



Do You Have the Answers
Google Is Looking For?

Idea Center
DOUBLE SESSION

THE ONLY DOUBLE SESSION OF THE ENTIRE DAY!

SHARE THIS!
Attending my very 1st idea
center **DOUBLE SESSION**
with @LarryBailin
#MARKETINGROCKSTAR



#NAMMshow



@LarryBailin





Who is this guy?

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believe in music

#NAMMshow

The NAMM Show
january 25/26 2018^{california}

@LarryBailin

 **Larry
Bailin**
larrybailin.com



WARNING

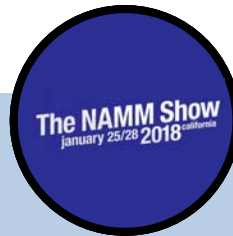
THIS SPEAKER IS FROM NEW JERSEY. YOU AND THOSE AROUND YOU MAY BE IN PROXIMITY OF FLAILING ARMS, ROLLING EYES, LOUD SIGHING, INAPPROPRIATE GESTURES, EXTREME AMOUNTS OF SARCASM AND POSSIBLE OBCINITIES. THICK SKIN AND PROTECTIVE EYEWEAR IS RECOMMENDED.





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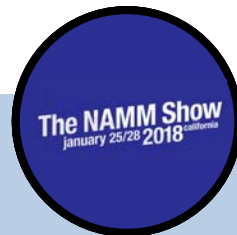




Lets get a few things straight



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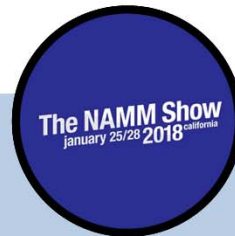


1

There are no accidental winners



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Easy is not a topic for today

2

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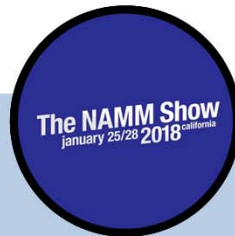
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3 Google hates you

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Google Hates|



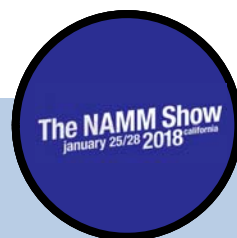
- google hates **you**
- google hates **me**
- google hates **america**
- google hates **caillou**

Remove

Press Enter to search.



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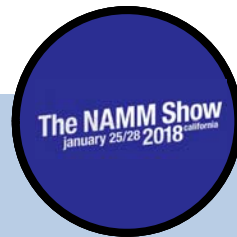
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Why does Google hate you?

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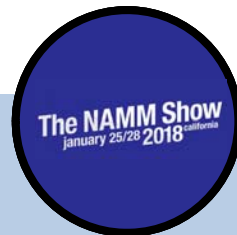
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Google's machine learning algorithm is one of the most complex and advanced artificial intelligence technologies on the planet.



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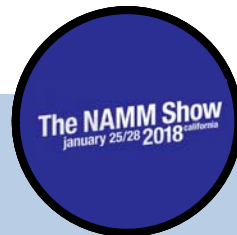




greater than 50% of online sales
originated in organic search queries.

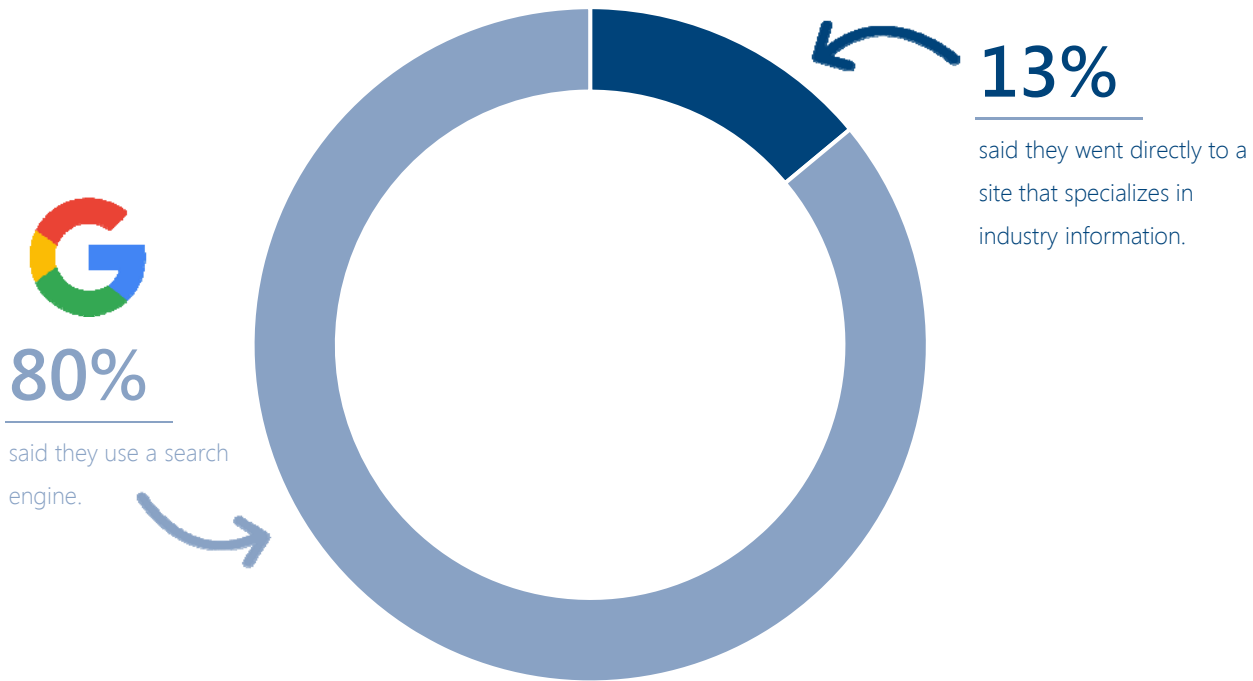


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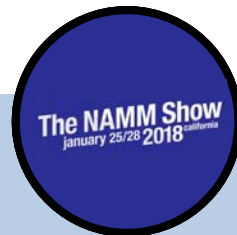




What is Google's Job?

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TERMINATE

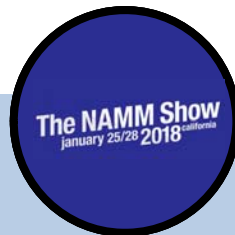


SEARCHERS

What does google want?

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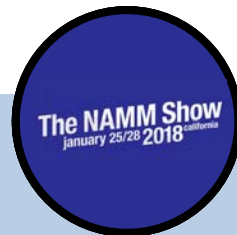
Above all else



Expects you to fully understand the
mathematics of a good customer

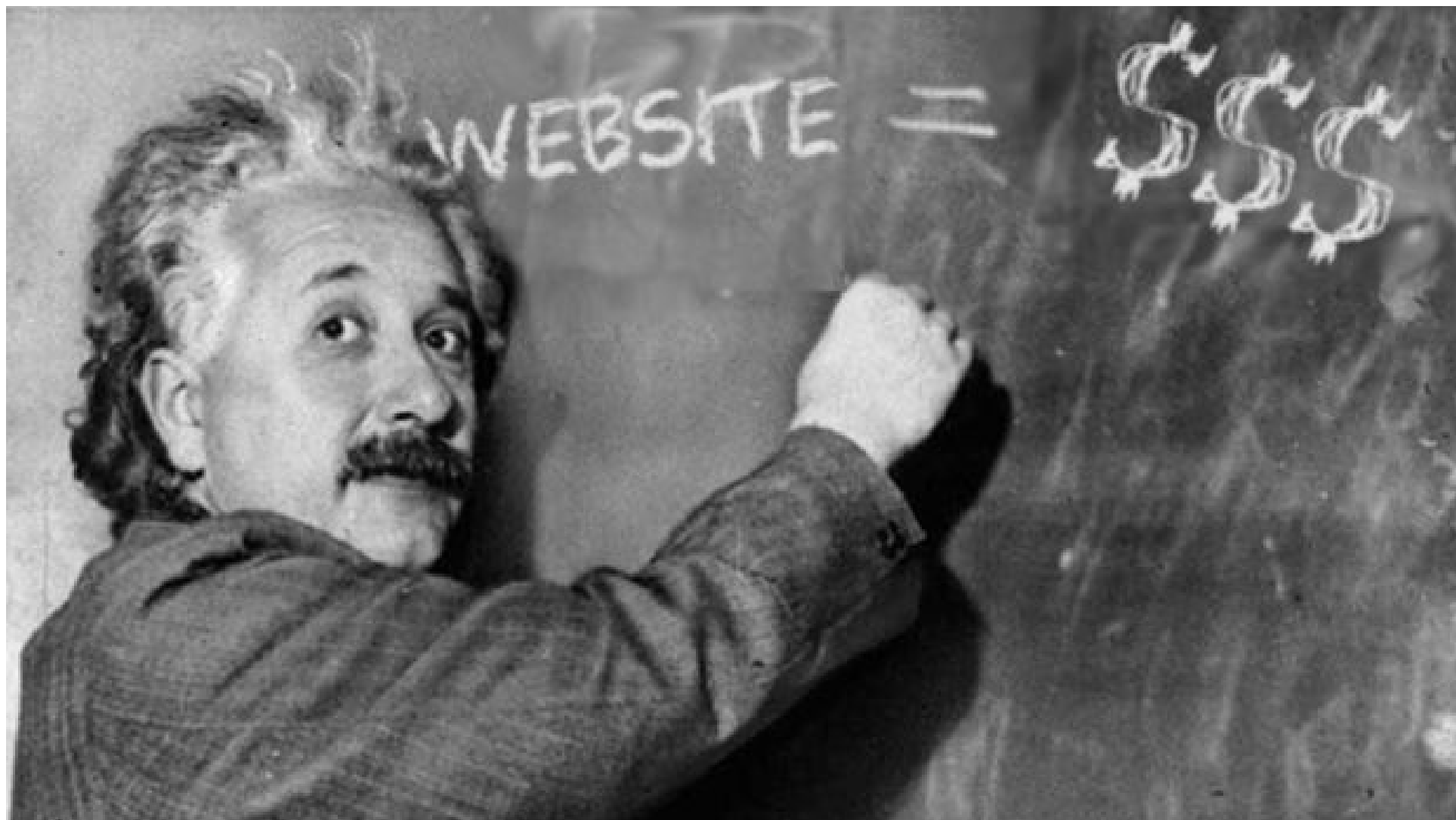


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Google wants you to focus on **MOBILE**



3ⁱⁿ 4

smartphone owners turn to search first to address their immediate needs.

