

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



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?

The image shows a screenshot of the Daily Californian website as viewed in Microsoft Internet Explorer. The browser's address bar displays the URL <http://www.dailycal.org>. The website's header features the title "THE DAILY CALIFORNIAN" with the tagline "Established 1871. Independent Student Press Since 1971" and the word "online" in a smaller font. Below the header, there is a navigation menu with links for "File", "Edit", "View", "Favorites", "Tools", and "Help". The main content area is divided into several sections. On the left, there is a "FREE SPEECH Anniversary" banner and a "Search" box. Below the search box, there are links for "News", "Sports", "Opinion", "Review", and "Sci-Tech". The "Today's Column" section mentions "About a hundred s" and "Berkeley residents". The "Resources" section is highlighted with a red oval and contains the following links: "I didn't know it existed.", "Preisvergleich", "Price Comparison", "Urlaub", and "College Student Loans &". The "Opinion" section is also highlighted with a red oval and contains the link "Editorial: Tenan".

<http://www.dailycal.org> - The Daily Californian - Microsoft Internet Explorer

File Edit View Favorites Tools Help

THE DAILY CALIFORNIAN<sup>online</sup>

Established 1871. Independent Student Press Since 1971

FREE SPEECH Anniversary

Search

News

Speakers F

Race and B

By JENNIFER JAMA

Today's Column

About a hundred s

Berkeley residents

Resources

I didn't know it existed.

Preisvergleich

Price Comparison

Urlaub

College Student Loans &

Opinion

Editorial: Tenan

# Across the Bay is no better

The Stanford Daily Online Edition - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Palo Alto Weather  
51 ° F  
clear

# THE STANFORD DAILY

www.stanforddaily.com

Thursday, October 28, 2004


SEARCH

GO

MORE OPTIONS...

SECTIONS

- DAILY HOME PAGE
- PREVIOUS ISSUE
- NEWS
- SPORTS
- OPINIONS
- INTERMISSION
- INNOVATION
- PHOTO GALLERY



enlarge

Lindsa

(1 item remaining) Downloading picture ht

- Online Casino
- Phentermine
- Texas Hold'em
- Online Colleges & Degrees
- Culinary Arts Schools
- Fashion Design Schools
- Online MBA Programs
- Medical Career Schools
- Directory of Schools

Copyright



# 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.

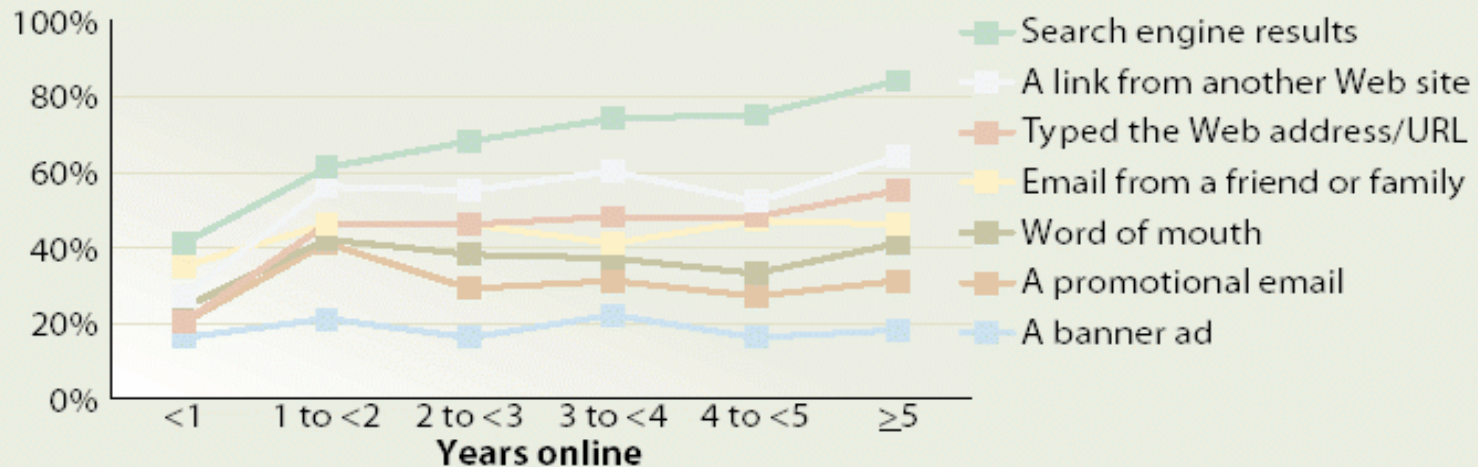
# Search engines are where the eyeballs come from

