

用三个案例来详细解释大型网站的SEO引爆点为什么是生成几十万个页面给搜索引擎收录（上）

原创 我是哥飞 哥飞 2023-08-03 08:00:24 广东

大家好，我是哥飞，上次哥飞分享了 新上线的网站，如何快速让谷歌收录？做网站为什么要生成几十万个页面？后，时不时会有人来问哥飞，能不能再详细讲讲？

好，安排，今天哥飞通过三个实际的案例来给大家详细解释一下，为什么我们需要生成几十万个页面给搜索引擎收录？这样做到底有什么作用？具体如何生成几十万个页面？

先给大家看看目录：

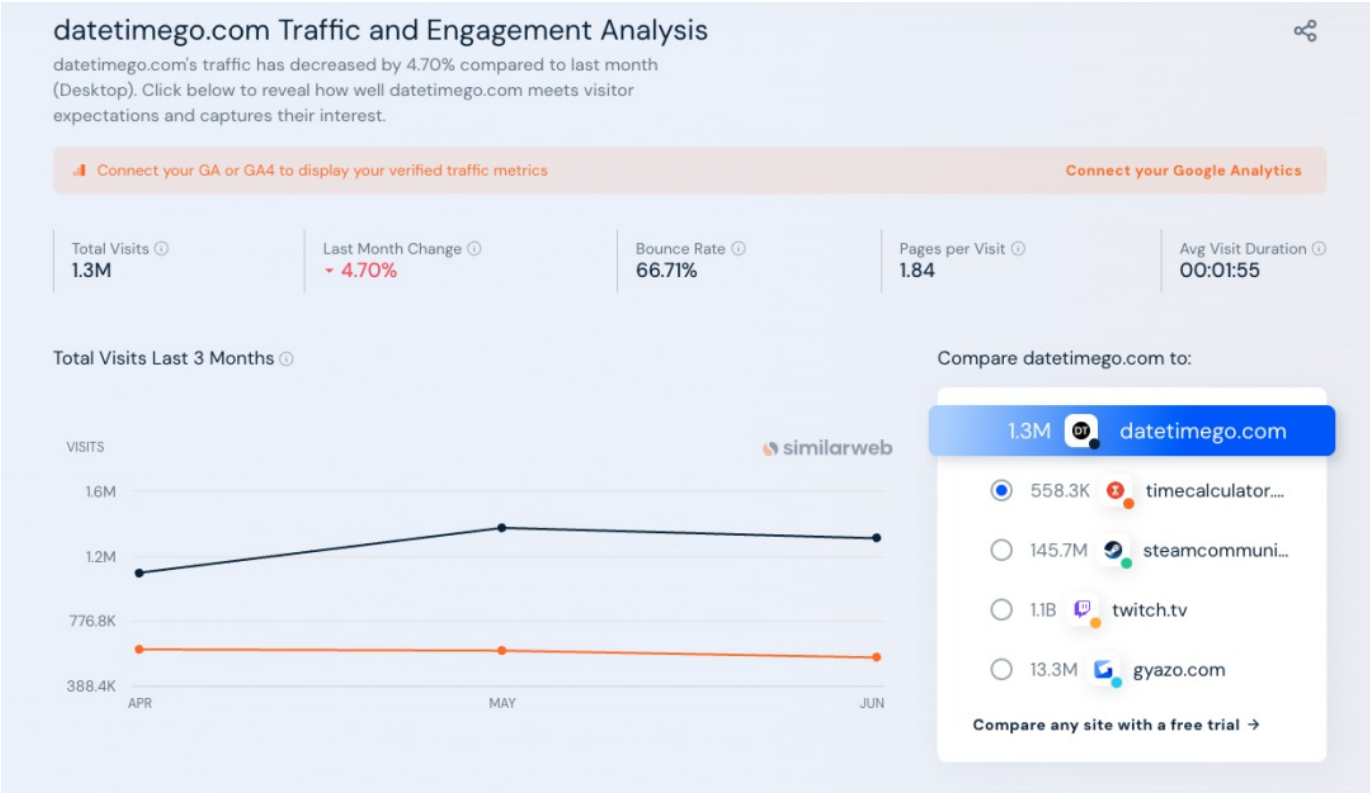
案例1：DateTimeGo.com 2023年6月130万访问量，Google收录1.5万个页面，每月广告费3万美元；

