«Addio e grazie per tutto il pagerank!»

FIND

Andrea Scarpetta
Findsdm.it

Chi sono
Dove lavoro
Cosa faccio nella vita
FIND

Di cosa parliamo oggi?

Google Toolbar PageRank officially goes dark

A month or so after Google told us they would be removing the 1-to-10 PageRank scores from their toolbar feeds, they removed it this past Friday.

Barry Schwartz on April 18, 2016 at 8:50 am

Google's Matt Cutts: No More PageRank Updates This Year

Barry Schwartz on October 7, 2013 at 9:48 am

Google's head of search spam, Matt Cutts, said on Twitter yesterday that Google won't be pushing out a new Google Toolbar PageRank update this year.

Ottobre 2013!

Niels Bosch asked on Twitter if we should expect an update to PageRank before 2014. In response to that, Matt Cutts said, "I would be surprised if that happened."

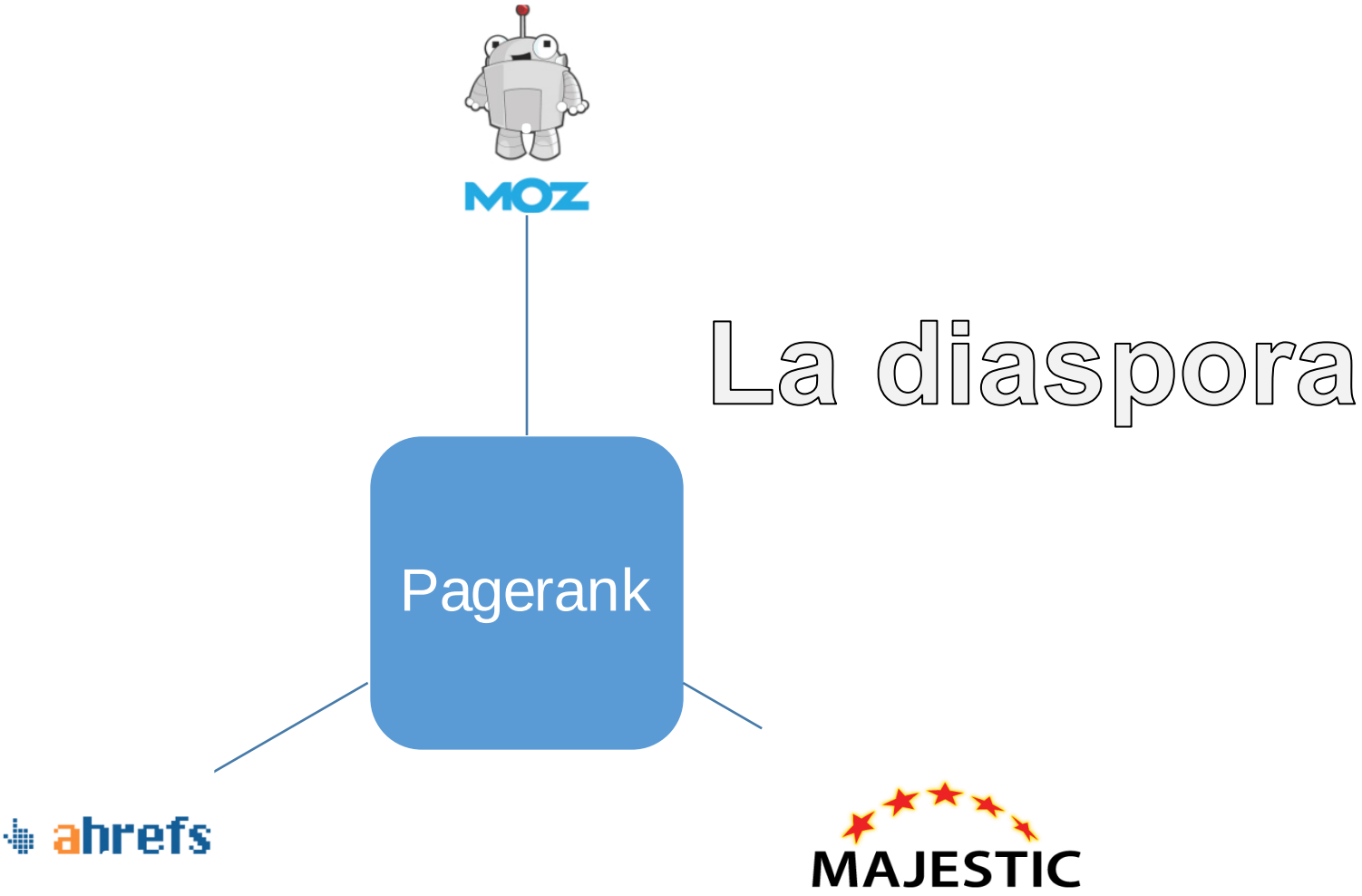
It has now been 8 months since the last Google Toolbar PageRank update. In fact, the last update was on February 4, 2013 and honestly, I think PageRank is finally dead – at least the Toolbar PageRank.

