

**Đorđe Jančić**

Internet marketing specialist

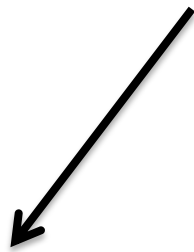


# SEARCH ENGINE MARKETING

SEO & PPC – razlike, prednosti i primena

# Search (Engine) Marketing

**SEM = SEO + PPC**



Search Engine Marketing  
(Search Marketing)



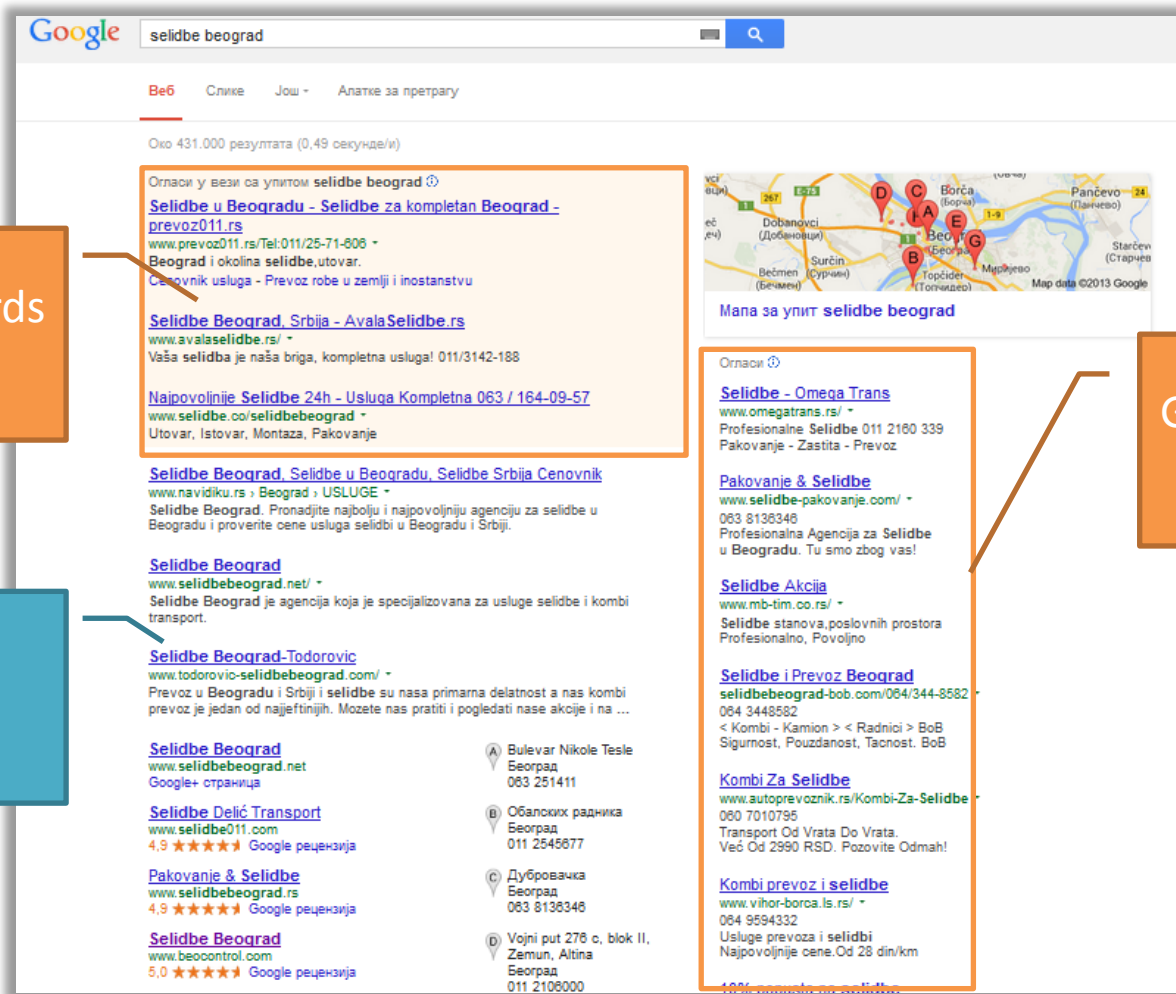
Search Engine  
Optimization



Contextual Advertising  
– Pay Per Click Model



# Search (Engine) Marketing



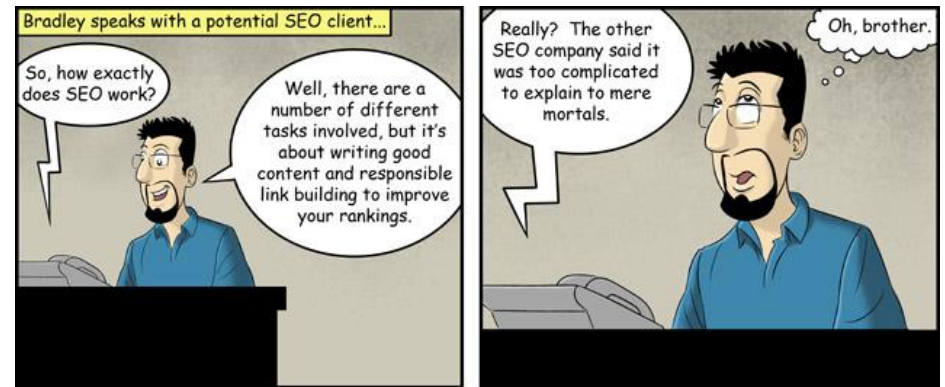
Google Adwords oglasi

Organski rezultati pretrage

Google Adwords oglasi

