

Разработка и техническая поддержка веб-сайта в контексте поисковой оптимизации

Доброновский Роман,
руководитель отдела
по продвижению в западном
сегменте компании «Promodo»

23 декабря 2010, Харьков

О чём

- **Дубликаты**
- **Локализация**
- **Микроформаты**

ЧЕМ ПЛОХ ДУБЛИРОВАННЫЙ КОНТЕНТ?



Бан, пенальти, фильтр?

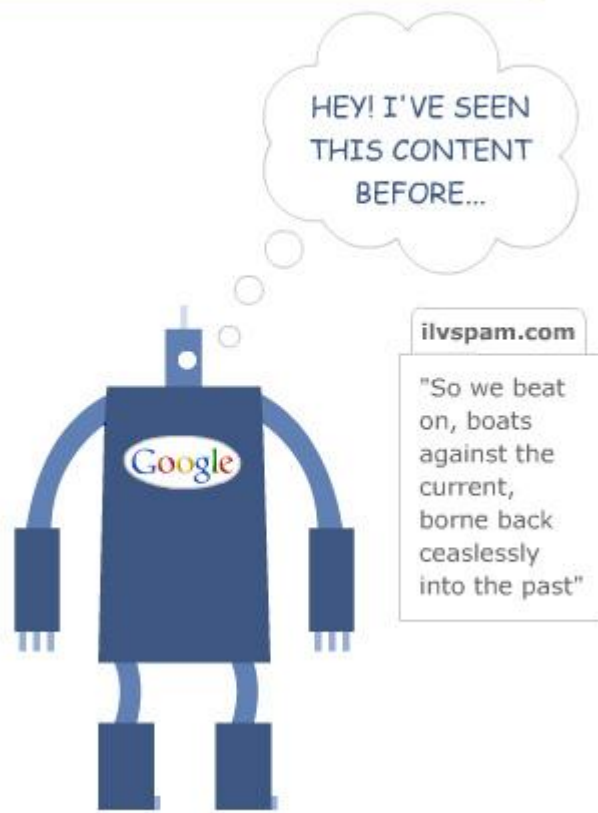


Утсев дубликтов по стадиям

- Crawling
- Индексация
- Обработка запросов

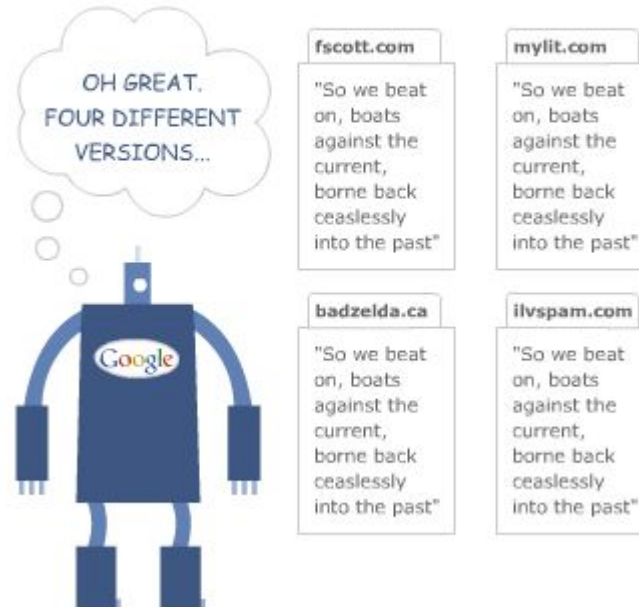
Google находит дублированный КОНТЕНТ...

PHASE I: GOOGLE FINDS DUPE CONTENT

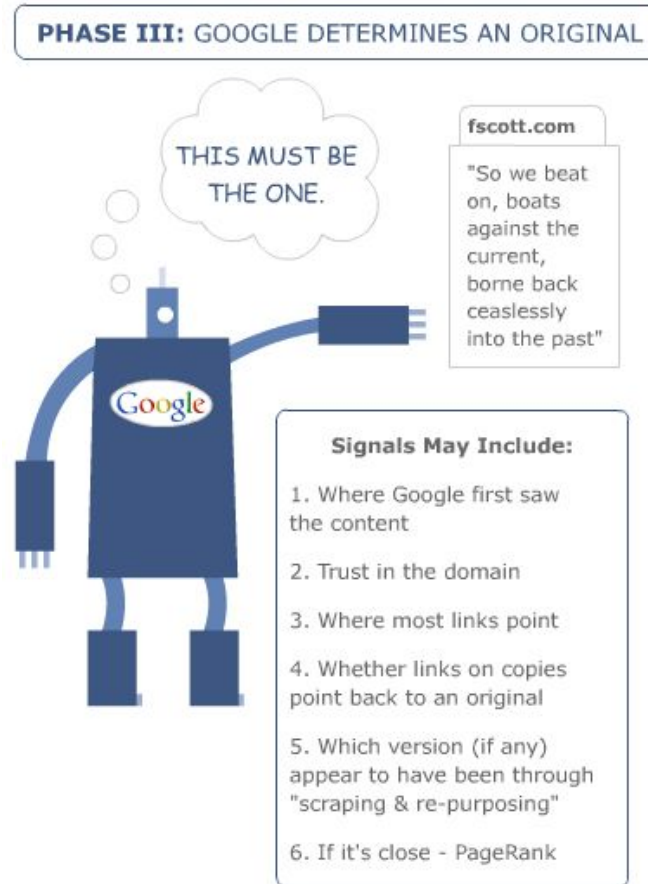


...сравнивает документы...

