

# Local Business Goes Online

## WEBINAR 2 | Basics

**Präsenz und Content.** Wie sieht das Netz mich?  
Was ist dabei für Nutzer, aber auch für Maschinen „wichtig“?

Juni 2020

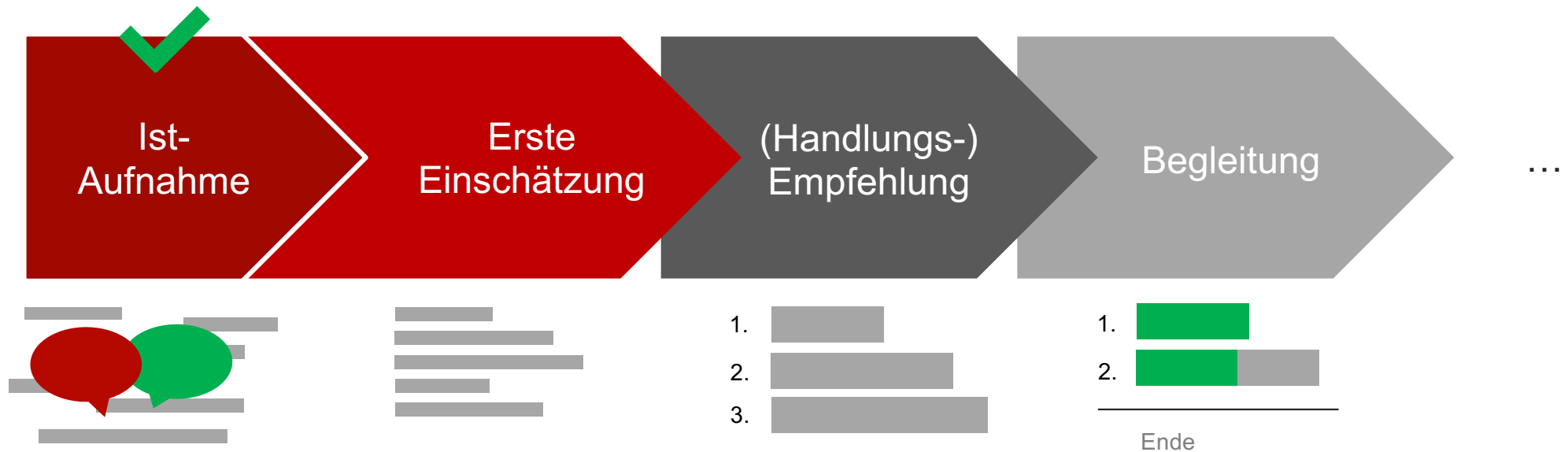
Jörg Siegmann  
Wladimir Tisch  
Christian Ströher

# Heute

- ▶ **Rückschau:** Bisherige Gespräche und erste Maßnahmen (ca. 15 Min.)
- ▶ **Praxisteil 1:** Die eigene Webpräsenz einschätzen (ca. 30 Min.)
  - Wie sehen mich die Maschinen?
  - Wie sehen mich die Menschen?
- ▶ **Praxisteil 2:** Optimierten Content erstellen (ca. 15 Min.)
- ▶ Austausch und nächste Schritte (ca. 10 Min.)
- ▶ Zusätzliche Verfügbarkeit (optional, ca. 30 Minuten)
  - Fragen & weitere Beispiele im Anschluss

