



SEO



SEARCH ENGINE OPTIMIZATION

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The screenshot shows the Yahoo! homepage with a focus on News and Media. The header features the Yahoo! logo and three circular icons labeled 'My', 'My Life', and 'My Yahoo!'. Below the logo, the text 'Top: News and Media' is visible. A search bar with a 'Search' button and a link to 'Options' is present. To the right of the search bar, there are several small logos including 'Yahoo! NEWS TICKER', 'Internet Explorer', and 'eZ'. Below the search bar, there are two radio buttons: 'Search all of Yahoo' (selected) and 'Search only in News and Media'. A list of links is provided, including 'Current Headlines', 'Current Events (7070)', 'Yahoo! Net Events: News and Media', 'Yahoo! Weather', 'Indices (52)', and 'Sub Category Listing'. A second list of links is displayed in two columns, covering categories like 'Arts and Humanities', 'Broadcasting (57)', 'Business (122)', 'Chat (4)', 'Columns (17)', 'Commercial News Services', 'Countries and Cultures (139)', 'Daily (106)', 'Editorial (10)', 'Employment (45)', 'Entertainment (278)', 'Events (175)', 'Government (13)', 'Health', 'History (6)', 'Internet', 'Journalism (369)', 'Legal', 'Magazines (676)', 'Media Ethics', 'Media Library (16)', 'Newspapers (587)', 'Newsires (312)', 'Personalized News (25)', 'Politics (17)', 'Radio (2197)', 'Science', 'Sports', 'Technology (108)', 'Television (6904)', 'Usenet (217)', 'Weather (42)', 'World (61)', and 'WWW What's New'. At the bottom, a banner reads 'Yahoo! Internet Life and Southern Comfort Rock the Blues: Enter Today to Win a Concert Trip to New Orleans'. The footer contains the copyright notice 'Copyright © 1994-97 Yahoo! Inc. - Company Information - Help'.

YAHOO! My My Life My Yahoo!

Top: News and Media

Search Options

☒ Search all of Yahoo ☐ Search only in News and Media

Yahoo! NEWS TICKER Internet Explorer eZ

- [Current Headlines](#) - from Reuters Online.
- [Current Events \(7070\)](#) NEWS
- [Yahoo! Net Events: News and Media](#) - today's chats, news broadcasts and programs.
- [Yahoo! Weather](#) - 5-day forecast brought to you by Weathernews, Inc.
- [Indices \(52\)](#)
- [Sub Category Listing](#)

• Arts and Humanities@	• Legal@
• Broadcasting (57) NEWS	• Magazines (676) NEWS
• Business (122)	• Media Ethics@
• Chat (4)	• Media Library (16)
• Columns (17)	• Newspapers (587) NEWS
• Commercial News Services@	• Newsires (312)
• Countries and Cultures (139) NEWS	• Personalized News (25)
• Daily (106) NEWS	• Politics (17)
• Editorial (10)	• Radio (2197) NEWS
• Employment (45)	• Science@
• Entertainment (278) NEWS	• Sports@
• Events (175)	• Technology (108)
• Government (13)	• Television (6904) NEWS
• Health@	• Usenet (217) NEWS
• History (6)	• Weather (42)
• Internet@	• World (61) NEWS
• Journalism (369) NEWS	• WWW What's New@

Yahoo! Internet Life and Southern Comfort Rock the Blues: [Enter Today](#) to Win a Concert Trip to New Orleans

