

NorthStarNerd.Org

Dedicated to open access sharing of knowledge - Your host: [Rich Hoeg](#)

April 05, 2014

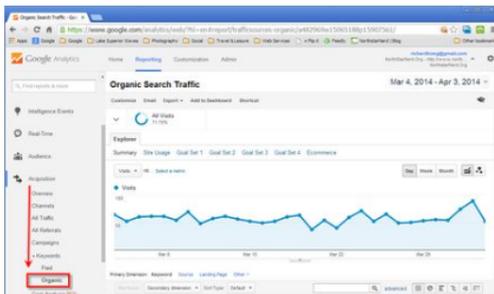
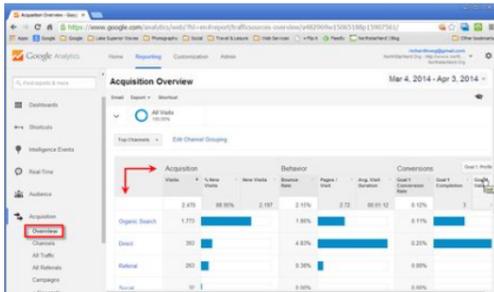
SEO in the Google Privacy World

Back in 2006 when I started this blog on Typepad, one of the top values delivered was using my analytics to better understand how and why new customers came to my web site. If those new customers / readers spent significant time on my site, it was always both intriguing and useful to learn what key words brought them onto NorthStarNerd.Org. However in the increased world of online data privacy Google now encrypts and makes private almost all search queries. Thus, upon browsing my blogs analytics, or a more extensive review via Google Analytics, the words "not provided" appears in my keyword search tables over 67% of the time. Thus, for more than 2/3 of my users I now have zero intelligence in terms of what attracted them to my blog.

Thankfully, there is also [Google WebMaster Tools](#). What Google takes away with one hand is returned with the other. This service is provided at no charge, and can even be dynamically linked to your Google Analytics account. Please take a few moments to review these screenshots from both my Google Analytics and Google Webmaster Tools accounts. You'll see that although my analytics account provides little or no value as it relates to keyword results, my Google Webmaster Tools account provides a wealth of information.

NorthStarNerd.Org - Organic Search Results

- Three screenshots (click upon to view at full size)



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LinkedIn Profile: [Rich Hoeg](#)

Search

- ### Categories
- Android | iPad | Kindle Fire (41)
 - China (43)
 - College Search (27)
 - Economy 2.0 (39)
 - Legos (33)
 - Northern Life (247)

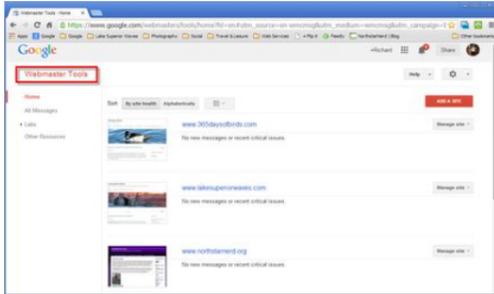
- ### Recent Posts
- An Aurora Borealis Social Media Case Study
 - Review: Canon SX60 Super Zoom Bridge Camera
 - New Mobile Friendly Design for NorthStarNerd.Org

Report	Value	% New Users	New Users	Bounce Rate	Pages/Visit	Avg. Visit Duration	Conversion Rate	
1. All (overall)	1,773	60.19%	1,599	1.88%	2.75	00:01:19	0.11%	
2. Search for content	11	54.55%	6	0.00%	10.50%	00:00:54	0.00%	
3. Site for get all of content on kinds	8	20.00%	12.50%	1.00%	0.00%	3.00	00:00:41	0.00%
4. Search for content	8	20.00%	12.50%	1.00%	0.00%	3.00	00:00:41	0.00%
5. Search for content	8	20.00%	12.50%	1.00%	0.00%	3.00	00:00:41	0.00%
6. Search for content	8	20.00%	12.50%	1.00%	0.00%	3.00	00:00:41	0.00%

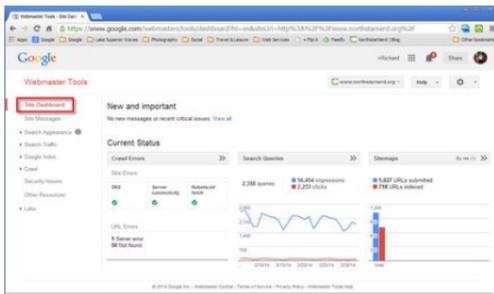
NorthStarNerd.Org - Google Webmaster Tools Results

- Six screenshots (click upon to view at full size)

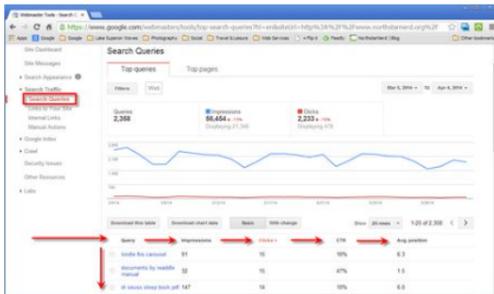
Login



Dashboard



Search Queries



Links to Your Site

Link	Total links	Your total linked content
www.gutenberg.org	171,482	171,482
blogspot.com	13,887	13,887
blogspot.com	5,476	5,476
wordpress.com	2,495	2,495
wordpress.com	1,108	1,108

Booking the North Woods Night

The Benefits of a 365 Day Photography Project

From Glaciers to the Sea Bike Tour

Giving Away your Skills!

