Pubcon Vegas 2019

Stop Making Our Industry Look Bad

Presented by:
Scott Hendison
October 2019

About Me

- Who am I?

SPAM Congratulations! You have been nominated

SL Samantha Lee <SamanthaLee@shootpro.icu>

Reply | Reply All | Forward | ...

Mon 10/7/2019 9:25 AM

If there are problems with how this message is displayed, click here to view it in a web browser.

PROFESSIONAL Who's Who®

America's Most Trusted and Accomplished Individuals Since 1898

Dear Valued Candidate,

Congratulations, you've been nominated for Who's Who in America! I am writing to ask if you would provide us with information about your personal and professional accomplishments for possible inclusion in our upcoming **2019 edition.**

Simply **click this link** and enter the details about all of your credentials and accomplishments. To help our editors compile the most accurate biographical reference resource possible, we ask that you complete the biographical data submission form within **10 days of receipt.**

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About Me

- Who am I?
- Why this topic?

About Me

- Who am I?
- Why this topic?

Bad Actors

- I used to be proud to say I did SEO

Bad Actors

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- Reactions have changed over the years

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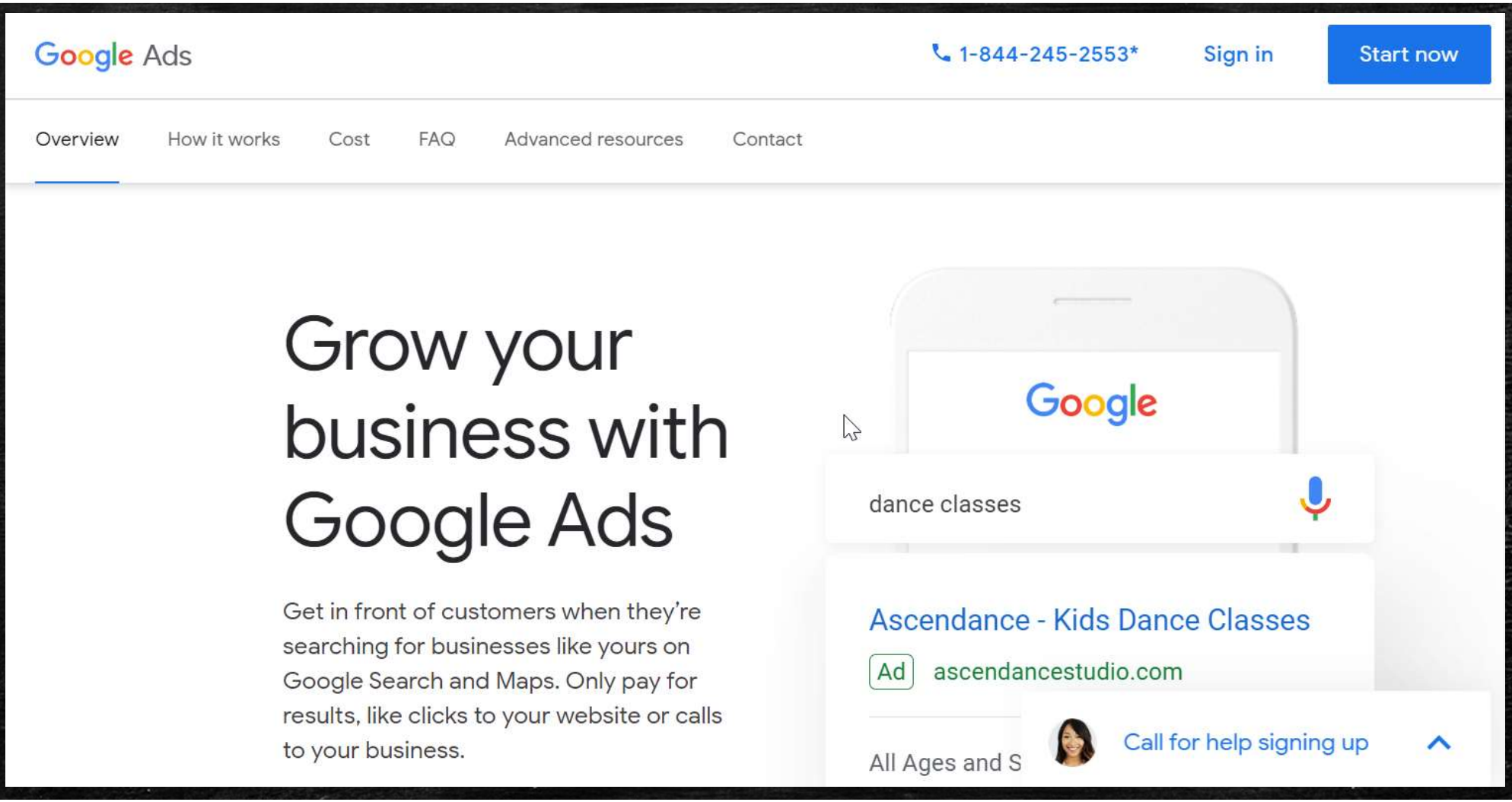
- Now I say I'm a "web developer"
- Robocalls are a SCOURGE
- "I work with Google"
- A lot of legitimate agencies do make honest mistakes


Google Ads
1-844-245-2553*
Sign in
Start now
Overview
How it works
Cost
FAQ
Advanced resources
Contact
Grow your business with Google Ads
Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.
Google
dance classes
Ascendance - Kids Dance Classes
Ad
ascendancestudio.com
All Ages and S
Call for help signing up

Google Ads

- Client Access

Google Ads

- Client Access
- Account Ownership

Google Ads

- Client Access
- Account Ownership
- Landing page & site ownership

Google Ads

- Client Access
- Account Ownership
- Landing page & site ownership
- Managing competitors

Google Ads

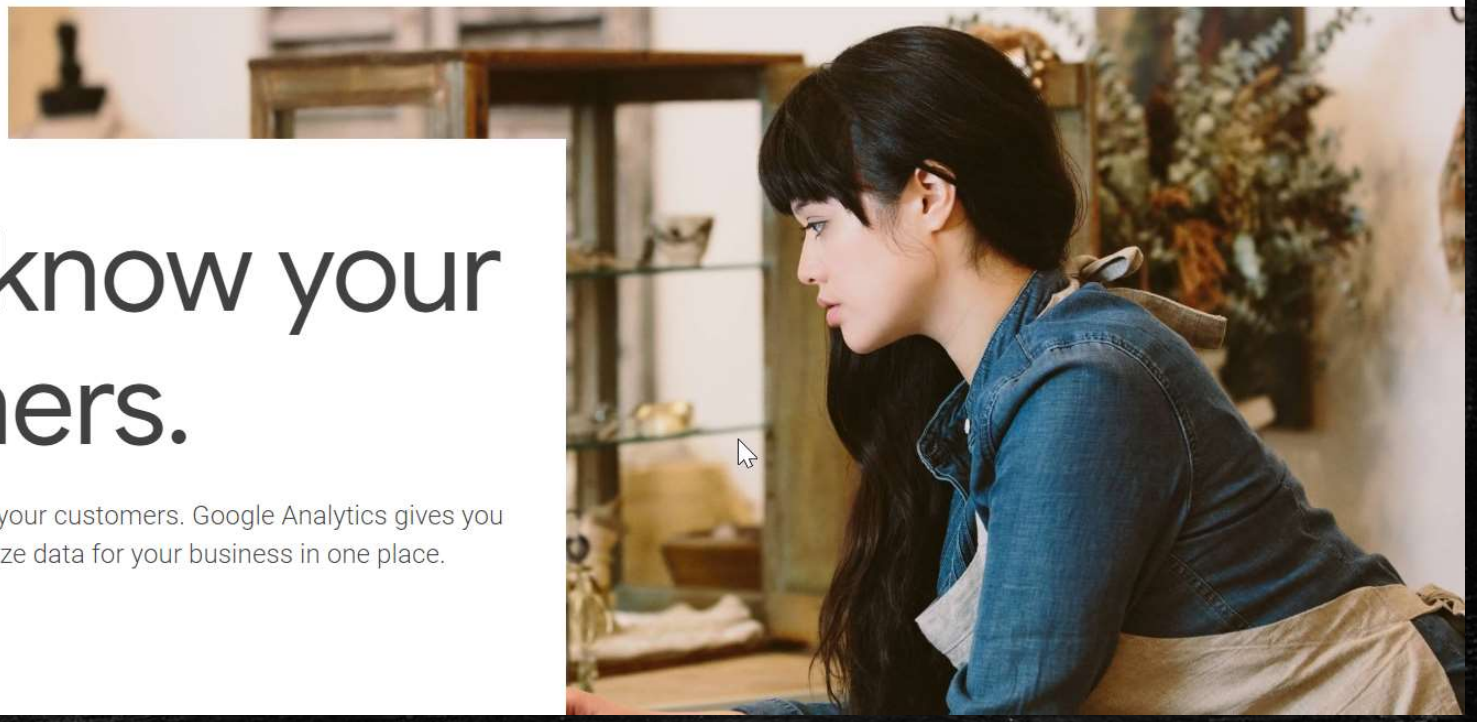
- Client Access
- Account Ownership
- Landing page & site ownership
- Managing competitors
- Pricing model % of spend

