

promeseo

Your light in the darkness of SEO

Partners

 SE Ranking

 Sitebulb

Introducing:

What is SEO?

Meet the expert



**DANIEL
MARINA MSc.**

SEO Consultant / Web Developer

10 YEARS WORK EXPERIENCE:

Project Manager
Java Developer
Software Specialist
SEO Consultant

MAIN FOCUS:

Technical SEO
Local SEO
International SEO

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Our Services

SEO
Workshop

SEO
Strategy

SEO
Audit

SEA
Google Ads

SEO
International

SEO
Local

Keyword
Research

Web
Development

Introducing: What is SEO?

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What people think about SEO

SEO =



What is not SEO

SEO is
software

A large red 'X' mark is placed over the text 'SEO is software'.

SEO is
a solution

A large red 'X' mark is placed over the text 'SEO is a solution'.

SEO is
a trick

A large red 'X' mark is placed over the text 'SEO is a trick'.

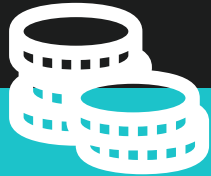
SEO is
a secret

A large red 'X' mark is placed over the text 'SEO is a secret'.

What is SEO really



SEO is
a choice



SEO is
investment



SEO is
time

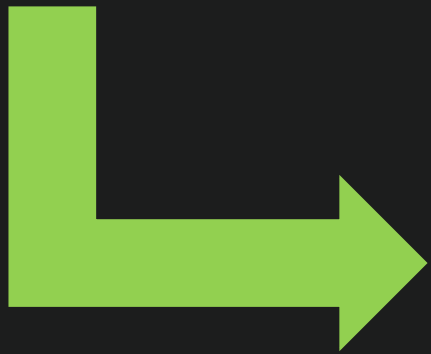


SEO
makes sense

SEM or Search Engine Marketing

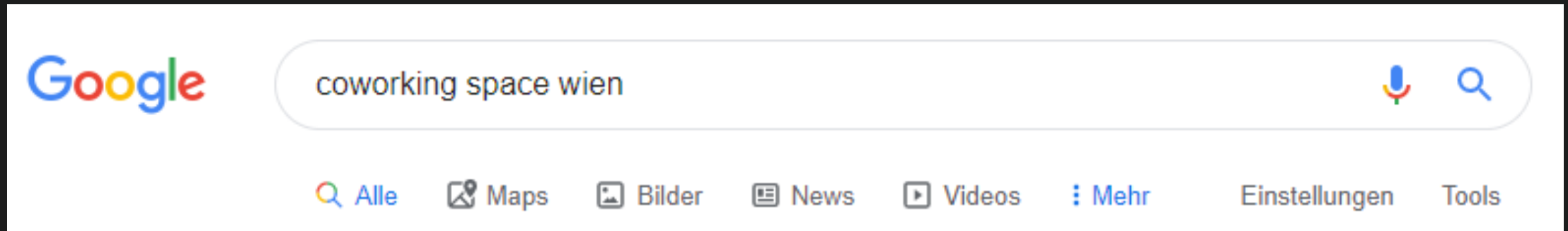
“Search Engine Marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising.”

- *Wikipedia.*



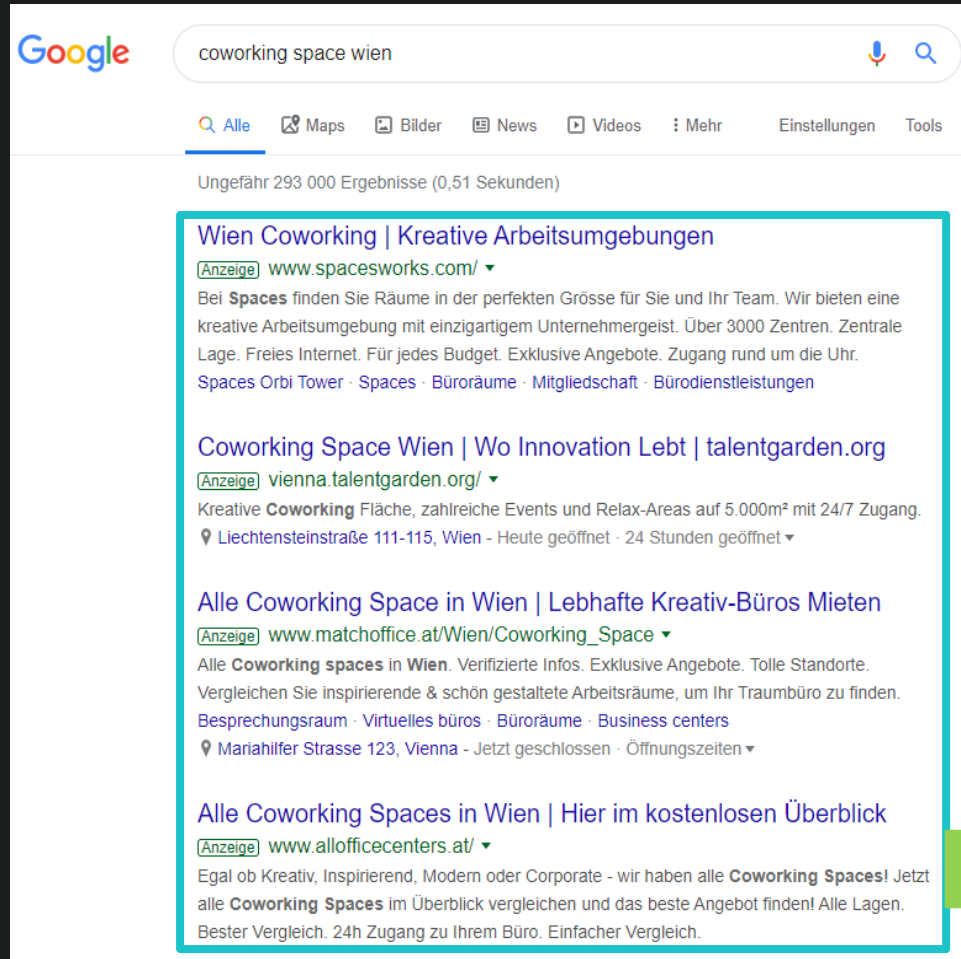
Let's take a look into SERP...

