Is This The End of SEO
Or the great SEO reset?
Tonight I'm gonna party like it's
SEO Time
Hey all,

I'm beginning to believe that search engines are a dead-end technology and fretting over where your site comes up is a big waste of time. I'm now
Seo is dead
Posted December 10th, 2005 by Jeremy Schoemaker

When I was in San Jose last summer at the SES convention, I attended a session which dealt with contextual advertising. In the panel was Jason Calcanis and when asked about SEO he said to the audience that he thought “seo was dead”. I was pretty shocked to hear this self made millionaire announce such a thing. He had a few payers in the audience point out how other sites ranked.
2012. Dead.

"Ok Google"
2014. Dead.
TikTok vs. Google: The Battle For Search
Generative AI is experimental. Info quality may vary.

The ukulele is easier to learn than the guitar for most people. The ukulele has fewer strings, lower string tension, and softer nylon strings that are easier on the fingertips. The ukulele is also smaller and easier to hold, which reduces wrist tension.

The ukulele is also less expensive and more forgiving than the guitar. It's easier to practice consistently because it's more fun faster.

It takes between 1-4 months to learn the basics of the ukulele.
We’re. Still. Here.
SEO is defined by inflection points.
Some of us didn’t make it
ChatGPT is going to take over!

I'll change ur life!
Skeptical
But this isn’t hype!
I’m all in.
Hype vs value
Rooted:
Data + Jobs To Be Done
Job #1
Use AI to remove friction for customers
primary care physician
What would the right page look like?
Find an in-network doctor from over 1,000 insurance plans

Add your insurance to see in-network doctors

Add your insurance coverage

Doctors with great reviews in Philadelphia, PA

Zocdoc only allows patients to write reviews if we can verify they have seen the provider. Providers cannot request to alter or remove reviews.

Taurean Howard, MD
Primary Care Doctor
Philadelphia, PA
★ 4.80 (54 reviews)

‘Clear speaking, seems very concerned for your needs and your health.’

Rebecca Lee, MD
Internist
Philadelphia, PA
★ 4.89 (45 reviews)

‘Great doctor with great communication’

Janet Crisona, MD
Pediatrician
Philadelphia, PA
★ 5.00 (1 review)

‘The doctor is wonderful. It’s really not a health issue, more of an information need.’
black primary care physician
What would the right page look like?
Find an in-network doctor from over 1,000 insurance plans
Add your insurance to see in-network primary care doctors

Highly-rated primary care doctors near me
Narrow your search with some of our popular filters

Female  Available within the next 3 days  Speaks Spanish  Evening availability

Dr. Jacob Neuwirth, DO
Primary Care Doctor
2639 Connecticut Ave NW, Washington, DC
★ 3.40 (5)
New patient appointments • Also offers video visits

Dr. Shyamsundar Rajan, MD
Primary Care Doctor
831 University Blvd East, Silver Spring, MD
★ 4.42 (180)
New patient appointments

Dr. Fernando Porter, MD
Primary Care Doctor
Washington, DC
★ 4.11 (1,189)
New patient appointments

Dr. Marcia Maxwell, MD
Primary Care Doctor
Washington, DC
★ 4.72 (430)
New patient appointments
Primary Care Doctors Near Me in Washington, DC

Looking for a new primary care doctor in your neighborhood? Our primary care physicians are accepting new patients at a clinic near you. As your PCP, our doctors spend time listening to your needs so they can put together a comprehensive medical plan tailored specifically to you.

Showing 1 - 10 of 229 doctors & physicians sorted by distance

Dr. Jean Schneider, MD
Family Medicine
6232 Market St
Philadelphia, PA 19139

120.8 mi  Request Appointment

View Profile

Dr. Gelsey Relloso, MD
Internal Medicine
6232 Market St
Philadelphia, PA 19139

120.8 mi  Request Appointment

View Profile

Dr. Valerie Vassor, MD

120.8 mi  Request Appointment

View Profile
Tia in New York City

Why go to multiple doctors’ offices, when you can go to one? At Tia, your primary care provider, gynecologist, therapist, and wellness practitioners are all in one place and work collaboratively to treat the whole you. With readily available in-person and virtual care, prioritizing your health is now easier than ever.

Join Tia  Learn about Membership
Meet With an Online Doctor

At PlushCare you can talk to a board certified doctor from your phone or computer. Our online doctors are graduates from the top 50 U.S. medical schools and have an average of 15 years experience. When you choose PlushCare, you’re choosing the highest level of care.

Book an Appointment
Amazon’s CEO welcomes One Medical. Read the letter

Amazon and One Medical have teamed up to make it easier to get exceptional primary care. Most major insurance plans accepted.

Join now on One Medical

Membership benefits
A membership gives you access to the One Medical app, where you can:

Schedule an Appointment

Hello Ezra
Adult Primary Care

Juno provides accessible primary care in a welcoming environment, including preventive screenings and management of ongoing health concerns.

BOOK AN APPOINTMENT
Friction!
Find Friction
Plug it with ChatGPT
If I wanted to better communicate with people who are searching Google for black doctors, specifically what kind of messaging should I use that shows we're culturally relevant and what kind of imagery should I show?

It's great to see that you're considering how to make your messaging and imagery more inclusive and relevant to individuals searching for black doctors. Here are some ideas that could help you create more culturally relevant content:

**Messaging:**

1. **Highlight Diverse Staff:** If you have black doctors on your team, highlight their qualifications, expertise, and achievements. Profiles of individual doctors, their backgrounds, their experiences, and their motivation can help create a personal connection with the audience.

2. **Focus on the Importance of Representation:** Emphasize the importance of having black doctors in the healthcare system and how this can lead to more culturally sensitive care. The knowledge and understanding that come from shared experiences can improve patient-doctor relationships and the overall healthcare experience.

3. **Show Understanding of Health Disparities:** Acknowledge the disparities that black communities face in healthcare, such as higher rates of certain illnesses and lower rates of access to quality healthcare. By demonstrating an understanding of these issues and are actively working to address them, your messaging becomes more relevant.
Friction!
Sponsored

monday.com
https://www.monday.com

monday.com™ Official Site - A New Way of Working

With monday.com Work OS teams can create any workflow to manage anything they need. Marketing, CRM, HR, Software development, Construction, Video Production and so much...

Integrations

monday.com Integrates with Your Favorite Tools.

Pricing

See All of Our Plans and See Which is Right for You.

See monday workdocs

Where Words Ignite Workflows. The Smart Way to Collaborate.

About Us

Get to Know monday.com, Our Story, and What We Believe In.

Does monday.com have a desktop app?

Apr 21, 2023 — You can seamlessly download the desktop app to your computer by searching 'monday.com' in your macOS or Windows app store or by using the ...

You've visited this page 3 times. Last visit: 4/19/23
A platform built for a new way of working

What would you like to manage with monday.com Work OS?

Creative & design  Software development  Marketing  Project management  Sales & CRM  Task management  HR  Operations  More workflows

Get Started →

No credit card needed  Unlimited time on Free plan
Does monday.com have a desktop app?

You may have asked yourself, "I wonder if monday.com has a desktop app?" Well, we definitely understand this need, so yes, we do have one! We offer a desktop app for both Mac and Window computers.

