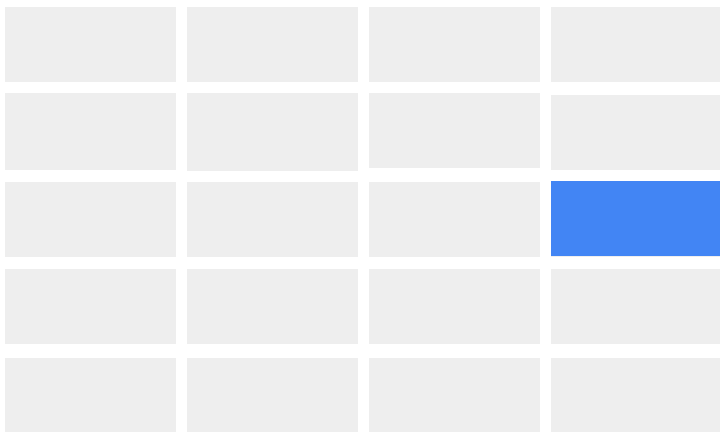


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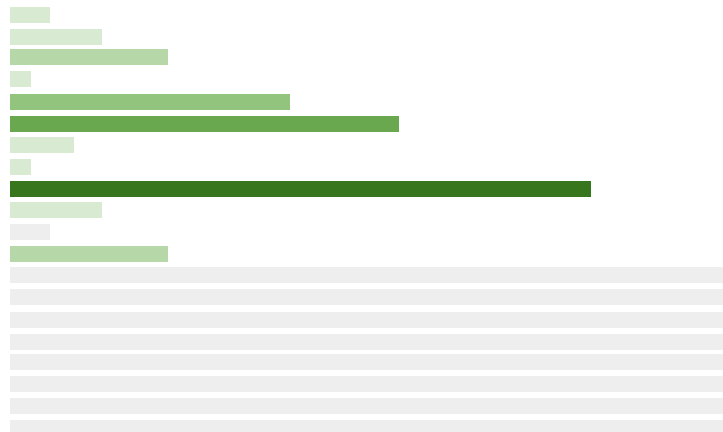


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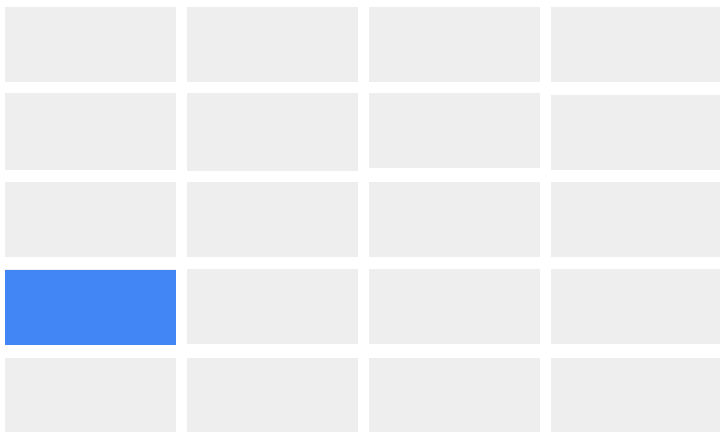


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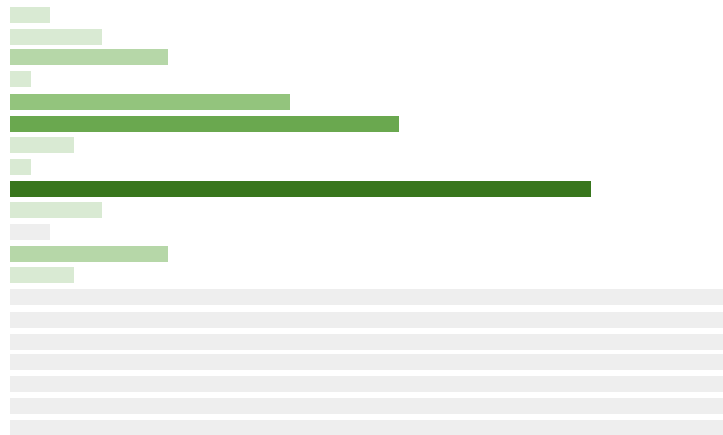


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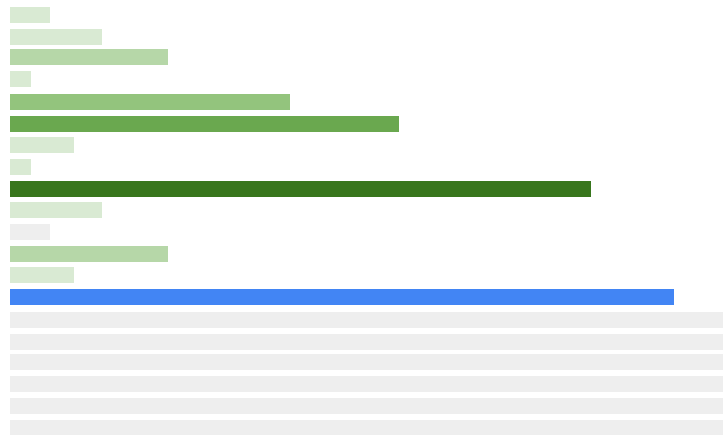


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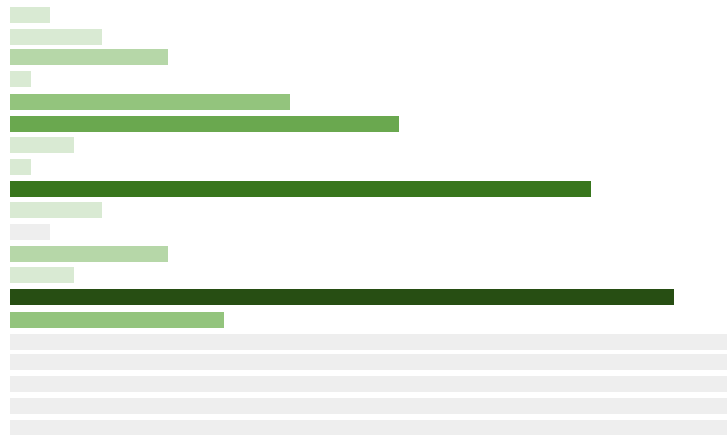


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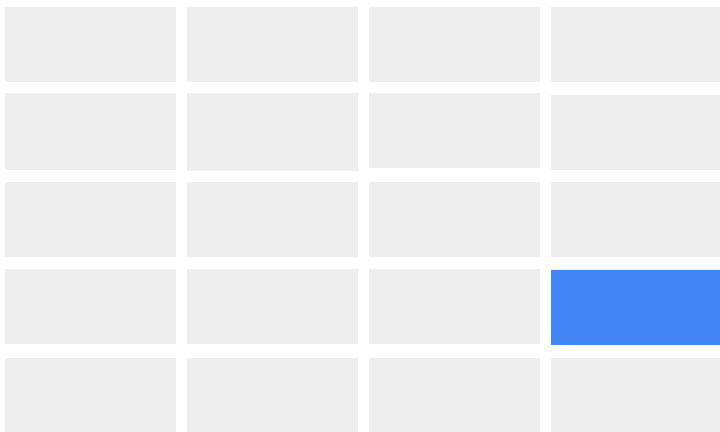


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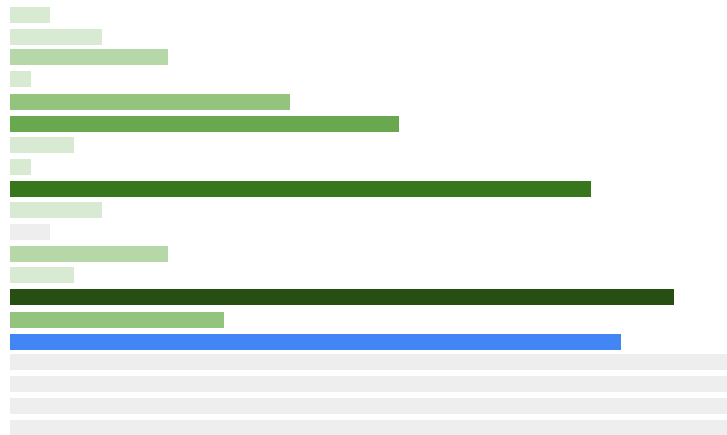


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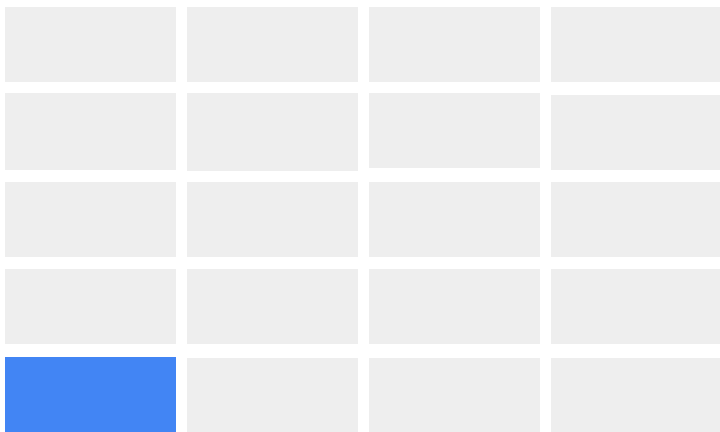


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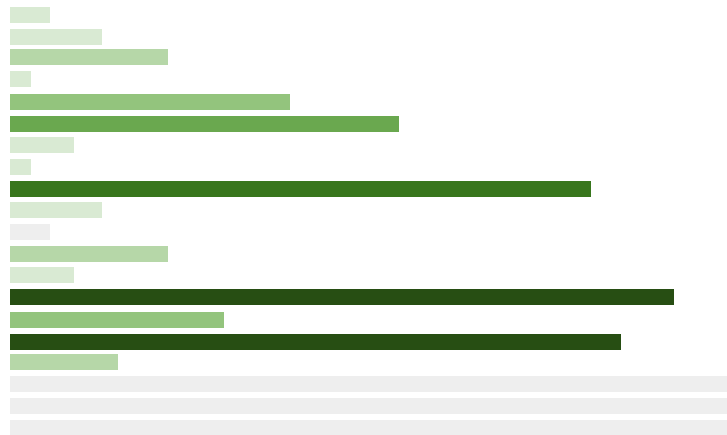


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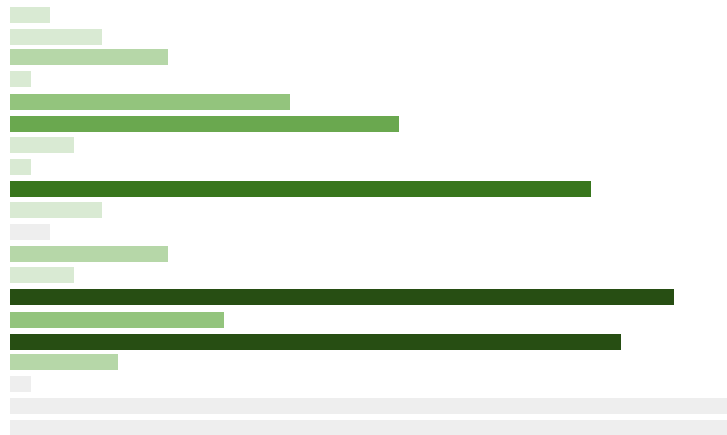


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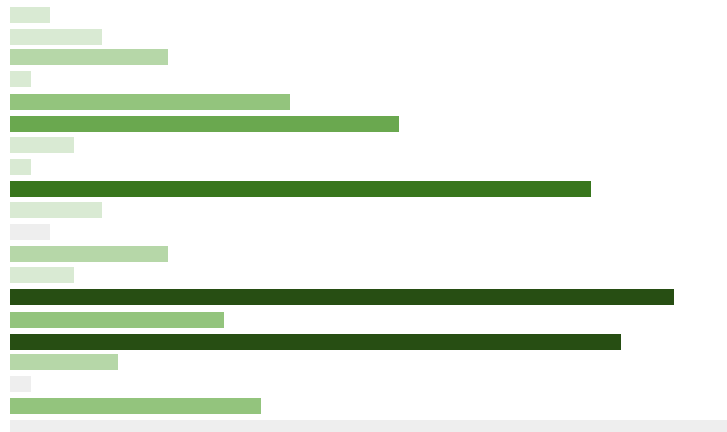


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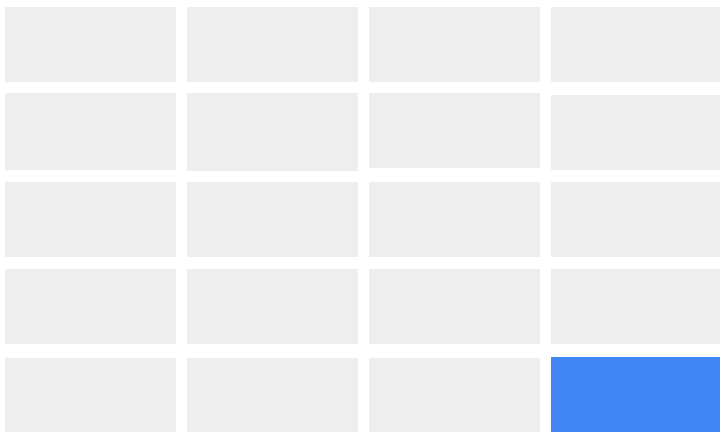


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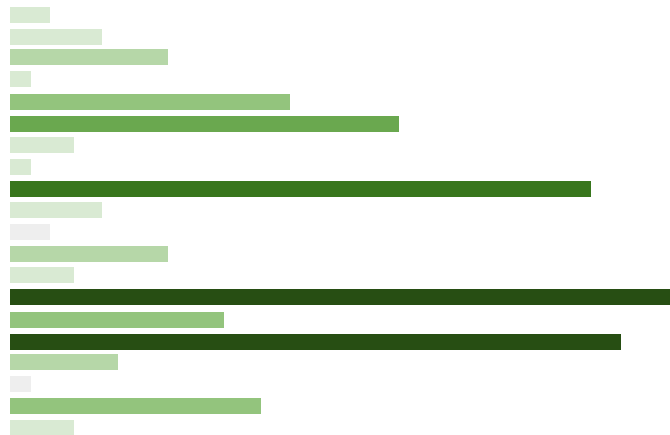


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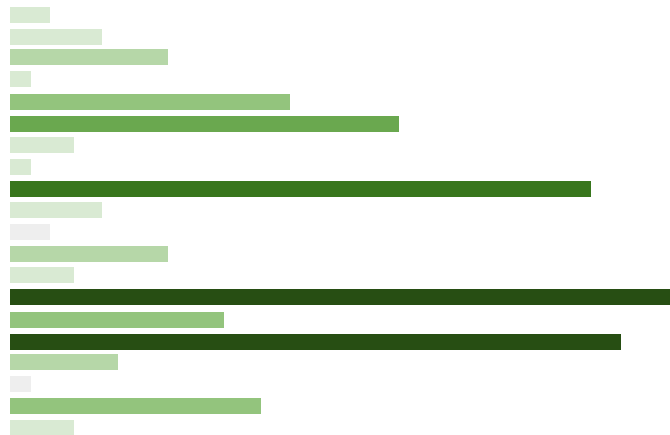


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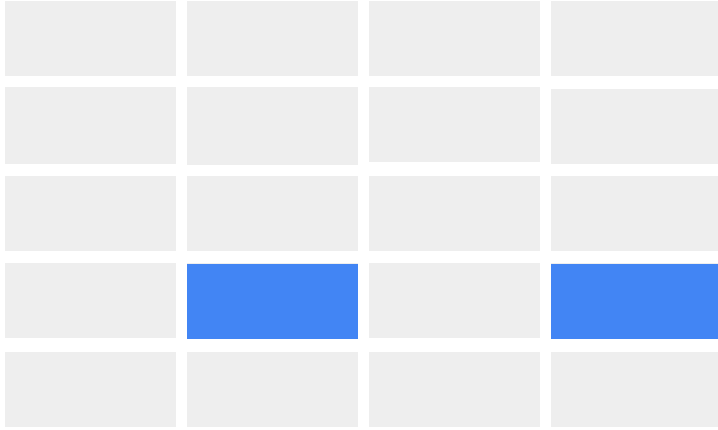


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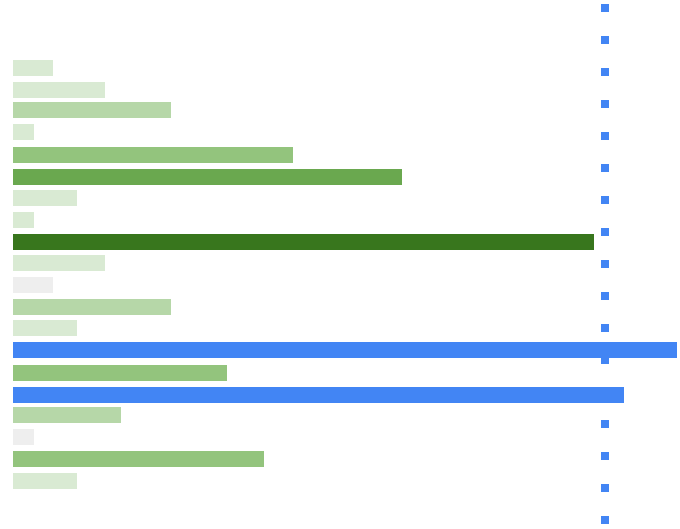


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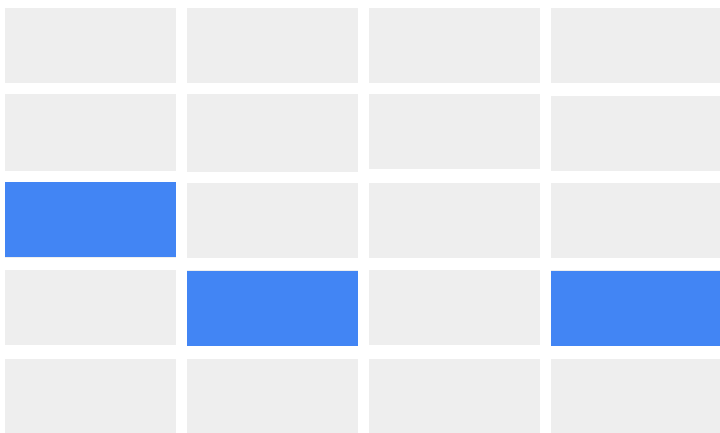
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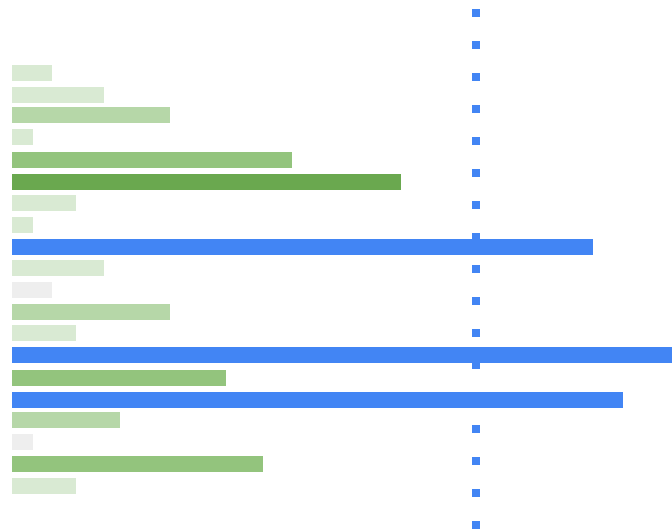
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ABSOLUTE ESSENTIALS

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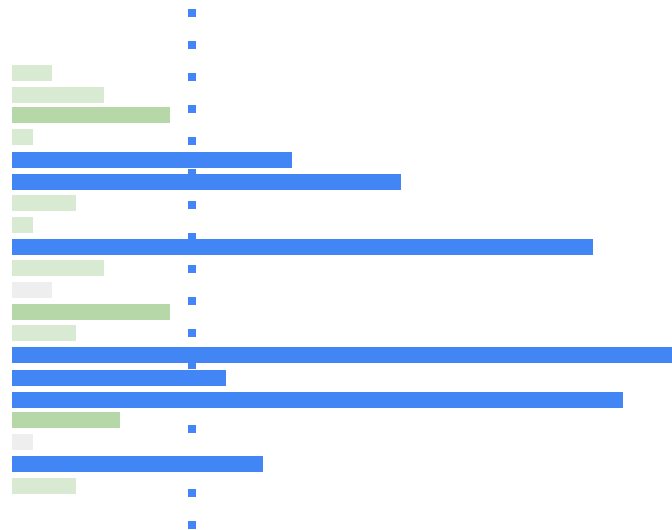
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CONSERVATIVE

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CONTENT PROGRESS



DESIRE FOR A LINK

LIBERAL

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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, focused on a large computer monitor. The man in the foreground is wearing glasses and a dark shirt, while the man behind him is also looking at the screen. The monitor displays a complex web application or dashboard with various charts and data. A desk lamp provides warm, focused lighting on the workspace. The overall atmosphere is professional and concentrated.