SearchBrain

Marketing with Search in Mind

Enrico Altavilla

La diaspora



La scala centesimale

MAJESTIC

- Citation flow (CF)
- Trust Flow (TF)

Ahrefs

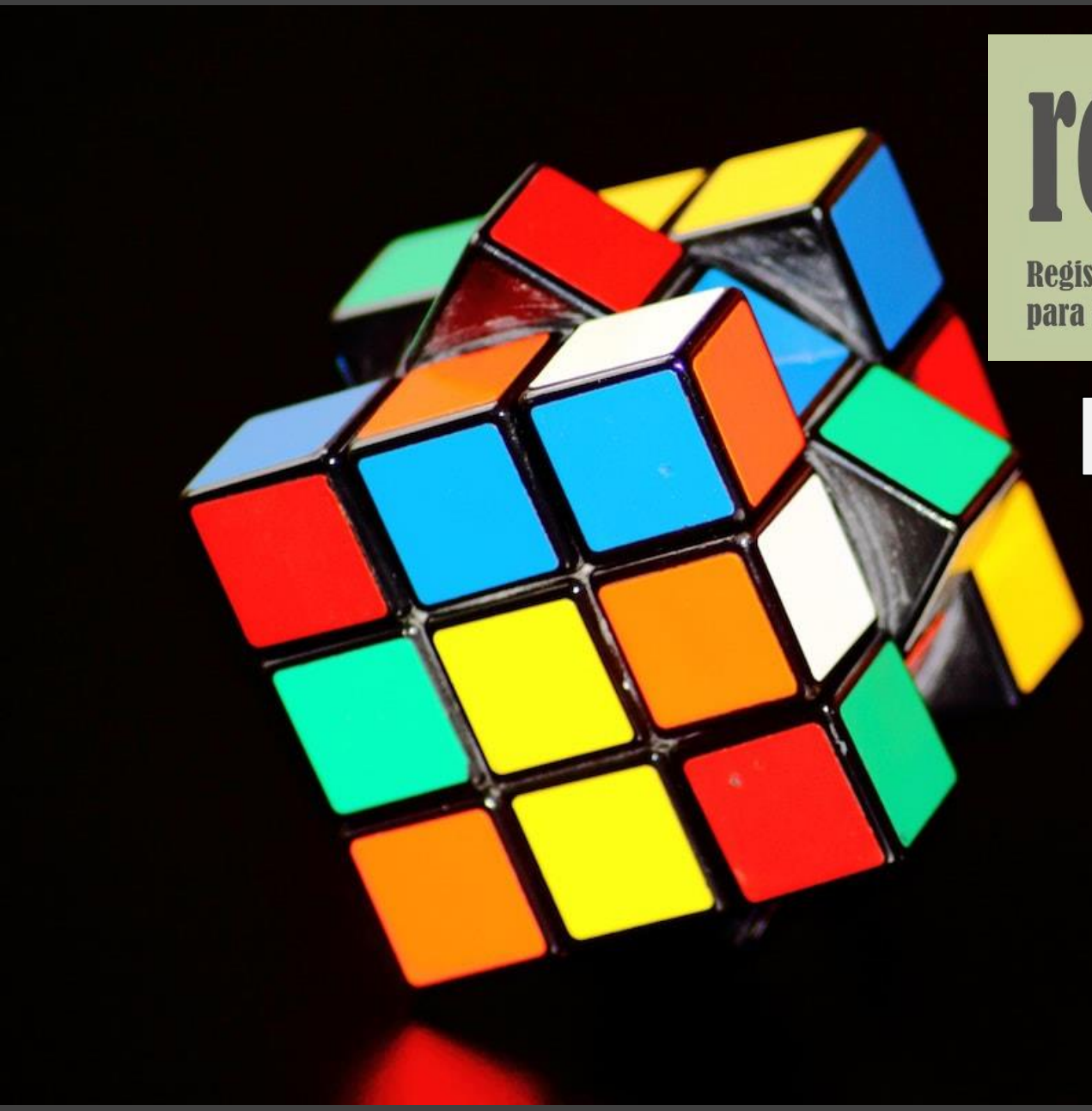
- Domain rank (DR)

Moz

- Domain authority (DA)
- Page Authority (PA)
- SPAM SCORE

Ogni 10 punti corrisponde 1 grado di pagerank?
La vera domanda

Il retroscena del test



registro.br

Registro de Domínios
para a Internet no Brasil

liberaçao

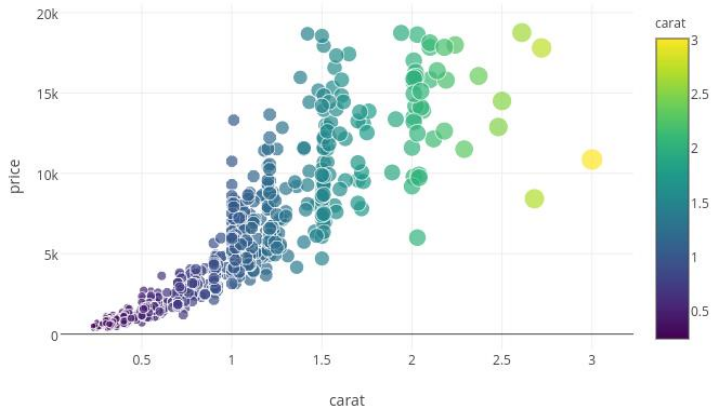
300.000 domini!

