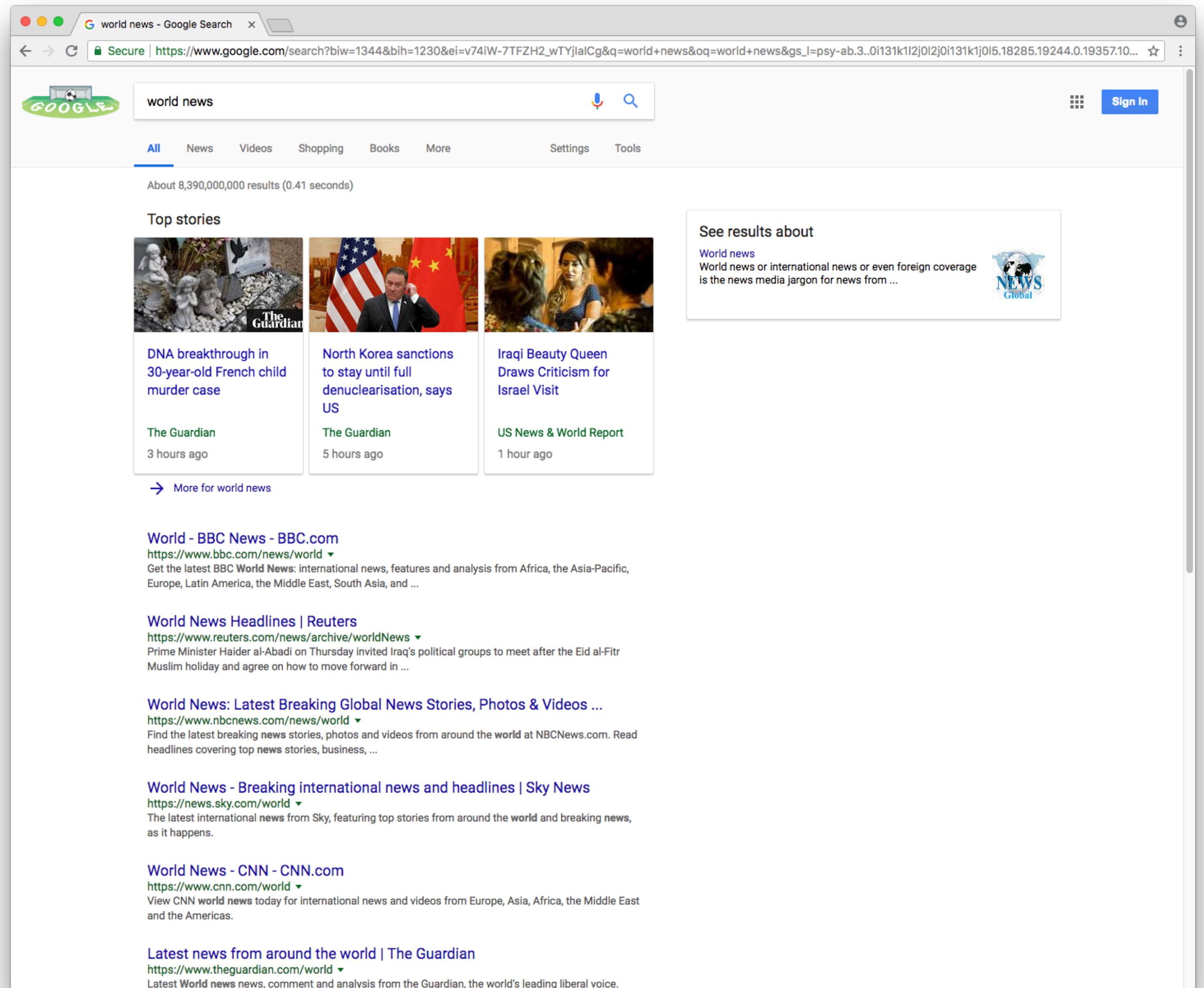


# **SERP Analysis for Content Strategy**

Ross Hudgens, Founder/CEO

Every  
Search  
Engine  
Result  
Page  
tells a **story.**




A story of  
competitiveness,  
of need, of  
semantic fit.

world news

All News Videos Shopping Books More Settings Tools

About 8,390,000,000 results (0.41 seconds)


Top stories



The Guardian


[DNA breakthrough in 30-year-old French child murder case](#)

The Guardian  
3 hours ago



North Korea sanctions to stay until full denuclearisation, says US

The Guardian  
5 hours ago



Iraqi Beauty Queen Draws Criticism for Israel Visit

US News & World Report  
1 hour ago

→ More for world news

Content marketing should align to  
the **SERP**, in order to best match  
every intent.



**How about  
“how to tie a tie”?**

## Videos



How to tie a tie - Quick and Easy

Math Meeting  
YouTube - Sep 13, 2012



How to Tie a Tie | Windsor (aka Full Windsor or Double Windsor) | For ...

defragmenteur  
YouTube - Jul 19, 2015



How to Tie a Tie (Mirrored / Slowly) - Full Windsor Knot

tiehole  
YouTube - Jul 28, 2010



### How To Tie A Windsor Knot | Ties.com

<https://www.ties.com/how-to-tie-a-tie/windsor> ▼

The Windsor Knot Tying Instructions. Start with the wide end of the tie on the right and the small end on the left. Wide end over the small end to the left. Up into the neck loop from underneath. Down to the left. Around the back of the small end to the right. Up to the center, towards neck loop.

[How To Tie A Simple Knot](#) · [Half-Windsor](#) · ["Double Windsor" knot](#)

### How To Tie A Simple Knot (Oriental Knot) | Ties.com

<https://www.ties.com/how-to-tie-a-tie/simple> ▼

The Simple Knot (Oriental Knot) Tying Instructions. Start with the backside of the tie facing away from you, the wide end is on the right and the small end is on the left. Wide end under the small end to the left. Across the small end to the right. Up into the neck loop from underneath.

### How to Tie a Half Windsor Knot | The Tie Bar

<https://www.thetiebar.com/how-to-tie/half-windsor> ▼

Step 01. The wide end "A" should extend about 12 inches below narrow end "B". Cross wide end "A" over narrow end "B". [How To Tie A Half Windsor](#) ...

### The Simple Knot (Oriental Knot) Tying Instructions



1. Start with the backside of the tie facing away from you, the wide end is on the right and the small end is on the left. ...
2. Wide end under the small end to the left.
3. Across the small end to the right.
4. Up into the neck loop from underneath.

More items...

### How To Tie A Simple Knot (Oriental Knot) | Ties.com

<https://www.ties.com/how-to-tie-a-tie/simple>

easy

hot

best

cool

[? About this result](#) [Feedback](#)

### People also ask

How do I tie a tie step by step? ▼

How do you tie a tie video? ▼

How do you tie a half Windsor? ▼

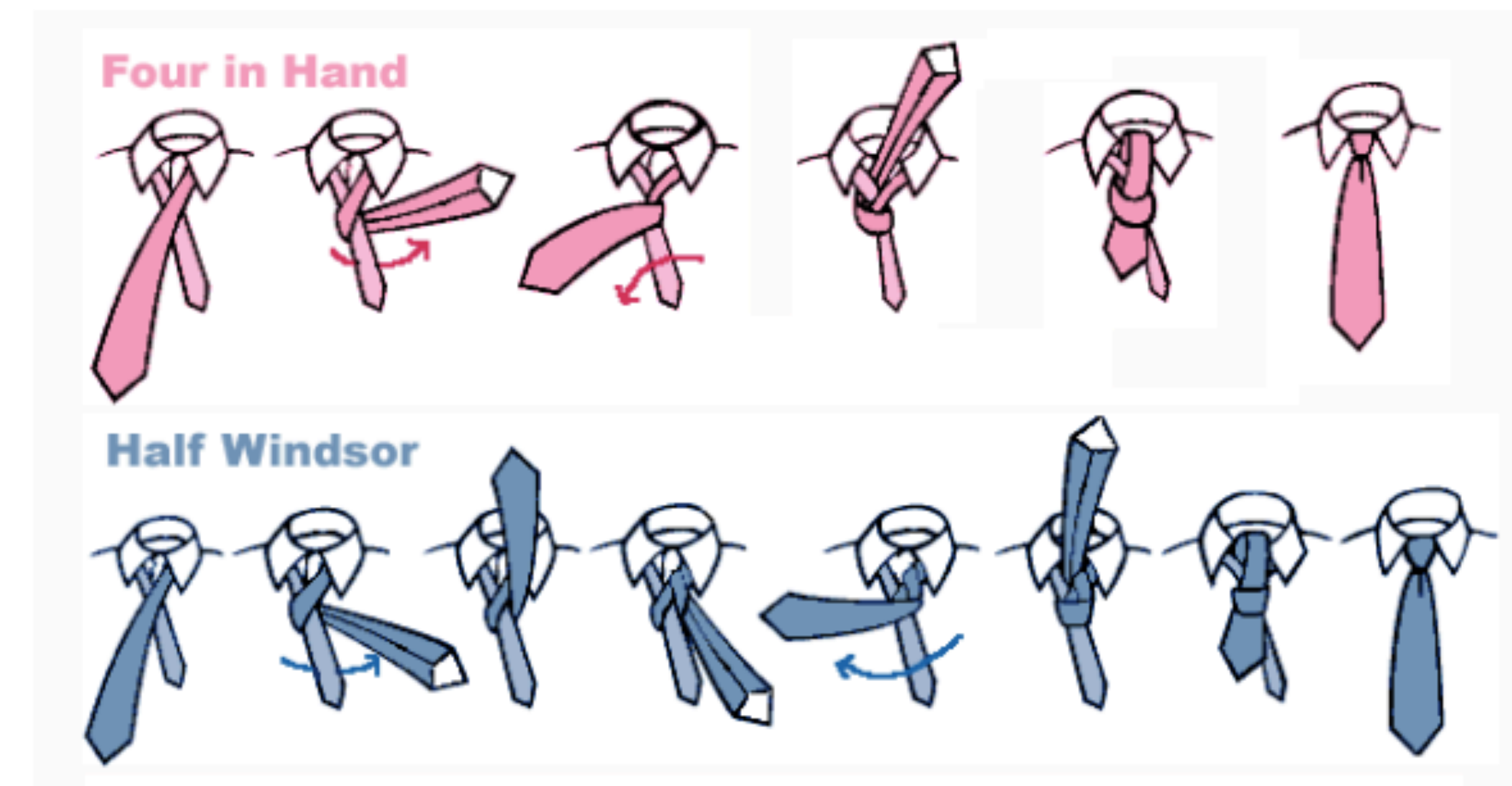
What is the easiest way to tie a tie? ▼

[Feedback](#)

One way of  
doing it... write  
a basic blog  
post... but use  
**illustrations.**

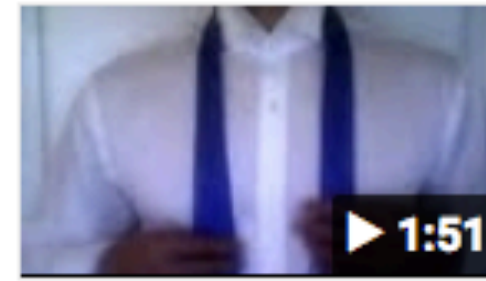
## How to Tie a Tie – The Classics

There are basically four tie knots that can be classified as the classics, namely the Four in Hand, Half Windsor, Full Windsor and the Shell Knot. I will describe how to tie them individually in this post as well, but feel free to copy the following diagram to your computer, print it and put it up on your wall or memorize it if you like.



