



Data-Driven SEO & Content Strategy to Reduce Your Customer Acquisition Costs

Prashant Puri – CEO & Co-Founder, AdLift

June, 2022

@puriprashant. #DSATL



Quick Intro

- 17+ Years of Digital Marketing Experience
- Ex IAC, AT&T, Yahoo! & eBay
- Since AdLift, consulted for PayPal, Walmart, Overstock, Box, Airbnb, Bausch & Lomb
- Looooove SEO!



@puriprashant



in/prashantpuri



prashant@adlift.com

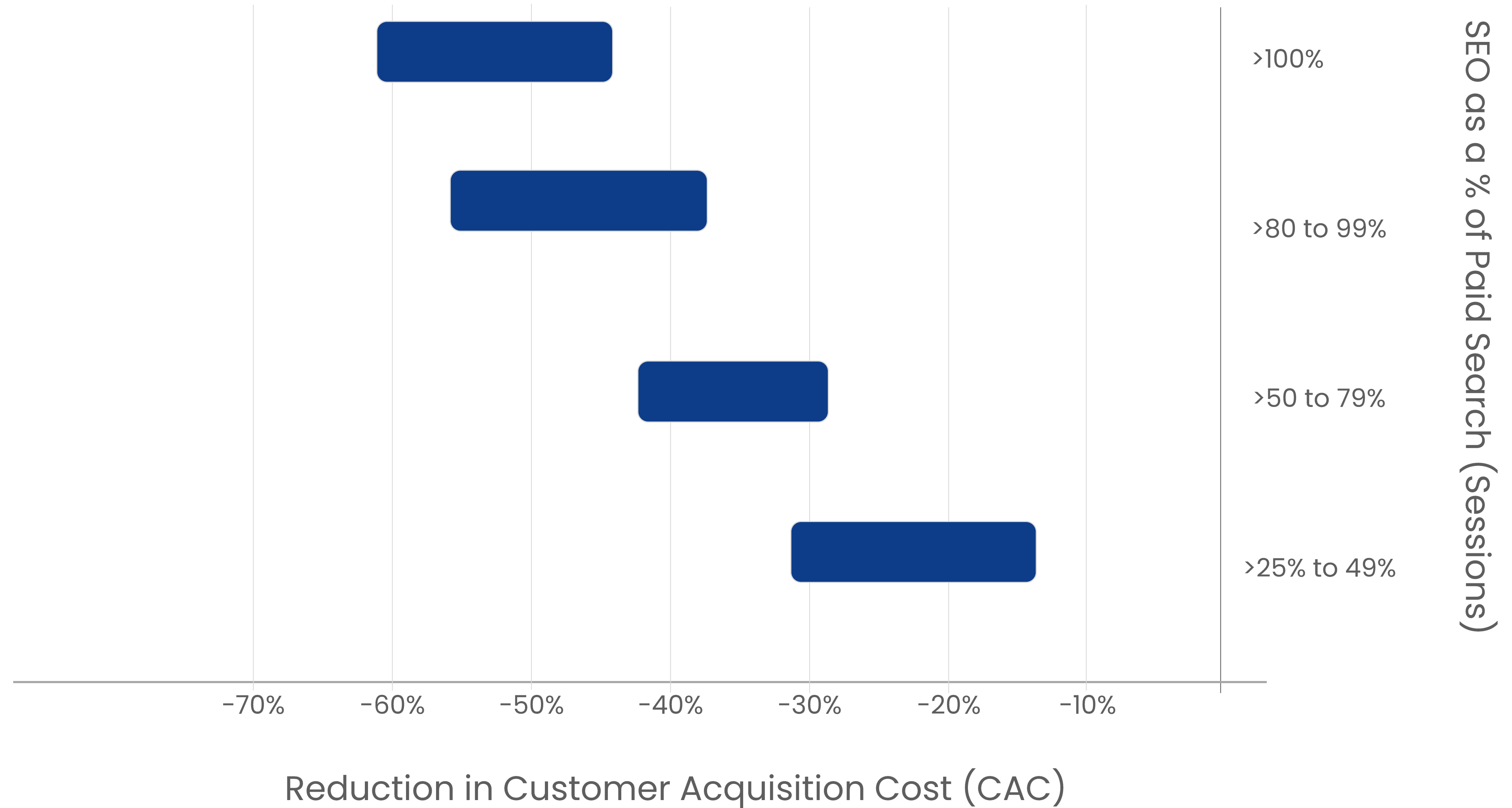
@puriprashant. #DSATL

We're going to cover

- The Effects of **Increasing** SEO Traffic/Revenue on **Customer Acquisition Costs (CAC)**
- How do we Increase SEO Traffic?
 - Creating **compelling** content
 - **Synergize** efforts between SEO & Paid Search
 - Invest in the **59%** (PAA, Videos, Quora, Featured Snippets)
 - **Technical** SEO
 - **Competitive** Analysis
 - Content Marketing/**Link Backs**

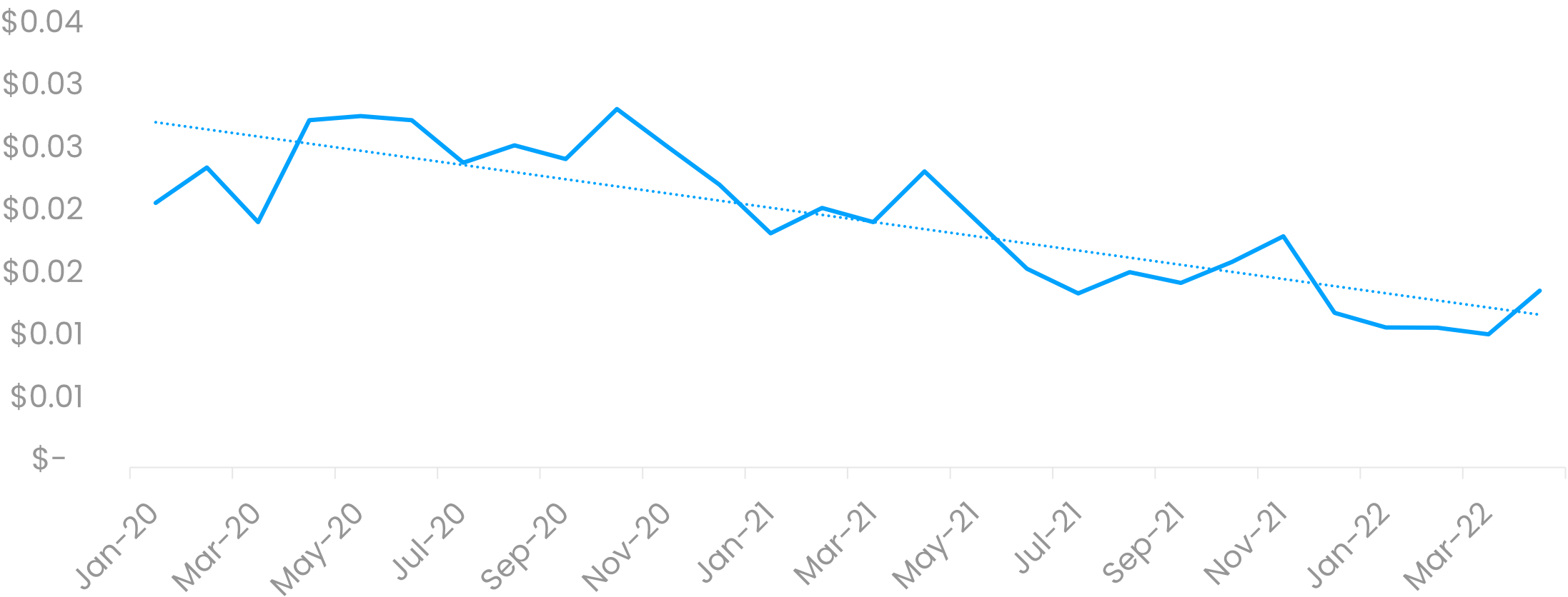
The Effects of **Increasing** SEO Traffic/Revenue on **CAC**

As % of SEO Increases, CAC **Decreases** Significantly

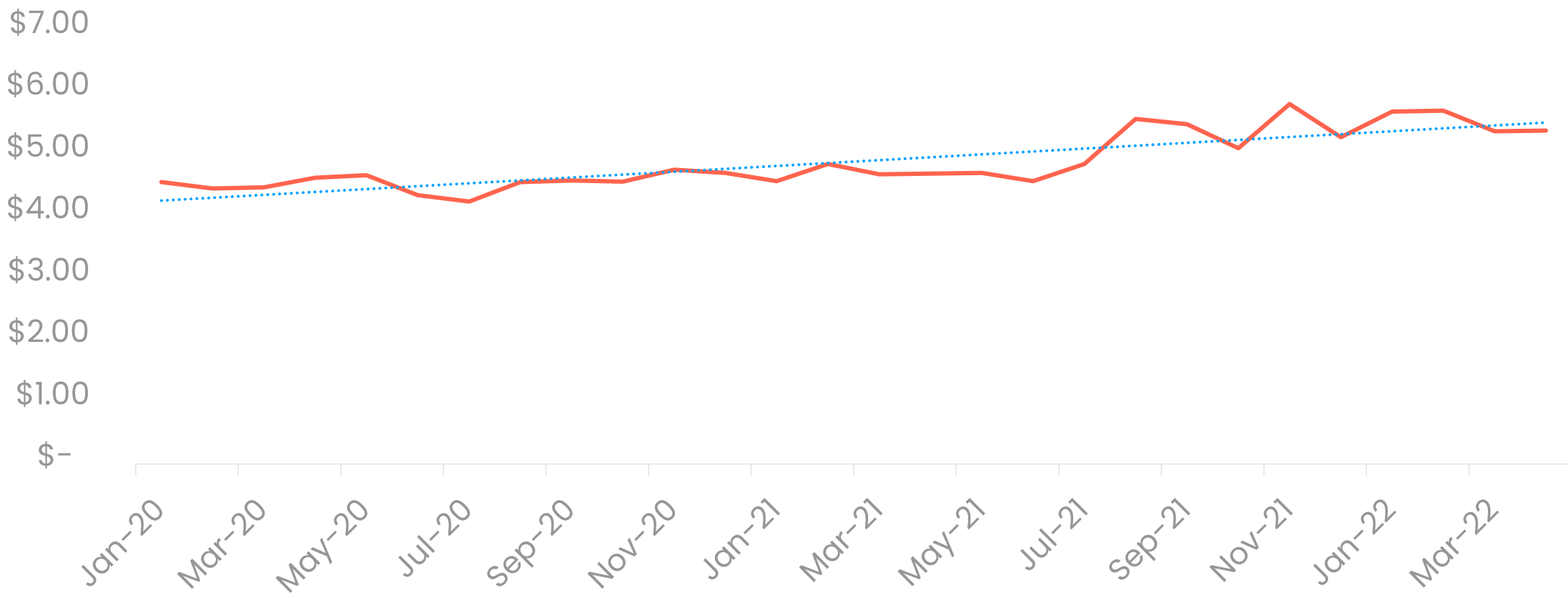


SEO Is the Highest Driver of ROI Across Any Digital Channel

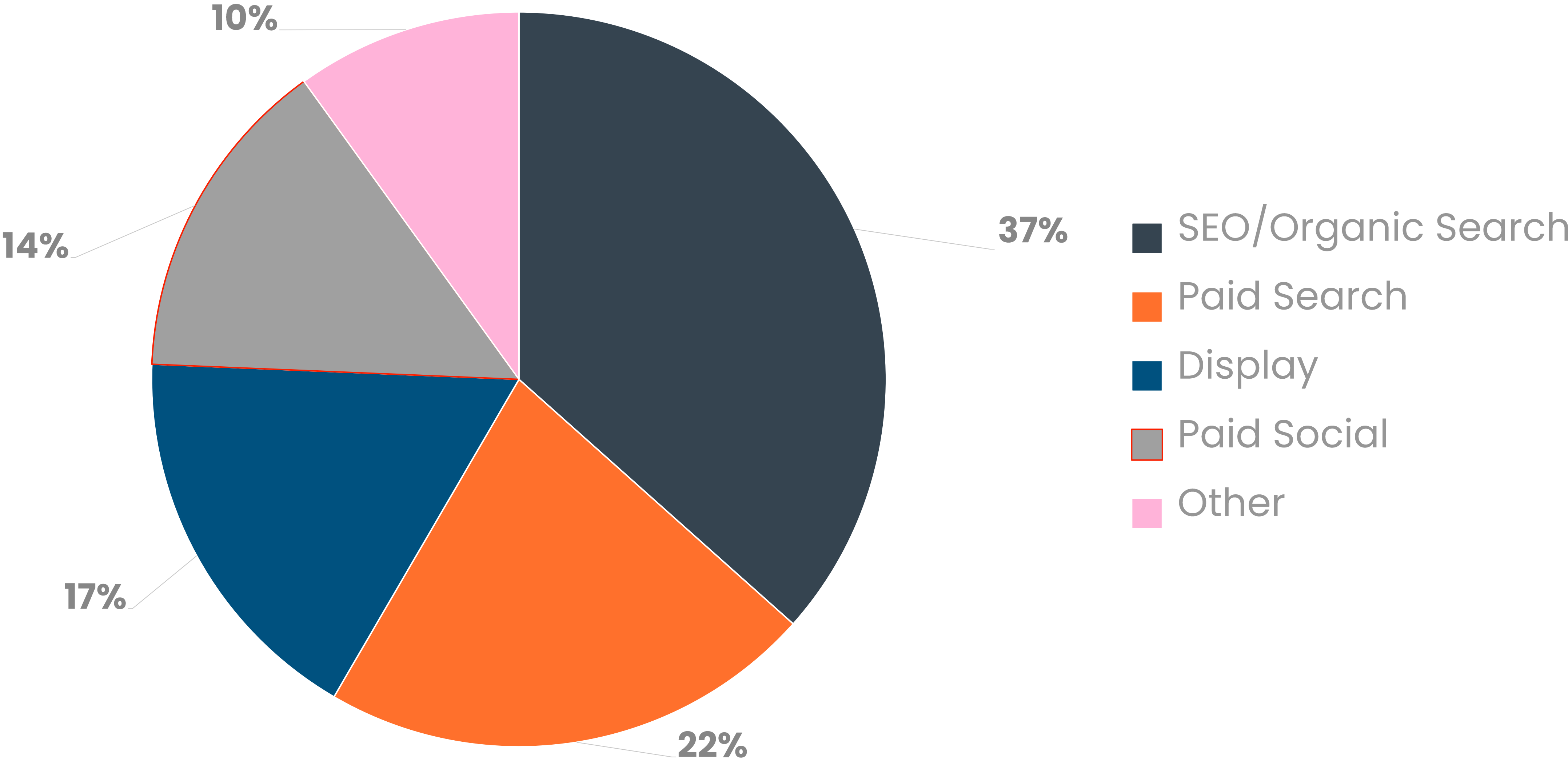
SEO eCPC



Paid Search CPC

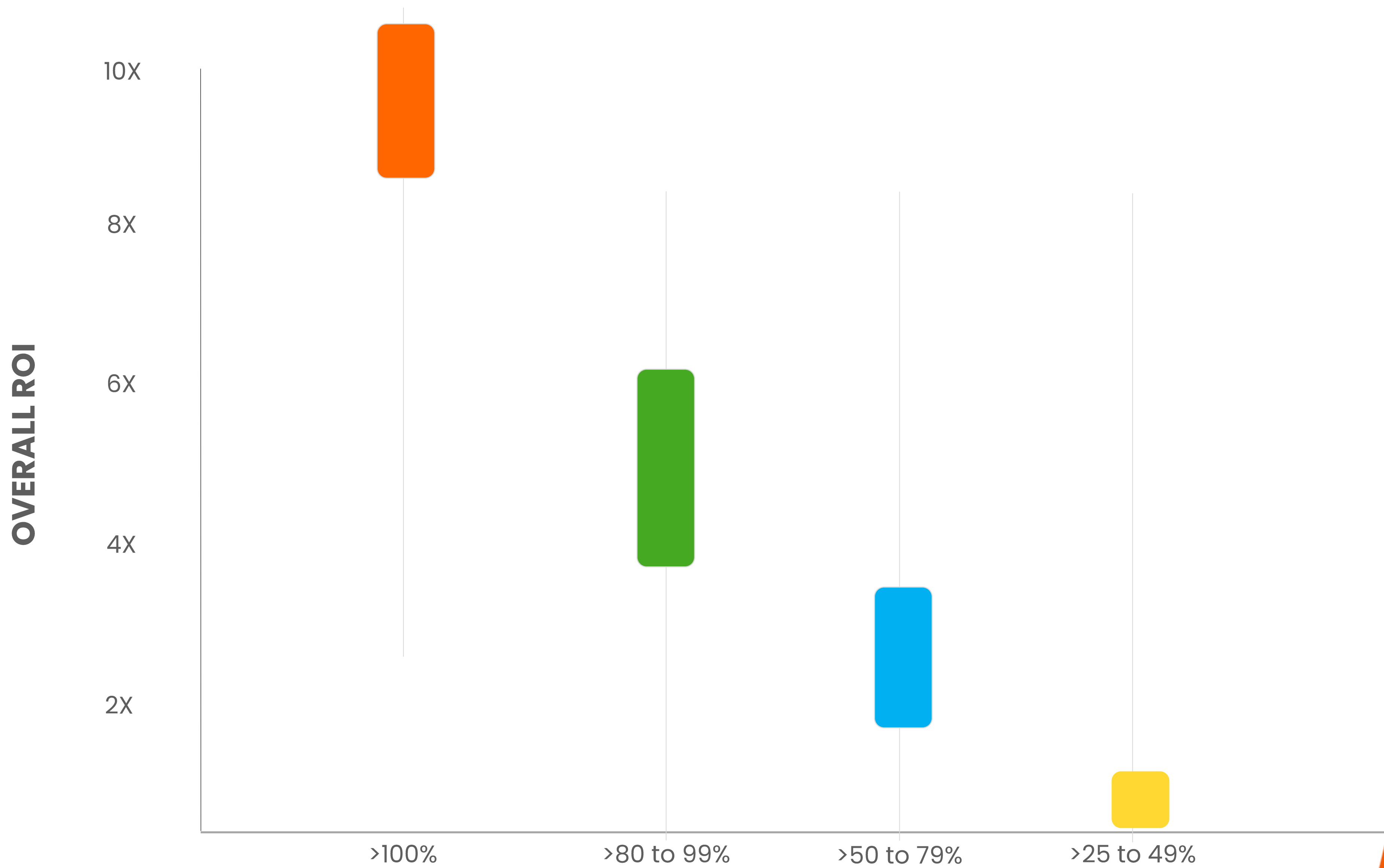


Sites That Invest in SEO, Drive Upwards of 35% Traffic From SEO



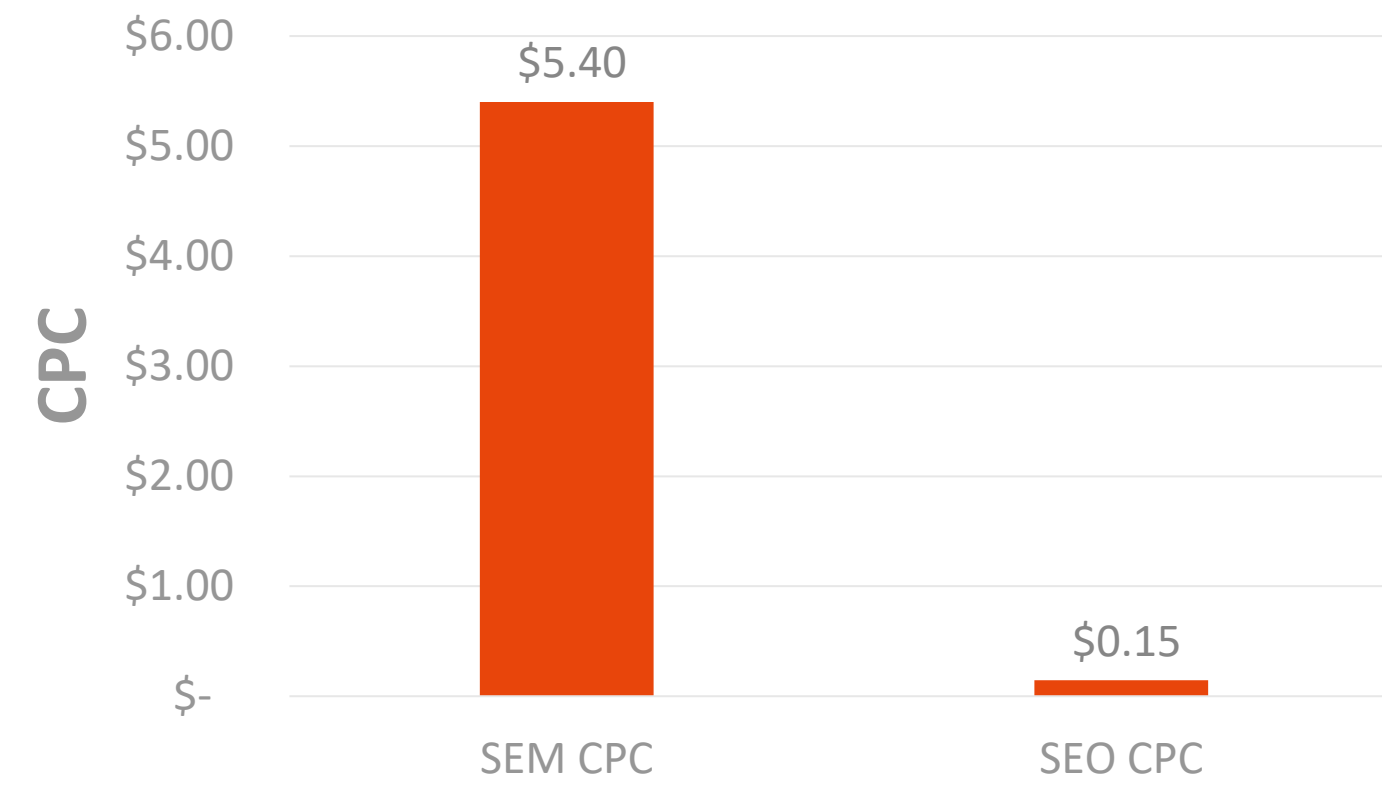
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If You're Driving Significant SEO Traffic, Your ROI Shoots Up!