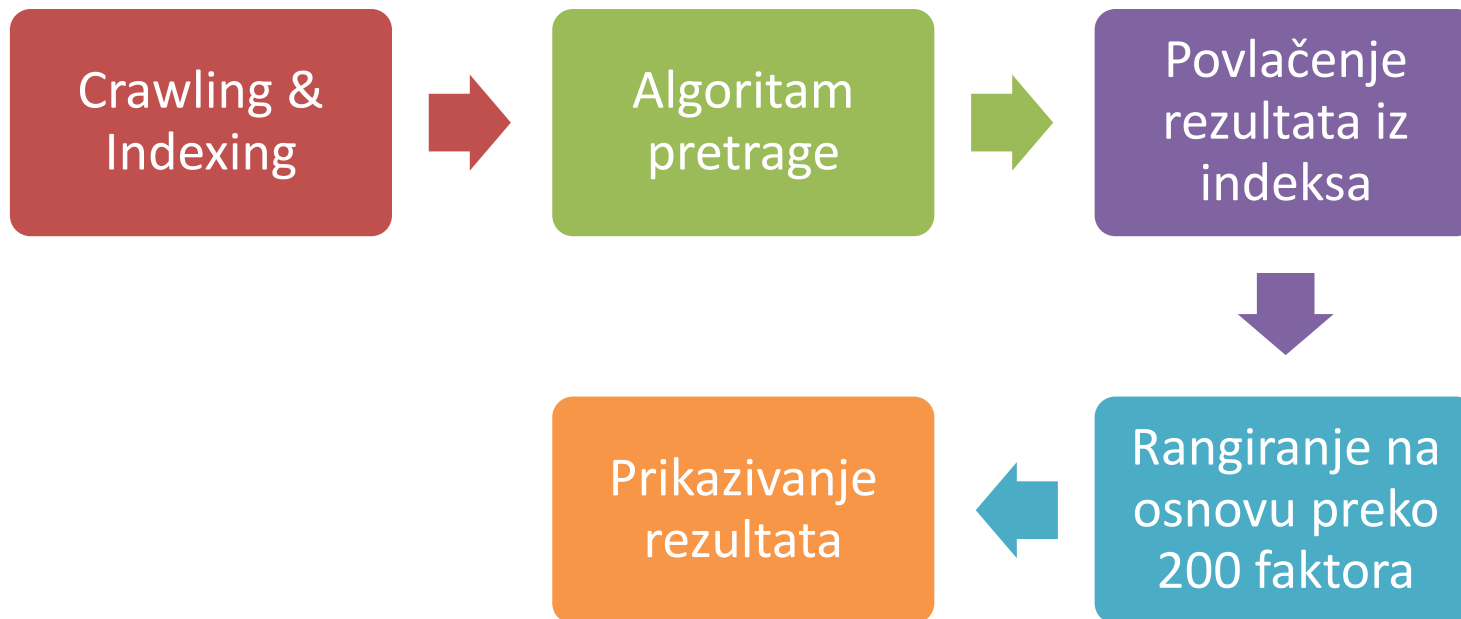
# Šta SEO nije?

„Kako da moj sajt bude prvi na Google-u?“



© 2008 Big Oak - www.bigoakinc.com - Art by Kelly Ishikawa - www.kellyishikawa.com

# Kako radi Google?



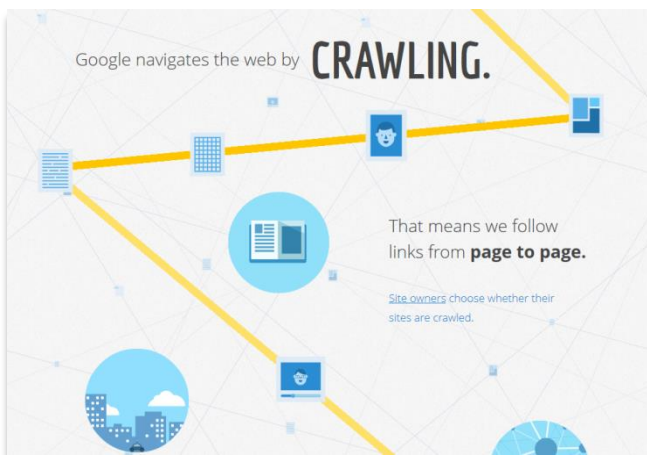
<http://www.google.com/intl/sr/insidesearch/howsearchworks/thestory/>



# Kako radi Google?

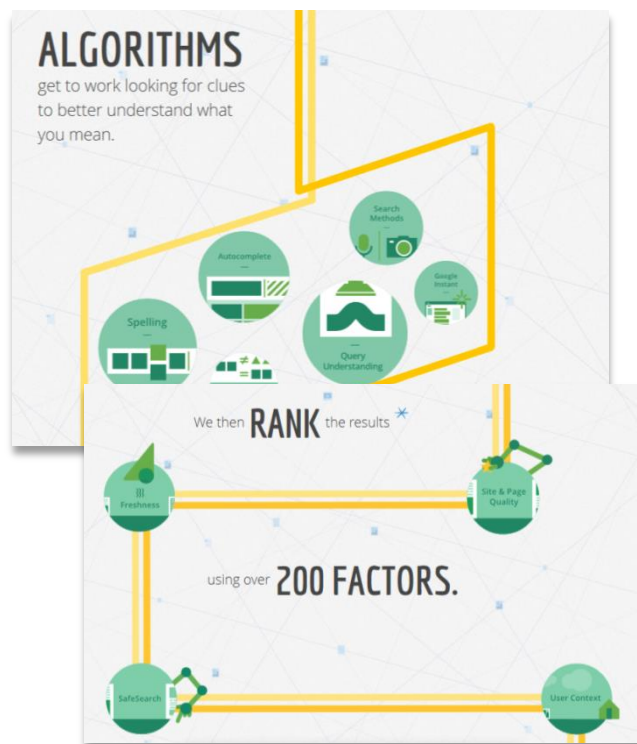
## Crawling & Indexing

- Sadržaj (content)
- Tehnički elementi sajta



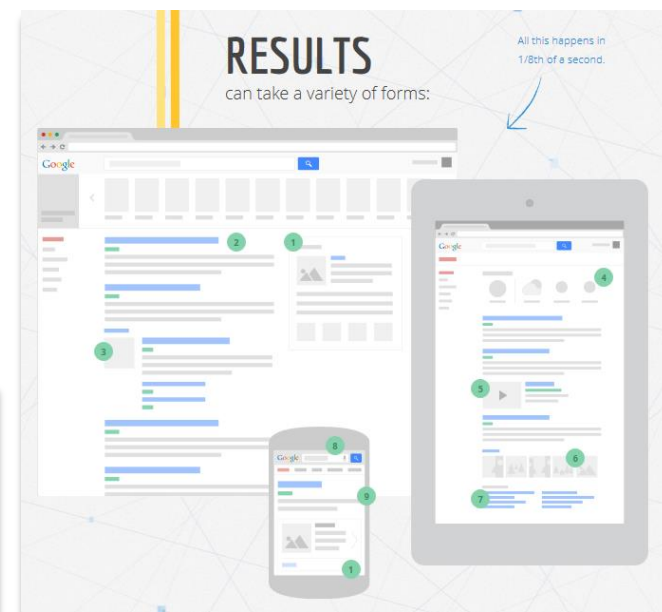
## Algoritam & rangiranje

- Panda, Pingvin, Kolibri...