Another...  
video.

### How to tie a tie - Quick and Easy - YouTube



<https://www.youtube.com/watch?v=9BMhFmNzw-o> ▾

Sep 13, 2012 - Uploaded by Math Meeting

**How to tie a tie**, a step by step explanation. Learn the quickest and most popular method to tie a tie, the four ...

### How to Tie a Tie | Windsor (aka Full Windsor or Double Windsor) | For ...

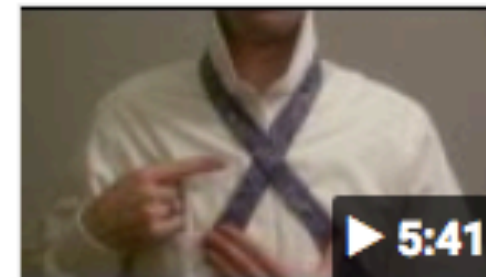


<https://www.youtube.com/watch?v=HXJx8j7JpKY> ▾

Jul 19, 2015 - Uploaded by defragmenteur

**How to tie a tie** - easy and quick, step by step. The Windsor (aka Double Windsor, Full Windsor) is a popular ...

### How to Tie a Tie (Mirrored / Slowly) - Full Windsor Knot - YouTube

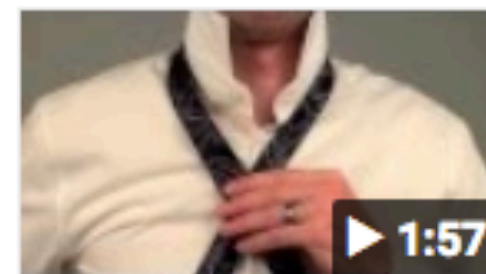


<https://www.youtube.com/watch?v=xAg7z6u4NE8> ▾

Jul 28, 2010 - Uploaded by tiehole

**How to tie a tie** step by step tutorial. If you want quick and easy you can use the gear icon to adjust the settings ...

### How to tie a tie in 10 seconds - YouTube

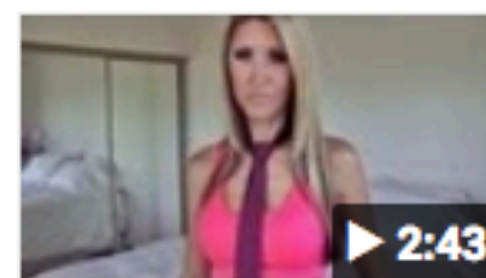


<https://www.youtube.com/watch?v=4nMtWqA4Zyw> ▾

Jun 15, 2014 - Uploaded by tiehole

**How to tie a tie** fast and easy. No tricks. Just tie the tie using a "simple knot" (aka "four in hand knot" ...

### How To Tie a Tie: Half Windsor - YouTube



<https://www.youtube.com/watch?v=JuOgaFnpTB0> ▾

Aug 13, 2011 - Uploaded by Christine Kobzeff

**How-To Tie a Tie: Half Windsor**, Easy Step By Step Instructions. The Half Windsor knot provides a professional ...



Both of  
these content  
types rank.

### How To Tie A Simple Knot (Oriental Knot) | Ties.com

<https://www.ties.com/how-to-tie-a-tie/simple> ▼

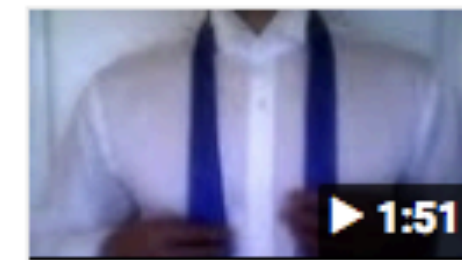
The Simple Knot (Oriental Knot) Tying Instructions. Start with the backside of the tie facing away from you, the wide end is on the right and the small end is on the left. Wide end under the small end to the left. Across the small end to the right. Up into the neck loop from underneath.

### How to Tie a Half Windsor Knot | The Tie Bar

<https://www.thetiebar.com/how-to-tie/half-windsor> ▼

Step 01. The wide end "A" should extend about 12 inches below narrow end "B". Cross wide end "A" over narrow end "B". **How To Tie A Half Windsor ...**

### How to tie a tie - Quick and Easy - YouTube



<https://www.youtube.com/watch?v=9BMhFmNzw-o> ▼

Sep 13, 2012 - Uploaded by Math Meeting

**How to tie a tie**, a step by step explanation. Learn the quickest and most popular method to tie a tie, the four ...

### Instructions on How to Tie a Four-in-hand Knot - To Tie A Tie.com

<https://www.totieatie.com/four-in-hand.asp> ▼

The four-in-hand knot is the easiest to learn among the four most commonly used tie knots (the four-in-hand knot, the half-Windsor knot, the Windsor knot and the ...

### Images for how to tie a tie



→ More images for how to tie a tie

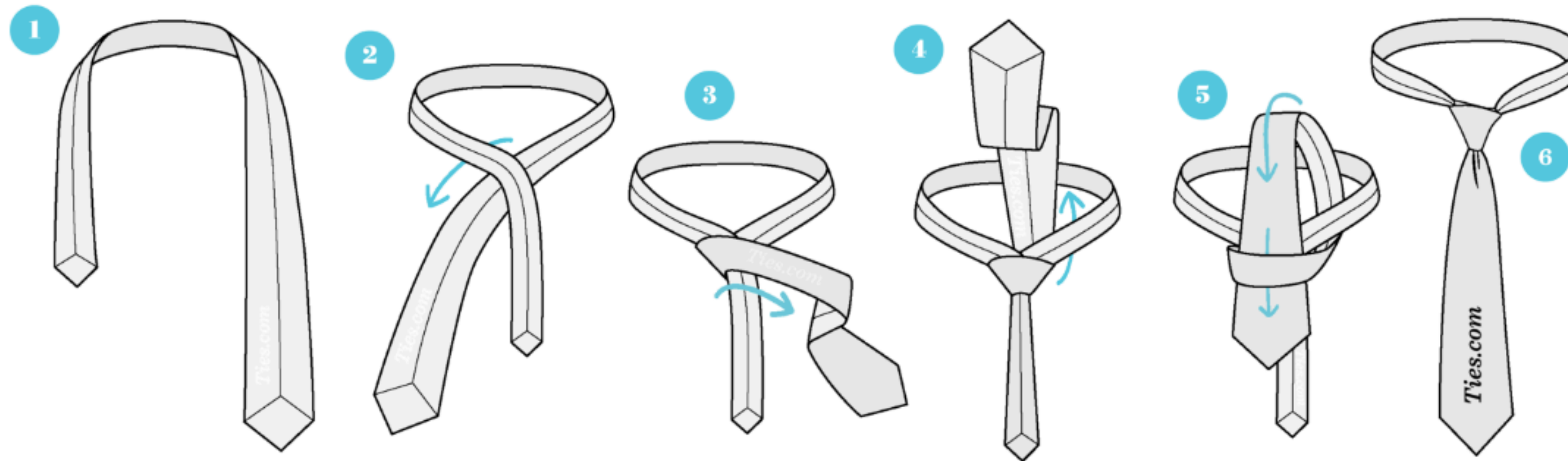
Report images

That said, who wins?  
Those that do it all... **quickly.**

# How to Tie the Simple Knot (Oriental Knot)



## The Simple Knot (Oriental Knot) Tying Instructions



4. Up into the neck loop from underneath.

5. Down through the loop you've just made in the front.

6. Pull down on the wide end to tighten. Slide the knot up to adjust.

the right and the small end  
button (this will vary  
the active (wide) end.

## **Takeaway:**

You can't guarantee SERP success unless you have content that maps to each of the elements the SERP is showing you.



**How about  
“flower quotes”?**



flower quotes



All

Images

Shopping

Videos

News

More

Settings

Tools

About 557,000,000 results (0.25 seconds)

### Flower Quotes

- Just living is not enough... ..
- Happiness radiates like the fragrance from a **flower** and draws all good things towards you. ...
- A **flower** cannot blossom without sunshine, and man cannot live without love. ...
- Every **flower** is a soul blossoming in nature. ...
- Be honest, be nice, be a **flower** not a weed.

More items...

### Flower Quotes - BrainyQuote

<https://www.brainyquote.com/topics/flower>



On the surface, this seems like a SERP that would want text or a list of quotes.

Look a little deeper, and you'll see people actually want **images**.

### Flower Quotes

- Just living is not enough... ..
- Happiness radiates like the fragrance from a **flower** and draws all good things towards you. ...
- A **flower** cannot blossom without sunshine, and man cannot live without love. ...
- Every **flower** is a soul blossoming in nature. ...
- Be honest, be nice, be a **flower** not a weed.

More items...

Flower Quotes - BrainyQuote

<https://www.brainyquote.com/topics/flower>



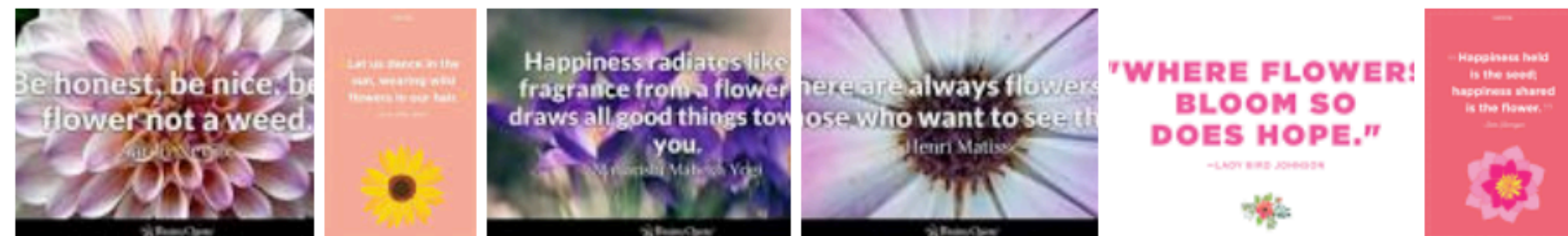
[?](#) About this result [!](#) Feedback

### Flower Quotes - BrainyQuote

<https://www.brainyquote.com/topics/flower> ▼

**Flower Quotes.** Just living is not enough... Happiness radiates like the fragrance from a **flower** and draws all good things towards you. A **flower** cannot blossom without sunshine, and man cannot live without love. Every **flower** is a soul blossoming in nature. Be honest, be nice, be a **flower** not a weed. Happiness radiates like the · Be honest, be nice, be a flower ...

