SEO ist guter Content ...



... und so viel mehr

Begriffe:

SEM SUCHMASCHINEN MARKETING

Search Engine Marketing

SEO

SUCHMASCHINEN OPTIMIERUNG

Search Engine Optimization

SEA

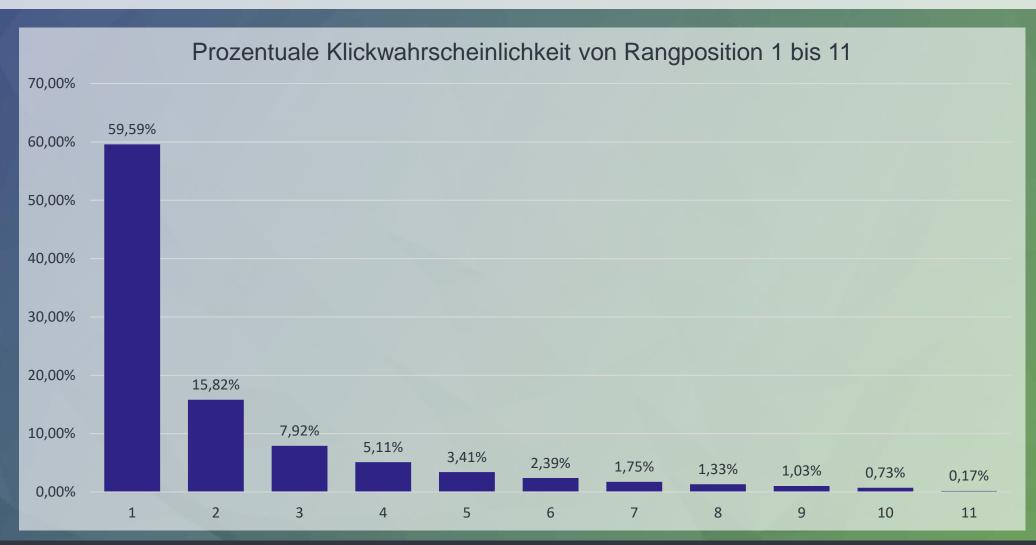
SUCHMASCHINEN WERBUNG

Search Engine Advertising



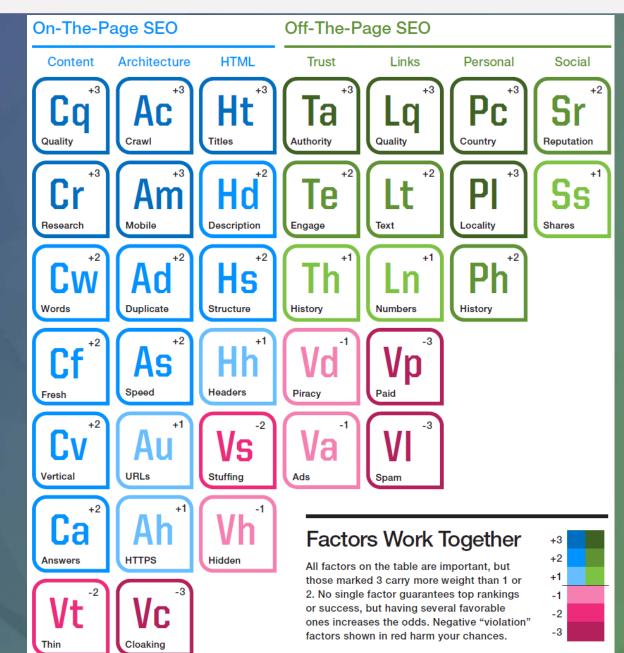
Warum SEO überhaupt?

Keywordposition (Platz 1 bis 4 ggf. durch SEA belegt?)



