



SMIX
MILAN 2014.

Lo strumento più importante è
LA TUA TESTA

Andrea Scarpetta
@Yottacom
www.yottacom.co.uk





**Internet
marketer**

10 anni

**Technical
SEO**

**Gennaio
2014**

Head of Seo

Fullplan.it

Yottacom

**Consulente
indipendente**

**Primo evento
pubblico**

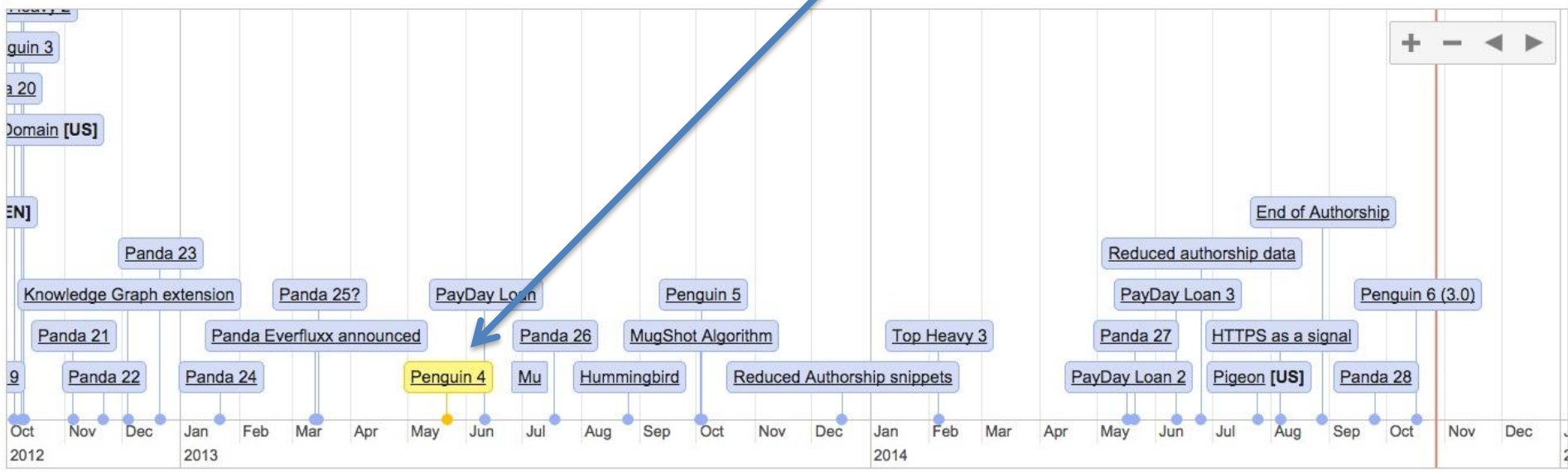


Penguin 4, With Penguin 2.0 Generation Spam-Fighting, Is Now Live

Barry Schwartz on May 22, 2013 at 6:09 pm

SEO Memory

A simple interactive timeline of Google updates and events

