

# KILLER **CRO** TIPS

Using a **SEO web crawler**



@MrLukeCarthy

| #MozCon

# I'm an Ecommerce SEO

Currently:



Digital Lead  
at Mayflex

---

Previous:



ChemistDirect

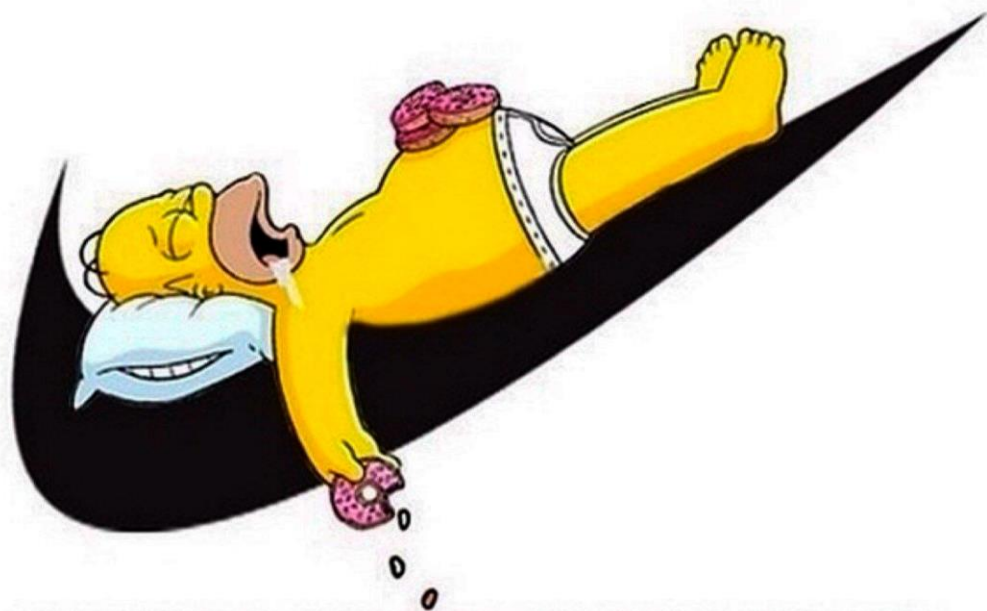


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**I'm a bad person....**



**CAN'T SOMEONE ELSE  
JUST DO IT?**

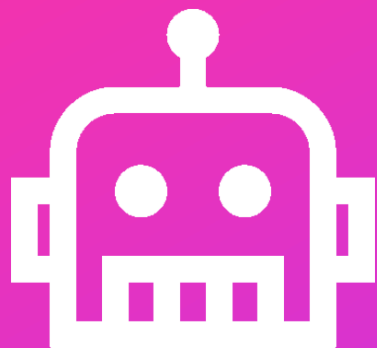






**BEST  
BUY** <sup>TM</sup> 





**236,000** indexed  
internal search URLs



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Approx. **6.8million**  
visitors every month (AHREFS)



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# Hmmm, we didn't find anything for "supercalifragilisticexpialidocious"

Try a different search term or check out some of our suggestions below.

### Purchase History

Are you looking for order status or tracking information?  
[View your Purchase History >](#)

### Customer Service

We're here to help.  
[Visit our customer service >](#)

## Shop by Category



Major Appliances



Small Appliances



Laptops



Desktops



Cameras & Camcorders



Health, Fitness & Sports



Home Audio



Home



Car Electronics & GPS



iPod & MP3 Players



Cell Phones



Movies



# Hmmm, we didn't find anything for "supercalifragilisticexpialidocious"

Try a different search term or check out some of our suggestions below.



Name	Headers	Preview	Response	Cookies	Timing
searchpage.js...	<p><b>General</b></p> <p><b>Request URL:</b> https://www.bestbuy.com/site/searchpage.jsp?st=supercalifragilisticexpialidocious</p> <p><b>Request Method:</b> GET</p> <p><b>Status Code:</b> 200</p> <p><b>Remote Address:</b> 104.127.39.115:443</p> <p><b>Referrer Policy:</b> no-referrer-when-downgrade</p> <p><b>Response Headers</b></p> <p><b>cache-control:</b> no-store</p> <p><b>content-encoding:</b> gzip</p>				

Home Audio

Home

Car Electronics & GPS

iPod & MP3 Players

Cell Phones

Movies



# ‘Zero results’

internal searches do not...