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 or lab setting, focused on a large computer monitor. The man in the foreground is wearing glasses and a dark shirt, while the man behind him is also looking at the screen. The monitor displays a complex web interface with various panels and text. A desk lamp provides focused light on the workspace. In the bottom left corner, there is a white box containing the text '1+2'.

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 yourselves. 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.

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And it just...

DEJAN

WON'T

DEJAN

GO

DEJAN

AWAY

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The
New York
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and many more...



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5 Beautiful Winter Road Trips in Canada You MUST Do

Alex Miles

Alex Miles



3 Restaurants to Check Out During Your Road Trip to Toronto

Karen Simmons



7 Stunning Rooftop Gardens In New York City

Annie Morton

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Semantically
Harmonious
Tags

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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

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sarah

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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



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Founder, OutdoorFest / Mappy Hour

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1,259 followers

1,992 following

Sarah Knapp she/her

Mountain Junkie + New Yorker + Fribling

founder of @outdoorfest + @mappy_hour, fmr publisher at offMetro
mappyhour.org

POSTS

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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

Anchor

Outgoing links

Broken links

How to use

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

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
ndar of events	4 <0.1%	6	6	6 <0.1%	8 Apr 2017

Investigate Anchors

Overview

Overview 2.0

Site structure

Calendar

Backlink profile

Backlinks

Broken backlinks

Referring domains

Anchor text

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 text New

Outgoing links New

Broken links

⌵ Anchors How to use

All Dofollow 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					
schedule					
online					
Learn More					
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
Tickets	5 <0.1%	9	9	9 <0.1%	30 Mar 2017
Lake Placid Olympic Museum	5 <0.1%	7	7	7 <0.1%	24 Apr 2018
taxi	5 <0.1%	24	27	27 <0.1%	4 Apr 2017
calendar of events	4 <0.1%	6	6	6 <0.1%	8 Apr 2017

Consistent with natural link practices



and yet...

DEJAN

Offering quality sites for link building and Content writing.



From Vihaan Rathod

To 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

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<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 (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 123 736

<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



Shay, offMetro.com

to me ▾

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- Include 1-3 Authority links to well-ranked news, government or similar sites.

1+2 again...

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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**.



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How do I know this?

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1,500,000

Content-based outgoing links.

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111,107











Unique anchor texts variants.

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10

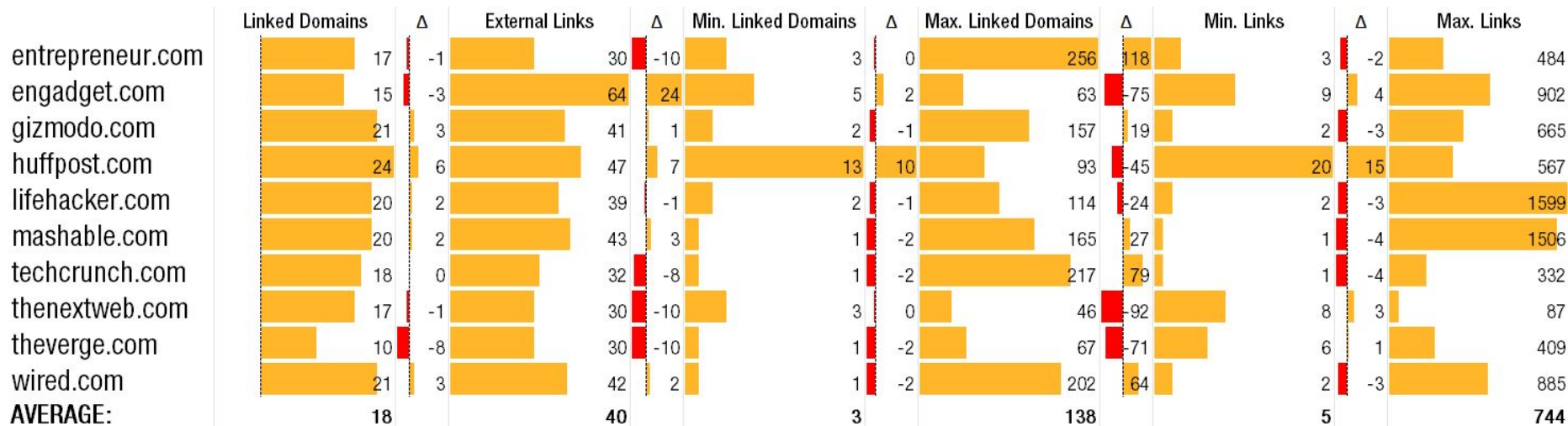
Major blogs.

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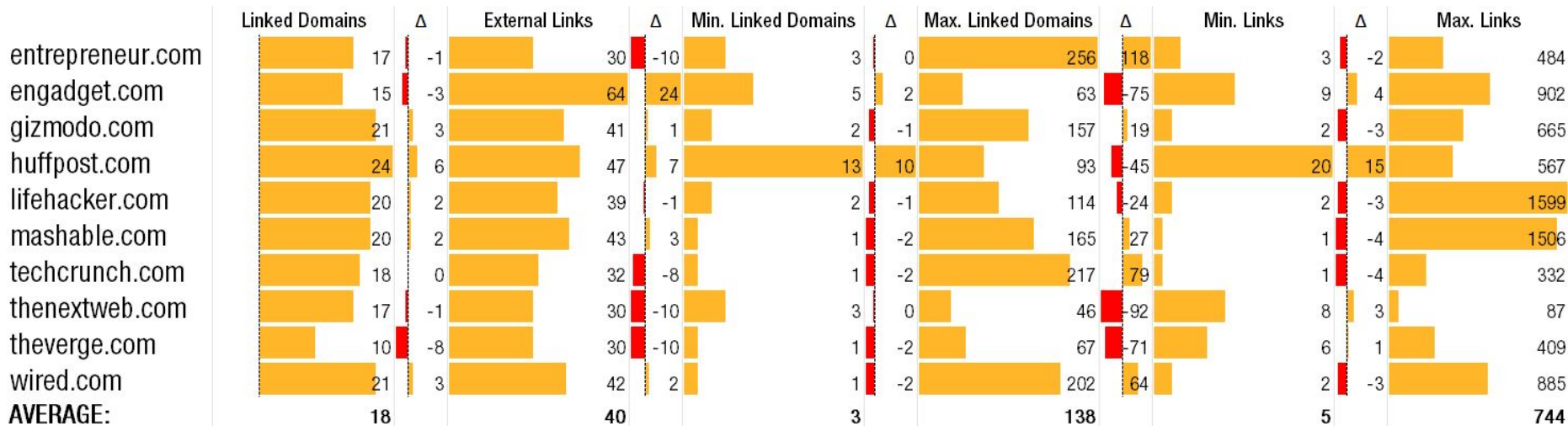
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 entrepreneur.com-outgoing-anchors-external-__2023-02-07_09-40-47.csv	7/02/2023 9:40 AM	CSV File	19,337 KB
 gizmodo.com-outgoing-anchors-external-subdo__2023-02-07_09-40-51.csv	7/02/2023 9:41 AM	CSV File	21,071 KB
 huffpost.com-outgoing-anchors-external-subd__2023-02-07_09-40-10.csv	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



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
AVERAGE:		18				40				3				138				5				744

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
AVERAGE:		18			40			3			138			5			744

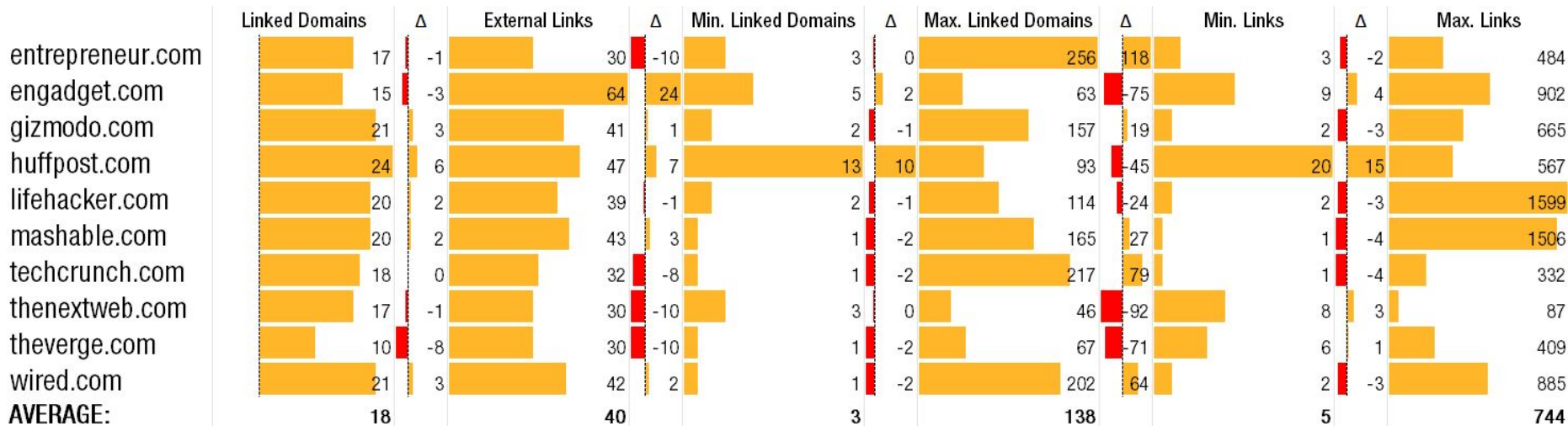
Meta-Analysis of Per-Page Linking Patterns of Ten Major Blogs



	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
AVERAGE:	18		40		3		138		5		744

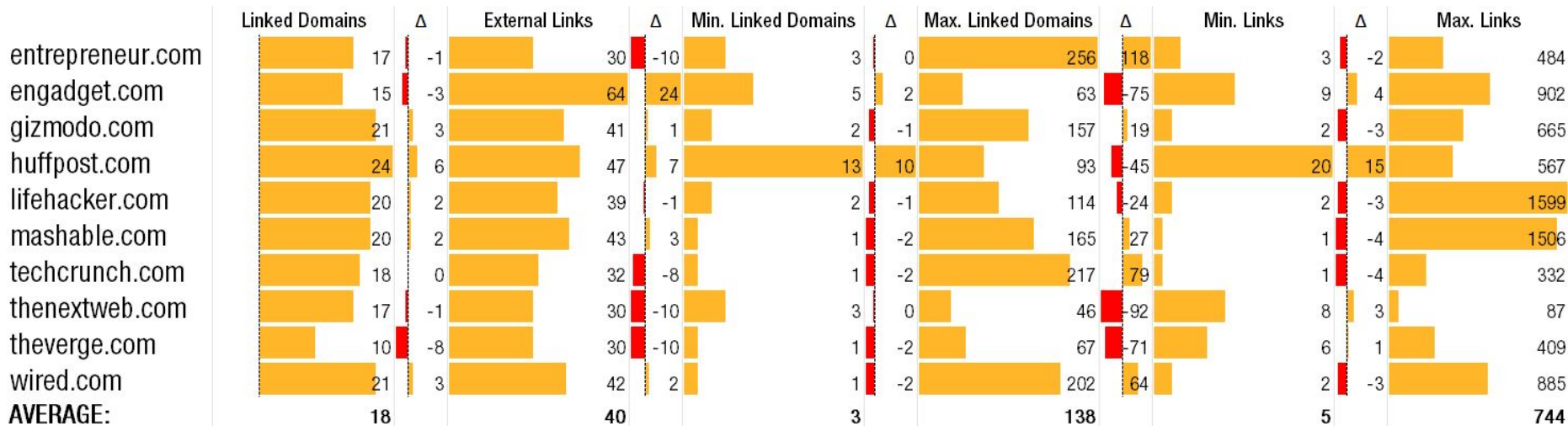
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Meta-Analysis of Per-Page Linking Patterns of Ten Major Blogs



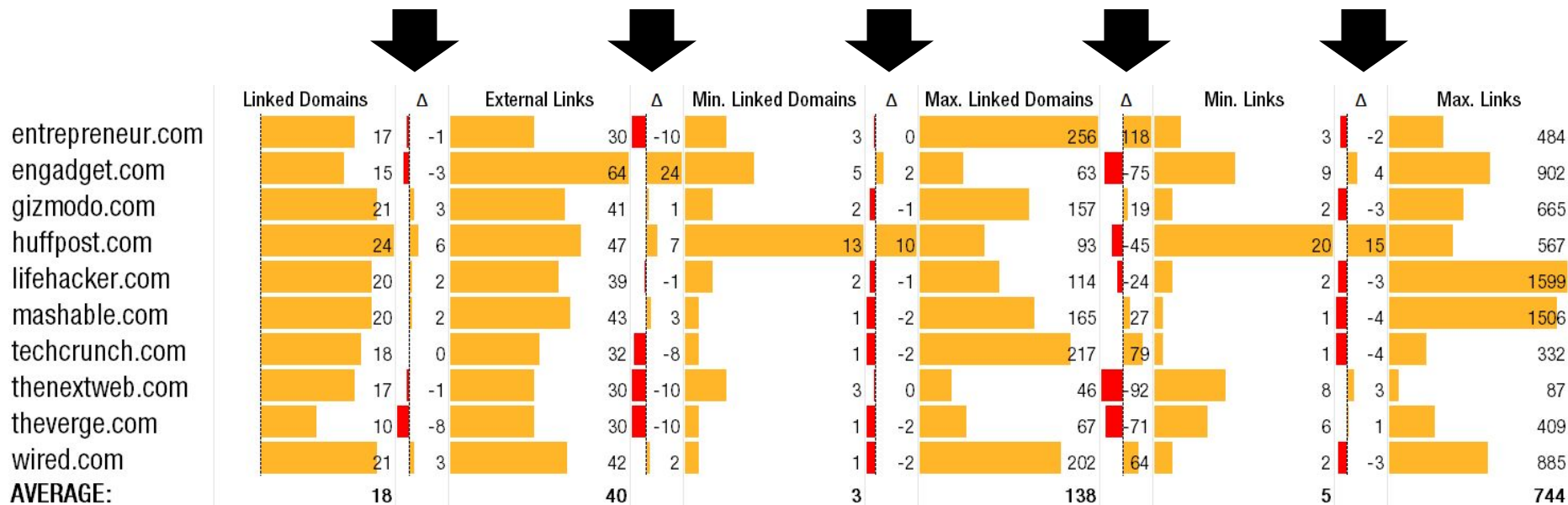
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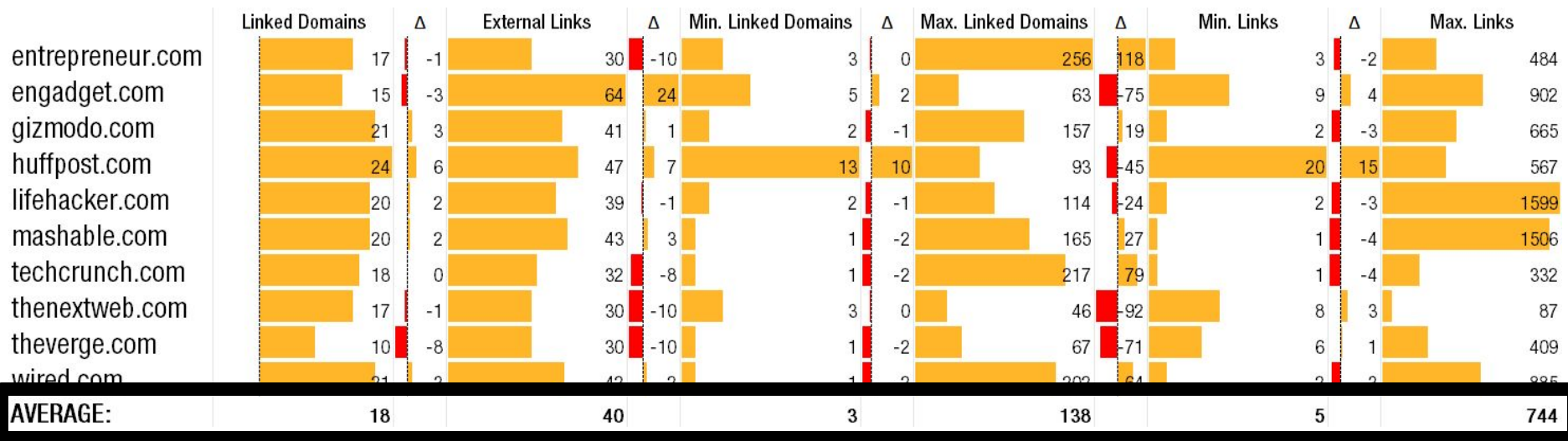
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Meta-Analysis of Per-Page Linking Patterns of Ten Major Blogs



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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/

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

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Proof
Promotion

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PRIMACY

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

strongest

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strongest in the context of

DEJAN

strongest logic

DEJAN

strongest situation

DEJAN

strongest narrative

DEJAN

strongest utility

DEJAN

strongest relevance

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LIBERAL LINKING

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LIBERAL LINKING + PURPOSE

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LIBERAL LINKING + PURPOSE + PRIMACY

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EQUALS MAGIC

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Let me illustrate.

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GIZMODO

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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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The 2023 Complete Python Certification Bootcamp Bundle

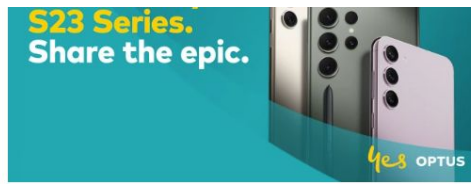


Comes with twelve different courses comprised of a huge number of lessons, and each one will help you learn more about Python itself, and can be accessed when you want and as often as you want forever, making it ideal for learning a new skill.

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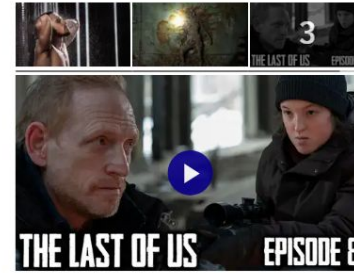


- > [Japan's New H3 Rocket Forced to Self-Destruct During Inaugural Launch](#)
- > [The Star Wars Celebration 2023 Art Show Is Full of Sights, Delights, and Ahsoka](#)

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.

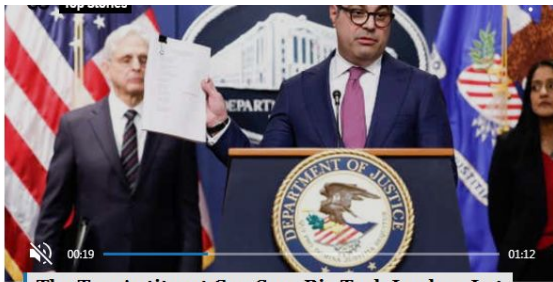


Gizmodo

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 a million and millions of dollars but having to



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3/1/2023, 2:05 am



AV CLUB

The 15 best, and the 15 worst, movie threequels ever made
2/28/2023, 11:00 pm



QUARTZ

Here's how 10 industries are experimenting with ChatGPT
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 record. 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. As of August, iBuyers accounted for 10 percent of the total market, said DelPrete.

