

Search engine optimisation (SEO)

Search engine optimisation (SEO) is a process in online marketing in which websites are adapted to achieve better positions in search engine results. The objectives are higher visibility, more website visits and greater reach. Examples of applications are the optimisation of product pages for online sales or the use of keywords for local service companies. SEO can be used in conjunction with search engine advertising or social media marketing to maximise visibility and achieve marketing goals.

Various measures are required for search engine optimisation. These include optimising content, making technical adjustments to the website, improving loading times, gaining high-quality backlinks and adapting meta tags and headings.

The best-known search engines include Google, Bing and Yahoo.

Booking options

- | | | |
|----------------------|--|---|
| ✗ Demo booking tool* | ✗ Programmatic advertising | ✓ Marketing portals, Marketing automation platforms |
| ✓ Service provider | ✗ Self service tool, media buying platform | |

Media segment

- | | | |
|----------------|------------------------------------|----------------------|
| ✓ Internet | ✗ Out of home, digital out of home | ✗ Household, office |
| ✓ E-commerce | ✗ TV, cinema, moving image | ✗ Internet of Things |
| ✓ Social media | ✗ Radio, audio | |
| ✗ Mobile | ✗ One-to-One | |

Media type

- | | | |
|-----------|---------|------------|
| ✓ Digital | ✗ Print | ✗ Analogue |
|-----------|---------|------------|

Target group

- | | | |
|------------------------|------------------------|------------------------|
| ✓ Business-to-Business | ✓ Business-to-Consumer | ✓ Business-to-Employee |
|------------------------|------------------------|------------------------|

Marketing objective

- | | | |
|---|------------------|------------------------|
| ✓ Brand awareness, increased audience reach | ✓ Customer care | ✓ Employee recruitment |
| ✓ Lead generation, new customer acquisition | ✓ Sales increase | |

Customer Journey

- | | | |
|-----------------|-------------|------------|
| ✓ Awareness | ✗ Purchase | ✓ Advocacy |
| ✓ Consideration | ✓ Retention | |

Ad media

- | | | |
|--|--|-------------------------------------|
| ✗ Advertisement, Banner | ✓ Google Business Profile | ✗ Roof objekt |
| ✗ Advertorial | ✗ Influencer | ✗ Sales talks |
| ✗ Annual report | ✓ Landing-page, microsite | ✗ Self service terminal |
| ✗ Appointment calender | ✗ Location Based Service | ✗ Shopping cart |
| ✓ Audio, radio spot, audio file | ✗ Mobile payment systems | ✗ Sign, labelling |
| ✗ Augmented Reality | ✗ Newsletter | ✗ Social media advert |
| ✗ Beach flag, flag, roll-up | ✗ Newspaper, magazine, periodical | ✓ Social media company page |
| ✗ Book, E-book | ✗ NFC | ✓ Social media posting |
| ✗ Brochure, flyer, inserts | ✗ Offer, quotation | ✓ Social media profile page |
| ✗ Catalogues, price lists | ✗ Office equipment | ✗ Sponsoring |
| ✗ Chat, chatbot | ✗ Office files | ✗ Spontaneous event |
| ✓ Company entries | ✗ Operating instruction, user manual | ✓ Structured company data records |
| ✗ Configurator | ✗ Passers-by addressing | ✗ Survey |
| ✗ Contact form | ✗ Petrol pump nozzle | ✗ Telephone and video call service |
| ✓ Content SEO-optimised | ✗ Postcard | ✗ Unboxing |
| ✗ Credit card | ✗ Poster, billboard, pillar | ✗ V-card |
| ✗ Customer card | ✗ Product live demo | ✓ Video spot, moving image |
| ✗ Display, monitor, citylight, megalight | ✗ Product packaging, product labeling | ✗ Virtual Reality |
| ✗ Display stand, light box | ✗ Product sample | ✗ Virtual, voice assistant |
| ✗ E-mail, signature banner | ✗ Programmatic print | ✗ Vouchers, coupons, discount cards |
| ✓ E-paper | ✗ Promotional items | ✗ Web layer |
| ✗ Event | ✗ Push, text messages | ✗ White paper |
| ✗ Exhibition stand, event modules | ✗ Quality seal | ✗ WLAN for visitors |
| ✓ FAQ | ✗ QR code, link | |
| ✗ Games, competitions | ✗ Rental addresses, target group areas | |

Connected media channels

App (Advertising medium)
App (Brand, topic)
Audio streaming platforms
Community
Corporate publications
Location-based service
Navigation system, map tool
Newspapers, periodicals, magazines (publishing objects)
Online comparison portal
Online directory
Online marketplace (Advertising medium)
Online shop (Brand)
Podcast (Advertising medium)

Product, service (Advertising medium)
Product, service experience
Radio
Recruitment platform
Retail media platform
Search engine advertising (SEA)
Social media platforms
Video streaming platform
Video streaming platform YouTube
Website (Advertising medium)
Website (Brand, topic)