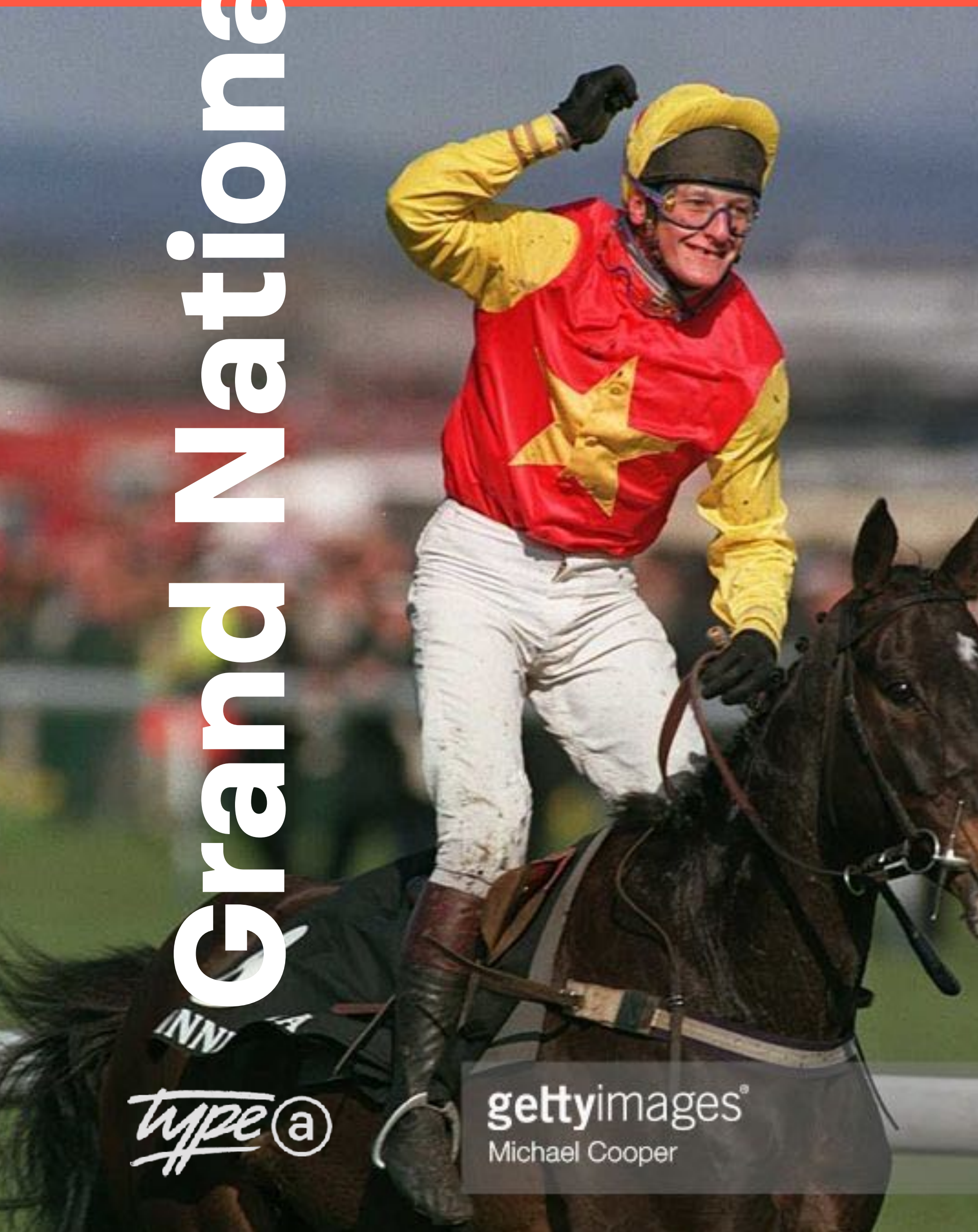


A photograph of a sumo wrestler and a young boy in a starting crouch on a sand pit. The wrestler is on the left, wearing a purple mawashi, and the boy is on the right, wearing a white mawashi. They are both in a low, crouched position with hands on the sand, ready to start a match. The background is dark and out of focus, showing a crowd of spectators. The text 'Killing Giants' is overlaid in large white letters, and 'How to beat the blue chips in search' is overlaid in smaller white letters below it.

Killing Giants

How to beat the blue chips in search

Grand National



Love the underdog

Minnehoma won the grand national in 1994

- Odds: 16/1
- Conditions: Heavy
- No track record
- £1 Bet

type[®](a)

gettyimages[®]
Michael Cooper

The speaker

Hi, I'm Ross

Ex Publicis Groupe now MD of Type A Media

- Boots, TripAdvisor, Etihad Airways
- ByeBye, AviosCards, SitesLikeWonga, AsianCam
- The secret to Killing Giants is.....

type®a



**Do the same stuff.
But Faster.**



Ross Tavendale

@rtavs

How long does your technical SEO audit typically take for a 1000 page site?

0% 1 hour

16% 1 day

60% 1 week

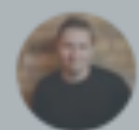
24% 1 month

25 votes • Final results

4:00 PM - 20 Apr 2018



5



Dawn Anderson @dawnieando · Apr 20

Replying to @rtavs

It depends... Is it a template driven site with just a few templates for example?



1



1



Ross Tavendale @rtavs · Apr 20

It's just a theoretical question. But assume it's 5-7 templates running a common CMS like woo commerce, magento, shopify, etc.



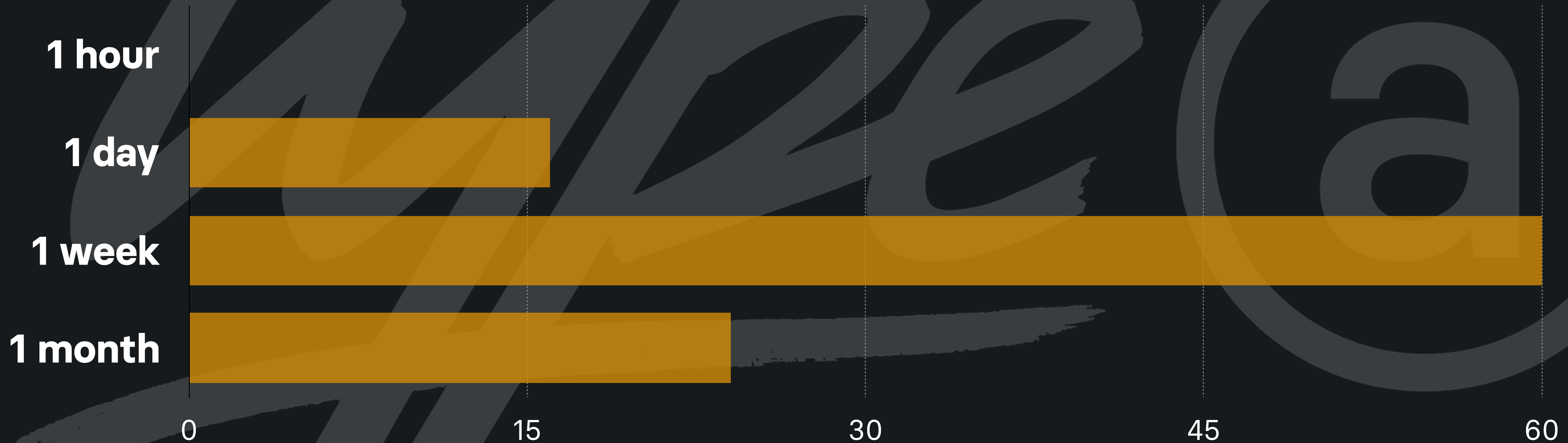
1

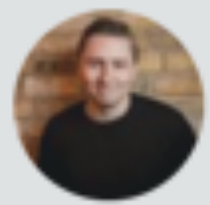


1



60% said 1 week





Ross Tavendale

@rtavs



What's the longest you've had to wait for a client to make a site change?

100% I'm still waiting

0% 1 day

0% 1 week

0% 1 month

13 votes • Final results

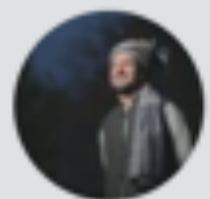
8:34 AM - 23 Apr 2018



1



Add another Tweet



Khushal @Khushal · Apr 23



Replying to @rtavs

In my part of the world, your poll options shouldn't include anything less than 1 month.



Twitter Poll

How long does it take to get things done?



Twitter Quote

“In my part of the world, your poll options shouldn't include anything less than 1 month.”

Slowvakia?





Oslow?



Minnestotta?



Glaslow?

A photograph of Elon Musk speaking at a SpaceX event. He is wearing a dark jacket over a plaid shirt and gesturing with his hands. The background features the SpaceX logo and a starry space theme.

Elon Musk

Each person within an operation is a vector that exerts energy to achieve a goal.

A photograph of Elon Musk speaking at a Starline event. He is wearing a dark jacket over a plaid shirt and gesturing with his hands. The background features a large blue banner with the word "STARLINE" and a starry space theme.

Elon Musk

Everyone has a quantity
of both
magnitude and
direction.