A White Hot Market



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

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. Apparent “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 mayhem, 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 edged out from deal after deal, as large companies swoop in with all the offers to buy 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 cheap 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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iBuyers: the Real Estate Apex Predator

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The real estate industry was thrust into the spotlight last week, when [Zillow](#), the property listing company, [announced that](#) it would be shuttering “Zillow Offers,” its “iBuying” division. In a dire earnings report, the company announced that it stood to lose hundreds of millions of dollars as a result of the division’s collapse 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 house-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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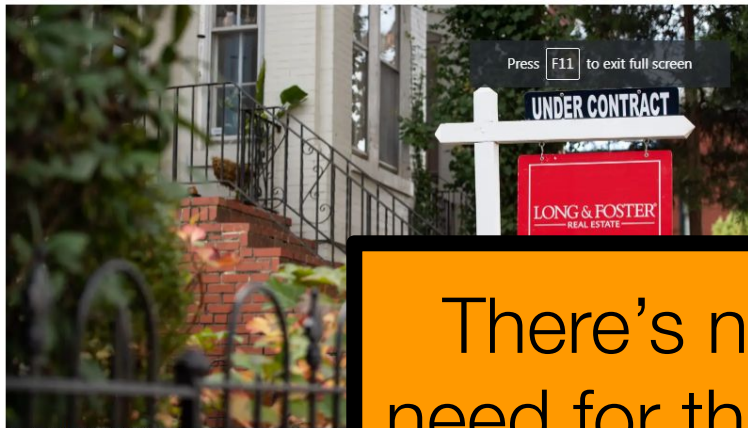


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The real estate industry was thrust to the center of a property listing company, [announcing](#) its “iBuying” division. In a move that Zillow announced that it stood to lose hundreds of millions of dollars, the division’s collapse and would be for the company. (A majority of the layoffs will be related to Offers, according to Zillow.) It was an unceremonious end to what had been a powerful force in the industry over the past few years. Prior to its downfall, Zillow was the “iBuyer” on the market and had been on a voracious house-buying spree for months.

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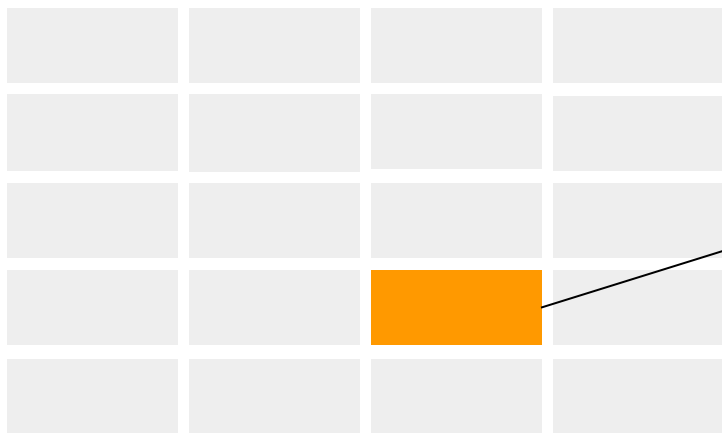


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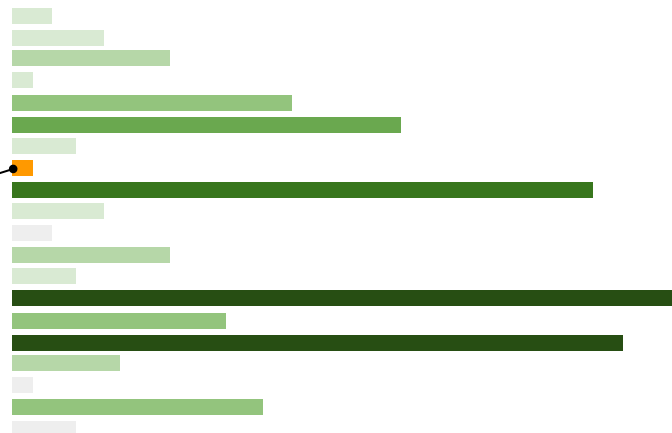
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Thanks!

Thanks!

Dipika

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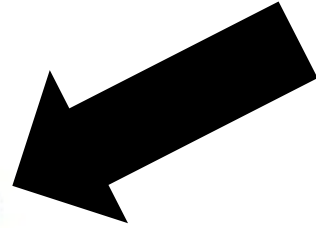
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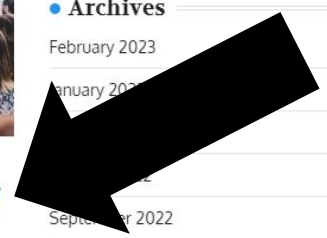
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The Secret Fundamentals of a Motivational Speech

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Visionary speaking is becoming no walk in the park. In fact, what makes for a great motivational speech is, first and foremost, a great motivational speaker. That is something you need to find a secret to master.

So, one thing, creating the speech is only half the battle. It also needs to be effectively delivered, and it is something that requires not only a lot of effort, but also a lot of time to have an audience walk away from a motivational speech feeling motivated and 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 is the natural progression of some corporate event or one of the best ways to create a sense of purpose and cohesion among employees.

It also helps make a significant impact, 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 turn, personal professional motivation and motivation to make the company's success become one and the same.

And it isn't just corporate events either. Consider Payscale, a company specializing in [Training and Leadership Development](#) with designs aimed at the American Latino community. They also produce an inspirational podcast for their content.

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

What Are the Fundamentals?

So, being a motivational speaker certainly takes a certain natural talent, as most companies will offer pay periodically for motivation. 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 real terms – fundamentals. These are not easy to teach, but certainly simple to understand.

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

Trust

A motivational speaker is there to give you advice to do nothing other than change your life, to show you what success regarding whatever you do in your professional or personal life. That is a task of a responsibility, and it is therefore about how creating a sense of trust among the audience is absolutely essential.

For sure, the audience needs to trust the motivational speaker. This might present some problems if they are part of a corporate event or team during which the company comes from the employees. They need 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 anecdotal information, and they are recommending not making other people. A successful speaker is a good listener, and they are always in the audience.

Aspiration

A motivational speaker is not out to give them the advice they will need to. The audience then needs to actively desire that goal – that is where the motivation comes from. If not the speaker is offering a genuinely desirable then it is more likely the speech will be a success.

Clarity

The last fundamental is all about how the task 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 this.

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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 instills 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.

What Are the Fundamentals?

So, being a motivational speaker certainly takes a certain natural 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 realize, but remarkably simple to understand.

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

And it isn't just corporate events that motivational speakers are aimed at. The American motivational speaker, for example, is often seen in Spanish with designs aimed at the American market.

In this case, it is the regular motivational speaker (and therefore the type of motivation imparted) are the key.

What Are the Fundamentals

So, being a motivational speaker is not just a matter of 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!

DEJAN

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 can move on. Whether there is a buyer out there always determines how successful they are. 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.

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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 is 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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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

Don't forget about the garden and outdoor area

While we're not advocating a complete renovation, making your home looking as neat as the inside of your home is important. Make sure the trash cans are hidden away from the front of your house. Make sure your windows are clean and your windows are clean.

**SINGLE &
NAMELESS
AUTHOR**

DEJAN

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 ²	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 ³	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 dc/dc	2

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TOP WORDS ⬇

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TRIGRAMS ⬇

trigram ³	Frequency
cbd wholesale program	2
wholesale program like	2
program like this	2
is 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**

DEJAN

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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To build credibility, you need to show your users are going

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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 grandmother 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.

Commercial Anchor Text

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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 for 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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📷 Perfection is a myth, and focusing on improving rather than beating yourself up when you've made a "mistake" is key. Picture from Shutterstock.

This is branded content.

Are you someone who is looking to simplify your life? Over the last couple of years, minimalism has taken the world by storm.

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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RECOMMENDED



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SUBSCRIBE

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This is branded content.

PATTERN

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site:huntervalleynews.net.au "This is branded content."

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site:huntermvalleynews.net.au "This is branded content."



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The 6 signs of a cyber scam you might not know about

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The Aussie tourist's guide to travelling across Asia

This is branded content. Travelling across Asia can provide Aussie tourists with a wealth of enriching cultural experiences. With dozens of countries ...

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The importance of having a strong domain name

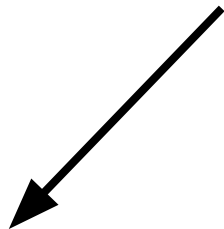
One of the essential elements of crafting a website is to get a good domain name.

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.

Clever!

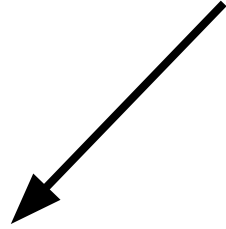
Non-Commercial Anchor Text



[try here](#)

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So are we good now?



[try here](#)

DEJAN

NOT.

DEJAN

EVEN.

DEJAN

CLOSE.

DEJAN

Words: 800

Links: 3

Money Link:

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

Internal Link:

hunternvalleynews.net.au/4-services-every-scaling-business-should-outsource/

Token Link:

forbes.com/five-ways-to-increase-brand-recognition/

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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.**

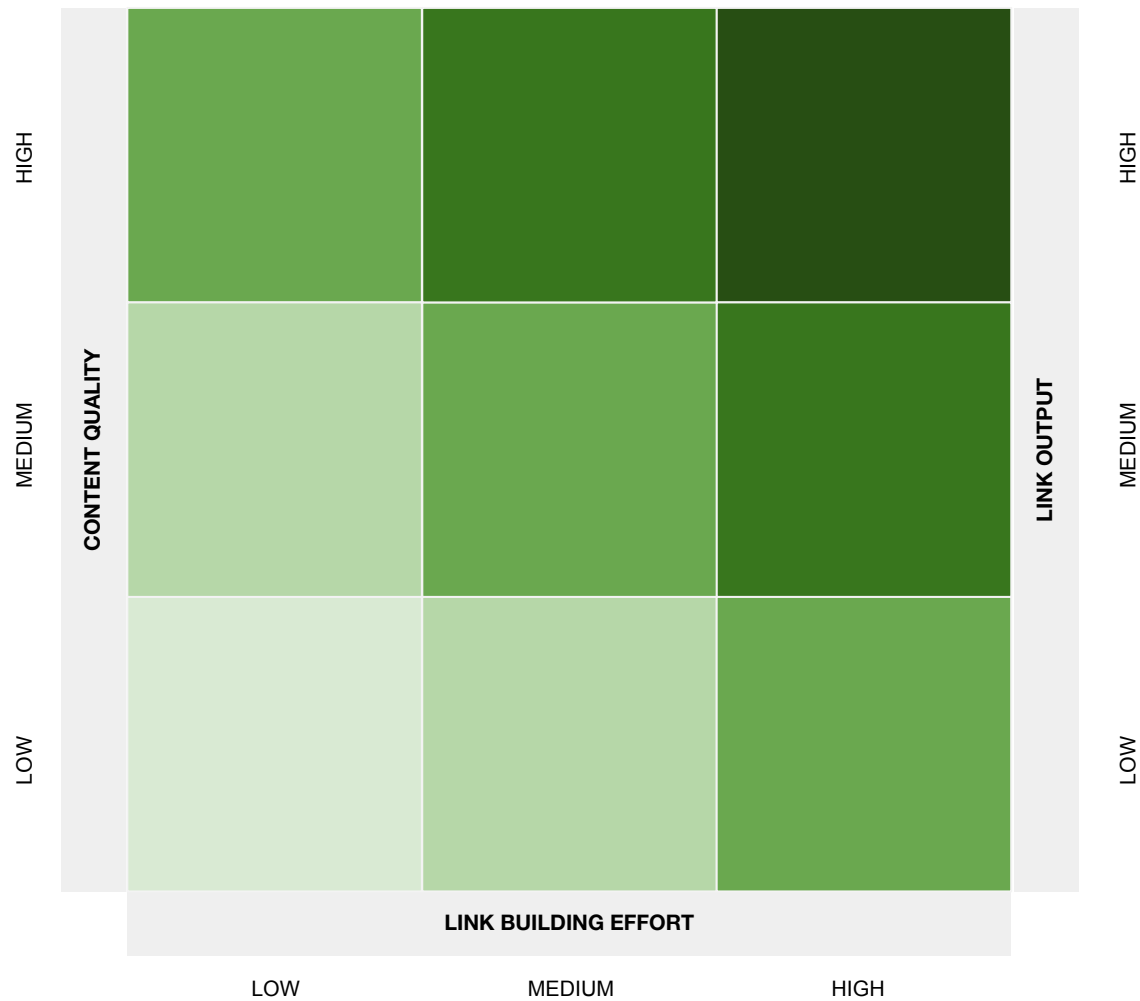
Content is **not** created in support of links.

LINK BUILDING EFFORT



CONTENT QUALITY

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1. As a starting point, focus on content.

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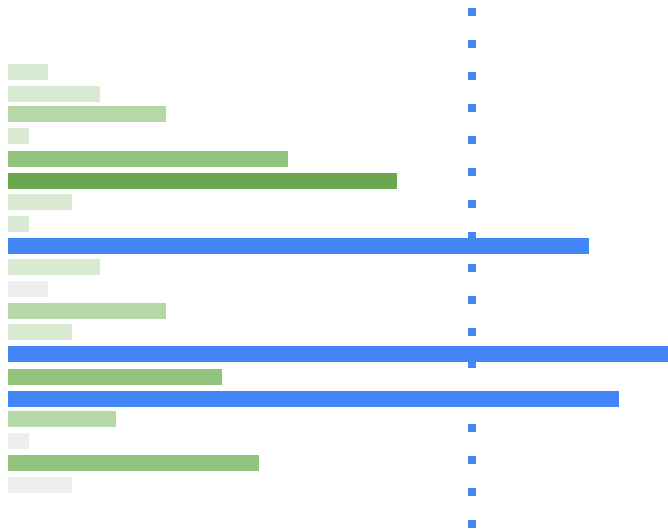
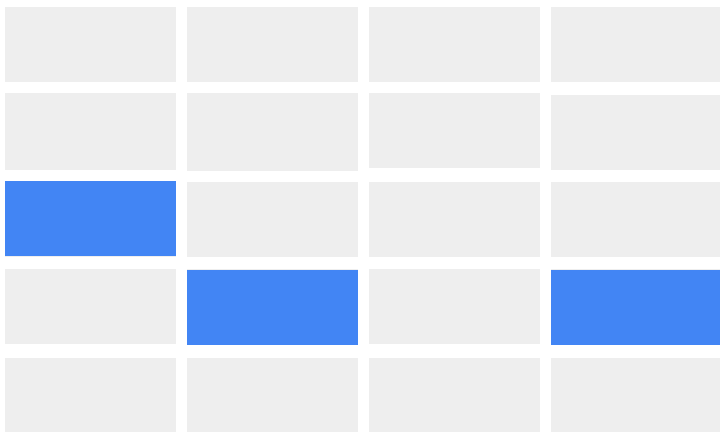
1. As a starting point, focus on content.
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all relevant domains, not just your own

1. As a starting point focus on content.
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and in tune with your readers expectations

1. As a starting point focus on content.
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this stuff, remember?

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Natural Anchor Text

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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](#)

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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/>

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.

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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...

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1,500,000

Content-based outgoing links.

DEJAN

111,107











Unique anchor texts variants.

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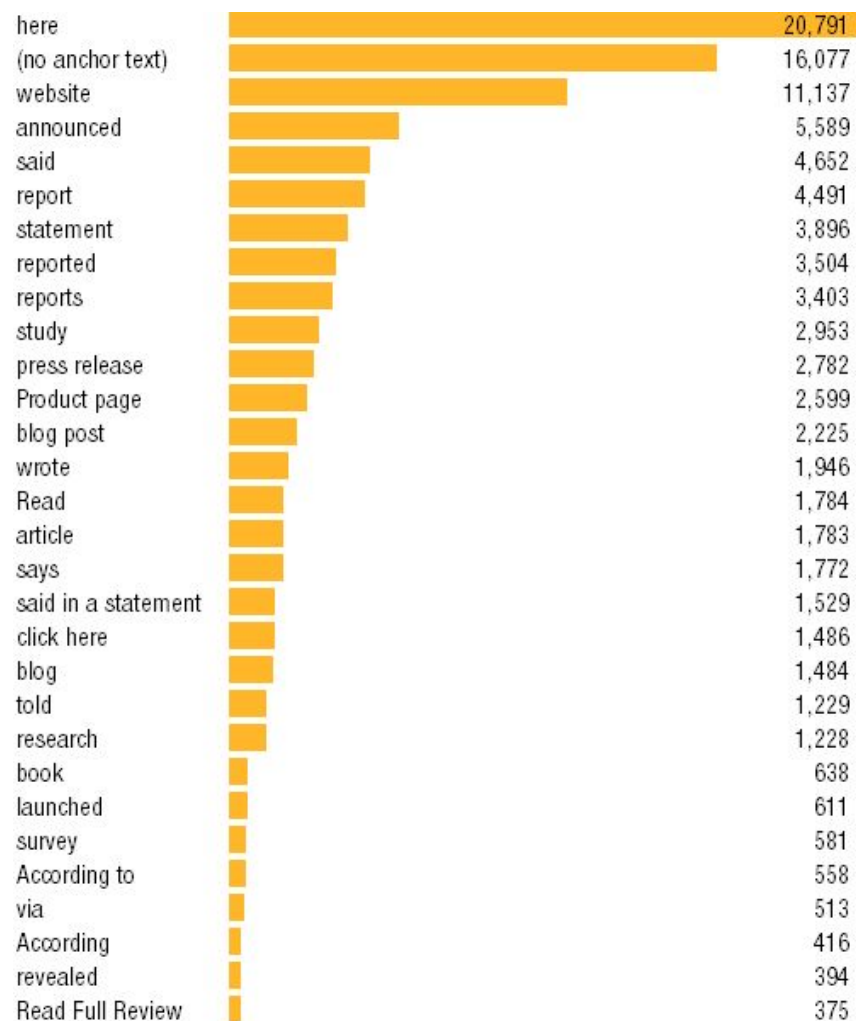
10