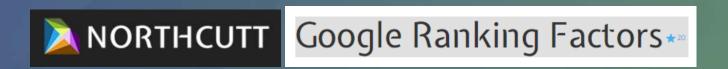
Die SEO Elemente

On-The-Page Factors These elements are in the direct control of the publisher				
Cont	ent			
Cq	QUALITY	Are pages well written & have substantial quality content?		
Cr	RESEARCH	Have you researched the keywords people may use to find your content?		
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?		
Cf	FRESH	Are pages fresh & about "hot" topics?		
Сv	VERTICAL	Do you have image, local, news, video or other vertical content?		
Са	ANSWERS	Is your content turned into direct answers within search results?		
Vt	THIN	Is content "thin" or "shallow" & lacking substance?		
Architecture				
Ac	CRAWL	Can search engines easily "crawl" pages on site?		
Am	MOBILE	Does your site work well for mobile devices?		
Ad	DUPLICATE	Does site manage duplicate content issues well?		
As	SPEED	Does site load quickly?		
Au	URLS	Do URLs contain meaningful keywords to page topics?		
Ah	HTTPS	Does site use HTTPS to provide secure connection for visitors?		
Vc	CLOAKING	Do you show search engines different pages than humans?		
HTML				
Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?		
Hd	DESCRIPTION	Do meta description tags describe what pages are about?		
Hs	STRUCTURE	Do pages use structured data to enhance listings?		
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?		
Vs	STUFFING	Do you excessively use words you want pages to be found for?		
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?		



		Oπ-The-Page Factors Elements influenced by readers, visitors & other publishers		
ı	Trust			
	Ta	AUTHORITY	Do links, shares & other factors make pages trusted authorities?	
	Te	ENGAGE	Do visitors spend time reading or "bounce" away quickly?	
	Th	HISTORY	Has site or its domain been around a long time, operating in same way?	
	Vd	PIRACY	Has site been flagged for hosting pirated content?	
	Va	ADS	Is content ad-heavy? Do you make use of intrusive interstitials?	
	Links			
	Lq	QUALITY	Are links from trusted, quality or respected web sites?	
	Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?	
	Ln	NUMBER	Do many links point at your web pages?	
	Vр	PAID	Have you purchased links in hopes of better rankings?	
	VI	SPAM	Have you created links by spamming blogs, forums or other places?	
	Personal			
	Pc	COUNTRY	What country is someone located in?	
	PI	LOCALITY	What city or local area is someone located in?	
	Ph	HISTORY	Has someone regularly visited your site?	
	Socia	I		
	Sr	REPUTATION	Do those respected on social networks share your content?	
	Ss	SHARES	Do many share your content on social networks?	

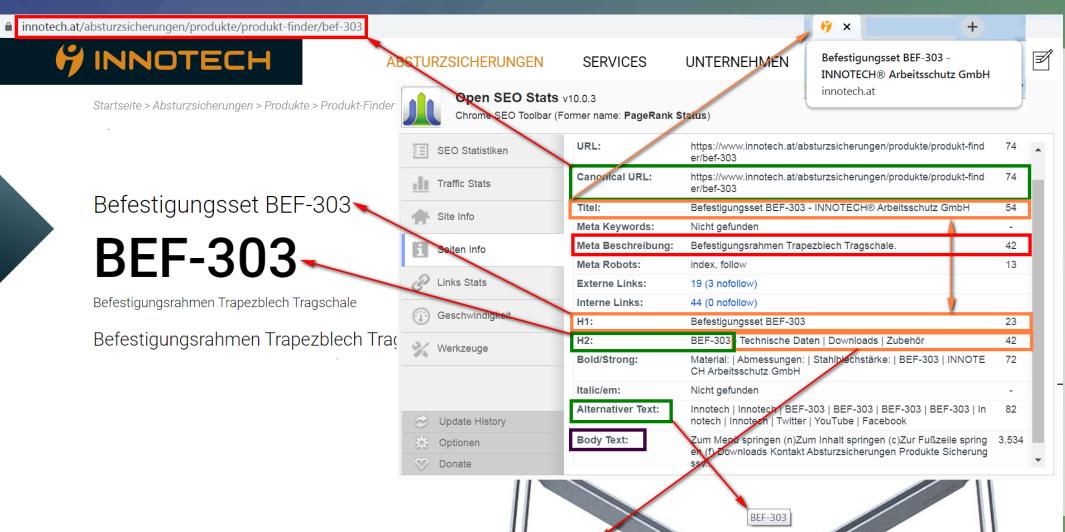
Off-The-Page Factors





https://northcutt.com/seo-checklist/google-ranking-factors/

3K – 3-Klang:



Wo ist was?

