



Fad or Trend for 2017

Presented by: Patrick Bieser
Rachel Carter
Jim Brophy



northwoodsoft.com | LearnAtNorthwoods.com | [@northwoods](https://twitter.com/northwoods)

Fad or Trend

For 2017

- What is a Fad?
- What is a Trend?
- Our Selections
- Discussion
- Q&A



Fad!



Trend!





Fad or Trend for 2017
Let The Debate Begin!





Fad or Trend for 2017

SEO



Trend for 2017 – SEO Signals

- Meta data is (sort of) out
- Top 5 Google Search Signals

1. Relevant, authoritative content
2. Quality inbound links
3. RankBrain – Google's AI
4. Keywords in page title
5. Exact match in root domain



- Trend – Google is trying to get better at understanding natural language and the meanings behind search queries

ON-THE-PAGE FACTORS

These elements are in the direct control of the publisher

CONTENT

Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Cf	FRESH	Are pages fresh & about "hot" topics?
Cv	VERTICAL	Do you have image, local, news, video or other vertical content?
Ca	ANSWERS	Is your content turned into direct answers within search results?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?

ARCHITECTURE

Ac	CRAWL	Can search engines easily "crawl" pages on site?
Ad	DUPLICATE	Does site manage duplicate content issues well?
Am	MOBILE	Does your site work well for mobile devices & make use of app indexing?
As	SPEED	Does site load quickly?
Au	URLS	Do URLs contain meaningful keywords to page topics?
Ah	HTTPS	Does site use HTTPS to provide secure connection for visitors?
Vc	CLOAKING	Do you show search engines different pages than humans?

HTML

Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?

THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

ON-THE-PAGE SEO

OFF-THE-PAGE SEO

CONTENT	ARCHITECTURE	HTML	TRUST	LINKS	PERSONAL	SOCIAL
Cq ⁺³ Quality	Ac ⁺³ Crawl	Ht ⁺³ Titles	Ta ⁺³ Authority	Lq ⁺³ Quality	Pc ⁺³ Country	Sr ⁺² Reputation
Cr ⁺³ Research	Ad ⁺² Duplicate	Hd ⁺² Description	Te ⁺² Engage	Lt ⁺² Text	Pl ⁺³ Locality	Ss ⁺¹ Shares
Cw ⁺² Words	Am ⁺² Mobile	Hs ⁺² Structure	Th ⁺² History	Ln ⁺¹ Numbers	Ph ⁺³ History	
Cf ⁺² Fresh	As ⁺¹ Speed	Hh ⁺¹ Headers	Ti ⁺¹ Identity	Vp ⁻³ Paid	Ps ⁺² Social	
Cv ⁺² Vertical	Au ⁺¹ URLs	Vs ⁻² Stuffing	Vd ⁻¹ Piracy	VI ⁻³ Spam		
Ca ⁺¹ Answers	Ah ⁺¹ HTTPS	Vh ⁻¹ Hidden	Va ⁻¹ Ads			
Vt ⁻² Thin	Vc ⁻³ Cloaking					

FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

OFF-THE-PAGE FACTORS

Elements influenced by readers, visitors & other publishers

TRUST

Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Te	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Ti	IDENTITY	Does site use means to verify its identity & that of authors?
Vd	PIRACY	Has site been flagged for hosting pirated content?
Va	ADS	Is your content ad-heavy, especially "above-the-fold"?

LINKS

Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
VI	SPAM	Have you created links by spamming blogs, forums or other places?

PERSONAL

Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site or socially favored it?
Ps	SOCIAL	Has someone or their friends socially favored the site?

SOCIAL

Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

Written By: [Search Engine Land](#)

Design By: [COLUMN FIVE](#)

Learn More: <http://seind.com/seotable>

Copyright Third Door Media

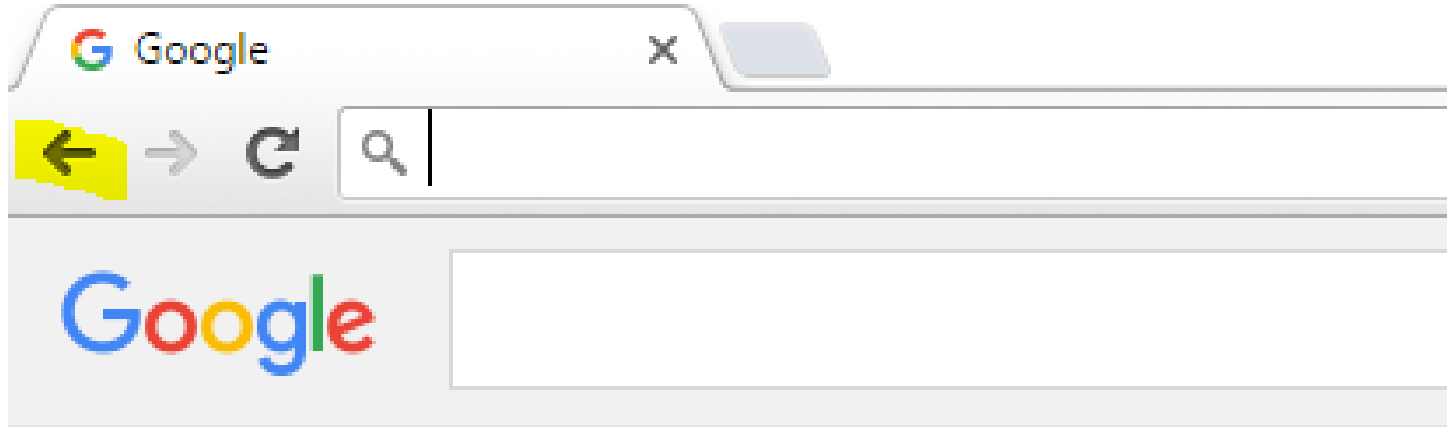


Fad or Trend for 2017

Battle of the “Back” Button



Trend for 2017 - Battle of the “Back” Button



“Engagement” is becoming #1 signal of quality
Somebody returning to SERP via back button =



Keep 'em on your site

- Unique and Authoritative Content
- Address *all* your audiences
- UX is very important
 - On ALL devices
- Perceived speed of loading





fight a traffic ticket in Milwaukee



All Shopping News Maps

About 582,000 results (0.98 seconds)

Traffic Violations Lawyer

Ad www.milwaukeeegotolawfirm.com
Super Lawyer in Criminal Defense. Free C
Wisconsin Super Lawyer · NCDD Member
📍 735 W. Wisconsin Ave, 12th Floor, Milw

Traffic Violation Defense - cars

Ad www.carsonlawoffice.com/ ▾
Call Today For A Free Consultation. Comp
Family Law - Criminal Defense - Make An
📍 15350 W National Ave, New Berlin, WI

Traffic Ticket Lawyer - Milwauk

Ad www.milwaukeelawoffices.com/ ▾
Over 31 Years Of Exp. Practicing In This
Gregory F. Rothstein · Flexible appointme
📍 324 E Wisconsin Ave #1111, Milwaukee

Milwaukee's "Go To" Law Firm

Call Now: 414-376-5625

Schiro & Zarzynski

Milwaukee's "Go To" Lawyers

The Law Offices of Schiro and Zarzynski
735 West Wisconsin Avenue, Twelfth Floor
Milwaukee, WI 53233-2413

Award Winning Wisconsin Personal Injury and Defense Attorneys

John Schiro, Criminal Defense

Jeff Zarzynski, Personal Injury

Frequently Asked Questions

In The News

Contact Us



John S. Schiro

Criminal Defense Division

- ✓ Wisconsin Super Lawyer
- ✓ NACDL Presidents Club
- ✓ NCDD Member

"Defending people charged with a crime is John's passion. He is a tireless and aggressive force in defending your liberties and rights."