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

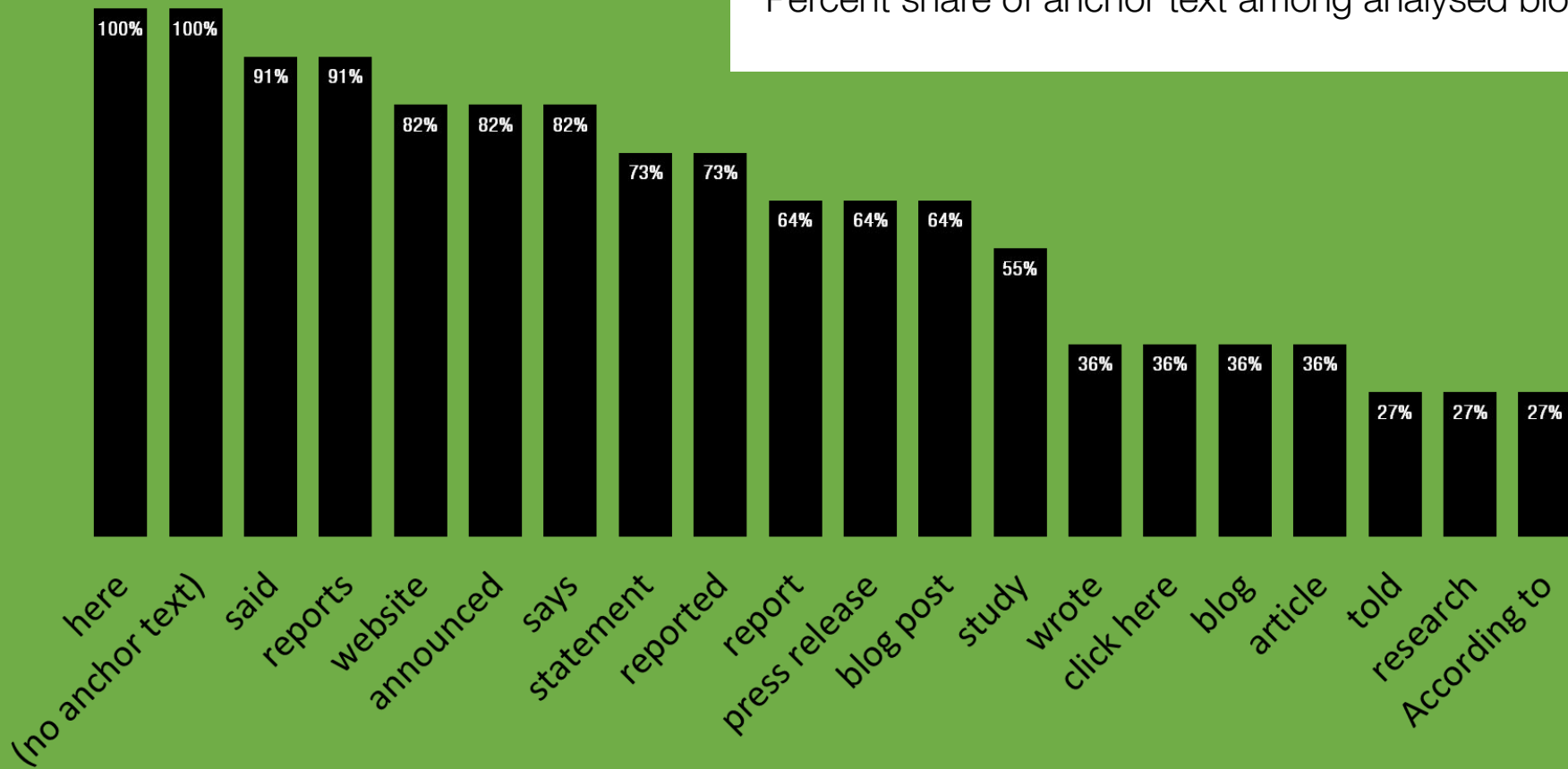


DEJAN

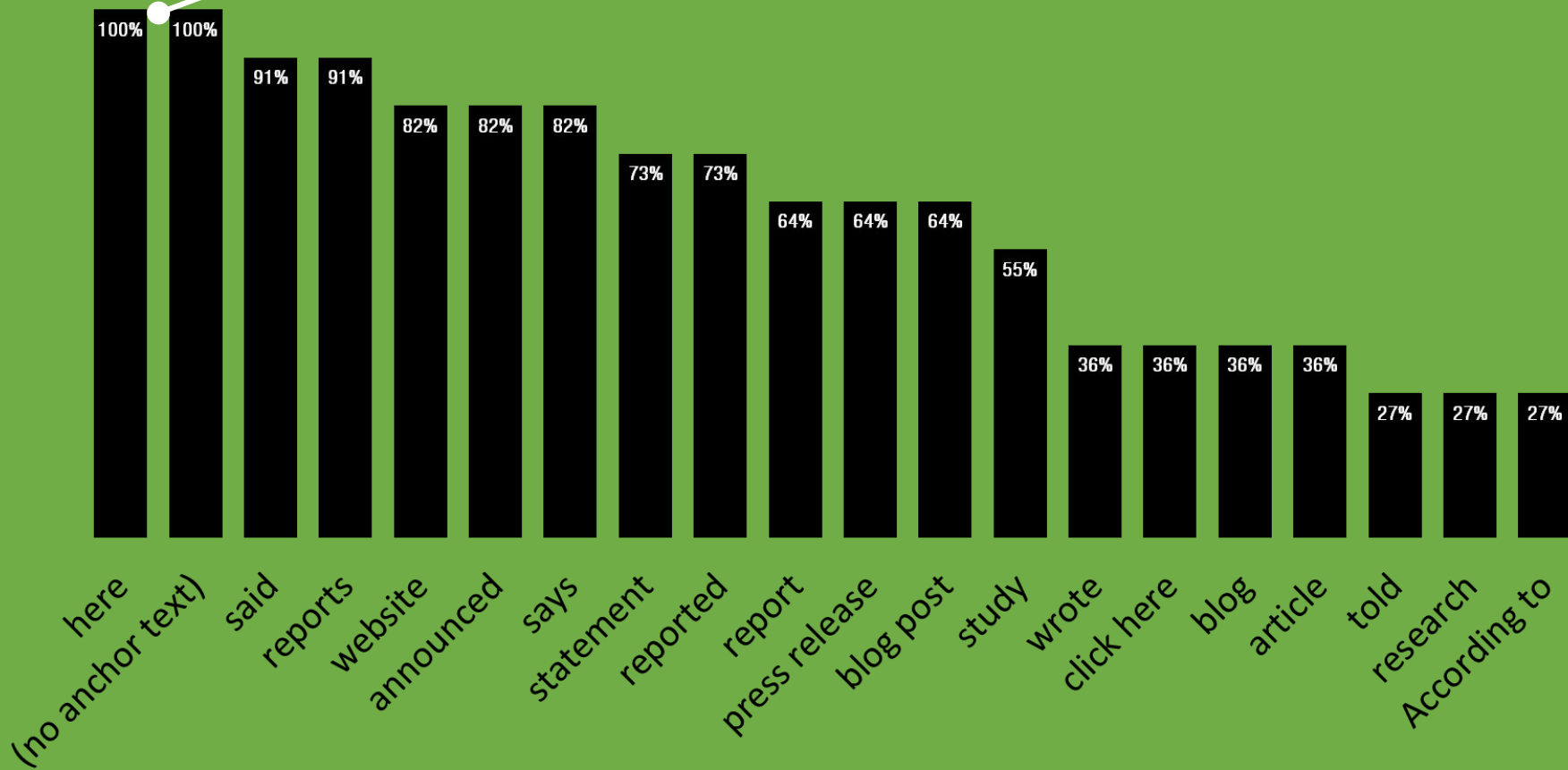
Actual natural anchor text.

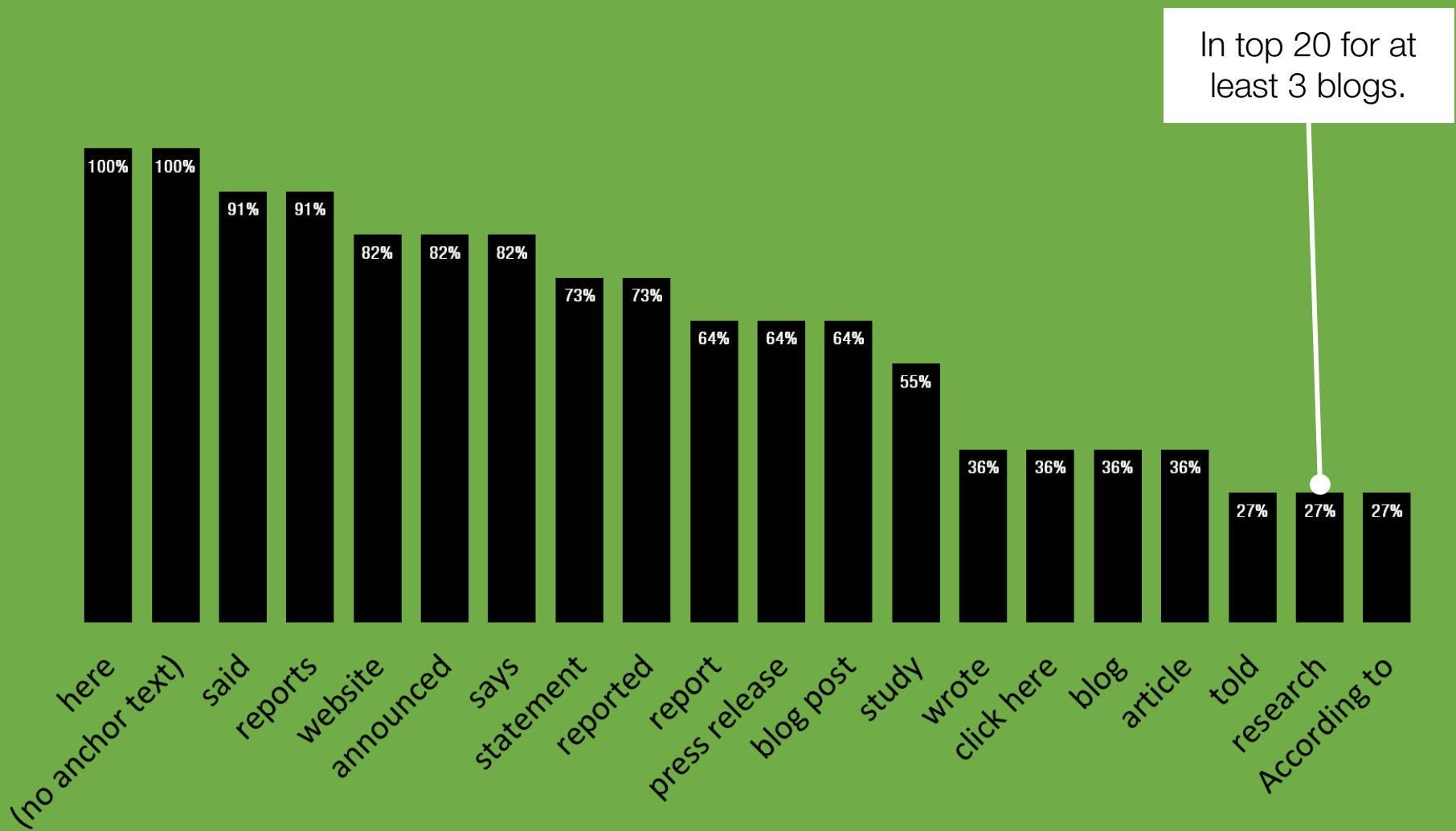
Anchor Text Presence

Percent share of anchor text among analysed blogs.



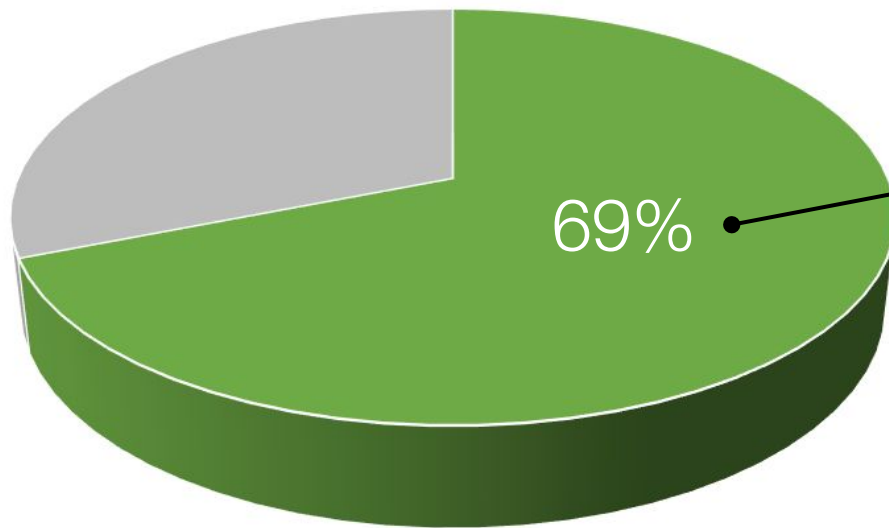
In top 20 for all.





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

DEJAN

100,000

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

DEJAN

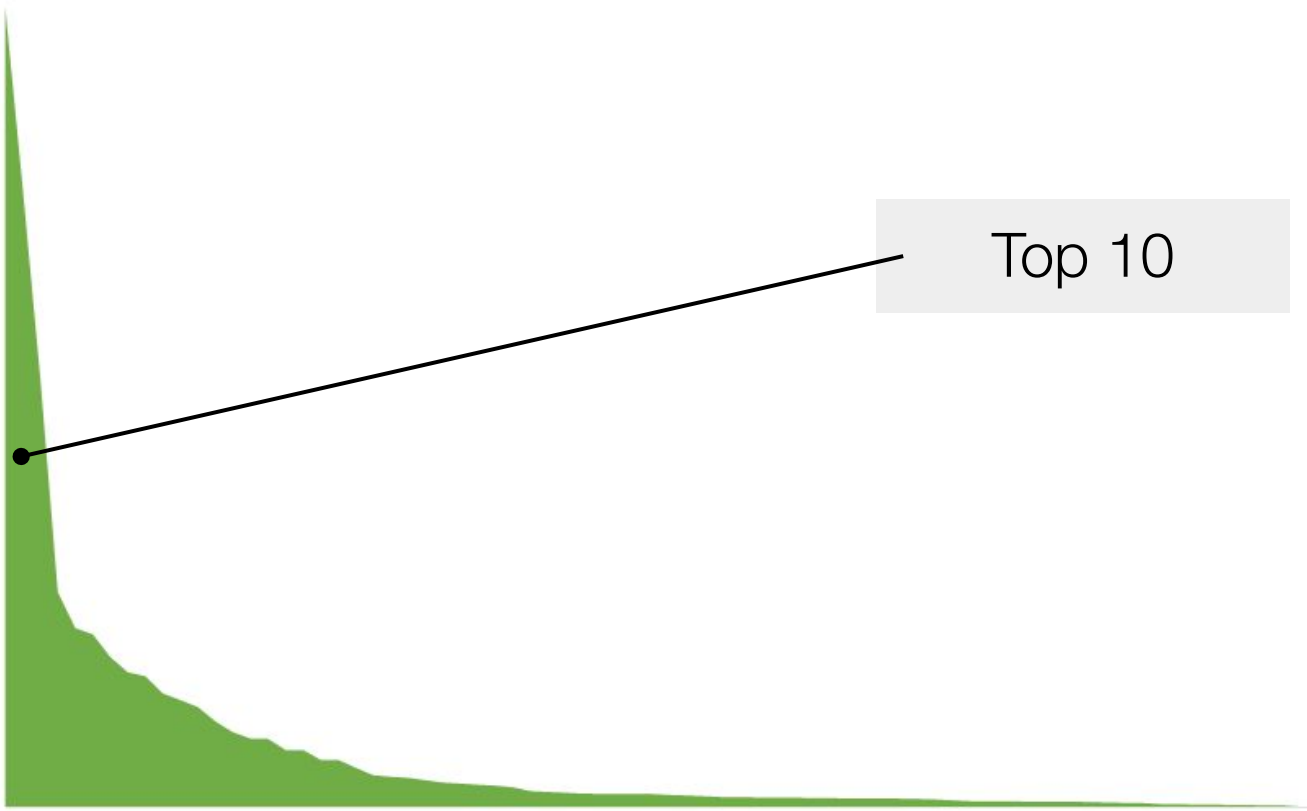
20000

15000

10000

5000

0



Top 10

DEJAN

20000

15000

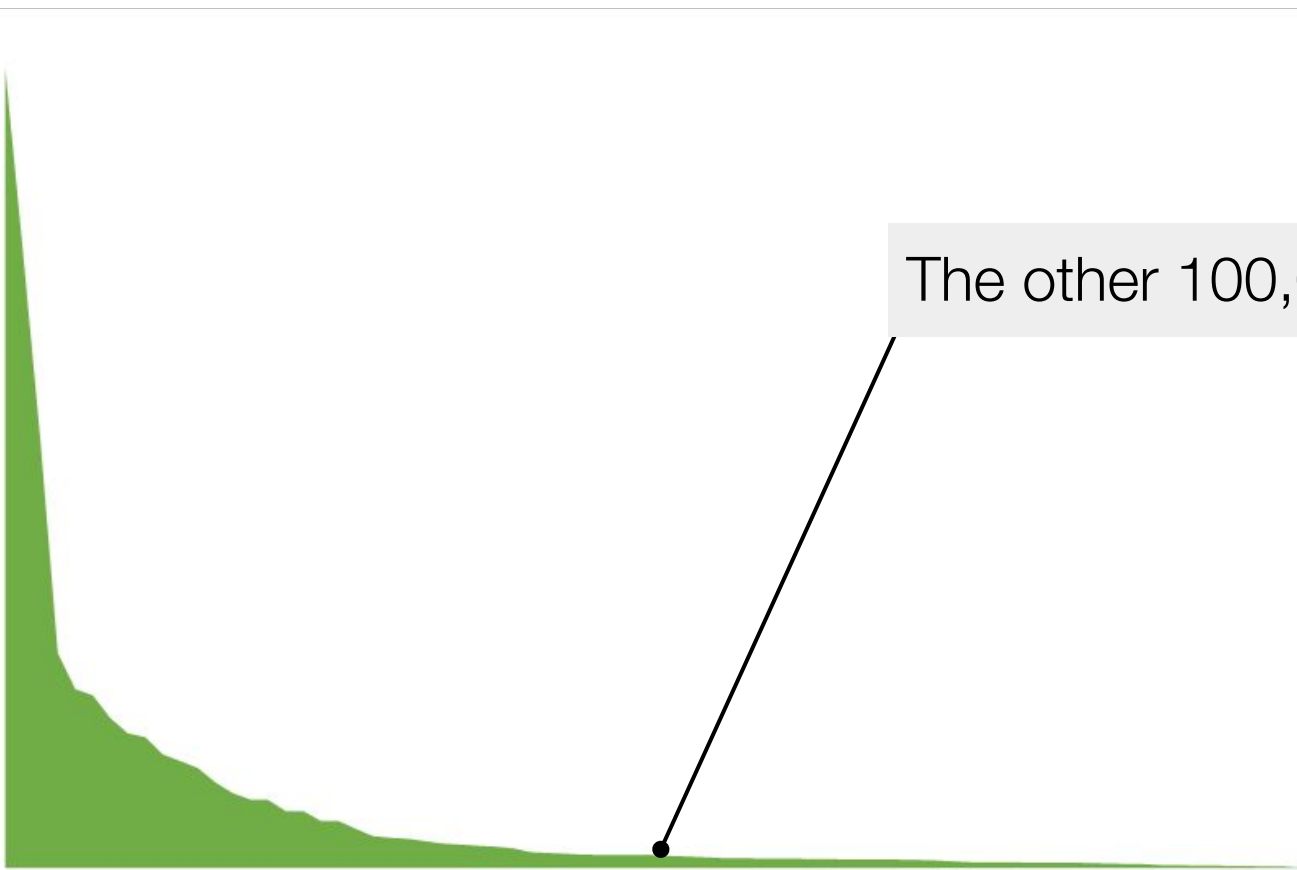
10000

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

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
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Read Full Review

adverb
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Product page
blog post
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Read
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research
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According to
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DEJAN

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

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

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

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Dashboard

Site Explorer

Keywords Explorer

Site Audit

Rank Tracker

Content Explorer

More

Academy

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Google Data Studio

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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

Anchor

Outgoing links

Broken links

How to use

All

Dofollow

Nofollow

DR

Linked domains

Linked pages

Links from target

Word or phrase

Anchor

Anchor: Contains %

More filters

External links

Internal links

362 and

Anchor

1% for

The 99

50% of

Women

World

about 80% of the variation in risk being due to genetic factors

40% Discount at We Craft Box For New Customers

Verizon Grabs 4.5% of iPhone Traffic

PopCap Retail Sales Up 85%

67% of NPR's audience

Hands-On With Motorola's @\$#%ing Atrix Superphone

only 14% had yield increases with honey bees

for the war was running at 46%

last two batches have been 35%-45% women

44% of teenagers admitted to lying about their age

Any given hectare contains about 60% of the species found in the whole forest

GD 61 has "shredded" a rocky asteroid that was 26% to 28% water

2

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Export

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First seen

0

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26 Jun 2019

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2 Jun 2019

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17 Jun 2022

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31 May 2019

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14 Jun 2020

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18 Jul 2019

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How to use

AllDofollowNofollowDRLinked domainsLinked pagesLinks from target

Word or phraseAnchorAnchor: Contains %

More filters

External links

Internal links

362 anchors

Anchor

1% for

The 99

50% of

Women

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44% of teenagers admitted to lying about their age

Any given hectare contains about 60% of the species found in the whole forest

GD 61 has "shredded" a rocky asteroid that was 26% to 28% water

Export

Dofollow

First seen

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18 Jul 2019

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14 Jun 2020

13 Oct 2021

13 Jun 2022

16 Jun 2022

18 Jul 2019

[Anchors](#)

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[All](#)
[Dofollow](#)
[Nofollow](#)
[DR](#)
[Linked domains](#)
[Linked pages](#)
[Links from target](#)

[Anchor](#)
[Anchor: Contains %](#)
[X](#)
[+ More filters](#)

External links

Internal links

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Anchor

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40% Discount at We Craft Box For New Custom

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GD 61 has "shredded" a rocky asteroid that was 26% to 28% water

et Dofollow First seen

0	<0.1%	26 Jun 2019
0	<0.1%	12 Jul 2019
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Export

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13 Oct 2021

13 Jun 2022

16 Jun 2022

18 Jul 2019

Overview Anchors How to use

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

Backlink profile External links Internal links

Anchor	DR	Dofollow	First seen
1% for		0 <0.1%	26 Jun 2019
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50% of		5 1.3%	2 Jun 2019
Women			18 Jul 2019
World			5 Jul 2019
about 80% of the variation in risk b			26 Jun 2019
40% Discount at We Craft Box For			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 4 1.1%	18 Jul 2019

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.

