

Local Knowledge & Global Solutions

Internetni oglaševalski dvoboji: prikazi vs. kliki, pull vs. push, SEM vs. SEO

Kompetenčni center trgovine na debelo

mag. Radoš Skrt

**STUDIO
MODERNA**

- od leta 1998 → 170+ člankov o internet marketingu (Moj Mikro, Finance, Gospodarski vestnik, Dnevnik, Delo, Monitor,...)
- 2000-2007 → vodja internet oddelka, Inetia.com
- 2002 → Nasvet.com (SEO, SEM, FB, seminarji)
- 2007-2014 → direktor internetne prodaje za Slovenijo, Studio Moderna
- 2009 → <http://seminarji.nasvet.com>

Koliko je vredna spletna stran, ki...

- ima popoln design
- je tehnično najbolj dovršena
- bi naj imela popolno uporabniško izkušnjo
- je nasploh oh in ahhhh ... 😊



0 €

Zakaj?

Ker nima obiskovalcev!

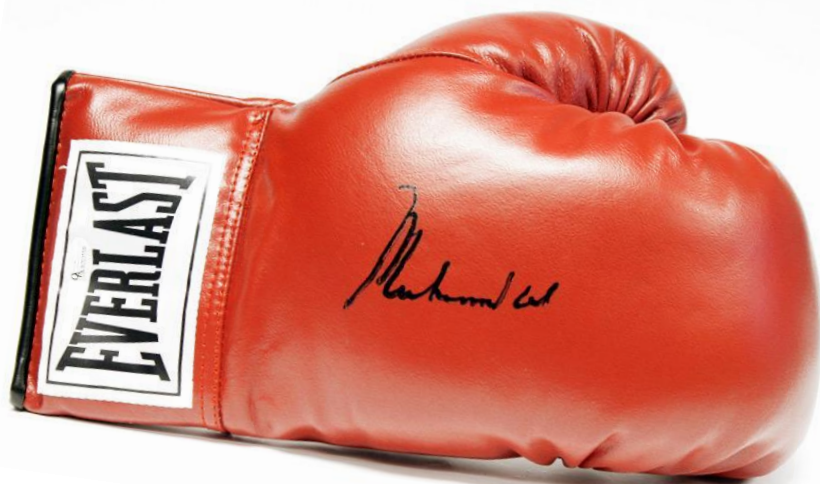


- Bannerji
- **Facebook oglasi**
- **Sponzorirane povezave na Googlu**
- **SEO (optimizacija spletnih strani)**
- E-mail marketing
- Video oglasi
- PR članki
- itd.

- Časovni zakup
- **Prikazi (CNP=CPM)**
- **Kliki (CNK=CPC)**
- Akcija (CNA=CPA)

1. internetni dvoboj

CPC vs. **CPM**



CPC vs. CPM

- cena na klik = 0,4 €

- cena za 1.000 prikazov = 10 €

povprečen CTR = 0,06%

$$\text{CTR} = \frac{\text{Clicks}}{\text{Impressions}}$$

Kaj dobimo za 100 €?



250 klikov



10.000 prikazov
oz. **6 klikov**

41x >

Ali imamo ustrezen poslovni model?

- PC izdelka je 18,30 €
- PC-DDV= 15 €

Željena marža (33%) = 5 €

Oglaševanje = 3 €

NC = 7 €

- COGS = 50%

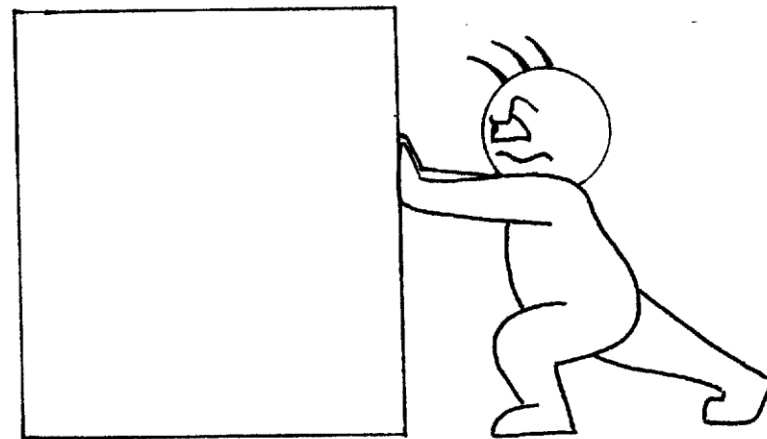
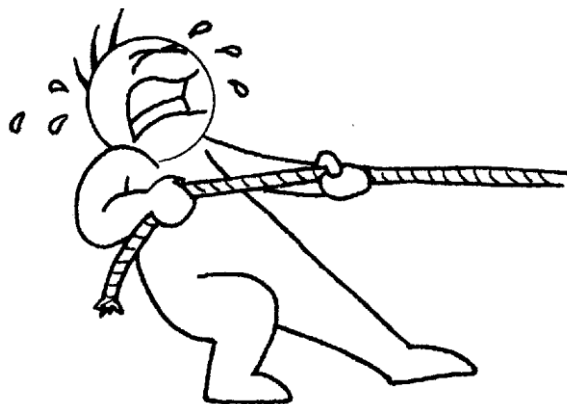
→ Za 3 € dobimo 10 klikov

↓
Z največ 10 kliki moramo
narediti 1 prodajo

↓
**CR strani mora biti
najmanj 10% !**

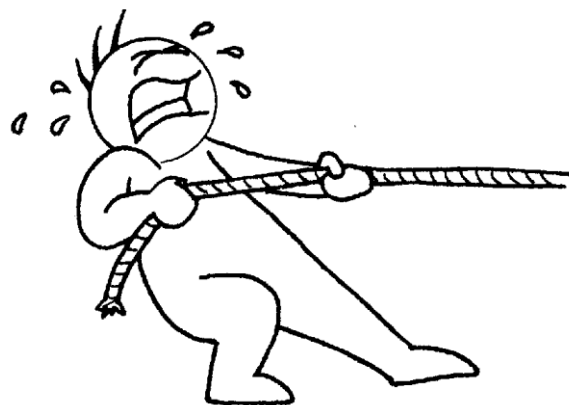
2. internetni dvoboj

PULL vs. **PUSH**

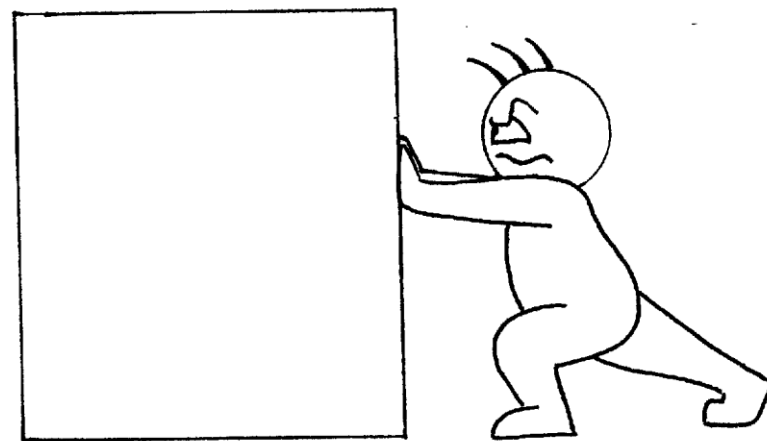


2. internetni dvoboj

PULL vs. **PUSH**



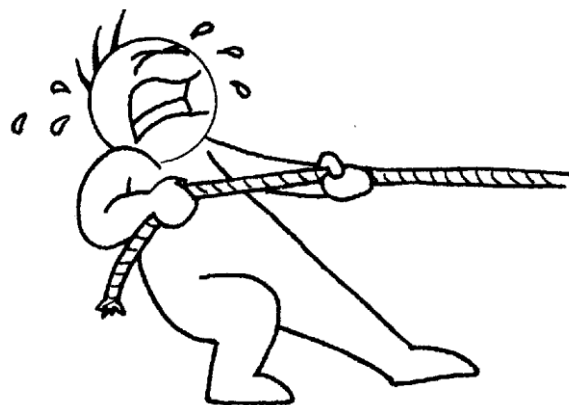
SEO, AdWords



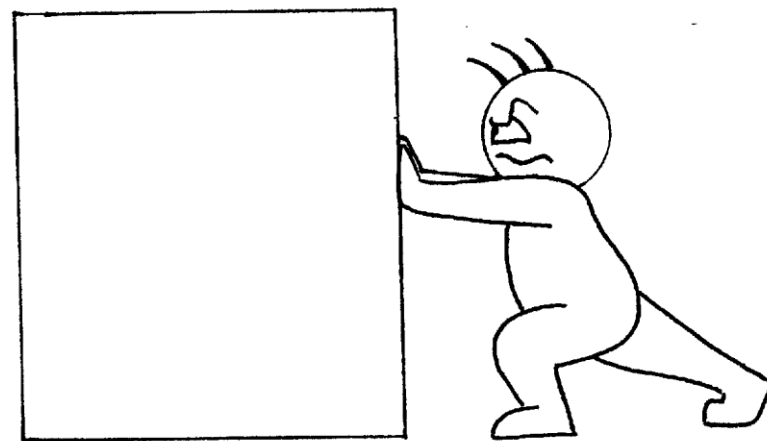
bannerji, Facebook oglasi

2. internetni dvoboj

PULL vs. **PUSH**



direktna prodaja



branding, doseg, ustvarjanje
novega povpraševanja

Katera je najbolj učinkovita oblika internetnega oglaševanja?

