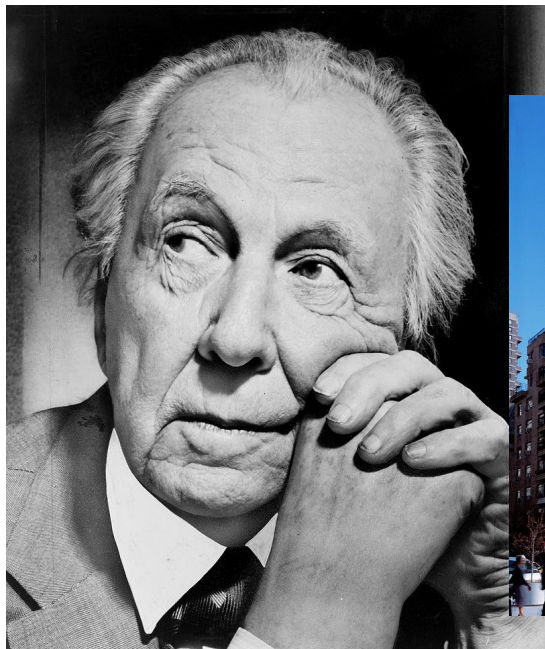




#seomantica

Ovvero, se la SEO sta morendo, davvero WordPress
servirà ancora?

...esperto è qualcuno che ha smesso di pensare



**l'esperto
NON
risponde**



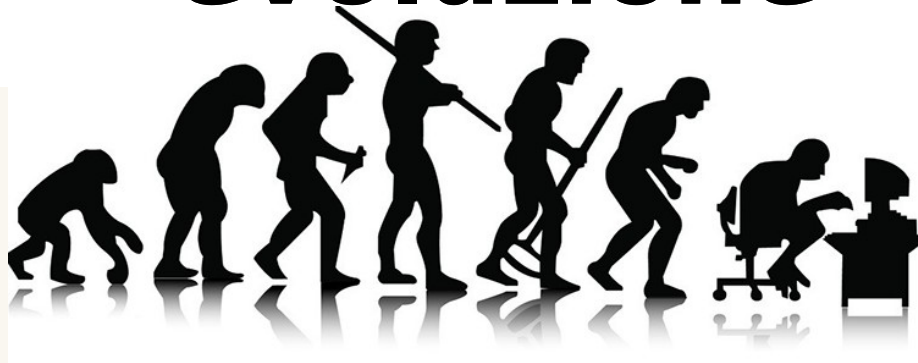
Architettura organica

A close-up photograph of a person's hands operating a traditional textile spinning machine. The machine is a complex metal frame with several large, light-colored bobbins or spindles. The person, wearing a blue apron and a ring, is carefully adjusting one of the bobbins. The background shows a workshop environment with various tools, a blue container with the text 'UENTITRO INEBRIA', and a window providing natural light. The overall scene conveys a sense of traditional craftsmanship.

**Fatevi da soli
le vostre canne!**



**fatti una domanda datti una risposta
evoluzione**



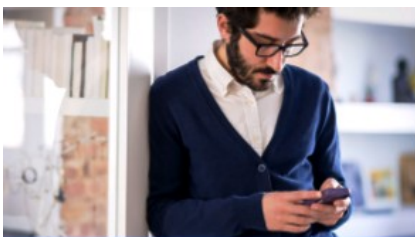
The Google logo is displayed in its characteristic multi-colored font: 'Z' in blue, 'o' in red, 'o' in yellow, 'g' in blue, 'l' in green, and 'e' in red.

...panda, pinguini e colibrì

SEMANTICA

Search/Engine/Optimization

#seomantica



I-want-to-know moments

65%

of online consumers look up more information online now versus a few years ago.²

66%

of smartphone users turn to their phones to look up something they saw in a TV commercial.³



