

Optimizacija za pretraživače SEO (Search Engine Optimization)

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Internet Professional Program

Poslovno pozicioniranje na Internetu 2013. g.

- ☒ Zašto je važna optimizacija za pretraživače?
- ☒ Šta je SEO 2012?
- ☒ SEO proces
- ☒ Alati za SEO

Search Engine = Reputation Engine

The screenshot shows a Google search results page with the following details:

- Search Query:** prodaja
- Results Count:** About 52,100,000 results (0.12 seconds)
- Ad Related to prodaja:** Novi koncept prodaje - galoo.com
www.galoo.com/
Prinje ponude kupaca za proizvode i usluge - registrujte se besplatno
843 people +1d this page
- Tip:** Search for English results only. You can specify your search language in Preferences
- Search Tools:** SafeSearch off, Settings
- Results:**
 - Polovni automobili - auto oglasi, prodaja automobila, vozila, auto ...**
www.polovniamobilni.com/ - Translate this page
Najpošteniji sajt za polovne i nove automobile u Srbiji. Kupite ili prodajte auto putem besplatnih oglasa. Pronadite prav auto za sebe.
 - Motori - Detaljno - Poljoprivredna vozila - Marke**
 - Online prodaja - online shop - kolektivna kupovina**
online-prodaja.yupatal.com/ - Translate this page
Online prodaja - kolektivna kupovina Srbija ... Inelektronik - Internet prodaja alata - List computers - Mobilni Market - Mobilni Telefoni - Najbrža Kupovina ...
 - Internet Prodaja Guma : GUME NA AKCIJI**
www.internet-prodaja-guma.com/ - Translate this page
Internet prodavnica auto guma svih proizvođača. Isporuča na celoj teritoriji Srbije.
 - Prodaja - Pretraga nekretnina • Moi KVADRAT Nekretnine Srbija**
www.mojkvadrat.rs/nekretnine/.../prodaja - Translate this page
deluxe izdavanje. 93m² 690€ Novi Sad, Centar, Trg Mladenaca, deluxe prodaja. 27m² 23.000€ Beograd, Rakovica, Vidiševac, Priboraca, deluxe prodaja ...
 - H&M online prodaja | Facebook**
www.facebook.com/hmprodaja
December. H&M online prodaja is on Facebook. To connect with H&M online prodaja, sign up for Facebook today. Sign Up Log In Like Create a Page Privacy ...
 - Boki Cipelice Prodaja | Facebook**
www.facebook.com/pages/Boki..._Prodaja/167989396669653
Boki Cipelice Prodaja. 851 likes · 110 talking about this.
 - Ponuda rabljenih vozila - TRCZ - Prodaja rabljenih vozila**
www.trcz.hr/ - Translate this page
Auto salon rabljenih vozila TRCZ prodaje rabljena vozila sa garancijom. Kvalitetna rabljena vozila po povoljnim cijenama. Najeća ponuda rabljenih automobila ...
 - Jat Airways - Internet prodaja**
www.jat.com/ /internet_prodaja_v01.html - Translate this page
Prevoz putnika - Prodajna mesta JAT Airwaysa - Internet prodaja - Call Center - Poslovnice u zemlji - Predstavništva u inostranstvu. Poslovice - Internet prodaja ...
 - Prodaja Nekretnina Oglasli | Stanovi Prodaja, Prodaja Kuća ...**
srbijs-nekretnine.org/.../prodaja-nekretnina - Translate this page
Bilo da je u pitanju prodaja stana, prodaja kuće, vikendice, zemljišta, lokalna, splava ili nekog drugog formata nekretnine, besplatan oglas će biti odmah vidljiv ...
 - Prodaja kuća | Nekretnine I Kuće prodaja - oglasnici Njuskalo.hr**
www.njuskalo.hr/ Nekretnine - Translate this page
Nekretnine > prodaja kuća u Hrvatskoj. Velik izbor kuća u malim oglasima sa slikom, opisom i cijenom kuće.
- Related Searches:** prodaja kuća, limundo prodaja, prodaja nekretnina, bicikli prodaja, kupindo prodaja, prodaja telefona, prodaja pasa, prodaja satova
- Page Navigation:** 1 2 3 4 5 6 7 8 9 10 Next
- Page Footer:** Advanced search, Search Help, Give us feedback, Google.com, Google Home, Advertising Programs, Privacy & Terms, About Google

Zašto je važna optimizacija za pretraživače?

Google search results for "stomatološka ordinacija novi sad":

Ads related to stomatološka ordinacija novi sad ①

Stomatolog Novi Sad - stomatolog-novi-sad.rs
www.stomatolog-novi-sad.rs/
Stomatološka ordinacija Novi Sad, rešavamo sve probleme bezbolno.

Stomatološka klinika - drristic.com
www.drristic.com/
Keramičke fasete, implantati, beljenje zuba, lep i zdrav osmeh.

Tip: [Search for English results only](#). You can specify your search language in [Preferences](#).

Naslovna - Stomatološka ordinacija - poliklinika Oral B Čukić
www.mojzubar.com/ - Translate this page
Stomatološka ordinacija Oral B Čukić. Narodnog fronta 20, Novi Sad, Tel: +381 (0)21 467 006, +381 (0)21 63 63 613, Radno vreme: ponedeljak - petak: 10 ...

Ortis Ordinacija
www.ortis.co.rs/ - Translate this page
Stomatološka ordinacija specijalizovana za ortodontske tretmane. ... Novi Sad; Radnička 51/a tel. 021 6332796. Ali možete nas naći u još tri grada: Subotica ...

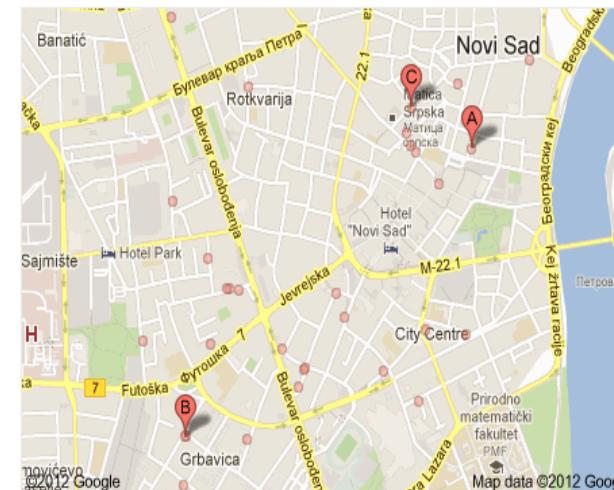
Stomatološka poliklinika Estetika
www.estetikadent.co.... - Translate this page
1 Google review

Stomatološka ordinacija Apolonia
apolonia.rs/ - Translate this page
1 Google review

Home - Stomatoloska ordinacija Dr Forai
www.diforai.com/ - Translate this page
Google+ page

About 122,000 results (0.55 seconds)

Map for stomatološka ordinacija novi sad



Map data ©2012 Google

More results near Novi Sad, Serbia »

Dragan Varagic 2 + Share

Web Images Maps Shopping More Search tools Safe Search

Google.rs

Search Engine Marketing

Google Web Images Video News Maps Desktop more » Advanced Search Preferences

Search Engine Positioning Search

Web Results 1 - 100 of about 63,500,000 for [Search Engine Positioning](#) (0.06 seconds)

Search Engine Positioning
How to improve the **positioning** of your site on the major **search engines**, without it taking over your life.
www.sofer.com/research/searchmain.html - 25k - Cached - Similar pages

bruceclay.com - Search Engine Optimization - SEO Training, Tools ...
Search Engine Optimization, ranking, placement, and submission tutorial. Free step-by-step SEO tools and advice. SEO training and services offered. ...
www.bruceclay.com/web_rank.htm - 89k - Cached - Similar pages

bruceclay.com - Internet Marketing: Search Engine Optimization ...
Award winning internet marketing tutorials and services: Search Engine Optimization, PPC, analytics, email, design and branding marketing site.
www.bruceclay.com/ - 29k - Cached - Similar pages

Search Engine Submission Tips
Covers search engine submission and registration issues - how to use meta tags, ...
Searchenginewatch.com The source for search engine marketing ...
searchenginewatch.com/showPage.html?page=webmasters - 53k - Cached - Similar pages

Intro to Search Engine Optimization
Search engine design means ensuring that your web pages are accessible to search engines and focused in ways that help improve the chances they will be ...

