

# ***Sexy AF **SEO Revenue Growth***** ***With Your*** ***Discontinued Products***



@mrlukecarthy



*Previously worked  
for...*



**RENAULT**

**ChemistDirect**  
Your favourite brands, direct to you.

**FINNING**

**CAT**

The Mayflex logo, consisting of the word 'MAYFLEX' in a bold, sans-serif font followed by a stylized 'X' with a swoosh, is centered within a white square box. The background of the slide is a blue-tinted photograph of a Mayflex building with a large sign on the left that also displays the Mayflex logo and directions for 'Lorries', 'Goods In', and 'Car Park'.

**MAYFLEX**

**100 years old in 2017**

**We supply the folks that install cameras  
and Internet stuff in to buildings**





# The scale of Argos' *cock-up*





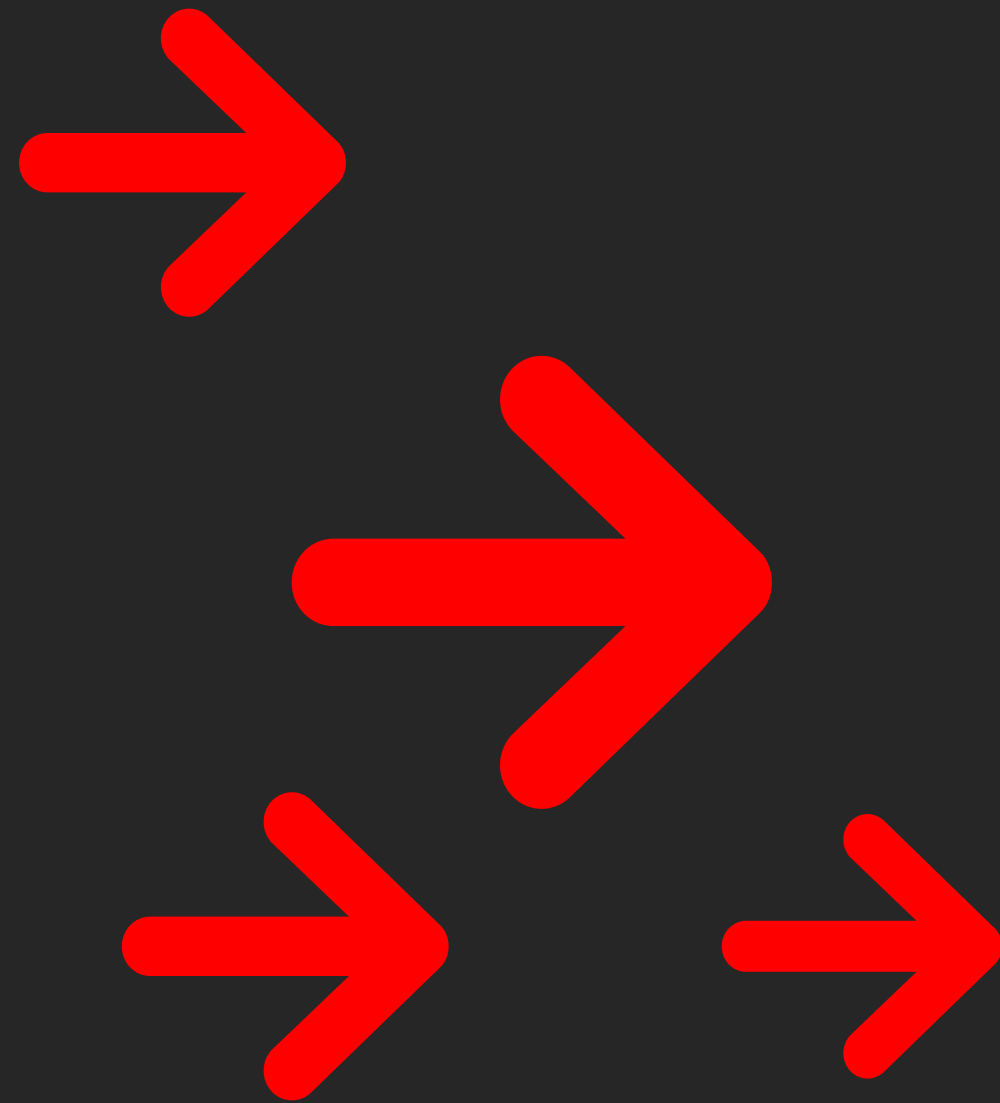


# 135,851

**Backlinks to dead  
discontinued  
product URLs...**

---





# 2,800+

**Ref. domains to  
dead discontinued  
product URLs...**

---



# ***FTSE listed* construction management co.**





3x  
over



A large, dense crowd of people is shown in a retail store, likely during a Black Friday sale. The people are pushing and grabbing at large flat-screen televisions that are on display. The scene is chaotic and crowded, with many people looking intently at the products. The text "BLACK FRIDAY" is overlaid in large, bold letters. "BLACK" is white and "FRIDAY" is blue.

