
seo
day

¡Hola!

#SEOday

Speakers



Santiago Juarros

ripio



Paz Iriarte

PROPERATI

seo day

SEO Toolkit

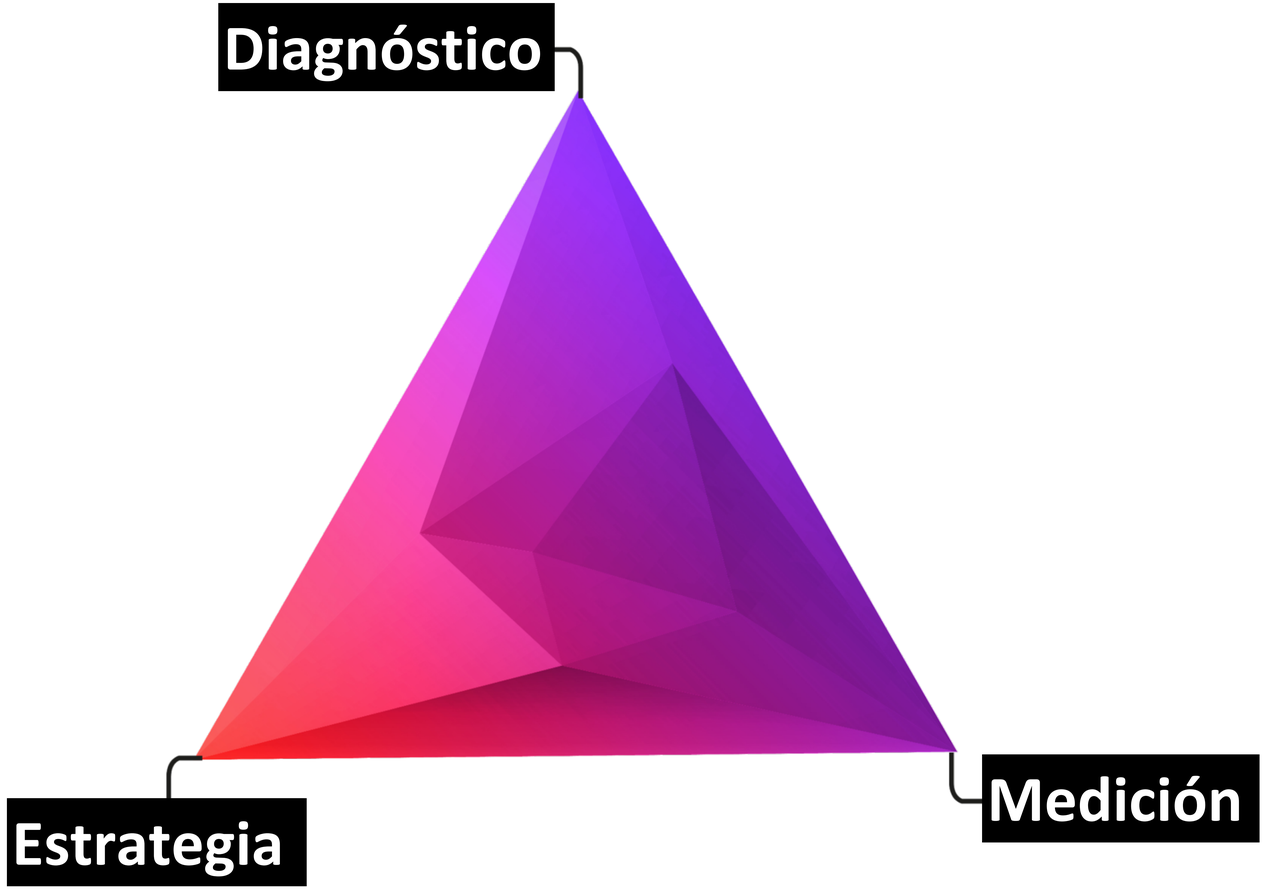
¿Cómo elegir tus herramientas SEO?

¿Qué herramientas uso?



1) Necesidades del negocio / equipo
2) Contar con recursos
3) Objetivos definidos

SEO Starter Toolkit



Diagnóstico

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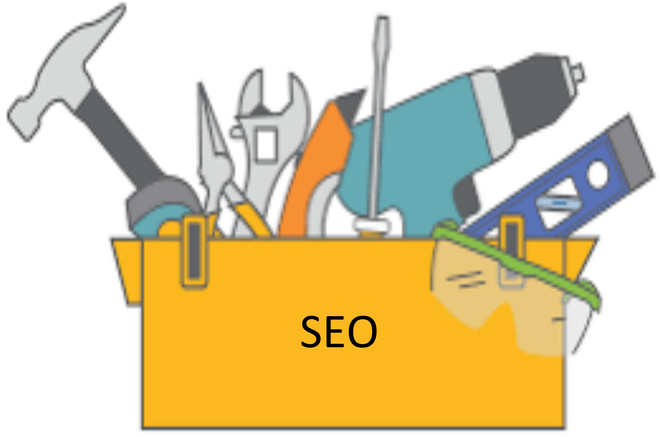
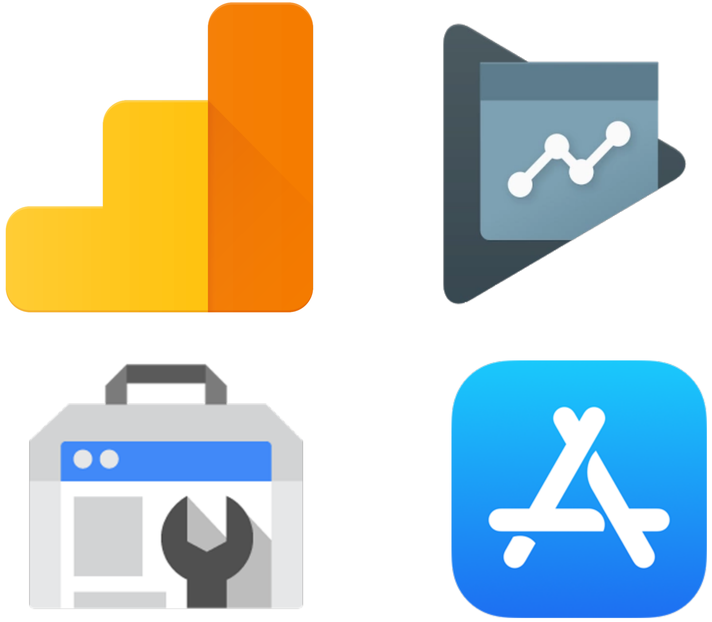
Dónde estamos parados



1) Datos internos (propios)
2) Analítica digital
3) Testing tools
4) Crawlers

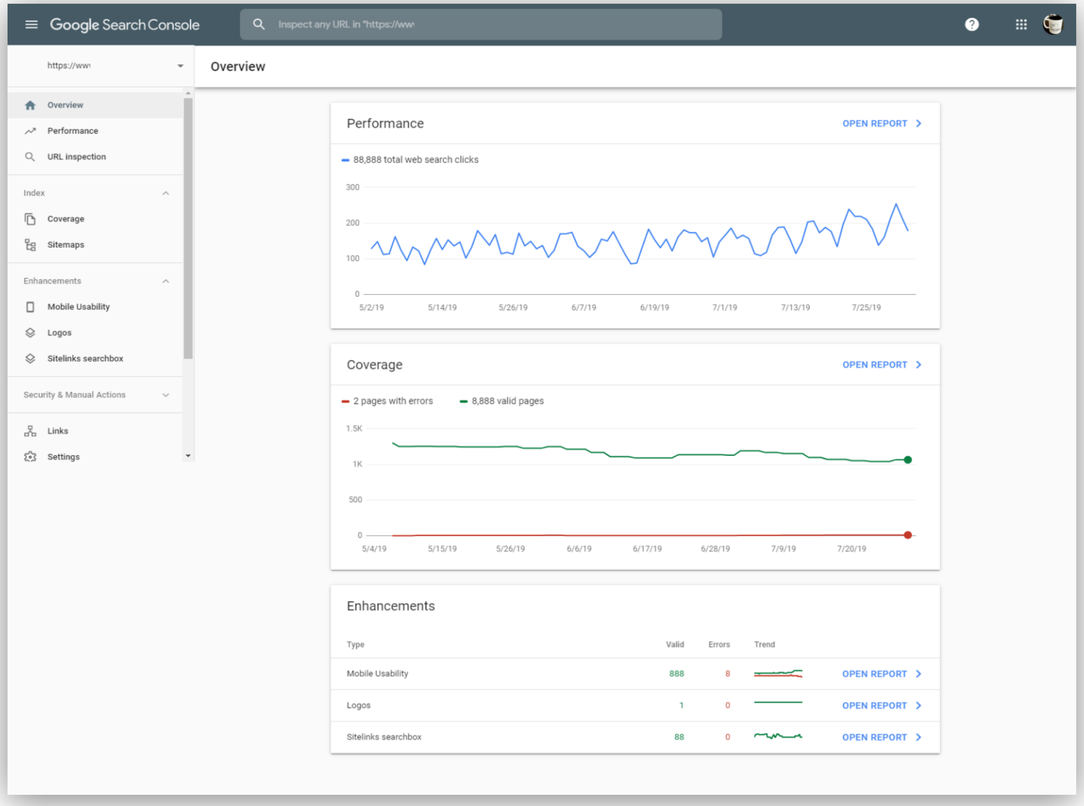
Analítica digital



Basics

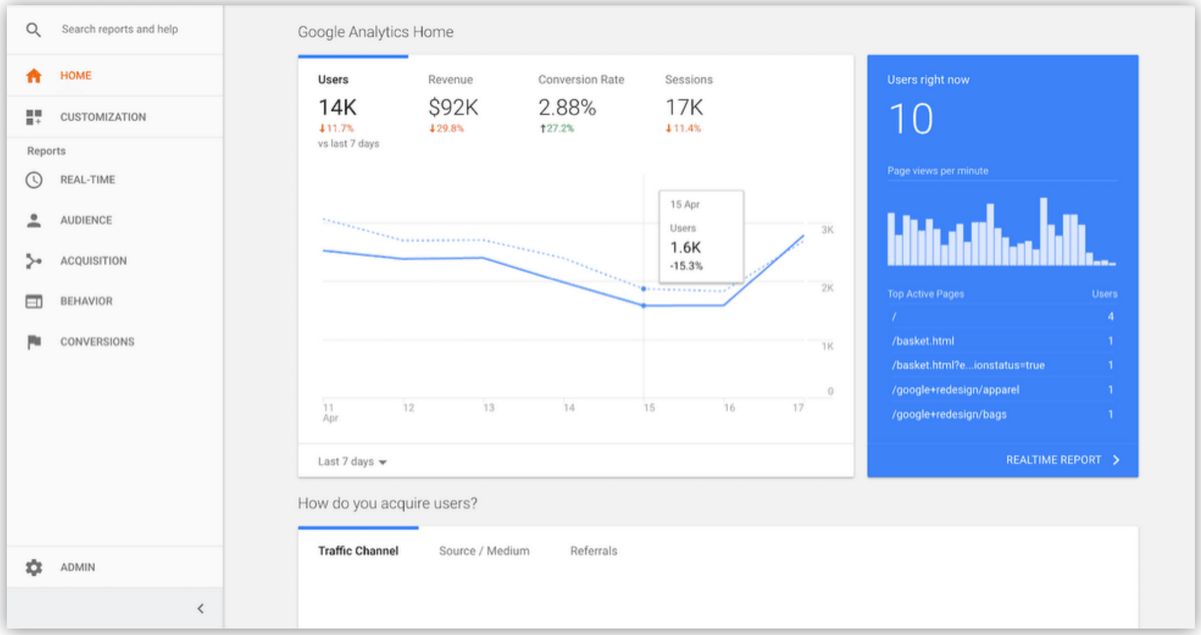
1) Sessions / Users /Installs
2) Clics / Impressions / CTR
3) Bounce Rate / Uninstalls
4) Conversions / Reviews

