

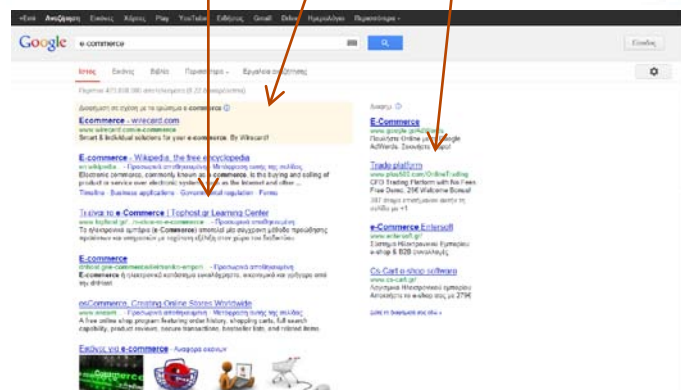
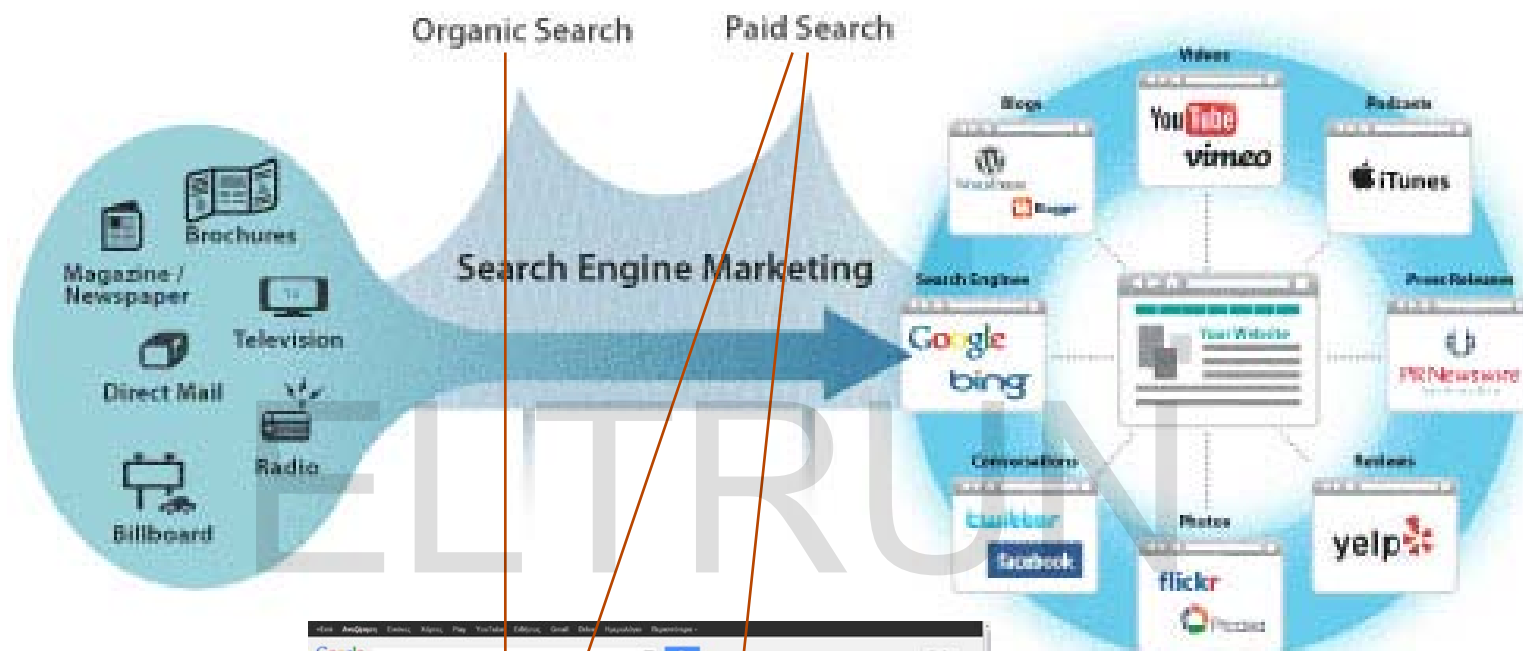


# Τι πρέπει να γνωρίζουμε για μια επιτυχημένη στρατηγική SEO

Ηλίας Λυμπερόπουλος, MBA  
Υπ. Διδάκτορας

Εργαστήριο ELTRUN, Ο.Π.Α.

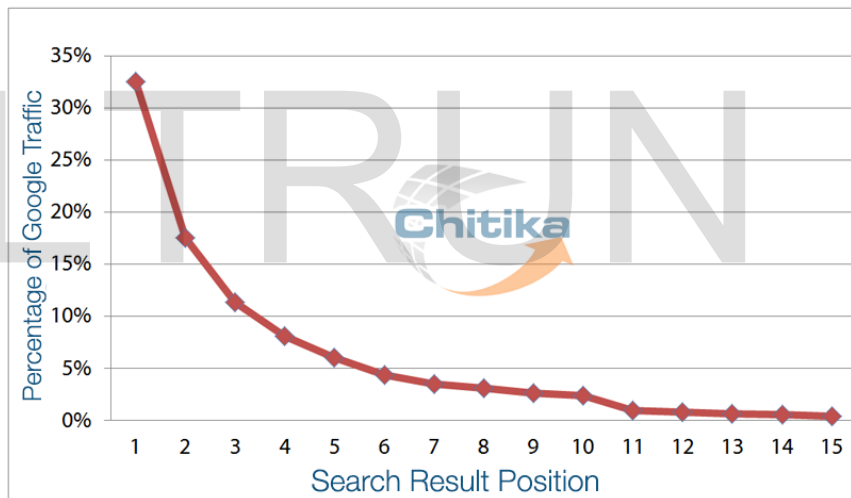
# Μετάβαση στο Online Marketing



# Click-Through Rates (CTRs)



## Percentage of Traffic by Google Results Position



Data Driven by Chitika Insights June 2013

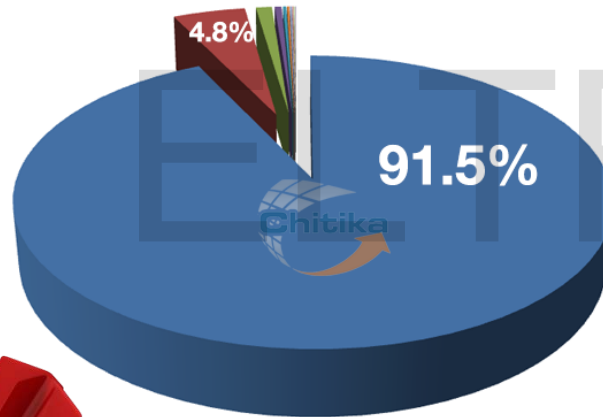
Data is representative of Google search traffic within the U.S. and Canada only



