

# موتورهای جستجو چگونه کار میکنند؟

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موتورهای جستجو دو وظیفه اصلی دارند:

- ۱- حرکت و خزیدن در وب و فهرست کردن محتوای وب
- ۲- رتبه بندی سایت ها بر اساس محتوا و کلمات کلیدی

**Search engines have two major functions:**

**1-crawling and building an index.**

**2-providing search users with a ranked list of the websites they've determined are the most relevant.** <sup>1</sup>

# SEO

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# what does your website offer ? !!

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Define a clear goal for your website

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# Target market

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# Can we find anything without search engine?

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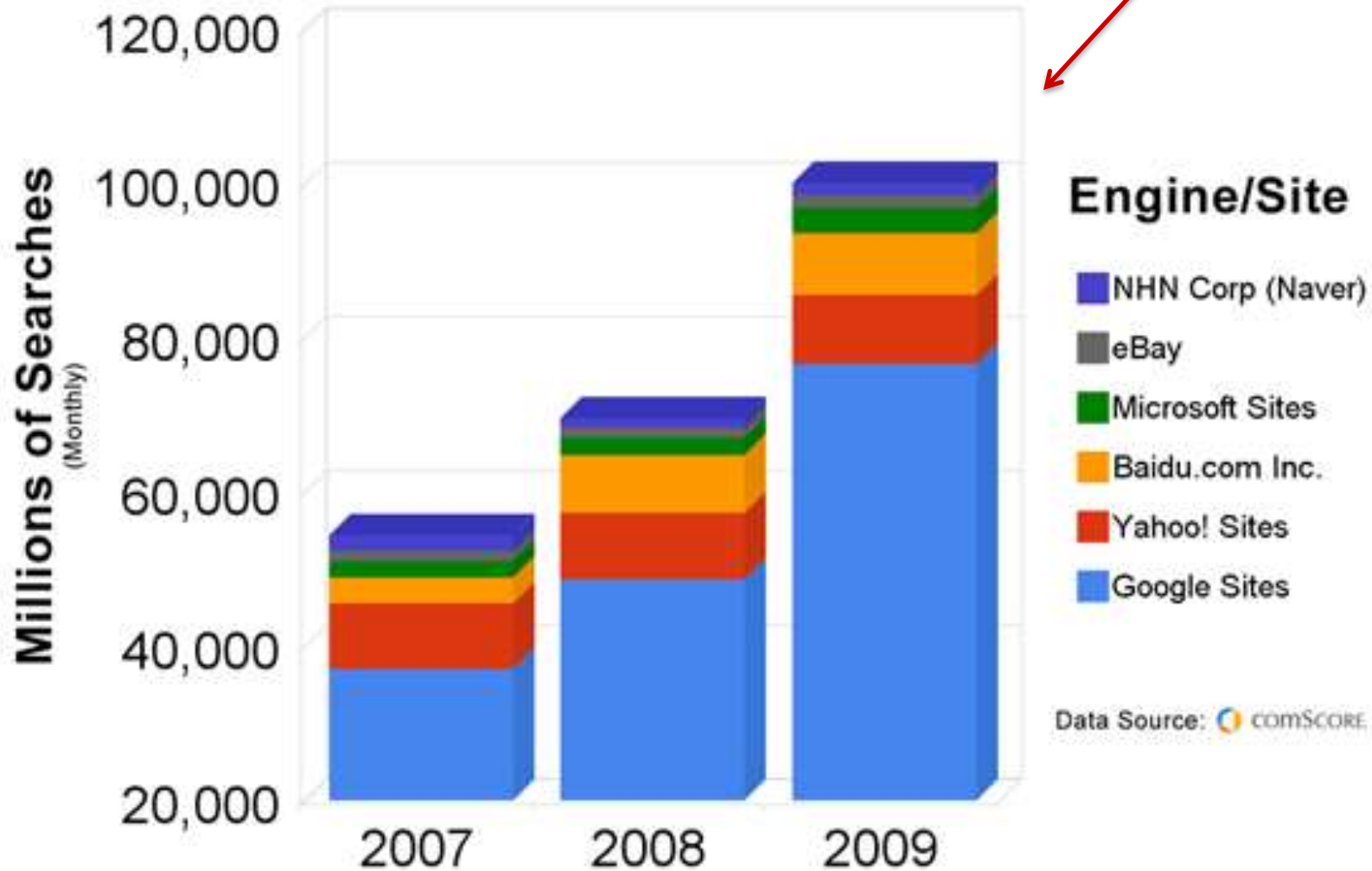


# روند رشد بازدیدهای اینترنتی



**100 Billion Searches  
Each Month!**

## Global Search Volume Growth



# Google is the clear search market leader





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داشتن یک وب سایت بی نظیر که هیچکس نتواند آن را پیدا کند جالب نیست.  
نکات کلیدی باعث یافتن یک سایت توسط موتورهای جستجو میشود.



# عناصر حضور موفقیت آمیز در اینترنت -

وب سایت و سیستم  
مدیریت محتوا

طرح سایت

برنامه نویسی سایت

رعایت کپی رایت

سیستم مدیریتی یکپارچه  
محتوا

میزبان سایت (هاست)

نام دامنه سایت

بهینه سازی برای  
موتور جستجو

کلمات کلیدی و  
بهینه سازی محتوا  
برای موتور جستجو

کمپین ماهانه  
ایجاد لینک

توسعه ماهانه  
محتوای جدید

تشخیص ماهانه رتبه  
در موتورهای جستجو

بازاریابی آنلاین

ایمیل مارکتینگ

مرور نظرات  
مشتریان

اشتراک عکس  
وفیلم

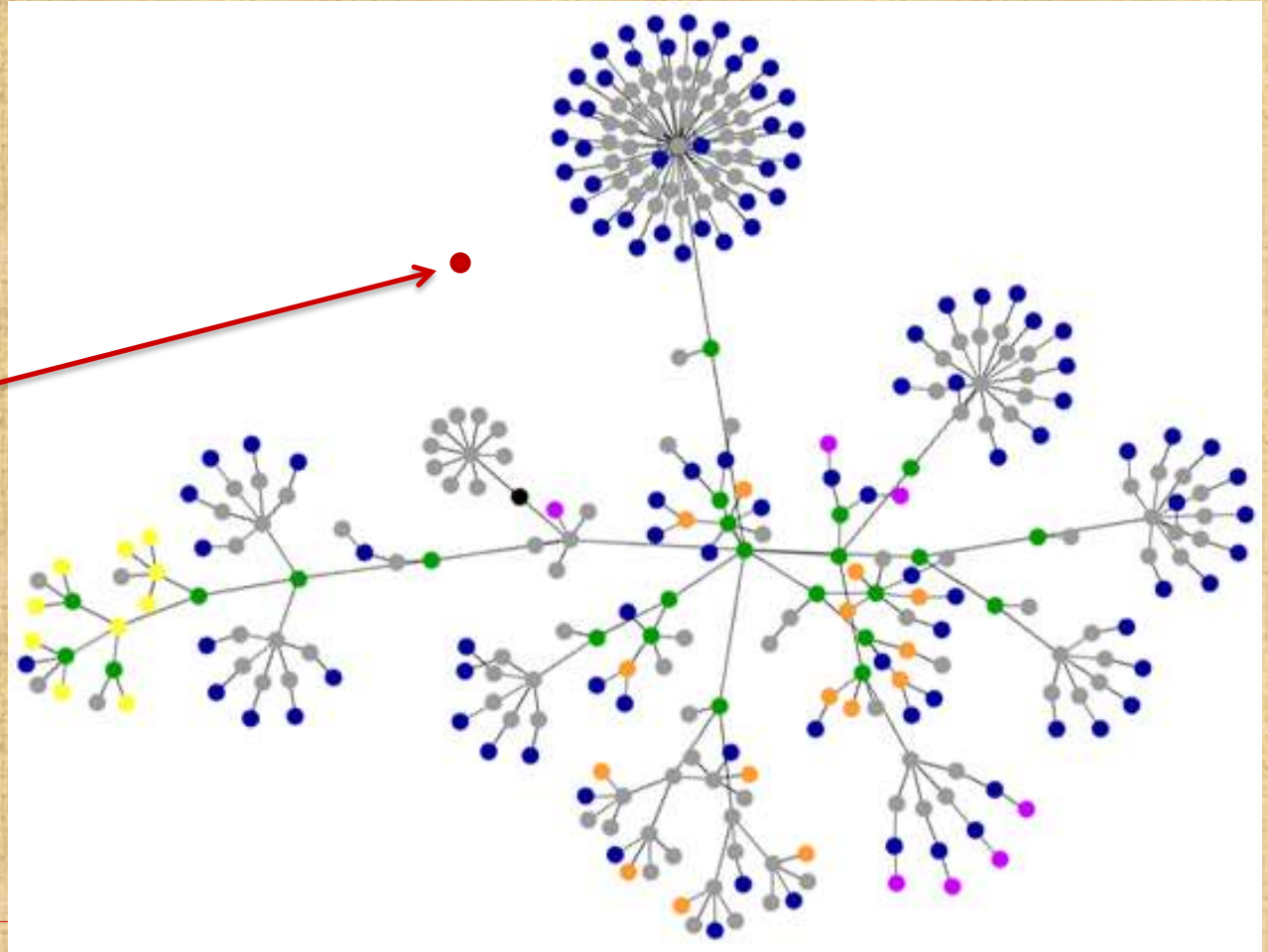
تبلیغات آنلاین

سایر تبلیغات  
آنلاین

# How Search Engines Work?

## Crawling & Indexing

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Without links,  
the engines  
might never find  
this page

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**ORGANIC**

**VS**

**PAID**



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## **Key internet marketing strategies**

**Search engine optimisation (SEO) •  
(ORGANIC) - no cost per click**

**Search engine marketing (SEM) •  
- cost per click (PAID)**

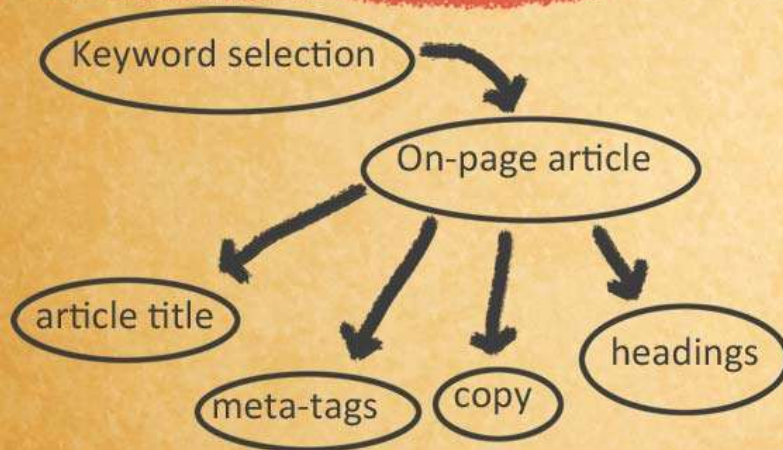
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# SEO vs SEM

## What's the difference?

Our philosophy at Creative Content Experts is that search engine optimization (SEO) and search engine marketing (SEM) require different approaches and timelines. SEO comes first as you identify keywords and develop on-page content. Then comes SEM as you build links to your site from 3rd party websites.

### Search Engine Optimization (SEO)



Search engine optimization is performed on your website by developing professional, quality content that answers a question or solves a problem for a search engine user. Well written copy on your website starts with relevant keyword selection. Then you develop a page or pages that help search engine users answer a question or solve a problem. Page titles, heading, meta-tags, and the actual copy on the page are all important pieces of the SEO puzzle.