FORRESTER

**Figure 1** Online Tenure Impacts Search Use And Effectiveness

**1-1 Search use increases with online tenure**

**“How have you typically found Web sites you have visited in the past month?”**



Base: North American consumers (multiple responses accepted)

# 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](http://www.webmasterworld.com)

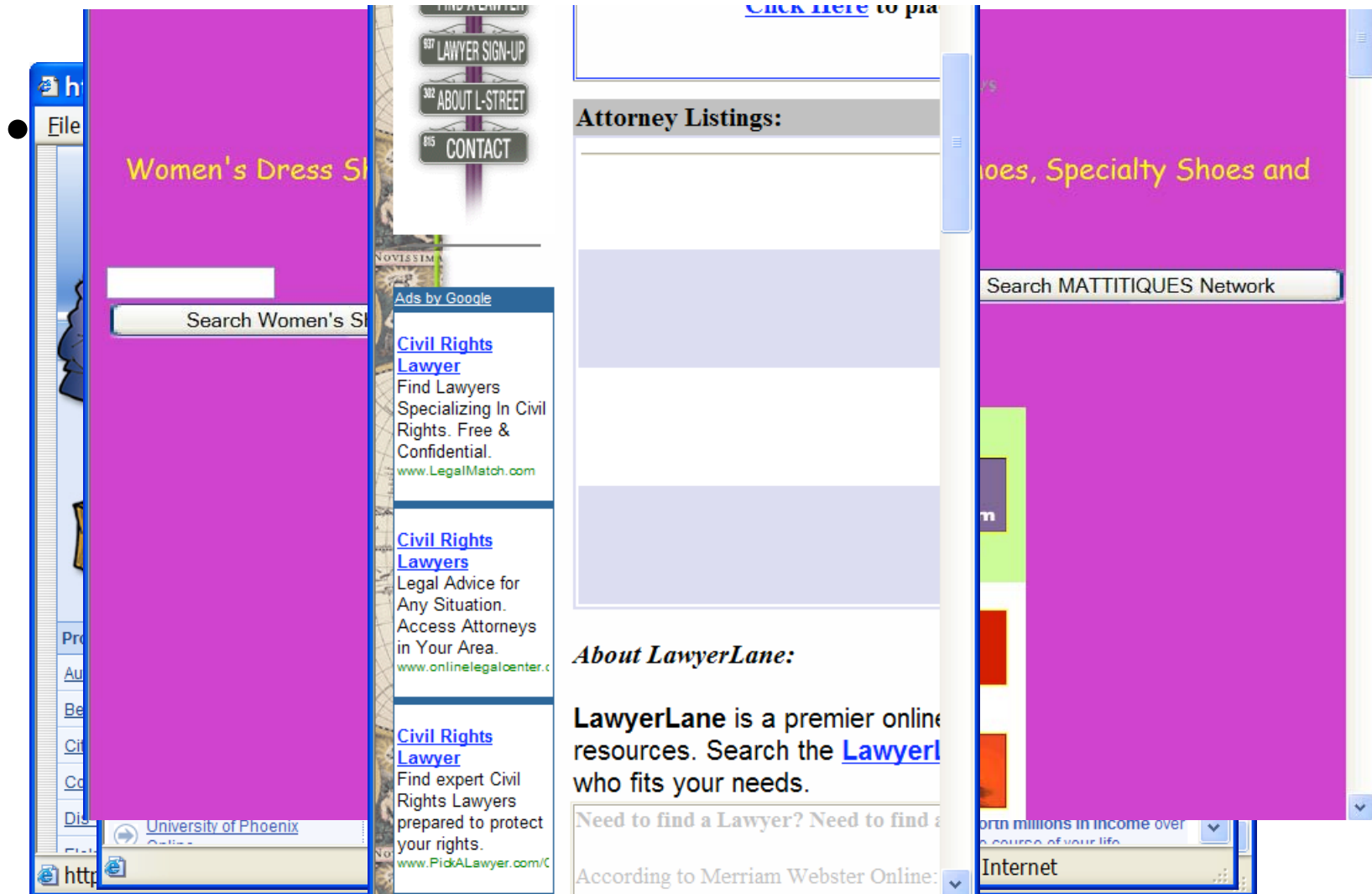
# There is a range of participants

- 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?