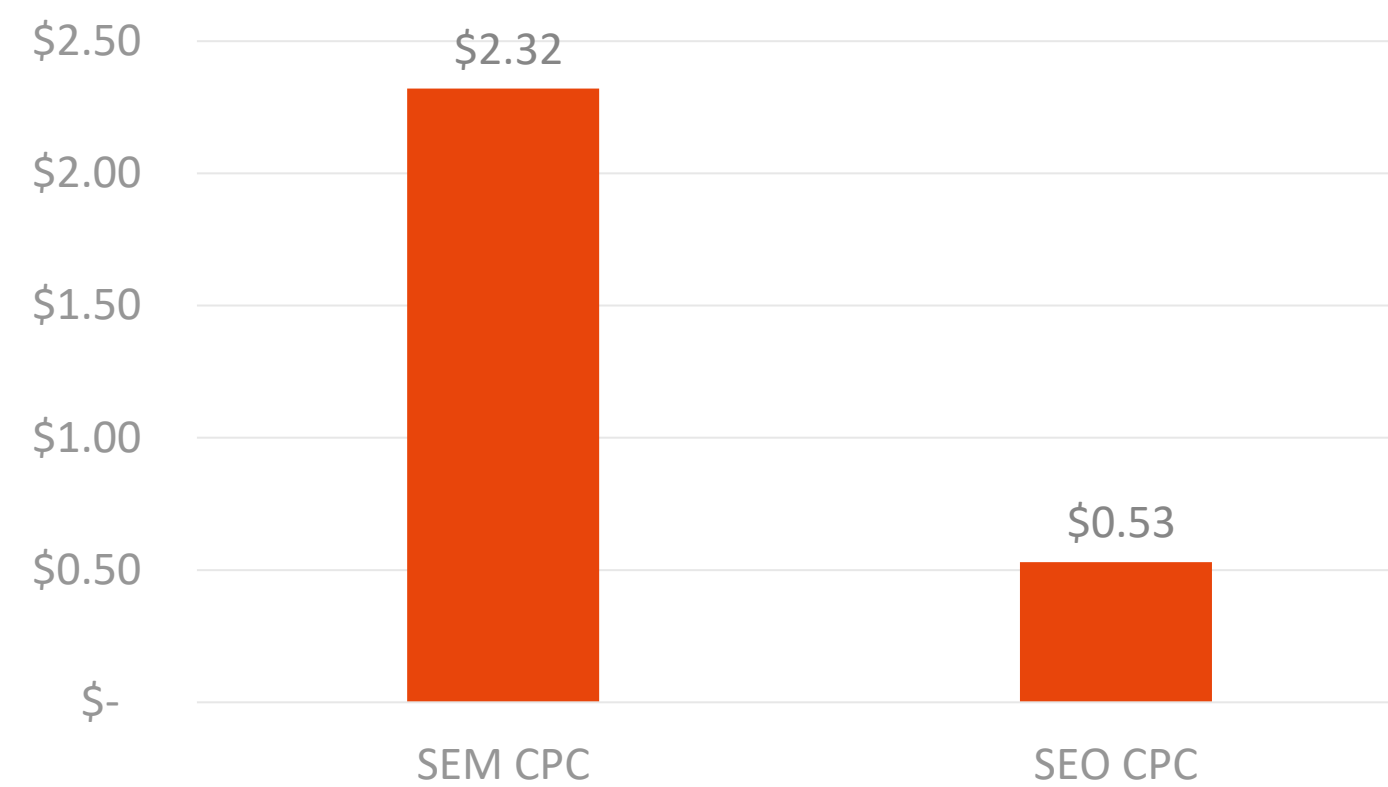


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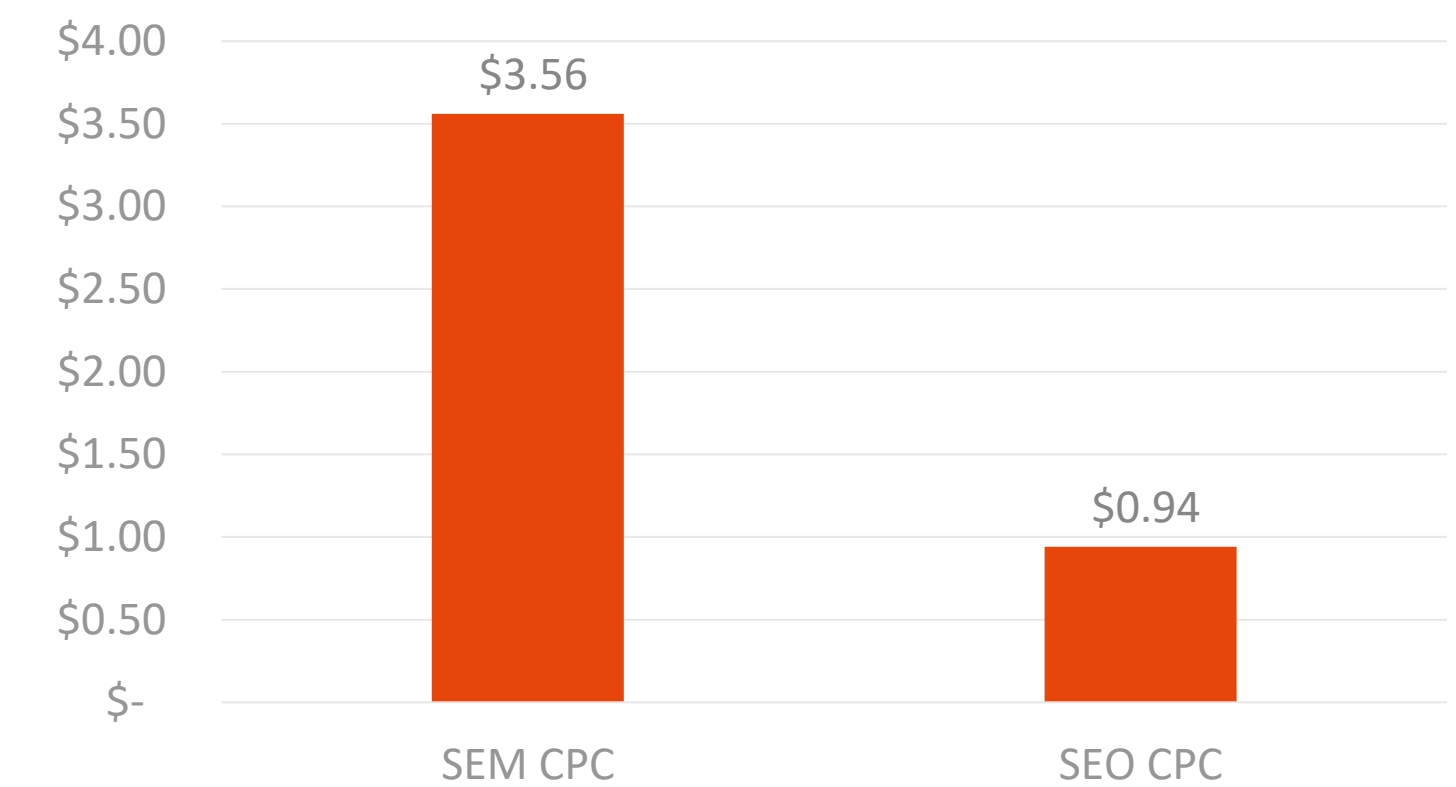
SEO Traffic as a % of Paid Search (Sessions)



Ecommerce (Personal Care)

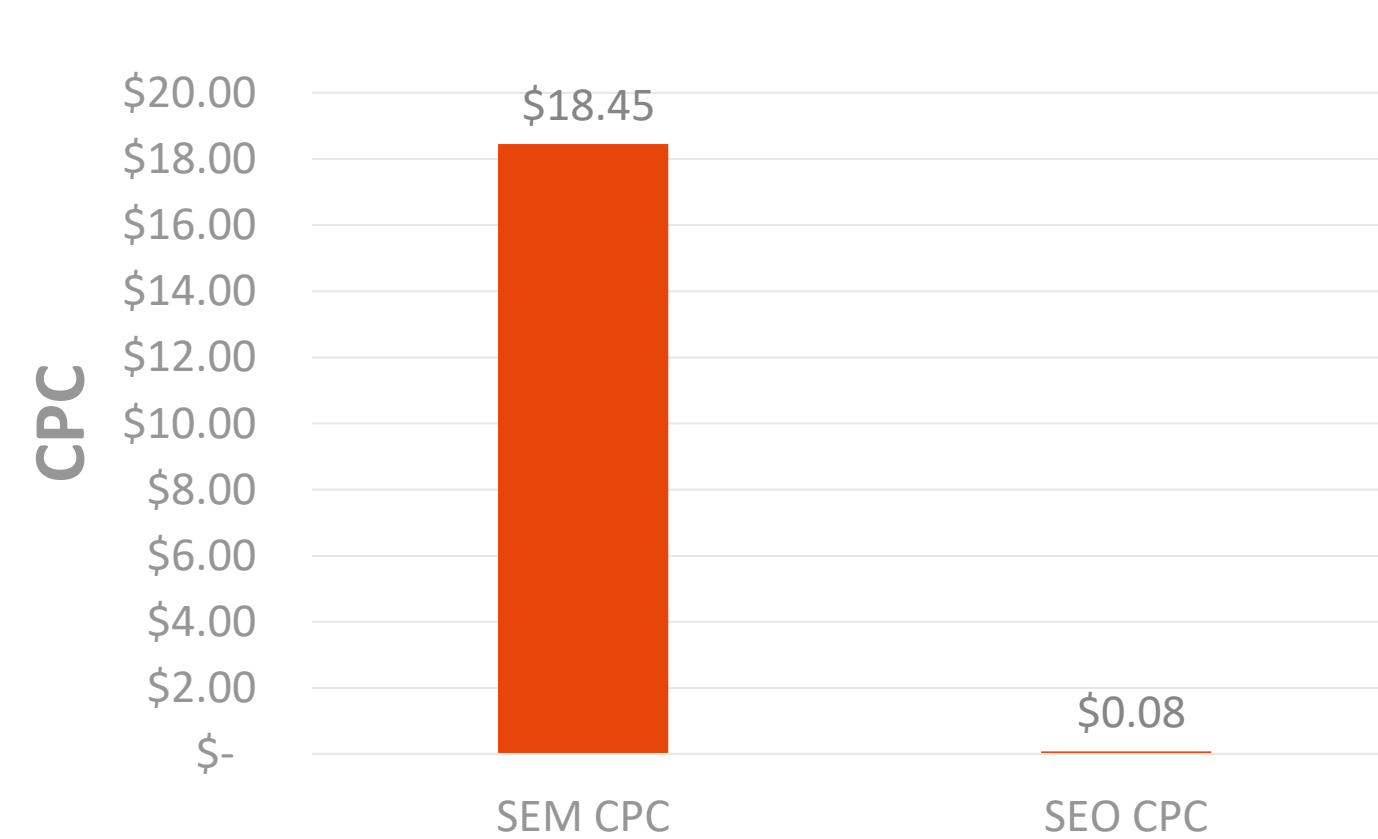


Ecommerce (Fashion)

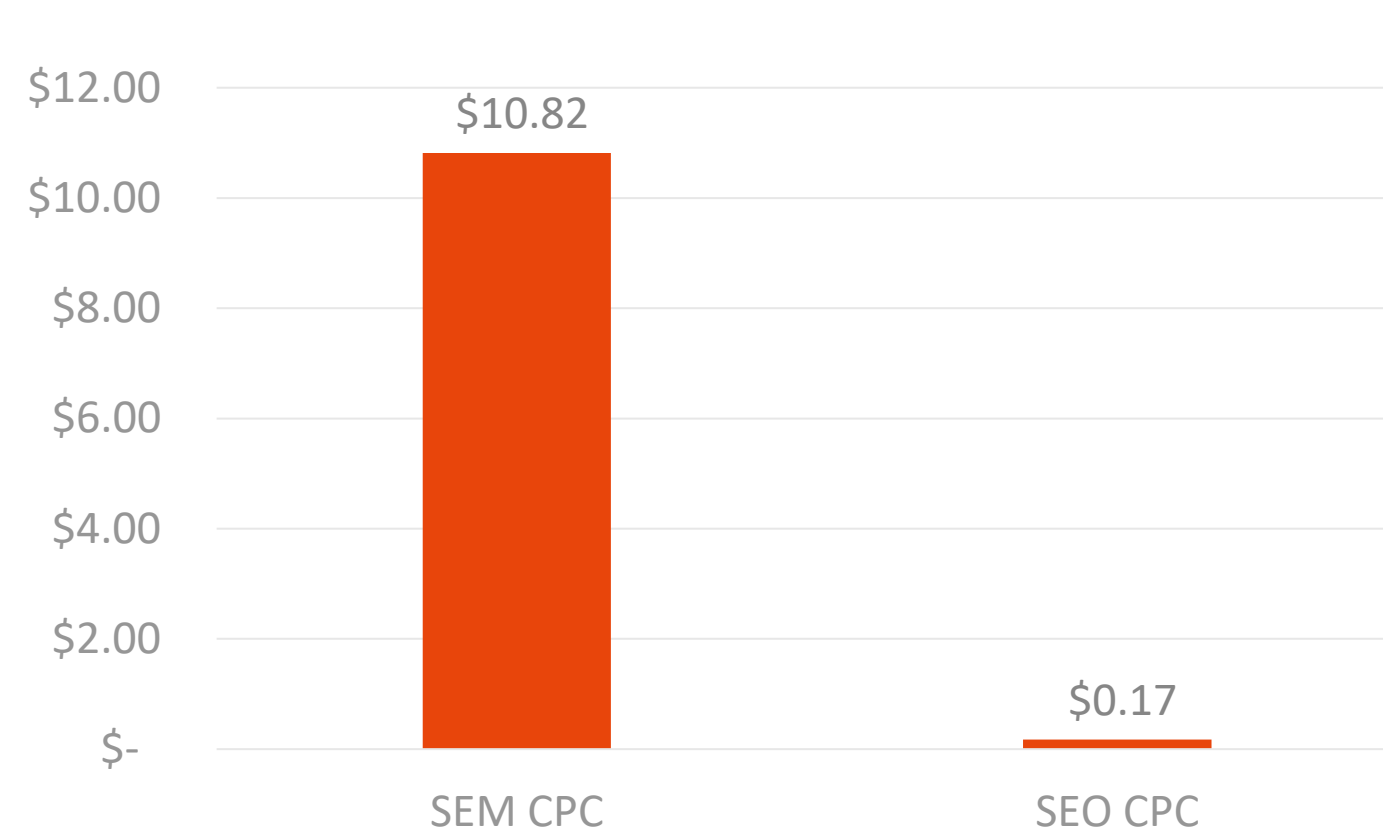


Finance (Investments)

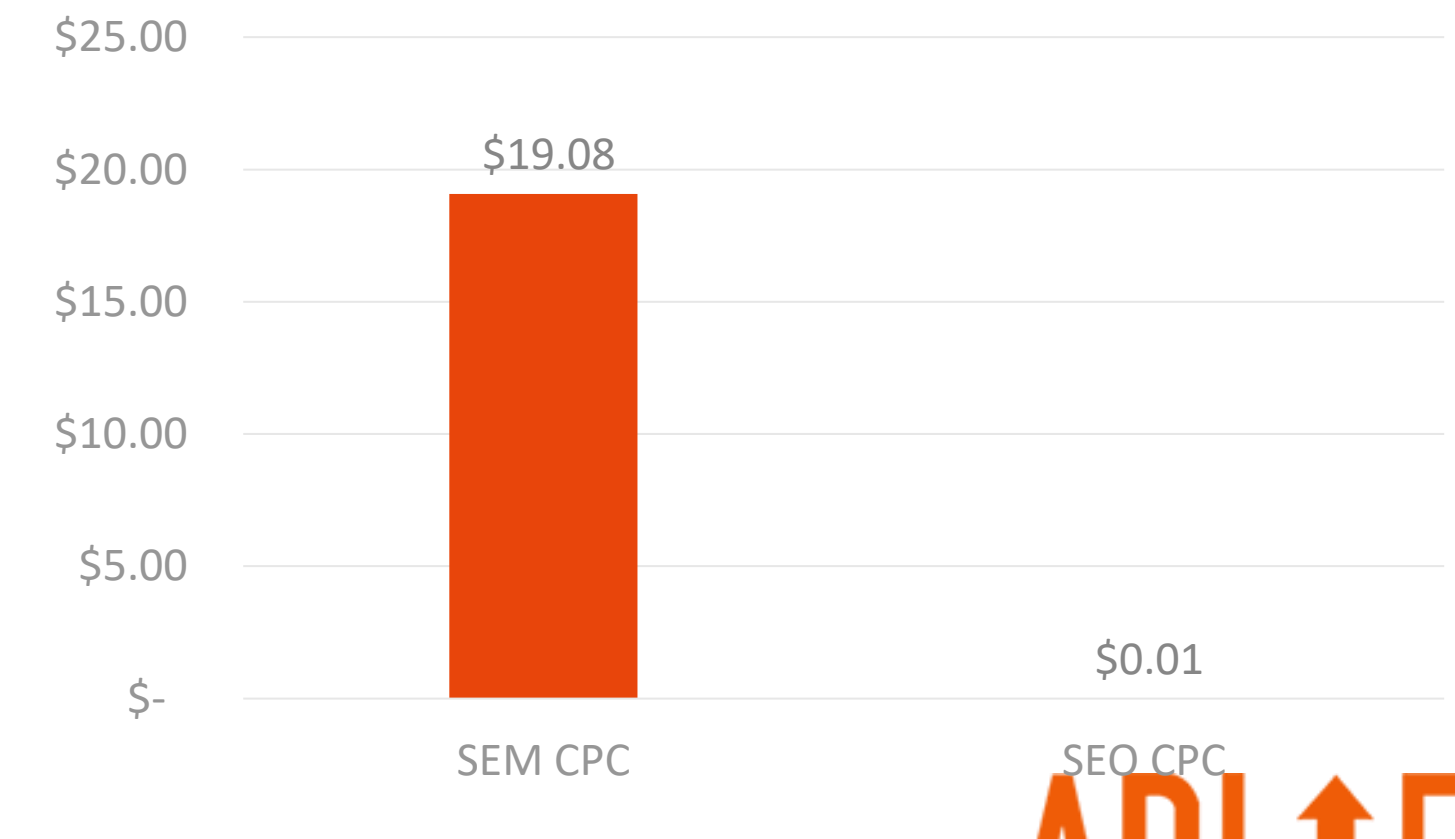
Paid CPCs are 3X to 50X+ Higher than **SEO eCPCs**



Finance (Insurance)