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# 404

*Hello, is it me you're looking for?*

GO HOME LIONEL  
YOU'RE DRUNK



DEEPCRAWL

</> Sitebulb

Scree@mingfrog







Opening  
Mon  
Tue-Thu  
Fri-Sat  
Sunday



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I crawled just a **4%** sample  
of the **236K** URLs...



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**BEST**

...and surfaced **296** URLs

returning 'no results found'



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That's **190K** people  
seeing 'no results found' pages  
**every month**



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That's a **HUGE** bunch of missed  
CRO opportunities



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Best Buy done fu\$#&d up...



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*Well, a little..*



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Hmmm, we didn't find anything for "online account"

Try a different search term or check out some of our suggestions below.

#### Purchase History

Are you looking for order status or tracking information?

[View your Purchase History >](#)

#### Customer Service

We're here to help.

[Visit our customer service >](#)

### Shop by Category



Major Appliances



Small Appliances



Laptops



Desktops



Cameras &  
Camcorders



Health, Fitness &  
Sports



Home Audio



Home



Car Electronics &  
GPS



iPod & MP3 Players



Cell Phones



Movies

Hmmm, we didn't find anything for "online account"

Try a different search term or check out some of our suggestions below.

### Purchase History

Are you looking for order status or tracking information?

View your Purchase History

### Customer Service

We're here to help.

[Visit our customer service](#)

Approx. **15,000** visits every month

### Shop by Category



Major Appliances



Small Appliances



Laptops



Desktops



Cameras & Camcorders



Health, Fitness & Sports



Home Audio



Home



Car Electronics & GPS



MP3



Cell Phone



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online account

# Just 1 item found

Hmmm, we didn't find anything for "online account"

Try a different search term or check out some of our suggestions below.

57 inch tv

**Purchase History**

Are you looking for order status or tracking information?

[View your Purchase History >](#)

**Customer Service**

We're here to help

[Visit our customer service >](#)

Nvidia shield

48 inch smart tv

Shop by Category



Major Appliances



Small Appliances



Laptops



TVs



Camcorders



Health, Fitness & Sports

Solar eclipse glasses

Tv remove control replacement



Home Audio



Home



Car Electronics & GPS



MP3



Smartphones



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How is all this impacting Best Buy?



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At least **190K** people aren't finding what they're looking for



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Could be **1000s** of potential places where  
demand is outstripping supply



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Not providing a seamless experience  
for non-commerce search queries



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Not selling lines that  
customers want to buy



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**30%** revenue increase via  
Internal search optimisation



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Ok, now tell us how you got  
all this cool shit with

**CUSTOM  
EXTRACTION**



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“**Custom extraction** allows you to  
**scrape any data** from the **HTML**  
of web pages **when crawling**”

<https://www.screamingfrog.co.uk/web-scraping/>



Results for "macbook".

Related Searches [macbook pro](#) | [macbook air](#) | [macbook 12"](#) | [macbook charger](#) | [macbook mini](#)

Category

- All Laptops
  - MacBooks
- Laptop Accessories
  - Laptop Bags & Cases
  - Laptop Chargers & Adapters
  - Docking Stations
- Laptops
- Computer Accessories & Peripherals
- Show More



Trade-In Offer

MacBook Air  
Latest model from \$999.99

when you trade in a working MacBook.

Terms and conditions apply.