P1
HI
PLAYER1
ENEMY
Google
PageRank™
ahrefs
TIME

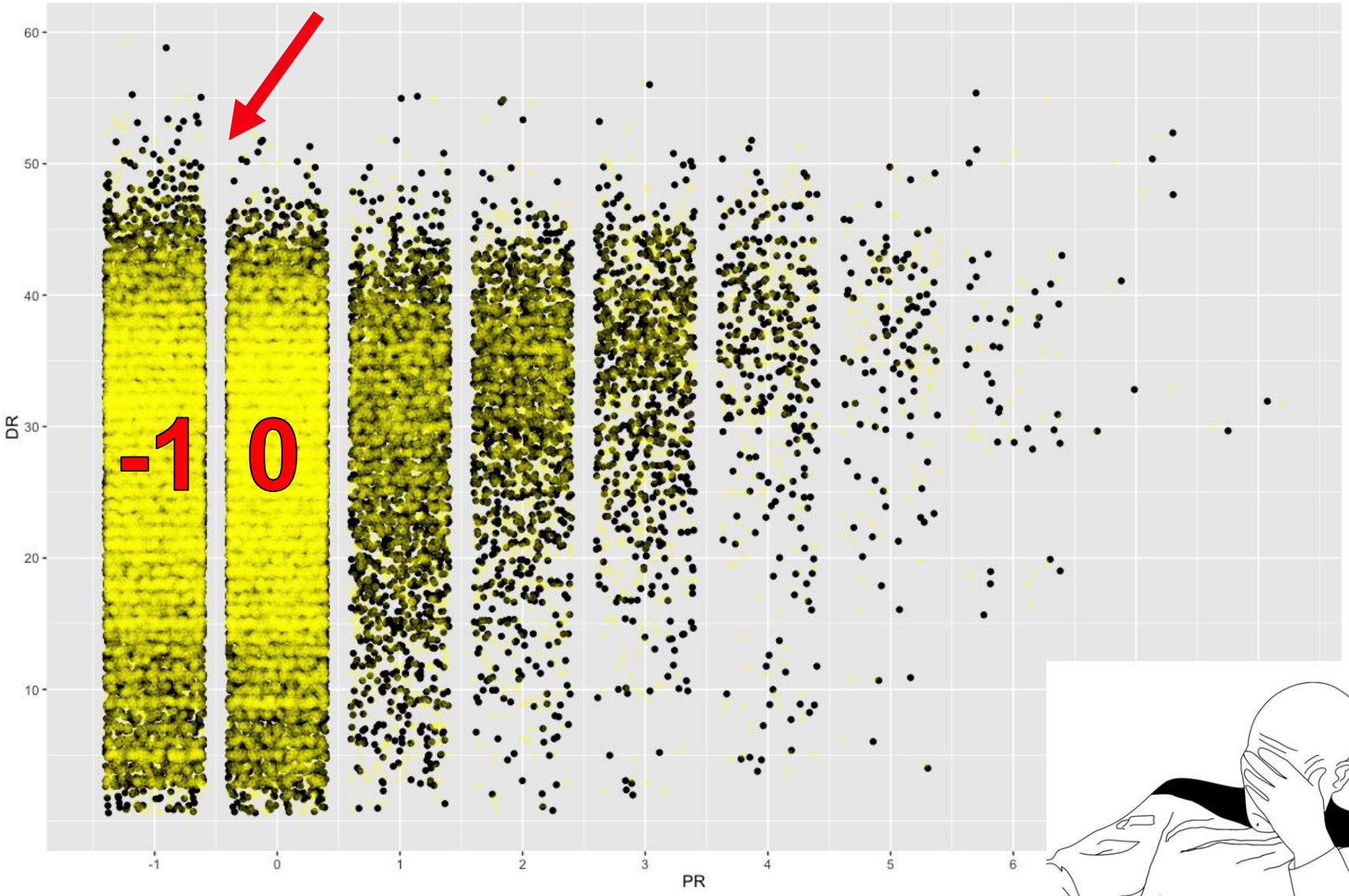
Introduction to R for Data Science

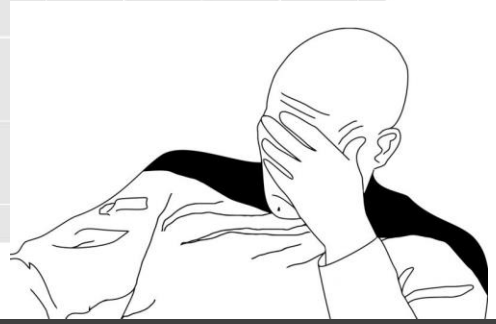
Learn the R statistical programming language, the lingua franca of data science in this hands-on course.

