

SEO Basics.

How to Rank Your Website

to TOP on Google?

Anton Voroniuk | Webpromo



About Us

webpromo

new

facebook
Marketing Partners



11 years of increasing sales
on the Internet



more than **100 certified specialists**
Google Analytics, Google Ads, Facebook Ads



20 of our clients are included in
the TOP-100 Forbes Ukraine



more than **1 130** successfully implemented
projects since 2008

ADWORDS[™]
QUALIFIED
INDIVIDUAL
Google

ANALYTICS[™]
QUALIFIED
INDIVIDUAL
Google



Why We Talk about SEO?

🔍 Analyze any Website or App



gsk.com

+ COMPARE

May 2021

FULL REPORT



Overview



Referrals



Search



Social



Display



Audience

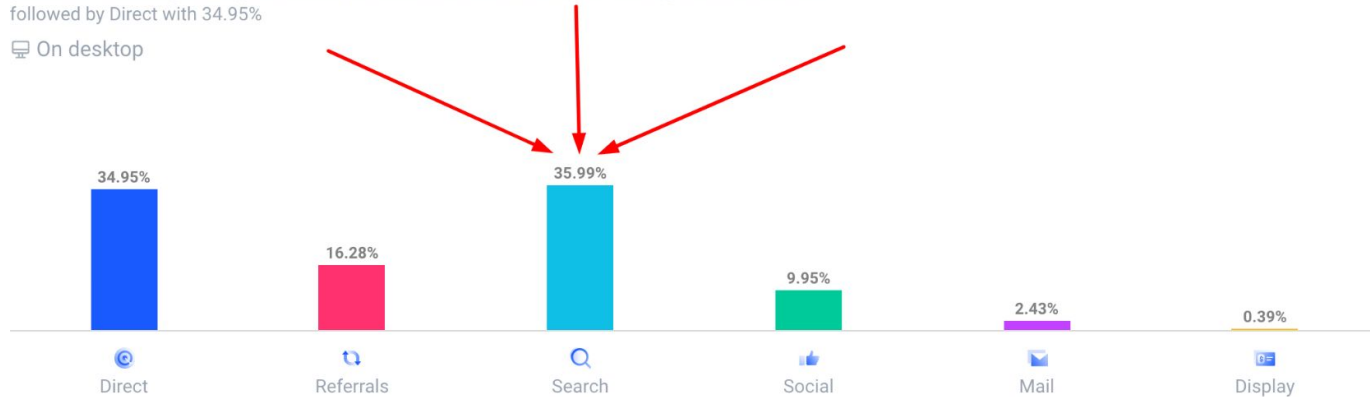


Competitors

Traffic Sources for gsk.com ①

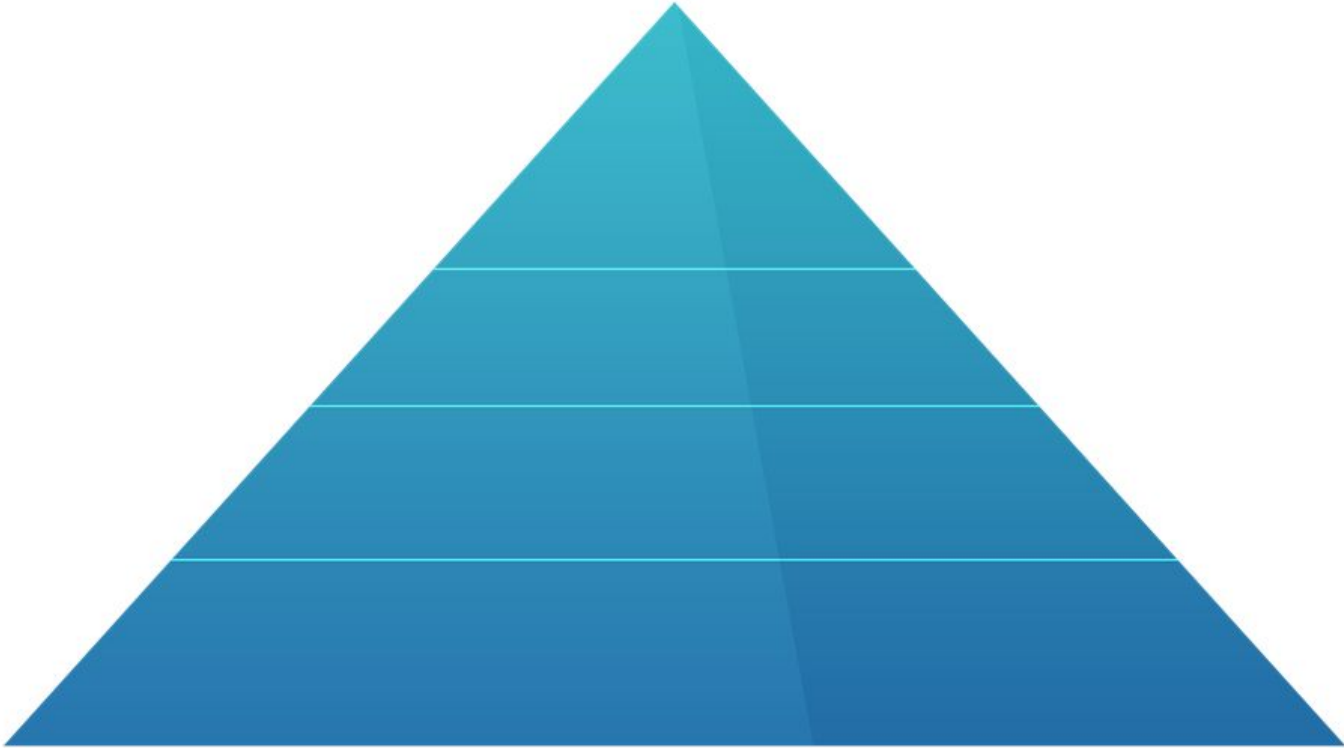
gsk.com's marketing strategy is focused on Search with 35.99% of traffic coming from this channel, followed by Direct with 34.95%

🖥 On desktop



SEARCH ENGINE OPTIMISATION	PPC (PAY-PER-CLICK)
SLOW	FAST
Changing Algorithms	Calculable
Only Key Words	Precise Targeting
85% of clicks	15% of clicks
Cheaper 1 cent	From 10 cents to 2 USD for a click

How to Understand 200 factors?