Traffic Violations

Criminal Defense

Drunk Driving(OVI/DWI)

Traffic Violations

Traffic violations in Wisconsin are assessed demerit points. Too many points will result in a suspension of your driver's license (and may result in the loss of your job, if it requires maintaining a valid driver's license). Moreover, accumulation of too many moving violations may result in a revocation of your driving privileges for five years (Habitual Traffic Offender). Before paying your ticket, consult with us to determine whether your driver's license may be in jeopardy. No ticket is too minor. Every ticket is worth contesting. Schiro & Zarzynski handles all varieties of traffic violations.

Milwaukee Criminal Defense Lawyer | Traffic Ticket

www.milwaukeecriminaldefensefirm.com/.../Traffic-Citations.aspx ▼

Have you been issued a traffic ticket? Don't pay your ticket, **fight it!** Paying a ticket is like entering a guilty plea. Contact our firm and keep a clean driving record!

Milwaukee Traffic Defense Attorneys | Helping Clients Fight

www.hayesrothstein.com/practice-areas/traffic-defense/ ▼

The seasoned Milwaukee traffic defense lawyers at Hayes & Rothstein can help you get out of a speeding ticket in Waukesha County and southeastern ...

Milwaukee Traffic Ticket Defense Attorney Patrick Flanagan

www.fightingyourcase.com/traffic-tickets.html ▼

Traffic tickets also affect auto insurance rates. Attorney Patrick Flanagan can fight your ticket for you. Wisconsin traffic defense attorney Patrick Flanagan is a ...

THE LAW OFFICES OF
JASON D BALTZ

FREE INITIAL CONSULTATION
414.375.0797
AVAILABLE 24/7

Home | Attorney Profile | Contact Us | FAQ

CHARGED WITH ASSAULT OR BATTERY? 
Click here to find out how I can help. >>

NEED RESTRAINING ORDER HELP? 
Find out how to get one or fight one here. >>

HAVE YOU BEEN TICKETED? 
Don't pay it! Click here to fight it! >>

EFFECTIVE REPRESENTATION
MILWAUKEE CRIMINAL ATTORNEY



CLICK TO CALL
Click here to be connected to my office instantly!

WHY HIRE US?
Read how we will fight diligently on your behalf.

PRACTICE AREAS

- Criminal Defense
- Assault & Battery
- Child Abuse
- Domestic Violence
- Drug Crimes
- Drug Possession
- Drunk Driving
- DUI
- Misdemeanors

FIGHTING A TICKET?

Don't Pay Your Traffic Ticket, Fight it!

Traffic citations in the Milwaukee area can range from a moving violation such as failing to stop at a stop sign to a drunk driving citation. Traffic citations can also include reckless driving, speeding, operating a motor vehicle after revocation of a driver's license, and operating a motor vehicle with a suspended license.

Traffic citations may be issued by city police, state police, campus police, and county sheriff departments for all kinds of traffic violations. Handling a traffic violation can be a stressful and frustrating experience, involving taking time off from work and other inconveniences. Depending on the nature of the violation, it may also involve demerit points on your record. **Paying a traffic ticket is like entering a guilty plea, don't pay it, fight it!**



Fad or Trend for 2017

AMP



Trend for 2017 - AMP

- Google AMP (Accelerated Mobile Pages)
- Web pages are routinely between 2MB and 10MB for only 80K of content
 - Lots of code and media are used to make experiences “compelling”
 - Too many ads
- Result?
 - Web pages have become very slow
 - A slow web is a dead web
- Does AMP Work?
 - Pinterest found AMP pages load 4X faster

Accelerated Mobile Pages





election results



ALL

NEWS

APPS

MAPS

IMAGES

VI

More primaries

Top stories

 **USA TODAY**



Donald Trump completes
sweep of five northeast
states

 AMP - 2 hours ago

The Atlantic



Trump Accelerates
the Track

 AMP - 42 m

Connecticut Primary Election Results 2016

[The New York Times](#) - 16 mins ago

Latest updates

Google AMP

- Started in February 2016
- Is it being adopted?
 - BBC
 - Twitter
 - Wash. Post
 - LinkedIn
 - BuzzFeed
 - Fox News
 - New York Times
 - Wall Street Journal
- How does it work?
 - Publishers Create AMP Pages.... Google finds them
 - No javascript in AMP
 - Pages are Caches at Google
 - Google is giving away a free CDN (content delivery network)
 - Content is displayed before Ads
 - Code Eliminates pop-ups
 - Standards for Ads / Analytics / Images





Fad or Trend for 2017

Homogenous Design





Performance
Month-end returns,
quarter-end returns
& daily prices



News
Press releases &
media mentions



**Investment
Team**
Our PMs, Analysts &
Traders



**Account
Resources**
Information for
individual investors



Tax Info
2015 tax
distributions

Insights

— Heartland in the News | 2/12/16 —



Finding Market Leaders at Attractive Prices Internationally

Headwinds facing international markets have created opportunities to find high quality companies at lower-than-expected prices, explains International Value Fund Portfolio Manager Michael Jolin, CFA.

— PM Perspective | 2/16 —



Investing in a 3-D World

Demographics, debt, and the fear of deflation are posing challenges for investors, but we believe some areas of the market are better insulated from the headwinds than others.

— Water & Wells | 2/2/16 —



Mind the Gap

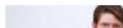
Chasing what has worked may be undercutting downside protection for areas of the market.