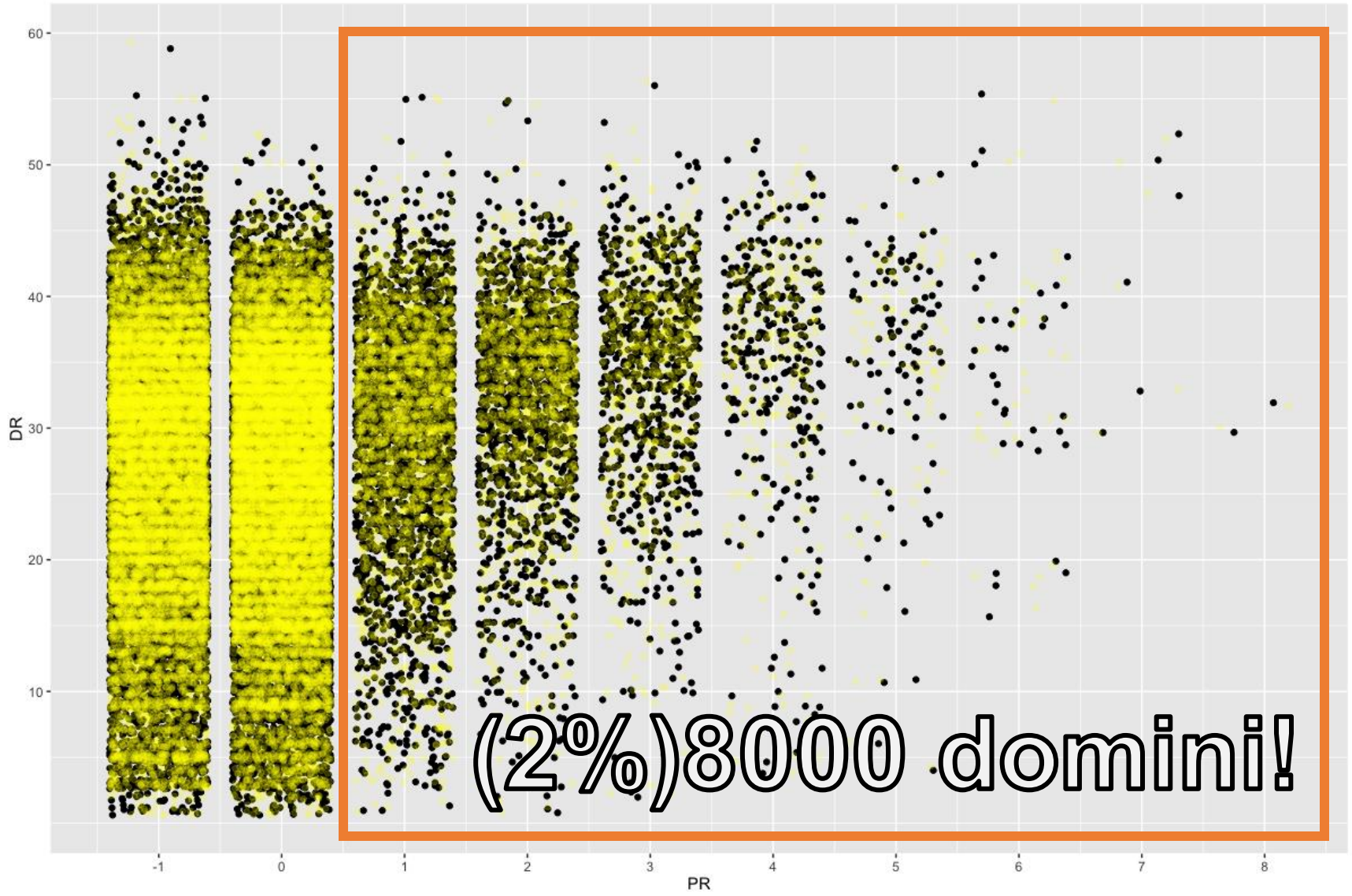
Microsoft



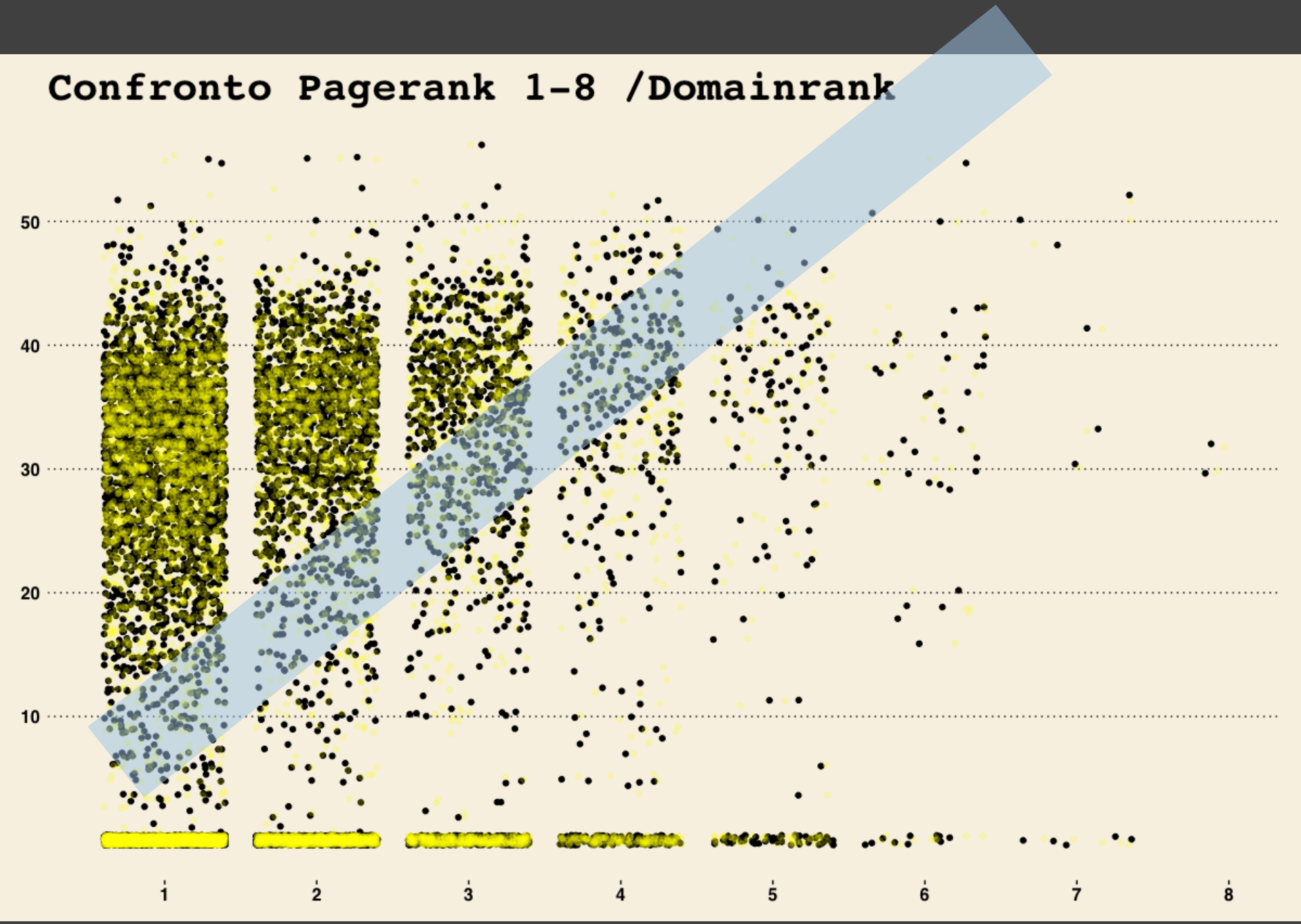
Proviamo lo scatterplot...