I-want-to-go moments

2X

increase in "near me" search interest in the past year.⁴

82%

of smartphone users use a search engine when looking for a local business.⁵



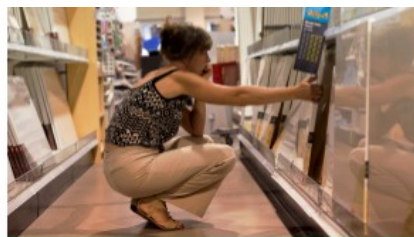
I-want-to-do moments

91%

of smartphone users turn to their phones for ideas while doing a task.⁶

100M+

hours of "how-to" content have been watched on YouTube so far this year.⁷



I-want-to-buy moments

82%

of smartphone users consult their phones while in a store deciding what to buy.⁸

29%

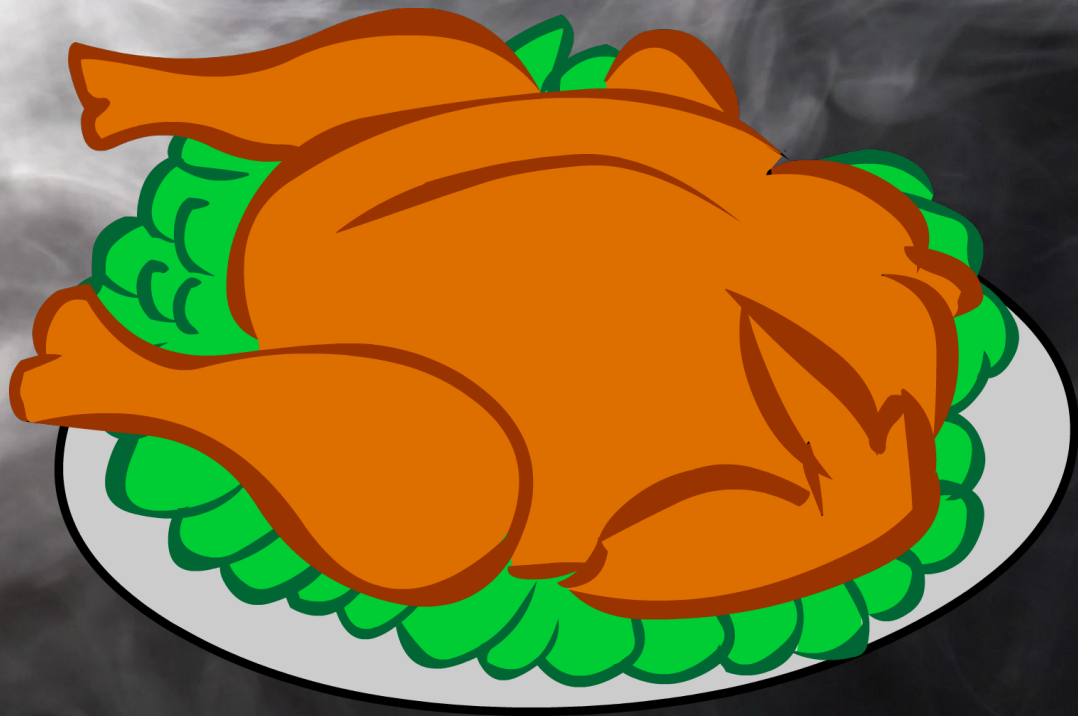
increase in mobile conversion rates in the past year.⁹

...se la SEO sta morendo*, davvero WordPress
--virà ancora?



