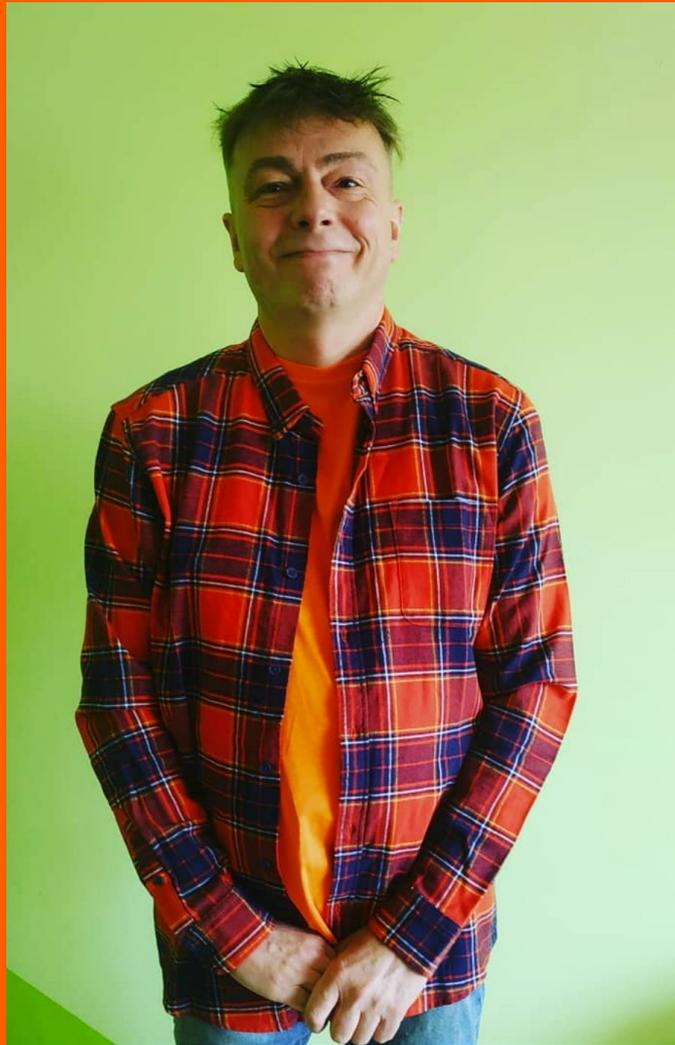


Influencer Marketing





Who am I

duda

Anton Shulke
Ex WebPromo
Ex Semrush (5 years)
Duda.co







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

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Building up relationship with an Influencer - “SEO”

Webinars



Events



Podcasts



Webinars as an Influencer Marketing tool

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GOOGLE UPDATES

// Advanced SEO // Part 5

1:00:50

This thumbnail features a teal background with the 'duda' logo in the top left. The title 'GOOGLE UPDATES' is prominently displayed in white, with the subtitle '// Advanced SEO // Part 5' below it. Three circular portraits of speakers are arranged on the right side. A vertical orange bar on the far right contains the text 'LINK > LINK > LINK > LINK'. A black timer box at the bottom right shows '1:00:50'.

duda

INDEXING & CRAWLING

1:01:40

This thumbnail has an orange background with the 'duda' logo at the top left. The title 'INDEXING & CRAWLING' is centered in white. Three vertical portrait strips of speakers are on the right. A black timer box at the bottom right shows '1:01:40'.

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ESSENTIAL RENDERING

1:02:49

This thumbnail features an orange background with the 'duda' logo at the top left. The title 'ESSENTIAL RENDERING' is centered in white. Three vertical portrait strips of speakers are on the right. A black timer box at the bottom right shows '1:02:49'. A vertical orange bar on the left contains the text 'Rendering - SEO Rendering - SEO Rem'.

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INDEXNOW UPDATE

// Advanced SEO

1:01:42

This thumbnail has a teal background with the 'duda' logo at the top left. The title 'INDEXNOW UPDATE' is centered in white, with the subtitle '// Advanced SEO' below it. Four circular portraits of speakers are arranged on the right side. A black timer box at the bottom right shows '1:01:42'.

