



CURS Master

Tehnologii moderne de proiectare a aplicațiilor multimedia



Curs: **TEHNOLOGII MODERNE DE PROIECTARE A APLICATIILOR MULTIMEDIA**

CAP.9. OPTIMIZAREA SITE-URILOR WEB

CUPRINS

- 9.1.** Tehnici de cautare a informatiei pe web
- 9.2.** Tehnici de optimizare a site-urilor web
- 9.3.** Metode de verificare a optimizarii
- 9.4.** Promovare site-uri



9.1. Tehnici de cautare a informatiei pe web

Care e scopul optimizarii web?

- cresterea vizibilitatii site-ului la cautarea in web
- promovarea on line a site-ului

Cum putem optimiza site-ul pentru a creste vizibilitatea?

Utilizand metode de optimizare



INSTRUMENTE DE CAUTARE A INFORMATIEI WEB

Cum se face cautarea informatiei pe web?

- a) Motoare de cautare
- b) Directoare web (anulare online, repertoare tematice)
- c) Biblioteci virtuale
- d) Invisible (deep) Web
- e) Motoare de meta-cautare (metasearch engine)
- f) Utilitare de cautare de tip desktop



a) Motoare de cautare

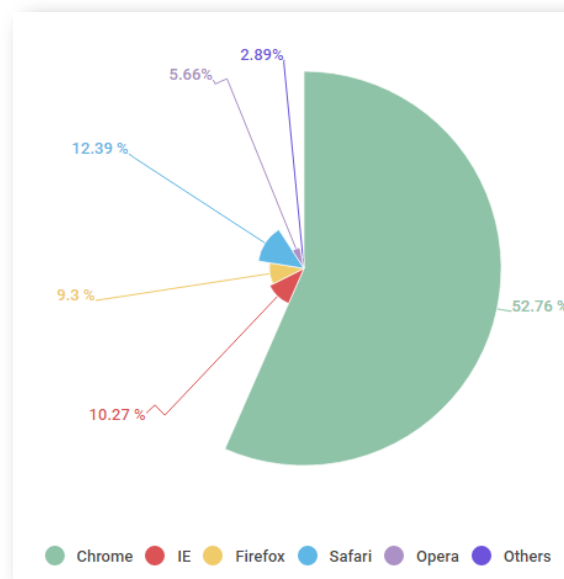
Motor de cautare: o baza de date continând pagini Web ce pot fi regasite pe baza unor cuvinte cheie si care continua sa scaneze Internetul, cu ajutorul unor programe automate (spiders, robots) în cautare de pagini noi. Informatia rezultata: este indexata si stocata în baza de date.

Structura unui motor de cautare :

- interfata de interogare,
- baza de date,
- algoritmul de cautare,
- structura de afisare



Top browsere 2017, <http://www.pcadvisor.co.uk/>





ALTE MOTOARE DE CAUTARE

http://www.altavista.com	http://www.aol.com/netfind	http://www.askjeeves.com
http://www.directhit.com	http://www.alltheweb.com	http://www.excite.com
http://www.goto.com	http://www.google.com	http://www.hotbot.com
http://www.infoseek.com	http://www.go.com	http://www.inktomi.com
http://www.lycos.com	http://www.search.msn.com	http://www.yahoo.com
http://www.nlsearch.com	http://www.dmoz.org	http://www.snap.com
http://www.planetsearch.com	http://www.webcrawler.com	http://www.mamma.com

Din Romania

http://www.acasa.ro	http://www.alfa.ro	http://www.alias.ro
http://www.axanet.ro	http://www.betesda.com	http://www.bumerang.ro
http://www.cauta.ro	http://www.cefaci.ro	http://www.click.ro
http://www.croif.net	http://www.dot.ro	http://www.domino.kappa.ro
http://www.ebony.ro	http://www.ems.ro	http://www.edison.ro
http://www.go2net.ro	http://www.go2web.ro	http://www.qaseste.com



Google 80% cautarile pe Internet

Cum functioneaza cautarea in Google?

Web: 130 trilioane pagini = $130 \cdot 10^{12}$ pagini web

Sute de miliarde de cautari /luna



Cum functioneaza Google?

Strategia de regasire a informatiei in Google se bazeaza pe :

- accesarea web-ului cu **crawlere (Google Bot)**
- și **indexarea** a miliarde de documente de pe web.

