

# 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?

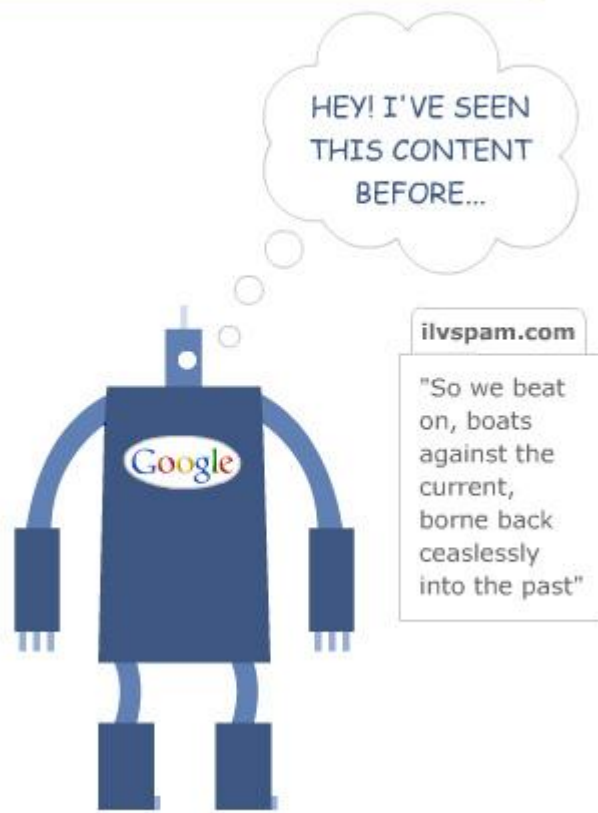


# Утсев дубликтов по стадиям

- Crawling
- Индексация
- Обработка запросов

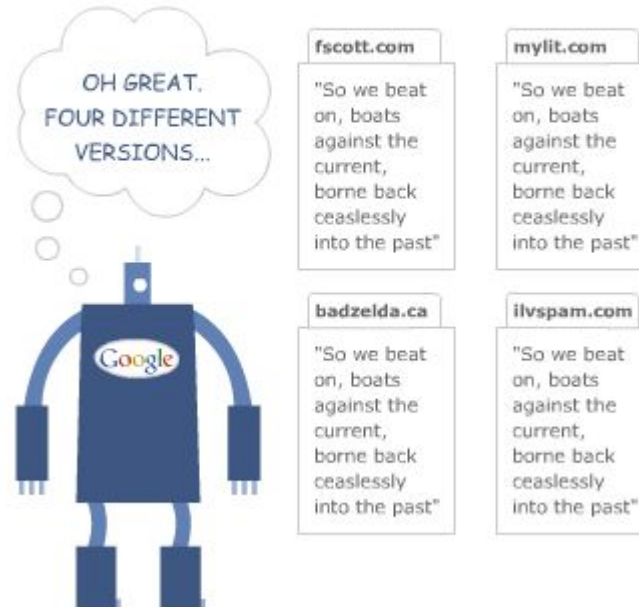
# Google находит дублированный КОНТЕНТ...