Search Console



1) Mejoras (amp, structured data)
2) Performance
3) Cobertura

Google Analytics



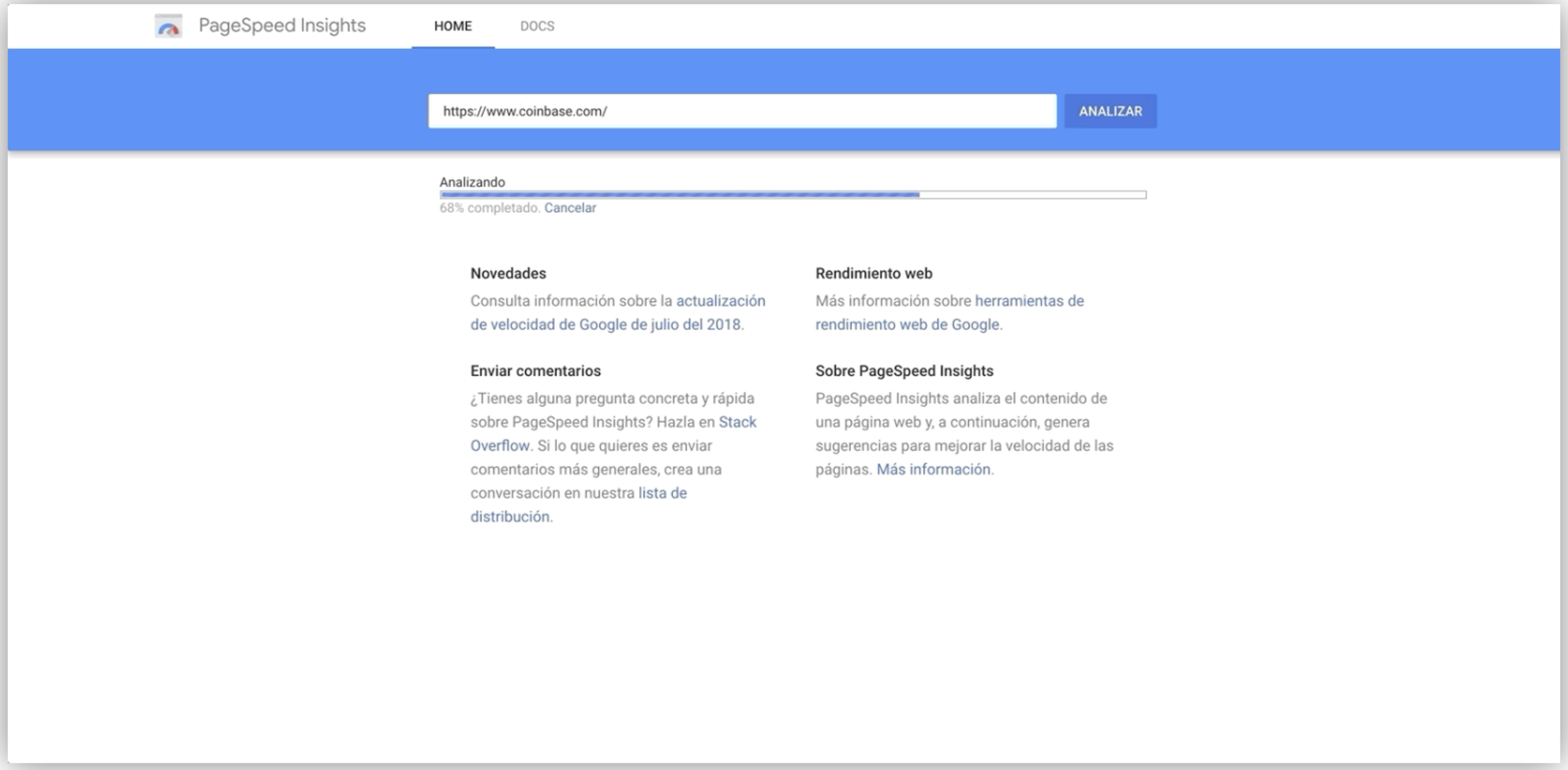
1) Fuentes de tráfico
2) Sessions / Users
3) Conversion Rate
4) Landing pages
5) Bounce Rate
6) Transactions

Testing Tools

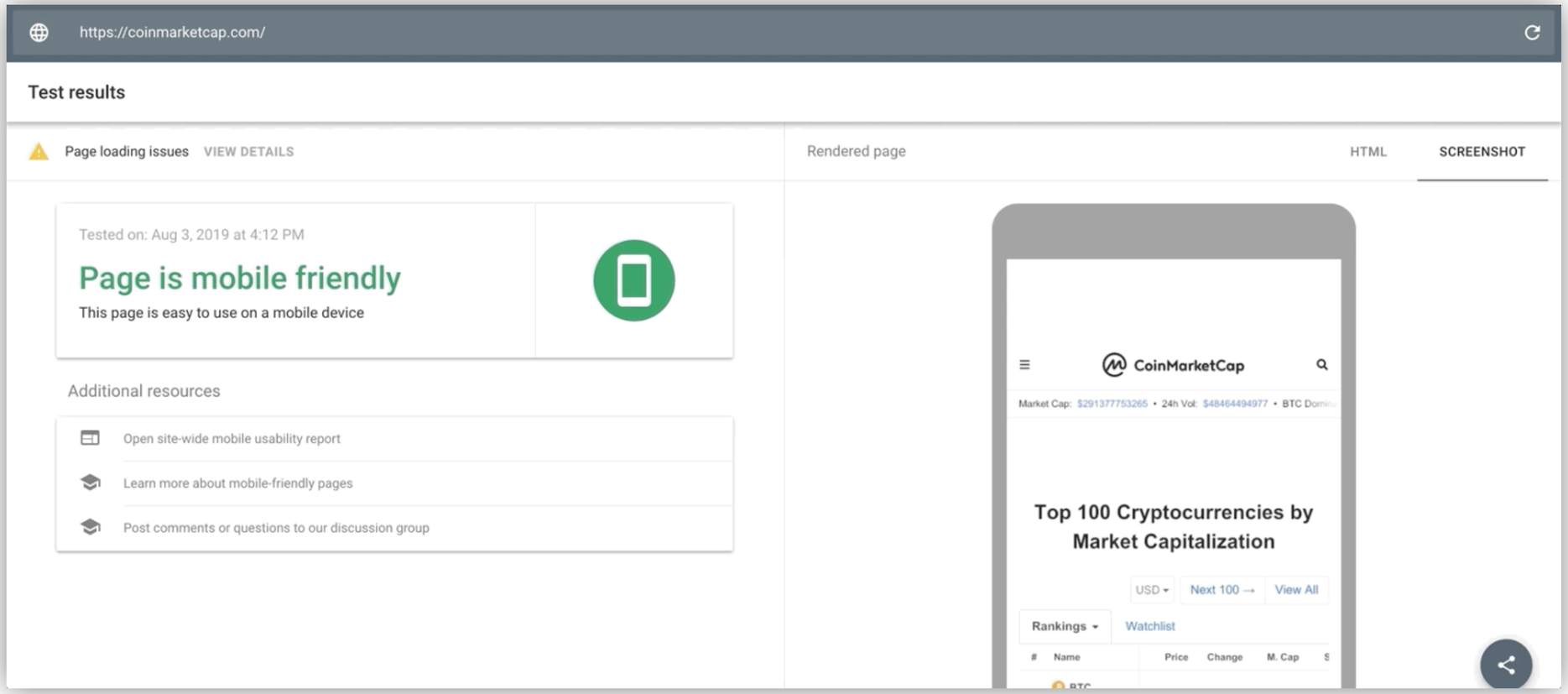


1) Structured data test
2) Page Speed Insights
3) Mobile friendly test
4) Rich results test
5) AMP Validator