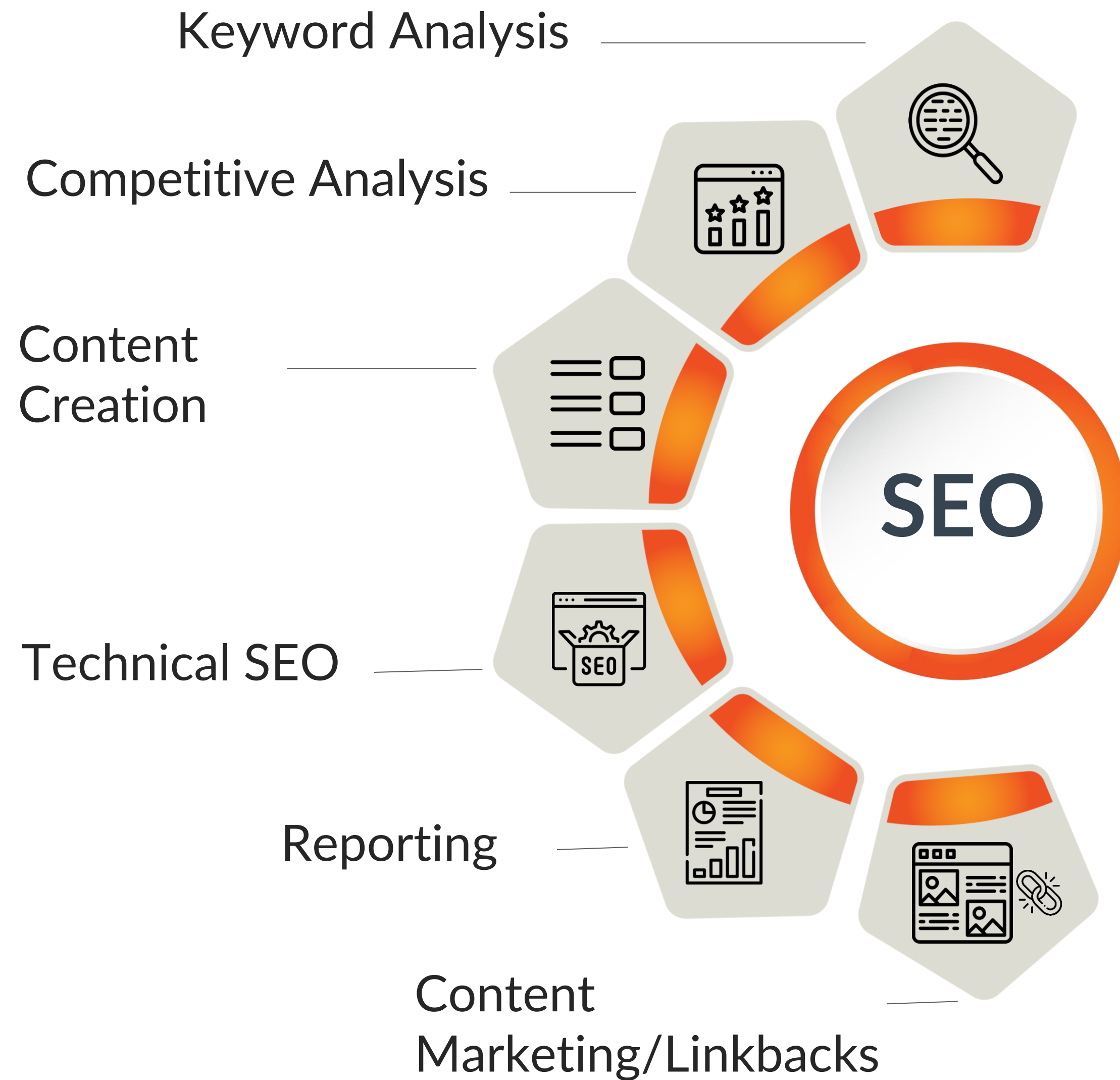


Education



B2B

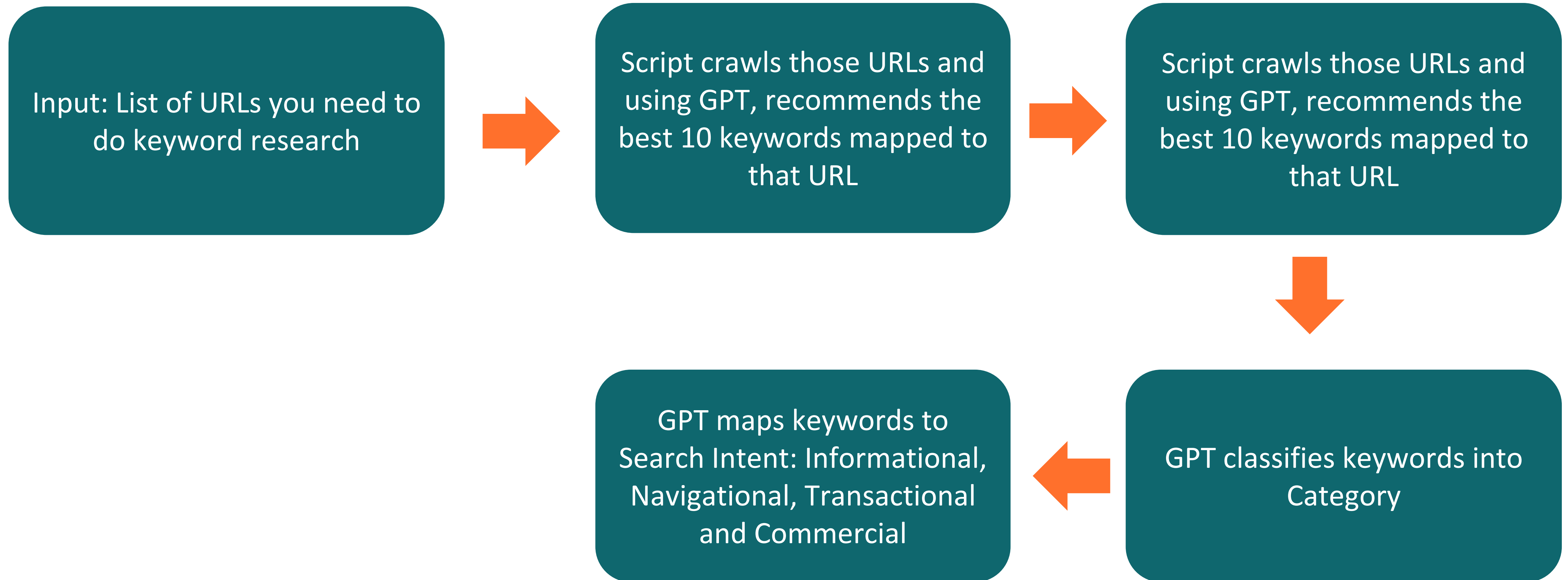
How Do We Increase **SEO Traffic**?



Let's Break Down SEO into Core Segments

Accelerate Keyword Research with AI

Keyword Analysis




+ Code + Text

✓ RAM
Disk

↑ ↓ ↺ 🗨 ⚙ 📄

 !pip install pandas requests openai bs4 openai google-colab

```
[67] from google.colab import files  
      uploaded = files.upload()
```

 landing_pages.csv

- **landing_pages.csv**(text/csv) - 1429 bytes, last modified: 6/7/2023 - 100% done
Saving landing_pages.csv to landing_pages (3).csv

```
[68] import pandas as pd  
      import requests  
      import csv  
      import openai  
      import bs4  
  
      # Set up OpenAI API  
      openai.api_key = "sk-6VOcr2PvdhxQLJMLG0JcT3B1bkFJS89xYQc9GCBV3O2PziUy"  
  
      import pandas as pd  
      df = pd.read_csv("landing_pages.csv")  
  
      # Create a new column for keyword suggestions  
      df["old_keywords"] = ""  
  
      # Iterate over the URLs and generate keyword suggestions
```


Leveraging Synergies Between Paid and SEO

Keyword Analysis



	Search Query ?	Acquisition				Behavior		Conversions	eCommerce	
		Clicks ? ↓	Cost ?	CPC ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
<input type="checkbox"/>	1. pina pro lamp									
<input type="checkbox"/>	2. pina pro									
<input type="checkbox"/>	3.									
<input type="checkbox"/>	4. pina pro cordless lamp									
<input type="checkbox"/>	5. zafferano america									
<input type="checkbox"/>	6. pina pro table lamp									
<input type="checkbox"/>	7. hudson valley lighting									
<input type="checkbox"/>	8. big ass fans									
<input type="checkbox"/>	9. outdoor lighting									
<input type="checkbox"/>	10. lighting									
<input type="checkbox"/>	11. zafferano table lamp									
<input type="checkbox"/>	12. pina light									



 Google Ads | Keyword plan

 Rank Tracker

Source: Google Analytics / @prashant. #DSATL



Leveraging Synergies Between Paid and SEO (Cont..)

Keyword Analysis



SEM Data								SEO Data	
Search Query	Clicks	Cost	CPC	Sessions	Ecommerce Conversion Rate	Transactions	Revenue	SEO Ranking	Average Search Volume
pina pro lamp								3	110
pina pro								3	70
pina pro cordless lamp								3	-
zafferano america								7	1,300
pina pro table lamp								3	390
hudson valley lighting								4	22,200
big ass fans								45	110,000
outdoor lighting								15	90,500
zafferano table lamp								4	170
pina light								3	1,300
track lighting								9	49,500
modern lighting								3	12,100
poldina pro table lamp								4	590
pendant lighting								8	110,000
kuzco lighting								3	9,900
modern ceiling fans								3	22,200
pina lamp								3	590
pino pro lamp								3	-
zafferano								12	1,600
poldina pro								5	590

Source: Google Analytics / SEMrush. #DSATL



Target Your High Revenue Products

Keyword Analysis

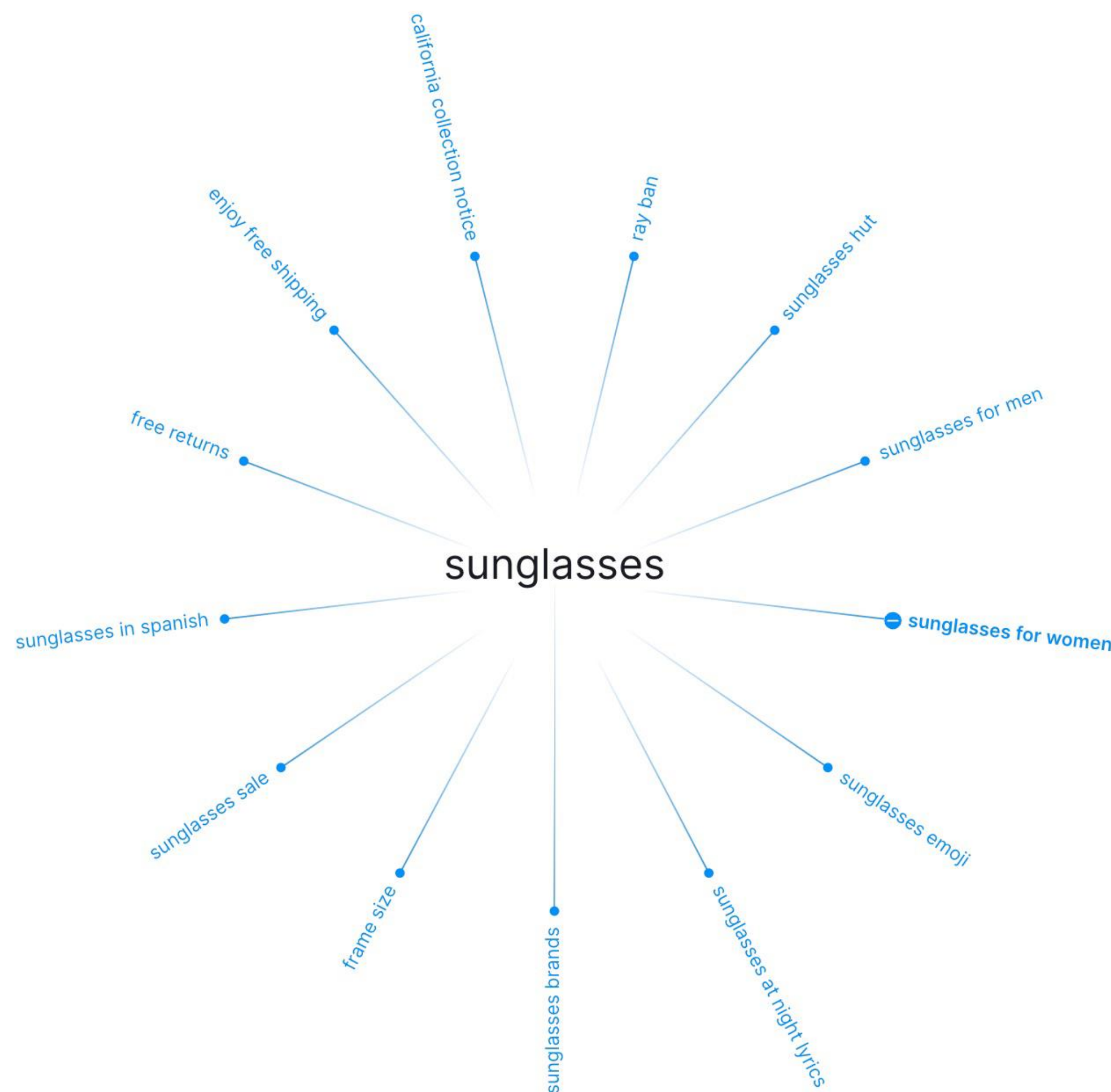


Product ?	Sales Performance			
	Product Revenue ? ↓	Unique Purchases ?	Quantity ?	Avg. Price ?
	\$1,569,497.34 % of Total: 100.00% (\$1,569,497.34)	34,478 % of Total: 100.00% (34,478)	34,633 % of Total: 100.00% (34,633)	\$45.32 Avg for View: \$45.32 (0.00%)
1. Sungold		314 (0.91%)	315 (0.91%)	
2. Evergreen		294 (0.85%)	294 (0.85%)	
3. Arctic Grey Pullover		191 (0.55%)	192 (0.55%)	
4. Amazon Explorer		237 (0.69%)	237 (0.68%)	
5. Midnight Black Pullover		175 (0.51%)	176 (0.51%)	
6. Solace Black		139 (0.40%)	140 (0.40%)	
7. Sahara Explorer		208 (0.60%)	209 (0.60%)	
8. Ocean Blue Pullover		156 (0.45%)	157 (0.45%)	
9. Arctic Explorer		189 (0.55%)	189 (0.55%)	
10. Emerald		125 (0.36%)	125 (0.36%)	
11. Dark Mocha		123 (0.36%)	123 (0.36%)	
12. Sand Knit		134 (0.39%)	134 (0.39%)	

Keyword	Avg. Search Volume	Ranking
olive sweatshirt	390	17
grey hoodie	49,500	>100
mens casual shirt	22,200	51
casual shirt	22,200	>100
black sweatshirts	22,200	>100
mustard casual shirt	22,200	>100
yellow casual shirt	22,200	>100
blue hoodie	22,200	>100
brown shirt	49,500	>100
brown cotton shirt	110,000	>100

Creating Compelling Content That Converts

Content Creation



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Headlines

- Sunglasses for Men & Women
- The 6 Best Sunglasses for Women of 2023
- Best Selling Sunglasses For Women
- Women's Sunglasses
- Polarized Sunglasses for Women
- Luxury Designer Sunglasses for Women
- Shop Sunglasses for Women
- Women's Designer Sunglasses & Eyewear
- Women's Designer Sunglasses
- Sunglasses & Goggles For Women

Questions

All What How Which Why

- What is the best best sunglasses for women?
- Where can I buy womens sunglasses online?
- How does one tell the gender of sunglasses?
- What's in style for women's sunglasses?
- What are the best stylish sunglasses for women and men?
- What colour of sunglasses are best for girls?
- Which brand makes the best sunglasses?

Creating Compelling Content That Converts

Content Creation



Created by KeywordsPeopleUse.com

Creating Compelling Content That Converts (Cont..)

Content Creation



1

Export topic to XLSX

Creating Compelling Content - AdLift

File Edit View Insert Format Data Tools Extensions Help

100%

123

fx

	A	B	
1			
2		Prompt	As an expert on Sung
3			
4	Topic	Content Idea type	
5	sunglasses	Question	Which sunglasses are better, Maui Jim or Ray-Ban?
6	sunglasses	Question	Are Prada sunglasses worth the money?
7	sunglasses	Question	Do sunglasses need to be polarized?
8	sunglasses	Question	What is a decent price range for good aviator sunglasses?
9	sunglasses	Question	What are the best sunglasses under \$50?
10	sunglasses	Question	How can I tell if my sunglasses are UV protected?
11	sunglasses	Question	What are the best audio sunglasses that you can buy today?
12	sunglasses	Question	What sunglasses suit a man's face?
13	sunglasses	Question	What are the best sunglasses for women under \$100?
14	sunglasses	Question	What are the best Wayfarer sunglasses for women?
15	sunglasses	Question	What's in style for women's sunglasses?
16	sunglasses	Question	What sport sunglasses do people wear?
17	sunglasses	Question	Are expensive sunglasses really better?
18	sunglasses	Question	Which is best polarized or UV protection sunglasses?
19	sunglasses	Question	What does a good pair of sunglasses cost?
20	sunglasses	Question	What is the biggest problem with cheap sunglasses?
21	sunglasses	Question	What color blocks the most UV rays?
22	sunglasses	Question	Which type of sunglass lenses gives the best sun protection?

Add-ons

Macros

Apps Script

AppSheet

GPT for Sheets™ and Docs™

Launch & Enable functions

Set API key

Import data to Google Sheets

Mail merge from Google Sheets

Help

GPT for Sheets™ and Docs™

Home

BETA

High latency in selected OpenAI model

GPT functions

List of GPT functions

Default settings

GPT formulas controls

Tips

Google Sheets assistant

Generate formula

Explain formula

This sidebar is free while in BETA

Help

Feedback

Examples

↶↷🖨🔗

100%

\$% $\frac{\square}{\square}$ 123

Droid ...

10

B*I* $\frac{\square}{\square}$ A

⋮

^

D5				
	A	B	C	D
1				
2		Prompt	As an expert on Sunglasses, answer this in 250 words or less	
3				
4	Topic	Content Idea type	Content Idea	Content Output
5	sunglasses	Question	Which sunglasses are better, Maui Jim or Ray-Ban?	
6	sunglasses	Question	Are Prada sunglasses worth the money?	
7	sunglasses	Question	Do sunglasses need to be polarized?	
8	sunglasses	Question	What is a decent price range for good aviator sunglasses?	
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GPT for Sheets™ and Docs™

Home

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Generate formula

Explain formula

This sidebar is free while in BETA

HelpFeedbackExamples

ChatGPT Prompts to Write & Optimize Content

Content Creation



Please write 10 alternative titles for this blog post: "Sunglasses Trends for 2023"

< 2 / 2 >



1. "Shade Game: The Hottest Sunglasses Trends of 2023"
2. "Cool and Chic: Unveiling the Sunglasses Trends Dominating 2023"
3. "Sun-Kissed Style: The Ultimate Guide to Sunglasses Trends in 2023"
4. "Fashion Forward: Exploring the Trendsetting Sunglasses of 2023"
5. "2023 Vision: The Must-Have Sunglasses Styles for the Trend-Conscious"
6. "Sunshine Style: Discover the Top Sunglasses Trends for 2023"
7. "Eyes on Fashion: Trendy Sunglasses to Elevate Your 2023 Look"
8. "Sizzling Shades: Breaking Down the Hottest Sunglasses Trends in 2023"
9. "Sunny Side Up: Embrace the Latest Sunglasses Trends of 2023"
10. "Sunglasses Sizzle: Unveiling the Fashionable Eyewear Trends of 2023"



As a content marketing specialist, create a 1200 word article on Cool and Chic: Unveiling the Sunglasses Trends Dominating 2023. Targeting fashion enthusiasts and trendsetters.

< 4 / 4 >



Title: Cool and Chic: Unveiling the Sunglasses Trends Dominating 2023



Introduction:

When it comes to fashion, sunglasses are not just a functional accessory to protect your eyes from the sun's rays. They have become an essential style statement that can elevate any outfit and reflect your personal taste. As we step into 2023, the sunglasses trends have undergone a refreshing transformation, offering fashion enthusiasts and trendsetters a plethora of cool and chic options to choose from. In this article, we will unveil the sunglasses trends that are set to dominate the fashion scene in 2023, ensuring you stay ahead of the style curve.

1. Oversized Glamour:

The allure of oversized sunglasses continues to reign supreme in 2023. These glamorous shades make a bold statement and exude a sense of confidence. Think large frames with exaggerated shapes, from rectangular to cat-eye and everything in between. Oversized sunglasses not only provide excellent protection from the sun but also add a touch of Hollywood glamour to any outfit. Whether you opt for classic black frames or experiment with vibrant colors, oversized sunglasses are a must-have for fashion-forward individuals this year.



write a comprehensive guide to buying aviator sunglasses



Title: The Comprehensive Guide to Buying Aviator Sunglasses



Introduction:

Aviator sunglasses have stood the test of time, maintaining their status as a timeless and iconic eyewear style. Originally designed for pilots in the 1930s, aviators have transcended their utilitarian origins to become a fashion staple loved by men and women alike. With their distinctive teardrop shape and versatile design, aviator sunglasses offer a blend of classic elegance and contemporary cool. In this comprehensive guide, we will walk you through the essential factors to consider when buying aviator sunglasses, ensuring you find the perfect pair to elevate your style and protect your eyes.

1. Face Shape Considerations:

One of the key factors in choosing the right aviator sunglasses is considering your face shape. Different face shapes suit different frame styles, and aviators are no exception. Here's a breakdown of aviator sunglasses for different face shapes:

- **Oval Face:** Lucky you! Oval faces are well-suited to most sunglasses styles, including aviators. Experiment with different sizes and shapes to find the perfect fit.
- **Round Face:** Opt for larger aviator frames with slightly angular edges to create balance and add definition to your face.

Acquire. Amplify. Advance.

Getting Creative with Prompts

Content Creation



Keyword Research

Identify 10 SEO keywords related to [topic]/[URL]

Create a **list** of 5 SEO keywords related to the following product description [product description].

Blog Titles

Write 3 examples of alternative blog post titles with higher **CTR** for [topic].

Make the blog post titled [title] more **catchy**

Blog Articles

Write a detailed outline for a blog post titled [title] with **a 2-level heading structure.**"

As an **SEO expert**, create a blog article on [topic name]. **Target** digital marketing experts, use intriguing **tone**.

...or Sharpening Your Poker Skills



You're playing poker with 4 other people. You've been dealt AK suited hearts. What's your pre-flop move?



As an AI language model, I don't have personal preferences or the ability to engage in real-time gameplay. However, I can provide you with general guidelines for playing a strong starting hand like AK suited (Ace-King suited) in a typical poker game.