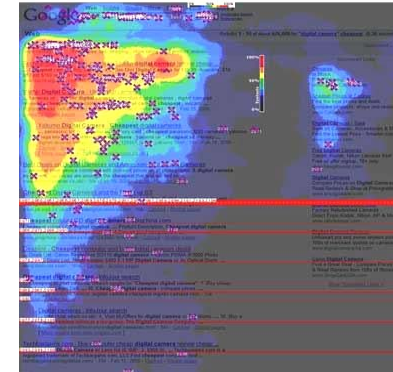
# Click-Through Rates (CTRs)



## Percentage of Google Traffic by Results Page

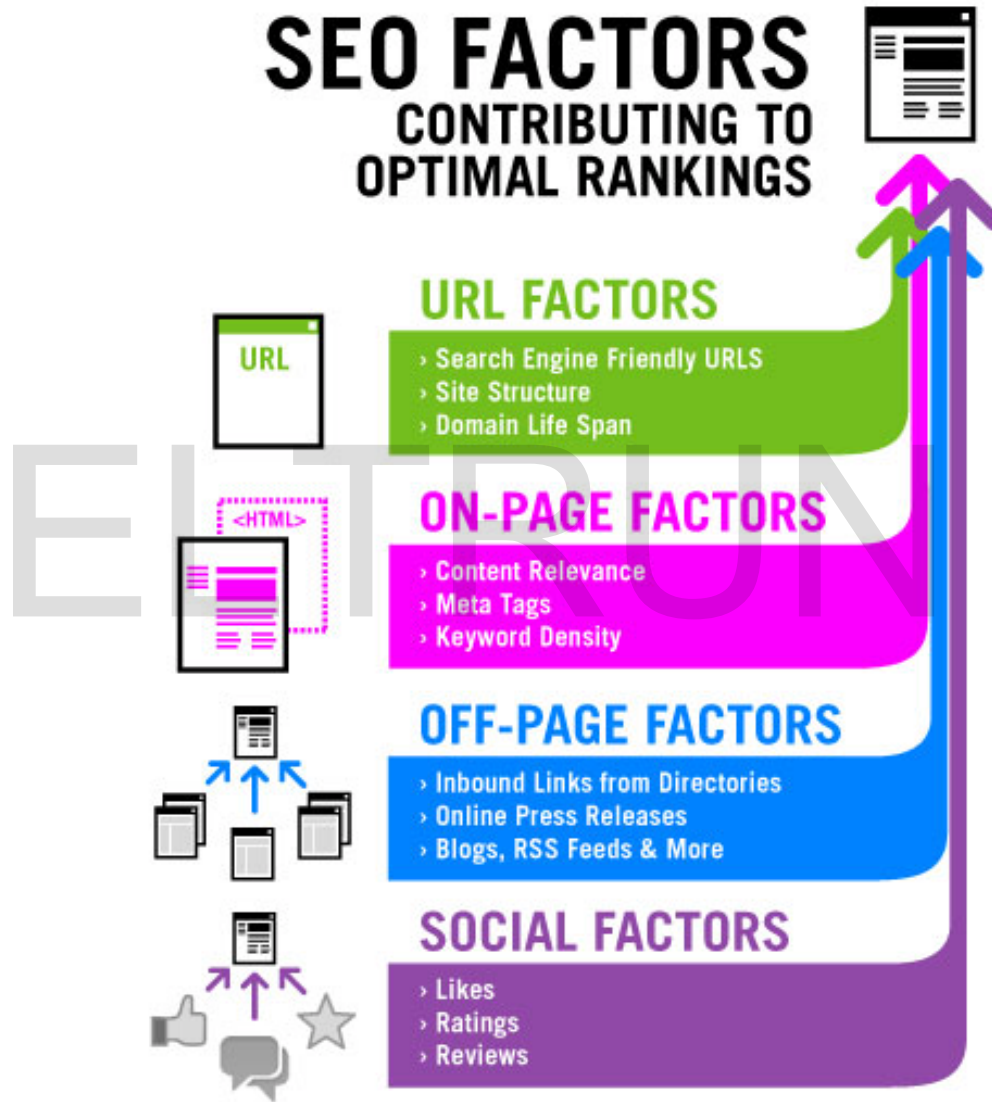


Percentage of Google Traffic	
Page 1	91.5%
Page 2	4.8%
Page 3	1.1%
Page 4	0.4%
Page 5	0.2%
Page 6	0.2%
Page 7	0.1%
Page 8	0.1%
Page 9	0.1%
Page 10	0.1%



Data Driven by Chitika Insights June 2013  
Data is representative of Google search traffic within the U.S. and Canada only

# Παράγοντες που συμβάλλουν σε καλύτερα αποτελέσματα SEO



# World Wide Wed

**Resources**

- News
- Events
- Downloads
- Glossary

**2013 2012 2011 2010**

**More than 233 million domain names in the world**

*News Date: Fri, 21/09/2012*

With 7.5 million domain name registrations during the first quarter of 2012, the total number of domains registered worldwide has passed the 233 million mark. This is according to the latest [Domain Name Industry Brief](#), published by VeriSign, the .COM and .NET registry.

Since March 2011, registrations have grown by more than 23 million, or 11 percent, across all domains. And, during this first quarter 2012, the .COM registry grew to more than 100 million domain names.

