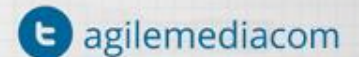
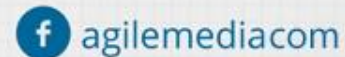


10 + 10 Intrebari Pentru SEO-isti si Clienti

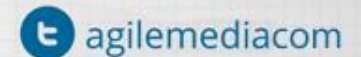
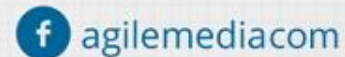
Daniel Ene

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10 Intrebari de pus unui SEO-ist



1. Ce tehnologii/platforme folosesti?



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2. De unde obtii linkuri?





“...THE OBJECTIVE IS NOT TO
“MAKE YOUR LINKS APPEAR
NATURAL”;
THE OBJECTIVE IS THAT
YOUR LINKS ARE NATURAL.”

- Matt Cutts

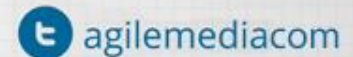
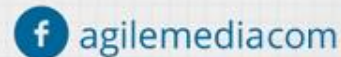
Google



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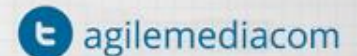
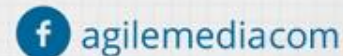
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3. Care sunt primele efecte si in cat timp se vad?



4. Cat de departe vezi optimizarea site-ului meu?

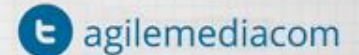
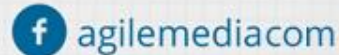
- Te opresti doar la linkuri, articole puse in anumite locuri, faci doar anumite modificari in interiorul site-ului la titluri, descrieri, h-uri, imagini, text sau mergi pana la a construi/reconstrui elemente/sectiuni noi in site pentru cresteri?



5. Daca Google isi schimba tot timpul algoritmi cum iti poti face treaba?



- Cum identifici cauzele unei penalizari?



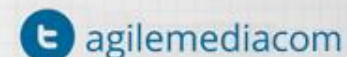
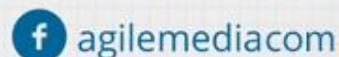
6. Ai experienta tehnica in optimizarea site-urilor?

INFORMATION ARCHITECTURE

WEBSITE PLATFORM

WEBSITE CODING & DESIGN

TECHNICAL SEO





**7. Imi oferi transparenta in tot ce faci?
Imi vei oferi documentatie pentru
toate schimbarile pe care le vei face in
site?**

Transparency
is The New
Green.

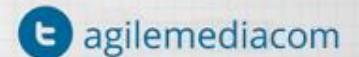
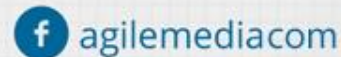
8. Ce se intampla cand vom termina contractul? Voi pastra toate drepturile pentru munca voastra?



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9. Cum vom comunica si cat de des? Imi trimiti rapoarte “macar” lunar?





10. De ce as lucra cu tine? Ce te diferentiaza de restul?



BE DIFFERENT



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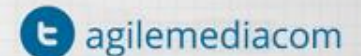
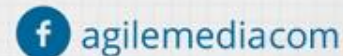
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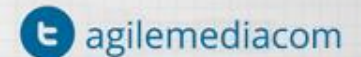
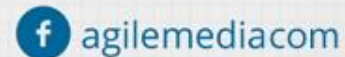
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Intrebari amuzante

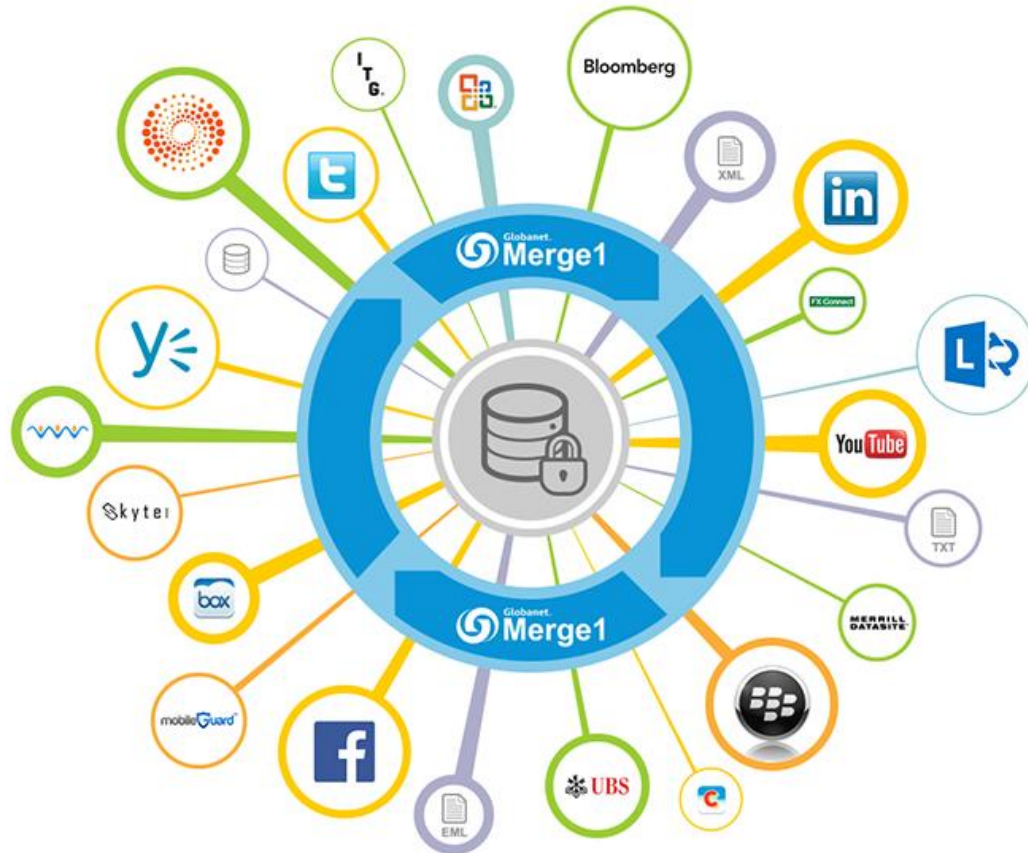
- In cat timp ajung pe locul 1? Garantezi pozitii in Google?
- Cat imi va creste traficul?
- La ce sa ma astept?
- De cate linkuri am nevoie sa cresc?
- Cum fac sa il depasesc pe competitorul meu?
- Cum cresc PR-ul?
- Asta e pretul final?



