

How Concerned Should I Be?

Rob Ousbey



distilled



What are you
monitoring?

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REVIEW

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The Worst Product I've Ever Reviewed, The Wazabee 3DeeShell

By Mark Wilson, 10:00 AM on Thu May 7 2009, 114,251 views



The gadget: Wazabee 3DeeShell, a screen filter that turns your iPhone screen into a 3D photo viewer.

The price: \$50

The price, again: \$50 (seriously?)

The verdict: My eyes are now all screwed up. Seriously.

New York, 9:34 AM
Thu May 14
55 posts in the last 24 hours
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[Wazabee](#)

9 Jan 2009 ... Christina Warren writes in **Wazabee** brings glass-free 3D to the iPhone that 3DeeShell is her pick for the most unexpectedly cool product at ...

[wazabee.net/](#) - 14k - [Cached](#) - [Similar pages](#)

[3DeeShell | Wazabee](#)

Introducing the **Wazabee** 3DeeShell – The world's first protective case designed for viewing glasses-free 3D content on the Apple iPhone 3G. ...

[wazabee.net/node/291](#) - 12k - [Cached](#) - [Similar pages](#)

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[Wazabee autostereoscopic overlays bring glasses-free 3D to iPhone ...](#)

First up is the **Wazabee** 3DeeShell, which is detailed as "a special protective skin with an integrated removable lens that can display 3D ...

[www.engadget.com/2008/12/19/wazabee-autostereoscopic-overlays-bring-3d-to-iphone-ultraporta/](#) - 98k - [Cached](#) - [Similar pages](#)

[Wazabee 3DeeShell for Vivid 3D on the iPhone - Spatial View Inc.](#)

16 Dec 2008 ... **Wazabee**™ 3DeeCamera is the ultimate 3D camera application for the iPhone. It allows you to quickly take a pair of photos using the iPhone's ...

[www.spatialview.com/en/node/463](#) - 21k - [Cached](#) - [Similar pages](#)

[Gizmodo - Wazabee 3DeeShell Adds 3D Screen to iPhone - Wazabee ...](#)

19 Dec 2008 ... **Wazabee** will be debuting several 'autostereoscopic' products at Macworld that add non-glasses 3D tech to everyday LCDs, including the iPhone ...

[gizmodo.com/5114247/wazabee-3deeshell-adds-3d-screen-to-iphone](#) - [Similar pages](#)

[Gizmodo - The Worst Product I've Ever Reviewed, The Wazabee ...](#)

7 May 2009 ... The gadget: **Wazabee** 3DeeShell, a screen filter that turns your iPhone screen into a 3D photo viewer.

[gizmodo.com/5242843/the-worst-product-ive-ever-reviewed-the-wazabee-3deeshell](#) - [Similar pages](#)

Monitoring Tools

- Premium
 - Radian6
 - TNS Cymfony
 - Reputation Monitor
- Credit Crunch Solution
 - Google Alerts RSS
 - Google News Search RSS
 - BlogSearch RSS
 - Twitter Search RSS
 - ... Yahoo! Pipes!

Negative Page

- Specific Concerns
- Visibility and Reach
- Influence
- Ranking Potential
- Response Strategy

Choosing Search Results

- Problems
 - Which queries?
 - Search volume?
 - Searcher intent
- Solutions
 - PPC for Volumes
 - Keyword Competition

Dealing with Search Results

1. Identify or create content that could rank instead
2. Increase the strength of those pages

Tip #1:



Only 2 pages per site
per results page



Tip #2:

Get good at Wikipedia



Ten Minute Guide: How-to Become a Wikipedia Pro

<http://bit.ly/wikipro>

WikiRank

<http://wikirank.com/>

Tip #3:



Hide your referer when
probing sites

Hide Your Referrer Keywords

<http://bit.ly/referer>

Tip #4:



Remove pages when
they 404



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