PHASE II: BIG G CHECKS COMPARABLE DOCS

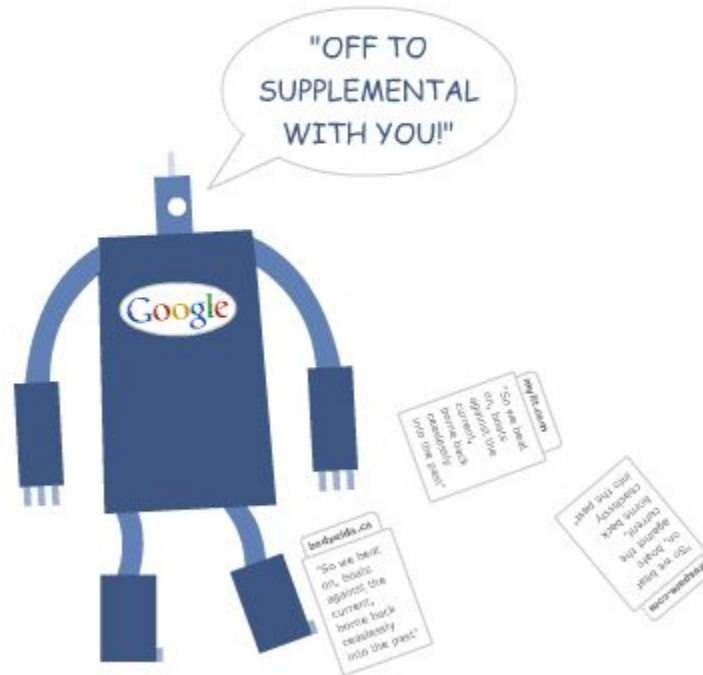


...определяет «оригинал»...



...а остальных отправляет «фтопку».

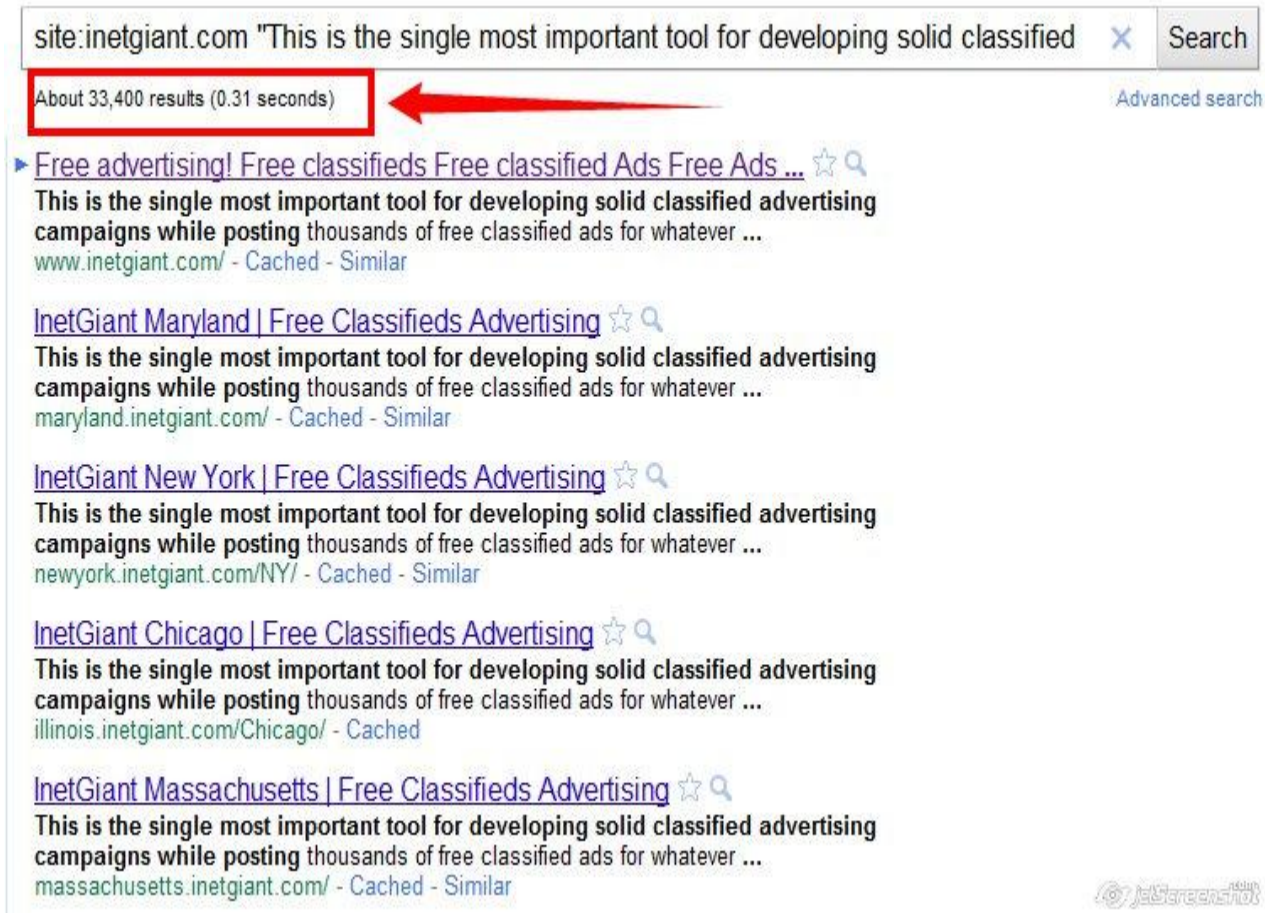
PHASE IV: DUPES GET TOSSED OUT



Проверка идентичности



Проверка идентичности - Google



site:inetgiant.com "This is the single most important tool for developing solid classified ✕ Search

