

SERP IS YOUR NEW HOMEPAGE

Lemuel Park
CTO, BrightEdge

Jan 24, 2018

2017 SEO CHANGES

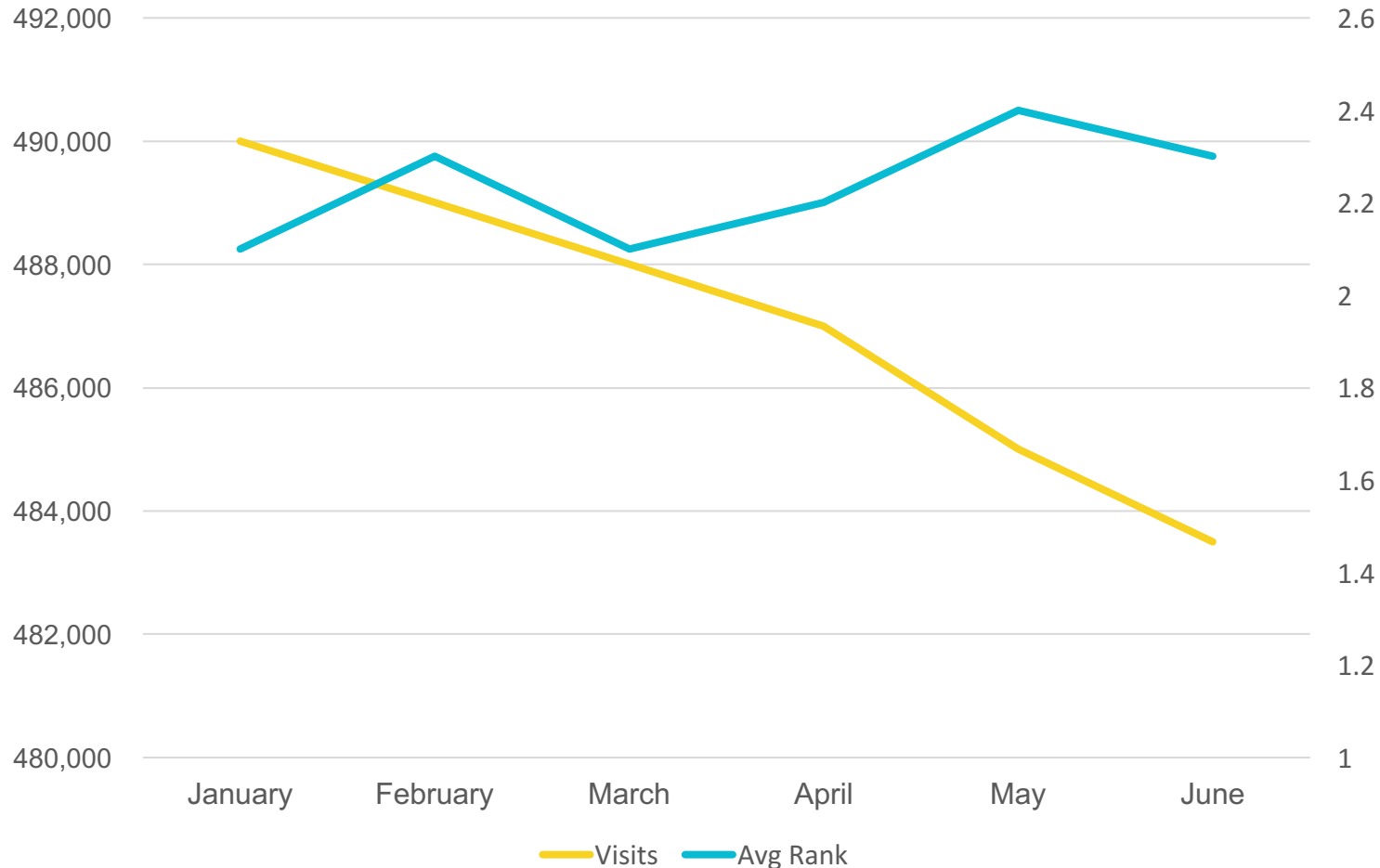
SEO market and opportunity are dynamic

1. Longer/dynamic description snippets
2. Increase in % of Quick Answers
3. 4-pack of ads on top
4. AMP pages beyond top stories
5. Micromoments
6. Google for Jobs
7. Image takeover
8. Infinite scroll
9. Local and hyper-local
10. GSC redesign and 16-month data set



BIGGEST PROBLEM: WINNING IN RANK BUT LOSING TRAFFIC

To measure organic visibility, marketers must understand SERP type and fold



Rank is stable, but visits are decreasing

NEW SERP CATEGORIES AND LAYOUTS COMPETE FOR ATTENTION

1. Standard
2. Taller Organic Cards
3. Local 3-Pack
4. Quick Answers
5. Shopping/PLA
6. Rich Snippets
7. Site Carousel
8. Site Links
9. Site Image Carousel
10. Top Stories / News
11. AMP
12. Google Flights
13. People also ask
14. Category
15. Images
16. Videos / Trailers
17. Live
18. Top sights
19. Reviews
20. Blogs
21. Knowledge Panel
22. Carousel
23. Apps
24. Google for Jobs
25. Recipes
26. Scholarly Research
27. Weather
28. Game Scores
29. Twitter Tweets
30. Discover more places
31. Send to Google Home
32. People also search for
33. See results about
34. Widgets
35. Found in related search
36. Quotes
37. Events

EVEN “READING,” “WRITING,” “ARITHMETIC” HAVE TONS OF UNIVERSAL RESULTS

A screenshot of a Google search for the word "READING". The search bar shows "READING" with a search icon. Below the search bar are tabs for "ALL", "IMAGES", "NEWS", "MAPS", and "VIDEOS". The main content area is titled "Reading" with the subtitle "Process". It features a graphic with the text "KEEP CALM AND LOVE READING" and "READING IS TO THE MIND WHAT EXERCISE IS TO THE BODY." Below the graphic is a paragraph of text: "Reading is a complex 'cognitive process' of decoding symbols in order to construct or derive meaning. Reading is a means of language acquisition, communication, and of sharing information and ideas. [Wikipedia](#)". At the bottom, there is a section titled "VIDEOS FROM THE WEB" with two video thumbnails from Khan Academy: "Reading: Science – How-to Part 1 (video)" and "Reading: Literature – How-to Part 1 (video)".

