



Advanced SEO Process

Data, Strategy, Content and Outreach

By Dan Petrovic

@dejanseo



DEJAN
MARKETING

- Dashboard
- Messages (11)
- Search Appearance
- Search Traffic
 - Search Analytics**
 - Links to Your Site
 - Internal Links
 - Manual Actions
 - International Targeting
 - Mobile Usability
- Google Index
- Crawl
- Security Issues
- Other Resources

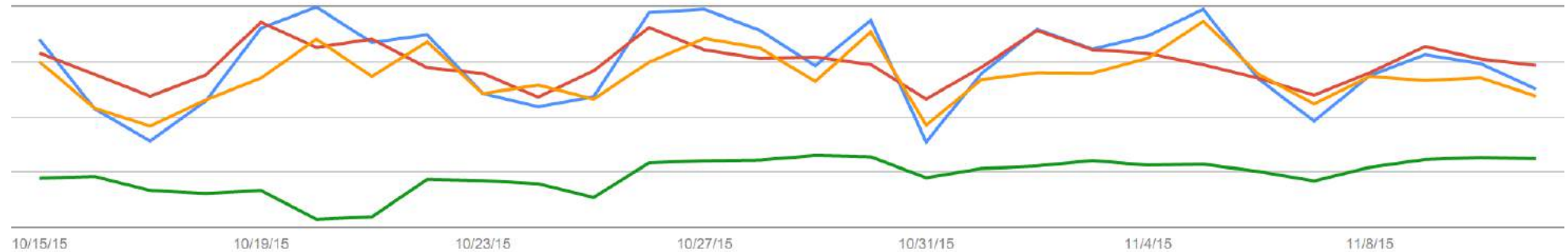
Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

Clicks Impressions CTR Position

Queries Pages Countries Devices Search Type Dates
 No filter No filter No filter No filter **Web** **Oct 15 - Nov 11**

Total clicks	Total impressions	Avg. CTR	Avg. position
4,161	499,837	0.83%	30.5



	Queries	Clicks	Impressions	CTR	Position
1	dejan seo	226	506	44.66%	1.0
2	seo	151	45,220	0.33%	31.2
3	dejan	100	4,900	2.04%	5.9

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Total clicks
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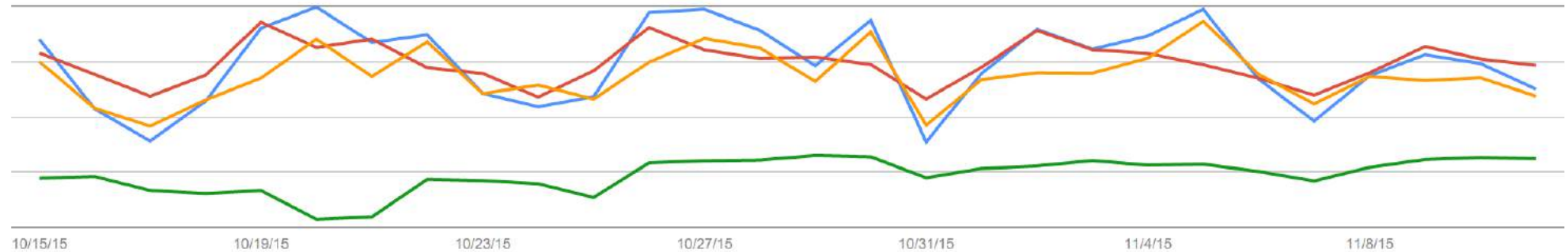
Total impressions
499,837

Avg. CTR
0.83%

Avg. position
30.5

Last 7 days
 Last 28 days
 Last 90 days
 Custom ...

Set date range
 Compare date ranges
 Reset (Last 28 days)



	Queries	Clicks	Impressions	CTR	Position
1	dejan seo	226	506	44.66%	1.0
2	seo	151	45,220	0.33%	31.2
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Clicks Impressions CTR Position

Queries Pages Countries Devices Search Type Dates
 No filter No filter No filter No filter **Web** Aug 14 - Nov 11

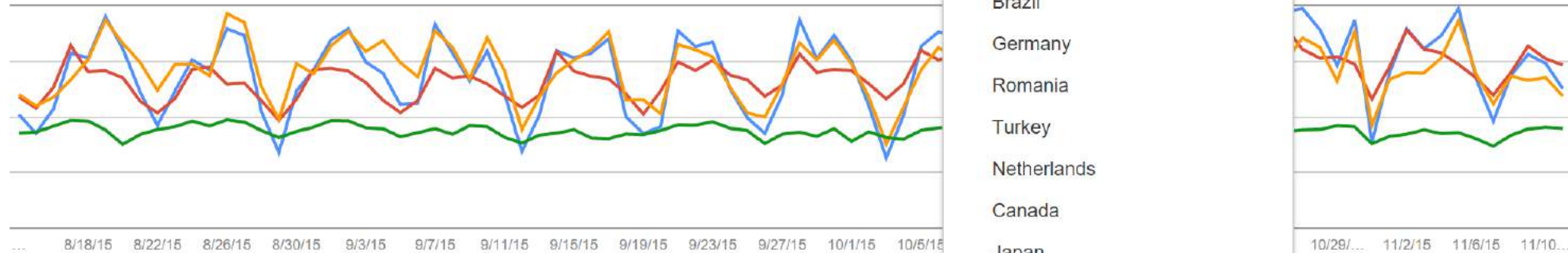
Total clicks
 12,547

Total impressions
 1,494,384

Avg. CTR
 0.84%

- Filter countries
- Compare countries...
- Reset (Worldwide)

- United States
- Australia**
- Unknown Region
- India
- United Kingdom
- Brazil
- Germany
- Romania
- Turkey
- Netherlands
- Canada
- Japan
- Philippines
- Russia
- Italy
- France
- Singapore
- Poland



	Queries
1	dejan seo
2	seo
3	google is skynet

	Position
36%	1.0
7%	30.6
3%	4.6

	Queries	Clicks ▼	Impressions	CTR	Position
1	dejan seo ↗	313	620	50.48%	1.0
2	seo ↗	283	27,949	1.01%	6.9
3	seo sydney ↗	166	6,329	2.62%	4.3
4	dejan ↗	163	599	27.21%	1.1
5	google is skynet ↗	99	356	27.81%	1.1
6	best australian muscle cars ↗	75	115	65.22%	1.1
7	skynet ↗	73	7,696	0.95%	9.2
8	seo melbourne ↗	70	6,690	1.05%	8.4
9	dejanseo ↗	68	153	44.44%	1.0
10	seo brisbane ↗	64	4,405	1.45%	7.0
11	seo australia ↗	43	2,076	2.07%	4.5
12	dejan marketing ↗	37	88	42.05%	1.0
13	seo packages ↗	32	1,186	2.7%	9.0

	Queries	Clicks	Impressions ▼	CTR	Position
1	seo ↗	283	27,949	1.01%	6.9
2	skynet ↗	73	7,696	0.95%	9.2
3	seo melbourne ↗	70	6,690	1.05%	8.4
4	seo sydney ↗	166	6,329	2.62%	4.3
5	seo brisbane ↗	64	4,405	1.45%	7.0
6	seo company ↗	9	2,698	0.33%	6.0
7	seo australia ↗	43	2,076	2.07%	4.5
8	seo services ↗	3	1,805	0.17%	12.3
9	call to action ↗	16	1,767	0.91%	9.3
10	sydney seo ↗	12	1,506	0.8%	6.9
11	cosmos clinic ↗	1	1,328	0.08%	7.1
12	search engine optimisation ↗	2	1,290	0.16%	17.8
13	seo perth ↗	4	1,234	0.32%	23.7

	Queries	Clicks	Impressions	CTR▼	Position
1	dejan blog	4	4	100%	1.0
2	free survey results	2	2	100%	1.0
3	dejanseo.com.au	2	2	100%	1.0
4	fun travel questions	2	2	100%	1.0
5	canonical hreflang	1	1	100%	5.0
6	google plus promoted posts	1	1	100%	1.0
7	seo services faq	1	1	100%	1.0
8	webmaster checklist	1	1	100%	7.0
9	automating seo	1	1	100%	12.0
10	digital divide australia	1	1	100%	49.0
11	how to get high pagerank	1	1	100%	3.0
12	ppc management solutions	1	1	100%	3.0
13	seo multilingual	1	1	100%	2.0

	Queries	Clicks	Impressions	CTR	Position ▲
1	dejanseo	68	153	44.44%	1.0
2	dejan marketing	37	88	42.05%	1.0
3	dan petrovic	22	98	22.45%	1.0
4	top 10 australian muscle cars	22	53	41.51%	1.0
5	seo dejan	5	8	62.5%	1.0
6	dejan blog	4	4	100%	1.0
7	google=skynet	2	4	50%	1.0
8	free survey results	2	2	100%	1.0
9	google sky net	2	6	33.33%	1.0
10	dejanseo.com.au	2	2	100%	1.0
11	fun travel questions	2	2	100%	1.0
12	is google skynet?	2	5	40%	1.0
13	google plus promoted posts	1	1	100%	1.0

40	digital marketing activities ↗	0	1	0%	1.0	»
41	overlap pics ↗	0	1	0%	1.0	»
42	funny travel photos ↗	0	40	0%	1.0	»
43	find the url of an image ↗	0	1	0%	1.0	»
44	funny travel pictures ↗	0	47	0%	1.0	»
45	url of images ↗	0	1	0%	1.0	»
46	blackmailing with pictures ↗	0	1	0%	1.0	»
47	beakers test tubes ↗	0	1	0%	1.0	»
48	dejan seo ↗	313	620	50.48%	1.0	»
49	best aussie muscle cars ↗	30	69	43.48%	1.1	»
50	is google skynet ↗	29	86	33.72%	1.1	»

✕

Select Download Format

CSV Google Docs

OK
Cancel

Download

Show **50 rows** 1 - 50 of 999 < >

	A	B	C	D	E	F
1	Queries	Clicks	Impressions	CTR	Position	
2	dejan seo	313	620	50.48%	1	
3	seo	283	27949	1.01%	6.9	
4	seo sydney	166	6329	2.62%	4.3	
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7	best australian muscle cars	75	115	65.22%	1.1	
8	skynet	73	7696	0.95%	9.2	
9	seo melbourne	70	6690	1.05%	8.4	
10	dejanseo	68	153	44.44%	1	
11	seo brisbane	64	4405	1.45%	7	
12	seo australia	43	2076	2.07%	4.5	
13	dejan marketing	37	88	42.05%	1	
14	seo packages	32	1186	2.70%	9	
15	best aussie muscle cars	30	69	43.48%	1.1	
16	is google skynet	29	86	33.72%	1.1	
17	link building	25	698	3.58%	7.3	
18	dan petrovic	22	98	22.45%	1	

DATA REVIEW VIEW DEVELOPER

Sort & Filter: Sort, Filter, Clear, Reapply, Advanced

Data Tools: Text to Columns, Flash Fill, Remove Duplicates, Data Validation, Consolidate, What-If Analysis, Relationships

Outline: Group, Ungroup, Subtotal, Show Detail, Hide Detail

	A	B	C	D	E
		Clicks	Impressions	CTR	Position
		313	620	50.0	
		283	27949	1.0	
		166	6329	2.6	
		99	356	27.0	
muscle cars		75	115	65.0	
		73	7696	0.9	
@dejanseo		70	6690	1.0	

FILTER BY POSITION ~1

Sort Smallest to Largest
Sort Largest to Smallest
Sort by Color
Clear Filter From "Position"
Filter by Color
Number Filters

Search

- (Select All)
- 1
- 1.1
- 1.2
- 1.3
- 1.4
- 1.5
- 1.8
- 1.9
- 2
- 2.2
- 2.3
- 2.5
- 2.7
- 2.8

OK Cancel

	A	B	C	D	E
1	Queries	Clicks	Impressions	CTR	Position
2	dejan seo	313	620	50.48%	1
5	dejan	163	599	27.21%	1.1
6	google is skynet	99	356	27.81%	1.1
7	best australian muscle cars	75	115	65.22%	1.1
10	dejanseo	68	153	44.44%	1
13	dejan marketing	37	88	42.05%	1
15	best aussie muscle cars	30	69	43.48%	1.1
16	is google skynet	29	86	33.72%	1.1
18	dan petrovic	22	98	22.45%	1
19	top 10 australian muscle cars	22	53	41.51%	1
20	google skynet	20	73	27.40%	1.2
36	seo dejan	5	8	62.50%	1
40	dejan blog	4	4	100%	1
57	google = skynet	3	6	50%	1.2
71	google=skynet	2	4	50%	1

A

1 Queries

2 dejan s

5 dejan

6 google

7 best au

10 dejans

13 dejan ma

15 best auss muscle cars

16 is google skynet

Custom AutoFilter

Show rows where:
Queries

does not contain

And Or

Use ? to represent any character
Use * to represent any characters

OK Cancel

REMOVE BRAND

Sort A to Z
Sort Z to A
Sort by Color
Clear Filter From "Queries"
Filter by Color
Text Filters

dejan

- (Select All Search Results)
- Add current selection to filter
- dejan
- dejan blog
- dejan marketing
- dejan seo
- dejanse
- dejanse.com.au
- seo dejan

OK Cancel

Position ~ 1

1 - 1.4

No Brand

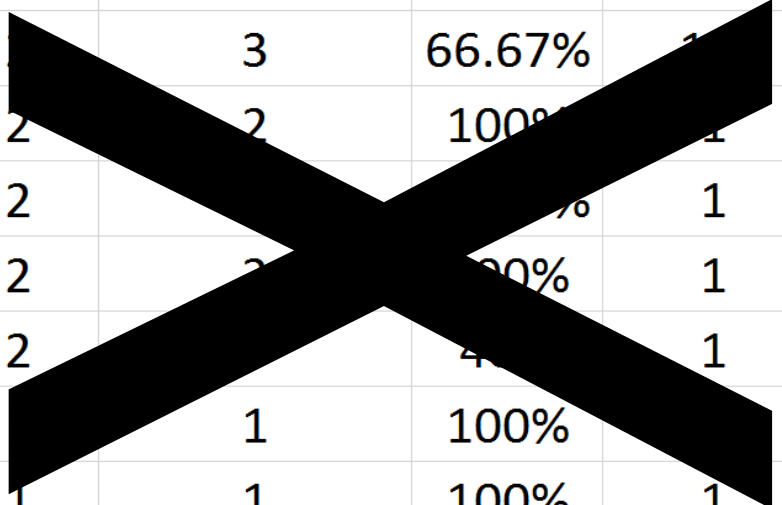
59% CTR

	A	B	C	D	E	F
1	Queries	Clicks	Impressions	CTR	Position	
6	google is skynet	99	356	27.81%	1.1	
7	best australian muscle cars	75	115	65.22%	1.1	
15	best aussie muscle cars	30	69	43.48%	1.1	
16	is google skynet	29	86	33.72%	1.1	
18	dan petrovic	22	98	22.45%	1	
19	top 10 australian muscle cars	22	53	41.51%	1	
20	google skynet	20	73	27.40%	1.2	
57	google = skynet	3	6	50%	1.2	
71	google=skynet	2	4	50%	1	
73	conversation with google		3	66.67%	1	
80	tesla survey results	2	2	100%	1	
84	google sky net	2	2	100%	1	
101	fun travel questions	2	2	100%	1	
105	is google skynet?	2	4	50%	1	
122	google plus promoted posts		1	100%	1	
124	seo service faq	1	1	100%	1	
198	google and skynet	1	1	100%	1	

HIGH CONFIDENCE

MEDIUM CONFIDENCE

LOW CONFIDENCE



	A	B
1	Queries	Clicks
6	google is skynet	
7	best australian muscle cars	
15	best au	
16	is googl	
18	dan petrovic	
19	top 10 australian muscle cars	
20	google skynet	
57	google = skynet	
71	google=skynet	2
73	conversation with google	2

REMOVE ZERO (or low) CLICKS

Sort Smallest to Largest
Sort Largest to Smallest
Sort by Color
Clear Filter From "Clicks"
Filter by Color
Number Filters

Search

- (Select All)
- 0
- 1
- 2
- 3
- 20
- 22
- 29
- 30
- 75
- 99

OK Cancel

37% CTR

	A	B	C	D
1	Phrase	CTR	Norm	Deviation
2	google is skynet	28	37	▼ -9
3	best australian muscle cars	65	37	▲ 28
4	best aussie muscle cars	43	37	▲ 6
5	is google skynet	34	37	▼ -3
6	dan petrovic	22	37	▼ -15
7	top 10 australian muscle cars	42	37	▲ 5
8	google skynet	27	37	▼ -10
9				
10	Average	37		

	A	B	C	D
1	Phrase	CTR	Norm	Deviation
2	google is skynet	28	37	▼ -9
3	best australian muscle cars	65	37	▲ 28
4	best aussie muscle cars	43	37	▲ 6
5	is google skynet	34	37	▼ -3
6	dan petrovic	22	37	▼ -15
7	top 10 australian muscle cars	42	37	▲ 5
8	google skynet	27	37	▼ -10
9				
10	Average	37		

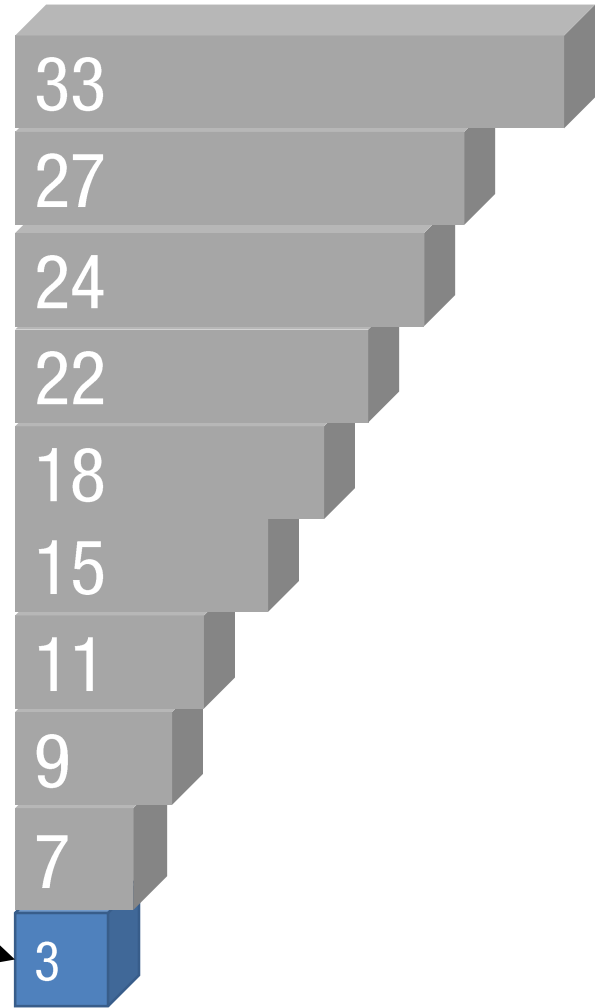
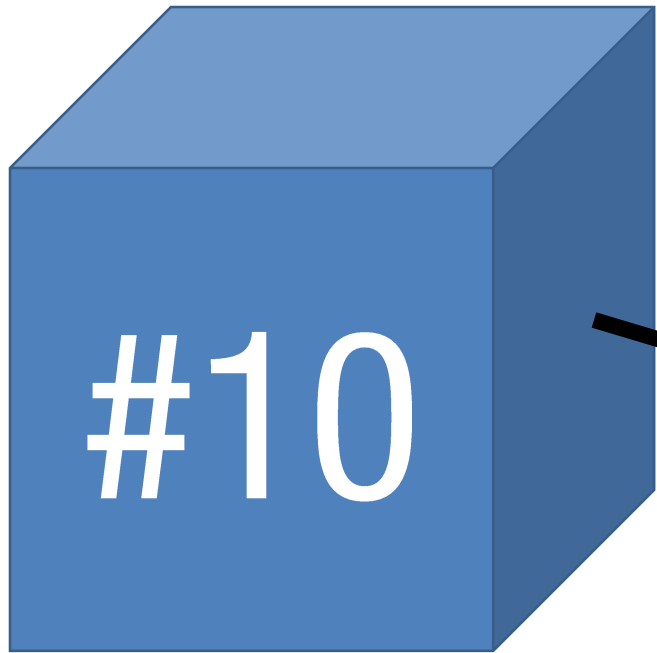
Why?

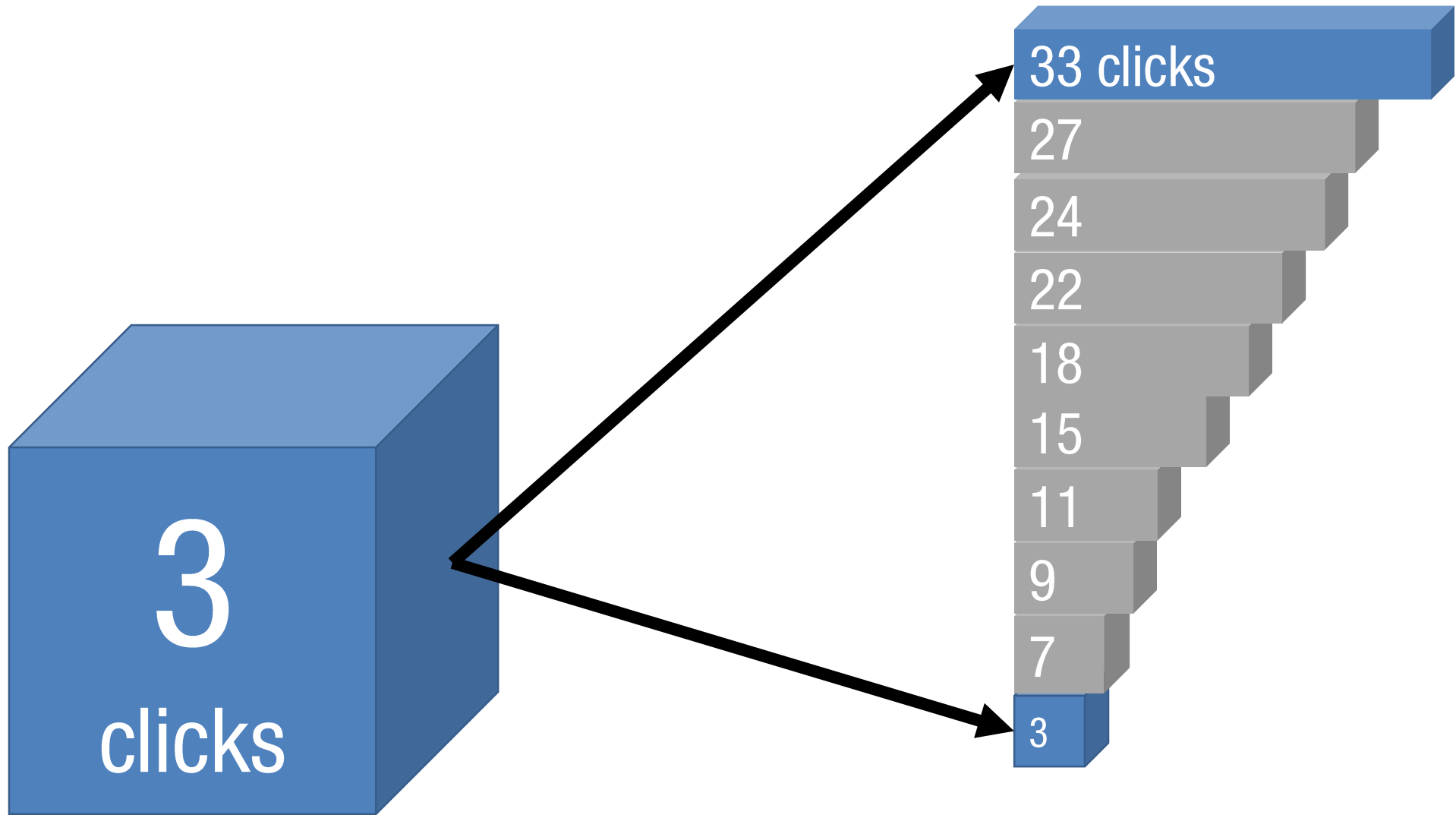
Snippet optimisation opportunity.