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The NAMM Show
January 25/26 2018

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Google

wants you to focus on

SPEED



of visits are abandoned if a mobile site takes longer than 3 seconds to load.



For every second delay in **mobile page load**, conversions can fall by up to 20%.

Google

wants you to focus on

LOCAL



Nearly 1/3 of all mobile searches are related to location.



Search interest in "open now" has tripled in the past two years.

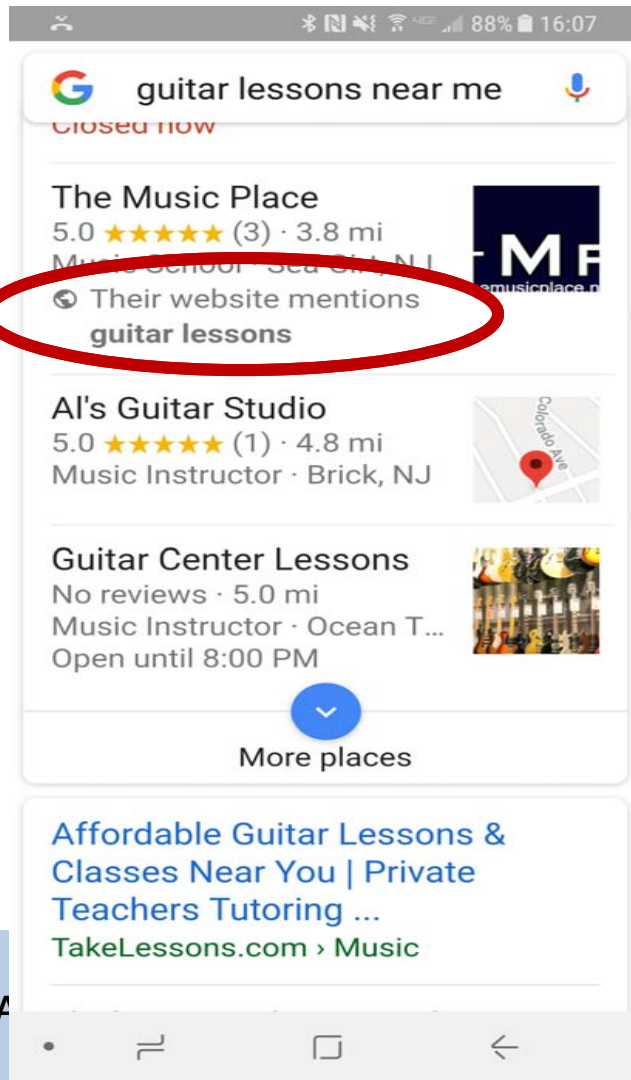
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January 25/28 2018

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Foodtown

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Google best grocery store in brooklyn

About 11,800,000 results (0.69 seconds)

4.0+ rating Hours

Brooklyn Fare
4.2 ★★★★★ (273) - Grocery Store
Gourmet grocery & cafe
200 Schermerhorn St. (718) 243-0050
Open until 10:00 PM

Trader Joe's
4.4 ★★★★★ (1,660) - Grocery Store
Specialty grocer with housebrand items
130 Court St. (718) 346-6426

Foodtown of Williamsburg
4.2 ★★★★★ (168) - Grocery Store
Supermarket for groceries & more
159 N 3rd St. (718) 652-7273
Open until 12:00 AM

Google best grocery store in nj

About 10,500,000 results (0.73 seconds)

4.0+ rating Hours

Super Foodtown of North Haledon
4.3 ★★★★★ (111) - Grocery Store
Supermarket for groceries & more
North Haledon, NJ - (973) 928-0255
Open until 10:00 PM

Prime Food Market
4.0 ★★★★★ (111) - Indian Grocery Store
Indian grocery store with hot food
Jersey City, NJ - (201) 942-2839
Open until 10:45 PM

Van Hook Cheese & Grocery
4.9 ★★★★★ (42) - Grocery Store
Jersey City, NJ - (201) 433-2600
Opens at 11:00 AM

More places

Google best grocery store in monmouth county nj

About 1,270,000 results (0.76 seconds)

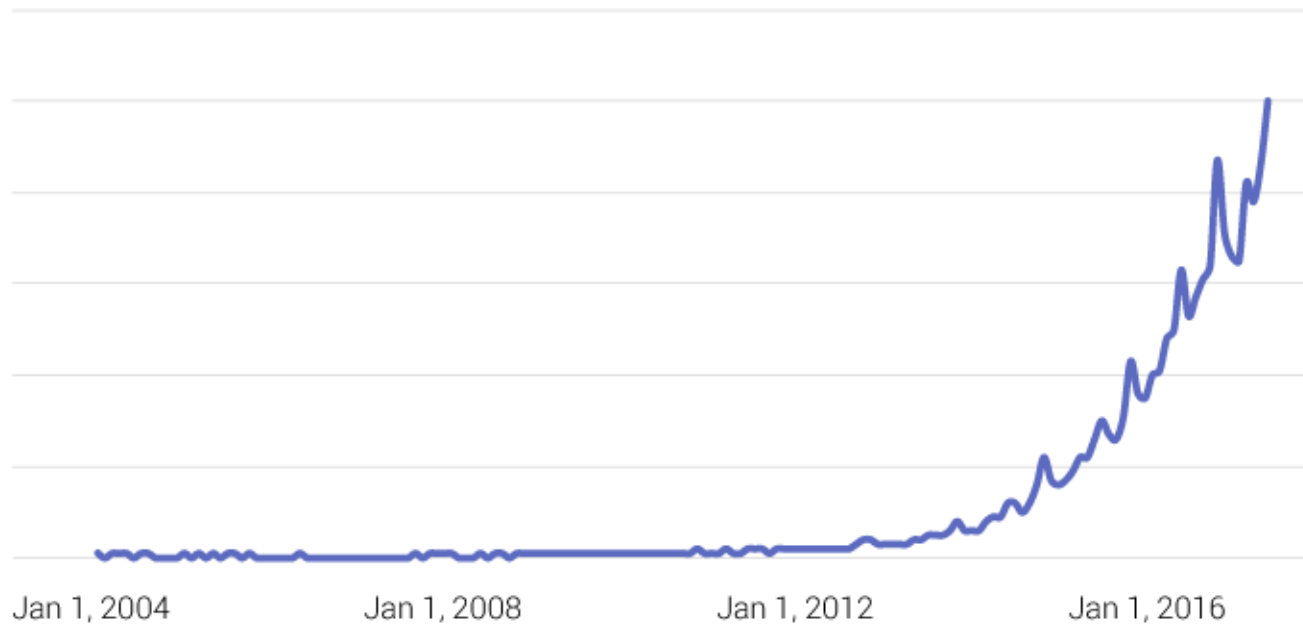
4.0+ rating Hours

Nature's Corner Natural Market
4.8 ★★★★★ (24) - Health Food Store
Spring Lake Heights Shopping Center
Spring Lake, NJ - (732) 449-4950
Opens at 9:00 AM

Wegmans
4.5 ★★★★★ (801) - Supermarket
Ocean Township, NJ - (732) 696-7000
... their employees are polite and ...

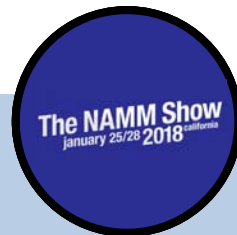
Super Foodtown of Ocean
4.2 ★★★★★ (142) - Grocery Store
Supermarket for groceries & more
Ocean Township, NJ - (732) 784-4142
Open until 10:00 PM

More places



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About 634,000 results (0.58 seconds)



- Rating Hours
- City Acres Market**
4.0 ★★★★★ (137) \$\$\$ - Gourmet Grocery Store
Groceries, organic produce & a cafe
11 Broadway - (347) 987-3740
Open until 10:00 PM
 - To The World Farm**
4.7 ★★★★★ (44) - Grocery Store
655 Grand St - (718) 218-8120
Opens at 11:45 AM
 - Foodtown of Williamsburg**
4.2 ★★★★★ (166) - Grocery Store
Supermarket for groceries & more
159 N 3rd St - (718) 682-7273
Open until 12:00 AM
- [More places](#)

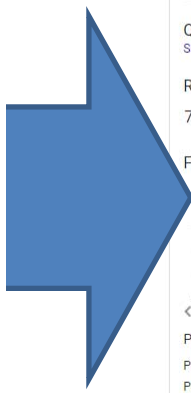
Foodtown of Williamsburg | Grocery Store in Brooklyn, NY
<https://www.foodtown.com/stores/foodtown-of-williamsburg-brooklyn>
 Shop nutritiously, affordably, and enjoyably at our grocery store in Brooklyn, NY. Visit Foodtown of Williamsburg for a supermarket visit you'll love.

The Best 10 Grocery near Williamsburg - North Side, Brooklyn, NY - Yelp
<https://www.yelp.com/Brooklyn, NY Williamsburg - North Side Food Grocery>
 To The World Farm. 91 reviews. \$ Grocery Fruits & Veggies, Juice Bars & Smoothies. Foodtown. 99 reviews. \$\$ Grocery. Midoriya. 65 reviews. \$ Grocery. Brooklyn Harvest Market. 85 reviews. Hana Food. 163 reviews. Whole Foods Market. 100 reviews. Khim's Millenium Market VI. 71 reviews. Depanneur. 114 reviews.

The Best 10 Grocery in Williamsburg, VA - Yelp
<https://www.yelp.com/Williamsburg Food Grocery>
 Best Grocery in Williamsburg, VA - Trader Joe's, The Fresh Market, Harris Teeter, Aldi, Walmart Neighborhood Market, Food Lion 196, Harris Teeter, Food Lion, Bodega Rio Bravo, Farm Fresh. ... Living in Montgomery County, MD, any time a grocery store sells booze, I'm already a little pumped. This Food Lion carries a ...

The Best 10 Grocery near Williamsburg - South Side, Brooklyn, NY ...
<https://www.yelp.com/Brooklyn, NY Williamsburg - South Side Food Grocery>
 Ad NY Convenience Store & Deli. \$ American (Traditional), Convenience Stores, Delis. Springfield Gardens 14692 Guy R Brewer Blvd. Foodtown. 99 reviews. \$\$ Grocery. Mr. Pita. To The World Farm. 91 reviews. Aden Food Market. 5 reviews. Mel's Grocery Store. 4 reviews. City Acres Market. 71 reviews. Whole Foods Market. 99 ...

