

FERITI-VA DE ULEIUL DE SARPE SEO!



Horia Neagu

 **lumea**
SEO PPC #51

27.04.2012

ULEI DE SARPE?



ULEI DE SARPE SEO

Popularizarea masiva a SEO

Constientizarea nevoii de SEO

Descoperirea potentialului financiar

Aparitia escrocilor

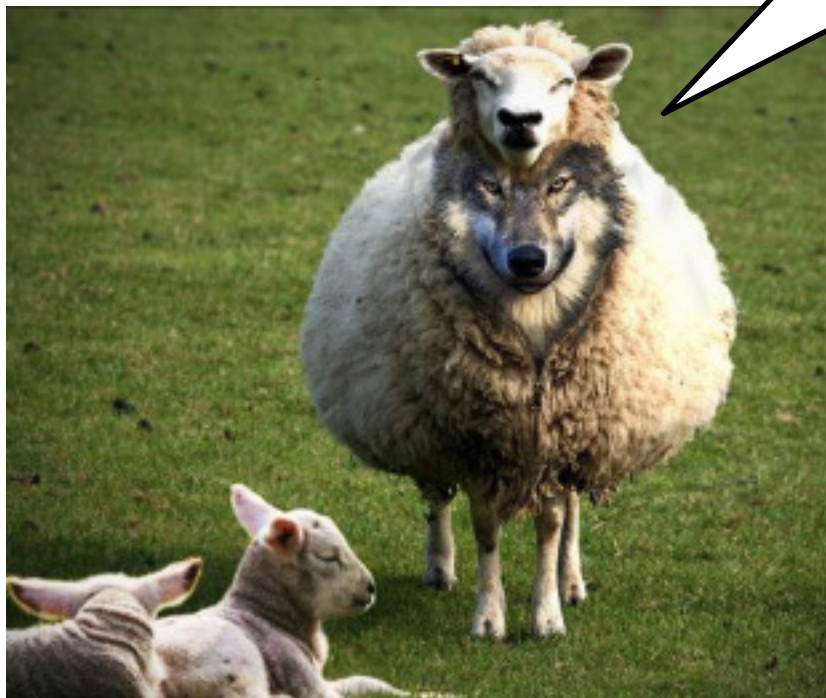
Disruptia pietei



Snake Oil Sales

GARANTAM PRIMA POZITIE IN GOOGLE

Va garantem ca nu va
voi manca.



GARANTAM PRIMA POZITIE IN GOOGLE

- No one can guarantee a #1 ranking on Google.



Google webmaster
tools



WTF
keywords



RANKING TOP 10 IN MAI PUTIN DE 30 DE ZILE



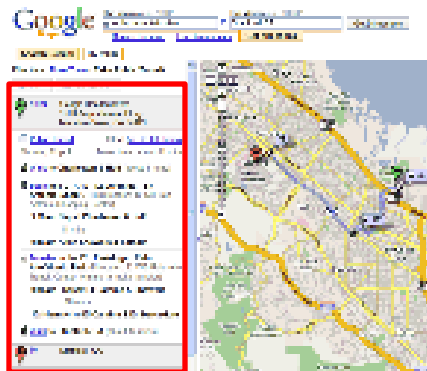
PATIENCE

Even the Empire has to wait in line...

RANKING TOP 10 IN MAI PUTIN DE 30 DE ZILE



AdWords = SEO
SAU
AdWords ajuta la SEO



Google Maps

Nu se poate, la mine in Google apare pe prima pozitie, uitati...

Editare de screenshots



Minciuni

**VA VOM INSCRIE SITE-UL
IN 10.000 DE DIRECTOARE
SI MOTOARE DE CAUTARE**



PHONY SEO GURU

I make you money fast. What? The handcuffs? Don't worry!

JOHNKASCHERZBURGER.COM

VA VOM INSCRIE SITE-UL IN 10.000 DE DIRECTOARE SI MOTOARE DE CAUTARE



99,99%

10.000 de motoare de cautare



10.000 de directoare

**METODELE NOASTRE SUNT
SECRETE, NU LE PUTEM
DIVULGA**



Discutand cu un potential client...

Cum
functioneaza
SEO?

Exista mai multe tehnici,
dar esential este sa ai
content valoros si sa
obtii link-uri in mod
responsabil.

Discutand cu un potential client...

Serios? Cealalta
companie de SEO
sustinea ca este prea
complicat pentru
muritorii de rand.

Of...

Intre timp, la "cealalta companie de SEO"...