## Prikazivanje rezultata

- Strukturirani podaci (mikroformati)





## ON-THE-PAGE FACTORS

These elements are in the direct control of the publisher

### CONTENT

Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Ce	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Cf	FRESH	Are pages fresh & about "hot" topics?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?
Va	ADS	Is your content ad-heavy, especially "above the fold"?

### HTML

Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?

### ARCHITECTURE

Ac	CRAWL	Can search engines easily "crawl" pages on site?
Ad	DUPLICATE	Does site manage duplicate content issues well?
As	SPEED	Does site load quickly?
Au	URLS	Are URLs short & contain meaningful keywords to page topics?
Am	MOBILE	Does your site work well for mobile visitors, on smartphones and tablets?
Vc	CLOAKING	Do you show search engines different pages than humans?

## THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

### ON-THE-PAGE SEO

### OFF-THE-PAGE SEO

CONTENT	HTML	ARCHITECTURE	LINKS	TRUST	SOCIAL	PERSONAL
<b>Cq</b> <sup>+3</sup> Quality	<b>Ht</b> <sup>+3</sup> Titles	<b>Ac</b> <sup>+3</sup> Crawl	<b>Lq</b> <sup>+3</sup> Quality	<b>Ta</b> <sup>+3</sup> Authority	<b>Sr</b> <sup>+2</sup> Reputation	<b>Pc</b> <sup>+3</sup> Country
<b>Cr</b> <sup>+3</sup> Research	<b>Hd</b> <sup>+2</sup> Description	<b>Ad</b> <sup>+2</sup> Duplicate	<b>Lt</b> <sup>+2</sup> Text	<b>Th</b> <sup>+1</sup> History	<b>Ss</b> <sup>+1</sup> Shares	<b>Pl</b> <sup>+3</sup> Locality
<b>Cw</b> <sup>+2</sup> Words	<b>Hh</b> <sup>+1</sup> Headers	<b>As</b> <sup>+1</sup> Speed	<b>Ln</b> <sup>+1</sup> Numbers	<b>Ti</b> <sup>+1</sup> Identity		<b>Ph</b> <sup>+3</sup> History
<b>Ce</b> <sup>+2</sup> Engage	<b>Hs</b> <sup>+1</sup> Structure	<b>Au</b> <sup>+1</sup> URLs	<b>Vp</b> <sup>-3</sup> Paid	<b>Vd</b> <sup>-1</sup> Piracy		<b>Ps</b> <sup>+2</sup> Social
<b>Cf</b> <sup>+2</sup> Fresh	<b>Vs</b> <sup>-1</sup> Stuffing	<b>Am</b> <sup>+1</sup> Mobile	<b>Vi</b> <sup>-2</sup> Spam			
<b>Vt</b> <sup>-2</sup> Thin	<b>Vh</b> <sup>-1</sup> Hidden	<b>Vc</b> <sup>-3</sup> Cloaking				
<b>Va</b> <sup>-1</sup> Ads						

### FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

## OFF-THE-PAGE FACTORS

Elements influenced by readers, visitors & other publishers

### LINKS

Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
Vi	SPAM	Have you created many links by spamming blogs, forums or other places?

### TRUST

Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Ti	IDENTITY	Does site use means to verify its identity & that of authors?
Vd	PIRACY	Has site been flagged for hosting pirated content?

### SOCIAL

Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

### PERSONAL

Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site or socially favored it?
Ps	SOCIAL	Have your friends socially favored the site?

Written By: Search Engine Land

Design By: COLUMN FIVE

Learn More: <http://selnd.com/seotable>

Copyright Third Door Media

# Kontinuitet

Postoji razlika između **pravljenja sajta optimizovanog za pretraživače** i same **optimizacije za pretraživače!**

Pravljenje sajta optimizovanog za pretraživače je **JEDNOKRATAN** proces!



**Optimizacija za pretraživače** je **KONTINUIRAN** proces unapređivanja sajta!





# Sadržaj

---



Content is the king!

# On-site SEO



## Sadržaj

- Kvalitet!!!
- Unikatnost
- Dužina
- Ključne reči/fraze
- Vreme zadržavanja



## HTML struktura

- Naslovi
- Opisi
- H tagovi
- Strukturirani podaci



## Arhitektura

- Mogućnost indeksiranja
- Dupli sadržaj
- Brzina učitavanja
- Struktura url-ova



# On-site SEO

- Permalinkovi
- Oznaka naslova (*title tag*)
- Multimedija (*povećava interakciju – manji bounce rate*)
- Izlazni linkovi (*outbound links*)
- Upotreba ključnih reči/fraza
- Pravilna upotreba H oznaka
- Brzina učitavanja
- Lako deljenje kroz društvene medije
- Dužina sadržaja

## The "Perfectly Optimized" Page <sup>👑</sup>

### Title & Meta Elements

**Title:** Chocolate Donuts from Mary's Bakery

**Meta Description:** Learn the 3 secrets to Mary's award-winning chocolate donuts, get times & locations for availability, and learn how to make your own donuts at home.

**URL:** <http://marysbakery.com/chocolate-donuts>

**Uniquely Valuable**  
The content offers everything a searcher might want in a unique, high-quality amalgamation.

**Bot Accessible**  
There are no impediments to search crawlers reaching this page or determining it's the canonical version.