PHASE I: GOOGLE FINDS DUPE CONTENT

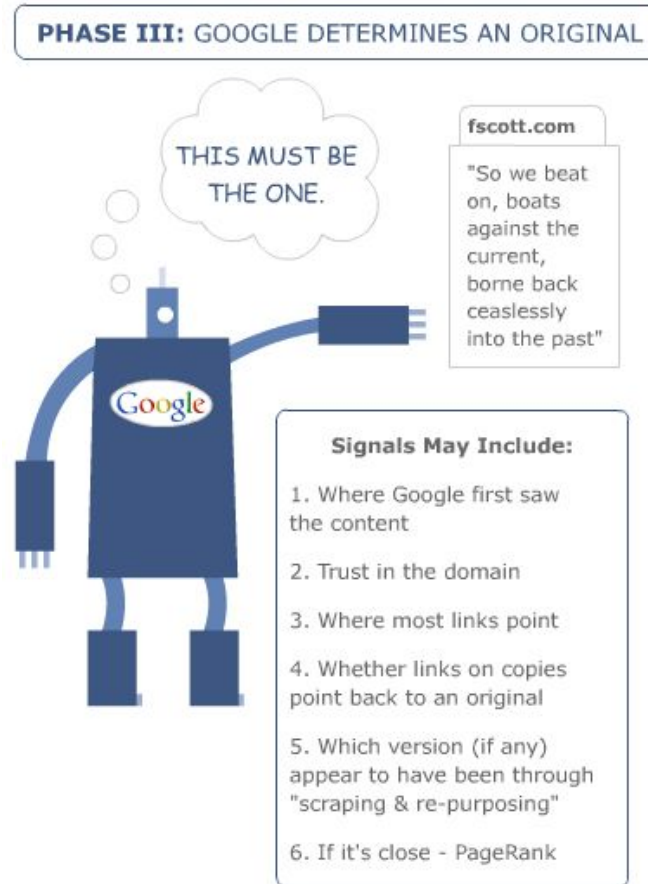


# ...сравнивает документы...

## PHASE II: BIG G CHECKS COMPARABLE DOCS



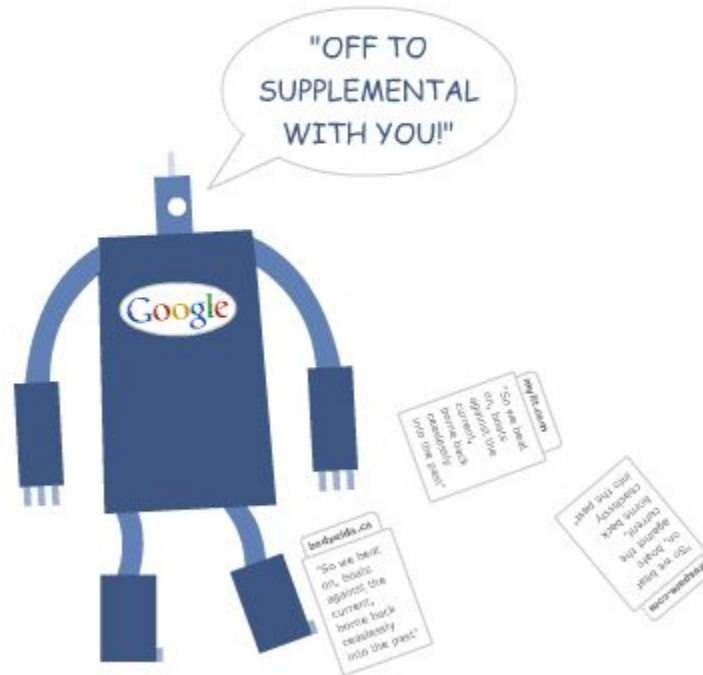
# ...определяет «оригинал»...