Metoda de cautare Google include:

- colectare și organizare informații de pe mii de calculatoare din miliarde de pagini web
- cautarea se face in indexul creat de Google nu in web
- ordinea de furnizare a rezultatelor este data de un scor obtinut prin clasificarea informatiilor prin intermediul a aprox. 200 de interogari :
 - nr de aparitie a cuvintelor cautate in documentele web: in titlu, in continut, in adresa URL, exista sinonime pentru cuvintele respective,
 - calitatea site-ului din care provin cuvintele cautate (se elimina spam-uri) si popularitatea site-ului (nr. de accesari , PageRank)?
- returnarea rezultatelor : instantaneu



Crawlere Google: GoogleBot

Crawler	User agent token	Full user agent string (as seen in website log files)
Googlebot (Google Web search)	Googlebot	Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html) or (rarely used): Googlebot/2.1 (+http://www.google.com/bot.html)
Googlebot News	Googlebot-News (Googlebot)	Googlebot-News
Googlebot Images	Googlebot-Image (Googlebot)	Googlebot-Image/1.0
Googlebot Video	Googlebot-Video (Googlebot)	Googlebot-Video/1.0



Crawlere Google: GoogleBot

Google Mobile (feature phone)	Googlebot-Mobile	<ul style="list-style-type: none">• SAMSUNG-SGH-E250/1.0 Profile/MIDP-2.0 Configuration/CLDC-1.1 UP.Browser/6.2.3.3.c.1.101 (GUI) MMP/2.0 (compatible; Googlebot-Mobile/2.1; +http://www.google.com/bot.html)• DoCoMo/2.0 N905i(c100;TB;W24H16) (compatible; Googlebot-Mobile/2.1; +http://www.google.com/bot.html)
Google Smartphone	Googlebot	Mozilla/5.0 (Linux; Android 6.0.1; Nexus 5X Build/MMB29P) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/41.0.2272.96 Mobile Safari/537.36 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)
Google Mobile AdSense	Mediapartners-Google or Mediapartners (Googlebot)	[various mobile device types] (compatible; Mediapartners-Google/2.1; +http://www.google.com/bot.html)



Crawlere Google: GoogleBot

Google AdsBot landing page quality check	AdsBot-Google	AdsBot-Google (+http://www.google.com/adsbot.html)
Google app crawler (Used to fetch resources for mobile apps, obeys AdsBot-Google robots rules.)	AdsBot-Google-Mobile-Apps	AdsBot-Google-Mobile-Apps



b) Directoare web

Directoare web: colectie de pagini Web **selectionate si organizate ierarhic în categorii de subiecte de catre un editor uman.**

Serviciile de directoare acopera si indexeaza o portiune mult mai mica din paginile WEB existente, comparativ cu motoarele de cautare, dar poate furniza rezultate mult mai relevante pentru utilizator.

Serviciile de directoare NU interogheaza direct paginile WEB, ci cauta în interiorul bazei lor de date.

O serie de motoare de cautare = unelte hibride (motoare de cautare+servicii de directoare . Exemplu: Google™



c) Invisible (deep) Web

Invisible web =colectii de informatii online stocate în baze de date accesibile pe Web, dar care, din diferite motive, nu sunt indexate de motoarele de cautare traditionale. (se mai numesc specially search engines)

Exemple:

- ProFusion (www.profusion.com)
- Invisible-web (www.invisible-web.net)
- Complete Planet (www.completeplanet.com)
- Resource Discovery Network (www.rdn.ac.uk)
- Direct Search (<http://www.freepint.com/gary/direct.htm>)
<http://www.resourceshelf.com/>



d) Motoare de meta-cautare (metasearch engine)

Motor de meta-cautare : instrument de cutare care trimite cerea simultan catre mai multe motoare de cautare clasice, servicii de directoare web si uneori spre colectii de tip invisible web.

Motoarele de meta-cautare :

- nu au propriile BD web, le folosesc pe cele ale serviciilor apelate.
- nu permit înscrierea manuala a unei pagini (site) în baza de date.

Exemple:

- Metasearch (www.metasearch.com)
- ez2Find (www.ez2find.com)
- Vivisimo (www.vivisimo.com)
- MetaCrawler (www.metacrawler.com)
- InfoGrid (www.infogrid.com)
- Infonetware (www.infonetware.com)
- iBoogie (www.iboogie.tv)



e) Instrumente cautare tip desktop

Client side search software : programe instalate local pe calculator, functioneaza similar cu motoarele de cautare

- Google Desktop (desktop.google.com)
- Copernic (www.copernic.com)
- Arrow Search (www.rt-software.co.uk/arrow_search/)
- WebFerret (www.ferretsoft.com/download.htm)
- ProtoSearch
(www.npccenterprises.com/products/protosearch2.shtml)



Cautarea avansata a informatiei: Wolfram Alpha

The screenshot shows the Wolfram Alpha homepage with a search bar at the top. Below the search bar, there are several categories of search examples:

- MATHEMATICS:** Includes algebraic equations like $2x + 4x^2 - 2x - 3$ and $x^2 + \frac{1}{x^2} - x$.
- WORDS & LINGUISTICS:** Includes word properties, dictionaries, and anagrams.
- UNITS & MEASURES:** Includes conversions like 3093 meters to feet and 3.009 · 10⁶ cm to miles.
- DATA INPUT:** Includes currency conversion (e.g., \$1000 to EUR) and city data (e.g., Hartford, Dallas/Fort Worth, Los Angeles).
- STATISTICS & DATA ANALYSIS:** Includes a normal distribution curve.
- PEOPLE & HISTORY:** Includes a portrait of a man and historical information.
- DATES & TIMES:** Includes time zone conversions (e.g., Tokyo to Chicago).
- IMAGE INPUT:** Includes an image of a mechanical part.
- FILE UPLOAD:** Includes a file named 'AliceWonderland.txt'.
- CHEMISTRY:** Includes chemical formulas.
- CULTURE & MEDIA:** Includes cultural and media references.