**Subscribe to RSS Feed**

ELTRUN

SEARCH STARTS WITH THE WEB. IT'S MADE UP OF OVER

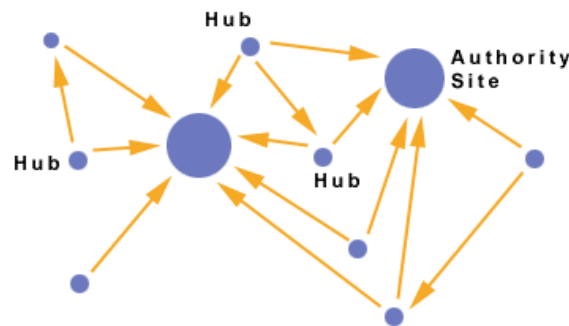
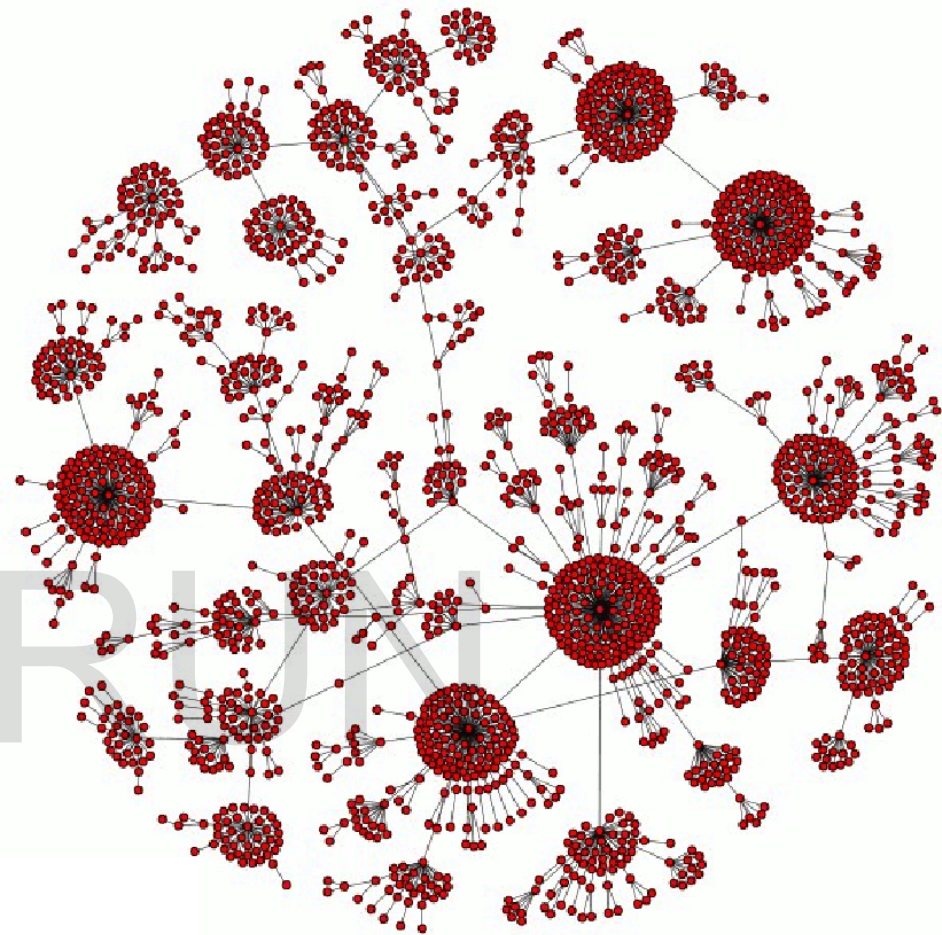
**30 TRILLION INDIVIDUAL PAGES**

AND IT'S CONSTANTLY GROWING.

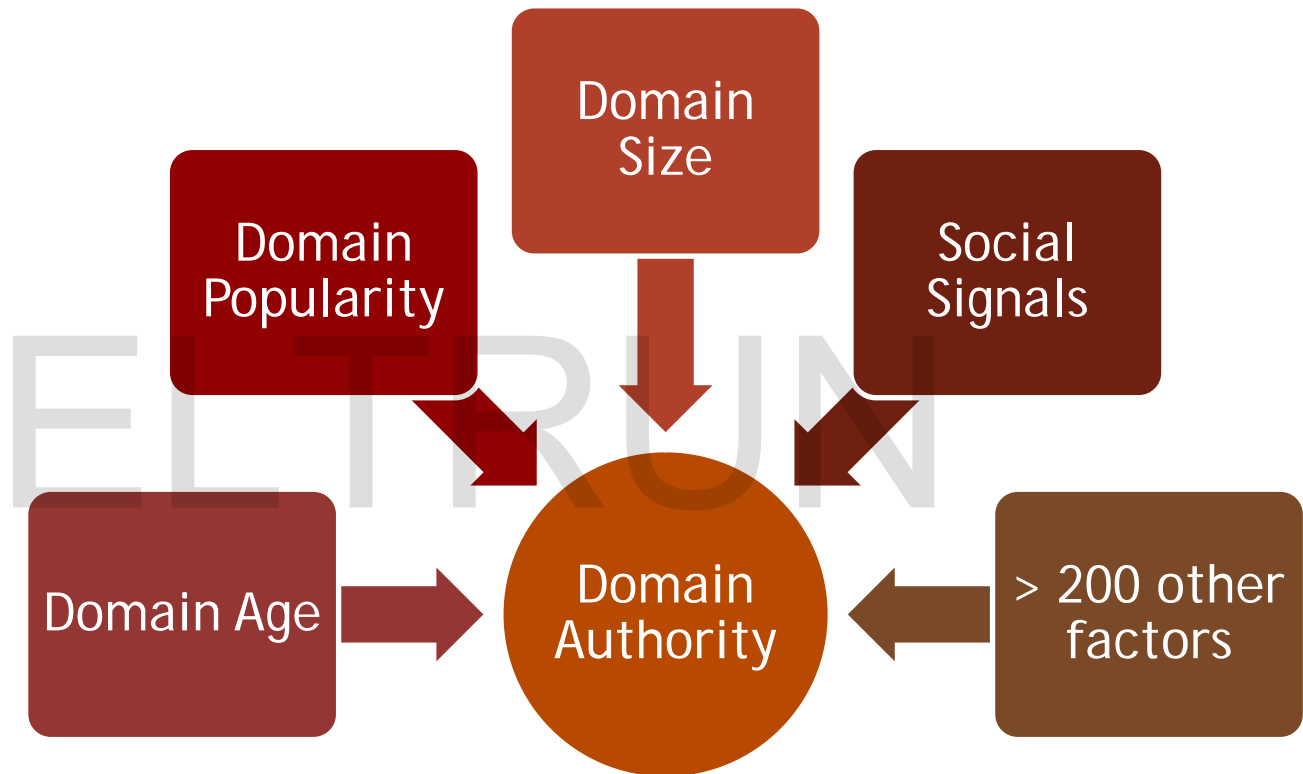


# Η δομή του World Wide Web

Ένα νέο Website  
χωρίς links δεν μπορεί  
να εντοπιστεί από τις  
μηχανές αναζήτησης