5 universal categories

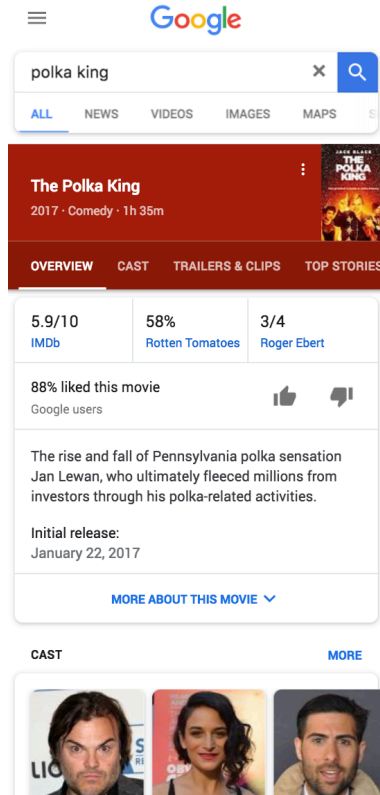
A screenshot of a Google search for the word "writing". The search bar shows "writing" with a search icon. Below the search bar are tabs for "ALL", "IMAGES", "NEWS", "BOOKS", and "VIDEOS". The main content area is titled "Writing" with the subtitle "Field of study". It features a graphic with a fountain pen and a hand writing on a piece of paper. Below the graphic is a paragraph of text: "Writing is a medium of human communication that represents language and emotion with signs and symbols. In most languages, writing is a complement to speech or spoken language. Writing is not a language, but a tool used to make languages be read. [Wikipedia](#)". At the bottom, there is a section titled "VIDEOS FROM THE WEB" with two video thumbnails from Khan Academy: "Basic Word" and another video.

7 universal categories

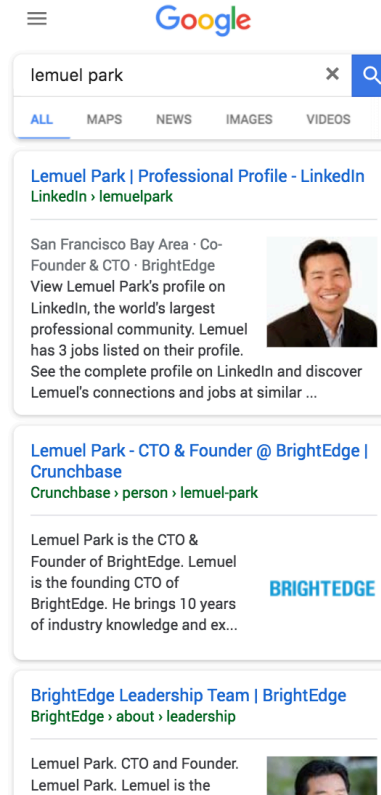
A screenshot of a Google search for the word "arithmetic". The search bar shows "arithmetic" with a search icon. Below the search bar are tabs for "ALL", "IMAGES", "NEWS", "BOOKS", and "VIDEOS". The main content area is titled "Arithmetic" with the subtitle "Field of study". It features a graphic with mathematical formulas: $5.5 - 3.4 = 2.1$, $15 / 3 = 5$, $2 + 15 = 17$, $3 \times (4+2) = 18$, $25\% \text{ of } 12 \text{ is } 3$, $\sqrt{9} = 3$, and $\frac{3}{4} \times 16 = 12$. Below the graphic is a paragraph of text: "Arithmetic is a branch of mathematics that consists of the study of numbers, especially the properties of the traditional operations on them—addition, subtraction, multiplication and division. [Wikipedia](#)". At the bottom, there is a section titled "VIDEOS FROM THE WEB" with two video thumbnails from Khan Academy: "Extending arithmetic" and "Using arithmetic".

4 universal categories

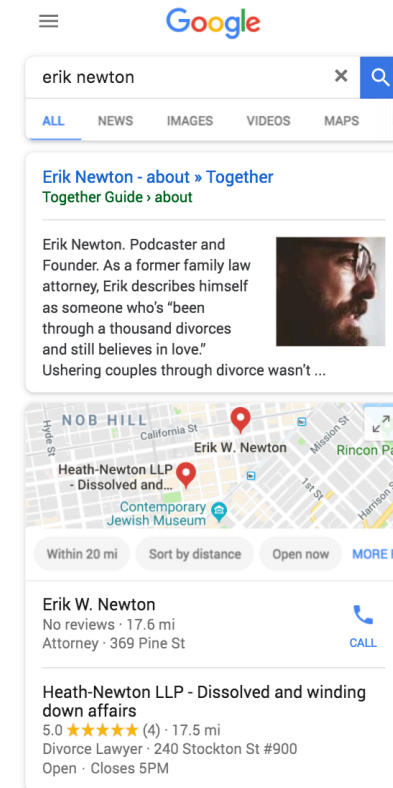
HOW ABOUT PEOPLE SEARCHES?



5 universal categories



2 universal categories



2 universal categories, including local pack

84.4%+ OF KEYWORDS HAVE UNIVERSAL CATEGORIES

BASED ON ~50M UNIQUE KEYWORD RESULTS FROM JANUARY 2018

The collage displays a variety of search results categorized into several groups:

- TRAILERS & CLIPS:** A Netflix trailer for "The Polka King" with a play button icon and a duration of 2:17.
- FOUND IN RELATED SEARCH "Tourist San Francisco":** A grid of images for Alcatraz Island, Golden Gate Bridge, and a map of San Francisco with price tags.
- Mortgage calculator:** A form with fields for "Monthly cost" (selected), "Maximum loan", "Mortgage amount" (\$100,000), "Interest rate (%)" (3.92), "Period (years)" (30), "Total cost of mortgage" (\$170,213), and "Monthly payments" (\$473).
- Tie Your Shoe The Right Way:** An instructional video from Real Men Real Style showing how to tie shoelaces.
- Recipes:** A section for "Quick and Easy Chicken Noodle Soup" with a 4.7 star rating and a 30-minute cook time.
- Alexander Hamilton:** A biographical snippet about the Founding Father of the United States, including his birth and death dates and children.
- San Francisco Top sights:** A list of landmarks including Golden Gate Bridge, Pier 39, and Golden Gate Park.
- Hotels:** A list of hotels in San Francisco, such as Prados Hotel and Valley Inn, with their respective prices and ratings.
- Flights to Los Angeles:** A search result for flights from San Francisco (SFO) to Los Angeles (LAX) on Feb 10 and 11, listing airlines like United, Alaska, Virgin America, Delta, American, and Southwest.
- PEOPLE ALSO ASK:** A list of related questions such as "How do you tie your shoes step by step?" and "When should a child be able to tie their shoes?"
- NBA - Yesterday:** A sports result for a game between the Knicks and the Warriors, with a final score of 112-123.

UNPUBLISHED DATA ON UNIVERSAL APPEARANCE

US DESKTOP	BRIGHTEDGE
Quick Answers:	24.9%
Images:	20.3%
Videos:	20.1%
Local Three-Pack:	10.9%
Carousel:	1.5%
News:	1.1%
Keywords Having Universal Listings:	84.4%

JANUARY 2018

NOT ONLY THAT, ORGANIC CARDS ARE EVOLVING

[World Economic Forum Annual Meeting 2018 | World Economic Forum](#)
World Economic Forum › events › worl...

