


Northbay Marketing Meetup #2: SEO





Today's Agenda

1. **How Google works** - intro to Hummingbird algorithm and its evolution.
2. **Key ranking factors** - and how Google is using AIML to improve search
3. **New challenges / opportunities** - How Google SERPs are changing.
4. **Why “good unique content” has to die, die, die!**
5. **Discussion** - Please chime in, let's make this interactive.



Google Quick Facts

Google processes over **two trillion** searches in a single year, up from only one billion a year in 1999.

One Billion in 1999: 1,000,000,000

Two Trillion in 2018: 2,000,000,000,000

That's over 4 billion searches per day.

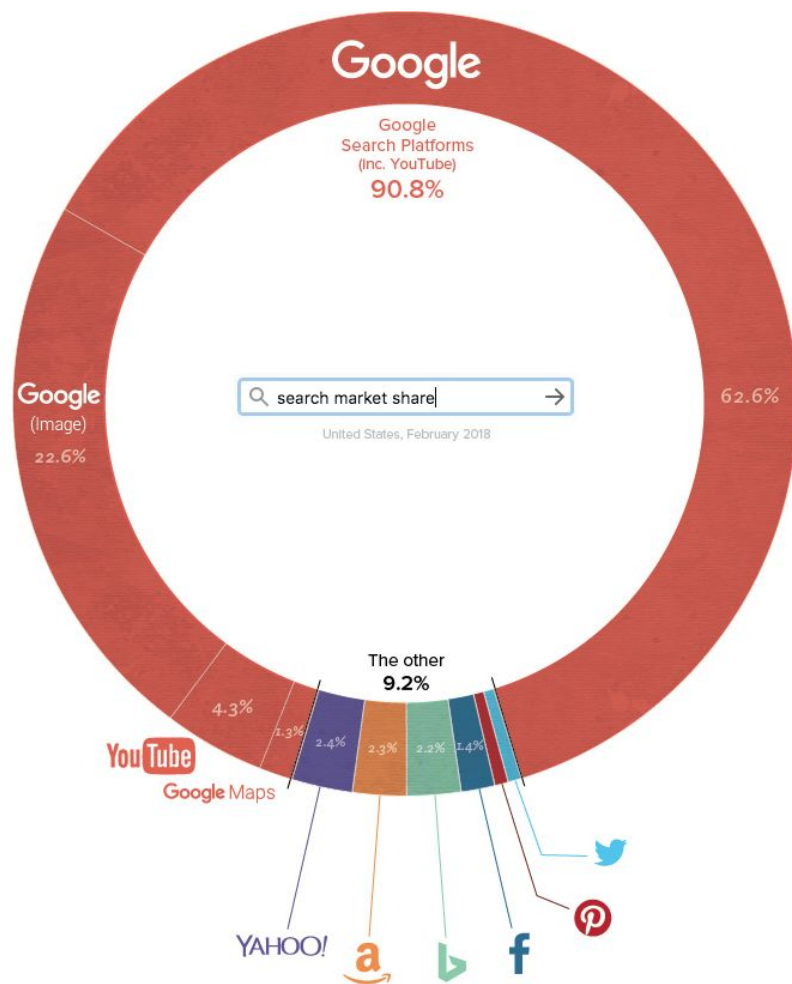
15% of searches have never been seen before.



Trivia question:

What is the #2 search engine
behind Google?





What is Google's job?

“Google's mission is to organize the world's information and make it universally accessible and useful”

– Google™

How does Google's algorithm work?



Google Hummingbird Update

Google indexes 1 trillion pages

Est. 30 trillion pages exist today

Understand content

Understand content quality / authority

Understand searcher's intent

Constantly improve

And it needs to give you ranked results
in under 1 second.

SEO has been a cat and mouse game
between marketers and Google.





[Infographic](#)

**Google changes its algorithm
600-700 x per year.**

Panda: Content spam

Penguin: Link spam

Hummingbird: Searcher intent

Pigeon: Location

Mobilegeddon: Mobile

Rankbrain: AIML

- #3 Ranking Factor
- Intent and Meaning

Possum: Hyper-local results

Fred: Penalize low-quality
content, ad-heavy sites



Google Ranking Signals

Google's algorithm might have up to 10,000 variations or sub-signals - Search Engine Land

1. Off Page
2. On Page
3. Rank Brain

[Google's 200 Ranking Factors](#) - From Brian Dean at Backlinko



SEO
Off Page



Off Page SEO

Everything away from your site.

