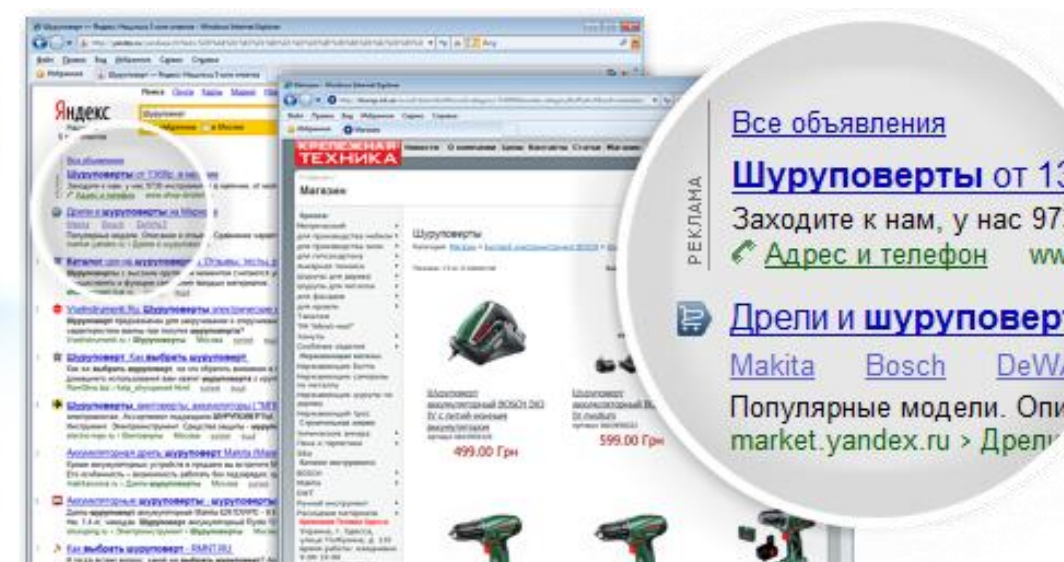


8 – Ma'ruza

Qidiruvni optimallashtirish



SEO



Muallif haqida



Dr. UMIDJON AHUNJONOV

Ta'lim: Toshkent Davlat Iqtisodiyot Universiteti
(bakalavr, magistratura)

Uxan Texnologiyalar Universiteti (XXR)
(PhD)

Mehnat faoliyati: Toshkentdagi Xalqaro Vestminster
Universiteti

O'zbekiston Respublikasi Bank-moliya
Akademiyasi

Mehnat faoliyati (asosiy) "Interintellect" MChJ - Marketing
Tadqiqotlari va Maslahatlari

www.zipwolf.uz



Bugungi suhbatimizda:

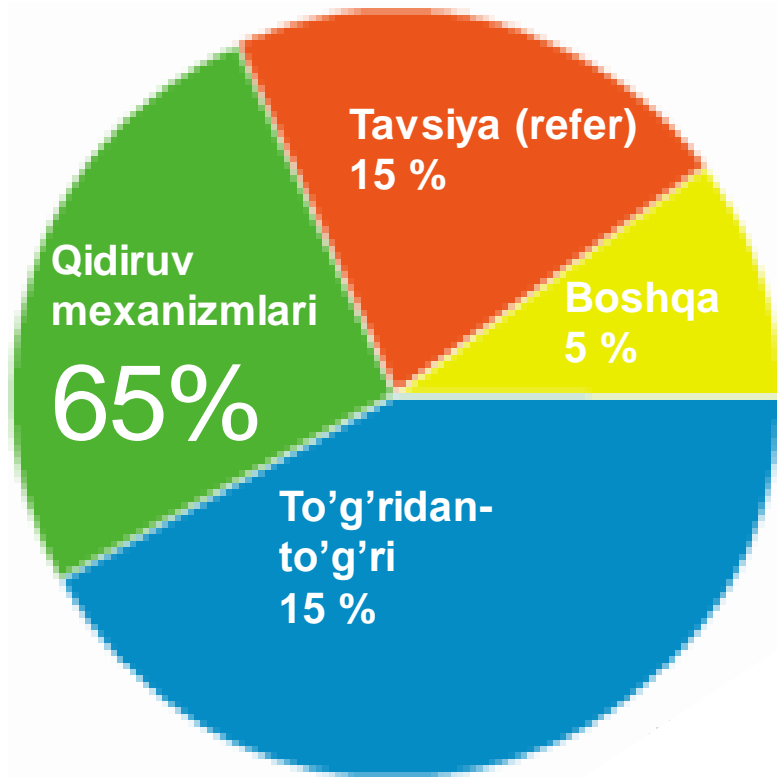


Qidiruvni optimallashtirish: asosiy tushunchalar

Qidiruvni optimallashtirish: Tadqiqot natijalari

Qidiruvda pullik reklama (auksionlar qanday amal qiladi)

Trafik manbalari tahlili



Qidiruv trafigi – organik va pullik qidiruvlar;
Tavsiya trafigi;
Tog'ridan-tog'ri trafiklar;
Boshqa...

