



YOTTACOM.co.uk  
the friendly marketing agency



# **Il Signore dei Linketti**

# **Il ritorno del Rank**

## **#CONVEGNOGT**

Convegno Nazionale sul Search Marketing - 19 e 20 Dicembre 2014

~~INDIANA JONES~~  
Andrea JONES  
MEMORIAL DAY

La ricerca del  
lavoro

L'asociale  
(IO)

Giorgio, quest'anno



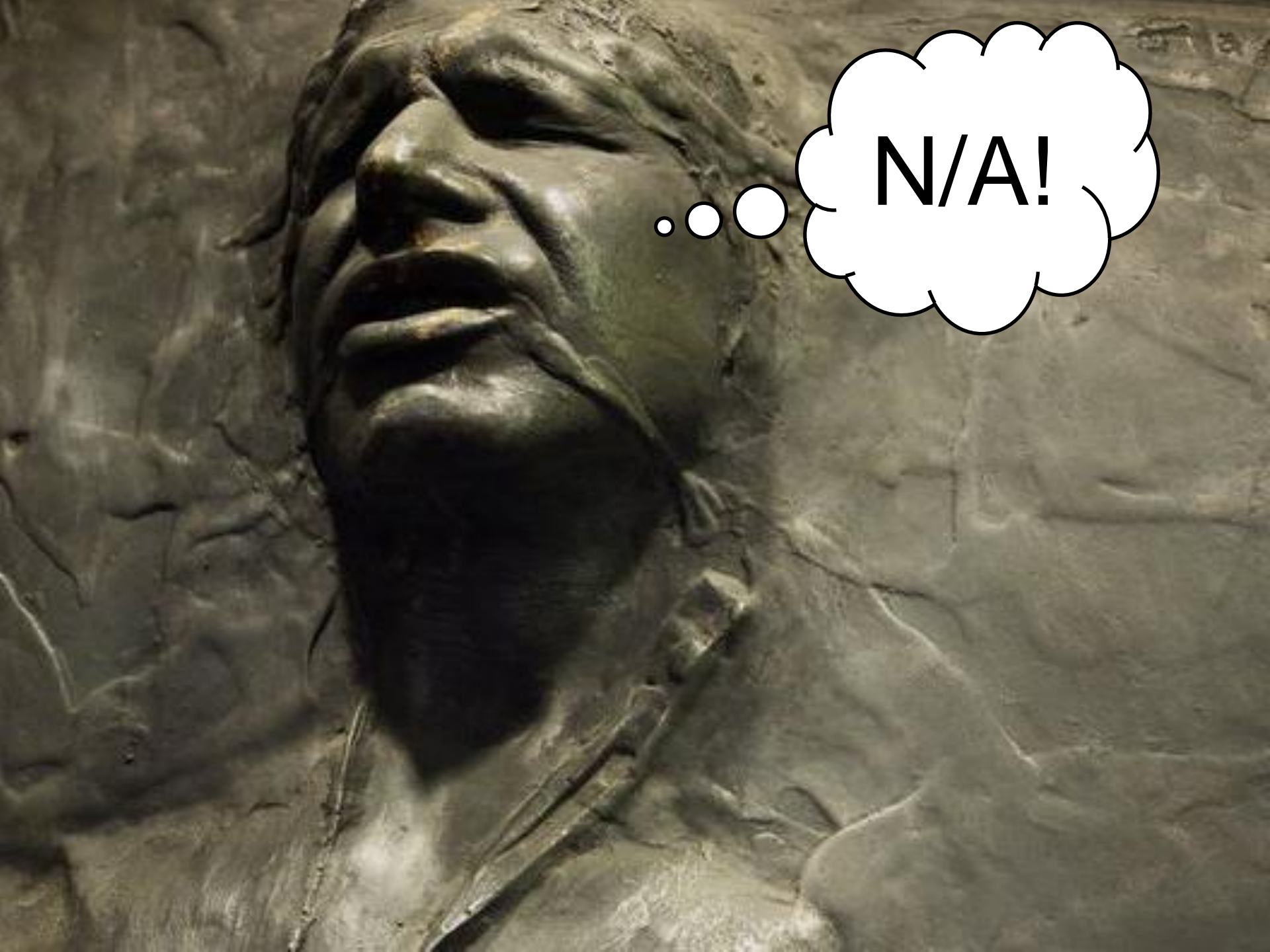
**ARANKORN**

Il pagerank è  
morto!!

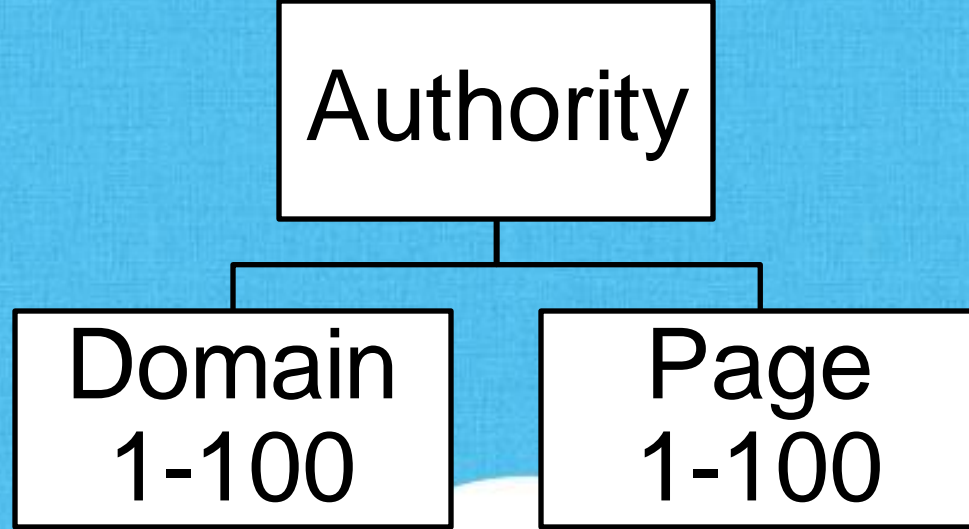
Ciapa li'!