Google Ads

- Client Access
- Account Ownership
- Landing page & site ownership
- Managing competitors
- Pricing model % of spend
- Account changes log

Google Marketing Platform For Small Businesses For Enterprises Resources Blog Partners Support

Analytics Overview Benefits Features Compare Sign in to Analytics Start for free



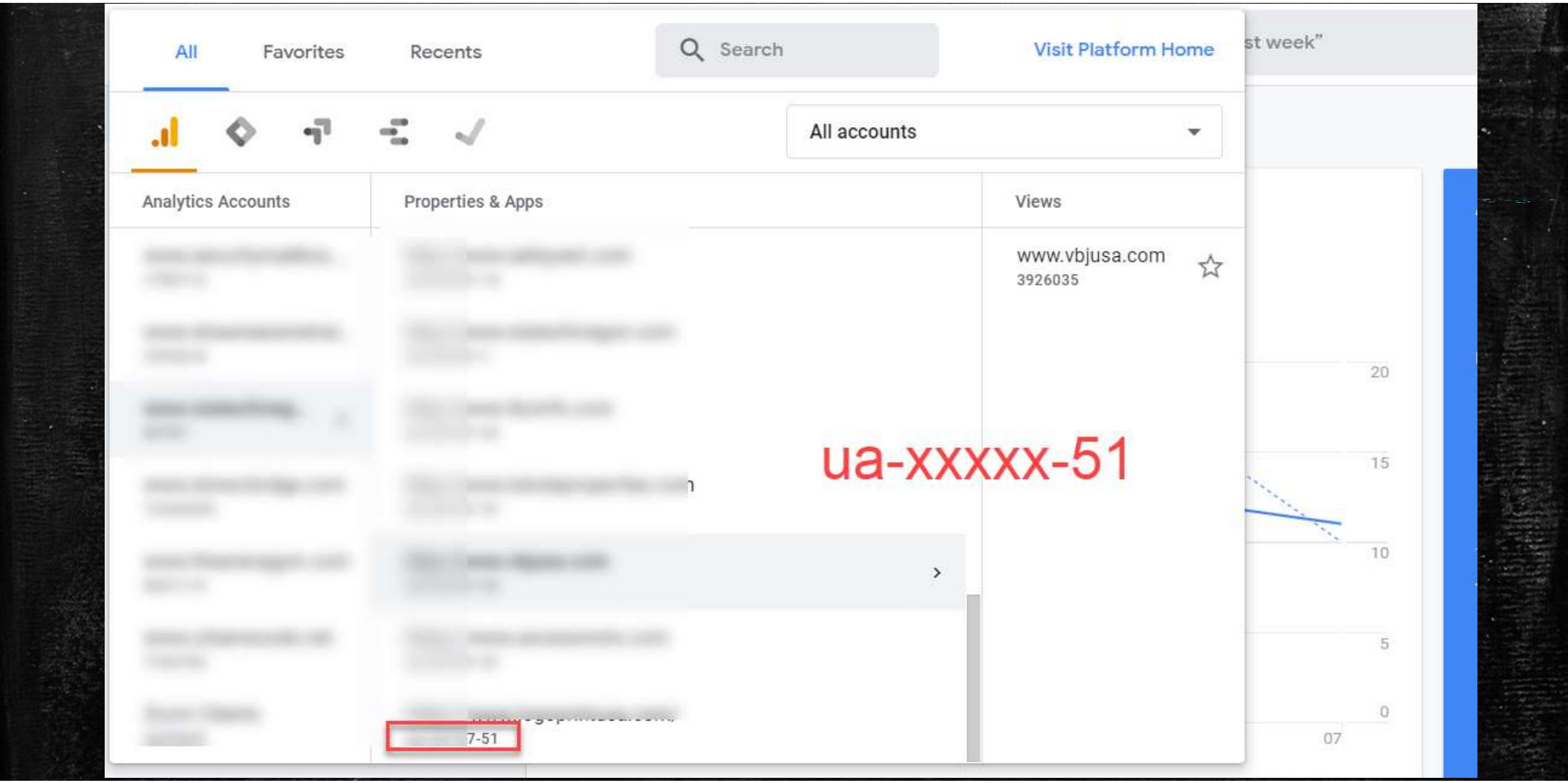
Get to know your customers.

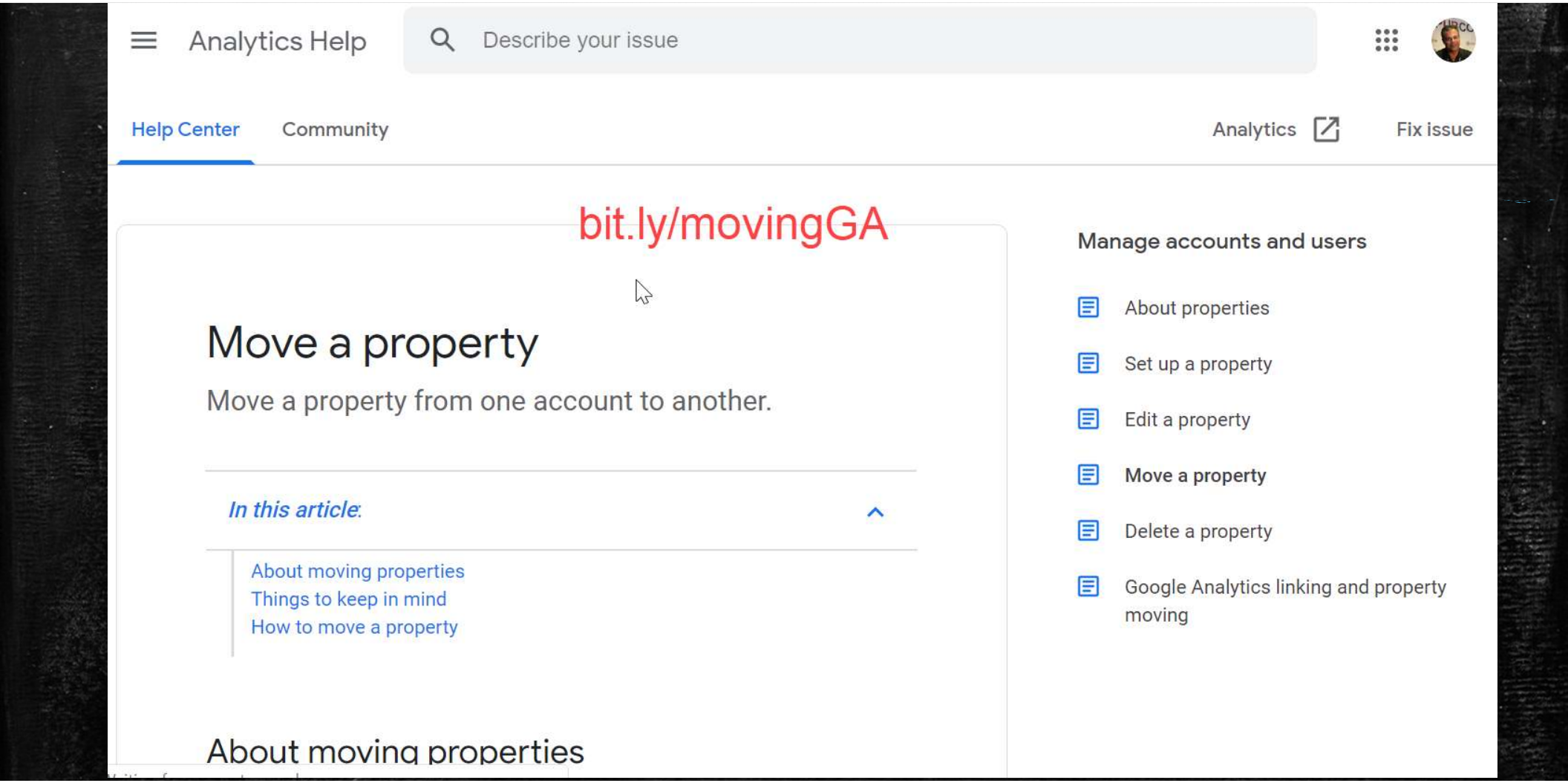
Get a deeper understanding of your customers. Google Analytics gives you the free tools you need to analyze data for your business in one place.

Start for free

Google Analytics

- Who owns the GA account?


