

Amazon Mechanical Turk

The New SEO Tool to Impact Search
Marketing

Who?

Who is Allowed to Setup an Account?

- Anyone with an Amazon account

Who Should Use It?

- Reputation Managers
- Local Search Experts
- Product Managers
- SMB Owners

What?

What Can It Do?

- Best for Simple Tasks
- Google Suggest Manipulation
- Google Related Search Manipulation
- UGC Manipulation
 - Reviews
 - Comments
 - 'Like' '@Reply' 'Retweet'
- Increase CTR on SERP Results
- Other Nefarious Purposes (i.e. AdSense Clicks)

It Can Really Piss Google Off! 😊

So... Is It Okay to Do This?

[Resource Center](#) > [Use Cases](#)

Don't
Break
The
Law!

Write a book review

This book grabbed my attention from page 1 and didn

You can even ask workers to jump start your website content by writing a book, movie or product review

- < Get Things Done Faster
- < Staff Projects Instantly
- < Use Case Data Management
- < Use Case Enforce Site Guidelines
- < **Use Case Create Content**
- < You're In Control
- < Faster, Cheaper...Better

c. **Listing and Promotions Generally.** As a Requester or Provider, you may not sell, offer for sale, request, purchase, or provide any Service that violates applicable law or is prohibited by the Policies. Notwithstanding any provision of this Agreement, Amazon Mechanical Turk will have the right, in its sole discretion, to determine the content, appearance, design, functionality and all other aspects of the Site (including the right to re-design, modify, remove and alter the content, appearance, design, navigation, functionality, and other aspects of the Site and/or any page thereof and any element, aspect, portion or feature thereof, from time to time).

When?

When Will It Be Completed?

- More You Pay...Faster It's Completed.
 - Under 10 cents = 100 tasks per day*
 - Around 20 cents = 250 tasks per day*
 - Around \$1.00 = 1,000+ tasks per day*

*Simple Tasks

Be Cautious of Triggering Google Red Flags

- Attempt to Look Natural
- Slow and Methodic is Better Than Hard and Fast
- Push Existing Items vs. New Ones (Google Suggest)

Where?

Google

brent p

- brent **pease**
- brent **phillips**
- brent **petway**
- brent **payne manipulated this**
- brent **pottery wheel**
- brent **price**
- brent **parker of home realty**
- brent **payne**
- brent **pease boise state**
- brent **pry**

Google Search I'm Feeling Lucky

THIS IS AWESOME!!

Twitter: @BrentDPayne

Where NOT?

Google

alyssa milano bre|

alyssa milano **breast size**
alyssa milano **breakfast at tiffany's**
alyssa milano **breast cancer**
alyssa milano **breasts**
alyssa milano **breast implants**
alyssa milano **breast job**
alyssa milano **breast surgery**
alyssa milano **breast expansion**
alyssa milano **breast enlargement**
alyssa milano **brewers**

Google Search I'm Feeling Lucky

"Alyssa Milano Brent Payne" HIT

- Not impactful because TOO MANY searches for other terms starting with "alyssa milano bre"
- Requires higher search volumes to surpass other Google Suggestions

Why?

Why Should You Do It?

- Google Has No Better Option for Google Suggest Removals
- Google Has No Better Option for Google Related Search Removals
- Quickest Way to Fix Forum Attacks, Review Site Spam
- Helps the Small Business Owner Compete with Big Businesses
- Knock Off King of the SERPs

How?

Determine a Simplified Ask

- Ask Should Be No More Than 5 Clear Steps
 - Ex. Go to Google.com search “Brent Payne BaldSEO” click on first result, copy and paste any text on the page.

Determine the Proof of Completion

- Ask for Something They’ll Only EASILY Know Once They’ve Completed the Task
 - Ex. See above OR ‘Copy and Paste the URL of the comment submitted screen.’

Determine Budget/Timeframe

- Use Google Keyword Research Tool to Hypothesize Costs to Make an Impact (Google Suggest)
- Determine Estimated Edge Interactions Needed to Be Impactful (Facebook)
- How Many Positive Product Reviews (Amazon)

How? Step 1: Pick a Template

Sample HIT Template

We'll choose something simple as an example...

