

NOVEMBER 10-13, 2024

LAS VEGAS, NV

2024 AMA SYMPOSIUM FOR THE MARKETING OF HIGHER EDUCATION

Brian Piper, University of Rochester
Director of Content Strategy and Assessment

The Future of Discoverability: SEO, AI, and More





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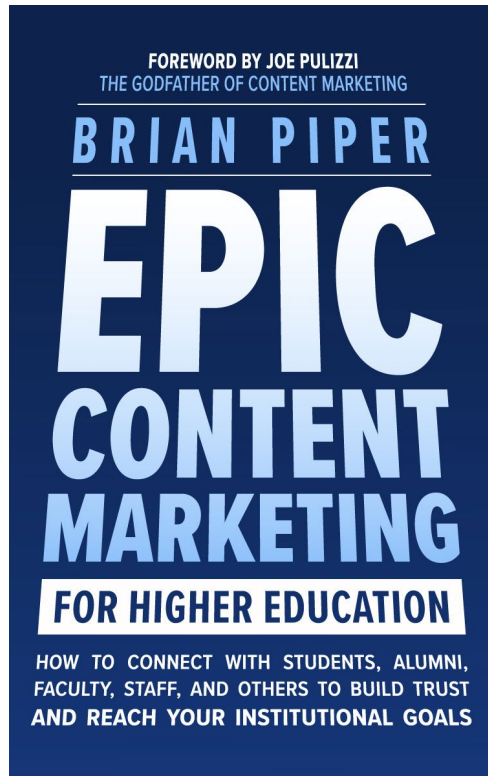
0164556

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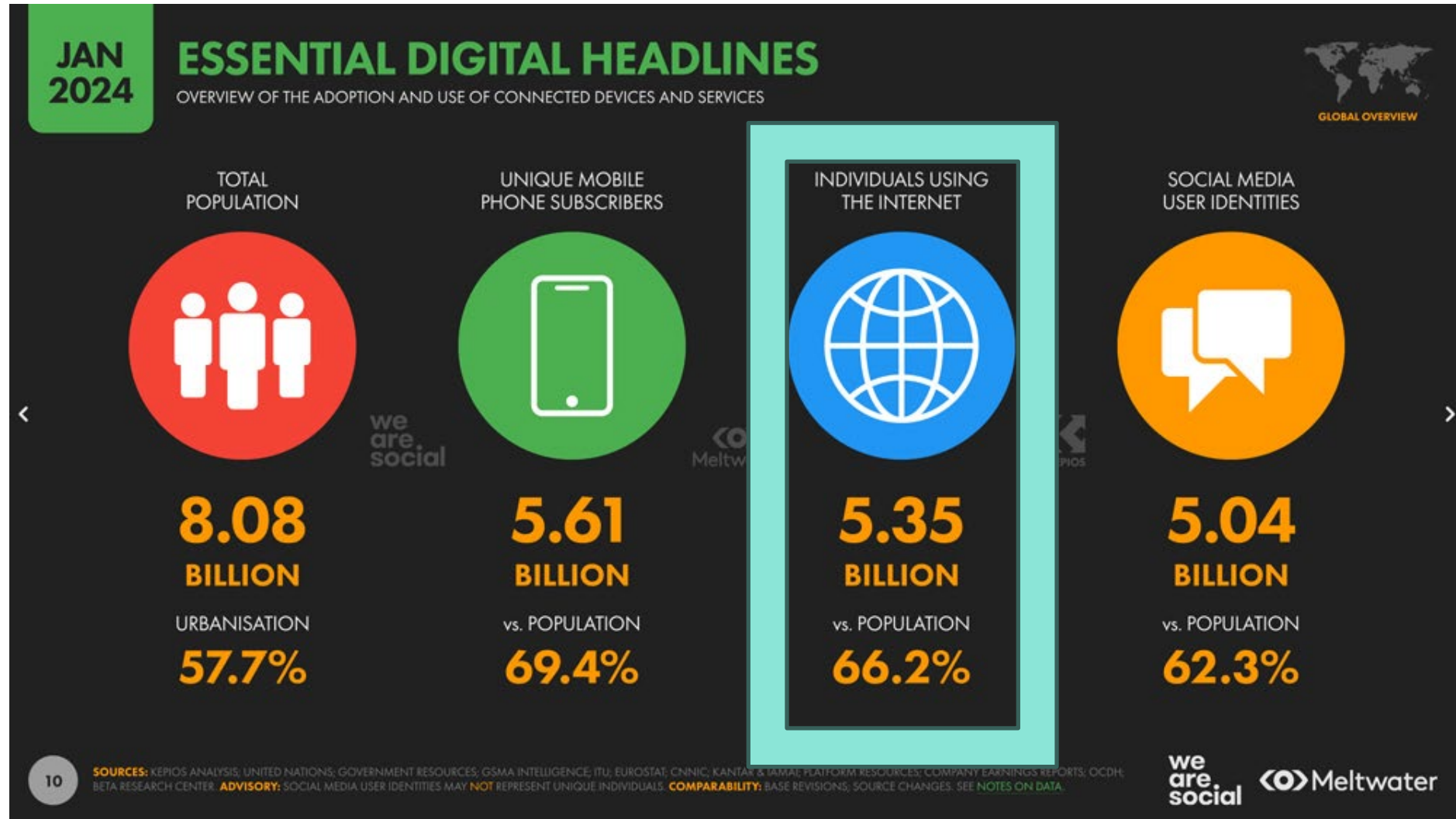
Agenda

- SEO - Why it matters
- Reactive vs. Proactive SEO
- Identifying opportunities in existing content
- Identifying opportunities in new content
- Information architecture
- Workshop

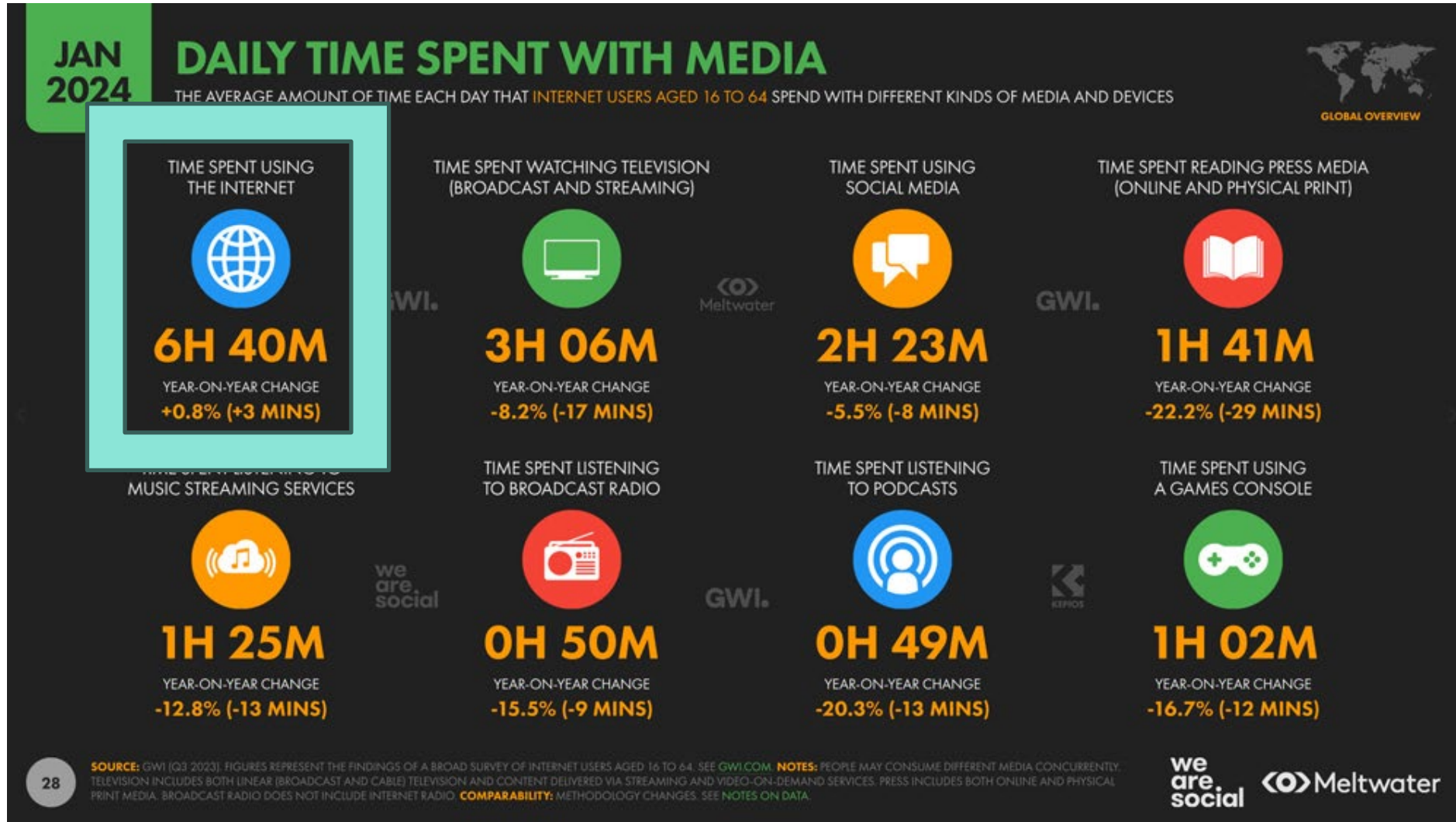
Break – 10 minutes

- How to optimize
- Advanced techniques
- Tracking and measuring
- The future of discoverability
- Workshop

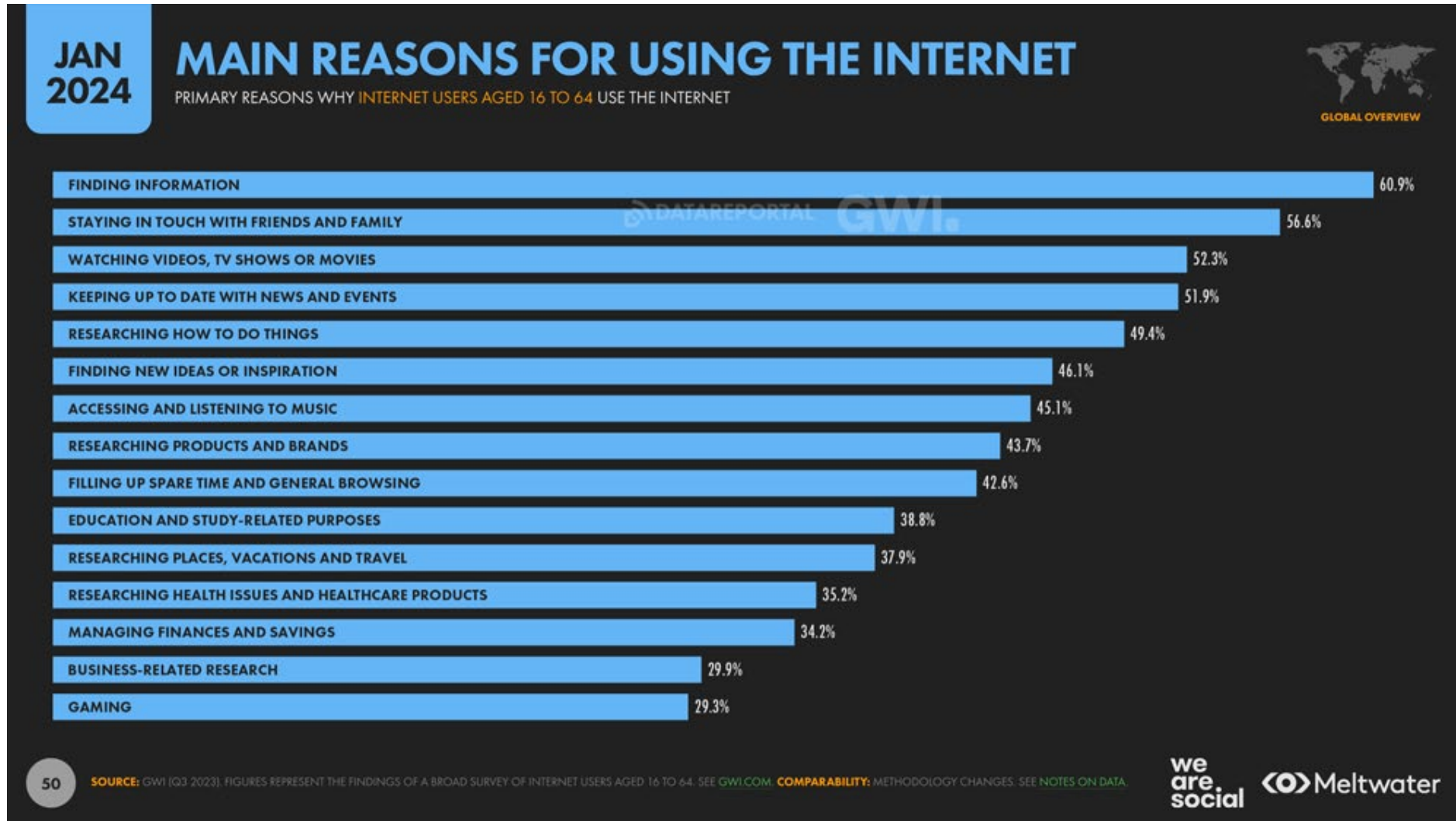
Why does it matter?



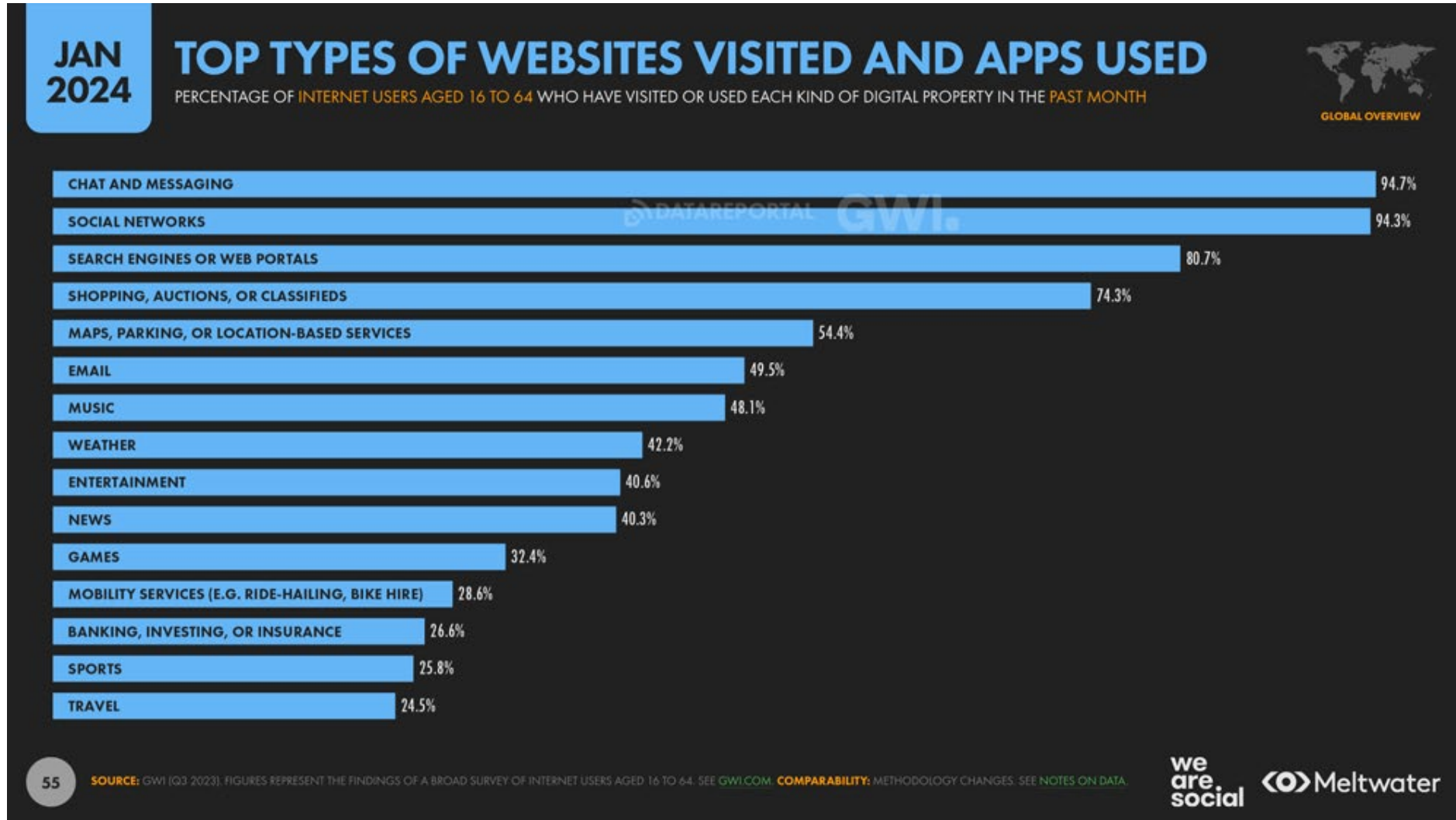
Why does it matter?



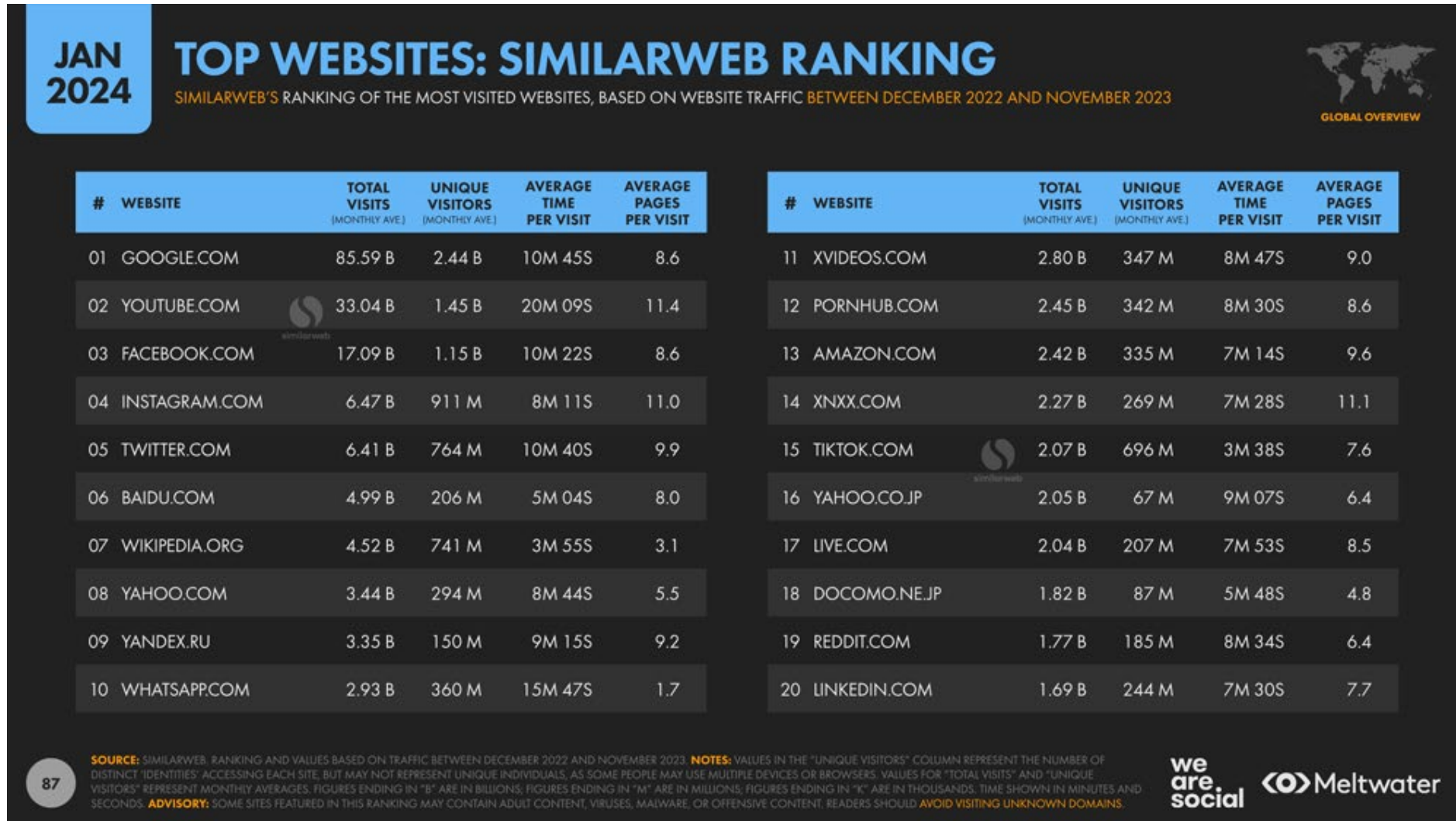
Why does it matter?



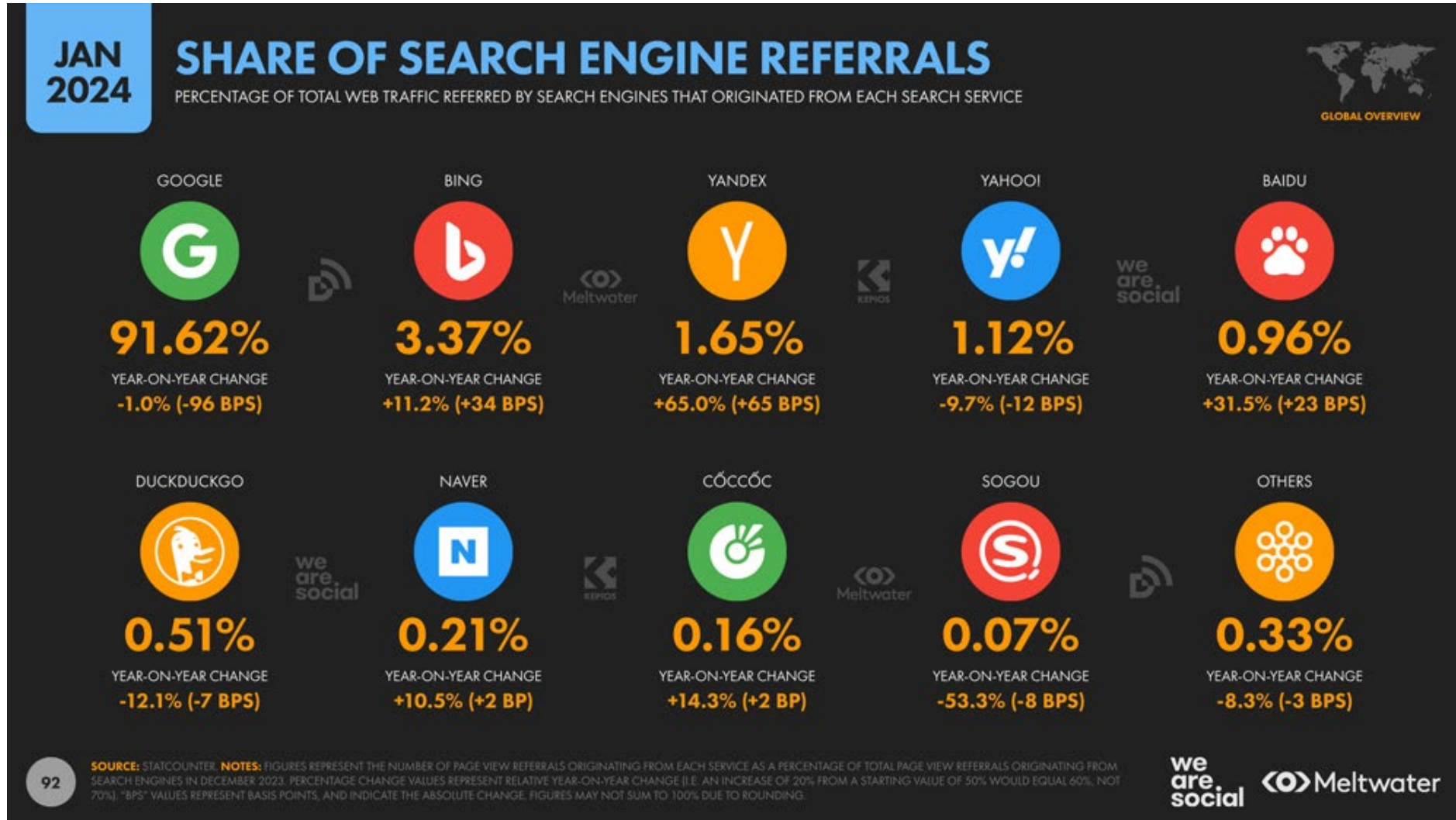
Why does it matter?



Why does it matter?



Why does it matter?



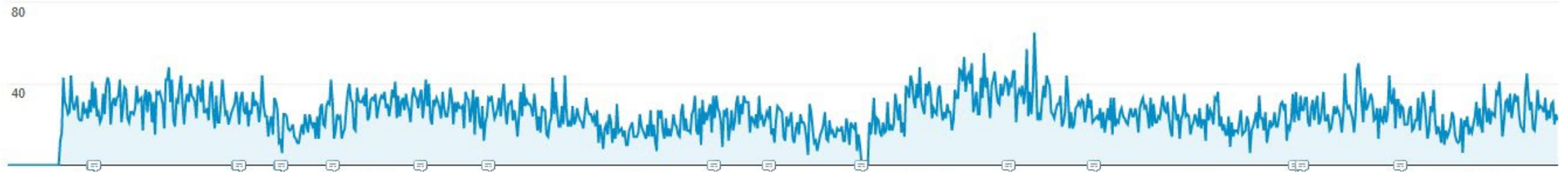
What does good content look like?

Typical article – 700-1,500 pageviews



What does good content look like?

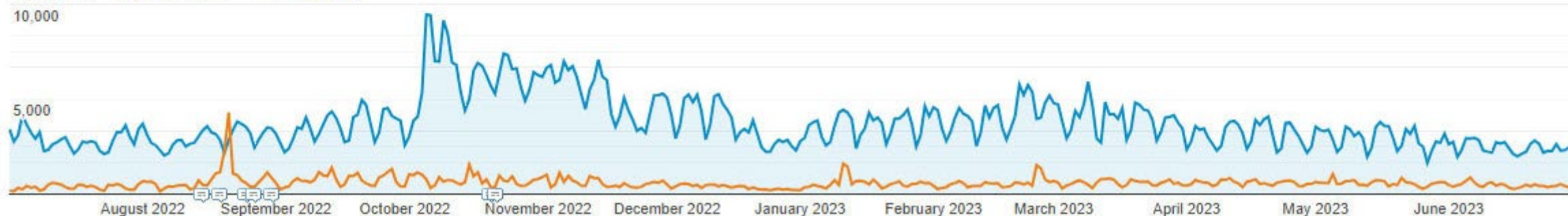
High Performer – 30,000 pageviews in 3 years



Jul 1, 2022 - Jun 30, 2023 Compare to: Jul 1, 2017 - Jun 30, 2018				
Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?
All Users	109.12% ↑ 1,908,348 vs 912,541	112.19% ↑ 1,748,510 vs 824,043	61.54% ↑ 00:05:00 vs 00:03:06	116.91% ↑ 1,659,612 vs 765,130
Organic Traffic	540.40% ↑ 1,367,131 vs 213,481	575.24% ↑ 1,260,674 vs 186,699	94.37% ↑ 00:05:44 vs 00:02:57	631.45% ↑ 1,210,821 vs 165,537