Calculating Traffic Potential

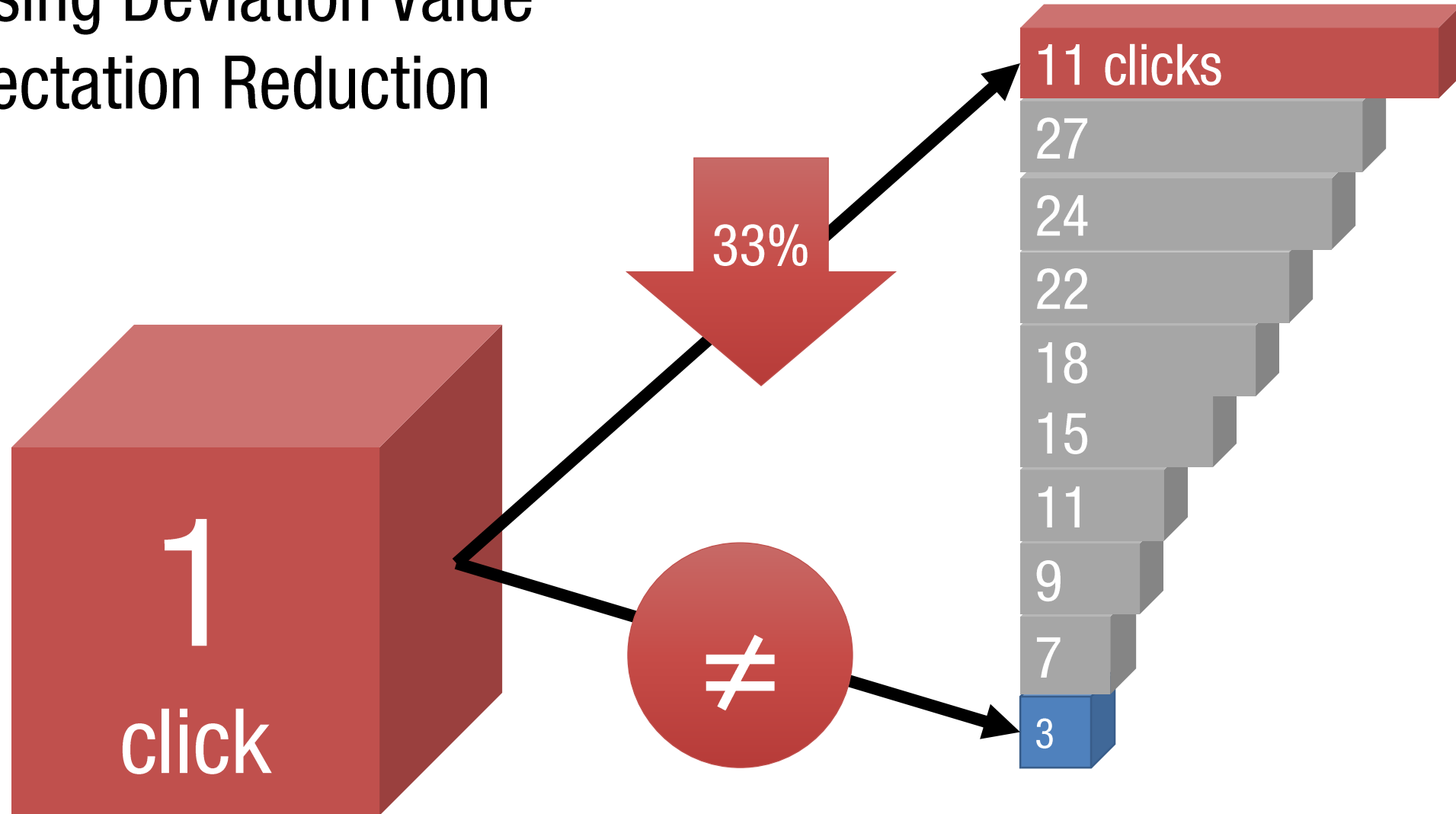
Remove first position phrases

(they have zero growth potential)

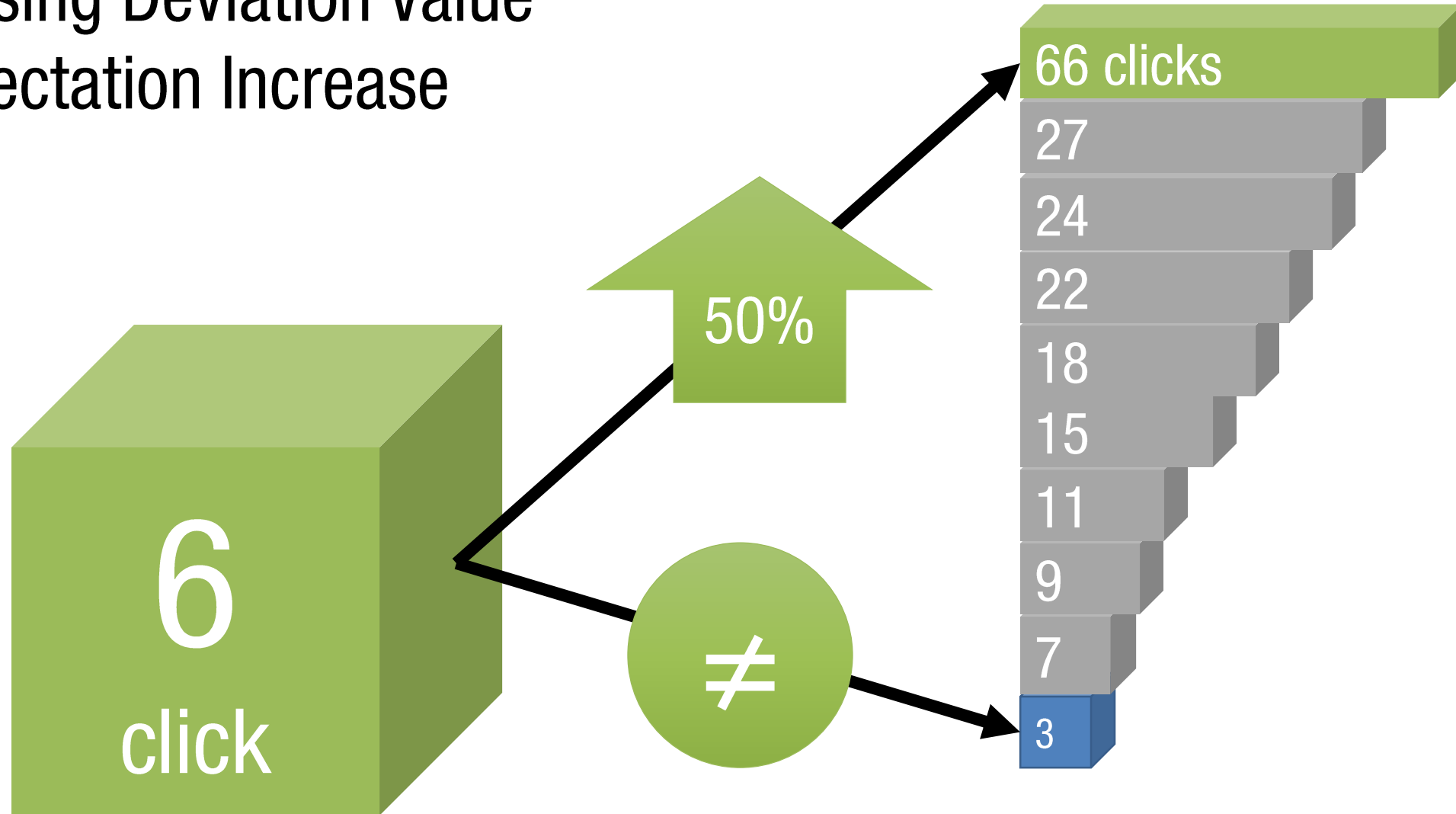




Utilising Deviation Value Expectation Reduction

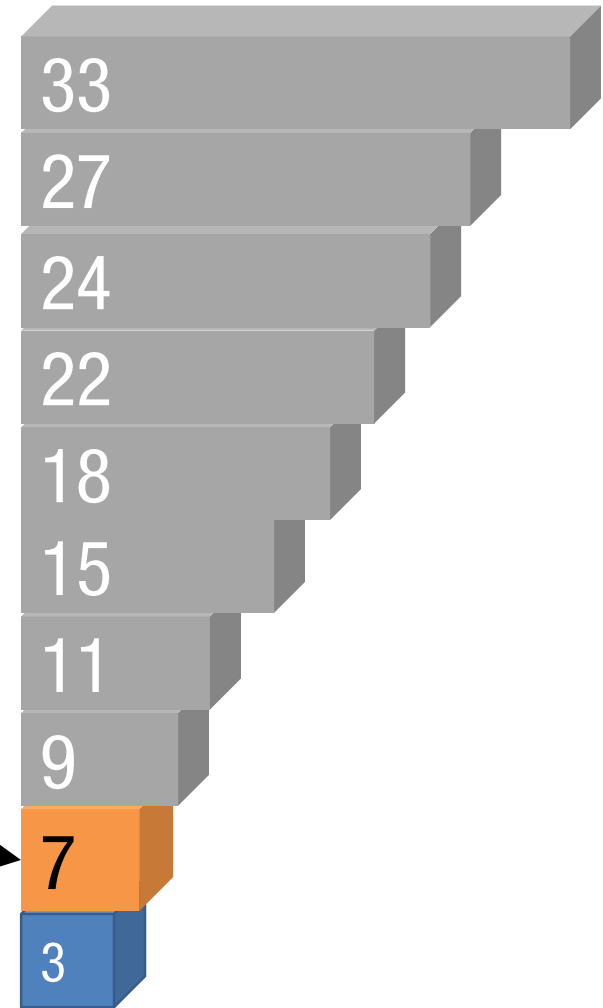
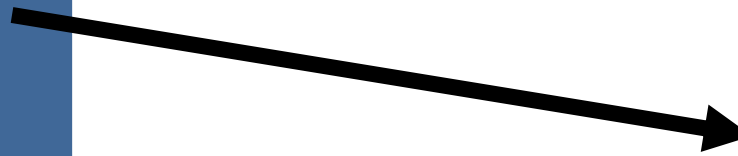
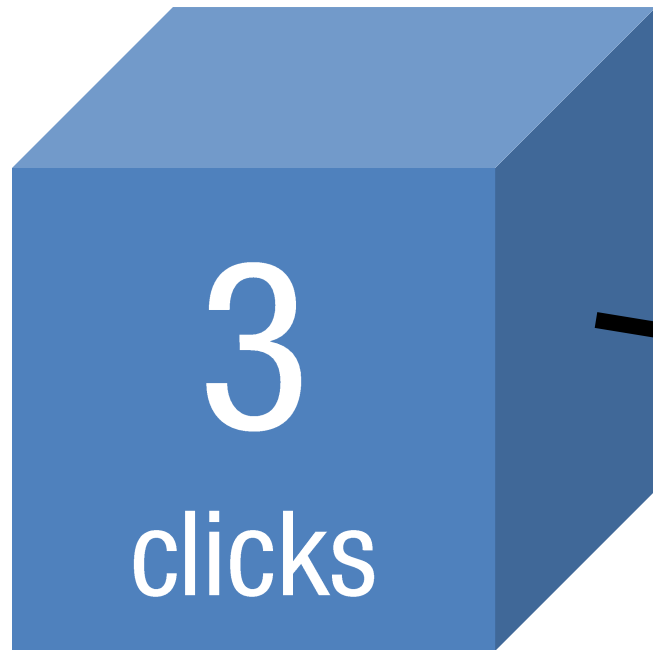


