

Search Engine Optimization: Utilizing Transactional Queries to Increase Site Traffic

Prepared by Robyn Morgan



How People Interact with Search Engines

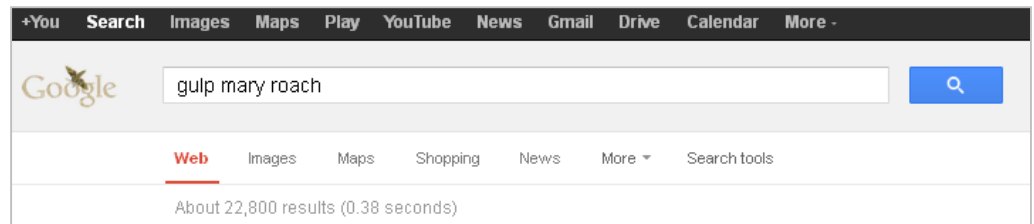
Transactional Queries

Search queries by users who wish to make a transaction.

Example:

Say you heard about the new Mary Roach book on the radio, and you decide you want to purchase it. You visit Google, and your query is “gulp mary roach.”

Let’s see what happens...



[Gulp: Adventures on the Alimentary Canal: Mary Roach ...](#)

www.amazon.com > ... > [Biological Sciences](#) > [Anatomy](#)

An Amazon Best Book of the Month, April 2013: Mary Roach's investigations into weird body science were inspired by a plastic torso with removable organs in ...

[Gulp: Adventures on the Alimentary Canal, by Mary Roach](#)

www.maryroach.net/gulp.html

In Gulp we meet the scientists who tackle the questions no one else thinks —or has the courage —to ask. How much can you eat before your stomach bursts?

[News for gulp mary roach](#)



WVAS

[In Digestion: Mary Roach Explains What Happens To The Food We Eat](#)

NPR - 1 day ago

But Mary Roach — whose latest book is Gulp: Adventures on the Alimentary Canal — did just that. Gulp takes a close look at the human ...

[Gulp: Adventures on the Alimentary Canal by Mary Roach - Reviews ...](#)

www.goodreads.com > [Food And Drink](#) > [Food](#)

★★★★★ Rating: 4.2 - 71 votes

14 hours ago — Gulp has 71 ratings and 36 reviews. Robin said: This is a book not to devour, but to take in small bites, slowly savoring and digesting every ...

[Book review: Gulp by Mary Roach - Books - The Boston Globe](#)

bostonglobe.com/arts/books/2013/03/...gulp-mary-roach/.../story.htm...

2 days ago — Just how and why did Elvis Presley die on the toilet? What is a "prison wallet"? Which sex is the greater offender flatulence-wise? If these are ...

[Mary Roach | W. W. Norton & Company](#)

books.wwwnorton.com/books/Author.aspx?id=6103

Gulp: Adventures on the Alimentary Canal. The irresistible, ever-curious, and always best-selling Mary Roach returns with a new adventure to the invisible realm ...

[Listen to Mary Roach: 'Gulp: Adventures on the Alimentary Canal ...](#)

tunein.com/.../Mary-Roach-Gulp-Adventures-on-the-Alimentary-Can...

10 hours ago — Mary Roach: 'Gulp: Adventures on the Alimentary Canal' - Fresh A: Apr 1, 2013 - listen online, location, contact, schedule and broadcast ...

[Mary Roach: 'Gulp'](#)

townhallseattle.org/mary-roach-gulp/

Mary Roach, called "America's funniest science writer," ventures down the hatch on a one-of-a-kind tour of our insides. Roach introduces the scientists who ...

['Gulp.' by Mary Roach - San Francisco Chronicle](#)

www.sfchronicle.com/books/.../Gulp-by-Mary-Roach-4395356.php

"Gulp" is all about the tube - Roach prefers to describe it as a "railroad flat: a long structure, one room opening onto the next" - that extends from your pie hole to ...

[Mary Roach \(mary_roach\) on Twitter](#)

https://twitter.com/mary_roach

The latest from Mary Roach (@mary_roach). I write books, most recently GULP: Adventures on the Alimentary Canal (April 2013). Also: STIFF, PACKING FOR ...

Page One

When you search for “gulp mary roach” on Google, this is the first page of results.

Not surprisingly, Amazon is first.

The author’s personal website is on the first page of results, and so are Good Reads and her publisher.

Page Two

On the second page of results, you see Barnes & Noble and Bookish.

Page 2 of about 22,800 results (0.42 seconds)

Gulp
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[Interview: **Mary Roach**, Author Of 'Gulp: Adventures On The ... - NPR](#)
www.npr.org > Arts & Life > Books > Author Interviews
1 day ago – With books like *Stiff* and *Spook*, Roach has built a reputation for making unpalatable subjects entertaining. In her new book, *Gulp*, she tackles ...

