

EXHIBIT 23

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Search Engine Land Contributors



Danny Sullivan

Widely considered a leading "search engine guru," Danny Sullivan has been helping webmasters, marketers and everyday web users understand how search engines work for nearly 20 years.

Danny's expertise about search engines is often sought by the media, and he has been [quoted](#) in places like The Wall St. Journal, USA Today, The Los Angeles Times, Forbes, The New Yorker and Newsweek and ABC's Nightline.

Danny began covering search engines in late 1995, when he undertook a study of how they indexed web pages. The results were published online as "A Webmaster's Guide To Search Engines," a pioneering effort to answer the many questions site designers and Internet publicists had about search engines.

[Danny Sullivan](#) is currently a Founding Editor of Search Engine Land. Danny also serves as Chief Content Officer for [Third Door Media](#), which publishes Search Engine Land and produces the [SMX: Search Marketing Expo conference series](#).

Danny has a personal blog called [Daggle](#) (and keeps his [disclosures](#) page there). He can be found on [Facebook](#), [Google +](#) and microblogs on Twitter as [@dannysullivan](#).



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