

## Доклад

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

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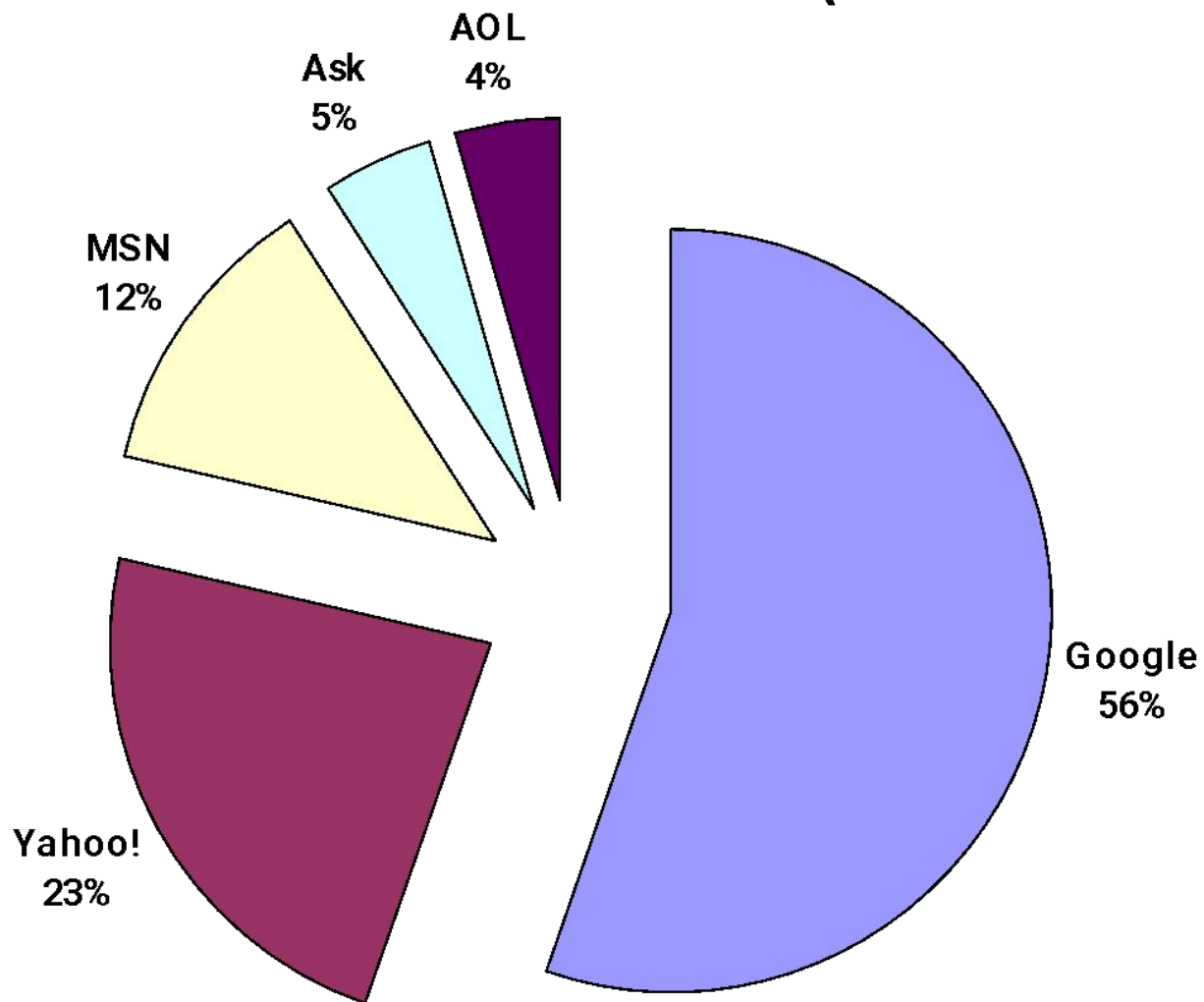
т: +38(057) 752-54-62 (Харьков), +7(495) 411-08-17 (Москва)

contact@promodo.com

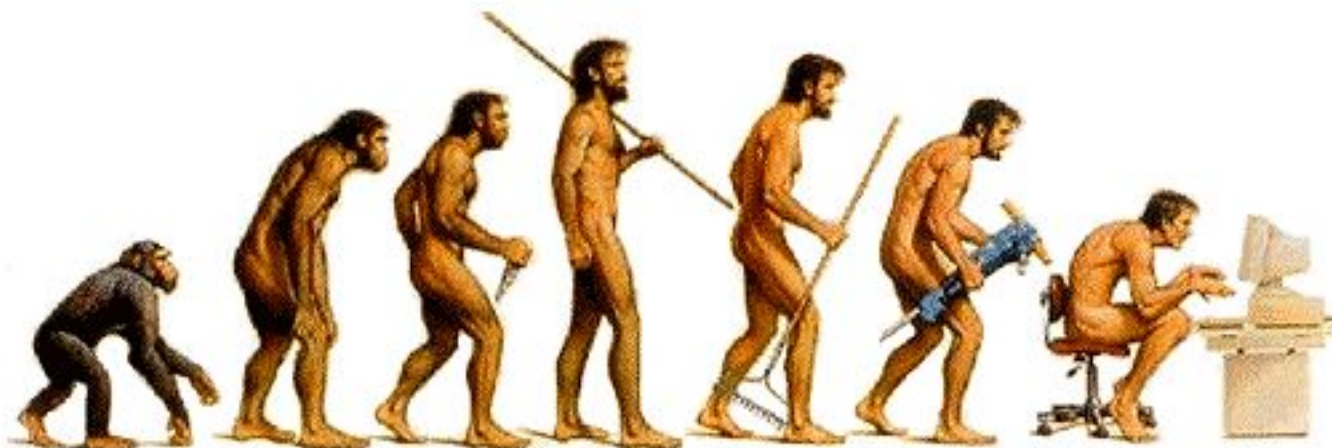
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## Рынок поиска США (июль 2007)