### Search Engine Marketing (SEM)



Search engine marketing begins AFTER quality content on your website has been published. You then identify which of the various 3rd party links are most relevant. All 3rd party content should be focus and well-written since search engine users and customers may find this content before they search for you.

# SEO versus SEM

بهینه سازی موتورهای جستجو در مقابل بازاریابی موتورهای جستجو

Search  
Phrase

Nr of search  
results

The screenshot shows a Google search for "hotels krems". The search bar is highlighted with a red box and labeled "Search Phrase". The search results are divided into two sections: "Organic search results" (left) and "Paid AdWords ads" (right). The organic results include links to Steigenberger Hotel Krems, Booking.com, and Tiscover. The paid results include sponsored links for KREMS Austria Hotels, KREMS Hotels, Hotels KREMS, and HRS. A callout box labeled "Nr of search results" points to the text "Results 1 - 10 of about 322,000 for hotels krems. (0.20 seconds)".

Web Images Maps News Video Gmail more ▾

Google  Search [Advanced Search](#) [Preferences](#)

Web Results 1 - 10 of about 322,000 for [hotels krems](#). (0.20 seconds)

**Steigenberger Hotel Krems** Sponsored Links  
[www.Steigenberger.com/Krems](http://www.Steigenberger.com/Krems) First Class Komfort im Landhausstil mit Komfort & Ruhe der Extraklasse.

**Hotels: Booking.Com**  
[www.booking.com/Hotels](http://www.booking.com/Hotels) Over 50.000 hotels worldwide. Save up to 75% on your reservation!

**Top Hotels in Krems**  
[www.Tiscover.at/Krems](http://www.Tiscover.at/Krems) Super Urlaubsangebote bei Tiscover sofort günstig online buchen!

Tip: Save time by hitting the return key instead of clicking on "search"

**KREMS Hotels, Online Hotel Accommodation in Krems, Austria - GTAHotels**  
Find the best deals on **KREMS hotels** reservation online! We offer discount rates on booking accommodation for **hotels** in **KREMS**, Austria.  
[www.gta-hotels.com/cities/krems.htm](http://www.gta-hotels.com/cities/krems.htm) - 48k - [Cached](#) - [Similar pages](#)

**KREMS hotels, Krems Accommodation Austria, Hotel.com.au Krems ...**  
Save up to 65% on **KREMS hotels**. **KREMS** Special Internet Only **hotel** rates - PLUS - Last Minute Discount **KREMS hotel** accommodation - PLUS - Best Rate 110% ...  
[www.hotel.com.au/Krems-Austria/](http://www.hotel.com.au/Krems-Austria/) - 58k - [Cached](#) - [Similar pages](#)

**KREMS Hotels: Read Krems Hotel Reviews and Compare Prices ...**  
**Hotels in Krems, Austria:** See 19 traveler reviews, candid photos, and great deals for 8 **KREMS hotels** at TripAdvisor.  
[www.tripadvisor.com/Hotels-g190424-Krems\\_Danube\\_Valley\\_Lower\\_Austria-Hotels.html](http://www.tripadvisor.com/Hotels-g190424-Krems_Danube_Valley_Lower_Austria-Hotels.html) - 73k - [Cached](#) - [Similar pages](#)

[Gourmet Hotel Am Forthof \(Krems, Danube Valley\) - Hotel Reviews ...](#)

**KREMS Austria Hotels** Sponsored Links  
Get Discounts on **KREMS hotels!**  
Compare Photos, **Hotel Info & Rates.**  
[www.europe-hotelrooms.com](http://www.europe-hotelrooms.com)

**KREMS Hotels**  
Find Low **Hotel Rates!** Save Time & Compare Before You Book Online.  
[KREMS.OneTime.com](http://KREMS.OneTime.com)

**Hotels KREMS**  
Große Auswahl an **Hotels in Krems.**  
Alle auf einem Stadtplan sichtbar.  
[www.hotels.com/krems](http://www.hotels.com/krems)

**Hotels KREMS**  
HRS: über 230.000 **Hotels** zu tagesaktuellen Bestpreisen!  
[www.HRS.com](http://www.HRS.com)

**Wachau / Krems / Kremstal**  
Familiäre 3-Sterne Gasthof-Pension in Senftenberg (7 km von **KREMS/D.**)  
[www.janu.at](http://www.janu.at)

**KREMS Hotels**  
**Hotels in Europe (Save 50%)**

Organic  
search results

Paid AdWords ads

# Organic vs. Paid Search

Paid

Google

seattle real estate

Search

[Advanced Search](#)

Web [+ Show options...](#)

Results 1 - 10 of about 21,400,000 for **seattle real estate**. (0.18 seconds)

**Seattle Real Estate -**

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

Find **Seattle Real Estate** Listings and Home Search for Western WA

Sponsored Links

**Seattle MLS Search**

[www.RealEstate-Seattle.com](http://www.RealEstate-Seattle.com)

View photos and search for homes throughout the **Seattle** area!

Sponsored Links

**Luxury Waterfront Home**

Magnolia Neighborhood **Seattle** WA

dock, guest house, sport court

[www.waterfronton39th.com](http://www.waterfronton39th.com)

Washington

**Seattle Real Estate & Homes For Sale | Seattle, Washington**

**Seattle** Washington's complete website for **Real Estate**, homes for sale and virtual tours.

Search for **Seattle** Washington **Real Estate** on **Seattle** Power Search.

[Property Search](#) - [Queen Anne](#) - [West Seattle](#) - [Eastside](#)

[www.seattlepowersearch.com/](http://www.seattlepowersearch.com/) - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [✕](#)

**Homes For Sale Seattle**

See All Homes For Sale **Seattle**

Free Hot List of **Seattle** Homes

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

Seattle-Tacoma, WA

**TheMLSonline.com - Seattle Real Estate, Top Seattle Real Estate ...**

Search for the best **Seattle real estate** deals and get your best value with TheMLSonline's seasoned veteran **Seattle real estate** agents.

[King County](#) - [Pierce Real Estate](#) - [Snohomish Homes](#)

[sea.themlsonline.com/](http://sea.themlsonline.com/) - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [✕](#)

**Seattle Homes for Sale**

Complete MLS Listings 15,800+ Homes

Large Photos, Virtual Tours & Maps!

[KingCountyHomeViewer.com](http://KingCountyHomeViewer.com)

Seattle-Tacoma, WA

**Seattle Real Estate Guide - Seattle Homes For Sale**

**Seattle real estate** - Complete online guide to Buying or Selling Property in **Seattle** area.

[www.seattleshomes.com/](http://www.seattleshomes.com/) - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [✕](#)

**Find Real Estate Agent**

Read Client Testimonials

Organic



# Organic vs. Paid Search

10% of Clicks

Google search for "seattle real estate".

Results 1 - 10 of about 21,400,000 for seattle real estate. (0.18 seconds)

**Organic Results:**

- Seattle Real Estate & Homes For Sale | Seattle, Washington**  
Seattle Washington's complete website for Real Estate, homes for sale and virtual tours. Search for Seattle Washington Real Estate on Seattle Power Search.  
[Property Search](#) - [Queen Anne](#) - [West Seattle](#) - [Eastside](#)  
[www.seattlepowersearch.com/](http://www.seattlepowersearch.com/) - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [✕](#)
- TheMLSOnline.com - Seattle Real Estate, Top Seattle Real Estate ...**  
For the best Seattle real estate deals and get your best value with TheMLSOnline's Veteran Seattle real estate agents.  
[King County](#) - [Pierce Real Estate](#) - [Snohomish Homes](#)  
[sea.themlsonline.com/](http://sea.themlsonline.com/) - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [✕](#)
- Seattle Real Estate Guide - Seattle Homes For Sale**  
Seattle real estate - Complete online guide to Buying or Selling Property in Seattle area.  
[www.seattleshomes.com/](http://www.seattleshomes.com/) - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [✕](#)

**Sponsored Links:**

- Luxury Waterfront Home**  
Magnolia Neighborhood Seattle WA dock, guest house, sport court  
[www.waterfronton39th.com](http://www.waterfronton39th.com)  
Washington
- Homes For Sale Seattle**  
See All Homes For Sale Seattle Free Hot List of Seattle Homes  
[www.LovelySeattleHomes.com](http://www.LovelySeattleHomes.com)  
Seattle-Tacoma, WA
- Seattle Homes for Sale**  
Complete MLS Listings 15,800+ Homes Large Photos, Virtual Tours & Maps!  
[KingCountyHomeViewer.com](http://KingCountyHomeViewer.com)  
Seattle-Tacoma, WA
- Find Real Estate Agent**  
Read Client Testimonials

90% of Clicks

**Web** Results 1 - 10 of about 675,000 for "digital camera" cheapest (0.36 seconds)

**Sponsored Link**

**Best Deals on Digital Cameras and Accessor...**  
General email service combined with discount prices on all photographic & digital camera equipment. Our prices are among the cheapest that you will find on...  
www.bestdeals.com/uk/ - 34% - Feb 15, 2005 - Cached - Similar pages

**Yakumo Digital Camera - UK digital cameras**  
cameras uk, premier digital camera, discount digital cameras, digital cameras reviewed, cheapest, cool, digital camera, cheapest, webcam, digital camera reviews, digital camera, digital camera, Feb 15, 2005 - Cached - Similar pages

**Yakumo Digital Camera - Cheapest digital cameras**  
panasonic lcd tv, emerald 44, gift card, cheapest panasonic b20 camera, yakumo, 2071  
mega image, yakumo camera, yakumo uk, cheapest sd-memory...  
digitalcameras.net/uk/ - 124901 - Cached - yakumo.html - 38% - Feb 16, 2005 - Cached - Similar pages

**Best Deals on Digital Cameras and Accessor...**  
General email service combined with discount prices on all photographic & digital camera equipment. Our prices are among the cheapest that you will find on...  
www.bestdeals.com/uk/ - 34% - Feb 15, 2005 - Cached - Similar pages

**Cheapest Digital Cameras and the Fuji S3**  
www.jit-web.co.uk/obj/obj/digitalcameras.htm - 10% - Cached - Similar pages

**Cheapest colour LCD digital camera** - Product Description - Cheapest digital camera  
www.abchina.com/abcps-4/obj/1241937.html - 93% - Cached - Similar pages

**Dealist - Cheapest computer and best digital cameras deals**  
Deal List: Canon PowerShot SD110 digital camera + Canon PIXMA iP3000 Photo  
2070-2077 Deal List: Nikon Coolpix 5400 5.1 MP Digital Camera w/ 4x Optical Zoom...  
www.dealist.com/ - 101% - Cached - Similar pages

**Cheapest digital camera** - InfoJour search  
Cheapens digital camera. Search results for "Cheapest digital camera" 1. Buy cheap  
2010-2019 from Deal... 10. Cheap digital camera - compare prices...  
2092 find - Show on map

**Digital cameras** - InfoJour search  
InfoJour which.co.uk/ 4. Visit MyOffers for digital camera offers. 10. Buy a  
2077-2078 2105  
Save on items at a low price - The Digital Camera Company...  
www.infojour.com/Electronics/digital\_cameras.htm - 34% - Cached - Similar pages  
[ More results from www.infojour.com ]