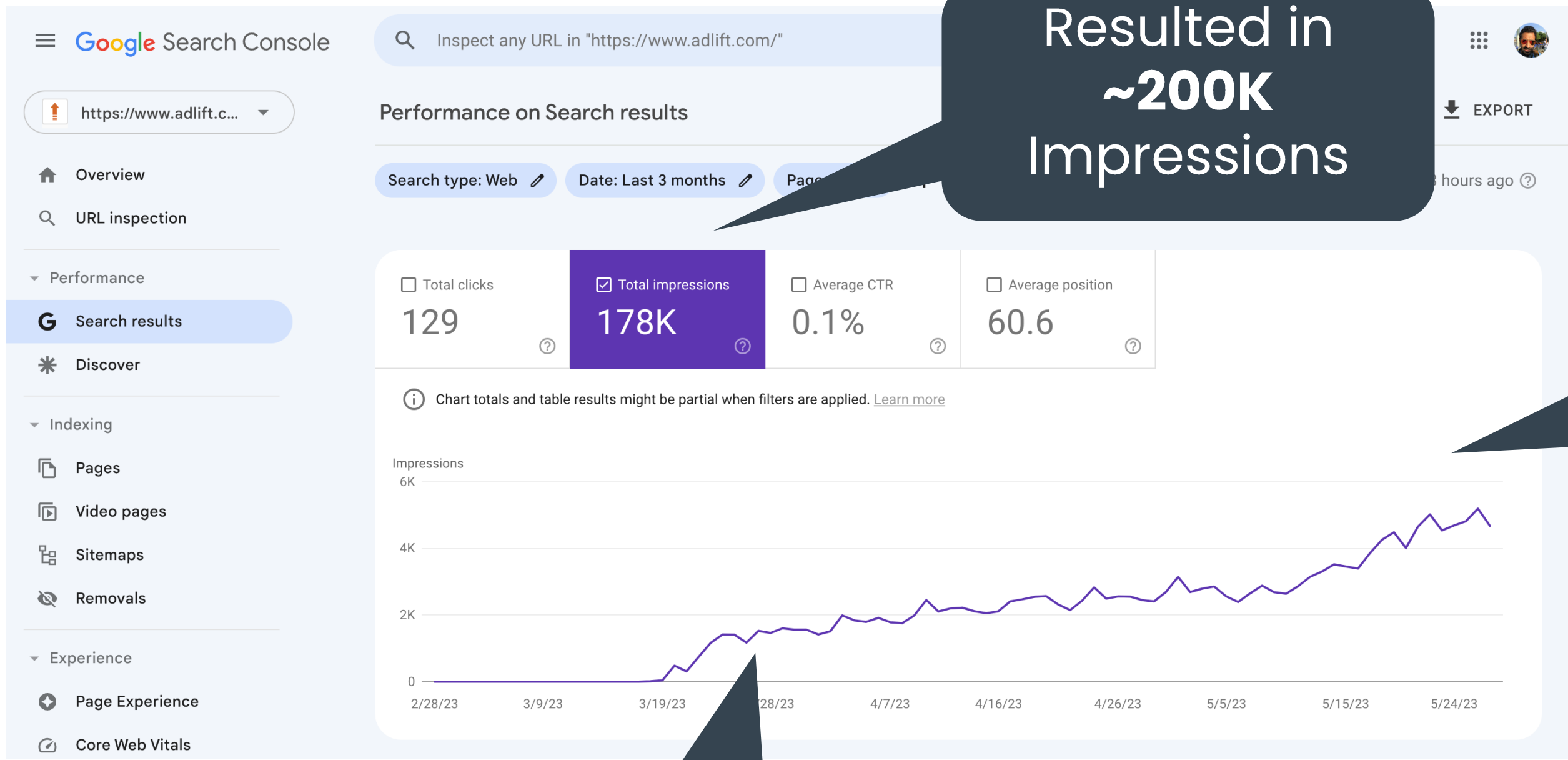
With AK suited hearts, it's generally considered a strong hand in Texas Hold'em. Here are a few pre-flop options you could consider:

1. **Raise:** You can choose to make a significant raise to put pressure on your opponents and potentially isolate weaker hands. The exact amount would depend on factors such as the table dynamics, stack sizes, and your position.
2. **Re-raise (3-bet):** If there has been a raise before your turn, you can choose to re-raise (3-bet) to further increase the pot and potentially narrow the field, especially if you have reason to believe the initial raiser has a weaker hand.
3. **Call:** If the action before you has been minimal and the pot is not yet large, you can opt to call and see the flop, especially if you are in an early position and wish to keep more players in the hand.

The choice of action will depend on various factors such as your table image, stack sizes, position, opponents' tendencies, and the specific dynamics of the game. It's important to adapt your strategy to the situation and make decisions based on a combination of sound poker principles and the specific circumstances of the hand.

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This Works!



Resulted in
~200K
Impressions

Created **240** AI
articles in 3 months

Next Step: Optimize
for Rankings

Started creating
AI generated
articles in March
2023

Mobile Usability

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top pages					↓ Impressions Position
https://www.adlift.com/blog/the-top-tools-for-checking-your-websites-domain-authority/s/					60,685 57.1
https://www.adlift.com/blog/maximize-your-seo-potential-how-a-spam-score-checker-can-help/s/					16,639 49.3
https://www.adlift.com/blog/nofollow-vs-dofollow-backlinks-which-is-more-valuable-for-seo/s/					9,548 78.4
https://www.adlift.com/blog/what-is-domain-rating-a-complete-guide/s/					6,689 77.5
https://www.adlift.com/blog/what-are-breadcrumbs-and-why-are-they-important-for-your-website/s/					5,596 61.6
https://www.adlift.com/blog/a-step-by-step-guide-to-google-serp-analysis/s/					5,321 68.2
https://www.adlift.com/blog/keyword-mapping-organizing-your-content-strategy-for-maximum-impact/s/					3,975 82.2
https://www.adlift.com/blog/the-different-types-of-keywords-and-how-to-use-them/s/					3,470 47.6
https://www.adlift.com/in/blog/10-proven-tactics-on-how-to-increase-domain-authority/s/					3,345 67.1
https://www.adlift.com/in/blog/maximize-your-seo-potential-how-a-spam-score-checker-can-help/s/					3,314 37.2

Rows per page: 10 1-10 of 243

Leveraging Existing Blog Posts to Create Videos

Content Creation



polarized vs non polarized sunglasses



YouTube

[https://www.youtube.com > watch](https://www.youtube.com/watch)

Polarized VS Non Polarized Sunglasses - YouTube



Learn the difference between **polarized vs non polarized sunglasses**! Check out my sunglasses collection here: <https://youtu.be/HwqBB-Jx7NQ> ...

YouTube · Doctor Eye Health · Jul 31, 2020

10 key moments in this video



Sunki

[https://sunki.com > blogs > sunglasses-guide > polariz...](https://sunki.com/blogs/sunglasses-guide/polariz...)

Polarized vs. Non-Polarized Sunglasses

Non-polarized sunglasses simply reduce the intensity of the light. Non-polarized lenses effectively treat all kinds of light the same, without recognizing the ...



Sunglass Fix

[https://www.thesunglassfix.com > polarized-vs-non-po...](https://www.thesunglassfix.com/polarized-vs-non-po...)

Polarized vs. Non-polarized Sunglasses - Blog

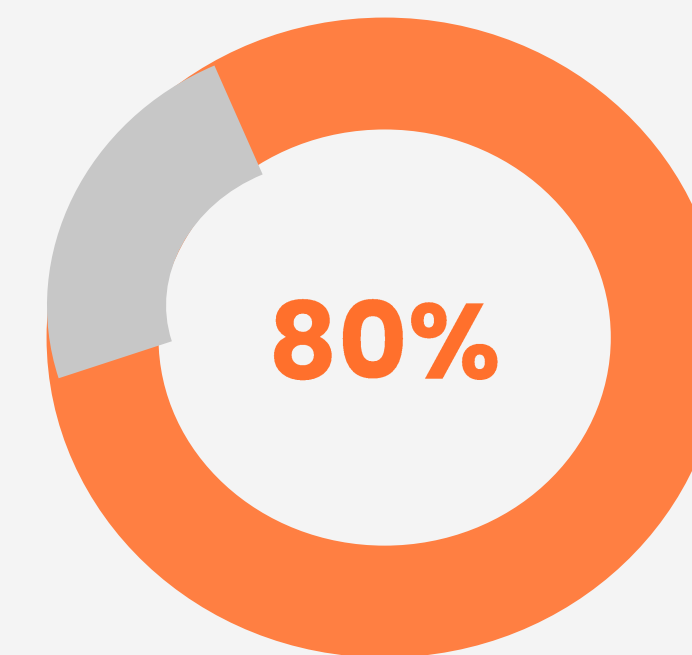
Oct 25, 2021 — Non-polarized lenses, put simply, only offer protection from light; they do not contain a filter allowing them to cancel out surface glare. So, ...

Related searches

Best polarized sunglasses

83% of marketers generate leads through video marketing – Wyzowl

83%



Including a video on your landing page can boost your conversion rate by up to 80% –

Unbounce

@puriprashant. #DSATL

ADL↑FT
Acquire. Amplify. Advance.

AI Can Turn **Text** into **Videos** Within Minutes

Content Creation



<https://www.adlift.com/blog/creating-blog-posts-that-convert-a-guide-for-marketer/s/>

Story

Visuals

Elements

Audio

Text

Styles

Branding

Format

Project

Creating Blog Posts

Search...

Scene 1

Creating Blog Posts That Convert: A Guide for Marketers

Scene 2

Blog content marketing has become a popular way for marketers to reach out to their **audience** and promote their brands.

Scene 3

Understand Your Audience.

Scene 4

By creating buyer personas, you can create a blog content marketing strategy that resonates with your audience and address their pain points.

Scene 5

Write Attention-Grabbing Headlines.

Scene 6

Your headline is the first thing that visitors see when they come to your

Scene duration: 4.8s


Estimated video duration: 1m 37s

Previous

Preview

Download

+



+

Undo

Redo

Delete

Preview

Trim video

Add voice-over

Settings

Intro scene

Scene 1

Scene 2

Scene 3

Scene 4

Scene 5

Story

Visuals

Elements

Audio

Text

Styles

Branding

Format

Project

Creating Blog Posts

Background music

Voice-over

My uploads

Recent

Volume

Search voice-over tracks

Languages

Speed - normal

Adison, female

Jackson, MALE

Liam, MALE

Joanna, female

Ivy (child), female

Kendra, female

Kimberly, female

Matthew, male

Justin (child), male

Salli, female

Joey, male

Kevin (child), male

Eugene, male

Male

Female

Applied

ADLIFT
Acquire. Amplify. Advance.

Source: Pictory


@puriprashant. #DSATL

Let's Broaden Our SEO Lens

Content Creations & Optimization





1 People also ask



sunglasses for men

×



People also ask

What is a good pair of sunglasses for men?

What brand sunglasses are best?


Which sunglass shade is best?

What sunglasses are in style?

Feedback

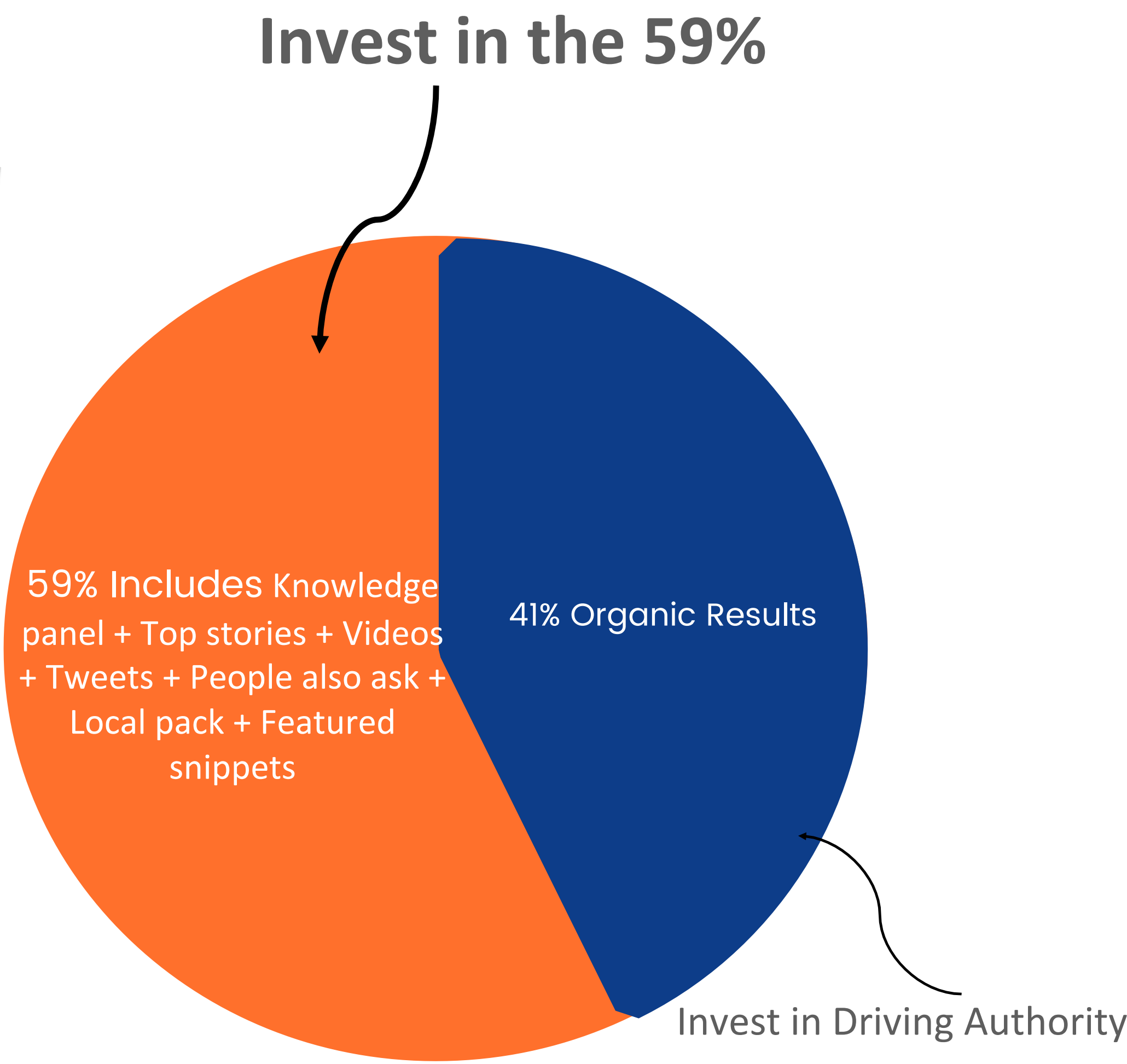
<https://www.nordstrom.com> > Men > Accessories

Men's Sunglasses & Eyewear - Nordstrom



Shop online for **men's sunglasses** & eyeglasses at Nordstrom.com. Find polarized & blue-light blocking lens in aviator & round frames. Free shipping.

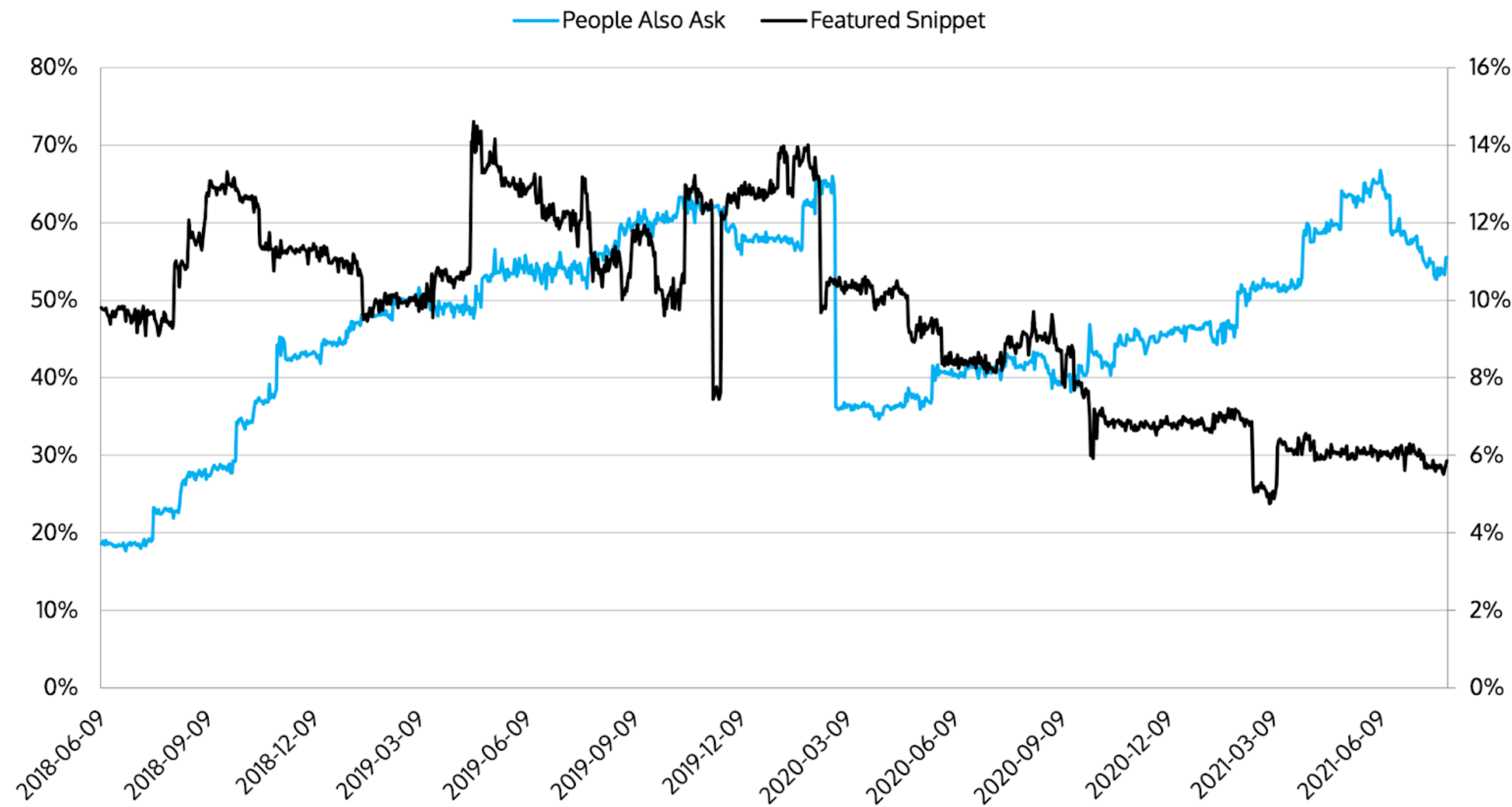
[Designer Sunglasses & Eyewear](#) · [Men's Aviators](#) · [Gucci](#) · [Oakley](#)



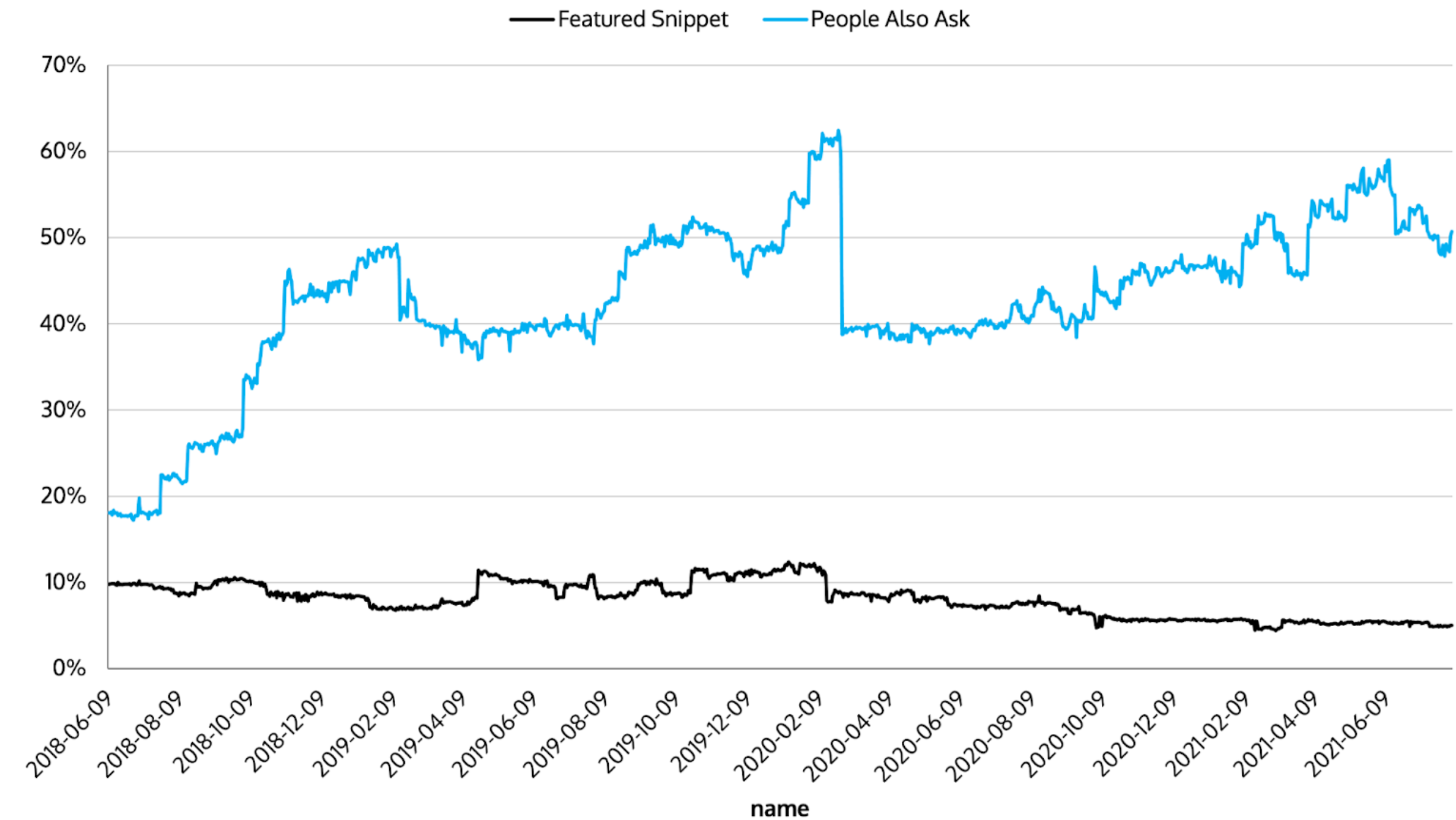
@puriprashant. #DSA1L

'People Also Ask' vs. Featured Snippets

% of SERPs with Featured Snippets vs PAAs (Desktop)



% of SERPs with Featured Snippets vs PAAs (Mobile)