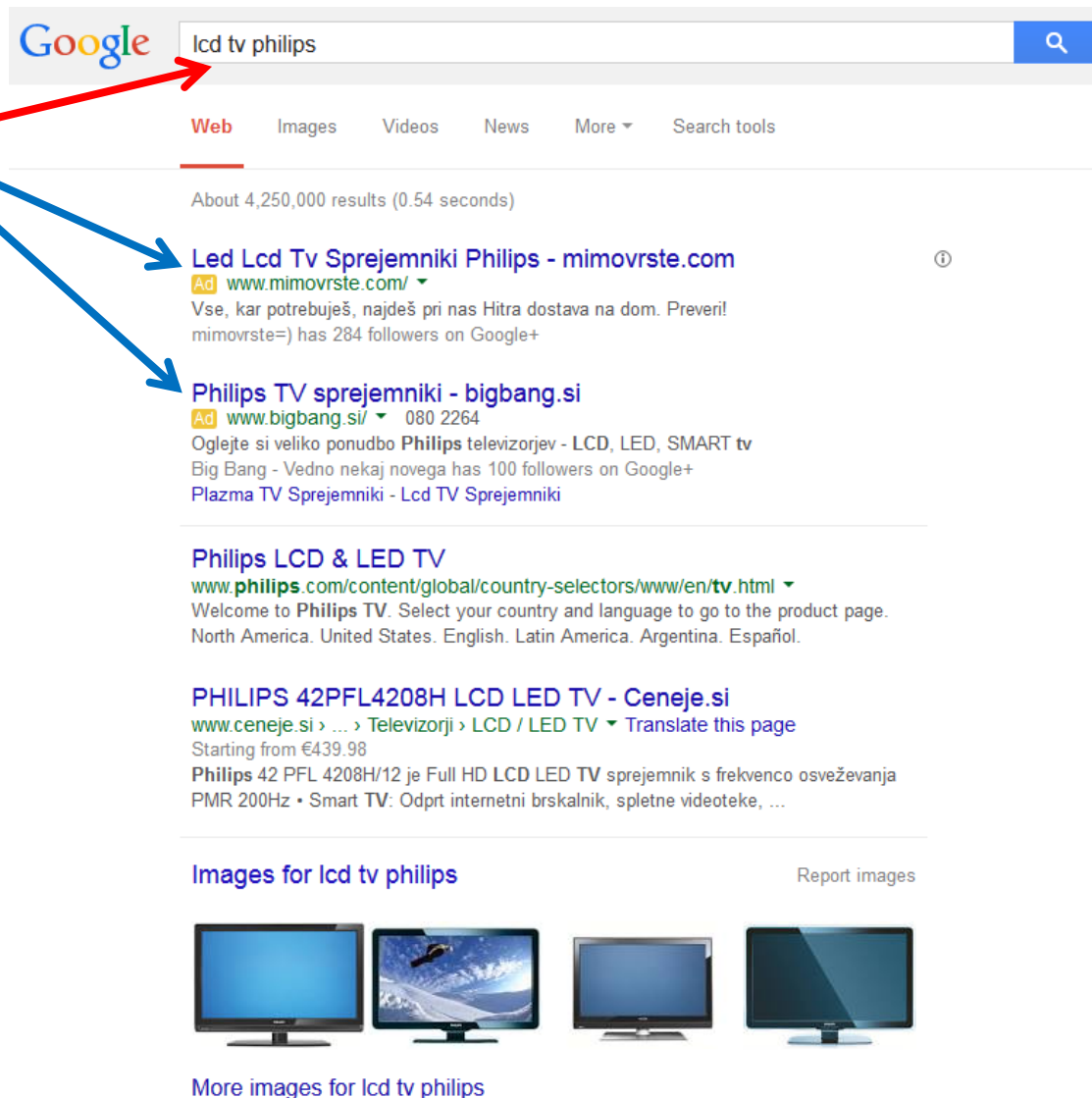




GoogleTM
AdWords

Oglasi na Googlu

najbolj učinkovita
oblika „pull“
oglaševanja



The screenshot shows a Google search interface with the query 'lcd tv philips'. A red arrow points from the text 'Oglasi na Googlu' to the search bar. Two blue arrows point from the text 'najbolj učinkovita oblika „pull“ oglaševanja' to the first two search results. The search results include two sponsored ads: 'Led Lcd Tv Sprejemniki Philips - mimovrste.com' and 'Philips TV sprejemniki - bigbang.si'. Below the ads are organic search results for 'Philips LCD & LED TV' and 'PHILIPS 42PFL4208H LCD LED TV - Ceneje.si'. At the bottom, there is a section titled 'Images for lcd tv philips' showing four images of Philips LCD TVs.

Google

lcd tv philips

Web Images Videos News More Search tools

About 4,250,000 results (0.54 seconds)

Led Lcd Tv Sprejemniki Philips - mimovrste.com
Ad www.mimovrste.com/
Vse, kar potrebuješ, najdeš pri nas Hitra dostava na dom. Preveri! mimovrste=) has 284 followers on Google+

Philips TV sprejemniki - bigbang.si
Ad www.bigbang.si/ 080 2264
Oglejte si veliko ponudbo Philips televizorjev - LCD, LED, SMART tv Big Bang - Vedno nekaj novega has 100 followers on Google+
Plazma TV Sprejemniki - Lcd TV Sprejemniki

Philips LCD & LED TV
www.philips.com/content/global/country-selectors/www/en/tv.html
Welcome to Philips TV. Select your country and language to go to the product page.
North America. United States. English. Latin America. Argentina. Español.

PHILIPS 42PFL4208H LCD LED TV - Ceneje.si
www.ceneje.si > ... > Televizorji > LCD / LED TV > Translate this page
Starting from €439.98
Philips 42 PFL 4208H/12 je Full HD LCD LED TV sprejemnik s frekvenco osveževanja PMR 200Hz • Smart TV: Odprt internetni brskalnik, spletne videoteke, ...

Images for lcd tv philips Report images

More images for lcd tv philips

Facebook oglaševanje

STUDIO
MODERNA

 Search for people, places and things 

 Radoš Home     

 **Top Shop Slovenia**
Sponsored · 

Brezplačna nočitev za 2 osebi v Hotelu Golte****

Ob nakupu katerikoli 2 parov Walkmaxx obutve vam PODARIMO BON V VREDNOSTI 124€!

<http://klikni-tukaj.si/izberi-svoja-2-para>



Brezplačna nočitev za 2 osebi v Hotelu Golte** v vrednosti 124€**

 **Kliknite in si oglejte obutev** 

Akcija traja do razprodaje zalog zato z naročilom ne odlašajte!

GOLTE.TOPSHOP.SI [Learn More](#)

Unlike · Comment · Share ·  11

Spomladanske novosti!
cellbes.si



Obleke, hlače in krila v vseh velikostih! Le klik stran, enostavno in ugodno!

Damijan Mali likes this

Poslovni paket od 23 €
telekom.si



Neomejeni klici, sporočila in 3 GB prenosa podatkov - Poslovni Neomejeni C.

Tomaž Pernovšek likes this

W3B
W3B, digitalni marketing



Mlada, iznajdljiva in kreativna ekipa poskrbi za vaš digitalni marketing. Pripravljeni?

[Like Page](#) · Miha Lavtar likes this page

Slasten sladoled -25%
delimano.si



-25% Delimano aparat za sladoled, zdaj že za 29,90€. Okusen sladoled hitro in enostavno!

Facebook oglaševanje - targetiranje

- Možnost podrobnega kreiranje ciljnih skupin
- Natančnejše ciljanje → večja učinkovitost (boljši CTR, nižji stroški oglaševanja, večji CR)

The screenshot displays the Facebook Ads 'CREATE AUDIENCE' interface, which is divided into several sections for defining the target audience:

- CREATE AUDIENCE**
 - Custom Audience**: Includes a '+ Custom Audience' button.
 - Location**: Set to 'SLOVENIA' (All Slovenia). Includes a search bar for '+ Country, region, or city'.
 - Age and Gender**: Age range is set to 30-35. Gender options are 'All', 'Men', and 'Women'.
- Interests**: A dropdown menu is open, showing a search for 'diet'. The results list various interests under the 'FITNESS AND WELLNESS' category, each with a '+' icon to add it:
 - Dietary supplement
 - Diet soda
 - Dietary fiber
 - Diet Coke
 - Diabetic diet
 - Diet Coke Plus
 - Diet Pepsi
- Language**: A dropdown menu.
- Relationship Status**: Includes checkboxes for 'Single', 'In a relationship', 'Engaged', 'Married', and 'Not specified'. Below these are buttons for 'All', 'Men', and 'Women' under the 'Interested In' section.
- Education**: Includes checkboxes for 'High School', 'College', and 'Grad School'.
- Work**: Includes a search bar for '+ Job Title'.
- Parents**: A dropdown menu.
- Politics (US)**: A dropdown menu.
- Life Events**: Includes checkboxes for 'Away from family', 'Away from hometown', 'Long distance relationship', 'New job', 'New relationship', 'Recently moved', and 'Upcoming birthday'.
- Device Owners**: Includes a search bar for '+ Device Owner'.
- Feature phones**: A section for targeting users with feature phones.

Facebook oglaševanje - targetiranje

STUDIO
MODERNA

Editing LA-akcija-03-2014-segmenti

Creative Audience Optimization & Pricing

Audiences
[Use Existing Targeting Group](#)

Custom Audiences

Excluded Audiences

Location

Add a country, state/province, city or ZIP

Age

Gender
☐ All
☐ Men
☒ Women

Languages

More Demographics

Interests

Additional Interests

Maraton
Tek na simučeh
Telovadba

Fitness and wellness

Bodybuilding
Dieting
Gyms
Nutrition
Physical exercise
Physical fitness
Weight loss
Weight training

Search interests

[Suggestions](#) [Browse](#)

Open this ad (6012904776875) in
[Ads Manager](#)
[Power Editor](#)
[View as Post](#)
[Reporting](#)

Preview Ads

Desktop News Feed Right Column

 **LiveActive Slovenija**
Sponsored · 

Oblikuj telo do poletja z LiveActive športnimi pripomočki: zdaj popusti kar do -59%! Klik: <http://links.liveactive.si/c/1667201>
[See Translation](#)



[Like](#) · [Comment](#) · [Share](#)  60  1

Potential Audience 

fewer than 1,000 people

- Category: custom audience SI LiveActive all emails
- Location: Slovenia
- Age: 20 - 50
- Gender: female
- Interests: Physical fitness, Nutrition, Dieting, Gyms, Weight training, Weight loss, Bodybuilding, Physical exercise, Maraton, Tek na simučeh or Telovadba

Facebook oglaševanje - targetiranje

STUDIO
MODERNA

Edit Audience

Use Saved Target Group

Name

Custom Audiences

Choose a Custom Audience

Browse

Create New Custom Audience...

Locations

Slovenia

All Slovenia

Add a country, state/province, city or ZIP

Age

30

40

Gender

All

Men

Women

More Demographics

Connections

All

Advanced connection targeting

Languages

Enter a language...

Interests

Additional Interests

Anthony Bourdain

Antonio Carluccio

coolinarikacom

Gennaro Contaldo

Gordon Ramsay

Potential Audience

Potential Reach: 38,000 people

Targeting Details

Location:

Slovenia

Age:

30 - 40

Gender:

Female

Interests:

Gennaro Contaldo, moji recepti, coolinarikacom, Jeremy Clarkson, Gordon Ramsey, Antonio Carluccio, Jamie Oliver, Julia Child, JB's Restaurants, Anthony Bourdain, Nigella Lawson, Cooking, Top Chef, recepti or kulinarikanet

Placements:

on News Feed on desktop computers and mobile devices

Facebook oglaševanje – targetiranje

STUDIO
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Ad Preview

Edit Creative

Targeting

Edit Targeting



Okusno

Sponsored ·

100 enostavnih in uporabnih receptov. 220 strani. Prodajna uspešnica!
Sedaj 60% ceneje.



Kuharska knjiga Okusno

Lojze B. "Doma imamo 20+ kuharic. Tale ima definitivno najboljše izkoristek receptov."

