



CLASE 02

Optimización del sitio web para los motores de búsqueda

Profesora: Dee Dee de Kenessey

1

¿QUE ES LA
OPTIMIZACION EN LOS
MOTORES DE
BUSQUEDA?

¿QUE ES OPTIMIZACION EN LOS MOTORES DE BUSQUEDA (SEO)?

SEO es el proceso de mejora del sitio web para atraer a más visitantes desde los motores de búsqueda

Metodología Inbound



Metodología Inbound





¿Cómo lo harías para encontrar la manera de **instalar una clavija de 3 puntas?**

Los motores de
búsqueda necesitan
encontrar las
respuestas más
**relevantes, útiles y
fiables**

Ellos envían “arañas” para rastrear a
través de la web en búsqueda del
contenido



Google kitchen light paint colors

Web Images Shopping Videos News More Search tools

About 64,600,000 results (0.56 seconds)

BEHR Premium Paint Colors - BEHR.com
www.behr.com/InteriorColorGallery
 4.5 ★★★★★ rating for behr.com
 BEHR Ultra Paint & Primer in One. Browse the Unique Colors Today!
 2015 Color Trend Guide Exterior Paint & Primers
 Interior Paint & Primers ColorSmart by Behr®

Images for kitchen light paint colors Report images



More images for kitchen light paint colors

Popular Kitchen Paint and Cabinet Colors - Colorful Kitch...
www.housebeautiful.com/.../kitchens/.../colorful-kitchens
 At House Beautiful, we love color and we love kitchens, so here are some of our ... Try adding a dose of light — or bright — color to liven up your favorite room.

Light Oak Cabinets And Paint Color Kitchen Design Ideas ...
www.houzz.com > All Rooms > Kitchen Photos > Houzz >
 "Love the paint color on walls in kitchen and surrounding rooms. Anyone ... "Both Maxim Lighting and ET2 lighting have a HUGE selection of xenon". "what is the ..."

Light Paint Colors Kitchen Design Ideas, Pictures, Remode...
www.houzz.com > All Rooms > Kitchen Photos > Houzz >
 "Paint colors. Cabinets are from Home Depot." "Light paint colors, new furniture and light fixtures combine in her kitchen's new look. A vintage-style pendant and ..."

Choosing Kitchen Paint Colors - Better Homes and Garden...
www.bhg.com > ... > Color Inspiration > Better Homes and Gardens >
 Adding color to your kitchen can give it new life. Put together a fresh kitchen color scheme using these tips for selecting kitchen paint colors, cabinet colors. ... Northern light is cool, for instance, and it's often best to counter it with a warm color.

Top 10 paint colors for kitchens - SheKnows
www.sheknows.com/home-and-.../top-10-paint-colors-for-kitchens
 Oct 31, 2013 - With just a can of paint, you can give your kitchen a whole new look. ... You can always play with color in your kitchen countertops, light fixtures, ...

Kitchen Design Ideas Color Schemes - Pinterest
<https://www.pinterest.com/kitchenideas/color-schemes/>
 Kitchen Color Schemes | See more about white kitchens, kitchens and ... Color Scheme, Design Board, Kitchens Color, Interior Paint Color Scheme ... White Kitchen Cabinets + brown wall color cabinet color and under counter lighting floor tile

Ads

Kitchen Paint Color
www.sherwin-williams.com/
 4.9 ★★★★★ advertiser rating
 Find the Perfect Kitchen Colors!
 View Our Color Collections Online.
 73 First St, Cambridge, MA
 (617) 661-0379

Kitchen Paint Colors
www.gildden.com/Kitchen-Paint
 Find the kitchen colors that will inspire the heart of your home.

Paint Colors
www.homedepot.com/Paint-Colors
 4.2 ★★★★★ rating for homedepot.com
 Huge Choice of Paint Colors for Indoor & Outdoor. Save More Today!
 75 Mystic Ave, Somerville, MA
 (617) 623-0001

Top Kitchen Colors 2015
www.diyhomedesignideas.com/
 Pictures of kitchen design trends.
 Paint colour schemes & decor ideas.
 See your ad here >

De estos datos, ellos crean una lista de resultados.

Los resultados se organizan según la popularidad y autoridad de los sitios web

TU OBJETIVO ES ESTAR EN
EL TOP DE LOS
RESULTADOS ORGANICOS.

2 ESTRATEGIAS DE SEO Y MEJORES PRACTICAS.

ESTRATEGIAS DE SEO

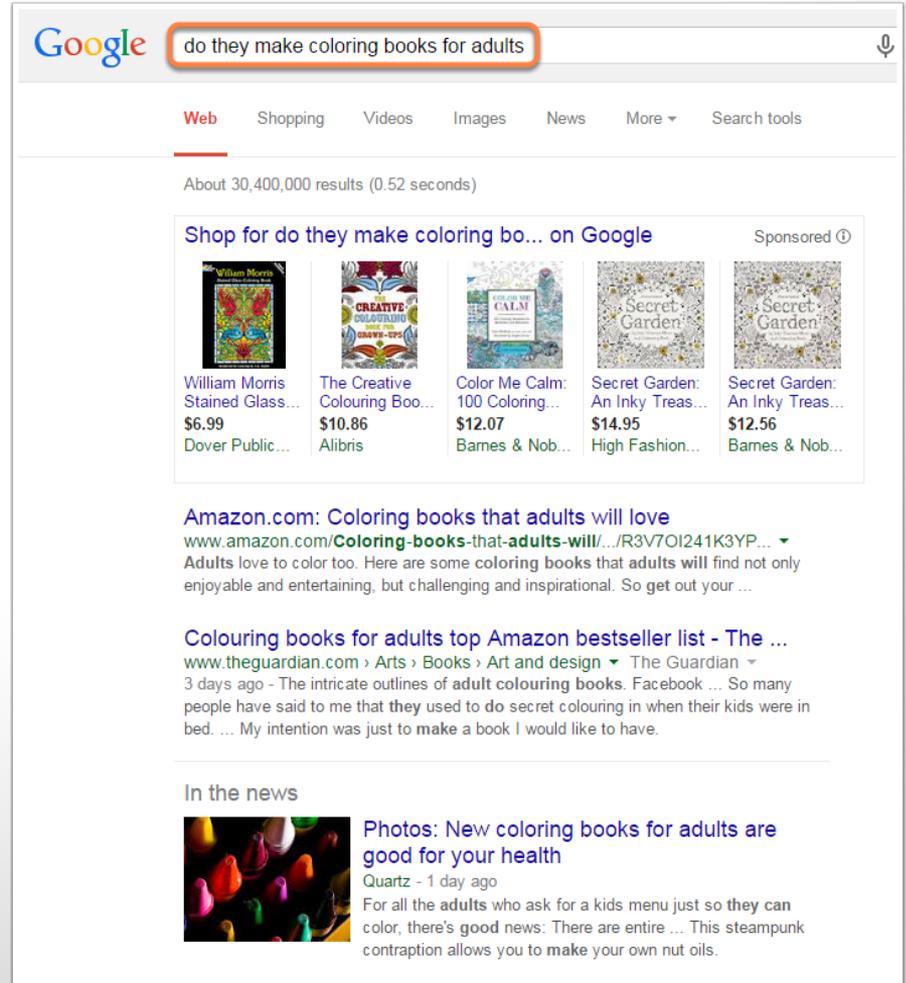
- Investigar keywords.
- Crear contenido en torno a los keywords.
- Optimizar contenido en torno a un keyword primario.
- Promocionar tu contenido.
- Conseguir enlaces a tu contenido

ESTRATEGIAS DE SEO

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Los keywords son las palabras escritas en los motores de búsqueda.

Son los temas de los cuales los buscadores están tratando de aprender



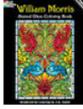
The image shows a Google search interface. The search bar contains the text "do they make coloring books for adults" and is highlighted with an orange border. Below the search bar, there are navigation tabs for "Web", "Shopping", "Videos", "Images", "News", "More", and "Search tools". The search results show "About 30,400,000 results (0.52 seconds)". A sponsored section titled "Shop for do they make coloring bo... on Google" displays five coloring book covers with their titles and prices. Below this, there are two organic search results: one from Amazon.com and one from The Guardian. At the bottom, there is a "In the news" section with a photo of colorful balloons and a news snippet about coloring books for adults.

Google do they make coloring books for adults

Web Shopping Videos Images News More Search tools

About 30,400,000 results (0.52 seconds)

Shop for do they make coloring bo... on Google Sponsored

				
William Morris Stained Glass... \$6.99 Dover Public...	The Creative Colouring Boo... \$10.86 Alibris	Color Me Calm: 100 Coloring... \$12.07 Barnes & Nob...	Secret Garden: An Inky Treas... \$14.95 High Fashion...	Secret Garden: An Inky Treas... \$12.56 Barnes & Nob...

