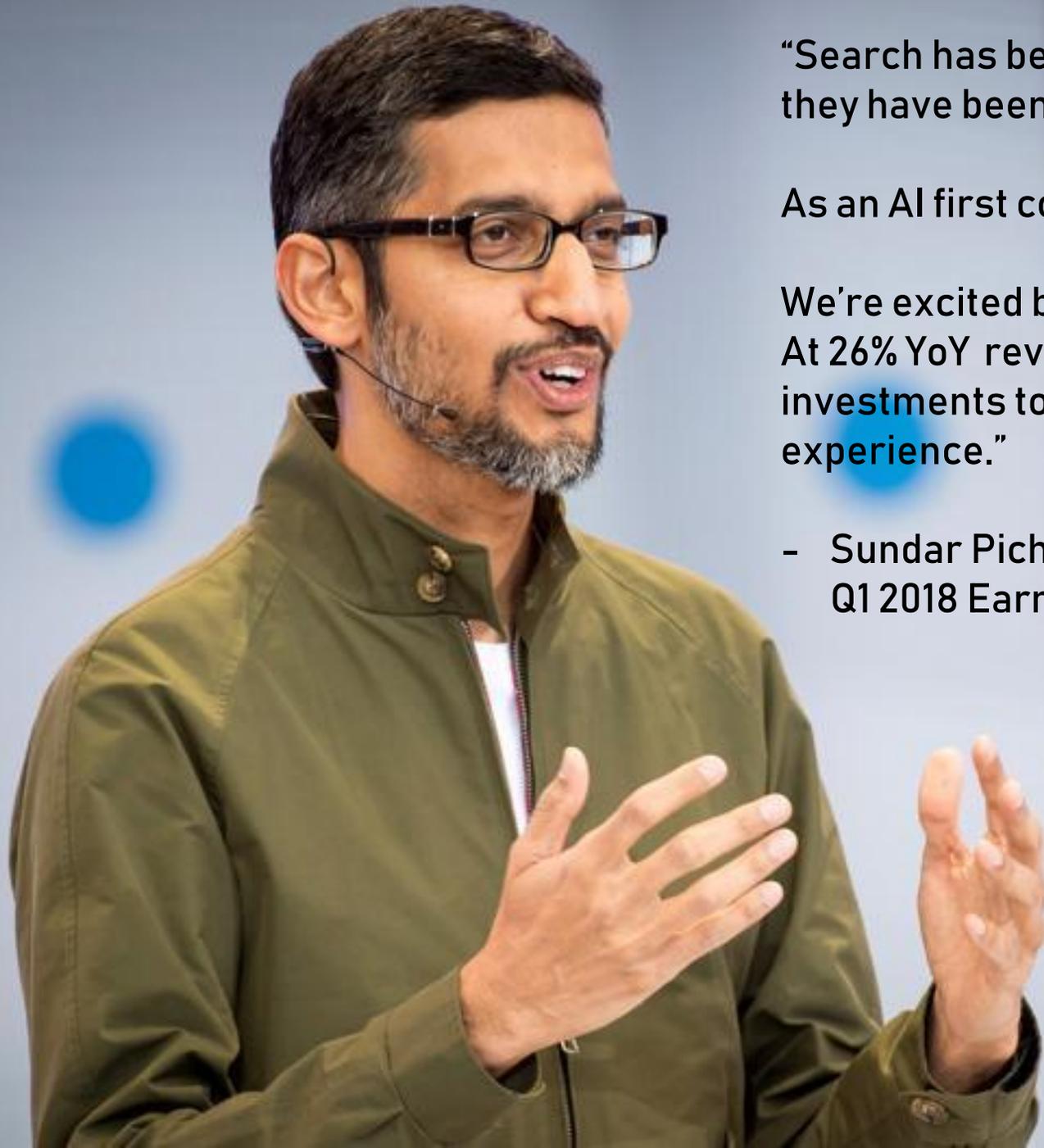


# The Psychology of SEO

Win at SEO by better understanding the mind of Google and your customers

Jordan Frank | Team Lead, Seer Interactive | @jordanfrank\_



“Search has been leading the company in terms of how they have been adopting machine learning and AI.

As an AI first company, AI cuts across everything we do.

We’re excited by the still sizable opportunity in search. At 26% YoY revenue, we continue to benefit from our investments to enhance the user and advertiser experience.”

- Sundar Pichai, CEO of Google  
Q1 2018 Earnings Call



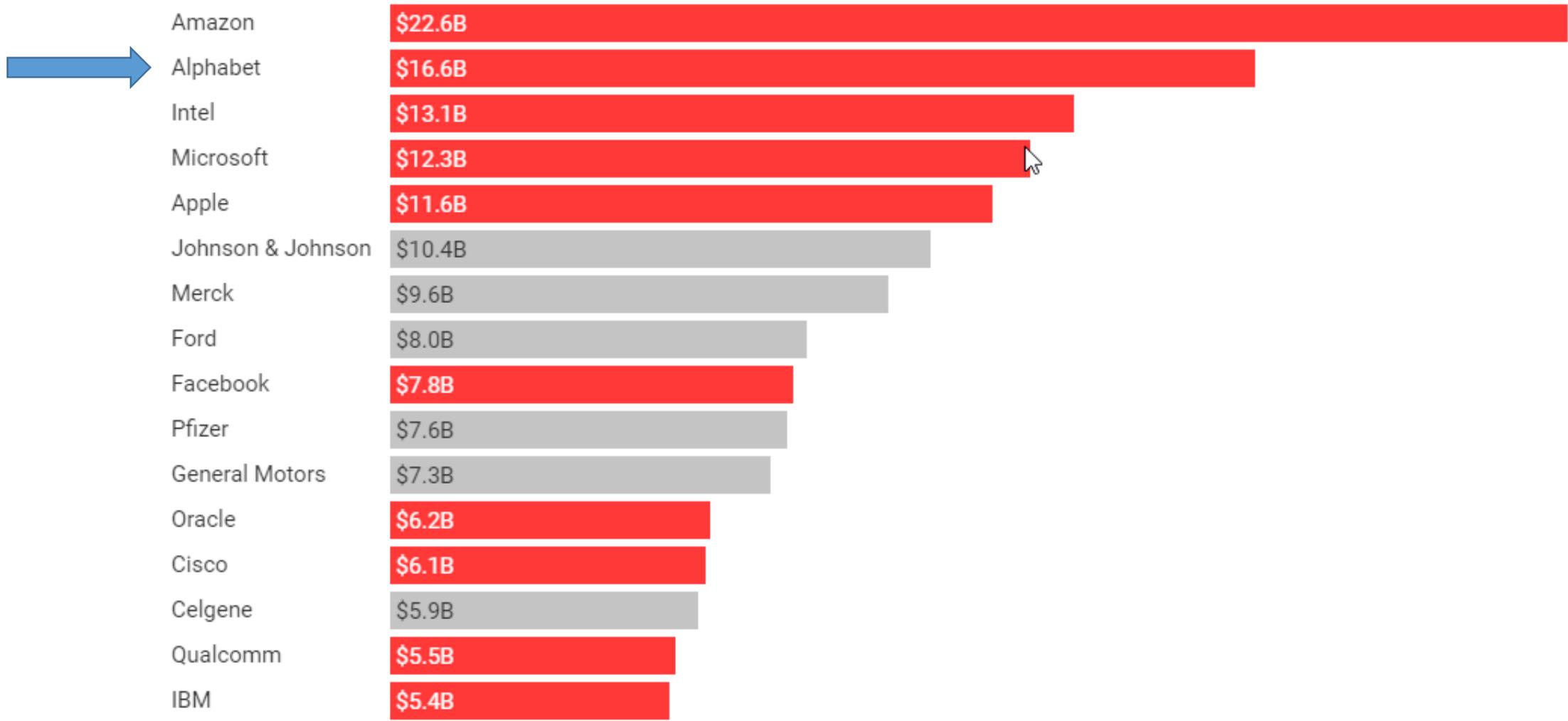
“If you look at the evolution of Search, we evolved to stay ahead of user expectations, and we evolved from just providing links to providing answers.

The next big evolution [in search] is to actually help users complete actions, to help get things done. That's really hard to do at scale, and that's the work we are doing.”

- Sundar Pichai, CEO of Google  
Q1 2018 Earnings Call

# Top U.S. companies for R&D spending

■ Tech ■ Non-tech



*Data for latest fiscal year*

## Research areas

<input type="checkbox"/> Algorithms and Theory	279	<input type="checkbox"/> Information Retrieval and the Web	165	<input type="checkbox"/> Security, Privacy and Abuse Prevention	142
<input type="checkbox"/> Data Management	95	<input type="checkbox"/> Machine Intelligence	589	<input type="checkbox"/> Software Engineering	125
<input type="checkbox"/> Data Mining and Modeling	234	<input type="checkbox"/> Machine Perception	288	<input type="checkbox"/> Software Systems	193
<input type="checkbox"/> Distributed Systems and Parallel Computing	245	<input type="checkbox"/> Machine Translation	57	<input type="checkbox"/> Speech Processing	135
<input type="checkbox"/> Economics and Electronic Commerce	83	<input type="checkbox"/> Mobile Systems	72		
<input type="checkbox"/> Education Innovation	31	<input type="checkbox"/> Natural Language Processing	236		
<input type="checkbox"/> General Science	104	<input type="checkbox"/> Networking	124		
<input type="checkbox"/> Hardware and Architecture	65	<input type="checkbox"/> Quantum A.I.	24		
<input type="checkbox"/> Human-Computer Interaction and Visualization	214	<input type="checkbox"/> Robotics	20		

**Thousands of AI scientists**



# Google's New Director Of Engineering, Ray Kurzweil, Is Building Your 'Cybernetic Friend'

World-renowned artificial intelligence expert and [Google's new Director of](#)

[Engineering](#), Ray Kurzweil, wants to build a search engine so sophisticated that it could act like a 'cybernetic friend,' who knows users better than they know themselves. "I envision in some years that the majority of search queries will be answered without you actually asking," he said at an intimate gathering at

Singularity University's NASA campus.