WWW.OKUSNO.SI | BY OPTIMIZACIJA SPLETNIH STRANI

Potential Audience for this ad: 40,000 people

- Country: Slovenia
- Age: 30 - 40
- Gender: female
- Interests: #Macaroni, #Italian cuisine, #Jamie Oliver's Food Revolution, #Jeremy Clarkson, #Pastry, #Simply Recipes, #Steak, #Crêpe, #Macaroni and cheese, #Cake, gordon james ramsay, #Jamie Oliver, hrana, #French cuisine, #Ravioli, #Book, food revolution community, #Anthony Bourdain, #Nigella Lawson, #Cooking, #Pizza, #Best Recipes Ever, #Kuhanje, #Gordon Ramsay, #Pašteta, #Lasagne, #Testenine, #Kuharski recept, #Bake v Anna Olson or #Nadia G's Bitchin' Kitchen
- on News Feed on desktop computers

www.okusno.si

Facebook oglaševanje – targetiranje

STUDIO
MODERNA

CONVERSIONS ? 62
REACH ? 58,902
FREQUENCY ? 2.76
TOTAL SPENT ? €232.35
AVG. COST PER CONVERSION ? €3.75

Website Conversions



All Except Deleted ▾ Edit Ads ▾ View Report

	Status ?	Ad ?	Delivery ?	Results ? ▾	Cost ?	Conversion Value ?	Reach ?	Frequency ?	Clicks ?	
☐	☐	http://www.okusno.si/ - News Feed Ad -Z-30-40	● Inactive	42 Conversions	€3.88 Per Conversion	€415.80	38,455	2.59	1,038	
☐	☐	http://www.okusno.si/ - News Feed Ad -Z-25-29	● Inactive	5 Conversions	€3.92 Per Conversion	€49.50	10,145	1.36	148	
☐	☐	http://www.okusno.si/ - News Feed Ad -Z-51-	● Inactive	5 Conversions	€2.50 Per Conversion	€49.50	3,552	2.01	147	
☐	☒	http://www.okusno.si/ - News Feed Ad -Z-41-45	● Not Delivering Ad Set Completed	5 Conversions	€2.93 Per Conversion	€49.50	4,816	1.89	138	
☐	☐	http://www.okusno.si/ - News Feed Ad Moski-35-45	● Inactive	3 Conversions	€3.75 Per Conversion	€29.70	5,965	1.43	60	
☐	☐	http://www.okusno.si/ - News Feed Ad -Z-46-51	● Inactive	1 Conversion	€3.76 Per Conversion	€9.90	1,691	1.28	43	
☐	☐	http://www.okusno.si/ - News Feed Ad Moski-46-60	● Inactive	1 Conversion	€5.60 Per Conversion	€9.90	2,680	1.34	31	

Facebook oglaševanje – Custom Audiences



- targetirate lahko po e-naslovih, tel. številkah, Facebook user IDs, uporabnikih, ki so obiskali spletno stran

How Custom Audiences work

People you know

Direct or through third-party

Email addresses

Phone numbers, iOS IDFAs

Facebook User IDs, App User IDs

People from your website

People from your mobile app

People you know on
Facebook

Facebook



Matched targets

Facebook oglaševanje – Custom Audiences



Create a Custom Audience ×

Choose the type of audience you want to create on Facebook.

This process is secure and the details about your customers will be kept private.



Customer List
Match emails, phone numbers, Facebook user IDs or mobile advertiser IDs to people on Facebook



Website Traffic
Create a list of people who visit your website or view specific



Mobile App Activity
Create a list of people who have taken a specific action in yo

Create Audience

Website traffic ?

In the last ?

Audience Name

Anyone who visits your website ▼

✓ **Anyone who visits your website**

People who visit specific web pages

People visiting specific web pages but not others

People who haven't visited in a certain amount of time

Custom Combination

Kako lahko uporabljamo Custom Audiences?

1. Remarketing na tiste obiskovalce, ki niso opravili nakupa
2. Upsell prodaja kupcem
3. Targetiranje specifične ciljne skupine



- Ponovno prikazati FB oglase tistim, ki so že bili na spletni strani pa niso opravili nakupa
- Pripeljati obiskovalce nazaj na spletno stran s ciljem, da bi opravili nakup oz. željeno konverzijo
- Kreirati moramo „custom audience“



FB remarketing – primer uporabe

STUDIO
MODERNA

1

amazon.co.uk
Your Amazon.co.uk Today's Deals Gift Cards Sell Help

Shop by Department Search Electronics & Photo Go

Electronics Best Sellers Deals Camera & Photo TVs, Blu-ray & Home Cinema Audio & HiFi Phones & Accessories Sat Nav Computers Accessories

Electronics & Photo > Sat Nav, GPS, Navigation & Accessories > Sat Nav

TomTom Start 25 M Sat Nav with UK Maps & Lifetime Map Updates
by TomTom
★★★★☆ 610 customer reviews | 58 answered questions

Price: **£133.99** FREE UK delivery.
In stock.
Dispatched from and sold by Best Digital Market.

10 new from £84.99 4 used from £73.83 1 refurbished from £77.99

Style Name: **Start 25 UK - Lifetime Maps**
Start 25 EU - Standard Start 25 UK - Lifetime Maps

- FREE Lifetime Maps - Always drive with the latest maps
- 5" touch screen
- Advanced lane guidance - Gives you extra clarity when
- Spoken street names - helping you keep your eyes on
- FREE Daily Map Changes for life from the TomTom Ma

Roll over image to zoom in

Frequently Bought Together

Price For All Three: **£146.43**
Add all three to basket

These items are dispatched from and sold by different sellers. [Show details](#)

☒ This item: TomTom Start 25 M Sat Nav with UK Maps & Lifetime Map Updates **£133.99**

2

Facebook interface showing a post by Klemen Struc shared Phoenix Suns's photo. The post features a meme image of a basketball player with the text "Caution: Our Dragon breathes fire! #proud" and "BREATHES FIRE!". The post is from Phoenix Suns and includes a link to their website.

YOUR ADS

POP! Pr'Kopač: dr. P... at 7:00pm
Matija Jamnik's birthday is today

SPONSORED

Start building iOS8 apps today!
www.udemy.com
Interested in creating the next best iOS app?
Udemy is here to help you do just that...

£133.99 at Amazon
TomTom Start 25 M Sat Nav with UK Maps & Lifetime Map Updates - £133.99 (plus delivery)

English (US) · Privacy · Terms · Cookies · More · Facebook © 2014

- Remarketing + posebne ponudbe (darilo, popust, brezplačna poština, ipd.) prinašajo rezultate
- Pripravite produktne oglase za najbolj prodajane izdelke
- Ne prikazujete oglasov tistim, ki so že opravili nakupi → izključite kupce iz liste

Targeting Edit

Potential audience for this advert: 4,600 people

Category

custom audience LT Dormeo category
Pillows visitors

Location - Living in
Lithuania

Age

28 and older

Excluding category

custom audience LT Dormeo Cart 4/4
buyers

Placements

on News Feed and right column on
desktop computers

Facebook oglaševanje – remarketing

STUDIO
MODERNA

Priljubite se v Klub 5*

Videno na TV

TOP SHOP

Spalnica

DORMICO

Kuhinja

delmona

Sport

LiveActive

Zdravje

wellneo

K

TOP SHOP

1 Vaša košarica

Preglejte in uredite vsebino vaše košarice pred zaključkom nakupa.

2 Dostava

Zapišite kam želite, da dostavimo vaše izdelke.

Stran

Izdelek

TOP SHOP



Twist-A-Saw Deluxe



Ali želite **dobiti kar 20,00 € popusta**

Kaj je Klub 5*?

Če ste že član Kluba 5* kliknite tukaj



Vračilo denarja

Če niste zadovoljni z vašim nakupom nam izdelke v roku 30 dni enostavno vrnite, mi pa vam vrnemo vaš denar.



100% varen nakup

Naša spletna trgovina varuje vaše osebne in transakcijske podatke. S tem vam zagotavljamo popolnoma varen nakup.



Top Shop Slovenija

Sponsored ·

Ne vemo, kje in kaj se je zalomilo pri vašem naročilu, a vam v znak dobre volje podarimo **BREZPLAČNO DOSTAVO** na čisto vse Top Shop izdelke. Pohitite in izkoristite kupon, namenjen samo vam.

Hvala za zaupanje, vaš Top Shop.



► **Kliknite tukaj za BREZPLAČNO DOSTAVO**

• Naročene Top Shop izdelke ti bomo dostavili direktno na dom. • Vzameš jih lahko tudi na obroke. • Če ne boš zadovoljen/a, jih lahko brez vprašanj vrneš.

WWW.TOPSHOP.SI

Like · Comment · Share · 24 5 1

Ustvarjanje povpraševanja po novi rešitvi

TOP SHOP

Nicer Dicer Plus

vsestranski
rezalnik, ki vam
ne sme manjkati

Le **49,60 €**

Več informacij

**ENOSTAVNO
PREPROST!**



AhhBra! Preizkusi **dobro**
podporo, super počutje
in nežno udobje!

3 NEDRČKI
v 3 barvah za
1 CENO!

Klikni tukaj!



EFEKT
ergonomska lopata

Naj bo letos kidanje
snega zabavno, hitro
in enostavno opravilo

**OMEJENE
ZALOGE**



Kliknite tu!

Promocija kratkotrajnih marketinških akcij

Črni petek izjemnih popustov
Ponudba velja do nedelje, 1.12.2013.

080 23 46

Najzanimivejši izdelki

Proizvajalec	Izdelek	Popust	Cena
dormeo	Spalni set Wool: vzglavnik in odeja Wool	50%	144,80 € / 72,40 €
delimano	Delimano Clarity aparat za sladole	40%	59,90 € / 35,90 €
TOP SHOP	Avtomatski odpiralč za steklenice One Touch	75%	19,90 € / 4,90 €
	Komplet odeje in vzglavnika "Warm hug"	40%	59,90 € / 35,90 €
delimano	Delimano Festivo Pan	30%	69,90 € / 48,90 €
TOP SHOP	Steam Mop SM103	50%	99,90 € / 49,90 €

Črni petek popusti do -75%
Ponudba velja od četrтка, 28.11. do nedelje, 1.12.

Kliknite in izkoristite >

Google AdWords - Display Targeting



Keyword



Interest Categories



Remarketing



Topics



Placements



Demographics

Google remarketing

ponovno trženje za prikazno omrežje (Remarketing for Display)



salma.si 01 777 42 83 Pomoč Moj račun

ISKANJE

KOŠARICA
2 artikli za 0,00 €

[Akcije in razprodaje](#) [Parfumi](#) [Obraz](#) [Telo](#) [Ličila](#) [Lasje](#) [Zobje](#) [Sonce](#) [Bio](#) [Po znamki](#)



Blagovna znamka: **Armani**

Armani Si Intense parfumska voda za ženske

[Več informacij](#)

[Všeč mi je](#) 0

[8+1](#) 0

[Priporoči prijatelju](#)

Kdaj dobim blago če ga zdaj naročim?

[Druge slike in posnetki](#)



parfumska voda za ženske 100 ml **NOVOST**

Koda: GIO1733

Več kot 20 kosov na zalogi v centralnem skladišču



parfumska voda za ženske 50 ml

Koda: GIO1779

Več kot 20 kosov na zalogi v centralnem skladišču



parfumska voda za ženske 30 ml

Koda: GIO1780

Več kot 20 kosov na zalogi v centralnem skladišču

OKUSNO

kūro, enostavno in zabavno

Kuharski recepti – kulinarika

testenine, rižote, meso, obare, sladice, torte

Indijske mesne kroglice v garam masali



[Všeč mi je](#) 0

Ta recept je objavljen v kategoriji eksotične jedi, meso. Zaznamki za recept so: garam masala, mesne kroglice. Objavljeno dne: 15/08/2014.

salma.si

87.90 €	121.20 €
81.40 €	57.50 €

[Poišči](#) RECEPT

KATEGORIJE RECEPTOV

[eksotične jedi](#)

[juhe, obare](#)

[sladice](#)

How Does It Work?