# Gespräche, Struktur & Maßnahmen.



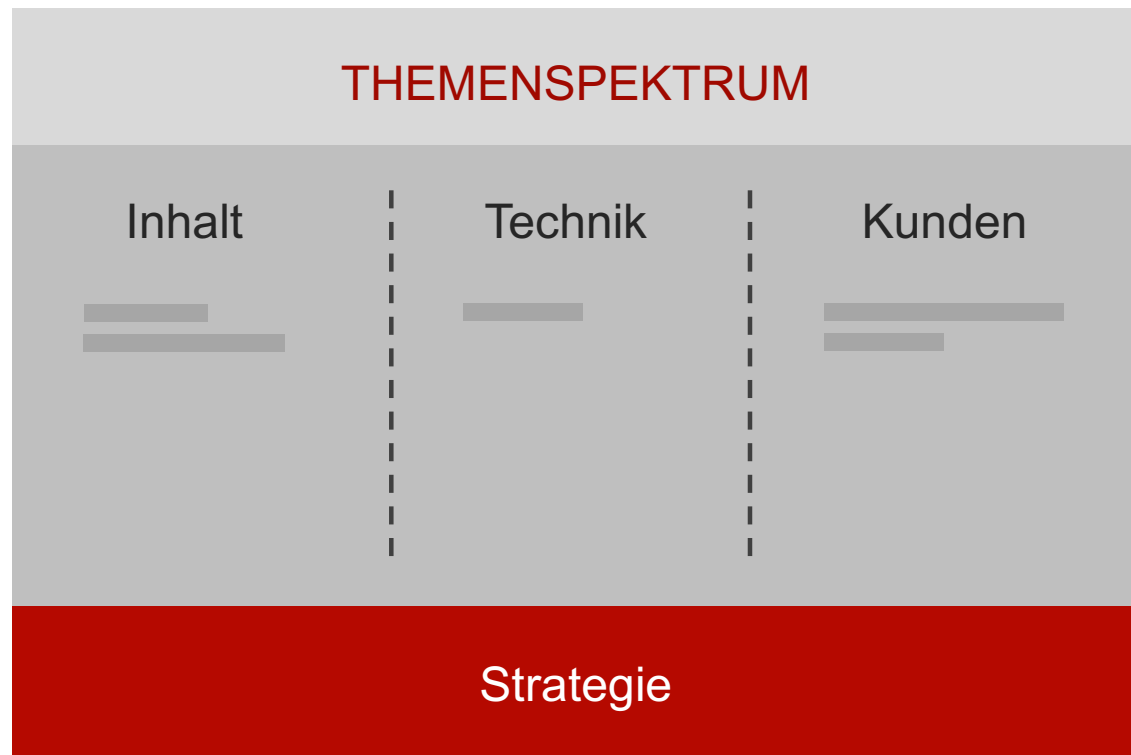


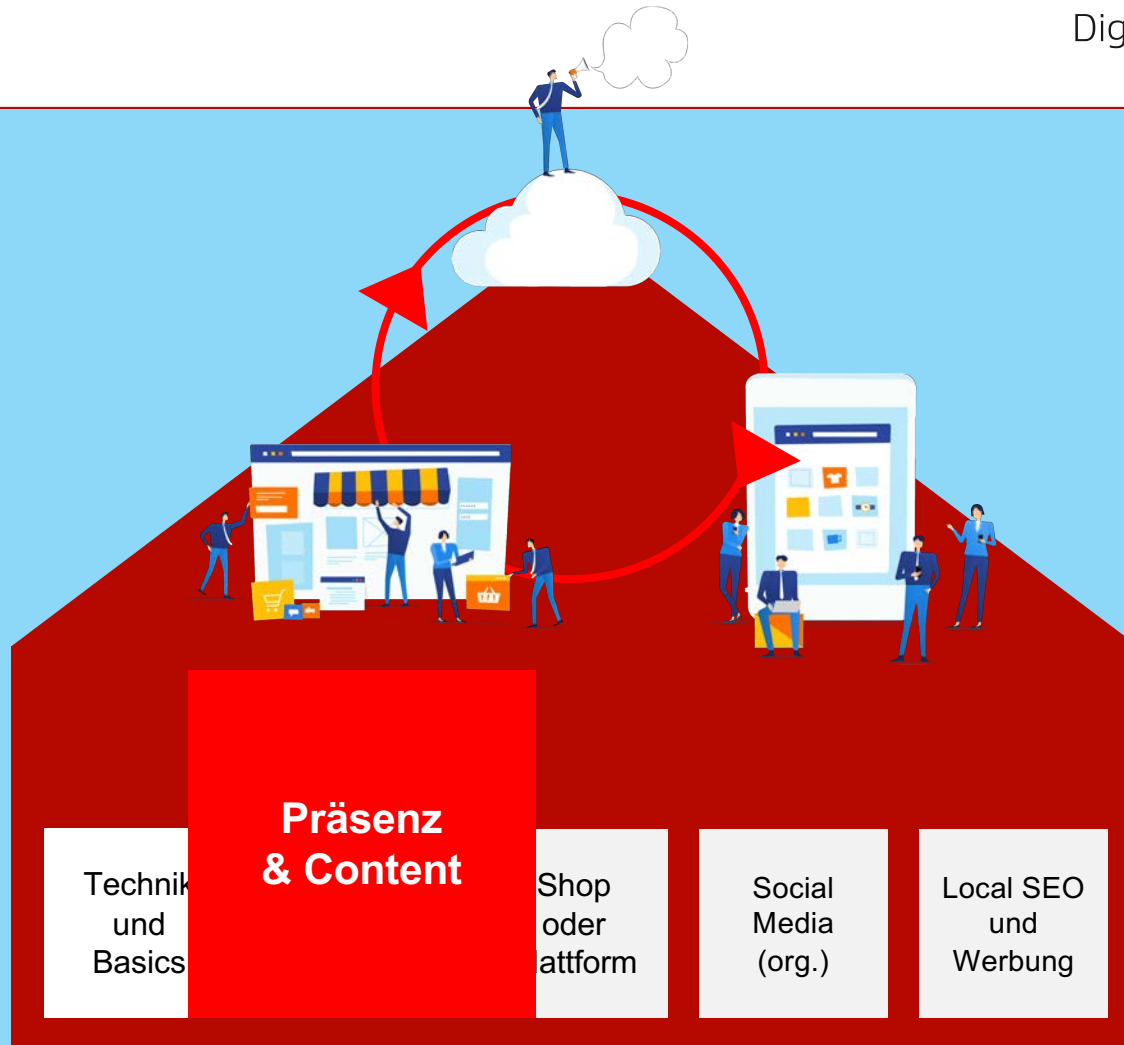
- ▶ **Aktuell:** Aufarbeitung der Einschätzung auf Basis unserer Gespräche
- ▶ Heterogene Themen, die jeweils konkret für den Teilnehmenden und abstrahiert/allgemein für die Gruppe aufbereitet werden sollen.