All
Favorites
Recents
Search
Visit Platform Home
All accounts
Analytics Accounts
Properties & Apps
Views
www.vbjusa.com
3926035
ua-xxxxx-51
7-51
20
15
10
5
0
07


Analytics Help
Describe your issue
Help Center
Community
Analytics
Fix issue
bit.ly/movingGA
Move a property
Move a property from one account to another.
In this article:
About moving properties
Things to keep in mind
How to move a property
About moving properties
Manage accounts and users
About properties
Set up a property
Edit a property
Move a property
Delete a property
Google Analytics linking and property moving

Google Analytics

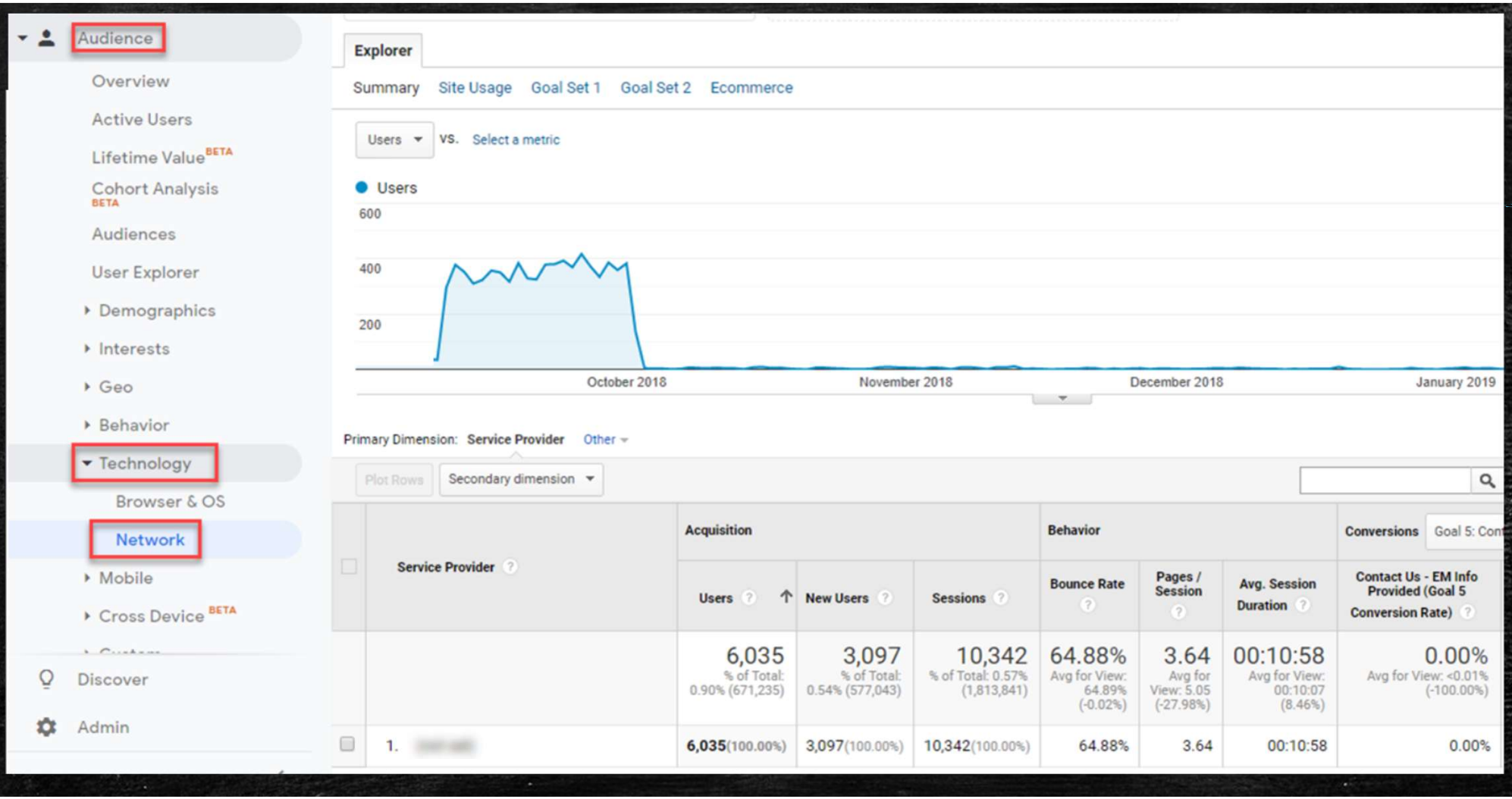
- Who owns the GA account?
- Analytics History Lost

Google Analytics

- Who owns the GA account?
- Analytics History Lost
- Client Access

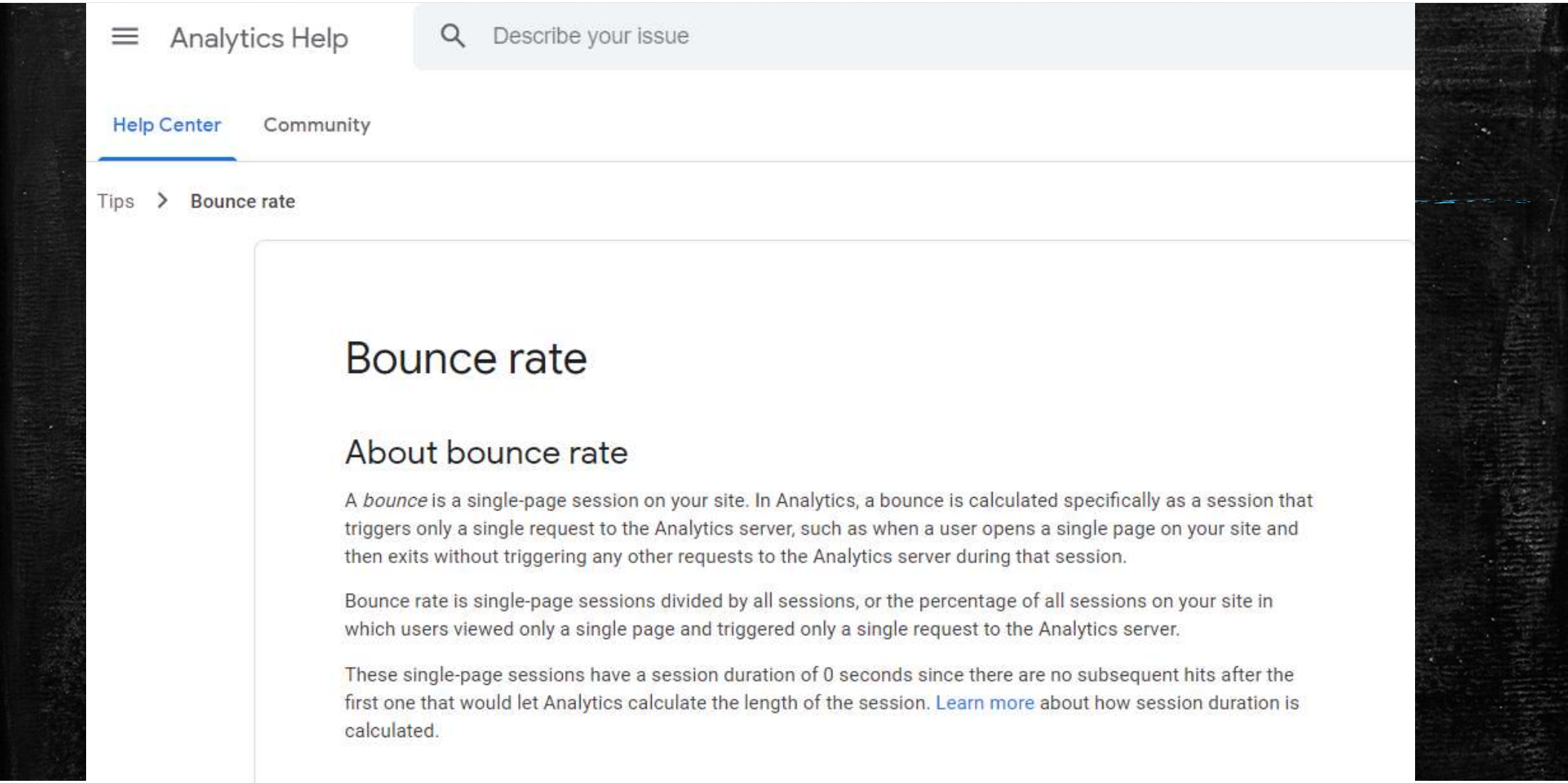
Google Analytics

- Who owns the GA account?
- Analytics History Lost
- Client Access
- Sending fake traffic


Audience
Overview
Active Users
Lifetime Value BETA
Cohort Analysis BETA
Audiences
User Explorer
Demographics
Interests
Geo
Behavior
Technology
Browser & OS
Network
Mobile
Cross Device BETA
Discover
Admin
Explorer
Summary
Site Usage
Goal Set 1
Goal Set 2
Ecommerce
Users
vs.
Select a metric
Users
600
400
200
October 2018
November 2018
December 2018
January 2019
Primary Dimension: Service Provider
Other
Plot Rows
Secondary dimension
Service Provider
Acquisition
Users
New Users
Sessions
Behavior
Bounce Rate
Pages / Session
Avg. Session Duration
Conversions
Contact Us - EM Info Provided (Goal 5 Conversion Rate)
6,035
% of Total: 0.90% (671,235)
3,097
% of Total: 0.54% (577,043)
10,342
% of Total: 0.57% (1,813,841)
64.88%
Avg for View: 64.89% (-0.02%)
3.64
Avg for View: 5.05 (-27.98%)
00:10:58
Avg for View: 00:10:07 (8.46%)
0.00%
Avg for View: <0.01% (-100.00%)
1.
6,035(100.00%)
3,097(100.00%)
10,342(100.00%)
64.88%
3.64
00:10:58
0.00%

Google Analytics

- Who owns the GA account?
- Analytics History Lost
- Client Access
- Sending fake traffic
- Artificially lowering bounce rates


Analytics Help
Describe your issue
Help Center
Community
Tips
Bounce rate
Bounce rate
About bounce rate
A bounce is a single-page session on your site. In Analytics, a bounce is calculated specifically as a session that triggers only a single request to the Analytics server, such as when a user opens a single page on your site and then exits without triggering any other requests to the Analytics server during that session.
Bounce rate is single-page sessions divided by all sessions, or the percentage of all sessions on your site in which users viewed only a single page and triggered only a single request to the Analytics server.
These single-page sessions have a session duration of 0 seconds since there are no subsequent hits after the first one that would let Analytics calculate the length of the session. Learn more about how session duration is calculated.

