

# Fact Sheet - SEO

## EXPLANATION

SEO is the short form of **Search Engine Optimization**. The goal of SEO is to optimize your website in such a way that the visibility and the position (ranking) of your website on Internet search engines such as Google are increased. When customers search for a certain keyword on Google, the found websites are ranked according to relevance and quality of the website. Non-optimized web pages tend to be placed further down in the search results and are therefore visited less often. The consequences can be lost sales and reduced competitiveness.

In summary, SEO includes all activities so that the company and its contents can be found better on the Internet. This is not only beneficial for the company but also the end users are more satisfied if they can find your website and desired information faster.

In SEO, we differentiate between on-page and off-page optimization, which will be described in more detail on the following pages. Furthermore, you will find tips on the next pages which you can implement immediately, so that your website is better ranked on Google.

## FREE ANALYSIS OF YOUR WEBSITE

By using the following link you can immediately and free of charge check the current status of your website regarding SEO and receive optimization tips:

<https://www.seobility.net/de/seocheck/>

## AREAS OF SEO:

- Keywording
- Technical SEO
- On-Page Optimization
- Off-Page Optimization
- Content-Marketing
- Mobile SEO
- SEO KPIs

## SEO - TOOLS\*

Systix	Ryte	ScreamingFrog
SearchConsole	Keywordtool.io	Pagespeed-Insight

\* Unpaid advertising - SEO tools were researched and summarized as part of a research project.

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## WHICH FACTORS NEED TO BE OPTIMIZED IN ORDER TO BE BETTER RANKED?

- **On-Page Optimization:** The **on-page** measures deal with all actions on the own website such as texts, links, structure and technology.
- **Off-Page Optimization:** **Off-page** optimisation includes all measures that are carried out outside the website to improve your rankings, such as partnerships with other websites, the repair and optimisation of backlinks, reduction of incorrect links etc.

## OPTIMIZATION POSSIBILITIES:

In order to be high up in the rankings, **high security** (SSL encryption) of websites is important. If not, the ranking and the visibility could be downgraded.

For a better ranking it is important that the website has an **easy to understand information architecture**, in other words a good website structure.

With a **slow website** there is also the risk of being downgraded in the ranking. To improve the speed of the website, the following points should be taken into account:

- Remove resources that are **blocking the loading** of your website.
- Use **modern image formats**.

An **URL** is optimal if it is simple and short and does not contain any special characters. In addition, it should contain relevant keywords so that it is immediately clear what content is on the target page.

To keep users on the website it is important that the **website text** is unique, offers added value, can solve problems and addresses the visitors directly.

# TIPS

## Description

CASE 1

Title tags (**page titles**) are important to tell the search engine what is on the respective website. Title tags should therefore be unique and unambiguous and also contain relevant keywords so that the search engine can correctly rank the content of the page.

CASE 2

The content of the website is the most important factor to keep the user on the site. Therefore, the content must be unique and relevant. It is possible to be downgraded in the ranking if you have several pages with the same content. Therefore it is very important that all content is unique and not copied.

CASE 3

Each image on the page requires an **ALT tag**, which is a name/description for the image. These ALT tags must be suitable for the images in order to be useful for search engines. It is beneficial if the already used keyword phrases of the website are also used in the name of the image.

## Optimization

The following rules apply to title tags:

- Order: primary keyword - secondary keyword | brand name
- Use hyphens
- No duplicate title tags
- Title tags with a maximum of 55 characters
- Individual and unique content for each medium
- Link to your and other websites
- Use appropriate keywords in the text
- Name all images so that it is already clear what is shown in the images
- Use hyphens instead of underscores
- Do not use special characters (%, &, \$, ...)

# YOU ARE INTERESTED IN OUR SERVICES AND FURTHER INFORMATION?

## CONTACT US!

Our goal is to enable more and more companies to take advantage of the benefits of digital marketing. As a consequence, this should enable companies to promote their products more successfully and efficiently.

Within the S3HubsinCE project, the working group "Digital Marketing" offers information and support on the topic of Online Market Research. Take advantage of our free services in form of information events, workshops and personal consultations.

Whether you are beginning to dedicate yourself to the topic or you have already gained some experience - one or the other tip and trick is certainly there for you.

Would you like to be informed about future project activities without any obligations and free of charge?

### Then please contact us at:

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### Further information about the project:

[forschung-burgenland.at/  
energie-umwelt/s3hubsince](https://forschung-burgenland.at/energie-umwelt/s3hubsince)

