

## Exclusionary Dominance

### Dominate Search Results #1-#10

- Football Fanatics (FF) is the central money portal
- College Football Store is the pay per click venue
- Football Fanatics is the comparison shop channel
- eSportsMania has 2 competitive placements
- YahooSports is an FF private label store
- ShopNCAASports is another FF store
- JaxFanShop is an FF hyper targeting domain
- Note the other ShopNCAASports double tap
- Shopping.com is an FF comparison shop channel

### 13 out of 16 listings exclude competitors

### All channels are being targeted including:

- Military Procurement (AAFES)
- Bizrate/Nextag comparison shop
- Froogle/Vast shopping directories
- Amazon/Yahoo/MSN marketplaces
- eBay auctions
- Affiliate websites (de-ranked in Google on purpose)
- Hyper targeting domains (super-focused on keywords)
- Private label (Yahoo Sports, NCAA) with Google ranking

### Other techniques ensure dominance:

- Double tap stacking (two listings per natural result)
- URL rewrite ensures keyword relevance
- Verbose and repetitive descriptions (title, META)
- High density and unique keywords (META + content)
- Keyword Domain matching (JaxFanShop targets Jacksonville)

Traditional advertisers are spending in the millions to target these products and consumers. The natural consequence of a television ad 10 years ago was to “remember” the brand or to write down a response PO box and send a letter. Now the customer simply remembers the brand and product (not the domain name necessarily) and “googles” for it.

This causes search engine “piracy” where the traditional advertiser motivates the customer to purchase, but when they go to purchase, the top ranked websites covet the “conversion.” This means that whomever ranks substantially #1-#10 have the highest chance of converting the sales that were funded by the other advertisers... Effectively the top ranked sites get the majority of the benefit of the entire industry’s advertising in that topic.

In physical commercial real estate there are thousands of good “street intersections” to sell JU Dolphins T-Shirts. On the internet, this single search result page is the ONLY PAGE ON PLANET EARTH (statistically speaking) where the competition can compete for online conversions. This makes the value of being listed on this page high and #1-#10 dominance very exclusionary.



Web [Show options...](#) Results 1 - 10 of about 16,100 for ju dolphins t-shirts. (0.17 seconds)

[Ju Dolphins T-shirts](#) [Sponsored Link](#)  
[www.CollegeFootballStore.com](#) JU Dolphins NCAA Gear - Merchandise, Apparel & Souvenirs. [Google](#) [Checkout](#)

[Jacksonville Dolphins Shirt, JU Dolphins T-shirts](#)  
Jacksonville Dolphin Shirt, Shop our officially licensed collection of JU Dolphins T-Shirts including: long sleeve T-Shirt, screen printed tee Shirt, ...  
[www.footballfanatics.com/COLLEGE\\_JU\\_Dolphins\\_T-Shirts](#) - [Cached](#) - [Print](#) - [Close](#)

[JU Dolphins Apparel, Merchandise, Clothing, Gear, Gifts, Shop ...](#)  
Shop for JU Dolphins Football, Basketball and Baseball gear and get 3 day shipping for ...  
Russell Jacksonville University Dolphins Green Football T-shirt ...  
[www.footballfanatics.com](#) > COLLEGE - [Cached](#) - [Similar](#) - [Print](#) - [Close](#)

[Show more results from www.footballfanatics.com](#)

Shopping results for [ju dolphins t-shirts](#)

	<a href="#">Russell Jacksonville University Dolphins Green Baseball T-shirt</a> \$15.95 new - Football Fanatics
	<a href="#">Russell Jacksonville University Dolphins Green Basketball T-shirt</a> \$15.95 new - Football Fanatics
	<a href="#">Russell Jacksonville University Dolphins Green Football T-shirt</a> \$15.95 new - Football Fanatics

[Jacksonville University JU Dolphins Classic Ladies White Nike Polo ...](#)  
Brand: NCAA JU Dolphins. Sexy and classy, this white ladies polo shirt is fitted and curves to fit yours. The fabric wicks away moisture and keeps you fresh ...  
[www.esportsmania.com/product.aspx?pid=364](#) - [Cached](#) - [Similar](#) - [Print](#) - [Close](#)

