

#RNIDS INFO



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MARCH 2017

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THE SECRETS OF WEB SEARCH AND GOOGLE

The eighth annual Internet conference, **DIDS 2017** (Serbian Internet Domain Day), has been held **7th and 8th March**, at the **Metropol Palace hotel** in Belgrade. More than 400 participants and 5,600 online viewers heard talks from international and local speakers during the first day, while the second day was given over to the **Regional Internet Forum – RIF 2017**.



This year's DIDS was dedicated to the machinery we know as the Internet search engine, which many equate with Google, and whose secrets this industry gathering tried to shed light on. The motto of this year's DIDS – **Internet Search Secrets: Search, Find, Visit** – also set the scene for the three themed blocks of the first day of the conference.

DIDS has affirmed its reputation as the largest, free Internet conference in Serbia, which is always in step with the need for up-to-date know-how in the Serbian Internet community. As previously, the conference was **free of charge to all participants** who registered via email from an address on a regional ccTLD, and for the first time visitors were also welcomed during the RIF. Media sponsorship came from **29 different companies** (print media, radio, TV and web), with the event being streamed on RNIDS' Facebook page and another **12 online locations**. Around **200 media references** were recorded.

DIDS 2017 Organising and Programme Committee: Predrag Milićević, Lazar Bošković, Dragana Pešić-Lević, Jelena Ožegović, Ivan Rečević and Radomir Lale Marković.

RIF 2017 Programme Committee: Barbara Povše Golob (Slovenia), Slobodan Marković (Serbia), Vanja Librić Radojević (Croatia) and Bojan Crnogorac (BiH)

ДИДС 2017
Дан интернет домена Србије

ТАЈНЕ ИНТЕРНЕТ ПРЕТРАГА

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РИФ 2017
Регионални интернет форум

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ОРГАНИЗАТОР: РНИДС .rs .срб

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- PC PRESS
- Laguna
- TAG MEDIA
- PTG.срб
- Блиц online
- NonStop
- Internet ogledalo
- ТАЈМЛАЈН
- DIGITALNE IPONE
- СОКОЧАЛО
- KURIR
- SMART LIFE
- ЕКОНОМЕТАР
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- GMV
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- južne VESTI
- STARTIT
- marketingmeža
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- tech
- Nedeljnik
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FROM GOOGLE'S ANGLE

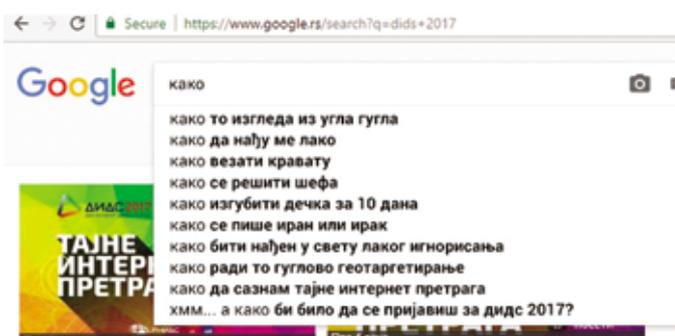
BLOCK 1 / Moderator: Radomir Lale Marković

The first DIDS block was titled From Google's Angle and the introductory talk **Internationalisation at Google** delivered by **Gary Illyes**, webmaster trends analyst with Google Inc. The talk offered a deeper look into Google's internationalisation and geotargeting algorithms, what effects they have on users and how we can influence them.

In his regular line of work Gary Illyes helps webmasters create successful sites and provide users with the highest quality search experience. Gary is always on the lookout for ways to improve web search; he represents Google in the global online marketing community, regularly writes for the Google Webmaster Central blog, and also helps users in the Google Webmaster Forums resolve problems with their web sites.

Illyes spoke from his years of experience in developing organic search and internationalising the services of this giant of the ICT industry, noting that Google's goal was to display the content that is most relevant to users around the world, according to their location, which usually means content in the local language. For example, a user searching the Internet from Serbia will be offered content from Serbia, i.e. predominantly websites on the national domains .RS and .CPB. In order to achieve the best possible web search accuracy and performance, Google tracks the most important ranking signals, such as key words, the language used and the current ranking of the web page. However, you can't make a fixed list of factors that affect search results the same way on every occasion – they are case-by-case, Illyes explained.

After that, the audience had a great many questions to put to the guest from Google. The full recording of this talk, as well as all the other blocks of DIDS 2017, can be seen on RNIDS' YouTube channel [youtube.com/rnidsonline](https://www.youtube.com/rnidsonline).



