11 12 1 2 3 4 5 6 7
$
SMART!
SEO

Care sunt principalele provocări ale unui proprietar de magazin online?

Paid Traffic

Organic Traffic

Mihai Vinatoru,
Managing Partner DWF

- Echipă de profesioniști, SEO, cu 600+ campanii
- Experiență cu magazine online complexe
- Feedback excelent de la clienții cu care lucrăm
- Membrii in CEEDA, cu acces la internațional ecommerce trends
- Premii la competitii internationale

F64 devoted to your passion · Carrefour · Nestle · BETANO.com · Libris · Dr.Max · vivre · L'ORÉAL PARIS · MATHAUS · LA FANTANA

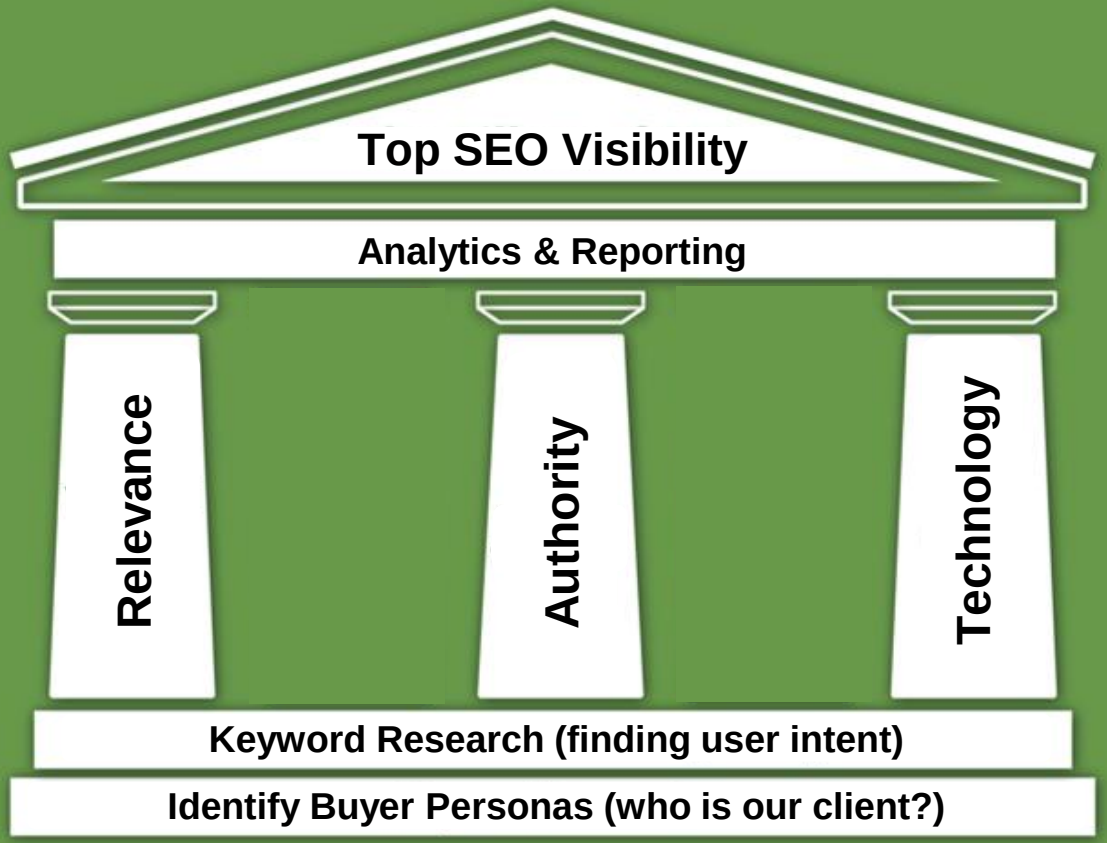
CEE digital alliance · Google Analytics 360 Suite · Google Analytics Certified Professional

TOP B2B COMPANIES Clutch EASTERN EUROPE 2019

EUROPEAN 2020 SEARCH AWARDS

”Pentru un ranking bun în Google, este suficient să oferi conținut de calitate și o bună experiență utilizatorilor”

Specialist SEO anonim

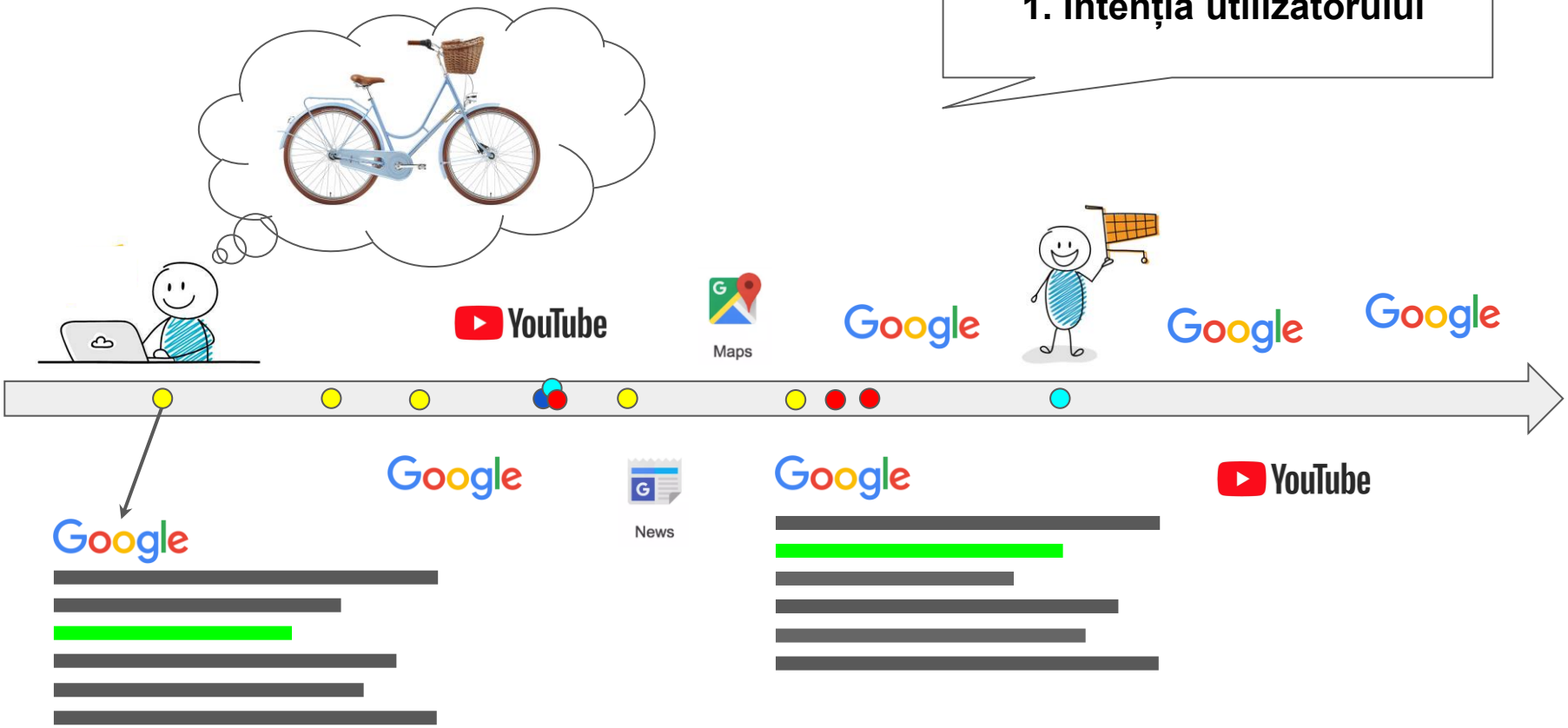


Google a confirmat ca exista 3 mari arii cheie la care se poate lucra, pentru imbunatatirea performantei / vizibilitatii SEO pe care o are un site:

- **Relevanta** (site-ul trebuie sa contina informatii clare si complete, de natura sa raspunda intentiei de cautare);
- **Authoritate** (informatia trebuie sa fie credibila, adica site-ul sa transmita semnale de incredere - brand, links);
- **Tehnologie** (site-ul trebuie sa fie accesibil Googlebot si sa ofere o experienta buna de navigare: viteza de incarcare, securitate etc.).

Inainte de a lucra pe aceste arii cheie, este necesara intelegerea “clientului”, precum si a modurilor in care acesta cauta pe Internet.

1. Intenția utilizatorului



Google Analytics > Acquisition > All Traffic > Source/Medium

Plot Rows | Secondary dimension | Sort Type: Default | Advanced Filter ON | edit

	Source / Medium	Acquisition			Behavior			Conversions (eCommerce)		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
		1,775,821 % of Total: 98.34% (1,805,834)	1,631,021 % of Total: 98.19% (1,661,077)	5,437,835 % of Total: 94.52% (5,752,896)	43.45% Avg for View: 43.31% (0.32%)	5.59 Avg for View: 5.59 (-0.01%)	00:06:35 Avg for View: 00:06:34 (0.20%)	1.22% Avg for View: 1.22% (0.55%)	66,542 % of Total: 95.05% (70,010)	RON 79,618,977.43 % of Total: 94.98% (RON 83,825,922.78)
1.	google / organic	935,640 (40.53%)	732,432 (44.91%)	2,578,007 (47.41%)	40.13%	6.19	00:07:44	1.29%	33,226 (49.93%)	RON 38,311,541.06 (48.12%)
2.	(direct) / (none)	472,604 (20.47%)	401,302 (24.60%)	935,780 (17.21%)	33.70%	6.56	00:07:10	1.69%	15,827 (23.78%)	RON 18,644,972.81 (23.42%)
3.	google / cpc	297,409 (12.88%)	170,376 (10.45%)	712,865 (13.11%)	56.10%	3.80	00:04:16	0.54%	3,861 (5.80%)	RON 6,102,286.33 (7.66%)
4.	facebook / cpc	152,901 (6.62%)	111,373 (6.83%)	289,322 (5.32%)	50.28%	3.75	00:03:16	0.39%	1,140 (1.71%)	RON 1,289,714.40 (1.62%)
5.	2parale / afiliere	77,278 (3.35%)	43,489 (2.67%)	149,497 (2.75%)	51.66%	4.23	00:04:50	0.91%	1,367 (2.05%)	RON 1,688,391.21 (2.12%)
6.	criteo / cpc	71,210 (3.08%)	15,210 (0.93%)	227,017 (4.17%)	57.60%	4.66	00:04:57	0.94%	2,131 (3.20%)	RON 2,264,643.12 (2.84%)
7.	m.facebook.com / referral	67,796 (2.94%)	50,421 (3.09%)	99,283 (1.83%)	62.03%	2.96	00:02:36	0.81%	803 (1.21%)	RON 720,535.74 (0.90%)
8.	compari.ro / referral	34,412 (1.49%)	16,247 (1.00%)	63,067 (1.16%)	52.95%	4.39	00:05:35	1.37%	864 (1.30%)	RON 1,242,470.62 (1.56%)
9.	facebook.com / referral	22,856 (0.99%)	8,107 (0.50%)	62,603 (1.15%)	35.81%	6.86	00:07:49	1.65%	1,036 (1.56%)	RON 1,287,992.29 (1.62%)
10.	l.facebook.com / referral	22,434 (0.97%)	7,441 (0.46%)	55,834 (1.03%)	36.14%	6.85	00:09:19	3.55%	1,981 (2.98%)	RON 2,484,775.98 (3.12%)