Year: 2018

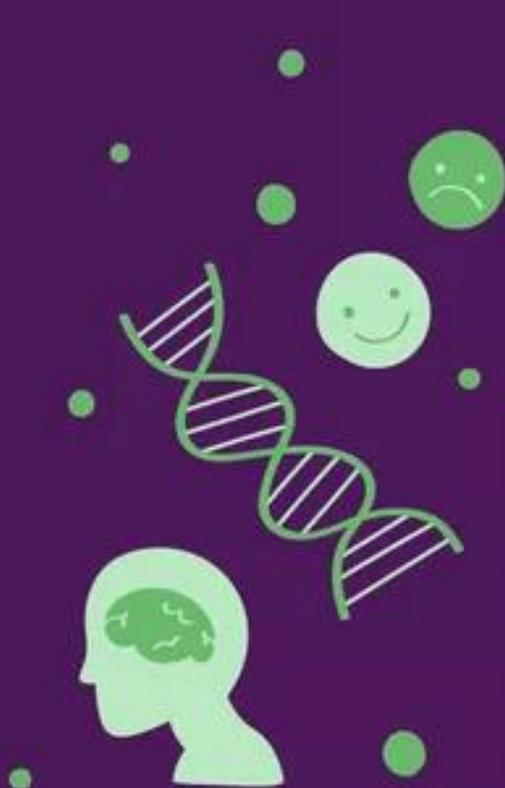
“Organize the world’s information and make it universally accessible and useful.”

Since the beginning, our goal has been to develop services that significantly improve the lives of as many people as possible.

Not just for some. For everyone.

## Nature

Genes and Hereditary Factors  
physical appearance  
personality characteristics



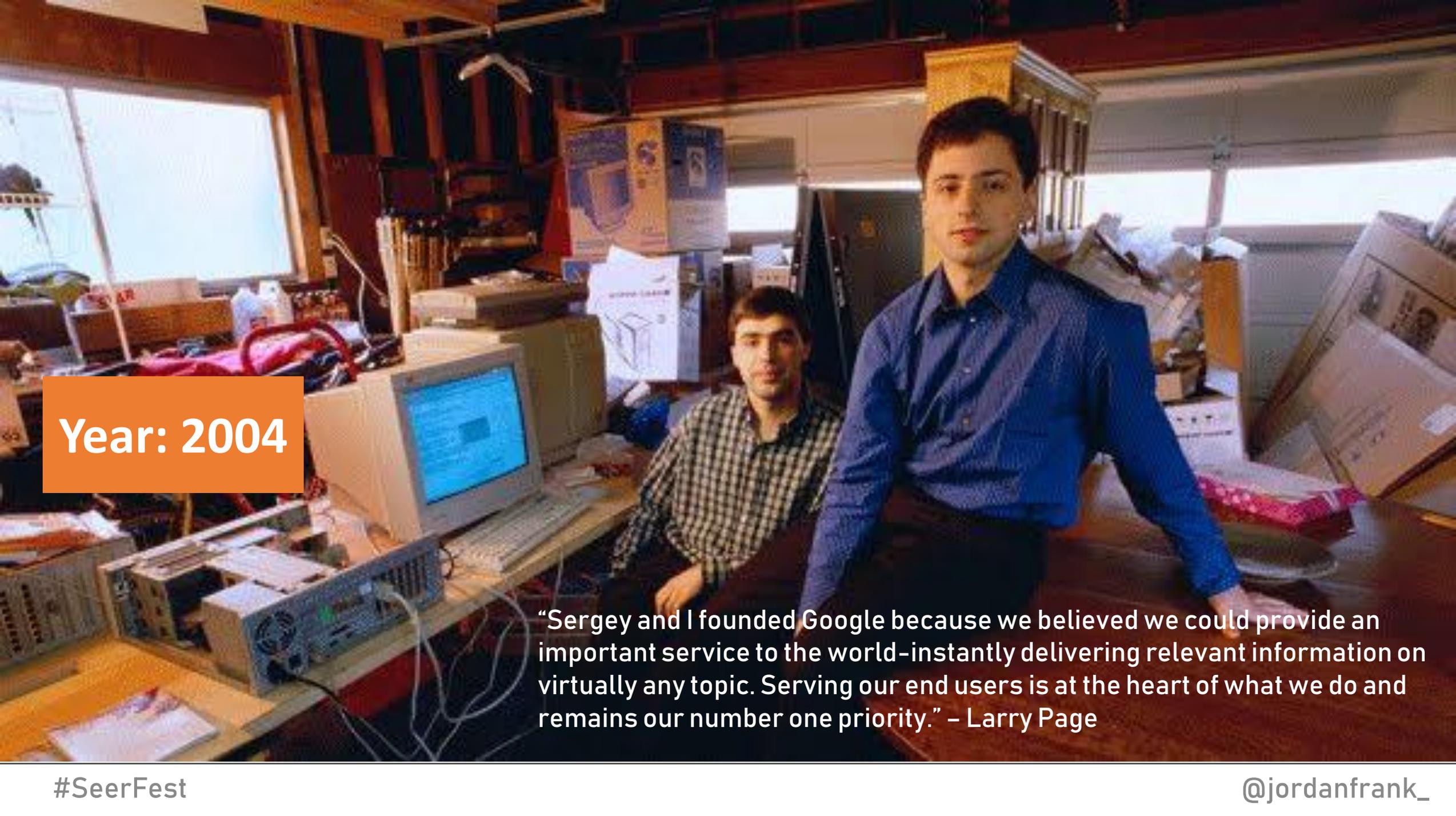
verywell

## Nurture

Environmental Variables  
childhood experiences  
how we were raised  
social relationships  
surrounding culture



[image](#)

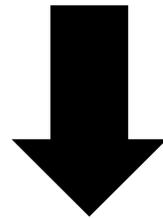
A photograph of the Googleplex in 2004. Two men are in a cluttered office. One man is sitting at a desk with a computer monitor displaying a blue screen. The other man is standing next to him. The room is filled with boxes, papers, and other office equipment. A large window is visible in the background.

**Year: 2004**

**“Sergey and I founded Google because we believed we could provide an important service to the world—instantly delivering relevant information on virtually any topic. Serving our end users is at the heart of what we do and remains our number one priority.” – Larry Page**

# What does Google care about when it comes to (organic) search:

- Your marketing goals? **NO**
- Who you want to market to? **NO**
- User experience on their platform? **YES**



So they can give people exactly what they want. Fast!

# 300 character meta descriptions!



Google   

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

About 82,500,000 results (0.41 seconds)

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<https://www.linkedin.com/company/we-compose> ▼  
Learn about working at **We Compose**. Join LinkedIn today for free. See who you know at **We Compose**, leverage your professional network, and get hired.



**Danny Sullivan** 

@dannysullivan

Follow



Replying to [@rustybrick](#)

Our search snippets are now shorter on average than in recent weeks, though slightly longer than before a change we made last December. There is no fixed length for snippets. Length varies based on what our systems deem to be most useful.

9:30 am - 14 May 2018

# SNIPPET FORMATS RETURNED BY EACH KEYWORD

FORMATS	NO VOLATILITY	LOW VOLATILITY	HIGH VOLATILITY
Only paragraphs	61.25%	49.48%	44.51%
Only lists	26.92%	22.30%	20.03%
Only tables	10.50%	6.99%	5.41%
Paragraphs & lists	0.80%	10.83%	15.39%
Paragraphs & tables	0.28%	4.74%	5.66%
Lists & tables	0.26%	5.28%	7.63%
Paragraphs, lists & tables	0.00%	0.28%	1.38%

Woah!

@STATRob's keyword snippet volatility test – 1mm keywords returning 252k featured snippets