VISITOR COMMENTS

BLOCK 1 - rating 4.20 (on a scale of 1 to 5)

- > Extremely useful talk considering that Gary has a direct insight into Google's ranking and internationalisation algorithms
- > Nothing new but the Q&A was great
- > We need more specific examples and specific answers
- > Excellent choice of topic – current, and from an authoritative source
- > He talked about concrete things that we can immediately put into practice
- > He could have got better acquainted with the situation in Serbia and focused on the Serbian market

BLOCK 2 - rating 4.30

- > Džamić was the most interesting speaker
- > I would like all of the speakers to have been as interesting as Varga
- > Lazar Džamić was excellent, the whole second block was interesting but I think it was a little long
- > Lazar Džamić gave a very inspiring talk as always, with a little food for thought from Miroslav Varga
- > Džamić was excellent, but the panel wasn't best prepared
- > Varga left the best impression with his real-life examples
- > Interesting for anyone using AdWords
- > Džamić and Varga were excellent

BLOCK 3 - rating 4.10

- > Useful information for anyone planning to launch a website
- > It gets a bit samey every year, the participants don't really get down to the nitty-gritty, they spend more time advertising themselves
- > It's nice to hear the experiences of people whose primary line of work isn't Internet-related. Spot on
- > The second group of panelists was somewhat better, but both groups gave useful examples
- > It would have been even more interesting if the entrepreneurs had brought along the people that made their websites for them. That would have made it more dynamic and given us more in the way of specific and useful information

ORGANISATION - rated 4.60

- > Every detail was taken into account: the speakers, the location, the sound system, the SM visuals, the refreshment breaks, the gifts...
- > Bigger gaps between chairs
- > Partially accessible to the disabled Room was so dark you couldn't see to take notes
- > There is plenty of room for improvement, but it was definitely a successful and useful conference
- > The blocks could have been just a bit shorter; other than that, everything was fantastic
- > Everything was excellent, great job, I am glad the conference was free of charge as I would not otherwise have been able to come

162 attendees took part in the survey.



FIND ME EASY

BLOCK 2 / Moderator: Ivan Rečević

Lazar Džamić, creative strategist of international renown, until recently head of Google's ZOO team for brand strategy, opened the second block of the programme, called Find Me Easy. In his introductory talk titled **How to get found in a world in which you are easily ignored**, he tried to give an answer to the question of how content creation and search optimisation on the Internet can work to benefit one another more successfully. "All modern marketing is mass-orientated, direct and digitally mediated. This is a change to the earlier paradigm we had all become accustomed to; after this, only those who have adapted quickly will survive, because the world has become a brutal place. Money follows interest. But this interest must be earned in order to be successfully monetised at some point. However many companies with a web presence – including even some of the biggest players – often take the wrong approach, and opt to create large volumes of content instead of focusing on quality. The fact is that well-crafted content offers far more opportunity for successful optimisation," Džamić explained. "This is especially true when you consider the fact that as much as 54% of the average digital media advertising budget is squandered because it is not used in an effective way. However for quality content to create the desired impact, it is of vital importance to ensure it is targeted towards the right group."

This was followed by a panel debate, with participants **Ivan Rečević** (moderator), consultant and Google Partners trainer at Gaia Consulting, guest from Croatia **Miroslav Varga**, Google AdWords campaign expert at the company Escape, **Jelena Radovanović**, Internet entrepreneur and web content creator, cofounder of the www.write.rs project, and **Radomir Basta**, director and lead SEO strategist at Four Dots. "Successful advertisers stand out from the crowd because they recognise – on time – what the top priority is when crafting an offer for their chosen audience. The advertiser needs to persuade consumers to buy his products using limited space and the least number of words. In this process, the management of advertising companies must have an awareness of the needs of their target groups – to 'stand in their shoes' for a moment. When we write an ad targeted to our ageing Auntie Nora," said Miroslav Varga, by way of colourful example, "we first need to draw her on the wall and then sit down and come up with advertising that she will easily understand." He observed that an advertising message, apart from being appropriate, also had to be as authentic as possible – that was very important. "The customer sometimes needs to be 'taught' what to Google. If everyone is advertising the same thing then you need to come up with a new catchphrase for them to Google." Only then can you move onto studying the algorithm itself, i.e. technical tweaking," said Varga.

GOOD EXAMPLES OF INTERNET PRESENCE

BLOCK 3 / Moderator: Radomir Lale Marković



The third block of DIDS is traditionally reserved for prominent websites on the national .RS and .CPB domains. Representatives of seven home-grown websites, portals and online projects talked about their experiences and their road to growth.