# ...а остальных отправляет «фтопку».

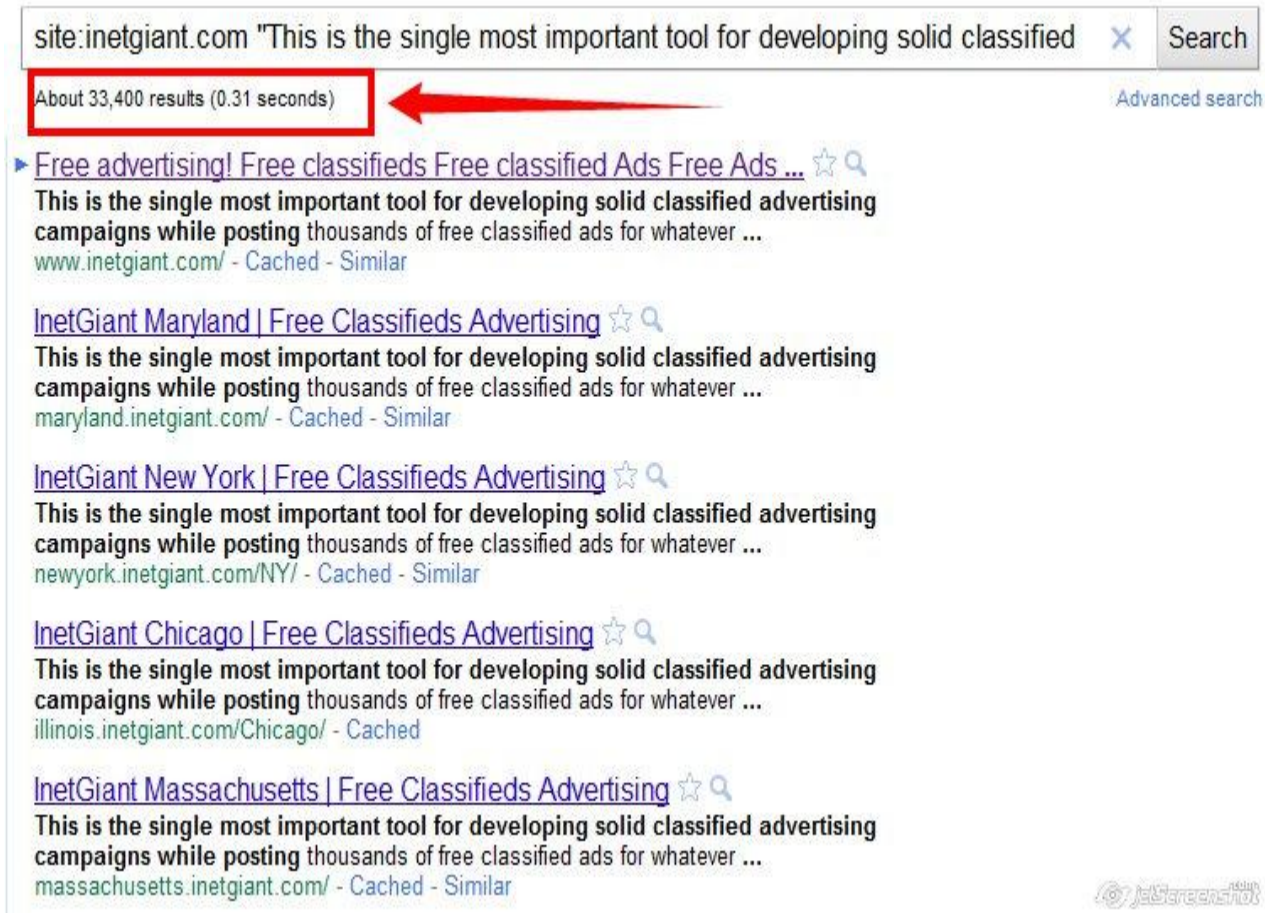
PHASE IV: DUPES GET TOSSED OUT



# 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

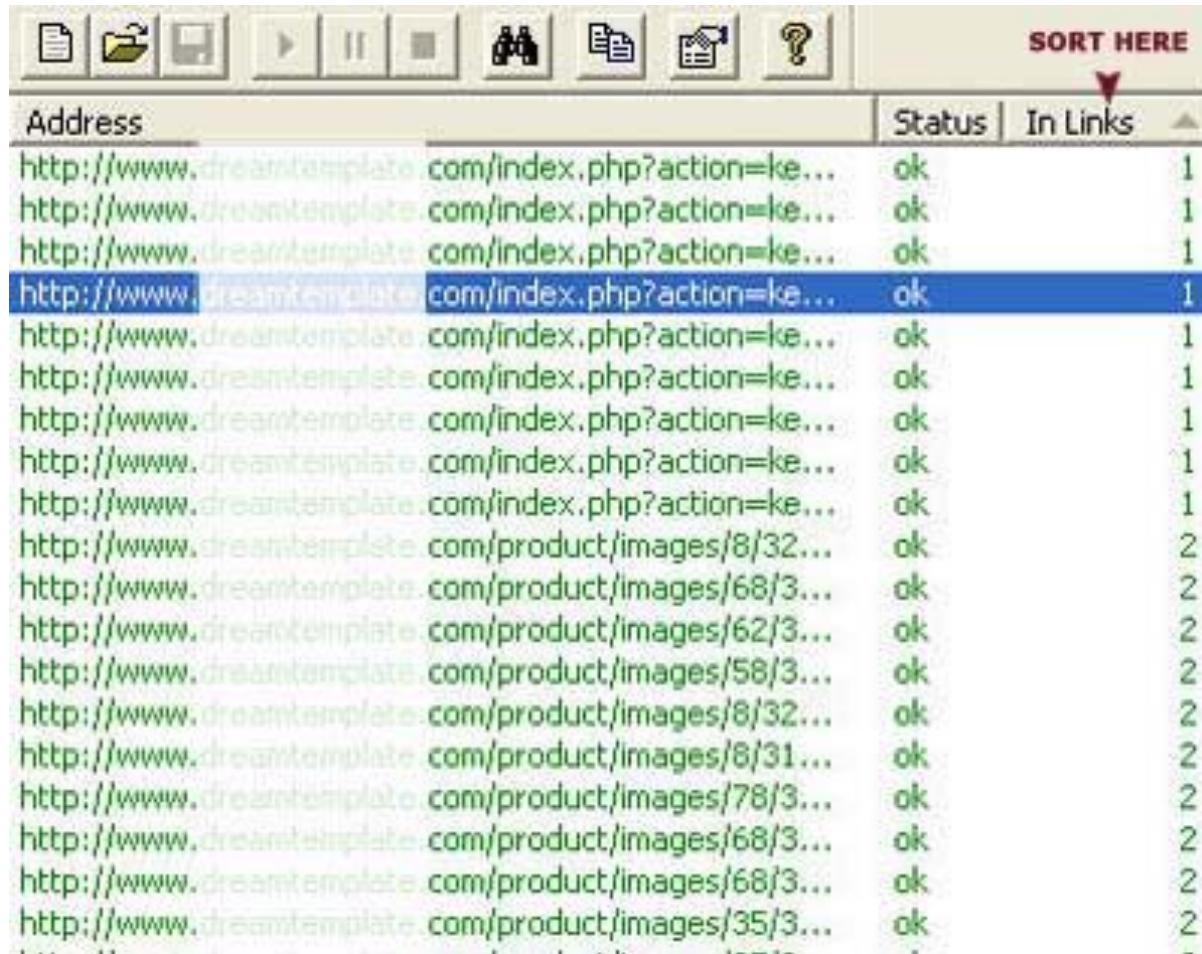
[InetGiant New York | Free Classifieds Advertising](#) ☆ 🔍  
This is the single most important tool for developing solid classified advertising campaigns while posting thousands of free classified ads for whatever ...  
[newyork.inetgiant.com/NY/](#) - Cached - Similar

[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 – Хену



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
<a href="#">Duplicate meta descriptions</a>	177
Long meta descriptions	0
<a href="#">Short meta descriptions</a>	9