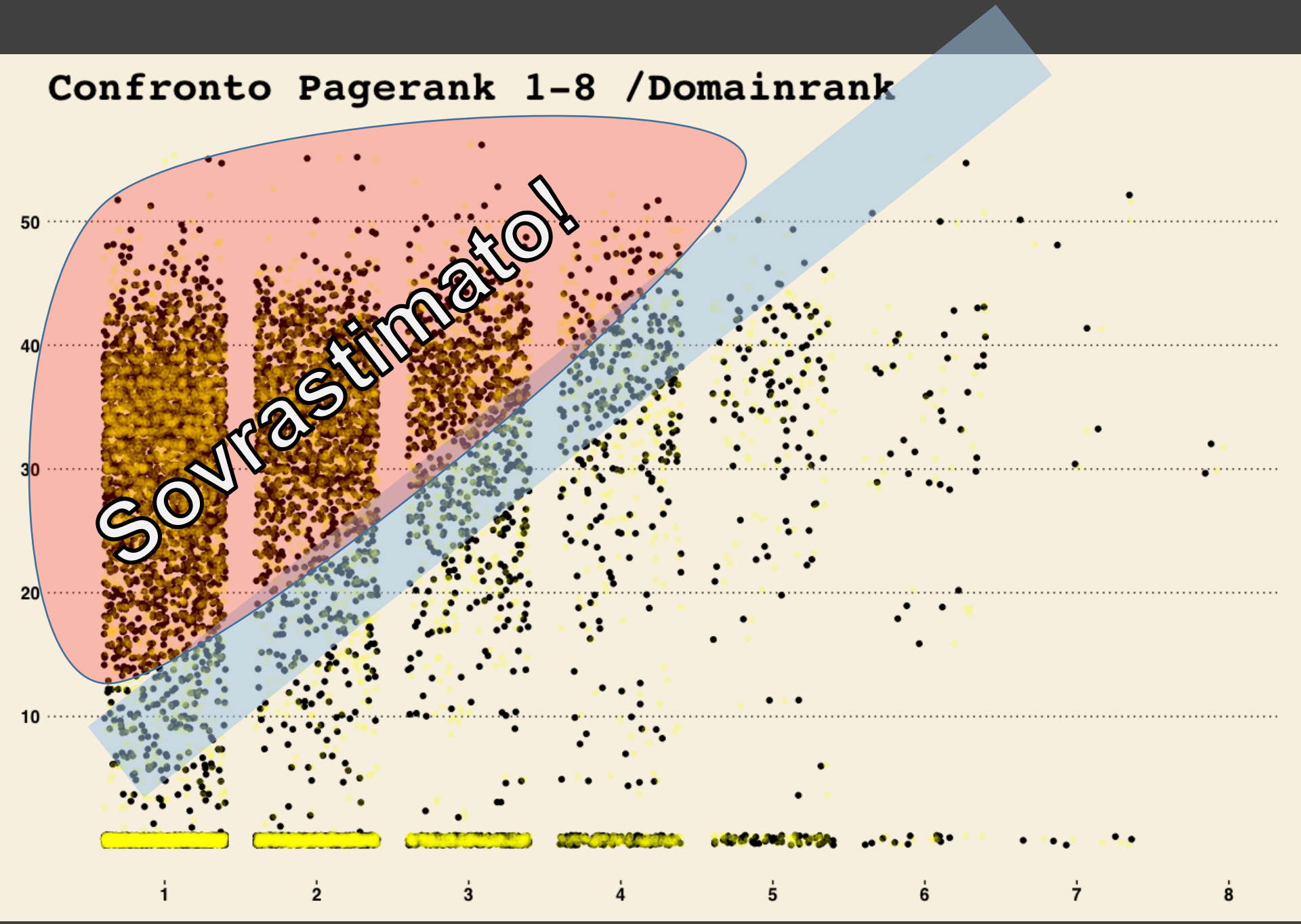





60
50
40
30
20
10
DR
-1
0
1
2
3
4
5
6
7
8
PR
(2%)8000 domini!