The 15 Best Places for Groceries in Williamsburg, Brooklyn - Foursquare
<https://foursquare.com/top-places/williamsburg-brooklyn/best-places-groceries>
 Dec 6, 2017 - Anna Brown. Nice little grocery store with specialty items. It's on the expensive side but the variety I love the



Foodtown of Williamsburg ★

4.2 ★★★★★ 166 Google reviews
Grocery Store [Website](#) [Directions](#)

Supermarket chain selling groceries, baked goods & frozen foods, plus health & beauty products.

Address: 159 N 3rd St, Brooklyn, NY 11211
Hours: Open today - 7AM-12AM
Phone: (718) 682-7273

[Suggest an edit](#)

Know this place? Answer quick questions

Questions & answers
See all questions (1) [Ask a question](#)

Reviews from the web
7.6/10 Foursquare · 225 votes

Popular times [Wednesdays](#)

Plan your visit
Peak wait up to 5 min from 7:00 AM-12:00 AM
People typically spend 15 min here

[Send to your phone](#) [Send](#)

Reviews [Write a review](#) [Add a photo](#)

- "Decent produce most of the time, okay meat selection, good prices."
- "A bit pricey but offers a lot and high quality"
- "Lots of dairy-free, gluten-free options."

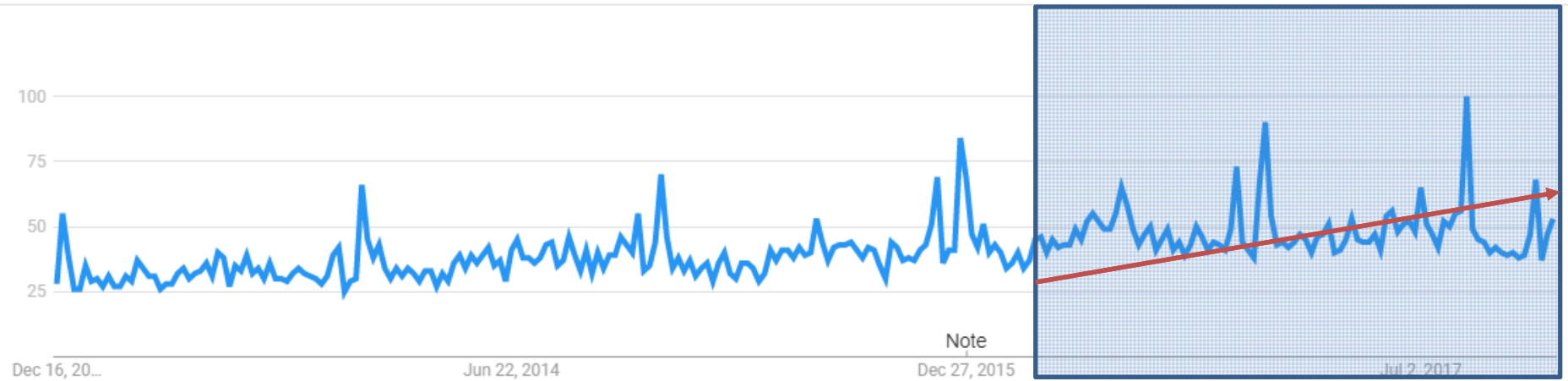
STORES POSITIONED ON PAGE 1

"Grocery store..."

- Ocean, NJ
- Township Of Washington, NJ
- Margaretville, NY
- Shickshinny, PA
- Rocky Point, NY
- North Haledon, NJ
- Hollis, NY
- Lake Hiawatha, NJ
- Sea Girt, NJ
- Hastings-on-Hudson, NY
- Colonia, NJ
- Amenia, NY
- Cedar Grove, NJ
- Bloomfield, NJ
- Mt. Vernon, NY
- Bellerose, NY
- Hicksville, NY
- Shavertown, PA
- Port Monmouth, NJ
- Wall, NJ
- Old Tappan, NJ
- Cold Spring, NY
- Caldwell, NJ
- Williamsburg, NY
- Valley Cottage, NY
- Denville, NJ
- Atlantic Highlands, NJ
- Merrick, NY
- Wayne, NJ
- Rego Park, NY
- Dallas, PA
- New Rochelle, NY
- North Arlington, NJ
- Croton-on-hudson, NY
- Red Bank, NJ
- New Brunswick, NJ
- New Hyde Park, NY
- Hewlett, NY
- West New York, NJ
- Hazleton, PA
- Jackson Heights, NY
- Bayside, NY
- Riverdale, NY
- Forest Hills, NY
- Yonkers, NY
- East Stroudsburg, PA
- Brooklyn, NY
- Elmhurst, NY
- Bronx, NY
- Washington Heights, NY

..

Interest over time ?



5 Year Period of Brand Interest



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37%

INCREASE IN PURCHASES MADE
AS A RESULT OF ORGANIC SEARCH
YEAR OVER YEAR



43%

SHOPPER REGISTRATION **INCREASE**
AS A RESULT OF ORGANIC SEARCH YEAR
OVER YEAR



Google wants you to focus on the **JOURNEY**

Elements of a Google friendly journey

1. fast load time
2. simple navigation
3. Value based content
4. visually optimized content
5. enhanced mobile
6. optimized images
7. persuasive meta

Google Wants you in the top

POSITIONS

You are 70% more likely to be
clicked on when you are at the top
of page one

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Google digital marketing company

All Maps Images News Videos More Settings Tools

About 110,000,000 results (0.50 seconds)

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www.singlethrow.com/digital-marketing/
 We have a team of digital marketing professionals with expertise in search engine optimization, social media, content marketing, email marketing, and more. We are currently looking for qualified individuals to join our team. If you are interested, please send us your resume and cover letter to info@singlethrow.com. We are an equal opportunity employer. #SingleThrow #DigitalMarketing #GrowthHacking #Marketing #Business #Entrepreneur #Startup #SmallBusiness #MarketingAgency #DigitalMarketingAgency #Marketing #Business #Entrepreneur #Startup #SmallBusiness #MarketingAgency #DigitalMarketingAgency

#1 Online Marketing Firm in NJ - All 5+ Ratings on Y!P, FB & G+
www.hexnet.com/
 Digital Expert: Social Media, Content Development, Search Engine Marketing, E-commerce, and more. We are currently looking for qualified individuals to join our team. If you are interested, please send us your resume and cover letter to info@hexnet.com. We are an equal opportunity employer. #Hexnet #DigitalMarketing #GrowthHacking #Marketing #Business #Entrepreneur #Startup #SmallBusiness #MarketingAgency #DigitalMarketingAgency

Digital Marketing Company - Turn the Tables, Complete, Grow
www.milestonesolutions.com/marketing/
 The Latest Proven Strategy. Measurable Results. 20 Years Experience. Contact Us Today. We are currently looking for qualified individuals to join our team. If you are interested, please send us your resume and cover letter to info@milestonesolutions.com. We are an equal opportunity employer. #MilestoneSolutions #DigitalMarketing #GrowthHacking #Marketing #Business #Entrepreneur #Startup #SmallBusiness #MarketingAgency #DigitalMarketingAgency

Single Throw Marketing
 4.5 ★★★★★
 100+ reviews

Hexnet Digital Marketing
 4.5 ★★★★★
 100+ reviews

SharePoint Communications
 4.5 ★★★★★
 100+ reviews

More places

Single Throw: A Standout Digital Marketing Agency | Full-Service
<https://www.singlethrow.com/>
 As a full-service marketing agency offering you a broad range of services, we're dedicated to delivering you results, while other companies deliver chaos. Contact our firm to learn how you can win with Single Throw.
 Meet the Leadership Team · Employment Opportunities · Display Advertising

Who We Are & What We Do | About Our Digital ... - Single Throw
<https://www.singlethrow.com/about-our-digital-marketing-company/>
 Given the choice, budget be damned, you'd choose the best digital marketing company every time. Question is, what makes the best digital marketing company, the best digital marketing company? We

Google badass marketer

All Images Shopping Videos News More Settings Tools

About 355,000 results (0.22 seconds)

Badass Marketer: Home
badassmarketer.com/
 Larry Ballin is the best selling author of the marketing book, *Mummy, Where Do Customers Come From?* A sought after keynote speaker, award winning entrepreneur and CEO of one of the most respected digital marketing companies in the country, Larry was called, "One of the top minds in the business" by Yahoo!.

About the Author
 A BADASS marketer and Best Selling Author. BADASS.

Contact Us
 We want to hear from all BADASS marketers. You have a question.

About the Book
 About the Book, Book Cover, Small Book, A.

Shop
 Shop: Showing the single result. Default sorting: Sort by

Marketing
 what the Future of Digital Marketing Will Not Look Like

Known Brands
 Category: Content Marketing, Known Brands, Marketing

More results from badassmarketer.com

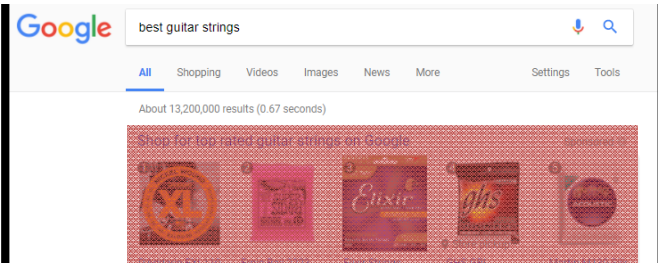
BAMF Media – Badass Marketers & Founders (BAMF) | The #1 Growth ...
www.bamf.media/
 We Started With Our Community. 15,000+ Badass Marketers & Founders. Don't take our word for it. Mark Zuckerberg voted Badass Marketers & Founders one of his favorite groups at the Facebook Community Summit in 2017. Join Community. Growth Hacking. November 27, 2017 ...
 LinkedIn · Josh Fechter · Blog · Growth Hacking

Images for badass marketer

More images for badass marketer

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https://twitter.com/badass_marketer?lang=en
 The latest Tweets from Badass Marketer NYC (@badass_marketer): "Marketing? Are you behind this?"
<https://t.co/RSFckNnml> #ITMovie #clowns"

Why Oli Gardner is a Badass Marketer | Element Three
<https://elementthree.com/blog/why-oli-gardner-is-a-badass-marketer/>
 May 27, 2015 - One individual who personifies this is Oli Gardner – a programmer turned user experience expert turned marketer who's now the Co-Founder of Unbounce and the king of landing page optimization. What you might not know is how he got there, why it matters, and why you can't afford to miss a chance to ...



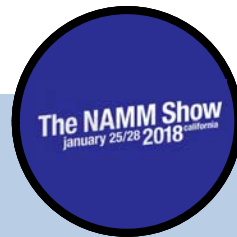
Mobile searches for “**best**” have grown **80%** in the past two years.



