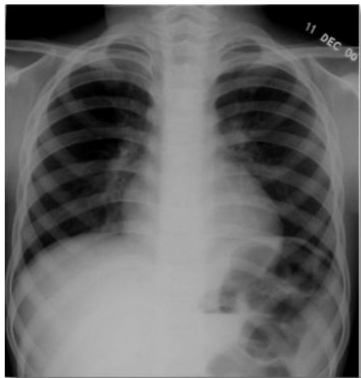


ICARE 2007:

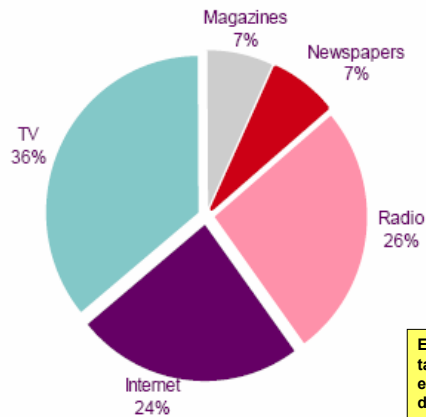
Claves

Para tener un portal (sitio) exitoso

¿en **qué** estamos?



Los medios mundiales han sido impactados por Internet,
es el tercero más masivo (**por ahora**)



El único medio que crece a tasas por sobre el **6,6 % anual** es Internet, todos los demás decrecen.

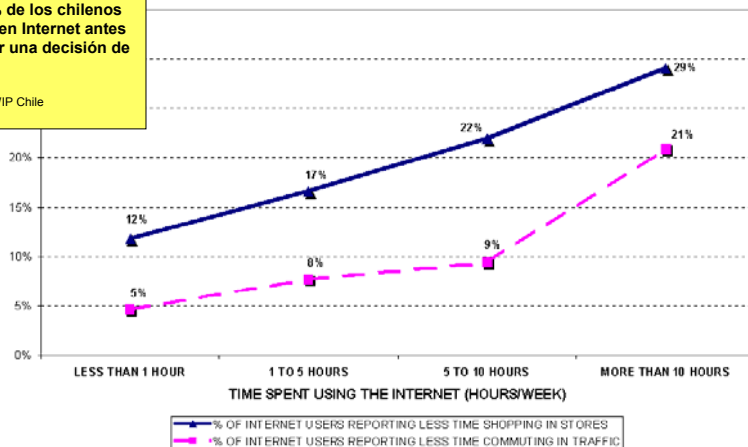
Fuente: PricewaterhouseCoopers

Estamos en un proceso de cambios de hábitos:
manejar menos, caminar menos y **navegar más**.

INTERNET USERS CHANGE SHOPPING & DRIVING HABITS

El **45,1%** de los chilenos **vitrinea** en Internet antes de tomar una decisión de compra.

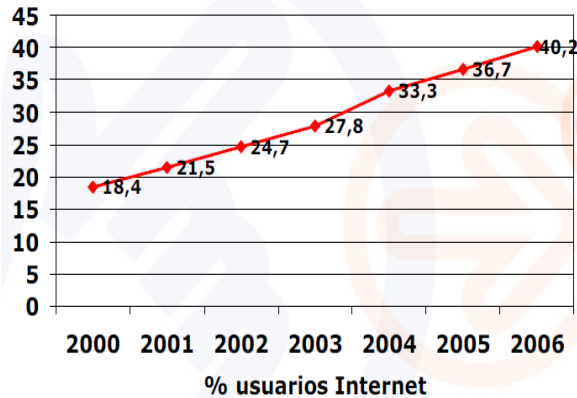
Encuesta WIP Chile
CCS y UC



Fuente: Stanford University

Usuarios Internet en Chile superan los 7.000.000:
(40,2%) población total del país.