# BLACK FRIDAY

#Optimisey

|

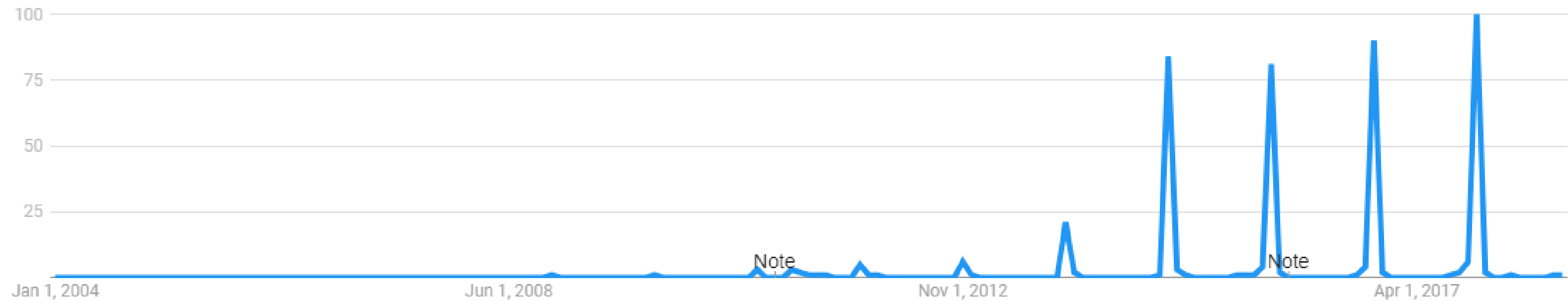


@mrlukecarthy



# BLACK FRIDAY

Interest over time ?



#Optimisey

|




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# Article covering last year's Black Friday deals...




**techradar** THE SOURCE FOR TECH BUYING ADVICE

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BRANDS

Samsung

Black Friday > The best Black Friday deals 2017: all of the best remaining deals

## The best Black Friday deals 2017: all of the best remaining deals

By James Rivington November 26, 2017 Digital home

We've looked at all of the UK retailers and rounded up all of the best Black Friday deals in every category - many are still available now so have a browse



Update: Black Friday is now over - but there's still one last day of



# Article covering last year's Black Friday deals...



**SAMSUNG UE55MU6470U 55-inch 4K TV - now £699 (was £1,050):** save a cool £350 on this super-smart Ultra HD offering from Samsung. Freeview and Freesat are both on board. It's down to £699 at Currys.



**Hisense 43-inch 4K TV - now £329 (was £349)**

Hisense is responsible for a load of the best Black Friday deals on TV so far. It's an up and coming cheap TV brand that's turning heads with its bargainous prices. Get this 43-inch 4K TV for just £379 until the end of Black Friday.

[VIEW DEAL](#)



**Hisense 50-inch 4K TV - now £379 (was £429)**

This is from the same range as the other Hisense TVs in this page, but this is the 50-inch version. Get this 50-inch 4K TV for just £379 until the end of Black Friday.


[VIEW DEAL](#)




**Hisense 55-inch 4K TV - now £479 (was £529)**

# Yeah, they're all dead..




 [HELP](#)


 [STORES](#)

Search Argos...



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 [WISHLIST](#) **0**

 [TROLLEY](#) **0**

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[GIFTS](#)

[CHRISTMAS SHOP](#)

## Oops, that didn't go to plan

We can't seem to find that page right now...

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[TAKE ME BACK TO THE HOMEPAGE](#)

[CONTACT US](#)

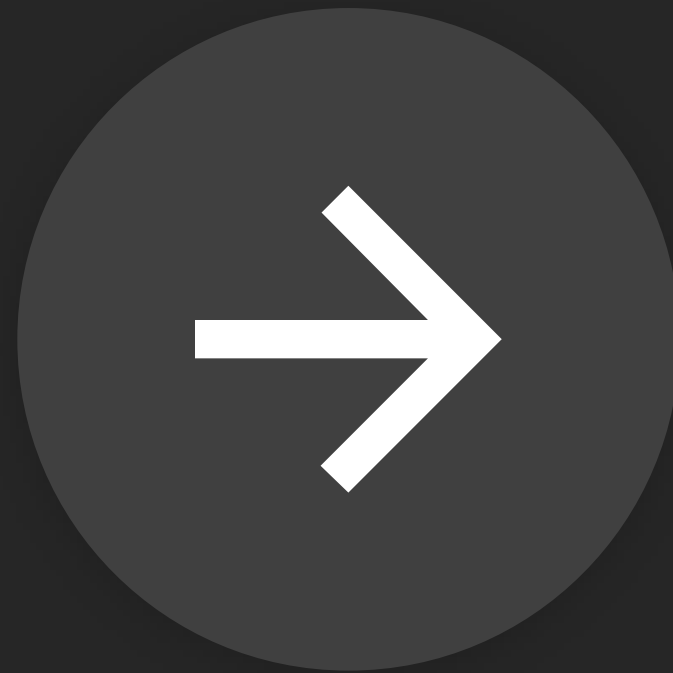
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[Sainsbury's](#)

[Tu](#)

[habitat](#)





**566**

**Referring  
domains**



**10**

**Dofollow  
Prod. links**





Currys  PC World

The background image shows the interior of a large electronics retail store. In the foreground, two staff members in dark uniforms are standing near a display counter. To the left, a customer is looking at a product. The store is filled with various electronic products, including a large TV hanging from the ceiling on the left. In the background, there are signs for 'Photo', 'Networking', and a 'TECHGUYS' banner that reads 'We're here to help, at home, by phone or online'. A pallet of black boxes is visible on the right side of the aisle.