***Inbound Links ---> Page Rank

- High Quality External Guest Posting
- Social Publishing and Promotion of Content
- Image and Video Sharing
- 3rd Party Social Sharing
- Forum Discussions

PageRank

Search quality is not only a function of indexing everything - it's sorting out the “junk” results.

Developed in 1997 by Google co-founders Sergey Brin and Larry Page as part of a project at Stanford.



Based on how authority of scientific papers is determined.

PR is a mathematical formula that judges the “value of a page” based on a logarithmic value of 1-10 based on inbound link value.

Google stopped reporting PR publicly in 2016 - but it's still the #1 factor.

How PageRank Works (A Simplified View)

PageRank is divided equally between the total number of links on a page.



Passing Link Equity

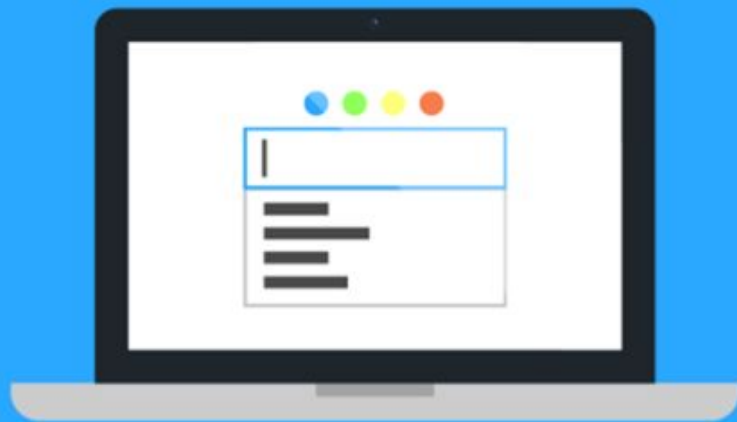
Not all links are equal.

Position on a page.

Domain Authority


Page Authority





On-Page SEO

A blue magnifying glass icon with a black handle, positioned over the 'SEO' part of the title.



On Page SEO Elements - Everything on your site.

CONTENT ELEMENTS

URL

Meta Title and Description (Google search result)

Headlines - H1, H2, H3, H4

Paragraph Text

Image Alt Tags

Internal and External Links

WEBSITE PERFORMANCE

Site Speed

Mobile Responsiveness

AMP - Accelerated Mobile Pages

Cross Browser Compatibility

USER EXPERIENCE SIGNALS

Bounce Rate (Pogo Sticking)

Time on Site

Return to Site

Click Through Rate

CONTENT - QUALITATIVE

Content Freshness

Content Quality and Depth

Use of LSI Keywords - Synonyms

Multimedia Content

Social Sharing Capabilities



Google

RankBrain



Google announced RankBrain toward the end of 2015.

RankBrain is the #3 ranking signal after on and off page elements.

RankBrain uses AIML - artificial intelligence and machine learning - to improve search results.

RankBrain is always learning and improving.



RankBrain learns meaning of words and understands connections between words.

So, Google is able to return results and answers, even if your search term is not included.



AI & Machine Learning Products

[Contact sales](#)

[Try free](#)

Try the API



What breed is the hairless cat mr bigglesworth in the austin powers movies?

[ANALYZE](#)

[See supported languages](#)

Entities

Sentiment

Syntax

Categories

What <breed>₁ is the hairless <cat>₃ mr <bigglesworth>₂ in the <austin powers movies>₄?

1. breed

OTHER

Sentiment: Score 0 Magnitude 0

[Wikipedia Article](#)

Salience: 0.55

2. bigglesworth

PERSON

Sentiment: Score 0 Magnitude 0

Salience: 0.18

3. cat

OTHER

Sentiment: Score 0 Magnitude 0

Salience: 0.15

4. austin powers movi...

WORK OF ART

Sentiment: Score 0 Magnitude 0

Salience: 0.11

Entities

Sentiment

Syntax

Categories

Document & Sentence Level Sentiment

Entire Document

What breed is the hairless cat mr bigglesworth in the austin powers movies?

Score Magnitude

0.1

0.1

0.1

0.1

Score Range

-1.0 — -0.25

-0.25 — 0.25

0.25 — 1.0

Entity Level Sentiment

1. breed

OTHER

Sentiment: Score 0 Magnitude 0

2. bigglesworth

PERSON

Sentiment: Score 0 Magnitude 0

3. cat

OTHER

Sentiment: Score 0 Magnitude 0

4. austin powers movi...