Google

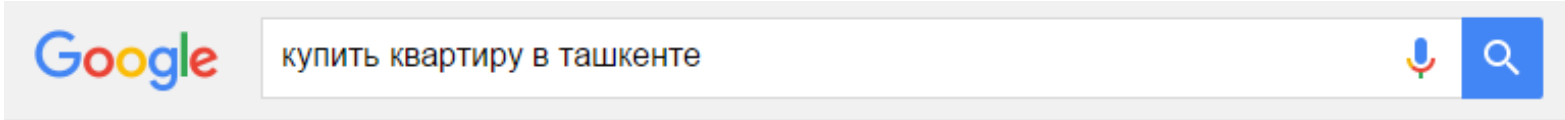
40 000 000 (ойда)

Яндекс

30 000 000 (ойда)

Qidiruvni optimallashtirish: asosiy tushunchalar

Pullik reklama



All News Images Maps Videos More Search tools

About 342,000 results (0.22 seconds)

Квартиры В Ташкенте - Продажа домов в Ташкент - olx.uz

Ad www.ox.uz/Продажа-домов/

Продажа домов на доске объявлений. Множество предложений на OLX.uz!

Покупай и Продавай · Быстро и просто · Продаётся и сдаётся все · Выгодные цены

Продажа квартир

Продажа гаражей

Аренда помещений

Продажа земли

Продажа квартир: купить квартиру недорого на OLX.uz Узбекистан

olx.uz > Все объявления > Недвижимость > Translate this page

Ташкент, Мирзо Улугбекский район. 8 сент. В избранные. Продам! Чиланзар Ц квартал 3/1/5

ЕВРО. Недвижимость » Продажа квартир. 40 000 у.е.

Продажа квартир - Недвижимость — Объявления — Zor.uz

zor.uz/cat/kvartira/ > Translate this page

Продажа квартир в Ташкенте. Объявления по продаже и покупки квартир в Ташкенте.

Однокомнатные, двухкомнатные, трёхкомнатные квартиры в ...

Следующая · 2 комнатная · 3 комнатная · 1 комнатная

Oylik 1035 murojaatlar

Birinchi sahifa umumiy o'tishlarning 98%ini tashkil etadi

42.13% = 436 o'tishlar

11.9%

8.5%

6.06%

Agar siz ikkinchi sahifada bo'lsangiz... (0.5%)

Qidiruvni optimallashtirish: asosiy tushunchalar

Kalit so'z / Daraja/reyting

Google

cruise vacation

Search Instant is on

About 6,260,000 results (0.09 seconds)

Advanced search

Everything

- Images
- Videos
- News
- Shopping
- More

Any time

- Past 2 days

All results

- Wonder wheel
- More search tools

Ad

Ads

1

2

3

4

5

6

Pullik qidiruv natijalari

Organik qidiruv natijalari

Carnival Cruises 75% Off
Up to 75% off from America's discount cruise clearinghouse.
VacationsToGo.com

Holiday on Canary Islands
Discover YOUR ideal island vacation
Compare! All Inclusive Cruise Vacations
www.TurismoDeCanarias.com/Tourism

Caribbean Cruise Packages
Deep discounts on most major Cruise Lines to the Caribbean. Guaranteed.
www.vivavoyage.co.uk

Buenos Aires Packages
Save on Buenos Aires Packages
Guided Buenos Aires Tours
www.buenosaires-tours.com

Romantic Honeymoon Resort
Enjoy our Elegant and Breathtaking Resort in the Caribbean sea.
www.queensaba.com/Honeymoon

Honeymoons at Sandals
Enjoy a Romantic Honeymoon at a Sandals Luxury included® Resort!

cruise vacation - royal caribbean cruise vacation - Carnival ...
cruise vacation center has low prices on all major cruise lines, Carnival Cruise lines, royal caribbean cruise lines and more!
Holland America - Princess Cruises - Royal Caribbean - Celebrity Cruise
www.cruisevacationcenter.com/ - Cached - Similar

Cruise Deals, Discount Cruises, and Cruise Vacations – Carnival ...
Cruise deals, last minute cruises, cruise vacation packages and international cruise destinations from Carnival Cruise Lines. Book a Carnival Cruise today.
Find a cruise - Manage My Cruises - Fun Ships - Specials
www.carnival.com/ - Cached - Similar

Royal Caribbean International: Royal Caribbean Cruise Deals ...
Explore Europe, experience Australia, bask in the sun on a Caribbean cruise, and much more. Start planning your cruise vacation now.
www.royalcaribbean.com/home.do - Cached - Similar

Cruise Vacations - Cruises | Culinary Collection Cruises
Great prices and exclusive offers on the world's best cruise lines. Now featuring the

Qidiruvni optimallashtirish: asosiy tushunchalar

- **Organik qidiruv:** Veb-saytga baho berish va qidiruvning qaysi sahifa va qatorida ko'rsatilishi "nisbatan xolis" bo'lib, Sahifa Darajasi Algoritmiga bog'liq;
- **Pullik qidiruv reklamasi:** "Kim oshdi" savdosi asosida kompaniyalar ma'lum kalit so'zlarning qidiruvda topilish darajasi uchun qidiruv tizimlariga pul to'laydilar.