DEJAN

NATURAL ANCHOR TEXT

LIBERAL LINKING

PURPOSE

PRIMACY

DEJAN

NATURAL ANCHOR TEXT

LIBERAL LINKING

PURPOSE

PRIMACY

DEJAN

NATURAL ANCHOR TEXT

LIBERAL LINKING

PURPOSE

PRIMACY

DEJAN

NATURAL ANCHOR TEXT
LIBERAL LINKING
PURPOSE
PRIMACY

DEJAN

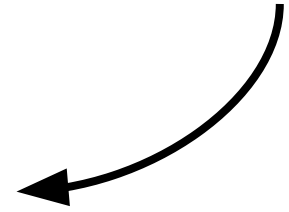
MAGIC

DEJAN

DEJAN LABS



Zoom & Scan



Organic Link Integration - OLI
dejanmarketing.com/oli/

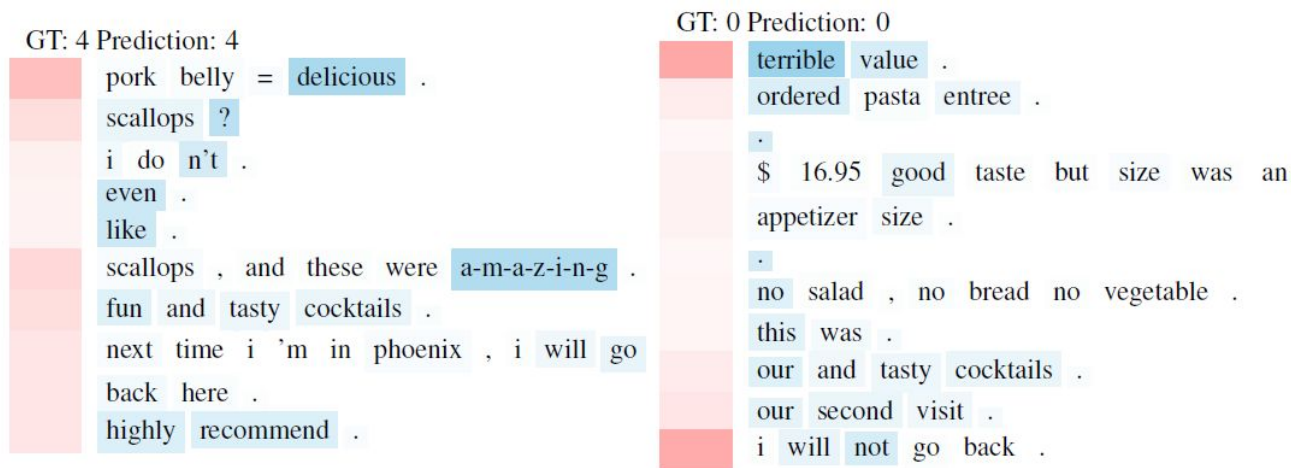


Figure 5: Documents from Yelp 2013. Label 4 means star 5, label 0 means star 1.

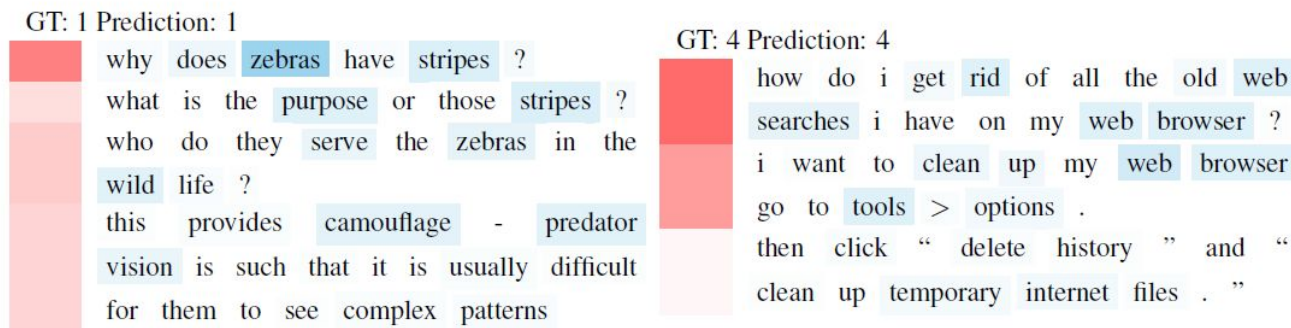


Figure 6: Documents from Yahoo Answers. Label 1 denotes Science and Mathematics and label 4 denotes Computers and Internet.

Hierarchical Attention Networks for Document Classification

<https://aclanthology.org/N16-1174.pdf>

DEJAN

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>

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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

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.

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.

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 oka little thick for me others in our group enjoyed their food

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 oka little thick for me others in our group enjoyed their food

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 oka little thick for me others in our group enjoyed their food

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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OLI (Organic Link Integration) is a tool that suggests natural link placement for your content based on patterns of natural links on the web. Once your article is processed OLI will highlight words most commonly used for external links on organic blog posts. Highlighted words, phrases and their surroundings are good choices for links to other pages and websites. There are three levels of analysis. Minimalist will make only a few link suggestions, generous will make lots.

Enter your content in the text field below and press analyse:

generous



Analyse



OLI (Organic Link Integration) is a tool that suggests natural link placement for your content based on patterns of natural links on the web. Once your article is processed OLI will highlight words most commonly used for external links on organic blog posts. Highlighted words, phrases and their surroundings are good choices for links to other pages and websites. There are three levels of analysis. Minimalist will make only a few link suggestions, generous will make lots.

Enter your content in the text field below and press analyse:

generous

minimalist

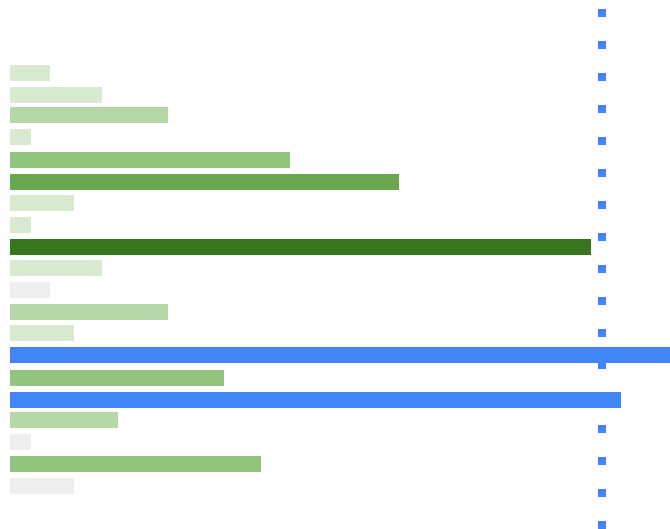
standard

generous

Analyse



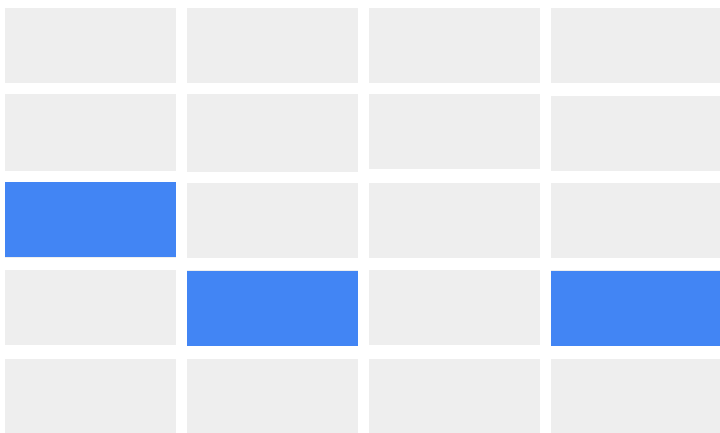
CONTENT PROGRESS



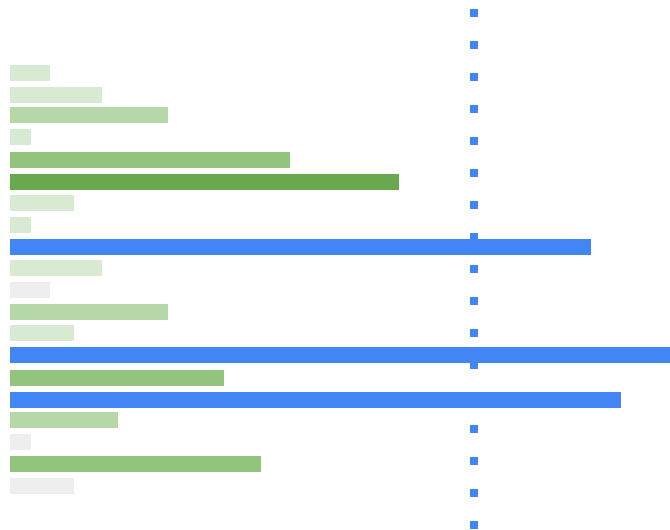
DESIRE FOR A LINK

ABSOLUTE ESSENTIALS

DEJAN



CONTENT PROGRESS



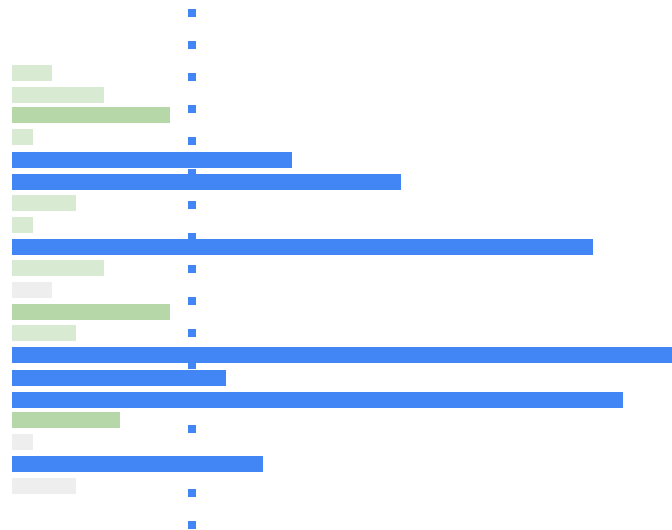
DESIRE FOR A LINK

CONSERVATIVE

DEJAN



CONTENT PROGRESS



DESIRE FOR A LINK

LIBERAL

DEJAN



OLI (Organic Link Integration) is a tool that suggests natural link placement for your content based on patterns of natural links on the web. Once your article is processed OLI will highlight words most commonly used for external links on organic blog posts. Highlighted words, phrases and their surroundings are good choices for links to other pages and websites. There are three levels of analysis. Minimalist will make only a few link suggestions, generous will make lots.

Enter your content in the text field below and press analyse:

generous

minimalist

standard

generous

Analyse

Google is shoving generative AI into Gmail, Docs, Sheets, Meet, Chat and Slides

The updates to Workspace will begin for US users by the end of the month.

Google Bard introducing seen on Google blog post with Google AI on mobile.

Google has been scrambling to catch up to to OpenAI for months, ever since the latter dropped its conversational bot, ChatGPT, and took the generative AI industry by storm. Google's first attempted response with the release of its Bard AI (which immediately misquoted easily verifiable stats about the JWST) was tepid at best so the company has announced a new tact: they're packing every single product they can with AI — just like they did in the Google+ era with social features.

The new features will be coming to virtually all of Google's Workspace products. According to the company users will be able to "draft, reply, summarize, and prioritize" emails, "brainstorm, proofread, write, and rewrite" text documents, autogenerate images and even video with Slides, have Sheets create formulas autonomously, automate transcription notes in Meet and "enable workflows for getting things done" in Chat.

For example, in Docs, users will simply need to type the subject of their assignment into the page to have Google's generative AI suite quickly gin up additional text. The system can also rework (hopefully improving) what the user has already drafted, even if they're just bullet points, using the Rewrite function. There's also a new "I'm feeling lucky" option in Gmail which your company's HR department is just going to adore.

Following the Bard debacle, Google doubled down on its commitment to ensuring that its AIs don't turn out like Microsoft's. "AI is no replacement for the ingenuity, creativity, and smarts of real people," Johanna Woolich Wright, VP of Product at Google Workspace, wrote on Tuesday. "Sometimes the AI gets things wrong, sometimes it delights you with something offbeat, and oftentimes it requires guidance." To that end the company is building its products within the bounds of its AI Principles, which are as legally binding as the company's old "Don't be evil" motto. The new AI-enabled Workspace suite is expected to roll out to English language users in the US by the end of the month with additional languages and regions arriving in the near future.

Warner Bros. Discovery sues Paramount over 'South Park' streaming rights

The owners of HBO Max and Paramount+ are now fighting over exclusives.

'South Park: The Streaming Wars' for Paramount+

South Park Studios/Paramount Global

Jon Fingas

Jon Fingas|@jonfingas|February 27, 2023 4:16 PM

If the Paramount+ South Park movie deal seemed odd when HBO Max scored an exclusive for the series, you're not alone. Warner Bros. Discovery (WBD) has sued Paramount Global for allegedly breaching parts of the \$500 million contract that gave HBO Max streaming rights for South Park in 2019. WBD claims Paramount "blatantly intended" to steer users toward its service by not only offering new specials, but by shortchanging the HBO service on promised regular season content.

HBO Max was reportedly promised three new seasons with 10 episodes each. However, the provider says it only got eight episodes across the two delivered seasons, and that the next season's six episodes also fall short. On top of this, Paramount supposedly used "verbal trickery" to rebrand content as movies or events to avoid sending video to its competitor.

In a statement to Engadget, Paramount claims the lawsuit is "without merit." It also maintains that it's still honoring the contract despite Warner supposedly failing to pay licensing fees for already-delivered South Park episodes. We've asked WBD for comment.

The lawsuit isn't shocking. WBD, previously WarnerMedia, was determined to amass as much content as possible for HBO Max ahead of its 2020 launch, including Friends and Doctor Who. Whether or not Paramount violated its contract, the South Park content on Paramount+ diminishes HBO Max's content advantage — you no longer have to use that service if you want to stream the recent adventures of Cartman and crew.

Paramount, meanwhile, has multiple reasons to contest the lawsuit. Paramount+ is thriving even as rivals like Netflix run into trouble, having topped 43 million users as of last spring. While it's unclear how much of a role South Park is playing in that growth, the company may not want to give up streaming rights for one of its best-known shows (Paramount owns Comedy Central, remember) without a fight.

Enter that potential problem: the ALPHV ransomware group.

As first [reported](#) (Opens in a new tab) by Vice, [this](#) hacker collective is claiming to have breached Amazon Ring and is threatening (Opens in a new tab) to leak the data it has stolen.

"Ring: Security Systems," reads a message [posted](#) on ALPHV's [website](#). "There's always the option to let us leak your data."

Despite the claims by the ransomware group, Amazon Ring has denied any breach of its systems.

"We currently have no indications that Ring experienced a ransomware event," an Amazon Ring spokesperson [told](#) Mashable in an email.

[According](#) to an additional [statement](#) from the company, Amazon Ring [says](#) it is aware of a third-party vendor that has been targeted in a ransomware attack. Furthermore, Vice [reports](#) that the [link](#) to its [report](#) was shared in one of Amazon's internal Slack channels along with a warning: "Do not discuss anything about this. The right security teams are engaged."

ALPHV is a known ransomware-as-a-service (Opens in a new tab) hacker group. This basically means that instead of a malicious code going through what its programmed to do in an attack on a user, everything that ALPHV is human-driven with each step changing based on what the group finds in its ransomware campaign on a target. ALPHV typically uses a ransomware malware [called](#) Blackcat.

It's unclear exactly what data ALPHV claims to have. Amazon has [said](#) that the third-party vendor does not have access to any customer information. Last September, Amazon Ring officially enabled end-to-end encryption of the audio and [video](#) data it uploads to the company's cloud services. Such security measures make it much [more](#) difficult for an unauthorized party to access users' media files.

However, Ring has had its fair share of privacy and security issues recently. In response to an inquiry from Sen. Ed Markey (D-MA), Amazon has admitted to providing private recordings from Ring devices to law enforcement without the knowledge or consent of its users. The company did this 11 times in 2022.

Ring also quietly rolled out a major security update for its Android app in May of last year without informing its users of the issue. [According to](#) security researchers at Checkmarx, Amazon patched up a major vulnerability affecting its Android app which had the potential to expose users' name, email, phone number, address, and recordings.



dejanmarketing.com/smx/

Q&A or Bonus Data?

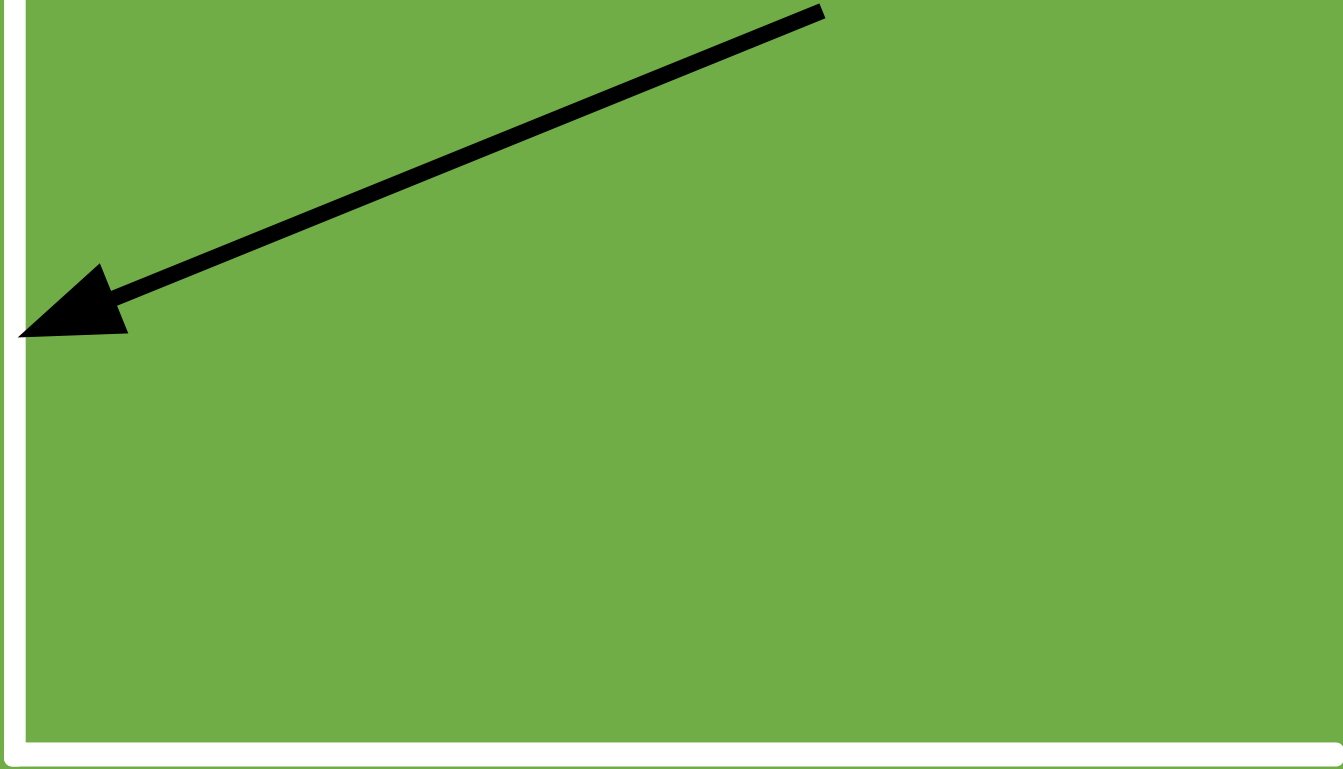
DEJAN

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.