About 33,400 results (0.31 seconds) ← Advanced search


▶ [Free advertising! Free classifieds Free classified Ads Free Ads ...](#) ☆ 🔍
This is the single most important tool for developing solid classified advertising campaigns while posting thousands of free classified ads for whatever ...
[www.inetgiant.com/](#) - Cached - Similar

[InetGiant Maryland | Free Classifieds Advertising](#) ☆ 🔍
This is the single most important tool for developing solid classified advertising campaigns while posting thousands of free classified ads for whatever ...
[maryland.inetgiant.com/](#) - Cached - Similar

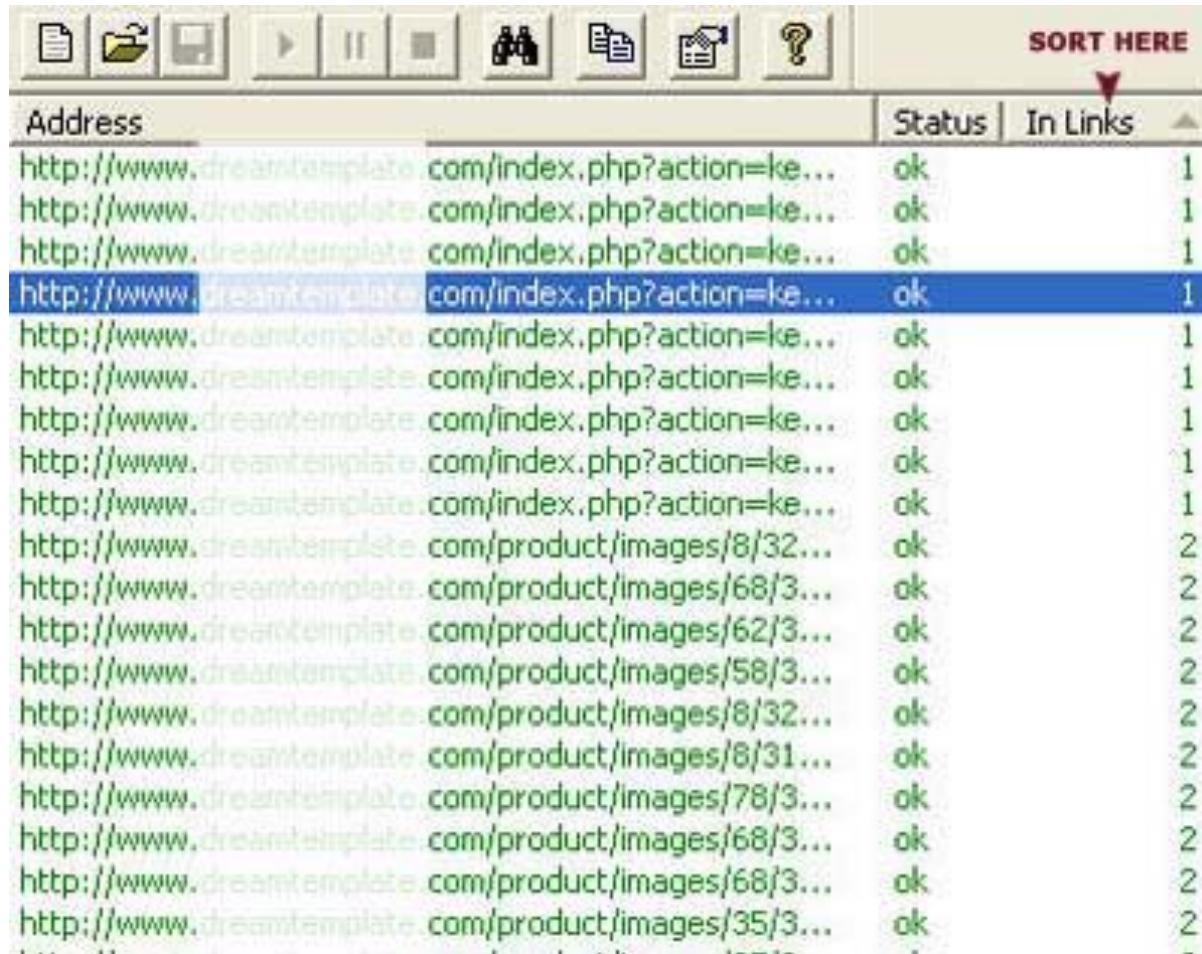
[InetGiant New York | Free Classifieds Advertising](#) ☆ 🔍
This is the single most important tool for developing solid classified advertising campaigns while posting thousands of free classified ads for whatever ...
[newyork.inetgiant.com/NY/](#) - Cached - Similar

[InetGiant Chicago | Free Classifieds Advertising](#) ☆ 🔍
This is the single most important tool for developing solid classified advertising campaigns while posting thousands of free classified ads for whatever ...
[illinois.inetgiant.com/Chicago/](#) - Cached

[InetGiant Massachusetts | Free Classifieds Advertising](#) ☆ 🔍
This is the single most important tool for developing solid classified advertising campaigns while posting thousands of free classified ads for whatever ...
[massachusetts.inetgiant.com/](#) - Cached - Similar



Проверка идентичности – Хепи



The screenshot shows a web crawler tool interface with a toolbar at the top containing icons for file operations, navigation, and help. Below the toolbar is a table with the following columns: Address, Status, and In Links. The table lists multiple URLs from 'http://www.dreamtemplate.com' with a status of 'ok' and varying 'In Links' counts. One row is highlighted in blue.