A photograph of Elon Musk speaking at a SpaceX event. He is wearing a dark jacket over a blue and white plaid shirt. He is gesturing with his hands while speaking. In the background, a large blue banner with the word "SPACEX" in white capital letters is visible. The background is dark with some blue light effects.

Elon Musk

A company's progress
is determined by the
sum of all these
vectors.



Get your finger out



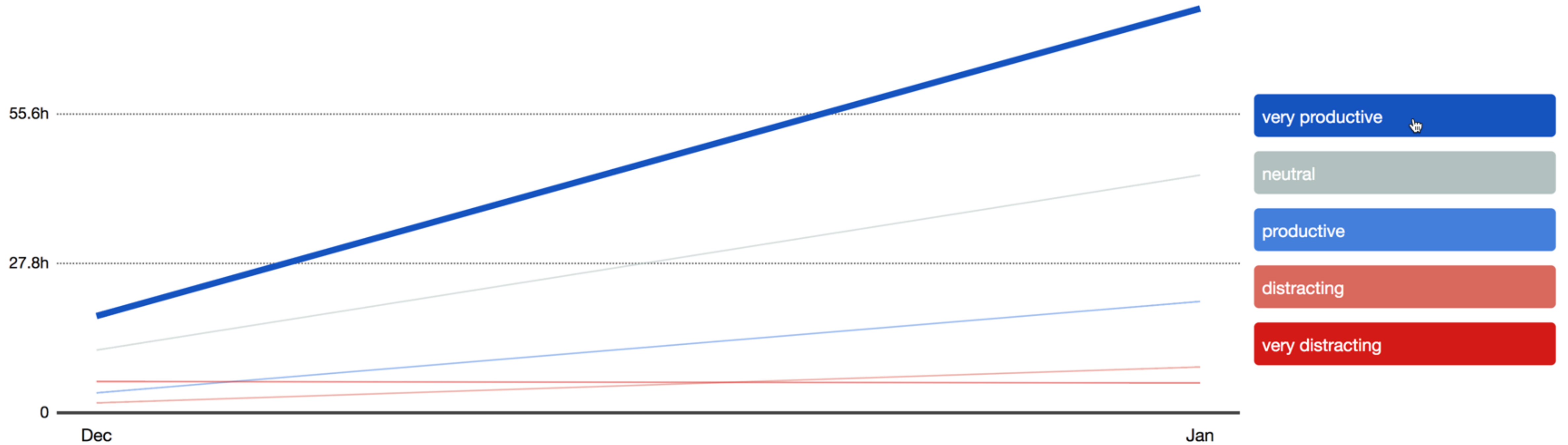
Install this

You'll be surprised
how little work you
actually do.

I work about 240
hours. That means
100 hours of
DISTRACTION



Almost immediate

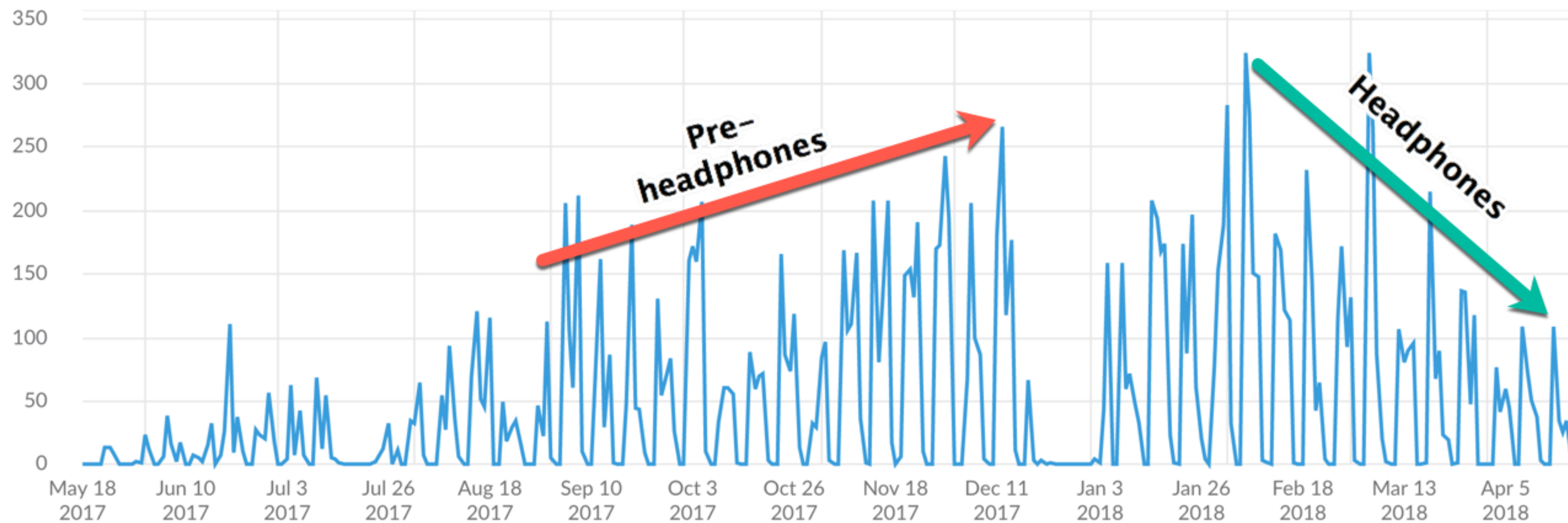


Messages and Files

Learn how information is shared in your workspace.

Messages sent

Files uploaded



Delete Slack



Achieving perfect technical SEO

Lock it all down

How many surprises do you
get every month?

Danger

404 page check: The 404 status check returns a 200 status code	✖	⚙ Co
Rel Canonical check: We didn't find a Rel Canonical link	✖	⚙ Co

Warning

www to non-www check: The www to non-www redirect check returned a 302 status code	⚠	⚙ Co
Nameservers check: Your nameservers have changed!	⚠	⚙ Co
Geo redirect check - United Kingdom: The United Kingdom Geo redirect status check returns a 200 status code	⚠	⚙ Co

All good

Whois expiry: This domain expires in 1779 days	✓	⚙ Co
URL check: The URL status check returns a 200 status code	✓	⚙ Co
HTTP to HTTPS check: The HTTP redirect returns a 301 status code	✓	⚙ Co
SSL Certificate expiry: This SSL Certificate expires in 34 days	✓	⚙ Co
MX Records check: We found your MX records	✓	⚙ Co
Robots.txt indexability check: Robots.txt indexability check Allows indexing	✓	⚙ Co
Google Analytics: We found your Google Analytics code	✓	⚙ Co
Title tag change detection: We found your Title tag!	✓	⚙ Co
Meta Description change detection: We found your Meta Description!	✓	⚙ Co
Meta Robots indexability check: Meta Robots Indexability check Allows indexing	✓	⚙ Co

Not enabled

Google Tag Manager: Google Tag Manager code not selected to check	🔌	⚙ Co
X-Robots Indexability check: X-Robots Indexability not selected to check	🔌	⚙ Co
Custom content: Custom content not selected to check	🔌	⚙ Co
Robots.txt change detection: Robots.txt not selected to check	🔌	⚙ Co
IP Address change detection: IP Address not selected to check	🔌	⚙ Co
Google Malware list check: Google Malware not selected to check	🔌	⚙ Co
Custom element: Custom element not selected to check	🔌	⚙ Co
Geo redirect check - United States: Geo redirect not selected to check	🔌	⚙ Co
Geo redirect check - Netherlands: Geo redirect not selected to check	🔌	⚙ Co
Geo redirect check - Germany: Geo redirect not selected to check	🔌	⚙ Co



Little Warden
MONITORING THE TEDIOUS

Lock it down

Watch for changes
in basics that make
a huge difference

SSL/MX/Canonicals



Lock it down

Get a running list of all changes made to the site and keep an eye on what is changing

General	15 APR 2018 (12:11)	vs	22 APR 2018 (16:32)	Fixed	New
Pages crawled	1,390		1,388		
Overall score	57		61		
Total issues	24,533		24,194	1,588	1,092
Total errors	817		970	757	910
Total warnings	23,146		22,633	670	157
Total notices	570		591	161	25
Errors					
5xx errors Learn more			1	—	—
4xx errors Learn more	1		1	—	—
Missing title tags Learn more	1	0	1	—	—
Duplicate title tags Learn more	0		—	—	—
Duplicate content Learn more	0		0	—	—
Broken internal links Learn more	7		7	—	—
Pages not crawled Learn more	1		11	—	10
DNS resolution issue Learn more	0		0	—	—
We couldn't open the page's URL Learn more	0		0	—	—
Broken internal images Learn more	0		0	—	—
Duplicate meta descriptions Learn more	769		750	753	734
Invalid robots.txt format Learn more	0		0	—	—
Invalid sitemap.xml format Learn more	0		0	—	—
Incorrect pages found in sitemap.xml Learn more	1		1	—	—
www resolve issues Learn more	0		0	—	—
Viewport not configured Learn more	0		0	—	—
Large HTML page size Learn more	0		0	—	—
Missing canonical tags in AMP pages Learn more	0		0	—	—
Issues with hreflang values Learn more	0		0	—	—
Hreflang conflicts within page source code Learn more	30		30	—	—
Issues with incorrect hreflang links Learn more	0		0	—	—
Non-secure pages Learn more	0		0	—	—

Lock it down

Run periodic crawls of the site so you are always working with fresh data.