# Eurogamer backlink to a Currys product page.

Currys  PC World



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**HIGHLIGHTS** | [Deals](#) [Forum](#) [GameDB](#) [Game release dates](#) | [Spider-Man suit unlock list](#) [Expected Fortnite Season 6 release date](#) [The 20 best Monopoly editions](#)



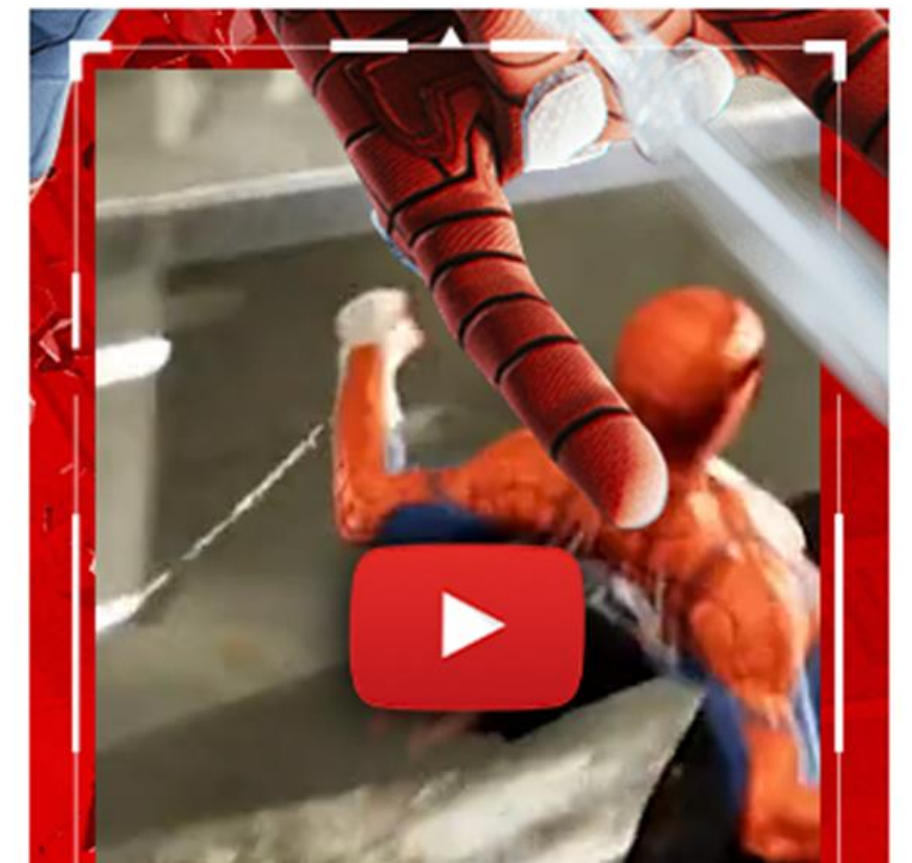
07/11/2017

Guide

Xbox 360 / Xbox One / Xbox One X

## Xbox One X enhanced games list, specs, VR and everything else we know about the renamed Project Scorpio

How powerful Microsoft's next system is, how it works with Xbox One, 4K gaming and more.



# Eurogamer backlink to a Currys product page.

Currys  PC World

Subscribe to our YouTube channel



## The best Halo gifts, clothes and accessories

From Jelly Deals: our top picks for the best Halo merchandise available.

## Xbox One X price and release date

At E3 2017, Microsoft confirmed a worldwide November 7 release date for Xbox One X, as well as pricing - £449, \$499 USD, €499 Euros, \$599 CA and \$649 AU.

This shouldn't come as a huge surprise - Digital Foundry predicted a \$100 difference between that and the PS4 Pro, which retailed for £350 for a 1TB model.

Here is where you can pre-order Xbox One X in the UK:

- [£449 from Amazon UK](#)
- [£449.99 from Currys PC World](#)
- [£449.99 from Microsoft Store](#)
- [£449.86 from ShopTo](#)
- [£449.99 from GAME](#)






# The product page no longer exists...


Currys  PC World

Currys  PC World

Product name or item no.

Search

 Stores

 Sign in

 0 Basket

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# 404

Oops, the page you were looking for doesn't exist.

[Click here to get to the homepage >](#)

Currys 

**We'd like your feedback**

Your feedback will help us to improve our website and the service we provide you.

Click on 'Take survey' and leave the survey window open to answer 2 questions at the end of your visit.

[Take survey](#)

# Eurogamer backlink stats

Currys  PC World

Ext. <sup>i</sup>	Traffic <sup>i</sup>	Kw. <sup>i</sup>	404 <sup>i</sup>
53	74	4,445	3,628
£449.99 from Currys PC World			
<a href="http://www.currys.co.uk/gbuk/tv-and-home-entertainment/gaming/gaming-consoles/microsoft-xbox-one-x-project-scorpio-edition-10168909-pdt.html">www.currys.co.uk/gbuk/tv-and-home-entertainment/gaming/gaming-consoles/microsoft-xbox-one-x-project-scorpio-edition-10168909-pdt.html</a>			
↳ 301 <a href="http://www.currys.co.uk/gbuk/tv-and-home-entertainment/gaming/gaming-consoles/microsoft-xbox-one-x-project-scorpio-edition-10168909-pdt.html">www.currys.co.uk/gbuk/tv-and-home-entertainment/gaming/gaming-consoles/microsoft-xbox-one-x-project-scorpio-edition-10168909-pdt.html</a>			
404 not found			

