

# **How to Avoid 25 Website and SEO Mistakes and Save Time Creating Content**



# John D. McDougall



# Free Strategy Call Offer

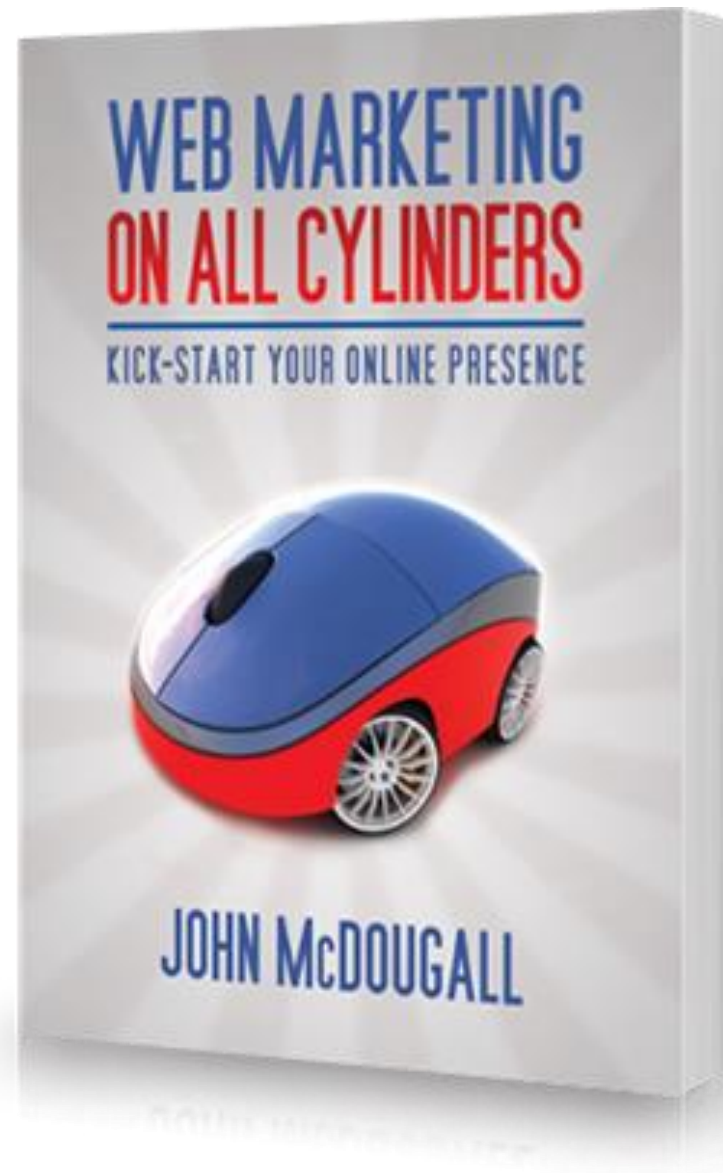
Book a call via my calendar app on [Talkmarketing.com](https://talkmarketing.com), email or call me to set up a call if interested in learning more about our new course with weekly group coaching.

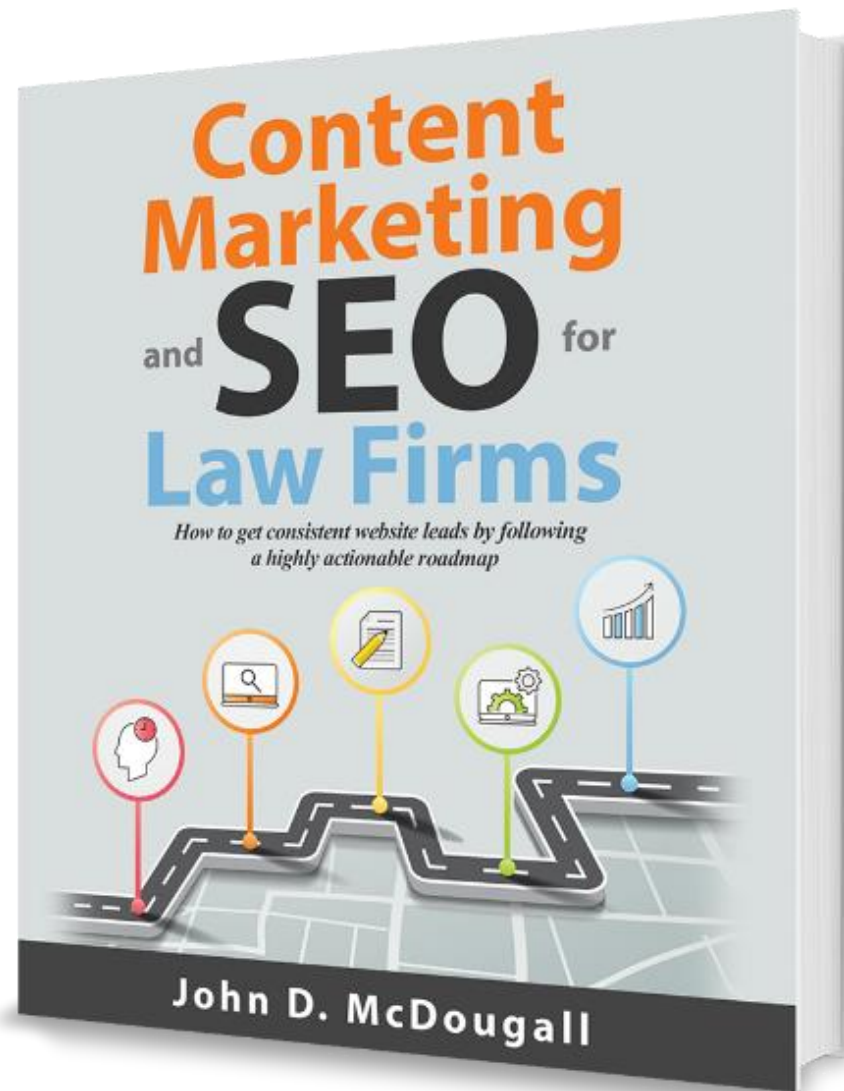
[john@talkmarketing.com](mailto:john@talkmarketing.com) 978-423-4274



**Looking for 5-10 students at a reduced rate in our launch phase.**  
**50% off this week only.**







# TALK MARKETING

How to gain authority and expert status,  
even if no one has ever heard of you



**JOHN D. MCDOUGALL**

# I Have Been Featured In

- Forbes
- Entrepreneur
- Huffington Post
- Adweek
- New York Times
- Boston Globe
- Boston Herald
- HubSpot
- Search Engine Journal
- Duct Tape Marketing
- The Seattle Times
- Salem News
- North Shore Magazine
- Internet Retailer





# Have You Heard Of Content Shock?

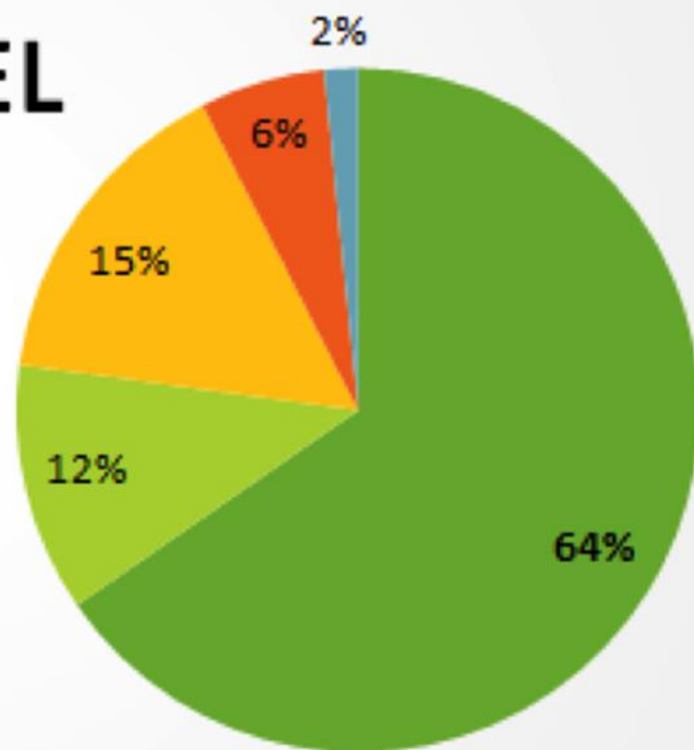




# WEB VISIT CHANNEL DISTRIBUTION

BY CHANNEL

- Organic Search
- Direct
- Referral (w/o Social)
- Paid Search
- Social













*McDougall Interactive Turned  
Around My Marketing And  
Helped Me Sell My Business For  
More Money Than I Could Have  
Imagined. - Mike Cappuccio.*  
**N.E.T.R. Inc.**



