

seo
day

¡hola!

#SEODay

speakers



Alex Lough



Agustin Gelemur

Agile SEO

Nuestro Contexto

SEO como Servicio

Cómo buscamos oportunidades

Cómo medimos

Cómo exploramos SERP

#SEODay

Quiénes somos



OLX GROUP

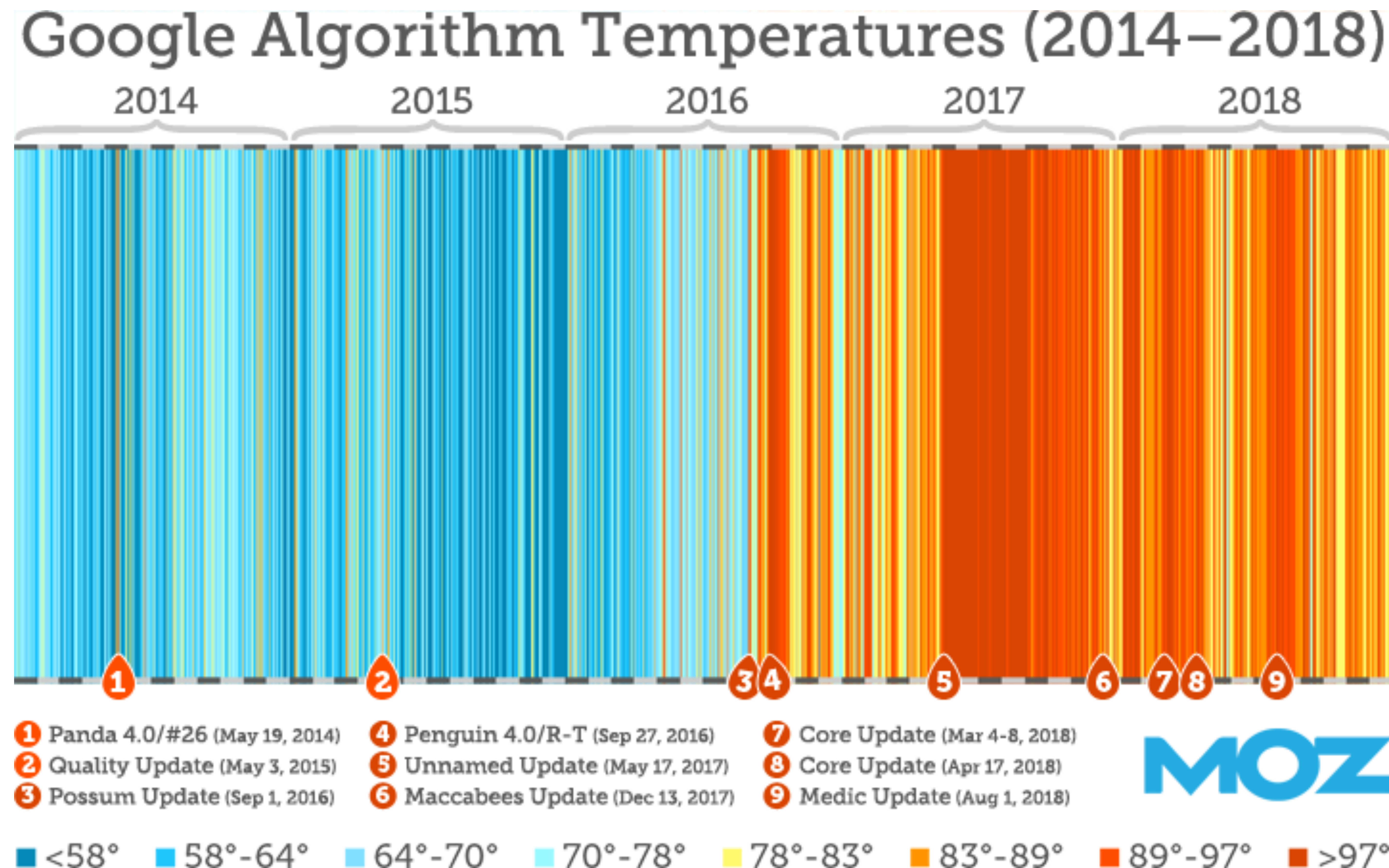
19 marcas de sitios de
clasificados

+35 países

5 continents

350 millones de personas por mes

Google está cambiando



3,234 mejoras en 2018
8x que en 2009
9 por día

Como optimizabamos

Search Engine Land

Why Your Page's Word Count Isn't as Important as You Might Think

Last updated on July 26, 2019 at 09:15 am



Google Webmaster Central Blog

SEO by the Sea

Learn SEO Directly from the Search Engines



UX, Content and other secrets to Overstock's SEO turnaround

How Overstock weathered some really bad times in SEO and came out ahead in the long...

Barry Schwartz | Jul 8, 2019 at 9:14 am ET



11 Google News Tips To Increase Ranking, Visibility And Traffic



Denis Pinsky Forbes Staff

eCommerce, Web Analytics, Web Visibility, Website Optimization, SEO

Home » Blog » SEO » How Google's New Layout Predicts the Future of SEO

How Google's New Layout Predicts the Future of SEO

NEWS · SEO

Google to Site Owners: Remove Noindex Directives from Robots.txt

Google is emailing webmasters via Search Console telling them to remove noindex statements from their robots.txt file.



Delete your pages and rank higher in search – Index bloat and technical optimization 2019

If you're looking for a way to optimize your site for technical SEO and rank better, consider deleting your pages. I know, crazy, right? Lots of points covered with screenshots.

SEO 16 Jul 19 | Pablo Villalpando



Matt Southern

Google Treats Links Within Primary Content & Boilerplate Content Differently

Jul 29, 2019 • 8:27 am | (6)

by Barry Schwartz

Google's John Mueller was asked if Google counts the first link on a page at the same level as the second link on a page. This is a topic that goes back over ten years in the SEO debate space. In any event, John ignored that question and then went on to explain it is more about primary vs boilerplate content.

[READ MORE](#) [MORE ON THIS TOPIC](#)



Boost Your Site's Google Ranking With This \$30 SEO Education

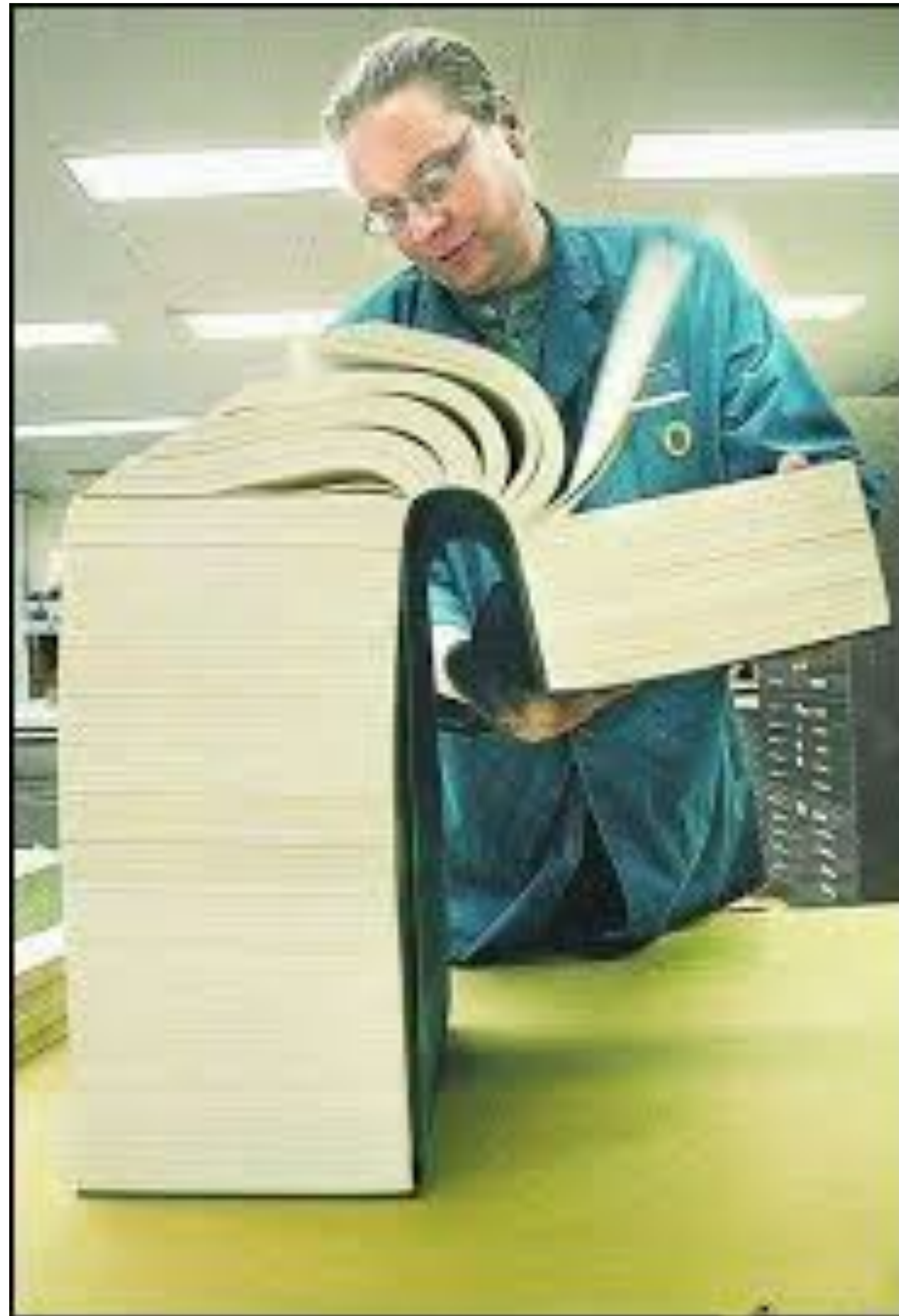
A solid SEO strategy matters if you want your site and its content to rank well and thrive.



Como optimizabamos



Como optimizabamos



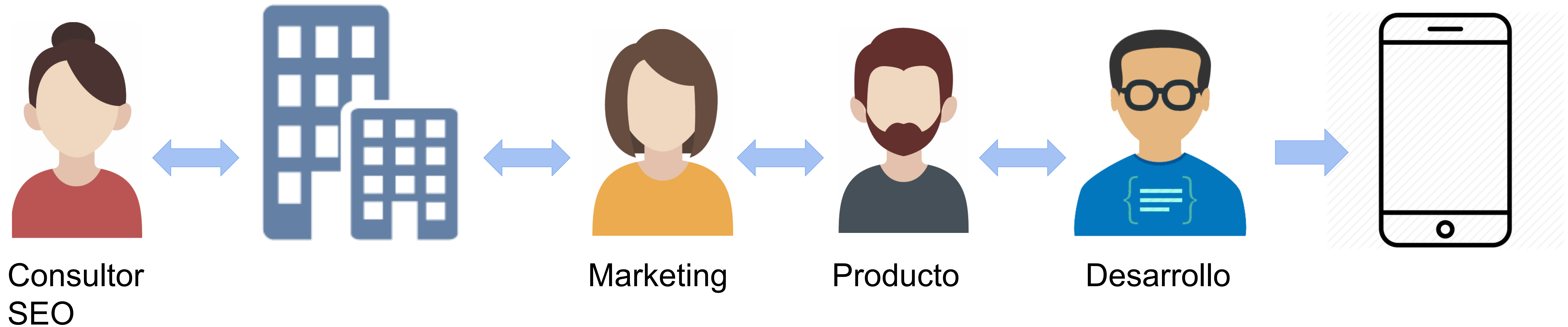
Como optimizabamos



Como optimizabamos



Consultor SEO



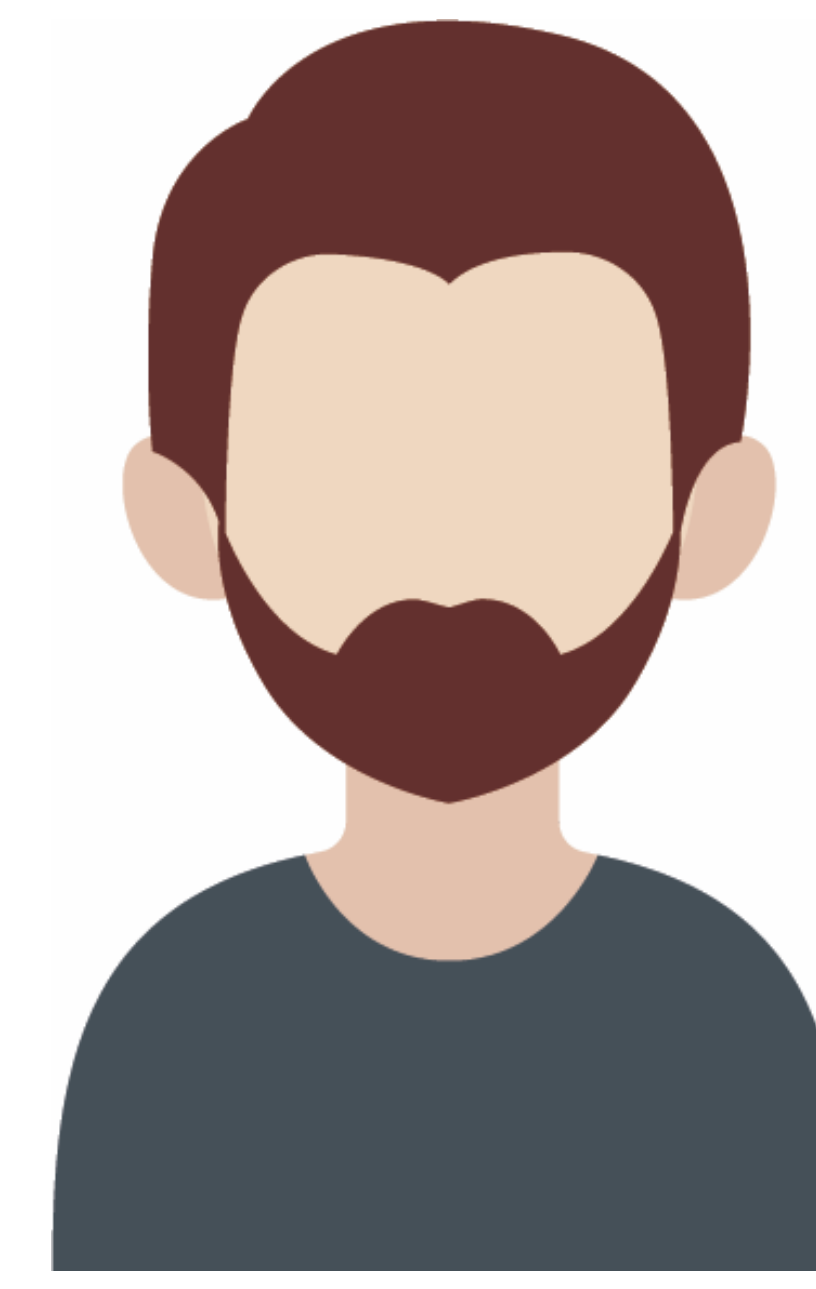
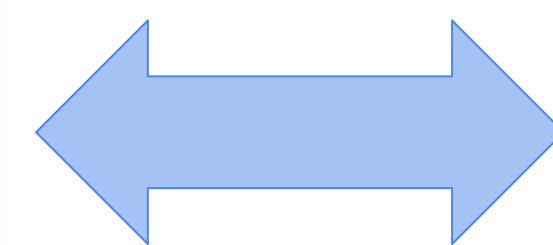
SEO desde Marketing



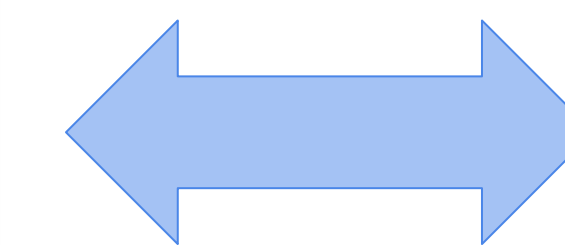
Desarrollo



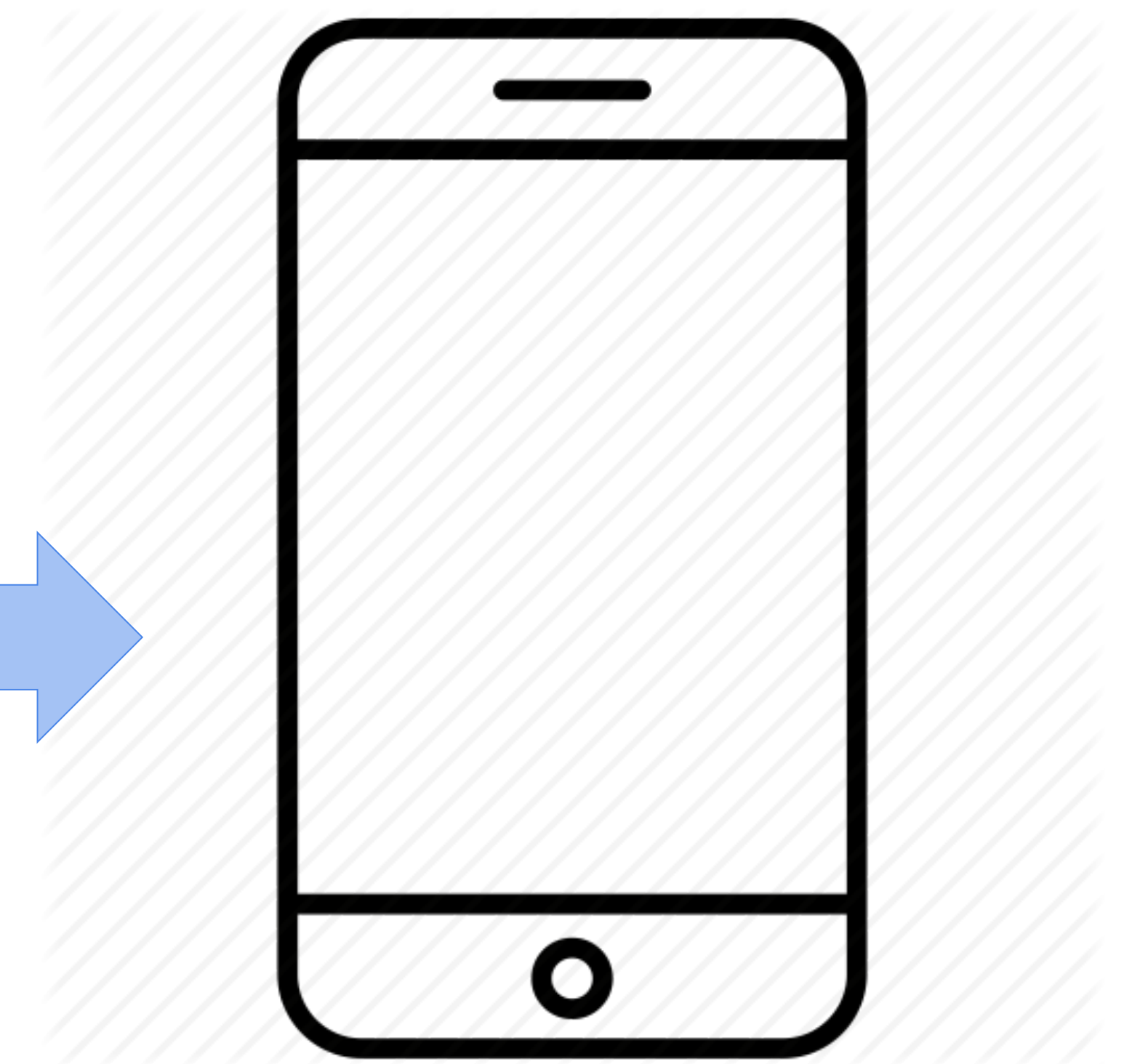
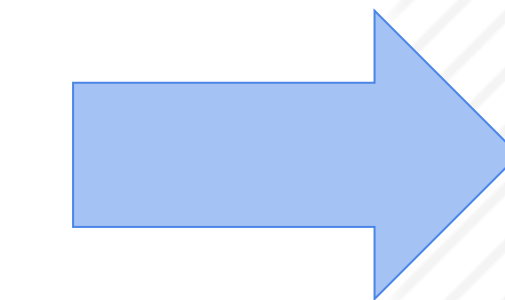
Marketing
SEO



