Influencer Marketing

Who am I

Anton Shulke
Ex WebPromo
Ex Semrush (5 years)
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Influencer marketing

Influencer marketing is a form of social media marketing involving endorsements and product placement from influencers, people and organizations who have a purported expert level of knowledge or social influence in their field. Wikipedia

Instagram influencers - “PPC” way

Building up relationship with an Influencer - “SEO”

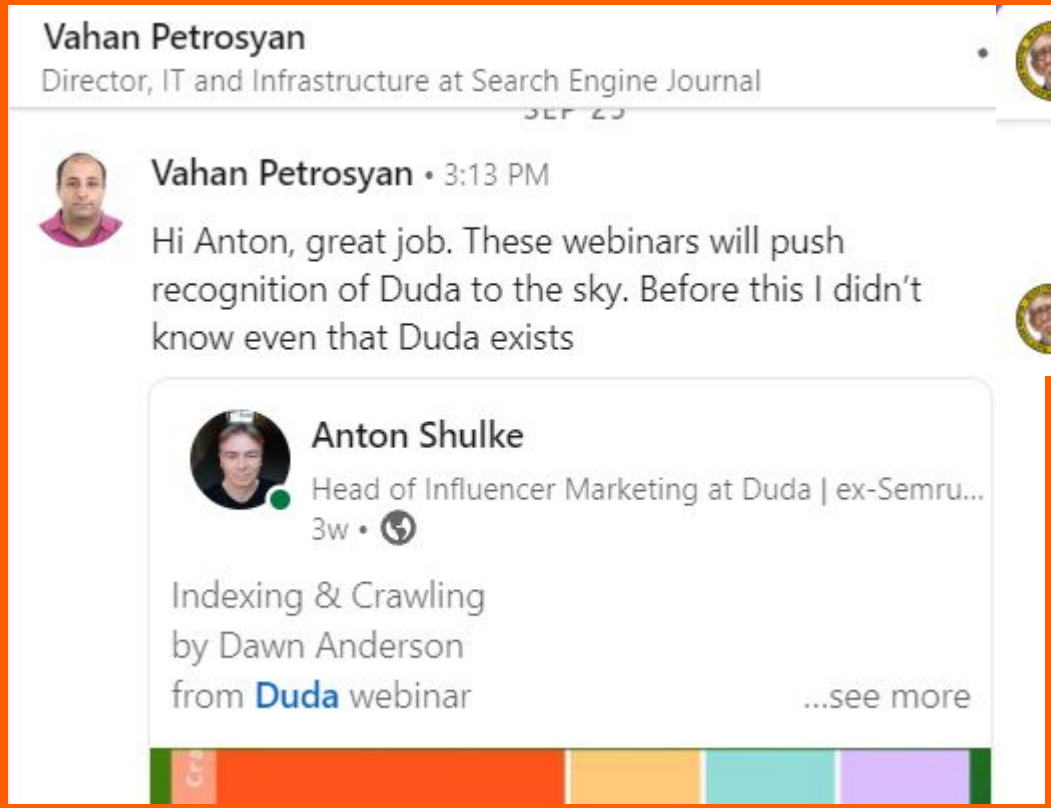
Webinars

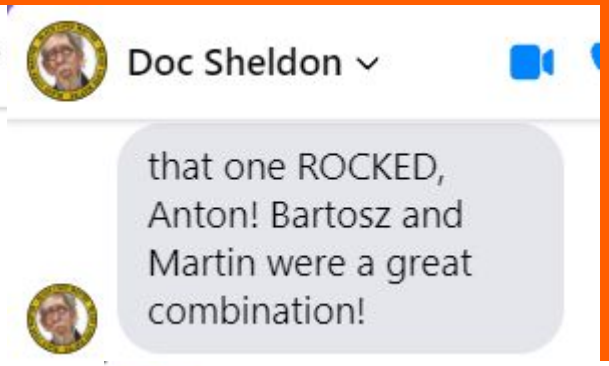
Events

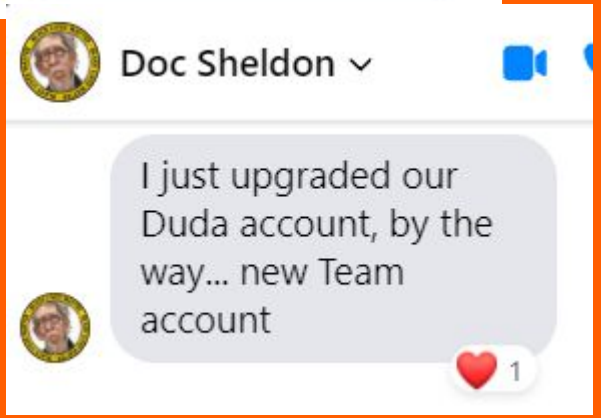
Podcasts

Webinars as an Influencer Marketing tool

Trying to get Brand recognition in the SEO industry







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SEJ Search Engine Journal SEO PPC CONTENT SOCIAL NEWS WEBINARS

Roger Montti / October 12, 2021 / 9 min read

194 SHARES 3.9K RE

SEJ Search Engine Journal SEO PPC CONTENT SOCIAL

Google's Martin Splitt participated in a Duda Webinar abo
rendering and how it impacts SEO. Rendering is what happ
browser requests a web page, it's a key part of Core Web V
Understanding this helps take some of the mystery out of