Confronto Pagerank 1-8 /Domainrank




Confronto Pagerank 1-8 /Domainrank
Sovrastimato!
50
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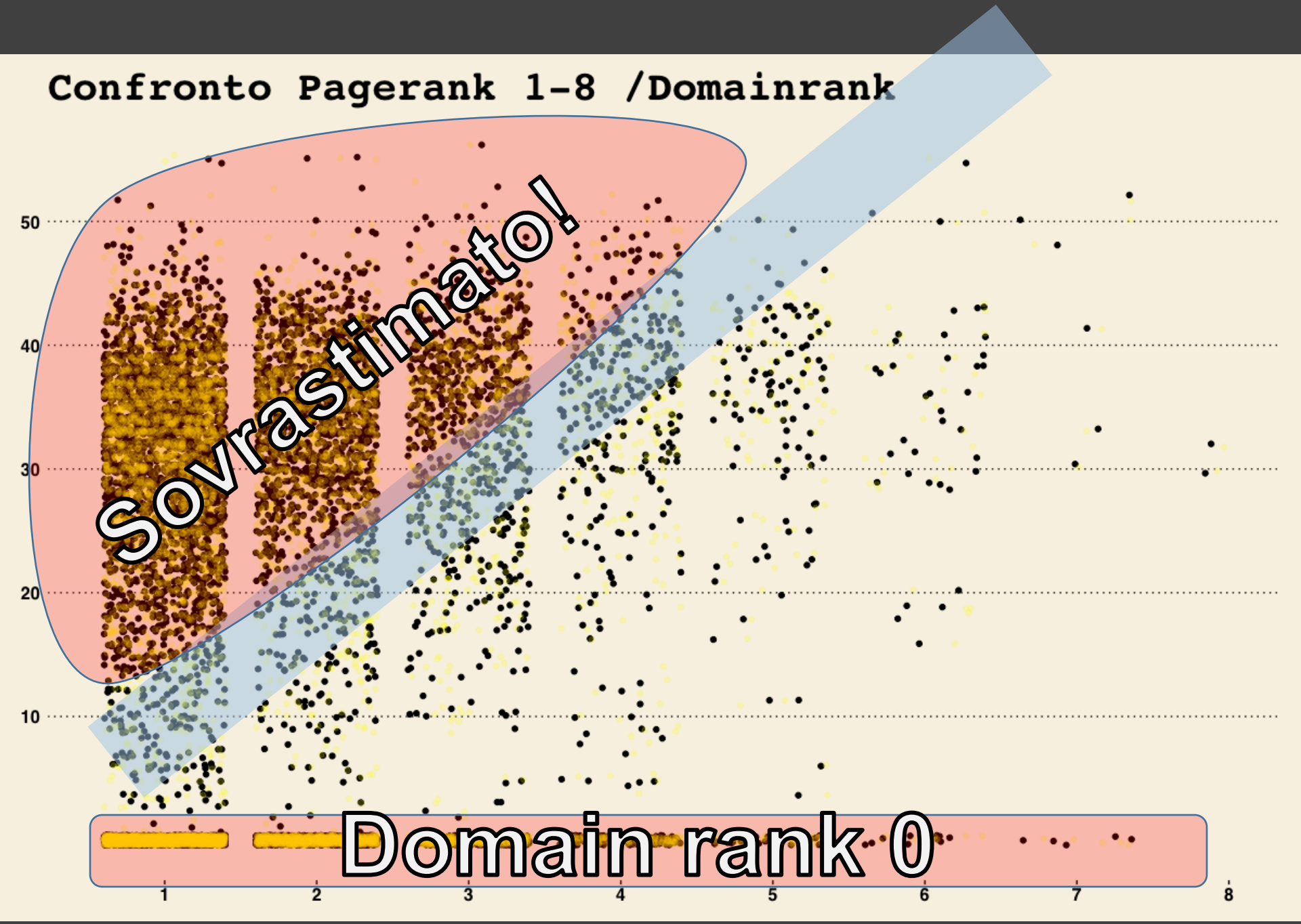
Confronto Pagerank 1-8 /Domainrank
Sovrastimato!
Domain rank 0
50
40
30
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7
8

Cosa ho dimostrato?