3 days ago · Welcome to this year's Davos live blog. We'll be bringing you highlights from the key sessions, commentary from around the globe, and some of the bits you might have ...

The Davos 2018 environment agenda - what...
Jan 19, 2018 >

Shaping Davos 2017 | World Economic Forum
Jan 17, 2017 >


Accreditation for the Annual Meeting 2017 | ...
Nov 28, 2016 >

World Economic Forum Annual Meeting
Feb 4, 2016 >

→ More results from www.weforum.org

[Apple Pie Recipe | Taste of Home](#)
Taste of Home › recipes › apple...


I remember coming home sullen one day because we'd lost a softball game. Grandma, in her wisdom, suggested, "Maybe a slice of my homemade apple pie will make you feel better." One bite...and ...



Rating 5.0 ★★★★★ (149) Cook time 1 hr 5 min Calories 414 cal

[What is Davos 2018? Who is attending the World Economic Forum? | World | News ...](#)
Daily Express › uk › ... › World

5 hours ago - THE world's most powerful leaders are at Davos 2018 for an annual four-day elite conference known as the World Economic Forum. ... A global political get-together for around 2,500 movers and shakers from the worlds of business, politics, finance and media, the World Economic Forum ...



Juncker MISERY: Brussels chief DROPS chance to flex EU muscles to Davos - an...
5 hours ago

TRUTH about Economic Fo an Illuminati
3 hours ago

- Taller SERPs
- Rich Snippet v2
- Site Carousel
- Longer Meta Descriptions
- AMP
- More and larger images

#1 DOES NOT MEAN 22% ANYMORE

POSITION REQUIRES CONTEXT

Google Search Console

Custom Filter

Keyword	Does not contain	{brand name}	Remove
Position	Better than	2	Remove
Impressions	Greater than	500	Remove

+ Add another

Save filter


CTR	Position
15.16%	1.00
9.98%	1.00
6.55%	1.00
5.86%	1.00
6.78%	1.00
7.44%	1.00
27.47%	1.00
16.65%	1.00
22.59%	1.00
14.05%	1.00
7.37%	1.00
22.41%	1.00
9.61%	1.00
5.56%	1.00
7.56%	1.00
16.36%	1.00
8.95%	1.00

Rank #1 ranges from...

5.6% to **27.5%**

SERP LAYOUT DICTATES RESULTS

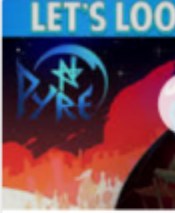
Videos from the web



REVIEW 4:36

Pyre Review

YouTube - 1 day ago



LET'S LOO


Let's Look At

YouTube - 13 h

More about Pyre

Pyre on Steam
store.steampowered.com > ... > Pyre

Pyre is a party-based RPG from the creators of Bastion and Transistor. Lead your band of exiles to freedom through a series of mystical competitions in the Campaign, or challenge a friend to a fast-paced ritual showdown in the head-to-head Versus Mode. ... Pyre is a party-based RPG in ...



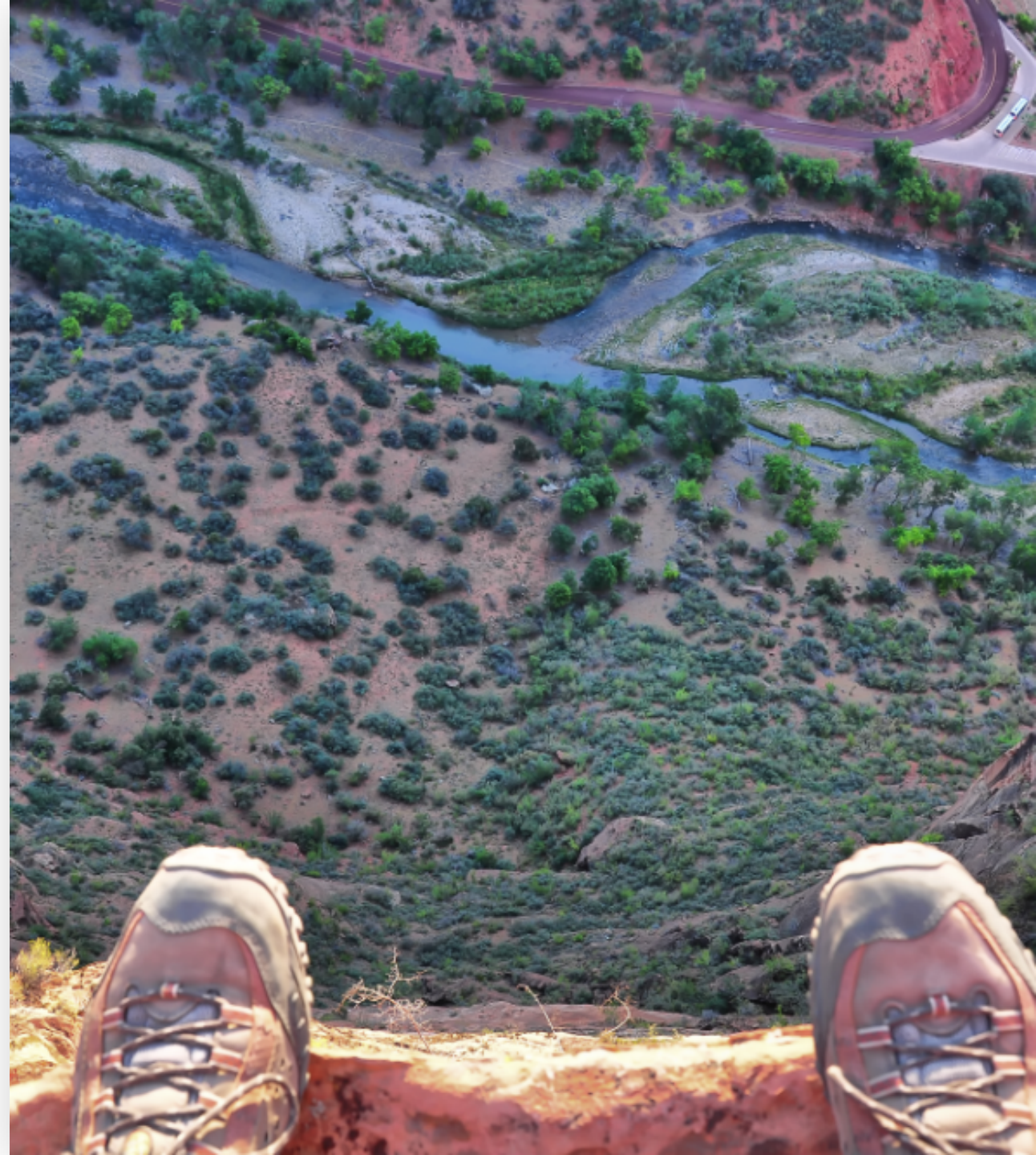
Rating	Price
9/10 ★★★★★ (262)	\$19.99

- Universal categories on the page matters
- Height of organic card matters
- Schema matters
- AMP matters
- Navigation matters
- Quick answer matters
- Knowledge panel matters