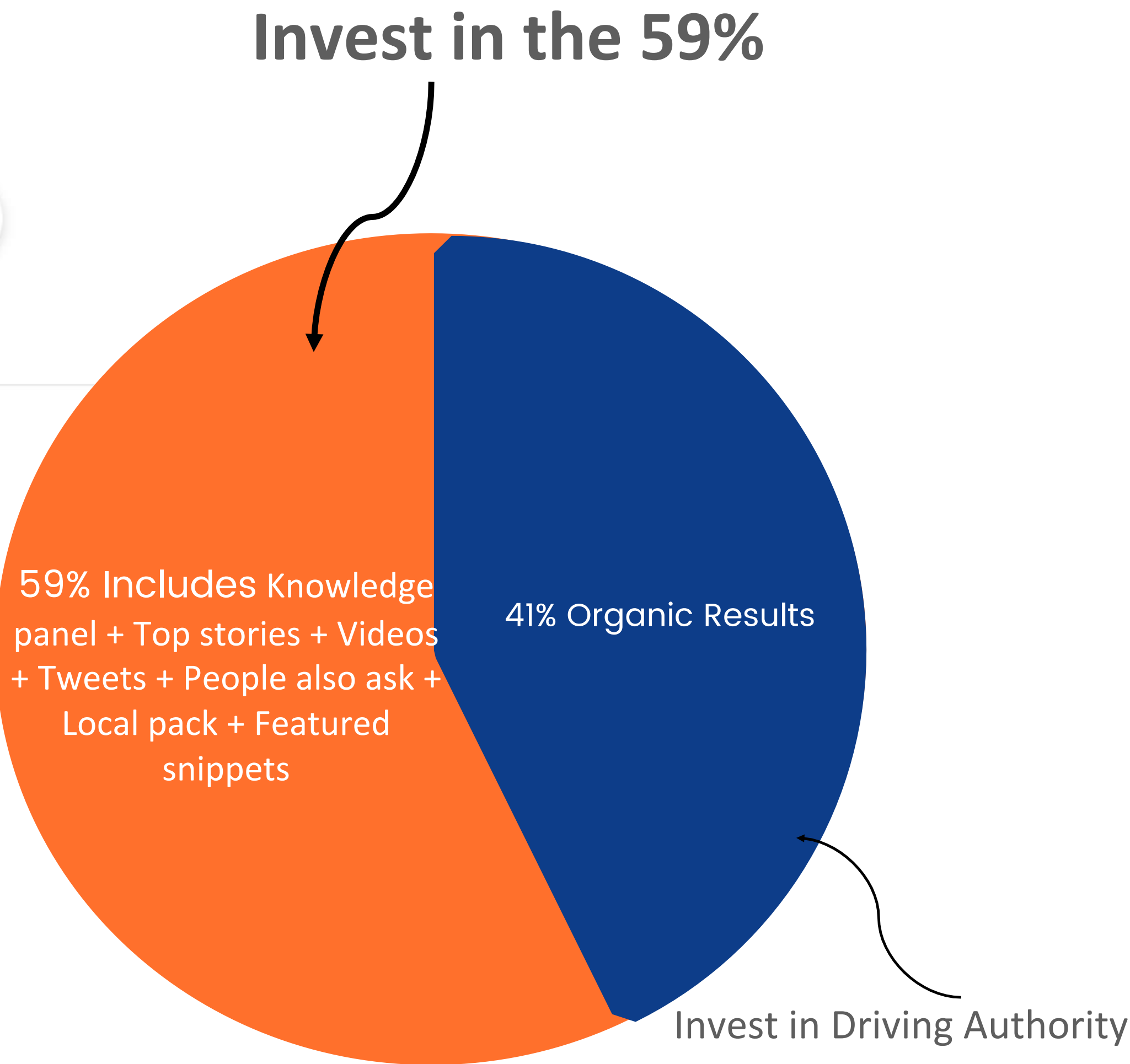
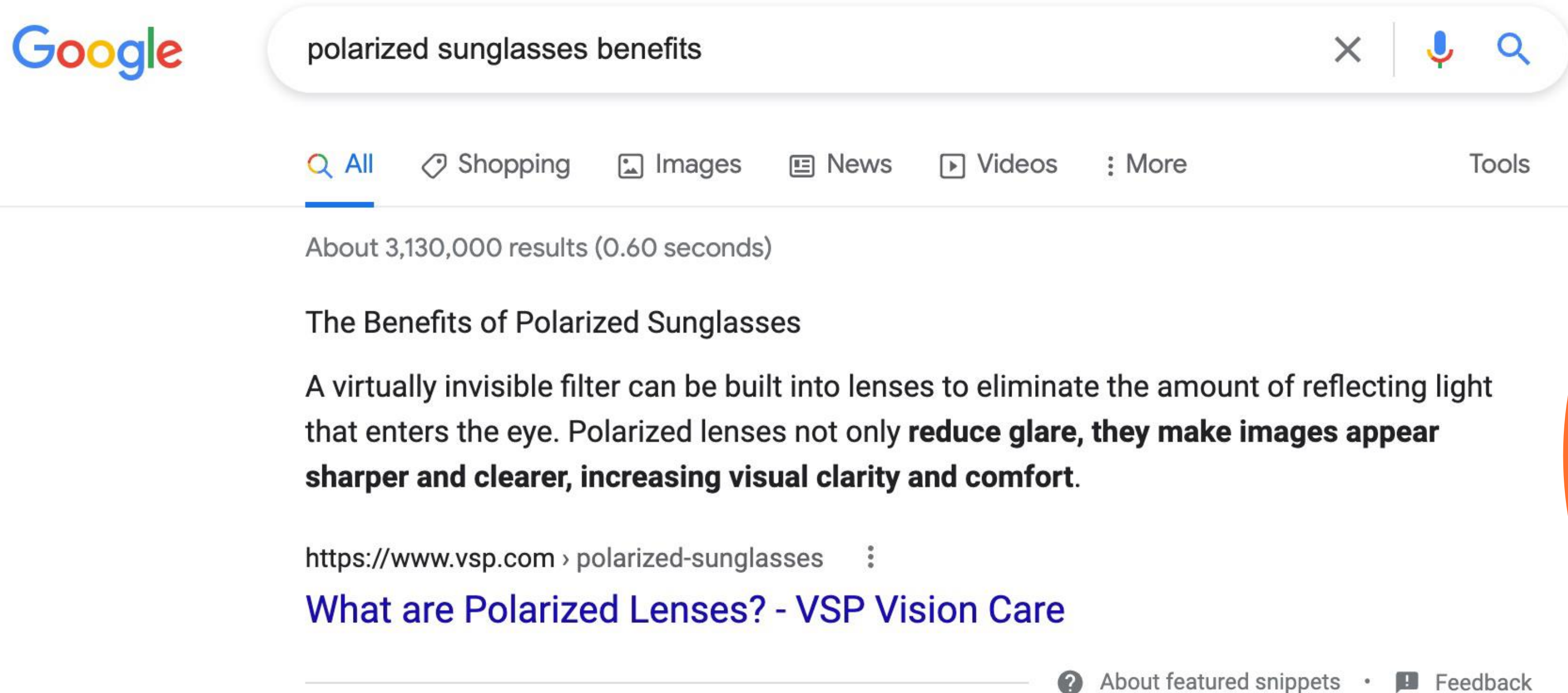
60% of SERPs have a People Also Ask

Leverage Tools Like **Also Asked** to Generate Questions That Are Asked



Let's Broaden Our SEO Lens (Cont..)

2 Featured Snippet



Optimizing for Featured Snippet/Zero Box Ranking

2

Featured Snippet

polarized sunglasses

Google

AllShoppingImagesNewsVideosMoreTools

About 3,130,000 results (0.60 seconds)

The Benefits of Polarized Sunglasses

A virtually invisible filter can be built into lenses to eliminate the amount of reflecting light that enters the eye. Polarized lenses not only **reduce glare**, they **make images appear sharper and clearer, increasing visual clarity and comfort.**

https://www.vsp.com/polarized-sunglasses

What are Polarized Lenses? - VSP Vision Care

About featured snippets

Feedback

ahrefs

DashboardSite ExplorerKeywords ExplorerSite AuditRank TrackerContent ExplorerMoreAcademy

http + httpswww.sunglasshut.com/

Subdomains

Settings

OverviewOverview 2.0Site structureCalendarNewBacklink profileBacklinksBroken backlinksReferring domainsAnchorsReferring IPsInternal backlinksLink intersectOrganic searchOrganic keywordsTop pagesTop subfoldersTop subdomainsCompeting domainsCompeting pagesContent gapPaid searchPaid keywordsAds

Organic keywords

United StatesPositionVolumeKDCPCTrafficSERP featuresWord countKeyword

Show resultsCancel

5,382 keywords25 Aug 2022Don't compareMain positions onlyMultiple URLs only

Keyword	SF	Volume	KD	CPC	Traffic	Position	URL
+ sunglass hut	6	15K	30	0.22	8,584	1	https://www.sunglasshut.com/ 4 more
✓ prada sunglasses	4	26K	6	0.20	3,274	2	https://www.sunglasshut.com/us/prada 4 more
+ sunglasses hut	6	4K	38	0.07	2,654	1	https://www.sunglasshut.com/ 4 more
+ gucci sunglasses	3	26K	10	0.16	2,605	2	https://www.sunglasshut.com/us/gucci
+ sunglasshut	4	2.2K	43	0.20	2,169	1	https://www.sunglasshut.com/ 3 more
+ sunglass	4	30K	34	0.11	1,683	2	https://www.sunglasshut.com/ 1 more
+ gucci sunglasses women	3	5.2K	9	0.04	763	2	https://www.sunglasshut.com/us/gucci 4 more
+ versace sunglasses	3	7.9K	5	0.07	611	2	https://www.sunglasshut.com/us/versace 2 more
✓ burberry sunglasses	6	12K	4	0.11	587	3	https://www.sunglasshut.com/us/burberry 1 more

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31

Acquire. Amplify. Advance.

Optimizing for Featured Snippet/Zero Box Ranking

2

Featured Snippet

polarized sunglasses

Google

Shopping Images News Videos More Tools

About 3,130,000 results (0.60 seconds)

The Benefits of Polarized Sunglasses

A virtually invisible filter can be built into lenses to eliminate the amount of reflecting light that enters the eye. Polarized lenses not only **reduce glare**, they **make images appear sharper and clearer, increasing visual clarity and comfort.**

https://www.vsp.com › polarized-sunglasses :
What are Polarized Lenses? - VSP Vision Care

About featured snippets Feedback

Organic keywords							
<div><div>United States</div><div>Position</div><div>Volume</div><div>KD</div><div>CPC</div><div>Traffic</div><div>SERP features: 69 on SERP</div><div>Word count</div></div>							
<div><div>2,208 keywords</div><div>25 Aug 2022</div><div>Don't compare</div><div>Main positions only</div><div>Multiple URLs only</div></div>							
<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Position	URL
<input type="checkbox"/> + sunglass hut return policy	4	4.7K	8	1.18	3,733	1	69 https://www.sunglasshut.com/ca-en/sunglasses-trends/returns-mobile 7 more
<input type="checkbox"/> + sunglass hut return	2	700	25	N/A	542	1	69 https://www.sunglasshut.com/ca-en/sunglasses-trends/returns-mobile 5 more
<input type="checkbox"/> ✓ sunglasses brands	4	6.7K	34	2.02	427	3	https://www.sunglasshut.com/us/sunglasses-brands
<input type="checkbox"/> ✓ polarized glasses	6	8K	30	2.96	271	4	https://www.sunglasshut.com/us/sunglasses/polarized
<input type="checkbox"/> + what are polarized sunglasses	3	16K	44	3.36	220	9	https://www.sunglasshut.com/us/sunglasses/polarized
<input type="checkbox"/> + luxury sunglasses brands	5	1.1K	40	2.26	183	1	69 https://www.sunglasshut.com/us/sunglasses/mens-luxury-sunglasses
<input type="checkbox"/> + does sunglasses hut do repairs	4	250	14	N/A	136	1	69 https://www.sunglasshut.com/us/promise 4 more
<input type="checkbox"/> ✓ expensive sunglasses	6	3.3K	9	1.45	120	5	https://www.sunglasshut.com/us/sunglasses/mens-luxury-sunglasses

Optimizing for Featured Snippet/Zero Box Ranking

2

Featured Snippet

polarized sunglasses

Google

AllShoppingImagesNewsVideosMoreTools

About 3,130,000 results (0.60 seconds)

The Benefits of Polarized Sunglasses

A virtually invisible filter can be built into lenses to eliminate the amount of reflecting light that enters the eye. Polarized lenses not only **reduce glare**, they **make images appear sharper and clearer, increasing visual clarity and comfort.**

https://www.vsp.com/polarized-sunglasses

What are Polarized Lenses? - VSP Vision Care

About featured snippets

Feedback

Organic keywords

United States

Position

Volume

KD

CPC

Traffic

SERP features: where target ranks

Word count

28 keywords

25 Aug 2022

Don't compare

Main positions only

Multiple URLs only

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Position	URL
<input type="checkbox"/> + sunglass hut return policy	4	4.7K	8	1.18	3,733	1	https://www.sunglasshut.com/ca-en/sunglasses-trends/returns-mobile 7 more
<input type="checkbox"/> + sunglass hut return	2	700	25	N/A	542	1	https://www.sunglasshut.com/ca-en/sunglasses-trends/returns-mobile 5 more
<input type="checkbox"/> + luxury sunglasses brands	5	1.1K	40	2.26	183	1	https://www.sunglasshut.com/us/sunglasses/mens-luxury-sunglasses
<input type="checkbox"/> + does sunglasses hut do repairs	4	250	14	N/A	136	1	https://www.sunglasshut.com/us/promise 4 more
<input type="checkbox"/> + sunglasses hut return policy	3	400	5	1.77	105	1	https://www.sunglasshut.com>ReturnsView?storeId=10154&urlRequestType=Base&langId=-1&catalogId=20602 3 more
<input type="checkbox"/> ✓ men's designer sunglasses brands	5	200	41	N/A	79	1	https://www.sunglasshut.com/us/sunglasses/mens-luxury-sunglasses
<input type="checkbox"/> + sunglass hut return policy too good to be true	3	150	15	N/A	48	1	https://www.sunglasshut.com/us/promise 1 more
<input type="checkbox"/> + does sunglass hut replace lenses	4	70	23	2.55	35	1	https://www.sunglasshut.com/us/promise 2 more

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33

Optimizing for Featured Snippet/Zero Box Ranking

Organic keywords

United States

Position

Volume

KD

CPC

Traffic

SERP features: on SERP

Word count

2,208 keywords

25 Aug 2022

Don't compare

Main positions only

Keyword

+ sunglass hut return policy

+ sunglass hut return

✓ sunglasses brands

✓ polarized glasses

+ what are polarized sunglass

+ luxury sunglasses brands

+ does sunglasses hut do repairs

✓ expensive sunglasses

4

250

14

N/A

136

1

6

3.3K

9

1.45

120

5

2.2K Keywords
with ~5.3M
Search Volume

Organic keywords

United States

Position: 3-10

Volume

KD

CPC

Traffic

SERP features: on SERP

Word co

220 keywords

25 Aug 2022

Don't compare

Main positions only

Multiple URLs only

Keyword	SF	Volume	KD	CPC	Traffic	Position	URL
+ what are polarized sunglasses	3	16K	44	3.36	220	9	https://www.sunglasshut.com/us/sunglasses/polarized
✓ polarized glasses	6	8K	30	2.96	271	4	https://www.sunglasshut.com/us/sunglasses/polarized
+ what is polarized sunglasses	5	6.7K	46	4.23	61	10	https://www.sunglasshut.com/us/sunglasses/polarized
✓ sunglasses brands	4	6.7K	34	2.02	427	3	https://www.sunglasshut.com/us/sunglasses-brands
+ sunglass brands	4	4.3K	43	2.34	116	3	https://www.sunglasshut.com/us/sunglasses-brands
✓ expensive sunglasses	6	3.3K	9	1.45	120	5	https://www.sunglasshut.com/us/sunglasses/mens-luxury-sunglasses
+ name brand sunglasses	4	2.7K	40	1.30	64	9	https://www.sunglasshut.com/us/sunglasses-brands 1 more
✓ sunglasses brand	3	1.1K	43	2.68	75	3	https://www.sunglasshut.com/us/sunglasses-brands

@puriprashant. #DSA1

Optimizing for Quora

Google

polaroid sunglasses vs ray-ban

All Shopping Images News Videos More Tools

About 9,390,000 results (0.51 seconds)

https://www.quora.com › What-are-the-differences-betwe...
What are the differences between Ray-Ban and Polaroid ...
Jun 8, 2019 – All Ray-Ban® polarized lenses bear a distinctive "P" next to the Ray-Ban® logo on the right lens and are treated with an Anti-Reflective coating. Not only do ...
3 answers · Top answer: RayBan is a brand name of quality sunglasses that are available in mo...
Is Polaroid a good brand of sunglasses? - Quora 4 answers May 28, 2021
Why are the Polaroid sunglasses better than ordinary ... 5 answers Dec 27, 2017
Are all Polaroid sunglasses polarized? - Quora 3 answers Jul 26, 2016
Which is a better option, Ray-Ban polarized aviators ... 3 answers Jun 20, 2020
More results from www.quora.com

United States

Position: 1–10

X

Volume

KD

CPC

Traffic

SERP features

Word count

Keyword: Contains phrase sunglasses

X

URL

790 keywords

29 Aug 2022

Don't compare

Main positions only

Multiple URLs only

Export

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Position	URL	Updated
<input type="checkbox"/> + johnny depp sunglasses	5	15K	0	0.42	361	1	https://www.quora.com/Why-does-Johnny-Depp-always-wear-sunglasses 1 more	1 d ago
<input type="checkbox"/> + why do blind people wear sunglasses	1	3.6K	3	0.00	128	7	https://www.quora.com/Why-do-blind-people-wear-glasses-when-they-cant-see	2 d ago
<input type="checkbox"/> + costco prescription sunglasses	4	1.8K	49	2.30	2	4	https://www.quora.com/How-much-are-Costco-prescription-sunglasses	5 d ago
<input type="checkbox"/> ✓ old people sunglasses	3	1.5K	0	0.29	22	9	https://www.quora.com/Why-do-elderly-people-wear-those-big-sun-glasses-when-driving	6 d ago
<input type="checkbox"/> + bob dylan sunglasses	6	1.3K	1	0.91	38	5	https://www.quora.com/What-was-the-make-model-of-Bob-Dylans-famous-1965-sunglasses	19 h ago
<input type="checkbox"/> + bruce lee sunglasses	3	1.2K	0	0.17	46	1	https://www.quora.com/What-were-Bruce-Lees-favorite-sunglasses 1 more	4 d ago
<input type="checkbox"/> + django sunglasses	3	1K	1	0.43	24	9	https://www.quora.com/What-model-of-sunglasses-was-Jamie-Fox-wearing-in-Django-Unchained	4 d ago
<input type="checkbox"/> + yuri ayato without sunglasses	1	900	0	N/A	102	4	https://www.quora.com/Why-does-Yuri-Ayato-wear-sunglasses	5 d ago
<input type="checkbox"/> + raisin bran sunglasses	5	900	0	N/A	15	9	https://www.quora.com/Did-the-sun-on-the-Raisin-Bran-box-wear-sunglasses	5 d ago
<input type="checkbox"/> + sunglasses beach volleyball	2	800	3	N/A	30	8	https://www.quora.com/What-are-the-best-sunglasses-to-wear-for-beach-volleyball	2 d ago

Google

does sunglasses block blue light

X

https://www.quora.com › Do-sunglasses-filter-blue-light-...

Do sunglasses filter blue light when looking at a computer ...

Apr 11, 2019 — No, Ordinary sunglasses don't filter blue light.They are tinted in a particular Color so as to make things visible in that Color hue.Special sun goggles are ...

3 answers · Top answer: Original question answered: Do sunglasses filter blue light when looki...

Can we use sunglasses instead of a blue light filter ... 1 answer May 7, 2018

Do sunglasses reduce the effects of blue light from ... 5 answers May 7, 2019

Do sunglasses block blue light? - Quora 2 answers Nov 4, 2019

Do simple polarized black sunglasses block blue light ... 2 answers Dec 9, 2020

More results from www.quora.com

Google

affordable sunglasses brands

X

https://www.quora.com › Which-sunglasses-brand-is-goo...

Which sunglasses brand is good and affordable? - Quora

Apr 29, 2020 — There are several good brands for the price. Tifosi and Bolle are our top two go to brands. They are the lower price point (under \$150 for most products) but ...

9 answers · 0 votes: Velocity, Force. Two of the best quality budget sunglasses. Their quality is...

