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On-Page Optimization: What You May Be Missing

Mary Bowling











Technical Foundation

**Assume Nothing
Check Everything**

- ☐ Titles and tags
- ☐ XML site map
- ☐ Robots.txt
- ☐ Robots metatags
- ☐ Indexing
- ☐ Crawl errors
- ☐ URLs
- ☐ Content

- ☐ Canonicalization
- ☐ Cannibalization
- ☐ Photo/Video opti
- ☐ Internal linking
- ☐ Mobile-friendliness
- ☐ Page Speed
- ☐ Schema
- ☐ Rich Snippets



NAP + URL Consistency

Data Providers #5

Quality/Authority #8

Tier 1 Consistency#9



**CHECK
&
FIX!**

NAP Consistency

- <https://moz.com/local/search>
- <https://whitespark.ca/blog/category/citations/>
- <https://moz.com/blog/advanced-citation-audit-clean-up-achieve-consistent-data-higher-rankings>

Store Locators

Prominent on all pages

Easy-to-use

Super-crawlable

Logical Hierarchy

Copious internal linking

Separate page for each location

Unique, location-specific content

Home [Locations](#)

Roto-Rooter U.S. Plumbers: Select a State



- | | |
|------------------------|------------------|
| ▶ Alabama | ▶ Montana |
| ▶ Alaska | ▶ Nebraska |
| ▶ Arizona | ▶ Nevada |
| ▶ Arkansas | ▶ New Hampshire |
| ▶ California | ▶ New Jersey |
| ▶ Colorado | ▶ New Mexico |
| ▶ Connecticut | ▶ New York |
| ▶ Delaware | ▶ North Carolina |
| ▶ District of Columbia | ▶ North Dakota |
| ▶ Florida | ▶ Ohio |
| ▶ Georgia | ▶ Oklahoma |
| ▶ Hawaii | ▶ Oregon |
| ▶ Idaho | ▶ Pennsylvania |
| ▶ Illinois | ▶ Rhode Island |
| ▶ Indiana | ▶ South Carolina |
| ▶ Iowa | ▶ South Dakota |
| ▶ Kansas | ▶ Tennessee |
| ▶ Kentucky | ▶ Texas |
| ▶ Louisiana | ▶ Utah |
| ▶ Maine | ▶ Vermont |

Store Locators

Home > Store Locators

Roto-Rooter U.S. Plumbers: Select a State

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SAAS Solutions

- ▶ Alabama
- ▶ Alaska
- ▶ Arizona
- ▶ Arkansas
- ▶ California
- ▶ Colorado
- ▶ Connecticut
- ▶ Delaware
- ▶ District of Columbia
- ▶ Florida
- ▶ Georgia
- ▶ Hawaii
- ▶ Idaho
- ▶ Illinois
- ▶ Indiana
- ▶ Iowa
- ▶ Kansas
- ▶ Kentucky
- ▶ Louisiana
- ▶ Maine
- ▶ Montana
- ▶ Nebraska
- ▶ Nevada
- ▶ New Hampshire
- ▶ New Jersey
- ▶ New Mexico
- ▶ New York
- ▶ North Carolina
- ▶ North Dakota
- ▶ Ohio
- ▶ Oklahoma
- ▶ Oregon
- ▶ Pennsylvania
- ▶ Rhode Island
- ▶ South Carolina
- ▶ South Dakota
- ▶ Tennessee
- ▶ Texas
- ▶ Vermont

Define Entities & Relationships



ORG. **biz type**
services
products



WWW.



Define Entities & Relationships

**Nested
Schema**



ORG.

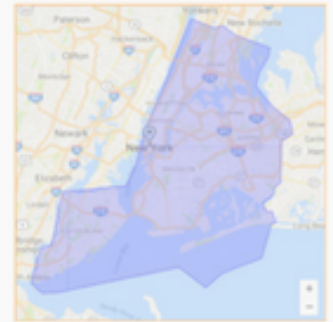
biz type

services

products



WWW.



Be a Star in the SERPs

Sparks Steak House
4.2 ★★★★★ (287)
\$\$\$\$ - Steak - 210 E 46th St
Open until 11:00 PM
📍 Best Restaurants in the East 40s



Review summary



4.2



287 reviews



"Old school **ambience**, decent steaks, attentive **staff**."



"Amazing **service** and amazing **selection** of wine"



"Great **place** for a small **group** of guys to kick back and stuff themselves."

Sparks Steak House ★

4.2 ★★★★★ 287 Google reviews
\$\$\$\$ - Steak House

[Website](#) [Directions](#)

Rating ▾ Steak ▾ Price ▾ Hours ▾

Sparks Steak House
4.2 ★★★★★ (287) - \$\$\$\$ - Steak
Storied beef emporium
210 E 46th St
Tourists - Coffee - Great cocktails

[Sparks Steak House - 312 Photos & 674 Reviews - Steakhouses - 210 ...](#)
<https://www.yelp.com/> Restaurants > Steakhouses ▾
★★★★★ Rating: 3.6 - 674 reviews - Price range: Above \$61
674 reviews of **Sparks Steak House** "4 stars. Came here ... Photo of **Sparks Steak House** - New York, NY, United States - Bradley R. ... El A. Manhattan, NY.

[Sparks Steak House, New York City - Midtown - Menu, Prices ...](#)
<https://www.tripadvisor.com/> ... > New York City > New York City Restaurants ▾
★★★★★ Rating: 4 - 1,017 reviews
Reserve a table at **Sparks Steak House**, New York City on TripAdvisor: See 1017 unbiased reviews of **Sparks Steak House**, rated 4 of 5 on TripAdvisor and ...