# 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

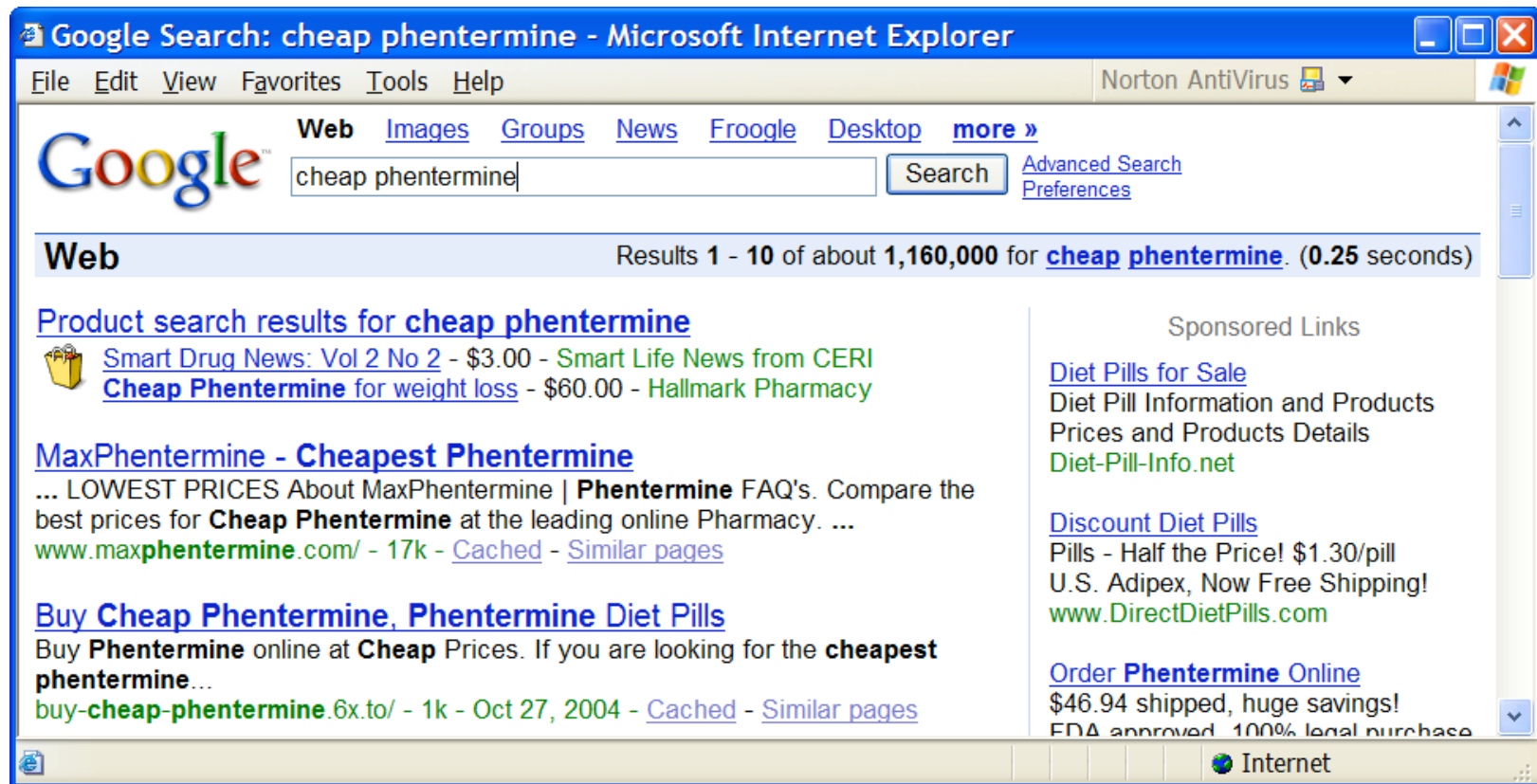
# Not annoying your users with your search engine optimizations

- 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 screenshot shows a Microsoft Internet Explorer browser window. The title bar reads "Google Search: link:www.maxphentermine.com - Microsoft Internet Exp...". The menu bar includes "File", "Edit", "View", "Favorites", "Tools", and "Help". The Norton AntiVirus status bar is visible on the right. The Google search interface is displayed with the search bar containing "link:www.maxphentermine.com" and a "Search" button. Navigation links for "Web", "Images", "Groups", "News", "Froogle", "Desktop", and "more »" are present. Below the search bar, the results are categorized under "Web" and show "Results 1 - 10 of about 1,970 linking to www.maxphentermine.com. (1.11 seconds)".