Analytics Help

Describe your issue

Non-Interaction Events

The term "Non-interaction" applies to an optional boolean parameter that can be passed to the method that sends the Event hit. This parameter allows you to determine how you want bounce rate defined for pages on your site that also include event measurement. For example, suppose you have a home page with a video embedded on it. It's quite natural that you will want to know the bounce rate for your home page, but how do you want to define that? Do you consider visitor interaction with the home page video an important engagement signal? If so, you would want interaction with the video to be included in the bounce rate calculation, so that sessions including only your home page **with** clicks on the video are not calculated as bounces. On the other hand, you might prefer a more strict calculation of bounce rate for your home page, in which you want to know the percentage of sessions including only your home page **regardless** of clicks on the video. In this case, you would want to exclude any interaction with the video from bounce rate calculation.

That's where the optional non-interaction parameter steps in. Remember that a bounce is defined as a session containing only one interaction hit. By default, the event hit is considered an interaction hit, which means that it is included in bounce rate calculations. However, when this value is set to true, the type of event hit is **not** considered an interaction hit. You can use this fact to adjust bounce rate calculations for pages that contain events. Setting this value to true means: a session containing a single page tagged with non-interaction events is counted as a bounce—even if the visitor also triggers the event during the session. Conversely, omitting this option means that a single-page session on a page that includes event measurement will **not** be counted as a bounce if the visitor also triggers the event during the same session.

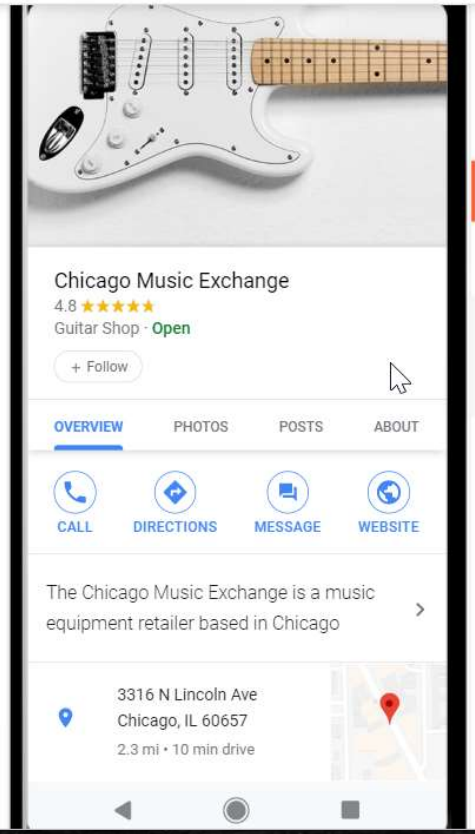
Implicit Count

Google My Business Overview Business Profile Website FAQ Contact Sign in Manage now

Engage with customers on Google for free

With a Google My Business account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

Manage now

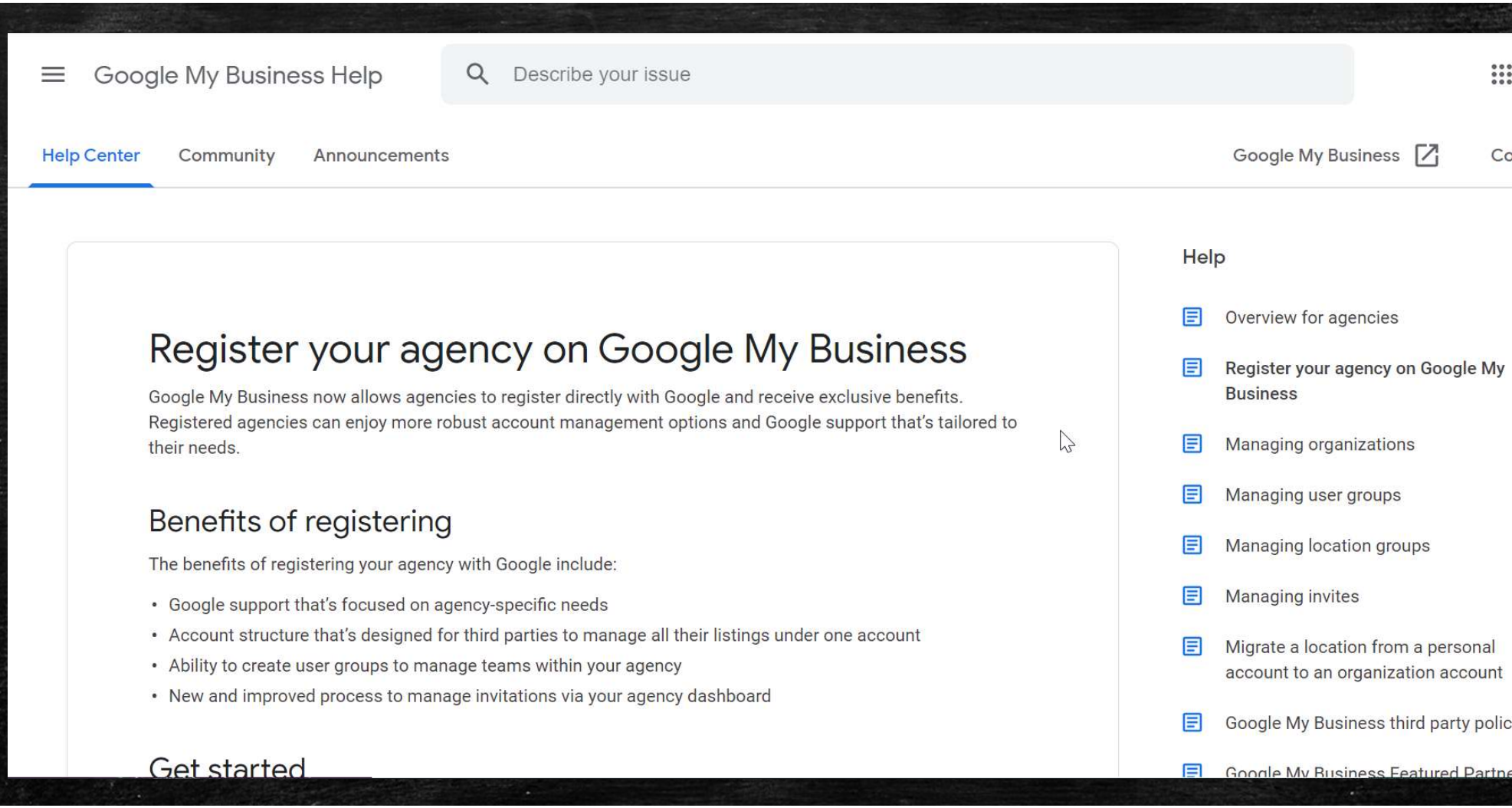


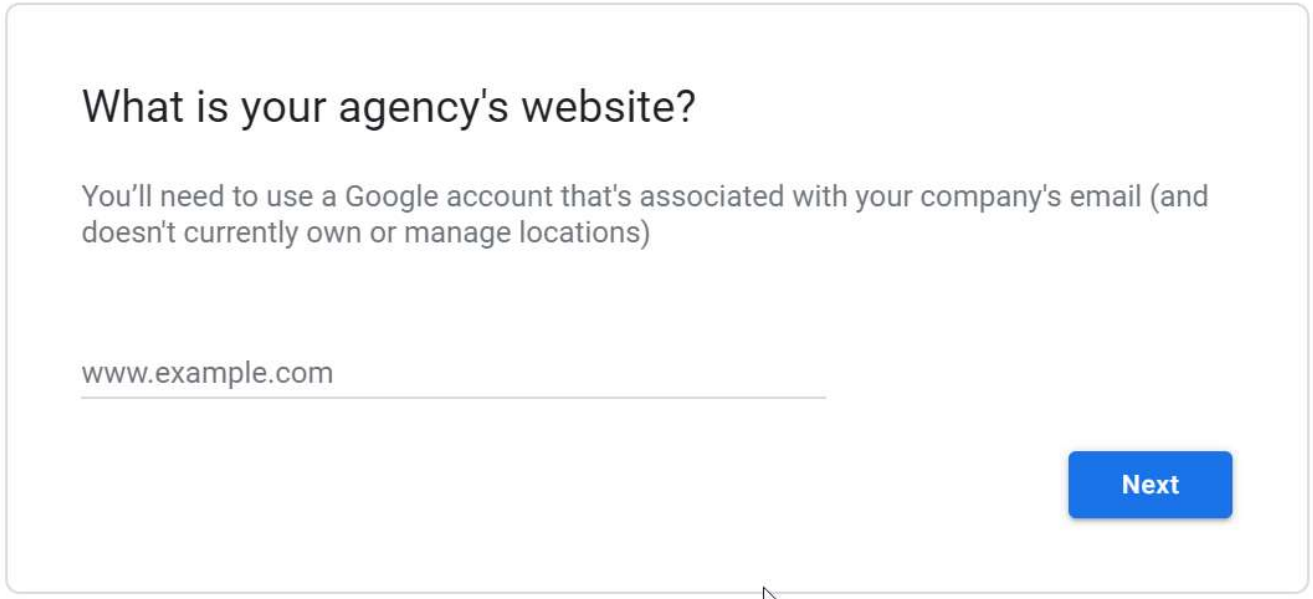
Google My Business

- A business should own their own GMB listing

Google My Business

- A business should own their own GMB listing
- Access should be granted to an Agency account