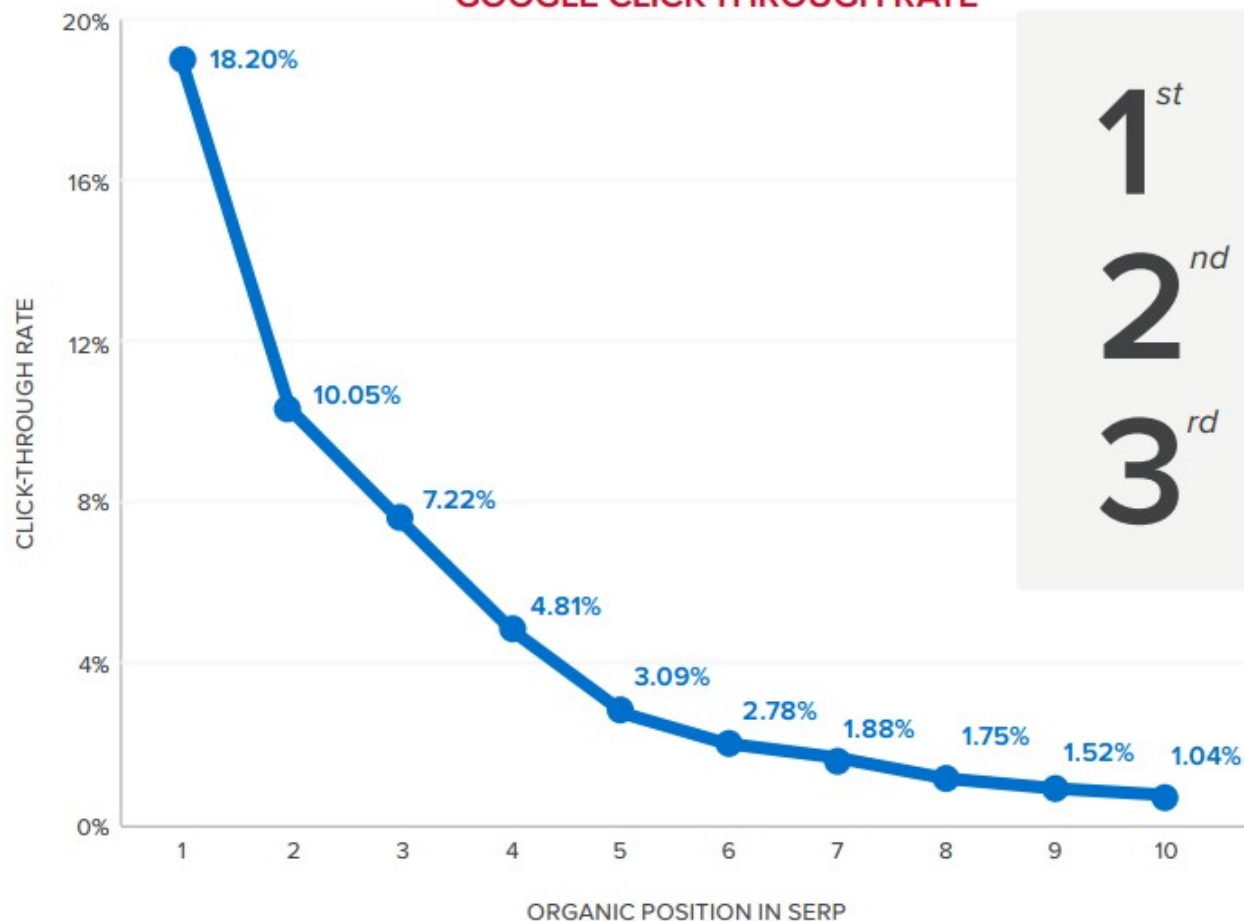
*se la SEO sta morendo, lo verificiamo tra
poco...





Based on our sample set of 324 keywords, we have observed the following curve for Google Exact Keyword CTR:

GOOGLE CLICK-THROUGH RATE

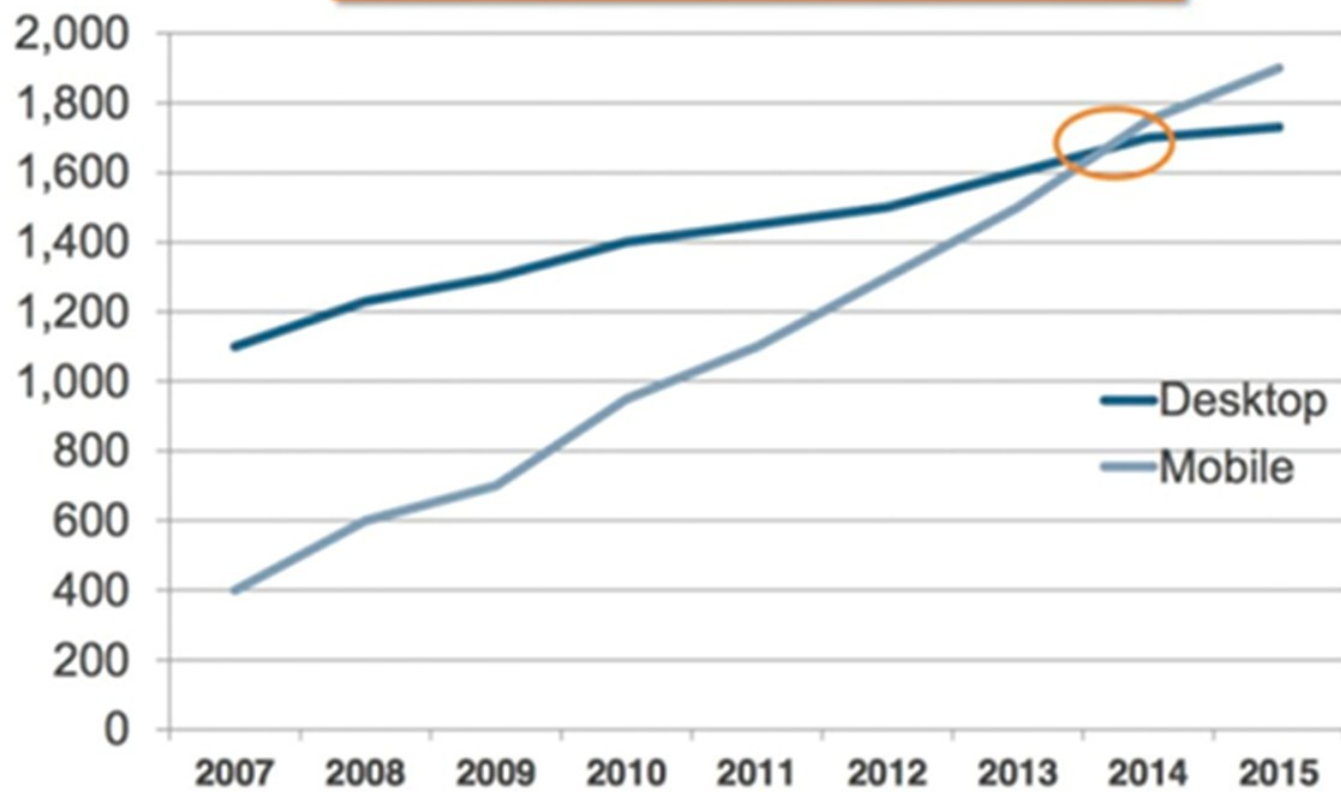


1st POSITION
is approximately
4X POSITION 4

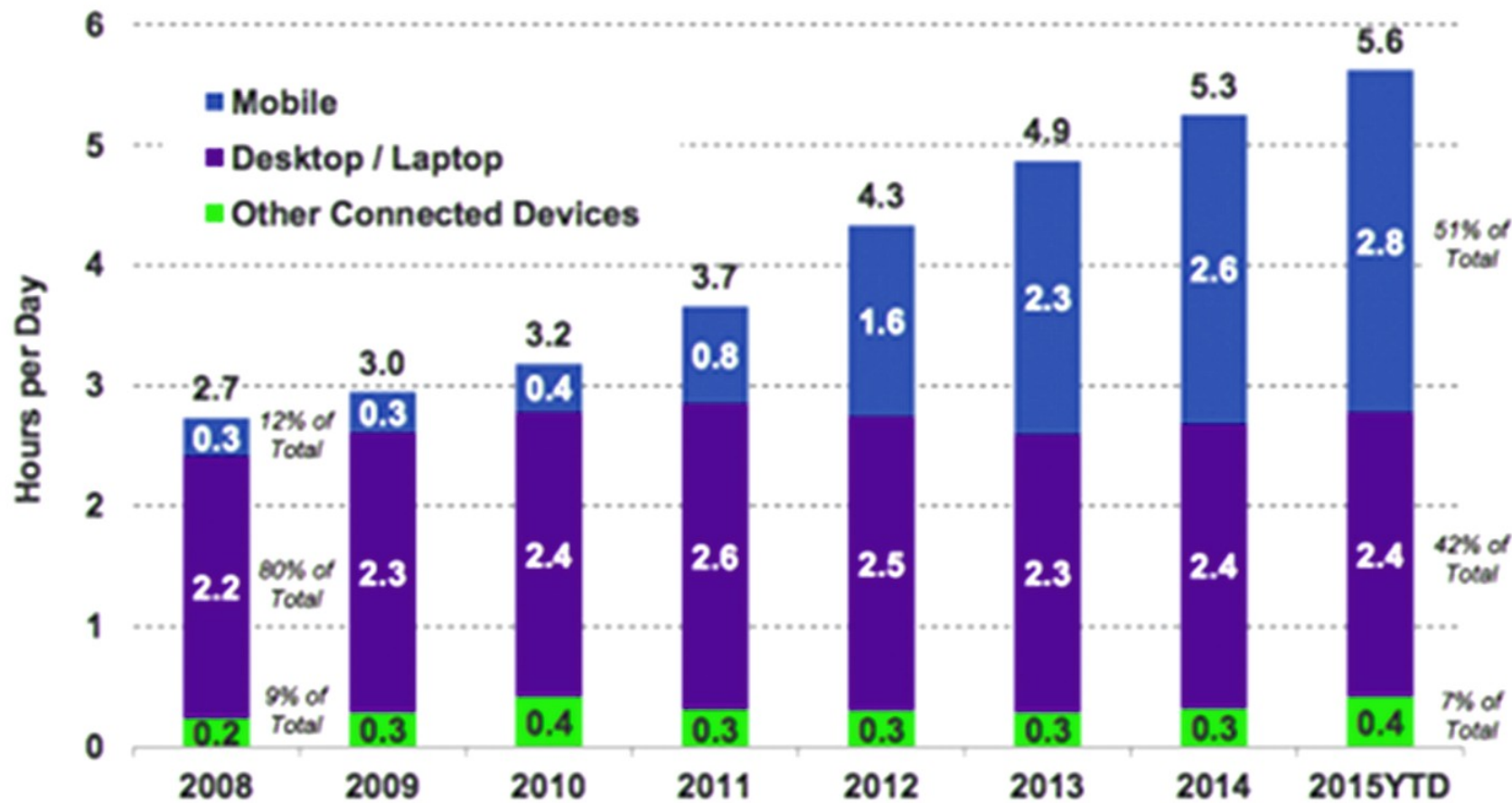
2nd POSITION
is approximately
2X POSITION 4