### Images for flower quotes



→ [More images for flower quotes](#)

[Report images](#)



Feature higher up on the SERP

=

higher priority/  
importance on  
the post.

### Flower Quotes

- Just living is not enough... ..
- Happiness radiates like the fragrance from a **flower** and draws all good things towards you. ...
- A **flower** cannot blossom without sunshine, and man cannot live without love. ...
- Every **flower** is a soul blossoming in nature. ...
- Be honest, be nice, be a **flower** not a weed.

More items...

Flower Quotes - BrainyQuote

<https://www.brainyquote.com/topics/flower>



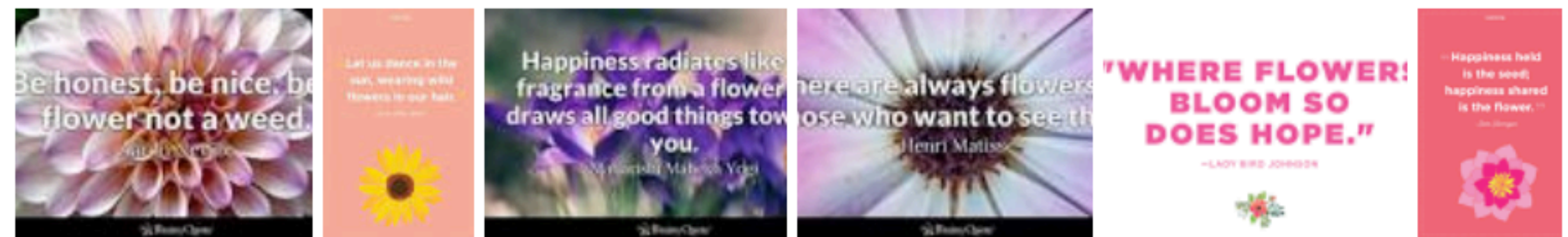
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### Flower Quotes - BrainyQuote

<https://www.brainyquote.com/topics/flower> ▼

**Flower Quotes.** Just living is not enough... Happiness radiates like the fragrance from a **flower** and draws all good things towards you. A **flower** cannot blossom without sunshine, and man cannot live without love. Every **flower** is a soul blossoming in nature. Be honest, be nice, be a **flower** not a weed. Happiness radiates like the · Be honest, be nice, be a flower ...

### Images for flower quotes



→ More images for flower quotes

Report images

BrainyQuote and Google both show “images” of things people want to share.



Home Authors Topics Quote Of The Day Pictures

search



Authors: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z | Follow Us:

Just living is not enough... one must have sunshine, freedom, and a little flower.

*Hans Christian Andersen*



Flower Quotes



Popular Topics ▾

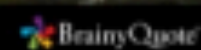
Popular Authors ▾

More ▾



Just living is not enough... one must have sunshine, freedom, and a little flower.

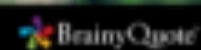
*Hans Christian Andersen*



Just living is not enough... one must have sunshine, freedom, and a little flower.

Happiness radiates like the fragrance from a flower and draws all good things towards you.

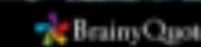
*Maharishi Mahesh Yogi*



Happiness radiates like the fragrance from a flower and draws all good things towards

Every flower is a soul blossoming in nature.

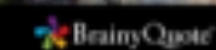
*Gerard De Nerval*



Every flower is a soul blossoming in nature.

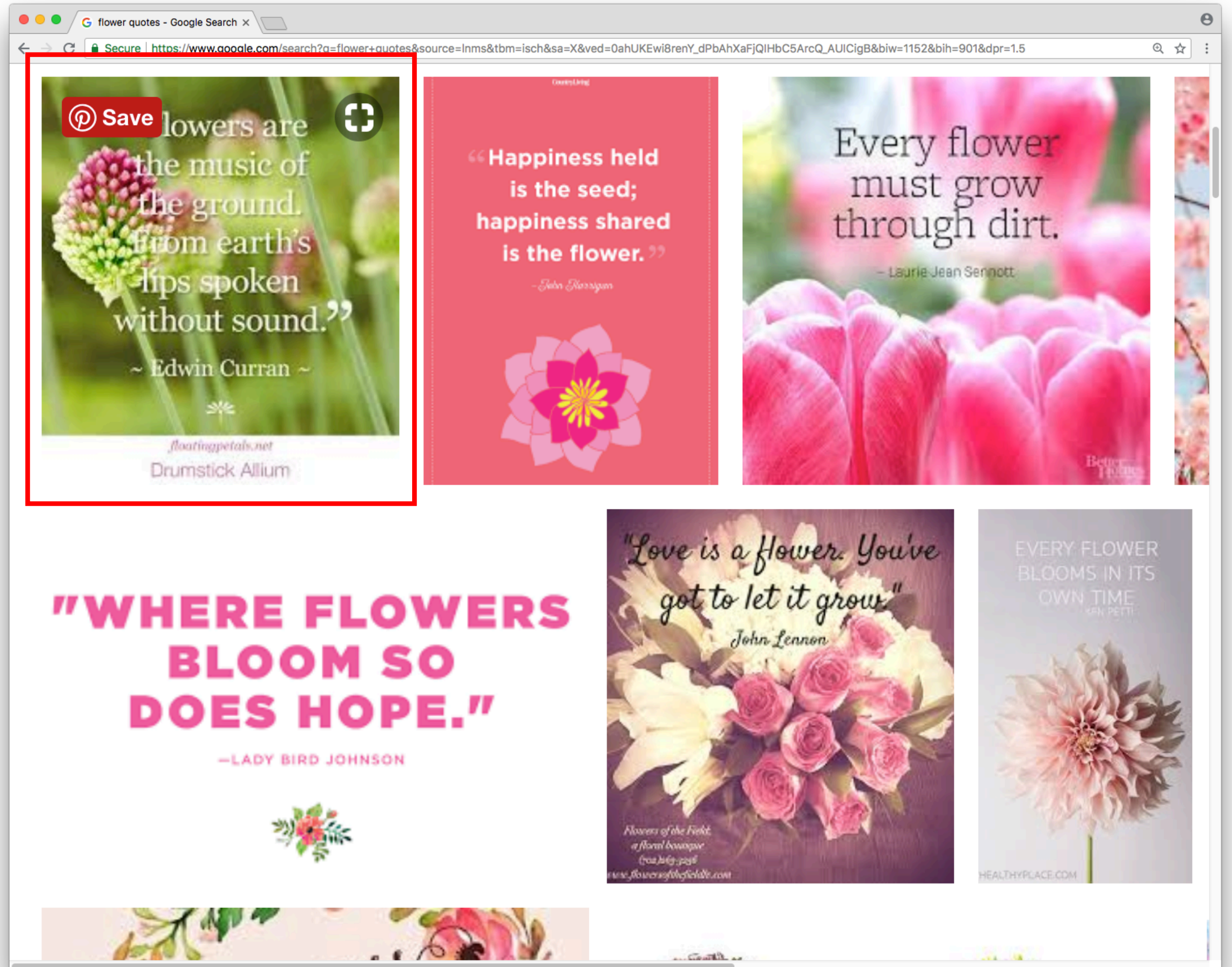
A flower cannot blossom without sunshine, and man cannot live without love.

*Max Müller*

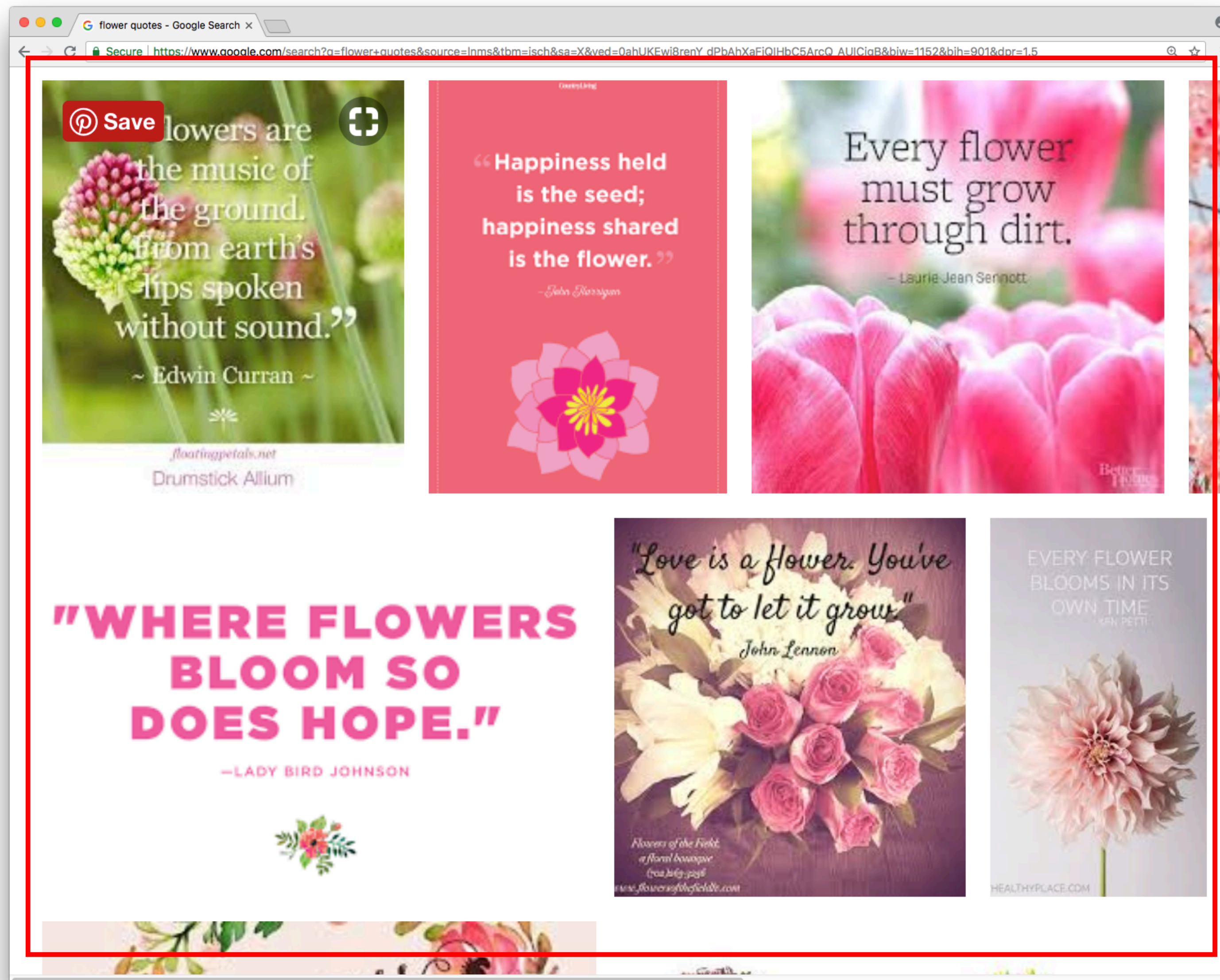


A flower cannot blossom without sunshine, and man cannot live without love.