Gulp
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[Mary Roach - Wikipedia, the free encyclopedia](#)
en.wikipedia.org/wiki/Mary_Roach
Mary Roach at TED Talks in 2009, photograph by Bill Holsinger-Robinson. ... of Life in the Void (2010) and *Gulp: Adventures on the Alimentary Canal* (2013).

New

Images for [gulp mary roach](#) - Report images



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[Gulp., Hardcover, by **Mary Roach**. Book-of-the-Month Club ...](#)
www.bomclub.com/.../gulp-by-mary-roach-1077560237.html
Title: *Gulp.*, Hardcover, Author: Mary Roach, Publisher: W.W. Norton & Co. Inc., Price: \$17.99 with Book-of-the-Month Club® Membership, Length: 336 pages ...

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[BARNES & NOBLE | **Gulp: Adventures on the Alimentary Canal** by ...](#)
www.barnesandnoble.com/w/gulp-mary-roach/1113003734
\$14.82 to \$15.85
Available in: NOOK Book (eBook), Hardcover, Audiobook. The irresistible, ever-curious, and always best-selling Mary Roach returns with a new adventure to the ...

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['Gulp': **Mary Roach** again makes the mysteries of science knee ...](#)
www.post-gazette.com/.../gulp-mary-roach-again-makes-th...
by Micki Myers - in 51 Google+ circles - More by Micki Myers
3 days ago – Mary Roach "is masterful at creating analogies that make sense: 'Laundry detergent is essentially a digestive tract in a box. Ditto dishwashing ...

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[Gulp: **Mary Roach** - Bookish](#)
www.bookish.com/books/2e1a5698-8a85-4650-bf50-cb52c5a9fa2d
2 days ago – Explore *Gulp*. Includes an overview about the book, available versions, famous quotes, book reviews, related books, and more. Find your next ...

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[Mary Roach discusses **Gulp: Adventures on the Alimentary Canal** ...](#)
bstoneventsinsider.com/.../mary-roach-discusses-gulp-adventures-o...
11 hours ago – Mary Roach discusses *Gulp: Adventures on the Alimentary Canal*: The Food you eat does not go down a rabbit hole, but that doesn't make it ...

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[FLP - Author Events - Author Events - **Mary Roach** | <i>Gulp ...](#)
libwww.freelibrary.org > Programs & Services
The Author Events program at the Free Library of Philadelphia offers the opportunity to engage in meaningful dialogue with today's most celebrated voices in the ...

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[Gulp | W.W. Norton & Company](#)
books.wwwnorton.com/books/detail.aspx?id=4294972065

Page Three

Where's Books-A-Million?


Page 2 Page 3 of about 22,800 results (0.39 seconds)

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Mary Roach - Gulp | Book Passage
www.bookpassage.com/event/mary-roach-gulp
The alimentary canal that Gulp: Adventures on the Alimentary Canal (\$26.95) explores is classic Mary Roach terrain: the questions inspired by our insides are as ...

Mary Roach - Gulp - San Francisco Events & Entertainment
events.sfgate.com > ... > [San Francisco Ethnic & Cultural Events](#)
Mon, Apr 22 - Jewish Community Center of San Francisco, San Francisco, CA
Get details for Mary Roach - Gulp: Adventures on the Alimentary Canal, including date, start time, driving directions and more. Find other - Ethnic & Cultural ...

Why "Asshole" Is High Praise and Other Anatomy Lessons With ...
www.motherjones.com/.../mary-roach-gulp-interview-diges...

by Sarah Zhang - in 67 Google+ circles - More by Sarah Zhang
9 hours ago - Let Mary Roach be your guide through all things digestive. The author of winsome expositions on astronauts (Packing for Mars), cadavers (Stiff) ...

Gulp Review | Book Reviews and News | EW.com
www.ew.com/ew/article/0,,20681734,00.html
Title: G
\$17.99
Mar 19, 2013 - Details Release Date: Apr 01, 2013; Writer: Mary Roach; Genre: Nonfiction; ... In Gulp, she roots around the bowels of research literature for ...

Mary Roach - Gulp (NORTON)
www2.bookstore.washington.edu/.../events_cal taf?...04...
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Availab
curious
Mary Roach. Gulp (NORTON). Town Hall Seattle. Reading & Book Signing. Gulp. The woman called Americas funniest science writer ventures down the hatch ...

In Digestion: Mary Roach Explains What Happens To The Food We ...
www.wbur.org/.../in-digestion-mary-roach-explains-what-happens-to...
1 day ago - But Mary Roach - whose latest book is Gulp: Adventures on the Alimentary Canal - did just that. Gulp takes a close look at the human ...

Mary Roach, Author of "Gulp -- Adventures on the Alimentary Canal ...
www.goldstar.com/events/san-francisco-ca/author-mary-roach
Oakland, California-based author Mary Roach is fascinated by popular science. To date, her books have covered topics as diverse as death ("Stiff: The Curious ...




