



Core Concept Workshop: Measure the Impact and Value of Your Search Optimization

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



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[CBT Cost Justification](#)

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We have specialized in the custom development of CBT and multimedia since our founding in 1983. As experienced specialists in the field, we can help you avoid re-learning the lessons of successful CBT/Multimedia development. Call it risk avoidance!

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If you need an OS/2-based CBT development tool, you need our powerful [CCW for OS/2](#), especially if you need to train people on an OS/2 application.

[Additional information](#) (history, pricing, links, etc.) is also available.

**** NEW **** Selected articles from our "[Happenings](#)" newsletter!

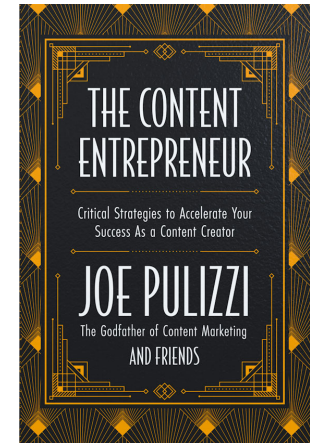
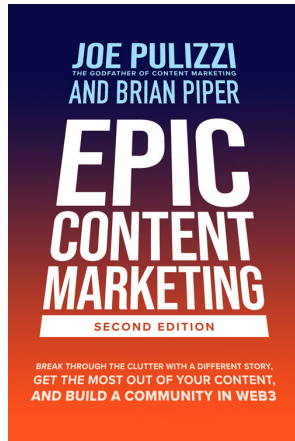
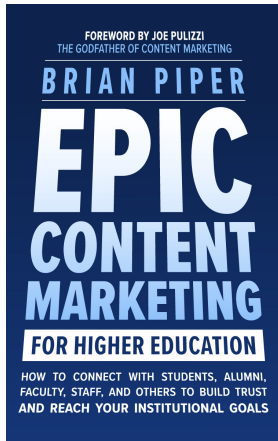
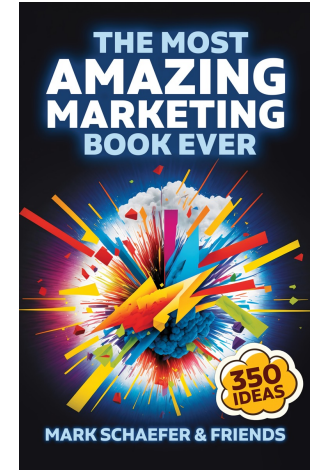
**** NEW **** [Have your own customized in-house glossary!](#)

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getmyslides.info

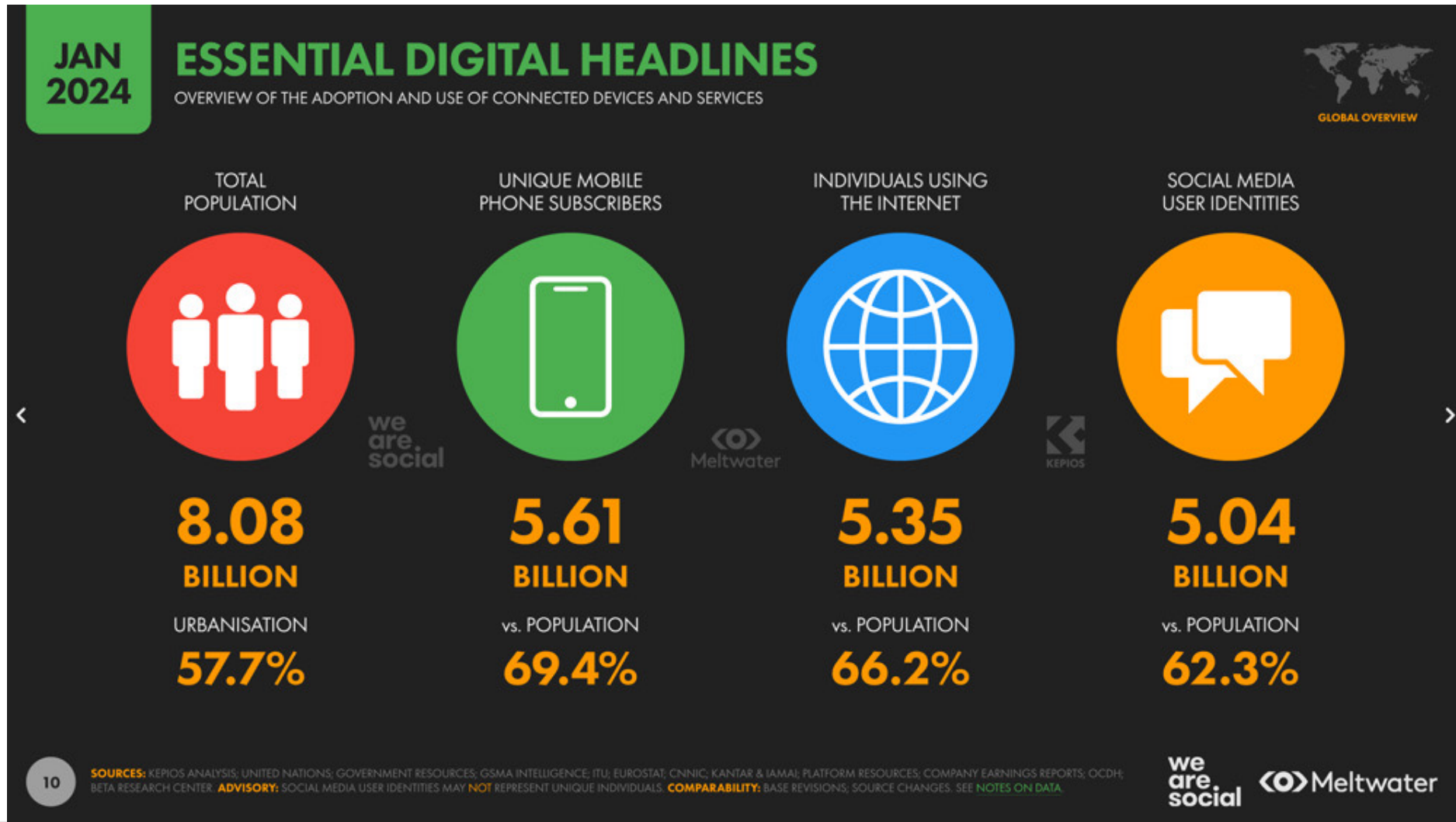
Agenda

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

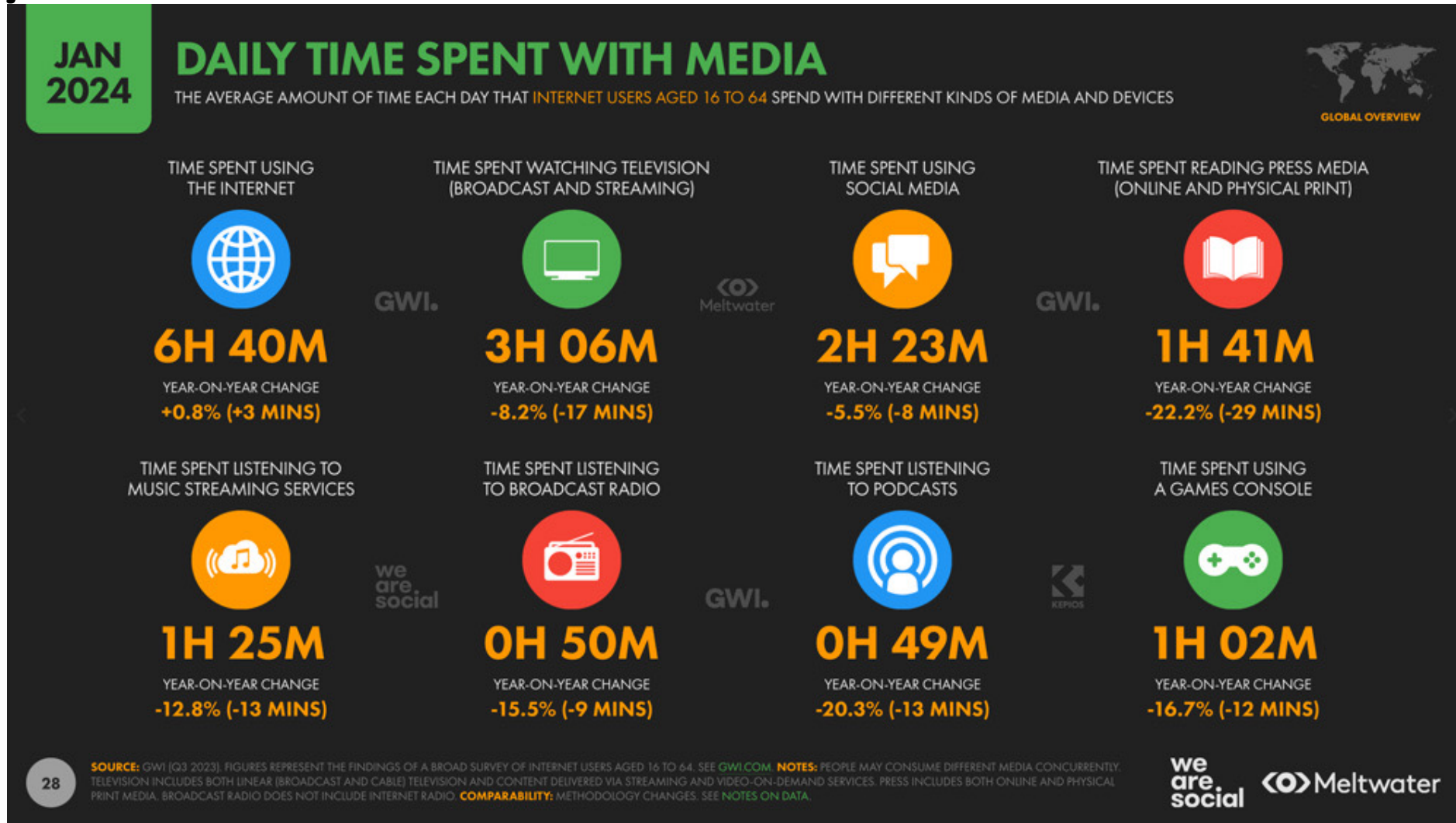
Break – 10 minutes

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

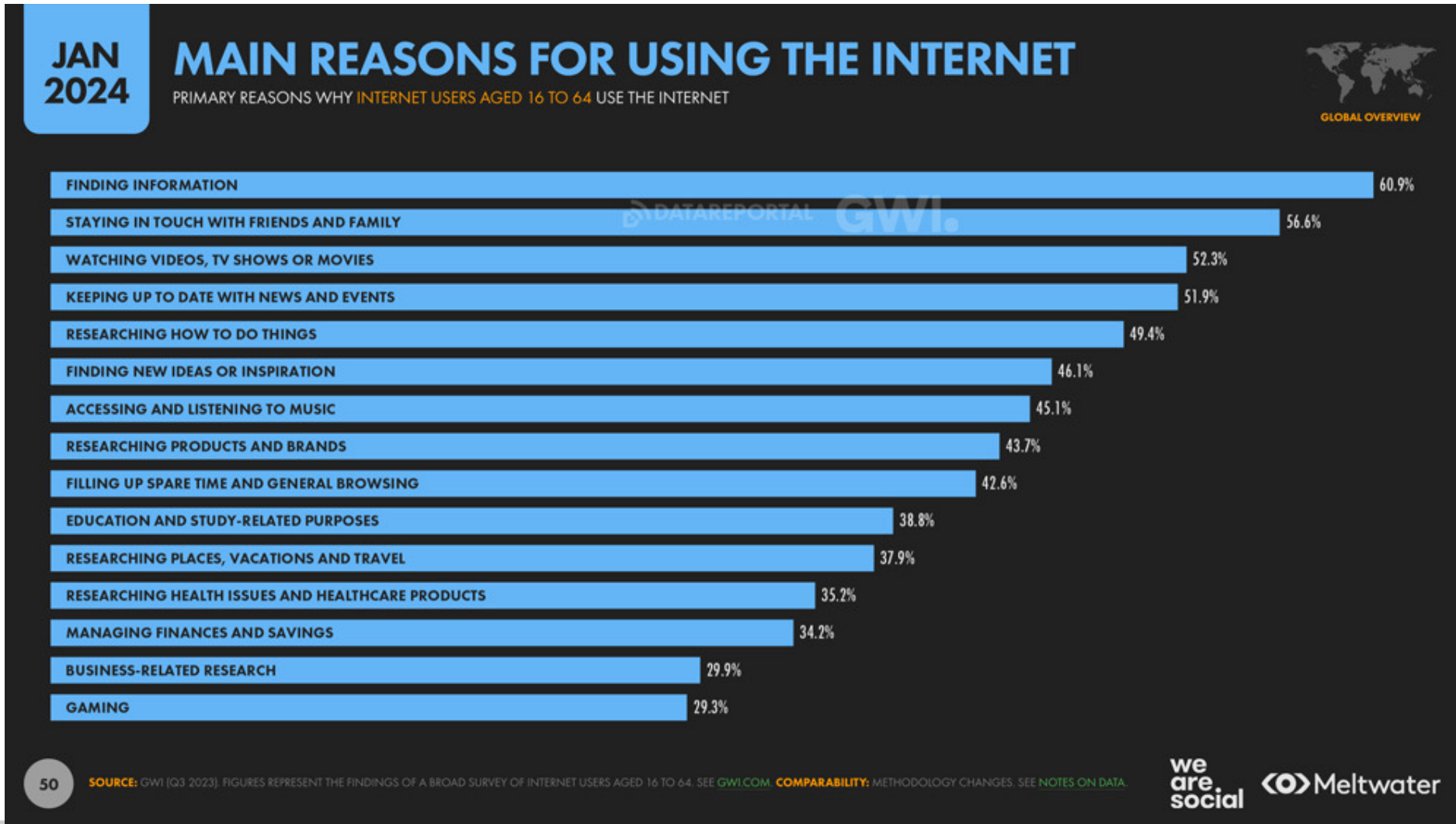
Why does it matter?



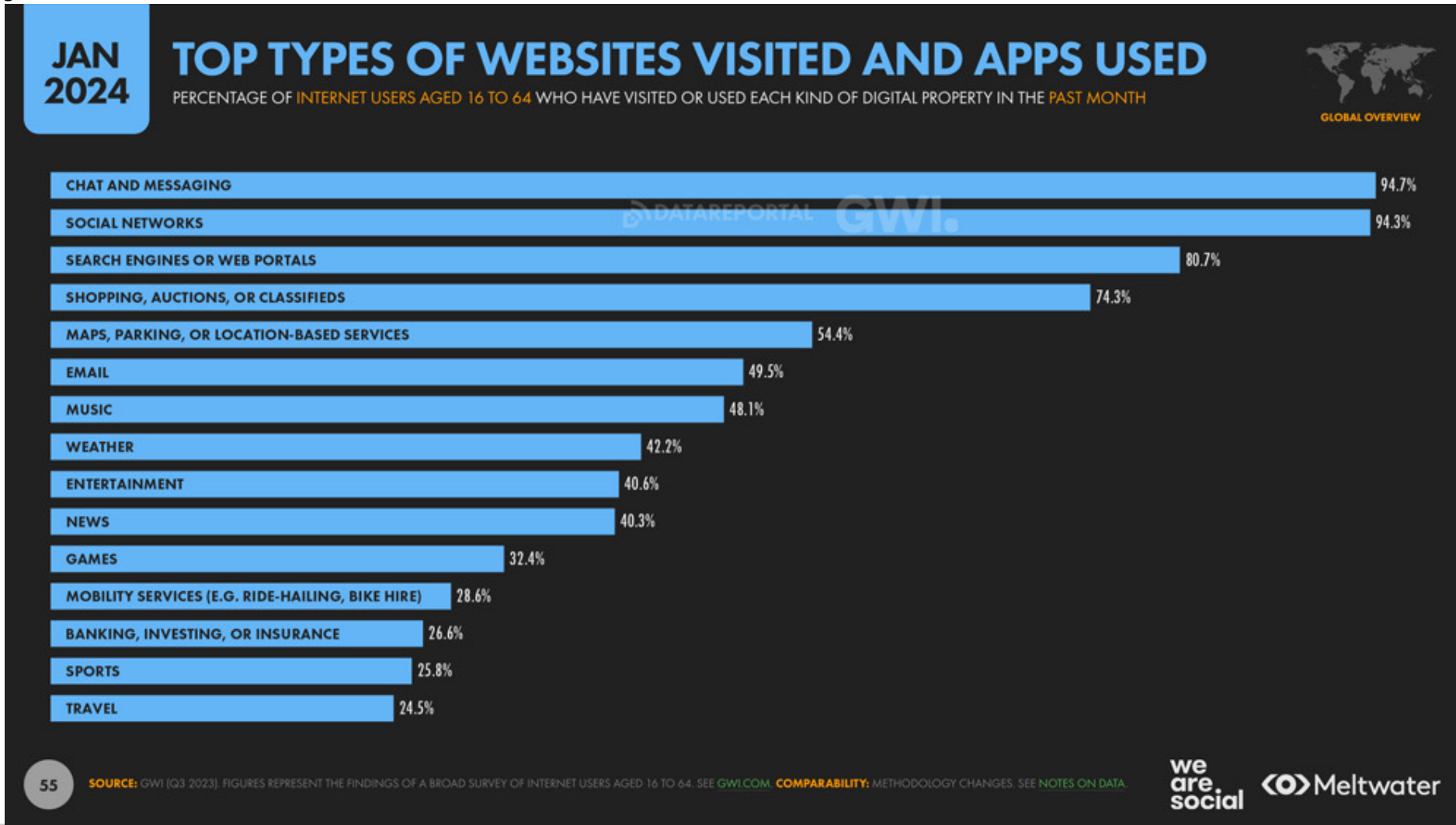
Why does it matter?



Why does it matter?



Why does it matter?




Why does it matter?