Amazon.com: Coloring books that adults will love
www.amazon.com/Coloring-books-that-adults-will/.../R3V7OI241K3YP...
Adults love to color too. Here are some coloring books that adults will find not only enjoyable and entertaining, but challenging and inspirational. So get out your ...

Colouring books for adults top Amazon bestseller list - The ...
www.theguardian.com/Arts/Books/Artanddesign
3 days ago - The intricate outlines of adult colouring books. Facebook ... So many people have said to me that they used to do secret colouring in when their kids were in bed. ... My intention was just to make a book I would like to have.

In the news

 Photos: New coloring books for adults are good for your health
Quartz - 1 day ago
For all the adults who ask for a kids menu just so they can color, there's good news: There are entire ... This steampunk contraption allows you to make your own nut oils.

COMO HACER INVESTIGACION DE KEYWORDS

1. Haz una lista de keywords que tu buyer persona buscaría.

Digamos que tu
negocio hace
accesorios para
teléfonos inteligentes.

Uno de sus buyer personas es un
adolescente, Lanky Luke





¿Cuáles son las
preguntas más
comunes en esta
industria que Luke
tendría?

“Secar un Smart Phone”



¿Qué preguntas
puede tener Luke de
las que **tu empresa
ofrece soluciones?**

“Fundas para Smart Phones resistentes
al agua”



¿Qué preguntas
puede Lucas tener
cuando decida
comprar tus fundas
resistentes al agua?

“Opiniones de fundas para Smart
Phones resistentes al agua”

EL BUYER JOURNEY

Clasifica las keywords según la etapa del Buyer Journey



Keywords
basados en los
problemas



Keywords
basados en las
soluciones



Keywords
referidas a la
marca

The background features a repeating pattern of small, lightbulb icons in a light blue-grey color, set against a dark blue-grey background. The text is centered and consists of three lines: the first line is in orange, and the second and third lines are in white.

IMITA EL LENGUAJE
QUE TU BUYER
PERSONA UTILIZA.

¿QUE LENGUAJE USARIA LUKE EN ÉSTA BUSQUEDA?

- A. “Dónde está el indicador de agua del iPhone”
- B. “Hay algún indicador de daño por agua en el iPhone
- C. “Cómo saber si el iPhone tiene daños por agua”
- D. “Cómo detectar el daño por agua en el iPhone”

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¿QUE LENGUAJE USARIA LUKE EN ÉSTA BUSQUEDA?

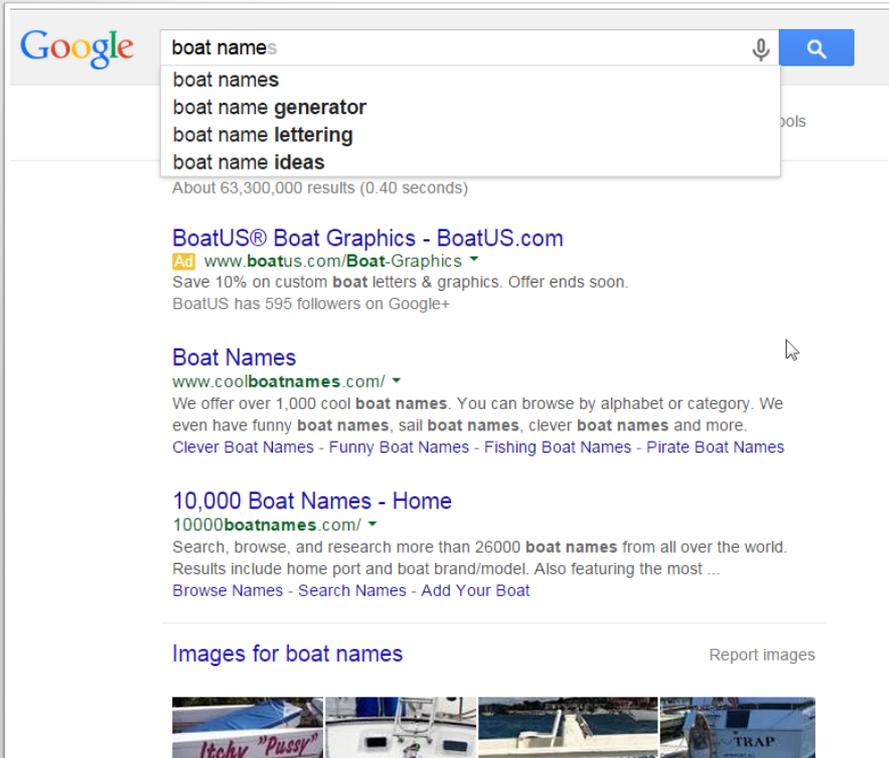
- A. “Dónde está el indicador de agua del iPhone”
- B. “Hay algún indicador de daño por agua en el iPhone
- C. “Cómo saber si el iPhone tiene daños por agua”
- D. “Cómo detectar el daño por agua en el iPhone”

COMO HACER INVESTIGACION DE KEYWORDS

1. Haz una lista de keywords que tus buyer persona buscarían.
2. Expande la lista mediante la búsqueda de alternativas en la web.

Expande tu lista de keywords buscando alternativas en la web

Escribe una de sus keywords en un motor de búsqueda y analiza los resultados



Google  

- boat names
- boat name generator
- boat name lettering
- boat name ideas

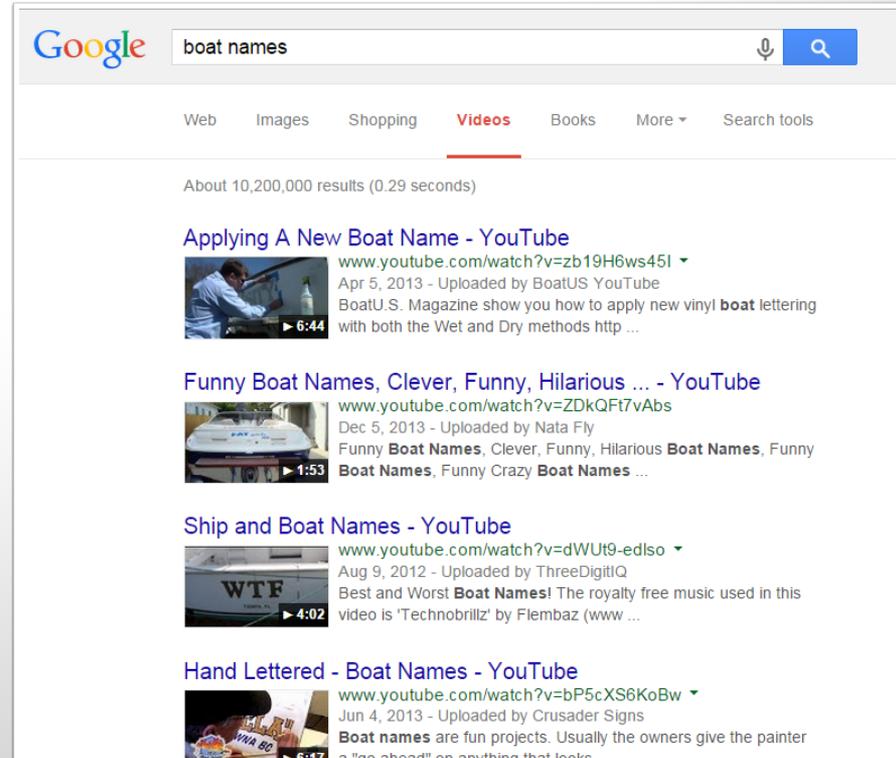
About 63,300,000 results (0.40 seconds)

BoatUS® Boat Graphics - BoatUS.com
Ad www.boatus.com/Boat-Graphics 
Save 10% on custom **boat** letters & graphics. Offer ends soon.
BoatUS has 595 followers on Google+

Boat Names
www.coolboatnames.com/ 
We offer over 1,000 cool **boat names**. You can browse by alphabet or category. We even have funny **boat names**, sail **boat names**, clever **boat names** and more.
Clever Boat Names - Funny Boat Names - Fishing Boat Names - Pirate Boat Names

10,000 Boat Names - Home
10000boatnames.com/ 
Search, browse, and research more than 26000 **boat names** from all over the world. Results include home port and boat brand/model. Also featuring the most ...
Browse Names - Search Names - Add Your Boat

Images for boat names Report images



Google  

Web Images Shopping **Videos** Books More  Search tools

About 10,200,000 results (0.29 seconds)

Applying A New Boat Name - YouTube
  6:44
www.youtube.com/watch?v=zb19H6ws45I 
Apr 5, 2013 - Uploaded by BoatUS YouTube
BoatU.S. Magazine show you how to apply new vinyl **boat** lettering with both the Wet and Dry methods http ...