Usuarios de Internet por año

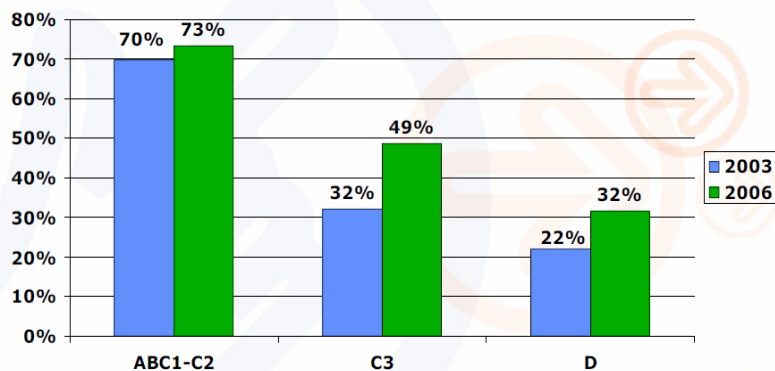


Encuesta CASEN 2006

Internet crece mayormente
en los grupos socioeconómicos **más bajos**

Usuarios de Internet según GSE (sólo Santiago)

Estimación usuarios 2006 para todo Chile en base a encuesta CASEN: 40,2%













y que hacen todos estos usuarios en Internet?

nos están **buscando**



Top Sites Chile

Browse the most popular sites on the web. [Learn more](#)

1.  **Microsoft Network (MSN)**
Dialup access and content provider.
[msn.com](#) - [Site Info](#)
2.  **Google Chile**
Buscador que enfoca sus resultados para este país y a nivel internacional tanto en español como en inglés.
[google.cl](#) - [Site Info](#)
3.  **Fotolog.com**
Fotolog.com - a great online community of interconnected photo-enthusiasts. Make it easy for your friends and family to see what's up with you by putting your latest, greatest digital photos on the web in a daily journal format.
[fotolog.net](#) - [Site Info](#)
4.  **YouTube**
YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your videos worldwide!
[youtube.com](#) - [Site Info](#)
5.  **Windows Live**
Search engine from Microsoft.
[live.com](#) - [Site Info](#)
6.  **Google**
Enables users to search the Web, Usenet, and images. Features include PageRank, caching and translation of results, and an option to find similar pages. The company's focus is developing search technology.
[google.com](#) - [Site Info](#)
7.  **Yahoo!**
Personalized content and search options. Chatrooms, free e-mail, clubs, and pager.
[yahoo.com](#) - [Site Info](#)
8.  **Terra**
Servicios de conexión ofrecidos por Terra Networks, filial de Telefónica.
[terra.cl](#) - [Site Info](#)
9.  **Megaupload**
Megaupload is a "leading website of the world" for transferring files easily, with complete security and free of charge.
[megaupload.com](#) - [Site Info](#)
10.  **>ChileWare.org - Compartir No tiene Limites.**
La mas grande comunidad de descargas en Chile, todo lo que buscas 100% gratis, visitanos no te arrepentiras.
[chileware.org](#) - [Site Info](#)

nos están buscando / 4SALE

Los **Top Ten** sitios Web más visitados (diariamente) en **Chile**, los 2 primeros **son buscadores**.

Y la lista incluye un total de 5 motores de búsqueda.

Fuente: www.alexa.com

¿Quieres que te encuentren?

web **optimization/seo**

(Search engine optimization)



web optimization / 4SALE

Tips para que me encuentren:

ubicuidad

Indexación en buscadores: palabras claves con las que me buscarán deben ser parte fundamental del contenido del sitio:

keywords

Reglas de los Buscadores: sitios deben construirse en base a scripts que sean legibles por los buscadores. Flash es una película, **no es indexable**.

Actualizable: los buscadores dan **mayor relevancia** a sitios que se actualizan periódicamente.



