

Semantic Web y SEO

Historia de los buscadores

Archie (or "Archive" without the "v") -----

1990

- First search engine
- FTP site hosted an index of downloadable directory listings.
- Due to limited space, only the listings were available and not the contents for each site.

Archie Query Form



Search for:

1990

1991



Infoseek
January 1994

- Webmasters could submit a page in realtime

December 95: Netscape began using them as their default search



E|Net Galaxy
January 1994

- Efficient in its utilization of different web search features

1994

find anything)

AltaVista
January 1994

- Unlimited bandwidth (for the time)
- First to allow natural language queries
- Advanced searching techniques
- Add or delete your own URL within 24 hours
- Search tips and new features
- Inktomi and Google sent them into irrelevancy

February 2003: Overture intends to purchase AltaVista for \$80 million in stock, \$60 million in cash

- Yahoo bought Overture in 2003



small size of Internet



WebCrawler

April 1994

- First crawler that indexed entire pages
- Too popular to be used during daytime
- **June 1995:** AOL buys WebCrawler
- **1997:** Excite bought out WebCrawler
- AOL begins using Excite

Lycos

July 1994

- Went public with catalog of 54,000 documents
- Ranked Relevance retrieval



Yahoo! Directory

April 1994

- Created by David Filo and Jerry Yang
- Began as a collection of favorable web pages
- Increasing size influenced them to become a searchable directory
- A man-made description with each URL
- Informational sites added for free, but they expanded to include commercial sites. This is still available for \$300 a year.
- Long wait time to be included
- Yahoo! didn't work on their search engine until **2002** when they began acquiring other search directories. Until that time they had outsourced their search services

1996



Inktomi: Hotbot
May 1996

- Search engine Hotbot
- Listed on Hotwire
- October 2001: Inktomi exposed for accidentally allowing public to access database of spam sites (over one million)
- Inktomi pioneered paid inclusion model
- Not as efficient as pay per click by Overture
- **December 2003:** Yahoo bought them out for \$235 million



Google
January 1996

- Larry and Sergey began working on BackRub, a search engine which utilized backlinks for search
- It ranked pages using citation notation, meaning any mention of a website on another site would count it as a vote toward the mentioned site
- A website's "authority" or reliability came from how many people linked to that site, and how trustworthy the linking sites were

1997

Cómo funcionan los buscadores web y sus algoritmos

THE PERIODIC TABLE OF SEO RANKING FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Search engines reward pages with the right combination of ranking factors. Below, some major factors or "signals" you should seek to have.

ON THE PAGE SEO RANKING FACTORS

These elements are in the direct control of the publisher.

CONTENT

Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Ce	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Cf	FRESH	Are pages fresh & about "hot" topics?

HTML

Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hh	HEADERS	Do headlines and subheads use header tags with relevant keywords?

ARCHITECTURE

Ac	CRAWL	Can search engines easily "crawl" pages on site?
As	SPEED	Does site load quickly?
Au	URLS	Are URLs short & contain meaningful keywords to page topics?

VIOLATIONS

Spam techniques may cause ranking penalty or ban.

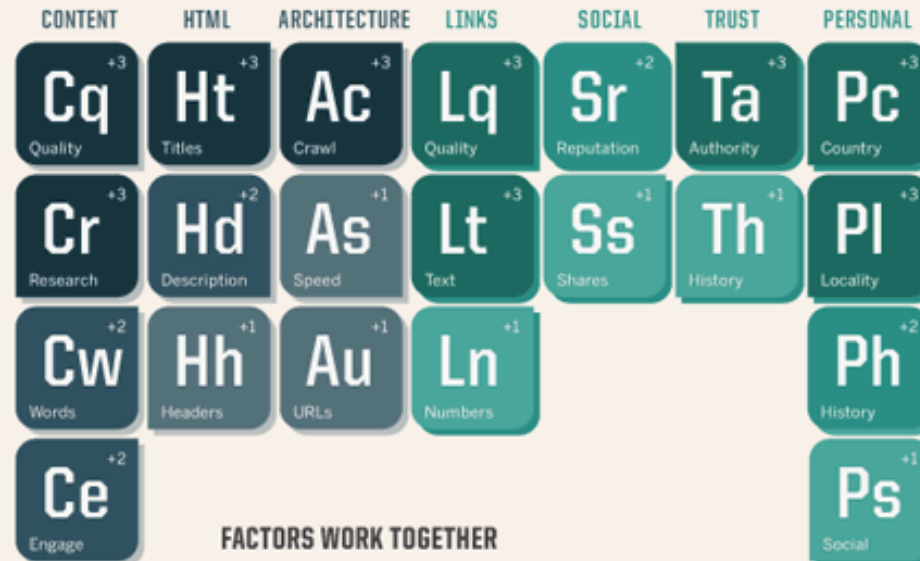
Vt	THIN	Is content "thin" or "shallow" & lacking substance?
Vs	STUFFING	Do you excessively use words you want pages to be found for?

Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?
Vc	CLOAKING	Do you show search engines different pages than humans?

Vp	PAID LINKS	Have you purchased links in hopes of better rankings?
Vi	LINK SPAM	Have you created many links by spamming blogs, forums or other places?

ON THE PAGE SEO

OFF THE PAGE SEO



FACTORS WORK TOGETHER

Some factors influence more than others, which we've weighted 1 (weakest) to 3 (strongest). No single factor guarantees top rankings. Several favorable factors increase odds of success. Negative "Violation" and "Blocking" factors harm your chances.

VIOLATIONS



BLOCKING



OFF THE PAGE SEO RANKING FACTORS

Elements influenced by readers, visitors & other publishers.

LINKS

Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?

SOCIAL

Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

TRUST

Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?

PERSONAL

Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Does someone regularly visit the site? Or "liked" it?
Ps	SOCIAL	What do your friends think of the site?

BLOCKING

If searchers "block" site, hurts both trust & personalization.

Bt	BLOCKING	Have many people blocked your site from search results?
Bp	BLOCKING	Has someone blocked your site from their search results?

Tácticas de SEO

No técnicas

- escribir buen contenido
- escribir buenos title tags
- escribir meta descriptions
- links con buen anchor text relevante

Técnicas

- XML sitemaps
- Eliminar errores y 404
- Velocidad de carga
- Buen Markup HTML (semántico)

Web semántica

Microformatos

Schema.org

<p>Calle 4 Col. Independencia</p>

VS

<address>Calle 4 Col. Independencia</address>

Tipos de web semántica

RDFa

Microformatos

Microdata

RDFa

```
<div xmlns:dc="http://purl.org/dc/elements/1.1/"  
  about="http://www.example.com/books/wikinomics">  
  
  <span property="dc:title">Wikinomics</span>  
  
  <span property="dc:creator">Don Tapscott</span>  
  
  <span property="dc:date">2006-10-01</span>  
  
</div>
```


Microformatos

- Sin Microformato:

```
<ul>
```

```
<li>Joe Doe</li>
```

```
<li>The Example Company</li>
```

```
<li>604-555-1234</li>
```

```
<li><a
```

```
href="http://example.com/">http://example.com/</a></li>
```

```
</ul>
```

- Con Microformato:

```
<ul class="vcard">
```

```
<li class="fn">Joe Doe</li>
```

```
<li class="org">The Example Company</li>
```

```
<li class="tel">604-555-1234</li>
```

```
<li><a class="url"
```

```
href="http://example.com/">http://example.com/</a></li>
```

```
</ul>
```

Microdata

HTML5 sin microdata

```
<section> Hello, my name is John Doe, I am a graduate research  
assistant at the University of Dreams. My friends call me Johnny.  
You can visit my homepage at  
<a href="http://www.JohnnyD.com">www.JohnnyD.com</a>.  
I live at 1234 Peach Drive Warner Robins, Georgia.</section>
```

HTML5 con microdata

```
<section itemscope itemtype="http://data-vocabulary.org/Person">
  Hello, my name is
  <span itemprop="name">John Doe</span>,
  I am a
  <span itemprop="title">graduate research assistant</span>
  at the
  <span itemprop="affiliation">University of Dreams</span>.
  My friends call me
  <span itemprop="nickname">Johnny</span>.
  You can visit my homepage at
  <a href="http://www.JohnnyD.com" itemprop="url">www.JohnnyD.com</a>.
  <section itemprop="address" itemscope itemtype="http://data-
vocabulary.org/Address">
    I live at
    <span itemprop="street-address">1234 Peach Drive</span>
    <span itemprop="locality">Warner Robins</span>
    ,
    <span itemprop="region">Georgia</span>.
  </section>
</section>
```