Funny Boat Names, Clever, Funny, Hilarious ... - YouTube
  1:53
www.youtube.com/watch?v=ZDkQFt7vAbs
Dec 5, 2013 - Uploaded by Nata Fly
Funny **Boat Names**, Clever, Funny, Hilarious **Boat Names**, Funny **Boat Names**, Funny Crazy **Boat Names** ...

Ship and Boat Names - YouTube
  4:02
www.youtube.com/watch?v=dWUt9-edlso 
Aug 9, 2012 - Uploaded by ThreeDigitIQ
Best and Worst **Boat Names!** The royalty free music used in this video is 'Technobrilz' by Flembaz (www ...

Hand Lettered - Boat Names - YouTube
  6:17
www.youtube.com/watch?v=bP5cXS6KoBw 
Jun 4, 2013 - Uploaded by Crusader Signs
Boat names are fun projects. Usually the owners give the painter a "go ahead" on anything that looks

COMO HACER INVESTIGACION DE KEYWORDS

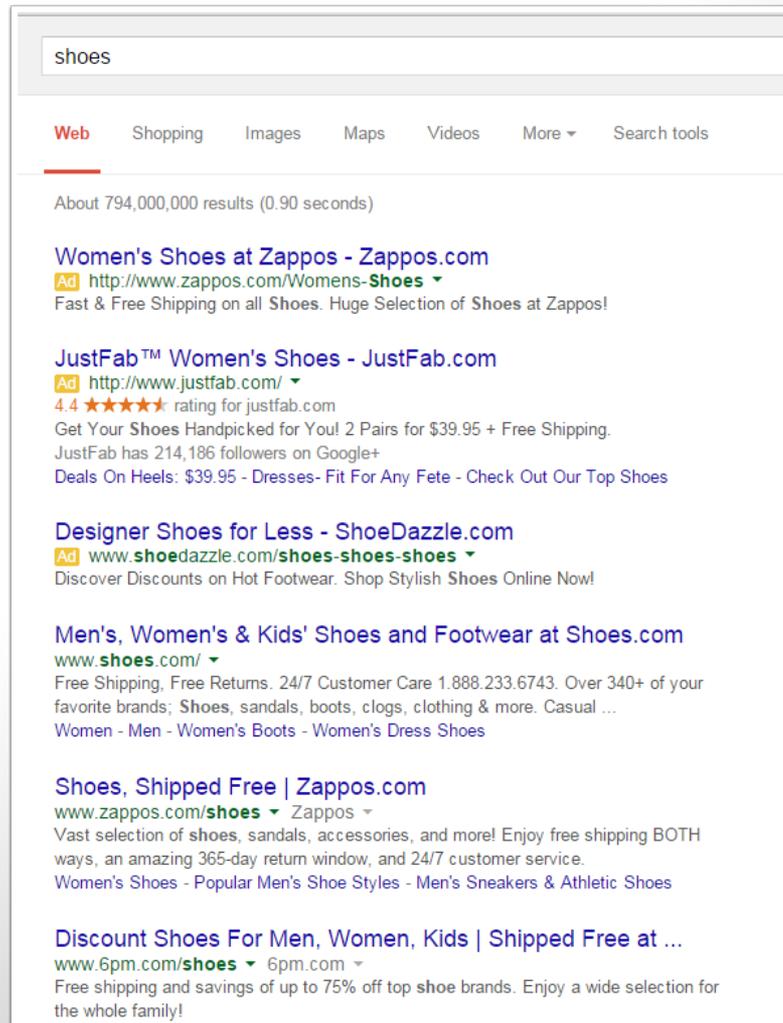
1. Haz una lista de keywords que tus buyer persona buscarían.
2. Expande la lista mediante la búsqueda de alternativas en la web.
3. Determina los keywords que la gente utiliza para encontrar tu página web.

COMO HACER INVESTIGACION DE KEYWORDS

1. Haz una lista de keywords que tus buyer persona buscarían.
2. Expande la lista mediante la búsqueda de alternativas en la web.
3. Determina los keywords que la gente utiliza para encontrar tu página web.
4. Decide los keywords en los que tienes mayor oportunidad de tener un mejor ránking.

“Zapatos” es un keyword corto o amplio.

Es más difícil para ranquear
porque hay mucha competencia y
es demasiado general



shoes

Web Shopping Images Maps Videos More Search tools

About 794,000,000 results (0.90 seconds)

Women's Shoes at Zappos - Zappos.com
Ad <http://www.zappos.com/Womens-Shoes>
Fast & Free Shipping on all Shoes. Huge Selection of Shoes at Zappos!

JustFab™ Women's Shoes - JustFab.com
Ad <http://www.justfab.com/>
4.4 ★★★★★ rating for justfab.com
Get Your Shoes Handpicked for You! 2 Pairs for \$39.95 + Free Shipping.
JustFab has 214,186 followers on Google+
Deals On Heels: \$39.95 - Dresses - Fit For Any Fete - Check Out Our Top Shoes

Designer Shoes for Less - ShoeDazzle.com
Ad www.shoedazzle.com/shoes-shoes-shoes
Discover Discounts on Hot Footwear. Shop Stylish Shoes Online Now!

Men's, Women's & Kids' Shoes and Footwear at Shoes.com
www.shoes.com/
Free Shipping. Free Returns. 24/7 Customer Care 1.888.233.6743. Over 340+ of your favorite brands; Shoes, sandals, boots, clogs, clothing & more. Casual ...
Women - Men - Women's Boots - Women's Dress Shoes

Shoes, Shipped Free | Zappos.com
www.zappos.com/shoes
Vast selection of shoes, sandals, accessories, and more! Enjoy free shipping BOTH ways, an amazing 365-day return window, and 24/7 customer service.
Women's Shoes - Popular Men's Shoe Styles - Men's Sneakers & Athletic Shoes

Discount Shoes For Men, Women, Kids | Shipped Free at ...
www.6pm.com/shoes
Free shipping and savings of up to 75% off top shoe brands. Enjoy a wide selection for the whole family!

best women's running shoes for flat feet

Web Shopping Images News Videos More Search tools

About 789,000 results (0.94 seconds)

Shop for best women's running sh... on Google Sponsored

				
gel-noosa tri™ 9 \$140.00 asicsamerica...	Asics Women's Gel-Exalt 2 Lit... \$59.98 Macy's ★★★★★ (3)	ASICS GEL-Craze Cr... \$59.95 Sierra Tradin...	ASICS GEL-Fit Nova Women... \$72.00 Zappos.com	ASICS GEL-Nimbus... \$54.99 6pm.com

Best Running Shoes For Flat Feet Guide 2014 (Models And ...
www.joyfulfeet.org/best-running-shoes-for-flat-feet-guide-2014-15/
Nov 27, 2014 - Here We Review Top Flat Feet Shoes And Sneakers For Women And Men For Walking And Running To Find Out Which Shoe Perform Best in ...

The Best Running Shoes for Flat Feet | Running Shoes Guru
www.runningshoesguru.com/.../the-best-running-shoes-for-flat-feet-sum...
Jan 4, 2015 - The term flat feet applies to the arch which is sitting on the ground shoes and wear the insoles or am i best getting trainers for flat feet? dont ...
Nike Free Run+ 3 Review - Asics GT-2000 2 Review - New Balance 1260 v4 Review

10 Best Sneakers for Runners with Flat Feet | Complex
www.complex.com/sneakers/.../10-best-sneakers-for-runners-wi...
Jul 17, 2014 - The legendary running shoe continues to impress, now in its 20th year, thanks in large part to Asics' Dynamic DuoMax Support System, which ...