Address	Status	In Links
http://www.dreamtemplate.com/index.php?action=ke...	ok	1
http://www.dreamtemplate.com/index.php?action=ke...	ok	1
http://www.dreamtemplate.com/index.php?action=ke...	ok	1
http://www.dreamtemplate.com/index.php?action=ke...	ok	1
http://www.dreamtemplate.com/index.php?action=ke...	ok	1
http://www.dreamtemplate.com/index.php?action=ke...	ok	1
http://www.dreamtemplate.com/index.php?action=ke...	ok	1
http://www.dreamtemplate.com/index.php?action=ke...	ok	1
http://www.dreamtemplate.com/index.php?action=ke...	ok	1
http://www.dreamtemplate.com/index.php?action=ke...	ok	1
http://www.dreamtemplate.com/product/images/8/32...	ok	2
http://www.dreamtemplate.com/product/images/68/3...	ok	2
http://www.dreamtemplate.com/product/images/62/3...	ok	2
http://www.dreamtemplate.com/product/images/58/3...	ok	2
http://www.dreamtemplate.com/product/images/8/32...	ok	2
http://www.dreamtemplate.com/product/images/8/31...	ok	2
http://www.dreamtemplate.com/product/images/78/3...	ok	2
http://www.dreamtemplate.com/product/images/68/3...	ok	2
http://www.dreamtemplate.com/product/images/68/3...	ok	2
http://www.dreamtemplate.com/product/images/35/3...	ok	2

Проверка идентичности – Webmaster Tools

HTML suggestions

When Googlebot crawled your site, it found some issues with your content. These issues won't prevent your site from appearing in Google search results, but addressing them may help your site's user experience and performance.

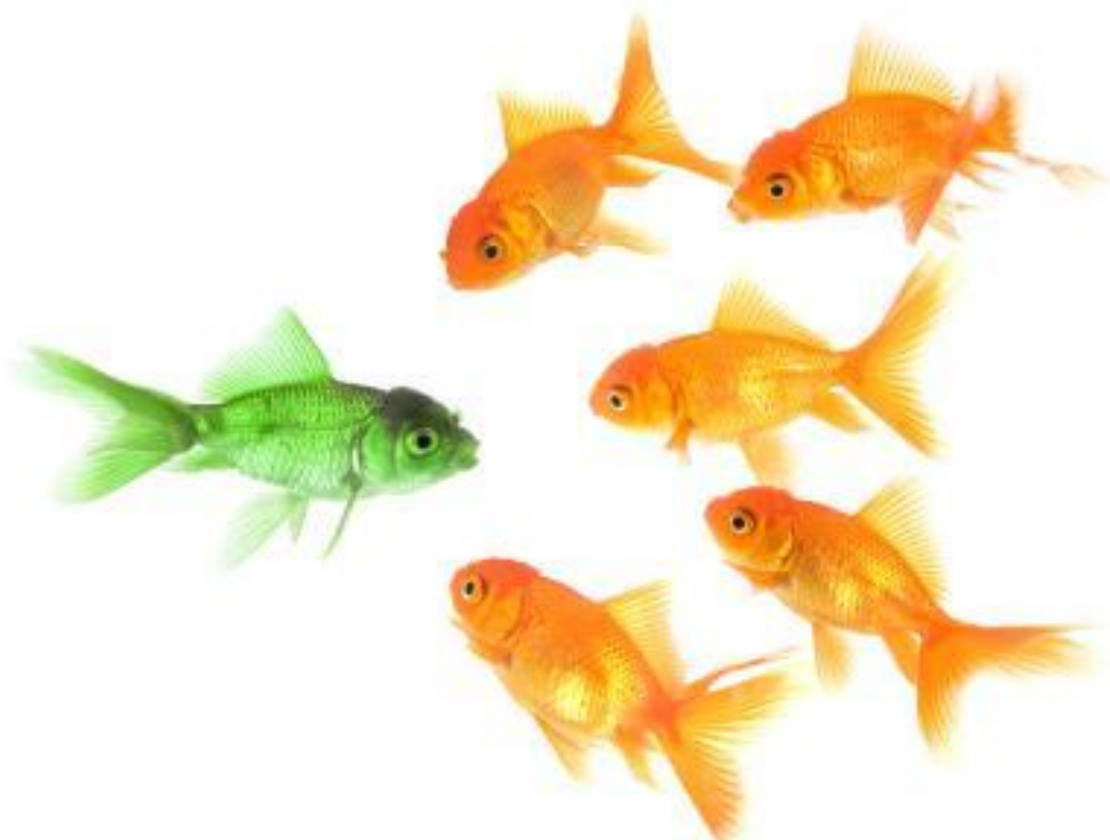
Meta description	Pages
Duplicate meta descriptions	177
Long meta descriptions	0
Short meta descriptions	9

Title tag	Pages
Missing title tags	160
Duplicate title tags	112
Long title tags	0
Short title tags	0
Non-informative title tags	0

Non-indexable content	Pages
We didn't detect any issues with non-indexable content on your site.	