Utilising Deviation Value Expectation Increase



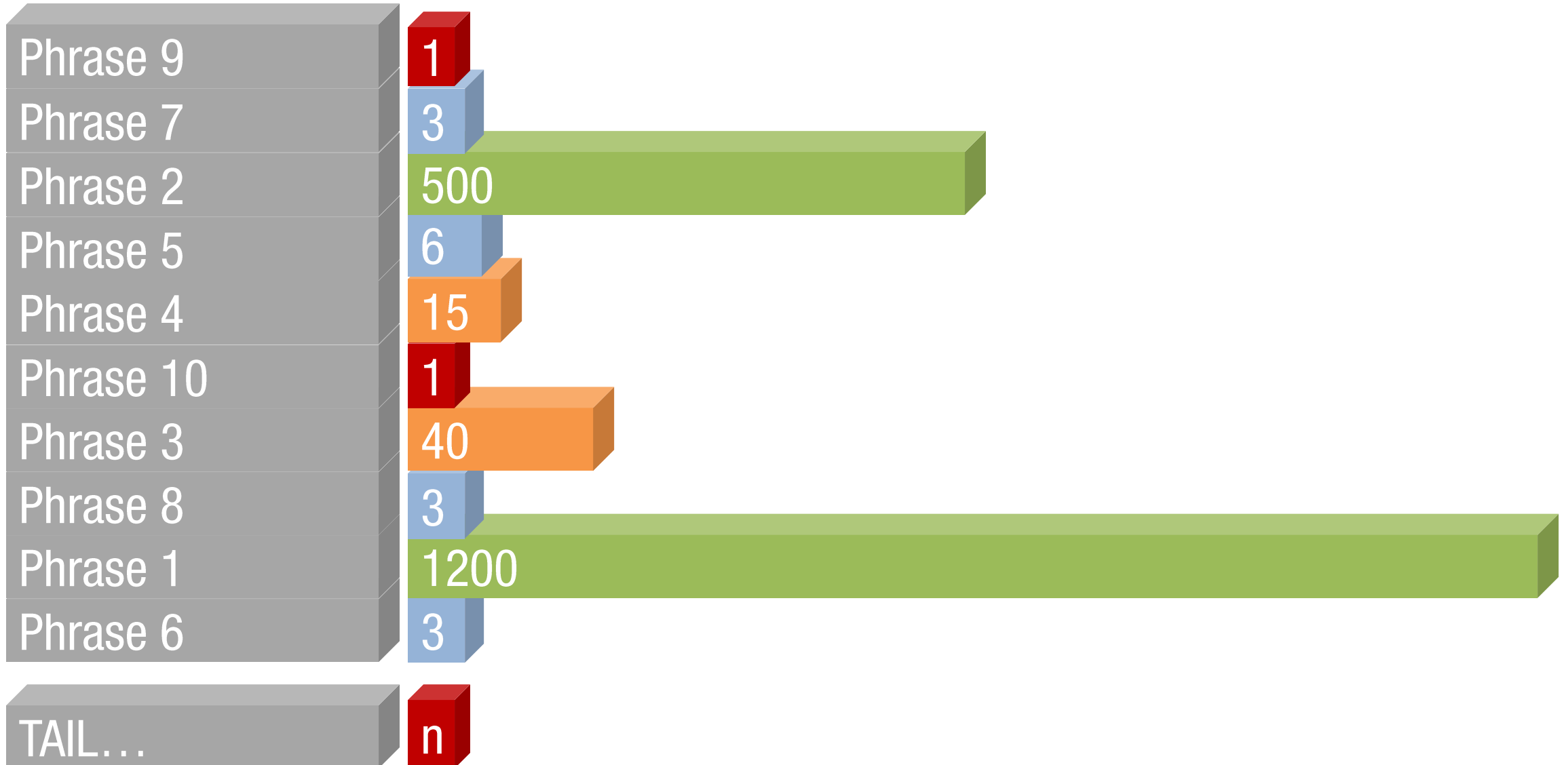
ONE UP SCENARIO

A Good Starting Point



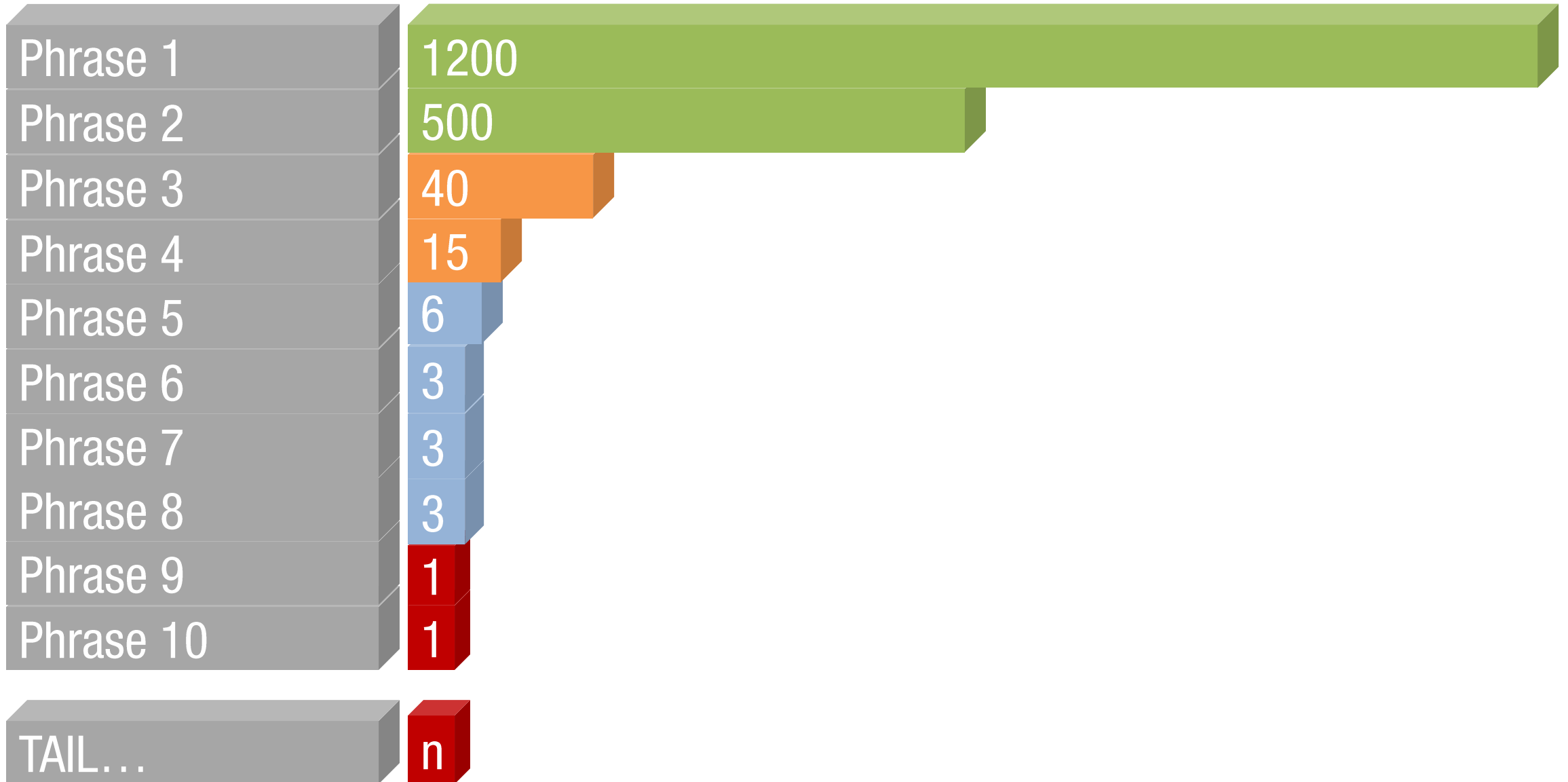
Phrase

Traffic Potential



Phrase

Sorted by Traffic Potential

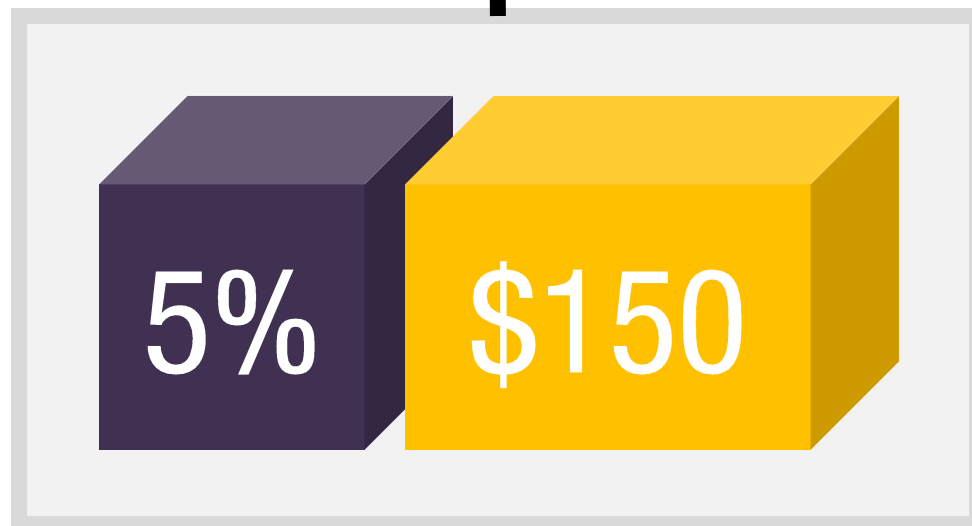


Potential Traffic

1200





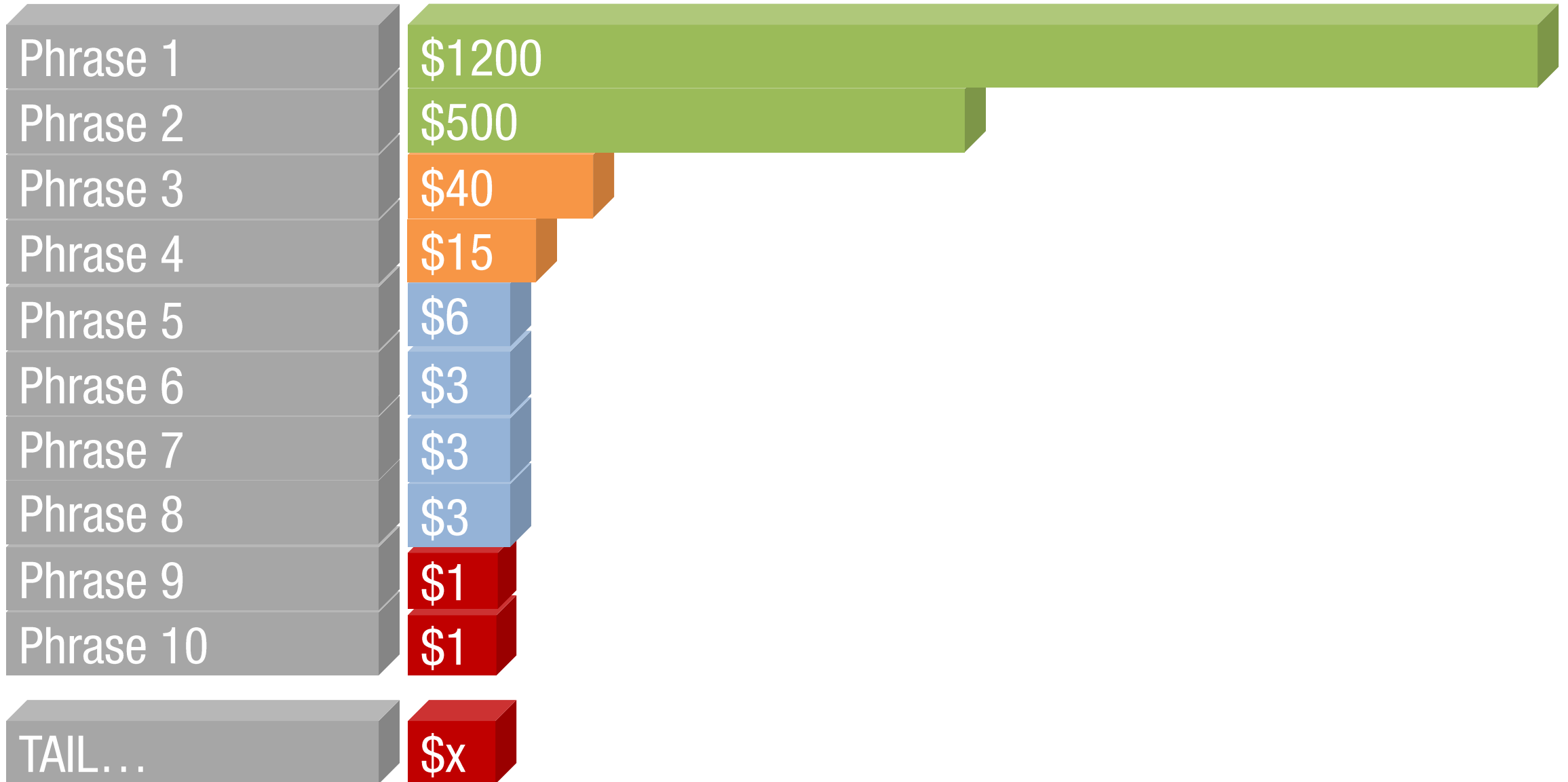






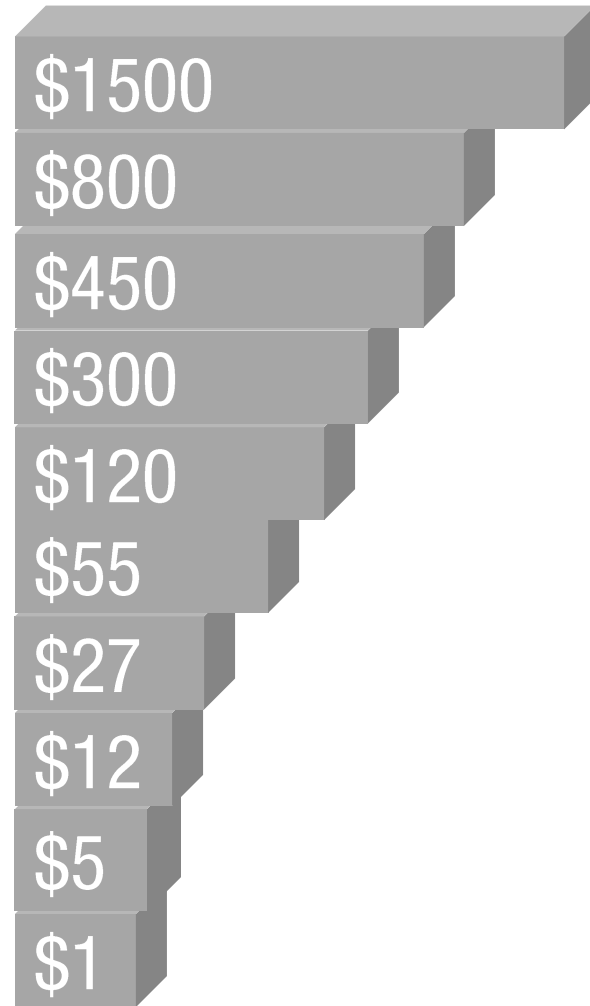
Phrase

Sorted by Potential Revenue

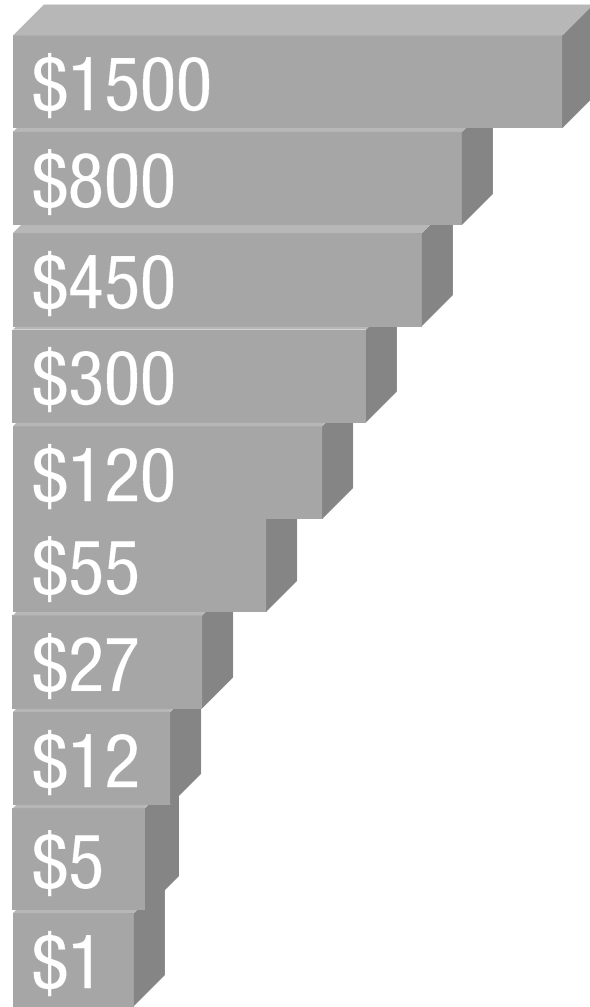


What's missing?