JAN 2024

TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023





GLOBAL OVERVIEW

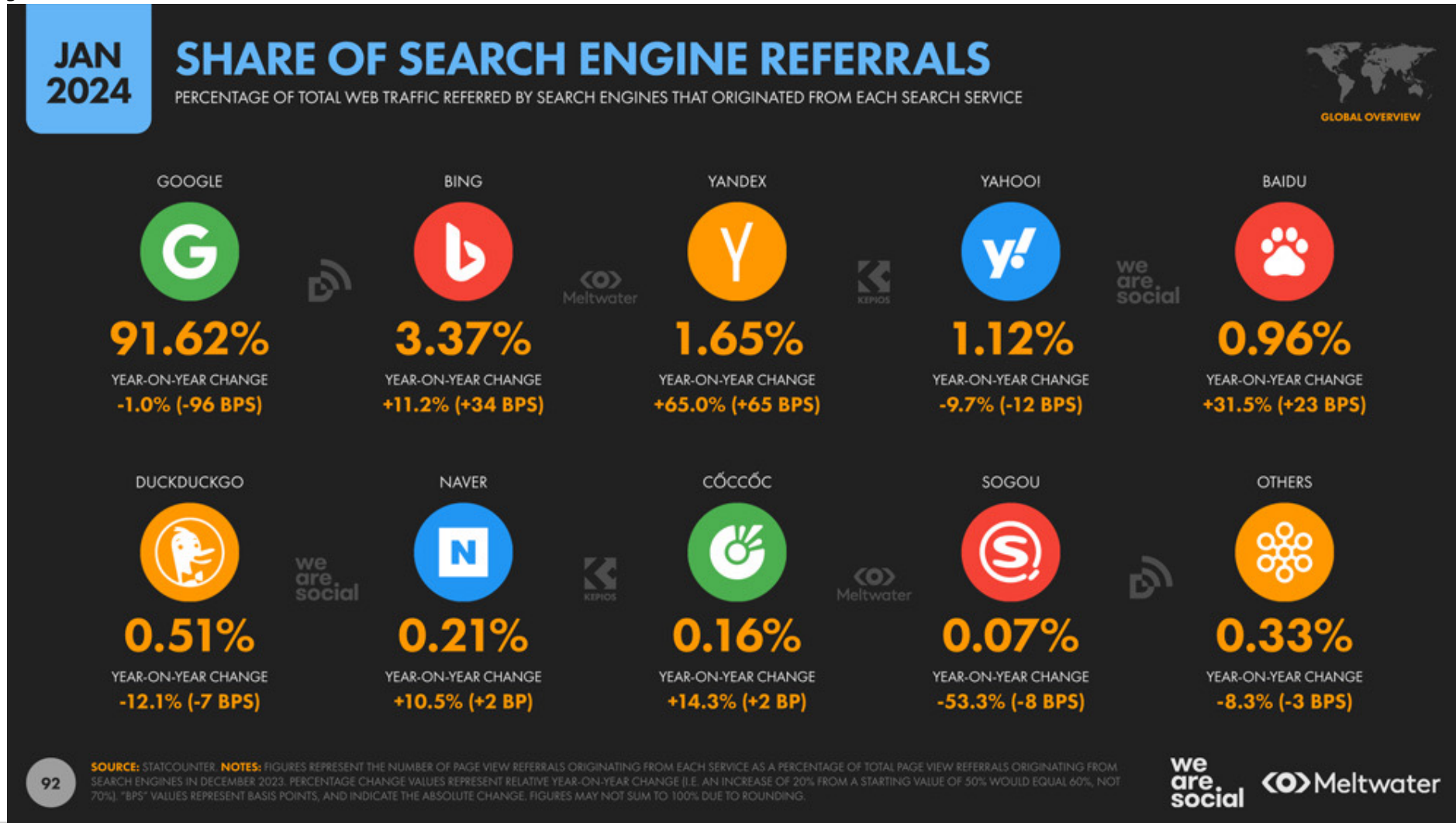
#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT	#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	85.59 B	2.44 B	10M 45S	8.6	11	XVIDEOS.COM	2.80 B	347 M	8M 47S	9.0
02	YOUTUBE.COM	33.04 B	1.45 B	20M 09S	11.4	12	PORNHUB.COM	2.45 B	342 M	8M 30S	8.6
03	FACEBOOK.COM	17.09 B	1.15 B	10M 22S	8.6	13	AMAZON.COM	2.42 B	335 M	7M 14S	9.6
04	INSTAGRAM.COM	6.47 B	911 M	8M 11S	11.0	14	XNXX.COM	2.27 B	269 M	7M 28S	11.1
05	TWITTER.COM	6.41 B	764 M	10M 40S	9.9	15	TIKTOK.COM	2.07 B	696 M	3M 38S	7.6
06	BAIDU.COM	4.99 B	206 M	5M 04S	8.0	16	YAHOO.CO.JP	2.05 B	67 M	9M 07S	6.4
07	WIKIPEDIA.ORG	4.52 B	741 M	3M 55S	3.1	17	LIVE.COM	2.04 B	207 M	7M 53S	8.5
08	YAHOO.COM	3.44 B	294 M	8M 44S	5.5	18	DOCOMO.NE.JP	1.82 B	87 M	5M 48S	4.8
09	YANDEX.RU	3.35 B	150 M	9M 15S	9.2	19	REDDIT.COM	1.77 B	185 M	8M 34S	6.4
10	WHATSAPP.COM	2.93 B	360 M	15M 47S	1.7	20	LINKEDIN.COM	1.69 B	244 M	7M 30S	7.7

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023. **NOTES:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT "IDENTITIES" ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" REPRESENT MONTHLY AVERAGES. FIGURES ENDING IN "B" ARE IN BILLIONS; FIGURES ENDING IN "M" ARE IN MILLIONS; FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME SITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS.

87

Why does it matter?



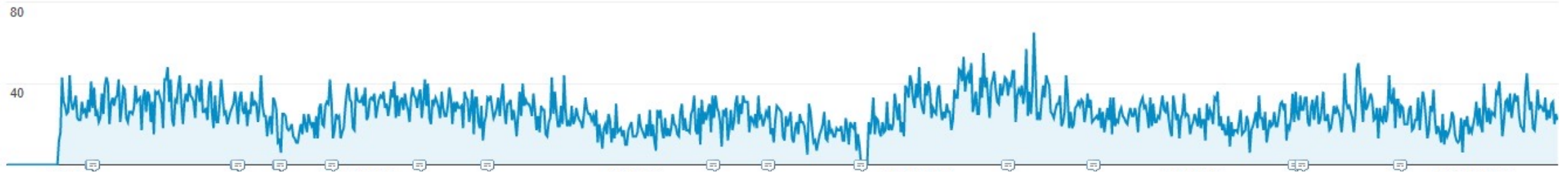
What does good content look like?

Typical article – 700-1,500 pageviews



What does good content look like?

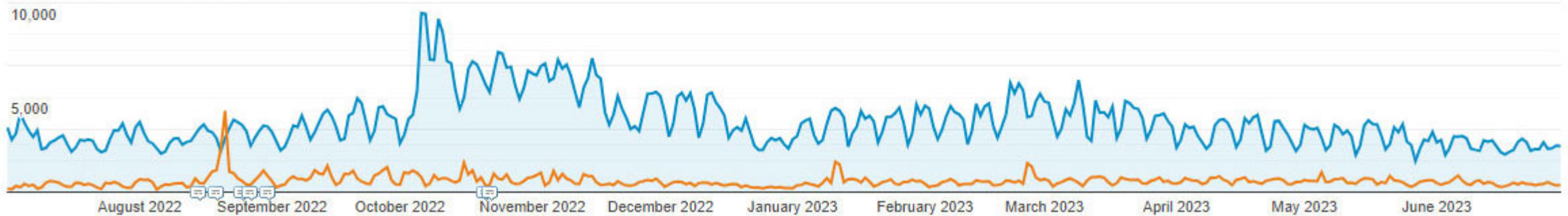
High Performer – 30,000 pageviews in 3 years



Jul 1, 2022 - Jun 30, 2023
 Compare to: Jul 1, 2017 - Jun 30, 2018

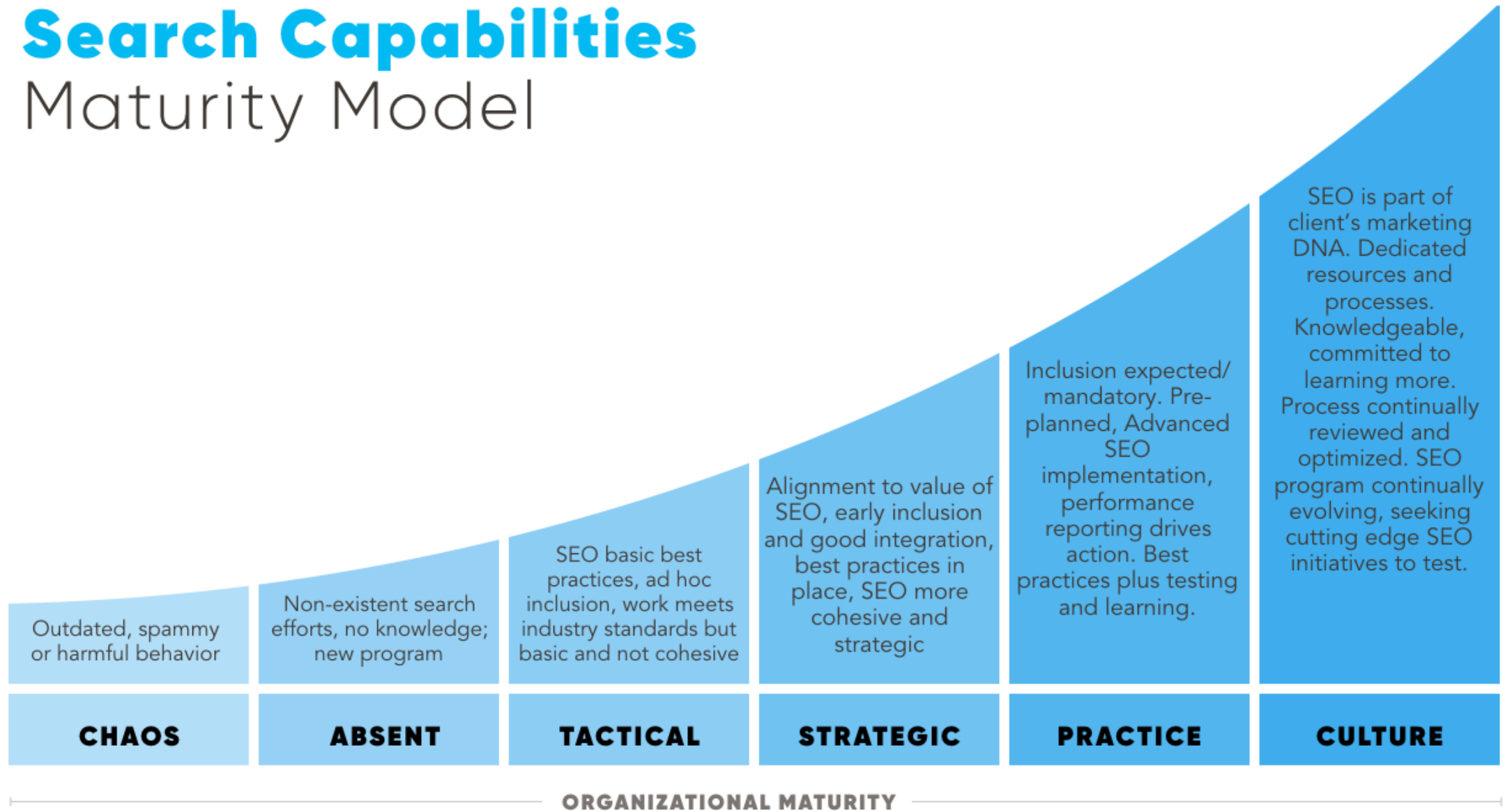
Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?
All Users	109.12% ↑ 1,908,348 vs 912,541	112.19% ↑ 1,748,510 vs 824,043	61.54% ↑ 00:05:00 vs 00:03:06	116.91% ↑ 1,659,612 vs 765,130
Organic Traffic	540.40% ↑ 1,367,131 vs 213,481	575.24% ↑ 1,260,674 vs 186,699	94.37% ↑ 00:05:44 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



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 bar on the right contains 'Log in'. The main heading is 'Free Domain Authority Checker' with a subtext: 'Check the Domain Authority®, Page Authority, ranking keywords, and top search competitors for a domain with a single click — no login required.' Below this is a search input field containing 'rochester.edu' and a yellow 'Check DA' button. 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 displays four metrics: Domain Authority (88), Linking Root Domains (138.9k), Ranking Keywords (510.2k), and Spam Score (1%). Below the metrics 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).

MOZ Products Free SEO Tools Learn SEO Blog Why Moz Log in

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

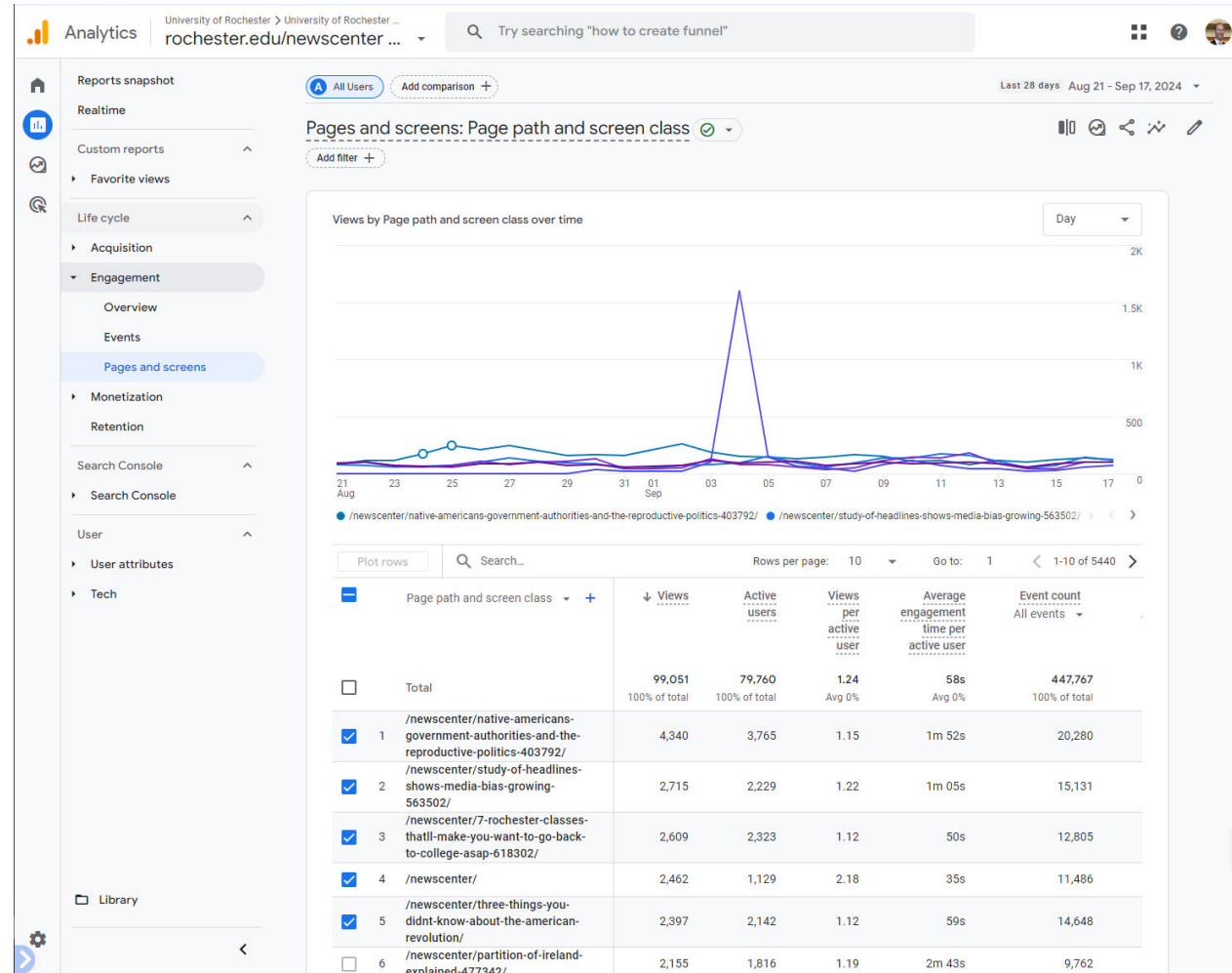
Reactive/proactive



What existing content should I focus on?

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

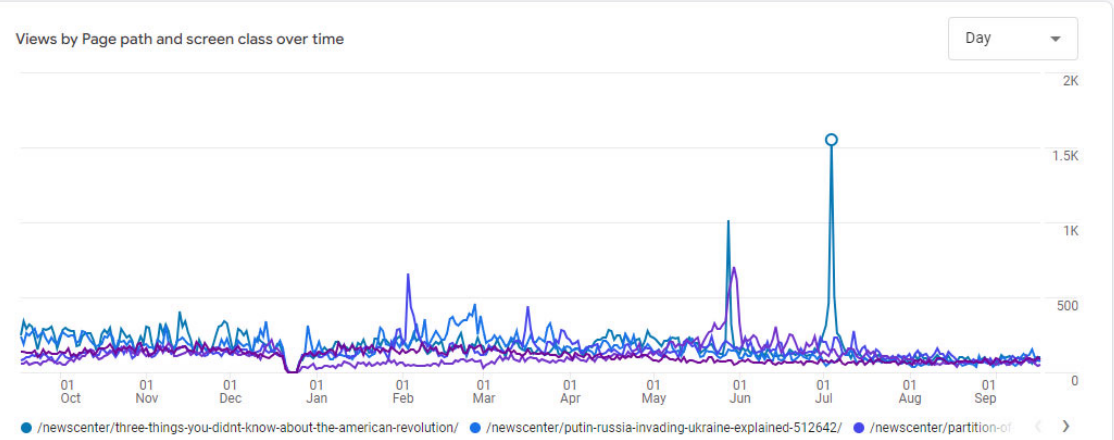
Identifying opportunities



- Reports snapshot
- Realtime
- Custom reports
- Favorite views
- Life cycle
- Acquisition
- Engagement
 - Overview
 - Events
 - Pages and screens**
- Monetization
- Retention
- Search Console
- User
 - User attributes
 - Tech
- Library

Pages and screens: Page path and screen class Add filter +

Views by Page path and screen class over time Day



Page path and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count
Total	1,726,236 100% of total	1,353,008 100% of total	1.28 Avg 0%	1m 06s Avg 0%	7,966,805 100% of total
1 /newscenter/three-things-you-didnt-know-about-the-american-revolution/	65,076	56,739	1.15	58s	396,956
2 /newscenter/putin-russia-invading-ukraine-explained-512642/	58,290	49,961	1.17	2m 39s	279,858
3 /newscenter/partition-of-ireland-explained-477342/	52,180	43,580	1.20	3m 00s	246,724
4 /newscenter/graduates-share-messages-to-honor-parents-families-320642/	41,719	35,310	1.18	46s	222,838
5 /newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-know-about-yeast-469552/	40,667	35,378	1.15	1m 11s	230,000
6 /newscenter/looking-back-100-years-u-s-enters-world-war-i-on-	38,050	32,145	1.18	1m 30s	184,002

https://www.rochest...