HIT Template Name	HIT Title	
Basic Open-ended Question	Answer a Simple Question See an example	Start with this template
Blank Template	Default Title See an example	Start with this template
Data Collection	Find the Website Address for Restaurants See an example	Start with this template
Data Correction	Provide the correct spelling of search terms See an example	Start with this template
Data Extraction	Get Product Name from Image See an example	Start with this template
Image Filtering	Flag offensive content images (WARNING: This HIT may contain offensive content. Worker discretion is advised.) See an example	Start with this template
Image Tagging	Tag an image See an example	Start with this template
Policy Compliance - Text	Does this forum post violate the forum policies? (WARNING: This HIT may contain offensive content. Worker discretion is advised.) See an example	Start with this template
Product Categorization	Choose the best category for this product See an example	Start with this template
Product Comparison - Duplicates	Are these products the same? See an example	Start with this template
Search Relevance	Evaluate the Effectiveness of Search Results See an example	Start with this template
Site filtering	Is this an adult porn site? (WARNING: This HIT may contain offensive content. Worker discretion is advised.) See an example	Start with this template
Survey	Answer a Short Survey See an example	Start with this template

How? Step 2: Setup Your HIT

Specify the properties that are common for all of the HITs created using this template.

1 Enter Properties
2 Design Layout
3 Preview and Finish

Template Name: This name is not displayed to workers.

Describe your HIT

Title Describe the task to workers. Be as specific as possible, e.g. "answer a survey about movies", instead of "short survey", so workers know what to expect.

Description Give more detail about this task. This gives workers a bit more information before they decide to view your

Keywords Provide keywords that will help workers search for your HITs.

Working on your HIT

Time allotted per assignment Maximum time a worker has to work on a single task. Be generous so that workers are not rushed.

HIT expires in Maximum time your HIT will be available to workers on Mechanical Turk.

Workers must meet the following Qualifications to work on these HITs:

[clear](#)

Add another criteria. (up to 5)
All criteria must be met for a worker to work on these HITs.

Required for preview ([what's this?](#))
Tip: you can limit your HITs to workers with a certain approval rate. An approval rating of 95% or better is considered good.

Paying Workers

Reward per assignment \$ Tip: Consider how long it will take a worker to complete each task. A 30 sec

Number of assignments per HIT How many unique workers do you want to work on each HIT?

Results are automatically approved in After this time, all unreviewed work is approved and workers

Communicate succinctly
and accurately

Set expectations
appropriately

Name your price and set
your HIT count

Twitter: @BrentDPayne

How? Step 4: Preview and Finish

This is how your HIT will look to Mechanical Turk workers.

① Enter Properties ② Design Layout ③ Preview and Finish

Template Name: SES Accelerator Brent Payne This name is not displayed to workers.

Do a Google.com search for 'ses accelerator brent payne' and copy the first line of text you see after clicking on any result.

Requester: Brent D Payne **Reward:** \$0.05 per HIT **HITs available:** 0 **Duration:** 1 Minutes

Qualifications Required: HIT approval rate (%) greater than or equal to 95

HIT Preview

Do a Google.com search for 'ses accelerator brent payne' and copy the first line of text you see AFTER clicking on any of the Google results.

Preview and approve your HIT

How? Step 5: Select Your HIT to Start It

Changes to template "SES Accelerator Brent Payne" saved. You can now publish your HITs by selecting the template below.

Select HIT Template

1 Select HIT Template 2 Upload Input Data 3 Preview 4 Confirm and Publish

All of the HITs in a batch will use the same HIT template. The HIT template describes the layout and properties of the HITs.

Your HIT Templates			
	HIT Template Name	HIT Title	Creation Date ▾
Select	SES Accelerator Brent Payne	Do a Google.com search for 'ses accelerator brent payne' and copy the first line of text you see after clicking on any result. See an example	February 10, 2011 9:21 AM PST

You're Not Done Yet

- Click on the Select Button of the newly created HIT

Yes...You'd Think Amazon Would Have Better Usability

- 😊

How? Step 6: Preview AGAIN!