## Эволюция алгоритмов



1. meta name="keywords"
2. <h1>, <b> 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
<a href="#">Charming Python: Python elegance and warts, Part 2</a> 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
<a href="#">Tip: Read News Industry Text Format (NITF) files with PHP</a> 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
<a href="#">The Geronimo renegade: Using integrated packages: GlassFish JSTL 1.2 and Apache Geronimo 2.0</a> 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
<a href="#">Speed up your Ajax applications while dodging Web services vulnerabilities</a>	28 Aug 2007



## ... 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 ...  
[swik.net/clustering+Apache](#) - 44k - [Cached](#) - [Similar pages](#) - [Фильтр](#)

### 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 -  
[Cached](#) - [Similar pages](#) - [Фильтр](#)

### [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 -  
[Cached](#) - [Similar pages](#) - [Фильтр](#)

Go o o o o o o o o o o o o o o g l e ▶  
1 2 3 4 5 6 7 8 9 10 [Next](#)

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 labeled "Search Digg...". Below this is a secondary navigation bar with tabs for "All", "News", "Videos", "Podcasts", and "Customize", along with "Popular" and "Upcoming" buttons. A "Popular Topics" section lists categories like "World & Business", "Technology", "Science", "Entertainment", "Gaming", "Sports", "Offbeat News", and "Comedy Videos".

The main content area is titled "News & Videos" and includes sorting options: "Most Recent", "Top in 24 Hr", "7 Days", "30 Days", and "365 Days". A green banner encourages users to "Join now" to share important content.

The news feed contains three items:

- 120 diggs:** "When buying a sex toy as a joke goes too far..." from bash.org. Description: "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). Action: digg it, 11 Comments, Email, Bury, MIBabyMan — made popular 3 min ago.
- 203 diggs:** "Australia to Nintendo: Knock it off!" from aussie-nintendo.com. Description: "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)". Action: digg it, 36 Comments, Email, Bury, misterseuz — made popular 33 min ago.
- 145 diggs:** "This entry describes how a guy made a \$500,000 profit on eBay" from asawmy.blogspot.com. Description: "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)". Action: digg it, 38 Comments, Email, Bury, Espada01 — made popular 53 min ago.

On the right side, there is a "Top 10 in All To" list:

- 1874 An Honest
- 1754 50 Year Pi (Amazing)

At the bottom right, there is a cartoon mascot character, a yellow creature with red spiky hair, wearing a red suit and holding a blue pen.

## Reddit



[hot](#) [new](#) [browse](#) [stats](#)

want to join? [register](#) in seconds | [submit](#) | [help](#) | [blog](#)

1. ↑ [Lick Me In The Ass, by Wolfgang Amadeus Mozart](#) (en.wikipedia.org)  
↓ 422 points posted 8 hours ago by [meismo](#) 86 comments
2. ↑ [Ron Paul is Seriously Flawed as a Candidate; We're Just So in Love With Him That We're Not Paying Attention](#) (dmiessler.com)  
↓ 362 points posted 7 hours ago by [danielm26](#) 243 comments
3. ↑ [Marriage is between one man and one woman! \[Pics\]](#) (democraticunderground.com)  
↓ 474 points posted 10 hours ago by [neoronin](#) 119 comments
4. ↑ [How to hide beer in office? \[PICS\]](#) (newlaunches.com)  
↓ 102 points posted 2 hours ago by [sob062571](#) 18 comments
5. ↑ [Study compares digg, reddit, etc. to mainstream news.](#) (news.bbc.co.uk)  
↓ 206 points posted 6 hours ago by [kokey](#) 56 comments
6. ↑ [Want to hinder burglars? Turn off the so-called "security lights".](#) (schneier.com)  
↓ 103 points posted 3 hours ago by [raldi](#) 12 comments
7. ↑ [The Op-Ed by seven active duty U.S. soldiers in Iraq questioning the war drew international attention just three weeks ago. Now two of the seven are dead](#) (editorandpublisher.com)  
↓ 91 points posted 3 hours ago by [duncanmc](#) 10 comments
8. ↑ [My Neighborhood Speed Trap](#) (cockeyed.com)  
↓ 323 points posted 11 hours ago by [animeshb](#) 84 comments
9. ↑ [Store refuses to repair laptop's broken hinge because the user had installed Linux over Vista](#) (dreamstate.eu)  
↓ 321 points posted 11 hours ago by [rmuser](#) 67 comments
10. ↑ [59% of Americans Say US Has Changed for the Worse Since 9/11](#) (rasmussenreports.com)  
↓ posted 1 hour ago by [vtail](#) 11 comments

username:

password:

remember me

[what's my password?](#)

popular subreddits

[programming](#)  
[science](#)  
[politics](#)






## 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

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

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

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


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

 [Submit a Story](#)

 [Upload a Video](#)

 [Friends online \(1\)](#)

 [Find new stories](#)

 [Message Center](#)

 [My Netscape](#)

### Add Friends


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

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