No.	Error	Description	Weight
Keywords			
1	Keywords in meta-tag	This is one of the most important places to have a keyword because what is written inside the meta-tag often is search results on your page title. The meta-tag must be about 60-70 words at most and the keyword must be near the beginning.	+3
2	Keywords in URL	Keywords in URL is help a lot. e.g. http://www.4sale.com/keywords.php where "SEO services" is the keyword phrase you attempt to rank for. But if you don't have the keywords in other parts of the document, don't rely on having them in the URL.	+3
3	Keyword density in document text	Another very important factor you need to check. 3-7 % for major keywords is best. 1-2 for minor. Keyword density of over 10% is bad and looks more like keyword stuffing. Have a naturally written text.	+3
4	Keywords in anchor text	Also very important, especially for the anchor text of external links. Because if you have the keyword in the anchor text is link from another site, this is regarded as getting a vote from this site not only about your site in general, but about the keyword in particular.	+3
5	Keywords in headings (H1, H2, H3, etc.)	One more place where keywords count a lot. But ensure that your page has actual text about the particular keyword.	+3
6	Keywords in the beginning of a document	Also counts, though not as much as anchor text, title tag or heading. However, have in mind that the beginning of a document does not necessarily mean the first paragraph. For instance if you submit, the first paragraph of text might be in the second half of the text.	+2
7	Keywords in meta-tags	Spiders don't read images but they do read their textual descriptions in the meta-tag, so if you have images on your page, be in the meta-tag with some keywords about them.	+2
8	Keywords in meta-tags	Less and less important, especially for Google. Yahoo! and MSN still rely on them, so if you are submitting to Yahoo! or MSN, be there tags properly. In any case, filling these tags properly will not hurt, so do it.	+1
9	Keyword proximity	Keyword proximity measures how close in the text the keywords are. It is best if they are immediately one after the other (e.g. "big bag") with no other words between them. For instance, if you have "big" in the first paragraph and "bag" in the third paragraph, this also counts but not as much as having the phrase "big bag". However, this is not a very good measure of keyword proximity as it is applicable for keyword phrases that consist of 2 or more words.	+1
10	Keyword phrases	In addition to keywords, you can optimize for keyword phrases that consist of several words. e.g. "SEO services". It is best when the keyword phrases you optimize for are popular ones, so you can get a lot of exact matches of the search string but competitors' keywords are to optimize for at 2-3 keywords (keyword "SEO" and "services") then for one phrase that might occasionally get an exact match.	+1
11	Secondary keywords	Optimizing for secondary keywords can be a golden mine because when everybody else is optimizing for the most popular keywords, there will be less competition (and probably more traffic) for pages that are optimized for the minor ones. For instance, "real estate new jersey" might have thousand times less hits than "real estate" only but if you are operating in New Jersey, you will get less but considerably better targeted traffic.	+1
12	Keyword stemming	For English this is not as much of a factor because words that stem from the same root (e.g. "big", "bigger", "biggest") are all stemmed and you will get hits for all of them. For other languages that are not stemmed and you will get hits for "big" and "bigger" but not for "biggest". So, for other languages, it is better to use the full form of the word. However, some engines that stem from the same root are considered as not related and you might need to optimize for all of them.	+1
13	Synonyms	Optimizing for synonyms of the target keywords, in addition to the main keywords. This is good for sites in English, for which search engines are smart enough to use synonyms as well, when ranking pages. However, for other languages, this is not taken into account, when calculating relevance and similarity.	+1
14	Keyword misspells	Spelling errors are very frequent and if you know that your target keywords have popular misspellings or alternative spellings (e.g. "Christmas" and "Xmas"), you might be tempted to optimize for them. Yes, this might get you some extra traffic, but having spelling mistakes on your site does not make a good impression, so you'd better don't do it, or do it only in the headings.	0
15	Keyword dilution	When you are optimizing for an excessive amount of keywords, especially unrelated ones, this will affect the performance of all your keywords and even the major ones will be lost (diluted) in the text.	-2
16	Keyword stuffing	Any artificially inflated keyword density (10% and over) is keyword stuffing and you risk getting banned from search engines.	-3

Keywords, keywords y más **keywords**

Los keywords son las **palabras claves** relacionadas con el negocio, que **indexarán** los buscadores.

Tener una **estrategia de keywords** mejorará tu ranking en los buscadores.

La forma de redactar los textos en un Web, **manejando bien tus keywords**, incide absolutamente en el ranking de búsquedas.