16%

Trafic organic de tip Brand

84%

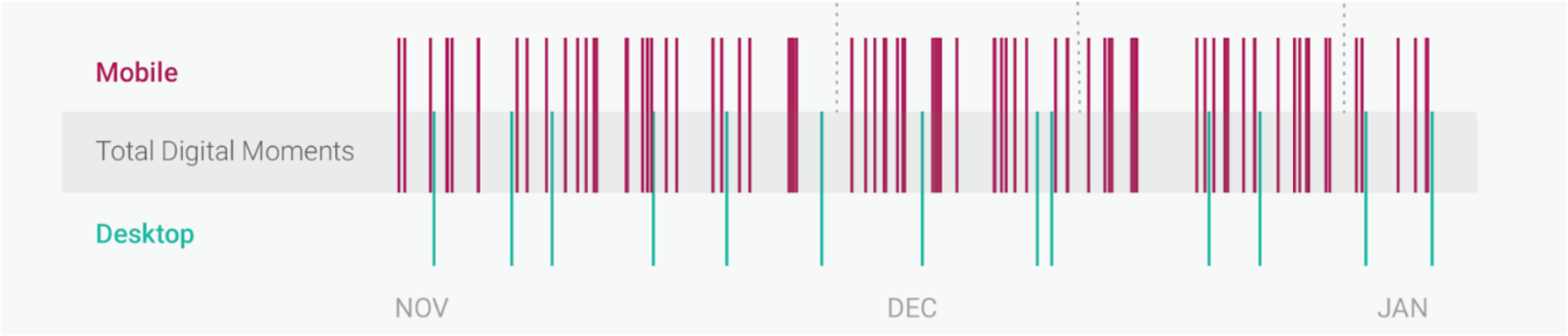
Trafic organic de tip nonBrand

110 sintagme			inpuf	in puf	29,890 sintagme				
16.2% - cautari de tip brand	⬇		Brand Keywords		83.8% - cautari de tip non-brand	⬇		nonBrand Keywords	
Expresie	**Afisari**	**Clicks**	**CTR (%)**	**Pozitie ±**	**Expresie**	**Afisari**	**Clicks**	**CTR (%)**	**Pozitie ±**
inpuff	28,196	12,651	44.9%	1.03	rochii de seara	44,133	1,499	3.40%	12.59
in puff	16,064	7,373	45.9%	1.05	rochii de ocazie	40,112	2,170	5.41%	5.97
inpuff.ro	1,381	616	44.6%	1.03	rochii	25,822	895	3.47%	11.63
inpuff rochii	1,054	491	46.6%	1.12	rochii elegante	21,369	959	4.49%	14.79
in puff rochii	940	386	41.1%	1.23	hermosa	17,730	123	0.69%	4.99
inpuff.ro ultima colectie	805	430	53.4%	1.11	atmosphere	12,135	119	0.98%	4.17
in puf	796	343	43.1%	1.34	atmosphere fashion	12,081	111	0.92%	3.65
inpuf	738	297	40.2%	1.29	rochii banchet	10,302	623	6.05%	13.2
rochii in puff	560	233	41.6%	1.18	salopete elegante	8,621	550	6.38%	2.56
inpuff rochii de seara	559	186	33.3%	1.95	miss grey	8,398	50	0.60%	4.51
rochii inpuff	481	173	36.0%	1.32	rochii de mireasa	8,051	17	0.21%	44.05
in puff.ro rochii	424	259	61.1%	1.22	rochii lungi	7,504	421	5.61%	3.77
in puff.ro	401	226	56.4%	1.04	rochii de zi	6,885	415	6.03%	6.49
inpuff.ro rochii	363	232	63.9%	1.18	rochii de nunta	6,588	370	5.62%	8.09
inpuff bluze	228	74	32.5%	1.24	rochii de seara lungi	6,094	197	3.23%	8
in puff pitesti	206	75	36.4%	1.4	sacouri dama	5,826	282	4.84%	11.29
inpuff pitesti	206	62	30.1%	1.36	rochie de seara	5,690	141	2.48%	10.85
inpuff fuste	198	68	34.3%	1.15	salopeta dama	5,631	216	3.84%	8.96
www.inpuff.ro rochii	191	80	41.9%	1	camasi dama	5,483	360	6.57%	5.94
inpuff compleuri	141	37	26.2%	1.1	rochii de seara lungi elegante	5,421	204	3.76%	10.36
in puff rochii de seara	133	91	68.4%	1.02	rochii ocazie	5,237	304	5.80%	5.55
inpuff pantaloni	128	48	37.5%	1.08	rochii de banchet	5,060	286	5.65%	14.93
inpuff camasi	123	41	33.3%	1	salopeta eleganta	4,905	242	4.93%	2.41
inpuff noua colectie	123	60	48.8%	1.01	rochii de seara scurte	4,824	162	3.36%	5.83
rochii de seara inpuff	120	62	51.7%	1.26	bluze elegante	4,767	413	8.66%	5.71
in puff paltoane	116	52	44.8%	1	rochii domnisoare de onoare	4,718	414	8.77%	26.81
in puff rochii de ocazie	115	62	53.9%	1.04	rochii de nasa	4,715	282	5.98%	11.42

Campanie SEO

Cautari de informare

Căutări tranzacționale



1. Conștientizarea obiectivelor de business.

2. Identificare librărie de cuvinte cheie relevante (keyword research), în conformitate cu intențiile de căutare pe care le putem satisface ⇒

Competing Domains

Volume ▾ | KD ▾ | CPC ▾ | Word count ▾

Romania ▾ 40 domains

Keywords unique to target	Common keywords	Common keywords, % ↓	Keywords unique to competitor	Intersection graph	Competing domains
288	277	16	1,167		silverzone.ro ▾
306	259	15	1,132		bespecial.ro ▾
431	134	14	365		ambra-bijuterii.ro ▾
447	118	14	263		janette.ro ▾
455	110	14	202		larasilver.ro ▾
474	91	13	155		indirabijoux.ro ▾
412	153	12	689		comaccent.ro ▾
451	114	12	410		margeleonline.ro ▾
481	84	12	124		perfectbijoux.ro ▾
406	159	11	913		sevda.ro ▾
437	128	11	639		stonemania.ro ▾
477	88	11	204		zamoracollection.ro ▾
481	84	10	255		crystal-fashion.ro ▾
480	85	10	294		onlinebijoux.ro ▾
474	91	10	390		universulcristalelor.ro ▾

Idei de cuvinte cheie:

Übersuggest

keyword.io

ahrefs

KeywordTool.io

Volume & Sezonalitate:

Google Keyword Planner

Google Trends

Google Correlate

Google Search Console

QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES

Query	Last 3 months Impressions	Previous 3 months Impressions	Difference
balansoar gradina			101,015
sezlong			85,007
hamac			78,845
masina de tuns			63,845
laptop			61,024
balansoar			59,002
manusi de unica folosinta			56,056
vopsea de par			54,167
moneygram			49,013
biciclete copii			47,323

Rows per page: 10 1-10 of 1469

QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES

Query	Last 3 months Impressions	Previous 3 months Impressions	Difference
smartwatch			-90,233
corona romania			-78,384
igienol			-44,433
gel antibacterian			-35,566
dettol			-25,000
purificator aer			-24,981
alcool sanitar			-20,338
igienol dezinfectant			-19,921
dezumidificator			-18,886
dus bucal			-17,408

Rows per page: 10 1-10 of 1469

Google Search Console

QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES

Query	Last 3 months Impressions	Previous 3 months Impressions	Difference
canapea extensibila			82,617
canapele extensibile			51,253
birou			37,267
mobilier gradina			35,525
lenjerii de pat			23,525
paturi			23,046
lampi solare			22,739
coltare extensibile			21,529
jaluzele			20,339
draperii			19,373

