

Svetainė smulkiam verslui: praktinis gidas

Ką žinoti prieš kuriant, prižiūrint ir keliant svetainę į
Google

Justas Arbatauskis

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Justas Arbatauskis

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Apie šią knygą

Ši knyga skirta smulkaus verslo savininkams, kurie ruošiasi kurti arba atnaujinti svetainę ir nori suprasti, už ką moka, ko prašyti iš kūrėjo ir ką prižiūrėti po paleidimo.

Skyriai parengti pagal straipsnius, kuriuos rašau savo svetainėje KokybiskaSvetaine.lt. Juose – praktiniai patarimai, sukaupiti kuriant svetaines, el. parduotuves ir individualias sistemas Lietuvos verslams nuo 2017 metų.

Knygą galima skaityti nuo pradžios iki galo arba pasirinkti reikiamą skyrių: pradžioje – pasiruošimas ir sprendimai prieš kūrimą, viduryje – pats kūrimas, greitis ir saugumas, pabaigoje – kaip svetainę rasti Google paieškoje ir kokius nemokamus įrankius naudoti.

Kaip išsirinkti kokio internetinio puslapio reikia

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Nuo ko pradėti: vienas klausimas prieš visus kitus

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Kaip pasirinkti: praktinis sprendimo kelias

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Dažniausios klaidos renkantis

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Per didelis sprendimas per anksti

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Per mažas sprendimas augančiam verslui

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Ką svarbu numatyti nepriklausomai nuo tipo

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Kiek tai kainuoja ir nuo ko priklauso

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Ar galima pradėti mažiau ir plėsti vėliau

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Kaip pasirinktas tipas veikia jūsų galimybes Google paieškoje

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Per kiek laiko svetainė paruošiama

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Kaip pasiruošti pokalbiui su kūrėju

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Meistras, dirbantis vienas

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Įmonė su keliomis skirtingomis paslaugomis

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Prekyba, kuri kol kas vyksta per socialinius tinklus

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Kas dažniausiai pamirštama skaičiuojant

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Ženkliai, kad pasirinkote teisingai

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Domenas ir hostingas: ką reikia žinoti prieš kuriant svetainę

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Kas yra hostingas

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Kaip domenas ir hostingas veikia kartu

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Kiek kainuoja domenas

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Kiek kainuoja hostingas

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Į ką atkreipti dėmesį renkantis hostingą

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Vietinis ar užsienio tiekėjas

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Ar verta pirkti viską vienoje vietoje

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Pasiruošimas svetainės kūrimui

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Domeno ir hostingo nuosavybė

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Kaip pasirinkti domeno vardą

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Ką reikia skirtingi hostingo tipai

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Kas dažniausiai nutinka blogai

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Kada verta keisti hostingą

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Keli domenai: kada verta, o kada kenkia

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Kur fiziškai turi stovėti serveris

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Atsarginės kopijos: ką iš tikrųjų daro hostingas

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WordPress ar individualus sprendimas: ką pasirinkti verslui?

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Kas yra WordPress

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Kas yra individualus sprendimas

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Kainos palyginimas

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Lankstumas ir plėtra

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Saugumas

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Turinio valdymas

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Greitis ir našumas

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Kada rinktis kurį variantą

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Mūsų rekomendacija

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Priežiūros skirtumai ilguoju laikotarpiu

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Migracijos ir ateities galimybės

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Dažniausi mitai

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Hibridinis požiūris

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Kaip priimti galutinį sprendimą

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Ką iš tikrųjų reiškia „individualus sprendimas“

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Kur WordPress tikrai stipresnis

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Kur individualus sprendimas pateisinamas

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Kaip apsispręsti praktiškai

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Ką numatyti sutartyje bet kuriuo atveju

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Dažni klausimai

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Kaip pasitikrinti, kuris variantas jums

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Sutartis su svetainės kūrėju: į ką žiūrėti

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2. Kas yra „baigta“

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3. Terminai ir kas už ką atsako

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4. Mokėjimo etapai ir avansas

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5. Autorių teisės į kodą ir turinį

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6. Kas nutinka, jei bendradarbiavimas nutrūksta

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7. Priežiūra po paleidimo

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Dažni klausimai

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Ką turite gauti, kai svetainė perduodama

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Kaip saugiai perduoti prieigas rangovui

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Internetinio puslapio kūrimas: pilnas procesas žingsnis po žingsnio

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1 etapas: tikslo ir poreikių apibrėžimas

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2 etapas: struktūros planavimas

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3 etapas: dizainas

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4 etapas: programavimas ir kūrimas

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5 etapas: turinys

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6 etapas: SEO pagrindai

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7 etapas: testavimas ir paleidimas

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8 etapas: priežiūra ir augimas

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Kur projektai dažniausiai užstringa

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Ką reikia patvirtinti kiekvienne etape

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Ką padaryti paleidimo dieną

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Kas vyksta po paleidimo

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Kiek trunka kiekvienas etapas

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Kodėl projektai vėluoja

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Responsive dizainas: kodėl mobilus pritaikymas yra būtinas