WORK OF ART

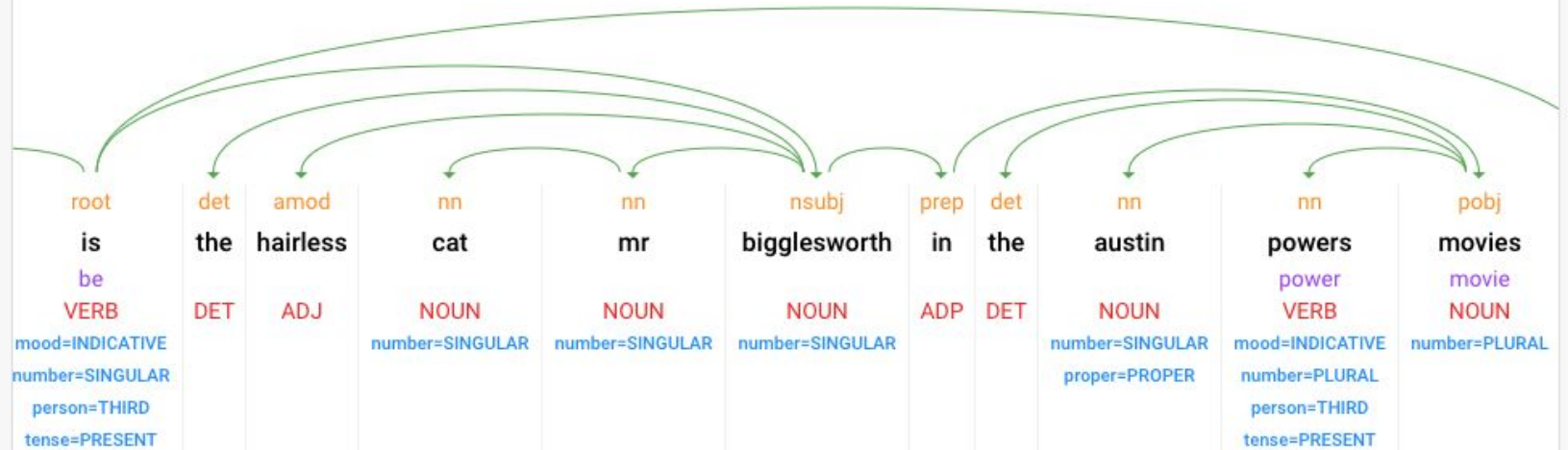
Sentiment: Score 0 Magnitude 0

Entities

Sentiment

Syntax

Categories

Use Label ☒ Part of Speech ☒ Lemma ☒ Morphology

Content Category

/Adult	/Hobbies & Leisure
/Arts & Entertainment	/Hobbies & Leisure/Clubs & Organizations
/Arts & Entertainment/Celebrities & Entertainment News	/Hobbies & Leisure/Clubs & Organizations/Youth Organizations & Resources
/Arts & Entertainment/Comics & Animation	/Hobbies & Leisure/Crafts
/Arts & Entertainment/Comics & Animation/Anime & Manga	/Hobbies & Leisure/Crafts/Fiber & Textile Arts
/Arts & Entertainment/Comics & Animation/Cartoons	/Hobbies & Leisure/Merit Prizes & Contests
/Arts & Entertainment/Comics & Animation/Comics	/Hobbies & Leisure/Outdoors
/Arts & Entertainment/Entertainment Industry	/Hobbies & Leisure/Outdoors/Fishing
/Arts & Entertainment/Entertainment Industry/Film & TV Industry	/Hobbies & Leisure/Outdoors/Hiking & Camping
/Arts & Entertainment/Entertainment Industry/Recording Industry	/Hobbies & Leisure/Paintball



Not only is RankBrain understanding words....

It learns searcher intent. What does the searcher really want?

And it also understands user experience signals.



RankBrain also modifies results based on your situation:

- Browsing history
- Location / Hyper Location
- Device type



How have search engine results changed?

Challenges and Opportunities..

SERP Features

Do you remember
when search used
to look like this?

Google aat courses

Web Shopping Videos News Maps More Search tools

About 507,000 results (1.14 seconds)

Official AAT Courses - HomeLearningCollege.com
homelearningcollege.com/AAT-Courses
UK's No 1 Online Provider For AAT. Live Classes & Full Tutor Support
Home Learning College has 321 followers on Google+

Home Study AAT Courses - Black Friday - Further 10% Off
www.iclearn.co.uk/AAT-Courses 0800 015 4350
4.8 rating for iclearn.co.uk
Today Only 30% Plus Extra 10% Off
Recognised Qualifications - AAT Approved - Fully Qualified Tutors
AAT Level 3 & 4 Combined - AAT Level 2 Courses - Flexible Payment Plans

AAT Courses Level 1 - 4 - qualifications-online.com
www.qualifications-online.com/AAT
AAT Accounting Courses Level 1 - 4. Request A Free Information Pack!
Globally Respected - Aimed At All Students - Four Levels
AAT Level 4 - AAT Level 1 - AAT Level 2 - AAT Level 3

Find a course | AAT
https://www.aat.org.uk/find-a-course
Our internationally recognised qualification based on real-world accounting knowledge that you can put to use from day one. The AAT Accounting Qualification ...
The AAT Accounting ... - Fees - Accounting Apprenticeships - Bookkeeping and ...