Producto

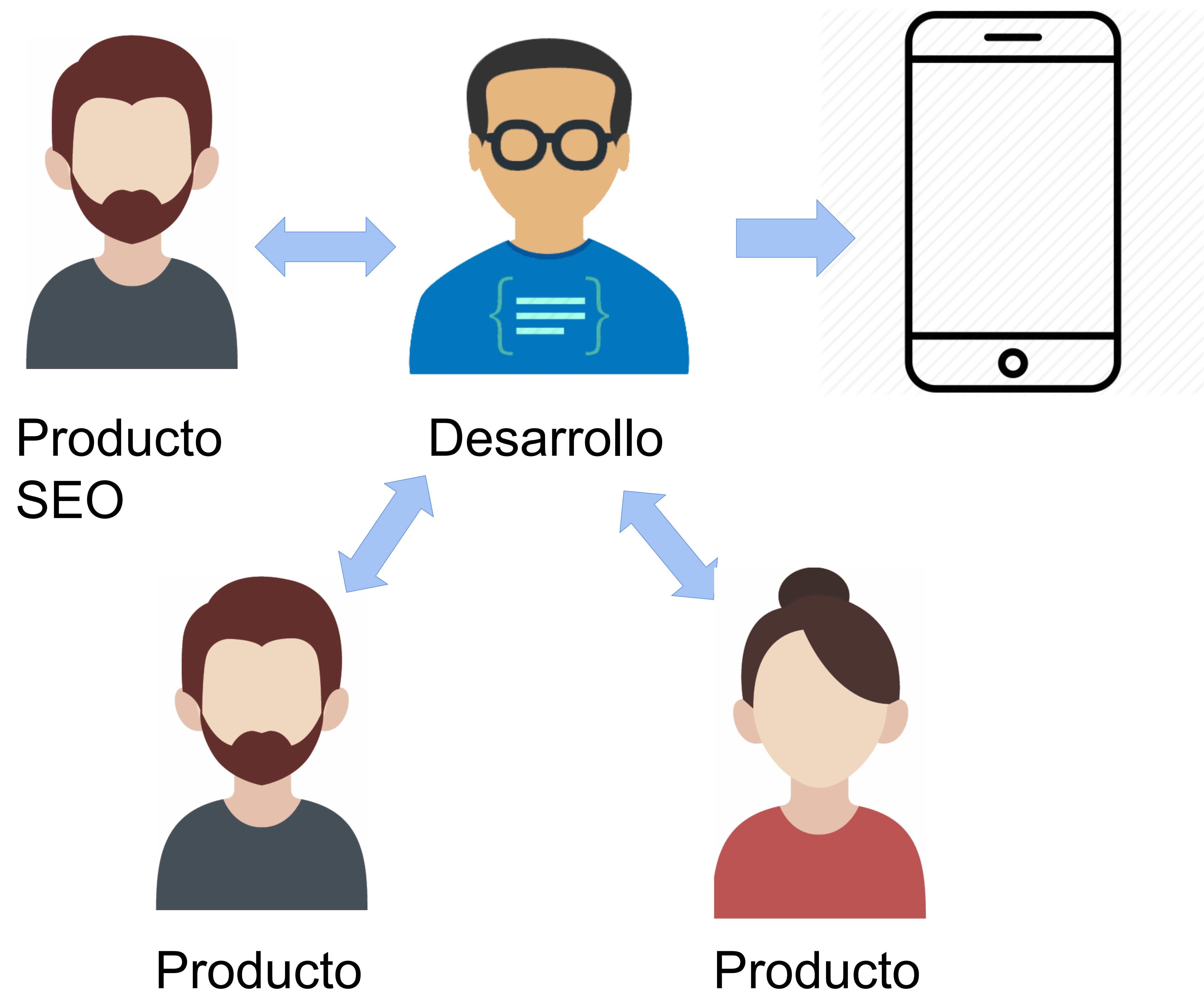


Desarrollo

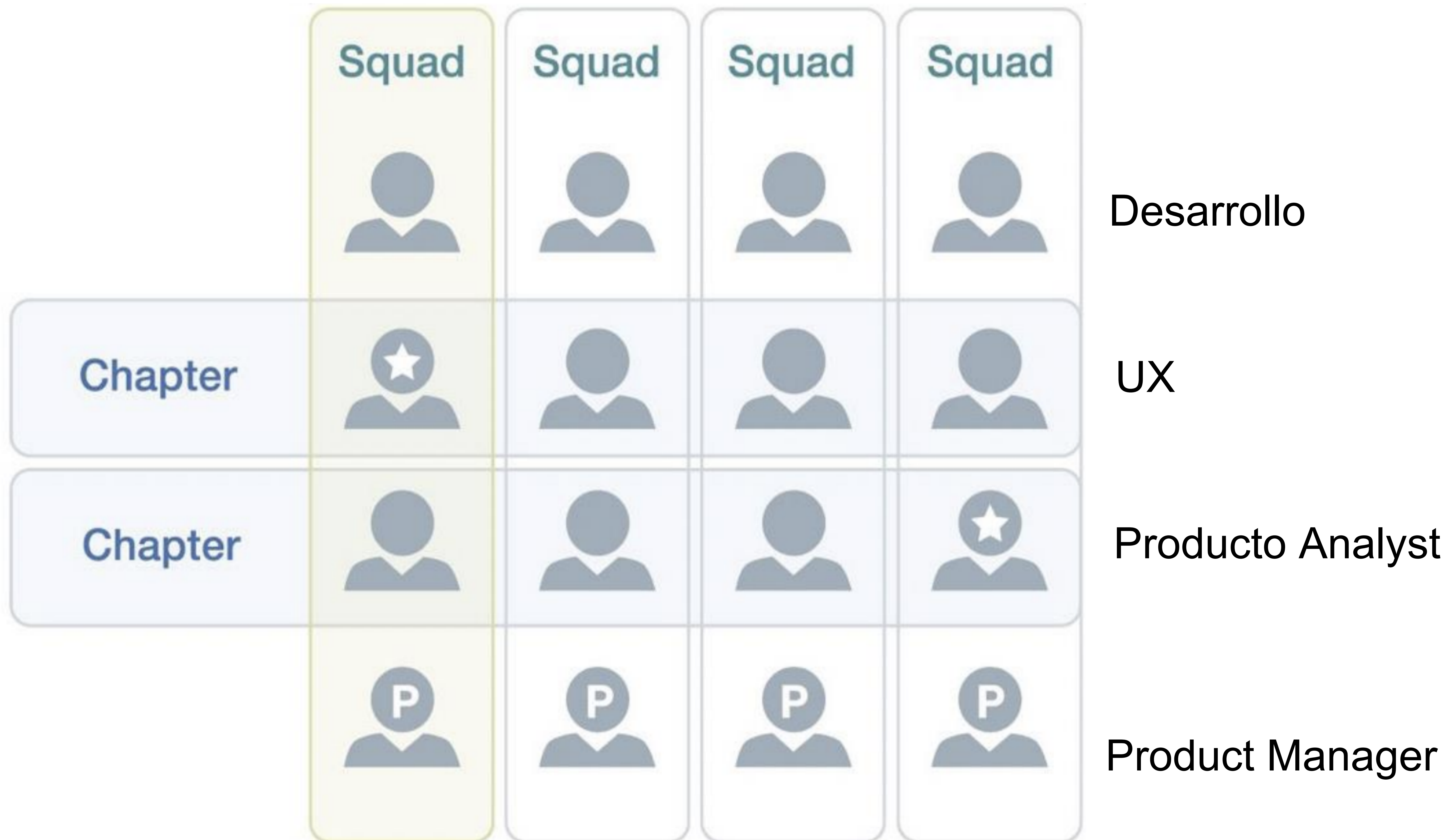


SEO en Producto

Compíte en el backlog con el resto de los requerimientos

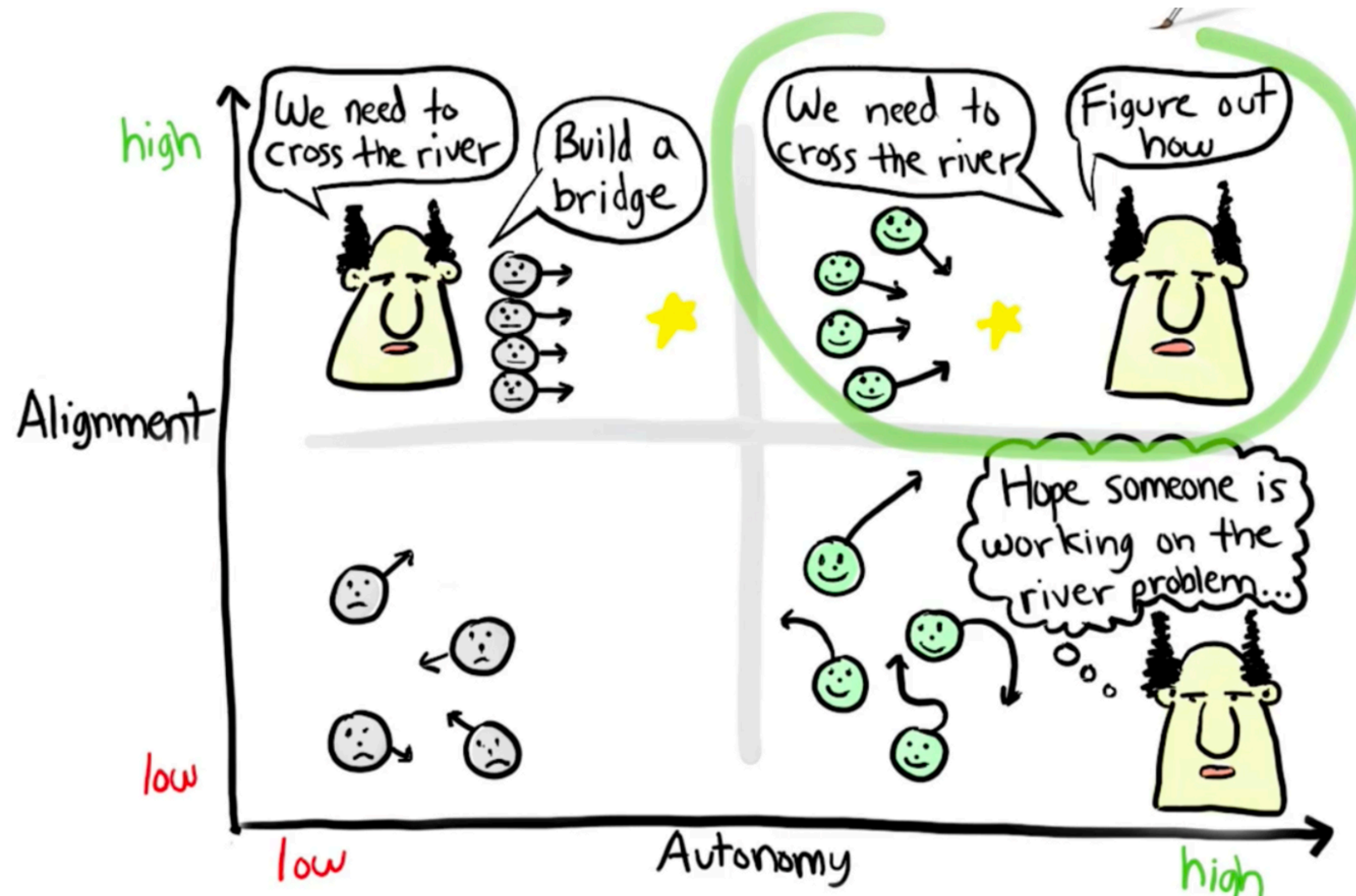


SEO Squad



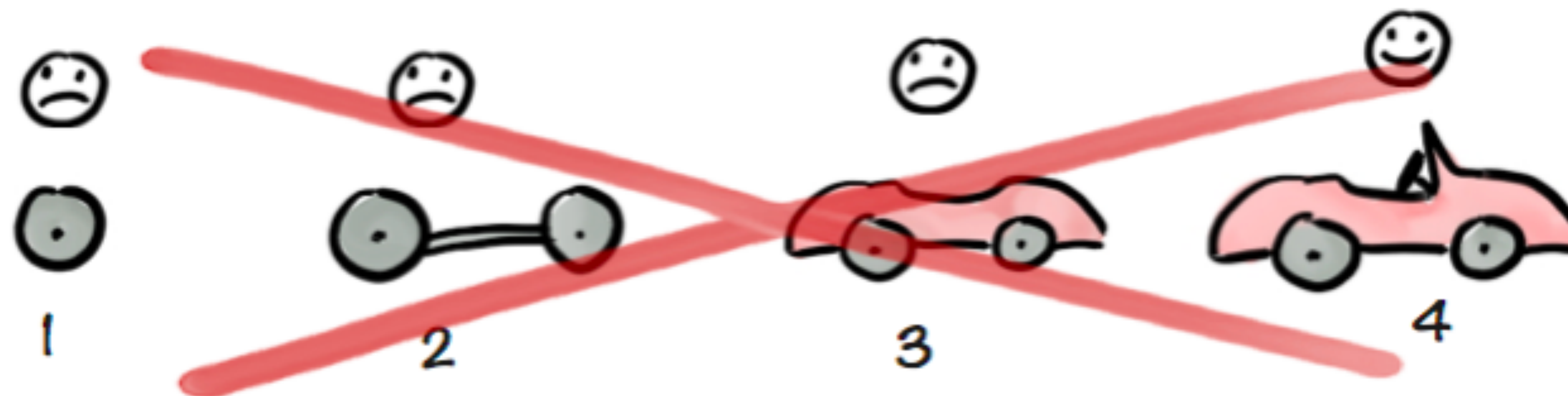
Feedback loop
Todo el equipo entienden
SEO y lo interiorizan como
parte de su forma de
trabajar

SEO Squad



MVP vs MLP

Not like this....



Like this!



Nuestro Contexto

SEO como Servicio

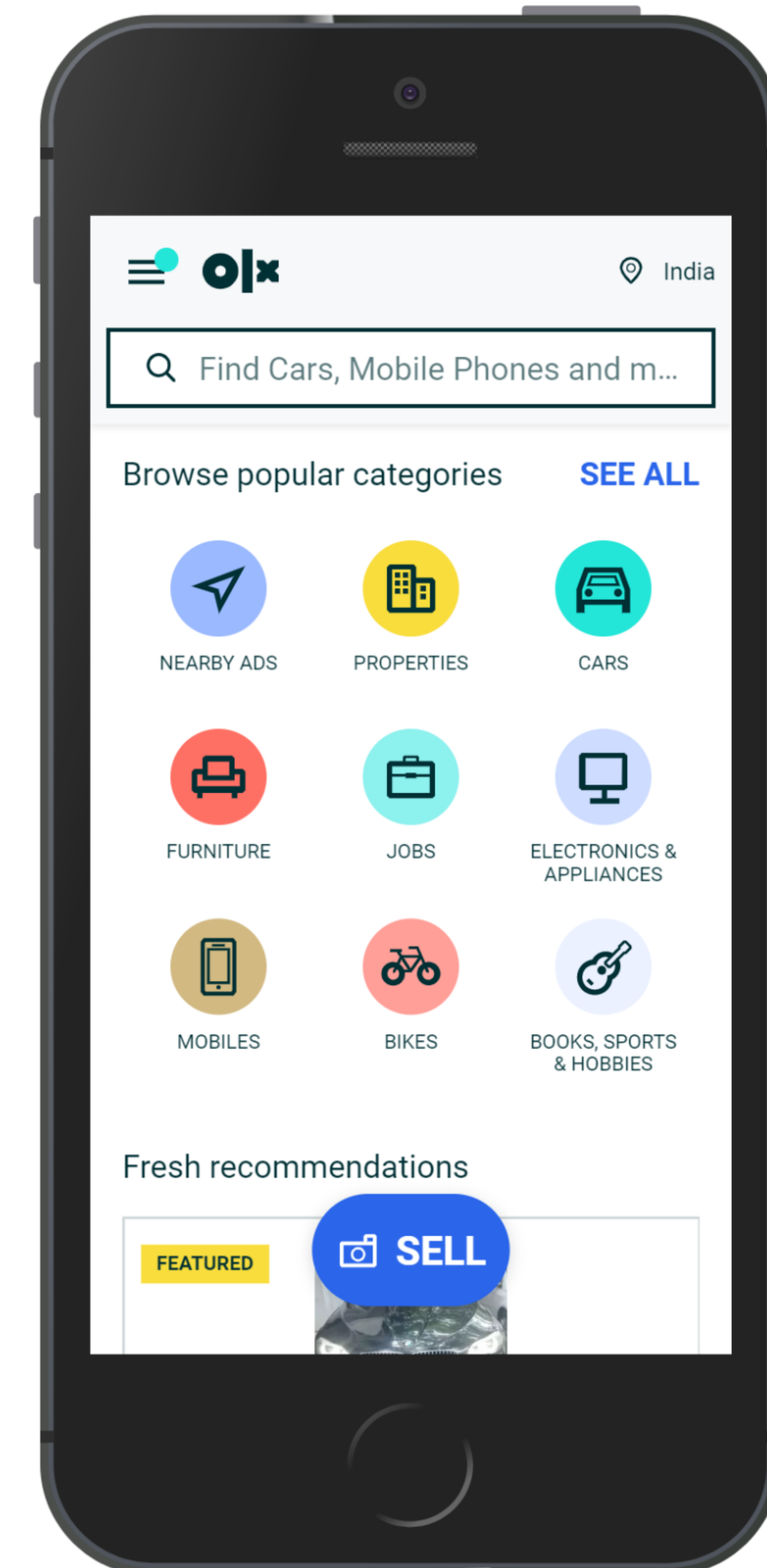
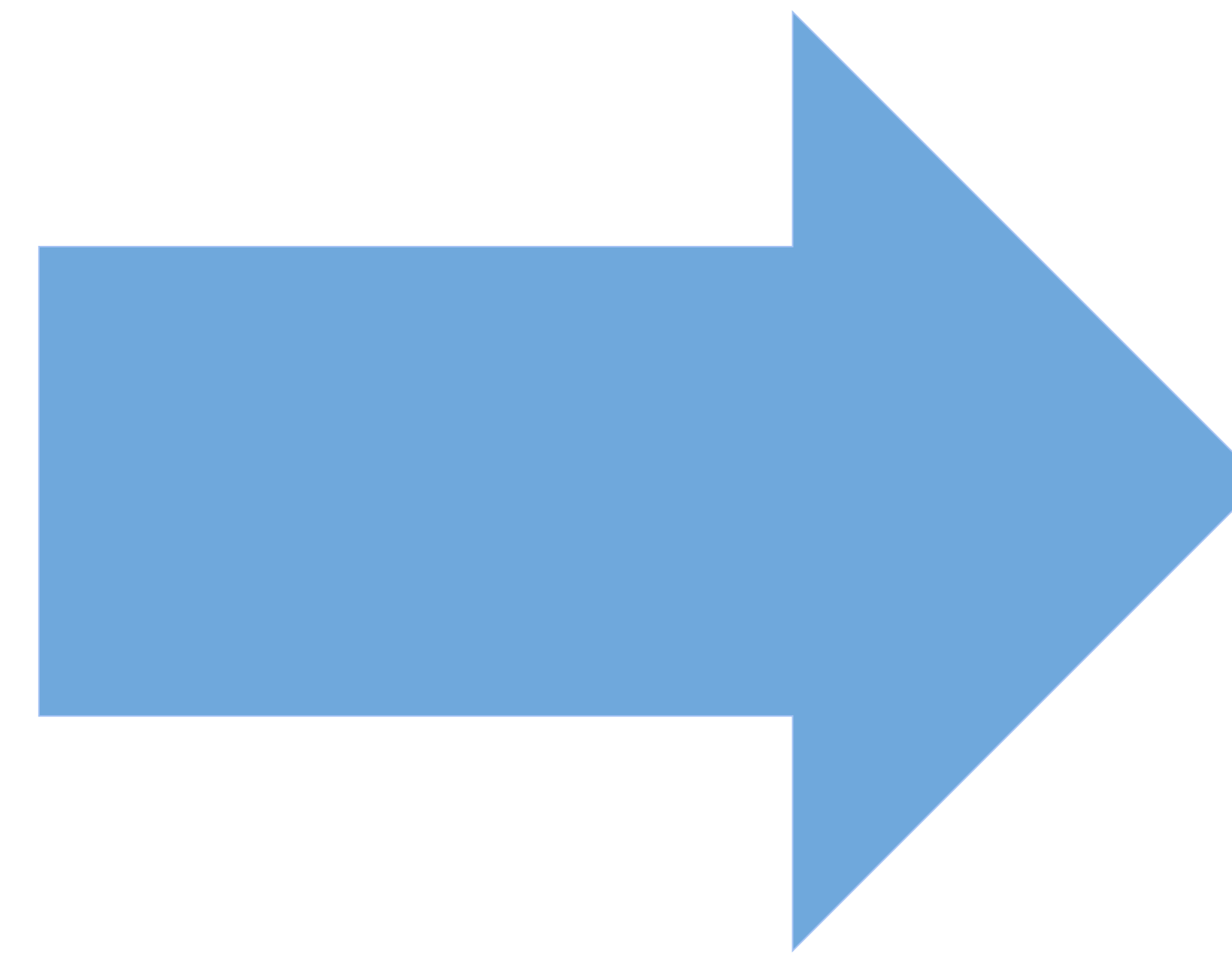
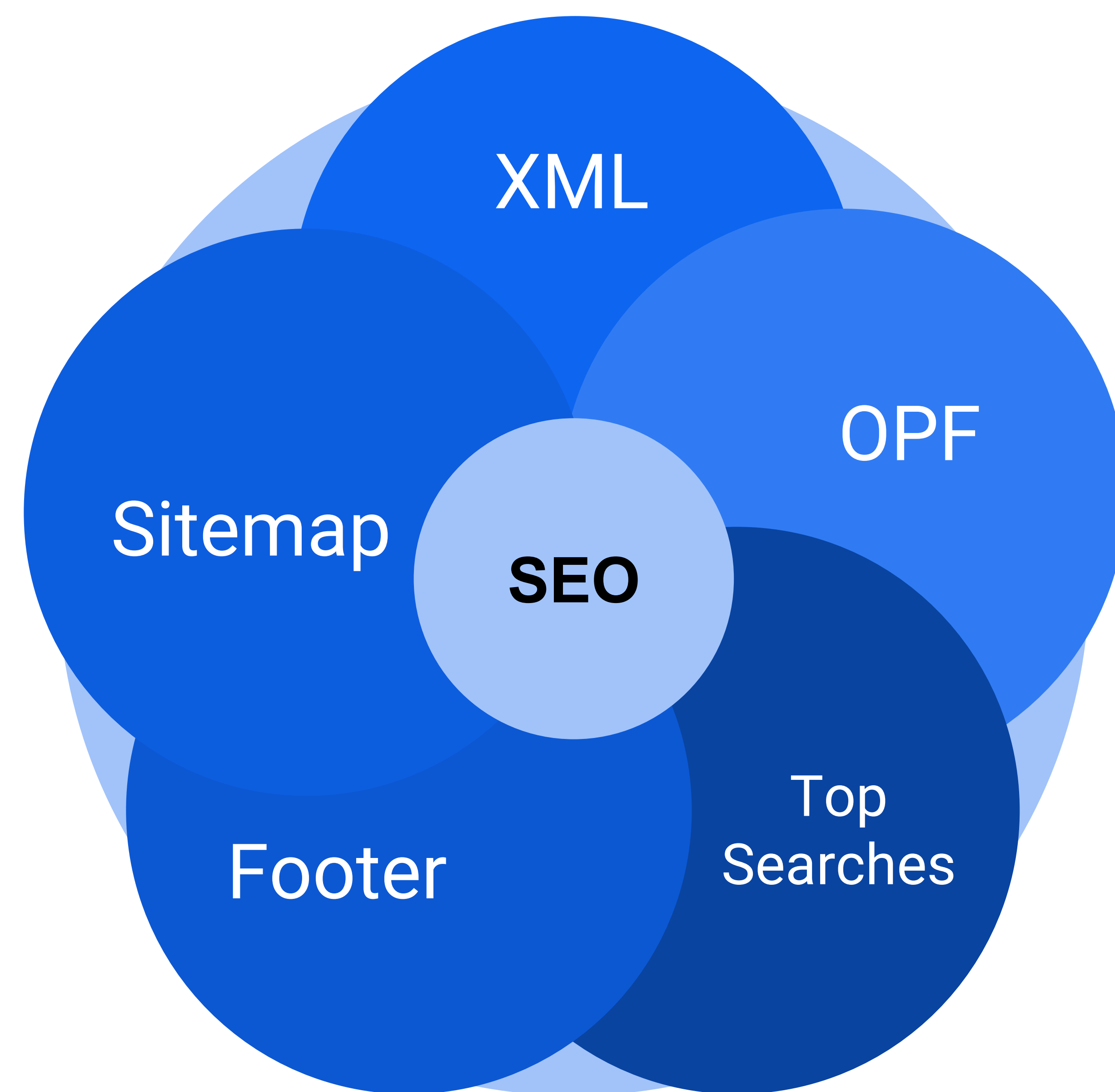
Cómo buscamos oportunidades

Cómo medimos

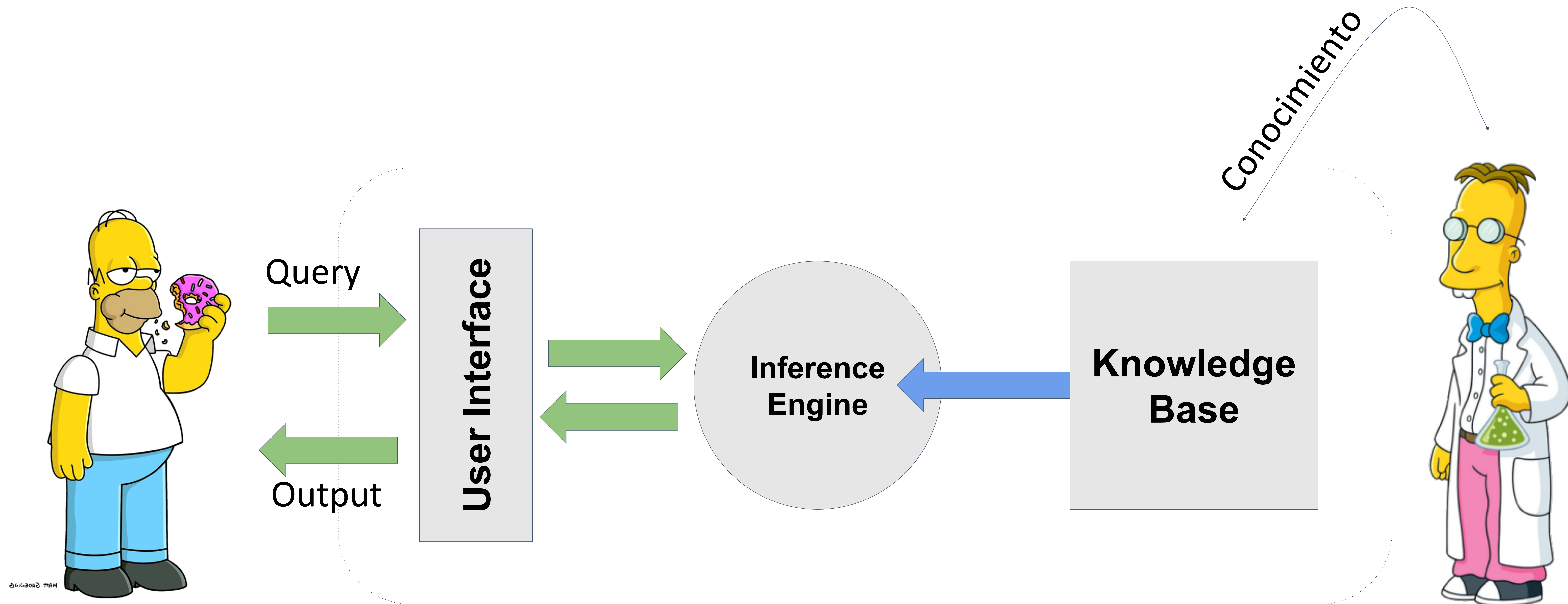
Cómo exploramos SERP

#SEODay

SEO como Servicio



SEO como Servicio



SEO como Servicio

2 BHK Apartments for sale in Mumbai | OLX

https://www.olx.in/mumbai_g4058997/for-sale-house.../for-sale-houses-apartments_c1725

Find the best 2 BHK Apartments for sale in Mumbai. OLX Mumbai Offers Free Online Properties Classifieds Ads in Mumbai. OLX offers many other services in ...

Second Hand Honda Scooty for sale in Mumbai - Used Honda ...

https://www.olx.in/mumbai_g4058997/honda-scooters_c1413?filter=make_eq_scooters-honda

Find the best Honda price! Second hand Honda Scooters for sale in Mumbai. OLX Mumbai offers online local classified ads for Scooters in Mumbai. Sell your ...

Used Maruti Suzuki Cars Below 10000 for sale in India - Second Hand ...

https://www.olx.in/maruti-suzuki-cars_c84.../maruti-suzuki-cars_c84

Find the best Maruti Suzuki price! Second hand Maruti Suzuki Cars for sale in India. OLX India offers online local classified ads for Cars in India. Sell your used ...

POPULAR CARS FOR SALE	POPULAR LOCATIONS	POPULAR CARS BY PRICE	OLX	FOLLOW US
Used Maruti Suzuki Swift for Sale	Used Maruti Suzuki Cars in Shillong	Used Maruti Suzuki Cars Below 1 Lakhs	Help	f @ t ▶
Used Maruti Suzuki 800 for Sale	Used Maruti Suzuki Cars in Delhi	Used Maruti Suzuki Cars Below 2 Lakhs	Sitemap	GET IT ON Google Play
Used Maruti Suzuki Swift Dzire for Sale	Used Maruti Suzuki Cars in Tamil Nadu	Used Maruti Suzuki Cars Below 3 Lakhs	Legal & Privacy information	Download on the App Store
Used Maruti Suzuki Omni for Sale	Used Maruti Suzuki Cars in Hyderabad	Used Maruti Suzuki Cars Below 4 Lakhs		



Sinónimos



Scooter
Scooty
Bike

Mobile Phones
Smartphones
मोबाइल



Hous
Hom
Residential Hom



Booleans

FURNISHED



☐ No (4383)

☒ Yes (1186)

TYPE OF PROPERTY



Flat (2543)

House (1888)

Other (773)

Duplex (245)

Loft (52)

Furnished Houses & Flats to rent with parking | OLX South Africa

https://www.olx.co.za/houses-flats-for-rent_c363?filter=furnished_eq_1%2Cparking_eq_1

Furnished Houses & Flats to rent in South Africa. OLX South Africa offers online, local & free classified ads for Furnished Houses & Flats to rent.