First Level



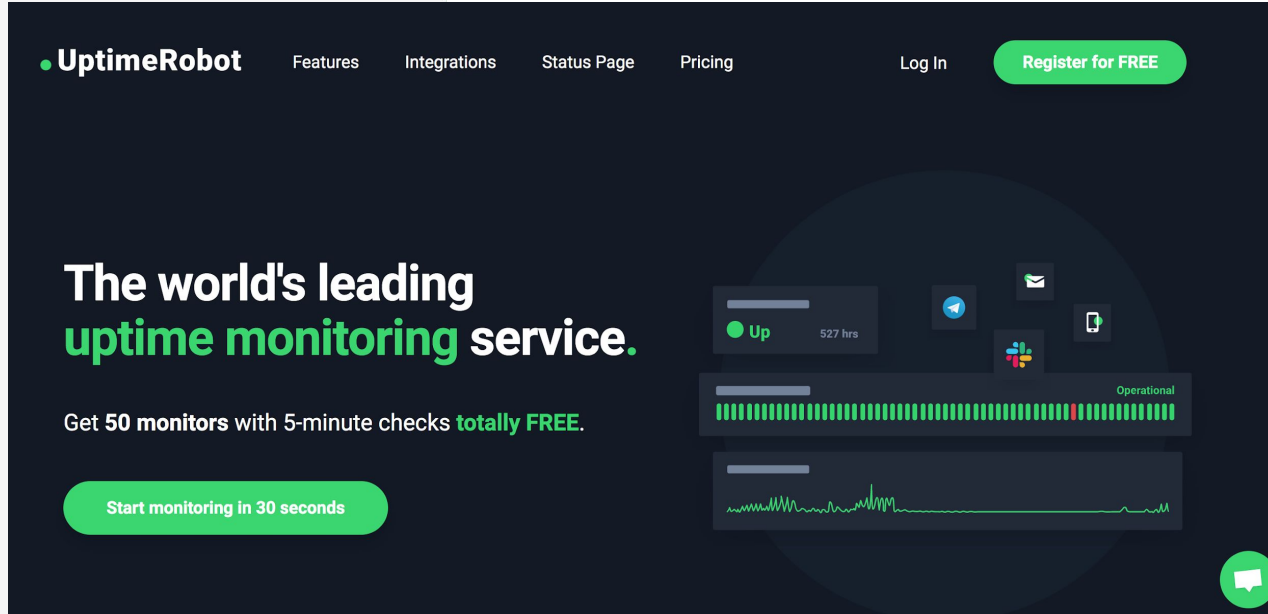
Website is Always Available



This webpage is not available

More

How We Monitor Website?



The screenshot shows the UptimeRobot website homepage. The navigation bar at the top includes the UptimeRobot logo, links for Features, Integrations, Status Page, Pricing, and Log In, and a green button labeled "Register for FREE". The main content area features the headline "The world's leading uptime monitoring service." with "uptime monitoring" in green. Below this, it states "Get 50 monitors with 5-minute checks **totally FREE.**" and a green button that says "Start monitoring in 30 seconds". To the right, there is a dashboard preview showing a green "Up" status with "527 hrs" uptime, a bar chart of green status indicators, and a line graph of a signal. Icons for Telegram, Email, and a mobile app are also visible. A green chat bubble icon is in the bottom right corner.

UptimeRobot

Features Integrations Status Page Pricing Log In Register for FREE

The world's leading
uptime monitoring service.

Get 50 monitors with 5-minute checks **totally FREE.**

Start monitoring in 30 seconds

Up 527 hrs

Operational

Screencast Uptime Robot

The screenshot shows the UptimeRobot website with a dark theme. The navigation bar at the top includes the UptimeRobot logo, links for Features, Integrations, Status Page, Pricing, and Log In, and a green 'Register for FREE' button. The main content area features the headline 'The world's leading uptime monitoring service.' with 'uptime monitoring' in green. Below this, it states 'Get 50 monitors with 5-minute checks **totally FREE.**' and a green button that says 'Start monitoring in 30 seconds'. To the right, there is a dashboard preview showing a green 'Up' status with '527 hrs' uptime, a bar chart of green bars labeled 'Operational', and a line graph. Icons for Telegram, Email, and a mobile app are also visible. A green chat bubble icon is in the bottom right corner.

UptimeRobot Features Integrations Status Page Pricing Log In Register for FREE

The world's leading **uptime monitoring** service.

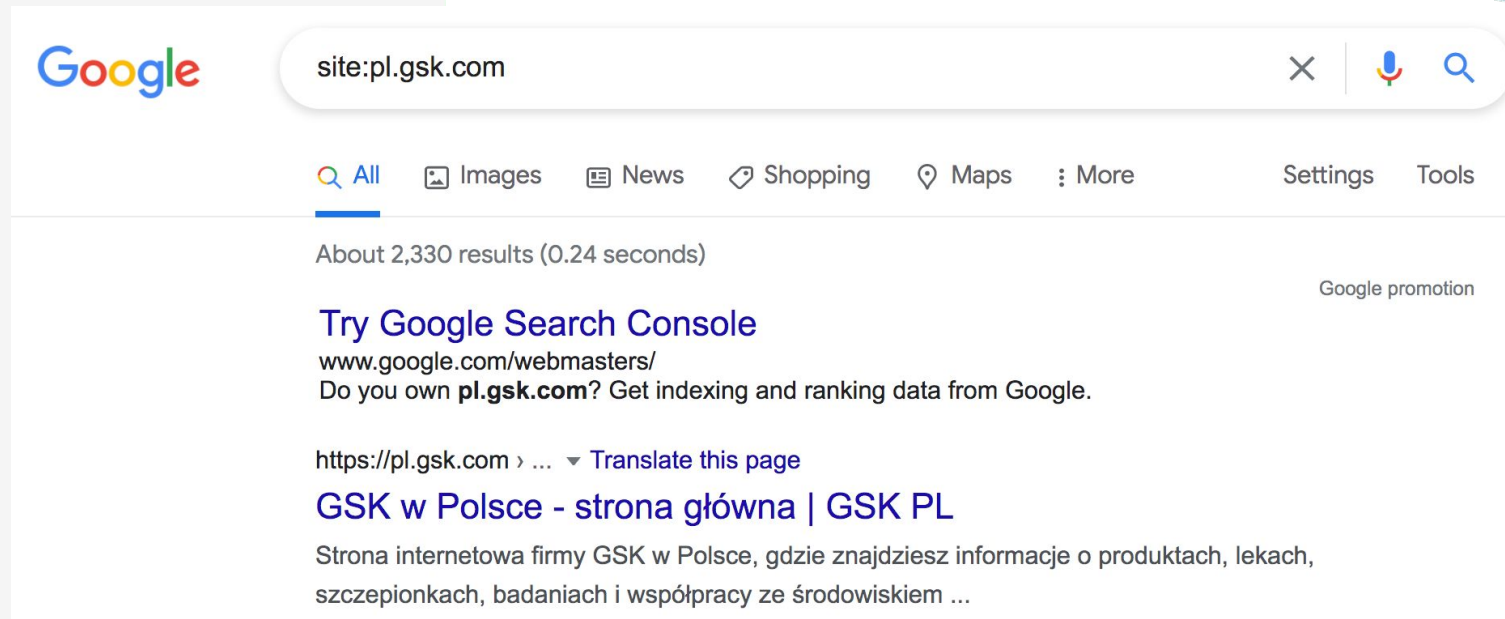
Get 50 monitors with 5-minute checks **totally FREE.**

Start monitoring in 30 seconds

Up 527 hrs



Operational







Index - site:



Google

site:pl.gsk.com


× |  

 All  Images  News  Shopping  Maps  More Settings Tools

About 2,330 results (0.24 seconds)

Google promotion

Try Google Search Console
www.google.com/webmasters/
Do you own **pl.gsk.com**? Get indexing and ranking data from Google.

https://pl.gsk.com › ...  Translate this page

GSK w Polsce - strona główna | GSK PL
Strona internetowa firmy GSK w Polsce, gdzie znajdziesz informacje o produktach, lekach, szczepionkach, badaniach i współpracy ze środowiskiem ...