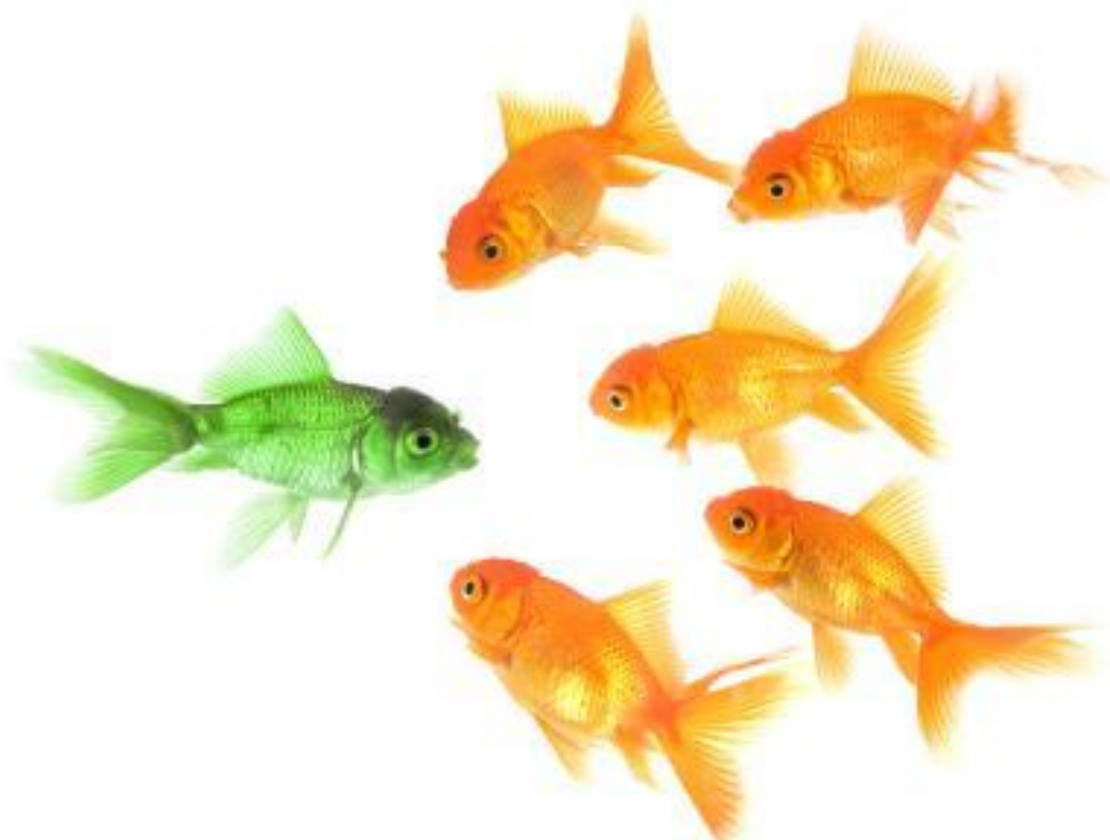
Title tag	Pages
<a href="#">Missing title tags</a>	160
<a href="#">Duplicate title tags</a>	112
Long title tags	0
Short title tags	0
Non-informative title tags	0

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](http://www.manorbomasd.co.uk) Asd Australian Labradoodle Puppies. Now reserving

**Rascal Dog Litter Box**

[www.rascaldoglitterbox.co.uk](http://www.rascaldoglitterbox.co.uk) Patented US Best Seller. It Works.. Free DLVY PleaseC Video Testimonials

**Wholesale Dog Collars**

[www.custom-collars.com](http://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

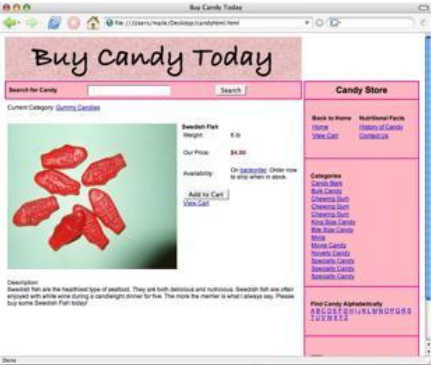
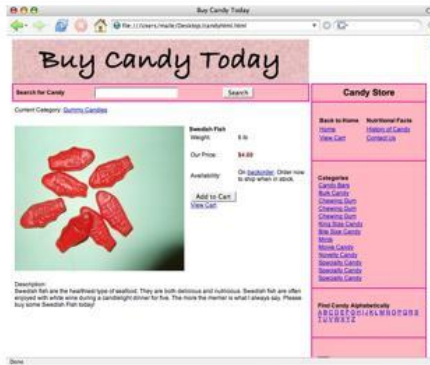

- German Shepherds
- Pointer
- Giant Schnauzer
- Glen Of Imaal Terrier
- Golden Retriever
- Gordon Setter
- Great Dane
- Great Pyrenees
- Greater Swiss Mountain Dog
- Greyhound
- Harrier
- Havanese
- Ibizan Hound
- Irish Setter
- Irish Terrier
- Irish Water Spaniel
- Irish Wolfhound
- Italian Greyhound
- 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