Edinburgh Napier University | AAT
https://www.aat.org.uk/qualifications/edinburgh-napier-university
Order an AAT Course Prospectus - Find a College or Training Provider - Register ...
Accounting Courses - The AAT Accounting Qualification - Bookkeeping and ...

AAT ACCOUNTING FOUNDATION CERTIFICATE (LEVEL 5)
www.edinburghcollege.ac.uk/courses/course_description_new.aspx?...B...
The Foundation Certificate is perfect for anyone who is a junior accountant and has no

Ads
AAT Courses £300 to £699
www.eagle-education.co.uk/AAT
4.9 advertiser rating
AAT Level 2, 3 or 4 Qualifications
Distance Learning Online Courses

AAT Courses
www.reed.co.uk/AAT-Courses
Get Ahead Of The Curve Today & Take The Next Step In Your Career.

AAT Accounting Courses
www.aat.org.uk/Accounting-Courses
Realise Your Potential With AAT.
Order Your Free Information Pack.

AAT Bookkeeping Course
www.bookkeeping-course.org/AAT
AAT Accredited Courses in London.
Don't Wait, Book Online Now.

AAT Courses
www.dicandtraining.co.uk/AAT
AAT courses levels 1 - 4
Approved AAT training provider

BookKeeping Courses
www.pitmantrainingscotland.co.uk/
Start Your Career in Accounting
BookKeeping Skills Courses & Sage
26 York Pl, Edinburgh, Midlothian

SERP Features

This is what search looks like today.

[Guide to Google SERP Features](#)

The screenshot displays a Google search for "macbook pro". At the top, the search bar shows the query and a microphone icon. Below the search bar, navigation tabs include "All", "Shopping", "News", "Images", "Videos", "More", "Settings", and "Tools". The results section shows "About 74,900,000 results (0.53 seconds)".

Shopping Results: A section titled "Shop for MacBook Pro on Google" displays five product listings with images, prices, and retailers. The listings include:

- 13-inch MacBook Pro - Space Gray... \$1,299.00 Apple Free shipping
- 15-inch MacBook Pro - Space Gray... \$2,799.00 Apple Free shipping
- Apple - MacBook Pro - 13" Display... \$1,149.99 Best Buy Store pickup
- Apple MacBook Pro MD101LL/A... \$699.99 Amazon.com
- Apple 15.4" MacBook Pro... \$1,799.00 B&H Photo-Video Special offer

Knowledge Panel: A section titled "MacBook Pro" provides detailed information about the product. It includes a description: "The MacBook Pro is a line of Macintosh portable computers introduced in January 2006 by Apple Inc. Replacing the PowerBook G4, the MacBook Pro was the second model to be announced during the Apple-Intel transition, after the iMac. Wikipedia". It also lists key specifications:

- Release date:** January 10, 2006; 12 years ago (Original); June 5, 2017 (Current)
- Operating system:** macOS
- Date introduced:** January 10, 2006
- Developer:** Apple Inc.
- Product type:** Laptop
- Manufacturers:** Hon Hai Precision Industry Co., Ltd., Pegatron

People also search for: A section showing related search terms with small images: MacBook, MacBook Air, iMac, Laptop, and Mac Pro.

Top stories: A section titled "Top stories" displays three news articles:

- Disappointing MacBook Pro Update Dooms Radical Touch Bar** by Forbes, 19 hours ago.
- MacBook Pro Reportedly Won't See Any Major Upgrades in 2018** by Mac Rumors, 2 days ago.
- MacBook Pro will not receive major update in 2018, says report** by MNR Daily, 21 hours ago.