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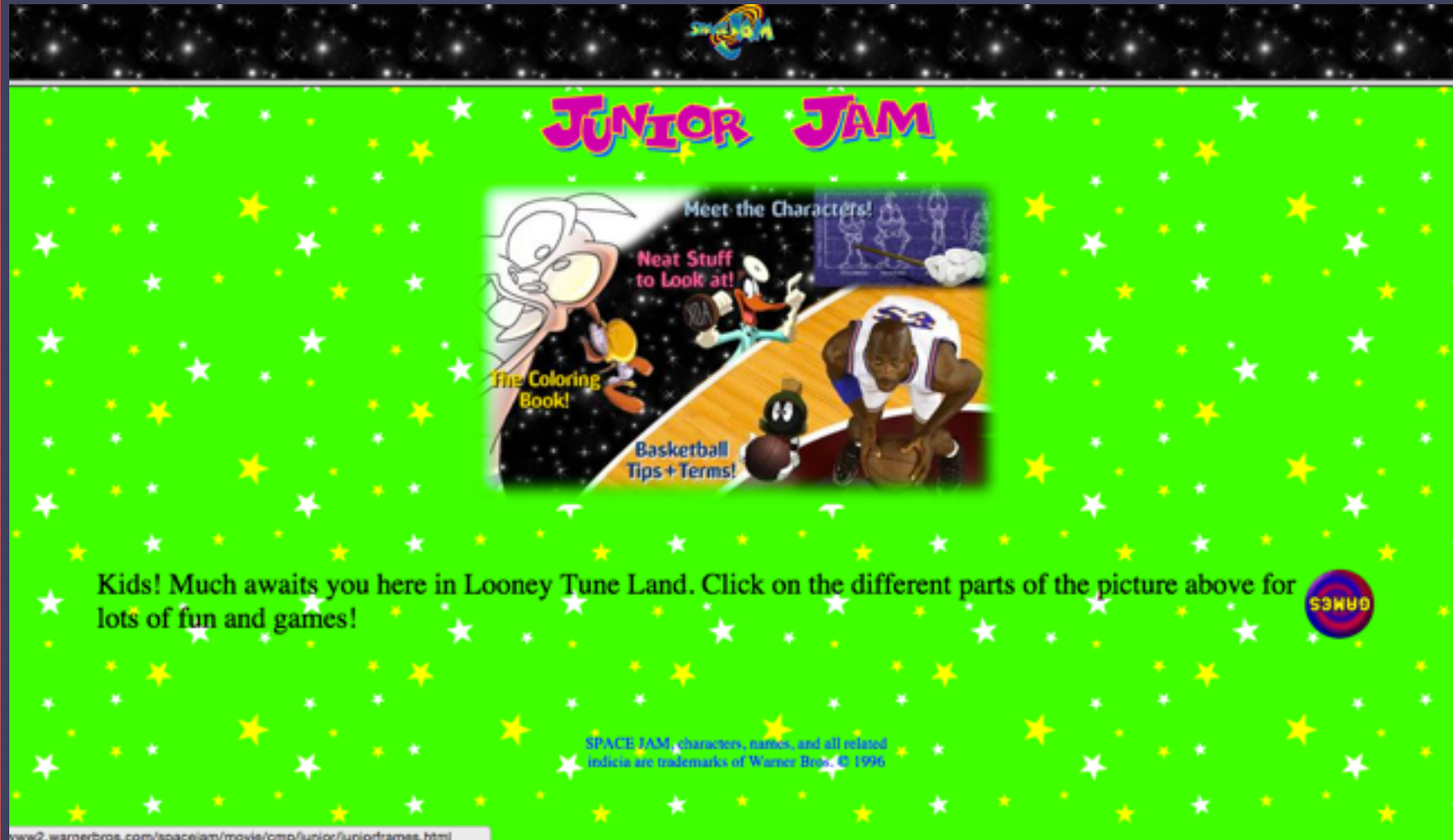
HISTORIA DE SEO



When you've got the world's greatest basketball superstars and the world's greatest cartoon characters facing off against space aliens, you can't skimp on the jams -- and sure enough, Warner Sunset/Atlantic Records' Space Jam: Music From The Motion Picture is one of the most powerful collections in the universe.

SPACE JAM, characters, names, and all related indicia are trademarks of Warner Bros. © 1996

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The Google logo, featuring the word "Google!" in its signature multi-colored font (blue, red, yellow, blue, green, red) with a slight 3D effect and a shadow.

Search the web using Google!

10 results ▾

Google Search

I'm feeling lucky

Index contains ~25 million pages (soon to be much bigger)

[About Google!](#)

[Stanford Search](#) [Linux Search](#)

Get Google! updates monthly!