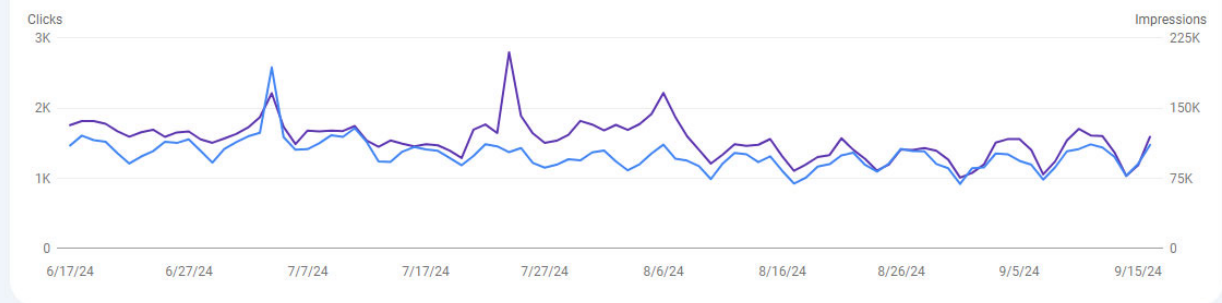
- Overview
- URL inspection
- Performance
 - Search results
 - Discover
 - Google News
- Indexing
 - Pages
 - Video pages
 - Sitemaps
 - Removals
- Experience
 - Page Experience
 - Core Web Vitals
 - HTTPS
- Enhancements
 - Breadcrumbs
 - Profile page
 - Sitelinks searchbox
 - Videos
- Security & Manual Actions
- Links
- Settings

Performance on Search results

EXPORT

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

Total clicks **123K**
 Total impressions **10.7M**
 Average CTR **1.2%**
 Average position **15.7**



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 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-efficiencv-550212/	81,272	835	10.83

1 - 100 / 929443 < >

Data Last Updated: 9/18/2024 4:15:35 PM | [Privacy Policy](#)

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...	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...	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

Export Data

Name*

Export As

CSV

CSV (Excel)

Google Sheets

Options

Keep value formatting

You

Newscenter 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

You

Newscenter 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

2. Science and Research

- **Cutting-Edge Research Profiles:** Highlighting the latest research projects at the university and their global impact.
- **Scientific Breakthroughs Explained:** Easy-to-understand content about complex scientific topics that are currently trending.
- **Biographies of Notable Scientists:** Featuring current faculty or alumni who have made significant contributions to their fields.

3. Academic Resources and Opportunities

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

English (US)

Send a message or hold space bar to talk

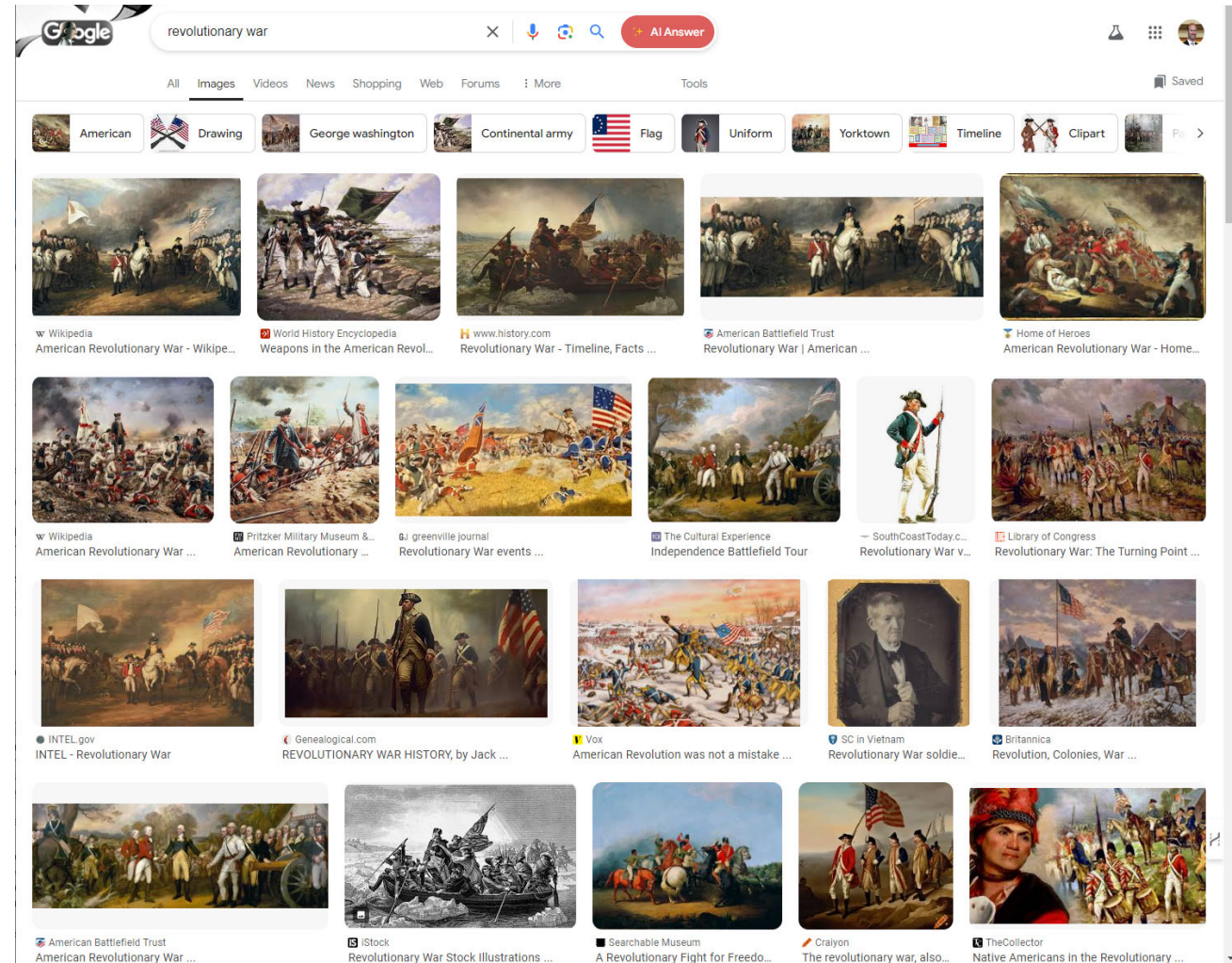
Snippets - Domain authority

- Featured snippet
 - People also ask
 - Things to know

The screenshot shows a Google search for "revolutionary war". The search results are dominated by a featured snippet from Wikipedia, which is the top result. Below the featured snippet, there are "People also ask" questions and "Things to know" sections. The "People also ask" section includes questions like "What was the Revolutionary War and why did it happen?", "Who won the Revolutionary War in 1776?", "How long did the Revolutionary War last?", and "Who fought in the Revolutionary War?". The "Things to know" section includes "Death toll", "Outcome", and "Winning battle". On the right side, there is an "About" section with details like "Dates: Apr 19, 1775 – Sep 3, 1783", "Location: United States, North America, Lexington, Caribbean, MORE", and "Included in event: American Revolution". There is also a "People also search for" section with image thumbnails. The search bar at the top shows "revolutionary war" and "AI Answer" button. The navigation bar includes "All", "Images", "Videos", "News", "Shopping", "Web", "Forums", "More", and "Tools". The search results are for "American Revolutionary War" with tabs for "Overview", "Commanders", and "Outcome".

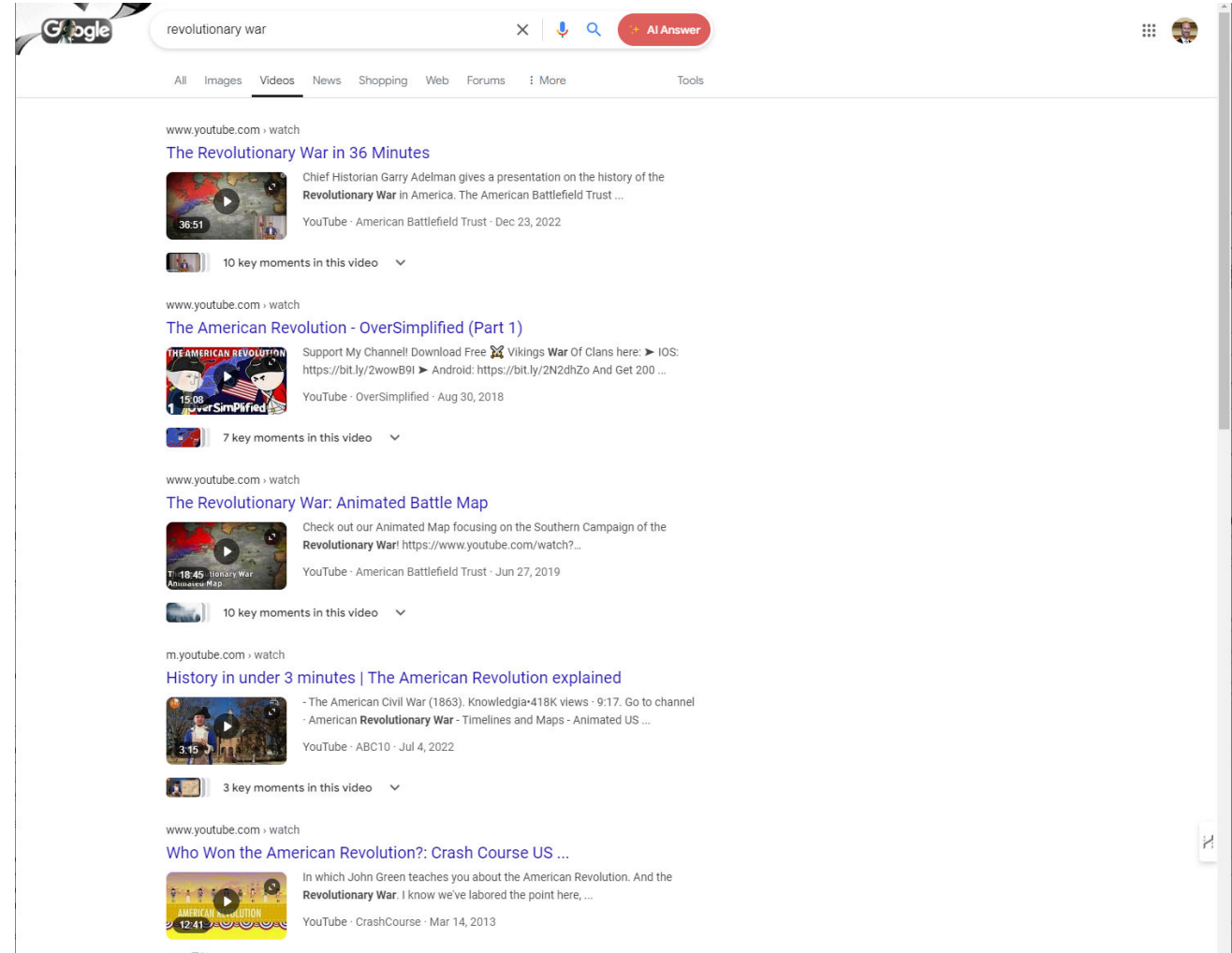
Snippets - Domain authority

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



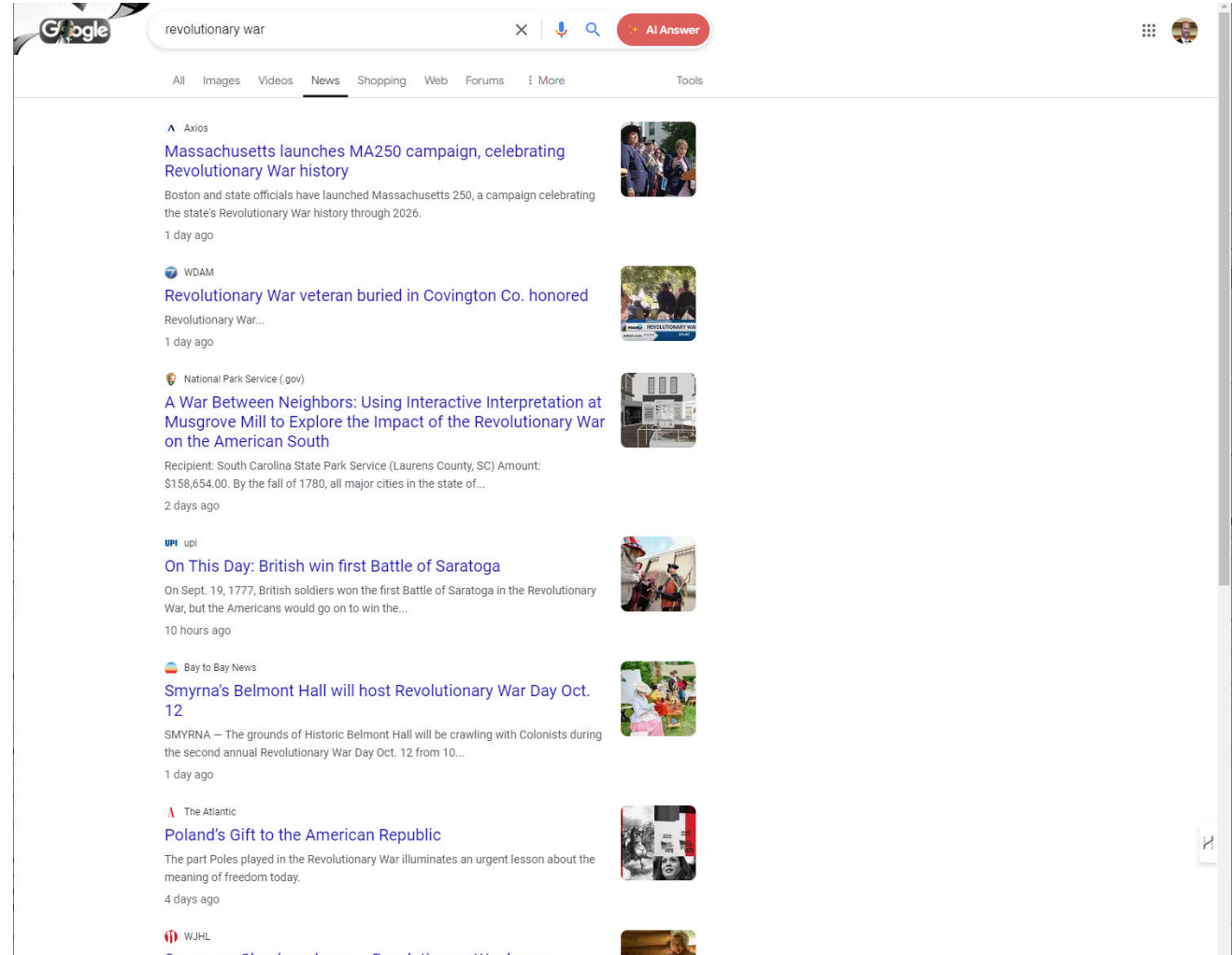
Snippets - Domain authority

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



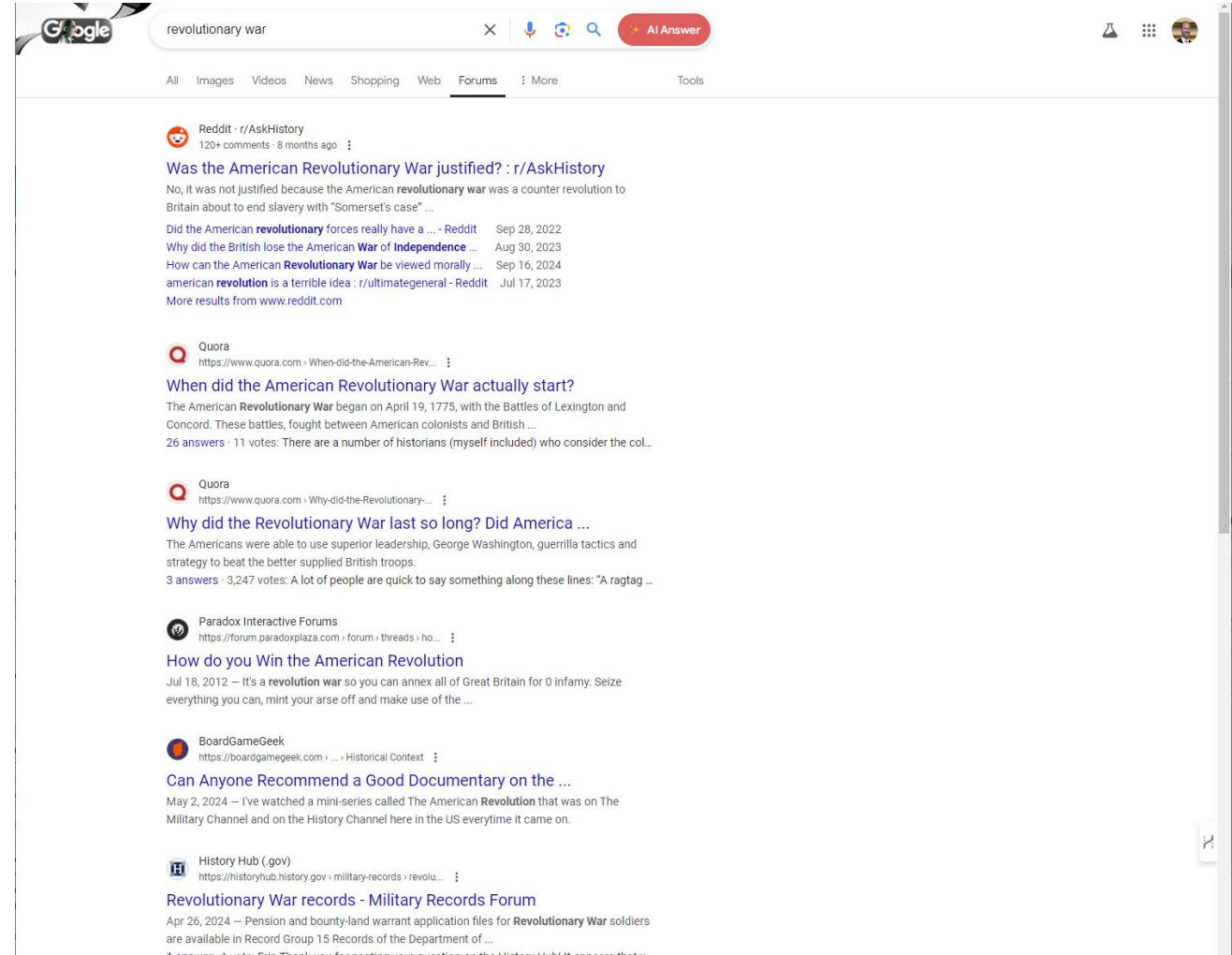
Snippets - Domain authority

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



Snippets - Domain authority

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



First things first

Write for people,
not for search engines.