If you don't  
create sharable  
images of things  
people can pin,  
**you'll lose.**



And not just  
one... many.



## **Takeaway:**

Proximity to the top of the page  
**(not counting ads)** means higher  
importance that be included/be great.



**How about  
“best headphones”?**

## The best headphones 2018: Our pick of the best of the best | TechRadar

<https://www.techradar.com/news/audio/portable-audio/best-headphones-1280340> ▼

May 9, 2018 - **Best Headphones** Buying Guide: Welcome to TechRadar's round-up of the **best headphones** you can buy on any budget in 2018. We've all ...

Our pick of the best of the best · Oppo PM-3 · AKG K92 · Grado SR60e

### Top stories

#### Audeze's ambitious Mobius is more than a gaming head

Engadget · 1 day ago

#### The best headphones for running

myfox47 · 1 day ago

#### 9to5Toys Lunch Break: 9.7-inch iPad 128GB \$329, Audi Bluetooth Headphones \$200, Nokia Steel HR \$115 ...

9to5Mac · 4 hours ago

→ [More for best headphones](#)

## The Best Headphones of 2018 | Digital Trends

<https://www.digitaltrends.com/home-theater/best-headphones/> ▼

3 days ago - The best. Why you should buy them: Beautiful **wireless sound**, plush **comfort**, and excellent **noise-cancelling**. The **Sony WH-1000XM2 wireless** headphones are the ultimate blend of **noise-cancelling**, over-ear **comfort**, and superior **wireless sound**.

## Best Headphones for 2018 - CNET

<https://www.cnet.com/topics/headphones/best-headphones/> ▼

3 days ago - Also recommended. **Sony WF-SP700N Wireless** In-Ear Sports Headphones. **Sony WF-SP700N Wireless** In-Ear Sports Headphones. **JBL Endurance Sprint**. **JBL Endurance Sprint**. **OnePlus Bullets Wireless**. **OnePlus Bullets Wireless**. **Plantronics BackBeat Go 600**. **Marshall Mid ANC**. **JBL Reflect Mini 2**. **Bose SoundSport Free**. **Anker Zolo ...**

[Best Budget Headphones for ...](#) · [Best On-Ear Headphones for ...](#) · [Earbuds](#) · [Sports](#)

## The best headphones 2018: Our pick of the best of the best | TechRadar

<https://www.techradar.com/news/audio/portable-audio/best-headphones-1280340> ▼

May 9, 2018 - **Best Headphones** Buying Guide: Welcome to TechRadar's round-up of the **best headphones** you can buy on any budget in 2018. We've all ...

Our pick of the best of the best · Oppo PM-3 · AKG K92 · Grado SR60e

## Headphones: Reviews by Wirecutter | A New York Times Company

<https://thewirecutter.com/electronics/headphones/> ▼

We've researched and tested the **best** in-ear, on-ear, noise-cancelling, Bluetooth, and other **headphones**, so you don't have to.

To compete,  
we don't need to  
publish every month.

But we do need to  
QA and update our  
timestamps **at least  
once a month.**

The best headphones 2018: Our pick of the best of the best | TechRadar

<https://www.techradar.com/news/audio/portable-audio/best-headphones-1280340> ▾

May 9, 2018 - **Best Headphones** Buying Guide: Welcome to TechRadar's round-up of the **best headphones** you can buy on any budget in 2018. We've all ...

Our pick of the best of the best · Oppo PM-3 · AKG K92 · Grado SR60e

### Top stories

[Audeze's ambitious Mobius is more than a gaming headset](#)

Engadget · 1 day ago

[The best headphones for running](#)

myfox47 · 1 day ago

[9to5Toys Lunch Break: 9.7-inch iPad 128GB \\$329, Audio-Technica](#)

[Bluetooth Headphones \\$200, Nokia Steel HR \\$115 ...](#)

9to5Mac · 4 hours ago

[→ More for best headphones](#)



Similarly, there are only 3rd parties here. You can't be Bose and rank on this search result...

**Users want publishers.**

### Headphones: Reviews by Wirecutter | A New York Times Company

<https://thewirecutter.com/electronics/headphones/> ▼

We've researched and tested the **best** in-ear, on-ear, noise-cancelling, Bluetooth, and other headphones, so you don't have to.

### The Best Headphones of 2018 | PCMag.com

<https://www.pcmag.com> › Reviews › Consumer Electronics › Audio › Headphones ▼

May 30, 2018 - We test scores of on- and over-ear headphones each year, and these 10 ... 300 is the **best-sounding** wired gaming headset we've ever tested.

### Best Headphones 2018: the top headphones for every budget ...

[www.trustedreviews.com](http://www.trustedreviews.com) › Best ▼

Jun 1, 2018 - **Best headphones 2018**: whether you're after some cheap in-ears or you want to splash the cash on luxury over-ears, we've got you covered.

### Headphones, Earbuds and Wireless Headphones - Best Buy

<https://www.bestbuy.com> › Audio › Headphones ▼

Shop for headphones at **Best Buy**. Find earphones and earbuds from brands like Beats by Dr. Dre, Bose and more.

### Best headphones to buy | What Hi-Fi?

<https://www.whathifi.com/best-buys/headphones> ▼

**Best budget headphones** · **Best noise-cancelling headphones** · **Best over-ear headphones ... Best iPhone headphones** · **Best wireless Bluetooth headphones ...**

## **Takeaway:**

Use timestamp trends on SERPs to determine post update requirements.



**How about  
“how to fly a kite”?**

Stand with your back to the wind. Hold your **kite** up by the bridle point and let the line out. If there is sufficient wind, your **kite** will go right up. Let the **kite fly** away from you a little, then pull in on the line as the **kite** points up so it will climb.



### How to fly a kite - National Kite Month

[www.nationalkitemonth.org/how-to-fly-a-kite/](http://www.nationalkitemonth.org/how-to-fly-a-kite/)

how windy

easy

high

[About this result](#) [Feedback](#)

### People also ask

What shape can a kite be? [▼](#)

How does a kite fly in air? [▼](#)

What is the meaning of kite flying in banking? [▼](#)

Why does a kite spin? [▼](#)

[Feedback](#)

### Videos



How to Fly a Kite

MonkeySee  
[YouTube](#) - Apr 24, 2012



How To Fly A Kite

David Gomberg  
[YouTube](#) - Jan 31, 2008



How to fly a kite OR NOT !!!! [▶](#)

Michael Chartres  
[YouTube](#) - Jul 11, 2009

### How to fly a kite - National Kite Month

[www.nationalkitemonth.org/how-to-fly-a-kite/](http://www.nationalkitemonth.org/how-to-fly-a-kite/) [▼](#)

Stand with your back to the wind. Hold your **kite** up by the bridle point and let the line out. If there is sufficient wind, your **kite** will go right up. Let the **kite fly** away from you a little, then pull in on the line as the **kite** points up so it will climb.

### 4 Ways to Fly a Kite - wikiHow

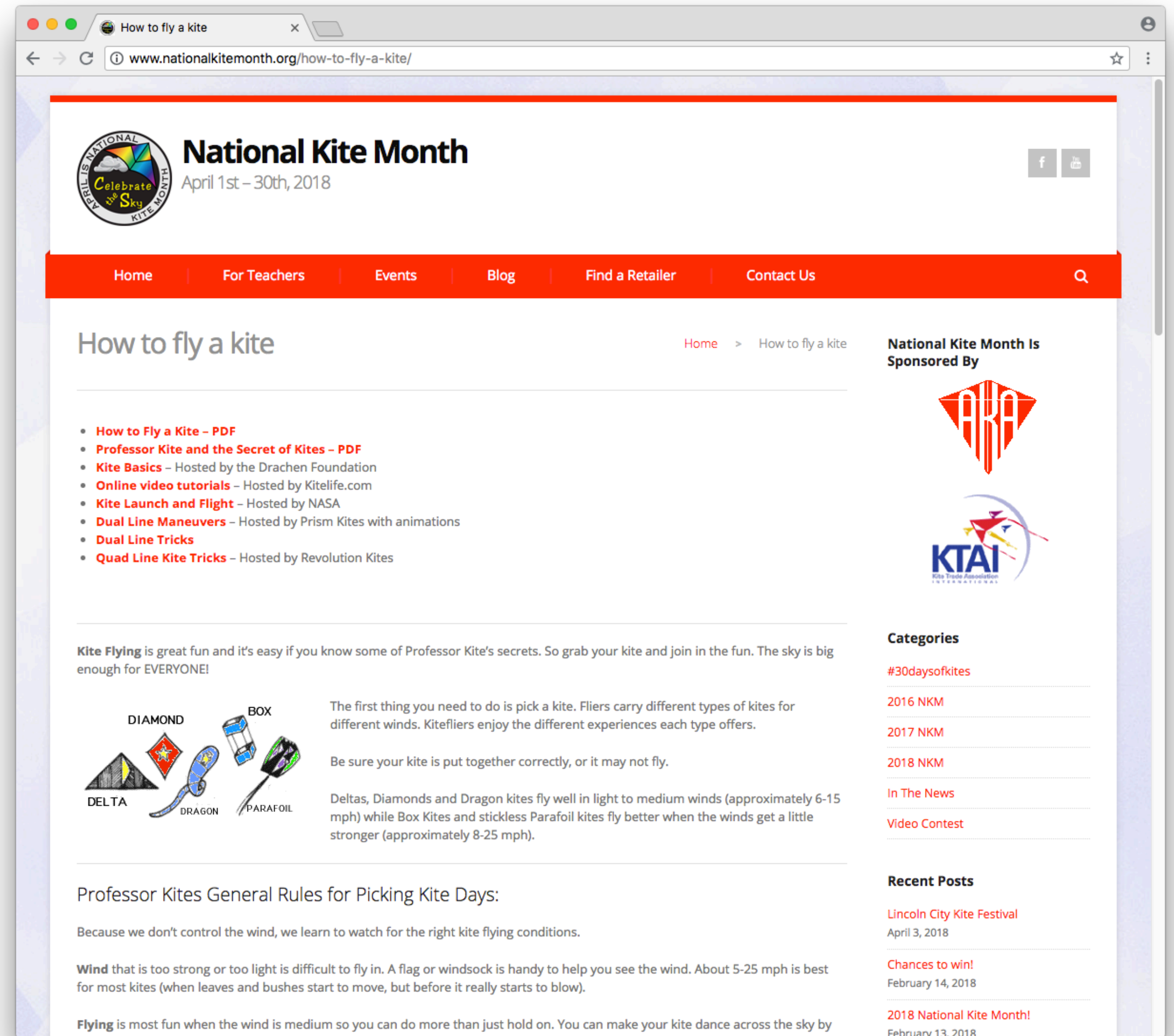
[https://www.wikihow.com/Hobbies and Crafts/Kite Making and Kite Flying](https://www.wikihow.com/Hobbies-and-Crafts/Kite-Making-and-Kite-Flying) [▼](#)