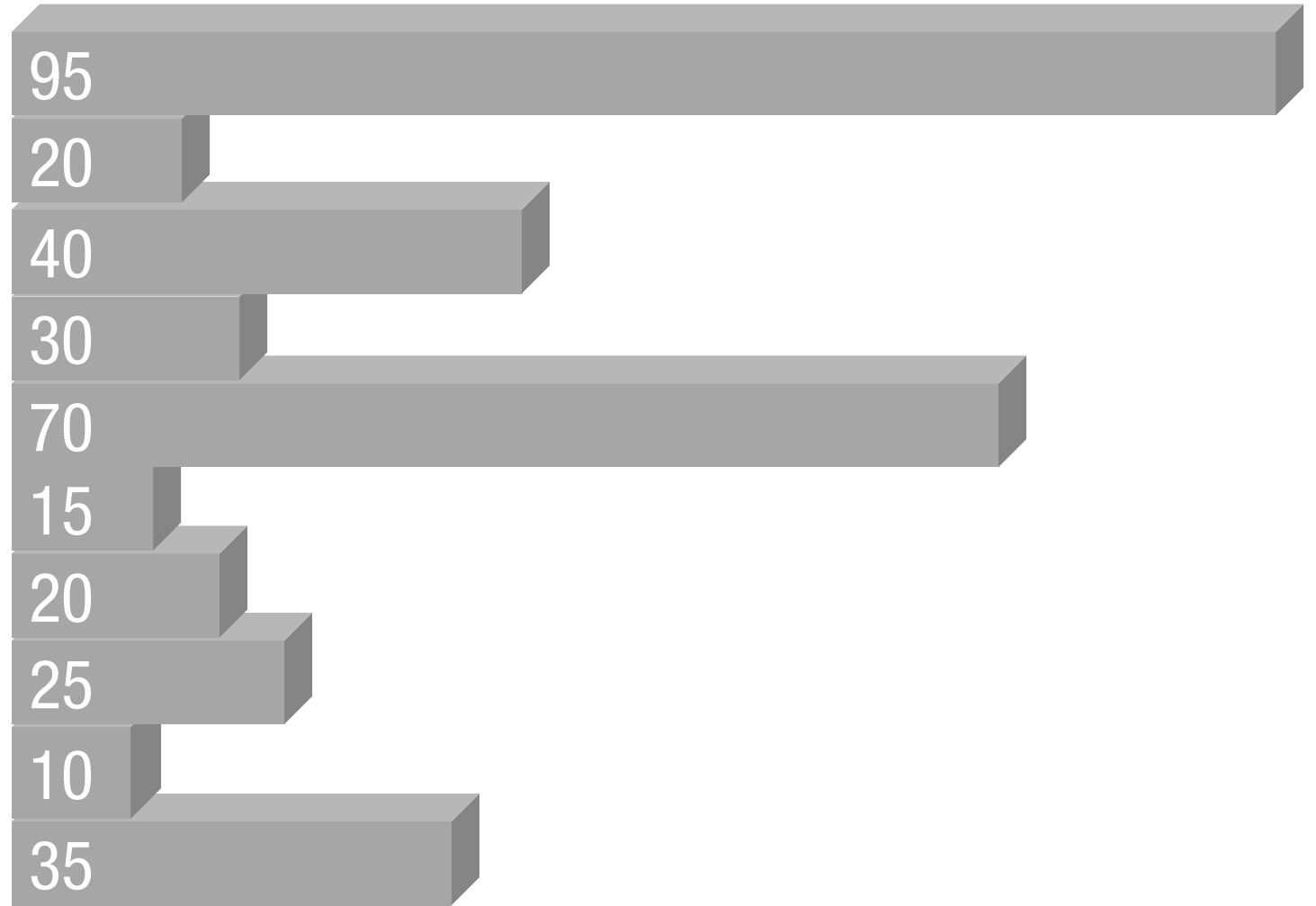
Reward



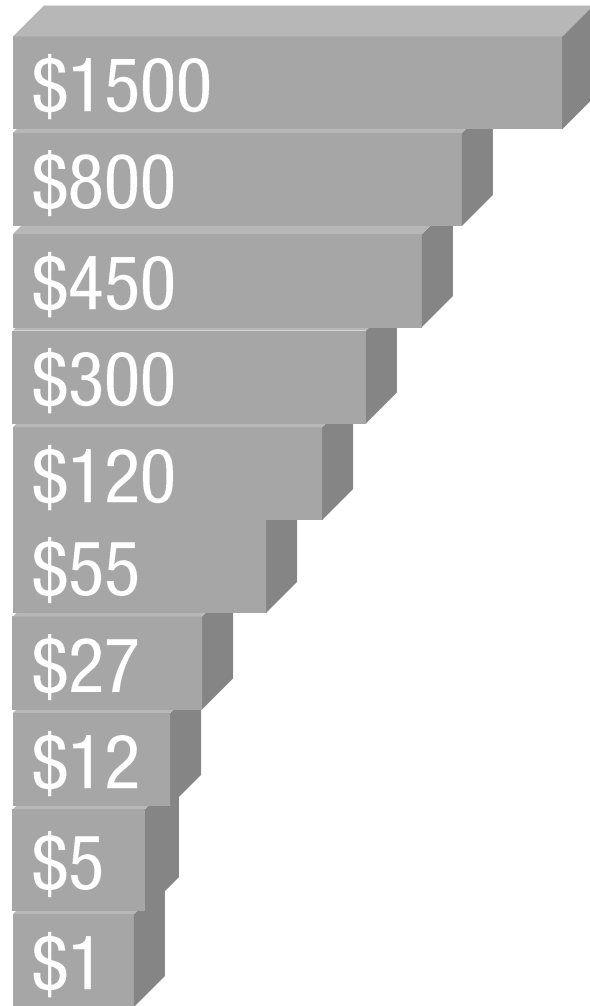
Reward



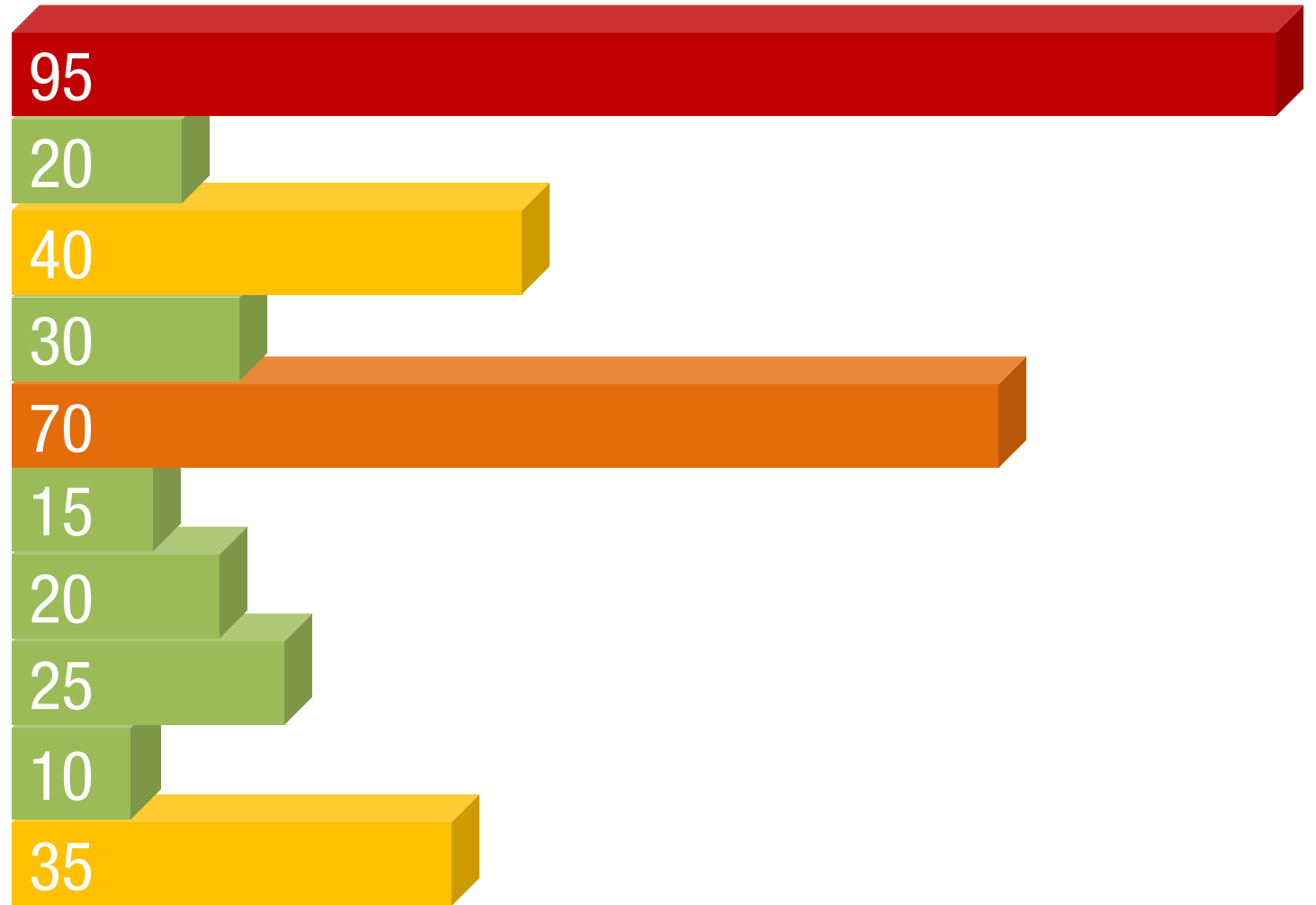
Difficulty



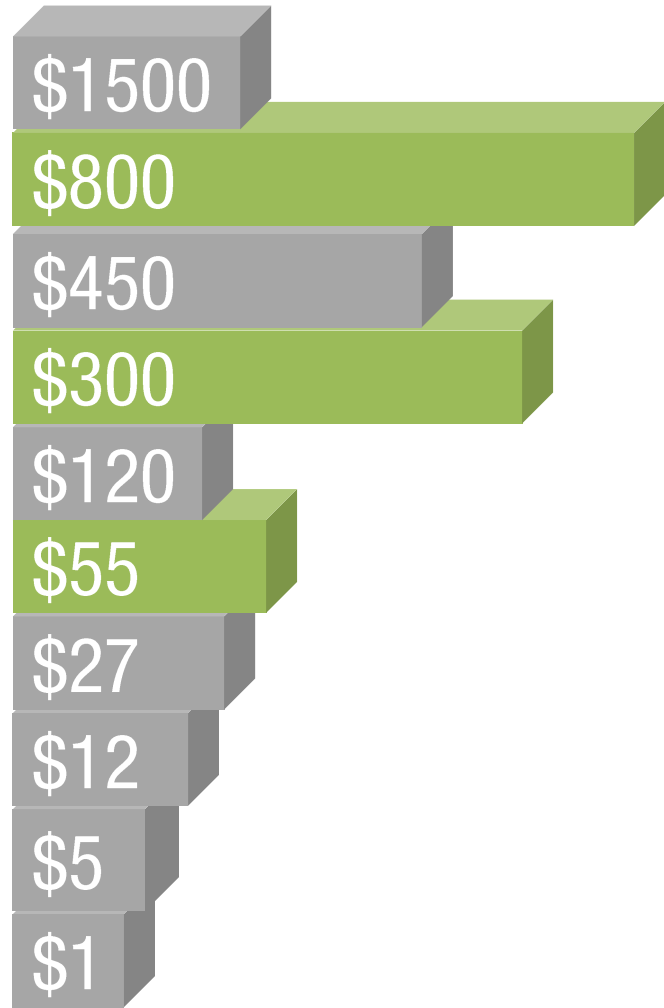
Reward



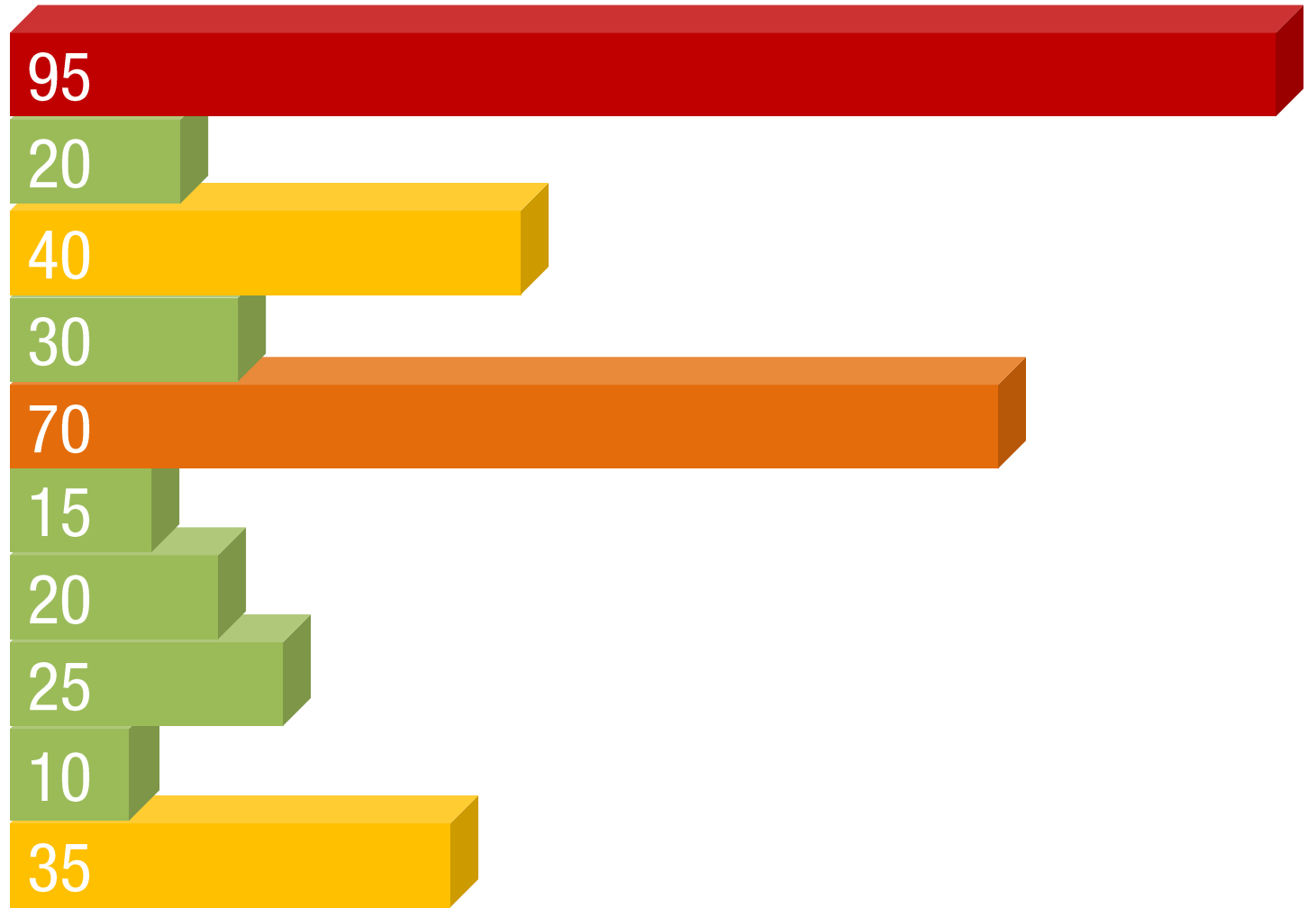
Difficulty



Reward



Difficulty



Priority One

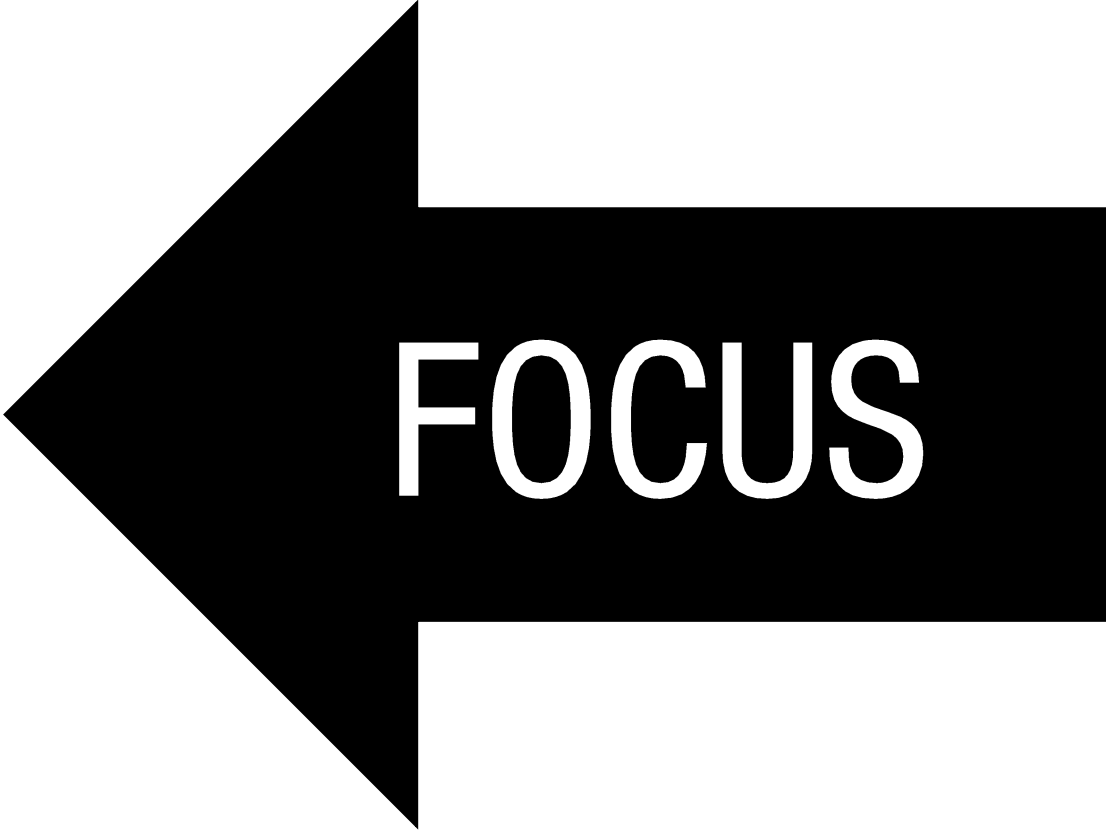
Priority Two

Priority Three

Priority One

Priority Two

Priority Three



FOCUS

Current Status

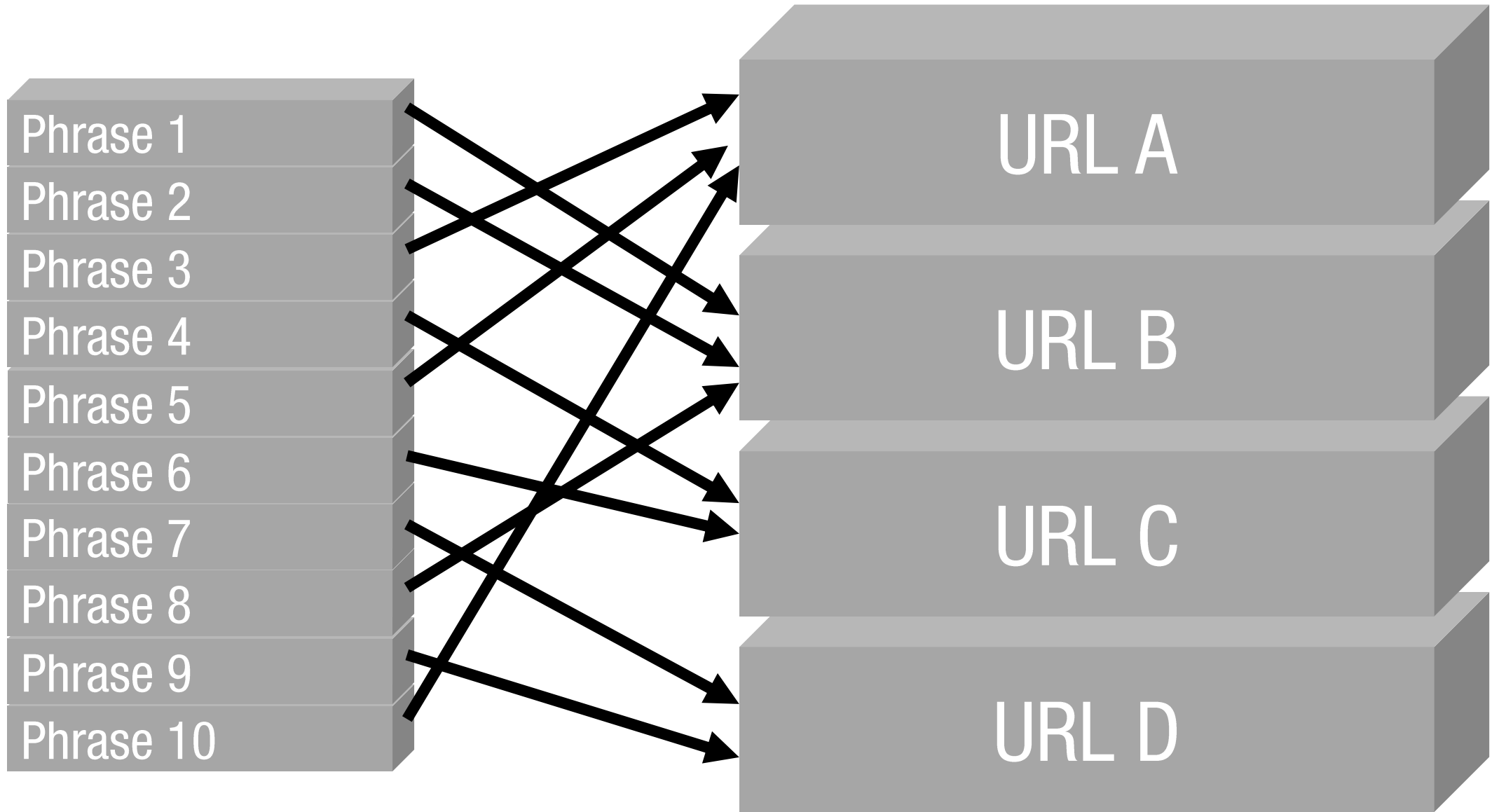
Scenarios

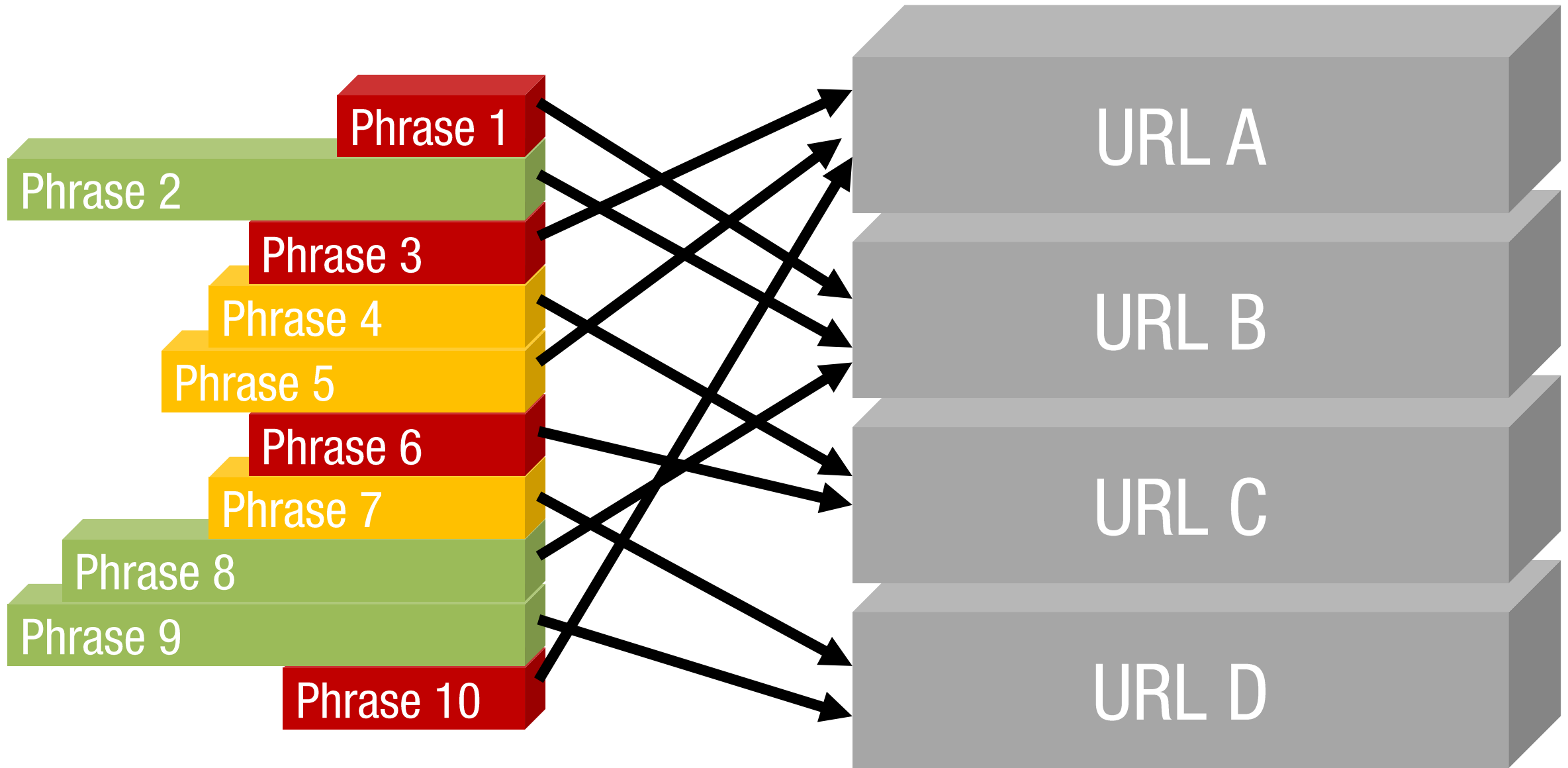
Financial Impact

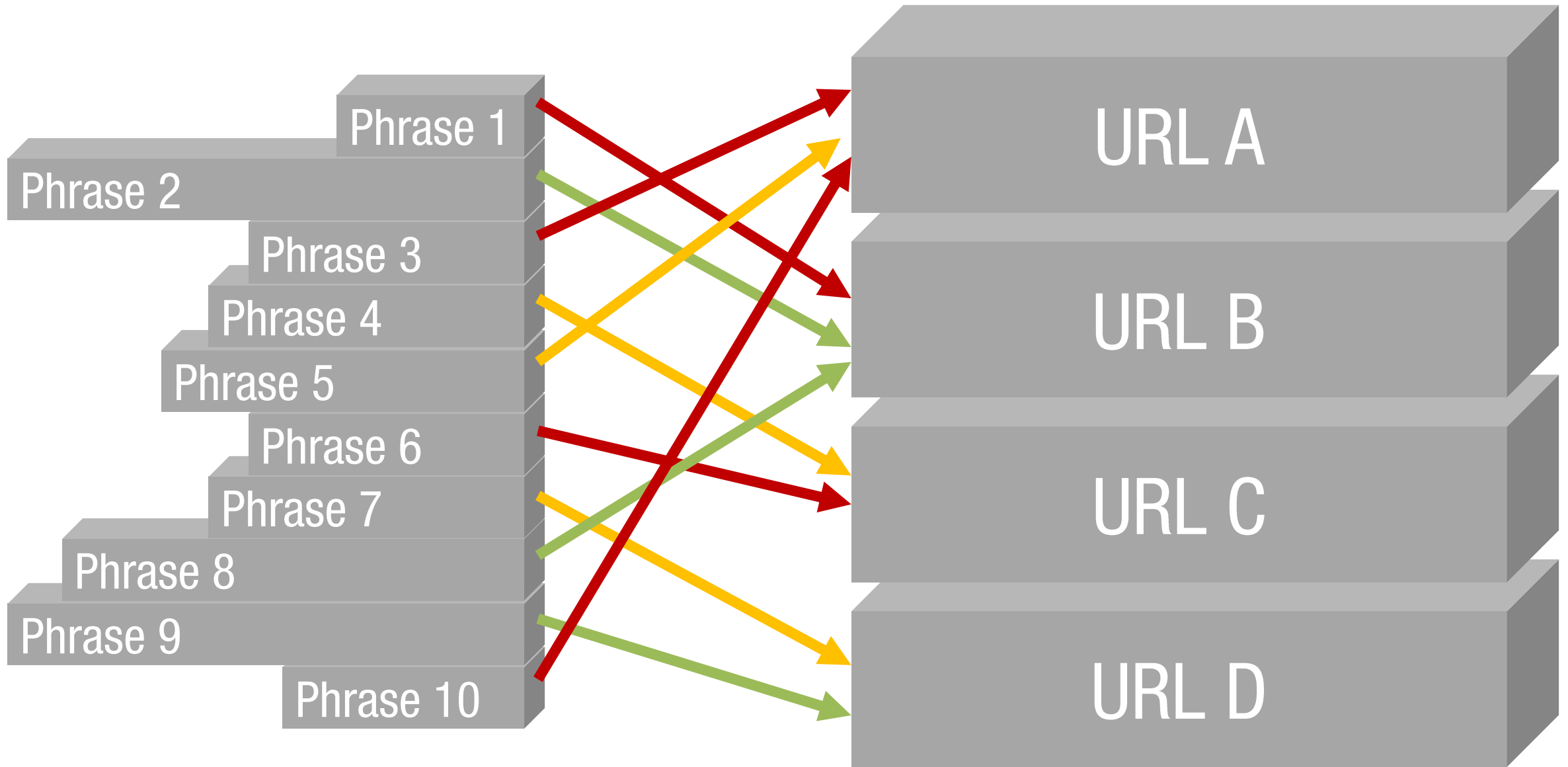
Metrics

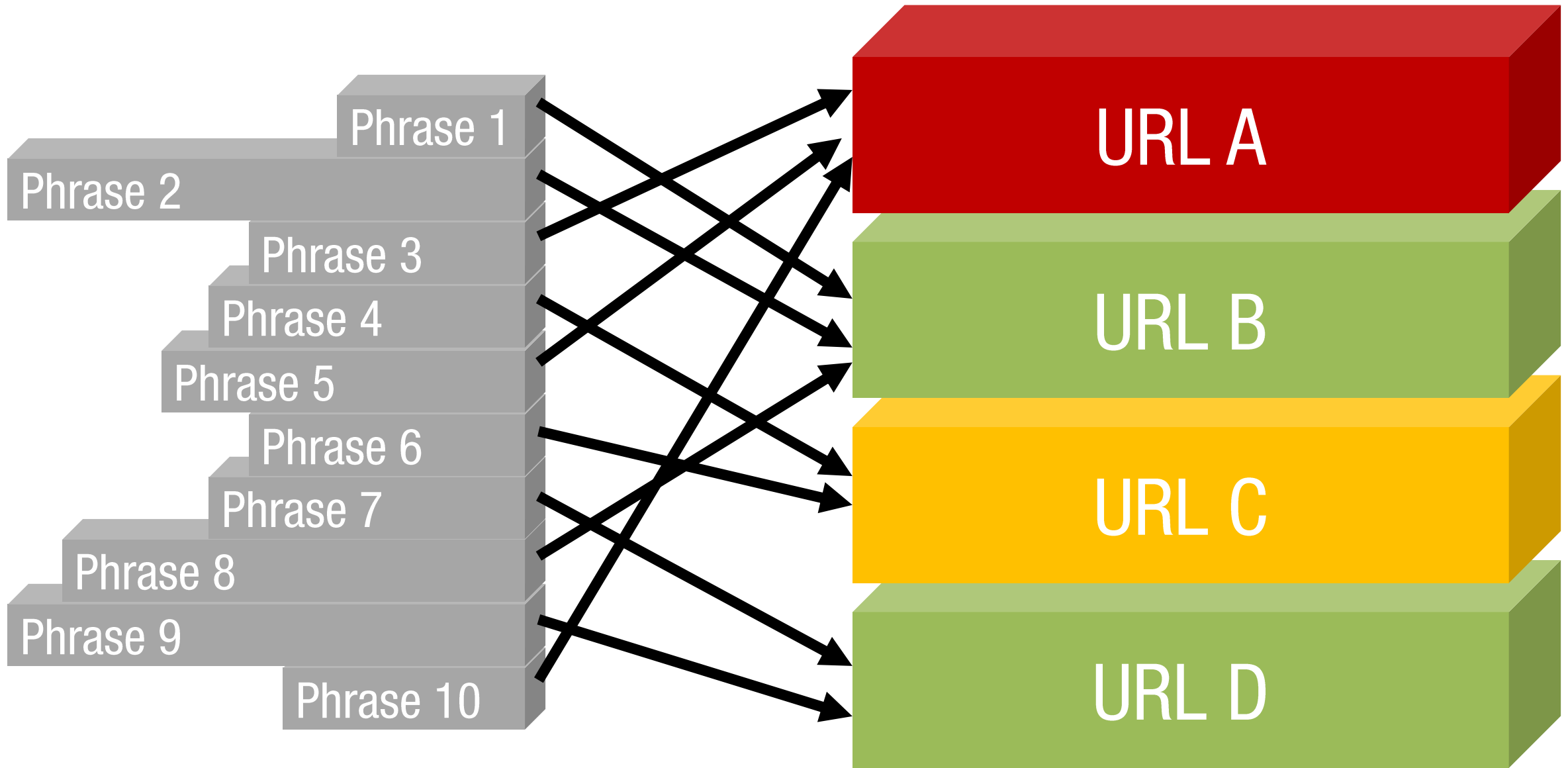
Keyphrase	Impressions	Rank	Current Clicks	Clicks if #1	Clicks if #2	Clicks if #3	Clicks if Up 1 Pos**	\$ Current	\$ if #1	\$ if #2	\$ if #3	\$ if Up 1 Pos**	Difficulty	Potential Score
✘ seo brisbane	3,500	16	49	257	190	141	49	4,900	25,700	19,000	14,100	4,900	3	287
✘ google keyword tool	2,000	16	28	147	109	81	28	2,800	14,700	10,900	8,100	2,800	28	153
✘ sem	1,250	13	29	152	112	83	29	2,900	15,200	11,200	8,300	2,900	37	152
✘ seo jobs	400	3	92	168	124	92	124	9,200	16,800	12,400	9,200	12,400	13	105
✘ seo agency	200	10	16	84	62	46	18	1,600	8,400	6,200	4,600	1,800	21	90
✘ search engine optimization serv...	176	9	16	75	55	41	18	1,600	7,500	5,500	4,100	1,800	29	76
✘ seo consultants	175	8	18	76	56	41	20	1,800	7,600	5,600	4,100	2,000	26	76
✘ search engine optimisation serv...	175	9	16	75	55	41	18	1,600	7,500	5,500	4,100	1,800	29	76
✘ smx sydney	200	6	28	84	62	46	30	2,800	8,400	6,200	4,600	3,000	24	75
✘ google au search	170	5	26	73	54	40	35	2,600	7,300	5,400	4,000	3,500	13	65
✘ seo services company	250	11	11	58	43	32	11	1,100	5,800	4,300	3,200	1,100	24	61
✘ small business seo	480	13	11	58	43	32	11	1,100	5,800	4,300	3,200	1,100	38	56

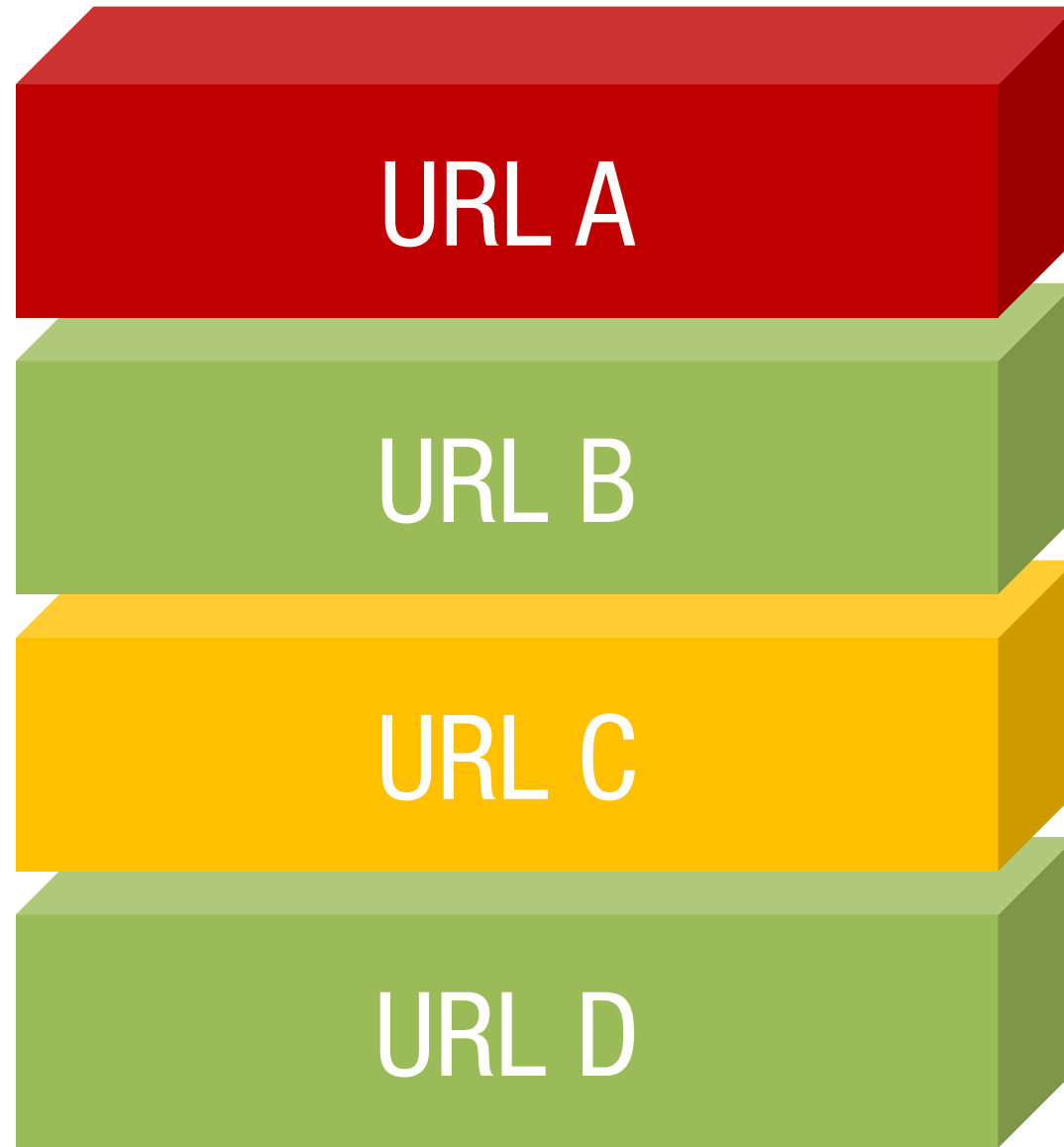
What's (still) missing?