Qidiruvni tizimi qanday ishlaydi

1. Qidiruv va “krouling” (o’rgimchak va veb-krouler robotlar);
2. Indeksflash;
3. Reyting va natijalarni ko’rsatish (mosligi va ahamiyati);



Qidiruvni optimallashtirish tamoyillari

- **Veb-sayt ichki “SEO”si**
 - Robotlarga samarali qidiruvga yordamlashish: URL strukturasi, veb-sahifa xaritasi;
 - Kalit soʻzlarning veb-sahifa matn va nomlanishlarida mavjudligi;
- **Veb-saytdan tashqaridagi “SEO”**
 - Boshqa sahifalarda (bloglar) foydalanuvchilarni veb-saytga olib keluvchi kontentlarning mavjudligi.
 - Link-bogʻlash strategiyasi: veb-saytni veb-qidiruv (dmoz.com) veb-saytlarida mavjudligi; blog va forumlarda veb-saytga bogʻliq linklar qoldirish kabilar.

Qidiruvni optimallashtirish: Kalit so'z tadqiqoti

[Директ](#) [Справочник](#) [Метрика](#) [Рекламная сеть](#) [Маркет](#) [Баян](#) [Деньги](#) [ещё](#)

автокредит

Подобрать

По словам По регионам История запросов

Узбекистан

Последнее обновление: 13.03.2018

Что искали со словом «автокредит» — 5 097 показов в месяц

Статистика по словам	Показов в месяц [?]
автокредит	5 097
автокредит 2018	1 294
автокредит +в. узбекистане	1 233
автокредит банки	946
автокредит банк	946
автокредит +в. узбекистане 2018	774
автокредиты физическим	688
автокредит г	674
автокредит +для физических лиц	650
автокредит +в. узбекистане 2018 г	645
автокредит +в. узбекистане +для физических	631
автокредит +в. узбекистане 2018 г +для физических	605

Запросы, похожие на «автокредит»

Статистика по словам	Показов в месяц [?]
кредит авто	518
автомобиль кредит	237
потребительский кредит	607
кредит машина	429
машина купить кредит	33
первоначальный взнос	249
кредит наличный	752
купить авто кредит	17
сбербанк кредит	69
кредитный карта	234
ипотечный кредит	249
сбербанк калькулятор	53
кредит банк	2 157

Mavjud instrumentlar:

- Yandex WordStat;
- Google Keyword Planner
- Keywords Everywhere

FREE TOOLS



Keywords Everywhere

Kalit so'z tadqiqoti

	Oylik o'rtacha qidiruvlar	Bir klik uchun narx (CPC)	Raqobat
Taqinchoqlar	1,000,000	0.86	0.56
Gruziya taqinchoqlari	1,900	0.91	0.66
Gruziya qo'l mehnati taqinchoqlari	0	0	0
Antikvar taqinchoq sotib olish	320	2.65	1
Taqinchoq sotib olish	8,100	3.91	0.58
Onlayn taqinchoq sotib olish	5,400	0.79	1
Gruziya taqinchoq brendlari	0	0	0
Buyurtma taqinchoqlar	3,600	1.89	1