THE SERPS ARE YOUR HOME PAGE FOR 47% OF YOUR USERS

Google is engaging the traffic
for longer intervals

You choose between cannibalizing
your traffic or letting someone else



Strategy Depends on SERP Opportunity and Your Content Strength

Defend Organic listings above the fold	Optimize Listings that currently rank below the fold
Create New content for keywords with organic above-the-fold opportunities	Collaborate With PPC ad team to secure above-the- fold presence

Stack.com SEO results grew:

- **Page 1 listings up 80%**
- **Traffic up 61%**
- **Reduced bounce by 73%**

CHALLENGE

Need to increase site visitors while maintaining engagement metrics
How to prioritize for the keywords with quickest impact

SOLUTION

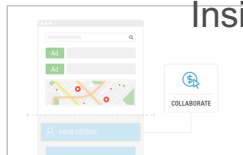
- Initial target keywords. First, the team used BrightEdge Data Cube to identify high volume, fitness related keywords
- SERP visibility. Then, they turned to BrightEdge Intent Signal to analyze the SERP visibility of these keywords and identified a subset of keywords to “Optimize” for quick win on ranking above the fold on SERP
- Competitive research. They then used BrightEdge to analyze the competitive landscape of these keywords
- Implementation. They redesigned the page template to include a new content structure, based on the competitive research, and then launched new web pages with fresh content for their “Optimize” keywords

RESULTS

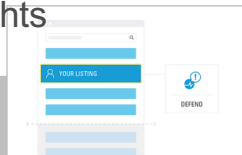
- These “Optimize” keywords increased site visits by 61%, with average bounce-rate-by-page reduced by 73%
- Some keywords shot up to #1 ranking position on SERP within 1-month, such as “hip thrust”

BrightEdge Intent Signal – SERP Visibility

COLLABORATE
Keyword does not rank above the fold, nor do you have content above the fold

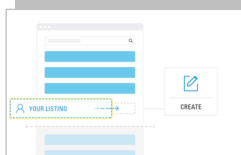


Insights



DEFEND
Keyword and your content are above fold

CREATE
Keyword ranks above the fold, but you do not have existing content



OPTIMIZE
Keyword ranks above the fold, but your content is just below the fold

BE SERP AWARE

Leverage AI to scale up digital marketing programs and create the right content for the right audience in each micro-moment

1. Start with accurate data
2. Understand the changing landscape w/ AI
3. Simplify your strategy to align your team
4. Apply content basics to perform

**ARTIFICIAL
INTELLIGENCE
FOR
CONTENT MARKETING**

BRIGHTEDGE

COPY OF TODAY'S DECK, RESEARCH, AND THE SERP SUMMARY CHECKLIST AND VISUAL SERP SAMPLES

www.brightedge.com/resources/local-seo-guide

One registrant will win a 60% off ticket to Share18 in SF on Oct 9 and 10

Questions and Answers

What are you all seeing in the SERPs and traffic?

Are you using AI and machine learning?

What solutions have you tried?

What are the results?

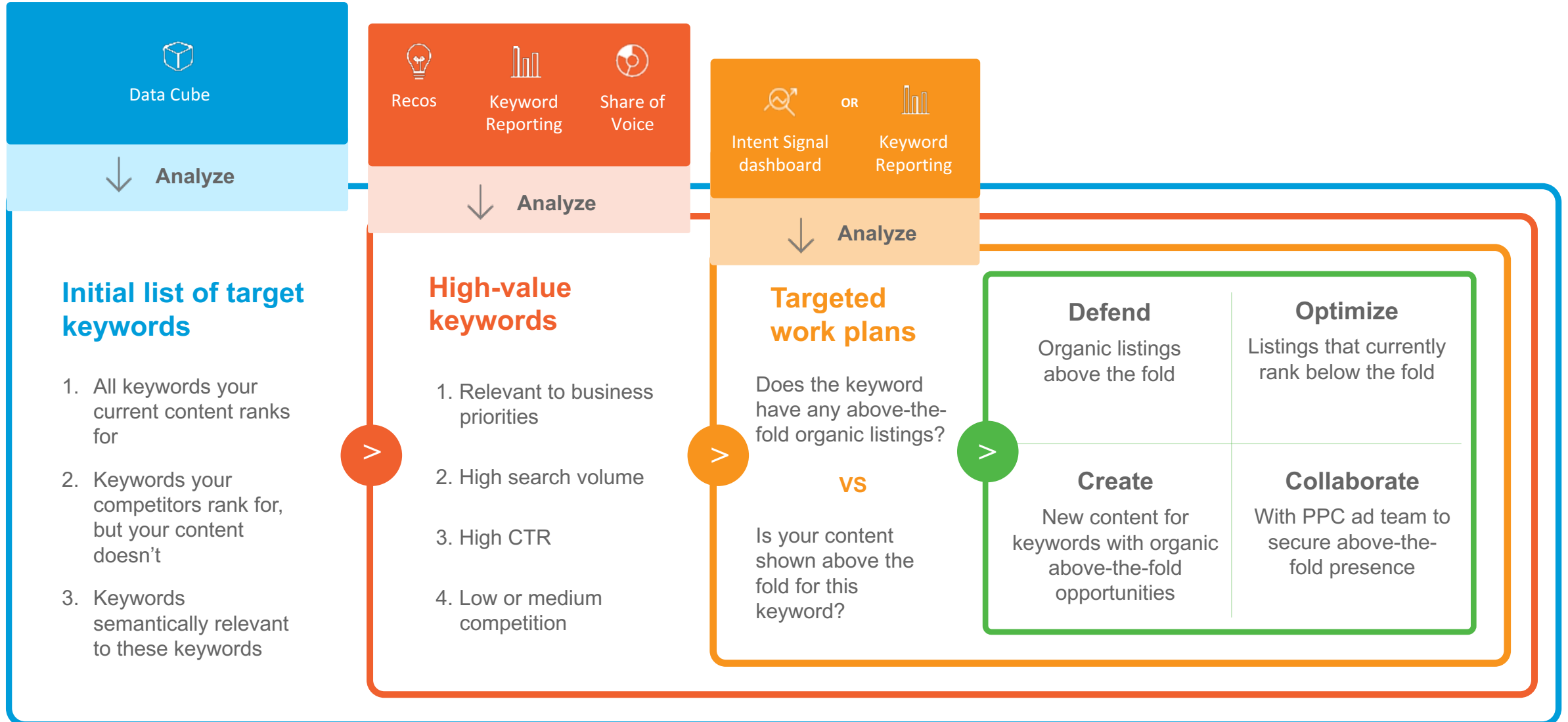
BRIGHTEDGE

APPENDIX

BRIGHTEDGE CONFIDENTIAL

BEST PRACTICE - KEYWORD PRIORITIZATION

Intent Signal supercharges keyword strategies to maximize site traffic acquisition