1

Sponsored Links
2
[Found-Search Influence](#)
All Business Success Online-Yours
Search Marketing and Monetization
www.searchinfluence.com

[Get Top Rankings Now](#)
Get high search engine rankings with this proven SEO software tool.
Axandra.com/

[Dominate The Engines](#)
Get SEO Elite - The Powerful SEO Tool That The Pros Are Using.
SEO-Elite.com

[SEO Done Right Since 1998](#)
Get top listings for your web sites in the search engines from \$19.
www.website-submission.com

[High Positions for Less](#)
...
...

3

[Home](#)

Ads by GOOGLE

By: [Brian Turner](#) [privmsg - website] On 12th Dec 2006 In [Publishing & Content](#)

Maybe I'm late to the party, but this morning I noticed one of my sites is showing Adsense - with an image of the Google logo in the "Ads for Google":

The

[New Posts](#) [Search ▾](#) [Quick Links ▾](#) [Log Out](#)

PDA Deals from Dell UK

Purchase any Dell Axim Handheld and get a Free 1GB memory card!
www.dell.co.uk

Felix Custom Computers.

Top Computers at Bargain prices. G80
8800 GTX Graphics Card
www.felixcomputers.co.uk

Ads by Google

Last Post

Threads Posts

graphic is linked to a landing page which invites people to sign up to AdSense or Adwords.

1. Prirodni ili organski rezultati pretraživanja (SEO) - Deo stranice u kojem se nalaze rezultati pretraživanja, u odnosu na upisanu frazu, koji direktno potiču iz baze podataka (indeksa) pretraživača.

2. Plaćeni ili sponzorisani rezultati pretraživanja (SEA) Relevantna (tekstualna) reklama koja se prikazuje u odnosu na konkretno unetu frazu. Plaća se po kliku na reklamu, gde pozicija najviše zavisi od postavljene cene po kliku.

3. Oglašavanje u mreži sajtova pretraživača (SEA) - Radi se o reklamama koje se puštaju

Search Engine Marketing

Google search results for "letovanje 2013". The search bar shows "letovanje 2013". The results page displays various travel packages and deals for 2013, including:

- Leto 2013, je već počelo - Čak 15% popusta na rane uplate** (www.barcino.travel/)
- Grčki hoteli - extra cene - Za pravi odmor zovite plavog slona** (www.jumbo-travel.rs/)
- Grčka - LETO 2013 - euroturs.rs** (www.euroturs.rs/POPUST20%)
- Letovanje 2013 – Grcka Isto 2013 – Leto 2013 - Astra Travel** (www.astratravel.rs/)
- Letovanje 2013 Leto 2013 Grčka Leto 2013 Italia Spanija Hrvatska** (mitos-travel.com/letovanje/)
- Leto 2013** (www.hellenatravel.rs/)
- Letovanje 2013 - Sabra Travel** (www.sabra.rs/letovanje.htm)
- Letovanje 2013** (www.letovanje2013.com/)
- Turisticka agencija Travelland Beograd - Ieto 2013, letovanje 2013 ...** (www.travelland.rs/)
- Leto 2013, letovanje, letovanje 2013, ieto grcka, ieto grcka ...** (www.euroturs.rs/)
- LETOVANJE 2013 - GRČKA LETOVANJE 2013 CENE - HOTELI ...** (www.jeftinaletovanja.info/)

The results also mention various destinations like Halkidiki, Kasandra, Saronica, Atos, and Vrvaru. There are also mentions of Grčka hoteli 2013, Grčka hoteli ieto 2013, apartmani, and Hotel Perla - Herceg Novi.

At the bottom of the search results, there is a navigation bar with links to Advanced search, Search Help, Give us feedback, Google Home, Advertising Programs, Business Solutions, Privacy & Terms, and About Google.

Google.rs

Search Engine Marketing

Pretraži Slike Blogger

Prijava |

Google letovanje 2013

Web Slike Više Alati za pretragu

Oko 492,000 rezultata (0,35 sekundi)

Letovanje 2013
www.letovanje2013.com/
Letovanje 2013. Pogledajte spisak najpopularnijih država i destinacija za **Ieto 2013.** godine. Klikom na destinaciju otvara se spisak najpopularnijih objekata iz ...

Letovanje 2013 Leto 2013 Grčka Leto 2013 Italija Spanija Hrvatska
mitos-travel.com/Letovanje/
Mitos Travel, Naslovna Letovanje 2013 - Zimovanje - Putovanja - Last Minute Ponude - Avio ... Leto 2013. Grčka, Turska, Španija Italija Hrvatska Crna Gora.

LETOVANJE 2013 - GRČKA LETOVANJE 2013 CENE - HOTELI ...
www.jefinaletovanja.info/
Letovanje 2013 , GRČKA letovanje 2013, Letovanje 2013 Grčka, letovanje 2013 Turska, letovanje 2013 Ohrid , GRČKA LETOVANJE 2013.

Turistička agencija Travelland Beograd - Ieto 2013, letovanje 2013 ...
www.travelland.rs/
Turistička agencija Travelland. Cenovnici 2013, Cene za Letovanje Grčka 2013, Pefkohori apartmani, Hanioti apartmani, Kalitea apartmani. Grčka **Ieto 2013** ...

Ieto grčka apartmani 2013 , letovanje 2013 / Ieto 2013 - Euroturs
[www.euroturs.rs > LETO > GRČKA](http://www.euroturs.rs/)
Više od 5 stvari – **LETO 2013**. POPUSTI ZA RANE REZERVACIJE ...
SIVIRI - STUDIA I APARTMANI HRISTOS 11 dana od 53€ FURKA - STUDIA ...
POLIHRONO - APARTMANI REA (MAGDA) 11 dana od 70€ PEFKOHORI ...

*****Leto 2013 zimovanje 2013 letovanje 2013 Grcka jesenja ...**
www.ferior.rs/
Leto 2013 Letovanje 2013. Letovanje 2013 Grcka,Leto 2013 Turska, Leto 2013 u Turskoj i Bugarskoj, Popusti, Last minute popusti i first minute popusti, ...

Grcka 2013, Leto 2013, Grcka 2013, Grcka Ieto 2013.
www.soleazur.rs/
Grcka 2013, Leto 2013, Grcka 2013, Grcka **Ieto 2013**, letovanje grcka 2013, Pefkohori Ieto 2013,Hanioti Ieto 2013, Lefkada Ieto 2013, Parga Ieto 2013, ...

Letovanje 2013 – Grcka Ieto 2013 – Leto 2013 - Astra Travel
www.astratravel.rs/
Astra Travel – Grcka **Ieto 2013** (Grcka, Halkidiki, Sitonija, Sarti, Nea Plaja, Vurvuru, Toroni, Metamorfozis) - Letovanje 2013 – Leto 2013.

PEFKOHORI LETOVANJE 2013 PEFKOHORI, LETO 2013 ...
www.hellenetravel.rs/pefkohori-letovanje-2013
U programu turističke agencije Hellenia travel Beograd, Nis - Grcka **Ieto 2013** ...
Pefkohori apartmani, Pefkohori **Ieto 2013**, letovanje u Pefkohoriju na plazi, ...

Turska Ieto 2013 - Tomas travel company - Turistička agencija ...
www.tomas.co.rs/sr/category/turska-leto-2012/123
Turistički aranžmani za **Ieto 2013**: Grčka, Turska, Španija, Italija Uvek ... Tomas travel company - Turistička agencija, evropski gradovi, **letovanje 2013, Leto 2013** ...

Reklame u vezi s letovanje 2013

Halkidiki letovanje 2013.
www.juresicns.com/
Grčka - Hoteli - rani booking Kasandra- Sitonija- Atos- popusti

Grčka hoteli 2013
www.prestigetravel.rs/
Halkidiki, Ostrva, Olimpska regija Popusti za rane uplate do 40%

Grcka hoteli Ieto 2013
www.soleazur.rs/akcije/
Veliki izbor hotela/Popusti do 35% Kasandra, Sitonija,Atos hoteli **2013**

Goooooooooooooogle >
1 2 3 4 5 6 7 8 9 10 [Sljedeća](#)

Napredno pretraživanje Pretraži savjete Pošaljite nam vaše mišljenje Google.com

©2012 Google Google početna stranica Sve o Googleu

Search Engine Marketing

Oglesi srođni upitu letovanje 2013 ⓘ

[Booking.com Hoteli - Uštedite i do 75 % na rezervacije](#)

www.booking.com/

Više od 230.000 hotela online

1.025.521 osoba dala je +1 stranici Booking.com ili je slijedi

Hoteli u Zagrebu Hoteli u Splitu

Hoteli u Makarskoj Hoteli u Biogradu na Moru

[Bol, Brač - Hotel Bonaca - HotelBonacaBol.com](#)

www.hotelbonacabol.com/BlueSunHotels

All inclusive resort s 3* vrhunska usluga za vaš odmor. Provjerite!