*The biggest thing they helped us to do was SEO and to enhance the content on our website. So when people search, we actually rank, which before, we didn't rank at all.* - **BankFive Vice President - John Cooke**





**We Even  
Landed Them  
The Largest  
Depositor In  
The Banks 100+  
Year History**



*“We achieved number one ranking in Google searches among art colleges in the US. Those results have allowed us to reach many, many more students across the country that we never would have had the opportunity to be in front of. They have spent the time to know what our needs are, to know what our business is and we have grown together to produce some really remarkable results.”*

**Montserrat College of Art  
President Stephen D. Immerman  
Ed.D.**



**For A Mesothelioma  
Lawyer, Our Formula  
Generated  
\$15,000,000 In Sales  
In Less Than 3 Years**

**I didn't think I  
would ever get  
leads again but  
quickly closed 2  
great sales, thanks  
to Talk Marketing  
Academy.**



**Heidi Opinsky,  
[ctnydivorcelawyer.com](http://ctnydivorcelawyer.com)**

# If You Are Willing To Learn Some Simple Methods Like Talking Into A Microphone



# Recording Basic Helpful Tip Videos On Your Mobile Phone



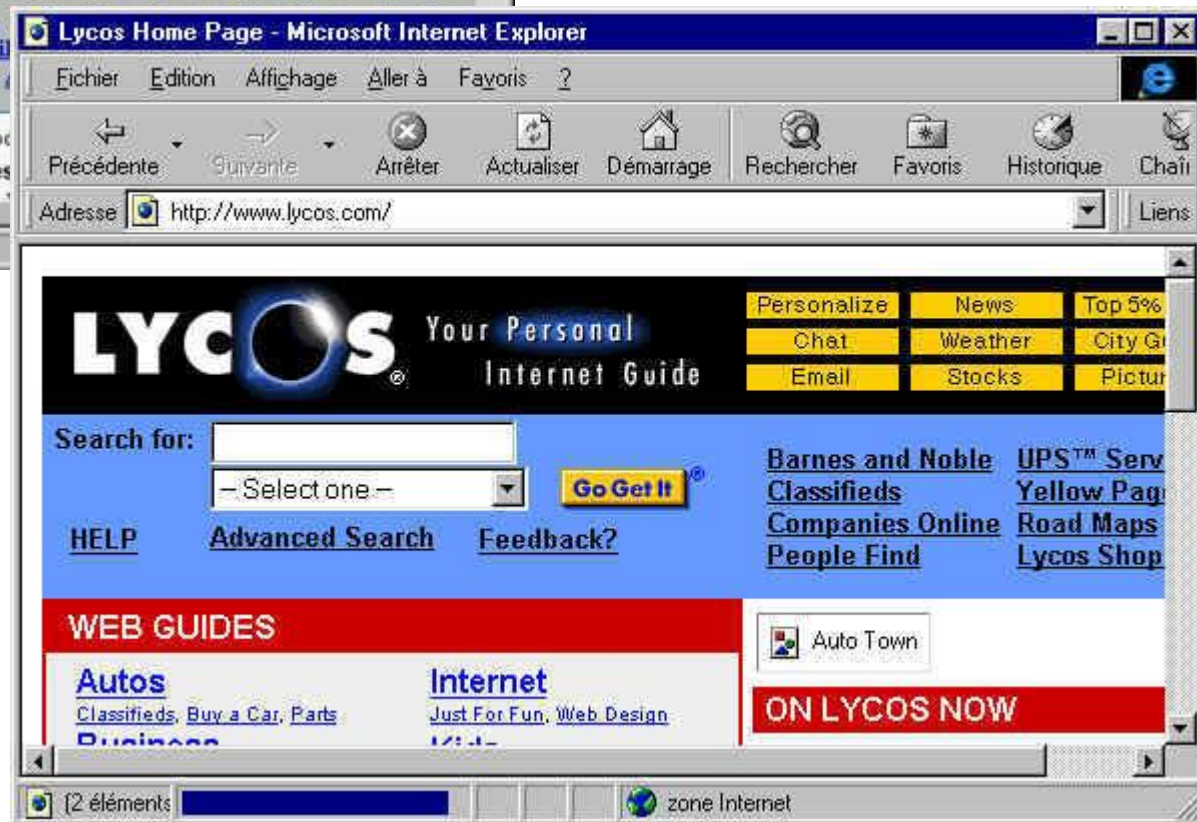
# Who Is This For?

- **Doctors**
- **Coaches**
- **Dentists**
- **Lawyers**
- **IT Companies**
- **Accounting Firms**
- **Contractors**
- **Schools**
- **B2B**
- **Ecommerce**









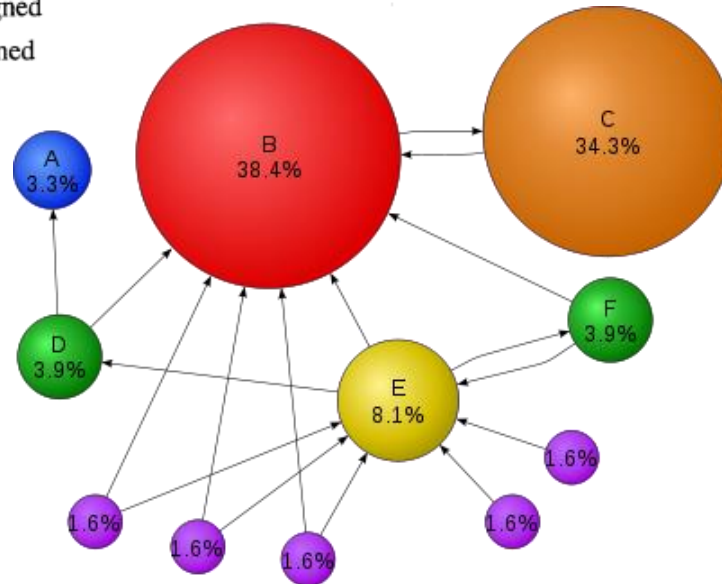
# Provisional patent on PageRank

2 0-10 #2/

Attorney Docket No: S96-213/PROV

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 60/035,205  
Filed: 10 Jan 97  
Title: Improved Text Searching in Hypertext Systems  
Applicant(s): Lawrence Page  
Examiner: not yet assigned  
Art Unit: not yet assigned



# McDougall

MARKETING, ADVERTISING, &  
PUBLIC RELATIONS



What's New

Who We Are

What We Do

Drop Us A Line

What We've Done

[What's New](#) | [Who We Are](#) | [What We Do](#) | [Drop Us A Line](#) | [What We've Done](#)

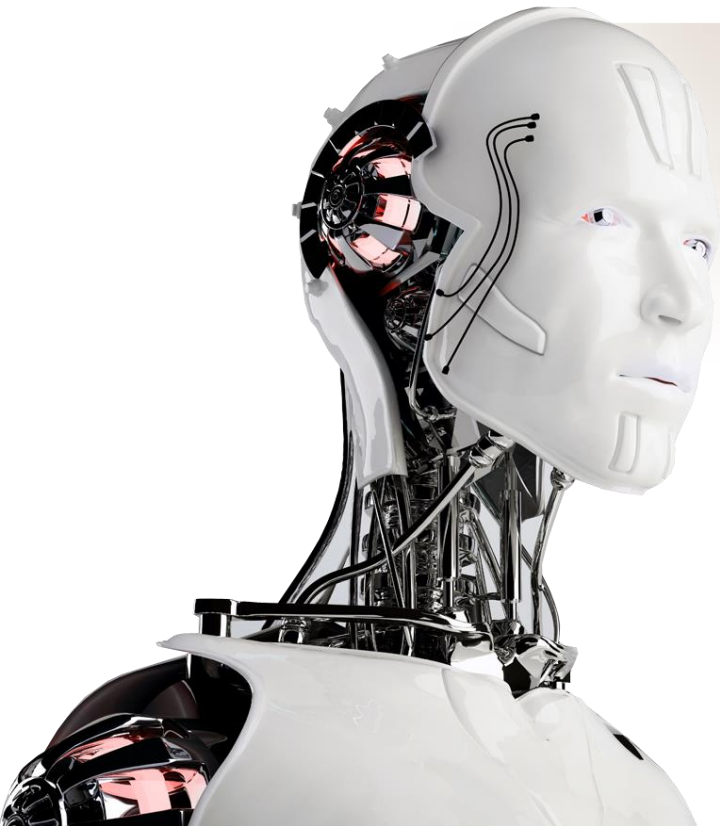
This site is best viewed in [Netscape](#).