案例2：ChinaTravelDepot.com 2008年通过生成页面，三个月时间网站流量增长20倍；

案例3：iciba.com 2008年通过生成页面，半年时间日IP从50万增长到100万。

通过上面三个案例就可以看出，哥飞说的这个方法，在2008年时管用，在2023年依然管用。

我们今天这篇文章先讲第一个案例，老规矩，先看流量，最近3个月的流量分别是110万、130万、130万，也就是说，流量稳中有升。



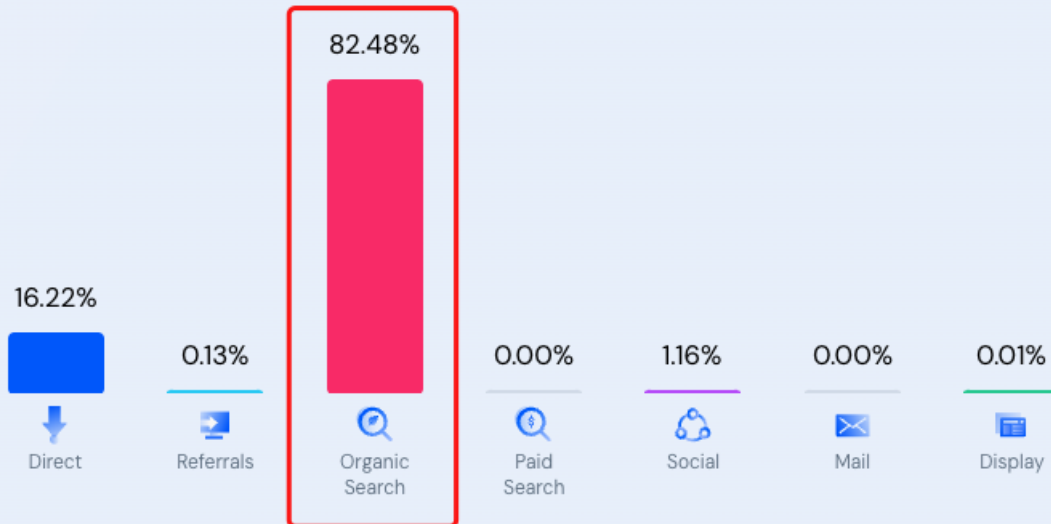
再看下流量来源，82%的流量来自于搜索引擎。这说明什么？说明这个网站的SEO策略是有效的，并且是谷歌认可的。

datetimego.com Top Marketing Channels

The top traffic source to datetimego.com is Organic Search traffic, driving 82.48% of desktop visits last month, and Direct is the 2nd with 16.22% of traffic. The most underutilized channel is Paid Search. Drill down into the main traffic drivers in each channel below