Referring page <sup>i</sup>	DR <sup>↓</sup> <sup>i</sup>	UR <sup>i</sup>	Domains <sup>i</sup>	Ext. <sup>i</sup>	Traffic <sup>i</sup>	Kw. <sup>i</sup>	Anchor <sup>i</sup>	Backlink <sup>i</sup>	DP check <sup>i</sup>	RP check <sup>i</sup>
Xbox One X enhanced games list, specs, VR and everything else we know about the renamed Project Scorpio • Eurogamer.net <a href="http://www.eurogamer.net/articles/2017-11-06-xbox-one-x-games-list-specs-vr-project-scorpio">www.eurogamer.net/articles/2017-11-06-xbox-one-x-games-list-specs-vr-project-scorpio</a> ▼ EN	81	30	53	74	4,445	3,628	£449.99 from Currys PC World <a href="http://www.currys.co.uk/gbuk/tv-and-home-entertainment/gaming/gaming-consoles/microsoft-xbox-one-x-project-scorpio-edition-10168909-pdt.html">www.currys.co.uk/gbuk/tv-and-home-entertainment/gaming/gaming-consoles/microsoft-xbox-one-x-project-scorpio-edition-10168909-pdt.html</a> ▼ ↳ 301 <a href="http://www.currys.co.uk/gbuk/tv-and-home-entertainment/gaming/gaming-consoles/microsoft-xbox-one-x-project-scorpio-edition-10168909-pdt.html">www.currys.co.uk/gbuk/tv-and-home-entertainment/gaming/gaming-consoles/microsoft-xbox-one-x-project-scorpio-edition-10168909-pdt.html</a> ▼ 404 not found		29 Aug '18 10 d	



**Other 404 product  
backlinks from  
sites such as...**

Currys  PC World

engadget 

**The  
Guardian**

**WHAT HI\*FI?**







OFS

OFS



Fahrzeugsteuerung

Versandschutz

Tor

12

M-AT 4060






**2013** model BMW i3



## VISIONARY. INSPIRING. FUTURISTIC.

- > Introduction
- > **Design**
- > Driving experience
- > Specification and technology
- > Technical data
- > Charging and range
- > i Service and aftercare
- > Finance and insurance
- > Images and videos

How to buy 



The BMW i range is a new definition of premium, defined by sustainability. Innovative safety features and efficient technology combine with lightweight materials, to turn substance into style.

### Pure Design Efficiency.



Find a BMW i agent

Request a brochure  
and price list

Request a test drive

Submit purchase  
enquiry

Build now



Ranking - History - electric car





# Old microsite

**1,400+**  
Organic keywords

**5,500+**  
organic visits per  
month

**142+**  
Referring domains





## Save up to 25% on Winter Skincare

Glow all year round with our range of everyday and specialist skincare products

# ChemistDirect

## Your favourite brands, direct to you

Stoptober  
Shop Now

Winter Skincare  
Shop Now

25% Off Sunlast  
Shop Now

Cold & Flu  
Shop Now

LAST CHANCE TO BUY

UP TO  
**50% OFF SALE**

Shop Now



**FREE UK DELIVERY**  
On orders over £25



**5★ CUSTOMER RATING**  
From over 40,000 reviews



**0121 541 1800**  
Call our UK team to order



**Stop Smoking**

# ChemistDirect

Your favourite brands, direct to you

Save up to 25%  
on Winter Skincare

Glow all year round with our range of everyday  
and specialist products

**11% INCREASE IN SALES**

LAST CHANCE TO BUY

UP TO  
**50% OFF SALE**

Shop Now



**FREE UK DELIVERY**  
On orders over £25



**5★ CUSTOMER RATING**  
From over 40,000 reviews



**0121 541 1800**  
Call our UK team to order



**Stop Smoking**





Chemist Direct within **~60 days** of launch.

**£200K**

**REVENUE GROWTH**





Chemist Direct within **~60 days** of launch.