©1996, McDougall Associates. 17 Centennial Drive, Peabody, MA 01960-7992.  
[Drop us a line](#) or call Dan McDougall at 508.532.6500.



**Penguin = No Link Spam**  
**Panda = No Low Quality**





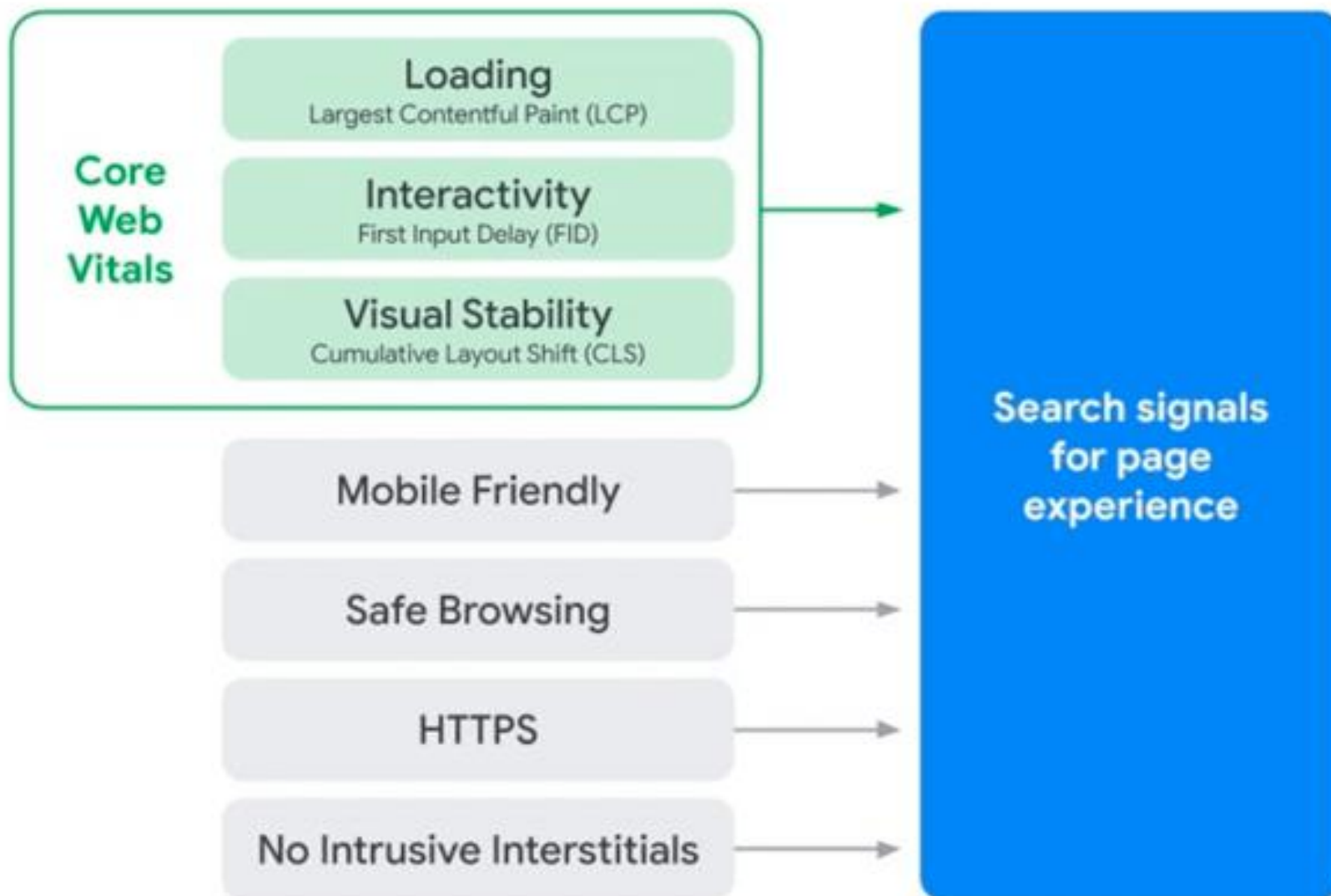
**Hummingbird** 2013

**RankBrain** 2015

**BERT** 2019

**MUM** 2021





# SEO Now Is At Least These Seven Things

- Content
- User Signals
- UX / Page Experience
- Tech / Core Web Vitals
- Social
- Links

+ Brand Signals

# Trends in Search

Keyword	CPC
Houston Maritime Attorney	\$1,090
AC Repair Coral Springs FL	\$320
Compare Vehicle Insurance	\$280
Call Tracking Marketing	\$165
Sell House Fast Austin	\$95
Auto Repair Shop Modesto CA	\$50





# **Content Types**

**Your Main Website Pages**

**Images and Infographics**

**Videos and YouTube SEO**

**Podcast Marketing**

**Blogging**

**Guest Blogging**

**E-books**

**Press Releases**

**Webinars**

**FAQ Pages and Voice Search**

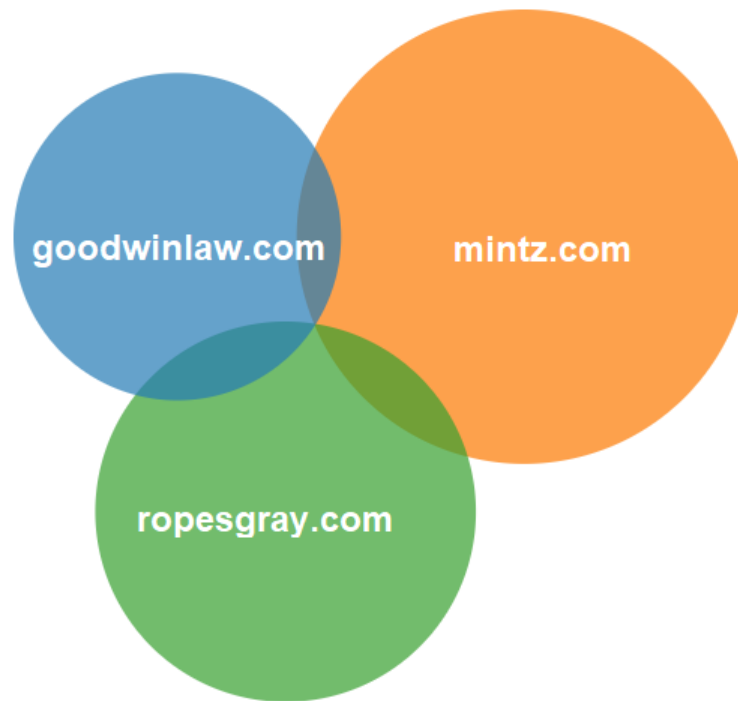
**Topic Clusters**

**Link Bait**

**Case Studies**

# Content Based on Competitive Analysis

Company Name	Pages	Links	Keywords	Traffic Value	Page Speed
Mintz.com	18,800	3.13k	51k	87k	3.6s
Ropesgray.com	15,800	2.49k	35k	18k	5.0s
Goodwinlaw.com	12,900	1.48k	26k	48k	4.9s



(Data from 1/2020)


