How to get more website visitors
through Google with effective SEO

#LangSummit2019

About me: Gabriel Gelman

- Running the SEO agency **Netzbekannt GmbH**

- Founder of language learning website **Sprachheld.de**

- About 1/3 of clients are in language related businesses

- Marketing partner of **EXPOLINGUA Berlin**

- Online Marketing & Sponsoring at **Polyglot Gathering**

E-Mail: gabriel@sprachheld.de

Website: www.sprachheld.de

Overview of what is expecting you

1. Quick overview of Sprachheld

2. Success factors of Sprachheld & intro into SEO / Content Marketing

3. Main ranking factor 1: Content – main topic

4. Main ranking factor 2: Online authority

5. Tool tips

6. Main takeaways & next steps

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Slides: at the end of presentation

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What is Sprachheld?

- Launched in Fall 2014 as German language learning blog

- Video course about language learning

- Since 2018: Spanish course with personalized help

- Lots of content about effective language learning

- Recommendations for programs, apps and software

- About 100k visitors per month

Disclaimer

Part 1: Success factors at Sprachheld & intro to SEO / Content Marketing

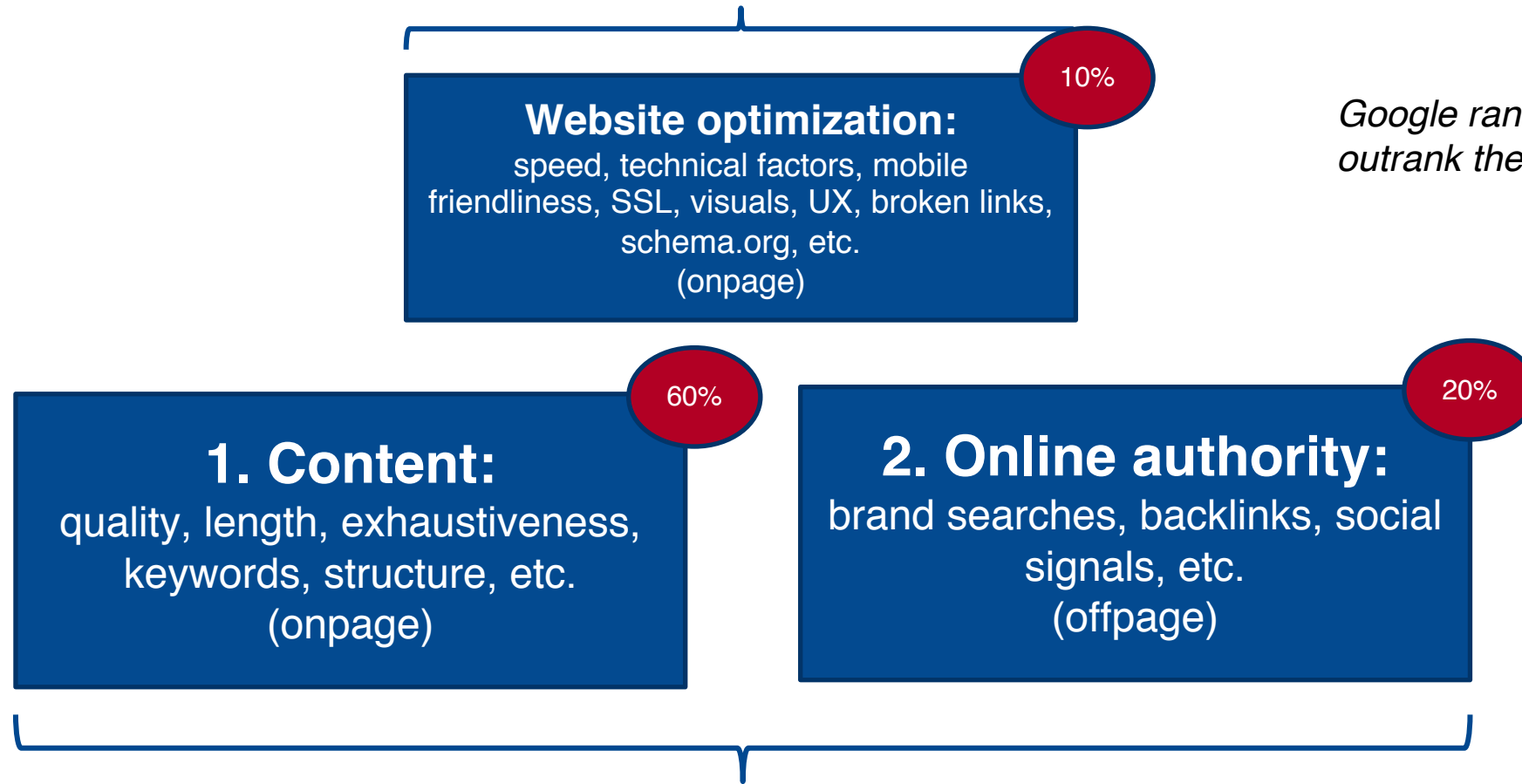# The most important success factor: content marketing