UNRIVALED SEO STAFF RESOURCES

BrightEdge invests in industry veterans in addition to CS to provide deep insights to the toughest SEO issues
Group members are frequent search industry speakers and prolific industry writers, **149** years combined experience



Lemuel Park
11 years of SEO



Amy Manning
17 years of SEO



Erik Newton
19 years of SEO



Michael Kirchhoff
18 years of SEO



Jim Yu
13 years of SEO



Alex Volk
14 years of SEO



Bill Fergusson
11 years of SEO



Ken Shults
20 years of SEO



Michael DeHaven
21 years of SEO

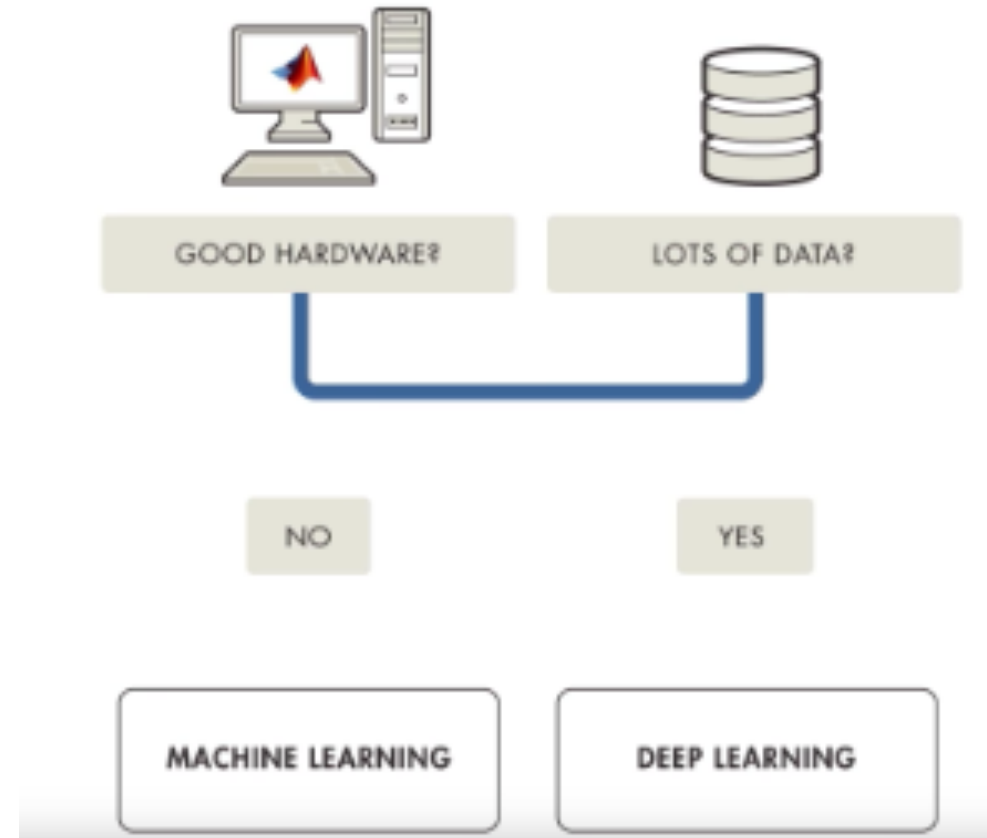


Mark Aspillera
5 years of SEO

AI, Machine Learning, and Deep Learning

Artificial intelligence is the science of **making machines do things requiring human intelligence**. It is human intelligence in machine format where computer programs deliver data-based decisions and perform tasks normally performed by humans.

Deep learning takes artificial intelligence a step further in the sense that algorithms **are programmed to learn and improve without the need for human data input** and reprogramming.



MOBILE SERPS FORESHADOW FUTURE DESKTOP SERPS

Keep an eye on mobile

In a mobile-first world, Google evolves the mobile SERP first and the desktop will follow

Even if your traffic is still majority desktop, you have an incentive to keep an eye on mobile and mobile SERPs



LOCAL 3-PACK

gas near me



All

Maps

Shopping

News

Videos

More

Settings

Tools

About 3,200,000 results (0.86 seconds)



Hours ▾

Sort by ▾

Martin Luther King Jr. Day might affect these hours

A ARCO

Gas Station

0.4 mi · 880 E Hillsdale Blvd · (650) 349-6938

🛢️ \$3.10/Regular



WEBSITE



DIRECTIONS

B ampm

Convenience Store

0.4 mi · 880 E Hillsdale Blvd · (650) 349-6938

Open 24 hours



WEBSITE



DIRECTIONS

C Chevron

Gas Station



WEBSITE



DIRECTIONS

LOCAL 3-PACK WITH ADS

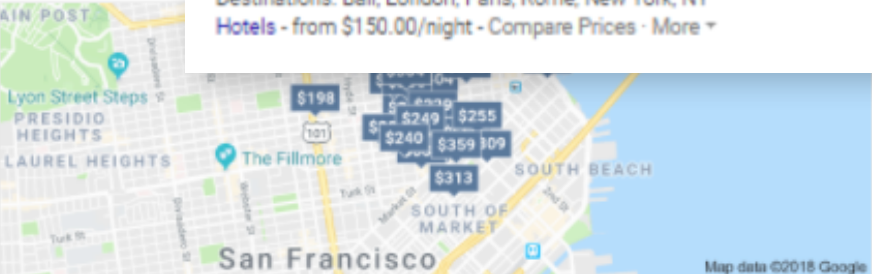
best hotels in san francisco

All Maps News Images Shopping More Settings Tools

About 1,910,000 results (1.66 seconds)

Best Hotels in San Francisco | The Best Hotels. Great Prices | hotels.com
www.hotels.com/San-Francisco/Best-Hotels
Book the Best Hotel in San Francisco. Price Guarantee, No Booking Fee
Amenities: Wifi, Breakfast, Parking, Swimming Pool, Gym, Shuttles




Best Hotels In San Francisco | Top 10 Hotels (with Prices)
www.tripadvisor.com/
★★★★★ Rating for tripadvisor.com: 4.8 - 907 reviews
Find Best Hotels In San Francisco - From \$148 · Lowest Prices & Latest Reviews on TripAdvisor®
Millions of hotel reviews · Easy price comparison · Candid traveler photos
Destinations: Bali, London, Paris, Rome, New York, NY
Hotels - from \$150.00/night - Compare Prices - More



