

Cum devii specialist in SEO si PPC? Cum te poti dezvolta?

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SEO is like **teenage SEX**

Everyone **talks about it**, no one really knows **how to do it**, everyone thinks everyone else is **doing it**, so everyone claims they are **doing it**.



Care este **rolul** unui website?



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Tipuri de marketing online

- Agile Marketing
- Search Engine Marketing
- Inbound Marketing
- Affiliate Marketing
- Email Marketing
- Digital Marketing
- Guerilla Marketing
- Content Marketing
- Conversion Rate Marketing



<http://chiefmartec.com/2010/12/131-different-kinds-of-marketing/>

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Inbound **vs** Outbound Marketing

Inbound marketing is advertising a company through blogs, podcasts, video, eBooks, newsletters, whitepapers, SEO, Social Media Marketing, and other forms of content marketing.

In contrast, buying attention, cold-calling, direct paper mail, radio, TV advertisements, sales flyers, telemarketing and traditional advertising are considered **outbound marketing**.

Inbound marketing earns the attention of customers, makes the company easy to be found, and draws customers to the website by producing interesting content.

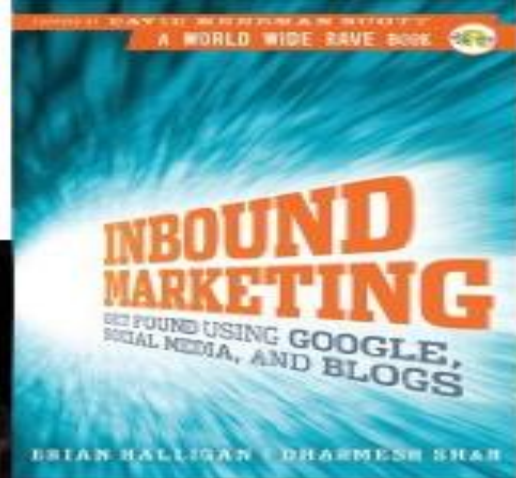


http://en.wikipedia.org/wiki/Inbound_marketing

<http://www.hubspot.com/inbound-marketing>



**INBOUND MARKETING WAS
MADE UP BY THESE GUYS**



**EVANGELISED
BY THIS GUY**



NOW THAT'S NEITHER GOOD NOR BAD...

Inbound Methodology

The best way to turn strangers into customers and promoters of your business.



Ce este SEO?




<http://www.portent.com/blog/seo/wtf-is-seo.htm>

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Does SEO, SEO is, is SEO

does seo	seo is	is seo
does seo work	seo is dead	is seo dead
does seo really work	seo is bullshit	is seo worth it
does seo still work	seo is dying	is seo still relevant
does seo matter	seo is a waste of time	is seo in 
does seo work for small business	seo is not dead	is seo dying
does seo matter anymore	seo is a joke	is seo dead 2013
does seo actually work	seo is a myth	is seo important
does seo software work	seo is it worth it	is seo bullshit
does seo work anymore	seo is hard	is seo still important
does seo really matter	seo is easy	is seo real
<input type="button" value="Google Search"/> <input type="button" value="I'm Feeling Lucky"/>	<input type="button" value="Google Search"/> <input type="button" value="I'm Feeling Lucky"/>	<input type="button" value="Google Search"/> <input type="button" value="I'm Feeling Lucky"/>



SEO

- Technical SEO
- Blogging/Content Marketing
- Design/UI/UX
- Social Media
- Link Building
- Digital PR
- Web Analytics
- Competitive Analysis
- Market Research
- CRO/ A/B Testing
- Lead Generation
- Reputation Management
- Email



<http://moz.com/rand/the-growth-of-web-marketing-fields/>





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There were 5 exabytes of information created between the dawn of civilization through 2003 but that much information is now created every two days and the pace is increasing.

- Eric Schmidt



<http://techcrunch.com/2010/08/04/schmidt-data/>

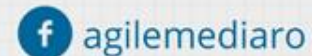


Skills

- Pasiune
- Tehnice
- Comunicare
- Creativitate
- Blogging
- Analitice
- Research
- Perseverenta
- Rabdare



<http://moz.com/blog/every-marketer-should-be-technical>



Trebuie sa folosim tool-uri

- Auditare/Analiza Site
- Link Building
- Analiza Competitiei
- Content Marketing
- Social Media
- A/B Testing
- Uzabilitate
- Analytics
- Emailing