NorthStar Nerd Photography

Northern Lights shine for the NorthStar Nerd!



Live Habitat 1



Live Habitat 2



My Northern Minnesota Home Habitat



Posted at 12:34 PM in Northern Life | [Permalink](#) | [Comments \(0\)](#)

February 18, 2014

Get Off the Interstate Highway and See America!

How many of you rush from one location to another? Stop and consider that sometimes the actual process of travelling can be as enjoyable as your final destination. Recently my wife and I needed to travel to [Snow Mountain Ranch](#) in the Colorado Rockies from northern Minnesota where we would be working as volunteers. The most obvious route according to Google Maps in terms of both the shortest distance and time spent on the road would be as follows:

- Drive I-35 south to Des Moines
- Drive I-40 west to Denver
- Drive up into the Rockies

While this route might seem optimal at first glance, consider these facts:

- Taking secondary roads via South Dakota, Nebraska and Wyoming is only 47 miles longer
- These secondary roads often have speed limits of 65 mph (not bad!).
- The traffic is almost non-existent, and no semi trucks! (ever been on I-80?)

Thus, a route which seemed longer, does not take a significant amount more time, and the scenery and viewing opportunities via the highway is infinitely more interesting. Here are a few photos from our recent trip. None of these items would we have seen via the interstate highway system.

Finally, each small town will have a personality all its own. Molly and I had a great Valentine's Day Dinner at the Club 29 Steakhouse in Kaduka, South Dakota. The atmosphere was nothing like northern Minnesota, and we loved that fact! All the ranches and their families were out enjoying a night on the town. Cowboy / 10 gallon hats were NOT in short supply!

Therefore, when you take your next big trip, avoid the super highways and see America. You will love the experience. (click upon any image to view a full size / resolution)

[Corn Palace](#) in Mitchell, South Dakota (corn construction!)



[Badlands](#) in South Dakota



[Bald Eagle](#) as seen from our car, near the Badlands
([watch video of this eagle feeding](#)) ([365DaysOfBirds.Com](#))





Our actual route in blue, and Google Map's suggestion!



Posted at 01:00 PM in Northern Life | Permalink | Comments (0)

February 07, 2014

NorthStarNerd Featured on the Weather Channel & Fox News!

Well, not me, but my photos of the Lake Superior Apostle Islands sea caves! I've included one of my photos below (click to view at full size), or link to these national news articles:

- [Weather Channel Article](#)
(or)
- [Fox News Article](#)
(or)
- [See all my Ice Cave Photos via Flickr](#)



Rich Hoeg (NorthStarNerd.Org)

- Post updated on February 12th to include Fox News article
- [View all my photos via Flickr](#)

The NorthStarNerd ([Rich Hoeg](#)) welcomes inquiries about my photography. Usage fees are often waived if I like your project or proposed usage. For instance, right now I am working with a New York City based author who will insert some photos a book of poetry planned for publication in the near future. She will not be charged, but my work is given full attribution including a brief bio and link back.



Posted at 03:48 PM in Northern Life | Permalink | Comments (0)

February 02, 2014

Photos of a Winter Week in the Northland

Folks sometimes wonder how one survives in the frozen Northland. It's actually quite easy and fun given one stays warm. **Here are three great activities with photographs** which I enjoyed during the past seven days:

- [John Beargrease Sled Dog Race](#)
- [Hiking over the Lake Superior Ice to the Apostle Islands Sea Caves](#)
- [Competing in the City of the Lakes Loppet \(42 kilometer Nordic ski race\)](#)

Winter is fun; one just needs to embrace it!

A final comment ... if you are a City of the Lakes Loppet competitor or spectator, please let me know if you find the GoPro photos valuable. It is hard and time consuming work to organize and edit the pictures. I am providing them for free viewing and download. Please comment on this blog or send me a note:

RichardHoeg{at}GMail.Com. Thanks.

Here is one representative photo from each event, follow by a link to all the photos:

John Beargrease Sled Dog Race: [See All Photos](#)

 [John-BearGrease-1](#)

Apostle Island Sea Caves: [See All Photos](#)



Rich Hoeg (NorthStarNerd.Org)

City of the Lakes Loppet: [See All GoPro Photos](#)



Posted at 10:01 AM in Northern Life | [Permalink](#) | [Comments \(0\)](#)