Author Event: Mary Roach - Gulp: Adventures on the Alimentary Canal
unionsquarenyc.org > Explore
21 hours ago - Join author Mary Roach at Barnes & Noble for a talk about her new book Gulp: Adventures on the Alimentary Canal, her latest rollicking foray ...

Chat Live With 'Gulp' Author Mary Roach | Popular Science
www.popsoci.com/science/article/.../chat-live-gulp-author-mary-roach
5 days ago - Have questions for Mary Roach? Fire away! The author of Stiff, Spook, and Packing for Mars is here to discuss her latest book.

iTunes - Books - Gulp: Adventures on the Alimentary Canal by Mary ...
<https://itunes.apple.com/us/book/gulp-adventures.../id587030278?..>
The alimentary canal is classic Mary Roach terrain: the questions explored in Gulp are as taboo, in their way, as the cadavers in Stiff and every bit as surreal as ...





Page Four

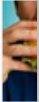



Still looking for Books-A-Million...

Page 2	Page 3	Page 4 of about 24,400 results (0.40 seconds)
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New	Images Mary Roach 	Mary Roach, Author of "Gulp -- Adventures on the Alimentary Canal ... www.g Oakland, California-based author Mary Roach has written books on such diverse popular science topics as death ("Stiff: The Curious Lives of Human Cadavers") ...
Gulp www. ★ ★ 14 h devo	Gulp www.k Title: G \$17.99	Big 'Gulp' mndaily.com - The Minnesota Daily www.m 6 hours ago – Big 'Gulp'. Mary Roach's new book "Gulp" navigates the entrails of the human body from mouth to behind in her voyage down the alimentary ...
Book best 2 da wall	BARNEYS www.b \$14.82 Availab curious	Ask Mary Roach Anything: Join A Live Chat Tomorrow With The ... www.p 6 days ago – One of our favorite stories in the latest issue of Popular Science is an excerpt from Mary Roach's new book.
Mar book Gulp best	'Gulp': www.p 1 day a Aliment	Gulp: Adventures on the Alimentary Canal by Mary Roach: Reader ... ebook Mar 24, 2013 – The irresistible, ever-curious, and always best-selling Mary Roach returns with a new adventure to the invisible realm we carry around inside.
Liste tune 10 h Apr	 Gulp: F www.k 2 days famous	Gulp: Adventures on the Alimentary Canal by Mary Roach ... www.b The irresistible, ever-curious, and always best-selling Mary Roach returns with a new adventure to the invisible realm we carry around inside."America's funniest ...
Mar town Mary one-	Mary Roach www.g Oakland date, h	What's Eating Mary Roach? Commonwealth Club www.c Mary Roach, Author, Gulp – Adventures on the Alimentary Canal, Stiff, Bonk and Packing for Mars In conversation with Adam Rogers, Articles Editor, Wired ...
'Gulp www. "Gul struc	Gulp: F www.k 11 hour Food y	"Gulp" by Mary Roach WAMC wamc. 21 hour book G
Mar https The Adv	FLP - A libww The Au to enga	Mary Roach - The Daily Show with Jon Stewart - 04/01/13 - Video ... www.t 12 hours ago Mary Roach discusses her book, "Gulp. ... "Gulp" author Mary Roach breaks down the process by which ...
	Gulp books.y	 More videos for gulp mary roach »

Page Five

There's Books-A-Million! It's on the fifth page...

Gulp www. An A wein	Page 2 Interview www.f 1 day a unpalat	Mary R www.k The ali explores	Mary R www.p Mary Ro 2013 3:	Page 5 of about 24,400 results (0.30 seconds) Mary Roach tackles how it all goes down in 'Gulp' Metro.us www.metro.us/.../mary-roach-tackles-how-it-all-goes-down-in-gulp/ Mar 24, 2013 — Author Mary Roach, who has built her career on delighting in aspects of the human body that most people would rather just ignore, takes on ...
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New 	Images Mary Ro 	Why "A www.n 	Mary R www.g Oakland popular	Mary Roach, Author of Packing for Mars, Stiff, Spook and Bonk www.maryroach.net/books.html "Dependably witty, especially when it ventures far into the ether... Roach makes a clever investigator and a thoroughly entertaining, if skeptical, tour guide." ...
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New 	Images Mary Ro 	Why "A www.n 	Mary R www.g Oakland popular	Mary Roach, Author of Packing for Mars, Stiff, Spook and Bonk www.maryroach.net/books.html "Dependably witty, especially when it ventures far into the ether... Roach makes a clever investigator and a thoroughly entertaining, if skeptical, tour guide." ...
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Relevance and Importance

Relevance and Importance determine search engine result rankings. The more relevant a search result is, the more it will be chosen by users. The more users who choose to click on a search result, the more important it will be deemed by the search engine. The more important a search result is deemed, the higher its ranking will be in the search engine.

If we provide useful and relevant information to users, our rankings will, over time, improve, and we will, over time, get additional valuable traffic to our website.