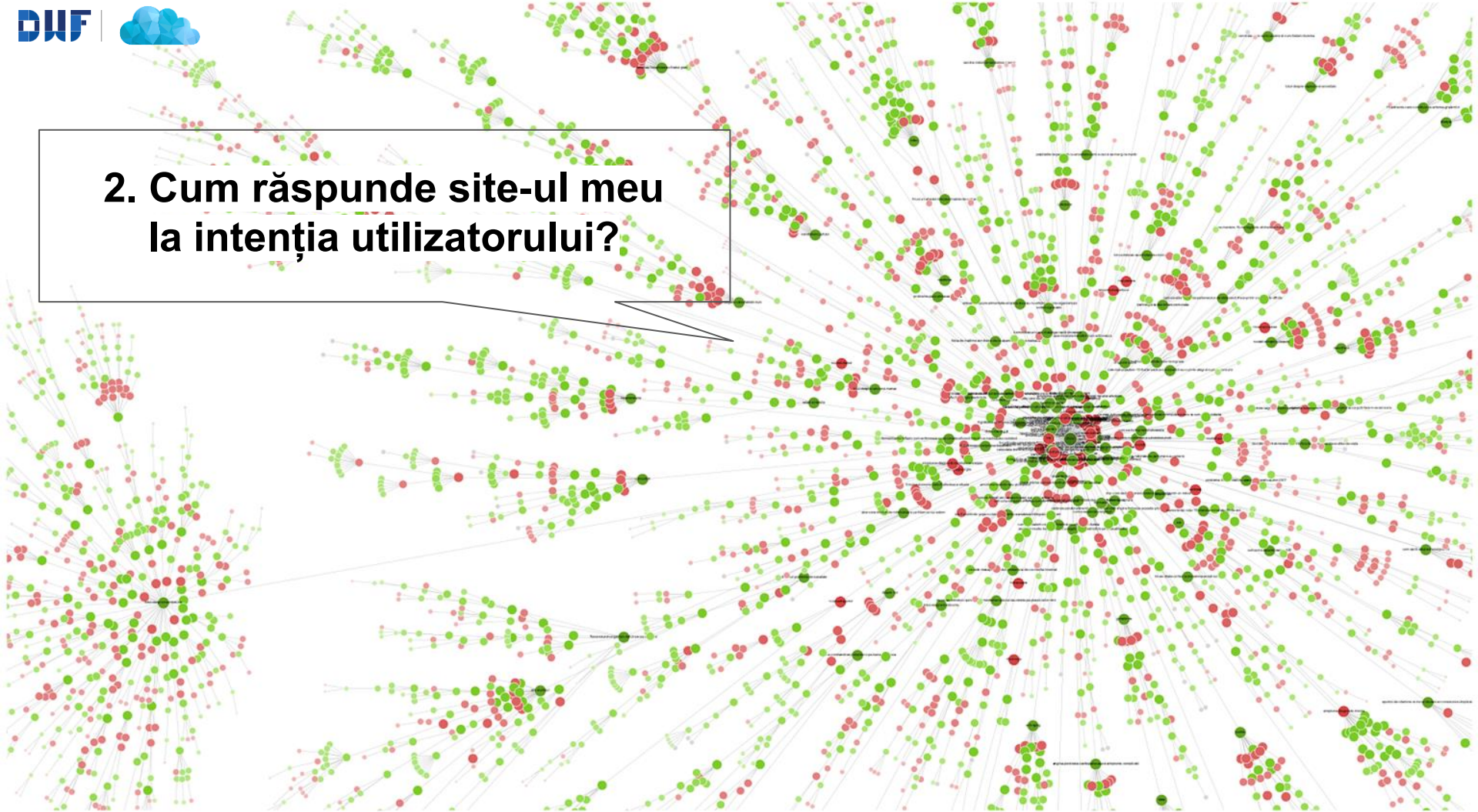
Rows per page: 10 1-10 of 1394

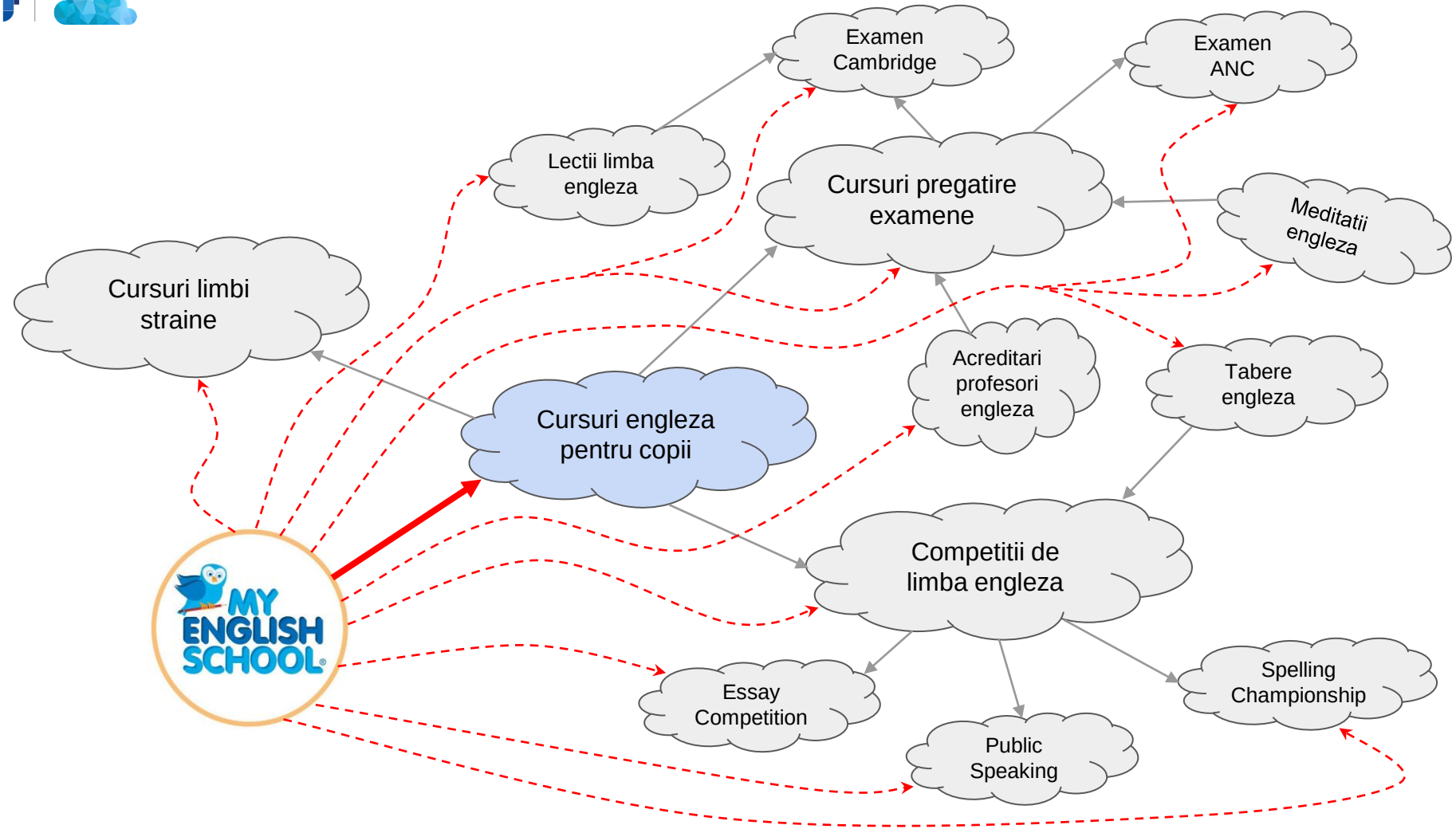
QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES

Query	Last 3 months Impressions	Previous 3 months Impressions	Difference
mobilier outlet			-17,365
lampa			-5,314
stickere			-4,918
sticker			-3,704
eclectic			-3,624
living			-3,594
canapele extensibile de calitate			-3,531
halat de baie			-3,306
decoratiuni craciun			-3,003
halate de baie			-2,729

Rows per page: 10 1-10 of 1394

2. Cum răspunde site-ul meu la intenția utilizatorului?




Examen Cambridge
Examen ANC
Lectii limba engleza
Cursuri pregatire examene
Meditatii engleza
Cursuri limbi straine
Acreditari profesori engleza
Tabere engleza
Cursuri engleza pentru copii
Competitii de limba engleza
MY ENGLISH SCHOOL
Essay Competition
Public Speaking
Spelling Championship

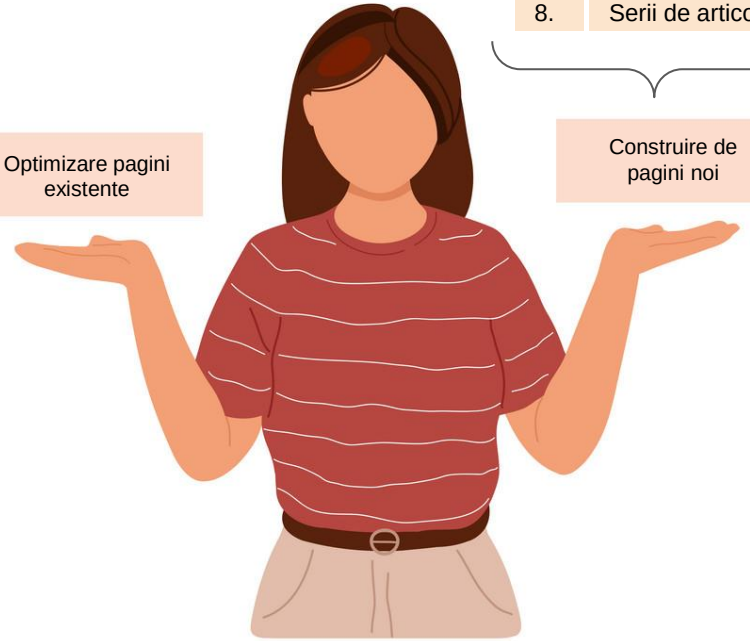
1. Grupeaza intentiile de cautare comune, in functie de paginile din site, cu care doresti sa le adresezi.