- Give the best content that really helps to learn a language

- 197 pieces of content (most have 1000+ words)

- Extensive information, when searching language learning related topics on Google you will usually find Sprachheld

- Following two main SEO concepts: **holistic content** & **content hubs**

The 2 (+ 1) most important Google ranking factors

To be done once (more or less), the SEO foundation

Website optimization:
speed, technical factors, mobile friendliness, SSL, visuals, UX, broken links, schema.org, etc.
(onpage)

10%

Google ranks by competition, to outrank them you have to be better.

1. Content:
quality, length, exhaustiveness, keywords, structure, etc.
(onpage)

60%

2. Online authority:
brand searches, backlinks, social signals, etc.
(offpage)

20%

Requires regular work, most important factors, put your focus here

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Time dedicated

Two essential SEO concepts: holistic content & content hubs

Holistic Content:
How exhaustive is an article?
(main metric: length)

Content Hub:
How many subtopics are
covered? (main metric: quantity)

*Example: Exhaustive article about
learning Spanish with over 5k words.*

*Example: 5 subpages explaining
specific Spanish grammar rules.*

The more competitive the keywords, the
more important this is. Quality is key!

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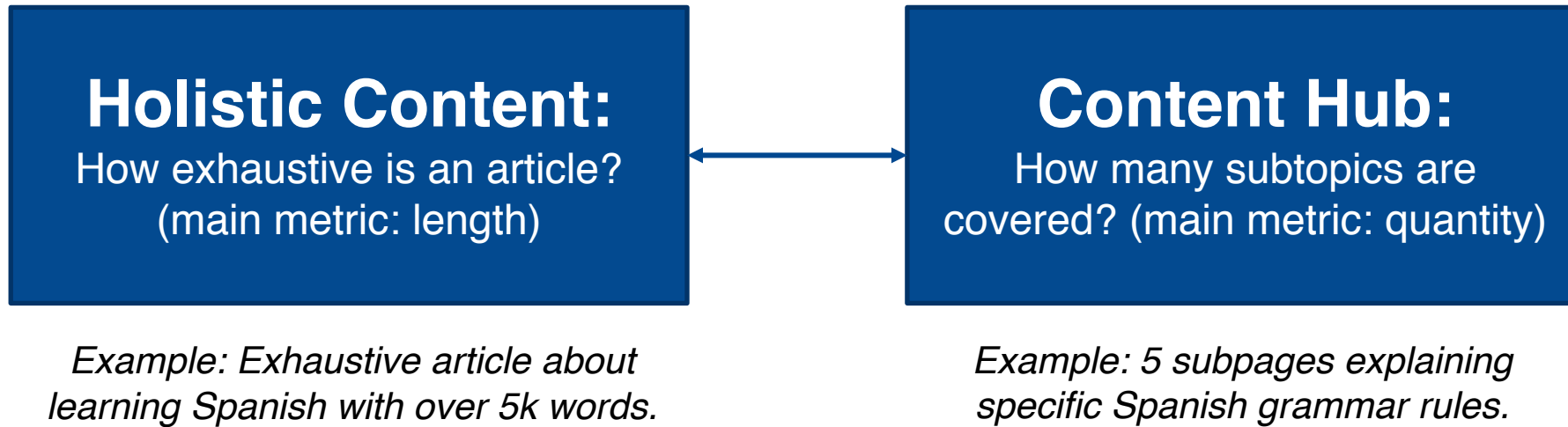
Content hub example for learning Spanish