PARKING LOT



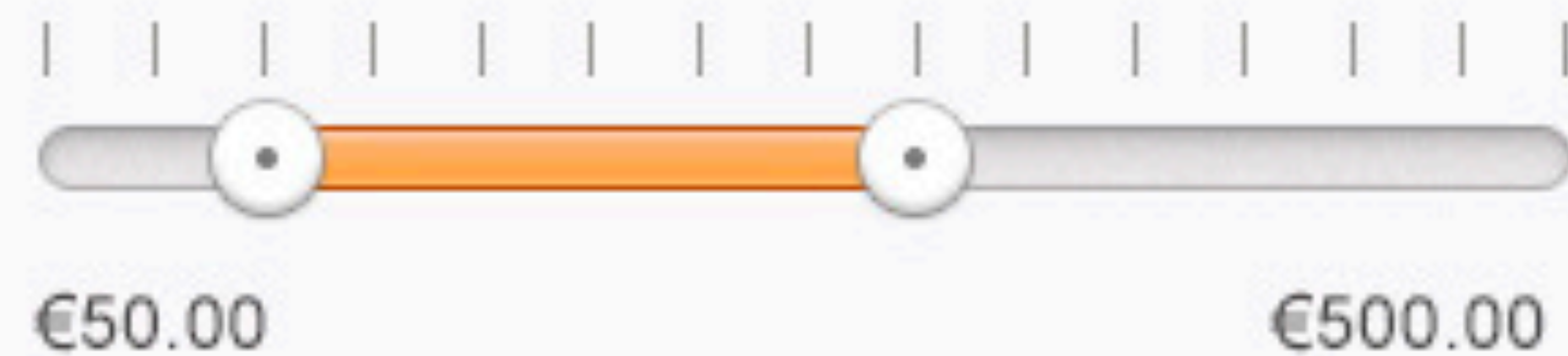
☒ Yes (4858)

☐ No (519)

Rangos

Price range

Choose a price range to search in



Used Maruti Suzuki Cars Below 10000 for sale in India - Second Hand ...

https://www.olx.in/maruti-suzuki-cars_c84.../maruti-suzuki-cars_c84

Find the best Maruti Suzuki price! Second hand Maruti Suzuki Cars for sale in India. OLX India offers online local classified ads for Cars in India. Sell your used ...

2 BHK Apartments for sale in India | OLX

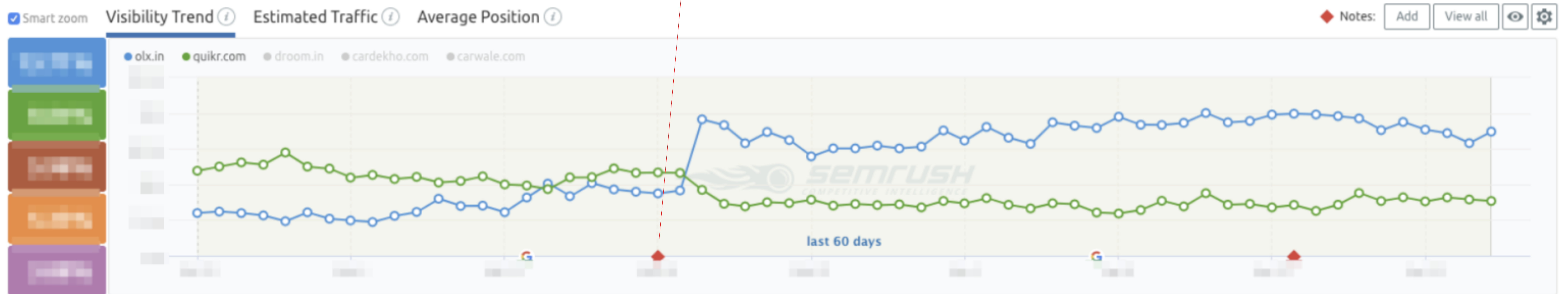
https://www.olx.in/for-sale-houses-apartments_c1725.../for-sale-houses-apartments_c1725

Find the best 2 BHK Apartments for sale in India. OLX India Offers Free Online Properties Classified Ads in India. OLX offers many other services in Properties ...



Resultados

Optimización



Nuestro Contexto
SEO como Servicio

Cómo buscamos oportunidades

Cómo medimos
Cómo exploramos SERP

#SEODay

Cómo buscamos oportunidades





Paul Shapiro - SEO Edition @fighto · 2 ago.

Grab a cup of coffee and start your day with my very first Whiteboard Friday!

"Programming for SEOs" moz.com/blog/programmi... via @moz

MOZ

Programming for
SEOs - Whiteboard
Friday

Paul Shapiro

PROGRAMMING FOR SEOs

WHY LEARN?

- Developer Relations + SEO
- Understanding
- Automation 1048576
- Leveling up data analysis
- Efficiency

WHICH LANGUAGE?

Python | JavaScript

DATA | WEB DEV

LEARNING SOURCES

- Python for Data Analysis
- Python for Data Science

Programming for SEOs - Whiteboard Friday

In today's Whiteboard Friday, master technical SEO Paul Shapiro shares why it's so important for SEOs and marketers to take the programming ...

moz.com

Ventajas de programación

Mejor relación con desarrolladores

Ventajas de programación

Mejor relación con desarrolladores

Ganamos capacidad de automatizar

Ventajas de programación

Mejor relación con desarrolladores

Ganamos capacidad de automatizar

Análisis de datos a gran escala

Ventajas de programación

Mejor relación con desarrolladores

Ganamos capacidad de automatizar

Análisis de datos a gran escala

Planteo secuencial y lógico

Ventajas de programación

Mejor relación con desarrolladores

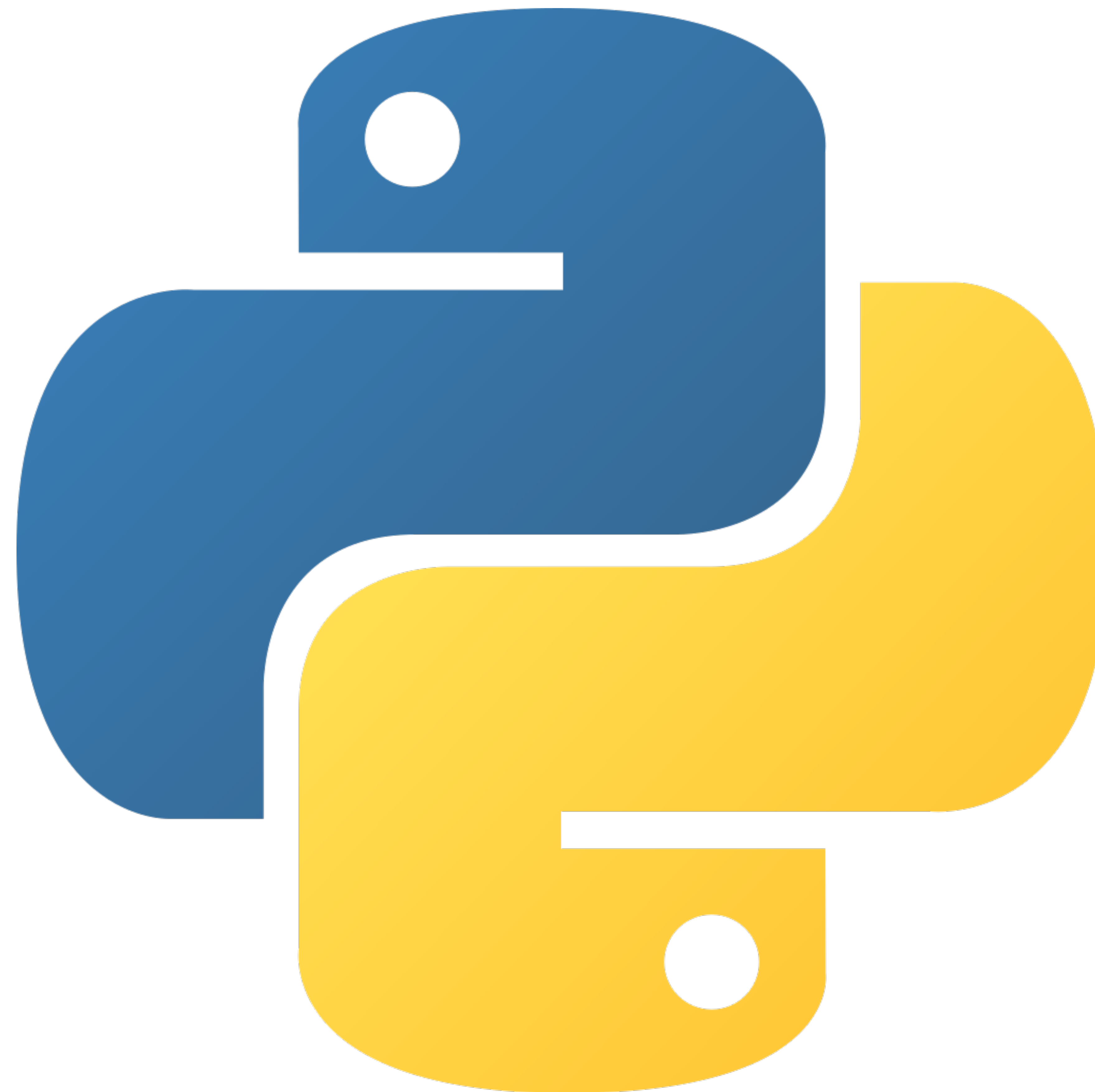
Ganamos capacidad de automatizar

Análisis de datos a gran escala

Planteo secuencial y lógico

Aptitud cada vez más demandada

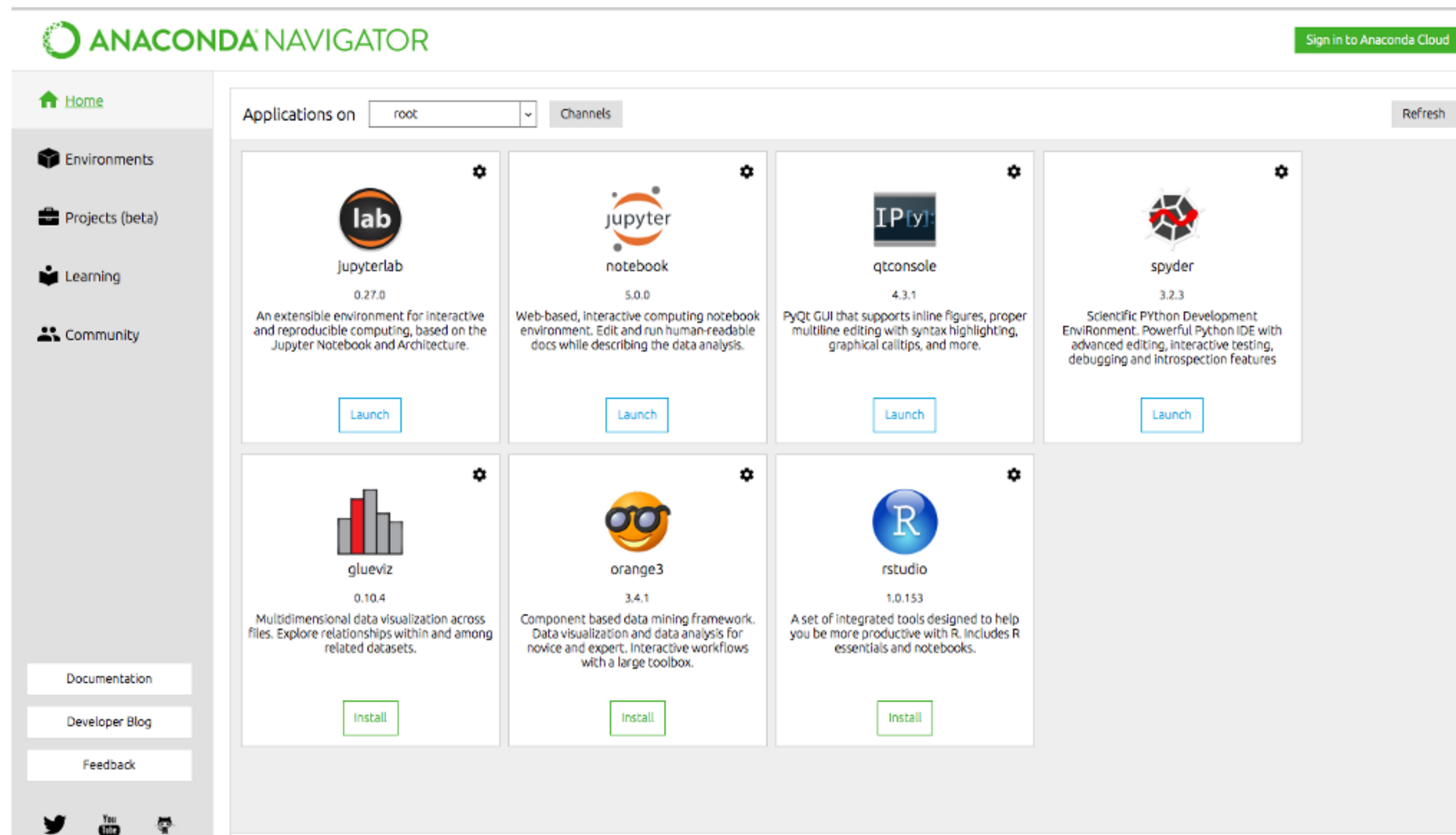
Herramientas



Herramientas

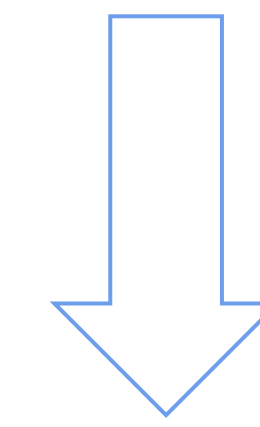


Herramientas

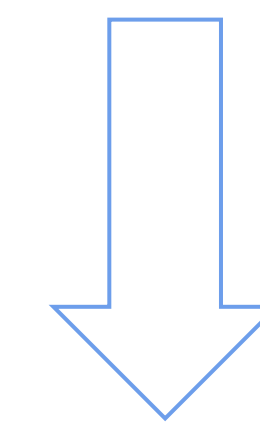


Planteamos problema

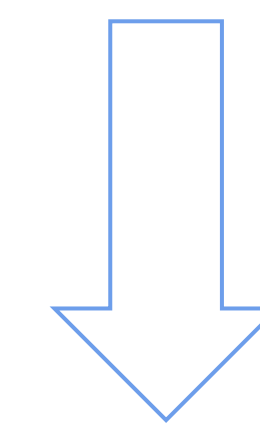
Business Question



Data Question



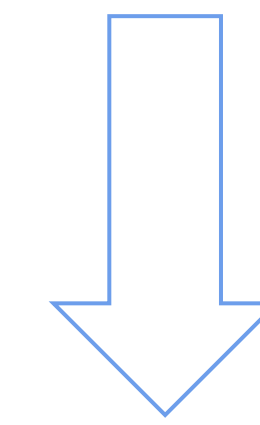
Data Answer



Business Answer

Planteamos problema

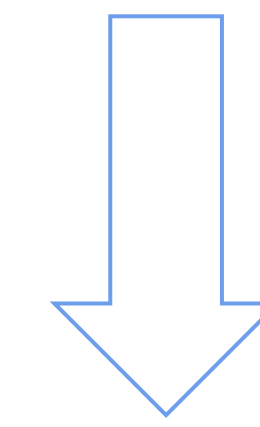
Business Question



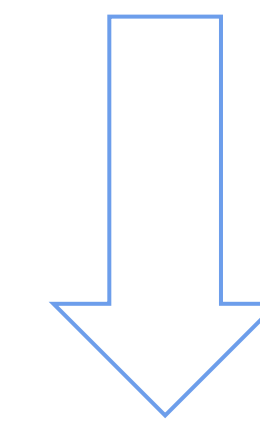
Podemos buscar oportunidades de optimización de manera automática?

Planteamos problema

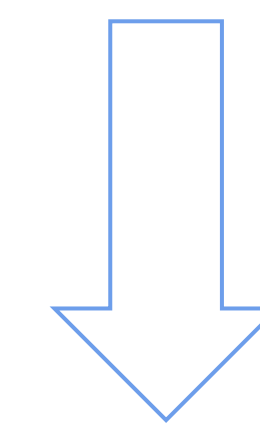
Business Question



Data Question



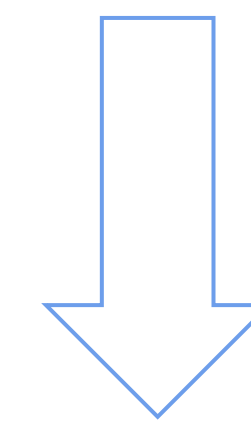
Data Answer



Business Answer

Planteamos problema

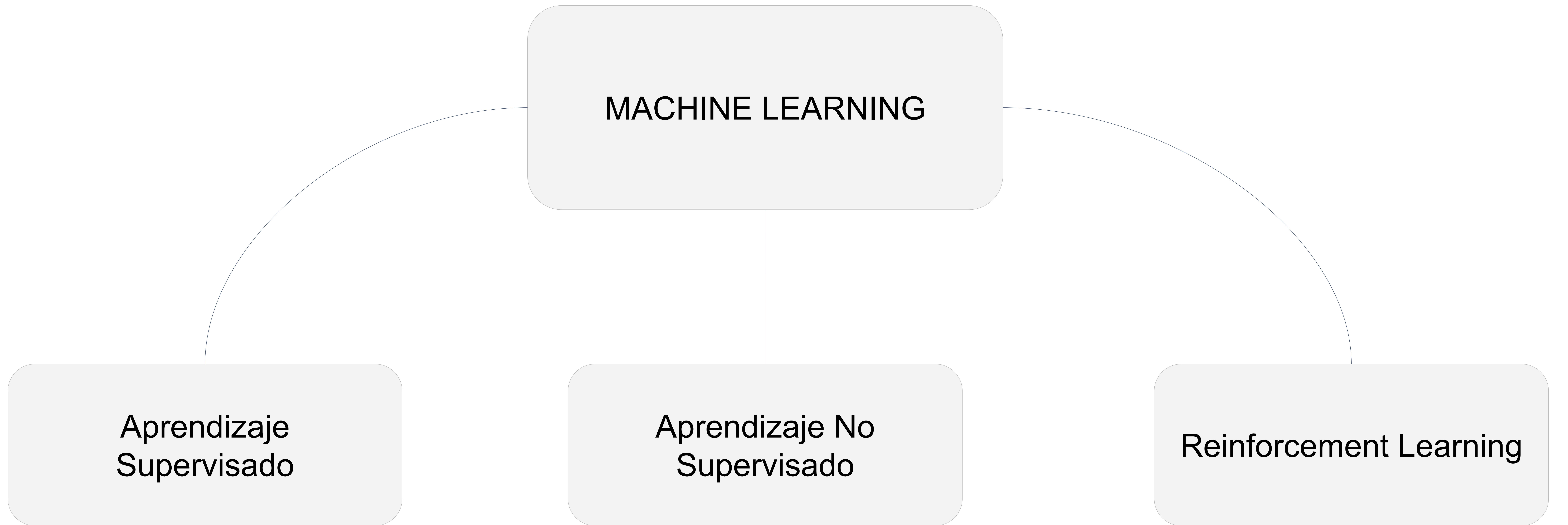
Data Question



Podemos encontrar clusters de páginas de forma tal de identificar alguno con potencial para ser optimizado?



ML 101



Aprendizaje no supervisado

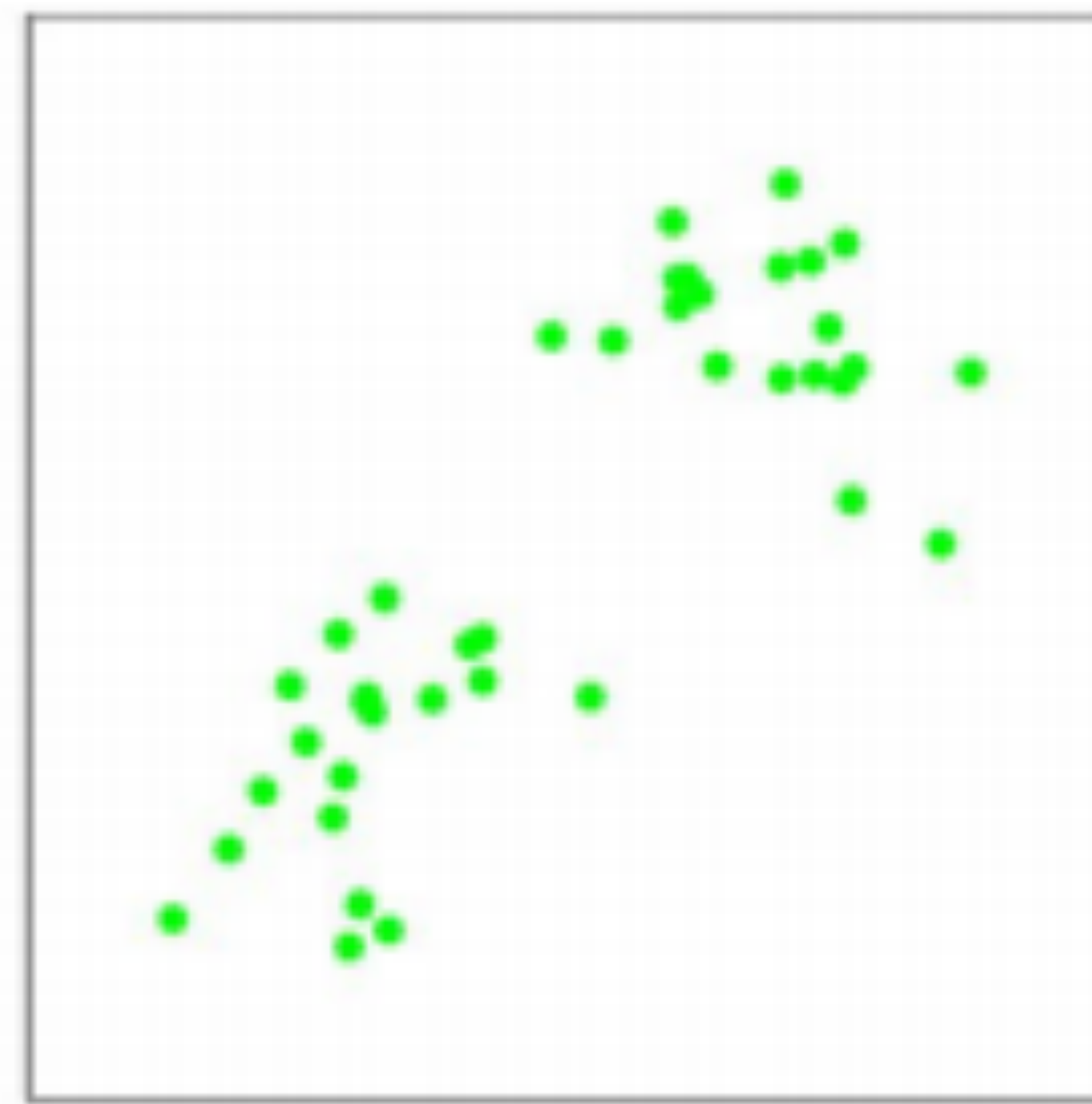
number of clusters number of cases centroid for cluster j

objective function $\leftarrow J = \sum_{j=1}^k \sum_{i=1}^n \underbrace{\|x_i^{(j)} - c_j\|}_\text{Distance function}^2$