[Download this table](#) Last updated Dec 22, 2010

Распространённые типы дубликатов



Страницы WWW и non-WWW



http vs. https страниц



http vs. https страниц: решение



Версии страниц для печати



Версии страниц для печати: решение – robots.txt



Зеркала сайтов



Зеркала сайтов: решение



Дубликаты при пагинации



Standard Poodle Puppies for Sale

STANDARD POODLE PUPPIES FOR SALE READY TO GO NOW THE PERFECT POODLE CHRISTMAS Ready for Christmas! ...

Posted by Tanya_Munro - Seattle, WA 4 days ago

Please contact



German shepherd puppies akc black and tan and solid black

German shepherd puppies akc, 3 black and tan like mom and 3 solid black. Parents on site, very lovin...

Posted by Rebecca_rogers - San Antonio, TX 4 days ago

\$600.00



AKC chow chow puppy/s for sale.

AKC chow chow puppys for sale parents have great temperments. ch- bloodline in dads pedigree....

Posted by lindahornback12@yahoo.com - West Somerset, KY 4 days ago

Please contact



cute and adorable yorkie puppies for adoption

lovely and well train Yorkie puppies for a good and caring home they are both male and female Yorkie...

Posted by ellen_royez - Abbeville, AL 4 days ago

Please contact



AKC English Bulldogs: GREAT CHRISTMAS, NEW YEAR

AKC English Bulldogs: GREAT CHRISTMAS, NEW YEAR OR VALENTINE GIFT! 2 females, 1 males. litter is akc r...

Posted by christina_brenda - Seattle, WA 4 days ago

Free



lovely chihuahua puppy for this Xmas season.

this lovely puppy is pedigree checked and also kc registered. She is also on shots and de-wormed, al...

Posted by jim_pulmer - Andover, KS 4 days ago

\$300.00

Ads by Google

Australian Labradoodles

www.manorbomasd.co.uk Asd Australian Labradoodle Puppies. Now reserving

Rascal Dog Litter Box

www.rascaldoglitterbox.co.uk Patented US Best Seller. It Works.. Free DLVY PleaseC Video Testimonials

Wholesale Dog Collars

www.custom-collars.com You will find the best quality Dog. Collars Made In USA here!

First 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 Next Last

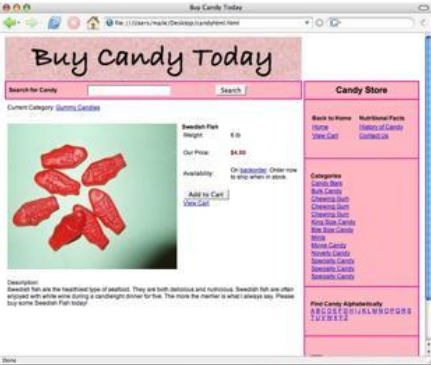
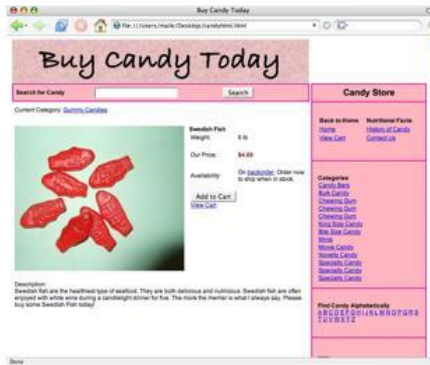

- German Shepherds
- Pointer
- Giant Schnauzer
- Glen Of Imaal Terrier
- Golden Retriever
- Gordon Setter
- Great Dane
- Great Pyrenees
- Greater Swiss Mountain Dog
- Greyhound
- Harrier
- Havanese
- Ibizan Hound
- Irish Setter
- Irish Terrier
- Irish Water Spaniel
- Irish Wolfhound
- Italian Greyhound
- Japanese Chin
- Keeshond
- Kerry Blue Terrier
- Komondor
- Kuvasz
- Labrador Retriever
- Lakeland Terrier
- Lhasa Apso
- Lowchen
- Maltese
- Manchester Terrier
- Mastiff
- Miniature Bull Terrier
- Miniature Pinscher
- Miniature Schnauzer
- Neapolitan Mastiff
- Newfoundland
- Norfolk Terrier
- Norwegian Elkhound
- Norwich Terrier