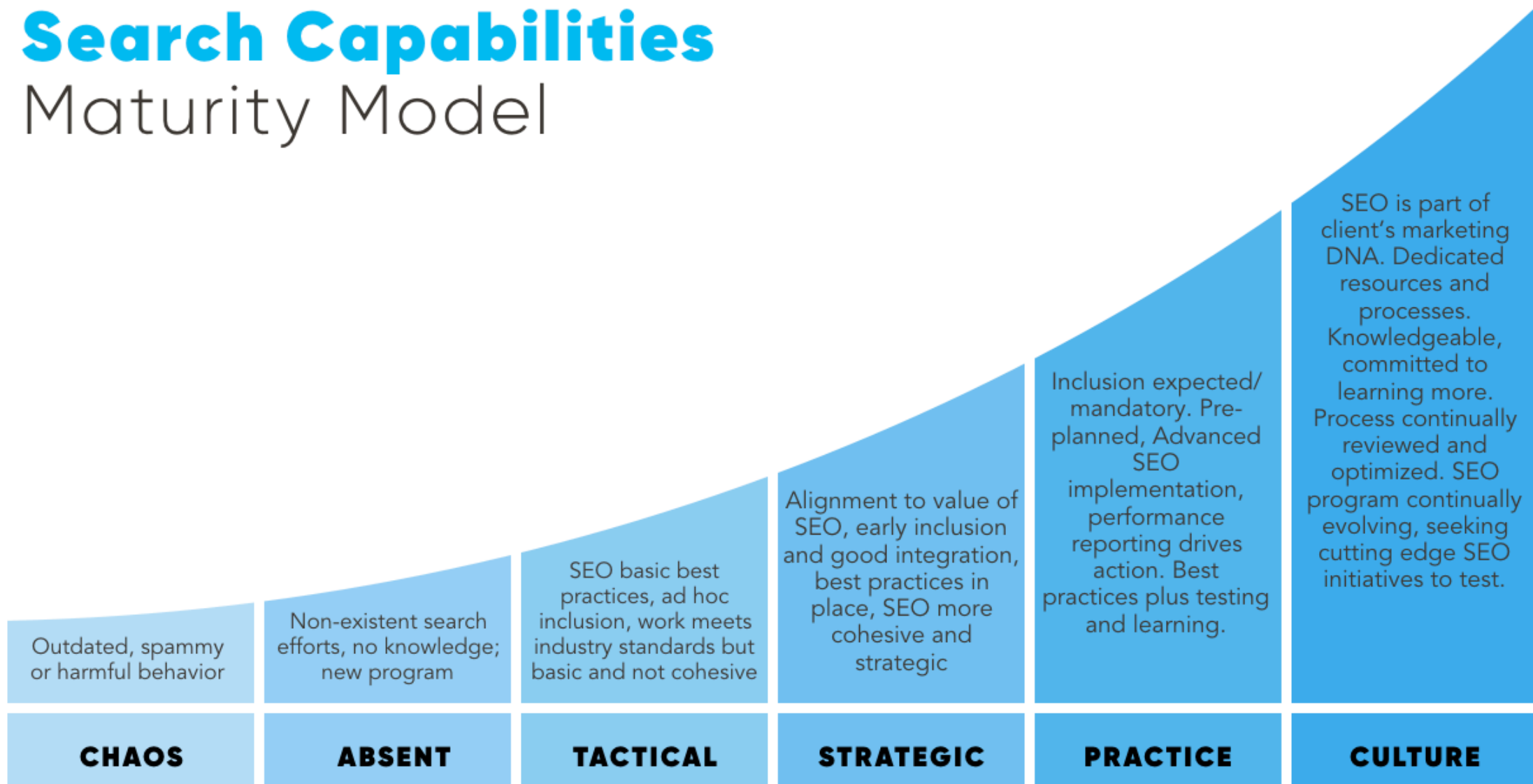
Jul 1, 2022 - Jun 30, 2023: ● Pageviews

Jul 1, 2017 - Jun 30, 2018: ● Pageviews



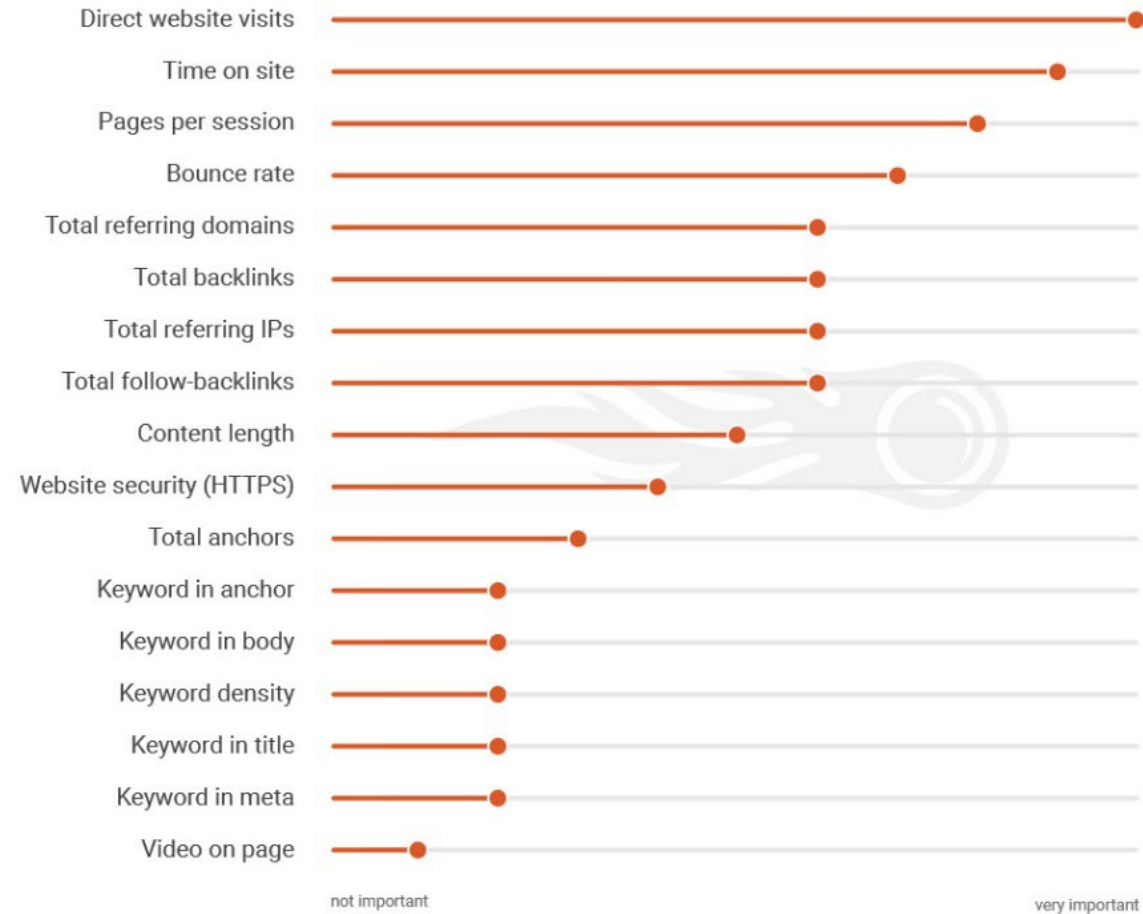
Search Capabilities Maturity Model

CAPABILITIES MATURITY



ORGANIZATIONAL MATURITY

Current Google Algorithm



Search Quality Evaluator Guidelines

General Guidelines

March 5, 2024

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Domain authority

The screenshot shows the Moz Free Domain Authority Checker interface. At the top, the Moz logo is on the left, and navigation links for Products, Free SEO Tools, Learn SEO, Blog, and Why Moz are in the center. A search icon and 'Log in' link are on the right. The main heading is 'Free Domain Authority Checker'. Below it, a sub-heading says 'Check the Domain Authority®, Page Authority, ranking keywords, and top search competitors for a domain with a single click — no login required.' A search input field contains 'rochester.edu' and a yellow 'Check DA' button is to its right. Below the input, a note states 'Get 3 free reports per day—on us! (unlimited for Moz Pro customers)'. The results section is titled 'Showing results for rochester.edu' and contains four metrics: Domain Authority (88), Linking Root Domains (138.9k), Ranking Keywords (510.2k), and Spam Score (1%). Below this are two sections: 'Top Pages by Links' and 'Top Linking Domains'. The 'Top Pages by Links' section includes a table with columns for Page/URL and PA, listing www.rochester.edu (70), www.urmc.rochester.edu/encyclopedia/content.asp... (67), www.urmc.rochester.edu/ (66), and mag.rochester.edu/ (64). The 'Top Linking Domains' section includes a table with columns for Domain and DA, listing www.google.com (100), youtube.com (100), and linkedin.com (99).

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Free Domain Authority Checker

Check the Domain Authority®, Page Authority, ranking keywords, and top search competitors for a domain with a single click — no login required.

rochester.edu **Check DA**

Get 3 free reports per day—on us! (unlimited for Moz Pro customers)

Showing results for **rochester.edu**

Domain Authority	Linking Root Domains	Ranking Keywords	Spam Score
88	138.9k	510.2k	1%

Top Pages by Links

The site's most important pages based on Page Authority (PA), an algorithm of link metrics. [Learn more about Page Authority.](#)

Page/URL	PA
www.rochester.edu/	70
www.urmc.rochester.edu/encyclopedia/content.asp...	67
www.urmc.rochester.edu/	66
mag.rochester.edu/	64

Top Linking Domains

The top linking domains based on Domain Authority (DA), a metric which predicts ranking potential based on links. [Learn more about Domain Authority.](#)

Domain	DA
www.google.com	100
youtube.com	100
linkedin.com	99

Reactive/proactive

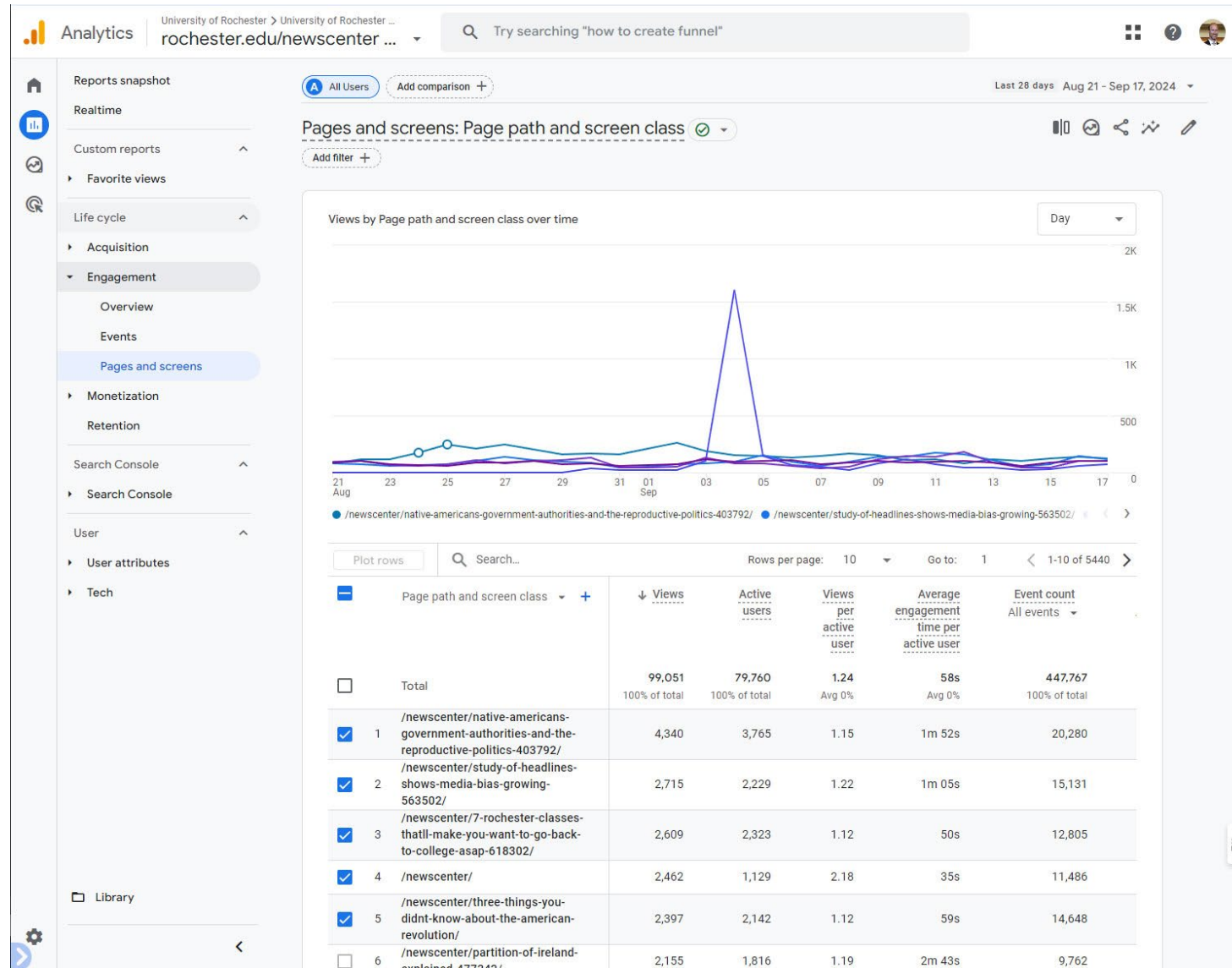


Photo credit: Midjourney

What existing content should I focus on?

- ◆ Reactive SEO
- ◆ Data
- ◆ High volume, low difficulty
- ◆ Strategic importance

Identifying opportunities



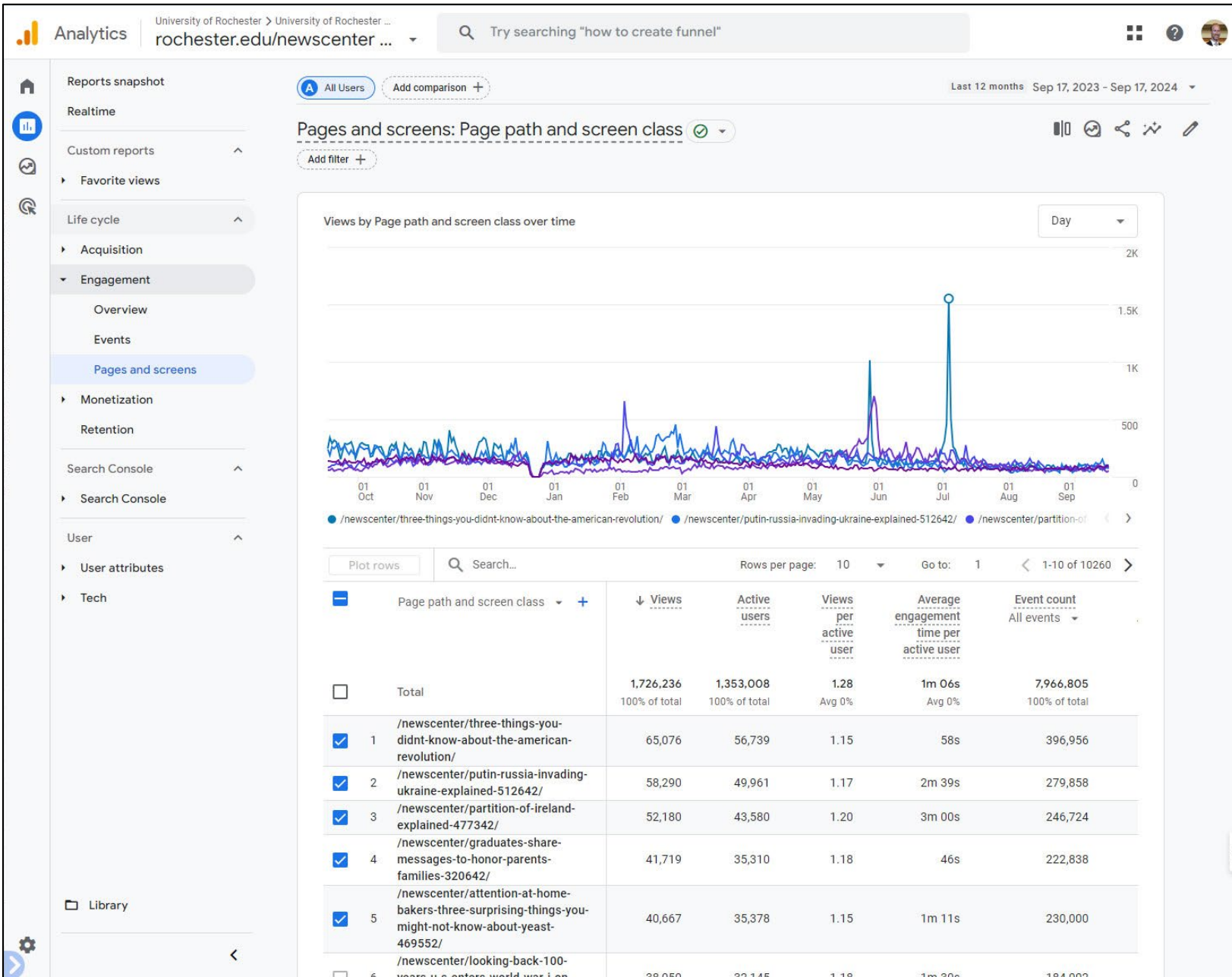
CAMPUS LIFE

7 Rochester classes that'll make you want to go back to college ASAP

 [Johanna Lester](#) | Digital Communications Specialist August 30, 2024

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Google Search Console

Inspect any URL in "https://www.rochester.edu/newscenter/"

https://www.rochest...

Overview
URL inspection

Performance

Search results

Discover

Google News

Indexing

Pages

Video pages

Sitemaps

Removals

Experience

Page Experience

Core Web Vitals

HTTPS

Enhancements

Breadcrumbs

Profile page

Sitelinks searchbox

Videos

Security & Manual Actions

Links

Settings

Performance on Search results

EXPORT

Search type: Web Date: Last 3 months + New Last updated: 13 hours ago

Total clicks Total impressions Average CTR Average position

123K 10.7M 1.2% 15.7

Clicks 3K
Impressions 225K

2K
150K
1K
75K
0

6/17/24 6/27/24 7/7/24 7/17/24 7/27/24 8/6/24 8/16/24 8/26/24 9/5/24 9/15/24

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top pages				↓ Clicks	Impressions
	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/			10,290	875,432
	https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/			9,312	225,679
	https://www.rochester.edu/newscenter/partition-of-ireland-explained-477342/			7,562	622,543
	https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/			5,840	216,879
	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-know-about-yeast-469552/			5,548	392,479
	https://www.rochester.edu/newscenter/study-of-headlines-shows-media-bias-growing-563502/			4,317	156,606
	https://www.rochester.edu/newscenter/native-americans-government-authorities-and-the-reproductive-politics-403792/			4,219	77,375

Landing Page
Enter a value

Sep 19, 2023 - Sep 17, 2024

	Query	Landing Page	Impressio...	Url Clic...	Average Posi...
1.	why does russia want ukraine	https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/	67,934	14,309	1.38
2.	where does yeast come from	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...	74,072	5,015	1.11
3.	what does russia want from ukraine	https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/	60,612	2,798	3.47
4.	why russia wants ukraine	https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/	48,072	2,390	3.16
5.	revolutionary war	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	302,702	1,986	4.7
6.	fetal alcohol syndrome adults	https://www.rochester.edu/newscenter/fetal-alcohol-syndrome-fasd-survivors-thriving-499312/	64,288	1,900	2.75
7.	how long was the revolutionary war	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	54,200	1,893	1.21
8.	why does putin want ukraine	https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/	12,555	1,748	2.06
9.	when did the american revolution end	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	98,320	1,483	1.14
10.	yeast	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...	131,873	1,453	9.08
11.	how long did the revolutionary war last	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	36,644	1,439	1.32
12.	when did the american revolution start	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	154,424	1,438	1.44
13.	j1407b	https://www.rochester.edu/newscenter/gigantic-ring-system-around-j1407b/	583,458	1,415	5.03
14.	what is yeast made of	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...	45,503	1,367	2.17
15.	what is yeast	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...	70,467	1,332	3.92
16.	hildegard of bingen	https://www.rochester.edu/newscenter/6-things-you-didnt-know-about-saint-hildegard-of-bingen-370772/	70,088	1,267	5.93
17.	school choice pros and cons	https://www.rochester.edu/newscenter/what-is-school-choice-pros-and-cons-564712/	6,216	1,188	1.47
18.	when did the us enter ww1	https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/	90,523	1,091	2.04
19.	alexei navalny	https://www.rochester.edu/newscenter/alexei-navalny-russian-soviet-opposition-movements-putin-59336...	59,521	1,079	15.27
20.	when did the revolutionary war end	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	170,007	1,007	3.63
21.	why did the us enter ww1	https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/	112,804	953	4.66
22.	facts about the american revolution	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	21,205	917	5.01
23.	what is the finger test for parkinson's?	https://www.rochester.edu/newscenter/ai-test-for-parkinsons-disease-severity-566772/	16,381	909	3.46
24.	why is ireland divided	https://www.rochester.edu/newscenter/partition-of-ireland-explained-477342/	13,804	905	2.27
25.	who is navalny	https://www.rochester.edu/newscenter/alexei-navalny-russian-soviet-opposition-movements-putin-59336...	16,977	851	5.7
26.	perovskite	https://www.rochester.edu/newscenter/metal-perovskite-solar-cells-vs-silicon-efficiency-550212/	81,272	835	10.83

Landing Page
Enter a value

Sep 19, 2023 - Sep 17, 2024

	Query	Landing Page	Impressio...	Url Clicks	Average Posi...
1.	bob dylan	https://www.rochester.edu/newscenter/6-stops-on-bob-dylans-rise-to-the-top/	813,287	248	2.03
2.	george takei	https://www.rochester.edu/newscenter/actor-activist-george-takei-of-star-trek-fame-to-speak-at-rocheste...	665,899	12	1.33
3.	j1407b	https://www.rochester.edu/newscenter/gigantic-ring-system-around-j1407b/	583,458	1,415	5.03
4.	naked mole rat	https://www.rochester.edu/newscenter/gene-transfer-hmw-ha-naked-mole-rats-extends-mice-lifespan-56...	333,289	190	10.1
5.	mole rat	https://www.rochester.edu/newscenter/gene-transfer-hmw-ha-naked-mole-rats-extends-mice-lifespan-56...	320,606	446	7.99
6.	revolutionary war	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	302,702	1,986	4.7
7.	are aliens real	https://www.rochester.edu/newscenter/nasa-brings-standards-of-evidence-to-the-search-for-ufos-527122/	226,308	765	13.35
8.	are aliens real	https://www.rochester.edu/newscenter/technosignatures-hold-clues-to-advanced-extraterrestrial-life-441...	216,137	822	14.99
9.	democracy	https://www.rochester.edu/newscenter/2022-midterm-elections-us-democracy-539632/	177,785	5	8.46
10.	when did the revolutionary war end	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	170,007	1,007	3.63
11.	democrat	https://www.rochester.edu/newscenter/partisanship-bright-line-watch-vote-democrat-republican-356912/	158,710	27	8.53
12.	when did the american revolution start	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	154,424	1,438	1.44
13.	when was the revolutionary war	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	152,587	268	7.15
14.	cherenkov tank	https://www.rochester.edu/newscenter/catching-some-gamma-rays-in-central-mexico-163572/	151,792	40	7.01
15.	forensics	https://www.rochester.edu/newscenter/jennifer-mnookin-can-we-trust-forensic-evidence-368622/	150,829	4	9.71
16.	yeast	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...	131,873	1,453	9.08
17.	october revolution	https://www.rochester.edu/newscenter/opinion-russias-october-revolution-not-marx-mind-279962/	130,828	12	5.03
18.	fulbright scholarship	https://www.rochester.edu/newscenter/thirteen-students-alumni-offered-fulbright-grants-377972/	130,689	1	2.37
19.	ulysses	https://www.rochester.edu/newscenter/what-is-ulysses-james-joyce-book-about-524002/	127,846	296	11.73
20.	curveball	https://www.rochester.edu/newscenter/how-understanding-gps-can-help-you-hit-a-curveball/	127,015	3	7.96
21.	why did the us enter ww1	https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/	112,804	953	4.66
22.	when did the revolutionary war start	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	111,370	381	4.37
23.	russian revolution	https://www.rochester.edu/newscenter/opinion-russias-october-revolution-not-marx-mind-279962/	108,792	14	6.63
24.	do aliens exist	https://www.rochester.edu/newscenter/nasa-brings-standards-of-evidence-to-the-search-for-ufos-527122/	103,929	652	10.16
25.	american revolution	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	102,492	783	7.66
26.	neutrinos	https://www.rochester.edu/newscenter/whv-is-the-universe-made-up-almost-exclusively-of-matter-neutri...	98,714	107	4.39

SOCIETY & CULTURE

Three things you didn't know about the American Revolution

Rachel Goldstein July 1, 2016

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www.rochester.edu_newscenter_organic.Positions-us-20240918-2024-09-19T16_45_18Z.xlsx - Excel

Piper, Brian

File Home Insert Page Layout Formulas Data Review View Developer Help Acrobat Tell me what you want to do

Cut Copy Paste Format Painter Clipboard Font Alignment Number Styles Cells Editing Adobe Acrobat

1100 informational

	A	B	C	D	E	F	G	H	I	J
1	Keyword	Position	Search Volume	Keyword Difficulty	URL	Traffic	Traffic (%)	SERP Features by Keyword	Keyword Intents	Position Type
2	yeast	1	74000	76	https://www.rochester.edu/newscenter/attention-at-home-bakers-thr	4884	6.02	Reviews, Video, Featured snippe	commercial, informational	People also ask
3	revolutionary war	1	74000	83	https://www.rochester.edu/newscenter/three-things-you-didnt-know-	3034	3.74	Image pack, Video, People also	commercial, informational	People also ask
4	when did the american revolution start	1	12100	93	https://www.rochester.edu/newscenter/three-things-you-didnt-know-	3000	3.7	Knowledge panel, Sitelinks, Vide	informational	Organic
5	when did the us enter ww1	1	9900	77	https://www.rochester.edu/newscenter/looking-back-100-years-u-s-	2455	3.02	Reviews, Video, Featured snippe	informational	Organic
6	when did the american revolution end	1	6600	88	https://www.rochester.edu/newscenter/three-things-you-didnt-know-	1636	2.01	Knowledge panel, Sitelinks, Vide	informational	Organic
7	american revolution	1	74000	100	https://www.rochester.edu/newscenter/three-things-you-didnt-know-	1628	2	Image pack, Sitelinks, Reviews, 'c	commercial, informational	People also ask
8	what is yeast	1	18100	72	https://www.rochester.edu/newscenter/attention-at-home-bakers-thr	1194	1.47	Reviews, Video, Featured snippe	informational	People also ask
9	how long was the revolutionary war	1	4400	86	https://www.rochester.edu/newscenter/three-things-you-didnt-know-	1091	1.34	Image pack, Sitelinks, Reviews, 'i	informational	Organic
10	where does yeast come from	1	3600	62	https://www.rochester.edu/newscenter/attention-at-home-bakers-thr	892	1.1	Sitelinks, Video, Featured snippe	informational	Organic
11	anthony university of rochester womens admission	1	1000	24	https://www.rochester.edu/newscenter/happy-birthday-sue-b/	800	0.98	Image pack, Reviews, Video, Fe	informational	Organic
12	american revolutionary war	1	18100	77	https://www.rochester.edu/newscenter/three-things-you-didnt-know-	742	0.91	Image pack, Sitelinks, Reviews, 'c	commercial, informational	People also ask
13	when did us enter ww1	1	2900	73	https://www.rochester.edu/newscenter/looking-back-100-years-u-s-	719	0.88	Image pack, Video, Featured snij	informational	Organic
14	jon fosse	1	18100	59	https://www.rochester.edu/newscenter/jon-fosse-septology-melanck	588	0.72	Image pack, Reviews, Video, Im	commercial, informational	People also ask
15	when was the revolutionary war	1	12100	82	https://www.rochester.edu/newscenter/three-things-you-didnt-know-	496	0.61	Knowledge panel, Sitelinks, Revi	informational	People also ask
16	alexei navalny	12	165000	96	https://www.rochester.edu/newscenter/alexei-navalny-russian-sovie	495	0.61	Image pack, Sitelinks, Reviews, 'c	commercial, informational	Organic
17	when did the revolutionary war end	1	14800	73	https://www.rochester.edu/newscenter/three-things-you-didnt-know-	481	0.59	Knowledge panel, Video, Feature	informational	People also ask
18	university of rochester news	1	590	47	https://www.rochester.edu/newscenter/	472	0.58	Image pack, Sitelinks, Reviews, 'i	informational	Organic
19	where does baker's yeast come from	1	1900	49	https://www.rochester.edu/newscenter/attention-at-home-bakers-thr	471	0.58	Sitelinks, Reviews, Video, Featur	informational	Organic
20	eclipse glasses	16	301000	49	https://www.rochester.edu/newscenter/science-of-solar-eclipse-glas	451	0.55	Reviews, Video, Image, People a	commercial	Organic
21	ulysses	3	40500	85	https://www.rochester.edu/newscenter/what-is-ulysses-james-joyce	445	0.54	Knowledge panel, Image pack, S	informational, transactional	Things to know
22	when did the revolutionary war end	5	14800	73	https://www.rochester.edu/newscenter/three-things-you-didnt-know-	355	0.43	Knowledge panel, Video, Feature	informational	Organic
23	navalny	13	110000	96	https://www.rochester.edu/newscenter/alexei-navalny-russian-sovie	330	0.4	Top stories, Image pack, Sitelink	informational	Organic
24	glasses for solar eclipse	1	14800	35	https://www.rochester.edu/newscenter/science-of-solar-eclipse-glas	325	0.4	Reviews, Video Carousel, Peopl	commercial	People also ask
25	where does yeast for baking come from	1	1300	53	https://www.rochester.edu/newscenter/attention-at-home-bakers-thr	322	0.39	Image pack, Sitelinks, Reviews, 'i	informational	Organic
26	what year was the american revolution	1	1300	94	https://www.rochester.edu/newscenter/three-things-you-didnt-know-	322	0.39	Knowledge panel, Video, Feature	informational	Organic
27	how long was the american revolutionary war	1	1300	87	https://www.rochester.edu/newscenter/three-things-you-didnt-know-	322	0.39	Image pack, Video, Featured snij	informational	Organic
28	when did american revolution end	1	1300	87	https://www.rochester.edu/newscenter/three-things-you-didnt-know-	322	0.39	Knowledge panel, Sitelinks, Vide	informational	Organic
29	when did the us join ww1	1	4400	73	https://www.rochester.edu/newscenter/looking-back-100-years-u-s-	290	0.35	Image pack, Reviews, Video, Fe	informational	People also ask
30	when did america enter ww1	1	6600	74	https://www.rochester.edu/newscenter/looking-back-100-years-u-s-	270	0.33	Image pack, Reviews, Video, Fe	informational	People also ask
31	why did the us join ww1	1	6600	74	https://www.rochester.edu/newscenter/looking-back-100-years-u-s-	270	0.33	Image pack, Sitelinks, Reviews, 'i	informational	People also ask
32	when did america join ww1	1	6600	74	https://www.rochester.edu/newscenter/looking-back-100-years-u-s-	270	0.33	Image pack, Reviews, Video, Fe	informational	People also ask
33	when did the revolutionary war start	1	8100	77	https://www.rochester.edu/newscenter/three-things-you-didnt-know-	263	0.32	Knowledge panel, Video, Feature	informational	People also ask
34	scientists create spark plug fusion reactions	1	1000	26	https://www.rochester.edu/newscenter/spark-plug-direct-drive-inertia	248	0.3	Image pack, Video, Featured snij	informational	Organic
35	where does baking yeast come from	1	1000	52	https://www.rochester.edu/newscenter/attention-at-home-bakers-thr	248	0.3	Sitelinks, Reviews, Video, Featur	informational	Organic
36	facts about michelangelo	1	1000	34	https://www.rochester.edu/newscenter/five-things-you-might-not-knc	248	0.3	Video, Featured snippet, Image, 'i	informational	Organic
37	fetal alcohol syndrome adults	3	8100	61	https://www.rochester.edu/newscenter/fetal-alcohol-syndrome-fasd-	243	0.29	Image pack, Sitelinks, Image, Pe	commercial, informational	Organic
38	who won the revolutionary war	1	3600	83	https://www.rochester.edu/newscenter/three-things-you-didnt-know-	237	0.29	Reviews, Video, Featured snippe	informational	People also ask
39	fetal alcohol syndrome in adults	2	6600	66	https://www.rochester.edu/newscenter/fetal-alcohol-syndrome-fasd-	231	0.28	Image, People also ask, Related	commercial, informational	Organic
40	molerat	1	14800	63	https://www.rochester.edu/newscenter/naked-mole-rats-cancer-agir	222	0.27	Image pack, Reviews, Video, Im	informational	Things to know
41	when was the revolutionary war over	1	880	81	https://www.rochester.edu/newscenter/three-things-you-didnt-know-	218	0.26	Image pack, Sitelinks, Video, Fe	informational	Organic
42	when did the american revolutionary war start	1	880	77	https://www.rochester.edu/newscenter/three-things-you-didnt-know-	218	0.26	Knowledge panel, Image pack, S	informational	Organic
43	do polarized sunglasses work for eclipse	1	880	24	https://www.rochester.edu/newscenter/science-of-solar-eclipse-glas	218	0.26	Sitelinks, Reviews, Video, Featur	informational	Organic
44	american revolution timeline	1	9900	60	https://www.rochester.edu/newscenter/three-things-you-didnt-know-	217	0.26	Reviews, Video, Image, People a	commercial, informational	People also ask
45	the revolutionary war	1	6600	71	https://www.rochester.edu/newscenter/three-things-you-didnt-know-	214	0.26	Image pack, Reviews, Video, Pei	commercial, informational	People also ask
46	path of eclipse 2017	1	1600	64	https://www.rochester.edu/newscenter/see-partial-solar-eclipse-rocl	213	0.26	Knowledge panel, Image pack, V	informational	Image pack
47	where does bread yeast come from	1	1600	59	https://www.rochester.edu/newscenter/attention-at-home-bakers-thr	211	0.26	Sitelinks, Reviews, Video, Featur	informational	Organic
48	when did the american revolution begin	1	1600	84	https://www.rochester.edu/newscenter/three-things-you-didnt-know-	211	0.26	Knowledge panel, Video, Feature	informational	Organic
49	solar glasses	1	12100	35	https://www.rochester.edu/newscenter/science-of-solar-eclipse-glas	211	0.26	Reviews, Video, Image, Video C	informational, transactional	People also ask
50	solar eclipse glasses	18	301000	35	https://www.rochester.edu/newscenter/science-of-solar-eclipse-glas	210	0.25	Image pack, Sitelinks, Reviews, 'i	informational, transactional	Organic

Sheet 1

Ready 100%

Discover what people are asking about...