Schema.org

```
<div itemscope itemtype="http://schema.org/Movie">
  <h1 itemprop="name">Avatar</h1>
  <div itemprop="director" itemscope
itemtype="http://schema.org/Person">
  Director: <span itemprop="name">James Cameron</span>
(born <time itemprop="birthDate" datetime="1954-08-16">August 16,
1954</time>)
  </div>
  <span itemprop="genre">Science fiction</span>
  <a href=" ../movies/avatar-theatrical-trailer.html"
itemprop="trailer">Trailer</a>
</div>
```

Ventajas de la web semántica

- poder generar un vCard de contacto para la agenda de tus clientes
- poder indicar navegacion en tu sitio para los buscadores
- poder indicar la ubicacion de tu negocio o evento
- que los buscadores encuentren tus recetas facilmente

Ventajas de la web semántica

[Little Water Cantina - Eastlake - Seattle, WA](#)

[www.yelp.com](#) » [Restaurants](#) » [Mexican](#)

★★★★☆ 90 reviews - Price range: \$\$

90 Reviews of **Little Water Cantina** "Three things are on my list when I eat out: great food, atmosphere, and

[Vegetarian Vegan Pizza No Cheese\) Recipe - Food.com - 248865](#)



[www.food.com/recipe/vegetarian-vegan-pizza-no-c...](#)

★★★★★ 2 reviews - 1 hr 32 mins - 242.9 cal

Aug 26, 2007 – This is from my dad, who developed some **vegan recipes** that don't have any cheese, and you

[Leonard Cohen – Free listening, videos, concerts, stats, & pictures at ...](#)

[www.last.fm/music/Leonard+Cohen](#)



Watch videos & listen to **Leonard Cohen**: Suzanne, Hallelujah & more, plus 132 pictures. **Leonard Cohen**, (born September 21, 1934 in Montréal, Quebec, ...

Track	Duration
Suzanne	♫ 3:48
The Darkness	♫ 4:29
Going Home	♫ 3:51
Hallelujah	♫ 6:12

Ventajas de la web semántica

seo specialist cape town Search

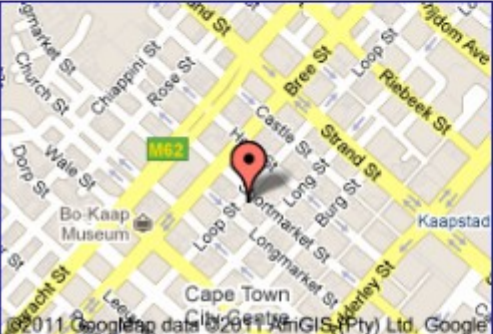
About 141,000 results (0.05 seconds) Advanced search

SEO Company, Cape Town | Online Marketing Agency  



"The best **SEO** company in **Cape Town**. I was a skeptic when it came to **SEO**. I always figured that if I wanted to get my site noticed on Google search, ...


[Contact](#) - [SEO Jobs](#) - [Blog](#) - [Contribute](#) Quick links to popular pages

[www.webgrowth.biz/](#) - [Cached](#) - [Similar](#)



Google Maps



 **SEO Company - Online Marketing Agency - Cape Town** 

[Place page](#) 

81 Loop Street Street Address, taken from Google Places
Cape Town 8800
021 685 6083
Train: [Cape Town](#)

Open Weekdays 8am-5pm

★★★★★ 7 reviews Reviews

SEO Specialist Cape Town  

SEO Specialist Cape Town | Search Engine Internet Marketing.
[www.getnewclicks.com/seo-specialist-cape-town.php](#) - [Cached](#)

Ventajas de la web semántica



quicksprout



Search

About 129,000 results (0.26 seconds)

Web

Images

Maps

Videos

News

Shopping

More

Search the web

Search English and Spanish pages

More search tools

[Quick Sprout — I'm Kind of a Big Deal](#)

www.quicksprout.com/



by Neil Patel - in 6,161 Google+ circles - More by Neil Patel

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[The Alex Mangini Story](#)

Tweet Tweet You need a college degree to succeed, right? Sure ...

[7 Link Building Mistakes You ...](#)

Tweet Tweet If you were looking at your Google Analytics around ...

[How to Rank on the First Page of](#)

Tweet Tweet Don't you ever wish there was a way to land on the ... >>

Gracias

Contacto:

Gabriel Saldaña

gabriel@gabrielsaldana.org

Twitter/Identi.ca: @gabrielsaldana