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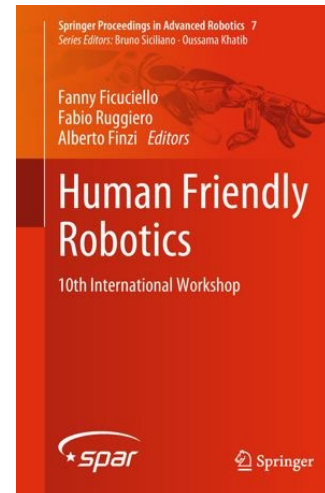
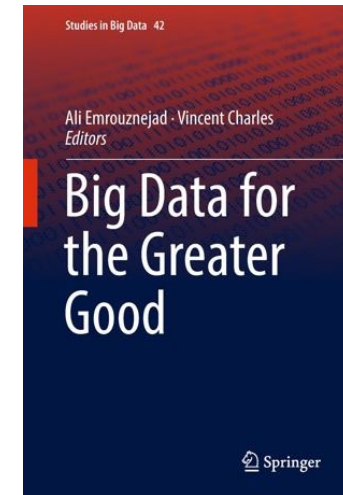
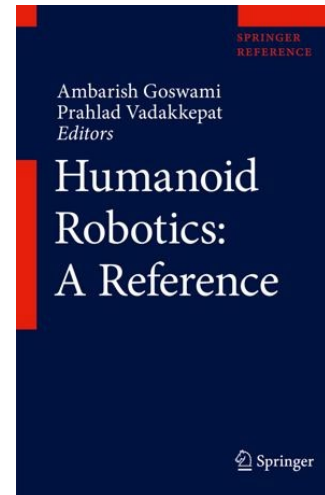
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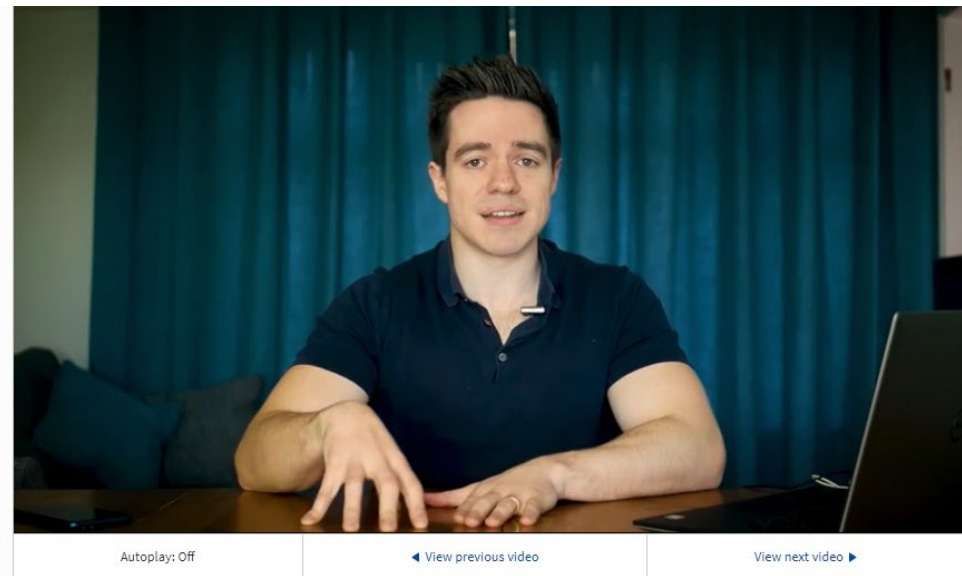
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NOVEDAD: VIDEOS

- ➔ INICIO CON 2 MATERIAS : MEDICINE + PROFESSIONAL WEB COMPUTING
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| | |
|---|------|
| Overview | 0:55 |
| 1: Why Businesses Need SEO | 4:43 |
| 2: SEO Then and Now | 6:09 |
| 3: Meet Hummingbird | 6:25 |
| 4: Content Marketing and Writing for SEO | 5:52 |
| 5: Site Architecture | 6:40 |
| 6: Link Building and SEO Strategies That Actually Wo... | 6:04 |
| 7: Beyond SEO | 4:29 |



Details

Transcript

Narrator: OK, so last time we talked about the basics of SEO and how SEO used to operate before Google evolved and adapted. What we found was that Google had to introduce more stringent methods and more advanced algorithms to prevent people from gaming the system, and that's why we now have an algorithm that we called Hummingbird. So in this video we're going to go over what Hummingbird means for you as an SEO or business owner and how you can perform SEO correctly today in order to compensate for some of these changes. OK, so the first thing Google wants to deal with was all that low-quality content and to do this they introduced an algorithm upgrade called Panda. When we say algorithm, we, of course, mean the mathematical system that Google would use in order to decide which sites in its index would get to the top of which SERP. So when Panda was rolled out, its aim was to make sure that Google was a little more discriminatory between different types of content to make sure that it would favor high quality content over just thin or lights or stolen or keyword stuff's content. So now content was being penalized if it used a keyword too much to the point that it was distracting for the reader. It'd be penalized if it was too short, or didn't include enough links, or if it seemed

Muchas gracias!

Equipo SpringerNature

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