[See trade-in details >](#)

span.item-count 76.63 x 3  
353 items

- Add attribute
- Edit as HTML
- Delete element
- Copy
  - Cut element
  - Copy element
  - Paste element
  - Copied outerHTML
  - Copied selector
  - Copied JS path
  - Copied XPath
- Hide element
- Force state
- Break on
- Expand recursively
- Collapse children
- Scroll into view
- Focus
- Store as global variable

```
<span class="item-count" tabindex="-1" aria-live="polite">353 items</span> == $0
```

Elements Console Sources Network Performance Memory Application Security Audits

```


    <div>...</div>
    <div id="shop-sku-list-1">
      <div class="shop-sku-list">
        <div class="app-container lv" aria-labelledby="page-results-heading" data-reactroot="...">
          <div role="heading" aria-level="2" class="sr-only" id="page-results-heading">Result</div>
          <div class=">
            <div class="banner-wrapper top-border">
              <div class="banner-left-column">...</div>
              <div class="banner-middle-column">
                <span class="item-count" tabindex="-1" aria-live="polite">353 items</span> == $0
              </div>
              <div class="banner-right-column">...</div>
            </div>
          </div>
        </div>
      </div>
    </div>
  
```

Results for "macbook".

Related Searches [macbook pro](#) | [macbook air](#) | [macbook 12"](#) | [macbook charger](#) | [macbook mini](#)

**Category**

- All Laptops
  - MacBooks
- Laptop Accessories
  - Laptop Bags & Cases
  - Laptop Chargers & Adapters
  - Docking Stations
- Laptops
- Computer Accessories & Peripherals



**span.item-count** 76.63 × 30

Color ■ #040C13

Font 13px "Human BBY Web..."

Padding 0px 15px 0px 0px

Contrast  19.68

353 items

**Trade-In Offer**

## MacBook Air

Latest model from \$

when you trade in a working Ma

Terms and conditions apply.

[See trade-in details >](#)

```
<div class=>  
  <div class="banner-wrapper top-border">  
    <div class="banner-left-column">...</div>  
    <div class="banner-middle-column">  
      <span class="item-count" tabindex="-1" aria-live="polite">353 items</span> == $0  
    </div>  
    <div class="banner-right-column">...</div>  
  </div>
```



```

}
.shop-sku-list .item-count {
padding: 0 15px 0 0;
font-weight: 500;
line-height: 30px;
}
*, :after, :before {
webkit box sizing: border-box;
box-sizing: border-box;
}
Inherited from body.size-1
body {
font-size: 13px;
line height: normal;
color: #040c13;
font-family: Human BBY Web,Arial,Helvetica,sans-serif;

```

Sort By: Best Match

\$1,799.99

Free Apple Music for 3 months (new subscribers only) & 1 more. A \$20.00 value.



```

ku-list-1">
shop-sku-list">
"app-container lv" aria-labelledby="page-results-heading" data-reactroot=
"heading" aria-level="2" class="sr-only" id="page-results-heading">Results</div>
<div>
class="banner-wrapper top-border">
class="banner-left-column">...</div>
class="banner-middle-column">
n class="item-count" tabindex="-1" aria-live="polite">353 items</span> == $0
class="banner-right-column">...</div>
"replacement-finder">...</div>
"list-wrapper top-border" id="main-results" aria-labelledby="main-results-heading">...</div>
"footer top-border wrapper">...</div>

```

```

Styles Computed Event Listeners DOM Breakpoints Properties >>
Filter :hov .cls +, >>
element.style {
}
.shop-sku-list .item-count {
padding: 0 15px 0 0;
font-weight: 500;
line-height: 30px;
}
*, :after, :before {
webkit box sizing: border-box;
box-sizing: border-box;
}
Inherited from body.size-1
body {
font-size: 13px;
line height: normal;
color: #040c13;
font-family: Human BBY Web,Arial,Helvetica,sans-serif;

```

Name	Value
Address	https://www.bestbu
URL Encoded Address	https://www.bestbu
Content	text/html;charset=U
Status Code	200
Status	OK
Indexability	Indexable
Size	342.0 KB
Title 1	4k 144hz monitor - Best Buy
Title 1 Length	27
Meta Keyword 1	4k 144hz monitor

Screening Frog SEO Spider 11.1 - List Mode (Entered Manually)

File Configuration Mode Bulk Export Reports

- Spider
- robots.txt
- URL Rewriting
- CDNs
- Include
- Exclude
- Speed
- User-Agent
- HTTP Header
- Custom
  - Search
  - Extraction
- User Interface
  - Extraction
- API Access
- Authentication
- System

