On the internet, nobody knows you’re a dog

John Lamping
(thanks to Amit Singhal)
Google
First, a word from my sponsor …

Don’t be evil.
Last Wednesday’s lunch menu

**SALADS**

**Micro Green Salad**
Organic microgreens, roma tomatoes, yellow bell peppers, whole wheat pita chips, extra virgin olive oil and lemon juice.

**Spicy Tempeh, Mushroom and Eggplant Salad**
Crispy organic tempeh, shiitake mushrooms, roasted eggplant, Chinese long beans, roasted red peppers, peanut butter, cilantro, habanero chilies, tamari, lime juice, rice wine vinegar, sesame oil, pickled ginger, garlic and chili paste.

**Avocado, Spinach and Papaya Salad**
Baby spinach, avocados, lemon juice, papaya and red onions tossed in an orange-cumin dressing of olive oil, red wine vinegar, orange juice, lime juice and cumin seeds.

**VEGHEADS**

Miso Mashed Potatoes Stuffed Tilapia
Organic white miso, cream and butter whipped with yukon gold potatoes and stuffed in a fillet of fresh tilapia.

Roasted organic pasilla chilies stuffed with chicken, cilantro, oregano, chile powder, cumin, queso fresco and eggs.

**Tofu Fajitas**
Organic firm tofu, sautéed red and yellow bell peppers, red onions, cumin, oregano, chile powder and olive oil.

**Sautéed Nopales & Baby Squash**
Organic baby patti pan and zucchini squash sautéed with nopales cactus and heirloom tomatoes.

**Habanero Rice**
Rice pilaf with, habanero chiles, organic yellow bell peppers, garlic, onions, vegetable stock and cumin.

**EAST MEETS WEST**

Miso Mashed Potatoes Stuffed Tilapia
Organic white miso, cream and butter whipped with yukon gold potatoes and stuffed in a fillet of fresh tilapia.

**Sweet & Sour Tofu**
Crispy bites of tofu smothered in a sauce of apple cider vinegar, brown sugar and pineapple juice. Garnished with onions and organic bell peppers.
An opportunity to make a difference

- There is plenty more to do.
- The resources and reach to make a difference.
- A flexible structure.
Of course, anyone can *say* this

- We offer the challenge and the excitement of a start-up, with the resources of an established public company.
- You'll be recognized for your accomplishments, and you'll share in the success of our company.
On the internet, nobody knows you’re a dog
Why is the Daily Californian advertising German pages?
Across the Bay is no better
Many web pages are written for two different audiences

- People
  - Attractive, effective, authoritative
- Search engines
  - Relevant, authoritative

“Web page” means both the content of the page and its context on the web.
Search engines are where the eyeballs come from.
Pages are designed to look good to search engines

• Optimize the page contents.
• Get links to the page.

• There is a business of search engine optimization.
• See www.webmasterworld.com
There is a range of participants

- **Webmasters**
  - Reputable people trying to keep up
  - People trying to get an edge
  - “Spammers”

- **Others**
  - People selling ads
  - Innocent victims
Why do it?

• Make a point
  – [more evil than satan himself]
  – [flip flop]
  – [nigritude ultramarine]
Why do it?

- Make a buck
- Provide a commercial service.
- Link to people who will split the money.
- Show advertisements.
- Be evil.
Big Money

• Let’s do the math

• How much can the spam industry make by spamming search engines?
  – Assume 500M searches/day on the web
    • All search engines combined
  – Assume 5% commercially viable
    • Much more if you include porn queries
  – Assume $0.50 made per click (from 5c to $40)
  – $12.5M/day or about $4.5 Billion/year
Lots of niches

- Well known entities [travel]
- Areas with no prominent players [phentermine]
- Narrow searches [london hotels]
- Misspellings [travle]
- Rare searches [cramp striking kindling]
Getting content

Taking Control

Once you recognize that herbs for migraine has an impact on your life, it is important to take control of managing your herbs for migraine. The first step is to schedule a specific appointment with your health care provider to discuss herbs for migraine. For a proper herbs for migraine diagnosis, illness severity assessment, and treatment plan, an appointment dedicated to herbs for migraine is necessary.

Taking Control

Once you recognize that Ocular Migraine Stroke has an impact on your life, it is important to take control of managing your Ocular Migraine Stroke. The first step is to schedule a specific appointment with your health care provider to discuss Ocular Migraine Stroke. For a proper Ocular Migraine Stroke diagnosis, illness severity assessment, and treatment plan, an appointment dedicated to Ocular Migraine Stroke is necessary.
How people optimize their content

• Focused page
  – Term in the title
  – Term in the url
  – Term in the text (but not too many?)

• Unfocused page
  – Main term in the title
  – Every variant you can think of in the text

• Metadata? … maybe
Not annoying your uses with your search engine optimizations

• Return different pages for browsers and for search engines (cloaking)
• Use text with the same color as the background
• Use little tiny text
• Put the text below where people will see it
How people get links

• Pay for them
• Trade them
• Grab an expired domain
• Put links in somebody else’s page
  – Guestbooks
  – Blogs
  – Mailing lists
Let’s chase some links
link: searches!

The Minor Fall, The Major Lift: Comment on &lt;B&gt;MAYBE PER SE COULD ...&lt;/B&gt;
The Minor Fall, The Major Lift. Comments: MAYBE PER SE COULD TELL HIM TO
CUT OUT THE OVERWRITING, TOO. Anxiously awaiting ...
www.popfactor.com/cgi-bin/mt-comments.cgi?entry_id=1830 - 11k - Cached - Similar pages

The Minor Fall, The Major Lift: &lt;B&gt;BLOGGING: OFFICIALLY OVER</b&gt;
The Minor Fall, The Major Lift PULLING THE PLUG. ...
www.popfactor.com/tmftml/archives/001453.html - 56k - Cached - Similar pages

Health Links
Health. 4 Xenadrine Lose weight fast with Xenadrine RFA and EFX. All Natural Body
Shop Online shopping for natural skin care, bath and body care. ...
www.green-tea-benefits.com/Health.html - 8k - Cached - Similar pages

http://www.google.com/search?hl=en&lr=&c2coff=1&q=relate
Blog comment stuffing

http://www.popfactor.com

Nice blogger design. Posted by **Harley Parts** at October 11, 2004 01:22 AM

2992 http://harley-parts.ownsthis.com motorcyc
October 11, 2004 01:22 AM

Nice blog, really enjoyed it. Posted by **Dish TV** at Oct

8084 http://www.texas-hold-em-i.com play texas 

6623 well said ol' boy! Posted by **phentermine** at Oc

Great blog, really like it. Posted by **Dish TV** at Oc
Paid ads

- Health Research Program
- Lotion Lady
- Nutrisystem Weigh Online Membership
- Phentermine MaxPh
- Sex Toys for Health
State of affairs

• There is big money in spamming SEs
• Easy to get links from good sites
• Easy to generate search algorithm friendly pages
• Any technique can be and *will be* attacked by spammers
• Have to make sense out of this chaos
We counter it well

• Most SEs are still very useful
  – Used over 500 million times every day
    • All search engines put together

• Our internal measurements show that we are winning

• Still need to be watchful
It’s dynamic and co-evolving

• Pre-Google: links largely represented true human opinions
• Post-Google: Its postmodernism, authors make links while conscious of the consequences.
• SEO’s and the Google dance
• Faster updates, and faster evolution
• You don’t have to understand to evolve.
Thank you