Cache:

This is Google's cache of <https://www.voltaren.ro/>. It is a snapshot of the page as it appeared on 17 Jun 2021 01:10:13 GMT. The [current page](#) could have changed in the meantime. [Learn more](#).

Full version [Text-only version](#) [View source](#)

Tip: To quickly find your search term on this page, press **Ctrl+F** or **⌘-F** (Mac) and use the find bar.



[Despre durere](#) [Dureri & Tratamente](#) [Produse](#) [De unde cumperi?](#)



DESCOPERĂ GE

**Explorează
topice Volt**

Utilizăm cookie-uri pentru a vă îmbunătăți experiența în utilizarea site-ului. Unele cookie-uri sunt necesare pentru a rula site-ul web. Altele sunt opționale: modulele cookie de performanță ne arată modul în care utilizați site-ul și funcțiile acestuia; modulele cookie funcționale țin cont de preferințele dvs, iar modulele cookie publicitare ne ajută să afișăm conținut relevant pentru dvs. [Politica privind cookie-urile](#)

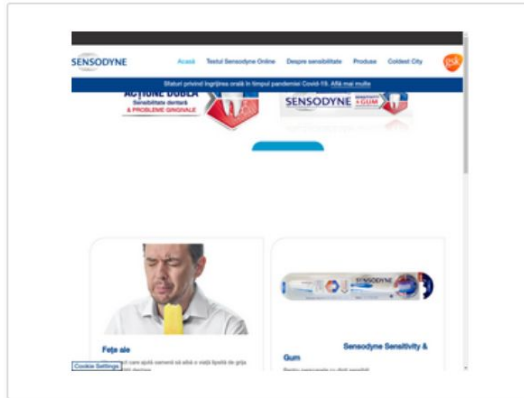
**WebPromo
Experts**

Website Loading Speed - Pingdom Tools

Your Results:

↓ DOWNLOAD HAR

↑ SHARE RESULT



Performance grade

D 68

Page size

1.5 MB

Load time

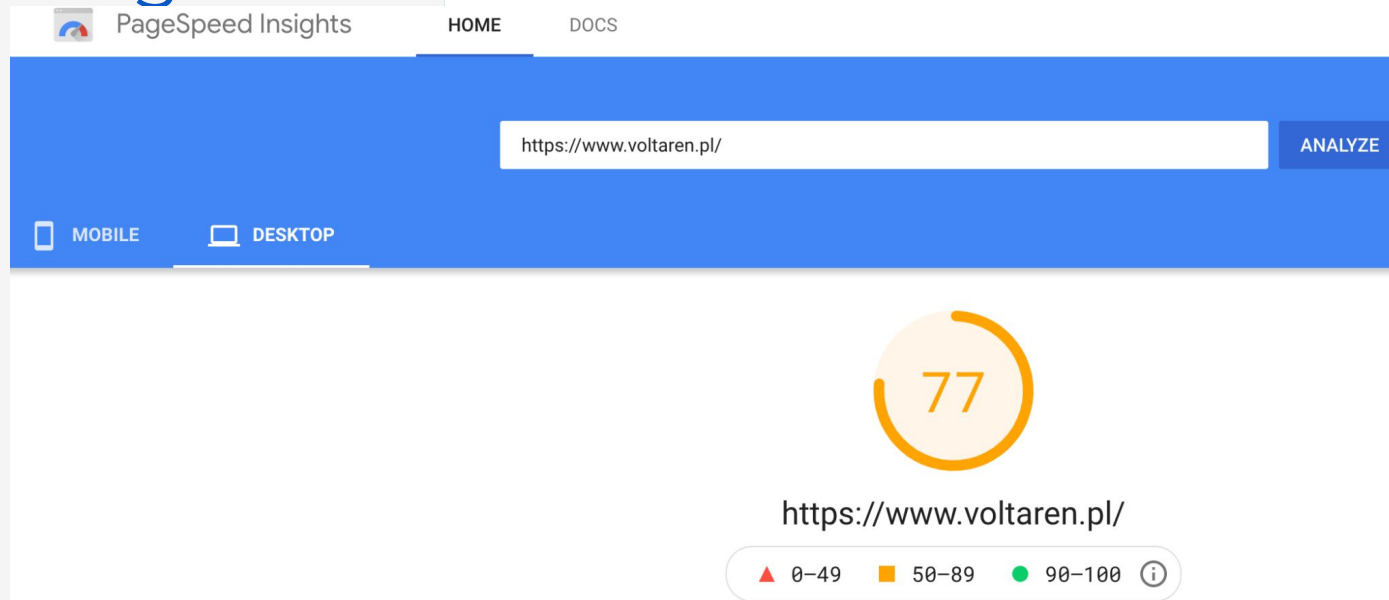
1.09 s

Requests


67


WebPromo
Experts

Website Mobility - Page Speed Insights




Website Mobility - Mobile Friendly Test

 Mobile-Friendly Test

 <https://www.voltaren.pl/>


Test results

 Page loading issues [VIEW DETAILS](#)

Tested on: Jun 22, 2021 at 11:31 AM

Page is mobile friendly

This page is easy to use on a mobile device



Help in Work

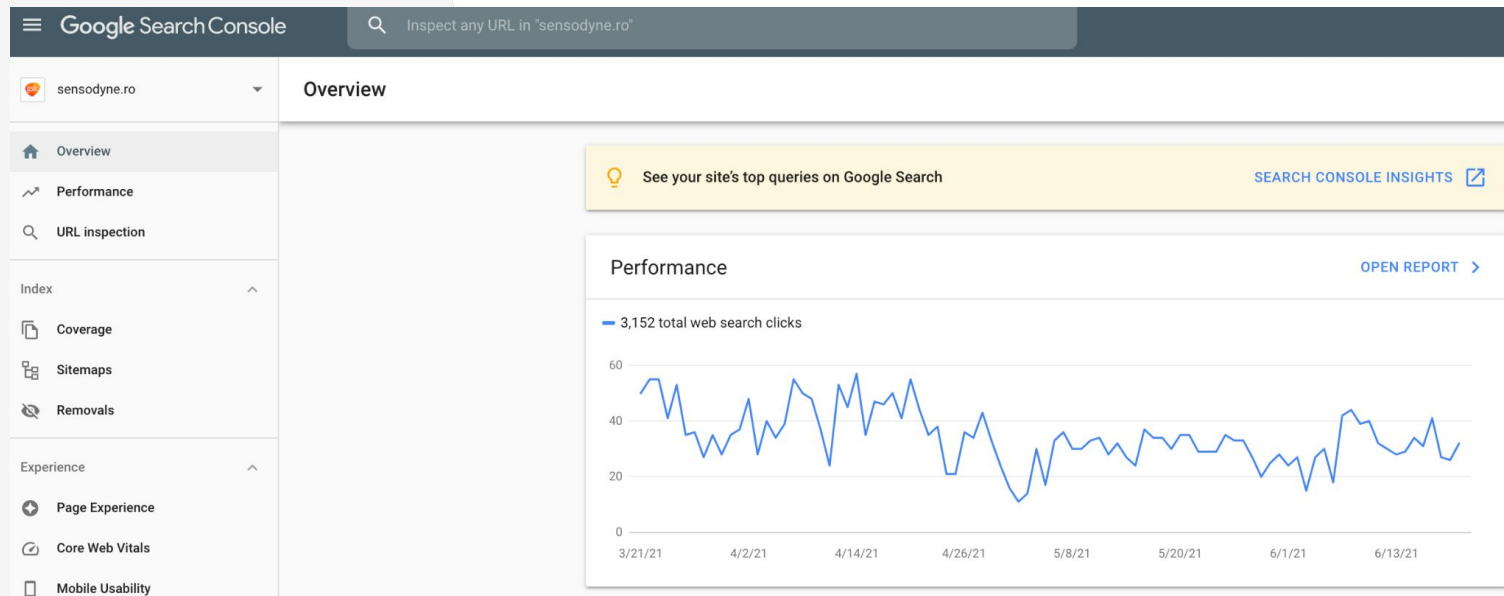
Google Search Console & Google Analytics