Place our simple code
on the your site



Your visitors browse products
but leave without making a
purchase



Our technology uses
data about your visitors
browsing behavior to
create ads personalized
to their interests

Google AdWords – Prikazno omrežje (GDN)



Personalizacija oglaševanja glede na preference stranke

The screenshot displays the stilago website interface. The header includes the RTV SLO MMC logo, a search bar, and navigation links. The main content area is divided into sections like 'Aktualno' (Actual) and 'Izbor' (Selection). A sidebar on the left shows fashion-related content. A large green arrow points to the right, highlighting the personalized advertising section.

Header: RTV SLO MMC, PREDSEDNIŠKE VOLITVE 2012, IŠČI, 23. 11. 2012 | 00:42, Prijava, Registracija

Navigation: Novice, Šport, Kultura, Zabava, Ture avanture, TTX, Spored, Audio / Video, Moj spleet, Medijsko središče

Content Sections:

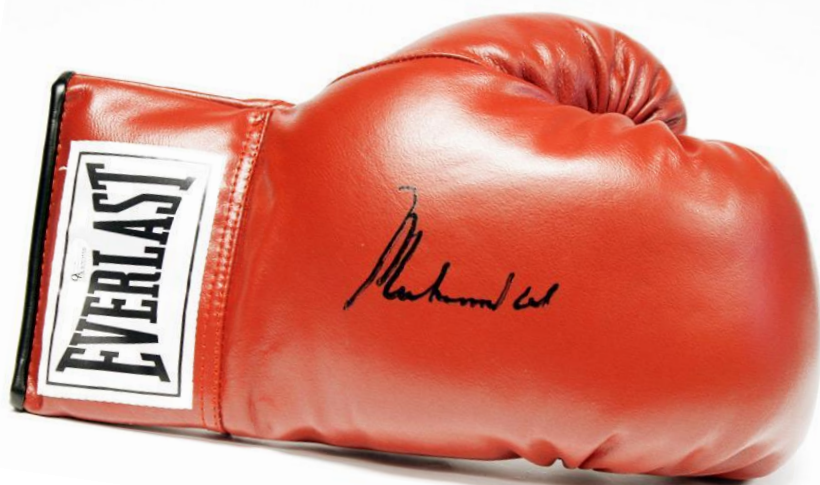
- Aktualno:** O drhtečih odskočnih deskah, sočnih pudingih in drugih grozljivih..., Škandalozno življenje iz starlete še ne naredi Elizabeth Taylor, Bo po koncu projekta EPK regija vendarle ostala praznih rok?, Olmo Omerzu, zaljubljen v umetnost, ki odstira boleče in na dlani
- Izbor:** Mednarodne zvezde in mladi na baletnem gala, Radirka ali stolp? Razstava del Vadima Fiškina, Farsa o družinskih odnosih Klistrajno srčka!, Miha Mazzini o novem romanu

Personalized Advertising: Kupi zdaj, Jesen/zima 2012, Designal - Srajca, Sandro Pozzi, Designal - Srajca, 69,00 €, 199,90 €, 59,00 €, stilago, Outlet popusti do kar -80%

Footer: Več kulturnih novic, UREDI, RSS, Foto dneva

3. internetni dvoboj

SEM vs. **SEO**



Splet Slike Več ▾ Orodja za iskanje

Približno 600.000 rez. (0,16 sek.)

Oglasi, povezani s poizvedbo **kuhinje****Vrhunske GA kuhinje** 080 7339www.ga.si/kuhinje/

s 5 letno garancijo, hitro dostavo in natančno montažo. Po vaših merah

GA aparati

GA trgovine

GA kuhinje

GA nasveti

Vrhunske kuhinje po meri - mizarstvo.comwww.mizarstvo.com/Peklenk

Kvalitetni materiali in vodila ter modern design. Obiščite naš salon!

» Zemljevid za: Tiranova ulica 40, Ljubljana

Mizarstvo Peklenk - že od 1928 - Rustikalna kuhinja Peklenk-NOVO

Moderne, klasične kuhinje - Vse storitve, od ideje do montažewww.elementare.si/kuhinje/

Prilagoditev po meri, odlične cene!

Slike za poizvedbo kuhinje - Prijavite slike**Kuhinje - Lesnina**www.lesnina.si/default.cfm?Jezik=SI... - Posnetek

Lesnina, Kuhinje. ... SPANJE; I. KUHINJE IN JEDILNICE; I. DNEVNI PROSTOR; I. PROGRAMI ZA MLADE; I. KOPALNICE; I. KOSOVNO POH. IN PREDSOBE; I. ...

Kuhinja Zero - Kuhinje - Kuhinja VITA - Kuhinje Gorenje

Kuhinje Domestika - kuhinja za vaš domwww.kuhinjedomestika.si/ - Posnetek

Kuhinje Domestika - prodajalec vrhunskih nemških kuhinj Hacker in italijanskih Sicc.

Panles Kuhinjewww.panles-kuhinje.si/ - Posnetek

Panles Kuhinje: ... Kuhinja. Ko kuhanje postane hobi PANLES. Skupaj ustvarjamo in kreiramo vašo unikatno kuhinjo. Novosti v ponudbi: Kuhinja HRAST ...

Svea kuhinjewww.svea.si/default.asp?id=2 - Posnetek

04.03.2013, Sklepi 19. skupščine družbe SVEA d.d.. Delničarji so dne 4.3.2013 sprejeli sklep o dokapitalizaciji družbe v višini 2.100.000 € z izdajo 503.247 ...

Oglasi

Moderne kuhinje Noltewww.ilambienti.com/design+kvaliteta

Do 40 % popust na nove modele

kuhinj. Garancija najnižje cene**Kuhinje Erjavec**www.kuhinje-erjavec.si/

Izdelujemo kvalitetne, moderne in

oblikovno dovršene **kuhinje** po meri.**Kuhinja po meri**www.primerjam.si/mizarstvo

6 ponudb za kuhinjo po meri.

Primerjajte cene - brezplačno!

Kuhinjewww.dolnov.si/pohistvo

Izdelava Pohistva po Meri Modrost

Montaže! Brezplačna Dostava.Ugodno

Kuhinjewww.mizarstvo-avbelj.si/kuhinje

Kupujete Kuhinjo? Mi Vam Jo

Izdelamo Po Vašem Okusu. Preverite!

Zupanc kuhinjewww.zupanc-mizarstvo.si/

Izdelane po meri, minimalistične,

moderne in klasične oblike.

Tapete,Fototapete,Dekor:www.tapetedekor.si/

Sanjske Tapete, Fototapete,

Stenske nalepke, Preproge, Senčila

Kuhinja, izdelana po meriwww.excel-int.si/

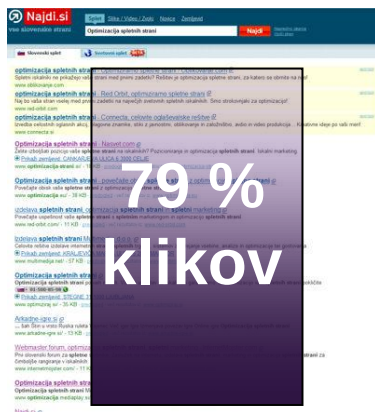
Spoznajte ponudbo, ki je drugačna

od vsega, kar ste videli do sedaj!

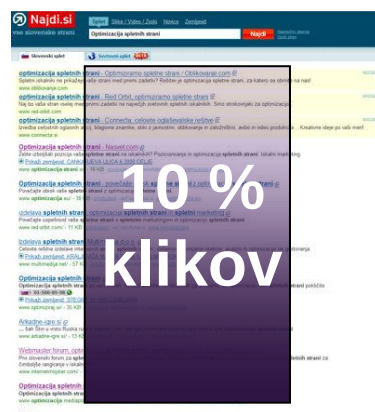
Vaš čas je lahko prikazan tukaj »

Sponzorirane
povezaveOrganski
rezultati iskanj

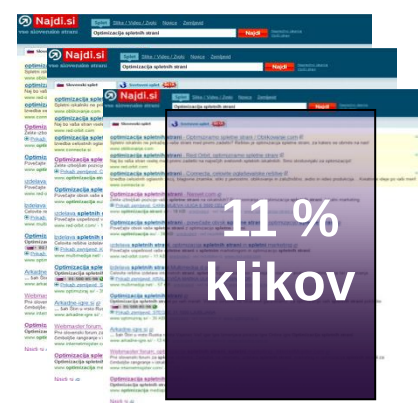
- večino **prometa** dobijo spletne strani od iskalnikov
- **80% uporabnikov** pregleda največ prvih 10 zadetkov na iskalnikih
- **stroškovno učinkovito** oglaševanje
- Kaj se zgodi če podjetje ni prisotno med vrhnjimi rezultati na strani rezultatov iskanj?



1.stran



2.stran



ostale strani

Porazdelitev klikov na Googlovi SERP

Where Advertisers Appear

24% top



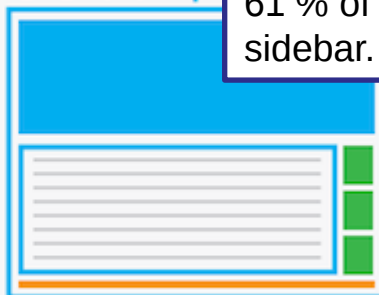
61%
right

15% bottom

Share of paid listings

Where Consumers Click

85% top



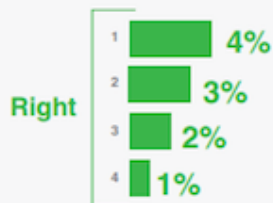
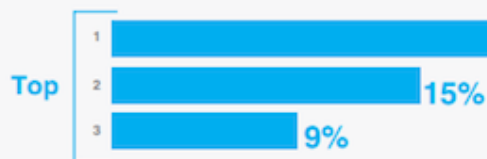
13%
right

2% bottom

61 % of paid search ads are displayed in the right sidebar. These ads get just 13 % of the clicks.