Filter: [ ]

Item count: 1 item, 49 items, 3 items, 1155 items, 66 items, 8 items, 12 items, 5 items, 22 items, 45 items, 148 items, 9 items, 8 items, 17 items, 729 items, 6 items, 4 items, 7 items, 2457 items

Start Clear Crawl 100%

Directives Hreflang AJAX AMP Struc

Search...

nd message 1

Filter Total: 4,978

Overview Site Structure Response Times API

Summary

- Total URLs Encountered: 4978
- Total Internal Blocked by robots.txt: 0
- Total External Blocked by robots.txt: 0
- Total URLs Crawled: 4978
- Total Internal URLs: 4978
- Total External URLs: 0

SEO Elements

- Internal
  - All (4978) (100.00%)
  - HTML (4976) (99.96%)
  - JavaScript (0) (0.00%)
  - CSS (0) (0.00%)
  - Images (0) (0.00%)
  - PDF (0) (0.00%)
  - Flash (0) (0.00%)
  - Other (2) (0.04%)
  - Unknown (0) (0.00%)
- External
  - All (0) (0.00%)
  - HTML (0) (0.00%)
  - JavaScript (0) (0.00%)

Internal

Legend: ● HTML ● Other



No results found message 1

Total Internal Blocked by robots.txt: 0  
Total External Blocked by robots.txt: 0  
Total URLs Crawled: 4978  
Total Internal URLs: 4978

### Custom Extraction

Extract selected elements of internal HTML pages. See our [User Guide](#) for examples. The results can be seen in the **Custom Tab** in the **Extraction** filter.

Item count	CSSPath	.shop-sku-list .item-count	✓	Extract Text	Attribute (optional)
No results found message	CSSPath	.shop-zero-search-results .lv .no-results-copy h3.no-results-message	✓	Extract Text	Attribute (optional)
Extractor 3	Inactive				
Extractor 4	Inactive				
Extractor 5	Inactive				
Extractor 6	Inactive				
Extractor 7	Inactive				
Extractor 8	Inactive				
Extractor 9	Inactive	.shop-sku-list .item-count			
Extractor 10	Inactive	.shop-zero-search-results .lv .no-results-copy h3.no-results-message			



Extract selected elements of internal HTML pages. See our [User Guide](#) for examples. The results can be seen in the **Custom Tab** in the **Extraction**

.shop-sku-list .item-count

.shop-zero-search-results .lv .no-results-copy h3.no-results-message

s://www.bestbuy.com/site/searchpage.jsp?id=pcat17071&st=4k+144hz+monitor  
s://www.bestbuy.com/site/searchpage.jsp?id=pcat17071&st=4k+144hz+monitor  
html;charset=UTF-8

- HTML
- Other

# Good reads on custom extraction

## Uproer

<https://uproer.com/articles/screaming-frog-custom-extraction-xpath-regex/>

## LinkedIn Article – Brian Shumway

<https://www.linkedin.com/pulse/custom-extraction-screaming-frog-xpath-csspath-brian-shumway>

## PMG

<https://www.pmg.com/blog/how-to-use-xpath-in-screaming-frog/>

## Search Engine Journal

<https://www.searchenginejournal.com/regex-seo-website-data-extraction/234999/>



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What else can you do with  
custom extraction?



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# Extract your product recommendations



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“**35%** of what consumers purchase on **Amazon** and **75%** of what they watch on **Netflix** come from product recommendations.”

<https://www.mckinsey.com/industries/retail/our-insights/how-retailers-can-keep-up-with-consumers>

McKinsey  
&Company



Understand what direct ‘bolt on’ products  
customers proactively buy at scale



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The first few recs are often the  
most popular / best selling



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Pay close attention to the product price  
vs the first recs price



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**Really powerful** when scraping recs  
from your direct competitors



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Even more so when competitors have  
multi-dimensional recs



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 **Product Info**

 **Product Dimensions**

 **Delivery Costs**

 **Customer Questions**

 **Returns Info**

 **Finance Options**

## Description

### Brooklyn Modern Square Basin & Pedestal - 1 Tap Hole



The Brooklyn Basin and Pedestal, features a modern squared design and comes complete with a choice of two different sized basins. Basin has 1 Tap hole and is designed to be used with a Mono basin mixer (not Included).