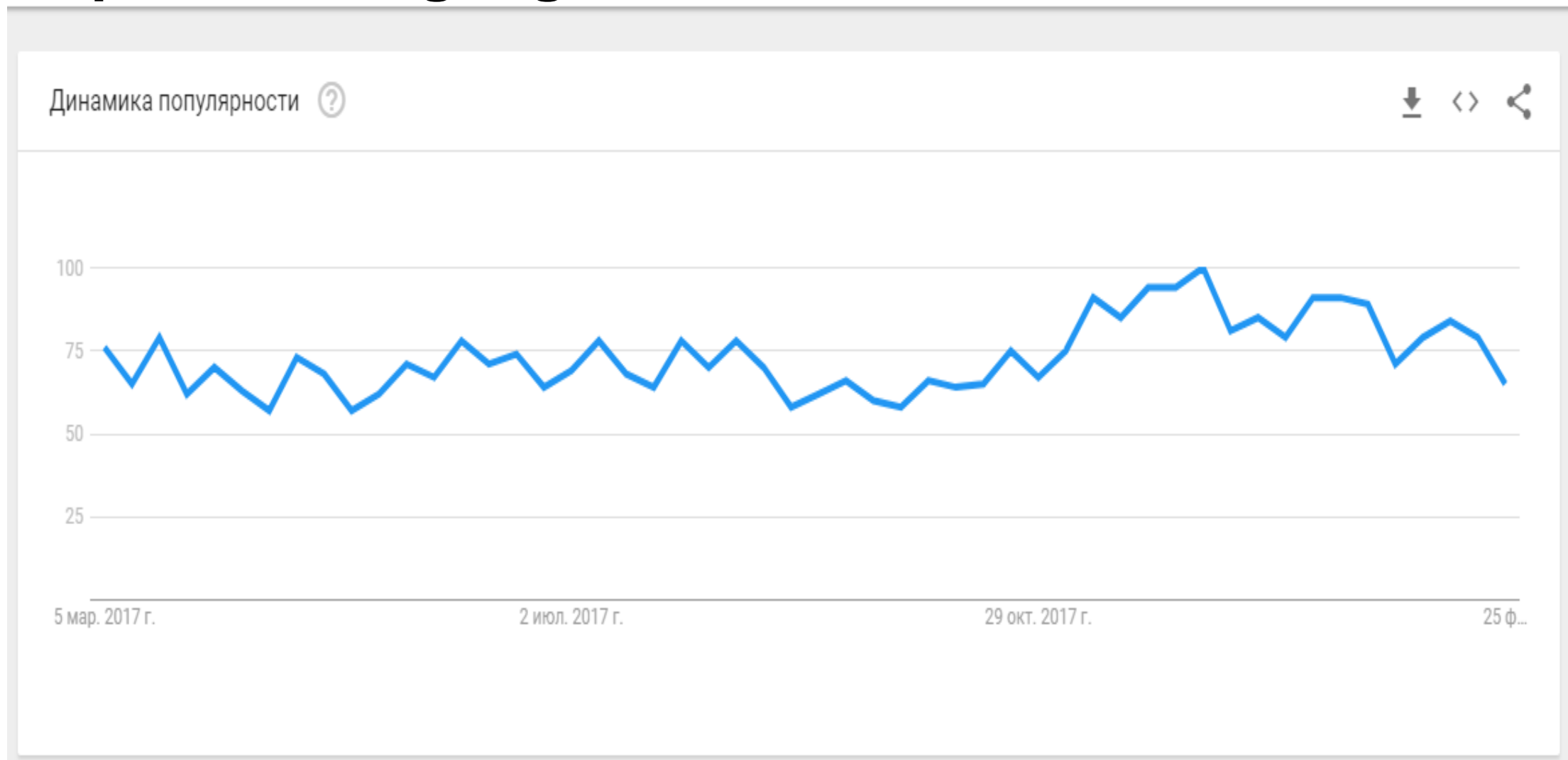
Kalit soʻz tadqiqoti

- Odamlar taqinchoq sotib olishda qanday qidiruv soʻzlari ishlatadilar?
- Kompaniya qaysi qidiruv soʻzlaridan foydalangani eng maʼqul?

Kalit soʻz	Qidiruvlar soni	Mosligi	Raqobat	Natija
Kimili.design	past	baland	past	Tanlandi/tanlanmadi

Kalit so'z tadqiqoti: Купить

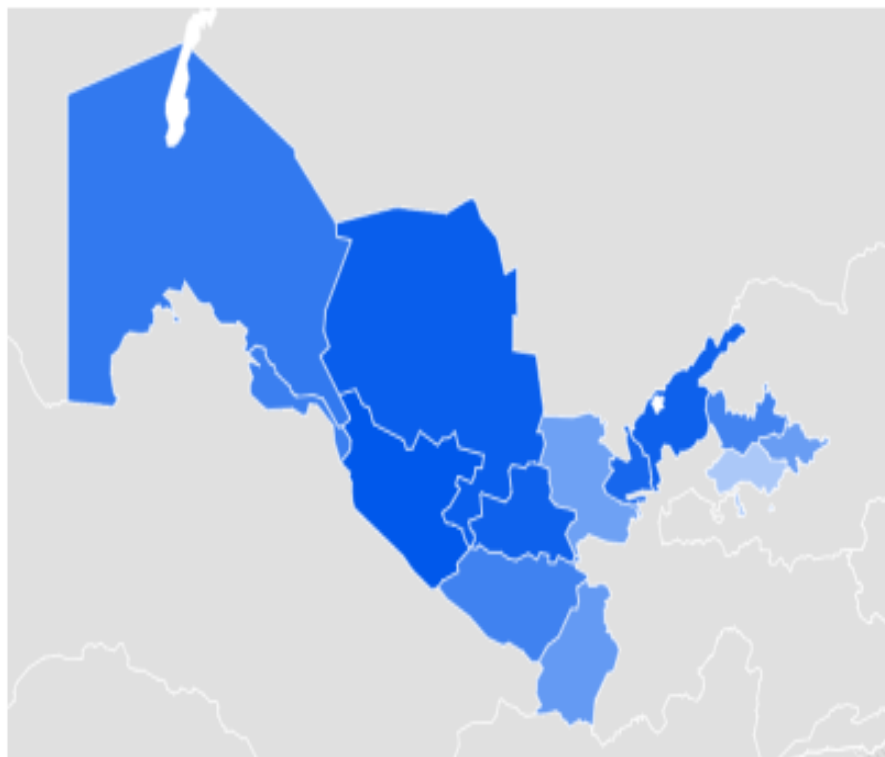
<https://trends.google.com>



Kalit so'z tadqiqoti: Купить

Популярность по субрегионам ?