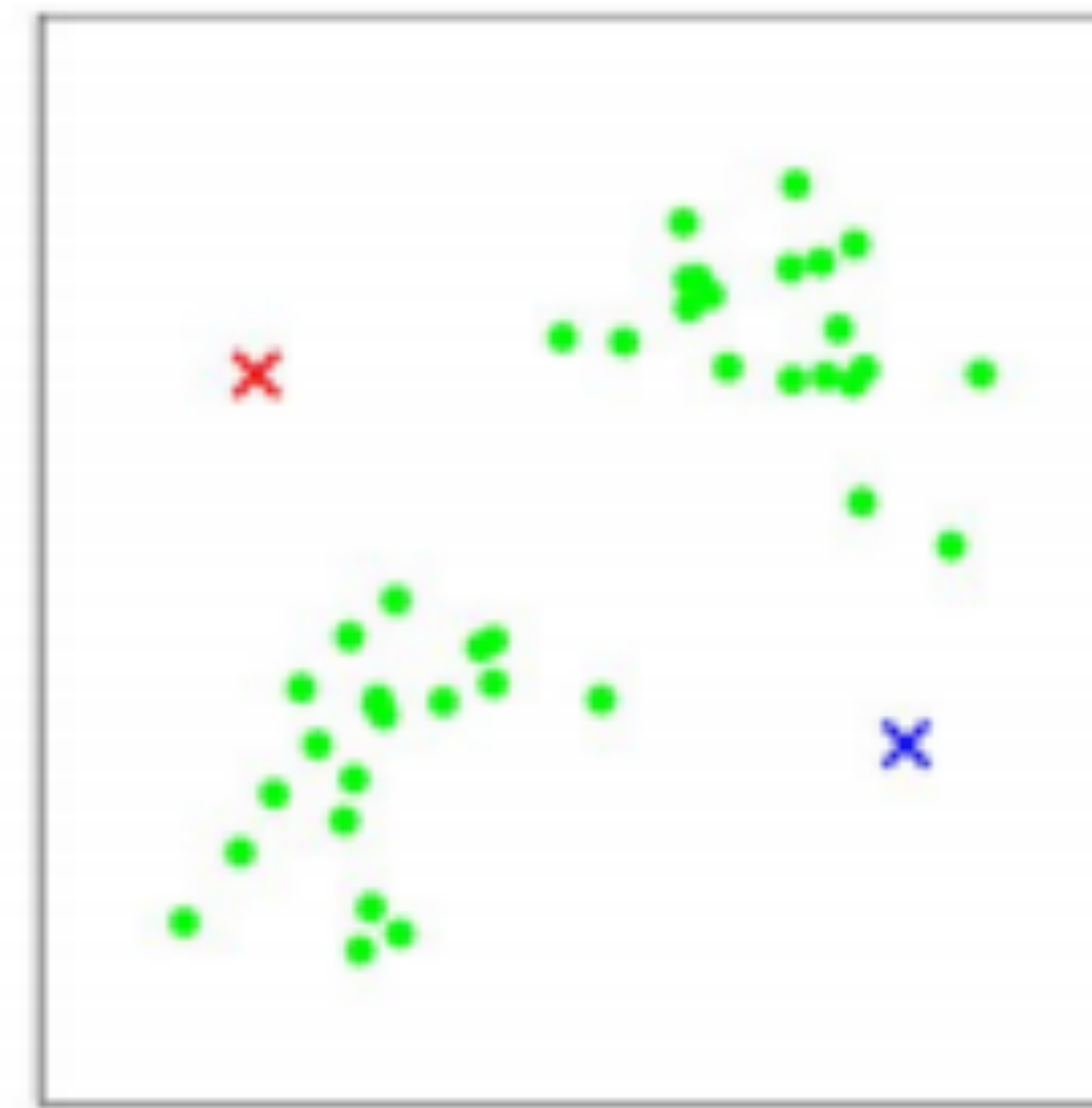
case i

$=$ vecinos más cercanos

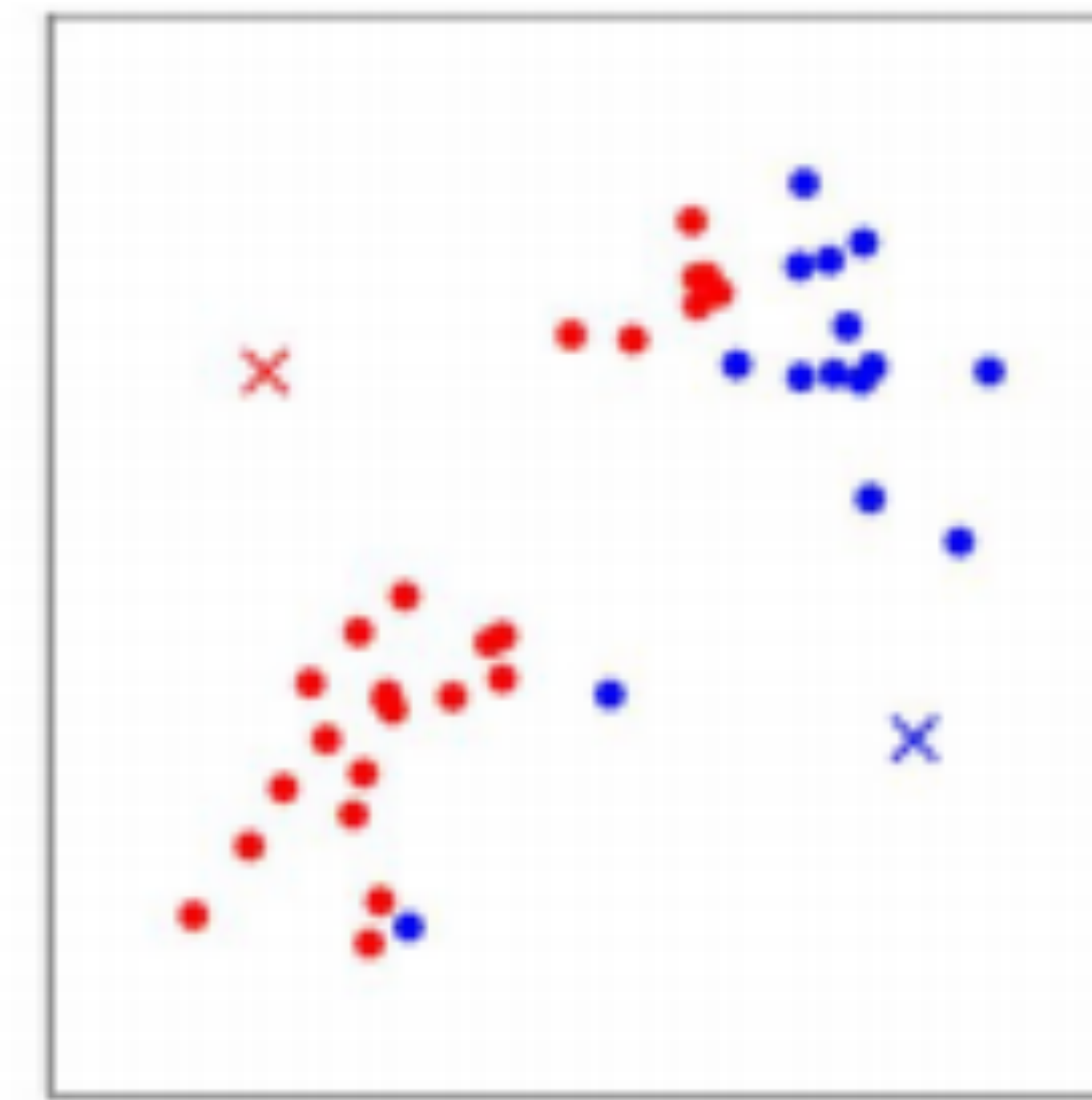
Aprendizaje no supervisado



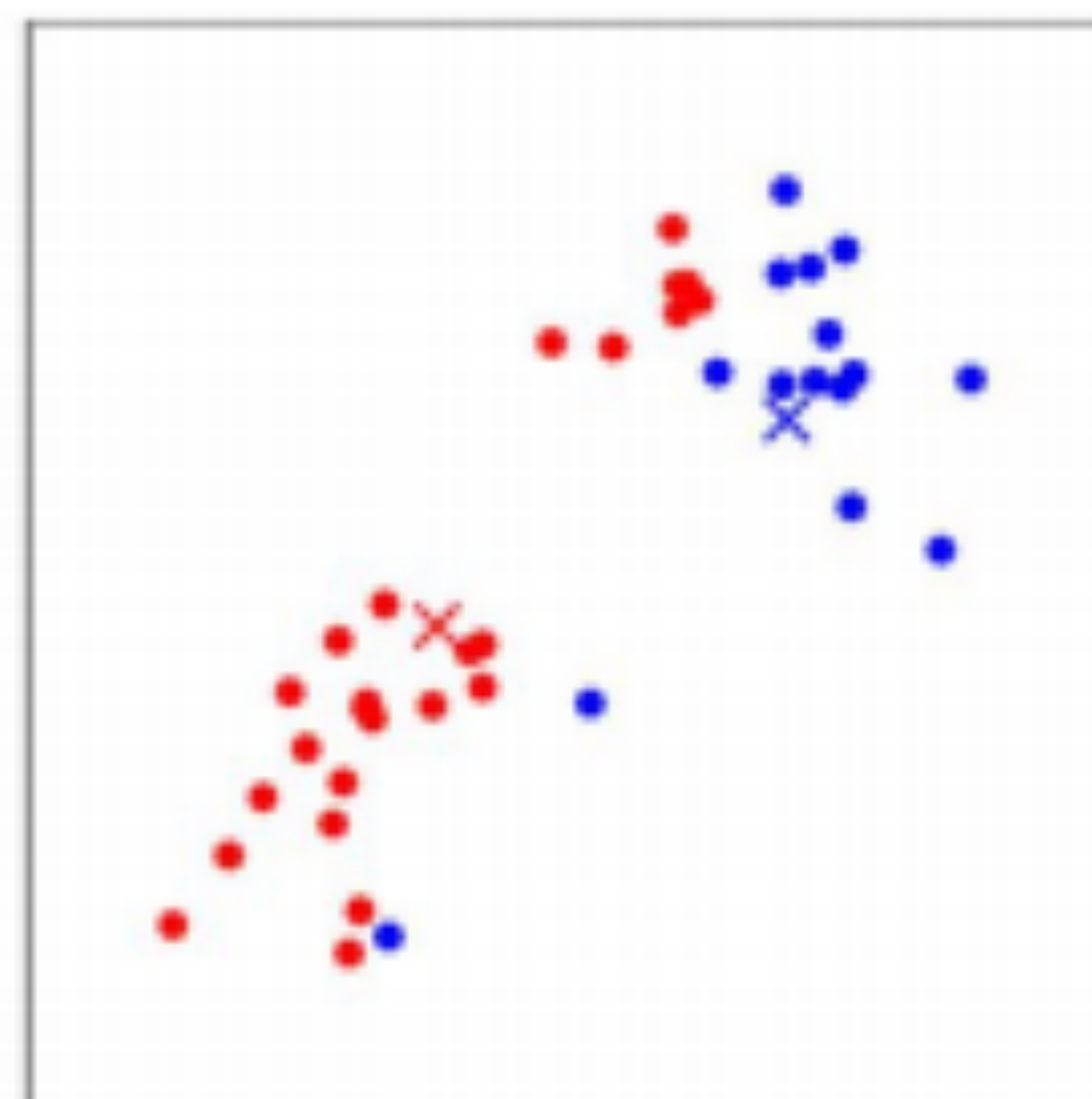
(a)



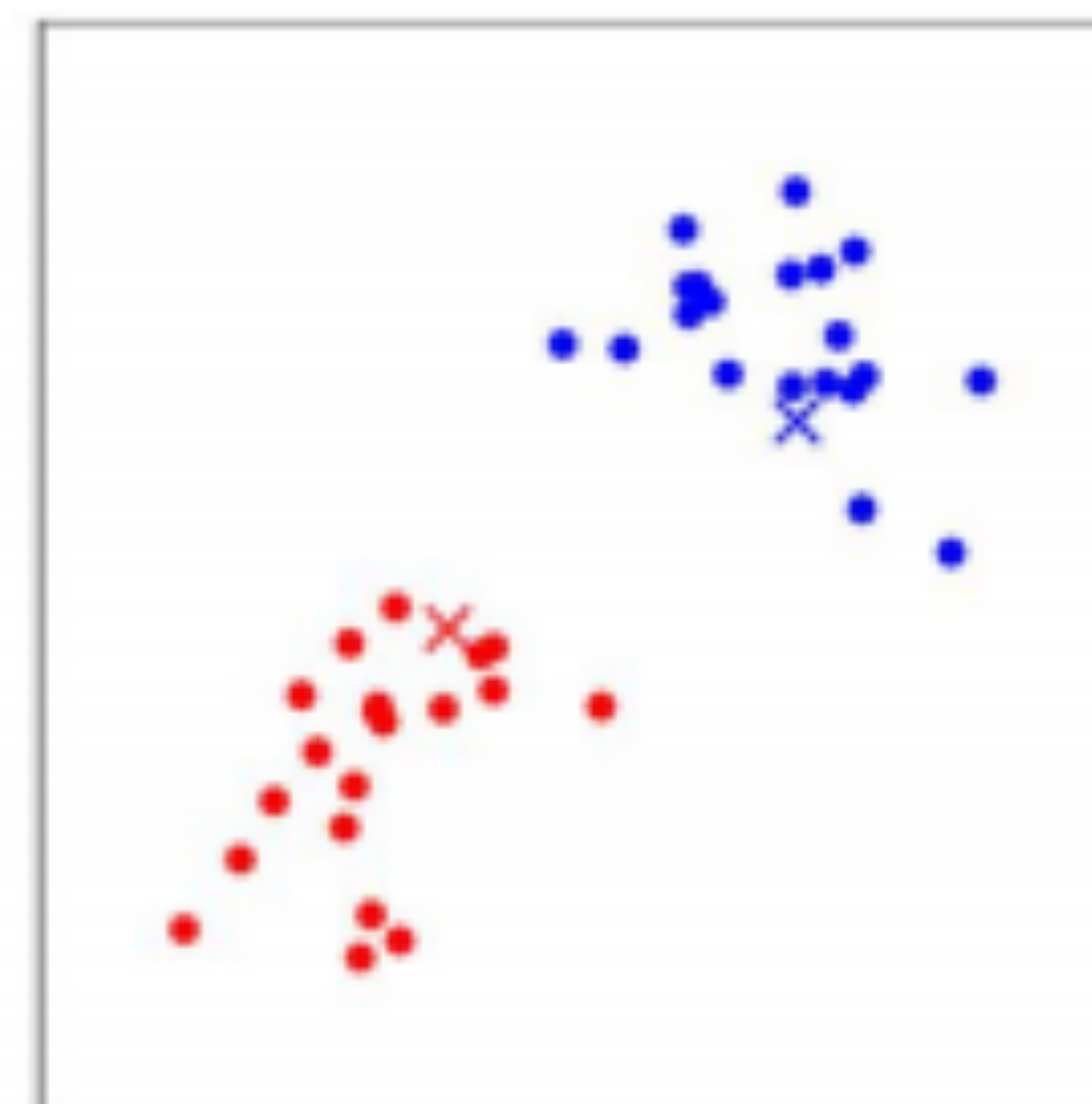
(b)



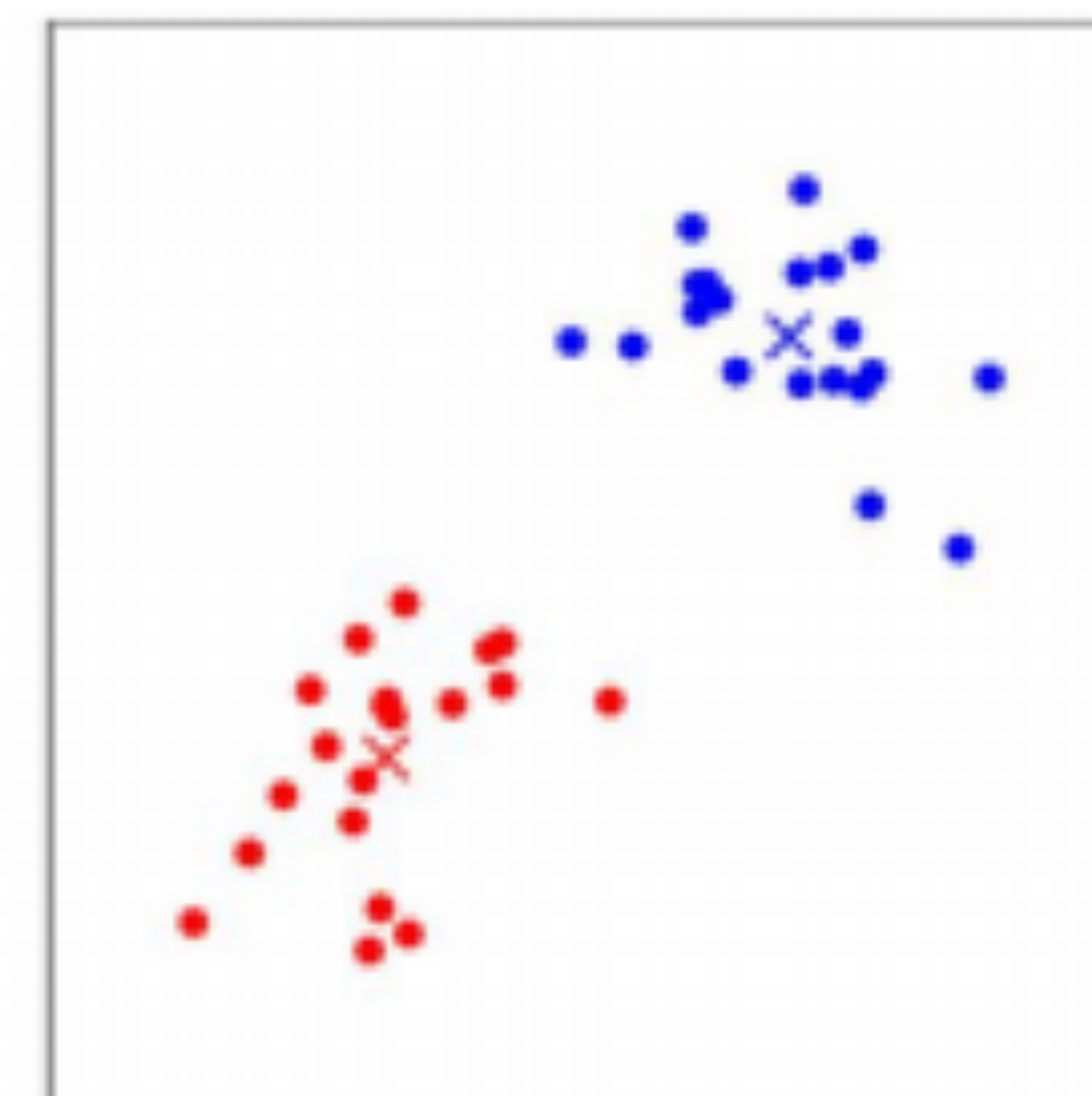
(c)



(d)



(e)



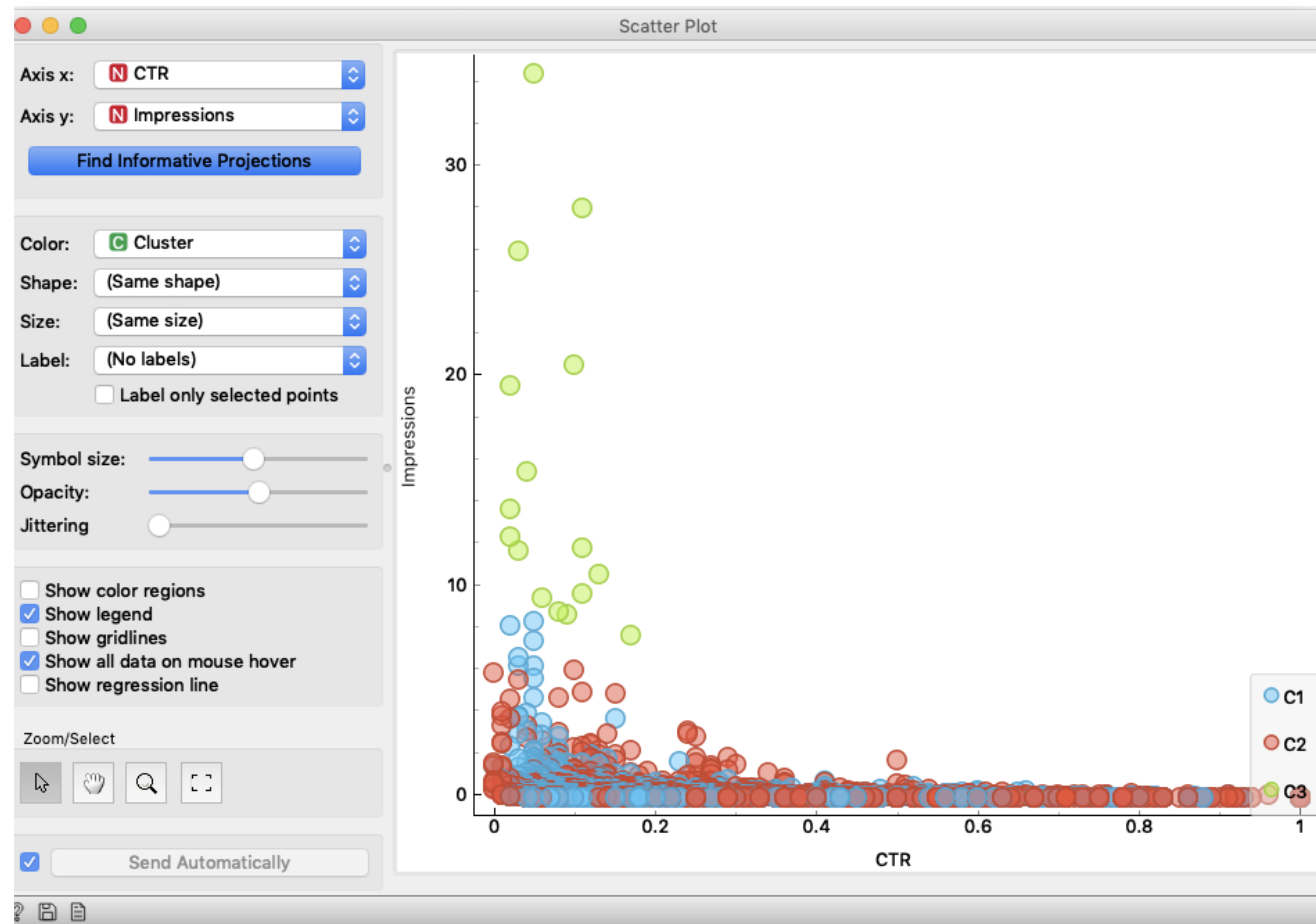
(f)

Pipeline en Orange



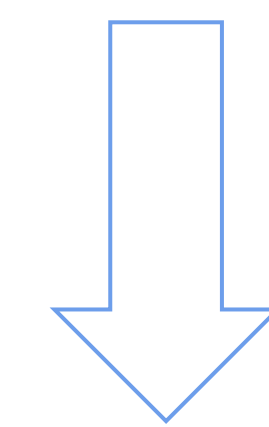
Datos Search Console

Visualización en Orange

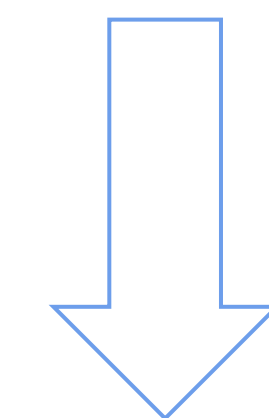


Problema

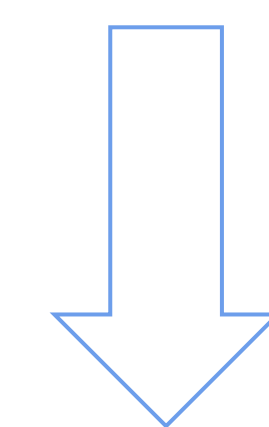
Business Question



Data Question



Data Answer



Business Answer

Resultados Clustering

	CTR	Query	Page	Cluster
1	0.11	used cars in bangalore	https://www.olx.in/bengaluru_g4058803/cars_c84	C3
2	0.10	used cars in delhi	https://www.olx.in/delhi_g4058659/cars_c84	C3
3	0.05	second hand bike	https://www.olx.in/motorcycles_c81	C3
4	0.13	free classified ads	https://www.olx.in/	C3
5	0.17	used car in kolkata	https://www.olx.in/kolkata_g4157275/cars_c84	C3
6	0.11	second hand cars in delhi	https://www.olx.in/delhi_g4058659/cars_c84	C3
7	0.11	used car in delhi	https://www.olx.in/delhi_g4058659/cars_c84	C3
8	0.09	free classifieds ads	https://www.olx.in/	C3
9	0.08	second hand cars in bangalore	https://www.olx.in/bengaluru_g4058803/cars_c84	C3
10	0.03	second hand cars	https://www.olx.in/cars_c84	C3
11	0.04	second hand bikes	https://www.olx.in/motorcycles_c81	C3
12	0.06	job in varanasi	https://www.olx.in/varanasi_g4059351/jobs_c4	C3
13	0.02	dogs for sale	https://www.olx.in/dogs_c139	C3
14	0.03	second hand mobile	https://www.olx.in/mobiles_c1411	C3
15	0.02	second hand cars	https://www.olx.in/bengaluru_g4058803/cars_c84	C3
16	0.02	ोल्स	https://www.olx.in/	C3

Nuestro Contexto
SEO como Servicio
Cómo buscamos oportunidades
Cómo medimos
Cómo exploramos SERP

