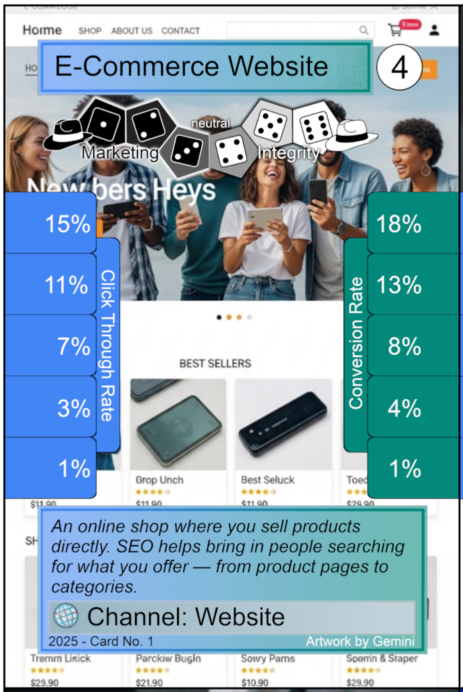

Marketing
neutral
Integrity

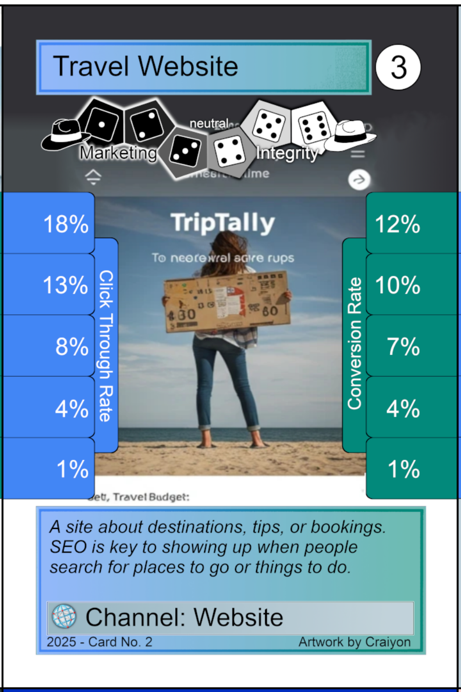
E-Commerce Website 4

Click Through Rate	Conversion Rate
15%	18%
11%	13%
7%	8%
3%	4%
1%	1%

An online shop where you sell products directly. SEO helps bring in people searching for what you offer — from product pages to categories.

Channel: Website

2025 - Card No. 1 Artwork by Gemini


Marketing
neutral
Integrity
TripTally

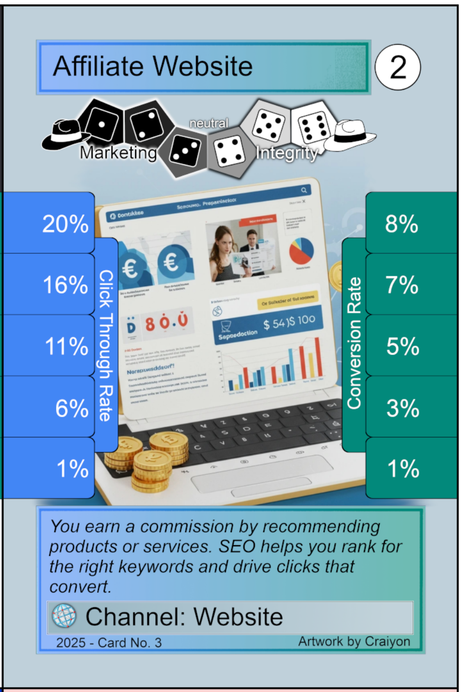
Travel Website 3

Click Through Rate	Conversion Rate
18%	12%
13%	10%
8%	7%
4%	4%
1%	1%

A site about destinations, tips, or bookings. SEO is key to showing up when people search for places to go or things to do.

Channel: Website

2025 - Card No. 2 Artwork by Craiyon


Marketing
neutral
Integrity

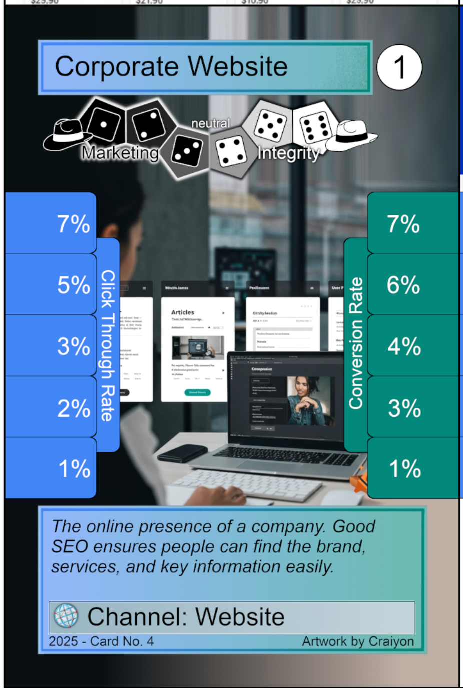
Affiliate Website 2

Click Through Rate	Conversion Rate
20%	8%
16%	7%
11%	5%
6%	3%
1%	1%

You earn a commission by recommending products or services. SEO helps you rank for the right keywords and drive clicks that convert.

Channel: Website

2025 - Card No. 3 Artwork by Craiyon


Marketing
neutral
Integrity

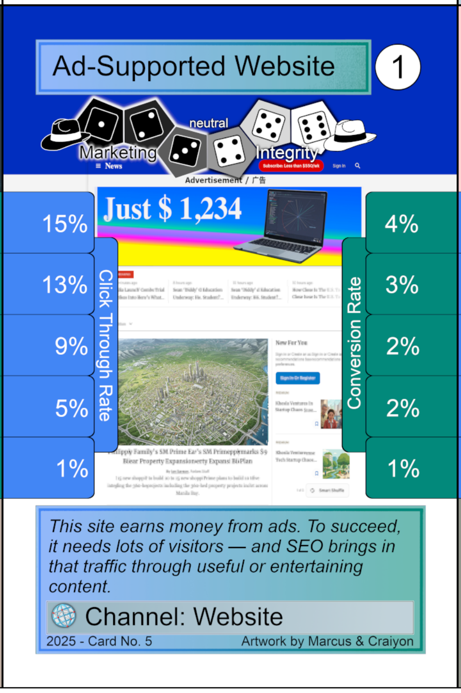
Corporate Website 1

Click Through Rate	Conversion Rate
7%	7%
5%	6%
3%	4%
2%	3%
1%	1%

The online presence of a company. Good SEO ensures people can find the brand, services, and key information easily.

Channel: Website

2025 - Card No. 4 Artwork by Craiyon


Marketing
neutral
Integrity
Just $ 1,234

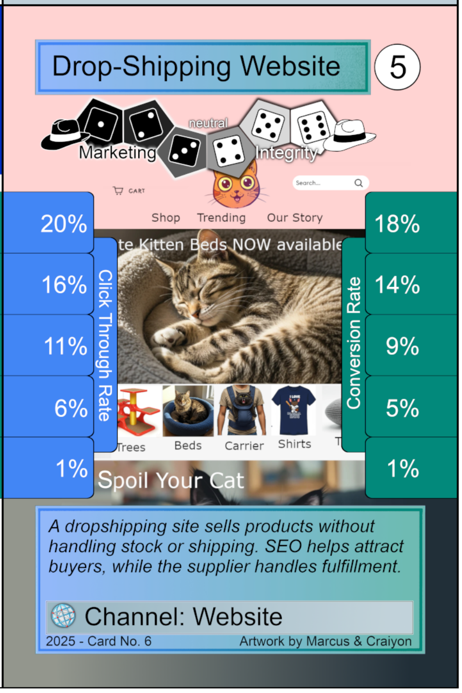
Ad-Supported Website 1

Click Through Rate	Conversion Rate
15%	4%
13%	3%
9%	2%
5%	2%
1%	1%

This site earns money from ads. To succeed, it needs lots of visitors — and SEO brings in that traffic through useful or entertaining content.

Channel: Website

2025 - Card No. 5 Artwork by Marcus & Craiyon


Marketing
neutral
Integrity
Shop
Trending
Our Story
Kitten Beds NOW available
Trees
Beds
Carrier
Shirts
Spoil Your Cat

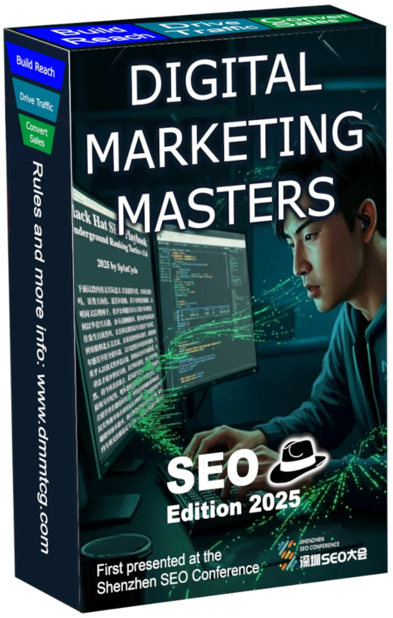
Drop-Shipping Website 5

Click Through Rate	Conversion Rate
20%	18%
16%	14%
11%	9%
6%	5%
1%	1%

A dropshipping site sells products without handling stock or shipping. SEO helps attract buyers, while the supplier handles fulfillment.