- URL (6)
- Titel (1)
- Meta-Beschreibung(3)
- H1 (2)
- H2 (5)
- ALT-Texte (7)
- Fließtext (Body) (4)

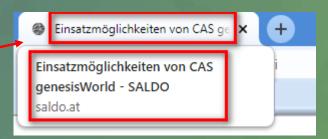
mit Gewichtung (3K)

Top 1 – 7 im Überblick:

- #1: Der **Titel** mit Keyword (max. 60 65 Zeichen lang) (erscheint in der Google Suche (blau) und auf der Reiterkarte im Browser)
- #2: Eine und zwar genau nur eine H1 (Headline) mit Keyword
- #3: Eine **Meta-Beschreibung** (Meta-Description) (max. 160 165 Zeichen lang) mit Keyword (erscheint in "grau" unter dem Titel bei Google)

Dann wird es schon etwas weniger wichtig:

- #4: **Keyword** nicht mehr als 1% des gesamten Textes!
- #5: Unterüberschriften meist **H2** (bis max. H6)
- #6: Bilder mit alternativem Text ausstatten (ALT-Texte)
- #7: Aussagefähige URL



www.saldo.at > crm > einsatzmoeglichkeiten-von-cas-genesisworld 🔻

Einsatzmöglichkeiten von CAS genesisWorld - SALDO

Was CRM für Ihr Unternehmen leistet Funktionen von CAS genesisWorld Vertrieb, Marketing, Service und Management perfekt abgestimmt. Das optimale ...

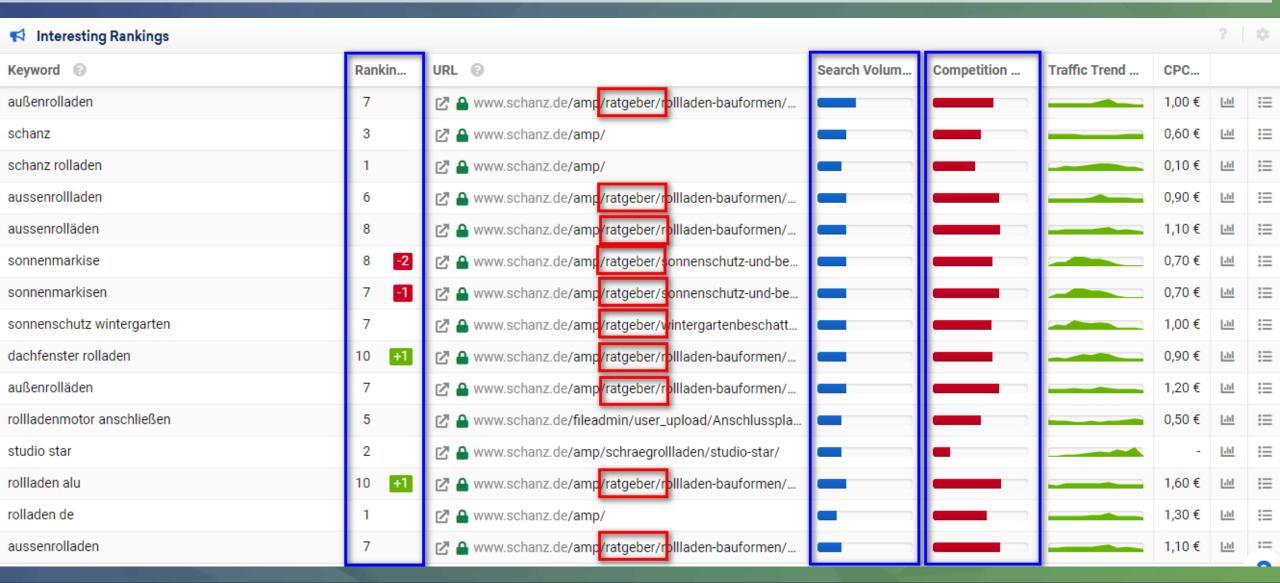
Wenn Text zu lang, wird er abgeschnitten ...