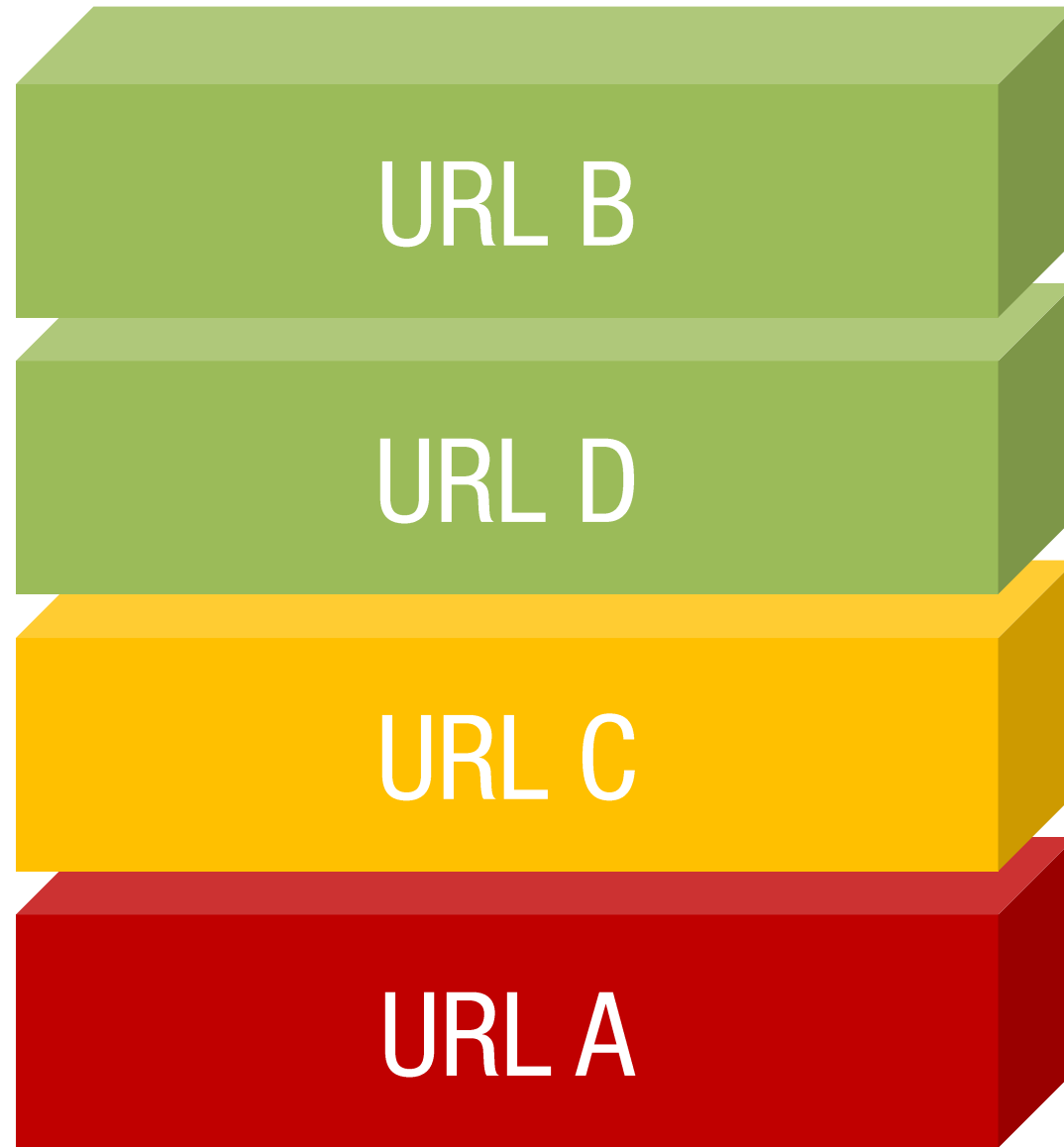


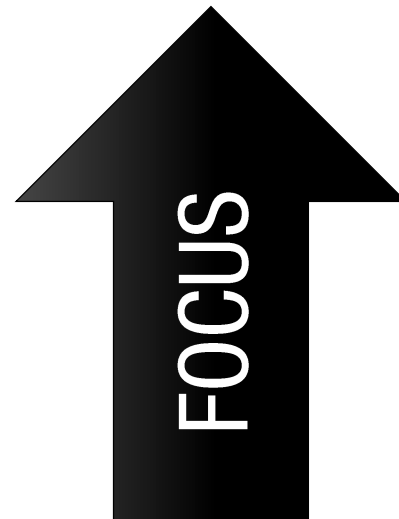
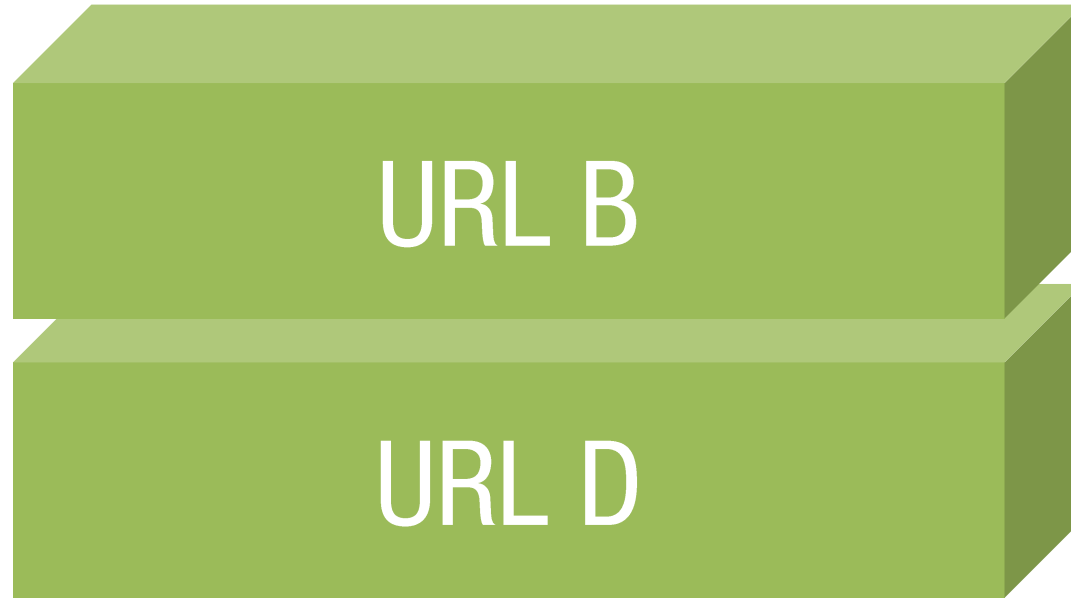












Priority Phrases

Priority One

Priority Two

Priority Three

Priority Pages

URL B

URL D


PhraseResearch.com

And now what?



BRING HIM LINKS

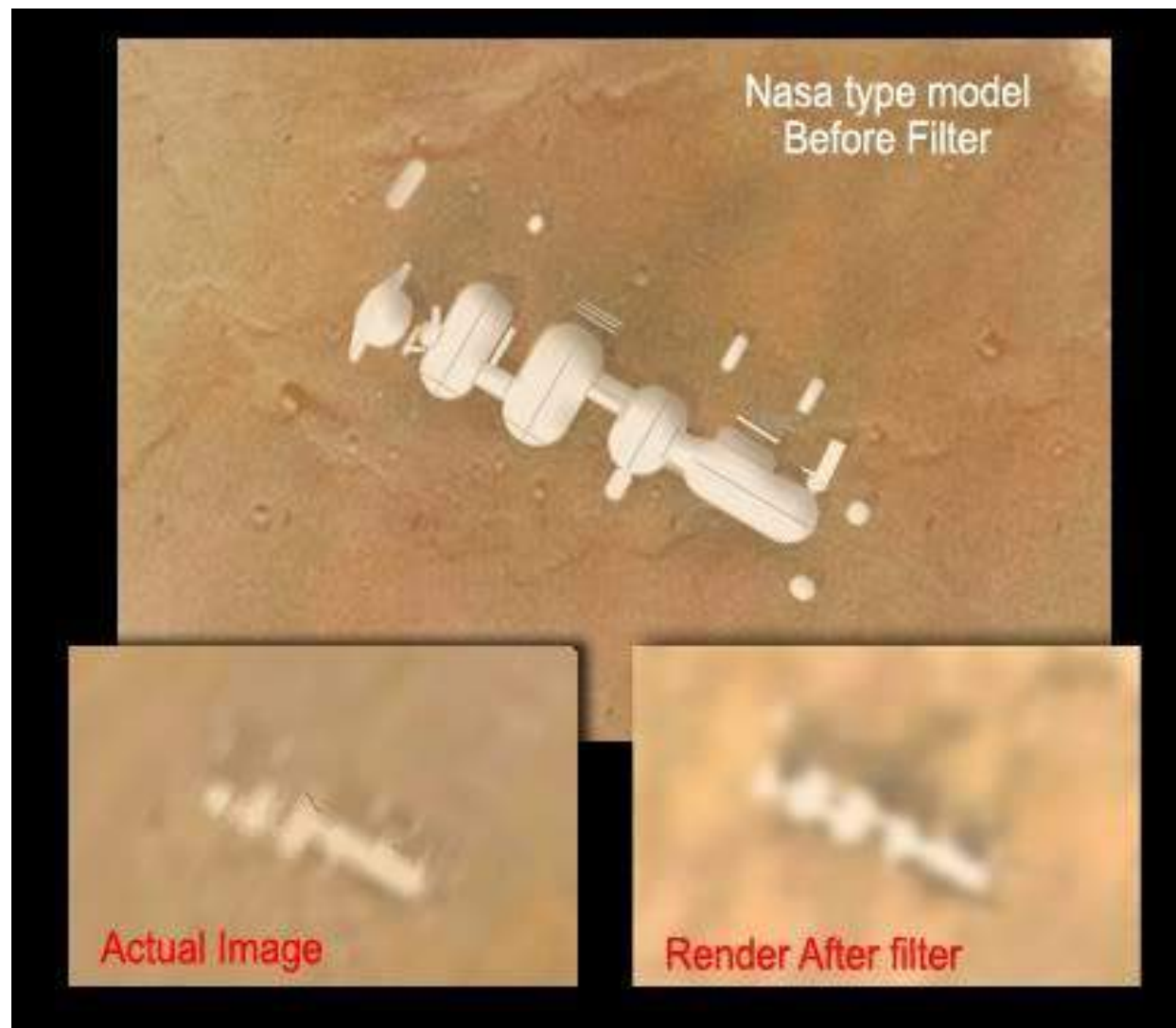


 71 49'19.73"N 29 33'06.53"W

@dejanseo

Image NASA / USGS

Google earth

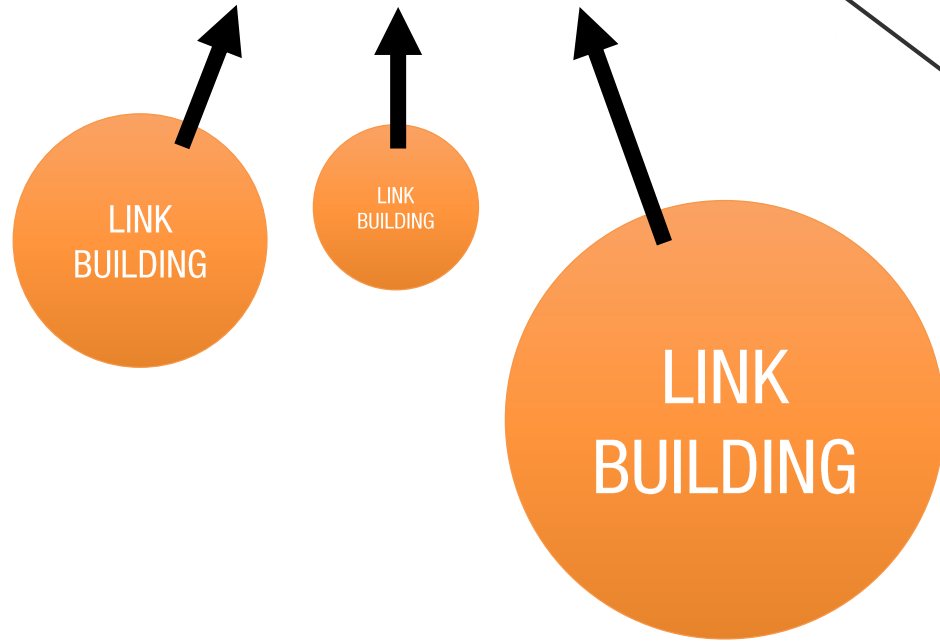


49'19.73"n 29 33'06.53"w

- High Search Volume
- Low Competition
- Easy to Optimise
- Trending



49'19.73"n 29 33'06.53"w





49'19.73"n 29 33'06.53"w



Web Maps Images Shopping News More Search tools

About 2,700 results (0.37 seconds)

WOW AMAZING! 71 49'19.73"N 29 33'06.53"W ...

[dejanseo.com.au/zomg-49'19.73'n 29 33'06.53"w29-330653w.html](http://dejanseo.com.au/zomg-49'19.73'n 29 33'06.53)
High resolution image of the space alien monkeys on 49'19.73"n 29 33'06.53"w

#1

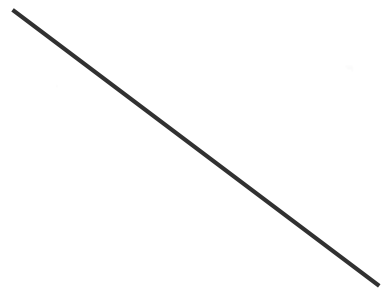
Debunked: Alien Base on Mars: "Bio-Station Alpha" | Metabunk

www.metabunk.org > ... > Aliens, Monsters, and the Paranormal
Jun 6, 2011 - 5 posts - 1 author

... would be more excited than me if someone found evidence of life on Mars. But I really don't think this is it: 71 49'19.73"N 29 33'06.53"W...

Search: 71 49'19.73"N 29 33'06.53"W « Public ...

www.phibetaiota.net/2011/06/search-71-49'19-73'n-29-33'06-53'w/
Search: 71 49'19.73'N 29 33'06.53'W. Categories: Searches. For some reason the various combinations including lower case letters do not bring up the post.



Google 49'19.73"n 29 33'06.53"w

Passive Links

Passive Links

Passive Links

Web Maps Images Shopping Search tools

About 2,700 results (0.37 seconds)

WOW AMAZING! 71 49'19.73"N 29 33'06.53"W ...
dejanseo.com.au/zomg-49'19.73"n 29 33'06.53"w29-330653w.html
High resolution image of the space alien monkeys on 49'19.73"n 29 33'06.53"w

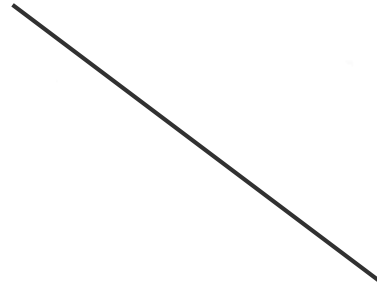
#1

Debunked: Alien Base on Mars: "Bio-Station Alpha" | Metabunk
www.metabunk.org > ... > Aliens, Monsters, and the Paranormal
Jun 6, 2011 - 5 posts - 1 author
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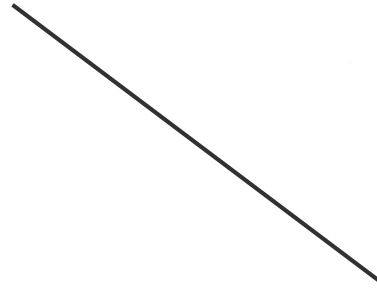
Search: 71 49'19.73"N 29 33'06.53"W « Public ...
www.phibetaiota.net/2011/06/search-71-49'19-73"n-29-33'06-53"w/
Search: 71 49'19.73"N 29 33'06.53"W. Categories: Searches. For some reason the various combinations including lower case letters do not bring up the post.



Non-Commercial Terms
Brands, Names, Events
Causes, Campaigns
Statistics, Data
Images...

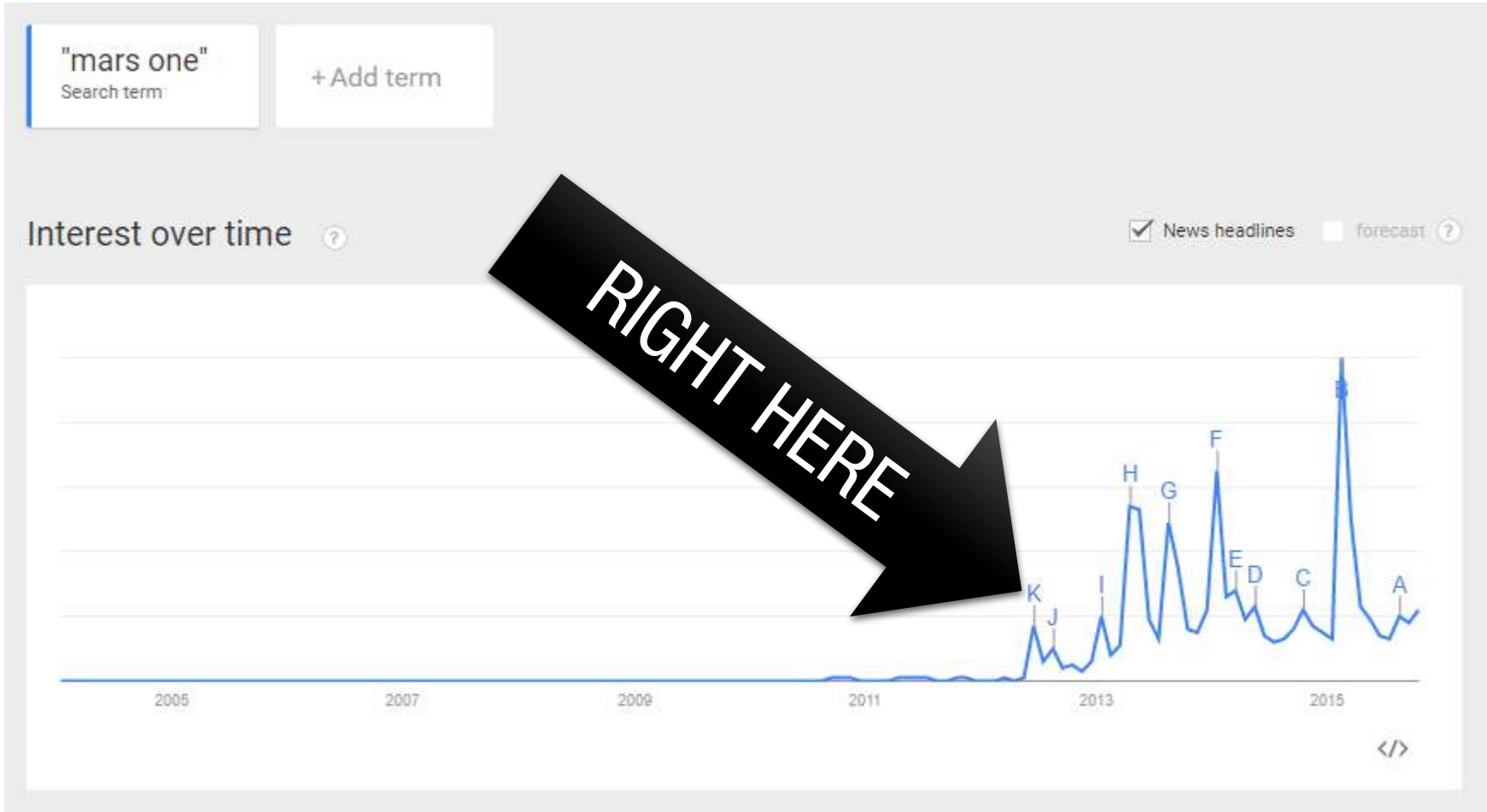


reddit.com/r/all/rising/
reddit.com/r/all/controversial/



RULE #1

Catch it early or make the news yourself.



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Making News

The First Sponsors of the Mars One Mission



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Buzzsumo 


KLOUT

followerwonk 

LITTLE BIRD 

ppinions



twtrland. 

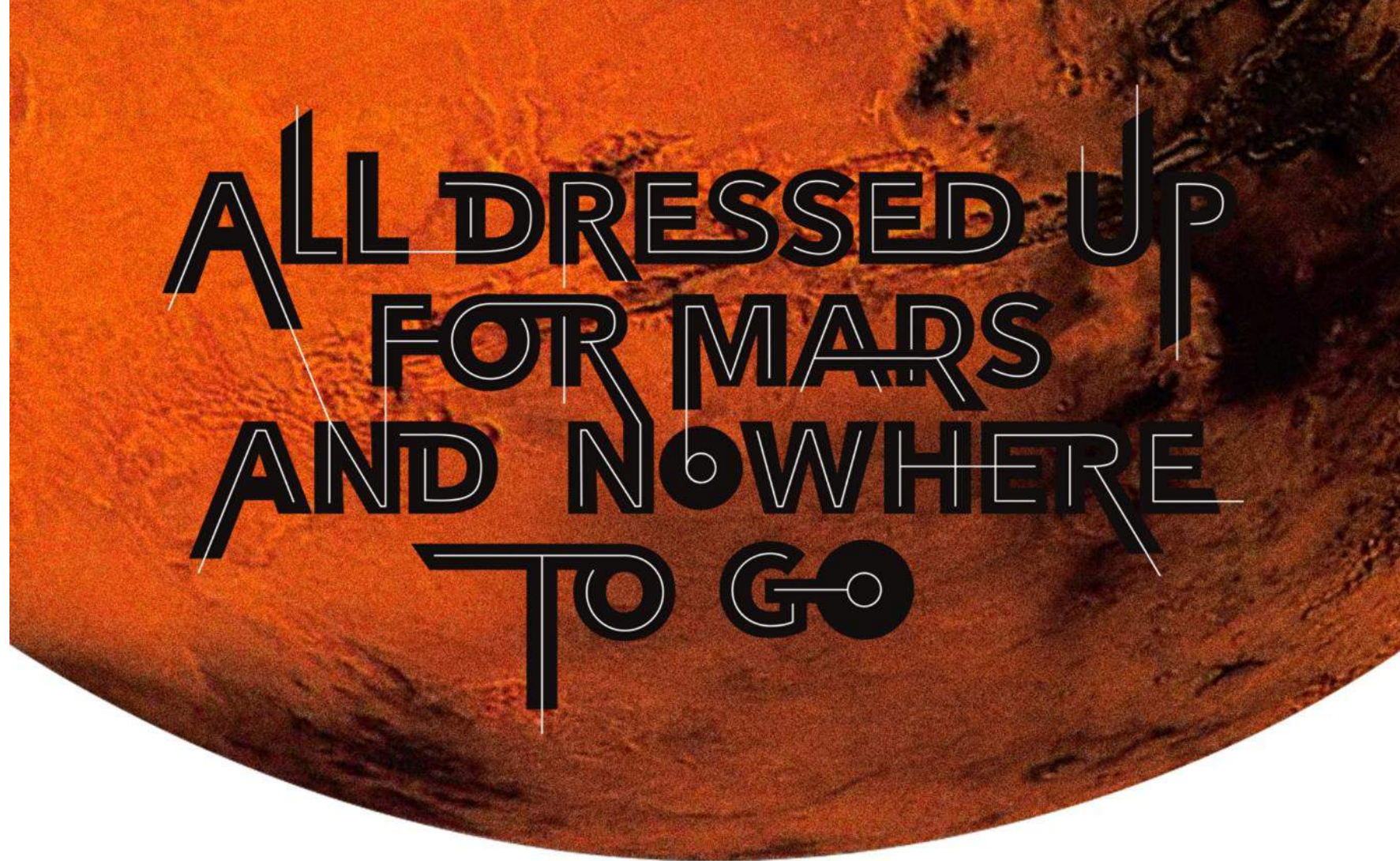
KEYHOLE 

ircleCount

wefollow 

PeerIndex

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medium.com/matter/all-dressed-up-for-mars-and-nowhere-to-go-7e76df527ca0

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**Mars One is not a scam and we WILL go to
the red planet, CEO Bas Lansdorp insists**

dailymail.co.uk/sciencetech/article-3004338/Mars-One-not-scam-red-planet-CEO-Bas-Lansdorp-insists.html

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MOTHERBOARD



Aspiring Martian Defends Mars One on YouTube After a Very Bad Week

dailymail.co.uk/sciencetech/article-3004338/Mars-One-not-scam-red-planet-CEO-Bas-Lansdorp-insists.html

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Current Mars One Finalists refute Elmo
Keep's Mars One "conspiracy theory."

[reddit.com/r/Futurology/comments/2zwnjz/current_mars_one_finalists_refute_elmo_keeps_mars/](https://www.reddit.com/r/Futurology/comments/2zwnjz/current_mars_one_finalists_refute_elmo_keeps_mars/)

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Media Coverage

news.com.au

dailytelegraph.com.au

abc.net.au

cbsnews.com

mashable.com

space.com

emerce.nl

sg.hu

b92.net

wired.it

nu.nl

huffingtonpost.com

huffingtonpost.co.uk

giantfreakinrobot.com

softpedia.com

digitaljournal.com



Mashable



THE
HUFFINGTON
POST

The Daily Telegraph

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dejanseo.com.au/mars-one

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RULE #2

Outreach starts before content is finished.

What is the largest star?

Web Images Videos News Shopping More Search tools

Page 2 of about 409,000,000 results (0.23 seconds)

What is the biggest star? - theconversation.com
www.theconversation.com/...
An astrophysicist asks - how big is the biggest star we have found?

How Big Is the Largest Star Known to Man? - OnIslam.net
www.onislam.net/.../452268-how-big-is-the-largest-star-known-to-man.html...
If you want to fly around the star VY Canis Majoris and return to your starting point again, you'll need 1,100 years to do this. If you managed to make a scaled...

Biggest Star Ever Found Is Ripping Apart (Photo) - Space.com
www.space.com/23227-biggest-star-universe-death-throes.html...
Oct 16, 2013 - The largest star ever discovered may give scientists a better sense of how massive, dying stars seed the universe with the ingredients for rocky ...

What is the Biggest Star in the Universe - Planets For Kids
www.planetsforkids.org/news/what-is-the-biggest-star-in-the-universe/...
Jan 18, 2013 - The largest star that we know of is called VY Canis Majoris it's a long way from Earth between 3,900 and 5,000 light years. It's so big it was the ...

What are the Largest Stars in the Universe? | Astronotes
www.armaghplanet.com/blog/the-largest-stars-in-the-universe.html...
Mar 14, 2012 - How big is the largest known star? Compared to planets, stars will always be the overall group winners in terms of superior size. When you look ...