Download the app

You can seamlessly download the desktop app to your computer by searching "monday.com" in your macOS or Windows app store or by using the following links:

- Desktop app for Mac
- Desktop app for Windows
## Saving Ben - Ngram Performance Over Time

### Table:

<table>
<thead>
<tr>
<th>Org Name</th>
<th>Ngram</th>
<th>CPA (1 Month)</th>
<th>CPA (3 Month)</th>
<th>CPA (12 Month)</th>
<th>% Change (3 Month to 1 Month)</th>
<th>% Change (12 Month to 3 Month)</th>
<th>Cost (1 Month)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>$4,341.24</td>
<td>$5,103.64</td>
<td>$4,530.32</td>
<td>-37.31%</td>
<td>-15.00%</td>
<td>$2,213.67</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$76.42</td>
<td>$115.26</td>
<td>$170.44</td>
<td>-33.70%</td>
<td>-32.38%</td>
<td>$20,837.36</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$8,463.51</td>
<td>$8,639.14</td>
<td>$6,752.77</td>
<td>-2.03%</td>
<td>-27.93%</td>
<td>$19,973.89</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$81.89</td>
<td>$97.37</td>
<td>$304.47</td>
<td>-15.91%</td>
<td>-68.02%</td>
<td>$18,184.38</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$215.42</td>
<td>$512.66</td>
<td>$680.33</td>
<td>-57.98%</td>
<td>-24.65%</td>
<td>$16,908.30</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Legend:**
- CPA: Cost Per Action
- % Change: Percentage Change
- Cost: Total Cost
### Saving Ben - Ngram Performance Over Time

<table>
<thead>
<tr>
<th>Org Name</th>
<th>Ngram</th>
<th>CPA (1 Month)</th>
<th>CPA (3 Month)</th>
<th>CPA (12 Month)</th>
<th>% Change (3 Month to 1 Month)</th>
<th>% Change (12 Month to 1 Month)</th>
<th>Cost (1 Month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
<td></td>
<td>$63.40</td>
<td>$101.13</td>
<td>$153.54</td>
<td>-37.31%</td>
<td>-15.00%</td>
<td>$217.60</td>
</tr>
<tr>
<td>20</td>
<td></td>
<td>$4,341.24</td>
<td>$5,107.64</td>
<td>$4,530.32</td>
<td>-13.70%</td>
<td>-32.38%</td>
<td>$20,837.36</td>
</tr>
<tr>
<td>21</td>
<td></td>
<td>$76.42</td>
<td>$115.26</td>
<td>$170.44</td>
<td>-33.70%</td>
<td>-27.93%</td>
<td>$19,973.89</td>
</tr>
<tr>
<td>22</td>
<td></td>
<td>$8,465.51</td>
<td>$6,309.14</td>
<td>$6,752.77</td>
<td>-2.05%</td>
<td>27.93%</td>
<td>$19,973.89</td>
</tr>
<tr>
<td>23</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>32</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>33</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>34</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>35</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Costs Summary**

<table>
<thead>
<tr>
<th></th>
<th>CPA (1 Month)</th>
<th>CPA (3 Month)</th>
<th>CPA (12 Month)</th>
<th>% Change (3 Month to 1 Month)</th>
<th>% Change (12 Month to 1 Month)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Costs</strong></td>
<td>$5,756.55</td>
<td>$2,363.96</td>
<td>$2,160.49</td>
<td>143.51%</td>
<td>9.42%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
JTBD: Buy a car
Pre-Google Max Friction
With Google
Less Friction
Best New Cars Under $25,000 in 2023

The price of new cars has risen substantially over the past few years, and shopping on a budget isn't easy. But don't get discouraged yet. There are still a lot of options for a new vehicle on a $25,000 or less budget. Here's what you need to know.

By Cherise Thereutt   Fact checked by August Barham   Edited by Frank Nieto   Jan. 24, 2023, at 5:28 p.m.
Scratch Your New-Car Itch for Less Than $25,000

The price of new cars has risen substantially over the past few years, and shopping on a budget isn't easy. If you want a new car this year, for under $25,000, you'd be right for assuming there are fewer options out there than there used to be.

But don't get discouraged yet. There are still a lot of options for a new vehicle on a $25,000 budget, and even better, a bunch of them are actually really good, based on factors like reliability, safety and standard and available features. You might even be surprised to learn that tech features like Apple CarPlay and Android Auto compatibility are often included in affordable new cars, even in base models, and manufacturers stay as competitive as possible by including safety features like automatic emergency braking and forward collision warning. That means more options for you than you might expect.

We've found the 20 best cars that have a base MSRP under $25,000 and ranked them based on their U.S. News overall score, which considers performance, interior comfort and quality, safety and reliability. In the case of a tie, we've given the nod to the model with the lower base price.

Note that our scores can change as we get updated information. The scores you see on the following pages may not match those you see on each vehicle's individual review page.

More on the 2023 Honda Civic

See 2023 Honda Civic Photos »
Find the best price on the 2023 Honda Civic »
Read the 2023 Honda Civic Full Review »
More on the 2023 Honda Civic
See 2023 Honda Civic Photos »
Find the best price on the 2023 Honda Civic »
Read the 2023 Honda Civic Full Review »
See Compact Car Rankings »

RECOMMENDED ARTICLES

CAR ADVICE
Best New Cars for Under $20,000 in 2023
Finding a new car or SUV for under $20,000 isn’t as easy as it once was, but there remain plenty of vehicles with good design and desirable features at this budget.
Cherie Threwwit Jan. 5, 2023

CAR ADVICE
Best New Cars Under $30,000
George Kennedy Nov. 17, 2016

CAR ADVICE
Cheapest New Cars
These are the cheapest new cars on sale in 2023, and many come surprisingly well-equipped for the money.
Chris Tugue Feb. 8, 2023
20) 2023 Subaru Legacy
MSRP: $24,395 | U.S. News Overall Score: 7.8/10

The Subaru Legacy is a solid car, though not a great one. Its two main drawbacks are an underwhelming engine in the base trim that meets our budget cutoff, and a menu-heavy infotainment system that can take some time getting used to.

There are a couple of attributes that help it stand out from the rest of the cars you’re about to see, though. First, the Legacy is a midsize sedan. Most cars at this price point are compact or subcompact, so if you’re looking for more space, the Legacy is worth a spot on your list. Second, the Legacy comes standard with all-wheel drive, which adds value right off the bat. Subaru also equips the Legacy with a long list of standard safety features.

More on the 2023 Subaru Legacy
See 2023 Subaru Legacy Photos »
Did that civic have standard all wheel drive?
That was 22 ‘fuck***’ clicks ago!

How TF am I supposed to remember?
FAQs

What are the best cars for under $25k?

Most of these cars aim at being good commuters and everyday drivers, while a few try to keep family in mind, too. The Honda Civic Hatchback falls into the latter group, with plenty of space inside for people and cargo and a good list of standard features, though it borders very close to the price ceiling. The Kia Soul is cheaper, and while it supplies loads of trunk space, it isn’t as generous in the back seat. The Toyota Corolla and Hyundai Kona each deserve mention, too, as some of the best-selling sedan and SUV models, respectively.

Are cars under $25,000 reliable?

Most automakers respect that their cash-strapped consumers appreciate value, which is why they make absolutely sure that their cheap models are highly reliable. After all, these cars will likely be used on a daily basis for half a dozen years or more. And, if something does go wrong, repairs are usually quite cheap, too.

Are there any luxury cars for $25k?

You won’t find any new premium cars at this price, but you may be able to find an older model if you cruise the used dealerships or browse through the used car market.

How much do the cheapest new cars under $25k cost?