Register for **FREE** and get:

- 3 Daily searches
- Your searches (historical)

CREATE FREE ACCOUNT

Google Bing YouTube TikTok Amazon

revolutionary war



United States

English

SEARCH

Use 1-2 words for best results

Trusted By Over **2.7 Million** Customers



Get Instant, Raw **Search Insights**,
Direct From The Minds Of Your
Customer

QUESTIONS (86)

PREPOSITIONS (27)

COMPARISONS (22)

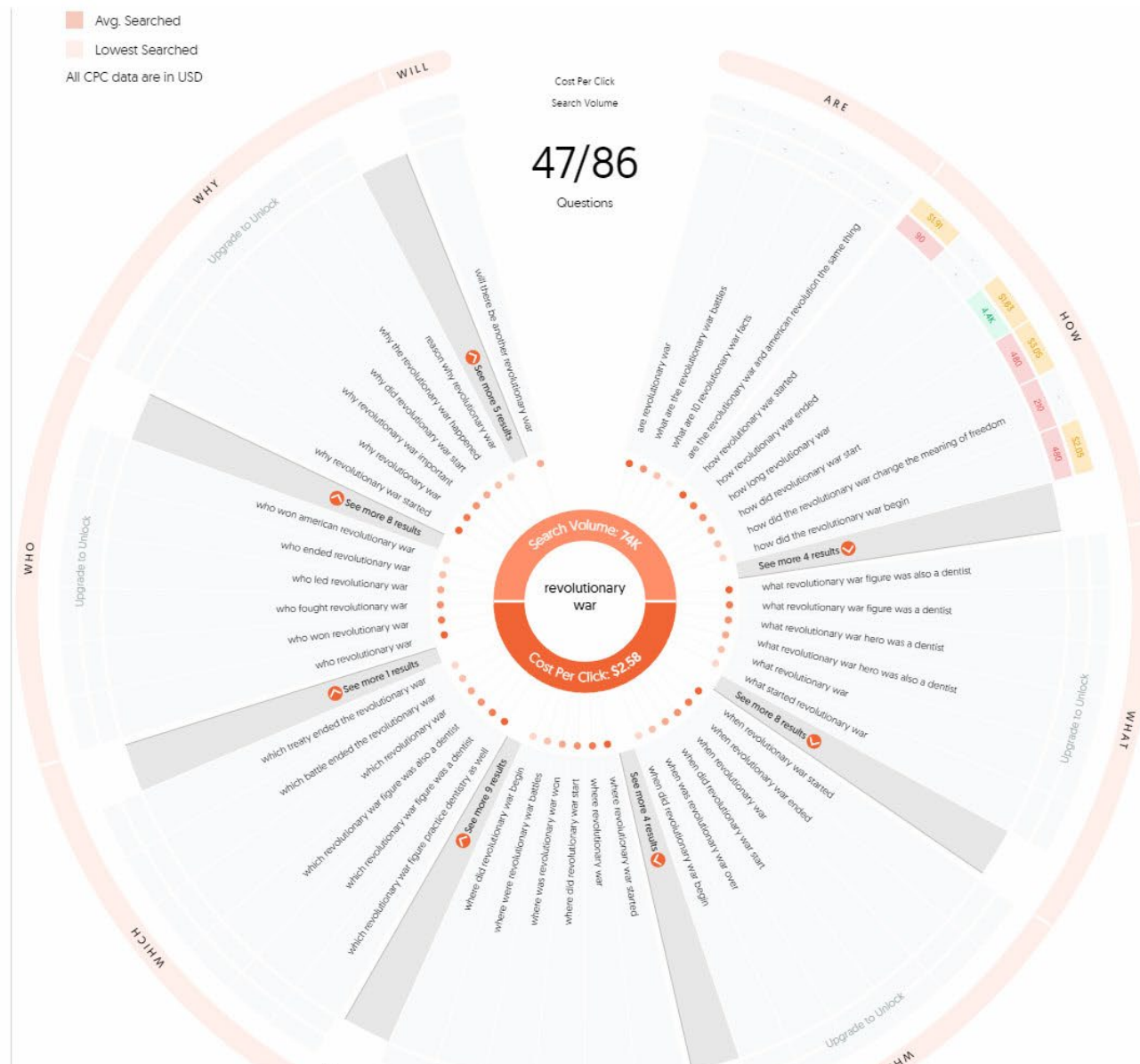
ALPHABETICALS (356)

NUMBERS (41)

RELATED (15)

Download CSV

Avg. Searched
Lowest Searched
All CPC data are in USD



Landing Page
[hester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/](https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/)

Sep 20, 2023 - Sep 18, 2024

Query	Landing Page	Impressio...	Url Clic...	Average Posi...
1. why does russia want ukraine	https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/	67,850	14,301	1.39
2. where does yeast come from	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...	74,008	5,006	1.11
3. what does russia want from ukraine	https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/	60,027	2,778	3.46
4. why russia wants ukraine	https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/	47,993	2,375	3.17
5. revolutionary war	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	301,458	1,987	4.69
6. fetal alcohol syndrome adults	https://www.rochester.edu/newscenter/fetal-alcohol-syndrome-fasd-survivors-thriving-499312/	64,395	1,899	2.75
7. how long was the revolutionary war	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	54,223	1,893	1.21
8. why does putin want ukraine	https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/	12,431	1,737	2.07
9. when did the american revolution end	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	98,381	1,481	1.14
10. yeast	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...	131,460	1,452	9.11
11. when did the american revolution start	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	154,437	1,440	1.44
12. how long did the revolutionary war last	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	36,687	1,434	1.33
13. j1407b	https://www.rochester.edu/newscenter/gigantic-ring-system-around-j1407b/	582,548	1,408	5.05
14. what is yeast made of	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...	45,479	1,367	2.17
15. what is yeast	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...	70,616	1,338	3.92
16. hildegard of bingen	https://www.rochester.edu/newscenter/6-things-you-didnt-know-about-saint-hildegard-of-bingen-370772/	69,926	1,316	5.95
17. school choice pros and cons	https://www.rochester.edu/newscenter/what-is-school-choice-pros-and-cons-564712/	6,215	1,187	1.46
18. when did the us enter ww1	https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/	90,451	1,091	2.04
19. alexei navalny	https://www.rochester.edu/newscenter/alexei-navalny-russian-soviet-opposition-movements-putin-59336...	59,569	1,079	15.28
20. when did the revolutionary war end	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	170,041	999	3.66
21. why did the us enter ww1	https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/	112,764	949	4.67
22. facts about the american revolution	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	21,214	920	5
23. what is the finger test for parkinson's?	https://www.rochester.edu/newscenter/ai-test-for-parkinsons-disease-severity-566772/	16,378	908	3.45
24. why is ireland divided	https://www.rochester.edu/newscenter/partition-of-ireland-explained-477342/	13,810	905	2.27
25. who is navalny	https://www.rochester.edu/newscenter/alexei-navalny-russian-soviet-opposition-movements-putin-59336...	16,981	851	5.7
26. nerovskite	https://www.rochester.edu/newscenter/metal-nerovskite-solar-cells-vs-silicon-efficiency-550212/	80,986	833	10.84



Landing Page
<https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-am...>

Sep 20, 2023 - Sep 18, 2024

	Query	Landing Page	Impressio...	Url Clic...	Average Posi...
1.	revolutionary war	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	301,458	1,987	4.69
2.	how long was the revolutionary war	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	54,223	1,893	1.21
3.	when did the american revolution end	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	98,381	1,481	1.14
4.	when did the american revolution start	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	154,437	1,440	1.44
5.	how long did the revolutionary war last	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	36,687	1,434	1.33
6.	when did the revolutionary war end	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	170,041	999	3.66
7.	facts about the american revolution	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	21,214	920	5
8.	how long did the american revolution last	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	31,164	811	1.3
9.	how long was the american revolution	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	32,675	785	1.28
10.	american revolution	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	101,933	782	7.67
11.	how did the american revolution start	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	21,863	619	2.09
12.	who won the revolutionary war	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	43,393	593	1.83
13.	american revolutionary war	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	77,982	561	4.84
14.	american revolution facts	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	18,342	450	6.85
15.	who fought in the revolutionary war	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	27,470	412	2.69
16.	how did the revolutionary war start	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	11,137	407	1.61
17.	when did the revolutionary war start	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	111,657	380	4.39
18.	american revolutionary war start date	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	20,590	369	2.43
19.	who won the american revolution	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	34,000	351	1.57
20.	when was the revolutionary war over	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	10,961	341	1.07
21.	when did the american revolution start a...	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	74,627	324	4.5
22.	when was the revolutionary war	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	151,982	268	7.16
23.	who fought in the american revolution	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	17,794	265	1.5
24.	end of american revolution	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	8,839	260	1.08
25.	when did american revolution end	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	10,230	218	1.05
26.	when did the revolutionarv war start and ...	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	46,294	208	4.99



What to target

- Featured snippet
 - People also ask
 - Things to know

The screenshot shows a Google search for "revolutionary war". The search bar includes the Google logo, the search term, and an "AI Answer" button. Below the search bar are navigation tabs for "All", "Images", "Videos", "News", "Shopping", "Web", "Forums", and "Tools". The search results are for "American Revolutionary War", with tabs for "Overview", "Commanders", and "Outcome".

The first result is from Wikipedia, titled "American Revolutionary War". The snippet reads: "The American Revolutionary War (April 19, 1775 – September 3, 1783), also known as the Revolutionary War or American War of Independence, ...".

Below the Wikipedia result is a "People also ask" section with four questions, each with a dropdown arrow:

- What was the Revolutionary War and why did it happen?
- Who won the Revolutionary War in 1776?
- How long did the Revolutionary War last?
- Who fought in the Revolutionary War?

Below this is a "Feedback" link.

The second result is from History.com, titled "Revolutionary War - Timeline, Facts & Battles". The snippet reads: "Oct 29, 2009 – The American Revolutionary War was an insurrection by Patriots in the 13 colonies against British rule, resulting in American independence. French and Indian War · Stamp Act · Townshend Acts · Tea Act".

Below this is a "Things to know" section with three items, each with a dropdown arrow:

- Death toll**: American revolutionary war death toll
- Outcome**: What was the outcome of the Revolutionary War?
- Winning battle**: Battle that won the revolutionary war

Below this is another "Feedback" link.

On the right side of the search results, there is an "Ubersuggest v4.0.9" notification: "It looks like you're no longer using the Ubersuggest Chrome extension. We've automatically disabled it. You can turn it back on quickly by toggling the 'Enable' button. [Unhide](#)".

Below the notification is a grid of four historical battle paintings, with a "More images" button at the bottom right.

Below the images is an "About" section:

The American Revolutionary War, also known as the Revolutionary War or American War of Independence, was an armed conflict that was part of the broader American Revolution, in which American Patriot forces organized as the Continental Army and commanded by George Washington defeated the British Army. [Wikipedia](#)

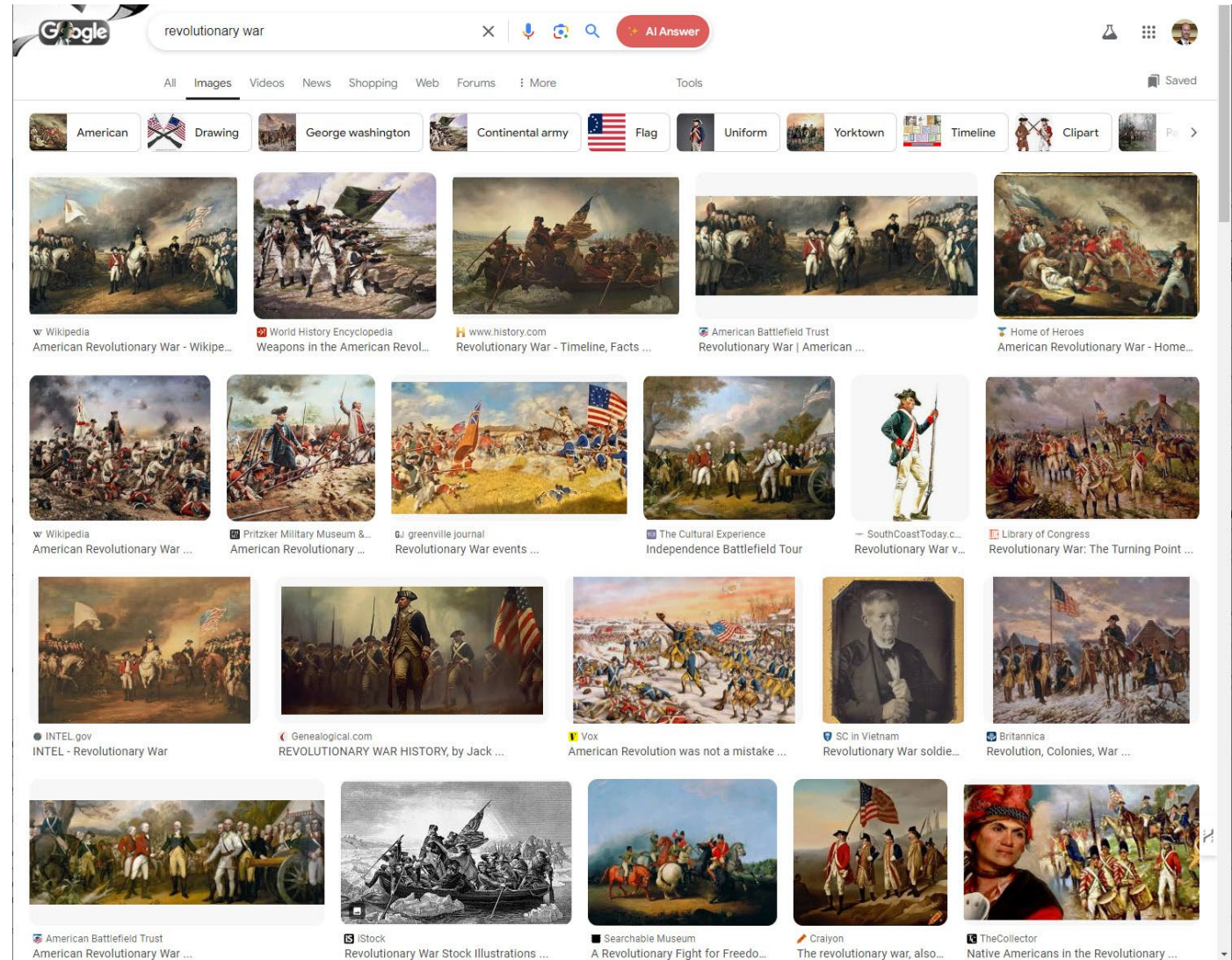
Dates: Apr 19, 1775 – Sep 3, 1783
Location: United States, North America, Lexington, Caribbean, [MORE](#)
Included in event: American Revolution
Military personnel involved: James Monroe

Below this is a "Feedback" link.

At the bottom right, there is a "People also search for" section with a grid of five small image thumbnails.

What to target

- Featured snippet
 - People also ask
 - Things to know
- Image search



What to target

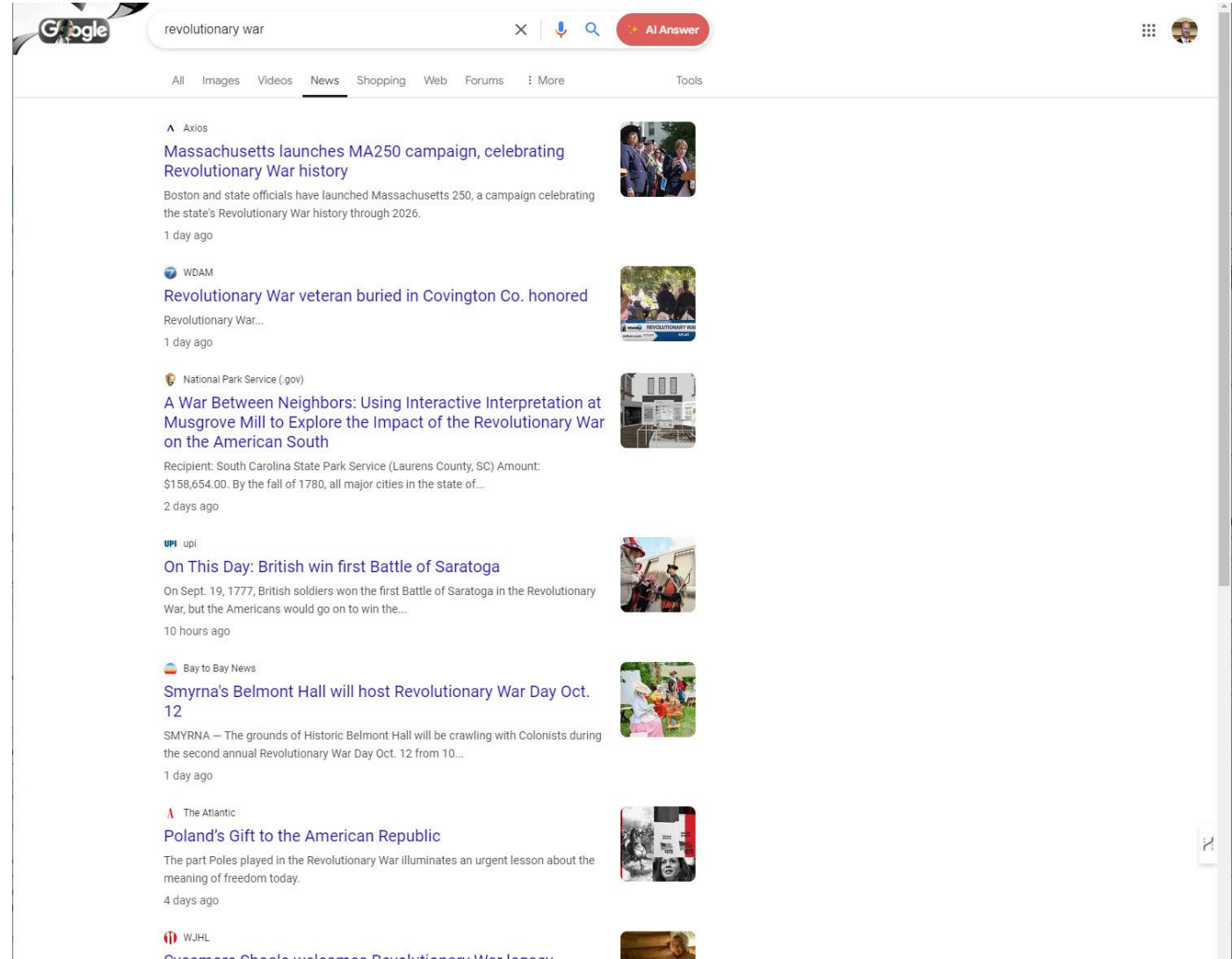
- Featured snippet
 - People also ask
 - Things to know
- Image search
- Videos

The screenshot shows a Google search for "revolutionary war" with the "Videos" tab selected. The search results are as follows:

- Result 1:** "The Revolutionary War in 36 Minutes" by American Battlefield Trust. Description: Chief Historian Garry Adelman gives a presentation on the history of the Revolutionary War in America. The American Battlefield Trust ...
- Result 2:** "The American Revolution - OverSimplified (Part 1)" by OverSimplified. Description: Support My Channel! Download Free Vikings War Of Clans here: ► iOS: https://bit.ly/2wowB9I ► Android: https://bit.ly/2N2dhZo And Get 200 ...
- Result 3:** "The Revolutionary War: Animated Battle Map" by American Battlefield Trust. Description: Check out our Animated Map focusing on the Southern Campaign of the Revolutionary War! https://www.youtube.com/watch?...
- Result 4:** "History in under 3 minutes | The American Revolution explained" by ABC10. Description: - The American Civil War (1863). Knowledgeia•418K views - 9:17. Go to channel - American Revolutionary War - Timelines and Maps - Animated US ...
- Result 5:** "Who Won the American Revolution?: Crash Course US ..." by CrashCourse. Description: In which John Green teaches you about the American Revolution. And the Revolutionary War. I know we've labored the point here, ...

What to target

- Featured snippet
 - People also ask
 - Things to know
- Image search
- Videos
- News stories



The screenshot shows a Google search for "revolutionary war" with the "News" filter selected. The search results are as follows:

- Axios**: "Massachusetts launches MA250 campaign, celebrating Revolutionary War history". Description: Boston and state officials have launched Massachusetts 250, a campaign celebrating the state's Revolutionary War history through 2026. 1 day ago.
- WDAM**: "Revolutionary War veteran buried in Covington Co. honored". Description: Revolutionary War... 1 day ago.
- National Park Service (.gov)**: "A War Between Neighbors: Using Interactive Interpretation at Musgrove Mill to Explore the Impact of the Revolutionary War on the American South". Description: Recipient: South Carolina State Park Service (Laurens County, SC) Amount: \$158,654.00. By the fall of 1780, all major cities in the state of... 2 days ago.
- UPI**: "On This Day: British win first Battle of Saratoga". Description: On Sept. 19, 1777, British soldiers won the first Battle of Saratoga in the Revolutionary War, but the Americans would go on to win the... 10 hours ago.
- Bay to Bay News**: "Smyrna's Belmont Hall will host Revolutionary War Day Oct. 12". Description: SMYRNA — The grounds of Historic Belmont Hall will be crawling with Colonists during the second annual Revolutionary War Day Oct. 12 from 10... 1 day ago.
- The Atlantic**: "Poland's Gift to the American Republic". Description: The part Poles played in the Revolutionary War illuminates an urgent lesson about the meaning of freedom today. 4 days ago.
- WJHL**: "Cusseta School welcomes Revolutionary War lesson".

What to target

- Featured snippet
 - People also ask
 - Things to know
- Image search
- Videos
- News stories
- Community

The screenshot shows a Google search for "revolutionary war". The search bar includes the Google logo, the search term "revolutionary war", and an "AI Answer" button. Below the search bar, there are navigation tabs for "All", "Images", "Videos", "News", "Shopping", "Web", "Forums", and "Tools". The search results are as follows:

- Reddit - r/AskHistory**
120+ comments - 8 months ago
Was the American Revolutionary War justified? : r/AskHistory
No, it was not justified because the American **revolutionary war** was a counter revolution to Britain about to end slavery with "Somerset's case" ...
Did the American **revolutionary** forces really have a ... - Reddit Sep 28, 2022
Why did the British lose the American **War of Independence** ... Aug 30, 2023
How can the American **Revolutionary War** be viewed morally ... Sep 16, 2024
american **revolution** is a terrible idea : r/ultimategeneral - Reddit Jul 17, 2023
More results from www.reddit.com
- Quora**
<https://www.quora.com/When-did-the-American-Rev...>
When did the American Revolutionary War actually start?
The American **Revolutionary War** began on April 19, 1775, with the Battles of Lexington and Concord. These battles, fought between American colonists and British ...
26 answers · 11 votes: There are a number of historians (myself included) who consider the col...
- Quora**
<https://www.quora.com/Why-did-the-Revolutionary-...>
Why did the Revolutionary War last so long? Did America ...
The Americans were able to use superior leadership, George Washington, guerrilla tactics and strategy to beat the better supplied British troops.
3 answers · 3,247 votes: A lot of people are quick to say something along these lines: "A ragtag ...
- Paradox Interactive Forums**
<https://forum.paradoxplaza.com/forum/threads/ho...>
How do you Win the American Revolution
Jul 18, 2012 — It's a **revolution war** so you can annex all of Great Britain for 0 Infamy. Seize everything you can, mint your arse off and make use of the ...
- BoardGameGeek**
<https://boardgamegeek.com/.../Historical-Context>
Can Anyone Recommend a Good Documentary on the ...
May 2, 2024 — I've watched a mini-series called The American **Revolution** that was on The Military Channel and on the History Channel here in the US everytime it came on.
- History Hub (.gov)**
<https://historyhub.history.gov/military-records/revolu...>
Revolutionary War records - Military Records Forum
Apr 26, 2024 — Pension and bounty-land warrant application files for **Revolutionary War** soldiers are available in Record Group 15 Records of the Department of ...
1 answer · 1 vote: Eric Thank you for posting your question on the History Hub! It appears that y

What to target

- Featured snippet
 - People also ask
 - Things to know
- Image search
- Videos
- News stories
- Community
- Voice



Photo credit: Midjourney

What to target

- Featured snippet
 - People also ask
 - Things to know
- Image search
- Videos
- News stories
- Community
- Voice
- AI

why did the us enter world war 1?



The United States entered World War I in 1917 due to a combination of several factors:

1. **Unrestricted Submarine Warfare:** One of the key reasons was Germany's use of unrestricted submarine warfare. In early 1917, Germany resumed sinking ships, including those carrying American passengers and goods, without warning. This violated international law and threatened American lives and economic interests. The sinking of ships like the British passenger liner *Lusitania* in 1915, which killed 128 Americans, fueled public outrage. The unrestricted targeting of merchant and passenger vessels increased tensions between the U.S. and Germany.
2. **The Zimmermann Telegram:** In January 1917, British intelligence intercepted and revealed a secret message from Germany to Mexico, known as the Zimmermann Telegram. The telegram proposed that Mexico ally with Germany if the U.S. entered the war. In exchange, Germany promised to help Mexico recover territories lost to the U.S., such as Texas, Arizona, and New Mexico. This message stirred further public outrage and pushed the U.S. closer to war.
3. **Economic Interests:** The U.S. had strong economic ties with the Allied powers (Britain and France) and had loaned them large sums of money. If the Allies lost the war, it would jeopardize American financial interests. The economic rationale, though not the primary reason, played a significant role in the U.S. decision to enter the conflict.
4. **Ideals of Democracy:** President Woodrow Wilson framed the war as a fight to make the world "safe for democracy." He argued that American intervention was necessary to protect democratic nations against authoritarian regimes, particularly the German Empire. This



Message ChatGPT



ChatGPT can make mistakes. Check important info.

what are the sources of this content?



The information I provided is a synthesis of widely accepted historical knowledge drawn from various reputable sources. Some of the key references commonly cited when discussing why the U.S. entered World War I include:

1. **Official U.S. Government Records:** The U.S. Congressional Record includes President Woodrow Wilson's speech to Congress on April 2, 1917, where he asked for a declaration of war against Germany. In this speech, Wilson highlights unrestricted submarine warfare and the Zimmermann Telegram as primary reasons for entering the war.
2. **Historical Books:**
 - *A World Undone: The Story of the Great War, 1914-1918* by G.J. Meyer, which provides an in-depth analysis of the events leading up to World War I and the U.S. involvement.
 - *The War That Ended Peace: The Road to 1914* by Margaret MacMillan, which gives a broader context of the war and the geopolitical landscape.
 - *Over Here: The First World War and American Society* by David M. Kennedy, which explores the U.S.'s domestic and international motivations for entering the war.
3. **Primary Sources:** Documents like the Zimmermann Telegram, intercepted by British intelligence and later made public, are available in historical archives. You can find the text of the Zimmermann Telegram in official records from the National Archives or diplomatic correspondence.
4. **Scholarly Articles and Essays:** Various academic journals, such as *The Journal of American History* and *American Affairs*, feature articles that explore the U.S.'s reasons for entering World



Message ChatGPT




ChatGPT can make mistakes. Check important info.

why did the us enter world war 1?

Sources

- Why did the US enter World War I? - University of Rochester
rochester · 1
- The U.S. During World War I - Division of Historical and Cultural...
history.delaware · 2
- American entry into World War I - Wikipedia
en.wikipedia · 3
- View 5 more

Perplexity

 **American entry into World War I** More
U.S. joins the conflict in April 1917

Entry date	April 6, 1917
Initial public opinion	Strongly favored neutrality, especially among Irish Americans, German Americans, Scandinavian Americans, church leaders, and women.
Reasons for entry	Reports of German atrocities, unrestricted submarine warfare by Germany, and the Zimmermann Telegram.

The United States entered World War I on April 6, 1917, primarily due to Germany's actions that threatened American interests and lives. Here are the key reasons:

German Submarine Warfare

Germany's...
sinking of several U.S. snips, resulting in American casualties.

entry_into_World_War_I



What new content should I create?

- ◆ Proactive SEO
- ◆ Keyword research
- ◆ High volume, low difficulty
- ◆ Strategic importance

First things first

Create for people,
not for search engines.

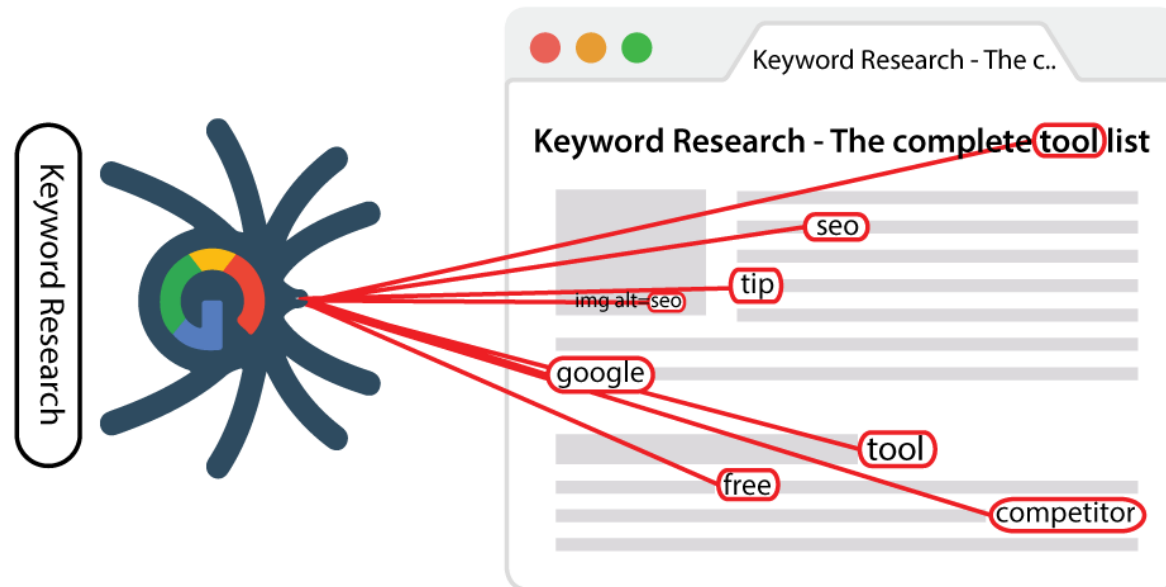


How are users searching?