your e-mail

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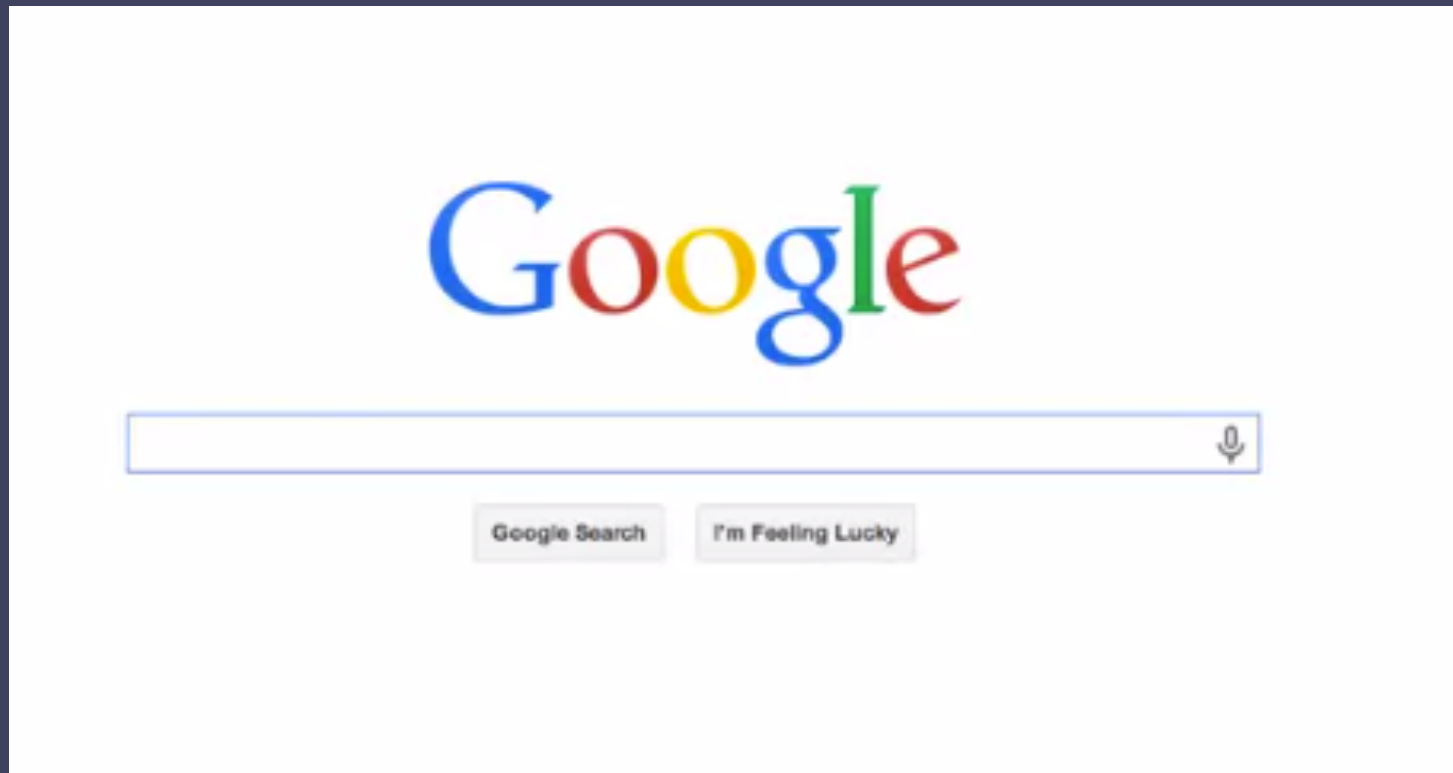
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HISTORIA DE SEO





OBJETIVO SEO



POSICIONAR LO MÁS ALTO
POSIBLE UN SITIO A TRAVÉS
DE FRASES O PALABRAS
CLAVES ESPECÍFICAS



SERP



LA POSICIÓN SE REFIERE A
DÓNDE TU SITIO APARECE EN
EL SERP O EN LA PAGINA DE
RESULTADOS DEL MOTOR DE
BÚSQUEDA



SERP



DEPENDE TOTAL MENTE DEL
ALGORITMO DE BÚSQUEDA
(SEARCH ALGORITHM)

Google Search Algorithm

- Use of keywords
- Links to the pages
- Speed of the site
- Content within tags
- A whole lot more!

Google Search Algorithm

- Types of content
- Personalization
- Location

Organic Search Results

Based on quality, relevance & more

Cerca de 39,800,000 resultados (0.25 segundos)

UNAM - Portal de la Universidad Nacional Autónoma de ...

www.unam.mx/

Con centros de estudio en varios Estados del país, pero mayormente en el Distrito Federal, la **UNAM** es la universidad pública más grande en el país. Presenta ...

Resultados de unam.mx



Primer Ingreso (Admisión)

Cronograma Noviembre 2014 -
Publicación - Licenciatura - ...