2. Asigura-te ca urmatoarele elemente din pagini sunt optimizate, adica reflecta in mod clar intentiile de cautare principale:
- title tag;
- meta description
- structura de headlines (H1, H2)
- MC pagina (main content);

3. Din punct de vedere tehnic SEO*, asigura-te ca:
- paginile sunt indexate in Google;
- Google citeste “corect” continutul;
- sunt implementate date structurate;
- canonical tag este corect;

4. La nivel de profil links, verifica:
- ce links au competitorii;
- ce links au LP-urile tale;
- ce profil de ancore functioneaza cel mai bine in industria ta;

Optimizare pagini existente

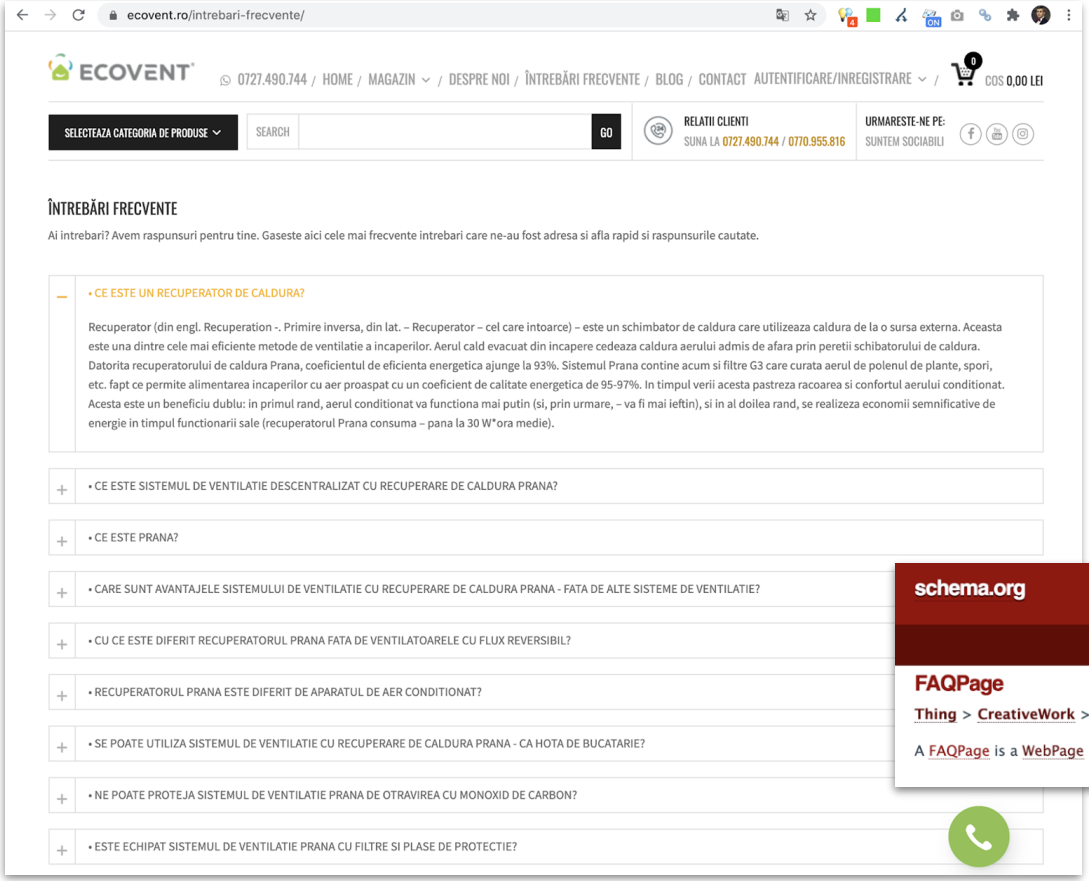


Construire de pagini noi

1.	Zona de intrebari frecvente din site *(sau de la un competitor)*
2.	Search intr-un forum (preferabil, pe topic)
3.	Articole ce au la baza liste
4.	Cautari relevante in Youtube, pe topic de interes
5.	Prin search in Google cu operatorul “allintitle:kw1 kw2 kwn”
6.	Articole de tip comparatie...
7.	Imbunatatirea unor articole existente
8.	Serii de articole (ex: fiecare element de mobilier dintr-un living)

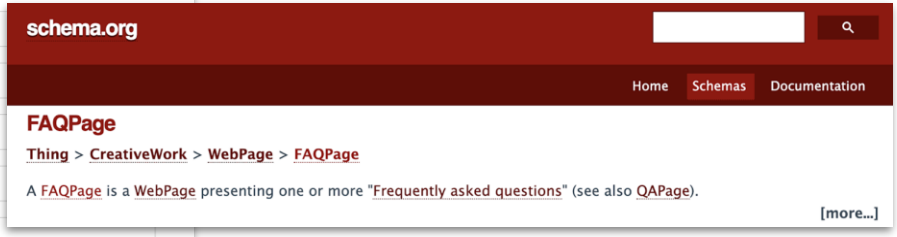
1. Zona de intrebari frecvente din site

Sau de la un competitor :)



Articole de blog dedicate pentru cele mai uzuale intrebari.

Date structurate (schema.org) de tip FAQ in pagina de intrebari frecvente + links catre articolele de blog relevante.



2. Search intr-un forum (preferabil, pe topic)

Care sunt cele mai populare topic-uri?

Search Results

Your search for the term ***implant*** returned **202** results

By content type

- ✔ Forums
- Members
- Help Files
- Calendar

Page 1 of 9 | 1 | 2 | 3 | next | »

Sort by Last Update Time | Title | Replies | **Views** | **Order** **Descending** | Ascending

PROBLEME CU DINTII? in Stomatologie 1 2 3 290 → Started by Ana_Karr, 11 Apr 2005 Last Post by Administrator, 03 May 2009		5,212 replies 599,425 views
Extractie masea. in Stomatologie 1 2 3 Started by HEFE, 25 Jul 2012 Last Post by ripper, 06 Apr 2017		42 replies 53,235 views
Rezectie apicala in Stomatologie 1 2 3 7 → Started by tcmd, 09 Jun 2009 Last Post by daniela1987, 21 Nov 2013		120 replies 52,434 views
Nu sunt multumita de lucrarea dentara in Stomatologie 1 2 3 4 Started by anda2525, 03 Dec 2009 Last Post by anaelena, 13 Oct 2011		63 replies 42,168 views
Dinte de portelan + pivot in Stomatologie 1 2 3 Started by andoceo, 27 Oct 2009 Last Post by castoras, 19 Apr 2011		41 replies 39,092 views
Cu ce pot inlocui dintii lipsa in Stomatologie 1 2 Started by Aghast, 04 Aug 2009 Last Post by matthew2, 03 Nov 2010		23 replies 34,542 views
extractie masea de minte in Stomatologie Started by anca06, 20 Oct 2012 Last Post by luk2011, 13 Nov 2014		14 replies 32,846 views
Dinti de vedeta? in Stomatologie 1 2 3 4 Started by Business_style, 20 Jun 2013 Last Post by ripper, 26 Jun 2017		58 replies 31,784 views
Cat costa cel mai ieftin implant? in Stomatologie 1 2 Started by tyrael, 10 Mar 2011 Last Post by Flyboy_RO, 11 Jul 2015		23 replies 31,473 views
Maselele cariate ce nu mai pot fi reparate trebuiesc neap... in Stomatologie 1 2 Started by albnegru55, 29 May 2013 Last Post by themaestrulyoda, 19 Mar 2017		21 replies 31,215 views
Renumita maseluta de minte in Stomatologie 1 2 3 4 Started by Blissa, 15 Jul 2009 Last Post by paco rabanne, 20 Nov 2017		59 replies 22,368 views
Punga de puroi la radacina in Stomatologie Started by chem123, 25 Apr 2013 Last Post by Sandra30, 13 May 2013		11 replies 20,980 views

4. Cautari relevante in Youtube, pe topic de interes

Searches related to "how to" on YouTube are growing 70% year over year.

echipament de schi

Volume: 140/mo | CPC: $0.14 | Competition: 0.55

FILTER

1.7K 76 4 %ER

Cum să te îmbraci corect la Ski sau Snowboard - Cavaleria.ro

Cavaleria.ro 313,947 subscribers 43K views • 6 months ago • 95%

Articolul complet pe site: https://cavaleria.ro/?p=35909 #imbracaminte #snowboard #ski Uită de filmele comerciale de crăciun ...

4K

101 45

Cum să îţi alegi echipamentul de schi de pe eMAG

eMAG • 16,713 subscribers 16K views • 3 years ago • 87%

http://www.emag.ro Gama completă de produse: goo.gl/8In2sT Abonează-te la canalul nostru de Youtube şi află cele mai utile ...

Preţul unui echipament de schi

Brasov TV • 9,236 subscribers 110 views • 5 months ago •

www.brasovtv.com.

Cum sa ne imbracam corect copiii pentru schi? Ne raspunde Craita Moisa, instructor de schi

suntparinte • 5,081 subscribers 2.9K views • 5 years ago • 83%

Cum sa alegi casti si masti de schi, balaklave si Buff-uri

X-style Outdoor Center • 89 subscribers 3.6K views • 4 years ago • 85%

Magazinul "Xstyle" va prezinta VideoBlogul. In primul episod se dau sfaturi cum de ales casca de schi, masca de schi si cat de util ...

cum costum

Volume: 0/mo | CPC: $0.00 | Competition: 0

FILTER

A început sezonul nunţilor! Cum ne îmbrăcăm la petrecerile elegante

Antena 1 • 1,059,612 subscribers 7.8K views • 1 year ago • 78%

Vezi ediţia integrală pe ANTENAPLAY: https://goo.gl/C7WZ36 Designerul Adina Buzatu a venit la Prietenii de la 11 cu o nouă ...

Ce modificari poate aduce croitorul costumului tau?

6AM Look • 3,100 subscribers 14K views • 3 years ago • 96%

Pantalonul: Caz fericit, aproape orice modificare este posibila atat timp cat exista rezerva de material in cazul in care se maresc ...

Reguli esentiale in purtarea sacoului

Men'sConceptRO • 1,005 subscribers 14K views • 2 years ago • 83%

Abonati-va la Men'sConceptRO ! https://www.youtube.com/MensConceptRO?sub_confirmation=1 E-mail ...

Cum să porţi pantofii sport la costum - Cavaleria.ro

Cavaleria.ro 313,947 subscribers 10K views • 3 years ago • 74%

Moda spune că poţi purta pantofi sport la costum. Tu ce crezi? Află mai multe aici: https://www.cavaleria.ro/stil/adidasi-la-costum/ ...

3 moduri de a impaturi batista de buzunar! Orlando Nistor & 6AM Look

6AM Look • 3,100 subscribers 47K views • 3 years ago • 87%

6. Articole de tip comparatie...

intre produse, metode de a face un lucru etc.