Trying to get Brand recognition in the SEO industry

Vahan Petrosyan

Director, IT and Infrastructure at Search Engine Journal



Vahan Petrosyan • 3:13 PM

Hi Anton, great job. These webinars will push recognition of Duda to the sky. Before this I didn't know even that Duda exists



Anton Shulke

Head of Influencer Marketing at Duda | ex-Semru...
3w • 🌐

Indexing & Crawling
by Dawn Anderson
from **Duda** webinar

...see more



Doc Sheldon ▾

that one ROCKED,
Anton! Bartosz and
Martin were a great
combination!



Doc Sheldon ▾

I just upgraded our
Duda account, by the
way... new Team
account





[Roger Montti](#) / October 12, 2021 / 9 min read

194 3.9K

SHARES RE.



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

Citations

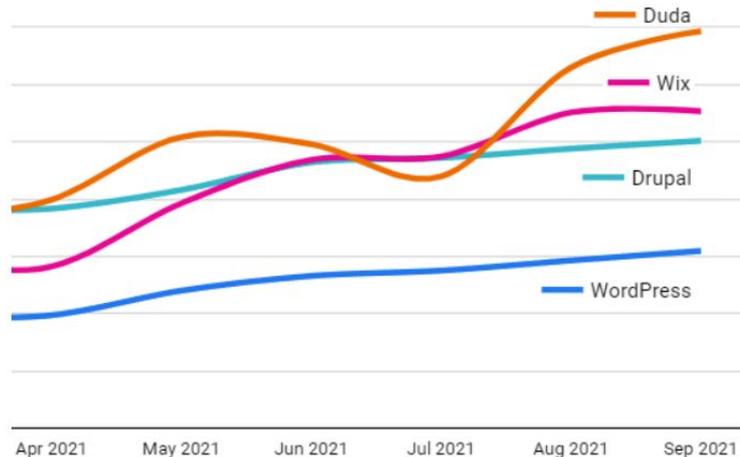
[Original Duda Webinar Page for Essential Rendering](#)

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



Boom 

Duda, Wix, Drupal and WordPress CWV Scores



While major companies like Wix **Duda** and Cloudflare are enthusiastic adopters of the new open source IndexNow that promises instant indexing, it was also confronted with whether the IndexNow was necessary, worth the trouble.

3. Integration with CMS and CDNs

But the **third way** may be how most sites will interface with IndexNow: accessing the new protocol through a function that is native to the 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.

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



whatever CMS a publisher uses.

Wix and Duda recognize the benefit to users and are already on-board. Duda 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.

- [WordPress](#): Microsoft Bing provided the opportunity for all CMSs to adopt IndexNow.
- [Wix](#) plans to integrate IndexNow.
- [Duda](#) will support IndexNow.

If you are on



you have nothing to do, you are already using IndexNow

How to start if you are small (Gallerie)

duda



**YOUR AD
COULD BE
★ HERE ★**

How to start if you are small (Anchor)

duda



duda



duda



duda

GOOGLE UPDATES

// Advanced SEO // Part 5



1:00:50

Can soul be stolen?