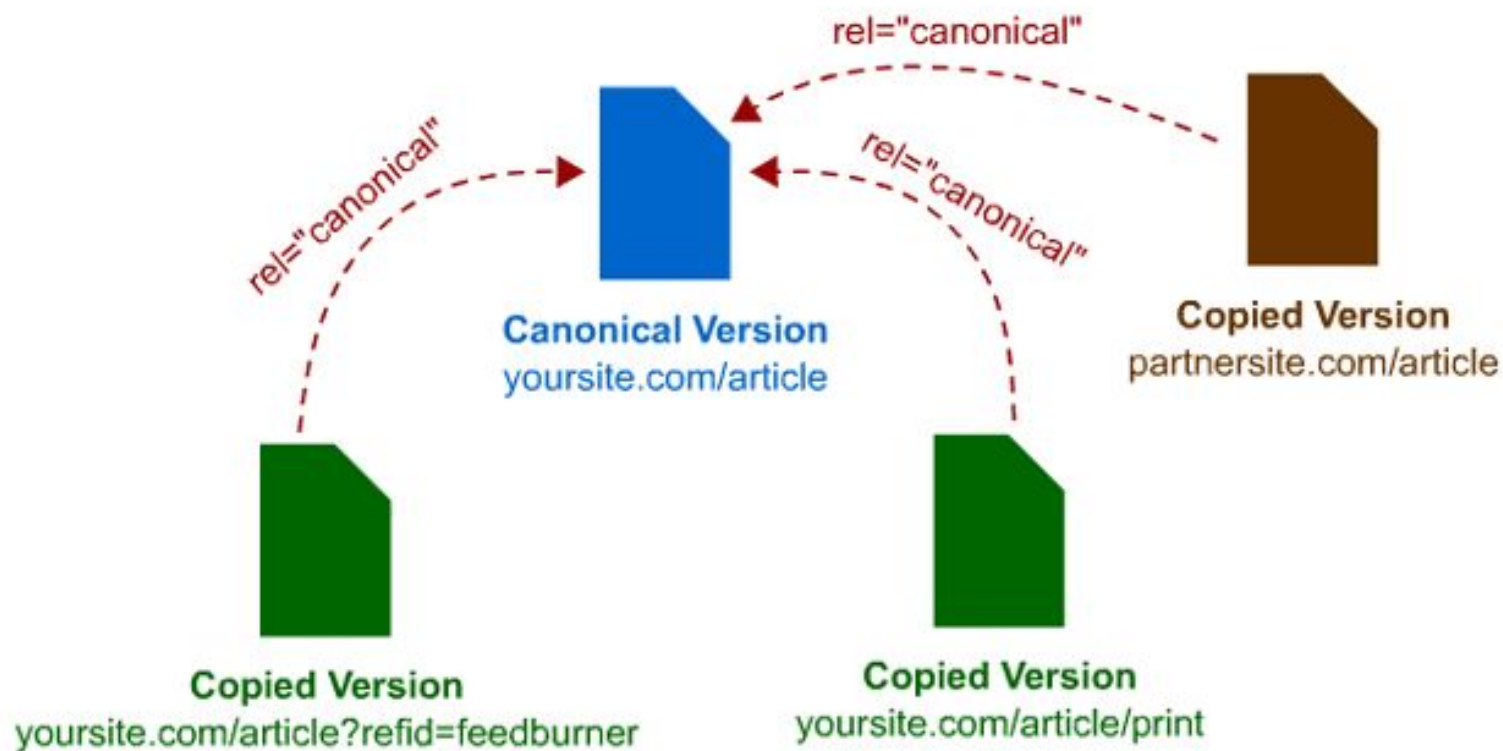
дубликаты при пагинации: решение



URL'ы и дубликаты

Webmaster's intended display URL	Duplicate	Duplicate
		
<p>http://www.example.com/product.php?item=swedish-fish</p>	<p>http://www.example.com/product.php?category=gummy-candy&item=swedish-fish&affiliateid=ABCD</p>	<p>http://www.example.com/product.php?item=swedish-fish&trackingid=1234&sort=price&sessionid=5678</p>

URL'ы и дубликаты: решение



Локализация



Выбор TLD – 90% успеха для регионального продвижения

Поддомены VS. папок



Локализация в Webmaster Tools

Settings

General settings

[Parameter handling](#)