— Heartland in the News | 1/28/16 —

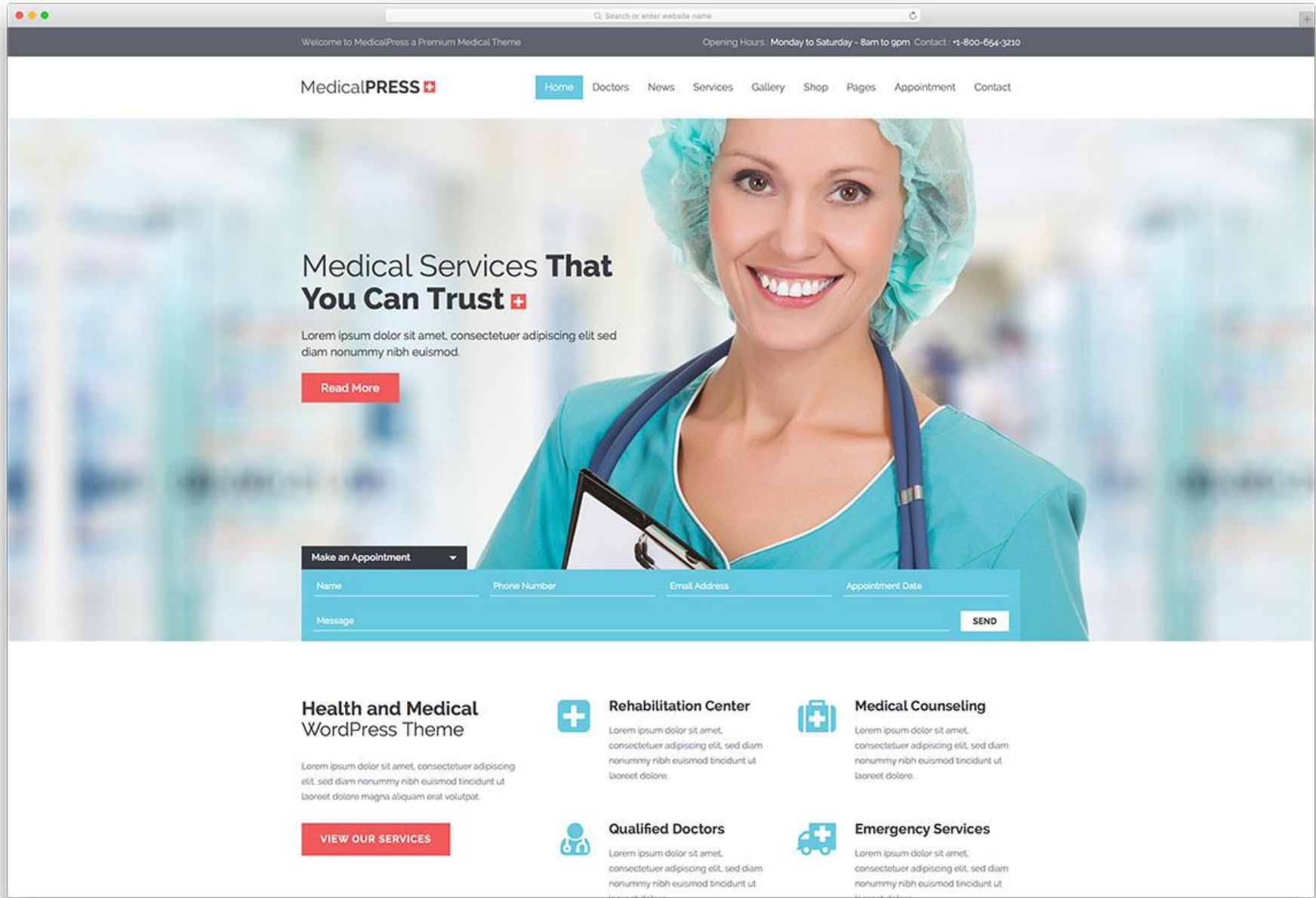


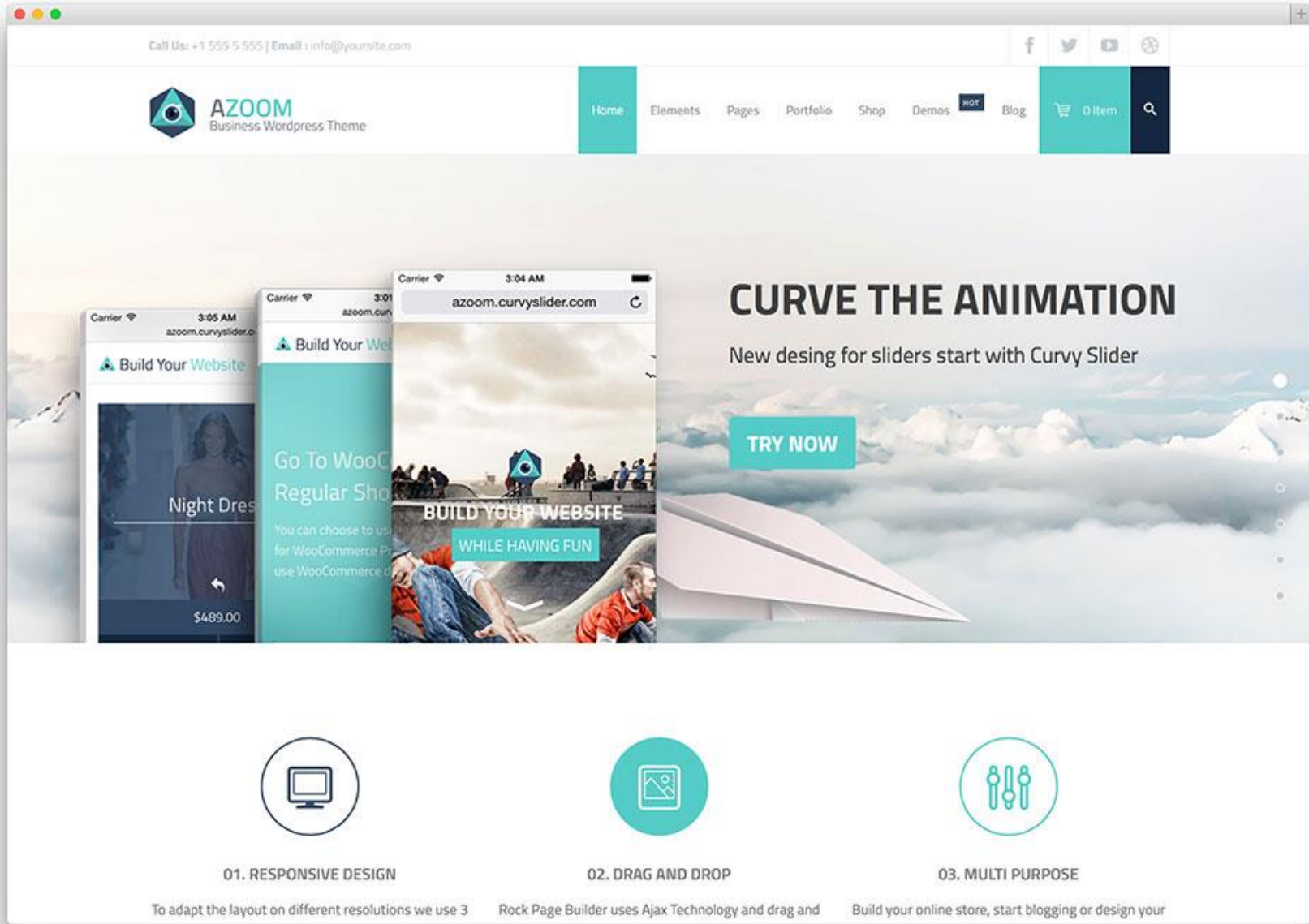
Uncommon Value in an

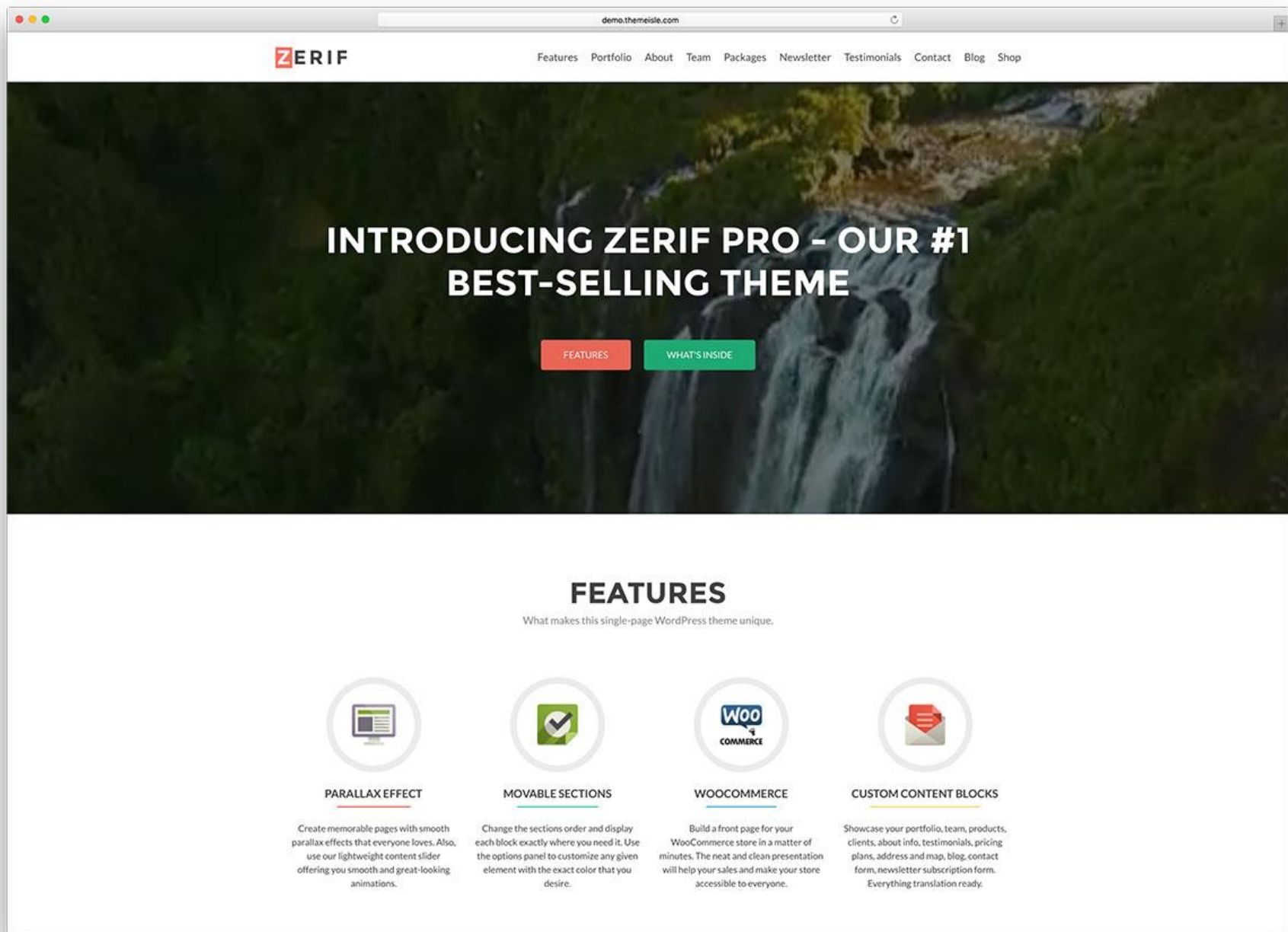
— PM Perspective | 1/16 —



How Do We Know When a Stock

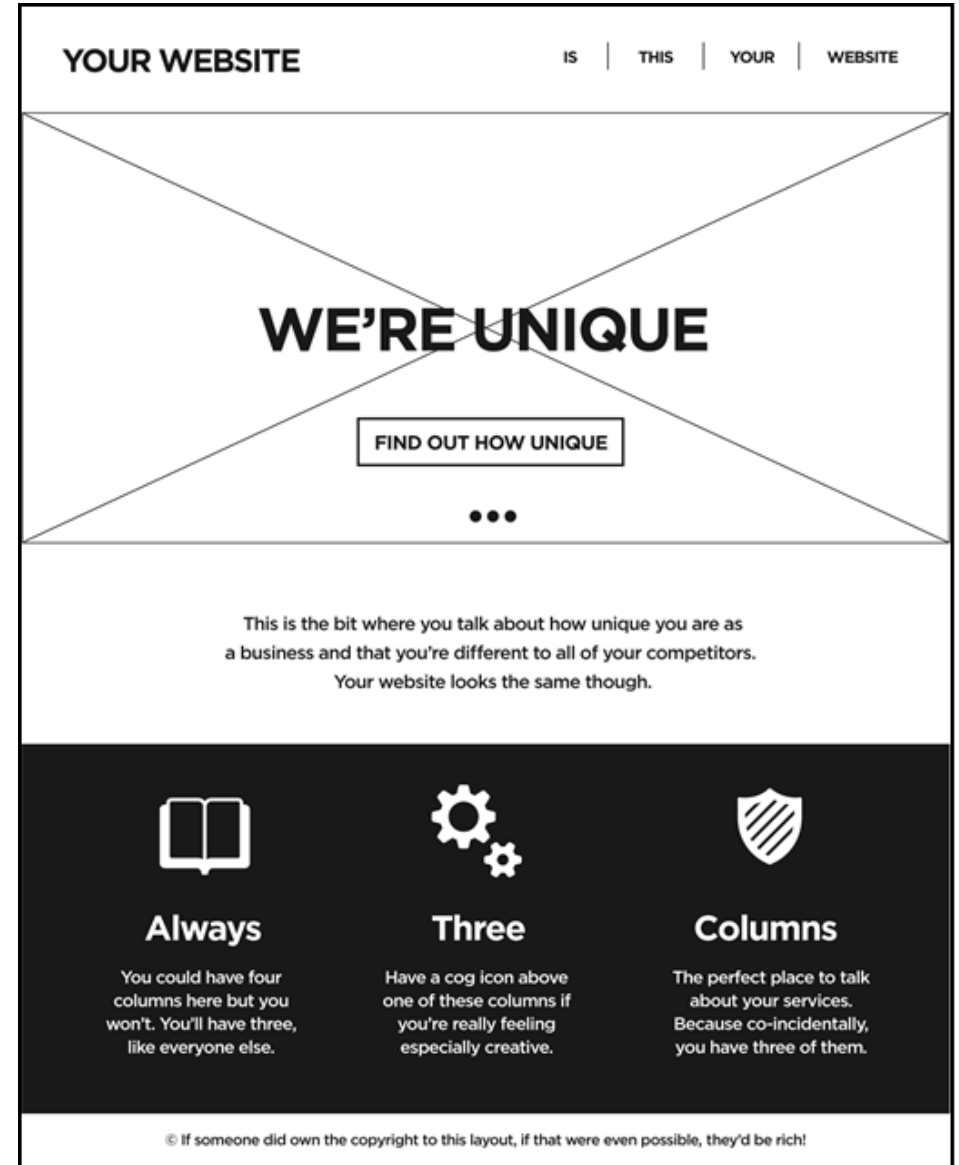






Fad or Trend for 2017

- Sites look the same
 - No worries
- Big, Bold and Centered Text
- Storytelling
 - Stop us if you've heard that **content** is important
- Animations
 - Can draw attention and increase conversions
- Watch the fold