The Largest Star Known in the Universe -- A Red Supergiant ...
www.dailygalaxy.com/.../the-largest-star-known-in-the-universe-found-...
Oct 17, 2013 - Clouds of this type are rarely found around massive stars and are even rarer around red supergiant stars such as W26, the largest known star ...

1300 times bigger than Sun: Largest yellow 'hyper-giant' star ...
rt.com/news/sun-yellow-star-biggest-622/...
Mar 14, 2014 - Astronomers have identified the largest 'yellow' star ever observed in our galaxy and one of the 10 largest ever discovered in total. The star is ...

What is the largest star? (Beginner) - Curious About ...
curious.astro.cornell.edu/.../stars_star_/349-what-is-the-largest-star-begi...
What is the largest star in the universe and how many of our suns would it take ... The best I can do is tell you what the largest known star is, but to do that I also ...

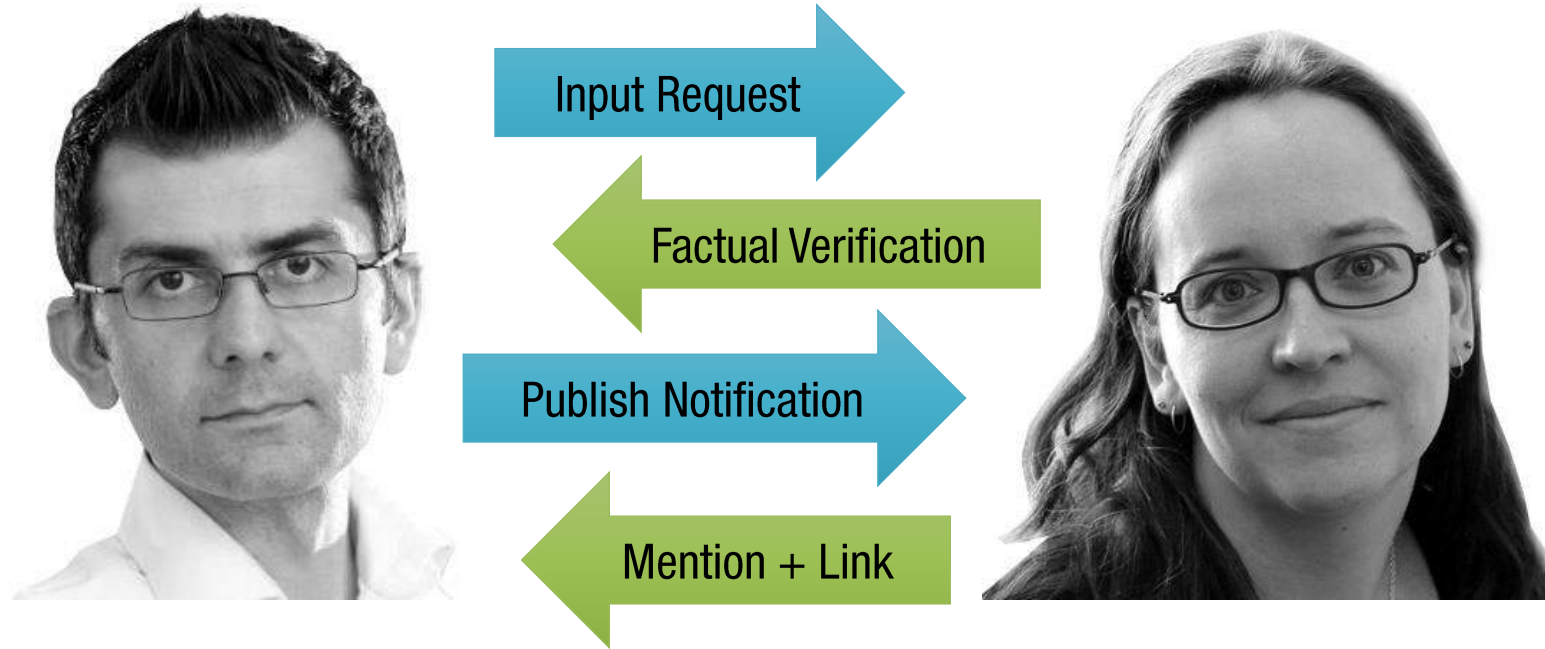
What is the largest known star? - Quora
www.quora.com/Outer Space/Astronomy...
Traditionally, VY Canis Majoris was considered to be the largest observed star. It is a red hypergiant. However, the accuracy of its size is highly debated.

What Is The Largest Known Star In The Universe? | Curiosity ...
www.cunostyaroused.com/.../what-is-the-largest-known-star-in-the-univ...
So while solar radii would give us the "largest star in universe" by radius/circumference, it wouldn't give us the most massive star (solar mass), or the most ...

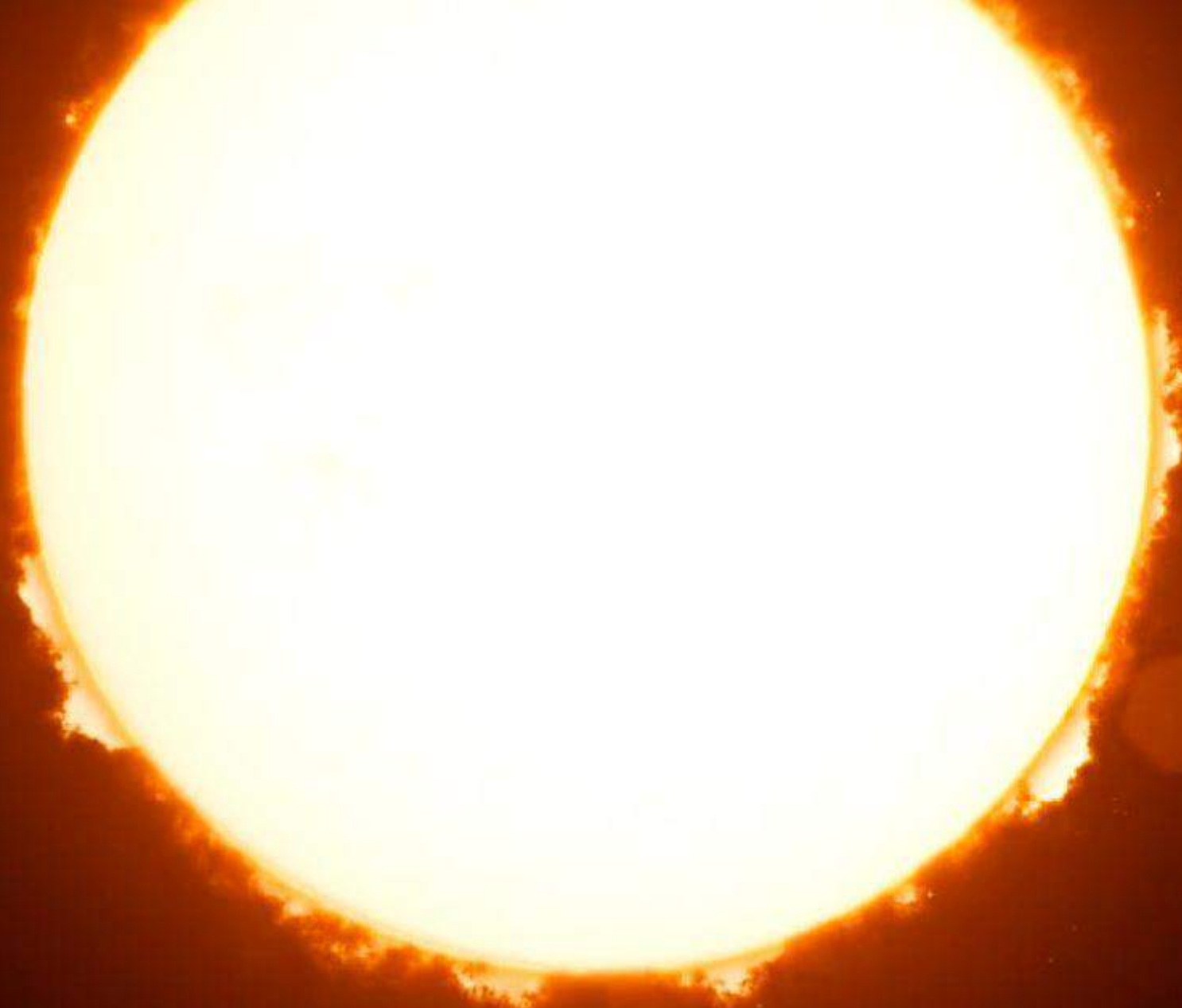
Largest fish trawler Geelong Star arrives in Australian waters
www.smh.com.au/.../largest-fish-trawler-geelong-star-arrives-in-australian-...
Apr 1, 2015 - Geelong Star would be the largest trawler to fish in Australian waters, after a bigger sister ship, the Margiris, was banned in the 2012 ...

Searches related to What is the largest star?
largest star in the universe largest star wars lego set
largest star wars collection what is the largest star in the sky
largest star trek ship what is the largest star in our solar system
largest star destroyer what is the largest star called

What is the largest star? (Beginner) - Curious About ...
curious.astro.cornell.edu/.../stars_star_/349-what-is-the-largest-star-begi...
What is the largest star in the universe and how many of our suns would it take ... The best I can do is tell you what the largest known star is, but to do that I also ...



“ In order to know what the largest star in the universe is we would have had to look at all the stars. We haven't come close to that - we haven't even looked at all the stars in our galaxy. There are about 100 billion stars in our galaxy, and about as many galaxies in the observable universe so you might understand why.



EARTH



JUPITER

SUN

@dejanseo





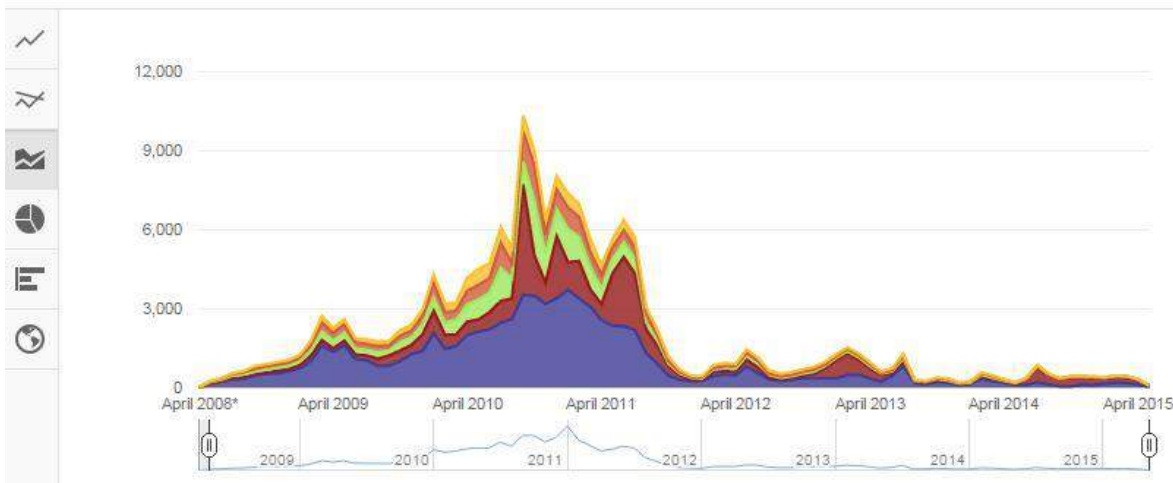
cornell.edu

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VIEWS
408,853

ESTIMATED MINUTES WATCHED
37,408*

More metrics Monthly Show totals Show as % of totals



* Selected date range includes an incomplete calendar month.

Geography Date Subscription status Subtitles and CC

<input type="checkbox"/> Geography	Views	Estimated minutes watched*	Average view duration*
<input type="checkbox"/> United States	82,537 (20%)	8,856 (24%)	1:04
<input type="checkbox"/> Japan	38,555 (9.4%)	6,740 (18%)	0:55
<input type="checkbox"/> United Kingdom	23,096 (5.6%)	1,704 (4.6%)	1:02
<input type="checkbox"/> Canada	18,541 (4.5%)	1,282 (3.4%)	1:03
<input type="checkbox"/> Brazil	14,711 (3.6%)	1,397 (3.7%)	1:04
<input type="checkbox"/> Germany	14,688 (3.6%)	585 (1.6%)	0:48
<input type="checkbox"/> Philippines	13,851 (3.4%)	1,450 (3.9%)	1:09
<input type="checkbox"/> Australia	9,700 (2.4%)	987 (2.6%)	1:07

dejanseo.com.au/giant-stars

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What about ordinary topics?



Where are you going?

📍 e.g. city, region or district

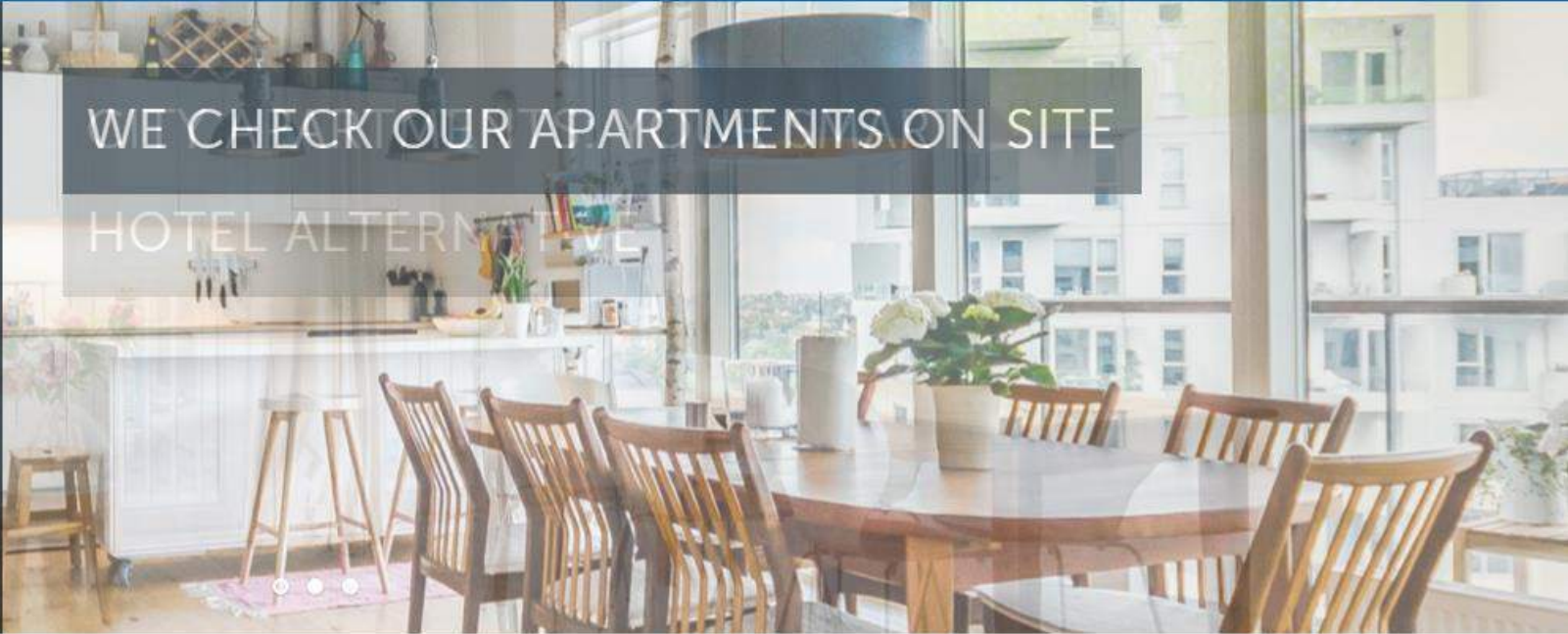
📅 Check-in

📅 Check-out

👤 2 guests

🛏️ 1 bedroom

SEARCH



WE CHECK OUR APARTMENTS ON SITE

HOTEL ALTERNATIVE



OVER 5 MILLION NIGHTS BOOKED
We are Europe's biggest portal for city apartments.

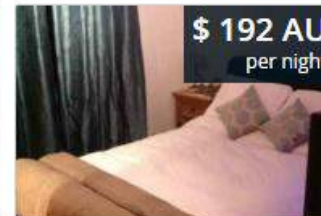


WIMDU'S TRIPLE CHECK
Our 3-part quality check includes visiting properties on site.



TRUSTPILOT
Our Trustpilot score is **Great (8.9/10)**

MY VIEWED OFFERS



@dejanseo

📍 Brno, Czech Republic

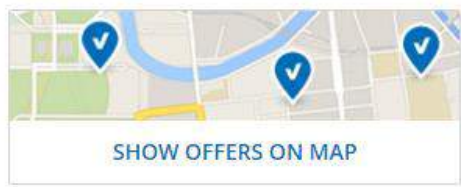
📅 11/17/2015

📅 11/30/2015

👤 2 guests

SEARCH

Home



SHOW OFFERS ON MAP

FILTER YOUR RESULTS

Number of bedrooms

PRICE PER NIGHT

- Up to AU\$ 100
- Up to AU\$ 150
- Up to AU\$ 200
- Up to AU\$ 300
- Up to AU\$ 400

TYPE OF PROPERTY

- Apartment (2)
- House (1)
- Private room (1)

SHOW MORE

AMENITIES

- Internet/WiFi (4)
- Kitchen (4)

4 properties Sort by Most Popular Offers Map



✓ Flexible Cancellation

Large Double Bedroom - central Brno

Brno, Czech Republic
Private room (2 guests / 1 bedroom / 22 m²)
7 previous guests
4 people are interested in this property

\$48^{AU}
per night

8 **Very good**
(3 reviews)

Favorite

Map

BOOK NOW



Lovely house in Brno, Czech Republic

Brno, Czech Republic
House (8 guests / 3 bedrooms / 100 m²)
7 previous guests
5 people are interested in this property

\$91^{AU}
per night

10 **Excellent**
(1 review)

Favorite

Map

BOOK NOW



✓ Flexible Cancellation

Central, Sunny, Cosy, Renovated Flat

BRNO, Czech Republic
Apartment (5 guests / 2 bedrooms / 76 m²)
4 people are interested in this property

\$69^{AU}
per night

Favorite

Map

BOOK NOW

- Overview
- Amenities
- Map
- Conditions
- Reviews



Accommodates	Bedrooms	Bathrooms	Size	Floor No.
8	3	1	100 m ²	1

- Internet/WiFi
 - Kitchen
 - Pets allowed
 - Washer/dryer
 - TV
 - Parking available
 - Towels
 - Dishwasher
- [MORE AMENITIES](#)

PROPERTY SUMMARY

Address: Ondrova, 63500 Brno, Czech Republic

Property type: House

Per night **\$ 91 AU**

Check-in: 11/17/2015 Check-out: 11/30/2015 Guests: 2

These dates are available

13 nights × \$ 107.04 AU \$ 1392 AU

Special price \$ -207 AU

Subtotal **\$ 1185 AU**

BOOK NOW

It only takes 2 minutes!

Property listed by **HANKA**

[CONTACT HANKA HERE](#)

[ADD TO FAVORITES](#)

Price

Photos

Owner

Features

Address

@dejanseo

What do I like to do when I travel?

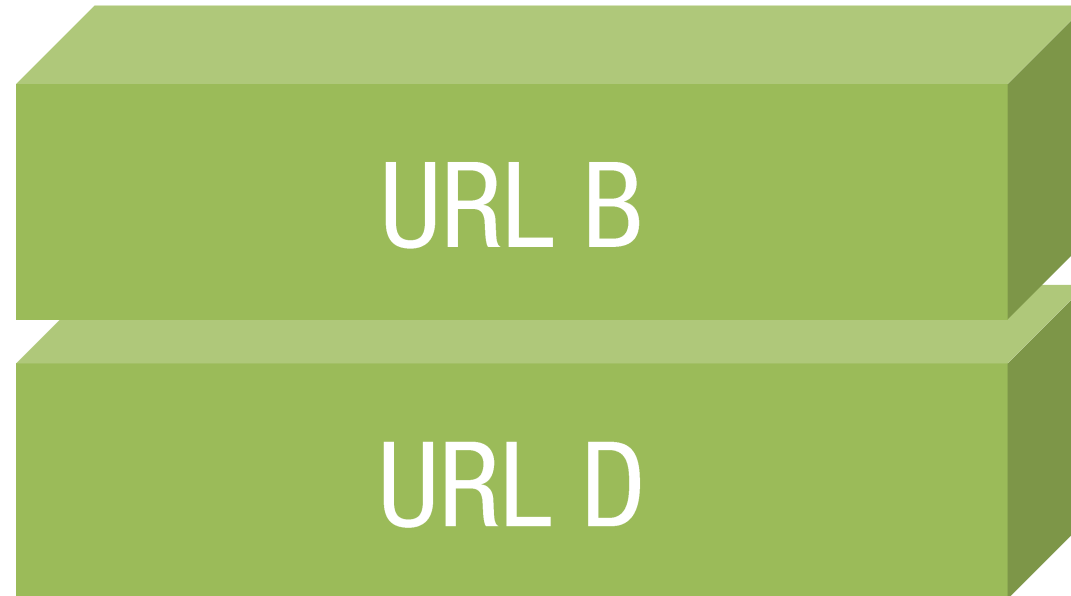




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Remember This?

Priority Pages



Remember This?

Priority Pages



Sydney

New York



Sydney

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What's the best place to eat in Sydney?

@dejanseo

Pick audience

Write questions

Confirm survey

Survey name:

Eating in Sydney

Audience

- General population i
- Android smartphone users i
- Your website
- Audience panels i

- United States
- Canada
- United Kingdom
- Australia
- Germany
- Italy
- Netherlands
- Japan
- Mexico

Pricing

10¢ to \$3.00 per complete.

Surveys with screening questions may cost more.

[Learn more](#)

BACK

CONTINUE

Report | **Insights**

OPEN-ENDED TEXT
What's the best place to eat in Sydney?