Direct Answer Box

who was the 21 president

All News Images Shopping Videos More Settings Tools

About 1,090,000,000 results (0.64 seconds)

President of the United States (21)

Chester A. Arthur

People also search for

View 10+ more

Andrew Johnson
Trending

James Monroe
Trending

James A. Garfield

Grover Cleveland

Rutherford B. Hayes

Benjamin Harrison

Quotes and overview

Feedback


Bulleted Lists


[All](#) [News](#) [Images](#) [Videos](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)


About 10,700,000 results (0.62 seconds)


According to ranker.com


View 5+ more



Robert F. Wagner


Hubert Humphrey


Lyndon B. Johnson


George W. Norris


Mike Mansfield


Arthur Vandenberg

- Robert F. Wagner Died at 76 (1877-1953) ...
- Hubert Humphrey Died at 67 (1911-1978)
- Robert M. La Follette, Sr. ...
- Lyndon B. Johnson Died at 65 (1908-1973)
- George W. Norris Died at 83 (1861-1944)
- Mike Mansfield Died at 98 (1903-2001)
- Arthur H. Vandenberg Died at 67 (1884-1951)
- George McGovern Died at 90 (1922-2012)

[More items...](#)

The Greatest Senators Post-1900 - Ranker

<https://www.ranker.com/list/greatest-senators-post-1900/marka-lempke>

[About this result](#) [Feedback](#)

Numbered Lists

[All](#) [Videos](#) [Images](#) [Shopping](#) [News](#) [More](#) [Settings](#) [Tools](#)


About 3,160,000 results (0.54 seconds)

What You'll Need

1. 1 tablespoon canola oil (or vegetable oil)
2. 1 small onion (white or yellow, diced)
3. 1 clove garlic (minced)
4. 3 green onions (diced)
5. 1/2 teaspoon cumin.
6. 3/4 cup mushrooms (fresh, diced small)
7. 1 15 oz. can pinto beans.
8. 1 teaspoon parsley.

[More items...](#)

Mushroom Veggie Burger Recipe (Vegan and Gluten-Free) - The Spruce
<https://www.thespruce.com/vegan-mushroom-bean-burger-recipe-3378623>



[? About this result](#) [Feedback](#)

Knowledge Graph



Map data ©2018 Google

Paris

City in Tennessee

Paris is a city in Henry County, Tennessee, 86 miles northwest of Nashville, on a fork of the West Sandy River and the Tennessee River. As of the 2010 census, the city had a total population of 10,156. It is the county seat of Henry County. [Wikipedia](#)

Weather: 18°F (-8°C), Wind NW at 4 mph (6 km/h), 61% Humidity

Hotels: 3-star averaging \$97. [View hotels](#)

Zip code: 38242

Population: 10,192 (2016)

Local time: Wednesday 4:38 PM

Points of interest



Eiffel Tower Park



Paris Henry County H...




Paris Winery

Local

best dive bars in san francisco

All Maps News Images Shopping More Settings Tools


About 1,890,000 results (0.92 seconds)




Map data ©2018 Google

4.0+ rating ▾ Hours ▾


Hi Dive Bar
4.2 ★★★★★ (276) · Bar
Seafood shack with views of the bay
28 Pier
Happy hour food · Happy hour drinks · Fast service



The Saloon
4.5 ★★★★★ (254) · Bar
Blues joint & one of SF's oldest bars
1232 Grant Ave
👤 "bar keep, and the locals at this dive were a spectacle to take in."



Li Po Cocktail Lounge
4.2 ★★★★★ (192) · Cocktail Bar
Mai tais in a Chinese cocktail lounge
916 Grant Ave
Opens at 2:00 PM



☰ More places



People Also Ask

People also ask

What is content in digital marketing? ^

Content marketing is a form of **marketing** focused on creating, publishing and distributing **content** for a targeted audience online. It is often used by businesses in order to: Attract attention and generate leads. Expand their customer base. Generate or Increase online sales.

[Content marketing - Wikipedia](https://en.wikipedia.org/wiki/Content_marketing)

https://en.wikipedia.org/wiki/Content_marketing

Search for: [What is content in digital marketing?](#)

What is a content plan? v

What is content management in marketing? v

How much do content marketing managers make? v

What is included in content marketing? v

Is social media a part of content marketing? v

News Boxes

Top stories



Bitcoin sinks below \$10,000 and is now 50% off all-time high as cryptocurrency sell-off...