#SEODay

Cómo medimos



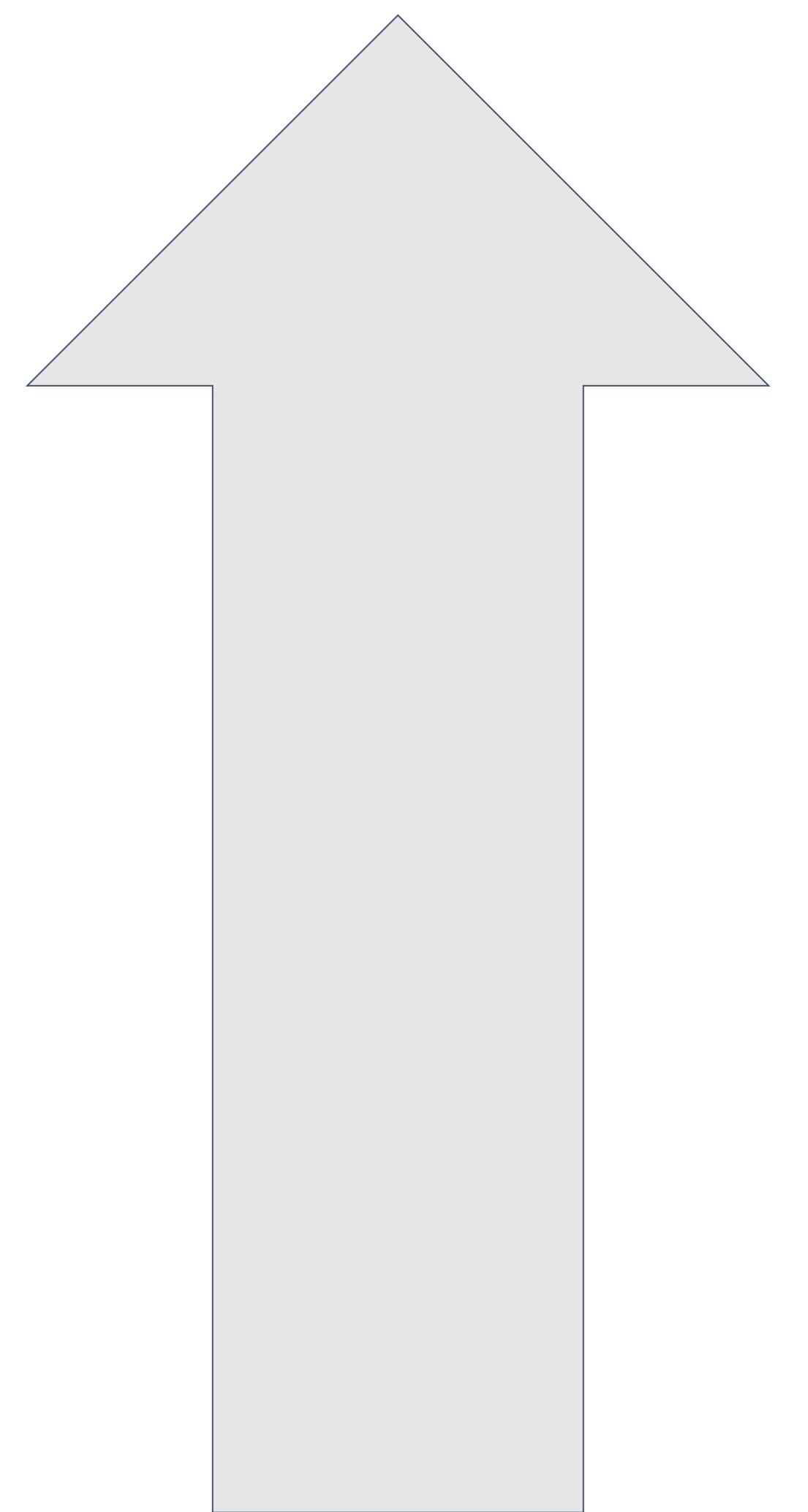
Como medimos



Como medimos



Resultado : 15% de mejora



Como medimos

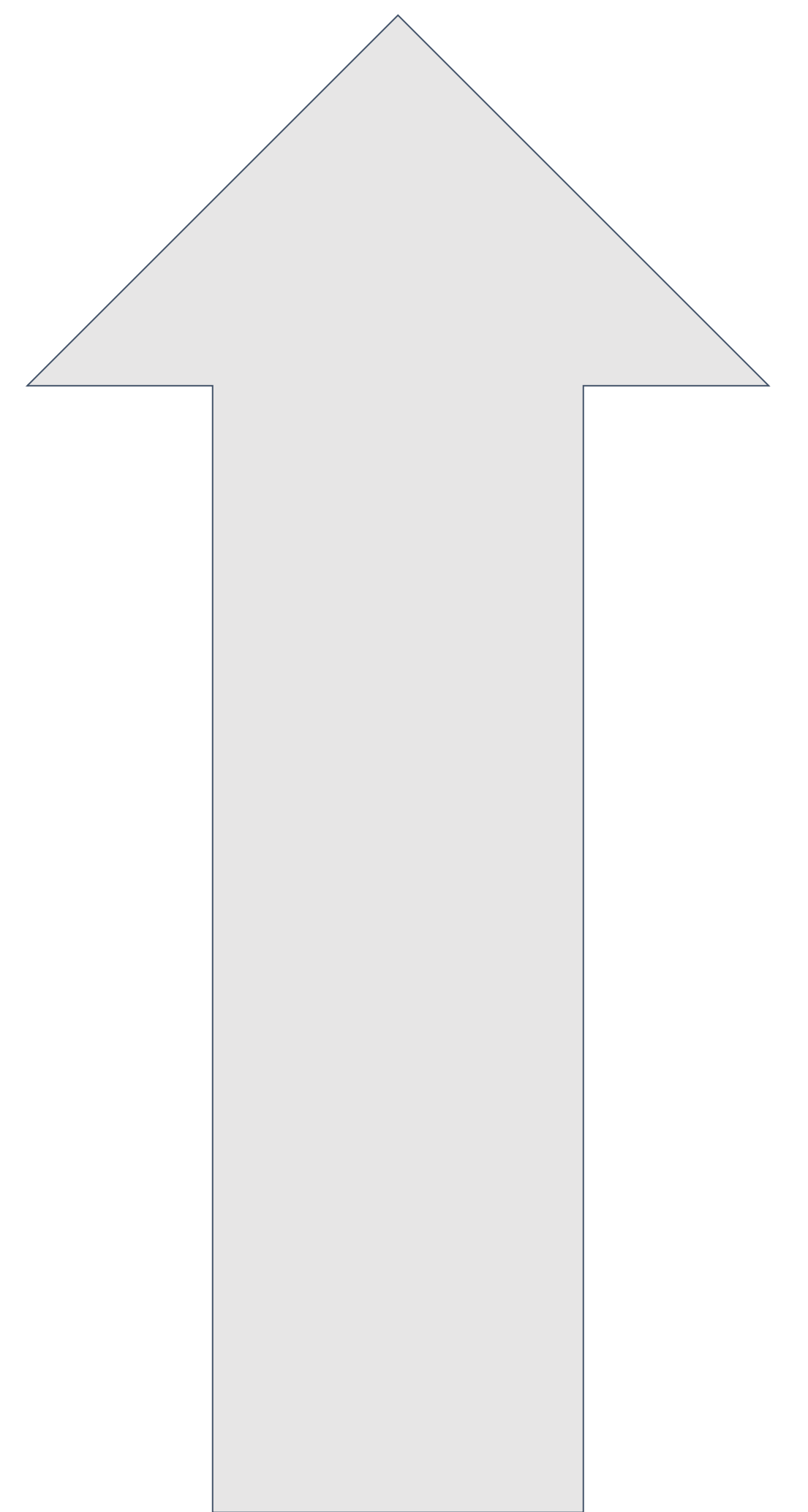
3%

3%

3%

3%

3%



Resultado : 15% de mejora

Como medimos

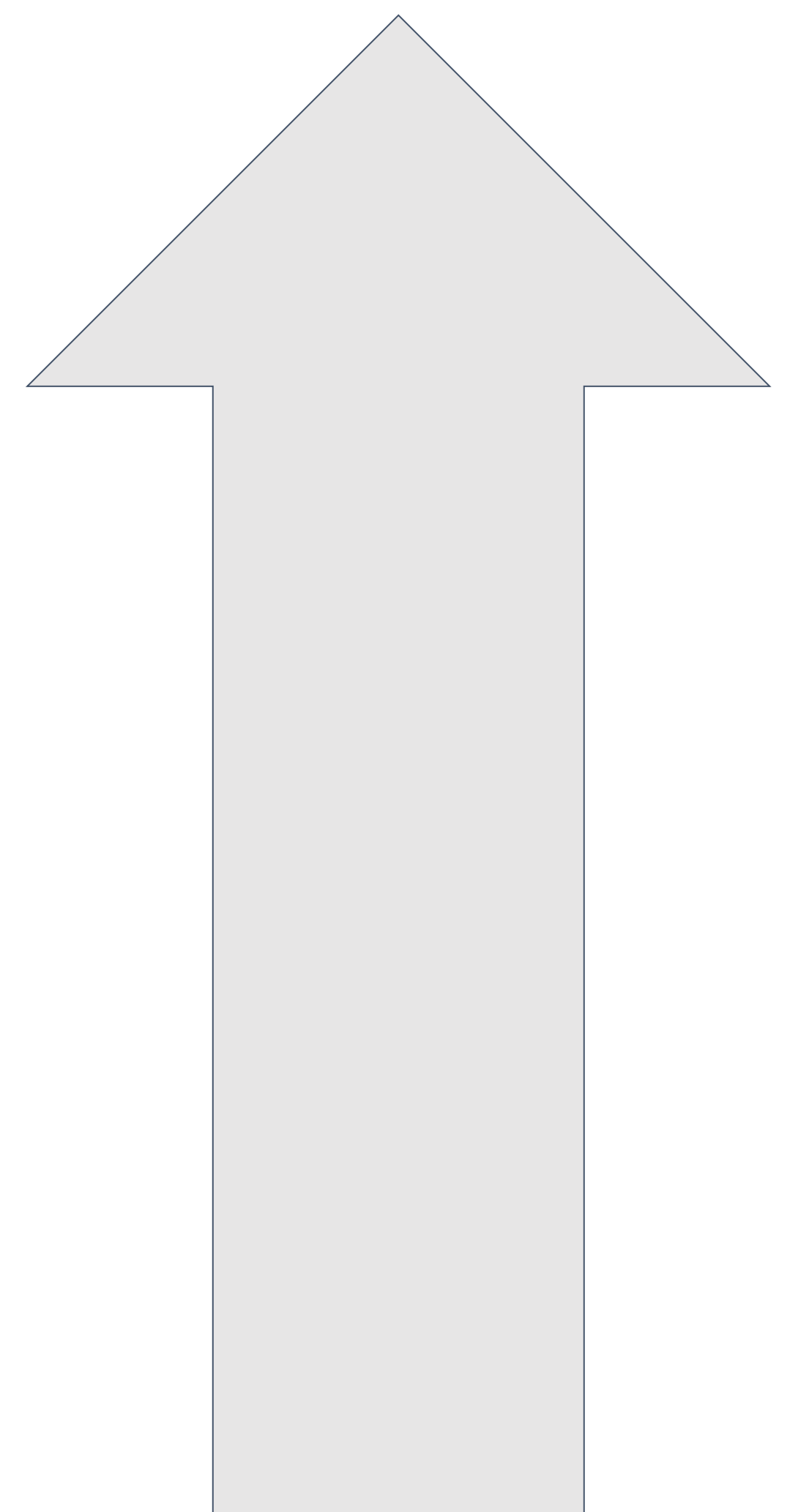
10%

5%

0%

0%

0%



Resultado : 15% de mejora

Como medimos

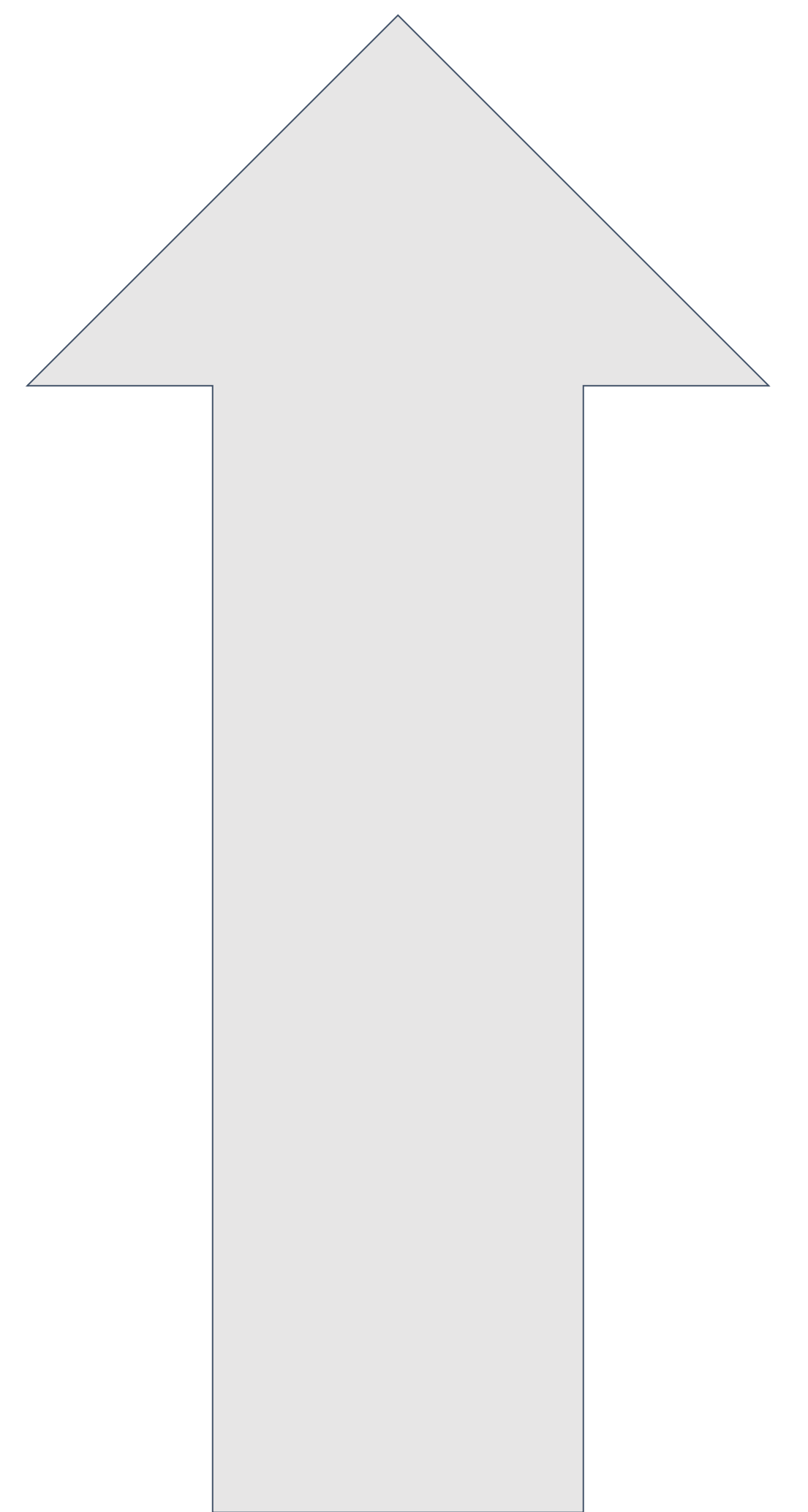
15%

10%

0%

-5%

-5%



Resultado : 15% de mejora

Como medimos

