

HOW TO FIND THOUSANDS OF KEYWORDS IN SECONDS

PART 2

Your Local and Organic SEO Strategy
for 2022 Mini-Series



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About Jimmy Newson

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Senior Advisor | New York Marketing Association

Jimmy Newson is the founder of Moving Forward Small Business, a membership-based digital publishing company on a mission to save a million small businesses from failure by 2050, leveraging technology, innovation, and business strategy. He is also the senior advisor for the New York Marketing Association. He presents workshops and trainings regularly with the NY Public Library, SCORE, Digital Marketing World Forum, DC Start-Up Week, and multiple international SaaS companies.



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SIX-PART MINI-SERIES

01

Performing an In-Depth Website Audit

02

How to Find Thousands of Keyword Ideas in Seconds

03

Understanding Backlinks and How to Build a Strong Backlink Profile

SIX-PART MINI-SERIES

04

Analyze Your Competitors' Websites – Focus on What Matters Most

05

The Content Marketing Strategy That Works – Analyzing Your Competitors' Content

06

Track Your Website's Rankings: Set Yourself Apart from The Pack

BONUS SESSION



ASK ME ANYTHING

REGISTER HERE

In Today's Session, You Will:

- What Are Keywords
- Why is Keyword Research Important
- What are the Types of Keywords
- Identifying the Right Keywords
- Figuring Out Your Competitors Keywords
- Keyword Terminology
- Steps to Picking Keywords
- Available Tools



What are Keywords?

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What are
Keywords?

A keyword is a word or phrase that people use when they're searching for information on Google, Bing, Yahoo, or another search engine.

Google dentist

United States 663 / 700 weekly reports left 1,000 / 1,000 monthly SERP updates left

Overview **Matching terms** How to use

Ads history ^{BETA}

Keyword ideas

Matching terms

Related terms

Search suggestions

Traffic share

By domains

By pages

Keywords lists

All Questions **Mode** Terms match Phrase match

KD Volume Global volume Traffic potential Word count SERP features Include Exclude More filters

Terms Parent topics

1,162,593 keywords Total volume: 11M

Export

Keywords	Volume
All keywords	11M
near	2.8M
dr	704K
pediatric	598K
emergency	395K
best	225K
medicaid	176K
office	153K
cosmetic	136K
accept	131K
tx	125K
family	108K
nc	105K
kids	100K
city	92K
ca	91K
ga	86K
open	86K
salary	82K
nj	82K
insurance	82K
fl	82K
teeth	78K
can	74K

Keyword	KD	Volume	GV	TP	CPC	CPS	Parent topic	SF	Updated
<input type="checkbox"/> + dentist near me	70	1.7M	2.6M	1.0M	\$9.00	0.60	dentist near me	1 SERP	5 hours
<input type="checkbox"/> + dentist	81	647K	1.3M	213K	\$9.00	0.41	dentist	7 SERP	2 days
<input type="checkbox"/> + pediatric dentist near me	42	140K	150K	116K	\$8.00	0.71	pediatric dentist near me	1 SERP	2 days
<input type="checkbox"/> + emergency dentist near me	46	135K	184K	104K	\$12.00	0.89	emergency dentist near me	1 SERP	a day
<input type="checkbox"/> + pediatric dentist	42	127K	142K	3.8K	\$7.00	0.48	pediatric dentist	3 SERP	11 hours
<input type="checkbox"/> + emergency dentist	48	71K	139K	55K	\$10.00	0.79	emergency dentist near me	3 SERP	16 hours
<input type="checkbox"/> + dentist office near me	72	66K	69K	1.0M	\$11.00	0.55	dentist near me	1 SERP	a day
<input type="checkbox"/> + kids dentist near me	39	52K	57K	122K	\$9.00	0.57	pediatric dentist near me	1 SERP	12 hours
<input type="checkbox"/> + best dentist near me	63	45K	71K	27K	\$12.00	0.90	best dentist near me	2 SERP	a day
<input type="checkbox"/> + childrens dentist near me	42	30K	34K	122K	\$9.00	0.58	pediatric dentist near me	1 SERP	16 hours
<input type="checkbox"/> + dentist salary	55	28K	41K	8.8K	\$9.00	0.25	dentist salary	4 SERP	2 days
<input type="checkbox"/> + cosmetic dentist	62	24K	33K	600	\$13.00	0.53	cosmetic dentist	3 SERP	2 days
<input type="checkbox"/> + dentist office	64	15K	21K	261K	\$10.00	0.37	aspen dental	2 SERP	2 days
<input type="checkbox"/> + walk in dentist near me	32	15K	17K	104K	\$10.00	0.77	emergency dentist near me	3 SERP	20 hours
<input type="checkbox"/> + dentist near me that accept medicaid	57	15K	16K	99K	\$7.00	0.73	dentist near me	2 SERP	a day