John Mueller

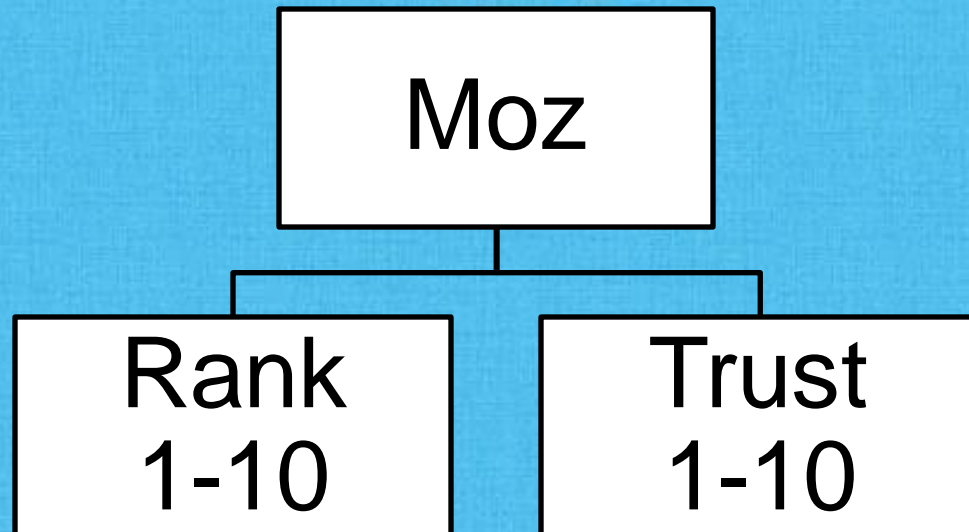
[Link sui forum di google](#)



**N/A!**



146 MILIARDI DI URL





740 MILIARDI DI URL

~~MARKETING SEO~~



<http://www.evemilano.com/2014/10/citation-flow-trust-flow/>

Domain Rank

- 0-100

Url Rank

- 0-100

**541.575.935.019 urls**  
**(10-dic)**




Mal  
Pat  
Ra  
Kar

$$2 + 2 = 7$$

$$3 + 3 = 9$$

$$2 \times 2 =$$



A man in a pink shirt is massaging a woman's back in a spa setting. The woman is lying on a massage table, and the man is leaning over her, holding a black massage tool. The background is a dimly lit spa with wooden accents.

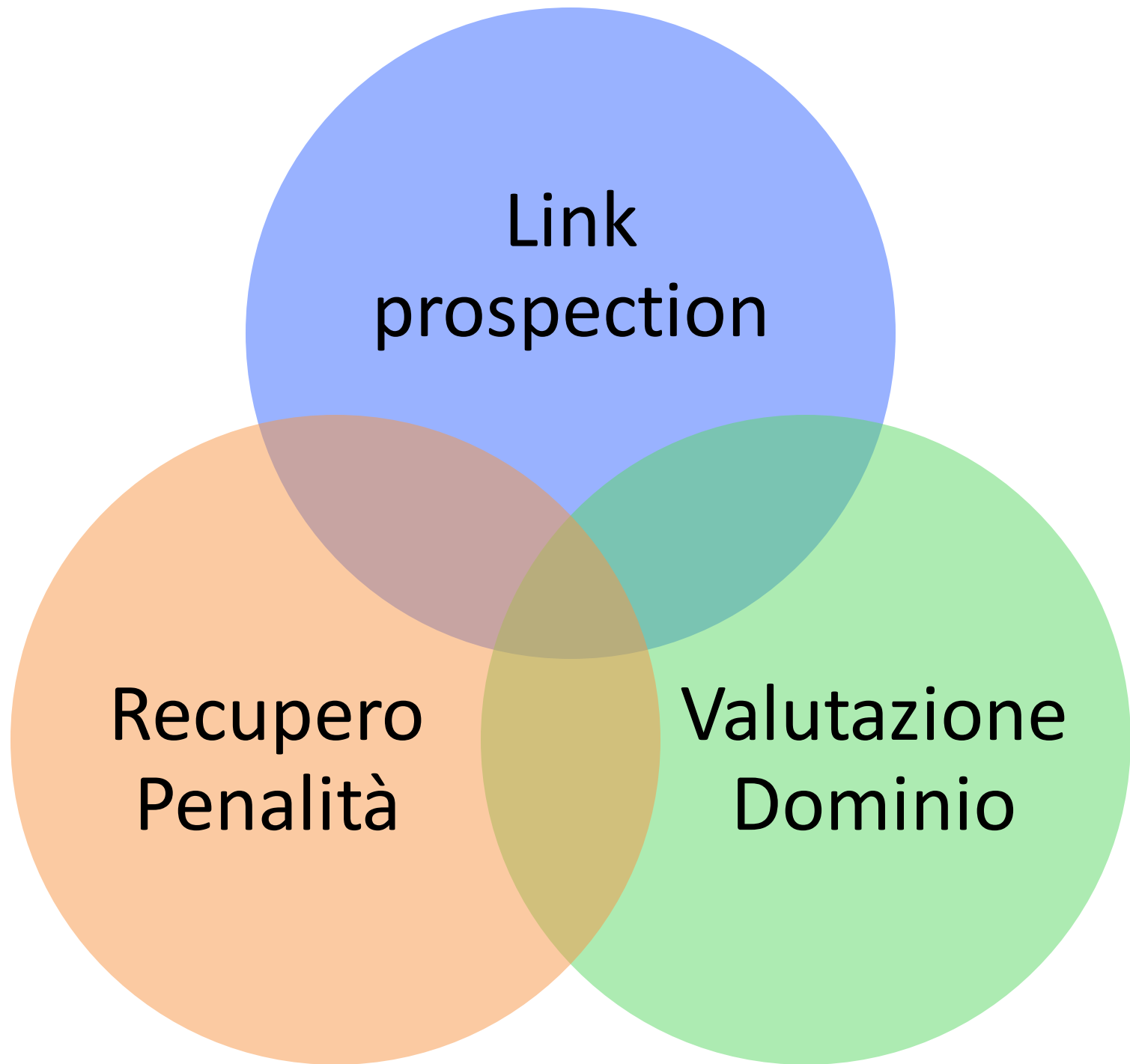
Questo è un  
Pagerank 5  
del 2002...