Субрегион ▼ ↓ ↔ ↗



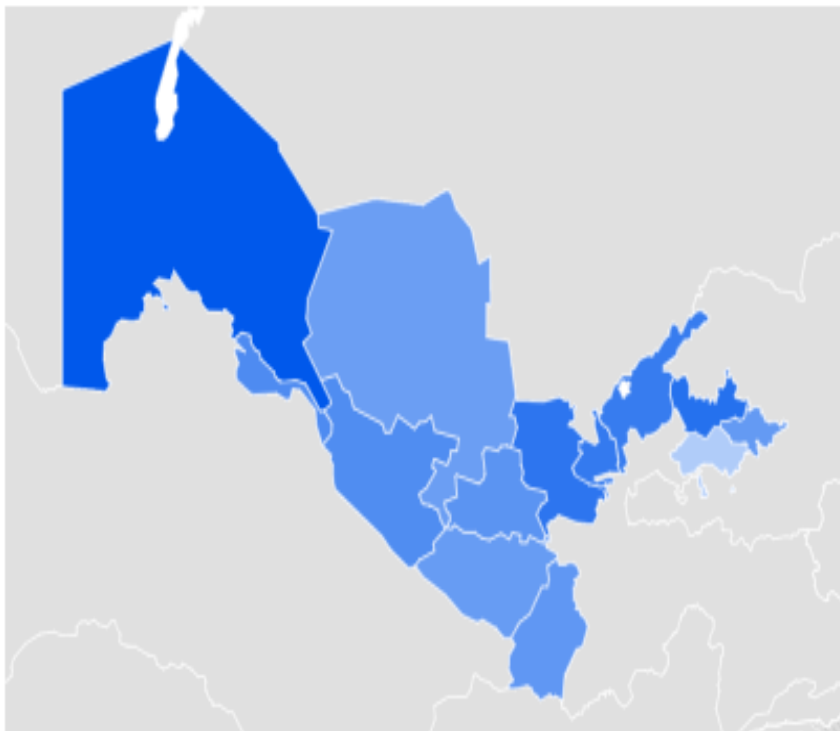
1	Бухара	100	<div style="width: 100%;"><div style="width: 100%;"></div></div>
	<small>[0/мо - \$0.00 - 0] ★</small>		
2	Навоийская область	95	<div style="width: 95%;"><div style="width: 95%;"></div></div>
	<small>[0/мо - \$0.00 - 0] ★</small>		
3	Самаркандская область	92	<div style="width: 92%;"><div style="width: 92%;"></div></div>
	<small>[0/мо - \$0.00 - 0] ★</small>		
4	Ташкентская область	92	<div style="width: 92%;"><div style="width: 92%;"></div></div>
	<small>[0/мо - \$0.00 - 0] ★</small>		
5	Сырдарьинская область	87	<div style="width: 87%;"><div style="width: 87%;"></div></div>
	<small>[0/мо - \$0.00 - 0] ★</small>		

< Субрегионы: 1–5 из 13 >

Kalit so'z tadqiqoti: OLX

Популярность по субрегионам ?

Субрегион ▼ ↓ <> ↻



1	Республика Каракалпакстан [0/мо - \$0.00 - 0] ★	100	<div style="width: 100%;"><div style="width: 100%;"></div></div>
2	Наманганская область [0/мо - \$0.00 - 0] ★	79	<div style="width: 79%;"><div style="width: 79%;"></div></div>
3	Джизакская область [0/мо - \$0.00 - 0] ★	75	<div style="width: 75%;"><div style="width: 75%;"></div></div>
4	Сырдарьинская область [0/мо - \$0.00 - 0] ★	71	<div style="width: 71%;"><div style="width: 71%;"></div></div>
5	Ташкентская область [0/мо - \$0.00 - 0] ★	69	<div style="width: 69%;"><div style="width: 69%;"></div></div>

< Субрегионы: 1–5 из 13 >

Kalit so'z: meta-tavsif

Long tail keywords: why they deserve your focus! • Yoast

<https://yoast.com> › SEO blog ▼

Nov 17, 2017 - Long tail keywords are keywords or key phrases that are more specific – and usually longer – than more commonly searched for keywords. Long tail keywords get less search traffic, but will usually have a higher conversion value, as they are more specific.

kimili.design

<https://kimili.design/> ▼ Перевести эту страницу

Remember Me. New to our store? Create an Account. \$0.00. empty cart image. Your cart is empty. Start shopping now :) Kimili · Rings · Earrings · Pendants · Bracelets · Brooches · Sets; Shop by Designers. Deyko · Diana Khutsishvili · Sofi Etsadashvili · Tatia Gvazava · Vasil Maruashvili · Customize Order. info@kimili.design.

LeBazar.uz - интернет магазин продуктов питания и готовой еды.