SERP or Search Engine Results Pages



If we try to search “coworking space wien” in Google, what are we going to find?

SERP or Search Engine Results Pages

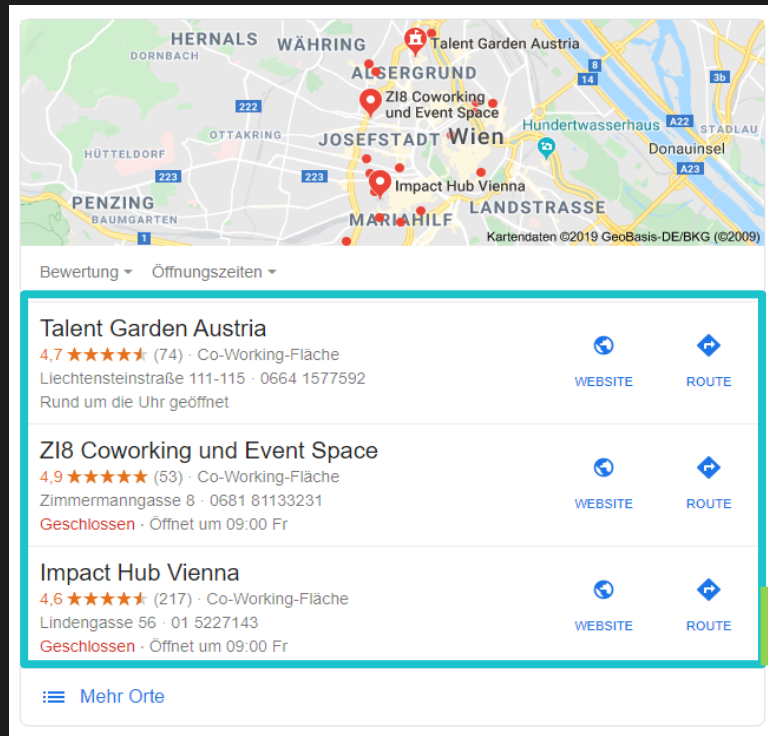


- Search Engine Advertisement or SEA, commonly called Ads
- First 4 positions
- Google Ads tool
- Pay per Click (PPC)

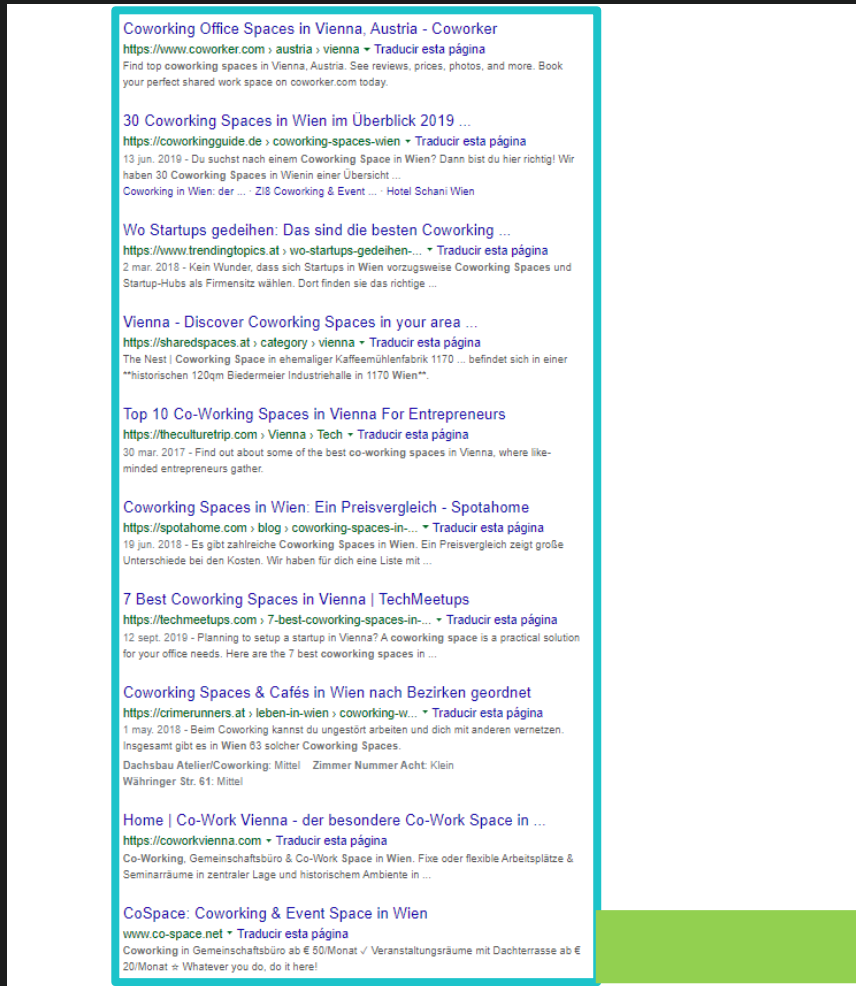
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SERP or Search Engine Results Pages