Citations

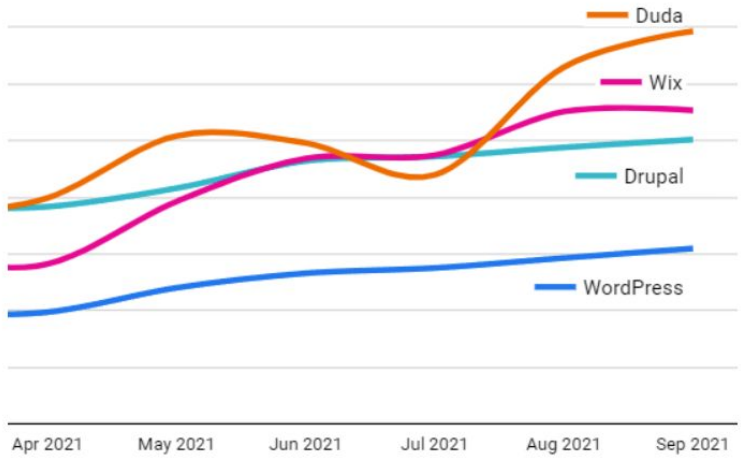
Original Duda Webinar Page for Essential Rendering

Watch Martin Splitt explain rendering from about the 15:36 minute mark

Boom 💥💥

SEJ Search Engine Journal SEO PPC CONTENT SOCIAL NEWS WEBINARS

Duda, Wix, Drupal and WordPress CWV Scores



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While major companies like Wix, Duda and Cloudflare c
enthusiastic adoption of the new open source IndexNov
that promises instant indexing, it was also confronted w
whether the IndexNow was necessary, worth the trouble

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3. Integration with CMS and CDNs

But the **third way** may be how most sites will interface with Index
accessing the new protocol through a function that is native to th
whatever CMS a publisher uses.

Wix and Duda recognize the benefit to users and are already on-
plans to provide the new feature to their users.

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Martin Splitt in a Duda webinar explained a concept called Centerpiece Annotation that discusses how Google analyzes content on a web page.

Importance of a good connections 💕: IndexNow API

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Microsoft Bing

Microsoft Bing Blogs

Blogs Regions Skip to content

Content Management Systems (CMS)

We are encouraging all Web Content Management
website content immediately indexed and minimize

- WordPress: Microsoft Bing provided the oper
  CMSs to adopt IndexN
- Wix plans to integrate
- Duda will support Ind

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whatever CMS a publisher uses.

Wix and Duda recognize the benefit to users and are already on-boa
plans to provide the new feature to their users.

Cloudflare and Akamai are supporting the new IndexNow protocol

WordPress appears to be dragging its feet on the new protocol.

If you are on

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you have nothing to do, you are already using IndexNow

How to start if you are small (Gallerie)

How to start if you are small (Anchor)

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Can soul be stolen?

Go extra mile

Don’t be afraid of new faces

Epic series of 15 Webinars With semrush

and

AEO

Answer Engine Optimisation
(the future of SEO)

Jason Barnard

https://kalicube.pro/w

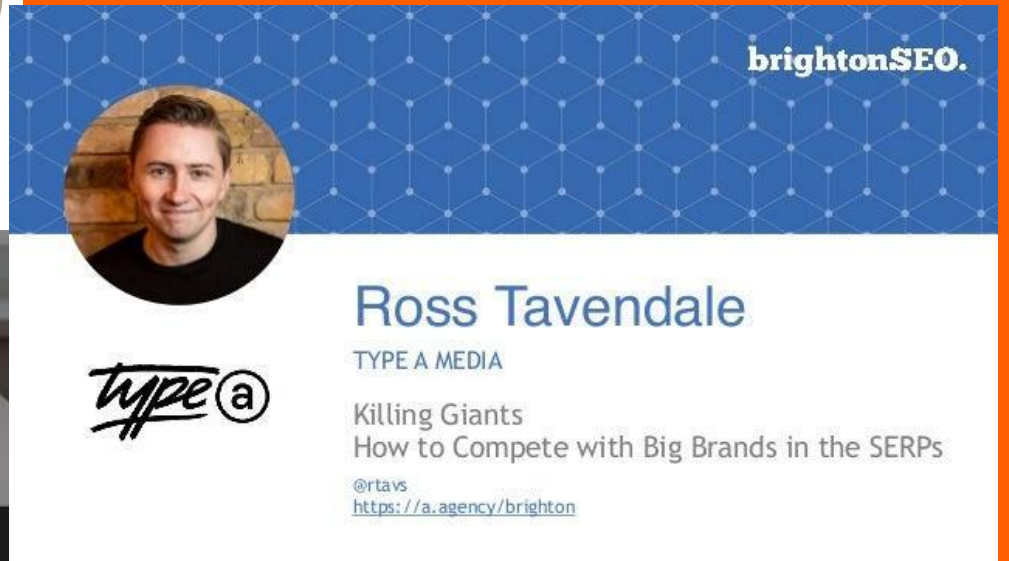
who is brand serp guy

All Images News Videos Shopping More Tools

About 347,000 results (0.47 seconds)

Jason Barnard

Jason Barnard is the founder and CEO of Kalicube. He is an author and digital marketer who specialises in Brand SERP optimisation and Knowledge Panel management. Jason uses the pseudonym “The Brand SERP Guy” for his professional work!



Vanity metrics?

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Question?

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Thank you!