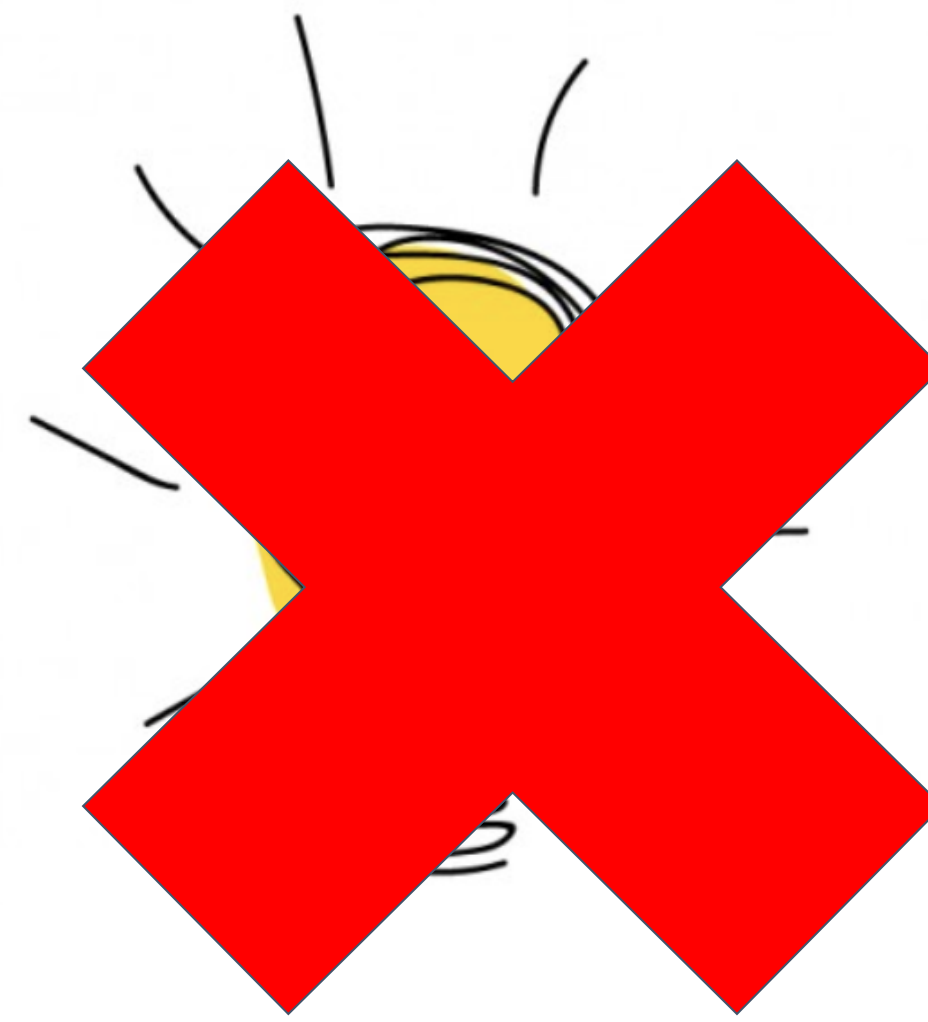
15%



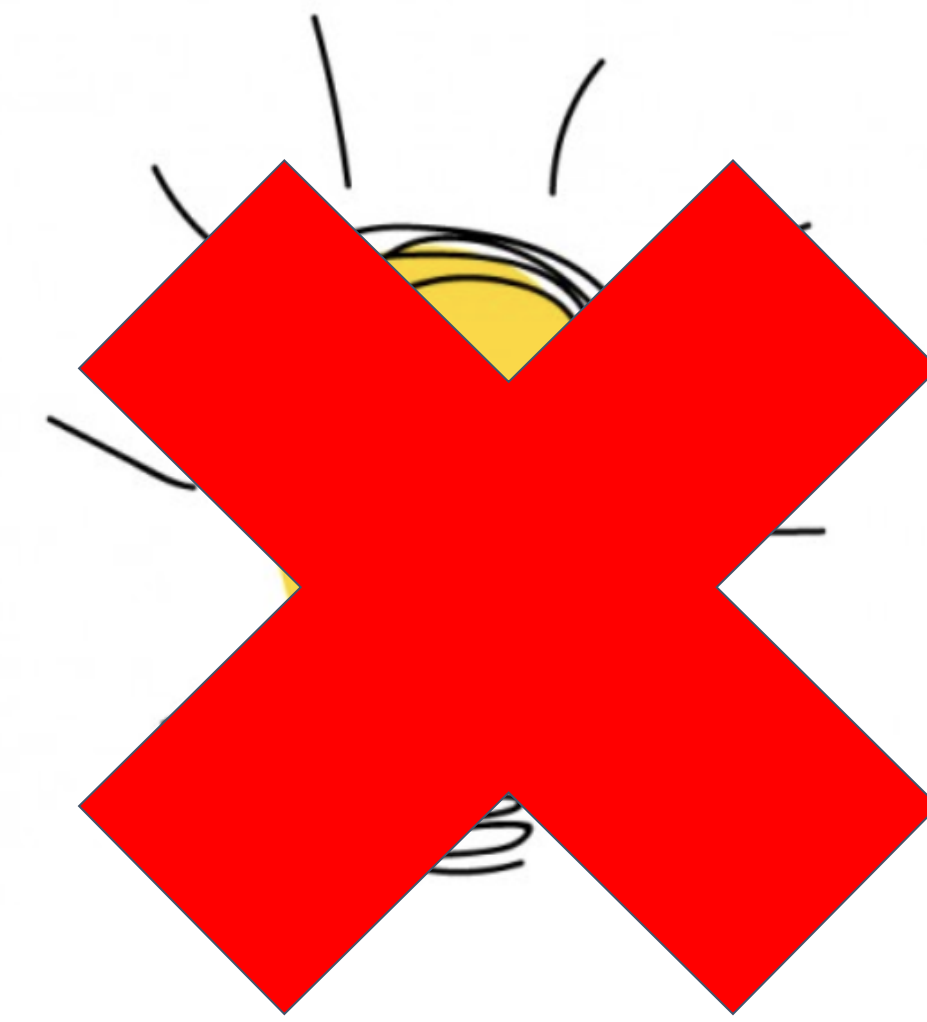
10%



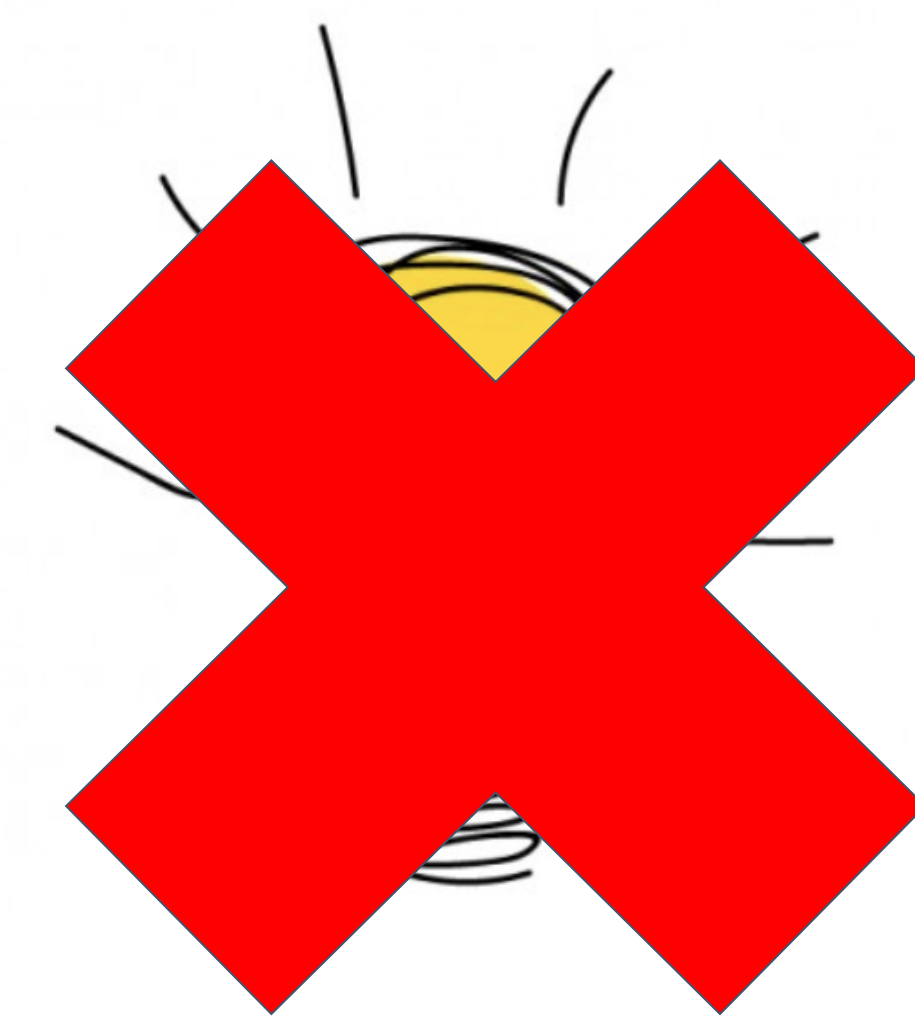
0%



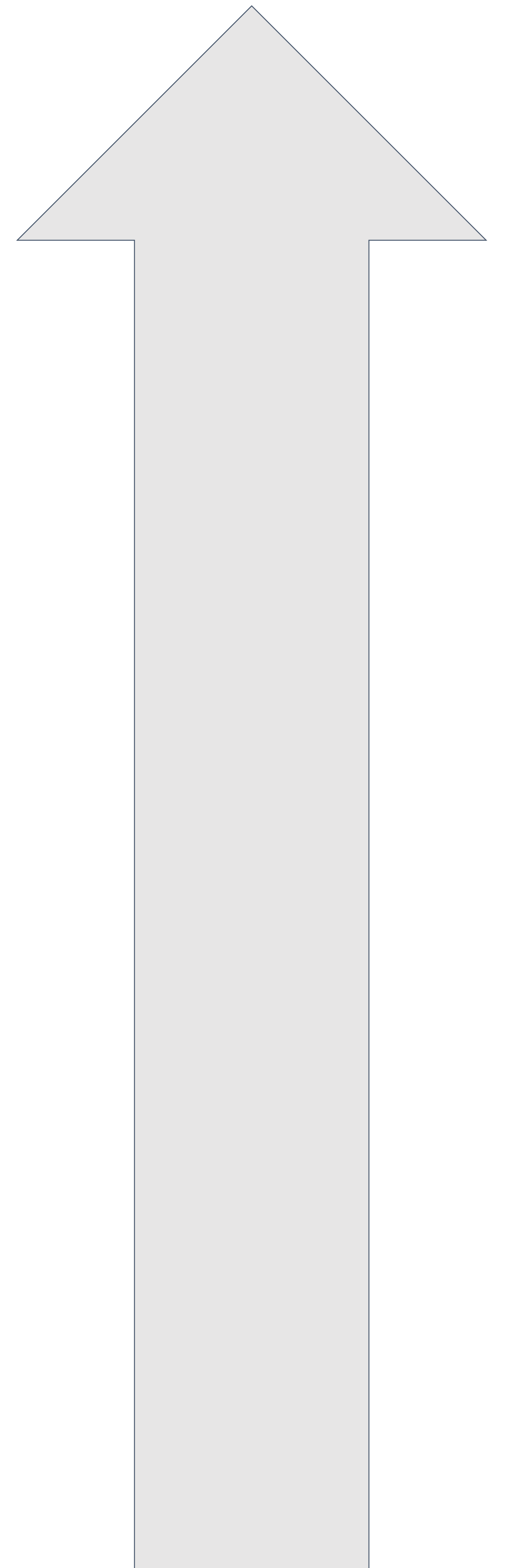
-5%



-5%



Resultado : 25% de mejora



Como medimos

ANTES

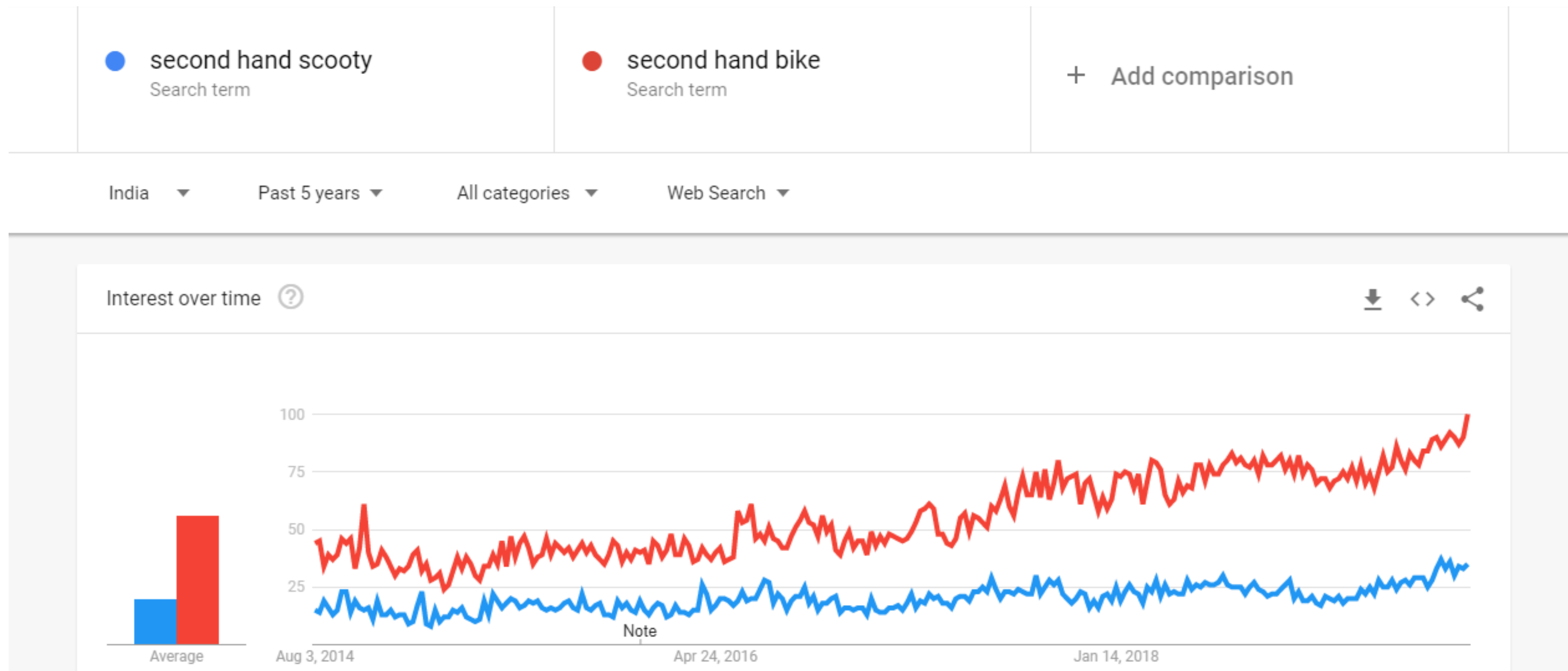
500,000 visitas por mes



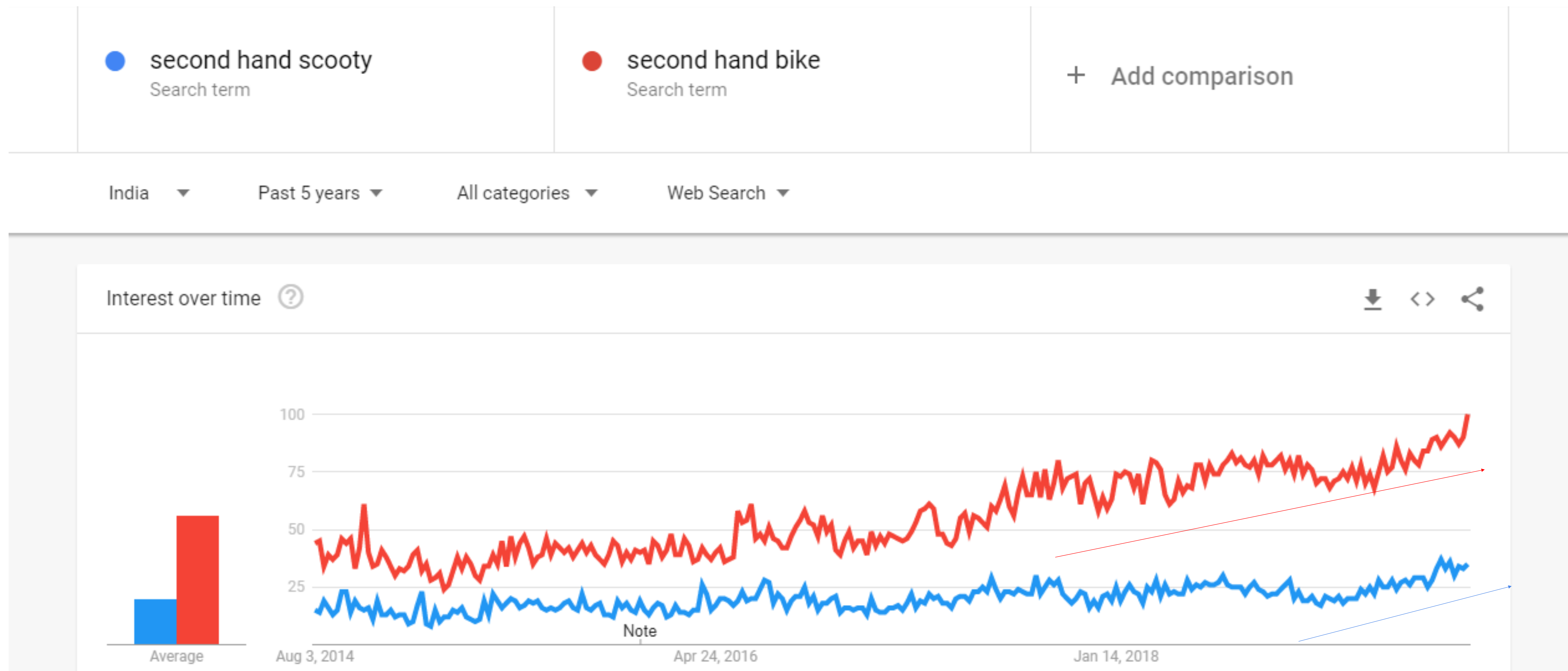
DESPUES

600,000 visitas por mes

Como medimos



Como medimos



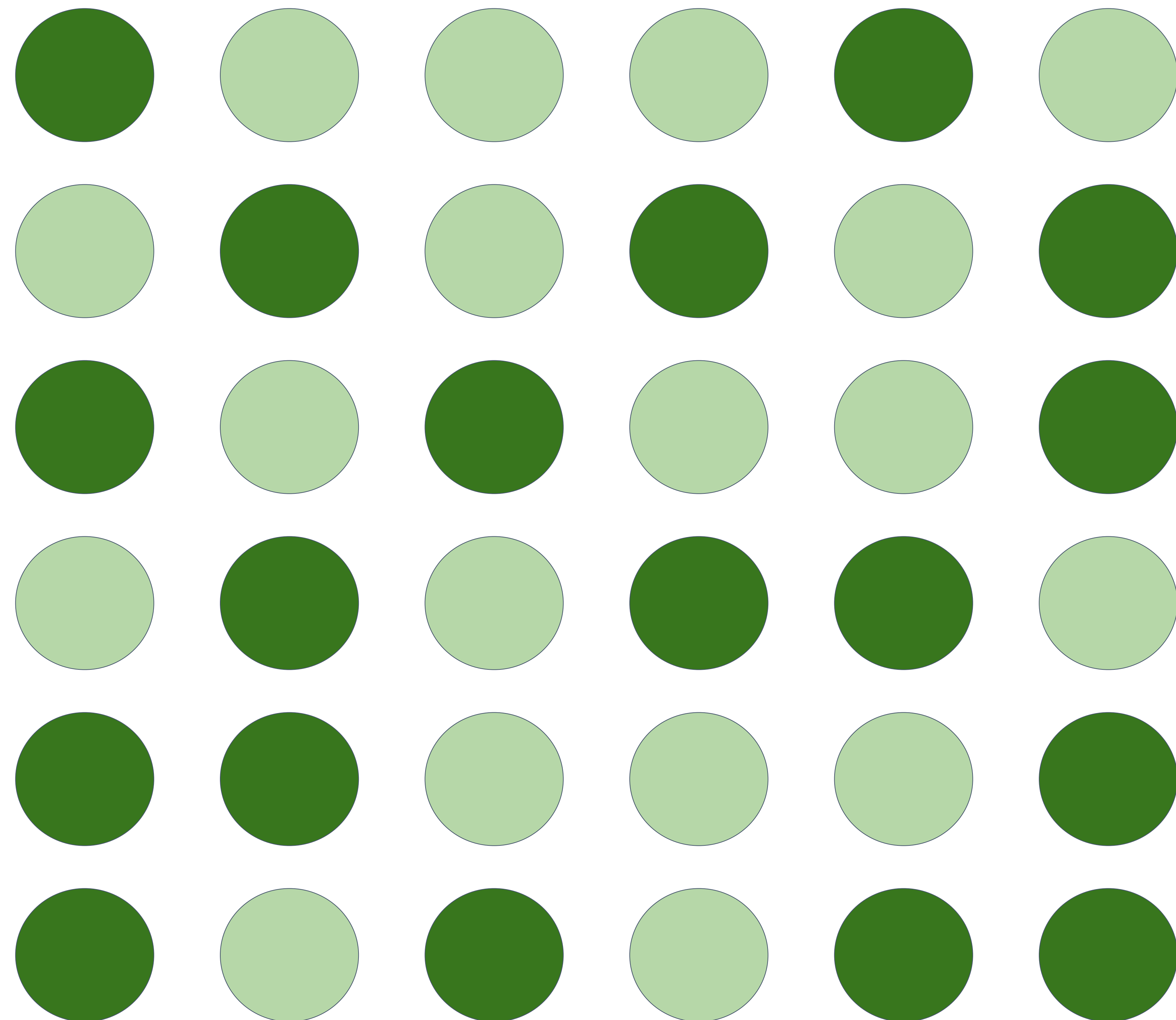
Qué hacemos?

