

Salut!





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**lumea  
SEO PPC**

unicul eveniment lunar  
**DESPRE SEO si PPC MARKETING**  
intrare gratuită

SEO dintr-un nou unghi: sâmbătă, 12 iunie 2010, Orange  
Concept Store – Invitație la cea de-a doua ediție lunară  
Lumea SEO PPC

Lumea SEO PPC

Concept Store – Invitație la cea de-a doua ediție lunară



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Salut, eu sunt Mihail,

Full time community manager, Blogway



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# Cuvintele cheie (Google)

Note - Patent Claim #	Factor #	POSITIVE ON-Page SEO Factors	Brief Note
50	-	<b>KEYWORDS</b>	<b>Google patent</b> - Topic extraction For keyword selection, try <a href="#">Google Ad Words</a> - <a href="#">Google Trends</a>
HOT	1	<b>Keyword in URL</b>	First word is best, second is second best, etc.
HOT	2	<b>Keyword in Domain name</b>	Same as in page-name-with-hyphens
-		<b>Keywords - Header</b>	
HOT	3	<b>Keyword in Title tag</b>	Keyword in Title tag - close to beginning Title tag 10 - 60 characters, no special characters.



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# Cuvintele cheie (WordPress)



## Permalink Settings

By default WordPress uses web URLs which have question marks and lots of numbers in them, but you can choose a better structure for your permalinks and archives. This can improve the aesthetics, usability, and forward compatibility of your site. Here are some examples to get you started.

### Common settings

- Default `http://www.blog.blogway.ro/?p=123`
- Day and name `http://www.blog.blogway.ro/index.php/2010/06/11/sample-post/`
- Month and name `http://www.blog.blogway.ro/index.php/2010/06/sample-post/`
- Numeric `http://www.blog.blogway.ro/index.php/archives/123`
- Custom Structure



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# Cuvintele cheie (WordPress)

## All in One SEO Plugin Options

All in One SEO Options Updated.

This is version 1.4.6.15 | [FAQ](#) | [Feedback](#) | [Translations](#) | [Donate](#)

Click on option titles to get help!

Home Title:

Blogway's blog

Home Description:

Vrei blog pe propriul domeniu?

Home Keywords (comma separated):

blog, domeniu .ro, hosting, hostway, blogway, blog .ro, domeniu, wordpress

Rewrite Titles:



Post Title Format:

%post\_title% | %blog\_title%

Page Title Format:

%page\_title% | %blog\_title%



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# Cuvintele cheie (WordPress)

WordPress dashboard header: Blogway's blog [Visit Site](#)

Navigation: [Dashboard](#) [Edit Post](#)

Left sidebar: [Posts](#) (dropdown), [Edit](#), [Add New](#)

Main content: **Blogway prezinta: SEO pe WordPress - 12 Iunie 2010**

Permalink: <http://www.blog.blogway.ro/2010/06/11/blogway-prezin...-12-iunie-2010/> [Edit](#)



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# Cuvintele cheie (Google)

		<b>Keywords - Body</b>	
-	6	Keyword density in body text	5 - 20% - (all keywords/ total words) Some report topic sensitivity - the keyword spanning threshold % varies with the topic.
-	7	Individual keyword density	1 - 6% - (each keyword/ total words)
<b>HOT</b>	8	Keyword in H1, H2 and H3	Use Hx font style tags appropriately

<b>BAD</b>	48	<u>Keyword stuffing threshold</u>	In body, meta tags, alt text, etc. = demotion
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# Cuvintele cheie (WordPress)

- `<h1><a href="http://www.blog.blogway.ro/">Blogway &#039;s blog</a></h1>`
- `<h2>Privat: Blogway prezinta: SEO pe WordPress &#8211; 12 Iunie 2010</h2>`
- `<!-- all in one seo pack 1.4.6.15 [301,393] -->`
  - `<meta name="description" content="" prezentare in care vom afla de ce WordPress este o platforma puternica si din punct de vedere SEO. Editia aceasta este intitulata: SEO dintr-un nou unghi" />`
  - `<meta name="keywords" content="orange concept store,seo,wordpress,recomandari" />`



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# Link-urile (Google)