**Web** Results 1 - 10 of about 1,970 linking to **www.maxphentermine.com**. (1.11 seconds)

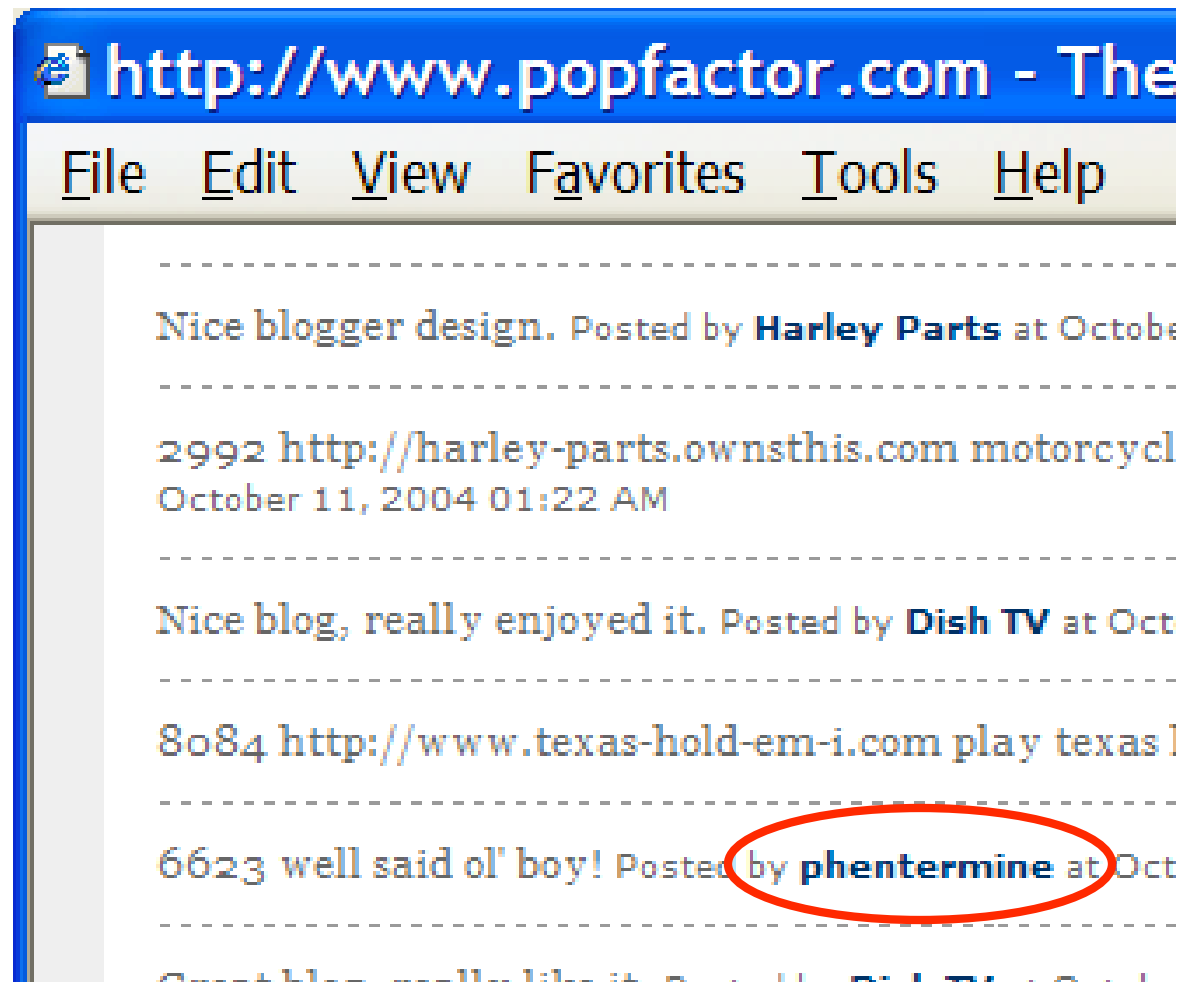
[The Minor Fall, The Major Lift: Comment on <B>MAYBE PER SE COULD ...](#)  
The Minor Fall, The Major Lift. Comments: MAYBE PER SE COULD TELL HIM TO CUT OUT THE [REDACTED] OVERWRITING, TOO. Anxiously awaiting ...  
[www.popfactor.com/cgi-bin/mt-comments.cgi?entry\\_id=1830](http://www.popfactor.com/cgi-bin/mt-comments.cgi?entry_id=1830) - 11k - [Cached](#) - [Similar pages](#)