Overview

Ads history ^{BETA}

Keyword ideas

Matching terms

Related terms

Search suggestions

Traffic share

By domains

By pages

Keywords lists

☰ Matching terms ⓘ How to use

All Questions Mode ⓘ Terms match Phrase match

KD ▾ Volume ▾ Global volume ▾ Traffic potential ▾ Word count ▾ SERP features ▾ Include ▾ Exclude ▾ More fi

Terms Parent topics ⏪

All keywords	11M
near	2.8M
dr	704K
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best	225K
medicaid	176K
office	153K
cosmetic	136K
accept	131K
+	135K

1,162,593 keywords Total volume: 11M

<input type="checkbox"/> Keyword	KD	Volume ▾	GV	TP	CPC
<input type="checkbox"/> + dentist near me	70	1.7M	2.6M	1.0M	\$9.00
<input type="checkbox"/> + dentist	81	647K	1.3M	213K	\$9.00
<input type="checkbox"/> + pediatric dentist near me	42	140K	150K	116K	\$8.00
<input type="checkbox"/> + emergency dentist near me	46	135K	184K	104K	\$12.00
<input type="checkbox"/> + pediatric dentist	42	127K	142K	3.8K	\$7.00
<input type="checkbox"/> + emergency dentist	48	71K	139K	55K	\$10.00



Why is Keyword Research Important?

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What are
Keywords?

Keyword research can tell you what terms people are actively searching for, the competitiveness of those keywords, and help guide your content marketing plan to increase organic search visibility, rankings, and traffic.



The 4 Types of Search Intent

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The 4 Types of Search Intent

- **Informational** - The user is looking for the answer to a specific question

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- **Navigational** - The user wants a specific page or site

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- **Commercial** - The user wants to investigate brands or services

The 4 Types of Search Intent

- **Informational** - The user is looking for the answer to a specific question
- **Navigational** - The user wants a specific page or site
- **Commercial** - The user wants to investigate brands or services
- **Transactional** - The user wants to complete an action

KEYWORD SEARCH INTENT

Informational	Navigational	Commercial	Transactional
Gain general knowledge on a topic	Has an end destination in mind	Information on a future purchase	Shows intent to buy
Ex. What is Invisalign	Types of Invisalign	Invisalign cost	Get Invisalign



Identifying the Right Keywords?

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Identifying the Right Keywords?

A good place to start is with a pain point. If you're trying to design products or content that solves problems, you need to figure out what problems people are having and then identify keywords associated with those problem areas.



Figuring Out Your Competitors' Keywords

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Identifying the Right Keywords?

Your competitors' keywords are one of your greatest assets. Using a tool like Ahrefs can help you find competitors that are targeting keywords you should be targeting.



Keyword Terminology

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Keyword Terminology

- **Keyword Difficulty** - Estimates how hard it will be to rank in the top 10 for a given keyword

Keyword Terminology

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- **Clicks** - The average number of clicks that happen on the search results page

Keyword Terminology

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- **Clicks** - The average number of clicks that happen on the search results page
- **CPS** - Clicks Per Search - How many different search results get clicked when people search for the target keyword in the selected country



6 Steps to Picking Your Keywords

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6 Steps to Picking Your Keywords

Use CPS (Clicks Per Search) to determine if a keyword is worth targeting

- Overview
- Ads history ^{BETA}
- Keyword ideas**
- Matching terms
- Related terms
- Search suggestions
- Traffic share**
- By domains
- By pages
- Keywords lists**