Google My Business Help
Describe your issue
Help Center
Community
Announcements
Google My Business
Register your agency on Google My Business
Google My Business now allows agencies to register directly with Google and receive exclusive benefits. Registered agencies can enjoy more robust account management options and Google support that's tailored to their needs.
Benefits of registering
The benefits of registering your agency with Google include:
• Google support that's focused on agency-specific needs
• Account structure that's designed for third parties to manage all their listings under one account
• Ability to create user groups to manage teams within your agency
• New and improved process to manage invitations via your agency dashboard
Get started
Help
Overview for agencies
Register your agency on Google My Business
Managing organizations
Managing user groups
Managing location groups
Managing invites
Migrate a location from a personal account to an organization account
Google My Business third party polic



https://business.google.com/agencysignup

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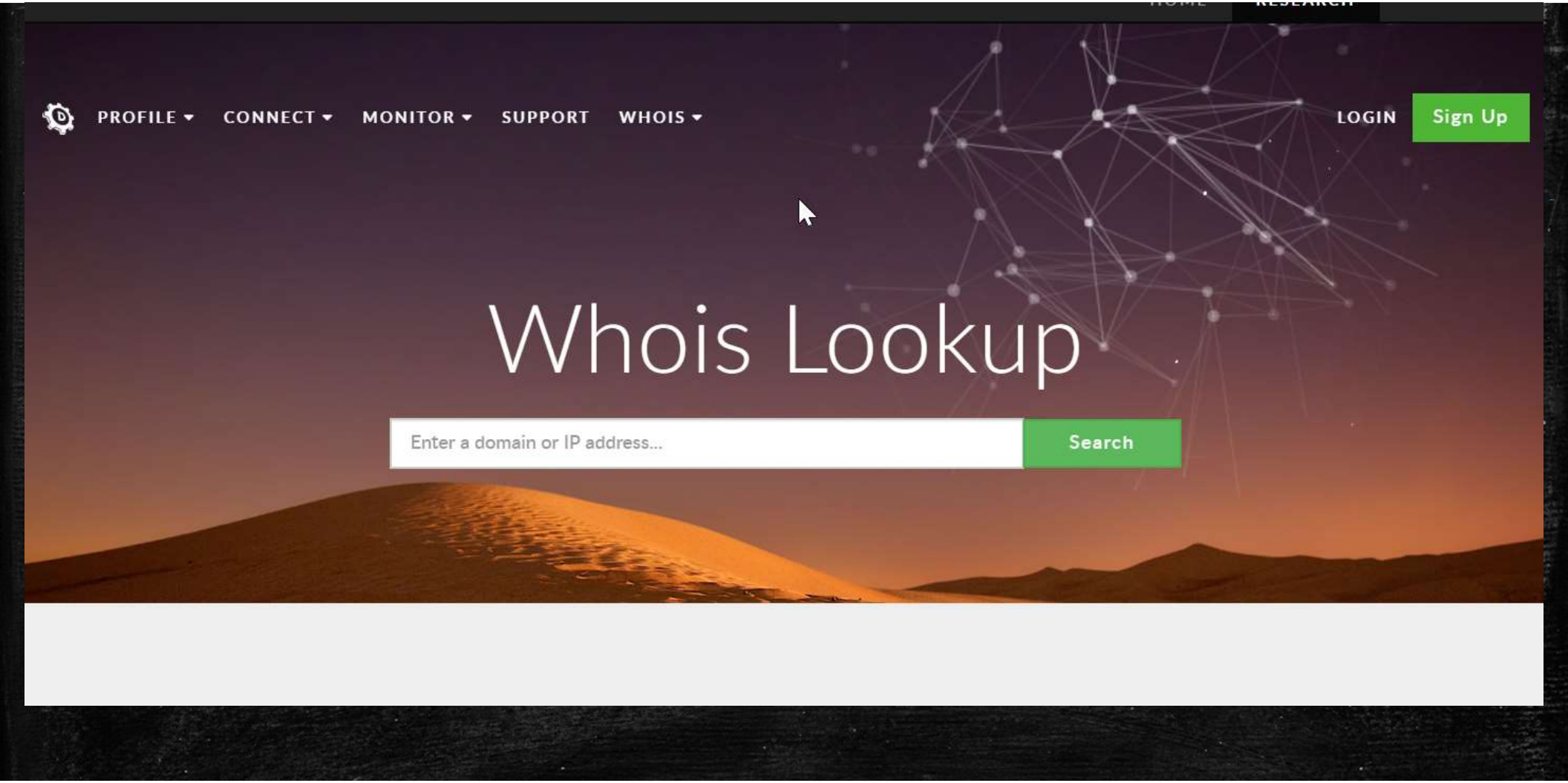
- Keyword stuffing the biz name is spam

Google My Business

- A business should own their own GMB listing
- Access should be granted to an Agency account
- Keyword stuffing the biz name is spam
- Fake reviews are NEVER a good idea

Their Own Website

- Who is the domain registrar?


PROFILE
CONNECT
MONITOR
SUPPORT
WHOIS
LOGIN
Sign Up
Whois Lookup
Enter a domain or IP address...
Search

Their Own Website

- Who is the domain registrar?
- Who is the domain registrant?

Their Own Website

- Who is the domain registrar?
- Who is the domain registrant?
- Where is it hosted?

Their Own Website

- Who is the domain registrar?
- Who is the domain registrant?
- Where is it hosted?
- Who owns "the website"?

Circular 66 Copyright Registration of Websites and Website Content 1 / 8

https://www.copyright.gov/circs/circ66.pdf

CIRCULAR 66

Copyright Registration of Websites and Website Content

The Copyright Act does not explicitly recognize websites as a type of copyrightable subject matter. However, you may be able to register a website or a specific web page if it satisfies certain statutory requirements. This circular focuses on registration issues involving websites and website content. It covers

For registration purposes, a website is a web page or set of interconnected web pages, including a home page, located on the same computer or server and prepared and maintained as a collection of information by a person, group, or organization. Although a website may contain text, artwork, photographs, music, videos, or other copyrightable content, the website itself is not typically considered a copyrightable work. However, you may be able to register a website or a specific web page if it satisfies the statutory requirements for a compilation or collective work.

Websites differ from databases and computer programs for the purposes of registration. A database is a compilation

Their Own Website

- Who is the domain registrar?
- Who is the domain registrant?
- Where is it hosted?
- Who owns "the website"?
- Granting client access

Their Own Website

- Who is the domain registrar?
- Who is the domain registrant?
- Where is it hosted?
- Who owns "the website"?
- Granting client access
- Backup and restore procedures