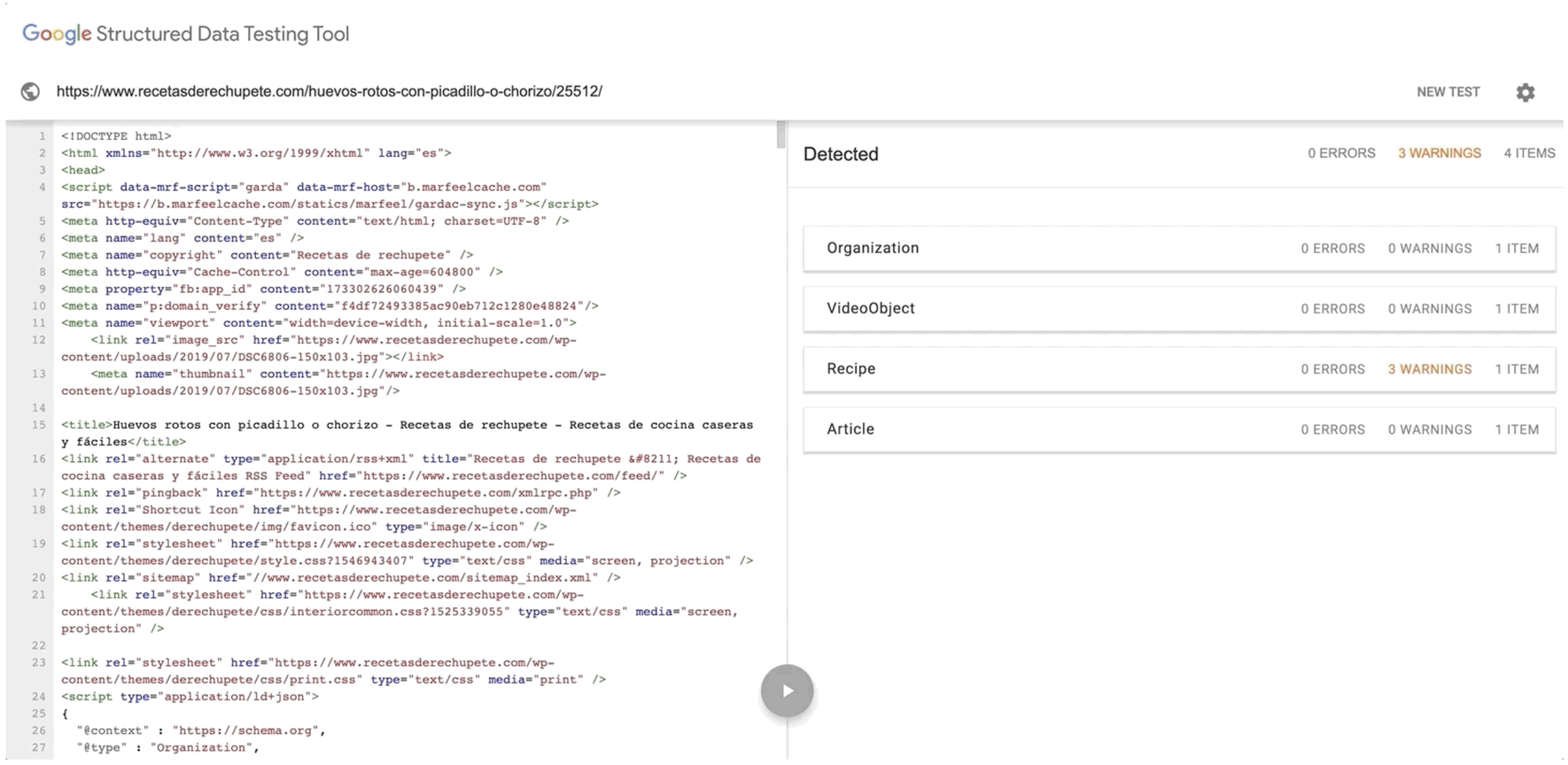
Page Speed Insights



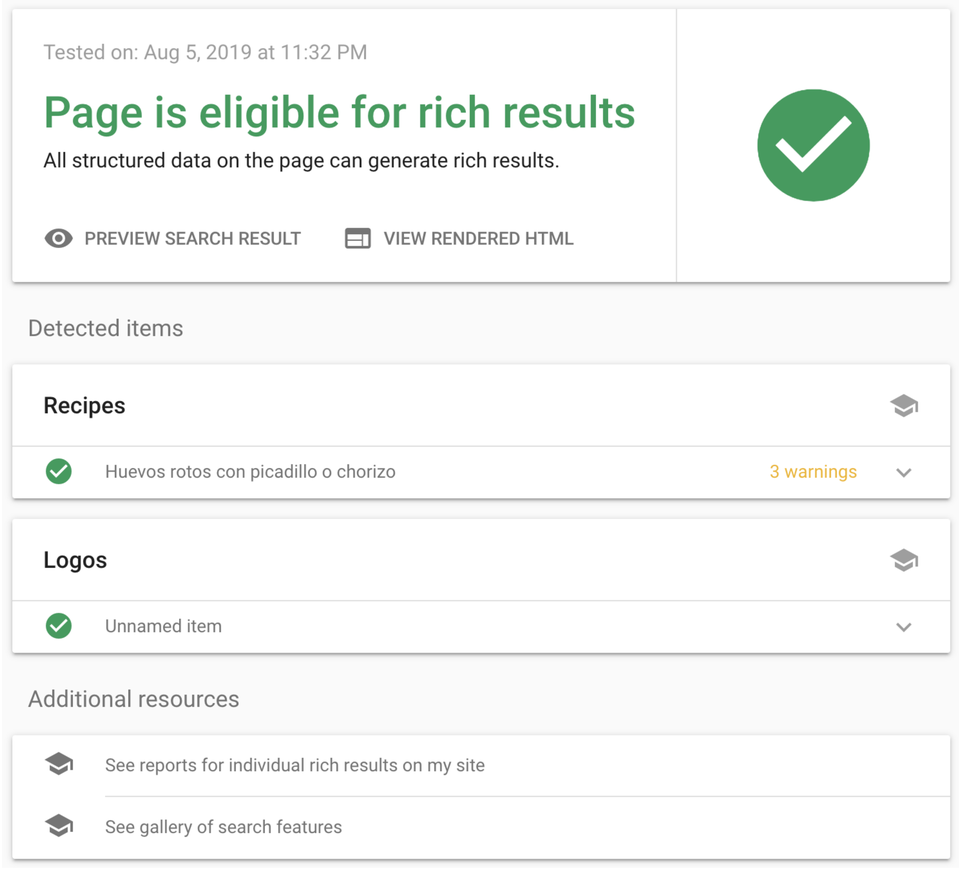
Mobile Friendly



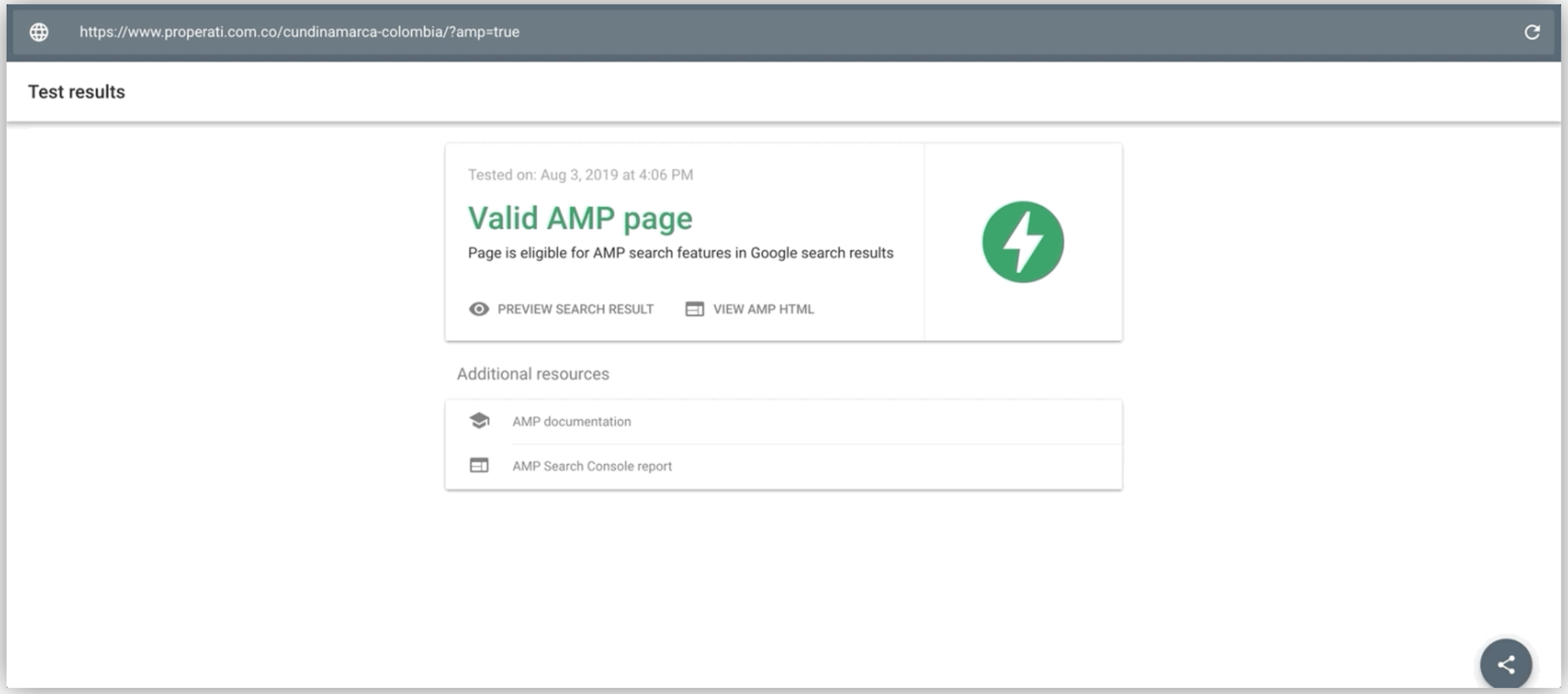
Datos estructurados



Rich Result Test

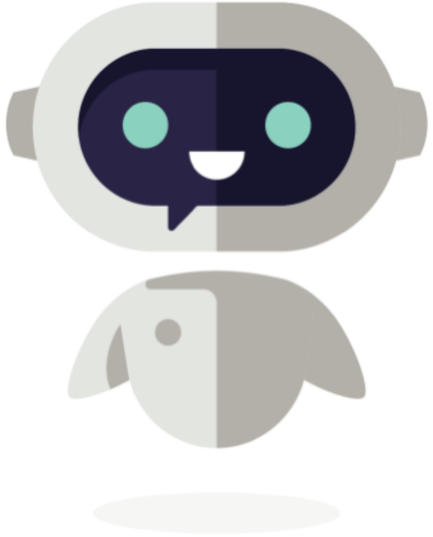


Amp Validator



Crawlers

Programas de exploración web automática



1)Screaming Frog
2)DeepCrawl
3)OnCrawl
4)Botify

Screaming Frog



Software de instalación

1)Bueno para el realtime
2)Analizar on-site SEO
3)Auditar redirects
4)Precio accesible

Cloud Crawlers

DEEPCRAWL

Oncrawl

botify

1)Colaboración (compartir)
2)Mejores visualizaciones
3)Mayor crawling (límite)
4)Mejor soporte técnico
5)Mucho más caros

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Estrategia

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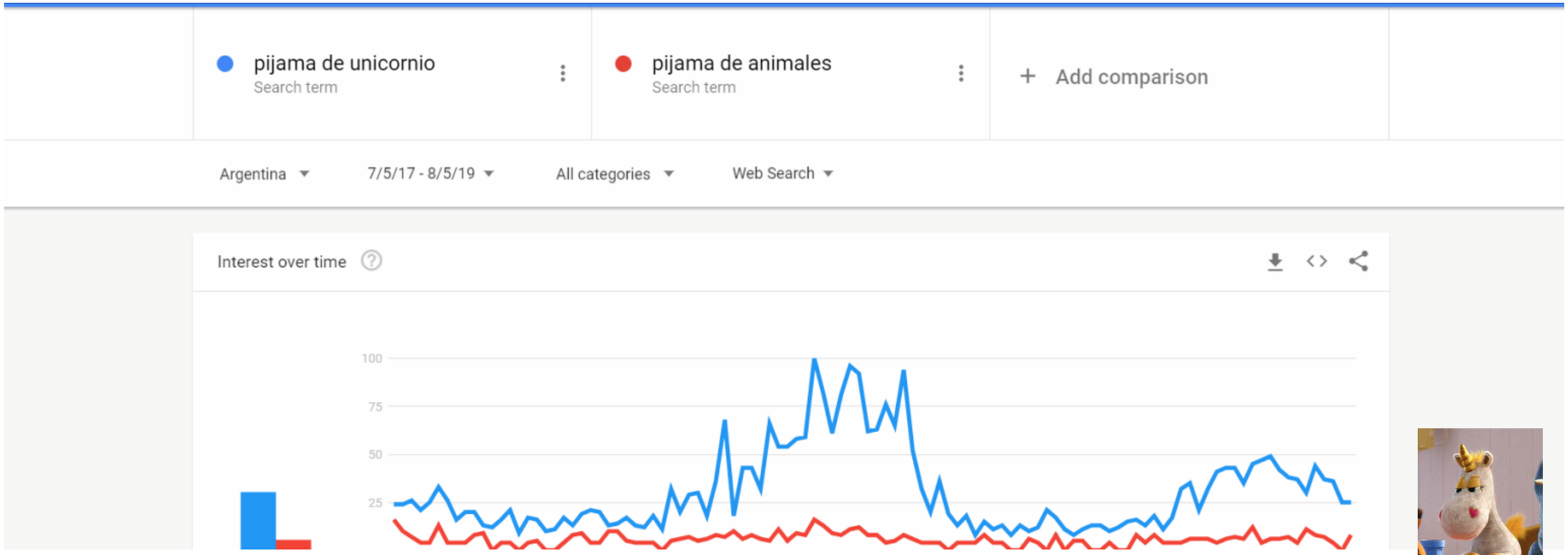
Hacia dónde vamos