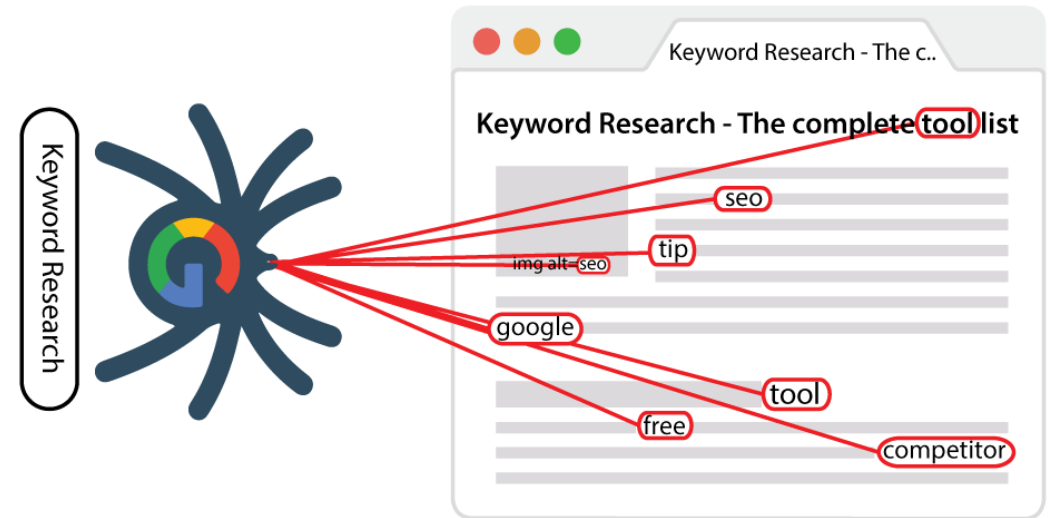


How are users searching?

What does your audience need?

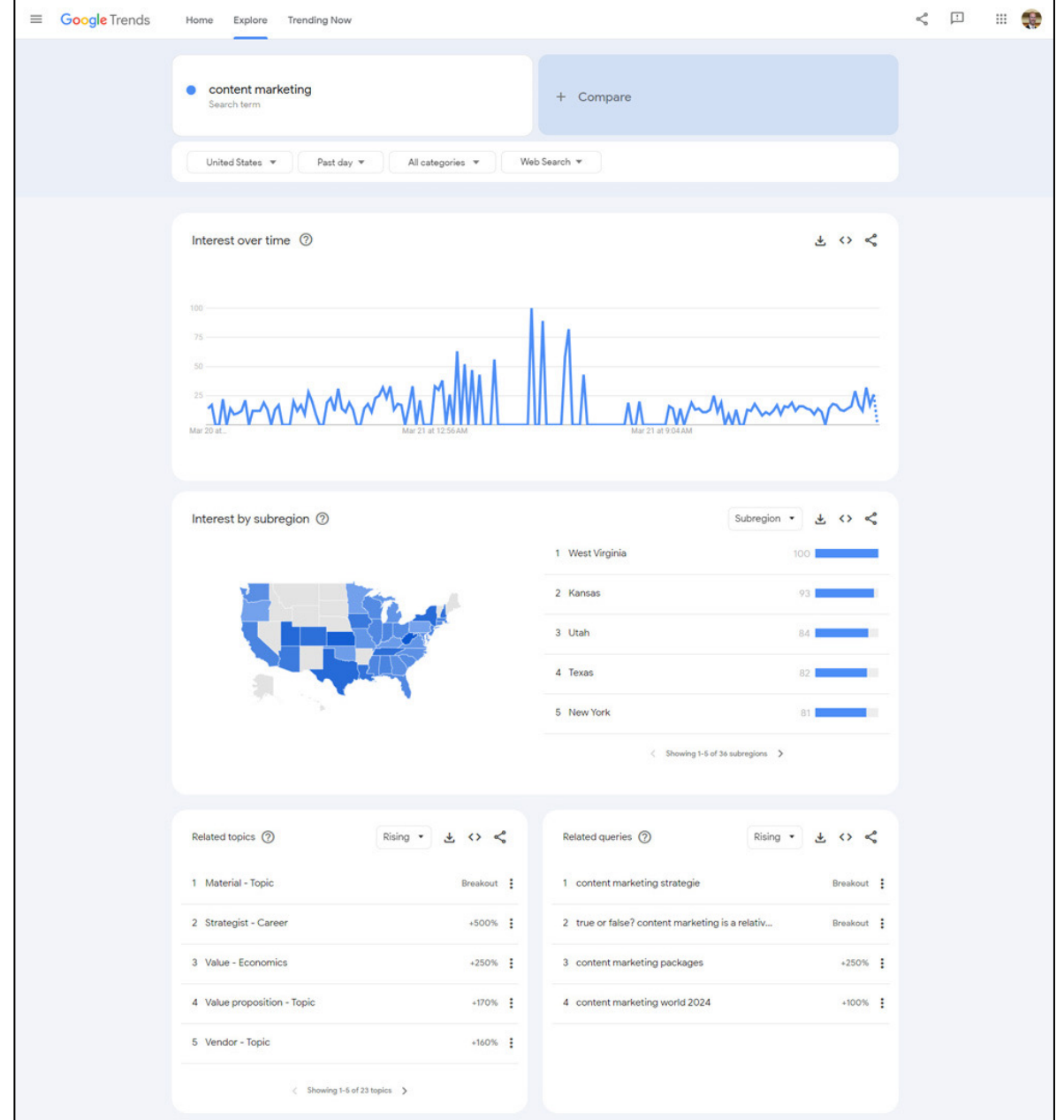
What questions are they asking?

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", and "More". 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?

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

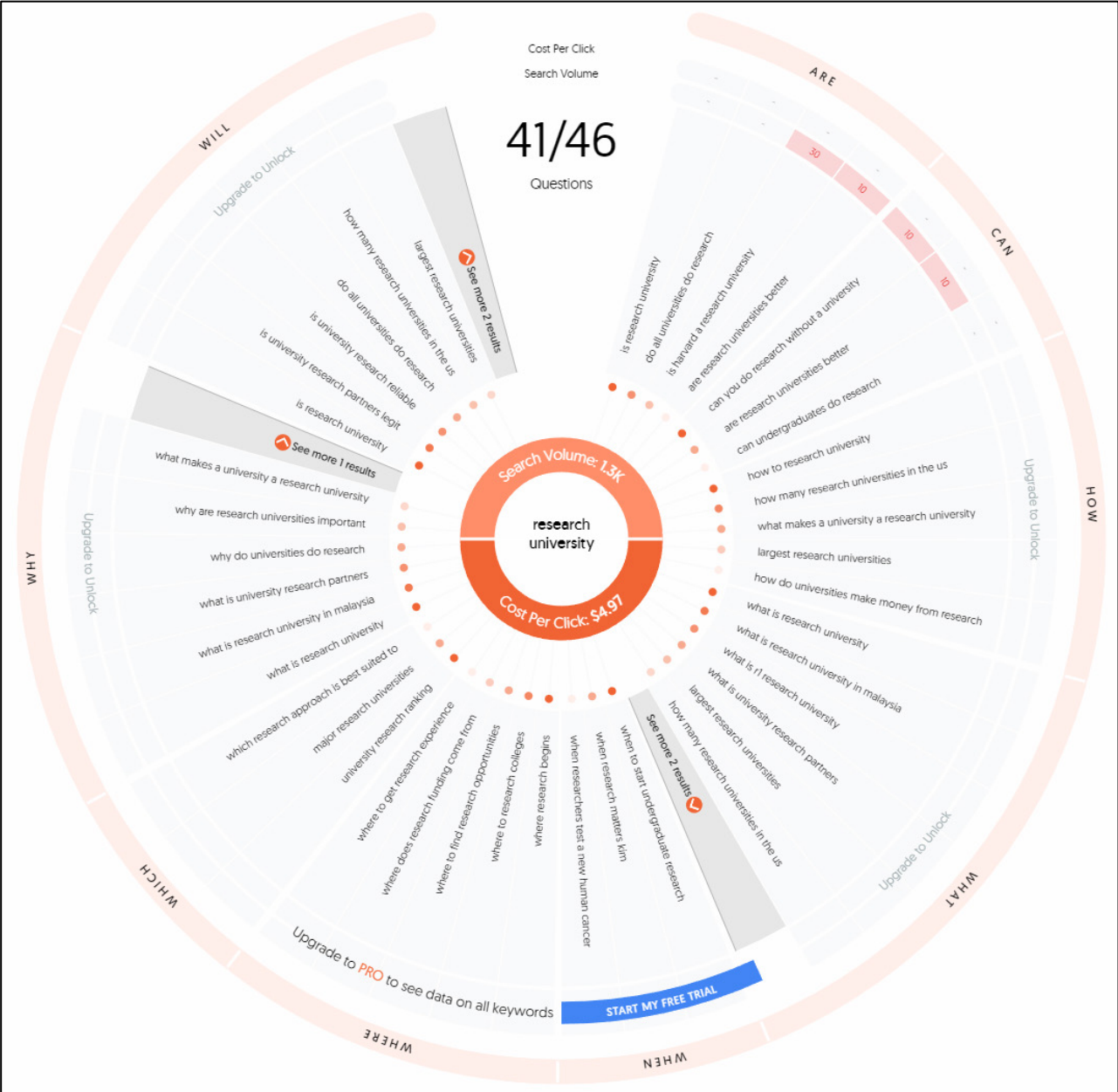
On the right side of the search results, there is an "Ubersuggest" notification: "Ubersuggest v4.0.9. It looks like you're no longer using the Ubersuggest Chrome extension. We've automatically disabled it. You can turn it back on quickly by toggling the 'Enable' button. Unhide".

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 for the American Revolutionary War, followed by "Dates", "Location", "Included in event", and "Military personnel involved".

Research

- Google trends
- Google search
- AnswerThePublic.com



Research

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

The screenshot displays the Semrush Keyword Magic Tool interface for the keyword 'content marketing'. The interface includes a navigation sidebar on the left with categories like Projects, SEO, Competitive Research, Keyword Research, Link Building, On Page & Tech SEO, Local SEO, Advertising, Social Media, and Content Marketing. The main content area shows the 'Keyword Magic Tool: content marketing' results for the United States database. It features a table of keywords with columns for Intent, Volume, KD %, CPC (USD), Com., SF, Results, and Updated. The table lists 11 keywords, including 'what is content marketing', 'strategy', 'create', 'business', 'digital', 'seo', 'important', 'can', 'write', and 'make'. A summary at the top of the results indicates 'All keywords: 2.2K', 'Total volume: 19,100', and 'Average KD: 53%'. A promotional banner at the bottom of the results area offers a '7-day trial for free to see more'.

Keyword	Intent	Volu	KD %	CPC (U...	Com.	SF	Results	Updated
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

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...	Uri 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

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 shows a Google search for "phones in school" with a MOZ toolbar overlay. The toolbar displays search profiles for "Google US (non-personalized)" and includes a "Logos" button. Below the search results, a "People also ask" section is visible, featuring a question: "Should phones be allowed in school?". The answer text is partially highlighted in blue. To the right of the text is a small image of students in a classroom. Below the answer, there are two MOZ analysis bars for the source "urbansitter.com". The first bar shows a PA of 29, 0 links, and a DA of 60. The second bar shows a PA of 29, 0 links, and a DA of 60. Below these bars is a search input field with the text "Search for: Should phones be allowed in school?". Underneath the search field is a list of related questions, each with a dropdown arrow: "How many schools have phones banned?", "How have phones affected school?", "How can phones help with stress?", "Do students feel safer with phones at school?", "Why are phones a problem in school?", "Should phones be banned in schools?", and "What are 5 reasons phones should not be allowed in school?". At the bottom of the screenshot, there is another MOZ analysis bar for an AP News article titled "More states press for phone bans in schools". This bar shows a PA of 60, 1,242 links, and a DA of 92.

Research

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

Newscenter search console

Reset Share Edit

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...	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...	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

1 - 100 / 949709

Data Last Updated: 4/16/2024 1:35:04 PM | Privacy Policy

Export Data

Name*
Newscenter search console_url_Table

Export As

CSV

CSV (Excel)

Google Sheets

Options

Keep value formatting


Cancel Export

Research


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

ChatGPT 4 ▾

You

 Newscenter search console_url_Table.c...

 You

 Newscenter 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.

and academic research, here's how we can develop new content:

1. Geopolitical Analysis and Global Events

- **Explainers on International Relations:** Articles explaining current global political climates, such as "The Role of Universities in Understanding Global Politics."
- **Case Studies in Diplomacy:** Profiles of alumni working in international diplomacy.
- **Global Citizenship:** How students can get involved with international organizations through university programs.


2. Science and Research

- **Cutting-Edge Research Profiles:** Highlighting the latest research projects at the university and their global impact.
- **Scientific Breakthroughs Explained:** Easy-to-understand content about complex scientific topics that are currently trending.
- **Biographies of Notable Scientists:** Featuring current faculty or alumni who have made significant contributions to their fields.

3. Academic Resources and Opportunities

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

  English (US) ▾

 Send a message or hold space bar to talk



Search Quality Evaluator Guidelines

General Guidelines

March 5, 2024

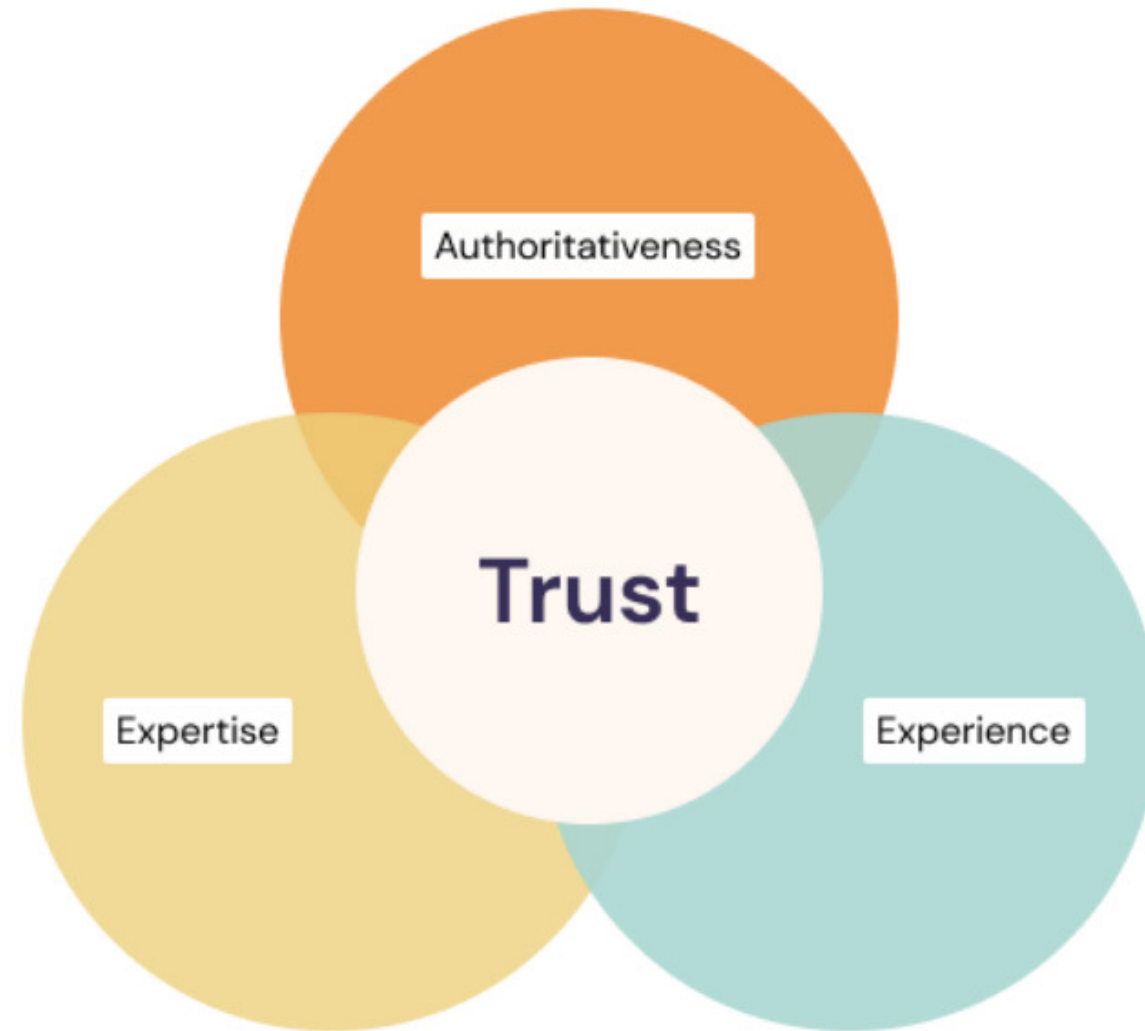
General Guidelines Overview	5
Introduction to Search Quality Rating	6
0.0 The Search Experience	6
0.1 The Purpose of Search Quality Rating	6
0.2 Raters Must Represent People in their Rating Locale	7
0.3 Browser Requirements	7
0.4 Ad Blocking Extensions	7
0.5 Internet Safety Information	7
0.6 The Role of Examples in these Guidelines	8
Part 1: Page Quality Rating Guideline	9
1.0 Introduction to Page Quality Rating	9
2.0 Understanding Webpages and Websites	9
2.1 Important Definitions	9
2.2 Understanding the Purpose of a Webpage	10
2.3 Your Money or Your Life (YMYL) Topics	11
2.4 Understanding Webpage Content	13
2.4.1 Identifying the Main Content (MC)	13
2.4.2 Identifying the Supplementary Content (SC)	14
2.4.3 Identifying Advertisements/Monetization (Ads)	14
2.4.4 Summary of the Parts of the Page	14
2.5 Understanding the Website	15
2.5.1 Finding the Homepage	15
2.5.2 Finding Who is Responsible for the Website and Who Created the Content on the Page	16
2.5.3 Finding About Us, Contact Information, and Customer Service Information	18
3.0 Overall Page Quality Rating	19
3.1 Page Quality Rating Considerations	19
3.2 Quality of the Main Content	21
3.3 Reputation of the Website and Content Creators	22
3.3.1 Reputation of the Website	22
3.3.2 Customer R	23
3.3.3 How to Sear	23
3.3.4 Reputation c	25
3.3.5 What to Do'	25
3.4 Experience, Exper	26
3.4.1 YMYL Topic	28
4.0 Lowest Quality Pages	29
4.1 Types of Lowest C	31
4.2 Harmful to Self or	32
4.3 Harmful to Specified Groups	33
4.4 Harmfully Misleading Information	34
4.5 Untrustworthy Webpages or Websites	35