**Built to be Shared**  
Like/tweet/+1 buttons make it easy for visitors to share on their favorite networks and provide social proof.

**Phenomenal UX**  
Clear layout, solid visuals, & beautiful, simple design make the page easy to use & enjoy.

**Keyword Targeted**  
Primary and secondary keyword phrases appear in prominent positions in the headline, title, & content.

**Multi-Device Ready**  
Thanks to solidly-tested, responsive design, this page loads looking great on any device, screen size, and browser.

**Meta Data Inclusive**  
The page includes authorship, an enticing meta description, and schema markup for recipes, too.

**Endorsements (including one from Homer!)**

NOTE: Perhaps sadly, there's no "perfect optimization." This graphic's intent is to highlight areas that may be worthy of marketers' efforts.

by Mary D. of Mary's Donuts

Created by Rand Fishkin  
**MOZ**

# Off-site SEO

- KVALITET ne kvantitet!
- Interaktivnost– društveni mediji
- Kreativnost
- Online PR

Spoljni faktori koji utiču na rangiranje sajta.



# Off-site SEO

## DOLAZNI LINKOVI & AUTORITET DOMENA

- Kvalitet
- Vrsta
- Raznolikost

**Root Domain Metrics** See which metrics are affecting the root domain of your site.

	telegraf.rs/	blic.rs/	b92.net/
Domain Authority	<b>48</b>	<b>68</b>	✓ <b>75</b>
Domain MozRank	4.98	5.69	✓ 6
Domain MozTrust	5.77	6.32	✓ 6.59
External Followed Links	23,460	221,681	✓ 478,540
Total External Links	25,803	370,160	✓ 580,702
Total Links	2,722,875	6,231,538	✓ 15,053,488
Followed Linking Root Domains	847	3,746	✓ 6,263
Total Linking Root Domains	974	4,858	✓ 7,399
Linking C Blocks	461	1,911	✓ 3,088

• Followed Links vs Nofollowed Links:

• Internal Links vs External Links:

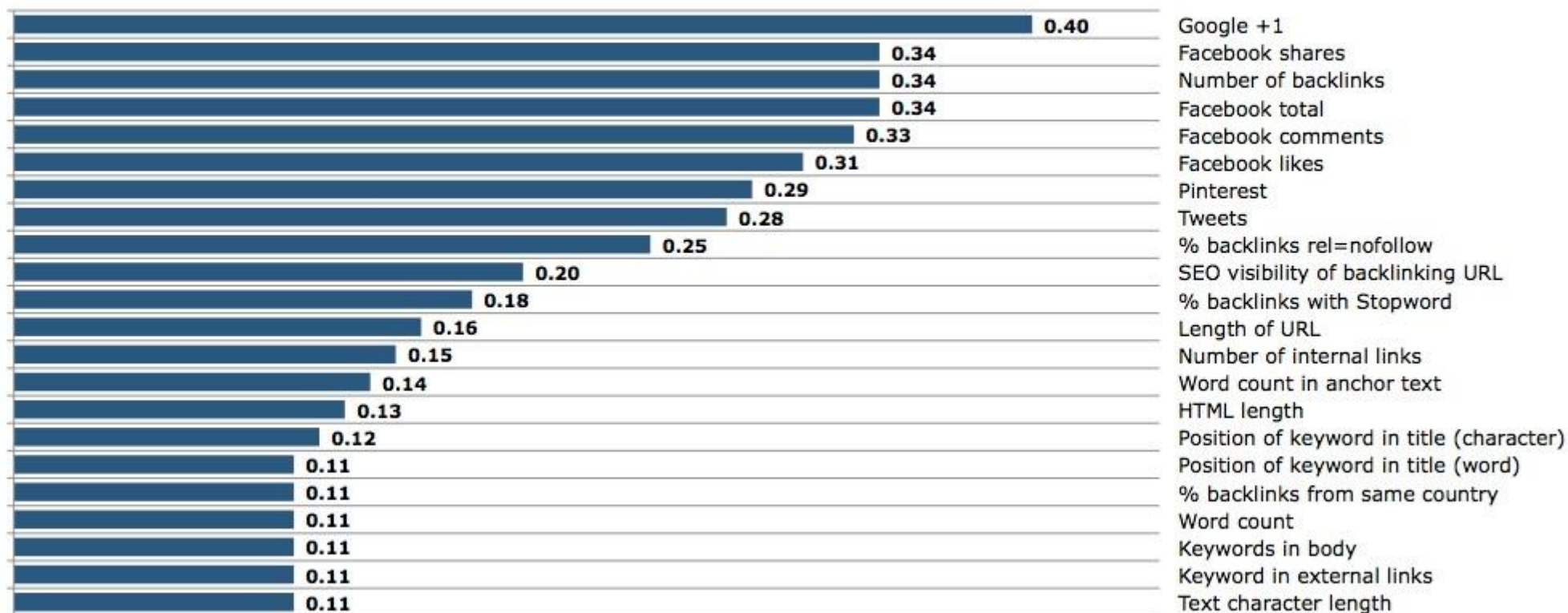
• Internal Links vs External Links:

#	Referring Domains	Backlinks	Alexa Rank	Flow Metrics	
				Citation Flow	Trust Flow
1	prelistavanje.rs	91,348	N/A	25	18
2	blok-vesti.com	55,663	N/A	14	17
3	vranje-online.com	19,514	N/A	13	12
4	naivesti.com	14,241	520,842	34	26
5	cinemacity.org	11,808	N/A	33	18
6	decijisaam.rs	8,361	N/A	18	20
7	vesti-novine.com	5,920	N/A	20	14
8	pametnokladienje.com	5,665	N/A	11	2
9	beonews.com	4,705	N/A	12	2
10	medias.rs	4,695	N/A	29	25
11	zenskikutak.rs	4,517	180,849	33	14
12	decijisaam.com	3,152	N/A	8	2
13	Q24info.net	2,918	N/A	6	1

## Google Search Ranking Factors in the US

(Spearman correlation coefficient, factors selected limited to those with coefficient >0.1)