Wie viel besser werde ich gefunden, wenn ich mich strikt an alle Regeln halte?

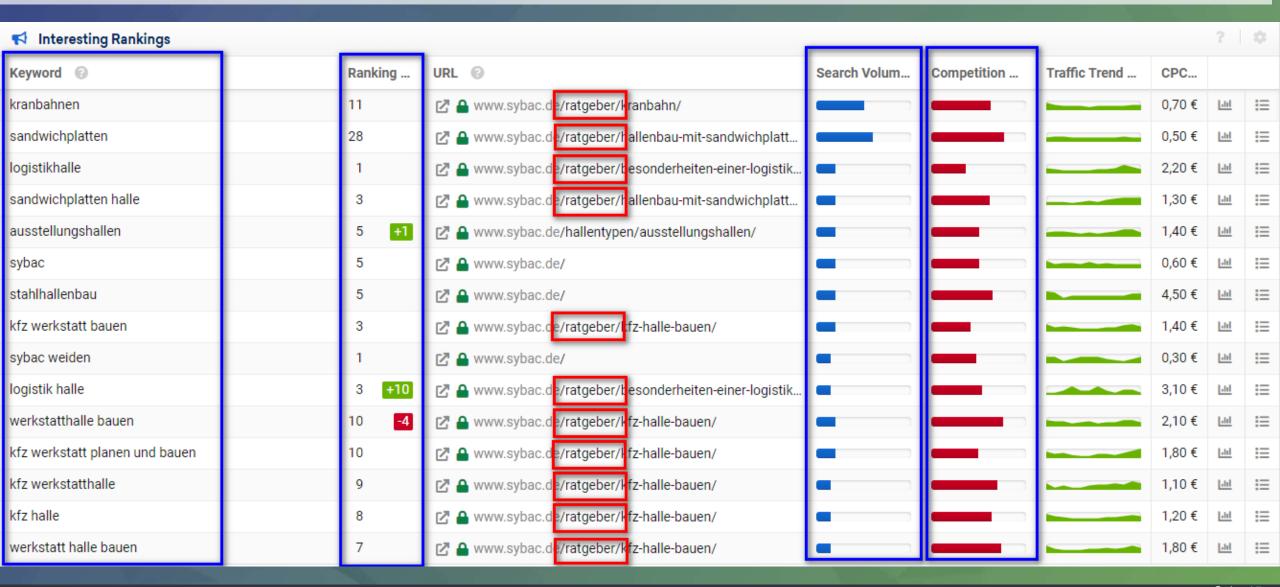


Um wirklich besser gefunden zu werden braucht es SEO-Texte, SEO-Texte und nochmal SEO-Texte!

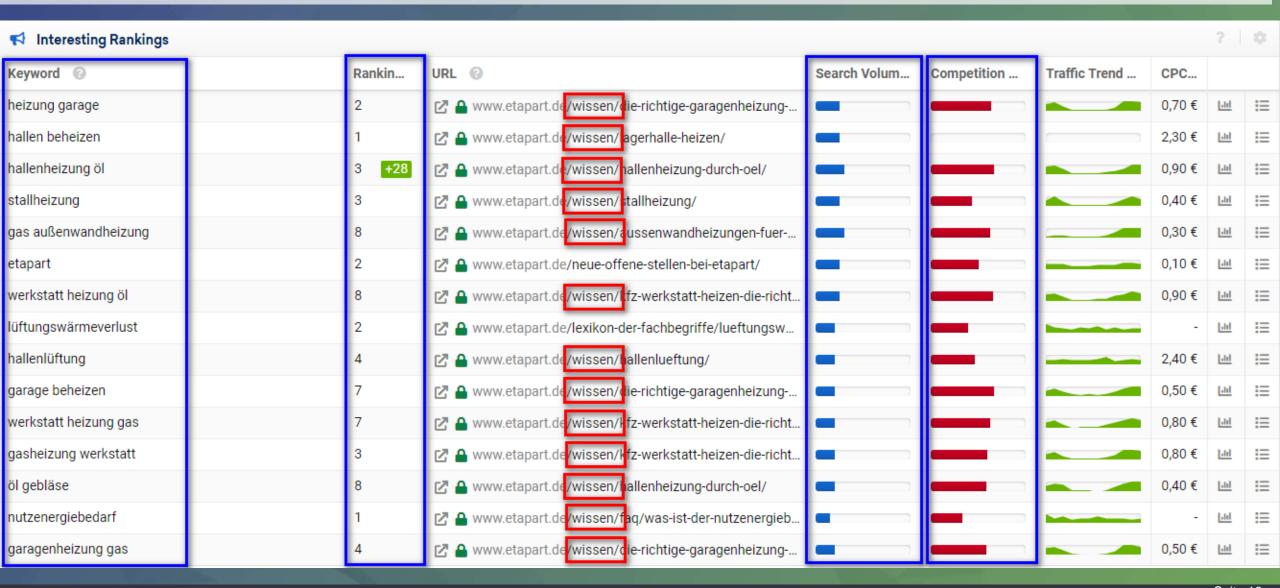
SEO-Texte: Top Rankings bei gutem Suchvolumen und Mitbewerb