Several models start at just above $15,000, including the Nissan Versa and Mitsubishi Mirage, but the Subaru Impreza, Hyundai Venue, and Kia Forte all border at the $20k mark. Some of the best models will cost you a little more than this, though, including the Toyota Corolla and Hyundai Elantra. At the top end of the range are the Subaru Crosstrek and Honda Civic Hatchback. And, if you are looking for a cheap sports car, the Chevy Camaro Coupe just barely qualifies for this pricing category.
The Least Boring Cars, Trucks, and SUVs Under $25,000

Don’t settle for a lifeless econobox, grab one of these affordable and interesting rides instead.

The Manufacturers - Photos; Motor Trend Staff; Kelly Lin - Words | Mar 20, 2020
Moved
From one type of Friction to another.
Unique data sets that’s where you’ll create outsized value from AI
JTBD is about The CUSTOMER

- Keep my kids safe
- Play my music easy
- Keep me warm
- Can fit my bike
Can you give me a list of cars under 25,000? I would like each one you list to be given a 3 sentence synopsis on it please.
4. **Ford Focus**
   - The Ford Focus offers engaging driving dynamics and various body styles, including sedans and hatchbacks.
   - Technology and safety features are abundant, and it offers a sporty drive feel.
   - Fuel economy is good, though it may not be as impressive as some other compact car competitors.

5. **Kia Soul**
   - The Kia Soul is a compact crossover with a distinctive design and roomy interior.
   - It comes with a wide range of tech features and has a comfortable ride.
   - The engine options offer a nice balance of performance and fuel efficiency.

6. **Nissan Sentra**
   - The Nissan Sentra is known for its affordability, offering a smooth ride and plenty of space inside.
   - Standard features often include an infotainment system with smartphone integration.
   - Fuel efficiency is a strong point, and various trims provide customization.

7. **Subaru Impreza**
   - The Subaru Impreza is one of the few compact cars that offer all-wheel drive as standard.
   - Known for its safety features and sturdy build, it's a good choice for various weather conditions.
   - Fuel efficiency is reasonable, and the Impreza is available both as a sedan and...
Which of these cars has the highest safety rating?
As of my knowledge cut-off in September 2021, the Subaru Impreza often stands out for its safety features. Subaru's commitment to safety includes its EyeSight Driver Assist Technology, which has been recognized for its effectiveness. The all-wheel-drive system standard on the Impreza also enhances handling and safety in various driving conditions. In some years, the Subaru Impreza has received Top Safety Pick+ ratings from the IIHS.

However, it would be best to refer to the specific safety ratings from reputable organizations like the NHTSA or IIHS for the exact model year you are interested in, as these ratings can change from year to year and might vary by trim level and additional safety options equipped.
As of my knowledge cutoff in September 2021, the Honda Civic, Toyota Corolla, and Subaru Impreza consistently receive high safety ratings from organizations such as the Insurance Institute for Highway Safety (IIHS) and National Highway Traffic Safety Administration (NHTSA).

1. **Honda Civic:** The Honda Civic has been recognized by the IIHS with top ratings, thanks to its effective crashworthiness and advanced safety technologies. Honda's Sensing Suite, which includes collision mitigation braking, lane-keeping assist, and adaptive cruise control, is a standard feature on many models.

2. **Toyota Corolla:** The Toyota Corolla also boasts excellent safety ratings. It features Toyota's Safety Sense 2.0 as standard, which includes a pre-collision system, lane departure alert with...
Can you create a comparison matrix that shows each car under 25,000 and whether it has a list of features I'm going to give you?
Certainly! Below is a comparison matrix for the cars mentioned, based on general availability of the features you've listed. Keep in mind that these features might be standard on some models and optional or unavailable on others, so it's essential to consult with a local dealer for the specific details of the vehicle configuration you're considering.

<table>
<thead>
<tr>
<th>Car Model</th>
<th>Leather Seats</th>
<th>Sunroof</th>
<th>Convertible Option</th>
<th>Heated Seats</th>
<th>Backup Camera</th>
<th>Bluetooth</th>
<th>Remote Start</th>
</tr>
</thead>
<tbody>
<tr>
<td>Honda Civic</td>
<td>Optional</td>
<td>Optional</td>
<td>No</td>
<td>Optional</td>
<td>Standard</td>
<td>Standard</td>
<td>Optional</td>
</tr>
<tr>
<td>Toyota Corolla</td>
<td>Optional</td>
<td>Optional</td>
<td>No</td>
<td>Optional</td>
<td>Standard</td>
<td>Standard</td>
<td>Optional</td>
</tr>
<tr>
<td>Hyundai Elantra</td>
<td>Optional</td>
<td>Optional</td>
<td>No</td>
<td>Optional</td>
<td>Standard</td>
<td>Standard</td>
<td>Optional</td>
</tr>
<tr>
<td>Ford Focus</td>
<td>Optional</td>
<td>Optional</td>
<td>No</td>
<td>Optional</td>
<td>Standard</td>
<td>Standard</td>
<td>Optional</td>
</tr>
<tr>
<td>Kia Soul</td>
<td>Optional</td>
<td>Optional</td>
<td>No</td>
<td>Optional</td>
<td>Standard</td>
<td>Standard</td>
<td>Optional</td>
</tr>
<tr>
<td>Nissan Sentra</td>
<td>Optional</td>
<td>Optional</td>
<td>No</td>
<td>Optional</td>
<td>Standard</td>
<td>Standard</td>
<td>Optional</td>
</tr>
<tr>
<td>Subaru</td>
<td>Optional</td>
<td>Optional</td>
<td>No</td>
<td>Optional</td>
<td>Standard</td>
<td>Standard</td>
<td>Optional</td>
</tr>
</tbody>
</table>
I also need to know which of my features are included in each trim, feel free to make column A the model + lowest trim, which would make the second row the model again with the highest trim, then column b would be price and then after that each column is my feature request.
<table>
<thead>
<tr>
<th>Model + Trim</th>
<th>Price</th>
<th>Leather Seats</th>
<th>Sunroof</th>
<th>Convertible Option</th>
<th>Heated Seats</th>
<th>Backup Camera</th>
<th>Bluetooth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Honda Civic LX</td>
<td>~$21,000</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Honda Civic Touring</td>
<td>~$28,000</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>
I live in Montana and mountain bike in the summer and ski in the winter. Which car is best for holding my equipment when I go on these adventures?
Based on your location and outdoor interests, you would likely benefit from a vehicle with ample cargo space, good ground clearance, and all-wheel drive for tackling various terrains and weather conditions. Among the vehicles listed, the Subaru Impreza might be the best fit for your needs. Here's why:

1. **Subaru Impreza:**
   - **All-Wheel Drive:** Standard on all models, AWD offers better traction and control on rough and slippery roads.
   - **Cargo Space:** The hatchback version of the Impreza provides a more substantial cargo area, perfect for stowing mountain bikes, skis, or other outdoor gear.
   - **Ground Clearance:** While not as high as some SUVs, the Impreza offers reasonable ground clearance for non-extreme off-roading.
   - **Roof Rails:** Available on certain trims or as an add-on, roof rails can accommodate bike or ski racks, making transportation of your equipment more accessible.
   - **Price Range:** With a price range of ~$18,000 to ~$26,000, it fits within your budget.
   - **Fuel Efficiency:** Subaru's AWD system is known for efficiency, so even with the added capability, you won't be spending a fortune on gas.

