



February 1, 2023

More Orphans, Two Google SEO Products Sunset, and The Hive Goes Down!

Hello Ruth Ann,

I just finished reading an article from [ZDNet](#) stating that workers surveyed by Microsoft (pre-layoff, I would think) like AI that takes over mundane tasks like coding. This kind of AI helps them see their work as more fulfilling.

Well who isn't for that? It reminds me of the 2000-era Monster ad of little kids talking about the boring future jobs they aspire to. "When I grow up," one little guy said, "I want to file all day long."

And yet, more than two-thirds of the workers surveyed (77%) said they want AI tools to handle repetitive, menial tasks. Presumably, these people don't have such tools, or were given tools that offer little value to them. Based on what I hear from friends in offices and who telecommute, the latter is often the case.

Microsoft also found a disconnect between management and people who actually use technologies at work. Fully 70% said their employers control their access to digital tools they can use. Some aren't even permitted to research for a solution.

I have to wonder if Microsoft and the other tech giants let go of employees who asked too many questions.

Let's hope this next week is a better one!

Ruth Ann Monti

Writing Tips

Here's a great way to keep people reading when they visit your website - provide links to other pages on your site with related content they can appreciate. This can also make your content more visible to search engines crawling your site and boost your ranking.

It's also a good idea to link blog content to other sites. Once you've done that, that site will probably get a ping about you.

Fun fact: pages without links are called "orphans" in the SEO world.

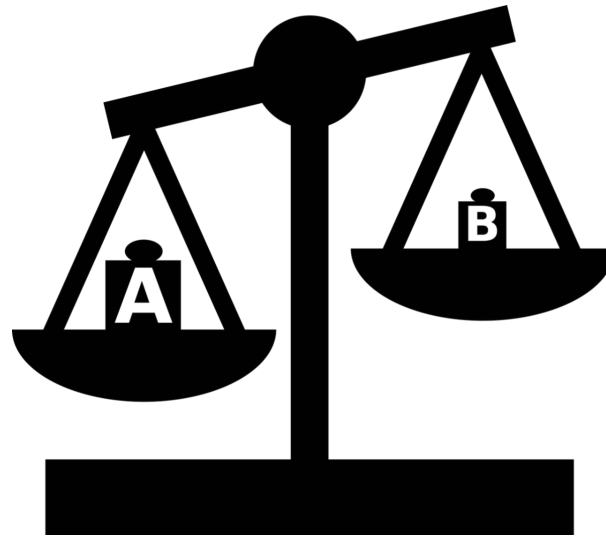


Orphans, again.

SEO News

If you use Google Optimize or Optimize 360, you'll need to find a new tool before September 30 when the company will retire them. A new, not-yet-defined product will replace them reports *Search Engine Journal*.

Launched in 2012, Google Optimize has lately worked as a Chrome extension to for minor changes in website styles, buttons, and links as well as A/B testing used to compare the performances of different variants of a web page. It's part of the Google Marketing Platform - but not part of Ads and Ad Manager.



A/B Testing Might Get Complicated

Users should download their Optimize data before the end of September.

FBI 1, Hackers 0

Reuters reports that the FBI took down The Hive, a notorious Russian-linked ransomware gang, preventing some \$130 million in transfers from victims to hackers.

Instead of a payment portal, potential victims saw words we can all agree to cheer:

The Federal Bureau of Investigation seized this site as part of coordinated law enforcement action taken against Hive Ransomware.



The Hive: Worse than the Borg?



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