Enter what you want to calculate or know about:

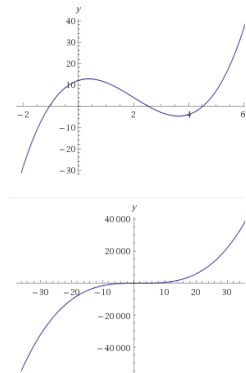
plot $x^3 - 6x^2 + 4x + 12$



Input interpretation:

plot $x^3 - 6x^2 + 4x + 12$

Plots:



Population of Romania



Examples Random

Input interpretation:

Romania population

Result:

21.3 million people (world rank: 58th) (2014 estimate)

Recent population history:

Show projections Log scale



(from 1970 to 2014)
(in millions of people)

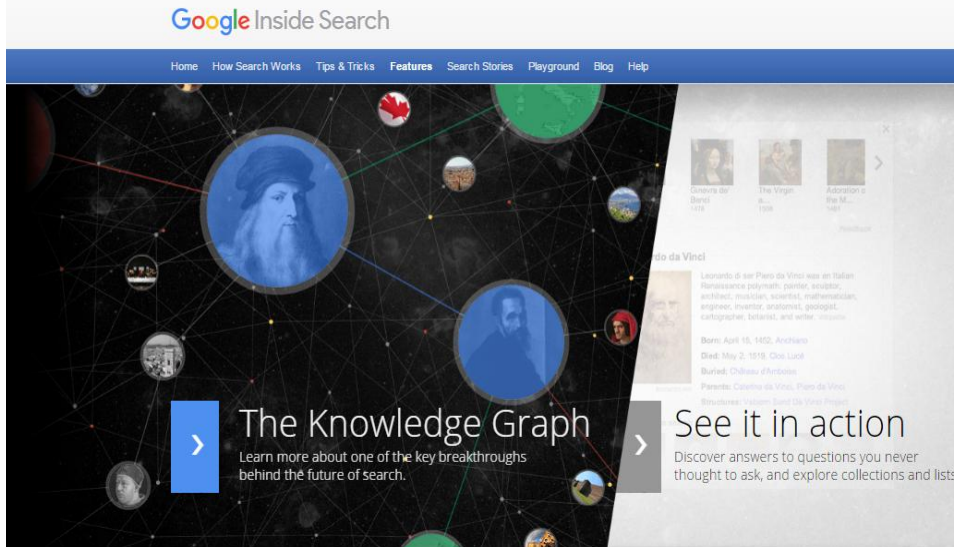
Long-term population history:

Show projections Log scale

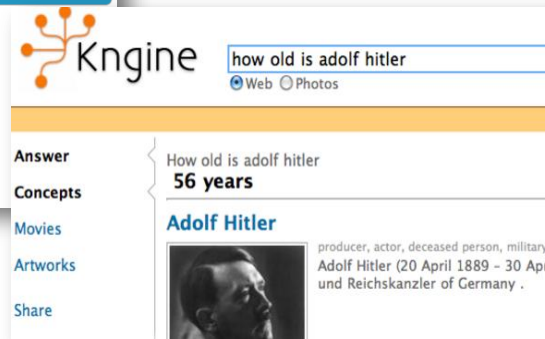
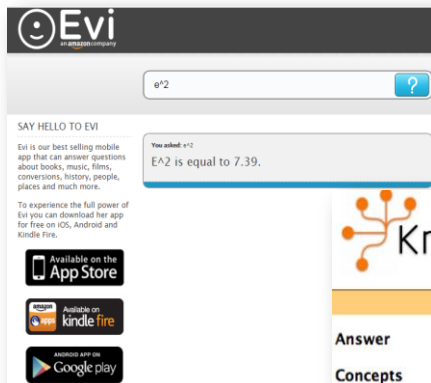
Enable interactivity



Cautarea avansata a informatiei: Google Knowledge



Cautarea avansata a informatiei prin apps: Evi, Kngine





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California Institute of the Arts »

工程数学
National Taiwan University, Date TBA

Analysis of a Complex Kind
Wesleyan University, Oct 21st

Democratic Development
Stanford University, Oct 5th



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Ethics in Your Life: Being, Thinking, Doing (or Not?)