Oferta académica

Presentación - Posgrado UNAM -
SUAYED - Educación Continua

Dirección General de

Cronograma Noviembre 2014 -
Egreso - Guías de Estudio - SIAE

Becas

Becas en instituciones con estudios
incorporados a la ...

Correo UNAM

Bienvenido al sitio de acceso al
servicio institucional de correo ...

Trámites

Trámites de revalidación y ... la
UNAM · TramITEL ...



Mapa de UNAM

Universidad Nacional Autónoma de ...

www.unam.mx

4.7 ★★★★★ 101 comentarios de Google

A Av Universidad 3000
Ciudad Universitaria,
Coyoacán, Ciudad de
México, D.F.
01 55 5622 1332

U.N.A.M. Dirección General de Com...

www.unam.mx

B Avenida Universidad
3000
Ciudad Universitaria



Paid Search Results

Placement based on paid bids

boys boba fett t-shirt - C... X






← → ↺ <https://www.google.com/#q=boys+boba+fett+t-shirt&safe=off> ☆ ☰

Google boys boba fett t-shirt 🔊 🔍

Web Images Shopping Videos News More ▾ Search tools ⚙

About 439,000 results (0.42 seconds)

Shop for boys boba fett t-shirt on Google Sponsored ⓘ

 S is for Star Wars Kids' Tee... \$9.99 ThinkGeek	 Boba Fett Star Wars T-Shirt \$17.99 CafePress.com Special offer	 Boba Fett Costume T-Shirt... \$21.99 SuperHero...	 Star Wars Boba Fett Bo... \$19.99 SuperHero...	 Boba Fett Ringer, Men's... \$23.60 Spreadshirt
--	--	---	--	---

Boba Fett T-Shirts & Merchandise - SuperHeroStuff
www.superherostuff.com/star-wars/boba-fett-t-shirts.html ▾
Buy **Boba Fett t-shirts** at SuperHeroStuff.com. ... Star Wars Movies Kids Briefs 5pk Assortment \$14.99 Sizes:4-6 **Boba Fett Blue Heather Empire T-Shirt** \$19.99 ...

Amazon.com: Star Wars Boba Fett Lego Face Youth T-Shirt:...
www.amazon.com ▾ ... Boys > Tops & Tees > Tees ▾ Amazon.com ▾
Star Wars **Boba Fett Lego Face Youth T-Shirt** ... Cotton; Machine Wash; Licensed youth tee; regular tee ... Mighty Fine **Boys 8-20 Printed Short Sleeve** ...

Images for boys boba fett t-shirt Report images

Boba Fett Kids T Shirt
www.cafepress.com/ ▾
Shop 1000+ Unique Designs.
Buy **Boba Fett Kids T Shirt** Now!

Boys Star Wars Tshirt
www.amazon.com/Clothing ▾
4.4 ★★★★★ rating for amazon.com
Buy **Boys Star Wars Tshirt** at Amazon.
Free Shipping on Qualified Orders.

The Children's Place
www.childrensplace.com/Shirts ▾
Shop The Children's Place Today.
The Place Where Fashion Meets Fun!

Boba Fett T Shirts
www.zazzle.com/ ▾
Shop **Boba Fett T Shirts**.
Quality Guaranteed. Free Shipping.

Zappos - Boy's Shirts
www.zappos.com/Boys-Shirts ▾
Free Overnight Shipping & 365 Day

**¿QUIÉN PUEDE HACER
SEO?**

Coders & Designers

- Use the right tags
- Ensure accessibility
- Validate your code
- Keep the site fast
- Build in sharing



Content Creators

- Post great content
- Post regularly
- Identify & use keywords
- Share your content



Social Media Managers

- Engage with Followers
- Share your content
- Get on Multiple Platforms
- Bring People Back to the Site



Black Hat SEO

- Bad reputation
- Unreliable tactics
- Website banned

THE INTERNET'S
MOST WANTED



BLACK HAT SEO

PALABRAS CLAVE

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SEMRUSH COMPETITIVE DATA

FOR DIGITAL MARKETING PROFESSIONALS

 **US** ▼**SEARCH**

488,374 users

106,600,000+ keywords

45,000,000+ domains

26 databases

**ONLINE DEMO****PHILIPS****PayPal****Forbes** **National Positions**
Positional Intelligence Marketing**HYATT****RE/MAX**



unam.mx

MX

SEARCH



Overview

Overview

Organic Research

Advertising Research

PLA Research

Display advertising

Backlinks

Keyword Research

Tools

Ranks

Online demo

SEOquake for Google Chrome

US
GOOGLE

UK
GOOGLE

DE
GOOGLE

FR
GOOGLE

MX
GOOGLE

Other Countries

21 more...