3rd POSITION
is approximately
1.5X POSITION 4

Number of Global Users (Millions)



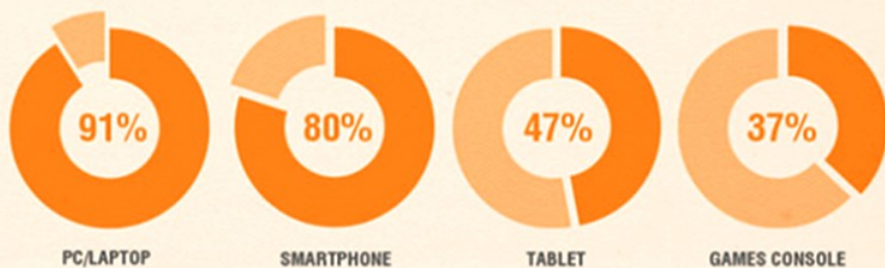
Time Spent per Adult User per Day with Digital Media, USA, 2008 – 2015YTD



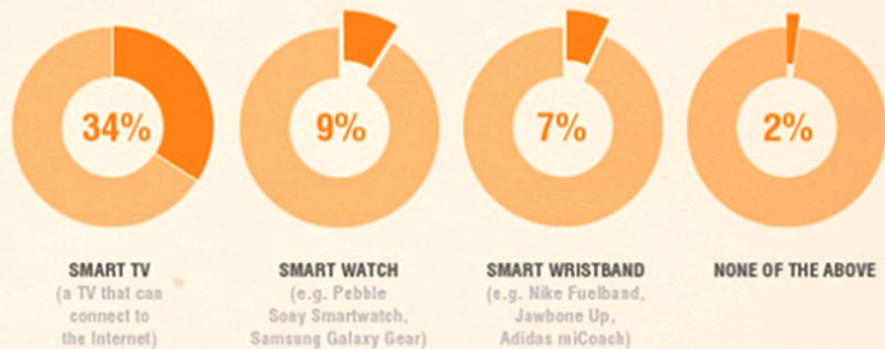
WHICH DEVICES ARE MOST POPULAR?