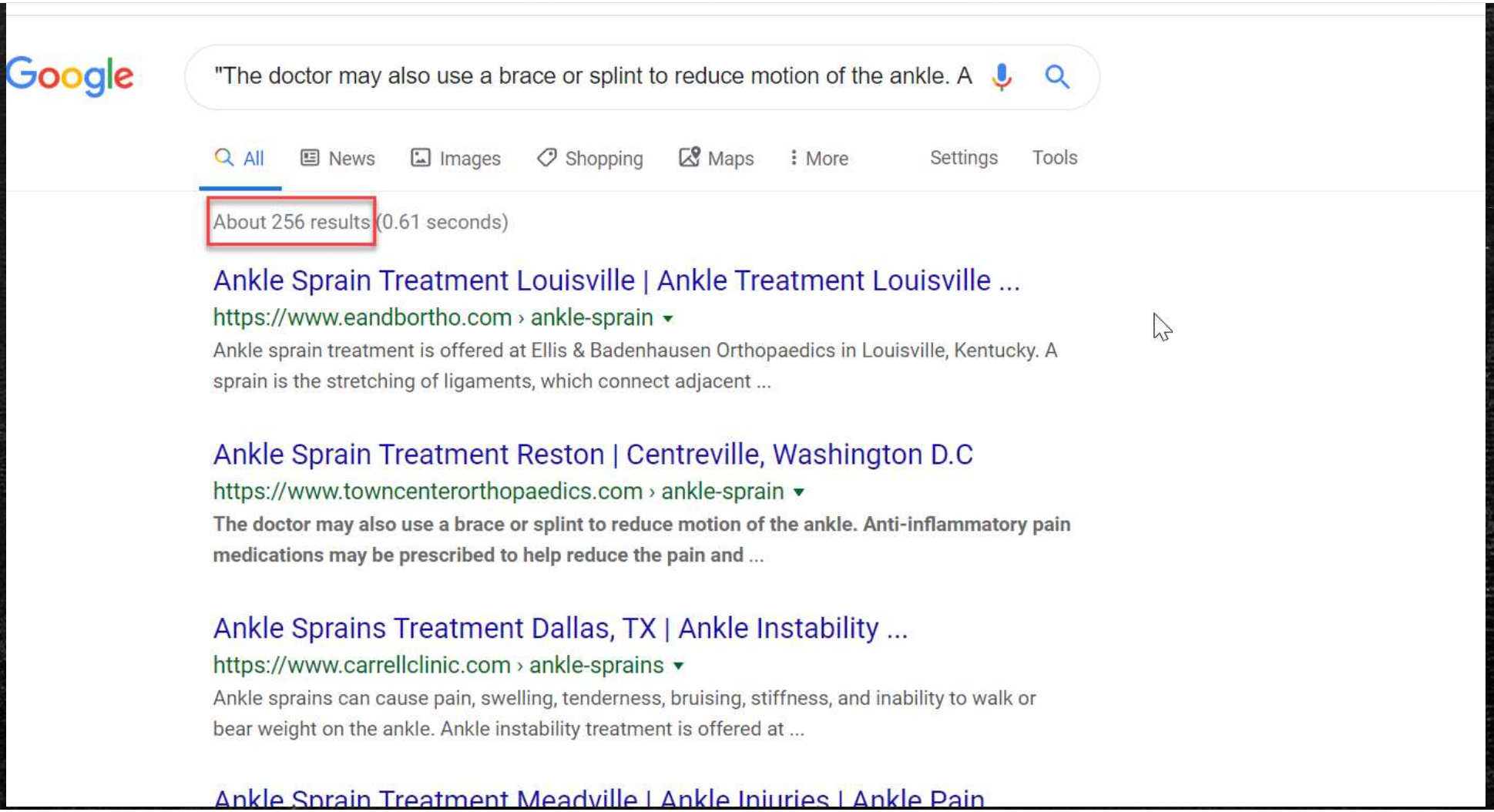
Their Own Website

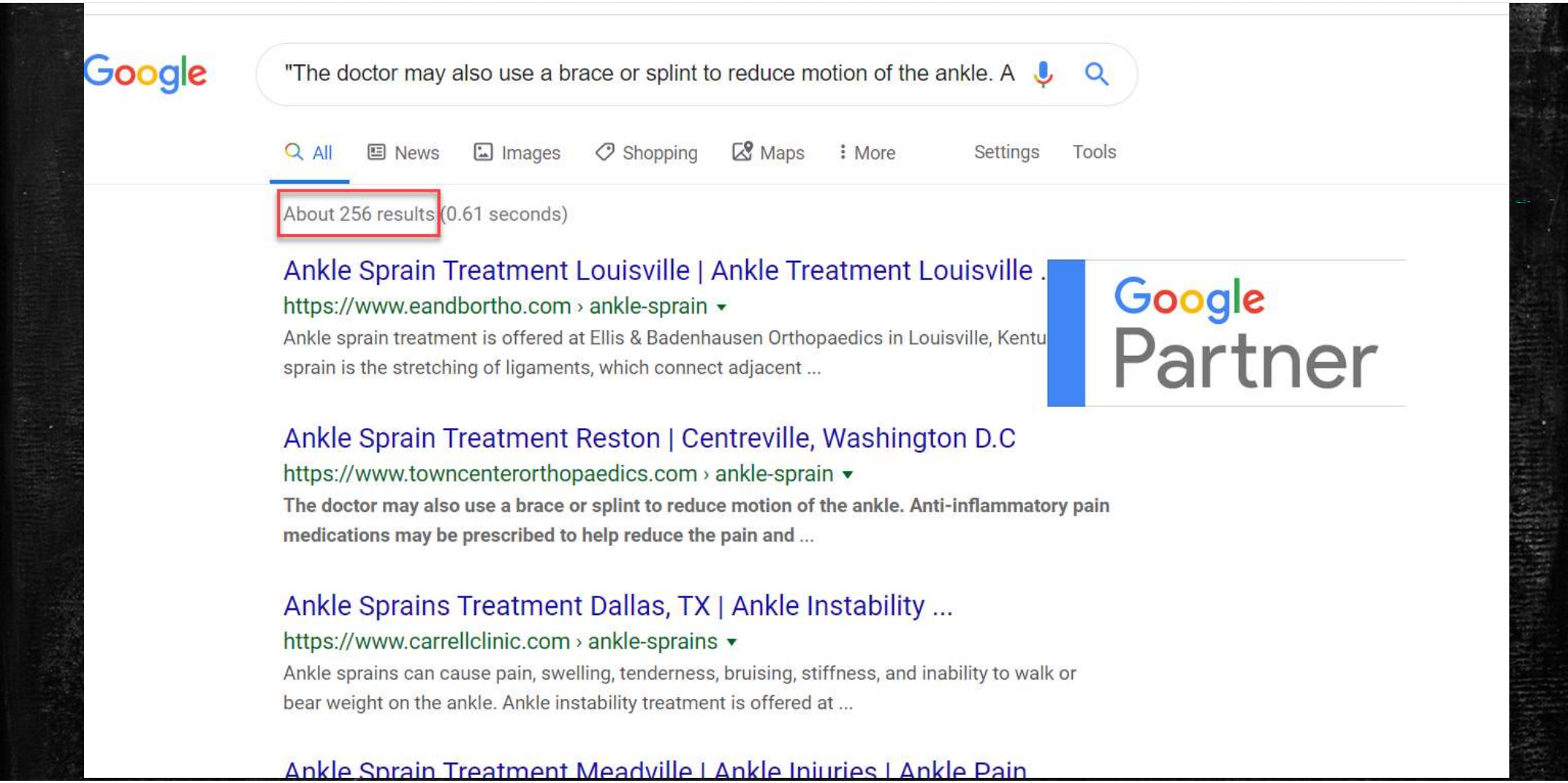
- Content for the sake of content

CRYSTAL GEYSER
Smart
vitamin
Coca-Cola

Their Own Website

- Content for the sake of content
- Reusing content for multiple clients


Google
"The doctor may also use a brace or splint to reduce motion of the ankle. A
All
News
Images
Shopping
Maps
More
Settings
Tools
About 256 results (0.61 seconds)
Ankle Sprain Treatment Louisville | Ankle Treatment Louisville ...
https://www.eandbortho.com › ankle-sprain
Ankle sprain treatment is offered at Ellis & Badenhausen Orthopaedics in Louisville, Kentucky. A sprain is the stretching of ligaments, which connect adjacent ...
Ankle Sprain Treatment Reston | Centreville, Washington D.C
https://www.towncenterorthopaedics.com › ankle-sprain
The doctor may also use a brace or splint to reduce motion of the ankle. Anti-inflammatory pain medications may be prescribed to help reduce the pain and ...
Ankle Sprains Treatment Dallas, TX | Ankle Instability ...
https://www.carrellclinic.com › ankle-sprains
Ankle sprains can cause pain, swelling, tenderness, bruising, stiffness, and inability to walk or bear weight on the ankle. Ankle instability treatment is offered at ...
Ankle Sprain Treatment Meadville | Ankle Injuries | Ankle Pain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https://www.eandbortho.com › ankle-sprain
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Google Partner
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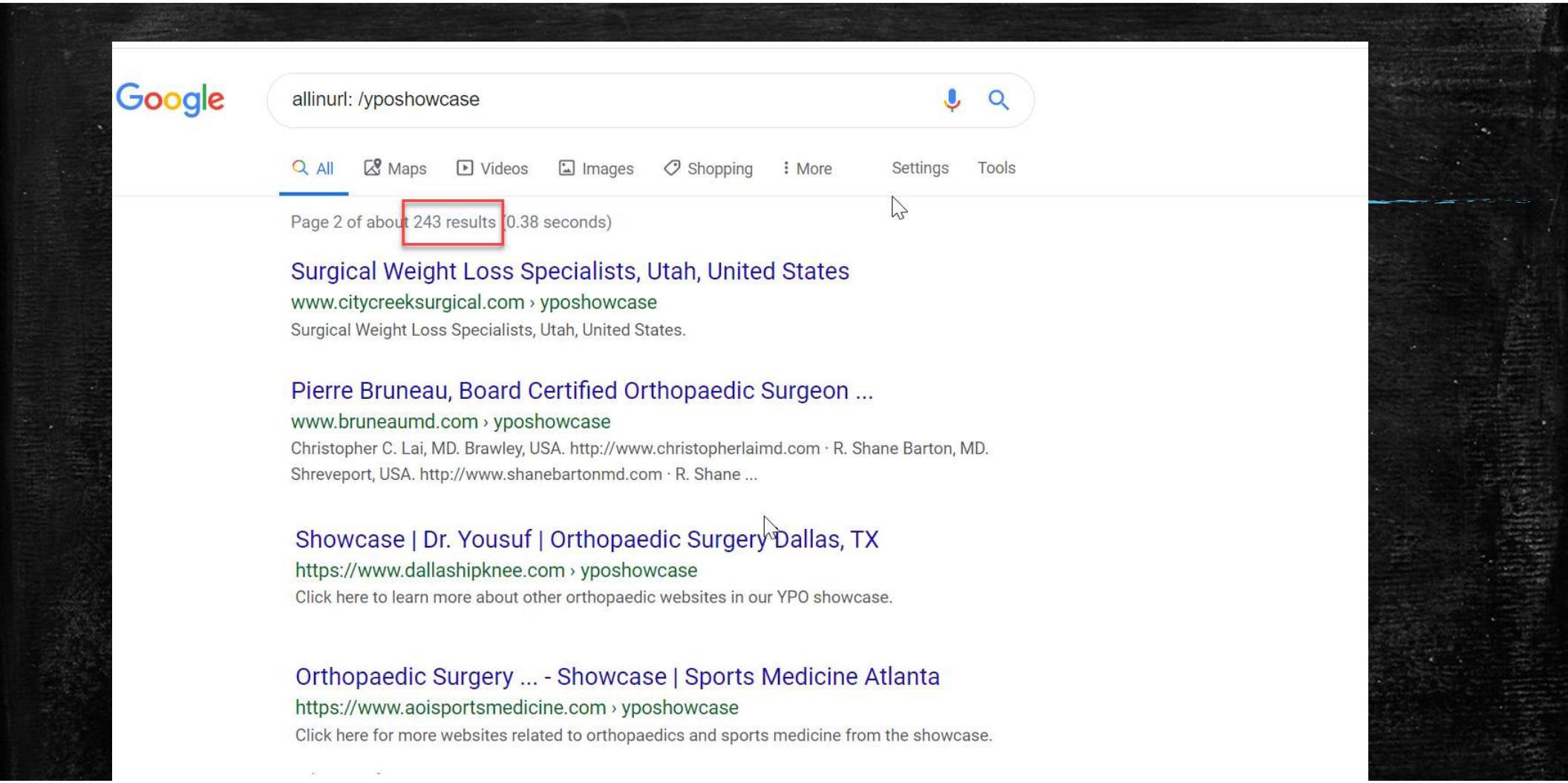
Ankle Sprain Treatment Meadville | Ankle Injuries | Ankle Pain