We crawl 3 times a week.

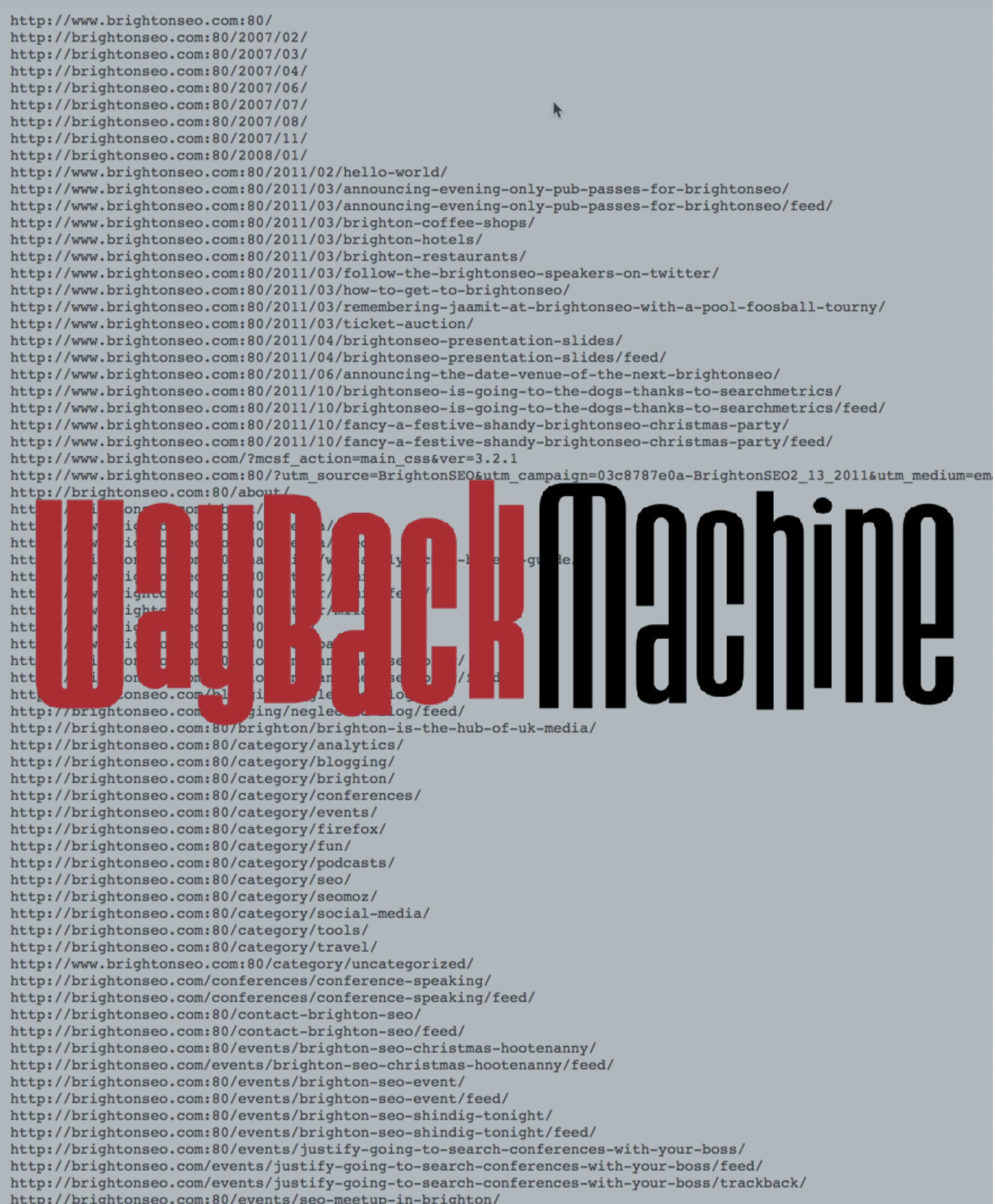
The background is dark gray. On the right side, there is a large, faint '@' symbol. On the left side, there is a large, faint 'X' made of two thick, dark gray brushstrokes. The text is centered in the middle of the image.

**Fix broken stuff.
Today.**

Broken stuff

404s, orphans & pages not in the index

- All the URLs that have ever existed
- Data dumps to sheets
- Finding pages that Google can't
- Fixing it quickly



All the URLs

- archive.org
- Analytics
- Search Console
- Majestic pages

Google Sheet

Total time: 1 hour

<https://a.agency/brighton>

Python Script

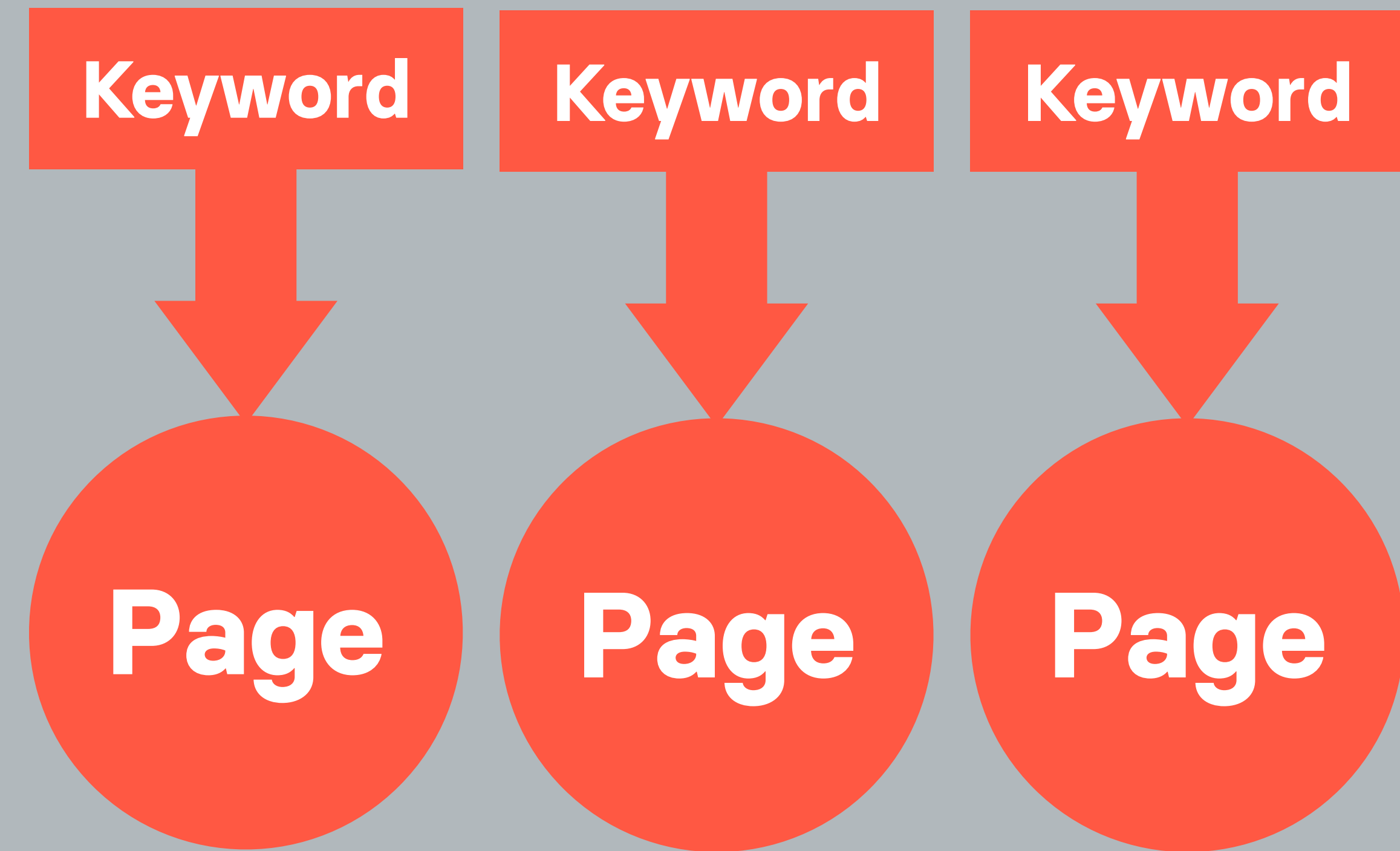
Total Time: 60 seconds

<https://a.agency/brighton>



Orphans & weak pages

- **An exercise in internal linking**
- **Might as well do the entire site**
- **Release pockets of power**



Internal Linking

**Map keywords
to URLs**

Google

site:brightonseo.com "venue"

Volume: 0m0 | CPC: \$0.00 | Competition: 0

All Maps Images News Shopping More Settings Tools


About 256 results (0.27 seconds)

The Venue - BrightonSEO Conference BrightonSEO ... - Brighton
<https://www.brightonseo.com/venue/> ▼
The conference the lovely and huge seafront **venue** – the Brighton Centre. It's the biggest **venue** of it's kind in Brighton that helps us become probably the biggest specialist search marketing event in the world. We're expecting 3500 attendees to join us for the Friday conference. We'll have at least six tracks, lots with ...