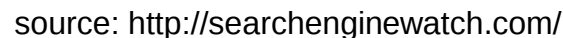
research from Compete.com
source: <http://searchenginewatch.com/>

Distribution of Paid Clicks by Position and Rank



STUDIO MODERNA

In search marketing, the difference between a 1st and 2nd place listing can be huge



 Web Images Videos News Maps more »		% of Clicks	% Time Spent
something Search Advanced Search Extensions			
Web Results 1 - 16 of about 1,050,000,000 for something [define] 0.60 seconds			
Something something www.something.com/">www.something.com/ - Web - Cached - Google books		56.36	28.43
"Something" the movie October 27, 2005 New casting news - Here we made today choose who, who, Clark (Audrey) will be in The Cat in the Hat's Pajamas this weekend ... www.somethingmovie.net/115/Clark.html">www.somethingmovie.net/115/Clark.html		13.45	25.08
Co-Something Forum Encourages young people to learn that our world for making a difference in their community and provides them with the resources and support needed. www.something.org/">www.something.org/ - Web - Cached - Google books		9.82	14.72
Something Italy.org Eating Disorders - Anorexia, Bulimia, Binge Eating Disorder, Compulsive Overeating, Eating Disorder symptoms, signs and symptoms, physical dangers ... www.somethingitaly.org/">www.somethingitaly.org/ - Web - Cached - Google books		4.00	8.70
www.something.co.uk We really glad as we started the run and pushed myself pretty hard, something related to the jog track was, as we were walking back to the centre to go ... www.something.co.uk/2010-02-20/10-02-20/10-02-20/10-02-20/">www.something.co.uk/2010-02-20/10-02-20/10-02-20/10-02-20/		4.73	6.02
"Something" Wikipedia, the free encyclopedia "Something" was the first song written by George Harrison to appear on the ... "Something" was the only Harrison composition to top the American charts ... en.wikipedia.org/wiki/Something_(The_Beatles_song)">en.wikipedia.org/wiki/Something_(The_Beatles_song)		3.27	4.01
"Something" Wikipedia, the free encyclopedia "Something" was the first song written by George Harrison to appear on the ... Initially based on a James Taylor song entitled "Something in the Way She ... en.wikipedia.org/wiki/Something_(George_Harrison_song)">en.wikipedia.org/wiki/Something_(George_Harrison_song)		0.36	3.01
Something Word Video Something in reproduction and acceptance flows from the 30's through the 70's on VHS and DVD www.somethingword.com/">www.somethingword.com/ - Web - Cached - Google books		2.91	3.68
Something Company Official Site About site, brand profile, multimedia, your dates, merchandise, and mailing list. www.somethingcompany.com/">www.somethingcompany.com/ - Web - Cached - Google books		1.45	3.01
"Something" Italy "Something" the movie "Something" the movie		2.55	2.34

Porazdelitev klikov na Googlovi SERP

The image shows a Google search results page for the query "evansville website hosting". The search bar at the top shows the query and a search button. Below the search bar, there are tabs for "Web", "Images", "Maps", "Shopping", "More", and "Search tools". The results are divided into two main sections: "Paid Search Results" and "Organic Search Results".

Paid Search Results

Ads related to **evansville website hosting** ⓘ

Go Daddy \$1 Hosting Sale - Free Domain, Setup, 24/7 Support
www.godaddy.com/Hosting ▼
Reliable & Secure, Uptime Guarantee

Dedicated Servers	\$0.99 Domain Sale
Managed Hosting	\$1 Website Builder

2013's Best 10 Web Hosts - Consumer-Rankings.com
www.consumer-rankings.com/Hosting ▼
★★★★★ 69 reviews for consumer-rankings.com
Best 10 Web Hosting Rankings. Compare Packages from \$1.99/m!
Consumer Rankings has 122 followers on Google+
#1 Web Hosting Service - #2 Best Value Web Host - #3 Low Cost Web Host

Rackspace Web Hosting - Managed Website Hosting Solutions
www.rackspace.com/Hosting ▼
Ultimate Control & Expert Support.
Cloud Files - Cloud Servers - Scalable Servers From \$17/Month - Order Now

Best Website Hosting Deal
www.networksolutions.com/Hosting ▼
Only \$0.99 for Unlimited Hosting w/ Network Solutions. Sign Up Today!
Network Solutions has 580 followers on Google+

1&1 Cheap Web Hosting
www.1and1.com/Hosting ▼
Get Hosting for as Low as \$0.99/Mo. Everything You Need to Get Started!

Web.com® Web Hosting
www.web.com/WebHosting ▼
10,000+ Templates for Your Website. Free Domain & Hosting. Start Now!

Free Website For Business
www.gybo.com/indiana ▼
Free Websites For Small Businesses From Google. Set it Up in Few Steps

Best 10 Web Hosting 2013
www.top10bestwebsitehosting.com/ ▼
★★★★★ 54 seller reviews
Compare the Best 10 Web Hosts . Get the Best Web Hosting Deals!
Top 10 Best Website Hosting has 630 followers on Google+

EarthLink Cloud Server
www.earthlinkbusiness.com/it-services ▼

Organic Search Results

Evansville Website Hosting - Lieberman Technologies
www.ltnow.com > Hosting Services ▼
Lieberman Technologies, in Evansville, IN, is a locally owned and operated company providing business class website hosting solutions to companies of ...
You +1'd this

Lieberman Technologies - Evansville, Indiana
www.ltnow.com/ ▼
Evansville, IN based Lieberman Technologies provides IT as a Service to help our clients keep their technology ... There is a better way to do website hosting.
Dave Huffman, Ken Lawson, Brad Kemp and one other person +1'd this

Porazdelitev klikov na Googlovi SERP

STUDIO
MODERNA



cms software



Search

About 242,000,000 results (0.29 seconds)

Web

Images

Maps

Videos

News

Shopping

Applications

More

United States

Change location

Show search tools

Ads related to cms software ⓘ

[Laserfiche CMS Software | laserfiche.com](#)

[www.laserfiche.com/ECMInfoPack](#)

Get Your Free ECM Info Pack For **Content Management** Solutions!

ECM Info Pack - InfoTech Analyst Report - ECM Demo

[Top Rated CMS Solution - Best-in-Class CMSs Compared.](#)

[www.adobe.com/ContentManagement](#)

Free Forrester Report Download Now!

39 people in United States +1'd Adobe

Cloud Manager - Managing for Mobile - Web Content Management

[Content Mgmt Software - Manage Your Content In The Cloud.](#)

[www.huddle.com](#)

Try Our Interactive Demo Today!

Features - Pricing - Case Studies - Videos

[Content Management System Software Review 2012 | Best CMS ...](#)

[cms-software-review.tiptonreviews.com/](#)

Which **CMS software** is right for you? Take a few seconds and easily compare several top rated content management programs with a side-by-side feature ...

Learning Center - ExpressionEngine - eZ Publish - Vivvo CMS

[List of content management systems - Wikipedia, the free ...](#)

[en.wikipedia.org/wiki/List_of_content_management_systems](#)

Jump to [Proprietary software](#). This section lists proprietary **software** to be installed and managed on your supplied server. This section includes free ...

Ads ⓘ

[Sitecore CMS](#)

[www.mindshift.com/](#)

Control your website without programming expertise

[Brightcove CMS](#)

[www.brightcove.com/CMSintegration](#)

(877) 213-2521

Learn today why our video hosting solution works well with your **CMS**!

[Enterprise CMS](#)

[www.exoplatform.com/eXoPlatform35](#)

Pro Web **Content Management**

Download eXo Platform 3.5

[Document Archiving Software](#)

[www.filebound.com/Document_Mgmt](#)

Combines Both Workflow Process & Document Management Solutions

[Top 10 CMS Software](#)

[www.technologyevaluation.com/CMS](#)

Get Free **Content Management**

System Evaluation and Comparison

[Sitefinity ASP.NET CMS](#)

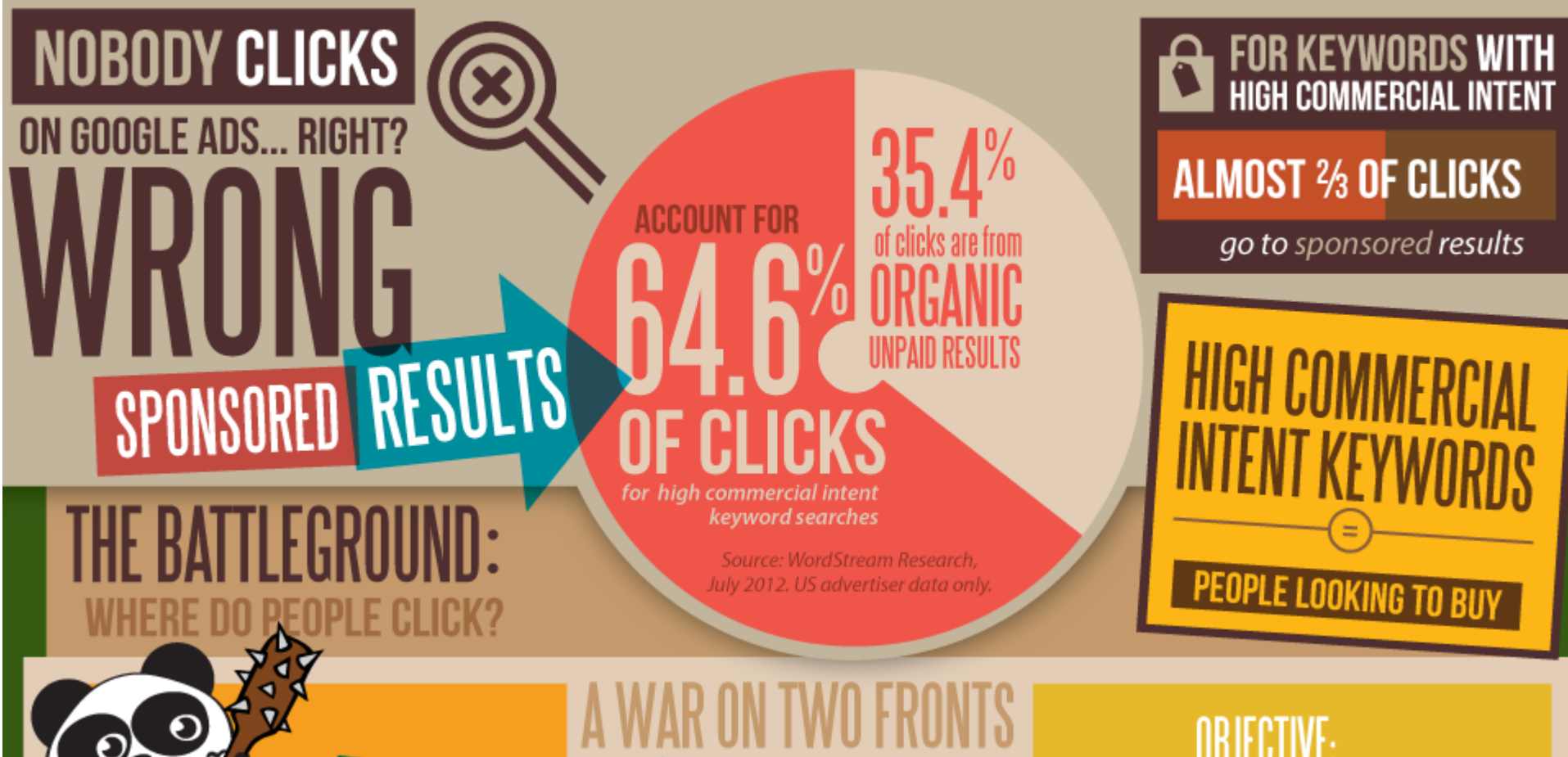
[www.sitefinity.com/](#)

Manage your entire web presence

Only 18% of Clicks Go Here

Porazdelitev klikov na Googlovi SERP

STUDIO
MODERNA



	Sponzorirane povezave	Optimizacija spletnih strani
Odzivnost	Praktično takojšnja vzpostavitev in takojšnji rezultat.	Dolgotrajen proces. Na vidnejše rezultate je potrebno čakati v povprečju vsak nekaj tednov, včasih celo nekaj mesecev.
Težavnost	Vzpostavitev ne zahteva posebnega znanja.	Potrebno specializirano znanje.
Nadzor	Imamo popoln nadzor nad oglaševalsko akcijo.	Uspešnost posameznih aktivnosti procesa optimizacije je zaradi zapletenih algoritmov iskalnikov in dolgotrajnosti postopka zelo težko preverjati .
Stroški	Stroški so odvisni od števila klikov na sponzorirano povezavo in posledično od pripeljanega števila obiskovalcev na spletno stran	Stroški se razlikujejo od projekta do projekta. Določi jih podjetje, ki izvede proces optimizacije.