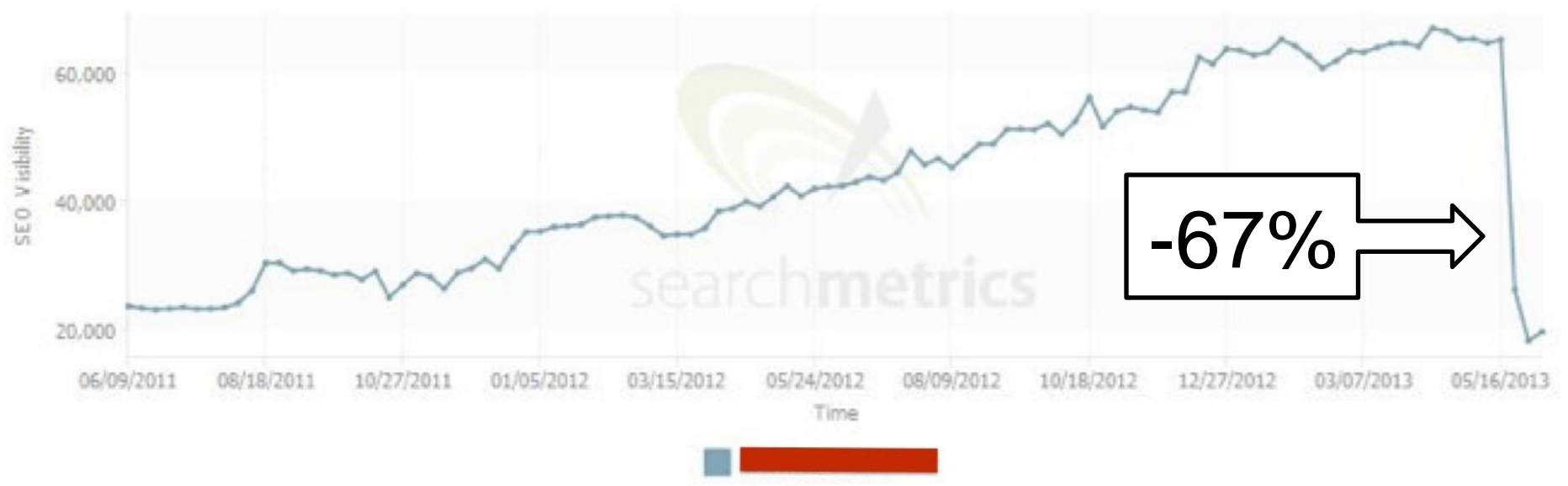


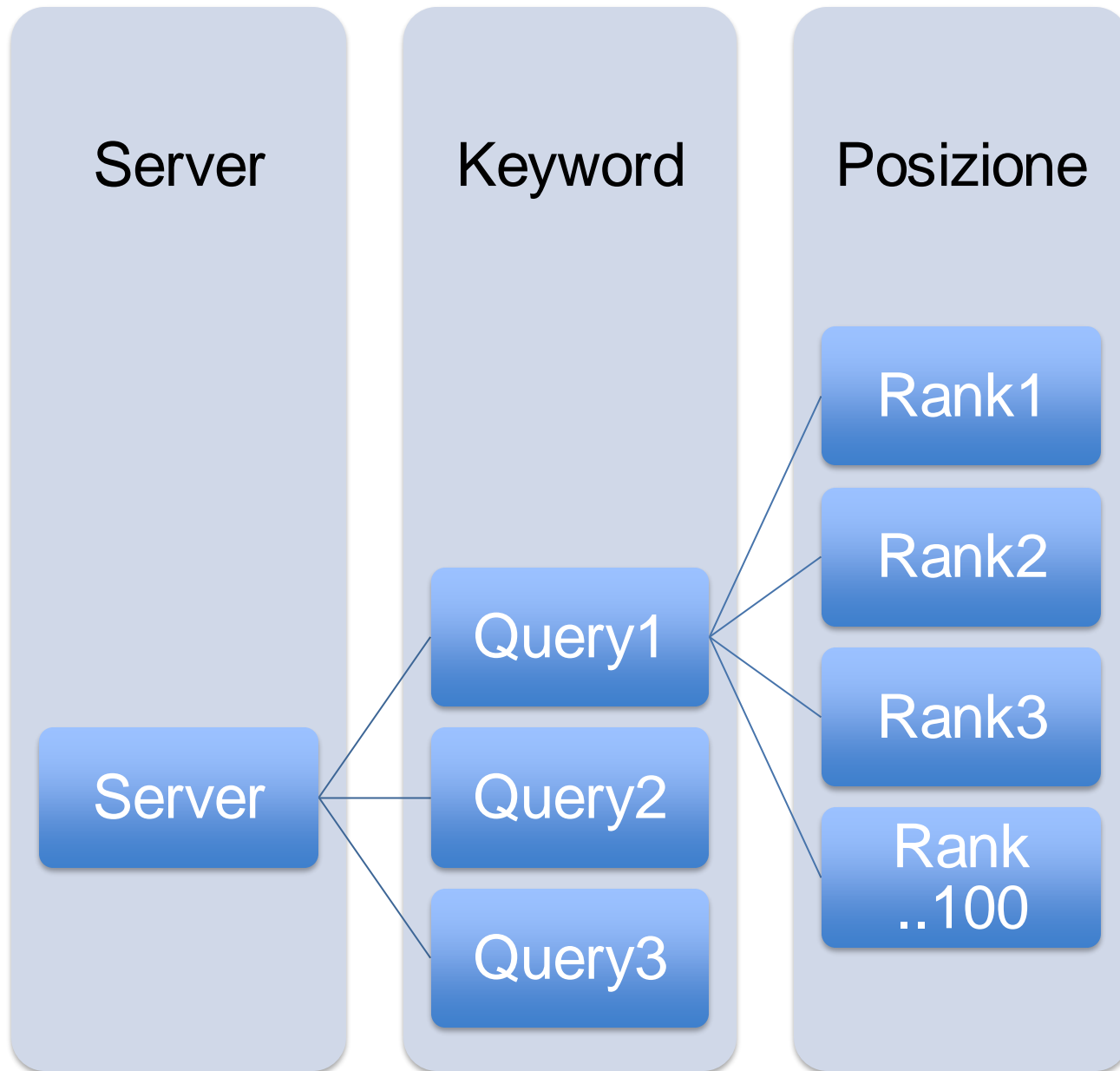


SEO Visibility

Weekly +

Time span: 06/06/2011 - 06/06/2013 GO Zoom: 1M 2M 6M 1Y 2Y







YOTTACOM.co.uk
the friendly marketing agency



Sento puzza di
pinguino!



Anchor Text

Filter Anchor Text

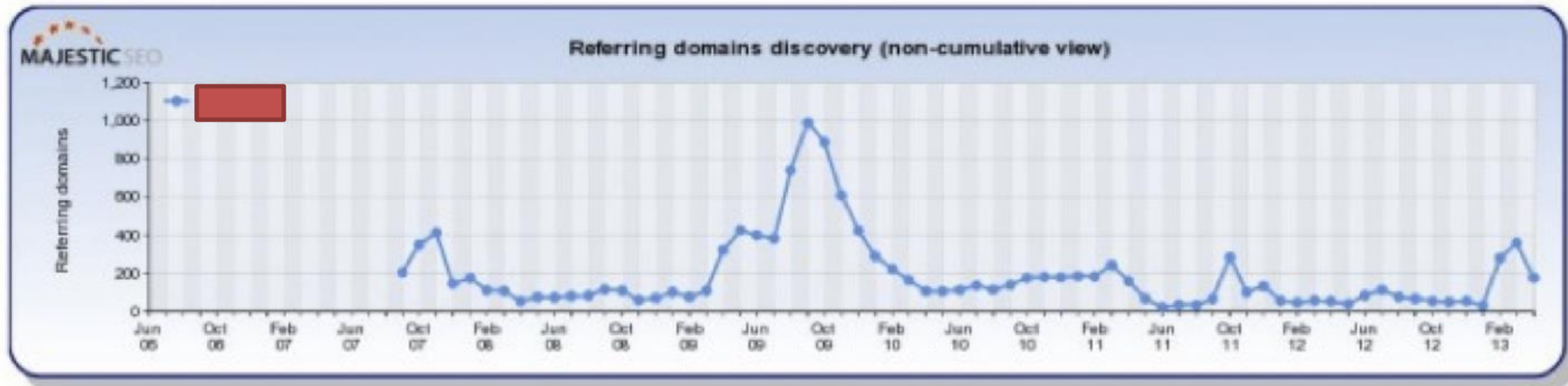
Clean Anchor Text:

#	Anchor Text	Referring Domains	External Backlinks		
			Total <input type="checkbox"/>	Deleted <input type="checkbox"/>	NoFollow <input type="checkbox"/>
1	viagra	<u>1,960</u>	17,403	5,255	1,185
2	cialis	<u>1,525</u>	15,357	4,053	719
3	Nome del brand	<u>1,271</u>	43,839	5,212	1,229
4	comprare viagra	<u>911</u>	5,003	1,664	207
5	Empty Anchor Text	<u>880</u>	54,928	10,366	2,384
6	cialis generico	<u>777</u>	4,854	1,308	250
7	compra viagra	<u>747</u>	5,636	1,265	197
8	viagra generico	<u>666</u>	4,126	1,031	107
9	comprare cialis	<u>662</u>	5,097	1,263	166



Febbraio 2013!