# Findlaw.com


Keywords <sup>↑</sup>  
**2.7M** 0.02% 

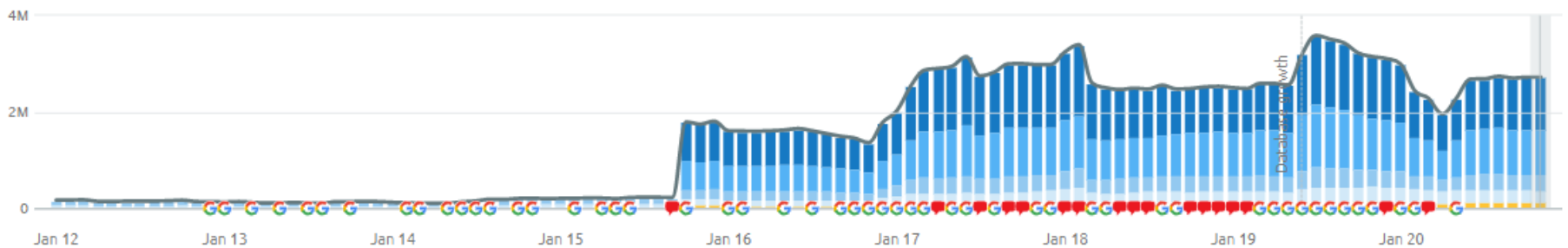
Traffic <sup>↑</sup>  
**5.9M** -0.61% 

Traffic Cost <sup>↑</sup>  
**\$30M** -15.33% 

## Organic Keywords Trend <sup>↑</sup>

☒ Top 3 ☒ 4-10 ☒ 11-20 ☒ 21-50 ☒ 51-100 ☒ Total |  Notes <sup>↓</sup>

1M 6M 1Y 2Y All time 





# Mintz.com

Keywords <sup>i</sup>  
**68.1K** 0.95% 

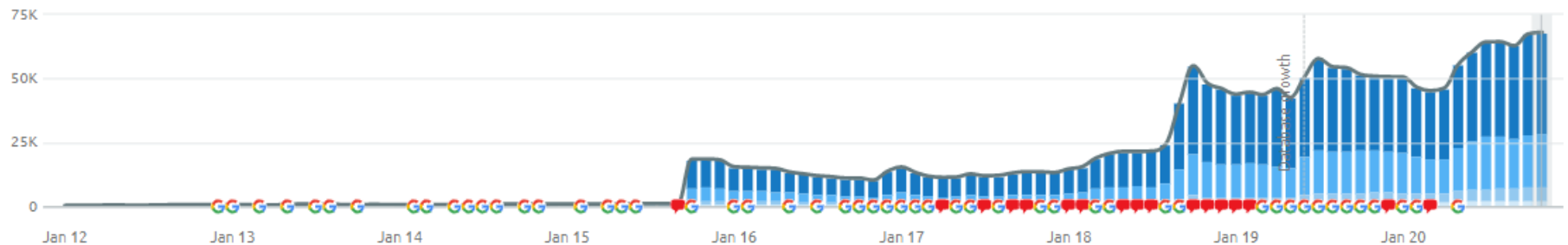
Traffic <sup>i</sup>  
**44.8K** 9.37% 

Traffic Cost <sup>i</sup>  
**\$87.8K** 37.86% 

## Organic Keywords Trend <sup>i</sup>

☒ Top 3 ☒ 4-10 ☒ 11-20 ☒ 21-50 ☒ 51-100 ☒ Total  Notes 

1M 6M 1Y 2Y All time



# Focus?

PRACTICE AREAS ▾

DEFECTIVE DRUGS ▾

DEFECTIVE MEDICAL DEVICES ▾

DEFECTIVE PRO

ACCIDENT ATTORNEYS ▾

COMPLEX LITIGATION ▾

INTENTIONAL ACTS ▾

MEDICAL MALPRACTICE ▾

NEGLIGENCE ▾

NURSING HOME ABUSE ▾

PREMISES LIABILITY ▾

PRODUCT LIABILITY ▾

SEX ABUSE ▾

TOXIC TORTS ▾

ZADROGA ACT LAWYERS ▾

BICYCLE, SCOOTER, AND  
ELECTRIC BIKE ACCIDENTS ▾

CAR ACCIDENTS

LYFT AND UBER ACCIDENT  
ATTORNEYS ▾

MOTORCYCLE ACCIDENTS

PAIN AND SUFFERING  
LAWYER

PEDESTRIAN ACCIDENTS

TRUCK ACCIDENTS

BIKE ACCIDENT LAWYER

ELECTRIC BIKE ACCIDENT  
ATTORNEYS

ELECTRIC SCOOTER  
ACCIDENT LAWYER

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## Wrongful Death in Pedestrian Accidents (Podcast)

Posted August 29, 2019 by [Kevin McCullough](#) & filed under [Car-Pedestrian Accidents](#), [Wrongful Death](#).

Pedestrian accidents are especially deadly due to the nature of a car hitting an unprotected individual. Attorneys Robert Mazow and Kevin McCullough, with Mazow McCullough law firm, discuss the steps to take after a loved one is killed in a wrongful death pedestrian accident.



**John Maher:** I'm John Maher and I'm here today with Robert Mazow and Kevin McCullough of the law firm Mazow McCullough, a personal injury law firm with offices in Massachusetts and New Hampshire. Today, we're talking about wrongful death cases involving pedestrian accidents. Robert and Kevin, welcome.

**Robert Mazow:** Thank you, John.

### Determining Fault in a Pedestrian Accident

**John:** Who is usually at fault in a pedestrian accident?

**Kevin:** John, determining "at fault" can be extremely difficult after the fact, as Rob alluded to a moment ago.

H1 Heading

Summary

Audio Player

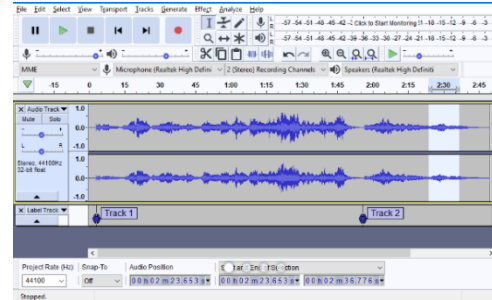
Transcript

H2 Heading

# What Does Equipment Cost?



**RODE Podcaster**  
**\$229**



**Audacity**  
**FREE**



**SquadCast**

## **SquadCast**

- **\$9/mo for 2 hours of recording**
- **\$17/mo for 5 hours of recording**



# Media Hosting

- Some of your Hosting Options:

- SoundCloud ([soundcloud.com](https://soundcloud.com))

- Like YouTube for audio



- LibSyn ([libsyn.com](https://libsyn.com))

- Offers an RSS forward if you ever move your feed



# Create a “Podcasts” page on your site:



Listen to: [What Makes Car Accidents Deadlier than Other Types of Accidents?](#)

Car accidents can be particularly deadly, especially compared to other types of accidents. High speeds, hard surfaces, flying metal and glass shrapnel all contribute to the mortality rates in car accidents.

Listen to: [What are the Most Common Causes of Death in an Auto Accident?](#)

Many car accidents are unfortunately fatal, and many of those deaths occur for the same reasons.

## Dog Bite Law



Every year thousands of adults and children are bitten by dogs all across the country. Dog bite injuries can be significant and traumatic. In many of these cases, the person bitten by a dog can take legal action against the responsible party in order to help recover damages. Taking legal action in the event of a dog bite injury, however, can be a complicated and confusing task.

That's why our experienced dog bite law attorneys have recorded the podcasts below to help explain aspects of dog bite law that you might need to know about – such as the extent of the dog owners liability and the importance of documenting the incident – and to outline what legal action you can take to address yours, or your loved ones', injuries.

When a dog bite occurs, certain laws apply as far as the dog owner's liability and where compensation is concerned. But what should you do if the owner of the dog that bit you wants to deal with the situation privately, outside of insurance policies and attorneys?

Listen to: [What to do when a Dog Owner Wants to Handle a Bite Privately](#)

When you are injured, it's important to document as much as you can about the incident, including your physical injuries. The same is true in a dog bite case. Taking photographs is a simple yet effective way to clearly illustrate the severity of the injuries caused by the dog for future reference.