★★★★★ Rating: 84% - 19 votes

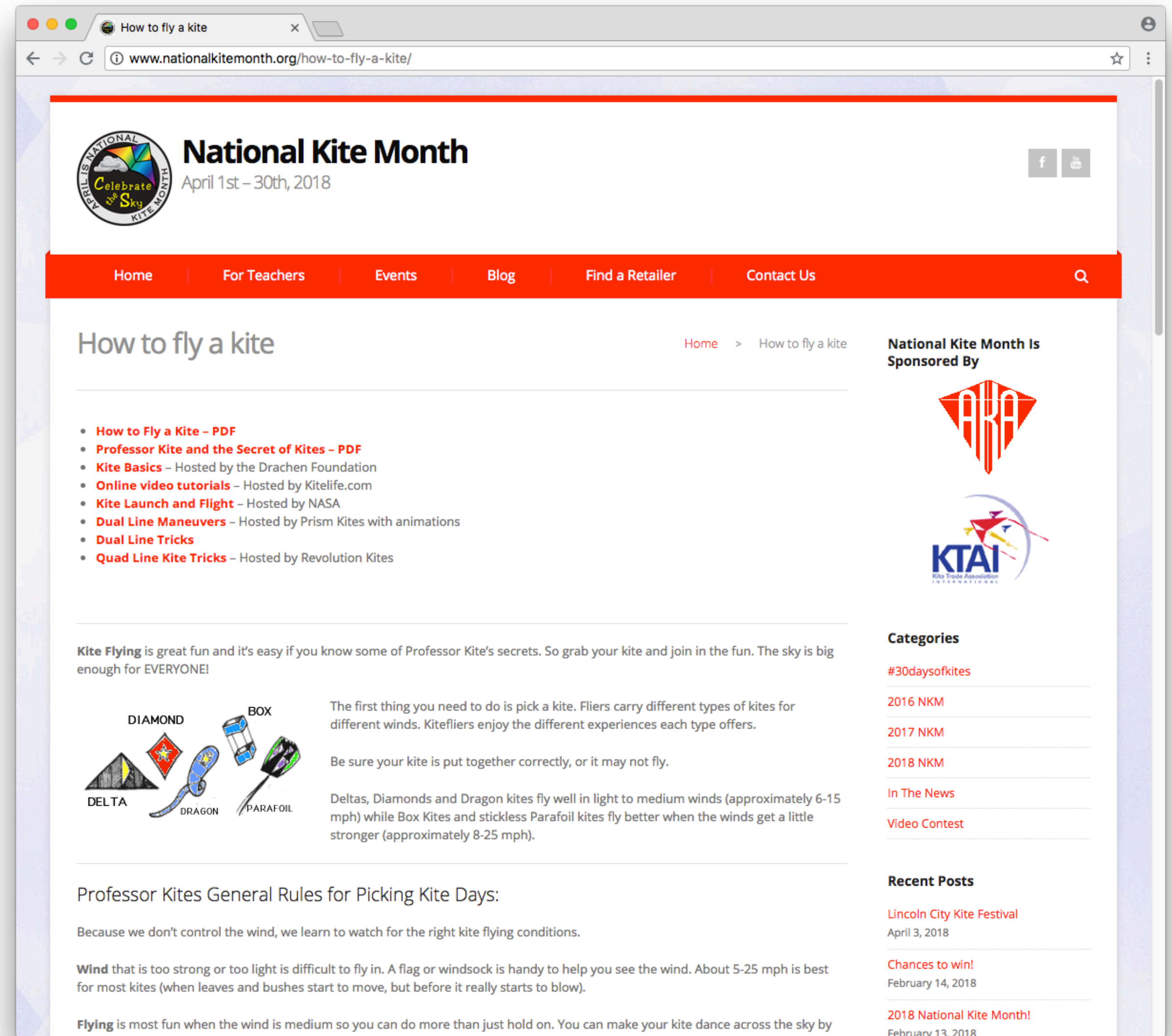
**How to Fly a Kite.** Flying kites is a fun way to spend a windy spring or summer afternoon. If you are a beginner, start with a single line delta or diamond kite.

That said,  
perceived “**brand**”  
wins... even if not  
a real brand.

Even if the content  
isn't good.



Sometimes, brands can break these rules, if they're well known enough/good enough..  
But you shouldn't rely on that.



## **Takeaway:**

Brands can break the SERP rules.  
As an SEO who wants to dominate,  
you never should.



**How about  
“marketing automation”?**



**Marketing automation** refers to software platforms and technologies designed for **marketing** departments and organizations to more effectively market on multiple channels online (such as email, social media, websites, etc.) and **automate** repetitive tasks.

[Marketing automation - Wikipedia](https://en.wikipedia.org/wiki/Marketing_automation)  
[https://en.wikipedia.org/wiki/Marketing\\_automation](https://en.wikipedia.org/wiki/Marketing_automation)



[?](#) About this result [Feedback](#)

## People also ask

What is Eloqua marketing automation? ^

**Eloqua** is a **marketing automation** platform (MAP), now owned by **Oracle**. This software is used by **marketers**, primarily B2B **marketers**, to help **automate** the lead generation process.

[What is Eloqua all about? - Quora](https://www.quora.com/What-is-Eloqua-all-about)  
<https://www.quora.com/What-is-Eloqua-all-about>

Search for: [What is Eloqua marketing automation?](#)

What is the best marketing automation software? v

What is a marketing automation specialist? v

What is automated marketing system? v

What is a marketing automation platform? v

How much does eloqua cost? v

[Feedback](#)

## What is Marketing Automation? - HubSpot

<https://www.hubspot.com/marketing-automation-information> v

**Marketing automation** refers to the software that exists with the goal of **automating marketing** actions. Many **marketing** departments have to **automate** repetitive tasks such as emails, social media, and other website actions. The technology of **marketing automation** makes these tasks easier.

## What is Marketing Automation? Overview & Resources - Marketo

<https://www.marketo.com/marketing-automation/> v

**Marketing automation** is a category of technology that allows companies to improve engagement and increase efficiency in order to grow revenue faster.

## Best Marketing Automation Software in 2018 | G2 Crowd

<https://www.g2crowd.com> > CRM & Related Software > Marketing Software v

May 21, 2018 - Find the best **Marketing Automation** Software using real-time, up-to-date data from over 10044 verified user reviews. Read unbiased insights ...

## Marketing automation - Wikipedia

[https://en.wikipedia.org/wiki/Marketing\\_automation](https://en.wikipedia.org/wiki/Marketing_automation) v

**Marketing automation** refers to software platforms and technologies designed for **marketing** departments and organizations to more effectively market on multiple channels online (such as email, social media, websites, etc.) and **automate** repetitive tasks.

## What Is Marketing Automation? – The Definitive Guide to Marketing ...

<https://www.quicksprout.com/the-definitive-guide-to-marketing-automation-chapter-1/> v

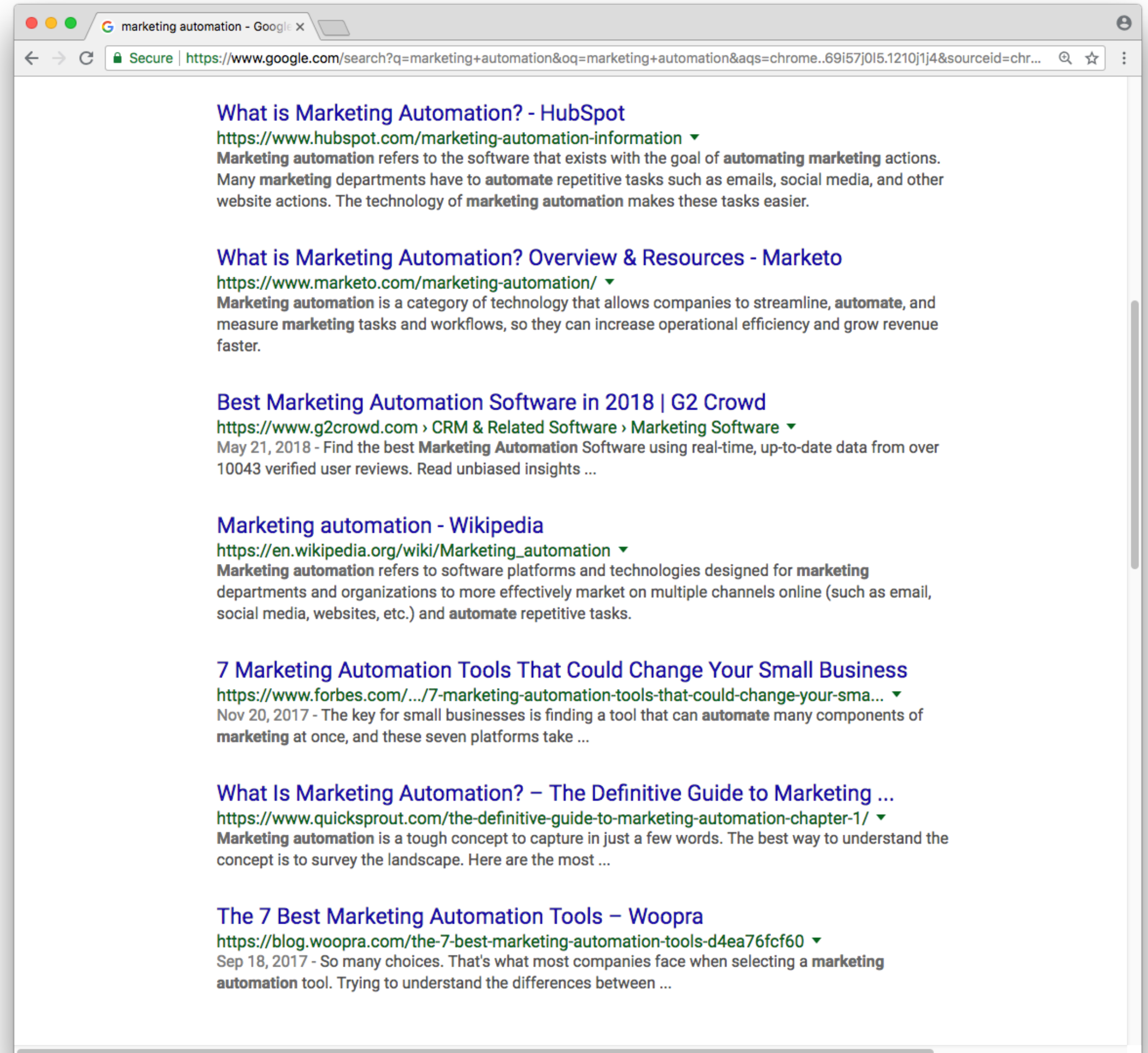
**Marketing automation** is the use of software to **automate marketing** processes such as customer segmentation, customer data integration, and campaign management. ... **Marketing automation** is the use of software and Web-based services to execute, manage and **automate marketing** tasks and processes.