Channel: Website

2025 - Card No. 6 Artwork by Marcus & Craiyon


Build Reach
Drive Traffic
Convert Sales
DIGITAL MARKETING MASTERS
Rules and more info: www.dmmtcg.com
SEO
Edition 2025
First presented at the Shenzhen SEO Conference
深圳SEO大会

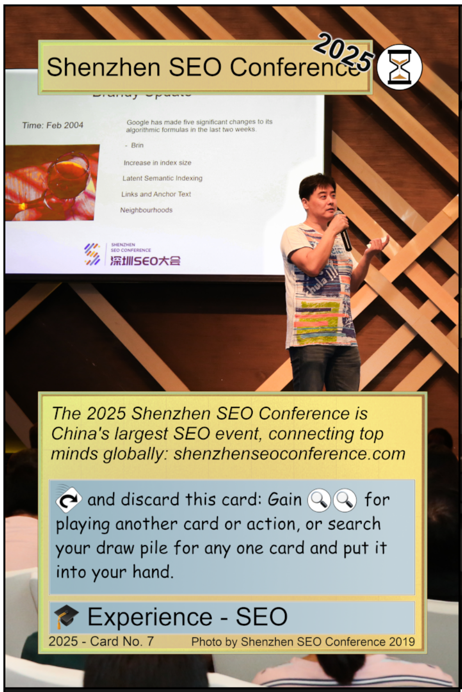
Build Reach
Drive Traffic
Convert Sales
DIGITAL MARKETING MASTERS
KEYWORDS
BACKLINKS
ANALYTICS
My Blog
Top 10 SEO Tips
Publish
#SEO
Rules and more info: www.dmmtcg.com
SEO
Edition 2025
First presented at the Shenzhen SEO Conference
深圳SEO大会

Free Print out version of the 2025 Edition of the ***Digital Marketing Masters*** Collectible Trading Card Game.

Edition main sponsors:

1. seoClarity
2. Jademond Digital

Rules and more at:
www.dmmtcg.com


Time: Feb 2004
Google has made five significant changes to its algorithmic formulas in the last two weeks
Brin
Increase in index size
Latent Semantic Indexing
Links and Anchor Text
Neighbourhoods
深圳SEO大会

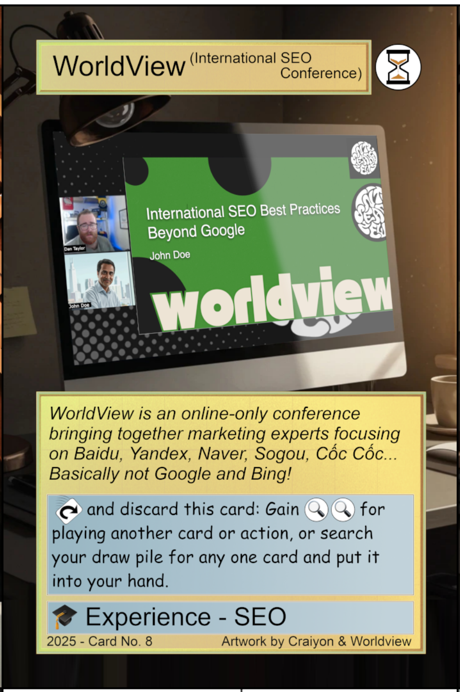
Shenzhen SEO Conference 2025 ⌛

The 2025 Shenzhen SEO Conference is China's largest SEO event, connecting top minds globally: shenzhenseoconference.com

⟳ and discard this card: Gain 🔍🔍 for playing another card or action, or search your draw pile for any one card and put it into your hand.

🎓 Experience - SEO

2025 - Card No. 7 Photo by Shenzhen SEO Conference 2019


International SEO Best Practices Beyond Google
John Doe
Dan Taylor
worldview

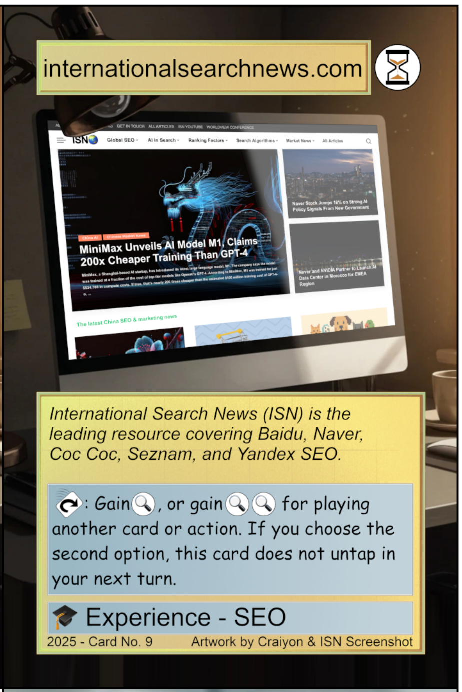
WorldView (International SEO Conference) ⌛

WorldView is an online-only conference bringing together marketing experts focusing on Baidu, Yandex, Naver, Sogou, Cốc Cốc... Basically not Google and Bing!

⟳ and discard this card: Gain 🔍🔍 for playing another card or action, or search your draw pile for any one card and put it into your hand.

🎓 Experience - SEO

2025 - Card No. 8 Artwork by Craiyon & Worldview


ISN
MiniMax Unveils AI Model M1, Claims 200x Cheaper Training Than GPT-4
The latest China SEO & marketing news

internationalsearchnews.com ⌛

International Search News (ISN) is the leading resource covering Baidu, Naver, Coc Coc, Seznam, and Yandex SEO.

⟳: Gain 🔍, or gain 🔍🔍 for playing another card or action. If you choose the second option, this card does not untap in your next turn.

🎓 Experience - SEO

2025 - Card No. 9 Artwork by Craiyon & ISN Screenshot

Black
Hat
Black
Hat
SEO
Traffic & Signals for Sale
Content Spinning & Cloaked Copywriting
Fake Reviews & Reputation Manipulation
Sandbox/Deindex Recovery Tricks
Bot Traffic & Fake Engagement

Black Hat SEO Forum ⌛ 🔍

Learn shady tactics fast. Risky moves, but you'll understand how search engines can be tricked—and why that's dangerous.

⟳: Gain 🔍🔍 for playing another card or action. These can only be used to pay for cards with a 🎩 icon on them.

🎓 Experience - SEO

2025 - Card No. 10 Artwork by Marcus

Google Search Central
Google 搜索中心
Search Essentials
SEO fundamentals
SEO Starter Guide
How Google Search works
Creating helpful, reliable, people-first content
Do you need an SEO?
Maintaining your site's SEO
Developer's guide to Search
Get your website on Google
Crawling and indexing
Overview
File types Google can index
URL structure
AI features
Byline dates
搜索要素
SEO 基础知识
SEO 新手指南
Google 搜索的工作方式
创建实用、可靠、以用户为中心的内容
您需要 SEO 吗?
维持网站的 SEO 效果
开发者搜索指南
使您的网站显示在 Google 搜索结果中
抓取和编入索引
概览
Google 可编入索引的文件类型
网址结构
AI 功能
署名日期

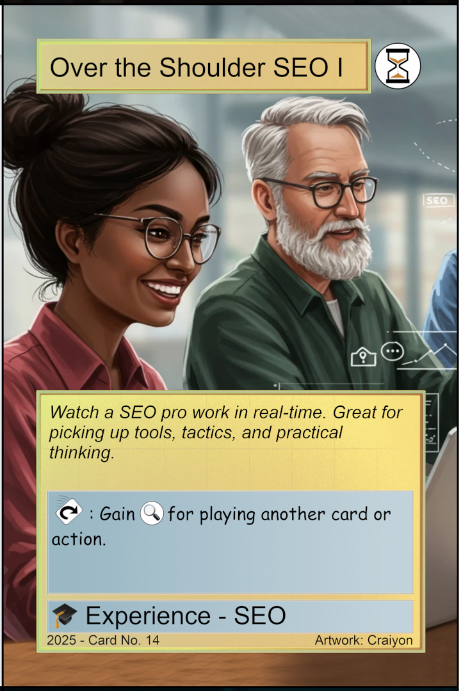
SEO Starter Guide ⌛

Google's own SEO Starter guide. A safe, solid foundation for understanding how to help sites rank.

⟳: Gain 🔍 for playing another card or action.