Travel - BrightonSEO Conference BrightonSEO Conference - Brighton
<https://www.brightonseo.com/travel/> ▼
The Brighton Centre is located in the heart of the city on Brighton seafront. It's easily accessible via public transport and are a short walking distance from Brighton Mainline Railway Station, Pool Valley Coach Station, city centre bus stops and taxi ranks; the **venue** also has their our own cycle racks located at the front and ...

Venue Map - BrightonSEO Conference BrightonSEO ... - Brighton
<https://www.brightonseo.com/venue-map/> ▼
Venue Map. Find your way to the right stage. BrightonSEO Conference. BrightonSEO started out as a few people meeting at an upstairs room in a pub. Now we're at the biggest **venue** in Brighton. Still not quite sure how that happened. BrightonSEO 2018: 26th & 27th April 27th & 28th September BrightonSEO 2019:

Images for site:brightonseo.com "venue"



→ More images for site:brightonseo.com "venue" Report images

Parties - BrightonSEO Conference BrightonSEO Conference - Brighton
<https://www.brightonseo.com/parties/> ▼
BrightonSEO started out as a few people meeting at an upstairs room in a pub. Now we're at the biggest **venue** in Brighton. Still not quite sure how that happened. BrightonSEO 2018: 26th & 27th April 27th & 28th September BrightonSEO 2019: 11th & 12th April 12th & 13th September BrightonSEO 2020: 16th & 17th April

BrightonSEO - SEO Conference & Training Courses ... - Brighton
<https://www.brightonseo.com/> ▼
BrightonSEO started out as a few people meeting at an upstairs room in a pub. Now we're at the biggest

Internal Linking

Site:domain.com
"keyword"

Screaming Frog SEO Spider 9.2 - Lis

External Protocol Response Codes URI Page Titles Meta Description Meta Keywords H1 H2 Images Directives Hreflang

Filter: Contains: https://www.brightonseo.com/contact-us/ Export

	Address	Occurrences	Content	Status Code
1	https://www.brightonseo.com/frequently-asked-questions/	3	text/html; charset=UTF-8	200
2	https://www.brightonseo.com/parking/	1	text/html; charset=UTF-8	200
3	https://www.brightonseo.com/about/	1	text/html; charset=UTF-8	200
4	https://www.brightonseo.com/networking/	1	text/html; charset=UTF-8	200
5	https://www.brightonseo.com/tips-for-international-attendees/	1	text/html; charset=UTF-8	200
6	https://www.brightonseo.com/branded-brightonseo-conference-space/	1	text/html; charset=UTF-8	200
7	https://www.brightonseo.com/code-of-conduct/	1	text/html; charset=UTF-8	200

Custom Search

Search the source code of internal HTML pages. The results can be seen in the **Custom** Tab. See our [User Guide](#) for examples.

2 Contains https://www.brightonseo.com/contact-us/

Filter 2 Contains

Filter 3 Contains

Filter 4 Contains

Filter 5 Contains

Filter 6 Contains

Filter 7 Contains

Filter 8 Contains

Filter 9 Contains

Filter 10 Contains

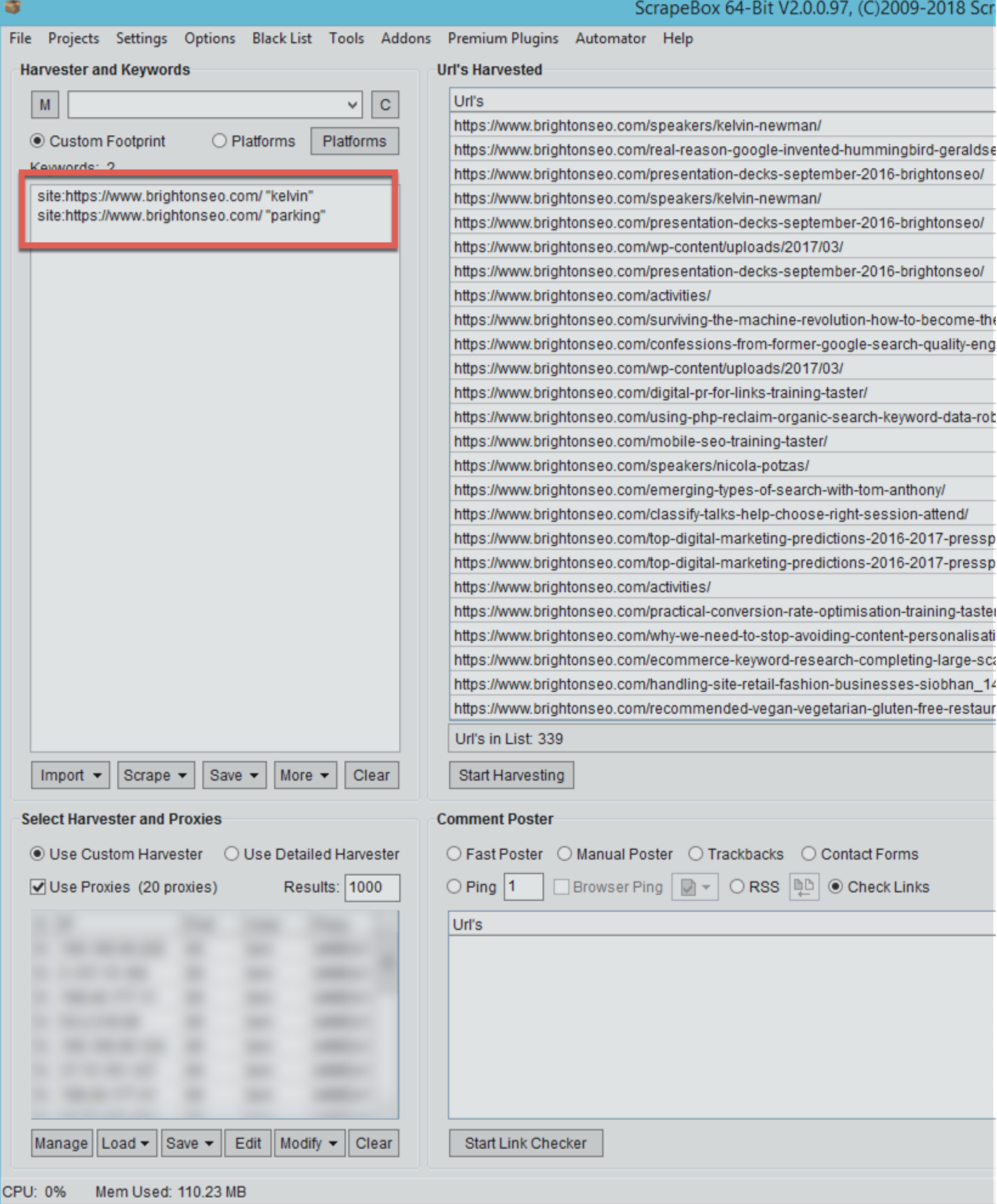
Clear All Filters

URL Info Inlinks Outlinks Image Info SERP Snippet Rendered Page View Source

Spider: Idle Average: 2.27 URI/s. Current: 2.

Internal Linking

- Screaming Frog
- Custom search
- List mode
- Occurrences = 1



Scale the process

- Use scrapebox
- Save keyword | URL
- Upload URLs as custom search to SF
- Process 10 at a time

OR.....