[Grcka hoteli Ieto 2013 - soleazur.rs](#)

www.soleazur.rs/akcije/

/Veliki izbor hotela/Popusti do 35% Kasandra, Sitonija,Atos hoteli 2013

[Letovanje 2013](#)

www.letovanje2013.com/ - Prevedi oву stranicu

Letovanje 2013. Pogledajte spisak najpopularnijih država i destinacija za Ieto 2013. godine. Klikom na destinaciju otvara se spisak najpopularnijih objekata iz ...

[Letovanje 2013 Leto 2013 Grčka Leto 2013 Italija Spanija Hrvatska](#)

mitos-travel.com/Letovanje/ - Prevedi oву stranicu

Mitos Travel, Naslovnica · Letovanje 2013 · Zimovanje · Putovanja · Last Minute Ponude · Avio ... Leto 2013: Grčka, Turska, Španija Italija Hrvatska Crna Gora.

Grčka - Italija - Egipat - Soma Bay

[LETOVANJE 2013 - GRČKA LETOVANJE 2013 CENE - HOTELI ...](#)

www.jefinaletovanja.info/ - Prevedi oву stranicu

Letovanje 2013 , GRČKA letovanje 2013, Letovanje 2013 Grčka, letovanje 2013 Turska, letovanje 2013 Ohrid , GRČKA LETOVANJE 2013.

[Turistica agencija Travelland Beograd - Ieto 2013, letovanje 2013 ...](#)

www.travelland.rs/ - Prevedi oву stranicu

Turistička agencija Travelland. Cenovnici 2013, Cene za Letovanje Grčka 2013, Pefkohori apartmani, Hanioti apartmani, Kalitea apartmani. Grčka Ieto 2013 ...

[***Leto 2013.zimovanje 2013 letovanje 2013 Grcka jesenja ...](#)

www.fenor.rs/ - Prevedi oву stranicu

Leto 2013,Letovanje 2013. Letovanje 2013 Grcka,Leto 2013 Turska, Leto 2013 u Turskoj i Bugarskoj, Popusti, Last minute popusti i first minute popusti, ...

[Ieto grčka apartmani 2013., letovanje 2013 / Ieto 2013 - Euroturs](#)

www.euroturs.rs → LETO → GRČKA - Prevedi oву stranicu

Stavaka: + 5 – LETO 2013 POPUSTI ZA RANE REZERVACIJE ...

SIVIRI - STUDIA I APARTMANI HRISTOS 11 dana od 53€ FURKA - STUDIA ...

POLIHRONO - APARTMANI REA (MAGDA) 11 dana od 70€ PEFKOHORI ...

[Grcka 2013, Leto 2013, Grcka 2013, Grcka Ieto 2013,](#)

www.soleazur.rs/ - Prevedi oву stranicu

Grcka 2013, Leto 2013, Grcka 2013, Grcka Ieto 2013, letovanje grcka 2013, Pefkohori Ieto 2013,Hanioti Ieto 2013, Lefkada Ieto 2013, Parga Ieto 2013, ...

[Letovanje 2013 – Grcka Ieto 2013 – Leto 2013 - Astra Travel](#)

www.astratravel.rs/ - Prevedi oву stranicu

Astra Travel – Grcka Ieto 2013 (Grcka, Halkidiki, Sitonija, Sarti, Nea Plaja, Vurvuru, Toroni, Metamorfozis) - Letovanje 2013 – Leto 2013.

[PEFKOHORI, LETOVANJE 2013, PEFKOHORI, LETO 2013 ...](#)

www.hellenatravel.rs/pefkohori-letovanje-2013 - Prevedi oву stranicu

U programu turistickie agencije Hellena travel Beograd, Nis - Grcka Ieto 2013 ... Pefkohori apartmani, Pefkohori Ieto 2013, letovanje u Pefkohoriju na plazi, ...

[LETO 2013 - ponude za letovanje 2013,Grčka Ieto 2013, Turska Ieto ...](#)

www.asturs.co.rs/leto.htm - Prevedi oву stranicu

LETO 2013 - ponude za letovanje 2013,Grčka Ieto 2013, Turska Ieto 2013 , Crna Gora Ieto 2013 , Bugarska Ieto 2013 , Bugarska leo 2013 , Italija Ieto 2013, ...

Oglesi srođni upitu letovanje 2013 ⓘ

[Bravo putovanja](#)

www.bravo.hr/

Putovanja po vašoj mjeri. Evropska, Mediteran, Daleka

[Grčka hoteli 2013](#)

www.prestigetravel.rs/

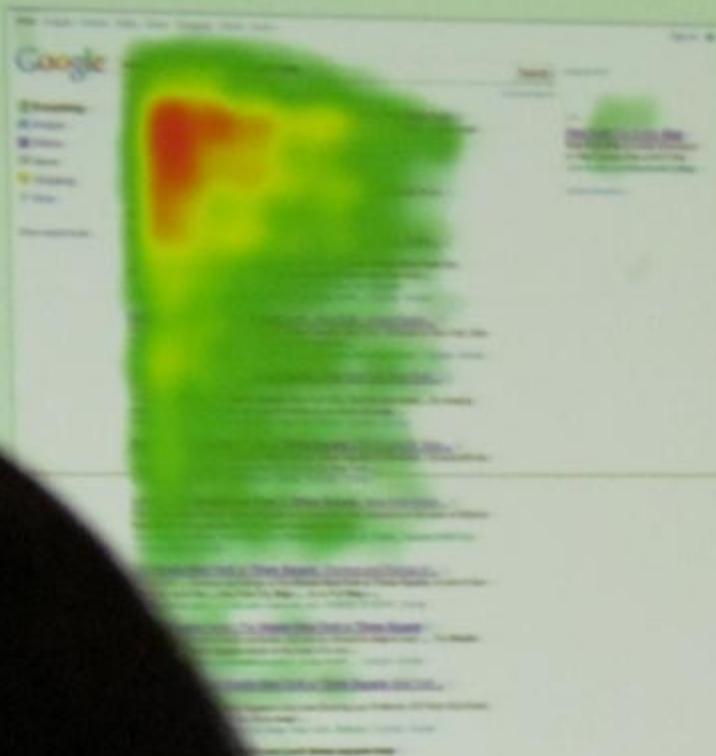
Halkidiki, Ostva, Olimpska regija Popusti za rane uplate do 40%