🎓 Experience - SEO

2025 - Card No. 11 Artwork: Screenshots from Google.com



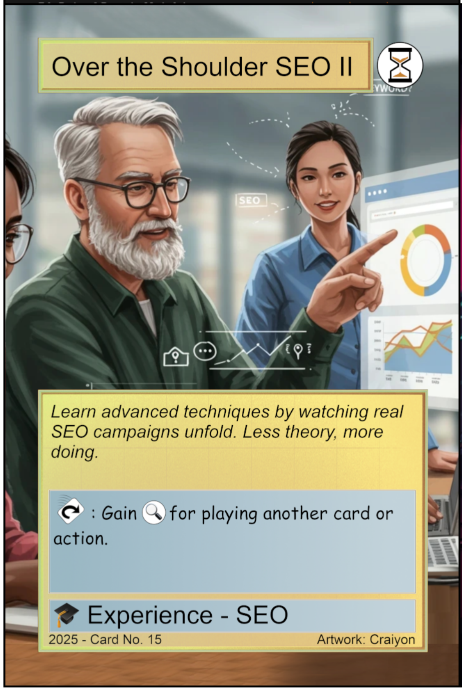
Over the Shoulder SEO I ⌛

Watch a SEO pro work in real-time. Great for picking up tools, tactics, and practical thinking.

⟳ : Gain 🔍 for playing another card or action.

🎓 Experience - SEO

2025 - Card No. 14 Artwork: Craiyon



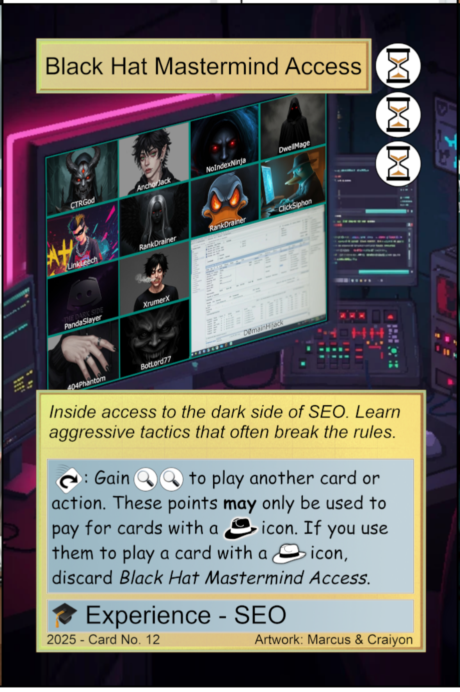
Over the Shoulder SEO II ⌛

Learn advanced techniques by watching real SEO campaigns unfold. Less theory, more doing.

⟳ : Gain 🔍 for playing another card or action.

🎓 Experience - SEO

2025 - Card No. 15 Artwork: Craiyon


CTRGod
AnchorJack
NoIndexNinja
DwellMage
LinkLeech
RankDrainer
RankDrainer
ClickSiphon
PandaSlayer
XrumerX
BotLord77
404Phantom

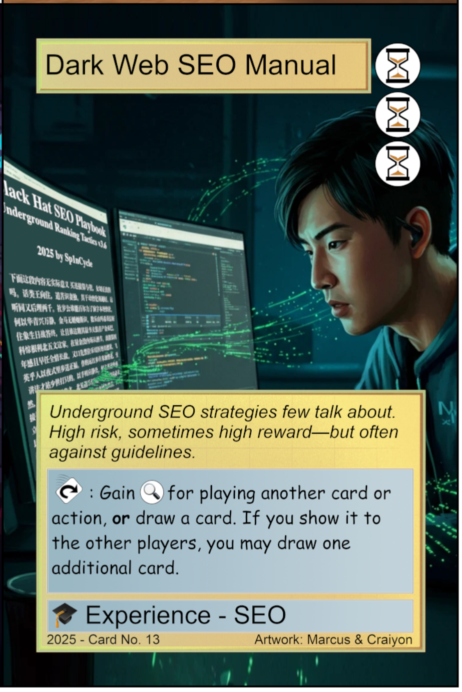
Black Hat Mastermind Access ⌛⌛⌛

Inside access to the dark side of SEO. Learn aggressive tactics that often break the rules.

⟳: Gain 🔍🔍 to play another card or action. These points **may** only be used to pay for cards with a 🎩 icon. If you use them to play a card with a 🎩 icon, discard *Black Hat Mastermind Access*.

🎓 Experience - SEO

2025 - Card No. 12 Artwork: Marcus & Craiyon


Black Hat SEO Playbook
Underground Ranking Tactics v1.6
2025 by SpinCycle

Dark Web SEO Manual ⌛⌛⌛

Underground SEO strategies few talk about. High risk, sometimes high reward—but often against guidelines.

⟳ : Gain 🔍 for playing another card or action, **or** draw a card. If you show it to the other players, you may draw one additional card.

🎓 Experience - SEO

2025 - Card No. 13 Artwork: Marcus & Craiyon

SEO Study Guide ⌛

SEO
POWERS
LEAD
GENERATION

A structured plan to learn SEO step by step. Ideal for focused beginners.

⟳ : Gain 🔍 for playing another card or action.

Experience - SEO

2025 - Card No. 16 Artwork: Craiyon

SEO Theory into Practice ⌛

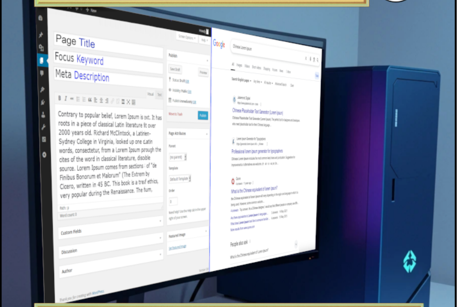
Move beyond reading—start applying SEO concepts to real situations for deeper learning.

⟳ : Gain 🔍 for playing another card or action.

Experience - SEO

2025 - Card No. 17 Artwork: Craiyon

Hands-On SEO Experience ⌛


Page Title
Focus Keyword
Meta Description

Get your hands dirty with real SEO tasks. The fastest way to truly learn.

⟳ : gain one 🔍 to use for playing other cards or effects.

Experience - SEO

2025 - Card No. 18 Artwork by Marcus & Craiyon

Traineeship at SEO Agency I ⌛

Learn by doing. Entry-level tasks give you practical insight into real-world SEO work.

⟳ : Gain 🔍 for playing another card or action.

Experience - SEO

2025 - Card No. 19 Artwork by Flux

Traineeship at SEO Agency II ⌛

Deeper involvement in real campaigns. Gain strategic and technical know-how from the pros.

⟳ : Gain 🔍 for playing another card or action.

Experience - SEO

2025 - Card No. 20 Artwork by Flux

Anna's Link Building Workshop ⌛

SEO
OFFPAGE
ANNA PIANKA
ABAKUS
DIVER
SEO AGENT

*At this real-world workshop with link building expert **Anna Pianka** from **Abakus Internet Marketing** in Hannover (Germany), you'll learn how to build high-value links the right way.*

⟳ : Choose one - Gain 🔍 ; OR look at the top 3 cards of your draw deck and reorder them. If you choose the second option, discard this card.

Experience - SEO

2025 - Card No. 21 Artwork by Flux + Photo

Monthly SEO Meetup ⌛

Network and learn from peers. Get fresh ideas and share practical advice in person.

⟳ : Gain 🔍 for playing another card or action.

Experience - SEO

2025 - Card No. 22 Artwork by Dall-E

Binge Watching SEO Tutorials ⌛

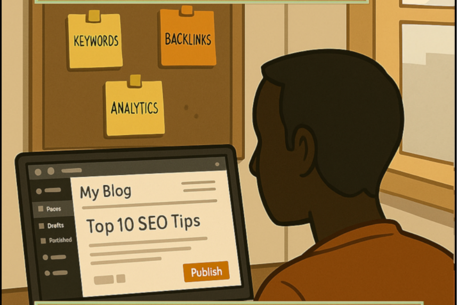
Fast-track your learning. Great for grasping tools and techniques visually.

⟳ : Gain 🔍 for playing another card or action.

Experience - SEO

2025 - Card No. 23 Artwork by Gemini

Running Your Own Blog ⌛


KEYWORDS
BACKLINKS
ANALYTICS
My Blog
Top 10 SEO Tips
Publish
Pages
Drafts
Published

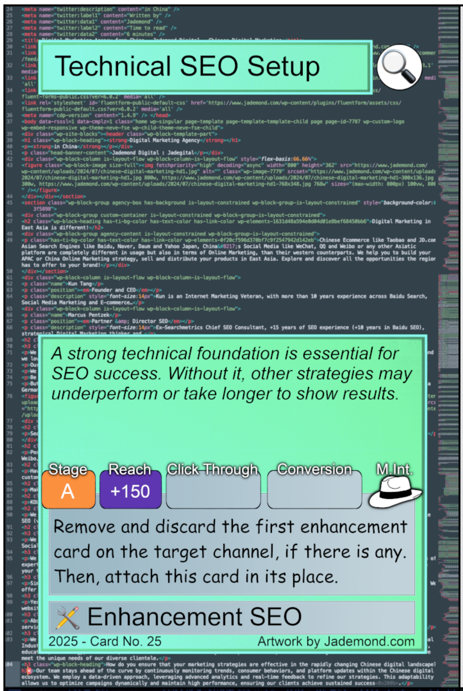
The ultimate practice ground. Test SEO tactics, write content, and see what works in real life.

⟳ : Gain 🔍 for playing another card or action.

