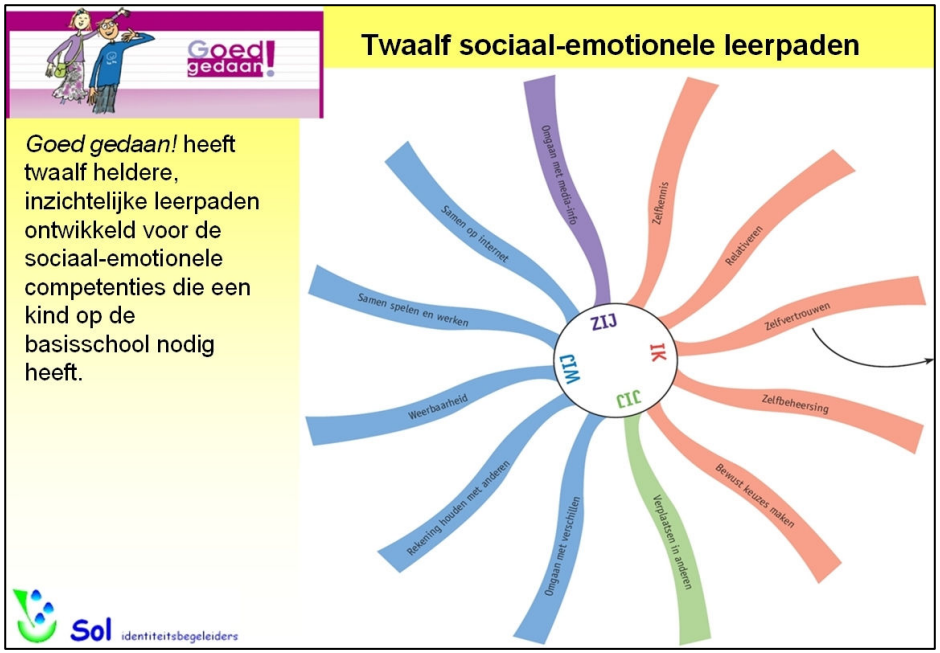Belangrijke aspecten van vier seo-methodes