- Specific languages have more competition because a purchase is more likely (e. g. Learn Spanish), aka *money keywords*

- Holistic content + a content hub is necessary

- Sprachheld: About 20k traffic for Spanish related topics

Content hub for learning Spanish, 15 articles (partial overview)

Structured like a pyramid

Depth

```
                        ┌─────────────┐
                        │  Spanisch   │                    ( 1 )
                        │   lernen    │
                        └─────────────┘
    ┌──────────┬──────────┬──────┴──────┬──────────┬──────────┐
┌────────┐ ┌────────┐ ┌──────────┐ ┌──────────┐ ┌──────────┐ ┌──────────┐
│Spanisch│ │Spanisch│ │ Spanische│ │ Spanische│ │ Spanische│ │ Spanisch │   ( 2 )
│für     │ │für     │ │ Grammatik│ │ Vokabeln │ │Aussprache│ │online    │
│Kinder  │ │Anfänger│ │          │ │          │ │          │ │lernen    │
└────────┘ └────────┘ └──────────┘ └──────────┘ └──────────┘ └──────────┘
```

Spanisch für Kinder

Spanisch für Anfänger

Spanische Grammatik

Spanische Vokabeln

Spanische Aussprache

Spanisch online lernen

Desde Hace

Preterito Imperfecto & Indefenido   (3)

Every article is holistic: text, videos, explanations, tables, excercises, downloads, etc.

Example of holistic content: vocabulary apps

- One of our most popular articles with more than 10k hits per month

- Ranks for more than 750 different keywords

- 6886 words

- Anatomy (holistic):

  - 5 best apps & table overview

  - Index (with anchor links) for quick navigation (essential for long content)

  - Advantages and disadvantages of such programs

  - Split in paid and free

- Also: lots of test details, many images & screenshots, always updated

- Link: https://www.sprachheld.de/besten-vokabeltrainer-apps/

Vokabeltrainer: Die 13 bekanntesten im Test (2019) – inklusive unsere 6 Empfehlungen

Keyword	Pos.	Volumen
vokabeltrainer	4	14,800
vokabeltrainer englisch	3	8,100
vokabeltrainer app	1	1,300
englisch vokabeltrainer	4	8,100
vokabel app	1	1,000
vokabeln lernen app	1	880
englisch vokabeln lernen app	1	390
englisch vokabel app	1	210
app vokabeln lernen	1	170
pons vokabeltrainer	9	2,400
vokabel abfrag app	1	140
vokabeltrainer englisch kostenlos	3	720

Holistic content: sometimes less is more -> satisfy search intent!

- We used to have 17 apps

- Search intent is -> 1 app and only one

- Give the solution quickly, holistic content only supplemental

  - At the beginning quick overview of the best of

- Other competitors have 10 or less (all of them rank worse)

Search intent is essential!

Vokabeltrainer Die 8 besten Tools + wichtige Lern-Tipps » lernen.net
https://www.lernen.net/artikel/vokabeltrainer-8-tools-lern-tipps-2043/ ▾
★★★★★ Bewertung: 4,8 - 8 Abstimmungsergebnisse
Vokabeltrainer erleichtern die Erinnerung neuer Wörter in fremden Sprachen. Die besten Programme + wichtige Tipps zum Vokabeln lernen.
Die 8 besten Vokabeltrainer · Die PONS ... · Vokabeltrainer One ... · VokabelBox ...