- LSE or Local Search Engine, commonly called SEO Local
- Next 3 positions (Local Pack)
- Structured Data
- NAP (Name-Address-Phone)



SERP or Search Engine Results Pages



- Organic links
- Next 10 positions
- Through SEO you can improve the positions
- 70% of all clicks occur in the first 5 links of SERPs

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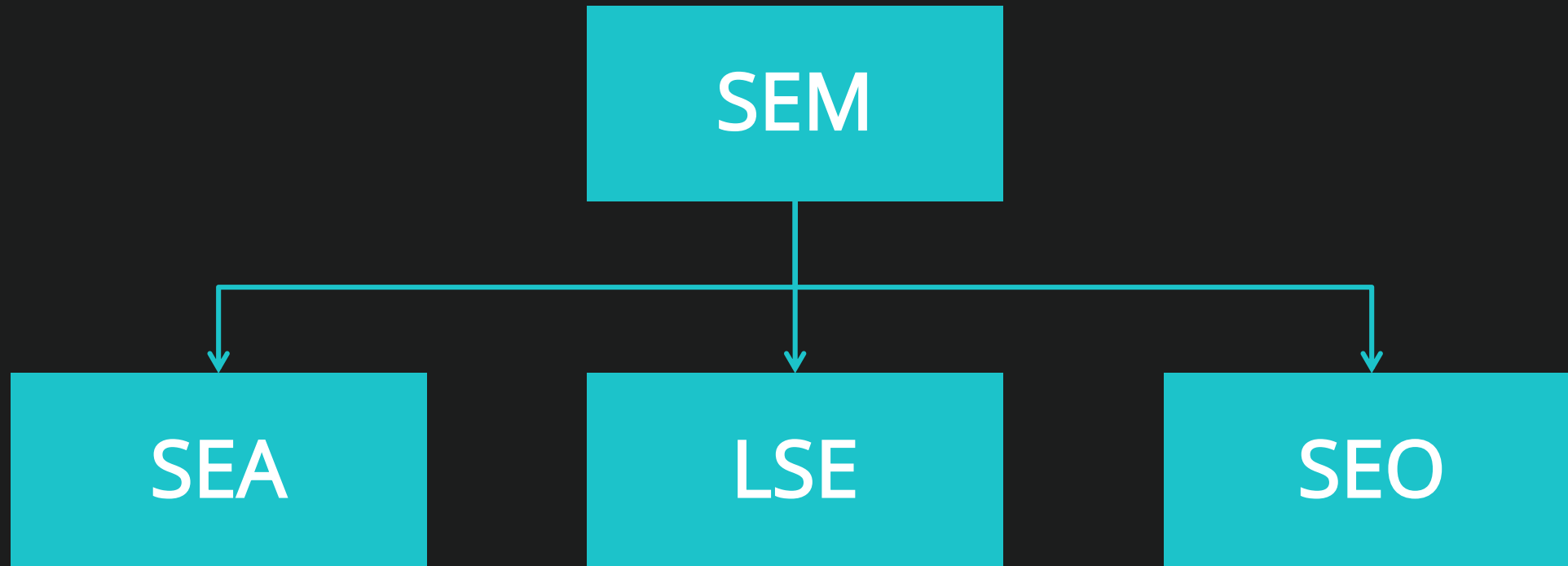
- 70% of all clicks occur in the first 5 links of SERPs



What does it mean?



SEM Hierarchy



What is SEO?