June 2013



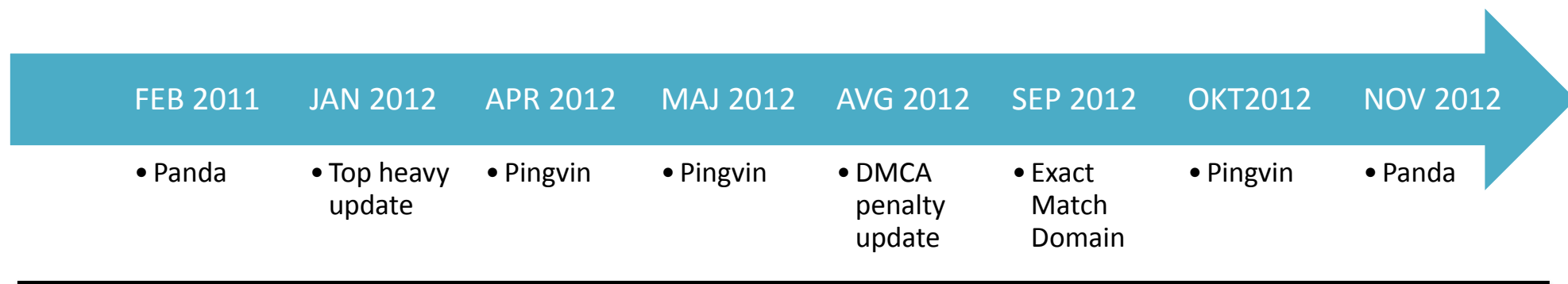
Odnos između signala sa društvenih medija i rezultata pretrage; jun 2013.

# Algoritam pretrage

Pande, pingvini, kolibriji i ostatak zoološkog vrta...



2011/2012



2013



# Algoritam pretrage



**PANDA** – usmeren ka **sadržaju slabog kvaliteta** (*stranice bez originalnog sadržaja, dupliranje sadržaja sa ciljem optimizacije za određene ključne reči, veliki broj oglasa posebno u gornjem delu strane (above the fold), prazne stranice*) kao i **kupovini linkova**.

**Poslednja verzija: mart 2013. | 25 revizija**



**PINGVIN** – usmeren ka **web spam-u** (link farme, keyword stuffing, preterana optimizacija, spam komentari na forumima, blogovima, spam direktorijumi...).

**Poslednja verzija: maj 2013. | 5 revizija**

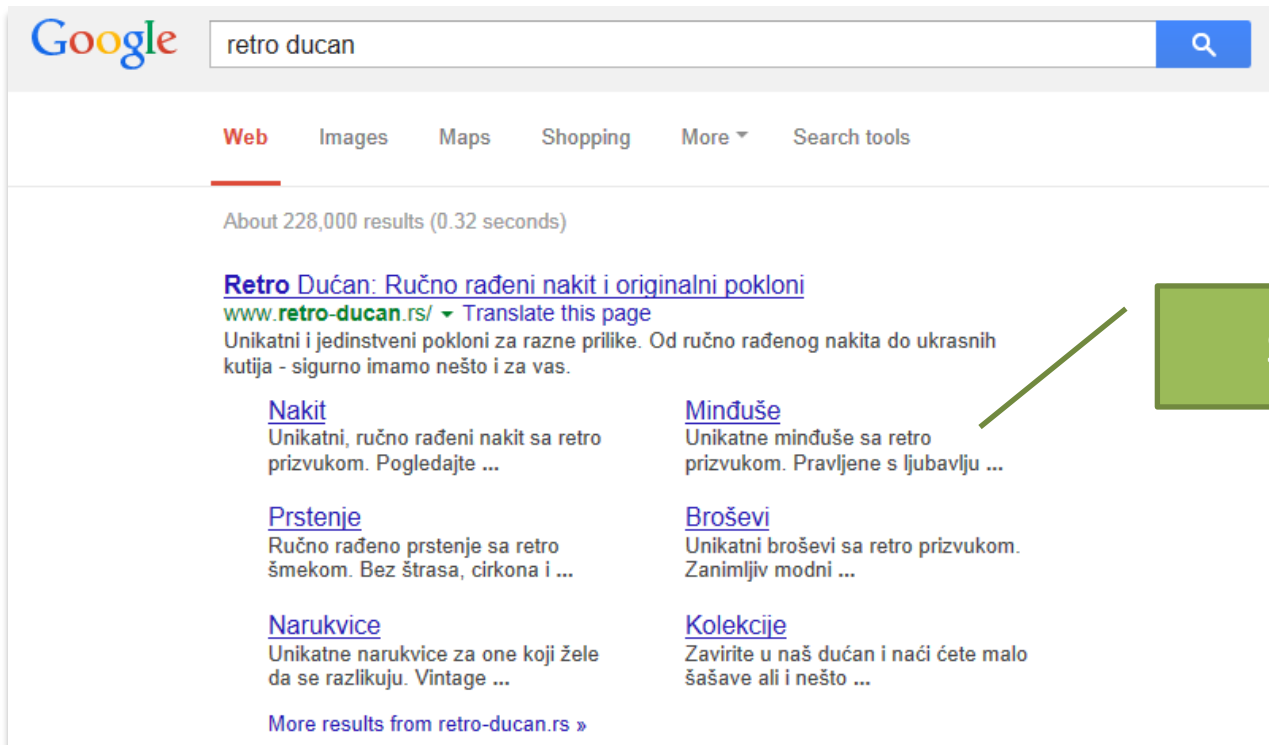


**KOLIBRI** – uvođenje **semantičke pretrage** – Google razume pitanje.

**Poslednja verzija: avgust 2013. | 1 revizija**



# Prikazivanje u pretrazi



Google retro ducan

Web Images Maps Shopping More Search tools

About 228,000 results (0.32 seconds)

[Retro Dućan: Ručno rađeni nakit i originalni pokloni](#)  
[www.retro-ducen.rs/](http://www.retro-ducen.rs/) Translate this page  
Unikatni i jedinstveni pokloni za razne prilike. Od ručno rađenog nakita do ukrasnih kutija - sigurno imamo nešto i za vas.