1) Tendencias
2) Investigación
3) Competencia
4) Mobile Applications

Google Trends

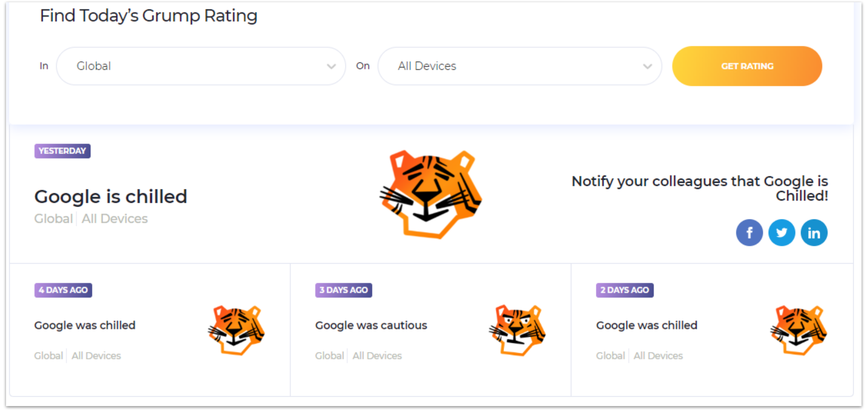


Sensors

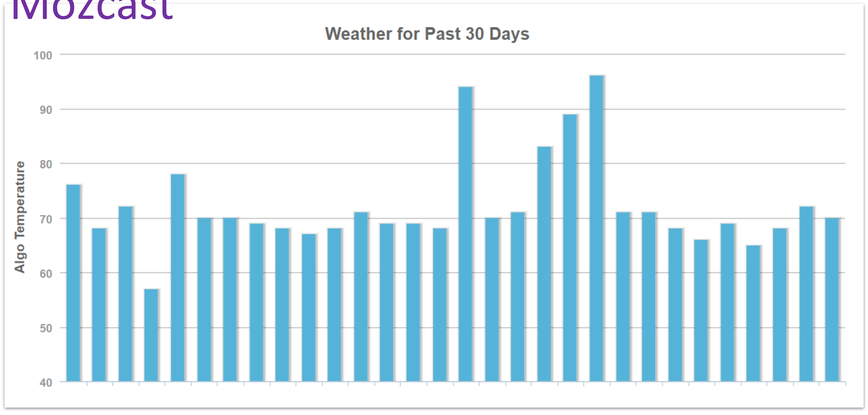
SEMRush



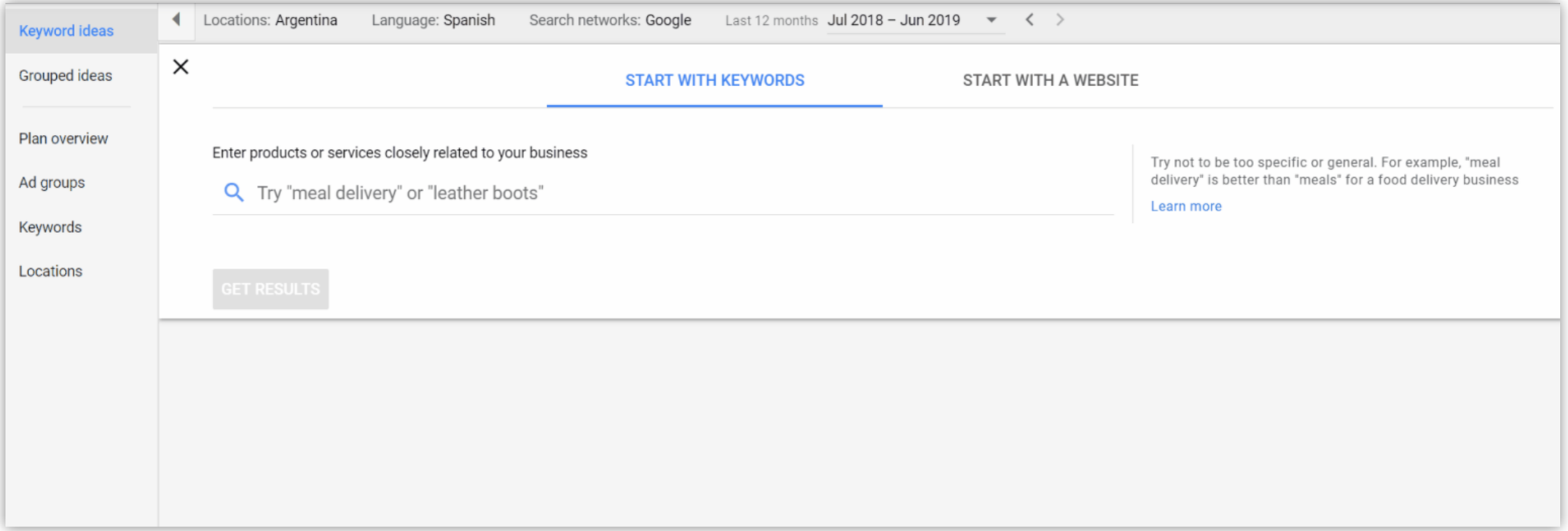
Accuranker



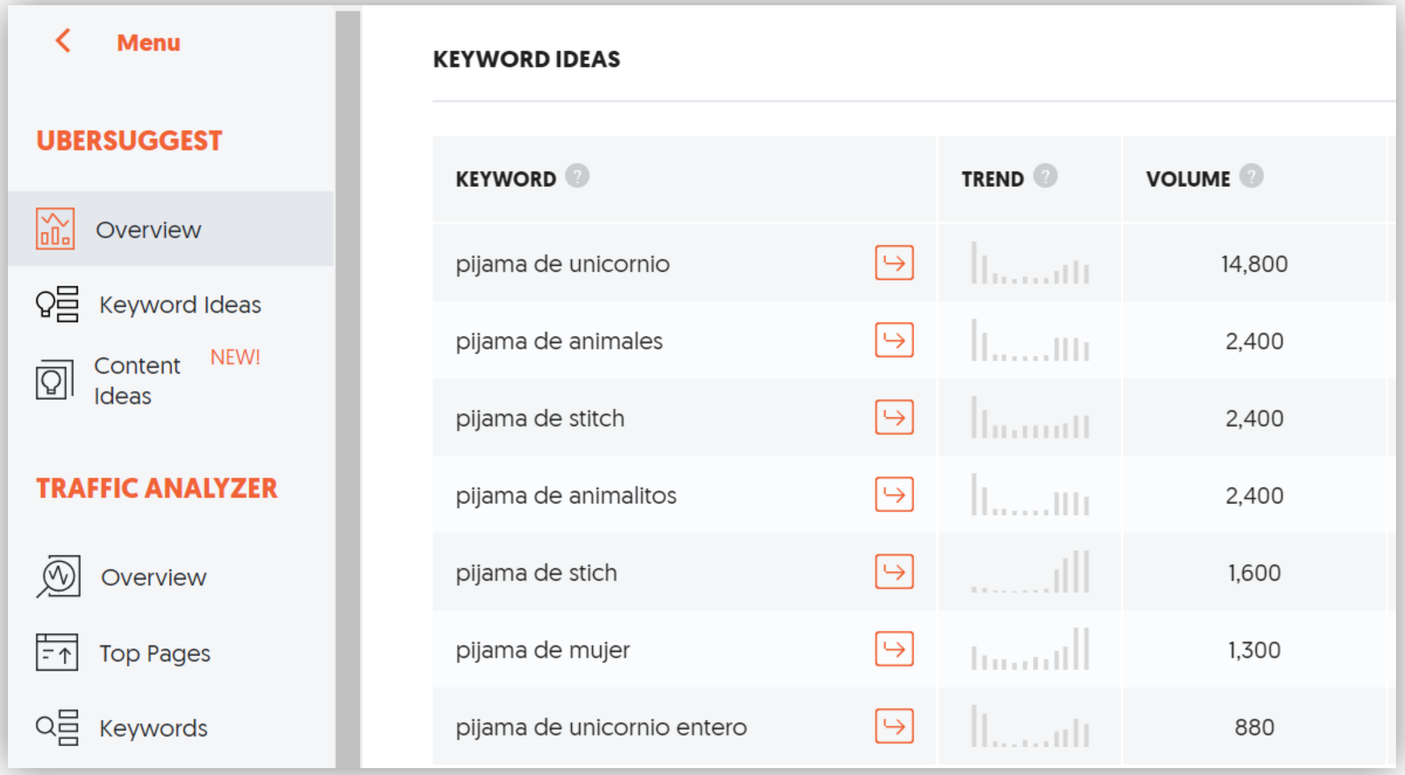
Mozcast



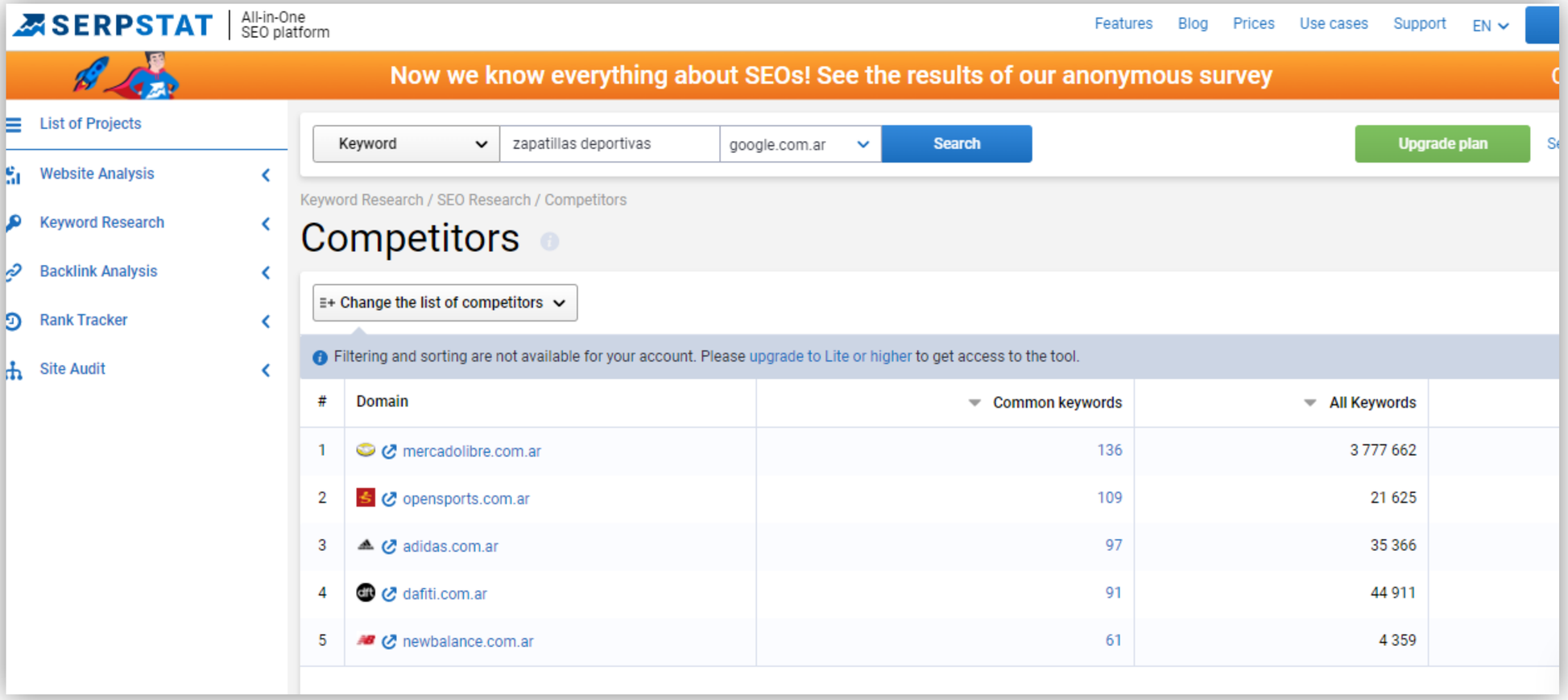
Google Ads


Keyword ideas
Grouped ideas
Plan overview
Ad groups
Keywords
Locations
Locations: Argentina
Language: Spanish
Search networks: Google
Last 12 months
Jul 2018 – Jun 2019
START WITH KEYWORDS
START WITH A WEBSITE
Enter products or services closely related to your business
Try "meal delivery" or "leather boots"
GET RESULTS
Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business
Learn more