**Techbargains.com - Buy computer cheap digital camera review cheap**  
2093-2094 2100  
Camera w/ Lens Kit (6.3MP, 3.1" \$999.95... Techbargains.com is a  
registered trademark of Techbargains.com, LLC Find cheapest computer deal...  
techbargains.pricegrabber.com/ - 70% - Feb 15, 2005 - Cached - Similar pages

**Sponsored Links**

**Cameras In Stock**  
Free Shipping  
www.Calope.com

**Cheaper Prices at Calope**  
Find the best prices and deals  
Compare products, shops and reviews  
www.Calope.com

**Digital Cameras - Save**  
Save on Cameras, Accessories & More  
Find the Lowest Price - Smarter.com  
www.smarter.com

**Free Digital Cameras**  
Canon, Kodak, Nikon cameras free!  
Free w/ offer signup, 18+ only  
www.freegiftworld.com

**Digital Cameras**  
Compare Prices on Digital Cameras  
Read Reviews & Shop at Pricegrabber  
www.pricegrabber.com

**Factory Refurbished Cameras -**  
Direct From Kodak, Nikon, HP & More  
www.refurbdegit.com

**Digital Camera Reviews**  
Unbiased pro and owner reviews plus  
100s of merchant quotes on cameras!  
www.digitalcamera-tq.com

**Canon Digital Camera**  
Find a Great Deal - Compare Prices  
& Read Reviews from 100s of Stores  
www.ShopCartUSA.com

**More Sponsored Links**

# شانس کلیک در رتبه یک تا ده صفحه جستجوی گوگل

Google

Web [Show options...](#) Results 1 - 10

Result Position	Average Percentage of Clicks	Fraction of Top Ranking Result
#1	42.1%	N/A
#2	11.9%	3.5X Less
#3	8.5%	4.9X Less
#4	6.1%	6.9X Less
#5	4.9%	8.5X Less
#6	4.1%	10.4X Less
#7	3.4%	12.3X Less
#8	3.0%	14.0X Less
#9	2.8%	14.8X Less
#10	3.0%	14.1X Less
#11-20	10.1%	N/A
#21-1,000	1.2%	N/A

# Google

Advanced Search  
Preferences

Web Images

Results 1 - 10 of about 1

**Spanish Water Dog - Wikipedia, the free encyclopedia**  
 The **Spanish Water Dog** is a breed of dog originating in Spain. It is a breed of dog that is used for herding, hunting, and as a guard dog. It is a breed of dog that is used for herding, hunting, and as a guard dog. It is a breed of dog that is used for herding, hunting, and as a guard dog.

**Spanish Water Dog - Spanish Water Dog - Spanish Water Dog**  
 The Spanish Water Dog is a breed of dog that is used for herding, hunting, and as a guard dog. It is a breed of dog that is used for herding, hunting, and as a guard dog. It is a breed of dog that is used for herding, hunting, and as a guard dog.

**U.S. Spanish Water Dog - Wikipedia, the free encyclopedia**  
 The **U.S. Spanish Water Dog** is a breed of dog that is used for herding, hunting, and as a guard dog. It is a breed of dog that is used for herding, hunting, and as a guard dog. It is a breed of dog that is used for herding, hunting, and as a guard dog.

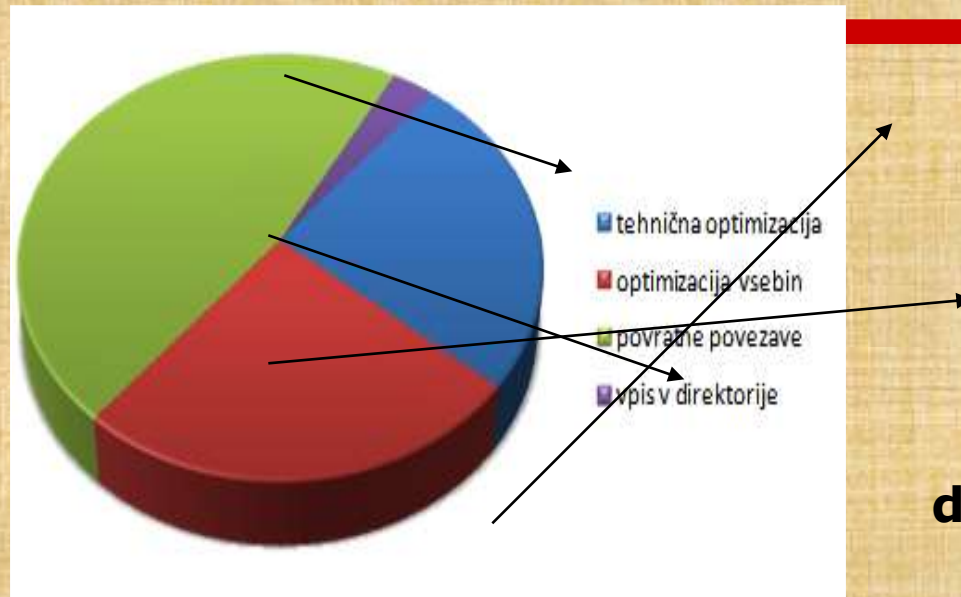
**Spanish Water Dog - Wikipedia, the free encyclopedia**  
 The **Spanish Water Dog** is a breed of dog that is used for herding, hunting, and as a guard dog. It is a breed of dog that is used for herding, hunting, and as a guard dog. It is a breed of dog that is used for herding, hunting, and as a guard dog.

**Spanish Water Dog Club, Inc. - Wikipedia, the free encyclopedia**  
 The **Spanish Water Dog Club, Inc.** is an American breed club dedicated to the promotion and preservation of the Spanish Water Dog. It is a breed club that is dedicated to the promotion and preservation of the Spanish Water Dog.

**On-Line Spanish Water Dog - Wikipedia, the free encyclopedia**  
 The **On-Line Spanish Water Dog** is a breed of dog that is used for herding, hunting, and as a guard dog. It is a breed of dog that is used for herding, hunting, and as a guard dog. It is a breed of dog that is used for herding, hunting, and as a guard dog.

**American Water Dog - Spanish Water Dog - Wikipedia, the free encyclopedia**  
 The **American Water Dog** is a breed of dog that is used for herding, hunting, and as a guard dog. It is a breed of dog that is used for herding, hunting, and as a guard dog. It is a breed of dog that is used for herding, hunting, and as a guard dog.

# SEO



**Technical optimisation** ○

**Content optimisation** ○

**Link building strategy** ○

**Subscription into different directories** ○

# SEO and SEM defined

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**SEO: “Refers to the process of “optimizing” both the on-page and off-page ranking factors in order to achieve high search engine rankings for targeted search terms”.**

**SEO is also optimization of a website for the free**

**(organic) search listings**

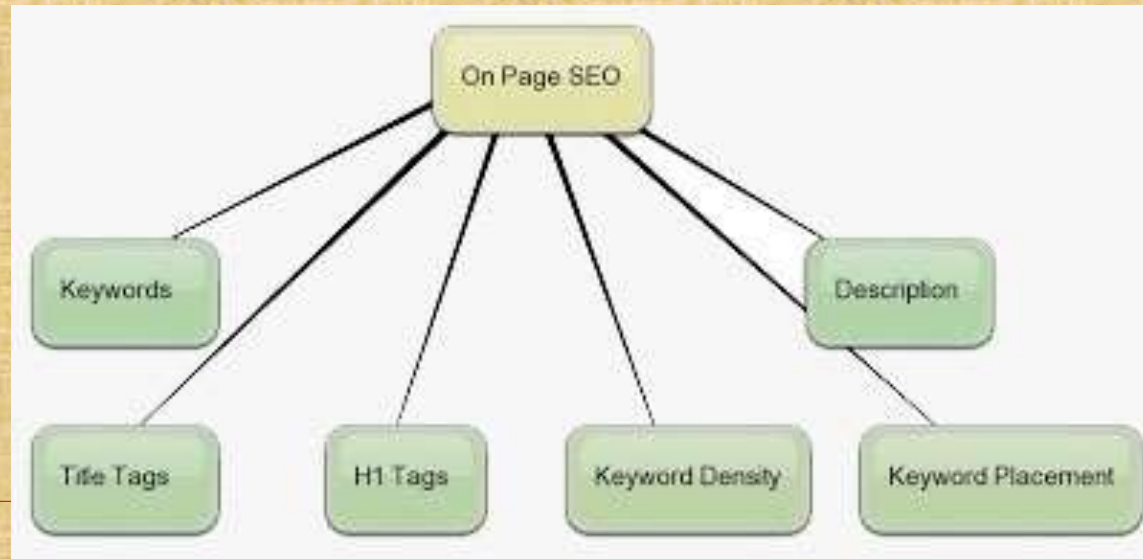
**SEM is also seen as the practice of buying paid search listings OR free listings**

**SEM is a type of online marketing that encompasses both organic SEO and PPC marketing**

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# On-Page Seo

آنچه که شما در سایتتان می‌نویسید و برای سئو و بهینه سازی آنها به صورت دستی دسترسی دارید **On Page Seo** نامیده می‌شود مانند کلمات کلیدی، متاتگ‌ها، تگ‌های **h1** تا **h6**، تگ‌های عنوان **Title Tag**‌ها.



# Off-Page Seo

به مجموعه فعالیت‌هایی که باعث جذب ترافیک و بازدیدکننده برای

یک سایت میشود، سئو **Off page** می‌گویند. بطور مثال

فعالیتی همچون انتشار مطالب تولید شده در شبکه‌های اجتماعی

و یا قرار دادن آنها در وبلاگ‌ها را می‌توان در این دسته‌بندی قرار

داد. در این ساختار می‌توان فعالیت‌هایی همچون درج مطالب به

لینک در انجمن‌های آنلاین، تولید ویدئوهای ویروسی و غیره را

نیز قرار داد





Video Promotions

Blog Comments Services

Press Releases



**BLOG**  
comments



Podcasting



Links Baiting  
&  
One way links



Social  
Bookmarking



Social  
Networking

Blogs Reviews



Directory Submission

**انواع فعالیت‌های Off-page**

# مقایسه انواع سئو



کلمات کلیدی

عنوان صفحه

متن پرمحتوا

ماتنگ ها

# The SEO Pyramid

For optimal results, start with a strong base, and build your way up.

## **SOCIAL**

On-Site User  
Engagement Features

Social Media & Viral Marketing

## **LINK BUILDING**

Manual Requests & Link Creation

Scalable, Content-Based Link Strategies

## **KEYWORD RESEARCH & TARGETING**

Keyword Brainstorming

Term/Phrase Selection

On-Page Targeting - Titles, Metas, URLs, H1s, Text, Internal Anchor Text

## **ACCESSIBLE, QUALITY CONTENT**

Unique Text Content

Bot Accessiblity

URL Structure

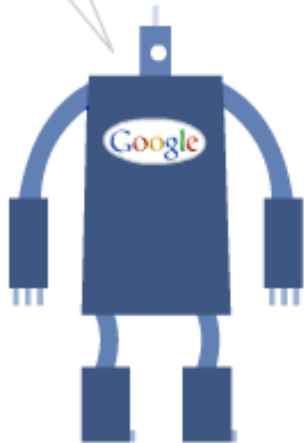
Internal Link Architecture

Sitemaps

Server Response Codes

# Crawlability / Link Architecture

BEAUTIFUL! I CAN  
REACH ALL THE PAGES  
QUICKLY AND EASILY.