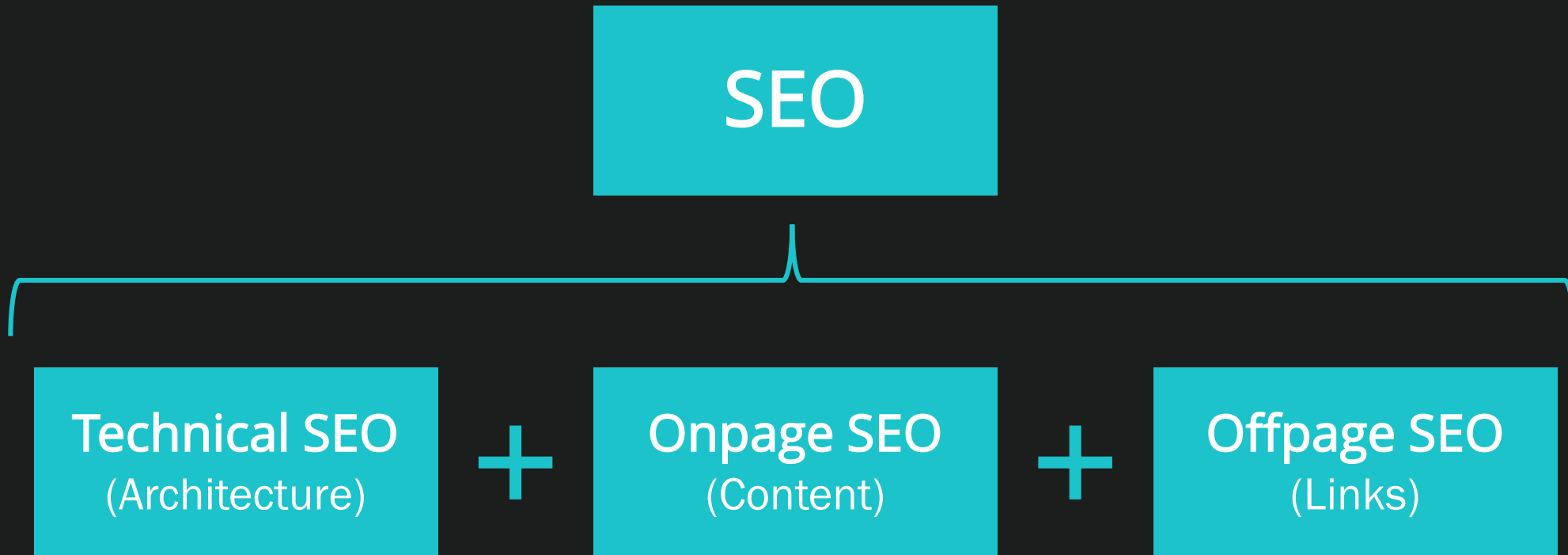
SEO

“Search Engine Optimization (SEO) is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine.

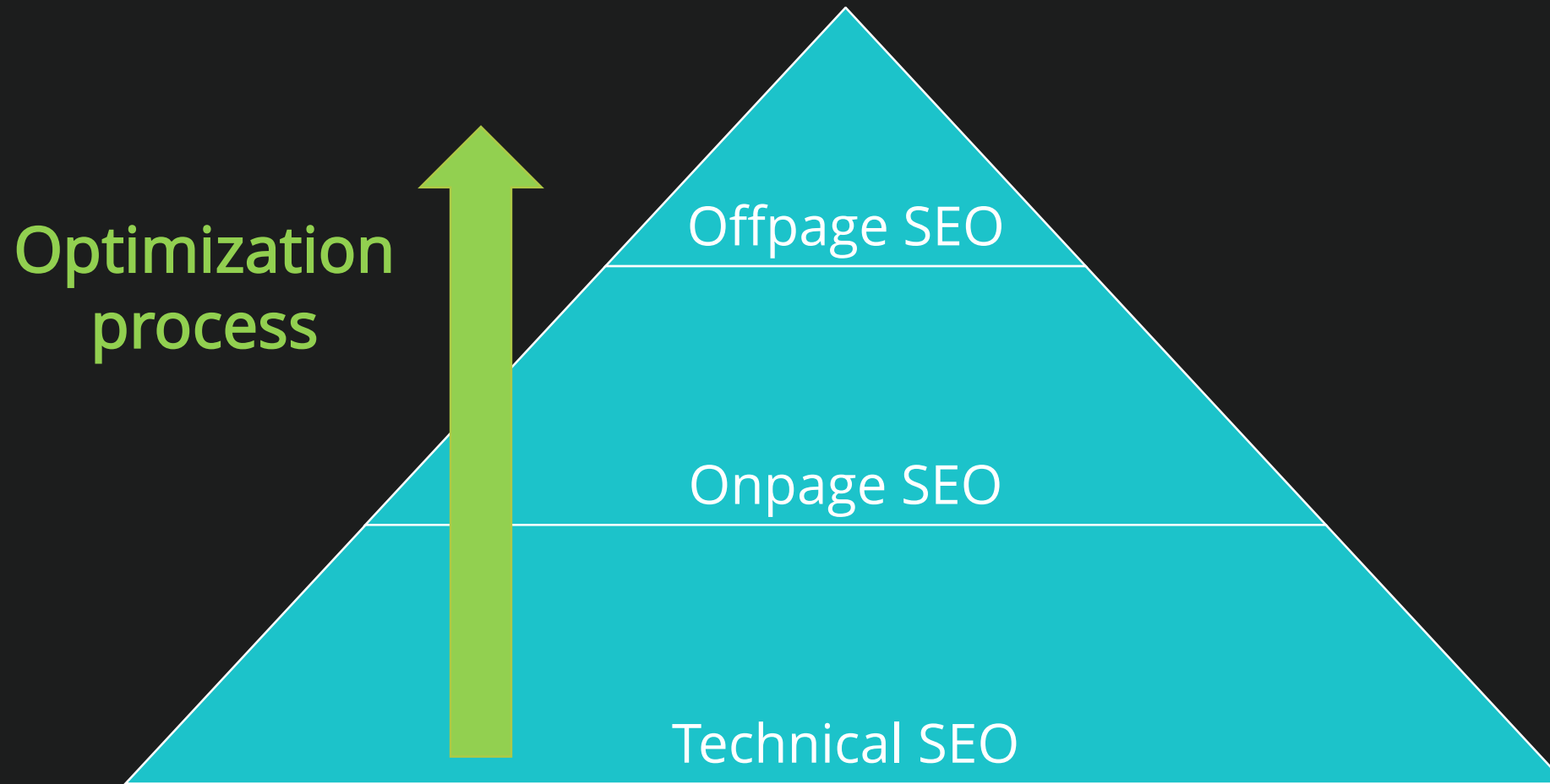
SEO refers to the improvement of unpaid results (known as ‘natural’ or ‘organic’ results) and excludes direct traffic/visitors and the purchase of paid placement.”