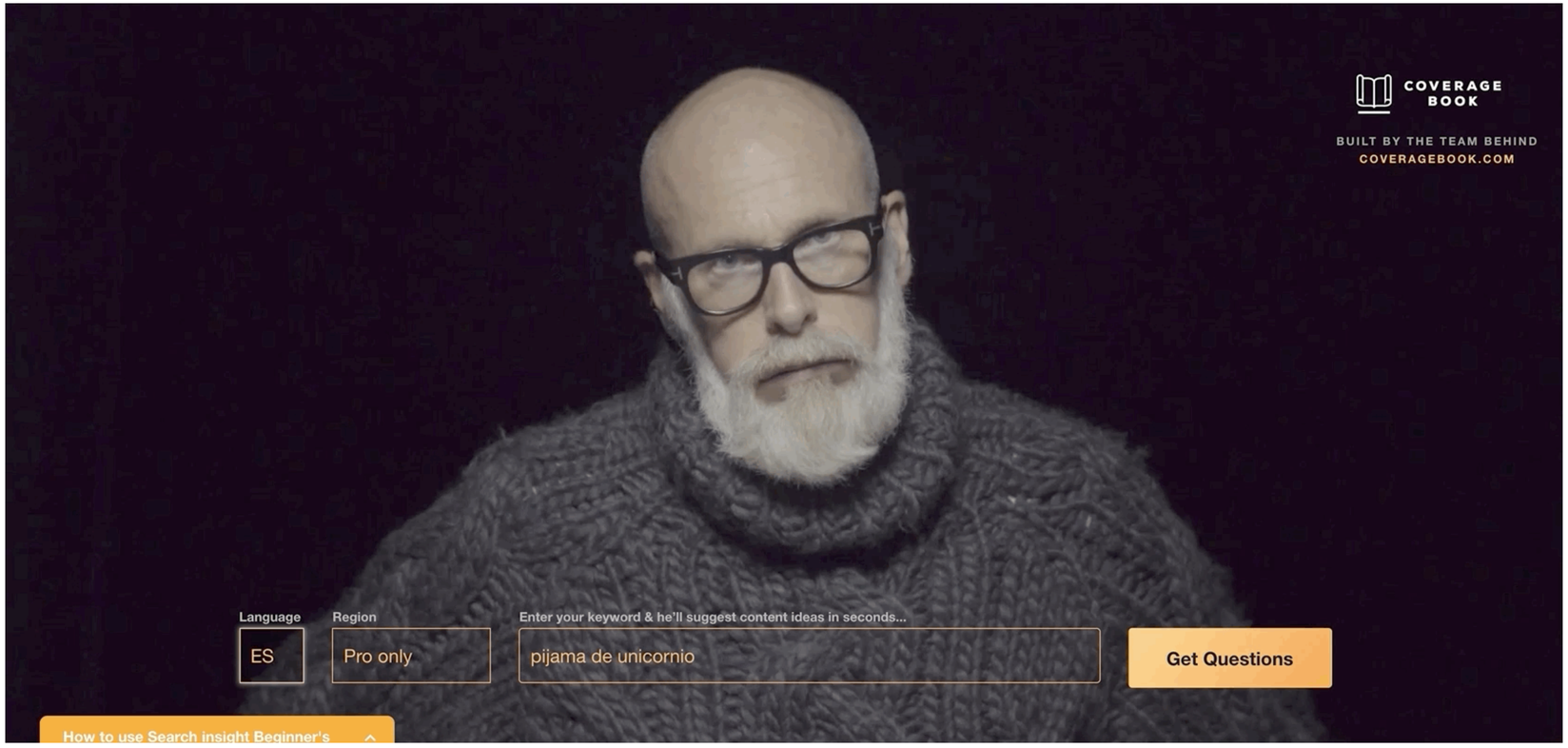
Ubersuggest



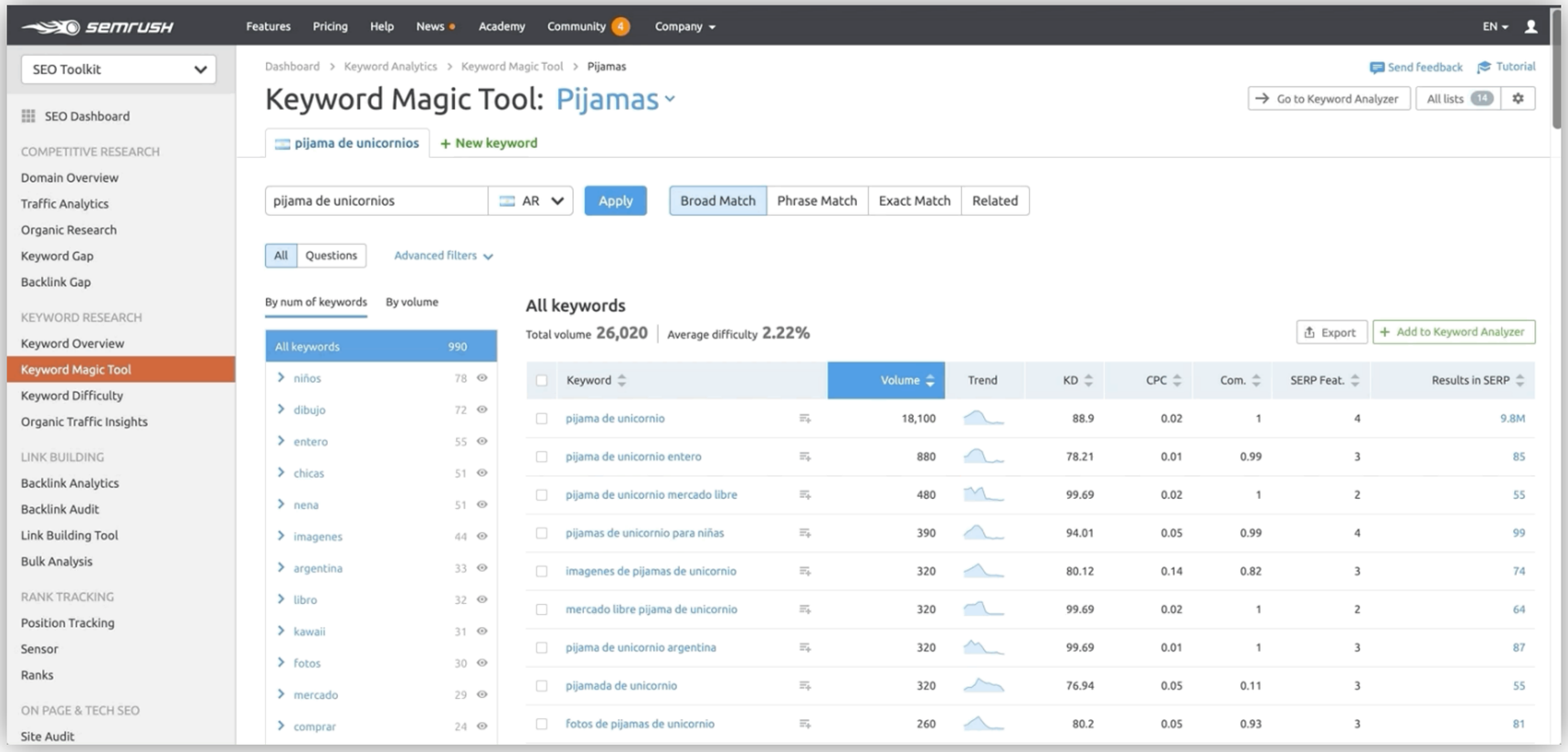
Serpstat


SERPSTAT
All-in-One SEO platform
Features
Blog
Prices
Use cases
Support
EN
Now we know everything about SEOs! See the results of our anonymous survey
List of Projects
Website Analysis
Keyword Research
Backlink Analysis
Rank Tracker
Site Audit
Keyword
zapatillas deportivas
google.com.ar
Search
Upgrade plan
Keyword Research / SEO Research / Competitors
Competitors
Change the list of competitors
Filtering and sorting are not available for your account. Please upgrade to Lite or higher to get access to the tool.
Domain Common keywords All Keywords
1 mercadolibre.com.ar 136 3 777 662
2 opensports.com.ar 109 21 625
3 adidas.com.ar 97 35 366
4 dafiti.com.ar 91 44 911
5 newbalance.com.ar 61 4 359