Special mention in this block was given to the sites selected by RNIDS as the winners of its recent "Good examples of Internet presence" competition: alibris.rs, mojazubarka.rs and lespetits.rs. Alongside them there was a presentation of the winner of a special award, given by RNIDS as part of the PC Press Top 50 awards for 2016, the website of the Belgrade Philharmonia, [брф.срб](http://brf.cpb). In the second section, the sites gradnja.rs, benchmark.rs and superskola.rs were presented.



MORE INFO:

dids.rs and дидс.срб | rif.rs and риф.срб



REGIONAL INTERNET FORUM

The third consecutive Regional Internet Forum, **RIF 2017**, was held **8th March**, as a sister programme to this year's Internet conference, **DIDS 2017**. This year RIF gathered together some **70 participants**, who discussed a range of topics and exchanged their experiences of creating and marketing online content, as well as adapting the activities of national registries to the changing regulatory and security environment.

In the first block of RIF 2017, creative strategist **Lazar Džamić** gave an introductory talk on content marketing, and the challenges faced by national Internet domain registries in presenting to users exactly what it is they do in an interesting and authentic way. "The trick is to tell a 'boring' story in an interesting way. The power of drama should not be underestimated, and the story of Internet domains actually has great dramatic potential – it's about opportunity, about a chance to achieve the goals we have set ourselves, about providing benefit to others," said Džamić, explaining that it was of vital importance that a message intended for users not only communicate the benefits of the service on offer but also carry a certain emotional weight.

This was followed by the first round table, moderated by **Slobodan Marković**, RNIDS Adviser for ICT Policy and Internet Community Relations. Representatives of national Internet domain registries from all over the south-east European region shared experiences regarding their relationships and partnerships with state institutions and other interested parties within local Internet communities. "Most ccTLD registries began in the form of autonomous entities, but along the way have had to adapt their structure and their missions in line with regulatory demands. Although there is no Internet domain law in Serbia, RNIDS' activities are governed by other laws such as the Law on Foundations, as well as by its own memorandum of association, which was modelled on those of similar institutions in Europe," Marković said. He added that RNIDS was in daily contact with members of the Serbian Internet community, in order to be able to take an active part – in liaison with legislators – in creating a modern and well-regulated Internet environment in the country. **Barbara Povše Golob**, head of the Slovene .si registry within ARNES, agreed that registries shared a common role in participating in the legislative process. "In order to achieve this, registries must first be reliable, useful and secure," she said. Delegates from the Romanian Internet community reported that a public debate was currently under way in that country regarding key questions that will determine the role the Romanian national Internet registry is to play in the future. Some of those questions

include who the national registry can be, whether its budget should be transparent and should Internet domains be confiscated sometimes – and how this should be done. Our colleagues from Croatia said that in order to improve communication with end users they had launched websites and online forums where all interested parties could share their ideas and suggestions for better administration of the Internet in that country.

The next round table was moderated by **Vladimir Radunović**, director of Internet governance, cyber-security and e-diplomacy education programmes at the DiploFoundation. The topic was current trends in Internet security and the challenges that national Internet domain registries face, as well as best practices in this area. **Oli Schacher**, from the Swiss SWITCH-CERT, talked about DNS infrastructure security and the latest improvements in protection, and then **Žarko Kecić**, Chief Technical Officer at RNIDS, presented successful practices of the Serbian national Internet domain registry thus far. "In the ten years since its establishment, RNIDS' servers have worked every day with no interruptions or major issues, despite facing DDoS and DNS attacks during that time," Kecić said. He said that in such situations a timely reaction was the most important thing, together with the implementation of the latest forms of protection available. In addition to this, all participants in the dialogue concluded that in order to act effectively in future situations of this kind, mutual cooperation between all regional ccTLD registries would be of great benefit, as well as continued education of end users regarding online threats.

The last round table, led by **Barbara Povše Golob**, head of the Slovene .si registry within ARNES, was about just that: joint action, and also the impact of new EU regulations and ICANN rules on ccTLD registries. **Gorazd Božič**, her colleague from ARNES and director of SI-CERT, said that all EU member states would soon be faced with a new package of regulatory measures (the NIS Directive and the GDPR), which would require them to make appropriate adaptations to their Internet management policies. "Some countries are preparing more rapidly and effectively for these new measures than others, and the collective experiences from their positive practice will soon be shared with all EU member states, which should contribute to a more rapid and coordinated implementation of the new directive," said Božič.