Construimos universo paralelo

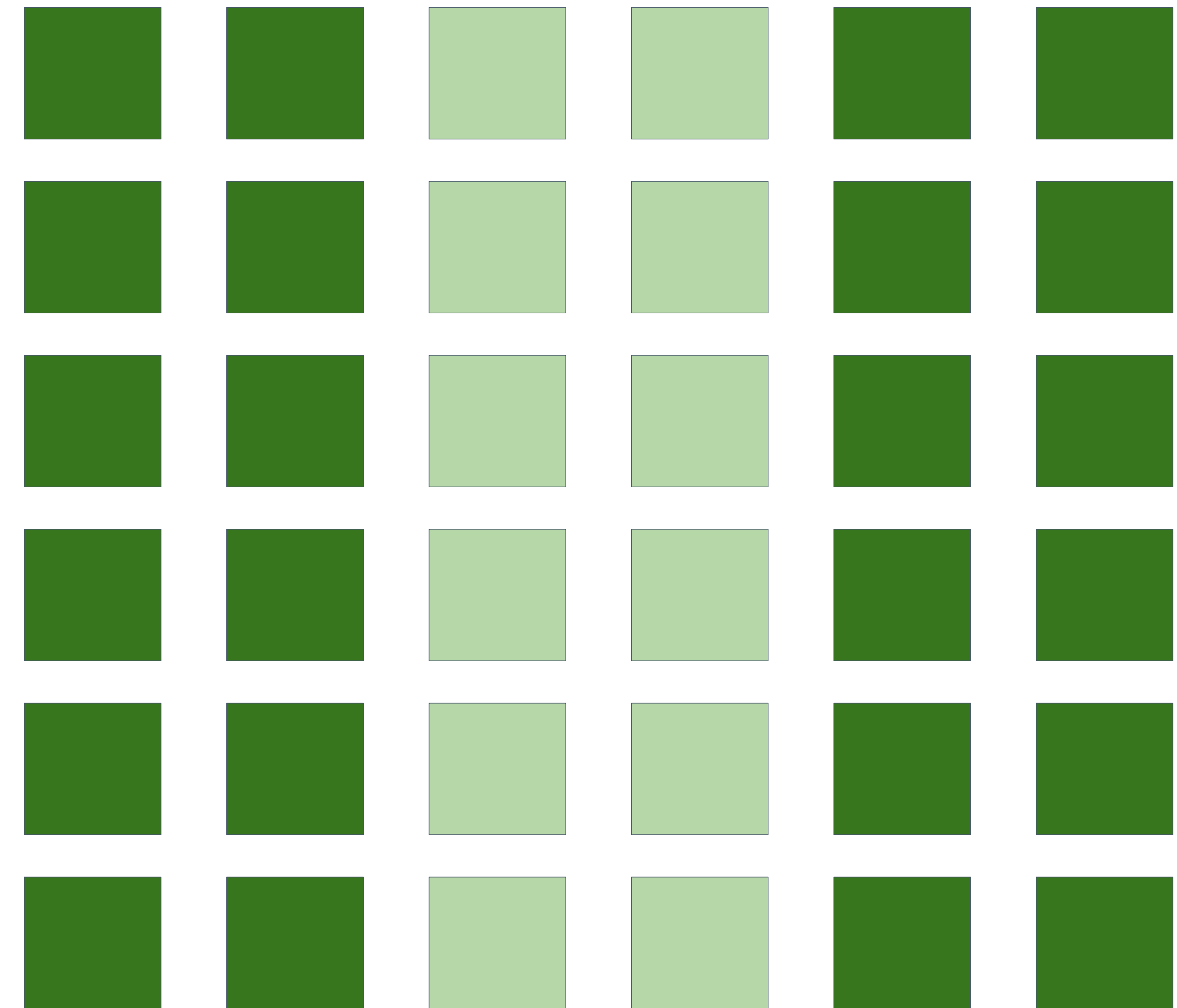


A/B Test en SEO

AB Test por Usuarios



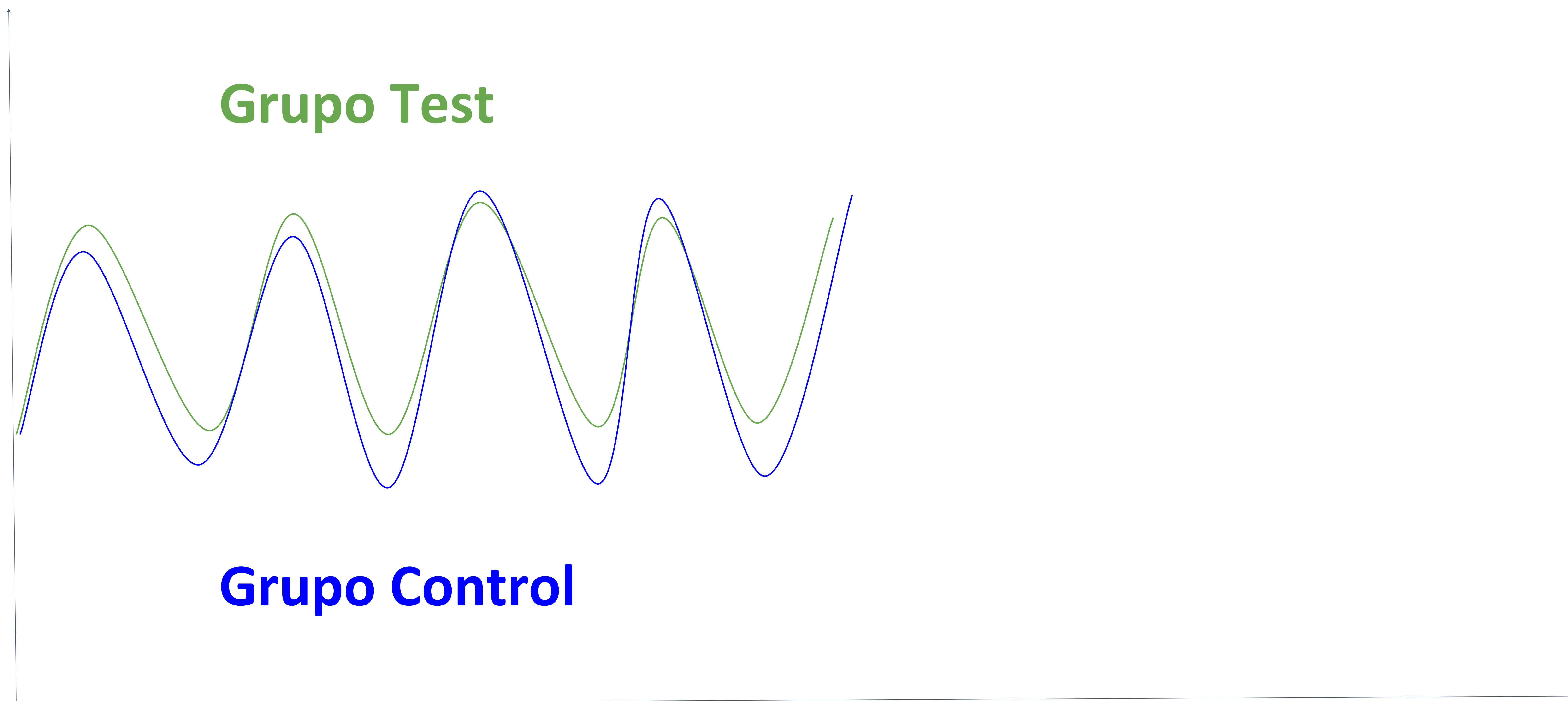
AB Test por Paginas



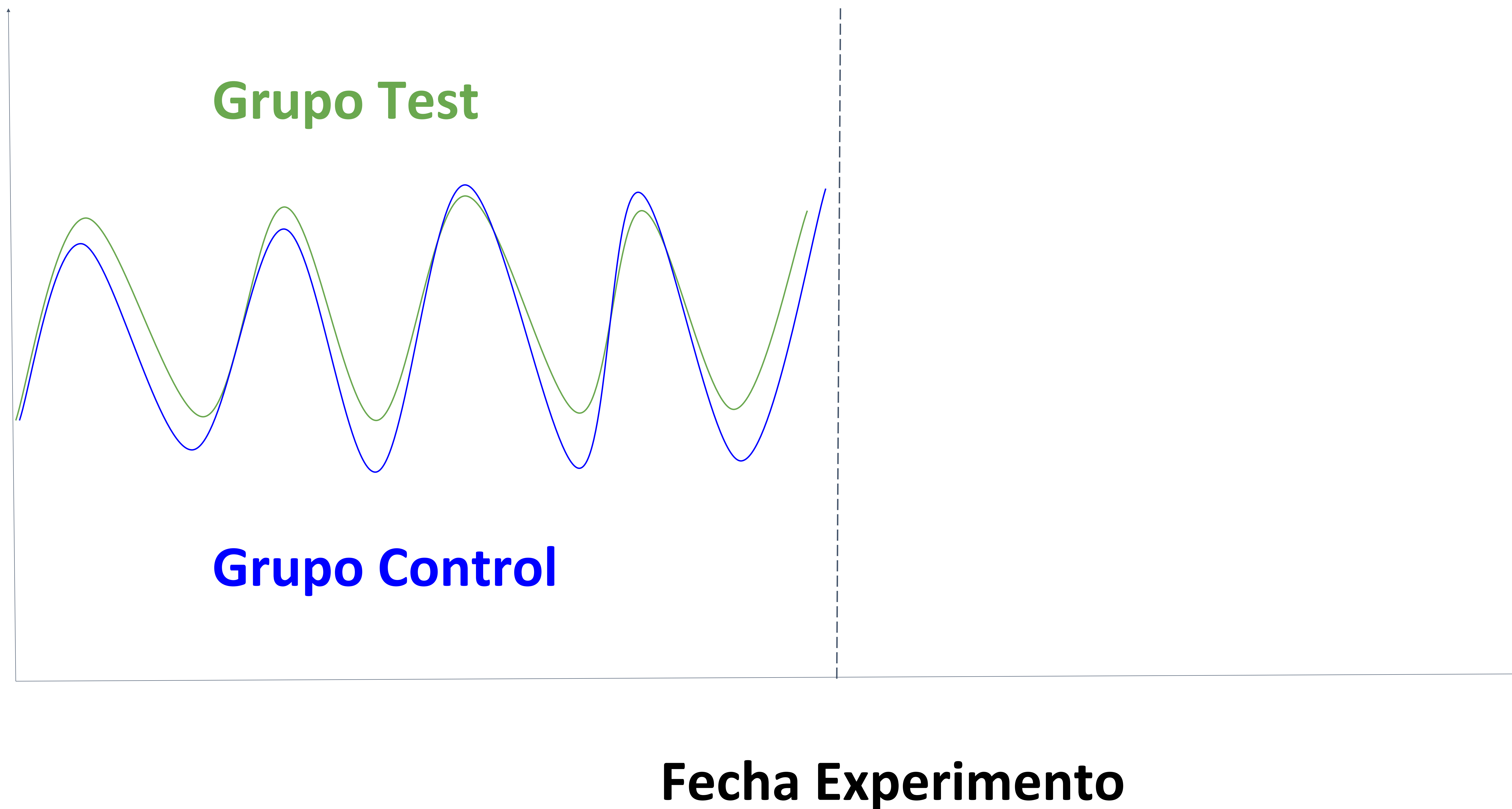
A/B Test en SEO



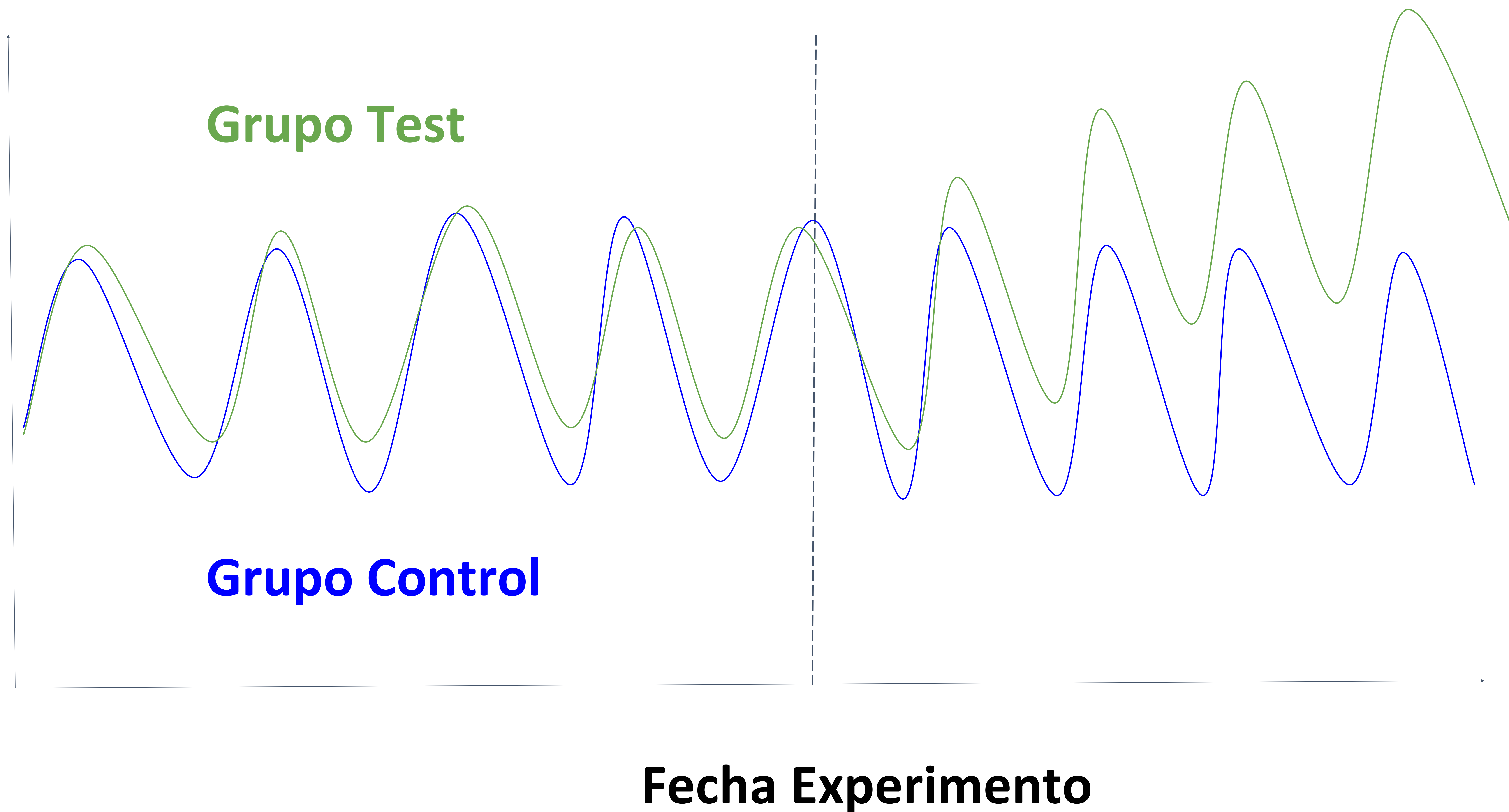
A/B Test en SEO



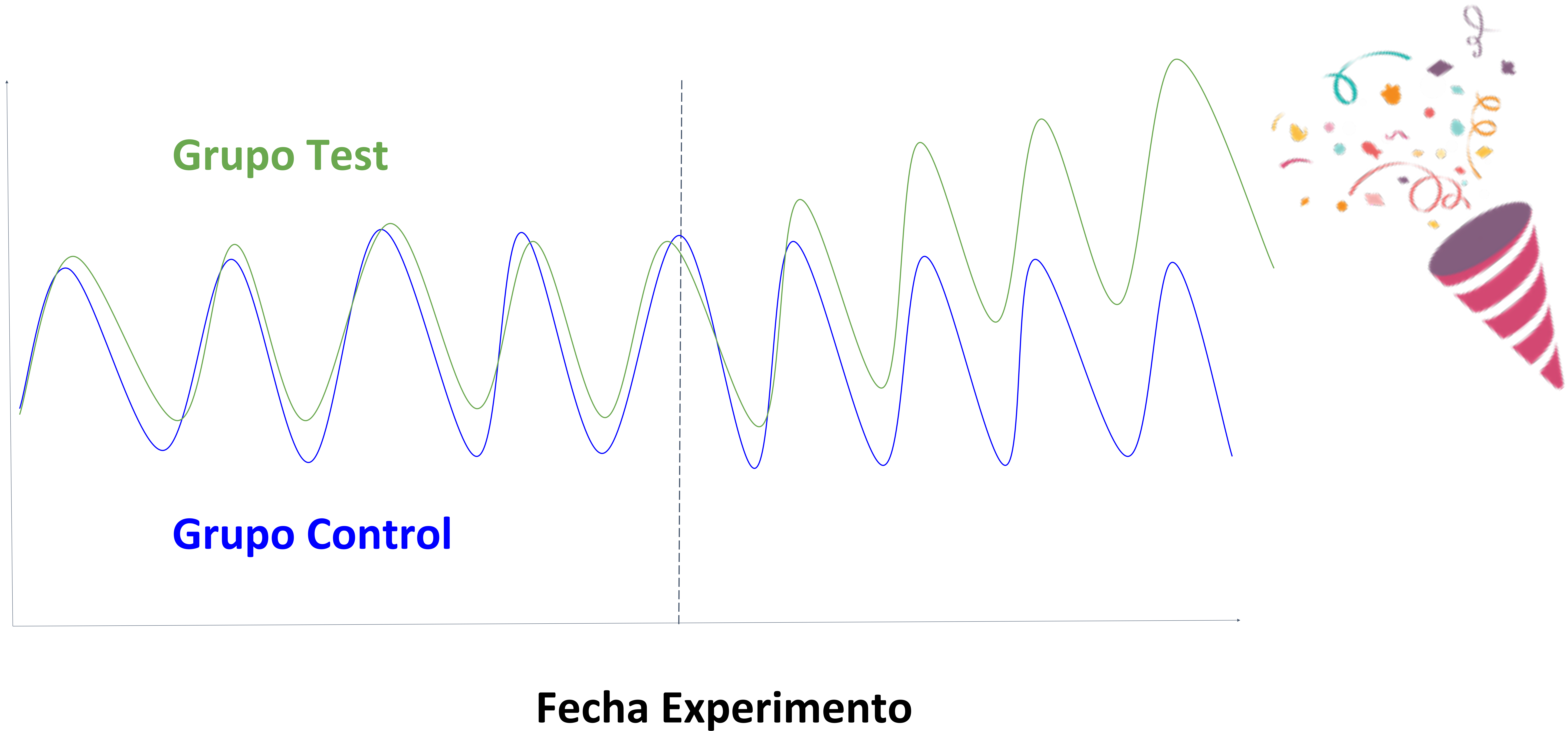
A/B Test en SEO



A/B Test en SEO



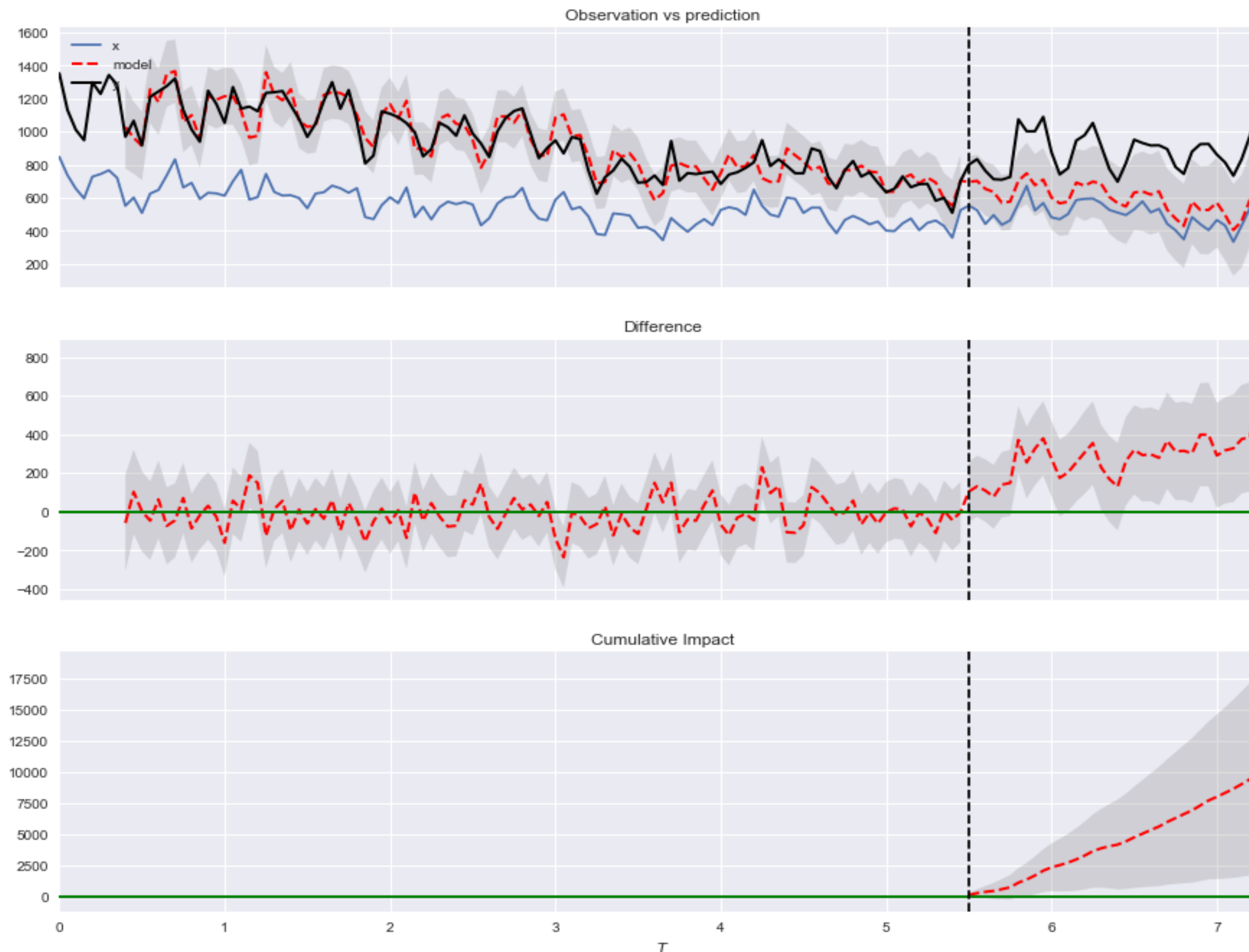
A/B Test en SEO



A/B Test en SEO



Resultados A/B Test



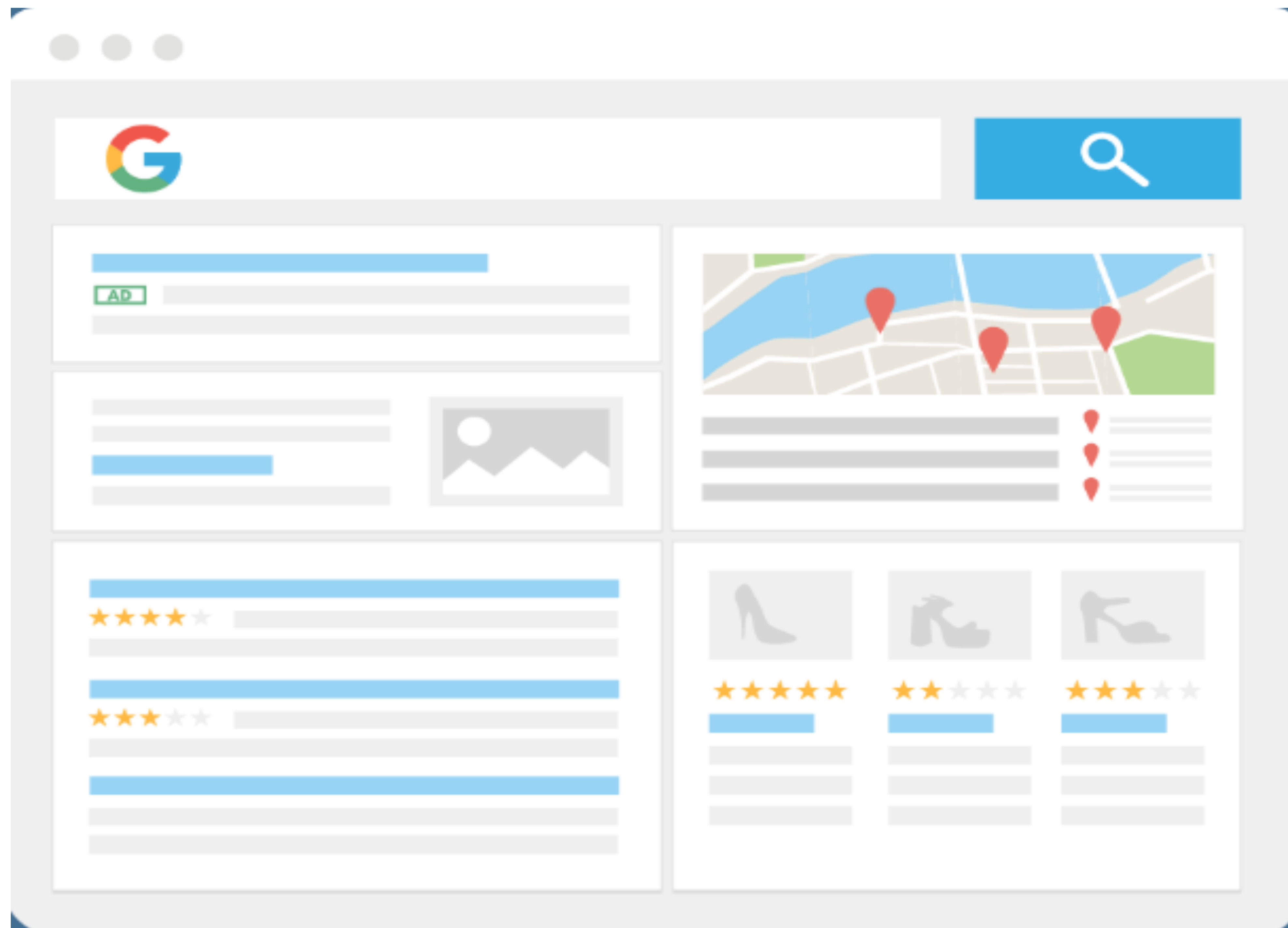
Usando Google's **causal-impact**, A/B testamos la performance de 2 categorías similares.

Dio un resultado estadísticamente significativo de 10% contra lo proyectado.

Nuestro Contexto
SEO como Servicio
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Cómo exploramos SERP

#SEODay

Cómo exploramos SERPs



Cómo exploramos SERPs



Gianluca Fiorelli ✓
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It surprises a lot how many SEOs rarely directly look at the SERPs, but do that only through “the 👁️” of a tool. Shame! Look at them & you’ll:

- 1) see clearly the search intent detected by Google
- 2) see how to format your content
- 3) find On SERPS SEO opportunities



♡ 322 4:16 AM - Oct 23, 2018



Queremos explorar SERP en escala



**Intención de
búsqueda**



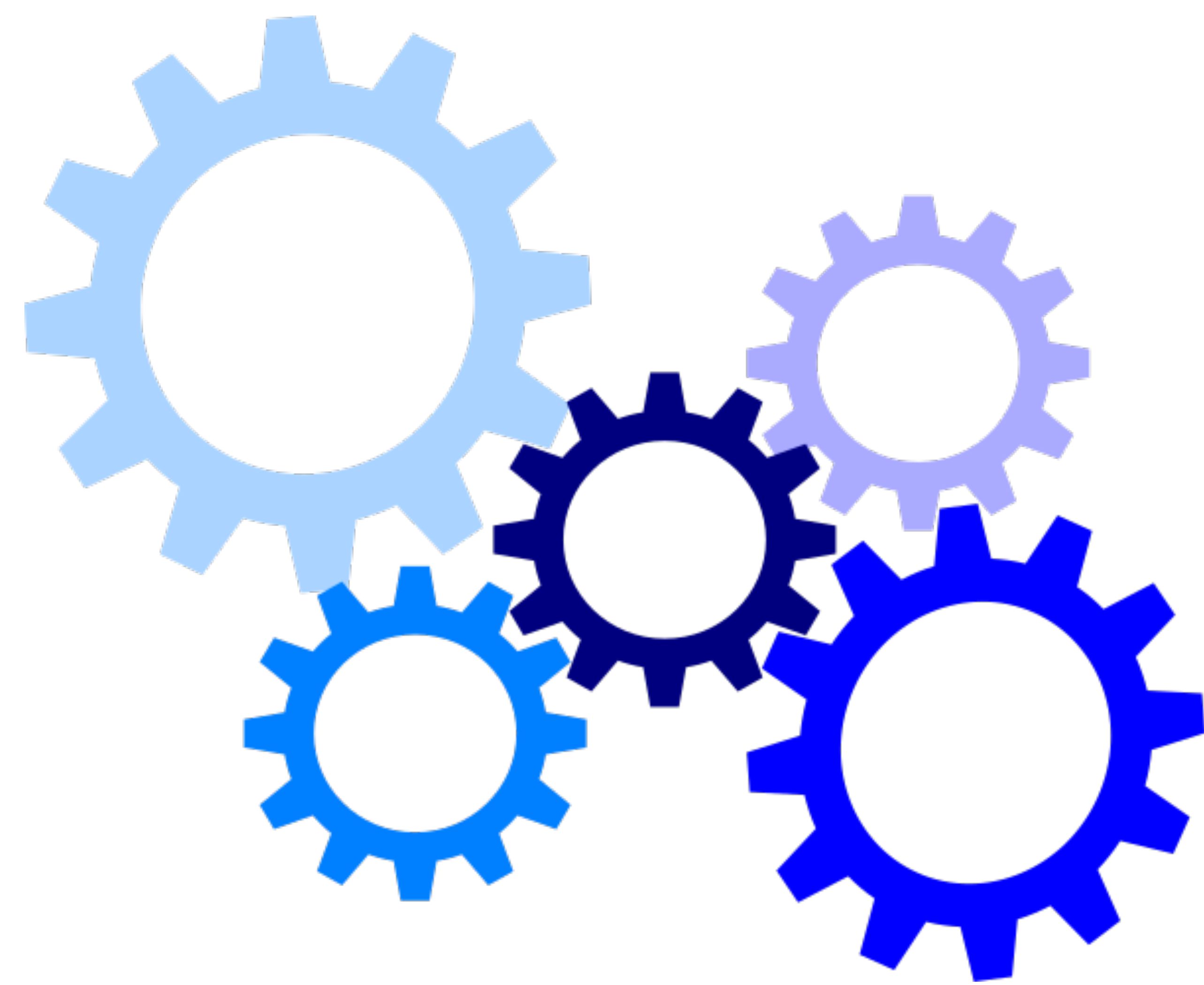
Vocabulario



**Tópicos
relacionados**



El Proceso



Obtener datos de SERP

Limpieza de datos

NGram Analysis

Part of Speech

Modelado de Topics

Obtener datos de SERP

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Part of Speech

Modelado de Topics


```
df.head(10)|
```

	Keyword	Url	Engine	rank	Title	Description
0	second hand cars	https://www.cardekho.com/usedCars	google.in	1	Second hand cars - 39628 verified used cars in...	CarDekho.com is best place in India to find la...
1	second hand cars	https://www.carwale.com/used/	google.in	2	Used Cars in India - Buy & Sell Second Hand Ca...	With more than 10000 used cars listed for sale...
2	second hand cars	https://www.carwale.com/used/cars-in-mumbai/	google.in	3	Used Cars in Mumbai, Second Hand Cars for Sale...	Used Cars in Mumbai. Find good condition secon...
3	second hand cars	https://www.cartrade.com/buy-used-cars	google.in	4	Used Cars in India, Certified Second Hand Cars...	Buy Used Cars in India from CarTrade. Get Cert...
4	second hand cars	https://droom.in › Cars	google.in	5	99135 Used Cars in India, Second Hand Cars for...	17th June 2019 Used Cars in India - Find most ...
5	second hand cars	https://www.zigwheels.com/used-car	google.in	6	Used Cars for Sale, Buy Second Hand Cars in In...	Buy Certified Used Cars from India's number 1 ...
6	second hand cars	https://www.quikr.com › Cars & Bikes	google.in	7	33749 Used Cars in India Second Hand Cars fo...	17 June 2019: Used cars in India (33749 result...
7	second hand cars	https://www.quikr.com › Cars & Bikes	google.in	8	2080 Used Cars in Chennai Second Hand Cars f...	17 June 2019: Used cars in Chennai (2080 resul...
8	second hand cars	https://auto.ndtv.com/used/cars-for-sale	google.in	9	Cars for Sale: Search & Buy Used Cars for Sale...	Find the best used cars available for sale. Be...
9	second hand cars	https://www.olx.in › Cars	google.in	10	Used Cars for sale in India - Second Hand Cars...	OLX India offers online local classified ads f...

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```
#Lower Case
df['Title'] = df['Title'].apply(lambda x: " ".join(x.lower() for x in x.split()))
df['Description'] = df['Description'].apply(lambda x: " ".join(x.lower() for x in x.split()))
```

```
#Remove Punctuation
df['Title'] = df['Title'].str.replace('[^\w\s]', '')
df['Description'] = df['Description'].str.replace('[^\w\s]', '')
```

```
#Remove Stopwords

from nltk.corpus import stopwords

stop = stopwords.words('english')
df['Title'] = df['Title'].apply(lambda x: " ".join(x for x in x.split() if x not in stop))
df['Description'] = df['Description'].apply(lambda x: " ".join(x for x in x.split() if x not in stop))

df.head()
```

	Keyword	Url	Engine	rank	Title	Description
0	second hand cars	https://www.cardekho.com/usedCars	google.in	1	second hand cars 39628 verified used cars indi...	cardekhocom best place india find largest coll...
1	second hand cars	https://www.carwale.com/used/	google.in	2	used cars india buy sell second hand cars carwale	10000 used cars listed sale carwale indias lar...
2	second hand cars	https://www.carwale.com/used/cars-in-mumbai/	google.in	3	used cars mumbai second hand cars sale mumbai ...	used cars mumbai find good condition second ha...
3	second hand cars	https://www.cartrade.com/buy-used-cars	google.in	4	used cars india certified second hand cars sal...	buy used cars india cartrade get certified sec...
4	second hand cars	https://droom.in › Cars	google.in	5	99135 used cars india second hand cars sale droom	17th june 2019 used cars india find popular us...


```

: #Lemmatization
from textblob import Word
df['Title'] = df['Title'].apply(lambda x: " ".join([Word(word).lemmatize() for word in x.split()]))
df['Description'] = df['Description'].apply(lambda x: " ".join([Word(word).lemmatize() for word in x.split()]))

```

```

: #Tokenization
df['Token_title'] = [TextBlob(df['Title'][x]).words for x in range(0,len(df['Title']))]
df['Token_description'] = [TextBlob(df['Description'][x]).words for x in range(0,len(df['Description']))]

```