Kako se koriste pretraživači – Heat Map

Google – Informational Searches

April 2011 – Using Instant For Several Months

Standard



Instant



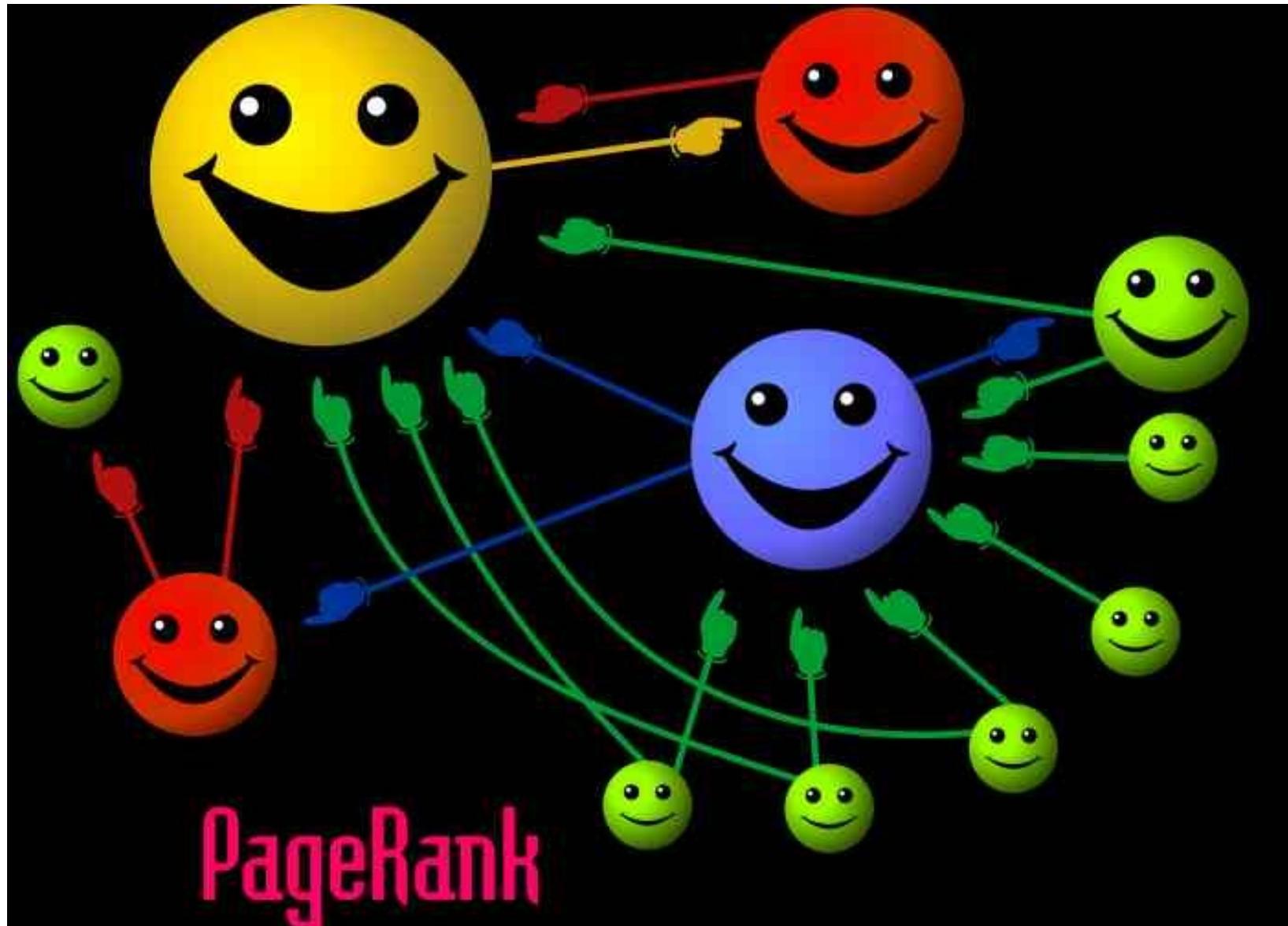
Kako se koriste pretraživači – Heat Map

A screenshot of a Google search results page for the query "pizza". The results are filtered for "Chicago, IL" and show local pizza delivery options. A heatmap overlay is applied to the map on the right side of the results, highlighting areas of high search volume in red and orange. The heatmap shows a dense concentration of red and orange across the central business district of Chicago, indicating high search interest in pizza delivery in that area.

Google Search Results for "pizza" in Chicago, IL:

- Domino's Pizza, Order Pizza Online for Delivery - Dominos.com
- Papa John's Pizza Delivery and Specials - Order Pizza Online for...
- Pizza Delivery, Order Pizza Online, Dinner Delivery, Catering - Pizza Hut
- Places to pizza near Chicago, IL - Change location
- Pepper's Pizza & Pasta
- Pizzetta Pizzeria
- Gianni's Pizza
- Giordano's
- Domenic's Pizza
- Jackie's Pizza
- Fazoli's

Page Rank – Impact Factor



Na koji način Google ređa rezultate pretraživanja?

SEO 2013

The Basics:

Content must be useful.

Content must be reachable.

Content must be readable.

Content must be shareable.

Sadržaj mora biti koristan

+Dragan Претрага Слике Мапе Преводилац Академик Gmail Још ▾

Dragan Varagic 0 Дели... Гај



Претрага Око 1.840.000 резултата (0,19 секунде/и)

Све Странице написане на српском **X**

Слике [биометријски пасоши](#)
www.mup.gov.rs/domino/dokumenta.nsf/pasos
Документа грађана > Нови - биометријски пасоши. НОВИ - БИОМЕТРИЈСКИ ПАСОШИ. За издавање БИОМЕТРИЈСКОГ ПАСОША потребно је: - важећа ...

Видео

Вести

Књиге [Putne isprave](#)
www.mup.gov.rs/cms_lat/dokumenta.nsf/putne-isprave.h
90/07 i 116/08 i 104/09) изменjen je, tako da je важност **pasoša** na starom ... *Prilikom preuzimanja урадене путне исправе, претходни **pasoš** se поништава и враћа ...

Блогови

Више

Веб [Dokumenta: Novi pasoš - Lično - IT kutak](#)
www.itkutak.com/licno/dokumenta-novi-pasos/
16 јун 2009 – Šta vam je sve ZAISTA потребно kako bi дошли до нове путне исправе Републике Србије?

 Slavko Ilic дели ово

Странице написане на српском [PASOŠ I „RUM SERVIS“ | Aktuelno | E - stav](#)
www.e-stav.rs/2012/02/pasos-i_rum-servis/
2 феб 2012 – Кају оčevici, од рane зоре redovi ispred „Večernjih novosti“. Čekaju ljudi za **pasoš**. Pod miškom drže rukopis knjige i dosije. Podnesu zahtev i ...

 Zoran Stanković дели ово

Преведене странице на страним језицима [Novi pasoš Srbija, biometrijski pasoš | Informer](#)
www.informer.co.rs/novi-pasos.html
Која је procedura за novi **pasoš** Republike Srbije? Spisak potrebnih dokumenata i praktični saveti.

Сви резултати [Пасош – Википедија](#)
Сајтови са slikama

Sadržaj mora biti koristan

The screenshot shows a Google search results page. The search query is "specijalističke strukovne studije". The results are filtered by "Веб" (Web). The first result is a snippet from MIB School of Management's website, highlighting that they are among the top 50 management schools in Europe and offer 70% scholarships to Serbian students. Below this, there are several other search results, each with a snippet of text and a link to a website.

Google specijalističke strukovne studije

Сигурана претрага је исключена ▾

Веб Слике Више ▾ Алатце за претрагу

Око 2.070 резултата (0,14 секунде/и)

Оглед у вези са упштом [specijalističke strukovne studije](#) ⓘ

MIB School of Management - Trst. Међу 50 најбољих у Европи.
www.mib.edu/
Стипендије Српске Студенте 70%!

Prevareni studenti **strukovnih studija** - 24sata.rs
www.24sata.rs/vesti/aktuelno/.../strukovnih-studija/48855.phtm...
27 јун 2012 – Када студени strukovnih studija posle треће године заврше и specijalističke strukovne studije, имају тиј 240 бодова. Ипак, наши државни факултети то ...

Specijalističke strukovne studije
specijalistice.blogspot.com/
пре 9 часова – Остваривање законом утврђених права након завршених specijalističkih akademskih i strukovnih studija. Specijalističke strukovne studije су ...

[FON] Postdiplomske studije : Specijalističke strukovne studije
www.fon.bg.ac.rs > Postdiplomske studije
Specijalističke strukovne studije на Факултету организационих наука Универзитета у Београду се одvijaju у оквиру четири студijska programa: Informacioni sistemi i ...

Upis na Specijalističke strukovne studije - Dragan Varagić blog
www.draganvaragic.com/.../upis-na-specijalistickie-strukovne-s...
28 септембар 2012 – Upis na specijalističke strukovne studije u praksi traje ceo oktobar i део новембра, што значи да имате dovoljno vremena da se raspitate i ...

Специјалистичке струковне студије
www.vzsbeograd.edu.rs > Наставни планови
3 новембар 2012 – Година: 1. Семестар. Шифра, Назив предмета, Семестар, Категорија, Предавања, Вежбе, Остало, ЕСПБ, Напомена, сп107101 ...

FTN - IIM/EURO – Međunarodna postdiplomska škola za ...
www.iimeuro.uns.ac.rs/

Do sadržaja se mora nekako doći

example555@hotmail.com

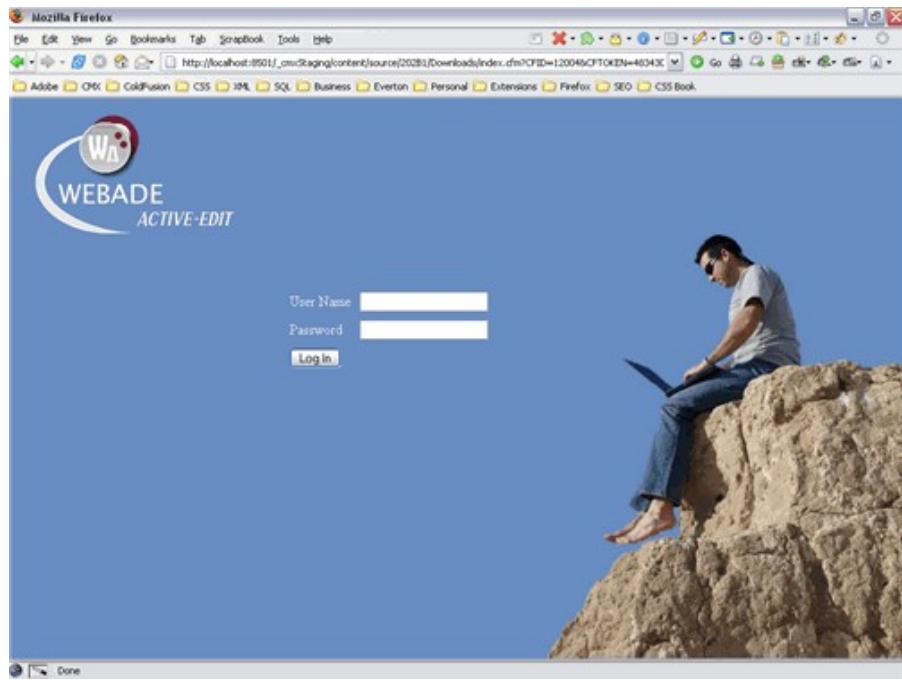
Password

[Forgot your password?](#)

Sign in as: Available ▾

Remember my ID and password

Sign me in automatically [Options](#)



Ne možete doći do sadržaja koji nije javan!