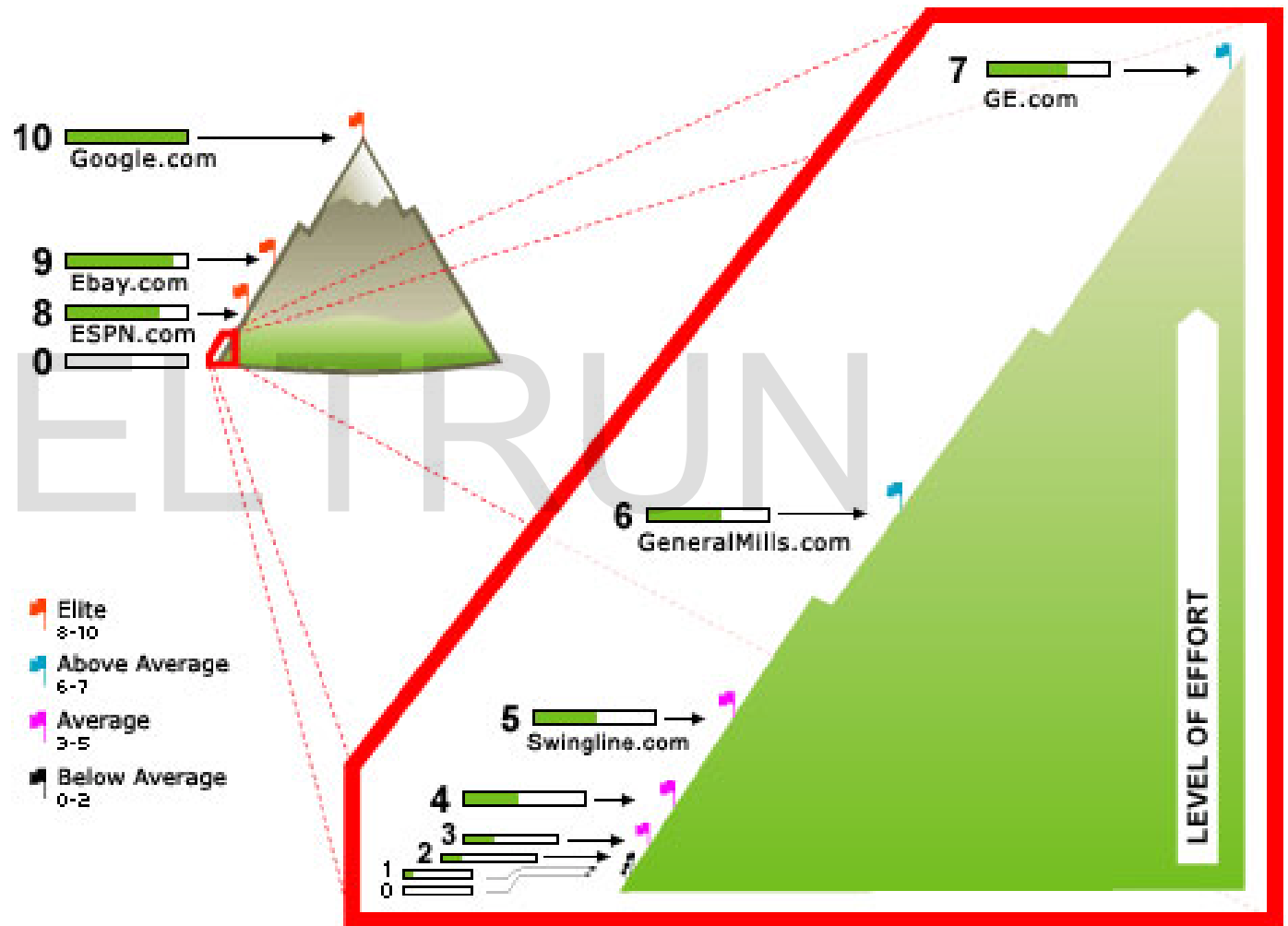


# Domain Authority





# Κλίμακα PageRank



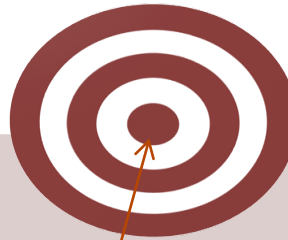
# SEO: URL & On-Page Factors

<http://www.example.com/τηλεορασεις/philips-2PFL2807>



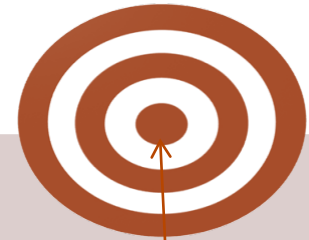
## Find It

- Μικρές και «καθαρές» διευθύνσεις URL



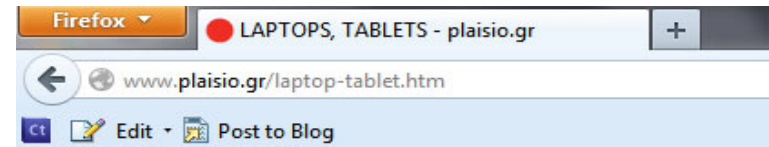
## Flatten it

- Κρατήστε το δέντρο πλοήγησης όσο «επίπεδο» γίνεται



## Name it

- Οι μηχανές αναζήτησης δίνουν μεγάλη σημασία στους τίτλους των σελίδων



# SEO: URL & On-Page Factors

[iPhone 5 - Vodafone.gr](http://www.vodafone.gr/portal/iphone-5)

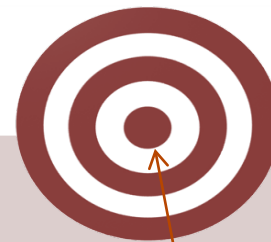
[www.vodafone.gr/portal/iphone-5](http://www.vodafone.gr/portal/iphone-5) - Προσωρινά αποθηκευμένη

Εντελώς νέα σχεδίαση. Φαίνεται αδύνατον. Ένα iPhone με τόσα πολλά – μεγαλύτερη οθόνη, γρηγορότερο επεξεργαστή, ταχύτερη τεχνολογία ασύρματου δικτύου, ...



## Explain It

- Στο πεδίο περιγραφής προϊόντων εισάγετε μικρό κείμενο σχετικά με το περιεχόμενο της σελίδας




## Map it

- Υποβολή Χάρτη XML στις μηχανές αναζήτησης

50mm Single Pitched Sprocket - New Product

### Product Detail



**50mm Single Pitched Sprocket**  
Our 50mm Single Pitched Sprocket is one of the finest and most durable titanium sprockets on the market.