Google

caramida sau

caramida sau **bca** 170/mo - $0.21 - 0.18
caramida sau **bca pret** 10/mo - $0.00 - 0.43
caramida sau **bca forum** 10/mo - $0.00 - 0.2
caramida sau **ytong**
caramida sau **bca 2017** 40/mo - $0.28 - 0.29
caramida sau **bca pentru casa** 10/mo - $0.12 - 0.4
caramida sau **boltari**
caramida sau **bca 2018**
caramida sau **becea**
caramida sau **teracota**

Căutare Google | Mă simt norocos

Raportați predicțiile neade

vopsea lavabila sau

vopsea lavabila sau **tencuiala decorativa**
vopsea lavabila sau **var lavabil**
vopsea lavabila **exterior** sau **tencuiala decorativa**

Căutare Google | Mă simt norocos

Raportați predicțiile neadecvate

aer conditionat sau

aer conditionat sau **dezumidificator**
aer conditionat sau **inverter**
aer conditionat sau **ventilator**
aer conditionat sau **geam deschis**
aer conditionat sau **clima**
aer conditionat sau **calorifer electric**
aer conditionat **portabil** sau **fix**

Căutare Google | Mă simt norocos

Raportați predicțiile neadecvate

7. Optimizare unor articole existente

Google Search Console data = pure gold

3	Top Blog landing pages by...					
4	Landing Page	Clicks	Impress.	Pozitie	CTR	Sugestie KWs, de integrat in text (optimizare):
5	https://www. .ro/ce-tipuri-de-scari-sa-alegem-pentru-interior	231	9,612	29.3	2.4%	tipuri de scari exterioare; proiect scara interioara metalica; modele de scari interioare din sticla; amenajare scara interioara casa; casa scari; cum se face o scara; scara interior spirala
6	https://www. .ro/amenajare-dormitor-copii-si-tineret-sfaturi-si-idei-practice	32	7,855	39.0	0.4%	amenajare dormitor mic copii; amenajare camera tineret; amenajari camere tineret; amenajare camere tineret; idei dormitor copii; amenajari dormitoare tineret; amenajare camera copii mica; amenajare dormitor tineret; idei camere copii; amenajari camer
7	https://www. .ro/do-it-yourself/cum-intretin-piatra-naturala	1,041	7,193	6.3	14.5%	curatare marmura; cu ce se curata crucea de marmura alba; cu ce se poate curata marmura alba; produse intretinere marmura; solutie curatat granit; zgarieturi pe marmura; curățat marmură; solutie curatat marmura; solutie de curatat marmura; intretin;
8	https://www. .ro/cum-sa-alegi-culoarea-dormitorului-tau	26	5,476	32.3	0.5%	culori pereti dormitor; culori dormitoare pereti; culoare perete dormitor; culori pentru pereti dormitor; culori pentru peretii din dormitor; pereti dormitor; dormitoare culori pereti; camere in 2 culori; dormitor bleu; culoarea dormitorului; culori
9	https://www. .ro/cum-amenajezi-o-bucatarie-patrata	171	5,455	23.5	3.1%	idei de amenajare bucatarie; idei amenajare bucatarie; idei amenajare bucatarie bloc; amenajari bucatarii mici bloc; amenajari bucatarii mici de bloc; amenajari bucatarie bloc; amenajare bucătărie; bucatarie amenajari; idei de amenajare bucatarii; bu
10	https://www. .ro/blog/baie	11	3,706	43.3	0.3%	modele de bai 2016; modele bai 2016; configurator baie online; decoratiuni interioare baie; modele de bai moderne 2019; baie piatra naturala; configurator baie
11	https://www. .ro/cum-iti-pui-singur-tapet	7	3,644	35.4	0.2%	montaj tapet; aplicare tapet; montare tapet; cum se pune tapetul; aplicare tapet hartie; cum se pune tapet pe perete; cum se monteaza tapetul; mod de aplicare tapet; tapet mod de aplicare; cum se pune tapet; cum pui tapet; montarea tapetului; tapet m
12	https://www. ancusi .ro/noutati/muzeul-guggenheim-esenta-lucrarilor-lui-constantin-br	72	3,500	16.6	2.1%	lucrari brancusi; lucrarile lui brancusi; brancusi lucrari; sculpturi brancusi; constantin brancusi sculpturi; constantin brancusi lucrari; sculpturile lui brancusi; sculptura brancusi; brancusi guggenheim; lucrari constantin brancusi; brancusi foca;
13	https://www. .ro/cat-de-lat-este-un-blat-de-bar	159	3,418	21.4	4.7%	dimensiuni bar; inaltime bar bucatarie; bar blat; cat lat
14	https://www. .ro/blog/living	8	3,100	39.3	0.3%	living modern cu piatra; amenajari interioare living cu semineu; livinguri cu piatra; livinguri cu piatra decorativa; living modern cu piatra decorativa
15	https://www. .ro/cum-montam-un-blat-de-granit	191	2,531	5.8	7.5%	montare blat bucatarie; montaj blat bucatarie; montaj blat bucatarie pret; decupare blat bucatarie pret; prindere blat bucatarie; decupare blat bucatarie; cu ce se prinde blatul de bucatarie; cum se monteaza blatul de bucatarie
16	https://www. e-piatra .ro/amenajari-piatra-4-idei-diy-amenajari-interioare-cu-sparturi-d	56	2,498	3.4	2.2%	
17	https://www. .ro/do-it-yourself/ghid-montaj-piatra-cubica	172	2,430	11.5	7.1%	montare pavele pe sapa semiumeda; drum cu piatra cubica; pavajul se poate monta pe beton; cuvinte din gradina nivel 137; piatra cubica umeda; cubica
18	https://www. .ro/cum-montezi-mana-curenta-din-balustri-de-piatra	95	2,423	15.8	3.9%	balustri; balustri beton; montarea mainii curente; montare mana curenta; balustrii; balustri de beton
19	https://www. .ro/arhitectura-clasica-la-tara	36	2,318	12.0	1.6%	stilul muntenesc; arhitectura clasica; stilul moldovenesc caracteristici; stilul muntenesc caracteristici; stil arhitectonic din epocă clasică; stilul bizantin in romania; arhitectura laica; stilul moldovenesc al bisericilor; stilul muntenesc biseric
20	https://www. .ro/blog	30	1,777	17.5	1.7%	
21	https://www. .ro/blog/terasa-gradina	9	1,634	26.6	0.6%	terasa gradina; amenajari exterioare gradina; terasa de gradina; amenajari exterioare curte; amenajari exterioare gradini; decoratiuni exterioare gradina; gradini exterioare; amenajari exterioare curti si gradini; amenajare exterioara; amenajari exte
22	https://www. .ro/amenajarea-unui-dormitor-mic-de-bloc	4	1,612	47.6	0.2%	
23	https://www. .ro/pensiunea-atra-doftana-minimalismul-contopit-cu-natura	18	1,369	22.2	1.3%	atra doftana; pensiunea atra; pensiunea atra doftana; doftana atra; pensiune atra; pensiunea atra valea doftanei; pensiunea atra – valea doftanei; hotel atra doftana; pensiunea doftana; atra pensiune; pension atra doftana; pensiune atra doftana; vila
24	https://www. .ro/ghid-pentru-amenajarea-gradinii-sfaturi-si-idei-practice	18	1,342	22.4	1.3%	amenajarea gradinii; idei practice pentru gradina; cuvinte din gradina stabil

canibalizarea continutului: o problema frecventa, atunci cand optimizezi site-ul.

Tabel general canibalizari SEO emenatwork.ro				
LP-uri	Cuvinte	%	Afisari	Clicks
1	11,056	80.06%	533,799	9,619
2	1,316	9.53%	66,970	620
3	649	4.70%	54,689	559
4	327	2.37%	36,117	350
5	161	1.17%	29,364	306
6	88	0.64%	14,165	87
7	56	0.41%	9,098	53
8	42	0.30%	10,378	135
9	22	0.16%	10,495	165
10+	92	0.67%	38,012	525

19.9%

33.5%

In Google Search Console, am identificat potentiale probleme de canibalizare pentru 2,753 cuvinte cheie, adica 19.94% din totalul sintagmenlor de tip non-brand, targetate de site-ul [redacted] Aceste cuvinte cumuleaza 33.53% din numarul total de afisari al site-ului in rezultatele organice Google.

70%	Prag de canibalizare cuvinte, la nivel de LP.
	Daca unul din LP-uri are cel putin aceasta pondere in Impresii, nu mai consideram canibalizare.
3	Pozitie fata de care, daca un cuvant sta mai bine, nu se mai considera canibalizare (sitelinks issue)

Top 100 cuvinte pentru care se canibalizeaza minim	3	landing page-uri:			
Expresie:	Afisari	Clicks	CTR	Pozitie	LPs
plasa gard verde	10,743	172	1.6%	4.3	10
tavan casetat	7,330	120	1.6%	9.6	5
gard de plasa	3,168	48	1.5%	4.1	11
plasa zincata gard	2,377	39	1.6%	7.2	12
plasa zincata	2,296	14	0.6%	6.5	9
gresie neagra	1,896	12	0.6%	3.5	4
plasa de gard verde	1,822	18	1.0%	3.6	9
plasa de gard sudata	1,760	39	2.2%	5.2	13
gard din plasa	1,580	42	2.7%	3.9	12
tavan casetat armstrong	1,391	42	3.0%	3.4	10
gresie alba	1,371	3	0.2%	4.5	6
gard plasa sudata	1,308	9	0.7%	5.2	8
stalp iluminat stradal	1,298	50	3.9%	3.2	10
gard plasa zincata	1,205	6	0.5%	4.6	17
plasa protectie vizuala gard	1,109	36	3.2%	6.2	3
faianta	1,015	0	0.0%	43.8	3
panou termoizolant	967	1	0.1%	4.0	8
faianta mozaic bucatarie	820	0	0.0%	4.1	3
gard plasa verde	772	10	1.3%	7.4	8

12 landing page-uri care se canibalizeaza pentru expresia:					plasa zincata gard
Landing Pages:	Afisari	%	Clicks	CTR	Rank
https://www.[redacted].ro/garduri-t81	1,193	50.2%	30	2.5%	8.1
https://www.[redacted].ro/sistem-de-gard-din-plasa-zincata-impletita-cu-i	951	40.0%	9	1.0%	5.2
https://www.[redacted].ro/plasa-de-gard-zincata-sudata-agrisald-60x80m	28	1.2%	0	0.0%	1.0
https://www.[redacted].ro/accesorii-gard-t81	27	1.1%	0	0.0%	8.1
https://www.[redacted].ro/plasa-zincata-impletita-t81	27	1.1%	0	0.0%	8.1
https://www.[redacted].ro/stalpi-gard-t81	27	1.1%	0	0.0%	8.1
https://www.[redacted].ro/panouri-gard-bordurat-t81	25	1.1%	0	0.0%	8.3
https://www.[redacted].ro/plasa-verde-sudata-t81	23	1.0%	0	0.0%	8.0
https://www.[redacted].ro/sistem-gard-complet-t81	23	1.0%	0	0.0%	7.9
https://www.[redacted].ro/plasa-verde-impletita-t81	22	0.9%	0	0.0%	8.1
https://www.[redacted].ro/plasa-de-gard-zincata-sudata-agrisald-50x50m	21	0.9%	0	0.0%	1.1
https://www.[redacted].ro/plasa-de-gard-zincata-sudata-agrisald-50x50m	10	0.4%	0	0.0%	1.0

Welcome to the Search Quality Rating Program!