	Sponzorirane povezave	Optimizacija spletnih strani
Opaznost	Veliko obiskovalcev namenoma ne klika na sponzorirane povezave saj jim ne zaupa z vidika relevantnosti vsebine, ki se skriva za plačljivim oglasom.	Organski rezultati so med uporabniki bolj priljubljeni kot sponzorirane povezave
Konkurenčnost	Lažje konkuriranje na področjih, kjer vlada huda konkurenca.	Težavno pridobivanje pozicij na področjih, kjer vlada huda konkurenca.
Ciljanje	Možnost enostavnega ciljanja tako na lokalnih kot tujih trgih.	Lažje je pridobiti dobre pozicije za zelo specifične , nišne besede .
Merljivost	Učinkovitost akcije se meri s pomočjo kazalnikov kot so CTR, CR in CPO .	Učinkovitost akcije je merjena z doseženimi pozicijami na iskalnikih.

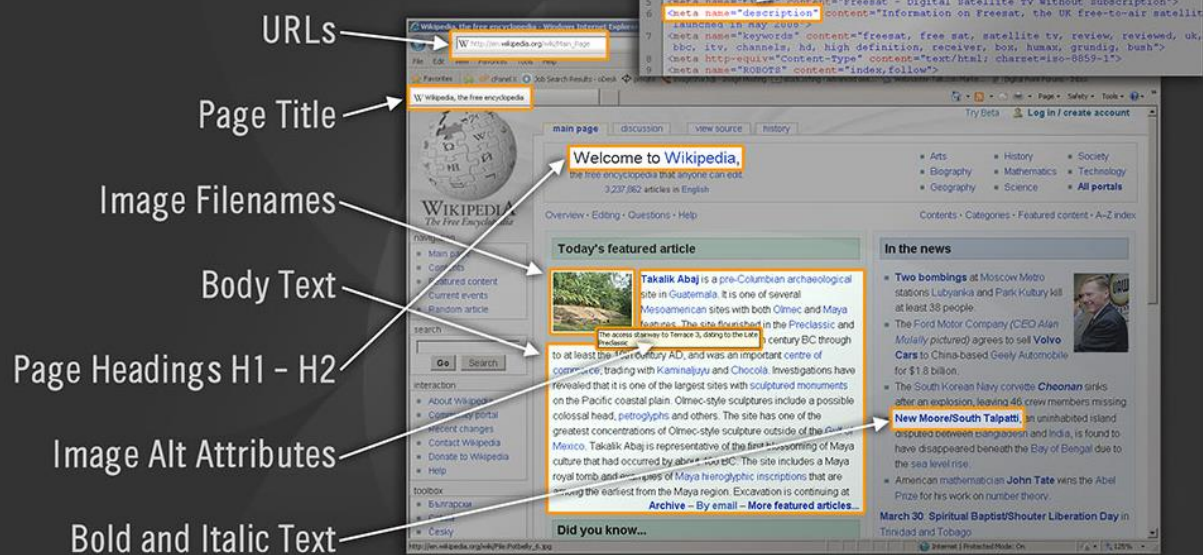
- Izboljšanje pozicij
- Povečati spletni doseg
- Povečati obiskanost in prodajo
- Izriniti konkurente
- Preprečiti posledice rezultatov z negativno vsebino



Kaj vpliva na razvščanje zadetkov?

Page Optimisation

Keyword Use In...



“On-Page” dejavniki (Code & Content)

- Title tags <title>
- Header tags <h1>
- ALT image tags
- vsebina spletnih strani (Body text) <body>
- Meta tags
- imena povezav
- ...

“Off-Page” dejavniki

- Link Popularity (število in kvaliteta povezav → Page Rank)
- Anchor text → besedilo na spletnih povezavah z drugih strani
- starost domene

Izbira ključnih besed je
ključnega pomena
za uspešnost optimizacije

Ključne besede - Keyword Planner



Google AdWords

<https://adwords.google.com>

Home

Campaigns

Opportunities

Tools and Analysis ▾

Billing

My account ▾

Keyword Planner

Plan your next search campaign

What would you like to do?

- ▶ Search for new keyword and ad group ideas
- ▶ Get search volume for a list of keywords or group them into ad groups
- ▶ Get traffic estimates for a list of keywords
- ▶ Multiply keyword lists to get new keyword ideas

Keyword Planner Tips

Find new keywords related to a phrase, website, or category

campaign? Try Display Planner

anner

anner is different from Keyword Tool

Ključne besede - Keyword Planner



Google AdWords

Home Campaigns Opportunities Tools and Analysis ▼ Billing My account ▼

Keyword Planner

Add ideas to your plan

Your product or service

prevajanje, prevodi, prevajalska agencija

Get ideas

Modify search

Targeting ?

Slovenia

Slovenian

Google

Negative keywords

Customize your search ?

Keyword filters

Avg. monthly searches ≥ 0

Suggested bid $\geq \text{€}0.00$

Ad impr. share $\geq 0\%$

Keyword options

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Include/Exclude

Ad group ideas

Keyword ideas

[Exact match traffic]

Download

Add all (188)

Search terms

prevajanje

prevodi

prevajalska agencija

Avg.
monthly
searches ?

Competition ?

Suggested bid
?

Ad impr. share
?

Add to plan

2,900

High

€1.22

0%

»

1,000

Medium

€0.52

0%

»

390

High

€0.99

0%

»

1 - 3 of 3 keywords

<

>

Keyword (by relevance)

slovar

prevod

pons prevajalnik

prevajalnik pons

prevajalstvo

ang slo slovar

lektoriranje

slovensko italijanski slovar

Avg. monthly
searches ?

Competition ?

Suggested bid
?

Ad impr. share
?

Add to plan

14,800

Low

€0.52

0%

»

2,900

Low

€0.47

0%

»

2,900

Low

€0.45

0%

»

2,400

Low

€0.42

0%

»

1,300

Low

€1.04

0%

»

1,300

Low

-

0%

»

<https://adwords.google.com>

- preverite popularnosti posameznih iskalnih poizvedb oz. ključnih besed
- primer “low fares” ali “cheap flights”?

The screenshot displays the Ryanair website interface. At the top, there's a navigation bar with links like 'TRAVEL QUESTIONS', 'DESTINATIONS', 'NEWS', 'ABOUT US', and a search bar set to 'Great Britain (English)'. Below this is a secondary navigation bar with categories like 'HOME', 'HOTELS', 'CHEAP CAR HIRE', 'HOSTEL WORLD', 'TOURS & ACTIVITIES', 'TRAVEL GUIDES', 'TRAVEL INSURANCE', 'REASONS TO TRAVEL', 'RYANAIR CASINO', and 'AIRPORT TRANSFER'.

The main content area is divided into several sections:

- ONLINE CHECK-IN**: A sidebar on the left with a search form for flights, including fields for 'Departing from', 'Going to', 'Return/One Way', 'Depart Date', 'Return Date', and 'Number of Passengers' (Adults, Children, Infants). It includes a 'BOOK CHEAP FLIGHTS' button and a 'REGISTER FOR OFFERS' link.
- 250,000 SEATS FREE**: A large central banner with the text 'NO TAXES · NO FEES · NO CHARGES'.
- FREE SEAT AVAILABILITY**: A section below the banner listing destinations and fares. It includes a table with columns for 'From LONDON (STANSTED)' and 'From EAST MIDLANDS', listing cities like Oslo, Seville, Stockholm, Trieste, Valencia, Valladolid, Venice, Wrocław, Zadar, and Zaragoza, along with their respective fares (mostly free).
- Hotel Deals**: A sidebar on the right showing deals for Rome (£21), London (£22), Barcelona (£17), and Paris (£21), with a 'Book now' button.
- Cheap Car Hire**: A section showing '2 FREE DAYS' with the Hertz logo.
- Today's Jackpot**: A section showing a prize of £90,305.92.
- Travel Deals**: A sidebar on the right with a grid of icons for various services like Car Hire, Hotel Deals, Credit Card, Airport Coach, B&B's, Tours & Activities, Airport Parking, Ryanair Bingo, Travel Guides, Stansted Express, Golf in Ireland, Travel Insurance, Discover Europe, Buy as you Fly, Activity Breaks, and Gift Vouchers.
- Special Offer**: A vertical banner on the far right advertising a 'SUMMER HOTEL SUPER SALE' with a 'Book now' button.

Keyword Selector Tool

Not sure what search terms to bid on?

Enter a term related to your site and we will show you:

- ◆ Related searches that include your term
- ◆ Estimated number of times that term was searched on last month

Get suggestions for: (may take up to 30 seconds)



Note: All suggested search terms are subject to our standard editorial review process.

Searches done in August 2006

Count	Search Term
3729	<u>low fare</u>
2200	low fare airline
757	low fare flight
739	low fare airline ticket
339	low cost air fare
326	low fare air ticket

Keyword Selector Tool

Not sure what search terms to bid on?

Enter a term related to your site and we will show you:

- ◆ Related searches that include your term
- ◆ Estimated number of times that term was searched on last month

Get suggestions for: (may take up to 30 seconds)