google.com/webmasters/tools/

analytics.google.com/analytics/web/


help

Google Search Console



Google Analytics

All Traffic

 SAVE EXPORT SHARE EDIT ANALYZE ^{BETA} INSIGHTS

ALL » SOURCE / MEDIUM: google / organic ▾

Jun 15, 2019 - Jun 21, 2021 ▾



All Users
47.69% Users



+ Add Segment

Explorer

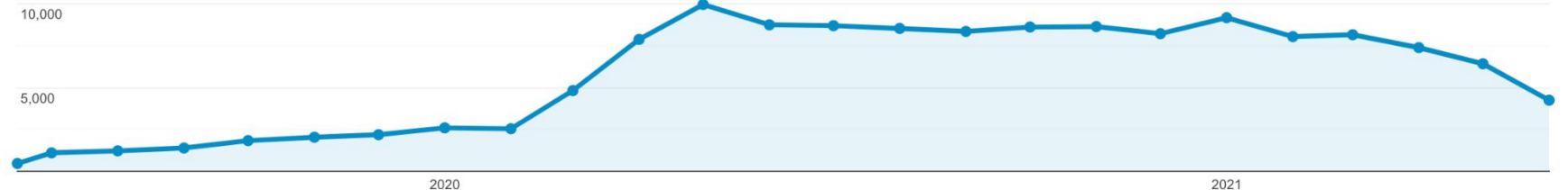
Summary [Site Usage](#) [Goal Set 4](#) [Ecommerce](#) [Floodlight](#)

Users ▾ vs. [Select a metric](#)

Day Week Month



● Users



WebPromo
Experts

Server Response

404 Not Found

nginx/1.2.6

3 SEO Golden Rules

- Do not delete web pages without necessity and special procedure
- Do not rename URL
- If you need to break the previous two rules
 - use SEO redirects

Content is essential



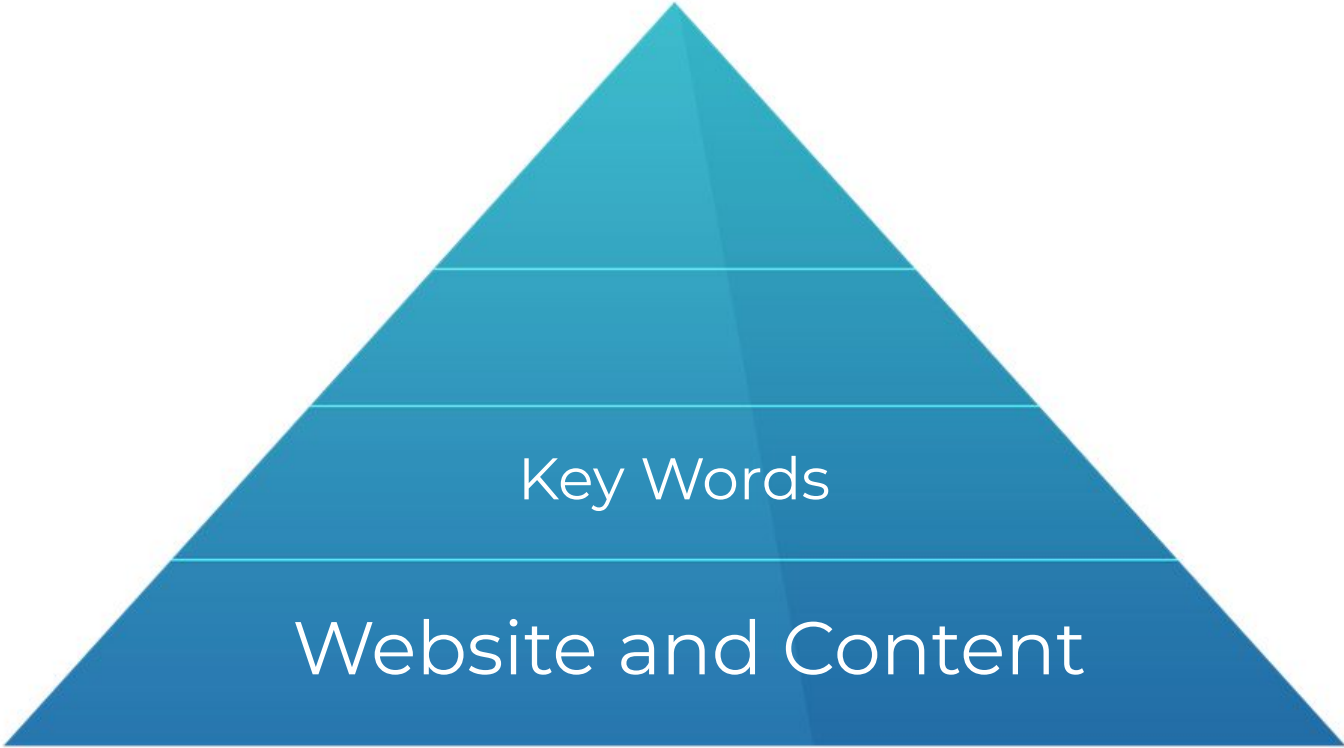
Content is
KING

The Content has to Be:

- to be
- unique
- relevant
- qualitative
- periodically renewed

Screencast Content uniqueness check

Second Level



Help in Work

Keywords Planner from Google

ads.google.com/intl/ru_ru/home/tools/keyword-planner/

Trends Analysis from Google

trends.google.com.ua/trends/

WebPromo

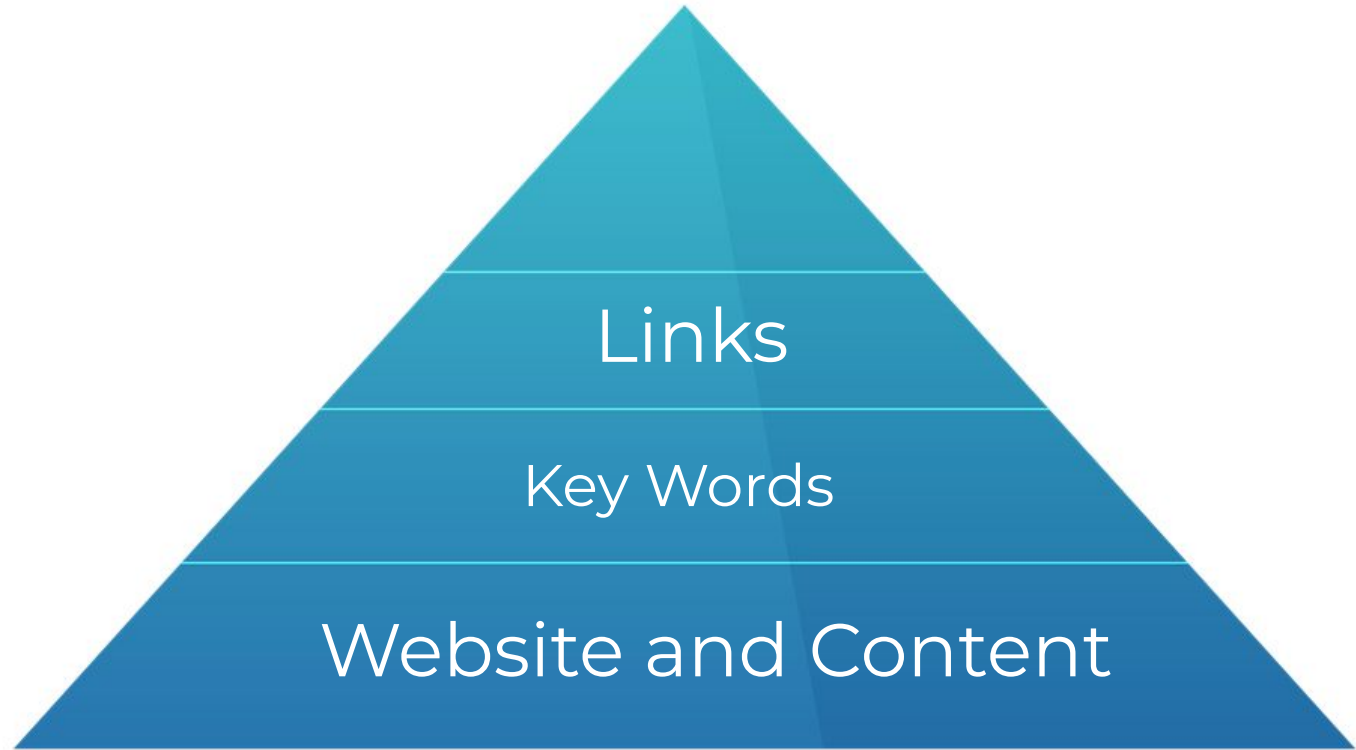
Experts

help

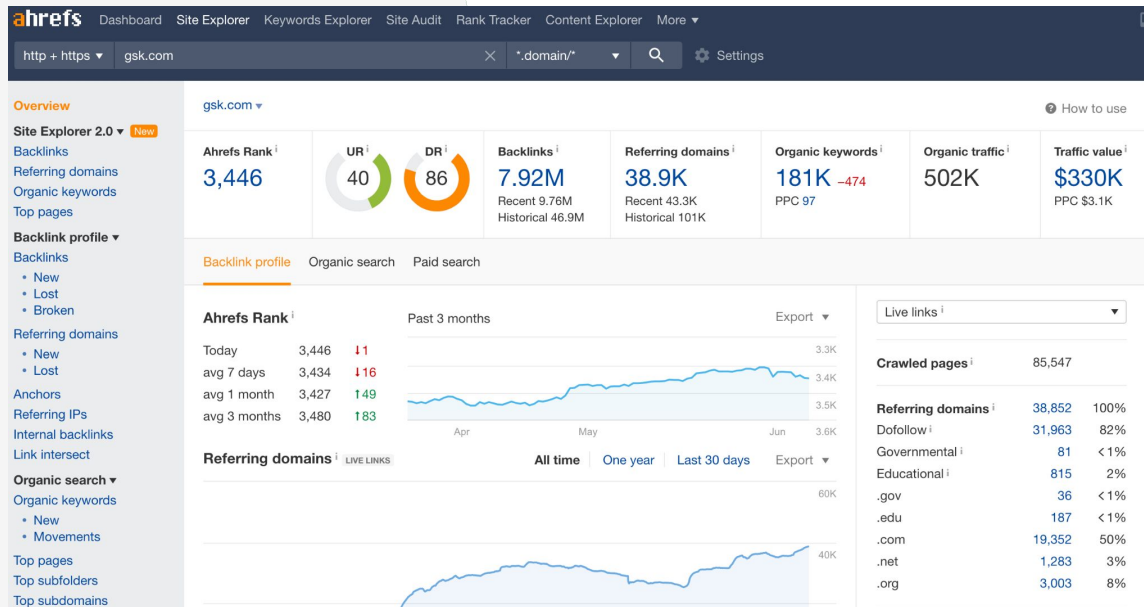
Internal Optimization

- Title
- Description
- Text on web-pages
- URL
- H1, ALT, internal links etc.

Third Level



Links - Ahrefs



Help in Work

Instruments to check backlinks

google.com/webmasters/tools/

ahrefs.com

majestic.com

help

Where Do We Take Links?

White-Hat links

- Content Marketing, Outreach and Influencer Marketing

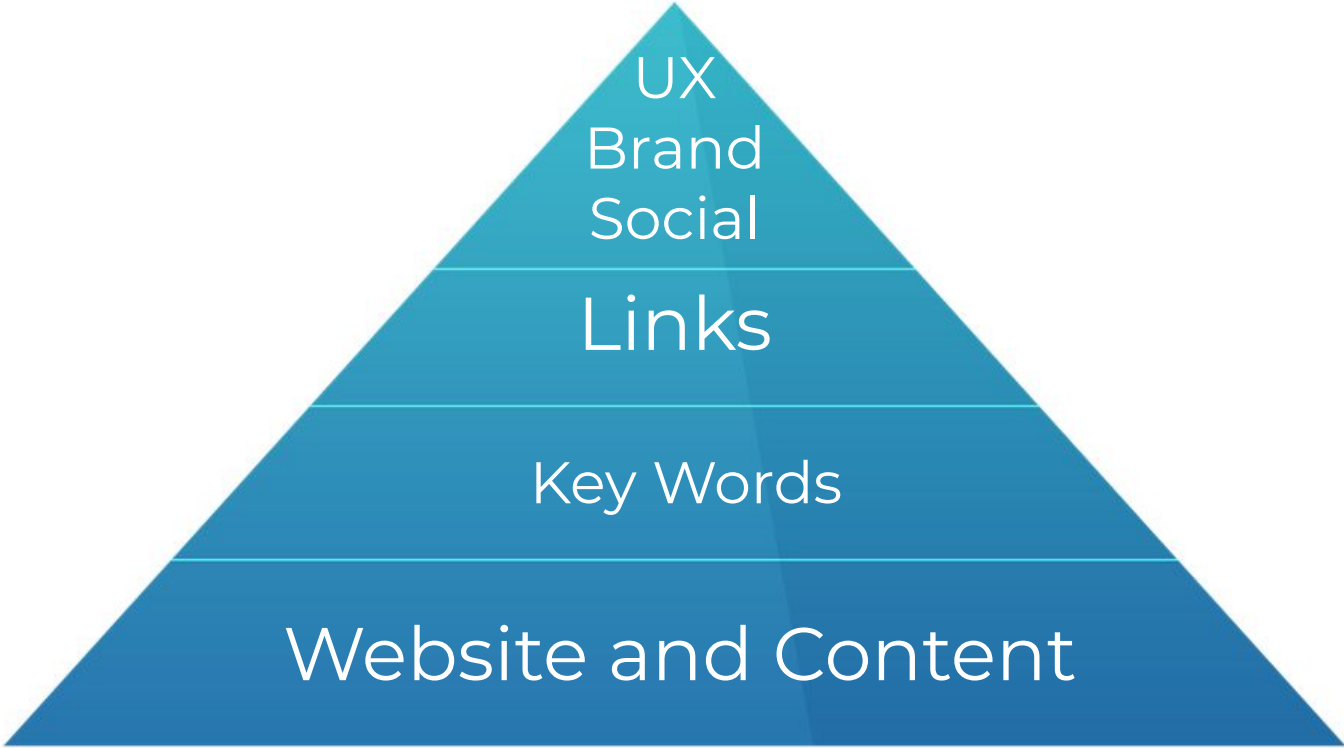
Grey links

- Buy links from web-masters
- Buy links from backlink services or stocks
- Crowd Marketing
- PBN