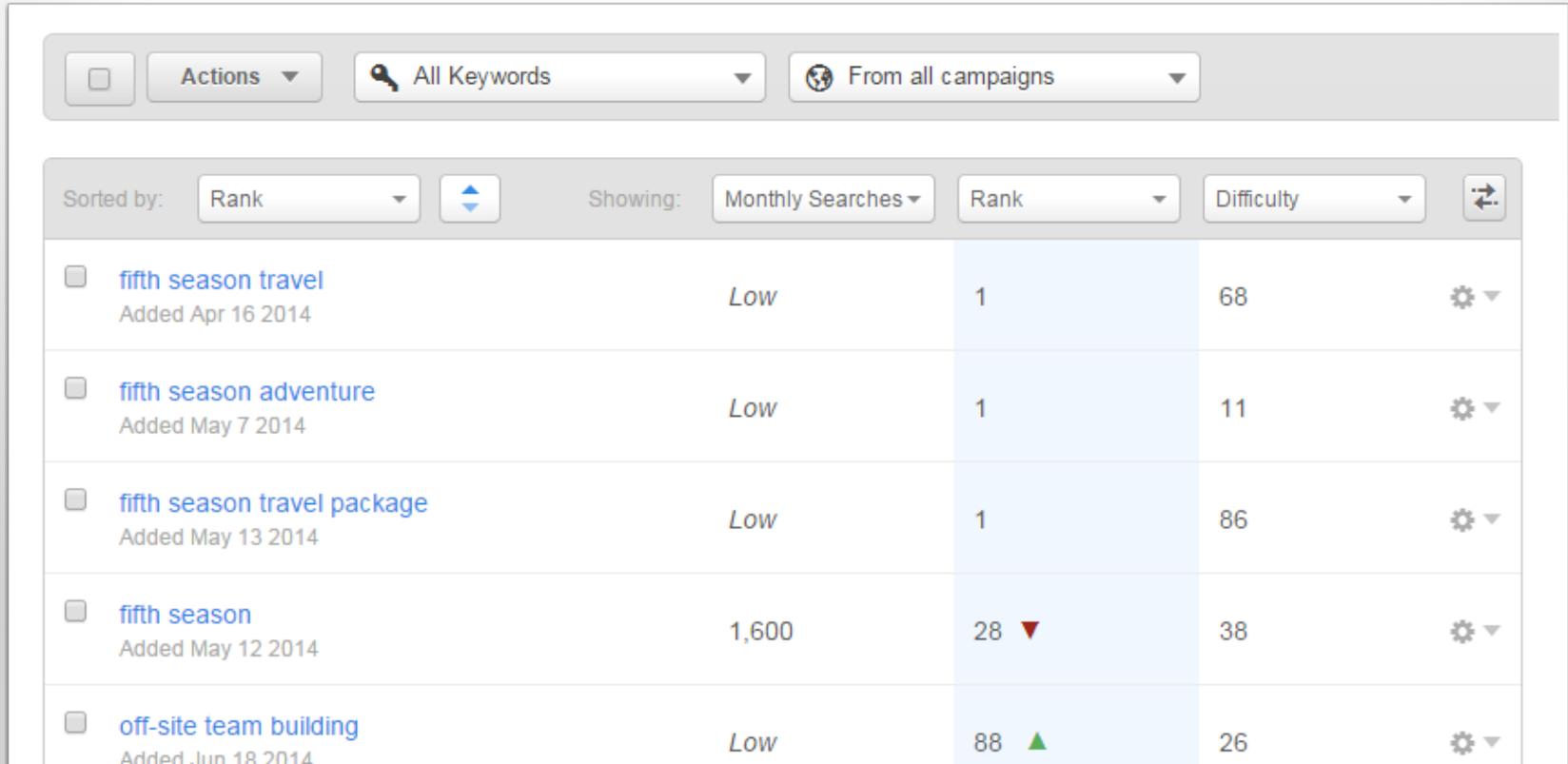
The Top 3 Best Running Shoes for Flat Feet
womensrunningshoereview.com/best-running-shoes-for-flat-feet/
As usual, I will reveal my top 3 best running shoes for flat feet, as well as point out my The Saucony Stabil CS3 is the successor to the very popular Stabil CS2.

“Los mejores zapatos para correr de mujer con pie plano” es un long tail keyword.

Es más fácil para ranquear porque es más específico y selectivo

Profundiza en el análisis de tus keywords.

Mira el ránking actual para su keyword, cuántas búsquedas mensuales tiene y el grado de competitividad o nivel de dificultad.



The screenshot shows a user interface for keyword analysis. At the top, there are filters for 'All Keywords' and 'From all campaigns'. Below that, sorting and display options are set to 'Rank', 'Monthly Searches', 'Rank', and 'Difficulty'. The main table lists five keywords with their respective metrics.

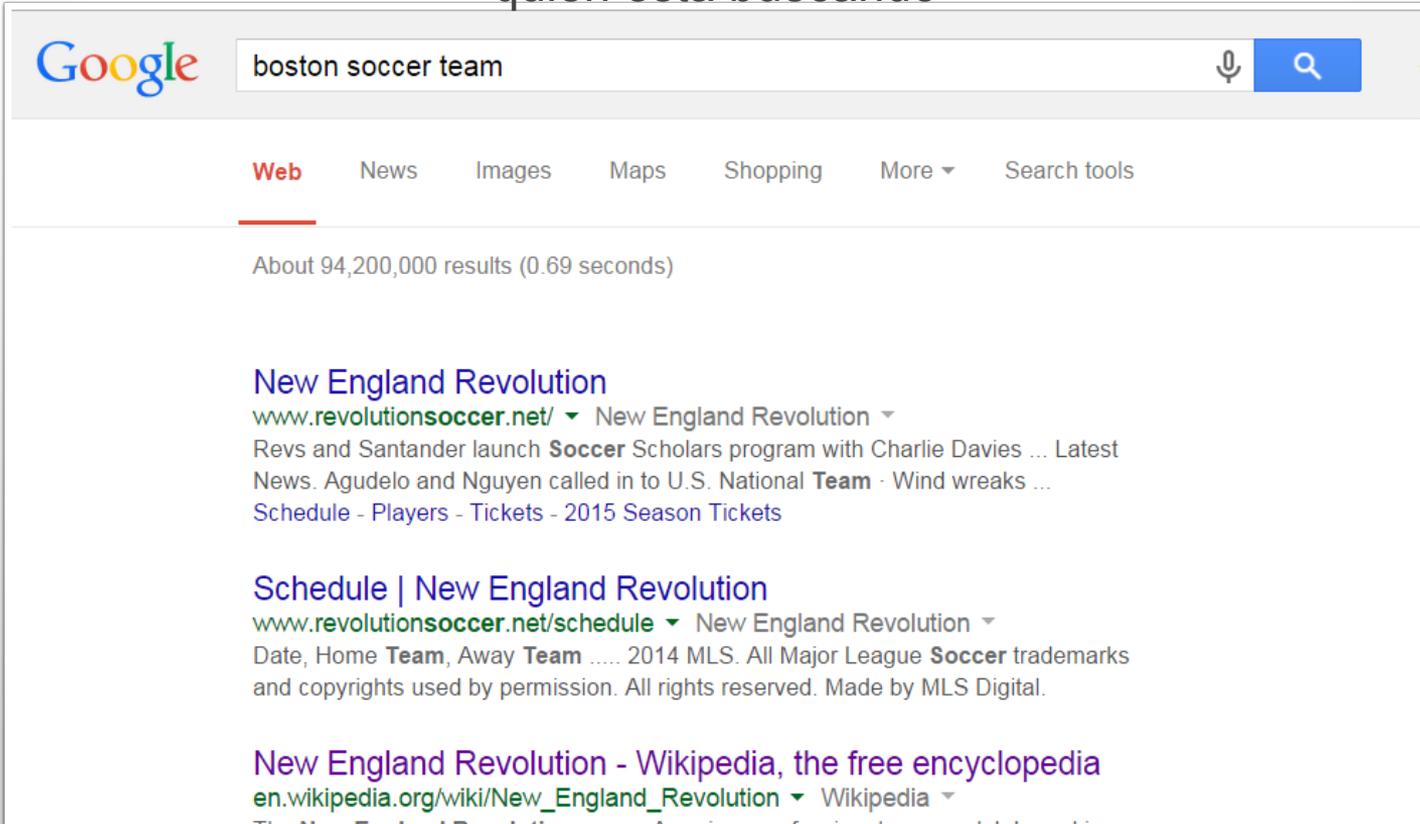
Keyword	Difficulty	Rank	Monthly Searches
<input type="checkbox"/> fifth season travel Added Apr 16 2014	Low	1	68
<input type="checkbox"/> fifth season adventure Added May 7 2014	Low	1	11
<input type="checkbox"/> fifth season travel package Added May 13 2014	Low	1	86
<input type="checkbox"/> fifth season Added May 12 2014	1,600	28 ▼	38
<input type="checkbox"/> off-site team building Added Jun 18 2014	Low	88 ▲	26

ESTRATEGIAS DE SEO

- Investigar keywords.
- Crear contenido en torno a los keywords.
- Optimizar contenido en torno a un keyword primario.
- Promocionar tu contenido.
- Conseguir enlaces a tu contenido

Los motores de búsqueda son cada vez **más y más inteligentes.**

Ellos no solo entienden los keywords – también tratan de entender la intención de quien está buscando



The image shows a screenshot of a Google search interface. The search bar contains the text "boston soccer team". Below the search bar, the "Web" tab is selected. The search results show "About 94,200,000 results (0.69 seconds)". The first result is for "New England Revolution" with the URL "www.revolutionsoccer.net/". The second result is "Schedule | New England Revolution" with the URL "www.revolutionsoccer.net/schedule". The third result is "New England Revolution - Wikipedia, the free encyclopedia" with the URL "en.wikipedia.org/wiki/New_England_Revolution".