Ottima annata!

Voglio 5000 linketti  
entro domani!

yum yum!





# Referring Domains Link Profile

Domain : enel.it

100

Trust Flow

NO BUONO ?

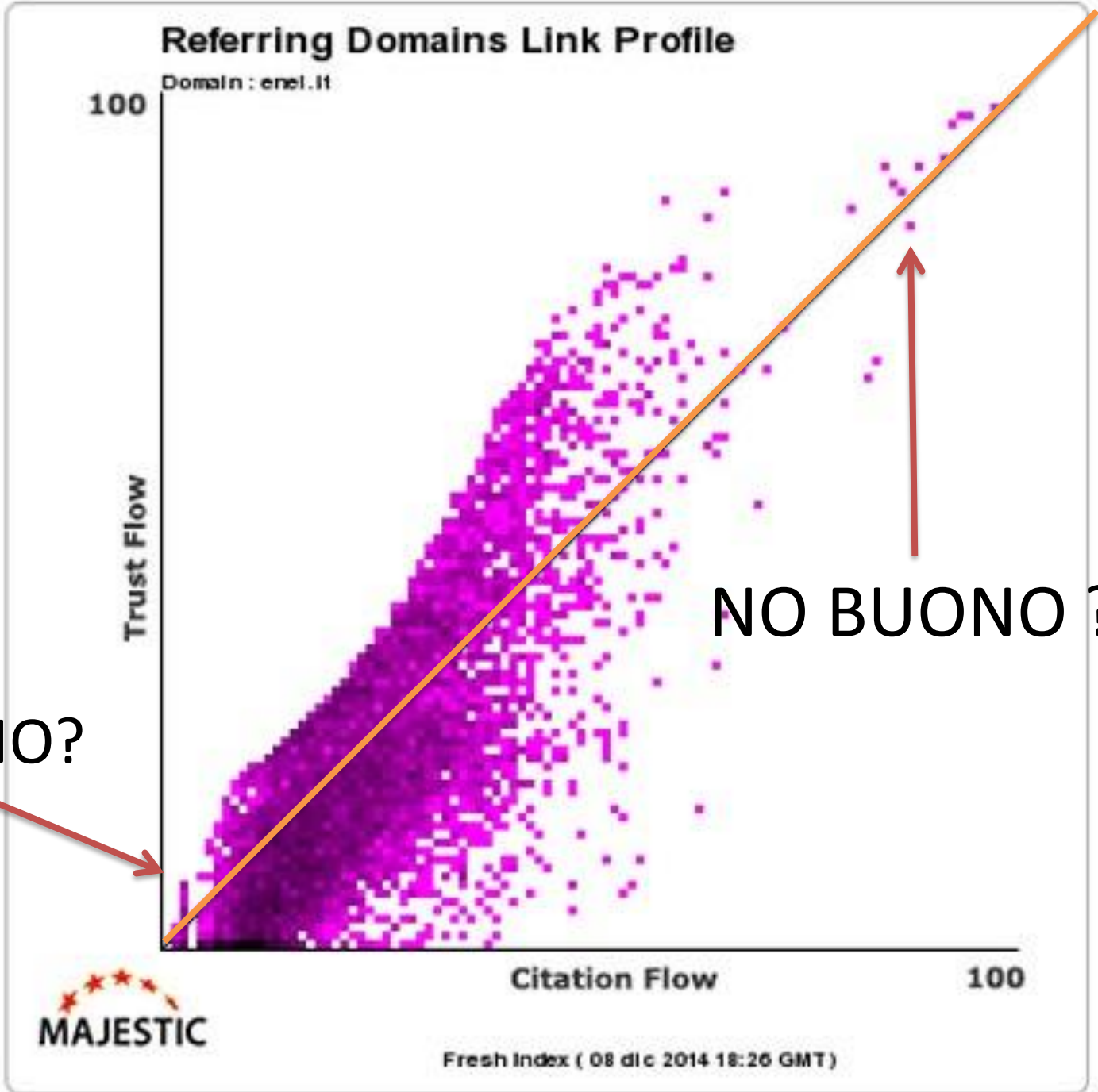
BUONO?