Preview HITs

1 Select HIT Template 2 Upload Input Data 3 Preview 4 Confirm and Publish

This is how your HIT will look to workers. Make sure that any variables in the HIT are correctly re-Capture by your input data, then click "Next".

SES Accelerator Brent Payne

Do a Google.com search for 'ses accelerator brent payne' and copy the first line of text you see after clicking on any result.

Requester: Brent D Payne

Reward: \$0.05 per HIT

HITs available: 1

Duration: 1 Minutes

Qualifications Required: HIT approval rate (%) greater than or equal to 95

HIT Preview

Do a Google.com search for 'ses accelerator brent payne' and copy the first line of text you see AFTER clicking on any of the Google results.

Submit

How? Step 7: Confirm & Publish

Confirm and Publish Batch

1 Select HIT Template 2 Upload Input Data 3 Preview 4 Confirm and Publish

Please review the information about the HIT batch, then click "Publish HITs".

SES Accelerator Brent Payne

Batch Summary	
Batch Name:	'SES Accelerator Brent Payne' @ 10 Feb 09:53
Description:	
Batch Properties	
Title:	Do a Google.com search for 'ses accelerator brent payne' and copy the first line of text you see after clicking on any result.
Description:	An easy task that takes less than 1 minute to complete
Batch expires in:	14 Days
Results are automatically approved after:	1 Days
Workers must meet the following Qualifications to work on these HITs:	HIT approval rate (%) score greater than or equal to 95
HITs	
Number of HITs in this batch:	1
Number of assignments per HIT:	x 2,000
Total number of assignments in this batch:	2,000
Cost	
Reward per Assignment:	\$0.05
	x 2,000 (total number of assignments in this batch)
Estimated Total Reward:	\$100.00
Estimated Fees:	+ \$10.000
Estimated Total Cost:	\$110.000 (this is the amount that will be deducted from your Available Balance)
Your Available Balance:	\$202.579 (before clicking "Publish HITs")
Your Projected Balance:	\$92.579

Double and triple check the fields for clarity, accuracy and criteria.

Amazon charges 10%. You must have an Amazon Payments account.

Back

Publish HITs

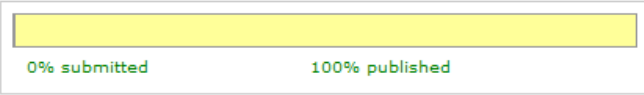
Twitter: @BrentDPayne

How? Step 8: Monitor Progress

[Manage Batches](#) > **Batch Details**

View the latest status of this batch, make changes, or get results.

'SES Accelerator Brent Payne' @ 10 Feb 09:49

Status			Cancel this batch
Status: In Progress			
Assignments Completed: 1 / 2,000	Average Time per Assignment: 38 Seconds	Average Hourly Rate: \$4.74	
Creation Time: February 10, 2011 9:50 AM PST	Estimated Completion Time: February 17, 2011 4:34 AM PST (Thursday)		

Settings	Results
<p>SES Accelerator Brent Payne</p> <p>Description: An easy task that takes less than 1 minute to complete</p> <p>Keywords: ses, accelerator</p> <p>Qualification Requirement: HIT approval rate (%) greater than or equal to 95</p> <hr/> <p>Number of Assignments per HIT: 2000</p> <p>Reward per Assignment: \$0.05</p> <p>Input File:</p> <hr/> <p>HIT expires on: February 24, 2011 9:50 AM PST (Thursday) Extend this batch</p> <p>Assignment duration: 1 Minutes</p>	<p style="text-align: right;">Results</p> <p>Assignments pending review: 1</p> <p>Assignments approved: 0</p> <p>Assignments rejected: 0</p> <hr/> <p>Cost Summary</p> <p>Estimated Total Reward: \$100.00</p> <p>Estimated Fees: \$10.000</p> <p>Estimated Total Cost: \$110.000</p> <p><small>These costs are only an estimate until all of the assignments have been submitted and reviewed.</small></p>