Fad or Trend for 2017

The Geometric Evolution of Design



2013 Design Fad: Big Fonts / Ribbons / Banners



Office  

St Kilda
HIGH HOPE'S

DATE
18th of March 2012

TIME
First sitting: 2pm (Jazz)
Second sitting: 4:30pm (Folk)

COST
\$65.00 per person
\$600 for a table of 10

INCLUDES COMPLIMENTARY
GLASS OF CHAMPAGNE

KID FRIENDLY
(0-5 FREE, 6-11 \$40)

VEGETARIAN/VEGAN FRIENDLY
GLUTEN FREE FRIENDLY

"Where there's tea there's hope"
- Arthur W. Pinero

ABOUT

A deliciously decadent day, this High Tea event will raise funds for St Kilda Catechism, who are dedicated to restoring Town Hall is the perfect backdrop for an afternoon of treats and indulgence. An array of cuisines and desserts inspired by...

2014 Design Fad: Stripes

HOW IT WORKS FIND SAVINGS SUPPORT BLOG

BE GOOD WITH YOUR MONEY FROM THE BIG PICTURE TO THE DETAILS THAT MATTER

Effortlessly manage your cash flow, budgets and bills from one place.

[SIGN UP FREE](#)

All-in-one? Done

From money and budgeting to customized tips and more—get a clear view of your total financial life.

Budgets? You betcha

Effortlessly create budgets that are easy to stick to. We even make a few for you.

Credit? Checked

Find out yours and learn how you can improve it. It's totally free.

Personalized for you

- Create budgets that make sense today and set you up for success tomorrow.
- Receive alerts for unusual account charges, and get custom tips for reducing fees and saving money.
- Get your free credit score and learn how you can improve it now to get the things you want later.¹

[Sign up free](#)

Get started simply & securely

2015 Design Fad: Circles

decode

We bring your ideas to life. We work with design agencies and freelancers, making your designs a reality and your clients happy. We are *decode*. Say hello!

FEATURED

dog shampoo

Scruffy Chops

A charming brand of shampoo for your pooch. Working with their in-house designer we took the designs and implemented a full e-commerce (including fall back payment gateways) CMS.

VIEW PROJECT

STREAM

.net feature

WHAT?

We are a small team of developers who are passionate about the web.

We build and maintain both websites and applications for a wide range of companies in the UK and America. Working to the latest web standards and technologies we are starting to specialise in both online payment platforms and responsive interfaces, usually built upon our own framework.

The **Decode Framework** is a web development framework built on PHP. Designed to bring both structure and speed to our development processes, the framework uses the MVC design pattern and adheres to the DRY principle.

my dog's gone rhubarking mad!
ScruffyChops

scruffy chops
Muddy Mutties
Natural Moisture Conditioner for Dogs with Real Dog Hair and Aloe Vera

Cumberland Building Society

& Faces

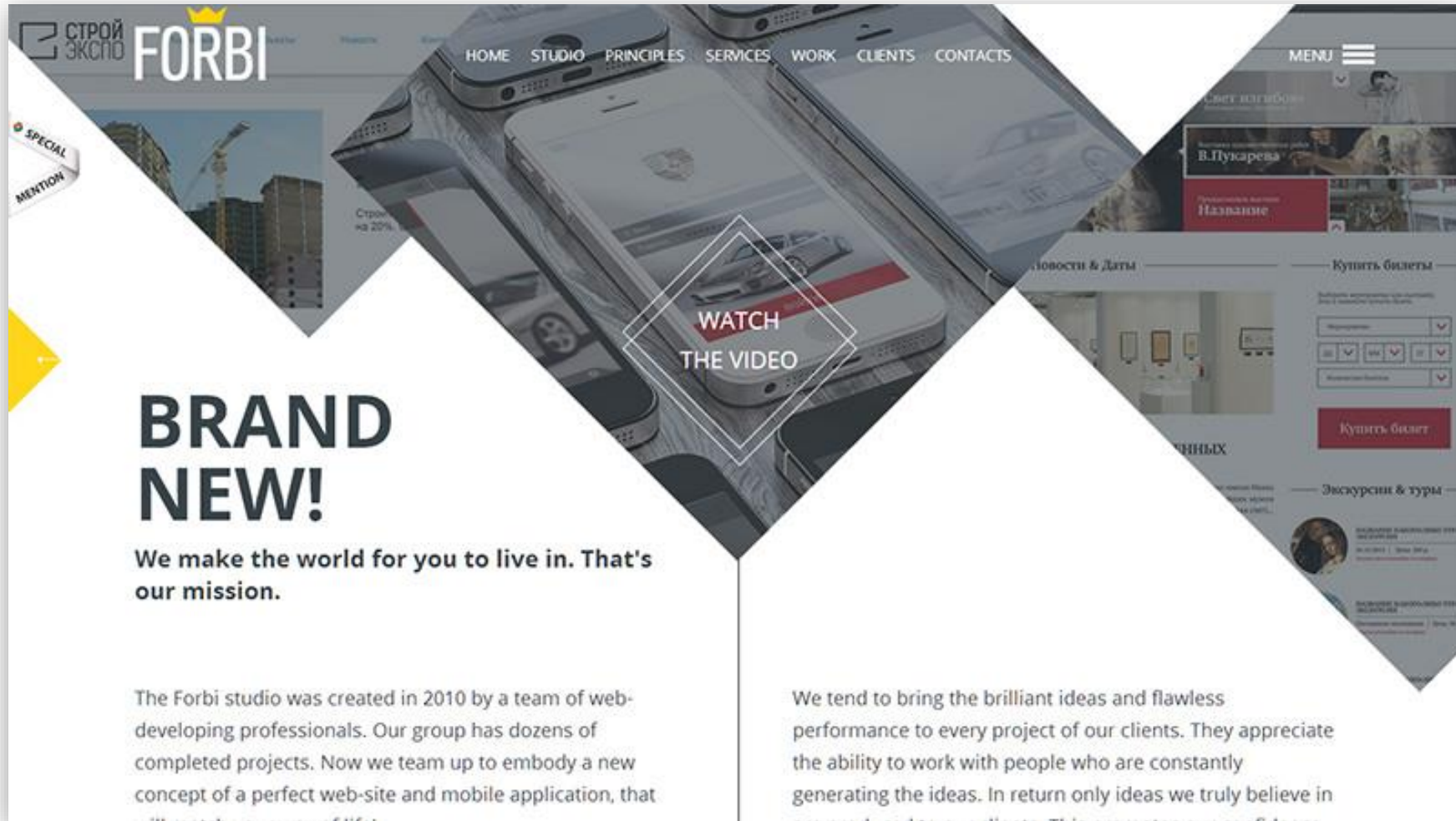
BRITVIC soft drinks

gallery / CMS

Decode



2016 Design Fad: Angles



FORBI

HOME STUDIO PRINCIPLES SERVICES WORK CLIENTS CONTACTS

MENU

SPECIAL MENTION

Строй на 20%

Свет волгоград

В.Пукарева

Название

Новости & Даты

Купить билеты

Купить билет

Экскурсии & туры

BRAND NEW!