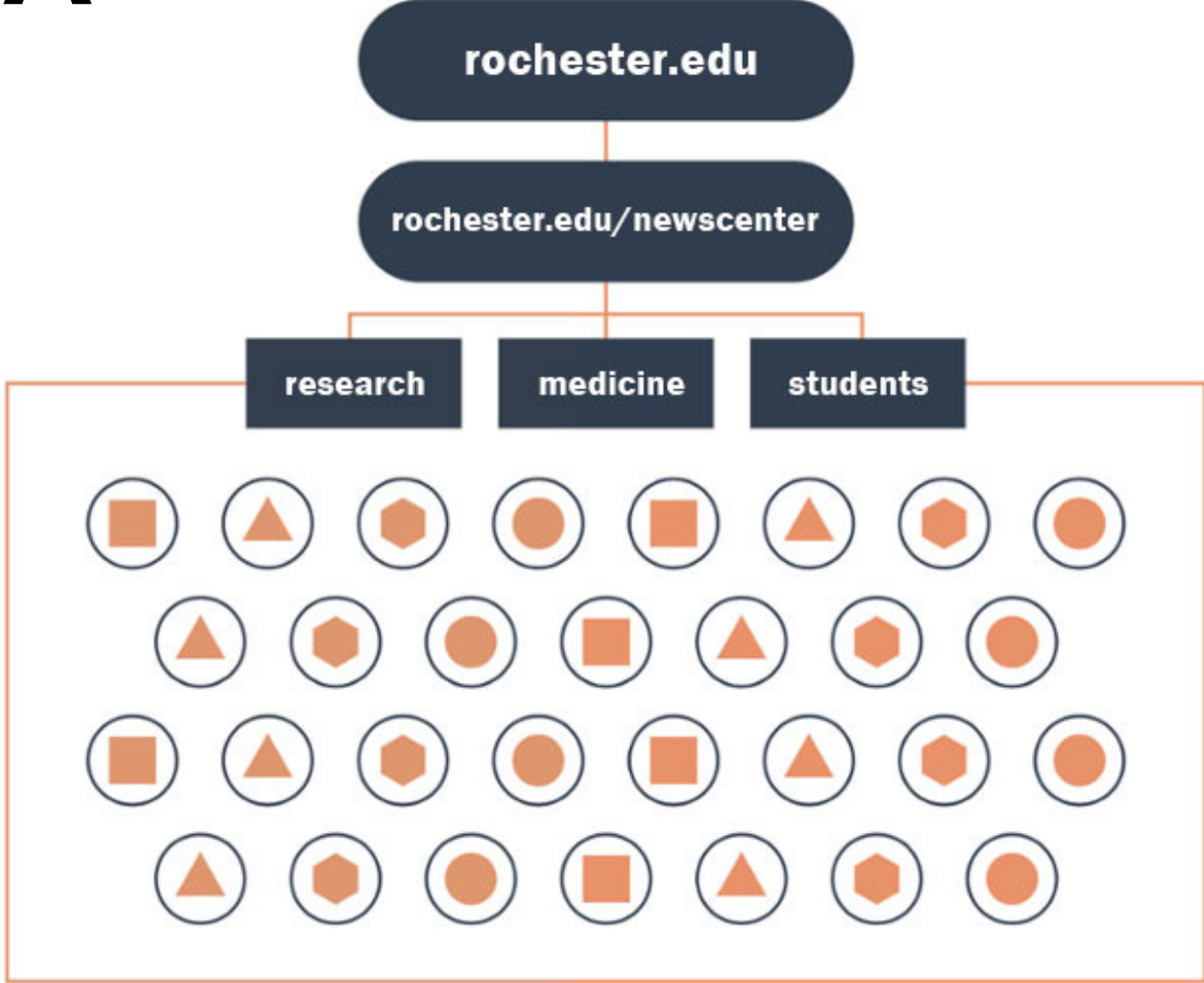
Copyright 2024

1

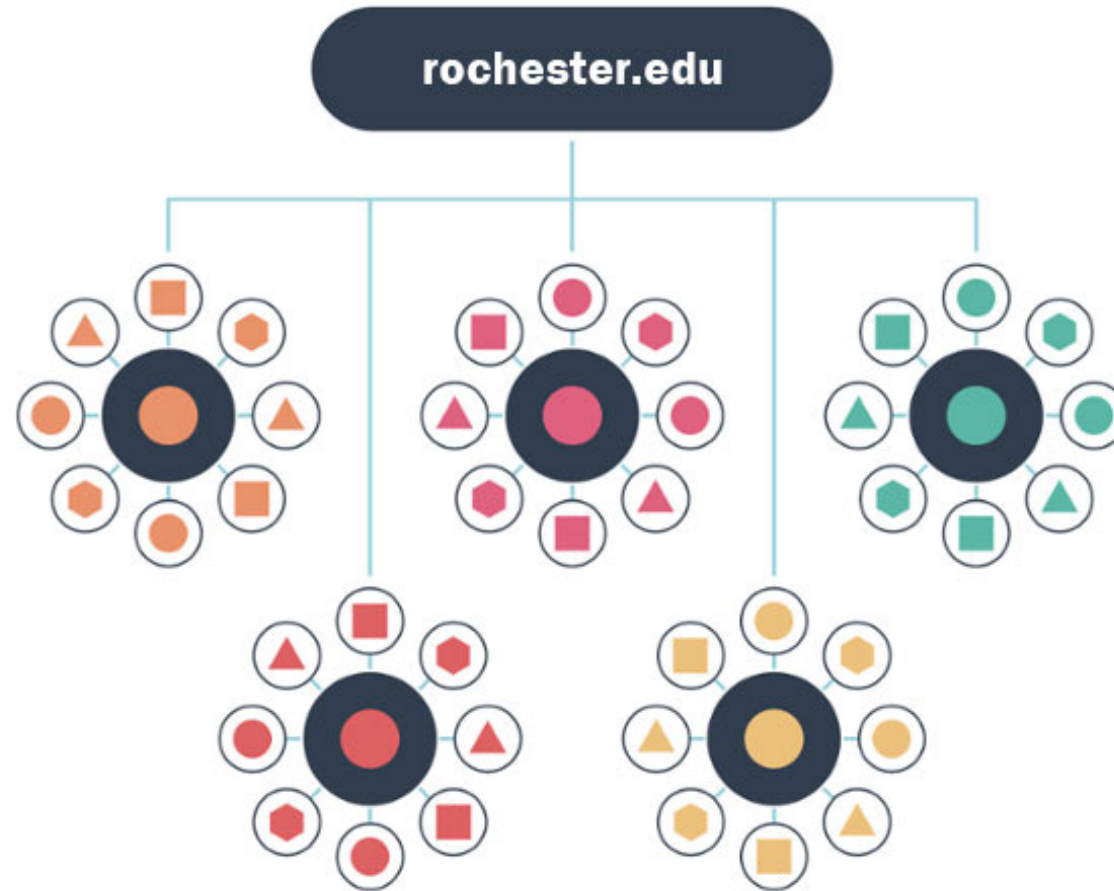
EEAT



Typical IA



Pillar pages



Pillar pages

Topic Clusters



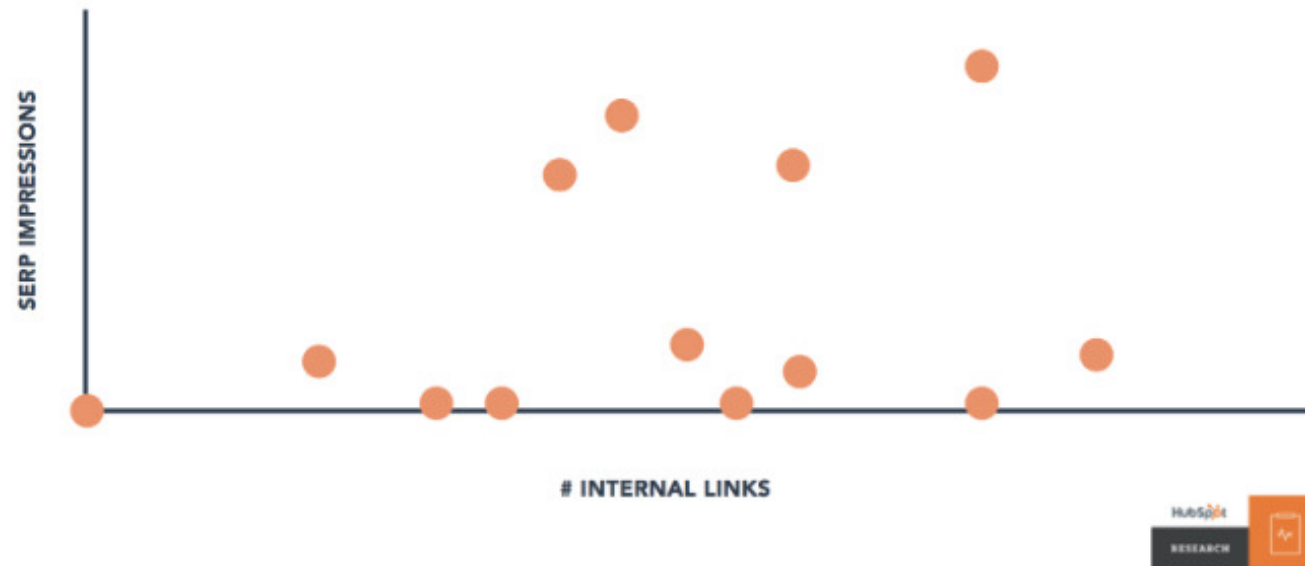
Why content pillars?

	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.

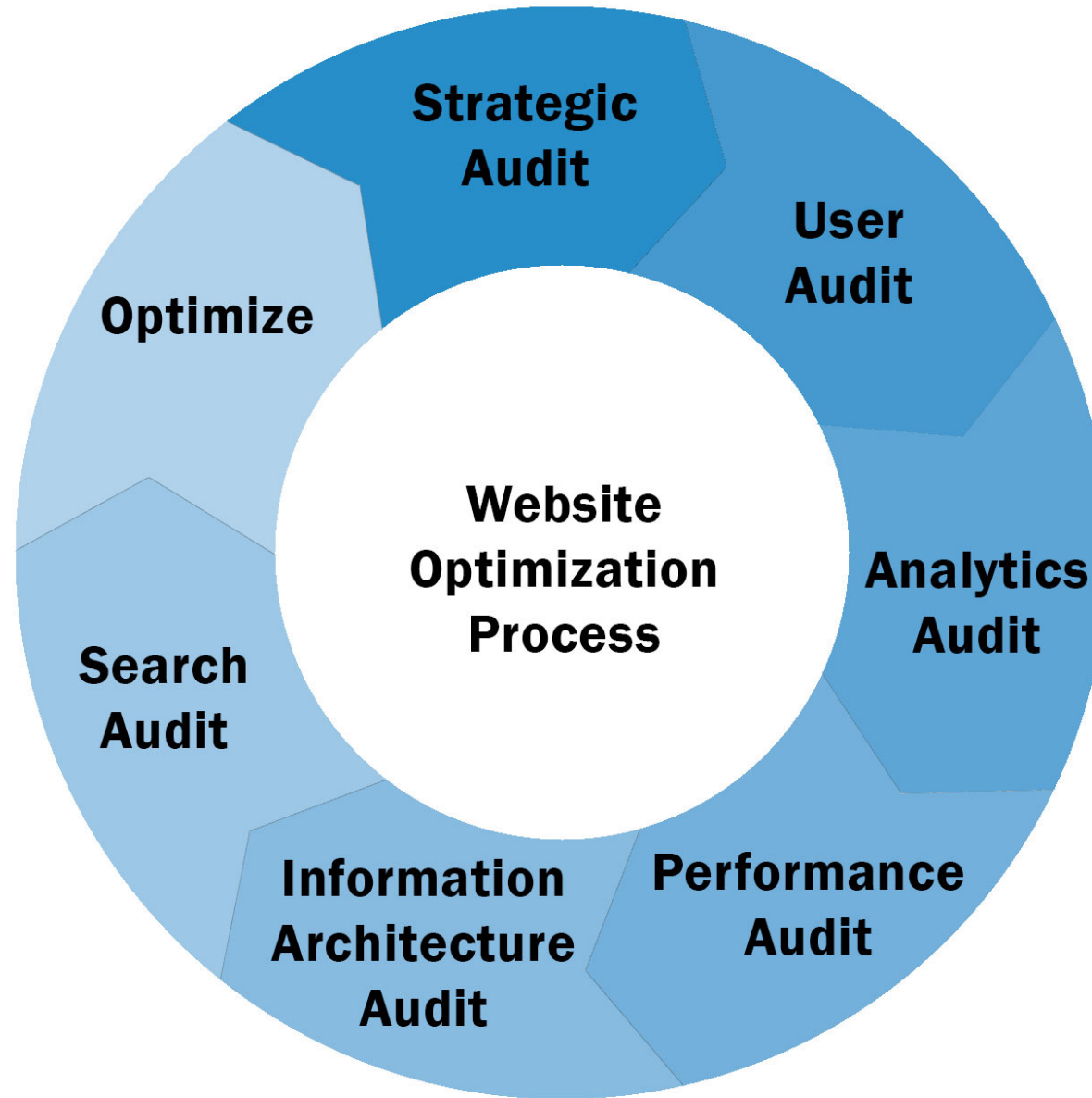


Questions?

Break time!

Audits?

Workshop



When do you optimize?