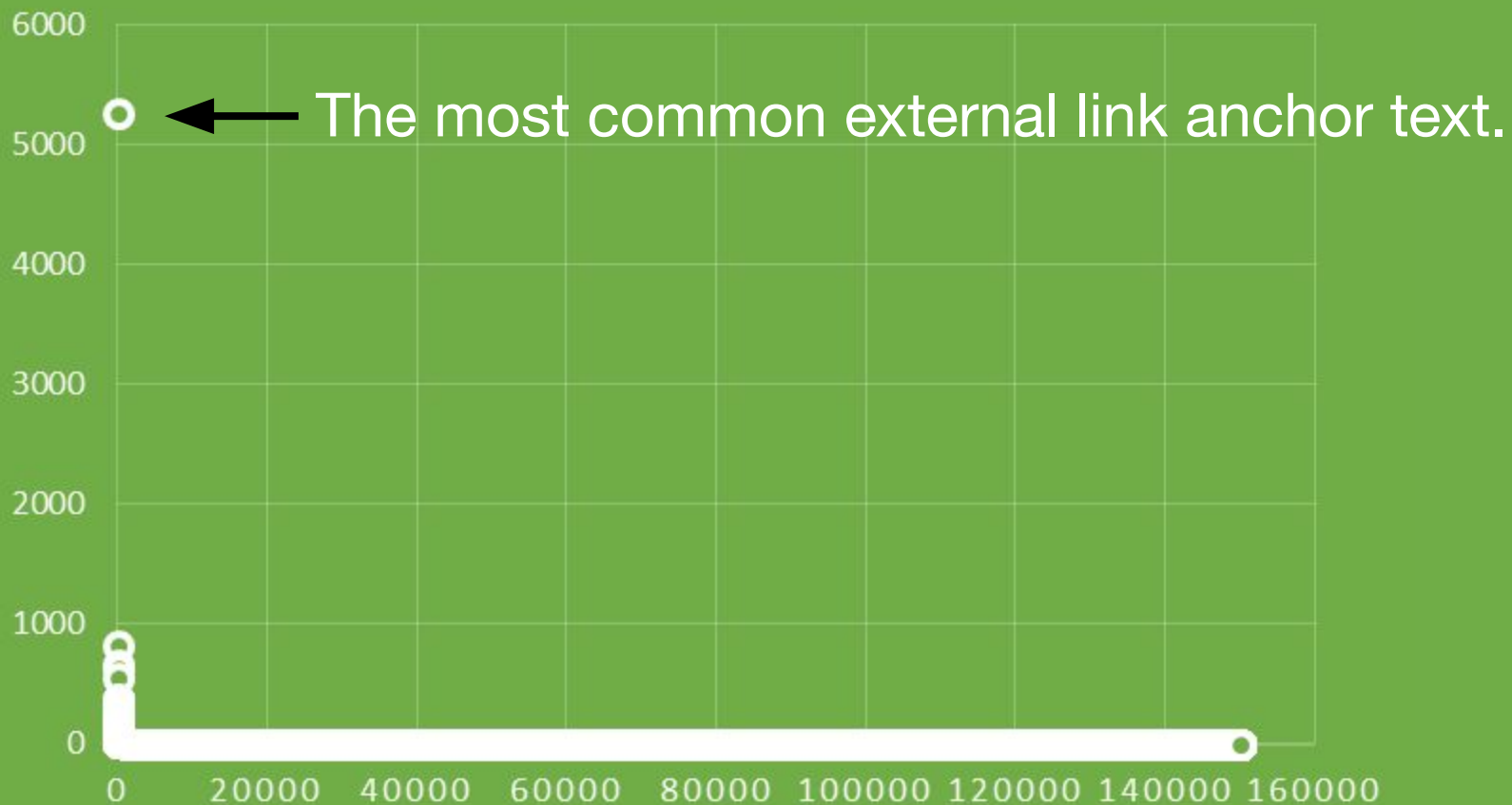
DEJAN

Unique anchor text variants sorted by use frequency.



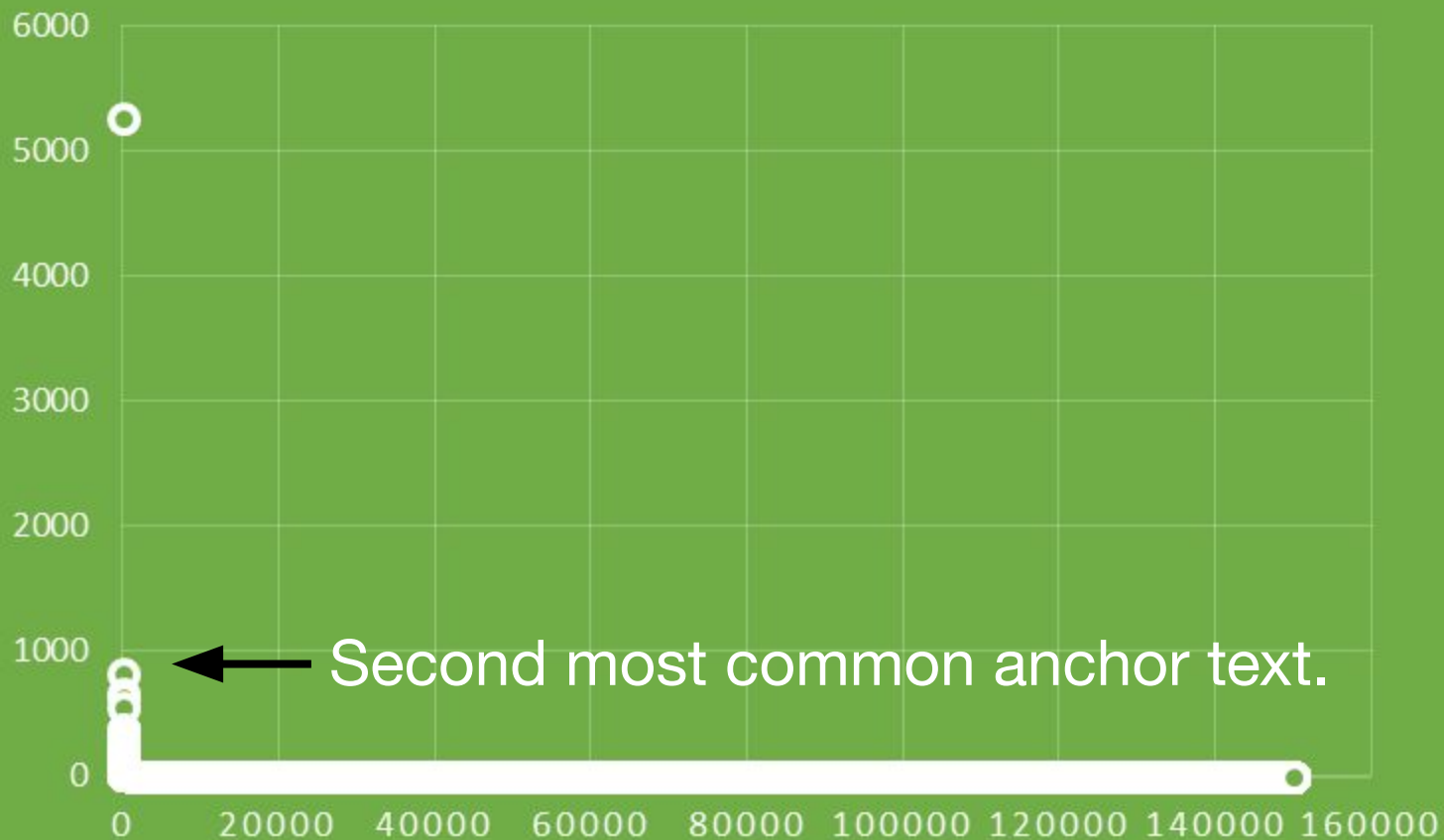
DEJAN

entrepreneur.com



DEJAN

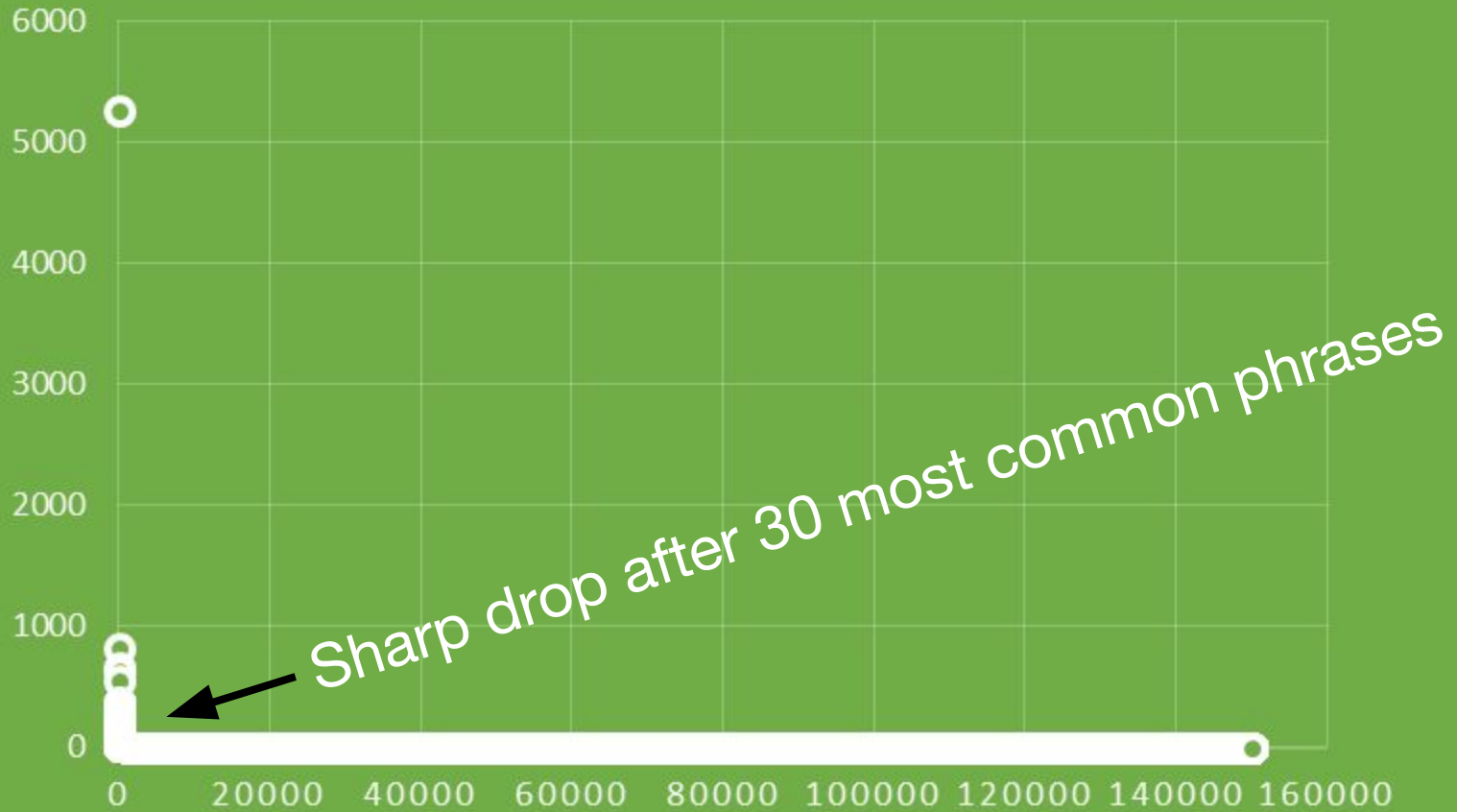
entrepreneur.com



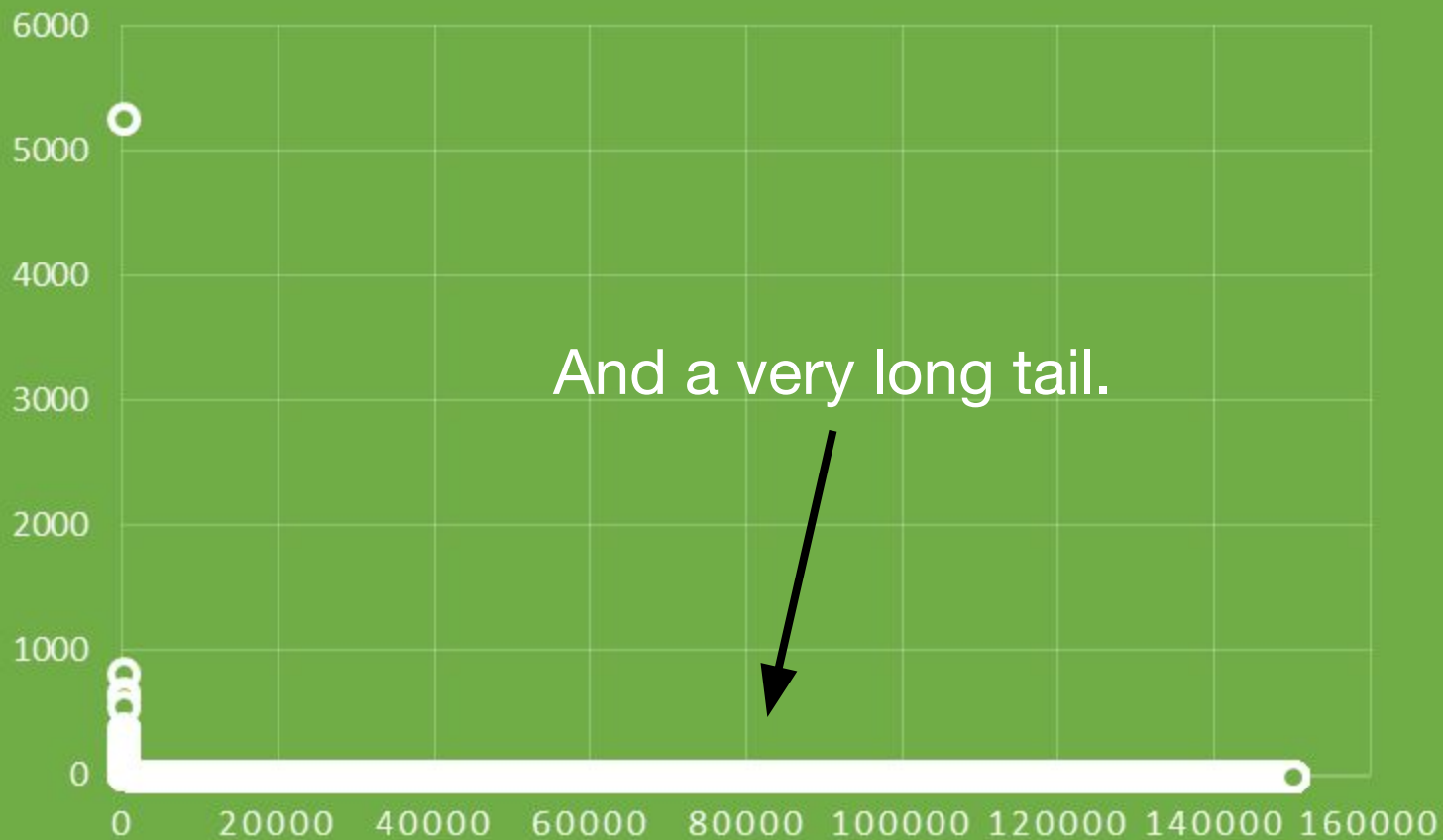
Second most common anchor text.

DEJAN

entrepreneur.com



DEJAN



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
(no anchor text)	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 [Ⓜ]	Frequency	trigram [Ⓜ]	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

TOP WORDS ⌵		BIGRAMS ⌵		TRIGRAMS ⌵	
Word	Frequency	bigram [Ⓢ]	Frequency	trigram [Ⓢ]	Frequency
like	579	of the	548	one of the	105
business	440	in the	434	according to the	96
also	417	according to	390	amazon barnes noble	90
company	417	you can	322	entrepreneur press and	78
according	396	is a	272	website website website	76
one	371	to the	261	according to a	73
de	366	in a	219	founder and ceo	69
amazon	286	on the	182	appeared first on	65
people	280	barnes noble	165	the u s	62
new	262	such as	157	and ceo of	61
website	257	is the	157	amazon ebooks com	48
entrepreneur	247	if you	152	buy it now	46
ceo	231	for the	146	it now from	46
make	212	one of	144	of the most	38
time	211	to a	143	you can use	34
founder	211	and the	135	ebooks com barnes	33
use	210	the company	134	com barnes noble	33
best	209	as a	132	and cheryl kimball	32
first	208	of a	125	is one of	31
get	207	with the	124	some of the	30

Average Number of In-Content OBLs

Linked Domains

17

External Links

30

Linked Domains

Minimum

3

Maximum

256

External Links

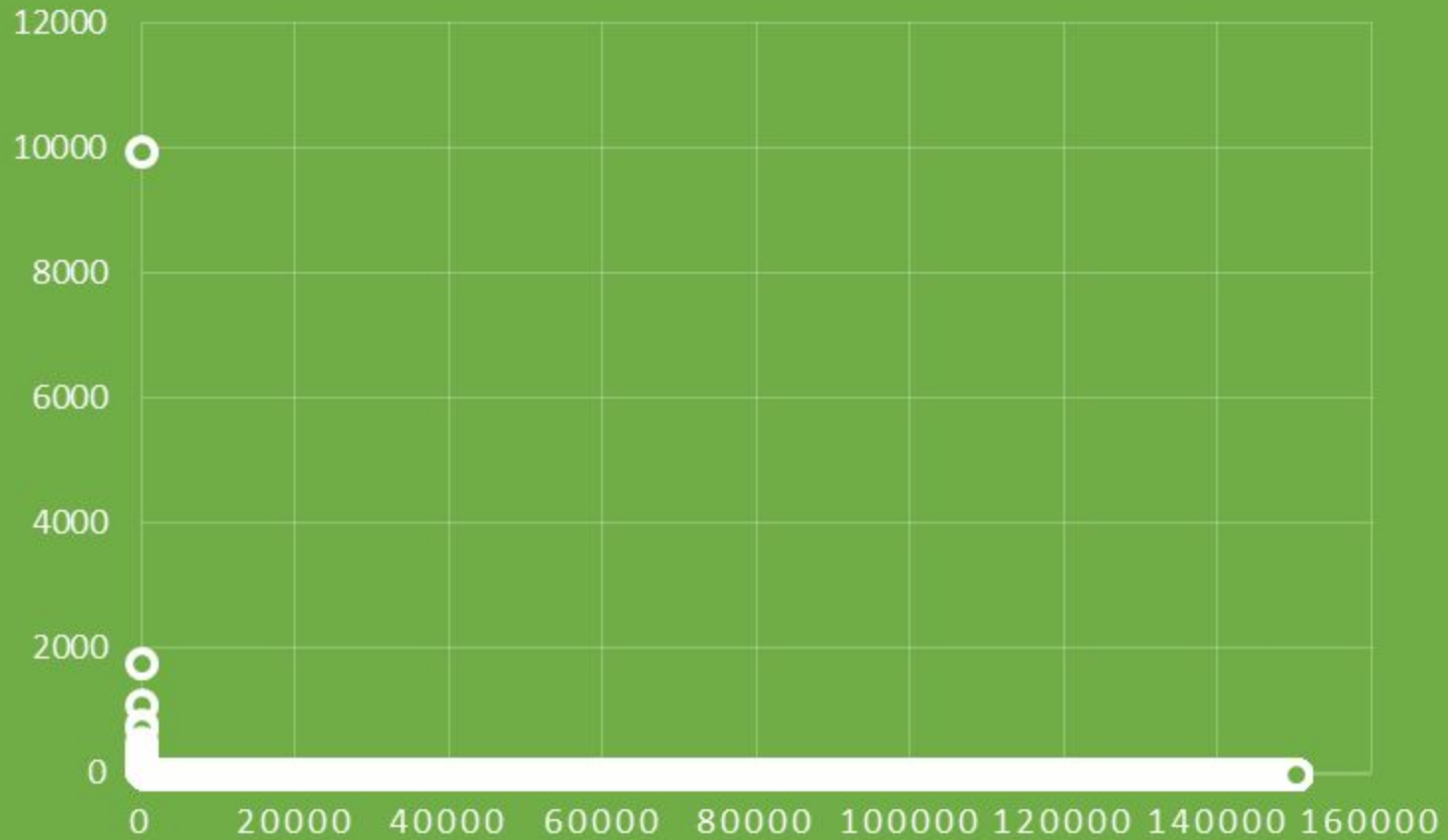
Minimum

3

Maximum

484

engadget.com






DEJAN

Most Common Anchor Text

engadget.com

Anchor text	Linked Domains	Linked Pages	Links From Anchor Text	Dofollow
(no anchor text)	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