Google wants you to fear **NINJAS**

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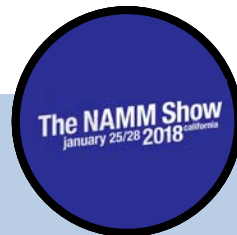
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Beware of **Self Proclaimed** Experts, Ninjas, Sherpas, Gurus and Badasses



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WHO'S A BADASS MARKETER?

Google badass marketer

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About 355,000 results (0.22 seconds)

Badass Marketer: Home
badassmarketer.com
Larry Ballin is the best-selling author of the marketing book, *Mommy, Where Do Customers Come From?* A sought after keynote speaker, award-winning entrepreneur and CEO of one of the most respected digital marketing companies in the country, Larry was called, "One of the top minds in the business" by Yahoo's

About the Author
A BADASS marketer and Best-Selling Author, BADASS

Contact Us
We want to hear from all BADASS marketers! You have a question

About the Book
About the Book - Book Cover Small 600 x 600

Shop
Shop - Showing the single result. Default sorting. Sort by

Marketing
What the Future of Digital Marketing Will Not Look Like

Known Brands
Category - Content Marketing, Known Brands, Marketing

More results from badassmarketer.com »

BAMF Media – Badass Marketers & Founders (BAMF) | The #1 Growth ...
www.bamf.media/
We Started With Our Community. 15,000+ Badass Marketers & Founders. Don't take our word for it. Mark Zuckerberg voted Badass Marketers & Founders one of his favorite groups at the Facebook Community Summit in 2017. Join Community. Growth Hacking. November 27, 2017 ...
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The latest Tweets from Badass Marketer NYC (@badass_marketer): "Marketing? Are you behind this?"
https://t.co/RSFckNnml #ITMovie #clowns

Why Oli Gardner is a Badass Marketer | Element Three
https://elementthree.com/blog/why-oli-gardner-is-a-badass-marketer/
May 27, 2015 - One individual who personifies this is Oli Gardner – a programmer turned user experience expert turned marketer who's now the Co-Founder of Unbounce and the King of landing page optimization. What you might not know is how he got there, why it matters, and why you can't afford to miss a chance to ...

Google

doesn't
deal in

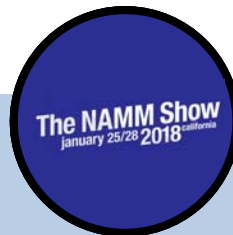
ABSOLUTES



There is only one
absolute in SEO

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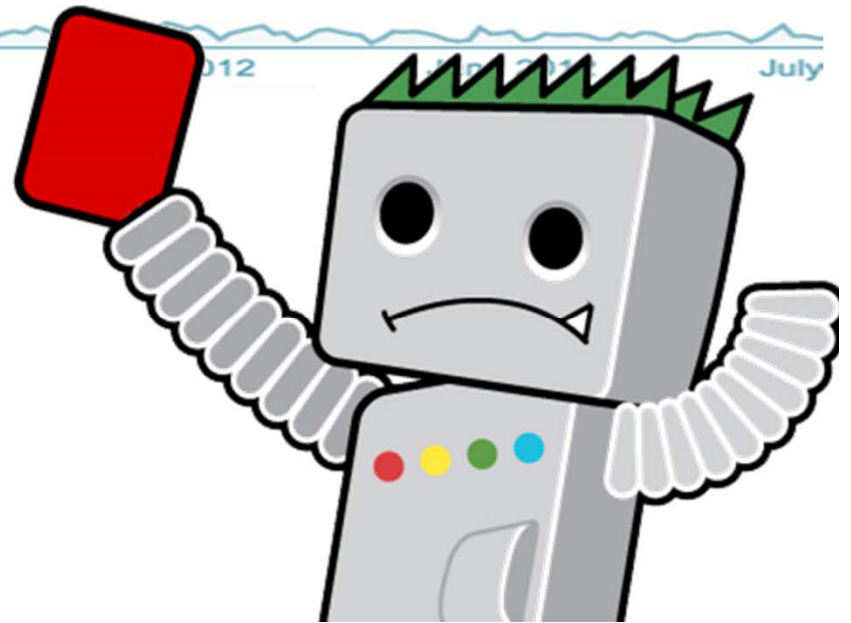
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● Visits



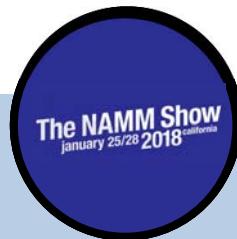
Google

Penalty



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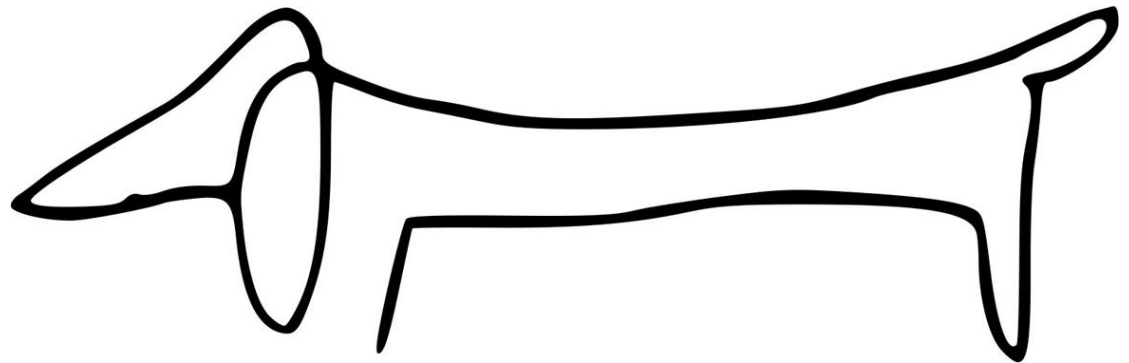
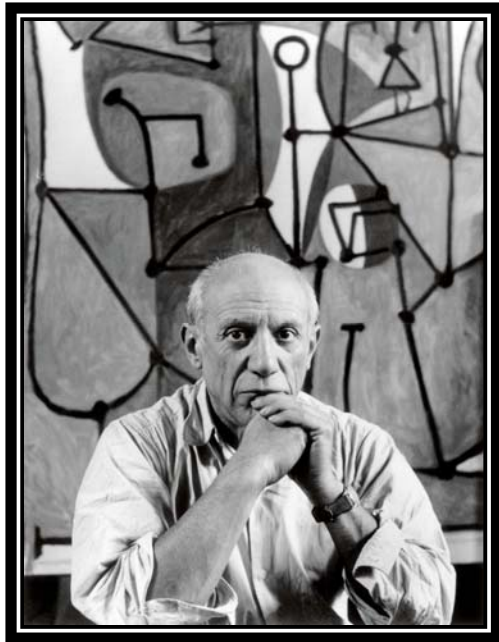
NO ABSOLUTES

- length of tags (title, meta, etc.) 50 max
- always link externally to other content
- Get as many links to you as possible
- use H1, H2 and H3 heading types
- have at least 300 – 500 words on every page

Google

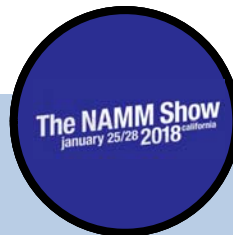
Wants searchers to see your

VALUE



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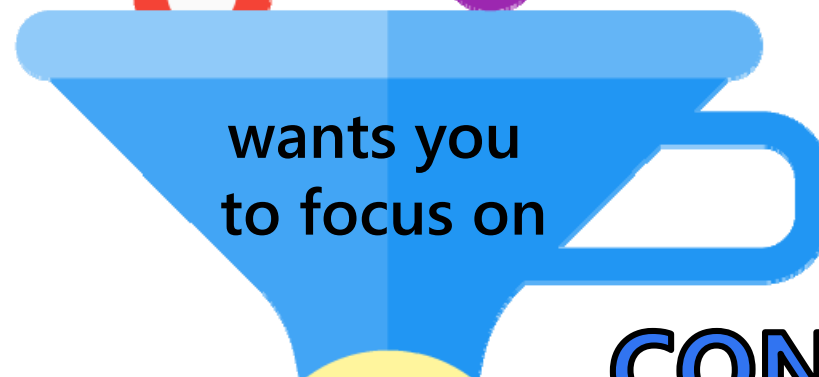
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Google



wants you
to focus on

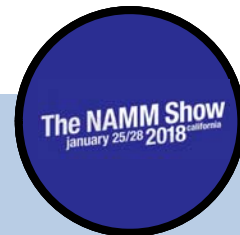
CONVERSION



**It's not about being found,
it's about being chosen.**



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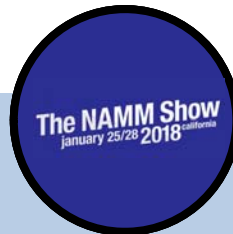
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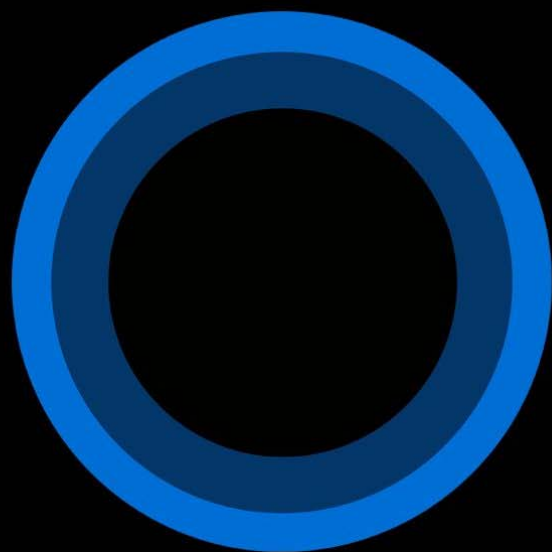
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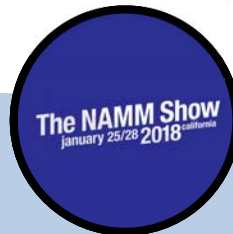


