



Horia Neagu Aka The SEO Wolf



Pirat



Fictiv

Corsar





La inceput a fost spam...

Web 1.0
(1993 - 2004)



Web 2.0
(2005 - 2020)



Web 3.0
(2020 - ?)





La inceput a fost spam...

TECHNICAL

- ❑ TLD speculation
- ❑ JavaScript redirects
- ❑ Cloaking
- ❑ IP Delivery
- ❑ Doorway pages

CONTENT

- ❑ Keyword stuffing
- ❑ Meta tag stuffing
- ❑ Hidden text
- ❑ Serps scraping
- ❑ Article spinning

LINK SPAM

- ❑ Automated link building
- ❑ Automated submission
- ❑ Link farming
- ❑ Cookie stuffing
- ❑ Auto-forum spam
- ❑ Blog comment spam

SEO



SEO

ANALIZA

- ☐ Keyword research
- ☐ Analiza de SERPS
- ☐ Competitive intelligence
- ☐ Website trends
- ☐ Web Analytics

STRATEGIE

- ☐ Strategia de ranking
- ☐ Information architecture
- ☐ internal linking
- ☐ usability
- ☐ Strategia de content
- ☐ Web Analytics

ON-SITE SEO

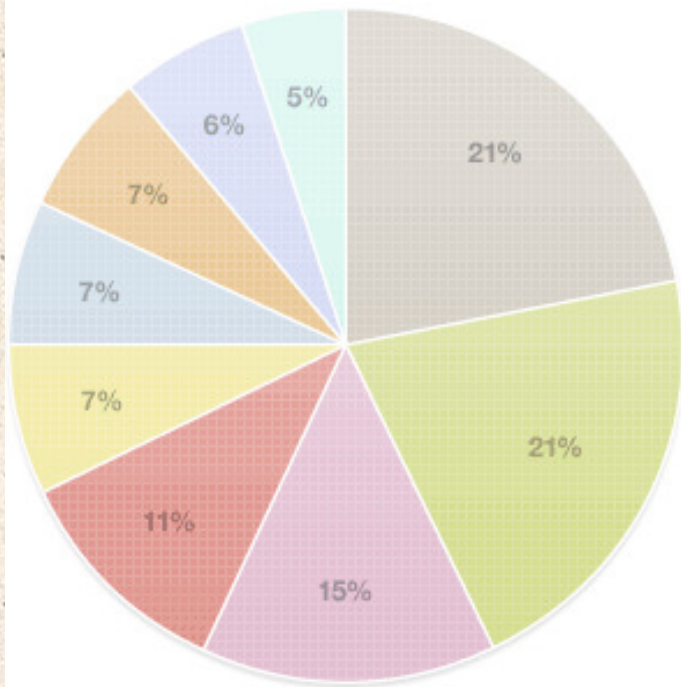
- ☐ Optimizare meta
- ☐ Broken links
- ☐ Crawl test
- ☐ Content
- ☐ Web Analytics

LINK BUILDING

- ☐ Backlink analysis
- ☐ Blogging
- ☐ Article submission
- ☐ Link wheeling
- ☐ Web Analytics



goodies



Page Level Link Metrics	21.45
Domain Level Link Authority Features	21.13
Page Level Keyword Usage	14.93
Domain Level Keyword Usage	10.73
Page Level Social Metrics	7.22
Domain Level Brand Metrics	6.78
Page Level Keyword Agnostic Features	6.74
Page Level Traffic/Query Data	6.26
Domain Level Keyword Agnostic Features	4.92



goodies



Search Status



SEO Quake



Xenu Link Sleuth



Link Diagnosis



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SEnuke
(bonus)



THANK YOU!



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