San Francisco

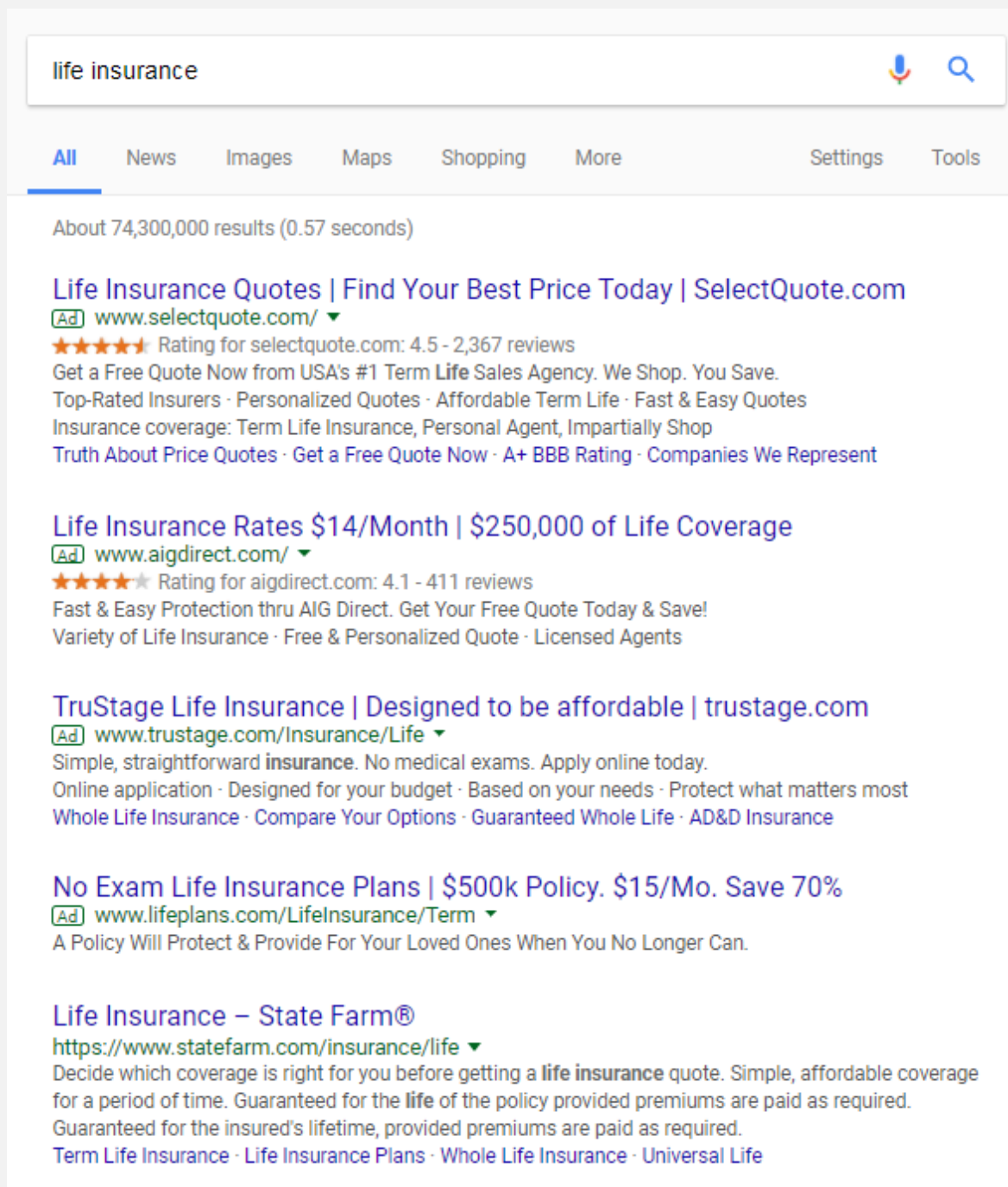
Sun, Jan 21 Mon, Jan 22

Sort by 2 Price 4.0+ rating Hotel class Amenities

Omni San Francisco Hotel 4.5 ★★★★★ (697) · 4-star hotel Refined hotel with a posh steakhouse 17.7 mi	\$262	
Hilton San Francisco Union Square 4.1 ★★★★★ (3,728) · 4-star hotel Sleek hotel with a rooftop bar & a pool 17.4 mi	\$240	
InterContinental San Francisco 4.4 ★★★★★ (1,454) · 4-star hotel	\$313	

PAID 4- PACK TOP

BRIGHTEDGE CONFIDENTIAL



life insurance

All News Images Maps Shopping More Settings Tools

About 74,300,000 results (0.57 seconds)

Life Insurance Quotes | Find Your Best Price Today | SelectQuote.com
[Ad](#) www.selectquote.com/ ▼
★★★★★ Rating for selectquote.com: 4.5 - 2,367 reviews
Get a Free Quote Now from USA's #1 Term **Life** Sales Agency. We Shop. You Save.
Top-Rated Insurers · Personalized Quotes · Affordable Term Life · Fast & Easy Quotes
Insurance coverage: Term Life Insurance, Personal Agent, Impartially Shop
Truth About Price Quotes · Get a Free Quote Now · A+ BBB Rating · Companies We Represent

Life Insurance Rates \$14/Month | \$250,000 of Life Coverage
[Ad](#) www.aigdirect.com/ ▼
★★★★★ Rating for aigdirect.com: 4.1 - 411 reviews
Fast & Easy Protection thru AIG Direct. Get Your Free Quote Today & Save!
Variety of Life Insurance · Free & Personalized Quote · Licensed Agents

TruStage Life Insurance | Designed to be affordable | trustage.com
[Ad](#) www.trustage.com/Insurance/Life ▼
Simple, straightforward **insurance**. No medical exams. Apply online today.
Online application · Designed for your budget · Based on your needs · Protect what matters most
Whole Life Insurance · Compare Your Options · Guaranteed Whole Life · AD&D Insurance

No Exam Life Insurance Plans | \$500k Policy. \$15/Mo. Save 70%
[Ad](#) www.lifeplans.com/LifeInsurance/Term ▼
A Policy Will Protect & Provide For Your Loved Ones When You No Longer Can.

Life Insurance – State Farm®
<https://www.statefarm.com/insurance/life> ▼
Decide which coverage is right for you before getting a **life insurance** quote. Simple, affordable coverage for a period of time. Guaranteed for the **life** of the policy provided premiums are paid as required. Guaranteed for the insured's lifetime, provided premiums are paid as required.
Term Life Insurance · Life Insurance Plans · Whole Life Insurance · Universal Life

IMAGES

pictures of clouds



All

Images

Shopping

News

Videos

More

Settings

Tools

About 2,590,000 results (0.62 seconds)

Images for clouds



→ More images for clouds

Report images

Cloud Images - Pexels - Free Stock Photos

<https://www.pexels.com/search/clouds/>

Find excellent royalty free cloud images and cloud pictures here. High-quality pictures of clouds and photos for you to download and use.