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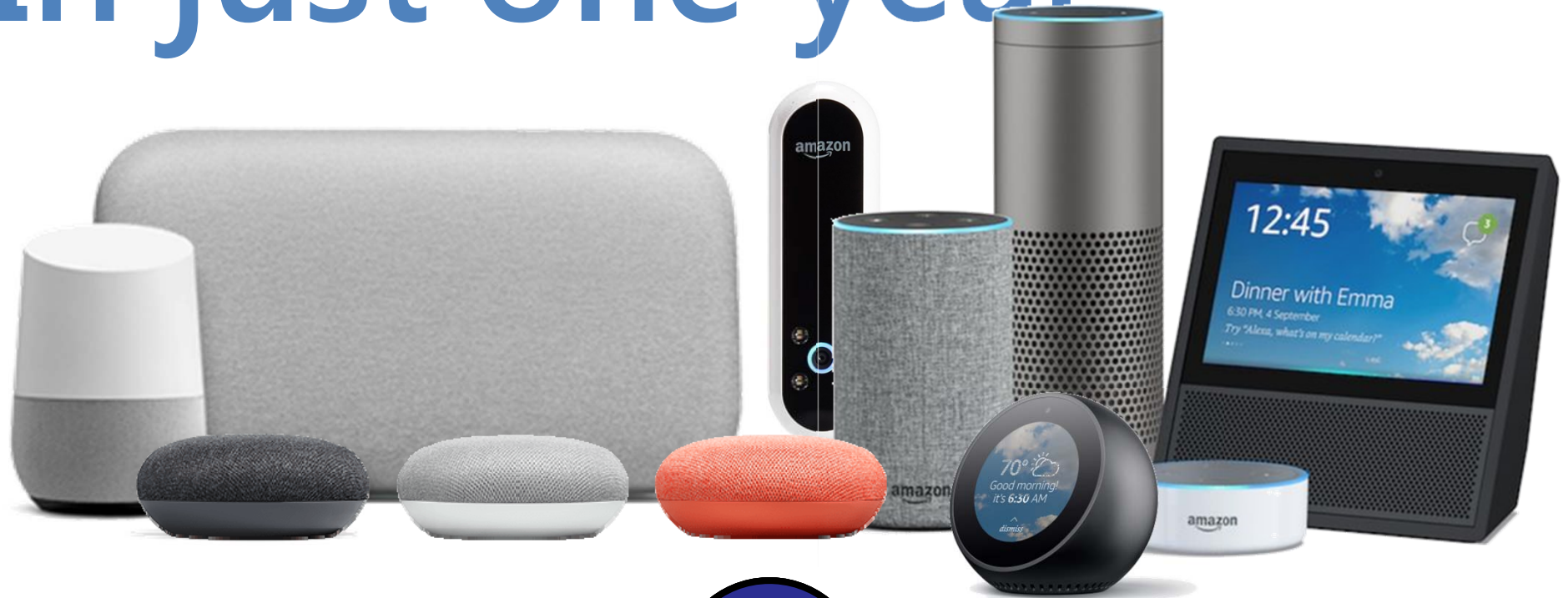
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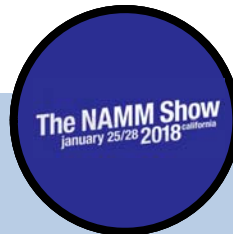
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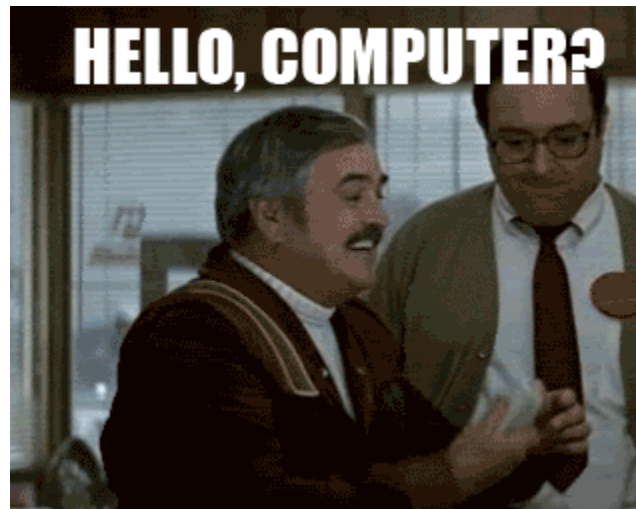


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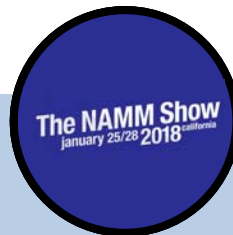
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the next wave of search optimization



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Natural Language Optimization

Google wants your answers to be questioned.

By Larry Bailin

White Gloves and Silver Platters

In 1996 a wide-eyed search engine came onto the scene with a shiny new brand promise. All your questions would now be answered, and not just answered, but "fetched" by your very own butler named Jeeves. No matter your station in life, all that was required to experience what was previously reserved for the tippy-top of society, was a phone line and access to this brand new thing called "cyberspace".



Askjeeves.com (now Ask.com) viewed the cataloging of the internet slightly different than its search engine counterparts. Ask Jeeves believed the world's collective knowledge would be best served up as answers to questions being asked by Internet devotees and a rapidly growing populous of newbies trying out this Internet thing for the first time.

Ask Jeeves was onto something with this lofty brand promise of fetching answers to your every question. People now had access to unprecedented amounts of information, which inevitably led to unprecedented amounts of questions.

Here's where it went south for poor ol' Jeeves. Even though the information age was gaining momentum from the baseball rolling down a black diamond, old-fashioned search engines



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Google Moments

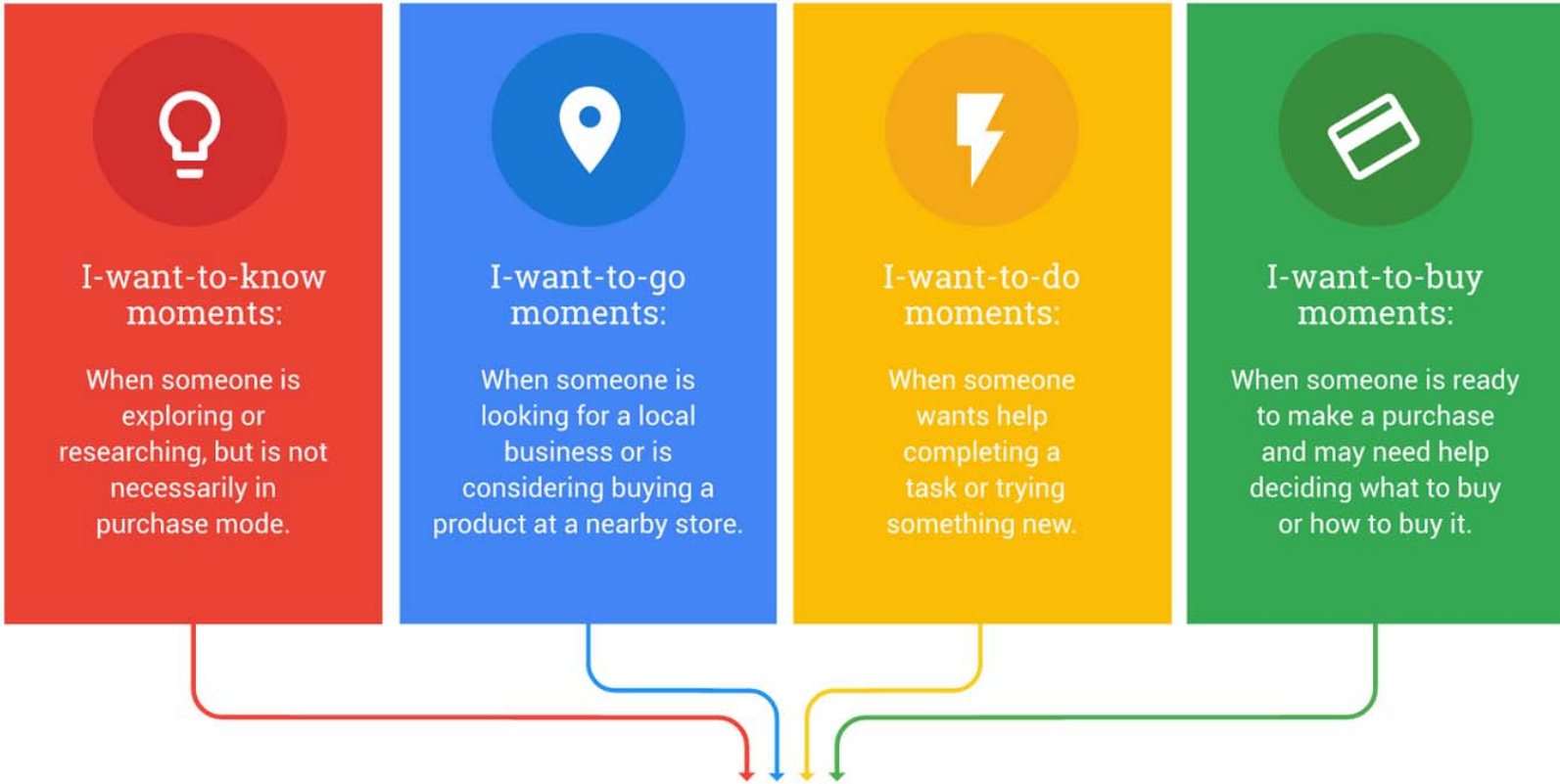
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In these moments, consumers want what they want, when they want it—and they're drawn to brands that **deliver on their needs**.



Hi, how can I help?

What is the easiest instrument to play?

How much do guitar lessons cost?

What is the easiest instrument to learn?

Where is a Music store near me

What is the best clarinet?





What is the easiest



what is the easiest **language to learn**

what is the easiest **instrument to learn**

what is the easiest **instrument to play**

what is the easiest **language to learn in the world**

what is the easiest **font to read**

what is the easiest **dog to train**

what is the easiest **way to learn spanish**

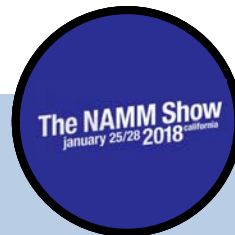
what is the easiest **way to lose weight**

what is the easiest **degree to get**

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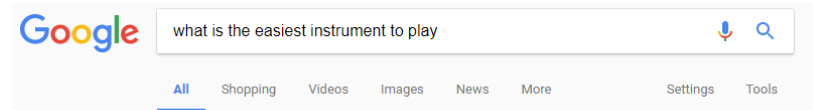
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Answer Box / Snippet



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According to takelessons.com

Ukulele Harmonica Bongo drum Piano Glockensp...

The Easiest Instruments for Adults

- Ukulele. Inexpensive to buy and super fun to play, the ukulele is one of the easiest instruments to learn. ...
- Harmonica. Be it blues, jazz, rock, folk, or country music, the harmonica (also known as the "Blues Harp") is a great choice for adult beginners. ...
- Bongos. ...
- Piano. ...
- Glockenspiel.