unam.mx - SEMrush's main report for domain (for google.com.mx database)

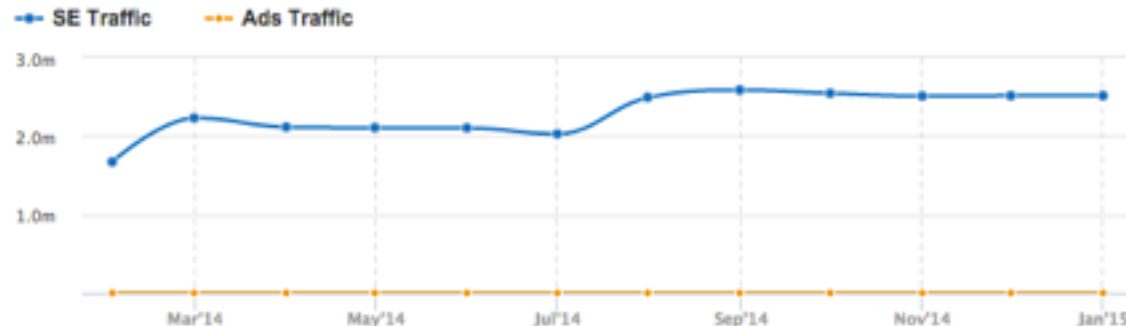
Watch

LIVE UPDATE Overview

SEMrush rank	168
SE Traffic	2,512,464
SE Traffic price	\$1,276,099
Ads Traffic	0
Ads Traffic Price	\$0
Display ads	0

Traffic

30 days 1/2 year year 2 years All time



LIVE UPDATE Organic keywords



LIVE UPDATE Ads Keywords

Nothing found

LIVE UPDATE Organic vs Ads



Online demo

SEOquake for Google Chrome

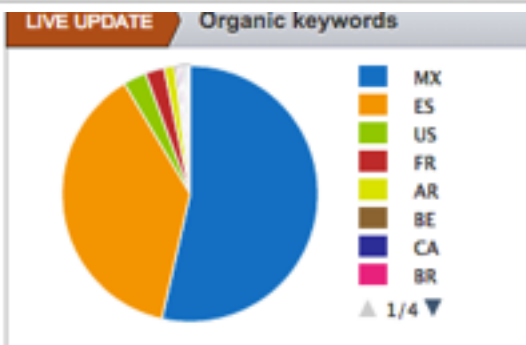
Join our Affiliate Program

+25114 Recommend this on Google

Like 34k Tweet 1,632

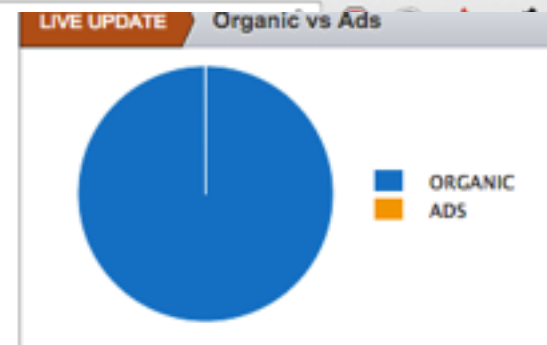
Order custom database or report

Have you seen our new customizable API format?



LIVE UPDATE Ads Keywords

Nothing found



LIVE UPDATE Organic keywords **36,420**

Keyword	Pos	Volume	CPC
unam	1 (1)	301,000	0.38
pim	1 (1)	90,500	2.16
unam	2 (2)	301,000	0.38
unam	3 (7)	301,000	0.38
convocatoria unam 2014	1 (1)	49,500	0.28

[Full Report >](#) [Export](#)

LIVE UPDATE Ads Keywords

Nothing found

LIVE UPDATE Competitors in organic search **50,443**

Domain	Competition level	Common keywords	SE Keywords
slideshare.net	<div></div>	6.6k	45.5k
monografias.com	<div></div>	5.1k	26.9k
rincondelvago.com	<div></div>	3.9k	20.0k
wikipedia.org	<div></div>	14.0k	189.6k
buenastareas.com	<div></div>	3.2k	16.9k

LIVE UPDATE Competitors in Ads

Nothing found

Have A Suggestion?