As previously mentioned, could be the Subaru Crosstrek, but offers increased ground clearance and more...
Which would you prefer??
12 Mozcons
Better link building
Real Co. Shit
Listening to customers
Big Data
PPC & SEO
Valuable = yes
Easy to do = nope
Time to do it = nope
How to Get Search Volume Data Straight into Excel [Mozcon Debrief]

By: Richard Baxter

August 15, 2011

A few weeks ago I attended (and had the honour of speaking at) Mozcon. Mozcon is without a doubt the best SEO conference I’ve ever been to, and I’ve been to a lot. It rocks to be amongst so many stars! Anyhoo, just to say thanks to the Mozteam for flying me over to sunny Seattle. I brought them a new toy to play with. And the best part, it’s free for anyone to use.
Wil on stage presenting
I want Wil’s approach!
You back at work
You vs the Data Assembly Line

Go to Mozcon learn 80 things

Wil shows Power Bi – 81

Get home, go through notes

Download Power Bi

Boss asks – How can we get +1M visitors with 0 additional budget?

Watch Wil’s video, didn’t work for me

Watch Wil’s video again

Step 1–5 done

Step 6–12 done

Step 13 of 50 fail

Can’t fix, no time to learn, pressure from boss, kids got soccer, do thing the same old way.
I see value in what Seer is saying, but I don’t have time.
I want what Wil showed!
Built Seer Data Assembly Line

Rebuild each time

Too much data for Power Bi

Train a whole team on a non industry standard tool

More data = slower files, good luck trending or comparing clients

Every analyst did it just a bit different

Turned SEO’s into analysts, but to grow we couldn’t find them or make them fast enough.

Outside analysts, had no context on SEO, recommendations missed the mark
I want Rae
I want the Insights from Mozcon not the Work
We Heard Ya!
Unique data sets that’s where you’ll create outsized value from AI
Facts over Frenzy
Strategy?
Are 1% or 10% Of my customers using this?
RU Listening to “experts”? I'll change ur life!
Pull data
If MSV (decreases) & Ranking (same) & Analytics leads (same) & CRM = # of leads (same) 

Customer may have moved for these keywords.
<table>
<thead>
<tr>
<th>Default Channel Grouping</th>
<th>Acquisition</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Users</td>
<td>New Users</td>
<td>Sessions</td>
<td></td>
</tr>
<tr>
<td>seerinteractive</td>
<td>120,010</td>
<td>118,112</td>
<td>147,103</td>
<td></td>
</tr>
<tr>
<td>1. Organic Search</td>
<td>97,510 (80.18%)</td>
<td>95,194 (80.60%)</td>
<td>116,131 (78.95%)</td>
<td></td>
</tr>
<tr>
<td>2. Direct</td>
<td>16,163 (13.29%)</td>
<td>15,862 (13.43%)</td>
<td>20,120 (13.68%)</td>
<td></td>
</tr>
<tr>
<td>3. Referral</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Social</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Email</td>
<td>1,140 (0.94%)</td>
<td>915 (0.77%)</td>
<td>2,146 (1.46%)</td>
<td></td>
</tr>
<tr>
<td>6. AI-Powered Search</td>
<td>1,064 (0.87%)</td>
<td>1,044 (0.88%)</td>
<td>1,135 (0.77%)</td>
<td></td>
</tr>
</tbody>
</table>
Download the Looker Dashboards
Job #1
Turn No’s to Yes’es
Job #2
MORE Hypotheses!!
Job #3
Build Mini-apps
I need to throw a dinner party for 6 people who are vegetarian. Can you suggest a 3-course menu with a chocolate dessert?
CMO

What is our brand visibility in ChatGPT if our customers go there?
Today’s SEO

There’s no ranking tool.
Tomorrow’s SEO

Bing’s research
Got all PAA’s with “Best”
Ran PAA’s through ChatGPT’s API
Tallied how often our brand shows up
(runs weekly)

35% Visibility
I'm going to give you a whole slew of keywords searched on google in the project management space for the company monday.com, it will be in a CSV format. I want you to ngram the keywords for me and well me what % of those keywords included ngrams like "best" "which" "vs" and other similar types of themes, if you feel confident in other ngrams like those that shows someone is looking to find a software or get advice you can feel free to add them into your calculation, but please check with me first on which new ngrams you want to add and then I'll approve them to be added to the calculation. I would like you to do this in noteable, can you prompt me for the steps I need to do along the way? Ready?
The unigram analysis has been completed. Here are the percentages of keywords that include each unigram:

- "best": 3.35%
- "which": 0.24%
- "vs": 1.19%

These percentages represent the proportion of keywords in your dataset that contain these specific unigrams.

Please let me know if you would like to add any other unigrams to the analysis or if there are any other analyses you would like to run.
I am open to you adding additional n-grams that you think might help me identify people that will be looking for products to compare, do you think I missed any that have similar intent that are at least .25% of my keyword list?

Sure, we can add more unigrams that are often used when people are comparing products.

Here are a few suggestions:

- "compare": This is a direct indicator that someone is comparing products.
- "alternative": This suggests that the person is looking for an alternative to a product, which involves comparison.
- "review": People often look for reviews when they are comparing products.
- "rating": Similar to "review", this indicates a comparison of product quality.
- "top": This suggests that the person is looking for the best products in a category, which involves comparison.
Less Bias
We have recalculated the percentages with a threshold of 0.10%. Here are the unigrams that appear in at least 0.10% of the keywords:

- "best": 3.35%
- "which": 0.24%
- "vs": 1.19%
- "alternative": 0.12%
- "review": 0.17%
- "top": 0.31%

These unigrams can help identify keywords that indicate a user's intent to compare products. Please let me know if there are any other analyses you would like to perform or if there are any other unigrams you would like to analyze.
PAA Search

PAA Question
contains best or vs or compare or top or cons

Organization
is any value

Date Month
is in the last 1 complete month

Search Term
is any value
<table>
<thead>
<tr>
<th>Organization</th>
<th>Search Term</th>
<th>% of Total Seach Terms</th>
<th>% of Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>3,989</td>
<td>13.48%</td>
<td>10.24%</td>
</tr>
<tr>
<td>18</td>
<td>3,951</td>
<td>25.68%</td>
<td>33.96%</td>
</tr>
<tr>
<td>19</td>
<td>3,911</td>
<td>14.38%</td>
<td>19.06%</td>
</tr>
<tr>
<td>20</td>
<td>3,896</td>
<td>22.97%</td>
<td>16.82%</td>
</tr>
<tr>
<td>21</td>
<td>3,859</td>
<td>15.68%</td>
<td>25.18%</td>
</tr>
<tr>
<td>22</td>
<td>3,750</td>
<td>13.99%</td>
<td>9.23%</td>
</tr>
<tr>
<td>23</td>
<td>3,190</td>
<td>26.83%</td>
<td>0.0%</td>
</tr>
<tr>
<td>24</td>
<td>3,036</td>
<td>10.58%</td>
<td>27.24%</td>
</tr>
<tr>
<td>25</td>
<td>2,922</td>
<td>10.83%</td>
<td>0.0%</td>
</tr>
<tr>
<td>26</td>
<td>2,713</td>
<td>35.01%</td>
<td>16.82%</td>
</tr>
<tr>
<td>27</td>
<td>2,554</td>
<td>14.94%</td>
<td>8.66%</td>
</tr>
<tr>
<td>28</td>
<td>2,452</td>
<td>9.63%</td>
<td>7.48%</td>
</tr>
<tr>
<td>29</td>
<td>2,448</td>
<td>15.05%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Every client 

# of KWs % cost % conv
Tracking brand rankings in ChatGPT? Here's one way

[Free Template]
Jordan blew that out with 10,000 questions!
### What Questions do People Google?