-7 giorni alla consegna delle slide

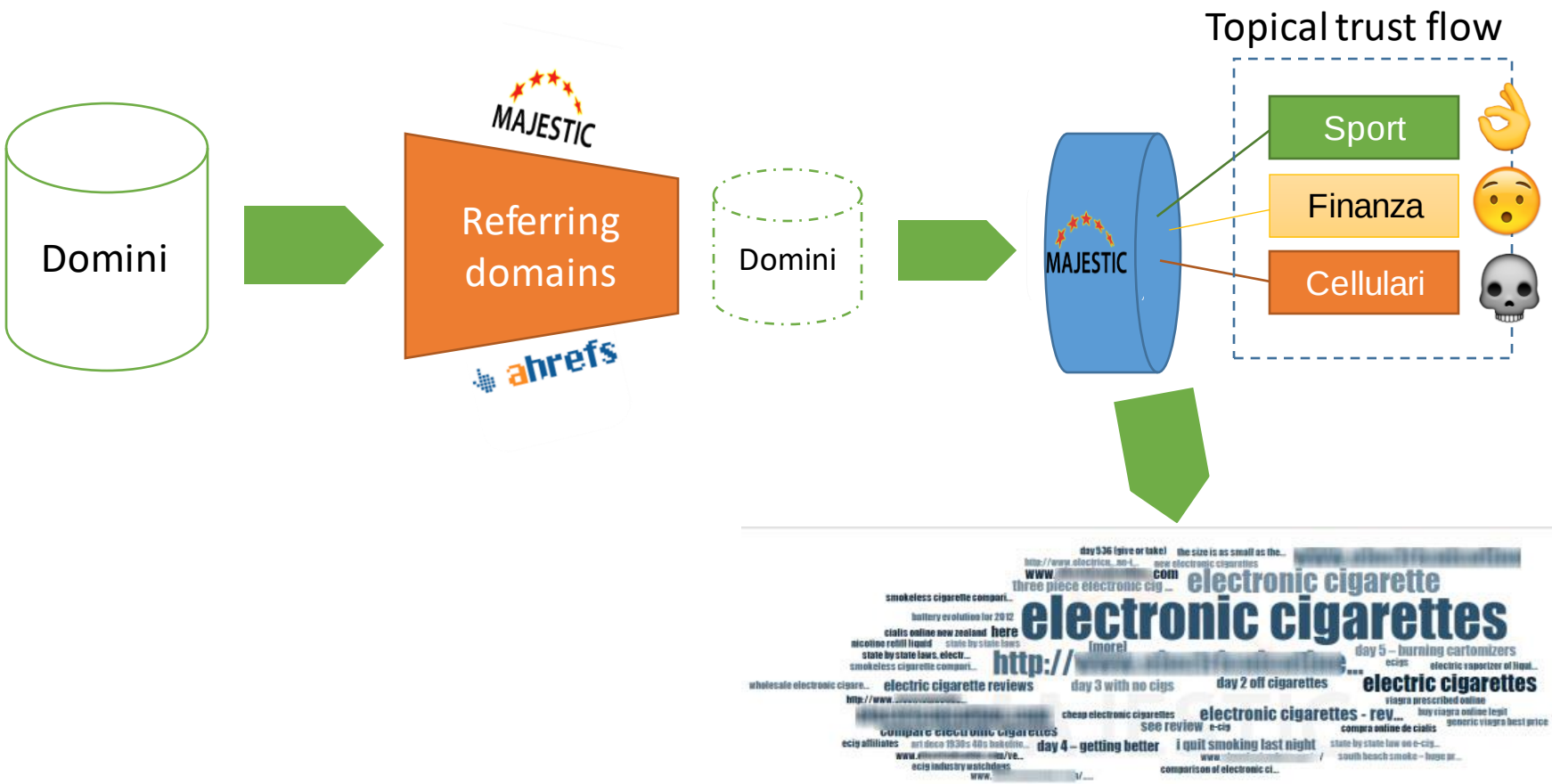
Caso 1: Clienti italiani (link di qualità)