Google

boston soccer team

Web News Images Maps Shopping More Search tools

About 94,200,000 results (0.69 seconds)

New England Revolution
www.revolutionsoccer.net/ ▾ New England Revolution ▾
Revs and Santander launch **Soccer** Scholars program with Charlie Davies ... Latest News. Agudelo and Nguyen called in to U.S. National **Team** · Wind wreaks ...
Schedule - Players - Tickets - 2015 Season Tickets

Schedule | New England Revolution
www.revolutionsoccer.net/schedule ▾ New England Revolution ▾
Date, Home **Team**, Away **Team** 2014 MLS. All Major League **Soccer** trademarks and copyrights used by permission. All rights reserved. Made by MLS Digital.

New England Revolution - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/New_England_Revolution ▾ Wikipedia ▾
The New England Revolution is a professional soccer team that competes in Major League Soccer (MLS).

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COMO OPTIMIZAR UNA PAGINA

- Optimizar la página en torno a un keyword primario
- Incluir enlaces relevantes con el contenido
- Promover una buena experiencia del usuario
- Optimizar su sitio web para móviles

Añade la palabra clave al **título de la página y a la URL.**

Si estás editando una página que está en vivo, configura una redirección 301 que dirigirá del antiguo URL a la nueva, enviando sin problemas las personas a la página correcta

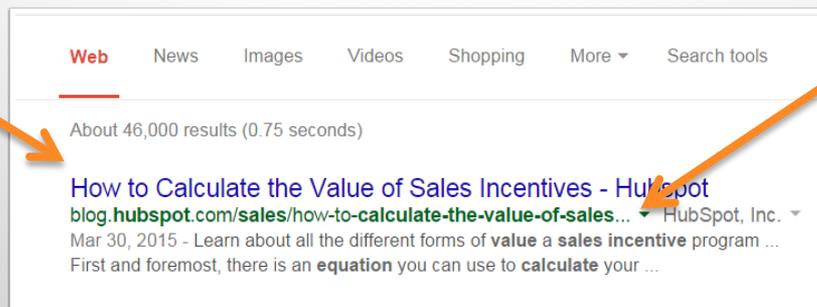


Está en el título de la página?

Está en la URL?

(mybusiness.com/long-tail-keyword)

Si es una página web, utiliza un pipe: **Keyword primaria / Nombre de la compañía**



Añade el keyword en el cuerpo, los encabezados y el alt-text de las imágenes.

SALES Win a Free LinkedIn Profile Makeover This Month

SALES / 2 days ago
How to Calculate the Value of Sales Incentives

SALES / 1 minute ago
3 Signs to Disqualify a Prospect ASAP

SALES / 25 mins ago
Win a Free LinkedIn Profile Makeover This Month

SALES / An hour ago
The Ultimate Guide to LinkedIn Etiquette [Part 1 of 2]

SALES / 1 day ago
How Relationship Capital Drives Sales Leads



There is a definite connection between sales incentives and a profitable return of investment (ROI), but it's often more than just hard results. Many times, there are intangible benefits that are difficult to measure, but just as valuable.

The Magic Equation

First and foremost, there is an equation you can use to calculate your ROI, and it's not a difficult one. Essentially it's this:

Profit less Cost of Investment equals ROI.

For example, if the profit of a sales incentive program is \$5 million, and the cost of the incentive investment is \$1.5 million (in cash, merchandise or travel vouchers), then the ROI is \$3.5 million. That's the simple equation, and simple is often best.

Sort Out Your Incentives

Once you have decided that sales incentives will bring a profit, you'll need to decide what form those incentives will take. Many employees prefer cash rewards, often in the form of a bonus, but merchandise rewards such as gift cards are also a good idea. It's easy to calculate the ROI

Se utiliza de forma natural en el cuerpo?

Está en el alt-text de las imágenes?

Está en los encabezados?

Utiliza el keyword primario en la metadescripción.

Cada página debe tener una metadescripción única, no más de 140 caracteres.

The image shows a Google search interface for the query "rainy day activities". The search bar at the top contains the text "rainy day activities" and a search icon. Below the search bar, there are navigation tabs for "Web", "Videos", "Images", "Shopping", "Maps", "More", and "Search tools". The search results are displayed below, showing approximately 25,200,000 results in 0.42 seconds. The first result is "Rainy Day Activities For Kids | POPSUGAR Moms" with a snippet about 111 ways to entertain kids indoors. The second result is "11 Fun Things to Do on a Rainy Day | Real Simple", which is highlighted with an orange box. Its meta-description reads: "These entertaining indoor activities won't let dreary weather dampen anyone's spirits." The third result is "10 Best Boston Activities for Rainy Days - Things to Do in ..." and the fourth is "Rainy day activities Cambridge, MA - Yelp".

rainy day activities

Web Videos Images Shopping Maps More Search tools

About 25,200,000 results (0.42 seconds)

[Rainy Day Activities For Kids | POPSUGAR Moms](#)
www.popsugar.com › Moms › Family Life › PopSugar
Rainy Day Activities For Kids. Cold Day? 111 Ways to Entertain the Kids Indoors. by Lisa Horten 1/26/15. 17.9K Shares. Like us on Facebook ...

[11 Fun Things to Do on a Rainy Day | Real Simple](#)
www.realsimple.com/health/mind-mood/fun-things-to-do-rainy-day -
These entertaining **indoor activities** won't let dreary weather dampen anyone's spirits.

[10 Best Boston Activities for Rainy Days - Things to Do in ...](#)
www.boston-discovery-guide.com › Boston Attractions
Best of all, these **rainy day activities** in Boston are also fun things to do on sunny days ... and even those other "s-word" weather days that we don't like to use ...

[Rainy day activities Cambridge, MA - Yelp](#)
www.yelp.com/search?find_desc=Rainy+Day+Activities&find... Yelp
Reviews on **Rainy day activities** in Cambridge, MA Harvard Museum of Natural History, Imagine: A Center For Community & the Arts, Danehy Park, MIT Museum, ...

[50 Indoor Activities for a Rainy Day | Mommy Poppins ...](#)
mommypoppins.com/ny-kids/50-indoor-activities-for-a-rainy-day
Chipmunks and squirrels spend the Fall gathering nuts to store away for the long, cold winter. Here at Mommy Poppins, we gather up ideas for **indoor activities** ...

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Marketing

MARKETING

15 Examples of Great Mobile Website Design

SALES

3 Signs to Disqualify a Prospect ASAP

AGENCY

Should Your Agency Get Into the Sales Enablement Game?

MARKETING / 5 days ago

15 Examples of Great Mobile Website Design

MARKETING / 2 hrs ago

HubSpot Goes #DeskFree, Pioneering the Next Frontier of Workspace Collaboration

MARKETING / 4 hrs ago

9 Google Drive Tips You'll Wish You Knew All Along

MARKETING / 18 hrs ago

This Guy Got Drunk and Critiqued Our Website. Here's What He Had to Say.

MARKETING / 1 day ago

A Helpful Guide of Public Speaking Tips [Infographic]

March 27, 2015 // 8:00 AM

15 Examples of Great Mobile Website Design

Written by Rachel Sprung | @rsprung



Now more than ever, businesses are focusing on creating delightful mobile website experiences. After all, **80% of Internet users are using smartphones to search online.**

What's more, marketers are gearing up for a big change Google plans to make to their algorithm starting on April 21, 2015. **Google wrote in their official blog** that they will be "expanding our use of mobile-friendliness as a ranking signal," and their update should have a significant effect on marketers.

When Google makes this change, **it will have a bigger impact than Panda or Penguin.** To put that in context, their Panda update impacted only about 12% of queries, and Penguin affected about 4% of mobile and desktop queries.