Advanced Topics in Hispanic Literature and Film: The Films of Luis Buñuel

String Theory and Holographic Duality

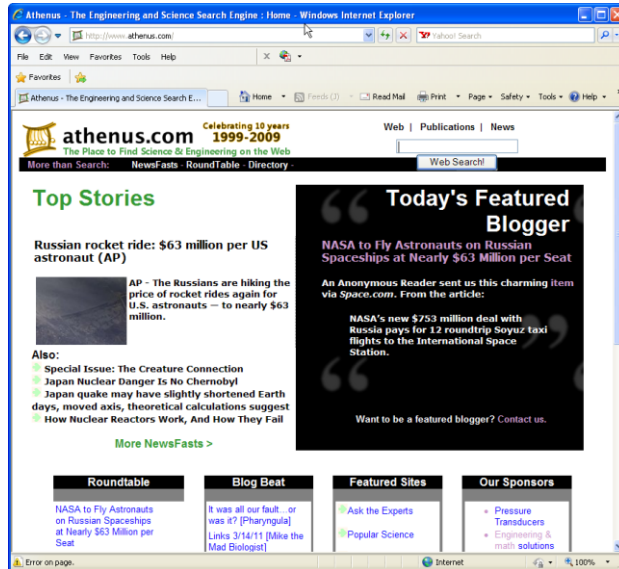
OCW makes the materials used in the teaching of MIT's subjects available on the Web.

Get Started



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Cautare avansata: Athenus, The Engineering and Science Search Engine



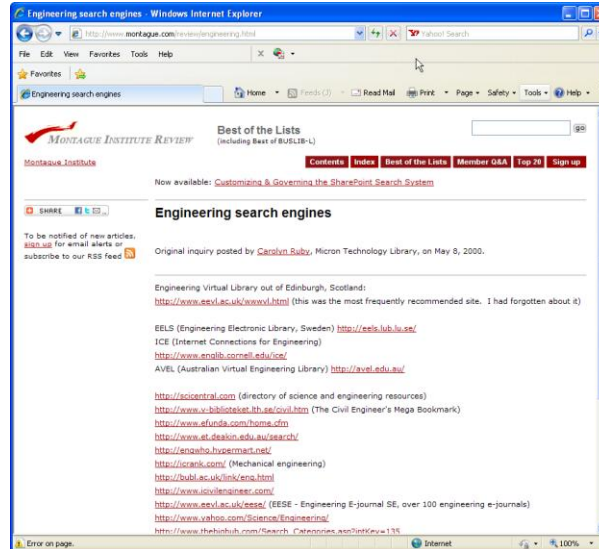
Curs: TEHNOLOGII MODERNE DE PROIECTARE A APLICATIILOR MULTIMEDIA

Cautare avansata: EngNet, The Engineering Directory

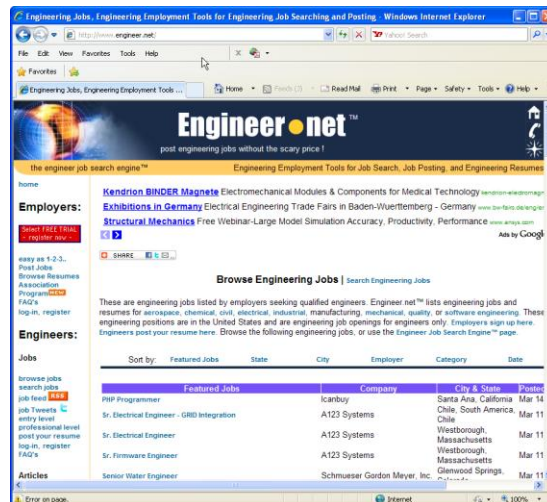




Cautare avansata: Montague, Engineering Directory =Listing of web sites for engineering searches



Cautare avansata: Engineer.net, Engineering Jobs, Engineering Employment Tools for Engineering Job Searching and Posting





Cautare in Google: organica=naturala /sponsorizata

Web Results 1 - 10 of about 2,700,000 for **vegetarian recipes** (0.07 seconds)

VegWeb - Recipes, Vegan and Vegetarian Personals, Cookbooks
 VegWeb - over 6000 vegan/vegetarian recipes, vegetarian cookbooks directory, coupons, singles area and more.
vegweb.com/ - 31k - Mar 28, 2005 - [Cached](#) - [Similar pages](#)

Vegetarian Recipes: In a Vegetarian Kitchen
 An on-line cookbook, featuring dozens of easy low-fat recipes, kitchen wisdom, and tips for new and aspiring vegetarians.
www.vegkitchen.com/ - 11k - Mar 28, 2005 - [Cached](#) - [Similar pages](#)

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#)

©2004 Google - Searching 4,285,199,774 web pages

Sponsored Links

GoVeg.co.uk
 Vegetarian resources include recipes, benefits, news, and more.
GoVeg.org.uk

[Indian vegetarian recipes](#)
 Vegetarian recipes Indian cooking Highly rated veggie recipes. Affil.
www.amazon.com

Cautare naturala
 Rezultate generate ca urmare a respectarii unui algoritim – nepartinitoare si neplatite

Link-uri sponsorizate
 complementar cautarii naturale; nu o inlocuiesc

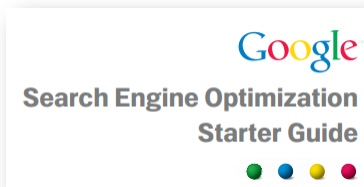
Imbunatatire ranking prin tehnici SEO




Optimizare SEO: proprie, gratis

Google: SEO Guide: gratis on line, pdf (32 pagini)+
 Google's Webmaster Too
 Google Website Optimize

Yahoo! : Yahoo! Site Explorer
Microsoft : Bing Webmaster Tools



From here on, I'll be explaining various points on search engine optimization (SEO)!