Citation Flow

100



Fresh Index ( 08 dic 2014 18:26 GMT )



100

Trust Flow

PIZZA

CAVIALE

SASSI

CACCA

Citation Flow

100





MEDICI SENZA FRONTIERE  
TRUST FLOW: 61



MYSFACE  
TRUST FLOW: 87

# CORRIERE.IT

## TOPICAL TRUST FLOW

1	61	Society / Issues
2	56	Sports / Soccer
3	54	Regional / Europe
4	52	Society / Disabled
5	51	Arts / Architecture
6	47	Business / News and Media
7	44	Business / Publishing and Printing
8	42	Arts / Literature
9	42	News / Journalism
10	42	Reference / Education

528	0	Science / Events
529	0	Recreation / Picture Ratings
530	0	Computers / Programming / Libraries
531	0	Recreation / Knives
532	0	Reference / Time
533	0	Computers / Internet / Training
534	0	Computers / Computer Science / Database Theor
535	0	Computers / Computer Science / Publications
536	0	Computers / Software / Software Engineering
537	0	Games / Yard Deck and Table Games
538	0	Computers / Internet / Commercial Services





Lo strumento più importante è  
**LA TUA TESTA**

Andrea Scarpetta  
@Yottacom  
[www.yottacom.co.uk](http://www.yottacom.co.uk)





```
SetEnvIfNoCase User-Agent .*rogerbot.* cattivo
```

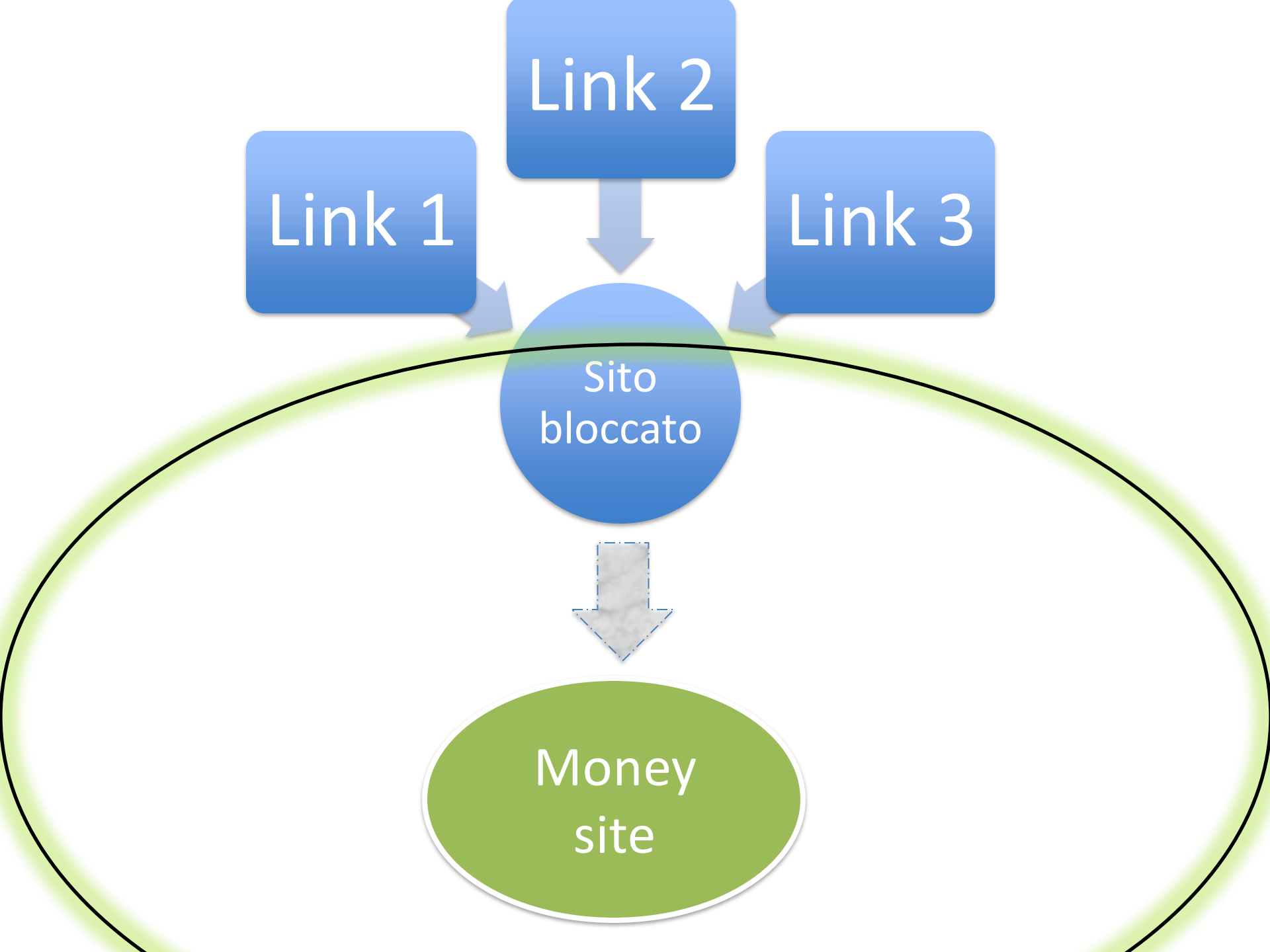
```
SetEnvIfNoCase User-Agent .*mj12bot.* cattivo
```

```
SetEnvIfNoCase User-Agent .*ahrefsbot.* cattivo
```

```
Order Allow,Deny
```

```
Allow from all
```

```
Deny from env=cattivo
```