▷ Empfehlung: Die Top 10 der besten Vokabeltrainer (2017) - talkREAL
https://talkreal.org/blog/top-10-vokabeltrainer/ ▾
30.01.2017 - Das ist das Ziel und damit Sie dieses Ziel möglichst einfach erreichen, haben wir uns einige **Vokabeltrainer** angeschaut, über einen längeren ...

phase6 classic - Die Nr. 1 unter den Vokabeltrainern
https://www.phase-6.de/ ▾
Wir haben etwas Besseres: phase6 ist Deutschlands führender **Vokabeltrainer** und bietet als einziger Anbieter Vokabelsammlungen zu allen gängigen Kurs- ...

Englisch Vokabeltrainer - Babbel.com
https://de.babbel.com/englisch-vokabeltrainer ▾
★★★★⯪ Bewertung: 8,8/10 - 8.022 Rezensionen
Englisch **Vokabeltrainer**. Das Englischlernen begleitet uns heutzutage durch alle Lebensabschnitte. Manchmal beginnt der Englischunterricht bereits im ...

Die 10 besten Vokabeltrainer zum Download - PC-WELT
https://www.pcwelt.de › Downloads › Büro, Finanzen & Tools ▾
Diese **Vokabeltrainer** sparen Ihr Geld und lassen Sie die Lernzeiten selbst ... Der **Vokabeltrainer** Cramfire ist inzwischen ein Online-**Vokabeltrainer** für viele ...

Main ranking factor 1 - content

The steps to create content that ranks

Creating the content

1. Pick a topic

2. Do keyword research

3. Analyze competitor results (how strong?)

4. Create an outline / briefing

5. Create content

6. Publish and promote

Optimizing the content

1. Wait and monitor

2. If no satisfactory rankings after 3 months, improve content

3. And / or extend into content hub structure

4. Try to get high quality backlinks on the content / get an influencer to share it

Step 2: Keyword research

- Tools

  - We use: SEMrush (starting at 99$/month) & Termlabs.io (starting at 129€/month)

  - Google Suggest & Related Search (YouTube Suggest)

  - Questions tool: answerthepublic.com (free)

