



January 11, 2023

Shock Value Content, Redundancy, and Crypto

Hello Ruth Ann,

How's your New Year going? Here in Arizona, we have a new governor, a new flat income tax, and thanks to the heroes who led the [Proposition 209 campaign](#), more protections for people who fall into medical debt.

I just finished watching the documentary *The Monster of Wall Street* about Bernard Madoff. Now there's a last name loaded with irony - and I might add, has been cast off by many in his family.

While some of Madoff's victims' stories are heartbreaking, I wonder about anyone who puts 100% of their savings and investments into one place. *Did anyone learn anything from the Enron fallout?*

I will certainly invest the whopping \$350 I'm projected to save this year in different funds. Or maybe get a new puppy.

Ruth Ann Monti

Writing Tips

Is it ever appropriate to use a potentially disruptive headline or site name?

Yes - if your expertise *is* the topic itself *and* you know your audience. Otherwise, you're just engaging in clickbait.

[Kevin Freidberg of 7-Second Websites](#) highlighted a website that delivers practical advice and exercises related to care for the female pelvic floor. As he noted, it's "the website that champions the v-word."



The Vagina Whisperer is the real deal. The name might turn some people off. But women who discover it through search will almost certainly learn more than they would from medical journals.

[My Content Services](#)

SEO/Content News

Google Ads kicked off the new year with a game-changing new rule: Advertisers who use its tool to reduce redundant keywords will see this "service" taken a step further.

They will now be required to remove keywords and keyword phrases Google Ads feels are redundant. To use GA's example, "women's hats" and "ladies' hats" are redundant. Choose one or the other. Or opt out of the redundancy tool, which will probably affect ranking.

My concern is that this rule will eventually be applied to organic content as well. Any AdWords people care to chime in?



Crypto Need Not Email

Even people who barely glance at the news have heard about the collapse in the cryptocurrency market and the attached scandal. (I've always regarded this market as more or less mobbed up.)



In recent weeks, I have received numerous emails from a POS service I use encouraging me to pay with crypto. I think it's because I once researched and wrote several blogs about using blockchain technology - to ensure privacy in transmitting *medical* lab results. Here's another reason to use private search!



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