<a href="#">Nakit</a> Unikatni, ručno rađeni nakit sa retro prizvukom. Pogledajte ...	<a href="#">Minduše</a> Unikatne minduše sa retro prizvukom. Pravljene s ljubavlju ...
<a href="#">Prstenje</a> Ručno rađeno prstenje sa retro šmekom. Bez štrasa, cirkona i ...	<a href="#">Broševi</a> Unikatni broševi sa retro prizvukom. Zanimljiv modni ...
<a href="#">Narukvice</a> Unikatne narukvice za one koji žele da se razlikuju. Vintage ...	<a href="#">Kolekcije</a> Zavirite u naš dućan i naći ćete malo šašave ali i nešto ...

[More results from retro-ducen.rs »](#)

Sitelinks

Google sam bira šta će staviti u sitelinks. Kroz WMT moguće je podneti zahtev za uklanjanje (demote) linka koji Google može i ne mora da prihvati.

# Prikazivanje u pretrazi

Огласи у вези са упитом **selidbe beograd**

[Selidbe u Beogradu - Selidbe za kompletan Beograd - prevoz011.rs](#)  
www.prevoz011.rs/Tel:011/25-71-808 -  
Beograd i okolina selidbe,utovar.  
Cenovnik usluga - Prevoz robe u zemlji i inostanstvu

Adwords oglas

<a href="#">Selidbe Beograd</a> www.selidbebeograd.net Google+ страница	A Bulevar Nikole Tesle Beograd 063 251411
<a href="#">Selidbe Delić Transport</a> www.selidbe011.com 4,9 ★★★★★ Google рецензија	B Обалских радника Beograd 011 2545677
<a href="#">Pakovanje &amp; Selidbe</a> www.selidbebeograd.rs 4,9 ★★★★★ Google рецензија	C Дубровачка Beograd 063 8136346
<a href="#">Selidbe Beograd</a> www.beocontrol.com 5,0 ★★★★★ Google рецензија	D Vojni put 278 с, blok II, Zemun, Altina Beograd 011 2108000
<a href="#">Selidbe Beograd</a> www.rectavia.rs	E Косовска Beograd

Google Local rezultati

Мапа за упит **selidbe beograd**

Google Maps rezultati

# Prikazivanje u pretrazi

**Pingvin 2.0 - šta nam novo Google sprema? | Internet Group**  
[www.internetgroup.rs/.../pingvin-2-0-sta-nam-novo-google-spre...](http://www.internetgroup.rs/.../pingvin-2-0-sta-nam-novo-google-spre...)  
od autora Đorđe Jančić - y 123 Google+ kryga  
Četvrta po redu promena Google-ovog Pingvin algoritma pod radnim nazivom Pingvin 2.0 (Penguine 2.0) je zvanično puštena 22. maja 2013.

Autorship

**Travis - Moving - YouTube**  
[www.youtube.com/watch?v=TjKmQmsRIBk](http://www.youtube.com/watch?v=TjKmQmsRIBk)  
01.07.2013. - Отпремио/ла TravisVEVO  
From Travis' new album 'Where You Stand' Get it now:  
<http://TravisOnline.com/whereyoustand> iTunes ...

Video rezultat

**moving** – Сликe - Пријавите слике



Slike

**Moving (1988) - IMDb**  
[www.imdb.com/title/tt0095662/](http://www.imdb.com/title/tt0095662/) Преведи ову страницу

★★★★☆ Оцена: 5,7/10 - 2.992 гласа  
Directed by Alan Metter. With Richard Pryor, Beverly Todd, Stacey Dash, Raphael Harris. Arlo accepts what seems to him to be a dream promotion to Idaho.

Ocena

# Prikazivanje u pretrazi

[Najnovije vesti - Telegraf.rs](#)  
www.telegraf.rs/ ▾  
TELEGRAF. ... Foto: Telegraf · Ubio se skokom s Pančevačkog mosta! Fudbal · Foto: Telegraf.rs · JSL: Goleada na Karaburmi, Čukarički i Nišljije dele prvo mesto!  
Ovu stranicu ste posetili 4 puta. Poslednja poseta: 13.3.13.

<a href="#">Jetset</a> Jetset   TELEGRAF.	<a href="#">Hronika</a> Hronika   TELEGRAF.
<a href="#">Sport</a> Sport   TELEGRAF.	<a href="#">Zanimljivosti</a> Zanimljivosti   TELEGRAF.
<a href="#">Vesti</a> Vesti   TELEGRAF.	<a href="#">Cica dana</a> Cica Dana   TELEGRAF.

[Više rezultata od telegraf.rs »](#)

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[telegraf – Вести](#)  
[TARIFA NEOGRANIČENIH MOGUĆNOSTI: Pruža više nego što možete da potrošite](#)  
Telegraf - пре 1 сата  
TARIFA NEOGRANIČENIH MOGUĆNOSTI: Pruža više nego što možete da potrošite | TELEGRAF.  
[SIEPA: Krivična prijava protiv direktora zbog 555.250 evra](#)  
Telegraf - пре 10 минута  
[MILAN STANKOVIĆ: U Srbiji te vole samo kad umreš!](#)  
Telegraf - пре 3 сата/и


 **Telegraf**  
**Недавни постови**  
 Direktor RTS Aleksandar Tijanić umro ispred ulaza zgrade u kojoj je stanovao na Novom Beogradu #najnovijevesti #aleksandartijanic 28 окт 2013  
[TRAGEDIJA: Umro Aleksandar Tijanić!](#)

Rezultati vesti

Knowledge graph (brand)

## Nekad i sad

- 
- Ciljanje konkretnih fraza
  - Dizajn nakon optimizacije
  - Sadržaj optimizovan za pretraživače
  - Keyword density & keyword stuffing
  - Fokusiranost na tekst
  - Ghost writers & masovno generisanje sadržaja
  - Exact match anchor text
  - Blog networks
  - Online PR
  - Linkovi pa tek onda društveni mediji

- 
- Ciljanje širih fraza sa fokusom na konverziju
  - Korisnički doživljaj na prvom mestu
  - Sadržaj optimizovan za ljude
  - Keyword density je manje bitan
  - Fokusiranost na različite formate sadržaja
  - Autorship – građenje reputacije autora i stvaranje sadržaja koji „mami“ na deljenje
  - Jačanje brenda
  - Samo kvalitetan guest blogging
  - Strateški PR
  - Društveni mediji i linkovi

# Šta SEO jeste?

SEO je prestao da bude tehnika za "kako da moj sajt bude prvi na Google-u" već je postao nešto mnogo ozbiljnije a to je odgovor na pitanje "kako da se moj sajt što bolje prikazuje u pretrazi".