Listen to: [The Importance of Photographs in a Dog Bite Case](#)

## Consult With an Experienced Dog Bite Attorney

The attorneys at Mazow | McCullough, PC, have represented hundreds of victims of dog bites in Massachusetts and New Hampshire. They have the knowledge and experience to help you or a loved one recover from the unexpected trauma of being bitten by a dog. We pursue all potentially liable parties for their responsibility, and we help ensure that you or your loved one is fully compensated for the injuries.



Please contact Mazow | McCullough, PC, today for a free consultation about your case. The right lawyer makes all the difference. [See our recent settlements here.](#)

# YouTube Optimization

Use keywords  
in the Title



# YouTube Optimization

**Use keywords and your full URL in the description:**

Wrongful Death - Auto Accidents and Uninsured Motorists

13 views • Jun 20, 2019

👍 0 💬 0 ➦ SHARE ≡+ SAVE ...



**HelpingInjured**  
32 subscribers

**SUBSCRIBE**

Kevin McCullough of the law office of Mazow | McCullough, PC – <https://www.helpinginjured.com/> -  
- talks about wrongful death cases involving auto accidents with uninsured motorists. How can the family of a loved one get the compensation they deserve in the case where the driver of the vehicle

SHOW MORE

**Use https:// in the URL so it becomes a link, and place it near the beginning so it's before the "Show More" link.**



# Stephen King

A Memoir of the Craft

## On Writing

TWENTIETH-ANNIVERSARY EDITION  
WITH CONTRIBUTIONS FROM JOE HILL AND OWEN KING



RecordedBooks

# RAY BRADBURY

## ZEN

IN THE ART

*of*

WRITING

ESSAYS ON CREATIVITY

NARRATED BY JIM FRANGIONE



# 5,000 WORDS PER HOUR

WRITE FASTER, WRITE SMARTER

CHRIS FOX



# Keywords Go Here

- Title Tag
- Meta Description
- Headings (H1 and use H2 also)
- Body Text
- Alt Tags
- URL

## THOUGHT LEADERSHIP

[View All](#) | [Subscribe](#)

- 11.08.2013 Are Exchange Health Plans Federal Health Care Programs, and Therefore Subject to Anti-Kickback Statutes? 
- 11.07.2013 Energy & Clean Tech Connections 
- 11.05.2013 DOL Issues Perm Application Guidance for Employers Affected by Shutdown 
- 11.05.2013 What a Difference 16 Years Can Make: FTC Approves Merger Between Office Superstore Giants Office Depot and OfficeMax 
- 11.04.2013 ML Strategies Energy & Environment Update 
- 11.04.2013 ML Strategies Financial Services Legislative & Regulatory Update 
- 11.04.2013 ML Strategies Health Care Reform Update 
- 10.31.2013 Mintz Levin Health Care Qui Tam Update 

## MINTZ SPOTLIGHT



### Maintaining Good Client-Outside Counsel Relationships

Bob Bodian, the firm's Managing Member, speaks about how Mintz Levin works with inside counsel clients in Corporate Counsel magazine.



### VIDEO INSIGHTS

Our attorneys discuss the hottest issues affecting clients today.



SOCIAL MEDIA & BLOGS



WHAT'S HAPPENING EVENTS @ MINTZ



## Julie E. Manser

### Associate

Exton, PA

610.458.6705



Julie serves as an advocate in family law matters for clients in Eastern Pennsylvania, particularly in the counties of Chester, Montgomery, Bucks, Delaware, Lancaster, Berks and Lehigh. She has handled cases for clients resident in West Chester, Norristown, Doylestown, Media, Reading and Allentown. Throughout her career, Julie's practice has focused on family law litigation and related matters, such as:

- Litigation, mediation and arbitration of family law matters
- Matrimonial actions, including complex matters involving valuation issues and high conflict matters
- Custody and Parenting Time
- Alimony and child support
- Equitable distribution
- Appellate practice in family law matters
- Grandparent visitation
- Domestic violence
- Negotiation and preparation of prenuptial, postnuptial, and



### Biography

[News](#)[Publications](#)[Speaking Engagements/Events](#)

### Practice Areas

[Family Law](#)[Litigation](#)

### Bar Admissions

Pennsylvania

### Education

J.D., cum laude, University of Pennsylvania Law School, 2005

M.B.E., University of Pennsylvania, Center for Bioethics, 2005

B.A., summa cum laude, University of Pennsylvania, 2002

### Memberships

# Use Authority Signals



Expertise, Authoritativeness, Trustworthiness

# How to Avoid 25 Website and SEO Mistakes

1. No Index No Follow
2. Not doing a tech audit
3. 301 redirects not done
4. Broken links, pages
5. Installing too many plugins
6. Images too big / load time
7. Videos auto play
8. Content is too short / thin
9. Cutting too much content
10. Calls to action buried or confusing
11. Optimizing for the wrong keywords
12. No blog or only using your blog for content
13. Not doing competitor research
14. Not using topic clusters
15. Forgetting about local and reviews
16. Not tracking goal conversions
17. Not naming your authors (using admin)
18. Not investing in link worthy content
19. Ignoring bounce rate
20. Giving up too soon
21. Writing is ME vs YOU Focused
22. Not using search console
23. Putting design above value proposition
24. Not doing user testing
25. Hiring the wrong team or agency

```
23     <meta name="og:description" content="HubSpot's free ebook on Facebook
24     <meta name="og:title" content="Demo Request | Thank you for Downloadi
25
26 <!-- Proxima Nova Font -->
27 <script type="text/javascript" src="//use.typekit.net/ibn8gxr.js"></scrip
28 <script type="text/javascript">try{Typekit.load();}catch(e){}</script>
29 <META NAME="robots" CONTENT="noindex,nofollow">
30     <link href="http://cdn1.hubspot.com/hub/-1/hub_generated/style_manage
31
32     <!--[if lt IE 9]>
33     <script src="//css3-mediaqueries-js.googlecode.com/svn/trunk/css3-med
```



### Site Health



● Your site 80%  
▼ Top-10% websites 92%

### Errors

**539** -1,497



### Warnings

**8,072** +256



### Notice

**86,053** +1,567



### Crawled Pages

**23,777**



● Health 10  
● Broken 10  
● Have issues 40  
● Redirects 210  
● Blocked 10

### Thematic Reports

#### Crawlability

**93%** +3%

[View details](#)

#### HTTPS

**96%** +1%

[View details](#)

#### International SEO

**95%**

[View details](#)

#### Site Performance

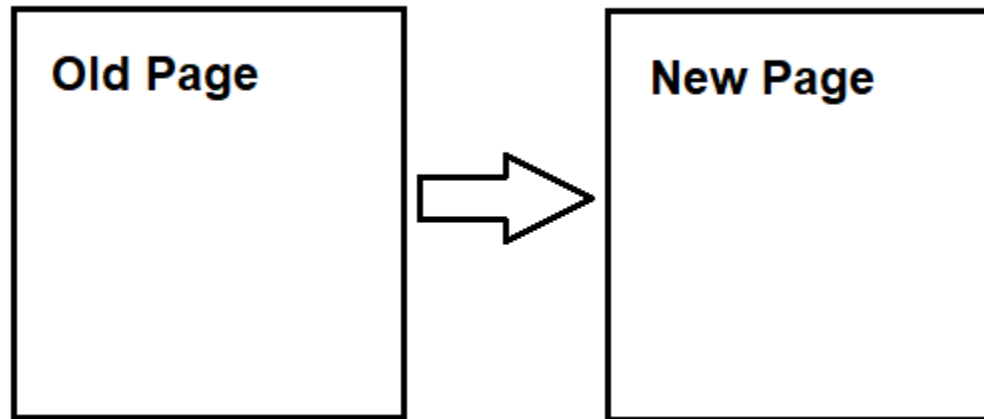
**96%**

[View details](#)


#### International Linking


**91%** -1%

[View details](#)




17,619 internal links are broken error | [Why and how to fix it](#) | [Send to...](#)

 Hide


Page URL 

Filter by Page URL



Advanced filters 



Page URL 




 <http://www.solarpowerworldonline.com/category/installation/residential-solar-2/>