  - Free keyword tools: ubersuggest & kwfinder.com

- Steps

  1. Pick a root / main keyword (e. g. learn grammar, Chinese words, language learning apps)

  2. Plug it into a tool

  3. Save all relevant keywords for later use
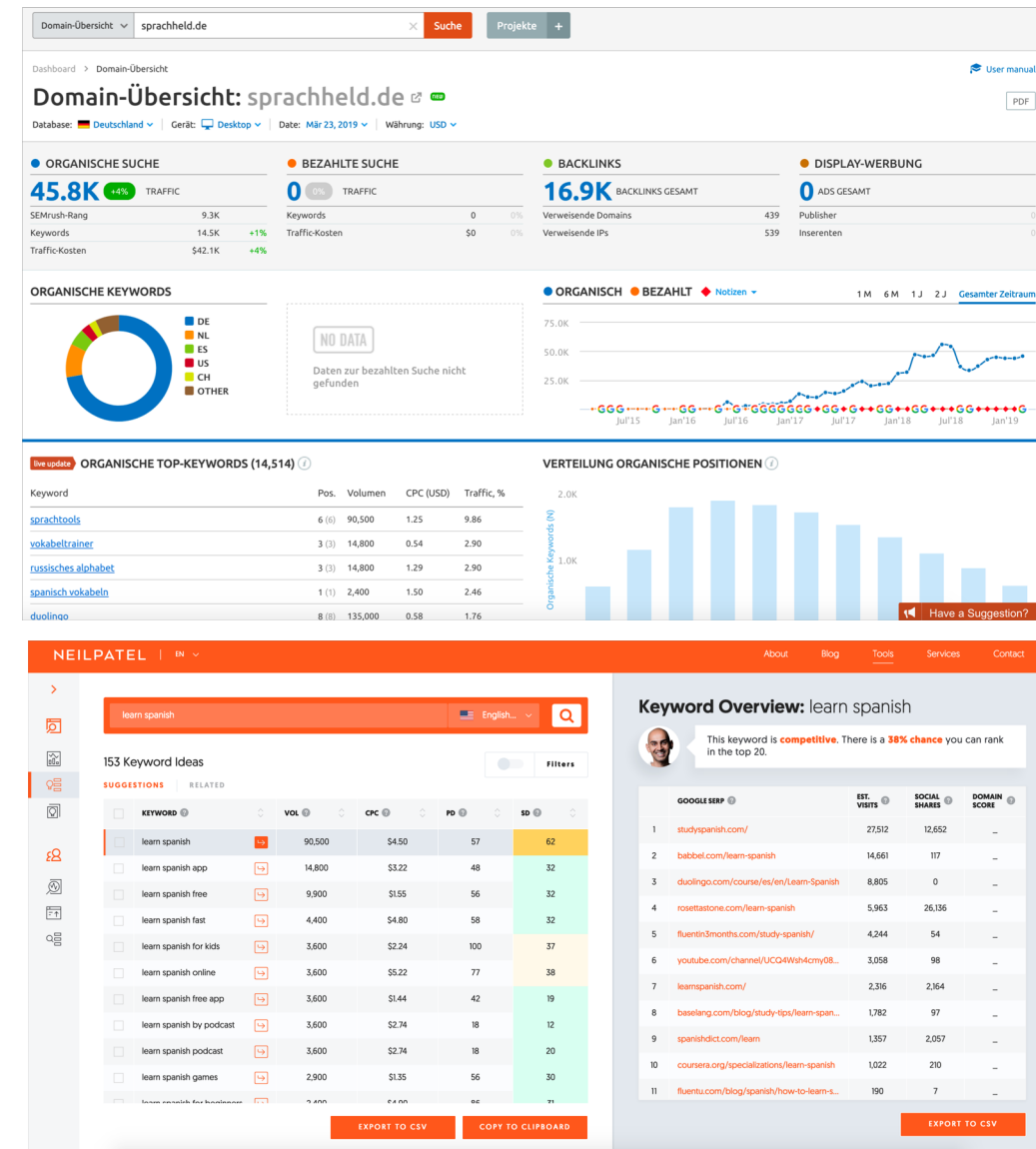
Step 3: Analyze competitor results

- Google main keyword and check results on page 1 – this is your reference point, you must be better

- Analyse the search result page – Are there videos? Images? Google Questions?

- What makes the competition results good? How can you make it better?

- How long are the results? Usually the longer the better (BUT: look out for search intent!)

Step 4: Create an outline / briefing

- Here is a briefing example:

  https://docs.google.com/document/d/1-PYs7GS_QjggdpuL9kwCFedpSLpEC9YgKEXEFqH-ESY/edit

- Which keywords need to be used?

- Which topics need to be covered?

- How long should the article be?

- What other content formats should be implemented?

  Images? Videos? Infographics? Tools? Audios?

- What else is important?

Content Checklist for keyword „Spanish for Beginners"

Note: If you include everything that you see here, you'll have a more or less perfect article. That's not necessary though. You can start by only including the important stuff and later add more. Try hitting 3000 words (or more).

Title: Learning Spanish for Beginners: A step by step guide to start learning Spanish

Meta Tags & URL:
- Title: ► Spanish for Beginners: Complete step by step guide to learn Spanish
- Description: Learning Spanish? Are you a beginner? This complete guide shows the best resources and a step by step guide to start and get to conversational Spanish fast!
- URL: effortlessconversations.com/learn-spanish/spanish-for-beginners/