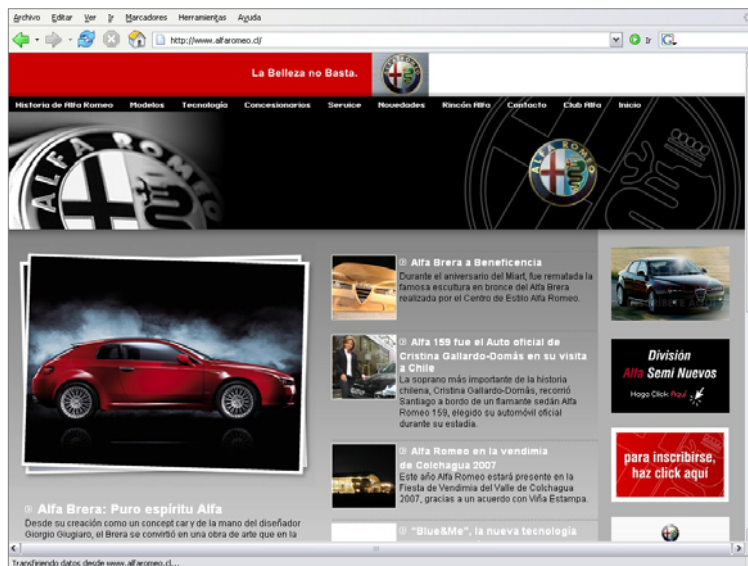
Keywords **correctos**:



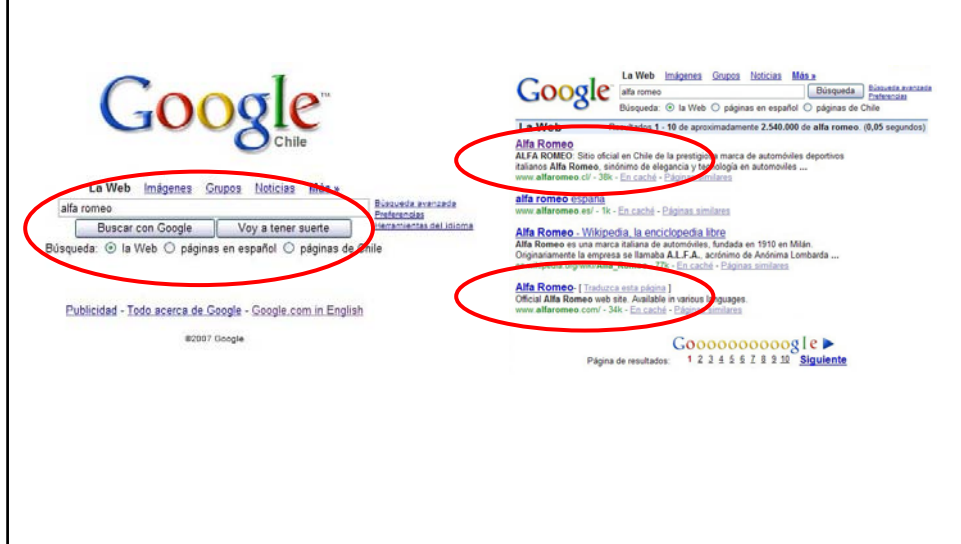
Keywords **correctos:**



Web optimización **positiva**:



Web optimización **positiva**:



Retener a mis usuarios:

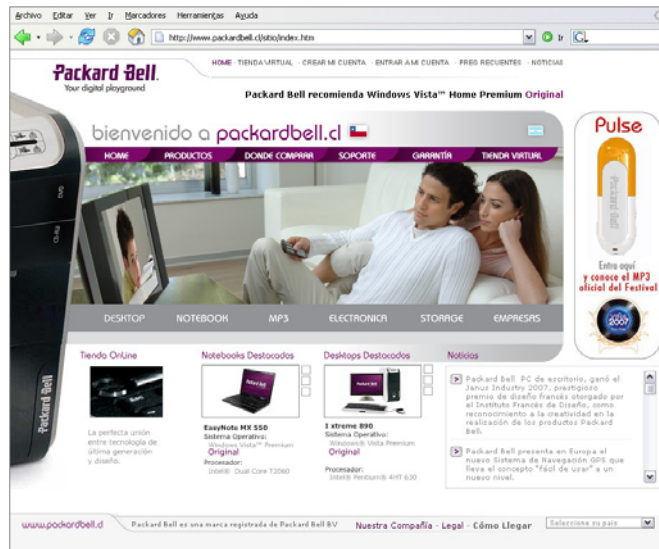
usabilidad

Navegación intuitiva: conseguir que el usuario realice fácilmente las tareas básicas que imponen los sistemas del sitio. **Pocos clicks.**