What are the cheap but best sunglasses in India? - Quora 3 answers May 26, 2017

Which is the best and most affordable sunglasses ... 3 answers Sep 2, 2019

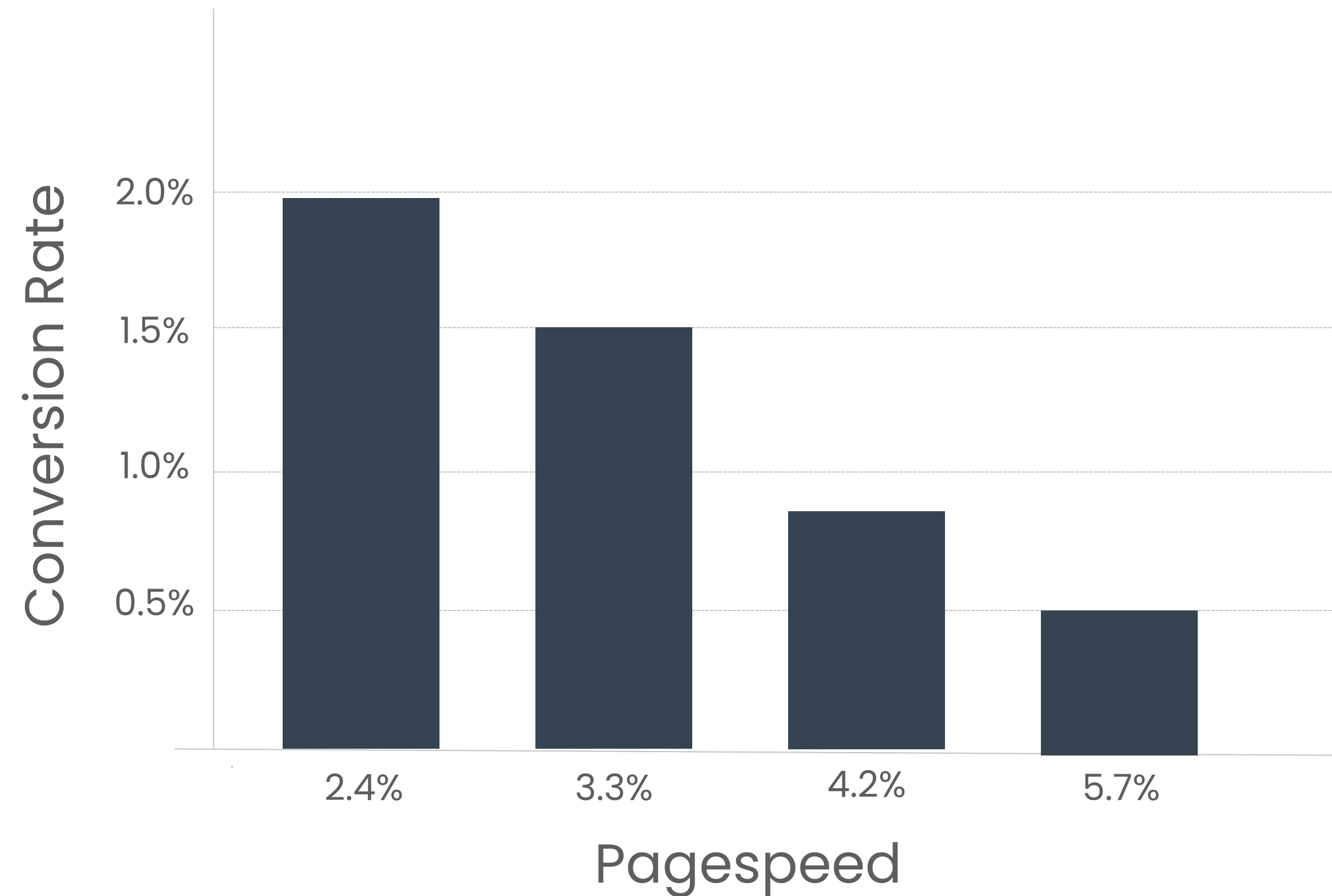
What are most affordable, high quality glasses and ... 4 answers Nov 19, 2015

Which brand makes the best sunglasses? - Quora 46 answers Mar 11, 2015

More results from www.quora.com

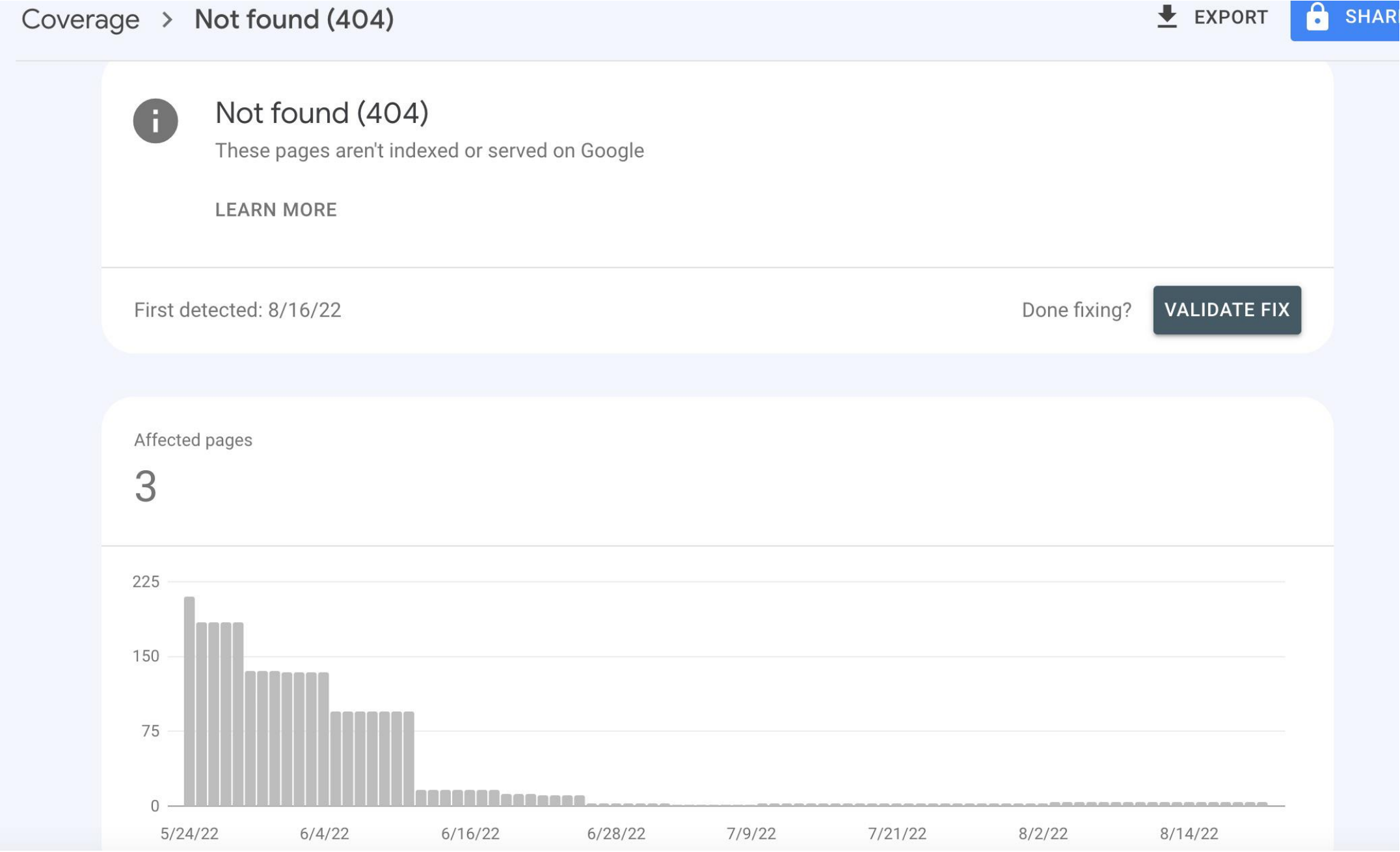
Technical SEO: Improving Crawlability

Technical SEO



With every second,
Conversion Rate Drops
by +20%

Technical SEO: Improving Crawlability



Coverage EXP

Why pages aren't indexed

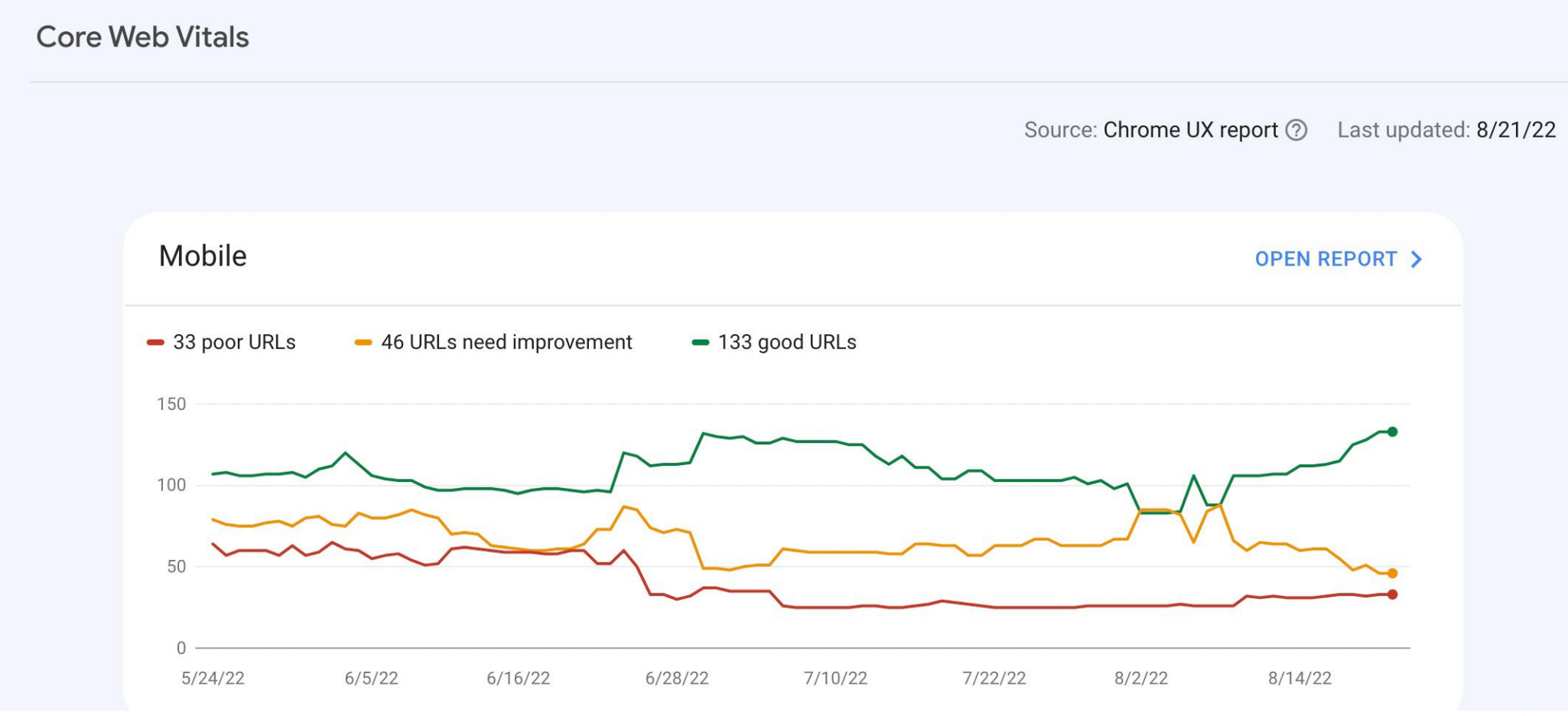
Pages that aren't indexed can't be served on Google

Reason	Source ?	Validation ↓	Trend	Pages
Page with redirect	Website	! Not Started		776
Alternate page with proper canonical tag	Website	! Not Started		226
Duplicate without user-selected canonical	Website	! Not Started		138
Not found (404)	Website	! Not Started		99
Excluded by 'noindex' tag	Website	! Not Started		53
Server error (5xx)	Website	! Not Started		2
Blocked due to other 4xx issue	Website	! Not Started		1
Blocked due to access forbidden (403)	Website	! Not Started		1
Crawled - currently not indexed	Google systems	! Not Started		239

Submitted sitemaps ≡

Sitemap	Type	Submitted ↓	Last read	Status	Discovered URLs
/blog-sitemap.xml	Sitemap	Aug 12, 2022	Aug 2, 2022	Success	309
/sitemap_index.xml	Sitemap index	Jun 9, 2022	Aug 15, 2022	Success	1,169

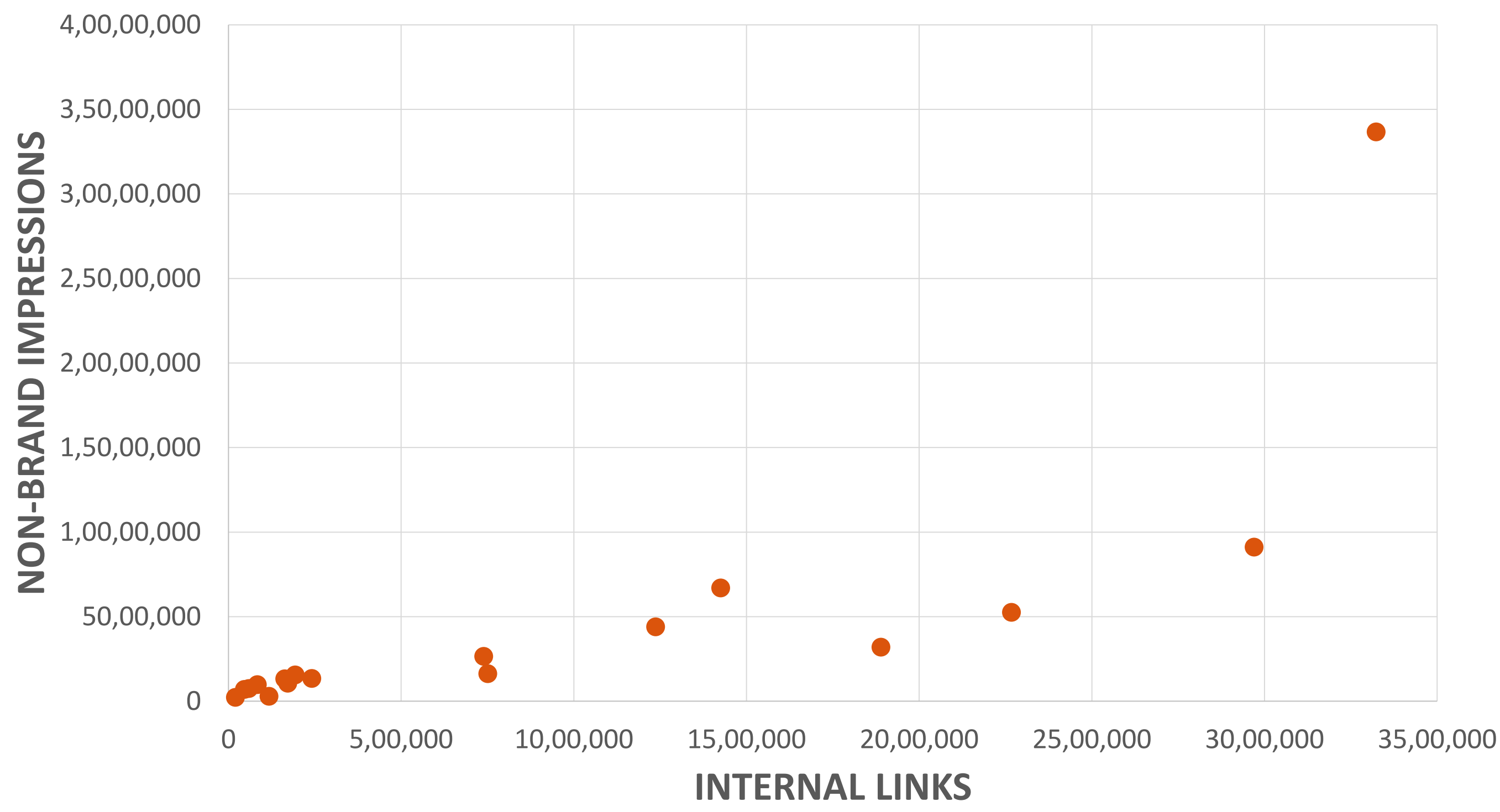
Rows per page: 10 ▼ 1-2 of 2 < >



@puriprashant. #DSATL



Scaling Interlinking Across Your Website



Increasing the # of Interlinks within your website **increases** Non-Brand Impressions

John Mueller answered if internal linking was important:

“Yes, absolutely.

It’s something where internal linking is super critical for SEO.

I think it’s one of the biggest things that you can do on a website to kind of guide Google and guide visitors to the pages that you think are important.

And what you think is important is totally up to you.

You can decide to make things important where you earn the most money or you can make things important where you’re the strongest competitor or maybe you’re the weakest competitor.

With internal linking you can really kind of focus things on those directions and those parts of your site.

Source: Google Search Console Ad Lift Data #DSATL @purpleishorn

Advance Internal Linking using Screaming Frog



Screamingfrog

https://blog.warbyparker.com/

Resume

Clear

ords

H1

H2

Content

Images

Canonicals

Pagination

Directives

Hreflang

AMP

Structured Data

Sitemaps

PageSpeed

Custom Search

Overview

Site Structure

Respon

▼ All

Custom Search

Search the source code of internal HTML pages. The results can be seen in the Custom Search Tab. See our [User Guide](#) for examples.

Search 1

×

Contains

▼

Text

▼

sunglasses

HTML

Search 2

×

Contains

▼

Text

▼

sunglasses for women

HTML

Search 3

×

Contains

▼

Text

▼

sunglasses for men

HTML

Search 4

×

Contains

▼

Text

▼

eyeglasses

HTML

Search 5

×

Contains

▼

Text

▼

buy frames

HTML

Search 6

×

Contains

▼

Text

▼

buy sunglasses

HTML

Export

Delete All



Screamingfrog

https://blog.warbyparker.com/

Resume

ords

H1

H2

Content

Images

Canonicals

Pagination

Directives

Hreflang

AMP

Structured Data

Sitemaps

PageSpeed

Custom Search

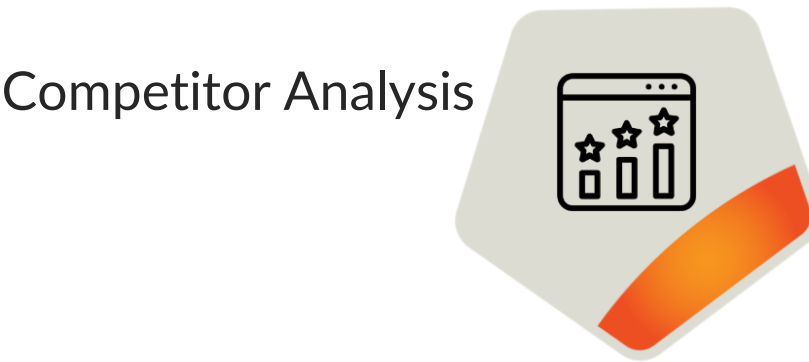
▼ All

Export

Search...

	Address	Content Type	Status Code	Status
1	https://blog.warbyparker.com/	text/html; charset=UTF-8	200	OK
2	https://blog.warbyparker.com/tag/goodbye-vitamin/	text/html; charset=UTF-8	200	OK
3	https://blog.warbyparker.com/tag/hawthorne/	text/html; charset=UTF-8	200	OK
4	https://blog.warbyparker.com/pupils-project-2018/	text/html; charset=UTF-8	200	OK
5	https://blog.warbyparker.com/tag/warby-parker/	text/html; charset=UTF-8	200	OK
6	https://blog.warbyparker.com/tag/made-in-japan/	text/html; charset=UTF-8	200	OK
7	https://blog.warbyparker.com/category/to-see/	text/html; charset=UTF-8	200	OK
8	https://blog.warbyparker.com/introducing-summer-sun/	text/html; charset=UTF-8	200	OK
9	https://blog.warbyparker.com/category/to-read/	text/html; charset=UTF-8	200	OK
10	https://blog.warbyparker.com/category/to-buy/	text/html; charset=UTF-8	200	OK
11	https://blog.warbyparker.com/page/2/	text/html; charset=UTF-8	200	OK
12	https://blog.warbyparker.com/tag/quintessentials/	text/html; charset=UTF-8	200	OK
13	https://blog.warbyparker.com/tag/sunglasses/	text/html; charset=UTF-8	200	OK
14	https://blog.warbyparker.com/tag/spring/	text/html; charset=UTF-8	200	OK
15	https://blog.warbyparker.com/tag/maker-edition/	text/html; charset=UTF-8	200	OK
16	https://blog.warbyparker.com/tag/newland/	text/html; charset=UTF-8	200	OK
17	https://blog.warbyparker.com/black-list-2018/	text/html; charset=UTF-8	200	OK
18	https://blog.warbyparker.com/spring-sun-quintessentials/	text/html; charset=UTF-8	200	OK
19	https://blog.warbyparker.com/introducing-maker-edition/	text/html; charset=UTF-8	200	OK
20	https://blog.warbyparker.com/tag/the-black-list/	text/html; charset=UTF-8	200	OK
21	https://blog.warbyparker.com/tag/documentary/	text/html; charset=UTF-8	200	OK
22	https://blog.warbyparker.com/tag/sunila-project/	text/html; charset=UTF-8	200	OK

Competitor Analysis To Drive Meaningful Insights



SEMRUSH

FeaturesPricingResourcesCompanyApp CenterExtra tools

EN

Projects

SEO

SEO Dashboard

COMPETITIVE RESEARCH

Domain Overview

Traffic Analytics

Organic Research

Keyword Gap

Backlink Gap

KEYWORD RESEARCH

Keyword Overview

Keyword Magic Tool

Keyword Manager

Position Tracking

Organic Traffic Insights

LINK BUILDING

Backlink Analytics

Backlink Audit

Link Building Tool

Bulk Analysis

ON PAGE & TECH SEO

Site Audit

Listing Management

SEO Content Template

On Page SEO Checker

Log File Analyzer

Local SEO

Advertising

Social Media

Content Marketing

.Trends

Agency Solutions

MANAGEMENT

My Reports

Lead Generation Tool

Marketing Calendar

Dashboard > Domain Analytics > Keyword Gap

User manualSend feedback

Export to PDF

Keyword Gap

Database: United StatesDevice: DesktopDate: Aug 28, 2022Currency: USD

Root domain

Root domain

Root domain

Root domain

Root domain

Compare

Cancel

Organic keywords

Paid keywords

PLA keywords

Select keyword type for each domain

Filter by keyword

Position

Volume

KD

Intent

Advanced filters

Top Opportunities

Missing

Weak

Keyword

Volume

good rx >>

1,000,000

zenni optical >>

550,000

oakley >>

368,000

ray ban >>

301,000

oakley sunglasses >>

165,000

View details

Keyword Overlap

warbyparker.com

145.6K

eyebuydirect.com

104.2K

All keyword details for:

warbyparker.com

You

Shared 62.5K

Missing 41.7K

Weak 42.3K

Strong 20.2K

Untapped 41.7K

Unique 83.1K

All 187.4K

Add to keyword list

Export

Keyword	Intent	warbypa...	eyebuydi...	Volume	KD%	CPC (U...	Com.	Resu...
glasses >>	T	8	4	246,000	100	3.09	1	5.6B
sunglasses >>	N	11	15	246,000	100	1.47	1	0
glasses usa >>	N	44	29	165,000	97	1.42	0.55	934M
blue light glasses >>	T	6	8	135,000	86	1.18	1	2.5B
my eye doctor >>	N	59	80	110,000	49	113.22	0.15	2B
pair eyewear >>	N	74	94	90,500	57	0.25	0.93	31.4M
eyeglasses near me >>	T	4	20	74,000	100	3.26	0.87	1.1B
glassesusa >>	N	81	82	74,000	82	1.42	0.55	2.6M