SEO Time-Related Variables

- Age
- Update frequency
- Update amount
- Links

HERRAMIENTAS

- **Google Webmaster Tools**
- **Google Analytics**
- **Google Adwords**
- **Google Places and Business**

Economy True Value Hardware - Boston, MA | Yelp

www.yelp.com > ... > Home & Garden > Hardware Stores > Yelp, Inc. >

★★★★★ Rating: 3.5 - 45 reviews - Price range: \$\$

45 Reviews of Economy True Value Hardware "I was fooled by the name. I figured it would be just a regular hardware store with hammers and nails and paint ...

Back Bay Hardware

www.backbayhardware.com

3.9 ★★★★★ 5 Google reviews · Google+ page

Economy True Value

www.citylivingstores.com

3.6 ★★★★★ 7 Google reviews

Charles Street Supply

www.acehardware.com

4.1 ★★★★★ 8 Google reviews

The Home Depot - South Bay/Boston

www.homedepot.com

2.7 ★★★★★ 23 Google reviews

Period Furniture Hardware Co

www.periodfurniturehardware.com

1 Google review

Backstage Hardware & Theater

www.backstagehardware.com

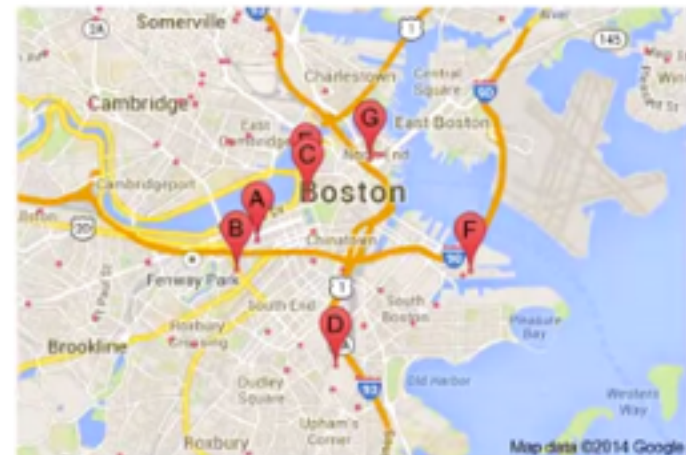
Google+ page

Salem St. True Value


www.salemstreettruevalue.com




3 Google reviews

- A 233 Newbury St
Boston, MA
(617) 536-0913
- B 219 Massachusetts Ave
Boston, MA
(617) 536-4280
- C 54 Charles St
Boston, MA
(617) 367-9046
- D 5 Allstate Rd
Boston, MA
(617) 442-6110
- E 123 Charles Street
Boston, MA
(617) 227-0758
- F 21 Drydock Ave
Boston, MA
(617) 330-1422
- G 89 Salem St
Boston, MA
(617) 523-4759



Map for hardware stores, boston, ma



 Full Page Test DNS Health Ping and Traceroute[→ Sign up](#)

Pingdom Website Speed Test

Enter a URL to test the load time of that page, analyze it and find bottlenecks

[Test Now](#)

Settings ▼

Recent tests

URL	Tested
http://www.freewebsitereport.org/www.wholesalecentral.com	1s ago
http://zaedno.somee.com/ShowNews.aspx?id=60	6s ago
http://www.bestangrybirdgames.com	6s ago
http://www.claltec.com	6s ago
http://motosjuario.es/	7s ago
http://telegraphuk.disqus.com/get_num_replies_from_dsoid.js	9s ago
http://areajugones.es/	9s ago
http://store.advanced-inc.com/store	12s ago

Pingdom Website Speed Test

Enter a URL to test the load time of that page, analyze it and find bottlenecks

proteco.fi-b.unam.mx

Test Now

Settings ▼



proteco.fi-b.unam.mx

Tested from on January 9 at 10:34:32

Perf. grade
100/100

Requests
3

Load time
3.40s

Page size
0B

Your website is faster than 48% of all tested websites

DOWNLOAD HAR

 **Tweet**

 **Post to Timeline**

 **Email**

HERRAMIENTAS

- [woorank.com](https://www.woorank.com)
- upcity.com
- validator.w3.org
- builtwith.com
- google.com/trends