4.1 Characteristics of High Quality Pages

High quality pages exist for almost any beneficial purpose, from giving information to making people laugh to expressing oneself artistically to purchasing products or services online.

High quality pages have the following characteristics:

- High level of **Expertise**, **Authoritativeness**, and **Trustworthiness** (E-A-T).
- A satisfying amount of high quality MC, including a descriptive or **helpful title**.
- Satisfying website information and/or information about **who is responsible** for the website.
- If the page is primarily for **shopping** or includes financial transactions, then it should have satisfying **customer service information**.
- Positive website reputation for a website that is responsible for the MC on the page. Positive reputation of the creator of the MC, if different from that of the website.

http://bit.do/google-quality

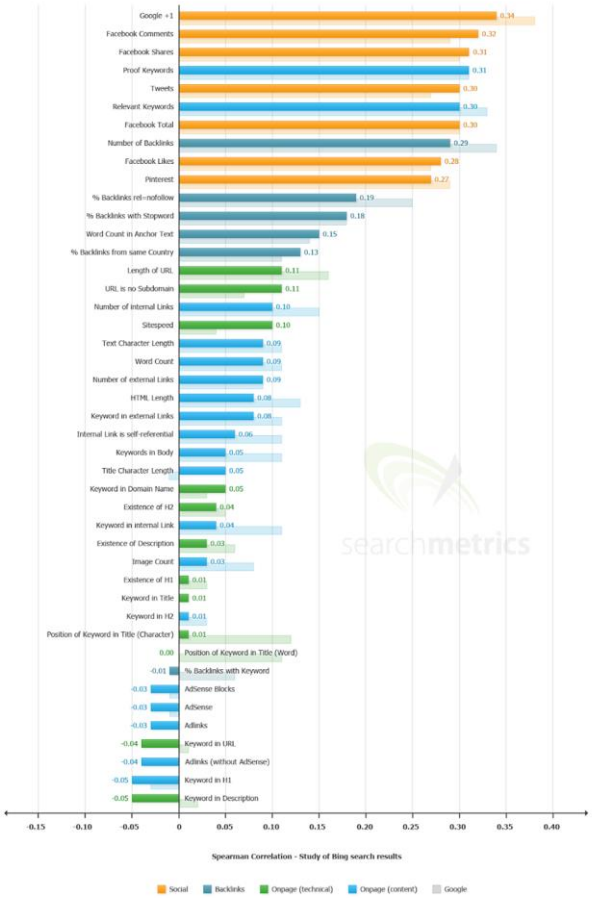
Welcome to the Search Quality Rating Program!

For example,

- High quality information pages should be factually accurate, clearly written, and comprehensive.

- **High quality shopping content** should allow users to find the products they want and to purchase the products easily.

3. Tehnic SEO



Luna 1:

Definire piata si Auditarea factorilor care blocheaza indexarea in Google si curatare profil de Likuri

3.1.01. Preliminarii > Keyword Research:
- Stabilire buyer personnas pentru business-ul analizat
- Stabilire si prioritizare grupuri de interes
- Identificare cuvinte cheie relevante (Latent Semantic Indexing)
- Realizare raport Status initial

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Luna 2:

Probleme tehnice SEO ce tin de structura site-ului si configuratia latformei/ a serverului

3.2.01. Factori tehnici > Structura interna
- Site depth: distributia numarului de pagini pe nivele, ca "distanta" fata de homepage (analiza comparativa concurenti cu ranking bun)
- Top pagini din site, din punct de vedere al numarului de referinte interne si corelatie cu focusul campaniei SEO
- Existenta rel nofollow pe linkurile interne din site
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Luna 3:

Probleme tehnice SEO ce tin de continut

3.2.03. Factori tehnici > Headlines si meta
- Sa avem h1 in homepage (eventual pe logo), care devine span in restul paginilor;
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- Link
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Luna 4:

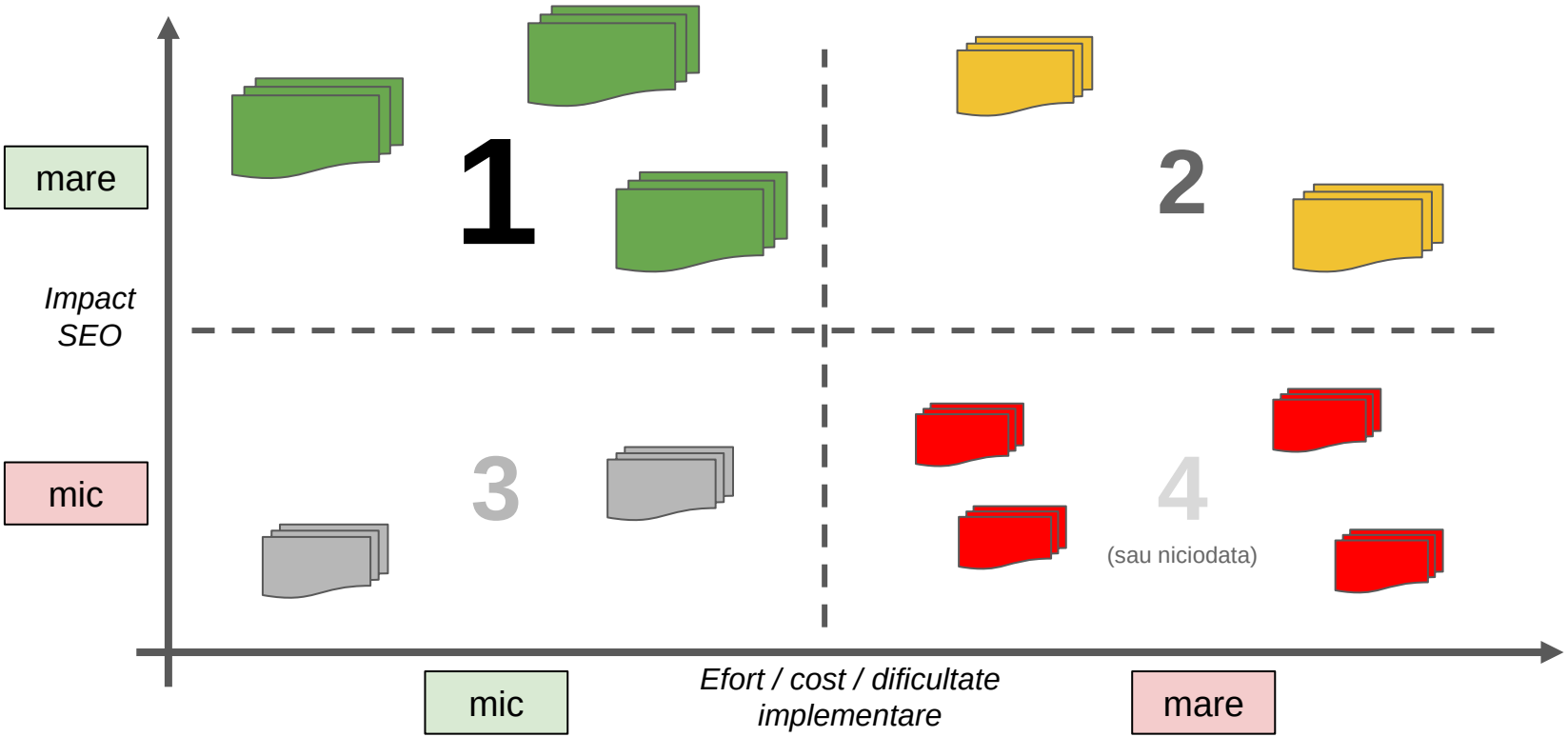
Sistem de filtre, control indexare si interlinking

3.2.08. Factori tehnici > Filtre
- Site-ul are filtre implementate? Se justifica existenta acestora?
- Verificare mod in care se genereaza URL-urile la filtre (inclusiv in cazul selectiei multiple)
- Verificare daca sunt indexate in Google pagini de filtre. De verificat indexabilitatea paginilor generate din 1, 2 sau mai multe filtre selectate in acelasi timp
- Verificare daca in selectia filtrelor (in sidebar) avem a href pe numele filtrului (link normal, ca pe emag) sau este doar un label sau altceva obtinut prin javascript
- Verificare canonicalizare pagina de filtrare
- Recomandari pentru implementarea corecta a filtrelor

3.2.06. Factori tehnici > Sitemaps
- Verificare daca exista un fisier de tip sitemap si acesta este trimis catre Google Search Console
- URL-urile sunt structurate in mai multe fisiere sitemap diferite
- Utilizarea de sitemap index
- Adresele din sitemap sa fie consistente
- Sa nu fie incluse linkuri necanonice
- Implementare video sitemap si sitemap imagini

3.2.11. Factori tehnici > Paginatie
- Implementare rel prev, next, conform indicatiilor Google

3.2.13. Factori tehnici > Viteza website
- Formulare recomandari crestere viteza (gzip, cache, etc)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Screaming Frog SEO Spider 11.0 - Spider Mode

Start | Clear | Crawl 100% | Analysis 100% | SEO Spider

Internal | External | Protocol | Response Codes | URL | Page Titles | Meta Description | Meta Keywords | H1 | H2 | Images | Canonicals | Pagination | Directives

Filter: Duplicate | Export | Search...