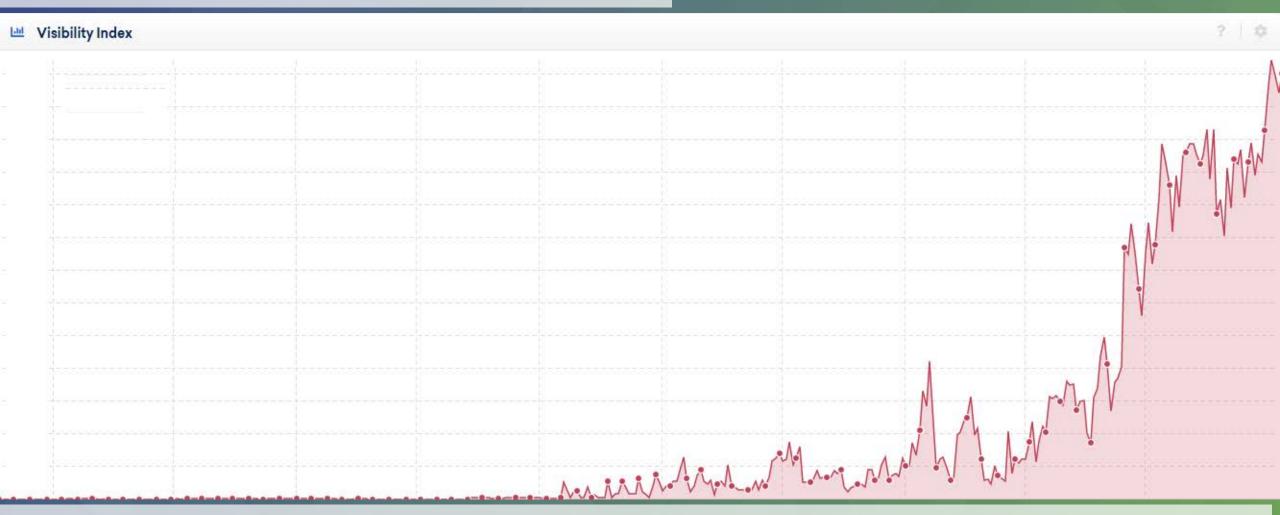
SEO-Texte: Top Rankings bei gutem Suchvolumen und Mitbewerb



SEO-Texte: Top Rankings bei gutem Suchvolumen und Mitbewerb



Das Ergebnis: SEO – Sichtbarkeit



Immer mehr SEO-Texte führen zu besserer Sichtbarkeit & Nutzer

SEO ist viel mehr als SEO- Texte und Keywords!

Gerne bieten wir Euch einen Inhouse SEO – Workshop an

https://www.oplayo.com/workshops/

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Sprich mit uns



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Das sind Links!







Lies! Unseren Blog



Schreib! Uns ne Nachricht