## 7 Marketing Automation Tools That Could Change Your Small Business

<https://www.forbes.com/.../7-marketing-automation-tools-that-could-change-your-sma...> v

Nov 20, 2017 - The key for small businesses is finding a tool that can **automate** many components of **marketing** at once, and these seven platforms take ...

Further down,  
you can find  
many references  
to tools.



# Two to three word jargon terms almost always share this look.

## What is Marketing Automation? - HubSpot

<https://www.hubspot.com/marketing-automation-information> ▼

**Marketing automation** refers to the software that exists with the goal of **automating marketing** actions. Many marketing departments have to **automate** repetitive tasks such as emails, social media, and other website actions. The technology of **marketing automation** makes these tasks easier.

## What is Marketing Automation? Overview & Resources - Marketo

<https://www.marketo.com/marketing-automation/> ▼

**Marketing automation** is a category of technology that allows companies to improve engagement and increase efficiency in order to grow revenue faster.

## Marketing automation - Wikipedia

[https://en.wikipedia.org/wiki/Marketing\\_automation](https://en.wikipedia.org/wiki/Marketing_automation) ▼

**Marketing automation** refers to software platforms and technologies designed for **marketing** departments and organizations to more effectively market on multiple channels online (such as email, social media, websites, etc.) and **automate** repetitive tasks.

Solve for them by building in **“What is X?”**  
As the first **H1** and/or **title**.

## Inbound Marketing

Definition provided by Fresh Egg



### What Is Inbound Marketing?

Inbound marketing is a marketing methodology that is designed to draw visitors and potential customers in, rather than outwardly pushing a brand, product or service onto prospects in the hope of [generating leads](#) or customers.

In terms of [digital marketing](#), this means using a combination of marketing channels – most commonly content marketing, [SEO](#), and social media – in creative ways to attract people’s attention. The aim of a successful inbound marketing campaign is to increase reach, and drive quality traffic, engagement and conversions using ‘earned’ and ‘owned’ media.

Make the answer under the H1 “**KEYWORD is...**” to win the QA.

# Inbound Marketing

Definition provided by Fresh Egg

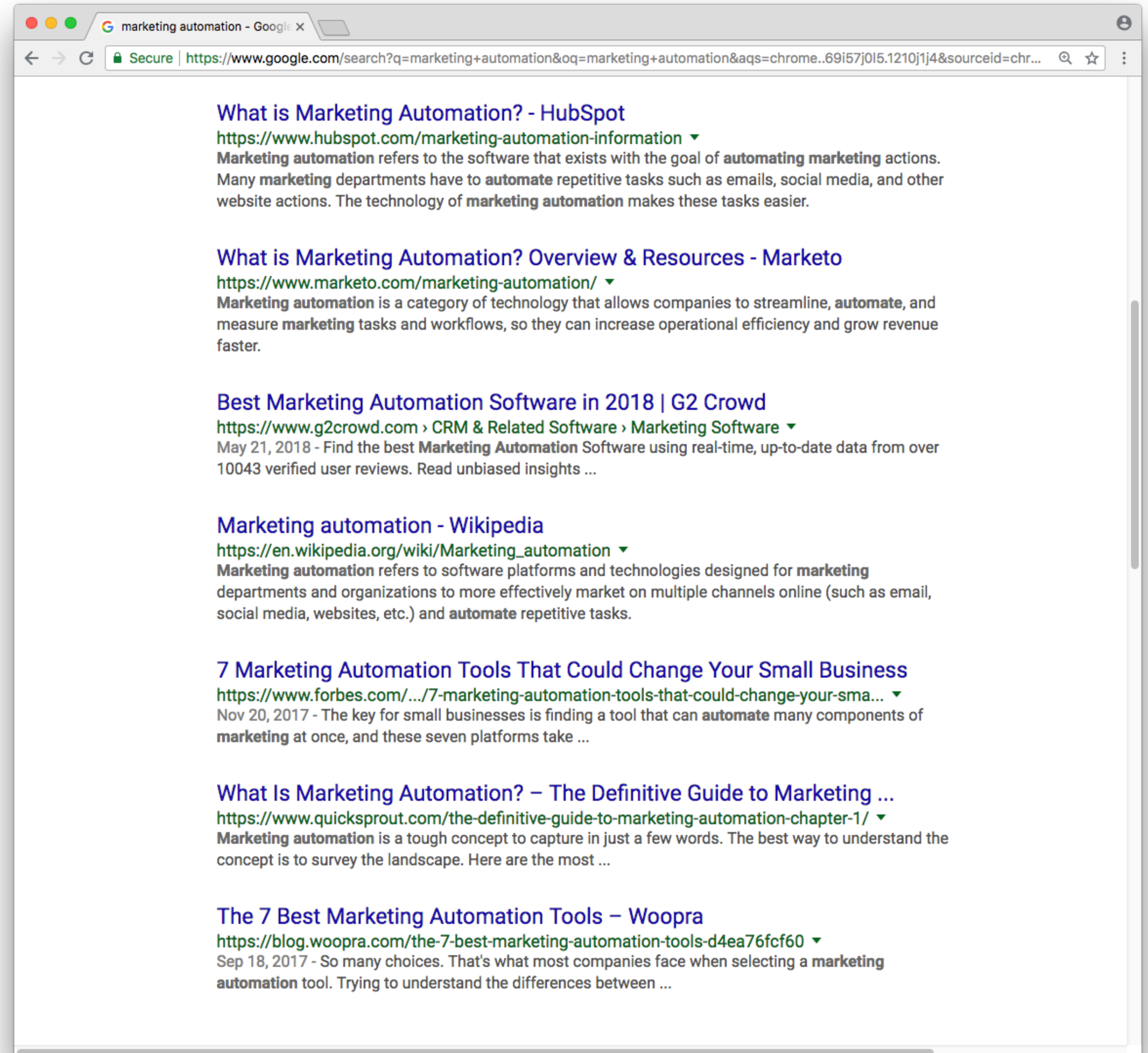


## What Is Inbound Marketing?

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For marketing automation specifically, I would then sequence in resources and tools after the definition.



## Takeaway:

Two to three word jargon KWs use **“What is”** as primary elements. Solve for them by creating a **“X is..”** structure or making the post **“What is”** focused.



**How about  
“living room ideas”?**



## 20 Living Room Design Ideas for Any Budget

- Create Eye-Catching Vignettes. Try this simple update without spending a dime. ...
- Declutter Your Bookcases. A completely free way to update your **living room**: Style your bookcase. ...
- Light It Up. ...
- Swap Out Pillows. ...
- Get Ready to Party. ...
- Update Worn-Out Furniture. ...
- Update the Doors. ...
- Start From the Ground Up.

More items...

## 20 Living Room Design Ideas for Any Budget | HGTV

<https://www.hgtv.com/.../rooms/living...rooms/.../living-room-design-ideas-for-any-bud>

small

gray

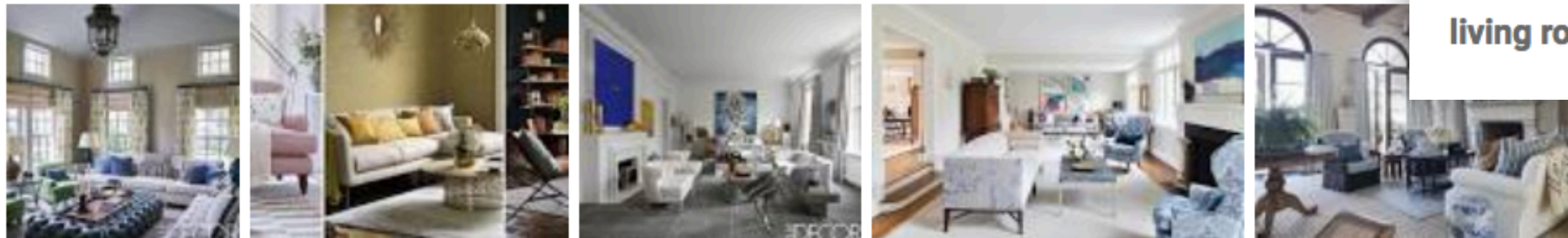
large

green

narrow

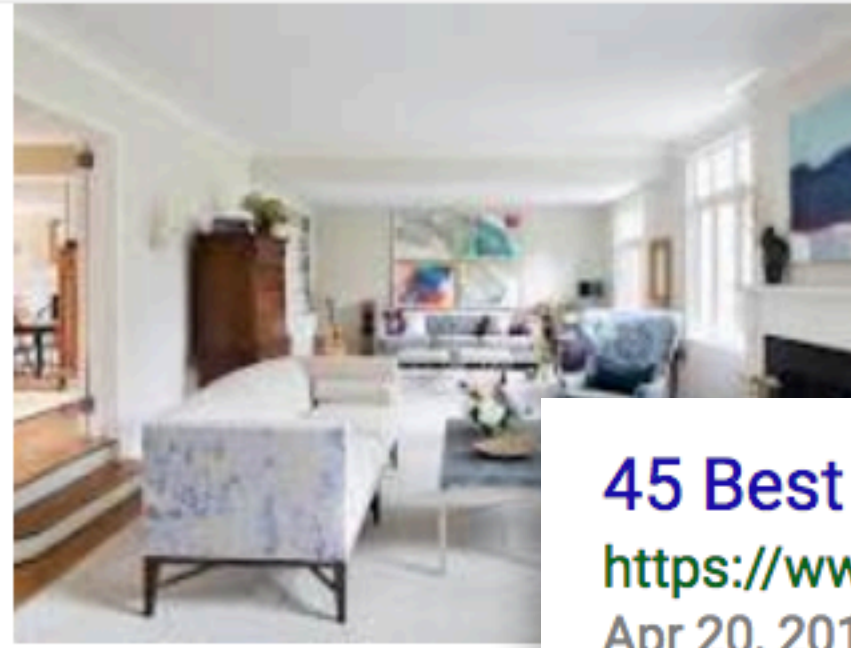
? About this result

## Images for living room ideas



→ More images for living room ideas

Report images



## 45 Best Living Room Ideas - Beautiful Living Room Decor - Elle Decor

<https://www.elledecor.com/design-decorate/room-ideas/g3490/best-living-room-ideas/>

Apr 20, 2018 - These 45 gorgeous **living rooms** set the tone for a well-styled and lively home.

## Living Room Design Ideas | Wayfair

<https://www.wayfair.com/shop-the-look/sl1/livingroom-ideas>

Get inspired with **living room ideas** and photos for your home refresh or remodel. Wayfair offers thousands of design ideas for every room in every style.

## 20 Living Room Design Ideas for Any Budget | HGTV

<https://www.hgtv.com/.../rooms/living...rooms/.../living-room-design-ideas-for-any-b...>

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## Living Room Ideas & Decor | Living Spaces

<https://www.livingspaces.com/inspiration/rooms/living-room-ideas>

Its lightweight construction and pliable materials allows designers to explore sleeker lines and implement more daring shapes into their **living room** decorating **ideas**. Contemporary style makes a bold statement without being overstated. Browse **Living Spaces'** selection of contemporary furniture for **living room ideas**.