Ottobre 2008





YOTTACOM.co.uk
the friendly marketing agency



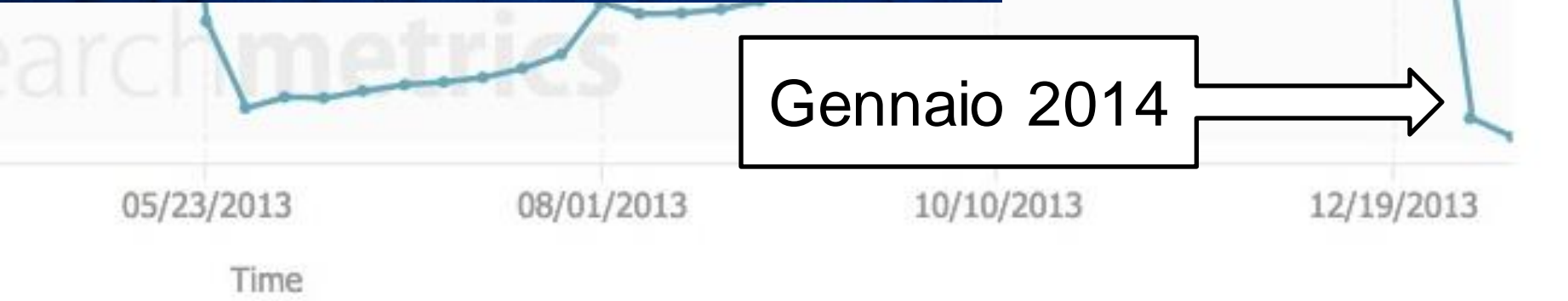


Attenzione selettiva





@Manuelecaddeo







	Ahrefs Rank	8+	Twitter	Like	Facebook	URL from Target page	Anchor	Updated
1.	23	0	0	0	0	⊘	cialis viagra	3 Jan '14
2.	22	0	0	0	0	⊘	ordinare viagra e cialis	21 Dec '13
3.	22	0	0	0	0	⊘	viagra levitra cialis	21 Dec '13
4.	21	0	0	0	0	⊘	viagra cialis	5 Jan '14
5.	13	0	0	0	0		cialis online e viagra online	17 Sep '13
6.	13	0	0	0	0		differenza tra cialis e viagra	21 Sep '13
7.	13	0	0	0	0		differenza tra cialis e viagra	18 Dec '13
8.	13	0	0	0	0		compra cialis e viagra	1 Dec '13
9.	13	0	0	0	0		viagra generico e cialis	24 Sep '13
10.	13	0	0	0	0		differenza tra cialis e viagra	25 Sep '13
11.	12	0	0	0	0		ordina viagra generico e cialis	1 Jan '14
12.	12	0	0	0	0		cialis come viagra	20 Sep '13
13.	12	0	0	0	0		cialis viagra	5 Jan '14
14.	12	0	0	0	0		[viagra di marca e cialis]	23 Aug '13





I like your work!, Buy Ambien, owv, Phentermine
, 6346, Cialis, ocv, **Viagra**
, 236623, Valium, >:-P,

 Cheap Cigarettes  2009/04/26 23:09

← 2009

Best Wishes!, **viagra** vente, 13763, Alprazolam, uwaitr, **viagra** online, 4572,
Diazepam, 26124, Buy Valium, =-((,

 Alprazolam  2009/04/26 23:19

← 2009

Thank You!, Xanax
, wfpj, Ambien

, :((, Lorazepam, cpcb, Cheap Cigarettes, pajgzy, Buy Cigarettes, :-[[[,

 Valium  2009/04/27 01:53

← 2009



YOTTACOM.co.uk
the friendly marketing agency



<meta robots="noindex">



YOTTACOM.co.uk
the friendly marketing agency



Concludiamo con tre riflessioni...



1. Il clima di terrore



Ma rischio una
penalità se faccio...



YOTTACOM.co.uk
the friendly marketing agency



Google



2. La Seo Tecnica previene i problemi





3. non fidiamoci ciecamente dei tools



Thank

You!

Andrea Scarpetta
@Yottacom
www.yottacom.co.uk





- **Tools mentioned**

- <http://tools.searchbrain.it/seo-memory/>
- <https://majestic.com>
- <https://ahrefs.com/>

- **picture credits**

- <https://www.flickr.com/photos/29487672@N07/>
- <https://www.flickr.com/photos/marinadelcastell/>
- <https://www.flickr.com/photos/peterthoeny/>
- <https://www.flickr.com/photos/greencolander/>
- <https://www.flickr.com/photos/aussiegall/>
- <https://www.flickr.com/photos/39551170@N02/>
- <https://www.flickr.com/photos/koolb/>