54	-	<b>NAVIGATION - OUTGOING LINKS</b>	
55	19	To external pages- keywords?	<b>Google patent</b> - Link only to good sites. Do not link to link farms. CAREFUL - Links can and do go bad, resulting in site demotion. Unfortunately, you must devote the time necessary to police your outgoing links - they are your responsibility.
56	20	Outgoing link Anchor Text	<b>Google patent</b> - Should be on topic, descriptive
61, 62	21	Link stability over time	<b>Google patent</b> - Avoid "Link Churn"



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# Link-urile (WordPress)

The screenshot shows the WordPress editor interface. At the top, the title of the post is "Blogway prezinta: SEO pe WordPress - 12 Iunie 2010". Below the title, the permalink is displayed as "http://www.blog.blogway.ro/2010/06/11/blogway-prezin...-12-iunie-2010/". The editor toolbar includes options for "Upload/Insert", bold, italic, text color, list, quote, link, paragraph, underline, font color, and media. The main content area shows a paragraph of text: "O prezentare in care vom afla de ce WordPress... Editia aceasta este intitulata: 'SEO dintr-un nou... fiind a doua editie lunara a unui eveniment care... organizat de Lumea SEO PPC, proiect sustinut de... Program:". A yellow box highlights the text "Lumea SEO PPC" in the paragraph. An "Insert/edit link" dialog box is open in the foreground, showing the following fields: "Link URL" with the value "http://lumeaseoppc.ro/", "Target" set to "Open link in a new window", "Title" with the value "Lumea SEO PPC", and "Class" set to "-- Not set --". The dialog box has "Cancel" and "Insert" buttons.



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# Link-urile (Google)

-	26	Hyphens in URL	Preferred method for indicating a space, where there can be no actual space One or two= excellent for separating keywords (i.e., pet-smart, pets-mart) Four or more= BAD, starts to look spammy Ten = Spammer for sure, demotion probable?
-	35	URL length	Keep it minimized - use somewhat less than the 2,000 characters allowed by IE - less than 100 is good, less is even better



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# Link-urile (WordPress)





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# SEO (Search Engine Optimization)

In loc de Recapitulare...

- Post (cuvant cheie e bine sa se regaseasca in Title, Tag, Categorie, Descriere post & Bold, Post, Link). Similar poate sa fie si pentru o pagina.
- Plugin: All in One SEO Pack - se poate lua de pe <http://wordpress.org/extend/plugins/>



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## Slide-uri BONUS

- Mai jos sunt cateva slide-uri, mai ales pentru cei care poate nu au avut sansa sa experimenteze prea mult un blog, sau, si mai mult de atat, un blog pe WordPress.
- Avand atat de putin timp la dispozitie in cadrul intalnirii de azi, m-am gandit sa aveti aceste informatii la dispozitie cel putin dupa fiecare



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# Beneficii blog

- Construirea si Consolidarea imaginii personale ("brand personal")
- Financiar (monetizare directa sau indirecta)
- Sustinere proiecte /campanii (personal, ale altora)
- Crearea unei comunitati /  
Intalnit oameni cu pasiuni





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# Beneficii blog pe WordPress

- Usurinta de a face publica continut
- Flexibilitate in a "modela" site-ul (post-uri, pagini, eCommerce, News, Blog)
- Posibilitatea de a extinde functionalitatile site-ului (install plugins)
- Usurinta in a modifica design-ul site-ului (change themes)



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# Cum pot avea un blog WordPress pe domeniu .ro?

## Alternativa 1

- Inregistrare domeniu
- Gazduire la o companie de hosting
- Construire blog
  - Custom (programare si design)
  - WordPress (instalat - teme)

## Alternativa 2

- Inregistrare domeniu pe

SEO dintr-un nou

Bucuresti

Luna 200

unghi  
blogway.ro

PPC

Slide 18



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# Resurse din prezentare..

## Google Ranking factors - SEO Checklist

- <http://www.vaughns-l-pagers.com/internet/google-ranking-factors.htm>

## Keyword stuffing

- [http://en.wikipedia.org/wiki/Keyword\\_stuffing](http://en.wikipedia.org/wiki/Keyword_stuffing)

## Disclaimer

- Google modifica periodic factorii dupa care da un scor unui site / blog, deci, resursa de mai sus poate sa aiba unele informatii care nu mai sunt de

Muțumesc