# Google's New Algorithm Creates Original Articles From Your Content



STAFF

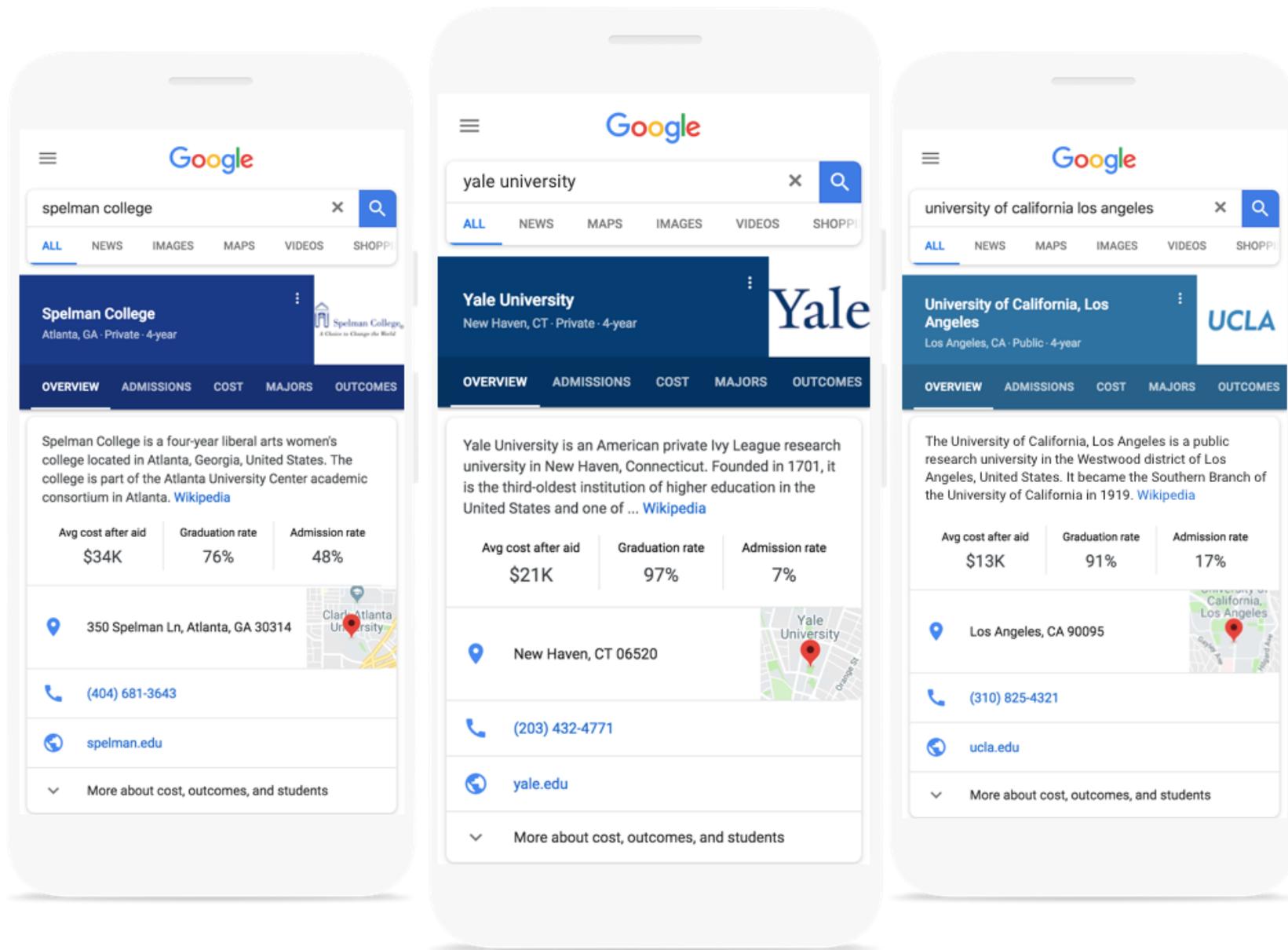
Roger Montti



24K

## Google Web Page Creation Algorithm





# Google

Search Google or type URL



Woah!



Explore camping and kayaking

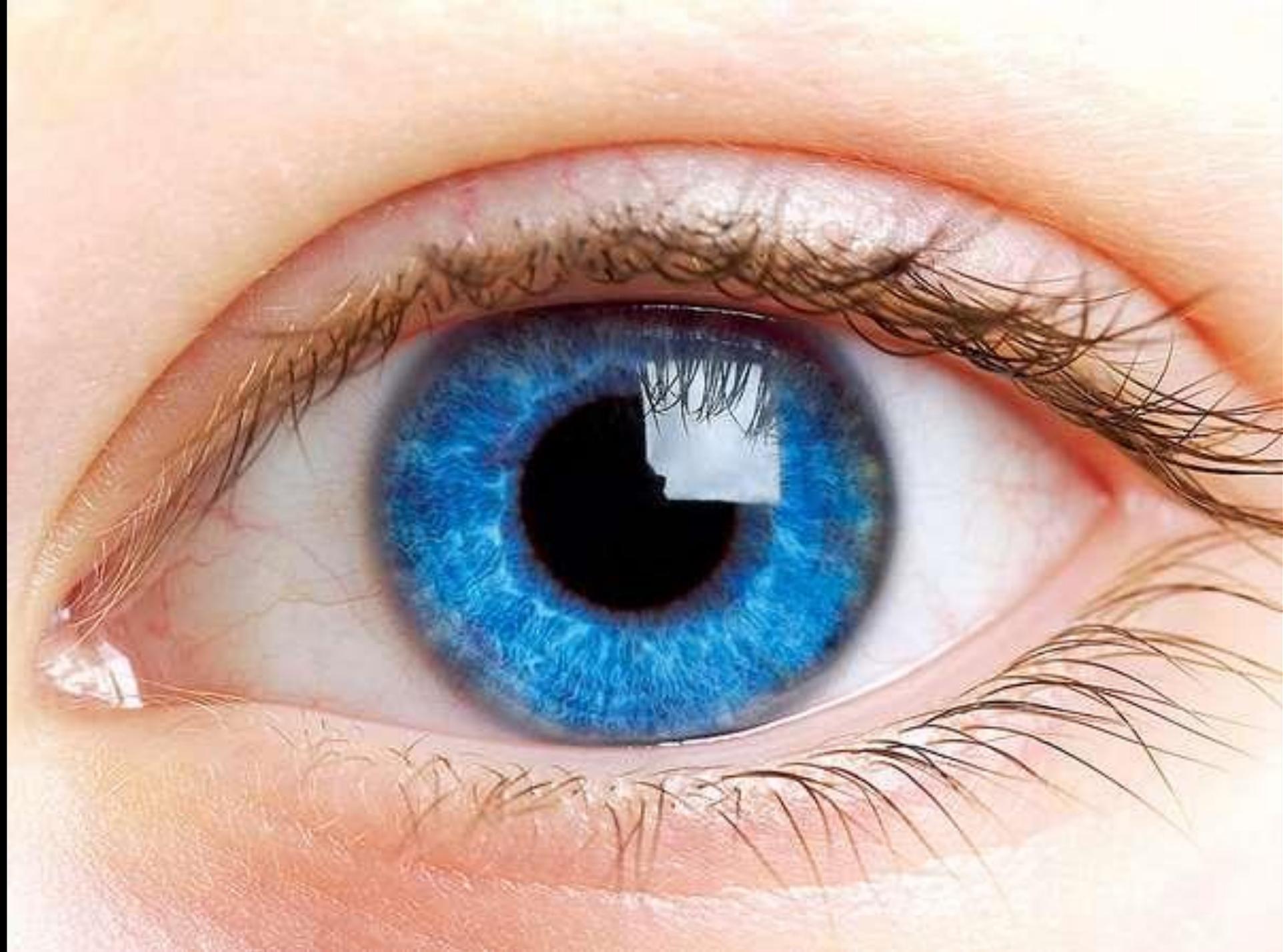


rei locations

rei stores

rei store near me

rei store locations

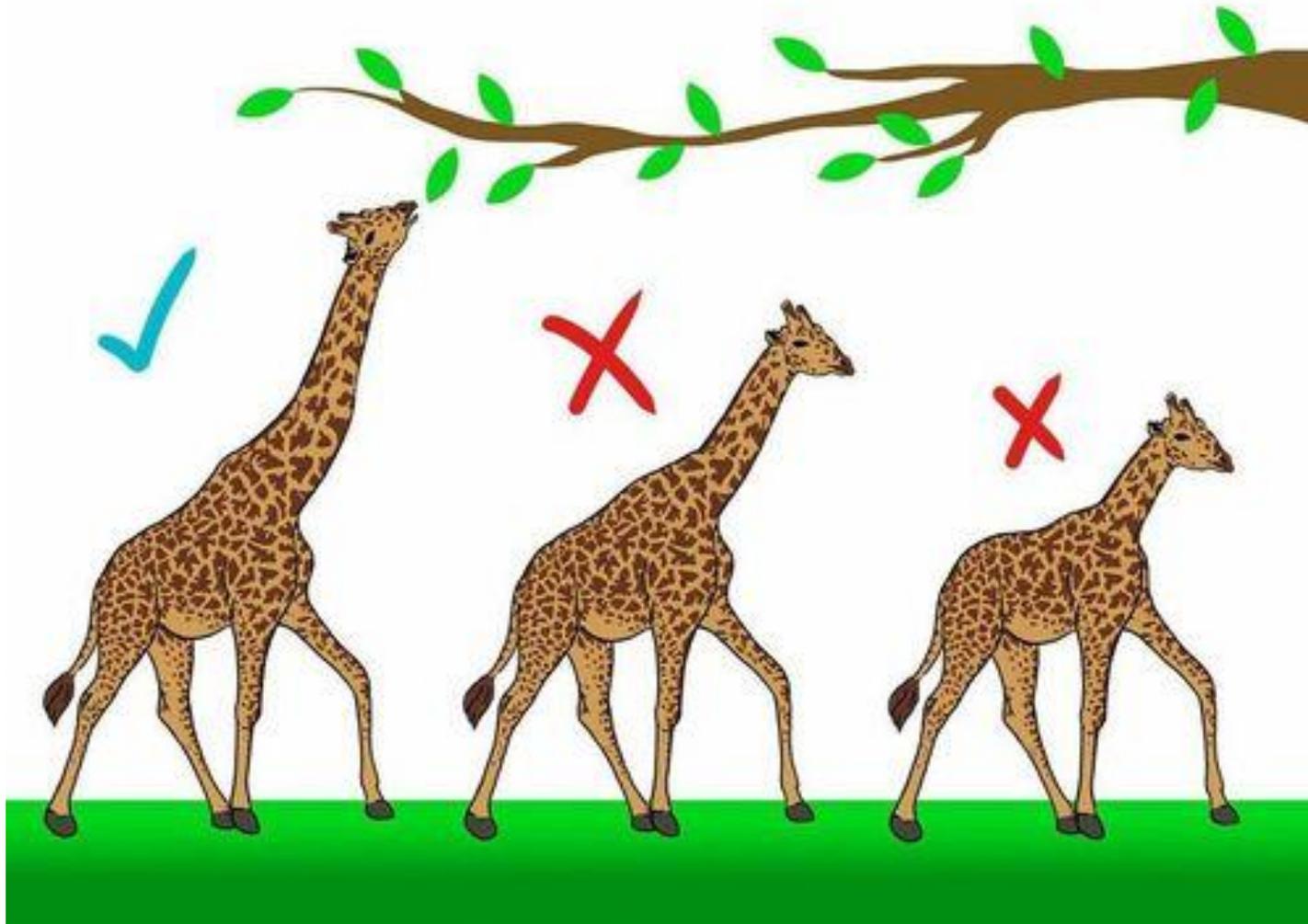




DuckDuckGo



“Organize the world’s information  
and make it universally accessible  
and useful.”