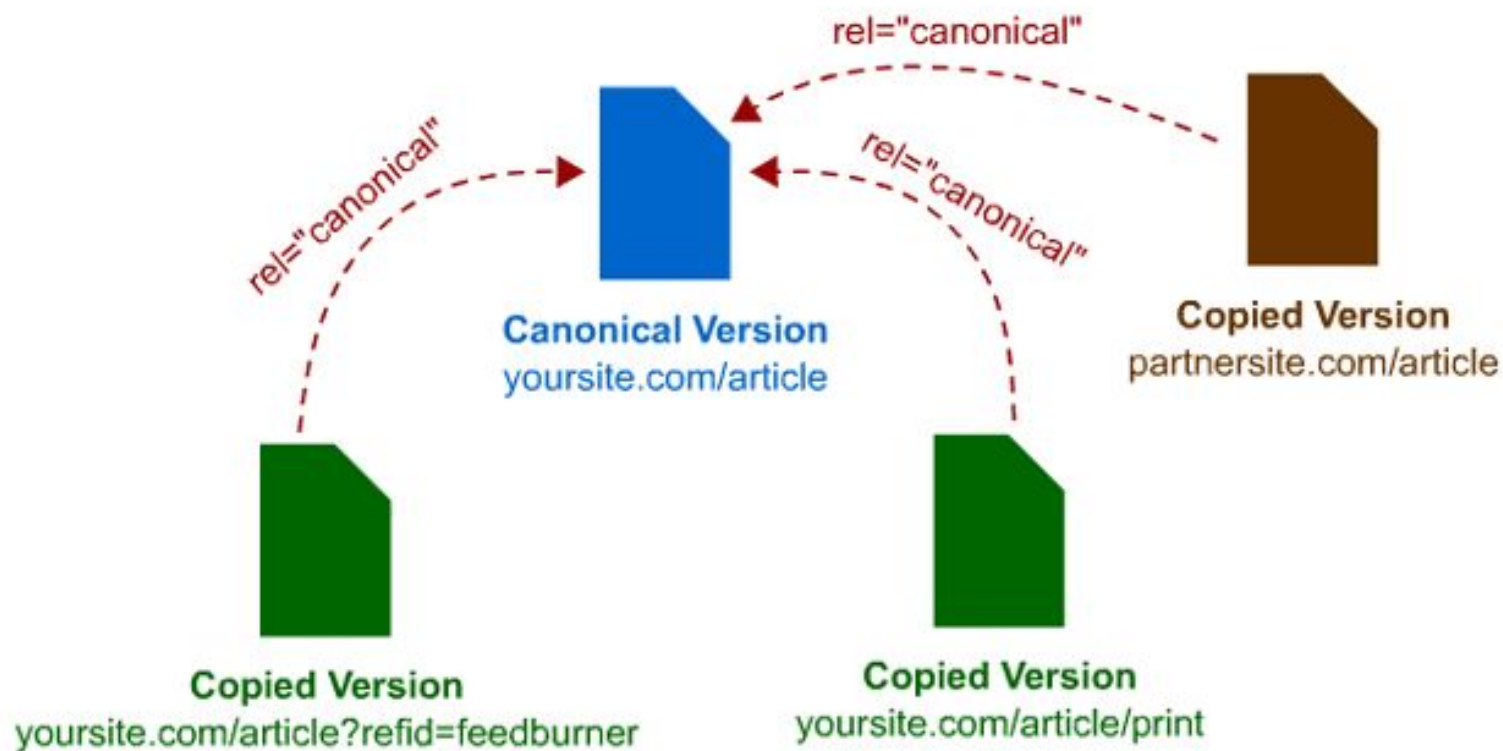


# URL'ы и дубликаты

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

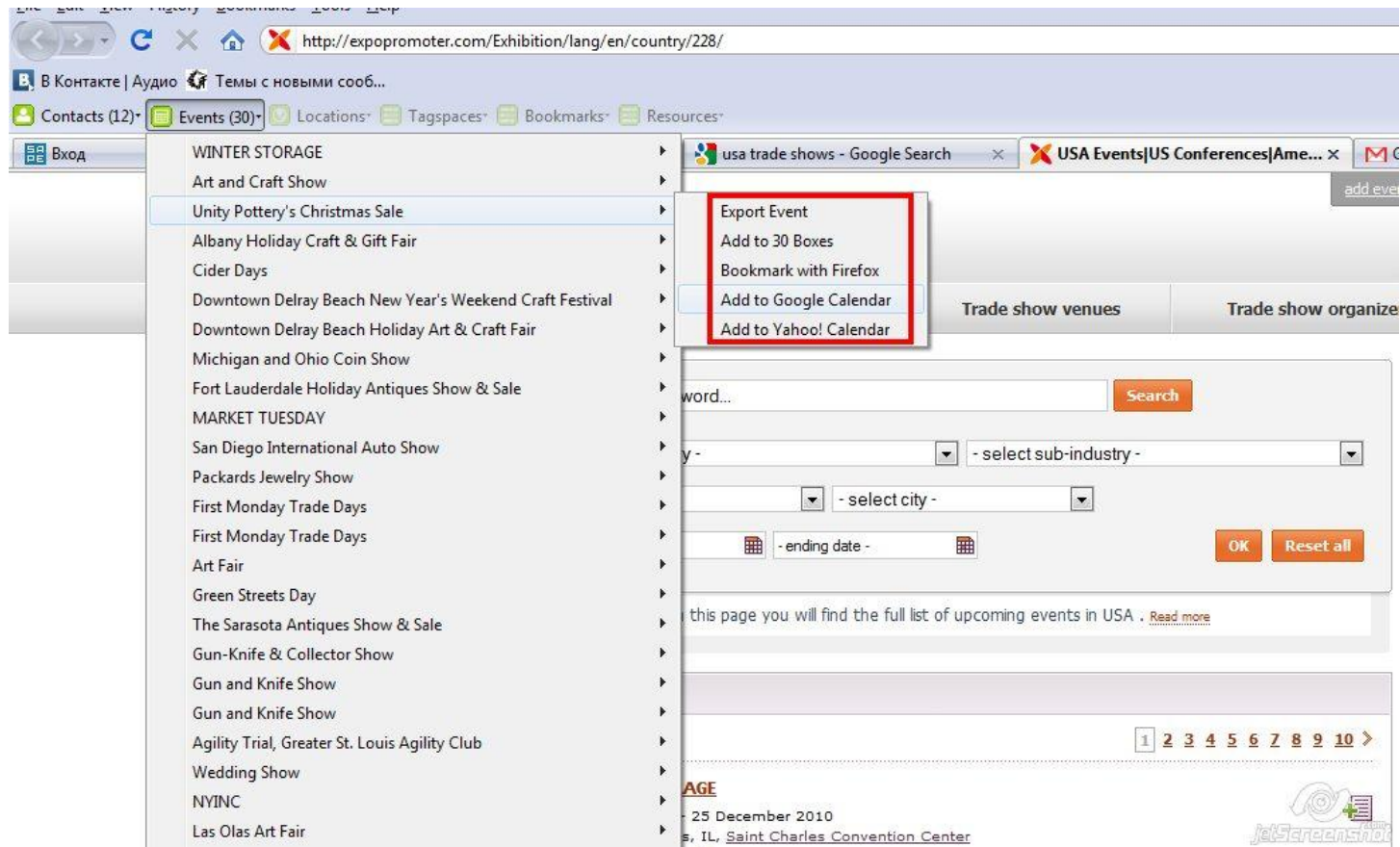
# 1. удобные шаблоны для типовых данных

```
<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, showing a list of contacts. The 'Export Contact' option is highlighted with a red box. The profile page for Roman Dobronovsky is visible, showing his current role as Team Leader at Promodo SEO Company, his education at V.N. Karazin Kharkiv National University, and his experience at Promodo. The page also features a 'View Full Profile' button and a 'Name Search' field.

# 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](http://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/](http://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...](http://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 ...  