Erste  
Einschätzung



- ▶ **Abgleich:** Unsere Wahrnehmung mit konkreten Zielen.





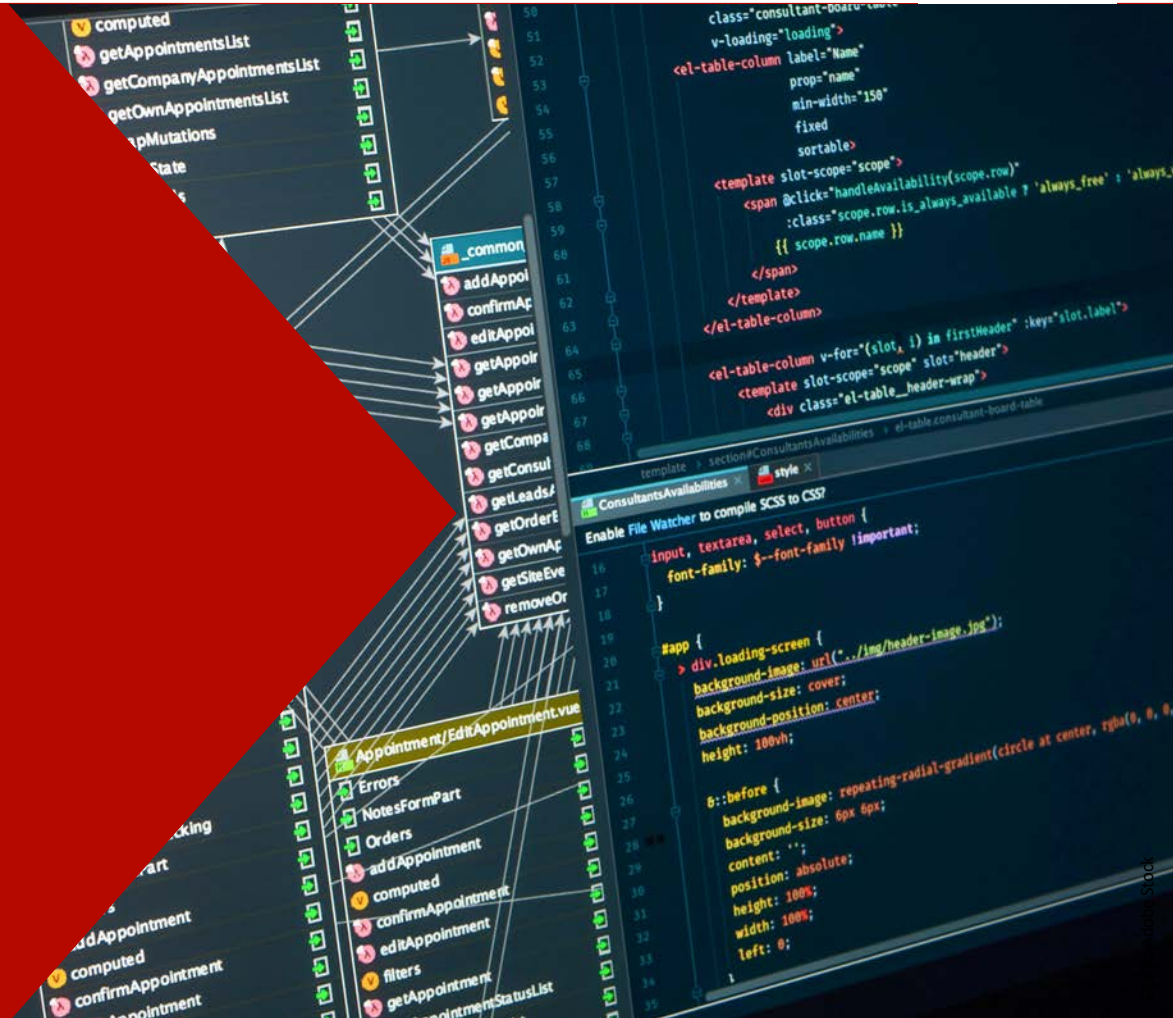
# TEIL 1







# SEO & Co. Warum?



## On-The-Page Factors

These elements are in the direct control of the publisher

### Content

<b>Cq</b>	QUALITY	Are pages well written & have substantial quality content?
<b>Cr</b>	RESEARCH	Have you researched the keywords people may use to find your content?
<b>Cw</b>	WORDS	Do pages use words & phrases you hope they'll be found for?
<b>Cf</b>	FRESH	Are pages fresh & about "hot" topics?
<b>Cv</b>	VERTICAL	Do you have image, local, news, video or other vertical content?
<b>Ca</b>	ANSWERS	Is your content turned into direct answers within search results?
<b>Vt</b>	THIN	Is content "thin" or "shallow" & lacking substance?

### Architecture

<b>Ac</b>	CRAWL	Can search engines easily "crawl" pages on site?
<b>Am</b>	MOBILE	Does your site work well for mobile devices?
<b>Ad</b>	DUPLICATE	Does site manage duplicate content issues well?
<b>As</b>	SPEED	Does site load quickly?
<b>Au</b>	URLS	Do URLs contain meaningful keywords to page topics?
<b>Ah</b>	HTTPS	Does site use HTTPS to provide secure connection for visitors?
<b>Vc</b>	CLOAKING	Do you show search engines different pages than humans?

### HTML

<b>Ht</b>	TITLES	Do HTML title tags contain keywords relevant to page topics?
<b>Hd</b>	DESCRIPTION	Do meta description tags describe what pages are about?
<b>Hs</b>	STRUCTURE	Do pages use structured data to enhance listings?
<b>Hh</b>	HEADERS	Do headlines & subheads use header tags with relevant keywords?
<b>Vs</b>	STUFFING	Do you excessively use words you want pages to be found for?
<b>Vh</b>	HIDDEN	Do colors or design "hide" words you want pages to be found for?