Do sadržaja se mora nekako doći



```
User-agent: *
Allow: /searchhistory/
Disallow: /search
Disallow: /groups
Disallow: /images
Disallow: /catalogs
Disallow: /catalogues
Disallow: /news
Disallow: /nwshp
.
```

Ne možete doći do sadržaja koji nije javan!

Sadržaj mora biti čitljiv



Engleski
Nemacki
Italijanski
Spanski
Danski
Svedski
Portugalski
i ostali jezici
790 din

**KURSEVI SVIH STRANIH
JEZIKA na DVD-u**

Narucite pouzeceom
061/289-2308

**dupli DVD
MANIKIR, PEDIKIR,
NADOGRADNJA NOKTIJU
APLIKACIJE NA NOKTIMA**



790 din
Narucite pouzeceom
061/ 289-2308

Sadržaj mora biti tekst, a ne da se nalazi u slici!

Sadržaj mora biti čitljiv

Google neka slika

Search About 4,650,000 results (0.26 seconds)

Everything

Images

Maps

Videos

News

Shopping

More

All results

By subject

Personal

Any size

Large

Medium

Icon

33185.jpg [+7](#)
board.ogame.ba
850 × 583 - [stil]: neka slika ostane samo bi trebalo maknut ono dole u kutu tko je sliko ...
[Similar - More sizes](#)

The Social Media Snowball Effect [VIDEO SERIES]

UpsideDownIceberg Subscribe 52 videos

12,197 [sub](#)
25 likes, 3 dislikes

Uploaded by UpsideDownIceberg on Oct 12, 2010
<http://upsidedowniceberg.com/free> Social Media Marketing is the biggest game changer for local businesses ever! Discover how you can use this new tool to skyrocket your business whether you are online or have a bricks and mortar business. From Fortune 500 To Mom-n-Pop everybody can benefit from more customers...

Slike i video materijali moraju imati opis!

Sadržaj mora biti deljiv

1,034

119

20

Tweet

Like

+1



ShareThis

Social Web Post Send/Email what's this?

To ShareThis, click on a service below:

Reddit	Digg (10)
Facebook	MySpace
del.icio.us	StumbleUpon
Technorati	Google Bookmarks
Yahoo Bookmarks	Yahoo! My Web
Windows Live	Propeller
Slashdot	Newsvine
N4G	Mixx
Blinklist	Furl
ma.gnolia	Mister Wong

more

SHARE THIS STORY

Like 341 Send

310 3 2 1

share tweet email +1

Get Entertainment Alerts Sign Up

Submit this story

Društveni mediji su vidljivi na pretraživačima!

Osnovni SEO proces

SEO FACTORS CONTRIBUTING TO OPTIMAL RANKINGS

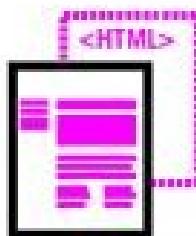


URL FACTORS



- › Search Engine Friendly URLs
- › Site Structure
- › Domain Life Span

ON-PAGE FACTORS



- › Content Relevance
- › Meta Tags
- › Keyword Density

OFF-PAGE FACTORS



- › Inbound Links from Directories
- › Online Press Releases
- › Blogs, RSS Feeds & More

Osnovni SEO proces

On-Site SEO – Tehnike optimizacije za pretraživače na samom Web sajtu (kontrola vlasnika sajta)

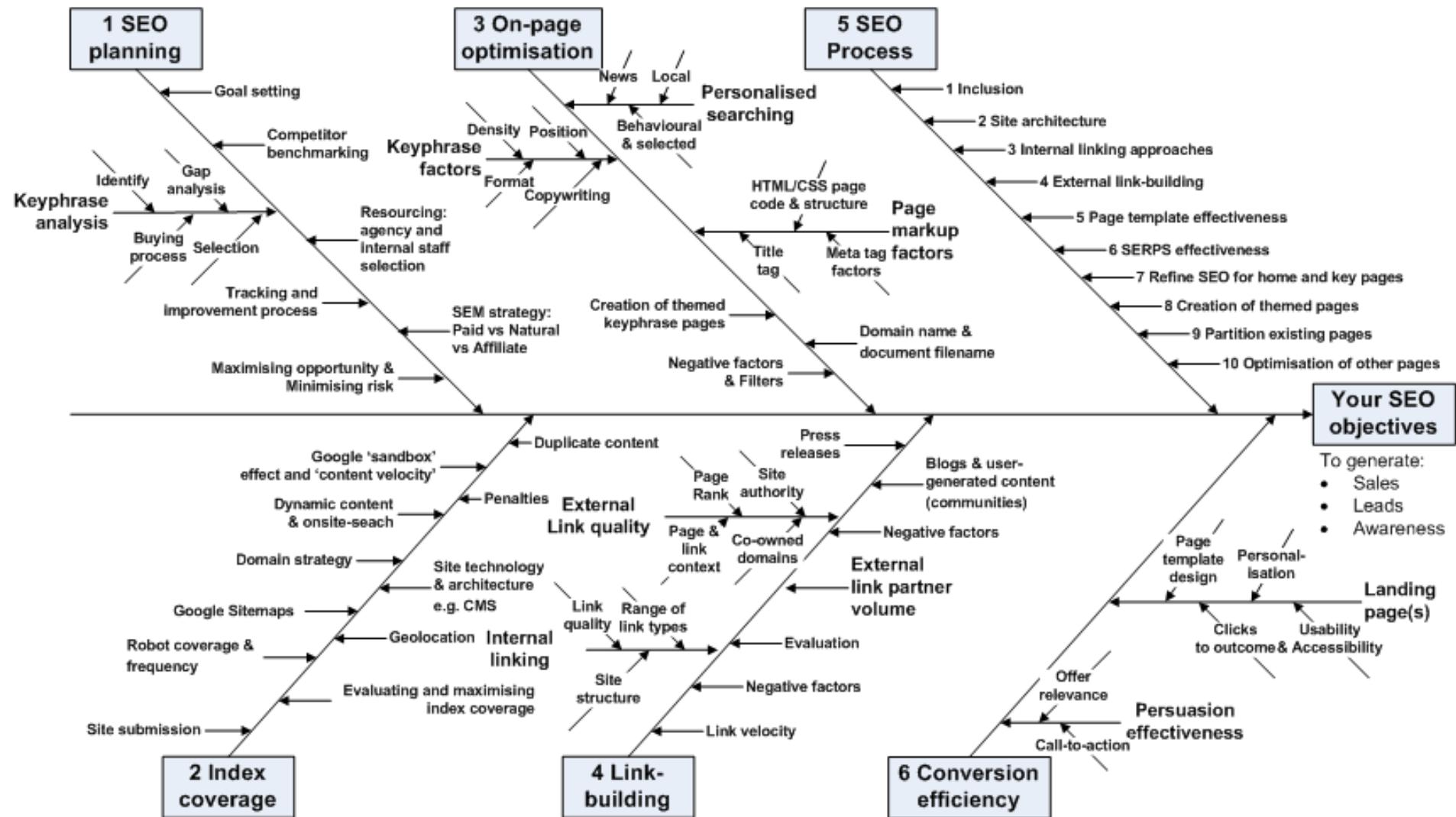
Off-Site SEO – Tehnike optimizacije van sopstvenog Web sajta (van kontrole vlasnika Web sajta)

FRAMEWORK FOR SEARCH ENGINE OPTIMIZATION



SEO proces

Search engine optimisation (SEO) success map



SEO proces 2013.