Googlebot
Crawling content on the Internet for Google's Index: every day, every night, non stop.

Table of Contents

- **SEO Basics**
 - 4 Create unique, accurate page titles
 - 6 Make use of the "description" meta tag
- **Improving Site Structure**
 - 8 Improve the structure of your URLs
 - 10 Make your site easier to navigate
- **Optimizing Content**
 - 14 Offer quality content and services
 - 16 Write better anchor text
 - 18 Optimize your use of images
 - 20 Use heading tags appropriately
- **Dealing with Crawlers**
 - 21 Make effective use of robots.txt
 - 22 Be aware of rel="nofollow" for links
- **SEO for Mobile Phones**
 - 24 Notify Google of mobile sites
 - 26 Guide mobile users accurately
- **Promotions and Analysis**
 - 28 Promote your website in the right ways
 - 30 Make use of free webmaster tools

An example may help our explanations, so we've created a fictitious website to follow throughout the guide. For each topic, we've fleshed out enough information about the site to illustrate the point being covered. Here's some background information about the site we'll use:



Optimizare SEO: prin companii specializate, contra cost

Servicii SEO Premium - Crește Notorietatea & Traficul - optimizareplus.ro

[Anunt](#) www.optimizareplus.ro/Publicitate/Optimizare_SEO ▼

Creștem Popularitatea Site-ului tău în Google. Contactează-ne pt Detalii!

Creșteri de până la 200% · 8 ani de Expertiză · Strategii de Succes · Soluții Dedicat

Portofoliu Clienți · Contact · Etape Optimizare SEO · Prima Pagină Google · Solicita Oferta · Beneficii

Optimizăm SEO Pagina Ta - Solicită un Audit Gratuit

[Anunt](#) www.marketingromania.ro/optimizare-seo ▼ 0762 325 903

Specialiștii noștri pot identifica, analiza și remedia problemele site-ului tau

Opțiuni și Extraopțiuni · Despre noi · Cerere de preț

Atentie: avertizari Google



- Be wary of SEO firms and web consultants or agencies that send you email out of the blue.

Amazingly, we get these spam emails too:

"Dear google.com,

I visited your website and noticed that you are not listed in most of the major search engines and directories..."

Reserve the same skepticism for unsolicited email about search engines as you do for "burn fat at night" diet pills or requests to help transfer funds from deposed dictators.

- No one can guarantee a #1 ranking on Google.

Beware of SEOs that claim to guarantee rankings, allege a "special relationship" with Google, or advertise a "priority submit" to Google. There is no priority submit for Google. In fact, the only way to submit a site to Google directly is through our [Add URL](#) page or by submitting a [Sitemap](#) and you can do this yourself at no cost whatsoever.

- Be careful if a company is secretive or won't clearly explain what they intend to do.

Ask for explanations if something is unclear. If an SEO creates deceptive or misleading content on your behalf, such as doorway pages or "throwaway" domains, your site could be removed entirely from Google's index. Ultimately, you are responsible for the actions of any companies you hire, so it's best to be sure you know exactly how they intend to "help" you. If an SEO has FTP access to your server, they should be willing to explain all the changes they are making to your site.

- You should never have to link to an SEO.

Avoid SEOs that talk about the power of "free-for-all" links, link popularity schemes, or submitting your site to thousands of search engines. These are typically useless exercises that don't affect your ranking in the results of the major search engines – at least, not in a way you would likely consider to be positive.

- Choose wisely.

While you consider whether to go with an SEO, you may want to do some research on the industry. Google is one way to do that, of course. You might also seek out a few of the cautionary tales that have appeared in the press, including this article on one particularly aggressive SEO:

http://seattletimes.nwsources.com/html/business/technology/2002002970_nwbizbriefs12.html. While Google doesn't comment on specific companies, we've encountered firms calling themselves SEOs who follow practices that are clearly beyond the pale of accepted business behavior. Be careful.

- Be sure to understand where the money goes.