"Black hat" links

- Spam and Hacking

Fourth Level



SEO

Time of fast results
are gone

WebPromo
Experts



Imodium's Case Study

РУС
УКР

Де купити ▶

Пошук


[Головна](#) [Що таке понос?](#) [Профілактика поносу](#) [Про препарат](#) [Питання та відповіді](#)

ІМОДІУМ® Лінгвальний

Миттєво розчиняються на язичку⁵³
М'ятний смак
Не треба запивати
Унікальна запатентована технологія ZYDIS®

[Детальніше ▶](#)

НОВИНКА



ІМОДІУМ® Лінгвальний

Протидіарейний засіб

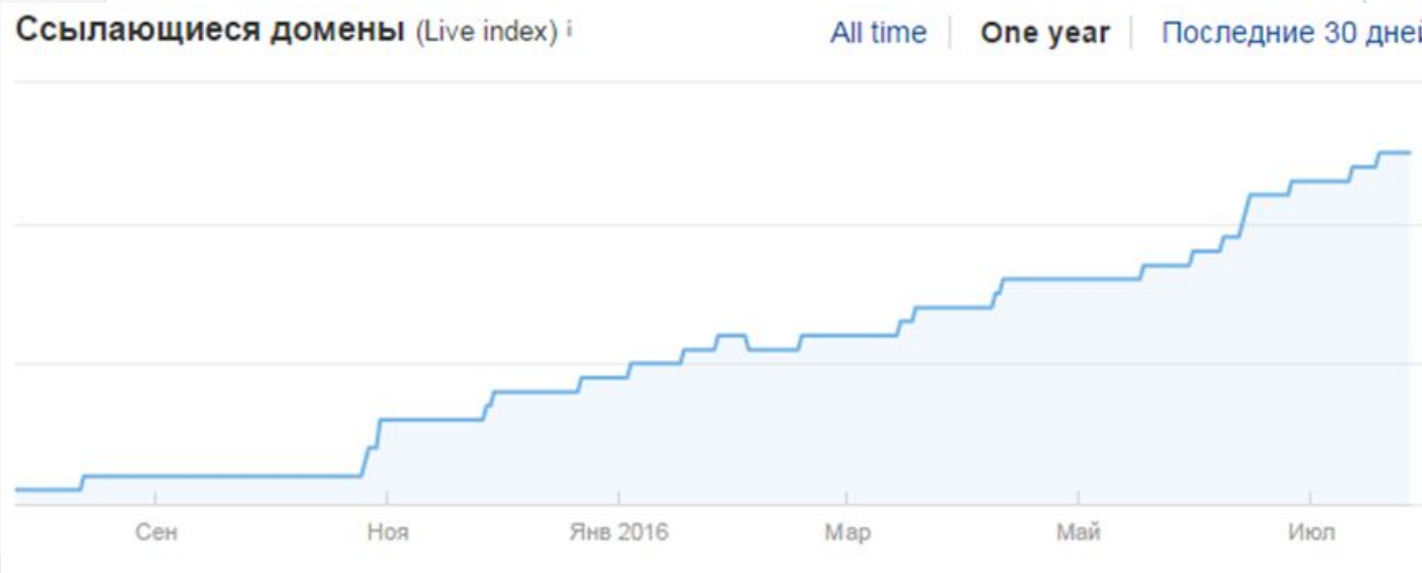
6 таблеток

[ІМОДІУМ® Лінгвальний](#) [Тест ІМОДІУМ®](#) [Поради та рекомендації](#) [Харчування](#) [Настрій](#)

SEO-audit

- duplicates
- website test version;
- language version;
- titles and descriptions;
- keyword research;

Linkbuilding Strategy



Traffic results



Listerine's Case Study

LISTERINE® Ополіскувач **№1 у світі!**

Пошук на сайті RU UA

Догляд за зубами Три кроки до здорових зубів Що таке LISTERINE® Історія LISTERINE® Питання та відповіді Де придбати

ЛISTERINE® EXPERT ЗАЩИТА ДЕСЕН

УМЕНЬШАЕТ СИЛЬНОЕ ВОСПАЛЕНИЕ ДЕСЕН ДО 94%

ЛISTERINE® EXPERT ЗАЩИТА ДЕСЕН

Борется с основной причиной заболевания зубов и десен - уничтожает 99% вредных бактерий в ротовой полости.