Black Magic SEO

Te aducem pe prima pozitie, dar nu ne intreba cum facem!

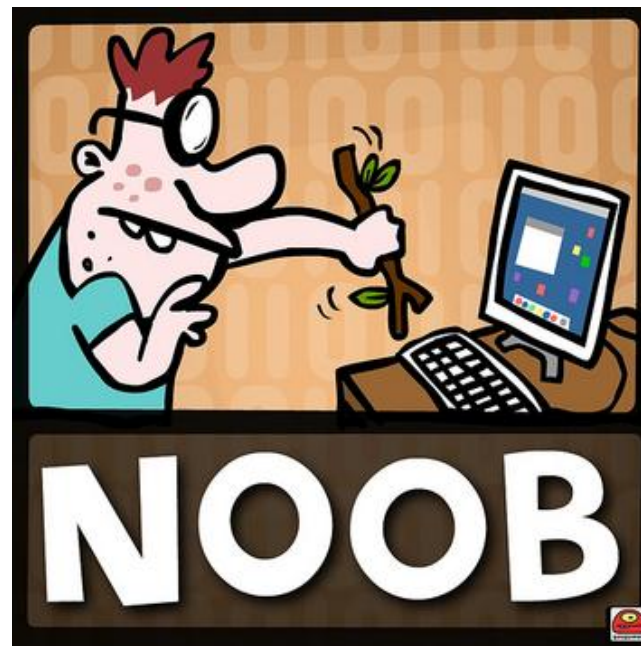
Prima pozitie, prima pozitie...
Keywords, keywords, keywords...
Google, Google, Google...

Prima pozitie...
Keywords, keywords...
Google, Google...

Prima pozitie...
Keywords, keywords...
Google, Google...

Prima pozitie, prima pozitie...
Keywords, keywords, keywords...
Google, Google, Google...

**METODELE NOASTRE SUNT
SECRETE, NU LE PUTEM
DIVULGA**



**STIM PE CINEVA DE LA
GOOGLE / SUNTM
PARTENERI GOOGLE /
CUNOASTEM ALGORITMUL**

SCAM!
Alert!

STIM PE CINEVA DE LA GOOGLE / SUNTM PARTENERI GOOGLE / CUNOASTEM ALGORITMUL



Non-Disclosure Agreement

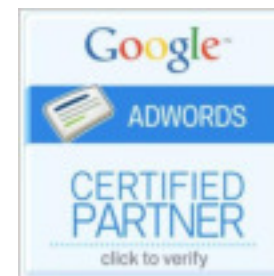
Google

Discloser:
Effective Date: 11/10/2008

Participant:

In order to protect certain confidential information that may be disclosed by Discloser ("DISCLOSER") to the "Participant" above, they agree that:

1. The confidential information disclosed under the Agreement is described as:
2. The Participant shall use the confidential information received under the Agreement for the purpose of:
3. The Participant shall protect the disclosed confidential information by using the same degree of care, but no less than a reasonable degree of care, to prevent the unauthorized use, dissemination, or publication of the confidential information as the Participant uses to protect its own confidential information of a like nature.
4. The Participant shall have a duty to protect only that confidential information which is (a) disclosed by DISCLOSER in writing and marked as confidential at the time of disclosure, or which is (b) disclosed by DISCLOSER in any other manner and is identified as confidential at the time of the disclosure and is also so marked and designated as confidential in a written memorandum delivered to the Participant within 30 days of the disclosure.
5. This Agreement imposes no obligation upon the Participant with respect to confidential information that becomes a matter of public knowledge through no fault of the Participant.
6. The Participant does not acquire intellectual property rights under this agreement except the limited right of use set out in paragraph 2 above.
7. DISCLOSER makes no representation or warranty that any product or business plan disclosed to the Participant will be marketed or carried out as disclosed, or at all. Any actions taken by