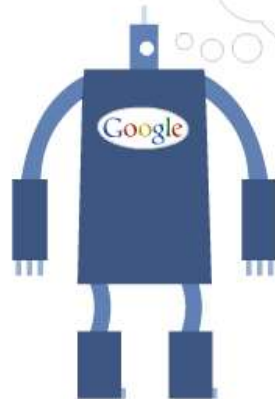
An Ideal Site Architecture Makes Content Access Simple  
(for both search engines and users)

# Duplicate Content

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### PHASE I: GOOGLE FINDS DUPE CONTENT

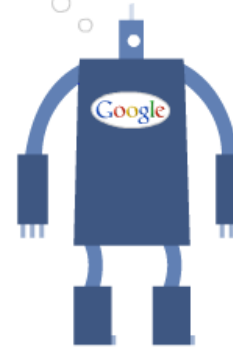


HEY! I'VE SEEN THIS CONTENT BEFORE...

ilvspam.com

"So we beat on, boats against the current, borne back ceaselessly into the past"

### PHASE II: BIG G CHECKS COMPARABLE DOCS



OH GREAT. FOUR DIFFERENT VERSIONS...

fscott.com

"So we beat on, boats against the current, borne back ceaselessly into the past"

mylit.com

"So we beat on, boats against the current, borne back ceaselessly into the past"

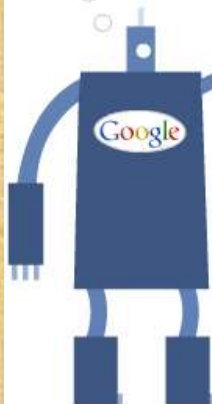
badzelda.ca

"So we beat on, boats against the current, borne back ceaselessly into the past"

ilvspam.com

"So we beat on, boats against the current, borne back ceaselessly into the past"

### PHASE III: GOOGLE DETERMINES AN ORIGINAL



THIS MUST BE THE ONE.

fscott.com

"So we beat on, boats against the current, borne back ceaselessly into the past"

#### Signals May Include:

1. Where Google first saw the content
2. Trust in the domain
3. Where most links point
4. Whether links on copies point back to an original
5. Which version (if any) appear to have been through "scraping & re-purposing"
6. If it's close - PageRank

### PHASE IV: DUPES GET TOSSED OUT



"GET OUT OF MY PRIMARY INDEX!"

badzelda.ca

"So we beat on, boats against the current, borne back ceaselessly into the past"

mylit.com  
"So we beat on, boats against the current, borne back ceaselessly into the past"

ilvspam.com  
"So we beat on, boats against the current, borne back ceaselessly into the past"

# عناصر مهم در یک صفحه بهینه سازی شده

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**TITLE tags**

**Meta Description**

**Anchor text in links**

**keywords used in texts**

**Website Pages accessibility**

**Internal and external links**

**H1, H2, H3...**

**Keywords in Meta tags**

**PageRank**

**Alt Tags**

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# SEO

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**Technical optimisation**

**Content optimisation**

**Link building strategy**

**Subscription into different  
directories**

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# SEO

## strategies/techniques

### ~~1. Domain name strategies~~

- domain names are traffic magnets

> 63 million domain names

registered

> 4.7 million domain names

registered 2004

- choose a domain name that will increase your search engine ranking.

How?

- simple, short, no hyphens, no numbers

- use keywords, common words, advertising terms, product names

- choose a keyword that is important for your business

# Technical SEO - Example of Page Elements

## Site-Side Optimization

The image shows a screenshot of the GoArmy.com website in a Mozilla Firefox browser window. Several elements are circled in red, with arrows pointing to labels on the right side of the page:

- Page Title:** The browser's title bar shows "GoArmy.com - Mozilla Firefox".
- Alt-Tags:** The U.S. Army logo, featuring a star and the text "U.S. ARMY ARMY STRONG™", is circled.
- Anchor Text:** The text "CONTACT THE ARMY" is circled above a list of navigation links.
- Navigation:** The list of navigation links is circled, including "Request Info Pack", "Ask a Question", "Chat with a Recruiter", "Locate a Recruiter", "Learn How to Join", "Ask SGT STAY", "Army Career Explorer", "Apply Online", and "Question Board".
- Link Title Tags:** The "Create an Account" link in the "MY JOURNEY" section is circled.

# Title tags

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- **important** in optimising rankings •
- the first thing that a search engine displays on a search return
- must keywords in title to be ranked no. 1
  - should have the exact *keyword* you use for the page
- every single web page must have its own title tag
- you can use up to 65 characters eg Ebay <http://www.ebay.com/> (*title is littered with keywords*)

**Electronics, Cars, Fashion, Collectibles,  
Coupons and More | eBay**

---

```
1 <!DOCTYPE html><!--[if lt IE 7 ]><html class="ie6" lang="en"><![endif]--><!--[if IE 7 ]><html class="ie7" lang="en"><![endif]--><!--[if IE 9 ]><html class="ie9" lang="en"><![endif]--><!--[if (gt IE 9)]!(IE)><!--><html lang="en" title 1 of 341
```

```
2      88
3      88
4      88
5      ,adPPYba, 88,dPPYba, ,adPPYba, 8b    d8
6 a8P_____88 88P'   "8a    ""    `Y8  `8b    d8'
7 8PP"_____88 88     d8 ,adPPPP88  `8b    d8'
8 "8b,   ,aa 88b,   ,a8" 88,   ,88  `8b,d8'
9  "Ybbs"   8Y"Ybbs""   ""8bbdP`Y8      Y88'
10                                     d8'
11                                     d8'
12                                     d8'
13
```

14 Now hiring @ <http://jobs.ebaycareers.com/>  
15  
16 Want to help build the home page? <http://www.ebaynyc.com/jobs>

```
17 --><head><script>var oGaugeInfo = {sUrl:"http://sofe.ebay.com/ws/web/SojPagePerf?
18 s_app_name=feedhome&cmdname=eBayTodayPage&s_qt=17176,19566,22130,18389,22834,24011,6689,28224,26901,27181,22653,10192,22170,11576,17547,16228,27819,28089,20335,27538,1523
5,28450,14970&stl=1418500440007&cxy=slc5b02c-48f3&s_env=production",iST:(new Date()).getTime()};</script><script>var oPageSiteSpeedInfo = {iST:(new Date()).getTime()};
</script><meta name="msvalidate.01" content="CB0919578198018709307978949E1B72" ></meta><meta name="yandex-verification" content="6643aad5513535b7" ></meta><meta
name="apple-itunes-app" content="app-id=364203371" ></meta><link rel="canonical" href="http://www.ebay.com" ></link><script type="application/ld+json" >{"@context":
"http://schema.org", "@type": "WebSite", "url": "http://www.ebay.com/", "potentialAction": {"@type": "SearchAction", "target": "http://www.ebay.com/sch/i.html?_nkw=
{srch_str}&ssPageName=GSTL","query-input": "required name=srch_str"}}</script><meta name="keywords" content="ebay, electronics, cars, clothing, apparel, collectibles,
sporting goods, digital cameras, antiques, tickets, jewelry, online shopping, auction, online auction" ></meta><meta name="google-site-verification"
content="8kHr3jd3Z43q1ovwo0KVgo_NZKIEIjthBxti8m8fYTg" ></meta><title> Electronics, Cars, Fashion, Collectibles, Coupons and More | eBay </title><meta
property="fb:app_id" content="102628213125203" ></meta><meta name="ROBOTS" content="NOODP" ></meta><meta name="y_key" content="acf32e2a69cbc2b0" ></meta><meta
name="description" content="Buy and sell electronics, cars, fashion apparel, collectibles, sporting goods, digital cameras, baby items, coupons, and everything else on
eBay, the world's online marketplace" ></meta><meta http-equiv="Content-Type" content="text/html; charset=UTF-8" /><meta http-equiv="X-UA-Compatible"
content="IE=Edge" ><meta name="viewport" content="width=1000">
```

```
19 <link href="http://ir.ebaystatic.com/rs/v/ntow0kxljmqztfiydsegf2wiqia.css" type="text/css" rel="stylesheet"></head><body class="sz980 index redux today stdln en_US rvi">
<div class="header"><div class="gh-acc-exp-div"><a id="gh-hdn-stm" class="gh-acc-a" href="#mainContent">Skip to main content</a></div><!--[if lt IE 9]><div id="gh"
class="gh-IE8 gh-flex gh-w gh-simpleH no-touch" ><![endif]--><!--[if (gte IE 9)]!(IE)><!--><div id="gh" class="gh-flex gh-w gh-simpleH no-touch" ><!--<![endif]--><table
class="gh-tbl1"><tbody><tr><td class="gh-td"><h1 id="gh-l-h1"><!--[if lt IE 9]><a href="http://www.ebay.com/" class="iclg" _sp="m570.12586" id="gh-la">eBay</a><![endif]--><!--[if (gte IE 9)]!(IE)><!--><a href="http://www.ebay.com/" class="iclg" _sp="m570.12586" id="gh-la">eBay
</a><!--<![endif]--></h1></td><td class="gh-td"><div id="gh-shop"><a href="http://www.ebay.com/sch/allcategories/all-categories?_trksid=m570.13694" id="gh-shop-a
role=button aria-expanded=false class="gh-control aria-controls="gh-sbc-o">Shop by category<i id="gh-shop-ei" class="gh-sprRetina"></i></a></div></td><td class="gh-td-s"><form
id="gh-f" method="get" action="http://www.ebay.com/sch/i.html"><input type="hidden" value="R40" name="_from"><input type="hidden" name="_trksid" value="m570.11313"><table
class="gh-tbl2"><tbody><tr><td class="gh-td-s" ><div id="gh-ac-box"><div id="gh-ac-box2"><label for="gh-ac" class="gh-hdn g-hdn">Enter your search keyword</label><input
type="text" class="gh-tb ui-autocomplete-input" size="50" maxlength="300" placeholder="Search..." id="gh-ac" name="nkw" autocapitalize="off" autocorrect="off"
spellcheck="false" autocomplete="off"></div></div></td><td class="gh-td" id="gh-cat-td"><div id="gh-cat-box"><select title="Select a category for search" class="gh-sh gh-
```

# عنوان TITLE سایت

یا



# TITLE tags

- 72 character OR 9 words
- **1<sup>st</sup> & 2<sup>nd</sup> word is more important than other**
- **Your site's Title MUST grab attention, create curiosity, evoke emotion to get the click. Don't just use your company's or website's name. I highly recommend that you spend the same amount of time when writing your Title**

Egypt Package Holidays, Classical Tours, Nile Cruise Holidays, Shore Excursions & Sightseeing Tours, Travel Packages. - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.memphistours.com/

[Nile Cruise in Egypt](#), luxury Nile River Cruises, Sonesta Nile ... ☆

Nile River cruise Holidays, Egyptian Nile Cruise, Luxurious Nile Cruise in Egypt, looking for cheapest floating Cruises in Egypt, river tour from Aswan to ...

[memphistours.com/egyptian-nile.../Egyptian-nile-cruise.php](#) - Cached - Similar

[Egypt tours](#), [Egypt travel packages](#), [Egypt nile cruise tours](#) ☆

Egypt tours and Egypt travel packages with Nile cruise tours, Egypt excursions and Shore excursions from Egypt ports of call, Egypt wheelchair tours, ...

[www.memphistours.net/](#) - Cached - Similar



```
<title>SEO - Search Engine Optimization | Read SEOMoz, Rank Better</title>
```



seomoz

Search

[Advanced Search](#)  
[Preferences](#)

Web

[SEO - Search Engine Optimization | Read SEOMoz, Rank Better](#) [Web Development](#)

SEOMoz, a Seattle-based search engine optimization company, serves as a hub for search marketers worldwide, providing education, tools, resources and paid ...