What does your audience need?

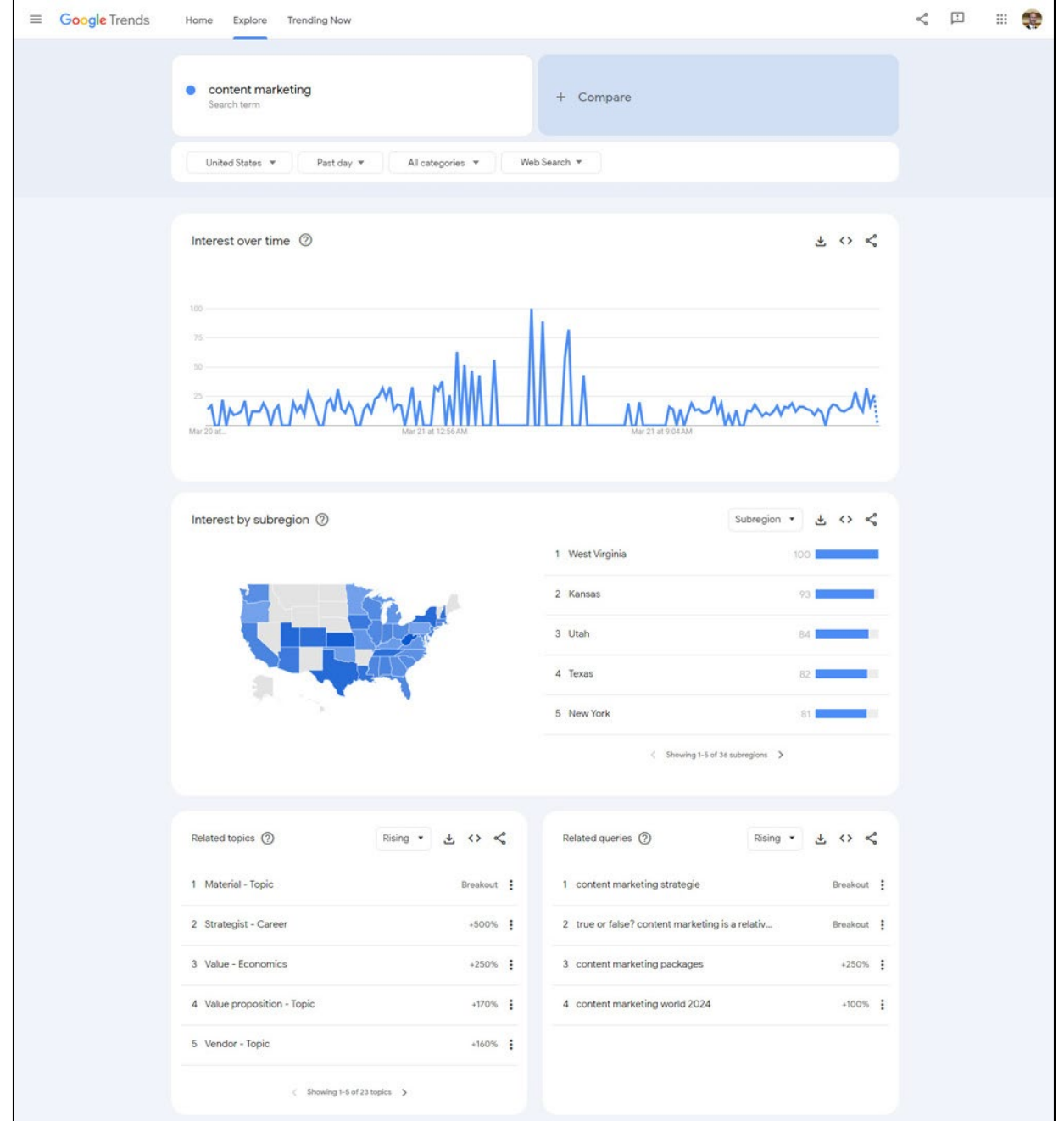
What questions are they asking?

What are related topics and terms?



Research

- Google trends



Research

- Google trends
- Google search

The screenshot shows a Google search for "revolutionary war". The search bar at the top contains "revolutionary war" and includes an "AI Answer" button. Below the search bar are navigation tabs for "All", "Images", "Videos", "News", "Shopping", "Web", "Forums", "More", and "Tools". The main search results are for "American Revolutionary War", with tabs for "Overview", "Commanders", and "Outcome".

The first result is from Wikipedia, titled "American Revolutionary War". The snippet reads: "The American Revolutionary War (April 19, 1775 – September 3, 1783), also known as the Revolutionary War or American War of Independence, ...".

Below the Wikipedia result is a "People also ask" section with four questions, each with a dropdown arrow:

- What was the Revolutionary War and why did it happen?
- Who won the Revolutionary War in 1776?
- How long did the Revolutionary War last?
- Who fought in the Revolutionary War?

A "Feedback" link is located at the bottom right of this section.

The second result is from History.com, titled "Revolutionary War - Timeline, Facts & Battles". The snippet reads: "Oct 29, 2009 – The American Revolutionary War was an insurrection by Patriots in the 13 colonies against British rule, resulting in American independence. French and Indian War · Stamp Act · Townshend Acts · Tea Act".

Below the History.com result is a "Things to know" section with three items, each with a dropdown arrow:

- Death toll**: American revolutionary war death toll
- Outcome**: What was the outcome of the Revolutionary War?
- Winning battle**: Battle that won the revolutionary war

On the right side of the search results, there is an "Ubersuggest" notification: "Ubersuggest v4.0.9. It looks like you're no longer using the Ubersuggest Chrome extension. We've automatically disabled it. You can turn it back on quickly by toggling the 'Enable' button. Unhide".

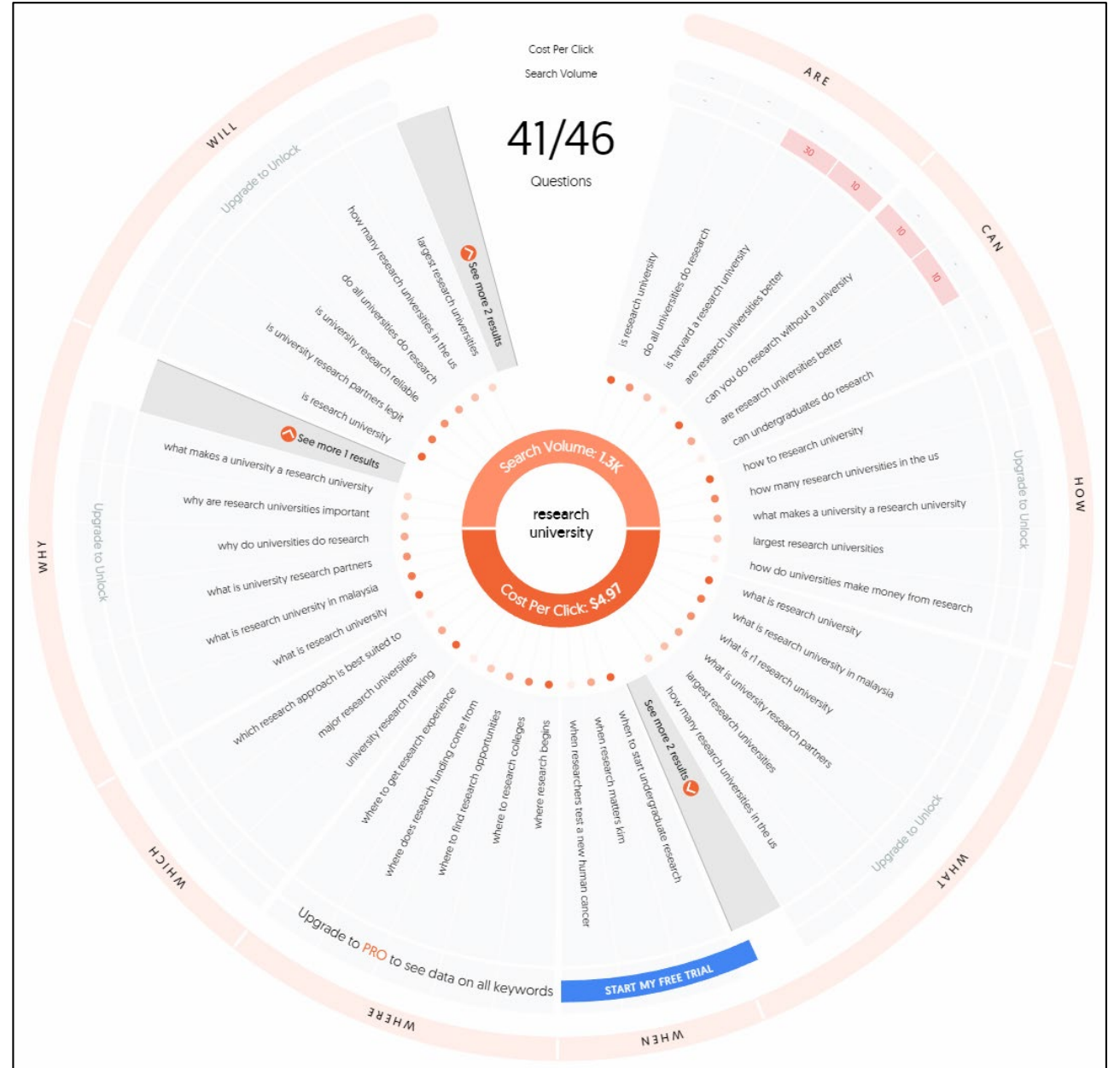
Below the notification is a grid of four historical battle paintings, with a "More images" button at the bottom right.

At the bottom of the right sidebar is an "About" section with the following text: "The American Revolutionary War, also known as the Revolutionary War or American War of Independence, was an armed conflict that was part of the broader American Revolution, in which American Patriot forces organized as the Continental Army and commanded by George Washington defeated the British Army. Wikipedia". It also includes "Dates: Apr 19, 1775 – Sep 3, 1783", "Location: United States, North America, Lexington, Caribbean, MORE", "Included in event: American Revolution", and "Military personnel involved: James Monroe". A "Feedback" link is at the bottom right of this section.

At the very bottom of the right sidebar is a "People also search for" section with a grid of small image thumbnails.

Research

- Google trends
- Google search
- AnswerThePublic.com



Research

- Google trends
- Google search
- AnswerThePublic.com
- MOZ/Semrush/aHrefs

The image shows a Microsoft Excel spreadsheet at the top and a SEMrush Keyword Magic Tool interface below. The SEMrush interface displays search results for 'content marketing' in the United States. The results are sorted by number of keywords, showing a list of related terms and their associated metrics.

Keyword	Intent	Vol.	KD %	CPC (USD)	Com.	SF	Results	Updated
use		143						
what is content marketing	I	4.4K	86	1.94	0.04	6	5.7B	Last week
what is content marketing strategy	I	480	93	36.69	0.05	4	1.5B	2 weeks
why is content marketing important	I	480	61	7.09	0.05	5	1.1B	2 weeks
how to create a content marketing strategy	I	320	73	5.94	0.07	6	819M	3 weeks
what is a content marketer	I	320	45	1.94	0.04	6	340M	2 weeks
why content marketing is important	I	320	62	7.09	0.05	3	3.2B	Last week
how to do content marketing	I	260	76	4.65	0.12	5	4.8B	3 weeks
what is a content marketing strategy	I	210	90	36.69	0.05	4	1.8B	Last week
why content marketing	I	210	75	9.21	0.03	4	7.7B	2 weeks
how to content marketing	I	170	85	4.78	0.06	5	9.8B	2 weeks

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Research

- Google trends
- Google search
- AnswerThePublic.com
- MOZ/Semrush/aHrefs
- Google Search Console/
Looker Data Studio

Newscenter search console

Reset Share Edit

Landing Page
https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-am...
Sep 20, 2023 - Sep 18, 2024

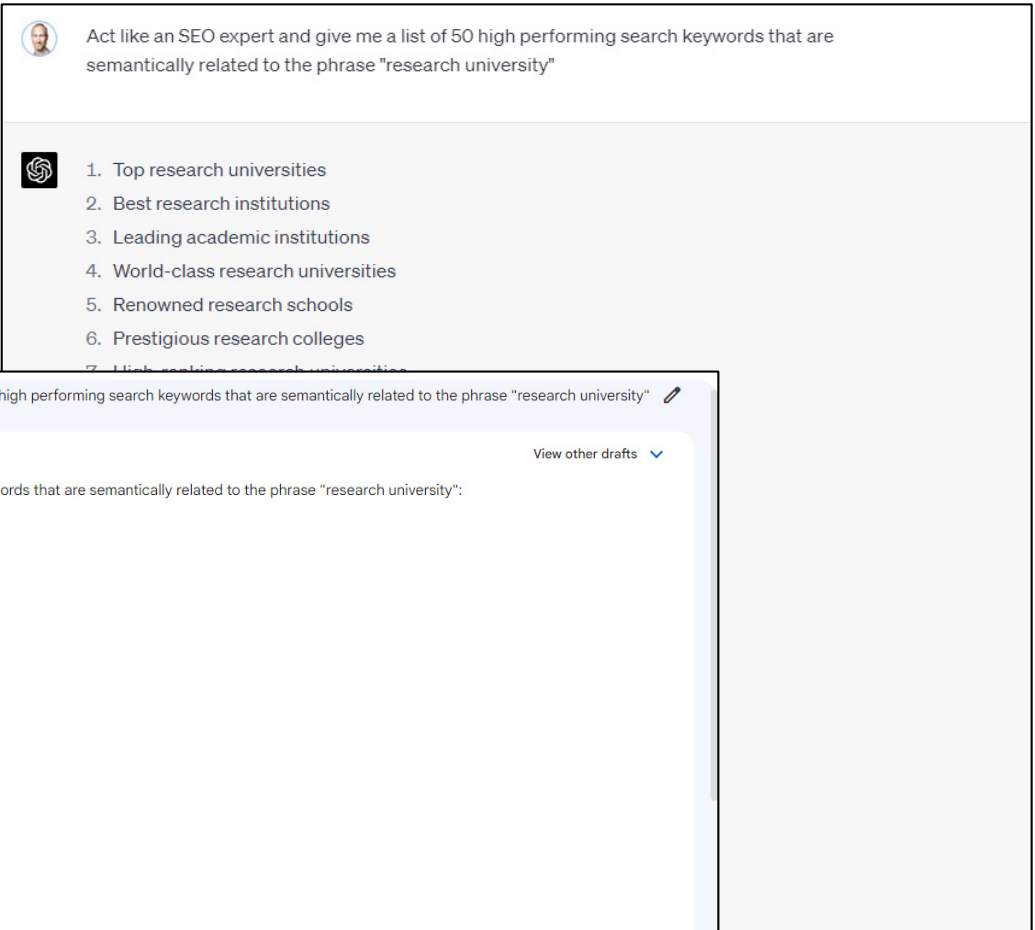
Query	Landing Page	Impressio...	Url Clic...	Average Posi...
1. revolutionary war	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	301,458	1,987	4.69
2. how long was the revolutionary war	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	54,223	1,893	1.21
3. when did the american revolution end	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	98,381	1,481	1.14
4. when did the american revolution start	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	154,437	1,440	1.44
5. how long did the revolutionary war last	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	36,687	1,434	1.33
6. when did the revolutionary war end	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	170,041	999	3.66
7. facts about the american revolution	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	21,214	920	5
8. how long did the american revolution last	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	31,164	811	1.3
9. how long was the american revolution	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	32,675	785	1.28
10. american revolution	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	101,933	782	7.67
11. how did the american revolution start	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	21,863	619	2.09
12. who won the revolutionary war	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	43,393	593	1.83
13. american revolutionary war	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	77,982	561	4.84
14. american revolution facts	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	18,342	450	6.95
15. who fought in the revolutionary war	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	27,470	412	2.69
16. how did the revolutionary war start	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	11,137	407	1.61
17. when did the revolutionary war start	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	111,657	380	4.39
18. american revolutionary war start date	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	20,590	369	2.43
19. who won the american revolution	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	34,000	351	1.57
20. when was the revolutionary war over	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	10,961	341	1.07
21. when did the american revolution start a...	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	74,627	324	4.5
22. when was the revolutionary war	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	151,982	268	7.16
23. who fought in the american revolution	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	17,794	265	1.5
24. end of american revolution	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	8,839	260	1.08
25. when did american revolution end	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	10,230	218	1.05
26. when did the revolutionary war start and	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	46,294	208	4.99

1 - 100 / 28013

Data Last Updated: 9/19/2024 1:05:35 PM | Privacy Policy

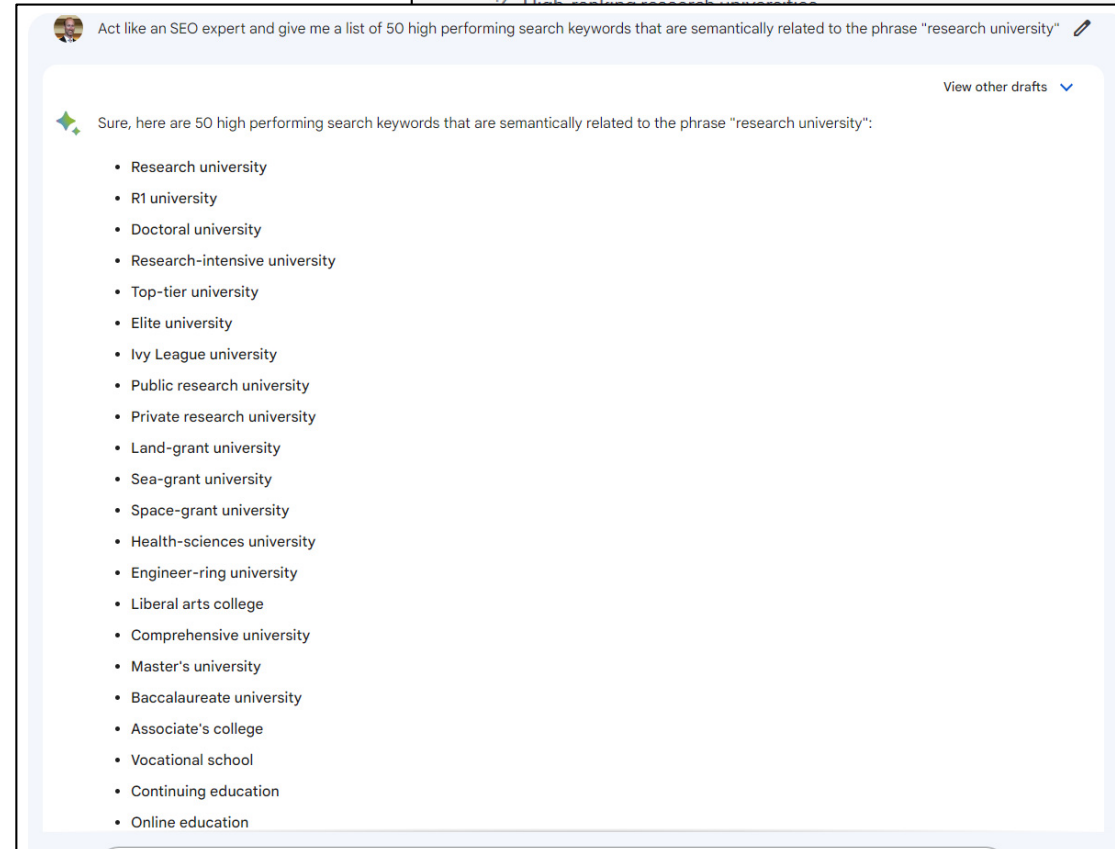
Research

- Google trends
- Google search
- AnswerThePublic.com
- MOZ/Semrush/aHrefs
- Google Search Console/
Looker Data Studio
- AI – semantic terms



Act like an SEO expert and give me a list of 50 high performing search keywords that are semantically related to the phrase "research university"

1. Top research universities
2. Best research institutions
3. Leading academic institutions
4. World-class research universities
5. Renowned research schools
6. Prestigious research colleges
7. High-ranking research universities



Act like an SEO expert and give me a list of 50 high performing search keywords that are semantically related to the phrase "research university"

Sure, here are 50 high performing search keywords that are semantically related to the phrase "research university":

- Research university
- R1 university
- Doctoral university
- Research-intensive university
- Top-tier university
- Elite university
- Ivy League university
- Public research university
- Private research university
- Land-grant university
- Sea-grant university
- Space-grant university
- Health-sciences university
- Engineer-ring university
- Liberal arts college
- Comprehensive university
- Master's university
- Baccalaureate university
- Associate's college
- Vocational school
- Continuing education
- Online education

Research

- Google trends
- Google search
- AnswerThePublic.com
- MOZ/Semrush/aHrefs
- Google Search Console/ Looker Data Studio
- AI – semantic terms
- MOZ bar

The screenshot displays a web browser window with a Moz SEO tool overlay. The browser address bar shows a Google search for "phones in school". The Moz interface includes a search bar with the query "Should phones be allowed in school?". Below the search bar, there are two search results from UrbanSitter.com, each with a Moz rank of 2, 0 links, and a Domain Authority (DA) of 60. The first result is titled "Should Cell Phones Be Allowed in School? Pros and Cons - UrbanSitter" and includes a snippet: "Allowing cell phones can help students stay organized, ensuring they don't miss assignments, tests, or important dates. These digital organizational tools not only benefit students during their school years but also prepare them for future responsibilities where digital planning and time management are crucial." An image of students in a classroom is also visible. Below the search results, there is a section for "People also ask" with several related questions, each with a dropdown arrow. At the bottom, there is a result from AP News titled "More states press for phone bans in schools" with a snippet: "Feb 27, 2024 - Nationally, 77% of U.S. schools say they prohibit cellphones at school for non-academic use, according to the National Center for Education...". The Moz interface also shows a "Link Analysis" button for each result and a "Feedback" link.

Content performance and optimization

Look at your data

Let AI look at your data

Apr 17, 2023 - Apr 15, 2024

	Query	Landing Page	Impressio...	Url Clic...	Average Posi...
1.	why does russia want ukraine	https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/	68,993	14,205	1.23
2.	where does yeast come from	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...	75,735	5,424	1.02
3.	what does russia want from ukraine	https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/	104,675	4,432	3.47
4.	why russia wants ukraine	https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/	55,766	3,711	2.5
5.	why does putin want ukraine	https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/	24,576	3,274	1.84
6.	when did the revolutionary war end	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	176,233	3,151	2.44
7.	how long was the revolutionary war	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	55,319	2,344	1.12
8.	are aliens real	https://www.rochester.edu/newscenter/nasa-brings-standards-of-evidence-to-the-search-for-ufos-527122/	706,042	2,308	10.24
9.	j1407b	https://www.rochester.edu/newscenter/gigantic-ring-system-around-j1407b/	693,577	2,111	5.45
10.	are aliens real	https://www.rochester.edu/newscenter/technosignatures-hold-clues-to-advanced-extraterrestrial-life-441...	455,067	1,897	11.08
11.	how long did the revolutionary war last	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	39,288	1,842	1.23
12.	fetal alcohol syndrome adults	https://www.rochester.edu/newscenter/fetal-alcohol-syndrome-fasd-survivors-thriving-499312/	54,318	1,695	2.83
13.	revolutionary war	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	312,201	1,695	5.32
14.	when did the american revolution start	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	158,423	1,676	1.5
15.	perovskite	https://www.rochester.edu/newscenter/metal-perovskite-solar-cells-vs-silicon-efficiency-550212/	106,015	1,676	9.9
16.	when did the american revolution end	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	96,353	1,643	1.14
17.	what is yeast made of	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...	43,108	1,600	1.84
18.	yeast	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...	150,680	1,577	7.31
19.	hildegard of bingen	https://www.rochester.edu/newscenter/6-things-you-didnt-know-about-saint-hildegard-of-bingen-370772/	122,087	1,474	4.52
20.	what is yeast	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...	64,283	1,400	4.3
21.	do aliens exist	https://www.rochester.edu/newscenter/nasa-brings-standards-of-evidence-to-the-search-for-ufos-527122/	193,827	1,301	9.28
22.	thank you message for graduation	https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/	11,300	1,149	4.66
23.	why did the us enter ww1	https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/	116,019	1,139	4.38
24.	thank you message for family and friend...	https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/	20,613	1,126	5.51
25.	when did the us enter ww1	https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/	92,512	983	2.43
26.	graduation thank you message	https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/	20,460	964	8.2

Apr 17, 2023 - Apr 15, 2024

Query	Landing Page	Impressio...	Url Clic...	Average Posi...	
1. why does russia want ukraine	https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/	68,993	14,205	1.23	
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4. why russia wants ukraine	https://www...	55,766	3,711	2.5	
5. why does putin want ukraine	https://www...	24,576	3,274	1.84	
6. when did the revolutionary war end	https://www...	176,233	3,151	2.44	
7. how long was the revolutionary war	https://www...	55,319	2,344	1.12	
8. are aliens real	https://www...	527,122	706,042	2,308	10.24
9. j1407b	https://www...	693,577	2,111	5.45	
10. are aliens real	https://www...	455,067	1,897	11.08	
11. how long did the revolutionary war last	https://www...	39,288	1,842	1.23	
12. fetal alcohol syndrome adults	https://www...	54,318	1,695	2.83	
13. revolutionary war	https://www...	312,201	1,695	5.32	
14. when did the american revolution start	https://www...	158,423	1,676	1.5	
15. perovskite	https://www...	106,015	1,676	9.9	
16. when did the american revolution end	https://www...	96,353	1,643	1.14	
17. what is yeast made of	https://www...	43,108	1,600	1.84	
18. yeast	https://www...	150,680	1,577	7.31	
19. hildegard of bingen	https://www...	122,087	1,474	4.52	
20. what is yeast	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...	64,283	1,400	4.3	
21. do aliens exist	https://www.rochester.edu/newscenter/nasa-brings-standards-of-evidence-to-the-search-for-ufos-527122/	193,827	1,301	9.28	
22. thank you message for graduation	https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/	11,300	1,149	4.66	
23. why did the us enter ww1	https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/	116,019	1,139	4.38	
24. thank you message for family and friend...	https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/	20,613	1,126	5.51	
25. when did the us enter ww1	https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/	92,512	983	2.43	
26. graduation thank you message	https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/	20,460	964	8.2	

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Name*
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- CSV (Excel)
- Google Sheets

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- Keep value formatting

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Spreadsheet

You are a content marketing expert.

You will be coming up with strategic recommendations on new content we could create that would



You



Newcenter search console_url_Table.c...
Spreadsheet

You are a content marketing expert.

You will be coming up with strategic recommendations on new content we could create that would support our strategic priorities and be relevant for prospective undergraduate students, graduate students, or knowledge seekers.


Use the attached search console data to see areas where we currently have search potential and compare those to general interests of our target audiences and determine which content might also support our strategic priorities at <http://boundless.rochester.edu>

Create 20 new content ideas, please. Take your time.

contributions to their fields.

