

Доклад

Тема: **“Перспективное поисковое продвижение
в западном сегменте”**.

Вилявин Роман Александрович

руководитель отдела продвижения сайтов в
зарубежных поисковых системах

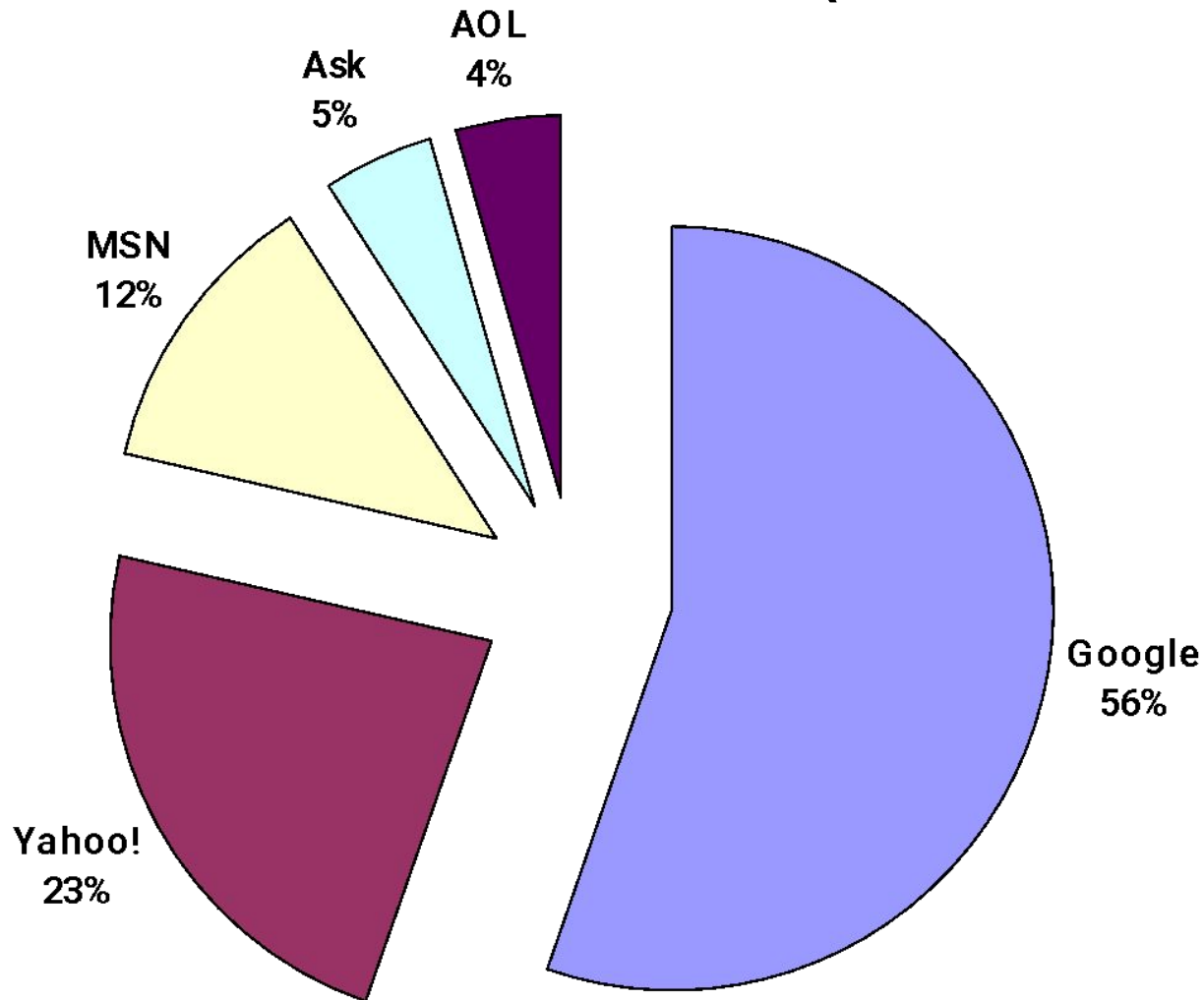
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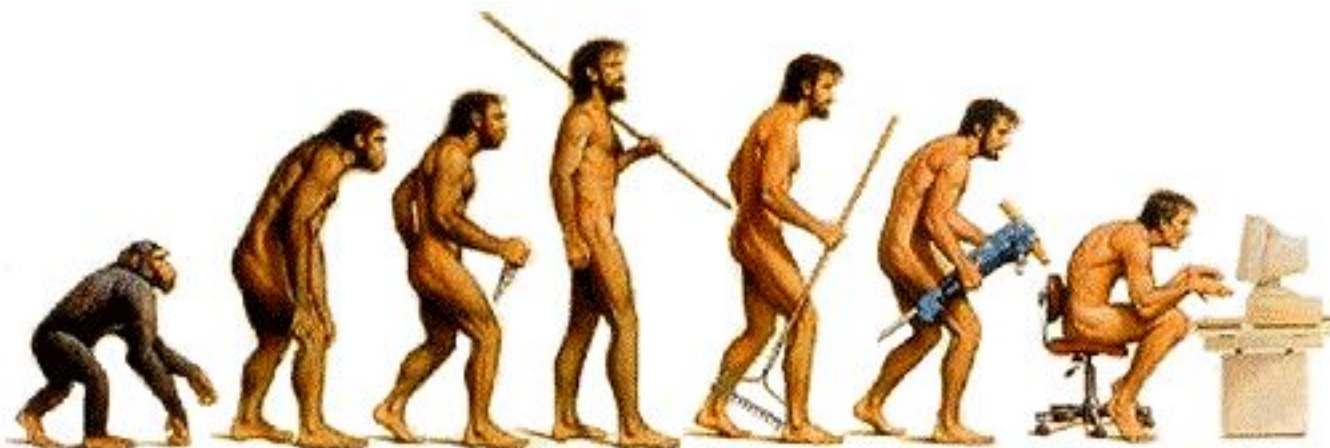
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Рынок поиска США (июль 2007)