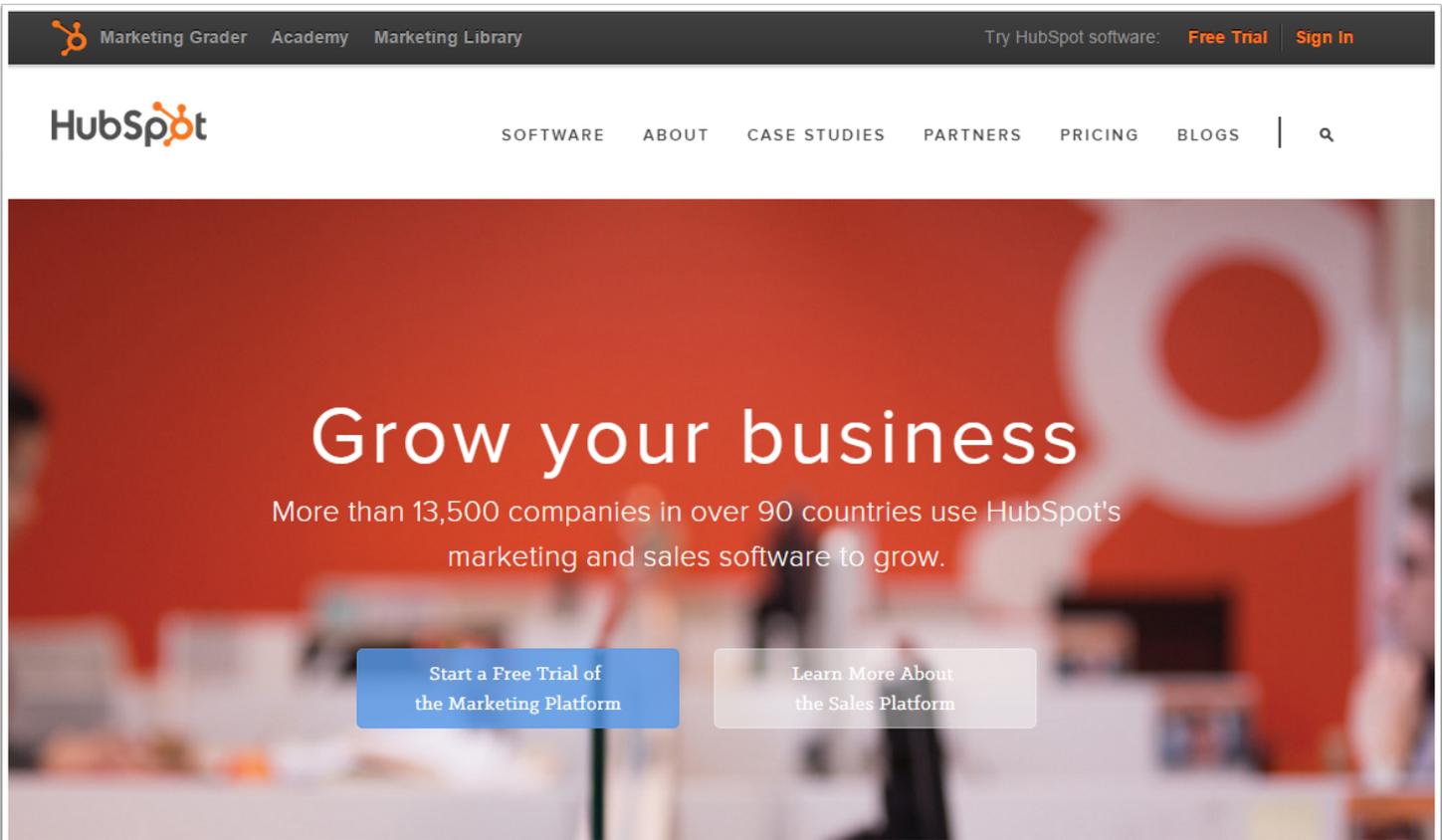
In other words, if you haven't been focusing on **improving your mobile experience**, you'd better prioritize it now, or your search ranking might suffer. According to a **Search Engine Land article** about the update, there will be "no degrees of mobile friendliness" -- your site will either be judged as mobile-friendly ... or not.

Incluye enlaces internos y externos relevantes en el contenido.

Hipervincula el texto con keywords en los que quieres un buen ranking

COMO OPTIMIZAR UNA PAGINA

- Optimizar la página en torno a un keyword primario
- Incluir enlaces relevantes con el contenido
- Promover una buena experiencia del usuario
- Optimizar su sitio web para móviles



Promueve una **buena experiencia del usuario.**
Asegúrate que tu sitio web es intuitivo y fácil de navegar

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80%

de los internautas tienen un
smartphone.



Optimiza tu sitio web para **móviles**.

Asegúrate que tu página web puede ser fácilmente visitada en cualquier tamaño de pantalla

ESTRATEGIAS DE SEO

- Investigar keywords.
- Crear contenido en torno a los keywords.
- Optimizar contenido en torno a un keyword primario.
- Promocionar tu contenido.
- Conseguir enlaces a tu contenido

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April 1, 2015 // 9:00 AM

Sell Like a Celebrity: An Insider's Look at the Gifting Industry

Written by [Jami Oetting](#) | [@jamioetting](#)



There are two women who can cause websites to crash, phones to ring incessantly, and bidding wars to begin.

Kate Middleton and Michele Obama reign when it comes to driving fashion commerce. The Duchess's choice in apparel spurred one brand's [reintroduction of an item](#) long gone from the shelves. It's reported that her style choices have brought [\\$1.5 billion into the British economy](#). Crew devised an entire strategy, including publishing custom web pages and investing in PPC ads, around the [First Lady's appearance](#) on the *Tonight Show*.

This type of spark is what many brands are looking for when they invest in celebrity marketing and product placement.

Paying for a celebrity endorsement is one route -- a path that could cost anywhere between

Los motores de búsqueda siguen los enlaces entre páginas para **ver cómo están relacionados entre si.**

Los enlaces que dirigen a tu sitio se llaman "inbound links". Ellos ayudan a los motores de búsqueda a analizar el nivel de autoridad de tu sitio web.

NO TODOS LOS LINKS
ESTAN CREADOS DE LA
MISMA MANERA.



Construye **relaciones.**

Haz conexiones con sitios web autorizados y líderes de la opinión de la industria.

Crea contenido con participaciones de líderes de opinión de la industria.

Ellos compartirán el contenido, brindándote con nuevas visitas y un nuevo enlace.

December 30, 2014 // 7:00 AM

9 Experts Predict What Will Transform Sales in 2015

Written by [Emma Snider](#) | @emmajs24



SHARE

155

Tweet

33

Like

110

Share

✉

As the saying goes, the best way to predict the future is to create it. Yes, but before we create it, can we get a little head's up as to what we should be doing?

With 2014 almost behind us, it's time to start ramping up for the new year. 2015 represents a clean slate to sales organizations -- a time to start new initiatives. But what those initiatives should be can sometimes be a bit tricky to determine.

To provide you with some direction, we asked nine sales experts to give us their thoughts on what's coming down the pike in 2015. There are a few clear trends in the responses which savvy sales leaders will hop on to start crafting a bright future. Make them your [new year's resolutions](#).

So without further ado, what will be big in 2015?

1) [Craig Rosenberg](#), co-founder and chief analyst, TOPO Inc.

"Technology. We have reached phase two of the Sales 2.0 movement. Early on in the movement, early adopters got a bunch of applications. Some added value, and some didn't. Bottom line -- adoption was sub-optimal, and as a result, so was ROI. Now sales knows how to buy and implement technology. A true rise of the machines has happened and 2015 will be a manifestation of this."

CREA CONTENIDO CON PARTICIPACION DE LIDERES DE OPINION DE LA INDUSTRIA

- Crear “lo mejor de” o una lista de recursos
- Entrevistar a un líder de opinión de la industria
- Crear contenido de múltiples fuentes
- Sugerir a un líder de opinión de la industria que escriba un artículo para ti o que de sus comentarios sobre un ebook

Configura la página en los mejores directorios en línea.

Los directorios son websites como Yelp, Páginas Amarillas y cámaras de comercio locales.

The image shows a screenshot of the Yelp website homepage. The background is a sunset over water. In the top left, there is the 'yp' logo and the text 'Find People · Advertise With Us'. In the top right, there are links for 'Sign In · Join'. The main heading reads 'Happy Spring!'. Below this is a search bar with the text 'What do you want to find?' and 'near Los Angeles, CA'. A magnifying glass icon is in a dark box to the right of the search bar. On the right side, there is a silhouette of a person on a bicycle with a laptop on the back. The laptop screen displays a grid of business listings. Below the laptop, the text reads 'Introducing mybook' followed by 'Add business contacts and notes, and get things done anywhere!'. At the bottom right, there is a dark button with a yellow bookmark icon and the text 'Start adding to mybook ›'.