Google Sheet

Total time: 4 hours

<https://a.agency/brighton>

Internal Tool

Total Time: 60 seconds

<https://a.agency/brighton>

Content gaps

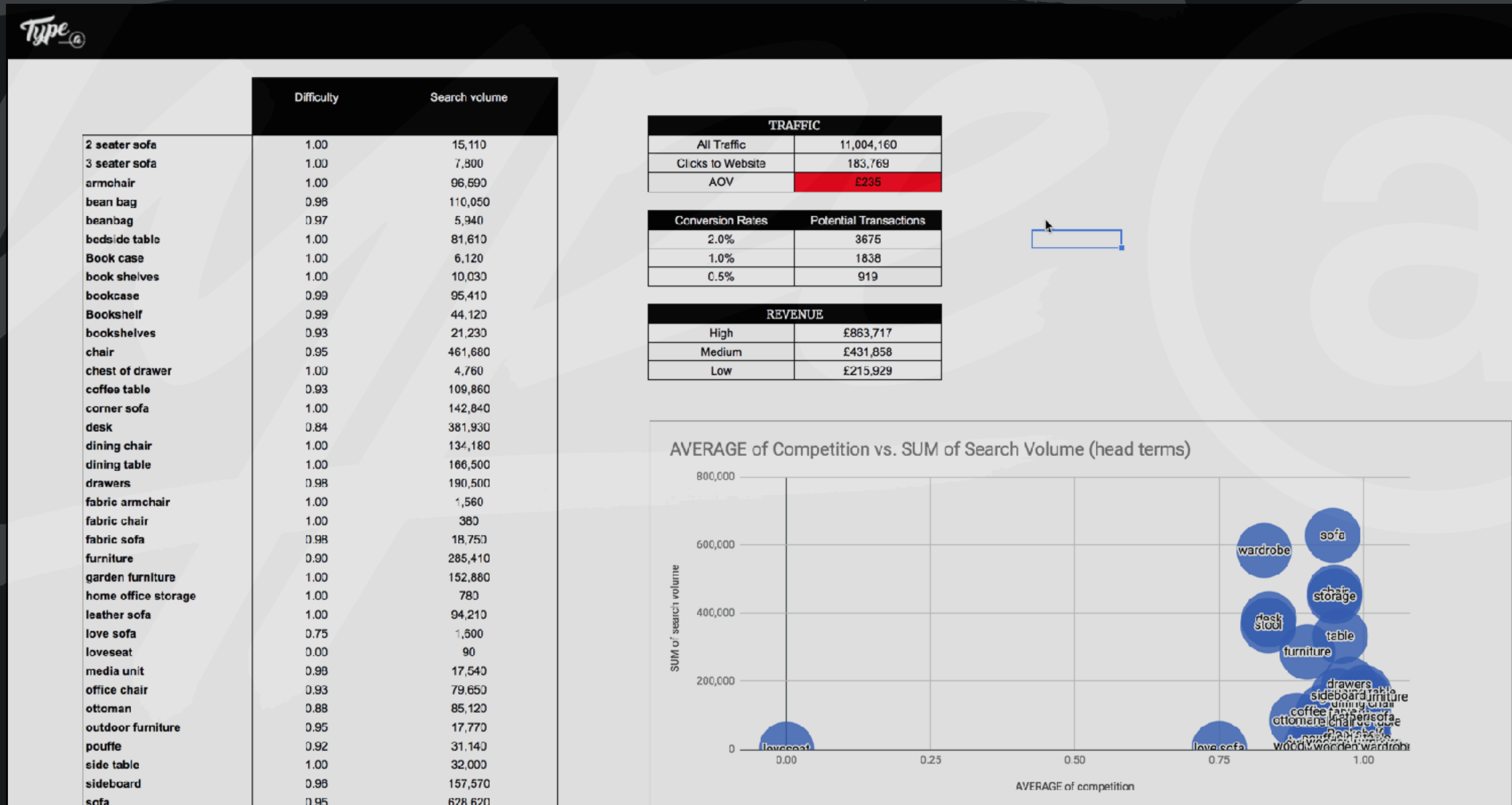
What pages do you need and what should they look like?

- Pull all relevant marketplace keywords
- Categorise effectively
- Find high opportunity / low difficulty
- Compare against site for GAPS

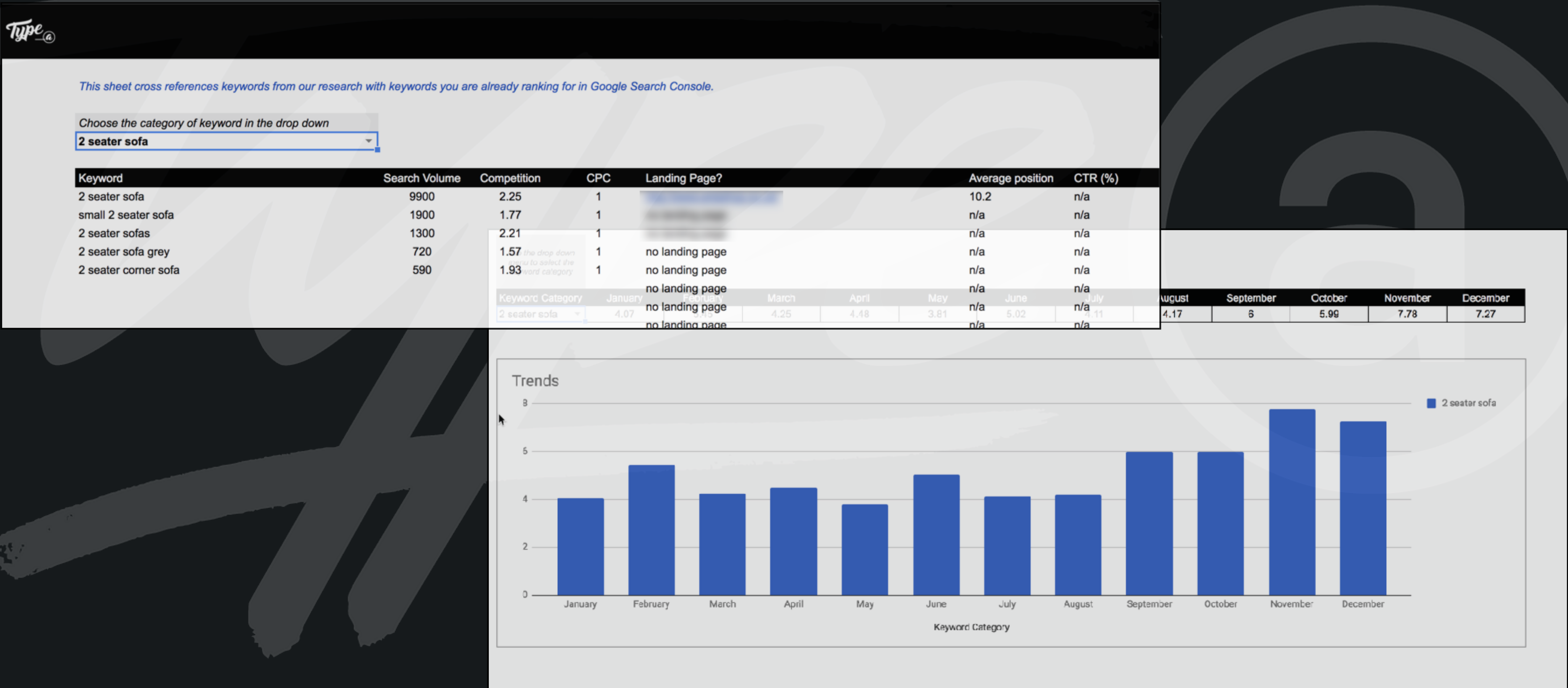
**Ever use Adwords for
keyword research?**

It's slow.

Opportunity Analysis



GAPs & Seasonality





Secret Weapon



Google Sheets

Topics, URLs & negatives

Manually fill in the clients details on this page.

Fill in the top level categories here. These keywords are used to pull phrase match keywords and to tag them so keep these relatively open and broad - you can always delete the words you don't want after

Keyword Categories

2 seater sofa

3 seater sofa

armchair

bean bag

beanbag

bedside table

Book case

book shelves

bookcase

Bookshelf

bookshelves

chair

chest of drawer

coffee table

corner sofa

desk

dining chair

dining table

drawers

Fill in the clients details here

Client Name (no spaces)

Domain (no slash)

Brand name (for negatives)