Topics
Each one of these topics should have its subtopic and be featured in the index. The following topics should be definitely included (not necessarily in this order):
- An actual step by step guide (like Benny: https://www.fluentin3months.com/teach-me-spanish/ for some reason he is using the keyword "Teach me Spanish" so feel free to drop it somewhere in the text as well)
- Conversational Spanish for Beginners (use somewhere "Spanish conversations for beginners")
- Spanish (short) Stories for beginners (you could also add it to resources, if it fits better)
- Resources (your own or from others), add best a few times since people look for the best resources
  - Spanish books for beginners (use the word read somewhere)
  - Spanish words for beginners
  - Spanish lessons for beginners
  - Spanish worksheets for beginners
  - Spanish podcasts for beginners
- Spanish test for beginners: Not a very important keyword, you don't need to have a full section for that

Step 6: Promote the content

- For Google to see it as relevant try to get at least 100-200 hits within the first few days of publication (seeding)

- Promote your content in your own channels: social media, newsletter, (consider ads), etc.

- Promote in other channels: relevant Facebook groups, ask people to share

- The more visitors you get, the more relevant it will be seen by Google

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Optimizing the content

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Wait & optimize

- Usually Google needs a few weeks to give you a ranking

- Sometimes it can take a few months

- Depends on quality of results on first page of Google and your online authority

- If you don't rank (well) after 3 months start troubleshooting:

  - What else can you do to improve your content?

  - Maybe the authority of page 1 results is too high? Then create more articles to form a hub structure

Remember: main ranking factors

1. Content:
quality, length, exhaustiveness, keywords, structure, etc.

2. Online authority:
brand searches, backlinks, social signals, etc.

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Creating a content hub

- If you just can't rank well for the keywords, creating a content hub will usually help

- What are sub-topics of this topic where you can write an extensive article?

- Make sure the spokes link to the hub with the main keyword(s) in the anchor

```
         Main topic
           (hub)
    ┌─────────┼─────────┐
Sub topic 1  Sub topic 2  Sub topic 3
(spoke 1)    (spoke 2)    (spoke 3)
```

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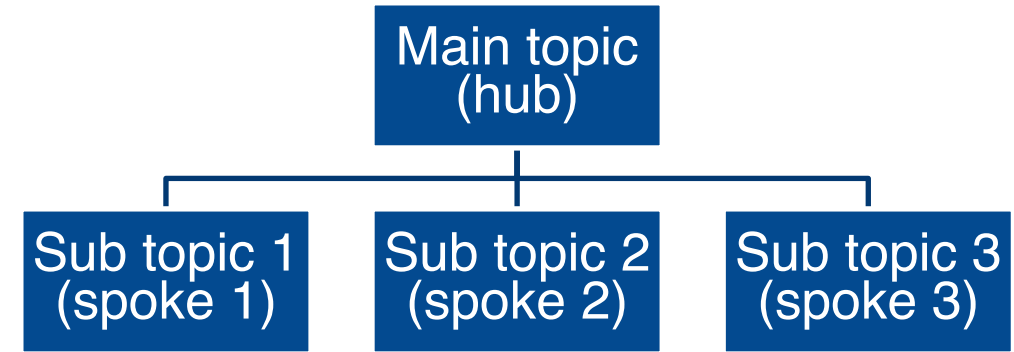
Main ranking factor 2 – online authority

What is online authority?

How popular is your brand on the internet?

Factors include:

- Number of backlinks from high quality websites (still most important factor)

- How often do people Google your brand?

- How often is your brand mentioned on other websites and social media? (what's the quality of the websites?)

- How often is your content shared on social media (social signals)?

- How long has your domain been in active use?

- Online reviews (if you have products).

How do you build online authority?

- Similar to the way you build it offline

- Takes a lot of time

- Get your brand name (or personal name – if you are a personal brand) out there!