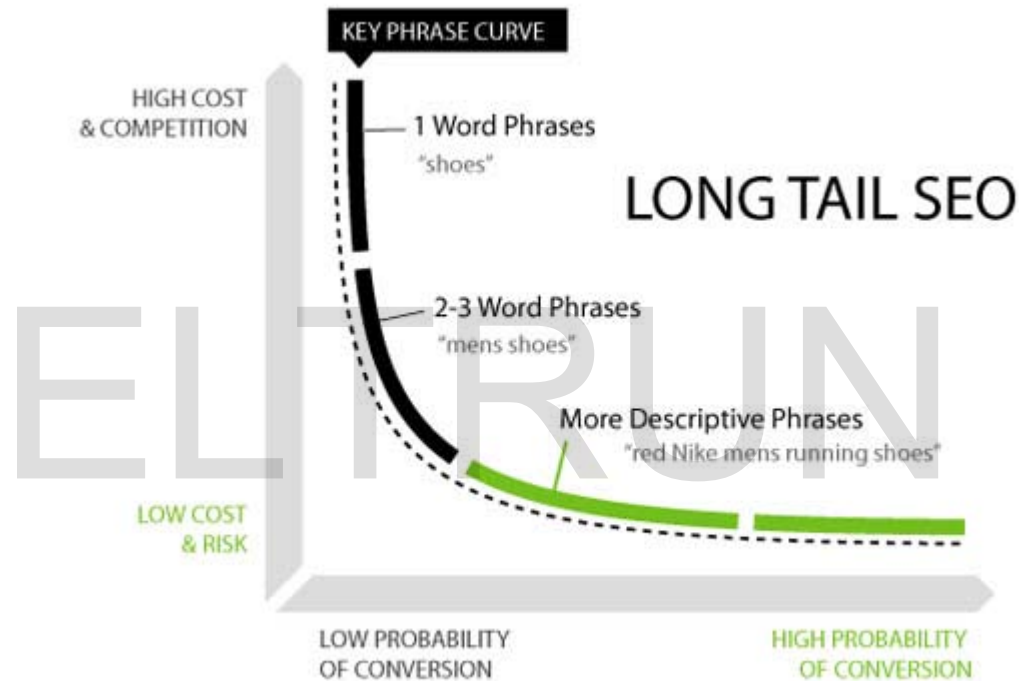
[Add to cart](#)

[Home](#) > [Sprockets](#) > [Titanium Sprockets](#) > [Single-Pitched Sprocket](#)

- 1 Page Title**  
Have product name/service first (reading left to right.)
- 2 Product Name**  
Always use H1 tags for the product name.
- 3 Product Description**  
If you can, include the product/service and category name in the description.
- 4 Product Image**  
Name the image file with the full product name. Make sure to also include an alt tag.
- 5 Bread Crumb Nav**  
Include a Bread Crumb Nav showing all levels on every product page.

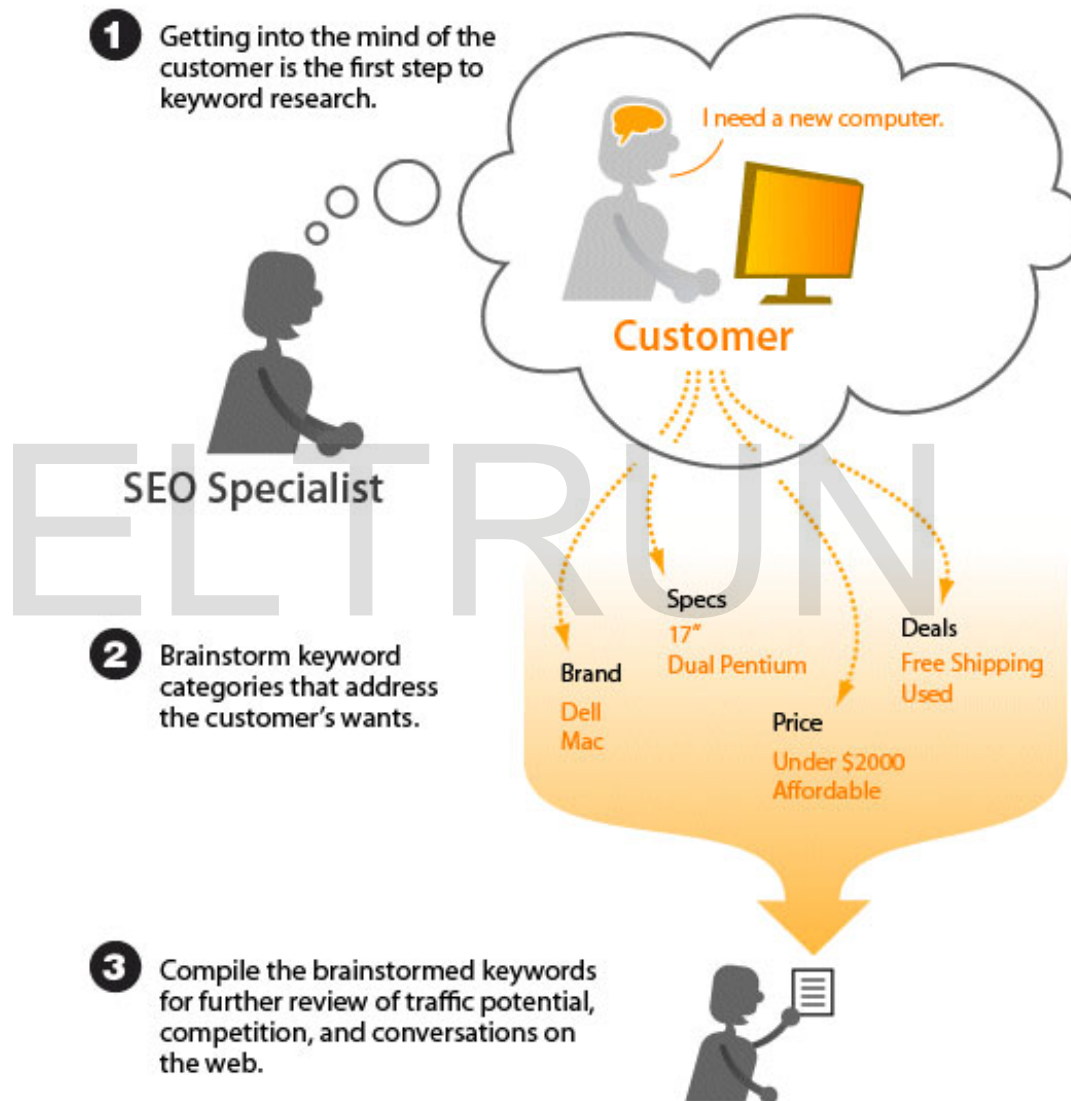


# Η Καμπύλη των Λέξεων Κλειδιών



# Αναζήτηση Λέξεων-Φράσεων Κλειδιών (μέρος 1<sup>ο</sup>)

- 1 Getting into the mind of the customer is the first step to keyword research.



- 2 Brainstorm keyword categories that address the customer's wants.