3. Academic Resources and Opportunities

• Career Paths for Graduates: Outlining potential career opportunities for graduates in various

 Send a message or hold space bar to talk



Search Quality Evaluator Guidelines

General Guidelines

March 5, 2024

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E-E-A-T

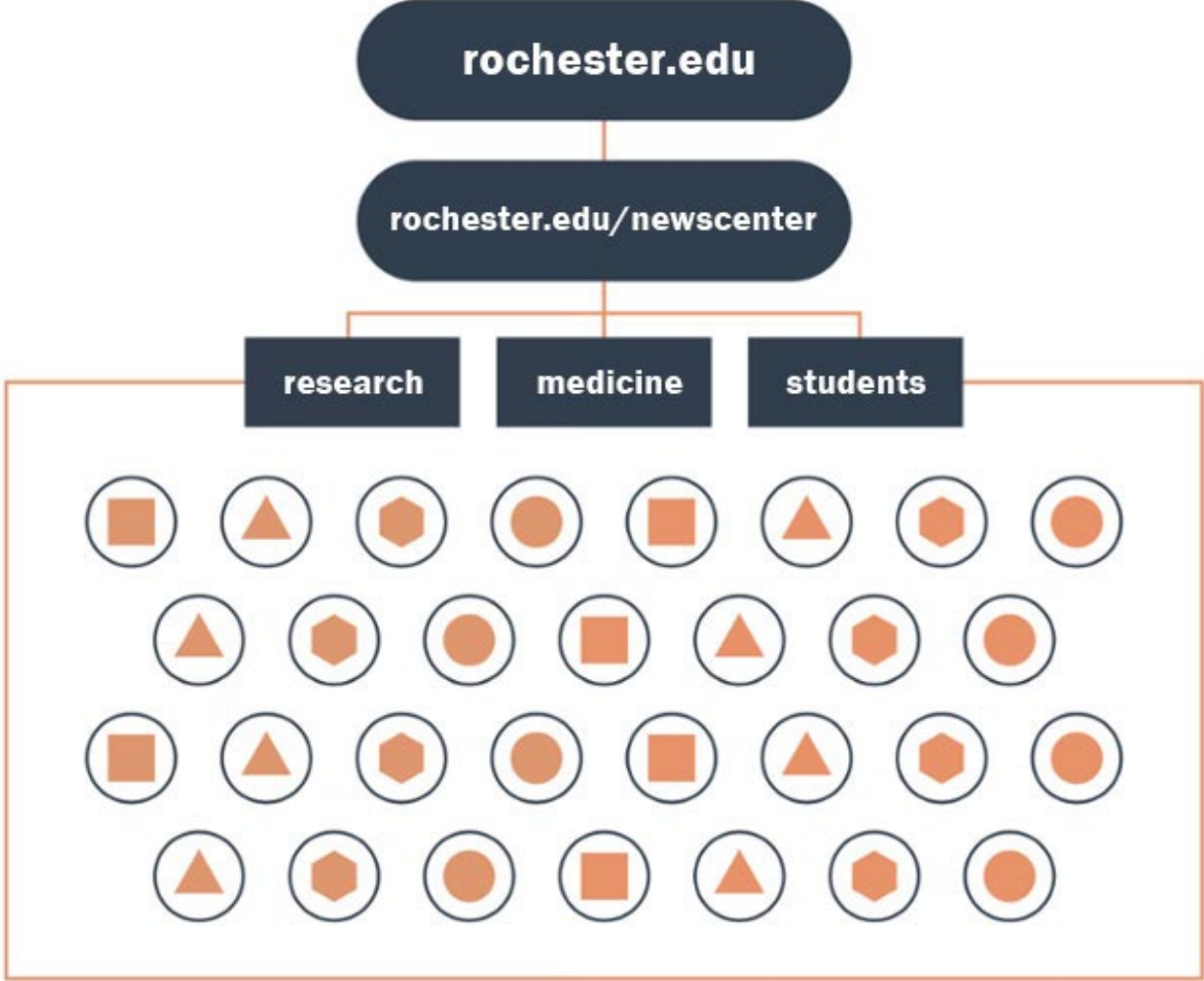
Copyright 2024

1

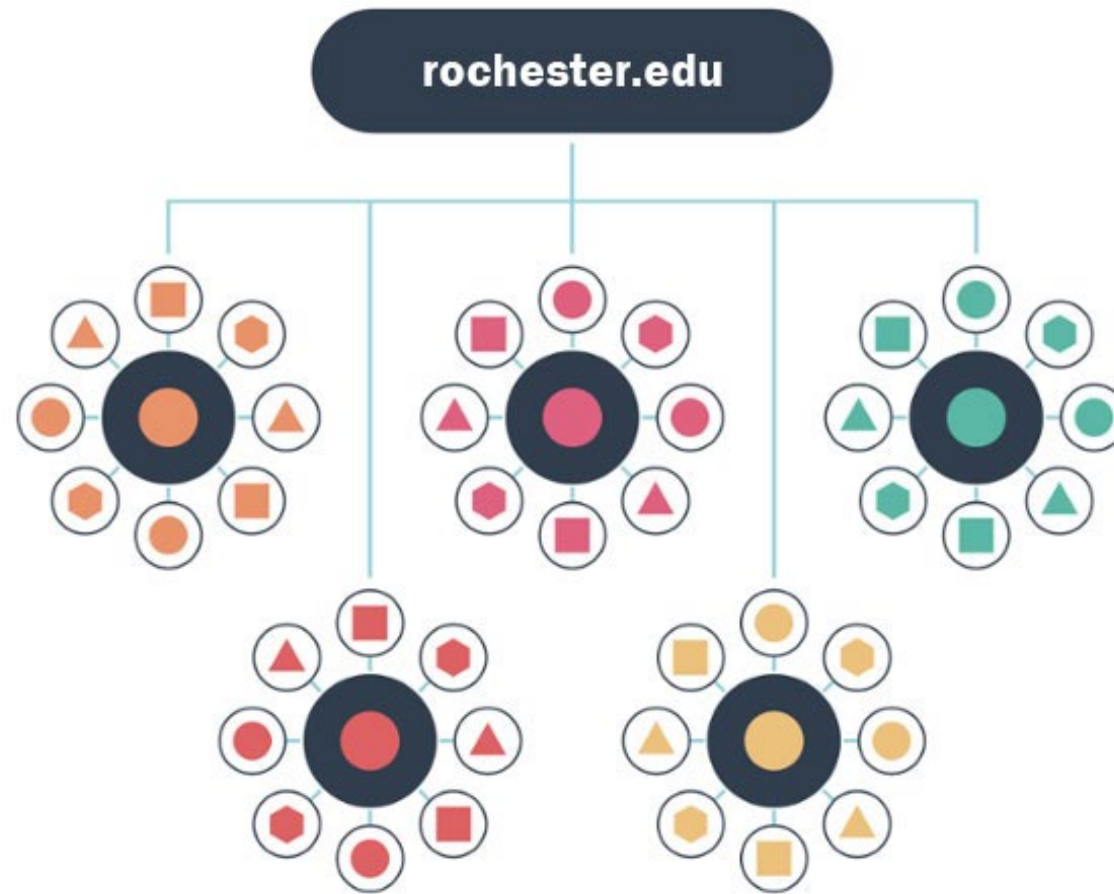
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Typical IA

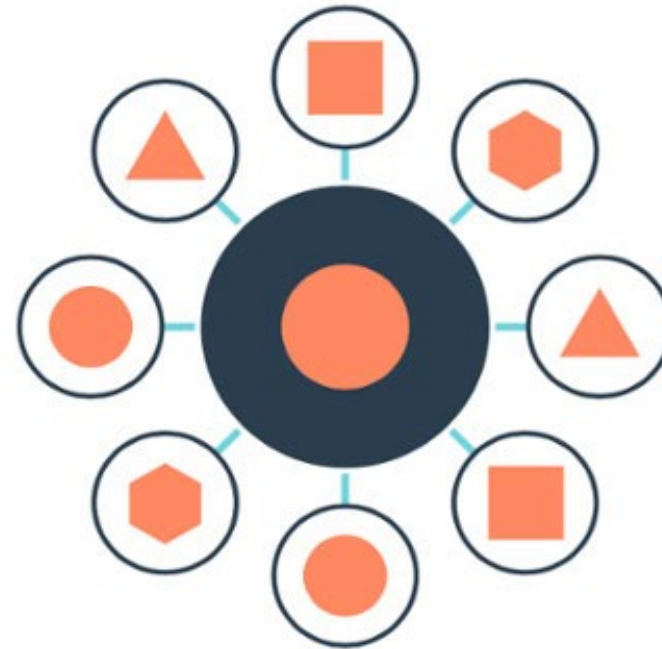


Pillar pages



Pillar pages

Topic Clusters



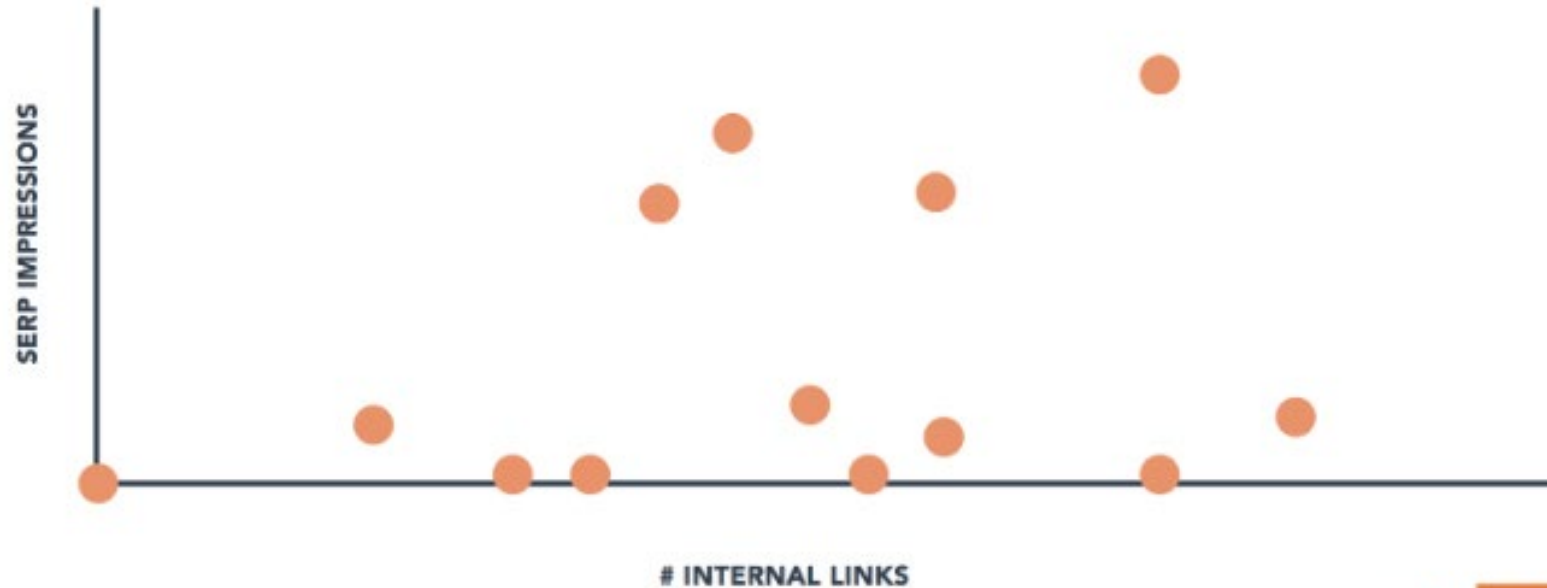
Why content pillars?

	Total pages	Backlinks	Backlinks per page	Subscriptions per page	Traffic Per Page
Pillar page	10	65,445	6,544	71	6,566
Blog posts	693	24,098	36	7	1,697

Why content pillars?

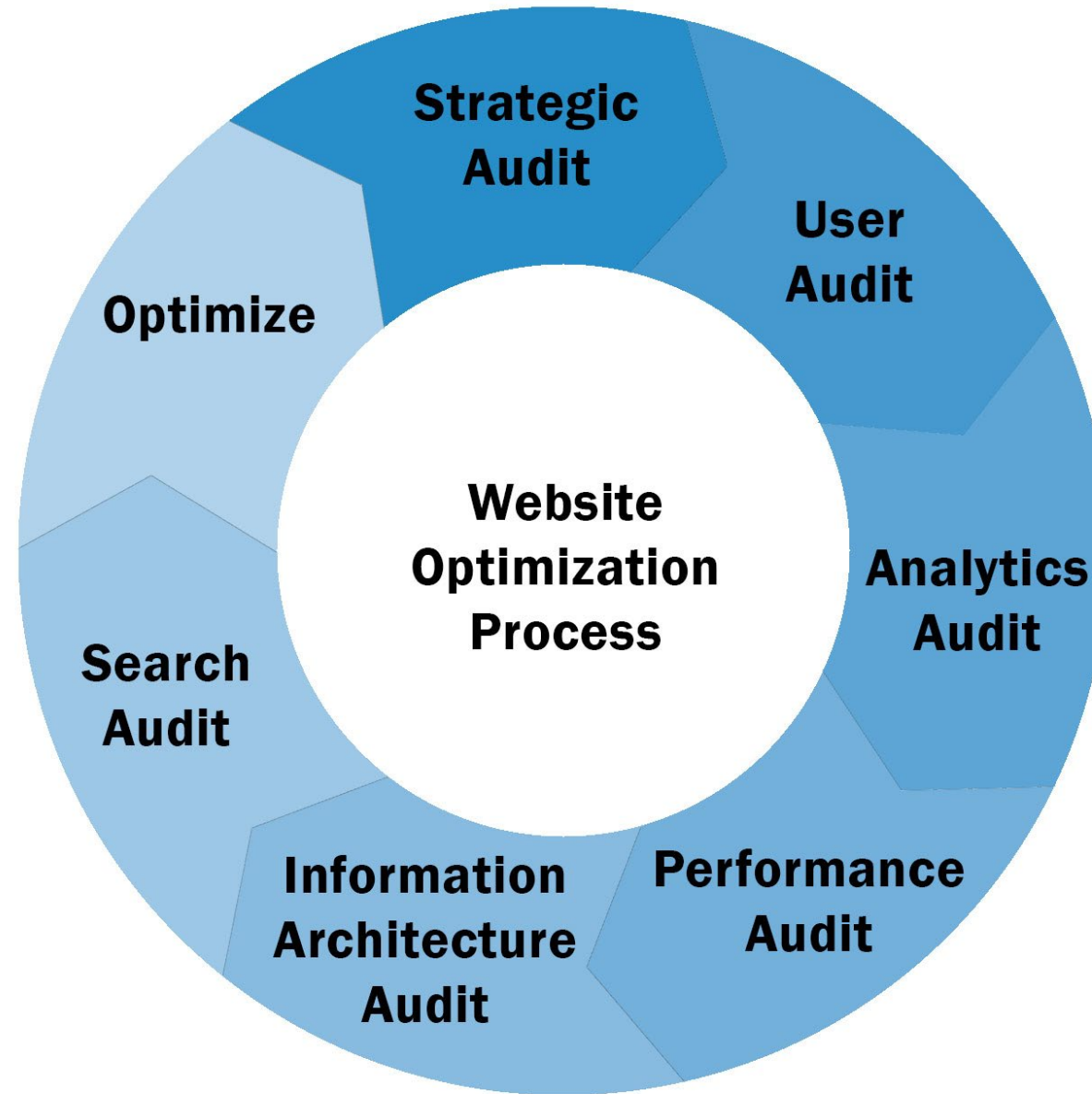
More internal links = higher placement in SERP.

We saw great results from weaving our own content together more tightly.



Questions?

Break time!



How do you optimize?

Keyword locations
Keyword frequency
Target featured snippets

When do you optimize?

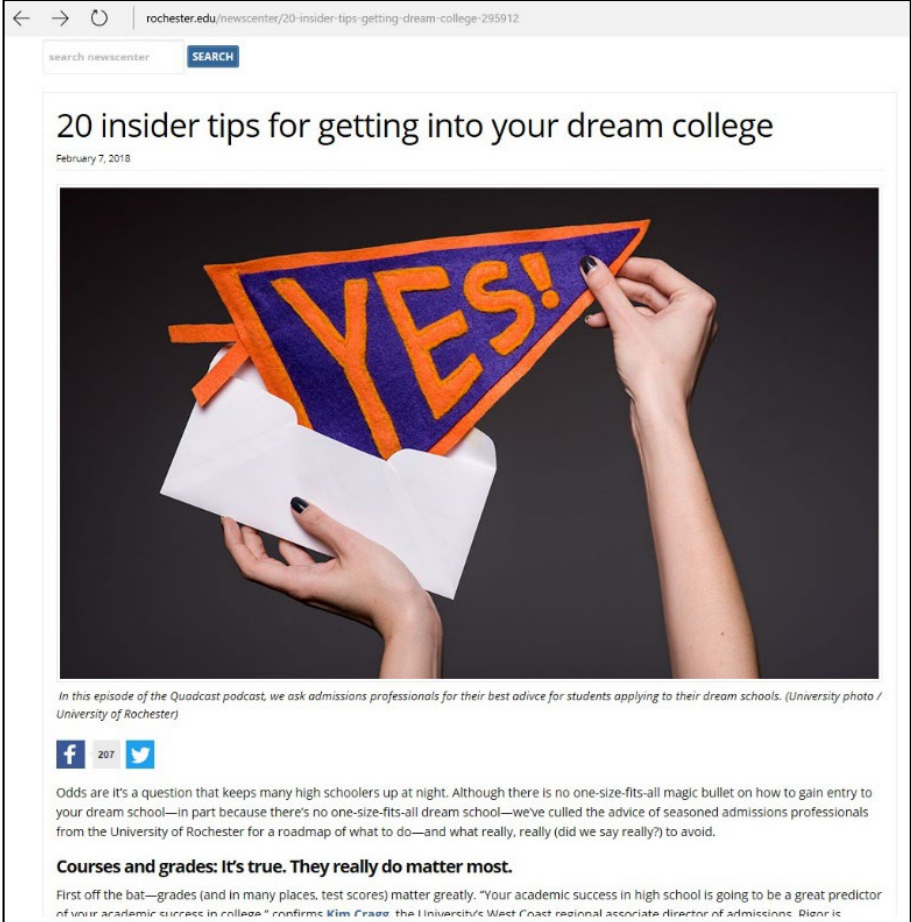
Before writing

After writing, before publishing

After publishing

Keyword placement and frequency

Where do they go?




rochester.edu/newscenter/20-insider-tips-getting-dream-college-295912

search newscenter SEARCH

20 insider tips for getting into your dream college

February 7, 2018



In this episode of the Quadcast podcast, we ask admissions professionals for their best advice for students applying to their dream schools. (University photo / University of Rochester)

[f](#) 207 [t](#)

Odds are it's a question that keeps many high schoolers up at night. Although there is no one-size-fits-all magic bullet on how to gain entry to your dream school—in part because there's no one-size-fits-all dream school—we've culled the advice of seasoned admissions professionals from the University of Rochester for a roadmap of what to do—and what really, really (did we say really?) to avoid.

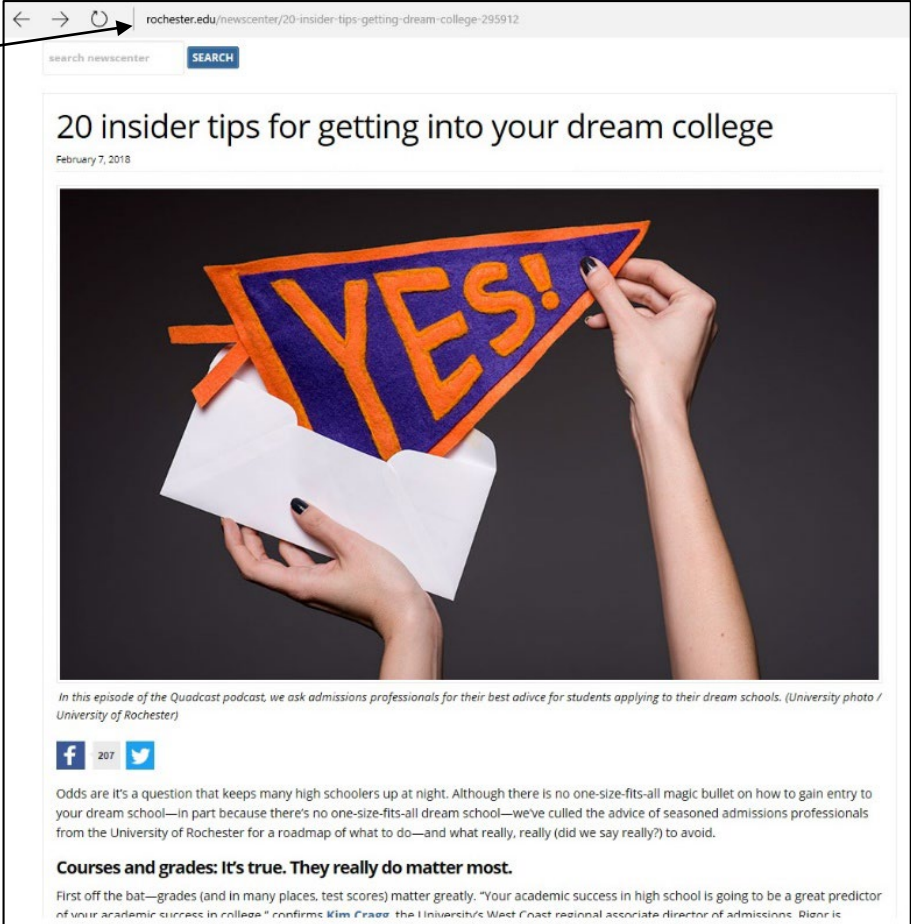
Courses and grades: It's true. They really do matter most.

First off the bat—grades (and in many places, test scores) matter greatly. "Your academic success in high school is going to be a great predictor of your academic success in college," confirms Kim Crase, the University's West Coast regional associate director of admissions. Prior is

Keyword placement and frequency

Where do they go?

Page names



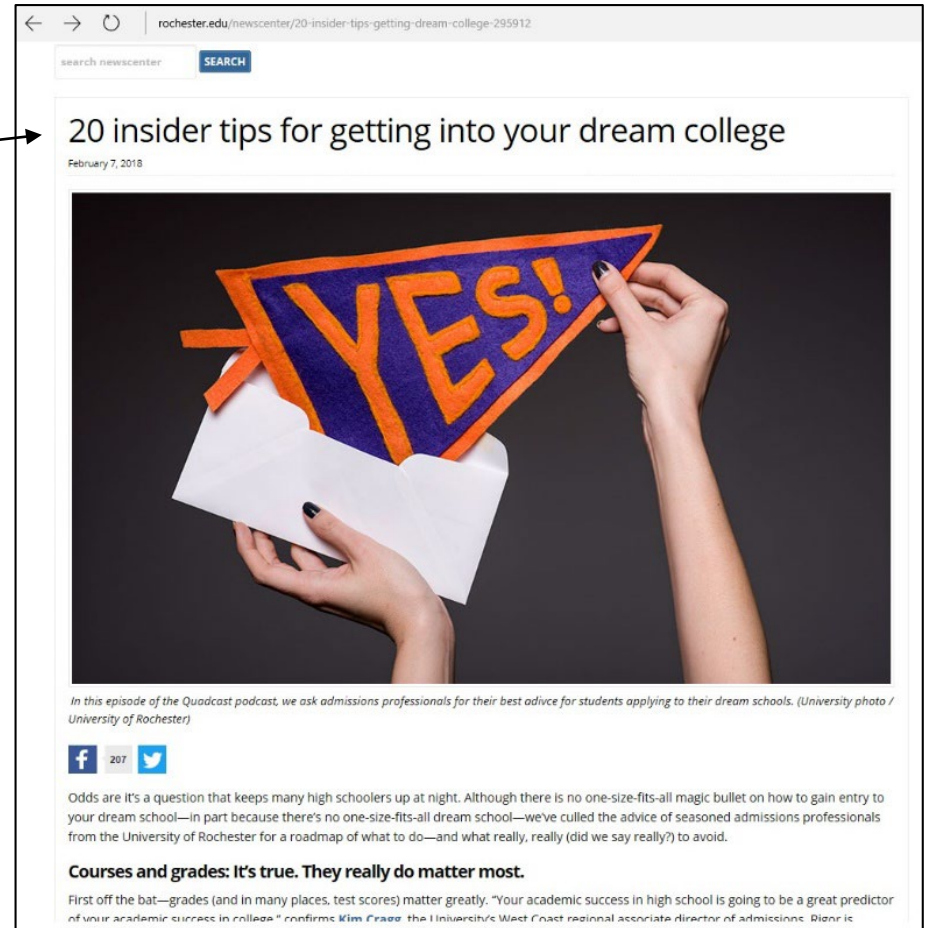
The screenshot shows a web browser window with the URL `rochester.edu/newscenter/20-insider-tips-getting-dream-college-295912`. The page title is "20 insider tips for getting into your dream college" and the date is "February 7, 2018". The main image shows a person's hands holding a blue pennant with "YES!" written in orange letters, emerging from a white envelope. Below the image is a caption: "In this episode of the Quadcast podcast, we ask admissions professionals for their best advice for students applying to their dream schools. (University photo / University of Rochester)". There are social media icons for Facebook and Twitter, with a count of 207. The text below the image reads: "Odds are it's a question that keeps many high schoolers up at night. Although there is no one-size-fits-all magic bullet on how to gain entry to your dream school—in part because there's no one-size-fits-all dream school—we've culled the advice of seasoned admissions professionals from the University of Rochester for a roadmap of what to do—and what really, really (did we say really?) to avoid." The bolded text says: "Courses and grades: It's true. They really do matter most." The final paragraph reads: "First off the bat—grades (and in many places, test scores) matter greatly. 'Your academic success in high school is going to be a great predictor of your academic success in college,' confirms Kim Crase, the University's West Coast regional associate director of admissions. Prior is

Keyword placement and frequency

Where do they go?

Page names

Headers


A screenshot of a web browser showing a news article. The address bar displays 'rochester.edu/newscenter/20-insider-tips-getting-dream-college-295912'. Below the address bar is a search bar with the text 'search newscenter' and a 'SEARCH' button. The main content area features the article title '20 insider tips for getting into your dream college' in a large, bold font, with the date 'February 7, 2018' underneath. Below the title is a photograph of a person's hands holding a white envelope and a blue pennant with the word 'YES!' written in orange. Below the photo is a short paragraph of text, followed by social media sharing icons for Facebook and Twitter. At the bottom of the article, there is a bolded section header 'Courses and grades: It's true. They really do matter most.' followed by another paragraph of text.

rochester.edu/newscenter/20-insider-tips-getting-dream-college-295912

search newscenter SEARCH

20 insider tips for getting into your dream college

February 7, 2018



In this episode of the Quadcast podcast, we ask admissions professionals for their best advice for students applying to their dream schools. (University photo / University of Rochester)

f 207 t

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Headers


Copy

rochester.edu/newscenter/20-insider-tips-getting-dream-college-295912

search newscenter SEARCH

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February 7, 2018



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[f](#) 207 [t](#)

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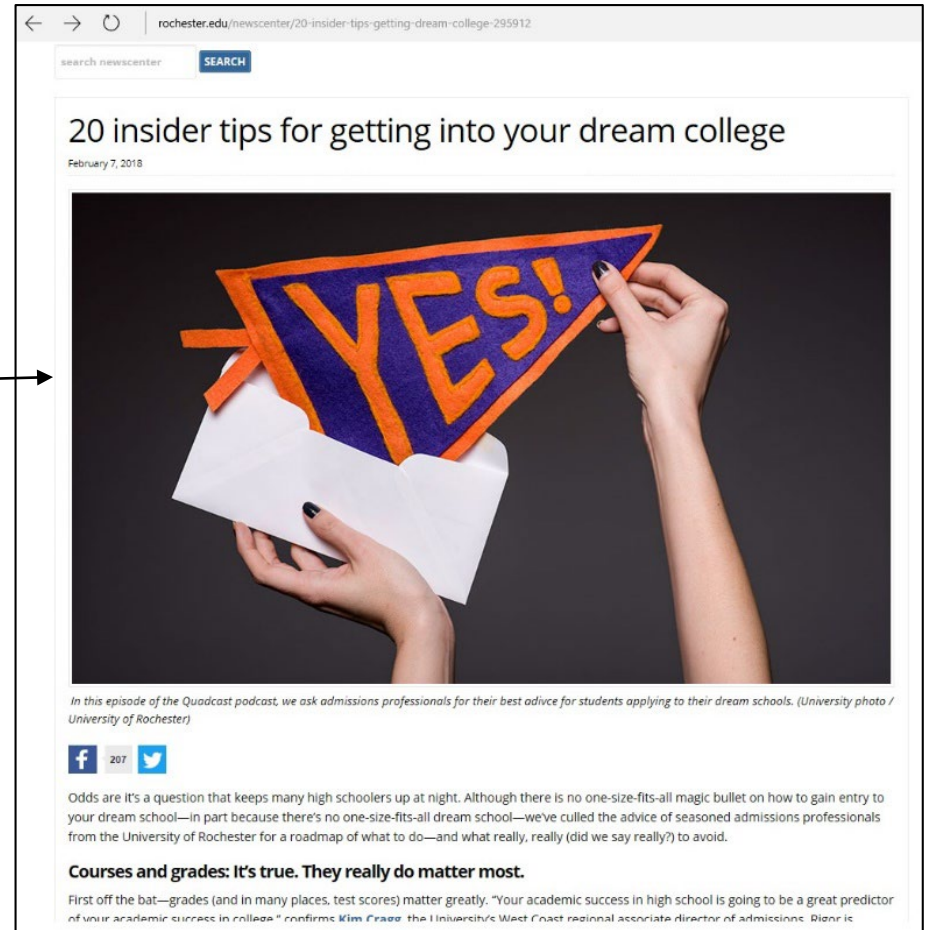
Where do they go?

Page names

Headers

Copy

Image names and alt tags



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Page names

Headers

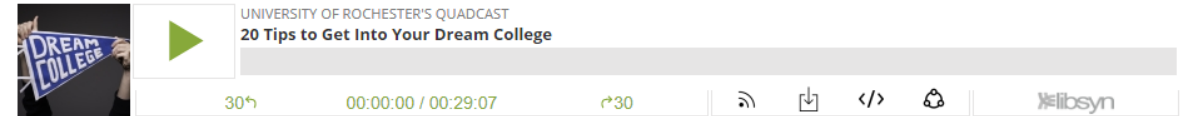
Copy

Image names and alt tags

Links

What else do dream schools care about?

It depends on the school. That's why you want to do your research. Every university has admissions counselors who will tell (if asked) what they value most. Many even have a section on their website titled "what we look for."



Listen here for more tips on how to get into your dream college. University of Rochester admissions directors Jason Nevinger and Kim Cragg spill the beans with Quadcast host Sandra Knispel.

[Read the transcript of how to get into your dream college](#)

The dos

1. If campus interviews are possible—go. It's a chance for you to see if the university is right for you and hopefully to make a good impression.
2. Always ask a question (or two) of your interviewer when invited to do so. Prepare a few good ones in advance that show your knowledge of the institution.
3. Be passionate about what you do, both in your essay and your interview. Colleges say they look for attributes like leadership, curiosity, eagerness for learning, and critical thinking, but also for grit, empathy, and emotional intelligence.



Keyword placement and frequency

Where do they go?

Page names

Headers

Copy



Image names and alt tags

Links

Media tags and meta data (videos, podcasts, etc.)

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  UNIVERSITY OF ROCHESTER'S QUADCAST
20 Tips to Get Into Your Dream College


30 ↻ 00:00:00 / 00:29:07 ↻30 📶 📄 ⌂ 🗑️ #libsyn

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Keyword placement and frequency

The image shows a Google search for "dream college" with a Keyword Surfer sidebar. The search results list several articles from various sources like US News, Forbes, and ElitePrep. The Keyword Surfer sidebar provides keyword ideas, a correlation chart, and a link to learn more about ranking a website.

Search Results:

- [www.usnews.com](#) | Best Colleges | Education | Home | This Is America's Dream College | Best Colleges | US News
55,016,915 | 1,546 | 3
Mar 30, 2017 - America's **dream** institution is Stanford University, according to the Princeton Review's "College Hopes & Worries Survey," a collection of more ...
- [www.forbes.com](#) | pictures | 10-dream-colleges-as-chos | 10 'Dream' Colleges, As Chosen By Students - Forbes
270,418,319 | 536 | 0
... test prep company The Princeton Review from June 2016 through January 2017, 8499 college applicants said that these schools were their '**dream**' colleges.
- [www.eliteprep.com](#) | blog | 12-tips-for-getting-into-yo... | 12 Tips for Getting into Your Dream College – Elite ...
16,062 | 2,164 | 4
Dec 21, 2019 - ... of us grow up with our sights set on attending a particular "dream" school. To help you, here are 12 tips for how to get into your **dream college**.
- [www.cappex.com](#) | articles | applications | secrets-to-g... | Secrets to Getting into Your Dream College - Cappex
1,136,097 | 1,300 | 3
To make the process easier, read these 12 tips to improve your odds of getting into your **dream college** or university. Demonstrated Interest. Schools want to ...
- [www.thecollegesolution.com](#) | saying-no-to-a-dream-c... | Saying No to a Dream College: A Success Story » The ...
27,366 | 3,983 | 7
Aug 16, 2019 - Say no to a **dream college** if it costs too much. Story of student who reluctantly turned down her dream school (Northwestern University) and did ...
- [www.rochester.edu](#) | newscenter | 20-insider-tips-getti... | Your dream college: 20 insider tips for getting in: What works ...
312,599 | 1,708 | 16
Feb 7, 2018 - First off the bat—grades (and in many places, test scores) matter greatly when applying to your **dream college**. "Your academic success in high ...
- [www.ranker.com](#) | crowdranked-list | the-top-dream-c... | Top Dream Colleges | Popular Reach Schools - Ranker
97,525,521 | 1,303 | 0
Jun 16, 2020 - This is a list of the greatest **dream colleges** and universities in the world. These aren't necessarily the best colleges - they're the places ...