Filter by keyword

Pos: Competitors in Top 10

Volume

KD

Intent

Advanced filters

All keyword details for:

warbyparker.com

You

Shared 26.8K

Missing 6K

Weak 23.9K

Strong 2.8K

Untapped 6K

Unique 0

All 32.7K

Keyword	Intent	warbypa...	eyebuydi...	Volume	KD%
glasses >>	T	8	4	246,000	100
glasses online >>	T	5	4	60,500	100
glasses online glasses usa >>	I T	26	6	60,500	100
prescription glasses >>	C	9	7	60,500	100
prescription sunglasses >>	C	18	3	60,500	100
glasses frames >>	C	6	3	40,500	100
eyeglasses online >>	C	7	6	33,100	100
clear glasses >>	I T	56	2	27,100	100
cheap glasses online >>	C	14	2	22,200	100
sunglasses for women >>	C	18	9	22,200	100
cheap glasses >>	C	15	2	18,100	100

Tool: SEMRush

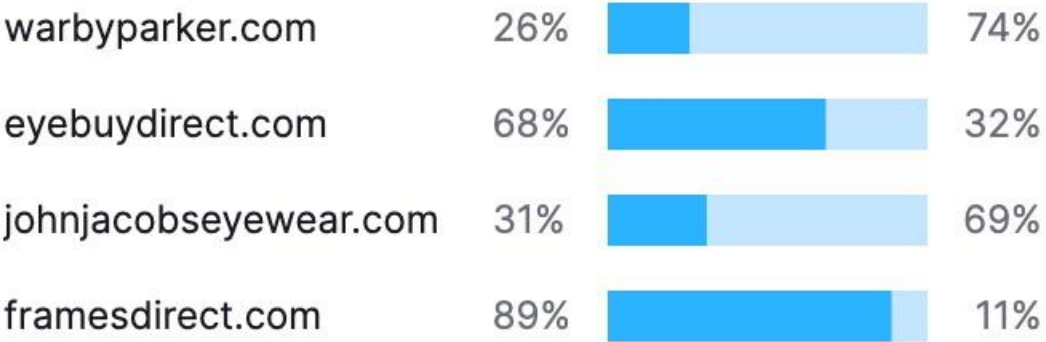


Competitor Analysis To Measure Share of Voice (SOV)

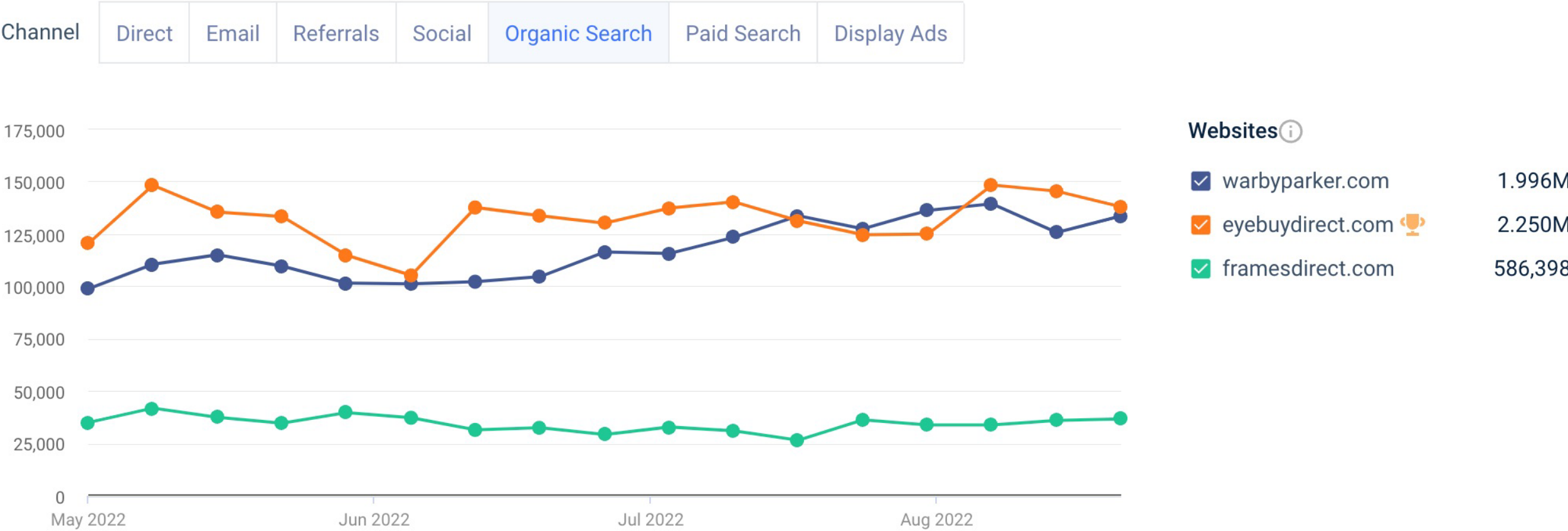
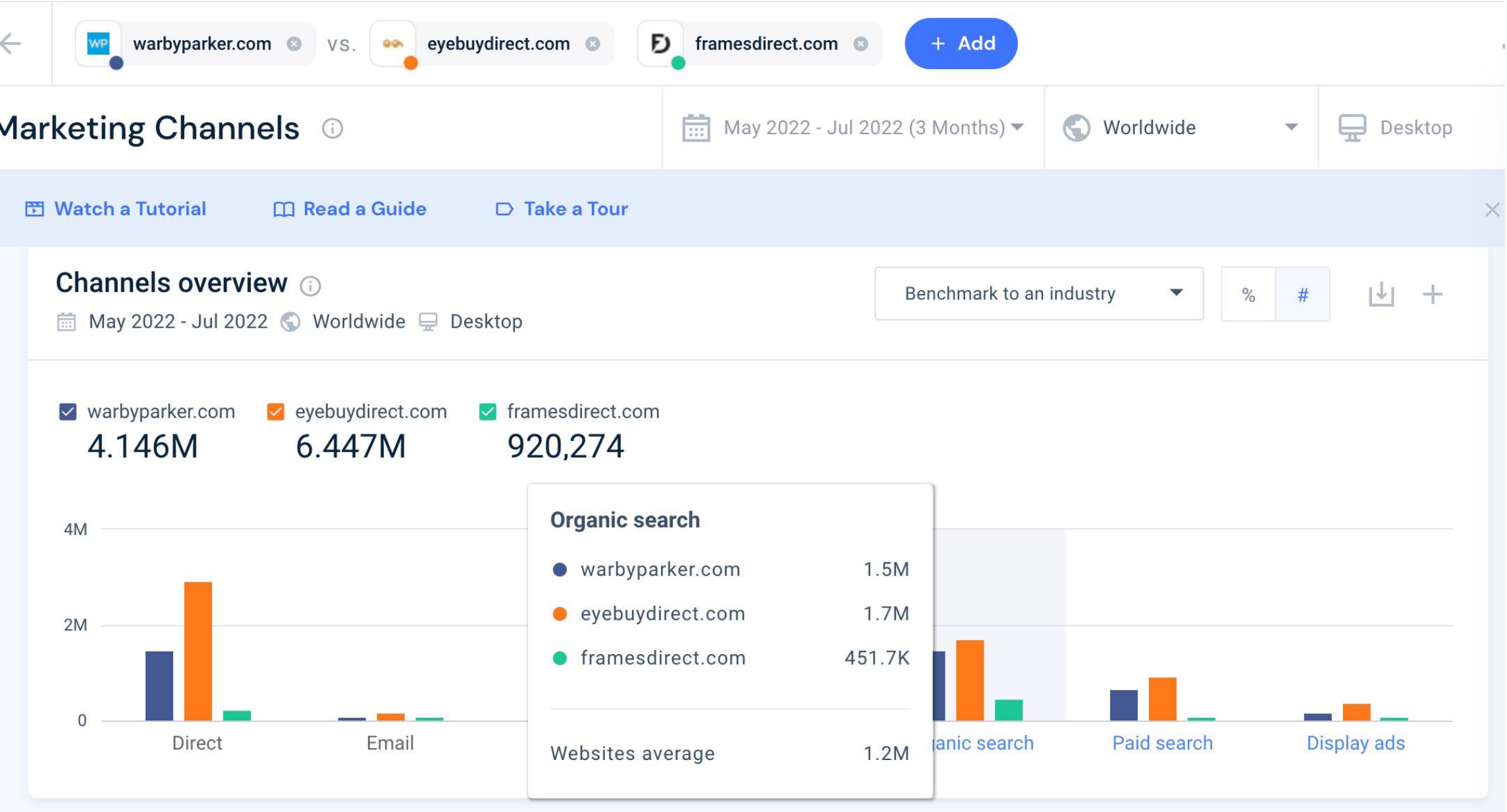
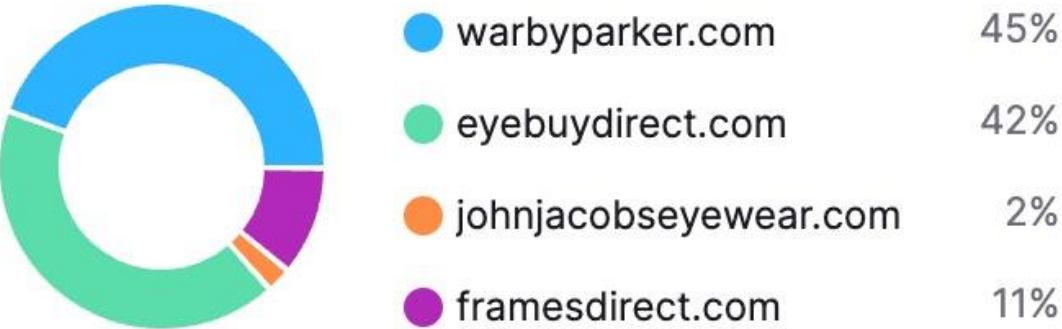


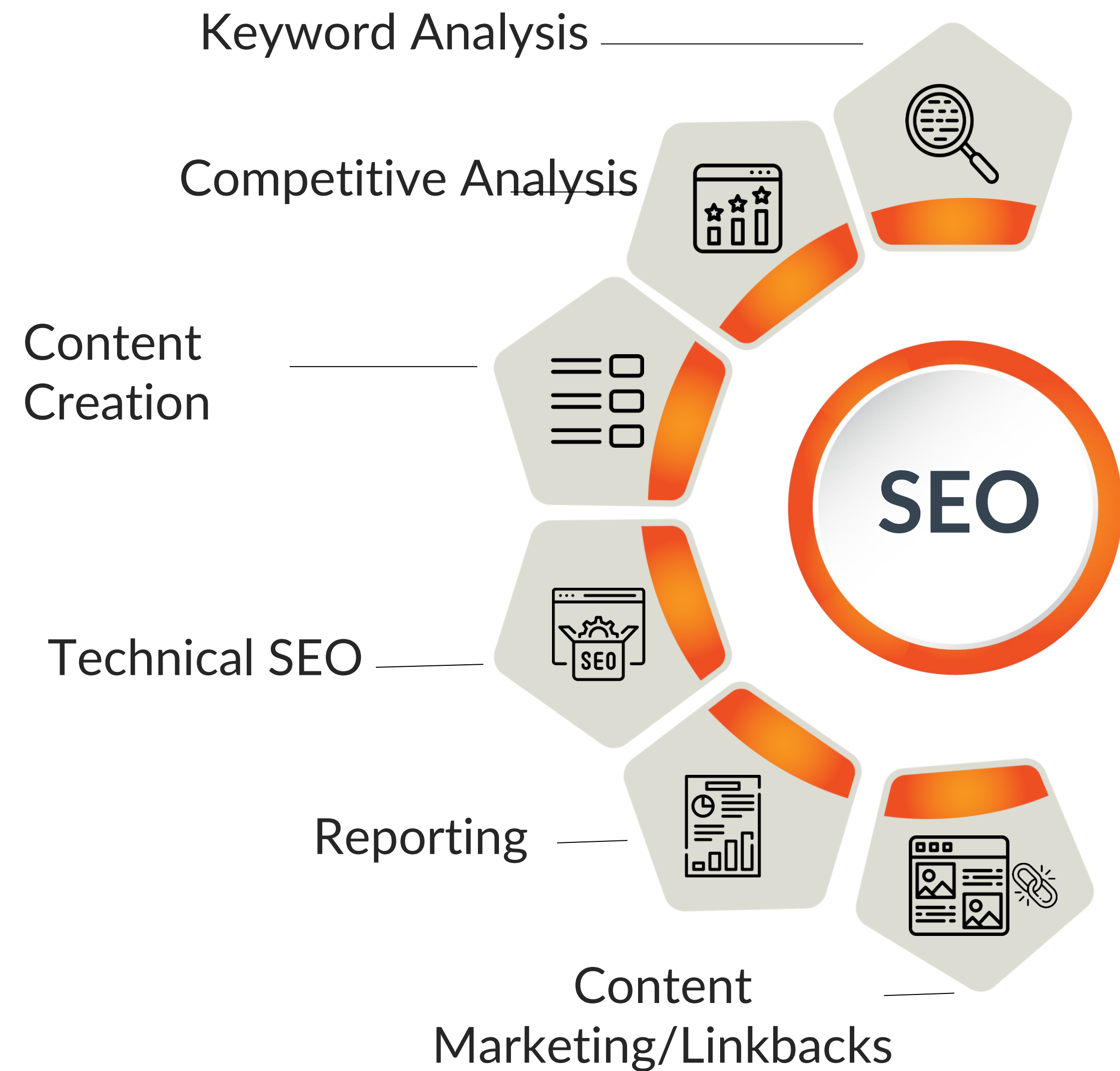
Domain	Authority sc...	Semrush Rank	Org. Traffic	Org. Keywords	Backlinks	Ref. Domains
warbyparker.com	65	2.6K ↑	1.4M ↑	223K ↑	487.2K	20.4K
eyebuydirect.com	62	3.4K ↑	1.3M ↓	179.7K ↑	391.3K	9.5K
johnjacobseyewear.com	38	1.2M ↓	71K ↑	5.1K ↑	484.3K	825
framesdirect.com	61	11.1K ↑	332.4K ↑	162.1K ↑	713.3K	12.5K

Non-branded / Branded



Traffic share





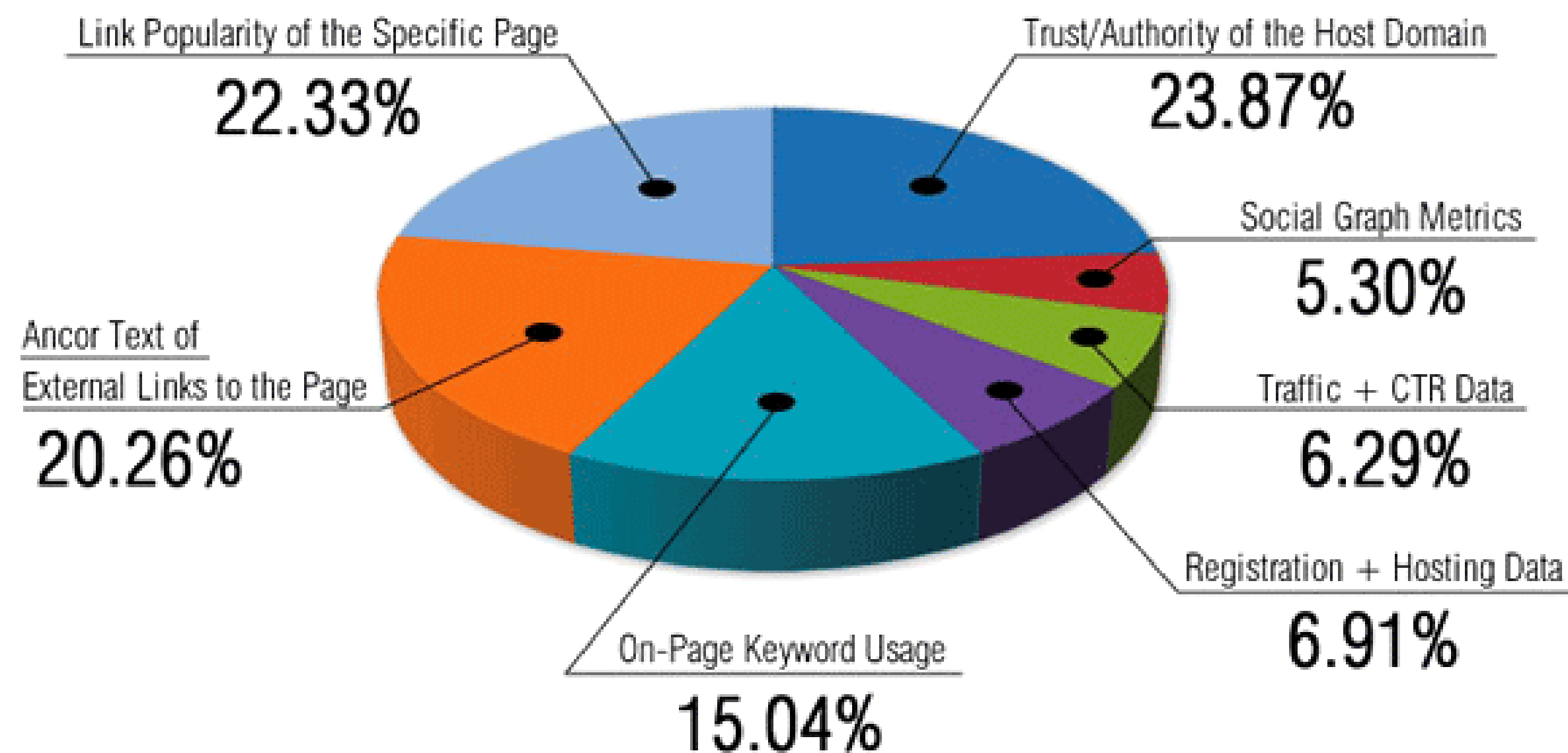
Content Marketing & Increasing The Authority of Your Website

Google's Ranking Algorithm

~45% of Google's Ranking Algorithm Depends on Content Marketing/Link Backs

Components of Google's Ranking Algorithm

According to 72 SEOs Surveyed for SEOmoz's Biennial Search Ranking Factors



” Quality Matters

“From my point of view, I would tend not to focus on the total number of links to your site, or the total number of domain links to your website, because we look at links in a very different way.”

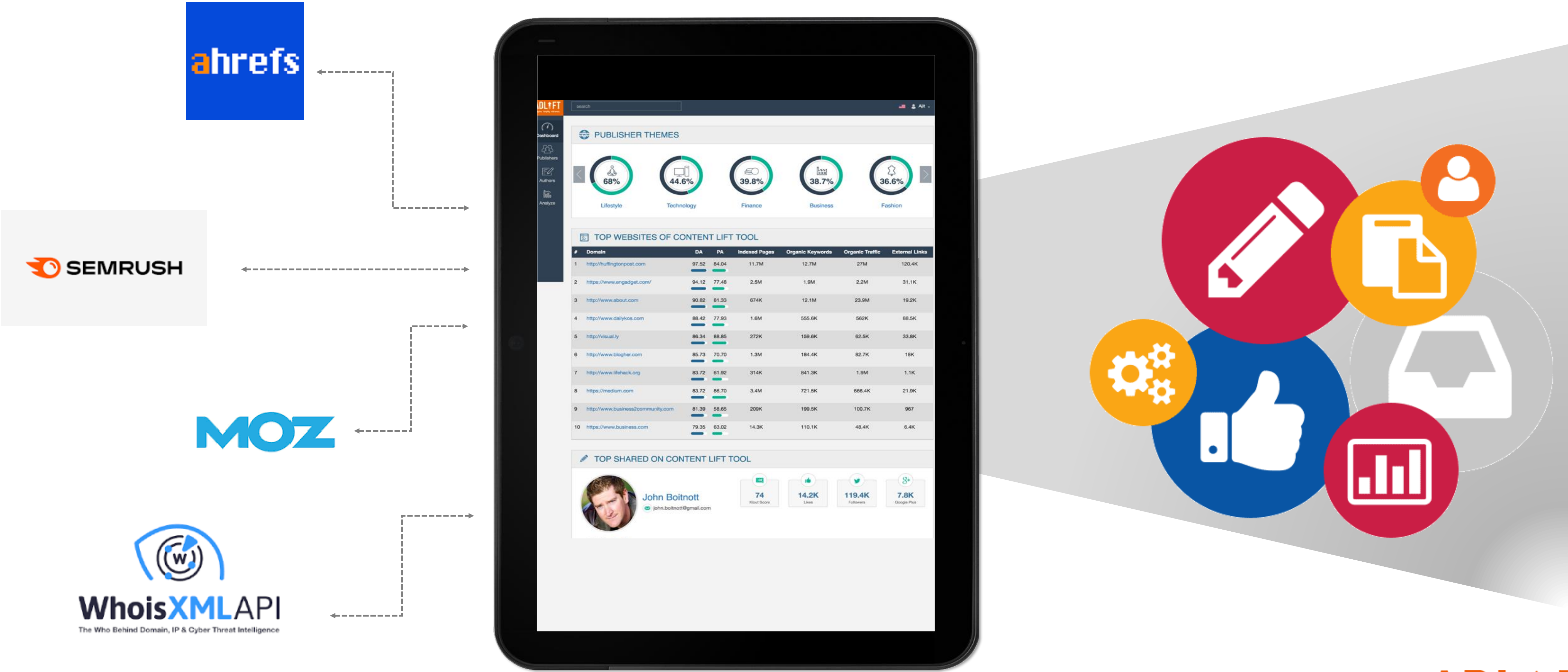
“We try to understand what is relevant for a website, how much should we weigh these individual links, and the total number of links doesn't matter at all. Because you could go off and create millions of links across millions of websites if you wanted to, and we could just ignore them all.”