Google



amazon<sup>®</sup>

[image](#)

# 2 Ways To Win in 2018 and Beyond:

1) Rank better for unbranded searches by optimizing for user experience

2 Create more branded searches

# 2 Ways To Win in 2018 and Beyond:

1) Rank better for unbranded searches by optimizing for user experience

2 Create more branded searches

# How to optimize for user experience:

- 1) Speak to your clients/customers
- 2) Dedicated site nav sections for stages of funnel with highest demand
- 3) Answer the query as completely as possible, giving the user zero excuses to hit the back button
- 4) Deliver content with the format and features Google expects
- 5) Invest in “foundational SEO” tactics for 2018
- 6) Invest in CRO to nudge users towards conversions



#SeerFest

@jordanfrank\_

Think about the day when you decided to evaluate options for the first cigar product that you purchased online.

- a. What was the product?
- b. What happened to trigger this decision?

*“I was never into cigars, but had always been intrigued by Cuban cigars and their mystique.”*

*I watched a James Bond movie where he was smoking a Cuban, and it made me want to buy one. That's what triggered my search.”*

- Real Holt's Customer

*“On vacation, I went into a local cigar shop looking for a Cuban cigar for my best friend’s bachelor party.”*

*“They didn’t sell them, so I started my search online.”*

- Real Holt’s Customer

*“People always hear about Cuban’s first.”*

*“That’s how they get introduced to cigars.”*

- Holt’s Store Manager

## 1) Interview your customers

<input type="checkbox"/>	Keyword		Volume
<input type="checkbox"/>	<a href="#">cuban cigars</a>	+	60,500
<input type="checkbox"/>	<a href="#">cohiba cuban cigars</a>	+	6,600
<input type="checkbox"/>	<a href="#">best cuban cigars</a>	+	4,400
<input type="checkbox"/>	<a href="#">cuban cigars for sale</a>	+	4,400
<input type="checkbox"/>	<a href="#">cuban cigars online</a>	+	3,600
<input type="checkbox"/>	<a href="#">cuban cigars legal</a>	+	2,900
<input type="checkbox"/>	<a href="#">cuban cigars in us</a>	+	2,400
<input type="checkbox"/>	<a href="#">why are cuban cigars illegal</a>	+	2,400
<input type="checkbox"/>	<a href="#">cuban cigar brands</a>	+	1,900
<input type="checkbox"/>	<a href="#">cuban cigars price</a>	+	1,900
<input type="checkbox"/>	<a href="#">buy cuban cigars</a>	+	1,900
<input type="checkbox"/>	<a href="#">finest cuban cigars</a>	+	1,600
<input type="checkbox"/>	<a href="#">how much are cuban cigars</a>	+	1,300

These are mostly top funnel, new cigar smokers

2) Dedicated nav section based off high demand



New cigar smoker entry point on the Holt's site

Dedicated site section b/c of immense search demand

2) Dedicated nav section based off high demand



EVERYTHING CIGARS SINCE 1898!

BLOG | CIGAR 101 | CIGAR CULTURE | PAIRINGS | TOP LISTS | STAFF REVIEWS | CUBAN CIGARS | BUY CIGARS ONLINE



CUBAN CIGARS



## ARE CUBAN CIGARS REALLY BETTER?

J. Bennett Alexander  
8 MAY 2018

If you have smoked cigars for a long time, say more than 10 years, you almost certainly have been asked the question we're addressing here. And if your answer was anything but 'no,' or 'it depends,' I think that says more about you than it does about the cigars, Cuban or otherwise. More on that in a moment.

Price aside, there are three major components to judging the quality of a cigar. One, flavor, is purely subjective. Flavor is the most important characteristic in determining which cigar you like. The problem is that the flavor of any particular cigar can easily be different from production year to production year. That is especially true of Cuban cigars because they come from tobacco planted in soil that imparts a distinctive flavor to the leaves grown in the Vuelta Abajo region in the western part of the island. That soil has, at various times, been overworked, attacked by disease or not cared for properly because of a lack of available capital or talent.

In May of 2001, Marvin Shanken, the creator and publisher of *Cigar Aficionado* magazine, and as true a lover of Cuban cigars as one can find, wrote: "Over the last couple of years, I have

Cubans are still illegal!

And they're not that great any more!

### 3) Answer query as completely as possible



CUBAN CIGARS

#### HOW MUCH DO CUBAN CIGARS COST?

J. Bennett Alexander  
28 FEB 2018

The simplest answer to the question posed in the title is, a lot. The more complex answer to what Cuban cigars cost depends on a number of factors, not the least of which is geography. To be clear, Cuban cigars cannot legally be purchased in the United States. Thanks, however, to an order by former President Obama in 2014, US citizens are allowed to bring in Cuban cigars not only from Cuba, but also from other countries. So, how much a Cuban cigar costs will depend primarily on where you buy it. Let's start with Cuba itself.



#### ARE THEY WORTH THE EXPENSE?

Add to everything else the inconsistent production of Cuban cigars, especially larger ones, coupled with international demand and that aforementioned opening for US buyers, and prices go high. In my experience, the value proposition when it comes to Cuban cigars depends on what you find important. If that's consistency and quality of construction, don't be surprised if some of those *Habanos* are plugged and the color of the wrappers within one box varies significantly. As with any box purchase, insist that the box be opened before you buy so you can examine the cigars. If you're smoking Cubans for status, well, then you might be getting your money's worth.

In Mexico, I just found the following not-horrible prices from La Casa del Habano, in US dollars, for boxes of 25 cigars. These are some great Cuban brands. Do your own math for the stick prices, but here's a list of recent Cuban cigar prices:

- Ramon Allones Specially Selected - \$350
- Bolivar Royal Corona - \$370
- Bolivar Belicoso Fino - \$439
- H. Upmann #2 - \$449
- Montecristo #2 - \$450



#### DEALS & INDULGENCES

What's the best Cuban cigar for the price? That's almost impossible to answer. The big names - Montecristo, Hoyo de Monterrey, Partagás, Romeo y Julieta, Ramon Allones, Bolivar, and Cohiba - will be pricey. A lesser-known label like the Cuaba Generoso, a 42 x 5 1/8 Figurado, is a great deal at about \$16 in London. Smaller cigars, like a Punch Coronation, a Petit Corona, is fair at about \$17. H. Upmann's Majestic, a Corona, is not bad at about \$11.40 in the UK. The Quai d'Orsay Secreto, which is exclusive to France, is a creamy, medium-full Petit Corona for less than \$10.

If you can find a Montecristo No. 2 from a good growth year (mostly before 2014) for about \$15, that's a good deal, in my estimation. The same goes for a Bolivar Belicoso Fino. A Hoyo de Monterrey Epicure No. 2 for around \$12 to \$15 is a fair price. If you want to treat yourself, get after the elusive Cohiba Behikes. They're expensive even in Cuba. A Behike 52 sells for about \$22; the Behike 54 for about \$30; and the 56 for about \$31. Expect to pay double or triple those prices depending on where you are.



#### DUTY FREE

While prices at duty free shops can be cheaper than on the street, that's not always the case. Also, Cuban cigar prices at some European airport duty free shops are different. They're higher if you are buying them and then traveling inside the European Union (EU) than if you are traveling, say, back to the US. They're less expensive if you're leaving the EU.



#### ONLINE SELLERS

The least expensive prices for Cuban cigars I've found, but never ordered, have been from online sellers, particularly those based in the duty free zones of Switzerland. From these services you can get prices that are very low. A friend recently purchased 30 Punch Punch Cuban cigars for about \$315 from one of these services. He gave me one and I found it flavorful, but a bit inconsistent as I smoked it. My caution here is that the cigars are not always the freshest, though most services do guarantee they'll reach you. You should be aware that buying Cuban cigars online is NOT legal in the United States. You've been warned.



Beauregard Halsey · 9 days ago

I found a Quintero to be a great, low cost cigar, a local only brand.

^ | v · Reply · Share >



Matthew K. · 3 months ago

Awesome info

^ | v · Reply · Share >



Jimmy J · 3 months ago

Very informative and helpful.

^ | v · Reply · Share >



Scott Bulgrin · 3 months ago

Excellent info. Thank You.

^ | v · Reply · Share >

3) Answer query as completely as possible

**Cain Cigars**  
Cain cigars are handcrafted by the Oliva Cigar Company in Nicaragua and are known for bold flavors and medium to full-bodied profiles that boast a lot of depth and density. Cigar lovers who prefer a bit of extra kick in their favorite cigars seek out Cain for reliable construction and profound, earthy spices. Cain cigars are traditionally blended with a robust assortment of Nicaraguan ligero tobaccos which create rich, distinct flavors and command attention.

Average Customer Rating:  
★★★★☆ 4.75  
128 reviews

### CIGARS



**Cain**  
Price Per Cigar:  
**\$2.91 - \$9.67**

18 OPTIONS AVAILABLE

Strength: Full  
Country: Nicaragua  
Wrapper: Nicaraguan

★★★★☆ 57 Reviews

[read more](#)

[SHOP NOW](#)



**Cain Daytona**  
Price Per Cigar:  
**\$2.49 - \$8.20**

10 OPTIONS AVAILABLE

Strength: Medium  
Country: Nicaragua  
Wrapper: Habano

★★★★☆ 17 Reviews

[read more](#)

[SHOP NOW](#)



**Cain Nub**  
Price Per Cigar:  
**\$2.91 - \$7.46**

6 OPTIONS AVAILABLE

Strength: Full  
Country: Nicaragua  
Wrapper: Nicaraguan

★★★★☆ 11 Reviews

[read more](#)

[SHOP NOW](#)

### SAMPLERS



Niche brand

Customers are more experienced smokers, and tend to “geek out” about cigars

### 3) Answer query as completely as possible

**Cain Cigars**  
 Cain cigars are handcrafted by the Oliva Cigar Company in Nicaragua and are known for bold flavors and medium to full-bodied profiles that boast a lot of depth and density. Cigar lovers who prefer a bit of extra kick in their favorite cigars seek out Cain for reliable construction and profound, earthy spices. Cain cigars are traditionally blended with a robust assortment of Nicaraguan ligero tobaccos which create rich, distinct flavors and command attention.