Marketing Channels Distribution

similarweb

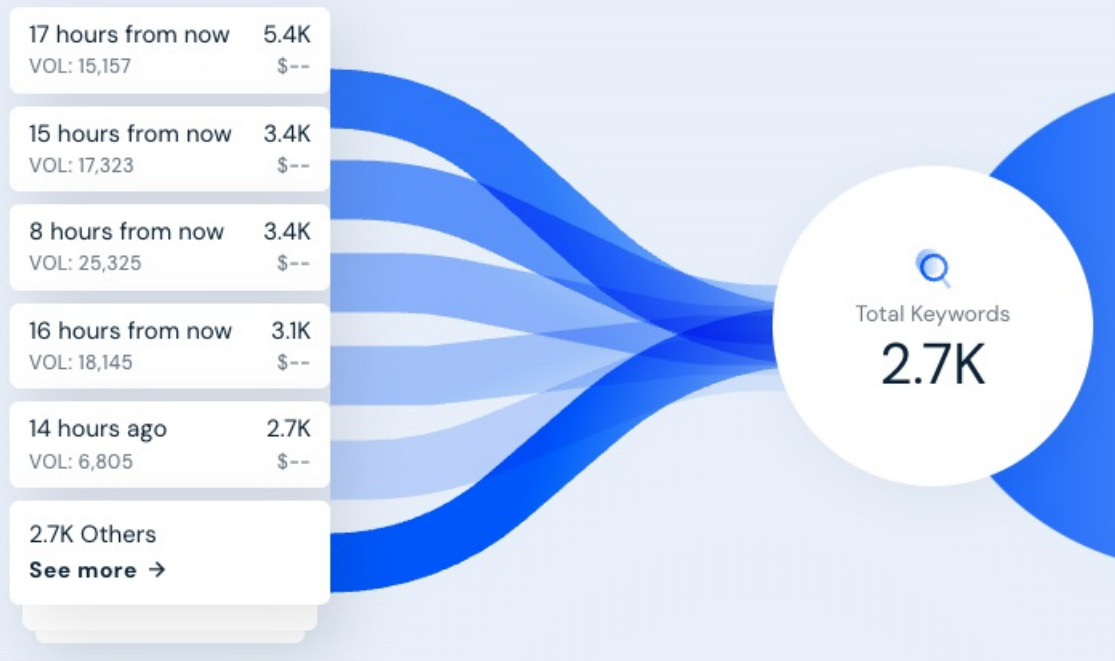


那么，这个网站的SEO策略是什么呢？从下方的热门搜索词可以看出端倪。

datetimego.com Top Keywords by Traffic Share

See the list of top keywords driving organic traffic to datetimego.com (Desktop, worldwide)

Top Keywords ⓘ



我们再去 Semrush 看看，能看到更多词。你的发现是什么？

自然搜索排名 1 - 100 (3,238)

<input type="checkbox"/> 关键词	意图	排名	SF	流量	流量 %	搜索量 
> <input type="checkbox"/>  6 weeks from today >>	 	2	3	4.4K	1.60	33.1K
> <input type="checkbox"/>  6 months from today >>	 	3	3	993	0.36	33.1K
> <input type="checkbox"/>  8 weeks from today >>	 	2	2	948	0.34	27.1K
> <input type="checkbox"/>  12 weeks from today >>	 	2	2	3.6K	1.31	27.1K
> <input type="checkbox"/>  10 weeks from today >>	 	2	3	777	0.28	22.2K
> <input type="checkbox"/>  2 weeks from today >>	 	2	3	2.4K	0.87	18.1K
> <input type="checkbox"/>  3 months from today >>	 	1	3	4.5K	1.64	18.1K
> <input type="checkbox"/>  4 weeks from today >>	 	2	4	2K	0.71	14.8K
> <input type="checkbox"/>  what time will it be in 30 minutes >>		1	4	3.7K	1.34	14.8K
> <input type="checkbox"/>  9 months from today >>	 	1	5	651	0.23	14.8K
> <input type="checkbox"/>  16 weeks from today >>	 	1	3	3K	1.09	12.1K
> <input type="checkbox"/>  20 weeks from today >>	 	1	3	3K	1.09	12.1K
> <input type="checkbox"/>  3 weeks from today >>	 	2	4	1.6K	0.58	12.1K
> <input type="checkbox"/>  18 weeks from today >>	 	2	5	1.3K	0.47	9.9K
> <input type="checkbox"/>  two weeks from today >>	 	2	4	1.3K	0.47	9.9K
> <input type="checkbox"/>  14 weeks from today >>	 	2	4	1.3K	0.47	9.9K
> <input type="checkbox"/>  8 hours from now is what time >>		1	4	2.5K	0.89	9.9K

现在回过头来，我们再看看谷歌收录了这个站哪些页面？



site:datetimego.com



Books

Images

News

Shopping

Videos

Maps

Flights

Finance

About 15,500 results (0.18 seconds)



datetimego.com
<https://datetimego.com>

DateTimeGo - Date and Time Calculator

DateTimeGo is a time and date calculator that allows you to add or subtract minutes, hours, days, weeks, months and years from your current time and date.



datetimego.com
<https://datetimego.com> > 48-hours-from-now

What Time Will It Be 48 Hours From Now?

The time 48 hours from now (Tuesday, August 1 at 5:00:00 PM) will be Thursday, August 3 at 5:00:00 PM Pacific Daylight Time.



datetimego.com
<https://datetimego.com> > 71-minutes-from-now

What Time Will It Be 71 Minutes From Now?