<https://lebazar.uz/> ▼

У нас вы сможете найти более 5000 наименований товаров в различных категориях. Среднее время доставки товаров - один час с момента осуществления заказа. Заказы принимаются и доставляются без выходных. У нас не существует минимальной суммы заказа. Оплата принимается в форме онлайн ...

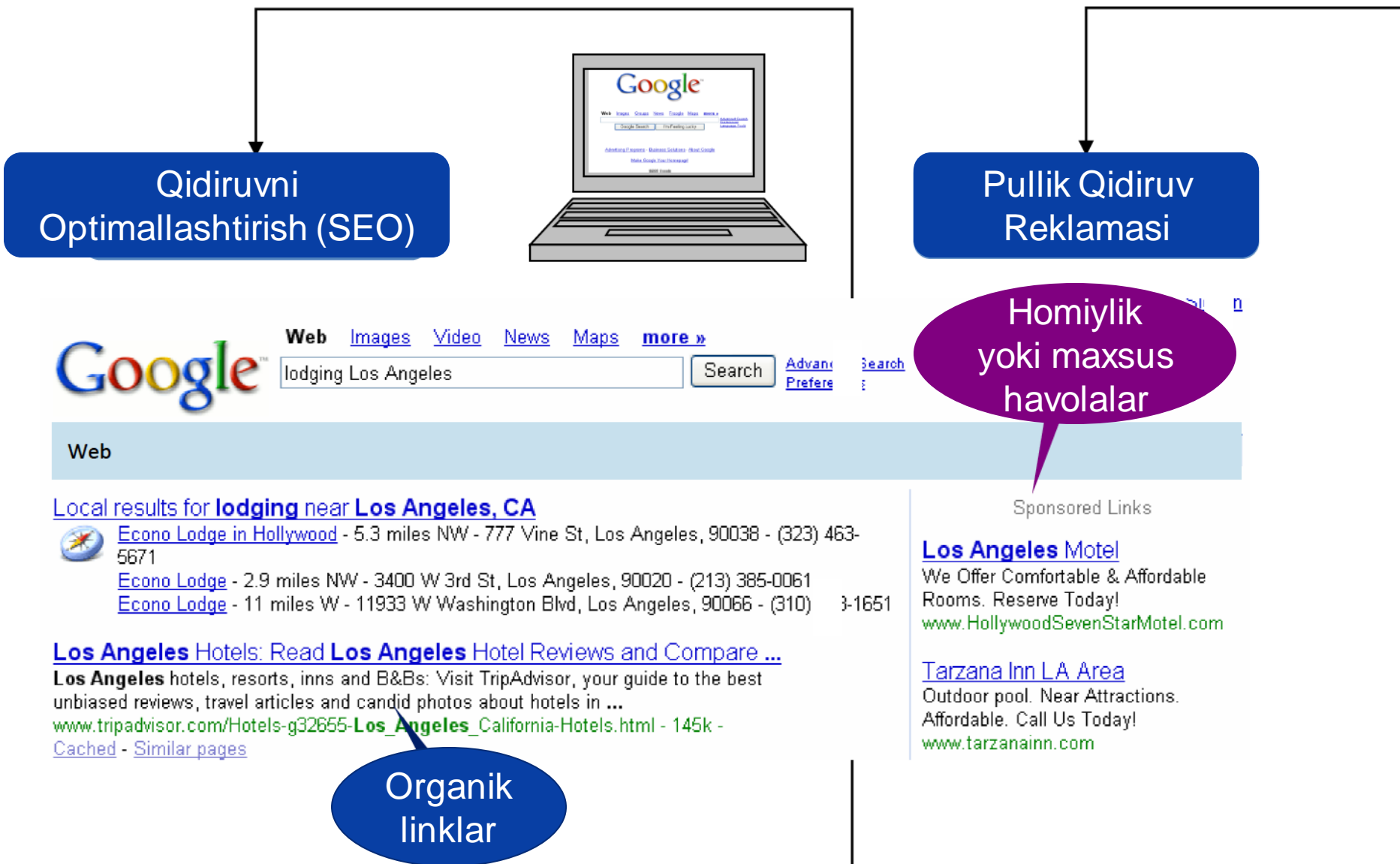
Kalit so'z: tavsif va fayl nomi



2009: Rasizm: maymun

- Sur'at tagidagi tavsif
- Sur'atning fayl nomi

Qidiruvni Optimallashtirish: Tadqiqot



Qidiruvni optimallashtirish: tadqiqot

Kalit so'z / Daraja/reyting

The image shows a Google search interface for the query "cruise vacation". The search bar contains the text "cruise vacation" and a "Search" button. Below the search bar, it indicates "About 6,260,000 results (0.09 seconds)". The search results are divided into two main sections: "Organik qidiruv natijalari" (Organic search results) and "Pullik qidiruv natijalari" (Paid search results). The organic results are listed below the search bar, starting with "cruise vacation - royal caribbean cruise vacation - Carnival ...". The paid results are listed below the organic results, starting with "Carnival Cruises 75% Off". A red box highlights the first six organic results, and a red box highlights the first six paid results. A vertical list of numbers 1 through 6 is on the right side, with lines connecting them to the corresponding search results. The label "Daraja/reyting" (Ranking) is positioned at the top right, and "Pullik qidiruv natijalari" (Paid search results) is positioned on the right side.