<table>
<thead>
<tr>
<th>Question</th>
<th>Cost (Last Month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>what is the best CRM for call center?</td>
<td>$31,585</td>
</tr>
<tr>
<td>what are the top 3 CRM systems servicing the insurance industry?</td>
<td>$22,299</td>
</tr>
<tr>
<td>which is the best CRM software for small business?</td>
<td>$20,214</td>
</tr>
<tr>
<td>what is the best software for CRM?</td>
<td>$13,872</td>
</tr>
<tr>
<td>what CRM software is best for a small startup?</td>
<td>$9,328</td>
</tr>
<tr>
<td>which CRM is best for SMS marketing?</td>
<td>$7,789</td>
</tr>
<tr>
<td>what is the best CRM for customer service?</td>
<td>$5,578</td>
</tr>
<tr>
<td>what is the best CRM to manage?</td>
<td>$5,023</td>
</tr>
<tr>
<td>what is the best super simple CRM solution out there for small businesses?</td>
<td>$4,606</td>
</tr>
<tr>
<td>what is the best CRM system for sales?</td>
<td>$3,715</td>
</tr>
<tr>
<td>what is the best tool for CRM?</td>
<td>$2,705</td>
</tr>
<tr>
<td>which CRM are best for marketing?</td>
<td>$2,073</td>
</tr>
</tbody>
</table>

**Total Cost:** $135,114

### What themes are in ChatGPT Responses?

<table>
<thead>
<tr>
<th>ChatGPT Resp</th>
<th>#Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>crm</td>
<td>100.00%</td>
</tr>
<tr>
<td>zoho</td>
<td></td>
</tr>
<tr>
<td>hubspot</td>
<td></td>
</tr>
<tr>
<td>features</td>
<td>73.68%</td>
</tr>
<tr>
<td>salesforce</td>
<td></td>
</tr>
</tbody>
</table>

### Question & Responses

**What is the best CRM for call center?**

As an AI language model, I don’t have personal opinions or preferences. However, here are some of the most widely used CRM systems in call centers:

1. **Salesforce**: It is considered one of the best CRM systems for call centers due to its advanced features, including call center automation, lead management, and customer service tools.

2. **Zendesk**: It is a cloud-based CRM system that offers call center software with features like call routing, IVR, and call monitoring.

3. **Zoho CRM**: It is another popular CRM system for call centers that offers features like call recording, call routing, and real-time analytics.

4. **Hubspot**: It is a comprehensive CRM system that includes a call center software with features like call tracking, call recording, and call routing.

5. **Freshdesk**: It is a cloud-based CRM system that offers a call center software with features like call routing, IVR, and call monitoring.

Ultimately, the best CRM for call center will depend on the specific needs of the organization and its budget.
Instant consulting
No DIY assembly line
Different Consulting
Resurgence of PR
More Yessses
+ More Hypothesis
+ More Mini Products
Hypothesis 2: Wikipedia + Noteable
If ChatGPT takes off, which sites are a proxy for my customer journey moving?
I hear that Wikipedia traffic data is stored in BigQuery is that true?
The dataset is stored in the `bigquery-public-data` project, in a dataset called `wikipedia`. The `pageviews_2020` table, for example, contains pageview data for the year 2020.

You can access this data using SQL queries in the BigQuery console or by using the BigQuery API in a programming language like Python or R. Note that while the data itself is free, there may be costs associated with using BigQuery to query the data, especially for large queries.
I would like you to use notable to write python to interface with the API, and then I want to give you a bunch of wikipedia URLs so you can tell me if you are seeing downward trends in traffic after a certain date, do you understand?
I don't have a GCP credential, how else might I solve this problem?
```json
{
  "cell": {
    "id": "c3a63b97-04ee-42bd-8284-6809e8c1c43",
    "source": "import requests
import datetime
import json

get_pageviews(article, start, end):
    # Format the article title
    article = article.replace(' ', '_')
    # Format the start and end dates
    start = start.strftime('%Y%m%d%H')
    end = end.strftime('%Y%m%d%H')
    # Define the endpoint
    endpoint = 'https://wikimedia.org/api/rest_v1/metrics/pageviews/per-article/en.wikipedia/all-access/all-agents/{article}/daily/{start}/{end}.format(article, start, end)
    # Send a GET request to the endpoint
    response = requests.get(endpoint)
    # If the request was successful, return the pageview data
    data = json.loads(response.text)
    return data['items']

  },
  "metadata": {
    "notable": {
      "cell_type": "code",
      "output_collection_id": "0254e79-931b-4798-96d4-392501e55d1c"
    }
  },
  "cell_type": "code",
  "outputs": []
}
```

Now, we can use this function to fetch and analyze the pageview data for your Wikipedia URLs. Please provide the list of Wikipedia URLs and the date from which you want to analyze the traffic data.

https://en.wikipedia.org/wiki/Christmas_tree
https://en.wikipedia.org/wiki/Bachelor%27s_degree
https://en.wikipedia.org/wiki/SendGrid
It appears that the requests to the Wikimedia API are being blocked, as indicated by the 403 status code and the message: "Scripted requests from your IP have been blocked, please see https://meta.wikimedia.org/wiki/User-Agent_policy."

This could be due to a number of reasons, such as making too many requests in a short period of time, not including a User-Agent header in the requests, or the IP address being used has been blocked by Wikimedia.

To resolve this issue, you could try the following:

1. Add a User-Agent header to the requests. Wikimedia's User-Agent policy requires all requests include a User-Agent header that properly identifies the client making the request. Here's an example: ```Request-User-Agent: Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/58.0.3029.110 Safari/537.36```
OK, let's add a user agent, it looks like I need to give you my email, right?
Here are the daily pageviews for the "Bachelor's Degree" Wikipedia page over the last 30 days:

<table>
<thead>
<tr>
<th>index</th>
<th>timestamp</th>
<th>views</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>2023-07-04T00:00:00Z</td>
<td>2394</td>
</tr>
<tr>
<td>1</td>
<td>2023-07-05T00:00:00Z</td>
<td>2426</td>
</tr>
<tr>
<td>2</td>
<td>2023-07-06T00:00:00Z</td>
<td>2470</td>
</tr>
<tr>
<td>3</td>
<td>2023-07-07T00:00:00Z</td>
<td>2377</td>
</tr>
<tr>
<td>4</td>
<td>2023-07-08T00:00:00Z</td>
<td>2043</td>
</tr>
<tr>
<td>5</td>
<td>2023-07-09T00:00:00Z</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>2023-07-10T00:00:00Z</td>
<td>2499</td>
</tr>
</tbody>
</table>
It seems I forgot to import the required `matplotlib` library for plotting the graph. Let me correct that and plot the graph again.
Here is the updated line graph showing the Wikipedia daily pageviews for the "Bachelor's Degree" page for the same 30-day period this year (in blue) compared to last year (in red), with the x-axis representing days from 1 to 30:
Here is the updated line graph showing the Wikipedia daily pageviews for the "Bachelor's Degree" page for the same 30-day period this year (in blue) compared to last year (in red), with the x-axis representing days from 1 to 30:
A bachelor's degree is the highest level of undergraduate degree and can typically be completed in approximately four years, depending on the institution.