[Sparks Steak House Restaurant - New York, NY | OpenTable](#)
www.opentable.com ... > New York / Tri-State Area > Manhattan > Midtown East ▾
★★★★★ Rating: 4.4 - 1,720 reviews - Price range: \$50 and over
Book now at **Sparks Steak House** in New York, explore menu, see photos and ... a family owned and operated business and is located in midtown **Manhattan**, ...

[Sparks Steak House - New York | Restaurant Review - Zagat](#)
<https://www.zagat.com/r/sparks-steak-house-new-york> ▾
★★★★★ Rating: 4.5 - 1 vote
Thinking of visiting **Sparks Steak House**? Explore their menu, read reviews, get directions and compare prices before you go!

[Sparks Steak House - Midtown East - New York Magazine Restaurant ...](#)
nymag.com > Restaurants ▾
★★★★★ Rating: 9/10 - 16 reviews
Apr 25, 2013 - A saloon-like **steakhouse** where waiters wheel carts of beef up to ... See the review of this **Steakhouse** restaurant at 210 E. 46th St. in **Manhattan**.

[Sparks Steak House, New York, New York City - Urbanspoon/Zomato](#)
<https://www.zomato.com> > United States > New York City > Manhattan > Turtle Bay ▾
★★★★★ Rating: 3.9 - 338 votes - Price range: Average \$200 for two people (approx.)
Sparks Steak House New York City; **Sparks Steak House**, New York; Get Menu, Reviews, Contact, Location, Phone Number, Maps and more for **Sparks Steak** ...

The Stillery Nashville

www.stillerynashville.com/

Fine Shine, Good Eats, Moonshine, **The Stillery**. ... Down Arrow. Header-logo. 113 2nd Ave N Nashville, TN 37201 | 615-942-8080. Toggle navigation.

Menu

Served w/ house cut fries mixed greens or baked mac & cheese ...

Photos

PHOTOS. img-02 · img-01 · 65d904_90ae951a222349fb8 ...

[More results from stillerynashville.com »](#)

Contact us

113 2nd Ave N Nashville, TN 37201.
615-942-8080 · info ...

About

ABOUT US. The Stillery is the kind of place you can relax, eat ...

The Stillery - 487 Photos & 564 Reviews - American (New) - 113 2nd ...

<https://www.yelp.com> · Restaurants · American (New) ▾

★★★★★ Rating: 4.5 - 564 reviews - Price range: \$11-30

Photo of **The Stillery - Nashville**, TN, United States. Brussels Sprout Pizza Photo of **The Stillery - Nashville**, TN, United States. Hot chicken mac and Photo of The ...

The Stillery, Nashville - Restaurant Reviews, Phone Number & Photos ...

<https://www.tripadvisor.com> · ... · Tennessee (TN) · Nashville · Nashville Restaurants ▾

★★★★★ Rating: 4.5 - 490 reviews

Reserve a table at **The Stillery, Nashville** on TripAdvisor: See 490 unbiased reviews of The Stillery, rated 4.5 of 5 on TripAdvisor and ranked #14 of 2014 ...

The Stillery | Facebook

<https://www.facebook.com> · Places · Nashville, Tennessee · Restaurant ▾

★★★★★ Rating: 4.8 - 232 votes

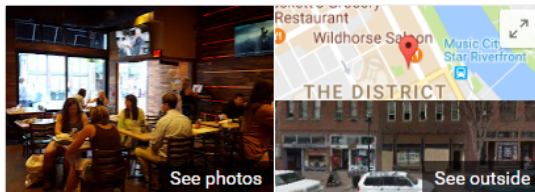
The Stillery, Nashville, Tennessee. 2811 likes · 226 talking about this · 12490 were here. Now Open! Join us from 11 daily for the best grub downtown.

The Stillery Restaurant - Nashville, TN | OpenTable

www.opentable.com · Home · United States · Nashville · Nashville · Downtown ▾

★★★★★ Rating: 4.7 - 147 reviews - Price range: \$30 and under

Book now at **The Stillery** in **Nashville**, explore menu, see photos and read 147 reviews: "Good food and drinks. We loved the pizza. The next time I make a ...



The Stillery ★

4.6 ★★★★★ 153 Google reviews

American Restaurant

Website

Directions

Know this place? Answer quick questions

Mason jar cocktails, burgers & brick-oven pizza in a modern space with live music on weekends.

Address: 113 2nd Ave N, Nashville, TN 37201

Hours: Open today · 11AM-11PM ▾

Phone: (615) 942-8080

Menu: stillerynashville.com

Reservations: opentable.com

[Suggest an edit](#)

Reviews from the web

Facebook

4.8/5

232 votes

OpenTable

4.7/5

147 reviews

Foursquare

9/10

70 votes

Popular times

Now: Usually not too busy

Saturdays ▾

The Stillery

4.6 ★★★★★ (153) · American

Mason jar cocktails, burgers & brick-oven pizza in a modern space with live music on weekends.

113 2nd Ave N


Tourists · Live music · Great cocktails



Review summary

[Edit your review](#)




 "The atmosphere was phenomenal with the live music decor and service."

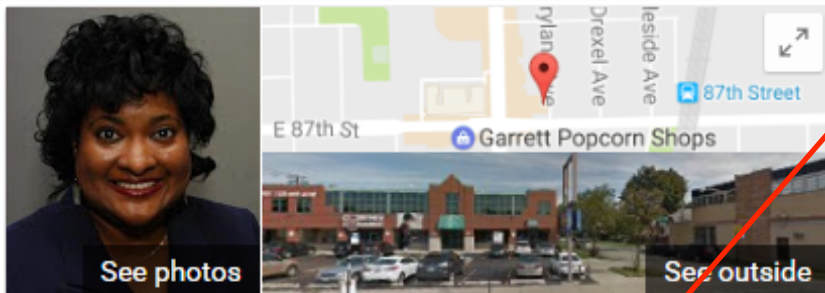
 "Great food, quantity, and quality for the price."