- *Wikipedia.*

What is SEO?



What is SEO?



What is SEO?



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Technical SEO

Technical SEO refers to the process of optimizing your website for the crawling and indexing phase. With technical SEO, you can help search engines access, crawl, interpret and index your website without any problems.

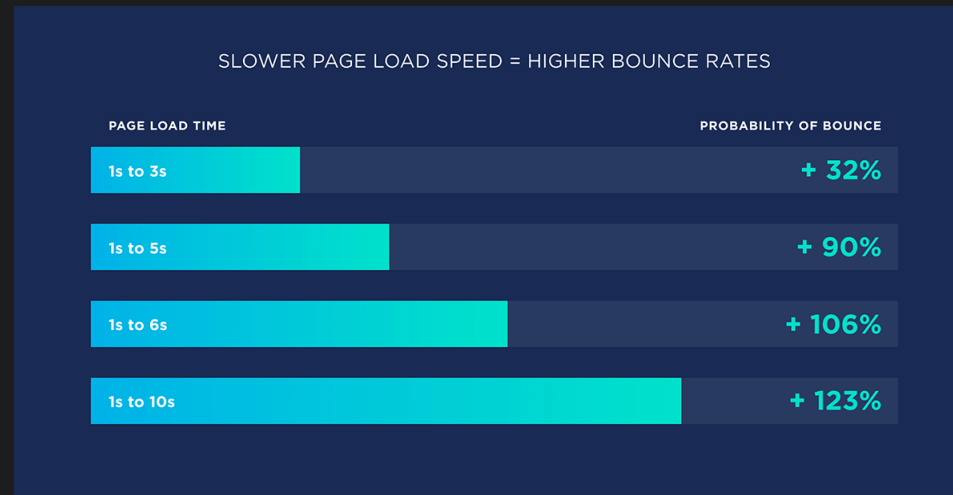


Individual aspects to optimize with Technical SEO

- URL optimization: Use of friendly URLs
- Avoidance of duplicate content: Use of canonical tags, 301 redirection
- Server problems: optimizing of loading speed, http header change
- Source code: Reduction of unnecessary code snippets, deletion of tracking codes that are no longer needed, and compression of content
- Display: for example as part of mobile optimization
- Link Structure: Avoiding dead links
- Crawling: Control of Bots
- Metadata: Optimizing for rich snippets
- Security: Change of website to https

Benefits of Technical SEO

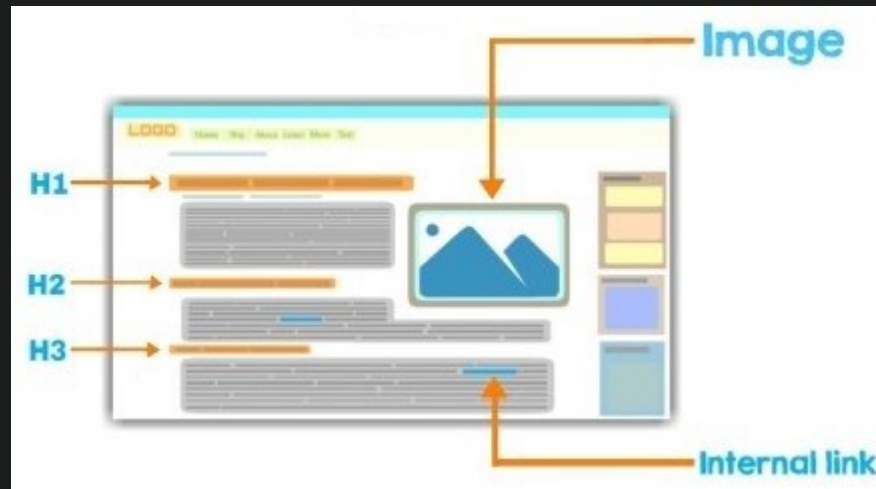
- Content easily accessible for crawlers and users (better UX)
- Shorter loading times (improve web rankings)
- Increasing the number of possible conversions (Faster page load speed avoid bounce rates^[1])



[1] <https://backlinko.com/hub/seo/bounce-rate> (2019)

Onpage SEO

Onpage SEO is the practice of optimizing the content, the structure and the usability of a website in order to rank higher and earn more relevant traffic in search engines.