While Google never sells better ranking in our search results, several other search engines combine pay-per-click or pay-for-inclusion results with their regular web search results. Some SEOs will promise to rank you highly in search engines, but place you in the advertising section rather than in the search results. A few SEOs will even change their bid prices in

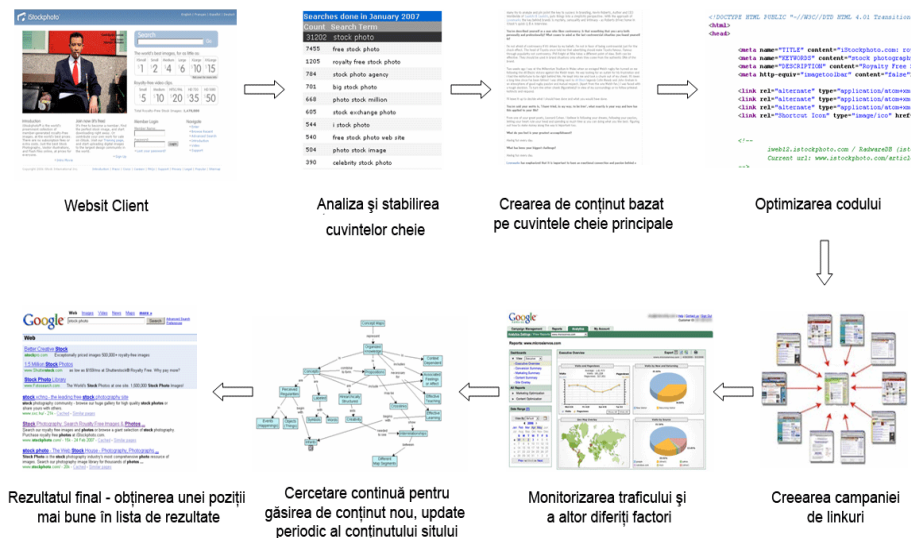
MEDIA



9.2. Tehnici de optimizare a site-urilor web

Definitia SEO

- ❑ **SEO (Search Engine Optimization)** = optimizarea paginilor web pentru motoarele de căutare.
- ❑ **Optimizarea paginilor web** pentru motoare de căutare = o „colecție” de strategii care aplicate îmbunătățesc poziția paginii web în lista de rezultate returnată de motoarele de căutare, pentru o anumita frază sau anumite cuvinte cheie.





White Hat vs Black Hat

- ❑ O tehnică SEO este considerată **WHITE HAT** în cazul în care acesta **se conformează cu motoare de căutare**, și cu regulile pe care acestea le impun
- ❑ **BLACK HAT SEO** este acea **tehnică care încearcă să înșele motorul de căutare** să afișeze pagina chiar dacă nu prezintă nici un fel de relevanță pentru subiectul căutat



Exemple Black Hat

În februarie 2006 Google a decis scoaterea site-urilor:

- ❑ BMW Germania
- ❑ Ricoh Germania

din baza de date pentru utilizarea de practici înșelătoare.

Solutionare: proces în urma căruia cele 2 companii au fost obligate să remedieze problemele, fiind relistate în Google



Metode de optimizare SEO

- ❑ **alegerea potrivită a cuvintelor cheie și a domeniului**
- ❑ **plasarea cuvintelor cheie** în <title>, <meta>, precum și în conținut (densitatea cuvintelor cheie pe pagina), tagurile headings (h1,h2,h3...,h6), etc.
- ❑ **structura URL-ului cât mai sugestivă**
- ❑ **crearea de sitemap** (ex. Google Sitemap Generator)
- ❑ utilizare **robots.txt** pentru comunicare cu motoarele de căutare (ex. Google robots.txt generator)
- ❑ **înregistrare manuală site în directoarele motoarelor de căutare** (ex. înregistrare Google)
- ❑ plasarea link-urilor din alte site-uri

OPTIMIZE YOUR WEBSITE

Follow these simple tips to help Google understand the content on your site. This information helps deliver great results to searchers (your future customers)!

1. LOOK GOOD IN THE SEARCH RESULTS

A Your page title is used as a suggestion for the title in Google's search results. Describe your business in a concise, informative phrase.

B Domain names are an important part of Google's search results. Choose a descriptive and easy-to-read domain name for your website. Sub-pages should also be easy to read. For example, use www.stasiabakery.com/custom-cakes instead of www.stasiabakery.com/prodid712345.

C Meta descriptions are page summaries often used by Google and other search engines on the search results page. Write unique descriptions for each page in 160 characters or less.

2. HELP GOOGLE UNDERSTAND IMAGES

A Give your images short, descriptive file names.

B The "alt" attribute describes the image. This helps Google understand what's in the image.