Target URL Paths

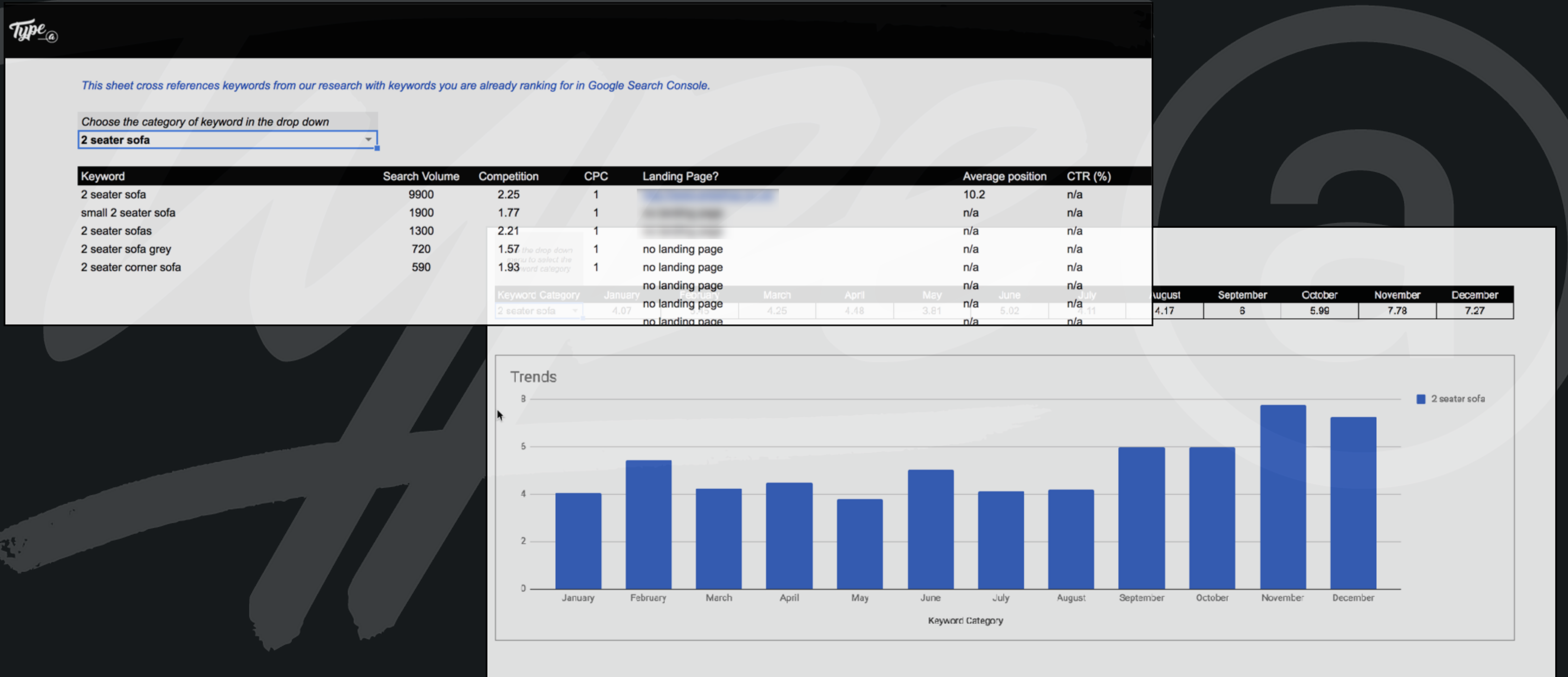
You get a data dump

	123 furniture												
	A	B	C	D	E	F	G	H	I	J	K	L	
1	123 furniture	1300	0.27	0.42	0.62,0.99,0.81,0.81,0.62,0.81,0.62	2 seater leather s	1900	1.86		1	0.79,0.99,0.79,0.79,0.67,0.67,0.67	1950s arm	
2	2nd hand furniture	1900	0.84	0.95	0.54,0.99,0.79,0.79,0.67,0.79,0.67	2 seater sofa	9900	2.25		1	0.67,0.82,0.67,0.67,0.67,0.82,0.67	60s arm	
3	ahf furniture	1900	0.29	0.38	0.67,0.99,0.35,0.11,0.11,0.13,0.16	2 seater sofa bec	2900	1.57		1	0.43,0.66,0.55,0.55,0.43,0.55,0.43	accent	
4	aldi garden furniture	1300	0.49	0.8	0.00,0.00,0.01,0.07,0.99,0.54,0.99	2 seater sofa bec	880	0.92		1	0.54,0.44,0.44,0.99,0.44,0.01,0.29	antique	
5	alexander rose garden furniture	1000	1.56	1	0.09,0.17,0.30,0.34,0.99,0.66,0.34	2 seater sofas	1300	2.21		1	0.62,0.99,0.81,0.81,0.62,0.81,0.62	antique	
6	allans furniture	1300	1.31	0.26	0.16,0.99,0.79,0.67,0.20,0.25,0.67	3 piece sofa	720	1.57		1	0.99,0.99,0.69,0.48,0.39,0.39,0.72	antique	
7	allans furniture warehouse	1300	1.43	0.35	0.83,0.55,0.11,0.11,0.25,0.83,0.20	3 seater grey sof	880	1.33		1	0.05,0.05,0.03,0.81,0.36,0.19,0.54	antique	
8	alstons furniture	1300	0.89	1	0.54,0.99,0.67,0.54,0.42,0.37,0.54	3 seater sofa	3600	2.95		1	0.54,0.81,0.54,0.67,0.67,0.67,0.54	antique	
9	aluminium garden furniture	1900	1.22	1	0.05,0.13,0.18,0.54,0.99,0.81,0.67	3 seater sofa bec	1900	1.81		1	0.45,0.66,0.45,0.66,0.55,0.55,0.55	argos a	
10	amazon garden furniture	1900	0.81	0.96	0.04,0.11,0.16,0.44,0.99,0.67,0.81	4 seater sofa	2400	2.86		1	0.81,0.99,0.67,0.67,0.67,0.67,0.53	argos a	
11	andrews office furniture	1600	2.95	0.51	0.62,0.99,0.99,0.99,0.99,0.99,0.81	aistons sofas	720	1.01		1	0.39,0.88,0.59,0.59,0.72,0.72,0.48	argos a	
12	antique furniture	4400	1.12	1	0.55,0.99,0.82,0.67,0.55,0.67,0.55	amazon corner s	880	1.22		1	0.54,0.24,0.15,0.67,0.15,0.29,0.99	armcha	
13	argos bedroom furniture	5400	0.59	1	0.54,0.81,0.67,0.67,0.54,0.67,0.67	argos black leath	880	0.45		1	0.99,0.07,0.81,0.15,0.81,0.05,0.54	armcha	
14	argos furniture	9900	0.26	0.88	0.55,0.82,0.55,0.67,0.55,0.55,0.55	argos corner sofa	1900	0.65		1	0.55,0.83,0.55,0.55,0.55,0.66,0.55	armcha	
15	argos furniture sale	1600	0.56	1	0.99,0.99,0.86,0.86,0.86,0.55,0.25	argos inflatable s	720	0.21		1	0.82,0.36,0.36,0.16,0.08,0.30,0.55	armcha	
16	argos garden furniture	19100	0.41	0.92	0.02,0.06,0.11,0.37,0.99,0.99,0.99	argos sofa	3600	0.55		1	0.66,0.82,0.66,0.82,0.66,0.82,0.66	armcha	
17	argos garden furniture sale	1000	0.99	1	0.25,0.25,0.25,0.53,0.99,0.84,0.84	argos sofa bed	2400	0.61		1	0.55,0.66,0.66,0.66,0.66,0.66,0.55	armcha	
18	argos nursery furniture	1000	0.24	1	0.55,0.99,0.81,0.45,0.55,0.81,0.99	argos sofa beds	5400	0.62		1	0.44,0.55,0.44,0.44,0.44,0.44,0.44	armcha	
19	argos rattan garden furniture	1300	1.1	1	0.02,0.07,0.11,0.36,0.99,0.43,0.36	argos sofa beds	720	0.67		1	0.55,0.44,0.44,0.99,0.44,0.16,0.30	armcha	
20	argos sale furniture	1600	0.63	1	0.99,0.55,0.20,0.43,0.43,0.30,0.13	argos sofa sale	880	0.71		1	0.99,0.81,0.37,0.37,0.37,0.30,0.37	armcha	
21	art deco furniture	3600	0.93	1	0.67,0.99,0.81,0.81,0.54,0.54,0.54	argos sofa sets	880	0.55		1	0.05,0.07,0.05,0.02,0.05,0.03,0.03	armcha	
22	asda furniture	5400	0.23	0.32	0.54,0.81,0.67,0.99,0.81,0.81,0.67	argos sofas	8100	0.74		1	0.55,0.67,0.45,0.55,0.55,0.55,0.55	armcha	
23	asda garden furniture	19100	0.32	0.89	0.01,0.02,0.06,0.30,0.99,0.55,0.67	argos two seater	880	0.75		1	0.82,0.24,0.24,0.99,0.24,0.29,0.15	armcha	
24	ashley furniture	1300	1.71	0.15	0.99,0.66,0.34,0.25,0.20,0.25,0.34	asda sofa	1300	0.34		1	0.53,0.68,0.53,0.84,0.53,0.68,0.53	armcha	
25	b & q garden furniture	1600	0.46	1	0.03,0.05,0.06,0.23,0.66,0.66,0.99	asda sofa bed	880	0.48		1	0.55,0.68,0.37,0.55,0.45,0.68,0.55	armcha	
26	b and m furniture	2400	0.46	0.77	0.24,0.29,0.20,0.38,0.99,0.24,0.20	asda sofas	880	0.38		1	0.45,0.68,0.55,0.68,0.55,0.68,0.55	armcha	
27	b and m garden furniture	1000	1.03	0.67	0.01,0.03,0.07,0.24,0.99,0.53,0.67	b&m sofas	720	0.97		1	0.99,0.44,0.44,0.19,0.44,0.36,0.67	armcha	
28	b and q garden furniture	5400	0.36	0.94	0.04,0.07,0.13,0.45,0.99,0.82,0.82	backless sofa	1000	0.93	0.13	0.09,0.09,0.09,0.13,0.04,0.30,0.04	armcha		
29	b&m furniture	5400	0.48	0.46	0.55,0.36,0.09,0.10,0.20,0.55,0.09	bagsie sofa	880	0.89		1	0.54,0.36,0.24,0.99,0.10,0.29,0.01	armcha	
30	b&m garden furniture	1900	0.85	0.57	0.00,0.01,0.05,0.19,0.44,0.44,0.99	bean bag sofa	1600	0.99		1	0.79,0.79,0.67,0.67,0.54,0.54,0.54	armcha	
31	b&q bedroom furniture	1000	0.69	1	0.55,0.62,0.62,0.99,0.81,0.55,0.20	bed sofa	1000	1.96		1	0.68,0.68,0.77,0.68,0.55,0.68,0.68	armcha	
32	b&q furniture	1000	0.69	0.81	0.62,0.99,0.81,0.81,0.62,0.81,0.62	bedroom sofa	880	1.29		1	0.48,0.88,0.72,0.88,0.59,0.88,0.72	armcha	
33	b&q garden furniture	9100	0.32	0.99	0.02,0.05,0.11,0.45,0.99,0.67,0.82	benzon sofa	880	1.28		1	0.54,0.36,0.24,0.99,0.24,0.29,0.36	armcha	
34	baby furniture	5400	0.94	1	0.67,0.99,0.82,0.82,0.82,0.82,0.67	bespoke sofas	880	4.55		1	0.88,0.99,0.72,0.88,0.88,0.88,0.72	armcha	
35	baby furniture sets	2900	0.65	1	0.67,0.99,0.81,0.81,0.67,0.81,0.53	best place to buy	880	1.26		1	0.82,0.24,0.24,0.99,0.24,0.29,0.15	armcha	
36	baby nursery furniture	1300	0.94	1	0.68,0.99,0.53,0.46,0.31,0.53,0.53	best sofa bed	1300	2.33		1	0.99,0.99,0.77,0.99,0.99,0.99,0.77	armcha	
37	baker furniture	1000	1.16	0.21	0.68,0.99,0.77,0.77,0.68,0.68,0.68	best sofas	880	2.11		1	0.88,0.99,0.72,0.72,0.72,0.72,0.72	armcha	
38	balcony furniture	1600	1.12	1	0.20,0.34,0.45,0.66,0.99,0.99,0.66	bhs sofas	1300	1.25	0.44	0.81,0.99,0.81,0.81,0.55,0.62,0.55	armcha		
39	bar furniture	1000	1.95	1	0.45,0.99,0.82,0.82,0.62,0.62,0.62	black corner sofa	1600	1.34		1	0.54,0.79,0.67,0.67,0.67,0.67,0.67	armcha	
40	bathroom furniture	19100	3.61	1	0.55,0.99,0.82,0.99,0.82,0.82,0.67	black leather con	1600	1.36		1	0.54,0.79,0.54,0.54,0.54,0.67,0.54	armcha	
41	bathroom furniture uk	2900	3.18	1	0.36,0.99,0.82,0.66,0.23,0.82,0.66	black leather sofa	2400	2.02		1	0.66,0.83,0.66,0.66,0.66,0.83,0.66	armcha	