Individual aspects to optimize with Onpage SEO

- Keyword Research: Prioritize keywords (estimated search volume)
- Title: It should be concise, reflecting the content of the page, attractive and memorable for users
- Meta-Description: It should be compelling, super-informative and attractive for the visitors
- Heading <h1>: Useful, informative, specific, relevant, unique and original
- Content: Write content for people, not for search engines
- Images: Optimization of the title and the alternative text (alt)
- Internal Linking: A good sitemap for the link juice distribution

Benefits of Onpage SEO

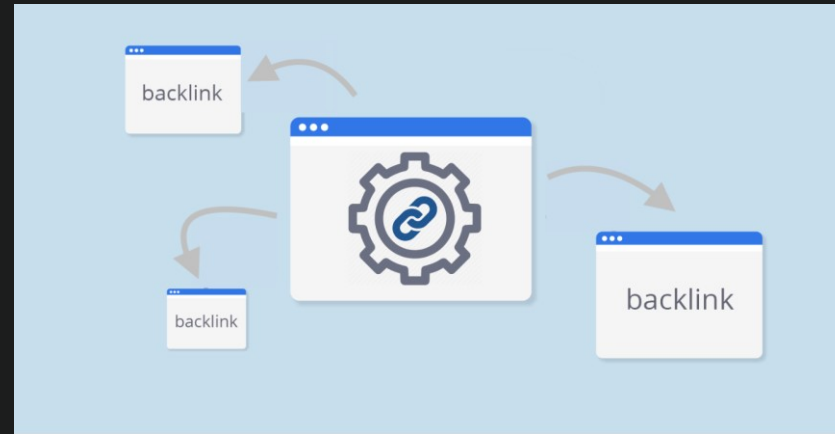
- Increase the organic traffic
- Inexpensive & powerful marketing way
- Better Conversion Rate (UX)
- Permanent value



Offpage SEO

Offpage SEO refers to actions taken outside of your own website to impact your rankings within SERPs.

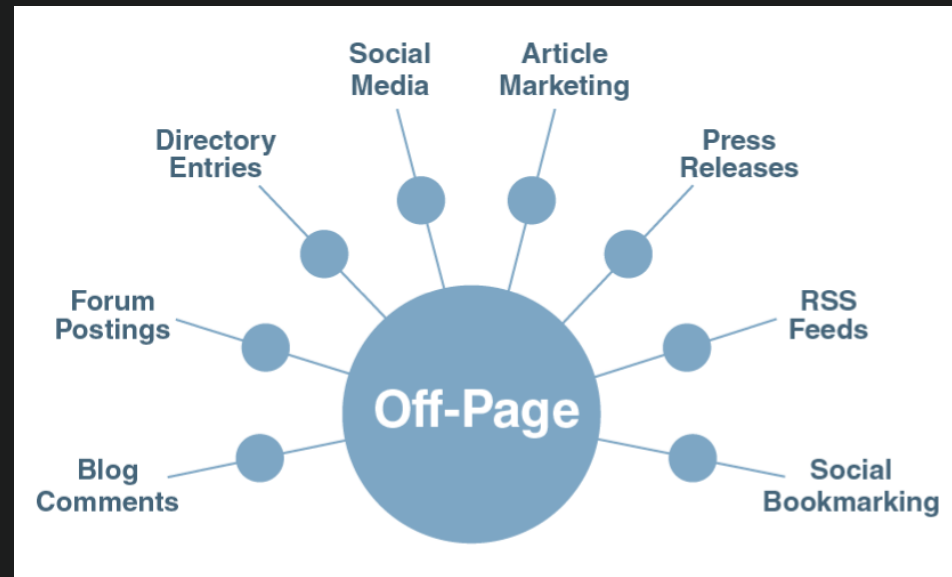
Optimizing for off-site ranking factors involves improving search engine and user perception of a site's popularity, trustworthiness, relevance, and authority.



Individual aspects to optimize with Offpage SEO

Two main ways to optimize with Offpage SEO:

- Linkbuilding:
 - ☐ Natural Links
 - ☐ Manually built links
 - ☐ Self-created links
- Non-link-related:
 - ☐ Social media marketing
 - ☐ Guest blogging
 - ☐ Influencer marketing