# LE REDIREZIONI 301

## UN ESPERIMENTO PRATICO



Come ottenere un link da confindustria  
(a loro insaputa)


Registrazione dominio pulito



Riattivazione dominio scaduto



Redirezione pagine dominio  
scaduto (301) -> dominio nuovo



Link da un altro blog -> dominio  
nuovo

# Nel giro di una settimana, sul dominio nuovo:

- Moz: 2 link dal blog e basta
- Majestic: redirectione da home page del dominio recuperato
- Ahrefs: 90 pagine redirectionate... più un extra?

2010!





[Introduzione »](#)

Pagine con  
**confindu**

<http://w>  
Tramite

content

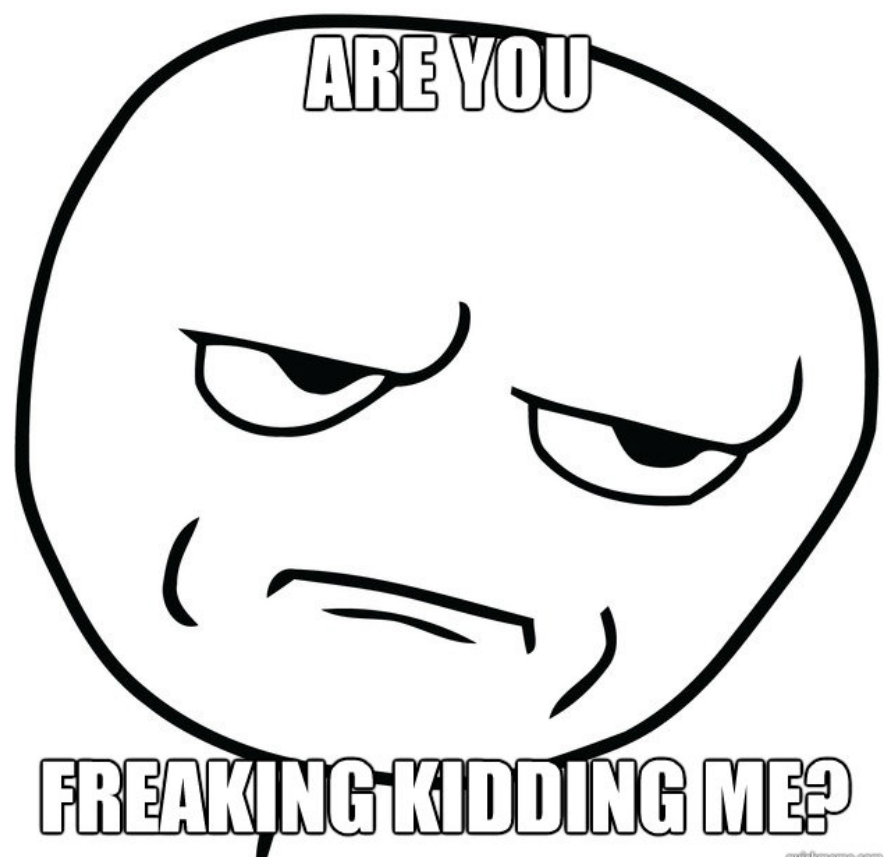


# problem?





Link	Prima scoperta
<a href="http://www.confindustria.calabria.it/index.php?option=com_content&amp;">http://www.confindustria.calabria.it/index.php?option=com_content&amp;</a>	20/12/10
<a href="http://www.confindustria.calabria.it/index.php?option=com_content&amp;">http://www.confindustria.calabria.it/index.php?option=com_content&amp;</a>	20/12/10
<a href="http://www.confindustria.calabria.it/index2.php?option=com_content&amp;">http://www.confindustria.calabria.it/index2.php?option=com_content&amp;</a>	10/05/10
<a href="http://www.confindustria.calabria.it/index.php?option=com_content&amp;">http://www.confindustria.calabria.it/index.php?option=com_content&amp;</a>	01/04/09



# MOVIMENTICIVICI.IT

27.000 links

1.220 domini

**ralph lauren italia** (25%) **polo ralph lauren uomo** (23%)

abbigliamento ralph lauren (12%) giacche ralph lauren (11%) camicie ralph lauren (10%)

compere ralph lauren home italia (7%) camicie ralph lauren donna (6%) cappotti ralph lauren uomo (6%) giubbotti ralph lauren uomo

scarpe ralph lauren uomo (6%) ralph lauren sito ufficiale (6%) vendita abbigliamento ralph lauren (6%) negozi ralph lauren (6%) giacche ralph lauren

moda shopping online ralph lauren (5%) vendita abbigliamento donna on line ralph lauren (5%) ralph lauren giacca (2%) ralph lauren abbigliamento

## '2177' Trackbacks

**are michael kors outlets cheaper - are michael kors outlets cheaper**

**Time :** 2014.12.08 08:58 (115.219.25.109)

You really make it appear really easy along with your presentation however I to find this topic to be actually something that I believe I would by no means understand. It sort of feels too complicated and very vast for me. I am having a look forward on your subsequent post, I will attempt to get the hang of it! michael kors handbags outlet review michael kor tasche michael kors armbanduhr gold michael kors outlet sverige michael kors ladies watches prices

Delete

**asics gel blur 33 womens - asics gel blur 33 womens**

**Time :** 2014.12.08 06:56 (115.219.26.105)

You really make it seem really easy together with your presentation however I to find this topic to be actually something which I think I'd by no means understand. It sort of feels too complex and extremely vast for me. I am taking a look ahead on your next put up, I will attempt to get the cling of it! reviews for asics gel kayano 18 asics gel 2170 womens asics website cheap asics gel nimbus best asics wrestling shoes

è tempo di fare spazio  
per nuovi link...