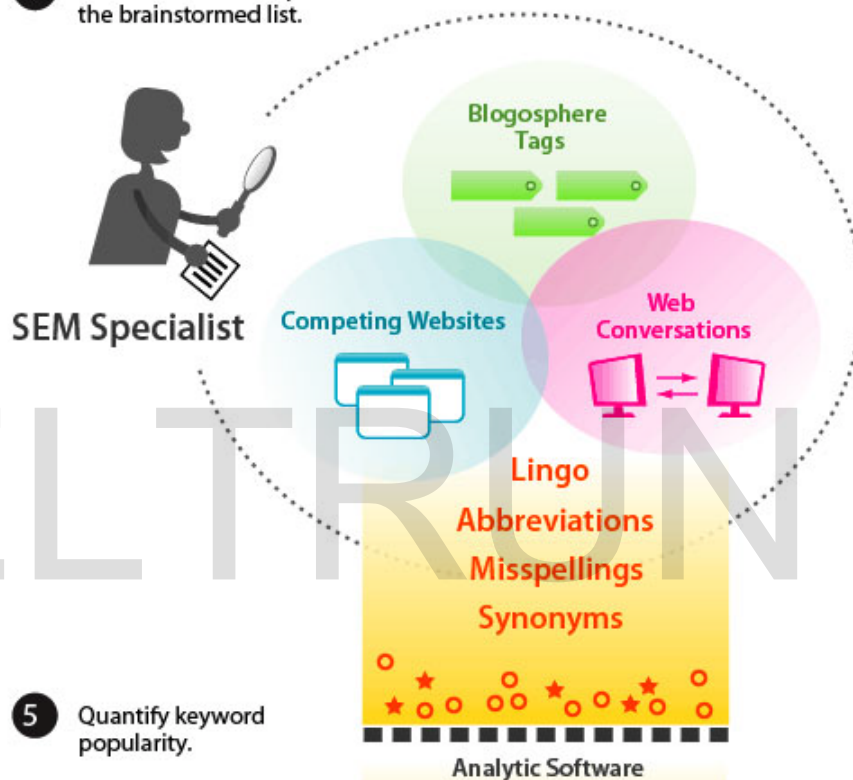
- 3 Compile the brainstormed keywords for further review of traffic potential, competition, and conversations on the web.





# Αναζήτηση Λέξεων-Φράσεων Κλειδιών (μέρος 2ο)

- 4 Discover additional phrases to add to the brainstormed list.



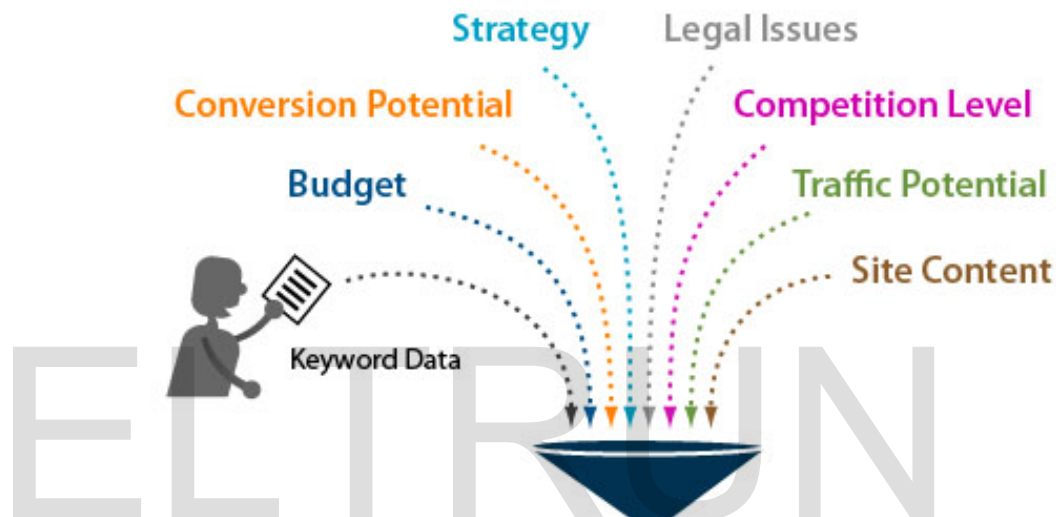
- 5 Quantify keyword popularity.

- 6 Take the resulting keyword data to a final selection process.

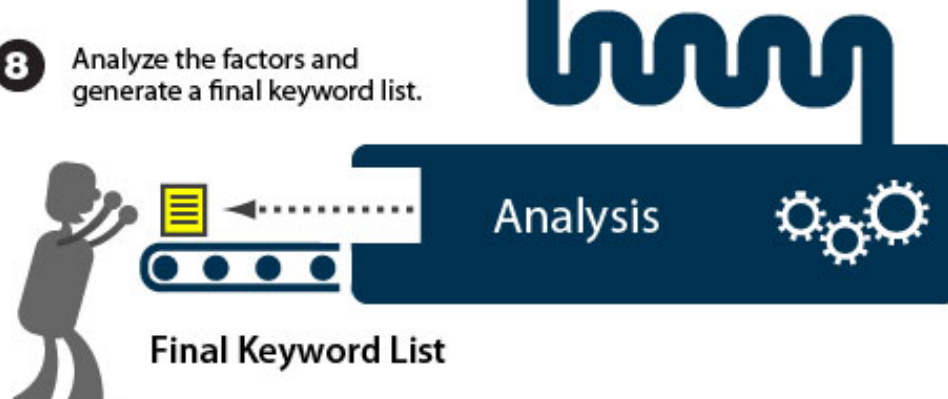


# Αναζήτηση Λέξεων-Φράσεων Κλειδιών (μέρος 3ο)

**7** Gather other relevant factors.



**8** Analyze the factors and generate a final keyword list.



# SEO: Off-Page Factors

## Η αξία ενός συνδέσμου



## Main Ingredients

From Most to Least Important

1. Keywords as Anchor Text
2. Authority Site
3. Relevance
4. Followed or No Followed
5. Site Traffic
6. Depth of Content
7. Number of Outbound Links
8. Page Rank

Juicy Link not found on Link Farms or Free for All sites.