Keyword Surfer Sidebar:

Keyword Surfer [Clipboard] [US]

Keywords ideas

Keyword	Similarity	Volume
college ess	5%	12100
colleges search	5%	9900
colleges searches	5%	9900
essays in college	5%	9900
good college	5%	9900

Per page: 5 | 1-5 of 43

Correlation charts

Traffic [x] Words [] Keywords []

The chart shows the correlation between keyword position (1-10) and volume. The y-axis represents volume, ranging from 0 to 300.0m. The x-axis represents position from 1 to 10. The bars show a general downward trend in volume as the position increases, with a notable peak at position 3.

Learn more on how to rank your website >

What's new in Keyword Surfer? >


Keyword placement and frequency


The screenshot shows a Google search for "dream college". The search bar is at the top, with the text "dream college" entered. Below the search bar, there are navigation tabs for "All", "Images", "Maps", "News", "Videos", and "More". The "Images" tab is selected. Below the navigation tabs, there are several related keywords in circular buttons: "education", "university", "student", "future", "school", "graduate", "my dream", "high school", "american dream", "engineering", and "attending". The main content area displays a grid of image search results. Each result consists of a thumbnail image and a caption with a link to the source. The results include: "Your dream college: 20 insider tips for ..." from rochester.edu; "This Is America's Dream College | Best ..." from usnews.com; "getting into your dream college ..." from seattletimes.com; "Top 10 'Dream Colleges' in 2016 ..." from ylhsthevrangler.com; "Your dream college: 20 insider tips for ..." from rochester.edu; "Dream College | Pathways 4 Teens" from taketimetogether.wordpress.com; "How to Afford your Dream College ..." from time4learning.com; "getting into your dream college ..." from seattletimes.com; "Classes to Get Into Your Dream College ..." from c2educate.com; "College Mindset and Become a Professional" from petersons.com; "dream college with hel..." from pinterest.com; "Your dream college: 20 insider tips for ..." from rochester.edu; "When a 'Dream College' Isn't So Dreamy ..." from spco.com; "How to Afford your Dream College ..." from time4learning.com; "12 Tips for Getting into Your Dream ..." from eliteprep.com; "No Dream College, No Big Deal" from universityprimetime.com; and "3 Reasons The New College Trend Is ..." from haukruseblog.com. The browser's address bar shows "google.com/search?q=dream+college". The browser's toolbar includes various icons for analytics, UR, Basecamp, The Measurement..., Google Organic CT..., My Container | Exp..., Google Tag Manager, Data Sets | Makeov..., Search Console, and GTM Tutorial 2019. The browser's tabs show "dream college - Google Search".

Featured snippets

- Questions/answers
- Bulleted lists
- Image file names, captions, and alt tags
- Video file names, titles, and descriptions

Three things you didn't know about the American Revolution SHARE Facebook X/Twitter LinkedIn



Watch on  YouTube

Other facts about the American Revolutionary War

When did the American Revolution start?

The American Revolution started on April 19, 1775, with the exchange of gunfire at Lexington and Concord in Massachusetts.

When did the American Revolution end?

The American Revolution officially ended on September 3, 1783, with the signing of the Treaty of Paris.

How long was the Revolutionary War?

The American Revolutionary war lasted just over seven years, with the end of conflict coming after British forces were removed from Charleston and Savannah in late 1782.

Who won the Revolutionary War?

The Americans, with help from Spain, the Netherlands and France, defeated the British during the American Revolutionary War.

Using Yeast

rochester.edu/newscenter/wp-admin/post.php?post=441472&action=edit

Howdy, Brian Piper

Screen Options Help

Dashboard

Posts

All Posts

Add New

Categories

Tags

Clips

Media

Links

Pages

Comments 1

Newsletter

Daily Calendar Items

TablePress

Appearance

Users

Tools

Settings

HTTPS

SEO 1

Staff Members

reCaptcha

Magic Fields

Performance

Toolset

Collapse menu

Edit Post Add New

Does intelligent life exist on other planets? Technosignatures may hold new clues

Permalink: <http://www.rochester.edu/newscenter/technosignatures...rial-life-441472/> Edit

Add Media

Paragraph B I [List Icons] [Link Icon] [Image Icon] [Media Icon]

Visual Text

A NASA grant enables Rochester astrophysicist Adam Frank to search for traces of advanced technology on exoplanets.

In 1995 a pair of scientists discovered a planet outside our solar system orbiting a solar-type star. Since that finding—which won the scientists a portion of the 2019 Nobel Prize in Physics—researchers have discovered more than 4,000 exoplanets, including some Earth-like planets that may have the potential to harbor life.

In order to detect if planets are harboring life, however, scientists must first determine what features indicate that life is (or once was) present.

Over the last decade, astronomers have expended great effort trying to find what traces of simple forms of life—known as “[biosignatures](#)”—might exist elsewhere in the universe. But what if an alien planet hosted intelligent life that built a technological civilization? Could there be “[technosignatures](#)” that a civilization on another world would create that could be seen from Earth? And, could these [technosignatures](#) be even easier to detect than [biosignatures](#)?

[Adam Frank](#), a professor of physics and astronomy at the [University of Rochester](#), has received a grant from NASA that will enable him to begin to answer these questions. The grant will fund his study of [technosignatures](#)—detectable signs of past or present technology used on other planets. This is the first NASA non-radio [technosignature](#) grant ever awarded and represents an exciting new direction for the [search for extraterrestrial intelligence \(SETI\)](#). The grant will allow Frank, along with collaborators [Jacob-Haqq Misra](#) from the international nonprofit organization Blue Marble Space, [Manasvi Lingam](#) from the Florida Institute of Technology, [Avi Loeb](#) from Harvard University, and [Jason Wright](#) from Pennsylvania State University, to produce the first entries in an online [technosignature](#) library.

A civilization, by nature, will need to find a way to produce energy, and, Frank says, “there are only so many forms of energy in the universe. Aliens are not magic.”

“[SETI](#) has always faced the challenge of figuring out where to look,” Frank says. “Which stars do you point your telescope at and look for signals? Now we know where to look. We have thousands of exoplanets including planets in the habitable zone where life can form. The game has changed.”

The nature of the search has changed as well. A civilization, by nature, will need to find a way to produce energy, and, Frank says, “there are only so many forms of energy in the universe. Aliens are not magic.”

Although life may take many forms, it will always be based in the same physical and chemical principles that underlie the universe. The same connection holds for building a civilization; any technology that an alien civilization uses is going to be based on physics and chemistry. That means researchers can use what they’ve learned in Earth-bound labs to guide their thinking about what may have happened elsewhere in the universe.

“My hope is that, using this grant, we will quantify new ways to probe signs of alien technological civilizations that are similar or much more advanced to our own,” says [Loeb](#), the Frank B. Baird, Jr., Professor of Science at Harvard.

The researchers will begin the project by looking at two possible [technosignatures](#) that might indicate technological activity on another planet:

- **Solar panels.** Stars are one of the most powerful energy generators in the universe. On Earth, we harness energy from our star, the sun, so “using solar energy would be a pretty natural thing for other civilizations to do,” Frank says. If a civilization uses a lot of solar panels, the light that is reflected from the planet would have a certain spectral signature—a measurement of the wavelengths of light that are reflected or absorbed—indicating the presence of those solar collectors. The researchers will determine the spectral signatures of large-scale planetary solar energy collection.
- **Pollutants.** “We have come a long way toward understanding how we might detect life on other worlds from the gases present in those worlds’ atmospheres,” says Wright, a professor of astronomy and astrophysics at Penn State. On Earth, we are able to detect chemicals in our atmosphere by the light the chemicals absorb. Some examples of these chemicals include methane, oxygen, and artificial gases such as the [chlorofluorocarbons \(CFCs\)](#) we once used as refrigerants. [Biosignature](#) studies focus on chemicals like methane, which simple life will produce. Frank and his colleagues will [catalogue](#) the signatures of chemicals, such as [CFCs](#), that indicate the presence of an industrial civilization.

The information will be gathered in an online library of [technosignatures](#) that astrophysicists will be able to use as a comparative tool when gathering data.

“Our job is to say, ‘this wavelength band is where you might see certain types of pollutants, this wavelength band is where you would see sunlight reflected off solar panels,’” Frank says. “This way astronomers observing a distant exoplanet will know where and what to look for if they’re searching for [technosignatures](#).”

The work is a continuation of Frank’s previous research on theoretical astrophysics and [SETI](#), including [developing a mathematical model](#) to illustrate how a technologically advanced population and its planet might develop or collapse together; [classifying hypothetical “exo-civilizations”](#) based on their ability to harness energy; and a [thought experiment](#) asking if a previous, long-extinct technological civilization on Earth would still be detectable today.

Word count: 875

Last edited by Karen McCally on June 18, 2020 at 3:04 pm

Publish

Preview Changes

Status: Published Edit

Visibility: Public Edit

Revisions: 7 Browse

Published on: Jun 18, 2020 at 15:04 Edit

Readability: Needs Improvement

SEO: OK

Purge from cache

Move to Trash

Update

Categories

All Categories Most Used

- Science & Technology
- Bloggers
- Calendar Item
- Campus Announcements
- For alumni and friends
- For faculty and staff
- For graduate students
- For parents

+ Add New Category

Tags

Adam Frank Arts and Sciences

Department of Physics and Astronomy

exoplanets NASA

Choose from the most used tags

HTTPS

- Secure post
- Secure child posts

Featured image

rochester.edu/newscenter/wp-admin/post.php?post=441472&action=edit

NewsCenter 1 + New View Post Performance Howdy, Brian Piper

Dashboard Posts

All Posts Add New Categories Tags Clips Media Links Pages Comments 1 Newsletter Daily Calendar Items TablePress Appearance Users Tools Settings HTTPS SEO 1 Staff Members reCaptcha Magic Fields Performance Toolset Collapse menu

Yoast SEO

SEO Readability Schema Social

Focus keyphrase

Google preview

Preview as: Mobile result Desktop result

www.rochester.edu/newscenter/technosignatures-h...
Does intelligent life exist on other planets?
Technosignatures may hold new clues
Jun 18, 2020 · Astrophysicist Adam Frank is seeking "technosignatures," or the signs of advanced civilizations, among the 4,000 or so exoplanets so far discovered.

Edit snippet

SEO analysis

+ Add related keyphrase

Cornerstone content

Advanced

Post Relationship

Clips [Add New Clip](#)

Magic Fields

Don't Show Featured Image On Post Page [What's this?](#)

rochester.edu/newscenter/wp-admin/post.php?post=441472&action=edit

NewsCenter 1 New View Post Performance Howdy, Brian Piper

Dashboard

Posts

All Posts
Add New
Categories
Tags
Clips
Media
Links
Pages
Comments 1
Newsletter
Daily Calendar Items
TablePress
Appearance
Users
Tools
Settings
HTTPS
SEO 1
Staff Members
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Magic Fields
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do aliens exist


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SEO analysis: do aliens exist

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Magic Fields

Don't Show Featured Image On Post Page [What's this?](#)

rochester.edu/newscenter/wp-admin/post.php?post=441472&action=edit

NewsCenter 1 + New View Post Performance Howdy, Brian Piper

Dashboard

Posts

All Posts

Add New

Categories

Tags

Clips

Media

Links

Pages

Comments 1

Newsletter

Daily Calendar Items

TablePress

Appearance

Users

Tools

Settings

HTTPS

SEO 1

Staff Members

reCaptcha

Magic Fields


Performance

Toolset

Collapse menu

Does intelligent life exist on other planets?
Technosignatures may hold new clues

Jun 18, 2020 - Astrophysicist Adam Frank is seeking "technosignatures," or the signs of advanced civilizations, among the 4,000 or so exoplanets so far discovered.



Edit snippet

SEO analysis
do aliens exist

+ Add synonyms
+ Add related keyphrase

Did you know Yoast SEO Premium also analyzes the different word forms of your keyphrase, like plurals and past tenses? [Go Premium!](#)

Analysis results

Problems (5)

- Keyphrase in introduction:** Your keyphrase or its synonyms do not appear in the first paragraph. [Make sure the topic is clear immediately.](#)
- Keyphrase density:** The focus keyphrase was found 0 times. That's less than the recommended minimum of 4 times for a text of this length. [Focus on your keyphrase!](#)
- Keyphrase in meta description:** The meta description has been specified, but it does not contain the keyphrase. [Fix that!](#)
- Keyphrase in title:** Not all the words from your keyphrase "do aliens exist" appear in the SEO title. [For the best SEO results write the exact match of your keyphrase in the SEO title, and put the keyphrase at the beginning of the title.](#)
- SEO title width:** The SEO title is wider than the viewable limit. [Try to make it shorter.](#)

Improvements (2)

- Image alt attributes:** Images on this page do not have alt attributes that reflect the topic of your text. [Add your keyphrase or synonyms to the alt tags of relevant images!](#)
- Keyphrase in slug:** (Part of) your keyphrase does not appear in the slug. [Change that!](#)

Good results (6)

- Outbound links:** Good job!
- Internal links:** You have enough internal links. Good job!
- Keyphrase length:** Good job!
- Meta description length:** Well done!
- Previously used keyphrase:** You've not used this keyphrase before, very good.
- Text length:** The text contains 871 words. Good job!

+ Add related keyphrase

Cornerstone content

rochester.edu/newscenter/wp-admin/post.php?post=441472&action=edit

Howdy, Brian Piper

Screen Options Help

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Posts

All Posts Add New Categories Tags Clips Media Links Pages Comments 1 Newsletter Daily Calendar Items TablePress Appearance Users Tools Settings HTTPS SEO 1 Staff Members reCaptcha Magic Fields Performance Toolset Collapse menu

Edit Post Add New

Does intelligent life exist on other planets? Technosignatures may hold new clues

Permalink: http://www.rochester.edu/newscenter/technosignatures_rial-life-441472/ Edit

Add Media

Paragraph B I Visual Text

A NASA grant enables Rochester astrophysicist Adam Frank to search for traces of advanced technology on exoplanets.

In 1995 a pair of scientists discovered a planet outside our solar system orbiting a solar-type star. Since that finding—which won the scientists a portion of the 2019 Nobel Prize in Physics—researchers have discovered more than 4,000 exoplanets, including some Earth-like planets that may have the potential to harbor life.

In order to detect if planets are harboring life, however, scientists must first determine what features indicate that life is (or once was) present.

Over the last decade, astronomers have expended great effort trying to find what traces of simple forms of life—known as “[biosignatures](#)”—might exist elsewhere in the universe. But what if an alien planet hosted intelligent life that built a technological civilization? Could there be “[technosignatures](#)” that a civilization on another world would create that could be seen from Earth? And, could these [technosignatures](#) be even easier to detect than [biosignatures](#)?

[Adam Frank](#), a professor of physics and astronomy at the [University of Rochester](#), has received a grant from NASA that will enable him to begin to answer these questions. The grant will fund his study of [technosignatures](#)—detectable signs of past or present technology used on other planets. This is the first NASA non-radio [technosignature](#) grant ever awarded and represents an exciting new direction for the [search for extraterrestrial intelligence \(SETI\)](#). The grant will allow Frank, along with collaborators [Jacob-Haqq Misra](#) from the international nonprofit organization Blue Marble Space, [Manasvi Lingam](#) from the Florida Institute of Technology, [Avi Loeb](#) from Harvard University, and [Jason Wright](#) from Pennsylvania State University, to produce the first entries in an online [technosignature](#) library.

A civilization, by nature, will need to find a way to produce energy, and, Frank says, “there are only so many forms of energy in the universe. Aliens are not magic.”

“[SETI](#) has always faced the challenge of figuring out where to look,” Frank says. “Which stars do you point your telescope at and look for signals? Now we know where to look. We have thousands of exoplanets including planets in the habitable zone where life can form. The game has changed.”

The nature of the search has changed as well. A civilization, by nature, will need to find a way to produce energy, and, Frank says, “there are only so many forms of energy in the universe. Aliens are not magic.”

Although life may take many forms, it will always be based in the same physical and chemical principles that underlie the universe. The same connection holds for building a civilization; any technology that an alien civilization uses is going to be based on physics and chemistry. That means researchers can use what they’ve learned in Earth-bound labs to guide their thinking about what may have happened elsewhere in the universe.

“My hope is that, using this grant, we will quantify new ways to probe signs of alien technological civilizations that are similar or much more advanced to our own,” says [Loeb](#), the Frank B. Baird, Jr., Professor of Science at Harvard.

The researchers will begin the project by looking at two possible [technosignatures](#) that might indicate technological activity on another planet:

- **Solar panels.** Stars are one of the most powerful energy generators in the universe. On Earth, we harness energy from our star, the sun, so “using solar energy would be a pretty natural thing for other civilizations to do,” Frank says. If a civilization uses a lot of solar panels, the light that is reflected from the planet would have a certain spectral signature—a measurement of the wavelengths of light that are reflected or absorbed—indicating the presence of those solar collectors. The researchers will determine the spectral signatures of large-scale planetary solar energy collection.
- **Pollutants.** “We have come a long way toward understanding how we might detect life on other worlds from the gases present in those worlds’ atmospheres,” says Wright, a professor of astronomy and astrophysics at Penn State. On Earth, we are able to detect chemicals in our atmosphere by the light the chemicals absorb. Some examples of these chemicals include methane, oxygen, and artificial gases such as the [chlorofluorocarbons \(CFCs\)](#) we once used as refrigerants. [Biosignature](#) studies focus on chemicals like methane, which simple life will produce. Frank and his colleagues will [catalogue](#) the signatures of chemicals, such as [CFCs](#), that indicate the presence of an industrial civilization.

The information will be gathered in an online library of [technosignatures](#) that astrophysicists will be able to use as a comparative tool when gathering data.

“Our job is to say, ‘this wavelength band is where you might see certain types of pollutants, this wavelength band is where you would see sunlight reflected off solar panels,’” Frank says. “This way astronomers observing a distant exoplanet will know where and what to look for if they’re searching for [technosignatures](#).”

The work is a continuation of Frank’s previous research on theoretical astrophysics and [SETI](#), including [developing a mathematical model](#) to illustrate how a technologically advanced population and its planet might develop or collapse together; [classifying hypothetical “exo-civilizations”](#) based on their ability to harness energy; and a [thought experiment](#) asking if a previous, long-extinct technological civilization on Earth would still be detectable today.

Word count: 875

Draft saved at 10:06:47 am. Last edited by Karen McCally on June 18, 2020 at 3:04 pm

Publish

Preview Changes

Status: Published Edit

Visibility: Public Edit

Revisions: 7 Browse

Published on: Jun 18, 2020 at 15:04 Edit

Readability: Needs Improvement

SEO: OK

Purge from cache

Move to Trash Update

Categories

All Categories Most Used

- Science & Technology
- Bloggers
- Calendar Item
- Campus Announcements
- For alumni and friends
- For faculty and staff
- For graduate students
- For parents

+ Add New Category

Tags

Adam Frank Arts and Sciences Department of Physics and Astronomy exoplanets NASA

Choose from the most used tags

HTTPS

Secure post

Secure child posts

Featured image

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Howdy, Brian Piper

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Newsletter

Daily Calendar Items

TablePress

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Users

Tools

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Staff Members

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Edit Post Add New

Do aliens exist? Technosignatures may hold new clues

Permalink: <http://www.rochester.edu/newscenter/technosignatures...rial-life-441472/> Edit

Add Media

Paragraph B I [List Icons] [Link Icon] [Image Icon] [Media Icon]

Visual Text

Do aliens exist? A NASA grant enables Rochester astrophysicist Adam Frank to search for traces of advanced technology on exoplanets.

In 1995 a pair of scientists discovered a planet outside our solar system orbiting a solar-type star. Since that finding—which won the scientists a portion of the 2019 Nobel Prize in Physics—researchers have discovered more than 4,000 exoplanets, including some Earth-like planets that may have the potential to harbor life. These planets may be the key to answering the question, do aliens exist?

In order to detect if planets are harboring life, however, scientists must first determine what features indicate that life is (or once was) present.

Over the last decade, astronomers have expended great effort trying to find what traces of simple forms of life—known as “[biosignatures](#)”—might exist elsewhere in the universe. But what if an alien planet hosted intelligent life that built a technological civilization? Could there be “[technosignatures](#)” that a civilization on another world would create that could be seen from Earth? And, could these [technosignatures](#) be even easier to detect than [biosignatures](#)?

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Word count: 901

Draft saved at 10:18:39 am. Last edited by Karen McCally on June 18, 2020 at 3:04 pm

Publish

Preview Changes

Status: Published Edit

Visibility: Public Edit

Revisions: 7 Browse

Published on: Jun 18, 2020 at 15:04 Edit

Readability: Needs Improvement

SEO: Good

Purge from cache

Move to Trash

Update

Categories

All Categories Most Used

- Science & Technology
- Bloggers
- Calendar Item
- Campus Announcements
 - For alumni and friends
 - For faculty and staff
 - For graduate students
 - For parents

+ Add New Category

Tags

Separate tags with commas

- Adam Frank
- Arts and Sciences
- Department of Physics and Astronomy
- exoplanets
- NASA

Choose from the most used tags

HTTPS

- Secure post
- Secure child posts

Featured image

WordPress media library interface for editing a post. The main area shows a grid of 100 image thumbnails. The top right panel is titled "ATTACHMENT DETAILS" and shows information for the selected image "fea-nasa-technosignature-frank.jpg".

ATTACHMENT DETAILS

fea-nasa-technosignature-frank.jpg
June 18, 2020
285 KB
1000 by 563 pixels
[Edit image](#)
[Delete permanently](#)

Alt Text:
[Describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title:
Caption:
Description:
File URL:
[Copy URL](#)

Required fields are marked *
PrettyPhoto? Enable

[Set featured image](#)

If you'd like to add featured videos to the top of this post, select 'Yes' below.

WordPress media library interface for editing a post. The main area shows a grid of 100 media items. The right sidebar contains the 'ATTACHMENT DETAILS' for the selected image 'fea-nasa-technosignature-frank.jpg'.

ATTACHMENT DETAILS

fea-nasa-technosignature-frank.jpg
June 18, 2020
285 KB
1000 by 563 pixels
[Edit image](#)
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Alt Text:
[Describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title:
Caption:
Description:
File URL:
[Copy URL](#)

Required fields are marked *
PrettyPhoto? Enable

[Set featured image](#)

Add Featured Videos to This Post

rochester.edu/newscenter/wp-admin/post.php?post=441472&action=edit

NewsCenter 1 + New View Post Performance Howdy, Brian Piper

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Collapse menu

Yoast SEO

SEO Readability Schema Social

Focus keyphrase
do aliens exist

Google preview

Preview as:
 Mobile result Desktop result

www.rochester.edu / newscenter / technosignatures-h...
Do aliens exist? Technosignatures may hold new clues
Jun 18, 2020 - Astrophysicist Adam Frank is seeking "technosignatures," or the signs of advanced civilizations, to answer the question, do **aliens exist**.

Edit snippet

SEO title Insert variable
Title

Slug
technosignatures-hold-clues-to-advanced-extraterrestrial-life-441472

Meta description Insert variable
Astrophysicist Adam Frank is seeking "technosignatures," or the signs of advanced civilizations, to answer the question, do aliens exist.

Close snippet editor

SEO analysis
do aliens exist

[Add synonyms](#)
[Add related keyphrase](#)

Did you know Yoast SEO Premium also analyzes the different word forms of your keyphrase, like plurals and past tenses? [Go Premium!](#)

Analysis results
Improvements (1)

Advanced search

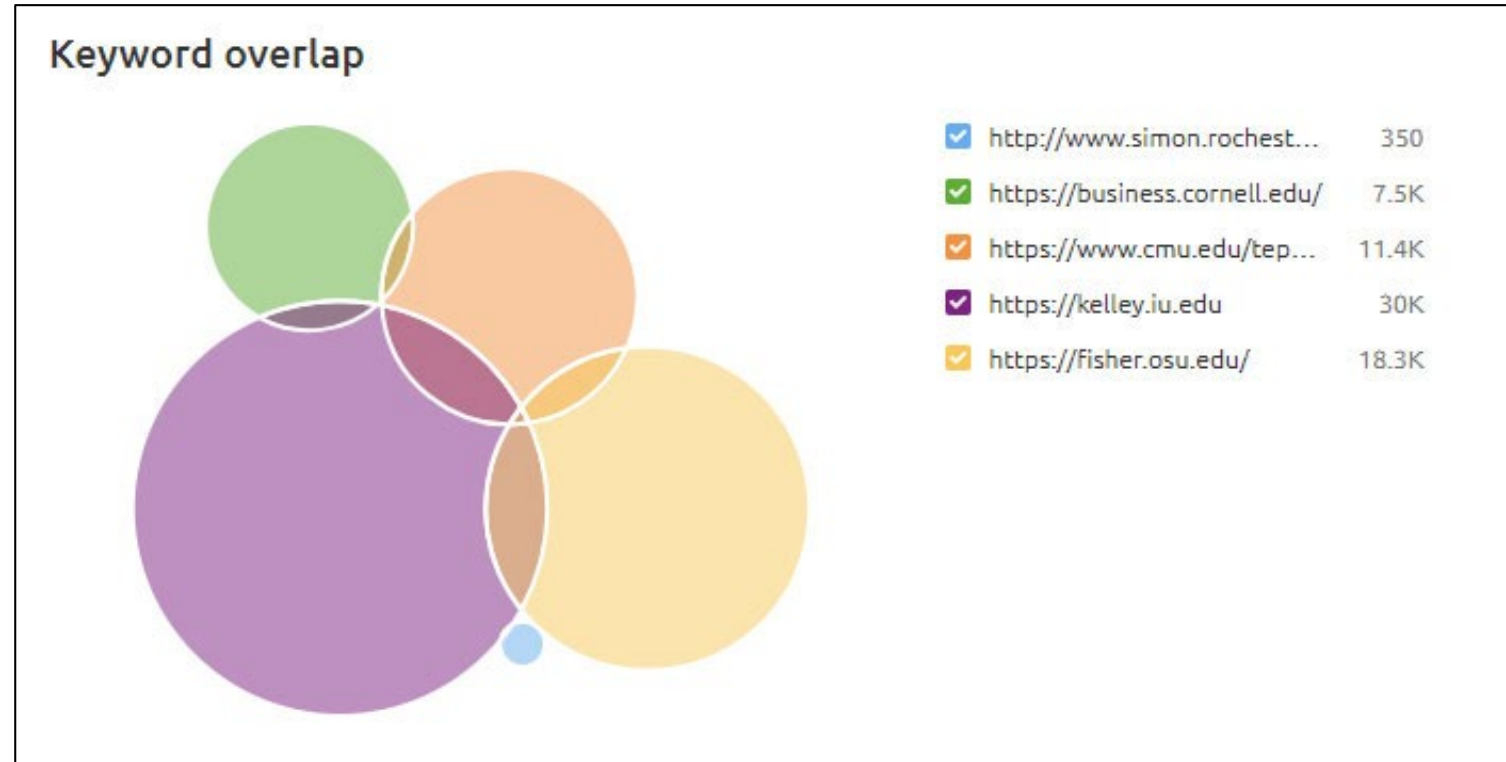
Technical SEO

Keyword gaps (branded and unbranded)

Changes in search and the future of search

Other considerations

◆ Competition



Other considerations

- ◆ Competition
- ◆ Meta descriptions

[Simon Business School - University of Rochester](#)

The **Simon** Admissions Team has made FAQs available for our Full-Time MBA and MS programs. Information Icon. Attending classes on campus? Guidelines for ...
[Full-Time MBA](#) · [Faculty & Research](#) · [Professional MBA](#) · [Why Simon](#)

[Tepper School of Business | Carnegie Mellon University Office ...](#)

The **Tepper School of Business** undergraduate program is distinguished by its small size with a first-year class of around 140 students. Not only does this mean ...

[Fisher College of Business: Home](#)

Fisher provides tomorrow's **business** leaders with an academic foundation that ... opportunity to purchase officially licensed **Fisher** apparel for back to **school**.