Cloud Photos - Pexels - Free Stock Photos

<https://www.pexels.com/search/cloud/>

VIDEOS

videos of the 90s



All

Videos

Shopping

Images

News

More

Settings

Tools

About 3,230,000 results (0.55 seconds)

According to billboard.com

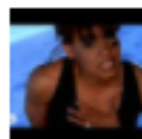
View 3+ more



Virtual
Insanity



November
Rain



Waterfalls



My Name Is



Smells Like
Teen Spirit



Freak on a
Leash

- 10. "Virtual Insanity" Jamiroquai (1997) ...
- 9. "November Rain" Guns N Roses (1992) ...
- 8. "Waterfalls" TLC (1995) ...
- 7. "The Rain (Supa Dupa Fly)" Missy Elliott (1997) ...
- 6. "My Name Is" Eminem (1999) ...
- 5. "Smells Like Teen Spirit" Nirvana (1991) ...
- 4. "Freak On A Leash" Korn (1999) ...
- 3. "Vogue" Madonna (1990)

More items...

[The 10 Best '90s Music Videos: Poll Results | Billboard](#)

www.billboard.com/articles/news/468658/the-10-best-90s-music-videos-poll-results

About this result Feedback

[The 25 Most Iconic Music Videos of the '90s | Indie88](#)

<https://indie88.com/the-25-most-iconic-music-videos-of-the-90s/>

GOOGLE FOR JOBS

Search results for "director of engineering positions" near Foster City, CA.

Search filters: Management, Past 3 days, Full-time, Computer & IT, Science & Engineering, Manufacturing

- Director of Engineering**
Granular
San Francisco, CA
via Glassdoor
25 days ago Full-time
- Director of Engineering**
CSC Generation
Palo Alto, CA
via Glassdoor
11 days ago Full-time
- Director Of Engineering**
PTR Staffing
Hayward, CA
via CareerBuilder
11 days ago \$ 100K-130K a year Full-time

→ 100+ more jobs

QUICK ANSWER

knowledge based trust



All

Images

News

Videos

Shopping

More

Settings

Tools

About 75,100,000 results (0.51 seconds)

Scholarly articles for **knowledge based trust**

... of innovation attributes and **knowledge-based trust** - Lin - Cited by 396

... swift **trust** and **knowledge-based trust** in face-to-face ... - Robert - Cited by 310

... affect-and cognition-based **trust** in complex **knowledge** ... - Chowdhury - Cited by 486

On February 12th eight Google engineers set the search world abuzz by publishing an academic paper entitled **Knowledge-Based Trust: Estimating the Trustworthiness of Web Sources** that describes how **trust** and factual accuracy could be used to rank websites in the SERPs. Feb 12, 2015



Knowledge-Based Trust – A New Google Ranking Factor? - BrightEdge

<https://www.brightedge.com/blog/knowledge-based-trust-a-new-google-ranking-factor/>

About this result Feedback

Knowledge-Based Trust – A New Google Ranking Factor? - BrightEdge

<https://www.brightedge.com/blog/knowledge-based-trust-a-new-google-ranking-factor/>

Feb 12, 2015 - On February 12th eight Google engineers set the search world abuzz by publishing an academic paper entitled **Knowledge-Based Trust: Estimating the Trustworthiness of Web Sources** that describes how **trust** and factual accuracy could be used to rank websites in the SERPs.

You've visited this page 2 times. Last visit: 11/10/16

Knowledge-Based Trust | BrightEdge

<https://www.brightedge.com/content/knowledge-based-trust>

Knowledge-based trust is the idea that an algorithm can establish the level of trust a website deserves based on its accuracy.

SHOPPING






buy dna kit

All Shopping Images News Videos More Settings Tools

About 2,000,000 results (0.54 seconds)

Shop for buy dna kit on Google

Sponsored

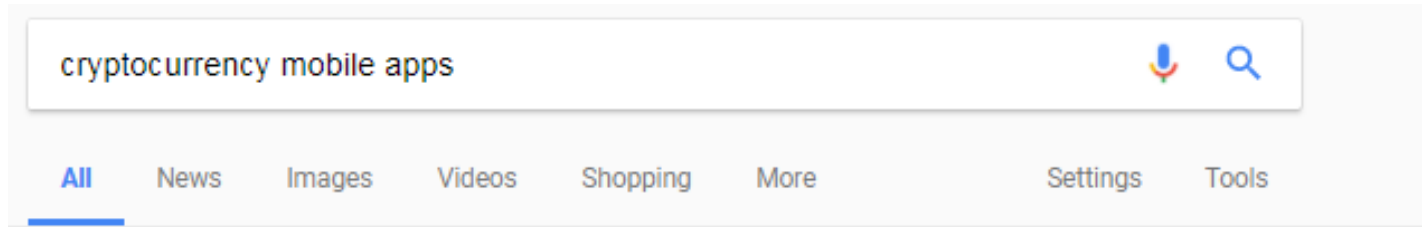
 <p>AncestryDNA Official - DNA... \$79.00 AncestryDNA</p>	 <p>23andMe DNA Ancestry Testing \$99.00 23andMe</p>	 <p>PureLink and Microbiome DN... \$280.00 Thermo Fisher...</p>	 <p>MyHeritage DNA Ancestry Testin... \$69.00 MyHeritage DNA Special offer</p>	 <p>DNA Extract All Reagents Kit \$160.00 Thermo Fisher...</p>
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AncestryDNA® DNA Testing Kit | Simple & Easy. Safe & Secure.
www.ancestrydna.com/
Join the World's Largest Consumer DNA Database & Discover Your Ethnic Mix Today!
Over 150 Ethnic Regions · Most Detailed DNA Test · Join 6+ Million People · Simple & Easy.
Services: Ethnicity Mix Report, New Relative Discovery, Family History, DNA Testing

DNA Testing Kit for Ancestry | Only \$69 - Sale Ends Today
www.myheritage.com/Special/DNA-Sale
The Most Accurate DNA Test for Ancestry on the Market - Order your DNA Test Now!

Amazon.com: AncestryDNA: Genetic Testing - DNA Ancestry Test Kit ...
<https://www.amazon.com/AncestryDNA-Genetic-Testing-Ancestry.../B00TRLVKW0>
★★★★★ Rating: 3.9 - 2,169 reviews
Buy AncestryDNA: Genetic Testing - DNA Ancestry Test Kit on Amazon.com ✓ FREE SHIPPING on qualified orders.

APPS



About 1,410,000 results (0.40 seconds)

10 best cryptocurrency apps for Android - Android Authority

<https://www.androidauthority.com/best-cryptocurrency-apps-for-android-581192/> ▼

Nov 8, 2017 - All over the world there are people mining for Bitcoins, Doge coins, and various other forms of currency. ... In this roundup, we'll take a look at the best **cryptocurrency apps** for Android. ... Bitcoin Checker is one of the most popular **cryptocurrency apps**.