 "Mac and cheese with hot chicken and a side of homemade pizza!"

 **Mary Bowling** · 2 weeks ago · [Edit](#)
★★★★★

Google reviews

 **Rachel Wille**
a week ago
★★★★★ My husband and I went here this past weekend. We sat at the bar. Our bartender was awesome...I don't remember his name but he used to live in Colorado (we know this because we are from there) Any ways, he was awesome and made my husband an ... [More](#)



Allstate Insurance: Rhonda M. Moore ★

5.0 ★★★★★ 2 Google reviews

Insurance agency in Chicago, Illinois

Address: 822 E 87th St #102b, Chicago, IL 60619

Phone: (773) 994-6700

Hours: Open today · 9AM–1PM

[Suggest an edit](#)

Reviews from the web

4.6/5 Allstate Agent · 29 reviews

Reviews

2 Google reviews

[Write a review](#)

[Add a photo](#)

Rhonda M. Moore - Allstate Agent

<https://agents.allstate.com> > IL > Chicago Insurance Agents ▾

★★★★★ Rating: 4.6 - 29 reviews

Get a free quote now! Rhonda M. Moore is your local Chicago, IL Allstate agent; offering insurance for auto, life, home and more.

Life, Homeowner, & Car Insurance Quotes in Chicago ... - Allstate Agent

<https://agents.allstate.com> > IL > Chicago Insurance Agents ▾

★★★★★ Rating: 4.1 - 20 reviews

Get a free quote now! Roman Zoladz is your local Chicago, IL Allstate agent; offering insurance for auto, life, home and more.

Life, Homeowner, & Car Insurance Quotes in Chicago ... - Allstate Agent

<https://agents.allstate.com> > IL > Chicago Insurance Agents ▾

★★★★★ Rating: 4.9 - 21 reviews

Get a free quote now! Malham Family Agency is your local Chicago, IL Allstate agent; offering financial services and insurance for auto, life, home and more.

Life, Homeowner, & Car Insurance Quotes in Chicago ... - Allstate Agent

<https://agents.allstate.com> > IL > Chicago Insurance Agents ▾

★★★★★ Rating: 4.4 - 89 reviews

Get a free quote now! Timothy Leyden is your local Chicago, IL Allstate agent; offering financial services and insurance for auto, life, home and more.

Life, Homeowner, & Car Insurance Quotes in Chicago ... - Allstate Agent

<https://agents.allstate.com> > IL > Chicago Insurance Agents ▾

★★★★★ Rating: 4.3 - 73 reviews

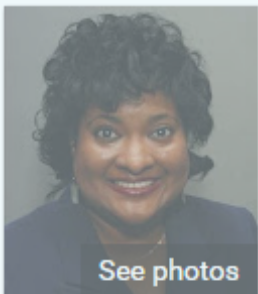
Get a free quote now! Frances Wright is your local Chicago, IL Allstate agent; offering financial services and insurance for auto, life, home and more.

Life, Homeowner, & Car Insurance Quotes in Chicago ... - Allstate Agent

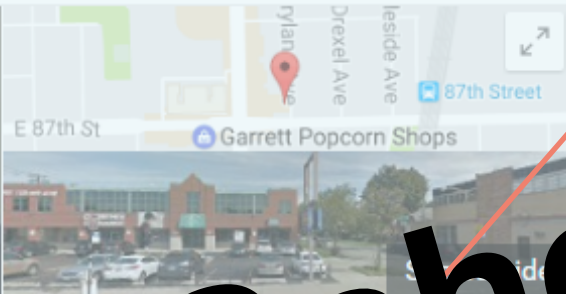
<https://agents.allstate.com> > IL > Chicago Insurance Agents ▾

★★★★★ Rating: 4.6 - 29 reviews

Get a free quote now! Rhonda M. Moore is your local Chicago, IL Allstate agent; offering insurance for auto, life, home and more.



See photos



Allstate Insurance Rhonda M. Moore ★

5.0 ★★★★★ 2 Google reviews

Insurance agency in Chicago, Illinois

Address: 822 E 87th St #102b, Chicago, IL 60619

Phone: (773) 994-6700

Hours: Open today · 9AM–1PM

Suggest an edit

Reviews from the web

4.6/5 Allstate Agent · 29 reviews

Reviews

2 Google reviews

Write a review

Add a photo

Rhonda M. Moore - Allstate Agent

<https://agents.allstate.com> > IL > Chicago Insurance Agents ▾

★★★★★ Rating: 4.6 - 29 reviews

Get a free quote now! Rhonda M. Moore is your local Chicago, IL Allstate agent; offering insurance for auto, life, home and more.

Life, Homeowner, & Car Insurance Quotes in Chicago ... - Allstate Agent

<https://agents.allstate.com> > IL > Chicago Insurance Agents ▾

★★★★★ Rating: 4.9 - 20 reviews

Get a free quote now! Roman Zoladz is your local Chicago, IL Allstate agent; offering insurance for auto, life, home and more.

Life, Homeowner, & Car Insurance Quotes in Chicago ... - Allstate Agent

<https://agents.allstate.com> > IL > Chicago Insurance Agents ▾

★★★★★ Rating: 4.9 - 21 reviews

Get a free quote now! Malham Family Agency is your local Chicago, IL Allstate agent; offering financial services and insurance for auto, life, home and more.