CNBC.com

9 hours ago



Bitcoin tests important price level after dramatic plunge

CNBC.com

2 hours ago



Don't Expect the Crypto-Futures Revolution to Stop at Bitcoin

Bloomberg

19 mins ago

→ [More for bitcoin](#)



Paid

- Top
- Bottom

About 82,500,000 results (0.68 seconds)

Content Marketing | Understand the challenges | adobe.com

[\(Ad\) www.adobe.com/ExperienceCloud/Marketing_Cloud](#) ▼

★★★★★ Rating for adobe.com: 4.7 - 1,447 reviews

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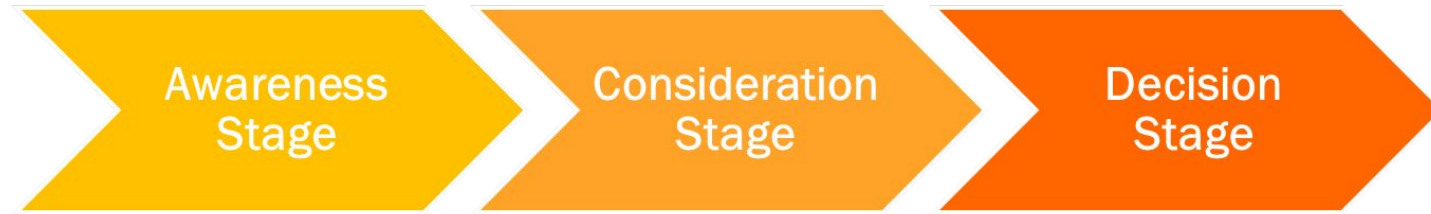
Gallery and Card Views · Drag & Drop File Uploads · Free to Sign Up · 350+ App Integrations



Now let's talk content.

The Buyer's Journey
10X Content
They Ask, You Answer

Create buyer-centric content.



Why "Good, Unique Content" Needs to Die (and what should replace it)

The content quality scale

How do we create "10X" Content?

Why "Good unique content" needs to die!



- △ Earning links overlooks link building, and is near impossible w/ merely "good, unique" content
- △ The rise of content marketing created much more competition
- △ User expectations have risen as content created bent over backward to delight audiences

The 10 Best Eco Lodges in Costa Rica
Rough Guides > Articles > 10 best

Costa Rica's Best Eco Lodges - Lonely Planet
Lonely Planet > Costa Rica > Hotels

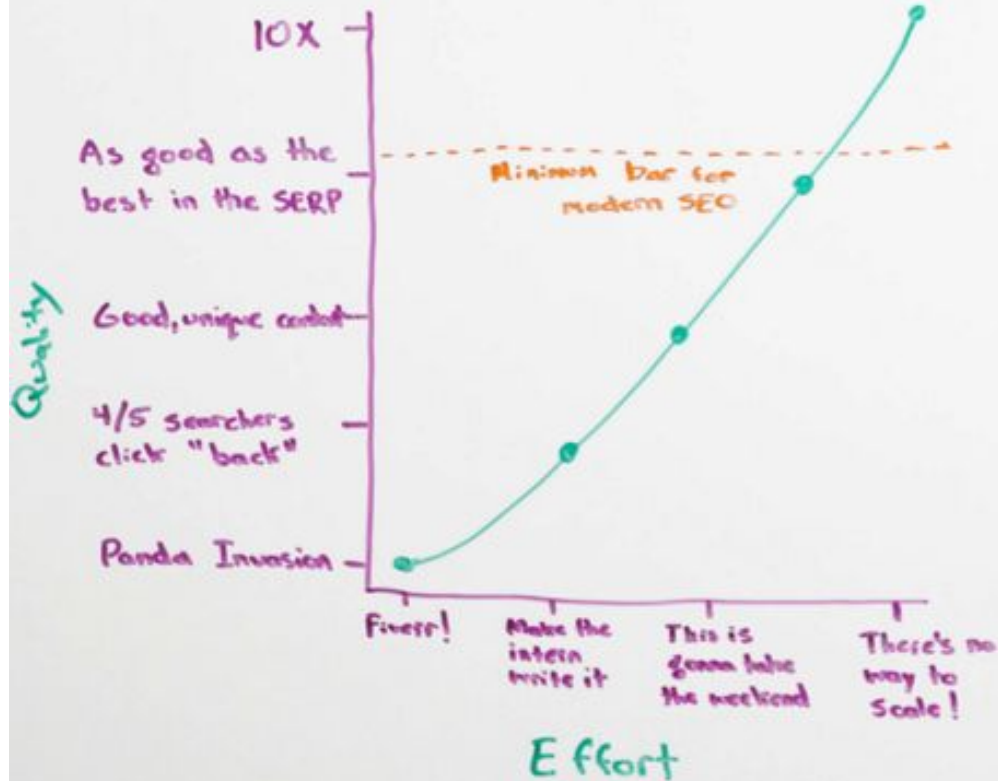
Run an analysis of the content in the top 10 (and possibly the most successful)

