

It's NordicClick Newsletter Time.

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## Click Coffee Break



## Happy August!

Summer may be winding down, but we're ignoring that sad reality by focusing on one of the best parts of August: the Olympics! Nothing fuels work ethic quite like the low buzz of adoring fans coming from the TV in the background. Is the whole world cheering for Simone Biles' impeccable floor routine or for your medal-worthy work in AdWords? Totally the latter.

### In this issue:

- Words of wisdom from last year's fantasy football champ
- Life at NordicClick in pictures
- A pup in a life vest because safety first
- NC employees' Olympic-sized dreams

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## Click Cram Session



# AdWords Experiments:

## The Keyword Match Types Killing Your ROI

[AdWords Experiments: The Keyword Match Types Killing Your ROI](#)



## 4 WAYS TO TAKE ADVANTAGE OF THE NEW SEARCH CONSOLE REPORT

NordicClick

[4 Ways To Take Advantage Of The New Search Console Report](#)

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## Click Currently

### Advice from the Reigning Fantasy Football Champ

We're gearing up for one of our favorite team-bonding events of the year: the NordicClick Fantasy Football League. As many of you may be preparing for leagues of your own, we sat down with last year's victor, Mike McAnally, to see if he might spill his secrets of success...

**So, Mike, fantasy football is pretty important to you. Tell us about your off-season mental preparation.**

*I have been in very competitive leagues for over 20 years. The key before the season is to participate in the mock drafts online at sites like ESPN or Yahoo. You can put yourself in different draft positions and practice fielding teams.*

**Any strategy tips you'd be willing to share?**

*Check out the rules of your league. There are often little known rules that may value a position or skill differently. In some leagues the running back is the most valuable and in others it may be the wide receivers or quarterback.*

**There seems to be no shortage of upsets in fantasy. What was your proudest moment of the season?**

*I was playing JP who is one of my biggest rivals in the office league. He was beating me at the end of the Monday night game by a slim margin. There was a stat correction on Tuesday morning and I won by 0.1 points.*

**What parting words of wisdom do you have for fantasy football first-timers?**

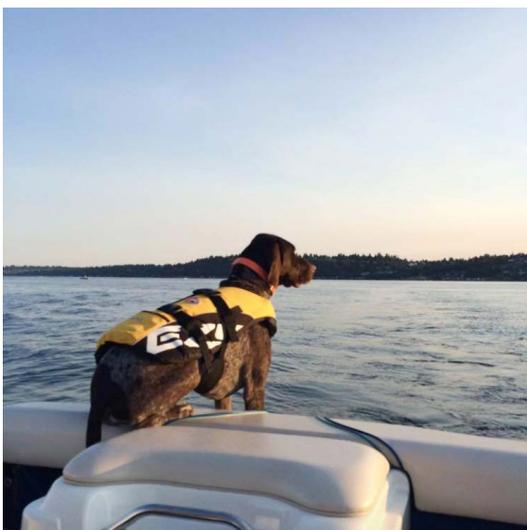
*For first time players there is a certain amount of studying that is needed. If you want to have fun you need to know the players and how fantasy football is played.*



## Meet Jared

This summer we welcomed another Digital Manager to the office. Jared Drahonovsky majored in mass communication and advertising at UW-Eau Claire and joins the team with a few years of paid search under his belt already. We're excited to have him!

[Read Jared's bio here >](#)



## Pet of the Month

**Name:** Durham

**Breed:** German Shorthair Pointer

**My Human:** Taylor

**My Friends Call Me:** Durs

**Age:** 4

**Favorite Food:** Lemon yogurt (and anything I can find on the floor)

**Favorite Activity:** Chasing birds in my backyard

**Personal Role Model:** My big brother, Rhett

# Click Gram



## Click Chat

**Athletic ability aside, in which olympic event would you compete in Rio 2016?**

**Mike:** "Freestyle Wrestling - I wrestled in High School and would love to compete for my country on the mat."

**Renee:** "Platform Diving - I have been known to dive head first off of abandoned Cruise Liner Docks. It was my claim to fame back in the day."

**Carrie:** "Gymnastics - In reality I can't even do a cartwheel, but in another life I would stick every landing."