<a href="#">Downtown Delray Beach ...</a>	Sun, Dec 26	Delray Beach, Florida ...
<a href="#">Sonoma Wedding Show - Santa ...</a>	Sun, Jan 2, 2011	Santa Rosa, California ...
<a href="#">The Great Bridal Expo-Anaheim</a>	Sun, Jan 2, 2011	Anaheim, California

[www.biztradeshows.com/usa/usa-tradeshows.mp?industry...](http://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/](http://www.tradeshowsusa.com/) - Cached - Similar

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

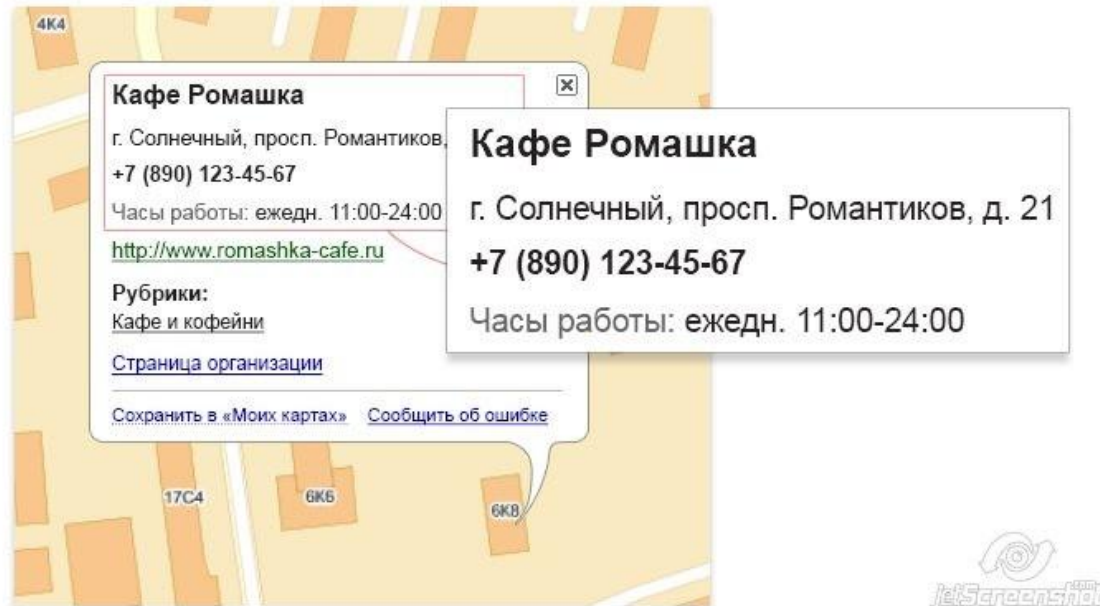
## 1. Кафе Ромашка

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

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

[www.romashka-cafe.ru](http://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](http://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/](http://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 ...

<a href="#">Macworld Expo</a>	Thu, Jan 27, 2011	San Francisco, California
<a href="#">Real-Time &amp; Embedded ...</a>	Tue, Feb 15, 2011	Huntsville, Alabama, United ...
<a href="#">Engage Conference &amp; Expo</a>	Tue, Feb 15, 2011	Convention Center

[www.biztradeshows.com/usa/usa-tradeshows.mp?industry...](http://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

<a href="#">Downtown Delray Beach ...</a>	Sun, Dec 26	Delray Beach, Florida ...
<a href="#">Sonoma Wedding Show - Santa ...</a>	Sun, Jan 2, 2011	Santa Rosa, California ...
<a href="#">The Great Bridal Expo-Anaheim</a>	Sun, Jan 2, 2011	Anaheim, California

[www.biztradeshows.com/usa/usa-tradeshows.mp?industry...](http://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!