Auto tag & refine

	A	B	C	D	E	F	G	H	I
1	Category	Keyword	Nq	Cp	Co	January	February	March	April
2	sofa	0 sofa	30	1.3	0.8	0.4	0.8	0.6	0.8
3	wardrobe	1 door wardrobe	590	0.69	1	0.54	0.82	0.82	0.82
4	furniture	1 home furniture	70	0.79	0.85	0.64	1	0.82	0.64
5	sofa	1 seater sofa	140	0.91	1	0.82	0.82	0.65	0.65
6	bookcase	10 shelf bookcase	90	2.09	1	0.29	0.71	0.14	0.29
7	wardrobe	120cm wardrobe	480	1.01	1	0.04	0.82	0.15	0.36
8	sideboard	1950s sideboard	110	0.89	1	0.79	0.79	0.79	0.99
9	sideboard	1960s sideboard	110	0.88	1	0.5	0.99	0.64	0.99
10	3 seater sofa	2 & 3 seater sofas	50	1.66	1	0.56	0.78	1	0.78
11	3 seater sofa	2 3 seater sofa	70	1.39	1	0.56	0.78	0.56	0.33
12	3 seater sofa	2 and 3 seater sofa	70	0.85	1	0.06	0.12	0.18	0.65
13	sofa set	2 and 3 seater sofa sets	480	0.96	1	0.01	0.03	0.1	0.67
14	3 seater sofa	2 and 3 seater sofas	70	1.65	1	1	1	0.5	0.21
15	sofa	2 and a half seater sofa	90	1.58	1	0.22	0.44	0.11	0.56
16	sideboard	2 door 3 drawer sideboard	90	1.02	1	0.57	0.43	0.99	0.29
17	sideboard	2 door oak sideboard	30	1.61	1	0.4	0.8	0.4	0.4
18	sideboard	2 door sideboard	210	1.91	1	0.66	0.99	0.81	0.66
19	wardrobe	2 door wardrobe	720	0.92	1	0.67	0.99	0.82	0.82
20	storage	2 drawer basket storage	90	0.24	1	0.22	0.11	0.56	0.22
21	storage	2 drawer wicker storage	90	0.43	0.97	0.44	0.78	0.56	0.22
22	bean bag	2 person bean bag	50	1.07	1	0.43	0.43	1	0.43
23	furniture	2 person desk home office furniture	90	1.2	1	0.57	0.43	0.99	0.14
24	sofa	2 piece suite sofa	70	1.6	1	0.45	0.45	0.36	0.18
25	bean bag	2 seater bean bag	40	0.9	1	1	0.6	0.8	0.4
26	2 seater sofa	2 seater corner sofa	590	1.93	1	0.55	0.67	0.55	0.55
27	fabric sofa	2 seater fabric sofa	390	2.83	1	0.54	0.81	0.66	0.81
28	chair	2 seater garden table and chairs	880	0.87	1	0.07	0.07	0.1	0.03
29	fabric sofa	2 seater grey fabric sofa	90	1.35	1	0.57	0.7	0.14	0.57
30	leather sofa	2 seater leather sofa	1900	1.86	1	0.79	0.99	0.79	0.79
31	2 seater sofa	2 seater sofa	9900	2.25	1	0.67	0.82	0.67	0.67
32	fabric sofa	2 seater sofa fabric	30	2.04	1	0.6	0.4	0.6	0.8
33	2 seater sofa	2 seater sofa grey	720	1.57	1	0.55	0.19	0.01	0.44
34	2 seater sofa	2 seater sofas	1300	2.21	1	0.62	0.99	0.81	0.81
35	fabric sofa	2 seater sofas fabric	40	1.87	1	1	1	1	1
36	Bookshelf	20 inch wide bookshelf	90	0.31	1	0.29	0.14	1	0.43

