

# GolfTraxx.com



## Keywords-Metadata-Golf Course Population- Share Of Voice

The current investigations by the US justice department, the Federal Trade Commission, and 15 state attorney generals (including California's outgoing attorney general), and now the Federal Communications Commission into golf corporate cheating by the several of the world's largest corporations in business stands to top all of the tales of golf cheating you've EVER heard...

Setting aside the **criminal** issue of their repeated and documented attacks on my website, let's look at some business metrics to help understand what's wrong with this picture.

1. Systematic exclusion by Google and Bing of 99.9999% of golftraxx site pages having metadata and content for 30,000 golf courses in favor of an undisclosed agreement with COMCAST to place its subsidiaries pages for sites even where content didn't exist in the TOP pages of Google search results...thereby CHEATING our site out of millions of page views for many years.
2. Let's pause and reflect that when many years ago we all flocked to Google, we went there with the **reasonable expectation** that website pages get discovered and indexed and ranked in an **equitable** system where pages that have the **correct** combination of content-appropriate keywords and corresponding quality content get ranked higher than pages without the content and appropriate metadata.
3. Let's look first at a set of keywords that aptly describes the content on my website:

Analyze

Bulk Keyword Analysis 15

[+ To Keyword Manager](#) [Export](#)

<input type="checkbox"/>	Keyword		Volume	Trend	KD %	CPC (USD)	Com.	SERP Features	Results
<input type="checkbox"/>	golf scorecard	+	49.5K		81.10	1.21	0.23	★ 🔗 📄	1.2B
<input type="checkbox"/>	golf rangefinder	+	40.5K		80.62	0.83	1.00	★ 🔗 ? ? +4	5.2M
<input type="checkbox"/>	golf gps	+	8.1K		82.85	0.61	1.00	★ 🔗 ? ? 📄	173.0M
<input type="checkbox"/>	golf course map	+	2.4K		61.26	0.85	0.23	★ 🔗 📄	312.0M
<input type="checkbox"/>	golf course layout	+	590		60.85	1.77	0.80	🔗 ? 📄	57.1M
<input type="checkbox"/>	golf course gps	+	390		74.13	0.76	1.00	★ 🔗 ? 📄 📄	29.0M
<input type="checkbox"/>	golf stats tracking	+	390		61.98	0.78	0.50	★ 🔗 📄 📄	9.0M
<input type="checkbox"/>	golf hole flyover	+	50		48.71	0.00	0.00	📄 📄	1.2M
<input type="checkbox"/>	golf course flyover	+	30		56.57	0.00	0.07	🔗 📄	844.0K
<input type="checkbox"/>	golf course yardages	+	20		69.48	1.37	0.52	👑 ★ ?	3.1M
<input type="checkbox"/>	golf course aerial map	+							

We couldn't find any data related to your request

4. The above keywords present 1.8 BILLION searches for golf.
5. As we ALL know, not all websites have the same information for all courses, so it's **appropriate** to **match** the course name shown in each page of content with the appropriate metadata corresponding to the content shown on the page. My site has 30,000 mapped courses that **do in fact** have content for EACH of the keywords shown above across the many pages of content on my site for that course AND appropriate metadata for the course corresponding to content type on each page. This leads to a combination of courses and corresponding content key words on my site that exceeds ten million which correspond to key word search terms.
6. The BIGGEST sites in golf have a similar number of courses as mine, but as you have seen, they do NOT all have all of the same types of content. **Equitable** indexing by a search engine would reflect a match between the content a site **does in fact** offer across the population of courses on each site.
7. A share of voice (represented by total search terms per site that have been indexed by the largest search engine in the world) is shown below:

# Dashboard

## Domain Analytics

Domain

Organic Keywords

**golfraxx.com**

 USA ▾

**6.7K**

+16.83%



**golflink.com**

 USA ▾

**262K**

+0.32%



**golfadvisor.com**

 USA ▾

**171K**

-42.22%



**bluegolf.com**

 USA ▾

**242K**

-1.19%



**golfpass.com**

 USA ▾

**317K**

+89.92%



**golf.com**

 USA ▾

**306K**

+0.69%



**golfdigest.com**

 USA ▾

**385K**

+0.79%



**golfnow.com**

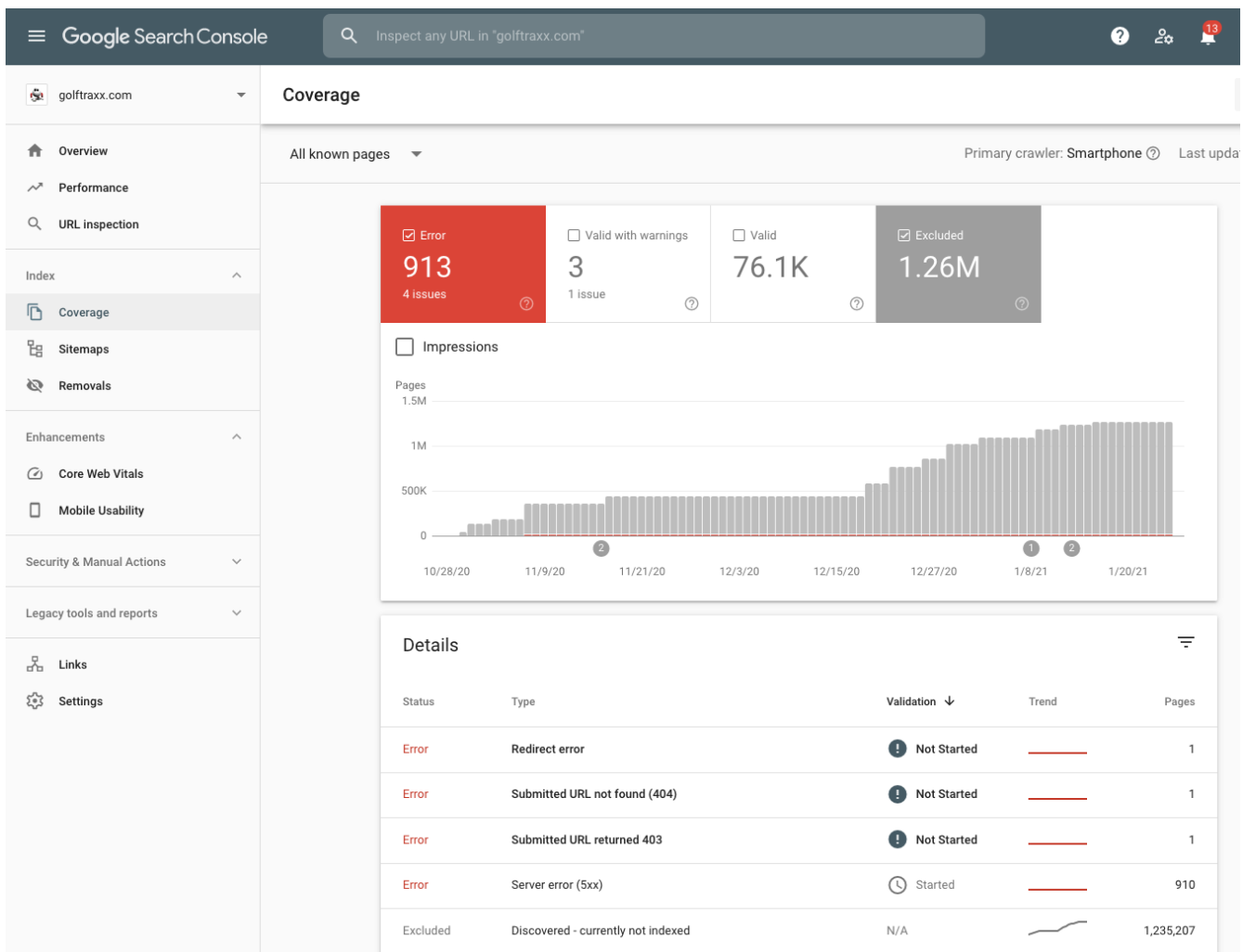
 USA ▾

**193K**

+3.79%



8. The HUGE **disconnect** between search terms indexed by that search engine across several sites in the space becomes readily apparent. How can two sites that contain approximately same number of courses and approximately the same types of content per course have such **vastly different** share of voice?? My site averages **one** search term per every five courses, while golfpass averages 10 search terms per course. Please note that **nearly 300,000 keyword phrases** have been **recently** added for GolfPass.
9. Putting the two sites on **equitable footing** on a share of voice basis would result in **vastly** more searches in which my site is returned in Google's search results. **Fifty times more.** Would that translate to 50 times more page requests each month? Difficult to say, but not even including all our courses in the results is **predatory**. My site is currently receiving in excess of one million page views per month between Cloudflare cached pages and direct site requests.
10. To make the point more clear, Google says it will **not** highly rank sites where the same content exists. Yet we all know golfpass is a simple rebranding of the golfadvisor website content. So even a site that no one disputes is largely duplicate content get 30 times more keywords than my site, completely contrary to Google's representations. Many thousands of the courses on our site were contributed by users of our application going back as far as 14 years ago. Some of those as you know have been compromised by these backdoor attacks on our site. We are doing our very best to find and correct each one. We have found that the **same static content files** we created as users contributed courses back then are in tact so if you download a free copy of one of our early versions of golfraxx from <https://golfraxx.com/downloads.htm> you can see the content as it existed 10 years ago for thousands of courses, and compare that with content on our website that may have recently been hacked thru illegal and unauthorized backdoor access through my home network to my website. Where course coordinates are DIFFERENT today than they were ten years ago, I urge you to **conclude the obvious**. It's another course attacked by the corporate cheaters.
11. It is also important to note that Google freely admits it's not indexing nor even crawling the majority of content on my site, likely because its too busy crawling the site pages from its "partner" where it has added nearly 300,000 recently.