The largest number is 45.. so aim for **50+** to have a content depth & possible CTR advantage.

### 45 Best Living Room Ideas - Beautiful Living Room Decor - Elle Decor

<https://www.elledecor.com/design-decorate/room-ideas/g3490/best-living-room-ideas/> ▼

Apr 20, 2018 - These 45 gorgeous living rooms set the tone for a well-styled and lively home.

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<https://www.wayfair.com/shop-the-look/sl1/livingroom-ideas> ▼

Get inspired with living room ideas and photos for your home refresh or remodel. Wayfair offers thousands of design ideas for every room in every style.

### 30 Inspirational Living Room Ideas - Living Room Design

<https://www.housebeautiful.com/uk/.../living-room/g27/inspirational-living-room-idea...> ▼

Mar 15, 2018 - Soft grey tones and crisp white details bounce light around this contemporary living room. Pale wooden furniture also helps to keep the room looking bright and airy. \*If you always forget to water plants, buy artificial ones instead, like this artificial indoor Eucalyptus plant, £9.99, Amazon.

## **Takeaway:**

Analyze the SERP and aim for  
**“best in class”** title+content  
depth+CTR combo.



**How about  
“email marketing tools”?**

Differentiate between  
“inspiration” SERPs  
which demand  
volume, and  
limited-curation posts  
that don’t.

According to wpbeginner.com

Constant Contact



MailChimp



ActiveCam...  
Inc.

Constant  
Contact

Having said that, let's take a look at some of the best email marketing service providers and how they stack up against each other.

- Constant Contact. Constant Contact is one of the largest and fastest growing **email marketing** service in the world. ...
- Drip. ...
- ConvertKit. ...
- AWeber. ...
- GetResponse. ...
- MailChimp. ...
- ActiveCampaign.

[7 Best Email Marketing Services for Small Business \(2018\)](#)

[www.wpbeginner.com/showcase/best-email-marketing-services/](http://www.wpbeginner.com/showcase/best-email-marketing-services/)

[About this result](#) [Feedback](#)

[22 of the Best Email Marketing Tools for Small Businesses - BuildFire](#)

<https://buildfire.com/email-marketing-tools/> ▼

Social media – the undisputed king in the marketing domain... And then there's **email**. Think of it as a grandparent to social media **marketing**. Don't be fooled, ...

[The 11 Best Free Email Marketing Tools | Sprout Social](#)

<https://sproutsocial.com> > [Sprout Blog](#) > [Publishing](#) ▼

Feb 27, 2018 - Copywriting **Tools**. The Hemingway App. MailChimp. 3-5. Litmus. Scope. Community. PutsMail. FreeFormatter.com. Sublime Text.

In software, most industries really have **6-15** truly good tools.

## The **11** Best Free Email Marketing Tools | Sprout Social

<https://sproutsocial.com> › [Sprout Blog](#) › [Publishing](#) ▼

Feb 27, 2018 - Copywriting **Tools**. The Hemingway App. MailChimp. 3-5. Litmus. Scope. Community. PutsMail. FreeFormatter.com. Sublime Text.

## **10** Best Email Marketing Software & Automation Tools of 2018

<https://www.ventureharbour.com/email-marketing-software-tools-one-best/> ▼

Jan 18, 2018 - In some ways it's wrong to compare it with services like Aweber and GetResponse, as it's not just an **email marketing tool**. Infusionsoft is a full sales and **marketing automation tool**. **Email marketing** is just one of the many **tools** provided. That said, it'd be naive to not feature Infusionsoft in this post.

You can tell the UX difference  
by the numbers being low and  
no **“inspiration”** images.

living room ideas - Google Search

Secure | <https://www.google.com/search?ei=GNsiW5u5C8io0gLnop6YCA&q=living+room+ideas&o...>

living room ideas

All Images Shopping Videos News More Settings Tools

About 1,270,000,000 results (0.32 seconds)

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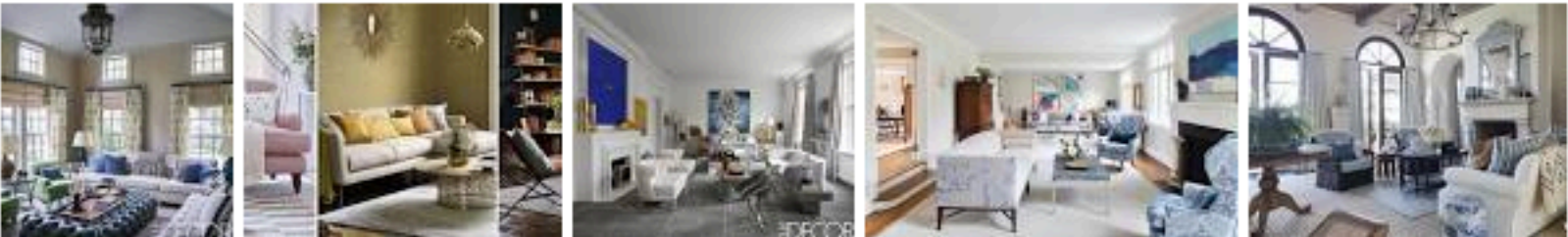
More items...

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<https://www.hgtv.com/.../rooms/living...rooms/.../living-room-design-ideas-for-any-bud...>

small gray large green narrow

About this result Feedback

### Images for living room ideas



→ More images for living room ideas Report images

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Apr 20, 2018 - These 45 gorgeous living rooms set the tone for a well-styled and lively home.

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VS

email marketing tools - Google Search


Secure | <https://www.google.com/search?q=email+marketing+tools&oq=email+m&aqs=chrome.0.6...>

email marketing tools

All News Images Videos Shopping More Settings Tools

About 556,000,000 results (0.40 seconds)

### According to wpbeginner.com



Constant Contact MailChimp ActiveCampaign

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### 7 Best Email Marketing Services for Small Business (2018)

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About this result Feedback

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Social media – the undisputed king in the marketing domain... And then there's **email**. Think of it as a grandparent to social media marketing. Don't be fooled, ...

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### 10 Best Email Marketing Software & Automation Tools of 2018

<https://www.ventureharbour.com/email-marketing-software-tools-one-best/>

Jan 18, 2018 - In some ways it's wrong to compare it with services like Aweber and GetResponse, as it's



## **Takeaway:**

Know when not to shoot for the **highest #** on the SERP because it actually removes value from your content due to poor curation.



**What can we learn from  
Quick Answers?**






## **Theory:**

Google is A/B testing quick answers to see who results in the least clicks and/or most ad-clicks.

About 184,000,000 results (0.34 seconds)

Shop for top rated blender on Google

Sponsored ⓘ

 <p><b>1</b></p> <p>"Vitamix 5200 Standard Blende... \$449.95 Vitamix ★★★★★ (1k+)</p>	 <p><b>2</b></p> <p>"Vitamix Professional... \$649.95 Vitamix ★★★★★ (1k+)</p>	 <p><b>3</b></p> <p>Oster Versa Pro Series Blender \$187.99 Amazon.com ★★★★★ (127)</p>	 <p><b>4</b></p> <p>Vitamix White Blender \$529.99 Amazon.com ★★★★★ (463)</p>	 <p><b>5</b></p> <p>Ninja NJ600 Professional... \$89.99 Overstock.com ★★★★★ (1k+)</p>
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According to digitaltrends.com



The best blenders for mixing up your routine

- The **best** of the **best** – Blendtec Designer Series (\$430) ...
- The **best** budget **blender** – Ninja Master Prep Professional (\$50) ...
- The **best** high-end **blender** – Vitamix Professional 750 (\$600) ...
- The **best** personal **blender** – Magic Bullet NutriBullet (\$79) ...
- The most versatile **blender** – Ninja Mega Kitchen System (\$156)

The Best Blenders for Mixing up Your Routine | Digital Trends

https://www.digitaltrends.com/home/best-blenders/

for smoothies






for juice

for bulletproof coffee

About 71,000,000 results (0.39 seconds)

Shop for top rated window air con... on Google

Sponsored ⓘ

 <p><b>1</b></p> <p>LG LW1216ER 12,000 BTU 115... \$349.00 Walmart ★★★★★ (308)</p>	 <p><b>2</b></p> <p>LG LW8016ER 8,000 BTU 115V... \$249.99 Walmart ★★★★★ (576)</p>	 <p><b>3</b></p> <p>Frigidaire 5,000 BTU Window Air... \$139.99 Kohl's ★★★★★ (551)</p>	 <p><b>4</b></p> <p>Frigidaire 115 Slider Casement... \$540.00 Grainger Indust... ★★★★★ (664)</p>	 <p><b>5</b></p> <p>Haier Air Conditioner... \$200.00 Buya - Atlantic...</p>
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Top stories

Consumer Reports rates the best window AC units

WFLA · 1 day ago

More for best window air conditioner

The 9 Best Window Air Conditioners 2018 - NYMag

nymag.com/strategist/article/best-window-air-conditioners.html

2 days ago - Best window air conditioners for up to 150 square feet. Koldfront 12,000 BTU Heat/Cool Window Air Conditioner. SPT 12,000 BTU Window Air Conditioner – Energy Star. Frigidaire 15,100 BTU Window-Mounted Median Air Conditioner With Temperature Sensing Remote Control.

Best Window Air Conditioners of 2018 - Consumer Reports

https://www.consumerreports.org/window-air-conditioners/best-window-air-condition...

Apr 26, 2018 - Consumer Reports tells you the best window air conditioners of 2018, grouping them from top brands by room size.

How to Size a Window Air ... · Could Your Air Conditioner Be ... · LG LW1216ER

The best window air conditioners - Business Insider

You can use best practice, but you are also (possibly) partially at the whim of who's bidding.

About 10,300,000 results (0.36 seconds)

Sorted by relevance

1 Bose Quietcomfort 35 Noise Cancelling Wireless Headphones (Read Description) \$200.00 eBay ★★★★★ (2k+) No tax

2 Sony - 1000XM2 Premium... \$99.99 Best Buy ★★★★★ (1k+)

3 Bose QuietComfort 3... \$349.95 Bose ★★★★★ (9k+)


4 Bose QuietComfort 2... \$229.00 Google Express ★★★★★ (4k+)

5 Sennheiser Headphones HD... \$149.95 Sennheiser ★★★★★ (251)

Best Noise Cancelling Headphone | Our Top Pick Will Surprise You /Top-10-Best/Headphone

We've Reviewed All the Latest Products to Find You the Best Headphone!

If you want the best wireless noise cancelling headphones, the Bose QuietComfort 35 (Series II) Wireless can be your best **option**. They have a **battery** life up to 20 hours when you turn on the noise cancelling technology. Dec 11, 2017



www.expertreviews.co.uk

Best Noise Cancelling Headphones for Traveling - Forbes  
<https://www.forbes.com/sites/johnnyjet/.../best-noise-cancelling-headphones-for-travelin...>

cheap wireless wired passive

About this result Feedback

To more reliably win, whoever is bidding on PPC must be present on your page, and extractable in an easy/reliable way in the quick answer.