80% OF INTERNET USERS OWN A SMARTPHONE

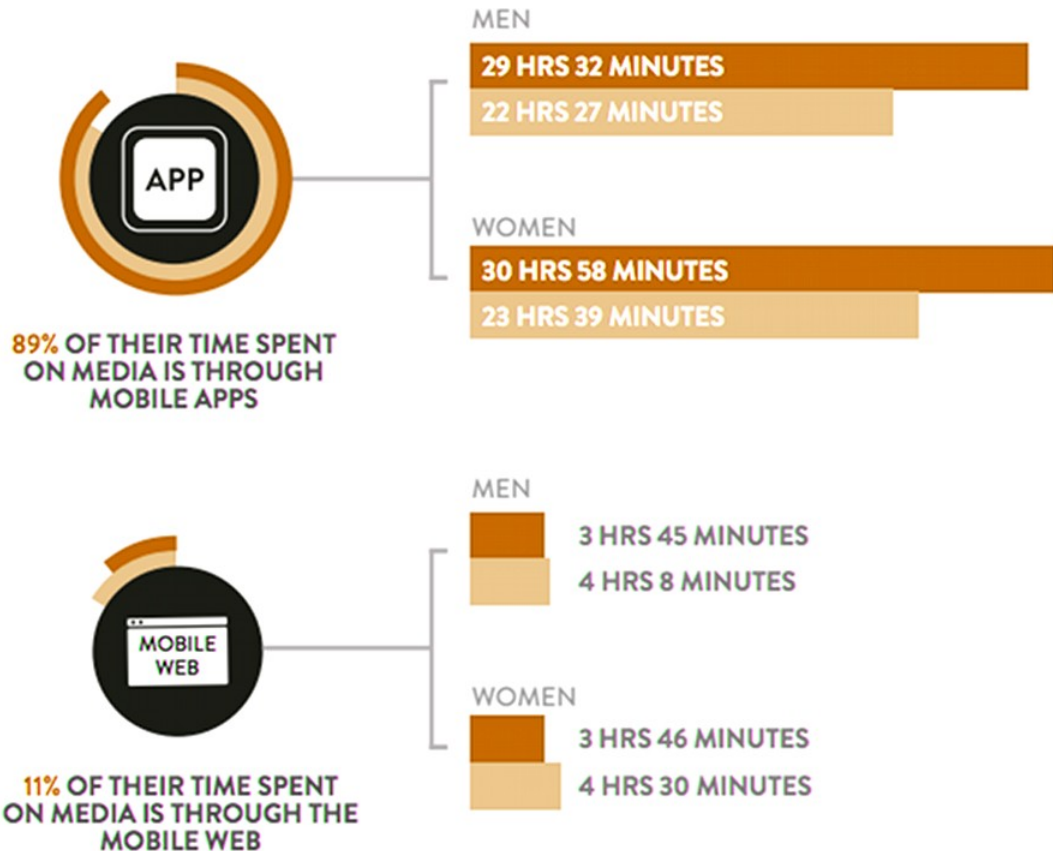
Most Popular Devices Used to Search the Internet



Emerging Devices Used to Search the Internet



MONTHLY USAGE OF APP AND MOBILE WEB



Search is the most common starting point for mobile research



48%
Start on
Search Engines

42%

Automotive

41%

Home &
Garden

38%

Apparel &
Beauty



33%
Start on
Branded Websites

31%

Finance

31%

Apparel &
Beauty

27%

Automotive



26%
Start on
Branded Apps

36%

Finance

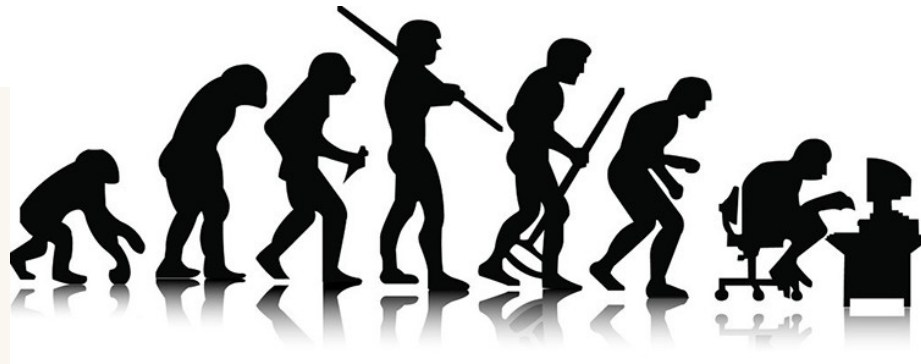
22%

Electronics

21%

Apparel &
Beauty

SEO > SMO > DAO > APP > AMP





#egrazieatutti*

***anche a Daniele Silvestri,
per il brano "Prima di essere un uomo"**