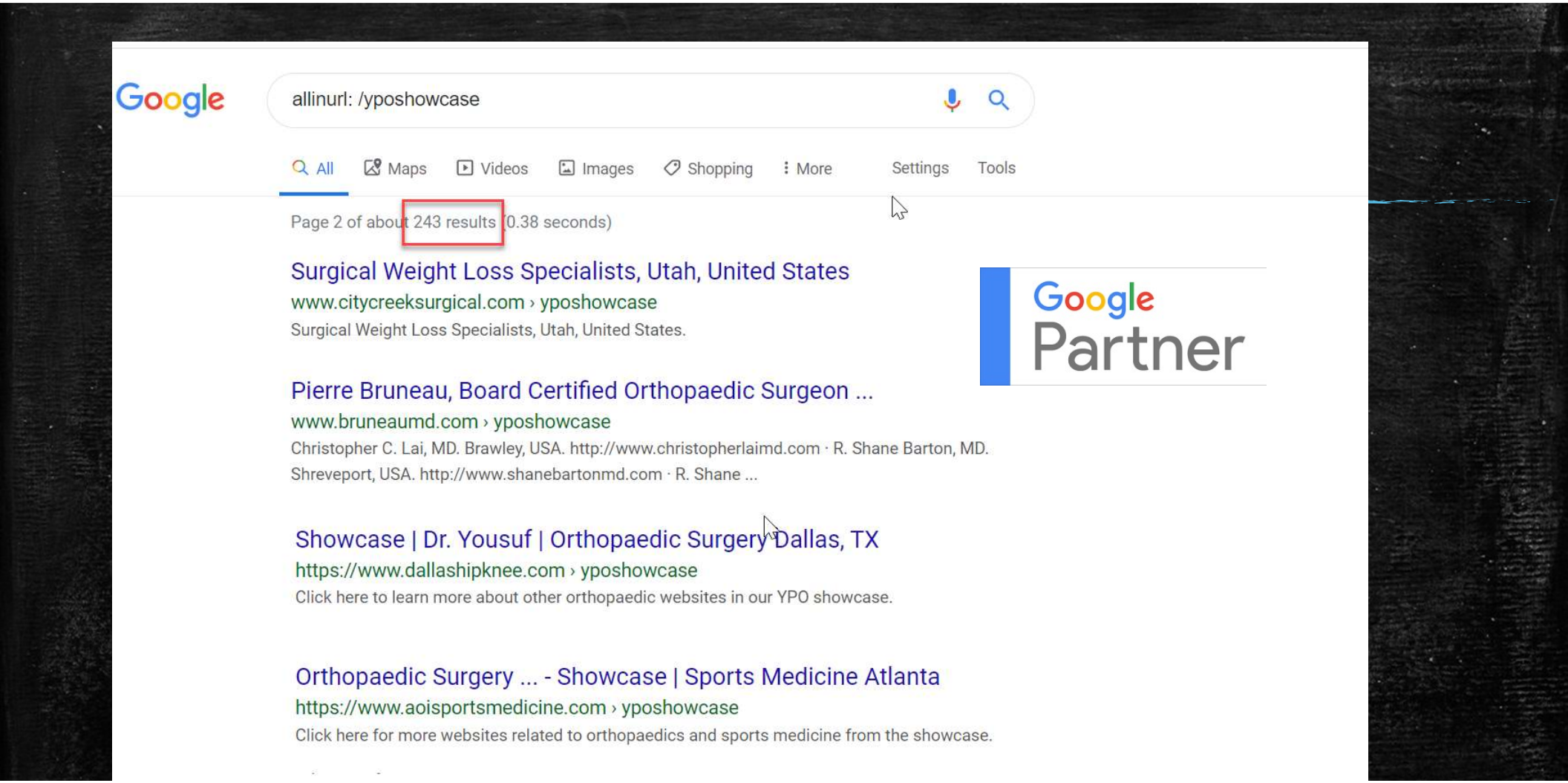
Their Own Website

- Content for the sake of content
- Reusing content for multiple clients
- Blog comment link spam