10 Intrebari de pus clientilor



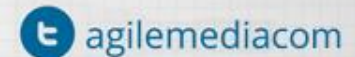
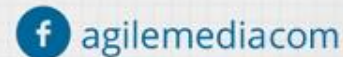
1. Care sunt sursele voastre de continut, cine genereaza acest continut?



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t agilemediacom


2. Care este planul pentru promovarea conținutului? Există o procedură bine definită pentru distribuția lui?




3. Ce tool-uri folositi pentru monitorizarea brandului in mediul online?

ONLINE
BRAND
PROTECTION



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4. Ati mai facut SEO? Ce alte canale de promovare online ati mai folosit?

microblog

WEB

referral
marketing

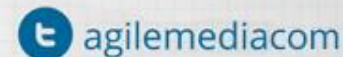
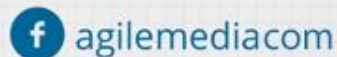
mobile
advertising

Marketing

SEO

affiliate
marketing

email
marketing





5. Care sunt canalele care au cel mai bun ROI?



ROI



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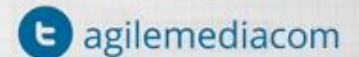
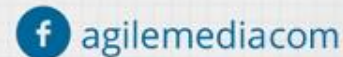
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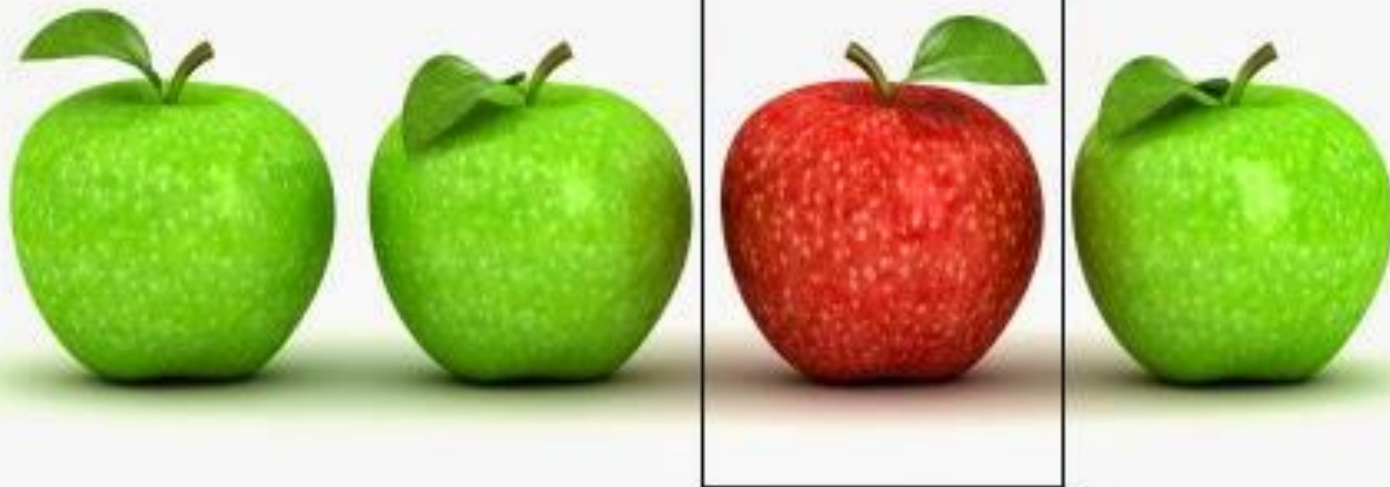
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6. Care este audienta targetata? Activati local sau national?





7. Ce te diferentiaza de competitia ta?



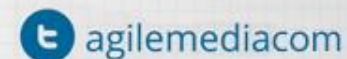
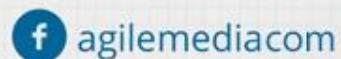
Differentiate



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8. Care sunt resursele din compania ta de care ne putem folosi?



9. Care este strategia voastra de marketing pe termen lung?



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10. Care sunt asteptarile in urma acestei campanii SEO?



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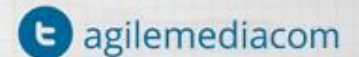
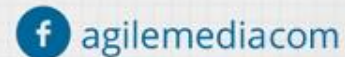
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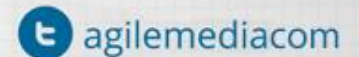
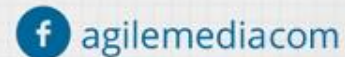
Intrebari amuzante

- Cati bani aveti?
- Cati bani esti dispus sa investesti in viitorul afacerii tale?
- Cate luni poti sa ma platesti?
- Platesti la timp?
- Aveti Google Analytics?



Concluzii

- Puneti cat mai multe intrebari



Multumesc!

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- [facebook.com/danielicb](https://www.facebook.com/danielicb)