Please choose size required from drop down menu selection.

### Product Details

### You may also like



£44.95



£129.95



### Customer Also Purchased

### View More Full Pedestal Basins

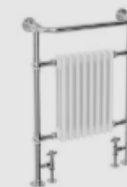
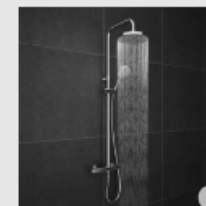
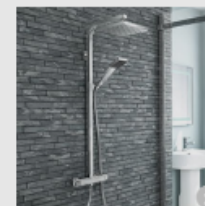
### View Basin Taps



### Customer Also Purchased

### View More Full Pedestal Basins

### View Basin Taps





**1500** lines crawled...

**36%**

have **no**  
**recommendations**  
at all

**86%**

Were all **priced the**  
**same or higher**

**80+%**

Appeared to be  
**alternatives rather than**  
**complimentary**



**1500** lines crawled...

**100%**

of out of stock items

**Don't show  
recommendations**



1000 lines crawled...

100%

have recommendations  
showing

56%

Were all priced the  
same or higher



1500 lines crawled...

**100%**

Appeared to be **alternatives**  
**rather than**  
**complimentary**



1500 lines crawled...

100%

Appeared to be  
**complimentary rather than  
alternatives**





1500 lines crawled...

**Shoes = Shoes**



**1500** lines crawled...

**Jeans = Shirts**



**1500** lines crawled...

**Shirts = Jeans**



1500 lines crawled...

**Shorts = Trainers/Sneakers**



Identify your worst / best  
selling products in every category



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Best selling products are often the first items in the category



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# Competitive ecommerce Intelligence to boost conversion



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Identify **your competitor's** top  
(and worst) selling products



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| #MozCon





Work out your competitors  
search URL pattern



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example.com/search?t=[KEYWORD]



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Scrape results for price, reviews  
and stock and compare to your own



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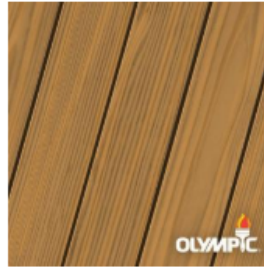




Patio Umbrellas



Lawn Mowers



Wood & Deck Stain



Organic Gardening



Hydroponic Gardening



Landscaping



More saving. More doing.®

Need Help? Please call us at: 1-800-HOME-DEPOT (1-800-466-3337)

## Our Other Sites

[The Home Depot Canada](#) | [403](#)

[The Home Depot México](#)

[Blinds.com](#)

[Pro Referral](#)

[The Company Store](#)

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Local store prices may vary from those displayed. Products shown as available are normally stocked but inventory levels cannot be guaranteed

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## Our Other Sites

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[Blinds.com](#)

[Pro Referral](#)

[The Company Store](#)

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[Store Directory](#)

[Mobile Site](#)

Visibility Index  
homedepot.ca

Zoom back

Fullscreen



# Access Denied

You don't have permission to access "<http://www.homedepot.ca/en/home.html>" on this server.

Reference #18.16b77568.1560522504.22cd5932



# Vet your category navigation URLs in main menus



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You're shopping  
Ellsworth

Store Finder Truck & Tool Rental For the Pro Gift Cards Credit Services Favorites Track Order Help

What can we help you find today?



My Account

Cart | 0 items

All Departments Home Decor & Furniture DIY Projects & Ideas Home Services Specials & Offers Local Ad

Home Decor

Furniture

Kitchen & Dining

Bedding & Bath

Lighting

Window Treatments

Shop By Room

Savings

Home / Home Decor / Bedding & Bath / Quilts & Bedspreads

## Grey Floral The Company Store Quilts & Bedspreads (0 Results)



King



Full/Queen



Queen



Coverlet



Quilt Set



Coverlet Set

Your Selection:

Color Family: Grey

Brand: The Company Store

Pattern Type: Floral

[Clear All](#)

Sorry, there are no products available online or in your local store. Please use our [Store Finder](#) to select another local store.