- [www.seomoz.org/](http://www.seomoz.org/) - Jun 16, 2007 - [Similar pages](#) - [Note this](#)
- [Page Strength SEO Tool](http://www.seomoz.org/page-strength) - [www.seomoz.org/page-strength](http://www.seomoz.org/page-strength)
- [Tools](http://www.seomoz.org/tools) - [www.seomoz.org/tools](http://www.seomoz.org/tools)
- [Blog](http://www.seomoz.org/blog) - [www.seomoz.org/blog](http://www.seomoz.org/blog)
- [Articles](http://www.seomoz.org/articles) - [www.seomoz.org/articles](http://www.seomoz.org/articles)
- [More results from www.seomoz.org »](#)



# Meta Description

- Meta description tags
- the next important

**- displayed below the title in search results**

**- use dynamic, promotional language**

[Advanced Search](#)

Web [+ Show options...](#)

Results 1 - 10 of about 224,000 for [chester county landscaping](#). (0.20 seconds)

Results include your SearchWiki notes for [chester county landscaping](#). [+ Share these notes](#)

[Cornerstone Lawn and Landscape](#)

[www.pacomerstone.com/](http://www.pacomerstone.com/) - [Similar](#) -

[Bellafiore Landscape Inc. - PA - Chester County & Delaware County ...](#)

[Chester County landscaping](#) company, providing full-service commercial and residential services including [landscaping](#), hardscaping, nursery, lawn maintenance ...

[www.bellafiorelandscape.com/](http://www.bellafiorelandscape.com/) - [Cached](#) - [Similar](#) -

[Chester County Small Business Website Directory.](#)

[Chester County Trees](#), Coatesville, Evergreen tree farm, [Chester County](#) grown evergreen trees. CKC [Landscaping](#), Inc., West [Chester](#), [Landscaping](#) and design, ...

[www.ccsites.com/businesses.html](http://www.ccsites.com/businesses.html) - [Cached](#) - [Similar](#) -

[Chester County Irrigation & Landscaping Services, Coatesville PA ...](#)

[Chester County landscaping](#) company, irrigation systems, drainage problems, infiltration septic systems, skidloader service, backhoe projects, ...

[www.glandscaping.com/](http://www.glandscaping.com/) - [Cached](#) - [Similar](#) -

**Meta-Title**

**Meta-Description**

Sponsored Links

[Terrain Landscaping](#)

Customized [Landscape Design](#) Services: DE Valley & Philly Area

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

[Ron's Lawn Service](#)

Affordable, Reliable, & Friendly Lawn Care, [Landscaping](#) & More!

[www.ronslawnservice.net](http://www.ronslawnservice.net)

[See your ad here >](#)

# Meta Descriptions

## Definition and Usage

Metadata is data (information) about data.

The `<meta>` tag provides metadata about the HTML document. Metadata will not be displayed on the page, but will be machine parsable.



Meta elements are typically used to specify page description, keywords, author of the document, last modified, and other metadata.

The metadata can be used by browsers (how to display content or reload page), search engines (keywords), or other web services.

```
<meta name="description" content="SEOMoz, a Seattle-based search engine optimization company, serves as a
```

[Advanced Search](#)  
[Preferences](#)

Web

SEO - Search Engine Optimization | Read [SEOMoz](#), Rank Better  [Web Development](#) 

**SEOMoz, a Seattle-based search engine optimization company, serves as a hub for search marketers worldwide, providing education, tools, resources and paid ...**





[www.seomoz.org/](http://www.seomoz.org/) - Jun 16, 2007 - [Similar pages](#) - [Note this](#)

[Page Strength SEO Tool](#) - [www.seomoz.org/page-strength](http://www.seomoz.org/page-strength)

[Tools](http://www.seomoz.org/tools) - [www.seomoz.org/tools](http://www.seomoz.org/tools)

# Tag Length Recommendations

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	<b>Title Tag</b> Max Display Length	<b>Meta Description</b> Max Display Length	<b>URL</b> Max Display Length
	<b>66-69</b> Characters	<b>156-158</b> Characters	<b>75-92</b> Characters
	<b>67-72</b> Characters	<b>176-184</b> Characters	<b>91-94</b> Characters
	<b>64-65</b> Characters	<b>164-190</b> Characters	<b>65-80</b> Characters
	<b>&lt;65</b> Characters	<b>&lt;156</b> Characters	<b>&lt;65</b> Characters

# Alt Tag

Alt Tag Keywords for images

You can target your important keywords in your images .

The image shows a screenshot of an e-commerce website's mobile phone section. A red arrow points from the text 'Alt Tag' to the alt tag of the first product listing. The alt tag reads: 'BlackBerry 8330 Curve Alltel (Grey) Good Cosmetics'. Below the alt tag, the product name 'BlackBerry 8330 Curve Alltel (Grey) Good Cosmetics' is displayed, followed by the price 'Your Price: \$79.95' and a star rating of 4 out of 5. An 'Add to Cart' button is located at the bottom of the listing. The other two product listings are for a Motorola K1M KEZE Verizon Used Cell Phone (price: \$78.95) and a Motorola 680 Rector Used Cell Phone (price: \$104.95). The website layout includes a sidebar with navigation links like 'Mobile' and 'by Brand', and a main content area with a 'New Products' header and a paragraph of text about the rating system.

# SEO

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**Technical optimisation**

**Content optimisation**

**Link building strategy**

**Subscription into different  
directories**

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# **Content Optimization**

**Anchor text in Link**

**Keyword used in text**

**TAG H1,H2,H3**

# Unique Content :



**Unique Content Which  
Attract More Visitors To  
Your Website**

# Anchor text in links

Anchor text is the visible characters and words that hyperlinks display when ~~linking to another document or location on the web.~~

In the phrase "CNN is a good source of news, but I actually prefer the BBC's take on events,"

two unique pieces of anchor text exist for two different links:

"CNN" is the anchor text pointing to <http://www.cnn.com/>, while "the BBC's take on events" points to <http://news.bbc.co.uk>.

---



# CLICK HERE!

*One of the most common anchor texts on the internet*

```
<a href="http://www.jonwye.com">Jon Wye's Custom Designed Belts</a>
```



start of  
link tag

link referral  
location

visible/anchor  
text of link

closure of  
link tag

# keywords used in texts

**SEO Era**

For Web Solutions  
& Search Engine Optimization



Chat With Us

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SEO Era

00201068408586



الرئيسية | نصائح | كورس | التسويق الالكتروني | أدوات ال | قوالب مجانية | سؤال وجواب | من نحن | اتصل بنا

## كيفية تهيئة الموقع في جوجل وفي محركات البحث

SeoEra.net



الموقع العربي الاول الذي يغطي كل شىء عن محركات البحث وعن طرق التسويق الالكتروني الناجح ، سوف تجد بهذا الموقع طرق رفع ترتيب موقعك لدى محركات البحث



من المؤكد انك قد قرأت عن هذا العلم في كتاب او في موقع اخر ، ولكن جميع المواقع تحاول ان تعطى لك معلومات قليلة وفكرة شاملة عن اهمية السيو وصدافة محركات البحث بالنسبة لموقعك ثم تحاول بيع خدماتها لك



لا تقلق بهذا الشأن فى هذا الموقع سوف تجد كل المعلومات الكافية التى تبحث عنها ، والتى تعينك على رفع ترتيب موقعك لدى محركات البحث وكسب صداقتها ، والطرق المختلفة لجلب الزوار الى موقعك

نصائح السيو

ماذا تعنى كلمة سيو

نصائح لزيادة زوار الموقع

ماذا كان لديك اي استفسار ، تستطيع ان تراسلنا عبر ايميلنا ، واتصلي بنا عبر الهاتف ، او عبر

# tag Heading تگ هدینگ

از تگ هدینگ بیشتر ما برای مشخص کردن سر فصل ها عنوان های و مطالب مهم مطلب خود استفاده می کنیم باید بدانیم ارزش هر تگ به چه صورت است به طور کلی میتوانید در جدول زیر از اهمیت هر تگ آگاه شوید.

ارزش تگ های H1 الی H6

Heading tag H1	دارای ارزش بسیار زیاد
----------------	-----------------------

Heading tag H2	دارای ارزش زیاد
----------------	-----------------

Heading tag H3	دارای ارزش متوسط
----------------	------------------

Heading tag H4	دارای ارزش کم
----------------	---------------

Heading tag H5	دارای ارزش بسیار کم
----------------	---------------------

Heading tag H6	بی ارزش
----------------	---------

# تگ Tag H1

---

## تگ Tag H1

این تگ با ارزش ترین تگ هدینگ می باشد و باید در استفاده از آن حساسیت خاصی به خرج داد. این تگ بیشتر برای عنوان سایت و یا عنوان مطالب به کار می رود. نکته که باید به آن توجه داشته باشید این است که این تگ هرگز نباید بیشتر از یک یا حداکثر دو بار در سایت استفاده شود. شما میتوانید به عنوان مثلا عنوان سایت خود را در هدر با استفاده از این تگ به با ارزش ترین عبارت سایت خود تبدیل کنید :

**`<title><h1>عنوان سایت</h1></title>`**

---

# تگ Tag H2

---

## تگ Tag H2

شما میتوانید از این تگ به دلخواه خود استفاده کنید اما بهتر است شما عنوان مطالب در صفحه اصلی خود و همچنین سر تیتر و سر فصل های مطالب خود را با تگ **Tag H2** نشان گذاری کنید. این کار تاثیر به سزایی در سئو و بهینه سازی سایت شما نیز دارد

---

# تگ Tag H3

---

## تگ Tag H3

این تگ دارای ارزش متوسط می باشد و شما میتوانید مطالب مربوط ، برچسب های خود را با استفاده از این تگ نشان گذاری کنید

دیگر تگ ها در درجه بعد قرار دارند و به ندرت از آنها استفاده می شود.

---

# H1, H2, H3...



**H1 ==> Very Very Important Keywords**

**H2 ==> Very Important Keywords**

**H3 ==> Important Keywords**

**Search queries**  
**keywords**  
start your SEO process with proper keyword research. make sure these keywords are descriptive and relevant to your website.

**sitemap**  
have a sitemap page up on your website. keep an xml copy of the sitemap on your server and submit it to search engines.

**robots.txt**  
edit the robots.txt file make sure you disallow all folders with irrelevant content like images and file sharing folders

**web crawlers**



**your website**

**HTML**  
make sure to include keywords in the HTML code

- URLs**  
use better structured URLs  
✓ website.com/product\_category/product\_name.html  
✗ website.com/353za.html
- <meta>**  
use proper meta descriptions in all pages
- <title>**  
use relevant and unique titles for each page
- <h1>**  
use relevant and structured headings throughout the website
- <img>**  
make use of the alt description for images

**links**  
links on other websites with similar content can improve your rank with search engines. networking is always a good tool to success.

**external site**

**rel="nofollow"**  
use rel="nofollow" in anchor tags when linking to a website that is irrelevant to yours, this would stop web bots from using that website to collect meta data

**external link**

**404**

oopsie! page does not exist  
have a page to handle 404 errors, lost content and broken links can affect your rank dramatically. maintain 301 forwarders for pages that were indexed before when you change the name or location.