John Mueller
Google Search
Advocate

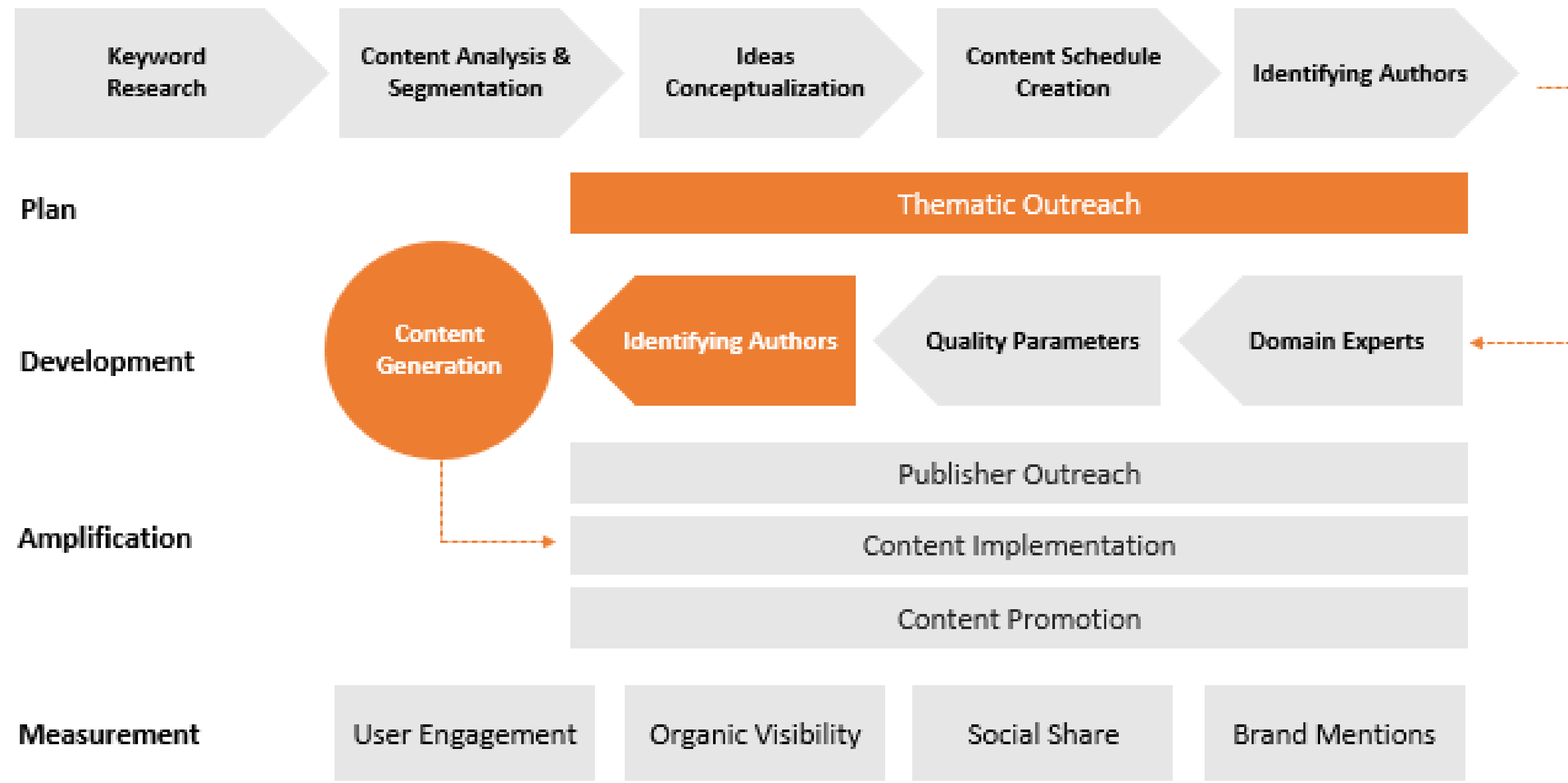


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Content Lift: Content Marketing Tool with Built in APIs


























The Turnkey Publishing Process

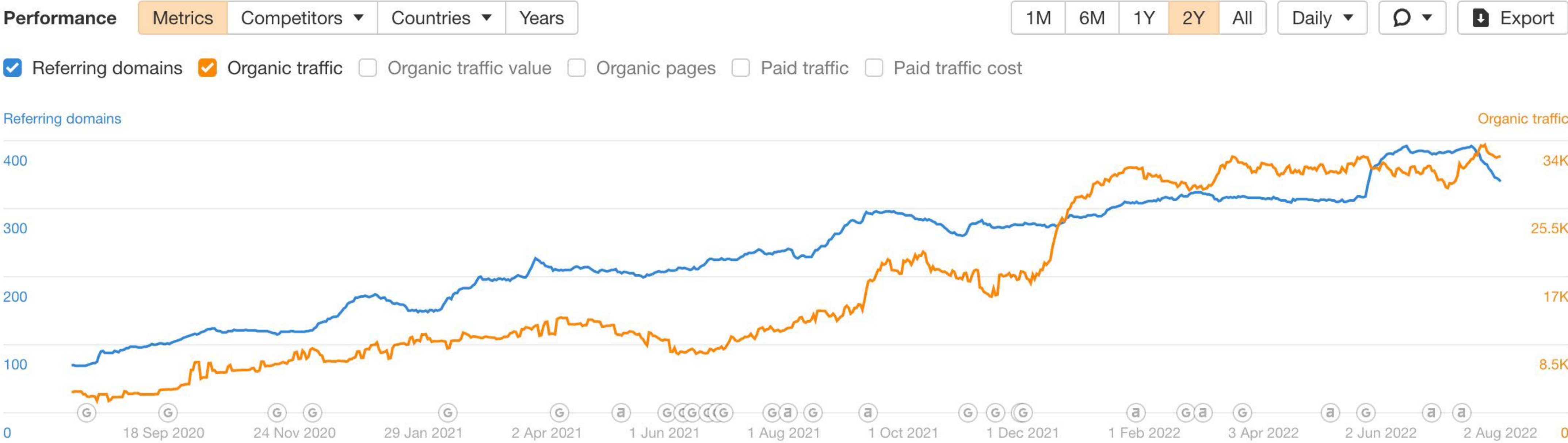


Content Quality Process That Works



The AI Toolbox To Drive SEO Conversions

Keyword Research				<i>Nichely</i>	
Article/Blog Ideas				anyword	
Text to Video					
Video to Text					
Image					
Video Creator					



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Contact Lens

The Optometrist's Guide to Color and Costume Contacts

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The Optometrist's Guide to Color and Costume Contacts

by Irina Yakubin, OD

JAN 18, 2022 7 MIN READ 466 VIEWS

By educating patients on contact lens safety, eyecare providers can make color and costume contacts safer for their patients. Here is what you need to know about these widely sold contacts.

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MORE EYE ISSUES & SAFETY

Causes and Treatments for a Swollen Tear Duct

By Kathleen Gaines, MSN, RN, CBC | Updated on April 18, 2021

Medically reviewed by Johnstone M. Kim, MD

Table of Contents

What It Is

Common Causes

When to See a Healthcare Provider

Diagnosis

Treatment

Summary

Tear ducts drain tears from the eye through small tubes (called nasolacrimal ducts), which extend from the eye into the nose. When the ducts are infected or blocked, they can become swollen.

A swollen tear duct can usually be managed with self-care measures such as warm compresses and massage. Sometimes, however, a swollen tear duct may require antibiotics or surgery in order to heal.

This article explains common causes of swollen tear ducts and how they are diagnosed and treated.

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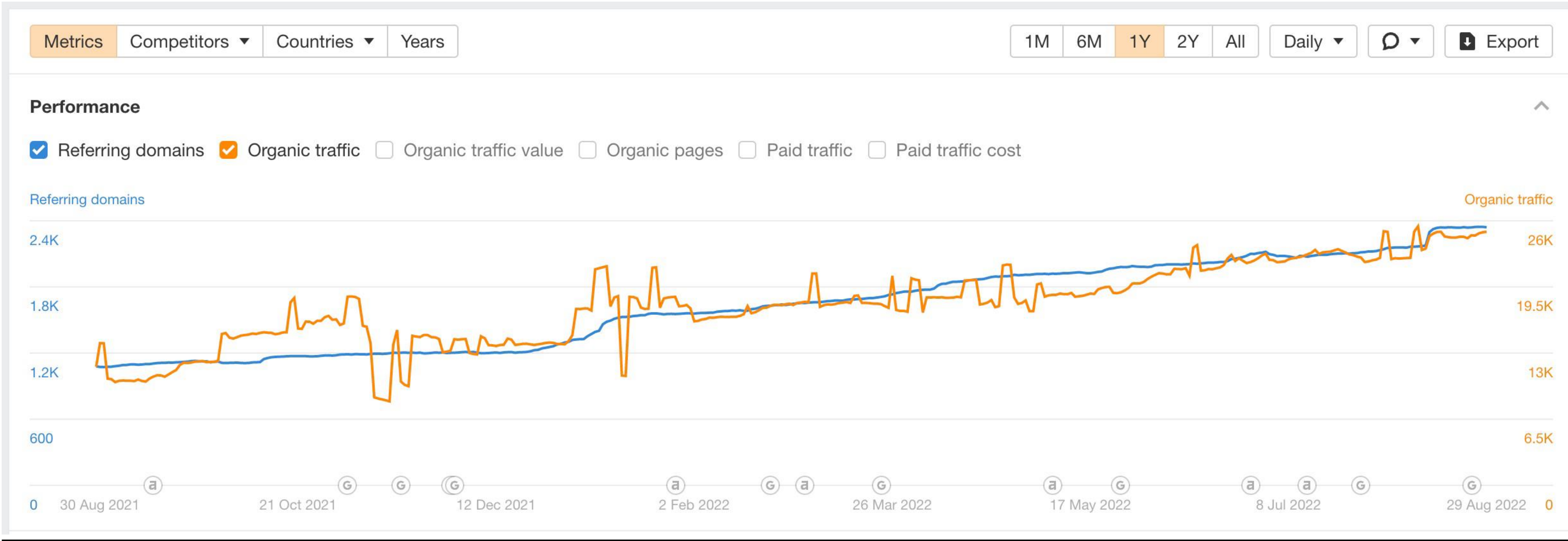
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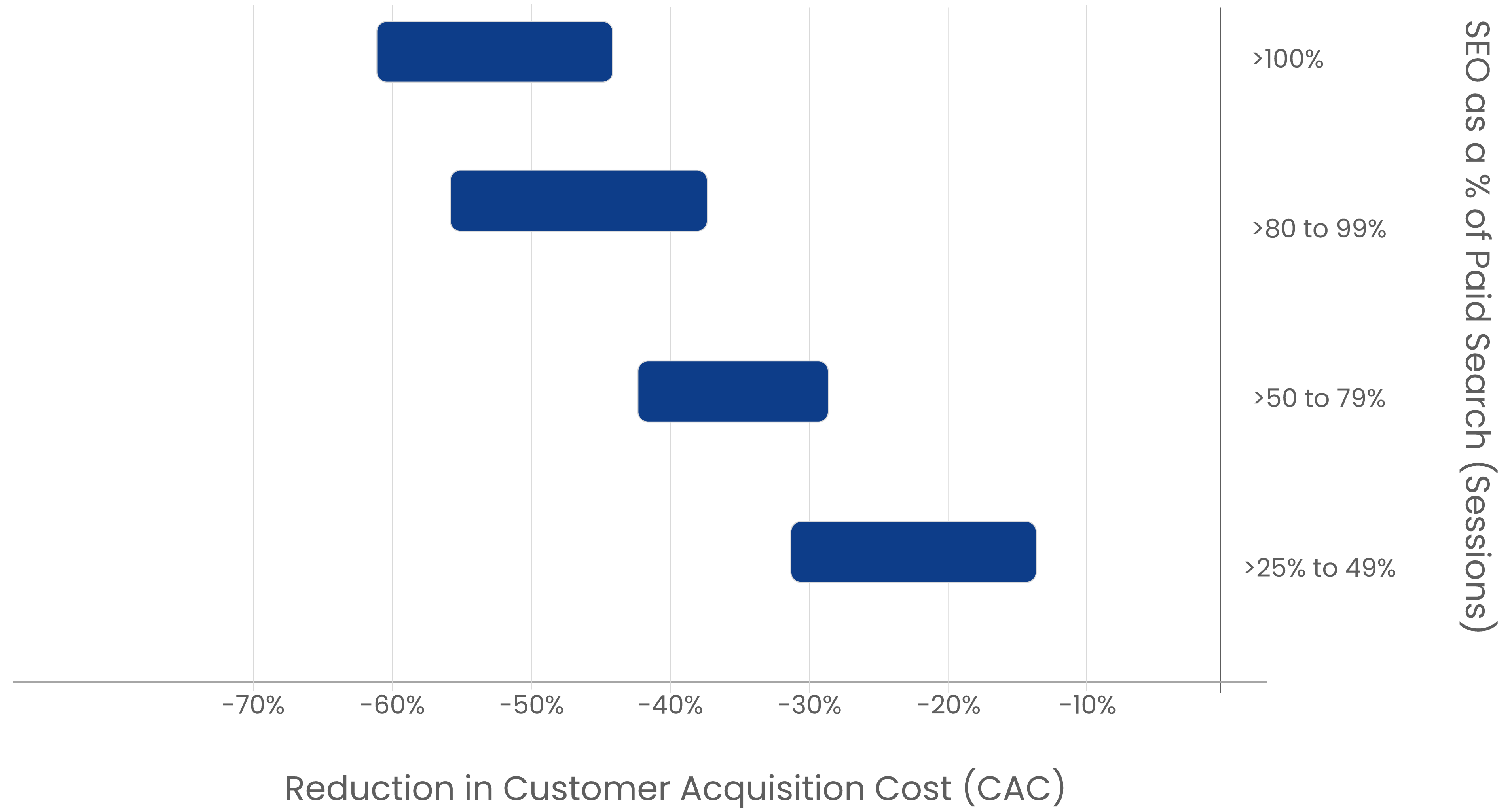
Investing

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By **Moriah Costa**. Updated on June 12, 2022

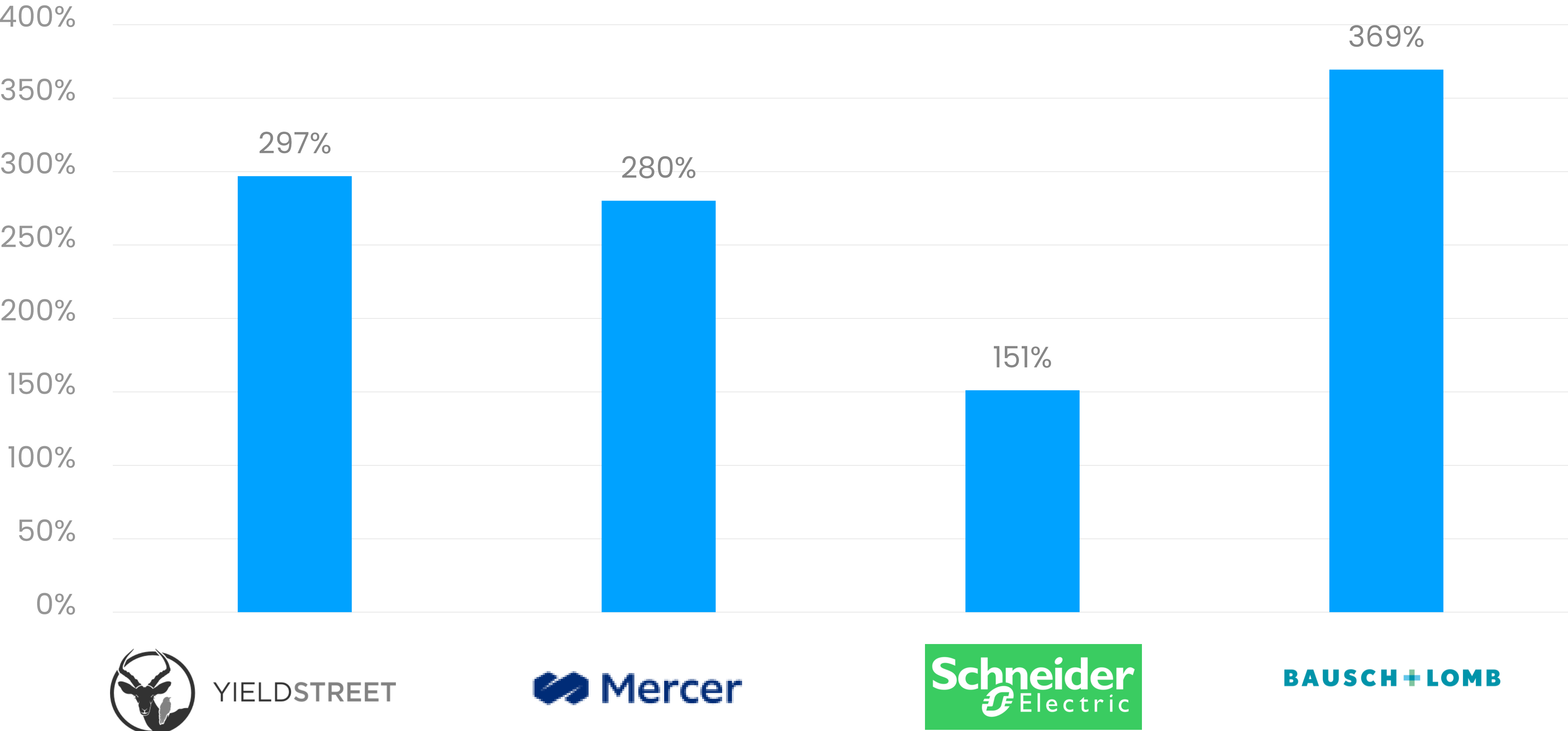


As % of SEO Increases, CAC **Decreases** Significantly



Case Studies of Clients We Work With

SEO Traffic as a % Of Paid Search Traffic



To Sum it Up!

- **Increasing** SEO traffic to >100% of Paid Search **Reduces** CAC by ~60%
- **Synergize** efforts between SEO & Paid Search
- Invest in **the 59%** (PAA, Videos, Quora, Featured Snippets)
- Get **Technical** SEO Right!
- Leverage **Competitor** Analysis to Derive Meaningful Insights
- **Invest** in Content Marketing/**Link Back** to Increase Authority



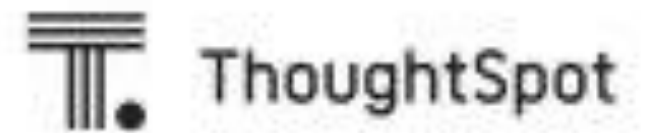
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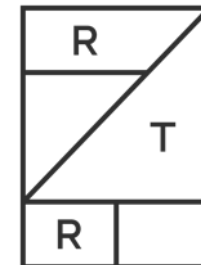


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Questions? Please Reach Out!

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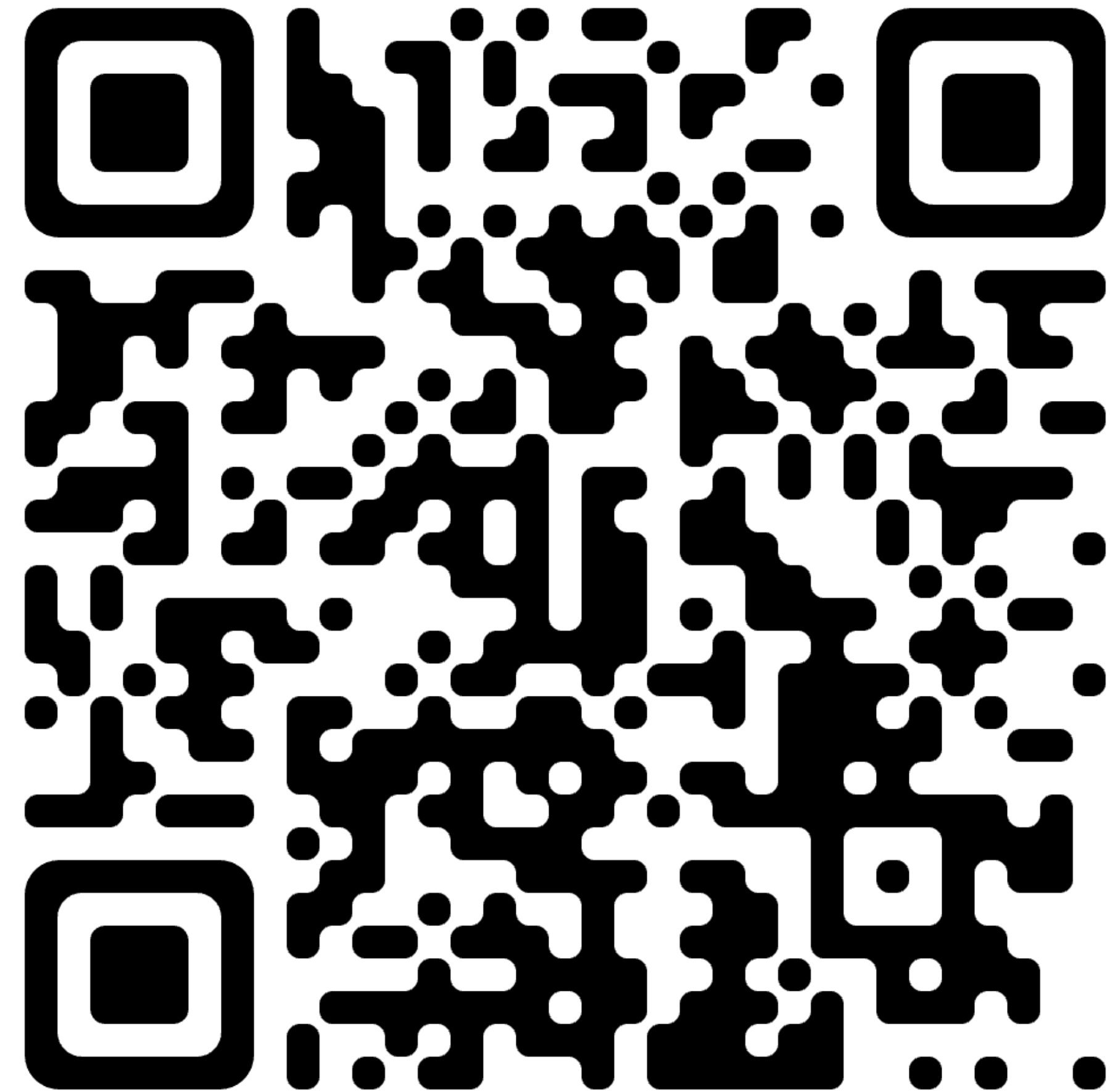
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