People also ask:
- What is a bachelor's degree?
- Is bachelor's a 4 year degree?
- What is a better degree BA or BS?
- What is a 2 year degree called?

Bachelor's degree

A bachelor's degree or baccalaureate is an undergraduate academic degree awarded by colleges and universities upon completion of a course of study lasting three to six years. The two most common bachelor's degrees are the Bachelor of Arts and the Bachelor of Science. [Wikipedia]
No: I can’t get $ for a developer
Yes:
Have ChatGPT read people’s blog posts on how to use python.
Not Skuuuured of Python!
5 Python scripts for automating SEO tasks

Looking to streamline your SEO workflows? These five scripts are great starting points for exploring the possibilities of Python in SEO.

John McAlpin on April 12, 2023 at 9:00 am | Reading time: 11 minutes

Python is a powerful programming language that has gained popularity in the SEO industry over the past few years.

With its relatively simple syntax, efficient performance and abundance of libraries and frameworks, Python has revolutionized how many SEOs approach their work.

Python offers a versatile toolset that can help make the optimization process faster, more accurate and more effective.

This article explores five Python scripts to help boost your SEO efforts.

- Automate a redirect map.
- Write meta descriptions in bulk.
- Analyze keywords with N-grams.
- Group keywords into topic clusters.
- Match keyword list to a list of predefined topics.

The easiest way to get started with Python
Script 1: Automate a redirect map

Creating redirect maps for large sites can be incredibly time-consuming. Finding ways to automate the process can help us save time and focus on other tasks.

How this script works

This script focuses on analyzing the web content to find closely matching articles.

- First, it imports two TXT files of URLs: one is for the redirected website (source_urls.txt), and the other for the site absorbing the redirected website (target_urls.txt).

- Then, we use the Python library Beautiful Soup to create a web scraper to get the main body content on the page. This script ignores header and footer content.

- After it’s crawled the content on all pages, it uses the Python library Polyfuzz to match content between URLs with a similarity percentage.
How this script works

This script focuses on analyzing the web content to find closely matching articles.

- First, it imports two TXT files of URLs: one is for the redirected website (source_urls.txt), and the other for the site absorbing the redirected website (target_urls.txt).

- Then, we use the Python library Beautiful Soup to create a web scraper to get the main body content on the page. This script ignores header and footer content.

- After it crawls the content on all pages, it uses the Python library Polyfuzz to match content between URLs with a similarity percentage.

- Finally, it prints the results in a CSV file, including the similarity percentage.

From here, you can manually review any URLs with a low similarity percentage to find the next closest match.

Get the script

```python
# import libraries
from bs4 import BeautifulSoup, SoupStrainer
from polyfuzz import PolyFuzz
import concurrent.futures
import csv
import pandas as pd
import requests

# import urls
with open("source_urls.txt", "r") as file:
    url_list_a = [line.strip() for line in file]

with open("target_urls.txt", "r") as file:
    url_list_b = [line.strip() for line in file]
```
Hi I am an SEO and I want you to read these API instructions and then guide me on how to do this for my own site. Can you tell me what you think this code does then walk me through step by step what I need to do? You can use notable to help me build the python.
I have a list of 5 source URLs and 5 target URLs I will give you here in this chat instead of a text file, can you do that? If so lets use noteable to execute the python and lets get started.

Modify python to what YOU want it to do (natural language)
along with a similarity percentage. Here are the results:

<table>
<thead>
<tr>
<th>Index</th>
<th>From URL</th>
<th>To URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td><a href="https://www.seerinteractive.com/insights/3-google-analytics-tips-for-beginner-analysts">https://www.seerinteractive.com/insights/3-google-analytics-tips-for-beginner-analysts</a></td>
<td><a href="https://www.seerinteractive.com/insights/to-consider-ga4-alternatives">https://www.seerinteractive.com/insights/to-consider-ga4-alternatives</a></td>
</tr>
<tr>
<td>1</td>
<td><a href="https://www.seerinteractive.com/insights/google-analytics-4-update">https://www.seerinteractive.com/insights/google-analytics-4-update</a></td>
<td><a href="https://www.seerinteractive.com/insights/analytics-4-ga4-faqs">https://www.seerinteractive.com/insights/analytics-4-ga4-faqs</a></td>
</tr>
</tbody>
</table>

ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT.August 3 Version
content of the target URL. A higher percentage indicates a higher similarity.

The next step is to export this DataFrame to a CSV file. Let's do that.

Great! We've successfully exported the DataFrame to a CSV file named 'redirect_map.csv'. This file contains the mapping of each source URL to a target URL, along with a similarity percentage. You can download it directly from the Noteable project.

Please let me know if there's anything else you'd like to do.
Hypothesis 3:
Link Reader to improve landing pages
Hypothesis 3: Link Reader Webpilot to improve landing pages
When customers use the word "all" its suddenly costing us 70% to convert them
I must build a landing page using AI for "black primary care physician".
I'm going to give you a query and then a list of web pages, I want you to use the notable plugin to show me the google trend for that query for the last 5 years using the google trends API, then I want you to crawl a set of URLs I give you (using webpilot) to have to tell me yes or no in a chart of the page addresses what you believe the right answer for the query, do you understand?
Query: Black primary physicians

Used Noteable

Used Noteable
I have successfully fetched the Google Trends data for the query "Black primary physicians" for the past 5 years. Now, could you please provide the list of URLs you want me to crawl and analyze in relation to this query?

https://www.wildhealth.com/treatments/integrative-doctor?gadid=657569334863&gad=1
https://www.oakstreethealth.com/primary-care-doctors-near-me?customer_id=666-595-5970&g_adgroupid=149131290954&g_adid=649022250204&g_adtype=search&g_campaign=all-1702663200634&g_network=g&utm_theme=g&utm_vpf=google&gad=1
https://www.juno.care/services/individual-family-care/adult-primary-care
Here is the smoothed Google Trends chart for the query "Black primary physicians" over the last 5 years:
Google Trendline is up

Now, how well are my competitors speaking the language of my customer?
Zocdoc: Find a PCP - Primary Care Doctor Near Me
Search for Primary Physicians based on availability, location, insurance, reviews & more. Find & book an office visit with a Primary Physician, or video chat with them from home. Easy to Book Online. Real-Time Availability. Read Patient Reviews. Find in Network Doctors.

Top 10 Best Black Doctors in Seattle, WA - August 2023

Best black doctors near Northgate, Seattle, WA 98125
Reviews on Black Doctors in Northgate, Seattle, WA 98125 - Pacific Medical Centers - Northgate, Posh Parlor, Supercuts, Pacific Dermatology & Cosmetic ...