```

: df.head()

```

	Keyword	Url	Engine	rank	Title	Description	Token_title
0	second hand cars	https://www.cardekho.com/usedCars	google.in	1	second hand car 39628 verified used car india ...	cardekhocom best place india find largest coll...	[second, hand, car, 39628, verified, used, car...
1	second hand cars	https://www.carwale.com/used/	google.in	2	used car india buy sell second hand car carwale	10000 used car listed sale carwale india large...	[used, car, india, buy, sell, second, hand, ca...
2	second hand cars	https://www.carwale.com/used/cars-in-mumbai/	google.in	3	used car mumbai second hand car sale mumbai ca...	used car mumbai find good condition second han...	[used, car, mumbai, second, hand, car, sale, m...
3	second hand cars	https://www.cartrade.com/buy-used-cars	google.in	4	used car india certified second hand car sale ...	buy used car india cartrade get certified seco...	[used, car, india, certified, second, hand, ca...
4	second hand cars	https://droom.in › Cars	google.in	5	99135 used car india second hand car sale droom	17th june 2019 used car india find popular use...	[99135, used, car, india, second, hand, car, s...

Obtener datos de SERP

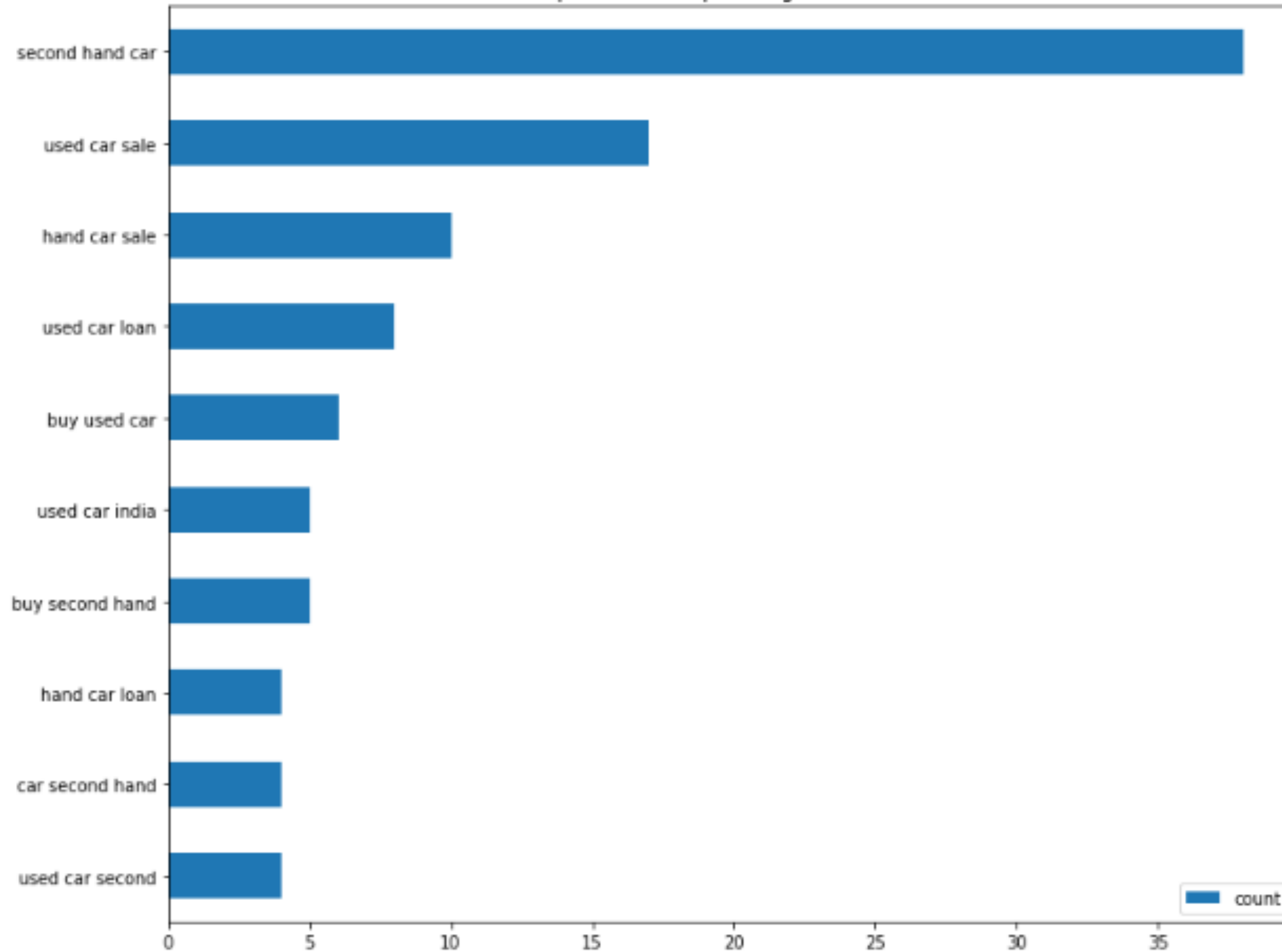
Limpieza de datos

NGram Analysis

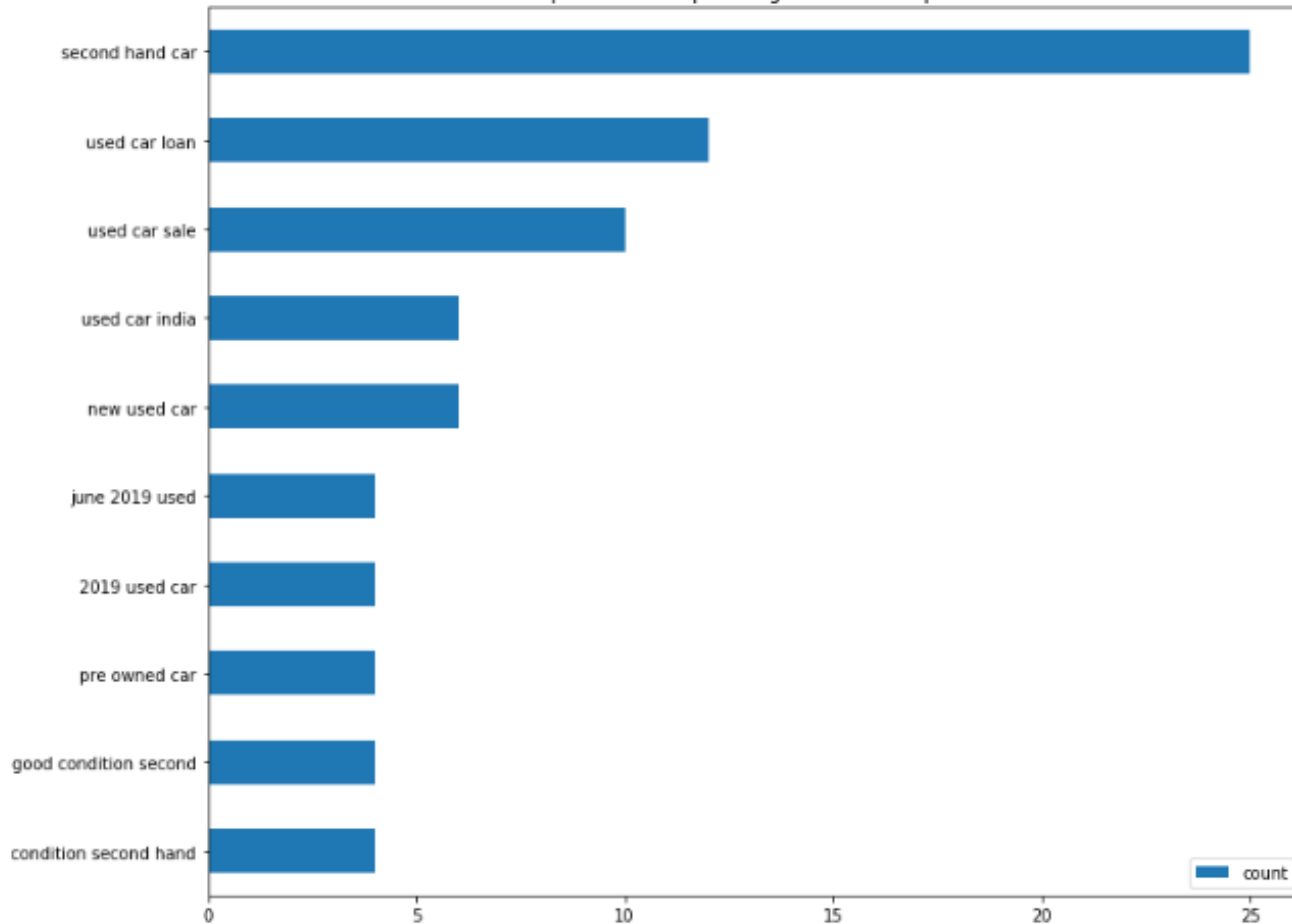
Part of Speech

Modelado de Topics

Top 10 Most Frequent 3-grams in Titles



Top 10 Most Frequent 3-grams in Descriptions



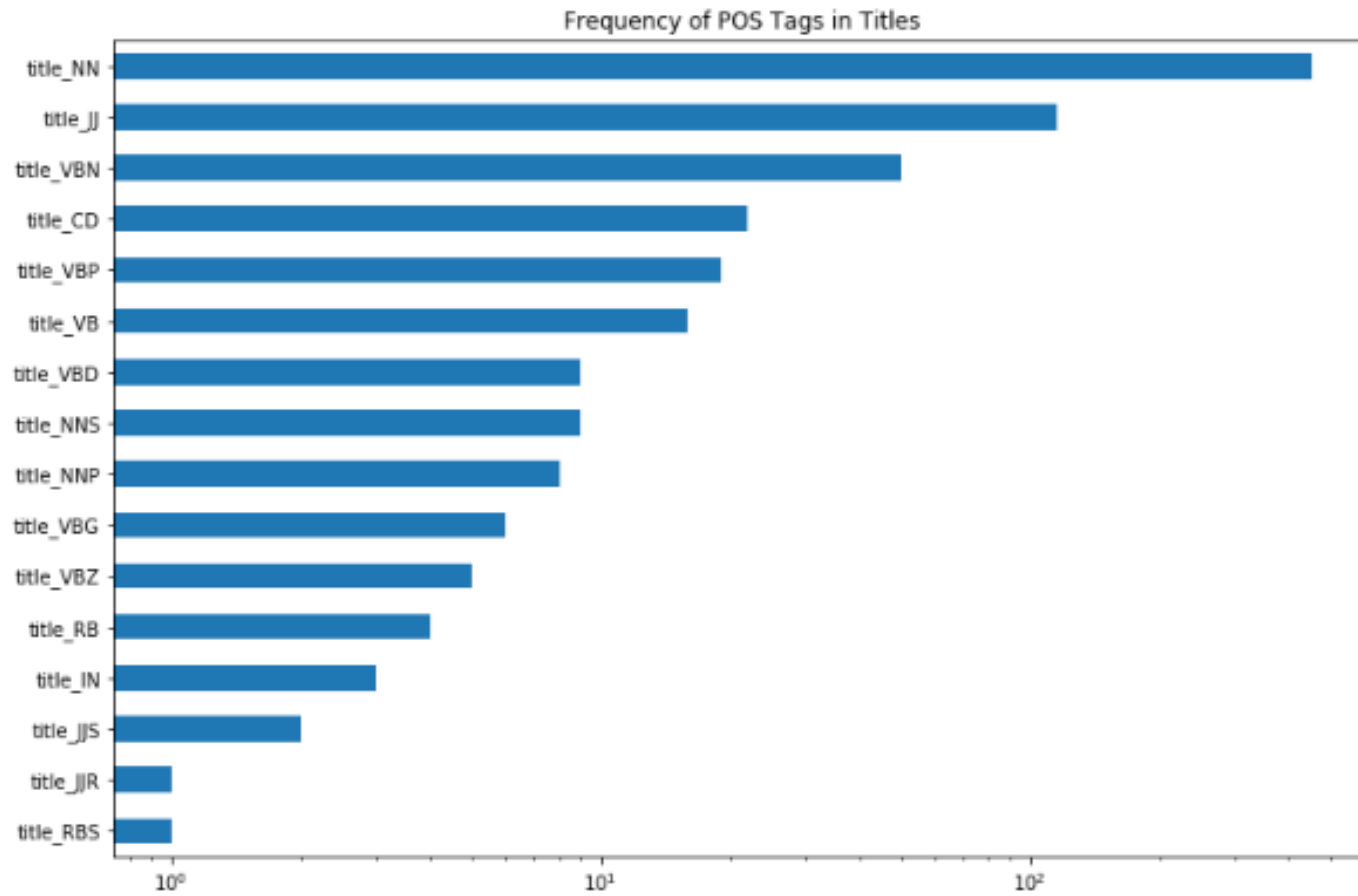
Obtener datos de SERP

Limpieza de datos

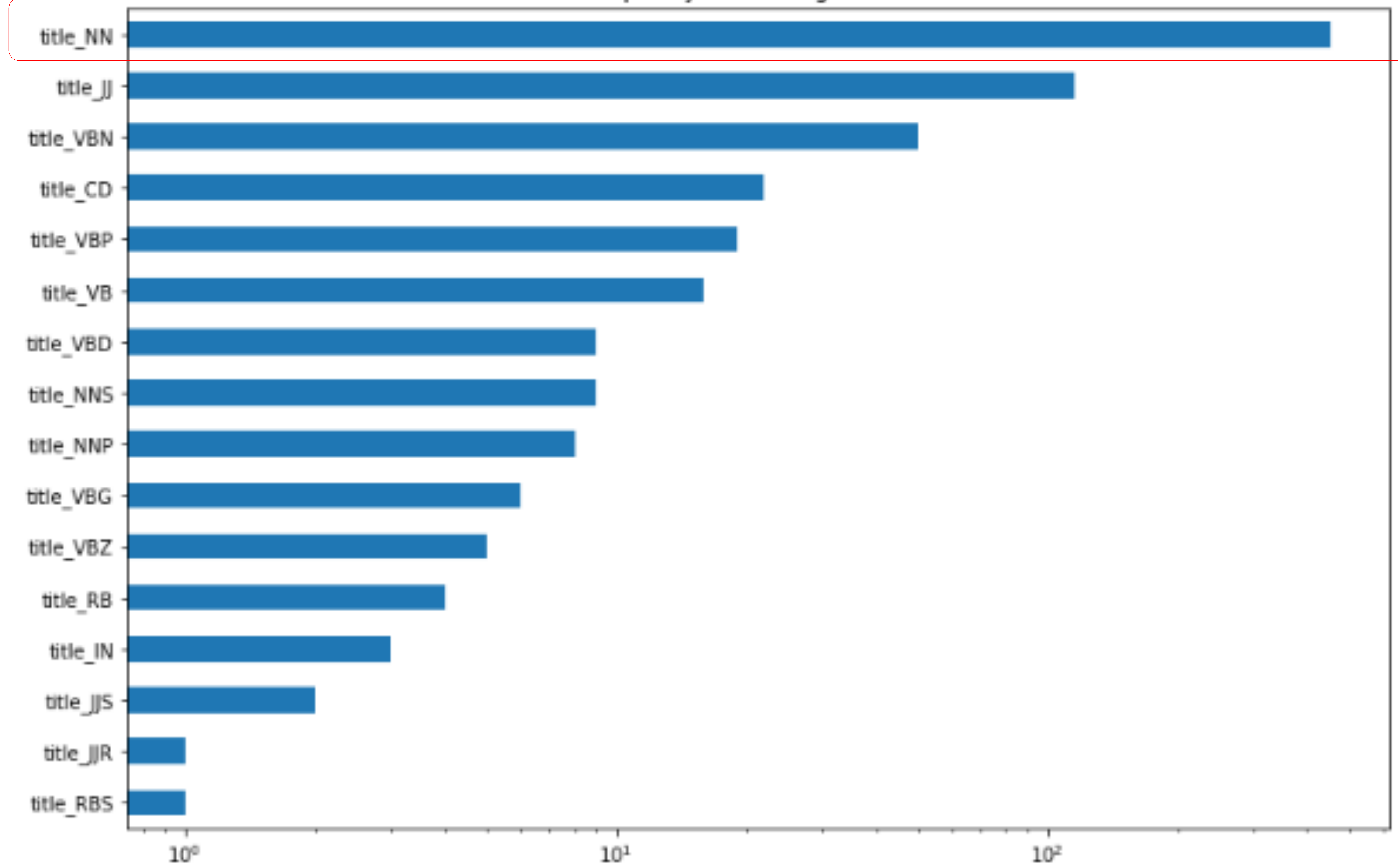
NGram Analysis

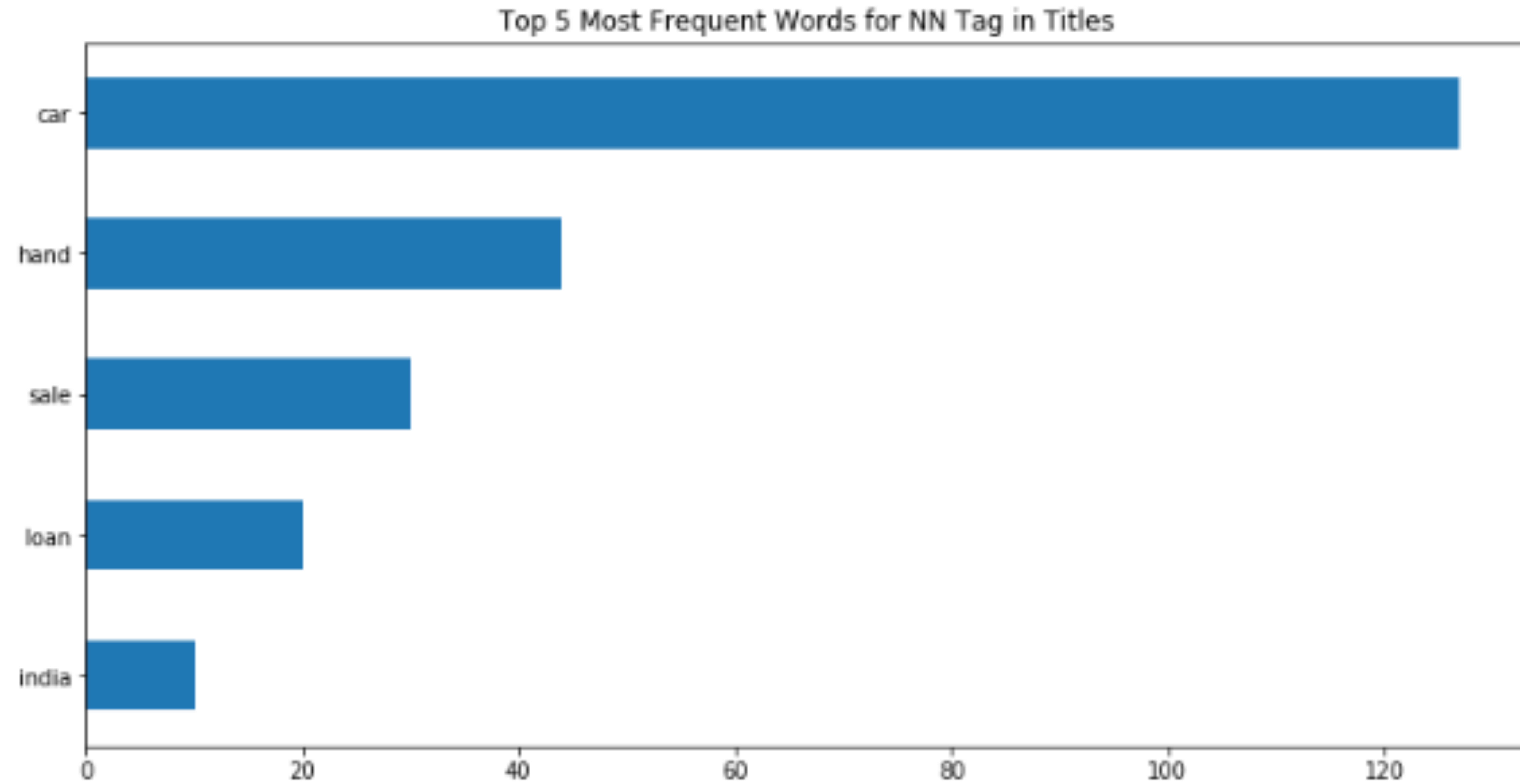
Part of Speech

Modelado de Topics



Frequency of POS Tags in Titles





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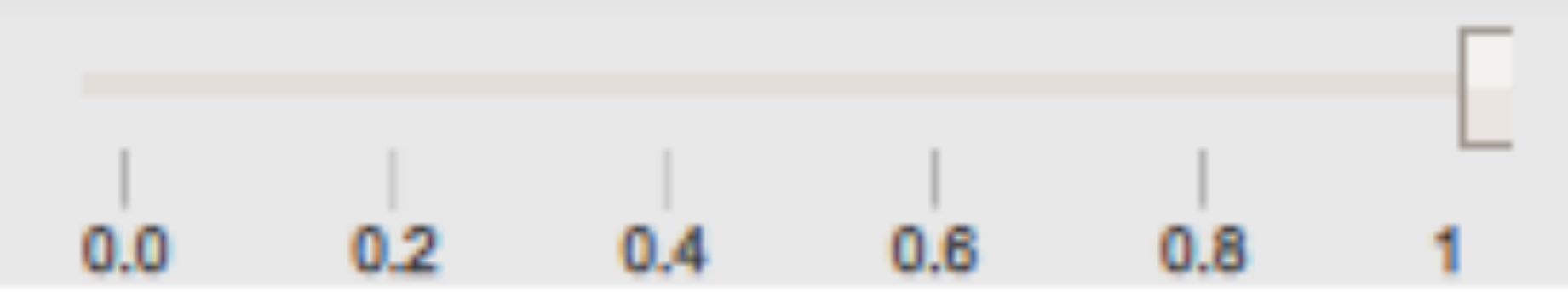
Part of Speech

Modelado de Topics

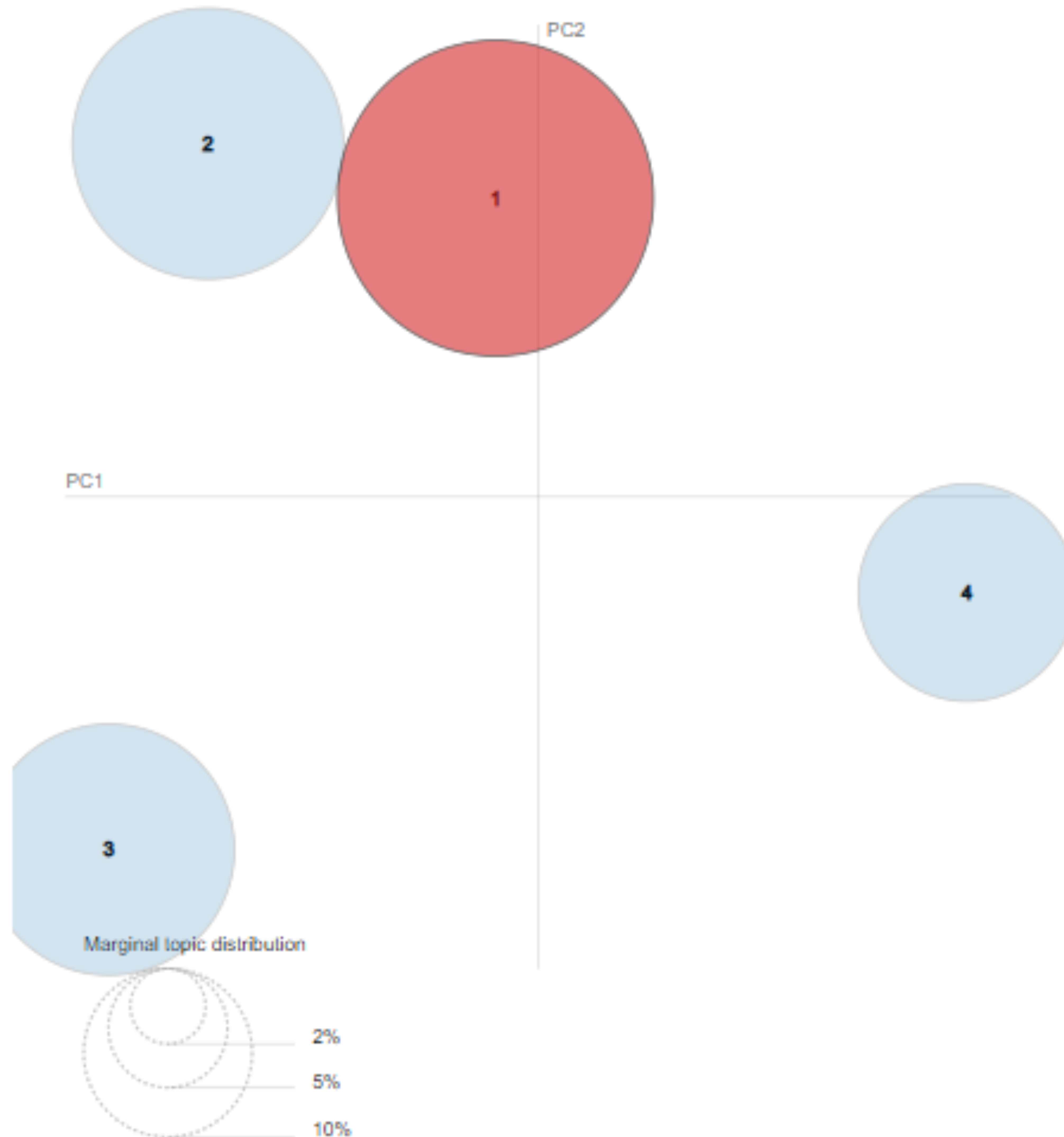
Out[158]:

Selected Topic:

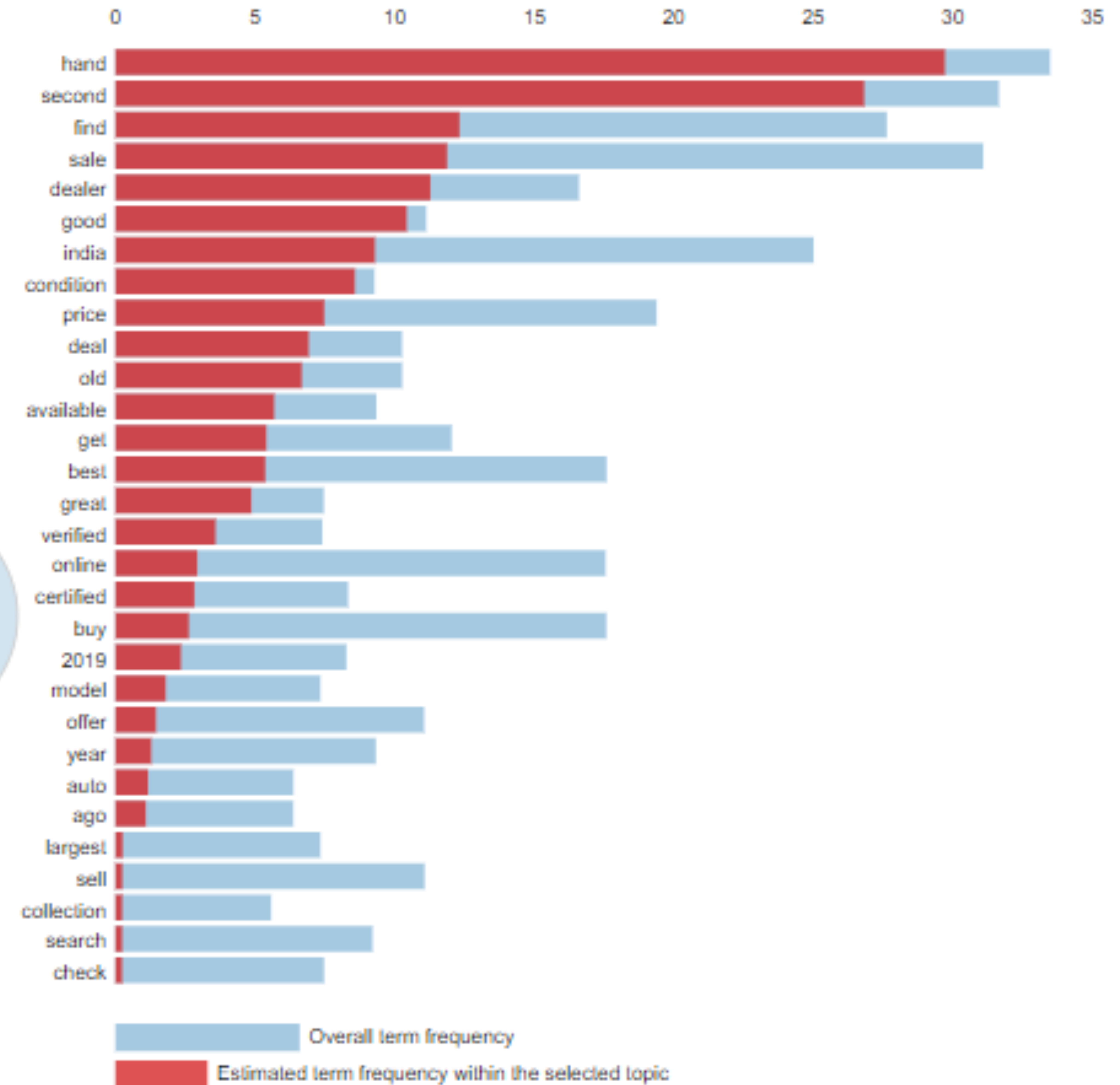
Slide to adjust relevance metric:(2)
 $\lambda = 1$



Intertopic Distance Map (via multidimensional scaling)



Top-30 Most Relevant Terms for Topic 1 (35.2% of tokens)



1. $\text{saliency}(\text{term } w) = \text{frequency}(w) * [\sum_l p(l|w) * \log(p(l|w)/p(l))]$ for topics l : see Chuang et. al (2012)
2. $\text{relevance}(\text{term } w | \text{topic } l) = \lambda * p(w|l) + (1 - \lambda) * p(w|l)/p(w)$: see Sievert & Shirley (2014)

Resumen

La mecánica de Google hace que nuestro contexto sea muy cambiante

Nos obliga a ser ágiles, probar y aprender rápido

Tenemos que construir nuestras propias herramientas para probar

Tenemos que construir herramientas para analizar muchos datos y encontrar oportunidades

Usar un lenguaje como Python nos permite lograr esto

También nos permite acceder a comunidad muy valiosa de profesionales en SEO que lo están usando

¿preguntas?

#SEODay

¡gracias!

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Próxima charla:

**Estrategias de
Linkbuilding efectivas**

¡Darío Manoukian | Costanza Martin | Ramón Ruíz!

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