Geographic target

Target users in: United States

Микроформаты



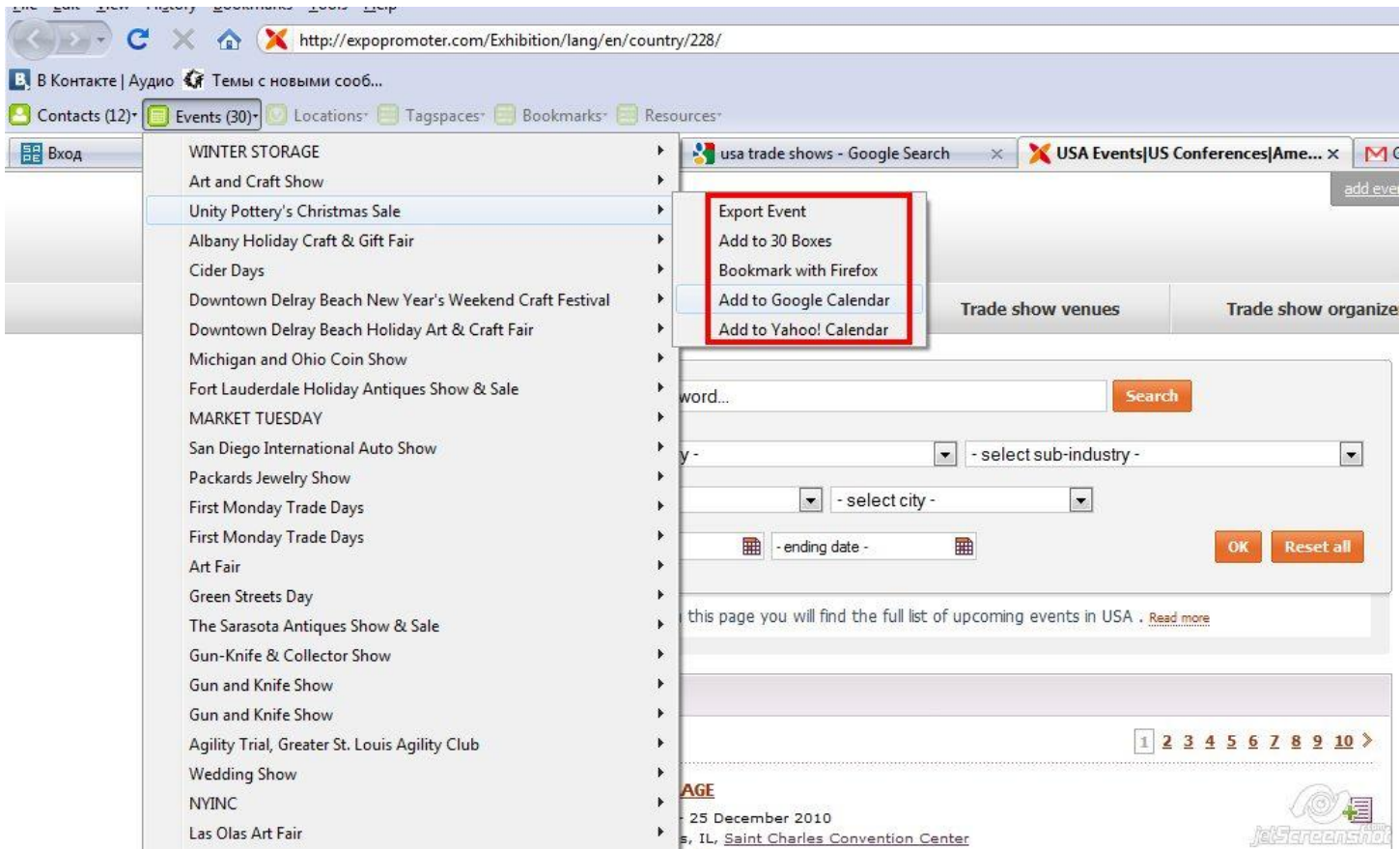
Преимущества микроформатов

1. удобные шаблоны для типовых данных

```
<div class="vcard">
  <div>
    <span class="category">Кафе</span>
    <span class="fn org">Ромашка</span>
  </div>
  <div class="adr">
    <span class="locality">г. Солнечный</span>,
    <span class="street-address">просп. Романтиков, д. 21</span>
  </div>
  <div>Телефон: <span class="tel">+7 (890) 123-45-67</span></div>
  <div>Мы работаем <span class="workhours">ежедневно с 11:00 до 24:00</span>
    <span class="url">
      <span class="value-title" title="http://www.romashka-cafe.ru"> </span>
    </span>
  </div>
</div>
```



2.1 Возможности синхронизации данных



2.2 Возможности синхронизации данных

The screenshot shows a browser window with the URL <http://ua.linkedin.com/pub/roman-dobronovsky/16/50b/3a9>. The browser's address bar dropdown menu is open, and a red box highlights the 'Export Contact' option. The LinkedIn profile for Roman Dobronovsky is visible, showing his current role as Team Leader at Promodo SEO Company, past role at Promodo, education at V.N. Karazin Kharkiv National University, 36 connections, and industry as Internet. The profile also lists his experience at Promodo from 2006 to 2009 and his education at V.N. Karazin Kharkiv National University.

3. Улучшение индексации



4. Улучшение КОНВЕРСИИ



- Everything
- Images
- Videos
- News
- Shopping
- More

- All results
- Timeline
 - More search tools

usa trade shows X Search

About 9,540,000 results (0.14 seconds) Advanced search

Trade Shows in the USA Ad
 Quality exhibit displays & design. Full service from build to ship.
www.skyline.com

Trade Shows in United States Of America, Trade Fairs in United ... ☆ 🔍
 Trade Shows in United States Of America - Find information on **United States Of America trade shows**, trade fairs, trade exhibitions, business **trade shows**, ...
 Las Vegas - New York - Anaheim - Orlando
www.biztradeshows.com/usa/ - Cached - Similar

Computer & IT Trade Shows in United States Of America, Computer ... ☆ 🔍
 Computer & IT Trade Shows in United States Of America - Find information on ...
www.biztradeshows.com/usa/usa-tradeshows.mp?industry... - Cached - Similar

Apparel & Clothing Trade Shows in United States Of America, Apparel ... ☆ 🔍
 Apparel & Clothing Trade Shows in United States Of America - Find ...

Downtown Delray Beach ...	Sun, Dec 26	Delray Beach, Florida ...
Sonoma Wedding Show - Santa ...	Sun, Jan 2, 2011	Santa Rosa, California ...
The Great Bridal Expo-Anaheim	Sun, Jan 2, 2011	Anaheim, California

www.biztradeshows.com/usa/usa-tradeshows.mp?industry... - Cached - Similar
 + Show more results from biztradeshows.com



America, USA | Trade Shows in the USA ☆ 🔍
 Trade Shows USA. All about world event industry! ... Trade Shows. On-line expo soon; TV-expo soon; Hotel reservations ...
www.tradeshowsusa.com/ - Cached - Similar

The Ultimate Trade Show Directory, for Exposition and Exhibitor ... ☆ 🔍
 TSNN.com is a powerful international **trade show** gateway. ... Subscribe. Newsletters - Submit an Article - Join Us on LinkedIn - Follow Us on Twitter ...
www.tsn.com/ - Cached - Similar

USA Trade Shows - Upcoming Trade Events, Fairs and Exhibitions in USA ☆ 🔍
 TradeKey is an information resource of Latest **USA Trade Shows**, Trade Fairs, Exhibitions and events in USA.
tradeshow.tradekey.com Trade Shows - Cached - Similar



Популярные микроформаты

hCard – адреса, телефоны и пр.