سیم کارت اعتباری ۵,۰۰۰ تومانی همراه اول



پربیننده ترین عناوین | آخرین اخبار

- خبری فوری یک سایت/ احمدی نژاد به عنوان رئیس جمهور سابق راهی کرپلا شد+تصویر
- حاشیه کنفرانس جهان علیه افراطی گری
- خرید سربازی راهی برای درآمد دولت یا پاسخ به یک نیاز جامعه؟
- علی دایی این روزها کجاست؟/عکس
- عامل حمله انتحاری امروز به سامرا+ عکس
- بازداشت دخترکی با لباس مردانه در استادیوم فوتبال مکه+عکس
- فرمانده سپاه شیراز: موسوی، کریمی و خاتمی نجس سیاسی هستند!
- مجاز فروش دختران سوری در ریاض/عکس
- حمله به کرپلا خمپاره ای بود/ گزارشی درباره صدمه دیدن ایرانی ها نداشته ایم
- جدیدترین جنایت داعش: پرتاب از ساختمان و سنگسار+عکس

کد خبر: ۲۷۶۰۲۹ | تاریخ انتشار: ۲۶ آذر ۱۳۹۳ - ۰۰:۲۳

بازدید از صفحه اول | نسخه چاپی | ارسال به دوستان | ذخیره | الف اب

### ساعت 100 میلیون تومانی اپل/عکس

ساعت هوشمند اپل هنوز نیامده، پرطرفدار شده و جوهرسازان نمونه‌های مطلا از آن را به قیمت 30150 دلار ساخته‌اند.

**آفتاب:** خیراتلین: «مرویس دیاموندز» سازنده ساعت هوشمند، از فریم مطلاک 18 عیار در کنار 15 قیراط الماس استفاده کرده است. قیمت پایه ساعت هوشمند اپل 350 دلار و مطلا کردنش نیز بیشتر از 5 هزار دلار آب نمی‌خورد، اما آنچه این ساعت را گران قیمت کرده الماس بکار رفته در آن است.

سازنده در صفحه فیس بوک خود قول عرضه ساعت را در اواسط 2015 داده است و این زمان می‌تواند نزدیک به زمان عرضه ساعت هوشمند اپل به‌طور رسمی باشد.