Average Customer Rating: **4.75**  
 128 reviews

### CIGARS

 <p><b>Cain</b>              Price Per Cigar: <b>\$2.91 - \$9.67</b>              18 OPTIONS AVAILABLE</p> <p>Strength: Full              Country: Nicaragua              Wrapper: Nicaraguan</p> <p>★★★★★ 57 Reviews  <a href="#">read more</a></p> <p><a href="#">SHOP NOW</a></p>	 <p><b>Cain Daytona</b>              Price Per Cigar: <b>\$2.49 - \$8.20</b>              10 OPTIONS AVAILABLE</p> <p>Strength: Medium              Country: Nicaragua              Wrapper: Habano</p> <p>★★★★★ 17 Reviews  <a href="#">read more</a></p> <p><a href="#">SHOP NOW</a></p>	 <p><b>Cain Nub</b>              Price Per Cigar: <b>\$2.91 - \$7.46</b>              6 OPTIONS AVAILABLE</p> <p>Strength: Full              Country: Nicaragua              Wrapper: Nicaraguan</p> <p>★★★★★ 11 Reviews  <a href="#">read more</a></p> <p><a href="#">SHOP NOW</a></p>
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### SAMPLERS



### CAIN BRAND HISTORY

Cain Cigars is a brand manufactured and distributed by the Oliva Cigar Company in Esteli, Nicaragua. Following the successful launch of the Nub Cigars franchise, Oliva developed the Cain brand in 2009 to capture fans of more full-bodied cigars. The original Cain release was blended exclusively with Nicaraguan Ligero tobaccos, known for furnishing a particularly potent profile. To offset the potential harshness of an all-Ligero blend (branded as Straight Ligero), the tobaccos receive a triple fermentation, which lasts anywhere from several weeks to several months. Shortly after the debut of Cain, the company recognized the marketability of its younger brands and continued to develop both Cain and Nub under Studio Tobac, a division within Oliva comprised of a handful of the organization's longest-tenured employees and brand affiliates. The members of Studio Tobac interact with consumers and receive feedback while developing new products.

### CAIN BRAND OVERVIEW

Today Cain offers a concise but well-defined portfolio consisting of a distinct wrapper variety. Cain Daytona reflects the "Straight Ligero" formula of the original Cain, however, Daytona utilizes only Ligero tobaccos from the Jalapa region in Nicaragua, which bears a more approachable leaf. Known for its additional refinement, Cain Daytona delivers plenty of strength and spice, but does so in a medium-bodied profile with more accessibility and a Cuban-seed wrapper. Cain Maduro offers a succulent, earthy sweetness in conjunction with deep, zesty spices thanks to its chewy Maduro wrapper leaf. In keeping with the brand's customarily powerful core releases, Cain F debuted with an extra-hearty blend of Nicaraguan Ligero tobaccos specifically from Esteli, a region particularly noted for yielding a potent crop. The "F" in Cain F stands for "Forced Refined," as the cigar was designed to push the limits of strength, while retaining balance. Despite a somewhat polarizing tenacity in flavor and strength, Cain F received a 92-rating from *Cigar Aficionado* and continues to garner connoisseurs who prefer especially full-bodied cigars. Perhaps the most anticipated Cain cigar has been the release of Cain Nub, an iteration of the peppery Straight Ligero Cain blend in the short, stocky and wildly popular Nub formats. Additionally, each wrapper variety hailing from the Cain portfolio is reflected in the Cain Nub line extension. Many of the innovative concepts attributed to both the Cain and Nub brands were showcased during the Studio Tobac World Tour in 2012, which fueled demand and generated a positive initial reception from consumers.

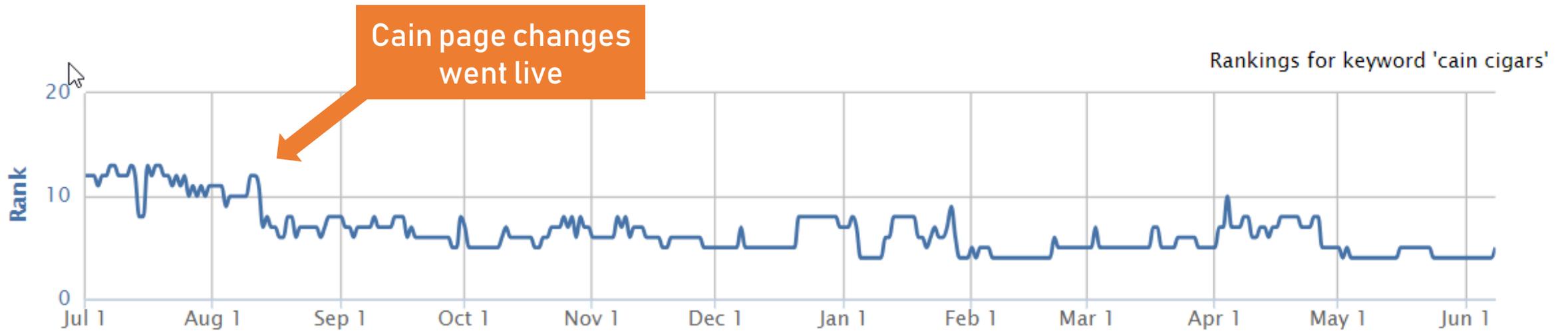
### RELATED ARTICLES

Shane K.  
30 Mar 2018

### STAFF REVIEWS

Cain

### Shop Top Cigar Brands:

## 4) Deliver the *type* of content that Google wants to rank

Google how to roll a cigar

All Videos Images Shopping News More Settings Tools

About 18,200,000 results (0.31 seconds)



Suggested clip · 55 seconds

How To Roll A Cigar With A Master Roller From H. Upmann - YouTube  
<https://www.youtube.com/watch?v=BY1t2rSOpEM>

About this result Feedback

People also ask

- Are cigars wrapped in tobacco leaves?
- How do they make a cigar?
- What is it called when you roll your own cigarettes?
- When did cigars come out?

Feedback

How To Roll A Cigar With A Master Roller From H. Upmann - YouTube  
<https://www.youtube.com/watch?v=BY1t2rSOpEM>  
Sep 17, 2013 · Uploaded by Havana Room  
so this leaf here that he's getting out is called a Capote and that's a binder leaf. they're going to remove the ...

Cuban master shows how to roll a cigar Old World style (pre-industrial ...  
[https://www.youtube.com/watch?v=H0hlu\\_Cv18I](https://www.youtube.com/watch?v=H0hlu_Cv18I)  
Apr 28, 2012 · Uploaded by Steve M  
Tim Torres, the little Cuban master tobacco blender, rolls a fat "birthday" cigar out of 50 year old tobacco using ...

How to Roll a Cigar - Cigar.com - YouTube  
<https://www.youtube.com/watch?v=pliQSI41eUA>  
Aug 28, 2015 · Uploaded by Cigar.com  
<http://www.cigar.com> Master Roller Jaime Rodriguez stops by the Cigar.com studio to show the proper method ...

Cigar rolling for beginners #1 - YouTube  
[https://www.youtube.com/watch?v=uj7xh09n\\_dM](https://www.youtube.com/watch?v=uj7xh09n_dM)  
Oct 12, 2009 · Uploaded by joelpack9  
This is a note that I am adding on September 20, 2011.....If you want to contact me send an email to ...

Rolling a Cigar - Instructables  
[www.instructables.com](http://www.instructables.com) > home > life-hacks  
Jan 28, 2011 - - Grab a clump of filler leaf and mush it into the shape of a small cigar. - Use the binder

Holy video!

# Foundational SEO tactics to consider in 2018

- 1) Make sure Google can crawl and index your site  
<https://goo.gl/wDGogQ>
- 2) Schema markup/structured data out the wazoo!
- 3) Invest in site speed and a mobile-friendly version of your site
- 4) Implement available in-SERP conversion opportunities, whenever possible: [Reserve with Google Integrations](#)

## Research areas

<input type="checkbox"/> Algorithms and Theory	279	<input type="checkbox"/> Information Retrieval and the Web	165	<input type="checkbox"/> Security, Privacy and Abuse Prevention	142
<input type="checkbox"/> Data Management	95	<input type="checkbox"/> Machine Intelligence	589	<input type="checkbox"/> Software Engineering	125
<input type="checkbox"/> Data Mining and Modeling	234	<input type="checkbox"/> Machine Perception	288	<input type="checkbox"/> Software Systems	193
<input type="checkbox"/> Distributed Systems and Parallel Computing	245	<input type="checkbox"/> Machine Translation	57	<input type="checkbox"/> Speech Processing	135
<input type="checkbox"/> Economics and Electronic Commerce	83	<input type="checkbox"/> Mobile Systems	72		
<input type="checkbox"/> Education Innovation	31	<input type="checkbox"/> Natural Language Processing	236		
<input type="checkbox"/> General Science	104	<input type="checkbox"/> Networking	124		
<input type="checkbox"/> Hardware and Architecture	65	<input type="checkbox"/> Quantum A.I.	24		
<input type="checkbox"/> Human-Computer Interaction and Visualization	214	<input type="checkbox"/> Robotics	20		

**Thousands of AI scientists**

## 6) Invest in CRO



### Life On Mars? [7"] [VINYL] by David Bowie (2013) - Maxi

**£6.99 Vinyl** ✓ Prime

Only 6 left in stock - order soon.

More buying choices - Vinyl

**£5.50** new (35 offers)

**£24.99** used (1 offer)

★★★★★ (26)

Eligible for FREE Super Saver Delivery.

Other Formats: Audio CD

**Music:** See all 968 items



Philadelphia

Jan 1 - Jan 31

1 guest

Room type ▾

Price range ▾

Instant Book ▾

More filters ▾



**Only 16% of listings are left for these dates.** We recommend booking a place soon.

# Scarcity

- **Simply put, people want more of those things they can have less of**
- **What does the other person stand to lose if they fail to consider your proposal?**

## 6) Invest in CRO



### Ikebana for All A-Line Midi Skirt in Saffron Floral

By ModCloth

\$65.00

★★★★★ 4.6 | 80 Reviews

*Mustard*



XXS XS S M L XL 1X 2X

3X 4X

*True To Size*

18881 




Review Snapshot

# Consensus

- Especially when they are uncertain, people will look to the actions and behaviors of others to determine their own.

