



SEO SEARCH ENGINE OPTIMIZATION

¿Cómo funcionan los motores de búsqueda?

[Google Search](#)

[I'm Feeling Lucky](#)

Google.com.co offered in: [Español \(Latinoamérica\)](#)

RELEVANCIA Y POPULARIDAD

*Cambios en el algoritmo de
Google*



*¿Cómo ser exitoso en
search marketing?*



**CREA UN SITIO WEB
AMIGABLE PARA
HUMANOS, NO PARA
MOTORES DE
BÚSQUEDA.**

- Jerarquía de textos y links
- Imágenes optimizadas
- Palabras clave
- Estructura enriquecida

365 DESAYUNOS

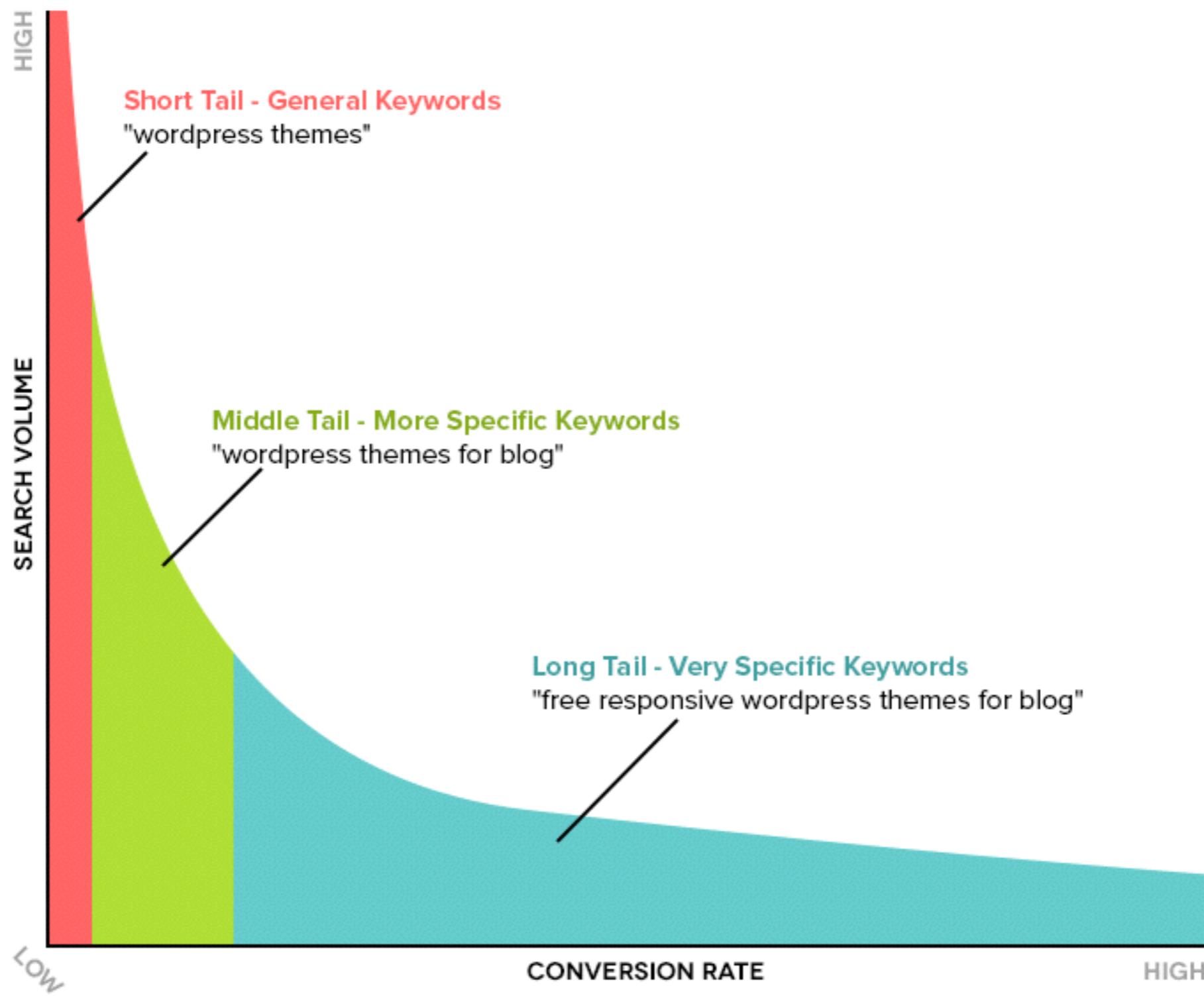
*Presentación del
proyecto*



KEYWORD RESEARCH

*Búsqueda y análisis de
palabras clave*

Short tail - Long tail



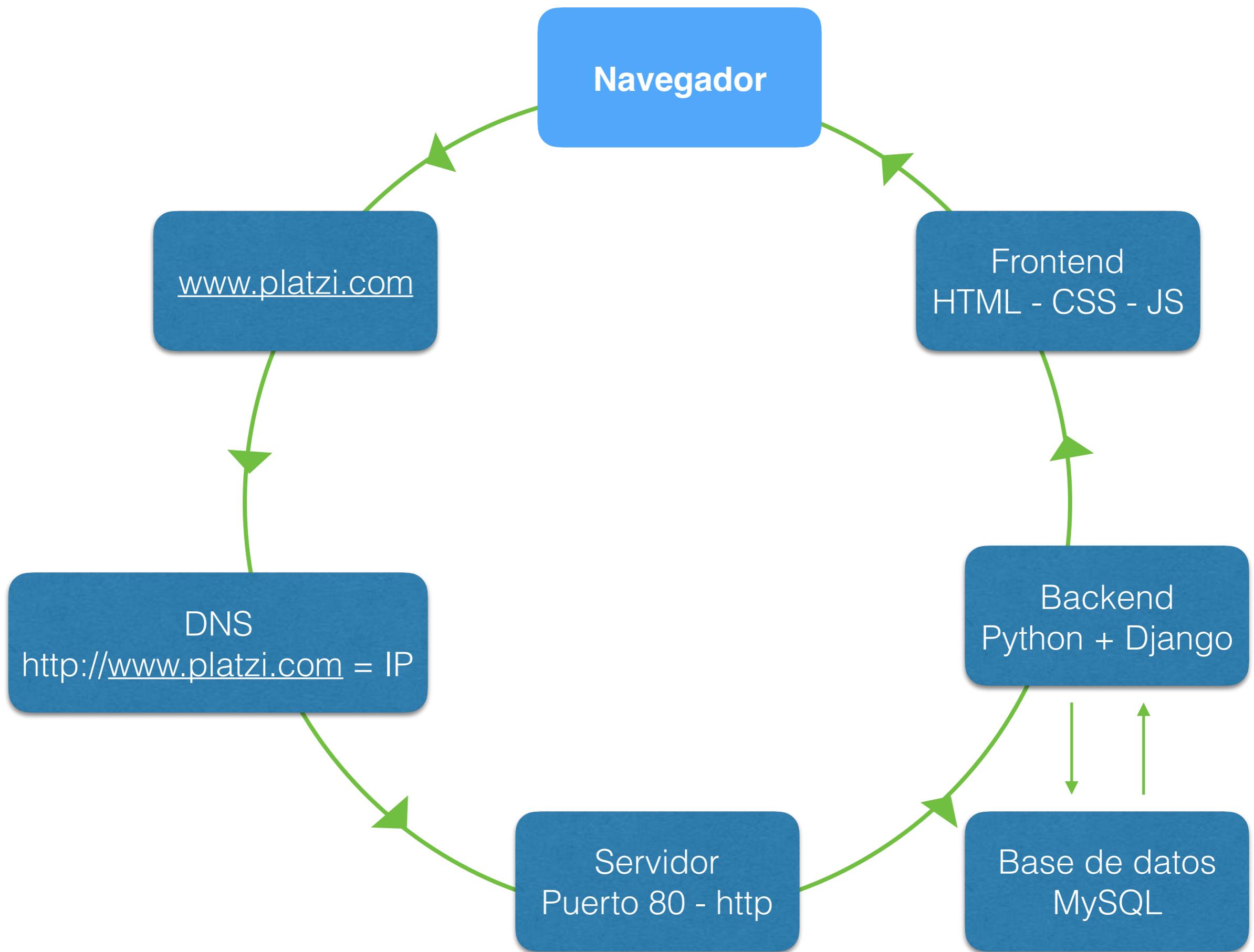


Lluvia de ideas