Roman Dobronovsky

About 530 results (0.19 seconds)

▶ [Roman Dobronovsky - EzineArticles.com Expert Author](#) ☆ 🔍

9 Dec 2009 ... Roman Dobronovsky has been an expert author on EzineArticles.com since November 5, 2009 and has 4 published articles.

[ezinearticles.com/?expert=Roman_Dobronovsky](#) - Cached

[Roman Dobronovsky - Ukraine | LinkedIn](#) ☆ 🔍

Ukraine - Team Leader at Promodo SEO Company

View Roman Dobronovsky's (Ukraine) professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Roman ...

[ua.linkedin.com/pub/roman-dobronovsky/16/50b/3a9](#) - Cached

hCard



hCard в Yandex

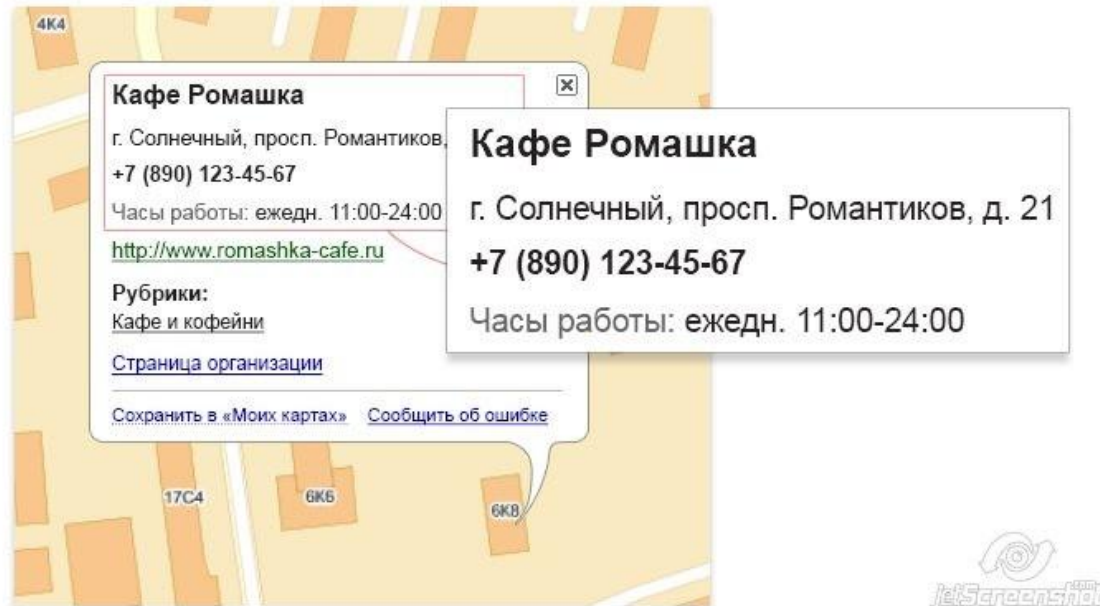
1. Кафе Ромашка

Банкетный зал, изысканная кухня, живая музыка и профессиональный тамада.

+7 (890) 123-45-67 г. Солнечный, просп. Романтиков, д. 21

www.romashka-cafe.ru г. Солнечный [сохраненная копия](#) [еще с сайта](#)

+7 (890) 123-45-67 г. Солнечный, просп. Романтиков, д. 21



hReview

[Apple iPhone 3GS Review \(32GB, black, AT&T\) - Smartphones - CNET ...](#)  

★★★★☆ Review by Kent German - Jun 17, 2009 

17 Jun 2009 ... **Review:** Editors' note: On September 25, 2009, AT&T activated multimedia messaging for the **iPhone 3G** and 3GS. Also, for more on the TomTom ...

[reviews.cnet.com/...iphone-3gs.../4505-6452_7-33674173.html](#) - Cached - Similar



hEvent

usa trade shows X Search

About 1,420,000 results (0.21 seconds) Advanced search

▶ **Trade Shows in the USA** Ad

Quality exhibit displays & design. Full service from build to ship.
www.skyline.com

Trade Shows in United States Of America, Trade Fairs in United ... ☆ 🔍
 Trade Shows in United States Of America - Find information on **United States Of America trade shows**, trade fairs, trade exhibitions, business **trade shows**, ...
 Las Vegas - New York - Anaheim - Orlando
www.biztradeshows.com/usa/ - Cached - Similar

Computer & IT Trade Shows in United States Of America, Computer ... ☆ 🔍
 Computer & IT Trade Shows in United States Of America - Find information on ...

Macworld Expo	Thu, Jan 27, 2011	San Francisco, California
Real-Time & Embedded ...	Tue, Feb 15, 2011	Huntsville, Alabama, United ...
Engage Conference & Expo	Tue, Feb 15, 2011	Convention Center

www.biztradeshows.com/usa/usa-tradeshows.mp?industry... - Cached - Similar

Apparel & Clothing Trade Shows in United States Of America, Apparel ... ☆ 🔍
 Apparel & Clothing Trade Shows in United States Of America - Find

Downtown Delray Beach ...	Sun, Dec 26	Delray Beach, Florida ...
Sonoma Wedding Show - Santa ...	Sun, Jan 2, 2011	Santa Rosa, California ...
The Great Bridal Expo-Anaheim	Sun, Jan 2, 2011	Anaheim, California

www.biztradeshows.com/usa/usa-tradeshows.mp?industry... - Cached - Similar

[+](#) Show more results from biztradeshows.com

America, USA | Trade Shows in the USA ☆ 🔍

Events

Спасибо за внимание!