The time 71 minutes from now (Tuesday, August 1 at 5:00:00 PM) will be Tuesday, August 1 at 6:11:00 PM Pacific Daylight Time.



datetimego.com
<https://datetimego.com> > 177-minutes-from-now

What Time Will It Be 177 Minutes From Now?

The time 177 minutes from now (Monday, July 31 at 5:00:00 PM) will be Monday, July 31 at 7:57:00 PM Pacific Daylight Time.



datetimego.com
<https://datetimego.com> > 99-minutes-from-now

What Time Will It Be 99 Minutes From Now?

The time 99 minutes from now (Monday, July 31 at 5:00:00 PM) will be Monday, July 31 at 6:39:00 PM Pacific Daylight Time.



datetimego.com
<https://datetimego.com> > 217-minutes-from-now

What Time Will It Be 217 Minutes From Now?

The time 217 minutes from now (Tuesday, August 1 at 5:00:00 PM) will be Tuesday, August 1 at 8:37:00 PM Pacific Daylight Time.



datetimego.com
<https://datetimego.com> > 54-hours-from-now

What Time Will It Be 54 Hours From Now?

The time 54 hours from now (Monday, July 31 at 5:00:00 PM) will be Wednesday, August 2 at 11:00:00 PM Pacific Daylight Time.

可以看到总共收录了15500个页面，基本就是穷举以下几类词，数字替换为1到1000甚至10000:

“What Time Will It Be {数字} Minutes From Now?”

“What Time Will It Be {数字} Hours From Now?”

“What Was The Date {数字} Days Ago From Today?”

“What Date Will It Be {数字} Weeks From Today?”

“What Was The Date {数字} Months Ago From Today?”

“What Was The Date {数字} Years Ago From Today?”

我们还可以去 [Semrush](#) 按照关键字搜索量倒序看看，有些词搜索量挺大的，如“90 days from today”有165K的搜索量，不过这个网站只排到了第15名。

自然搜索排名 1 - 100 (21,197)

<input type="checkbox"/> 关键词	意图	排名	SF	流量	流量 %	搜索量
> <input type="checkbox"/> what time is it >>	N	50	5	20	< 0.01	1M
> <input type="checkbox"/> what is today >>	I	59	3	0	< 0.01	201K
> <input type="checkbox"/> 90 days from today >>	C I	15	4	495	0.18	165K
> <input type="checkbox"/> 60 days from today >>	C I	11	4	825	0.30	165K
> <input type="checkbox"/> 30 days from today >>	C	18	3	247	0.09	165K
> <input type="checkbox"/> 45 days from today >>	C	9	4	3.2K	1.18	135K
> <input type="checkbox"/> 28 days from today >>	C I	9	4	544	0.19	60.5K
> <input type="checkbox"/> 180 days from today >>	C I	9	4	544	0.19	60.5K
> <input type="checkbox"/> 14 days from today >>	C I	17	4	74	0.02	49.5K
> <input type="checkbox"/> 21 days from today >>	C I	13	4	198	0.07	49.5K
> <input type="checkbox"/> 48 hours >>	I	37	5	34	0.01	49.5K
> <input type="checkbox"/> what time >>	I	86	6	0	< 0.01	49.5K
> <input type="checkbox"/> what time >>	I	85	6	0	< 0.01	49.5K
> <input type="checkbox"/> australia time now >>	C	92	6	0	< 0.01	40.5K
> <input type="checkbox"/> 13 minutes >>	I T	54	8	0	< 0.01	33.1K
> <input type="checkbox"/> what is the time >>	I N	72	5	0	< 0.01	33.1K

那么我们去谷歌搜索下这个词，就会发现，排前面的是其它网站，从 url 中可以发现，这些站，也是一样的SEO策略，批量生成了页面。

<https://www.convertunits.com/dates/daysfromnow/90>

<https://www.thecalculatorsite.com/time/days/90>



90 days from today



Past

Weather

News

Working

Birthday

In weeks

30 60

Images

90 day

About 3,980,000,000 results (0.53 seconds)

Wednesday

November 1, 2023

Feedback

People also ask :

What is the 90th day from today?