Life, Homeowner, & Car Insurance Quotes in Chicago ... - Allstate Agent

<https://agents.allstate.com> > IL > Chicago Insurance Agents ▾

★★★★★ Rating: 4.4 - 89 reviews

Get a free quote now! Timothy ... is your local Chicago, IL Allstate agent; offering financial services and insurance for auto, life, home and more.

Life, Homeowner, & Car Insurance Quotes in Chicago ... - Allstate Agent

<https://agents.allstate.com> > IL > Chicago Insurance Agents ▾

★★★★★ Rating: 4.6 - 29 reviews

Get a free quote now! Frances Wright is your local Chicago, IL Allstate agent; offering financial services and insurance for auto, life, home and more.

Life, Homeowner, & Car Insurance Quotes in Chicago ... - Allstate Agent

<https://agents.allstate.com> > IL > Chicago Insurance Agents ▾

★★★★★ Rating: 4.6 - 29 reviews

Get a free quote now! Rhonda M. Moore is your local Chicago, IL Allstate agent; offering insurance for auto, life, home and more.

Schema & SAAS



Serve Rich Results

Current Opportunities

Creative Works

Articles

Books

Courses

Music

Recipes

Reviews

TV & Movies

Videos

Site Structure

Breadcrumbs

Sitelinks Searchbox

Your Site Name in Results

Authorized Presence

Corporate Contacts

Logos

Social Profile Links

Commerce

Local Businesses

Events

Products

Science

Science Datasets

Mark Up Your Content Items

Content Type	Available Features
Articles	Top stories carousel (AMP-only) Rich cards
Local Businesses	Place actions
Music	Music actions
Recipes	Rich cards Host-specific lists
Reviews	Critic review cards
TV & Movies	Watch actions
Videos	Rich cards

✕

Davida Salon ★

4.4 ★★★★★

28 Google reviews

Hair Salon

Website

Directions

Address: 1711 2nd Ave, New York, NY 10128

Phone: (212) 722-5900

Hours: Open today · 8AM–8PM ▾

Products and Services: places.singleplatform.com

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Make an appointment

mytime.com

Continue booking


Pick a service ▾

Hair Styling

Haircut

Hair Coloring

Conditioning Treatment



Enable Place Actions



Reservations, Appointments, Online Booking - Interest Form

Thanks for your interest in actionable links on Google.

If you own/work for a website or mobile app which offers restaurant reservations, appointment booking, online ordering, or other similar services which can be directly reserved or booked online by end users, and would like to let Google know, you are welcome to fill out this form.

Enhance Your Site's Attributes

Colorado Board of Nursing State CE Requirements | Nursing ...

ce.nurse.com > [CE Requirements By State](#) ▼

There are some pretty big advantages in choosing nurse.com for your continuing education: Our system allows for you to keep track of all your transcripts in one ...

Continuing Education and Professional Development | UC College of ...

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The College of Nursing offers undergraduate and graduate degree programs, ... Advance your career through our diverse offerings in continuing education, ...



Red Rocks Entertainment Concerts | Concerts Events | Listing

[redrocksonline.com/concerts-events/listing](#) ▼

AEG Live is thrilled to announce Method Man & Redman, Flatbush Zombies live at Red Rocks Amphitheatre Wednesday, April 19, 2017. PURCHASE ...

Wed, Apr 19 [Method Man & Redman ...](#)

Thu, Apr 20 [Flosstradamus](#)

Sat, Apr 29 [Joe Russo's Almost Dead with ...](#)

TCL Chinese Theatre ★

4.2 ★★★★★ 780 Google reviews

Movie Theater

[Website](#)

[Directions](#)

This iconic, opulent theater hosts movie premieres & immortalizes hand- & footprints of the stars.

Located in: [Hollywood & Highland](#)

Address: Hollywood & Highland, 6925 Hollywood Blvd, Hollywood, CA 90028

Phone: (323) 461-3331

Showtimes • Fri, Feb 17

All times are in PT

	Fri, Feb 17	Sat, Feb 18	Sun, Feb 19	Mon, Feb 20
All times				
Morning				
Afternoon				
Evening				
Night				