Overview: **google founders** How to use

SERP & KD updated 3 days ago. [Update](#)

Keyword Difficulty



We estimate that you'll need backlinks from ~148 websites to rank in the top 10 for this keyword

Volume

1.9K



Clicks	470
Cost per click	\$0.00
Clicks per search	0.25

Traffic Potential

2.9K

Top ranking result

<https://www.theverge.com/2019/12/4/2019-12-4-google-alphabet-larry-page-sergey-brin-sun-microsystems-founders-ceo-timeline>

Parent Topic

[larry page and sergey brin](#)

Volume 1.0K

Keyword ideas

Terms match

google founders	1.9K
google founders net worth	600
founders of google	300
google stadia founders edition	150
black founders fund - google	40

Questions

who are the founders of google?	40
who are google founders	30
how much are the founders of google worth	10
how rich are the founders of google	10
who are the founders of google company	10

Also rank for

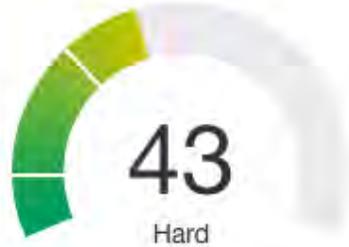
google
gogole
www.google.com
goog
google stock

- Overview
- Ads history ^{BEYA}
- Keyword ideas**
 - Matching terms
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 - By pages

Overview: **yoga classes near me** How to use

SERP & KD updated 5 hours ago. [Update](#)

Keyword Difficulty



We estimate that you'll need backlinks from ~63 websites to rank in the top 10 for this keyword

Volume

74K



Clicks 84K

Cost per click \$3.00

Clicks per search 1.13

Traffic Potential

69K

Top ranking result <https://lessons.com/yoga-cl>

Parent Topic **yoga classes near me**
Volume 74K

Keyword ideas

Terms match

yoga classes near me	74K
free yoga classes near me	3.0K
yoga classes near me for beginners	2.1K
hot yoga classes near me	2.0K

Questions

where can i take yoga classes near me	10
where is silver sneakers yoga classes near me	0-10
where to take yoga classes near me	0-10
how much is cost for yoga classes near me in revere	0-10

Also rank for

yoga
yoga near me
corepower yoga
core

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TOOL TIME



6 Steps to Picking Your Keywords

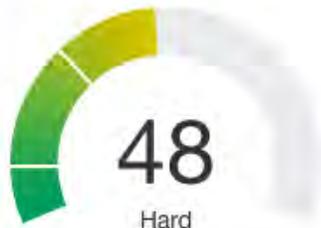
Use the CPC (Cost per click) metric to determine if a keyword has commercial value

- Overview
- Ads history ^{BETA}
- Keyword ideas**
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- Keywords lists**

Overview: **accident attorney** How to use

SERP & KD updated 2 days ago. [Update](#)

Keyword Difficulty



We estimate that you'll need backlinks from ~77 websites to rank in the top 10 for this keyword

Volume

16K



Clicks	8.8K
Cost per click	\$140.00
Clicks per search	0.56

Traffic Potential

36K

Top ranking result

<https://lawyers.findlaw.com/lawyer/practice/hicle-accidents-plaintiff>

Parent Topic

[auto accident attorney](#)

Volume 11K

Keyword ideas

Terms match

car accident attorney	38K
accident attorney	16K
truck accident attorney	12K
motorcycle accident attorney	12K
auto accident attorney	11K

Questions

when to get an attorney for a car accident	500
when to hire an attorney after a car accident	200
why should i hire a car accident attorney	60
how to find a good accident attorney	50
when should i hire an attorney after a car accident	40

Also rank for

accident
car accident lawyer
car accident
car accident attorney
accident lawyer

- Overview
- Ads history ^{BETA}
- Keyword ideas**
 - Matching terms
 - Related terms
 - Search suggestions
- Traffic share**
 - By domains
 - By pages
- Keywords lists**

Overview: **best crm software** How to use

SERP & KD updated 5 days ago. [Update](#)

Keyword Difficulty



We estimate that you'll need backlinks from ~183 websites to rank in the top 10 for this keyword