What is exactly 3 months from today?



What's 90 days?



Is 3 months 90 days?



Feedback



Convert Units

<https://www.convertunits.com> › dates › 90

90 days from today

That means that 90 weekdays from today would be **December 6, 2023**. If you're counting business days, don't forget to adjust this date for any holidays. December, ...



whatisthedatetoday.com

<https://whatisthedatetoday.com> › 90-days-from-today

90 Days From Today - Today's Date

- Today is : Wednesday, August 2, 2023. - The date after 90 days is : **Tuesday, October 31, 2023**. - It is the 304th day in the 44th week of the year ...

convertunits.com 每月310万访问量, thecalculatorsite.com 每月550万访问量。

convertunits.com Traffic and Engagement Analysis



convertunits.com's traffic has decreased by 2.00% compared to last month (Desktop). Click below to reveal how well convertunits.com meets visitor expectations and captures their interest.

🔗 Connect your GA or GA4 to display your verified traffic metrics

Connect your Google Analytics

Total Visits ⓘ
3.1M

Last Month Change ⓘ
▼ 2.00%

Bounce Rate ⓘ
75.55%

Pages per Visit ⓘ
1.72

Avg Visit Duration ⓘ
00:01:03

Total Visits Last 3 Months ⓘ



Compare convertunits.com to:

3.1M convertunits.co...

- ☒ 939.6K endmemo.com
- ☐ 12.3M omnicalculator.c...
- ☐ 3.3M unitconverters.net
- ☐ 2.0M planetcalc.com

Compare any site with a free trial →

thecalculatorsite.com Traffic and Engagement Analysis



thecalculatorsite.com's traffic has increased by 1.72% compared to last month (Desktop). Click below to reveal how well thecalculatorsite.com meets visitor expectations and captures their interest.

🔗 Connect your GA or GA4 to display your verified traffic metrics

Connect your Google Analytics

Total Visits ⓘ
5.5M

Last Month Change ⓘ
▲ 1.72%

Bounce Rate ⓘ
71.85%

Pages per Visit ⓘ
1.69

Avg Visit Duration ⓘ
00:01:11

Total Visits Last 3 Months ⓘ



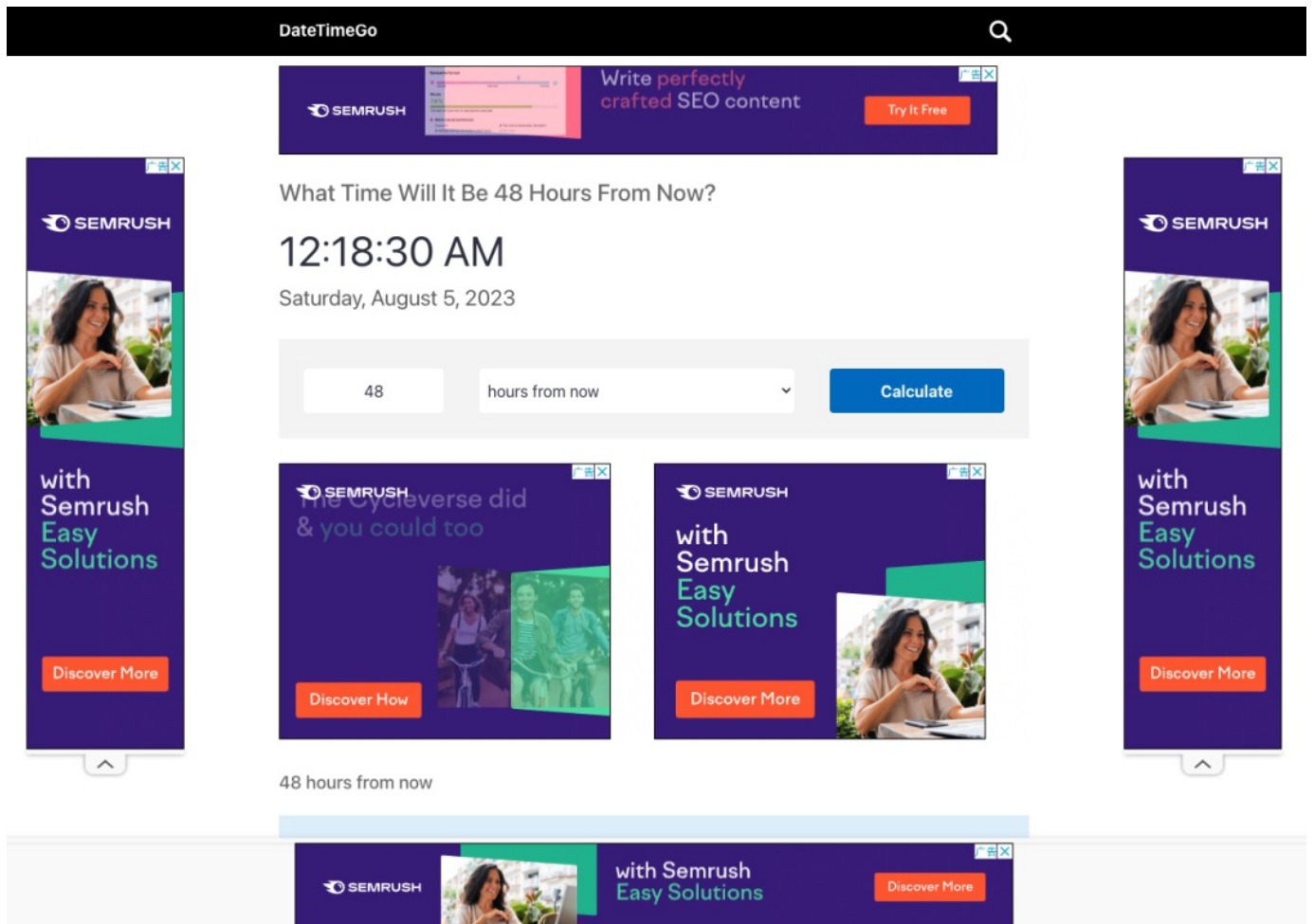
Compare thecalculatorsite.com to:

5.5M thecalculatorsi...

- ☒ 3.3M unitconverters.net
- ☐ -- livecurrencyconvert...
- ☐ 2.4M coolconversion.c...
- ☐ 101.6M researchgate.net

Compare any site with a free trial →

你也可以继续按照我上面讲的方法去分析下这两个站，本文我们回到 [DateTimeGo.com](#)，我们随便打开一个页面，看看有6个广告位，其实哥飞不推荐放这么多广告位，有3个就足够了。



在 similarweb 我们可以找到这个站平均每个访问会带来1.8个PV，那么就可以算出来每个月的PV数是130万*1.8=234万。每个页面放了6个广告位，页面很短，几乎每次都是6个广告位全部被展示出来了，我们假设广告位的可见率为80%，那么每个月有234万*6*0.8=1123万次广告曝光。按照千次曝光3美元计算，这个网站的每个月广告费是 1123*10*3=33690美元。也就是粗略估算，这个网站每个月的广告费大概在3万美元左右。

刚才我们看了，谷歌收录了15500个页面，实际这个网站的页面数量不止这么多个，有些页面谷歌没有收录，但也没关系，因为假如我们是站长，我们也是不知道具体哪个页面会被收录，哪个不会被收录，所以就需要多生成一些页面。那么这些页面具体怎么生成呢？真的要在服务器里存放几万个html文件吗？真的要在数据库里存储几万条数据吗？请加哥飞的微信 **qia Yue**，哥飞为你详细讲解。

本文是三个案例的第一个，剩下两个案例我们后面几天的文章中会讲解。如果你想提前知道，也欢迎加哥飞微信 **qia Yue**。哥飞运营着一个付费社群“哥飞的朋友们”，这个社群主要面向程序员、产品经理、设计师、运营增长人员，提供一个交流独立开发、出海产品、搞流量搞钱的优质且私密的讨论场所。社群定价666元一年，滚动计时，也就是如果你今天加入，那么2024年8月1日到期。社群从7月2日开始运营，目前已经有156人加入了，也期待你的加入哦。

感兴趣请加哥飞微信 **qia Yue** 咨询了解，即使不加社群，也可以与哥飞聊一聊。



Console.log()

广东 深圳



扫一扫上面的二维码图案，加我为朋友。