	Address	Occurrences	Meta Description 1
148	https://www.[redacted].ro/usi-de-intrare-case-vile?product_id=2426	1	Usa metalica de exterior - Calitate Garantata
149	https://www.[redacted].ro/usi-de-intrare-case-vile?product_id=2425	1	Usa metalica de exterior - Calitate Garantata
150	https://www.[redacted].ro/usi-de-intrare-case-vile?product_id=2447	1	Usa metalica de exterior - Calitate Garantata
151	https://www.[redacted].ro/usi-de-intrare-case-vile?product_id=2444	1	Usa metalica de exterior - Calitate Garantata
152	https://www.[redacted].ro/Usi%20de%20calitate,%20Belarus/usa-exterior-henry	1	Usa metalica de exterior - Calitate Garantata
153	https://www.[redacted].ro/usi-de-intrare-case-vile/usa-intrare-dallas	1	Usa metalica de exterior - Calitate Garantata
154	https://www.[redacted].ro/Usi%20de%20calitate,%20Belarus/usa-casa-ellegance	1	Usa metalica de exterior - Calitate Garantata
155	https://www.[redacted].ro/usi-de-intrare-case-vile/usa-casa-ellegance	1	Usa metalica de exterior - Calitate Garantata
156	https://www.[redacted].ro/usa-intrare-casa-attica	1	Usa metalica de exterior - Calitate Garantata
157	https://www.[redacted].ro/usa-casa-geam-fort	1	Usa metalica de exterior - Calitate Garantata
158	https://www.[redacted].ro/usa-exterior-henry	1	Usa metalica de exterior - Calitate Garantata
159	https://www.[redacted].ro/usa-exterior-bremen	1	Usa metalica de exterior - Calitate Garantata
160	https://www.[redacted].ro/usa-intrare-casa-blues	1	Usa metalica de exterior - Calitate Garantata
161	https://www.[redacted].ro/usa-intrare-casa-ballada	1	Usa metalica de exterior - Calitate Garantata
162	https://www.[redacted].ro/usa-intrare-exterior-lira	1	Usa metalica de exterior - Calitate Garantata
163	https://www.[redacted].ro/usa-casa-atena	1	Usa metalica de exterior - Calitate Garantata
164	https://www.[redacted].ro/usi-de-intrare-case-vile?product_id=2448	1	Usa metalica de exterior - Calitate Garantata
165	https://[redacted]index.php?route=product/product&product_id=2426	1	Usa metalica de exterior - Calitate Garantata

Filter Total: 3,883

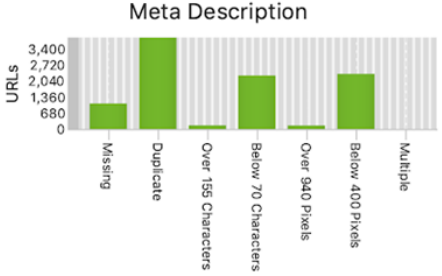
Export

Name	Value
Address	https://www.[redacted]t.ro/usa-intrare-casa-blues
URL Encoded Address	https://www.[redacted]t.ro/usa-intrare-casa-blues
Content	text/html; charset=utf-8
Status Code	200
Status	OK
Indexability	Indexable
Size	48.2 KB
Title 1	Ușă de exterior modelul BLUES

URL Details | Inlinks | Outlinks | Image Details | Resources | SERP Snippet | Rendered Page | View Source | Structured Data Details

Overview | Site Structure | Response Times | API

- Missing (2) (0.04%)
- Duplicate (4967) (99.96%)
- Over 65 Characters (232) (4.67%)
- Below 30 Characters (1012) (20.37%)
- Over 568 Pixels (162) (3.26%)
- Below 200 Pixels (491) (9.88%)
- Same as H1 (4567) (91.91%)
- Multiple (9) (0.18%)
- Meta Description
  - All (4969) (100.00%)
  - Missing (1085) (21.84%)
  - Duplicate (3883) (78.14%)
  - Over 155 Characters (158) (3.18%)
  - Below 70 Characters (2270) (45.68%)
  - Over 940 Pixels (151) (3.04%)
  - Below 400 Pixels (2340) (47.09%)



Spider: Idle | Average: 44.13 URL/s. Current: 44.80 URL/s. | Completed 13,911 of 13,911 (100%) 0 remaining

Screaming Frog SEO Spider 10.4 - Spider Mode

Start | Clear | Crawl 100% | Analysis 100% | SEO Spider

Internal | External | Protocol | Response Codes | URI | Page Titles | Meta Description | Meta Keywords | H1 | H2 | Images | Canonicals | Pagination | Directives | H

Filter: Duplicate | Export | Search...

	Address	Occurrences	H1-1	H1-1 length
1	https://[redacted]ro/purificatoare-apa/	2	Curs valuta BNR	15
2	https://[redacted]ro/promotii/	2	Curs valuta BNR	15
3	https://[redacted]ro/i/politica-de-confidentialitate/116/	2	Curs valuta BNR	15
4	https://[redacted]ro/incuietori-samsung/	2	Curs valuta BNR	15
5	https://[redacted]ro/sistem-filtrare-apa-cu-ultrafiltrare-hq-7-4fu-by-hyundai-waco/116.htm	2	Curs valuta BNR	15
6	https://[redacted]ro/obiecte-sanitare-din-inox/	2	Curs valuta BNR	15
7	https://[redacted]ro/i/blog/117/	2	Curs valuta BNR	15
8	https://[redacted]ro/bideu-non-electric-biolux-bl-600/151.htm	2	Curs valuta BNR	15
9	https://[redacted]ro/i/cum-cumpar/101/	2	Curs valuta BNR	15
10	https://[redacted]ro/ingrijire-personala/	2	Curs valuta BNR	15
11	https://[redacted]ro/sterilizator-cu-uv-pentru-biberoane/33.htm	2	Curs valuta BNR	15
12	https://[redacted]ro/bratari-terapeutice-hyundai-zeropa/34.htm	2	Curs valuta BNR	15
13	https://[redacted]ro/marca_hyundai-wacortec-korea.htm	1	Curs valuta BNR	15
14	https://[redacted]ro/set-filtre-hq-7-by-hyundai-waco-toate-modelele-de-schimb-la-6-lun...	2	Curs valuta BNR	15
15	https://[redacted]ro/s/c1=promotii/ord=nza/h=2/	1	Curs valuta BNR	15
16	https://[redacted]ro/purificatoare-apa/dozatoare-apa-cu-sistem-de-filtrare/	2	Curs valuta BNR	15
17	https://[redacted]ro/dozator-apa-cu-sistem-de-filtrare-w2-170p-by-hyundai-waco/135.h...	2	Curs valuta BNR	15

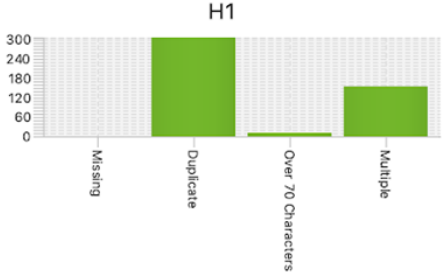
Filter Total: 306

Name	Value
Address	[redacted]ro/bratari-terapeutice-hyundai-zeropa/34.htm
URL Encoded Address	[redacted]ro/bratari-terapeutice-hyundai-zeropa/34.htm
Content	text/html
Status Code	200
Status	OK
Indexability	Indexable
Size	61420
Title 1	Bratari terapeutice ZEROPA
Title 1 Length	26
Meta Keyword 1	Bratari, terapeutice, ZEROPA

URL Info | Inlinks | Outlinks | Image Info | Resources | SERP Snippet | Rendered Page | View Source

Overview | Site Structure | Response Times | API

- Over 940 Pixels (15) (4.90%)
- Below 400 Pixels (133) (43.46%)
- Multiple (0) (0.00%)
- Meta Keywords
  - All (306) (100.00%)
  - Missing (3) (0.98%)
  - Duplicate (143) (46.73%)
  - Multiple (0) (0.00%)
- H1
  - All (306) (100.00%)
  - Missing (0) (0.00%)
  - Duplicate (306) (100.00%)
  - Over 70 Characters (11) (3.59%)
  - Multiple (155) (50.65%)
- H2
  - All (306) (100.00%)
  - Missing (20) (6.54%)



Spider: Idle | Average: 43.67 URI/s. Current: 49.60 URI/s. | Completed 1,064 of 1,064 (100%) 0 remaining

Screaming Frog SEO Spider 10.4 - Spider Mode

Start | Clear | Crawl 100% | Analysis 100% | SEO Spider

Internal | External | Protocol | Response Codes | URI | Page Titles | Meta Description | Meta Keywords | H1 | H2 | Images | Canonicals | Pagination | Directives | H

Filter: Missing | Export | Search...

	Address	Occurrences	Indexability	Indexability Status
1	https://[redacted].ro/	0	Indexable	
2	https://[redacted].ro/web_continut/media/catalog-samsung.pdf	0	Indexable	
3	https://[redacted].ro/purificatoare-apa/	0	Indexable	
4	https://[redacted].ro/promotii/	0	Indexable	
5	https://[redacted].ro/i/politica-de-confidentialitate/116/	0	Indexable	
6	https://[redacted].ro/incuietori-samsung/	0	Indexable	
7	https://[redacted].ro/bideu-non-electric-hdbm-300-by-hyundai-waco/7.htm	0	Indexable	
8	https://[redacted].ro/bideu-electric-hdb-330-by-hyundai-waco/8.htm	0	Indexable	
9	https://[redacted].ro/dozator-apa-cu-sistem-de-filtrare-hwj-110-s-swarovski-jewelry-design-by-...	0	Indexable	
10	https://[redacted].ro/i/instalare-bideu/111/	0	Indexable	
11	https://[redacted].ro/bideuri-hyundai/	0	Indexable	
12	https://[redacted].ro/purificatoare-aer/	0	Indexable	
13	https://[redacted].ro/bideu-non-electric-hdbm-1200-by-hyundai-waco/6.htm	0	Indexable	
14	https://[redacted].ro/bideu-electric-hdb-1500-r-by-hyundai-waco/35.htm	0	Indexable	
15	https://[redacted].ro/sistem-filtrare-apa-cu-ultrafiltrare-hq-7-4fu-by-hyundai-waco/116.htm	0	Indexable	
16	https://[redacted].ro/obiecte-sanitare-din-inox/	0	Indexable	
17	https://[redacted].ro/bideu-non-electric-biolux-bl-900/142.htm	0	Indexable	