<https://trends.google.com/trends/>



¿Qué es Frontend y Backend?



The image features the word "html" in a large, white, sans-serif font centered against a solid orange background. The letters are slightly shadowed, giving them a 3D appearance. On either side of the word are white, stylized brackets: a left bracket (<) on the left and a right bracket (>) on the right, also with shadows. These elements together form a logo for HTML.

RICH SNIPPETS

Mollete - Wikipedia

<https://en.wikipedia.org/wiki/Mollete> ▾

A mollete (Spanish pronunciation: [mo'λete]) is a typical food of Mex-

In Spain · In Mexico · Molletes as a breakfast · Recipe for Molletes

Mollete - Wikipedia, la enciclopedia libre

<https://es.wikipedia.org/wiki/Mollete> ▾ [Translate this page](#)

El mollete es un alimento a base de pan. Se puede encontrar en di-
se elabora, en algunos sitios es una especie de tostada ...

Mexican Molletes Recipe - Tablespoon.com



<https://www.tablespoon.com/...molletes/383cf0c3-2>

★★★★★ Rating: 4 - 7 votes - 10 min

That's why I was ecstatic when Tablespoon asked me to

What a great excuse to make one of my favorite meals!

Molletes recipe | Epicurious.com



www.epicurious.com/recipes/food/views/molletes-5

★★★★★ Rating: 3.5/4 - 2 reviews - 439 cal

In Mexico, that's beans, cheese, and salsa. Though molletes are best made at home, when you can make them, add the right amount of beans and cheese, then broil.