`<a rel="follow" href= "http://www.example.com"> Έπιπλα Εξωτερικού Χώρου </a>`

Start of link tag

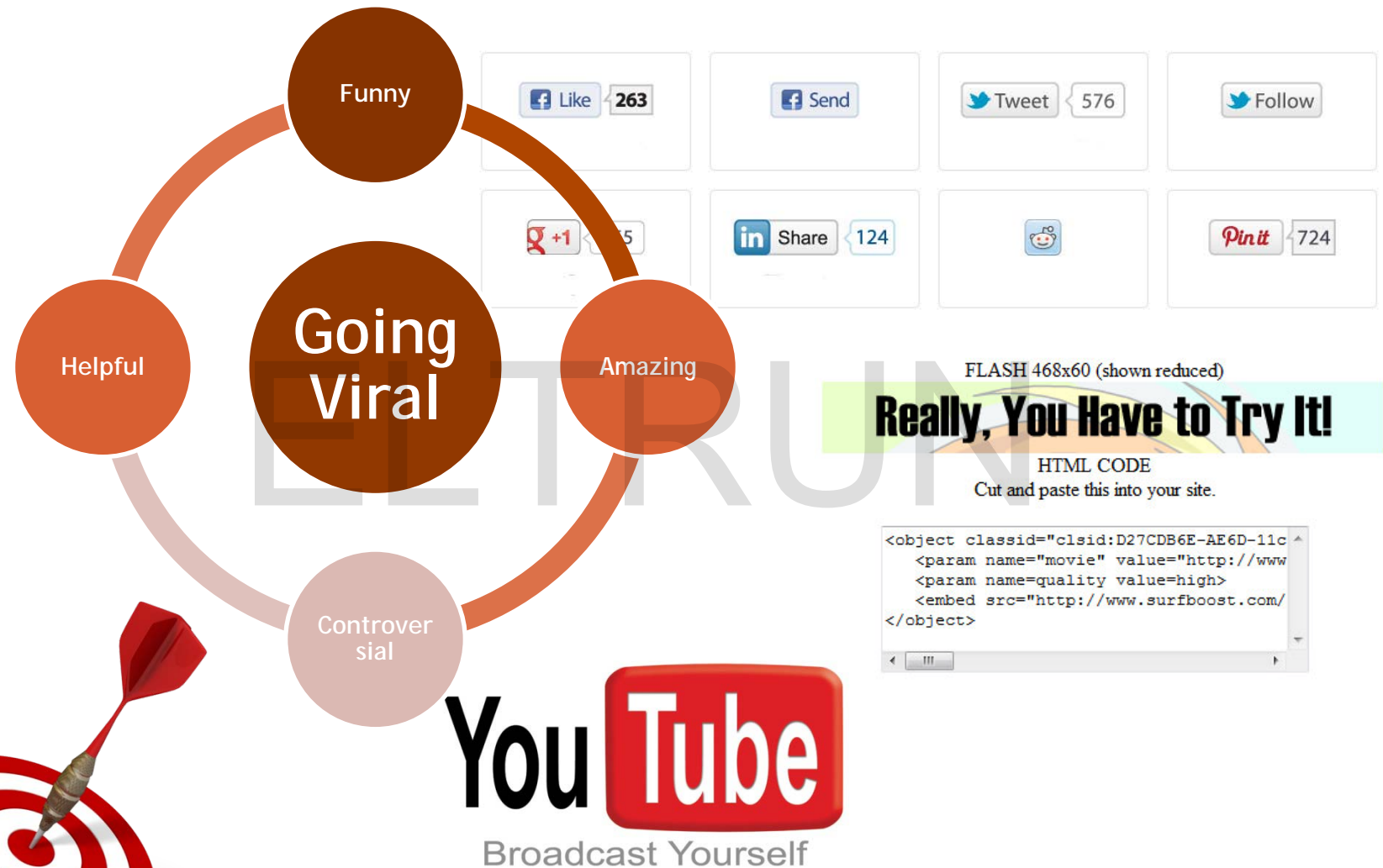
Referral Site

Anchor Text

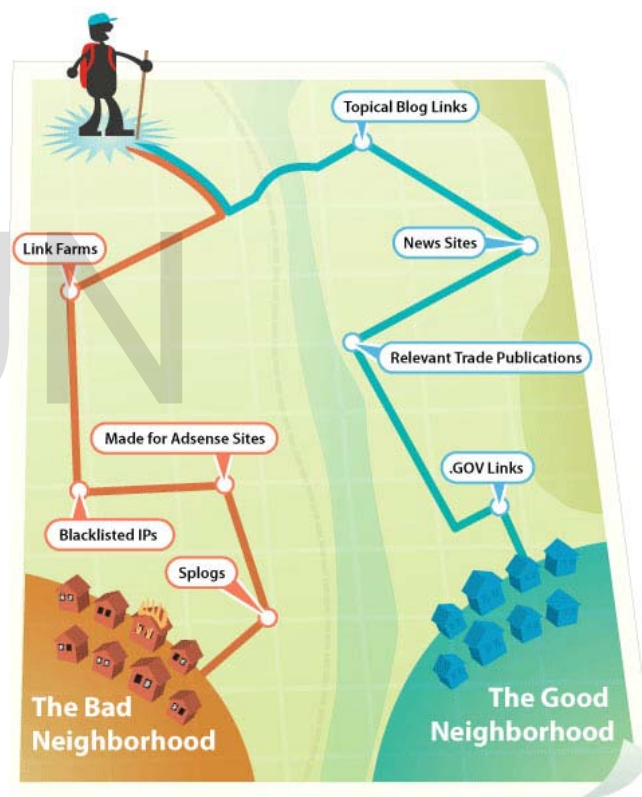
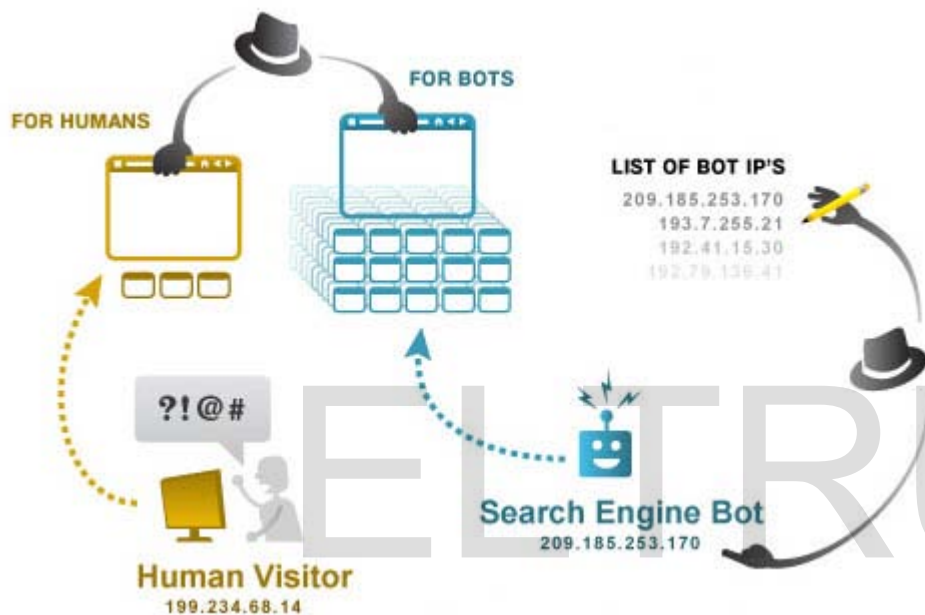
Link closure