Questions answered
X
tail and roughness

- ☐ Use of Visuals
- ☐ Quality of writing
- ☐ Information Elements



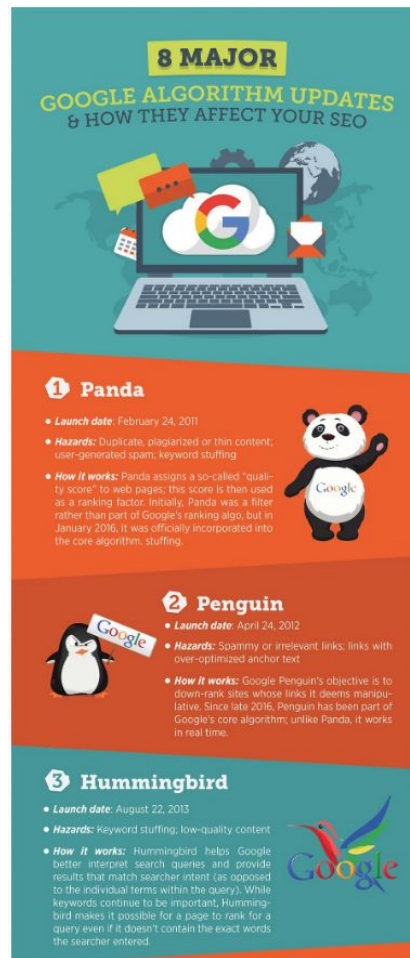
The content quality scale



Video Content



Infographic Content



Skyscraper Content

1. Find proven, linkable assets
2. Make something even better
 - a. Longer
 - b. More up to date
 - c. Better designed
 - d. More thorough
3. Reach out to the right people
 - a. Get links
 - b. Find promoters



Pillar Content

The Alaniz Guide to Lead Generation

GET LEADS

The Alaniz Guide to Web Development

WEB DEV. SOUP TO NUTS

The Alaniz Guide to Search Engine Optimization

GET FOUND

The Alaniz Guide to Public Relations

GET INK

ALANIZ®

SERVICES OUR WORK ABOUT RESOURCES CONTACT

The Ultimate Guide to Public Relations

There are a lot of moving parts in a successful public relations program – research, planning, writing, relationship building, pitching, analyzing, and reporting. We wrote this article to shed light on the process and to serve as a guide to building a successful PR program.

The State of PR

Trying to get media coverage for a company, product or event is more challenging than ever. First, the Internet has spawned hundreds of thousands of media outlets—from a blogger with a large following to major news publications. Second, the competition to reach these writers and journalists is fierce.

This makes PR in the digital age much like marketing in the digital age. When it comes to marketing, you know that if you have a product that solves a real problem, there are people out there looking for it. The challenge is to find them or to help them find you. The same is true with PR—if you have a genuine news story, there is a writer out there that wants to know about it because their readers want to know about it. The challenge is to find the journalists and to help them find you.

- [How Digital Marketing Has Changed PR](#)
- [Mastering the Media Pitch: Top Journalists Tell you How to get their Attention](#)
- [How to Choose a PR Agency](#)

Press Release Best Practices

The press release, the most common deliverable companies use to distribute news to journalists, faces more competition these days, not only from other press releases, but from social posts, blogs, direct email, print and digital ads, and more. While any company can put a press release on a wire service and see it gobbled up and regurgitated by hundreds of media outlets, what we all want is real coverage by real journalists that give companies brands authority and credibility. These articles will help you score big with your next release!

- [How to Write an Effective Press Release](#)
- [How to Write the Perfect Cover Letter](#)
- [The Ultimate Press Release Template](#)
- [5 Reasons Not to Issue a Press Release](#)
- [How to Write Pitches Journalists Love \(Download\)](#)
- [How to Score Big With Your Next Press Release](#)
- [Choose Your News Wisely – Understanding When Your News Isn't News](#)
- [5 Reasons Your News Doesn't Get Picked Up](#)
- [7 Best Practices to Get Your PR Covered and Not Buried](#)

How to Develop Strong Media Lists

Media lists, whether built with media database platforms (Cision, Meltwater, Muck Rack) or home grown, are your gateway to the influencers you want to reach. Building and managing multiple lists for multiple target audiences involves a good deal of sleuthing, with or without a software platform. Here are some tips on how to build lists that you can use for one or more announcement or for entire campaigns.