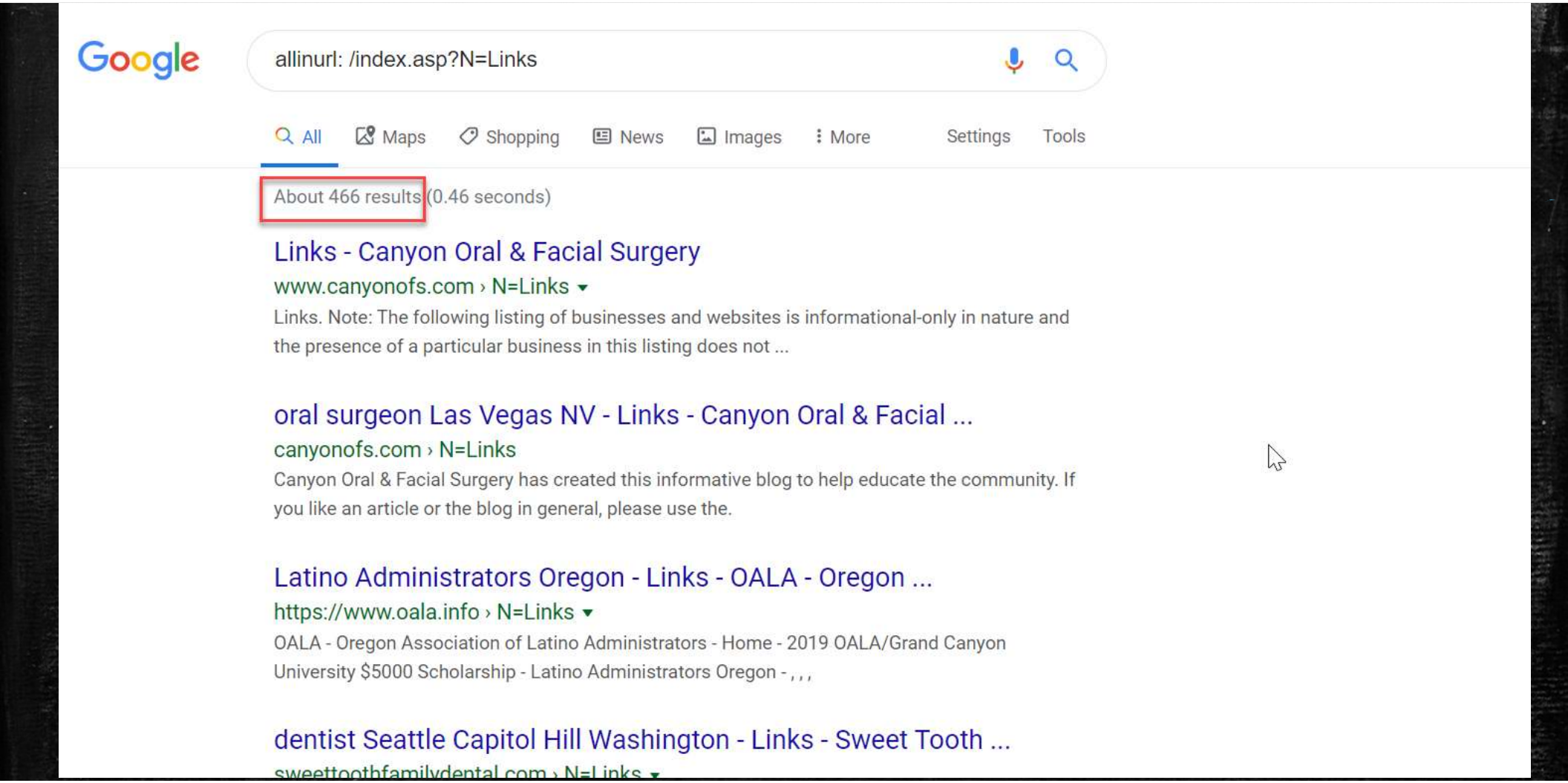
Their Own Website

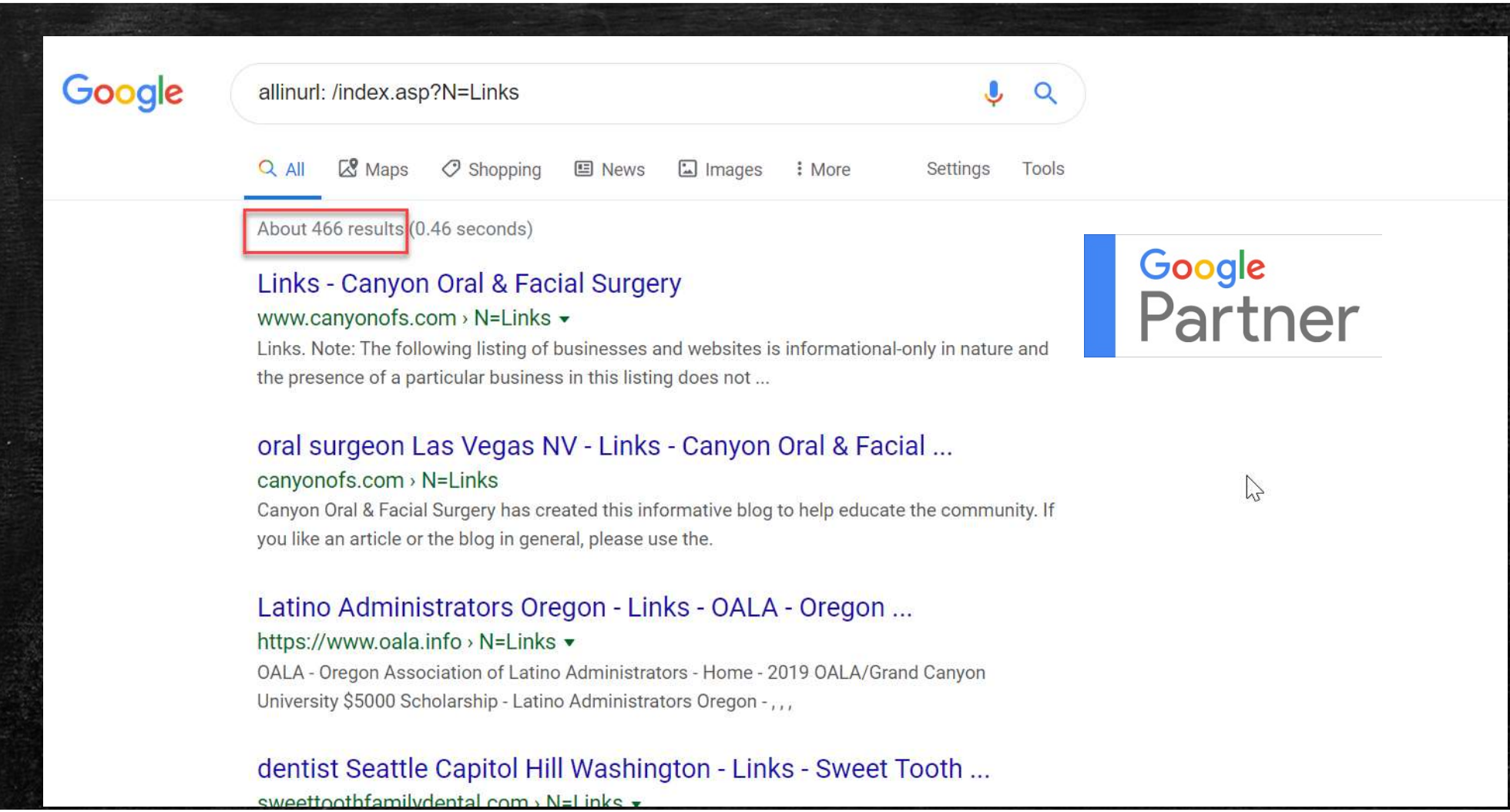
- Content for the sake of content
- Reusing content for multiple clients
- Blog comment link spam
- Inter-linking clients


Google
allinurl: /yposhowcase
All
Maps
Videos
Images
Shopping
More
Settings
Tools
Page 2 of about 243 results (0.38 seconds)
Surgical Weight Loss Specialists, Utah, United States
www.citycreeksurgical.com › yposhowcase
Surgical Weight Loss Specialists, Utah, United States.
Pierre Bruneau, Board Certified Orthopaedic Surgeon ...
www.bruneaumd.com › yposhowcase
Christopher C. Lai, MD. Brawley, USA. http://www.christopherlaimd.com · R. Shane Barton, MD. Shreveport, USA. http://www.shanebartonmd.com · R. Shane ...
Showcase | Dr. Yousuf | Orthopaedic Surgery Dallas, TX
https://www.dallashipknee.com › yposhowcase
Click here to learn more about other orthopaedic websites in our YPO showcase.
Orthopaedic Surgery ... - Showcase | Sports Medicine Atlanta
https://www.aoisportsmedicine.com › yposhowcase
Click here for more websites related to orthopaedics and sports medicine from the showcase.



Google Partner


Google
allinurl: /index.asp?N=Links
All
Maps
Shopping
News
Images
More
Settings
Tools
About 466 results (0.46 seconds)
Links - Canyon Oral & Facial Surgery
www.canyonofs.com › N=Links
Links. Note: The following listing of businesses and websites is informational-only in nature and the presence of a particular business in this listing does not ...
oral surgeon Las Vegas NV - Links - Canyon Oral & Facial ...
canyonofs.com › N=Links
Canyon Oral & Facial Surgery has created this informative blog to help educate the community. If you like an article or the blog in general, please use the.
Latino Administrators Oregon - Links - OALA - Oregon ...
https://www.oala.info › N=Links
OALA - Oregon Association of Latino Administrators - Home - 2019 OALA/Grand Canyon University $5000 Scholarship - Latino Administrators Oregon - , , ,
dentist Seattle Capitol Hill Washington - Links - Sweet Tooth ...


Google
allinurl: /index.asp?N=Links
All
Maps
Shopping
News
Images
More
Settings
Tools
About 466 results (0.46 seconds)
Links - Canyon Oral & Facial Surgery
www.canyonofs.com › N=Links
Links. Note: The following listing of businesses and websites is informational-only in nature and the presence of a particular business in this listing does not ...
oral surgeon Las Vegas NV - Links - Canyon Oral & Facial ...
canyonofs.com › N=Links
Canyon Oral & Facial Surgery has created this informative blog to help educate the community. If you like an article or the blog in general, please use the.
Latino Administrators Oregon - Links - OALA - Oregon ...
https://www.oala.info › N=Links
OALA - Oregon Association of Latino Administrators - Home - 2019 OALA/Grand Canyon University $5000 Scholarship - Latino Administrators Oregon - , , ,
dentist Seattle Capitol Hill Washington - Links - Sweet Tooth ...
Google Partner

Their Own Website

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- Blog comment link spam
- Inter-linking clients
- Renting links

Their Own Website

- Content for the sake of content
- Reusing content for multiple clients
- Blog comment link spam
- Inter-linking clients
- Renting links
- New site migrations

Their Own Website

- Content for the sake of content
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- Blog comment link spam
- Inter-linking clients
- Renting links
- New site migrations OMG!

Resource Links

- Moving Google Analytics - https://bit.ly/movingGA
- Bounce rates http://bit.ly/335dFKX
- Non interaction Events - http://bit.ly/2Mfm2Nz
- Google Agency info https://support.google.com/business/answer/7353903
- Google Agency registration - https://business.google.com/agencysignup
- Moving a Google Analytics property – https://bit.ly/movingGA
- Coyright Law for websites - https://www.copyright.gov/circs/circ66.pdf
- Reusing content - http://bit.ly/35lyfbV
- Link schemes http://bit.ly/30IsMsp and http://bit.ly/20N7MDu
- Domain Tools - http://whois.domaintools.com/
- Client Blog Network - http://bit.ly/30IsMsp
- Client Blog Network - http://bit.ly/20N7MDu

Thank You

Slides can be downloaded here…

http://bit.ly/pubcon-scott-2019

Scott Hendison
scott@searchcommander.com