ASUS intel Transformer Book T100 یک خرید، دو هدیه

پایگاه خبری تحلیل | امید

# SEO

---

**Technical optimisation**

**Content optimisation**

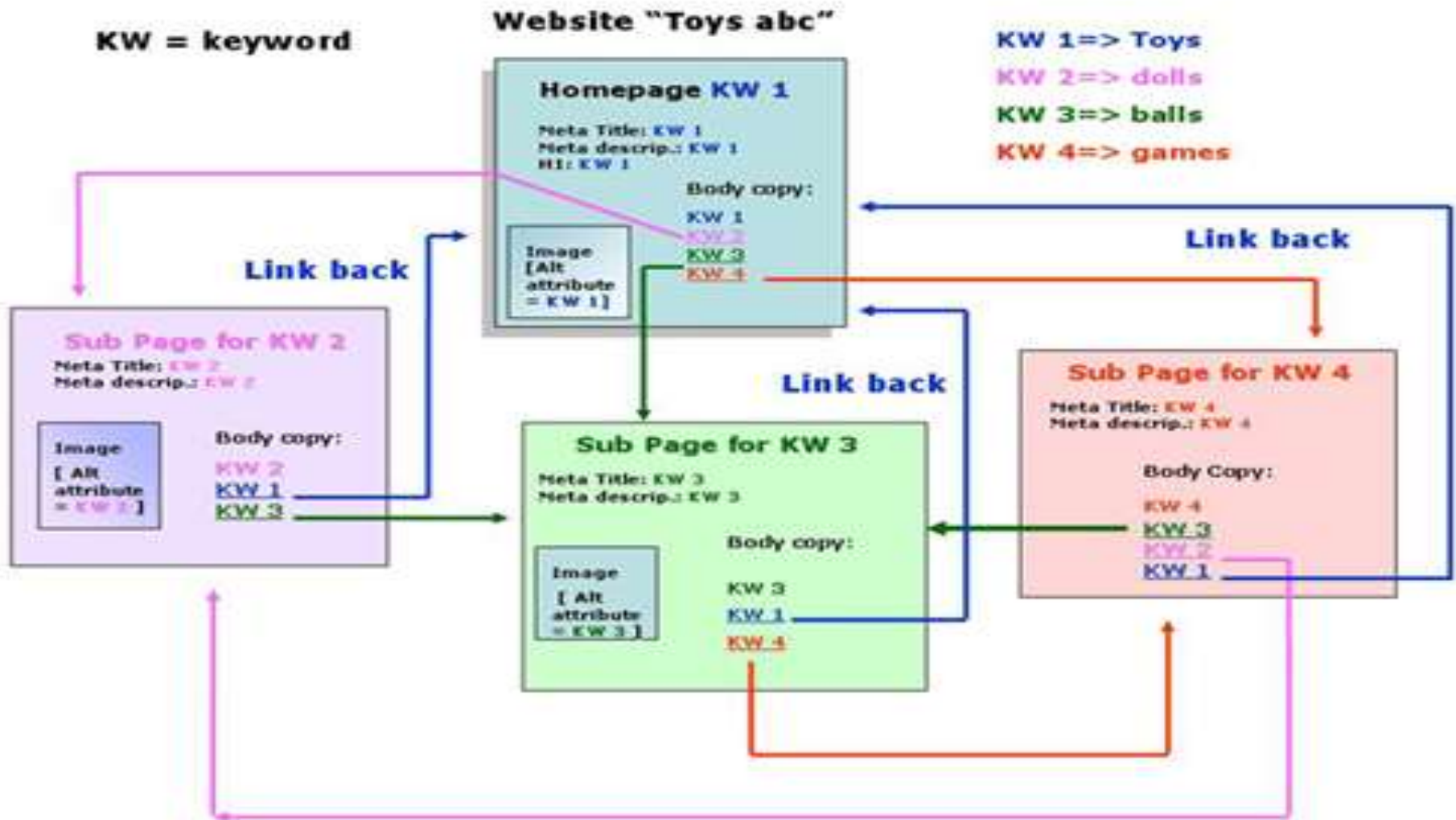
**Link building strategy**

**Subscription into different  
directories**

---

# Internal and external links

## Internal Links : -



# Internal and external links

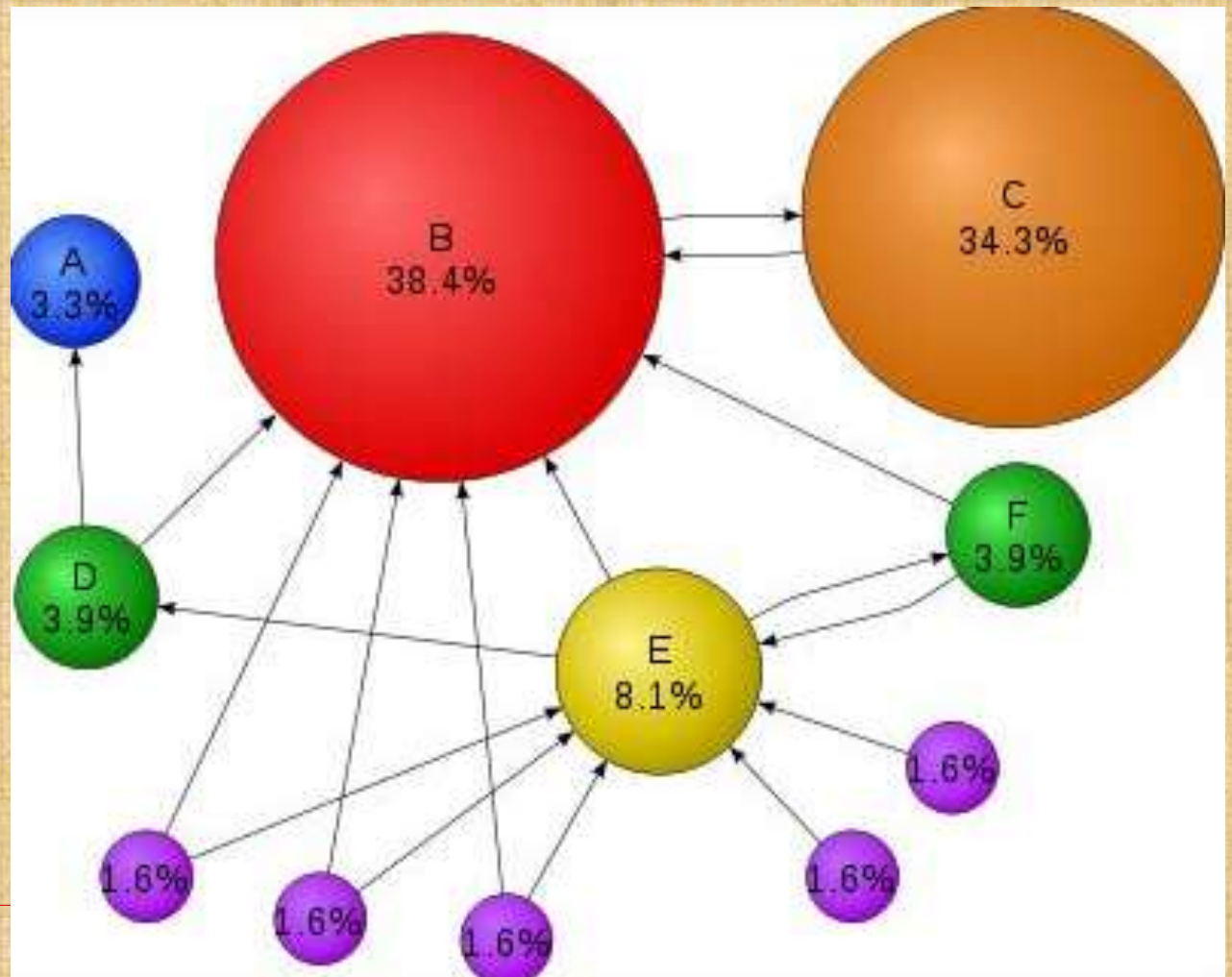
## external Links : -

---



# Page Rank

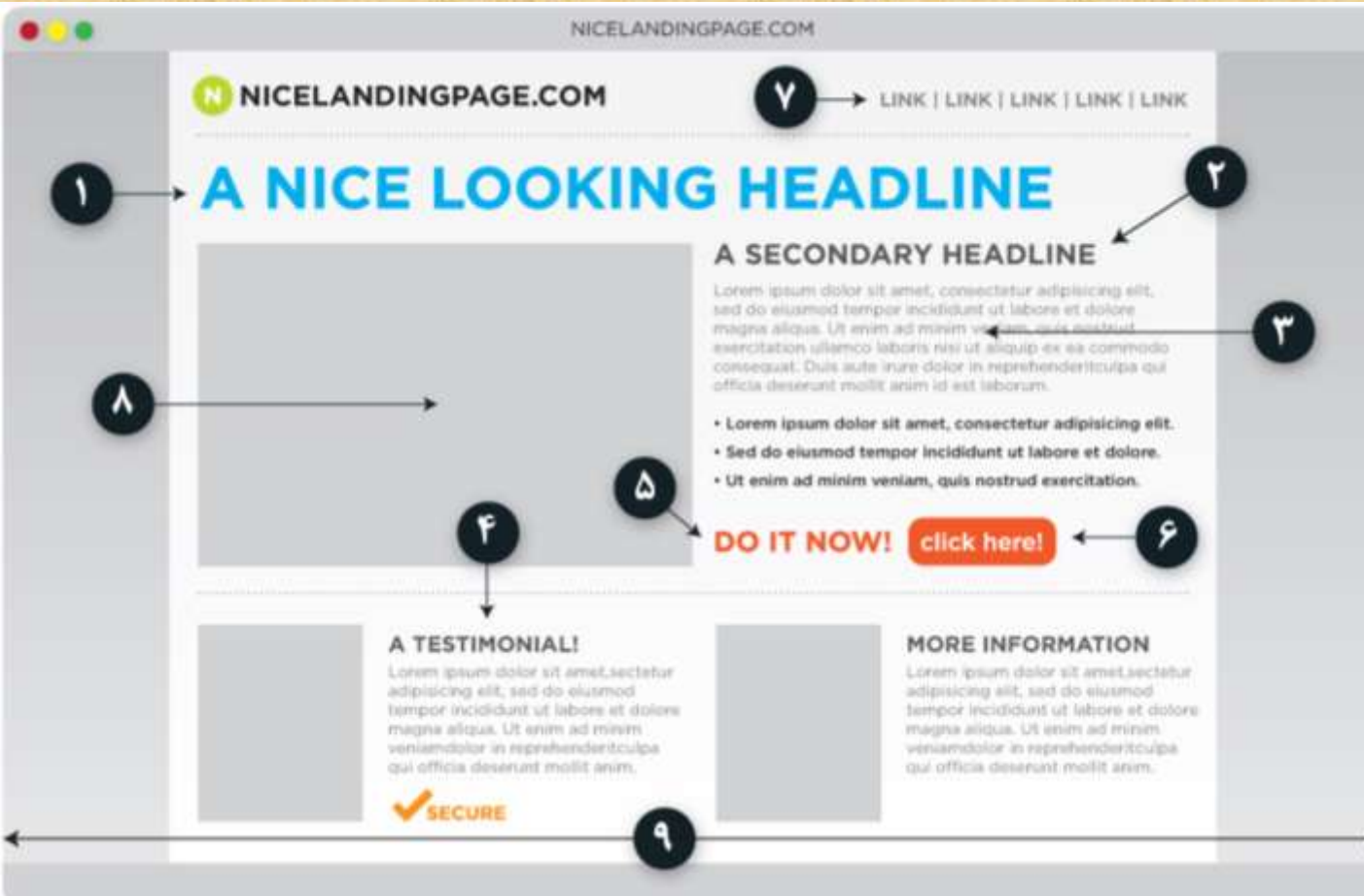
**B > C > E > F & D > A > ANOTHER**



# Study Your Competitors

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# صفحه فرود مناسب

۲

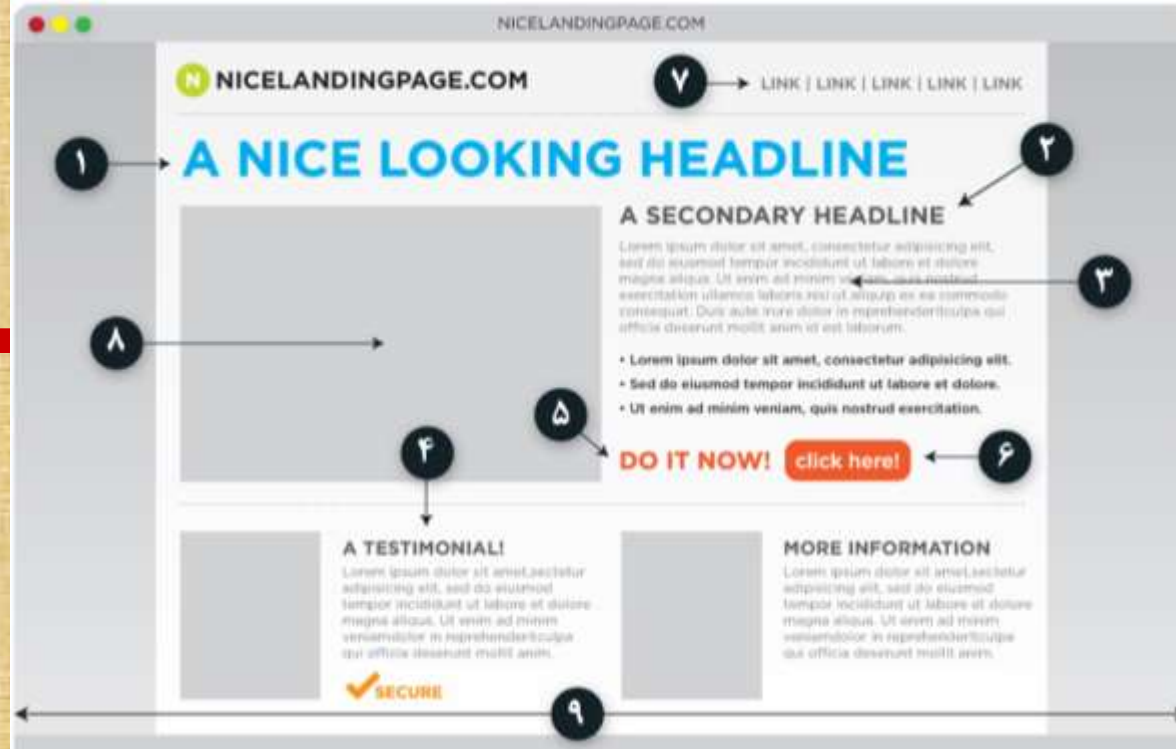
## عناوین واضح و جذاب

- \* به عنوان اولین چیزی که یک بازدیدکننده می بیند و می خواند، عنوان صفحه فرود نباید باعث سردرگمی و گمراهی شود بلکه باید باعث جذب بازدیدکننده و ترغیب وی به خواندن ادامه مطالب شود
- \* استفاده از عناوینی که مرتبط به مطالب و یا آگهی باشد باعث جلب توجه بیشتری نسبت به عناوین مبهم و نامربوط می شود

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## عنوان صفحه و عنوان آگهی

- \* عنوان صفحه فرود و آگهی باید مکمل همدیگر
- \* عنوان آگهی شما در امتیاز پرداخت به ازای کلیک تاثیر دارد، این امتیاز می تواند با استفاده از کلمات و جملات مناسب و مرتبط افزایش یابد



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## نوشتار بی عیب و نقص

به عنوان یک فروشنده آنلاین که به دنبال جذب مشتری است و از آنها می خواهد که اطلاعات شخصی و یا بانکی خود را وارد کنند، املاء نادرست کلمات و یا دستور نگارشی اشتباه باعث کاهش اعتماد و اطمینان در مشتریان میشود.

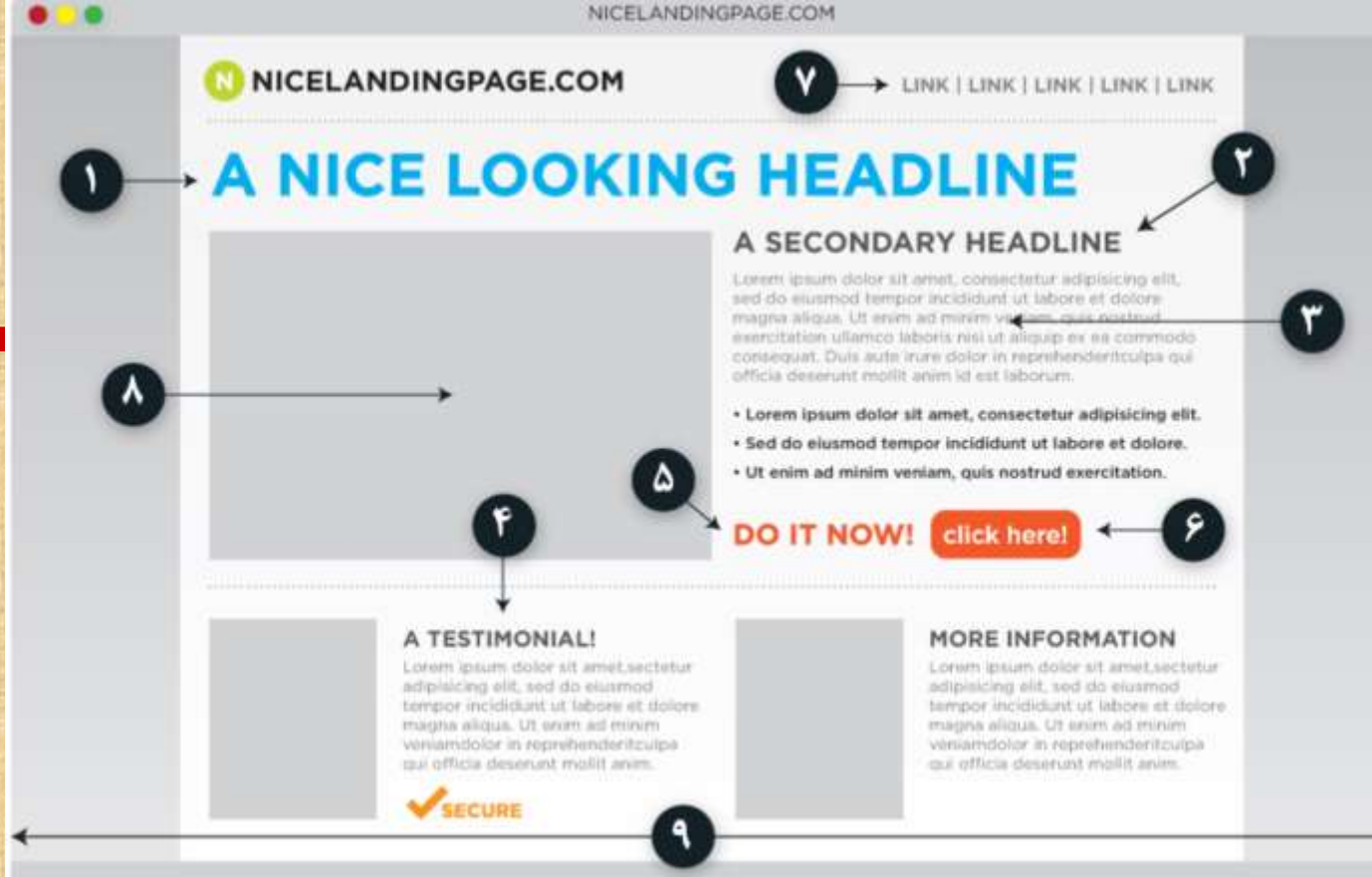
۴

## استفاده از نماد اعتماد

\* از موثرترین روش های افزایش اطمینان استفاده از نماد اعتماد، گواهینامه های همکاری، گارانتی، خدمات پس از فروش، گواهینامه های امنیتی و... است.

\* هنگامی که شرکت عینک سازی و لنز سازی ACLens از گواهی اعتماد استفاده کرد شاهد رشد ۴۱٪ در مشتریان و افزایش ۵۸٪ در فروش خود شد. این اتفاق می تواند بر روی هر صفحه فرود دیگری نیز اتفاق بیفتد.