Results for all respondents. Weighted data unavailable for this view. (501 responses) ⓘ
Confidence too close to call. ⓘ

Gender

Sum	Compare
Male	Female

Age

Sum	Compare
18-24	25-34
35-44	45-54
55-64	65+

Geography

All of Australia

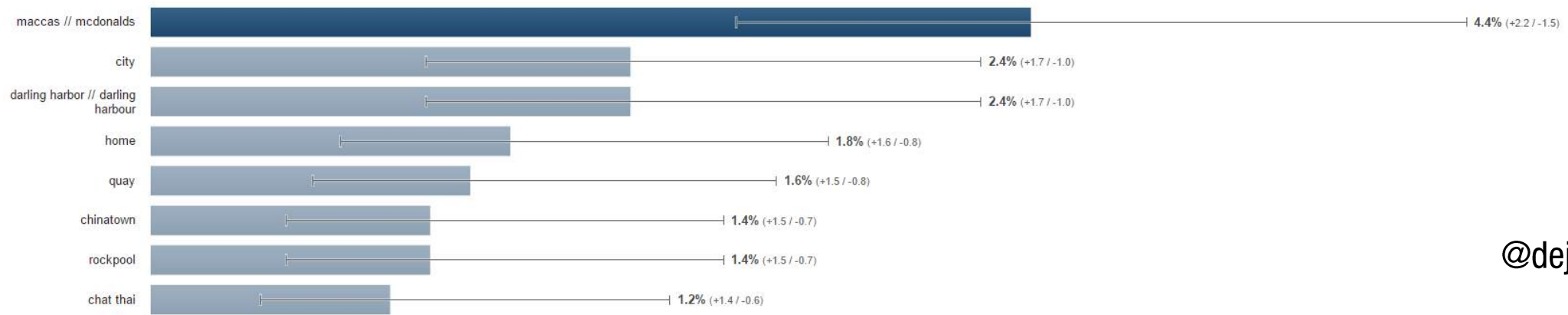
Sum	Compare
-----	---------

Inferred Income

Sum	Compare
\$0-24K	\$25-49K
\$50-74K	\$75-99K
\$100-149K	\$150K+

Inferred Parental Status

Sum	Compare
Parent	
Non-parent	



Report Insights

OPEN-ENDED TEXT
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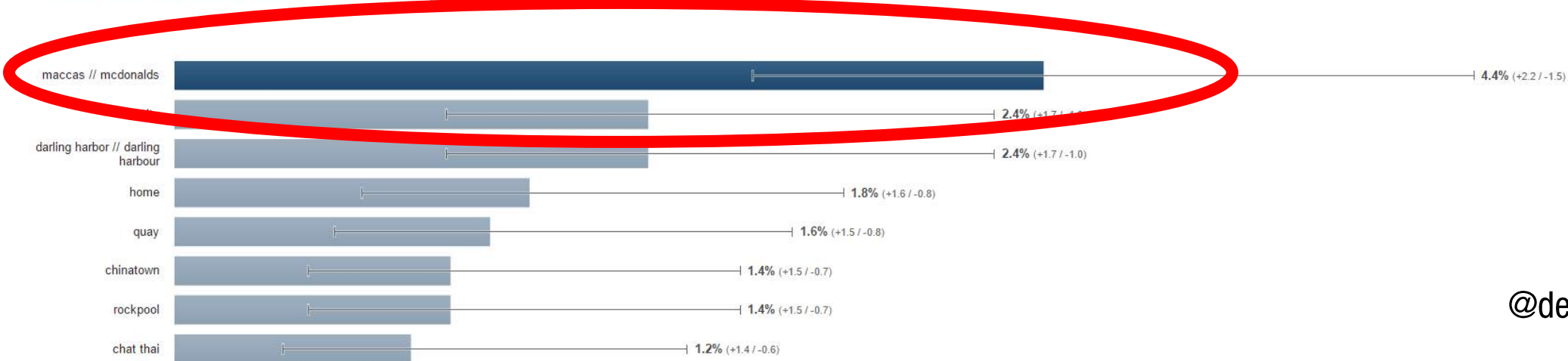
Sum	Compare
-----	---------

Inferred Income

Sum	Compare
\$0-24K	\$25-49K
\$50-74K	\$75-99K
\$100-149K	\$150K+

Inferred Parental Status

Sum	Compare
Parent	
Non-parent	



A 2015 Study by Wimu reveals that Sydney locals prefer to eat out at McDonald's

Key facts:

- Main finding: McDonald's is the top choice for eating out
- Sample size: 800 respondents
- Research method: Focus and convenience
- Study period: July to October 2015
- Location: Sydney and surrounding suburbs

The study was designed and conducted by Wimu, the online platform for private apartment rentals, in order to reveal eating habits of Sydney locals and the brands local consumers prefer. [Wimu](#) self-proclaims as a "pop culture restaurant". It provides so many Australians living in or near the Sydney area.

Coming on the heels of, and in stark contrast to, reports surfacing all over the web in media of McDonald's entering a "slump depression", the study might be of significance to Sydney-based restaurateurs after a difficult week for the brand.

In the first stage of this study respondents are asked just one question: "What's the best place to eat in Sydney?" Surprisingly the winning answer wasn't even a close call, the food giant restaurant took by a solid margin with only one serious competitor, Hungry Jack's.



During the second stage of the study, a follow-up survey targeted those who prefer eating out at McDonald's. The aim was to help us understand the main reasons behind the restaurant's popularity. "Good, tasty food" was the top answer. "Convenience" and "low price" also surfaced up as primary reasons for local's choices.

Sample of Responses:

- It's cheap and crunchy and fatty
- Love the french cheeseburgers
- Because they have a good range of nice healthy food
- Because we know the the taste of McDonald's is same across the world its our fave
- It keeps me kids happy
- Because it's low calories is life
- You can get a great variety of food whether it be healthy or unhealthy
- Tasty

Since our initial study didn't suggest that the answer must be a specific restaurant, some respondents chose their favorite location to eat in Sydney. Top locations include City and Darling Harbour but the third top choice was eating at home.

Restaurants vs Locations

Brand

1. McDonald's
2. Hungry Jack's
3. Rockpool
4. Cafe Sydney
5. Don't Let Hang
6. Grill
7. Mizuya
8. Hungry Jack's
9. Maggie's
10. Spacio
11. Mags
12. Mags
13. Mags
14. Mags
15. El Barrio
16. The Rock Cafe
17. The Rock Cafe
18. Mags
19. Mags
20. Mr Crackles
21. Mr Crackles
22. Diplo
23. Hungry Jack's
24. Paul's Burgers
25. Paul's Burgers
26. Paul's Burgers
27. Paul's Burgers
28. Paul's Burgers
29. Paul's Burgers
30. Paul's Burgers

Location

1. City
2. Darling Harbour
3. Home
4. Quay
5. Christmas
6. Mags
7. Mags
8. Mags
9. Mags
10. Mags
11. Mags
12. Mags
13. Mags
14. Mags

The Best Places to Eat in Sydney



WordCloud showing the reasons people gave for choosing McDonald's.





Key Information

Important Details

Deep

1. Minimise interruption
2. Provide quick answers
3. Support easy scanning
4. Improve trust and credibility
5. Offer in-depth information retrieval

Detailed study and examples:

 dejanseo.com.au/web-content

A 2015 study by Wimdu reveals that Sydney locals prefer to eat out at McDonald's

Key facts:

- Main finding: McDonald's is the top choice for eating out
- Sample size: 600 respondents
- Reasons stated: Taste and convenience
- Study period: July to October 2015
- Location: Sydney and surrounding suburbs.

The study was designed and conducted by Wimdu, the online platform for private apartment rentals, in order to reveal eating habits of Sydney locals and tie [Wimdu's local accommodation listings](#) with popular restaurants. It involved six hundred Australians living in or near the Sydney area.



MAIN IDEA

A 2015 study by Wimdu reveals that Sydney locals prefer to eat out at McDonald's

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- Location: Sydney and surrounding suburbs.



QUICK FACTS

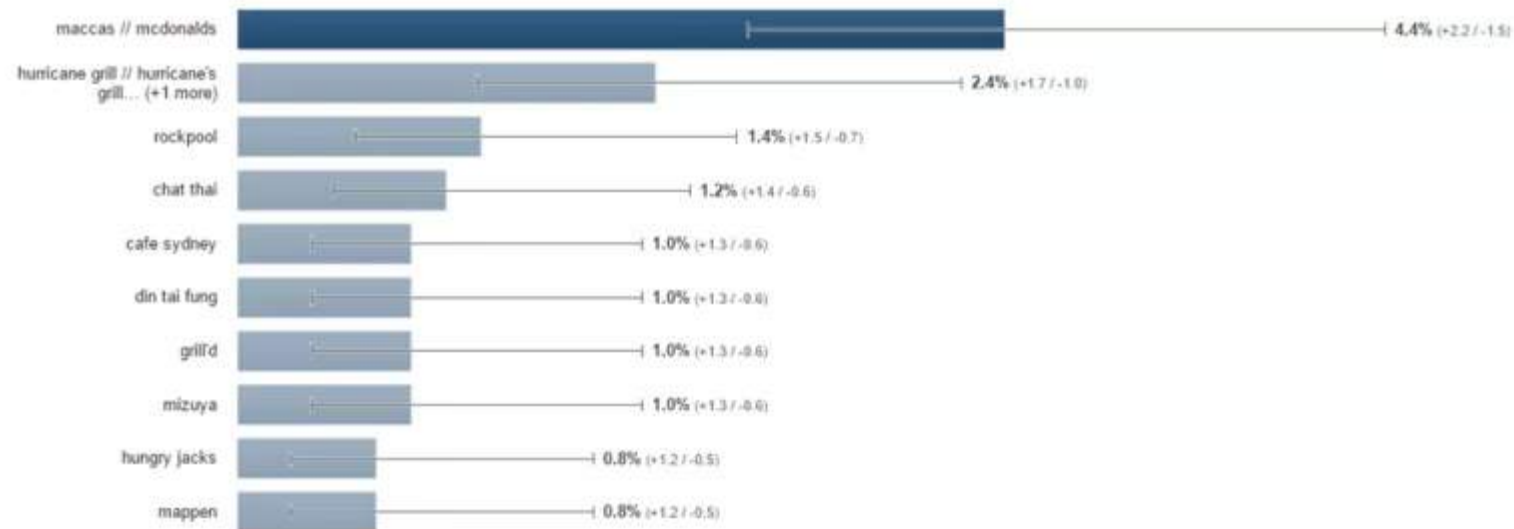
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THE PLUG

Coming in the wake of, and in stark contrast to, reports surfacing all over the world's media of [McDonald's entering a "deep depression"](#), the study might be of some comfort to Sydney-based franchises after a difficult week for the brand.

In the first stage of the study respondents are asked just one question: "What's the best place to eat in Sydney?". Surprisingly the winning answer wasn't even a close call: the fast food restaurant won by a solid margin with only one serious competitor, Hurricane Grill.

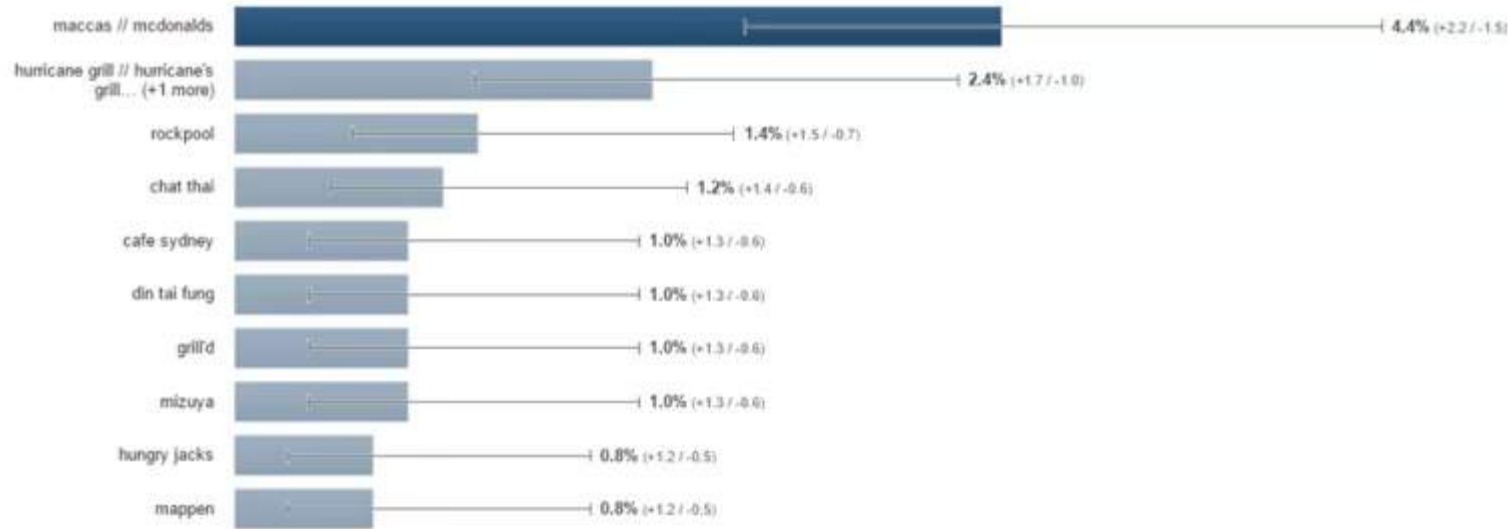


During the second stage of the study, a follow-up survey targeted those who prefer eating out at McDonald's. The aim was to help us understand the main reasons behind the restaurant's popularity. "Good, tasty food" was the top answer. "Convenience" and "low price" also surfaced up as primary reasons for local's choices.

CONTRADICTION

Coming in the wake of, and in stark contrast to, reports surfacing all over the world's media of [McDonald's entering a "deep depression"](#), the study might be of some comfort to Sydney-based franchises after a difficult week for the brand.

In the first stage of the study respondents are asked just one question: "What's the best place to eat in Sydney?". Surprisingly the winning answer wasn't even a close call: the fast food restaurant won by a solid margin with only one serious competitor, Hurricane Grill.



DEEPER STORY

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Sample of Responses:

- It's cheap and crunchy and fatty
- Love me them cheeseburgers
- Because they have a good range of nice healthy food
- Because we know the the taste of Mcdonald's is same around the world no surprises
- It keeps the kids happy
- Maccas is love maccas is life
- You can get a great variety of food whether it be healthy or naughty
- Yummy

Since our initial study didn't suggest that the answer must be a specific restaurant, some respondents chose their favourite location to eat in Sydney. Top locations include City and Darling Harbour but the third top choice is eating at home.

Restaurants vs Locations

Brand

1. McDonald's
2. Hurricane Grill
3. Rockpool
4. Chat Thai
5. Cafe Sydney
6. Din Tai Fung
7. Grill'd
8. Mizuya
9. Hungry Jacks

@dejanseo



SAMPLES & DATA

Sample of Responses:

- It's cheap and crunchy and fatty
- Love me them cheeseburgers
- Because they have a good range of nice healthy food
- Because we know the the taste of Mcdonald's is same around the world no surprises
- It keeps the kids happy
- Maccas is love maccas is life
- You can get a great variety of food whether it be healthy or naughty
- Yummy

Since our initial study didn't suggest that the answer must be a specific restaurant, some respondents chose their favourite location to eat in Sydney. Top locations include City and Darling Harbour but the third top choice is eating at home.

Restaurants vs Locations

Brand

1. McDonald's
2. Hurricane Grill
3. Rockpool
4. Chat Thai
5. Cafe Sydney
6. Din Tai Fung
7. Grill'd
8. Mizuya
9. Hungry Jacks

Why People Chose McDonald's



Wordcloud showing the reasons people gave for choosing McDonald's

Download the raw data zipfile [here](#).

Why People Chose McDonald's



VISUALISATION



Wordcloud showing the reasons people gave for choosing McDonald's



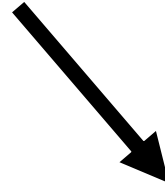
RAW DATA

Download the raw data zipfile [here](#).

Outreach

@dejanseo

Is a journalist who has written about McDonald's and welcomes news tips.



site:twitter.com journalist mcdonalds tips

site:twitter.com businessinsider mcdonalds



Works at Business Insider

and has written about McDonald's.



site:twitter.com businessinsider mcdonalds



Web

News

Maps

Images

Videos

More ▾

Search tools

Any country ▾

Past month ▾

Sorted by relevance ▾

All results ▾

Clear

Business Insider on Twitter: "This new McDonald's burger ...

<https://twitter.com/businessinsider/status/659382244038037504> ▾

Oct 28, 2015 - Business Insider Verified account @businessinsider Oct 28. This new McDonald's burger takes four hours to cook <http://read.bi/1GJ8Bzw> <pic.twitter.com/> ...

Ashley Lutz (@AshleyLutz) | Twitter

<https://twitter.com/ashleylutz> ▾

7 hours ago - Retail editor @businessinsider and @bi_retailnews. Tweeting about fast ... businessinsider.com McDonald's to sell mozzarella sticks nationwide next year.

Hayley Peterson (@hcpeterson) | Twitter

<https://twitter.com/hcpeterson> ▾

Nov 5, 2015 - Senior reporter covering retail for @businessinsider. Recovering ... McDonald's is installing digital menu boards that recommend food based on the weather ...

@dejanseo



TWEETS 3,999 FOLLOWING 1,984 FOLLOWERS 3,634 LIKES 623 LISTS 1

Follow

Hayley Peterson ✓

@hcpeterson

Senior reporter covering retail for @businessinsider. Recovering politics scribe. Dog enthusiast.
hcpeterson@businessinsider.com

read.bi/19M1AZI

Joined July 2009

713 Photos and videos



Tweets Tweets & replies Photos & videos



Hayley Peterson @hcpeterson · 11h

Urban Outfitters is getting into the pizza business businessinsider.com/urban-outfitter...



@dejanseo



@dejanseo




PREDICTED PERSONALITY PROFILE

Hayley Peterson



Location:

[Overview](#)[Communication](#)[Personality](#)[You & Hayley](#)

Hayley is naturally stoic and methodical about decisions, but is willing to take a risk if it is backed up by enough logic. 

Reviewed by:

[Review Hayley's profile](#)

Accuracy confidence: 75%



We found limited data for Hayley, but enough to get a pretty accurate reading.

[Where does this come from?](#)

Related profiles:



Craig Giammona

Jordana Eisenstein
gringerMallory
Schlossberg

Hayley Peterson



Hayley Peterson



Hayley Peterson

[Search for more >](#)



PREDICTED PERSONALITY PROFILE

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Hayley Peterson

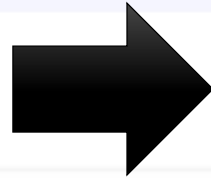


Hayley Peterson



[Search for more >](#)

✉ When emailing Hayley...



Use data to prove a point



Write 3 sentences or less





Provide lots of detailed information and instructions

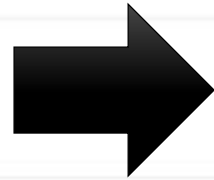


Ask them something that will require a long and thoughtful response






✉ When emailing Hayley...

Use data to prove a point  




Write 3 sentences or less  

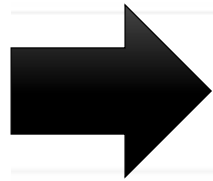
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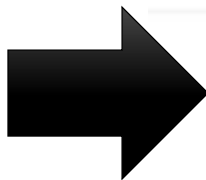

Ask them something that will require a long and thoughtful response  

✉ When emailing Hayley...

Use data to prove a point  

Write 3 sentences or less  

Provide lots of detailed information and instructions  

 Ask them something that will require a long and thoughtful response  

A 2015 study by Wimdu reveals that Sydney locals prefer to eat out at

Key facts:

- Main finding: McDonald's is the top choice for eating out
- Sample size: 600 respondents
- Reasons stated: Taste and convenience
- Study period: July to October 2015
- Location: Sydney and surrounding suburbs.

The study was designed and conducted by Wimdu, the online platform for private apartments to reveal eating habits of Sydney locals and tie [Wimdu's local accommodation listings](#) with restaurants. It involved six hundred Australians living in or near the Sydney area.

Coming in the wake of, and in stark contrast to, reports surfacing all over the world's media [entering a "deep depression"](#), the study might be of some comfort to Sydney-based franchisees for the brand.

The image shows a rich text editor toolbar. The text 'Sans Serif' is visible on the left. The toolbar contains various icons for text formatting (bold, italic, underline, text color, background color), list creation, and alignment. A blue 'Send' button and an orange '2 Changes' button are located at the bottom left of the toolbar area. A black circle is drawn around the '2 Changes' button. To the right of the '2 Changes' button are icons for link, unlink, image, and emoji. Further right are a trash can icon and a dropdown arrow.



HOW YOU SHOULD EMAIL

Hayley Peterson

Wrong person?



Profile



Relationship



Email Example

[View full profile »](#)

Hayley will respond best to a **concise, objective message** that skips small talk and gets right to what the **goal** of the email is.

Best greeting: **Hayley,**

[View more »](#)

What to say: <

What to avoid: <

Improve this email: v

Keep your email **under 1000 words** (current count: **1142**), otherwise Hayley might just skim over it.

Ignore

Instead of **in order to** say **to**.

Ignore

Copyright 2015. Crystal Project Inc. | hello@crystalknows.com

<http://dejanseo.com.au> / 1300 123 7

restaurants. It involved six hundred Australians living in or near the Sydney area.



Dan P <dan.petrovic@dejan.com>
to April

Coming in the wake of, and in stark contrast to, reports surfacing all over the world's m
[entering a "deep depression"](#), the study might be of some comfort to Sydney-based fra
week for the brand

FYI

Sans Serif | Font size | Bold | Italic | Underline | Text color | Paragraph | Bulleted list | Numbered list | Indent | Quote | Link

Send

2 Changes



@dejanseo

McDonald's Survey Data

hpeterson (businessinsider.com)

McDonald's Survey Data


Hi Hayley,

We've just completed a study for Wimdu Australia which focused on eating habits of Sydney locals and found McDonald's to be the top choice, by a solid margin.

Study results: <http://www.wimdu.com.au/blog/australians-prefer-eating-out-at-mcdonalds/>
Raw survey data: <http://www.wimdu.com/blog/wp-content/uploads/2015/10/survey-data.zip>

We've already made a reference to your article but it would be really interesting to hear your opinion whether McDonald's Australia is immune to whatever seems to be going on with the franchise.

Dan Petrovic
Director



[DEJAN - Elevated Thinking](#) (video)

dan.petrovic@dejan.com.au / 07 3188 9201
<http://dejanseo.com.au> / 1300 123 736 / [Google+](#)

Sans Serif | B | A | [List icons] | [Quote icon] | [Link icon]

Send | **Good Job** | [Link icon] | [Attachment icon] | [Image icon] | [Link icon] | [Smiley icon] | [Trash icon] | [Dropdown icon]

McDonald's Survey Data

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 **DEJAN**
MARKETING



[DEJAN - Elevated Thinking \(video\)](#)



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<http://dejanseo.com.au> / 1300 123 736 / [Google+](#)



Sans Serif | ↑ | **B** | *I* | U | A | [List icons] | [Quote icon] | *I*_x



Send Good Job [Text tool icon] [Link icon] [Image icon] [Globe icon] [Smiley icon] [Trash icon] [Dropdown icon]

✉ When emailing Hayley...

Use data to prove a point  

Write 3 sentences or less  

Provide lots of detailed information and instructions  

Ask them something that will require a long and thoughtful response  

LIFEHACKER
How To Pass Off Store Bought Food As Your Own

LIFEHACKER
Ask A Real Estate Agent Which Home Upgrades Earn The Most Back In

BRIEFING
These photos show why McDonald's is Australia's favourite restaurant

HAYLEY PETERSON | OCT 27, 2015, 3:15 AM | Facebook Twitter Reddit LinkedIn Google+

RECENTLY ON LIFEHACKER



Put Your Shower Caddy In The Dishwasher For A Hassle-Free Clean



It also recently ranked first among Australian's favourite restaurants, according to a survey by [Wimdu](#), a site for apartment rentals.

Customers cited "good, tasty food," "convenience," and "low prices" as their top reasons for eating there.

McDonald's is thriving in Australia.

McDonald's is thriving in Australia.

The fast-food chain just reported its fourth straight quarter of same-store sales growth in Australia, where McDonald's is fondly known as "Macca's."

It also recently ranked first among Australian's favourite restaurants, according to a survey by [Wimdu](#), a site for apartment rentals.

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Medical professor shares some devastating truths about getting the most out of innovation

Social media will soon be able to predict epidemics and even judge the mental health of Australians

IBM's global healthcare boss explains how everything will change between you and your doctor

Science meets fiction as 3D printers create body parts and repair the unrepairable

Business Insider Australia

Contact Editor Got A Story Tip? Report Issue

f t in s r

Next Step? Outreach Automation

@dejanseo

Outbrain



LinkedIn



facebook Ads



Advertising



Oh, by the way...

@dejanseo

Remember This?