About 10,300,000 results (0.36 seconds)

Sorted by relevance

1 **Bose Quietcomfort 35 Noise Cancelling Wireless Headphones** (Read Description) **\$200.00** eBay **★★★★★** (2k+) No tax

2 **Sony - 1000XM2 Premium...** **\$99.99** Best Buy **★★★★★** (1k+)

3 **Bose QuietComfort 3...** **\$349.95** Bose **★★★★★** (9k+)

4 **Bose QuietComfort 2...** **\$229.00** Google Express **★★★★★** (4k+)


5 **SENNHEISER Headphones HD...** **\$149.95** Sennheiser **★★★★★** (251)

... >>

**Best Noise Cancelling Headphone | Our Top Pick Will Surprise You**  
/Top-10-Best/Headphone ▾

We've Reviewed All the Latest Products to Find You the Best Headphone!

If you want the best wireless noise cancelling headphones, the Bose QuietComfort 35 (Series II) Wireless can be your best **option**. They have a **battery** life up to 20 hours when you turn on the noise cancelling technology. Dec 11, 2017



www.expertreviews.co.uk

**Best Noise Cancelling Headphones for Traveling - Forbes**  
<https://www.forbes.com/sites/johnnyjet/.../best-noise-cancelling-headphones-for-travelin...>

cheap wireless wired passive

About this result Feedback

## **Takeaway:**

Look at the consistent bidders on each SERP. Make sure they're included in your well-optimized QA.



**Warning:**

This is just an (educated) theory.





**How about  
“waffle recipes”?**

## Waffles | Recipe - Allrecipes.com



<https://www.allrecipes.com/recipe/22180/waffles-i/> ▼

★★★★★ Rating: 4.5 - 2,977 reviews - 20 min - 382 cal

Preheat **waffle** iron. Beat eggs in large bowl with hand beater until fluffy. Beat in flour, milk, vegetable oil, sugar, baking powder, salt and vanilla, just until smooth. Spray preheated **waffle** iron with non-stick cooking spray. Pour mix onto hot **waffle** iron. Cook until golden brown. Serve hot.

[Belgian Waffles](#) · [Belgian Waffles Recipe](#) · [Mom's Best Waffles Recipe](#)

## Classic Waffle Recipe | I Wash You Dry



<https://iwashyoudry.com/classic-waffle-recipe/> ▼

★★★☆☆ Rating: 3 - 1 vote - 15 min - 422 cal

Aug 25, 2016 - Preheat **waffle** iron. In a large bowl combine the flour, sugar, baking powder and salt and whisk to combine. In a separate small bowl whisk the eggs and stir in the warm milk, melted butter and vanilla extract. Ladle the batter into the preheated **waffle** iron and cook until the **waffles** are golden brown and crisp.

## 20 Waffle Recipes That Will Get Anyone Out Of Bed | Martha Stewart



<https://www.marthastewart.com/274250/waffle-recipes> ▼

We've got 20 delicious reasons to dig your **waffle** iron out of the cupboard. Find varieties from buttermilk to buckwheat.

# On SERPs like this, Google is extracting “quick meta descriptions”.

## Waffles I Recipe - Allrecipes.com



<https://www.allrecipes.com/recipe/22180/waffles-i/> ▼

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If you aren't structured **“quick”**, you won't get a big meta and you won't compete.

### Waffles I Recipe - Allrecipes.com



<https://www.allrecipes.com/recipe/22180/waffles-i/> ▼

★★★★★ Rating: 4.5 - 2,977 reviews - 20 min - 382 cal

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[Belgian Waffles Recipe](#) · [Belgian Waffles](#) · [Mom's Best Waffles Recipe](#)

### Classic Waffle Recipe | I Wash You Dry



<https://iwashyoudry.com/classic-waffle-recipe/> ▼

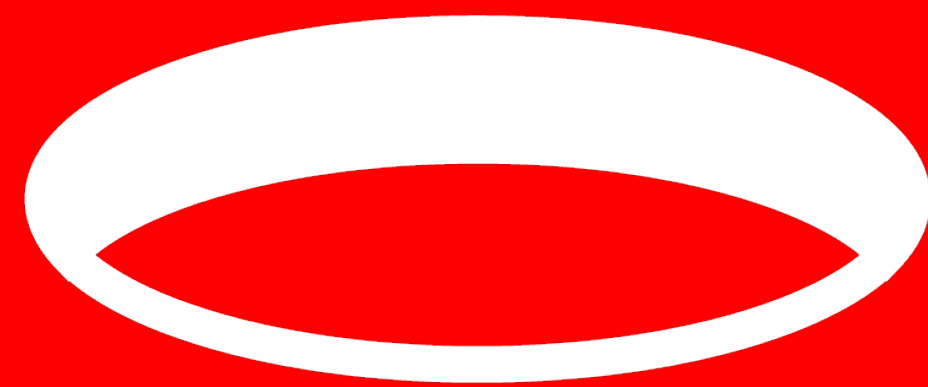
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## **Takeaway:**

Quick answer optimizations aren't just for quick answers. They're for meta description height, CTR and better rankings.

**This is just the  
beginning of the  
rabbit hole.**



Every SERP is a story, one that can and should inform the exact structure of your content.

Search results for "email marketing tools" showing a list of providers and a link to a list of 7 best email marketing services for small business.

According to wpbeginner.com

- Constant Contact
- Drip
- ConvertKit
- AWeber
- GetResponse
- MailChimp
- ActiveCampaign

7 Best Email Marketing Services for Small Business (2018)

22 of the Best Email Marketing Tools for Small Businesses - BuildFire

The 11 Best Free Email Marketing Tools | Sprout Social

Search results for "best headphones" featuring a shopping carousel and a table of top-rated headphones.

Shop for top rated headphones on Google

Best Headphones	Category	Our rating
Audeze Sine	Best on-ear headphones	4.5 out of 5
V-Moda Forza	Best in-ear (earbuds)	4.5 out of 5
Jabra Elite 65t	Best fully wireless earbuds	4 out of 5
Shure SE112 and SE112 Wireless	Best budget headphones	4.25 out of 5

The Best Headphones of 2018 | Digital Trends

Search results for "living room ideas" featuring a shopping carousel and a list of design ideas.

Shop for living room ideas on Google

20 Living Room Design Ideas for Any Budget

20 Living Room Design Ideas for Any Budget | HGTV

Search results for "flower quotes" featuring a quote and a list of inspirational flower quotes.

Flower Quotes

Flower Quotes - BrainyQuote

Flowers Quotes - BrainyQuote

20 Inspirational Flower Quotes - Cute Flower Sayings About Life and ...

Search results for "marketing automation" featuring a definition and a list of frequently asked questions.

Marketing automation refers to the software that exists with the goal of automating marketing actions.

What is Marketing Automation? - HubSpot

What is Eloqua marketing automation?

What is the best marketing automation software?

What is a marketing automation specialist?

What is Marketo and what does it do?

What is Marketing Automation? - HubSpot

What is Marketing Automation? Overview & Resources - Marketo

Marketing automation - Wikipedia

Search results for "waffle recipes" featuring a recipe and a list of frequently asked questions.

1. Preheat waffle iron. Beat eggs in large bowl with hand beater until fluffy.

Waffles I Recipe - Allrecipes.com

Can you use a pancake recipe for waffles?

How do you make waffle mixture?

What makes a Belgian waffle?

Are waffles healthy?

Waffles I Recipe - Allrecipes.com

Classic Waffle Recipe | Wash You Dry

20 Waffle Recipes That Will Get Anyone Out Of Bed | Martha Stewart

If you use that story, you'll win more often than you lose.

email marketing tools

About 610,000,000 results (0.54 seconds)

According to wpbeginner.com

Constant Contact, MailChimp, ActiveCampaign

Having said that, let's take a look at some of the best email marketing service providers and how they stack up against each other.

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Feb 27, 2018 · Copywriting Tools. The Hemingway App. MailChimp. 3-5. Litmus. Scope. Community. PutsMail. FreeFormatter.com. Sublime Text.

best headphones

About 249,000,000 results (0.40 seconds)

Shop for top rated headphones on Google

Sony - 1000XM2 Premium... \$299.99

Apple Wired EarPods with... \$29.99

1MORE - Triple Driver In-Ear... \$85.87

Beats by Dr. Dre Solo 3 Wireless... \$239.95

Bose QuietComfort 25... \$99.38

According to digitaltrends.com

Audeze SINE Headphon... V-MODA Forza Jabra elite 65t Shure SE112 Apple earbuds Sony 1000XM2 OPPO PM-3

Throw away those EarPods. We dug up the best headphones in every style

Best Headphones	Category	Our rating
Audeze Sine	Best on-ear headphones	4.5 out of 5
V-Moda Forza	Best in-ear (earbuds)	4.5 out of 5
Jabra Elite 65t	Best fully wireless earbuds	4 out of 5
Shure SE112 and SE112 Wireless	Best budget headphones	4.25 out of 5

The Best Headphones of 2018 | Digital Trends  
https://www.digitaltrends.com/home-theater/best-headphones/

wireless earphones in ear headphones 2016 under 200 earbuds for iphone

People also ask

What are the best headphones for listening to music?

What are the best brands of earphones?

living room ideas

About 1,230,000,000 results (0.44 seconds)

Shop for living room ideas on Google

Flash Furniture Flash Furniture... \$796.54

Flash Furniture Riverstone... \$797.99

Five Star Hotel King Bed by... \$1,499.00

Darcy 3-Piece Metal and Faux... \$179.99

Wooten 2 Piece Living Room Set... \$694.99

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- Get Ready to Party. ...
- Update Worn-Out Furniture. ...
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- A flower cannot blossom without sunshine, and man cannot live without love. ...
- Every flower is a soul blossoming in nature. ...
- Be honest, be nice, be a flower not a weed.

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Marketing automation is a category of technology that allows companies to improve engagement and increase efficiency in order to grow revenue faster.

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waffle recipes

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1. Preheat waffle iron. Beat eggs in large bowl with hand beater until fluffy. Beat in flour, milk, vegetable oil, sugar, baking powder, salt and vanilla, just until smooth.

2. Spray preheated waffle iron with non-stick cooking spray. Pour mix onto hot waffle iron. Cook until golden brown. Serve hot.

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Belgian Waffles Recipe - Belgian Waffles · Mom's Best Waffles Recipe

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Preheat waffle iron. In a large bowl combine the flour, sugar, baking powder and salt and whisk to combine. In a separate small bowl whisk the eggs and stir in the warm milk, melted butter and vanilla extract. Ladle the batter into the preheated waffle iron and cook until the waffles are golden brown and crisp.

20 Waffle Recipes That Will Get Anyone Out Of Bed | Martha Stewart  
https://www.marthastewart.com/274250/waffle-recipes/

We've got 20 delicious reasons to dig your waffle iron out of the cupboard. Find varieties from buttermilk to buckwheat.



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# Questions?