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Kas yra responsive dizainas

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Kodėl tai svarbu jūsų verslui

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Responsive dizainas ir SEO

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Vienas adresas, viena svetainė

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Greitis mobiliuosiuose įrenginiuose

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Patogumas naudoti pirštu

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Kaip patikrinti, ar jūsų svetainė pritaikyta

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Dažniausios mobilaus pritaikymo klaidos

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Investicija, kuri atsiperka

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Responsive ir taikymas konkrečiai auditorijai

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Responsive dizainas ir ateities įrenginiai

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Kaip responsive veikia konversijas

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Testavimas prieš paleidimą

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Kiek klientų prarandama telefone

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Kuo skiriasi „atsidaro telefone“ ir „pritaikyta telefonui“

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Ką tikrinti pirmiausia savo svetainėje

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Ką daryti, jei svetainė sena

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Kodėl telefonui verta kurti pirmiausia

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Prieinamumas nuo 2025 m. — jau ne rekomendacija, o įstatymas

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Ką konkrečiai reiškia WCAG 2.1 AA jūsų svetainėje

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Prieinamumo deklaracija — ką joje rašyti

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Mygtukų dydis — kodėl 48 pikseliai, o ne 30

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Kaip pagreitinti WordPress svetainę: praktiniai patarimai

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Kodėl svetainės greitis toks svarbus

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Pasirinkite kokybišką hostingą

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Optimizuokite nuotraukas

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Įdiekite talpyklos (cache) įskiepi

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Atsisakykite nereikalingų įskiepių

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Sumažinkite ir sujunkite kodą

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Naudokite turinio pristatymo tinklą (CDN)

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Optimizuokite duomenų bazę

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Reguliariai matuokite greitį

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Kaip greitis veikia pardavimus

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Mobilus greitis – atskiras prioritetas

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Šablono ir temos pasirinkimo įtaka

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Kas WordPress svetainėje kaupiasi nepastebimai

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Administravimo srities greitis

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Ką daryti pirmiausia, o ko nedaryti visai

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Kada problema yra ne WordPress

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Kaip išlaikyti greitį ilgai

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Dažni klausimai

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Nuo ko pradėti, kad nesugadintumėte

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Kodėl wp-admin veikia lėtai, nors svetainė greita

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WP Rocket, LiteSpeed Cache ar Autoptimize

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WordPress saugumas: kaip apsaugoti svetainę nuo įsilaužimų

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Kodėl WordPress svetainės įsilaužiamos

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Reguliariai atnaujinkite viską

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Naudokite stiprius slaptažodžius

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Apribokite prisijungimo bandymus

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Diekite saugumo įskiepi

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SSL ir saugus ryšys

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Patikimas hostingas

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Kaip iš tikrųjų vyksta įsilaužimai

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Kaip atpažinti, kad svetainė pažeista

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Techninė pusė: kas ką paleidžia

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Kaip patikrinti savo svetainę per 5 minutes

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Google Consent Mode v2: kodėl vien slapukų juostos nebeužtenka

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Prieinamumo reikalavimai: kas keičiasi el. parduotuvėms

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Google paieškos optimizavimas: žingsnis po žingsnio pradedantiesiems

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Kaip veikia Google paieška

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2. Indeksavimas (indexing)

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3. Rikiavimas (ranking)

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5 pagrindai pradedantiesiems

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Raktažodžiai — pradžia visko

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Turiny, kuris tikrai atsako

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Techniniai pagrindai

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Nuorodos ir patikimumas

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Google paieškos optimizavimas per 30 dienų: planas pradedančiajam

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On-page ir off-page optimizavimas

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Dažniausios pradedančiųjų klaidos

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Google Ads ar SEO?

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Kiek laiko tai užtrunka

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Ko realiai tikėtis pirmaisiais mėnesiais

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Ką daryti, kai atrodo, kad niekas neveikia

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Vietinis verslas ir Google paieška

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Kaip pamatuoti, ar SEO veikia

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Ką daryti pirmiausia — trumpa santrauka

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Nemokami Google įrankiai, kuriuos verta įsijungti pirmiausia

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Nemokamos SEO pamokos: nuo ko pradėti savarankiškai

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Dažni klausimai

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Kas užima vietą paieškos rezultatuose

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Ką Google skelbia pati ir kodėl tai svarbu

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Vietinis SEO: kaip pritraukti klientų savo mieste

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Kas yra vietinis SEO

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Vietinė SEO optimizacija, lokalus SEO, vietinės paieškos optimizacija – tas pats?

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Vietinis SEO vietiniam verslui: kodėl jis vertingesnis už bendrą

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Svarbiausi vietinio SEO veiksniai

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Google verslo profilis

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Atsiliepimai

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Vietos raktažodžiai ir NAP

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Dažni klausimai

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Vietinis SEO smulkiam verslui: ką matuoti vietoj lankytojų skaičiaus

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Vietinis SEO mažesniame mieste

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Google žemėlapių trejetukas (map pack)

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Google verslo profilio optimizacija

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Kaip perimti arba pašalinti apleistą Google verslo profilį

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