 <http://www.solarpowerworldonline.com/category/solar-power-design/panels-solar-power-design/>



 <http://www.solarpowerworldonline.com/detail/videos...nt-videos/video/4504345635001/about-rhone-resch>




 <https://solarpowerworldonline.com/apply-now-2019-top-solar-contractors>





 Solar Power Installation | Development | Technology News and Features  
<https://www.solarpowerworldonline.com>





 Solar Power Installation | Development | Technology News and Features  
<https://www.solarpowerworldonline.com/>


 Dashboard


 Posts


 Media


 Pages

 Comments

 PublishPress

 WPForms

 Appearance

 Beaver Builder

## Plugins

Add New

All (36) | Active (26) | Inactive (10) | Recently Active (3)

Bulk Actions ▾Apply

<input type="checkbox"/>	Plugin	Description
<input type="checkbox"/>	<b>Advanced Custom Fields</b> <a href="#">Deactivate</a>	Customize Wo Version 5.8.0
<input type="checkbox"/>	<b>Akismet Anti-Spam</b> <a href="#">Activate</a>   <a href="#">Delete</a>	Used by millio while you slee Version 4.1.1



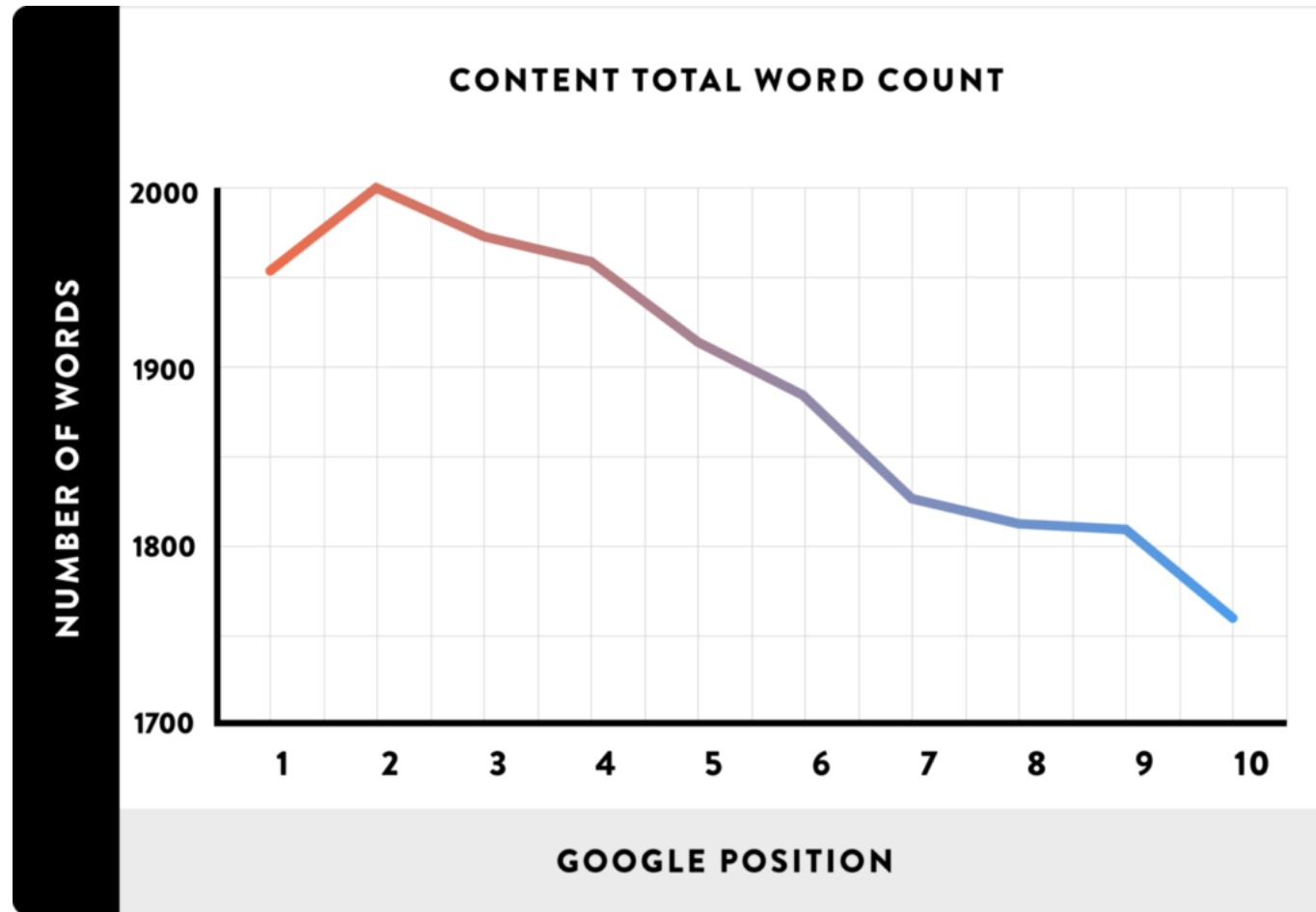
The probability of bounce **increases 32%** as page load time goes **from 1 second to 3 seconds**.

Think with Google

Google/SOASTA Research, 2017.







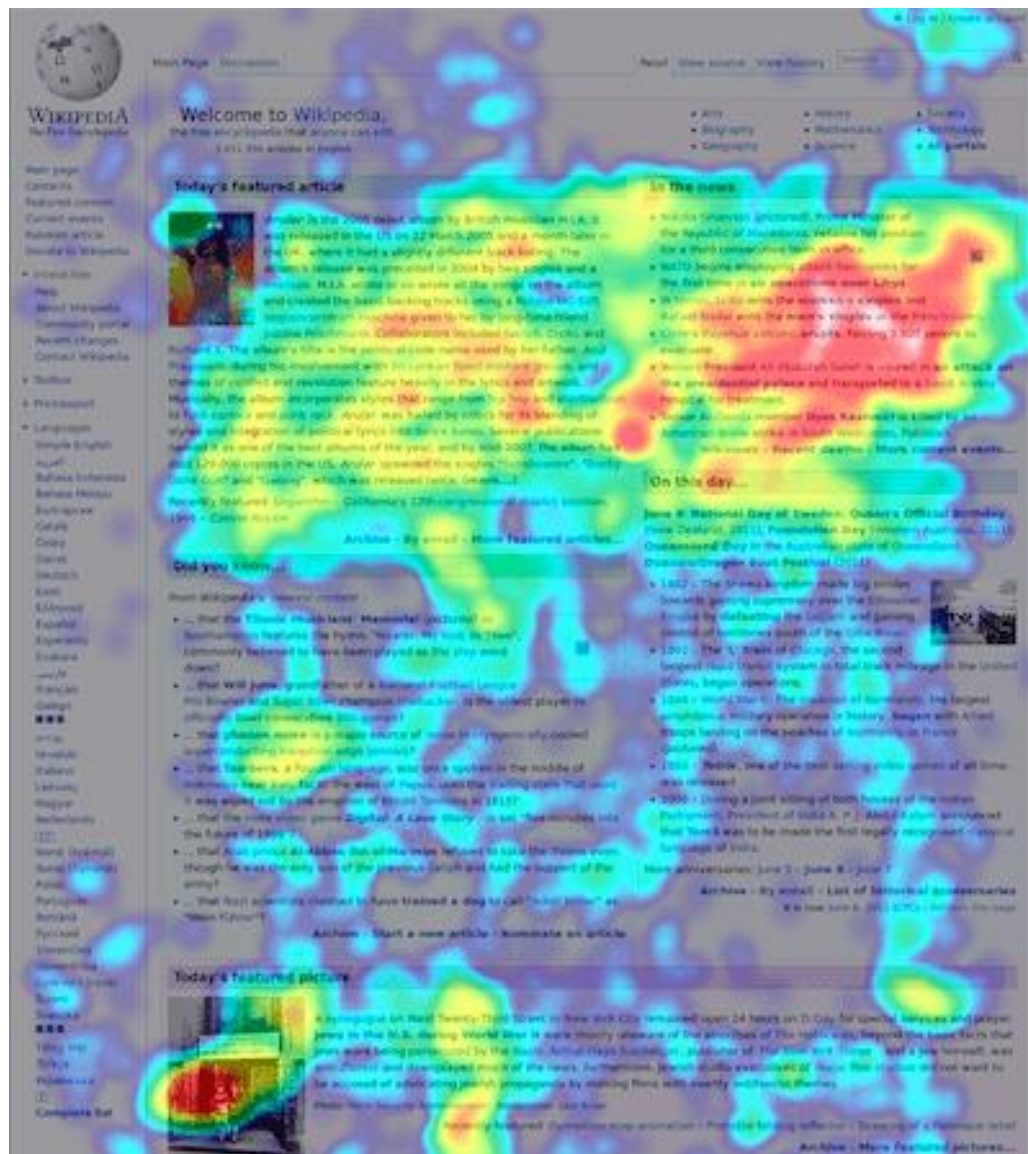
# 28%

## LOW TEXT-TO-HTML RATIO



According to SEMrush study 28% of analyzed websites have low text-to-HTML ratio issues on certain pages.