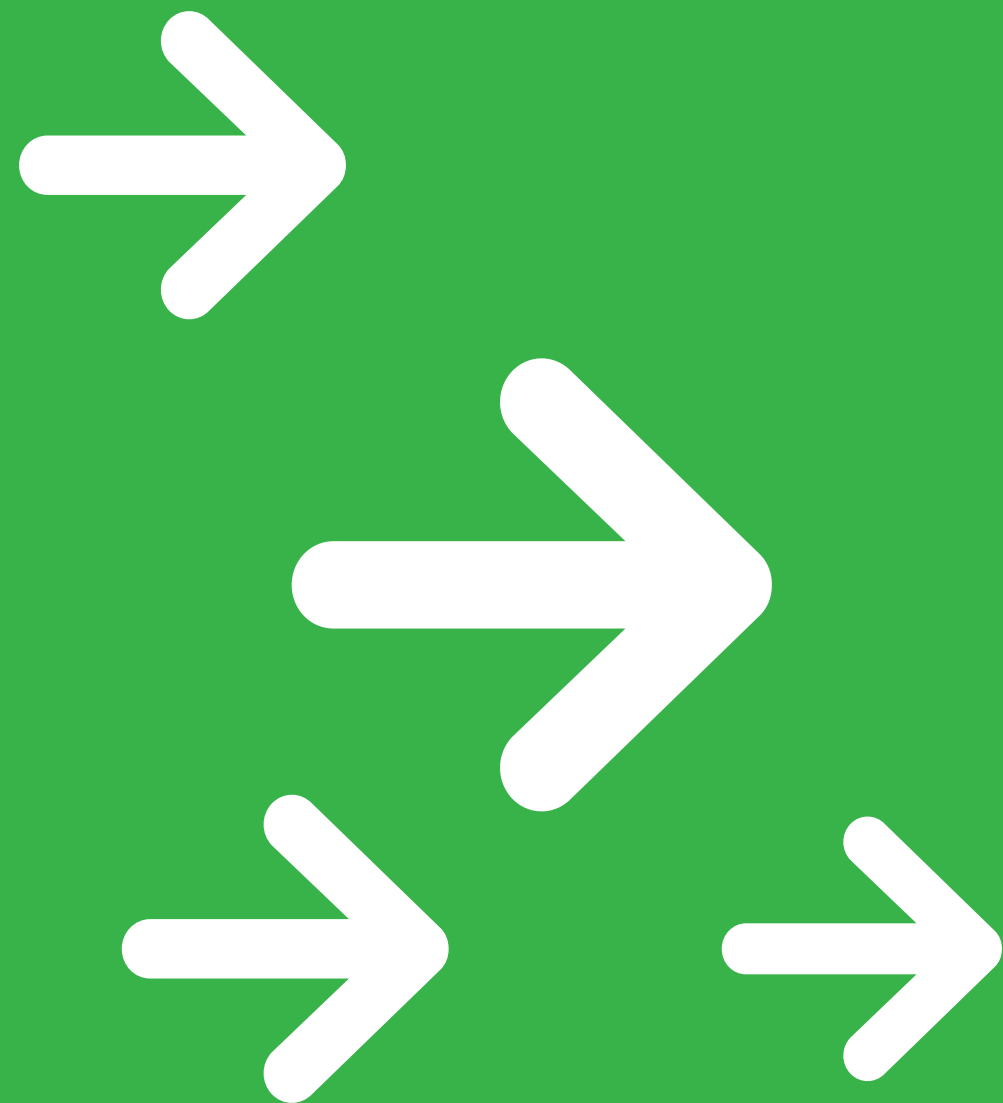
**72%**

***of the £200K...***





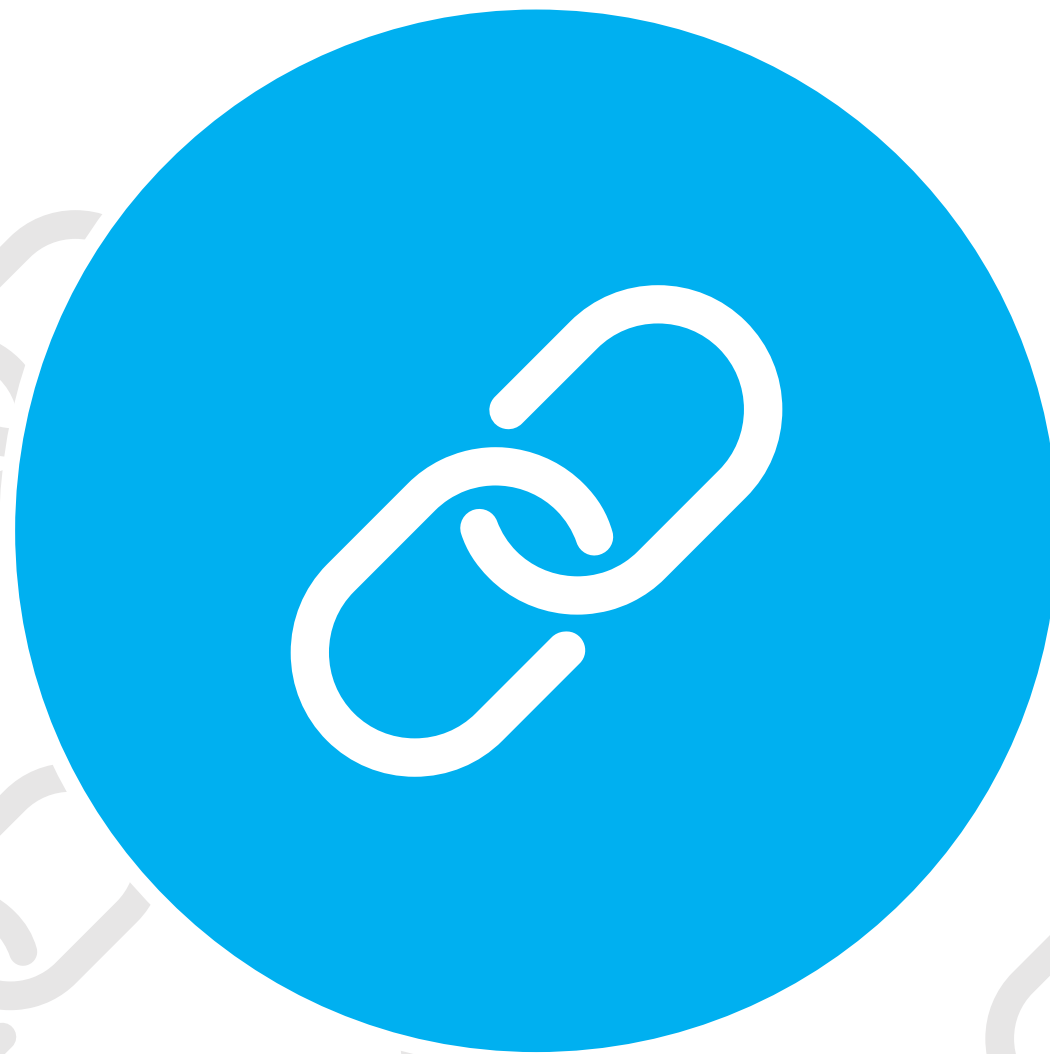
Chemist Direct within **~60 days** of launch.