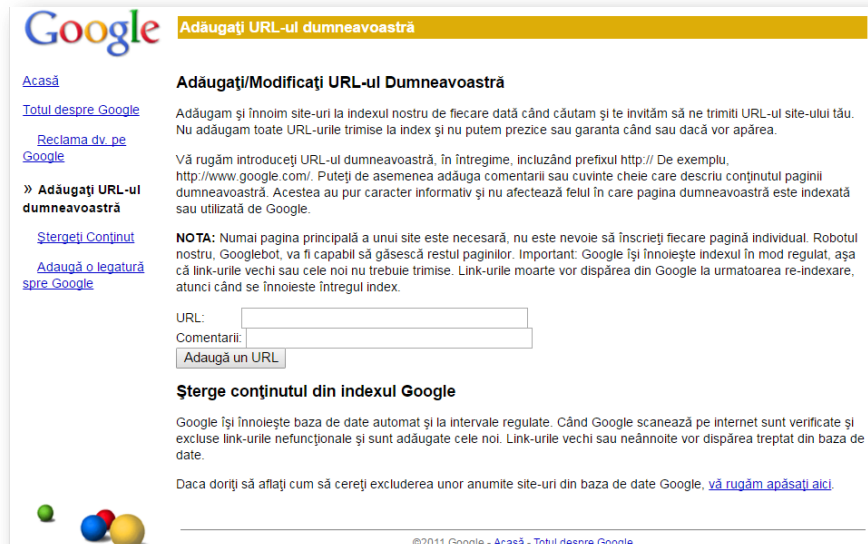
C Write a short caption on the page below each image. Put important information in text rather than images.

3. UPDATE AND KEEP GOING

PROVIDE USEFUL CONTENT AND KEEP IT UP TO DATE



Ce fac daca site-ul nu apare deloc in Google? R: Inregistrare manuala a site-ului



The screenshot shows the Google 'Adăugați URL-ul dumneavoastră' (Add your URL) page. It includes the Google logo, a navigation menu with links like 'Acasă', 'Totul despre Google', and 'Adăugați URL-ul dumneavoastră'. The main content area is titled 'Adăugați/Modificați URL-ul Dumneavoastră' and contains instructions on how to add a URL to the Google index. It features a form with fields for 'URL:' and 'Comentarii:', and a button labeled 'Adaugă un URL'. Below the form, there is a section titled 'Șterge conținutul din indexul Google' (Remove content from the Google index) with instructions on how to remove a URL. At the bottom, there is a footer with the text '©2011 Google - Acasă - Totul despre Google'.



9.3. Metode de verificare a optimizarii

Optimizarea site-ului poate fi verificată prin :

- ❑ **Direct in Google**
- ❑ **Rank Checker** - verifică popularitatea site-ului
- ❑ **Link Popularity** - verifică numărul de link-uri către site
- ❑ **Search Engine Position** - verifică pe ce pozitie este site-ul
- ❑ **BackLink Checker** - caută link-urile către site, oferind și câteva informații despre fiecare link



Exemplu

- Site <http://www.utcluj.ro>
- Google:

The screenshot shows a Google search for "universitatea tehnica". The search bar contains the text "universitatea tehnica" and the Google logo. Below the search bar, it says "Căutare" and "Aproximativ 977.000 (de) rezultate (0,11 secunde)". The search results are displayed in a grid format. On the left, there are filters for "Toate", "Imagini", "Videoclipuri", "Știri", and "Mai multe". Below these are links for "Cluj-Napoca" and "Rețeaua web". The main search results include:

- Universitatea Tehnica Cluj-Napoca, Romania** (www.utcluj.ro) with a description: "Universitatea Tehnica din Cluj-Napoca este una din cele opt institutii de invatamant superior din Cluj-Napoca, a doua ca marime, specializata in educarea si ..."
- Facultati** (www.utcluj.ro/facultati.php) and **Universitatea Tehnica din ...**
- Facultatea de Automatica si ...** (www.utcluj.ro/facultatea_de_automa...)
- Admitere** (www.utcluj.ro/admitere/) and **Admitere 2010 ...**
- Facultatea de Constructii** (www.utcluj.ro/facultatea_de_constru...)
- Facultatea de Constructii** (www.utcluj.ro/facultatea_de_constru...)
- Facultatea de Mecanica** (www.utcluj.ro/facultatea_de_mecani...)
- Facultatea de MECANICA ...**

There is also a map showing the location of the university in Cluj-Napoca, with a red pin on the map. Below the map, there is a link to "Universitatea Tehnica de Constructii Bucuresti" (www.utcb.ro) with a description: "Prezintă detalii despre această instituție, modul de aderare și informații utile studenților absolvenți." and a link to "Admiterea la Universitatea Tehnica de Constructii Bucuresti".



