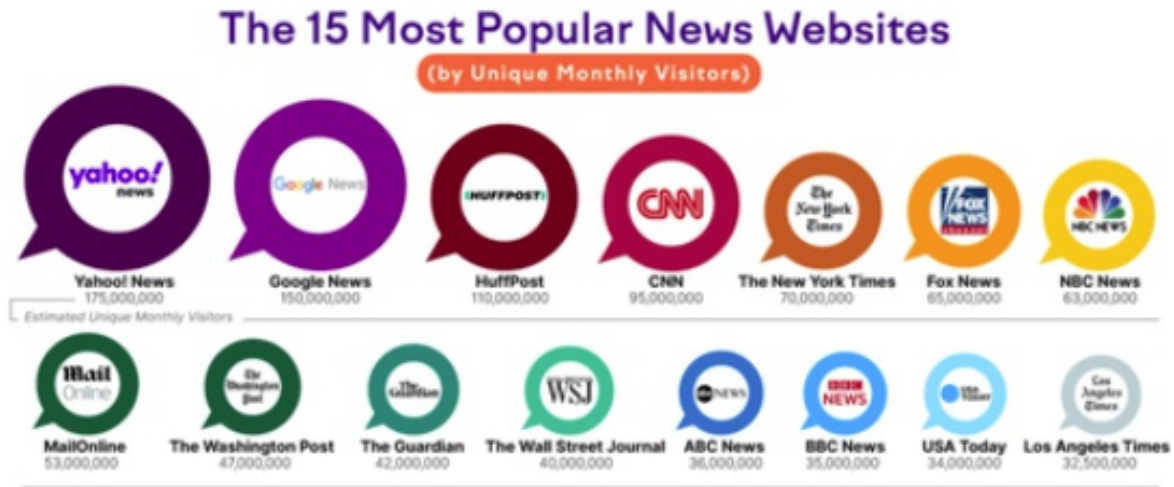


AMERICA'S MOST SEARCHED NEWS

or

*How the CIA has to fake its own importance
and hasn't even the competence to do that*



by Miles Mathis

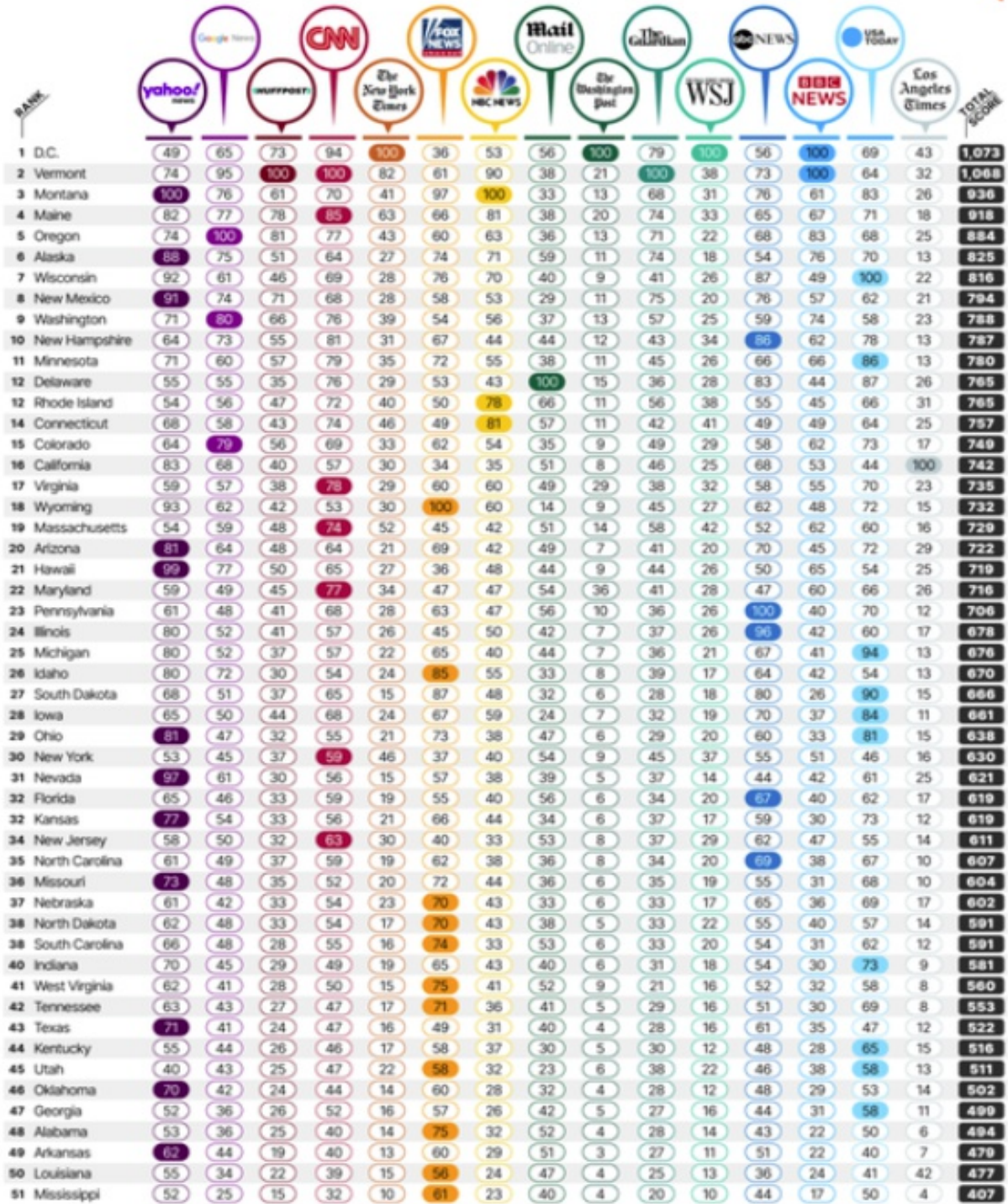
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YesterdayZerohedge [republished graphics from SEMRush](#) that supposedly show the popularity of various news outlets, including the *Washington Post*.