People also ask:
What percentage of primary care physicians are Black?
Why is it important to have a Black care primary care provider?
What famous physician was Black?
Why is there a shortage of Black doctors?
Sure, here’s a comparison table with ratings for each company’s ad copy and landing page, along with some notes:

<table>
<thead>
<tr>
<th>Company</th>
<th>Ad Copy Rating (1-10)</th>
<th>Landing Page Rating (1-10)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zocdoc</td>
<td>3</td>
<td>3</td>
<td>The ad and webpage do not address the &quot;black&quot; modifier. They focus on the availability and location of primary care doctors.</td>
</tr>
<tr>
<td>Norton Healthcare</td>
<td>3</td>
<td>2</td>
<td>The ad does not address the &quot;black&quot; modifier. The webpage is more about a cyber event rather than providing information about primary care physicians.</td>
</tr>
<tr>
<td>Mercy</td>
<td>3</td>
<td>3</td>
<td>The ad and webpage do not address the &quot;black&quot; modifier. They emphasize the convenience and expertise of the local primary care team.</td>
</tr>
<tr>
<td>BlackDoctor.org</td>
<td>N/A</td>
<td>10</td>
<td>The webpage directly addresses the &quot;black&quot; modifier, citing research on the benefits of having a Black doctor and implying that users can find Black doctors through their search tool.</td>
</tr>
</tbody>
</table>

Please note that the ratings are relative to each other and based on how well the company’s ad copy and landing page address the "black" modifier in the "black primary care physician" search query.
Sure, here's a comparison table with ratings for each company's ad copy and landing page, along with some notes:

<table>
<thead>
<tr>
<th>Company</th>
<th>Ad Copy Rating (1-10)</th>
<th>Landing Page Rating (1-10)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zocdoc</td>
<td>3</td>
<td>3</td>
<td>The ad and webpage do not address the &quot;black&quot; modifier. They focus on the availability and location of primary care doctors.</td>
</tr>
<tr>
<td>Norton Healthcare</td>
<td>3</td>
<td>2</td>
<td>The ad does not address the &quot;black&quot; modifier. The webpage is more about a cyber event rather than providing information about primary care physicians.</td>
</tr>
<tr>
<td>Mercy</td>
<td>3</td>
<td>3</td>
<td>The ad and webpage do not address the &quot;black&quot; modifier. They emphasize the convenience and expertise of the local primary care team.</td>
</tr>
<tr>
<td>BlackDoctor.org</td>
<td>N/A</td>
<td>10</td>
<td>The webpage directly addresses the &quot;black&quot; modifier, citing research on the benefits of having a Black doctor and implying that users can find Black doctors through their search tool.</td>
</tr>
</tbody>
</table>

Please note that the ratings are relative to each other and based on how well the company's ad copy and landing page address the "black" modifier in the "black primary care physician" search query.
However, based on the content extracted from the provided URLs, here are the findings:

1. **Wild Health**: The website does not provide any specific information related to 'Black primary physicians'.

2. **Oak Street Health**: The website provides information about primary care physicians, but there is no specific mention of 'Black primary physicians'.

3. **Juno Medical**: The website provides information about primary care services, but there is no specific mention of 'Black primary physicians'.

4. **Zocdoc**: The website could not be accessed for content extraction.

In conclusion, none of the provided websites specifically mention 'Black primary physicians'.
I'm going to give you one more page.

This one ranks organically #1 in Google for "black primary care physician" vs the others which were paid ads) and probably does the best job of the pages I've seen.

Can you read it and tell me what you think?
https://blackdoctor.org/find-a-doctor/

Based on the content fetched from the provided URL, this page appears to be highly relevant to the "black primary care physician" search query. Here's why:

1. The page directly addresses the need for cultural sensitivity and understanding in healthcare, implying that the doctors listed on the site offer this level of care. This is a direct response to the "black" modifier in the search query.

2. The page cites research findings that having a Black doctor can result in reduced pain and anxiety for Black patients. This further emphasizes the relevance of the page to the search query.

3. The page also mentions that Black men seen by Black doctors agreed to more preventative care services than those seen by non-Black doctors, and that increased screening by a more diverse doctor workforce can help close the life expectancy gap between whites and blacks. These points highlight the importance and benefits of having Black primary care physicians, which is the core of the search query.
Sure, I'd be happy to help. Here are four ad headlines and descriptions that aim to resonate with the Black community's experience with doctors:

1. **Headline:** "Experience Care Tailored to You"
   **Description:** "Our primary physicians understand your unique health needs. Experience personalized care that respects your culture and identity."

2. **Headline:** "Your Health Matters, Your Experience Matters"
   **Description:** "We're committed to providing quality healthcare that acknowledges the Black community's unique experiences. Join us for a healthcare journey that feels like home."

3. **Headline:** "Healthcare That Understands You"
   **Description:** "Our team of dedicated primary physicians is here to provide care that acknowledges your experiences. We're here to listen, understand, and provide the care you deserve."

4. **Headline:** "Empowering Your Health Journey"
   **Description:** "We believe in empowering our patients through understanding and respect."
Pulling all this is back here
Pick any client
<table>
<thead>
<tr>
<th>Organization</th>
<th>Ad Headline</th>
<th>Ad Destination URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Boeing ESG - Diversity &amp; Equity in Action</td>
<td><a href="https://www.boeing.com/principles/sustainability">https://www.boeing.com/principles/sustainability</a></td>
</tr>
<tr>
<td>4</td>
<td>Towards a better world - Sustainability for All - Saving the Earth</td>
<td><a href="https://www.sustainabilitymanagement.com/">https://www.sustainabilitymanagement.com/</a></td>
</tr>
<tr>
<td>5</td>
<td>All Things ESG Here - Energy Management Simplified</td>
<td><a href="https://www.epa.gov/sustainabledevelopment/">https://www.epa.gov/sustainabledevelopment/</a></td>
</tr>
<tr>
<td>6</td>
<td>ESG reporting UK - Sustainability and ESG Reports</td>
<td><a href="https://www.esgreporting.org/">https://www.esgreporting.org/</a></td>
</tr>
<tr>
<td>8</td>
<td>Sustainable Business Strategy Course</td>
<td>HBS Online</td>
</tr>
<tr>
<td>9</td>
<td>ESG Advisory Services - ESG Due Diligence Services</td>
<td><a href="https://www.wharton.upenn.edu/">https://www.wharton.upenn.edu/</a></td>
</tr>
<tr>
<td>10</td>
<td>Johnson &amp; Johnson® - Sustainable Companies</td>
<td><a href="https://www.jnj.com/">https://www.jnj.com/</a></td>
</tr>
<tr>
<td>11</td>
<td>What does ESG Stand For? - What is ESG?</td>
<td><a href="https://www.esea.org/">https://www.esea.org/</a></td>
</tr>
<tr>
<td>13</td>
<td>Johnson &amp; Johnson® - Corporate Sustainability</td>
<td><a href="https://www.jnj.com/corporate-sustainability/">https://www.jnj.com/corporate-sustainability/</a></td>
</tr>
<tr>
<td>14</td>
<td>Capital Group Official - Social Responsibility</td>
<td><a href="https://www.capitalgroup.com/about/">https://www.capitalgroup.com/about/</a></td>
</tr>
<tr>
<td>15</td>
<td>CSR &amp; ESG with Discovery Ed - Develop Tomorrow's Workforce</td>
<td><a href="https://www.discoveryeducation.com/">https://www.discoveryeducation.com/</a></td>
</tr>
<tr>
<td>16</td>
<td>Sustainability reporting - ESG performance analysis</td>
<td><a href="https://www.esea.org/">https://www.esea.org/</a></td>
</tr>
<tr>
<td>17</td>
<td>Build ESG Credibility - Specialist ESG Communicators</td>
<td><a href="https://www.cognitimedia.com/sustainability/">https://www.cognitimedia.com/sustainability/</a></td>
</tr>
<tr>
<td>20</td>
<td>Trane Technologies - Our 2022 ESG Report Is Here</td>
<td><a href="https://www.trane.com/esg">https://www.trane.com/esg</a></td>
</tr>
<tr>
<td>22</td>
<td>Towards a better world - Sustainable Supply Chain</td>
<td><a href="https://www.semiconductorinsights.com/">https://www.semiconductorinsights.com/</a></td>
</tr>
<tr>
<td>23</td>
<td>Corporate Social Responsibility - Harvard Business School</td>
<td><a href="https://www.hbs.edu/courses/">https://www.hbs.edu/courses/</a></td>
</tr>
<tr>
<td>24</td>
<td>ESG Assessment Tool - Request a Demo</td>
<td><a href="https://www.esea.org/">https://www.esea.org/</a></td>
</tr>
<tr>
<td>25</td>
<td>Upgrade Your ESG Reporting - Accelerate Your ESG Strategy</td>
<td><a href="https://www.esea.org/">https://www.esea.org/</a></td>
</tr>
</tbody>
</table>