Priority Pages

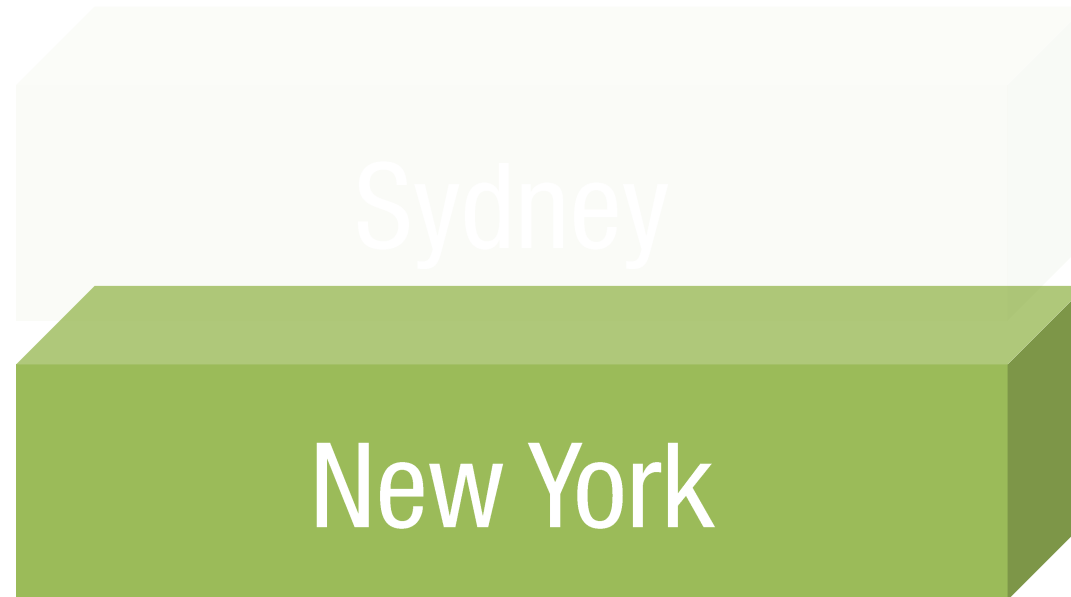


Sydney

New York

Remember This?

Priority Pages



We asked New Yorkers the same question.
What do you think they said?



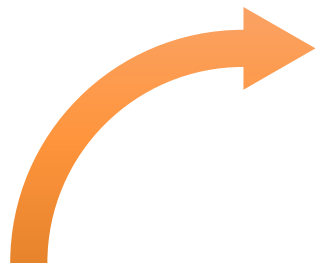
i'm lovin' it[®]



@dejanseo



DEJAN
M A R K E T I N G



dejanseo.com.au/bonus

@dejanseo

Content.

Content

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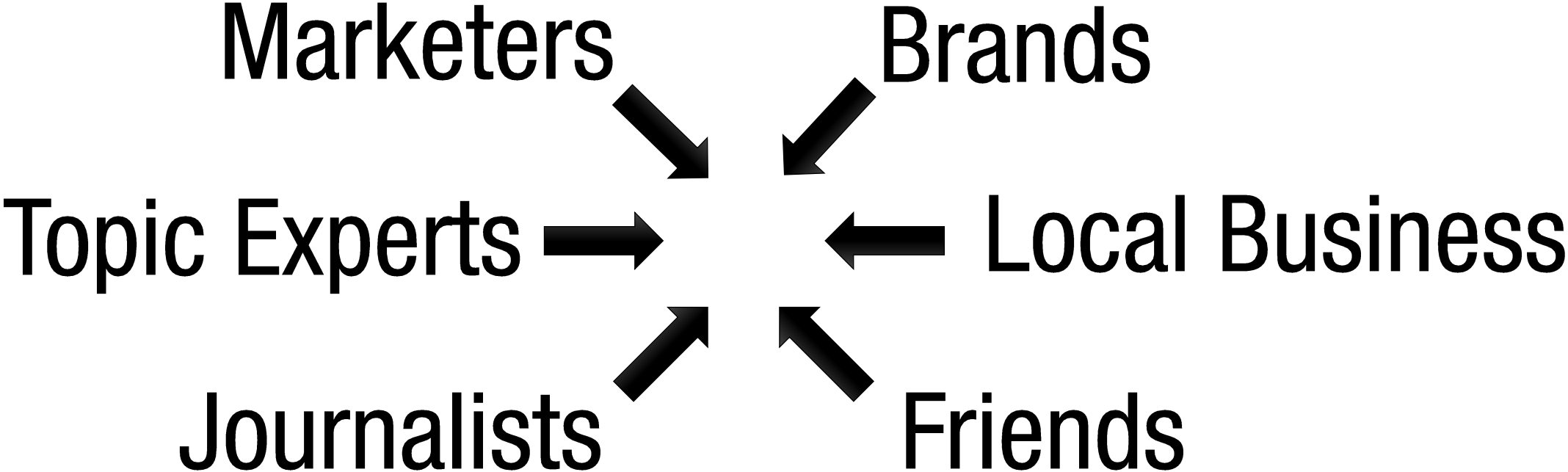
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Content

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content content.



Your **News** Feed

Your **Social** Feed

Your Feed

You're Fed

You're Fed Up

Content Fatigue

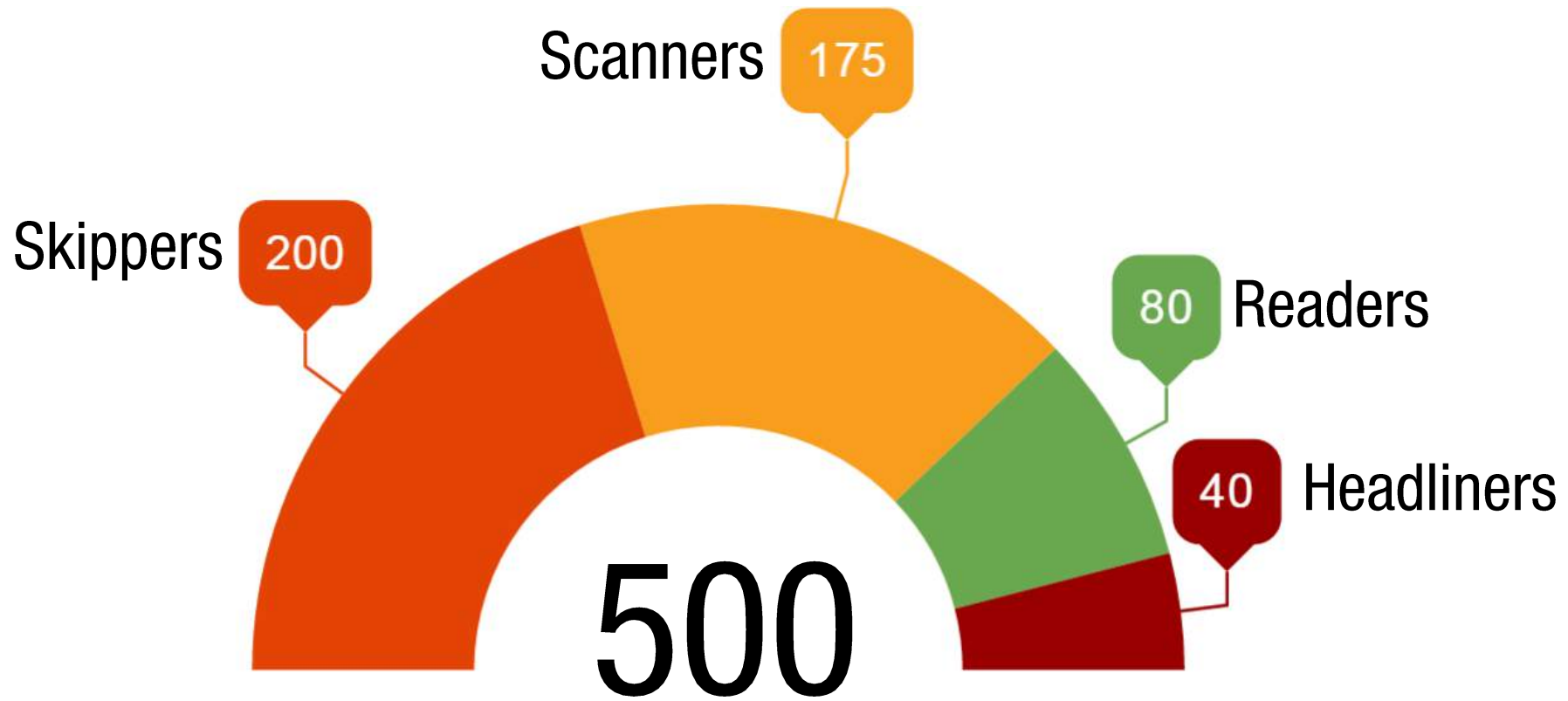
You Stop Reading.

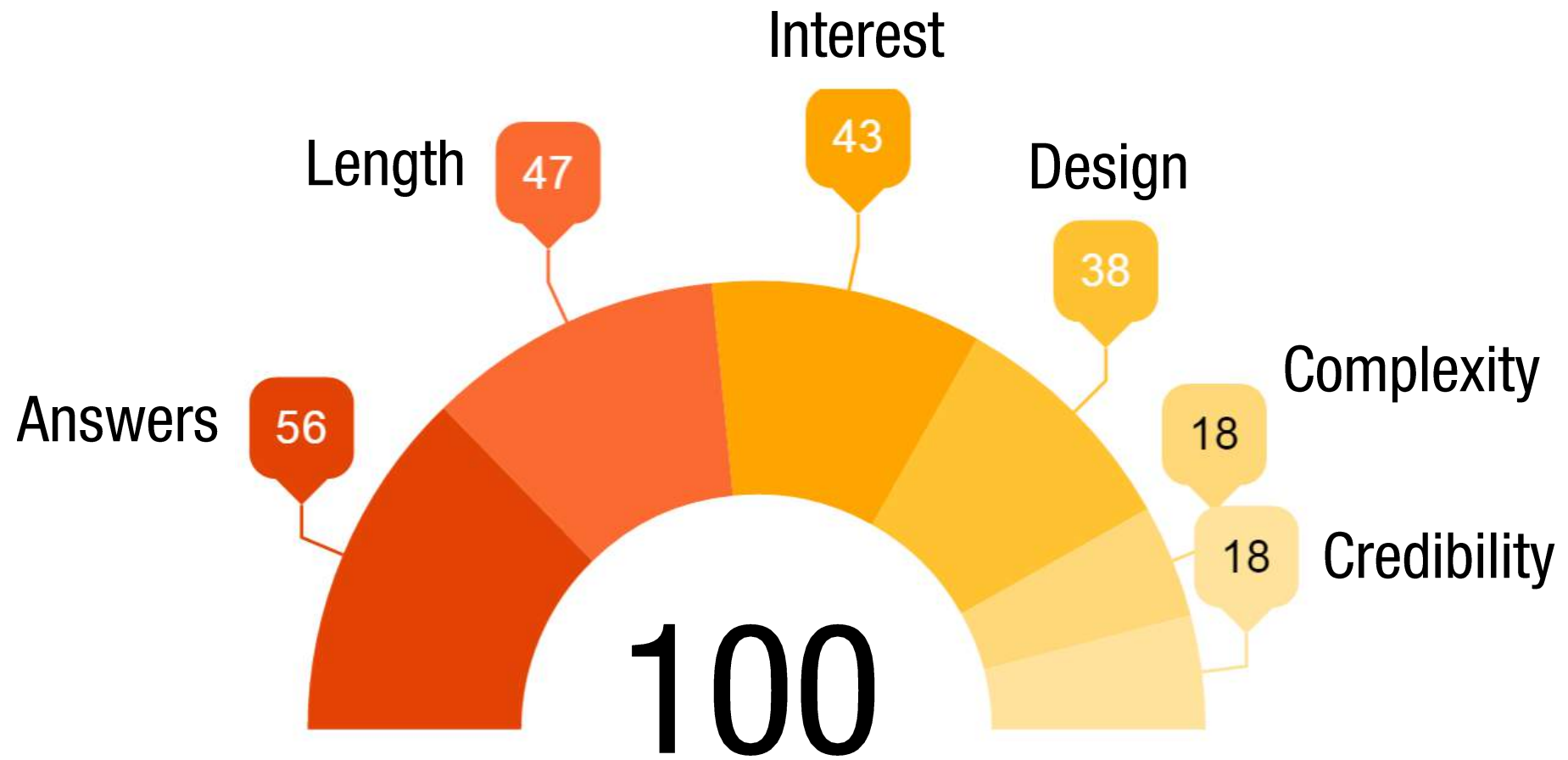
You Skim.

You Scan.

You Sample.

You Seek Quick Answers.





We need more
"quality" content



Why?

SEO Myth

Fresh content means good rankings.

Write frequently, write a lot.

Search Console Help

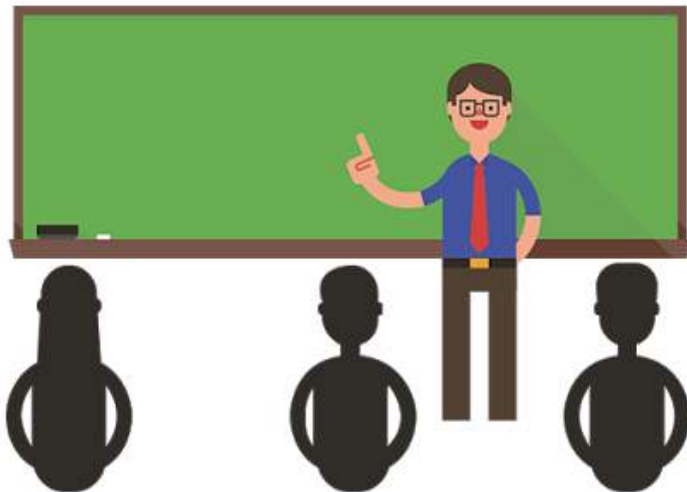
[Take the course](#) > [Module 1: Make a great site](#)

Take the course

1.4 Create valuable content

[NEXT: 1.5 ORGANIZE YOUR SITE STRUCTURE >](#)

The key to creating a great website is to create the best possible experience for your audience with original and high quality content. If people find your site useful and unique, they may come back again or link to your content on their own websites. This can help attract more people to your site over time.



Take the course

▸ **Module 1: Make a great site**[1.1 Determine if you want a website](#)[1.2 Set up a new website](#)[1.3 Identify your audience](#)**[1.4 Create valuable content](#)**[1.5 Organize your site structure](#)[1.6 Quiz](#)▸ [Module 2: Learn how Google understands your site](#)▸ [Module 3: Use our resources](#)[Resources](#)

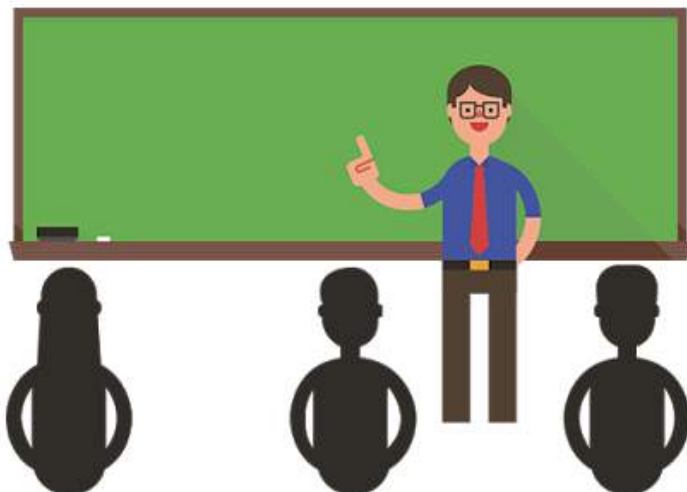
Search Console Help

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Take the course

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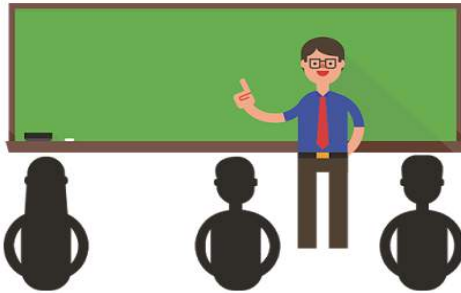
Take the course

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As you begin creating content, make sure your website is:

- **Useful and informative:** If you're launching a site for a restaurant, you can include the location, hours of operation, contact information, menu and a blog to share upcoming events.
- **More valuable and useful than other sites:** If you write about how to train a dog, make sure your article provides more value or a different perspective than the numerous articles on the web on dog training.
- **Credible:** Show your site's credibility by using original research, citations, links, reviews and testimonials. An author biography or testimonials from real customers can help boost your site's trustworthiness and reputation.
- **High quality:** Your site's content should be unique, specific and high quality. It should not be mass-produced or outsourced on a large number of other sites. Keep in mind that your content should be created primarily to give visitors a good user experience, not to rank well in search engines.
- **Engaging:** Bring color and life to your site by adding images of your products, your team, or yourself. Make sure visitors are not distracted by spelling, stylistic, and factual errors. An excessive amount of ads can also be distracting for visitors. Engage visitors by interacting with them through regular updates, comment boxes, or social media widgets.

Be careful of things that can make visitors not trust your site or leave:

- **Errors such as broken links or wrong information**
- **Grammar or spelling mistakes**
- **Excessive amount of ads**
- **Spam such as comment or forum spam**

Take the course

Module 1: Make a great site

1.1 Determine if you want a website

1.2 Set up a new website

1.3 Identify your audience

1.4 Create valuable content

1.5 Organize your site structure

1.6 Quiz

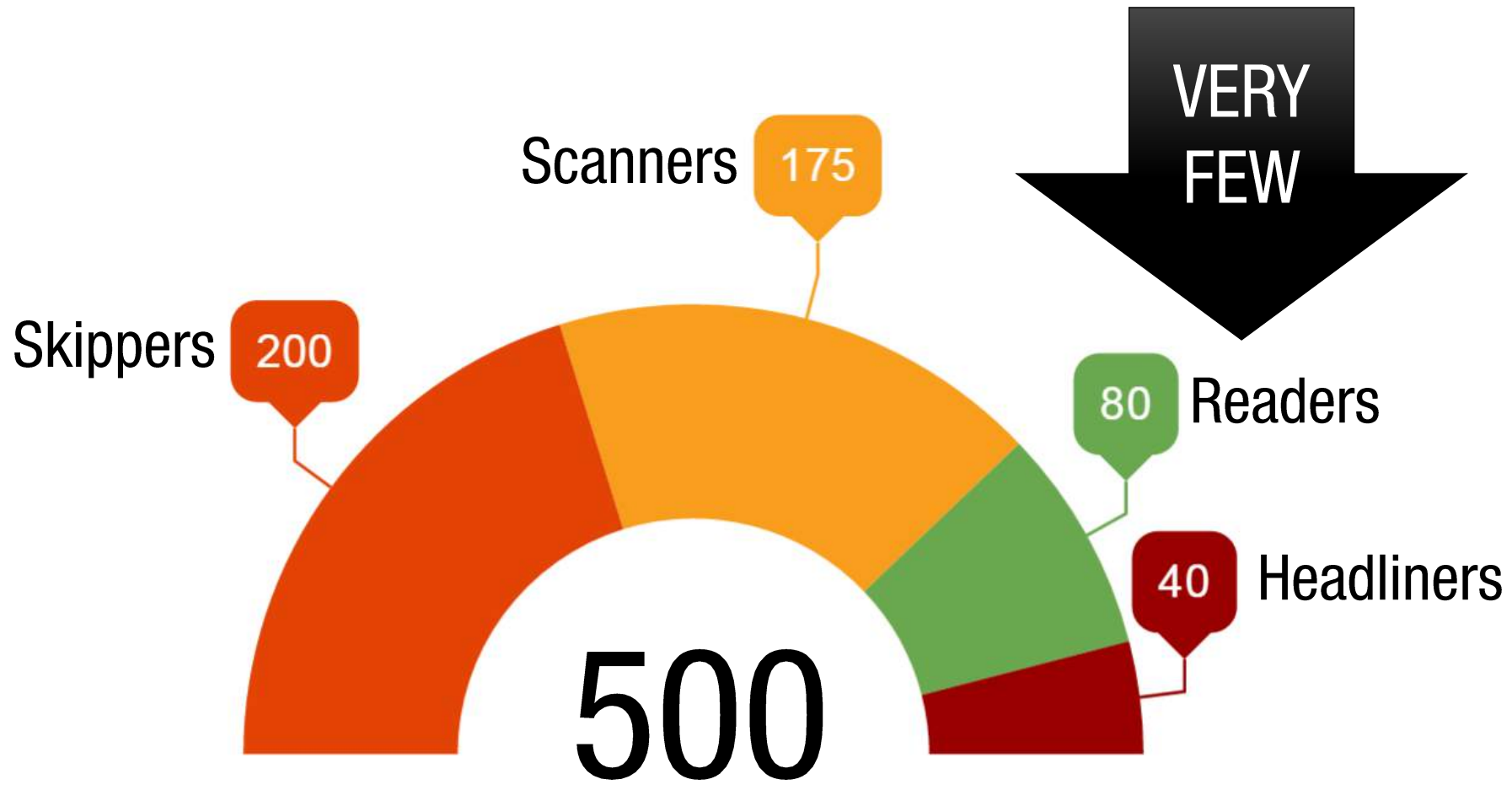
Module 2: Learn how Google understands your site

Module 3: Use our resources

Resources



Did anyone actually read this part?



Be Engaging.

Comprehensive study of user engagement signals:

moz.com/blog/user-behaviour-data-as-a-ranking-signal



Enter this in Chrome:
<chrome://histograms/>

Show your site's **credibility** by using original research, citations, links, reviews and testimonials.

Why people link on the web:

dejanseo.com.au/link-earning



Content should not be mass-produced.

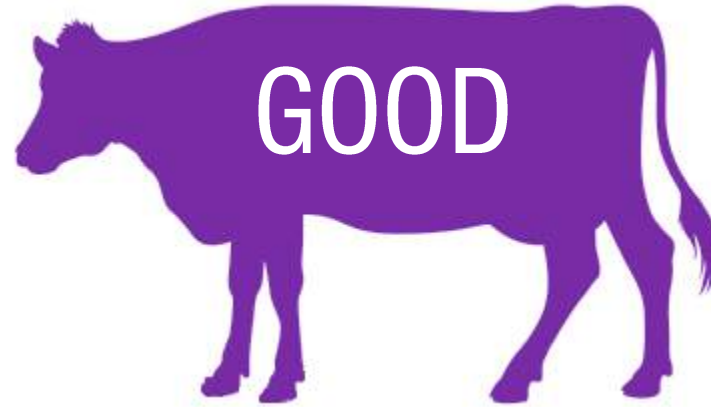
More valuable and useful than other sites.

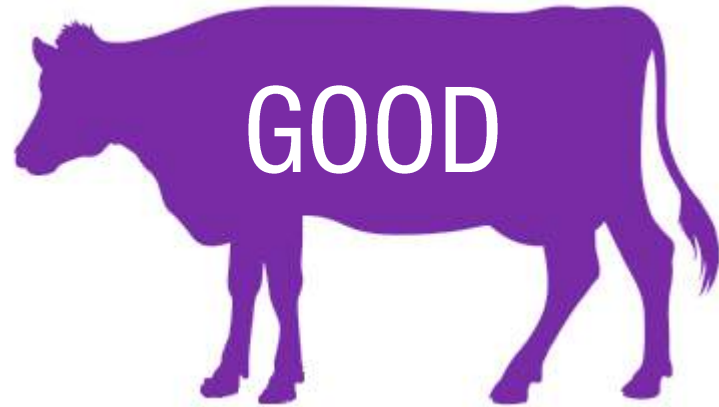
(This is really hard)

Why Good Unique Content Needs to Die

moz.com/blog/why-good-unique-content-needs-to-die-whiteboard-friday







If you highlight everything
nothing is highlighted.

If you highlight everything
nothing is highlighted.

If you highlight everything
nothing is highlighted.

**If you highlight everything
nothing is highlighted.**

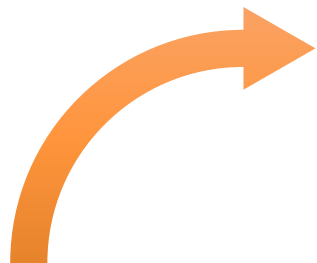
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MARKETING



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