(see undertitle and below)

The U.S. States Ranked by Their Interest in Searching for News Sites

For each news site, popularity scores are scaled from 0 to 100, with 100 points assigned to the location where the site's name made up the highest proportion of total searches. We then added up all 15 scores for each state to find which states had the highest interest in searching for news sites overall.



Focusing to start with on just the *Washington Post*—which we know is the CIA's own newspaper, written out of Langley—study those charts for a moment. Notice the number for monthly visitors is given as 47,000,000. It was that or 33,000,000. Year one of the CIA was 1947, so they love that

number. Already telling us these numbers are faked and fudged. According to the first chart, the *Post* is the 9th most popular source in the US, ahead of ABCNews, the Guardian, BBC, and USAToday. Doesn't feel right already, does it?

That's because it isn't right, and they admit that in the second graph. Notice there how low all the *Post*'s numbers are, compared to say ABCNews. The *Post* scores 100 in DC, and 36 in Maryland, but in the single digits almost everywhere else. Whereas ABCNews scores above 50 almost everywhere. The only place which has numbers almost as pathetic as the *Post* is the *LATimes*, but the *LATimes* has only six states in single digits, while the *Post* has 35. You will say we have to weight that by population, but it doesn't help, since DC and Maryland have about the lowest populations of any states. The only decent state the *Post* has in its column is Virginia, but even in Virginia the *Post* only scores a 29. So we may deduce the popularity of the *Post* is overstated by a huge margin in the first graph, confirming our suspicion that the number 47 was just made up.

We can get a thumbnail idea of how inflated that number is by first adding up all the numbers from the *Post* and the *LATimes*, and dividing by 51. The *Post*'s number is 11, while the *LATimes* number is 18. But it is even worse than that, because the *LATimes* biggest numbers come in the largest states like California. It does almost as well in Virginia as the *Post*, and even does well in DC. So we can estimate that the *LATimes* is about twice as popular nationwide as the *Post*. Which would put the *Post*'s number at something like 16 million, not 47 million.

As backup, let's do the same thing for ABCNews. Its average number is 59.5, and we see huge numbers of 100 and 96 in the big states of Pennsylvania and Illinois. So I estimate ABCNews has at least nine times the viewers of the *Post*. Which would make the *Post*'s number 4 million, not 47 million. That is assuming the given numbers for ABCNews and the *LATimes* are correct, which we see they probably aren't—since they give us different estimates for the *Post*'s correction. This tells me the number for the *LATimes* is also probably inflated. Averaging both those corrections gives us something on the order of 10 million for the *Post*, which still seems high to me. If we assume the *LATimes* number is also inflated, it puts the *Post*'s number closer to 4 million than to 16 million.

So we have just crunched their own statistics to show they are overestimating their own numbers by around 10 times, and maybe much more.

On the way out, I will point out another thing that jumped out at me here. They also seem to be inflating the popularity of YahooNews. Why would they do that? Because Google doesn't need any help right now, but YahooNews does.

All this tells us that SEMRush must be some sort of CIA front. It isn't hard to confirm that, since they admit they have a headquarters in Limassol, [Cyprus](#). Why would an SEO company come out of Limassol, unless they were Phoenicians?