The Best Cryptocurrency Apps for iPhone | Wirefly

<https://www.wirefly.com/guides/best-cryptocurrency-apps-for-iphone> ▼

Hence, a tool that can show the real-time prices of various cryptocurrencies on **mobile** devices can be an excellent alternative. For this article, the purpose is to explore some of the best **cryptocurrency apps** for the iPhone. With these **apps**, crypto traders can check graphs, industry news, and real-time pricing of the coins.

Blockfolio Bitcoin/Altcoin App on the App Store - iTunes - Apple

<https://itunes.apple.com/us/app/blockfolio-bitcoin-altcoin-app/id1095564685?mt=8> ▼

★★★★★ Rating: 4.6 - 2,971 reviews - Free - iOS - Finance

Nov 13, 2017 - Blockfolio offers complete Bitcoin and Altcoin **cryptocurrency** management, with easy to use tools to keep track of all your crypto investments. Get detailed price and market information for individual currencies and your entire portfolio all in one place. Highlights of Blockfolio: - Portfolio Overview: View all your ...

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San Francisco, CA (SFO)

Las Vegas, NV (LAS)

Sat, January 27



Mon, January 29



Nonstop

Frontier	1h 40m	from \$84
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United	1h 35m	from \$140
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American	4h 20m+	from \$130
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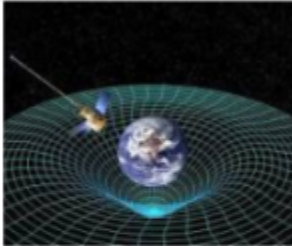
KNOWLEDGE

theory of relativity

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Albert Einstein, in his **theory** of special **relativity**, determined that the laws of physics are the same for all non-accelerating observers, and he showed that the speed of light within a vacuum is the same no matter the speed at which an observer travels. Nov 7, 2017



[Einstein's Theory of General Relativity: A Simplified Explanation](https://www.space.com/17661-theory-general-relativity.html)
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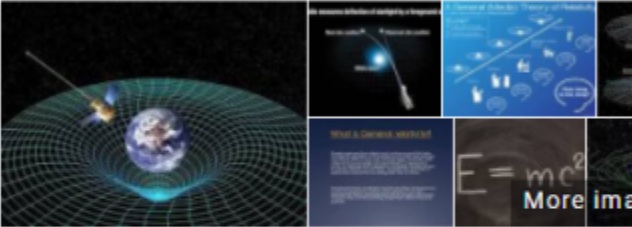
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Theory of relativity





The theory of relativity usually encompasses two interrelated theories Albert Einstein: special relativity and general relativity. [Wikipedia](#)

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In physics, special relativity is the generally accepted and experimentally well-confirmed physical theory ...




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Market summary > Tableau Software Inc Class A

NYSE: DATA - Jan 12, 4:38 PM EST



74.52 USD ↑ 0.79 (1.07%)

After-hours: 74.52 0.00 (0.00%)

1 day

5 day

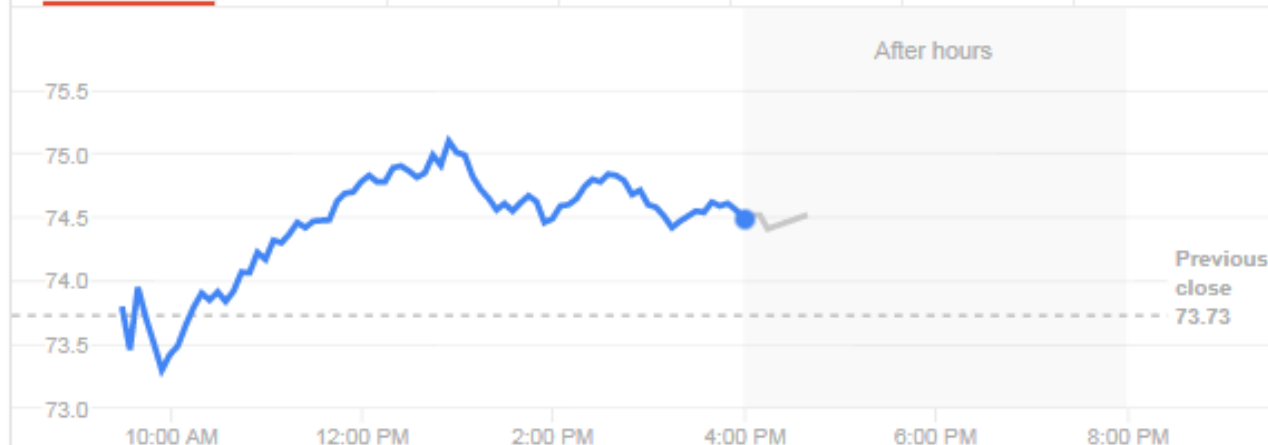
1 month

3 month

1 year

5 year

max



Open 73.80

High 75.17

Low 73.27

Mkt cap 5.94B

P/E ratio -

Div yield -

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Vikings game



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Minnesota Vikings

1st in NFC North



Vikings

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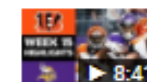
7

Final
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Vikings

34



Vikings

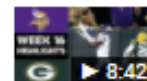
16

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10

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23



NFL Divisional Round



Saints

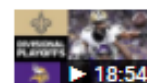
24

Final
Yesterday



Vikings

29



NFL Conference Championships



Vikings

Sun, 1/21
3:40 PM



Eagles

All times are in Pacific Time

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recipe for lasagna



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1. Cook noodles according to package directions; drain. ...
2. Stir in tomatoes, tomato paste, water, sugar, 3 tablespoons parsley, basil, fennel, 1/2 teaspoon salt and pepper; bring to a boil. ...
3. In a small bowl, mix egg, ricotta cheese, and remaining parsley and salt.
4. Preheat oven to 375°. ...
5. Bake, covered, 25 minutes.



[Best Lasagna Recipe | Taste of Home](https://www.tasteofhome.com/recipes/best-lasagna)

<https://www.tasteofhome.com/recipes/best-lasagna>

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SCHOLARLY Research

research on cancer



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Scholarly articles for **research on cancer**

Statistical methods in **cancer research** - Breslow - Cited by 14812

Some drinking-water disinfectants and contaminants, ... - IARC Working Group on ... - Cited by 407

Non-ionizing Radiation: Static and extremely low- ... - IARC Working Group on ... - Cited by 381

Cancer research is **research** into **cancer** to identify causes and develop strategies for prevention, diagnosis, treatment, and cure. **Cancer research** ranges from epidemiology, molecular bioscience to the performance of clinical trials to evaluate and compare applications of the various **cancer** treatments.

[Cancer research - Wikipedia](#)

https://en.wikipedia.org/wiki/Cancer_research

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