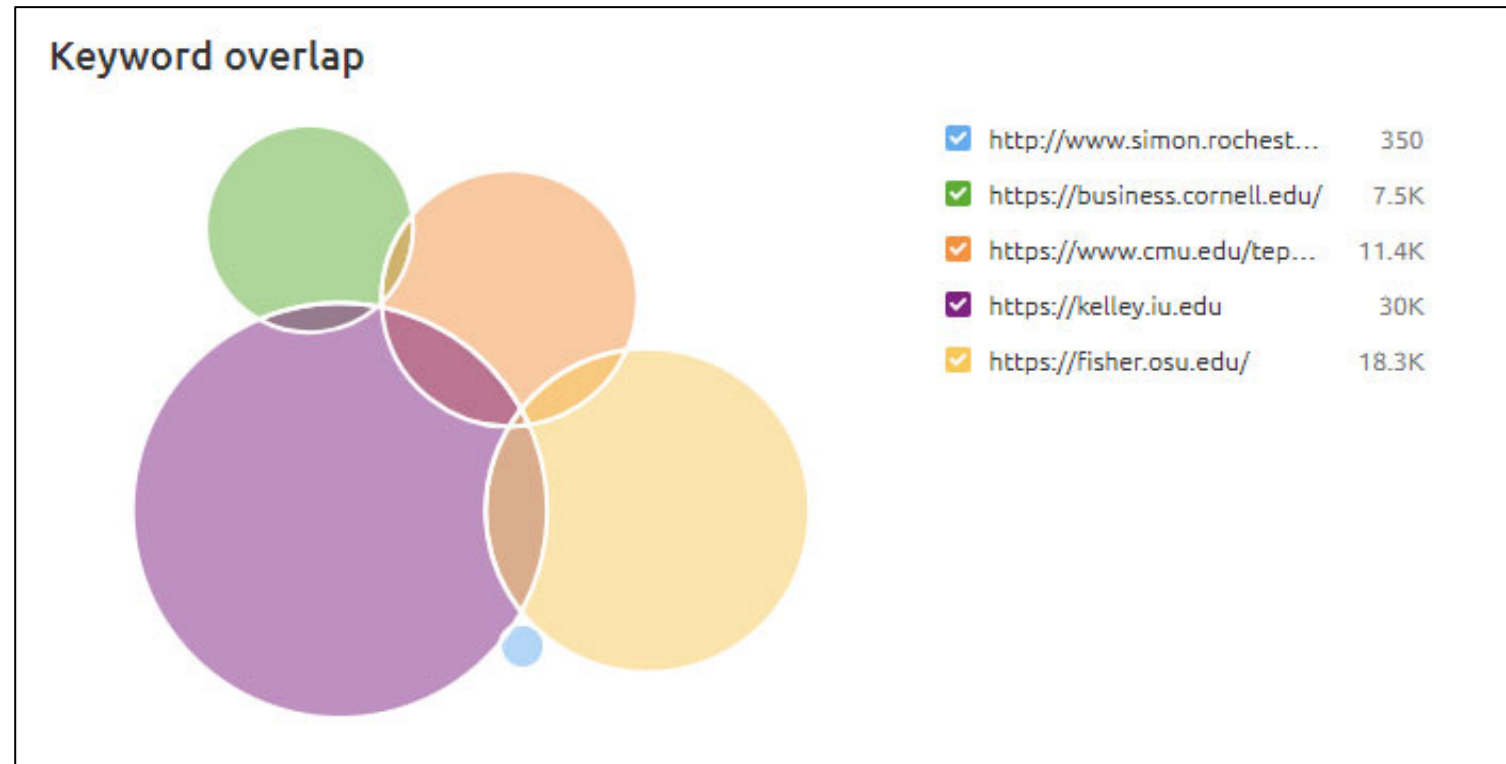
- Before writing
- After writing, before publishing
- After publishing

Advanced search optimization

- Technical SEO
- Keyword gaps (branded and unbranded)

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](#)

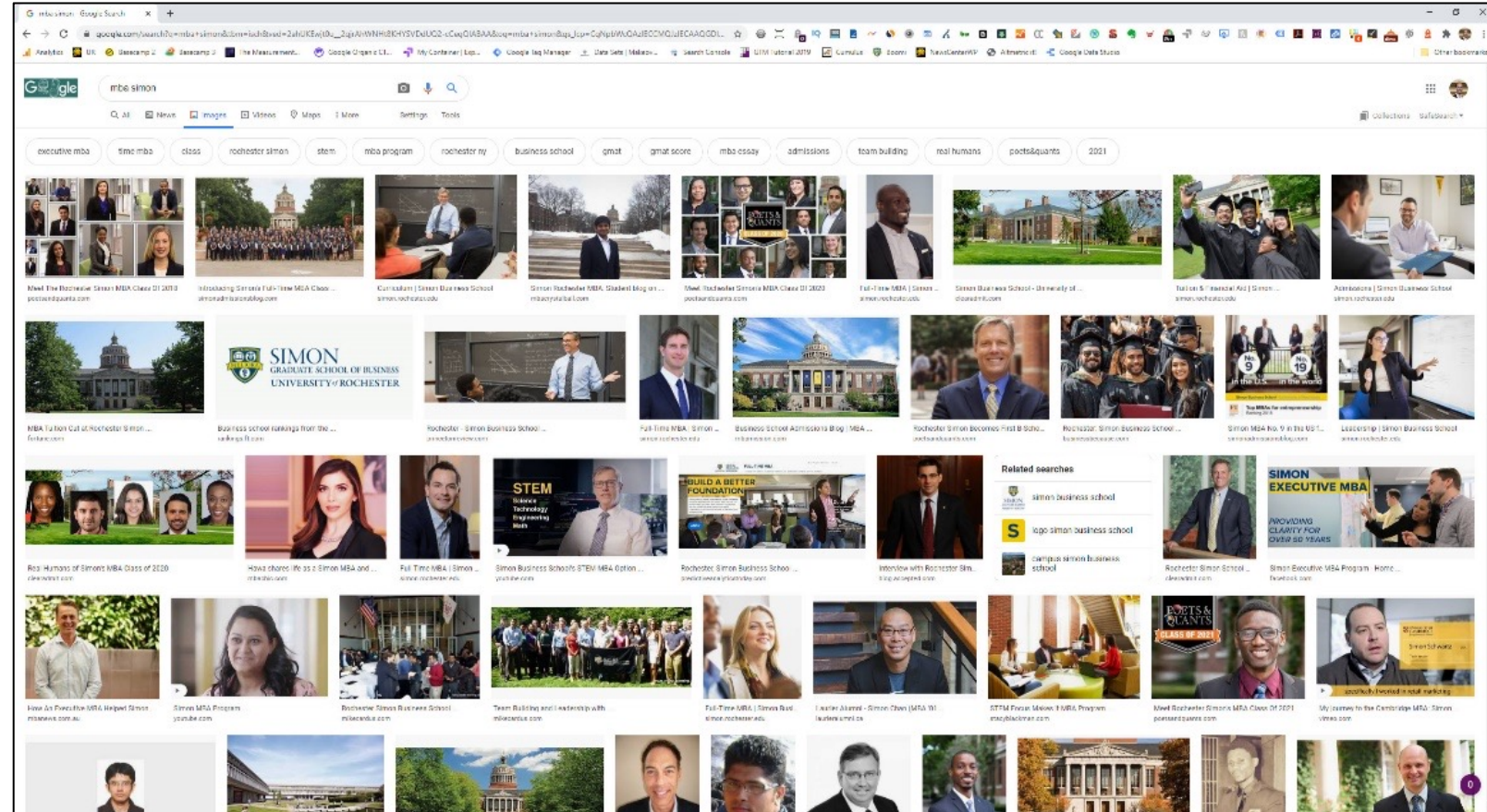
The Indiana University **Kelley School of Business**, in Bloomington and Indianapolis, offers top-ranked **business** education with a global impact to undergraduate, ...
[Undergraduate](#) · [Kelley Direct Online](#) · [Programs](#) · [Full-Time MBA: Programs](#)

[SC Johnson College of Business | Cornell University](#)

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/hashtags

www.linkedin.com › school › simonbusinessschool

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

University of Rochester - **Simon Business School** | 17836 followers on LinkedIn | **Business** degree programs at **Simon** are designed to help you achieve a new ...

www.facebook.com › Places › Rochester, New York

[Simon Business School - College & University - Rochester ...](#)

Simon Business School, Rochester, NY. 6014 likes · 39 talking about this. We're proud to offer degree programs with an unabashedly analytical bias....

twitter.com › simonschool ▾

[Simon \(@SimonSchool\) | Twitter](#)

The latest Tweets from **Simon** (@SimonSchool). Official account of **Simon Business School**, @UofR. Our focus on analytics and strength in research prepares ...

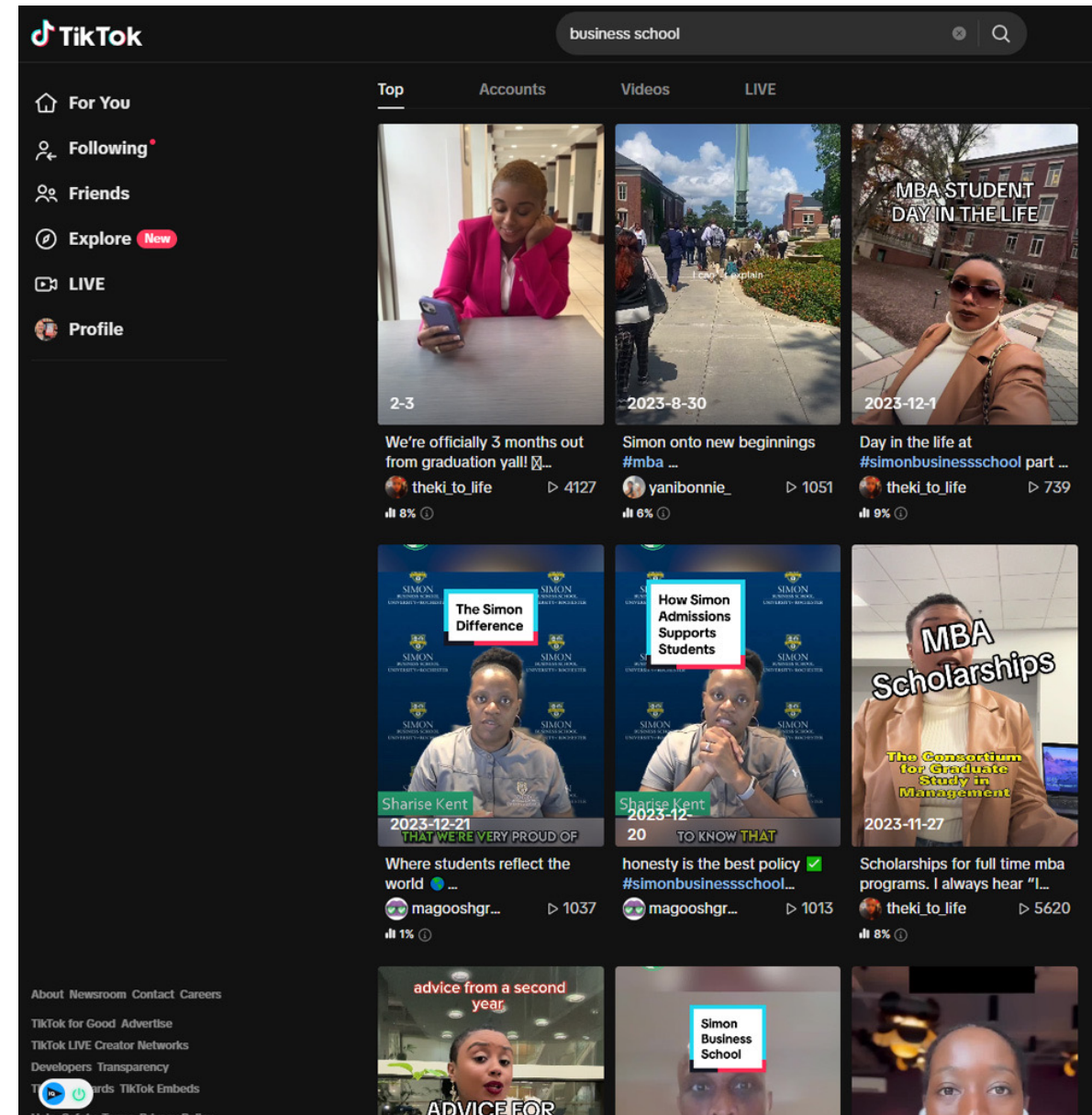
Other considerations

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



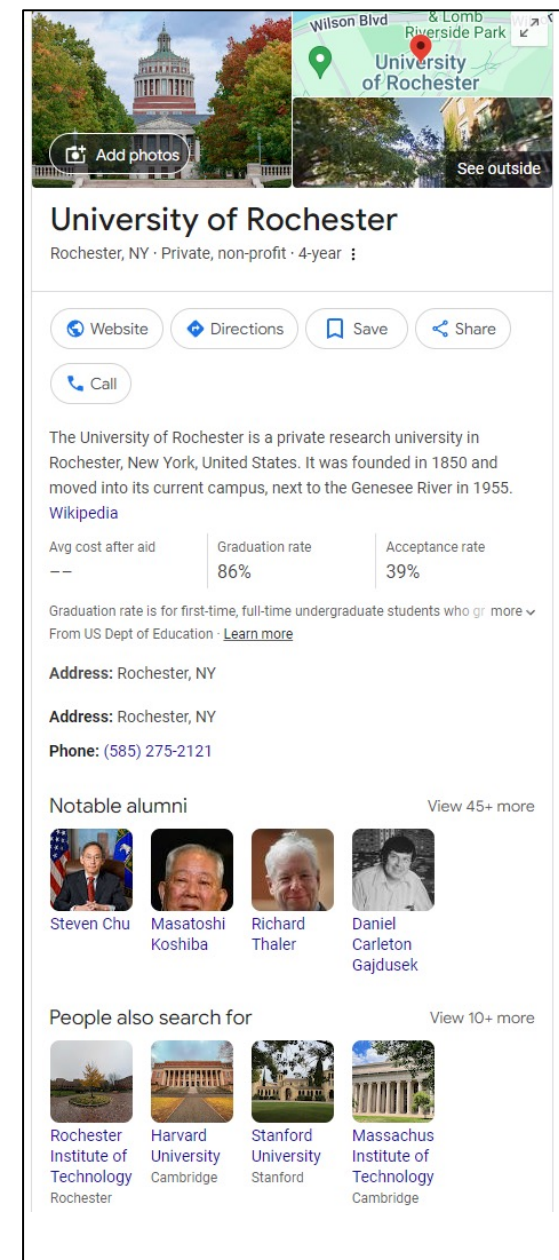
Other considerations

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



Other considerations

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



The screenshot shows a Google Business Profile for the University of Rochester. At the top, there are two photos: one of the university's main building and another of a campus area. Below the photos is the name "University of Rochester" and the address "Rochester, NY · Private, non-profit · 4-year". There are buttons for "Website", "Directions", "Save", "Share", and "Call". A description follows: "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." Below this is a "Wikipedia" link and a table of statistics:

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

Below the table is a note: "Graduation rate is for first-time, full-time undergraduate students who gr more v From US Dept of Education · [Learn more](#)". There are also "Address: Rochester, NY" and "Phone: (585) 275-2121" listed. The "Notable alumni" section features four portraits with names: Steven Chu, Masatoshi Koshihba, 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.

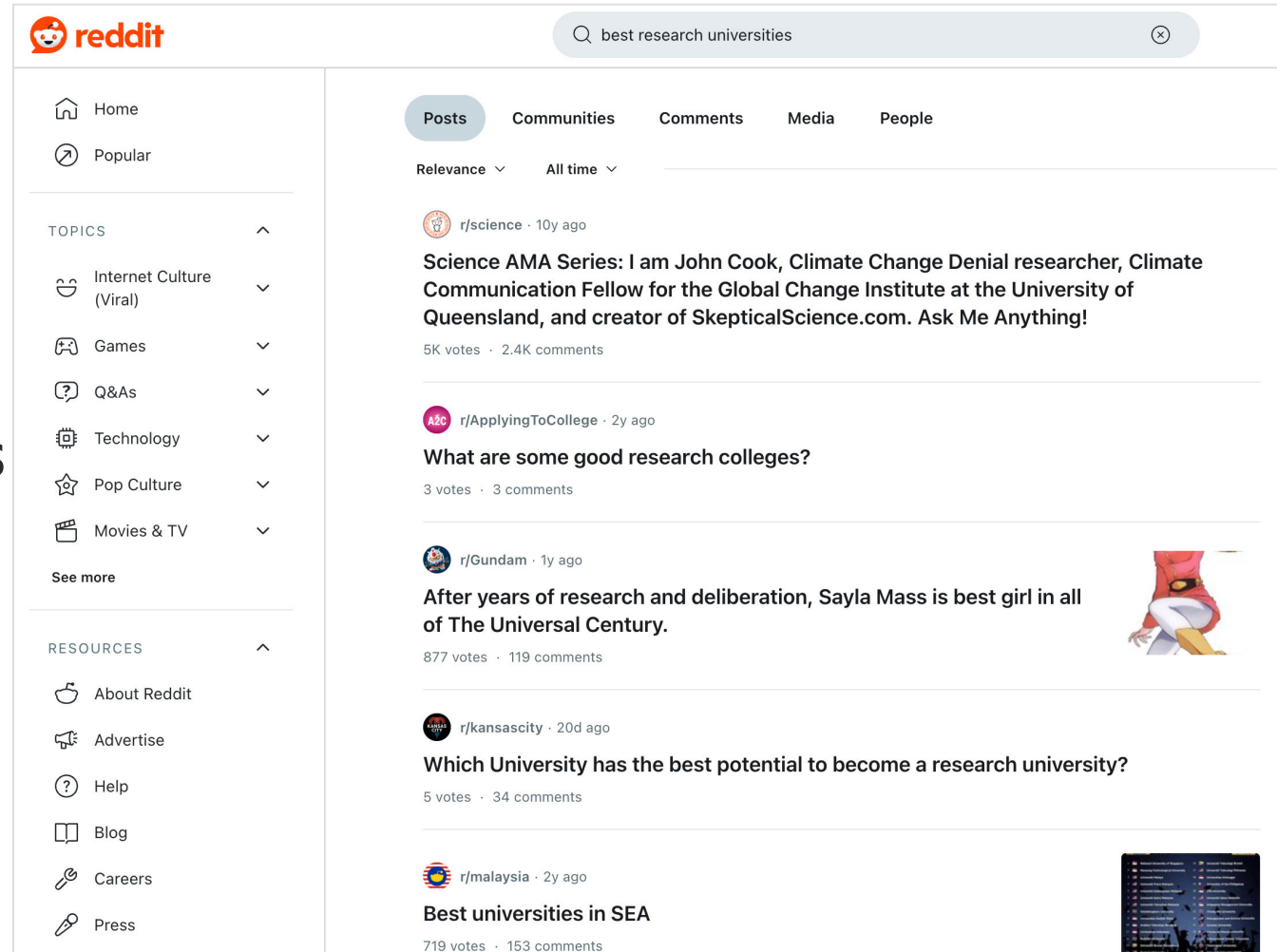
Other considerations

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



Other considerations

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



The screenshot shows the Reddit homepage with a search bar at the top containing the text "best research universities". The left sidebar lists navigation options: Home, Popular, TOPICS (Internet Culture (Viral), Games, Q&As, Technology, Pop Culture, Movies & TV), and RESOURCES (About Reddit, Advertise, Help, Blog, Careers, Press). The main content area displays search results for "best research universities". The top result is from r/science, titled "Science AMA Series: I am John Cook, Climate Change Denial researcher, Climate Communication Fellow for the Global Change Institute at the University of Queensland, and creator of SkepticalScience.com. Ask Me Anything!". Below it is a post from r/ApplyingToCollege titled "What are some good research colleges?". The third result is from r/Gundam titled "After years of research and deliberation, Sayla Mass is best girl in all of The Universal Century.". The fourth result is from r/kansascity titled "Which University has the best potential to become a research university?". The fifth result is from r/malaysia titled "Best universities in SEA".