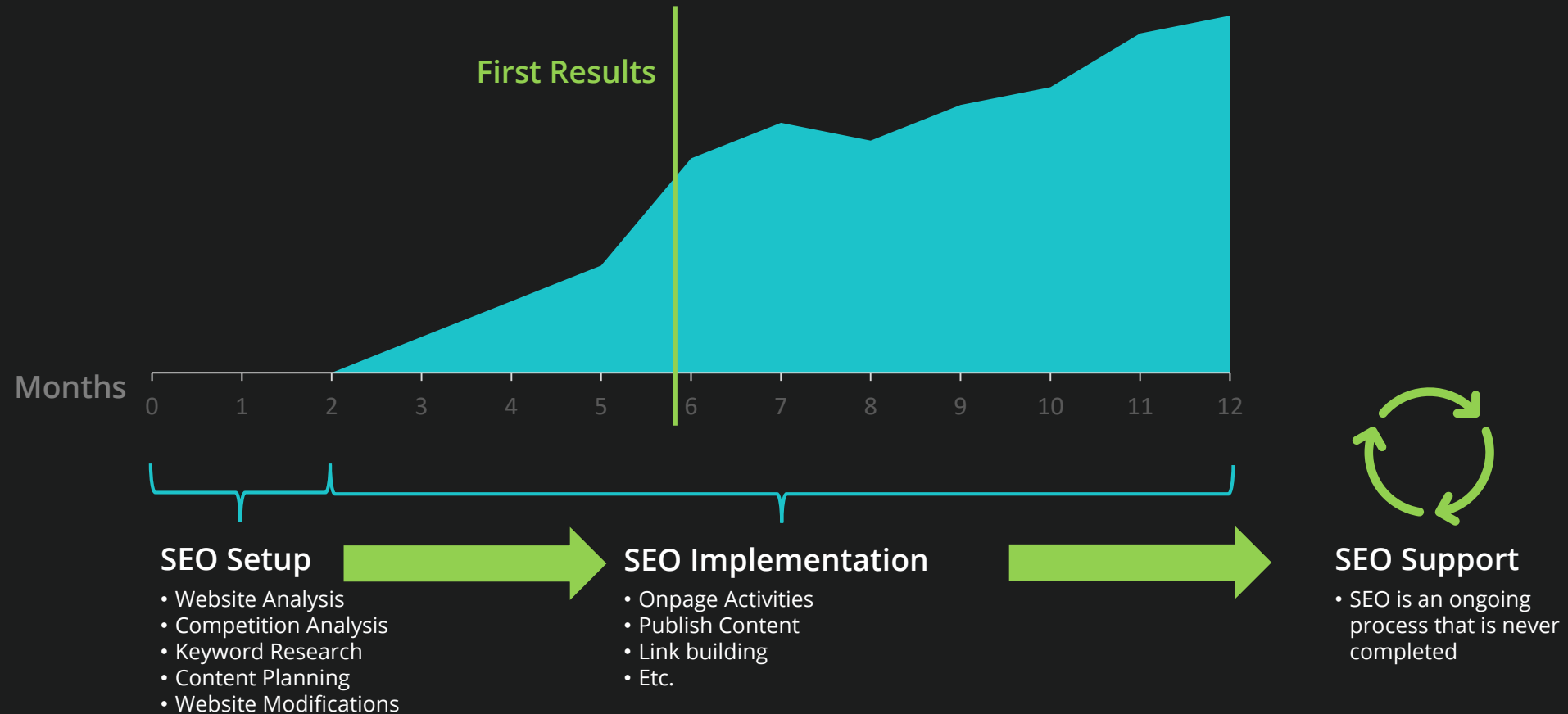


Benefits of Offpage SEO

- Increase domain authority
- Better search engine ranking
- Increase in referral and social traffic
- Growth of reach
- Online branding



SEO Strategy



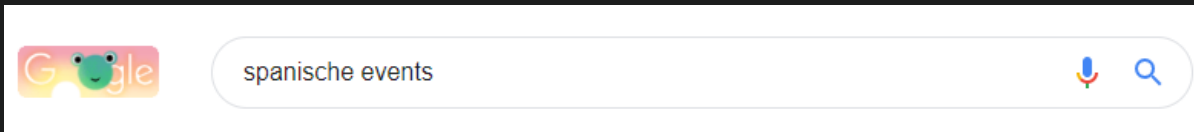
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Best practice case