[The 5 Easiest Instruments Perfect for Adult Learners - TakeLessons.com](https://takelessons.com/blog/easiest-instrument-for-adults)
<https://takelessons.com/blog/easiest-instrument-for-adults>

About this result Feedback

People also ask

- What is the easiest musical instrument to play? ▾
- What is the easiest stringed instrument to learn how to play? ▾
- What is the easiest woodwind instrument to learn to play? ▾
- What is the most difficult instrument to play? ▾

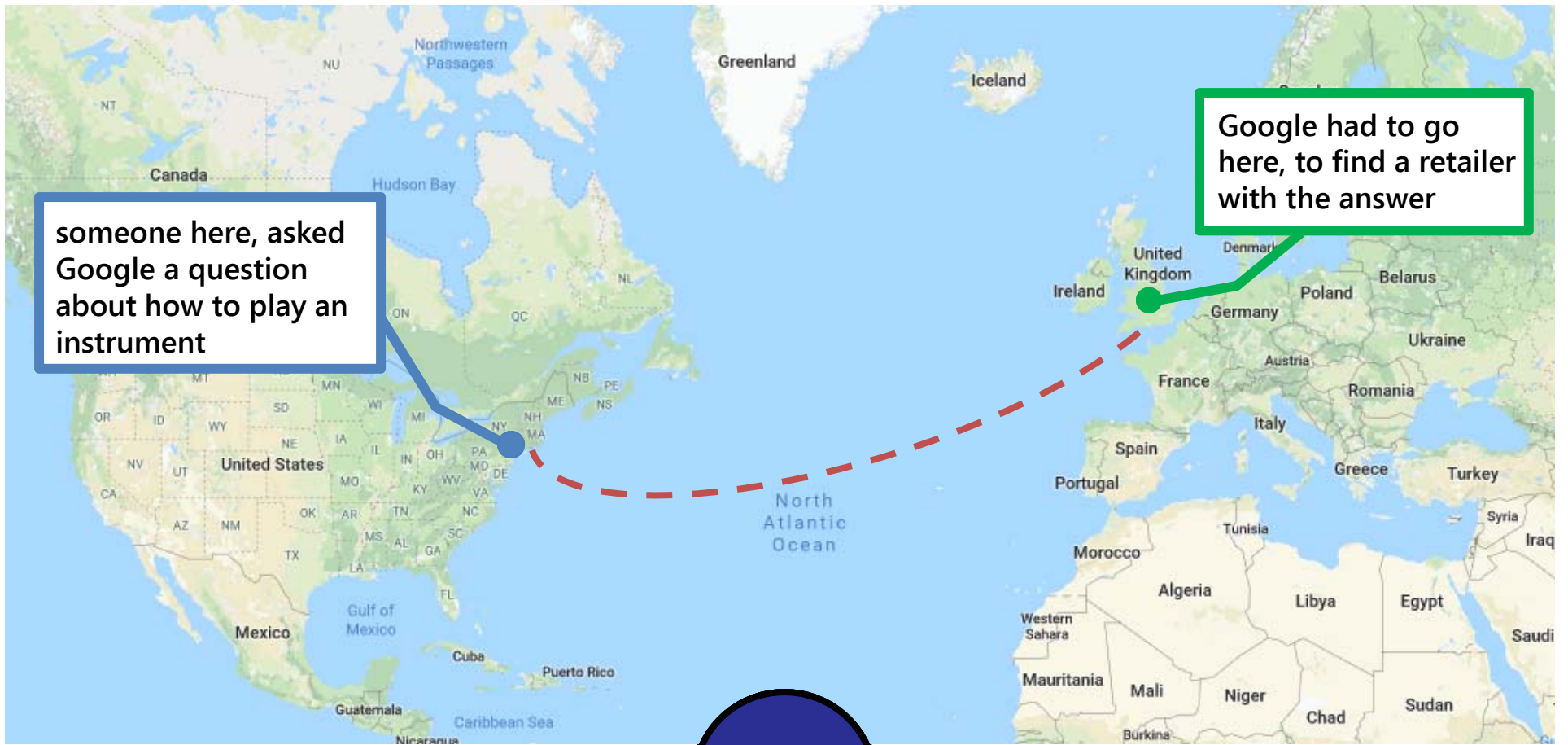
Feedback

Easiest Instruments to Play - Top Ten List - TheTopTens®

<https://www.thetoptens.com/easiest-instruments-play/> ▾
Based on over 1000 votes, Triangle is ranked number 1 out of 46 choices. Agree? Disagree? Place your vote on the top 10 list of [Easiest Instruments to Play](#)

[The 5 Easiest Instruments Perfect for Adult Learners - TakeLessons.com](https://takelessons.com)
<https://takelessons.com> - Music Lessons - Music Articles ▾
Jul 21, 2015 - The Easiest Instruments for Adults: Ukulele. Inexpensive to buy and super fun to play, the ukulele is one of the easiest instruments to learn. Harmonica. Be it blues, jazz, rock, folk, or country music, the harmonica (also known as the "Blues Harp") is a great choice for adult beginners. Bongos. Piano. Glockenspiel.

above
the fold
below



someone here, asked Google a question about how to play an instrument

Google had to go here, to find a retailer with the answer

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91%

of smartphone users turn to their smartphones for ideas while doing a given task.

31%

of all searches are question based

20%

of Google mobile queries are voice searches

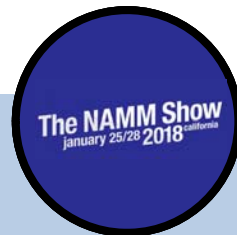
**percentage of google searches
that return an answer box snippet**

28

START BY UNDERSTANDING INTENT

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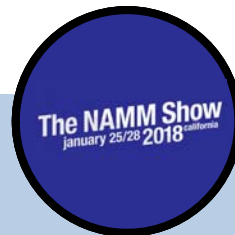
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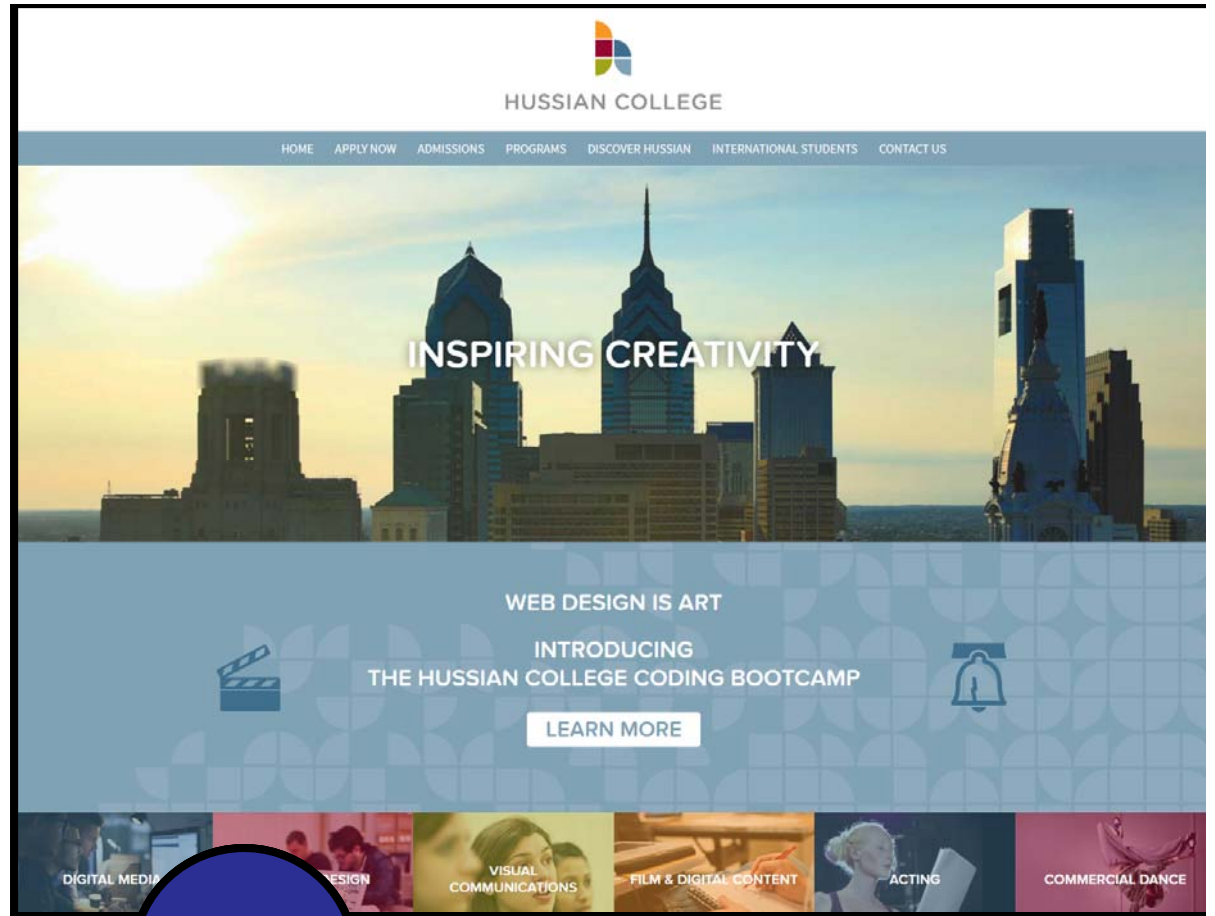
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"Art Classes in Philadelphia"



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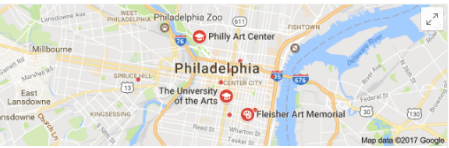
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Philly Art Center 1.0 ★★★★★ (1) Art School 2501 Olive St. (215) 765-2787 Open until 6:00 PM	WEBSITE DIRECTIONS
Fleisher Art Memorial 4.3 ★★★★★ (24) Private University 719 Catharine St. (215) 922-3456 Open until 9:30 PM	WEBSITE DIRECTIONS
The University of the Arts 4.3 ★★★★★ (24) Private University 820 S Broad St. (215) 717-6000	WEBSITE DIRECTIONS

[More places](#)

Top Art Classes For Adults In Philadelphia - CBS Philly
 philadelphia.cbslocal.com/top-lists/top-art-classes-for-adults-in-philadelphia/

Classes & Tuition-Free Classes - Fleisher Art Memorial
 fleisher.org/take-a-class/classes/

Philadelphia Art Classes - Deals in Philadelphia, PA | Groupon
 https://www.groupon.com/.../Philadelphia-Things-To-Do-Fun-&Leisure

Best adult art classes Philadelphia, PA - Yelp
 https://www.yelp.com/search?find_desc=Best+Art+Classes+Philadelphia%2C...

