



# 10 sfaturi legate de construcția unui website SEO-friendly

Olivian BREDA, 2010.07.24, Orange Concept Store, 14 slide-uri

# 1. Folosește cuvinte cheie în tag-ul Title



## 2. Adaugă cuvinte cheie în tagul H1

```
Source of: http://www.skittles.com/default.htm?mm=08&dd=21&yy=1975&terms=on&x=51&y=16

<a href="/default.htm">Home</a>
<a href="/products.htm">Products</a>
<a href="/videos.htm">videos</a>
<a href="/pics.htm">pics</a>
<a href="/chatter.htm">chatter</a>
<a href="/friends.htm">friends</a>
<a href="/contact.htm">contact</a>
<a href="/site-map.htm">Site map</a>

<h1>Skittles.com is home to everywhere you already are. Yes, it sounds strange, but it's true. See our
Facebook, Wikipedia, YouTube, Twitter and Flickr pages all through our website. You can always get information on the
products you love like Original Fruit Flavor Skittles, Skittles Crazy Cores, Skittles Sour, Skittles Tropical and
Skittles Wild Berry. You can also watch the tv commercials that everyone loves on the Skittles YouTube Page or see
original artwork on the Flickr page.</h1>
</div>
<div id="layer2">
  <iframe id="blankfrm" name="blankfrm" src="blank.htm" width="100%" height="100%" frameborder="0"
allowtransparency="true" scrolling="no" ></iframe>
</div>
<div id="ageVerification">
  <div id="ageBox">
    <div style="line-height:0px;"></div>
    <div class="ageBoxMiddle">
      <div></div>
      <div id="ageForm">
        <form name="Bdate" action="" onsubmit="return checkAge();">
          <p>Hold your horses. Before you can check out Skittles.com, you've gotta tell
us your age. So spill it:</p>
          <div class="date">
            <input id="mm" name="mm" type="text" value="MM" onfocus="if (value ==
'MM') {value = ''}" onblur="if (value == '') {value = 'MM'}" />
            <input id="dd" name="dd" type="text" value="DD" onfocus="if (value ==
'DD') {value = ''}" onblur="if (value == '') {value = 'DD'}" />
            <input name="yy" id="yy" type="text" value="YYYY" onfocus="if (value
== 'YYYY') {value = ''}" onblur="if (value == '') {value = 'YYYY'}" />
          </div>
        </form>
      </div>
    </div>
  </div>
</div>
```

3. Primul link către o pagină din site să  
conțină cuvinte cheie targetate

**LINKING**

**IS NOT A CRIME**



4. URL-ul paginii să conțină cuvinte cheie

Marketing Over Coffee Mar... x



<http://www.marketingovercoffee.com/about/>

## 5. Folosește URL-uri fără parametri

## 6. Pune ALT text pentru imagini

Yes  
 No

Keep this episode on the Program

**Image:**

**B** **I** **U** |

⌂ ⌂ ⌂ ⌂ | 📷 📄

Path: p

Upload a new image or select an image from your computer

→ Input format

**Short Description:**

**B** **I** **U** |


⌂ ⌂ ⌂ ⌂ | 📷 📄

**Add image**

http://sswebdev01.wgbh.org/pjohnson/sites/all/modules/tinymce/tinymce/jscryp

Properties: Change how the image is displayed. Start Over

---

 **Masterpiece Mystery Lewis**

Title (optional):  
Masterpiece Mystery Lewis

Description (optional):

Size: (orig 91x91, max 640x640) Preview

Alignment: left

Link: Not a link

Insert mode: HTML Code

Insert Cancel

Done



8. Creează o structură ierarhică a informației (pe niveluri, cu pagini interconectate)



# 9. Serverul să aibă uptime cât mai mare




10. Viteza de încărcare a paginilor site-ului să fie mare

**SPEEDTEST.NET**

9/14/2009


3:42 PM GMT

DOWNLOAD

 **67.73** Mb/s

UPLOAD

 **31.03** Mb/s

 PING **8** ms

ISP:

WiLine Networks

★★★★★ 3.6/5

SERVER:

San Francisco, CA

DISTANCE: < **50** mi

Copy Forum  
Link

Copy Direct  
Link

# Surse imagini

Punctul 1:

<http://www.flickr.com/photos/cambodia4kidsorg/260004685/>

<http://creativecommons.org/licenses/by/2.0/deed.ro>

Punctul 2:

<http://www.flickr.com/photos/kegill/3328559667/>

<http://creativecommons.org/licenses/by-nc-sa/2.0/deed.ro>

Punctul 3:

<http://www.flickr.com/photos/ross/358692239/sizes/o/>

<http://creativecommons.org/licenses/by-nc/2.0/deed.ro>

Punctul 4:

<http://www.flickr.com/photos/financialaidpodcast/2821827019/>

<http://creativecommons.org/licenses/by-nc-nd/2.0/deed.ro>

Punctul 5:

<http://www.flickr.com/photos/factoryjoe/2936346985/>

<http://creativecommons.org/licenses/by-nc-sa/2.0/deed.ro>

# Surse imaginii

Punctul 6:

[http://www.flickr.com/photos/wgbh\\_devblog/2596125318/](http://www.flickr.com/photos/wgbh_devblog/2596125318/)

<http://creativecommons.org/licenses/by-nc-sa/2.0/deed.ro>

Punctul 7:

<http://www.flickr.com/photos/jason-morrison/2150499966/>

<http://creativecommons.org/licenses/by-nc/2.0/deed.ro>

Punctul 8:

<http://www.flickr.com/photos/museumwales/2218785762/>

<http://creativecommons.org/licenses/by-nc-sa/2.0/deed.ro>

Punctul 9:

<http://www.flickr.com/photos/mayhem/2939259129/>

<http://creativecommons.org/licenses/by-nc-sa/2.0/deed.ro>

Punctul 10:

<http://www.flickr.com/photos/revolute/3919281623/>

<http://creativecommons.org/licenses/by-nc-sa/2.0/deed.ro>

# Vă mulțumesc!

Olivian BREDA

[olivian@getseoideas.com](mailto:olivian@getseoideas.com)

0743-41.00.26

<http://getresultnow.com/>

[http://twitter.com/Olivian\\_BREDA](http://twitter.com/Olivian_BREDA)

Sursa: <http://www.seomoz.org/article/search-ranking-factors>