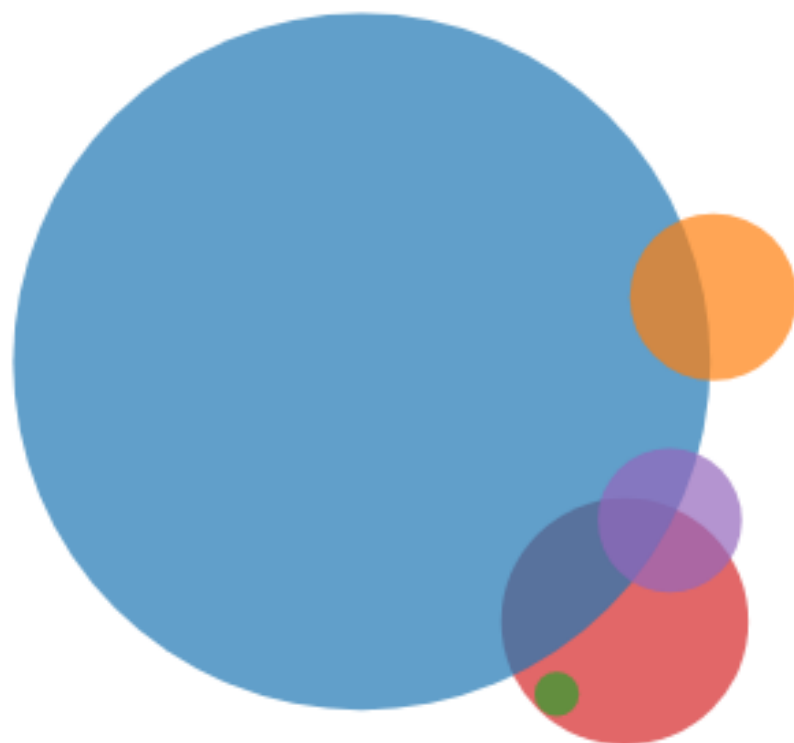


Keyword	Volume
+ best time to plant flowers in spring	30
+ when can you plant flowers in the spring	30
+ when to plant flowers outside	40
+ when is it safe to plant flowers outside	20
+ when is the best time to plant flowers outside	60
+ when to plant flowers for spring and summer	150
+ when can you plant flowers	50
+ when do you plant flowers for spring	20
+ when to plant flowers	600



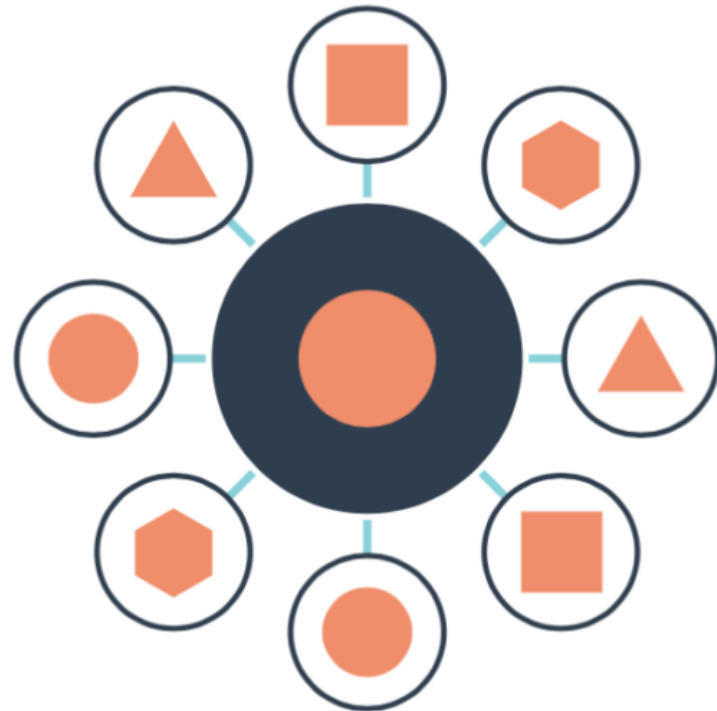
**Blog not found...**

● findlaw.com Organic Keywords   ● abovethelaw.com Organic Keywords   ● masslawyersweekly.com Organic Keywords   ● lexology.com Organic Keywords   ● jdsupra.com Organic Keywords





## Topic Clusters






Google

boston personal injury attorney

Q All Maps News Images Shopping More Settings Tools

✓ **GOOGLE SCREENED** | Personal Injury Lawyers nearby Sponsored ⓘ

 <p><b>Law Offices of Jeffrey S....</b> 4.5 ★★★★★ (159) 26 years in business Open 24/7</p>	 <p><b>Joel H. Schwartz, P.C.</b> 4.9 ★★★★★ (89) 56 years in business Open 24/7</p>	 <p><b>Morgan &amp; Morgan</b> 4.6 ★★★★★ (325) 33 years in business Open 24/7</p>
---	--	--

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View

[+ Create View](#)

All Web Site Data



View Settings



Goals



Content Grouping



Filters



Channel Settings



Ecommerce Settings

Calculated Metrics **BETA**

PERSONAL TOOLS &amp; ASSETS

2

## Goal description

## Name

## Goal slot ID

## Type

- ☒ Destination ex: thanks.html
- ☐ Duration ex: 5 minutes or more
- ☐ Pages/Screens per session ex: 3 pages
- ☐ Event ex: played a video
- ☐ Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

[Continue](#)[Cancel](#)

# Design CRO: How to Design a Website That Drives Conversions

Posted on October 28, 2019 by John McDougall & filed under CRO Featured Posts


Post	Block	×
Status & visibility ^		
Visibility	Public	
Publish	September 17, 2021 7:45 am	
Post Format	Standard ▾	
<input type="checkbox"/>	Stick to the top of the blog	
Author	Paul de Paul ▾	

# 100 Fun Facts About Lobsters

Everyone loves lobster. A little butter, a little candlelight, yum! But, have you ever wondered about the secret life of this tasty crustacean? Here are 100 fun facts you probably never knew about the lowly lobster.

1. Lobsters were once considered the poor man's chicken. In Colonial times, it was fed to pigs and goats and only eaten by paupers.
2. Lobsters aren't red. They turn red when cooked, but in nature they can be green or yellow or even bright blue.
3. Lobster fishermen throw back lobsters that are too small and lobsters that are too big. The small ones need to grow, while the large ones add vigor to the gene pool.