CLIC TALE

CEMPER.COM
INTERNET MARKETING SERVICES

IFTTT



Visual Website
Optimizer



HubSpot

MAJESTIC SEO

RAVEN

LinkResearchTools



COGNITIVESEO



Google Analytics



OpenS

MOZ

ahrefs

bing
Webmaster



SEMRUSH
competitors research

WordStream



socialbakers

buffer

unbounce
THE DIY LANDING PAGE PLATFORM

Optimizely

hootsuite



crazyegg

KISSmetrics

feedly

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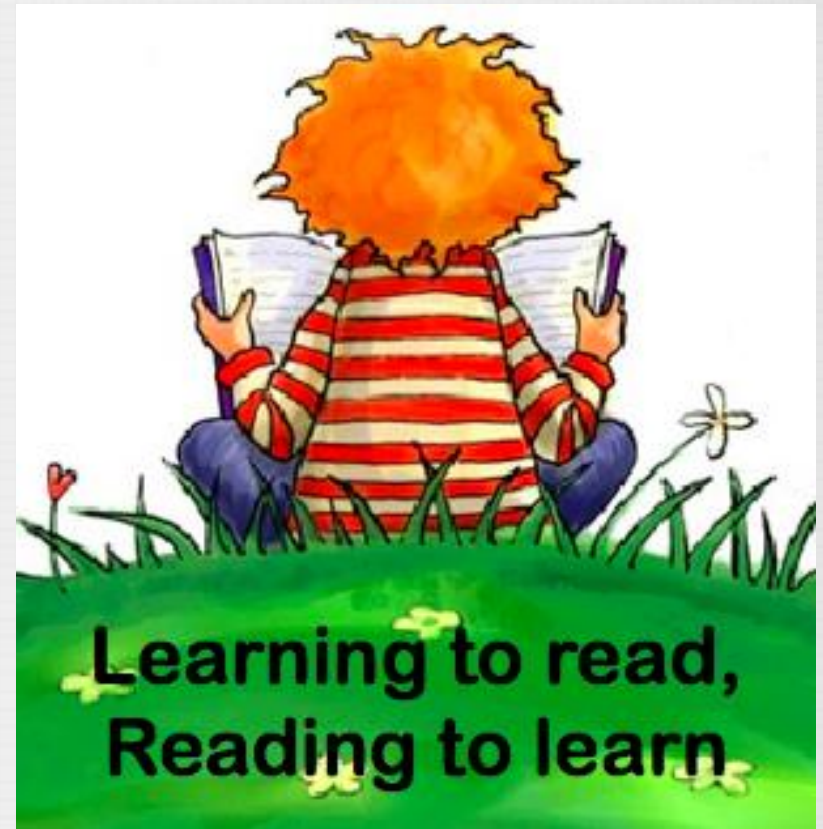
letstalk@agilemedia.ro

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Trebuie sa fim informati

- Carti
- Bloguri
- Video-uri
- Webinarii
- eBooks
- White Papers
- Studii de caz



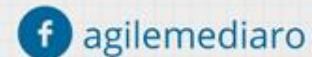
Recomandari



Cea mai buna metoda de a invata?



Formula magica



Cel mai viral articol pe Facebook

15 Things You Should Give Up To Be Happy

112 COMMENTS




Here is a list of 15 things which, if you give up on them, will make your life a lot easier and much, much happier. We hold on to so many things that cause us a great deal of pain, stress and suffering – and instead of letting them all go, instead of allowing ourselves to be stress free and happy – we cling on to them. Not anymore. Starting today we will give up on all those things that no longer serve us, and we will embrace change. Ready?

Here we go:



<http://www.purposefairy.com/3308/15-things-you-should-give-up-in-order-to-be-happy/>

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Linkuri utile

- <http://blog.hubspot.com/blog/tabid/6307/bid/33991/16-Smart-Resolutions-for-Better-Marketing-in-2013.aspx>
- <http://moz.com/blog/the-day-the-knowledge-graph-exploded>
- <http://moz.com/blog/visual-guide-to-keyword-targeting-onpage-optimization>
- <http://moz.com/rand/the-growth-of-web-marketing-fields/>
<http://www.slideshare.net/randfish/strategic-web-marketing>
- <http://www.portent.com/blog/seo/wtf-is-seo.htm>
- <http://moz.com/blog/every-marketer-should-be-technical>
- <http://www.conductor.com/blog/2012/07/demand-for-seo-professionals-has-never-been-greater-study/>
- <http://www.hubspot.com/inbound-marketing>
- <http://www.slideshare.net/bradfrostweb/death-to-bullshit> slide 37, 91