[JU Dolphins NCAA T-Shirts - Jacksonville University Shirt](#)  
Large selection of Jacksonville University Shirt, Shop and buy your JU Dolphins T-Shirts on Yahoo! Sports Shop.  
[yahoosports.teamfanshop.com](#) > JU Dolphins - [Cached](#) - [Similar](#) - [Print](#) - [Close](#)

[JU Dolphins Merchandise, Jacksonville University Apparel and Gifts ...](#)  
Buy JU Dolphins gear and apparel online. Shop for JU Dolphins products for men, women, youth and kids at Yahoo! Sports Shop. T-shirts, Polos, Sweatshirts ...  
[yahoosports.teamfanshop.com/NCAA\\_Jacksonville\\_University](#) - [Cached](#) - [Similar](#) - [Print](#) - [Close](#)

[ShopNCAASports - JU Dolphins Shop & Jacksonville University Store ...](#)  
Shop for JU Dolphins Shop & Jacksonville Store and Gear at the official store of NCAA ...  
Russell Jacksonville University Dolphins Green Football T-shirt ...  
[www.shopncaasports.com/NCAASports\\_JU\\_Dolphins](#) - [Cached](#) - [Print](#) - [Close](#)

[NFL/Football Jackets, Jerseys, Hats - Football Apparel :: JU Dolphins](#)  
Jacksonville University Dolphins Ash JU Dolphin T-shirt. Prep yourself for JU athletics with this tee! Only \$14.95 - Click here to buy now! ...  
[www.footballworlds.com/products\\_1839\\_1.html](#) - [Cached](#) - [Print](#) - [Close](#)

[Dolphin Pride Volleyball Booster Club Layout 1.qxd](#)  
File Format: PDF/Adobe Acrobat - [Quick View](#)  
T-Shirt - receive the official JU volleyball team shirt (if donation is more than \$100). To Join the "Dolphin Pride". CHECK: Please put a mark in your ...  
[www.judolphins.com/volleyball/PDF/DPF3.pdf](#) - [Print](#) - [Close](#)

[Attention All Kids Under 13... JOIN THE BEST CLUB IN JACKSONVILLE!](#)  
Junior Dolphin Club T-Shirt. • Monthly Newsletter covering everything in JU Sports. • Birthday Card From DunkN the Dolphin! ...  
[judolphins.com/JUNIOR%20DOLPHINS%20CLUB.pdf](#) - [Print](#) - [Close](#)

[Show more results from judolphins.com](#)

[Ju Dolphins Merchandise, Apparel, Clothing - Jax Fan Shop.com](#)  
Get your Ju Dolphins merchandise and Ju Dolphins apparel at the Jax Fan Shop. ... Russell Jacksonville University Dolphins Green Football T-shirt ...  
[www.jaxfanshop.com/team/JU\\_Dolphins](#) - [Cached](#) - [Print](#) - [Close](#)

[ShopNCAASports - Jacksonville University Dolphins T-Shirts - The ...](#)  
Shop for Jacksonville Dolphins T-Shirts at the official store of NCAA Sports. ... Page 1 of 1; Next Page. open View the JU Dolphins Shop Index ...  
[www.shopncaasports.com](#) > JU Dolphins - [Cached](#) - [Similar](#) - [Print](#) - [Close](#)

[dolphin Football Fanatics Children Sport and Outdoor - Find great...](#)  
JU Dolphins T Shirt : Jacksonville University Dolphins Toddler White Big Fa... Football Fanatics. ( In stock ) Jacksonville University Dolphins Toddler ...  
[www.shopping.com/xDN-sport\\_and\\_outdoor-dolphin-brand\\_football\\_fanatics-sp\\_gender\\_child](#) - [Cached](#) - [Print](#) - [Close](#)

# www.FUZION.org

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