Google

Search

Instant is on ▾

Advanced search

About 6,260,000 results (0.09 seconds)

Everything

Images

Videos

News

Shopping

More

Any time

Past 2 days

All results

Wonder wheel

More search tools

Ad Ads

Carnival Cruises 75% Off
Up to 75% off from America's discount **cruise** clearinghouse.
[VacationsToGo.com](#)

cruise vacation - royal caribbean cruise vacation - Carnival ...
cruise vacation center has low prices on all major cruise lines, Carnival Cruise lines, royal caribbean cruise lines and more!
[Holland America](#) - [Princess Cruises](#) - [Royal Caribbean](#) - [Celebrity Cruise](#)
[www.cruisevacationcenter.com/](#) - [Cached](#) - [Similar](#)

Cruise Deals, Discount Cruises, and Cruise Vacations – Carnival ...
Cruise deals, last minute cruises, **cruise vacation** packages and international cruise destinations from Carnival Cruise Lines. Book a Carnival Cruise today.
[Find a cruise](#) - [Manage My Cruises](#) - [Fun Ships](#) - [Specials](#)
[www.carnival.com/](#) - [Cached](#) - [Similar](#)

Royal Caribbean International: Royal Caribbean Cruise Deals ...
Explore Europe, experience Australia, bask in the sun on a Caribbean cruise, and much more. Start planning your **cruise vacation** now.
[www.royalcaribbean.com/home.do](#) - [Cached](#) - [Similar](#)

Cruise Vacations - Cruises | Culinary Collection Cruises
Great prices and exclusive offers on the world's best **cruise** lines. Now featuring the

Holiday on Canary Islands
Discover YOUR ideal island vacation
Compare! All Inclusive **Cruise Vacations**
[www.TurismoDeCanarias.com/Tourism](#)

Caribbean Cruise Packages
Deep discounts on most major **Cruise** Lines to the Caribbean. Guaranteed.
[www.vivavoyage.co.uk](#)

Buenos Aires Packages
Save on Buenos Aires Packages
Guided Buenos Aires Tours
[www.buenosaires-tours.com](#)

Romantic Honeymoon Resort
Enjoy our Elegant and Breathtaking
Resort in the Caribbean sea.
[www.queensaba.com/Honeymoon](#)

Honeymoons at Sandals
Enjoy a Romantic Honeymoon at a
Sandals Luxury included® Resort!

1

2

3

4

5

6

Pullik qidiruv natijalari

Organik qidiruv natijalari

Tadqiqot natijalari: Reyting va Amaliy natijalar

- **Organik Qidiruv:** Ko'pchilik eng yuqoridagi birinchi 3 talikdagi linklar bo'yicha o'tish qiladi, va 4 dan 10 gacha bo'lgan linklarning ko'rilish darajasi ancha past;
- **Homiylik Linklari:** Qidiruvchilarning taxminan yarmi eng yuqoridagi linklarni o'qiydi, lekin undan keyingi linklarni o'qish darajasi sezilarli darajada pasayadi.
- **Nima uchun?** [Eng kamida ikkita sabab]
- PROSAD <http://techtv.mit.edu/videos/18315-prosad>

Tadqiqot Natijalari: Umumiy va Brend so'zlar

- **Umumiy So'zlar:** “LA Mehmonxonasi” ta'minotchi tomonidan “kim oshdi” savdosidagi nomzod (masalan, Hilton)
- **Brend So'zlar:** “Hilton LA Mehmonxonasi” ta'minotchi tomonidan “kim oshdi” savdosidagi nomzod (masalan, Hilton)
- **Muammo:** Agar ushbu kalit so'zlar narxlarida farq mavjud bo'lsa, kompaniya bu so'zlar bo'yicha resurslarini qanday taqsimlashi kerak?

Tadqiqot Natijalari: Umumiy va Brend so'zlar

- **Umumiy So'zlar:** “LA Mehmonxonasi”
 - Past CTR, masalan, 0.3%;
 - Konversiyaning past darajasi, masalan, 1.0%;
 - Nisbatan baland narx, masalan, \$50.
- **Brend So'zlar:** “Hilton LA Mehmonxonasi”
 - Yuqori CTR, masalan, 15.0%;
 - Konversiyaning baland darajasi, masalan, 6.0%;
 - Nisbatan past narx, masalan, \$3.