The Great Wall

IMAX 3D 4:30pm 7:30pm 10:30pm

Lobbyists & Handprints Tour

Standard 5:15pm 6:00pm 8:00pm 9:00pm

TCL Chinese Theatre Tour

Standard 3:30pm 4:15pm 6:45pm

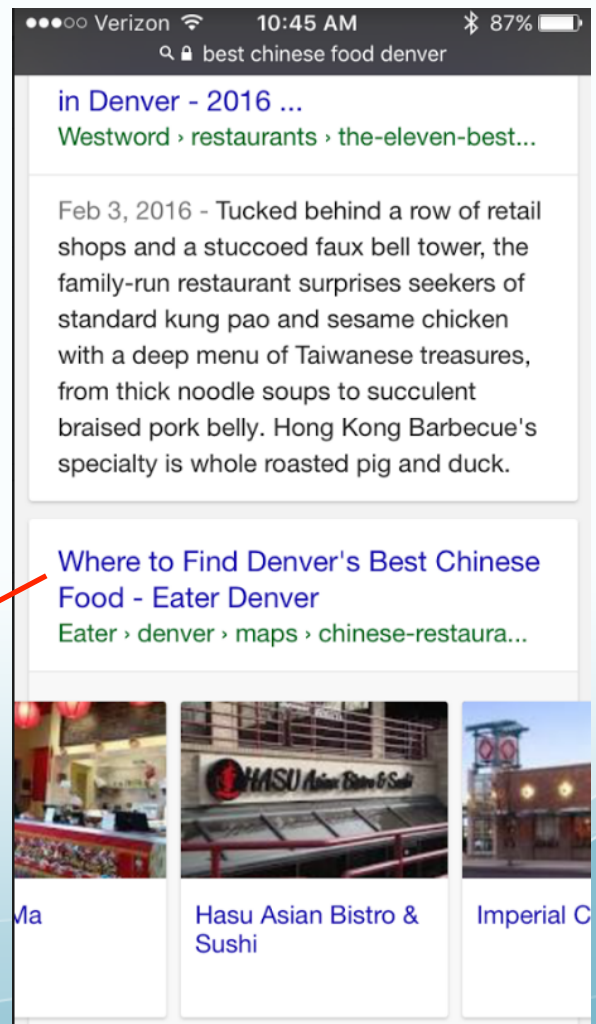
Mark Up Your Lists

Google Top Places Lists Interest Form

Please use this form to register your interest for inclusion in the Google Top Lists feature. Prior to submitting this form, please ensure that your site follows the criteria found here:

<https://developers.google.com/search/pilot/open/top-places-lists>

<http://denver.eater.com/maps/chinese-restaurants-denver>



A waiter in a tuxedo and white gloves holds a silver cloche. The image is semi-transparent, serving as a background for the text.

**Help Google
Present You**

Serve Rich Results

Get Answer Boxes



Canada Built Home Kit - Save 20-30% on Exchange Ship to US

www.tamlinecustombuilder.com/

Hand crafted with Quality Woods.

Custom Home Packages - Save 30% Exchange Rate

Highlights: Award-Winning Service, Quality-Crafted Home Packages, In-House Designers...

Log Homes UK & Ireland - FinestAmLogCabins.co.uk

www.finestamlogcabins.co.uk/

Design And Build, Custom Cabins Quality Log Homes And Mobile Homes

50% Off Log Cabin Homes - Manufacturer Direct Savings

www.eloghomes.com/

1000s of Floor Plans & Design Ideas - Mfg Direct, Custom Design & Build

Sensible & Complete Kits - Top Energy Efficient Kits - Most Competitive Packages

Log Home Gallery - 100's of Unique Models

Log Cabins - Great Prices - timber-cabins.co.uk

www.timber-cabins.co.uk/

Large range of timber Log Cabins, Garden, residential. Free delivery

Wood houses / log cabin prices - price list

	Model	Price Range
Three bedrooms	The Suffolk (1054 sq. ft of living space)	£44,850
Three bedrooms	The Lodge (Code LCH80) (1050 sq. ft)	£49,950
Three bedrooms	Master Lodge (Code LCH95) (835 sq.ft)	£49,950
Three bedrooms	Grand Lodge (Code LCH111) (925 sq.ft)	£54,600

8 more rows

Wood houses / log cabin prices - price list.

www.logcabinhome.co.uk/log-cabins-homes/pricelisthomes.html



About this result • Feedback

Wood houses / log cabin prices - price list.

www.logcabinhome.co.uk/log-cabins-homes/pricelisthomes.html

Nov 1, 2016 - Wood houses / log cabin prices - price lists with descriptions, leading to product pages. ...

<http://www.logcabinhome.co.uk/>. Call 01279 755155.

Google

log cabin prices uk

Wood houses / log cabin prices - price list

	Model	Price Range
Three bedrooms	The Suffolk (1054 sq. ft of living space)	£44,850
Three bedrooms	The Lodge (Code LCH80) (1050 sq. ft)	£49,950
Three bedrooms	Master Lodge (Code LCH95) (835 sq.ft)	£49,950
Three bedrooms	Grand Lodge (Code LCH111) (925 sq.ft)	£54,600

8 more rows

Wood houses / log cabin prices - price list.

www.logcabinhome.co.uk/log-cabins-homes/pricelisthomes.html



About this result • Feedback

tennessee child custody laws

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About 315,000 results (0.59 seconds)

In **Tennessee child custody law**, a **child** who is age 12 or older can testify following a request by one of the parents. In that instance, the **child's** wishes can be considered by the court. Courts do not look favorably upon a **child** being manipulated, coerced, or coached by a parent.

[Child Custody Laws in Tennessee Answers to FAQs | Miles Mason ...](#)
[memphisdivorce.com/custody/](#)

People also ask

What age can a child choose which parent to live with in Tennessee?

What is a permanent parenting plan?

Is there Grandparents Rights in Tennessee?

How long does it take to get a divorce in Tennessee?

Feedback

People also ask

What age can a child choose which parent to live with in Tennessee?

Under Tennessee statute, the court shall consider the reasonable preference of the child over the age of **12**. The court may choose to hear the preference of a child under the age of **12**. The preference of the child is one factor that the court will consider in determining the best interests of the children.

[Frequently Asked Tennessee Child Custody Questions | Cordell ...](#)
[cordellcordell.com/resources/tennessee/tennessee-child-custody-questions/](#)

Search for: What age can a child choose which parent to live with in Tennessee?

What is a permanent parenting plan?

A "**permanent parenting plan**" is a detailed written outline of how divorcing parents will care for their children. **Parenting plans** contain an allocation of **parenting** responsibilities, the establishment of a residential **schedule**, and an allocation of child support.

[Tennessee Child Custody and Parenting Plans | DivorceNet.com](#)
[www.divorcenet.com/states/tennessee/tn_faq07](#)

Search for: What is a permanent parenting plan?

Is there Grandparents Rights in Tennessee?