Here are  
*three* more  
benefits...

# Reclaim *links* and *keywords*





15 Aug '16

Total **44,355**

#11–100 **34,983**

#4–10 **7,497**

#1–3 **1,875**



organic keywords: 38,346

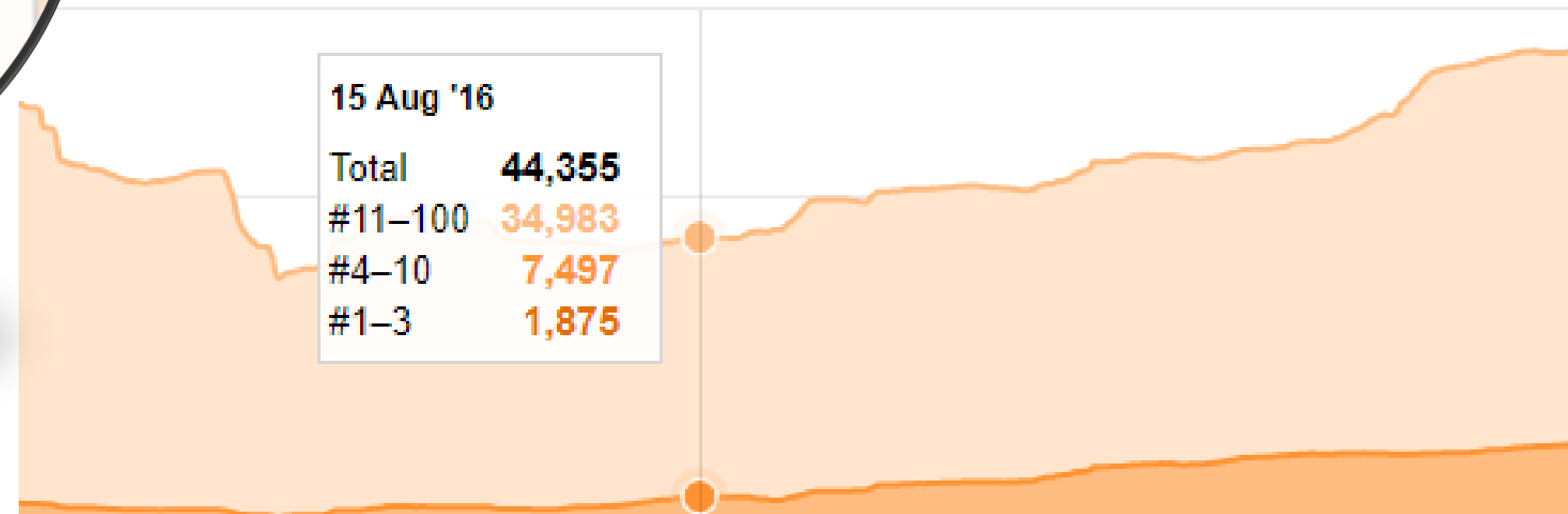
15 Aug '16

Total **44,355**

#11–100 **34,983**

#4–10 **7,497**

#1–3 **1,875**



# Better, cleaner *UX*







# SOMETHING WENT WRONG

The page you're trying to access doesn't appear to exist.  
Looking for anything specific? Maybe our [Search tool](#) can help?

Left: Untitled, Maurizio Cattelan  
[VIEW IN DIGITAL ARCHIVE →](#)



# oponeo

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[Customer guide](#)

[Your vehicle](#)

[Viewed products](#)

[Tyre fitting](#)



[Oponeo](#) > [Dunlop Tyres](#) > [Dunlop Grandtrek PT8000](#)



SSL secure payments



Fast and free delivery




Brand-new, original products



Over 2 million customers



European sales network

 Trustpilot



TrustScore 9.1

[5,536 reviews](#)

**Great Service**

I have had the pleasure of dealing with "Oponeo" on several occasions and have had 100% satisfaction. Highly recommended...



## Dunlop Grandtrek PT8000



We can recommend this similar model



**Bridgestone Dueler H/P Sport**

[Find out more >](#)

**OUT OF STOCK**

Sorry. This product is currently unavailable.

Please call our specialists who will help you find a similar product.



**Tel.: 0800 066 3422**  
(Freephone)

[View a similar model >](#)

## Dunlop Grandtrek PT8000 reviews

**Latest Reviews:**

Reviews per page:

5





# Demand often *continues*...



● samsung galaxy s7  
Search term



+ Compare

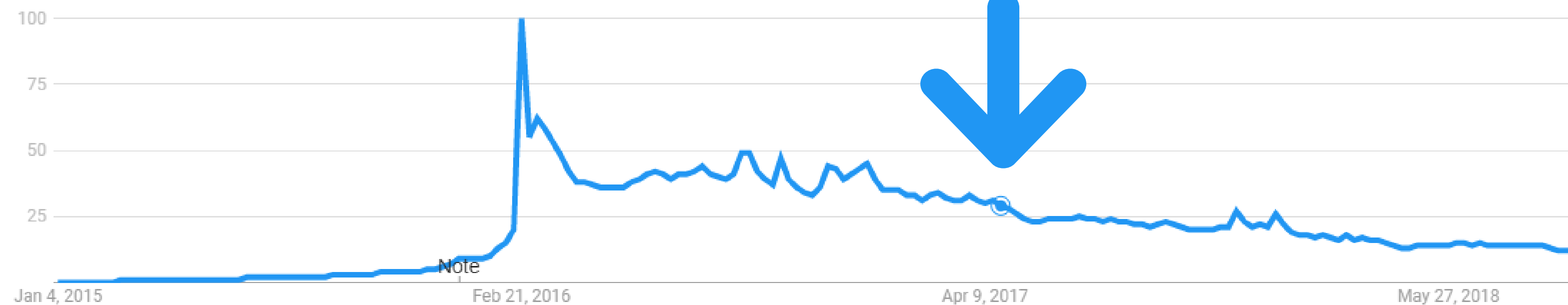
Worldwide ▼

1/1/15 - 9/21/18 ▼

All categories ▼

Web Search ▼

Interest over time ?