- [What is a Media Database?](#)
- [How to Build a Media List with Meltwater](#)
- [8 Best Free Resources for Building a PR Contact List](#)
- [PR Databases – The PR Agency's Secret Weapon](#)
- [Journalist Finder – Get Contact Info for 25 Media Contacts Free](#)

FREE JOURNALIST FINDER

Get the Contact Information for 25 Journalists Who Care About Your News

PR Database Reviews

Public relations is all about getting press coverage for your company and product, and managing press relationships when good news and bad news happens. With the proliferation of media outlets, knowing who is writing about your industry or business can be extremely challenging. Media database platforms (Cision, Meltwater, Muck Rack) have been created to help. These are platforms that include a database of multiple types of “influencers”—journalists, bloggers, analysts, columnists and more and the “beats” or markets that they cover. Learn more from the articles below.

- [PR Databases Quick Review: Cision, Meltwater, and Muck Rack](#)
- [Meltwater Review: First Look at The New Meltwater Platform](#)
- [Meltwater Review: Reaching Beyond Writers to Influencers](#)
- [Cision Review: One Stop Shop for PR](#)
- [Muck Rack Review: Harness Social Media for PR](#)
- [50 Questions you Should Ask Before Buying PR Software \(Download\)](#)
- [Pick Our Brain: Schedule a 30 Minute Exploratory Call Where You Can Ask Us Anything](#)

Wire Distribution Service Reviews

Press release wire services have traditionally been the go-to channel for widespread press release distribution to search engines, top publications, and national newsrooms. The largest service providers for wire releases include PRWeb, PRNewswire, BusinessWire, and MarketWired. Do you need a wire service for your PR program? Depends. Learn more from these articles.

- [Wire Services: When to Use or Not Use Them](#)
- [Looking for the Best PR Wire Service? Consider this.](#)
- [Which PR Wire Service is Right For You](#)
- [Search for the Best Press Release Wire Service](#)

Social Media's Role In PR

Social media is the communication vehicle of choice for many big brands, celebrities, and politicians, and journalists use it too. Used right, social media can be a great way to reach both journalists and your target audiences for marketing. These articles offer some guidance.

- [How Social Media is Becoming PR's Most Valuable Asset](#)
- [Twitter Meets Muck Rack – PR Pros and Journalists Trip the Light Fantastic](#)
- [How to Pick the Social Publishing Platform for PR](#)

Finding Editorial Calendar Opportunities

Editorial calendars are the guides publications issue to help you know what they want articles about. Other tools like HARO and Muck Rack have features that let journalists pitch PR pros for sources. Learn more from these articles.

- [Editorial Calendars: How to Be a PR SuperHARO](#)
- [HARO Review](#)

Media Monitoring

- [How to Set Up Google Alerts to Monitor Coverage](#)

Tracking Media Relations With a (Free) CRM

One way to build your own media database is to use your CRM platform for manage and monitor media coverage. HubSpot is what we use. Learn more here.

- [Get the HubSpot CRM Free Here](#)
- [Find Out More About HubSpot – Schedule a Free Tour](#)

Trade Show Guides

Typically you have two goals at a trade show—to get new leads and to create buzz around your company or brand. Done right, even small companies can generate plenty of chatter at shows as large as CES, the granddaddy of them all! See our article on that topic and more.

Podcast Content



They Ask, You Answer

What do want to know before you buy?

(Lessons from a pool guy.)





They Ask, You Answer

Your prospects are going to ask these questions. Are you going to answer them, or will they go to your competitor or yelp?

Don't be scared to answer the “scary” questions:

How much does it cost? [Example](#)

Who are your competitors? Who else should I consider? [Example](#)

What do the reviews say? Are there negative reviews? [Example](#)

What are the problems with this product?

How does your product stack up against your competitor's product?



Key Takeaways

1. Align your content with the buyer's journey - help people solve problems and make decisions at every stage of the journey.
2. Invest in developing content that is 10x better than the best results in the SERPs - video, audio, pillar, skyscraper, infographics.
3. Create an amazing user experience on your site.
4. Learn and practice basic technical on- and off- page SEO (at a minimum)
5. Write for humans, not search engines!

Resources

SEO TRAINING

[Moz Guide to SEO](#)
[SEM Rush Academy](#)

SEO SOFTWARE

[Moz](#)
[SerpStat](#)
[SEM Rush](#)
[Ahrefs](#)

KEYWORD RESEARCH

[Google Trends](#)
[Answer the Public](#)

GOOGLE ALGORITHM UPDATES

[Panguin Tool](#)
[Moz's Google Algorithm Tracker](#)

GOOGLE RANKING FACTORS

[Search Engine Journal](#)
[Backlinko](#) [SEM Rush](#)
[Ahrefs Page Rank Explained](#)
[Guide to Google SERP Features](#)jh

ALANIZ^o

Questions?

ALANIZ 