The ABCs of **grandparents' rights in Tennessee family law**. You may have heard that **grandparents** have **no rights**. That is not necessarily true. If a parent will not let you visit the child, then in certain circumstances you have legal **rights** and can petition the court for visitation.

[Tennessee Grandparents' Rights Attorney | Child Cust](#)
[www.thomasmillerattorney.com/child-custody/grandparents-rights/](#)

Search for: Is there Grandparents Rights in Tennessee?



dui in ohio?



All

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About 611,000 results (0.63 seconds)

Penalties For DUI - madd.org

Ad www.madd.org/

Ignition interlocks keep drunk drivers off the road. Get Involved!

Easy Online Donations · Fight Drunk Driving · Your Support Saves Lives · Help Today

[28 People Die Every Day](#)

[Make a Difference](#)

[Donate Online Today](#)

[Stop Drunk Driving](#)

Ohio law uses the term "OVI" for the charge of operating a vehicle under the influence. An OVI is the same as a DUI (driving under the influence). Under Ohio law, a first offense OVI conviction can mean mandatory jail time, fines, and a license suspension for up to **three years**.



[First Offense Ohio OVI / DUI Penalties | Riddell Law LLC](#)

www.riddelllaw.com/first-ohio-ovi-dui/

About this result · Feedback

All Brand Locations Benefit



spot removal guide



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About 28,300,000 results (0.70 seconds)

Use clean white towels and blot the **stain**. Apply the appropriate **spot remover** as directed for each type of **stain**. Always work toward the center of the **spot**. Repeat steps if necessary, and always blot between steps with a clean white towel.

[Spot Removal Guide | COIT](#)

www.coit.com/residential/spot-removal-guide

About this result • Feedback

Own Your Brand Answers

Google

repair patagonia coat

All Shopping Images Videos Maps More Settings Tools

About 366,000 results (0.59 seconds)

Patagonia® Jackets - Shop Outdoor Clothing & Gear
www.patagonia.com/Jackets
Our Jacket Collection Features Built-in Warmth to Beat the Cold.
Women's New Arrivals Shop Web Specials
Men's New Arrivals Winter Essentials

For replacement parts or further assistance, contact Patagonia Customer Service.

1. Step 1 Patch a Patagonia Down Jacket with Repair Tape. Edit. ...
2. Edit. Grab your repair tape. ...
3. Edit. Cut out your shape using scissors. ...
4. Edit. Lay the shape over the hole to ensure that the patch is large enough. ...
5. Edit. ...
6. Edit. ...
7. Edit.

Patch a Patagonia Down Jacket with Repair Tape - iFixit
<https://www.ifixit.com/Guide/Patch+a+Patagonia+Down+Jacket+with+Repair.../19431>

About this result • Feedback

Repair Your Gear - Patagonia Repair & Product Care Guides
<https://www.patagonia.com/worn-wear-repairs/>
Get the most out of your gear; here you'll find product care guides and repair information ... Keep your clothes in top shape with Patagonia Product Care Guides.
Outerwear • Bottoms • Tops • Fasteners

Patagonia® Returns and Repairs
www.patagonia.com/returns.html
We'll walk you through our online returns and repair process in just a few simple ... We want our clothes to live long, useful lives and never end up in the landfill.

For replacement parts or further assistance, contact Patagonia Customer Service.

1. Step 1 Patch a Patagonia Down Jacket with Repair Tape. Edit. ...
2. Edit. Grab your repair tape. ...
3. Edit. Cut out your shape using scissors. ...
4. Edit. Lay the shape over the hole to ensure that the patch is large enough. ...
5. Edit. ...
6. Edit. ...
7. Edit.



Patch a Patagonia Down Jacket with Repair Tape - iFixit
<https://www.ifixit.com/Guide/Patch+a+Patagonia+Down+Jacket+with+Repair.../19431>

About this result • Feedback

Answer Boxes

**Be THE Answer
or one of the answers**

Use Powerful Site Structure



Gary Illyes (verified)

@methode

 Follow

DYK that after 18 years we're still using PageRank (and 100s of other signals) in ranking?

Wanna know how it works?
infolab.stanford.edu/~backrub/googl...
pic.twitter.com/3YJeNbXLml

11:16 AM - 9 Feb 2017



43



54

PageRank Sculpting Is Dead! Long Live PageRank Sculpting!

Danny Sullivan on June 16, 2009 at 1:45 pm

“...the ways that you choose to create your site, your site architecture and how you link between your pages is a type of PageRank sculpting.” Matt Cutts 2009

<http://searchengineland.com/pagerank-sculpting-is-dead-long-live-pagerank-sculpting-21102>

Internal Links

[illegible]

Internal Links	Linking Root Domains	Page Authority
41	3	28
41	3	28
2	1	16
0	0	1
0	0	1
0	0	1
0	0	1
2	1	16
2	1	16
0	0	1
0	0	1
0	0	1
0	0	1
0	0	1
0	0	1
0	0	1
0	0	1
2	1	16
0	0	1



Internal Links

Level	Inlinks
0	689
1	472
1	229
1	616
4	1
2	4
1	234
2	1
3	51
3	13
2	172
3	13
3	49
3	134
3	253
3	44
4	15
3	11
3	49
2	172

Level	Inlinks
0	94
3	3
2	2
2	2
1	91
2	2
2	2
1	276
1	24
1	21
1	84
1	91
1	92
2	2
1	183
2	9
2	3
4	5

Level	Inlinks
0	94
1	91
1	91
1	91
1	91
1	91
1	92
1	92
1	94
1	95
1	96
1	102
1	109
1	181
1	182
1	182
1	182
1	183