You're shopping  
Ellsworth

[Store Finder](#) [Truck & Tool Rental](#) [For the Pro](#) [Gift Cards](#) [Credit Services](#) [Favorites](#) [Track Order](#) [Help](#)

What can we help you find today?



[My Account](#)

**Cart** | 0 items

[All Departments](#) [Home Decor & Furniture](#) [DIY Projects & Ideas](#) [Home Services](#) [Specials & Offers](#) [Local Ad](#)

[Home Decor](#)

[Furniture](#)

[Kitchen & Dining](#)

[Bedding & Bath](#)

[Lighting](#)

[Window Treatments](#)

[Shop By Room](#)

[Savings](#)

[Home](#) / [Home Decor](#) / [Luggage](#) / [Travel Accessories](#) / [Toiletry Bags](#)

## Best Rated Toiletry Bags (0 Results)

Shop products with the best ratings based on our customer reviews



WallyBags



BEY-BERK



MANCINI



ADARE



Gray

Your Selection: Review Rating: Best Rated

Sorry, there are no products available online or in your local store. Please use our [Store Finder](#) to select another local store.



You're shopping  
Ellsworth

[Store Finder](#) [Truck & Tool Rental](#) [For the Pro](#) [Gift Cards](#) [Credit Services](#) [Favorites](#) [Track Order](#) [Help](#)

What can we help you find today?



[My Account](#)

[Cart](#) | 0 items

[All Departments](#) [Home Decor & Furniture](#) [DIY Projects & Ideas](#) [Home Services](#) [Specials & Offers](#) [Local Ad](#)

[Home Decor](#)

[Furniture](#)

[Kitchen & Dining](#)

[Bedding & Bath](#)

[Lighting](#)

[Window Treatments](#)

[Shop By Room](#)

[Savings](#)

[Home](#) / [Appliances](#) / [Small Kitchen Appliances](#) / [Mixers](#) / [Stand Mixers](#)

## Stand Mixers (0 Results)



KitchenAid



Sunbeam



Hamilton Beach



Work Bowl Capacity: 6  
qt (US)



Work Bowl Capacity: 5  
qt (US)



Work Bowl Capacity: 4.5  
qt (US)

Your Selection:

Price: \$200 - \$250

Sorry, there are no products available online or in your local store. Please use our [Store Finder](#) to select another local store.



Shop ▾

Clearance

Summer of Sport

🔍 What are you looking for?



**SAME DAY DELIVERY**  
Order by 6pm. Terms apply.

Only £3.95



**PAY ONLINE NOW OR PAY  
WHEN YOU PICK UP IN-STORE**



**YOU CAN PA  
WITH THE A**

[< Home](#) [< Home and garden](#) [< Pet supplies](#) [< Dog](#) [< Dog travel and car products](#)

Filter by

[Clear all](#)

1 Applied Filter

Folds for storage: No

Brands

Pet gear (1)

Price

£50 - £100 (1)

Customer Rating

Show All (1)

2 ★ or more (1)

## Dog travel and car products

Showing 1 - 1 of 1 products

Sort by | [Rele](#)



Pet Gear Travel Light Fi-Bold Pet Ramp

★ ★ ☆ ☆ ☆ (1)

# SEXY CUSTOM EXTRACTION



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Google Analytics

Log files



Backlink data



PageSpeed Insights

XML sitemaps



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	Sitebulb	Screaming Frog	DeepCrawl	OnCrawl
Custom extraction	NO	YES	YES	YES
Google Analytics	YES	YES	YES	YES
Search Console	YES	YES	YES	YES
Majestic SEO	NO	NO	YES	YES
AHREFS	NO	YES	NO	Coming soon
Logfile Analysis	NO	YES – separate product	YES	Yes – separate product
PageSpeed Insights	NO	Separate crawl	YES (JS injection)	NO

I wrote a thing:

[lukecarthy.com/MozCon](http://lukecarthy.com/MozCon)



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# Thank you!



@MrLukeCarthy



/in/lukecarthy



lukecarthy.com

(don't look at this yet. It's a bit shit.)