# SEO: Social Factors

## Get Social! - Νέοι Σύνδεσμοι & Επισκέπτες

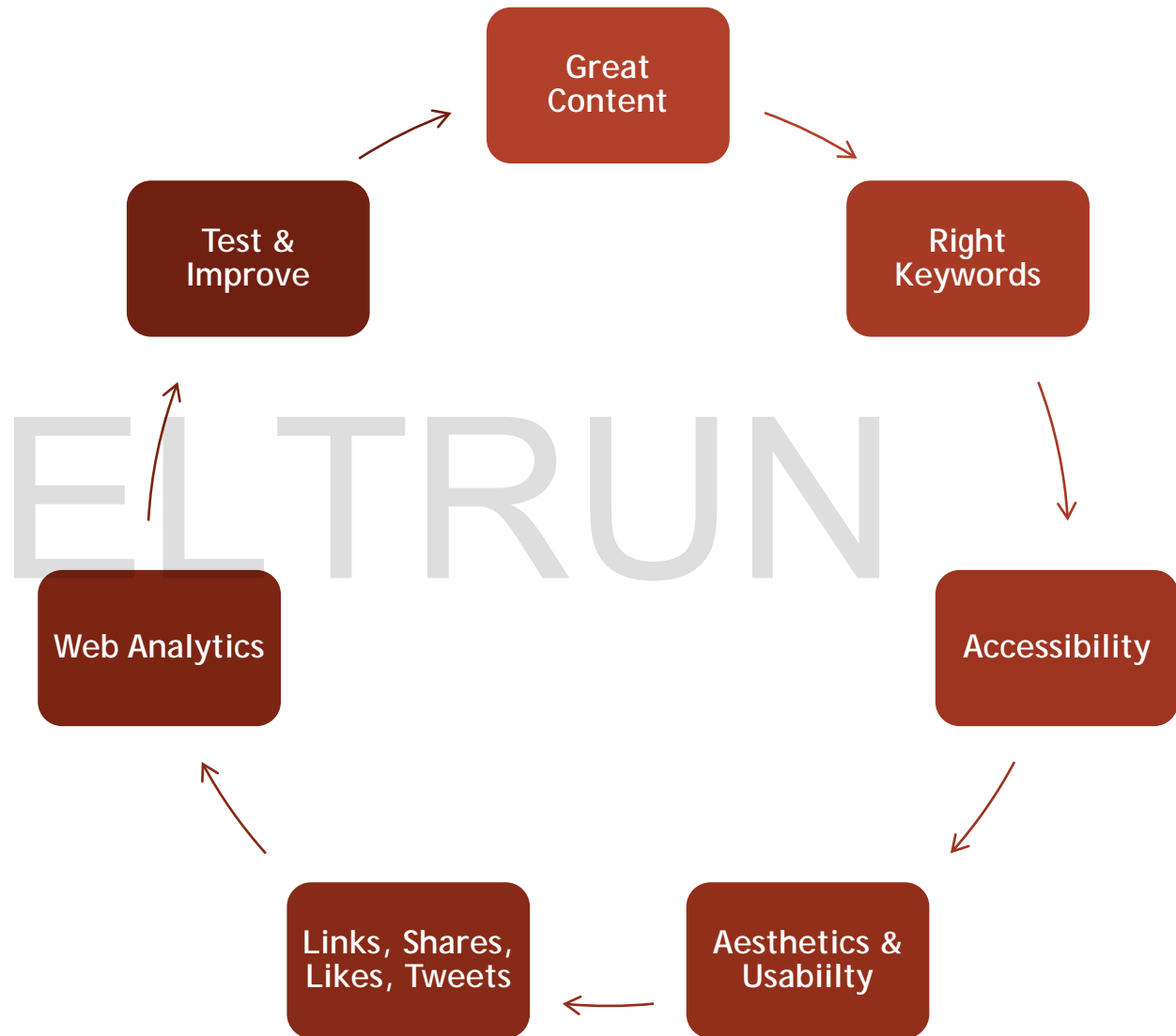


# Τι πρέπει να αποφύγουμε: Black Hat SEO

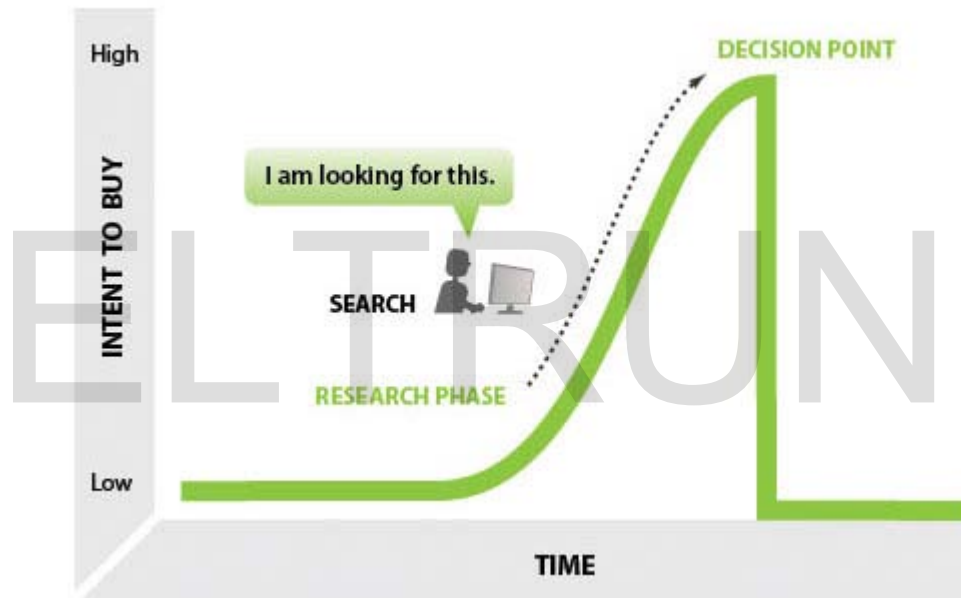




## Το SEO είναι ένας συνεχής κύκλος



# Το επιτυχημένο SEO μας τοποθετεί μπροστά στον καταναλωτή την στιγμή της αγοράς!



# Q + A

# ELTRUN



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