Experience - SEO

2025 - Card No. 24 Artwork: Marcus & Dall-E

Technical SEO Setup



A strong technical foundation is essential for SEO success. Without it, other strategies may underperform or take longer to show results.

Stage	Reach	Click Through	Conversion	M Int
A	+150			

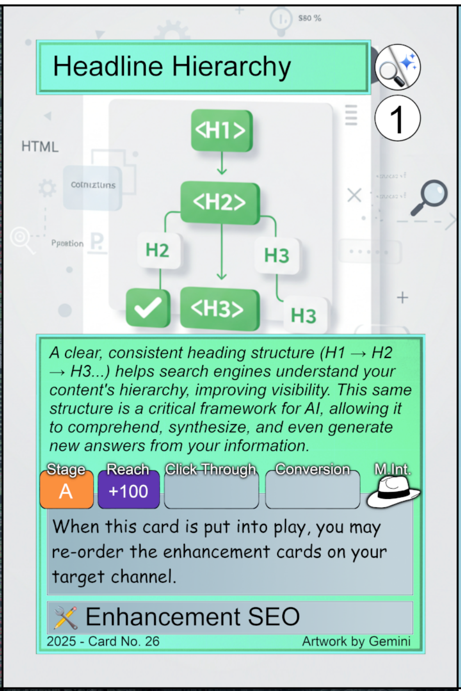
Remove and discard the first enhancement card on the target channel, if there is any. Then, attach this card in its place.

Enhancement SEO

2025 - Card No. 25 Artwork by Jademond.com

Headline Hierarchy

①


HTML
<H1>
<H2>
H2
H3
<H3>
H3

A clear, consistent heading structure (H1 → H2 → H3...) helps search engines understand your content's hierarchy, improving visibility. This same structure is a critical framework for AI, allowing it to comprehend, synthesize, and even generate new answers from your information.

Stage	Reach	Click Through	Conversion	M Int
A	+100			

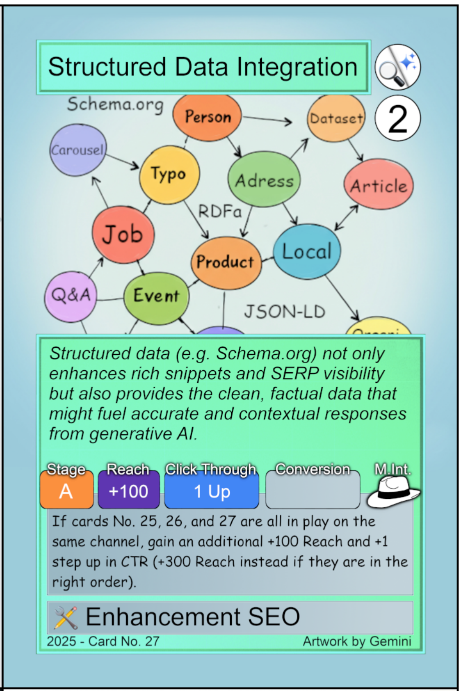
When this card is put into play, you may re-order the enhancement cards on your target channel.

Enhancement SEO

2025 - Card No. 26 Artwork by Gemini

Structured Data Integration

②


Schema.org
Person
Dataset
Carousel
Typo
Adress
Article
RDFa
Job
Product
Local
Q&A
Event
JSON-LD

Structured data (e.g. Schema.org) not only enhances rich snippets and SERP visibility but also provides the clean, factual data that might fuel accurate and contextual responses from generative AI.

Stage	Reach	Click Through	Conversion	M Int
A	+100	1 Up		

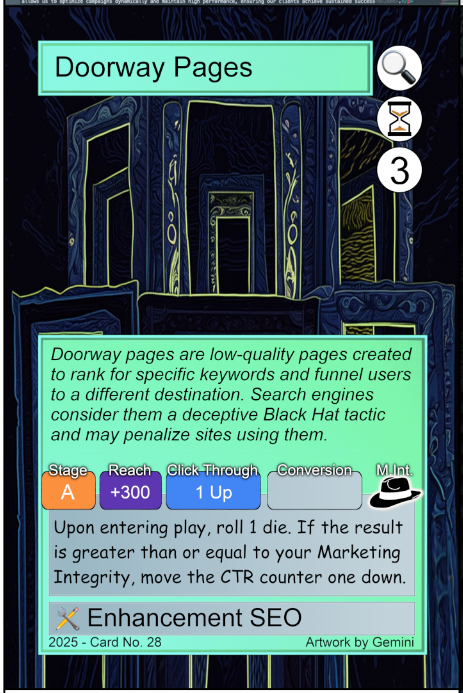
If cards No. 25, 26, and 27 are all in play on the same channel, gain an additional +100 Reach and +1 step up in CTR (+300 Reach instead if they are in the right order).

Enhancement SEO

2025 - Card No. 27 Artwork by Gemini

Doorway Pages

③



Doorway pages are low-quality pages created to rank for specific keywords and funnel users to a different destination. Search engines consider them a deceptive Black Hat tactic and may penalize sites using them.

Stage	Reach	Click Through	Conversion	M Int
A	+300	1 Up		

Upon entering play, roll 1 die. If the result is greater than or equal to your Marketing Integrity, move the CTR counter one down.

Enhancement SEO

2025 - Card No. 28 Artwork by Gemini

Hidden Keyword Blocks

②

Hiding keyword-stuffed text from users (e.g. using white text on a white background) is a deceptive Black Hat tactic. It can boost rankings temporarily but risks heavy penalties from search engines.

Stage	Reach	Click Through	Conversion	M Int
A	+250			

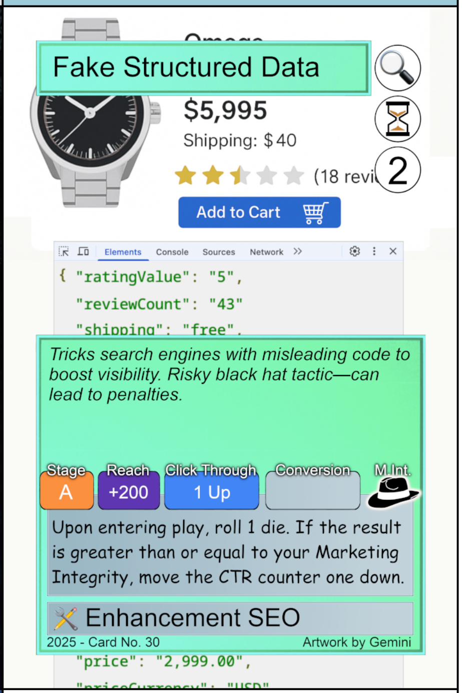
Upon entering play, roll 1 die. If the result is greater than or equal to your Marketing Integrity, discard this card.

Enhancement SEO

2025 - Card No. 29 Artwork by Gemini

Fake Structured Data

②


Omega
$5,995
Shipping: $40
(18 revi
Add to Cart
Elements
Console
Sources
Network

```
{ "ratingValue": "5",
  "reviewCount": "43",
  "shipping": "free",
  "price": "2,999.00",
  "priceCurrency": "USD",
```

Tricks search engines with misleading code to boost visibility. Risky black hat tactic—can lead to penalties.

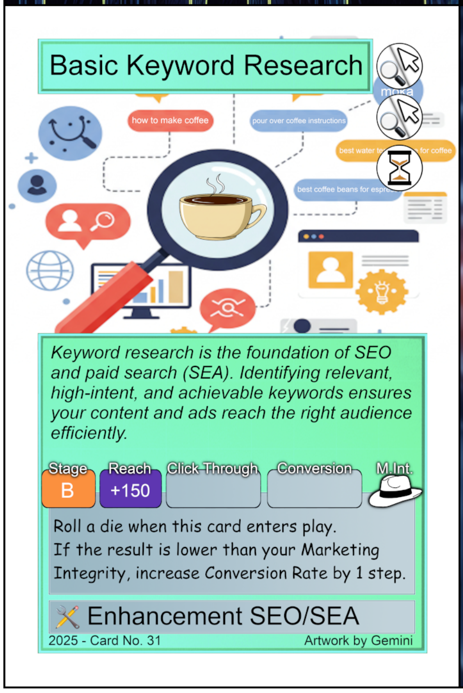
Stage	Reach	Click Through	Conversion	M Int
A	+200	1 Up		

Upon entering play, roll 1 die. If the result is greater than or equal to your Marketing Integrity, move the CTR counter one down.

Enhancement SEO

2025 - Card No. 30 Artwork by Gemini

Basic Keyword Research


how to make coffee
pour over coffee instructions
best water te
for coffee
best coffee beans for espr

Keyword research is the foundation of SEO and paid search (SEA). Identifying relevant, high-intent, and achievable keywords ensures your content and ads reach the right audience efficiently.

