

Radionica 3.

Digitalni marketing nauči, 5.000,00 kn odnesi kući!



Što smo do sada naučili?

Google Trends



Google Ads



facebook

Audience Insights



Google Display Network



Google

Consumer Barometer



Facebook
Business
Manager

Market Finder

Think with Google



Search ads

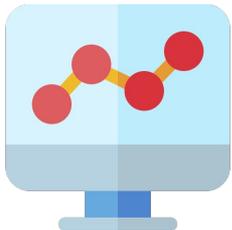


facebook Ads

Što ćemo danas raditi?



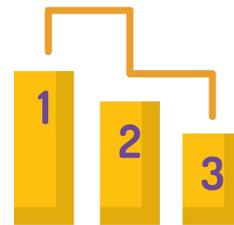
SEO



Povećavanje posjećenosti stranica



Neplaćeni (organski) promet



Pozicije ključnih riječi



Screaming frog

Crawler / SEO Spider / Tehnički on site audit

- URL
- Fotografije
- CSS
- Script
- Apps



Zadatak:

Pokretanje Screaming Frog alata i kreiranje audita web stranice <https://reverso.hr/> uz export u Excel ili Google Sheets

Audit/Export: URL,title, description, h1, alt tag

Ključne riječi

- Google keyword planner
- SERP - autosuggestion/people also ask
- Cool ekstenzija za Chrome: Keywords everywhere
- Razni online alati: Ahrefs, Woorank, Ubersuggest ..
- Drugi izvori: Google Search Console, Google My Business



Zadatak:

Definirat 5 relevantnih ključnih riječi
za: <https://reverso.hr/>

Keywords everywhere, People also ask, Ubersuggest

SEO Power Suite

Kombinacija SEO alata za:

- Rank Tracker: praćenje pozicija / istraživanje ključnih riječi / analiza konkurencije
- Web site auditor: On-Site web audit /analiza sadržaja
- SpyGlass: backlink analiza, autoritet domene, analiza konkurenata
- LinkAsistent: Off-Site / link building



SEO PowerSuite



Zadatak:

Rank Tracker: provjera pozicija za prethodno definiranih 5 relevantnih ključnih riječi, provjera konkurenata koji se rangiraju za iste riječi

Zadatak:

WebSite auditor: audit web stranice <https://reverso.hr/>
i export izvještaja

Zadatak:

SpyGlass: analizirat backlinkove 1 konkurenta dobivenog iz RankTracker alata

Brzina stranice

Testiranje brzine:

- Pingdom (desktop brzina)
- Test My Site (mobilna brzina)
- Search Console (mobilna i desktop brzina)
- Lighthouse (web performans)



Zadatak:

Testiranje brzine mobilne i desktop brzine stranica s Pingdom i
Test My Site za <https://revertto.hr/>

<https://www.thinkwithgoogle.com/intl/en-gb/feature/testmysite/>

<https://tools.pingdom.com/>

Zadatak:

Kreiranje izvještaja za <https://revertto.hr/> s Lighthouse ekstenzijom

<https://developers.google.com/web/tools/lighthouse>

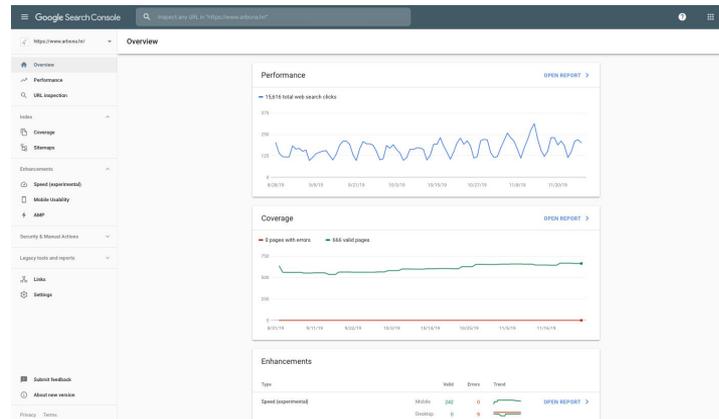
Google search console

1. Mjerenje organskog prometa i performansa stranice
2. Informacije o indeksiranim stranicama
3. Upozorava na greške
4. Instrukcije za korigiranje grešaka

Alternativa:

Provjera indeksiranih stranica: u Google search bar upisati "site:www.mojadomena.hr"

Sitemap, robots.txt, : <https://technicalseo.com/tools/>



Zadatak:

Provjera broja indeksiranih stranica za <https://revertto.hr/>

site:www.mojadomena.hr

Zadatak:

Provjera postojanja robots.txt file za <https://reverso.hr/>

<https://technicalseo.com/tools/robots-txt/>

Zadatak:

Provjera postojanja sitemap.xml za <https://reverso.hr/>

<https://technicalseo.com/tools/xml-sitemap/>

Autoritet domene - MOZ

Ranking score

Veći score > bolje rangiranje



Overview

Get the data you need to do better link building research, smarter content ideation, and link prospecting - in less time. [Track in a Campaign](#)

root domain [Analyze](#)

7 of 10 queries available until 12/27

Domain Authority ⁱ	Linking Domains ⁱ	Inbound Links ⁱ	Ranking Keywords ⁱ
34	102 Discovered in the last 60 days 12 Lost in last 60 days 2	1.4k	29



Zadatak:

Provjera autoriteta domene s Link Explorer za <https://revertto.hr/>

<https://analytics.moz.com/pro/link-explorer/>

Zadatak za natjecanje:

SEO analiza:

- Kreiranje tehničkog audita
- Kreiranje on-site audita
- Istraživanje ključnih riječi (top 20)
- Analize sadržaja
- Analize konkurencije

ANKETA

<https://forms.gle/vBtkey8KRfjJY7xs5>

iii