Level	Inlinks
2	2
2	2
2	2
2	2
2	2
2	9
2	3
2	11
2	11
2	9
2	6
2	2
2	2
2	2
2	2
2	2
2	4
2	2
2	4

Screeningfrog

Match 'Em Up

Level	Terms	Authority	Links
Top	Fat Head	High	Ex&In
Mid	Chunky	Mid	In & Ex
Low	Long Tail	Low	Internal

Improve Internal Link Text

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Names
Brands
Websites
Content
Listings
Pages



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About 670,000 results (0.35 seconds)

[Memphis Divorce Lawyers](#) [Miles Mason Family Law](#) [Miles Mason ...](#)
[memphisdivorce.com/](#)

Memphis divorce lawyers Miles Mason Family Law Group, PLC represents clients living in Memphis Germantown Collierville + Shelby Tipton and Fayette ...
[Meet the Team](#) · [Contact Us](#) · [Consultation & Fees](#) · [The TN Divorce Process](#)



Rating ▾ Hours ▾

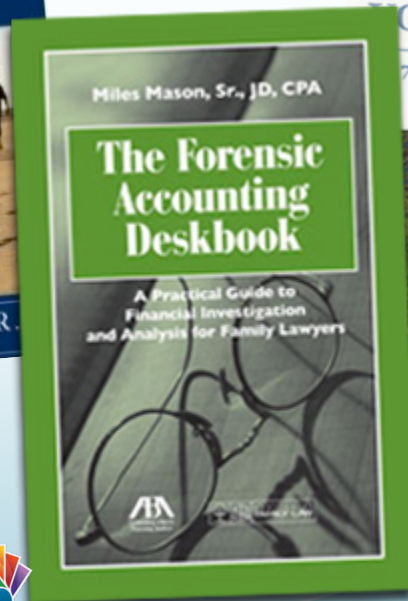
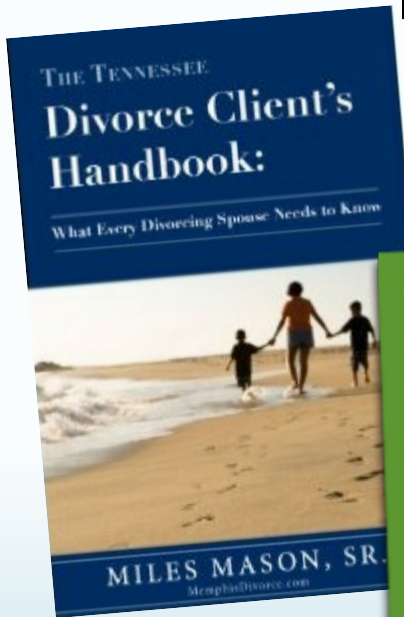
[Miles Mason Family Law Group](#)
5.0 ★★★★★ (17) · Divorce Lawyer
Germantown, TN · (901) 683-1850
Closed now

[Shelby County Divorce Referee](#)
No reviews · County Government Office
Memphis, TN · (901) 545-4036

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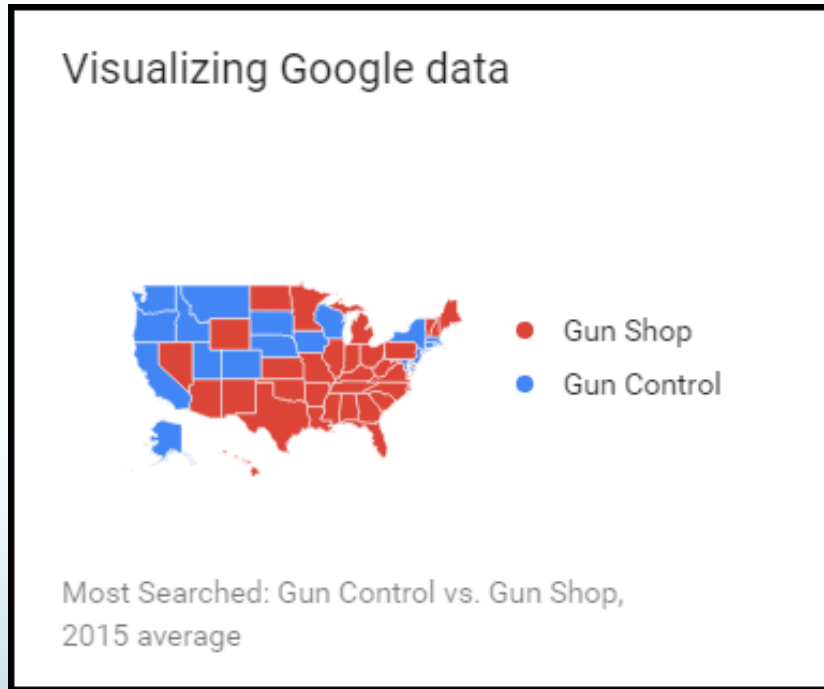
Ten important Tennessee divorce strategies and strategic goals from Memphis divorce attorney Miles Mason, Sr. including hiring a lawyer, building a legal and ...