Best Painting classes in Philadelphia, PA - Yelp
 https://www.yelp.com/search?find_desc=Painting+Classes&find...Philadelphia%2C...

Continuing Education Classes - Pennsylvania Academy of the Fine Arts
 https://www.pafa.org/adult-programs/continuing-education-classes

Philly Art Center : Adult Classes
 public.phillyartcenter.com/public/AdultClasses.faces

Adult Classes Archives - Philadelphia Magazine
 www.phillymag.com/best-of-philly/awards/adult-classes/



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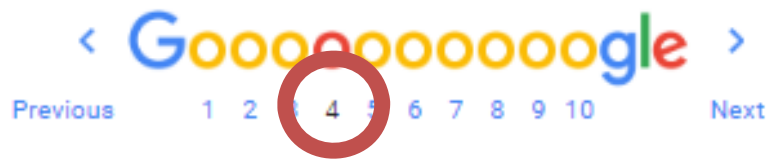
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“Art Classes in Philadelphia” Where is the INTENT?





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College of Fine Arts - Indiana University of Pennsylvania
www.iup.edu/finearts/
The College of Fine Arts hosts a talented faculty and staff dedicated to expanding the minds and skills of students through fully accredited programs and ...

Allegheny College – Meadville, PA – The national liberal arts college ...
allegheny.edu/
Located in Meadville. A private, co-educational institution of 1900 undergraduates from 37 states and 19 countries.

Swarthmore College: Swarthmore Home
www.swarthmore.edu/
Swarthmore leads the effort among colleges and universities to support carbon pricing as a ... April is the perfect month to celebrate the arts at Swarthmore.

Pennsylvania - Liberal Arts College Review
www.liberalartscollegereview.com · Find Schools
View a directory of 35 liberal arts colleges in Pennsylvania (PA). Find college information, photos and news.

College of Arts and Architecture | Penn State
<https://artsandarchitecture.psu.edu/>
Encompasses undergraduate and graduate programs in the Department of Art History, the School of Architecture and Landscape Architecture, the Department of ...

Philadelphia College Art | Hussian College | Art College
<https://www.hussiancollege.edu/>
Hussian College is a Philadelphia and Los Angeles-based arts college offering degrees in film, acting, commercial dance, and design related fields.

Art - Edinboro University
art.edinboro.edu/
Degree programs in fine and applied media arts, crafts, art education, art therapy and art history celebrate creativity and equip students ... Edinboro, PA 16444



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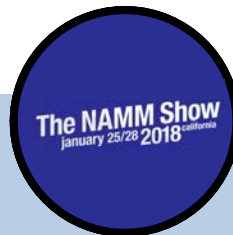
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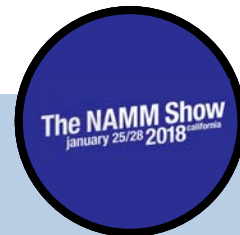
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HOW TO BE THE ANSWER TO YOUR CUSTOMERS QUESTIONS



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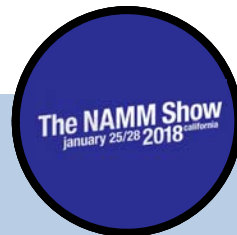
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YOU DON'T HAVE TO BE
PERFECT, JUST BETTER THAN
YOUR COMPETITION



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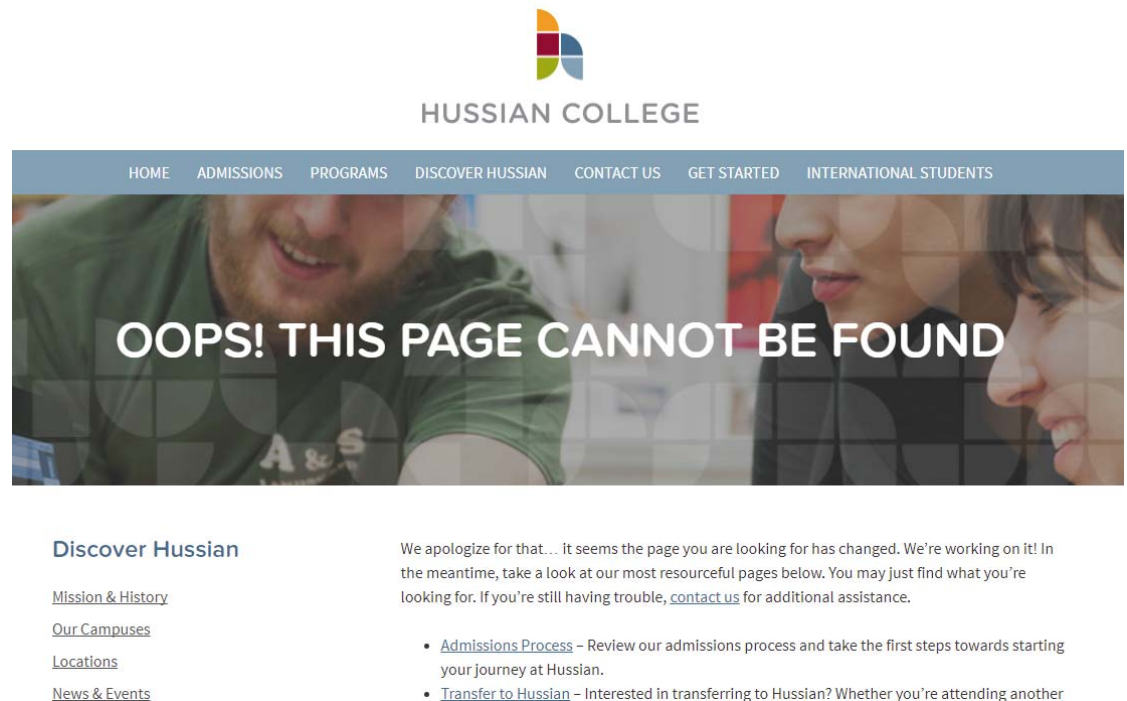


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Find and Fix all Errors

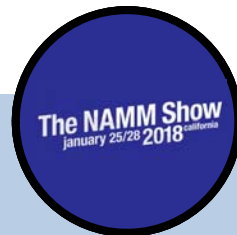
- 343 Code / redirect errors
- 301 redirect old domain
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IDENTIFY THE PROBLEMS THAT HAVE INTENT



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Natural Language Optimization: Topics

TOPIC

How to Write a Successful Personal Statement for Art School

QUESTIONS OF FOCUS

- What is a personal statement?
- How do you write a personal statement?
- Art School Essay Writing Tips
- Personal Statement Prompts



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How to Write a Successful Personal Statement for Art School

Page Contents (10)

- 1 How to Write a Successful Personal Statement for Art School
- 1.1 What Should Be in My Personal Essay for Art School?
- 1.1.1 Structuring Your Art School Application Essay
- 1.1.2 Personal Statement Essay Title and Topic
- 1.1.3 Personal Essay Title
- 1.1.4 Personal Essay Thesis
- 1.1.5 Personal Statement Prompts
- 1.1.6 Writing a Personal Essay Impressive with Your Personal Artist Statement
- 1.1.7 How to Write a Personal Statement for Art School

If an art school offers the option of submitting a personal statement, it may be tempting for high-achieving students to use it as a way to stand out. However, it is not as easy as it seems. In addition to showcasing your personality and thought process, submitting an application essay allows the admissions team to see that you are as much more than just your transcripts. Whether you were a top student or perhaps ranked lower than average but excelled in an art school application essay allows you to showcase your direction as an artist, as well as highlight any additional accomplishments, making you further stand out as an applicant.

When it comes to an art school essay, you may be asked about your artistic influences, your artistic influences, or even how you have evolved as an artist. Although the content of the essay itself is subjective, it is a particularly powerful piece that may make the difference between admission and rejection. Needless to say, you need to showcase the very best of you, especially if it may not have come out in the other parts of the application package.

What Should Be in My Personal Essay for Art School?

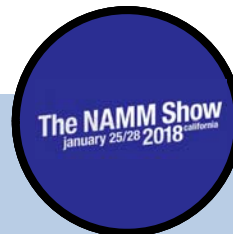


Some applications may require a lengthy autobiographical essay while others, such as Hussian College, simply request a several-paragraph essay. Either way, there are a few crucial elements to consider to help your writer statement stand out for the right reason.

Although there are no "rules" (unless they are outlined in the requirements), you should remember that it is an essay to be written with care. Issues should flow together in a way that makes sense and attention should be paid to grammar and sentence structure. By showing that you are able to craft a professional piece of content that is mindful of proper grammar and sentence structure while speaking to who you are as an individual, your personal statement will truly stand out.

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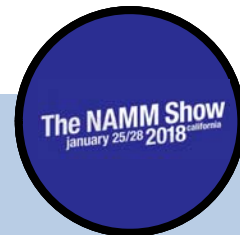
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CREATE STRUCTURED CONTENT, NOT JUST CONTENT



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How to Write a Successful Personal Statement for Art School

[hide]

- 1 How to Write a Successful Personal Statement for Art School
 - 1.1 What Should Be in My Personal Essay for Art School?
 - 1.1.1 Structuring Your Art School Application Essay
 - 1.2 Personal Statement Essay Do's and Don'ts
 - 1.2.1 Personal Essay Do's
 - 1.2.2 Personal Essay Don'ts
 - 1.3 Personal Statement Prompts
 - 1.3.1 Making a Great First Impression with Your Personal Artist Statement
 - 1.4 Most Importantly, Don't Sweat It

If an art school offers the option of submitting a personal statement, it may be tempting to forgo the opportunity. However, it could actually work to your advantage! In addition to showcasing your personality and thought process, submitting an application essay allows the admissions team to see that you are so much more than just your transcripts. Whether you were a top student or perhaps received lower than average test scores, an art school application essay allows you to showcase your direction as an artist, as well as highlight any additional accomplishments, making you further stand out as an applicant.

When it comes to an art college essay, you may be asked about your art philosophy, your artistic influences, maybe even how you have evolved as an artist. Although the content of the essay itself is subjective, it is a potentially powerful piece that may make the difference between admission and rejection. Needless to say, you need to showcase the very best of you, especially if it may not have come out in the other parts of the application package.