60 minutes
with **Lily Ray**



60 minutes
with **Aleyda Solis**



Hosted by Deepak Shukla

1:03:12



60 minutes
with **Marie Haynes**



Hosted by Deepak Shukla

7 DECADES

in 30 minutes

DOC SHELDON



60 minutes
with **Barry Schwartz**



Hosted by Deepak Shukla

1:01:16

10 YEARS
OF INDEPENDENCE

MONTSE CANO



D-Talk



27:08

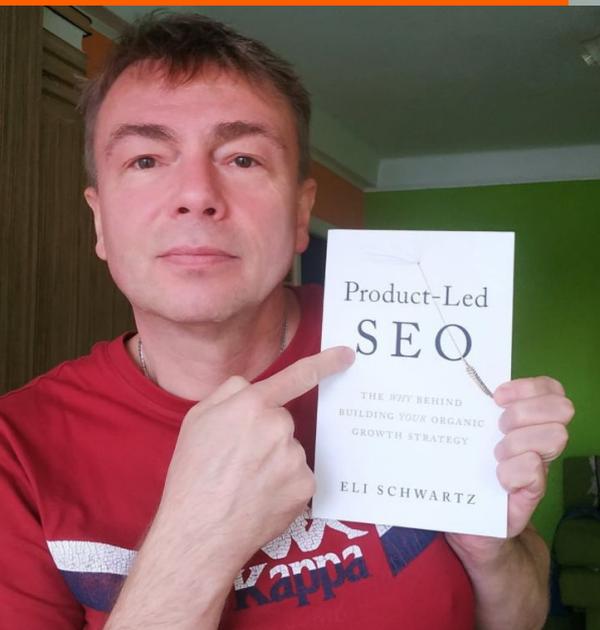


D-Talk

44:51

Go extra mile

duda



Don't be afraid of new faces

Epic series of 15 Webinars With  SEMRUSH



Answer Engine Optimisation
(the future of SEO)

<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!



brightonSEO.

Ross Tavendale

TYPE A MEDIA

Killing Giants
How to Compete with Big Brands in the SERPs

@rtavs
<https://a.agency/brighton>



Vanity metrics?



Quick message - Digital Marketing Radio on-hold for...

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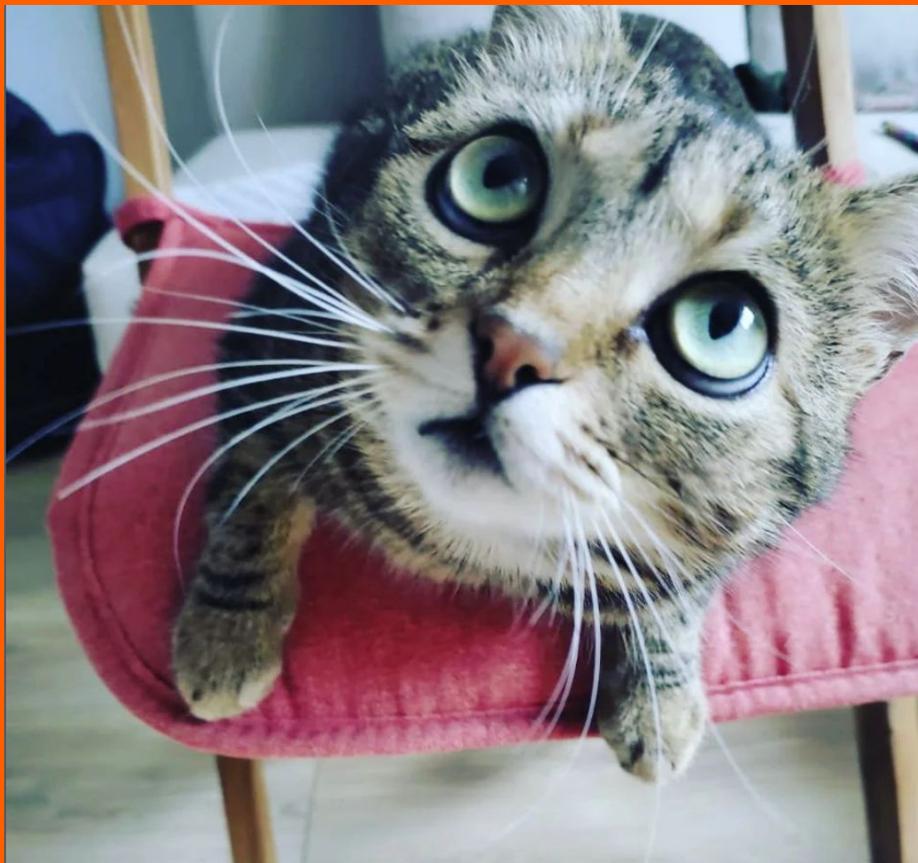


PODCAST ADVERTISING: Should your brand be...

55 views • Streamed 3 months ago

Question?

duda



Thank you!