Take the Leap

subject experts + media experts

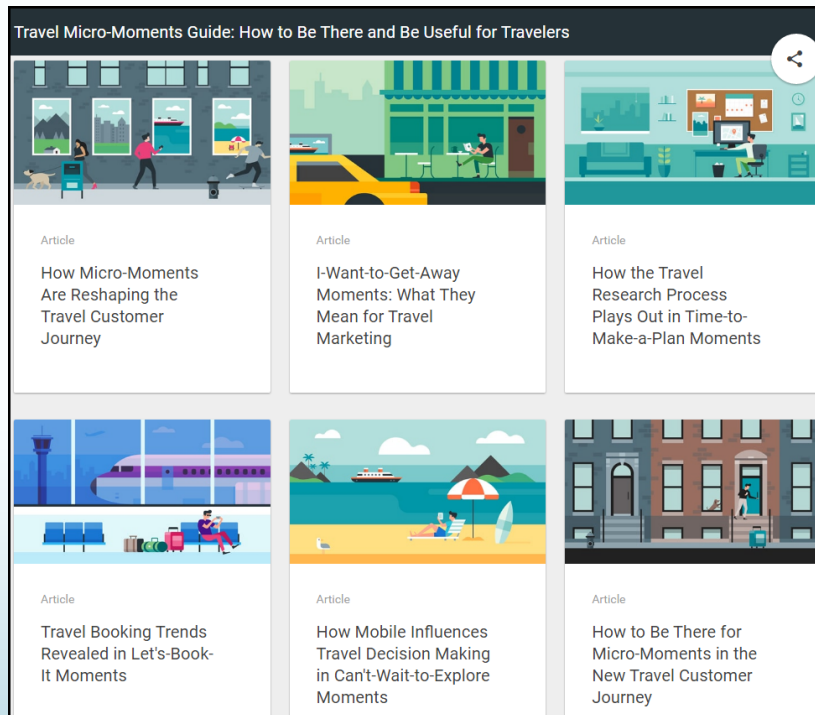
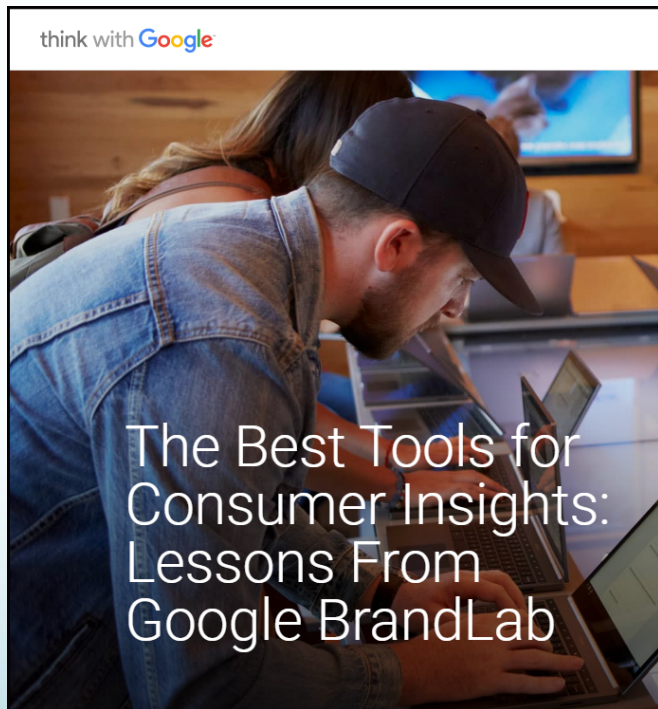
Piggyback on Trends



Trending		
Countries & regions		
Oct 2016		
1	Haiti	↑ #18 most searched
Haiti, officially the Republic of Haiti, is a sovereign state in the Western Hemisphere...Wikipedia		
2	Russia	↑ #7 most searched
Russia, also officially known as the Russian Federation, is a federal state in Eurasia...Wikipedia		
3	Iraq	↑ #45 most searched
Iraq, officially known as the Republic of Iraq is a country in Western Asia, bordered by Turkey to the north, Iran to the...Wikipedia		
4	India	↑ #3 most searched
India, officially the Republic of India, is a country in South Asia. It is the seventh largest country by area, the second...Wikipedia		

<https://www.google.com/trends/>

Think with Google



<https://www.thinkwithgoogle.com/>

@MaryBowling

Expert Content Facilitate & Collaborate

Categories = Relevance

Query: *Radon mitigation*

Categories of top rankers:

Cleaning Service

Home Inspector

General Contractor

Environmental Engineer

Environmental Consultant

All Colorado Radon Mitigation, Inc.
5.0 ★★★★★ (6) · Cleaning Serv...
Denver, CO
(720) 633-1343
[WEBSITE](#)

A2z Radon Mitigation
5.0 ★★★★★ (1) · Home Inspector
Denver, CO
(303) 829-4046

5280 Radon Mitigation
No reviews · General Contractor
Denver, CO
(720) 695-6677
Open until 5:00 PM

Radon Safety LLC
4.9 ★★★★★ (52) · Environment...
Denver, CO
(303) 462-5000
Open until 5:00 PM
[WEBSITE](#)

Breathe Easy Radon
3.2 ★★★★★ (4) · Environmental Consultant
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F

Category Name	Moz Local Category
FOUNDATION	Foundation

Category Name	Moz Local Category
CONCRETE CONTRACTOR	Concrete Contractor

<https://moz.com/local/categories>

Homeservices: Waterproofing –Yelp
Basement Waterproofing - Infogroup

Foundation contractors - BBB.org
Foundation repair contractor – BOTW

Concrete Lifting - Acxiom
Mud Jacking – DexKnows

Radon Testing & Remediation services-Localeze
Radon Mitigation - YellowPages

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3.2 ★★★★★ (4) · Environmental Consultant
Denver, CO
(303) 586-4854
Open until 5:00 PM



**Control What
You Can**

Mary Bowling

The background features a series of red concentric circles, resembling a target, with several red arrows pointing towards the center. The word "THANKS!" is written in large, bold, black capital letters across the middle of the image.

THANKS!

QUESTIONS?