SEO proces

1. Strategija ključnih reči (keywords)

Odabir ključnih reči koje dovode “kupce”.

2. Strategija prodajnog teksta (sales leads)

Odabir naslova i opisa za “kupce”.

3. Strategija pristupnih stranica (landing pages)

Sadržaj i izgled stranice koja “prodaje”.

Otkrivanje ključnih reči – Keyword discovery

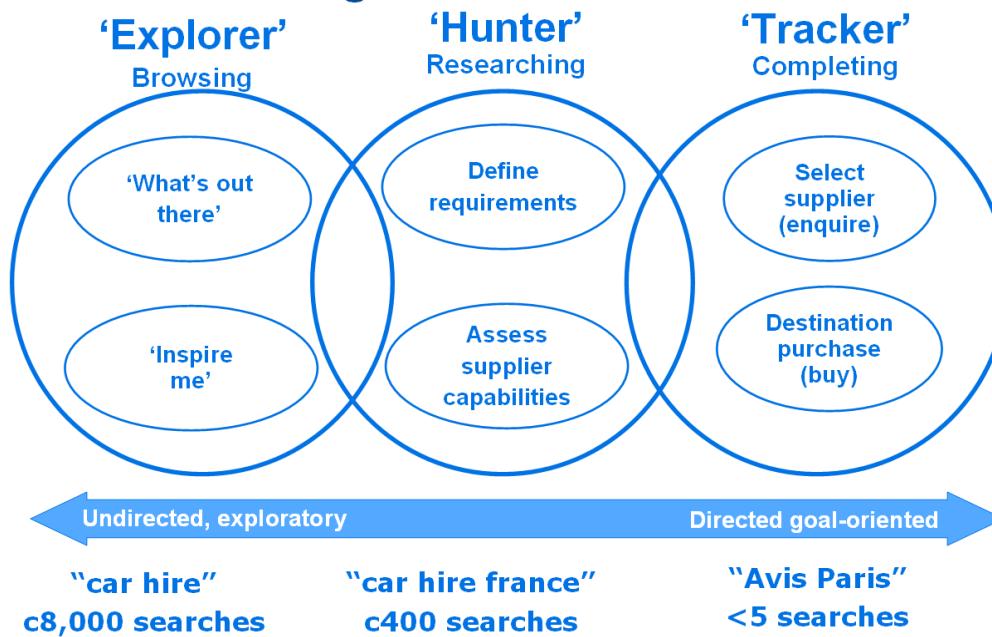
Search terms (3)				
Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC (Search)
oglasi	Low	2,240,000	1,500,000	€0.08
mali oglasi	Low	110,000	49,500	€0.08
oglasi za posao	Low	60,500	40,500	€0.08

Keyword ideas (351)				
Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC (Search)
mali oglasi cg	Low	170	140	€0.08
halo oglasi nekretnine	Low	22,200	22,200	€0.08
poslovi	Low	550,000	450,000	€0.08
mali oglasi beograd	Low	2,900	2,900	€0.08
mali oglasi srbija	Low	2,400	1,600	€0.08
oglasi za posao beograd	Low	4,400	3,600	€0.08
oglasi posao	Low	90,500	74,000	€0.08
oglasi za posao cacak	Low	260	260	€0.08
besplatni mali oglasi	Low	6,600	4,400	€0.08
oglasi za posao leskovac	Low	320	260	€0.08
oglasi za posao sabac	Low	260	260	€0.09

Google AdWords Keyword Tool

Od odabira ključnih reči zavisi uspeh SEO strategije!

Otkrivanje ključnih reči – Keyword discovery



Key:						
Volume A >50	Intent 1 - Purchase mode	Notes: When optimising copy, most emphasis should be given to those phrases combining high volume and high intent.				
Volume B 10-50	Intent 2 - Consideration mode					
Volume C 1-10	Intent 3 - Possible consideration					
Volume D <1	Intent 4 - Unlikely consideration					
Google Paid clicks/day	Keyphrase group	Keyphrase	Volume	Intent	Omit	Paid search
86.0	Business intelligence	"business intelligence"	A	3		
3.9	Business intelligence	"business intelligence software"	C	2		
1.6	Business intelligence	"business intelligence tools"	C	2		
0.9	Business intelligence	"business intelligence market"	D	2		
0.5	Business intelligence	"business intelligence solutions"	D	2		

Strategija kreiranja prodajnih tekstova

Google™ how to write a title tag [Search](#) [Advanced Search](#) [Preferences](#)

Web [Show options...](#) Results 1 - 100 of about 144,000,000

All about the Title Tag for Search Engine Optimization
Feb 1, 2007 ... Simply choose the most relevant keyword phrases that the copy was based on, and **write** a compelling **title tag** accordingly. ...
www.highrankings.com/allabouttitles - Cached - Similar

SEO Article - Make a title tag that search engines will like
Do not **write title** tags that are not relevant to the content on the page. Search engines compare text in the **title tag** against actual textual content on ...
www.geocities.com/frakilk/seo-title-tag.html - Cached - Similar

Title tag guidelines - search engine optimization
Title tag guidelines which can assist in optimizing your site for search engines and ... How to **write** a winning web development or marketing proposal. ...
www.tamingthebeast.net/articles/titletag.htm - Cached - Similar

HTML Tip: Using ALT And TITLE Attributes
One way to do this is to use ALT and **TITLE** attributes wherever you can. ... Note that in each example, we used either the ALT or **TITLE** attribute to provide ...
www.netmechanic.com/news/vol6/html_no1.htm - Cached - Similar

HTML Title Tags for Search Engine Optimization & Web Usability ...
Mar 29, 2004 ... "Do I need to put a different **title tag** on every page of my site?" ... In HTML code, the **title tag** specifies the **title** of your Web page. ...
www.seologic.com/faq/title-tags.php - Cached - Similar

**Title
Tags**

Strategija kreiranja pristupnih stranica

ONLINE TESTING ESSENTIALS

1. TEST YOUR LANDING PAGES

PRESENTED BY

KISSmetrics

A well-built sales funnel is never complete until every part of it has been tested and optimized.

For maximum success, marketers should dig deep and experiment with every customer interaction point. What follows is a brief guide that outlines what things are good to regularly test and optimize—including PPC, media buys, landing pages, and email campaigns.

HEADLINES

An attention grabbing headline encourages visitors to stay on your website and see what you have to offer. Try out different headlines and test their effect on visitor behavior.

COPY

Supporting copy can strengthen a solid call to action. Change up this copy to highlight different aspects of your product and test how it affects your conversions.

TIP

Test different headline lengths.

YOUR HEADLINE

Supporting copy

LINK

LINK

UNRELATED LINKS

Too many unrelated links within eyesight of your call to action

COLOR

The color of your page's background, text, and graphics

PATH TO PURCHASE

Test different purchase methods

CALL TO ACTION

The part of your website that motivates visitors to become a customer/subscriber needs to be clear and powerful. Experiment with different text, buttons, and placement—and then test conversion rates.

E F P T O Z L P E D P C H J M

BUY TODAY!

Ša je u stvari SEO posao?

+Dragan Претрага Слика Мапе Вести Gmail Диск Календар Још · Dragan Varagić 2 Дати Сигурана претрага је избачена

Google seo

Веб Слике Блогови Вики · Аналитика за претрагу

Странице написане на српском · Енглескија · Све резултати · Обришице

Огласи у вези са упитом seo ①

[Optimizuješ web stranicu? - EngageForAgencies.com](#)
www.engageforeagencies.com/Srpski
Удружи се у Engage програму и почвай приходе уз Google Adwords.

SEO оптимизација веб сајта – Википедија
sr.wikipedia.org/wiki/SEO_оптимизација_веб_сајта

SEO оптимизација веб сајта за претраживач (engl. Search engine optimization) је процес упредења квалитета и количине садржаја од претраживача ка веб сајту ...
Истражујте разлог – Везе са претраживачима – Методе - Види још

Seo оптимизација - Бесплатан курс SEO оптимизације сајта
www.seotools.rs/

BESPLATAN SEO курс и неподноси алати за seo оптимизацију.
Провера почиње - Провера индексних страница - Регистрација - Улогујте се

SEO expert - SEO Srbija usluge
www.seosexpert.rs/
Професионалне SEO услуге за боље рангирање на претраживачима у Србији - www.seosexpert.rs.

SEO Blog i Vesti | State of SEO
sr.stateofseo.com/
Добородни на State of SEO Србија, сайт који вам може знати разлику између успешног SEO-а и трајног брисања из Google индекса (стане такође познато као ...