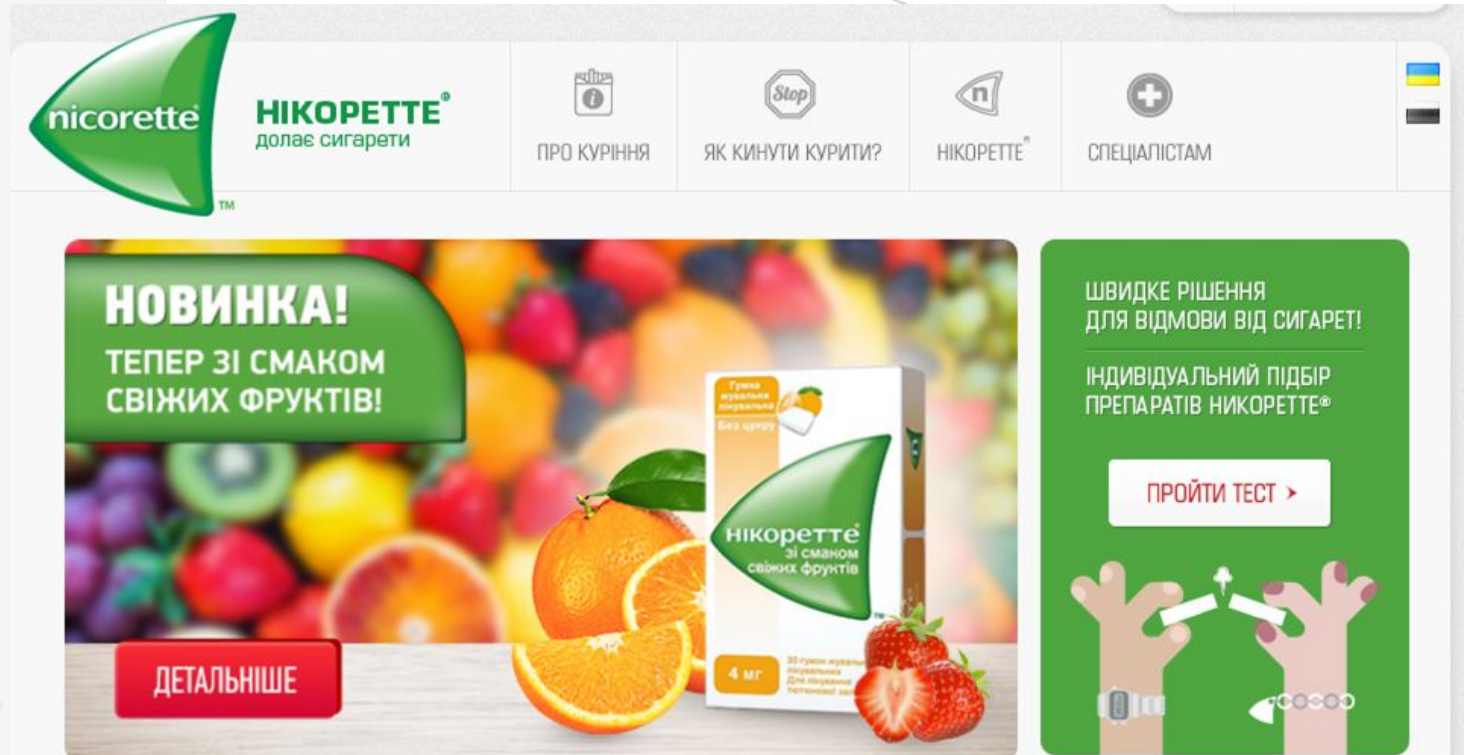
Заберегает ясна здоровыми

Надолго освежает дыхание

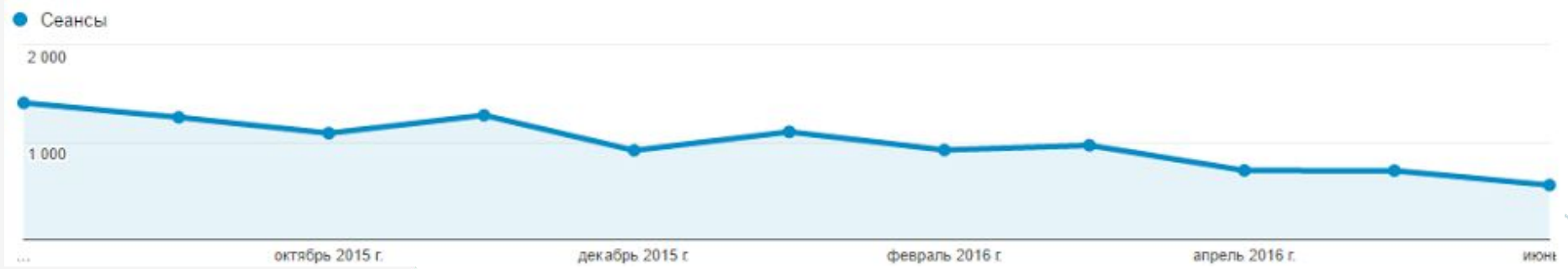
Results



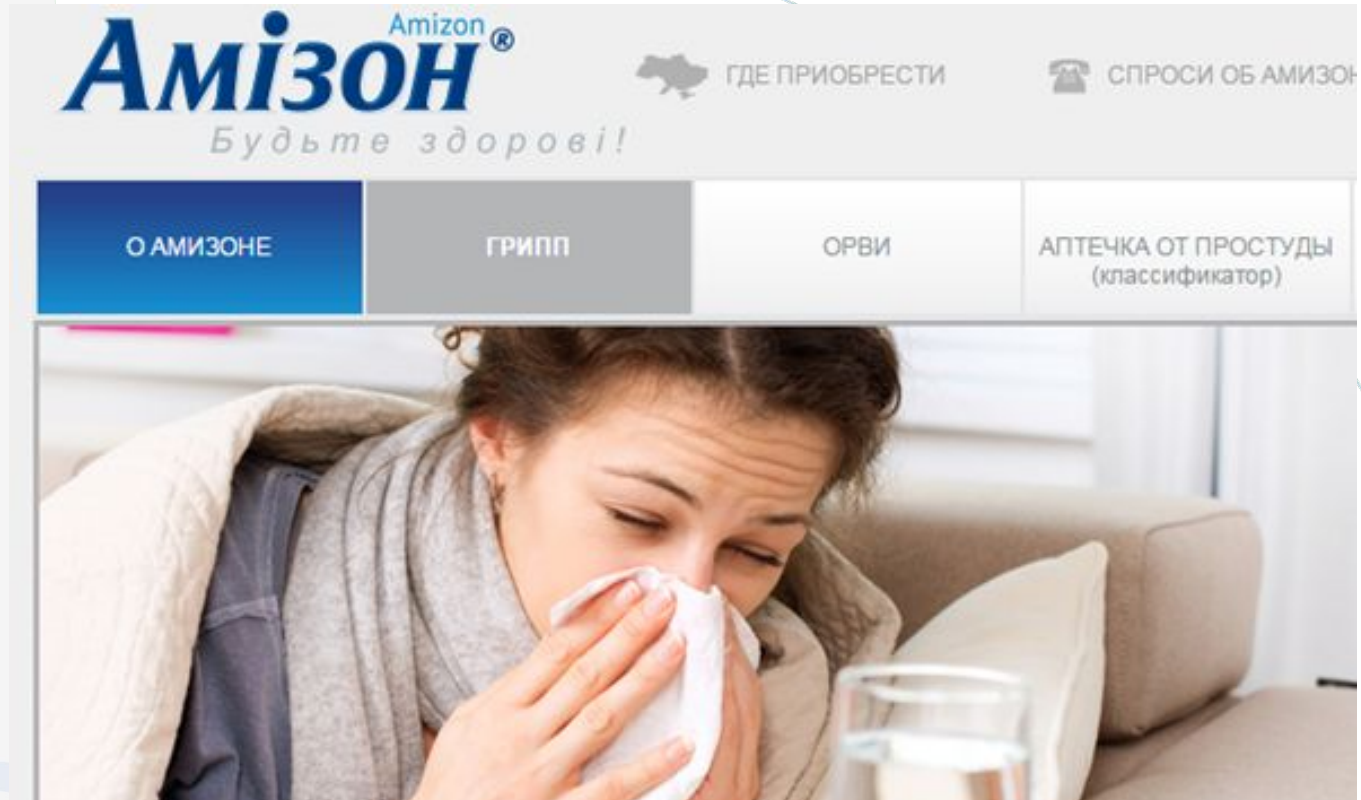
Nicorette's Case Study



SEO Audit wasn't implemented



Farmak's Amizon Case Study



+60k organic traffic

Сравнить Поисковые запросы ▾

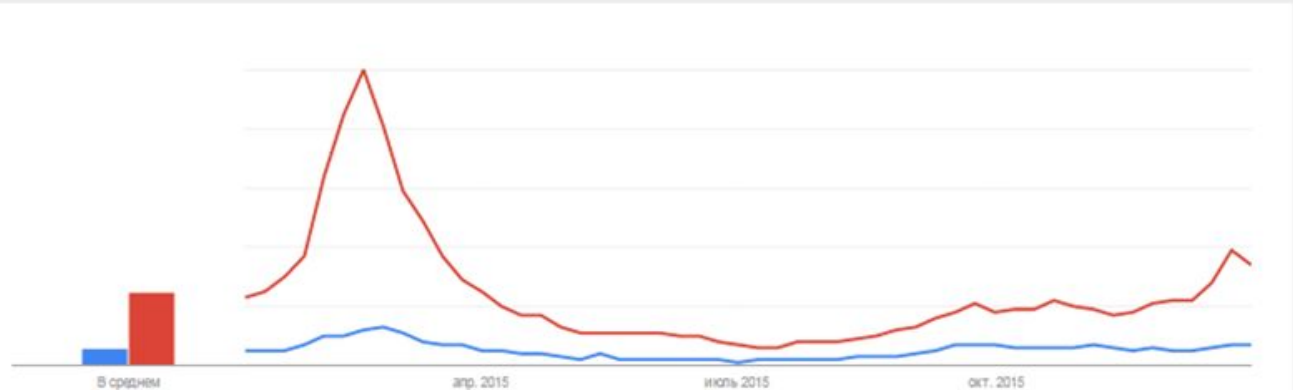