Volume

1.2K



Clicks	1.4K
Cost per click	\$40.00
Clicks per search	1.22

Traffic Potential

3.0K

- Top ranking result <https://zapier.com/blog/best-crm-app/>
- Parent Topic **crm programs**
Volume 1.1K

Keyword ideas

Terms match

best crm software	1.2K
best crm software for small business	250
crm best software	100
best free crm software	100
best real estate crm software	100

Questions

what is the best crm software	30
what is the best crm software for small business	20
how the best mortgage crm software makes for happier borrowers	10
what is the best real estate crm software	10
what is the best free crm software	10

Also rank for

- crm
- crm software
- crm system
- what is a crm
- crm tool monday

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6 Steps to Picking Your Keywords

Look at the “Parent
Topic” of your target
keyword

Overview: **how to do lunges with weights**

How to use

SERP & KD updated 30 Mar. Update

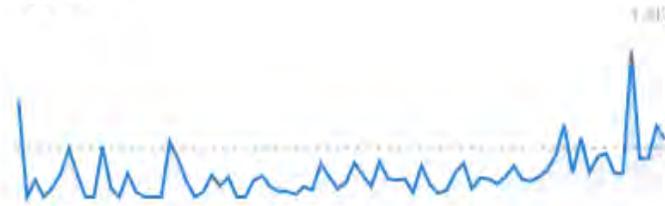
Keyword Difficulty



We estimate that you'll need backlinks from ~23 websites to rank in the top 10 for this keyword

Volume

500



Clicks	N/A
Cost per click	\$0.00
Clicks per search	N/A

Traffic Potential

1.6K

Top ranking result

<https://www.youtube.com/watch?v=D7KaRcUTQeE>

Parent Topic

weighted lunges

Volume 2.4K

Keyword ideas

Terms match

how to do lunges with weights	500
how to do side lunges with weights	30
how not to do lunges with weights	0-10
how to do lunges properly with weights	0-10
how to do walking lunges with weights	0-10

Questions

how to do lunges with weights	500
how to do side lunges with weights	30
how not to do lunges with weights	0-10
how to do lunges properly with weights	0-10
how to do walking lunges with weights	0-10

Also rank for

lunges	49
lunge	17
lunges exercise	17
reverse lunge	9.5
walking lunges	6.5

SERP overview for "how to do lunges with weights"

Image pack People also ask Featured snippet Sitelinks Thumbnails

Search result	AR	DR	UR	Backlinks	Domains	Traffic	Keywords	Top keyword
1 Featured Snippet How To: Dumbbell Stepping Lunge - YouTube https://www.youtube.com/watch?v=D7KaRcUTQeE	4	99	40	695	196	1,903	68	weighted lunges
2 How to Do a Dumbbell Lunge: Techniques, Benefits, Variations https://www.verywellfit.com/how-to-do-dumbbell-lunges-3498297	4.6K	85	32	157	76	1,455	457	dumbbell lunges
1 Sitelink								
3 People also ask								
4 How to Do Dumbbell Lunges Properly for Men - YouTube https://www.youtube.com/watch?v=qQyCK_rxzN0	4	99	21	19	11	387	33	weighted lunges
5 Dumbbell Lunges - Thighs Exercise - YouTube https://www.youtube.com/watch?v=auyE2hZGB9k	4	99	18	4	3	1,051	18	dumbbell lunges
6 How to do the dumbbell lunge - Men's Health https://www.menshealth.com/uk/fitness/a735439/dumbbell-lunge/	3.3K	86	20	10	9	725	107	dumbbell lunges
7 How to Do Dumbbell Lunges for Bigger Legs and Stronger ... https://barbend.com/dumbbell-lunges/	53K	73	19	16	11	588	222	weighted lunges
8 Dumbbell Lunges: Complete Form Guide and Video Tutorial https://www.fitfatherproject.com/dumbbell-lunges/	635K	51	16	10	9	340	247	weighted lunges
9 Lunges with weights: Using barbells and dumbbells Fit&Well https://www.fitandwell.com/how-to/lunges-with-weights	1.1M	45	11	6	4	88	213	how to do lunges with weight
10 Lunges Lunges With Weights - Bicycling magazine https://www.bicycling.com/training/a31153212/lunges-with-weights/	12K	80	26	87	32	200	223	lunges