## 6) Invest in CRO

### Alec Bradley 'Family Portrait' Monster Deal

[Be the first to review this product.](#)



No need to get dressed up in your Sunday best or pay an exorbitant sitting fee for this Family Portrait. Your pals at Holt's would never subject you to such nonsense.

Submitted for your humble consideration my fine, frugal friends is a 20-cigar award-winning compilation of Alec Bradley's finest and best-selling boomsticks courtesy of our dear friend and former '#1 Cigar of the Year' title holder, Alan Rubin. For a mere \$2.99 per cigar, a wallet-caressing, smile-inducing 55% off MSRP, you'll revel in crisp, medium to full-bodied notes of bittersweet cocoa, brown sugar, leather and creamy caramel. Say cheese!

#### Sampler includes:

- 5 - Alec Bradley Black Market Robusto (5.25 x 52)
- 5 - Alec Bradley Family Blend VR1 (5.5 x 50)
- 5 - Alec Bradley New York Six Two (5.25 x 52)
- 5 - Alec Bradley Nica Puro Robusto (5 x 50)



Product	Wishlist	Packing	Status	MSRP	Price	Qty	
Alec Bradley 'Family Portrait' Monster Deal		20 Cigars	In Stock	\$136.50	<b>\$59.95</b>	<input type="text"/>	<a href="#">Add To Cart</a>

[CHECKOUT](#)

# Anchoring Effect

- Describes the tendency to rely too heavily on the first piece of information offered (the "anchor") when making decisions.
- Occurs when individuals use an initial piece of information to make subsequent judgments.

# 2 Ways To Win in 2018 and Beyond:

1) Rank better for unbranded searches by optimizing for user experience

2 Create more branded searches

# CLOUD NATURAL LANGUAGE

Derive insights from unstructured text using Google machine learning

 TRY IT FREE

## Powerful Text Analysis

Google Cloud Natural Language reveals the structure and meaning of text by offering powerful machine learning models in an easy to use REST API. You can use it to **extract information** about people, places, events and much more, mentioned in text documents, news articles or blog posts. You can use it to **understand sentiment** about your product on social media or **parse intent** from customer conversations happening in a call center or a messaging app. You can **analyze text uploaded in your request** or integrate with your document storage on Google Cloud Storage.

<https://cloud.google.com/natural-language/>

# Try the API



Apple's iPad packs enough power to use multiple apps all at once. Work on your business plan while doing research on the web while making a FaceTime call to a colleague at the same time. It's even easier than it sounds.

**ANALYZE**

(Apple)<sub>3</sub>'s (iPad)<sub>2</sub> packs enough (power)<sub>1</sub> to use multiple (apps)<sub>4</sub> all at once. (Work)<sub>7</sub> on your (business plan)<sub>5</sub> while doing (research)<sub>6</sub> on the (web)<sub>8</sub> while making a (FaceTime)<sub>9</sub> (call)<sub>10</sub> to a (colleague)<sub>11</sub> at the same time. It's even easier than it sounds.

1. power

OTHER

Sentiment: Score 0.2 Magnitude 0.2  
Saliency: 0.30

2. iPad

CONSUMER GOOD

Sentiment: Score 0 Magnitude 0  
[Wikipedia Article](#)  
Saliency: 0.19

3. Apple

ORGANIZATION

Sentiment: Score 0.2 Magnitude 0.2  
[Wikipedia Article](#)  
Saliency: 0.19

4. apps

CONSUMER GOOD

Sentiment: Score 0.9 Magnitude 0.9  
Saliency: 0.12

5. business plan

OTHER

Sentiment: Score 0 Magnitude 0  
Saliency: 0.04

6. research

OTHER

Sentiment: Score 0 Magnitude 0  
Saliency: 0.04



## Try the API



Apple's iPad packs enough power to use multiple apps all at once. Work on your business plan while doing research on the web while making a FaceTime call to a colleague at the same time. It's even easier than it sounds.

**ANALYZE**

Entities	Sentiment	Syntax	Categories
			<p><b>/Computers &amp; Electronics/Consumer Electronics</b> Confidence: 0.78</p>
			<p><b>/Computers &amp; Electronics/Computer Hardware</b> Confidence: 0.74</p>
			<p><b>/Computers &amp; Electronics/Software/Business &amp; Productivity Software</b> Confidence: 0.57</p>
			<p><b>/Internet &amp; Telecom/Mobile &amp; Wireless</b> Confidence: 0.55</p>
			<p><b>/Business &amp; Industrial</b> Confidence: 0.53</p>



# How to create specific searches for your brand/product:

- 1) Understand existing market demand
- 2) Make your brand visible at the right time to the right people
- 3) Help your customers advocate for you
- 4) Build amplification into your product

● Tablet computer  
Computer

● iPad  
Search term

● Amazon Kindle  
Computer

+ Add comparison

United States ▼

2004 - present ▼

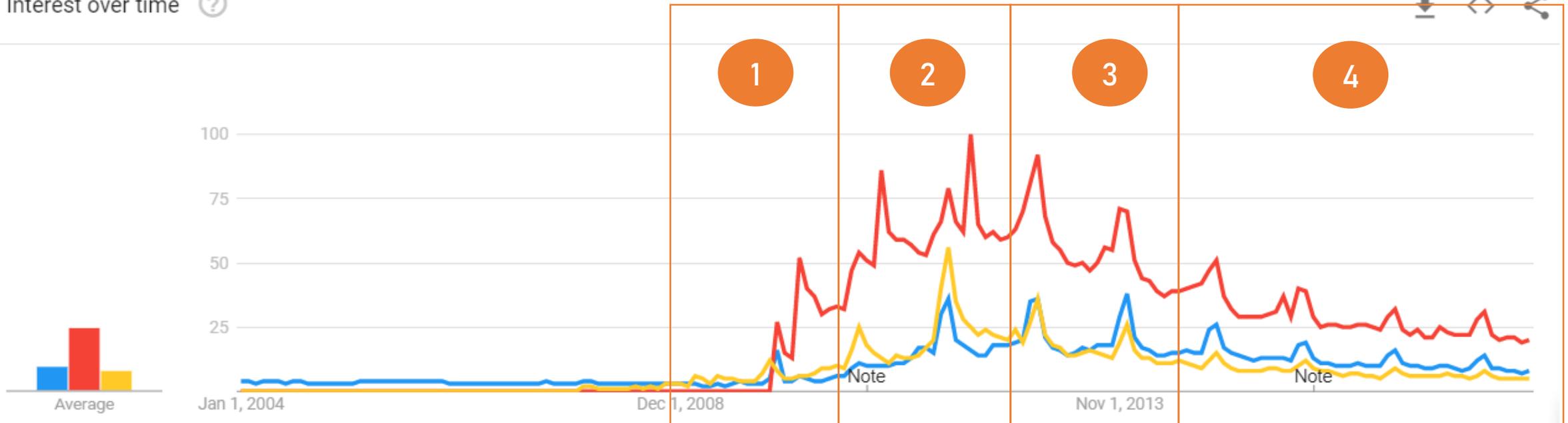
All categories ▼

Web Search ▼

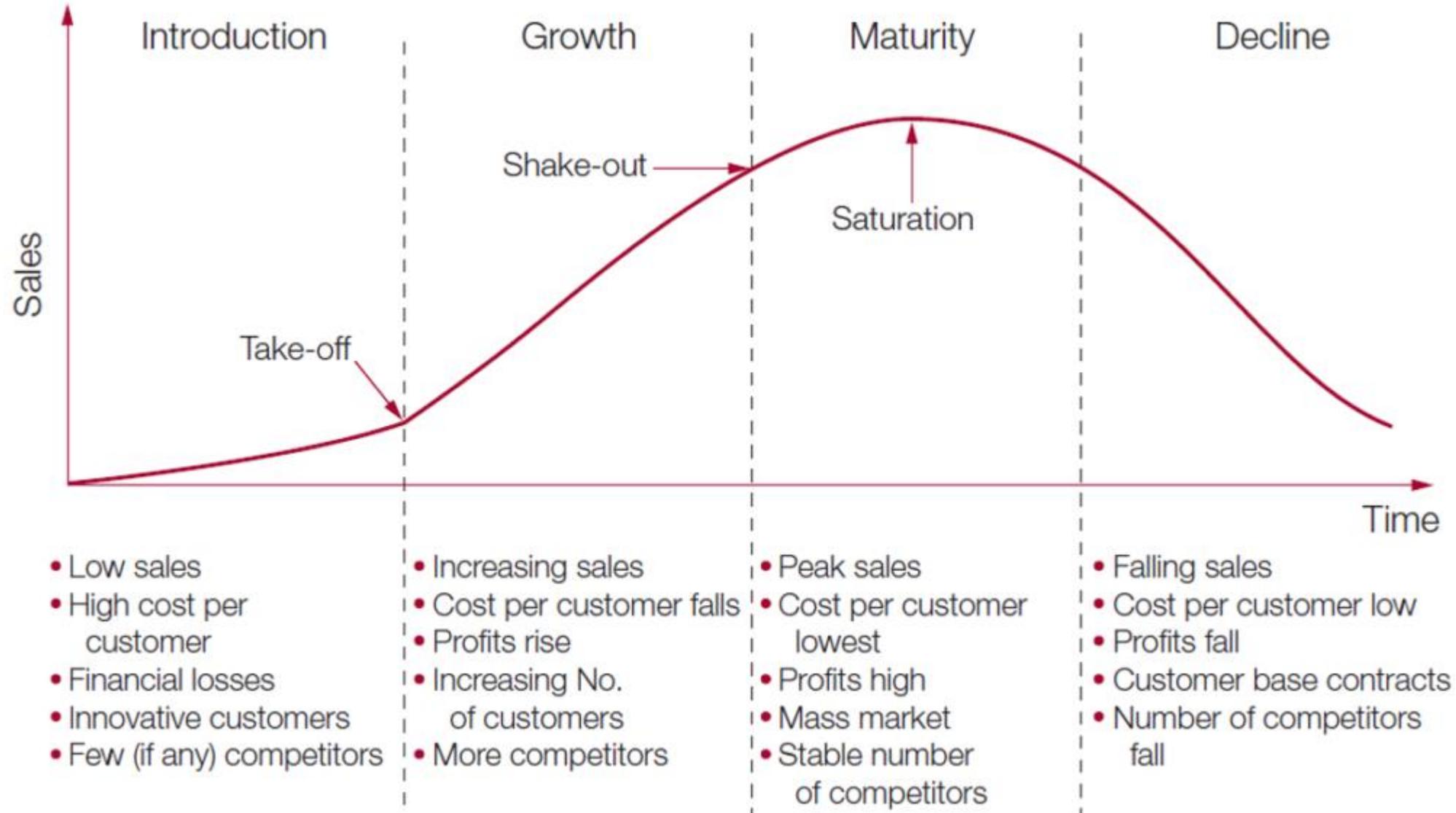
! **Note:** This comparison contains both Search terms and Topics, which are measured differently.