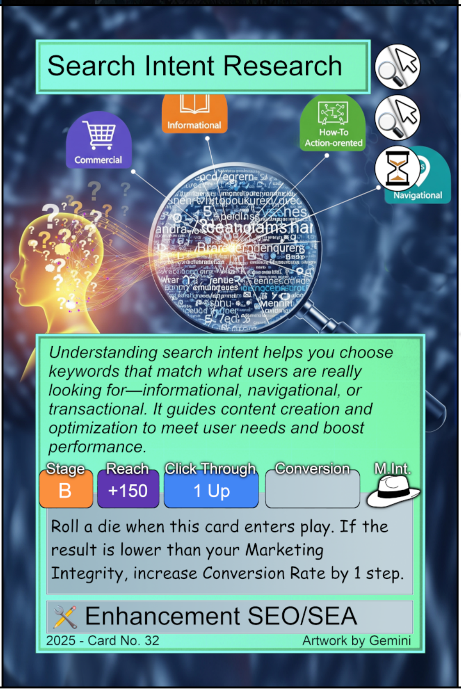
Stage	Reach	Click Through	Conversion	M Int
B	+150			

Roll a die when this card enters play.
If the result is lower than your Marketing Integrity, increase Conversion Rate by 1 step.

Enhancement SEO/SEA

2025 - Card No. 31 Artwork by Gemini

Search Intent Research


Commercial
Informational
How-To
Action-oriented
Navigational

Understanding search intent helps you choose keywords that match what users are really looking for—informational, navigational, or transactional. It guides content creation and optimization to meet user needs and boost performance.

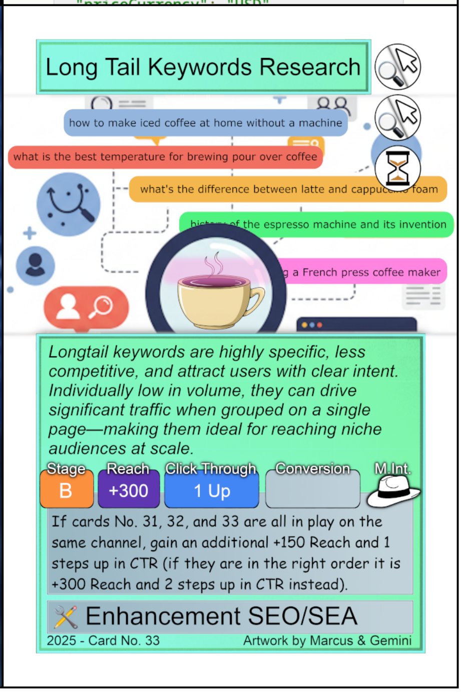
Stage	Reach	Click Through	Conversion	M Int
B	+150	1 Up		

Roll a die when this card enters play. If the result is lower than your Marketing Integrity, increase Conversion Rate by 1 step.

Enhancement SEO/SEA

2025 - Card No. 32 Artwork by Gemini

Long Tail Keywords Research


how to make iced coffee at home without a machine
what is the best temperature for brewing pour over coffee
what's the difference between latte and cappu foam
hist of the espresso machine and its invention
a French press coffee maker

Longtail keywords are highly specific, less competitive, and attract users with clear intent. Individually low in volume, they can drive significant traffic when grouped on a single page—making them ideal for reaching niche audiences at scale.

Stage	Reach	Click Through	Conversion	M Int
B	+300	1 Up		

If cards No. 31, 32, and 33 are all in play on the same channel, gain an additional +150 Reach and 1 steps up in CTR (if they are in the right order it is +300 Reach and 2 steps up in CTR instead).

Enhancement SEO/SEA

2025 - Card No. 33 Artwork by Marcus & Gemini

Title Tag Optimization

</title>
Main Keyword in Title

Including target keywords in the title tag helps search engines understand the page's relevance and boosts visibility in search results. A well-optimized title improves both rankings and click-through rates.

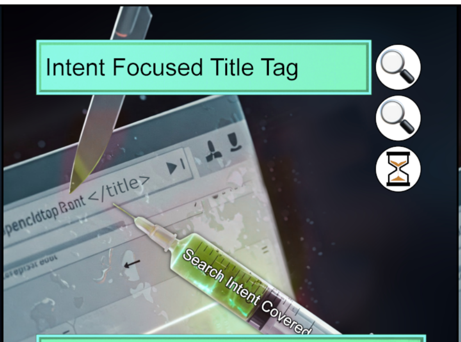
Stage	Reach	Click Through	Conversion	M.Int.
C	+200	1 Up		

When this card is put into play, draw an additional card.

Enhancement SEO

2025 - Card No. 34 Artwork by Marcus & Gemini

Intent Focused Title Tag



Aligning the title tag with the user's search intent makes your page more relevant and clickable. Whether the user is looking to buy, learn, or find something, a title that matches intent helps attract the right audience and improves performance.

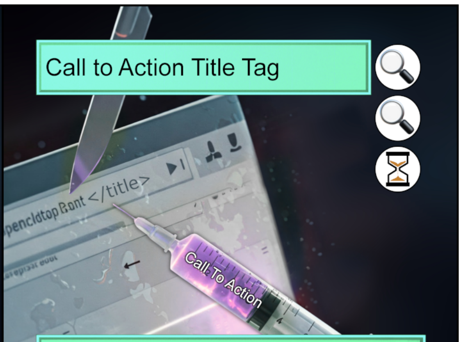
Stage	Reach	Click Through	Conversion	M.Int.
C	+100	1 Up		

When this card is put into play, draw an additional card.

Enhancement SEO

2025 - Card No. 35 Artwork by Marcus & Gemini

Call to Action Title Tag



A clear call-to-action (CTA) in your title tag sets expectations and boosts clicks. Phrases like "Buy Now," "Learn More," or "Get Started" can improve performance when relevant.

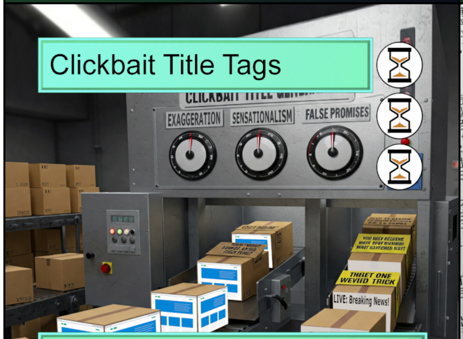
Stage	Reach	Click Through	Conversion	M.Int.
C		1 Up		

If cards No. 34, 35, and 36 are all in play on the same channel card, gain an additional +150 Reach and 1 step up in CTR (if they are in the right order it is +300 Reach and 2 steps up in CTR instead).

Enhancement SEO

2025 - Card No. 36 Artwork by Marcus & Gemini

Clickbait Title Tags



Clickbait titles grab attention by exaggerating or withholding information. They may boost CTR but can hurt trust and increase bounce rates if the content doesn't deliver.

Stage	Reach	Click Through	Conversion	M.Int.
C		2 Up		

Upon entering play, roll 1 die. If the result is greater than or equal to your Marketing Integrity, discard this card.

Enhancement SEO

2025 - Card No. 37 Artwork by Marcus & Gemini

Core Keyword in Content

2

Naturally including primary keywords in your content helps search engines understand the page and improves rankings—without harming readability.

Stage	Reach	Click Through	Conversion	M.Int.
D	+250			

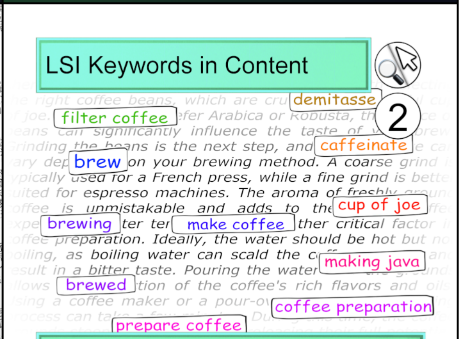
When played, you may reveal one random card from your hand. If you do, draw an additional card.

Enhancement SEO/SEA

2025 - Card No. 38 Artwork by Marcus

LSI Keywords in Content

2



LSI (Latent Semantic Indexing) keywords are semantically related terms—like synonyms or variations—that helped early search engines understand a page's topic by offering linguistic context beyond exact matches.

Stage	Reach	Click Through	Conversion	M.Int.
D	+100			

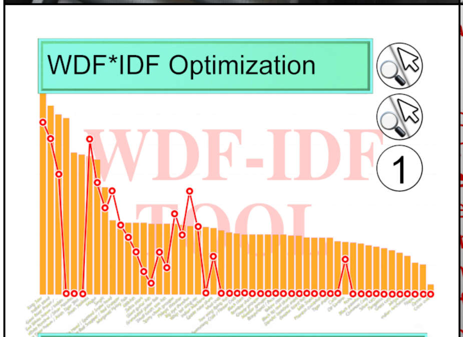
When played, you may reveal one random card from your hand. If you do, draw an additional card.

Enhancement SEO/SEA

2025 - Card No. 39 Artwork by Marcus

WDF*IDF Optimization

1



*WDF*IDF identifies important supporting terms—rather than main keywords—by comparing their use in your content to their frequency across the web. It helps improve topical depth and relevance.*

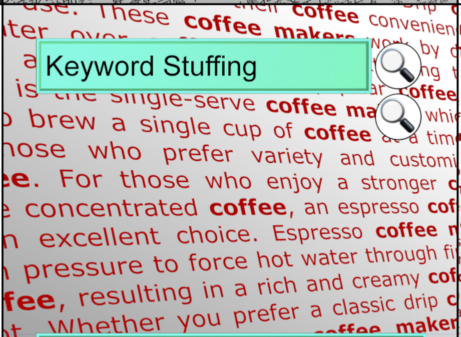
Stage	Reach	Click Through	Conversion	M.Int.
D	+100			

If cards No. 38, 39, and 40 are all in play on the same channel card, gain an additional +100 Reach (if these cards are in the correct order, it is +300 Reach instead).