Kratak SEO kurs ili "Kako da moj sajt prvi iskoči na Guglu" | Istok ...
www.istokpavlovic.com/.../kratak-seo-kurs-ili-kako-da-moj-sajt-...
25 cen 2010 – SEO (Search Engine Optimization) je oblast Internet marketinga koja se bavi rešavanjem čuvenog narodskog pitanja "Kako da moj sajt iskoči ...

SM Digital - Web Development Agency Serbia | SEO optimizacija ...
www.smdigitalonline.com/
Web Development | SEO optimizacija | Web dizajn | Web design | CMS ... We are specialized in web development, web design, SEO optimization and ...

Seo SEO – Dragan Varagić Blog
www.draganvaragic.com/seo/seo/
SEO | E-business, E-marketing & Online PR Consultant.

Optimizacija sajta | Optimizacija sajta za Google | SEO Srbija
swedesign.com/usluge_seo_google_optimizacija.php
Оптимизација сајта за Google - Цена оптимизације веб сајта - Боље место на Google Србија.

Fastbridge Digitalna Medijska Agencija | SEO SEM & SMM Usluge
www.fastbridge.rs/
Prepoznali smo значај стратешког планирања prisustva u digitalnim medijima. Pojedini videni oglasažanja na internetu koje konsumisemo (banner, Rich Media, video ...

SEO optimizacija sajta - Urban Dizajn
www.urbandizajn.com/seo-optimizacija-sajta.htm
SEO оптимизација сајта - Београд, Србија. Google SEO оптимизација веб сајта, SEO услуге

Огласи у вези са упитом seo ②

[Поисковая оптимизация](#)
www.paved.ru/
Что такое SEO и для чего она нужна. Учимся поисковой оптимизации

Top SEO Tips And Tricks
www.thetechedideas.com/
Best SEO tips and tricks for your blog / website for better ranking.

optimizacija sajta

Web Images Maps Shopping More Search tools

9 personal results. 1,320,000 other results.

Ad related to optimizacija sajta ①

SEO optimizacija websajta - optimizacijasajta.rs

[www.optimizacijasajta.rs/](#)
позиционирање сајта SEO marketing будите први у претрази 0641700992

Tip: [Search for English results only](#). You can specify your search language in [Preferences](#)

Optimizacija sajtova | Beograd | Srbija | CodeDesign

[www.optimizacijasajtova.com/](#) - Translate this page
CodeDesign је млада фирма које су делатности **Optimizacija sajtova** - SEO, израда веб сајтова и графички дизајн.

AS design - Webdesign, SEO Optimizacija sajta, 360° Panorama

[www.as-design.net/](#) - Translate this page
 by Saša Stojanović - in 1,187 Google+ circles - More by Saša Stojanović
optimizacija sajta, виртуелне туре, израда сајта, Izrada internet prezentacija, SEO - Optimizacija sajta за претраживаче, 3D PANORAME - Virtualne panorame, ...

Optimizacija sajta

[www.optimizacijasajta.net/](#) - Translate this page

Optimizacija sajta за интернет претраживаче и SEO оптимизација за Google.

Kratak SEO kurs ili "Kako da moj sajt prvi iskoči na Guglu" | Istok ...

[www.istokpavlovic.com/.../kratak-seo-kurs-.../](#) - Translate this page

25 cen 2010 – Ако сте још мали и немате средстава да ангажујете експерта за **optimizaciju sajta** за Google претрагу, не брините – mnoge osnovne ствари ...

SEO Optimizacija sajta | LinkedIn

[www.linkedin.com/company/total..._optimizacija-sajta.../produ...](#)

Learn more about the SEO **Optimizacija sajta** and see what people in and out of your professional network have to say about it.

Optimizacija sajta za Google, Oglasavanje na internetu Pametni ...

[www.pametnioglasi.com/](#) - Translate this page

 by Dragan Stojanović - in 123 Google+ circles - More by Dragan Stojanovic
Optimizacija web sajta, Internet marketing , Oglasavanje na Google ,Погледајте наше резултате 061.29.555.10.

Kako doći za zadatu ključnu reč na što bolju poziciju?



Promocija putem društvenih medija

Vojislav Košturnica

Ja ne kažem da Mas laže da je Srbija na dobitku od SSP, premda govori neistinu



NJUZ
VESTI U OGLEDALU

Mirko Cvetković

Nateraću svoj kabinet da štedi tako što će im reći: "Nemojte da trošite"



NASLOVNA DRUŠTVO EKONOMIJA HRONIKA POLITIKA SPORT SVET ZABAVA HOROSKOP

O KONTAKT

FOTO NJUZ: Google uveo novu vrstu pretrage za korisnike u Srbiji

Share 221 Like 221 Tweet 12 +1 6

FOTO GALERIJA



FOTO NJUZ:
Predstavljeno idejno
rešenje novog Fijata



FOTO NJUZ: Google
uveo novu vrstu
pretrage za korisnike
u Srbiji



Najlakše se promoviše interesantan sadržaj.

Alati za SEO



Webmaster Tools

Home

All Messages (48)

Preferences

▶ Labs

Other Resources

Sort: [By site health](#) [Alphabetically](#)



www.draganvaragic.com/weblog

<http://www.draganvaragic.com/weblog/>: Increase in not found errors - [View details](#)

Help with:

Permissions

Site verification

Site Health

Automatically adding sites

Webmaster FAQ

Help center

[Search help](#)

[Go](#)



www.pretraga.rs

<http://www.pretraga.rs/>: Googlebot can't access your site - [View details](#)



www.probjave.com

Google+ link request: Link <http://www.probjave.com/> to the PRObjave.com - Distribucija sao...
[View details](#)

www.google.com/webmasters/tools/

Alati za SEO – Provera stranica

woorank

FREE REPORT → KUPIME.COM

Login EN

kupime.com + Website Review

Top 5 Priorities

- Visitors
- Social Monitoring
- Mobile
- SEO Basics
- SEO Content
- SEO Links
- SEO Keywords
- SEO Authority
- SEO Backlinks
- Usability
- Security
- Technologies

Review of kupime.com

Generated on December 16 2012 4:18 PM

Successfully passed: 15

Room for improvement: 5

Important errors to fix: 11

Visitors

Traffic Estimations	Low	High
	Low	High
...		

Traffic Rank: 135468th most visited website in the World
293th most visited website in Serbia

Distinctive Audience: This website tends to be popular amongst:
females aged between 25 and 34 connecting from home

Alati za SEO - Linkbuilding

 OPEN
SITE EXPLORER

[http:// www.draganvaragic.com/](http://www.draganvaragic.com/)

compare up to 5 sites

Link metrics for the page <http://www.draganvaragic.com/>

Page Authority	Domain Authority	Linking Root Domains	Total Links	Facebook Shares	Facebook Likes	Tweets	Google +1
54/100	49/100	109	3,321	PRO Only	PRO Only	PRO Only	PRO Only

Inbound Links Top Pages Linking Domains Anchor Text Compare Link Metrics Advanced Reports

Show links from pages to and show links ungrouped

1 - 50 inbound links from 109 domains First 1 2 3 4

Title and URL of Linking Page	Link Anchor Text	Page Authority ▾	Domain Authority ▾
(nofollow) Twitter   twitter.com/varagic	http://www.draganvaragic.com/	72	100
cruel to be kind   feeds.feedburner.com/crueltobekind	P2 Internet	62	98

Alati za SEO - Linkbuilding

MAJESTIC SEO

Blog | Plans & Pricing | Support | Reports & Tools | Account | Logout
Welcome: Dragan Varagic

Home → reports → site-explorer → Site Explorer Results - Top Backlinks

My Reports Site Explorer Backlink History Bulk Backlinks Neighbourhood More Tools

Subscribe now for much more power!

Dollar, Euro and British Pound options available on annual plans.

Subscribe Now

For more information go to our [subscription plans](#).

Majestic Site Explorer

draganvaragic.com Explore Create Report

Summary Top Backlinks Referring Domains Top Pages

Top Backlinks Root Domain: draganvaragic.com

Use Fresh Index: Use Historic Index:

Get even more data on draganvaragic.com by creating one of our [Reports](#).