Google  

Web Maps Shopping News Images More ▾ Search tools

About 17,900,000 results (0.89 seconds)

Italian restaurant near boston

Rating ▾ Price ▾ Hours ▾ More ▾

Mamma Maria
4.3 ★★★★★ 71 reviews · \$\$\$ · Italian
N Square · Italian fine dining in a romantic space
Opens at 5:00 pm 

Giacomo's Restaurant
4.3 ★★★★★ 164 reviews · \$\$ · Italian
Hanover St · Lively, no-frills Italian-American place
Opens at 4:30 pm 

Rino's Place
4.5 ★★★★★ 62 reviews · \$\$ · Italian
Saratoga St · Homemade pasta & Italian comfort food
Opens at 4:00 pm 

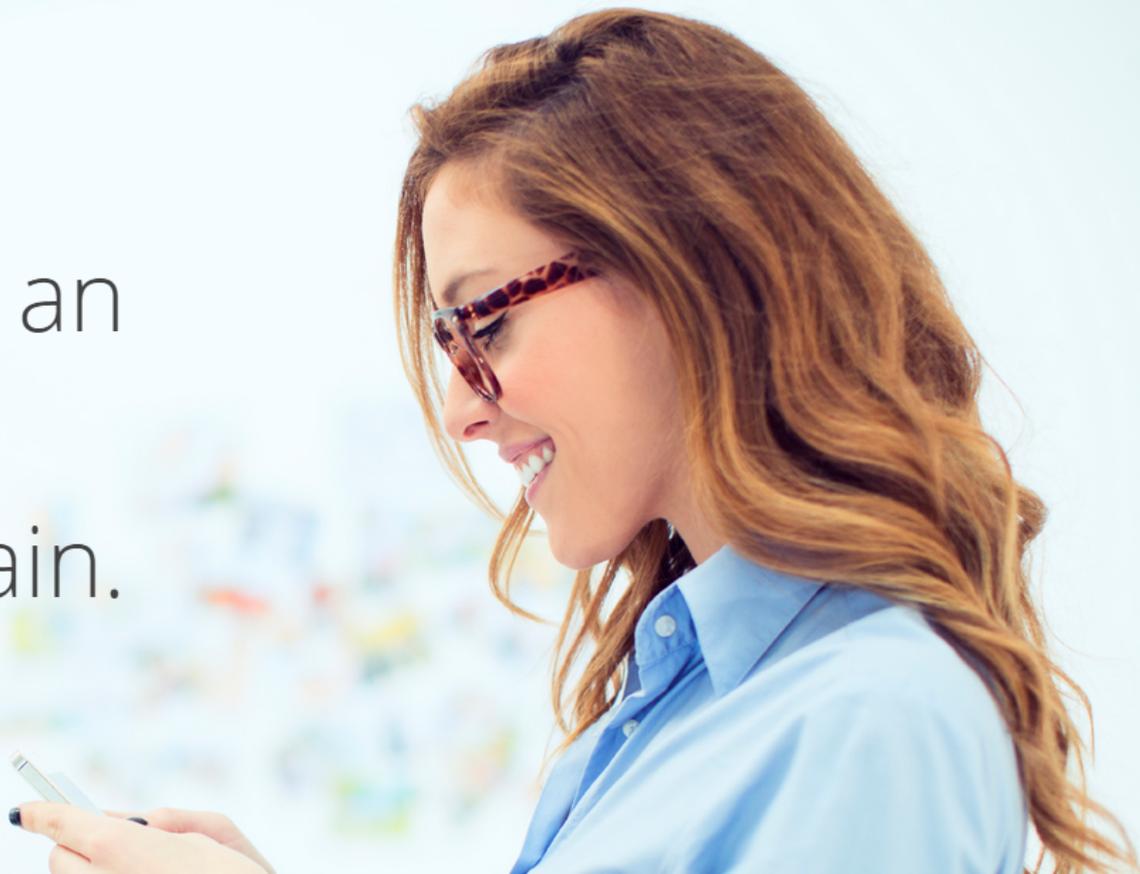
Si es específica de ubicación, crea **Google + Local Listing Page**.

Esto vinculará tu negocio a un lugar específico, que Google va a utilizar en sus resultados de búsqueda.

3

¿COMO SE VE UNA PAGINA
WEB OPTIMIZADA?

Never lose a customer to an unanswered question again.



A dark blue background with a repeating pattern of lightbulb icons in a lighter shade of blue.

60%

de incremento en prospectos
mensuales en los dos
primeros meses.

The background of the slide is a dark blue-grey color with a repeating pattern of small, light-colored lightbulb icons. The icons are arranged in a grid-like fashion, with some appearing slightly more prominent than others, creating a subtle texture.

55%

de incremento en tráfico de redes sociales en los dos primeros meses.

The background of the slide is a dark blue-grey color with a repeating pattern of small, light-colored lightbulb icons. The icons are arranged in a grid-like fashion, with some appearing slightly more prominent than others.

10%

de incremento en tráfico web
en los dos primeros meses.

¿Has escogido el keyword correcto?

Direccionando a un tema que tus buyer personas quieren aprender



Live Chat Integration

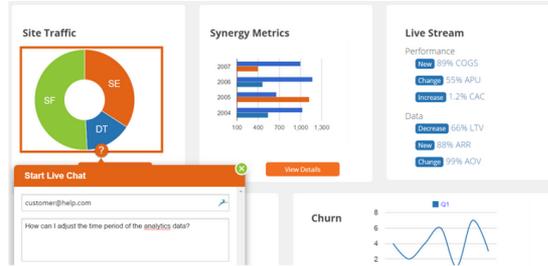
Enable silky-smooth handoffs from AnswerDash self-service to live chat assisted-service for high-value customer conversations.

Customers appreciate the speed and convenience of self-service, but when they run into difficulty it's important to allow them to seamlessly connect to you for more personalized assisted-service.

AnswerDash contextual self-service will handle 80% of your customers' questions. When a customer needs to escalate to personalized assisted service, he or she can do so with the click of a button. AnswerDash currently integrates with LiveChat, Olark, SnapEngage, BoldChat, or Zopim.

By having AnswerDash provide self-service answers in front of live chat assisted service, you enable your customers to get the help they need even when live chat agents aren't available. By combining website self-service and live chat, you get a win-win for both you and your customers.

AnswerDash handoff to Zopim live chat:



Usando lenguaje natural y variaciones del keyword



Start Live Chat

customer@help.com

How can I adjust the time period of the analytics data?

Imitando el lenguaje de tu buyer persona



Q&A (13)

¿Has optimizado la página alrededor del keyword?

Título de la página

URL

Cuerpo

Alt-text de las imágenes

AnswerDash | Live Chat In: x

www.answerdash.com/integrations/live-chat

AnswerDash
Customer Engagement Platform

PRICING | DEMOS | SUCCESS STORIES | **INTEGRATIONS** | ANALYTICS | BLOG

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AnswerDash handoff to Zopim live chat:

Site Traffic

Synergy Metrics

Live Stream

Performance

- New: 89% COGS
- Change: 55% APU
- Increase: 1.2% CAC

Data

- Decrease: 66% LTV
- New: 83% ARR
- Change: 99% AOV

Start Live Chat

customer@help.com

How can I adjust the time period of the analytics data?

Churn

¿Estás enlazando con otras fuentes?

Enlace interno a otra página

AnswerDash | Live Chat In: x
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AnswerDash handoff to Zopim live chat:

Site Traffic

Category	Value
SF	High
SE	Low
DT	Low

Synergy Metrics

Year	Metric 1	Metric 2
2007	High	Low
2006	Low	High
2005	High	Low
2004	Low	High

Live Stream

Performance

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Start Live Chat

customer@help.com

How can I adjust the time period of the analytics data?

Churn

Time	Churn Rate
1	4
2	3
3	5
4	6
5	4
6	5
7	3
8	4

Enlaces externos a fuentes externas

¿Estás ofreciendo una buena experiencia al usuario?

Navegación clara

The screenshot shows the AnswerDash website interface. At the top, there is a navigation bar with the AnswerDash logo, social media icons, and buttons for 'Create free account' and 'Log in'. Below the navigation bar, there are menu items: 'PRICING', 'DEMOS', 'SUCCESS STORIES', 'INTEGRATIONS', 'ANALYTICS', and 'BLOG'. The main content area features a 'Live Chat Integration' section with a sub-header and several paragraphs of text. Below the text, there is a 'Start Live Chat' button and a 'View Details' button. At the bottom, there are three data dashboards: 'Site Traffic' (a donut chart with segments SF, SE, DT), 'Synergy Metrics' (a bar chart showing data from 2007 to 2009), and 'Live Stream' (a table of performance metrics). A 'Q&A' button is visible on the right side of the page.

www.answerdash.com/integrations/live-chat

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Customer Engagement Platform

PRICING | DEMOS | SUCCESS STORIES | INTEGRATIONS | ANALYTICS | BLOG

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New	59% COGS
Change	55% APU
Increase	1-2% CAC

Data

Decrease	66% LTV
New	88% ARR
Change	99% AOV

Churn

Start Live Chat

customer@help.com

How can I adjust the time period of the analytics data?