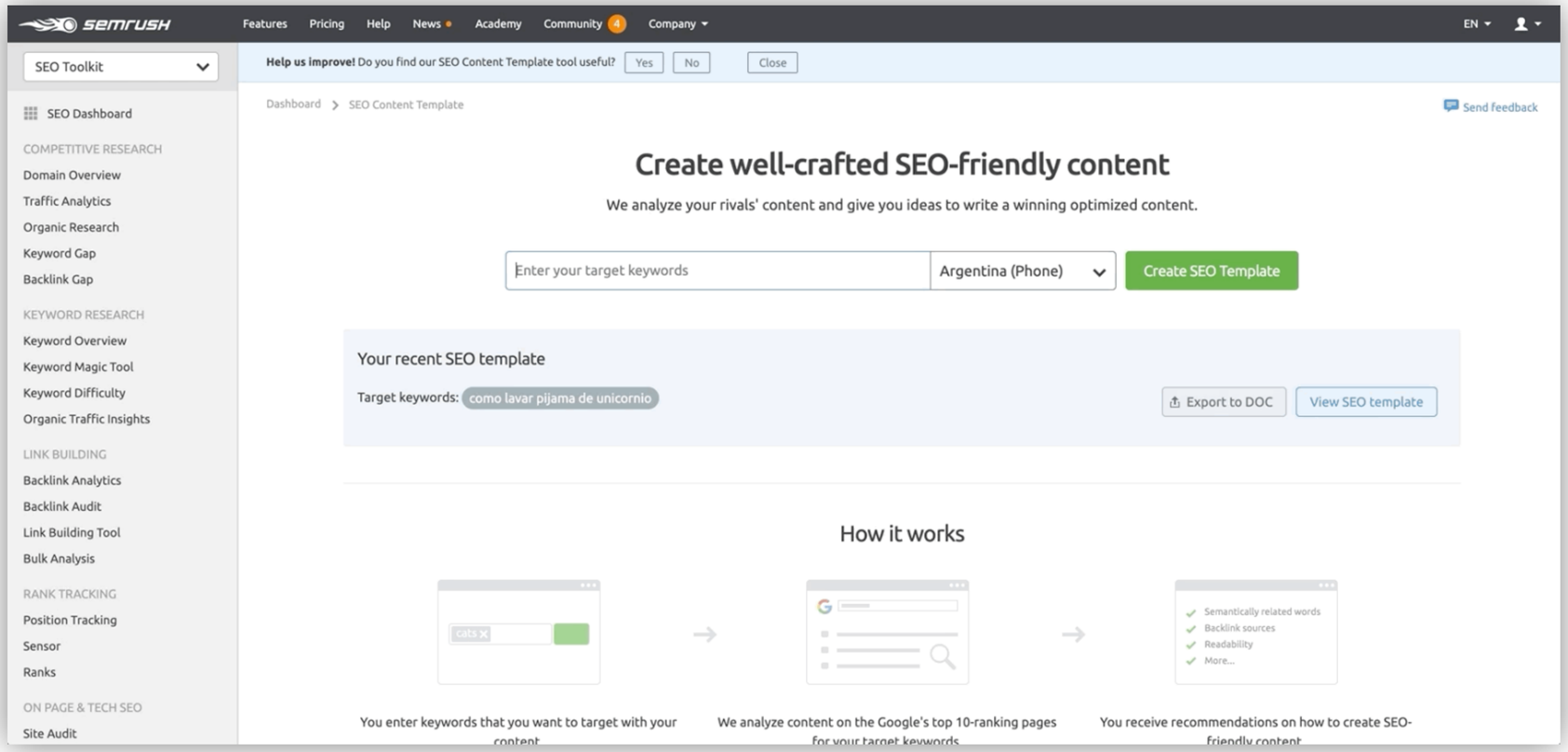
Answer the public



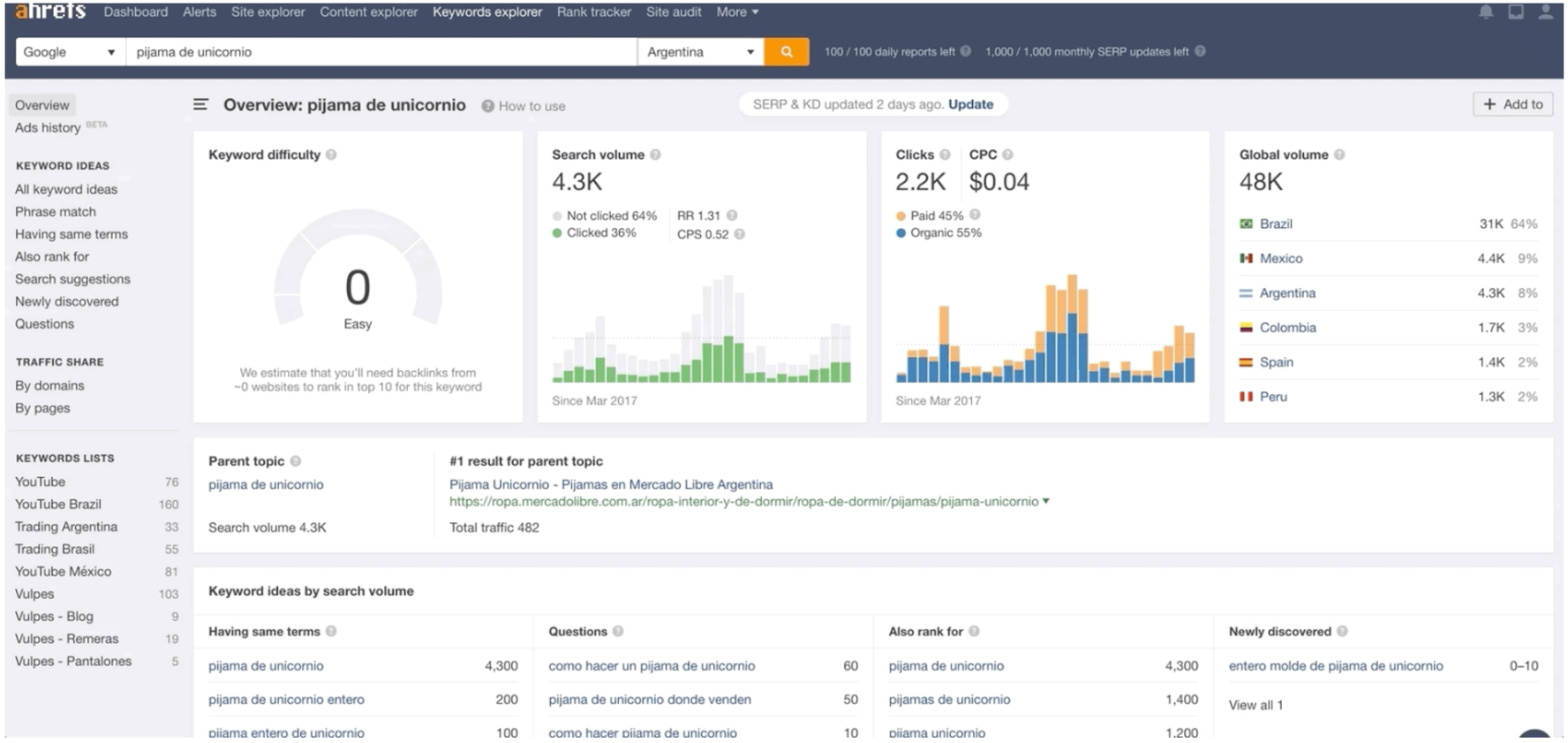
SEMrush


semrush
Features
Pricing
Help
News
Academy
Community 4
Company
EN
SEO Toolkit
SEO Dashboard
COMPETITIVE RESEARCH
Domain Overview
Traffic Analytics
Organic Research
Keyword Gap
Backlink Gap
KEYWORD RESEARCH
Keyword Overview
Keyword Magic Tool
Keyword Difficulty
Organic Traffic Insights
LINK BUILDING
Backlink Analytics
Backlink Audit
Link Building Tool
Bulk Analysis
RANK TRACKING
Position Tracking
Sensor
Ranks
ON PAGE & TECH SEO
Site Audit
Dashboard > Keyword Analytics > Keyword Magic Tool > Pijamas
Send feedback
Tutorial
Keyword Magic Tool: Pijamas
Go to Keyword Analyzer
All lists 14
pijama de unicornios
+ New keyword
pijama de unicornios
AR
Apply
Broad Match
Phrase Match
Exact Match
Related
All
Questions
Advanced filters
By num of keywords
By volume
All keywords 990
niños 78
dibujo 72
entero 55
chicas 51
nena 51
imagenes 44
argentina 33
libro 32
kawaii 31
fotos 30
mercado 29
comprar 24
All keywords
Total volume 26,020
Average difficulty 2.22%
Export
Add to Keyword Analyzer
Keyword
Volume
Trend
KD
CPC
Com.
SERP Feat.
Results in SERP
pijama de unicornio 18,100 88.9 0.02 1 4 9.8M
pijama de unicornio entero 880 78.21 0.01 0.99 3 85
pijama de unicornio mercado libre 480 99.69 0.02 1 2 55
pijamas de unicornio para niñas 390 94.01 0.05 0.99 4 99
imagenes de pijamas de unicornio 320 80.12 0.14 0.82 3 74
mercado libre pijama de unicornio 320 99.69 0.02 1 2 64
pijama de unicornio argentina 320 99.69 0.01 1 3 87
pijamada de unicornio 320 76.94 0.05 0.11 3 55
fotos de pijamas de unicornio 260 80.2 0.05 0.93 3 81

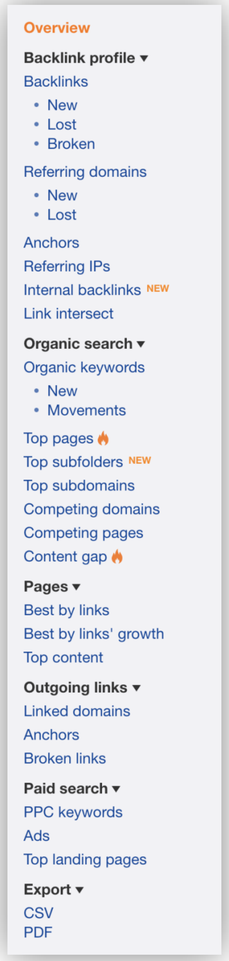
SEMrush


semrush
Features
Pricing
Help
News
Academy
Community 4
Company
EN
SEO Toolkit
Help us improve! Do you find our SEO Content Template tool useful?
Yes
No
Close
SEO Dashboard
Dashboard > SEO Content Template
Send feedback
COMPETITIVE RESEARCH
Domain Overview
Traffic Analytics
Organic Research
Keyword Gap
Backlink Gap
KEYWORD RESEARCH
Keyword Overview
Keyword Magic Tool
Keyword Difficulty
Organic Traffic Insights
LINK BUILDING
Backlink Analytics
Backlink Audit
Link Building Tool
Bulk Analysis
RANK TRACKING
Position Tracking
Sensor
Ranks
ON PAGE & TECH SEO
Site Audit
Create well-crafted SEO-friendly content
We analyze your rivals' content and give you ideas to write a winning optimized content.
Enter your target keywords
Argentina (Phone)
Create SEO Template
Your recent SEO template
Target keywords: como lavar pijama de unicornio
Export to DOC
View SEO template
How it works
Semantically related words
Backlink sources
Readability
More...
You enter keywords that you want to target with your content
We analyze content on the Google's top 10-ranking pages for your target keywords
You receive recommendations on how to create SEO-friendly content