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TOOL TIME



6 Steps to Picking Your Keywords

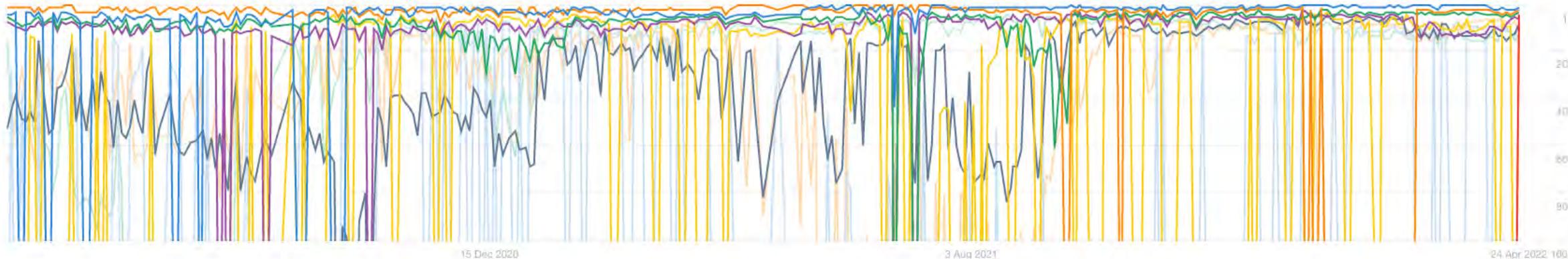
Check SERP volatility
using the SERP (Search
Engine Results Page)
position history graph

Position history

Last 2 years

Top 100

Export



Deselect all

- <https://www.nfl.com/>
- <https://en.wikipedia.org/wiki/Football>
- <https://www.britannica.com/sports/football-soccer>
- <https://athlionsports.com/usfl/usfl-football-games-today-tonight-tv-saturday-april-23-2022>
- <https://www.cnn.com/sport/football>
- <https://www.espn.com/nfl/>
- <https://www.pro-football-reference.com/>
- <https://www.cbssports.com/nfl/>
- <https://www.fifa.com/>
- <https://www.footballoutsiders.com/>

+ Add domain to compare

Ads position history

Last 2 years

Export

6 Steps to Picking Your Keywords

Analyze the top-ranking pages for your keyword - quickly assess the top-ranking pages and understand why they are ranking where they are

Show all 183

SERP overview for "seo"

Export

Knowledge panel Top stories People also ask Sitelinks Thumbnails Videos

Search result

		AR	DR	UR	Backlinks	Domains	Traffic	Keywords	Top keyword	Volume
1	Search Engine Optimization (SEO) Starter Guide - Google ... https://developers.google.com/search/docs/beginner/seo-starter-guide 3 Sitelinks	39	95	85	40,186	9,734	36,560	9,322	seo	101K
2	People also ask									
3	What Is SEO / Search Engine Optimization? https://searchenginejournal.com/guide/what-is-seo 4 Sitelinks	953	91	84	38,295	9,069	24,965	6,460	seo	100K
4	Knowledge panel									
5	Beginner's Guide to SEO [Search Engine Optimization] - Moz https://moz.com/beginners-guide-to-seo	568	91	86	479,214	13,907	10,241	1,959	seo	100K
6	Search engine optimization - Wikipedia https://en.wikipedia.org/wiki/Search_engine_optimization	21	96	87	652,308	25,380	10,442	6,793	seo	100K
7	SEO Optimization - Learn to Optimize for SEO - WordStream https://www.wordstream.com/seo	1.4K	90	48	2,507	524	4,519	1,002	seo	100K
8	SEO for Beginners: An Introduction to SEO Basics - Search ... https://www.searchenginejournal.com/seo-guide/	1.1K	90	79	28,590	2,380	4,087	637	seo	100K
9	The Ultimate Guide to SEO in 2022 - HubSpot Blog https://blog.hubspot.com/marketing/seo	191	93	55	6,514	1,172	3,183	629	seo	100K
10	What is SEO? Your Complete Step-By-Step Guide - Neil Patel https://neilpatel.com/what-is-seo/	682	91	80	16,519	2,868	6,327	1,909	seo	101K

