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bachelorarbeit aus dem jahr 2015 im fachbereich bwl offline marketing und online marketing note 2 0 fachhochschule erfurt wirtschaftswissenschaften sprache deutsch abstract es war

nicht abzusehen welch große bedeutung die ersten suchmaschinen die im jahre 1994 im internet angeboten wurden für das internet und dessen nutzer haben würden damals bestimmte

der zufall ob internetseiten auf ein bestimmtes keyword gerankt werden oder nicht eine registrierung des unternehmens war nötig um in suchmaschinen von internetnutzern gefunden zu

werden erst im jahre 1997 begannen anbieter wie google erste mechanismen und algorithmen zu entwickeln damit eine webseite auch automatisch indiziert werden kann daraufhin wurde

der fokus der homepage entwicklung neu gesetzt programmierer analysierten bestimmte faktoren welche den suchmaschinenalgorithmus beeinflussen sollte allerdings wurden diese

mechanismen und algorithmen von programmierern so manipuliert dass sie die glaubwürdigkeit des suchmaschinenrankings in frage stellte somit wurde die aussagekraft von webseiten

geschmälert und das ranking an sich verlor zunehmend an bedeutung hier waren die großen suchmaschinenanbieter mehr und mehr gezwungen ihren suchmaschinenalgorithmus zu

verfeinern und den sogenannten black hats ihre arbeit zu erschweren heutzutage hat google als größter marktanbieter über 200 faktoren welche in die bewertung einzelner internetseiten

mit einfließt doch nicht nur diese faktoren machen es internetseitenbetreibern schwieriger einen platz ganz oben im suchmaschinenergebnis zu ergattern auch der wettbewerb ist im laufe

der jahre signifikant gestiegen was es noch viel wichtiger macht zumindest auf einer der ersten seiten von google yahoo und anderen anbietern zu stehen ein hohes ranking wird von

immer größerer bedeutung so verdoppelt sich die anzahl der webseiten im netz alle sechs monate dabei belegen studien dass suchende gerade einmal die webseiten begutachten welche

sich auf die ersten beiden seiten einer suchmaschine beziehen die restlichen seiten sind damit für viele internetnutzer irrelevant hieraus lässt sich die enorme bedeutung der

suchmaschinenoptimierung für unternehmen erkennen nach einer studie des webseiten monitoring dienstes pingdom gab es bereits im jahr 2012 über 2 1 milliarden internetnutzung von

denen 34 000 suchanfragen pro sekunde über google raus gingen das beträgt auf den tag gerechnet 2 9 milliarden suchanfragen wer hier als unternehmen nicht präsent ist und nicht

gefunden wird verliert somit enormes potenzial an kundschaft

thinking of setting up a blog for your school academic or public library this book is for you learn all about the blogosphere and its place in your library learn the nitty gritty of setting up

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michael stephens discusses social software and the implications for libraries

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