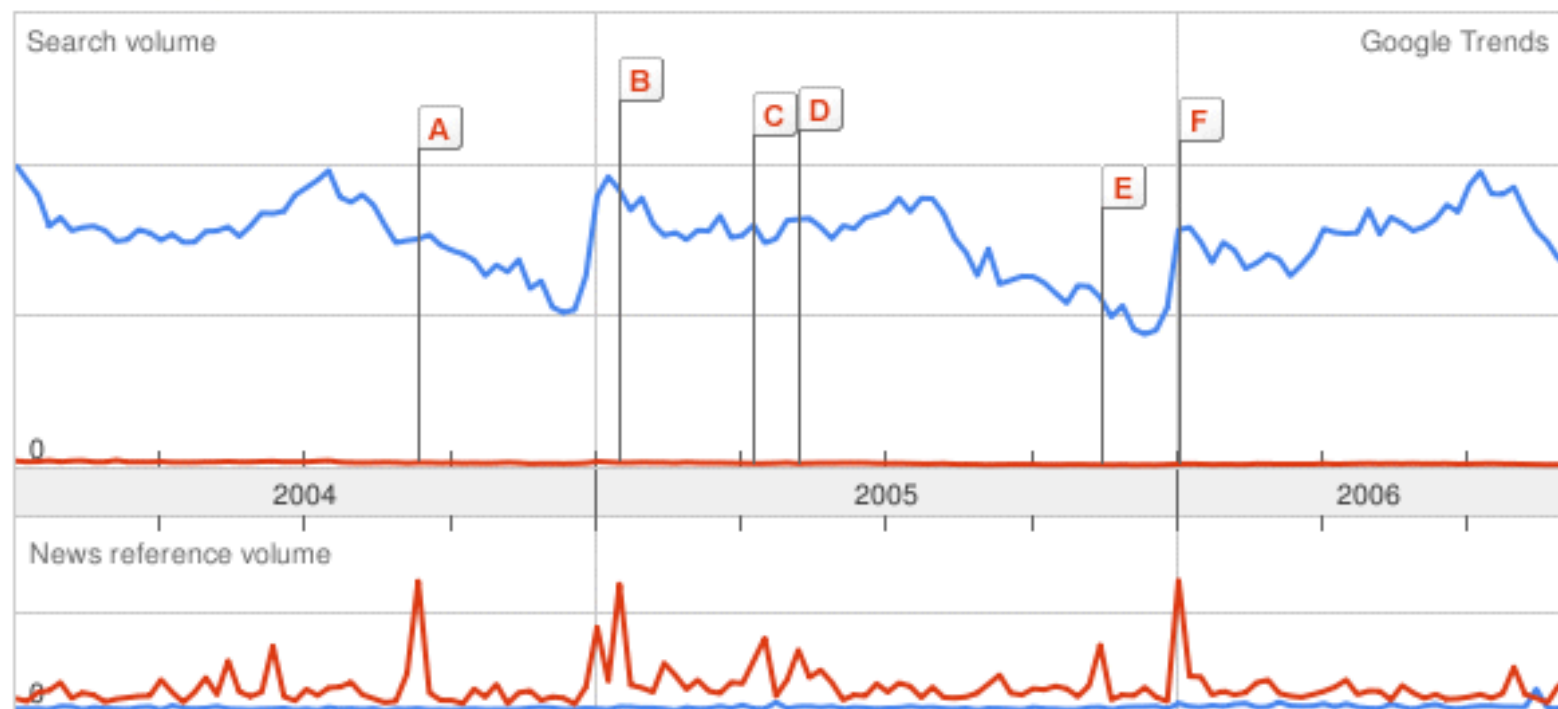
Note: All suggested search terms are subject to our standard editorial review process.

Searches done in August 2006

Count	Search Term
220843	<u>cheap flight</u>
13223	cheap flight ticket
9386	cheap international flight
9115	cheap flight to europe
8768	cheap air flight
7290	cheap airline flight

Ključne besede

● cheap flights ● low fares



Vključite ključne besede v:

- navigacijo
- imena direktorijev
- imena datotek
- notranje povezave
- zunanje povezave
- imena slik
- title tags
- heading tags
- meta tags
- vsebino

The screenshot shows a web browser window with the URL http://www.inetia.com/registracija_domen.php. The page is for domain registration on inetia.com. The main content area features a table of prices for .com, .net, and .org domains. The right sidebar contains promotional text about domain registration and a search form.

Cena registracije .com, .net, ali .org domene	
za obdobje enega (1) leta	4.000,00 SIT
za obdobje dveh (2) let	7.000,00 SIT
za obdobje petih (5) let	16.000,00 SIT
za obdobje desetih (10) let	30.000,00 SIT
DDV ni vključen v ceno	

Cena podaljšanja .com, .net, ali .org domene	
za obdobje enega (1) leta	4.000,00 SIT
DDV ni vključen v ceno	

Cena podaljšanja/registracije .biz ali .info domene	
za obdobje dveh (2) let	8.000,00 SIT
DDV ni vključen v ceno	

Cena podaljšanja/registracije .cc ali .tv domene	
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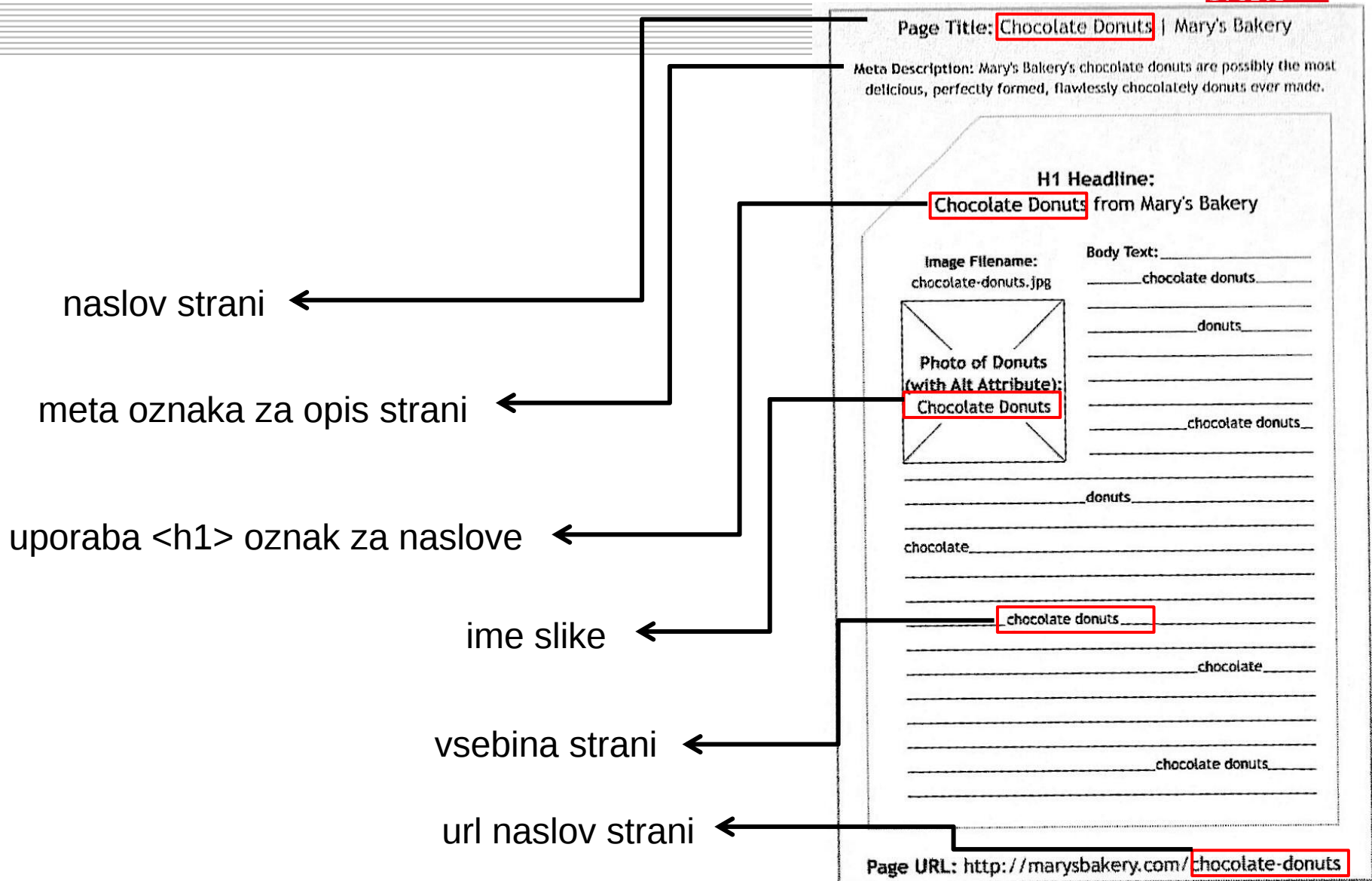
VSEBINA SPLETNE STRANI



- vsebina mora vsebovati ključne besede
- vsebina mora biti razumljiva, berljiva in marketinško naravnana
- ravnotežje med privlačnostjo teksta in uporabo ključnih besed
- pomembno je kje znotraj vsebine se pojavljajo ključne besede
- gostota ključnih besed (ang. keyword density)

Vsebina spletne strani

STUDIO



Domov

Dejavnosti&Storitve

Partnerji&Reference

Skupina Futuring

Kontakti&Povpraševanje

Kariera

Bodite „spremenjeni“

cool!

Vstopili ste v svet domišljije in kreativnih idej



Dejavnosti&Storitve

Grafično oblikovanje

Oblikovanje katalogov in prospektov

Oblikovanje letakov

Oblikovanje revij in časopisov

Oblikovanje celostne podobe (CGP)

Izdelava spletne strani

Marketing

Tisk

→ Grafično oblikovanje

Grafično oblikovanje je pomembna komponenta vizualnih komunikacij. Pomen grafičnega oblikovanja je preko likovnih oblik, profesionalnih fotografij in tekstovnih vsebin komunicirati z vašimi stalnimi ali bodočimi strankami.

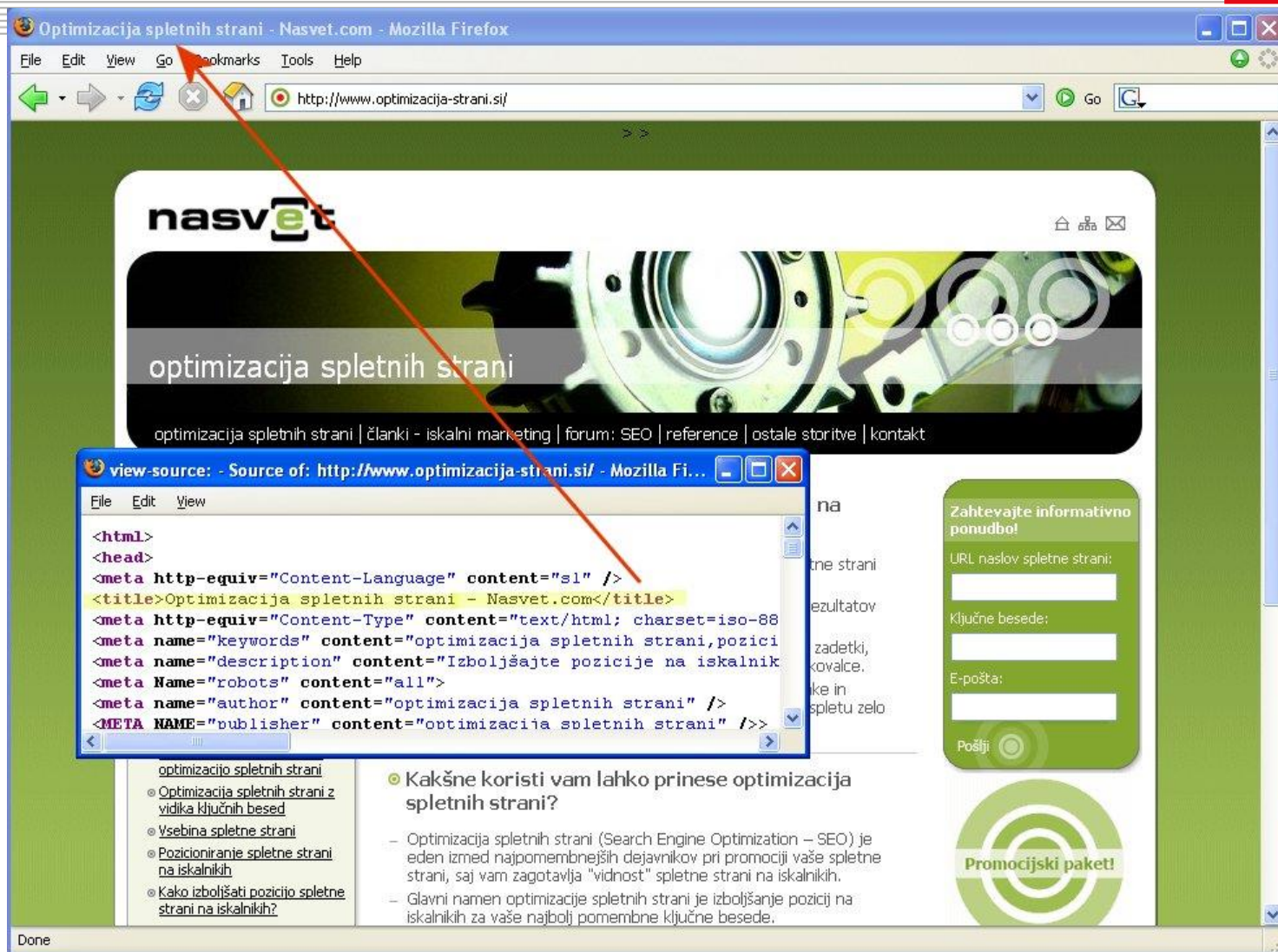
Ali potrebujete **grafično oblikovanje** izpod miške profesionalcev?