Ahrefs

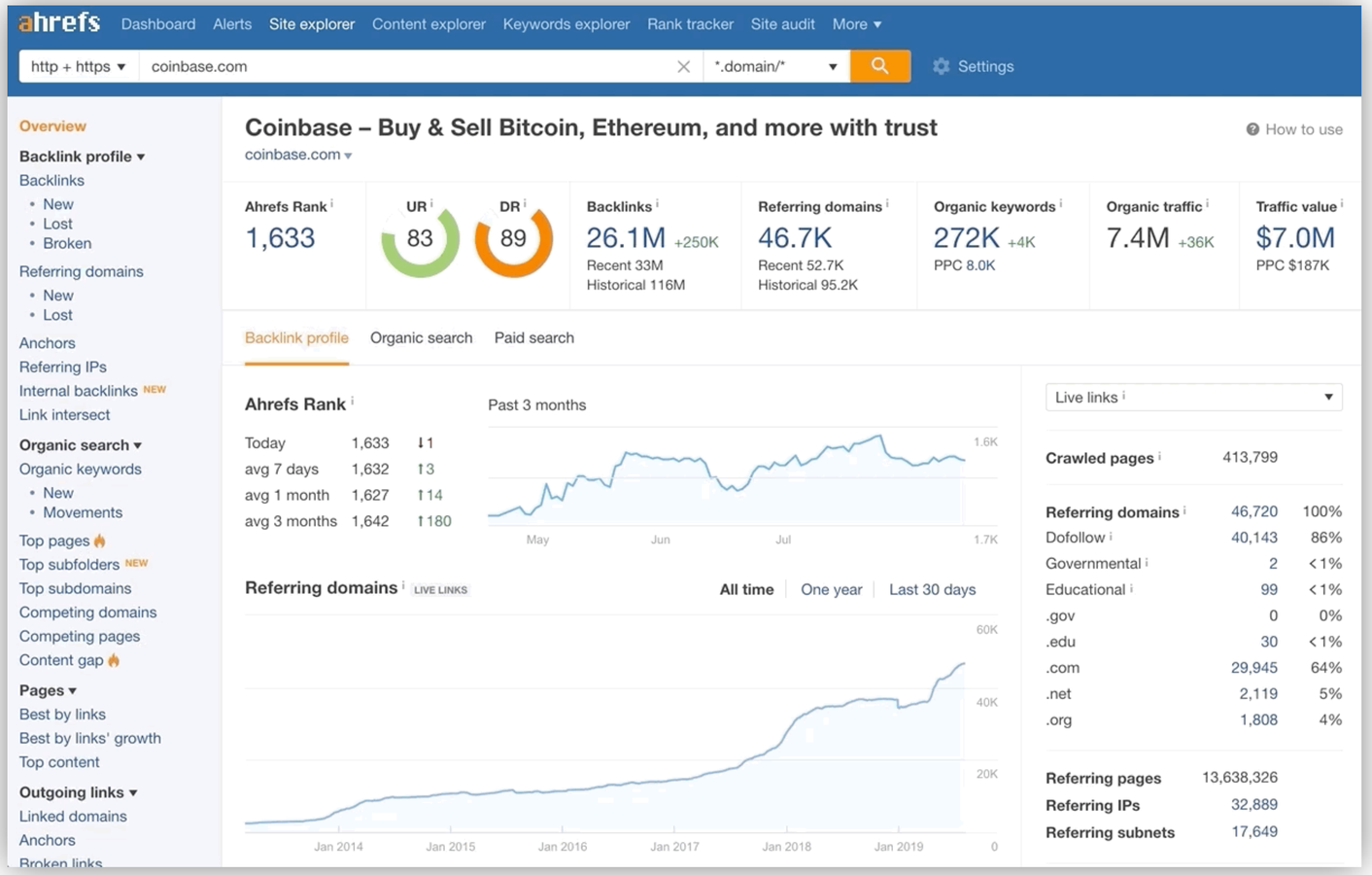

ahrefs Dashboard Alerts Site explorer Content explorer Keywords explorer Rank tracker Site audit More
Google
pijama de unicornio
Argentina
100 / 100 daily reports left
1,000 / 1,000 monthly SERP updates left
Overview
Ads history BETA
KEYWORD IDEAS
All keyword ideas
Phrase match
Having same terms
Also rank for
Search suggestions
Newly discovered
Questions
TRAFFIC SHARE
By domains
By pages
KEYWORDS LISTS
YouTube 76
YouTube Brazil 160
Trading Argentina 33
Trading Brasil 55
YouTube México 81
Vulpes 103
Vulpes - Blog 9
Vulpes - Remeras 19
Vulpes - Pantalones 5
Overview: pijama de unicornio
How to use
SERP & KD updated 2 days ago. Update
+ Add to
Keyword difficulty
0
Easy
We estimate that you'll need backlinks from ~0 websites to rank in top 10 for this keyword
Search volume
4.3K
Not clicked 64%
Clicked 36%
RR 1.31
CPS 0.52
Since Mar 2017
Clicks
2.2K
CPC
$0.04
Paid 45%
Organic 55%
Since Mar 2017
Global volume
48K
Brazil 31K 64%
Mexico 4.4K 9%
Argentina 4.3K 8%
Colombia 1.7K 3%
Spain 1.4K 2%
Peru 1.3K 2%
Parent topic
pijama de unicornio
Search volume 4.3K
#1 result for parent topic
Pijama Unicornio - Pijamas en Mercado Libre Argentina
https://ropa.mercadolibre.com.ar/ropa-interior-y-de-dormir/ropa-de-dormir/pijamas/pijama-unicornio
Total traffic 482
Keyword ideas by search volume
Having same terms
pijama de unicornio 4,300
pijama de unicornio entero 200
pijama entero de unicornio 100
Questions
como hacer un pijama de unicornio 60
pijama de unicornio donde venden 50
como hacer pijama de unicornio 10
Also rank for
pijama de unicornio 4,300
pijamas de unicornio 1,400
pijama unicornio 1,200
Newly discovered
entero molde de pijama de unicornio 0–10
View all 1

Ahrefs



1) Análisis de backlinks
2) Mejores keywords
3) Mejores páginas
4) Estrategia SEM

Ahrefs


ahrefs
Dashboard
Alerts
Site explorer
Content explorer
Keywords explorer
Rank tracker
Site audit
More
http + https
coinbase.com
.domain/
Settings
Overview
Backlink profile
Backlinks
New
Lost
Broken
Referring domains
New
Lost
Anchors
Referring IPs
Internal backlinks NEW
Link intersect
Organic search
Organic keywords
New
Movements
Top pages
Top subfolders NEW
Top subdomains
Competing domains
Competing pages
Content gap
Pages
Best by links
Best by links' growth
Top content
Outgoing links
Linked domains
Anchors
Broken links
Coinbase – Buy & Sell Bitcoin, Ethereum, and more with trust
coinbase.com
How to use
Ahrefs Rank
1,633
UR
83
DR
89
Backlinks
26.1M +250K
Recent 33M
Historical 116M
Referring domains
46.7K
Recent 52.7K
Historical 95.2K
Organic keywords
272K +4K
PPC 8.0K
Organic traffic
7.4M +36K
Traffic value
$7.0M
PPC $187K
Backlink profile
Organic search
Paid search
Ahrefs Rank
Past 3 months
Today 1,633 ↓1
avg 7 days 1,632 ↑3
avg 1 month 1,627 ↑14
avg 3 months 1,642 ↑180
1.6K
1.7K
May
Jun
Jul
Live links
Crawled pages 413,799
Referring domains 46,720 100%
Dofollow 40,143 86%
Governmental 2 <1%
Educational 99 <1%
.gov 0 0%
.edu 30 <1%
.com 29,945 64%
.net 2,119 5%
.org 1,808 4%
Referring pages 13,638,326
Referring IPs 32,889
Referring subnets 17,649
Referring domains
LIVE LINKS
All time
One year
Last 30 days
60K
40K
20K
0
Jan 2014
Jan 2015
Jan 2016
Jan 2017
Jan 2018
Jan 2019

ASO

App Annie

Rank MyAPP

STOREMAVEN

1) A/B Test
2) Keyword Research
3) Keywords Tracking
4) Análisis de competencia

Medición

#SEOday

Cómo venimos



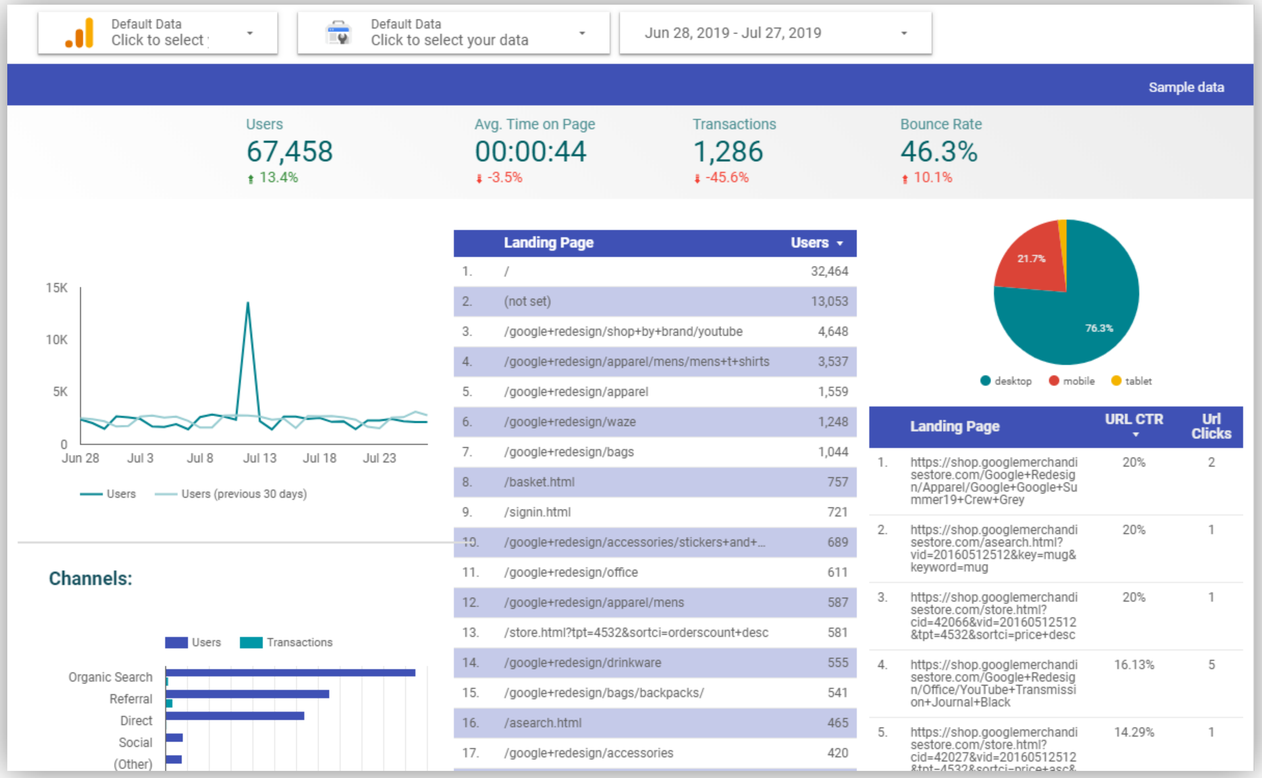
1) Google Tracking Tools
2) Paid tracking tools
3) Mobile Tracking
4) Propio Sistema