Headline + URL 3 months
<table>
<thead>
<tr>
<th>#</th>
<th>Organization</th>
<th>URL</th>
<th>Organic Title</th>
<th>Organic Description</th>
<th>Search Terms</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>**********</td>
<td><a href="https://blog.worldfavor.com/eq">https://blog.worldfavor.com/eq</a>...</td>
<td>ESG vs CSR, what is the difference...</td>
<td>Environmental, social, and governance</td>
<td>12</td>
</tr>
<tr>
<td>2</td>
<td>**********</td>
<td><a href="https://www.investopedia.com/te">https://www.investopedia.com/te</a>...</td>
<td>What is Environmental, Social, and Governance</td>
<td>Environmental, social, and governance</td>
<td>17</td>
</tr>
<tr>
<td>3</td>
<td>**********</td>
<td><a href="https://online.hbs.edu/blog/post/">https://online.hbs.edu/blog/post/</a>...</td>
<td>The Triple Bottom Line: What It Is...</td>
<td>December 8, 2020 — The triple bottom line</td>
<td>28</td>
</tr>
<tr>
<td>4</td>
<td>**********</td>
<td><a href="https://blog.worldfavor.com/eq">https://blog.worldfavor.com/eq</a>...</td>
<td>ESG vs CSR, what is the difference...</td>
<td>Environmental, social, and governance</td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>**********</td>
<td><a href="https://www.investopedia.com/te">https://www.investopedia.com/te</a>...</td>
<td>What is Environmental, Social, and Governance</td>
<td>Environmental, social, and governance</td>
<td>14</td>
</tr>
<tr>
<td>6</td>
<td>**********</td>
<td><a href="https://www.woltersklauwer.com/">https://www.woltersklauwer.com/</a>...</td>
<td>The ABCs of ESG reporting: What...</td>
<td>Environmental, social, and governance</td>
<td>11</td>
</tr>
<tr>
<td>7</td>
<td>**********</td>
<td><a href="https://www.google.com/search">https://www.google.com/search</a>?...</td>
<td>How ESG practices can impact the...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>**********</td>
<td><a href="https://www.techtarget.com/wha">https://www.techtarget.com/wha</a>...</td>
<td>ESG vs CSR: How sustainability W...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>**********</td>
<td><a href="https://www.techtarget.com/wha">https://www.techtarget.com/wha</a>...</td>
<td>What is environmental, social and...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>**********</td>
<td><a href="https://waste4change.com/blog/">https://waste4change.com/blog/</a>...</td>
<td>5 ways to incorporate ESG into your...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>**********</td>
<td><a href="https://www.investopedia.com/te">https://www.investopedia.com/te</a>...</td>
<td>Corporate Social Responsibility (...</td>
<td>Corporate social responsibility (CSR)</td>
<td>15</td>
</tr>
<tr>
<td>12</td>
<td>**********</td>
<td><a href="https://www.investopedia.com/te">https://www.investopedia.com/te</a>...</td>
<td>ESG vs CSR, what is the difference...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>**********</td>
<td><a href="https://www.unido.org/our-focus/">https://www.unido.org/our-focus/</a>...</td>
<td>What is CSR? - UNIDO</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>**********</td>
<td><a href="https://www.technologynews.com/">https://www.technologynews.com/</a>...</td>
<td>...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>**********</td>
<td><a href="https://www.techtarget.com/wha">https://www.techtarget.com/wha</a>...</td>
<td>...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>**********</td>
<td><a href="https://www.bsi.org.uk/news">https://www.bsi.org.uk/news</a>...</td>
<td>...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>**********</td>
<td><a href="https://www.investopedia.com/te">https://www.investopedia.com/te</a>...</td>
<td>...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>**********</td>
<td><a href="https://www.thebalance.com">https://www.thebalance.com</a>...</td>
<td>...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>**********</td>
<td><a href="https://www.technologynews.com/">https://www.technologynews.com/</a>...</td>
<td>...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>**********</td>
<td><a href="https://www.investopedia.com/te">https://www.investopedia.com/te</a>...</td>
<td>...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>**********</td>
<td><a href="https://www.investopedia.com/te">https://www.investopedia.com/te</a>...</td>
<td>...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>**********</td>
<td><a href="https://www.technologynews.com/">https://www.technologynews.com/</a>...</td>
<td>...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>**********</td>
<td><a href="https://www.investopedia.com/te">https://www.investopedia.com/te</a>...</td>
<td>...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>**********</td>
<td><a href="https://www.investopedia.com/te">https://www.investopedia.com/te</a>...</td>
<td>...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>**********</td>
<td><a href="https://www.investopedia.com/te">https://www.investopedia.com/te</a>...</td>
<td>...</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#1 ranking URL + Title + Desc + #KWs
<table>
<thead>
<tr>
<th>Search Term</th>
<th>Clicks</th>
<th>% of Total Cost</th>
<th>% of Total Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>how to get rid of bed bugs</td>
<td>46,175</td>
<td>0.34%</td>
<td>0.43%</td>
</tr>
<tr>
<td>stump grinder rental</td>
<td>43,680</td>
<td>0.24%</td>
<td>0.23%</td>
</tr>
<tr>
<td>fiberglass pools</td>
<td>42,327</td>
<td>5.02%</td>
<td>2.57%</td>
</tr>
<tr>
<td>back to the future</td>
<td>42,311</td>
<td>0.28%</td>
<td>0.28%</td>
</tr>
<tr>
<td>exterminator</td>
<td>41,813</td>
<td>1.43%</td>
<td></td>
</tr>
<tr>
<td>text to speech</td>
<td>41,092</td>
<td>1.51%</td>
<td></td>
</tr>
<tr>
<td>Sustainable Business</td>
<td>40,982</td>
<td>1.47%</td>
<td></td>
</tr>
<tr>
<td>ESG Advisory</td>
<td>40,090</td>
<td>1.50%</td>
<td></td>
</tr>
</tbody>
</table>
Give me this
That’s Rae
We Heard Ya!
There’s a lot of BAD answers still out there
orange chuck taylors
Converse Colors

Trending Colors (41)

Step out in style with earthy tones that go with...literally everything.
This is another SEO inflection point!

Use data for customer insights across all channels

or

Use data to “rank” higher on Google
START:
Take an old “no”
Make it a yes for your boss!
These ideas are NOT mine:

Tracy MacDonald
Erin Simmons | Christina Blake
Chris Evans | Chris Baker
Francis Shovlin | Jordan Strauss *
Ethan Lyon | Jason Stinnett
Rikley Paskach | Roderick Brownridge
Kati Polaski | Kim Jones*