#	Page	ACRank	Last Crawl Date
1	Source URL: http://www.artlebedev.com/posters    Anchor Text: zašto su bitni linkovi u tekstu? Target URL: http://www.draganvaragic.com/weblog/index.php/1688/zasto-su-bitni-linkovi-u-tekstu  	7	11 Mar 2012
2	Source URL: http://crueltobekind.org    Anchor Text: p2 internet Target URL: http://www.draganvaragic.com  	7	12 Mar 2012
3	Source URL: http://www.marketingpilgrim.com/2006/03/online-reputation-monitoring-beginners.html    Anchor Text: šta je white paper? - pr, promotivna i prodajna alatka dragan varagic weblog Target URL: http://www.draganvaragic.com  	7	12 Mar 2012

Alati za SEO - Linkbuilding

 ahrefs Site Explorer Keywords Analysis Other Tools Plans & Pricing **LIVE SUPPORT** Leave message offline

 The largest index of **live** links
and the best tool to spy on your competitors' actual keywords

Users: 108,139
Unique URLs Crawled: 49,657,380,587
External Backlinks Found: 485,416,061,031
Keywords total: 126,126,264 [details](#)
 **Index update:** 7 min ago

Enter a Domain or Url:

 [Search Links](#) OR  [Search Keywords](#)

Ahrefs SEO Digest 

It's All About Links, or Is It?  Tweet 2

14 Dec '12 by [www.webmasterworld.com](#)

This forum thread members are discussing other possible factor(s) that could be overriding the inbound links and causing pages to rank higher than it seems they should. So far among such factors webmasters have distinguished freshness, the query phrase and user intent.

 Fresh Ahrefs Tutorials

SEO for Guest Posting: How to Use Ahrefs.com to Improve Your Writing

12 Dec '12 | by Olga Astakhova

[Site Explorer & Keywords Tools](#)

Study of European PPC campaigns

25 Oct '12 | by Daria Kizilova

[Keywords Analysis](#)

Obavezna SEO literatura

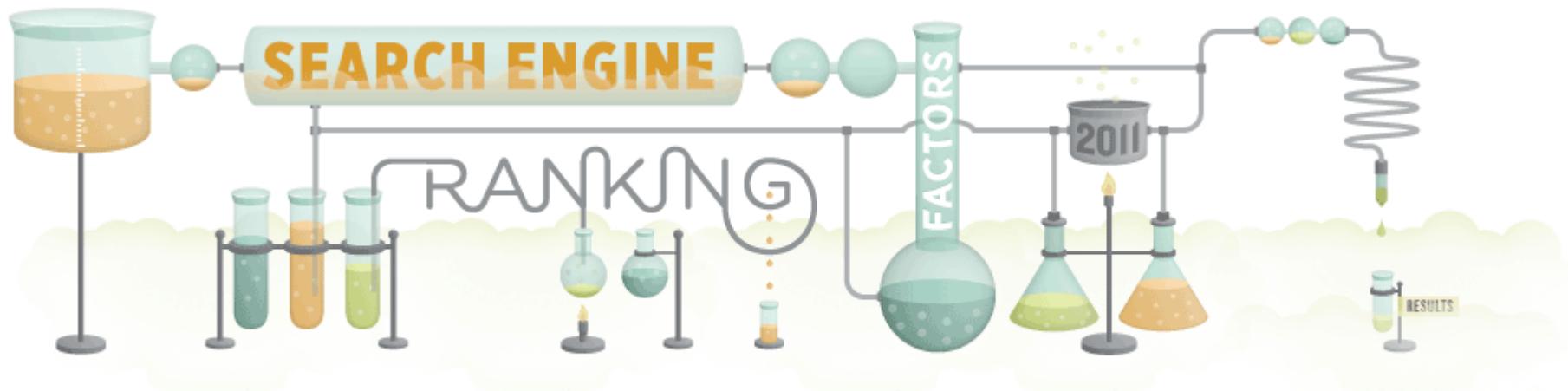


Search Engine Optimization Starter Guide



	Source/Medium	None	Visits ↓
1.	google / organic		14,108
2.	(direct) / (none)		1,159
3.	search / organic		251
4.	google.com / referral		177
5.	facebook.com / referral		144
6.	pretraga.krstarica.com / referral		102
7.	google.rs / referral		74
8.	bing / organic		67
9.	yahoo / organic		52
10.	search.mywebsearch.com / referral		46

SEO proces i SEO faktori

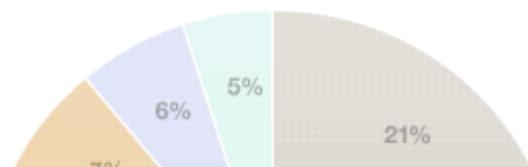
[Overview](#)[Correlation & Survey Data](#)[Predictions & Opinions](#)[Methodology](#)[Contributors](#)

Introduction



Welcome to the 2011 edition of the Search Engine Ranking Factors. For the past 6 years, SEOMoz has compiled the aggregated opinions of dozens of the world's best and brightest search marketers into this biennial, ranking factors document. This year, for the first time, we're presenting a second form of data - correlation-based analysis - alongside the opinions of our 132-person panel.

Over the pages of this document, you'll see segmentation of the search ranking algorithm into various components like "page-specific, link-level features," or "domain-level, keyword-agnostic features." These segments represent the different elements illustrated on the pie chart to the right. In each segment, you'll see three types of charts.



SEO proces i SEO faktori

THE PERIODIC TABLE OF SEO RANKING FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Search engines reward pages with the right combination of ranking factors. Below, some major factors or "signals" you should seek to have.

ON THE PAGE SEO RANKING FACTORS

These elements are in the direct control of the publisher.

CONTENT

Cq QUALITY Are pages well written & have substantial quality content?

Cr RESEARCH Have you researched the keywords people may use to find your content?

Cw WORDS Do pages use words & phrases you hope they'll be found for?

Ce ENGAGE Do visitors spend time reading or "bounce" away quickly?

Cf FRESH Are pages fresh & about "hot" topics?

HTML

Ht TITLES Do HTML title tags contain keywords relevant to page topics?

Hd DESCRIPTION Do meta description tags describe what pages are about?

Hh HEADERS Do headlines and subheads use header tags with relevant keywords?

ARCHITECTURE

Ac CRAWL Can search engines easily "crawl" pages on site?

As SPEED Does site load quickly?

Au URLs Are URLs short & contain meaningful keywords to page topics?

ON THE PAGE SEO

CONTENT	HTML	ARCHITECTURE	LINKS	SOCIAL	TRUST	PERSONAL
Cq Quality	Ht Titles	Ac Crawl	Lq Quality	Sr Reputation	Ta Authority	Pc Country
Cr Research	Hd Description	As Speed	Lt Text	Ss Shares	Th History	Pl Locality
Cw Words	Hh Headers	Au URLs	Ln Numbers			Ph History
Ce Engage						Ps Social
Cf Fresh						

VIOLATIONS

Vt Thin	Vs Stuffing	Vc Cloaking	Vp Paid Links	Bt Blocking	Bp Blocking
Vh Hidden		Vi Link Spam			

FACTORS WORK TOGETHER

Some factors influence more than others, which we've weighted 1 (weakest) to 3 (strongest). No single factor guarantees top rankings. Several favorable factors increase odds of success. Negative "Violation" and "Blocking" factors harm your chances.

BLOCKING

BLOCKING		
If searchers "block" site, hurts both trust & personalization.		
Bt	BLOCKING	Have many people blocked your site from search results?
Bp	BLOCKING	Has someone blocked your site from their search results?

VIOLATIONS

Spam techniques may cause ranking penalty or ban.

Vt	THIN	Is content "thin" or "shallow" & lacking substance?
Vs	STUFFING	Do you excessively use words you want pages to be found for?

Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?
Vc	CLOAKING	Do you show search engines different pages than humans?

OFF THE PAGE SEO RANKING FACTORS

Elements influenced by readers, visitors & other publishers.

LINKS

Lq QUALITY Are links from trusted, quality or respected web sites?

Lt TEXT Do links pointing at pages use words you hope they'll be found for?

Ln NUMBER Do many links point at your web pages?

SOCIAL

Sr REPUTATION Do those respected on social networks share your content?

Ss SHARES Do many share your content on social networks?

TRUST

Ta AUTHORITY Do links, shares & other factors make site a trusted authority?

Th HISTORY Has site or its domain been around long time, operating in same way?

PERSONAL

Pc COUNTRY What country is someone located in?

Pl LOCALITY What city or local area is someone located in?

Ph HISTORY Does someone regularly visit the site? Or "liked" it?

Ps SOCIAL What do your friends think of the site?

BLOCKING

If searchers "block" site, hurts both trust & personalization.

Bt BLOCKING Have many people blocked your site from search results?

Bp BLOCKING Has someone blocked your site from their search results?

Vp PAID LINKS Have you purchased links in hopes of better rankings?

Vi LINK SPAM Have you created many links by spamming blogs, forums or other places?

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