We make the world for you to live in. That's our mission.

The Forbi studio was created in 2010 by a team of web-developing professionals. Our group has dozens of completed projects. Now we team up to embody a new concept of a perfect web-site and mobile application, that

We tend to bring the brilliant ideas and flawless performance to every project of our clients. They appreciate the ability to work with people who are constantly generating the ideas. In return only ideas we truly believe in

TOGETHER. STRONGER.

Developing custom control solutions is an HED specialty.

[Learn More](#)



The HED Experience
Working with HED lets you access the latest technologies for long-term success.

[Learn More](#)



Telematics
HED has a complete telematics solution that is configurable to your needs.

[Learn More](#)



4x3 New Keypad Released
HED announces newly released addition to CAN-Based Keypads.

[Learn More](#)



Lifeline Launches New Ambulances
Learn how HED makes ambulances smarter and safer.

[Learn More](#)

Markets



Aerial Work Platforms

Our solutions to meet the rigorous needs of the aerial work platform industry.



Agriculture

We have controls and solutions to meet the unique needs of the agricultural industry.



Boom Trucks

HED's solutions will reduce the cost and complexity of your boom truck.



Construction

Our construction solutions will help save you time and money.



Cranes

We can help you reduce the cost and complexity of your crane with a multiplexed solution.



Fire and Rescue

Our unique fire and rescue solutions will help save you money.



Military

HED can provide a complex, complete multiplexed solution that will reduce cost and complexity.



Refuse

We've developed user friendly control systems that provide increased feedback and control.



Telehandlers

Our solutions will help reduce the cost and complexity of your telescopic material handler.

WE CAN HELP.

HED distributors are located around the world.

[Find a Local Distributor](#)

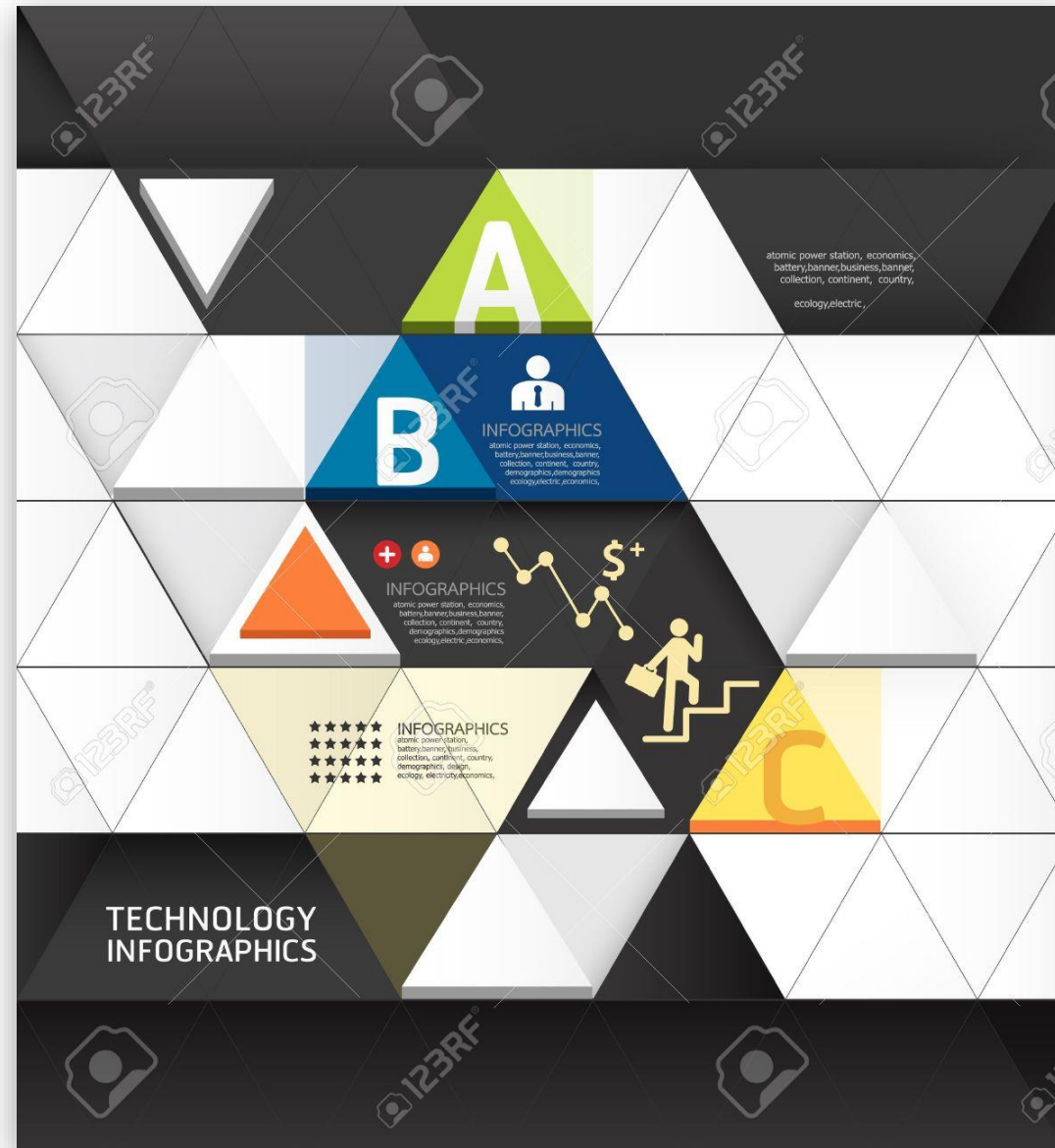
We want to hear about you. Send us a request for a quote today.

[Continue the Conversation](#)

Hydro Electronic Devices, Inc.
2120 Constitution Avenue
Hartford, WI 53027
Phone: 262-673-6450
Fax: 262-673-6455



2017 Design Fad: Triangles?





Fad or Trend for 2017

Bots

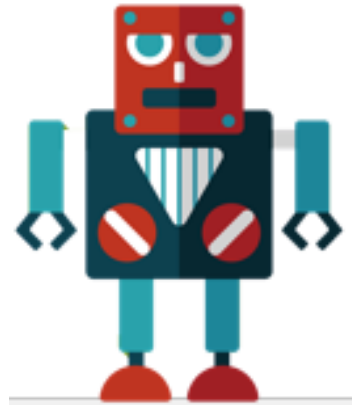


Trend for 2017 – Rise of the Bots

- The Rise of the Bots

“A little over half of all traffic on the Internet is from actual humans.”

A “Bot” is a software application that runs automated tasks, or scripts, over the Internet.