Zoom authority

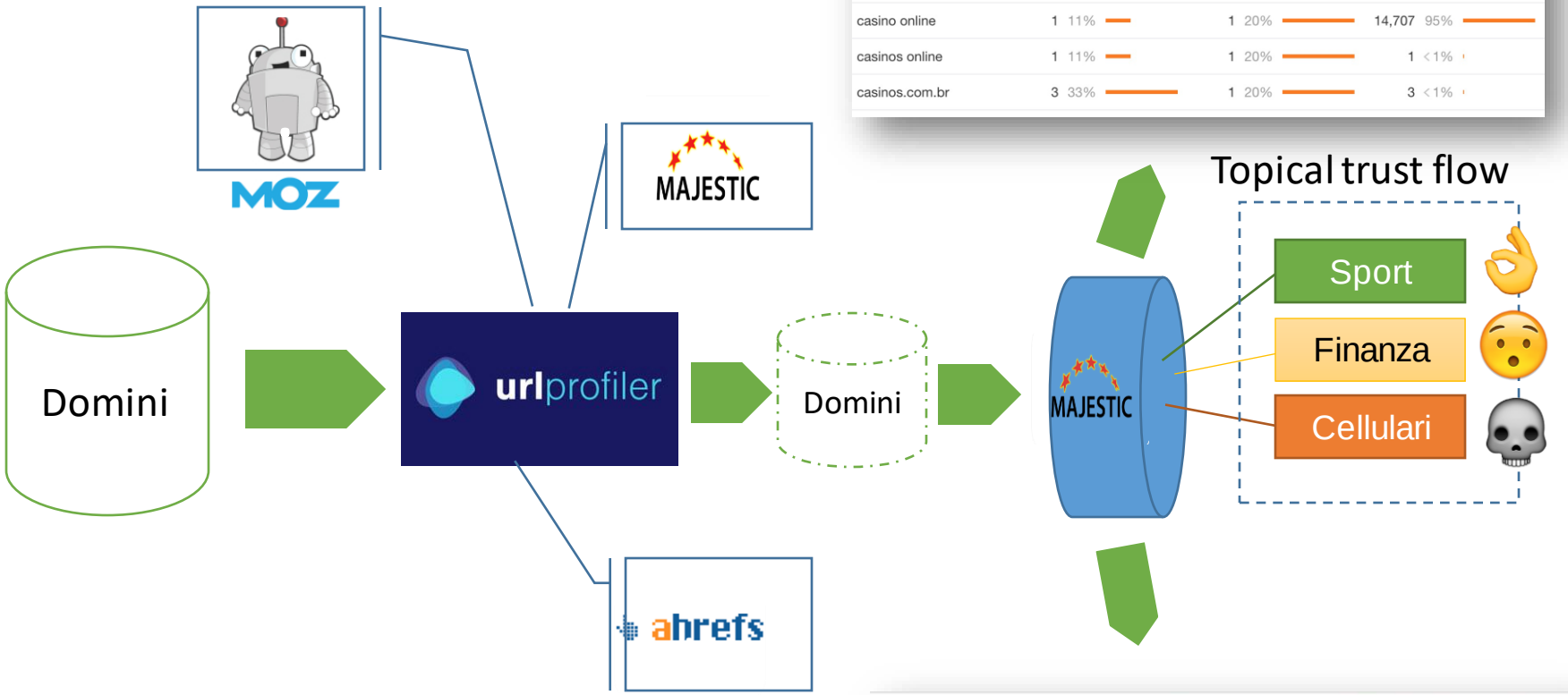
Giuseppe Liguori ciao michelangelo, i parametri si basano su una scala logaritmica da 0 a 100 (quindi un calo da 60 a 50 è molto più ampia di un calo da 50 a 40).
Sommariamente i parametri che prendiamo in considerazione sono un mix pesato tra: n. keyword posizionate, volumi di ricerca delle key posizionate, distribuzione delle keyword, competizione delle keyword, trend degli ultimi mesi (salita o discesa) ed in minima parte alcuni aspetti social. Ce ne saranno sicuramente altri che ho dimenticato

Mi piace · Rispondi · 6 settembre alle ore 17:52 · Modificato

Caso 2: Progetti Internazionali


Domini
MAJESTIC
Referring domains
ahrefs
Domini
MAJESTIC
Topical trust flow
Sport
Finanza
Cellulari
electronic cigarette
electronic cigarettes
electric cigarettes
electronic cigarettes - rev...
electric cigarette reviews
day 2 off cigarettes
day 3 with no cigs
day 4 – getting better
i quit smoking last night
day 5 – burning cartomizers
see review
here
http://

Caso 3: necromarketing



Anchor text	Referring domains	/ dofollow	Referring pages
casino	1 11%	1 20%	809 5%
casino online	1 11%	1 20%	14,707 95%
casinos online	1 11%	1 20%	1 <1%
casinos.com.br	3 33%	1 20%	3 <1%

User Bar
IP: 185.44.214.218 Time: 1:14:49 AM
Sign UP Login Feedback
See more sites from My-Addr
Services and Tools from My-Addr Project
Know How
Bulk Email Verification
Seo Rank Checker
Bulk Alexa Rank
WHOIS checker
Anonymous Elite HTTP Proxy
More...
My IP, geo, request tools
My IP info, proxy headers
My IP, GEO info, country, city
My request $_SERVER vars
User-Agent tools
My User Agent information
Custom User Agent lookup
Email Address tools
Verify E-MAIL for exist
Trace E-MAIL sender location
Find E-MAIL box location
DNS and WHOIS tools
Find e-mail/domain MX
Domain lookup NS records
Domain A record Lookup
PTR lookup
Home Page
Dear Friend! This project was created for provide site that offering tools, but not lots of annoying captchas and blinking banners.
Biggest part of our tools are completely free, and tools that are not free are at least twice more cheap then on other sites.
Enjoy with us, with best wishes - support team
List of other services from My-Addr Project
Industrial solution for email verification: API, bulk and list email verification. Verification speed is 5,000,000 emails per day.
Getting WHOIS data about domains without any problems, 118+ TLD supported, one-by-one API processing or bulk lookup.

My-addr.com

1 USD per centomila url!

Scarica Moz DA/PA + Maj TF/CF

https://seo-rank.my-addr.com/

PASTIGLIE
di
SALGEMMA
sale

Concludendo (2)!

Gary Illyes Traditionally, webspam algorithms demoted whole sites. With this one we managed to devalue spam instead of demoting AND it's also more granular AND it's realtime. Once the rollout is complete, I strongly believe many people will be happier, and that makes me happy

Mi piace · Rispondi · 16 · 28 settembre alle ore 17:28

WEB MARKETING EXPO

Organizzatori:

kaweb

FATTORETTO
PER IL MASSIMO FATTURATO

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@garethjax

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MEGA

SitebySite
web searching people

melascrivi

DYNAMICA
ECOMMERCE DI SUCCESSO

SEOmonitor
search intelligence