12. There are in excess of 2 million pages submitted in sitemaps to Google and Bing intended for my site visitors. Google and Bing have both acknowledged receipt (and their ability to read) each of those sitemaps. Google has reported in Google Search Console that hundreds of thousands of our site pages intended for site visitors are in fact device-approved, YET over 60% of pages submitted in sitemaps and intended for site visitors Google freely admits to excluding and the fact is that FAR more than 60% have in fact been excluded as demonstrated by the share of voice. Over 98% have been **excluded**.
13. I also think it appropriate to remind readers that Google has been caught redhanded in its Google Search Console creating close to 14,000 “fake” search result links to pages in golfrtraxx without results, which Google claimed were “discovered links” which Google was in fact using to mislead Googlers about the content quality of our site. Google subsequently removed those links an hour after they had been reported to the regulators.
14. Microsoft Bing acknowledges site maps and discovered links of 4 million URLs from our site in its webmaster tools, approximately 2 million of which are intended for site visitors, and representing that it had 17,000 links to the golfrtraxx site, while actual links totalled approximately 100 and the remainder were either fake links or links to unrelated sites.

On October 20, 2020, the US Justice Department filed suit against Google:

<https://www.justice.gov/opa/pr/justice-department-sues-monopolist-google-violating-antitrust-laws>

FINALLY, in early December, the California Attorney General requested to join the suit, under intense pressure, based on complaints it had IN FACT received from people like me who had been CHEATED by Google for many months but had chosen to sweep those received complaints under the carpet in favor of campaign contributions received from Google. By December 17, three additional state attorney generals asked to join the federal suit:

<https://www.justice.gov/opa/pr/three-additional-states-ask-court-join-justice-department-antitrust-suit-against-google>

On January 5, 2021, the Federal Communications Commission served COMCAST with a complaint and provided 30 days to respond to the allegations of CHEATING in its top-of-the-pyramid role in the broadcasting and reporting of golf, related to illegally installing bots through its routers on home network equipment if provides for the purpose of surveilling and reporting to other corporations the internet activities of its customers, and knowingly enabling corporate crime through sabotage of another competing golf website using packet overflow attacks and man-in-the-middle attacks.

The question on EVERYONE's mind is **why** would the wealthiest corporations in the world seek to destroy one man's website (among the thousands of other businesses they have in fact similarly cheated , and are therefore being sued). In classic narcissistic style, once accused, they further attack the innocent, instead of changing their illegal and unethical behavior. The creator of this site who had just recently been stricken by cancer in 2018 and survived a major surgery, whose means were very limited as the result.

One of the best suggested explanations is the FACT that these same corporations caught redhanded in the act of executing these attacks and predatory tactics are in fact the SAME corporations that will be required to pay royalties if the patent submission to the US Patent and Trade Office I made in April, 2020 for which provisional patent status was already obtained is finally approved.

Having played in the 1981 NAIA National Championships in Houston, TX myself, and having carded a person best 33-31= 64 (-8) the same year at my home course Riverwood in Oregon, I have a deep and undying respect and love for this great game. There is no good that could EVER possible come from CHEATERS who leverage their monopolistic power to harm others and profit from our great game.

I hereby swear to do EVERYTHING in my power to bring these corporate cheaters to justice and have challenged regulators to **block these corporate CHEATERS from receiving a single shred of the profits** from their cheating and evil acts towards me and other American businesses. In golf, as we ALL know, they're officially kicked to the curb...not allowed to compete in future events after being caught CHEATING, yet knowing what we know now, until justice is served, we will all have to pause every time we sit down to watch our favorite sport, and try to overcome the nausea, as we watch the broadcasts from these corporate CHEATERS (who wouldn't even be allowed to participate in the championships because of being caught CHEATING in the sport) who are in FACT still being allowed to broadcast and reap the PROFITS of our sports most elite championships.

A proposed New Year's resolution for us all: ZERO tolerance and ZERO support for known

CHEATERS in sport or in life. And to the narcissistic corporate executives who commit these predatory and illegal acts and **direct** others to do the same for financial gain while you are **knowingly** harming others: you have NO EXCUSE. Make your New Year's resolution to change your evil ways and **make amends** to those you have harmed. To the PGA of America, and PGA Tour as well as the Royal and Ancient Golf Association, please join me in my ZERO TOLERANCE FOR CHEATING and NOT A SINGLE SHRED OF PROFIT TO CORPORATE CHEATERS pledges.

You can HELP by clicking here:

[https://www.gofundme.com/f/golfraxxcom?  
utm\\_source=customer&utm\\_medium=copy\\_link&utm\\_campaign=m\\_pd+share-sheet](https://www.gofundme.com/f/golfraxxcom?utm_source=customer&utm_medium=copy_link&utm_campaign=m_pd+share-sheet)

Frank DeBenedetti  
*GolfTraxx.com*