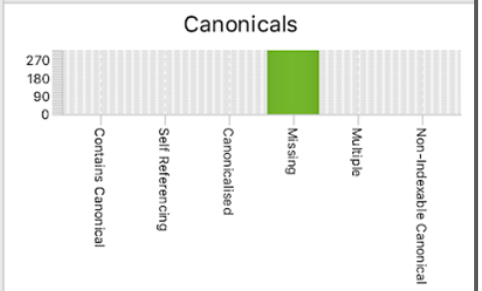
Filter Total: 320

Name	Value
Address	[redacted].ro/bideuri-hyundai/
URL Encoded Address	[redacted].ro/bideuri-hyundai/
Content	text/html
Status Code	200
Status	OK
Indexability	Indexable
Size	20469
Title 1	Bideuri electrice/nonelectrice Hyundai
Title 1 Length	38
Meta Keyword 1	Bideuri electrice/nonelectrice Hyundai

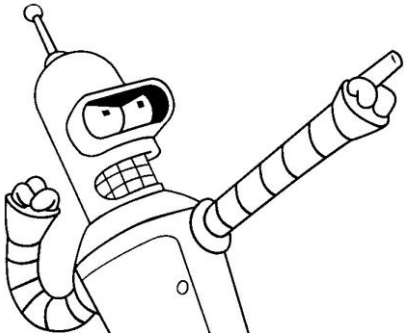
URL Info | Inlinks | Outlinks | Image Info | Resources | SERP Snippet | Rendered Page | View Source

Overview | Site Structure | Response Times | API

- Multiple (250) (81.70%)
- Images
  - All (682) (100.00%)
  - Over 100 KB (50) (7.33%)
  - Missing Alt Text (46) (6.74%)
  - Alt Text Over 100 Characters (5) (0.73%)
- Canonicals
  - All (320) (100.00%)
  - Contains Canonical (0) (0.00%)
  - Self Referencing (0) (0.00%)
  - Canonicalised (0) (0.00%)
  - Missing (320) (100.00%)
  - Multiple (0) (0.00%)
  - Non-Indexable Canonical (0) (0.00%)
- Pagination
  - All (306) (100.00%)
  - Contains Pagination (0) (0.00%)



Spider: Idle | Average: 43.67 URI/s. Current: 49.60 URI/s. | Completed 1,064 of 1,064 (100%) 0 remaining



Search Console

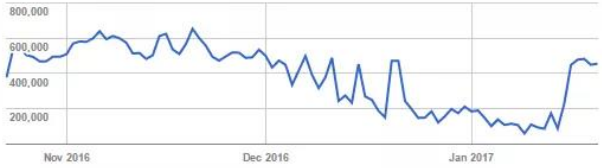
https://

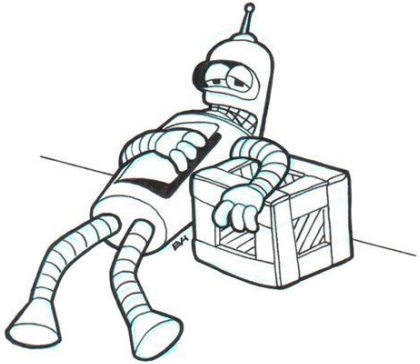
Help

Crawl Stats

Googlebot activity in the last 90 days

Pages crawled per day	High	Average	Low
	653,171	385,823	60,243





DEEPCRAWL

Screamingfrog

Sitebulb

Google Search Console

bing

Google Developers PageSpeed Insights

GTmetrix

BROWSEO Your Friendly SEO Browser.

SeoTools for Excel

Google Tag Manager

Recomandări din blogul DWF:

06 Mar, Marketing, Optimizare SEO

Care sunt "costurile ascunse" ale unei campanii SEO?

Pe blogul DWF sunt deja publicate mai multe articole care trateaza subiecte precum costul unei campanii SEO sau modul in care se poate face comparatia intre doua oferte SEO. Daca nu ati citit aceste materiale, va incurajam sa o faceti, pentru ca in ele sunt expuse in detaliu atat costurile pe care le implica o campanie SEO profesionala, cat si elementele la care trbuie sa acordati atentie cand sunteti in stadiul de a lua o decizie cu privire la furnizorul cu care doriti sa lucrati.

> Acest articol isi propune sa atinga subiectul "costurilor ascunse" pe care le presupune o campanie SEO. La ce se refera aceste costuri si de ce este vital sa le avem in vedere la inceputul campaniei de promovare?

28 May, Optimizare SEO

71 de intrebari pe care sa le adresati inainte de a alege o Agentie SEO

O cautare pe Google pentru "agentie seo" returneaza aproximativ 200,000 de rezultate. Bineinteles, nu acesta este numarul de agentii SEO din Romania, insa exista un numar semnificativ de companii sau freelanceri care ofera servicii de optimizare pentru motoarele de cautare… sau cel putin afirma acest lucru. Alegerea partenerului potrivit pentru o campanie SEO se poate dovedi astfel un proces dificil.

Pe blogul DWF au fost publicate pana in prezent mai multe articole dedicate acestui subiect, in care am detaliat teme precum:

- Cat costa o campanie SEO – care sunt elementele ce influenteaza pretul serviciului de optimizare si cum se calculeaza bugetul unei campanii, in functie de obiectivele setate;
- Care sunt "costurile ascunse" ale unei campanii SEO – la ce costuri suplimentare trebuie sa te astepti, in contextul unei campanii SEO care se integreaza corect cu alte actiuni de marketing;
- Cum alegi intre doua (sau mai multe) oferte SEO – scurt indrumator cu privire la modul in care poti identifica o lista scurta de potentiali parteneri, cum sa soliciti oferta SEO si cum sa compari propunerile primite.

In speranta ca aceste informatii va sunt utile in alegerea celui mai potrivit partener pentru campania SEO, continuam seria de articole cu o tema cel putin la fel de interesanta. Va prezentam *71 de intrebari pe care sa le adresati agentiilor SEO cu care doriti sa colaborati.* Va avertizam ca unele dintre aceste intrebari sunt destul de incomode pentru o agentie SEO 🙂

Despre agentie, experienta si echipa de proiect:

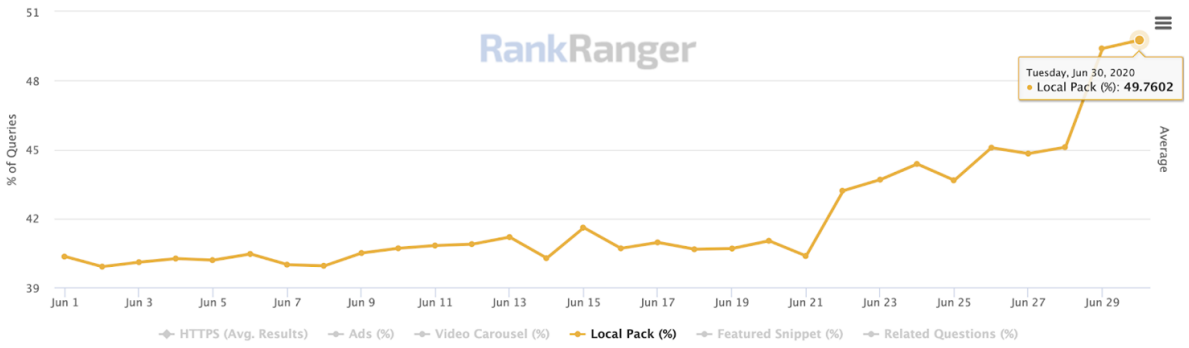
SEO este o direcție strategică de dezvoltare pentru un magazin online care își dorește o evoluție sustenabilă, pe termen lung.

Proprietar magazin online de succes

Vindeți online,
dar aveți și locații fizice?

SERP Insights

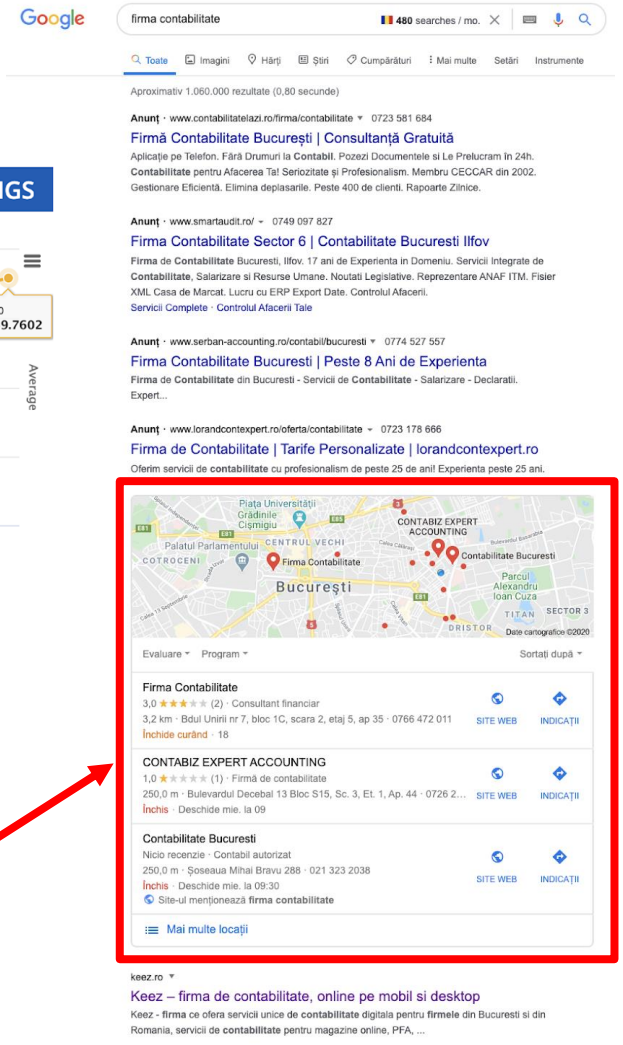
SETTINGS



6.1% ⇒ 11.2%

(in ultimele 120 de zile)

LOCAL PACK



Mihai Vinatoru,
Managing Partner DWF

- Echipă de profesioniști, SEO, cu 600+ campanii
- Experiență cu magazine online complexe
- Feedback excelent de la clienții cu care lucrăm
- Membrii in CEEDA, cu acces la internațional ecommerce trends
- Premii la competitii internationale

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