VOM GENERA MII DE LINK-URI CATRE SITE-UL DUMNEAVOASTRA

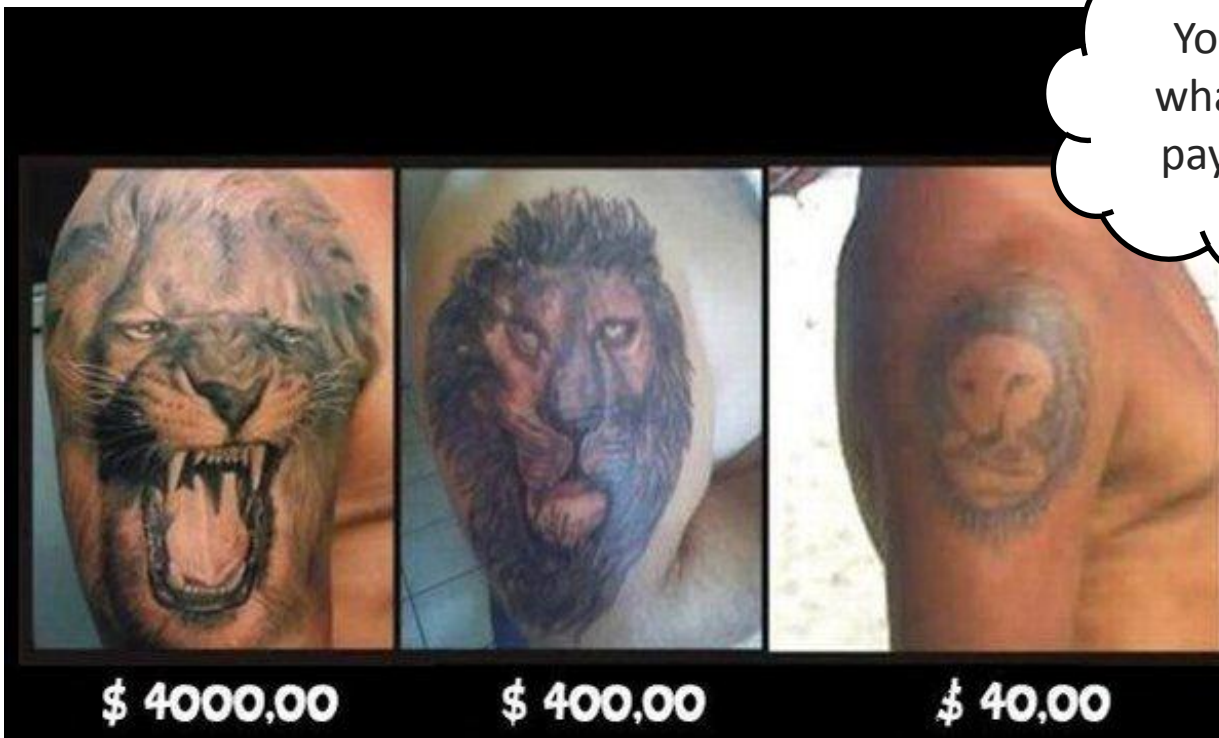


D I R E C T O A R E
I R E L E V A N T E



CELE MAI IEFTINE SERVICII SEO / CHILIPIR / FLAT RATE LUNAR

You get
what you
pay for...



ALTE INSELATORII



Va facem un site full flash si includem si SEO in pachet.



Alexa Rank va fi unul din KPI in campania SEO.

Reciprocal Links



Vom genera mii de link-uri reciproce pentru site-ul Dvs.



Vom genera zeci de mii de vizite catre site-ul Dvs.

**COPYRIGHT OR
COPYWRONG**

Revendicam ownership pe copy si meta.



CUM STABILIM OBIIECTIVELE

Corporate Priorities	Business Objectives	Goals	KPIs	KPI Target
<i>Reach out to more customers</i>	Grow active customer base	Increase interest in contacting customer service	Traffic to "Contact Us" page	X
		Turn the website into a one-stop source of information	Traffic to "Useful Info" page	X
			Access of product info form	
			Brochure downloads	
		Increase lead profitability	Average value per lead	X
Increase conversion profitability	Average order value	X		
<i>Focus on business growth</i>	Strengthen market position	Enhance Search Engine rankings	Google ranking for <keyword>	X
			Google ranking for <keyword>	X
			Google ranking for <keyword>	X
			Google ranking for <keyword>	X
			Google ranking for <keyword>	X
		Attract more visitors via Search Engines	Organic traffic	X
			Non-branded vs branded keywords	X
		Generate more Search Engine results vs competitors	Share of search	X
<i>Simplify our services</i>	Delivering value to customers	Increase customer interaction	Newsletter sign-ups	X
		Enhance visitor retention rates	Visitor loyalty	X
			Visitor recency	X
		Make sure visitors find what they're looking for	Task completion rate - Task 1	X
			Task completion rate - Task 2	X
			Task completion rate - Task 3	X
		Stimulating customer interest in the website	Length of visit	X
Depth of visit	X			

VA MULTUMESC!



[@seowolf](https://twitter.com/seowolf)



[gplus.to/seowolf](https://plus.google.com/seowolf)



fb.me/neaguheria



seo-wolf.com



linkd.in/neaguheria



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