**RECUPERO PENALITA' STILE BLACK HAT**



Money site



Redirezione

Link  
piramid

Redirezione

Link  
Piramid

Redirezione

Link  
Piramid

Redirezione

Link  
piramid



BIMBA PICCOLA  
OPTIMIZATION SPECIALIST

Directory



Blog



Vendita a un network



Interlink



Vendita link editoriali



Penalità manuale



760 domini

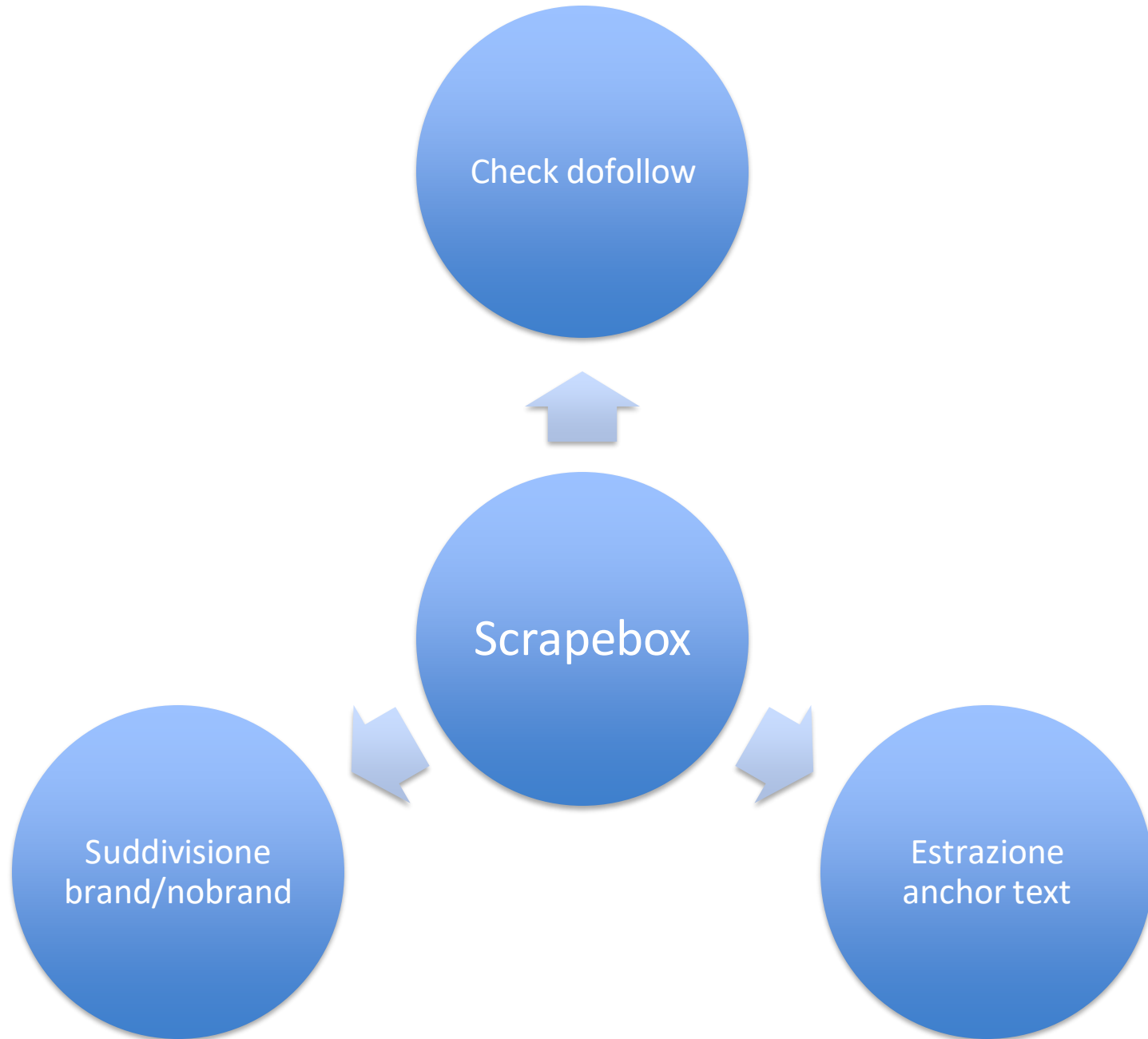
10000 link



# Estrarre il dominio da una url in excel

```
=SE(VAL.ERRORE(TROVA("//www.";A2));  
STRINGA.ESTRAI(A2;TROVA(":";A2;4)+3;TROVA("/";A2  
;9)-TROVA(":";A2;4)-3);  
STRINGA.ESTRAI(A2;TROVA(":";A2;4)+7;TROVA("/";A2  
;9)-TROVA(":";A2;4)-7))
```