Enhancement SEO/SEA

2025 - Card No. 40 Artwork by Marcus

Keyword Stuffing



Keyword stuffing means using the same keyword too many times in a way that feels unnatural. Search engines can still sometimes be tricked by it, but they usually penalize this tactic, and users often leave spammy-feeling pages.

Stage	Reach	Click Through	Conversion	M.Int.
D	+200			

Upon entering play, roll 1 die. If the result is greater than or equal to your Marketing Integrity, the move the Conversion Rate counter one step down.

Enhancement SEO/SEA

2025 - Card No. 41 Artwork by Marcus

Write For Users First

1

The Ultimate Guide to Choos
Understanding Different Types of

Creating content with real users in mind-offering clarity, value, and readability-builds trust and improves engagement. Search engines are designed to reward content that serves humans, not just algorithms.

Stage	Reach	Click Through	Conversion	M.Int.
E	+200		1 Up	

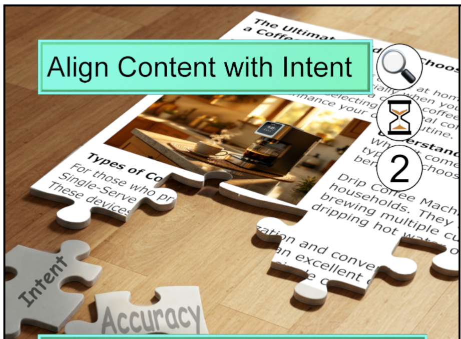
When you play this card, skip your next three discard phases. You may exceed the 7-card hand limit during this time.

Enhancement SEO

2025 - Card No. 42 Artwork by Marcus & Mistral

Align Content with Intent

2



When your content directly answers the user's intent - be it informational, transactional, or navigational - it satisfies expectations and increases conversions.

Stage	Reach	Click Through	Conversion	M.Int.
E	+150		1 Up	

When played, you may look at two random card from a target opponent's hand.

Enhancement SEO

2025 - Card No. 43 Artwork by Gemini & Mistral

Provide Unsolicited Value

3

Creating genuinely helpful content that isn't based on keyword targeting shows authority and builds user trust. This "extra mile" often leads to better engagement and brand loyalty.

Stage	Reach	Click Through	Conversion	M.Int.
E	+150		1 Up	

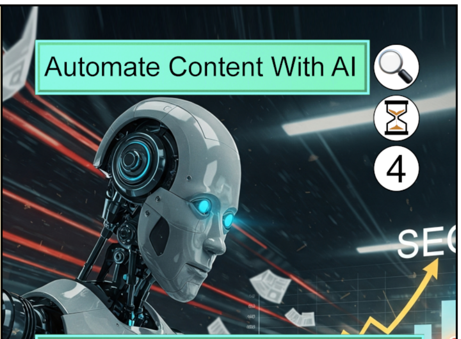
If cards 42, 43, and 44 are all in play on the same channel, gain +200 Reach and 1 step up in Conversion (if they are in the right order it is +500 Reach and 2 steps up in CTR instead).

Enhancement SEO

2025 - Card No. 44 Artwork by Gemini

Automate Content With AI

4



AI-generated content can quickly increase volume and reach, but often lacks originality and depth—risking credibility and long-term performance. Search engines may downrank low-value or unoriginal AI content, especially if it offers less value than competing pages.

Stage	Reach	Click Through	Conversion	M.Int.
E	+500			

When this card enters play, roll 1 die. If the result is equal to or higher than your Marketing Integrity, remove and discard the most recent SEO Enhancement card (other than this one) that increased your Reach on this channel.

Enhancement SEO

2025 - Card No. 45 Artwork by Gemini

Guest Blogging for Backlinks

1

Guest blogging for relevant sites can drive traffic and build credibility. While backlinks may follow, using it mainly to build links violates search engine guidelines and risks penalties. Focus on providing value first.

Stage	Reach	Click Through	Conversion	M.Int.
F	+100			

When played, you may draw the top card of your deck. If you do, choose and discard one card from your hand.

Enhancement SEO

2025 - Card No. 47 Artwork by Gemini

Promote Content on Social Media

Sharing valuable content on social media platforms increases visibility and engagement, which may lead to more backlinks and traffic-amplifying your SEO efforts.

Stage	Reach	Click Through	Conversion	M.Int.
F	+100			

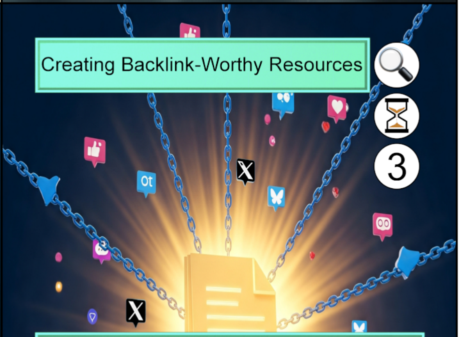
If all three cards (46, 47, and 48) are in play on the same channel, gain +200 Reach and 1 step up in CTR (if the cards are in the correct order, gain +500 Reach and 2 steps up in CTR instead).

Enhancement SEO/Social

2025 - Card No. 48 Artwork by Gemini

Creating Backlink-Worthy Resources

3



Producing high-quality, insightful, or unique content increases the chances of earning organic backlinks from other websites, which can significantly boost SEO performance.

Stage	Reach	Click Through	Conversion	M.Int.
F	+350			

When played, look at the top card of your draw deck. Then choose to keep it on top or move it to the bottom.

Enhancement SEO

2025 - Card No. 46 Artwork by Gemini

Purchase PBN Backlinks

5

Purchasing backlinks from Private Blog Networks (PBNs) may result in quick SEO gains. However, search engines consider it a manipulation tactic and may penalize websites involved.

Stage	Reach	Click Through	Conversion	M.Int.
F	+400			

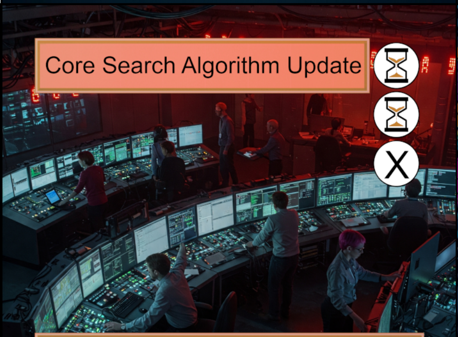
When this card enters play, roll 1 die. If the result is equal to or higher than your Marketing Integrity, remove and discard the most recent SEO Enhancement card (other than this one) that increased your Reach on this channel.

Enhancement SEO

2025 - Card No. 49 Artwork by Gemini

Core Search Algorithm Update

X



Major search engine updates reshape how rankings work. Can boost or tank sites overnight.

Initialize: Place a die on this card (Charge = X, max 6). **Action:** Pay 3 to increase charge by 1, or pay 5 to trigger an Update.

Triggered Update: Roll 1 die per Website. If roll ≥ that channel's Marketing Integrity, discard its latest Enhancement. Otherwise, its owner may recover 1 discarded card. Reset Charge to 1. **This card stays in play.**

Event

2025 - Card No. 50 Artwork by Gemini

Core Search Algorithm Update

1

Smaller algorithm tweak. Still affects search results—watch rankings and adapt fast.

For each Website, roll 1 die. If ≥ its Marketing Integrity, roll once per Enhancement on it: 1–3 discard it, 4–6 it stays. If a channel loses none, its controller may play 1 Enhancement from hand onto it. Roll a die for its cost, then pay that instead of printed cost. If no Enhancements are in hand, reveal and draw 1 card. After resolving, you may pay 3 to return this card to your hand; otherwise, discard it.

Event

2025 - Card No. 51 Artwork by Mistral

Hacker Attack

⌛ ⌛ 3

Launch a cyberattack to damage a competitor's SEO. High risk, highly unethical—pure black hat. 🎩

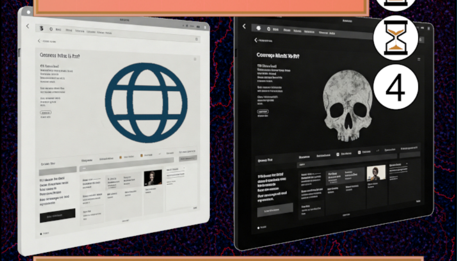
Target 1 opponent's Website. That player may pay 5 to cancel; if so, discard this card. Otherwise, roll 1 die. Count down Enhancement cards from the top: if ≤ their number, discard the matching one; if higher, discard the topmost. Remove its effects. Then, you may pay 3 to return this card to your hand; otherwise, discard it.