**Cool graph bro BUT...**  
*That's not really a purchase  
intent keyword is it?*

● buy samsung galaxy s7  
Search term



+ Compare

Worldwide ▼

1/1/15 - 9/21/18 ▼

All categories ▼

Web Search ▼

Interest over time ⓘ







OK dude, stop ya bitchin.  
Who's doing this stuff *well?*

JOHN  
LEWIS  
& PARTNERS



Christmas

Home &amp; Garden

Furniture &amp; Lights

Electricals

Women

Men

Beauty

Baby &amp; Child

Sport &amp; Leisure

Gifts

Offers

[Homepage](#) / [Electricals](#) / [Laptops & MacBooks](#) / [View All Laptops & MacBooks](#)

ⓘ Lenovo Yoga 910 Convertible Laptop, Intel Core i7, 8GB RAM, 256GB SSD, 13.9", 4K, Champagne Gold is no longer available online

[View original product description](#)

## CUSTOMERS ALSO VIEWED



Lenovo IdeaPad 720 Laptop, Intel Core i7, 8GB, 256GB SSD, AMD RX560, 15.6" Full HD, Mineral Grey

£949.95

£849.95

Reduced to clear



Dell XPS 13 Laptop, Intel Core i7, 16GB RAM, 512GB SSD, 13.3", 4K Ultra HD, Epic Silver

£1,549.95

★★★★★

(3)



Dell Inspiron 13 7000 Laptop, Intel Core i7, 8GB RAM, 256GB SSD, 13.3" Full HD, Silver

£799.95

★★★★★

(1)



Dell Inspiron 13 7000 Convertible Laptop, Intel Core i7, 8GB RAM, 256GB SSD, 13.3", Grey

£899.99

★★★★★

(2)

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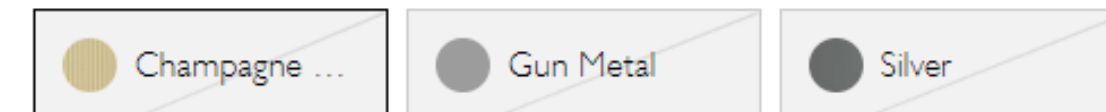
Lenovo Yoga 910 Convertible Laptop, Intel Core i7, 8GB RAM, 256GB SSD, 13.9", 4K, Champagne Gold

2 year guarantee included

2 year guarantee included

[View product description](#)

Colours



! No longer available online

We're unlikely to receive more stock of this item.

[How to return an item](#)



**Coupon Code Available**

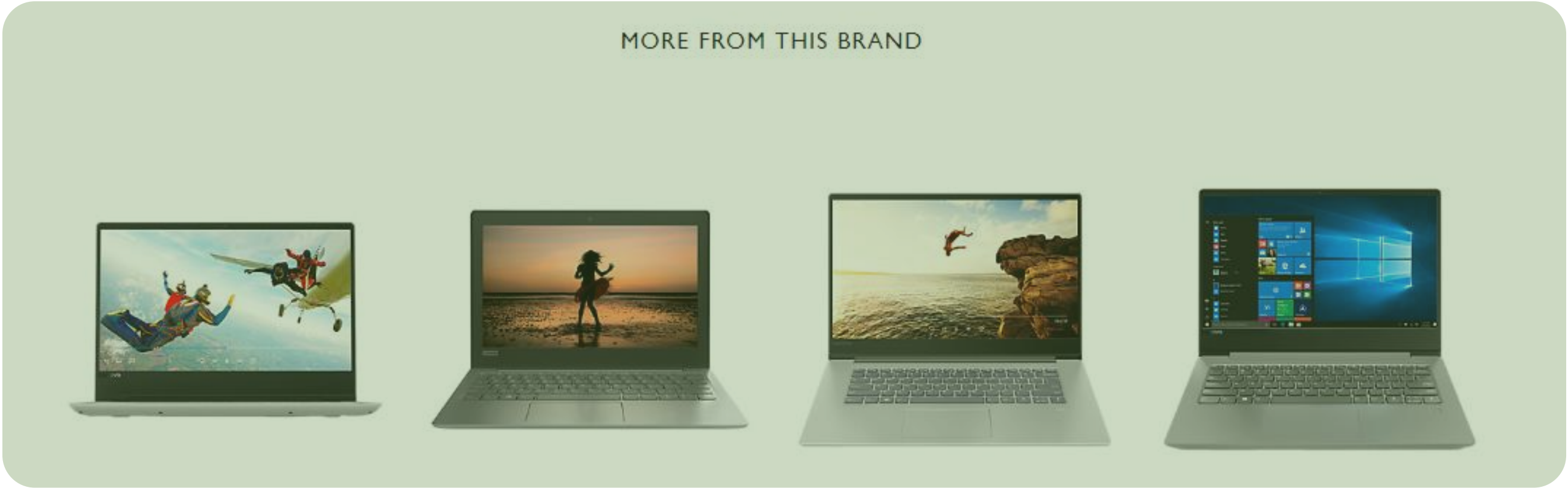
Purchase this Laptop and get £20 off price shown on Microsoft Office software (click here to view the range).