[LEARN MORE](#)

Interest over time ?



## The 4 Life Cycle Stages and their Marketing Implications



[image](#)

**Where's your product/service?**

**How should you be marketing it online?**

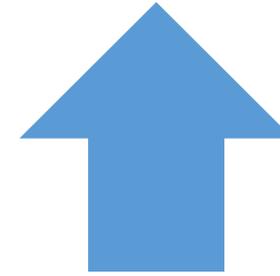
	<b>Product Life Cycle Stage</b>			
	<b>Introduction</b>	<b>Growth</b>	<b>Maturity</b>	<b>Decline</b>
<b>Marketing emphasis</b>	Create product awareness Encourage product trial	Establish high market share	Fight off competition Generate profits	Minimize marketing expenditure
<b>Promotional strategy</b>	Advertising and sales promotion to end-users and dealers	Mass media advertising establish brand image	Emphasize brand strengths to different segments	Minimal level to retain loyal customers

[image](#)

**Substitutes:**



**PRICE**

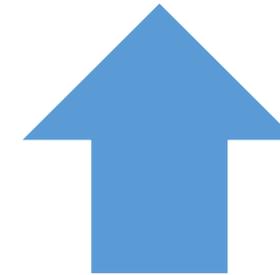


**DEMAND**

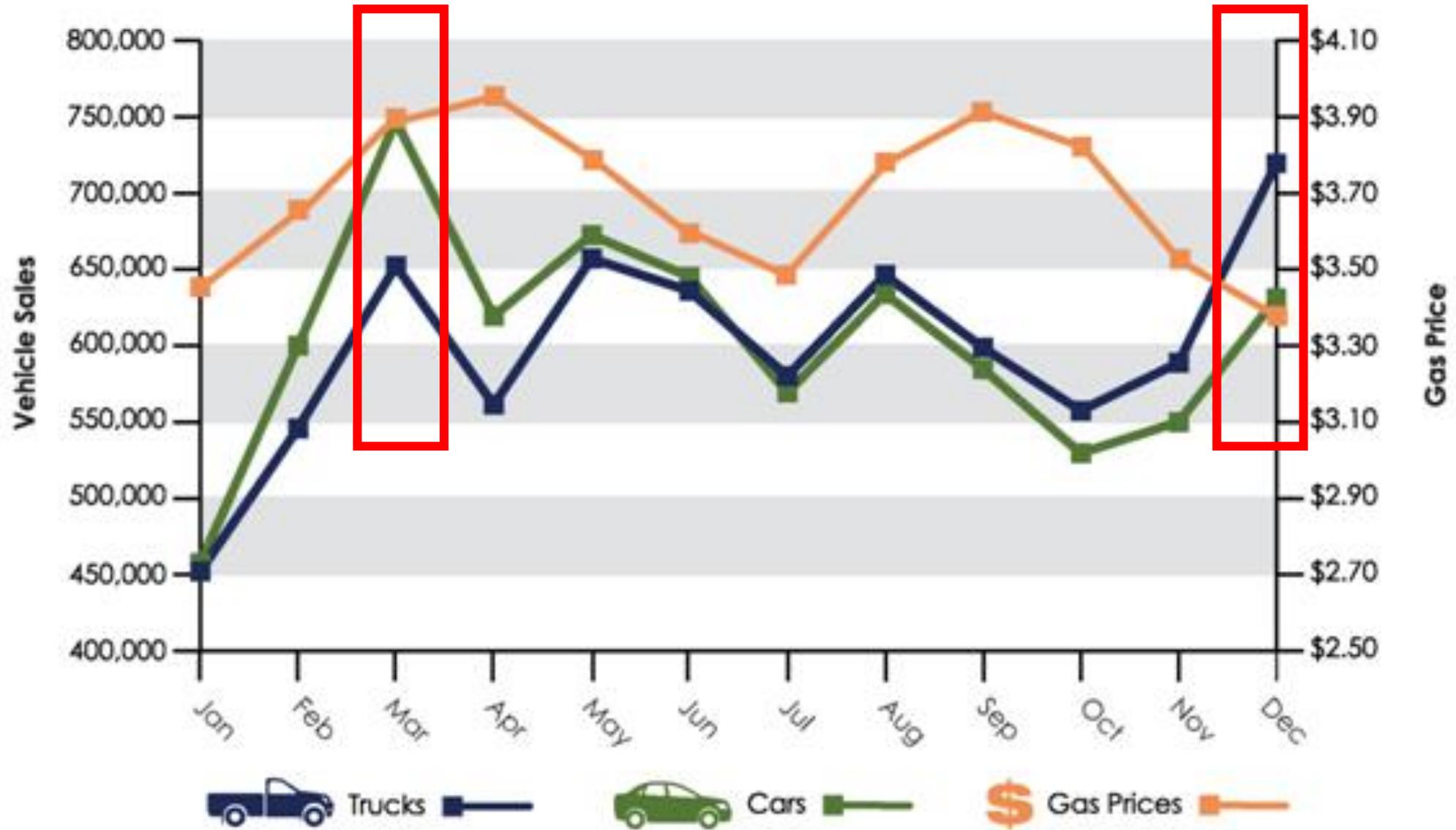
**Complements:**



**PRICE**



**DEMAND**



Source: Ward's Automotive Reports and U.S. Energy Information Administration

# DESKTOP HUMIDORS

A cigar lover's abode is simply incomplete without a quality desktop humididor. Keep a deep inventory of cigars on hand in optimal conditions at all times. The key to amassing a great cigar collection is keeping your stash fresh at the perfect temperature and humidity. Whether you're shopping for yourself or for a gift, our tremendous variety of desktop humididors offers a number of size and finish options designed to satisfy your budget. Pick out a reliable desktop humididor from Holt's today.

Sort By: Alphabetical A-Z ▾

Results per page: 12 Items ▾



**Artisan Champagne Humidor**

Only:

**\$29.95**

★★★★★ 8 Reviews

SHOP NOW



**Artisan Hamilton Humidor**

Only:

**\$29.95**

★★★★★ 5 Reviews

SHOP NOW



**Artisan Outlaw Humidor**

Only:

**\$29.95**

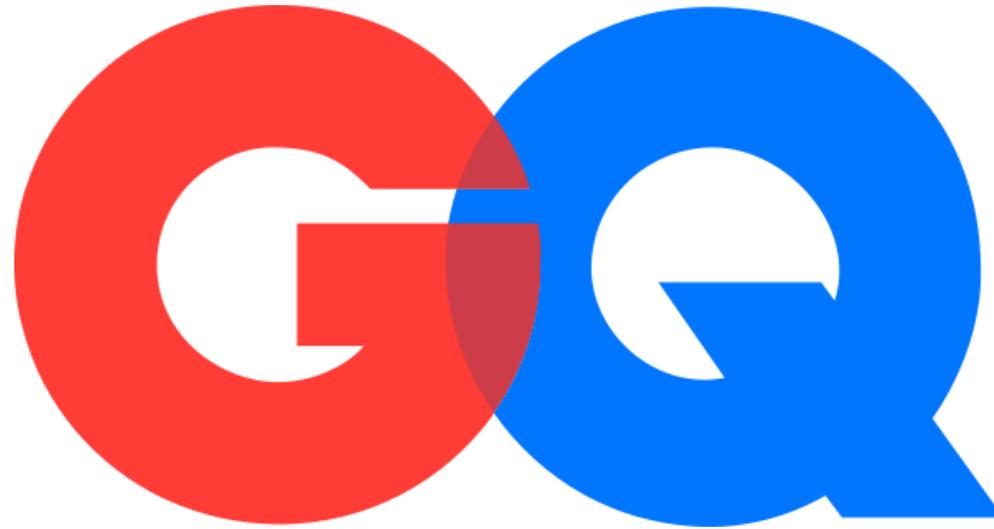
★★★★☆ 4 Reviews

SHOP NOW

## Get ahead of customer queries by asking yourself:

- 1) Will a change in the price of my product significantly affect search demand for it?
- 2) Will an increase in the “quality” of my product increase search demand for it?
- 3) How does seasonality effect search interest for my product?
- 4) Do customers in my industry tend have a “herd mentality” or follow the sentiment of the majority? E.g. housing market, bitcoin, etc.?

**2) Make your brand visible at the right time, to the right people**



- 1x native article
- 1x email
- 1x Instagram post

=

**\$105,000**

# THRILLIST

- 1x native article
  - 1x email
  - 1x Instagram post
- = \$90,000



## ANNOUNCEMENTS

[Posting Rules!](#)[Cigar Recommendations](#)[March AOTM: /u/omoplataOplomo](#)[Current Contests](#)[HERFs & Meetups](#)[/r/cigars Instagrammers](#)

**PLEASE NOTE: New Reddit TOS only allow Tobacco acquisitions through Licensed Retailers. Do not ask for or link to sites for peer to peer transactions**

contests

view

history

talk

### Current Contests

NO CURRENT CONTESTS DUE TO REDDIT TOS

### Past Contests

- [Smoke in the Snow Contest](#) ends February 18
- [New Year, New Hobby](#) ends January 31.
- [Show me how you handle your wood](#) ends January 31.
- [Cigar Photography](#) ends January 31.
- [Fish Sticks! Contest](#) ends January 31.
- [Dapper Steve's Stash Contest](#) ends January 21.
- [Post a cigar you got as a gift](#) ends ?
- [Guess How Many Cigars](#) ends December 31.
- [Donate to fight NF and NF2](#) ends December 31.
- [8 Crazy Nights \(cigar reviews\)](#) ends December 31.