Morate znati ŠTA radite, KADA to radite i KAKO da to uradite u pravom trenutku!



# Contextual advertising

The screenshot shows a news website interface with a navigation bar at the top containing categories like 'Naslovna', 'Politika', 'Ekonomija', etc. The main content area features several news articles. A yellow box highlights an advertisement for 'otpbanka' with the slogan 'Verujemo jedni drugima'. A red box highlights an advertisement for 'Dom za stare "Nana"' with the URL 'www.domzast...'. Arrows from the text on the right point to these two advertisements.

Contextual advertising je širi pojam jer obuhvata i search i display mreže

Različiti modeli naplate – CPC, CPM, CPA...

# PPC model oglašavanja

PPC – Pay Per Click

Paid Search Advertising

P.S. Google nije jedini!



The screenshot shows a Google search for "selidbe beograd". The search results include several organic listings for moving services in Beograd, such as "Selidbe u Beogradu - Selidbe za kompletan Beograd - prevoz011.rs" and "Selidbe Beograd, Srbija - AvalaSelidbe.rs". A map on the right side of the page displays the city of Beograd with several red location markers labeled A, B, C, D, E, and G, indicating the locations of the search results. Below the map, there are more search results, including "Selidbe - Omega Trans" and "Pakovanje & Selidbe".



# PPC – prednosti i mane



- Brzi rezultati
- Fleksibilnost
- Ciljana publika
- Oglasi u kontekstu
- Potencijalno niski troškovi



- Potencijalno visoki troškovi
- Ego bidding
- Veće kampanje zahtevaju dosta vremena za podešavanje
- „Koliko para – toliko muzike“



## PPC - primena

**Namenske kampanje** – kratkoročna promocija neke akcije, pokretanje sajta/servisa...

**Direktna prodaja** – oglas dovodi potencijalnog kupca.

**Termini iz specifičnih niša** – niski troškovi dovođenja ciljanje publike za određene niše/specifičnije termine

### Bugarska skijanje

[www.matico.rs/drzave.php?ID=18](http://www.matico.rs/drzave.php?ID=18) ▼

Bansko, Borovec, Pamporovo  
Ultra first minute do 30.10.13

### Servis veš mašina

[www.servisbeletehnikе.net/](http://www.servisbeletehnikе.net/) ▼

064 1842180

Brz dolazak, garancija i račun  
Popust za penzionere i studente

### Dell laptop Inspiron 3521

[www.tehnomanija.rs/](http://www.tehnomanija.rs/) ▼

15.6", Intel Pentium DC, 2GB DDR3  
500GB HDD, stereo zvuk, 1MP web cam

# Landing stranica



IZVOR: <http://www.formstack.com/the-anatomy-of-a-perfect-landing-page>

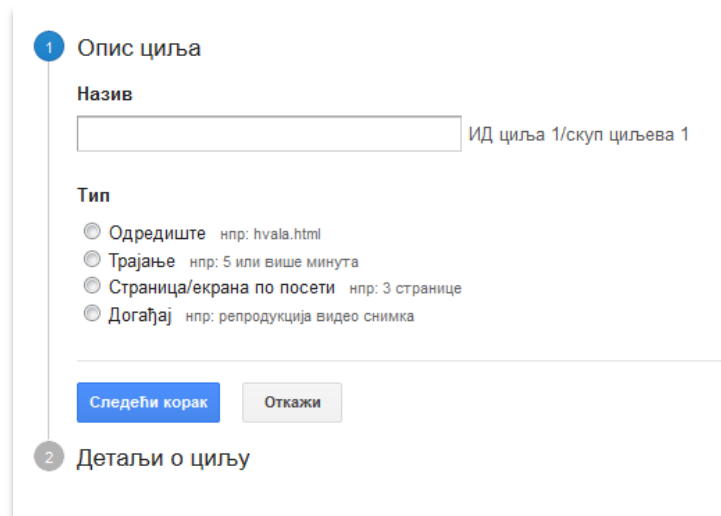
# PPC – merljivi rezultati

Bitno je jasno definisati šta se tačno želi postići kampanjom – primarni i sekundarni efekti.

- Posećenost
- Brending
- Prodaja
- itd.

## Konverzije

Konverzija ne mora da bude prodaja, može biti bilo šta što nam je od značaja – registracija na newsletter, zadržavanje na stranici, popunjavanje formulara...