[Kelley School of Business: : Indiana University](#)

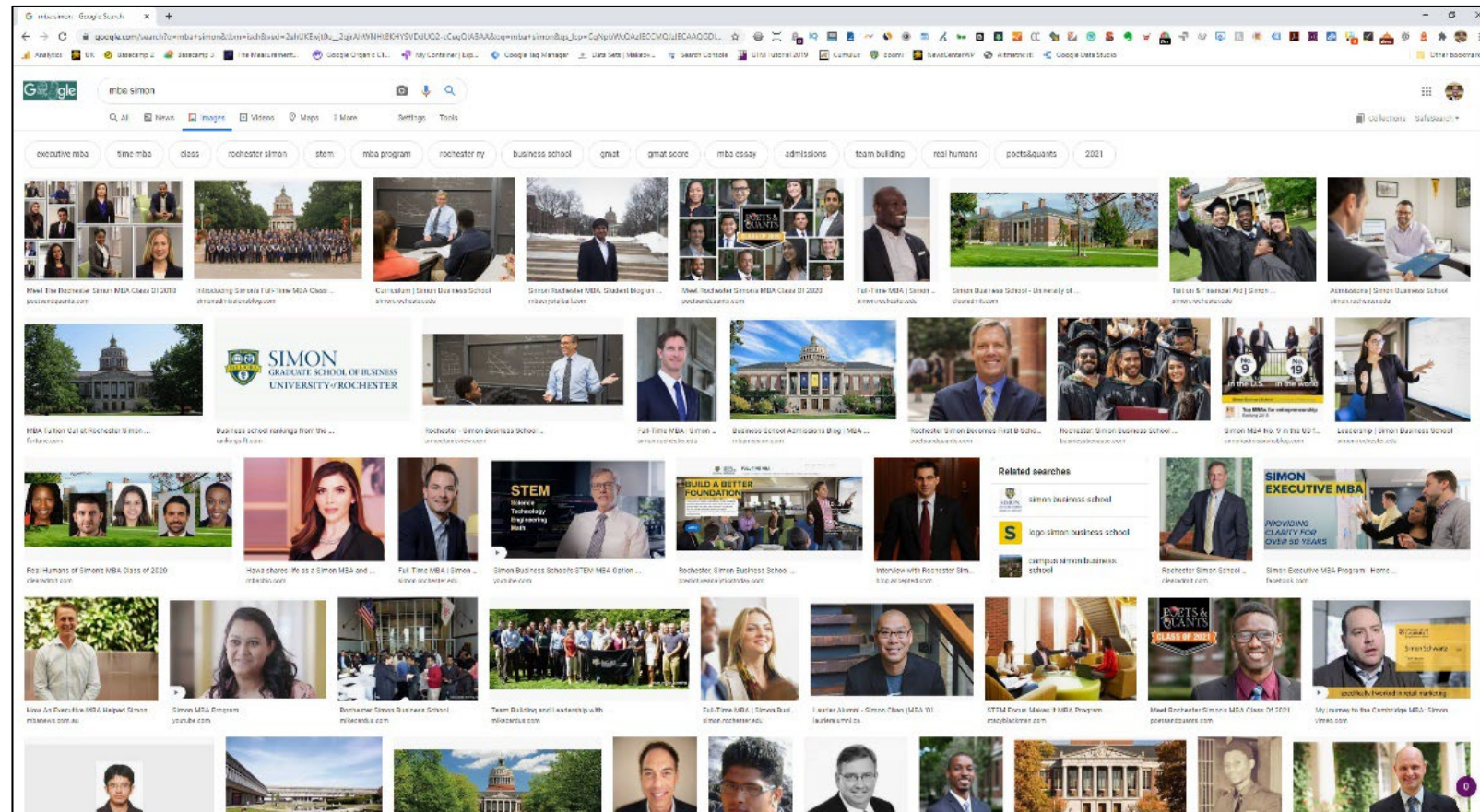
The Indiana University **Kelley School of Business**, in Bloomington and Indianapolis, offers top-ranked **business** education with a global impact to undergraduate, ...
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The SC Johnson College of Business unites **Cornell's business schools**—the Dyson School, the School of Hotel Administration, & the Johnson Graduate School ...
[Graduate Business Programs](#) · [Programs](#) · [Faculty & Research](#) · [About](#)

Other considerations

- ◆ Competition
- ◆ Meta descriptions
- ◆ Image optimization



Other considerations

- ◆ Competition
- ◆ Meta descriptions
- ◆ Image optimization
- ◆ Social profiles/posts/search

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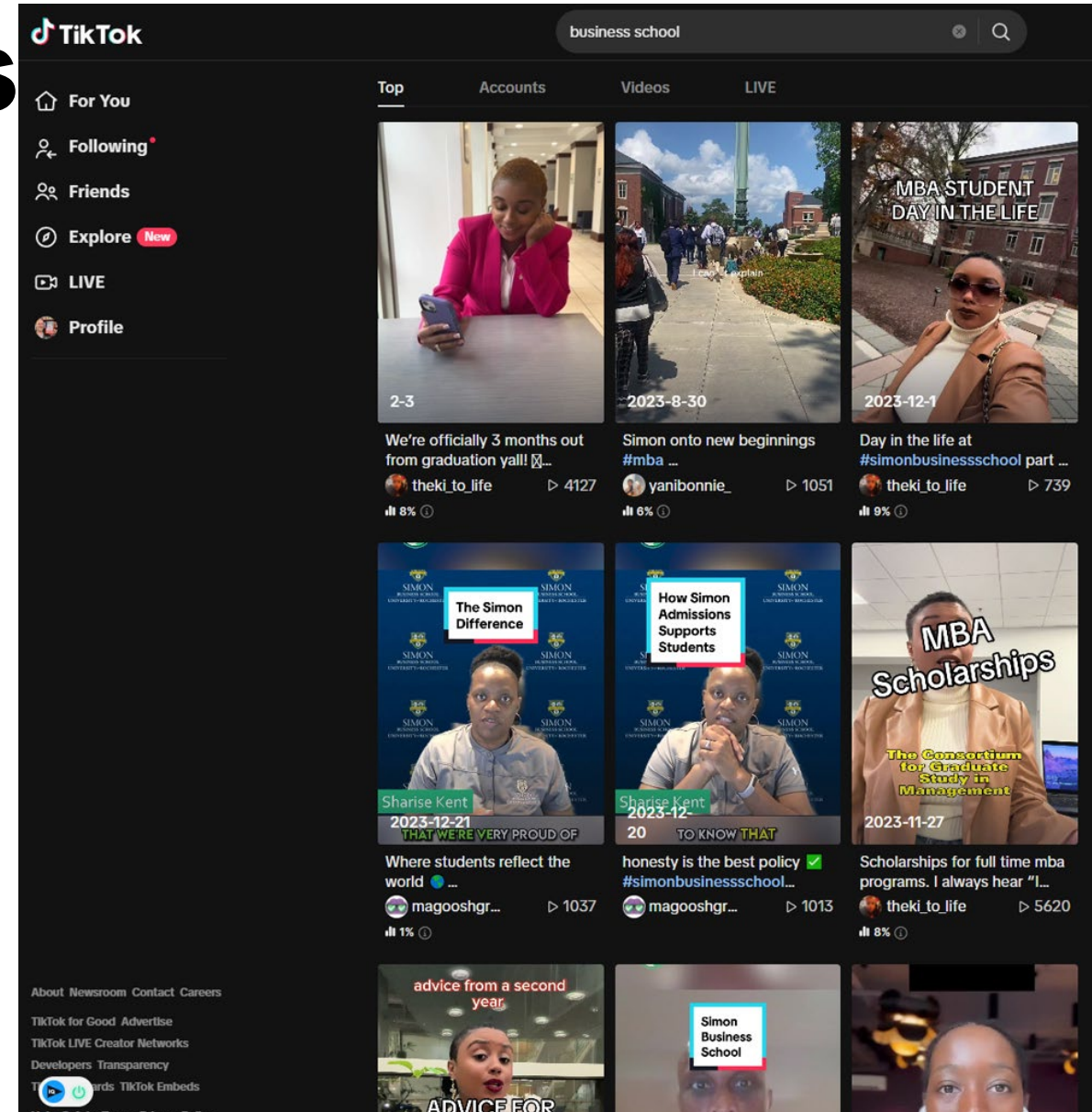
Other considerations

- ◆ Competition
- ◆ Meta descriptions
- ◆ Image optimization
- ◆ Social profiles/posts/search



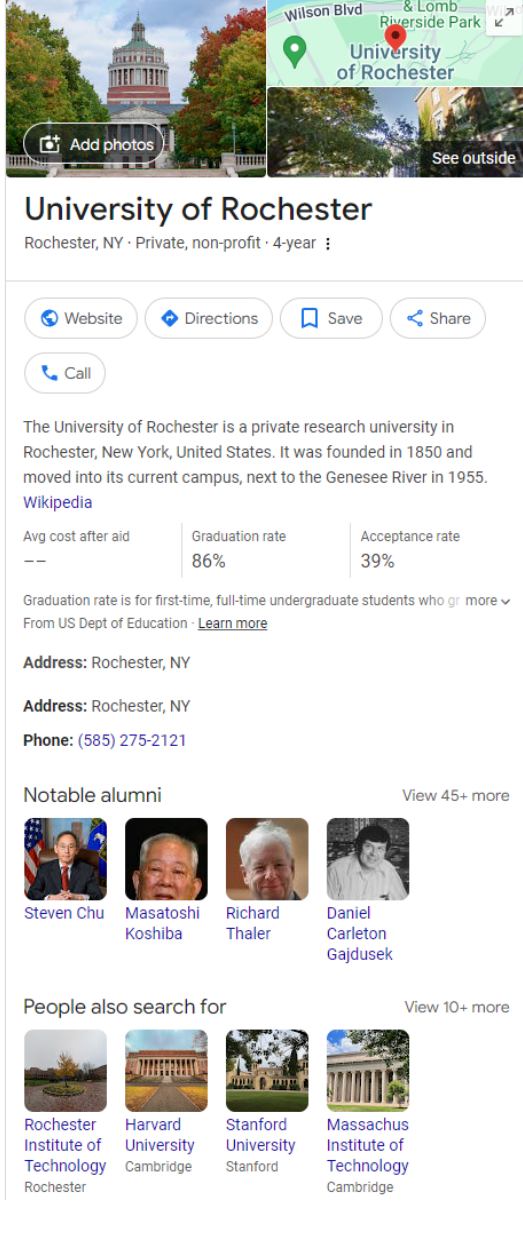
Other considerations

- Competition
- Meta descriptions
- Image optimization
- Social profiles/posts/search



Other considerations

- Competition
- Meta descriptions
- Image optimization
- Social profiles/posts/search
- Business listings – local search



The screenshot shows a Google Business Profile for the University of Rochester. At the top, there are two images: a photograph of the university's main building and a map showing the location at the intersection of Wilson Blvd and Lomb & Lomb Riverside Park. Below the images, the name "University of Rochester" is displayed, followed by "Rochester, NY · Private, non-profit · 4-year". Action buttons for "Website", "Directions", "Save", "Share", and "Call" are visible. A descriptive paragraph states: "The University of Rochester is a private research university in Rochester, New York, United States. It was founded in 1850 and moved into its current campus, next to the Genesee River in 1955." A link to the Wikipedia page is provided. A table lists key statistics: "Avg cost after aid" (--), "Graduation rate" (86%), and "Acceptance rate" (39%). A note explains that the graduation rate is for first-time, full-time undergraduate students who graduate within 6 years, with a link to "Learn more" from the US Dept of Education. Below this, the address "Rochester, NY" and phone number "(585) 275-2121" are listed. The "Notable alumni" section features four portraits with names: Steven Chu, Masatoshi Koshihira, Richard Thaler, and Daniel Carleton Gajdusek. The "People also search for" section shows four related institutions: Rochester Institute of Technology, Harvard University, Stanford University, and Massachusetts Institute of Technology.

University of Rochester
Rochester, NY · Private, non-profit · 4-year

Website Directions Save Share Call

The University of Rochester is a private research university in Rochester, New York, United States. It was founded in 1850 and moved into its current campus, next to the Genesee River in 1955.
[Wikipedia](#)

Avg cost after aid	Graduation rate	Acceptance rate
--	86%	39%

Graduation rate is for first-time, full-time undergraduate students who graduate within 6 years. From US Dept of Education · [Learn more](#)

Address: Rochester, NY
Address: Rochester, NY
Phone: (585) 275-2121

Notable alumni [View 45+ more](#)

- Steven Chu
- Masatoshi Koshihira
- Richard Thaler
- Daniel Carleton Gajdusek

People also search for [View 10+ more](#)

- Rochester Institute of Technology Rochester
- Harvard University Cambridge
- Stanford University Stanford
- Massachusetts Institute of Technology Cambridge

Other considerations

- ◆ Competition
- ◆ Meta descriptions
- ◆ Image optimization
- ◆ Social profiles/posts/search
- ◆ Business listings – local search
- ◆ Voice search



Photo credit: Midjourney

Other considerations

- Competition
- Meta descriptions
- Image optimization
- Social profiles/posts/search
- Business listings – local search
- Voice search
- Community search

The screenshot shows a Google search for "revolutionary war". The search bar includes a microphone icon, a search icon, and an "AI Answer" button. Below the search bar, navigation tabs for "All", "Images", "Videos", "News", "Shopping", "Web", "Forums", and "More" are visible, with "Forums" selected. The search results are filtered to show forum posts. The first result is from Reddit (r/AskHistory) with the title "Was the American Revolutionary War justified? : r/AskHistory". The snippet reads: "No, it was not justified because the American revolutionary war was a counter revolution to Britain about to end slavery with 'Somerset's case' ...". Below the title are several related links with dates: "Did the American revolutionary forces really have a ... - Reddit Sep 28, 2022", "Why did the British lose the American War of Independence ... Aug 30, 2023", "How can the American Revolutionary War be viewed morally ... Sep 16, 2024", and "american revolution is a terrible idea : r/ultimategeneral - Reddit Jul 17, 2023". The second result is from Quora with the title "When did the American Revolutionary War actually start?". The snippet reads: "The American Revolutionary War began on April 19, 1775, with the Battles of Lexington and Concord. These battles, fought between American colonists and British ...". The third result is also from Quora with the title "Why did the Revolutionary War last so long? Did America ...". The snippet reads: "The Americans were able to use superior leadership, George Washington, guerrilla tactics and strategy to beat the better supplied British troops." The fourth result is from Paradox Interactive Forums with the title "How do you Win the American Revolution". The snippet reads: "Jul 18, 2012 – it's a revolution war so you can annex all of Great Britain for 0 infamy. Seize everything you can, mint your arse off and make use of the ...". The fifth result is from BoardGameGeek with the title "Can Anyone Recommend a Good Documentary on the ...". The snippet reads: "May 2, 2024 – I've watched a mini-series called The American Revolution that was on The Military Channel and on the History Channel here in the US everytime it came on." The sixth result is from History Hub (.gov) with the title "Revolutionary War records - Military Records Forum". The snippet reads: "Apr 26, 2024 – Pension and bounty-land warrant application files for Revolutionary War soldiers are available in Record Group 15 Records of the Department of ...".

Other considerations

- ◆ Competition
- ◆ Meta descriptions
- ◆ Image optimization
- ◆ Social profiles/posts/search
- ◆ Business listings – local search
- ◆ Voice search
- ◆ Community search
- ◆ AI content/search

what are the top research universities in ny?



New York State is home to several top-tier research universities. Here are the most prominent ones based on factors like research output, funding, academic reputation, and innovation:

1. Columbia University

- **Location:** New York City
- **Notable Research Areas:** Medicine, engineering, public policy, climate science, and social sciences.
- **Strengths:** Columbia is an Ivy League institution with world-class research facilities and partnerships with major research centers such as the Earth Institute and the Lamont-Doherty Earth Observatory.
- **Funding:** Receives substantial federal research grants, particularly in health and science fields.

2. Cornell University

- **Location:** Ithaca
- **Notable Research Areas:** Agriculture, veterinary sciences, engineering, and information technology.
- **Strengths:** As both a private Ivy League school and a land-grant institution, Cornell excels in both applied and theoretical research, with its College of Agriculture and Life Sciences and

 Message ChatGPT



ChatGPT can make mistakes. Check important info.

and tech.

3. New York University (NYU)

- **Location:** New York City
- **Notable Research Areas:** Law, business, artificial intelligence, social sciences, and medicine.
- **Strengths:** NYU is renowned for its contributions to research in economics, data science, medicine, and urban studies. NYU Langone Health is a leading medical research institution.
- **Funding:** Significant research funding, particularly in health sciences and artificial intelligence.

4. University of Rochester

- **Location:** Rochester
- **Notable Research Areas:** Optics, medicine, data science, and engineering.
- **Strengths:** Home to the renowned **Laser Lab for Energetics** and **Strong Memorial Hospital**, it is also well-regarded for its engineering and optical science research.
- **Funding:** Strong in federal research funding, particularly for healthcare, optics, and physics.

5. Stony Brook University (SUNY)

- **Location:** Stony Brook, Long Island
- **Notable Research Areas:** Marine sciences, physics, biomedical engineering, and computer science.
- **Strengths:** Stony Brook has a close relationship with Brookhaven National Laboratory,



Message ChatGPT



ChatGPT can make mistakes. Check important info.

what are the best research universities in new york?

Sources

Top universities in New York City topuniversities · 1

Public Research Universities In New York | CollegeVine collegevine · 2

Public Research Universities In New York With Easy Applications collegevine · 3

View 5 more

Search Images +

Search Videos +

Generate Image +

Perplexity

New York is home to several prestigious research universities. Here are some of the top institutions known for their research prowess:

Columbia University

Columbia University ranks as the best research university in New York City ¹. As a member of the Ivy League, Columbia is renowned for its:

- World-class research across various disciplines
- Diverse faculty of over 4,200 academic staff
- Large international student population (36% of 33,032 students)
- Notable alumni including US President Barack Obama

Columbia's central Manhattan location provides students with unique opportunities to engage with the city's vibrant academic and cultural scene.

Ask follow-up Pro

NYU is another top research institution in New York City ¹. Known for its:



- Strong emphasis on innovation and entrepreneurship

Stony Brook University

Part of the State University of New York (SUNY) system, Stony Brook is a leading public research university [?]. It's known for:

- Extensive research facilities
- Strong STEM programs
- Collaborations with nearby Brookhaven National Laboratory

University of Rochester

The University of Rochester is a private research university known for its [?]:

- Strong focus on research and innovation
- Interdisciplinary approach to education
- Significant contributions to medical research

CUNY Graduate Center

As part of the City University of New York system, the CUNY Graduate Center is dedicated to advanced scholarly research and Ph.D.-level education ¹.

These universities offer diverse research opportunities across various fields, contributing significantly to New York's reputation as a hub for academic excellence and innovation.

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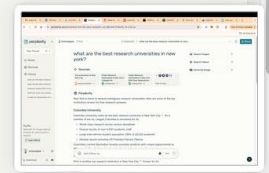
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How do Columbia and NYU compare in terms of research opportunities

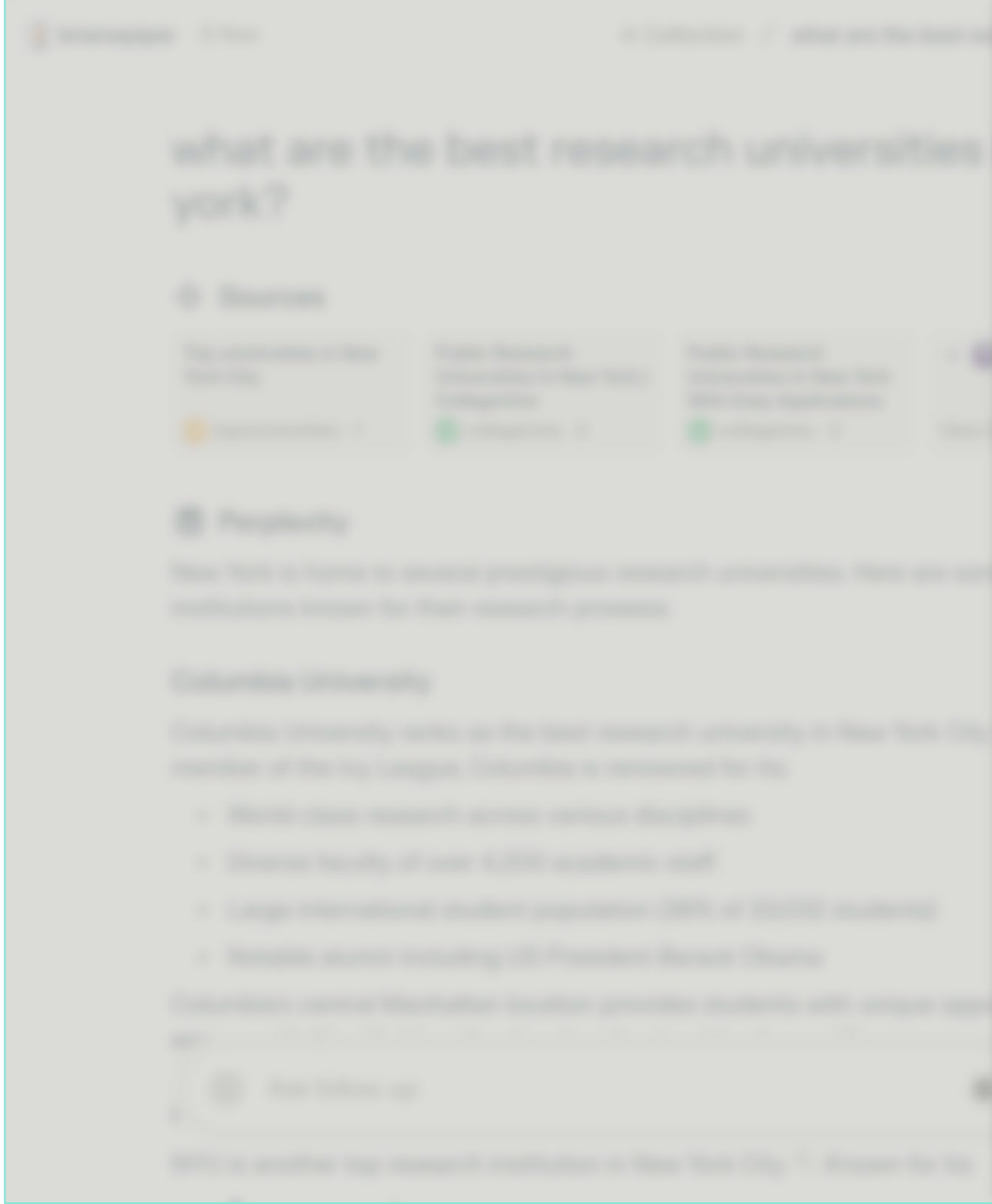
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AI



8 sources

what are the best research universities in new york?



1. Top universities in New York City

 topuniversities

Home to Broadway, Wall Street, Lady Liberty and more, New York City also boasts a world-class selection of universities. 13 of these are featured in the QS World University Rankings: USA 2021... Over the years, the school has attracted an eclectic mix of writers, artists, musicians and...



2. Public Research Universities In New York | CollegeVine

 collegevine

Looking to study at a research university in New York? We've compiled a list of Public Research Universities In New York. Learn more about each school below and calculate your chances of acceptance. ...



3. Public Research Universities In New York With Easy Applications

 collegevine

Looking to study at a research university in New York? Interested in a school with an easy application process? We've compiled a list of Public Research Universities In New York With Easy Applications. Learn more about each school below and calculate your chances of acceptance. ...



4. Category:Research institutes in New York (state) - Wikipedia

 en.wikipedia

This category has the following 5 subcategories, out of 5 total. Columbia University research institutes (1 C, 14 P) New York University research institutes (1 C, 11 P) The following 46 pages are in this category, out of 46 total. This list may not reflect recent changes. Center for Computational...

Tracking results

do aliens exist - Google Search

google.com/search?q=do+aliens+exist&source=lmns&bih=1260&biw=2108&rlz=1C1GCEA_enUS942US942&hl=en&sa=X&ved=2ahUKEwik-JDRitPvAhXiv98KHw41CM8Q_A...

do aliens exist 9,900 \$2.44

Keyword difficulty: 87.82% (for google.com database) — View full report for this keyword

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About 347,000,000 results (0.47 seconds) Show 125 trusted results

www.rochester.edu › newscenter › technosignatures-hol...
1. Do aliens exist? Technosignatures may hold new clues ...
 Jun 18, 2020 — Astrophysicist Adam Frank is seeking "technosignatures," or the signs of advanced civilizations, to answer the question, **do aliens exist**.

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L: 2.63K LD: 1.10M I: 506K Rank: 8.12K Adv Disp Ads: 1.02K Pub Disp Ads: 1.88K

nymag.com › intelligencer › 2018/03 › 13-reasons-to-beli...
2. 13 Reasons to Believe Aliens Are Real - New York Magazine
 Mar 20, 2018 — How seriously should you take those recent reports of **UFOs**? Ask the Pentagon. Or read this primer for the SETI-curious. Who knows?

L: 900 LD: 49.1M I: 3.72M Rank: 3.07K Adv Disp Ads: 708 Pub Disp Ads: 851K

www.cnn.com › helen-sharman-aliens-exist-scli-scn-gbr-intl...
3. Aliens definitely exist and they could be living among us on ...
 Jan 6, 2020 — **Aliens** definitely exist, Britain's first astronaut has said — and it's possible they're living among us on Earth but have gone undetected so far.

L: 1.45K LD: 270M I: 73.7M Rank: 75 Adv Disp Ads: 2.43K Pub Disp Ads: 1.02M

www.livescience.com › alien-discoveries-2020
4. Extraterrestrial evidence: 10 incredible findings about aliens ...
 Dec 24, 2020 — Are we alone in the universe? Many discoveries about **aliens** in 2020 seemed to increase the prospect of **extraterrestrial** entities existing.

L: 4.28K LD: 19.7M I: 3.90M Rank: 3.71K Adv Disp Ads: 4 Pub Disp Ads: 26.3K

www.nbcnews.com › news › weird-news › former-israe...
5. Former Israeli space security chief says extraterrestrials exist ...
 Dec 8, 2020 — A "galactic federation" has been waiting for humans to "reach a stage where we will understand... what space and spaceships are," Haim Eshed ...

L: 136K LD: 82.9M I: 26.5M Rank: 584 Adv Disp Ads: 138 Pub Disp Ads: 192K

www.freepressjournal.in › India
6. Do you think aliens exist? Here are 5 claims of their existence
 Dec 9, 2020 — Now, let's take a look at 5 major claims on **existence** of **aliens**: 2002, Russian scientists argue that a mysterious radiation-proof species of ...

L: 5 LD: 2.63M I: 1.39M Rank: 9.06K Adv Disp Ads: 450 Pub Disp Ads: 454K

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Ad Results	0
Product Listings	0
Local Listings	0
Video Listings	0
Image Listings	0
Fresh Listings	0
News Listings	0
FAQ Data	0

Download this data

SEO Minion? Please rate us at Chrome Web Store

are aliens real	15%	74000
real alien	15%	74000
real aliens	15%	74000

Per page: 5 1-5 of 11

Correlation charts

Traffic Words Keywords

Position

Keyword Surfer 3.0 has just landed! Learn more

What's new in Keyword Surfer?

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Simple math shows how many space... nbcnews.com



Donald Trump knows that aliens exist... indiatoday.in



What Happens Next If We Find Proof of ... nbcnews.com



Do aliens exist? Technosignatures may ... rochester.edu



Is Heaven Real? Do Aliens Exist? Here ... aarp.org



Has Nasa found aliens living in space ... bbc.co.uk



If Aliens Exist, Would They Have Sex ... livecience.com



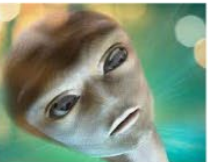
Aliens exist but in hiding, until ... wionews.com



Do You Believe Aliens Exist? - The New ... nytimes.com



Israeli space chief says aliens may... timesofisrael.com



What do aliens look like? Do they eat ... sciencefocus.com



What Texans Say Survey: Aliens Do Exist ... 959theranch.com



Aliens Exist & They Are Secretly in ... india.com



Aliens may not exist - but that's good ... theguardian.com



Do aliens exist? | Tomorrow Today - The ... dw.com



Aliens exist and Trump knows about it ... indiatvnews.com



Do aliens exist? - CBBC Newsround ... bbc.co.uk



Israeli Space Official Says Aliens ... tmz.com



Do aliens exist and will they like us ... ctvnews.ca



Neil deGrasse Tyson: Want to prove ... youtube.com



The Big Question: Do aliens exist ... bbc.co.uk



Aliens Exist, They May be Living on ... news18.com



Do aliens exist? Ex-Israeli space chief ... livemint.com



Do Aliens Exist? sn3 scholastic.com



What do aliens look like? T... theconversation.com



Aliens and 'Galactic Federation' exist ... globalnews.ca



Do Aliens Exist? | What Did NASA Found ... youtube.com



Do aliens exist? UK to disclose secret ... zeenews.india.com



The Scientific Search For Alien ... the1a.org



Do Aliens Exist? | COLOSSAL QUESTIONS ... getepic.com



If Aliens Exist, They May Come to Get Us... space.com



Amazon.com: Do Aliens Exist? amazon.com



BBC Radio 4 - The Infinite Monkey Cage ... bbc.co.uk



Do aliens exist? The first traces of ... cityam.com



Do we have proof aliens exist ... scmp.com



Aliens Love Gold As Much as Humans Do ... abcnews.go.com



Aliens are coming and they are not ...



13 Reasons to Believe Aliens Are Real



Aliens Exist? Israel Ex-Space Boss Halm ...



Former Israeli space security chief ...



Sections Section3 | T...



Aliens Exist, Says Ex-Israeli Space ...



Aliens exist' and may be on Earth, U.K ...



How Would Humanity React If We Really ...



Did aliens exist? - NASA to search for ...

Google do aliens exist

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About 152,000 results (0.40 seconds)

The New York Times

When the Aliens Arrive, What Will They Look Like? A Zoologist Has Answers

What Animals on Earth Reveal About Aliens — and Ourselves ... Herschel (discoverer of Uranus) believed in the existence of alien life. ... quote from L. P. Hartley: "The past is a foreign country. They do things differently there.

1 week ago



Yahoo Finance

Elon Musk posts viral meme with 'strongest argument against aliens,' drawing like from Jack Dorsey

... he added his voice to the ongoing debate over whether aliens exist. ... Ending March with a positive number would snap the longest run of ...

4 days ago




Firstpost

We have telescopes in space, rovers on other worlds — our search for alien life continues

The stage was set for our encounters with aliens to take place. ... Even with all this progress, our guess as to whether aliens exist is as good as ...

1 month ago




FOXSports.com

Neil deGrasse Tyson weighs in on Browns QB Baker Mayfield's UFO sighting

Sorry, "E.T." fans, Tyson isn't yet convinced that aliens exist. "I think if there were aliens visiting, [the] amateur astronomy community would catch ...

3 weeks ago




Scientific American

Meet the Unsung Heroes behind Humanity's Improbable ...

Meet the Unsung Heroes behind Humanity's Improbable Journey to an Alien Ocean ... But something in his character wouldn't allow him to do that. ... exploration but also of the notion that complex life might exist just two ...

3 weeks ago



University of Rochester

Do aliens exist? Technosignatures may hold new clues

Do aliens exist? A NASA grant enables Rochester astrophysicist Adam Frank to search for traces of advanced technology on exoplanets.

Jun 18, 2020



rochester.edu/newsce... x

Oct 13, 2021-Oct 10, 2024

Share of Voice

0.29% -0.03%



Estimated Traffic

1,066.9 -169.80



Average Position

79.45 ↑ 2.04



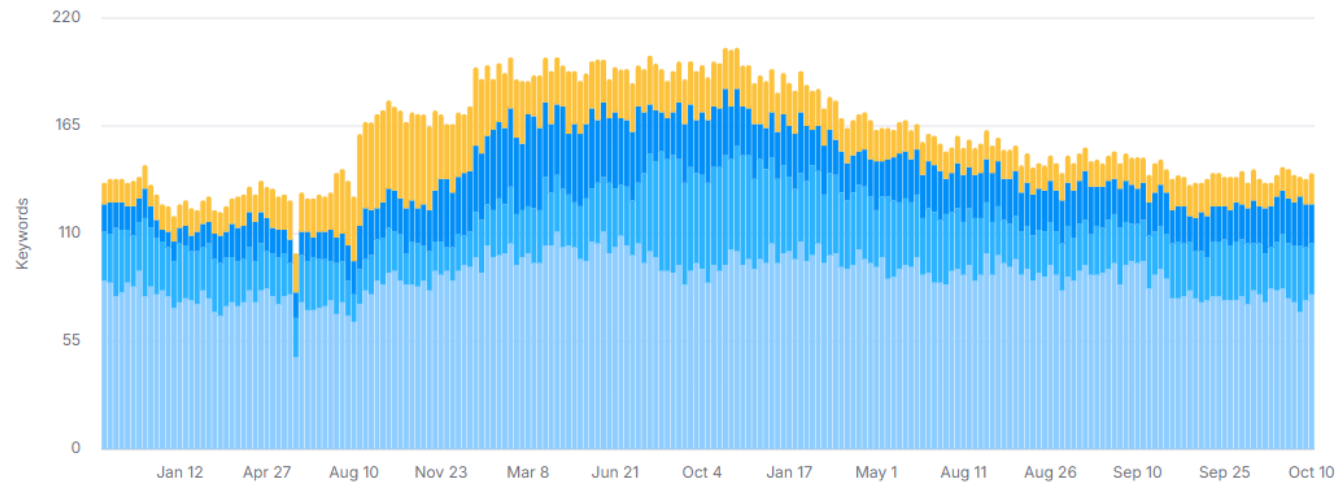
Summary beta

Copy all

Traffic performance of rochester.edu/newsce... for the United States (google) • En (Desktop) target was stable between Oct 13, 2021 - Oct 10, 2024.