Twitter: @BrentDPayne

How? Step 9: Review Results & Approve Payments

'SES Accelerator Brent Payne' @ 10 Feb 09:49

18 of 18 assignments (FILTER APPLIED: only show assignments that are in 'Submitted' status)

<input type="button" value="Approve"/>		<input type="button" value="Reject"/>			
<input type="checkbox"/>	HIT ID ▲	Worker ID	Your Approval Rate	Input Data	Answer
<input type="checkbox"/>	1IQNE8ZEQ0IZDPK67X4STTKI49DSUF	A2W7ZALBL8VEQ1	100% (7/7)		SES Accelerator San Diego 2011 In Partnershi...
<input type="checkbox"/>	1IQNE8ZEQ0IZDPK67X4STTKI49DSUF	A2EJKTW5YNZMMU	0% (0/0)		SES Accelerator San Diego 2011
<input type="checkbox"/>	1IQNE8ZEQ0IZDPK67X4STTKI49DSUF	A1BEOLWSEW3PCC	100% (6/6)		SES Accelerator San Diego 2011 In Partnershi...
<input type="checkbox"/>	1IQNE8ZEQ0IZDPK67X4STTKI49DSUF	A269ZARYP4M5DF	100% (7/7)		SES Accelerator San Diego 2011 In Partnership ...
<input type="checkbox"/>	1IQNE8ZEQ0IZDPK67X4STTKI49DSUF	AJE1BRL2TR7DC	0% (0/0)		http://www.google.co.in/url?sa=t&source=web&cd=1&ved=0CByOFjAA&url=http%3A%2F%2Fflanyrd.com%2F2011%2Fses-accelerator-san-diego%2F&rct=j&q=%27ses%20accelerator%20brent%20payne&ei=ASZUTeTJNYHsrQep6L3hCA&usq=AFQjCNFMUYCVmmv-ZMAmEjZ8-3E4IBiOBq&cad=rja
<input type="checkbox"/>	1IQNE8ZEQ0IZDPK67X4STTKI49DSUF	A6L1WNPG4TJLC	100% (5/5)		SES Accelerator San Diego 2011
<input type="checkbox"/>	1IQNE8ZEQ0IZDPK67X4STTKI49DSUF	A1Z66NP74XBWY2	0% (0/0)		Several people contacted me yesterday to ask if...
<input type="checkbox"/>	1IQNE8ZEQ0IZDPK67X4STTKI49DSUF	AV6DEZ7CK1275	0% (0/0)		SES Accelerator San Diego 2011
<input type="checkbox"/>	1IQNE8ZEQ0IZDPK67X4STTKI49DSUF	A2I5V2HG7AXF08	0% (0/0)		SES Accelerator San Diego 2011
<input type="checkbox"/>	1IQNE8ZEQ0IZDPK67X4STTKI49DSUF	A4KGZXKFWFL1J	100% (2/2)		After I search using google I find it from the...
<input type="checkbox"/>	1IQNE8ZEQ0IZDPK67X4STTKI49DSUF	A26X0CAT3ADY7Z	100% (1/1)		Local Search - Digital Marketing
<input type="checkbox"/>	1IQNE8ZEQ0IZDPK67X4STTKI49DSUF	AX2YKTOZ9NEPK	0% (0/0)		SES Accelerator San Diego 2011, 10th February 2...
<input type="checkbox"/>	1IQNE8ZEQ0IZDPK67X4STTKI49DSUF	A3JFW7NXI7HCI6	100% (2/2)		SES Accelerator San Diego 2011 speakers
<input type="checkbox"/>	1IQNE8ZEQ0IZDPK67X4STTKI49DSUF	A2XFB7Z84XVTAI	100% (1/1)		SES Accelerator San Diego 2011
<input type="checkbox"/>	1IQNE8ZEQ0IZDPK67X4STTKI49DSUF	A2CJUR18C55EF4	100% (2/2)		Home > google news > Google News Optimization ...

Contact Me for More Info...



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