амизон
Поисковый запрос

грипп
Поисковый запрос

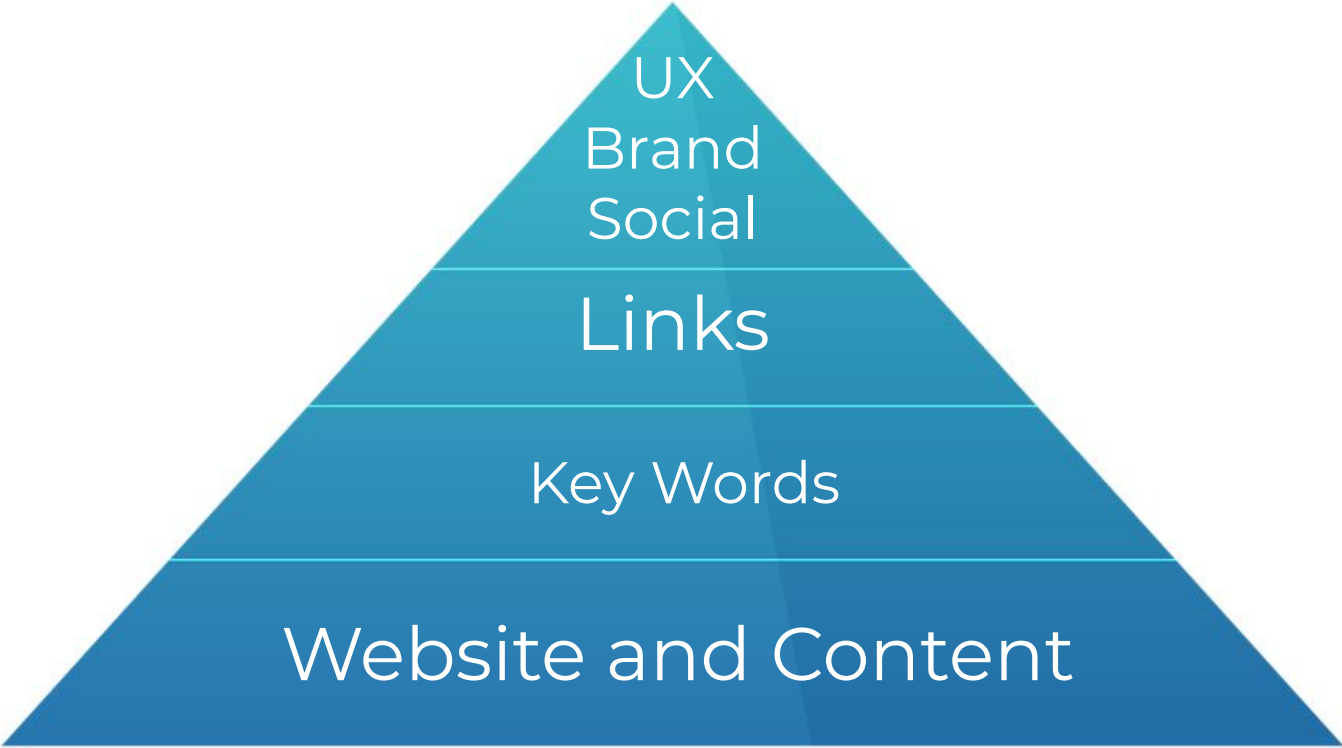
+ Добавить запрос

Динамика популярности ⓘ

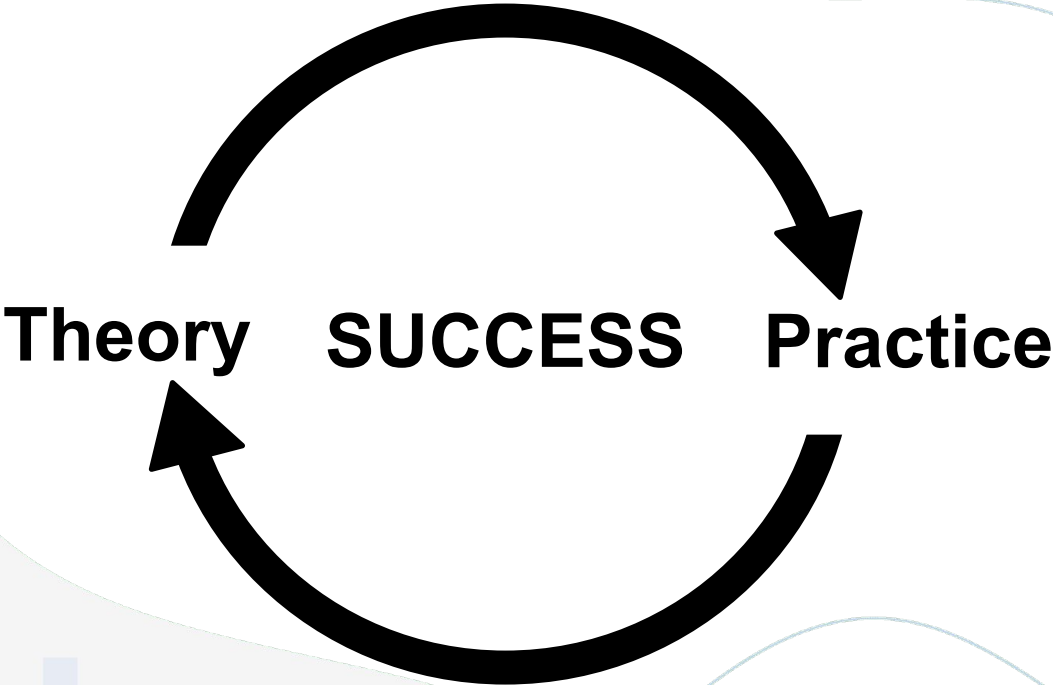
☐ Поиск по новостям ⓘ ☐ Прогноз ⓘ



Remember it!



Constant Process



Thank You and Good Luck!

aworonyuk@web-promo.com.ua

facebook.com/anton.woronyuk

twitter.com/googleseosecret