[The Minor Fall, The Major Lift: <B>BLOGGING: OFFICIALLY OVER</b>](#)  
The Minor Fall, The Major Lift PULLING THE PLUG. ...  
[www.popfactor.com/tmftml/archives/001453.html](http://www.popfactor.com/tmftml/archives/001453.html) - 56k - [Cached](#) - [Similar pages](#)

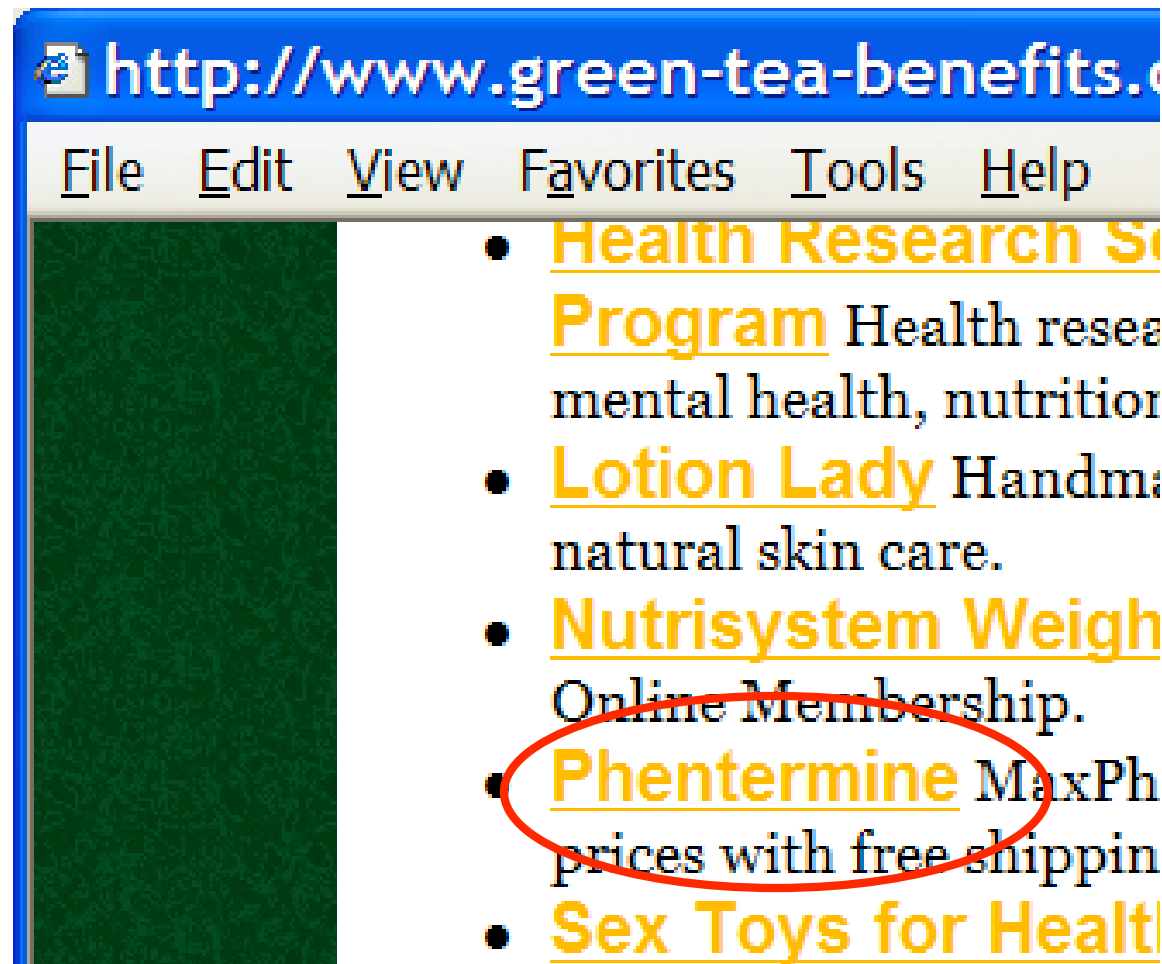
[Health Links](#)  
Health. 4 Xenadrine Lose weight fast with Xenadrine RFA and EFX. All Natural Body Shop Online shopping for natural skin care, bath and body care. ...  
[www.green-tea-benefits.com/Health.html](http://www.green-tea-benefits.com/Health.html) - 8k - [Cached](#) - [Similar pages](#)

The address bar shows the URL: <http://www.google.com/search?hl=en&lr=&c2coff=1&q=relate>. The status bar at the bottom indicates "Internet".

# Blog comment stuffing



# Paid ads





# 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