 **AUDIENCE**

Overview

Active Users

Lifetime Value BETA

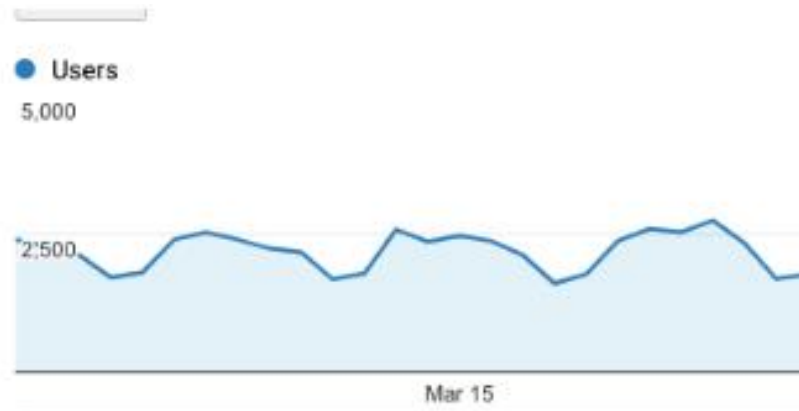
Cohort Analysis BETA

Audiences NEW

User Explorer

- ▶ Demographics
- ▶ Interests
- ▶ Geo
- ▶ Behavior
- ▶ Technology
- ▶ Mobile
- ▶ Custom
- ▶ Benchmarking

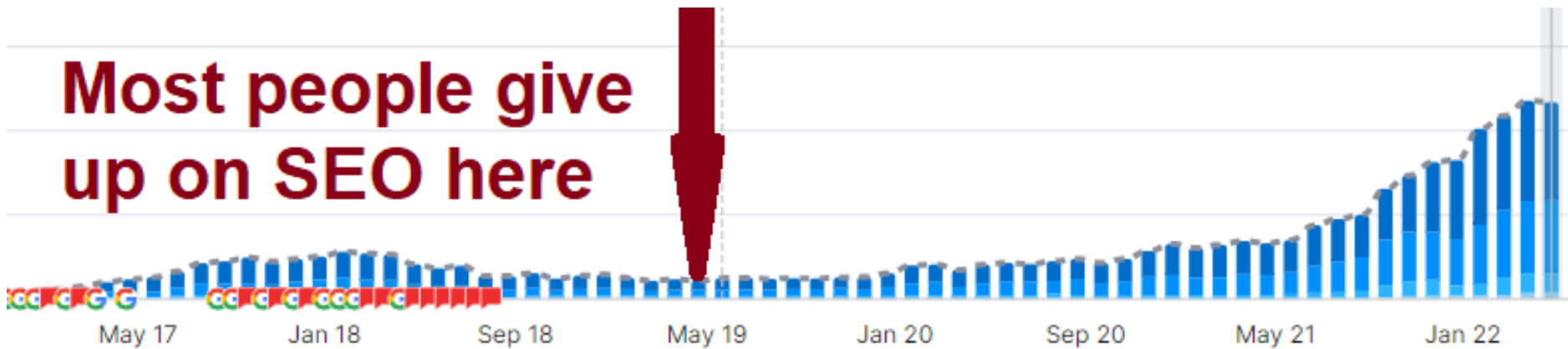
Users Flow



site-wide  
bounce  
rate



**Most people give  
up on SEO here**



Home

Services

About Us

Client Success

Resources



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## Customer Focus Calculator – WeWe Monitor

As proud as you may be of your company and your product or service, most customers only care about **how well you can help them** meet their wants and needs. If you want **more** of them to buy, your focus has to be on your **customer**. How do you communicate that to them? With the **words** you use on your site. Are you talking mostly about them and their needs or are you talking mostly about yourself?

To help you answer that question, we've developed a unique and **free analysis tool** that counts certain words on your site that are key indicators of **whether your focus is on the customer or not**. As you use it, keep in mind this is nothing more than a handy, but rough guide that will help you focus on something important. There are lots of variables and also remember there are no shortcuts to writing great copy.

Discover what your word choices say about where your focus **really** is. Get a sense of the **impression** you are making on your prospects. See where you can make **changes**, quickly and easily, that will **increase your sales**.

To learn more about this tool read ["It's the Customer Stupid"](#) on ClickZ. All you have to do is **enter your url and company name**, then click on "Test Your WeWe Score."

[Run the Customer Focus Calculator on text or ad copy](#)

or fill the form below to test a web page.

URL to Test:

http://

constructionmarketingideas.com

Company Name as stated on the site:

(you can list more than one variation(s) on the company name, separated by commas)

Construction News and Report Group

INCREASED CONVERSIONS  
**BY OVER 125%**  
CLIENT : BEER MACHINE



BEFORE

AFTER



## GrokDot Com

Marketing Optimization Blog

**FREE Newsletter Sign-Up**

First Name  Last Name

Email Address

send it once every:  Week

**SUBSCRIBE NOW**

We Value Your Privacy! [View Sample](#)

RSS FEEDS

**MARKETERS....  
ECONOMY GOT  
YOU DOWN?**



**FREE  
SURVIVAL  
GUIDE**

## Recent Clients

Hewlett-Packard

Intel

1-800-Flowers

Costume Super Center

Whistler.com

Dashboard

Messages

▸ 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

⚠ Metrics are calculated by page for this group or filter. [Learn more.](#)

☒ **Queries** ☐ Pages ☐ Countries ☐ Devices ☐ Search Type  
No filter ▾ No filter ▾ No filter ▾ No filter ▾ **Web** ▾  
☐ Search Appearance ☐ Dates  
**Rich results** ▾ **Last 28 days** ▾

Total clicks

1,447

Total impressions

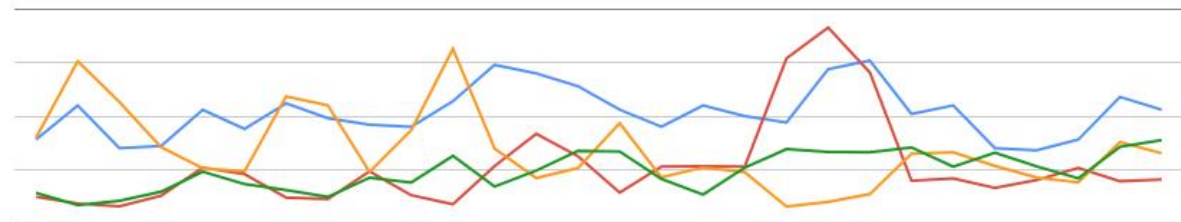
117,373

Avg. CTR

1.23%

Avg. position

5.8



	Queries	Clicks ▾	Impressions	CTR	Position	
1	neil patel <a href="#">🔗</a>	973	11,150	8.73%	1.5	»
2	seo <a href="#">🔗</a>	181	28,039	0.65%	7.3	»
3	neil patel blog <a href="#">🔗</a>	113	503	22.47%	1.3	»
4	niel patel <a href="#">🔗</a>	37	284	13.03%	1.6	»
5	neil patel seo <a href="#">🔗</a>	24	54	44.44%	1.0	»
6	neilpatel <a href="#">🔗</a>	21	675	3.11%	1.9	»

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UX teams from these companies are already testing with Userbrain.

[✉ Contact us](#)



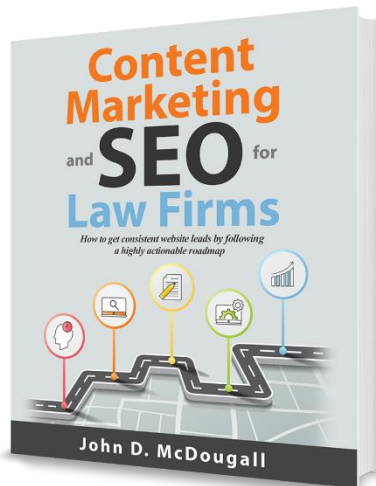
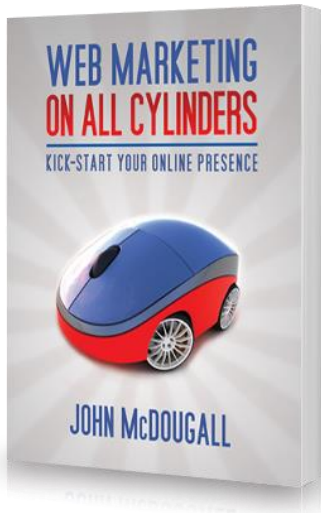


# Your Teachers



**John McDougall**  
President  
**McDougall Interactive**

- 27 years of SEO experience
- College textbook author



**John Maher**  
VP Multimedia  
and Digital Marketing  
**McDougall Interactive**

- Over 17 years experience in SEO and digital marketing
- Recording and podcast engineer
- Video editor and YouTube optimizer
- Musician
- Worked in radio at WEZE in Boston

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