Natural Language Optimization: Structure

- Complete Step-by-step guides for usability

Structuring Your Art School Application Essay

Just like the essays you were taught to write in school, your personal statement should have a discernible introduction, body, and conclusion.

- **The Introduction:** Ideally, your introduction should frame the question being asked of you in the context of how you envision yourself as an artist. It is a good place to set out the parameters of your essay so the reader knows what is to come. You could also use the introduction to provide the reader a basic roadmap so that they can understand how your statement is intended to flow.
- **The Body:** The body will contain your arguments and explanations. Where applicable, make sure you provide concrete examples that can paint a vivid picture for the reader. For example, if you say that abstract modern art has influenced your aesthetic style, you may identify a particular painting, artist, or group of works, that embody what you love. If you pick something like Picasso's Guernica, speak to the individual visual elements that make the work stand out to you. Is it the use of color? The way the artist has interpreted the historical bombing? What is it that you see in this work or art that may not have been evident to others?
- **The Conclusion:** Though you may be relieved to finally be writing the conclusion, don't let your personal statement end abruptly! The conclusion, after all, is your last chance to leave a final great first impression. It should reiterate the theme of your statement without introducing any new ideas. Essentially, the reader should be left feeling as though they have a better understanding of who you are as an artist. Think of it this way: if the rest of the essay was the journey, the conclusion is the destination.

Personal Statement Essay Do's and Don'ts

While many schools encourage creativity when it comes to crafting your personal statement, it is important to incorporate best writing practices to ensure a piece that is easy to read, thorough, and engaging. Here are a few art school essay writing tips you may wish to adopt to ensure that you put your best foot forward.

Personal Essay Do's

- **Answer all the parts of the question.** A common mistake that students make when writing a personal statement is to simply list all the positive things about themselves. Make sure that you understand what the question is asking. Sometimes the college wants to see your creativity; other times, they are looking for more fact-based responses. It can be helpful to make an outline or map out the question on a sheet of paper prior to actually writing. This helps to ensure you are touching upon every part of the question(s).
- **Focus on your strengths.** You are, after all, trying to persuade the reader that you are the candidate they want to admit. You want them to understand that you have much to offer their program. Unless you are being specifically asked about a weakness, concentrate your writing on your best facets.
- **Use specific, personal examples.** Not only do these allow the reader to really get to know you, but it will give you a bit more credibility. Instead of vague claims, you will be better able to explain why you think you deserve to be part of their program. You can demonstrate the impact something has had on you, and how you were shaped by it. You may even be showing some out of the box, innovative thinking, which is usually a sought after trait in an artist.
- **Make your essay easy to read and follow.** Use line breaks to break up paragraphs. Where appropriate, use headings and subheadings. Members of an art school admissions staff often have to read dozens, even hundreds, of personal statements and art essays. Ideally, you want reading your essay to be a pleasant experience, one that is easy to follow and to the point.

Personal Essay Don'ts

- **Don't recycle personal statements.** If you are applying to multiple art schools, it may be tempting to use the same application or personal essay. However, it's a good idea to refrain from doing this. What you think of for your graphic design personal statement ideas could be quite different from what you would include in a fine art essay sample, for example. It's best to treat each personal statement as a separate essay with different focuses.
- **Don't lie or embellish.** Personal statements are just that... personal! Embellishments or lies can often be sensed by the reader, especially if you are not entirely familiar with a particular topic. Keeping your writing personal and true only adds to the passion, something that admissions teams often look for in an art student. In addition, some colleges conduct interviews. They are free to ask you about the statements you have made in your essay, and if it is full of embellishments, you may find yourself stuck when responding.
- **Don't speak in generalities.** Very general phrases about what you like or dislike do nothing to actually convey what inspires or influences you. Instead, explain the why. Rather than simply state, "I like bold colors," you might say: "I prefer the attention that is drawn to bold and saturated colors, often utilized to emphasize a contrast between objects and subject matter." Ideally, a personal statement is your opportunity to really differentiate yourself as an applicant, not blend into a sea of overly general, unengaging essays.
- **Don't get too "avant-garde", political, or humorous.** Even though the essay is an excellent opportunity to give the admissions team a glimpse of your personality, do it strategically.

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Spell check your personal statements – twice!

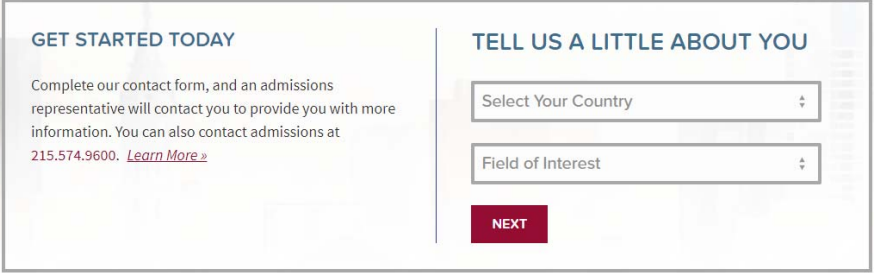
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Most Importantly, Don't Sweat It

It's easy for students to become overwhelmed at the thought of writing a personal statement for their art school application, especially if they are applying to multiple schools. Don't stress yourself out! If you're in a bind, free write on a sheet of paper and get the ideas flowing. Remember to stay true to who you are—that's what the admissions teams are looking for, after all!

Put these tips to the test when crafting a personal artist statement for your application to Hussian College! We can't wait to see all that you have to offer as a student. You may also review our course curriculum to find just the right program for you.



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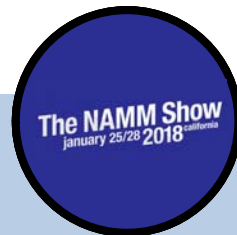
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NEXT

THE OUTPUT



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successful personal
statement for art school?



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2. Don't lie or embellish. ...
3. Don't speak in generalities. ...
4. Don't get too "avant-garde", political, or humorous. ...
5. Don't rely on lists. ...
6. Don't make excuses. ...

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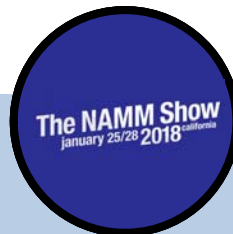
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How to Write a Successful Personal Statement for Art School | Hussian ...
<https://www.hussiancollege.edu/write-successful-personal-statement-art-school/> Personal Essay Don'ts. Don't recycle personal statements. If you are applying to multiple art schools, it may be tempting to use the same application or personal essay. Don't lie or embellish. Don't speak in generalities. Don't get too "avant-garde", political, or humorous. Don't rely on lists. Don't make excuses. How to Write a Successful ... What Should Be in My ... Personal Statement ...

Art and Design Personal Statement Examples | Studential.com
<https://www.studential.com/personal-statement.../art-and-design-personal-statements> We hope our collection of UCAS Art & Design personal statements provides inspiration for writing your own. ... Although I pursued an academic rather than creative path in school, I have always been fascinated by the patterns that occur in art, architecture and the natural world, and drawing and painting have heightened my ...
Fine Art Personal Statement - Art Foundation/Fine Art ...

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Google

How do I write a
successful personal
statement for art school?



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One Process for Writing the Personal Statement

1. Analyze the question(s) asked on a specific application.
2. Research the school and/or program to which you are applying.
3. Take a personal inventory (see below). ...
4. Write your essay.
5. Revise your essay for form and content.

More items...

[1] [Writing Tips: Personal Statements - Center for Writing Studies](#)

www.cws.illinois.edu/workshop/writers/tips/personalstatement/

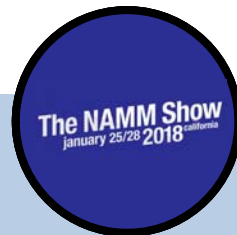


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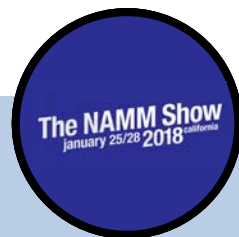
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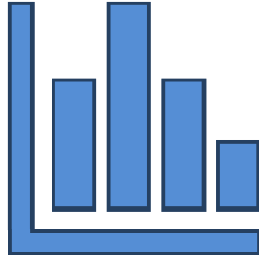


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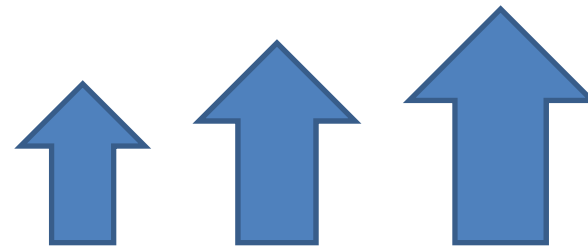
Organic Sessions

Prior to NLO, organic sessions were on a downward trend.

- Jun 2017 - 938 down 5.25% YOY
- Jul 2017 - 965 down 6.40% YOY
- Aug 2017 - 1005 down 15.19% YOY

Post NLO, that trend has reversed

- Sep 2017 - 1266 up 15.30% YOY
- Oct 2017 - 1311 up 1.39% YOY



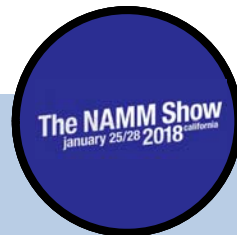
Organic rankings

First page Google rankings are on the rise across the board

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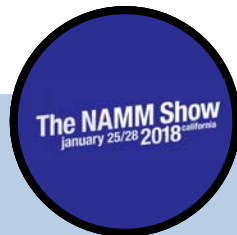
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Getting this right is not optional

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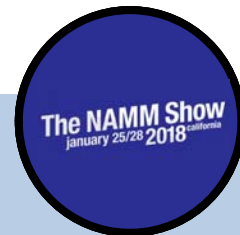
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What happens if you don't?



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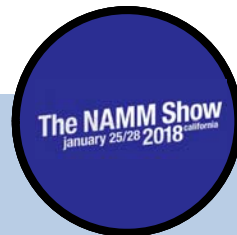
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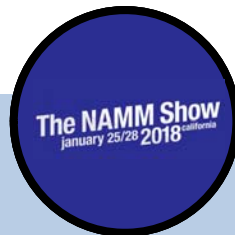
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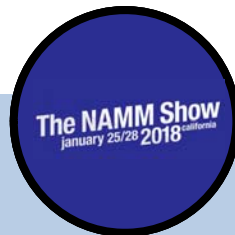
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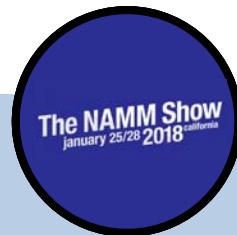
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those that can hear it
coming



David Bowie



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