TOP WORDS 		BIGRAMS 		TRIGRAMS 	
Word	Frequency	bigram [Ⓢ]	Frequency	trigram [Ⓢ]	Frequency
buy	942	at amazon	719	at amazon 100	37
amazon	780	of the	71	pro at amazon	33
pro	226	the verge	70	at best buy	32
2	193	best buy	48	new york times	30
1	141	apple watch	45	buy apple watch	25
apple	123	blog post	45	the new york	25
3	114	pro at	41	wall street journal	25
new	100	in a	41	2 at amazon	24
5	97	buy apple	38	at amazon 150	24
galaxy	97	echo show	38	1tb at amazon	23
announced	93	amazon 100	37	at amazon 1	22
said	85	starting at	33	the wall street	22
reports	83	subscribe to	33	at amazon 60	21
tv	82	at best	32	5 at amazon	20
watch	80	new york	32	at amazon 50	20
samsung	78	2 at	31	at b h	20
post	77	buy echo	30	at amazon 70	20
echo	74	york times	30	fire tv stick	20
fire	72	the new	28	at amazon 80	19
100	71	fire tv	27	a blog post	19

TOP WORDS ⌵

Word	Frequency
buy	590
amazon	543
also	511
like	479
new	441
company	432
one	429
apple	352
according	284
1	273
best	249
price	234
available	234
get	218
twitter	218
game	212
first	209
deals	205
year	197
sale	195

BIGRAMS ⌵

bigram [Ⓜ]	Frequency
of the	646
to the	418
in the	376
for the	366
the company	350
at amazon	348
on the	317
is a	292
and the	288
you can	285
according to	273
the is	260
it s	248
with the	229
in a	219
from the	208
with a	198
that the	180
if you	169
one of	168

TRIGRAMS ⌵

trigram [Ⓜ]	Frequency
on sale for	101
one of the	95
on twitter and	95
the is a	77
to the engadget	75
the engadget deals	75
engadget deals newsletter	75
as well as	74
according to the	70
is down to	62
engadgetdeals on twitter	57
the company s	53
is on sale	53
according to a	51
pre-order galaxy s22	51
at best buy	50
for the latest	48
the company has	47
follow on twitter	46
and for the	45

Average Number of In-Content OBLs

Linked Domains

15

External Links

64

Linked Domains

Minimum

5

Maximum

63

DEJAN

External Links

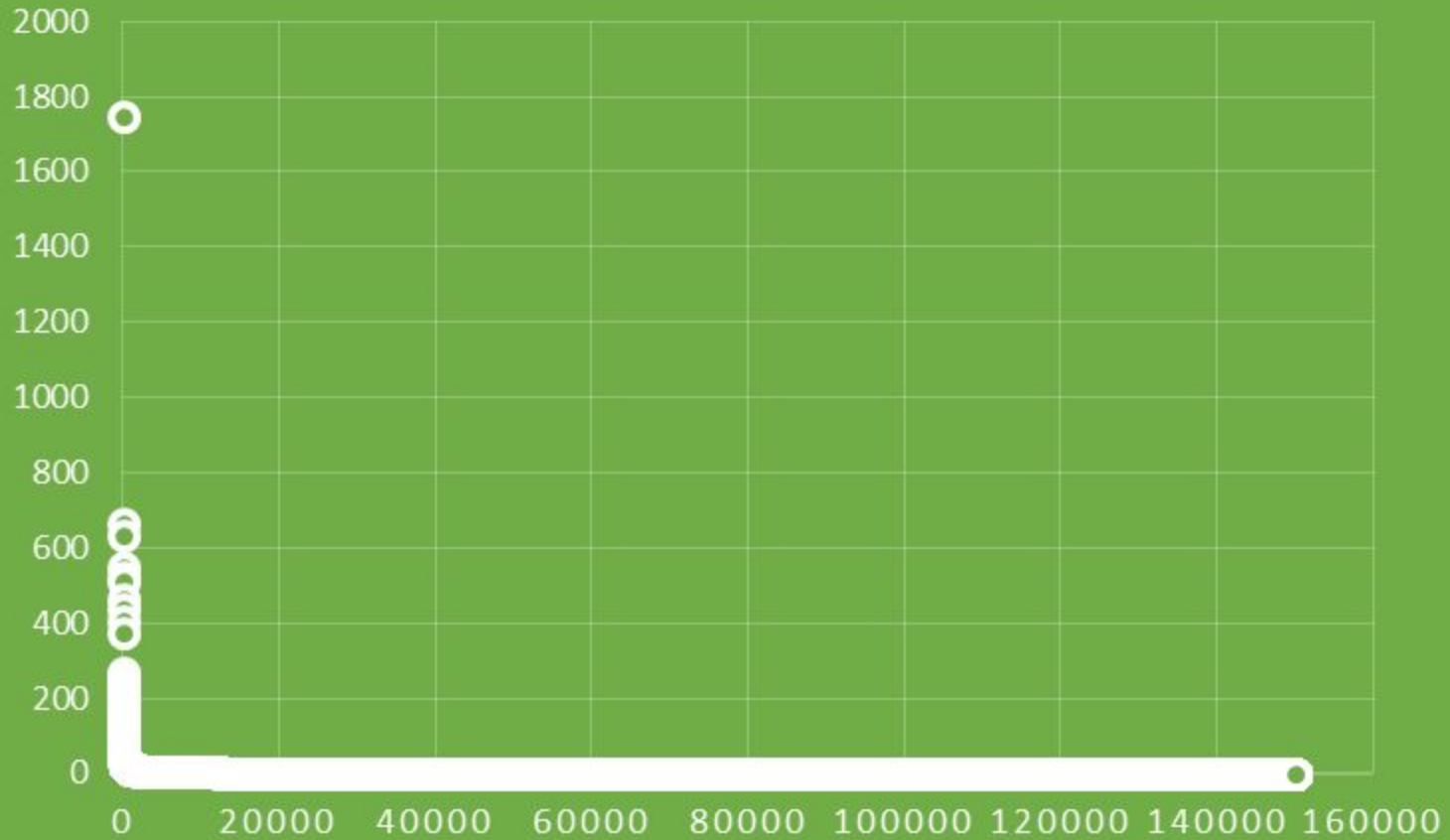
Minimum

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
(no anchor text)	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 [Ⓜ]	Frequency	trigram [Ⓜ]	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

TOP WORDS ⌵

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




BIGRAMS ⌵

bigram [Ⓜ]	Frequency
of the	93
<u>according to</u>	87
to the	61
<u>blog post</u>	52
<u>press release</u>	46
<u>new york</u>	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
<u>york times</u>	29
android ios	29
indiebound bn	26
bn indiebound	25
of a	24
wall street	24

TRIGRAMS ⌵

trigram [Ⓜ]	Frequency
<u>new york times</u>	29
<u>according to the</u>	24
<u>wall street journal</u>	22
ios android android	18
the hollywood reporter	17
bn mysterious galaxy	17
<u>one of the</u>	16
<u>earlier this year</u>	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
<u>the washington post</u>	9
the wall street	9
a study published	9

Most Recent Anchor Text

TOP WORDS 		BIGRAMS 		TRIGRAMS 	
Word	Frequency	bigram [Ⓜ]	Frequency	trigram [Ⓜ]	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

21

External Links

41

Linked Domains

Minimum

2

Maximum

157

DEJAN

External Links

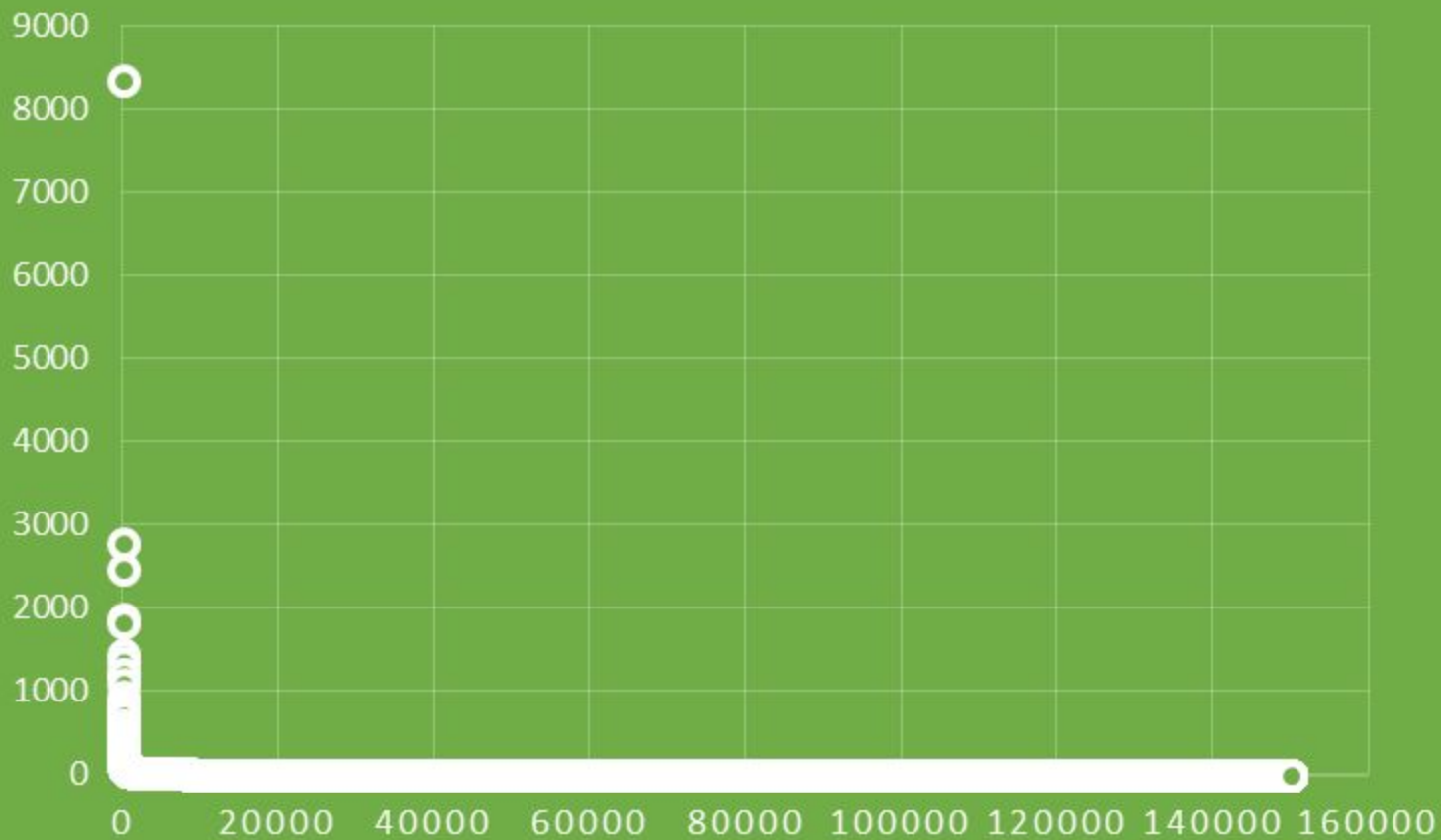
Minimum

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
(no anchor text)	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 [Ⓢ]	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 [Ⓢ]	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
said	537
like	399
also	362
one	326
according	260
people	259
new	219
told	212
even	195
time	175
many	167
huffpost	166
author	161
sex	158
first	141
therapist	138
--	133
make	131
women	130
years	128

BIGRAMS

bigram	Frequency
of the	615
in the	446
to the	274
on the	255
according to	253
and the	227
in a	224
for the	204
at the	189
you can	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	Frequency
according to the	69
the u s	56
one of the	56
and author of	56
marriage and family	33
and family therapist	33
originally appeared on	32
author of the	27
according to a	27
in new york	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

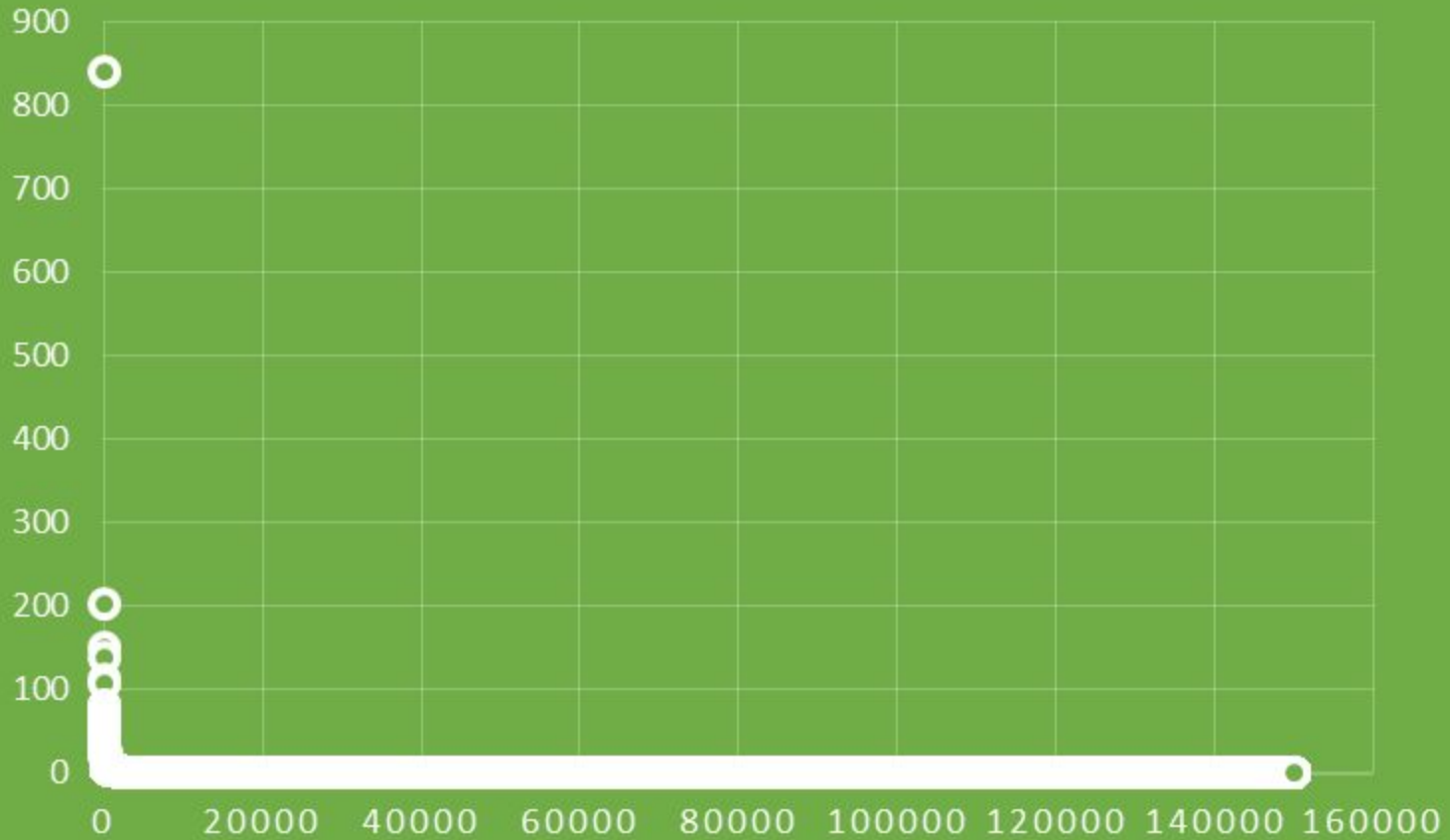
Minimum

20

Maximum

567

liferhacker.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
(no anchor text)	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
google	135
page	103
according	102
video	85
new	83
app	72
like	64
post	63
youtube	62
free	59
website	57
article	57
guide	56
list	56
study	56
explains	55
online	52
use	51

BIGRAMS ⬇

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

TRIGRAMS ⬇

trigram [Ⓜ]	Frequency
according to the	25
new york times	16
image for article	15
for article titled	15
published in the	12
the journal of	12
the new york	11
this video from	11
this one from	11
one of the	10
here s a	9
in the journal	9
the u s	9
how to make	8
they don t	8
this reddit thread	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

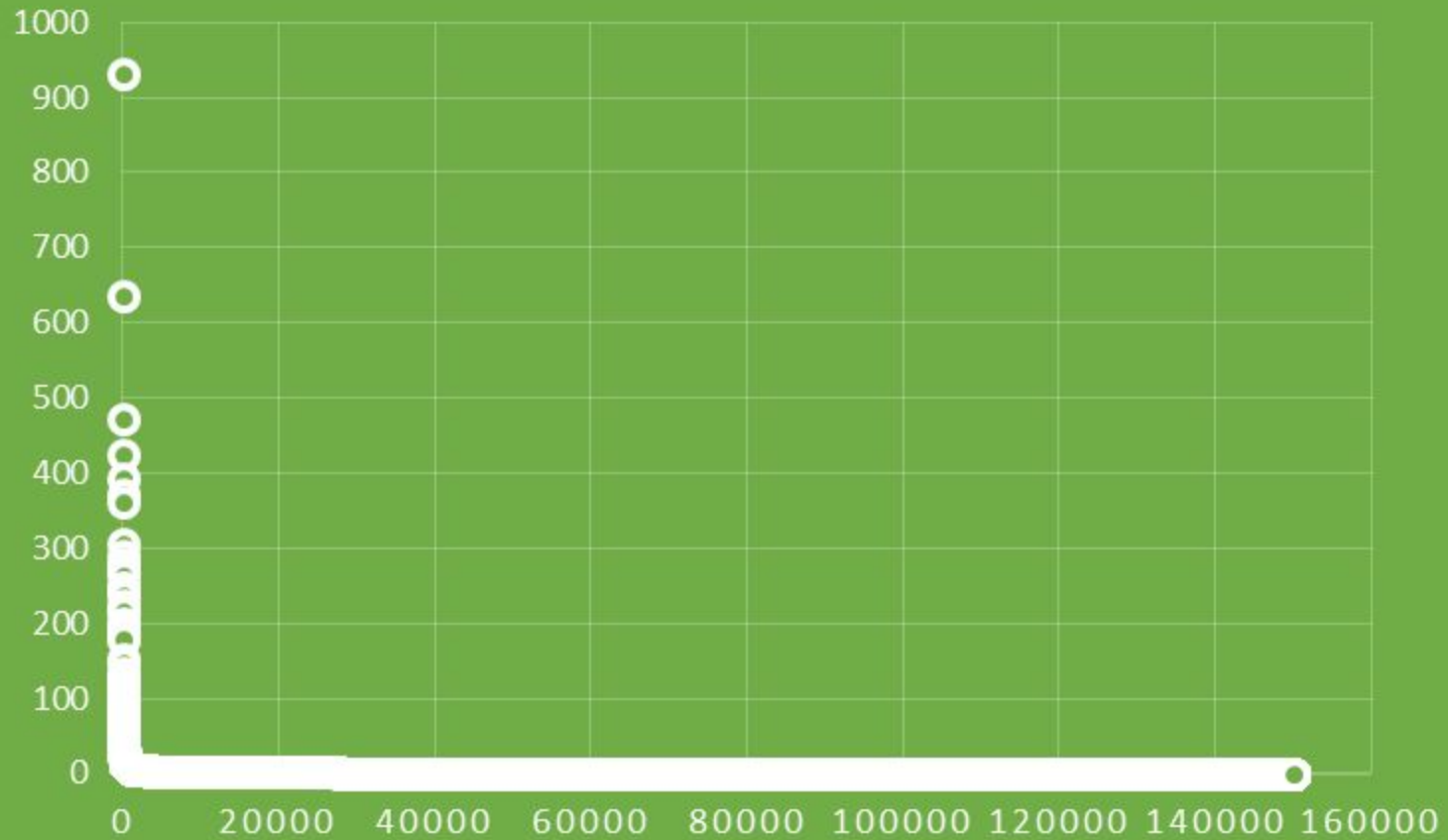
Minimum

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
(no anchor text)	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
streaming	433
netflix	230
video	214
prime	161
amazon	125
app	105
apple	90
store	85
hbo	82
ios	79
max	79
one	77
new	76
available	75
disney	71
99	68
hulu	66
google	64
u	63
free	61