Event

2025 - Card No. 54 Artwork by Gemini

Website Mirror

⌛ ⌛ 4



Clone a competitor's site to confuse search engines. Can cause duplicate content issues for them. 🎩

Choose 1 opponent's Website. Create a mirror with the same Enhancements. Any changes to the original also affect the mirror. It shares Marketing Integrity and is affected by effects on the original. If the original is discarded, so is the mirror. At the start of their turn, the opponent may roll 1 die; on a 1, the mirror is destroyed.

Event

2025 - Card No. 55 Artwork by Marcus & Gemini

Ranking Factors Leak

🔍 ⌛ 3

Insider leak reveals what search engines may really value. But use with care—it might be outdated.

Choose one: search your draw or discard pile for any 1 card and add it to your hand; **or** discard your entire hand, then search your draw pile for 3 cards and add them to your hand.

Event

2025 - Card No. 58 Artwork by Gemini

Ranking Factors Study

🔍 ⌛ X

Data-driven study reveals what top-ranking pages have in common. Useful for planning strategy. Screenshots are from Jademond'd Baidu SEO Ranking Factors Correlation Study.

Choose one: search your draw pile **or** search your discard pile for any 1 card and add it to your hand;

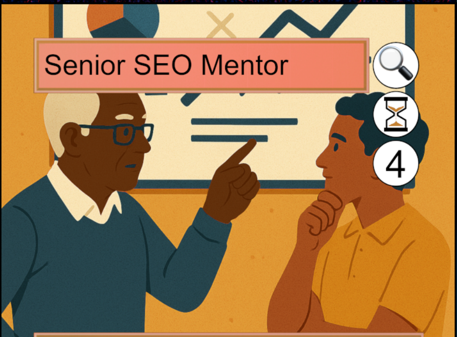
or discard your entire hand, then search your draw pile or discard pile for X cards and add them to your hand.

Event

2025 - Card No. 59 Artwork by Jademond.com

Senior SEO Mentor

🔍 ⌛ 4



Get guidance from a seasoned expert. Skip rookie mistakes and learn what truly works.

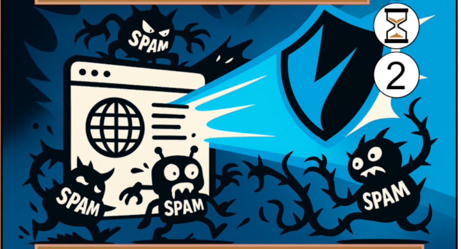
Draw 5 cards, then choose and discard 5 cards from your hand.

Event

2025 - Card No. 60 Artwork by Dall-E

Anti-Spam Algorithm Update

⌛ ⌛ 2



Targets low-quality, manipulative SEO. If you've been shady, expect a drop.

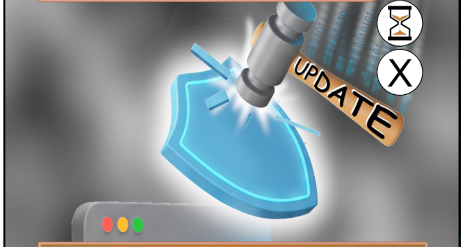
Each player rolls 1 die for each Website with Black/Gray Hat Enhancements. If ≥ its Marketing Integrity, discard its latest non-White Hat Enhancement and undo its effects. Then, you may pay 3 to return this card to your hand; otherwise, discard it.

Event

2025 - Card No. 52 Artwork by Dall-E

Avoid Algorithm Effects

⌛ ⌛ X



You dodged the update's impact! Smart SEO or just lucky timing?

Play in response to an Algorithm Update. Before it resolves, roll a die. If the result ≤ X, the target channel is unaffected. You may pay half of X (rounded down) to return this card to your hand; otherwise, discard it.

Event

2025 - Card No. 53 Artwork by Marcus & Gemini

Website Hijack

⌛ ⌛ 4

Take over another site's traffic or authority using sneaky redirects or injections. Dirty but powerful. 🎩

Choose 1 opponent's Website and take control of it. Discard its last 2 Enhancements and remove their effects. Its Marketing Integrity becomes 0 and cannot be raised. At the start of your turn, roll 1 die; on a 1, control returns to its owner, Integrity resets to 3, discarded Enhancement cards stay discarded.

Event

2025 - Card No. 56 Artwork by Mistral

IT Genius Intervention

⌛ ⌛ 1

A skilled IT ally steps in to protect your site. Shields against penalties, hacks, and SEO disasters.

Play this card in response to a card or effect targeting a specific Enhancement or Website channel, after the target is declared but before the effect resolves. **Cancel that card or effect.** Then roll 1 die: on 1–3, you may pay 3 to return *IT Genius Intervention* to your hand; otherwise, discard it.

Event

2025 - Card No. 57 Artwork by Mistral

Disavow Toxic Backlinks

⌛ ⌛ ⌛ 🔍

Toxic backlinks often come from spammy or low-quality sites and can damage your search rankings. Sometimes these links are even created by black hat SEOs targeting your website. By using Google’s Disavow Tool, you signal to the search engine that you do not want these harmful links to be associated with your site, protecting your SEO performance and integrity.

Destroy a Stage F SEO Enhancement card that lies on a channel you own, and undo its effects. Then increase your Marketing Integrity by 1 step (it can not exceed 6).

Event

2025 - Card No. 61 Artwork by Mistral

Digital Shield

🔍 🔍 🔍

Firewall security plugins act as protective barriers for websites, monitoring incoming traffic and blocking malicious requests before they can cause harm. They defend against threats like brute-force logins, malware injections, and denial-of-service attacks, helping to keep your site secure and trustworthy for users.

Stage	Reach	Click Through	Conversion	M.Int.
A				

If an opponent targets the protected Website Channel with an Enhancement or Effect cards, roll a die against that channel’s Marketing Integrity. If the result is lower than the Marketing Integrity, discard the opponent’s card without effect.

Enhancement SEO

2025 - Card No. 62 Artwork by Gemini

Toxic Link Bomb

🔍 🔍 🔍

Toxic backlinks from spammy farms, low-quality directories, or hacked sites can hurt rankings and trust. Search engines try to filter them, but targeted attacks still reduce visibility. Regular audits and disavows are the best defense.

Stage	Reach	Click Through	Conversion	M.Int.
F	-150			

Marketing Integrity –1. At the start of the channel owner’s turn, if this card’s owner doesn’t pay 3, they may roll a die vs. that channel’s Integrity. If lower, remove Toxic Link Bomb; Integrity stays reduced, Reach recovers.

Enhancement SEO

2025 - Card No. 63 Artwork by Gemini

Fake DMCA Takedown

🔍 ⌛ ③

A legal tool weaponized. By filing a fraudulent DMCA takedown notice, your opponent tricks search engines into de-indexing your most valuable content. Your top-ranking pages vanish from the results, forcing you to fight a costly, time-consuming battle just to get them back.

Stage	Reach	Click Through	Conversion	M.Int.
E	-100%			

Market. Int. –1. Targeted Channel loses all Reach while this card is in play. At the start of their turn, the channel’s owner may pay 3 to roll vs Market. Int.: if lower, discard Fake DMCA Takedown and restore Market. Int. and Reach.

Enhancement SEO

2025 - Card No. 64 Artwork by Mistral

GEO/AI SEO with seoClarity

🔍 ⌛ ①

seoClarity *tracks AI search visibility and provides optimization ideas backed by 18+ years of search expertise and how LLMs surface answers. Visit: seoClarity.net*

Stage	Reach	Click Through	Conversion	M.Int.
E	+150			

Tap into the realm of LLM-SEO with seoClarity. If your Channel already has another Stage E Enhancement card, gain an additional +120 Reach.

Enhancement SEO

2025 - Card No. seoClarity1 Artwork by Gemini & seoClarity

Riding the Dragon's Back

🔍 ⌛ ②

Jademond Digital SEO experts recommend: In competitive Baidu searches, top results are dominated by Baidu’s own platforms and high-authority sites (Baike, Baijiahao, Zhidao, Zhihu, Bilibili). By publishing branded content there, businesses can “piggyback” visibility — reaching searchers directly and gaining trust through authority association. Jademond.com

Stage	Reach	Click Through	Conversion	M.Int.
F	+250		1 Up	

Play only if this Channel already has 2 other SEO Enhancements. While in play, this Channel’s CTR cannot advance beyond Stage 3.

Enhancement SEO

2025 - Card No. Jademond1 Artwork by Gemini

These are the official 2025 Set cards of **DMM TCG** - Digital Marketing Masters Trading Card Game.

Find more information and rules on how to play it at

www.dmmtcg.com

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seoClarity for SEO Split Testing

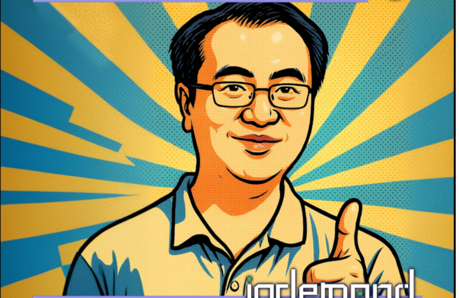
Split testing allows for SEOs to measure performance across test and control groups, refine strategies with real data—reducing guesswork to maximize resources and returns. Visit: seoClarity.net

Once per turn, you may pay 🔍⌛① to discard any already-played Enhancement card from a target Website Channel you own, undoing all its effects, and replace it with any SEO Enhancement card from your hand without paying that card’s cost.

