

B-9. SEARCH ENGINE OPTIMIZATION - FROM AUTOMATIC REPETITIVE STEPS TO SUBTLE SITE DEVELOPMENT

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Abstract. Many sites paid lots of money to increase web traffic, spent lots of time on optimization. This resulted in increased amount of users and finally extinction from Google. Google

has moved to more complicated methods like „Penguin filter“. It includes visitor's behaviour on site. Many rules should be reconsidered. It is thought that SEO is on the edge of extinction. However, it's not the case. On the contrary, it has become more sophisticated, more unpredictable. However, Google's strap line remains as follows:

Web site is for people, not for search engines.