Show more

Show all 183

SERP overview for "seo" 

 Export

 Knowledge panel  Top stories  People also ask  Sitelinks  Thumbnails  Videos

Search result	AR	DR	UR	Backlinks	Domains	Traffic	Keywords	Top keyword	Volume
1 Search Engine Optimization (SEO) Starter Guide - Google ... https://developers.google.com/search/docs/beginner/seo-starter-guide 	39	95	85	40,186	9,734	36,560	9,322	seo	101K
▶ 3 Sitelinks									
2 ▶ People also ask									
3 What Is SEO / Search Engine Optimization? https://searchengineland.com/guide/what-is-seo 	953	91	84	38,295	9,069	24,965	6,460	seo	100K
▶ 4 Sitelinks									
4 ▶ Knowledge panel									
5 Beginner's Guide to SEO [Search Engine Optimization] - Moz https://moz.com/beginners-guide-to-seo 	568	91	86	479,214	13,907	10,241	1,959	seo	100K
6 Search engine optimization - Wikipedia https://en.wikipedia.org/wiki/Search_engine_optimization 	21	96	87	652,308	25,380	10,442	6,793	seo	100K
7 SEO Optimization - Learn to Optimize for SEO - WordStream https://www.wordstream.com/seo 	1.4K	90	48	2,507	524	4,519	1,002	seo	100K
8 SEO for Beginners: An Introduction to SEO Basics - Search ... https://www.searchenginejournal.com/seo-guide/ 	1.1K	90	79	28,590	2,380	4,087	637	seo	100K
9 The Ultimate Guide to SEO in 2022 - HubSpot Blog https://blog.hubspot.com/marketing/seo 	191	93	55	6,514	1,172	3,183	629	seo	100K
10 What is SEO? Your Complete Step-By-Step Guide - Neil Patel https://neilpatel.com/what-is-seo/ 	682	91	80	16,519	2,868	6,327	1,909	seo	101K

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TOOL TIME



6 Steps to Picking Your Keywords

Find your keyword competitors using site explorer and click on keywords unique to competitors

- Overview
- Overview 2.0
- Site structure New
- Backlink profile
 - Backlinks
 - Broken backlinks
 - Referring domains
 - Anchor
 - Referring IPs
 - Internal backlinks
 - Link intersect
- Organic search
 - Organic keywords
 - Top pages
 - Top subfolders
 - Top subdomains
 - Competing domains
 - Competing pages
 - Content gap
- Pages
 - Best by links
 - Best by links' growth
 - Top content
- Outgoing links
 - Linked domains

Competing Domains ⁱ [How to use](#)

Volume KD CPC Word count

United States 41 domains

Keywords unique to target ⁱ	Common keywords ⁱ	Common keywords, % ⁱ	Keywords unique to competitor ⁱ	Intersection graph ⁱ	Competing domains
1,497	1,348	38	681		globalvendinggroup.com
1,447	1,398	37	924		discountvending.com
1,507	1,338	36	858		vendingworld.com
1,252	1,593	35	1,647		vending.com
1,763	1,082	34	366		americanvendingmachines.com
1,813	1,032	34	157		southernequipmentsales.com
1,648	1,197	33	750		evending.com
1,844	1,001	30	447		vendmedic.com
1,520	1,325	29	1,746		vendinggroup.com
1,790	1,055	28	898		westwayvending.com

Overview

Overview 2.0

Site structure New

Backlink profile

- Backlinks
- Broken backlinks
- Referring domains
- Anchor
- Referring IPs
- Internal backlinks
- Link intersect

Organic search

- Organic keywords
- Top pages
- Top subfolders
- Top subdomains
- Competing domains
- Competing pages

Content gap

Pages

- Best by links
- Best by links' growth
- Top content

Outgoing links

- Linked domains
- Anchor
- Broken links

Content Gap How to use

1 target vs. amequipmentsales.com All intersections Volume KD CPC Word count vending X Any Exclude Keyword