Other considerations

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

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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,

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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

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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 *Foreign Affairs*, feature articles that explore the U.S.'s reasons for entering World

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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

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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 New York City's vibrant cultural and academic 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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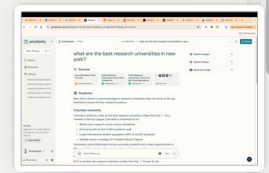
Ask follow-up Pro

How do Columbia and NYU compare in terms of research opportunities

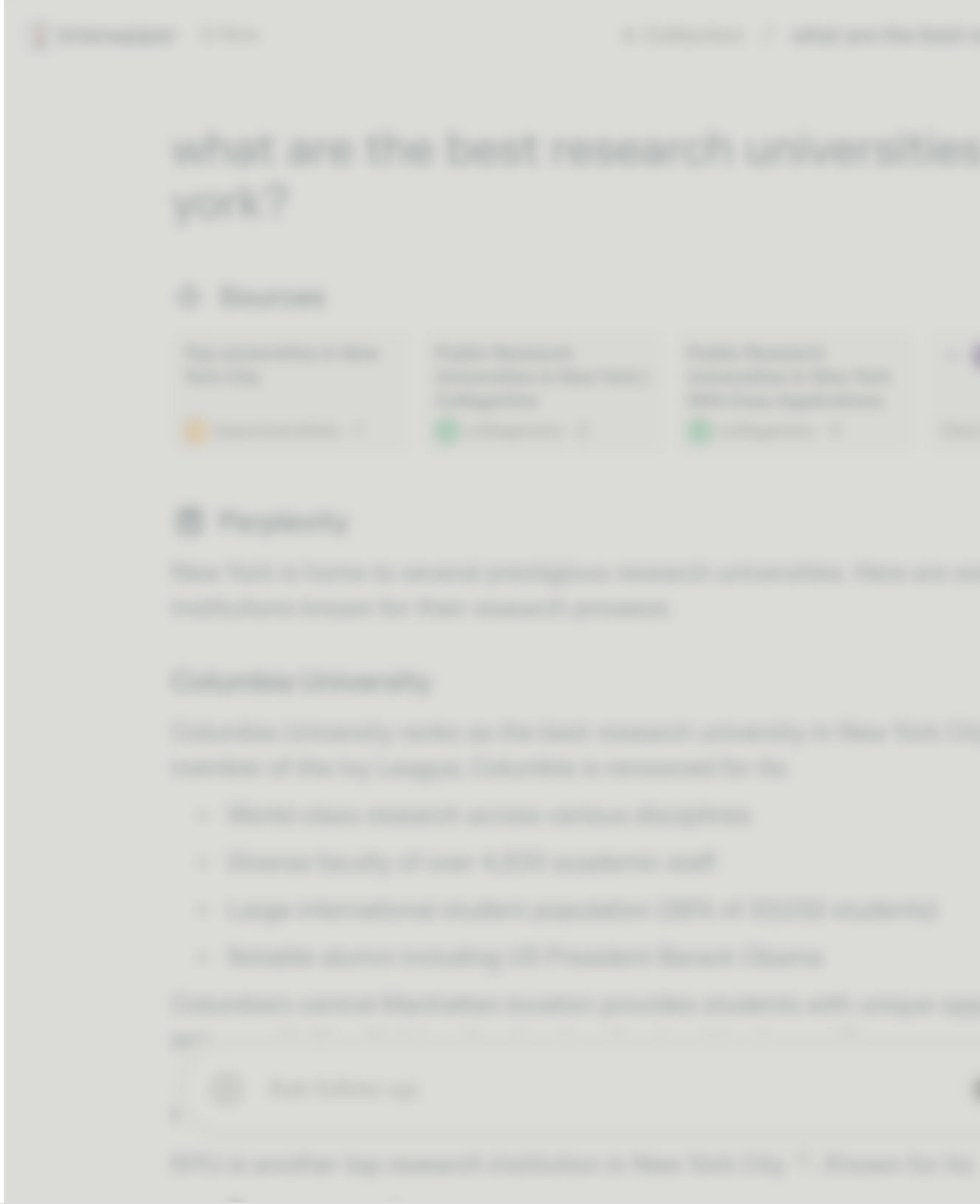
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AI



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...

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
U.S. joins the conflict in April 1917

More

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:

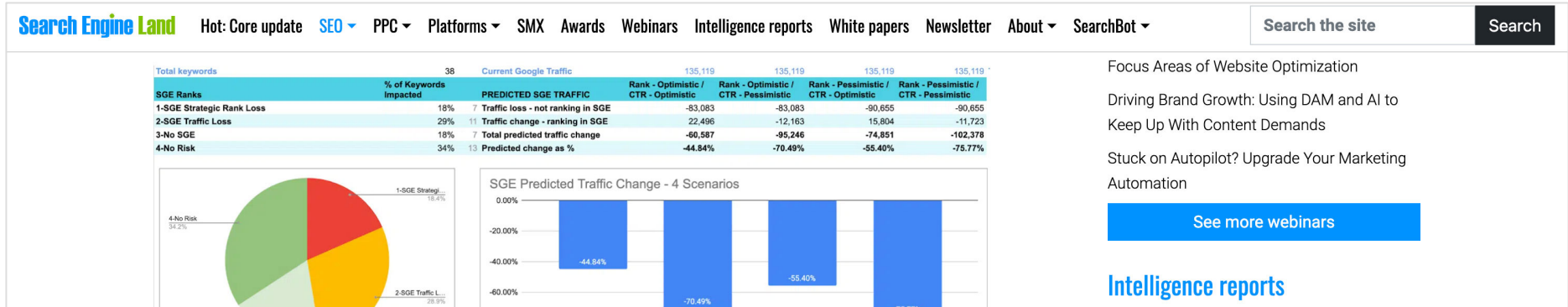
German Submarine Warfare

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

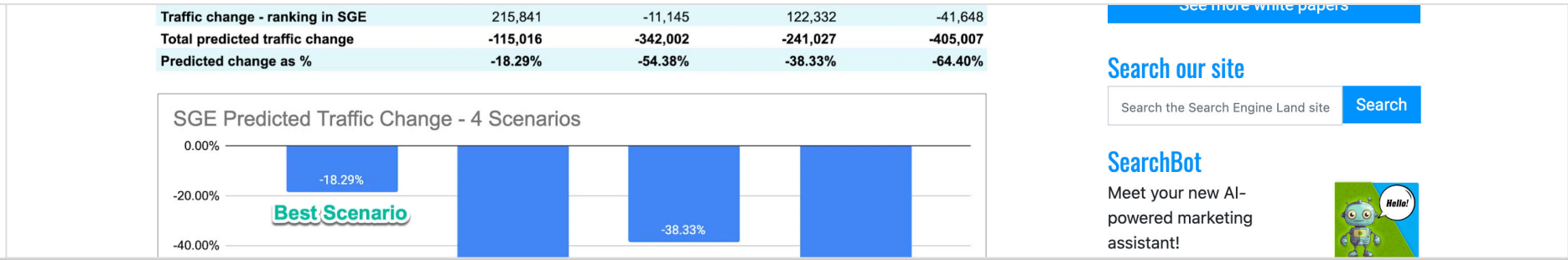
Ask follow-up Pro

_entry_into_World_War_I

Impact of AI on search

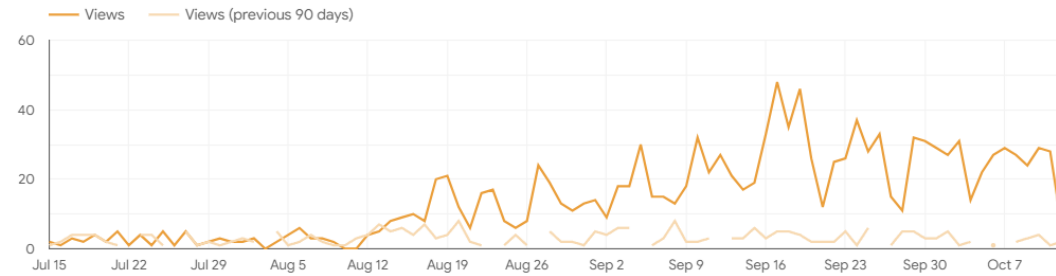


- In a study of 23 websites, the aggregate organic traffic drop as a result of SGE was 18-64%.
 - Our study focused on websites in the technology industry, with traffic mainly from informational keywords. There is large variance inside our sample, with some websites gaining as much as 219% in traffic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



FUTURITY AI Acquisition

AI Traffic Sources



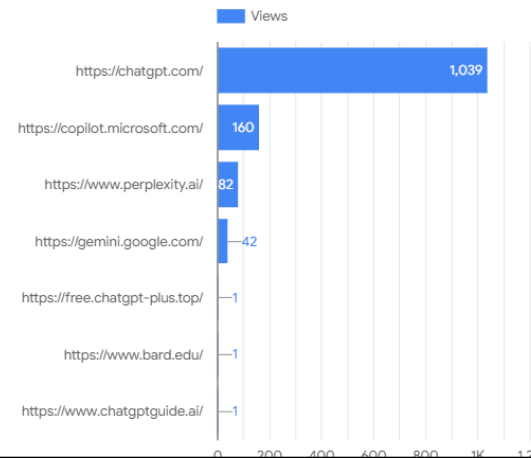
Totals

Views
1,326
↑ 422.0%

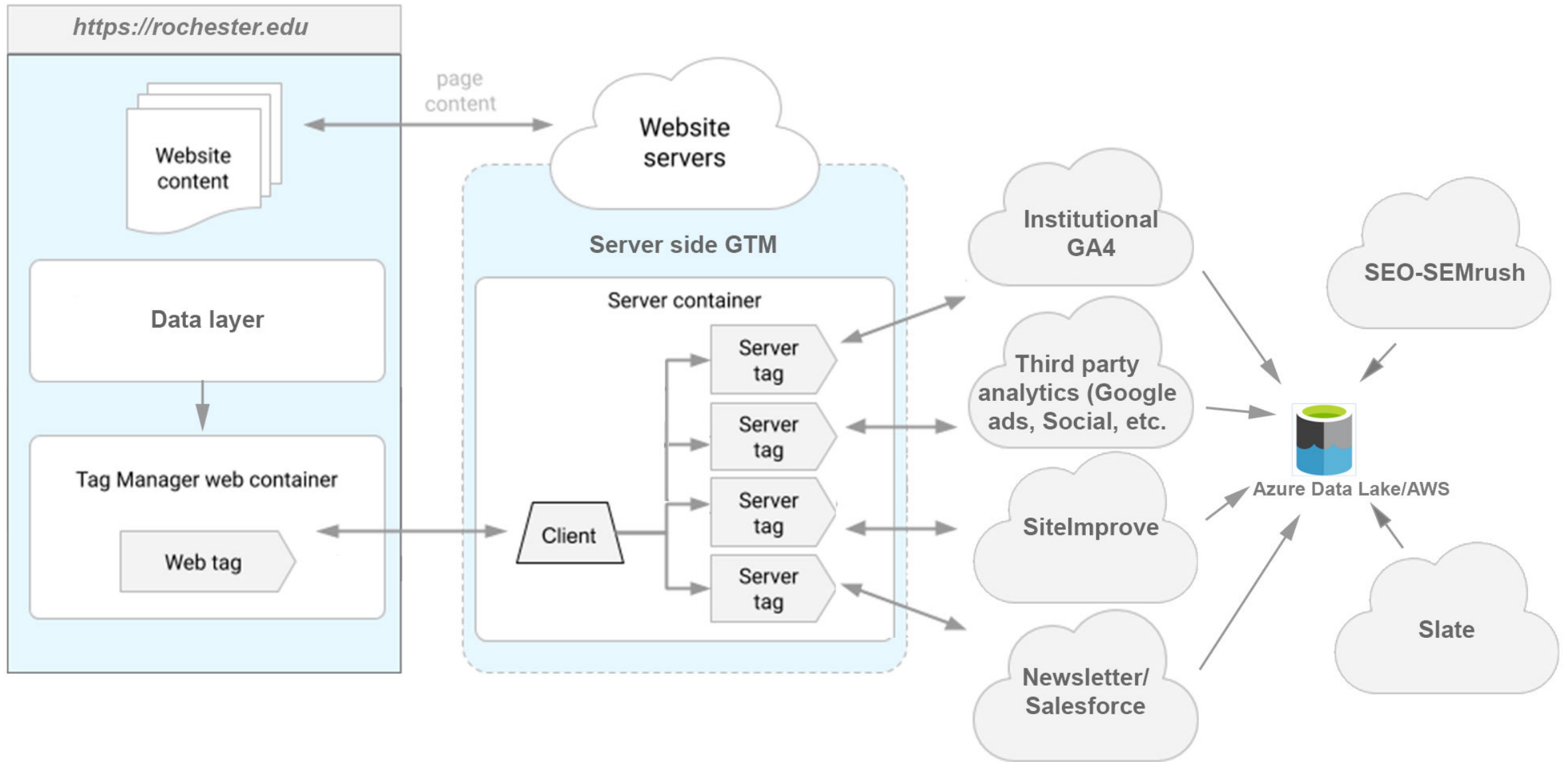
Sessions
1,349
↑ 418.8%

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 speak	/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 complete	/periodic-table-new-elements-1087782-2/	13
5. How TikTok's algorithm personalizes what you see	/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-driving cars	/autonomous-vehicles-av-ethics-trolley-pr...	12
8. To support people after incarceration, focus on housing	/incarceration-recidivism-housing-2970902/	12
9. VR can help people with autism navigate the real world	/virtual-reality-autism-3006492/	12
10. How your brain filters out distractions to focus on what matters	/focus-intelligence-brains-3190652/	9
11. Method transforms plastic bags into useful adhesives	/plastic-bags-upcycling-adhesives-2489212/	9
12. Healthiest noise level for the office is about 50 decibels	/office-noise-50-decibels-2868842-2/	8
13. Mystery solved: Why starch turns iodine dark blue	/iodine-starch-1232362-2/	8



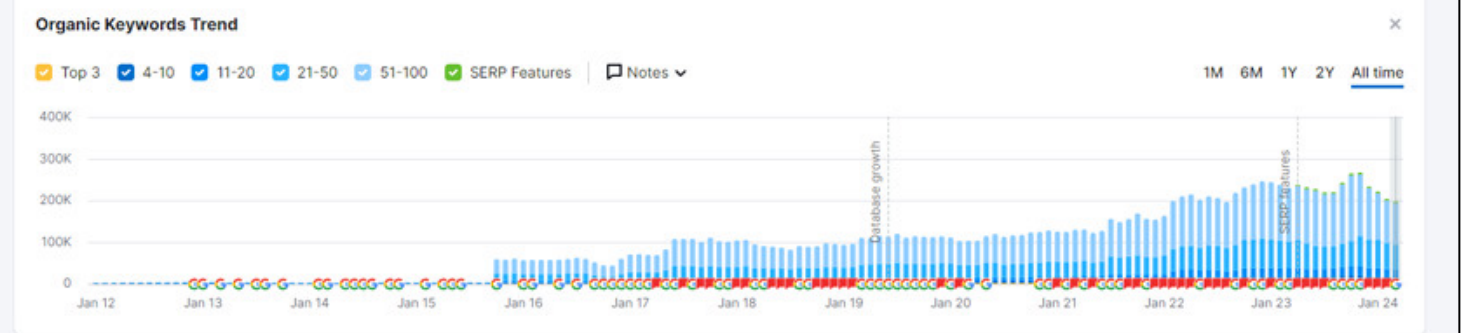
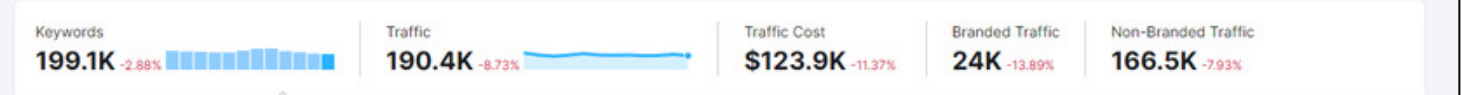
- Projects
- SEO
 - SEO Dashboard
 - COMPETITIVE RESEARCH
 - Domain Overview
 - Traffic Analytics
 - Organic Research
 - Keyword Gap
 - Backlink Gap
 - KEYWORD RESEARCH
 - Keyword Overview
 - Keyword Magic Tool
 - Keyword Manager
 - Position Tracking
 - Organic Traffic Insights
 - LINK BUILDING
 - Backlink Analytics
 - Backlink Audit
 - Link Building Tool
 - Bulk Analysis
 - ON PAGE & TECH SEO
 - Site Audit
 - Listing Management
 - SEO Content Template
 - On Page SEO Checker
 - Log File Analyzer
 - Local
 - Advertising
 - Social Media
 - Content Marketing
 - .Trends
 - Agency Solutions
- MANAGEMENT
 - My Reports

news.harvard.edu/gazette/ Subfolder Search

Projects > Domain Overview > Organic Research [User manual](#) [Send feedback](#) [Export to PDF](#)

Organic Research: news.harvard.edu/gazette/ [US](#) [CA](#) [UK](#) Device: Desktop Date: Mar 18, 2024 Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains



Top Keywords

[All Positions](#) [Organic](#) [SERP Features](#)

Keyword	Position	SF	Volume	Traffic %
harvard president gay >>	1	5	4.4K	1.84
incel >>	7	3	110K	1.73
ai art >>	9	6	135K	1.70
who started racism >>	9	1	135K	1.70
claudine gay >>	8	4	110K	1.38

[View all 199.1K keywords](#)

Keywords by Intent

Intent	Keywords	Traffic
Informational	181.5K	182.3K
Navigational	8.9K	3.7K
Commercial	19.4K	12.4K
Transactional	15.5K	13K

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Top Position Changes in Organic

[New](#) [Lost](#) [Improved](#) [Declined](#)

Top Position Changes in SERP Features

[New](#) [Lost](#)