www.hispaviena.com

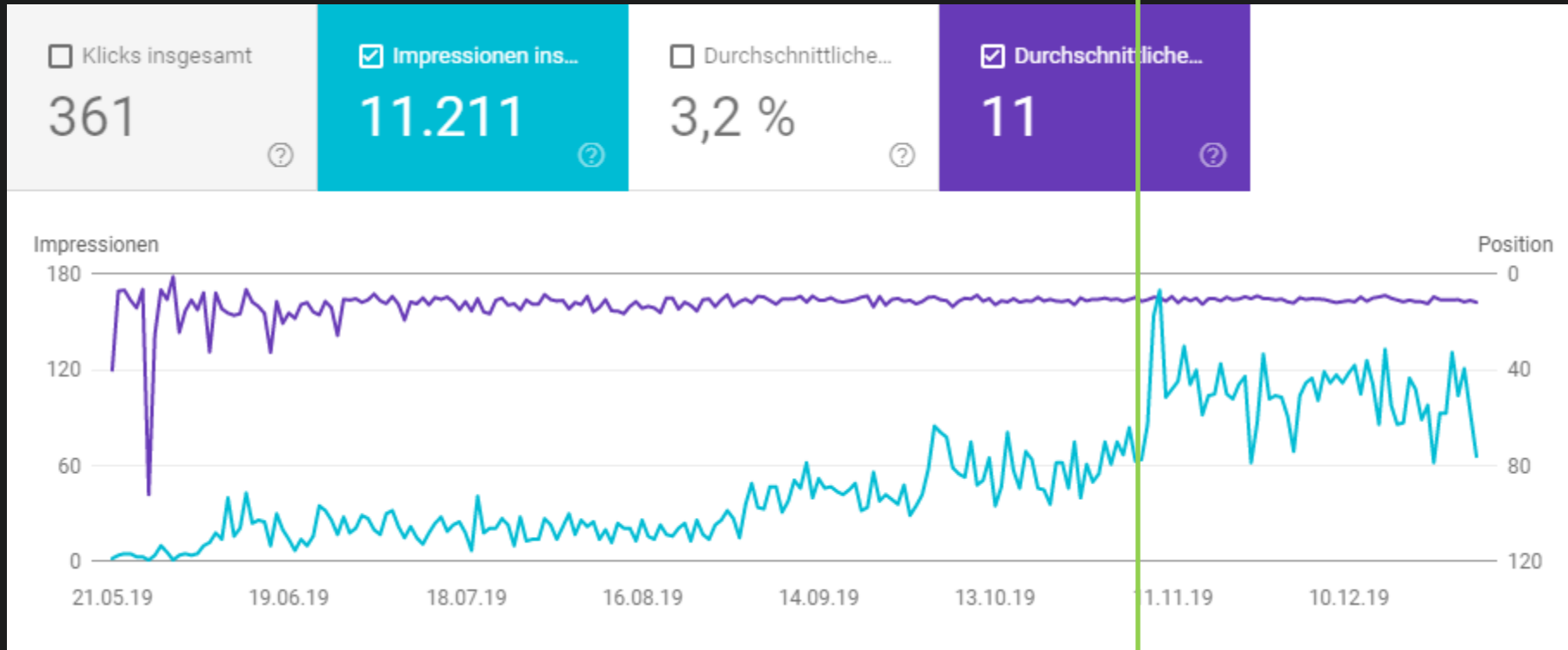
The Spanish and Latin American event, leisure and cultural guide in Vienna.



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1. [Hispaviena: 🏆 Spanische und lateinamerikanische Events in ...](https://hispaviena.com)
<https://hispaviena.com> > ... [Traducir esta página](#)
Der **spanische** und lateinamerikanische **Event**-, Freizeit- und Kulturguide in Wien:
☒ Restaurants, ☒ Bars, ☒ Konzerte, ☒ Veranstaltungen, ☒ Salsakurse und mehr!
2. [Spanien Events ab 21.12.2019 Party, Events, Veranstaltungen ...](https://www.szene1.at)
<https://www.szene1.at> > events > Spanien [Traducir esta página](#)
Spanien Playboy Show mit Raul Diaz & DJ Frisco aus **Spanien**!, Kulinarische Spanienreise im Lobo y Luna, Kulinarische Sommerreise durch **Spanien**, ...
3. [Veranstaltungen in Spanien. | spain.info auf deutsch](https://www.spain.info)
<https://www.spain.info> > que-quieres > agenda [Traducir esta página](#)
Information über Veranstaltungen in **Spanien** auf der offiziellen Webseite für den Tourismus in **Spanien**: Feste in **Spanien**, Sportveranstaltungen in **Spanien**, ...
4. [Lateinamerikanische Veranstaltungen in Wien und ...](https://www.culturalatina.at)
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CulturaLatina: Lateinamerikanische Zeitschrift Österreichs auf **Spanisch** und Deutsch. Bestellen Sie hier die aktuelle CulturaLatina! Lateinamerikanische ...
5. [Die besten Events des Jahres 2019 in Spanien](https://www.ferienwohnungen-spanien.de)
<https://www.ferienwohnungen-spanien.de> > artikel > di... [Traducir esta página](#)
3 feb. 2017 - **Spanien** ist das Land der Fiestas und Festivals! Die meisten Dörfer haben ihre eigenen besonderen Feiern. Aber welche Veranstaltungen ...

Best practice case



After 6 months SEO Strategy

Best practice case

Suchanfrage	↓ Impressionen	Position
spanisches restaurant wien	826	9,8
spanische restaurants wien	789	7,3
restaurantes españoles en viena	262	9
spanisches restaurant	234	9,1
spanisch essen wien	162	11,3
spanische restaurants	118	7,3
spanische events	114	3,6
spanisch restaurant wien	112	9,9
spanische restaurant wien	100	8,7
spanisches restaurant wien 1010	83	8,1

Keywords
positions < 11th

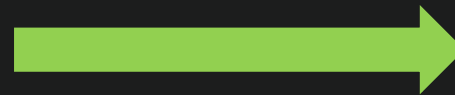
Best practice case



Before SEO Strategy

- Only 20 Visitors / Month
- 4rd Page in Google

6 months promeSeo Strategy



(1.800€ Investment)

After SEO Strategy

- 300 Visitors / Month
(1500% more visitors)
- 1st Page in Google
(120% more visibility)

Thank you for your attention!

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www.promeseo.com