The Rise of The Bots

The “Good Bots”

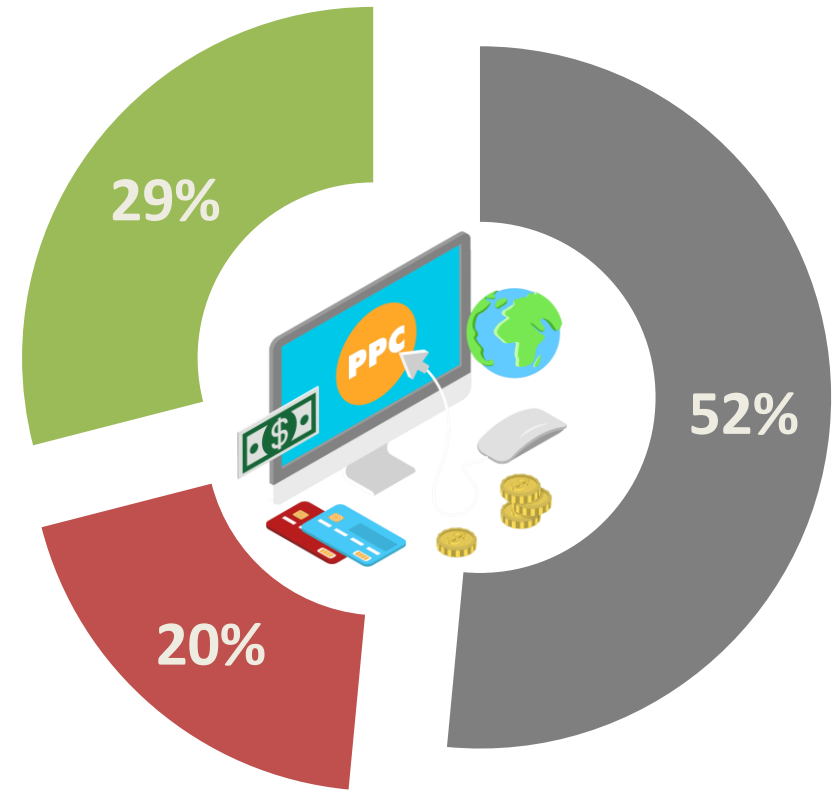
29% of global Internet traffic comes from “good bots”. These are built to collect and track information

The “Bad Bots”

“Bad bot” traffic imitates user behavior to boost website audience numbers, generate revenue for the host, or steal money from advertisers. They disrupts delivery of the right ad to the right user. 20% of Internet traffic cost advertisers \$6.3 billion in 2015

Actual Human Traffic

A little over half of all traffic on the Internet is from actual humans – 52%



You Are Still In Time!

VERY SPECIAL TIME-LIMITED ***DIMESALE*** - THE PRICE AUTOMATICALLY INCREASES BY A DIME AFTER EACH SALE. BE QUICK!

Traffic Generation & Automation, Made Easy...

Supreme Traffic Bot is the new way to generate high-retention visits and automate repetitive tasks with ease



- ✓ Generate Website Visits
- ✓ Boost Blog Visits
- ✓ Increase Video Views
- ✓ Multithreaded Operation
- ✓ Smart Proxy Support
- ✓ Intelligent Coding Interface

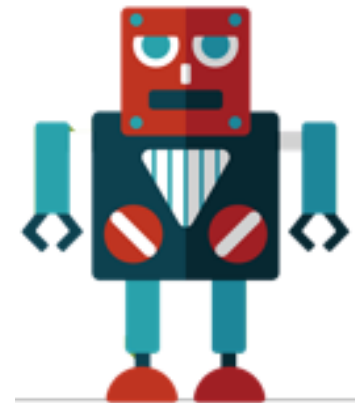
Referral Spam

1.	guardlink.org	215 (30.28%)
2.	simple-share-buttons.com	133 (18.73%)
3.	free-share-buttons.com	71 (10.00%)
4.	forum.topic50813058.darodar.com	55 (7.75%)
5.	free-social-buttons.com	41 (5.77%)
6.	www.event-tracking.com	34 (4.79%)
7.	site26.simple-share-buttons.com	26 (3.66%)
8.	www3.free-social-buttons.com	23 (3.24%)
9.	www.Get-Free-Traffic-Now.com	18 (2.54%)
10.	buy-cheap-online.info	17 (2.39%)

The Rise of The Bots

- What can you do about Bots?
 - You CAN filter bots in analytics to get better traffic numbers
 - In Google Analytics:
 - Click “filter bots” in Admin
 - Create filters to exclude traffic from Russia, Indonesia, India, and Brazil (unless legit)
 - Create hostname filters – capture traffic from visitors that are actually on your site
 - Create spam filters

semalt|anticrawler|best-seo-offer|best-seo-solution|buttons-for-website|buttons-for-your-website|7makemoneyonline|-musicas*-gratis|kambasoft|savetubevideo|ranksonic|medispainstitute|offers.bycontext|100dollars-seo|siteevaluation|dailyrank





Fad or Trend for 2017 Video Backgrounds



Delivering Digital Solutions

Website Design, Software Development & Digital Marketing

[See Our Work](#)

Website Design

We have spent the last 15 years building all types of websites. We develop web solutions for companies of all sizes.

[Read More](#)

Software Development

Our experienced software engineers, testers and project managers deliver custom software to hundreds of clients.

[Read More](#)

Digital Marketing

Increase your business by driving more traffic to your website and optimizing your users' digital experience.

[Read More](#)

Fad for 2017 – Homepage Video

- Use video to expand brand and personality of company or organization
- Adds credibility – more professional, larger
- Works in some industries
- Depends on video content



Fad or Trend for 2017

Social



Fad or Trend for 2017: Facebook Instant

What It Is:

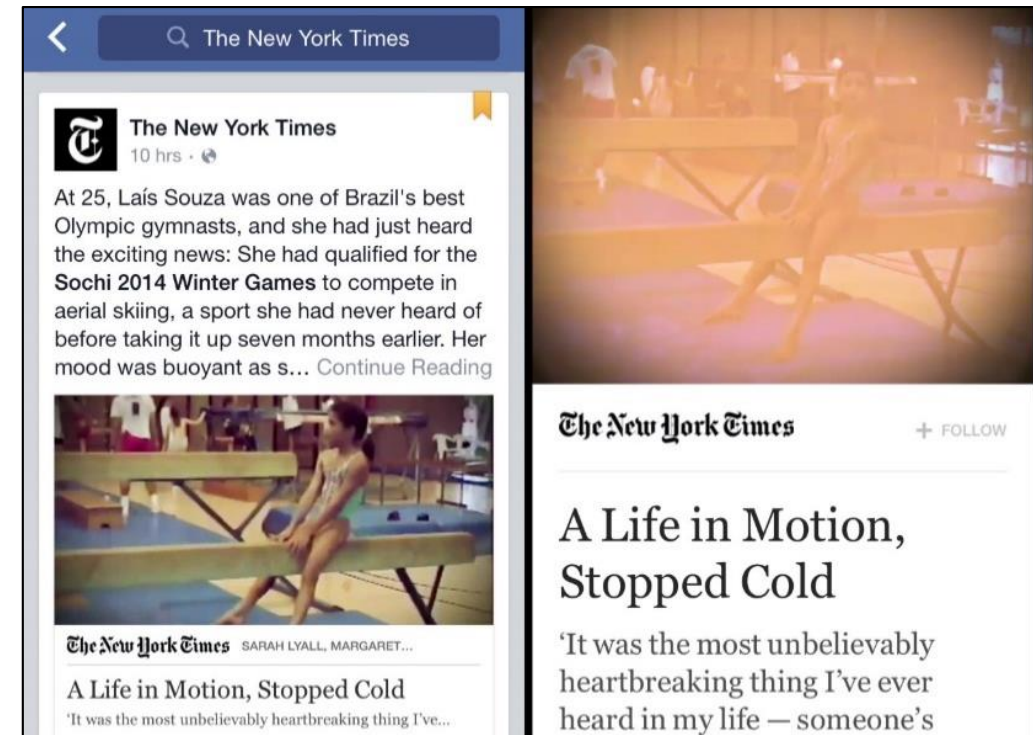
- Content optimized for Facebook's mobile app
- Encourages users to stay on the Facebook app instead of visiting an external site
- Preceded Google AMP