Эволюция алгоритмов



1. meta name="keywords"
2. <h1>, и страничные факторы
3. **Ссылки – венец эволюции алгоритмов**



Google™ – апдейты алгоритма

Ноябрь 2003 – Florida (ссылочные фильтры)

Ноябрь 2005 – Jagger (TrustRank)

Февраль 2006 – Big Daddy (Supplemental Results)



Предпочтения поисковиков



- ссылочные данные



- больше внимания страничным факторам



- слабые ссылочные фильтры



Что дальше?

Огромные ресурсы

Мощные алгоритмы

Доминанция естественных методов



Стратегия «Быстрый результат»

- ✓ Упор на работу с проектом извне
- ✓ Обработка ядра средними ссылками

+

- Просто
- Быстро
- Экономично (группировка проектов)

-

- Зависимость от алгоритмов
- Постоянная поддержка ссылками



Стратегия «Стабильность бизнеса»

«Проще создать идею, достойную распространения...

...нежели раскручивать что-то недостойное упоминания»

Аарон Уолл



Стратегия «Стабильность бизнеса»

- ✓ Активная работа на стороне сайта
- ✓ Взаимодействие с заказчиком
- ✓ Участие в сообществе

+

- Высочайшая стабильность
- Ссылки с трафиком
- Новые бизнес-связи

-

- Высокие требования к исполнителям
- Осведомленность заказчика о сути SEO



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| Title | Date |
|--|-------------|
| Charming Python: Python elegance and warts, Part 2 In this series of two articles, David discusses the non-obvious features and misfeatures that have been added to the last several Python versions, with the goal of helping part-time Python programmers uncover the gems while avoiding the pitfalls. This installment adds attributes and methods, descriptors, and properties to the discussion. | 29 Aug 2007 |
| Tip: Read News Industry Text Format (NITF) files with PHP The News Industry Text Format is an XML-based format used by the news industry to encode and share the content of news articles. PEAR's XML_NITF package provides an extensible API to read and parse NITF-formatted files, making it easy to extract bibliographical information and article content for use in any PHP application. | 28 Aug 2007 |
| The Geronimo renegade: Using integrated packages: GlassFish JSTL 1.2 and Apache Geronimo 2.0 The Apache Geronimo team has successfully implemented the exciting new Java Platform, Enterprise Edition (Java EE) 5.0 specification. One of the many notable features of Java EE 5 is the new Java Standard Tag Library (JSTL) 1.2 specification. The key to JSTL 1.2 is the unified expression language, which lets you use the best features of JSTL alongside the JavaServer Faces (JSF). In this installment, the renegade covers the importance of JSTL 1.2 by examining the history of Java Web technologies and how the Geronimo team has leveraged the GlassFish JSTL 1.2 implementation to add JSTL 1.2 support to Geronimo. | 28 Aug 2007 |
| Speed up your Ajax applications while dodging Web services vulnerabilities | 28 Aug 2007 |

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Tivoli
WebSphere
Workplace
Architecture
Autonomic computing
Grid computing
Java™ technology
Linux
Open source
• New to Open source
• Projects
• Technical library
• Training
• Forums
• Events
Power Architecture™
SOA and Web services
Web development
XML



... и сбор урожая трафика

[clustering + Apache](#) - SWIK

Loadbalancing with **mod_jk** and GlassFish. Wednesday, May 30, 2007 ... How To Set Up A Loadbalanced High-Availability **Apache Cluster** | HowtoForge - Linux ...
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The **Apache** Tomcat 5.5 Servlet/JSP Container - [Clustering/Session ...](#)

Default attribute name is org.**apache**.catalina.**cluster**.session.JvmRouteOriginalSessionID.
Trick: You can enable this **mod_jk** turnover mode via JMX before you ...
[tomcat.apache.org/tomcat-5.5-doc/cluster-howto.html](#) - 71k -
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[Advanced administration in WebSphere Application Server Community ...](#)

Clustering with Apache mod_jk. As your site traffic increases, you might reach a point when one application server running your application won't be enough ...