Exemplu

- Cod HTML <http://www.utcluj.ro>

```
<html>
<head>
<title>Universitatea Tehnica Cluj-Napoca, Romania</title>
<META HTTP-EQUIV="content-type" CONTENT="text/html; charset=UTF-8" />
<META NAME="keywords" CONTENT="universitate, tehnica, cluj-napoca, romania, facultate, facultatea,
facultati, calculatoare, informatica, inginerie, mecanica, constructii, arhitectura, automatica,
electronica, telecomunicatii, tehnologie, informatii, instalatii, masini, stiinta, materia" />
<META NAME="description" CONTENT="Universitatea Tehnica din Cluj-Napoca este una din cele opt institutii de
invatamant superior din Cluj-Napoca, a doua ca marime, specializata in educarea si instruirea inginerilor
si a personalului tehnic." />
```

- Optimizare :
 - alegerea potrivită a cuvintelor cheie și a domeniului
 - plasarea cuvintelor cheie în <title>, <meta>, precum și în conținut
 - structura URL-ului cât mai sugestivă



Exemplu

Verificarea optimizarii: loc 1 in Google la cautare “universitatea tehnica”

- Rank Checker : 7/10 cu [PR Checker](#) (gratis)
- Link Popularity: [Link Popularity.com](#) (gratis)-
- Search Engine Position: [SE-Portal](#) (gratis)
- BackLink Checker: [Back Link Watch](#) (gratis)



Exemplu

- Search Engine Position: [SE-Portal](#) (gratis)

Search Engine Position

Folosiți **Search Engine Position** pentru a afla pe ce pozitie se afla site-ul dvs pe Google si Yahoo.

Domeniul:
(ex. www.seo-portal.ro)

Cautati pe:

Limita:

Cuvinte cheie:

(Rezultatele s-ar putea sa nu fie corecte deoarece motorul de cautare ofera diferite rezultate pentru diferite conexiuni)

Searching Google.com for 'universitate'

Position	Page	Website Address
80	Page 8	http://www.utcluj.ro/



Exemplu

- Back Link Watch:

BACKLINK WATCH

PR-7 links on Actual PR pages

**Buy 45 PR5+ Backlinks
\$295**

Web Hosting Reviews

Affiliate programs

Links From PR9 Sites

**1,000 Backlinks for
\$9.99**

3,000 Backlinks for \$10

Quality Deep Links

One Way Links

**1000 visitors GUARANTEED @
\$12.99**

No.	Backlink URL	↔ Anchor Text	PR	OBL	Flag
1	http://dir.yahoo.com/Regional/Countries/Romania/		(...)	19	
2	http://en.wikipedia.org/wiki/Cluj_County	Technical University	(...)	445	nofollow
3	http://www.aboutromania.com/education.html	Technical University of Cluj-Napoca	(...)	339	
4	http://es.wikipedia.org/wiki/Cluj-Napoca	[6]	(...)	506	nofollow
5	http://www.combi.demon.nl/international.htm	Technical University of Cluj	(...)	2477	
6	http://www.artsoft-consult.ro/	Technical University	(...)	34	
7	http://www.webometrics.info/top100_continent.asp?cont=E....	Technical University of Cluj Napoca	(...)	143	
8	http://www.enerlin.enea.it/		(...)	31	
9	http://ro.wikipedia.org/wiki/Cluj-Napoca	Universitatea TehnicĂ	(...)	1970	nofollow
10	http://en.wikipedia.org/wiki/List_of_international_arch....	http://www.utcluj.ro	(...)	2490	nofollow
11	http://www.visualcv.com/mwabc	Technical University Cluj-Napoca	(...)	99	
12	http://www.webometrics.info/rank_by_country.asp?country=ro	Technical University of Cluj Napoca	(...)	99	
13	http://adimuresan.wordpress.com/	Technical University of Cluj-Napoca	(...)	42	



Concluzii

- SEO este o modalitate avantajoasă pentru promovarea online
- nu implică costuri ulterioare repetitive
- este necesară o îmbunătățire continuă
- Google nu garantează ranking în top pentru nici un site optimizat



9.4. Metode de promovare a site-urilor

1. Promovare prin publicitate gratuita
2. Promovare prin publicitate platita

1. Promovare gratuita site :

- Inscrisoare gratuita in directoare web
- Publicarea de articole in directoare de articole
- Schimb de legaturi cu alte site-uri din domenii inrudite
- Publicare anunturi gratuite pe site-urile de anunturi gratuite
- Creare blog de specialitate cu descriere servicii oferite
- Participare la forumuri si adaugarea link-ului pe alte site-uri
- Publicare comunicate de presa pe site-urile de profil



9.4. Metode de promovare a site-urilor

Promovare site on line :

- Optimizare SEO:** rezultate mult mai bune daca munca este facuta de un webdesigner profesionist.
Dezavantaje:
 - Nu exista nici o garantie, ca site-ul va ajunge in primele pozitii la o anumita cautare si chiar si daca va ajunge nu exista garantii ca va si ramane in acea pozitie.
 - indexarea site-urilor in Google = gratuit nu sunt nici un fel de garantii.
- Reclamele text cu plata pe click** (Pay Per Click Advertising-PPC): model de plata a reclamei online in functie de click-urile primite. Dezavantaj: PPC nu imbunatateste pozitionarea in listele organice (naturale) de rezultate -> optimizare SEO
- Google Adwords** : permite clientilor sa-si faca reclama prin anunturi text care apar in dreapta rezultatelor cautate in Google sau pe reseaua miilor de site-uri partenere care folosesc Google AdSense