1 Opis циља

Назив

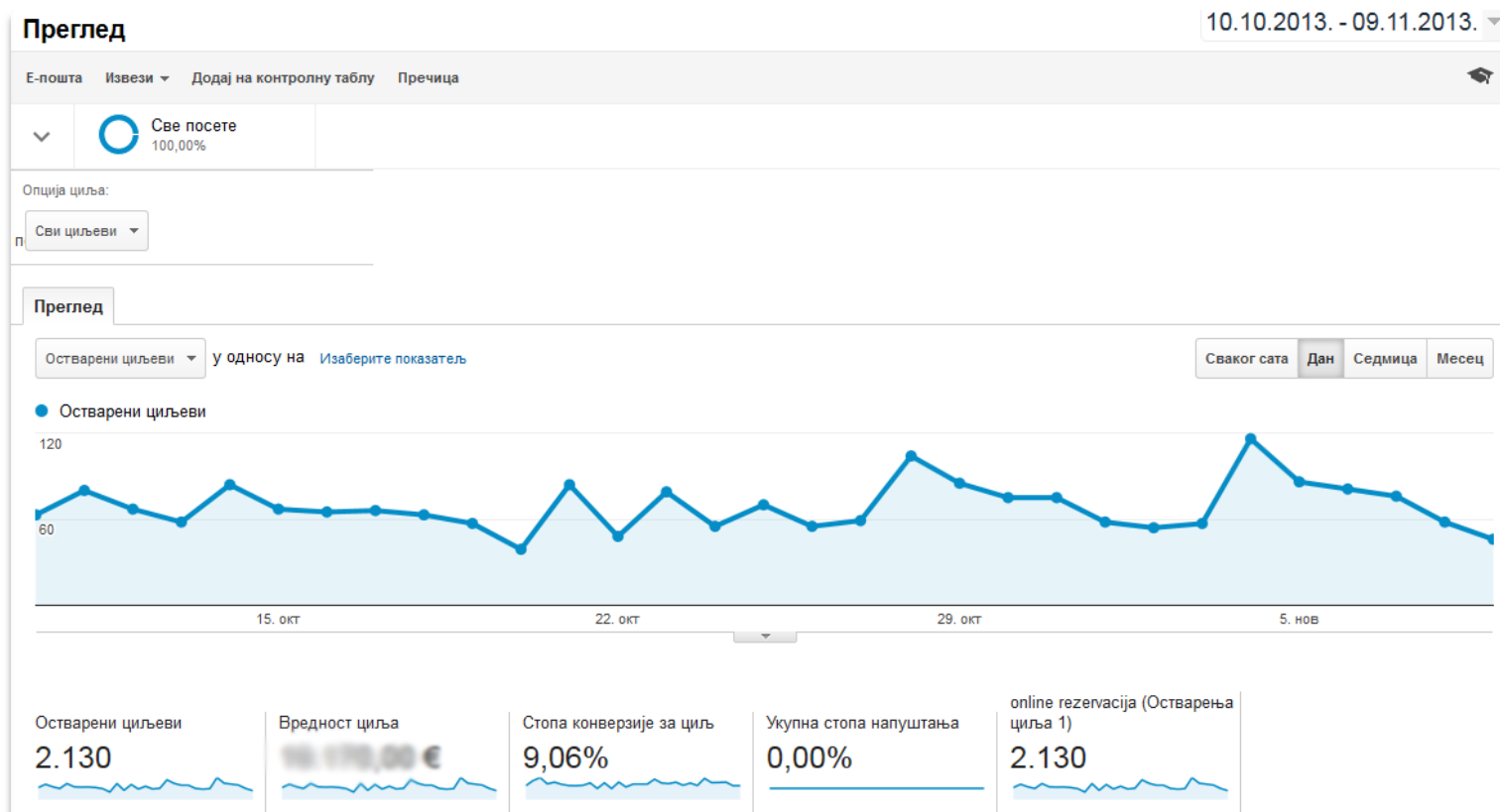
ИД циља 1/скуп циљева 1

Тип

- Одредиште нпр: hvala.html
- Трајање нпр: 5 или више минута
- Страница/екрана по посети нпр: 3 странице
- Догађај нпр: репродукција видео снимка

2 Детаљи о циљу

# PPC – merljivi rezultati



Primer konverzija iz Google Analytics-a

## PPC – saveti



Kontrolišite budžet i merite efekte



Fokusirajte se na duže fraze i konkretnije termine



Kreativni i gramatički ispravni oglasi



Kvalitet!!!!



Aktivno učešće – testiranje, modifikacija, optimizacija.



# Kada PPC a kada SEO?

---

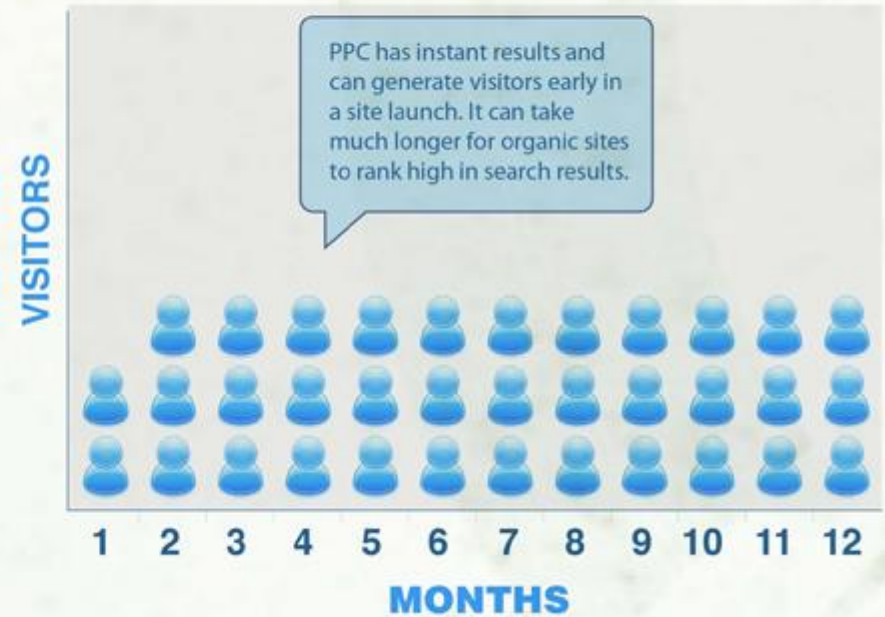
- Koliki je budžet?
- Kolika je prosečna cena ključne reči u željenoj niši?
- Koliko je konkurentna niša – SEO aspekt?
- Da li su potrebni brzi rezultati?

# PPC vs SEO

## BENEFITS OF SEO



## BENEFITS OF PPC







## Izvori

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<http://searchenginewatch.com>

<http://blog.hubspot.com>

<http://moz.com/blog>

<http://www.searchenginejournal.com>

<http://www.seroundtable.com/>

<http://searchengineland.com/>



<http://www.mattcutts.com/blog/>

<http://www.youtube.com/user/GoogleWebmasterHelp>

# HVALA NA PAŽNJI!

Pitanja, nedoumice, želje, čestitke, pozdravi?



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