Please use Coupon Code **WINOFFICE20** at the checkout

Both Laptop and Office software must be purchased at the same time.

**\*\*Please check compatibility of Software before Purchasing**





Lenovo IdeaPad 330S Laptop, Intel Pentium, 4GB, 128GB SSD, 14" , Grey

£349.95

Lenovo IdeaPad 120S 81A4005PUK Laptop, Intel Celeron N3350, 4GB, 32GB eMMC 11.6", Mineral Grey

£179.99

★★★★★ (8)

Lenovo IdeaPad 530S Laptop, Intel Core i5, 8GB RAM, 256GB SSD, 15.6" Full HD, Mineral Grey

£699.95

Lenovo IdeaPad 330S Laptop, Intel Core i5, 8GB RAM, 1TB HDD + 16GB Intel Optane, 14" Full HD, Grey

£649.95

NEVER KNOWINGLY UNDERSOLD SINCE 1925





SHOP BY CATEGORY

BRANDS

MTB

ROAD

CITY

TRI

BMX

RUN

CLEARANCE

📅 1 YEAR to return items!

🚚 FREE Delivery on orders over £12

🔄 Returns are FREE and EASY

★★★★★ 9.1 TRUSTPILOT

NEW CUSTOMERS - SAVE £10 OFF £50 SPEND

CREATE AN ACCOUNT TO REDEEM.  
USE CODE: NCV2018[Home](#)

## Manitou Marvel Comp Forks - 9mmQR CRC Exclusive 2017



4.7 / 5

[Read all 20 reviews](#)[Write a review](#)**Currently Unavailable**

We're very sorry but we don't know when this item will be back in stock.

## Manitou Marvel Comp Forks - 9mmQR CRC Exclusive

This version of the Marvel Comp Forks is an exclusive to CRC and they feature distinctive black coloured stanchions. These Forks are strong, durable, and performance-ready. Featuring absolute+ compression damping that is specifically tuned with a more linear spring rate for Cross-Country riding, these MTB forks offer all day comfort for epic days on the trails. With 100mm travel, this Quick-Release MTB fork features compression damping adjustment for full lockout on the fly.

### Features:

**Leg Material:** Straight wall Aluminum

**Leg Diameter:** 32mm

**Crown:** Forged hollow crown

**Crown Finish:** Shot peen black anodised

**Adjustments:** Air, compression to lockout, rebound

**Brake Type:** Post mount disc

**Front Axle Type:** 9mm QR

**Front Hub Spacing:** 100mm

**Steerer Tube:** Straight 1 1/8"

**Travel:** 100mm

**Spring:** TS air spring

**Bottom Out:** Rubber bumper

**Weight:** 1798g

Buy **Manitou Frames & Forks** from Chain Reaction Cycles, the World's Largest Online Bike Store.



Delivery cost **FREE**



Delivery to **United Kingdom**



**365 Days** return or exchange



**Best Price** Guaranteed



Pay by **PayPal & Card**



## Specs

## Buying Guide

We've got everything you need to know in our buying guide.



Buying Guide >

Our customers say we're Excellent!







So how the hell can I **SEO my own** discontinued products?



***Turn on your discontinued  
Products.***



A close-up photograph of a baby's face, looking slightly to the left with a curious expression. A hand is visible near the baby's chin, with fingers gently touching it. The image has a dark, semi-transparent overlay. The text "Be careful..." is centered over the baby's face.

***Be careful...***

**#Optimisey** |  **@mrlukecarthy**





***Exclude discontinued  
Products from **internal**  
**search.*****





***Set your rules.***

**#Optimisey** |  **@mrlukecarthy**





***Engage visitors **on entry.*****

#Optimisey |  @mrlukecarthy



A man with curly hair, shirtless, is sitting in an office chair. He is looking off to the side with a thoughtful expression, his hand resting on his chin. The background is a cluttered office with multiple computer monitors and desks. The image has a dark, semi-transparent overlay.

*Flash your **best bits.***

#Optimisey |  @mrlukecarthy



A close-up photograph of a baby with light skin and blue eyes. The baby is looking slightly to the right with a curious expression. Its right hand is raised to its mouth, with the index finger inserted. The background is out of focus, showing what appears to be a white cloth or blanket. The entire image has a dark, semi-transparent overlay.

***Exclude from PPC.***

**#Optimisey** |  **@mrlukecarthy**



A close-up photograph of a baby's face, looking slightly upwards and to the side with a curious expression. A hand is gently resting on the baby's chin. The image is dimmed to serve as a background for the text.

***Avoid redirects **where possible.*****



A close-up photograph of a baby's face, looking slightly to the side with a curious expression. The baby has light skin and blue eyes. The image is dimmed to serve as a background for the text.

# ***DataLayer** is your friend.*



DataLayer Fundamentals – Simo Ahava

#Optimisey |  @mrlukecarthy





*Keep an **eye** open.*

#Optimisey |  @mrlukecarthy





***Cheers!***

***Lukecarthy.com***



***@mrlukecarthy***