Morda imate najboljše izdelke na svetu, morda imate najboljše storitve, boljše od vaše konkurence, vendar če stranki tega ne poveste in pokažete in če stranka sploh ne izve za vas, se ne morete dokazati. Potrebujete profesionalno **grafično oblikovanje** za vaše podjetje?

Zakaj potrebujete profesionalno **grafično oblikovanje**?

V našem podjetju vam nudimo **grafično oblikovanje** izpod mišk profesionalcev. Z sodobnimi prijemi grafičnega oblikovanja bomo vaše izdelke pripeljali do sodobnih in kreativnih oblik, ki bodo za uporabnike zelo privlačne.

Naslov strani (ang. Title Tag)



Optimizacija spletnih strani - Nasvet.com - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://www.optimizacija-strani.si/

nasvet

optimizacija spletnih strani

optimizacija spletnih strani | članki - iskalni marketing | forum: SEO | reference | ostale storitve | kontakt

view-source: - Source of: http://www.optimizacija-strani.si/ - Mozilla Fi...

File Edit View

```
<html>
<head>
<meta http-equiv="Content-Language" content="sl" />
<title>Optimizacija spletnih strani - Nasvet.com</title>
<meta http-equiv="Content-Type" content="text/html; charset=iso-88
<meta name="keywords" content="optimizacija spletnih strani, pozici
<meta name="description" content="Izboljšajte pozicije na iskalnik
<meta Name="robots" content="all">
<meta name="author" content="optimizacija spletnih strani" />
<META NAME="publisher" content="optimizacija spletnih strani" />>
```

na

ne strani

ezultatov

zadetki,

kovalce.

ke in

spletu zelo

Zahtevajte informativno ponudbo!

URL naslov spletne strani:

Ključne besede:

E-pošta:

Pošlji

Promocijski paket!

optimizacijo spletnih strani

- Optimizacija spletnih strani z vidika ključnih besed
- Vsebina spletne strani
- Pozicioniranje spletne strani na iskalnikih
- Kako izboljšati pozicijo spletne strani na iskalnikih?

Kakšne koristi vam lahko prinese optimizacija spletnih strani?

- Optimizacija spletnih strani (Search Engine Optimization – SEO) je eden izmed najpomembnejših dejavnikov pri promociji vaše spletne strani, saj vam zagotavlja "vidnost" spletne strani na iskalnikih.
- Glavni namen optimizacije spletnih strani je izboljšanje pozicij na iskalnikih za vaše najbolj pomembne ključne besede.

Done

- vključite ključne besede
- opisi si naj sledijo od specifičnega proti splošnemu
 pravilno: "Optimizacija spletnih strani – Nasvet.com"
 nepravilno: "Nasvet.com - optimizacija spletnih strani"
- vsaka podstran naj ima svoj naslov
- priporočljiva dolžina **60 znakov**

1. Primer

<http://www.matson.si>

2. Primer

Oglejte si izbor pisarniškega pohištva na naslovu

<http://www.matson.si>.

3. Primer

[Pisarniško pohištvo](#) izdelamo po meri. 12 mesečna garancija.



'pisarniško pohištvo' je povezava s ključno besedo, ki vodi do spletne strani

Google algorithm update

Penguin

22.5.2014

Google™ Penguin



- Link Schemes
- Keyword Stuffing
- Over Optimization
- Unnatural Links

- Nikar **ne uporabljajte istega teksta** na povezavah, ker to ni naravno!
- Imejte raznolike povezave
- Uporabite:
 - Ključno besedo (pisarniško pohištvo)
 - Sopomenke, variacije ključne besede (pisarniška oprema, pisarniški stol)
 - Klikni tukaj, klikni za več informacij
 - Ime podjetja
 - Ime branda
 - www.domena.com

- uporabite notranje povezave kjerkoli je to smiselno (povezava naj vodi na vsebinsko sorodno vsebino)

The image shows a screenshot of the multiLingual website, illustrating internal linking. A red arrow points from the text 'Uradne dokumente in pravne listine morajo biti ustrezno prevedene' in the 'Potrebujete sodni prevod?' section to the 'Sodni prevodi' section.

multiLingual
Vaš prevajalski partner

Reference | Kontakt | Sodelovanje | FAQ | Zgradba strani

+386 (0)40 817 820

Domov | O podjetju | Prevajanje | Sodni prevodi | Lektoriranje | Tolmačenje | Cenik | Članki | Povpraševanje

Potrebujete sodni prevod?

Prišli ste na pravi naslov. V prevajalski agenciji **MultiLingual** sodelujemo s **sodnimi oz. uradnimi tolmači**, ki kakovostno in zanesljivo prevedejo pravne dokumente ali tolmačijo na sodnih obravnavah. Vsak izmed njih je specializiran za enega ali več svetovnih jezikov in v skladu s tem tudi za pravno terminologijo, ki je značilna za posamezen jezik.

Sodni prevodi uradnih dokumentov

Sodni prevodi dokumentov in pomembnih pravnih listin so prevodi, ki jih lahko opravijo le prevajalci, ki jih je imenovalo **Ministrstvo za pravosodje in javno upravo Republike Slovenije**. Ministrstvo sodnega tolmača imenuje po postopku za imenovanje sodnih tolmačev, ki je v skladu z Zakonom o sodiščih, pravilnikom o sodnih tolmačih in zakonskimi pravili.

Uradne dokumente in pravne listine morajo biti ustrezno prevedene

Vsi uradni dokumenti, s katerimi razpolagamo v drugi državi, bodisi gre za osebne dokumente, dokumente podjetja ali dokumente iz različnih pravnih in drugih postopkov, mora prevesti uradni

Povpraševanje
Pošljite nam dokument in izdelali bomo informativno ponudbo!

Dokument No file selected

Prevod v

E-mail

Sodni prevodi

Sodni prevodi - hitro, učinkovito in ugodno

Sodni prevodi so namenjeni urejanju pravnih razmerij s tujino, kot so npr.:

- registracija podjetja
- izkazovanje poslovnih rezultatov v tujini
- urejanje državljanstva
- urejanje delovnega dovoljenja
- vpis na študij na tujo univerzo
- drugo

Povpraševanje
Pošljite nam dokument in izdelali bomo informativno ponudbo!

Dokument No file selected

Prevod v

E-mail

pošlji »

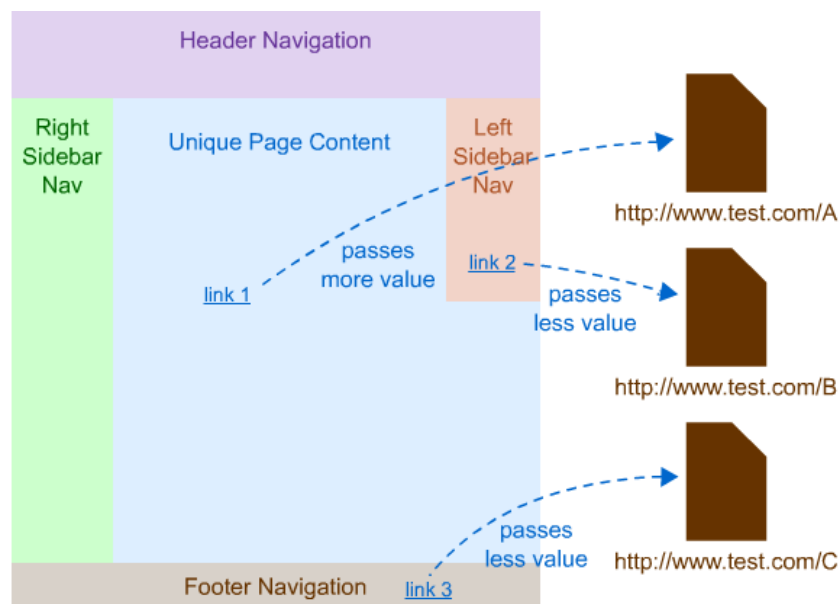
Naročila 24 ur na dan info@multilingual.si

Hitri prevodi **do 5 strani se isti dan**

Ugodni prevodi **že od 16,70 €/stran**

Uporabni nasveti

- pomembno je iz kakšnih strani prihajajo povezave
- relevantnost vsebine
- pomembno je kje na strani se nahaja povezava
- tekst na povezavi (ang. anchor text)
- Page Rank (PR) ima velik vpliv



Orodja za spletne skrbnike

mL www.multilingual.si

Pomoč



Nadzorna plošča spletnega mesta

Sporočila o spletnem mestu

▼ Prikazovanje pri iskalnih poizvedbah

Strukturirani podatki

Označevalnik podatkov

Izboljšave HTML-ja

Povezave na spletna mesta

► Promet iz iskalnega omrežja

► Googlov indeks

► Iskanje po vsebini

Varnostne težave

Drugi viri

► Laboratorij

Izboljšave HTML-ja



Podvojene oznake naslova

Naslov daje uporabnikom in iskalnikom uporabne informacije o vašem spletnem mestu. Besedilo v naslovnih oznakah se lahko prikaže na straneh z rezultati iskanj in verjetneje je, da bo kdo kliknil ustrezno opisno besedilo.

Prenesi to tabelo

Prikaži

Št. vrstic: 25

1–9 od 9



Strani s podvojenimi oznakami naslova

Strani

▼ Tolmačenje | MultiLingual

 [/sl/storitve/tolmacenje](#)

2

 [/sl/tolmacenje](#)

▼ Prevajanje strokovnih besedil | MultiLingual

 [/it/prevajanje-strokovnih-besedil](#)

2

 [/sl/prevajanje-strokovnih-besedil](#)

▼ MultiLingual | Prevajanje, tolmačenje, sodni prevodi, lektoriranje

 [/](#)

3

 [/en](#) [/it](#)► [Translation | MultiLingual](#)

2

► [Sodni prevodi | MultiLingual](#)

2

► [Članki in uporabni nasveti | MultiLingual](#)

2

► [FAQ | MultiLingual](#)

2

www.google.com/webmasters/tools/

2

4

1–9 od 9



Hvala za pozornost!

Vprašanja?