- Cooperate with other (bigger) brands

- Get other websites to link back to you

- Create great content on a consistent basis

Tool tips

Tool tips

1. **Keyword research: answerthepublic.com (questions) & ubersuggest & kwfinder.com & lsigraph.com (LSI Keywords)**

2. **Definitely use Googe Analytics & Search Console!**

3. SEO Suites: SEMrush & ahrefs (paid)

4. Backlinks: openlinkprofiler.org

5. Browser extension: SEOquake

6. Check broken links: Brokenlinkchecker.com

7. Page speed: Google Page Speed Insights & Pingdom

8. SEO plugin: Yoast SEO for WordPress

9. Crawler: Screaming Frog (for advanced users)

1. Learn a Language | Free Online Language Learning
www.learnalanguage.com/ ▼ Diese Seite übersetzen
Learn a Language with free online language lessons, interactive games, and fun lessons. Learn up to 8 foreign languages with Visual Link Languages. Pick a ...
○ DS: 27 TS: 37
○ L: 21,4K ○ LD: 105K ▶ I: 14,5K Rank: n/a Age: 1998|12|01 whois </> source
○ Rank: 63,4K ○ Adv Disp Ads: 0 ○ Pub Disp Ads: 234

2. Duolingo: Learn Spanish, French and other languages for free
https://www.duolingo.com/ ▼
Duolingo is the world's most popular way to **learn a language**. It's 100% free, fun and science-based. Practice online on duolingo.com or on the apps!
○ DS: 51 TS: 57
○ L: 476K ○ LD: 753K ▶ I: 57,3K Rank: n/a Age: 2010|10|10 whois </> source
○ Rank: 1,64K ○ Adv Disp Ads: 723 ○ Pub Disp Ads: 1

3. Learn 48 Languages Online for Free | Open Culture
www.openculture.com/freelanguagelessons ▼ Diese Seite übersetzen
How to **learn languages** for free? This collection features lessons in 48 languages, including Spanish, French, English, Mandarin, Italian, Russian and more.
○ DS: 47 TS: 52
○ L: 72,6K ○ LD: 3,24M ▶ I: 16,2K Rank: n/a Age: 2004|01|25 whois </> source
○ Rank: 6,58K ○ Adv Disp Ads: 0 ○ Pub Disp Ads: 122K

The essentials: (1) Keyword tool, (2) Analytics, (3) Search Console

Main takeaways & next steps

13 Main SEO takeaways: overview

1. The most important SEO factors are content and authority, focus most of your work on these

2. It's better to writer fewer but better and exhaustive articles

3. Text is important but mix in other content formats, in the language niche videos work extremely well

4. Rather than writing 10 articles about different topics, write 10 articles about the subtopics of the same (example Spanish)

5. Promote your content, Google will honor that with better rankings

6. If you don't get the ranking you wished for improve your content & add more rather than starting over

7. Focus on search intent – how can you get the best match between intent and your result?

8. Do keyword research – don't create content nobody will find (and nobody is looking for)

9. One page = one main keyword, don't create several pages for the same keyword (keyword cannibalization)

10. Look at your best competitors (for a keyword you are trying to rank) and look at the search result to get a feel for what Google sees as relevant

11. Internal linking can go a long way, have good internal linking with keyword-rich anchor texts

12. Click-through-rate is a ranking factor, create good meta tags that people want to click

13. **Keep at it: Success (in SEO) does not come over night**

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What is the next step? Your homework

- To not get overwhelmed, I suggest to start with this homework (shoot for a 5 hour work window):

- Optimize that content piece and try to improve your ranking for this particular keyword

Perform the following steps:

1. Find a keyword you rank alright for (pos. 8-30)

2. Find keywords around that topic with ubersuggest

3. Find relevant questions on answerthepublic.com that you have not answered

4. With these keywords and questions extend your content by at least 50%

5. Find 5-10 related articles and create internal links that include the main keyword(s) in the anchor text

6. Improve your meta title & description, use symbols, make them attractive

7. Shoot a vide, upload it to YouTube, optimize title & description for the main keyword, link to the article and embed it

8. Get at least 300 visitors to the article within 3 days by promoting it

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If you forget everything...

Content:
quality, length, exhaustiveness, keywords, structure, etc.

Online authority:
brand searches, backlinks, social signals, etc.

Find the slides at:
Google „Netzbekannt Influencer Summit"

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