United States 896 keywords that amequipmentsales.com doesn't rank for

Keyword	Volume ↓ ⁱ	KD ⁱ	CPC ⁱ	SERP ⁱ	Highest position
vending machines	19,000	50	2.50	SERP ▼	4 ▼
vending machine near me	2,900	23	3.00	SERP ▼	91 ▼
vending	2,700	48	2.00	SERP ▼	3 ▼
candy vending machine	2,600	12	0.60	SERP ▼	73 ▼
coke vending machine	2,000	22	1.10	SERP ▼	86 ▼
vending machine locations	1,900	24	3.00	SERP ▼	79 ▼
vending machines near me	1,800	20	2.50	SERP ▼	97 ▼
beer vending machine	1,800	5	1.00	SERP ▼	24 ▼
where can i put a vending machine	1,700	22	1.70	SERP ▼	18 ▼
ice vending machine near me	1,600	12	2.50	SERP ▼	44 ▼
vending machines for sale craigslist	1,500	1	2.00	SERP ▼	21 ▼
how much do vending machines make	1,300	21	1.00	SERP ▼	97 ▼

vending.com

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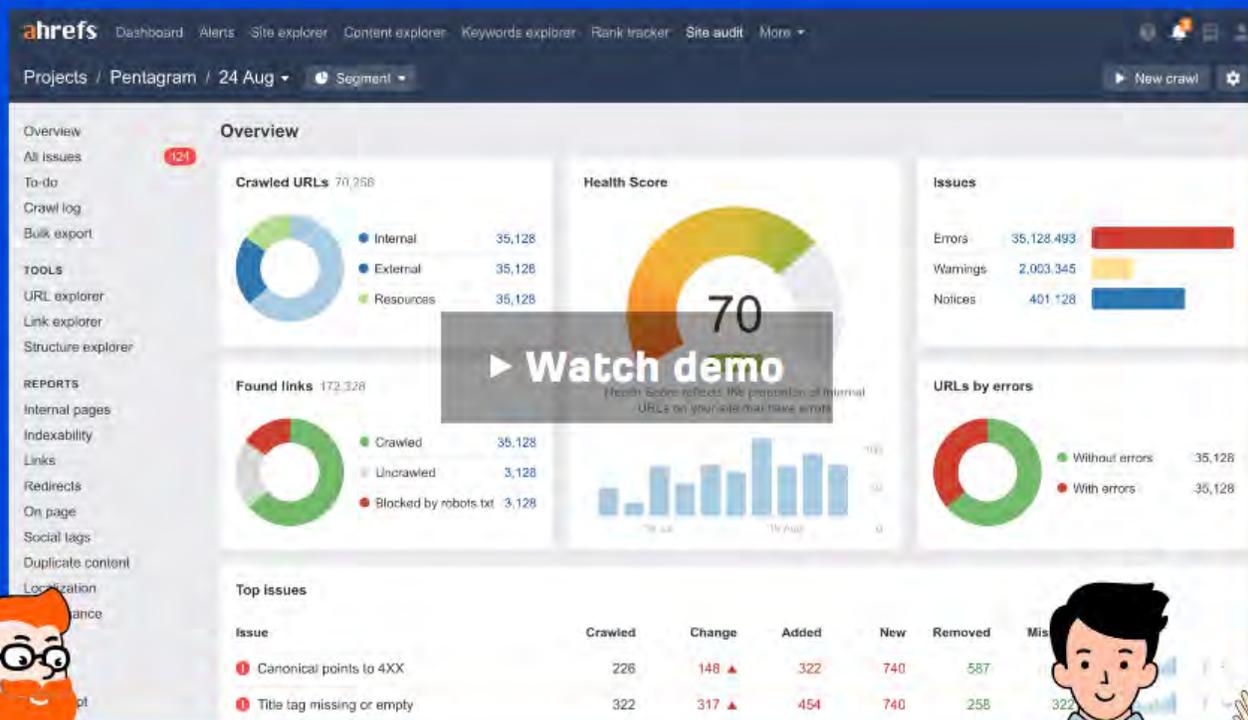
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