Who It's For

- Major publishers (NYT, CNN, etc.)
- Anyone who wants to make their content more mobile-friendly

Our Thoughts

- Free to set up and try - Facebook Instant



Fad for 2017: SnapChat

What It Is:

- Image sharing service. Images “disappear” after a set time frame
- 100 million + daily users

Who It's For

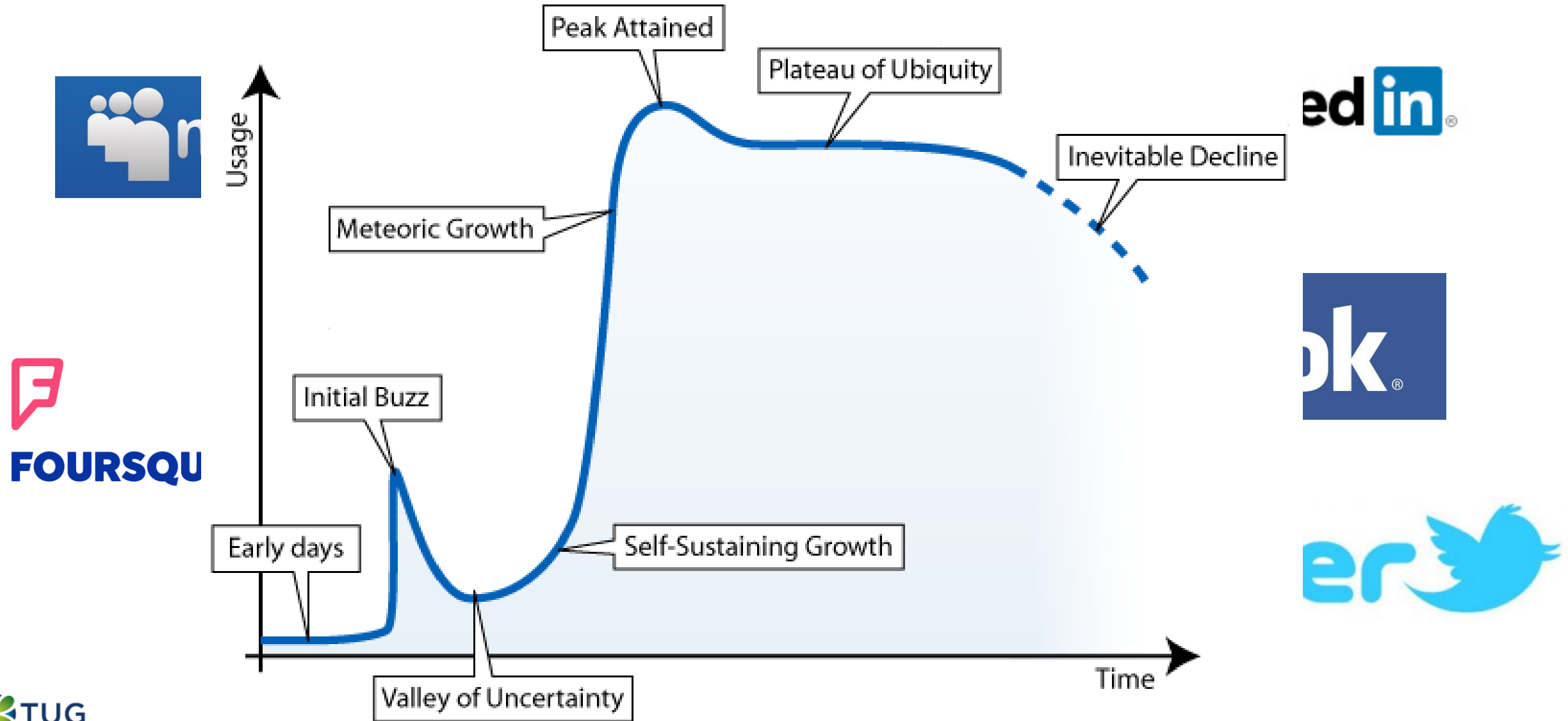
- (Mostly) Younger audiences
- Global brands with video content

Our Thoughts

- Use it for fun, not business



Fad or Trend for 2017: Social Network Hopping





Fad or Trend for 2017

IoT



Trend for 2017

- IoT is The Next Industrial Revolution
 - *The Internet of Things (IoT) is a system of interrelated devices, machines, people with unique identifiers who can send data without human interaction.*



IoT

Industries Set to be Transformed by The IoT



Oil, gas and mining

Sensors provide metrics at extraction sites



Manufacturing

35% of manufacturers already use smart sensors for productivity



Agriculture

Devices placed in soil to measure acidity to increase yields



Insurance

74% of insurance executives said they believe that IoT will disrupt insurance in the next 5 years.



Utilities

Smart meters phone home



Food Service

Smart digital signs will be connected throughout grocery stores and fast food companies



Retail

Beacons, paired with mobile apps, monitor customer behavior and push ads



Healthcare

Connected healthcare devices collect data, automate processes.



Fad or Trend for 2017 Messaging Apps



Fad or Trend for 2017 – Messaging Apps



Utilities



GIFs



Taxi



Chat



Payments



Video

2015 Messaging Apps MAU²



- Three billion monthly users
- Organizations are using messaging apps to connect with customers
- Engage with users privately
- Send message option directly from social ads
- Create automatic Facebook responses
- Send customer alerts via Facebook message



Fad or Trend for 2017

Personas



Digital Persona Development



Contractor

“When I look at it there are four ways a typical customer comes to the site looking for product information.

One is they got our **part number** and they want to see if that part number is still valid and if there are any changes to that part because it might be 10 years old.

The **second** would be, ‘I can **describe** the part to you, but I don’t have a part number.’

The **third** way is, I got a **competitor’s** part and I want to see your options for this part.

A **fourth** way they would want to come in is that, I know my **application.**”

Fad or Trend for 2017 – Digital Personas

- Digital Persona Development
 - Applications include:
 - Content marketing
 - SEO
 - User experience design
 - SEM Campaigns
 - For example: I am a contractor and I want to do find my part in order to fix a motor that is in a water heater.
 - Fad, or Trend?



Fad or Trend for 2017

Discussion