# The Periodic Table of SEO Success Factors

Search engine optimization (SEO) seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

## On-The-Page SEO

Content	Architecture	HTML
<b>Cq</b> <sup>+3</sup> Quality	<b>Ac</b> <sup>+3</sup> Crawl	<b>Ht</b> <sup>+3</sup> Titles
<b>Cr</b> <sup>+3</sup> Research	<b>Am</b> <sup>+3</sup> Mobile	<b>Hd</b> <sup>+2</sup> Description
<b>Cw</b> <sup>+2</sup> Words	<b>Ad</b> <sup>+2</sup> Duplicate	<b>Hs</b> <sup>+2</sup> Structure
<b>Cf</b> <sup>+2</sup> Fresh	<b>As</b> <sup>+2</sup> Speed	<b>Hh</b> <sup>+1</sup> Headers
<b>Cv</b> <sup>+2</sup> Vertical	<b>Au</b> <sup>+1</sup> URLs	<b>Vs</b> <sup>-2</sup> Stuffing
<b>Ca</b> <sup>+2</sup> Answers	<b>Ah</b> <sup>+1</sup> HTTPS	<b>Vh</b> <sup>-1</sup> Hidden
<b>Vt</b> <sup>-2</sup> Thin	<b>Vc</b> <sup>-3</sup> Cloaking	

## Off-The-Page SEO

Trust	Links	Personal	Social
<b>Ta</b> <sup>+3</sup> Authority	<b>Lq</b> <sup>+3</sup> Quality	<b>Pc</b> <sup>+3</sup> Country	<b>Sr</b> <sup>+2</sup> Reputation
<b>Te</b> <sup>+2</sup> Engage	<b>Lt</b> <sup>+2</sup> Text	<b>Pl</b> <sup>+3</sup> Locality	<b>Ss</b> <sup>+1</sup> Shares
<b>Th</b> <sup>+1</sup> History	<b>Ln</b> <sup>+1</sup> Numbers	<b>Ph</b> <sup>+2</sup> History	
<b>Vd</b> <sup>-1</sup> Piracy	<b>Vp</b> <sup>-3</sup> Paid		
<b>Va</b> <sup>-1</sup> Ads	<b>VI</b> <sup>-3</sup> Spam		

## Factors Work Together

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.



## Off-The-Page Factors

Elements influenced by readers, visitors & other publishers

### Trust

<b>Ta</b>	AUTHORITY	Do links, shares & other factors make pages trusted authorities?
<b>Te</b>	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
<b>Th</b>	HISTORY	Has site or its domain been around a long time, operating in same way?
<b>Vd</b>	PIRACY	Has site been flagged for hosting pirated content?
<b>Va</b>	ADS	Is content ad-heavy? Do you make use of intrusive interstitials?

### Links

<b>Lq</b>	QUALITY	Are links from trusted, quality or respected web sites?
<b>Lt</b>	TEXT	Do links pointing at pages use words you hope they'll be found for?
<b>Ln</b>	NUMBER	Do many links point at your web pages?
<b>Vp</b>	PAID	Have you purchased links in hopes of better rankings?
<b>VI</b>	SPAM	Have you created links by spamming blogs, forums or other places?

### Personal

<b>Pc</b>	COUNTRY	What country is someone located in?
<b>Pl</b>	LOCALITY	What city or local area is someone located in?
<b>Ph</b>	HISTORY	Has someone regularly visited your site?

### Social

<b>Sr</b>	REPUTATION	Do those respected on social networks share your content?
<b>Ss</b>	SHARES	Do many share your content on social networks?

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LEARN MORE: <http://selnd.com/seotable>

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- ▶ **Die Maschine bestimmt meine Sichtbarkeit stark mit.**
- ▶ Ich sollte wissen, welche Faktoren hier einen Einfluss haben und wie ich diese positiv beeinflussen kann.

**= Basisarbeit.**

- ▶ ...

- ▶ **Recherchemöglichkeiten zum eigenen Auftritt.**
  - ▶ Was kann ich tun, um meinen eigenen Auftritt einzuschätzen und/oder mit anderen zu vergleichen?
- = Regelmäßige Aufgabe.**
- ▶ ...

Ideen für Inhalte

Konkurrenz / Branche

Eigene Seite

# ÜBUNG

- ▶ Für welche Dinge möchte ich stehen? Für welche Themen gefunden werden?

(Ihre Gedanken dazu)

# Design & Struktur. Warum?



# ÜBUNG

- ▶ Wie klar ist meine Seite/mein Auftritt? Struktur, Inhalte, Aussage?

(Ihre Gedanken dazu)



# TEIL 2

# BEISPIELE

Vielen Dank.  
Let's go!