Tadqiqot Natijalari: Umumiy va Brend so'zlar

Google Hotel LA I

All Maps News Shopping Images More Search tools

About 1,060,000,000 results (0.71 seconds)

Hotels in Los Angeles, CA

www.expedia.com/Los_Angeles_Hotels
4.2 ★★★★★ - rating for expedia.com
Best Rates or Refund + \$50 Coupon. Book Now & Save on Hotels in LA.
No Change or Cancel Fees - Earn 25,000 Expedia+ Pts - New Expedia+ rewards

Hotels in Los Angeles CA - Lowest Price Guarantee


www.hotels.com/Los-Angeles-CA-Hotels
Book your Hotel in Los Angeles CA
Ratings: Selection 10/10 - Service 9/10 - Fees 9/10 - Website 8.5/10

Find Cheap Hotels Faster - KAYAK.com

www.kayak.com/Cheap-Hotels
Compare & Book Cheap Hotels Easily. Find Great Hotel Prices Today.
Best prices online - Save 25% or more - Save time and money - Set price alerts
Destinations: New York, Las Vegas, Miami, Orlando, Philadelphia, Chicago, Seattle, AT...
Truly makes sure you find the best deal - PC Magazine

280 Hotels in Los Angeles - Find Your Ideal Hotel in LA

www.trivago.com/Hotel
Never Pay Full Price on Hotels.
No Ads or Pop-ups - Save Time and Money - 900,000+ Hotels Worldwide
Ratings: Selection 8.5/10 - Prices 8/10



Also try

- [la valencia hotel la jolla](#)
- [hotel la mer](#)
- [las vegas hotel](#)
- [las vegas hotel deals](#)

Ads related to: Hotel LA

Hotels in Los Angeles, CA - Best Rates or Refund + \$50 Coupon

Expedia.com/Los_Angeles_Hotels
Book Now & Save on Hotels in LA.

Millennium & Copthorne™

MillenniumHotels.com
4.0 ★★★★★ - rating for millenniumhotels.com
Visit Our Official Site for Best Available Rates. Book Your Stay Now!

196 Hotels in Los Angeles

trivago.com/Hotel
trivago™ Save Up To 63% on Hotels. Your Ideal Hotel in Los Angeles!

Luxury Los Angeles Hotel








OmniHotels.com/LosAngeles
Great Location in Downtown LA. Book Online at the Official Site!

Hotels La | Santa Monica, TripAdvisor.com

SantaMonica.TripAdvisor.com
Research Santa Monica Hotels and Santa Monica Attractions!

Qidiruvda pullik reklama (auksionlar qanday amal qiladi)

**QIDIRUV REKLAMA REYTINGI =
BIR KLIK UCHUN NARX TAKLIFI * SIFAT BAHOSI**

	Max taklif	×	Sifat bahosi	=	Reklama reytingi	→	O'rne
Advertiser I	\$2.00 		10 		20		
Advertiser II	\$4.00 		4 		16		
Advertiser III	\$6.00 		2 		12		
Advertiser IV	\$8.00 		1 		8		

Sotildi!

Qidiruvda pullik reklama (auksionlar qanday amal qiladi)

SIZ UCHUN NARX = SIZDAN QUIYIDAGI REKLAMA BERUVCHI REYTINGI / SIZNING SIFAT BAHOINGIZ + 0.01\$

	Max. taklif	Sifat bahosi	Reklama reytingi	Haqiqatdagi CPC
Advertiser I	\$2.00 	10 	20	$16/10 + 0.01 =$ \$1.61 
Advertiser II	\$4.00 	4 	16	$12/4 + 0.01 =$ \$3.01 
Advertiser III	\$6.00 	2 	12	$8/2 + 0.01 =$ \$4.01 
Advertiser IV	\$8.00 	1 	8	Highest CPC 



+998 (91) 166-00-48, 0 (371) 233 49 03
info@zipwolf.com

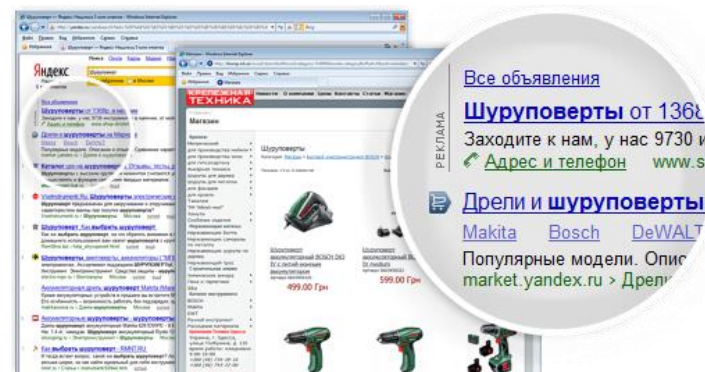
Adres: Buyuk Turon, 42, Toshkent, 100000, O'zbekiston
Mo'ljal: Toshkent Markaziy Univermagi (TsUM)

Ijtimoiy tarmoqlarda kuzatib boring:

Telegram: [@zipwolf_uz](https://www.telegram.com/@zipwolf_uz)

Facebook: <https://www.facebook.com/zipwolf.zipwolf>

Instagram: <https://www.instagram.com/zipwolf/>



E'TIBORINGIZ UCHUN TASHAKKUR!