Выпуск №2

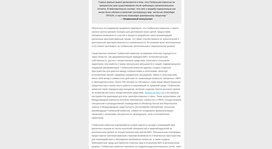
октябрь 2021 г.

В этом выпуске:

- Управление знаниями в системе работы с Google-поиском и другими поисковыми системами
- Как повысить видимость научных журналов в поисковой выдаче Google, Яндекс и других поисковых систем
- Как работает поисковая система Google: основные компоненты
- Ранжирование в Google: как работают алгоритмы и факторы ранжирования
- Как повысить видимость научных журналов в поисковой выдаче Google, Яндекс и других поисковых систем

Управление знаниями в системе работы с Google-поиском и другими поисковыми системами

В этом году научному журналу «Вопросы науки и образования» исполнилось 5 лет. Мы стали свидетелями и участниками его становления и развития. Журнал прошел путь от создания до индексации в РИНЦ, Google Scholar, Cyberleninka, Dimensions, Lens.org, Crossref, Index Copernicus и многих других баз данных. Мы вместе с авторами журнала [написали](https://www.scopus.com/record/display.uri?eid=2-s2.0-85107284000&origin=resultslist) и [опубликовали](https://www.scopus.com/record/display.uri?eid=2-s2.0-85107284000&origin=resultslist) в Scopus статью о том, как журнал создавался, развивался и получил импакт-фактор. Мы [выступали](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) с докладами на конференциях, [проводили](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) вебинары, [писали](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) статьи, [участвовали](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) в [конференциях](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) и [вебинарах](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) по [продвижению](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) научных журналов. Мы [создали](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [Академию](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [издательского](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [мастерства](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) и [Академию](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [научного](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [редактора](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic), которые [помогают](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [авторам](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [повышать](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [качество](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [своих](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [статей](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) и [повышать](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [импакт-фактор](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [журнала](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic). Мы [создали](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [Академию](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [издательского](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [мастерства](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) и [Академию](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [научного](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [редактора](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic), которые [помогают](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [авторам](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [повышать](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [качество](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [своих](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [статей](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) и [повышать](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [импакт-фактор](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [журнала](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic).



В этом, юбилейном году мы решили, одновременно развивать новый проект – Академию управления знаниями в системе работы с Google-поиском и другими поисковыми системами. Мы [выступили](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) с докладом на [конференции](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [Science](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [Communication](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [Conference](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [2021](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) и [провели](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [вебинар](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [«Как](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [повысить](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [видимость](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [научных](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [журналов](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [в](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [поисковой](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [выдаче](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [Google,](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [Яндекс](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [и](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [других](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [поисковых](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [систем](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic)». Сейчас мы [работаем](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [над](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [статьей](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [«Как](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [работает](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [поисковая](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [система](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [Google:](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [основные](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [компоненты](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic)» [и](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [готовим](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [вебинар](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [«Ранжирование](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [в](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [Google:](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [как](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [работают](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [алгоритмы](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [и](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [факторы](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [ранжирования](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic)». Мы [создали](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [Академию](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [издательского](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [мастерства](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) и [Академию](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [научного](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [редактора](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic), которые [помогают](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [авторам](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [повышать](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [качество](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [своих](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [статей](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) и [повышать](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [импакт-фактор](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic) [журнала](https://www.youtube.com/watch?v=Ie1Ge-Ge-Ic).

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Как повысить видимость научных журналов в поисковой выдаче Google, Яндекс и других поисковых систем

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