# Controllo Link dofollow e anchor text



Se non avete scrapebox (o budget)

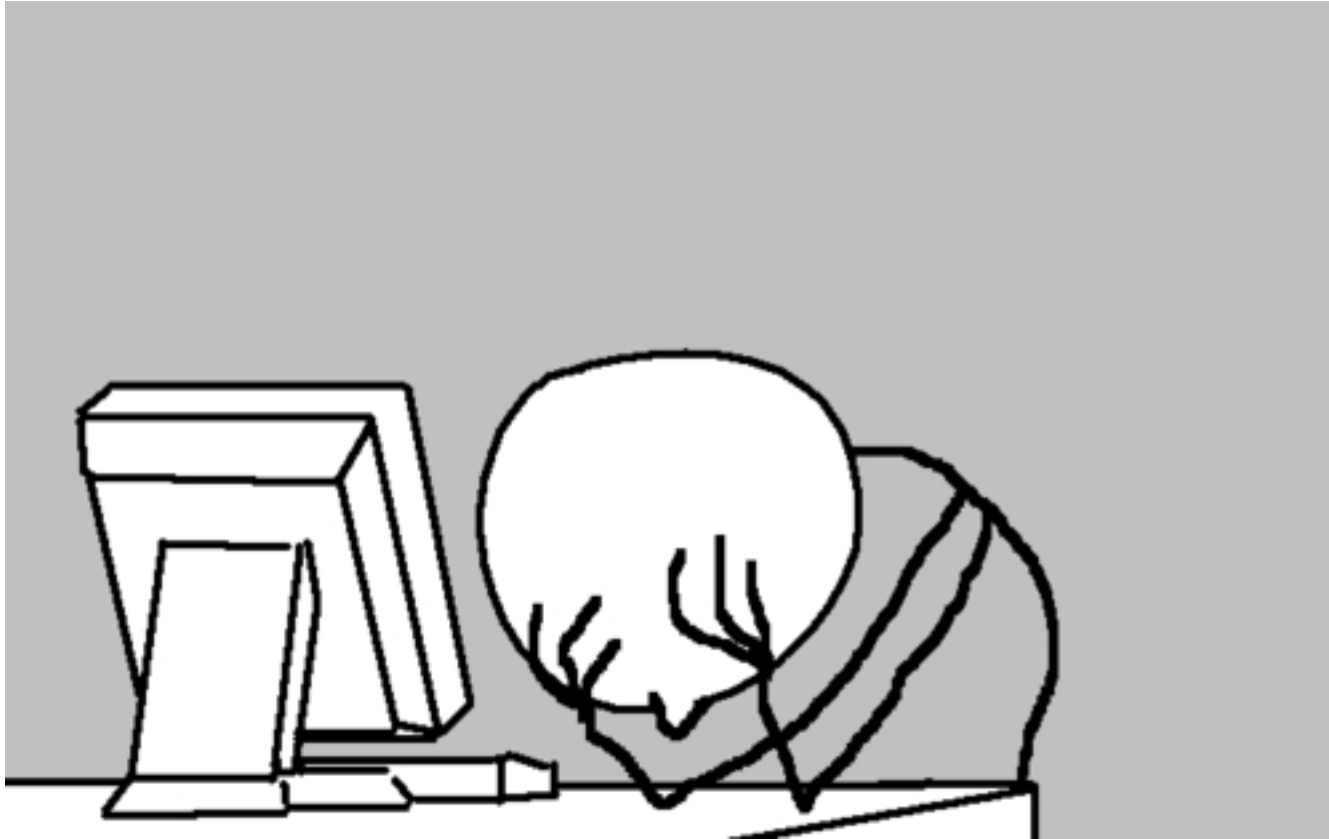
***Niels Bosma***

HOME OF SEOTOOLS FOR EXCEL

<http://nielsbosma.se/projects/seotools/functions/checkbacklink/>

- Solo Excel per Windows
- Poche righe per volta

# ROUND 1: GWT



**3 link sospetti!!!!**

# Round 2: Majestic SEO!

Escludendo:

- Le parole chiave del dominio (exact match)
- com/www (url)
- link nofollow
- Immagini linkate

Se l'anchor text contiene testo:

Includi:

Escludi:



Note bene: è possibile fornire più anchor text con il segno | (barra verticale) come separatore.



21.000 link brand  
3550 link nobrand

Trascinare i campi nelle aree sottostanti

**Filtro rapporti**

**Etichette di colonna**

Valori

**Etichette di riga**

SourceTopicalTrustFlow\_Value\_0

dominio secco

**Valori**

conteggio link dal dominio

Media di SourceTopicalTrust...