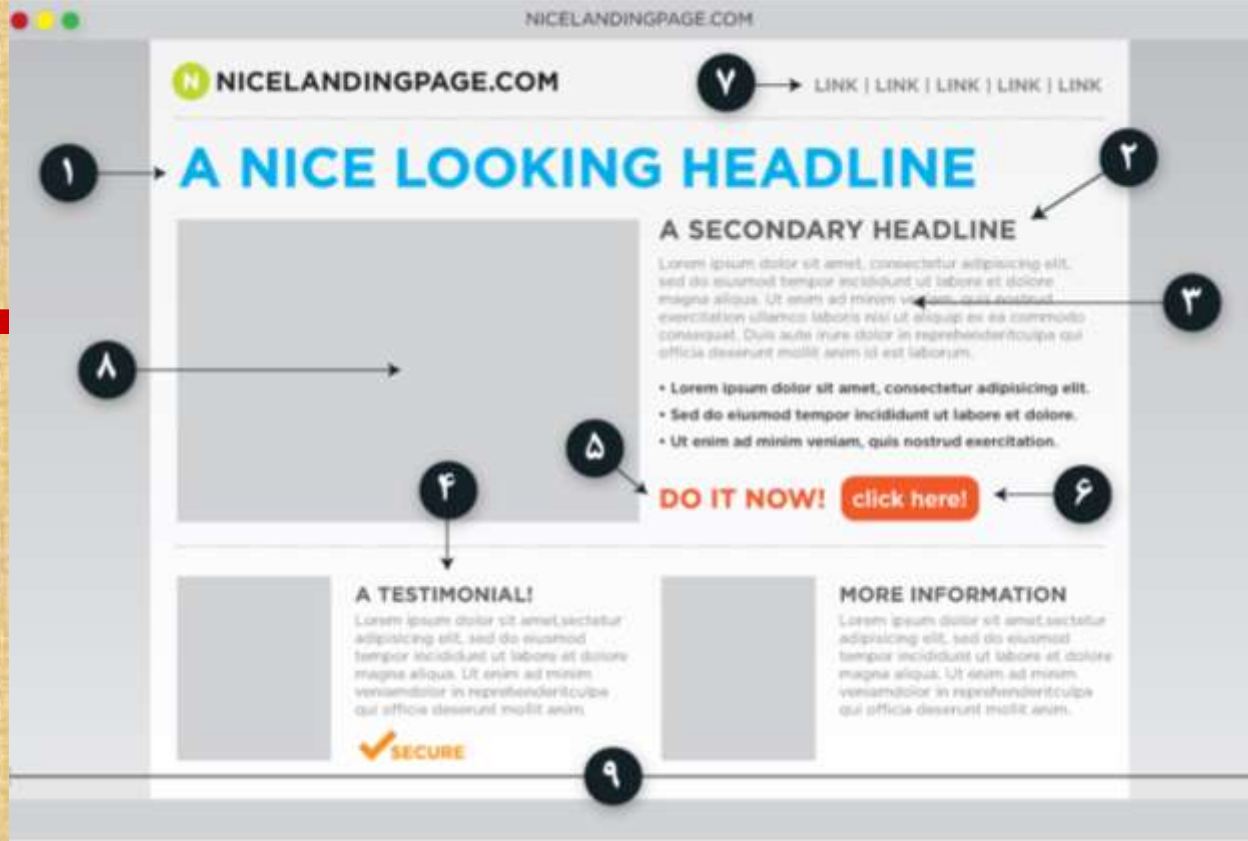




## ۵ استفاده از گزینه های فراخوان قوی

\* پس از اینکه بازدیدکننده عنوان صفحه فرود را خواند، بسیار مهم است که معلوم باشد بعد از آن چه باید بکنند

\* پس از آنکه فایرفاکس گزینه فراخوان خود را از "فایرفاکس ۳ را امتحان کنید" به "رایگان دانلود کنید" تغییر داد، ۳,۶٪ پیشرفت داشت و سطح اعتماد کاربران نیز ۹۹٪ افزایش یافت.



## دکمه ها و فراخوان ها باید خودنمایی کنند

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\* در دکمه ها و فراخوان های خود از کلمات کلیدی که احتمال جستجوی آنها توسط کاربران زیاد است استفاده کنید. کلماتی مانند رایگان، جدید، خرید، دانلود رایگان و...

\* دکمه های مهم و فراخوان ها را در جاهای مناسب قرار دهید. تا حد امکان آنها را در مکان هایی قرار دهید که نیاز به اسکرول کردن برای پیدا کردن آنها نباشد.

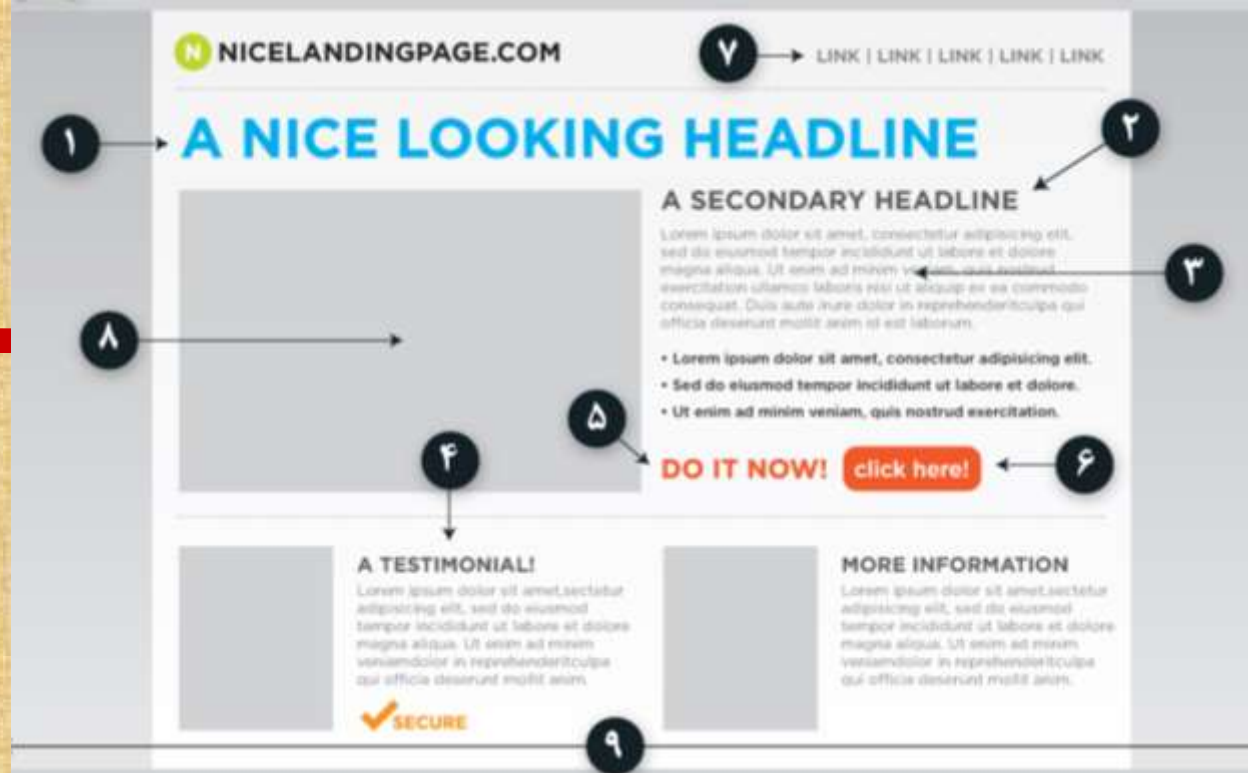
\* رنگ نارنجی یا زرد برای فراخوان های می تواند باعث جلب توجه شود.

## بیش از حد لینک نکنید

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\* لینک کردن بازدیدکنندگان به سایت ها و صفحات متعدد باعث گیج کردن آنها می شود که تاثیر منفی در افزایش بازدید دارد.

\* لینک دادن ممکن است در صفحه اصلی مناسب و یا شاید در بعضی موارد ضروری باشد ولی کلید موفقیت در صفحه فرود سادگی است.



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## از ویدئو و تصاویر مرتبط استفاده کنید

\* استفاده از سخنرانی های انگیزه بخش، ویدئو ها و تصاویر محصولات و... در صفحه فرود و صفحه اصلی می تواند تاثیر مثبتی بر روی بازدیدکنندگان داشته باشد، علاوه بر این مشتریان را ترغیب به خرید محصول یا سرویس شما می کند.

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## اهمیت بالای صفحه را فراموش نکنید

\* در قسمت های بالای صفحه که کاربر نیاز به اسکرول کردن ندارد مهمترین مطالب باید قرار گیرند  
\* از دکمه های فراخوان در بالای صفحات و در جایی که چشم بازدیدکنندگان به آن بخورد استفاده کنید. هرگز آنها را در جایی قرار ندهید که برای پیدا کردن آنها نیاز به جستجو باشد

# GET YOUR SEO TOGETHER!

## OR HOW TO OPTIMIZE A WEB PAGE

### GRAPHIC HEADER

Try to avoid images or company logos in this spot. Go with simple text with your most important keyword

### KEYWORDS IN HEADINGS!

Headings highlighted with «H» HTML tags. The «h1» and «h2» tags are most effective.

### CONTENT

Search engines love content and they love it fresh. Forget flash and go with at least 500 words on your home page.

### KEYWORDS

SEO is all about keywords. Identify the most important terms for your business. Use and reuse these. But don't over do it.

### KEYWORDS IN LINKS

A basic seo standard – put keywords as links to other pages on your site or any external sites. These can enhance page rank and search results.

### SITE DESCRIPTION

Your website description should present the main keywords you focus on

### CONTACT US

Place contact info by logo. Include phone, email and any other way you usually communicate with clients

### SOCIALIZE!

Put your social networks on top so people can connect with you easily

Signup to our newsletter box should be noticeable, and have a strong call to action **SIGN UP NOW!**

The screenshot shows a website for 'DI-WATER' with the following elements and annotations:

- Header:** 'Diet Water by Di-Water - The low calorie water' (tagged as a meta description), 'DI-WATER Its Diet Water!' logo, contact icons (phone, email, social media), and a search bar.
- Navigation:** 'Home', 'Products', 'About Diet-Water', 'Contact Us' (tagged as 'THE MENU').
- Main Content:**
  - Headline: 'THERES NO WATER LIKE DIET WATER !' (tagged as 'KEYWORDS IN HEADINGS!')
  - Text: 'We drink a lot of water. Each and every day. Its good. You like it. But did you ever think how fattening is? Come on you drink like what? 6-7 bottles of water a day? All the bloating? All the calories? Thats why we invented Di-Water, the only bottled diet water on the market.' (tagged as 'CONTENT')
  - Text: 'Diet water is the right water for your diet. Drink diet water and youll never be thirsty again, all while keeping that great figure. Because its diet. Water.' (tagged as 'CONTENT')
  - Image: A row of three red squares with black silhouettes of people carrying heavy loads, followed by a blue water drop with a 'D' and a checkmark (tagged as 'IMAGE TAGS').
  - Image: A blue water bottle (tagged as 'KEYWORDS').
- Footer:** A magnifying glass over code: '</div><br class="div id="banner">d="slideshow">div class="sli' (tagged as 'BEHIND THE SCENES').

### THE MENU

Every site should have a navigation menu. Put keywords in the menu links for SEO boost.

### PAGES

The more, the merrier. Increasing the # of pages increases the presence of the site in search engines. When new content is added to the site, Google sees it positively.

### BEHIND THE SCENES

\*Keywords Meta tag  
Specify your site's main keywords here.  
Don't over do it - use max of 5 to 7 keywords.

\*Description Meta tag

Is used to specify what it's all about. Google will display the info taken from this tag in the search results section. Make sure to provide a brief but accurate discription of your site.

### IMAGE TAGS

Images shouldn't just go by Logo.jpg or wxqj23k.png (!) Give your images meaningful tags. Use your keywords.

### KEYWORD DENSITY

Optimum keyword density is around 5% to 7%. If you go over, it can hurt your site ranking. Calculate the density levels of keywords and make sure it is within these limits.