

When

September

came



# 2013 in review

JANUARY	FEBRUARY	MARCH	APRIL
			
<b>MAY</b> phantom  domain crowding	<b>JUNE</b> payday  multi-week	<b>JULY</b>  KG <i>unnamed</i>	<b>AUGUST</b> in-depth articles hummingbird
<b>SEPTEMBER</b> (not provided)	<b>OCTOBER</b> 	<b>NOVEMBER</b> <i>unnamed</i>	<b>DECEMBER</b> <i>unnamed</i> authorship shake-up



# Duplication





# Thin Content



# Internal Search





# Ads



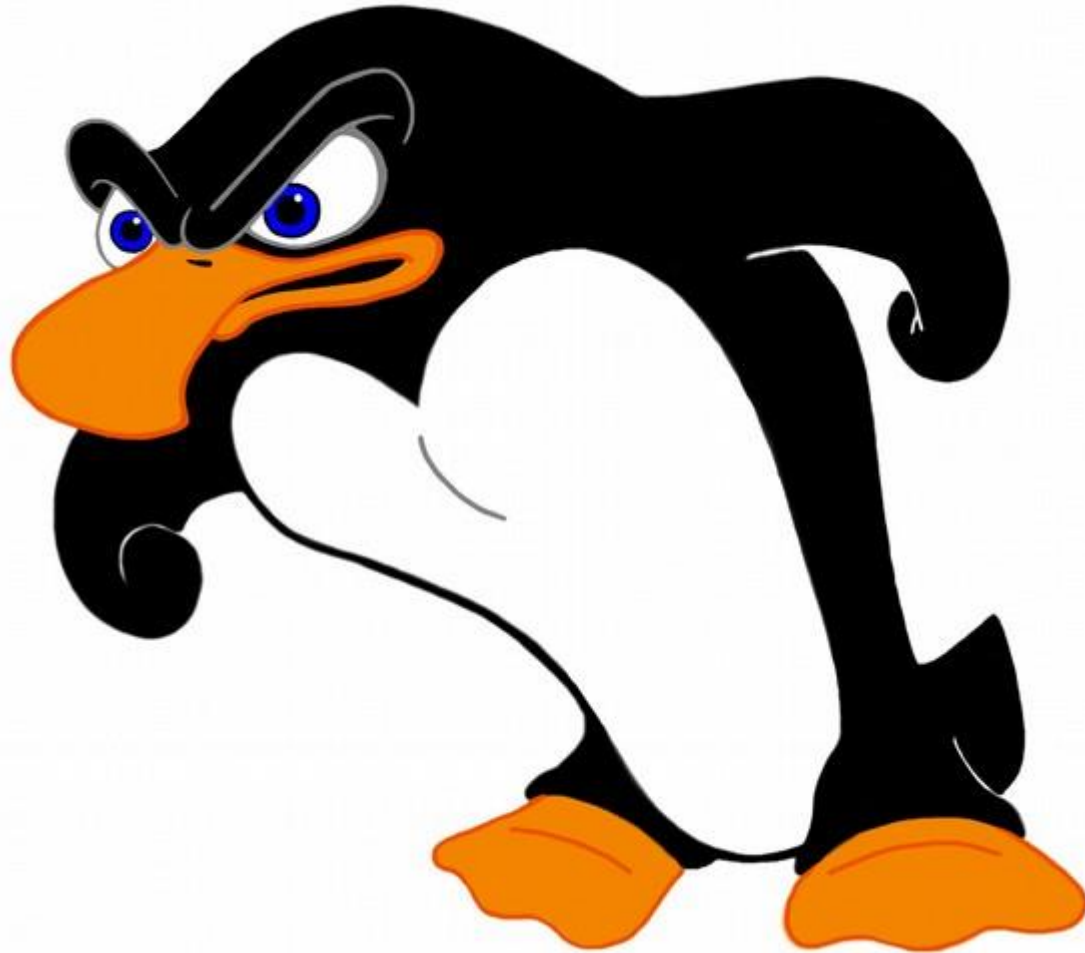
# Fingerprinting





# Auditing





# Backlinks



# Analysis





**Disavow**





A FLAVOUR OF THINGS TO COME

Protein

100%

not provided

?  
PROTEIN

?  
BCAAs

?  
GLUTAMINE  
& PRECURSORS

?  
SERVINGS



WHEY PROTEIN ISOLATES


PRIMARY SOURCE

IF GOOGLE MADE PROTEIN, IT'D PROBABLY BE THE MOST SECRETFIVE PROTEIN IN THE WORLD



?!  
● ●





**GWT + GAT**





# Microniches





**Now what?**



**Use  
protection!**



# Continuous auditing





# Backlinks monitoring





# MozCast



# SERPmetrics



*That's all Folks!*



# Thanks!



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