Q&A

Claridad en los siguientes pasos

¿Has escogido la **palabra clave correcta**?

Direccionando a un tema que tus buyer persona quieran aprender

4 things to figure out before hiring another customer support agent

Imitando el lenguaje del buyer persona



By Liz York | March 19, 2015 6:30 AM

Having an empty support inbox at the end of the day is a goal most customer support teams only dream about. When a business is first starting out, an empty inbox may be possible to maintain even with only one or two agents on the team. But as a business takes off, the number of customer support inquiries often grows exponentially and answering all the new questions promptly and accurately can be a struggle. From phone calls to social media, customers begin to vent their frustrations and inundate you with new questions, forcing you to allocate more resources to customer support than you ever imagined.



Is the only way to scale your customer support efforts adding more headcount to your team? Or is there something else you can do to help alleviate the real issue at hand?

Let's say, for example, you're a 10-person support team managing 600 support tickets every day. Your company is mentioned in a hot news article that causes a spike in your web traffic and interest in your product. In one week, you see a drastic jump to 900 support tickets. You'd be asking your team to support a 50% increase in support ticket volume in the same amount of time. Your team would have to work at a much faster rate or dedicate many more hours per week to get the job done. As a backlog of support tickets piles up, you're faced with more work than your team can keep up with and everyone is exhausted.

Centrado en una long tail keyword

Usando un lenguaje natural y variaciones de la keyword

¿Has optimizado la página alrededor del keyword?

Título de la página



4 things to figure out before hiring another customer support agent

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Let's say, for example, you're a 10-person support team managing 600 support tickets every day. Your company is

URL



Alt-text de las imágenes



Cuerpo



¿Has enlazado a otras fuentes?

Enlace interno a otro blog



3. Can you improve the user experience on your website or web app?

If you notice the bulk of your questions relate to a certain page or section of your website, such as your billing page, [improve the experience on that page](#). Think of your support tickets as customer feedback. How can you improve the experience so no future visitor would have to ask the same question again? Could you add more information or modify the existing content so that is more relevant and more helpful?

4. Could you help your customers better help themselves through website self-service?

Customers can usually find answers to questions for themselves when self-service is implemented well and is relevant to your [customers' questions](#). A bonus: It is also very, very cheap! [Forrester estimates](#) on average, a customer service phone call costs a company \$12 and up, a live chat costs \$5, an email costs \$2.50, but customer self-service only costs \$0.10 per incident. Website self-service can resolve a large percentage of the common questions your customers have without taking any time from your support team.

Enlace externo a una fuente externa



¿Estás promoviendo tu contenido?



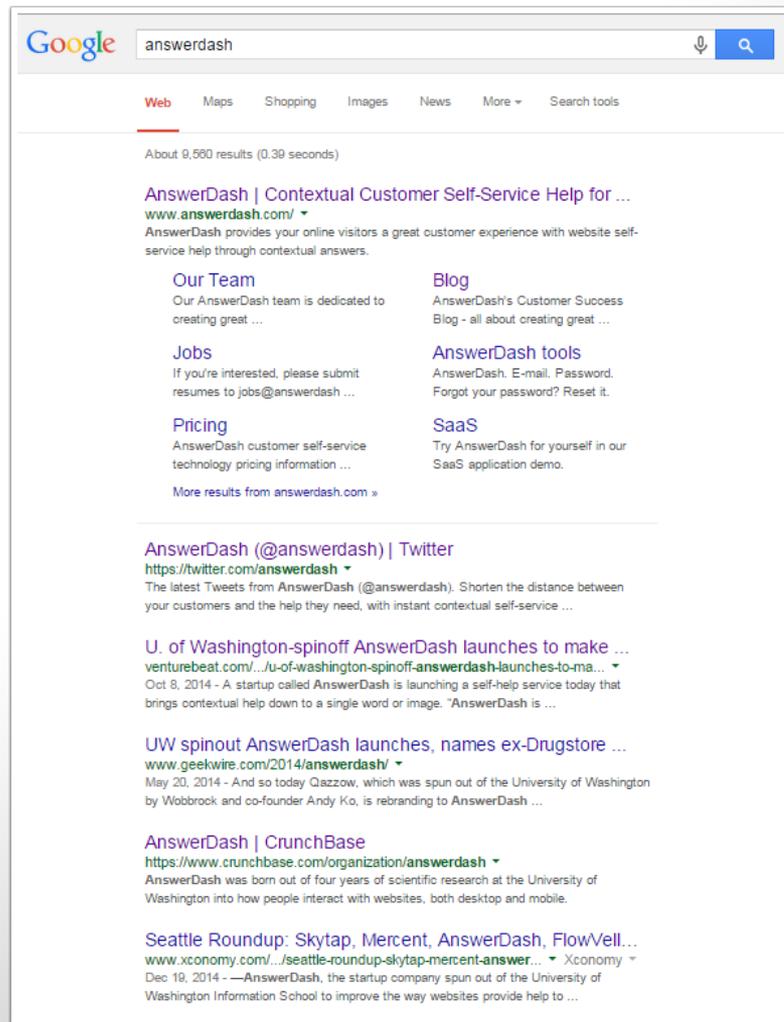
The screenshot shows the AnswerDash website interface. At the top left is the AnswerDash logo with the tagline 'Customer Engagement Platform'. To the right are social media icons for Facebook, Twitter, and LinkedIn, followed by 'Create free account' and 'Log in' buttons. A navigation menu includes 'PRICING', 'DEMOS', 'SUCCESS STORIES', 'INTEGRATIONS', 'ANALYTICS', and 'BLOG'. The main content area features a blog post titled '4 things to figure out before hiring another customer support agent' by Liz York, dated March 19, 2015. The post includes a social sharing sidebar with 24 shares, 4 likes, and 1 comment. An image of people holding question marks is also present. A 'Recent Posts' section lists several related articles.

Botones para compartir en redes sociales

Botones para seguir la página en las redes sociales

¿Estás generando enlaces entrantes?

Existen otras websites con enlaces a la página web – parece que sí!



Google search results for "answerdash".

Search bar: answerdash

Navigation: Web, Maps, Shopping, Images, News, More, Search tools

About 9,560 results (0.39 seconds)

AnswerDash | Contextual Customer Self-Service Help for ...
www.answerdash.com/ ▼
AnswerDash provides your online visitors a great customer experience with website self-service help through contextual answers.

Our Team
Our AnswerDash team is dedicated to creating great ...

Jobs
If you're interested, please submit resumes to jobs@answerdash.com ...

Pricing
AnswerDash customer self-service technology pricing information ...

Blog
AnswerDash's Customer Success Blog - all about creating great ...

AnswerDash tools
AnswerDash. E-mail. Password. Forgot your password? Reset it.

SaaS
Try AnswerDash for yourself in our SaaS application demo.

[More results from answerdash.com »](#)

AnswerDash (@answerdash) | Twitter
<https://twitter.com/answerdash> ▼
The latest Tweets from AnswerDash (@answerdash). Shorten the distance between your customers and the help they need, with instant contextual self-service ...

U. of Washington-spinoff AnswerDash launches to make ...
venturebeat.com/.../u-of-washington-spinoff-answerdash-launches-to-ma... ▼
Oct 8, 2014 - A startup called AnswerDash is launching a self-help service today that brings contextual help down to a single word or image. "AnswerDash is ...

UW spinout AnswerDash launches, names ex-Drugstore ...
www.geekwire.com/2014/answerdash/ ▼
May 20, 2014 - And so today Qazzow, which was spun out of the University of Washington by Wobbrock and co-founder Andy Ko, is rebranding to AnswerDash ...

AnswerDash | CrunchBase
<https://www.crunchbase.com/organization/answerdash> ▼
AnswerDash was born out of four years of scientific research at the University of Washington into how people interact with websites, both desktop and mobile.

Seattle Roundup: Skytap, Mercent, AnswerDash, FlowVell...
www.xconomy.com/.../seattle-roundup-skytap-mercent-answer... ▼ Xconomy ▼
Dec 19, 2014 - —AnswerDash, the startup company spun out of the University of Washington Information School to improve the way websites provide help to ...

GRACIAS.

HubSpot
Academy 