BIGRAMS ⬇

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

TRIGRAMS ⬇

trigram [Ⓜ]	Frequency
now streaming on	210
is now streaming	207
is streaming on	171
streaming on netflix	160
on hbo max	55
streaming on disney	45
streaming on hbo	45
on prime video	44
apple app store	42
the apple app	37
streaming on hulu	35
on amazon prime	35
amazon prime video	31
engineer josh wardle	29
on netflix the	29
is available on	28
available on itunes	26
the u s	21
streaming on amazon	21
by engineer josh	20

Anchor Text Context

mashable.com

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

TRIGRAMS

trigram [Ⓜ]	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

1

Maximum

165

DEJAN

External Links

Minimum

Maximum

1

1506

DEJAN

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
(no anchor text)	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 		BIGRAMS 		TRIGRAMS 	
Word	Frequency	bigram [Ⓢ]	Frequency	trigram [Ⓢ]	Frequency
million	273	in a	137	in a new	57
announced	173	blog post	95	opens in a	56
post	137	a new	66	a new window	56
billion	135	opens in	56	a blog post	43
reported	135	new window	56	in a blog	24
new	125	of the	48	million series a	18
blog	114	in the	48	the u s	17
said	105	a blog	43	wall street journal	16
report	99	according to	39	in a statement	12
data	96	u s	37	wrote in a	12
company	73	million in	37	the company s	11
series	70	the company	36	in the u	9
app	69	million series	32	in a tweet	9
capital	67	series a	29	said in a	9
last	66	last year	29	the wall street	9
1	65	to the	27	the u k	8
according	63	a statement	27	million in series	8
first	63	the information	26	million series b	7
statement	63	5 million	26	coalition against stalkerware	7
ventures	62	on the	26	series a round	7

TOP WORDS ⌵

BIGRAMS ⌵

TRIGRAMS ⌵

Word	Frequency	bigram [?]	Frequency	trigram [?]	Frequency
company	1013	the company	669	the u s	114
million	768	in the	593	the company s	110
also	608	of the	580	that it has	81
startup	592	in a	314	as well as	79
new	551	according to	311	one of the	75
app	523	to the	280	in the u	68
today	482	that it	273	has raised a	63
like	425	on the	271	according to a	60
platform	413	it s	229	announced that it	49
year	406	that the	209	according to the	49
said	377	u s	195	earlier this year	48
last	368	for the	189	million series a	48
round	334	it has	189	round led by	47
according	320	and the	181	has built a	46
users	314	a new	170	the company is	46
raised	311	has been	165	the company has	43
one	307	as a	164	it has raised	43
series	304	with the	161	a startup called	43
announced	291	from the	153	that the company	42
apple	276	the u	150	a startup that	41

Average Number of In-Content OBLs

Linked Domains

18

External Links

32

Linked Domains

Minimum

1

Maximum

217

External Links

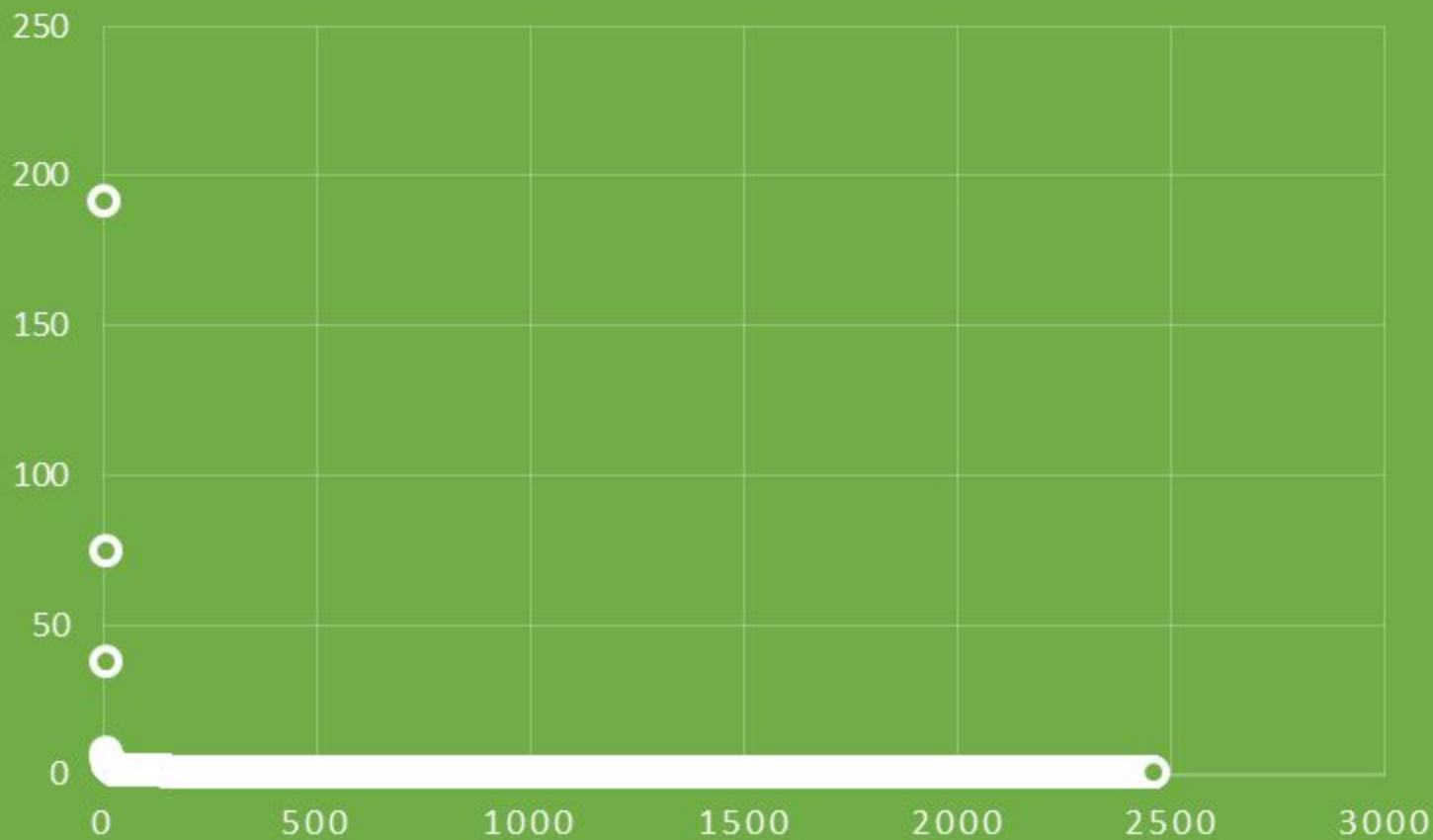
Minimum

1

Maximum

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
(no anchor text)	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 		BIGRAMS 		TRIGRAMS 	
Word	Frequency	bigram [?]	Frequency	trigram [?]	Frequency
click	62	click here	61	here click here	10
com	48	here here	29	https cdn0 tnwcdn	9
google	29	in the	18	cdn0 tnwcdn com	9
twitter	22	on the	14	tnwcdn com wp-content	9
https	20	of the	14	com wp-content blogs	9
reports	19	the conversation	11	wp-content blogs dir	9
1	18	here a	10	blogs dir 1	9
new	18	according to	10	dir 1 files	9
university	16	here click	10	click here here	9
report	16	https cdn0	9	sweepstakes official rules	6
product	16	cdn0 tnwcdn	9	official rules on	6
million	15	tnwcdn com	9	rules on the	6
data	15	com wp-content	9	1 files 2019	5
app	15	wp-content blogs	9	files 2019 08	5
according	13	blogs dir	9	here here here	5
technology	12	dir 1	9	from someone who	4
people	12	1 files	9	someone who worked	4
article	12	with a	8	who worked with	4
post	11	product hunt	8	worked with a	4
ai	11	to the	7	with a fake	4

Anchor Text Context

TOP WORDS 		BIGRAMS 		TRIGRAMS 	
Word	Frequency	bigram [Ⓜ]	Frequency	trigram [Ⓜ]	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
(no anchor text)	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

TOP WORDS 		BIGRAMS 		TRIGRAMS 	
Word	Frequency	bigram [Ⓜ]	Frequency	trigram [Ⓜ]	Frequency
according	217	according to	216	according to the	54
new	206	in a	145	wall street journal	52
post	197	of the	115	new york times	49
reported	161	to the	96	the wall street	45
report	137	blog post	93	the new york	42
twitter	134	in the	93	a blog post	40
amazon	131	on the	67	terms of service	34
announced	121	best buy	66	in a statement	32
video	119	privacy policy	65	the washington post	23
blog	117	the new	58	said in a	23
said	115	new york	58	in a blog	22
apple	113	a statement	53	at best buy	21
99	110	the company	52	terms and conditions	19
reports	107	a new	52	the company s	19
bloomberg	105	on twitter	52	according to bloomberg	19
one	102	wall street	52	in a tweet	18
website	101	street journal	52	a report from	17
company	96	york times	49	according to a	17
statement	91	terms of	49	first reported by	16
google	88	the wall	48	a press release	15

TOP WORDS ⌵

BIGRAMS ⌵

TRIGRAMS ⌵

Word	Frequency	bigram [Ⓜ]	Frequency	trigram [Ⓜ]	Frequency
company	616	of the	686	the company s	107
also	607	in the	521	according to a	98
like	543	it s	520	as well as	67
new	462	the company	467	if you re	62
one	387	to the	411	according to the	56
apple	367	on the	350	one of the	55
according	354	you can	350	in the us	51
said	329	in a	331	it s a	51
app	323	according to	331	and it s	43
first	274	and the	309	that it s	40
amazon	273	that the	305	that the company	40
year	257	for the	257	it s not	39
people	245	to a	219	a number of	38
users	235	if you	215	a lot of	38
says	231	with the	209	you can also	37
last	231	from the	196	said in a	37
twitter	218	that it	181	the company has	34
could	214	with a	174	as part of	30
get	207	that s	168	but it s	29
available	203	as a	165	some of the	29

Average Number of In-Content OBLs

Linked Domains

10

External Links

30

Linked Domains

Minimum

1

Maximum

67

DEJAN

External Links

Minimum

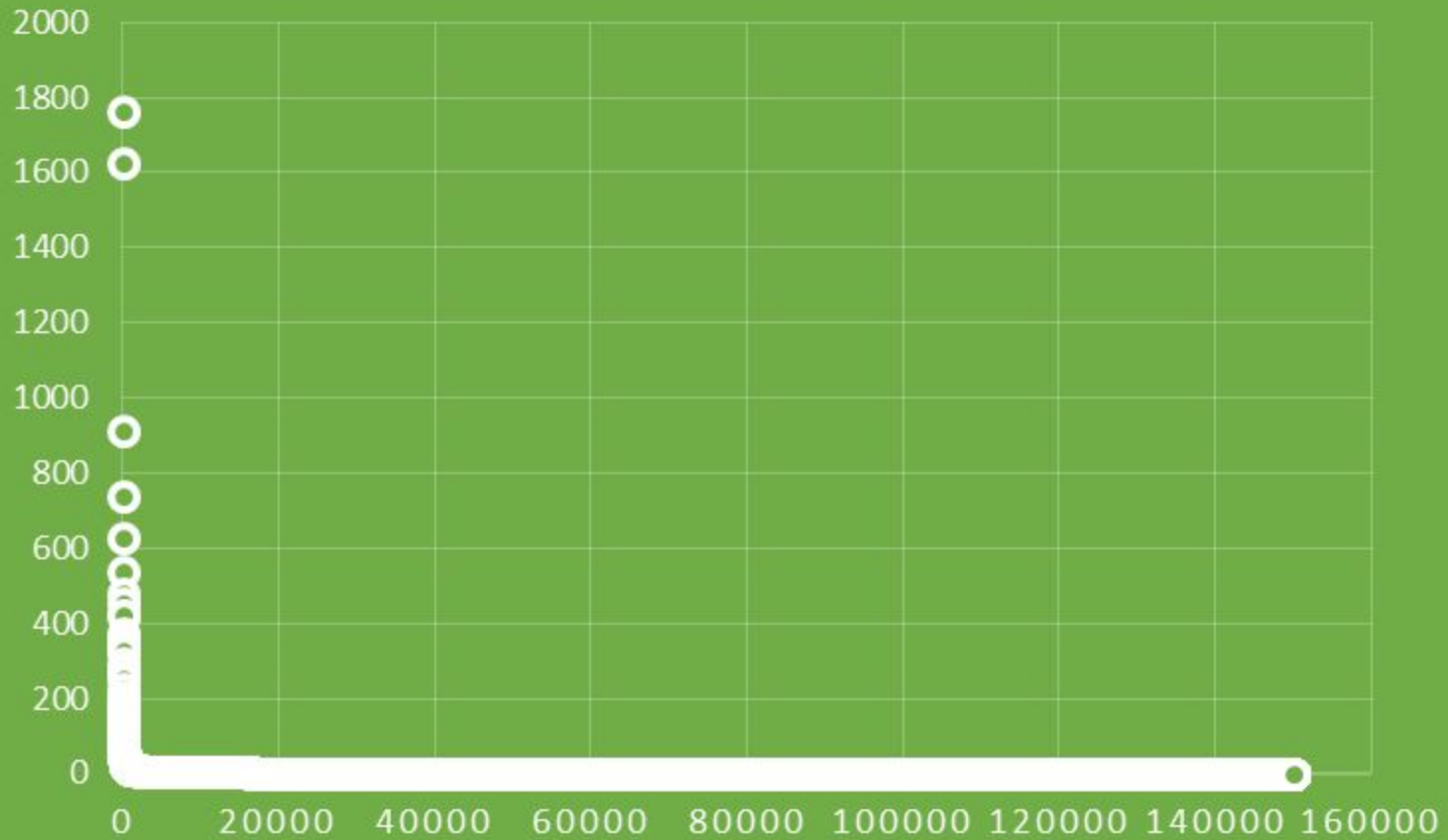
6

Maximum

409

DEJAN

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
(no anchor text)	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

TOP WORDS 		BIGRAMS 		TRIGRAMS 	
Word	Frequency	bigram [Ⓜ]	Frequency	trigram [Ⓜ]	Frequency
10	173	on sale	135	on sale for	111
sale	162	sale for	113	also on sale	79
amazon	134	of the	81	is also on	34
one	117	also on	81	runners up the	20
pro	112	in the	46	new york times	15
also	112	is also	44	10 1111 j	15
1	98	runners up	34	fire tv stick	14
new	86	at amazon	33	off on sale	14
version	73	case for	33	fire hd 10	14
2	72	fire hd	30	fire hd 8	14
apple	70	according to	28	the new york	13
video	66	this one	28	off also on	13
fire	66	to the	27	magsafe case for	12
google	65	50 off	27	is on sale	12
50	64	for 1	26	moto g stylus	10
case	62	on the	26	off fire hd	10
android	61	more than	26	hd 8 kids	10
app	59	in a	22	weighted blanket for	10
30	59	new york	22	animaldiversity ummz umich	10
percent	59	for the	22	ummz umich edu	10

TOP WORDS 		BIGRAMS 		TRIGRAMS 	
Word	Frequency	bigram [Ⓜ]	Frequency	trigram [Ⓜ]	Frequency
like	736	of the	685	one of the	75
also	735	in the	483	you can also	75
one	501	you can	433	if you want	46
new	396	and the	320	read more at	42
company	328	if you	317	as well as	40
use	303	to the	316	some of the	37
even	242	on the	288	according to the	37
people	239	for the	285	courtesy of nikon	34
says	239	in a	260	of nikon small	34
app	226	is a	246	nikon small world	34
get	225	the company	212	you can get	33
year	219	at the	207	the company s	32
google	219	with the	201	you want to	31
us	193	it s	197	10 wired recommends	30
apple	188	with a	196	you can find	30
need	185	from the	177	if you re	30
10	182	that the	168	a lot of	29
first	180	like the	162	is one of	29
last	180	for a	162	in the us	29
two	177	is the	154	this is a	28

Average Number of In-Content OBLs

Linked Domains

21

External Links

42

Linked Domains

Minimum

1

Maximum

202

External Links

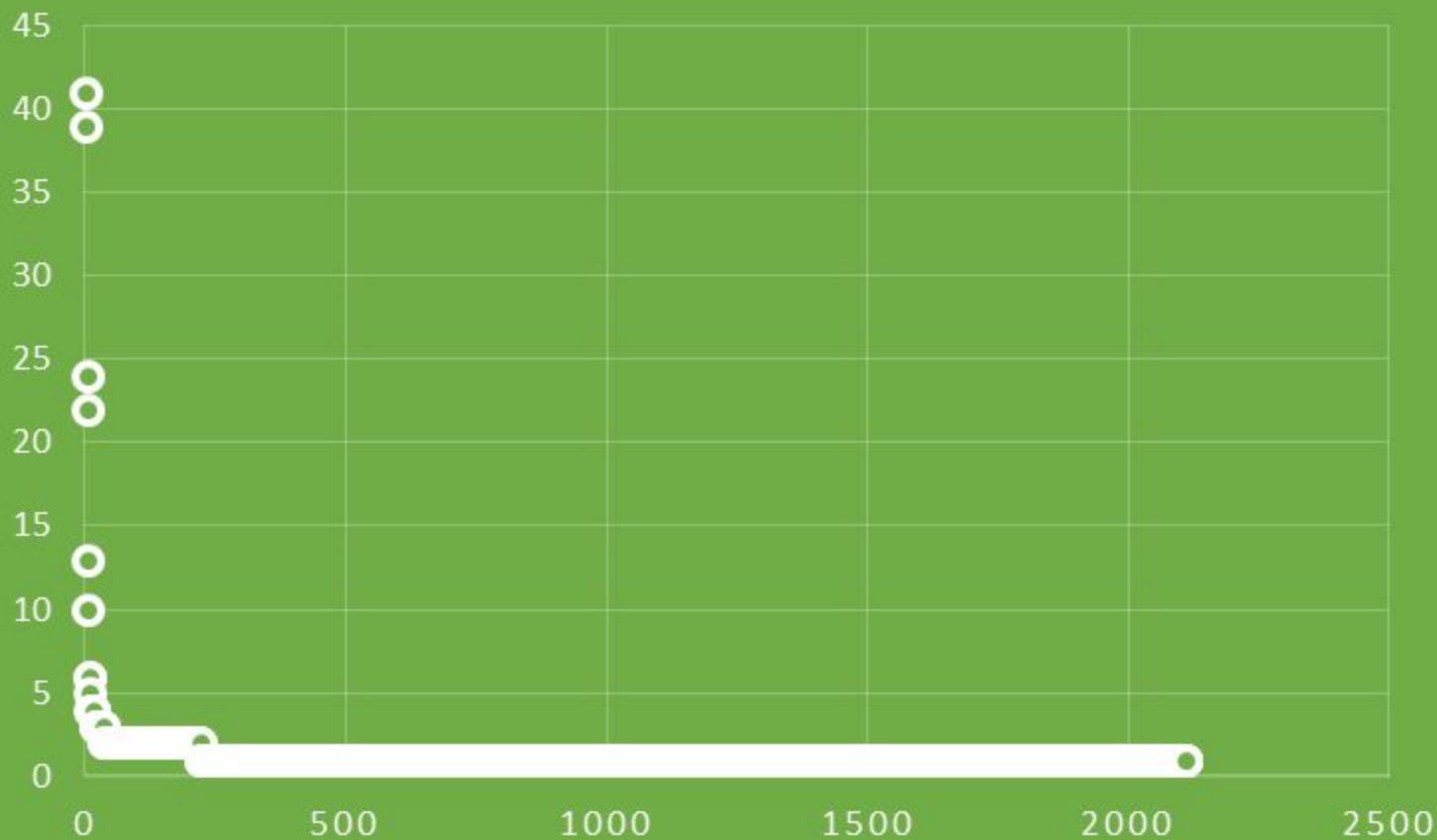
Minimum

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
(no anchor text)	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 [?]	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 [?]	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

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 [?]	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 [?]	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

38

External Links

107

Linked Domains

Minimum

5

Maximum

98

External Links

Minimum

5

Maximum

255



dejanmarketing.com/smx/

DEJAN