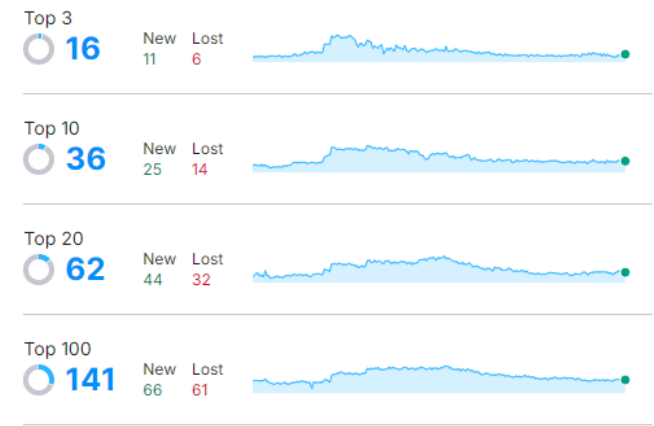
- The domain has 11 new keywords in the top 3 (6 keywords were lost). It also has 25 new keywords in the top 10 (14 keywords were lost). View report
• Share of Voice has changed for keywords: why does russia want ukraine (+0.09%) j1407b (-0.08%)
• Share of Voice of your competitor uchicago.edu has grown by 0.09%. View report
• You have a potential competitor collegeboard.org/. Their Share of Voice has grown by 2.55%. View report

Rankings Distribution



1-3 # 4-10 # 11-20 # 21-100 Out of top 100

Keywords



Improved vs. declined

81 120

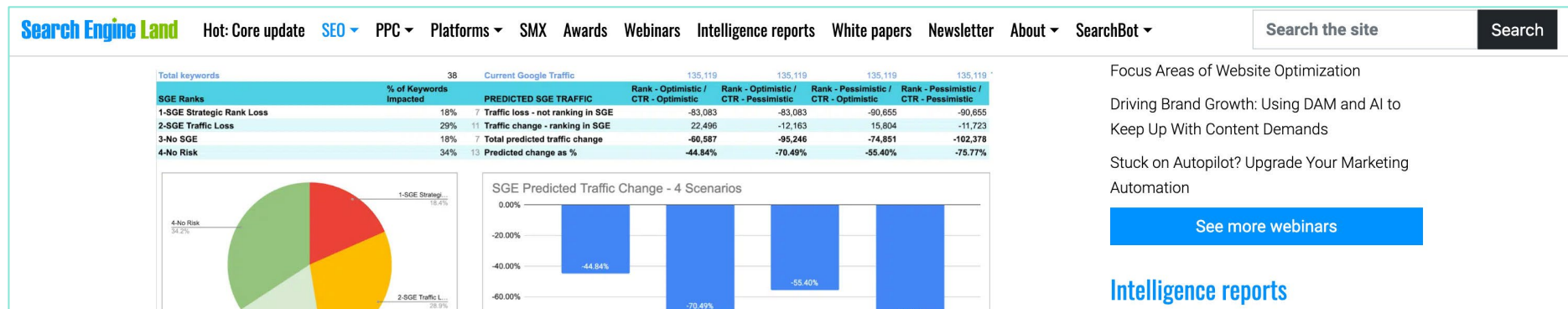
	A	B	C	D	E	F	G	H	I	J	
1	Keyword	2/26/24 position	9/10/2022 position	10/25/2021 position	5/10/2021 position	1/6/2021 position	9/08/2020 position	8/9/2020 position	5/28/2020 position	Search Volume	URL
2	mcats	--	--	69	--	54	70	68	78	74000	https://sc
3	medical school	--	--	93						27100	https://sc
4	omsis	--	--	47						22200	https://sc
5	science magazine	--			83					22200	https://sc
6	medical scribe	--	42	39	28					18100	https://sc
7	biomedical science	7			41					9900	https://sc
8	zoology	--		22						12100	https://sc
9	aamc mcats	22		46	41	14.00	18	33	50	8100	https://sc
10	biology major	--			47	36.00	57			8100	https://sc
11	what is a minor in college	--		78	59					8100	https://sc
12	basic medical scribe course online	--	66							6600	https://sc
13	best pre med schools	20		45	45	55	49			4400	https://sc
14	biology majors	--			60					6600	https://sc
15	pre med schools	--		45	28	19	66	67	64	6600	https://sc
16	pre med majors	8		33	41	18	23	11	20	3600	https://sc
17	science jobs	--			56					5400	https://sc
18	aamc prep hub	31		28	25	13	19	21	32	2400	https://sc
19	mechanisms of evolution			70						4400	https://sc
20	what is zoology			43						4400	https://sc
21	best pre med colleges	26		41	39	44	33	25	67	1600	https://sc
22	medical majors in college	11		39						170	https://sc
23	pre med colleges	--		41	54	44	43	9	78	3600	https://sc
24	aamc fee assistance program	--			73					2900	https://sc
25	med school interview questions	53		48						1900	https://sc
26	oregon museum of science and industry omsis		22							2900	https://sc
27	post bacc programs			94						2900	https://sc
28	science majors			35	27	35	25	7	40	2900	https://sc
29	science majors			35						2900	https://sc
30	what is a medical scribe	8	17	18	21	25	41			3600	https://sc
31	women scientists			48						2900	https://sc
32	biomedical research			100						2400	https://sc
33	hands on experience			92						2400	https://sc
34	shadowing a doctor			65						2400	https://sc
35	college bucket list			40	29	26	20	19	73	1900	https://sc
36	how to become a medical scribe	72	55	41	43	38	98			1300	https://sc
37	medical school interview questions	57	73							2900	https://sc
38	medical schools in oregon	14		8						1900	https://sc
39	what is biomedical science	62			46					1900	https://sc
40	what is pre med	46			--	16	--	89	88	1900	https://sc
41	best pre med majors	21		33	29	36	30	26	66	880	https://sc
42	biology major careers	--	--	--	--	--	--	--	97	1600	https://sc
43	college of science	5		5	6	7	13	1	7	1600	https://sc
44	mcats cost	96		64	57	35	29	23	42	1300	https://sc
45	medical school letter of recommendation	74		82						880	https://sc
46	medical scribe training	18		39	40					1000	https://sc
47	online zoology degree			2						1600	https://sc
48	post bacc pre med	72		40	38	27	36	6	36	880	https://sc
49	what do zoologists do			93						1600	https://sc



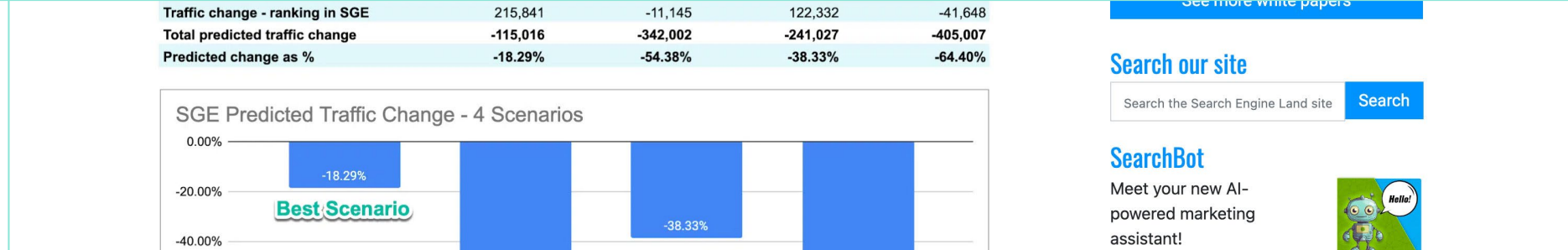
Photo credit: Midjourney

brianwpiper.com

Impact of AI on search



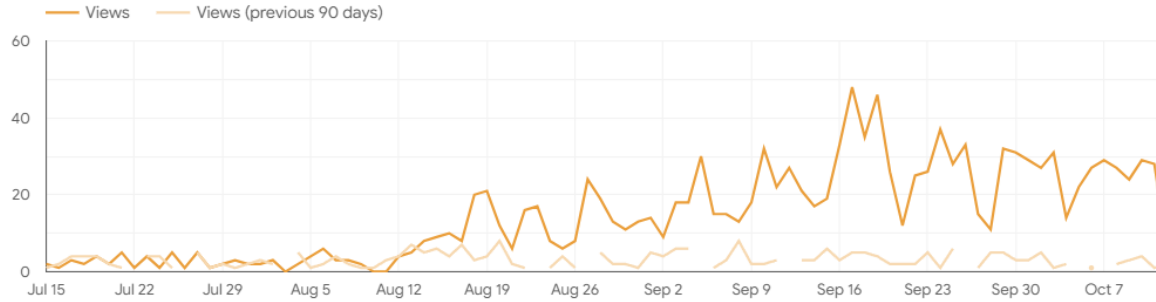
- In a study of 23 websites, the aggregate organic traffic drop as a result of SGE was 18-64%.
 - Our study focused on websites in the technology industry, with traffic mainly from informational keywords. There is large variance inside our sample, with some websites gaining as much as 219% in traffic while others are losing as much as 95%. [See the results of the study.](#)



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AI Acquisition

AI Traffic Sources



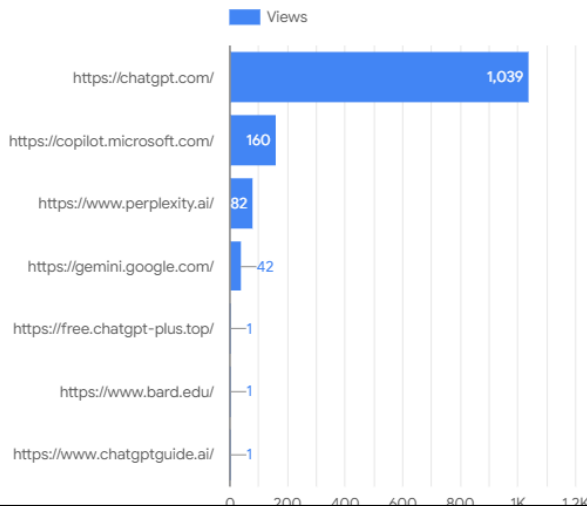
Totals

Views
1,326
↑ 422.0%

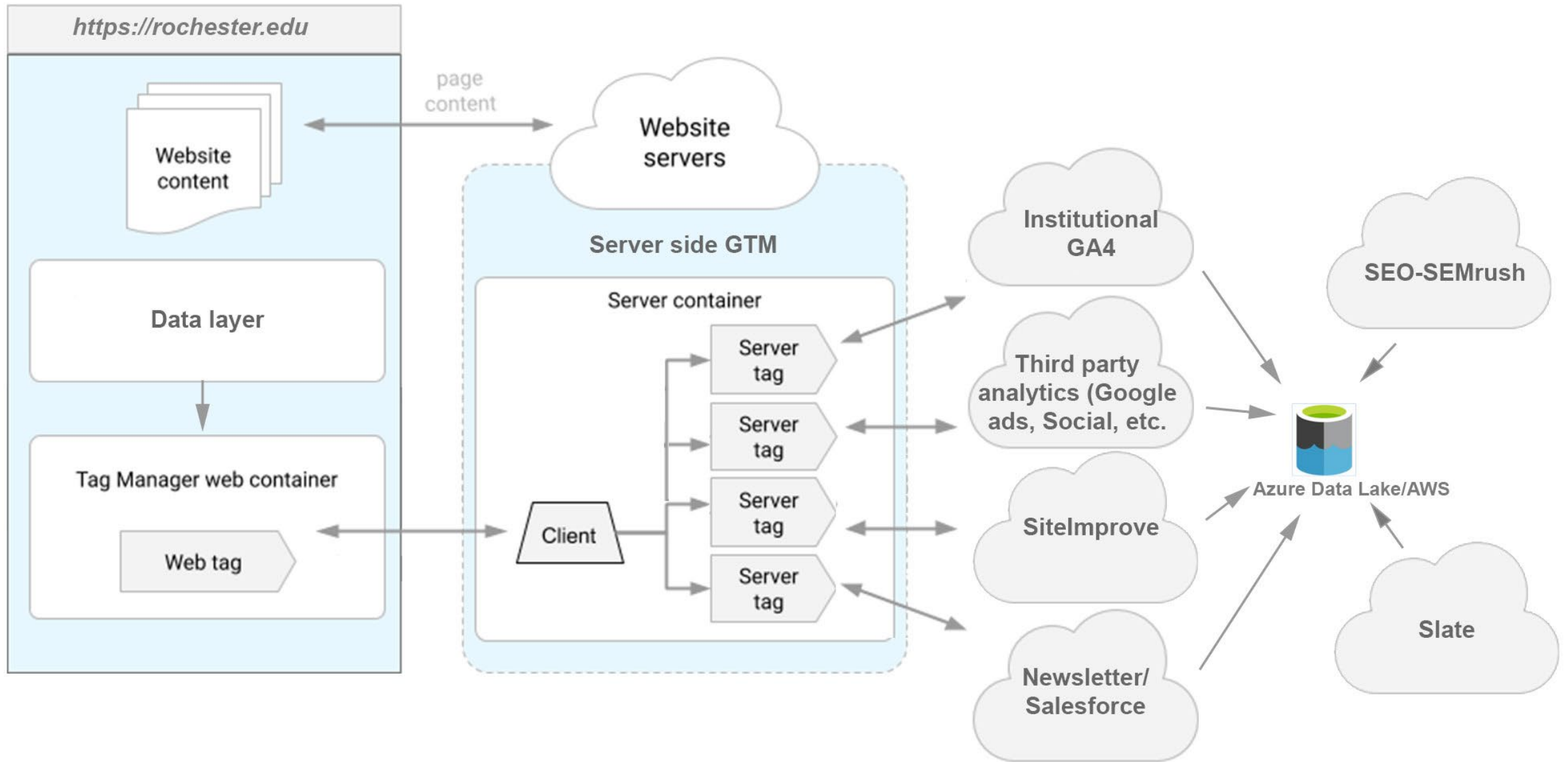
Sessions
1,349
↑ 418.8%

Engaged sessions
646
↑ 438.3%

Top AI Traffic



	Page title	Page path	Views
1.	Futurity: Research News from Top Universities	/	73
2.	Why TikTok is poised to change how we spea...	/tiktok-how-we-speak-2623112-2/	17
3.	Minecraft can teach us to be more creative - ...	/minecraft-creativity-2100032/	14
4.	The periodic table of elements is finally compl...	/periodic-table-new-elements-1087782-2/	13
5.	How TikTok's algorithm personalizes what you...	/tiktok-algorithm-3211962/	13
6.	Video games speed up reaction time - Futurity	/video-games-speed-up-reaction-time/	13
7.	How the 'trolley problem' applies to self-drivin...	/autonomous-vehicles-av-ethics-trolley-pr...	12
8.	To support people after incarceration, focus o...	/incarceration-recidivism-housing-2970902/	12
9.	VR can help people with autism navigate the r...	/virtual-reality-autism-3006492/	12
10.	How your brain filters out distractions to focu...	/focus-intelligence-brains-3190652/	9
11.	Method transforms plastic bags into useful ad...	/plastic-bags-upcycling-adhesives-2489212/	9
12.	Healthiest noise level for the office is about 5...	/office-noise-50-decibels-2868842-2/	8
13.	Mystery solved: Why starch turns iodine dark ...	/iodine-starch-1232362-2/	8



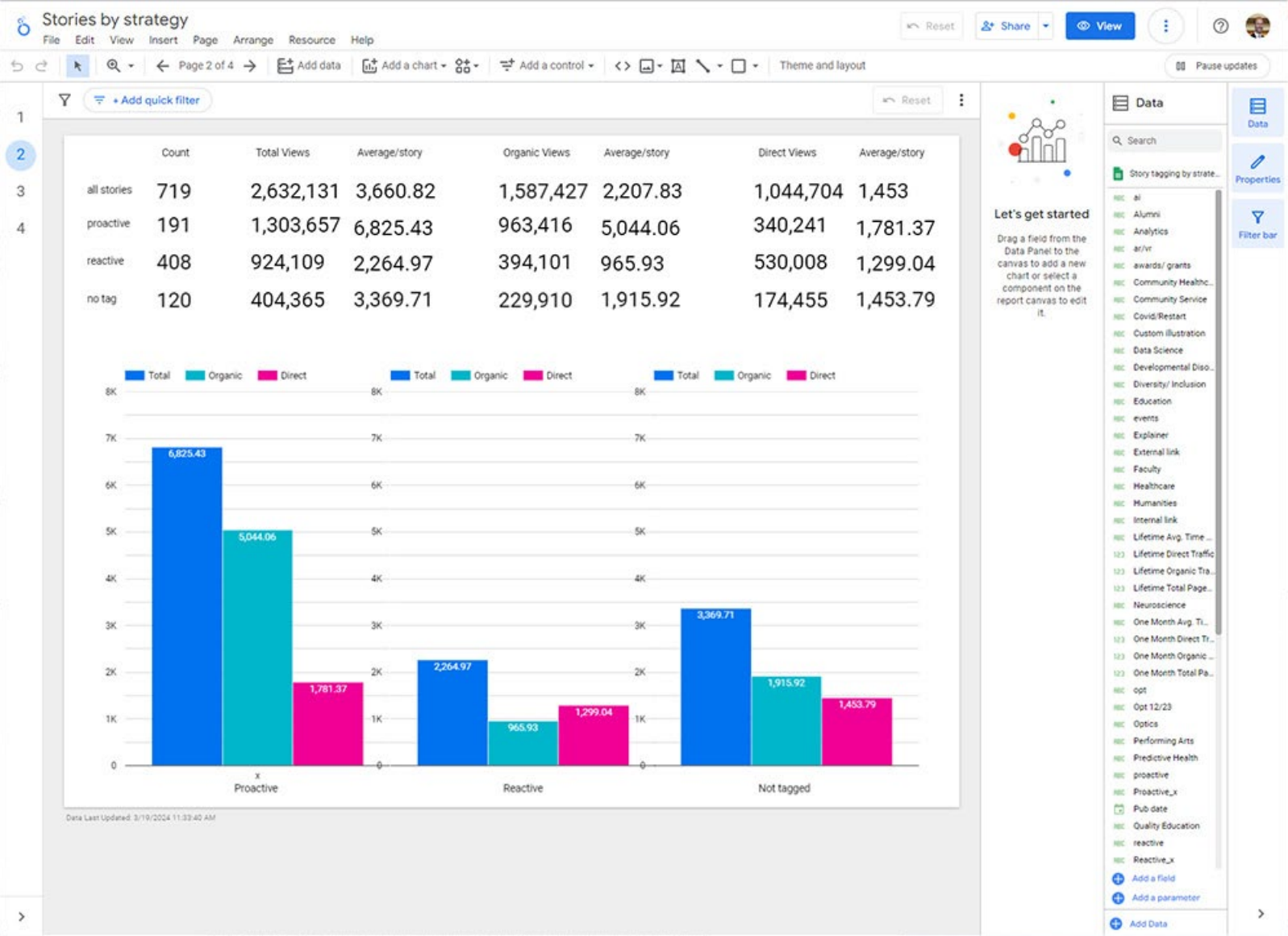
Collecting data

Story tagging by strategy ☆ Saved to Drive
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URL	AI Analytics	Research Findings	Research Funding	Research General	Community Service	Community Healthcare	Developmental Disorders	Education	Neuroscience	Data Science	Healthcare
http://www.rochester.edu/newscenter/students-start-fall-semester-with-covid-19-quarantine-447242/											
http://www.rochester.edu/newscenter/tree-campus-usa-honor-highlights-a-decade-of-conservation-achievement/											
http://www.rochester.edu/newscenter/new-medical-residents-experience-a-different-kind-of-welcome-into-urmc-446662/											
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http://www.rochester.edu/newscenter/five-tips-for-students-navigating-a-rocky-job-market/											
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https://www.rochester.edu/newscenter/cultural-visionary-arthur-satz-leaves-largest-endowed-gift-ever-for-the-humanities-at-the-university-454862/											x
https://www.rochester.edu/newscenter/how-to-make-sense-of-2020s-unusual-election-season-456692/											x

Collecting data



Collecting data

original social media stats

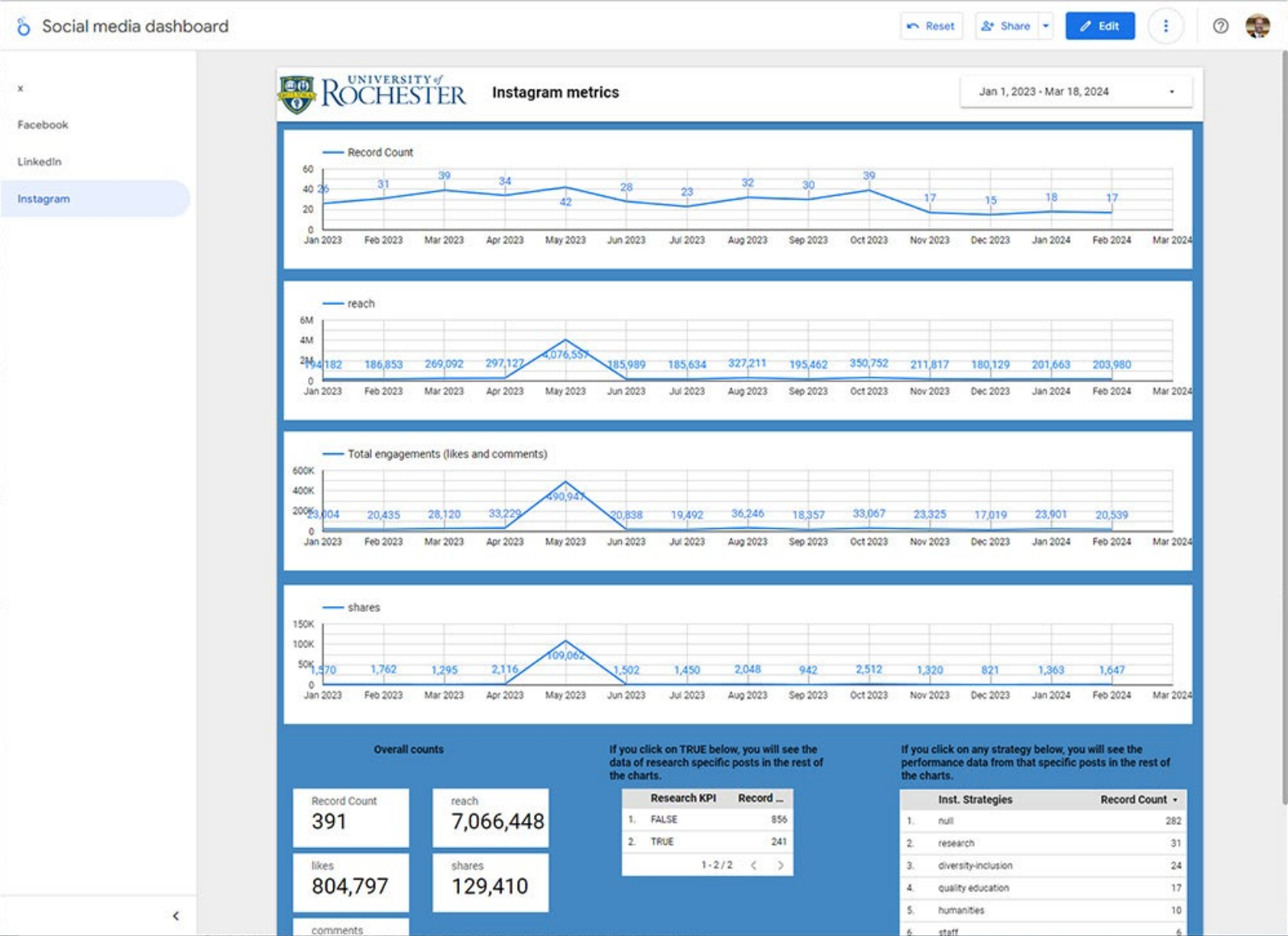
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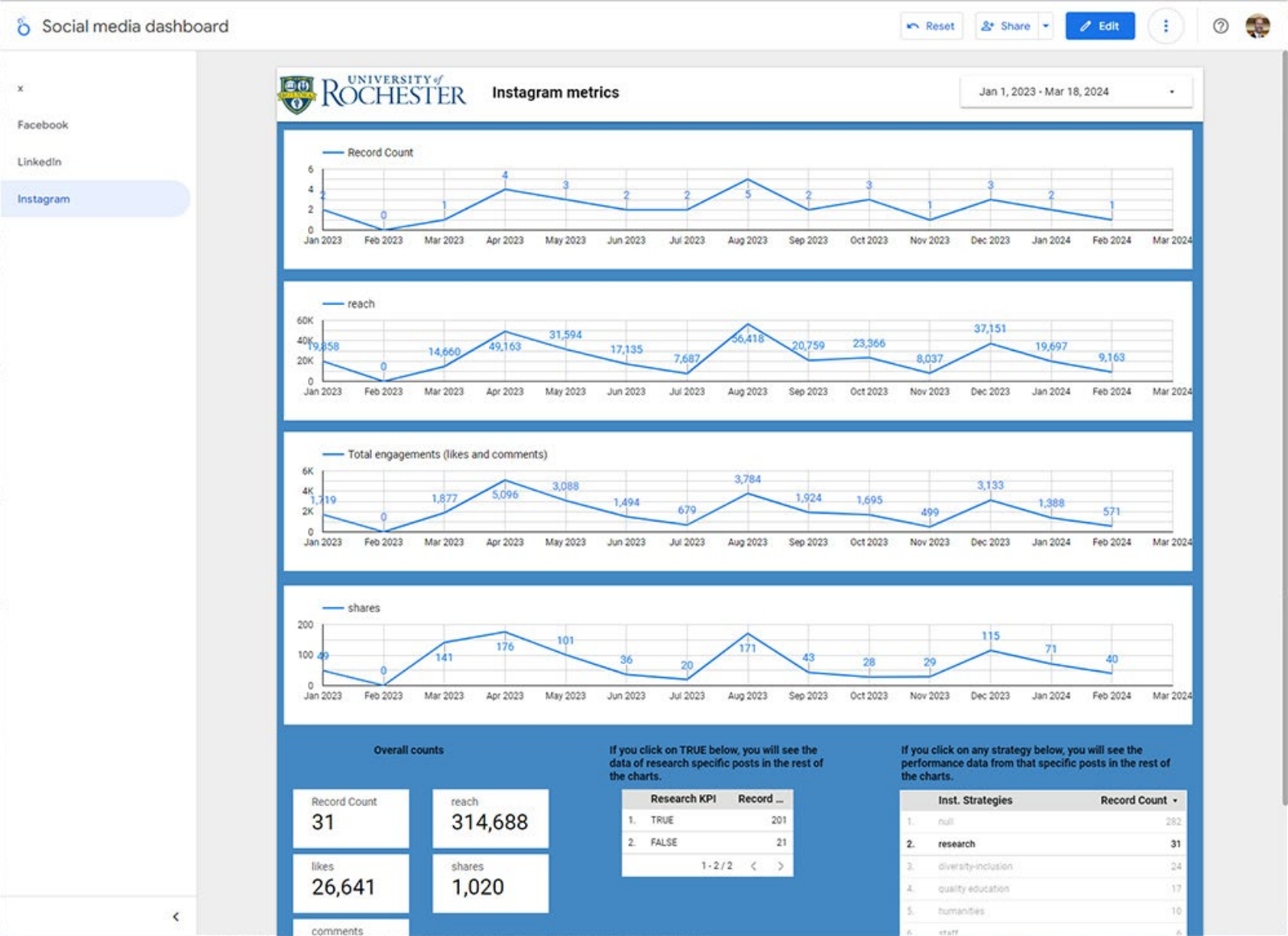
	A	B	C	D	E	F	G	H	I	K	M	N	O	P	Q	
1	Date	Day	INSTAGRAM (flag >400 likes or 10% engagement or 10,000 reach)	likes	comments	reach	shares	engage rate	views (Reels)	story reach 1st pg	story reach 2nd pg	exit %	completion %	link click	Research KPI	
2	2/26/2024	Mon	<p>Back-to-back wins! 🏆 Congratulations to the Rochester women's track and field team for winning its second straight Liberty League Indoor Track & Field Championship on Saturday.</p> <p>The Yellowjacket winners were senior Ashley Heffernan in the 60 meters and long jump, junior Megan Bell in the 800 meters, and junior Deziree Garrick in the weight throw.</p> <p>Shout out to senior Madeline O'Connell (second photo, on the right) for being named the Co-Track Performer of the Meet and the Field Performer of the Meet in the women's competition, in addition to taking home wins in the 400 meters and pole vault!</p> <p>#GOJACKETTS 🏆 @Rochestertfc @uofrathletics</p>	862	1	8,580	5	10.00%								
3	2/23/2024	Fri	<p>I student, 5 photos from their camera roll: Time for #FiveFromTheHive!</p> <p>📷 1. My name is Omar Zakaria Khall "I am majoring in Electrical and Computer Engineering. I'm a business minor, co-captain on the squash team, and on the E-Board for Morgan's Message. I'm from Cairo, Egypt. I moved to the US when I was 16 and went to high school in Connecticut. I usually go back home for most of the summer and I'll work here in Rochester for a few months. Outside school and work, I try to socialize as much as possible."</p> <p>📷 2. Squash Team "This was taken after our opening week of the season. We had 3 matches in 3 days. After our second match, [teammate] Tom's parents took us out. Whenever we go out for food it's always a great vibe and it's always great to talk with parents. This was from this season, and we had won the first 2 matches."</p> <p>📷 3. Media Day "This was for our photoshoot with Squash. The last 2 years I haven't taken pictures with the flag because I thought, "That's too cheesy". But this year I decided to go for it because I was also feeling homesick during that time. On our team, we talk about student-athletes representing the squash identity when we are around campus. For me, representing this flag is another piece of my identity I want to show to others. I can represent squash but I can also represent Egypt, and help others build a positive outlook on my region."</p> <p>📷 4. Engineering "This represents my engineering journey. That's my best friend, Will. This was an hour leading up to the deadline of the assignment (we call it the "red zone"). Don't worry—we got it done! It was an incredibly challenging engineering semester with a full load where we seemingly just jumped right in."</p> <p>📷 5. After Work "This was me leaving work at the Dean's Office. I have 2 jobs. I'm an office assistant at the Hajim Dean's Office and a TA for ECE 113. I've been trying to utilize all the resources here. Work allows me to help my family and maximize my social experience. I'm trying to give everything I'm doing 100% and not look back and think that there's anything I wasn't able to do. How do I stay organized? Google Calendar."</p>	1048	24	10,833	51	10.40%								

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Collecting data



Collecting data



Let's workshop

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THANK YOU