[www.ibm.com/developerworks/websphere/library/techarticles/D703_krishnasamy/D703_krishnasamy.html](#) - 64k -
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Clustering with Apache mod_jk

Sea



Истоки успеха DigitalPoint.com



tools

[Make Donation](#)

[Google AdSense Charts](#)

Generate all sorts of nifty charts with your AdSense CSV data export (requires a Google AdSense account of course).

[Google AdSense Sandbox](#)

This tool will show you what Google AdSense ads will be displayed f webpage on the Internet.

[Back Link Tracking Tool](#)

Track backlink fluctuations to your web pages historically.



Установление партнерских связей

Затраты:

- ✓ 50 писем потенциальным бизнес-партнерам
- ✓ 2 часа времени

Результат:

- ✓ Партнерство с компанией Comodo.com
- ✓ 1 ссылка PR7, ~10 ссылок PR5



Внедрение в тематическое сообщество

- ✓ Форумы
- ✓ Социальные сети (Digg, Reddit, Netscape...)



Digg

The screenshot shows the Digg website interface. At the top, there is a navigation bar with the Digg logo, links for 'Join Digg', 'About', and 'Login', and a search bar. Below this is a secondary navigation bar with categories like 'All', 'News', 'Videos', 'Podcasts', and 'Customize', along with 'Popular' and 'Upcoming' buttons. A 'Popular Topics' section lists various categories like 'World & Business', 'Technology', etc. The main content area is titled 'News & Videos' and features a list of articles. Each article includes a digg count, a title, a brief description, and user interaction options like 'digg it', 'Comments', 'Email', and 'Bury'. A 'Top 10 in All Time' list is visible on the right side, and a cartoon mascot character is positioned at the bottom right.

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120 diggs
[When buying a sex toy as a joke goes too far...](#)
bash.org — A tale of humiliation from the bash.org forums that this writer will never forget for the rest of his life. "I probably sat there for an hour, silently with my plastic lover, pondering my existence." [More...](#) (Offbeat News)
digg it 11 Comments Email Bury MIBabyMan — made popular 3 min ago


203 diggs
[Australia to Nintendo: Knock it off!](#)
aussie-nintendo.com — Super Paper Mario delay: 7 months. Metroid Prime 3? 2 months! Galaxy and Smash Brothers? who knows! A report on the delays of Australian / NZ Nintendo's Wii software releases, shows how we are getting screwed over by Nintendo. We pay much more (20 extra dollars), and get it later. Digg, help us take this message to Nintendo: Knock it off!!! [More...](#) (Nintendo Wii)
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asawmy.blogspot.com — This entry describes how a guy took advantage of a listing typo to buy and resell an item on eBay for a \$500,000+ profit. [More...](#) (Tech Deals)
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Top 10 in All Time

1874 An Honest

1754 50 Year Pi (Amazing)



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Netscape

1 2 > >>

Friends (24)

 **populist** [\(remove\)](#)
✔ 40586 | 📄 4259 | 💬 1944

 **Monte G** [\(remove\)](#)
✔ 66669 | 📄 1819 | 💬 162

 **Helixbuilder** [\(remove\)](#)
✔ 17480 | 📄 4 | 💬 1367

 **JessicaLaurie** [\(remove\)](#)
✔ 2944 | 📄 259 | 💬 33

 **NelsonR** [\(remove\)](#)
✔ 1570 | 📄 0 | 💬 3880

 **hotfans** [\(remove\)](#)
✔ 105 | 📄 31 | 💬 2

 **david_nwpa** [\(remove\)](#)
✔ 2251 | 📄 312 | 💬 4455

 **capn_caveman** [\(remove\)](#)
✔ 18650 | 📄 2268 | 💬 626

 **christoforides** [\(remove\)](#)
✔ 1340 | 📄 0 | 💬 0

 **Ciera Marie** [\(remove\)](#)
✔ 18911 | 📄 19 | 💬 1875

 **starshinediva** [\(remove\)](#)
✔ 18488 | 📄 2525 | 💬 146


 **kedelbrock** [\(remove\)](#)
✔ 5275 | 📄 41 | 💬 4

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Member Name 

Remove Friends

Member Name 

Unclaimed Friends

The following people have *added you as Friend*, but you have not added them.

 [chaimtom](#) [\(add\)](#) [\(remove\)](#)

 [jenifferay](#) [\(add\)](#) [\(remove\)](#)

 [ShadowX](#) [\(add\)](#) [\(remove\)](#)

The End

Вилявин Роман Александрович

руководитель отдела продвижения сайтов в
зарубежных поисковых системах

Т: +38(057) 752-54-62 (Харьков), +7(495) 411-08-17 (Москва)
contact@promodo.com

www.promodo.ruwww.promodo.ru, www.promodo.com