Expert: Tool

2025 - Card No. seoClarity2 Artwork by Gemini & seoClarity

Qing He



Qing He is the Head of Search (SEO & SEA) at Jademond Digital, specializing in developing and managing search strategies for the Chinese market, with a focus on Baidu. Visit: jademond.com

Each turn, you may play one SEO or PPC/SEA Experience card at no cost.
In addition, your SEO and PPC/SEA Enhancement cards cost 1 less to play.

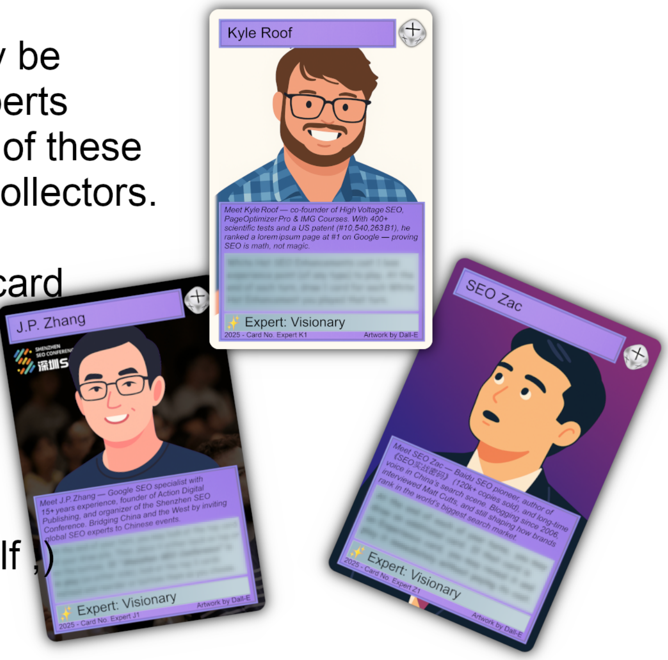
Expert: Grandmaster

2025 - Card No. Jademond2 Artwork by Gemini

The expert cards on this page can only be requested from the individual SEO experts themselves. Only they do have copies of these cards and only they can give them to collectors.

Make sure to ask them to bring you a card before you meet them in person - they might not have them with them all the time.

Only the cards of my Jademond colleagues you can print out by yourself ;)



Kyle Roof

Meet Kyle Roof — co-founder of High Voltage SEO, PageOptimizer Pro & IMG Courses. With 400+ scientific tests and a US patent (#10,540,263 B1), he ranked a lorem ipsum page at #1 on Google — proving SEO is math, not magic.

✨ Expert: Visionary

2025 - Card No. Expert K1 Artwork by Dall-E

J.P. Zhang

Meet J.P. Zhang — Google SEO specialist with 15+ years experience, founder of Action Digital Publishing, and organizer of the Shenzhen SEO Conference. Bridging China and the West by inviting global SEO experts to Chinese events.

✨ Expert: Visionary

2025 - Card No. Expert J1 Artwork by Dall-E

SEO Zac

Meet SEO Zac — Baidu SEO pioneer, author of 《SEO实战密码》 (120k+ copies sold), and long-time voice in China's search scene. Blogging since 2006, interviewed Matt Cutts, and still shaping how brands rank in the world's biggest search market.

✨ Expert: Visionary

2025 - Card No. Expert Z1 Artwork by Dall-E

Aleyda Solis

Meet Aleyda Solis — founder of Orainti and creator of LearningSEO.io & SEOFOMO. 🇪🇸 Awarded European Search Personality of 2018, author of "SEO. Las Claves Esenciales", and global speaker (100+ conferences in 20+ countries).

✨ Expert: Visionary

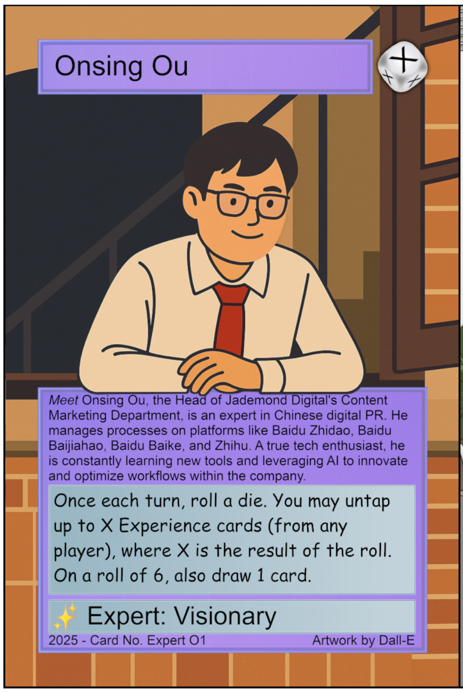
2025 - Card No. Expert A1 Artwork by Dall-E

Gary Illyes

Meet Gary Illyes — Google Search Analyst & former Webmaster Trends Engineer. Public voice in Google's "How Search Works" series, busting link myths, stressing crawlable sites, and urging SEOs to master the fundamentals. No fluff, just search truth.

✨ Expert: Visionary

2025 - Card No. Expert G1 Artwork by Nano Banana



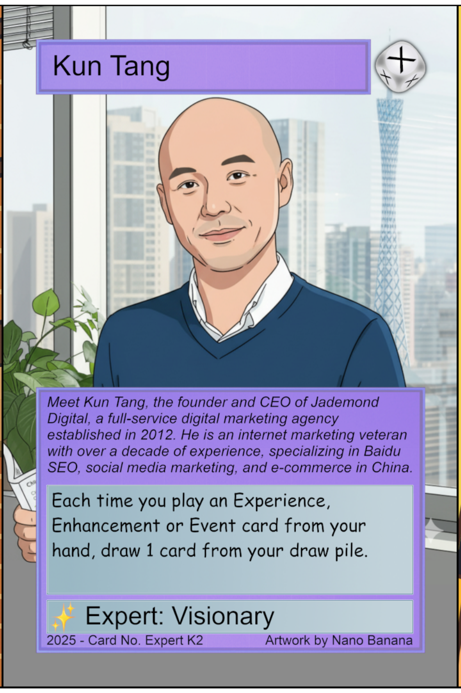
Onsing Ou

Meet Onsing Ou, the Head of Jademond Digital's Content Marketing Department, is an expert in Chinese digital PR. He manages processes on platforms like Baidu Zhidao, Baidu Baijiahao, Baidu Baike, and Zhihu. A true tech enthusiast, he is constantly learning new tools and leveraging AI to innovate and optimize workflows within the company.

Once each turn, roll a die. You may untap up to X Experience cards (from any player), where X is the result of the roll. On a roll of 6, also draw 1 card.

✨ Expert: Visionary

2025 - Card No. Expert O1 Artwork by Dall-E



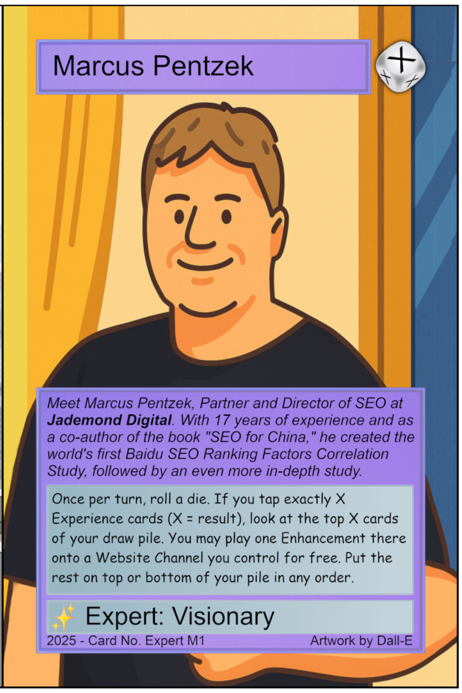
Kun Tang

Meet Kun Tang, the founder and CEO of Jademond Digital, a full-service digital marketing agency established in 2012. He is an internet marketing veteran with over a decade of experience, specializing in Baidu SEO, social media marketing, and e-commerce in China.

Each time you play an Experience, Enhancement or Event card from your hand, draw 1 card from your draw pile.

✨ Expert: Visionary

2025 - Card No. Expert K2 Artwork by Nano Banana



Marcus Pentzek

*Meet Marcus Pentzek, Partner and Director of SEO at **Jademond Digital**. With 17 years of experience and as a co-author of the book "SEO for China," he created the world's first Baidu SEO Ranking Factors Correlation Study, followed by an even more in-depth study.*

Once per turn, roll a die. If you tap exactly X Experience cards (X = result), look at the top X cards of your draw pile. You may play one Enhancement there onto a Website Channel you control for free. Put the rest on top or bottom of your pile in any order.

✨ Expert: Visionary

2025 - Card No. Expert M1 Artwork by Dall-E