# cigars

subscribe

51,365 Cigar Aficionados



329 Cigar Aficionados Here Now



Dedicated to the wonderful world of cigars - including reviews, news, and general merriment.

THURSDAY, DECEMBER 8, 2016

Need a holiday gift for cigar smokers + GIVEAWAY!



Its that time of year again, where people are constantly trying to figure out what to buy for the cigar smoker in their life. Spoiler alert - this one should absolutely be a no brainer! Buy them a trip to Cuba! Or maybe Nicaragua! Or how about an all around the world smoking trip?!

Okay so lets be realistic. The holidays are almost here and there is no way you can just drop a chunk of change on a trip to Cuba (or another wonderful cigar smoking location) without causing some financial questions to arise. But that doesn't mean that you cant at

## Contest: Win a set of Holt's Cigar Company Beer Mugs

TOPICS: Beer Beer Mugs Contest Contests Father's Day Father's Day Gifts Giveaway Glassware

Holt's Cigar Company Holts Mugs



• 23x native articles = \$940???

# Users From Referral Traffic

Users VS. Select a metric

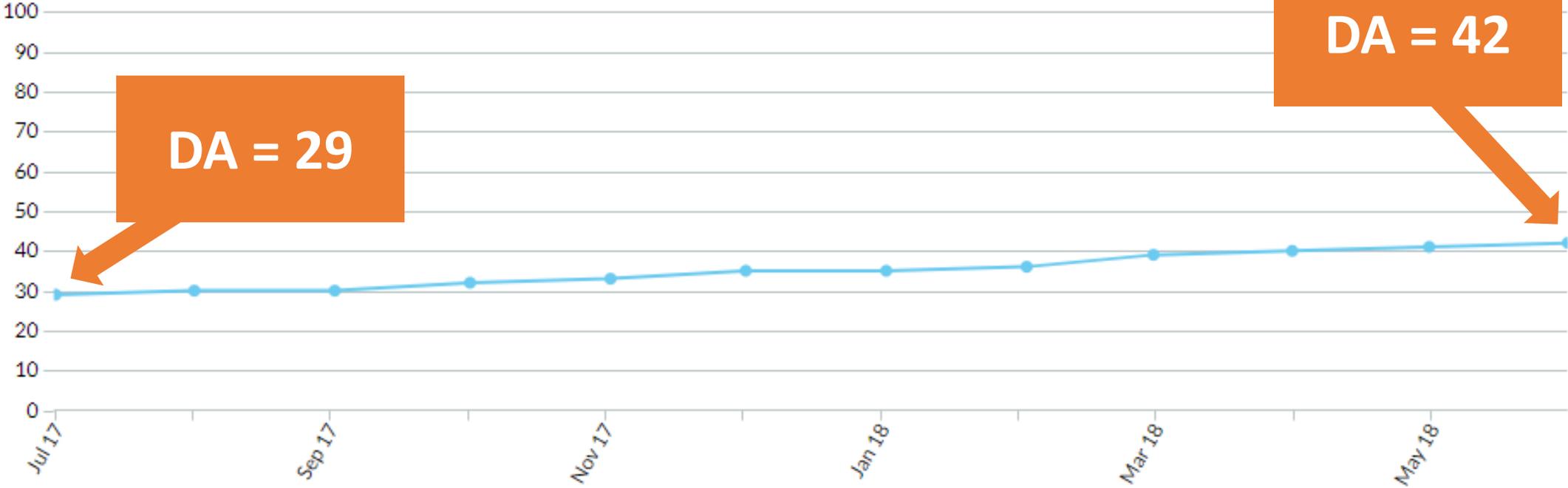
● Users



Started campaign

# Metrics over time [↗](#)

Domain Authority  Page Authority  Linking Domains



**3) Help your customers advocate for you**

1:01

cheapestnatotraps

6,475 posts 50.4K followers 460 following

[Follow](#)

cheapestnatotraps.com  
Jewelry/Watches  
Online store with the worlds largest collection of top quality watch straps. Order from:  
[www.cheapestnatotraps.com/](http://www.cheapestnatotraps.com/)  
Stockholm, Sweden

[Email](#) [Directions](#)

A grid of 12 images showing various watch straps and watches. The straps are in various colors and materials, including leather, fabric, and metal. Some images show watches with the straps attached, while others show just the straps.

1:01

cheapestnatotraps

A grid of 12 images showing various watch straps and watches. The straps are in various colors and materials, including leather, fabric, and metal. Some images show watches with the straps attached, while others show just the straps.

1:01

cheapestnatotraps

A grid of 12 images showing various watch straps and watches. The straps are in various colors and materials, including leather, fabric, and metal. Some images show watches with the straps attached, while others show just the straps.

● cheapest nato straps  
Search term

● cheap watch straps  
Search term

+ Add comparison

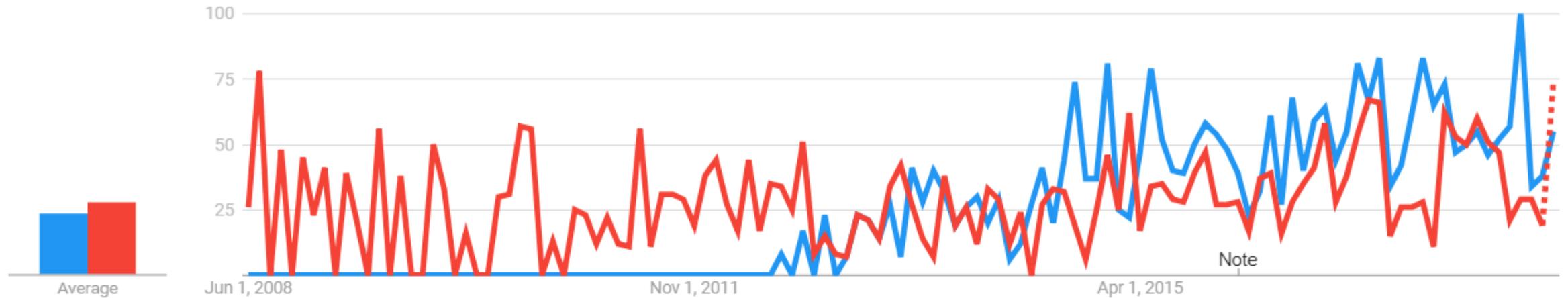
Worldwide ▾

5/10/08 - 6/10/18 ▾

All categories ▾

Web Search ▾

Interest over time (?)



**4) Build amplification into your product**



## Get up to 16 GB free space by inviting your friends to Dropbox!

For every friend who joins and installs Dropbox on their computer, we'll give you both 500 MB of bonus space (up to a limit of 16 GB)!  
If you need even more space, [upgrade your account](#)



 **Invite your Gmail contacts**

OR

 **Send**

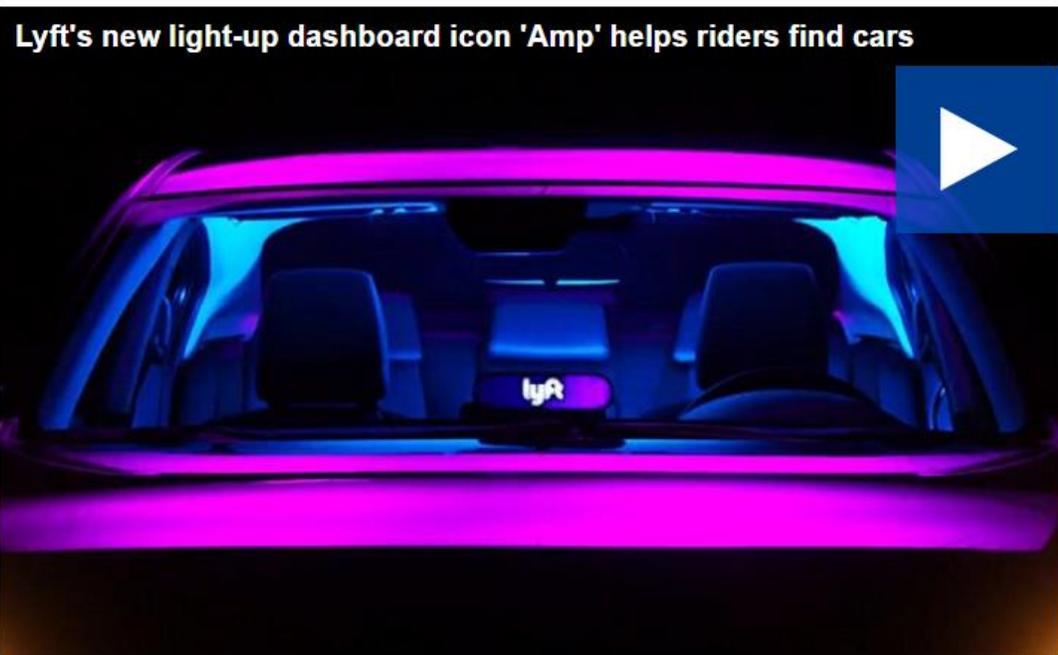
 We won't store your password and your contacts are secure.

**100k -> 4mm users in 15 months!**



## MOST RECENT

Lyft's new light-up dashboard icon 'Amp' helps riders find cars



0:00 / 0:41

Facebook Twitter Email Share Link Code Settings Full Screen

Lyft's new light-up dashboard icon 'Amp' helps riders find cars



“Organize the world’s information and make it universally accessible and useful.”

Year: ????

Since the beginning, our goal has been to develop services that significantly improve the lives of as many people as possible.

Not just for some. For everyone.