Data Studio

Google Data Studio

Google Search Console

Google Analytics



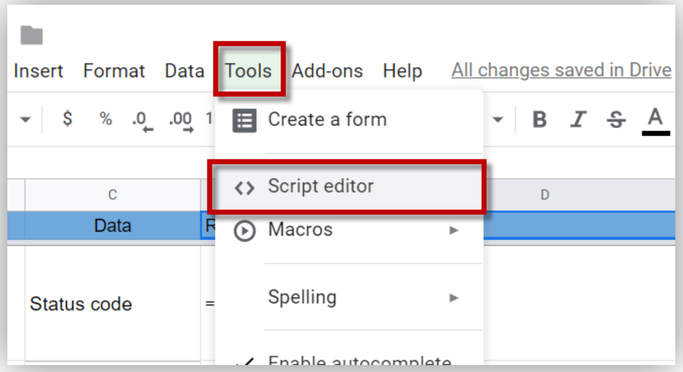
seo day

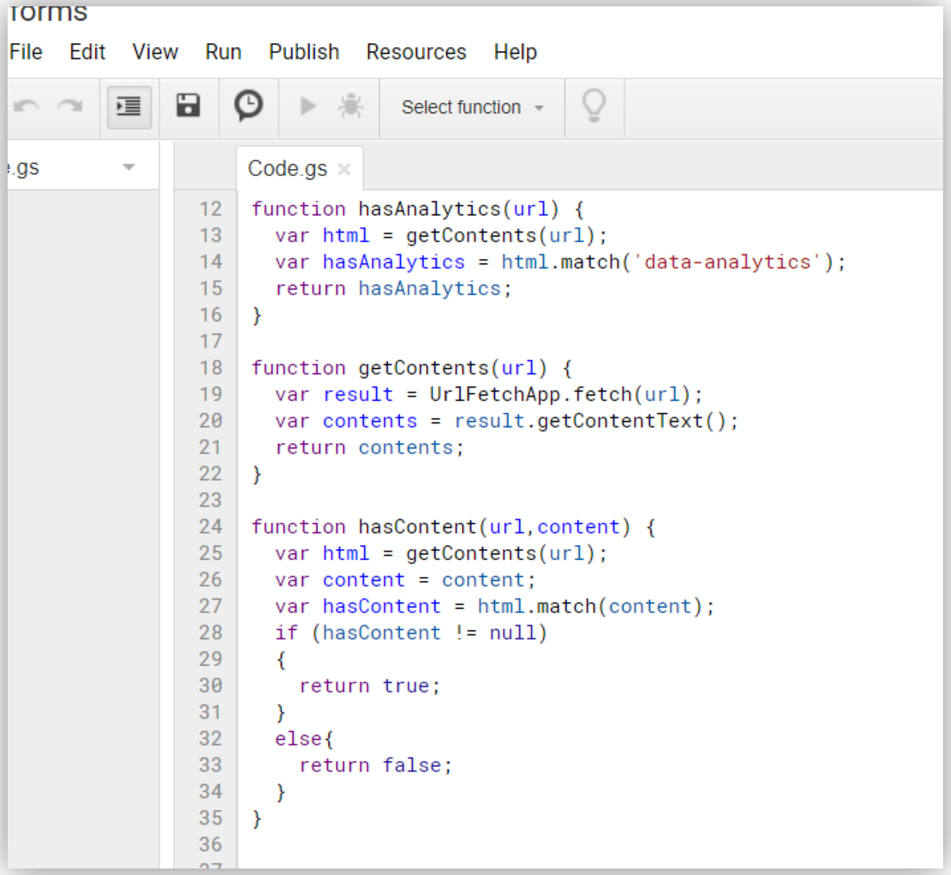
Google sheets

Url	Type	Data	Response	Words	Length
https://www.thinkwithgoogle.com/intl/es-419/	Script	Status code	200		
	Script	data-analytics	TRUE		
	Script	saltamontes	FALSE		
	Sheets function	Title	Think with Google Latinoamérica	4	31
	Sheets function	Meta description	Uncover the latest marketing research and digital trends with data reports and articles from Google.	15	101
	Sheets function	Canonical	https://www.thinkwithgoogle.com/intl/es-419/		
	Sheets function	Robots	No tiene		
	Sheets function	AMP URL	No tiene		
	Sheets function	charset	utf-8		
	Sheets function	H1	Estás en Think with Google, Latinoamérica.		
			Insights que quieres.		
	Sheets function	H2	Tendencias y artículos más recientes		
			Sumérgete en nuestro contenido		
			Herramientas para especialistas en marketing		
			Google Trends		

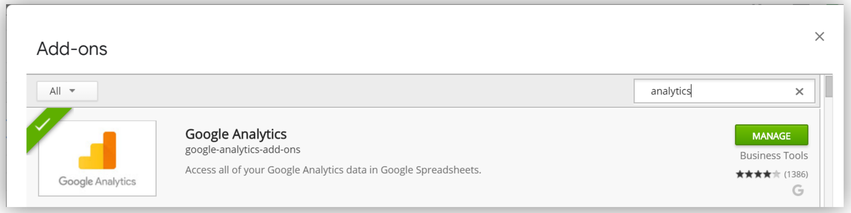
Script	Status code	=getStatusCode(A2)
Script	data-analytics	=hasContent(A2,C3)
Script	saltamontes	=hasContent(A2,C4)
Sheets function	Title	=importxml(A2,"//title")
Sheets function	Meta description	=importxml(A2,"//meta[@name='description']/@content")
Sheets function	Canonical	=importxml(A2,"//link[@rel='canonical']/@href")
Sheets function	Robots	=iferror(importxml(A2,"//meta[@name='robots']/@content"),"No tiene")
Sheets function	AMP URL	=iferror(importxml(A2,"//link[@rel='amphtml']/@href"),"No tiene")
Sheets function	charset	=importxml(A2,"/html/head/meta/@charset")
Sheets function	H1	=importxml(A2,"//h1")

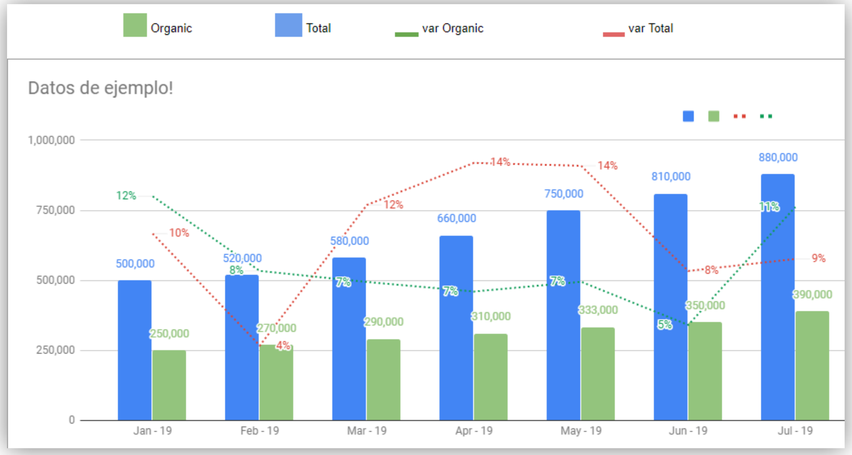
Google sheets





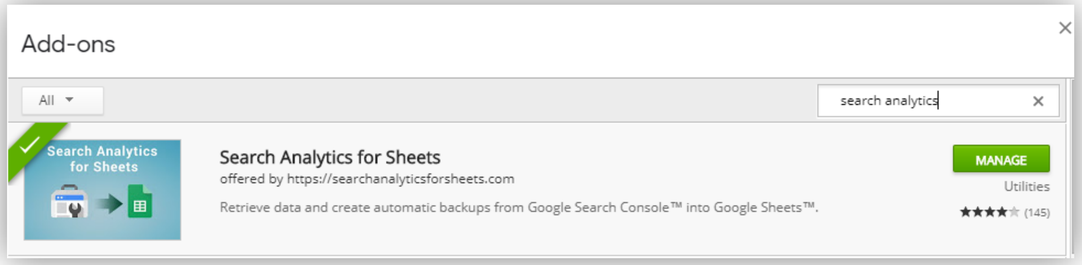
GA y SC addon





Org traffic 01-2019			
Last Run On	2019-07-27 15:20:32		
View Name	*MyAccount*		
Total Results Found	127776		
Total Results Returned	1000		
Contains Sampled Data	Yes		
Sample percentage	97.3%		
Totals For All Results			
	Users	Transactions	
	6946	1877	
Results Breakdown			
Landing Page	Users	**Transactions**	
page1	1669	500	
page2	1200	300	
page3	3214	1000	
page4	442	32	
page5	421	45	

GA y SC addon



A	B	C	D	E	F	G
Query	**Page**	**Device**	**Clicks**	**Impressions**	**CTR**	**Position**
query1	https://www.misitio.com.ar/page1	MOBILE	22,874	90,000	25.42%	2.4
query2	https://www.misitio.com.ar/page2	MOBILE	39,847	70,000	56.92%	1.0
query3	https://www.misitio.com.ar/page3	MOBILE	25,381	70,000	36.26%	1.2
query5	https://www.misitio.com.ar/page2	MOBILE	28,242	70,000	40.35%	1.2
query4	https://www.misitio.com.ar/	MOBILE	25,121	70,000	35.89%	1.9
query6	https://www.misitio.com.ar/page1	MOBILE	28,475	70,000	40.68%	1.1

Sheets – Datos combinados

Page	Users	Transactions	Response	Impressions	Clicks	CTR	Pos	Title	Description	Words	Chars
https://shop.googlemerchandisestore.com/	33131	687	200	95,986	2200	0.02%	6.16	Home		0	0
https://shop.googlemerchandisestore.com/Goo	12536	45	200	62,307	9100	0.15%	9.92	Shop by Brand | Google Merchandise Store	Shop our vast selection of official Google, YouTube and Android branded merchandise, including apparel, bags, accessories, drinkware, electronics, and more.	20	159
https://shop.googlemerchandisestore.com/Goo	4234	84	200	18,695	10000	0.53%	7.45	Apparel | Google Merchandise Store	Shop for official Google, YouTube, and Android branded apparel, including t-shirts, outerwear, performance wear, hats and more for men, women and kids.	22	154
https://shop.googlemerchandisestore.com/Goo	5335	63	200	13,091	600	0.05%	13.47	Accessories | Electronic Accessories | Google Merchandise Store	Shop our selection of official Google branded electronics accessories, including selfie sticks, mouse pads, phone clips, cleaning accessories, and more.	20	155
https://shop.googlemerchandisestore.com/Goo	533	45	200	12,100	20	0.17%	7.07	Water Bottles | Drinkware | Google Merchandise Store	Shop our selection of official Google, YouTube, and Android branded water bottles and tumblers, including stainless and insulated bottles.	19	140
https://shop.googlemerchandisestore.com/Goo	1223	5	200	10,702	517	4.83%	1.37	Water Bottles | Drinkware | Google Merchandise Store	Shop our selection of official Google, YouTube, and Android branded water bottles and tumblers, including stainless and insulated bottles.	19	140



Mobile apps





1) Reinstalls
2) Remarketing
3) Events tracking
4) Paid campaigns

Bonus track

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Addons

Link Checker
Offered by: synmantics

Redirect Path
Offered by: www.ayima.com

SEOquake
Ofrecido por: https://www.seoquake.com

Ayima Page Insights
Offered by: www.ayima.com

Scraper
Offered by: dvhtn

Lighthouse
Offered by: https://developers.google.com/web

SEO META in 1 CLICK
Ofrecido por: www.seo-extension.com

Web Developer
Offered by: chrispederick.com

Keywords Everywhere - Keyword Tool
Offered by: https://keywordseverywhere.com

Page load time
Offered by: Alexander Vykhodtsev

Conclusiones

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Elección de la tool

Conocer tu **situación actual**.

Tus datos, **tu herramienta**.

El *toolkit* debe cubrir los **tres ejes estratégicos**.

¿preguntas?

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¡Gracias!

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Próxima charla:

Cómo trabajar SEO desde producto

¡Verónica Acuña | Sebastián Galanternik!

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