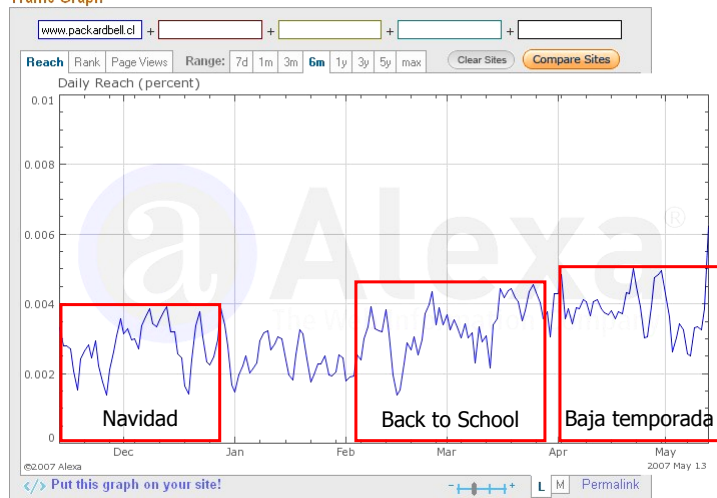
Tiempo de navegación: en el menor tiempo posible el **usuario** entiende lo que el sitio quiere transmitir. **Sesiones cortas.**

Retención: el contenido y sistemas del sitio son relevantes para el usuario y tienden a fidelizarlo con herramientas y contenidos útiles. **Contenidos bien organizados.**



Usabilidad **eficiente**:Usabilidad **eficiente**:

Traffic Graph



Los usuarios tienen el poder

Web 2.0



colaboración / 4SALE

Un usuario tiene **varias cuentas**.
Crea más de lo que lee, y lee más de lo que participa.

Blogs



Fotologs



PodCasts



Wikipedias



Videologs



Usuarios **transversales** (oportunidad para el marketing):



Tienen Blogs personales en **Blogger**



Georeferencian con **Google Earth**



Sus videos desde **YouTube**



Audios desde un **Podcast**



Exhiben sus fotos en **Flickr** o **Fotologs**



Usan contactos e emails desde **Gmail**



Comparten derechos en **Creative Commons**



Contenido en diferentes plataformas: el usuario **se mueve** de aparato en aparato, y vamos tras él.

Web



HTML

HD TV



DIGITAL

Mobile



WAP

Los usuarios son el medio:

publicidad **viral**



Publicidad y diseño / 4SALE

Virales que dieron la vuelta al mundo (varias veces), **gratis**.



Elf Yourself, el saludo navideño más popular del 2006 de **Office Max**



Subservient Chicken, el pollo obediente de **Burger King**



Conozcan a **Qian Zhijun** el chino más photoshopeado del mundo



Thingie: animación 3D más vista en el mundo, sin sponsor!!!

Internet crece y crece, **no te quedes fuera.**

- Hay cambios de hábito en los usuarios, adáptate
- Los usuarios te están buscando, haz que te encuentren

Web optimiza tu sitio: **Subirán tus tráfico.**

- Actualiza tu web, adopta las reglas de los buscadores
- Entiende tus keywords, así te encontrarán
- Retén a tus usuarios, con sitios simples

Web 2.0 **es lo que viene.**

- Los usuarios tienen el poder, ponles atención
- Relaciónate con sus contenidos, acércate a sus gustos
- Crea acciones online, para que te recomienden

Gracias

www.4sale.cl