Cross reference



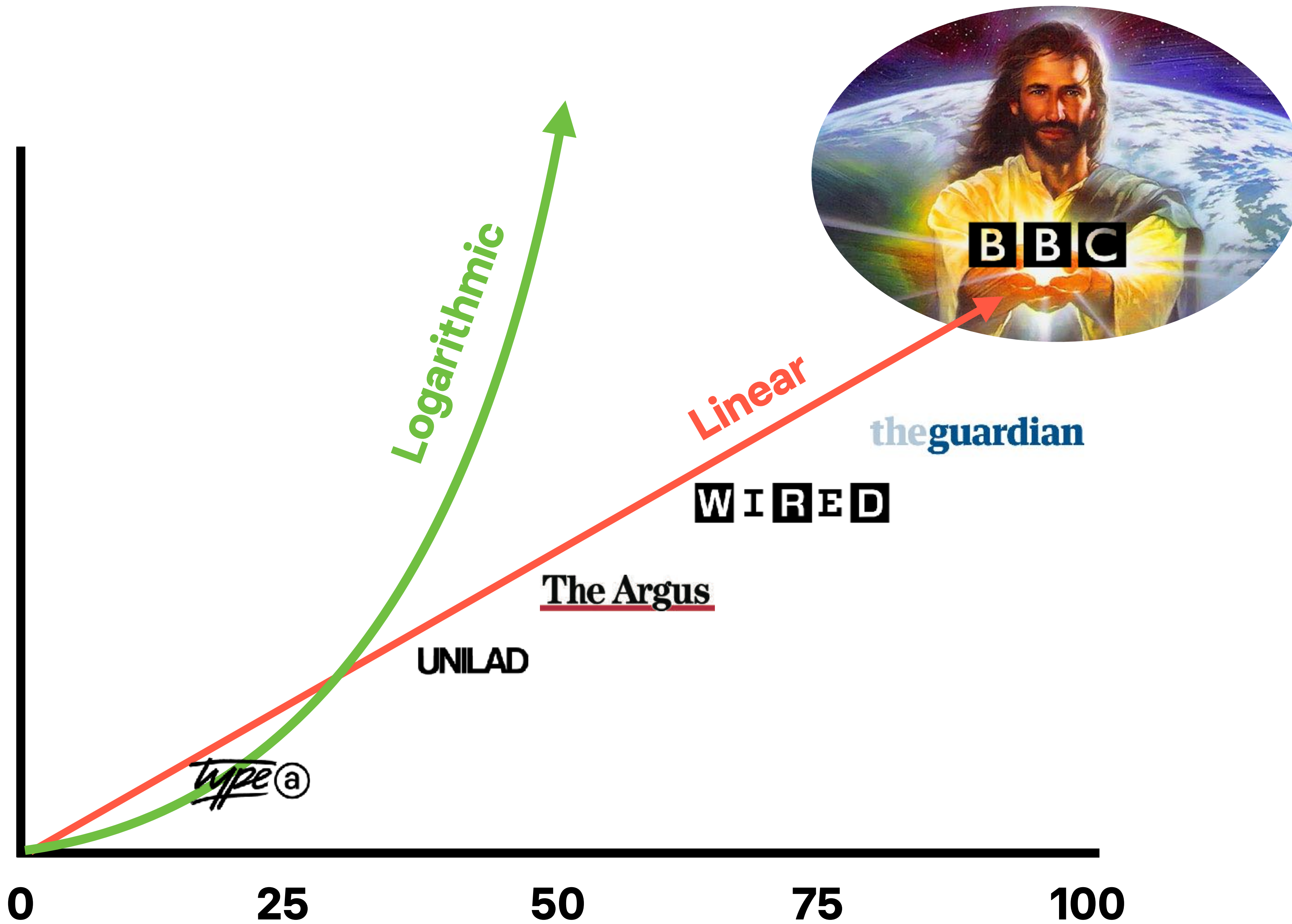


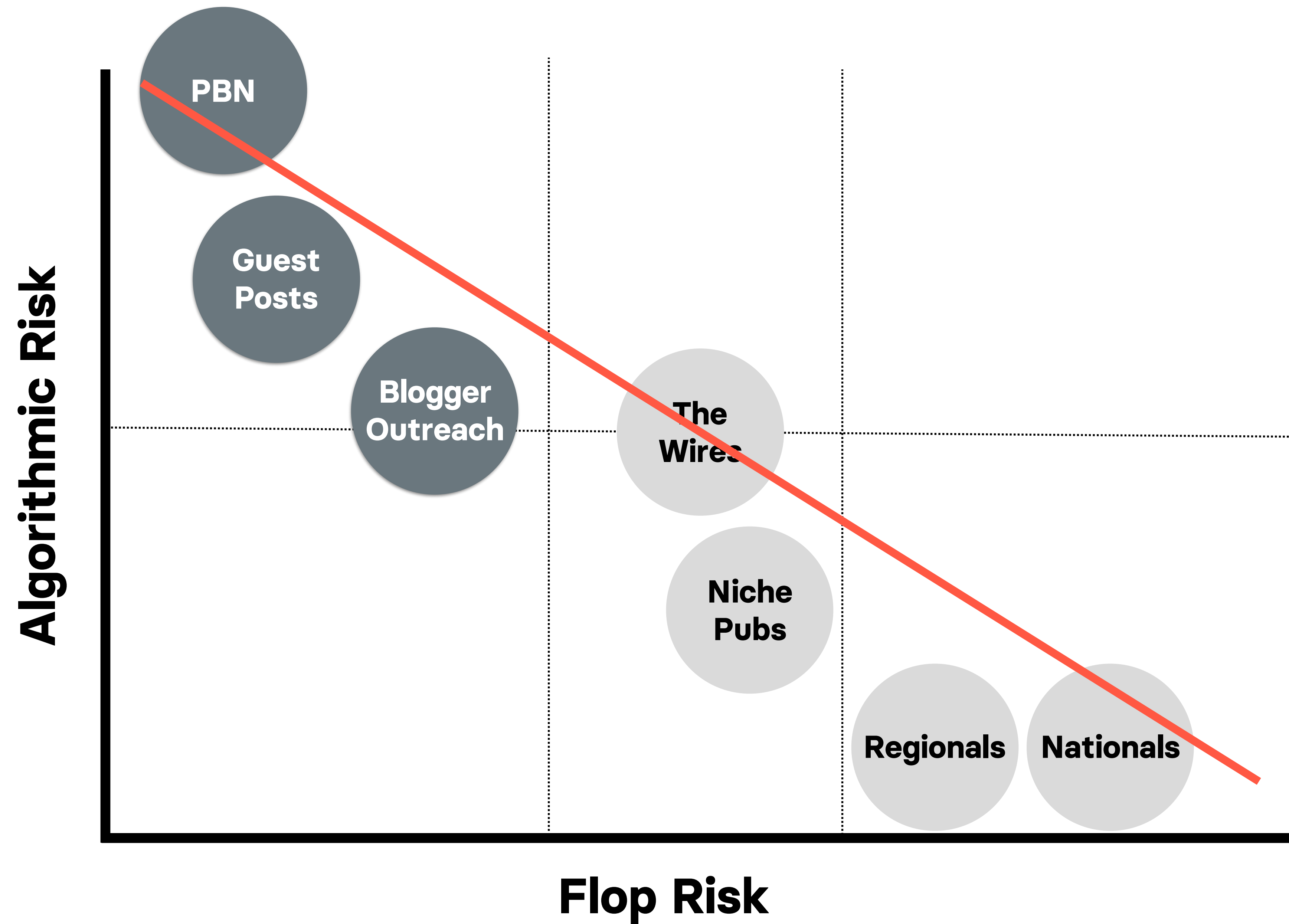
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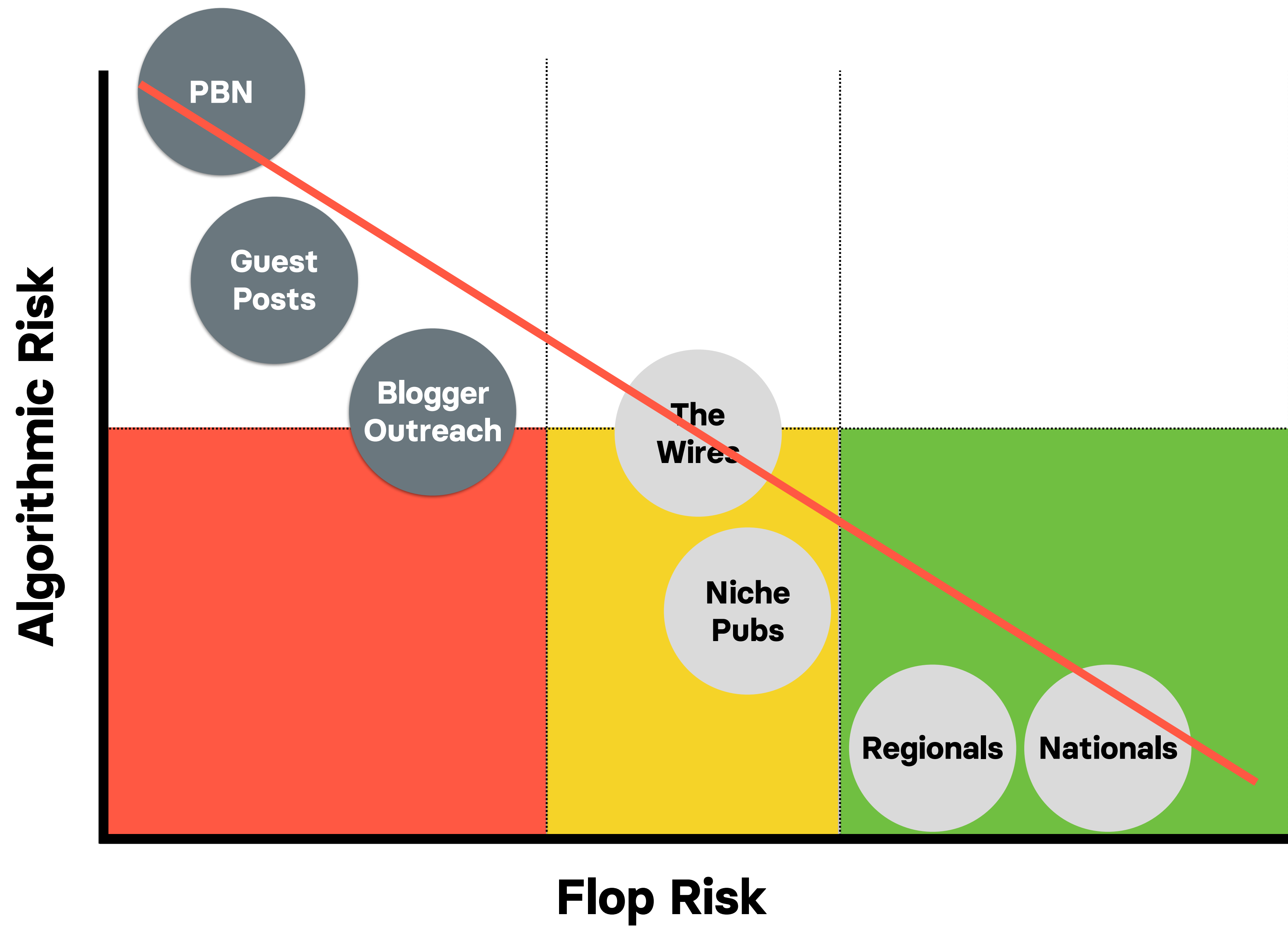
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- Linear vs Algorithmic
- Flop vs Algorithmic Risk
- Smart approach to data journalism
- Try stuff....loads and loads of stuff
- More Frameworks
- Reactive....works most of the time, all the time







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Process of coming up with an interesting data led story

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- Keep it niche
- Don't make it too hot
- Don't make it too hard to verify
- Syndication is your friend
- Use initial success to compound

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By Alex Bysouth
BBC Sport

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Oscar Rousseau • 30 January, 2018

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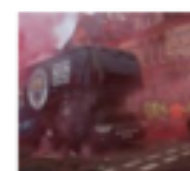
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Higher-profile clubs in more established leagues across the world are already employing console whizzes to represent them at esports game Fifa.

Football's world governing body, alongside game developers EA Sports, even announced plans this week to host a revised eClub World Cup in May.

But Manchester City and West Ham are the only English clubs who employ esports players on a full-time basis

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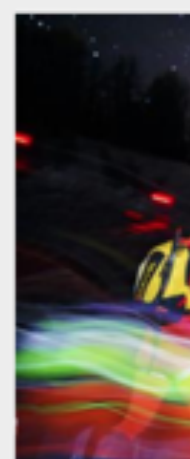
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