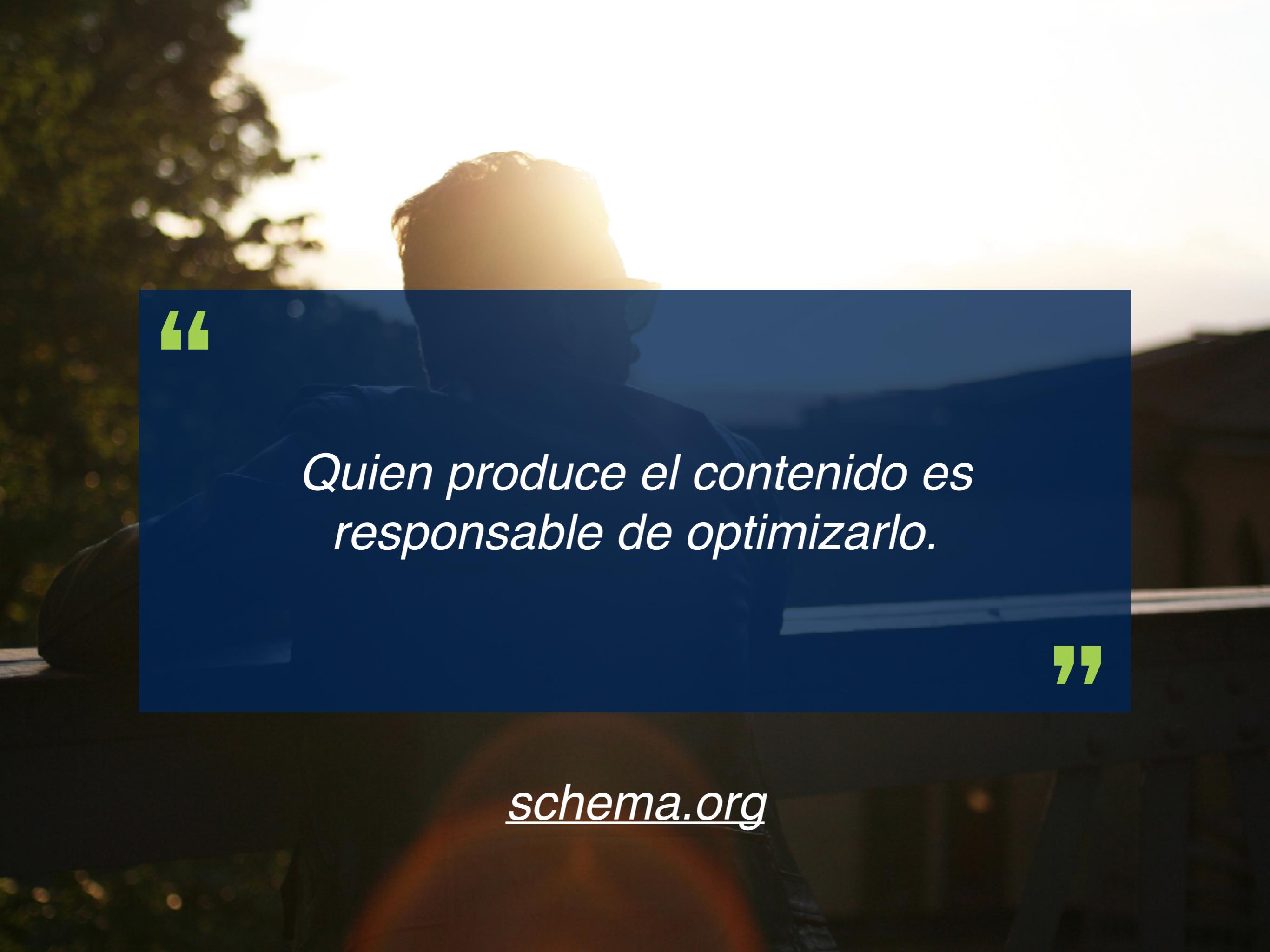
Molletes Recipe | Leite's Culinaria



leitesculinaria.com/84064/recipes-molletes.html ▾

15 min

Jan 23, 2017 - This molletes recipe, made with refried toast, is essentially Mexican grilled cheese.



“

*Quien produce el contenido es
responsable de optimizarlo.*

”

schema.org

TWITTER CARDS

<https://dev.twitter.com/cards/overview>



Harveys Furniture

@HarveysHQ



Following

Wish you had a comfier chair to sit on while watching the box tonight? The Club express manual recliner is just that bit.ly/15lTyov

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



Harveys Furniture

Club express manual recliner chair

By Harveys Furniture @HarveysHQ



£649.00

PRICE

5.0 out of 5 stars

RATING

The Club is an irresistible collection in premium soft leather and leather effect. Sink into its sumptuous high backs or operate the recliner feature for ultimate relaxation.

[View on web](#)

6:00 PM - 30 May 13

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FACEBOOK OPEN GRAPH

*[https://
developers.facebook.com/docs/
sharing/webmasters#markup](https://developers.facebook.com/docs/sharing/webmasters#markup)*

When and how we last scraped the URL

Time Scrapped	2 seconds ago	Scrape Again
Response Code	200	
Fetched URL	http://maldeadora.com/reflexiones-sobre-un-pie-de-ciruelas/	
Canonical URL	http://maldeadora.com/reflexiones-sobre-un-pie-de-ciruelas/	13 Likes, shares and comments (More Info)
Link Preview		
<p>Reflexiones sobre un pie de ciruelas</p> <p>Hace un par de meses, cada vez que voy al mercado me demoro más de lo normal haciendo las compras. Me detengo en cada producto, lo examino y trato de pensar en el proceso por el que tuvo que pasar ...</p> <p>MALDEADORA.COM</p>		
Server IP	108.167.183.47	
<p>Based on the raw tags, we constructed the following Open Graph properties</p>		
fb:app_id		
og:url	http://maldeadora.com/reflexiones-sobre-un-pie-de-ciruelas/	