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

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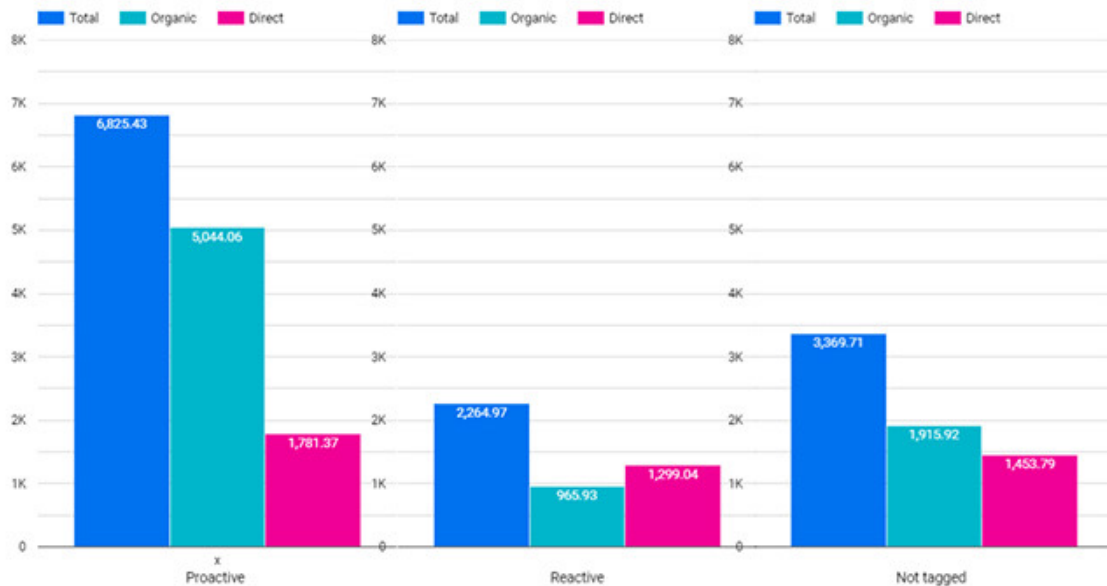
100% 123 Default... 10 + B I A

A1	URL	Analytics	Research Findings	Research Funding	Research General	Community Service	Community Healthcare	Developmental Disorders	Education	Neuroscience	Data Science	Healthcare
2	http://www.rochester.edu/newscenter/students-start-fall-semester-with-covid-19-quarantine-44724/											
3	http://www.rochester.edu/newscenter/tree-campus-usa-honor-highlights-a-decade-of-conservation-achievement/											
4	http://www.rochester.edu/newscenter/new-medical-residents-experience-a-different-kind-of-welcome-into-urmc-446662/											
5	http://www.rochester.edu/newscenter/lina-sturgis-named-university-registrar-447642/											
6	http://www.rochester.edu/newscenter/rochester-leads-effort-to-understand-matter-at-atm-crushing-pressures-447762/											
7	http://www.rochester.edu/newscenter/students-keep-busy-during-two-week-quarantine-448222/											
8	http://www.rochester.edu/newscenter/experiments-replicate-high-densities-in-white-dwarf-star-remnants-448522/											
9	http://www.rochester.edu/newscenter/rochester-researcher-recognized-with-national-award-for-outstanding-vision-research-448602/											
10	http://www.rochester.edu/newscenter/rochester-scientist-david-turnbull-receives-fusion-award-448722/											
11	http://www.rochester.edu/newscenter/masked-and-ready-the-class-of-2024-begins-moving-onto-campus-448822/											
12	http://www.rochester.edu/newscenter/university-trustee-david-flaum-remembered-as-a-great-champion-for-the-university-and-community-449462/											
13	http://www.rochester.edu/newscenter/class-of-2024-449442/											
14	http://www.rochester.edu/newscenter/photonic-researchers-report-breakthrough-in-miniaturizing-light-based-chips-449382/											
15	http://www.rochester.edu/newscenter/mccune-named-frederick-douglass-institute-director-448042/											
16	http://www.rochester.edu/newscenter/university-recognized-for-commitment-to-diversity-and-inclusion-449962/											
17	http://www.rochester.edu/newscenter/rochester-leads-novel-research-project-on-how-the-brain-interprets-motion/											
18	http://www.rochester.edu/newscenter/university-expands-support-for-low-income-first-generation-students-450172/											
19	http://www.rochester.edu/newscenter/voting-by-mail-limits-the-spread-of-covid-19-but-is-the-ballot-really-secret/											
20	http://www.rochester.edu/newscenter/five-tips-for-students-navigating-a-rocky-job-market/											
21	http://www.rochester.edu/newscenter/col-raimond-named-staff-ombudsperson-450462/											
22	http://www.rochester.edu/newscenter/happens-when-one-candidate-wins-the-popular-vote-but-not-the-electoral-college-450622/											
23	http://www.rochester.edu/newscenter/democratic-indicators-plummet-amid-racial-justice-protests-and-pandemic-450682/											
24	http://www.rochester.edu/newscenter/nfl-owners-are-now-willing-to-support-players-protests-451022/											
25	http://www.rochester.edu/newscenter/rochester-project-democratizes-access-to-medieval-english-literature-450902/											
26	http://www.rochester.edu/newscenter/rochester-artists-look-to-avant-garde-past-in-new-site-specific-installation-451312/											
27	http://www.rochester.edu/newscenter/three-professors-earn-honors-for-teaching-excellence-451962/											
28	http://www.rochester.edu/newscenter/sexy-mindset-helps-you-see-what-you-want-to-see-452902/											
29	http://www.rochester.edu/newscenter/detained-migrants-reproductive-abuses-medical-neglect-452842/											
30	http://www.rochester.edu/newscenter/eight-rochester-faculty-appointed-to-named-professorships-452612/											
31	http://www.rochester.edu/newscenter/rochester-researchers-document-record-setting-optical-fiber-453252/											
32	http://www.rochester.edu/newscenter/getting-fewer-likes-on-social-media-can-make-teens-anxious-and-depressed-453482/											
33	http://www.rochester.edu/newscenter/new-journal-sexual-gender-based-violence-india-453672/											
34	http://www.rochester.edu/newscenter/economics-seminar-renamed-ronald-w-jones-453982/											
35	https://www.rochester.edu/newscenter/understanding-stressed-bacteria-route-to-better-antibiotics-453262/											
36	https://www.rochester.edu/newscenter/university-links-with-work-to-support-undergraduates-in-china-454142/											
37	https://www.rochester.edu/newscenter/rochester-graduate-awarded-nobel-prize-for-landmark-achievement-against-hepatitis-454322/											
38	https://www.rochester.edu/newscenter/rochesters-nobel-laureates/											
39	https://www.rochester.edu/newscenter/five-tips-for-applying-to-college-during-the-pandemic-455062/											
40	https://www.rochester.edu/newscenter/historian-john-barry-compares-covid-19-to-1918-flu-pandemic-454732/											
41	https://www.rochester.edu/newscenter/mt-hope-family-centers-programs-for-children-facing-trauma-expand-with-new-support-455332/											
42	https://www.rochester.edu/newscenter/rochester-pop-music-expert-on-guitarist-van-halens-deep-roots-in-rock-455612/											
43	https://www.rochester.edu/newscenter/imaging-the-secret-lives-of-immune-cells-in-the-eye-455212/											
44	https://www.rochester.edu/newscenter/cultural-visionary-arthur-satz-leaves-largest-endowed-gift-ever-for-the-humanities-at-the-university-454862/											
45	https://www.rochester.edu/newscenter/how-to-make-sense-of-2020s-unusual-election-season-456692/											

Aggregated Aggregated-2023 Research KPIs 202008-202106 numbers Copy of Aggregated 2024 March 2024 February 2024 January 2023 December

+ Add quick filter

	Count	Total Views	Average/story	Organic Views	Average/story	Direct Views	Average/story
all stories	719	2,632,131	3,660.82	1,587,427	2,207.83	1,044,704	1,453
proactive	191	1,303,657	6,825.43	963,416	5,044.06	340,241	1,781.37
reactive	408	924,109	2,264.97	394,101	965.93	530,008	1,299.04
no tag	120	404,365	3,369.71	229,910	1,915.92	174,455	1,453.79



Data Last Updated: 3/19/2024 11:33:40 AM

Let's get started

Drag a field from the Data Panel to the canvas to add a new chart or select a component on the report canvas to edit it.

Data

Search

Story tagging by strate...

- all
- Alumni
- Analytics
- ar/vr
- awards/ grants
- Community Healthc...
- Community Service
- Covid/Restart
- Custom illustration
- Data Science
- Developmental Diso...
- Diversity/ Inclusion
- Education
- events
- Explainer
- External link
- Faculty
- Healthcare
- Humanities
- Internal link
- Lifetime Avg. Time ...
- Lifetime Direct Traffic
- Lifetime Organic Tra...
- Lifetime Total Page...
- Neuroscience
- One Month Avg. TL...
- One Month Direct Tr...
- One Month Organic ...
- One Month Total Pa...
- opt
- Opt 12/23
- Optics
- Performing Arts
- Predictive Health
- proactive
- Proactive_x
- Pub date
- Quality Education
- reactive
- Reactive_x
- Add a field
- Add a parameter
- Add Data

original social media stats

File Edit View Insert Format Data Tools Extensions Help

100% Calibri 10

A1 Date

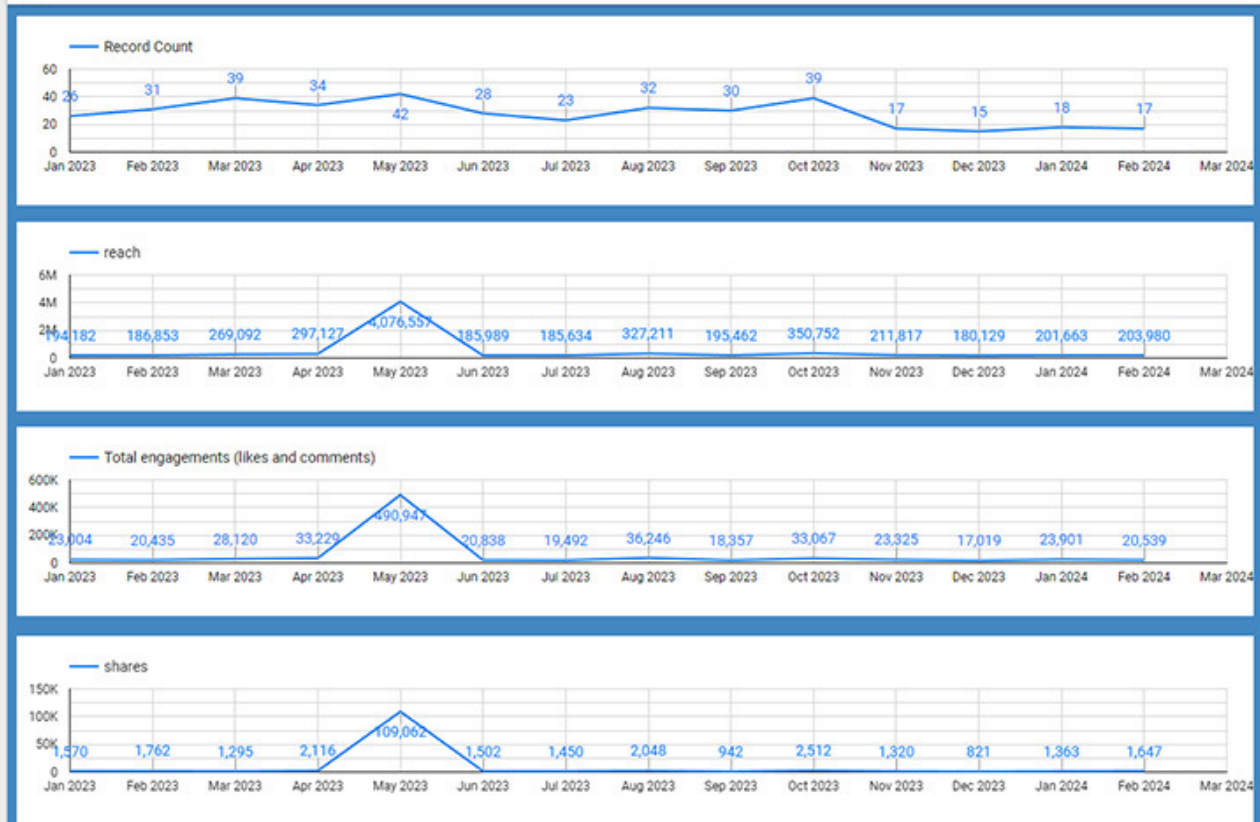
	A	B	C	D	E	F	G	H	I	K	M	N	O	P	Q		
1	Date	Day	INSTAGRAM (flag >400 likes or 10% engagement or 10,000 reach)	likes	comments	reach	shares	engage rate	views (Reels)	story reach 1st pg	story reach 2nd pg	exit %	completion %	link clicks	Research KPI		
2	2/26/2024	Mon	<p>Back-to-back wins! 🏆 Congratulations to 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>#GOJACKETS 🏆 @Rochesterfx @uofrathletics</p>	862	1	8,580	5	10.00%									
3	2/23/2024	Fri	<p>1 student, 5 photos from their camera roll: Time for #FiveFromTheHive!</p> <p>1. My name is Omar Zakaria Khalil "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%									

+ Twitter Instagram Copy of Instagram Facebook LinkedIn TikTok 2023 engagement rates Engagements FY eng rate comparisons FY rea

- x
- Facebook
- LinkedIn
- Instagram**

UNIVERSITY of ROCHESTER Instagram metrics

Jan 1, 2023 - Mar 18, 2024



Overall counts

Record Count	reach
391	7,066,448
likes	shares
804,797	129,410
comments	

If you click on TRUE below, you will see the data of research specific posts in the rest of the charts.

Research KPI	Record ...
1. FALSE	856
2. TRUE	241

1 - 2 / 2 < >

If you click on any strategy below, you will see the performance data from that specific posts in the rest of the charts.

Inst. Strategies	Record Count
1. null	282
2. research	31
3. diversity-inclusion	24
4. quality education	17
5. humanities	10
6. staff	6

- x
- Facebook
- LinkedIn
- Instagram

UNIVERSITY of ROCHESTER Instagram metrics

Jan 1, 2023 - Mar 18, 2024



Overall counts

Record Count	reach
31	314,688
likes	shares
26,641	1,020
comments	

If you click on TRUE below, you will see the data of research specific posts in the rest of the charts.

Research KPI	Record ...
1. TRUE	201
2. FALSE	21

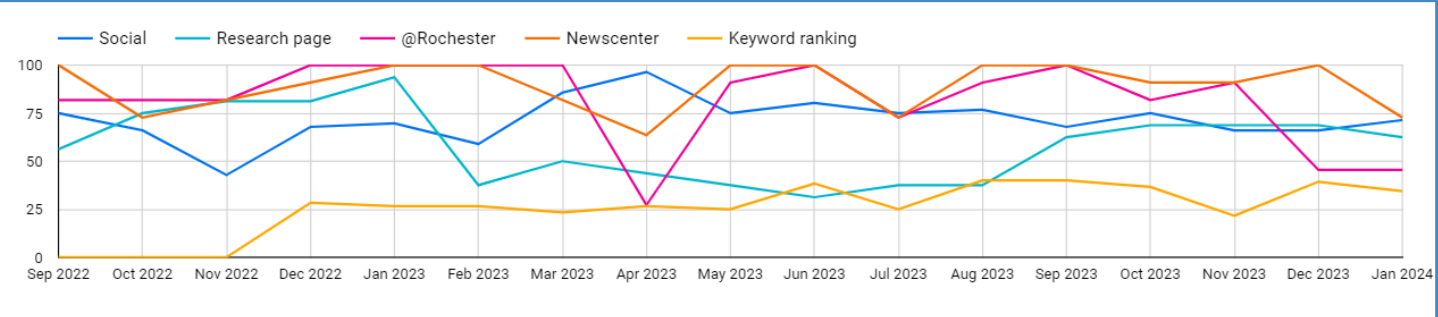
1 - 2 / 2 < >

If you click on any strategy below, you will see the performance data from that specific posts in the rest of the charts.

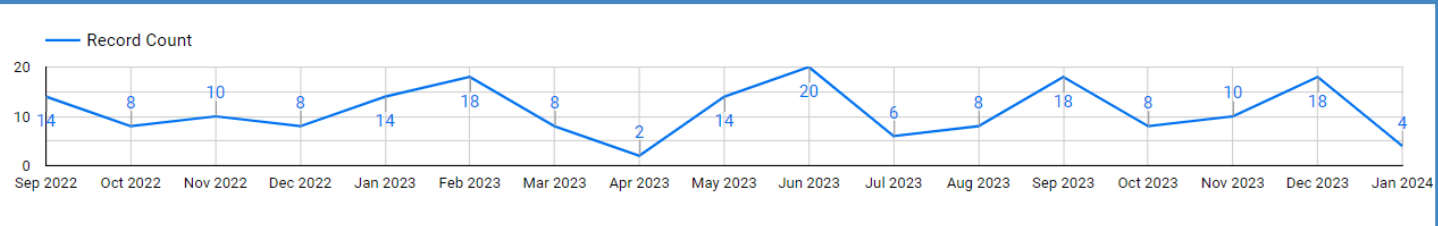
Inst. Strategies	Record Count
1. null	282
2. research	31
3. diversity-inclusion	24
4. quality education	17
5. humanities	10
6. staff	6



Scores



@Rochester - Research



Research pages

	Full page URL	Hostname	Views
1.	www.rochester.edu/research/	www.rochester.edu	77,183
2.	rochester.edu/research/	rochester.edu	15,129
3.	www.rochester.edu/research/students.html	www.rochester.edu	9,033
4.	www.rochester.edu/research/a-to-z.html	www.rochester.edu	8,332

Let's workshop

Thank you!

Brian Piper

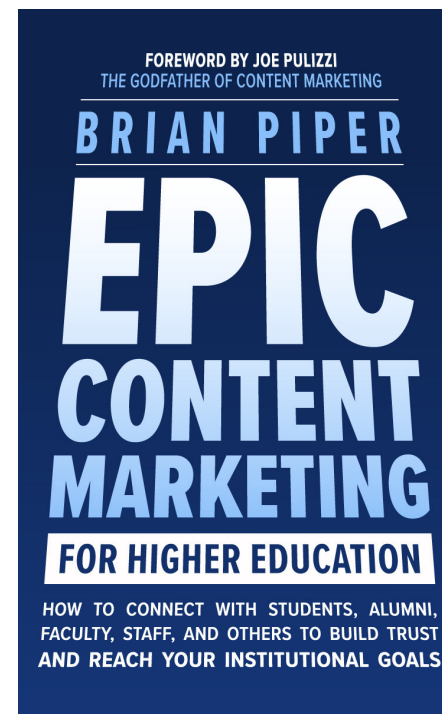
bpiper2@ur.rochester.edu

<https://brianwpiper.com/>

Speaking, workshops, consulting

Content marketing, content optimization

AI, Web3, data/analytics



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