Etichette di riga	Values	
	conteggio link dal dominio	Media di SourceTopicalTrustFlow_TopicalTrustFlow_Value_0
▶ Arts/Online Writing	16355	2,96
▶ Regional/Europe	1540	8,52
▶ (vuote)	1330	
▶ Computers/Open Source	1229	6,39
▶ Computers/Internet/Web Design and Development	160	13,91
▶ Home/Family	91	4,13
▼ Sports/Motorsports	53	0,68
website.directory-web.eu	25	0,00
directory-web.eu	28	1,29



**url**profiler

Scores	Count
None	10
Ignore	0
Review	0
Low	0
Optimized	0
Suspect	0
Unnatural	0
Whitelist	0
Blacklist	0

Link Types	Count
Text	0
Image	0
301 Redirect	0
302 Redirect	0

Locations	Count
Advert	0
Bio	0
Comments	0
Content	0
Footer	0
Header	0
Post	0
Profile	0
Sidebar	0
Signature	0
Trackback	0
Unknown	0

Anchor Text Types	Count
Not Checked	0
Unknown	0
None	0
Generic	0
Brand	0
Branded	0
Branded Long Tail	0
Commercial	0
Commercial Long Tail	0
Url	0
Alt Text	0
No Alt Text	0
Long Tail	0





**FAST &  
FURIOUS**





I will shout out your website to promote 2500000 facebook and twitter for get traffic

\$5

★★★★★ (708) by max\_promo 2 Sri Lanka



I will tweet your message to 100k REAL college students on Twitter

\$5

★★★★★ (2k+) by mediacorp 2 United States



I will tweet your message or Any Website to my loyal 1000000 USA twitter followers

\$5

★★★★★ (597) by tweet\_queen 2 United Kingdom



I will promote to 90,000 facebook fans plus massive extras

\$5

★★★★★ (1k+) by jazzy7 1 Australia



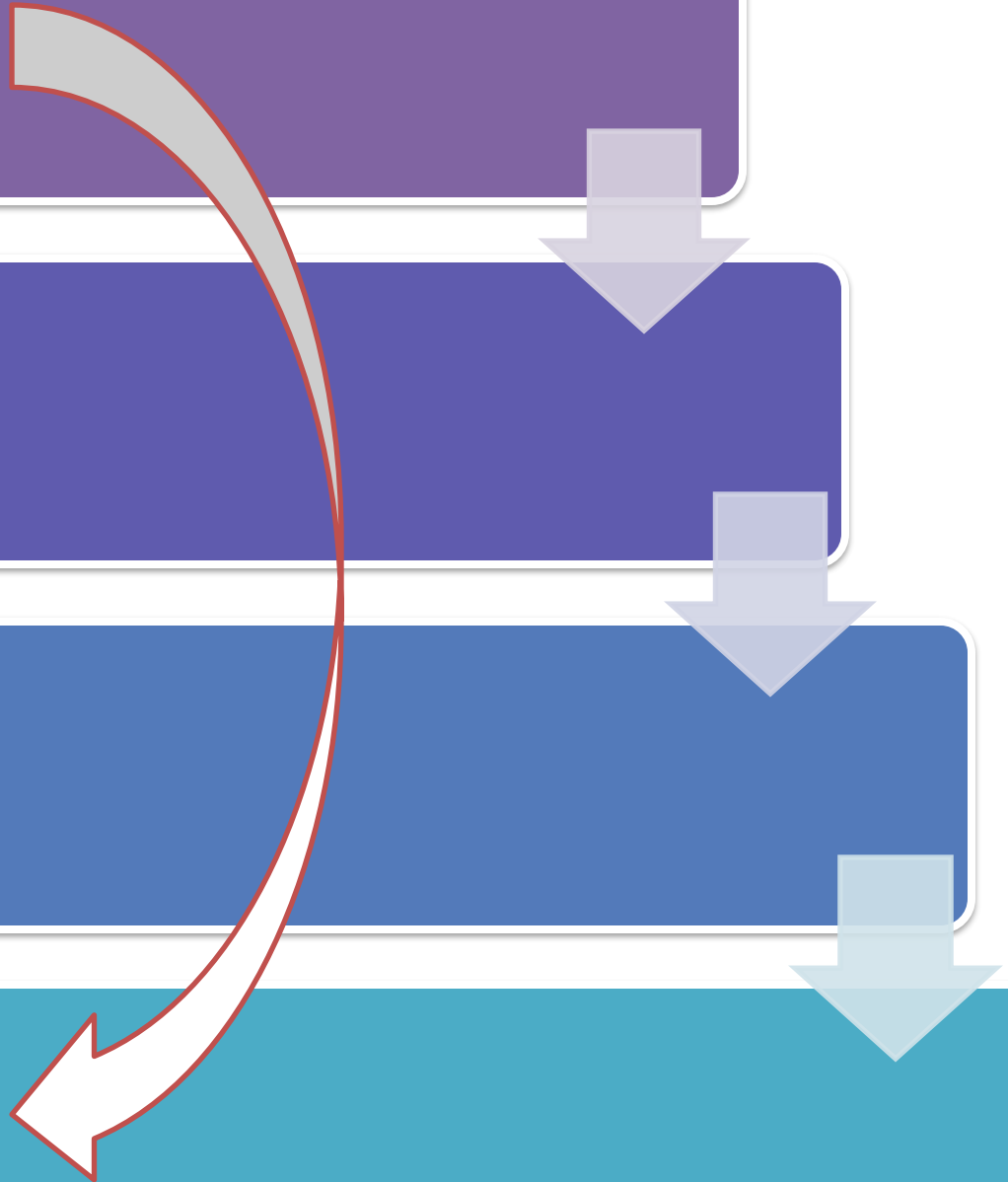
ahrefs Url rank 20

Social:

- twitter 150
- facebook 250
- Google plus: 25

- $\text{Log} (150) = 2,17$
- $\text{Log} (250) = 2,39$
- $\text{Log} (25) = 1,39$

Totale = 5,95





5 punti



100.000 segnali



GAME OVER

Thank you for playing



"QUANDO IL GIOCO SI FA DURO...

**I DURI CONTINUANO A GIOCARE"**



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THE END

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